



Mayor & City Council

Workshop Session

~ Agenda ~

City of College Park
3667 Main Street
College Park, GA 30337

<http://www.collegeparkga.com>
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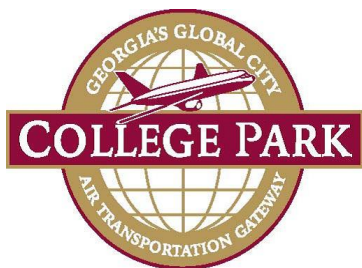
Experience College Park
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Monday, July 19, 2021

6:00 PM

Council Chambers

1. Discussion on an ordinance regulating container style buildings within the City of College Park. See memorandum dated July 14, 2021 from City Planner Nikki Washington. Also, see attached supporting documentation.
2. Discussion on the Comprehensive Plan Update. Review of the updated Community Goals, Issues, and Opportunities that have been determined through the public engagement process. See memorandum dated July 13, 2021 from City Planner Nikki Washington. Also, see attached supporting documentation.



CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

WORKSHOP AGENDA ITEM

DOC ID: 8937

DATE: July 14, 2021

TO: The Honorable Mayor and Members of City Council

THROUGH: Mercedes Miller, Interim City Manager

FROM: Nikki Washington, City Planner

RE: Discussion on Regulating Container Style Buildings

PURPOSE: Discussion on an ordinance regulating container style buildings in the City of College Park.

REASON: Discussion on how to regulate container style buildings. Staff has researched the topic and received information from the City Attorney's Office on the matter. A draft ordinance has been prepared for discussion.

BACKGROUND: In May 2021 the Mayor and Council heard an application for container style buildings that was approved. Following that application a moratorium was instated for 90 days to allow staff to research possibilities for regulating this type of construction. As a result, a draft ordinance regulating the location and appearance of this type of construction is proposed. A staff report, the draft ordinance, and research results are attached for review.

RECOMMENDATION: Staff Recommends the discussion of the proposed ordinance and guidance from Mayor and Council in order to move forward with the public hearing process.

CITY COUNCIL HEARING DATE: July 19th, 2021

CONSIDERATION BY OTHER GOVERNMENT ENTITIES: N/A

AFFECTED AGENCIES: N/A

RELATIONSHIP TO EXISTING ORDINANCE OR RESOLUTION: Zoning Code

STAFF: Nikki Washington, Planning Department

ATTACHMENTS:

- ContainerBuildings_StaffReport (PDF)

- ContainerBuildingsPresentation (PPTX)

Review:

- Nikki Washington Completed 07/07/2021 10:16 AM
- Rosyline Robinson Completed 07/08/2021 2:08 PM
- City Attorney's Office Completed 07/14/2021 2:09 PM
- Oscar Hudson Pending
- Mayor & City Council Pending 07/19/2021 6:00 PM
- Mercedes Miller Completed 07/14/2021 2:29 PM



Evaluation Prepared by: Nikki Washington, City Planner
Council Workshop Meeting: July 19th, 2021

Container Style Buildings

Application: Amendment to the City of College Park Zoning Ordinance to add a new Section regulating the location and appearance of container style buildings to Article 6 – Development Standards.

Background: In May 2021, the Council approved an application for container style buildings to be used for a co-working space. At that same meeting, the Council passed a moratorium on this type of construction. This action has allowed staff to research regulations for container style buildings and draft the attached ordinance update.

Findings: Container style buildings will be included in the 2021 International Building Code, which will provide a foundation for construction regulations and ensure that these buildings are safe and functional. The implementation of these regulations will also likely make construction using this non-traditional building type more accessible and more popular in the future. As a result, it is important for the College Park to set standards for non-traditional buildings to protect the current character and desired development plans of the city.

The **City of Atlanta** does not have any specific regulations for container structures. The city regulates them the same as any other pre-built or modular building. The facades and design must meet the requirements of the zoning district.

Hapeville regulates the building design of containers in their Arts Overlay District. This building style as well as non-traditional structures are permitted, but subject to approval by the design review committee. The design guidelines are below:

Hapeville Code - Sec. 93-28-10.1. - Building design.

- A. Non-traditional structures such as re-use of shipping containers, subject to approval by the design review committee, and other structures, subject to approval by the design review committee, shall be permitted.
- B. Any structure constructed out of a shipping container must include:
 1. Wiring and connection for permanent electrical utility service.
 2. No less than one HVAC (heating, ventilation, and air conditioning) system.
 3. Insulation in the form of closed cell spray foam insulation.
 4. Exclusive of any end cargo doors, a door measuring at least 19.5 square feet and one or more windows measuring at least six square feet each.
- C. No more than 25 percent of a shipping container or other such structure in the arts district overlay shall be used for the storage of any goods, materials, or equipment.
- D. New construction materials such as polished metal, corrugated metal, metal roofing, glass and concrete facades shall be permitted.
- E. All building elevations visible from a public right-of-way shall be treated with materials, finishes and architectural details appropriate to primary street-facing facades. All elevations shall be



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similar and compatible with the front elevation; concrete masonry units, whether parged or not, shall not be permitted.

(Ord. No. 2015-13 , § 1, 7-7-2015)

The **City of Stockbridge** regulates container style buildings as “modular” buildings and provide the following standards:

Stockbridge Code - Industrialized and Modular Buildings.

- A. Modular and industrialized buildings within nonresidential zoning districts: OI, C-1, C-2, C-3, MUND, M-1 and M-2 are permitted subject to the standards of the district and the supplemental standards set forth in this section, and must receive architectural design approval from the development director.
- B. Industrialized and modular buildings shall not be utilized for residing in or any other residential purpose.
- C. The site design standards set forth in Table 12.04.0331(C) are required for industrialized and modular buildings in all nonresidential zoning districts.

Table 12.04.0331(C) Standards for Industrialized and Modular Buildings

Development Feature	Standard
Building materials - decorative facing (where facing on a public street)	Brick, stone, stucco, masonry, wood or any combination thereof, including glass; aesthetically pleasing facade Shall be maintained on portions of the building which face on all public streets
Window treatments	Consistent with decorative facade design, considering materials and color
Screened from public right-of-way	Mechanical equipment, electric meter and service components, and similar utility devices (ground level, wall/roof-mounted)
Screening Techniques	
Ground level	Landscaping sufficient to block the view from public rights-of-way
Brick, wood or masonry, etc.	Building materials to be the same as the predominant exterior of the principal building on the site
Required entrance to building	Where street level retail uses have sidewalk frontage in addition to any other access that may be provided to the building
Entrance/exit driveways	Shall be paved with asphalt, concrete, or pavers



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In addition, several cities around the United States have adopted codes regulating container style buildings. After reviewing these we have compiled a list of regulations specifically for College Park.

Conclusion: The attached sample ordinance includes regulations on location and appearance for this type of construction to ensure integration into the City. This includes appropriate zoning districts, façade requirements, and distance regulations.

Recommendation: Staff recommends that the proposed section is adopted into Article 6 - Development Standards of the zoning code.

Resources

- States will need to adopt the **2021 IBC** (international building code) which will formally sanction the use of containers. <https://www.techstreet.com/products/preview/2201387>
- City of LA building codes below discusses the codes as follows for conversion of a shipping container into a building.
 - [cargo-container-conversion-to-building-modules.pdf \(ladbs.org\)](#)
- The link below is **Ordinance No. 2018-08** – which is an ordinance of the city of Canton, Texas establishing regulations for the use of cargo, shipping containers or storage containers and accessory building with the city of canton; requiring a permit for the placement of such containers; providing standards for use and development of storage containers.
 - <http://www.cantontx.gov/sites/default/files/files/Ordinances/2018/2018-08%20shipping%20containers.pdf>
- https://library.municode.com/ga/hapeville/codes/code_of_ordinances
- https://library.municode.com/ga/stockbridge/codes/code_of_ordinances



Legal Research for Regulation

The Planning Staff asked the City Attorney's office for confirmation on the City's ability to regulate appearance, zoning districts and location/distance to similar structures. The following are the responses from the City Attorney office:

Zoning regulations in the City of College Park (the "City") are created to promote the public health, safety and general welfare of the city and all of its citizens. **Zoning has proved to be a valid regulation of property, a zoning classification "may only be justified if it bears a substantial relation to the public health, safety, morality or general welfare." Pope v. City of Atlanta, 242 Ga. 331, 249 S.E.2d 16 (1978)**

Additionally, zoning regulations would only be deemed as unreasonable if they would in effect constitute a taking of one's property. **"Excessive regulation of property violates the due process clause, and the prohibition against taking property for public use without compensation." Pope v. City of Atlanta, 242 Ga. 331, 249 S.E.2d 16 (1978)**

Appearance has been proven to be a good use of the police power. An ordinance is not unreasonable even if designed only to improve aesthetics. **Legislation based on aesthetics is within the public welfare aspect of the police power. Parking Ass'n of Georgia, Inc. v. City of Atlanta, Ga., 264 Ga. 764, 450 S.E.2d 200 (1994)** It is the City's responsibility to ensure its constituents enjoy a clean and aesthetically pleasing community. Regulating appearance is not only reasonable, but it is necessary.

Zoning classification and distance may only be justified if it bears a reasonable relation to the public health, safety, morality or general welfare. **Lacking such justification, the zoning may be set aside as arbitrary or unreasonable. Barrett v. Hamby, 235 Ga. 262, 219 S.E.2d 399 (1975)** Here it is within the city's best interest to properly classify the zoning districts of shipping container buildings as their use as structures would only prove reasonable in certain parts of the community. It is within the powers of the city to regulate such an activity. To ensure public safety and based on the size of the containers I find it reasonable for the city to regulate placement. Georgia case law categorizes it as a balancing test. **If the zoning regulation results in relatively little gain or benefit to the public while inflicting serious injury or loss on the owner, such regulation is confiscatory and void. Barrett v. Hamby, 235 Ga. 262, 219 S.E.2d 399 (1975)** Here prohibiting the placement of shipping container buildings from certain communities and allowing for distance between buildings is more beneficial to the public than not. Although a positive and alternative form of construction the use and size of container styled buildings would prove to have no need in certain communities. Constituents are prohibited from living and storing certain materials in container styled buildings. Limiting the placement of the building to commercial zones is in line with its use and is incompatible with residential zones. Additionally, the owner's loss can only be materialized if there is little to no economic benefit where the buildings will be regulated.



Recommended Ordinance Changes

New Section: 6.37 - Container Style and Non-Traditional Building Standards

A. Applicability of this section.

1. This section shall apply to all container style and non-traditional buildings including buildings constructed from refurbished shipping containers.
2. “Occupied Shipping Container Buildings” shall include “Any type of building or structure made out of used shipping containers for the use of occupied commercial space. These types of container buildings are separate and distinct from the use of used shipping containers for storage units.

B. Zoning Districts.

1. Container style buildings shall be prohibited in all residential district including R1, R2, R3 and RM.
2. Container style buildings shall be permitted by conditional use permit in mixed use districts including TOD, DC, and HC.
3. Container style buildings shall be permitted in BP, OP, C1, C2, M1, and M2 districts given they meet the standards of this section.

C. Prohibited Uses

1. Mini-warehouses or storage facilities of any type.
2. Accessory structure used for storage.
3. Auto storage, repair, or maintenance.
4. Storage of Hazardous Material.
5. Exceptions.
 - i. Container style buildings may be used as a primary structure for the storage of equipment used for data, computer, battery, or electrical storage.
 - ii. Containers used in this matter shall be completely shielded from the public right-of-way.

D. Distance from similar structures.

1. No container style building shall not be located on a parcel within 2500 feet of another parcel with container style building.
2. Other non-traditional building types may not be located within 2500 feet of another building of the same type.

E. Construction.

1. All container style buildings must meet the IBC (international building code) container acceptance criteria (AC462) and the IBC’s guidelines for container use.
2. Container style buildings are limited to 2 stories in height (no more than 2 stacked containers) unless otherwise approved for a conditional height permit by Mayor and Council.
3. All buildings shall be installed on permanent foundations in compliance with the College Park Building Code. The distance below the underside of the plywood floor sheathing to the exposed soil shall not be less than 18 inches.



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4. Buildings must have the following:
 - a. Wiring and connection for permanent electrical utility service.
 - b. No less than one HVAC (heating, ventilation, and air conditioning) system.
 - c. Insulation in the form of closed cell spray foam insulation.
 - d. Exclusive of any end cargo doors, a door measuring at least 19.5 square feet and one or more windows measuring at least six square feet each.
 5. No container shall be placed in a location which may cause hazardous conditions, constitute a threat to public safety, or create a condition detrimental to the surrounding land use and development.
- F. Facades and exterior walls including sides and backs.**
1. The building shall be designed in a way that will reduce the strictly metal façade and will provide visual interest including cladding with wood, concrete siding, or other materials to be approved by the City Planner.
 2. The building shall include architectural features that contribute to visual interest at the pedestrian scale by breaking up the building wall, front, side, and rear, with color, texture changes, wall offsets, reveals, or projecting ribs.
 3. The buildings shall have exterior building materials and colors that are aesthetically pleasing and compatible with materials and colors that are used with the district.
- G. Street frontage.** Along any public street frontage, the building design shall include at least one (1) of the following:
1. Windows, arcades, awnings or other acceptable features along at least sixty (60) percent of the building length and appropriately spaced.
 2. Architectural treatment, similar to that provided to the front facade shall be provided to the sides and rear of the building to mitigate any negative view from any location off-site and any public area (e.g. parking lots, walkways, etc.) on site.
- H. Landscaping.**
1. Parcels with container style buildings must meet the landscaping requirements established in the zoning code as well as provide additional shrubs or trees along areas in which the building is visible from the public right-of-way.
- I. Violations.**
1. Any violations of this section will be assessed for enforcement and penalties per Article 15 of the Zoning Code.

Container Style Building Regulations



Questions to Consider:

1. Is the distance of 2500 feet enough? Too much?
2. Is a conditional use permit in mixed use districts including TOD, DC, and HC appropriate?
3. Are there any additional prohibited uses the Council would like to see?
4. Is no more than 2 stacked containers appropriate? More? Less?
5. Are there any additional regulations that should be considered?



CITY OF COLLEGE PARK

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WORKSHOP AGENDA ITEM

DOC ID: 8942

DATE: July 13, 2021

TO: The Honorable Mayor and Members of City Council

THROUGH: Mercedes Miller, Interim City Manager

FROM: Nikki Washington, City Planner

RE: Discussion on Comprehensive Plan Update

PURPOSE: Discussion on the Comprehensive Plan Update. Review of the updated Community Goals, Issues, and Opportunities that have been determined through the public engagement process.

REASON: The Comprehensive Plan Update. Discussion on the draft of the Comprehensive Plan.

BACKGROUND: The City has been going through the process of updating the Comprehensive Plan for 2021-2025. The Atlanta Regional Commission (ARC) and Planning Staff have met with various stakeholder groups and offered multiple community engagement opportunities. As a result of the community engagement process, the Community Goals, Issues, and Opportunities have been updated. They are attached for review by Mayor and Council.

COST TO CITY: N/A

BUDGETED ITEM: N/A

REVENUE TO CITY: N/A

CITY COUNCIL HEARING DATE: July 19th, 2021

CONSIDERATION BY OTHER GOVERNMENT ENTITIES: N/A

AFFECTED AGENCIES: Atlanta Regional Commission, Department of Community Affairs.

RELATIONSHIP TO EXISTING ORDINANCE OR RESOLUTION: Zoning Code

REQUIRED CHANGES TO WORK PROGRAMS: N/A

STAFF: Nikki Washington, Planning Department

ATTACHMENTS:

- Community Input (PDF)

Review:

- Nikki Washington Completed 07/12/2021 8:53 AM
- Rosylne Robinson Completed 07/13/2021 2:16 PM
- Mayor & City Council Pending 07/19/2021 6:00 PM
- Mercedes Miller Completed 07/13/2021 2:57 PM

CHAPTER 2

COMMUNITY INPUT



ENGAGEMENT SUMMARY

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

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

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

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

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

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

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

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

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



COMMUNITY GOALS AND POLICIES

GOAL 1

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

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

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

GOAL 2

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

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

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

GOAL 3

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

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

COMMUNITY GOALS AND POLICIES

GOAL 4

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

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

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

GOAL 5

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

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

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

GOAL 6

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

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

ISSUES

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

I.1. Business Diversity & Awareness

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

I.2. Slow Development Pace

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



Renaissance Hotel



Businesses on Main St

I.3. Public Education

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

I.4. Crime and the Perception of Crime

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

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

ISSUES

I.5. Public Health

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

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

I.6. Community Appearance and Visibility

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



Yoyo Ferro mural on Main Street

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



I.7. Pedestrian and Bicycle Infrastructure

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

ISSUES

I.8. Wealth Disparity and Equity

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

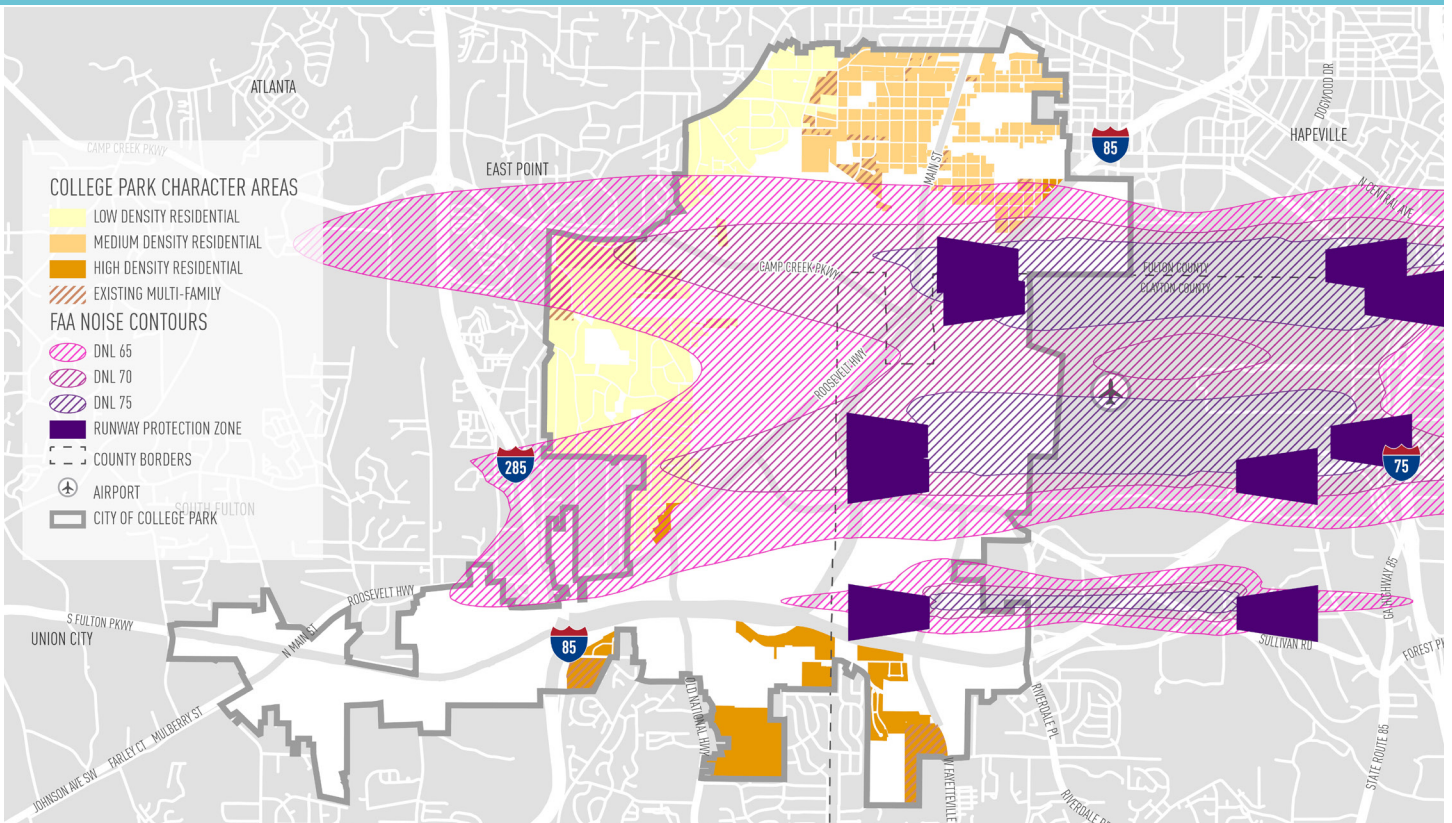
I.9. Housing Supply

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

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

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

MAP X. FAA NOISE CONTOURS AND RESIDENTIAL CHARACTER AREAS



ISSUES

I.10. Workforce Development

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

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

I.11. Impacts of Airport Operations

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

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

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



OPPORTUNITIES

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

0.1. Historic, Small Town Feel

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



Historic College Park Home



College Park MARTA Station

0.2. Strategic Location

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

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

OPPORTUNITIES

0.3. Downtown and Redevelopment Opportunities

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

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

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



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



OPPORTUNITIES

0.4. Unique Regional Assets

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

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



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

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



OPPORTUNITIES



Municipally Owned Golf Course

0.5. Greenspace

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

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

0.6. Planning Partners

College Park partners with regional organizations that support its success. One such organization is the Atlanta Aerotropolis Alliance that works to unite the communities and businesses around the ATL in a common vision for development. College Park is a key player in the Aerotropolis efforts and, through a Downtown LCI supplemental study, studied ways to connect key areas of the city with the mixed use development at ATL through land use policies, thus working towards the creation of the Six West, formerly known as the "Airport City" concept, included in the Aerotropolis Blueprint. The City and the Alliance held a groundbreaking for the development in November of 2020.

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



Six West Groundbreaking, Image Courtesy of the AJC

OPPORTUNITIES

0.7. Arts & Culture

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



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