

STATE OF GEORGIA
COUNTY OF FULTON
CITY OF HAPEVILLE

RESOLUTION NO. 2022-14

A Resolution of the Mayor and Council of the City of Hapeville to adopt the City of Hapeville Comprehensive Plan Study; to provide for an effective date and other lawful purposes.

WHEREAS the City of Hapeville is subject to the State of Georgia Planning of 1989 which calls for a certified Comprehensive Plan in order to obtain and maintain the status of a Qualified Local Government; and

WHEREAS the City of Hapeville, Georgia is a member of the Atlanta Regional Commission, an agency created to provide regional planning and intergovernmental coordination among certain county and city governments in the metropolitan area of Atlanta; and

WHEREAS the proposed amendments to the Comprehensive Plan Update were prepared in accordance with the Minimum Planning Standards and Procedures for Local Comprehensive Planning established by the Georgia Planning Act of 1989; and Public Hearings were held on September 6, 2022, before the Hapeville Mayor and Council, where the public had the opportunity for public input, to review goals, objective and strategies associated with the findings of the Plan.

WHEREAS the Comprehensive Plan Update was transmitted for regional and state review on September 06, 2022 and approved by the State of Georgia Department of Community Affairs (DCA) on September 13, 2022.

NOW, THEREFORE, BE IT RESOLVED THAT:

The Mayor and Council of the City of Hapeville, Georgia hereby adopt the 2022 Comprehensive Plan Update. SO RESOLVED, this 18th day of October 2022.

Signed: Attest:

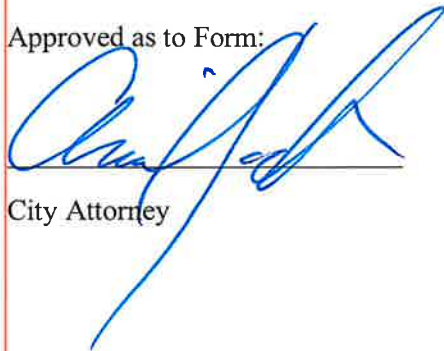


Alan Hallman, Mayor



Sharee Steed, City Clerk

Approved as to Form:



City Attorney





City of Hapeville Comprehensive Plan 2022

SEPTEMBER
16, 2022

prepared by the



Atlanta Regional Commission

Acknowledgements

City of Hapeville

Mayor and City Council

Alan Hallman – *Mayor*

Brett Reichert – *Councilman at Large*

Mark Adams – *Councilman, Ward 1*

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Joanna Yim – *Owner, Sombreros Tacos and Bar*





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Introduction



Executive Summary

Local governments use planning to define and manage how they want their community to grow and develop. This update to the Hapeville Comprehensive Plan, undertaken by the City of Hapeville and the Atlanta Regional Commission (ARC), lays out a vision for the next five years and the path that can be taken to realize that vision.

The Georgia Department of Community Affairs (DCA) requires that a set of rules and regulations are followed during the comprehensive planning process to ensure the creation of a long-term plan that represents the community's shared vision for future development. This framework is intended to promote planning for strong, vibrant communities. As part of these requirements, the Hapeville Comprehensive Plan includes the following elements:

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

Location

Located in Fulton County, Georgia, the City of Hapeville, at 2.4 square miles, is situated between the City of Atlanta to the north, Hartsfield-Jackson Atlanta International Airport to the south, I-75 to the east, and I-85 to the west (Map 1.1). It is this proximity, next to the busiest airport in the world, downtown Atlanta, and two major interstates, that positions the City as a desirable place to visit, live, and work.



History

In 1929, the City of Atlanta purchased land that had been used as a racetrack to establish its municipal airport, Candler Field. As the airport grew and became Hartsfield-Jackson International Airport, it had a significant impact on Hapeville's development and economy. Although founded in Louisiana, Delta Airlines moved its headquarters to the Atlanta airport in 1941, reflecting its prominence as a transportation hub.

By the 1950s, the City of Hapeville was a thriving Tri-City (Hapeville, East Point, College Park) community, with many residents working at the local Ford Atlanta Assembly Plant from its opening in 1947. Hapeville's historic Main Street, North Central Avenue, provided restaurants, retail, and neighborhood services, and many evening activities centered around the city's high school sports. Hapeville was recognized for its small-town charm and close-knit community.

As plant production decreased between the 1970s and the 1990s, the community saw an associated decline in jobs, residents, and income levels. Following the eventual closure of the plant in 2006, the city was hit again, along with the rest of the country, with the 2007-2009 Great Recession, which stifled much needed economic growth in Hapeville. However, as the country recovered from the recession, Hapeville has seen new growth and development pressure. This is in large part due to the city's great proximity to the airport, downtown Atlanta, and the interstate. Large corporate investments in the city include Delta Airlines' headquarters and the 2015 opening of the Porsche North America Headquarters and Porsche Experience Center. Both of these headquarter offices

sit just outside of the City of Hapeville boundaries but bring nearly 20,000 employees to dine, shop, and experience this small city of approximately 6,600 residents on a daily basis.

The hotel market has also seen increased investment in recent years, with the opening of the Kimpton Overland, Towne Place Suites, Embassy Suites, and Holiday Inn Express hotels. Hotel demand is high in the area, due to Hapeville's proximity to the airport's international terminal and the corporate headquarters.

The Aerotropolis Atlanta Community Improvement Districts (CIDs) have also had a positive impact on investment in the City of Hapeville. The CIDs, which cover 15.46 square miles around the airport, include portions of Hapeville's office core, south of South Central Avenue. This area has been termed the Corporate Crescent, a mixed use business district anchored by corporate headquarters, including Delta Airlines, Wells Fargo, and Porsche. The CIDs are empowered to fund beautification, public safety, and infrastructure projects focused on transportation and water within their district. This increased investment in Hapeville includes future streetscape improvements and gateway signage, building identity and branding that will help attract employers and residents to the area.

To address these growth pressures, while preserving the character of Hapeville's small-town charm, this Comprehensive Plan engaged the community and key stakeholders to develop a shared vision for the future of Hapeville.

Current Planning Documents

In an effort to be truly comprehensive, the City of Hapeville's Comprehensive Plan works in conjunction with existing planning documents to build upon momentum, ensure consistency, and reduce redundancy. The following list outlines current City of Hapeville and relevant Fulton County planning documents that are referenced herein or should be used in conjunction with the plan to assist the City in accomplishing its vision and goals.

Housing

- Fulton County 2021 Annual Action Plan (2021)
- Fulton County 2020-2024 Consolidated Plan (2020)
- City of Hapeville Housing Profile (2019)

Economics

- CATLYST: Metro Atlanta Regional Economic Competitiveness Strategy (2017)
- Aerotropolis Atlanta Blueprint (2016)

Transportation

- The Atlanta Region's Plan Regional Transportation Plan (2021)
- City of Hapeville Commercial Parking Assessment (2019)
- Fulton County Transit Master Plan (2018)
- AeroATL Greenway Plan (2018)
- City of Hapeville LCI Study Update (2017)
- Transportation Alternatives Program (TAP) (2017-2022)

Chapter 2

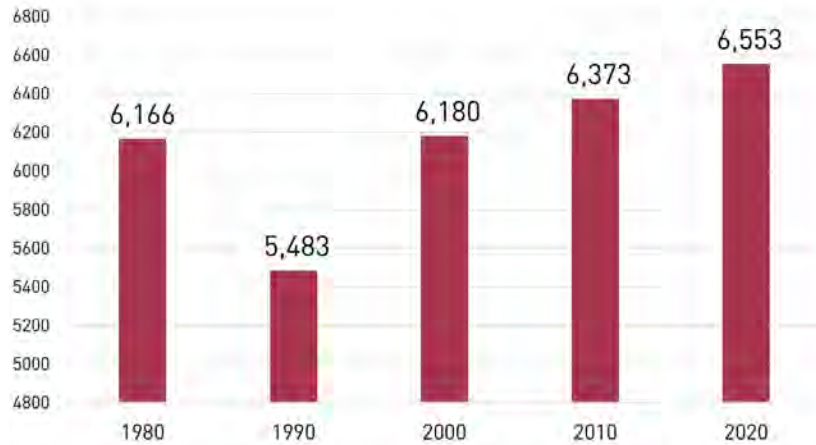
Data and Demographics



Demographic Trends

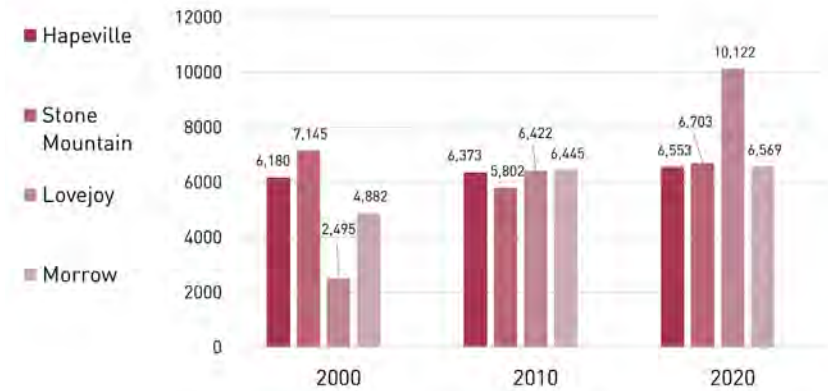
Between 2010 and 2020, the population of Hapeville increased by 2.8%, rising from 6,373 residents to 6,553 residents. This represents a larger rate of growth than the 1% increase in population experienced between 2000 and 2010 (Figure 2.1). In comparison to similar cities in the metropolitan area, Hapeville’s population has held relatively constant (Figure 2.2). The median age of Hapeville’s residents is 33.3, slightly younger than the median age of Fulton County as a whole (Figure 2.3).

Figure 2.1: Population Change



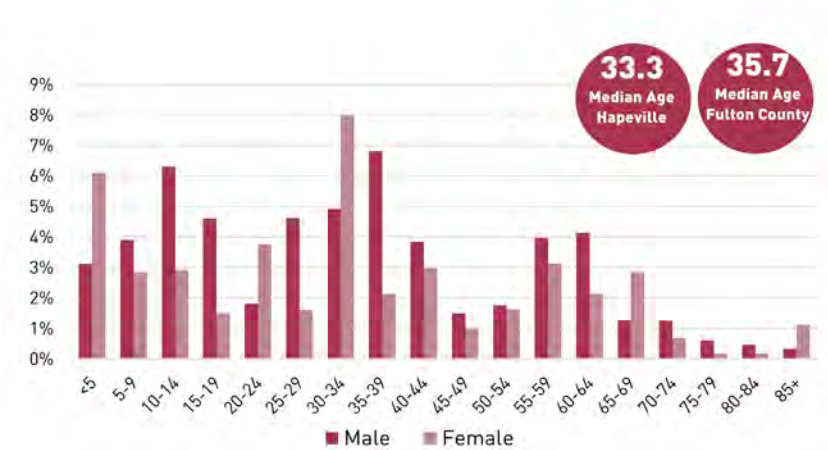
US Census Bureau Decennial Census (1980-2020)

Figure 2.2: Population Comparison



US Census Bureau Decennial Census (1980-2020)

Figure 2.3: Age Distribution

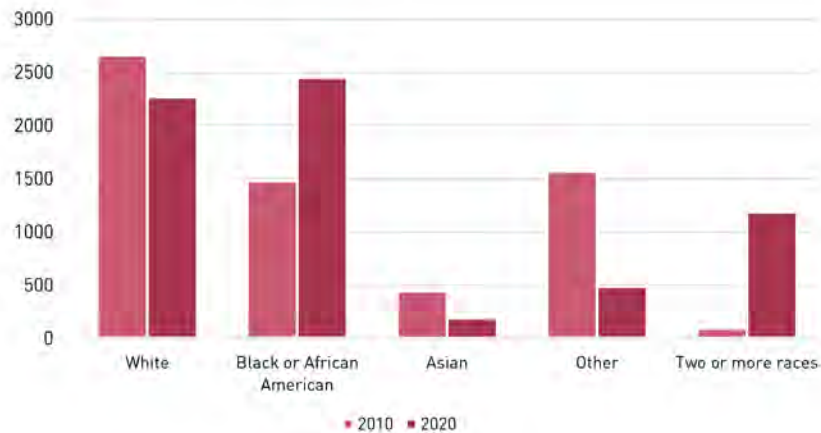


US Census Bureau American Community Survey (2020)

Demographic Trends

The population of Hapeville underwent some shifts in racial composition between 2010 and 2020 (Figure 2.4). The share of Black or African American residents rose from 24% to 37%, reflecting the racial composition of the 11-county region, which was also about 37% Black or African American in 2019. Residents identifying as two or more races made up 1% of the City’s population in 2010, and this figure had risen to 18% by 2020. Hapeville’s Asian residents made up 7% of the population in 2010, but only 3% of the population in 2020. The proportion of white Hapeville residents decreased from 43% to 34% during this time. In 2020, about a third (31%) of Hapeville residents identified as Hispanic or Latinx, down from 35% in 2020. In comparison, the region is 12% Hispanic or Latinx.

Figure 2.4: Racial Composition



US Census Bureau American Community Survey (2010 and 2020)

Housing Trends

Metro Atlanta Housing Strategy

The Metro Atlanta Housing Strategy (MAHS) is an interactive digital toolkit addressing the region’s housing challenges. ARC launched the MAHS in 2019 to equip communities with detailed housing market information and targeted strategies to address housing needs. The MAHS divides the region into ten submarkets based on similar housing characteristics. 85% of Hapeville is classified as Submarket 3: rapidly changing core neighborhoods experiencing the greatest increase in housing costs regionally (Map 2.1, facing page). The remaining 15% does not have a submarket classification. The median home sale price in Hapeville as of 2020 was \$200,000, representing an increase of 300% from the 2013 median price. *Note: This data does not reflect recent trends of significantly higher increases in housing prices.*

Suggested strategies for Submarket 3 include preserving the supply of existing affordable housing, promoting housing stability for existing residents, and developing leadership and collaboration on affordability, both through building internal local government capacity and through cooperation across different sectors and organizations. More information can be found on metroatlhousing.org.

Map 2.1: Metro Atlanta Housing Strategy Submarket Map

City Snapshot

Median Home Sale Price
(2020)

\$200,000

Change in Median Home
Sale Price (2013-2020)

+300%

Home Sale Price Per Sq
Ft (2020)

\$137

% Change in Home Sale
Price Per Sq Ft
(2013-2020)



+168%

Median Building Area of
Home Sales (2020)

1289 SQ FT

Submarket 3

Rapidly changing core
neighborhoods
experiencing the greatest
increase in housing costs
regionally.

-  Submarket 3 (85%)
-  Not Covered by
Submarket (15%)

Hapeville

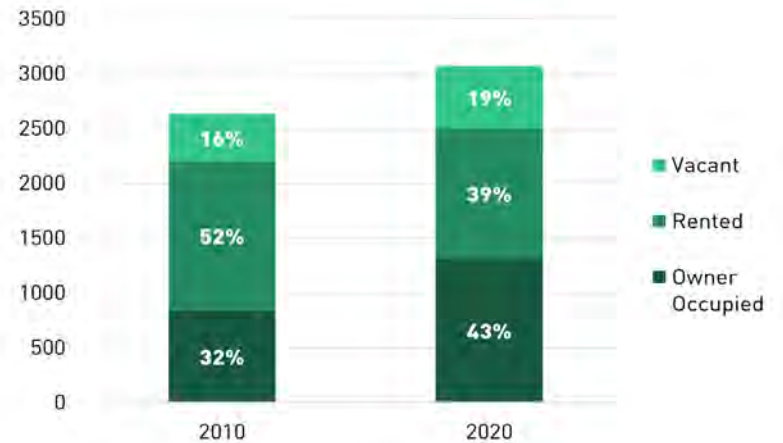
Housing Trends

The number of housing units in Hapeville rose between 2010 and 2020, with the estimated total housing supply exceeding 3,000 units by 2020. There was a shift toward a greater share of units being owned instead of rented over this decade period (Figure 2.5). There was an increase in owner-occupied units from 32% to 43%, while rentals went from making up about half of occupied units to only constituting around 39%. The proportion of vacant units in Hapeville’s housing stock rose from 16% to 19% between 2010 and 2020.

In 2020, over two thirds (69%) of Hapeville’s total housing stock consisted of single family detached structures, up from 62% in 2010 (Figure 2.6). Large multifamily housing of ten or more units provided 13% of Hapeville’s housing units, a slight reduction from 18% in 2010. A combined 11% of housing units in 2020 were “missing middle” housing, defined as structures with between two and four units, or small multifamily housing, which includes between five and nine units. In contrast, these types made up 17% of units in 2010. Single family attached structures (townhomes) were 2% of units in 2010 and rose to 3% of units by 2020.

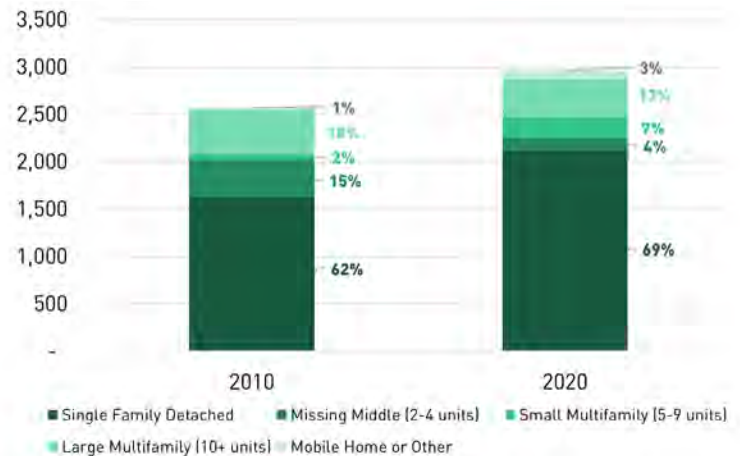
Note: Due to sample sizes, the breakdown of housing units by structure type should be considered rough estimates.

Figure 2.5: Housing Tenure



US Census Bureau American Community Survey (2010 and 2020)

Figure 2.6: Housing Types



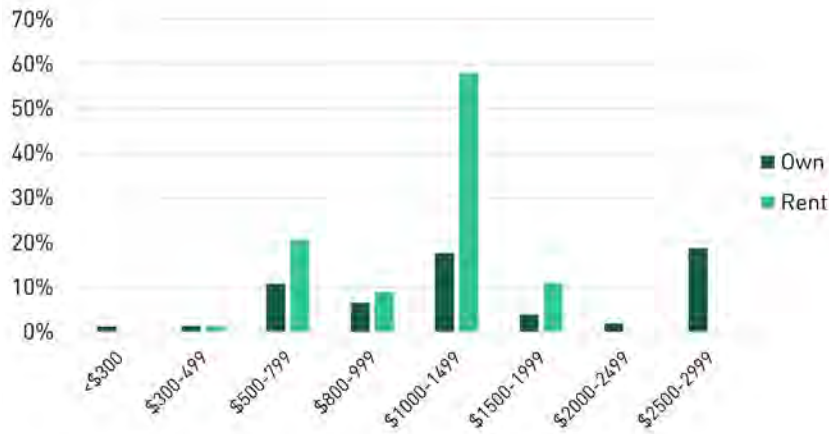
US Census Bureau American Community Survey (2010 and 2020)

Housing Trends

Most renters in Hapeville were paying between \$1,000 and \$1,499 monthly for housing as of 2020, with monthly housing costs more evenly distributed for homeowners (Figure 2.7). However, about a third (31%) of owners pay less than \$1,000 a month for housing, while only 20% of renters have housing costs this low.

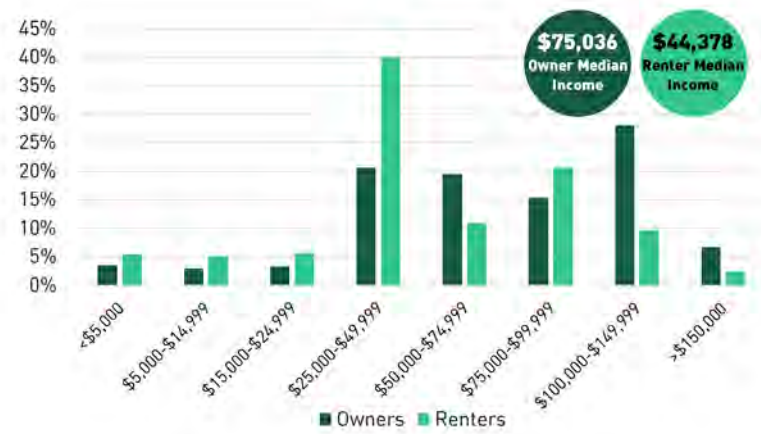
In 2020, the median annual income for households who owned homes was \$75,036, compared to only \$44,378 for renters (Figure 2.8). While around a third (35%) of owners make over \$100,000 a year, only 12% of renters are in this income range.

Figure 2.7: Monthly Housing Costs



US Census Bureau American Community Survey (2020)

Figure 2.8: Household Income by Tenure



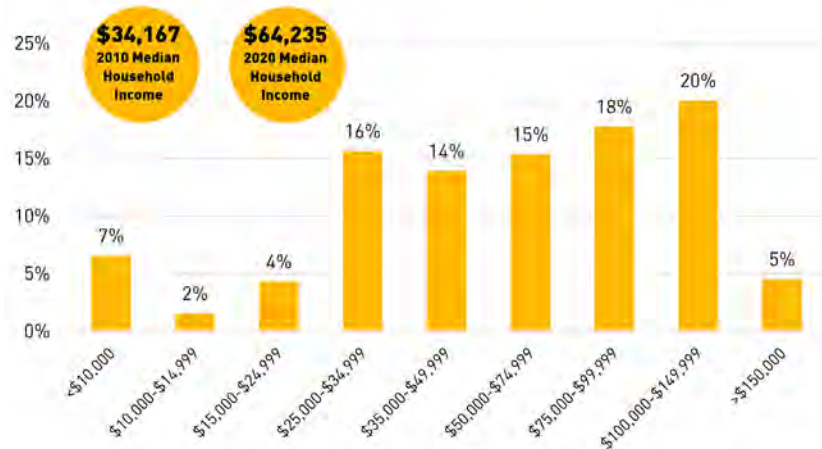
US Census Bureau American Community Survey (2020)

Economic Trends

Hapeville’s median household income was \$64,235 in 2020, up from \$34,167 in 2010 (Figure 2.9). About a quarter of households make over \$100,000 annually. 13% of households make less than \$25,000 per year.

Hapeville’s largest industry is Accommodation and Food Services, comprising about a quarter of the city’s jobs. Another quarter is made up of employment in the Waste Management and Remediation (Administration and Support) industry (Figure 2.10). The top two industries in terms of where Hapeville residents are employed are Transportation and Warehousing and Accommodation and Food Services (Figure 2.11).

Figure 2.9: Income Distribution



US Census Bureau American Community Survey (2020)

Figure 2.10: Workplace Area Characteristics



US Census Bureau LEHD Origin-Destination Employment Statistics (2018)

Figure 2.11: Resident Area Characteristics



US Census Bureau LEHD Origin-Destination Employment Statistics (2018)

Map 2.2: Broadband Access




The Georgia Department of Community Affairs (DCA) Georgia Broadband Program tracks access to broadband for homes and businesses across the state. According to data from DCA and the Federal Communications Commission, over 99.5% of locations in Hapeville had access to broadband provider service as of 2021 and are thus considered “served.”

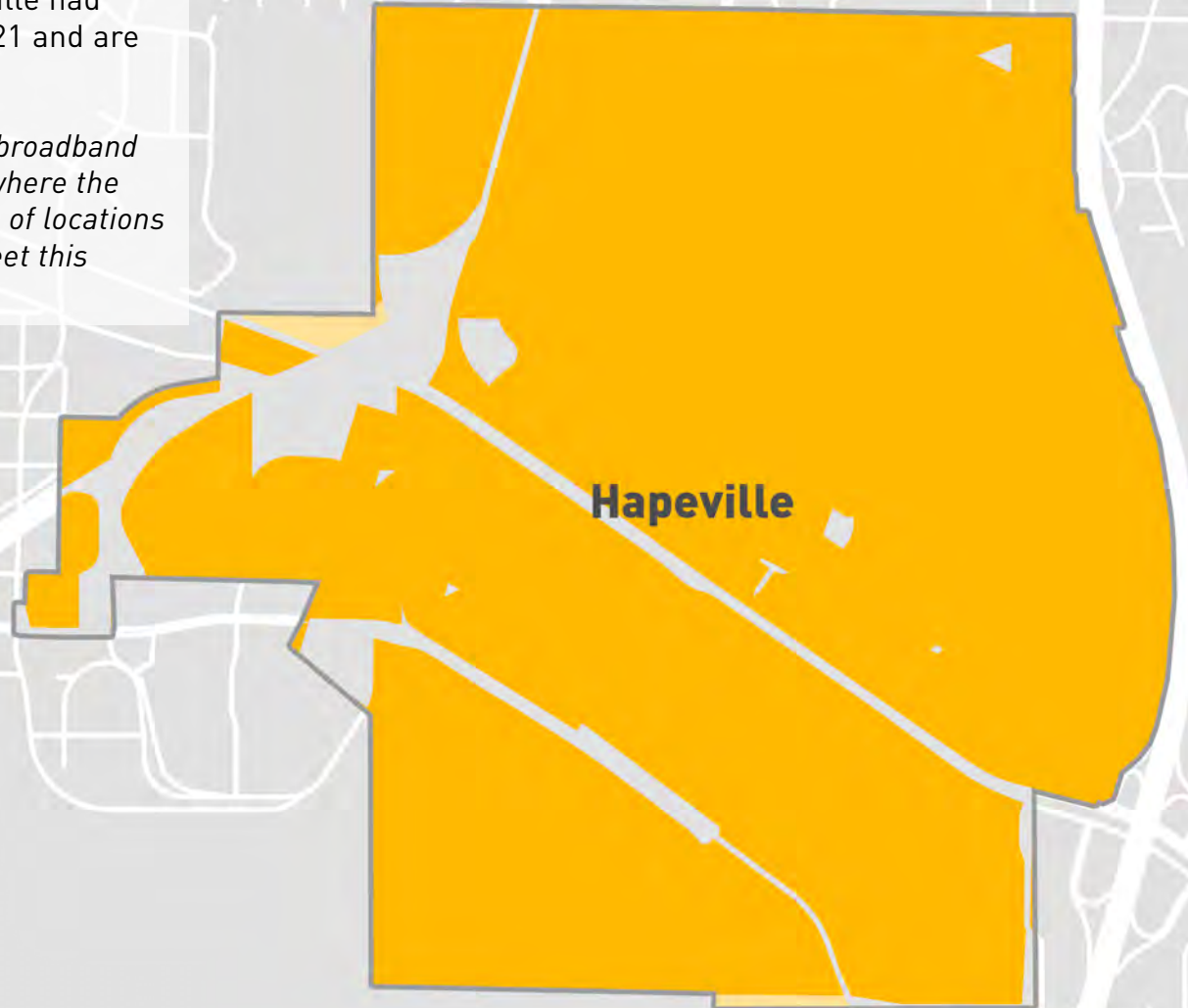
Note: Statistics are based on a fixed, terrestrial broadband definition of 25 Mbps down and 3 Mbps up, and where the broadband service is available to more than 80% of locations in a census block. Census blocks that did not meet this definition are delineated as “unserved.”

Served
>80% of locations in census block have access to fixed terrestrial broadband.

Unserved
Area does not meet served designation.

No Locations
No addresses where service could be located.

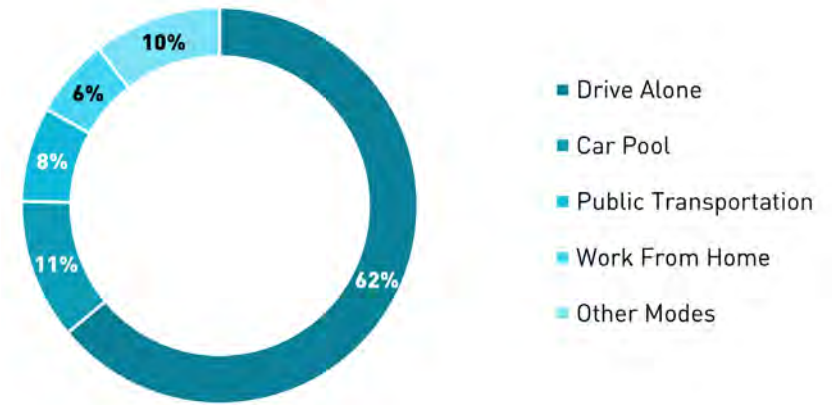
 Served
 Unserved
 No Locations



Transportation Trends

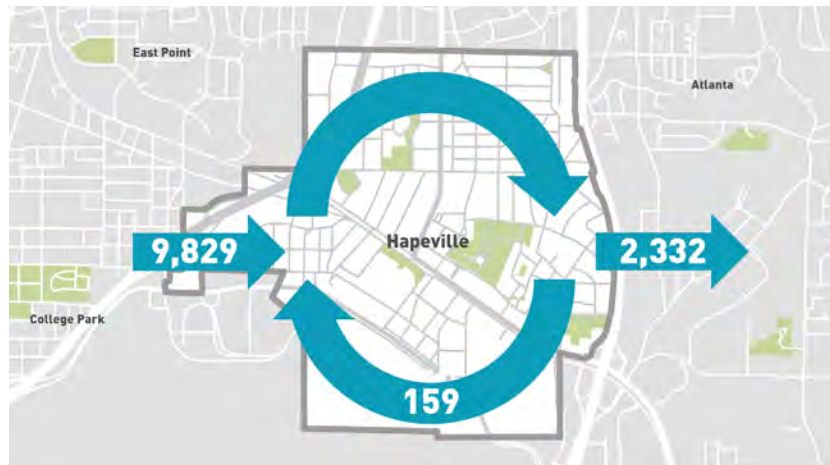
Close to 10,000 people commute from outside of Hapeville to work within the city, while over 2,000 Hapeville residents leave to work in surrounding areas, with approximately 159 residents remaining in the city for their jobs (Figure 2.12). Almost three quarters (73%) of Hapeville’s workers use a car for their commute, with 62% driving alone and 11% carpooling (Figure 2.13). 8% use public transportation, and 6% work from home. The majority (70%) of Hapeville’s residents have a commute time of less than half an hour (Figure 5.14).

Figure 2.13: Mode of Transportation



US Census Bureau American Community Survey (2020)

Figure 2.12: Traffic Flows



US Census Bureau LEHD Origin-Destination Employment Statistics (2018)

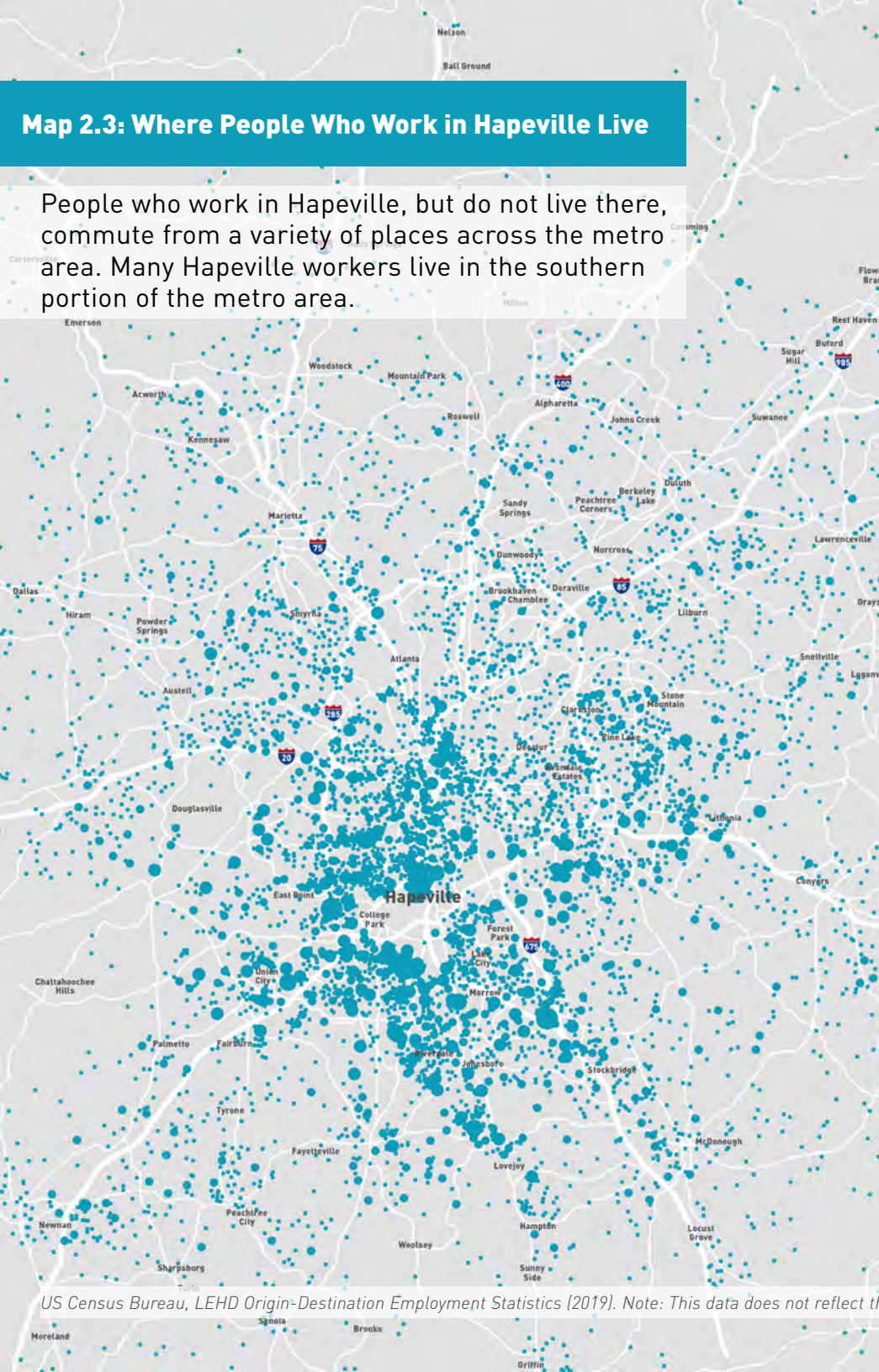
Figure 2.14: Commute Time



US Census Bureau American Community Survey (2020)

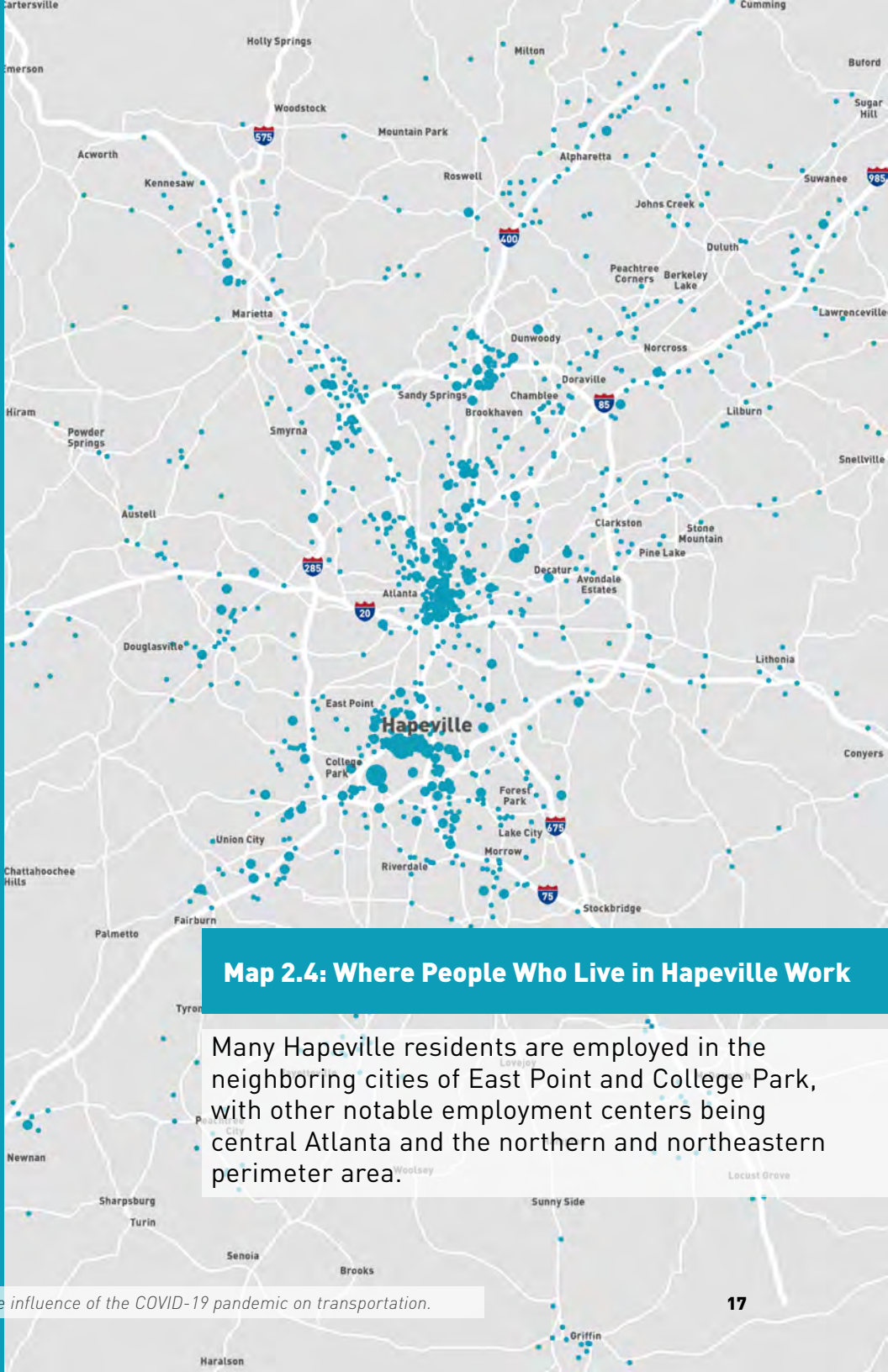
Map 2.3: Where People Who Work in Hapeville Live

People who work in Hapeville, but do not live there, commute from a variety of places across the metro area. Many Hapeville workers live in the southern portion of the metro area.



Map 2.4: Where People Who Live in Hapeville Work

Many Hapeville residents are employed in the neighboring cities of East Point and College Park, with other notable employment centers being central Atlanta and the northern and northeastern perimeter area.



US Census Bureau, LEHD Origin-Destination Employment Statistics (2019). Note: This data does not reflect the influence of the COVID-19 pandemic on transportation.

Chapter 3

Community Participation



Community Participation Process

Public involvement is a key component of the comprehensive planning process. This step is critical for understanding the vision, goals, and needs of the Hapeville community. As such, this comprehensive plan update involved the public in a meaningful way.

Project Management Team

The project management team included representatives from the City and the Atlanta Regional Commission (ARC). This team met monthly to discuss progress and select materials and data to be presented during public outreach.

Steering Committee

The steering committee included key representatives from identified key stakeholder groups within the city. These stakeholders included representatives from the Planning & Economic Development Department, City Council, the Development Authority, Main Street Board, Planning Commission, and Design Review Committee, as well as representatives from the hotel and real estate industries, small business owners, and residents. The steering committee met three times during the planning process:

1. Steering Committee Meeting #1 was held virtually on March 14, 2022. The purpose of this meeting was to introduce the steering committee and discuss the process and timeline of the project. Selected data and demographic information was shared with the steering committee, and a brief SWOT analysis was

also conducted to establish the steering committee's view of Hapeville's assets and challenges.

2. Steering Committee Meeting #2 was held virtually on May 9, 2022. The purpose of this meeting was to discuss the assets and challenges determined through the online survey and public open house, as well as to begin updating the community vision and goals.

3. Steering Committee Meeting #3 was held in person at the Hapeville Municipal Court on June 13, 2022. The purpose of meeting was to update the community vision and goals based on steering committee input and the public input previously gathered.

Community Engagement

The public involvement process included a variety of outreach tools and locations including a website, an online community survey, and a community public open house. The focus on multiple means of collection and distribution of information, along with careful timing of activities was tied to the anticipated completion of key milestones of the comprehensive plan update. This allowed for public input to be incorporated directly into the process in a meaningful way.

Community Participation Process

Public Open House

The public open house for this comprehensive plan update was conducted on April 18, 2022. This community meeting was held at Arches Brewing and was attended by 24 community members (Figure 3.1). The purpose of this meeting was to acquaint the public with the comprehensive planning process and to gather public input to inform the planning process.

A SWOT analysis was conducted, with strengths, weaknesses, opportunities, and threats recorded on posters (Figures 3.2 and 3.3). Community members were also invited to place markers on two maps, identifying locations in need of traffic and parking improvements and locations where they would like to see different varieties of housing (see Appendix).

Figure 3.1: Public Open House



Photo courtesy of City of Hapeville

Figure 3.2: Strengths and Weaknesses



Figure 3.3: Opportunities and Threats



Community Participation Process

Website

A project website was established as the hub of information for this comprehensive plan update. The site provided basic information about the comprehensive planning process, noted key milestones and dates, and housed the online community survey.

All meetings and announcements were made available via publicinput.com/Hapeville2022.

Online Community Survey

Surveys are an important method of information gathering, generating data that is essential for developing an understanding of the community and its needs. As such, a community survey was designed to gather input on a variety of topics from natural and environmental resources to housing, using a SWOT (Strength, Weakness, Opportunity, and Threat) analysis. The survey was made available via Hapeville's PublicInput website in February and March of 2022 and advertised on the City of Hapeville website and Facebook page, in the Hapeville newsletter, and via flyers posted at local businesses.

The survey had over 140 respondents, with the majority (59%) being between the ages of 30 and 49 years old and residing in Hapeville (94%). The overwhelming majority of respondents were homeowners (94%), and respondents tended to be white (62%) and female (69%).

The survey indicated that respondents see Hapeville as a community with a "small town" feel and convenient location, with access to multiple modes of transportation. 40% felt that their quality of life in Hapeville was "high," 58% saw it as "average," and only 2% ranked it "low." Many respondents agreed that Hapeville would benefit from attracting a grocery store. Respondents saw Hapeville's walkability and proximity to the airport and interstate as two of its key assets, along with the vibrant downtown, sense of community, and speed of police and fire response. The lack of a grocery store, a lack of variety among local businesses, inconsistent sidewalks and pedestrian infrastructure, and the need to manage growth were some of the challenges identified.

Results of this survey were used to supplement statistical data and input from the public open house to represent the public's voice regarding the future development of Hapeville. A full summary of the online community survey can be found in the Appendix.

Chapter 4

Vision and Goals

To create sustainable, vibrant, mixed-use downtown and gateway nodes that serve the residents, businesses, and employees, while celebrating the city’s small-town charm and character.

Vision and Character Goals

- Preserve Hapeville’s “Small Town” charm.
- Encourage and enhance the growing art scene in Hapeville.
- Work to improve the school system in Hapeville to improve quality of life and attract young families with children to the area.
- Work with community assets, such as Delta, Porsche, and Hartsfield-Jackson International Airport, to create a sense of identity and character for Hapeville.
- Pursue policies and programs that promote sustainable development and sustainable practices, in partnership with Hapeville’s employers and other community assets.

Land Use Goals

- Draw a local grocer to the area. This desire was expressed by residents and employers in Hapeville.
- Support the growth and sustainability of small and local businesses in downtown.
- Attract a range of housing options – affordable, senior, and higher density housing in downtown.
- Provide greenspace for community events and a community garden. Incorporate pocket parks in neighborhoods lacking greenspace. Protect and maintain natural resources, including tree canopy and waterways.
- Support the growth of corporate offices in Hapeville, particularly in the Corporate Crescent.

Transportation Goals

- Enhance walkability in the city with improved sidewalks and at-grade railroad crossings.
- Beautify streetscapes to create a sense of arrival and branding for the city.
- Infill and improve sidewalks in residential areas – connecting residents to destinations, such as parks, schools, and downtown.
- Enhance bikeability with new bicycle paths, trails, and connections to existing networks, such as the Atlanta BeltLine.
- Improve transit options for residents and area employees, including MARTA bus and rail access and low-speed vehicles, while promoting existing transportation alternatives.
- Improve transportation options for visitors to hotels and connections to downtown Hapeville and the airport.
- Accommodate new growth with infrastructure improvements, including clearly marked parking and traffic control.

Chapter 5

Needs and Opportunities



Community Needs and Opportunities

Top 10 Needs and Opportunities

- 1 Increase the diversity of retail offerings, including attracting a market and a variety of small businesses
- 2 Improve the condition and connectivity of sidewalks and bike lanes
- 3 Encourage mixed-use development that incorporates retail
- 4 Work with Norfolk Southern to improve railroad crossings
- 5 Encourage affordable housing throughout the city
- 6 Provide adequate parking downtown
- 7 Redevelop underutilized lots and buildings
- 8 Steward existing greenspace and seek opportunities to incorporate trees and natural landscaping
- 9 Responsibly manage growth and development
- 10 Enhance and diversify Recreation programming

Natural and Environmental Resources

A number of parks were identified as natural and environmental resources, including **Jess Lucas Y-Teen Park**, **John R. Lewis Park**, and **Cofield Park**, among other neighborhood and downtown parks. Residents described **Cofield Park** as a significant natural resource and expressed concern over illegal dumping into the **Cofield Park creek**. Multiple respondents to the online survey noted that the **Flint River** was a significant resource in need of greater protections for its watershed.

Historic and Cultural Resources

Downtown was identified as having some of the most significant historic and cultural resources within the city, including the **Hapeville Library**, the **Arts Alley**, the **Hapeville Historical Society and Depot Museum**, the **Hapeville Performing Arts Center**, and the **Veterans' Memorial Fountain**. Residents saw the **Recreation Center** as a resource, but indicated a desire to see more program offerings there. In addition, **historic homes** and **historic cemeteries** were identified as an important resources for Hapeville. Residents expressed interest in a **self-guided or walking tour of arts landmarks and historical markers** in Hapeville, as well as more **markers about historic events**, such as the gas line explosion that destroyed a daycare center in 1968.

Community Needs and Opportunities

Future Development

The majority of respondents to the online survey (47%) characterized Hapeville's pace of development in recent years as "Just Right." Respondents indicated a desire to see the majority of future development focused along the **I-85 corridor**, especially in the area of **southwest Hapeville bounded by South Central Avenue, Virginia Avenue, and I-85**. In addition, respondents identified the **area around the former Ford assembly plant** as a focus area for future development, which aligns with the area's inclusion in the Corporate Crescent employment center.

Economic Development

Residents noted that they would like to see a **grocery store or market**, as well as **support for small local businesses**. 70% of survey respondents visit downtown to patronize restaurants – the remaining 30% are divided between Parks/GreenSpace (14%), Business/Banking (6%), Entertainment/Nightlife (4%), and Other (7%). Residents identified **pop-up farmers markets, family-friendly restaurants, sidewalk, road, and bike lane improvements, and branding as an entertainment district with music venues, open container, and a food truck park** as the primary improvements that need to be made to enhance downtown. Residents support continuing **arts programs** in Hapeville, including **visual and performing arts programming** and **artistic painted crosswalks**.

Transportation

The majority of survey respondents (52%) ranked **pedestrian and bicycle safety** as "Poor" or "Below Average." Numerous areas throughout the city were identified as dangerous for pedestrians and/or bicyclists, primarily along **North Central Avenue, Dogwood Drive, and Northside Drive**. Respondents noted that sidewalks and lighting should be improved throughout the city. Most respondents agreed that **traffic safety** (63%), **traffic congestion** (65%), and **parking** (51%) were either "Good" or "Adequate." Respondents noted that more **commercial and visitor parking, with clear signage**, is needed for downtown businesses. Finally, a number of respondents highlighted **unsafe conditions at railroad crossings due to confusing signage, trains blocking intersections, and insufficient sidewalks at crossings**.

Housing

Survey respondents indicated a need for more **affordable housing** (49%) and **senior housing** (53%). When asked to identify Hapeville's most important housing need, a number of respondents indicated a desire to see **mixed-use developments incorporating retail space**, as well as **quality affordable housing, including affordable housing for seniors**. Some respondents expressed a preference for **lower-density, single-family housing, including preservation of existing housing stock**.

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Chapter 6

Land Use



Existing Land Use, Zoning, and Land Conditions

This section describes existing conditions in the City of Hapeville’s governance, land use, and zoning.

City Government

The City of Hapeville uses the council-manager form of government, with an appointed city manager, four elected council members, and an elected mayor. They are as follows:

Mayor

Alan Hallman

City Council

Brett Reichert, Councilman at Large

Mark Adams, Councilman (Ward 1)

Chloe Alexander, Councilman (Ward 2)

Mike Rast, Alderman at Large

City Manager

Tim Young

Local Neighborhoods

Map 6.1 illustrates the seven local neighborhoods: Asbury Park, Azalea Park, Central Park, Cofield Park, Moreland Park, Northwoods, and Virginia Park, that comprise the City of Hapeville’s residential community. These neighborhoods are predominately single-family residential. While the housing character is overarchingly similar throughout the community, each neighborhood is unique in housing character, based on its history, street network, and greenspace.

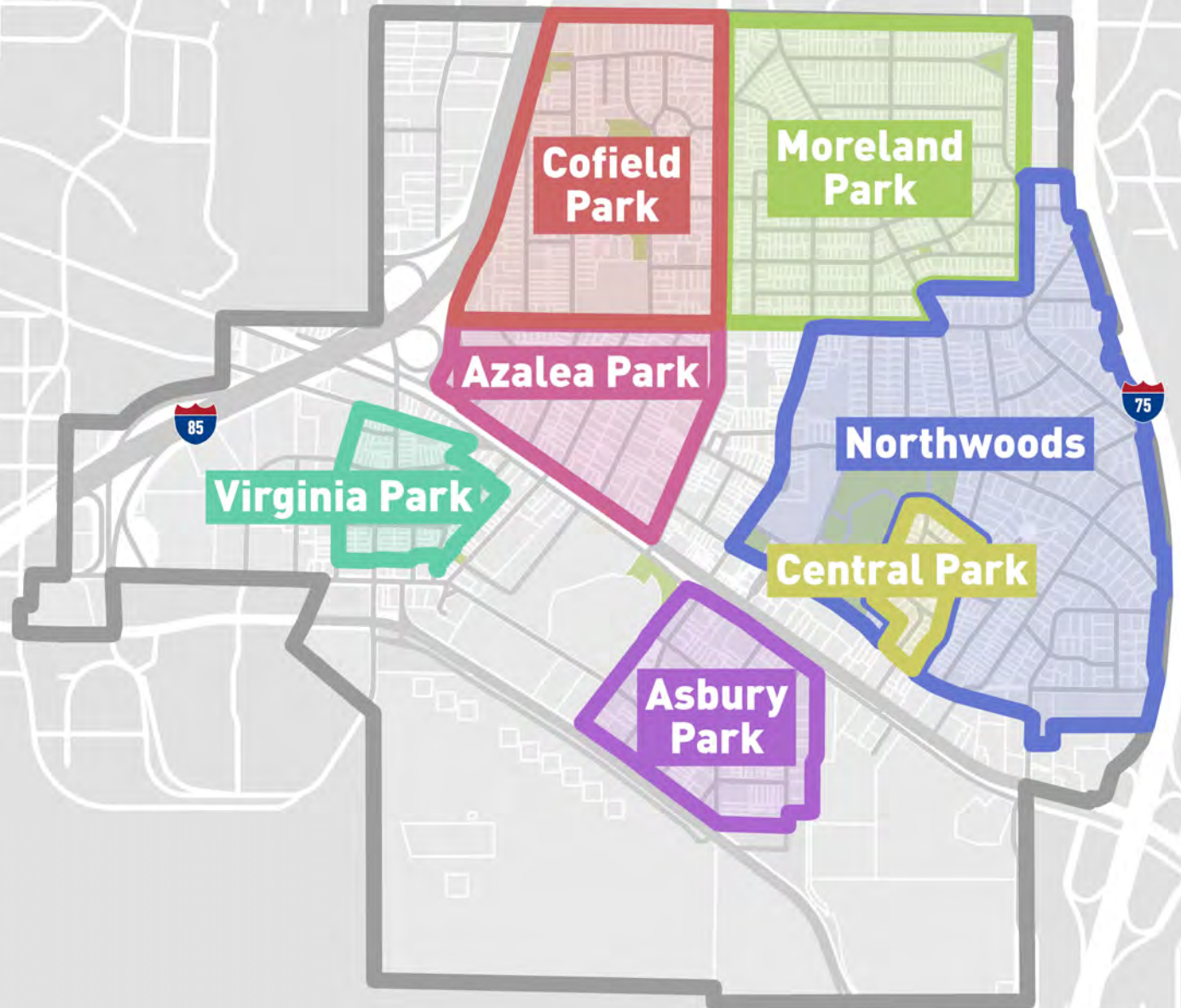
Existing Land Use

Hapeville’s area is approximately 1,500 acres. Current land uses within Hapeville remain fairly separated, with commercial/retail areas along Central Avenue towards the airport and residential areas in the north, as shown in Map 6.2. It is recommended that the city update this map based on changing land uses and new development.

Commercial

Commercial land use is the most prominent land use, second to residential, with a majority of this land in small parcel developments along Central Avenue and Dogwood Drive. Commercial uses are largely in the form of gas stations, fast food establishments, and sit-down restaurants towards the junction of North Central Avenue and I-75, and art galleries, bakeries, local restaurants, small strip centers, and other neighborhood service businesses towards the South Central and Dogwood Drive intersection. Larger commercial parcels include larger businesses and chains like Wells Fargo, Courtyard by Marriott Atlanta Airport, and Hilton Atlanta Airport on Atlanta Avenue near the I-85/South Central Avenue junction.

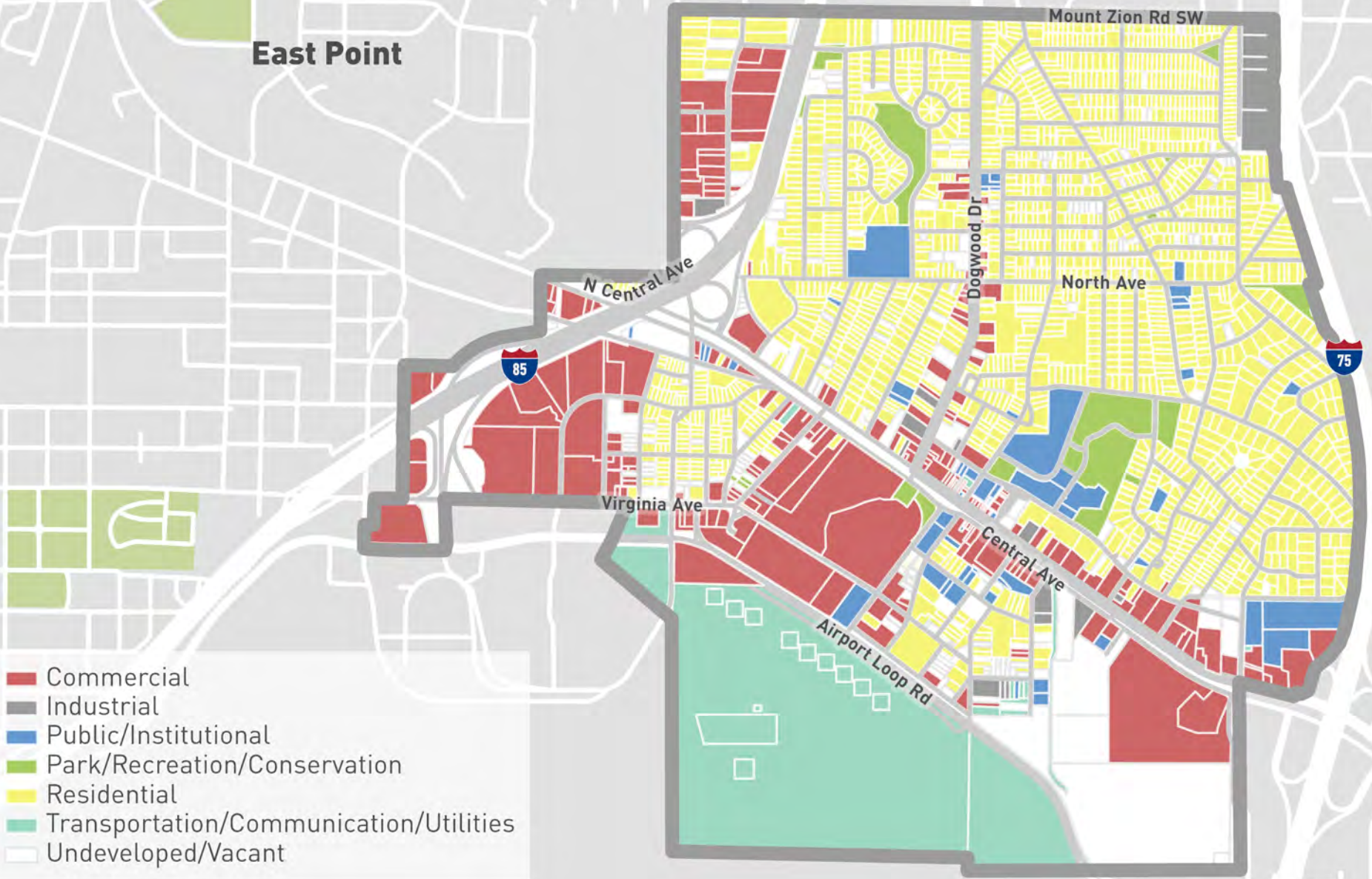
Map 6.1: Neighborhood Association Map



Map 6.2: Existing Land Use

Atlanta

East Point



Existing Land Use, Zoning, and Land Conditions

Existing Land Use

Industrial

Most of Hapeville’s industrial land use is situated along the southeastern edge around the former site of the Ford Atlanta Plant. This site has seen some reinvestment, and land use of the site has changed with the opening of the Kimpton Overland Hotel and the Porsche North America Headquarters and Experience Center. Industrial land use can also be seen in the northeastern quadrant of the city, fronting I-75.

Public/Institutional

Public/Institutional land uses consist of civic buildings such as fire and police departments, city hall, schools, and churches. Within the City of Hapeville, a small concentration of institutional use can be seen toward the central portion of North and South Central Avenues (Map 6.2), with a few parcels located within residential areas.

Park/Recreation/Conservation

Within the City of Hapeville, there are five parks that provide recreational and passive opportunities. Large park space can be seen in Map 6.2, predominately in the northern portion of the city, while few public parks exist south of South Central Avenue.

Residential

Residential land use is the primary use in Hapeville. The majority of residential land use is seen in the northern portion of the city. Because of the tight historic street network, neighborhoods are fortunate to have great connectivity and potential walkability to area amenities. It should be noted that many of these neighborhood streets lack sidewalks. Installation and improvement of sidewalks is an ongoing part of the Community Work Program.

Transportation/Communication/Utilities

This land use consists of major transportation routes and infrastructure, utilities such as sewage treatment plants and power lines, power substations, public right-of-way, railroad, and communication facilities. These areas generally have a high percentage of impervious surface coverage. The Georgia Power substation on Elm Street and Federal Express shipping on Perry Hudson Boulevard are TCU uses. The southernmost portion of Hapeville houses airport and airport-related facilities.

Undeveloped/Vacant

Undeveloped and vacant land is predominately located on the southern portion of the city, providing many opportunities for the development of the Corporate Crescent. Vacancies can also be seen peppered throughout the existing neighborhoods.

Existing Land Use, Zoning, and Land Conditions

Existing Zoning

Table 6.1 provides a list of the currently adopted zoning categories for the City of Hapeville. Map 6.3 shows the zoning categories currently assigned to parcels within Hapeville. The City of Hapeville Zoning Code is used to provide a guide for current and long-range planning activities. City development is regulated through the city’s Zoning Ordinance. Specific zoning regulations establish minimum parcel sizes and setbacks together with building design, parking and landscape requirements, and signage control.

Arts District Overlay

The Zoning Ordinance also includes the Arts District Overlay, shown in Map 6.3, that was established to help Hapeville reinvent itself as a cultural destination centered around its downtown. This District Overlay was seen as a necessary measure to help protect the city’s downtown character from development pressures. The Overlay specifies preferred land uses that support the growth of the arts, contributing to an arts destination that residents and travelers alike can enjoy.

Architectural Design Standards

Hapeville’s Code of Ordinances includes a set of Architectural Design Standards for buildings and new development. The focus of these standards is to maintain the historical character found throughout

Hapeville and enhance walkability. The Design Review Committee is responsible for ensuring that all new construction and exterior building modifications adhere to these standards.

Table 6.1: Zoning Districts

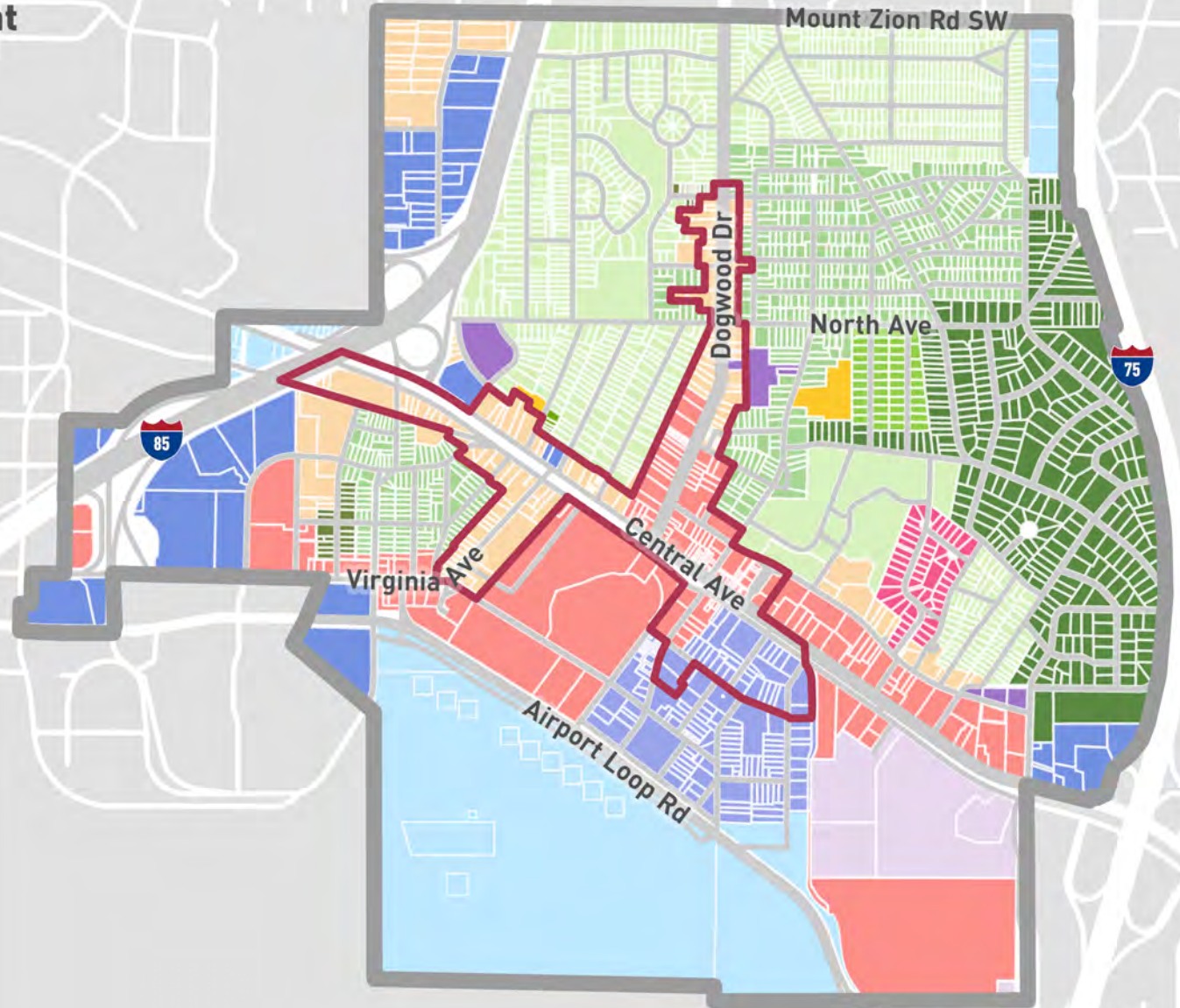
R-AD	Residential-Architectural Design	RMU	Residential Mixed Use
R-SF	Residential Single Family	C-R	Commercial-Residential
R-0	One-Family Residential	N-C	Neighborhood Commercial
R-1	One-Family Residential: allows playgrounds, parks, and recreational buildings plus R-0 permitted uses	C-1	Retail Commercial
R-2	Two-Family Residential	C-2	General Commercial
R-3	Two-Family Residential: allows for attached and patio houses with no more than 4 dwelling units attached plus R-2 permitted uses	B-P	Business Park
R-4	Multi-Family Residential	P-D	Planned Unit Development
R-5	One Family Attached- Detached Residential	I-1	Light Industrial
R-I	Residential Infill Overlay	I-2	Heavy Industrial
V	Village Zone	D-D	Downtown Development
U-V	Urban Village	C-T	Commercial Transportation

Map 6.3: Zoning

Atlanta

East Point

- R-AD Residential Arch. Design
- R-SF Residential Single-Family
- R-0 One-Family Residential
- R-1 One-Family Residential
- R-2 Two-Family Residential
- R-3 C Two-Family Residential (Cond.)
- R-4 Multi-Family Residential
- R-5 One-Family Attached/Detached
- V Village
- U-V Urban Village
- RMU Residential Mixed Use
- C-2 General Commercial
- B-P Business Park
- P-D Planned Unit Development
- I-1 Light Industrial
- Arts District Overlay



Existing Land Use, Zoning, and Land Conditions

Historic District

The City of Hapeville was established in 1875 after Dr. Samuel Hape persuaded the Central Railroad and Banking Company of Georgia to establish a flag stop in the area. Hapeville was incorporated by the Georgia Assembly on September 16, 1891, with transportation as a major influence on the development of the town. Transportation remains a staple in the city with the active railroad and airport influencing growth and economic development.

On October 14, 2009, the Hapeville Historic District was established. With this designation, the city is eligible for historic preservation funds. The Hapeville Historic District includes historic commercial and residential areas composed of mostly one to two story brick buildings, which portray a variety of historic architectural styles. Local contributing landmarks include the Depot Museum (1890), shown in Figure 6.1, the Masonic Lodge (1903), shown in Figure 6.2, and the commercial district along North Central Avenue.

Many homes in the residential neighborhoods are identified as historically significant. Areas west of I-85 along Cofield Drive display Folk Victorian, Queen Anne, Craftsman, Colonial Revival, English Vernacular Revival, and Classical Revival historic architectural styles. There are about half a dozen mid-century apartment complexes containing two-story buildings with a courtyard.

Figure 6.1: Hapeville Depot Museum



Figure 6.2: Masonic Lodge

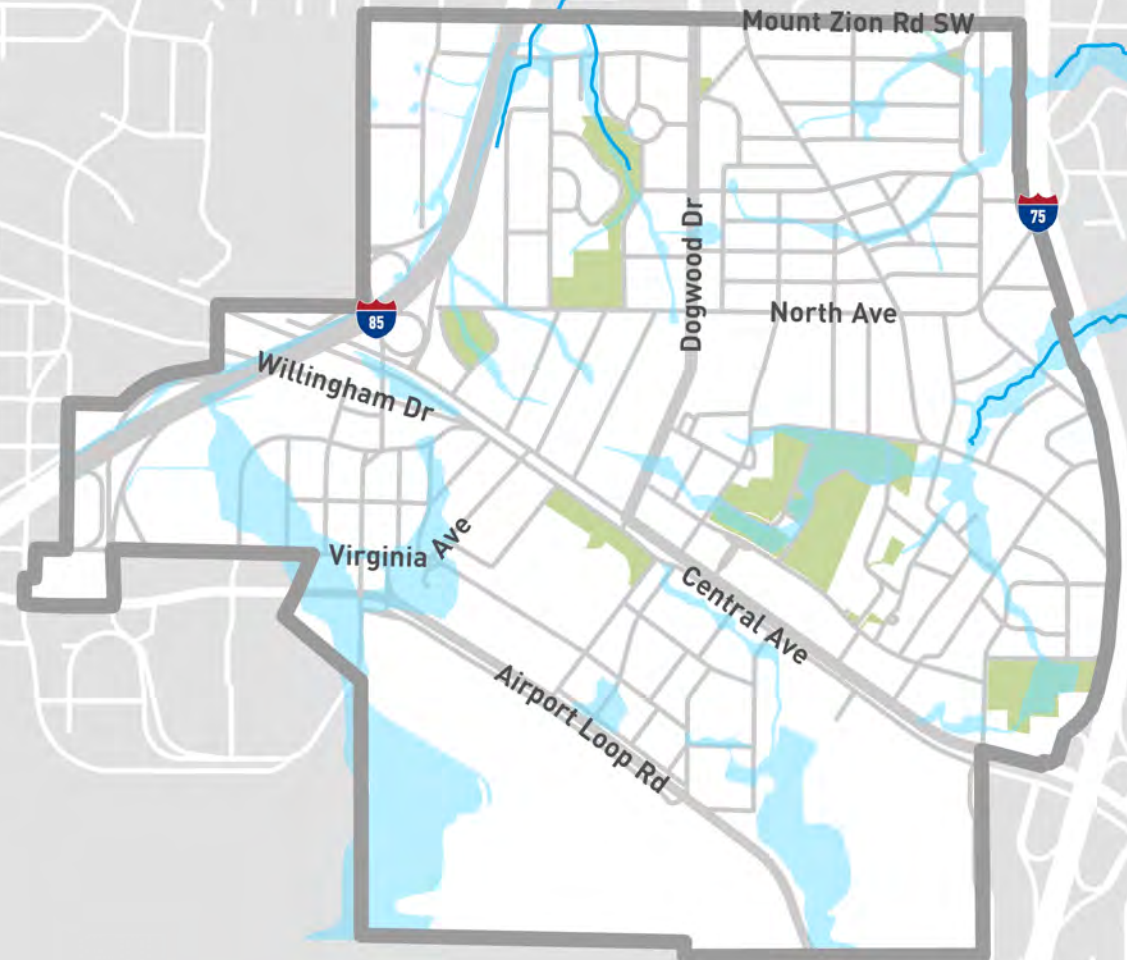


Map 6.4: Streams and Floodplains

The City of Hapeville sits within the Flint River Basin. The Flint River, which runs through the southwestern corner of Hapeville from College Park to the airport, is daylight for portions of its run through Hapeville. The east South River tributary also flows through Hapeville in the Northwoods neighborhood. A portion of Mud Creek is also visible near the southern end of Hapeville.

100-year floodplains are also depicted. In some instances, floodplains are undeveloped and dedicated to park space. In areas where this is not the case, greenspace and infrastructure enhancements are recommended.

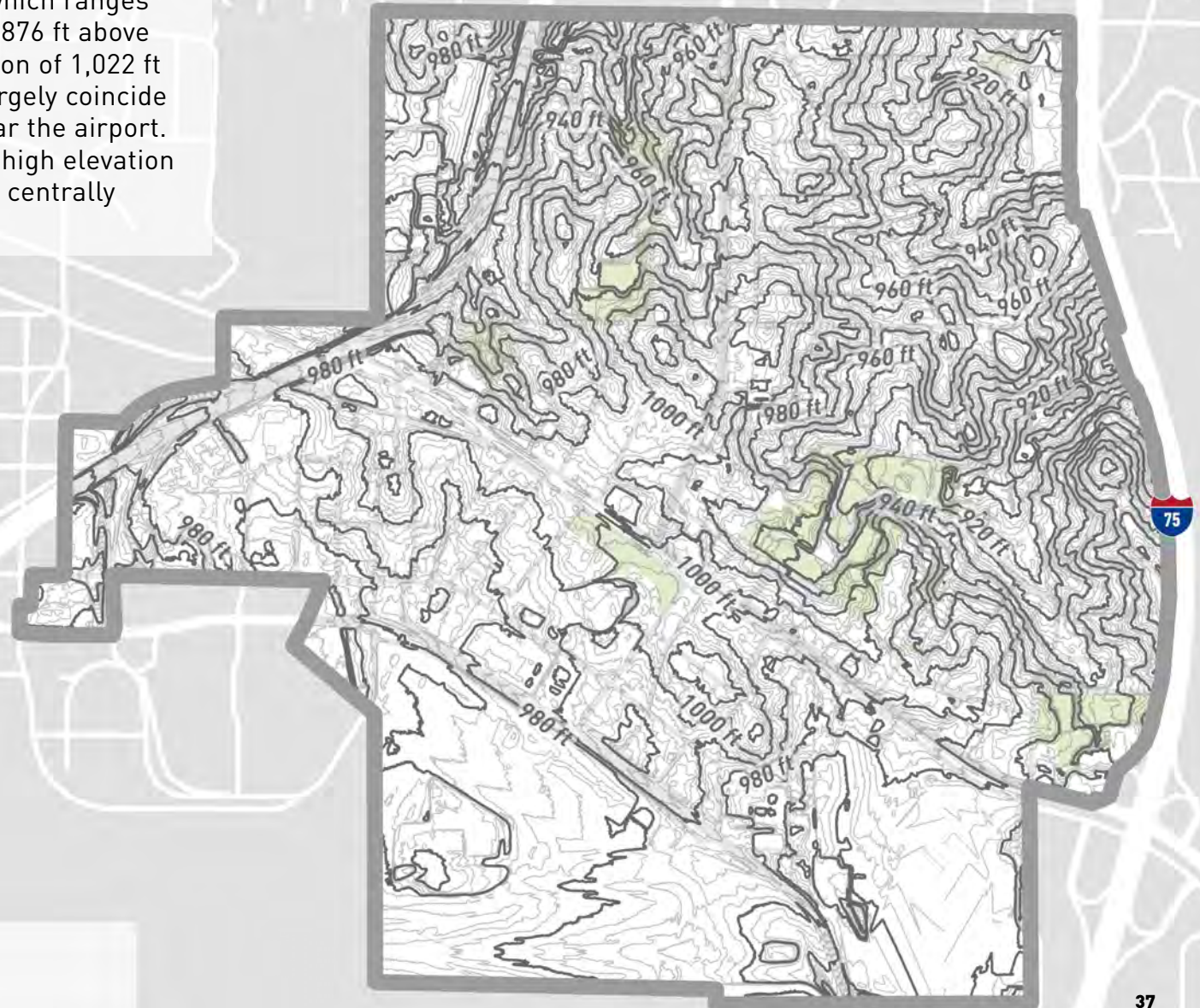
Typically, Low Impact Developments (LIDs) such as greenspace and trails are acceptable developments within floodplains and stream buffers, providing a direct and safe link to nature for pedestrians and cyclists, while protecting environmental health.



— Rivers and Streams
— Floodplain

Map 6.5: Topography

This contour map of Hapeville illustrates the general site topography, which ranges between a lowest elevation of 876 ft above sea level and a highest elevation of 1,022 ft above sea level. Low points largely coincide with floodplains and areas near the airport. There is a visible ridge line of high elevation points running north to south, centrally through the city.



- 2 ft Contours
- 10 ft Contours

Future Development

The City of Hapeville's Future Land Use Map (Map 6.6) is updated periodically to guide Hapeville's growth and development. Key future land use objectives can be seen in the southern portion of Hapeville, focused on redevelopment of the Ford Atlanta Plant and other under-utilized sites in the Corporate Crescent into high density mixed use development. North and South Central Avenue are predominately medium-intensity mixed-use to encourage infill. The northwest quadrant of the city, just west of I-85, is categorized high intensity mixed use, to encourage redevelopment of this predominately industrial area. Land use categories included in the Future Land Use Map are described below.

Residential and Multi-Family Residential

Residential land uses are defined by housing type, which also relates to density. Single-family detached uses represent the lowest density and may be established on individual building lots ranging from 4,000 square feet to more than one acre. Single-family attached and multi-family uses record approximately the same density, although multi-family projects tend to be developed at a higher density. Services such as streets, utilities, and transit are more heavily used in higher density areas. As a result, planning and developing such services in multi-family areas must account for the greater system loads associated with higher density. Dwellings dominate residential land use, although customary uses in these districts include places of worship, schools, and parks.

Low Intensity Mixed Use

This intensity anticipates two and three-story structures housing a mix of uses. The Commercial-Residential and Urban Village zoning classifications are well suited to allowing such mixed use flanking, abutting or near traditional neighborhoods.

Medium Intensity Mixed Use

Medium intensity can be expected to be realized through a development pattern of four- and five-story commercial development near mid-rise development. This level of development is envisioned for previously undeveloped properties downtown, rather than existing historic structures.

High Intensity Mixed Use

- High intensity mixed use is appropriate in areas that have shifted away from the traditional single-family development pattern to a mix of commercial and higher density attached residential. Building heights in high intensity mixed use areas should be limited to:
- Two to three stories in neighborhoods
- Three to four stories along Dogwood Drive
- Four to five stories along North Central Avenue
- Four to seven stories in College Square (now Asbury Park) near the airport
- Four to seven stories on Sylvan Road

Future Development

Commercial

Commercial uses consist of non-industrial business uses, including retail sales, office, service and entertainment facilities. Hotels, restaurants, shopping centers, offices, banks, automotive repair shops, and dry cleaners are examples of commercial land uses.

Industrial

The light industrial category consists of land dedicated to warehousing and wholesale trade facilities and “clean” manufacturing facilities. Light industrial is differentiated from heavy industrial, which includes processing plants, factories, mining or mineral extraction activities, landfills and similar uses, not by lot coverage or size and height of structures, but rather by the limited impacts of activities conducted on the premises compared to heavy industrial uses.

Public/Institutional

The public/institutional land use category includes state, federal and local government uses and institutional land uses. Government uses include city halls, police and fire stations, libraries, prisons, post offices, schools, and military installations. Institutional land uses also include colleges, churches, cemeteries, and hospitals.

Park/Recreation/Conservation

Park/Recreation/Conservation land uses include “active” recreation (ball fields, courts, and swimming pools, among others), and “passive” recreation (trails, picnic areas, and natural habitats). PRC lands may be either publicly or privately owned and also include playgrounds, public parks, nature preserves, wildlife management areas, national forests, golf courses, and recreation centers.

Transportation/Communication/Utilities

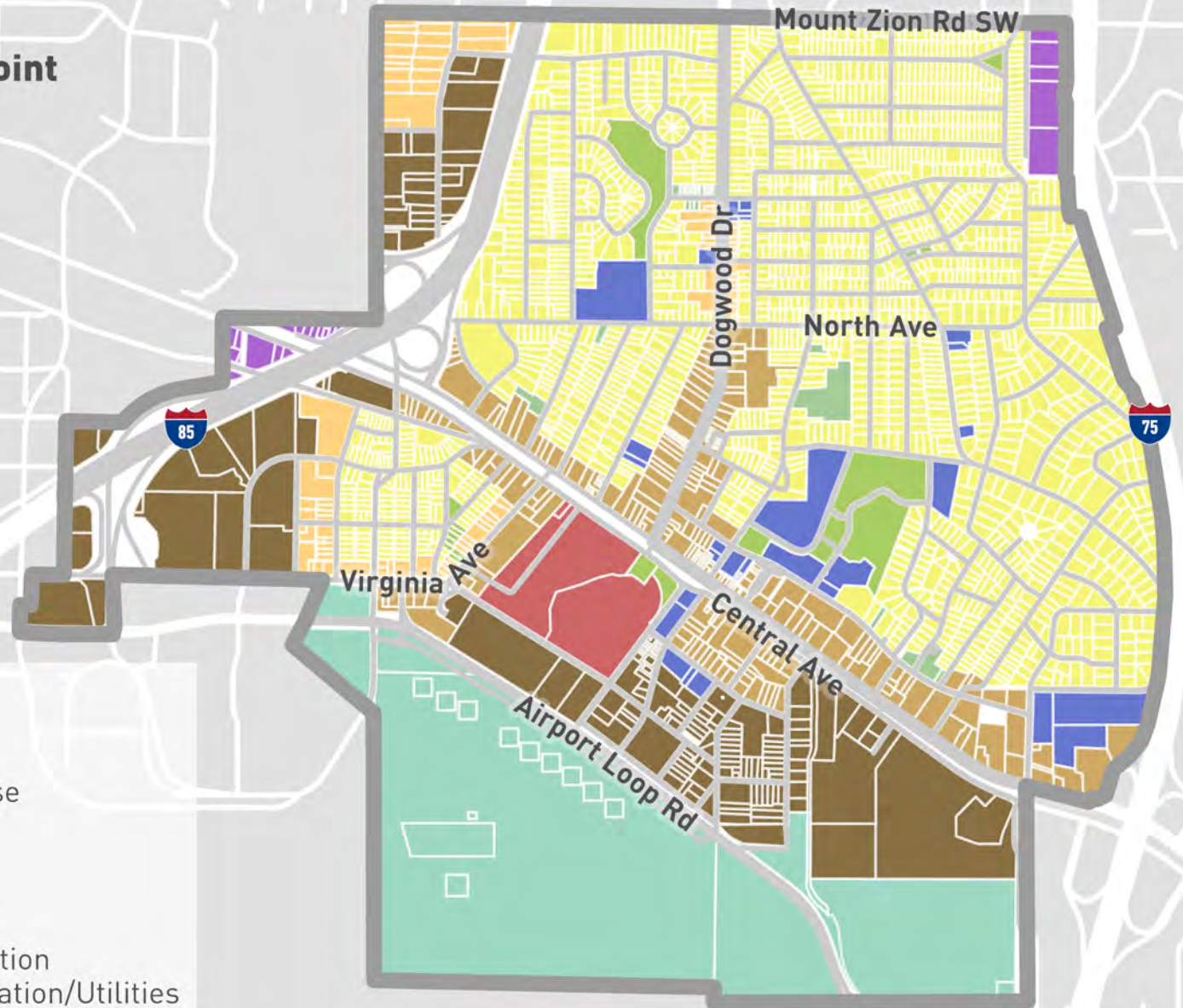
This category includes such uses as major transportation routes, public transit stations, electrical power plants and substations, railroad facilities, radio towers, water and sewer plants and facilities, airports, and port facilities.

Map 6.6: Future Land Use

Atlanta

East Point

- Residential
- Multi-Family Residential
- Low Intensity Mixed Use
- Medium Intensity Mixed Use
- High Intensity Mixed Use
- Commercial
- Industrial
- Public/Institutional
- Park/Recreation/Conservation
- Transportation/Communication/Utilities



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Chapter 7

Transportation



Existing Road Network

The City of Hapeville’s identity has close ties to transportation infrastructure serving the Atlanta region. From its beginnings as a rail-stop community, Hapeville has been shaped by the introduction of new roads, railroads, and other transportation facilities, but most dramatically by the construction of the Atlanta Municipal Airport and its transformation into today’s Hartsfield-Jackson Atlanta International Airport (HJAIA). Today the city lies at a key confluence of major transportation facilities serving both passenger and freight movement, yet still maintains a small-town character that reflects its history.

This section discusses current conditions of the transportation system in Hapeville. It is important to understand these in two different but frequently overlapping contexts: local transportation that primarily serves Hapeville’s residents and businesses, and regional transportation that connects with the city and has impact on its neighborhoods and community center.

Hapeville’s roadway network consists of a grid of surface streets that make up its traditional neighborhoods and commercial district, bounded on the east and west by Interstates 75 and 85, respectively, and by the Airport Loop Road on the south, which circles the HJAIA runway and terminal complex. Both interstates feature interchange access with Hapeville surface streets as well as non-interchange surface street crossings, meaning that despite the effective boundary the interstates create for the city, they are not heavy barriers to the city’s connection to the surrounding street network.

Most surface streets in Hapeville are classified as local streets, although the network also includes a small but significant portion of arterial and collector streets as well as three miles of interstate highway and ramps within or adjacent to the city limits. Table 7.1 and Map 7.1 summarize how these streets are distributed by functional classification.

Table 7.1: Distribution of Streets by Functional Classification and Agency Ownership

Classification	Major Streets Included	Centerline Mileage	GDOT Mileage	City Mileage
Interstate/Ramps	I-75, I-85	3.0	3.0	0
Minor Arterial	Dogwood Drive, King Arnold Drive, North Central Avenue, Sylvan Road	3.7	1.8	1.9
Major Collector	Airport Loop Road, South Central-Porsche Avenue, Virginia Avenue	4.4	0	4.4
Local	Mount Zion Road, North Avenue	27.8	0	27.8

Map 7.1: Roadway Functional Classification

Atlanta

East Point

- Local
- Minor Arterial
- Major Collector
- Interstate



Vehicle Traffic

Hapeville's streets carry moderate amounts of traffic when compared to other communities in Atlanta's urbanized area, especially when considering proximity to major passenger and freight facilities. Although the two Interstates each carry between 120,000 and 160,000 vehicles per day as they pass Hapeville, surface street volumes do not exceed the approximately 17,300 per day on Airport Loop Road. North Central Avenue and Virginia Avenue have maximum volumes between 10,000 and 13,500 vehicles per day, and Sylvan Road and Dogwood Drive each carry below 10,000 vehicles per day.

These volumes are within the capacity of their streets, with a typical two-lane road generally able to carry up to 15,000 to 18,000 vehicles per day depending on its surrounding context. Virginia Avenue and Airport Loop Road have four-lane typical street sections, allowing these streets to carry up to 25,000 vehicles per day and continue to allow efficient traffic operations overall. Refer to Map 7.2.

North Central Avenue and South Central Avenue

As Hapeville's primary east-west connections, traffic volumes are higher on the eastern half of North Central Avenue from Dogwood Drive (State Route 19) to Interstate 75; they continue to increase as North Central Avenue crosses I-75, turning into Crown Road. The traffic volumes at this segment, approximately 10,500 vehicles daily, are higher than on South Central/Porsche Avenue. S Central Avenue volumes are lower than N Central Avenue.

Sylvan Road

Although it is not one of Hapeville's core thoroughfares, Sylvan Road has the highest north-south traffic volume in the city, approximately 8,000 vehicles per day near the intersection of the I-85 interchange. This is due in part to a greater concentration of commercial land uses on this corridor than on Dogwood Drive, which is primarily a residential street for most of its extent in Hapeville: Sylvan Road serves an airport parking business on the east side of the street and a manufacturing facility on the west side of the street in the Atlanta city limits.

Dogwood Drive

North of the Hapeville city limit, in Atlanta, Dogwood Drive turns into Metropolitan Parkway. The traffic volume north of this corridor in Atlanta is much higher than it is in Hapeville - almost 13,000 vehicles per day, decreasing to approximately 5,500 on Dogwood Drive in Hapeville. Traffic volumes are approximately 21,000 along Cleveland Avenue, suggesting vehicles traveling south on Metropolitan Parkway from central Atlanta utilize Cleveland Avenue to access I-85 and I-75 and do not continue into Hapeville for the same function.

Map 7.2: Select Daily Traffic Volumes

Atlanta

East Point



Vehicle Traffic

Virginia Avenue and Airport Loop Road

Vehicle traffic generated by the airport is highest along the roadways feeding into the access points for passenger traffic south of the city. The Airport Loop Road is within the Hapeville city limit and has vehicle traffic volumes of around 17,000 vehicles daily. Virginia Avenue supports some of the traffic volumes to the northern access points of the airport as well, specifically to the Delta Headquarters. Virginia Avenue traffic is higher between the I-85 intersection and Delta Boulevard decreasing to the east, indicating that vehicle traffic diverts from Virginia Avenue toward Delta and the airport before the roadway connects to the streets leading into central Hapeville.

Overall, these patterns suggest that traffic is not a problem for the city, although some corridors, especially North Central Avenue, do experience occasional delay due to traffic control. This is due in part to the highly specialized forms of traffic control at intersections with railroad crossings. When streets cross the Norfolk Southern tracks, traffic flow leaving the crossing is usually not stopped approaching intersections to reduce the risk of traffic queues forming on the crossing and in the path of trains. However, this requires all-way stop control on other legs of these intersections, which introduces regular disruptions to traffic flow on the streets that must stop.

Rail and Freight Infrastructure

The city is bisected by the historic Macon and Western Central Georgia Railroad, today owned and operated by Norfolk Southern (NS) as their S Line. This is a spur line that connects to the shared-trackage trunk line between Norfolk Southern and CSX Transportation that extends to downtown Atlanta. Within Hapeville, six surface street crossings provide connection across the railroad, as well as one surface pedestrian crossing (at North Fulton Avenue) and a grade-separated pedestrian bridge just east of North Fulton Avenue. Refer to Map 7.3.

Hapeville is served by an extensive roadway freight network as well, especially Interstates 75 and 85. By default, any GDOT route is an official truck route, meaning that both the Interstates and a series of surface streets allow through-movement by trucks.

Map 7.3: Railroad Crossings

Atlanta

East Point

Dogwood Dr

North Ave

85

75

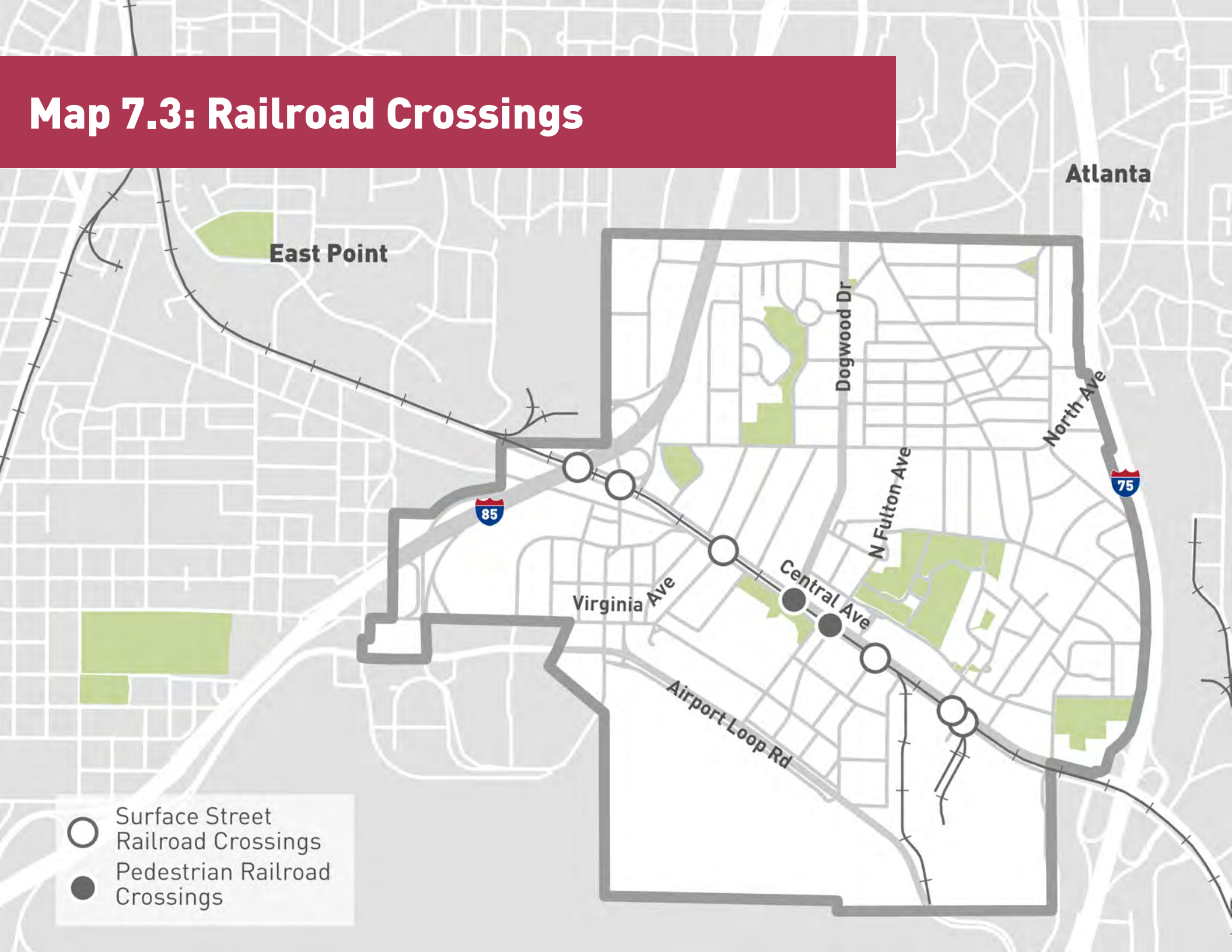
Virginia Ave

Central Ave

N Fulton Ave

Airport Loop Rd

- Surface Street Railroad Crossings
- Pedestrian Railroad Crossings



Existing Alternative Modes Analysis

Transit Service and Infrastructure

As a municipality in Fulton County, the Metropolitan Atlanta Rapid Transit Authority (MARTA) is Hapeville's primary transit service provider. MARTA operates three routes, Routes 95, 172, and 193, through the center of Hapeville, and these connect to Clayton County and to three different stations on MARTA's Gold and Red rail line.

Route 95, which serves the Metropolitan Parkway corridor in Atlanta and continues into Hapeville on Dogwood Drive, terminates in Hapeville with a turnaround loop at King Arnold Street and Sunset Avenue. Route 172 originates at Oakland City Station and proceeds along Sylvan Road and Virginia Avenue before terminating in College Park. Route 193 connects East Point Station to Clayton County, passing through Hapeville along South Central Avenue/Porsche Avenue. Map 7.4 illustrates the MARTA transit routes serving the city and depicts MARTA bus stops along each route.

Bicycle and Pedestrian Systems

Hapeville has approximately 26 miles of sidewalk, equating to approximately 67 percent of sidewalk coverage for streets and roads throughout the city, though many (especially in residential neighborhoods) have sidewalks only on a single side or none at all. In almost all cases, Hapeville's sidewalks are narrow and have minimal separation from curbs. This is not

necessarily a challenge on residential neighborhood streets that have lower-speed traffic and sometimes on-street parking. However, on larger thoroughfare streets, narrow sidewalks may expose pedestrians to safety risks, especially on streets with significant truck traffic.

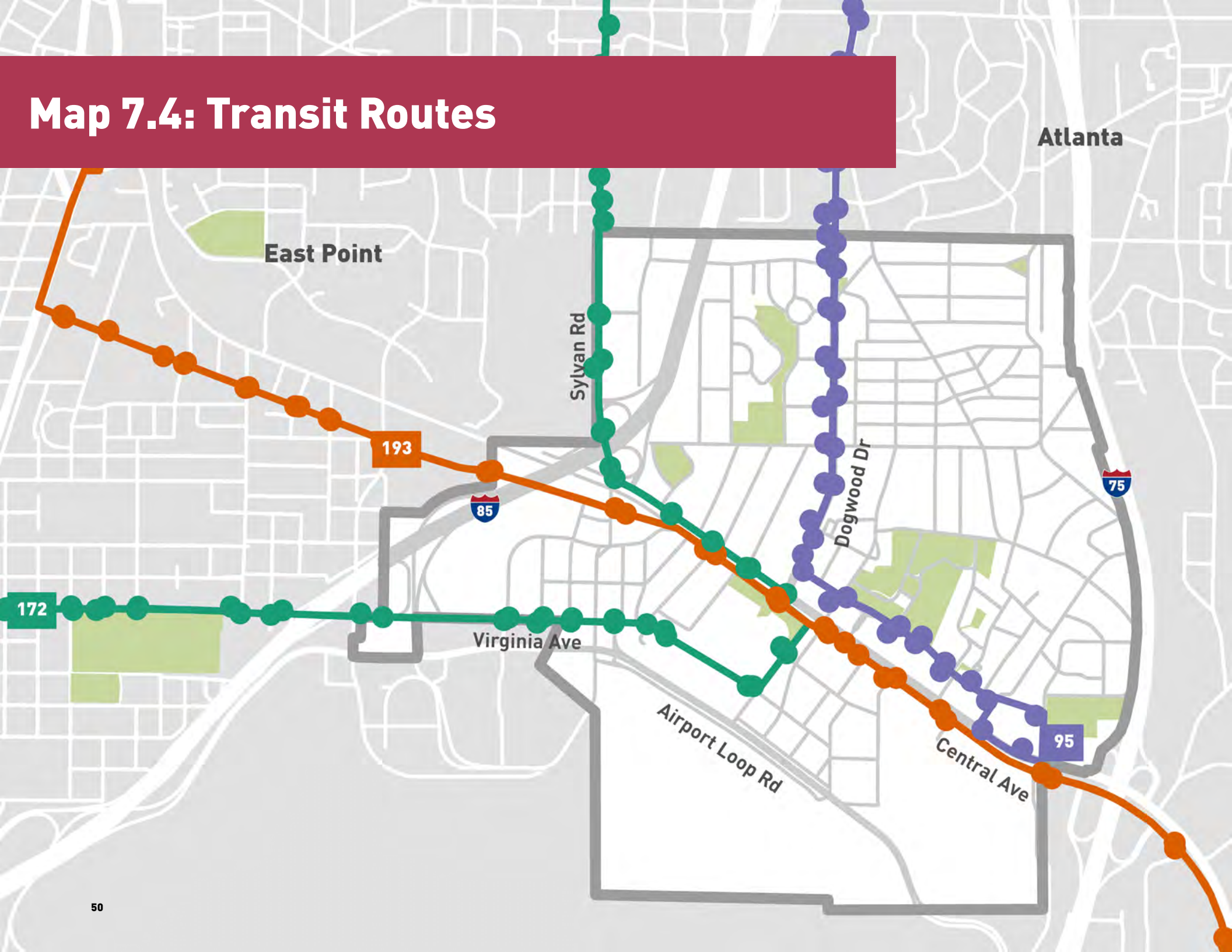
Map 7.5 illustrates Hapeville's sidewalk network and is color-coded by sidewalk condition. Around three-quarters of the city's sidewalks are classified as being in good or fair condition, with the remaining quarter in more immediate need of repair.

These conditions vary across the city, indicating gaps in connectivity in the network. However, the northeast corner of the city has a strong network of fair condition sidewalks with generally good connectivity within the area. Other sections of the city are largely without sidewalks, including the residential areas in the northwest corner of the city and roadways along the eastern edge of the city, adjacent to the Interstate 75.

Hapeville gained its first bike lanes through a streetscape enhancement project on Dogwood Drive between North Avenue and North Central Avenue, although these do not have any immediate connection to other parts of the city, and current bicycle plans for the City of Atlanta do not propose any immediate connections into Hapeville.

Map 7.4: Transit Routes

Atlanta



Map 7.5: Sidewalk Condition

Atlanta

East Point

Sylvan Rd

85

75

Dogwood Dr

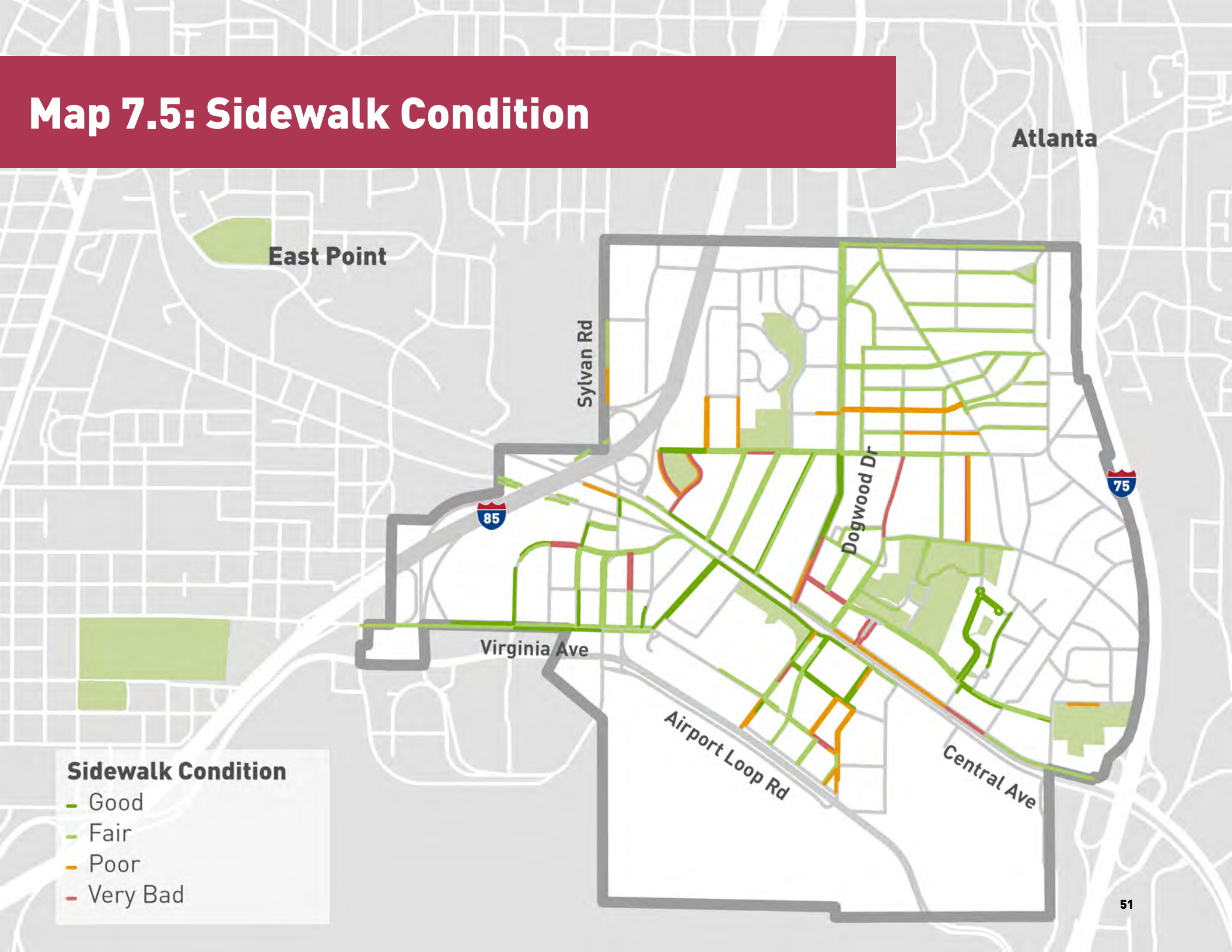
Virginia Ave

Airport Loop Rd

Central Ave

Sidewalk Condition

- Good
- Fair
- Poor
- Very Bad

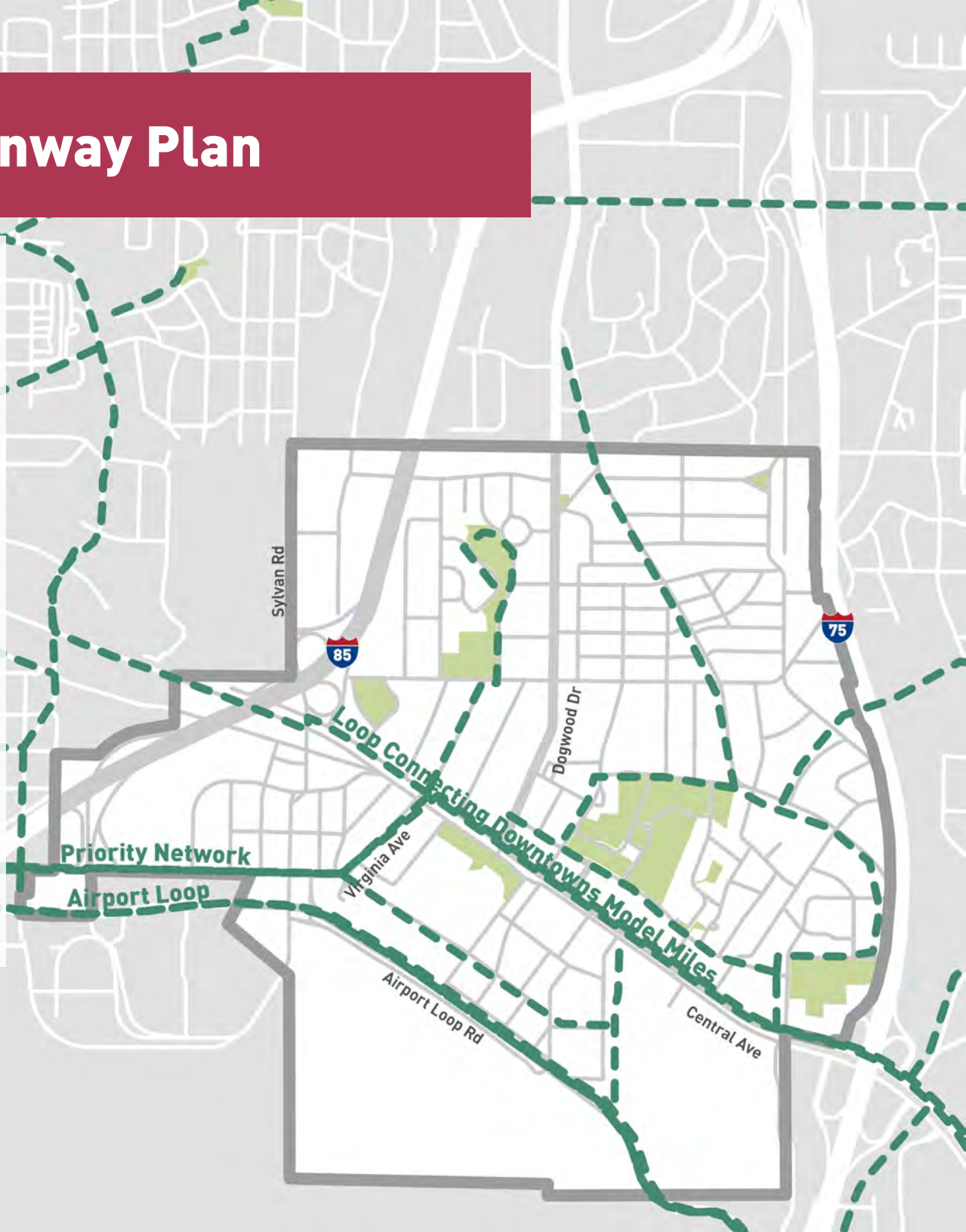


Map 7.6: AeroATL Greenway Plan

In late 2018, the Aerotropolis Atlanta Community Improvement Districts (AACIDs) completed the AeroATL Greenway Plan through a Livable Centers Initiative (LCI) grant. This is a comprehensive trail master plan for the Aerotropolis area, connecting the communities around Hartsfield-Jackson Atlanta International Airport. Partners include:

- Aerotropolis Atlanta Alliance
- Aerotropolis Atlanta CIDs
- City of College Park
- City of East Point
- City of Forest Park
- City of Hapeville
- City of South Fulton
- Clayton County
- Fulton County
- Hartsfield-Jackson Atlanta International Airport

This map shows the proposed greenway network included in the AeroATL plan and its connections through Hapeville.



Existing Alternative Modes Analysis

Airport Transit

In addition to MARTA services designed for passengers and connecting to a larger system, Hapeville includes airport- and employer-related shuttle transit service that is not designed for general public use. This includes shuttles operated by Delta Air Lines to connect its administrative headquarter facilities, by hotels in Hapeville and College Park to carry passengers to and from the airport terminals, and by Hartsfield-Jackson International Airport itself to connect its international and domestic terminals. These services are an important connection between employment and visitor destinations.

Hapeville Golf Cart Policy

In 2017, the City of Hapeville instituted a golf cart policy making use acceptable along residential roads and restricted along the following roads:

- I-85
- I-75
- Loop Road
- North Central Avenue
- Porsche Avenue
- Dogwood Drive
- Sylvan Road
- Mount Zion Drive
- Willingham Drive
- Atlanta Avenue (South of Doug Davis)
- Virginia Avenue (West of Doug Davis)

Existing Conditions Highlights

- The city is bisected by the Norfolk Southern rail corridor, serving around eight trains per day.
- The city enjoys transit service at the terminus of MARTA's Route 95 bus route.
- The proximity of Hartsfield-Jackson Atlanta International Airport gives the city access to major freight and passenger movements.
- Hapeville's traffic volumes are well within the capacity of its roads. This does not mean there is not traffic delay on some streets at certain times of the day, but traffic problems are not related to inadequate roadway capacity.
- Interstates 75 and 85 frame the city on its east and west sides, respectively.

Transportation Safety

From 2017 through 2021, there were 1,394 crashes within the city limits of the City of Hapeville. Of these total crashes, twelve involved pedestrians and one involved a bicyclist. 302 of the crashes involved injuries, ten of which involved pedestrians and one which involved a bicyclist. Two vehicular crashes resulted in fatalities, one in 2017 and the other in 2021. Map 7.7 identifies locations of crashes, with some crash locations shown outside of the boundary of the City of Hapeville.

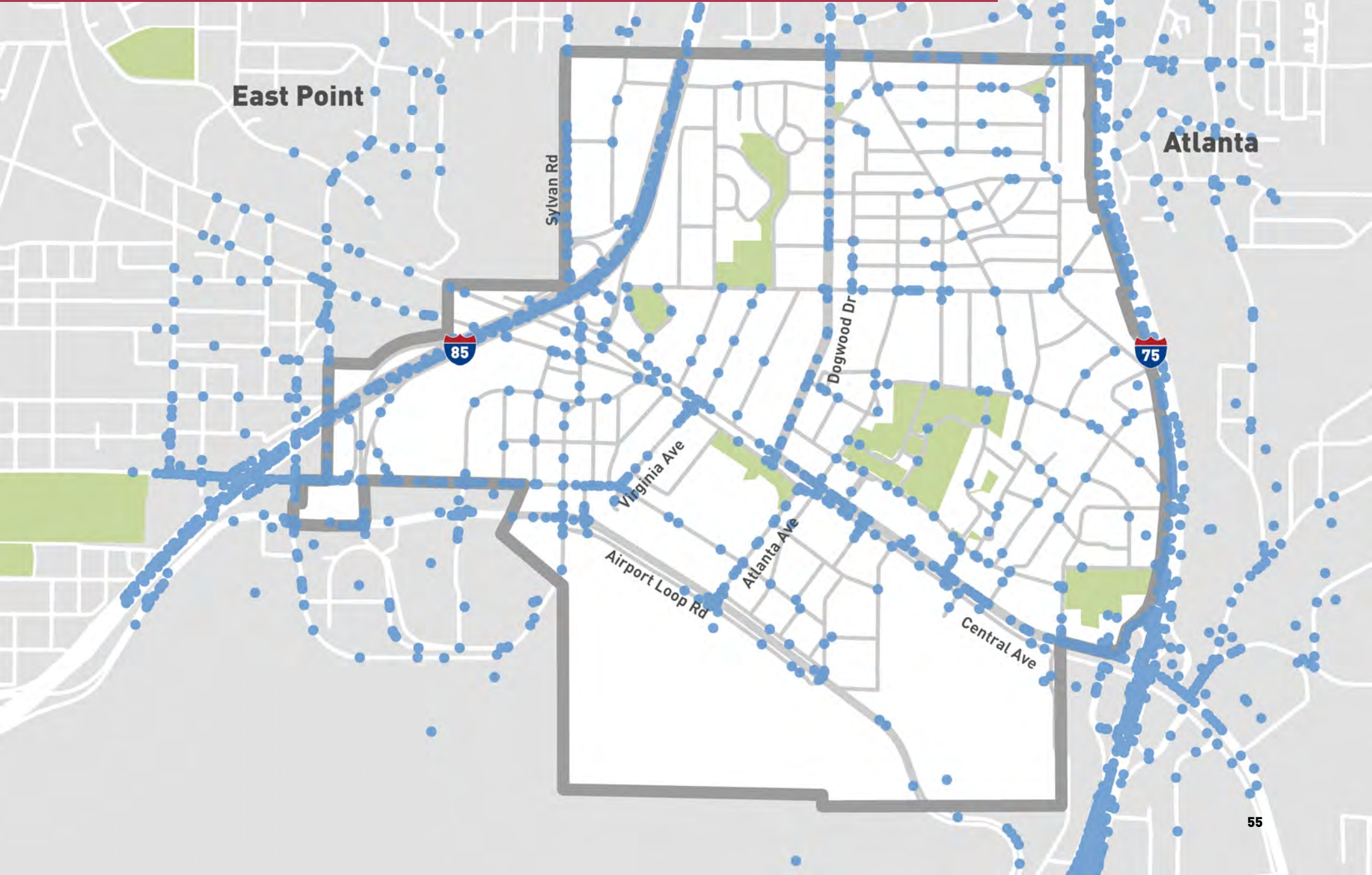
Perhaps a more telling indicator of safety is the severity of crashes and the involvement of more vulnerable transportation users (bicycles and pedestrians).

Map 7.8 illustrates crashes with injuries, with larger circles indicating a higher number of persons injured in a single crash. As multiple crashes occur in a single location, they appear clustered together.

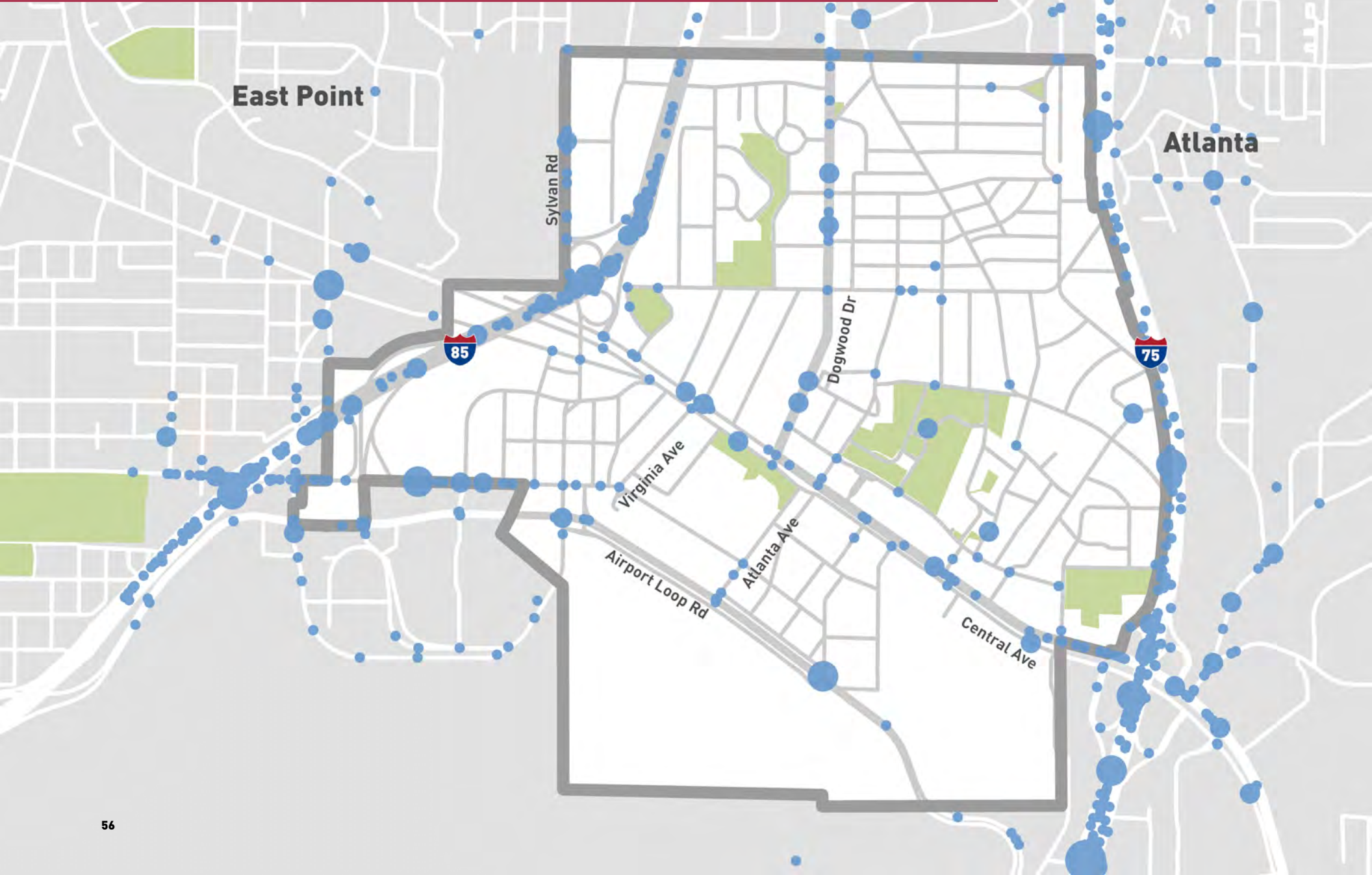
Map 7.9 illustrates bicycle and pedestrian crashes, with some of these occurring at the same locations as pointed out previously. The frequency of crashes along Atlanta Avenue suggests a need for safer sidewalks and crossings, or even more focused treatments like traffic control and traffic calming.

Crash severity can identify areas of concern and specific locations that may warrant additional design treatments or policy approaches to improve safety. Corridors such as Virginia Avenue feature higher numbers of injuries, even if the number of injury crashes is generally consistent with the higher traffic volumes of these streets. However, intersections where injury crashes are concentrated along lower-volume streets, such as the intersection of Avenue and N Fulton Avenue, point to opportunities for enhancements and design interventions to improve safety, such as traffic calming techniques and more advanced traffic control.

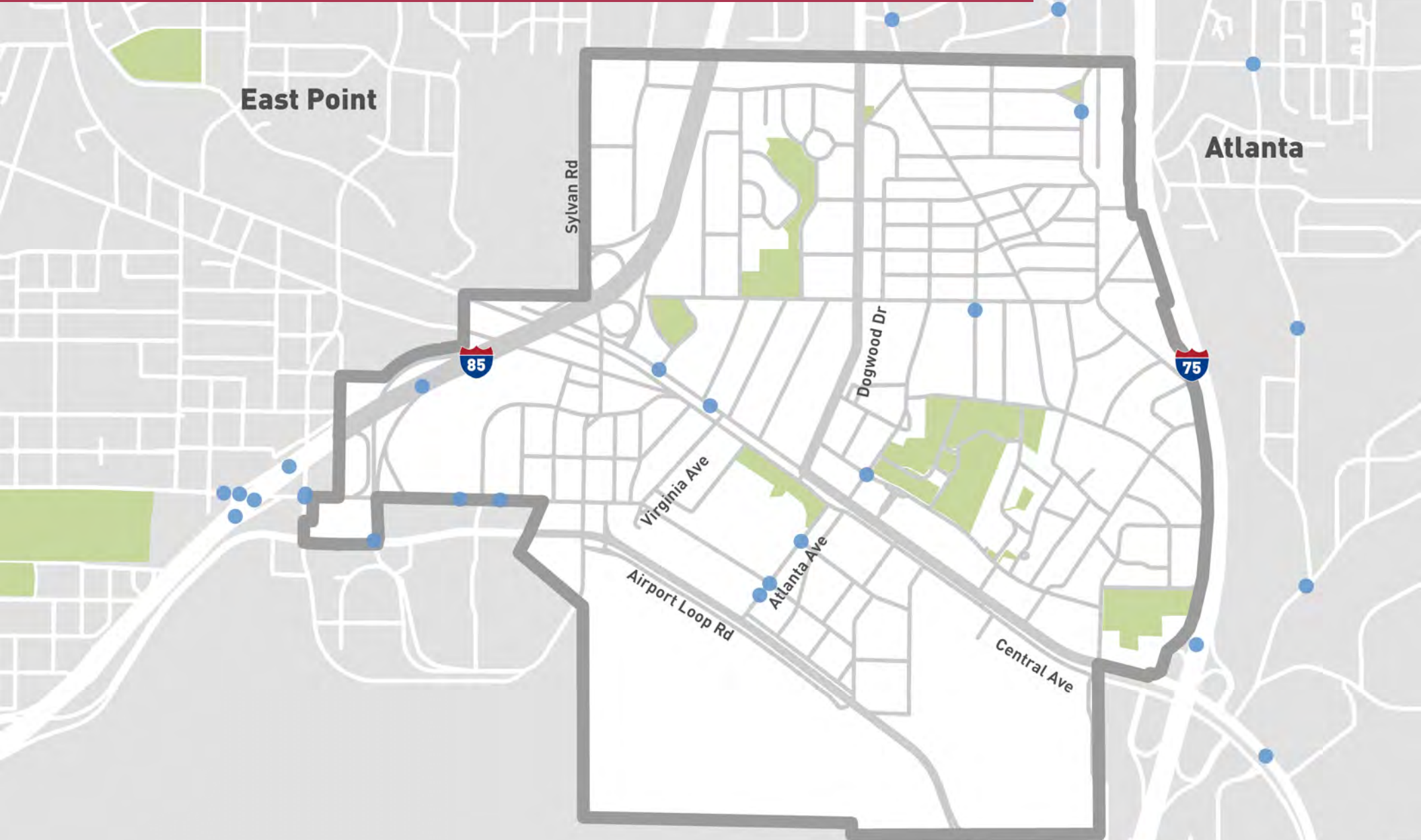
Map 7.7: Crash Locations



Map 7.8: Injury Crashes



Map 7.9: Bicycle and Pedestrian Crashes



Existing Parking Analysis

The Atlanta Regional Commission (ARC) completed a Commercial Parking Assessment for the City of Hapeville in 2019. This study assessed Hapeville's parking supply and provided key recommendations for parking policy and management to right-size the amount of available parking while accommodating Hapeville's growth.

In terms of available commercial parking, Hapeville had around 11,000 total non-residential parking spaces as of 2019, with public parking concentrated in the downtown area. There is a significantly high ratio of private parking to public parking, as most of Hapeville's off-street parking spaces support existing private development.

The 2019 study found that minimum parking requirements in the zoning ordinance were generally higher than those of comparable nearby cities. However, there are provisions for shared parking between land uses in some zoning districts, although the rules for shared parking agreements are not clearly defined.

In considering future development, the city should engage more extensive approaches to understand how parking can be used as a development management tool, and potentially one in which the city is taking a guiding role. The city should consider the following strategies to explore how the city can embrace new development and accommodate parking demand by leveraging other transportation options.

Strategies

- Providing on-street public parking in central areas with many destinations, like the downtown area
- Exploring reductions in minimum parking requirement ratios, as well as considering parking maximums for new hotel development
- Offering reductions in parking requirements when residential and commercial leases do not include parking as part of lease terms (but rather require tenants to rent or purchase it separately from their usable space leases)
- Instituting pricing or in-lieu payments for private long-term use of city-owned parking facilities
- Encouraging shared parking agreements and incentivizing property owners to share unused parking
- Maintaining existing parking time limits and adopting pay-for-parking facilities in high-demand areas
- Providing long-term parking options in low-demand areas
- Encouraging compact, multi-modal development to allow more shared parking and use of alternative modes
- Improving pedestrian and bike infrastructure to encourage walking and biking
- Amending parking requirements for new residential development to specify provision of visitor parking

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Chapter 8

Economic Development



Economic Development Tools Analysis

Community Improvement District

The Aerotropolis Atlanta Community Improvement Districts (CIDs), which covers 15.46 square miles around the airport, includes portions of Hapeville's office core, south of South Central Avenue, termed the Corporate Crescent. The CIDs are empowered to fund beautification, public safety, and infrastructure projects focused on transportation and water within the district. This increased investment in Hapeville includes future streetscape improvements and gateway signage, creating identity and branding that will help attract employers and residents to the area. The Hapeville parcels that belong to the Airport West CID are shown on Map 8.1.

Aerotropolis Alliance

The Aerotropolis Alliance is a non-profit membership organization and a coalition of leading business and community leaders, united in a commitment to making Aerotropolis Atlanta a world-class destination for business, connectivity, and living. The Alliance is governed by a 29-member board of the district's top private sector leaders, local elected officials, and representatives of Chambers of Commerce, including representatives from the City of Hapeville. The mission is to improve and sustain the quality of life for those who live, work, and play in this area.

Georgia Department of Community Affairs (DCA) Georgia Main Street Program

The Georgia Main Street Program focuses on comprehensive, community-based revitalization of historic main streets. In 2003, the City of Hapeville received Main Street designation. As a designated city and participant in the Classic Main Street Program, Hapeville receives technical assistance and resources from the DCA, which assist the city in their efforts to build a stronger local economy through revitalization of the downtown area.

Opportunity Zone

An Opportunity Zone is a tool that can draw jobs and redevelopment to an area. The Hapeville Opportunity Zone was designated from May 2011 to December 2021. Opportunity Zone designation provided a tax incentive for new job creation, \$3,500 per employee to be used against 100 percent of income tax liability, and state payroll withholding. This economic development tool provided the city with an incentive to attract new employers and jobs. The incentives provided by the Hapeville Opportunity Zone were successfully implemented to the extent that the previously designated census block group no longer has under-used or vacant properties, meaning it is no longer eligible to be an Opportunity Zone.

Map 8.1: Economic Development Resources

Atlanta

East Point

N Central Ave

Dogwood Dr

North Ave

Virginia Ave

HISTORIC
CHRIST
CHURCH

DELTA
AIRLINES

DELTA
FLIGHT
MUSEUM

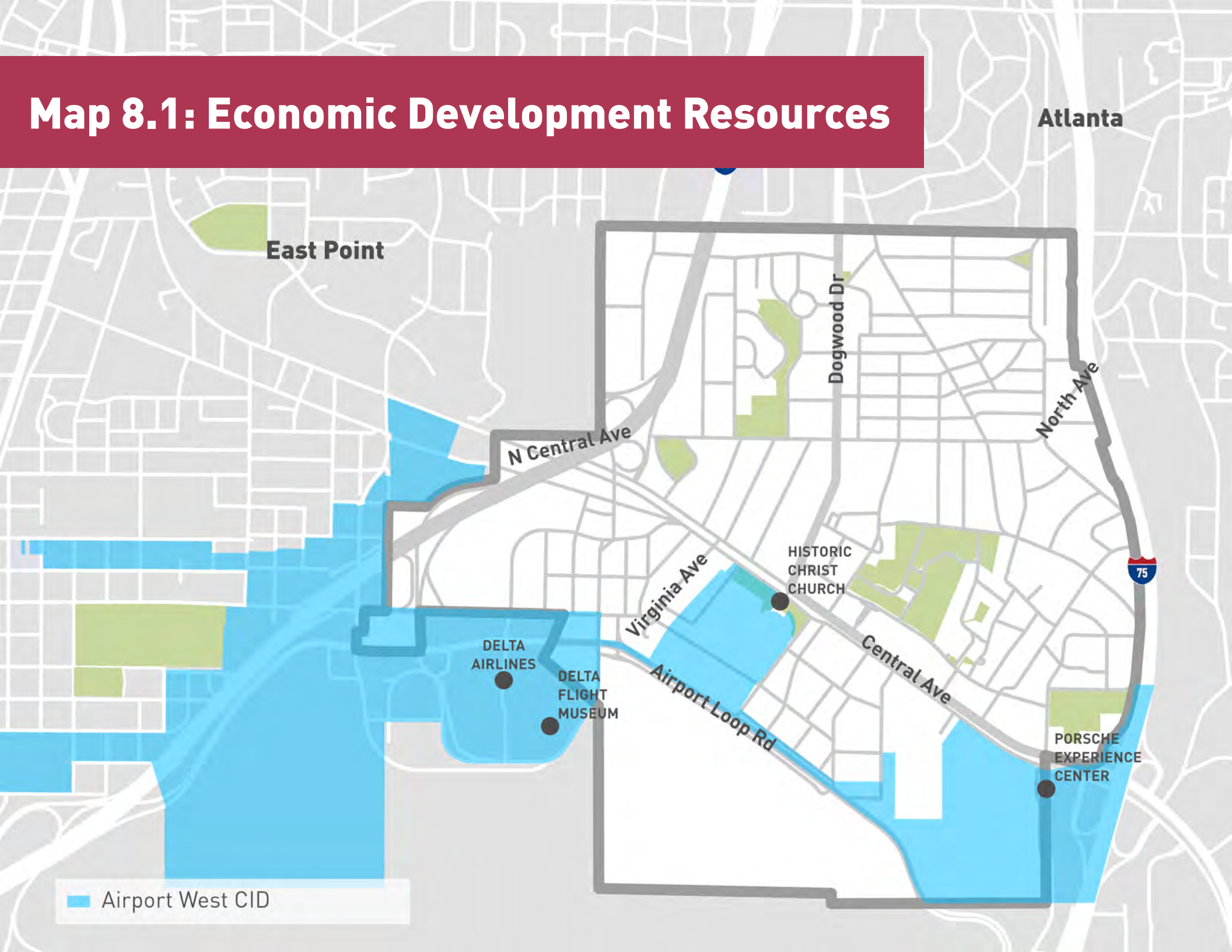
Airport Loop Rd

Central Ave

75

PORSCHE
EXPERIENCE
CENTER

— Airport West CID



Economic Development Tools Analysis

Additional Economic Development Tools

Following are potential economic development tools that can be used by the City of Hapeville, within the constraints of Georgia law:

Facade Grant Program

Through the Development Authority, the City of Hapeville offers grants for façade improvements to commercial tenants or property owners located within the city limits. Eligible projects must visibly improve the unique historic and architectural character of the storefront.

Tax Allocation District (TAD)

Georgia law provides specific powers to enable local governments to embark on projects that will foster public/private partnerships and spur economic growth. Tax Allocation Districts (TADs) are one of the legislative tools available to support economic development ventures. In December of 2008, the City of Hapeville established a Tax Allocation District at the former Ford Assembly Plant site, designated to facilitate private interest and investment in the site.

Payment in Lieu of Taxes (PILOT) Program

The Payment in Lieu of Taxes Program provides payments to local governments with substantial acreage of federal land within their jurisdiction. The payments offset losses in tax revenue as federal land is not taxable by local governments.

Programs

The Georgia State University (GSU) Small Business Development Center

Makes use of GSU resources to help overcome local economic development challenges.

U.S. Small Business Administration (SBA)

Federal agency providing counseling, capital, and contracting to small business owners and entrepreneurs.

The Service Corps of Retired Executives (SCORE)

Works as a resource partner with SBA to educate entrepreneurs and business owners.

U.S. Department of Labor Employment and Training Administration

Federal agency providing grants and workforce training for state and local workforce development.

Agencies

Following are agencies and programs that can provide resources and assistance to continued economic development efforts:

Hapeville Development Authority (HDA)

Formed in 1982, the HDA has been active in acquiring properties for private market development, offering bond financing and land assembly.

Economic Development Tools Analysis

Agencies

The ATL Airport Chamber (TAAC)

The principal business promotion agency for the City of Hapeville.

Fulton County Department of Environment and Community Development

Provides technical assistance, allocates federal funds, evaluates 'Enterprise Zone' designations, and reviews individual businesses.

Development Authority (DA) of Fulton County

Charged with acquiring and selling property and buildings for long term lease or sale. The DA also has the ability to issue tax-exempt or taxable bonds to businesses that wish to relocate or expand in the county.

South Fulton Chamber of Commerce

Works with the The ATL Airport Chamber to make decisions regarding redevelopment opportunities generated by the airport.

Metro Atlanta Chamber of Commerce

A regional umbrella agency that helps in the coordination and supervision of commerce.

Georgia Power Company

The primary electric utility provider for Hapeville.

Georgia Department of Economic Development

Responsible for attracting new business investment to the state of Georgia, as well as encouraging the expansion of existing industry and small businesses and planning and mobilizing state resources for economic development.

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Chapter 9

Community Work Program



Report of Accomplishments 2017-2022

Project		Status	Notes
Land Use & Zoning			
L1	Amend the Comprehensive Plan: Adopt 2017 LCI study as a part of the Comprehensive Plan and text amendments as appropriate.	COMPLETED	Adopted in 2017.
L2	Assess amendments to the City of Hapeville Future Land Use: Amendments per proposed future land use map. Update the digitized FLUM as appropriate.	COMPLETED	Ongoing activity. Digitized FLUM has been updated.
L3	Evaluate development of a Hapeville Gateway and Downtown Overlay District and Design Guidelines as described in the 2017 plan. Design Standards/Guidelines may include streetscape standards, block sizes, setbacks, etc. Align guidelines with recommendations as found within plan. Encourage the incorporation of functional art into streetscapes, including creative street lights, crosswalks, benches, etc.	COMPLETED	Ongoing activity. Utilizing existing U-V and Arts Overlay District. Main Street and other organizations promote arts.
L3.1	Assess the inclusion of greenspace recommendations within the Hapeville Gateway and Downtown Overlay. Suggested guidelines for new (re)development to include a ratio of 10 acres per 1,000 residents and allowing of a variety of park sizes.	COMPLETED	Ongoing activity. Utilizing existing U-V and Arts Overlay District which have greenspace ratios included.
L3.2	Assess the inclusion of development incentives in the Overlay, whereby development intensities, setbacks, and other incentives can be increased to encourage redevelopment.	COMPLETED	Ongoing activity. City is evaluating desired density.

Report of Accomplishments 2017-2022

Project		Status	Notes
Land Use & Zoning			
L4	Design and develop wayfinding signage throughout Hapeville to assist residents and visitors moving from Gateways to Downtown, jobs, and other attractors.	UNDERWAY	Plan prepared and approved by City Council. Seeking funding for signage.
L5	Partner with the Aerotropolis Atlanta CIDs and key employers to develop gateway signage for the major corridors into Hapeville.	UNDERWAY	Plan prepared and presented to City Council. Aerotropolis still to return.
L6	Study the feasibility of the Downtown Alleyway expansion and land acquisition.	UNDERWAY	Awaiting downtown redevelopment schemes.
L7	Develop a Parks Master Plan for the City of Hapeville, including the Downtown Park and neighborhood parks as discussed within the 2017 plan.	POSTPONED	Delayed for Parks and Recreation to evaluate with Community Services.
L8	Develop an Art Master Plan for the city of Hapeville, to provide a unified vision and implementation strategies for arts and culture in the city.	POSTPONED	Evaluating Arts Interactive Trail Map.
L9	Study the feasibility of a new municipal facility location.	UNDERWAY	City Administration has been talking with Council to determine feasibility.
L10	Continue to work with the Aerotropolis Atlanta CIDs and surrounding communities to develop a greenway and trails master plan. Consider recommendations within this report during this process.	UNDERWAY	City is leading initiatives for greenway.
L11	Continue efforts to attract a charter school to the area. Study the feasibility of school siting at locations recommended within this report along with land acquisition strategies.	CANCELLED	Request denied. Fulton County Schools considering redistricting.

Report of Accomplishments 2017-2022

Project		Status	Notes
Land Use & Zoning			
L12	Revise the Subdivision Regulations.	UNDERWAY	Staff evaluating consolidation plats and more appropriate language for subdivision of individual parcels.
Economic Development			
E1	Evaluate expansion of the TAD district from the former Ford site to include the northwest quadrant of the I-75/ North Central Avenue across from the Porsche facility.	CANCELLED	No longer needed.
E2	Assess and research the creation of a fund, perhaps locally-driven or utilizing resources from the state or national level, to facilitate demolition of existing structures, such as the aging hotels and retail uses, at a discounted level.	CANCELLED	Market is driving demolitions.
E3	Market and focus efforts within the Overlay District boundaries to invest in greenspace, pedestrian or bike infrastructure, landscaping, etc. to ease the costs of redevelopment, to encourage the reuse and development of large surface parking areas and under-utilized sites. These improvements can also foster a greater work quality of life in Hapeville, for area employees.	COMPLETED	Investments include Dogwood Drive Streetscape, Doug Davis Bicycle Track, sidewalk improvements, Linear Park from Rail Spur.
E4	Work with Delta to identify potential reuses or redevelopment scenarios for its former Technology Center site and identify, more specifically, the potential reuse of the building for other commercial and/or residential uses.	UNDERWAY	City has met with property owner and has been evaluating potential redevelopment opportunities.

Report of Accomplishments 2017-2022

Project		Status	Notes
Economic Development			
E5	Develop and evaluate a framework by which fast-tracking of entitlements (permitting and perhaps zoning) occurs, removing potential political or bureaucratic barriers or risks to redevelopment and revitalization.	COMPLETED	City efficiencies reviewed.
E6	Market Opportunity Zone tax credits in key redevelopment nodes, as identified in the 2017 plan.	COMPLETED	Opportunity Zone program completed in 2021.
E7	Assess the focus of SPLOST funds for bikeways, greenways, park areas and sidewalks within key redevelopment areas, as identified in the 2017 plan.	COMPLETED	Ongoing activity. Community Services has identified priority projects.
E8	Assess tax abatement policies to facilitate more intensive mixed-use development at the Airport Loop Gateway. Utilize the tax abatement to connect existing property owners to potential development partners.	UNDERWAY	City and Development Authority work together on potential projects.
E9	Work with the Main Street program and local financial institutions to create loan pools and low interest loans to improve the facades and needed upgrades to existing buildings in Downtown.	CANCELLED	Activity of Main Street Board.
E10	Implement loan fund targeting loans to downtown businesses.	CANCELLED	Activity of Development Authority and/or Main Street Board.

Report of Accomplishments 2017-2022

Project		Status	Notes
Housing			
H1	Evaluate the inclusion of incentives for workforce housing in the Hapeville Overlay District. Incentives may include: tax credits and matching funds from county and/or state housing departments.	UNDERWAY	Council has directed Staff to identify potential programs.
H2	Include requirements and/or incentives for inclusionary zoning in the Hapeville Overlay. Inclusionary zoning or housing requires a given share of new construction to be affordable by people with low to moderate incomes.	UNDERWAY	Council has directed Staff to identify potential programs.
H3	Establish a recommended mix of unit sizes in new multi-family developments, within the Corridor Design District Overlay to encourage a mix of incomes and multi-generational access to housing.	COMPLETED	Ongoing activity. Staff works with developers to attract mixed income, mixed use and multi-generational housing opportunities.
H4	Evaluate allowance of smaller lot sizes, smaller minimum building footprints, and accessory dwelling units Hapeville Zoning Ordinance to encourage a diversity of housing types that can accommodate the increasing land values in the area.	COMPLETED	City adopted an ADU ordinance and reduced minimum building footprints.

Report of Accomplishments 2017-2022

Project	Status	Notes
Housing		
<p>H5</p> <p>Encourage reinvestment and rehabilitation of deteriorated housing in the study area, with the following policy recommendations: 1. Work with code enforcement to identify repeat code violation offenders, particularly absentee land owners and those with multiple code violations. 2. Work with non-profit housing groups, such as Habitat for Humanity, to provide assistance with home maintenance and rehabilitation. 3. Evaluate the creation of a non-profit organization that would provide grants to home-owners for rehab and maintenance.</p>	<p>COMPLETED</p>	<p>Ongoing activity. Market is driving renovations.</p>
<p>H6</p> <p>Encourage the demolition and repurposing of dilapidated properties that pose a risk to public safety, with the following policy recommendations: 1. Develop a side-yard program to condemn and demolish dilapidated structures and transfer the property to adjacent homeowners that can maintain the land as privately owned greenspace. 2. Evaluate a Pocket Park program that would condemn and demolish dilapidated structures and transform property into public park space.</p>	<p>CANCELLED</p>	<p>No longer a priority for the City as the market is driving redevelopment.</p>
<p>H7</p> <p>Encourage prospective first-time home buyers to move to the study area and invest in home rehabilitation with the following programs and policies: 1. Promote down payment assistance programs, such as Georgia Dream Home-ownership Program. 2. Work closely with Fulton County Public Schools and potential charter schools to provide quality education opportunities for families. 3. Evaluate development of a program that provides affordable housing and studio options for local artists.</p>	<p>COMPLETED</p>	<p>Ongoing activity. City has A-D, Arts District Overlay which promotes studio and live-work options.</p>

Report of Accomplishments 2017-2022

Project		Status	Notes
H8	Provide policies that allow long-time residents to remain in the area: 1. Evaluate the creation of a non-profit organization that would provide residents with assistance and education regarding housing programs and policies. 2. Promote programs that provide assistance in home maintenance, such as Community HOME Investment Program (CHIP). 3. Assess creating a program that would provide low interest grants or funding to assist homeowners in maintenance and repairs.	UNDERWAY	City has directed Staff to research potential programs.
Transportation			
T1	Additional study of a shuttle service concept that would connect Hapeville businesses with nearby hotels and other employment in Hapeville and College Park. This would test basic costs and service feasibility, and would explore funding options that take advantage of current funding sources (such as City and TSPLOST funding) and potentially engage private business funding. Partner with the Aerotropolis Atlanta CIDs.	CANCELLED	City reviewed Smart Corridor and request by private firm. Once infill is complete, there may be more demand.
T2	Coordinate with HJAIA on enhancement of the current airport inter-terminal shuttle service. This would allow additional stops at the Corporate Crescent district and allow central Hapeville easy access to both airport terminals.	POSTPONED	City participated in TAP ULI study. Awaiting HJAIA and development of Corporate Crescent.
T3	Additional streetscape and sidewalk enhancements to North Central, including coordination with adjacent property owners to identify potential for easements or landscaping improvements on private property that can accomplish streetscape objectives.	UNDERWAY	Private development has spurred improvements. TSPLOST funds have also been identified.

Report of Accomplishments 2017-2022

Project		Status	Notes
Transportation			
T4	Construct a more extensive streetscape and fill sidewalk gaps in the eastern portion of the South Central Avenue corridor.	COMPLETED	Completed as part of Rail Facilities Corridor Improvement Project and through private investment.
T5	Construct a sidewalk on at least one side of Lake Avenue between North Avenue and Cofield Drive. Costs will vary depending on ultimate location.	POSTPONED	Postponed for review of TSPLOST priorities.
T6	Construct a sidewalk on at least one side of Cofield Drive between Dogwood Drive and the I-85 bridge and from the I-85 bridge to Springdale Road.	POSTPONED	Postponed for review of TSPLOST priorities.
T7	Enhance sidewalks on Atlanta Avenue between Airport Loop Road and South Central Avenue to add streetscape and tree canopy (either in or out of right-of-way) and to allow a continuous sidewalk on the east side of the street past the Hapeville United Methodist Church property.	COMPLETED	
T8	Construct sidewalk on the west side of Stillwood Drive and enhance existing sidewalk on the east side to improve access to a future MARTA rail corridor.	COMPLETED	Development of Stillwood Farm and North Central Townhomes involved installation of sidewalks and improved pedestrian access.

Report of Accomplishments 2017-2022

Project	Status	Notes	
Transportation			
T9	Coordinate with Aerotropolis Alliance/Airport CIDs on streetscape enhancements to Virginia Avenue.	UNDERWAY	Streetscape Study complete.
T10	Enhance North Fulton Avenue streetscape, sidewalks and intersections to improve pedestrian and bicyclist safety, including substitution of select parking spaces with bulbout islands to add street trees and provide comfort and increased separation for pedestrians.	UNDERWAY	Installation of improved crosswalks and pedestrian safety elements complete.
T11	Coordinate with private property owners to identify easement opportunities or other potential ways to increase functional sidewalk width and improve pedestrian passage on Dogwood Drive between North Central Avenue and Marina Street.	COMPLETED	
T12	Construct a protected, off-street bicycle and pedestrian path on Willingham Drive between South Central Avenue and the Hapeville City limits. This would enhance pedestrian conditions for the relatively high volume of users on this corridor, and should be coordinated with the City of East Point for connections to the Main Street corridor and on to the East Point MARTA rail station.	POSTPONED	Willingham LCI Study and narrow right of way limit opportunities.
T13	Install traffic calming devices and intersection enhancements along the Old Jonesboro Road and King Arnold Street corridors to slow traffic, improve pedestrian and bicycle safety, and establish a bicycle route through the city. Add signage and wayfinding to designate this route and to direct bicycles and pedestrians to nearby destinations.	UNDERWAY	Stop signs installed and road diet for King Arnold Street.

Report of Accomplishments 2017-2022

Project		Status	Notes
Transportation			
T14	Resolve the railroad crossing closing issue.	COMPLETED	Silent Crossings installed.
T15	Remain committed to HATMA, supporting such programs as van pools, shuttle services and employer discounts on MARTA cards.	COMPLETED	Ongoing activity.
Community Facilities and Services			
	Install new sidewalks throughout the city.	COMPLETED	Ongoing activity. TSPLOST Priorities are being reviewed.
	Complete sanitary sewer survey of entire city within 5 years.	UNDERWAY	Community Services identifying priority projects.
	Resurface track around football field.	POSTPONED	Parks and Recreation evaluating with Community Services.
	Resurface practice field behind Senior Center.	POSTPONED	Parks and Recreation evaluating with Community Services.
	Replace 12 police vehicles.	UNDERWAY	Police Department placed partial order.
	Repave Public Safety Building Parking Lot.	POSTPONED	Community Services identifying priorities.
	Establish Police Explorer Program.	POSTPONED	Police Department identifying funding priorities.

Report of Accomplishments 2017-2022

Project	Status	Notes
Additional		
Attract Supplemental LCI Funds: Complete ARC requirements to apply for LCI funds to plan priority projects.	COMPLETED	Parking Study, Roundabout Study, Housing Study, Willingham LCI Study completed in past 5 years.

Community Work Program 2023-2027

Project		2022	2023	2024	2025	2026	Responsible Party	Cost Estimate	Funding
Land Use & Zoning									
L1	Design and develop wayfinding signage throughout Hapeville to assist residents and visitors moving from Gateways to Downtown, jobs, and other attractors.	X	X				City of Hapeville	\$30,000	City of Hapeville, ARC
L2	Partner with the Aerotropolis Atlanta CIDs and key employers to develop gateway signage for the major corridors into Hapeville.	X	X				City of Hapeville	\$50,000	City of Hapeville, ARC, Aerotropolis CID
L3	Study the feasibility of the Downtown Alleyway expansion and land acquisition.	X	X				City of Hapeville	\$12,000	City of Hapeville, ARC, Community Choices
L4	Develop a Parks Master Plan for the city of Hapeville, including the Downtown Park and neighborhood parks.	X	X	X	X		City of Hapeville	\$60,000	City of Hapeville, ARC
L5	Develop an Art Master Plan for the city of Hapeville, to provide a unified vision and implementation strategies for arts and culture in the city.	X	X	X	X		City of Hapeville	\$60,000	City of Hapeville, ARC
L6	Study the feasibility of a new municipal facility location.	X	X				City of Hapeville	\$15,000	City of Hapeville, ARC

Community Work Program 2023-2027

Project		2022	2023	2024	2025	2026	Responsible Party	Cost Estimate	Funding
Land Use & Zoning									
L7	Continue to work with the Aerotropolis Atlanta CIDs and surrounding communities to develop a greenway and trails master plan.	X	X				City of Hapeville	\$200,000	Aerotropolis Atlanta Alliance, Aerotropolis Atlanta CIDs, College Park, Clayton County, East Point, Forest Park, Fulton County, Hapeville, HJAIA
L8	Revise the Subdivision Regulations	X					City of Hapeville	\$25,000	General Fund
Economic Development									
E1	Work with Delta to identify potential reuses or redevelopment scenarios for its former Technology Center site and identify, more specifically, the potential reuse of the building for other commercial and/or residential uses.	X	X	X			City of Hapeville, Delta	Staff Time	City of Hapeville, ARC, Delta
E2	Assess tax abatement policies to facilitate more intensive mixed-use development at the Airport Loop Gateway. Utilize the tax abatement to connect existing property owners to potential development partners.	X	X	X			City of Hapeville	Staff Time	City of Hapeville, ARC

Community Work Program 2023-2027

Project		2022	2023	2024	2025	2026	Responsible Party	Cost Estimate	Funding
Housing									
H1	Evaluate the inclusion of incentives for workforce housing in the Hapeville Overlay District. Incentives may include: tax credits and matching funds from county and/or state housing departments.	X	X				City of Hapeville	Staff Time	City of Hapeville, ARC
H2	Include requirements and/or incentives for inclusionary zoning in the Hapeville Overlay.	X	X				City of Hapeville	Staff Time	City of Hapeville, ARC
H3	Provide policies that allow long-time residents to remain in the area: 1. Evaluate the creation of a non-profit organization that would provide residents with assistance and education regarding housing programs and policies. 2. Promote programs that provide assistance in home maintenance, such as Community HOME Investment Program (CHIP). 3. Assess creating a program that would provide low interest grants or funding to assist homeowners in maintenance and repairs.	X	X				City of Hapeville	Staff Time	City of Hapeville, ARC

Community Work Program 2023-2027

Project		2022	2023	2024	2025	2026	Responsible Party	Cost Estimate	Funding
Transportation									
T1	Coordinate with HJAIA on enhancement of the current airport inter-terminal shuttle service. This would allow additional stops at the Corporate Crescent district and allow central Hapeville easy access to both airport terminals.	X					City of Hapeville	Staff Time	TBD based on opportunities identified
T2	Additional streetscape and sidewalk enhancements to North Central, including coordination with adjacent property owners to identify potential for easements or landscaping improvements on private property that can accomplish streetscape objectives.	X	X	X			City of Hapeville	\$1,500,000	City of Hapeville, ARC
T3	Construct a sidewalk on at least one side of Lake Avenue between North Avenue and Cofield Drive. Costs will vary depending on ultimate location.	X	X				City of Hapeville	\$250,000	City of Hapeville
T4	Construct a sidewalk on at least one side of Cofield Drive between Dogwood Drive and the I-85 bridge and from the I-85 bridge to Springdale Road.	X	X	X	X		City of Hapeville	\$200,000	City of Hapeville
T5	Construct sidewalk on the west side of Stillwood Drive and enhance existing sidewalk on the east side to improve access to a future MARTA rail corridor.	X	X	X			City of Hapeville	\$150,000	City of Hapeville

Community Work Program 2023-2027

Project		2022	2023	2024	2025	2026	Responsible Party	Cost Estimate	Funding
Transportation									
T6	Coordinate with Aerotropolis Alliance/Airport CIDs on streetscape enhancements to Virginia Avenue.	X	X	X			City of Hapeville	Staff Time (TBD with CID efforts)	City of Hapeville, Aerotropolis CIDs, ARC
T7	Enhance North Fulton Avenue streetscape, sidewalks and intersections to improve pedestrian and bicyclist safety, including substitution of select parking spaces with bulbout islands to add street trees and provide comfort and increased separation for pedestrians.	X	X	X			City of Hapeville	\$200,000	City of Hapeville
T8	Construct a protected, off-street bicycle and pedestrian path on Willingham Drive between South Central Avenue and the Hapeville City limits. This would enhance pedestrian conditions for the relatively high volume of users on this corridor, and should be coordinated with the City of East Point for connections to the Main Street corridor and on to the East Point MARTA rail station.	X	X	X			City of Hapeville	\$300,000	Cities of Hapeville and East Point; potential private sources

Community Work Program 2023-2027

Project		2022	2023	2024	2025	2026	Responsible Party	Cost Estimate	Funding
Transportation									
T9	Install traffic calming devices and intersection enhancements along the Old Jonesboro Road and King Arnold Street corridors to slow traffic, improve pedestrian and bicycle safety, and establish a bicycle route through the city. Add signage and wayfinding to designate this route and to direct bicycles and pedestrians to nearby destinations.	X	X				City of Hapeville	\$250,000	City of Hapeville
Community Facilities and Services									
C1	Complete citywide sanitary sewer survey	X	X	X	X		Community Services	\$260,000	Water/sewer fund
C2	Resurface track around football field	X	X	X			Community Services	\$30,000	Various Sources
C3	Resurface practice field behind Senior Center	X	X	X			Recreation	\$350,000	Grant
C4	Replace police vehicle fleet	X	X				Police Department	\$240,000	General Fund
C5	Repave Public Safety Building Parking Lot	X	X	X			Police Department	\$30,000	General Fund
C6	Establish Police Explorer Program	X	X				Police Department	\$100,000	General Fund

Appendix



Notice of First Required Public Hearing

NOTICE City of Hapeville

A Public Hearing will be held by the City of Hapeville Mayor and Council on **Tuesday, February 15, 2022 at 6:00 p.m.** at the City of Hapeville Municipal Annex located at 700 Doug Davis Drive, Hapeville, Georgia 30354. The purpose of this hearing is to brief the community on the process to be used to develop the plan and opportunities for public participation in plan development, and to obtain input on the proposed planning process. All interested parties should attend. The meeting will be made available to the public by live streaming only via teleconference/videoconference in accordance with O.C.G.A § 50-14-1(g) at <https://ga-hapeville3.civicplus.com/562/Agendas-and-Minutes>.

Public Hearing Comments: For those who are unable to physically attend the meeting, citizen comments must be emailed to the City Clerk at ssteed@hapeville.org or called in at 404-766-3004 no later than 5:00 p.m. on February 14, 2022. When emailing or verbally delivering your comment to the City Clerk, please include your name, address, the agenda item, and the comment for or against the item. All comments submitted to the City Clerk will be read into the record during the meeting. Citizens may not make comments on public hearing agenda items via teleconference/videoconference.
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Public Meeting

Sign In Sheet



Hapeville
Georgia

**CITY OF HAPEVILLE
COMPREHENSIVE PLAN PUBLIC OPEN HOUSE**

Monday, April 18, 2022 at 6:00PM

SIGN IN SHEET

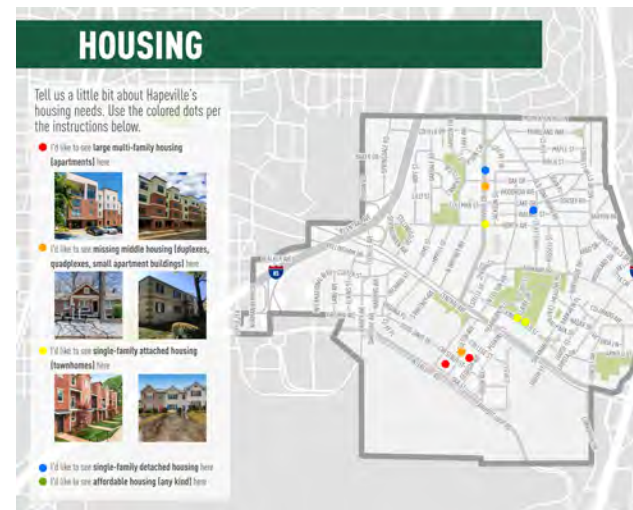
NAME:

1.	Phyllis Potts 2108 Lewis, Ct
2.	Vanessa West
3.	Willie Richardson
4.	Valerie Barry
5.	JASON SHUBERT
6.	Ronald Arrington
7.	Rita Dawson
8.	John Rawls
9.	Martha Pavele
10.	Carol Cepis
11.	Amelia Winston
12.	Rochel Allard
13.	Rebecca Johnson Tris
14.	Tom Ritchie
15.	Brittany Williams
16.	John Szwabier
17.	Sydney Roper
18.	Christina Ruff
19.	Shawana Parker
20.	LaRonde Griffin (Ashbury Park)

Traffic & Parking Map Results



Housing Map Results



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City Newsletter

Online Survey Results

City of Hapeville 2022 Comprehensive Plan Update

Project Engagement

VIEWERS	PARTICIPANTS
647	141
RESPONSES	COMMENTS
2,365	378
SUBSCRIBERS	
56	

MOVE + What are the three (3) stori

Small town feel but close to the city
one month ago @133 Agree

We need a grocery store
one month ago @80 Agree

Police response time
one month ago @80 Agree

Walkability to downtown core
one month ago @80 Agree

Interstate Proximity
one month ago @68 Agree

Proximity to airport
one month ago @53 Agree

Fire response time
one month ago @44 Agree

Vibrant, historic downtown
one month ago @40 Agree

The arts
one month ago @35 Agree

Knowing your neighbors
one month ago @33 Agree

Community
one month ago @28 Agree

Economic & cultural Diversity, small town close to city & being a Main Street community
one month ago @24 Agree

Have so many transportation options. We have the airport, Maris, Interstates, buses - all right here.
one month ago @21 Agree

Mixture of housing types
one month ago @20 Agree

I moved to Hapeville as a retiree a few years ago and then decided to buy a home in the area. I LOVE this town. The charm and convenience to everything is wonderful. I would really like to see more retail, restaurants and a grocery store come to our town soon.
one month ago @15 Agree

Grocery store
one month ago @14 Agree

Online Survey Results

Please build an affordable senior apartments based on income. We want to continue to enjoy all the amenities that Hapeville has to offer.
 one month ago 13 Agree

People
 one month ago 13 Agree

Bette Giff
 one month ago 11 Agree

Dewey and Douglas Creative
 one month ago 10 Agree

Stop building townhouse and apartments.
 two month ago 9 Agree

Grid-like Street Layout
 two month ago 9 Agree

We need better sidewalks and GA Power needs to maintain better electrical lines.
 19 days ago 7 Agree

Community events!
 26 days ago 7 Agree

The diverse neighborhoods within Hapeville. A space for everyone.
 31 days ago 7 Agree

We moved to Hapeville two years ago, and love everything the city offers to the community, the strong focus on arts, building community, and its people. This is the place where we want our kids to grow up.
 one month ago 7 Agree

parking Ordinances for street parking
 two month ago 6 Agree

Great local public elementary school!
 two month ago 5 Agree

I would like to see a Community Garden over by the teaching school. Also better quality streets with sidewalks and curbs (especially on Hope St.
 16 days ago 4 Agree

We need to fix the recreational center track as it is way too old and has not been given care or updates. Does not look good.
 40 days ago 3 Agree

Funding for tree maintenance and treatments instead of cutting them down or allowing them to fall (on houses)
 19 days ago 2 Agree

Small town feel, proximity to airport, arts & history!
 17 days ago 1 Agree

Move power poles further back from curbs! Too many power outages due to collisions.
 19 days ago 1 Agree

Affordable housing
 one month ago 1 Agree

Hilary Klutt
 one month ago 1 Agree

The town promotes small businesses.
 one month ago

Online Survey Results

What are the **three (3) biggest challenges** facing Hapeville currently?

Lack of name brand grocery facility
one month ago @ 28 Agree

Inconsistent sidewalks and pedestrian access
two month ago @ 20 Agree

Access to a grocery store
two month ago @ 17 Agree

We desperately need a small chain grocery store such as ALDI or LIDL that is not so huge. It will cause greater traffic but enough to provide for necessity of clean shopping environment and quality produce and meats along with all else at AFFORDABLE prices.
one month ago @ 11 Agree

Too dense development near existing neighborhoods
one month ago @ 36 Agree

Everything closes on Sundays
one month ago @ 36 Agree

Balancing growth with access to affordable housing.
one month ago @ 35 Agree

Hapeville Recreation center needs a MAJOR refurbishment, the gym facility is lacking, the building smells old, not enough programs. Poor and low quality marketing for programs causing 0% in interest in the community and especially the large non English speaking community. More free community events to get people engaged like fun field day for kids or Adult social gatherings. But without proper marketing no one will engage. We also have no pool. It would be nice to turn our rec center into a function YMCA.
one month ago @ 19 Agree

Maintaining a small-town feel of community while also welcoming newcomers.
one month ago @ 29 Agree

Variety in dining options
one month ago @ 28 Agree

A local farmers market or franchise grocery store (Publix, ALDI, Trader Joes) is NEEDED.
one month ago @ 25 Agree

Would love a weekly farmers market during the spring, summer, and fall. Also longer hours for downtown businesses would be awesome. Maybe a pool hall bar or bowling alley or ax throwing sport. Something recreational might be a draw.
one month ago @ 25 Agree

Crime spilling over from neighboring cities.
one month ago @ 22 Agree

Please let's repave these roads!
Some are in major need, the process isn't moving fast enough.
one month ago @ 21 Agree

Code Enforcement does not enforce the actual code consistently. There are pop up tents being used as carports, stranded cars parked in driveways, and the list goes on.

Would like to see things get cleaned up a little more especially in the business district along Dogwood.
one month ago @ 21 Agree

Have not figured out how we are going to deal with TRAFFIC with an addition 300+ cars start rolling in especially when a 3 Mile long train stops and blocks Central Ave for hours.
one month ago @ 20 Agree

Lack of sidewalks through many neighborhoods (especially Northside).
one month ago @ 20 Agree

Empty store fronts that could be used for pop-up art events or experimental restaurant concepts
one month ago @ 18 Agree

Traffic congestion on major roads
one month ago @ 17 Agree

NIMBY (not in my backyard) mentality of some legacy residents
one month ago @ 17 Agree

No jump at post office: not wheelchair or stroller friendly
one month ago @ 15 Agree

Addressing food insecurity and access to resources for low-income communities.
one month ago @ 15 Agree

My biggest concern is the large amount of growth will cause traffic problems and others that are not being planned for already.

There is a huge lack of affordable housing and I am worried people will be forced out of their homes or not able to pay the increased taxes.
one month ago @ 13 Agree

Lack of good schools.
one month ago @ 13 Agree

Too many franchises, not enough destination restaurants
one month ago @ 13 Agree

Parking
one month ago @ 12 Agree

I would love to also see a nice fitness center brought to Hapeville. Replace the current 24 hour gym with a planet fitness or anytime fitness.
one month ago @ 12 Agree

Traffic around North Central.
one month ago @ 12 Agree

Co existing with Norfolk Southern Union.
one month ago @ 12 Agree

Online Survey Results

Transit access - micro transit solutions for MARTA connectivity and airport terminal / hotel connectivity
one month ago 11 Agree

Lack of good middle school in high schools.
two month ago 11 Agree

Too many properties not owner occupied, (LLC, short term rentals, air bnb, etc)
two month ago 11 Agree

Affordable housing is definitely an area for growth.
two month ago 10 Agree

Crossing at the railroad intersections is a case of taking your life into your hands. People routinely don't honor street signs.
two month ago 9 Agree

Park in neighborhood needs to be redeveloped, swings are falling apart, fence is laxen, everything needs to be redone. Park near Mount Zion Rd.
two month ago 8 Agree

Lack of healthy, economic & close food store, crime & empty store fronts
two month ago 7 Agree

Making a "Comprehensive plan", and then allowing variances for pretty much everything.
two month ago 5 Agree

Need more large homes
two month ago 5 Agree

Hapeville police don't always respect the Christuminaal region of Hapeville citizens.
two month ago 4 Agree

Lack of support for local businesses.
two days ago 3 Agree

We need to get rid of city garden literally no one likes it . Replace it with better Chinese food.
two days ago 3 Agree

Would love a community garden or farmers market
two days ago 3 Agree

People who think Hapeville is responsible for getting us a grocery store then complain about too many people
two days ago 2 Agree

Parking Ordinances for street parking
one month ago 2 Agree

Homeowners who are afraid of change and against all developments.
two days ago 1 Agree

Lack of nice green spaces/parks
two month ago 1 Agree

Traffic congestion & parking, lack of local public schools, soft term rentals, bnb's & "parking lots" in the neighborhood"
17 days ago

City Developer and black council women
two days ago

Library and librarians
two days ago

Online Survey Results

What are **three (3) words or phrases** you would use to describe Hapeville to someone unfamiliar with the community?

Diverse
one month ago @ 29 Agree

Small but quaint
one month ago @ 55 Agree

ITP (inside the perimeter)
one month ago @ 46 Agree

Community
one month ago @ 38 Agree

Artistic
one month ago @ 29 Agree

Walking community
one month ago @ 25 Agree

Close to airport... which I love working for in airline.
one month ago @ 24 Agree

Close to everything with a small town feel
one month ago @ 21 Agree

Quiet
one month ago @ 19 Agree

Friendly
one month ago @ 18 Agree

Fast Growth
one month ago @ 16 Agree

Diverse, Artistic & growing
one month ago @ 10 Agree

Queer friendly
one month ago @ 8 Agree

Down Home
one month ago @ 7 Agree

Small town feel
one month ago @ 6 Agree

Connected
one month ago @ 6 Agree

Welcoming small town
one month ago @ 5 Agree

It would be nice to have Jess Lucas Park turned into a grand park like Swift Control Park with shaded coverings and CLEAN SAFE restrooms for children to use. None of our playgrounds except on Lake and OJK is completely gated to keep children from running out. The Park on Virginia Ave is not fully gated and grows a terrible smelling fungus late spring early summer, fungus in appearance of male anatomy.
one month ago @ 3 Agree

Becoming a town for the elites only.
one month ago @ 3 Agree

Older long-time residents are struggling with change brought by diversity and new residents.
20 days ago @ 2 Agree

Supportive, hard working, and Unique
20 days ago @ 1 Agree

Small business support
one month ago @ 1 Agree

Old school
one month ago @ 1 Agree

Self-sustaining
one month ago @ 1 Agree

Local population is 1) diverse, 2) an exciting mixture of historical appreciation and artsy, trendy motivations & 3) tenacious
7 days ago

When a citizen of Hapeville made a joke about burning witches, he was asking about ordinances concerning fires for the upcoming Halloween holiday, why did Travis Horsely verbally dress him down and accuse him of "inciting imminent violence?"

Travis Horsely obviously knew the citizen was not going to burn a witch, yet accused him of a specific crime.

Since when are city council people also thought police?
10 days ago

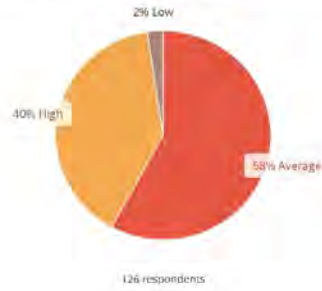
Life without stress
one month ago

Fast action from city leadership.
one month ago

Luau's being paid
one month ago

Online Survey Results

Quality of life can be 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 Hapeville?



What would you describe as Hapeville's **most important housing need**? What role should the City play in helping to support this development?

- Mixed-use developments with commercial/retail space. 48 Agree
- Quality affordable housing. 35 Agree
- Single family ranch style. 23 Agree
- Senior affordable housing (the city should work with developers that have a proven track record of getting Low Income Housing Tax Credit (LIHTC) through the DCA). 20 Agree
- Lower density in developments to prevent future infrastructure issues. 11 Agree

How would you rank your satisfaction with Hapeville's **transportation system**?

	Poor	Below Average	Adequate	Good	Excellent	No Opinion
Traffic Safety	7% Poor	18% Below Average	42% Adequate	21% Good	3% Excellent	8% No Opinion
Road Conditions	18% Poor	33% Below Average	42% Adequate	7% Good	2% Excellent	1% No Opinion
Traffic Congestion	13% Poor	15% Below Average	44% Adequate	21% Good	2% Excellent	4% No Opinion
Public Transportation	10% Poor	24% Below Average	36% Adequate	10% Good	1% Excellent	18% No Opinion
Pedestrian & Bicycle Safety	15% Poor	37% Below Average	29% Adequate	8% Good	2% Excellent	8% No Opinion
Parking	12% Poor	24% Below Average	39% Adequate	16% Good	6% Excellent	3% No Opinion

107 respondents

Online Survey Results

Rec Center
 one month ago [11 Agree](#)

Restaurants and Businesses
 one month ago [10 Agree](#)

Library
 one month ago [9 Agree](#)

The ENTIRE downtown corridor is fantastic it's walkable from my home and I live for a nice morning walk with a stop by Drip Coffee for a cup of coffee and a good breakfast sandwich.
 one month ago [6 Agree](#)

Esperanza mexican grocery store
 one month ago [5 Agree](#)

The Art displays
 one month ago [5 Agree](#)

Depot
 one month ago [5 Agree](#)

Hapeville First Baptist
 one month ago [5 Agree](#)

Drip Coffee
 one month ago [4 Agree](#)

The family-owned grocery stores and restaurants already present in Hapeville- Santa Cruz, Mir Huertas, Natures Own Herb Shop, Beehive, Sombrenis, Miami Cubana, etc. I grew up here and would continue to live here if diversity and inclusion remain a part of Hapeville.
 19 days ago [1 Agree](#)

Our library is greatly lacking in children's programs and activities.
 one month ago [3 Agree](#)

7000 A.D.
 one month ago [3 Agree](#)

Corner Tavern
 one month ago [1 Agree](#)

Billie Jones all times now
 one month ago [2 Agree](#)

Quality & health of local businesses & attractions, Availability of quality & affordable housing, & Community services including education, recreation, historical preservation & the arts
 17 days ago [1 Agree](#)

Honey pits
 one month ago [1 Agree](#)

Christ Church

- Johnny's Pizza
18 days ago
- Churches
22 days ago
- The Village Church
23 days ago

Use this map to point out the places in Hapeville that are most important to you. (e.g., local businesses, parks, places of worship, community centers, buildings, etc.)



What are Hapeville's most significant natural and environmental resources? What role should the City play in helping to preserve and protect these?

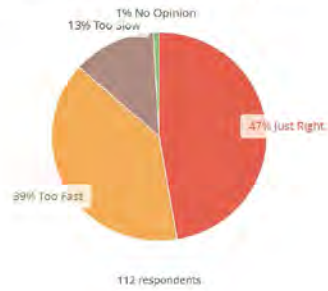


Online Survey Results

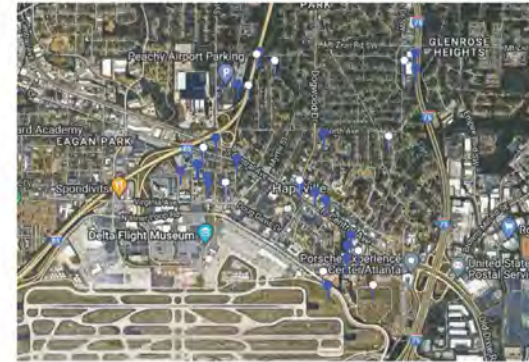
What are Hapeville's **most significant historic and cultural resources**? What role should the City play in helping to preserve and protect these?



How would you characterize Hapeville's **pace of development** in recent years?



Where would you like to see **future development** focused?



How would you rank Hapeville's housing needs?

	Need More	Right Amount	Need Less
Affordable Housing	49% Need More	41% Right Amount	10% Need Less
Mixed-Income Housing	40% Need More	50% Right Amount	9% Need Less
Density	23% Need More	44% Right Amount	33% Need Less
Senior Housing	53% Need More	39% Right Amount	8% Need Less

111 respondents

Online Survey Results

What would you describe as Hapeville's **most important housing need**? What role should the City play in helping to support this development?

- Mixed-use developments with commercial/retail space
6 months ago @41 Agree
- Quality affordable housing
6 months ago @35 Agree
- Single family ranch style
6 months ago @23 Agree
- Senior affordable housing - the city should work with developers that have a proven track record of getting Low Income Housing Tax Credits (LIHTC) through the JCA
6 months ago @20 Agree
- Lower density in developments to prevent future infrastructure issues.
6 months ago @11 Agree

How would you rank your satisfaction with Hapeville's **transportation system**?

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Biking	12% Poor	24% Below Average	39% Adequate	16% Good	4% Excellent	3% No Opinion

107 respondents

Are there any areas in Hapeville you feel are particularly **dangerous for pedestrians or bicyclists**?



What areas of concern do you have regarding **parking**?

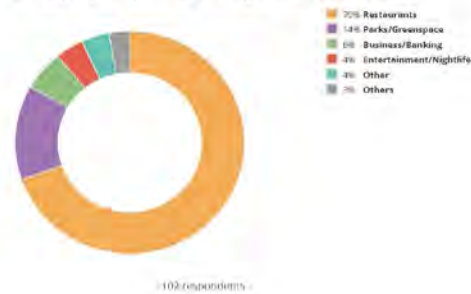
- Not enough commercial and visitor parking in downtown and too much vehicle parking in residential areas.
17 days ago
- Not enough parking for Downtown areas
18 days ago
- Not enough parking during lunchtime, too much parking not utilized well in afternoon evening. Too much parking on weekends.
20 days ago
- Not enough downtown business parking
20 days ago
- Parking will become an issue as the city grows. The downtown area does not have clear parking signs for patrons.
27 days ago

Online Survey Results

Add any other comments you may have about transportation in Hapeville.

- The confusion at the crossings at the railroad tracks. one month ago 👍 51 Agree
- Petitioning Norfolk Southern to stop blocking multiple intersections. one month ago 👍 35 Agree
- Light rail connectivity to marie train station/airport. one month ago 👍 20 Agree
- A market/pels. one month ago 👍 18 Agree
- Sidewalks at rail crossings. Strategic development and support of small businesses rather than chains and franchises. one month ago 👍 17 Agree

What is your primary reason for visiting downtown Hapeville?



What kind of improvements should be considered to enhance Downtown Hapeville?

- Pop-up Farmer's Markets. one month ago 👍 52 Agree
- More family friendly dinner options. one month ago 👍 37 Agree
- Repair sidewalks and repave roads. one month ago 👍 31 Agree
- Sidewalk expansion/bike lanes. one month ago 👍 31 Agree
- Since restaurants were presently the number one draw to Downtown, play to that with encouraging outdoor music venue, pass the ordinance to allow for the Downtown to be an "Entertainment District" allowing for Open Container, Walking, Food Truck Park, Small Amphitheater, etc. one month ago 👍 18 Agree

If desired, please use the space below to list anything else you would like to be considered in future planning efforts for Hapeville that was not covered by the previous survey questions.

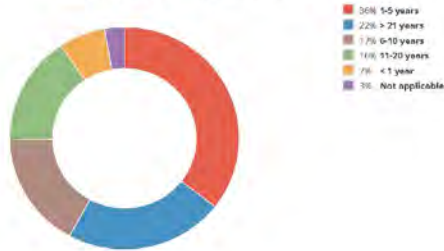
- Clear up and and make intersection at North Ave and Dogwood Drive more attractive for developers. one month ago 👍 33 Agree
- Install more sidewalks and lighting throughout to promote walking. one month ago 👍 25 Agree
- People consider how any decision will affect the quality of life for children and families. one month ago 👍 23 Agree
- More arts destinations spanning entirety of arts overlay district that are 100% walkable, multi-modal, and ADA compliant sidewalks, pedestrian access, bike access. one month ago 👍 17 Agree
- Repair sidewalk and make facade improvements to the property between Hapeville Chick-fil-A Dwarf House and SCP Hapeville Apartments. one month ago 👍 13 Agree

Which of the following statements apply to you (select all that apply)?

- 34% I am a resident of Hapeville. 98 ✓
- 9% I work in Hapeville. 9 ✓
- 8% I own a business located in Hapeville. 8 ✓
- 8% Other. 6 ✓

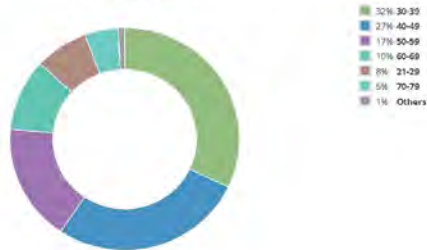
Online Survey Results

How long have you lived in Hapeville?



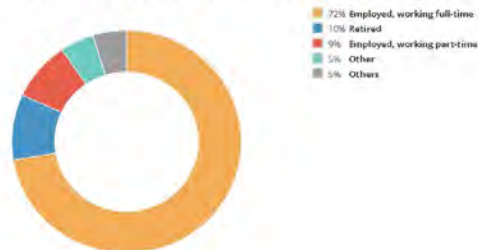
107 respondents

What is your age?



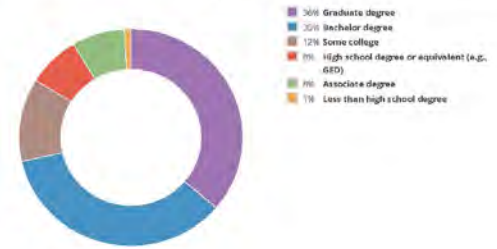
106 respondents

Which of the following categories best describes your employment status?



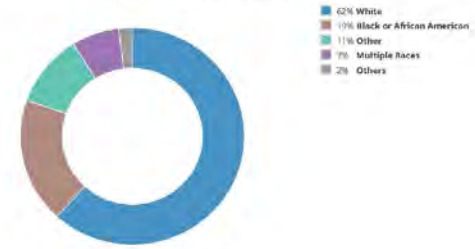
105 respondents

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



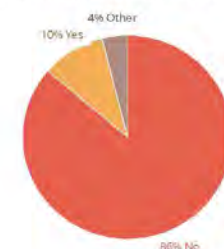
105 respondents

With which race do you identify?



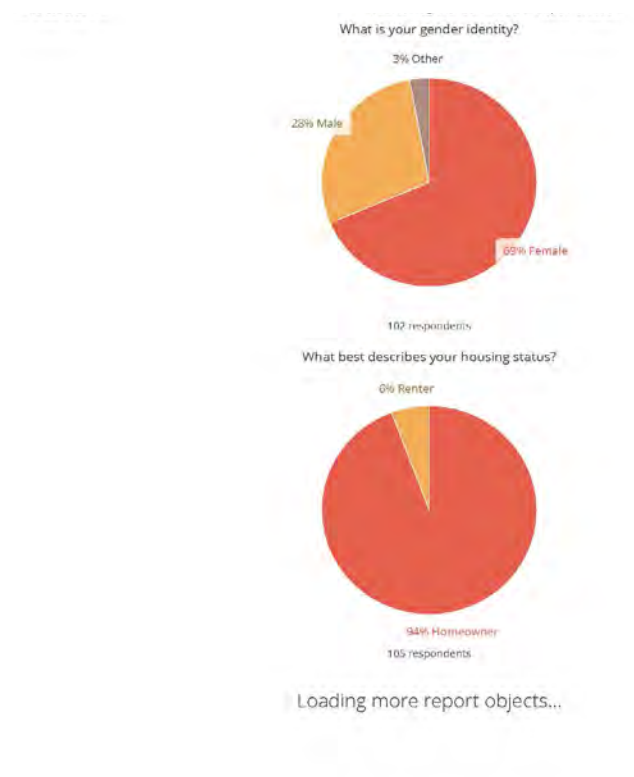
102 respondents

Do you identify as Hispanic, Latino, or Spanish?



102 respondents

Online Survey Results



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Atlanta Regional Commission