Table of Contents

Table of Contents i

List of Tables and Figures iii

Executive Summary vii

- Purpose vii
- Scope vii
- Community Profile viii
- Potential Issues and Opportunities x
- Analysis of Existing Land Use xvi
- Areas Requiring Special Attention xviii
- Character Areas xxiv
- Analysis of Consistency with Quality Community Objectives xxvii

Chapter 1: Population 1

- 1.1 Current and Projected Population 1
- 1.2 Functional Population 3
- 1.3 Race and Ethnicity 4
- 1.4 Age Distribution 5
- 1.5 Households 7
- 1.6 Educational Attainment 8
- 1.7 Income and Poverty 9

Chapter 2: Economic Development 11

- 2.1 Economic Base 11
- 2.2 Labor Force 16
- 2.3 Economic Resources 25
- 2.4 Economic Trends 33

Chapter 3: Housing 35

- 3.1 Housing by Type 35
- 3.2 Age of Housing Unit 35
- 3.3 Occupancy Characteristics 37
- 3.4 Housing Cost 39
- 3.5 Cost Burdened Households 42
- 3.6 Crowding 43
- 3.7 Housing for Special Needs Populations 44

Chapter 4: Natural and Cultural Resources 46

- 4.1 Water Supply Watersheds 46
- 4.2 Groundwater Recharge Areas 48
- 4.3 Wetlands 50
- 4.4 River Corridors 52

Table of Contents

4.5 Mountains 52
4.6 Public Water Supply Sources 52
4.7 Steep Slopes 52
4.8 Flood Plain 52
4.9 Soils 55
4.10 Plant and Animal Habitats 55
4.11 Prime Agricultural Land 57
4.12 Historic and Cultural Resources 57

Chapter 5: Community Facilities and Services 60
5.1 Water Supply and Treatment 60
5.2 Sewage and Wastewater Treatment 62
5.3 Solid Waste Management 65
5.4 Public Safety 65
5.5 Public Health 68
5.6 Education Facilities 69
5.7 Parks and Recreation 71
5.8 Libraries and Other Cultural Facilities 75

Chapter 6: Intergovernmental Coordination 78
6.1 Adjacent Local Governments 78
6.2 Regional and State Governmental Entities 78
6.3 School Board 81
6.4 Other Local Governmental Entities 81
6.5 Private Entities 83
6.6 Service Delivery Strategy 84

Chapter 7: Transportation 87
7.1 Introduction 87
7.2 Roadway Inventory 88
7.3 Air Quality Conformity 117
7.4 Alternative Modes 120
7.5 Trucking, Railroads, and Airports 129
7.6 Transportation and Land Use 136
7.7 Programmed Improvements 141

Tables

Executive Summary

Table 1: Existing Land Use Categories xvi
Table 2: Areas Requiring Special Attention xix
Table 3: Recommended Character Areas xxv
Table 4: Analysis of Quality Community Objectives xxvii

Chapter 1: Population

Table 1.1: Population Change 1990-2010 2
Table 1.2: Projected Population Growth 2010-2030 3
Table 1.3: 2010 Functional Population 4
Table 1.4: Racial and Ethnic Composition 1990-2010 4
Table 1.5: 2005-2030 Population by Race and Ethnicity 4
Table 1.6: Historic Population by Age 6
Table 1.7: Projected Population by Age 6
Table 1.8: Household and Group Quarters 2005-2010 7
Table 1.9: Households and Average Household Size 7
Table 1.10: Household Distribution 8
Table 1.11: Educational Attainment 8
Table 1.12: Median Household Income Trend 1990-2015 9
Table 1.13: Poverty Status by Age Group 2010 10

Chapter 2: Economic Development

Table 2.1: Employment, Establishments and Sales by Sector 2010 12
Table 2.2: Projected Employment by Sector 2010-2030 13
Table 2.3: Employment by Occupation 2010 14
Table 2.4: Manufacturing Companies and Employment 2010 15
Table 2.5: Top Employers 16
Table 2.6: Labor Force Participation 2000-2010 17
Table 2.7: Annual Labor Force, Employment and Unemployment 19
Table 2.8: Average Weekly Wages by Sector, College Park 21
Table 2.9: Average Weekly Wages by Sector, Clayton County 22
Table 2.10: Average Weekly Wages by Sector, Fulton County 23
Table 2.11: Average Weekly Wages by Sector, Georgia 24
Table 2.12: Sources of Household Income 2010 25
Table 2.13: County of Employment for College Park Residents 25

List of Tables and Figures

Chapter 3: Housing

Table 3.1: Structure by Type 35
Table 3.2: Age of Housing Units 36
Table 3.3: New Home Construction 2000-2010 37
Table 3.4: Housing Tenure 2005-2015 37
Table 3.5: Tenure by Housing Unit Type 38
Table 3.6: Occupied and Vacant Housing Units 2000-2015 39
Table 3.7: Vacancy Rates by Occupancy Type 2010 39
Table 3.8: Value of Owner-Occupied Housing Units 40
Table 3.9: Gross Rent 2005 41
Table 3.10: Gross Rent 2010 41
Table 3.11: Value of Owner Occupied Housing Units by Tenure 42
Table 3.12: Overcrowded Housing Units by Tenure 2010 43
Table 3.13: Homeless Population 2009 44
Table 3.14: Total Homeless Population 2005-2009 44
Table 3.15: Disabled Populations 2000-2010 45

Chapter 4: Natural and Cultural Resources

Table 4.1: Threatened and Endangered Animals in College Park 56
Table 4.2: Threatened and Endangered Plants in College Park 57

Chapter 5: Community Facilities and Services

Table 5.1: Public Schools Serving College Park 70
Table 5.2: City Parks and Recreation Facilities 71
Table 5.3: Planned Improvements to Recreation Facilities 72

Chapter 6: Intergovernmental Coordination

Table 6.1: Services Provided in the City of College Park 85

Chapter 7: Transportation

Table 7.1: 2008 Average Annual Daily Traffic (AADT) Counts 91
Table 7.2: Bridges Occurring in Local Roadway System 99
Table 7.3: National Ambient Air Quality Standards 117
Table 7.4: Weekday Local MARTA Bus Service in College Park 126
Table 7.5: Saturday MARTA Local Bus Service in College Park 126
Table 7.6: Sunday MARTA Local Bus Service in College Park 127
Table 7.7: MARTA Rail Service in College Park 127
Table 7.8: College Park Projects in State TIP 141

Figures

Executive Summary

Figure A: Regional Location ix
Figure B: Existing Land Use Map xvii
Figure C: Areas Requiring Special Attention xxiii
Figure D: Recommended Character Areas xxvi

Chapter 2: Economic Development

Figure 2.1: Enterprise Zones, City of College Park 29
Figure 2.2: GICC Infrastructure Special Tax District 31

Chapter 4: Natural and Cultural Resources

Figure 4.1: Water Supply Watershed 47
Figure 4.2: Groundwater Recharge Areas 49
Figure 4.3: Wetlands 51
Figure 4.4: Floodplain 54
Figure 4.5: Historic District 59

Chapter 5: Community Facilities and Services

Figure 5.1: Water Lines 61
Figure5.2: Sanitary Sewer Lines 64
Figure 5.3: Community Facilities 74

Chapter 7: Transportation

Figure 7.1: Functional Classifications 89
Figure 7.2: Traffic Volumes 92
Figure 7.3: Number of Lanes 94
Figure 7.4: Medians 96
Figure 7.5: On-Street Parking 98
Figure 7.6: Bridges 101
Figure 7.7: Crash Rates 2006-2008 104
Figure 7.8: Pedestrian Crash Rates 2006-2008 106
Figure 7.9: Bicycle Crash Rates 2006-2008 108
Figure 7.10: 2008 Labor Commute Shed 111
Figure 7.11: 2008 Commute Shed 112
Figure 7.12: 2010 Levels of Service 114
Figure 7.13: 2030 RTP Levels of Service 116

Figure 7.14: ARC Non-Attainment Areas 119
Figure 7.15: Sidewalks 121
Figure 7.16: Bicycle Lanes 123
Figure 7.17: Transit Routes 125
Figure 7.18: Freight Routes 132
Figure 7.19: Railroad Crossings 134
Figure 7.20: Existing Barriers and Crossings 137
Figure 7.21: Comparison of Different Development Patterns 138

Purpose

The purpose of the College Park Comprehensive Plan is to identify the vision for the City of College Park, and to set forth a clear implementation plan to realize that vision. As required by the Georgia Department of Community Affairs (DCA), the College Park Comprehensive Plan is prepared in accordance with the "Standards and Procedures for Local Comprehensive Planning," (Local Planning Requirements) effective May 1, 2005. Preparation of the Plan under these guidelines is essential to maintaining the City's certification as a Qualified Local Government, which is a key component of the City's eligibility to receive loan and grant funding from various sources.

As outlined in the Local Planning Requirements, there are three required components in the Comprehensive Plan: 1) Community Assessment; 2) Community Participation Program; and 3) Community Agenda. The Community Assessment is a thorough review of existing conditions and historical trends in the City of College Park, which will serve as a factual basis to guide the decision-making process in setting forth the implementation plan in the Community Agenda.

Scope

The Community Assessment provides a factual basis for the Comprehensive Plan. An Executive Summary is included to present a brief snapshot of the findings of the technical assessment that can be easily understood by citizens and policymakers alike. The Executive Summary is followed by an in depth analysis of data collected through this phase of the planning process.

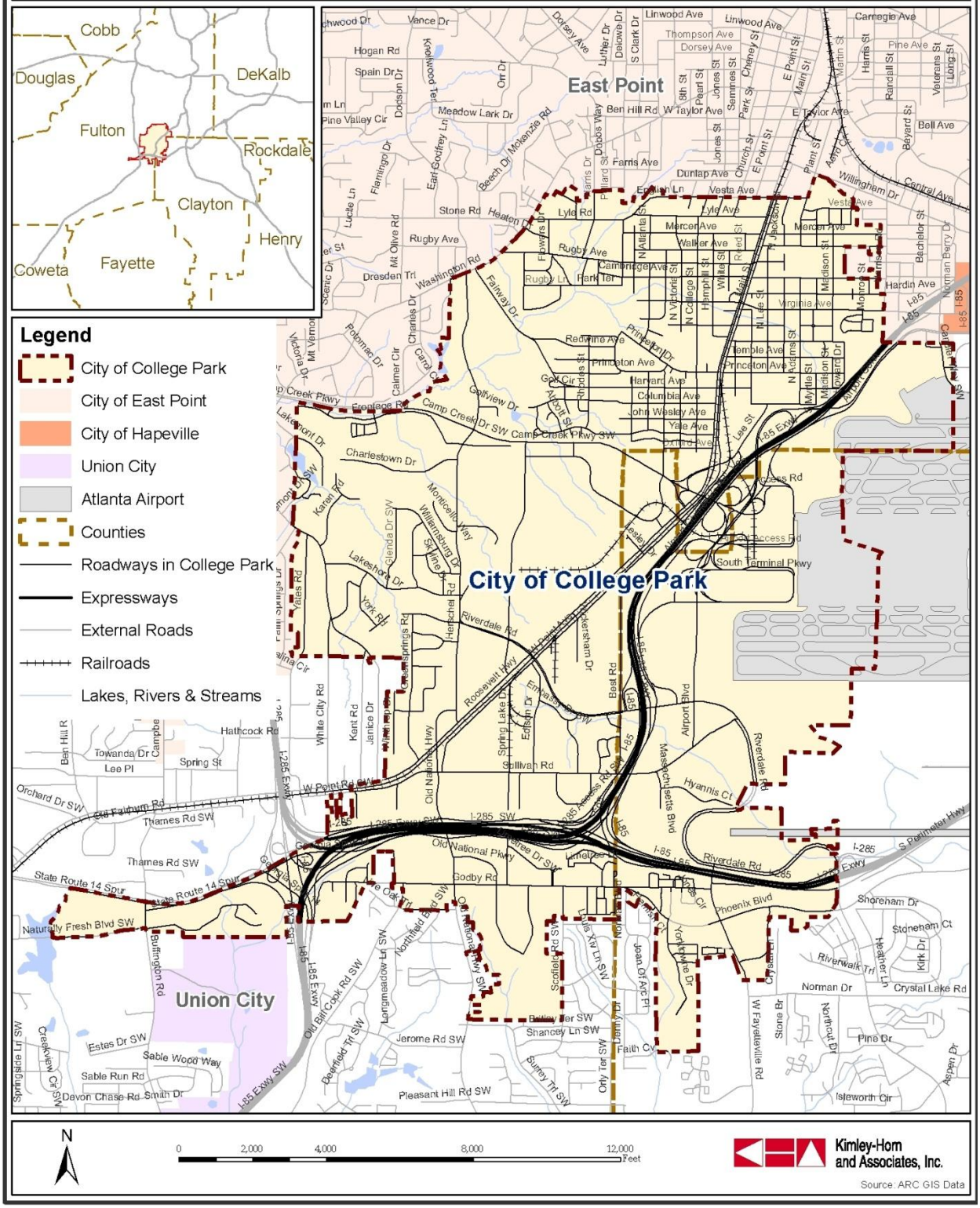
As specified by the Local Planning Requirements, there are four key components within the Community Assessment:

- Listing of issues and opportunities that may potentially impact the community
- Analysis of existing development patterns
- Analysis of consistency with Quality Community Objectives
- Analysis of supporting data and information

Community Profile

The City of College Park encompasses approximately ten square miles, primarily in Fulton County, with a portion of the City located within Clayton County. Situated just southwest of the City of Atlanta, College Park offers its 13,942 residents many of the benefits of small towns, such as close-knit neighborhoods, a traditional Main Street populated by small locally-owned businesses, and a number of community activities and services. In addition to the sense of community typically found in smaller towns, the City also offers residents and visitors alike amenities common to much larger cities, including the State's largest economic engine and employment center, Hartsfield-Jackson Atlanta International Airport; the world-class Georgia International Convention Center; thousands of hotel rooms; the largest independent day school in the continental United States, Woodward Academy; and several major employers, including not only the Airport, but also Delta Airlines, Atlantic Southeast Airlines, the Federal Aviation Commission, Chick-fil-A Corporate Headquarters, Sysco Foods, AirTran Airways Corporate Headquarters and Reservations Center, Woodward Academy, and Coca-Cola Bottling Company, among others. Easily accessed via Interstates 85 and 285, a network of US and state highways, Metropolitan Atlanta Rapid Transit Authority (MARTA) bus and rail service, CSX rail service, and Hartsfield-Jackson Atlanta International Airport, College Park truly lives up to its billing as "Georgia's Gateway City," serving as a gateway to the Atlanta region and the world. Figure A illustrates the City of College Park's location in the region.

Figure A: Regional Location



Potential Issues and Opportunities

The Community Assessment provides a factual basis for the Comprehensive Plan. An Executive Summary is included to present a brief snapshot of the findings of the technical assessment that can be easily understood by citizens and policymakers alike. The Executive Summary is followed by an in depth analysis of data collected through this phase of the planning

Population

Issues

- Population within the City has experienced a decline of approximately 32% since 2000.
- The educational attainment for the City is behind the standard of the metropolitan area.
- Household income levels for the City are lower than the average for the metropolitan area and the state.
- Due to Airport Noise Mitigation, many areas of the City are not available for residential development, which has slowed, and may continue to slow population growth.

Opportunities

- Promote neighborhood renewal and infill development where appropriate to promote population growth.
- Encourage services to provide job training.

Economic Development

Issues

- The City is experiencing a decline in property tax revenues.
- A significant proportion of the jobs available in the City are Airport and airport-related jobs.
- There are a number of vacancies in key commercial areas, including Downtown, Virginia Avenue and Old National Highway.
- Several existing shopping centers are unattractive or declining.
- Most businesses in the Downtown Business District operate only during daylight hours.
- There are few entertainment and shopping opportunities for residents and travelers staying in the area.

- Several areas have been affected by Airport Noise Mitigation activities where residents were relocated, but it make suitable redevelopment a challenge.

Opportunities

- Redevelop vacant properties in Downtown area to enhance shopping, dining, and entertainment opportunities.
- Fully leverage the City's proximity to Hartsfield-Jackson Atlanta International Airport and the Georgia International Convention Center (GICC).
- Provide incentives and programs to encourage redevelopment of vacant and underutilized commercial properties.
- Explore opportunities to diversify employment offerings outside of airport-related jobs.
- Encourage establishment of businesses and activities in the Downtown Business District that will provide for activity in the evening hours, particularly entertainment, shopping and dining options.
- Enterprise Zones
- GICC Infrastructure Special Tax District.
- Leveraging the MARTA station and potential for Transit Oriented Development.

Housing

Issues

- Several areas of the City are exposed to noise levels above 65 DNL (Decibel Noise Level), and unsuitable for housing development due to airport noise.
- The number of rental units is disproportional to the number of owner-occupied housing units.
- There are a number of dilapidated housing units, particularly multi-family housing units.

Opportunities

- Promote redevelopment and rehabilitation of existing neighborhoods.
- Support the development of housing options for senior citizens.
- Explore corporate housing opportunities to serve employees of the airline industry.
- Allow for increased density in appropriate areas to recapture housing lost due to airport noise mitigation.
- Planning and implementation assistance through the Atlanta Regional Commission's Livable Centers Initiative Program.
- Leveraging the MARTA station and potential for Transit Oriented Development.

Natural and Cultural Resources

Issues

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

Opportunities

- Utilize zoning and development regulations to reduce the impact of development on the natural topography and existing vegetation.
- Encourage more compact urban development and the preservation of open space.
- Promote initiatives such as carpooling and alternate means of transportation to protect air quality.
- Actively encourage a reduction in solid waste, and promote City recycling initiatives.

Community Facilities and Services

Issues

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

Opportunities

- Create a central community gathering place, such as a civic green or activity center.
- Provide community gatherings and activities to promote interaction of City residents.
- Continue and promote the Citizens Police Academy and the COPS program to actively engage residents and business owners in crime prevention.

- Continue the Citizens Emergency Response Training (CERT) and expand community outreach efforts of the College Park Fire Department.
- Partner with Fulton and Clayton County School Systems to develop initiatives to increase test scores for students in public schools serving College Park.

Intergovernmental Coordination

Issues

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

Opportunities

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

Transportation

Issues

- There is little connectivity between the Downtown area and Camp Creek Parkway.
- Some key corridors in College Park are operating at low Levels-of Service, including portions of I-85, I-285, and Camp Creek Parkway.
- There is a lack of regional east-west roadways within the City, increasing the demand for Camp Creek Parkway.
- Many areas south of Camp Creek Parkway have few or no pedestrian facilities.
- Bike lanes are uncommon in College Park.
- Reductions in MARTA service may limit access to transit.
- South of Camp Creek Parkway, access to alternative modes of transportation is inhibited by a less connected street network and limited pedestrian facilities.

- Major regional transportation facilities, including MARTA rail, CSX rail, I-85, I-285 and Hartsfield-Jackson Atlanta International Airport, create significant barriers and limit connectivity within the City.
- There is no true gateway to the City.

Opportunities

- Enhance and expand pedestrian and bicycle facilities.
- Examine a public parking deck as an opportunity to provide necessary parking in Downtown on a smaller footprint in order to increase density and attract infill development.
- Enhance the pedestrian and streetscape environment along key corridors such as Main Street/Highway 29, Camp Creek Parkway, and Old National Highway, through landscaping, street furniture, lighting, wayfinding signage, and greenspace.
- Create attractive and welcoming gateways into the City and define the entrance to the Downtown area.
- Continue to build on the network of multi-use trails that will link to other networks such as the PATH system, the Atlanta Beltline, and existing and planned parks and community facilities.
- Extension of Airport Drive will enhance connectivity between the Downtown Business District and Camp Creek Parkway.
- College Park's addition of Compressed Natural Gas (CNG) shuttle buses will provide additional access to alternative modes of transportation in the City.
- Planning and implementation assistance through the Atlanta Regional Commission's Livable Centers Initiative Program.
- Continued coordination with MARTA, GRTA and ARC to ensure existing and future bus routes and stops are planned for and incorporated into the regional transportation networks and land use plan.
-

Land Use

Issues

- There are too many undeveloped vacant sites in the Downtown area due to airport noise mitigation.
- Traditional strip commercial developments along key commercial corridors, such as Old National Highway, are auto-oriented, and not pedestrian-friendly.

- There are several unattractive or declining commercial developments along key corridors.
- A large amount of land is dedicated to surface parking and other paved areas.
- Much of the City lacks a sense of place.
- The Downtown area is underutilized.
- Airport noise issues restrict hundreds of acres in the City from being utilized for housing.

Opportunities

- Encourage planned development and redevelopment that is pedestrian friendly and provides a mix of uses.
- Encourage higher density residential development where appropriate, particularly near the College Park MARTA station.
- Establish guidelines that will provide for a higher standard of development in the City, particularly along key corridors and in activity centers.
- Ensure that gateways and key corridors will promote a sense of place within the City.
- Redevelop vacant property in Downtown area for uses that are complementary to the Airport, Georgia International Convention Center, and the hospitality industry.
- Explore incentives to encourage the redevelopment of declining and vacant commercial properties.
- Provide for Transit-Oriented-Development (TOD) at the MARTA parking lot and adjacent to it.
- Planning and implementation assistance through the Atlanta Regional Commission's Livable Centers Initiative Program.

Analysis of Existing Land Use

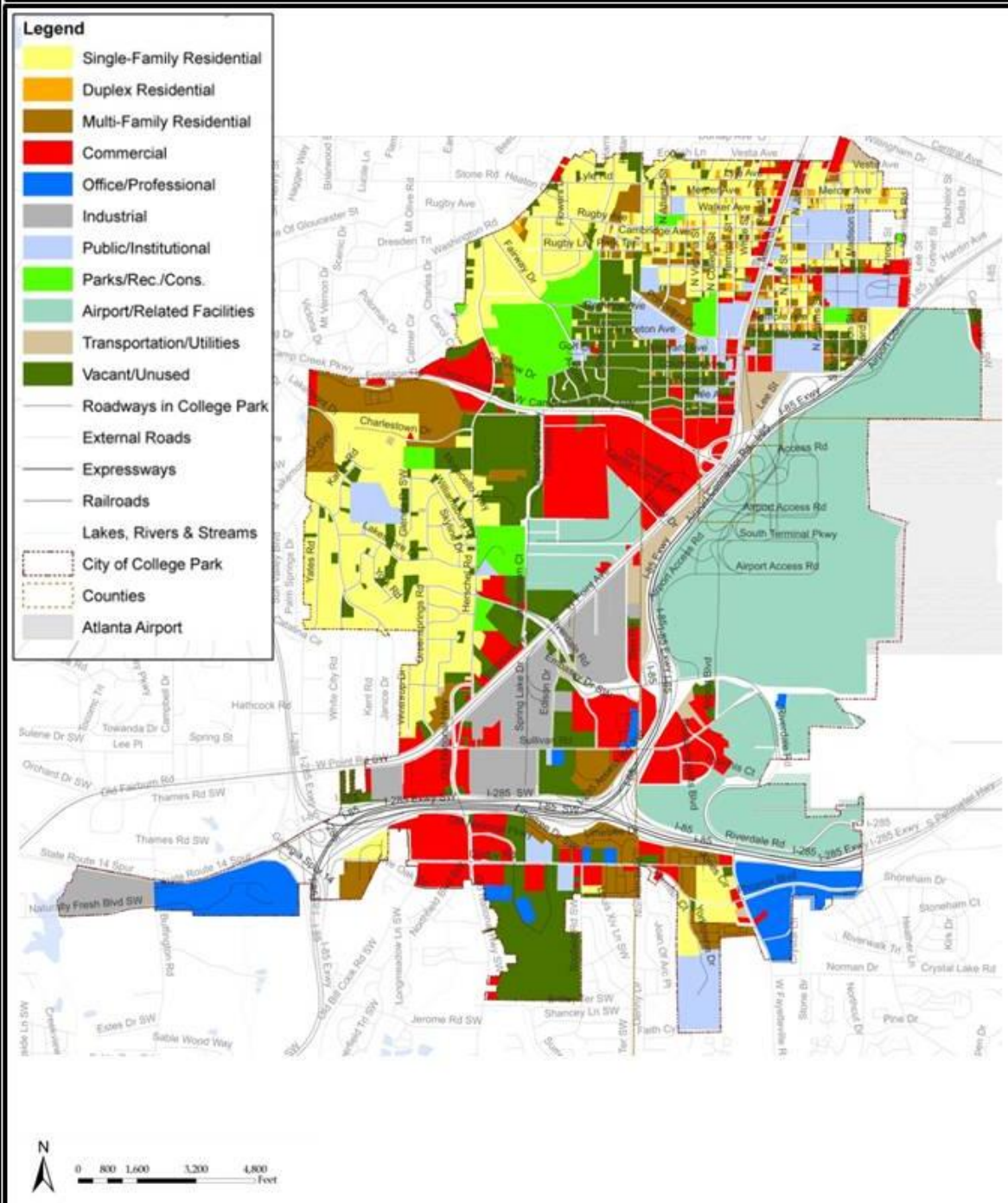
The Existing Land Use Map provides a citywide perspective of current growth and land-use patterns for the City of College Park. The analysis was completed by conducting a thorough review of aerial photos taken April 8, 2010. In addition, a windshield survey was conducted to further capture accurate data to analyze and update the Existing Land Use Map.

The Existing Land Use Map is updated by color coding the respective land use identified for that particular parcel of land. Table 1 identifies the existing land-use categories and definitions.

Table 1: Existing Land Use Categories

Land Use Category	Definition
Single-Family Residential	Category includes individual homes, many of which are located in the historic downtown area or in organized subdivisions.
Duplex Residential	Category includes two units divided from a single structure. The units are primarily within single-family residential areas, and aesthetically may resemble a single-family detached home.
Multi-Family Residential	Category includes all attached residential buildings that are not owner occupied. Developments in this category contain more than two units per structure.
Commercial	Category includes all commercial developments, including neighborhood commercial uses, regional commercial uses, and other.
Office/Professional	Category includes professional office parks. College Park has a healthy amount of office space located off Phoenix Boulevard, offering class B office space. Also, class A office space is available at Gateway Center.
Industrial	Category includes businesses that concentrate on the manufacturing, production and transporting of goods.
Public/Institutional	Category includes state, federal, and local government uses, as well as quasi-public institutions.
Park/Recreation/ Conservation	Category includes City parks, greenspace, wetlands, and other environmentally sensitive or protected areas.
Transportation/ Communications/ Utilities	Category includes such uses as MARTA, power lines, transmission lines, highways, telephone switching stations, and right of way along roads.
Hartsfield-Jackson Airport	Category includes areas that are owned and operated by Hartsfield-Jackson Atlanta International Airport.
Vacant/Unused	Most of the vacant land identified on the Existing Land Use Map was once developed, but was purchased by the airport and structures were demolished.

Figure B: Existing Land Use Map



Areas Requiring Special Attention

These areas are defined by the DCA as:

- Areas of significant natural or cultural resources, particularly where these are likely to be intruded upon or otherwise impacted by development;
- Areas where rapid development or change of land uses is likely to occur;
- Areas where the pace of development has and/or may outpace the availability of community facilities and services, including transportation;
- Areas in need of redevelopment and/or significant improvements to aesthetics or attractiveness (including strip commercial corridors);
- Large abandoned structures or sites, including those that may be environmentally contaminated;
- Areas with significant infill development opportunities (scattered vacant sites);
- Areas of significant disinvestment, levels of poverty, and/or unemployment substantially higher than average levels for the community as a whole.

Table 2 identifies areas that may require special attention based on the State of Georgia's requirements. Figure C illustrates the geographical location of areas requiring special attention.

Table 2: Areas Requiring Special Attention

Areas Requiring Special Attention	Areas of significant natural or cultural resources	Areas where rapid development or change of land uses is likely	Areas where development has outpaced community facilities and services, including transportation	Areas in need of redevelopment or significant improvements to aesthetics or attractiveness	Areas with large abandoned structures or sites, including those that may be environmentally contaminated	Areas with significant infill development opportunities (scattered vacant sites)	Areas of significant disinvestment, levels of poverty, or unemployment
Downtown Activity Center	X	X			X	X	X
Main Street	X	X		X		X	
Camp Creek Parkway		X		X			
Old National Highway Corridor				X	X	X	X
GICC Gateway Center	X	X				X	
Lottie Miller Site	X	X		X			
Aviation Commercial Site		X				X	

Natural resources:

Groundwater recharge areas are areas where water infiltrates into the ground to replenish an aquifer. There is one groundwater recharge area within College Park, which has also been defined as a "significant recharge area" by the Georgia Department of Natural Resources. This area encompasses portions of the Downtown Activity Center, Main Street, GICC Gateway Center and Lottie Miller areas. The City of College Park must take necessary steps to protect this recharge area. At the present, Fulton County and Clayton County both have adopted protection standards for groundwater recharge areas. Current state, regional, and local regulations have been adopted by the City to prevent development from disturbing or adversely impacting wetlands, and water supply watersheds.

Cultural Resources:

College Park Main Street Corridor

The main focal area of the College Park Historic Downtown, the City's Main Street Corridor is lined with specialty shops, government buildings, educational institutions, and quaint restaurants. The bustling area is serviced by MARTA rail and bus service, providing 500,000 passenger trips every day. The Main Street Corridor is very instrumental in providing a sense of place for the City with its unique historic architecture, specialty shops and restaurants. As the City continues to grow, it is important that this area continue to be enhanced through proper maintenance of sidewalk, roadway, landscape treatments, signage and development. The Main Street Corridor provides for a North and South Gateway into the City, and it should be preserved as such.

Areas where rapid development is likely to occur:

Downtown Activity Center

The Downtown Activity Center area is of great importance to preserving and enhancing the City. College Park has a unique opportunity to redefine and, in many ways, further enhance the downtown area because of the vast amount of undeveloped acreage currently available with roadway infrastructure in place. The area is served by MARTA bus line service and train service, which offers great mobility to and from the City. With the close proximity to the nation's busiest airport, the downtown area is primed for continued development and growth, requiring special attention to ensure that connectivity, accessibility and walkability are preserved and enhanced. This undeveloped area has roadways, water and sewer infrastructure already in place. Moving forward, this area should be targeted by College Park for redevelopment and revitalization efforts should be coordinated with the College Park Main Street Association.

GICC Gateway Center Complex

The Georgia International Convention Center Gateway Center, located just south of the downtown area, is an area that continues to grow rapidly. With the recent openings of two hotels and an office complex, as well as the ATL Sky Train, the surrounding areas are sure to experience development as well. The ATL Sky Train transports individuals to and from Hartsfield-Jackson Atlanta International Airport, Gateway Center and the offsite rental car center. The Gateway Center has the ability to further draw in development opportunities throughout the metro area, state and southeast. The Center is easily accessible by major Interstate corridors, such as I-285 and I-85, transit service, and by plane, connecting it throughout the region. This area should be targeted by the

College Park Economic Development Department to encourage development along Camp Creek Parkway and Main Street/Roosevelt Highway/SR 14 and 139.

Aviation Commercial Site

Approximately 150 acres currently sits vacant in the southern portion of the City on Godby Road, just east of Old National Highway. In the future, the City expects this site to be developed for commercial and offices uses that will support College Park's substantial aviation industry.

Areas where the pace of development has and/or may outpace the availability of public facilities and services:

There do not appear to be any areas of the City where development has outpaced the availability of public facilities and services. The City has recently open a new Public Safety building housing Police, Fire and EMT; the Parks and Recreation office has successfully opened a new recreation facility located on Godby Road in 2009; and Public Works continues to repair and install sidewalks, sewer and storm drains, and roadways.

Areas in need of redevelopment or significant improvements to aesthetics or attractiveness:

Camp Creek Parkway

Camp Creek Parkway serves as the western gateway into the City of College Park from I-285. This stretch of roadway has great potential in being developed or redeveloped as the GICC Gateway Center continues to expand along the roadway. Detailed design criteria should be established to include safe, attractive sidewalk and bicycle lanes, landscaping, light fixtures and street furniture to augment Gateway Center accordingly. Care should be taken to provide for planned development of this area, rather than allowing a piecemeal approach to development.

Areas with large abandoned structures or sites, including those that may be environmentally contaminated:

Old National Highway Corridor

Old National Corridor serves as another major southern gateway into the City of College Park. A vital commercial corridor in the early 1980s, the area experienced a rapid decline as commercial retailers of various sizes relocated or closed. This led to many vacant "big box" buildings, as well as underutilized commercial strip centers in need of redevelopment.

The corridor is in major need of roadway traffic and transportation upgrades, pedestrian safety, professional services, commercial/retail and restaurant choices, and overall aesthetic improvements to attract potential redevelopment. Old National Highway is an important linkage to the rest of the City from the south, and it is important that the corridor is preserved and redeveloped for its ease of access to I-285 and I-85, Hartsfield-Jackson Atlanta International Airport, and the GICC Gateway Center.

Areas with significant infill development opportunities (scattered vacant sites):

Infill/redevelopment opportunities do exist within the City of College Park, specifically within the downtown historic district, which contains a number of historic structures that represent opportunities for the rehabilitation of existing historic structures for economic development purposes. Opportunities also exist along the major corridors, such as Old National Highway and Camp Creek Parkway.

Areas of significant disinvestment, levels of poverty, or unemployment:

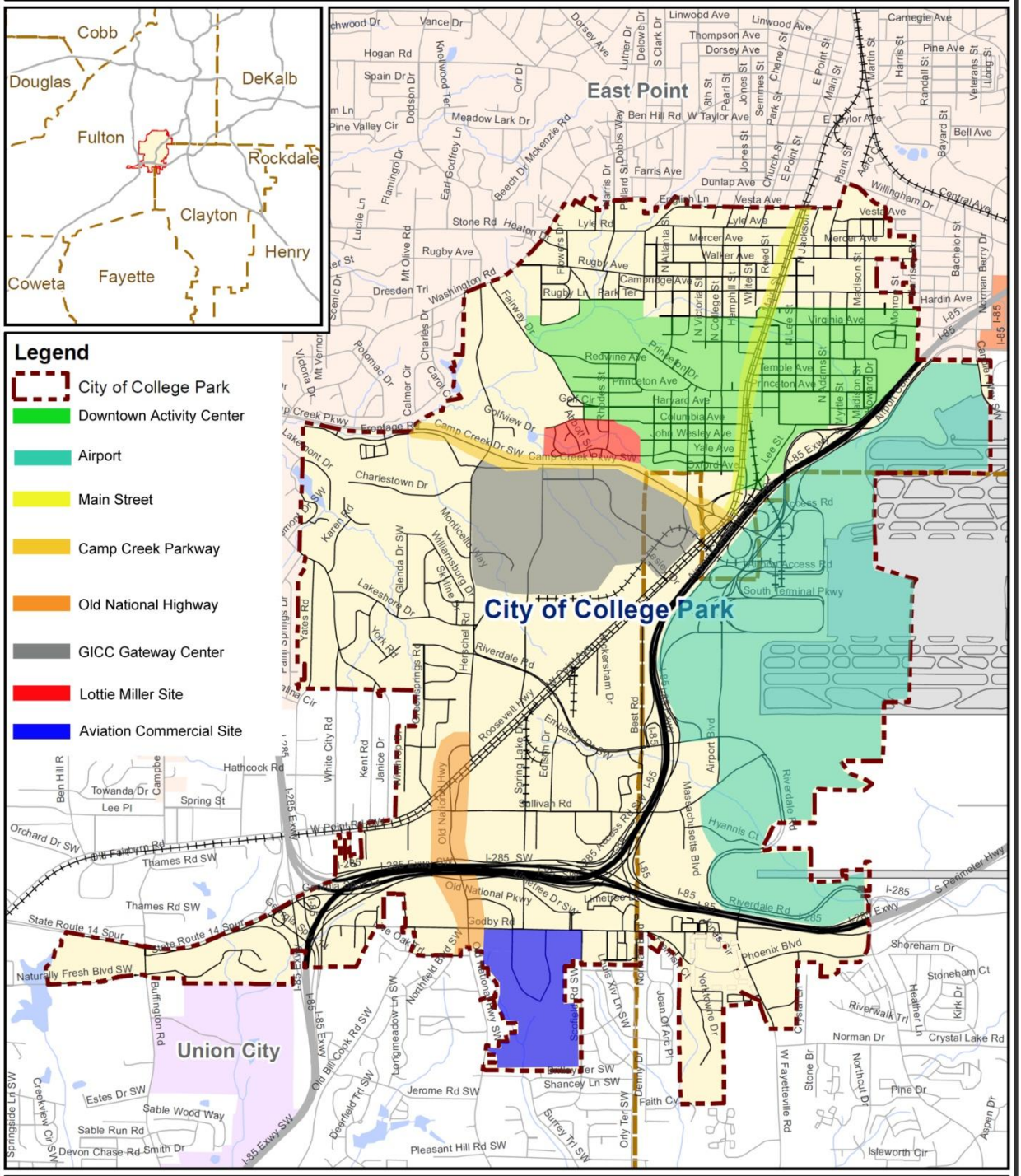
Downtown Activity Center

As a result of airport noise mitigation efforts, hundreds of residences within the Downtown Activity Center were purchased and demolished in recent decades. Since the demolition of those structures, this area has experience little to no investment. Moving forward, there is tremendous opportunity to promote reinvestment in the Downtown Activity Center, providing for a revitalization of Downtown College Park.

Old National Highway Corridor

A thriving commercial corridor in the 1980s, Old National Highway has since experienced a lack of investment, with commercial centers being vacated and falling into disrepair. The Old National Highway Corridor is critical to College Park and surrounding areas, as it provides outstanding access to I-85 and I-285. With a targeted economic development strategy, improvement and reoccupation of existing centers, or redevelopment of key sites, this corridor can once again become a booming economic engine for the City.

Figure C: Areas Requiring Special Attention



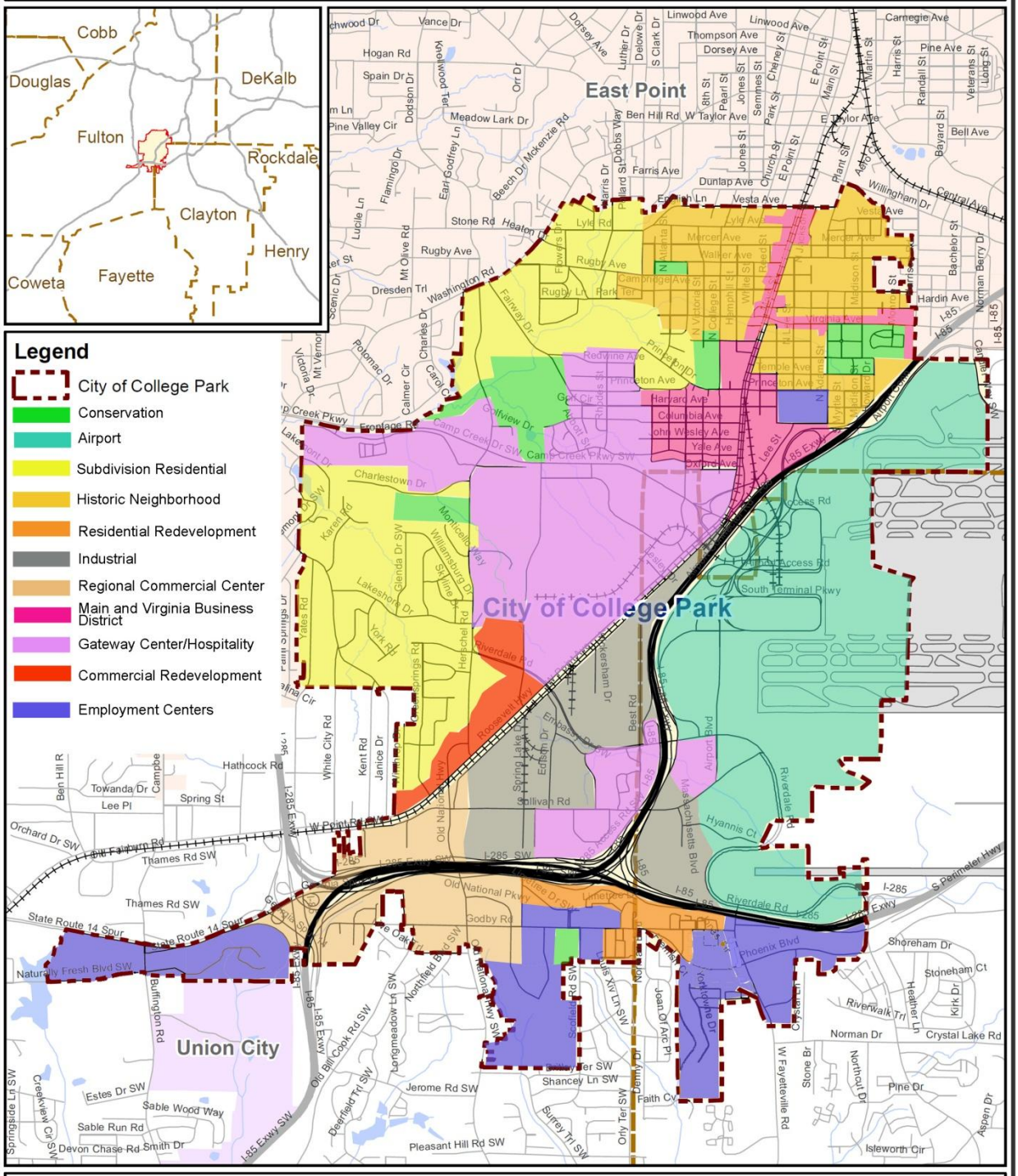
Character Areas

The neighborhoods, commercial districts, business centers, and other areas within the City of College Park each have unique characteristics that should be taken into account in planning for the future of the community. Character Areas are utilized to ensure that the qualities that set each area apart are preserved and enhanced, both functionally and aesthetically, as appropriate for the benefit of the City. Table 3 and Figure D identify the recommended character areas for College Park.

Table 3: Recommended Character Areas

Character Area	Description
Conservation Area and Greenspace	Includes environmentally sensitive lands that are not suitable for development, as well as areas designated for passive and active recreational use, such as parks.
Subdivision Residential	Areas that have developed, or are expected to develop, with typical suburban residential subdivision development. These areas are characterized by limited pedestrian orientation, with limited access to transit, varied street patterns, high to moderate degree of building separation, predominantly residential with scattered institutional uses.
Historic Neighborhood	Neighborhoods characterized by consistent lot and street design, typically having a grid street pattern. Housing is generally well-maintained, and may have a distinct architectural identity. Many of these neighborhoods are located within the College Park Historic District.
Residential Redevelopment Area	Neighborhoods experiencing decline due to low rates of homeownership and poor property maintenance. Some of these neighborhoods may have experienced high rates of foreclosure and high vacancy rates.
Regional Commercial Center	Concentration of regionally-marketed commercial and retail centers, office and employment areas. Characterized by a high degree of access by vehicular traffic and transit use; on-site parking; low degree of internal open space; high floor-area-ratio; large tracts of land, campus or unified development.
Main and Virginia Business District	The central business district along Main Street and Virginia Avenue. Includes a variety of shops, restaurants, and offices, as well as nearby City offices and facilities.
Gateway Center	Includes hospitality related uses, such as the Georgia International Convention Center (GICC), hotels, and areas that support convention and tourism, as well as office space.
Commercial Redevelopment Corridor	Major thoroughfare characterized by declining, unattractive, underutilized or vacant strip shopping centers. These areas frequently have a high degree of accessibility by vehicles and transit, on-site parking, low degree of open space, moderate floor-area-ratio, large tracts of land and campus or unified development.
Employment Centers	Typically campus-style development (office parks) with a high degree of access by vehicular traffic and transit, on-site parking, low degree of open space, and moderate floor-area-ratio.
Industrial Area	Area used for low or high intensity manufacturing, warehousing and distribution.
Airport	Property owned and operated by Hartsfield-Jackson International Airport.

Figure D: Recommended Character Areas



Analysis of Consistency with Quality Community Objectives

This chapter includes an assessment of the 15 Quality Community Objectives (QCOs) disseminated by the Georgia Department of Community Affairs. The Comprehensive Plan is required to provide an assessment as to how policies and development patterns of the local government either meet, or do not meet, these objectives. This assessment lists a particular QCO, and then an assessment of each objective follows. The assessment is useful in terms of identifying additional issues and opportunities that need to be addressed in the City's implementation program. In some cases, similar QCOs are grouped and discussed together.

Table 4: Analysis of Quality Community Objectives

Quality Community Objective	Consistency with the Objective
SENSE OF PLACE Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing and entertainment.	College Park is a city full of rich history, with the fourth largest National Register HistoricDistrict in the State of Georgia, spanning approximately 600 acres with more than 850 properties listed on the National Register. The City has a distinctive historic downtown Main Street flanked with specialty shops, restaurants, and local government offices. The pedestrian-friendly downtown area is served by heavy rail transit and bus service through MARTA, allowing commuters to connect to the surrounding metro Atlanta region. The area is also convenient to several major interstates, including I-85, I-285, and I-75. The City's sense of place could be enhanced with the incorporation of a town green to allow for community socializing and entertainment. In 2008, the City completed a Livable Centers Initiative (LCI) study for the downtown activity center, which addresses implementation strategies to enhance sense of place.
REGIONAL IDENTITY Regions should promote and preserve an "identity," defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics.	College Park is home to the world's busiest airport, Hartsfield-Jackson Atlanta International, which provides many employment opportunities for the surrounding region. The airport provides, perhaps, the most significant regional identity for the City. The City is also connected to the region by heavy rail and interstate roadway systems.

Quality Community Objective	Consistency with the Objective
HERITAGE PRESERVATION The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.	With the College Park Historic District identified as the fourth largest community listed on the National Historic Register in the state, the City has taken steps to preserve its heritage. In 1978, the College Park Historical Society was established with the mission to collect and preserve the history of College Park through documents, photographs and other items of historical significance. To date, more than 850 properties within the City have been listed on the National Register. The City also funds a Main Street Program and has maintained a dedicated Main Street Coordinator position since its inception.
ENVIRONMENTAL PROTECTION Environmentally sensitive areas should be protected from negative impacts of development, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.	College Park has taken some steps toward protecting and identifying the environmentally sensitive areas around the City, and some regulations by way of ordinances have been put into place by state and local officials that limit development in certain areas, as well as what types of land uses are ideal to protect the environment. The City should consider adopting additional regulations to provide for the protection of old growth tress and to prohibit mass grading. Given the City's proximity to the Airport, an established tree canopy would help to mitigate the airport noise levels in the City.
OPEN SPACE PRESERVATION New development should be designed to minimize the amount of land consumed; open space should be set aside as public parks or greenbelts/wildlife corridors.	Currently, the City of College Park does not require developers to set aside open space for all new developments; however, the Planned Development zoning district allowing for a majority of residential or a majority of commercial uses requires a set aside for open space. The City also does not currently have a greenspace or conservation plan to preserve areas in the City that are environmentally important. To date, College Park owns approximately 280 acres of recreation and open space.

Quality Community Objective	Consistency with the Objective
GROWTH PREPAREDNESS Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These might include housing and infrastructure (roads, water, sewer and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.	The City of College Park is poised for growth and local officials have taken the necessary steps to insure smart growth for the future. The Council has enlisted the expertise of a consultant firm to provide the most up to date demographic data to make appropriate decisions regarding growth, and the Planning and Economic Development Departments are continuously working to strategically target areas for growth. The College Park Activity Center LCI Study is just one tool that the City has at its disposal to ensure growth preparedness.
INFILL DEVELOPMENT Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.	Currently, the City of College Park has developable land available to encourage development in the City's downtown area. The City currently holds hundreds of acres of vacant land with roadways, water and sewer infrastructure in place. The City has a great opportunity to encourage economic growth that will bring employment opportunities into the area.
TRADITIONAL NEIGHBORHOODS Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.	The development patterns in College Park follow a traditional neighborhood pattern ranging in scale and walkability. The City's development grid encourages alternative modes of transportation. The City's vast historic district adds to the traditional neighborhood character.
HOUSING CHOICES Quality housing and a range of housing size, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community; this will promote a mixture of income and age groups in each community and meet market needs.	College Park is a community with a significant proportion of multi-family residences. In 2000, the US Census reported that approximately 67% of the housing units in College Park were multi-family units. Single-family detached homes only accounted for approximately 25% of the housing units. Trends have shown a steady decline in single-family detached homes since 1980. This trend in College Park was primarily driven by the acquisition and demolition of hundreds of single-family homes for airport noise mitigation purposes.

Quality Community Objective	Consistency with the Objective
EDUCATIONAL OPPORTUNITIES Educational and training opportunities should be readily available in each community to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.	There are many opportunities in and around the College Park area to foster education attainment. Residents have access to Fulton County School System, Clayton County School System, Woodward Academy and many institutions of higher learning in the surrounding Atlanta Metro area, allowing residents to receive education and job related training skills.
REGIONAL COOPERATION Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to the success of a venture, such as protection of shared natural resources.	As a part of a larger metropolitan area, it is very important for the City of College Park to not only coordinate with surrounding jurisdictions, but with other municipalities in the Atlanta region. The City works with agencies such as the Atlanta Regional Commission to address issues such as land-use, water quality, housing, and transportation. Moving forward, the City should expand its participation in state and regional entities, as well as enhancing its efforts to partner with surrounding jurisdictions and Hartsfield-Jackson Atlanta International Airport.
SHARED SOLUTIONS Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.	The City of College Park works closely with surrounding local jurisdictions such as Hapeville, East Point, Union City, Clayton County and Fulton County to provide an efficiently run community. The City also works very closely with Hartsfield-Jackson Atlanta International Airport to insure that airport related growth does not adversely affect the community. With most of the City located within Fulton County, and portions located within Clayton County, it is important to coordinate across jurisdictions to avoid overlapping services.
TRANSPORTATION ALTERNATIVES Alternatives to transportation by automobile, including mass transit, bicycle routes and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.	The location of the College Park MARTA station is central to the City, located in the downtown area. The location of the station and availability of mass transit promotes alternative travel to and from the City. The northern portion of the City also has a good network of sidewalks to encourage alternatives to the automobile. Pedestrian facilities should be expanded south of Camp Creek Parkway. Incorporating bike lanes would further encourage alternative modes of transportation.

Quality Community Objective	Consistency with the Objective
EMPLOYMENT OPTIONS A range of job types should be provided in each community to meet the diverse needs of the local workforce.	Many of the employment opportunities within the City of College Park are found at the Airport or in airport-related industries. In the early 2000s, Retail Trade, Transportation, Professional Services, Education and the Arts Industries accounted for 60% of all the jobs within the City. In order to provide a more diverse jobs base, the City should seek to recruit employers in a variety of sectors, particularly higher paying professional jobs.
APPROPRIATE BUSINESSES The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher skill job opportunities.	Hartsfield-Jackson Atlanta International Airport is a significant driver of economic development in the City of College Park. Not only is the airport the largest employer in the state of Georgia, it also provides tremendous opportunity for the creation and expansion of airport, logistics, and hospitality related businesses within the City. These businesses provide a variety of jobs for area residents at all skill levels.

Chapter 1: Population

Population and demographic data provides important information about the residents of College Park, which will be utilized in order to anticipate future needs. For example, through examining trends and projections in population through the years, the City can begin to determine how much water and sewer capacity may be needed to meet demands of future residents, what additions to the transportation network and transit system will be required to transport future residents, and how many police and fire personnel may be necessary to provide adequate coverage throughout the City.

Understanding the composition of current and future residents is also critical in preparing to meet the needs of the residents of tomorrow. For instance, if the population is expected to include a large proportion of young families, this may necessitate a need for additional educational opportunities and recreational programs. Likewise, if seniors are expected to comprise a significant portion of the population, appropriate policies should be established to provide adequate housing, services, and access to healthcare to serve that segment of the population. Furthermore, indicators such as educational attainment provide insight into the types of jobs that will be needed in order to offer ample employment opportunities for all of the City's residents.

1.1 Current and Projected Population

As indicated in Table 1.1 below, the City of College Park has experienced population growth between 1990 and 2000; however, the rate of population growth in the City has been at a modest rate relative to the rate of population growth for Clayton County and Fulton County, within which the City is located.

Between 1990 and 2000 the community experienced a slight increase in population of less than 1%. Since the 2000 Census, the community population has seen a significant decrease of 31.60%. Overall, the community has seen a decrease of 31.10% since the 1990 Census counts. The population decrease within the City of College Park, as compared to increases in surrounding areas and the State, can be attributed to expansion of Hartsfield-Jackson Atlanta International Airport over the years, which has led to the demolition of many residences within the City. It should also be noted that a number of homes within the City are utilized by families with children attending Woodward Academy who maintain a primary residence outside of College Park and live in the City during the school year. It is likely that these families responded to the Census at their primary residence, therefore, they may not be included in College Park's population as recorded by the Census.

Table 1.1: Population Change 1990-2010

Jurisdiction	1990	% Change 90-00	2000	% Change 00-10	2010	% Change 90-10
College Park	20,236	0.72%	20,382	(31.60%)	13,942	(31.10%)
Clayton County	182,052	29.92%	236,517	9.69%	259,424	42.50%
Fulton County	648,951	25.74%	816,006	12.82%	920,581	41.86%
State of Georgia	6,478,216	26.37%	8,186,453	18.34%	9,687,653	49.54%

Source: US Census Bureau, City of College Park

Understanding historical population trends and anticipating future population growth are key to identifying future needs for additional housing, jobs, services, transportation infrastructure, schools, and other community facilities and services. Population projections can be made by utilizing statistical methods, which are based upon assumptions about the future, to predict numeric change in the population. These methods are helpful in painting a picture of what the population of a community may look like in the future; however, it is important to be mindful that these population projections are estimates, and that these projections shift over time as a result of any number of factors, which may include changes in local policy, development patterns, and market forces, among others.

Given the opportunities for development and redevelopment within College Park, it is anticipated that the City will see an increase in its population as the efforts for development and redevelopment continue. With the opening of the Georgia International Convention Center and neighboring hotels and offices within the Gateway Center Complex, College Park is poised to attract residents seeking employment opportunities without having to commute far distances. According to Table1.2 below, over the next 20 years the population of College Park is expected to increase by 22.01%. This would add an additional 3,086 residents to the City. Surrounding counties are expected to continue to see a steady increase in population as well during the same time period.

Table 1.2: Projected Population Growth 2010-2030

	2010	2015	2020	2025	2030	Total Change 10-30	% Change 10-30
College Park	13,942	14,703	15,471	16,241	17,010	3,068	22.01%
Clayton County	259,424	273,798	286,660	300,132	311,497	52,073	20.07%
DeKalb County	691,893	758,572	820,072	889,222	949,358	257,465	37.21%
Fayette County	106,657	124,764	144,508	166,541	191,430	84,863	79.63%
Fulton County	920,581	993,276	1,073,453	1,135,123	1,208,655	288,074	31.29%
Henry County	203,922	258,113	306,835	363,274	425,586	215,664	105.76%
Metro Area	5,266,717	5,772,791	6,304,795	6,848,072	7,380,075	2,113,358	40.13%
Georgia	9,687,653	10,655,707	11,726,060	12,916,380	13,762,567	4,074,915	42.06%

Source: US Census Bureau

1.2 Functional Population

Functional population, or daytime population, is a quantitative measure of the number of people who are within the City during working hours on a typical day. This measure is calculated by subtracting the number of out-commuters, or residents who work outside of the City, from the total resident population, and then adding the total number of employees working in the City. The following formula can be used to calculate functional population:

Functional Population = Residents – Out-Commuters + Local Employment

Functional population is an indicator of the jobs-housing balance of the community. In communities that are home to large employment centers, schools, tourist attractions, transportation hubs, or other facilities that are primarily active during the daytime hours, the daytime population of the community may actually be significantly higher than the resident population. College Park, home to major employment centers such as Hartsfield-Jackson Atlanta International Airport and its related uses and Phoenix Office Park, as well as amenities such as the Georgia International Convention Center and

Woodward Academy, among others, is an example of a community with a larger functional or daytime, population than resident population. As reflected in Table 1.3, the functional population of College Park is 63 percent higher than its resident population.

Table 1.3: 2010 Functional Population, City of College Park

Functional Population	Residents	Out-Commuters	Local Employment
24,487	13,942	(4399)	14,994

Source: US Census Bureau, Population and Housing, ESRI Forecasts, 2010

1.3 Race and Ethnicity

As indicated in Table 1.4 below, the City of College Park has experienced population growth between 1990 and 2010, with changing demographics. Through the years, College Park has seen a steady decrease in the percentage of white residents, while the percentage of black or African-American residents increased between 1990 and 2000, and then leveled off between 2000 and 2010. Today, African-Americans make up approximately 79.4% of the population of 13,942. The Hispanic population saw significant increase during the 1990s, from 2.0% of the population to 6.9%. During the next decade, numbers decreased slightly, but the percentage remained the same. Other ethnic groups have not experienced the significant increases or declines in population since 1990. Table 1.4 illustrates the trends in racial and ethnic composition for College Park.

Table 1.4: Racial and Ethnic Composition 1990-2010, City of College Park

Category	1990	%	2000	%	2010	%
White Alone	4,310	21.1%	2,525	12.4%	1,814	13.0%
Black or African-American Alone	15,231	74.5%	16,674	81.8%	11,073	79.4%
American Indian Alone	47	0.2%	34	0.2%	56	0.4%
Asian or Pacific Islander Alone	663	3.2%	126	0.6%	131	0.9%
Other Race	206	1.0%	1,023	5.0%	868	6.2%
Total	20,457	100%	20,382	100%	13,942	100%
Persons of Hispanic Origin	405	2.0%	1,398	6.9%	963	6.9%

Source: US Census Bureau

In contrast to historical trends, population projections by race and ethnicity show that through 2030 the white population will increase, accounting for 13.20% of the population by 2015. Black or African-Americans will continue to be the most populous race, accounting for 78% of the population by 2015. Other races, as well as those of

Hispanic origin, are also expected to experience small gains in population. Table 1.5 below illustrates population projections for race and ethnicity categories through 2030.

Table 1.5 2005-2030- Population by Race and Ethnicity, City of College Park

Category	2010	%	2015	%	2020	%	2025	%	2030	%
White Alone	1,814	13.0%	1,814	13.2%	2,042	13.2%	2,144	13.2%	2,245	13.2%
Black or African-American Alone	11,073	79.4%	11,073	78.0%	12,067	78.0%	12,668	78.0%	13,269	78.0%
American Indian Alone	56	0.4%	56	0.3%	46	0.3%	49	0.3%	51	0.3%
Asian or Pacific Islander Alone	131	0.9%	131	0.9%	139	0.9%	146	0.9%	153	0.9%
Some Other Race	584	4.2%	765	5.2%	804	5.2%	846	5.2%	885	5.2%
Two or More Races	284	2.0%	353	2.4%	371	2.4%	390	2.4%	408	2.4%
Total	13,942	100%	14,703	100%	15,471	100%	16,241	100%	17,010	100%
Persons of Hispanic Origin	963	6.9%	1,646	11.2%	1,733	11.2%	1,819	11.2%	1,905	11.2%

Source: US Census Bureau

1.4 Age Distribution

Age distribution is an important indicator of whether a community is generally older or younger. This is a key predictor of future school enrollment, future needs for community services, as well as an indicator of the size of the workforce in coming years. Historically, College Park has been home to a large population of individuals in the family forming age group, between ages 25 and 44. In 1990 this age group accounted for 38.6% of the population. During the 2000 and 2010 census counts this age group fell to 35.7% and 30.02% respectively; however, projections show that this group will continue to be play a significant role through 2030. This may be attributed to College Park's close proximity to the City of Atlanta, as well as the service employment jobs associated with the airport industry. Given the age distribution within the City, additional community facilities in the form of schools, recreation facilities, and health care facilities may be necessary to meet the needs of the population.

Since 1990, the age group experiencing the most significant change is the 45-54 age group, which has increased from 7.0% of the population in 1990 to 13.4% in 2010. In

light of this shift, the City should explore opportunities to provide housing, amenities, and services that would encourage these residents to continue to make College Park their home as they become empty-nesters and plan for retirement.

Table 1.6: Historic Population by Age, City of College Park

Age Group	1990	%	2000	%	2010	%
0-4	1,944	9.5%	1,812	8.9%	1,358	9.7%
5-9	1,580	7.7%	1,908	9.4%	1,081	7.8%
10-14	1,452	7.1%	1,599	7.8%	1,004	7.2%
15-19	1,540	7.5%	1,482	7.3%	1,003	7.2%
20-24	2,300	11.3%	2,290	11.2%	1,210	8.7%
25-34	4,664	22.8%	4,131	20.3%	2,245	16.1%
35-44	3,232	15.8%	3,136	15.4%	1,941	13.9%
45-54	1,424	7.0%	2,164	10.6%	1,868	13.4%
55-64	861	4.2%	872	4.3%	1,340	9.6%
65-74	848	4.1%	470	2.3%	565	4.1%
75-84	488	2.4%	391	1.9%	194	1.4%
85+	124	0.6%	127	0.6%	133	0.9%
Total	20,457	100%	20,382	100%	13,942	100%

Source: US Census Bureau

Table 1.7: Projected Population by Age, City of College Park

Age Group	2015	%	2020	%	2025	%	2030	%
0-4	1,279	8.7%	1,346	8.7%	926	5.7%	970	5.7%
5-9	1,103	7.5%	1,160	7.5%	1,380	8.5%	1,276	7.5%
10-14	912	6.2%	959	6.2%	1,348	8.3%	1,055	6.2%
15-19	867	5.9%	913	5.9%	958	5.9%	1,004	5.9%
20-24	1,559	10.6%	1,640	10.6%	1,722	10.6%	2,092	12.3%
25-34	2,962	19.9%	3,079	19.9%	3,232	19.9%	3,385	19.9%
35-44	1,941	13.2%	2,058	13.3%	2,144	13.2%	2,228	13.1%
45-54	1,676	11.4%	1,764	11.4%	1,851	11.4%	2,211	13.0%
55-64	1,323	9.0%	1,392	9.0%	1,462	9.0%	1,531	9.0%
65-74	720	4.9%	758	4.9%	780	4.8%	833	4.9%
75-84	279	1.9%	240	1.9%	309	1.9%	323	1.9%
85+	117	0.8%	108	0.7%	130	0.8%	102	0.6%
Total	14,703	100%	15,471	100%	16,241	100%	17,010	100%

Source: US Census Bureau

1.5 Households

The total resident population of College Park includes the household population, which resides in housing units known as households, as well as the group quarters population, which resides in facilities such as nursing homes, college dormitories, military barracks, and correctional facilities. The City of College Park has a very small group quarters population, accounting for 0.1 percent of the total population, as indicated in Table 1.8 below. This is a decrease from 2000 and 2005.

Table 1.8 Household and Group Quarters 2005-2010

Household & Group Quarters Population	2000	%	2005	%	2010	%
Household Population	20,216	99.2%	20,337	99.2%	13,931	99.9%
Group Quarters Population	166	0.8%	166	0.8%	11	0.1%
Total Population	20,382	100%	20,503	100%	13,942	100%

In 2010, the US Census Bureau reported that there were a total 5,595 households in College Park. As illustrated in Table 1.9, the City experienced a slight decline in the number of households between 1990 and 2000 with a larger decrease in the next decade that corresponds with the overall population decline of the City. During this twenty year span of time between 1990 and 2010, the average household size remained steady, averaging around 2.53 people. Through 2030, however, the number of households is expected to increase, with average household size remaining relatively constant. Based on population projections, this will cause the number of households to decrease slightly and then increase slightly as population grows.

Table 1.9: Households and Average Household Size, City of College Park

	1990	2000	2010	2015	2020	2025	2030
Household	8,065	7,810	5,595	5,425	5,646	5,927	6,277
Household Size	2.52	2.59	2.49	2.71	2.74	2.74	2.71

Source: US Census Bureau, Population and Housing, ESRI Forecasts, 2010

In 2010, it was estimated that 30% of households in College Park were two-person households. This is a shift from 2005 estimates, which indicated that one-person households were more dominant. Projections show that, by 2015, one-person households will once again be the most common household size, as reflected in Table 1.10.

Table 1.10 Household Distribution

Household Distribution	2000	%	2010	%	2015	%
1-Person Household	2,351	30.1%	1,572	28.1%	1,633	30.1%
2-Person Household	2,187	28.0%	1,690	30.2%	1,524	28.1%
3-Person Household	1,390	17.8%	962	17.2%	965	17.8%
4-Person Household	945	12.1%	722	12.9%	656	12.1%
5-Person Household	500	6.4%	358	6.4%	347	6.4%
6-Person Household	226	2.9%	151	2.7%	152	2.8%
7-Person Household	211	2.7%	140	2.5%	146	2.7%
Total	7,810	100%	5,595	100%	5,425	100%

Source: US Census Bureau, Population and Housing, ESRI Forecasts, 2010

1.6 Educational Attainment

Table 1.11 illustrates the highest educational attainment levels of residents in College Park. College Park is comparable to state and national rates in many of the attainment levels. In 2010, high school graduates account for 28.6% of the City's population, which is very close to the state and national levels. In addition, residents with some college represent 25% of the College Park population. Since 2000, the percentage of College Park residents completing a post-secondary course of study has risen significantly, with a 1% increase in associate degree graduates, 5.1% increase in residents completing a bachelor's degree, and a 2% increase in graduate or professional degree recipients. This is slightly down from the 2000 census but approximately 5% above the state and national average. Estimates for 2010 indicate that 56% of College Park residents have obtained some level of post-secondary education, 6.1% higher than statewide figures, and 4.2% higher than the US as a whole.

Table 1.11 Educational Attainment

Educational Attainment	2000	2005	2010	Georgia	US
Less than 9th Grade	6.3%	4.6%	4.6%	7.54%	7.55%
9th to 12th Grade (no diploma)	16.6%	10.8%	10.8%	13.86%	12.05%
High School Graduate (Includes Equivalency)	27.9%	28.6%	28.6%	28.71%	28.63%
Some College (No Degree)	26.6%	25.5%	25.5%	20.40%	21.05%
Associate Degree	5.6%	6.6%	6.6%	5.19%	6.32%
Bachelor's Degree	12.4%	17.5%	17.5%	16.01%	15.54%
Graduate or Professional Degree	4.6%	6.4%	6.4%	8.30%	8.86%

Source: US Census Bureau, Population and Housing Forecasts, 2040

1.7 Income and Poverty

Historical and projected trends suggest that College Park's median household income will continue to rise through 2015, as depicted in Table 1.12. In 1990, median household income in College Park was recorded at $22,272, and has steadily increased over the past 20 years. Between 1990 and 2010, median household income in College Park increased by approximately 95%. While College Park's median household income remains approximately 20% lower than the median household income for the State of Georgia, the City has experienced a 7% greater rate of increase since 1990 than the State as a whole. Also, the disparity between median household incomes in College Park and the State in 2010 is approximately 7% less than reported in 2000. By 2015, median household income in College Park is expected to reach $50,161.

Table 1.12: Median Household Income Trend 1990-2015

	1990	2000	2005	2010	2015
Median Household Income- College Park	$22,272	$30,921	$41,600	$43,463	$50,161
Median Household Income- Georgia	$29,021	$42,433	$49,502	$54,344	$64,184

Source: US Census Bureau, Population and Housing, ESRI Forecasts, 2010

Poverty status is determined through a comparison of income and family size and the number of children present. According to the annual US Census Bureau Report, "Income, Poverty, and Health Insurance Coverage in the United States: 2009," released in September, 2010, the national poverty level for a two-parent family of four is $21,756. The report indicates that nationwide the poverty rate increased from 13.2% in 2008 to 14.3% in 2009. The poverty rate for the State of Georgia is reported to be 16.9% in 2009, an increase from 13.1% in 2008. The increasing poverty rate can be attributed to the current economic recession, which has resulted in substantial job loss. Due to job loss, many throughout the US and Georgia who were previously working and middle class have now fallen below the poverty line. A number of these residents have been unemployed for a long period of time, further impacting their household financial status.

Overall, 3,319 residents within College Park, comprising 23.8% of the City's population, are living below the poverty level, as shown in Table 1.13. In 2010, residents ranging in age from 18 to 64 accounted for 64.7% of those living below the poverty rate, representing 15.4% of the total population. Nearly 30% of College Park residents living in poverty are children below the age of 18, while approximately 5.5% of residents living in poverty are senior citizens age 65 and older. Overall, the poverty rate in College Park is 13% higher than in Clayton County, and 2.4% higher than in Fulton County. Likewise, the poverty rate within the City of College Park is also significantly higher than

state and national levels. Given the relatively low median household income and high rate of poverty experienced by some residents within the City of College Park, particularly during these challenging economic times, the City may need to enhance or expand social services, as well as its efforts to connect residents in need with the appropriate services.

Table 1.13: Poverty Status by Age Group 2010

	College Park		Clayton County		Fulton County	
	Total	%	Total	%	Total	%
Total (population with poverty status determined)	13,942	100%	259,424	100%	920,581	100%
Total persons with incomes in 2010 below poverty level	3,318	23.8%	28,018	10.8%	197,004	21.4%
Under 5 years	362	2.6%	2,335	0.9%	21,173	2.3%
5 years	42	0.3%	3,343	1.3%	5,523	0.6%
6 to 11 years	362	2.6%	519	0.2%	23,935	2.6%
12 to 17 years	223	1.6%	4,151	1.6%	19,332	2.1%
18 to 64 years	2,147	15.4%	15,047	5.8%	100,343	10.9%
65 to 74 years	70	0.5%	1,557	0.6%	11,968	1.3%
75 years and over	112	0.8%	1,038	0.4%	14,729	1.6%

Source: US Census Bureau, Population and Housing, ESRI Forecasts, 2010

As required by the Georgia Department of Community Affairs, the following economic development analysis examines economic trends and characteristics that shape the current and future needs of the City of College Park. Specifically, this analysis will evaluate:

- *Economic Base:* Various sectors and industries that constitute the economy of College Park have been identified and quantified. This section evaluates the economic base of College Park in comparison to that of neighboring jurisdictions and the State of Georgia.
- *Labor Force:* The characteristics of College Park's labor force have been evaluated, including employment status, occupations, income, wages and commuting patterns.
- *Economic Resources:* This section highlights a number of resources that are available to provide programs, tools, education, training and other economic resources to businesses and residents of the City.
- *Economic Trends:* Within this section, an overview of ongoing economic trends affecting the City of College Park is provided. Major economic trends that have impacted the growth and decline of College Park's employment sectors are discussed, as well as unique economic situations, major employers and important new developments.

2.1 Economic Base

In order to maintain a strong economic base, it is critical that the economy of the City of College Park is diverse, as a diverse economy is more resistant to economic downturns and recessions in specific industries. Furthermore, maintenance of a diverse economy provides a range of employment opportunities for job seekers and entrepreneurs alike.

As shown in Table 2.1 below, the Services sector leads the City in employment, number of establishment, and sales in 2010. This sector includes educational services, health services, and business services. Finance, Insurance and Real Estate (FIRE) is the second largest employment sector, also second in number of establishments and sale. A significant proportion of jobs within the City of College Park are also held within the Transportation, Communications, and Utilities sector.

Table 2.1: Employment, Establishments and Sales by Sector 2010, College Park

Sector	Employment	%	Establishments	%	Sales (Millions)	%
Agriculture, Forestry and Mining	10	0.1%	1	0.1%	0.7	<0.1%
Construction	875	6.3%	38	3.9%	101	8.1%
Manufacturing	279	2.0%	22	2.3%	38	3.0%
Transportation, Communications, and Utilities	2,078	15.1%	80	8.2%	210	16.8%
Wholesale Trade	226	1.6%	21	2.2%	219	17.5%
Finance, Insurance and Real Estate	2,557	18.5%	121	12.5%	256	20.5%
Services	7,118	51.5%	606	62.5%	425	34.0%
Government	579	4.2%	44	4.5%	0	0%
Other	94	0.7%	37	3.8%	0	0%
Total	13,816	100%	970	100%	1249.7	100%

Source: Claritas, June 2010

Gateway Center

Marriott Hotel at Gateway Center

Table 2.2 below reflects the projected employment in the City of College Park by employment sector. In 2010, Arts, Entertainment, Recreation, Accommodations and Food Services, and Professional, Scientific, Management Administrative and Waste Management Services are the predominant employment sectors within the City, encompassing 19.5% and 16.2% of jobs in the City, respectively. Steady growth is anticipated within both of these sectors through 2030. The substantial proportion of jobs in the Arts, Entertainment, Recreation, Accommodations and Food Services sector can be attributed to the City's proximity to Hartsfield-Jackson Atlanta International Airport, and the vast offering of hotels and restaurants serving the airport area. It should be noted that recent additions at the Gateway Center complex, which includes the Georgia International Convention Center, two new hotels, office space, the ATL SkyTrain and the recently

consolidated Rental Car Center (RCC) have also contributed significantly to the economic base of College Park.

Brake Pad restaurant on Main Street

Currently, Retail Trade comprises a moderate proportion of College Park's employment offerings. In the future, it is expected that some key areas in the City will experience development and redevelopment which will contribute to an increase in Retail Trade. These areas include the Old National Highway corridor, which is poised for redevelopment; Camp Creek Parkway, particularly near the Georgia International Convention Center (GICC), and Downtown College Park. The development and redevelopment of these areas will further contribute to the projected increase in the Arts, Entertainment, Recreation, Accommodations and Food Services sector. Furthermore, opportunities presented by the redevelopment of vacant property in Downtown College Park, as well as further expansion of the office space at Gateway Center, is expected to contribute to an increase in the Finance, Insurance and Real Estate sector and the Professional, Scientific, Management, Administrative and Waste Management Services sector.

Table 2.2: Projected Employment by Sector (%) 2010-2030, College Park

Category	2010	2015	2020	2025	2030
Total Employed Civilian Population	100%	100%	100%	100%	100%
Agriculture, Forestry, Fishing, Hunting and Mining	0.1%	0.1%	0%	0%	0%
Construction	7.7%	8.3%	8.9%	9.5%	10.1%
Manufacturing	3.8%	3.7%	3.6%	3.5%	3.4%
Wholesale Trade	1.9%	1.6%	1.3%	1.0%	0.7%
Retail Trade	6.7%	7.5%	8.3%	9.1%	9.9%
Transportation, Warehousing and Utilities	8.5%	7.2%	5.8%	4.5%	3.3%
Information	4.2%	5.1%	5.5%	5.9%	6.3%
Finance, Insurance and Real Estate	7.0%	7.6%	8.2%	8.8%	9.4%
Professional, Scientific, Management, Administrative and Waste Management Services	16.2%	17.2%	18.2%	19.2%	20.2%
Educational, Health and Social Services	14.1%	11.7%	9.6%	7.3%	4.9%
Arts, Entertainment, Recreation, Accommodations and Food Services	19.5%	20.1%	20.6%	21.1%	21.6%
Other Services	9.1%	9.3%	9.5%	9.7%	9.9%
Public Administration	0.7%	0.6%	0.5%	0.4%	0.3%

Source: Georgia Department of Community Affairs, City of College Park

Table 2.3 lists current employment by occupation within College Park. Again, this data reflects a high concentration of jobs in the Transportation and Utilities and Hospitality and Food Services fields, which are supportive of the travel and hospitality industry that is so prevalent in the City.

Table 2.3: Employment by Occupation 2010, College Park

Occupation	Workers	%
Agricultural/Mining	34	0.4%
Construction	458	5.4%
Manufacturing	339	4.0%
Wholesale Trade	203	2.4%
Retail	822	9.7%
Transportation and Utilities	1,043	12.3%
Information	263	3.1%
Finance, Insurance and Real Estate	670	7.9%
Hospitality and Food Services	4,281	50.5%
Public Administration	364	4.3%
Total	8,477	100%

Source: U.S. Census Bureau, ESRI Forecast 2010

As shown in the tables above, the presence of manufacturing jobs in College Park is significantly less than the job opportunities provided in other employment sectors such as the Hospitality and Food Services industry. Nonetheless, Manufacturing is a critical employment sector in the City, as jobs in this industry often offer higher wages than other sectors, particularly to individuals with limited skills or experience who are seeking entry-level positions.

Table 2.4 identifies manufacturers in College Park and employment figures for each. Among the most prominent products offered by manufacturers in the City are food products, printed materials, and automobile and aviation products.

Table 2.4: Manufacturing Companies and Employment 2010, College Park

Manufacturer	SIC Code	Product	Employment
Allied Ready Mix	3241, 3273	Concrete Block, Concrete Mix	14
Atlanta Coca-Cola Bottling	2086	Soft Drinks	110
B & P Iron	3441, 3446, 3449	Iron and Steel Products	32
Barrows Printing	2752	Commercial Printing	4
Buzzi Unicem	3241	Portland Cement	5
Georgia Pallet Operation	2448	Pallets	4
Interstate Truck Equipment	3713	Truck Bodies	38
LaFarge Concrete	3273	Ready-Mix Concrete	15
Scholle	2851, 2899	Lacquer, Battery Acid Electrolyte	23
Valvoline	2992	Oil Blending & Compounding	32
Total			277

Source: Claritas, June 2010, City of College Park Economic Development

Table 2.5 lists the largest employers in College Park and the neighboring cities of Atlanta, Hapeville and Forest Park. Hartsfield-Jackson Atlanta International Airport is by far the largest employer in the area. In fact, the Airport is the largest economic engine in the State of Georgia, providing employment to thousands of Georgians not only on Airport property, but also through a number of entities that provide goods and services to support the Airport. As shown below, many of the top employers in the area are in aviation-related fields, including the Federal Aviation Administration, which is located on Columbia Avenue in College Park, the Airtran Airlines Call Center, and Weber Aircraft.

In addition to the aforementioned aviation-related entities, College Park is home to a number of key employers providing food products, including the Chick-Fil-A Headquarters, Sysco Foods, Sylvest Farms, and Coca-Cola Bottling.

Table 2.5: Top Employers of College Park, Atlanta, Hapeville, Forest Park

Employer	Employees
Hartsfield-Jackson Atlanta International Airport	56,000
Delta Airlines	27,100
Atlantic Southeast Airlines	3,200
Federal Aviation Administration	1,400
Chick-fil-A Corporate Headquarters	1,000
Sysco Foods	680
Woodward Academy	660
AirTran Airways Corporate Headquarters and Reservations Center	600
Coca-Cola Bottling	290
Marriott Atlanta Airport Hotel	280
Anchor Hospital	250
Westin Atlanta Airport Hotel	220
DHL Global Forwarding	150
Zodiac Services Americas (Aviation Repair)	146
Talbott Recovery Campus	85
John Weiland Support Companies	72

Source: City of College Park Economic Development

2.2 Labor Force

A community's labor force is an important indicator of the local economy, as having a well-qualified and available work force is a key attractant for potential employers in the City. As indicated in Table 2.6 below, the labor force in College Park has experienced numerical growth between 2000 and 2005, but saw decline in the latter half of the decade. The percentage of College Park residents in the labor force increased by 3.6% between 2000 and 2005, and then decreased by 2.5% between 2005 and 2010. Also of note, the percentage of males in the labor force experienced an increase between 2000 and 2005, followed by a subsequent decrease between 2005 and 2010. The percentage of females participating in the labor force, however, has increased steadily and is 7.1% higher in 2010 than in 2000.

In recent years economic recession has substantially impacted the economy of the nation and the state, as well as local economies. College Park has been no exception, as indicated by the labor force participation data. Many residents have experienced job losses and long-term unemployment has left some residents feeling hopeless, resulting in withdrawal from the labor force entirely. For decades, the "Baby Boomer" generation has comprised a large proportion of the American population. As this generation is at or near retirement age, employer cutbacks have prompted many to enter retirement

perhaps earlier than initially planned, further contributing to the changes in the labor force. Additionally, many who have experienced job loss may have temporarily left the labor force in order to obtain additional education or training.

Table 2.6: Labor Force Participation 2000-2010, College Park

Category	2000	%	2005	%	2010	%
Total Males and Females 16 and older	15,053	100%	20,382	100%	10,298	100%
In Labor Force	10,597	70.4%	15,092	74.0%	7,363	71.5%
Civilian Labor Force	10,559	70.1%	15,042	73.8%	7,342	71.3%
Civilian Employed	9,685	64.3%	13,778	67.6%	6,621	64.3%
Civilian Unemployed	874	5.8%	1,264	6.2%	721	7.0%
In Armed Forces	38	0.3%	50	0.2%	21	0.2%
Not in Labor Force	4,456	29.6%	5,290	26.0%	2,935	28.5%
Total Males	7,066	100%	9,824	100%	4761	100%
Males in Labor Force	5,208	73.7%	7,705	78.4%	3,590	75.4%
Males Civilian Labor Force	5,189	73.4%	7,677	78.1%	3,580	75.2%
Males Civilian Employed	4,916	69.6%	6,901	70.2%	3,199	67.2%
Males Civilian Unemployed	273	3.9%	776	7.9%	381	8.0%
Males in Armed Forces	19	0.3%	28	0.3%	10	0.2%
Males Not in Labor Force	1,858	26.3%	2,119	21.6%	1,166	24.5%
Total Females	7,987	100%	10,558	100%	5,537	100%
Females in Labor Force	5,389	67.5%	7,387	70.0%	4,131	74.6%
Females in Civilian Labor Force	5,370	67.2%	7,365	69.8%	4,120	74.4%
Females Civilian Employed	4,769	59.7%	6,877	65.1%	3,787	68.4%
Females Civilian Unemployed	601	7.5%	488	4.6%	338	6.1%
Females in Armed Forces	19	0.2%	22	0.2%	11	0.2%
Females not in Labor Force	2,598	32.5%	3,171	30.0%	1,406	25.4%

Source: Georgia Department of Community Affairs; ESRI 2010; Georgia Department of Labor, 2010; Census 2010

The Bureau of Labor Statistics, which is charged with tracking employment data, defines unemployed persons as those who, "…do not have a job, have actively looked for work in the prior four weeks, and are currently available for work." Unemployment not only affects workers and their families through lost wages, it also detrimentally impacts the economy of the community as a whole, as the purchasing power lost by unemployed individuals directly contributes to a reduction in revenue for area employers, frequently resulting in unemployment for others.

Table 2.7 illustrates the annual labor force, employment and unemployment trends for Clayton County, Fulton County, the State of Georgia and the United States between 2004 and 2010. In 2004, Clayton and Fulton County, as well as the State as a whole, reported an unemployment rate lower than the national rate of 6.0%. Both Clayton and Fulton County reported the lowest unemployment rates in 2007 with 5.7% and 4.8% respectively, while Georgia and the U.S. had 5.1% at that time. Throughout the State and the nation, as well as Clayton and Fulton Counties, 2008 saw a sharp increase in unemployment; however, the increase experienced by the counties was a bit less than state and national figures. As unemployment rates for the state and the nation continued to rise in 2009, Clayton and Fulton County once again experience a dramatic increase, with unemployment in Clayton County topping 12% and Fulton County reaching 10.5%. In 2010, Clayton County and Fulton County reported 12.3% and 10.8% unemployment, respectively. This is higher than the statewide unemployment rate of 10.3%, and the nationwide rate of 9.9%, reported in July, 2010.

Table 2.7: Annual Labor Force, Employment and Unemployment 2004-2010, Clayton County, Fulton County, Georgia, U.S.

Category	2004	2005	2006	2007	2008	2009	2010
Clayton Total Labor Force	133,098	136,868	135,830	135,716	135,467	134,380	131,879
No. Employed	125,400	127,705	127,955	127,918	125,162	118,132	115,632
No. Unemployed	7,698	9,163	7,875	7,798	10,305	16,248	16,247
Unemployment Rate	5.8	6.7	5.8	5.7	7.6	12.1	12.3
Fulton Total Labor Force	450,313	459,968	473,733	487,094	493,214	486,713	477,856
No. Employed	427,383	433,821	450,238	463,503	461,396	435,477	426,264
No. Unemployed	7,798	9,163	7,875	7,798	10,305	16,248	16,247
Unemployment Rate	5.1	5.7	5.0	4.8	6.5	10.5	10.8
Georgia Total Labor Force	4,535,747	4,676,099	4,783,764	4,832,699	4,834,398	4,800,242	4,684,895
No. Employed	4,300,949	4,444,202	4,569,718	4,587,475	4,444,837	4,311,800	4,202,137
No. Unemployed	234,798	231,897	214,046	245,224	384,561	488,442	482,758
Unemployment Rate	5.2	5.0	4.5	5.1	8.0	10.0	10.3
U.S. Total Labor Force (1000s)	146,842	148,029	150,201	153,117	154,048	155,759	154,767
No. Employed (1000s)	138,472	140,245	143,142	146,032	146,421	140,038	139,852
No. Unemployed (1000s)	8,370	7,784	7,059	7,085	7,628	12,721	12,885
Unemployment Rate	6.0	5.8	5.5	5.1	8.1	9.5	9.9

Source: U.S. Bureau of Labor Statistices, July 2010. Georgia Department of Labor, June 2010

Employment income is another critical economic indicator, as this, in large part, dictates the ability of individuals to contribute to the local economy utilizing purchasing power. Tables 2.8 - 2.11 below reflect the average weekly wages by sector for the City of College Park, Clayton County, Fulton County, and the State of Georgia between 2000 and 2010. Overall, average weekly wages in the City have increased by approximately 20% since 2000, from $891 to $1,071 per week. This is a significantly higher rate of increase than was experienced by Clayton and Fulton Counties, as well as the State. Furthermore, the average weekly wage reported for all industries within the City of College Park in 2010 is higher than the reported weekly wage for the Counties or the

State. Most employment sectors experienced an increase in wages; however, some exceptions within the City include the Construction, Professional and Technical, Accommodations and Food Service, and Others Services sectors. The Manufacturing, Information, Finance and Insurance, and Management sectors experienced the greatest increases in average weekly wages in the City with $393, $280, $216, and $172, respectively. Overall, the sectors reporting the highest average weekly wages in College Park in 2010 are Management ($1,691), Information ($1,441), Manufacturing ($1,416), Professional and Technical ($1, 297), Wholesale Trade ($1,288), and Finance and Insurance ($1,236). The sectors reporting the lowest average weekly wages in College Park include Arts, Entertainment and Recreation ($290), Accommodations and Food Services ($370), Other Services ($553), and Retail ($566). Professional/Technical and Accommodations/Food Service experienced minor decreases in average weekly wages of $2 and $9, respectively, while Construction and Other Services experienced larger decrease of $35 and $95, respectively.

As shown in the tables below, Clayton County's average weekly wages for all industries is significantly lower than reported by College Park and Fulton County; however, it is equivalent to the data provided for the State. In 2010, the average weekly wages for all industries in College Park is approximately 35.5% higher than the average weekly wages for the State.

Table 2.8: Average Weekly Wages by Sector 2000-2010, College Park

Sector	2000	2005	2010
Agriculture	n/a	n/a	n/a
Mining	n/a	n/a	n/a
Utilities	$899	$970	$986
Construction	$887	$1,032	$997
Manufacturing	$989	$1,244	$1,416
Wholesale Trade	$1,207	$1,283	$1,288
Retail	$506	$554	$566
Transportation and Warehousing	$879	$981	$992
Information	$769	$1,048	$1,441
Finance and Insurance	$676	$956	$1,236
Real Estate	$473	$541	$609
Professional and Technical	$1,118	$1,299	$1,297
Management	$1,259	$1,475	$1,691
Administrative	$376	$436	$490
Educational Services	$375	$535	$601
Health Care and Social Work	$706	$842	$878
Arts, Entertainment and Recreation	$218	$258	$290
Accommodations and Food Service	$369	$379	$370
Other Services	$481	$648	$553
All Industries	$891	$1,058	$1,071

Source: Bureau of Labor Statistics. Wages listed are for private firms only. ESRI Forecasts, 2010

Table 2.9: Average Weekly Wages by Sector 2000-2010, Clayton County

Sector	2000	2005	2010
Agriculture	n/a	n/a	n/a
Mining	n/a	n/a	n/a
Utilities	n/a	n/a	n/a
Construction	$687	$795	$790
Manufacturing	$716	$788	$858
Wholesale Trade	n/a	n/a	n/a
Retail	$445	$517	$589
Transportation and Warehousing	$1,067	$1,139	$1,211
Information	$768	$1,048	$1,441
Finance and Insurance	$676	$956	$1,236
Real Estate	$473	$541	$609
Professional and Technical	$1,118	$1,299	$1,297
Management	$1,259	$1,475	$1,691
Administrative	$376	$436	$490
Educational Services	$375	$535	$601
Health Care and Social Work	$706	$842	$878
Arts, Entertainment and Recreation	$218	$258	$290
Accommodations and Food Service	$229	$267	$287
Other Services	$481	$517	$553
All Industries	$737	$716	$748

Source: Bureau of Labor Statistics. Wages listed are for private firms only. ESRI Forecasts, 2010

Table 2.10: Average Weekly Wages by Sector 2000-2010, Fulton County

Sector	2000	2005	2010
Agriculture	$812	$406	$401
Mining	$996	$868	$862
Utilities	$1,644	$1,908	$2,138
Construction	$900	$932	$900
Manufacturing	$1,076	$1,156	$1,146
Wholesale Trade	$1,207	$1,283	$1,288
Retail	$506	$554	$566
Transportation and Warehousing	$857	$877	$870
Information	$1,286	$1,354	$1,422
Finance and Insurance	$1,460	$1,564	$1,588
Real Estate	$861	$897	$890
Professional and Technical	$1,351	$1,363	$1,375
Management	$1,361	$1,358	$1,342
Administrative	$559	$619	$669
Educational Services	$666	$697	$692
Health Care and Social Work	$797	$949	$952
Arts, Entertainment and Recreation	$908	$891	$889
Accommodations and Food Service	$369	$379	$370
Other Services	$536	$648	$645
All Industries	$918	$968	$1,028

Source: Bureau of Labor Statistics. Wages listed are for private firms only. ESRI Forecasts, 2010

Table 2.11: Average Weekly Wages by Sector 2000-2010, Georgia

Sector	2000	2005	2010
Agriculture	$416	$425	$430
Mining	$857	$1,094	$1,151
Utilities	$1,235	$1,463	$1,664
Construction	$686	$894	$810
Manufacturing	$712	$772	$805
Wholesale Trade	$1,021	$1,023	$1,024
Retail	$433	$443	$441
Transportation and Warehousing	$807	$875	$890
Information	$1,101	$1,201	$1,190
Finance and Insurance	$1,051	$1,251	$1,271
Real Estate	$669	$781	$889
Professional and Technical	$1,081	$1,113	$1,145
Management	$1,122	$1,246	$1,370
Administrative	$473	$521	$569
Educational Services	$568	$620	$672
Health Care and Social Work	$654	$750	$772
Arts, Entertainment and Recreation	$523	$771	$680
Accommodations and Food Service	$257	$267	$287
Other Services	$451	$515	$520
All Industries	$684	$716	$748

Source: Bureau of Labor Statistics. Wages listed are for private firms only. ESRI Forecasts, 2010

In the City of College Park, 84.1% of households report earnings, with 83.8% reporting wage or salary income. This is slightly higher than in the State of Georgia. While the percentage of households reporting wage or salary income in the City is greater than in the State, a notably smaller proportion of College Park households report income from interest, dividends or rental, with 13.9% of College Park households reporting income from these sources as compared to 36.7% of households statewide. Additionally, the percentage of households reporting Social Security income in College Park is significantly less than statewide, with 15.8% and 29.3%, respectively. A slightly smaller percentage of the City's population reports collecting public assistance than in the State. Also, the percentage of College Park households drawing retirement income is less than statewide. The relatively limited number of households reporting income from Social Security and retirement can be attributed to the predominance of younger individuals in the City, particularly those in the family forming age group (25-44). In 2010, only 6.4% of College Park residents are age 65 or older.

Table 2.12: Sources of Household Income 2010, Residents of College Park

Source of Household Income in 2010	Households in College Park	% College Park Households	% Georgia Households
With Earnings	6,740	84.1%	82.4%
With Wage or Salary Income	6,716	83.8%	80.2%
With Self Employment Income	449	5.6%	13.8%
Interest, Dividends or Net Rental Income	1,114	13.9%	36.7%
Social Security Income	129	15.8%	29.3%
Public Assistance	833	10.4%	11.8%
Retirement Income	954	11.9%	13.4%
Total Households	8,014	100%	100%

Source: U.S. Bureau of Labor Statistics, July 2010. Georgia Department of Labor, June 2010.

Many residents of College Park work close to home, with 49.1% of employed College Park residents working in either Clayton or Fulton Counties, within which the City is located. Additionally, 16.6% of employed College Park residents work in neighboring DeKalb, Douglas, Fayette, and Henry Counties.

Table 2.13: County of Employment for College Park Residents

Category	1990	%	2000	%	2010	%
Total Workforce	9,989	100%	15,054	100%	7,363	100%
Clayton County	1,651	16.5%	2,113	14.0	898	12.2
Cobb County	1,302	13.0%	2,339	15.5%	1,284	17.5%
DeKalb County	1,321	13.2%	2,166	14.4%	950	12.9%
Douglas County	60	0.6%	90	0.6%	44	0.6%
Fayette County	300	3.0%	461	3.1%	221	3.0%
Fulton County	3,853	38.6%	5,327	35.4%	5,2,717	36.9%
Gwinnett County	1,401	14.1%	2,550	16.9%	1,237	16.8%
Henry County	101	1.0%	8	0.1%	7	0.1%

Source: U.S. Bureau of Labor and Statistics, July 2010. Georgia Department of Labor, June 2010.

2.3 Economic Resources

There are a number of entities that provide economic development services and promote growth within the City of College Park and surrounding jurisdictions. Additionally, there are tools available to further promote and incentivize economic development.

2.3.1 Economic Development Agencies

- **College Park Business and Industrial Development Authority (BIDA)-** BIDA exists to promote the establishment and expansion of businesses in the City of College Park. This body supports economic development initiatives by offering BIDA owned property and access to various funding resources. Perhaps most notably, BIDA was instrumental in securing bond financing of $650 million for the Rental Car Center and ATL SkyTrain, as well as Georgia International Convention Center, the cornerstone of the Gateway Center complex.

- **Development Authority of Fulton County-** Established in 1973, the Development Authority of Fulton County has been tasked with stimulating quality economic development throughout unincorporated Fulton County, as well as the municipalities located within the County. The Authority provides a breadth of tools and services to promote economic development, including bond financing, development incentives, and business recruitment and retention strategies. Furthermore, the Authority provides site location and permitting assistance, as well as access to workforce training programs. As reported on the Authority's website, it has issued more than $7.5 billion in bonds and assisted in excess of 300 businesses to build, upgrade, renovate, expand or relocate in Fulton County.

- **Development Authority of Clayton County-** The Development Authority of Clayton County, like its Fulton County counterpart, was established by the Georgia General Assembly for the purpose of promoting trade, commerce, industry, and employment opportunities for the public good and to promote the general welfare of the State. The Authority provides bond financing and other services and incentives to promote quality economic development in Clayton County.

- **Joint Development Authority of Metro Atlanta (JDAMA)-** JDAMA is a joint body comprised of representatives of Clayton, DeKalb, Fulton and Rockdale Counties coordinating on regional economic development efforts. The combined population of the areas served by JDAMA makes up 25% of the population of the State of Georgia. Participation in JDAMA entitles companies within the service area to a per-job state tax credit.

- **South Fulton Chamber of Commerce-** The South Fulton Chamber of Commerce takes its roots in the East Point Chamber of Commerce, which was founded in 1947. In 1969, the East Point Chamber of Commerce merged with the College Park Chamber of Commerce and changed its name to its current moniker, the South Fulton Chamber of Commerce. Today, the South Fulton Chamber of Commerce serves businesses throughout South Fulton, including the cities of College Park, East Point, Hapeville, Union City, Fairburn, Palmetto, and Chattahoochee Hills.

- **Airport Area Chamber of Commerce-** The Airport Area Chamber of Commerce was founded over fifty years ago in order to promote the development and growth of business in the area surrounding Hartsfield-Jackson Atlanta International Airport. The Chamber provides a number of services to area businesses, including networking opportunities, information sharing, and group discounts of products and services of benefit to the business community.

- **Old National Merchants Association-** Founded in 1989, the Old National Merchants Association seeks to, "create a healthy economic environment for merchants and the community." For over twenty years, the Association has worked to improve the Old National Highway Corridor and to support business success in the area.

2.3.2 Economic Development Programs

In 1997, the Georgia General Assembly enacted the Enterprise Zone Employment Act as a mechanism to improve areas that are experiencing disinvestment, underdevelopment and economic declined. In designated Enterprise Zone areas, employers establishing a minimum of five new full-time jobs within the community

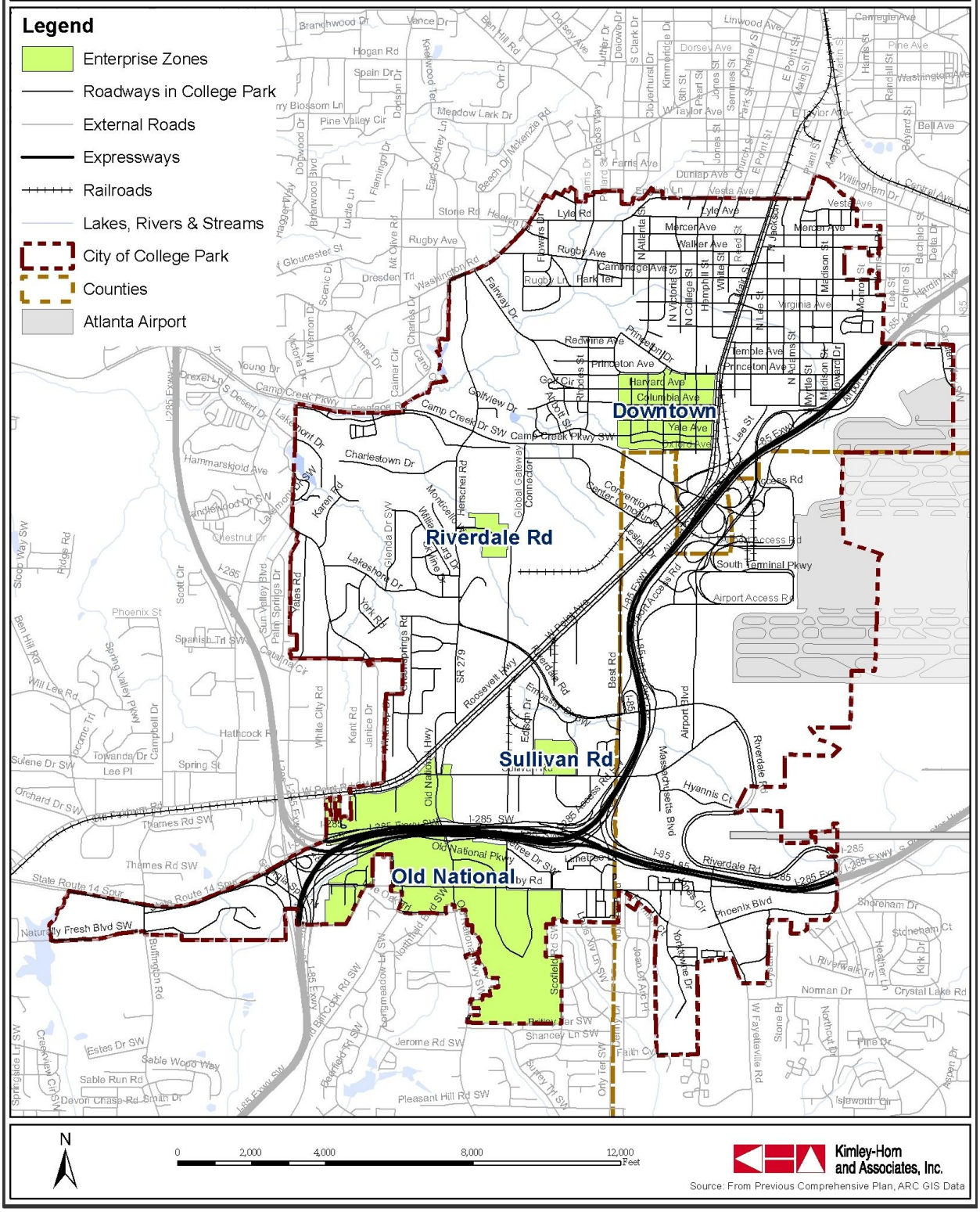
Vacant commercial center on Old National Highway

and striving to employ low and moderate income individuals are eligible for incentives. Specific incentives include property tax exemptions, abatement or reduction in occupation taxes, regulatory fees, building inspection fees, and other fees to which a qualifying business would otherwise be subject. The State has established five criteria for the establishment of Enterprise Zones, of which four must be met:

1. Pervasive poverty established using Census data. Each block group must report a minimum of 20% poverty.
2. Average unemployment rate for the preceding year at least 10% higher than state averages, or experiencing significant job dislocation.
3. Underdevelopment evidenced by lack of building permits, licenses, land disturbance permits, etc. lower than development activity within the local jurisdiction.
4. General distress and adverse conditions, which may include population decline, health and safety issues, among others.
5. General blight, evidenced by the inclusion of any portion of the nominated area in an urban redevelopment area.

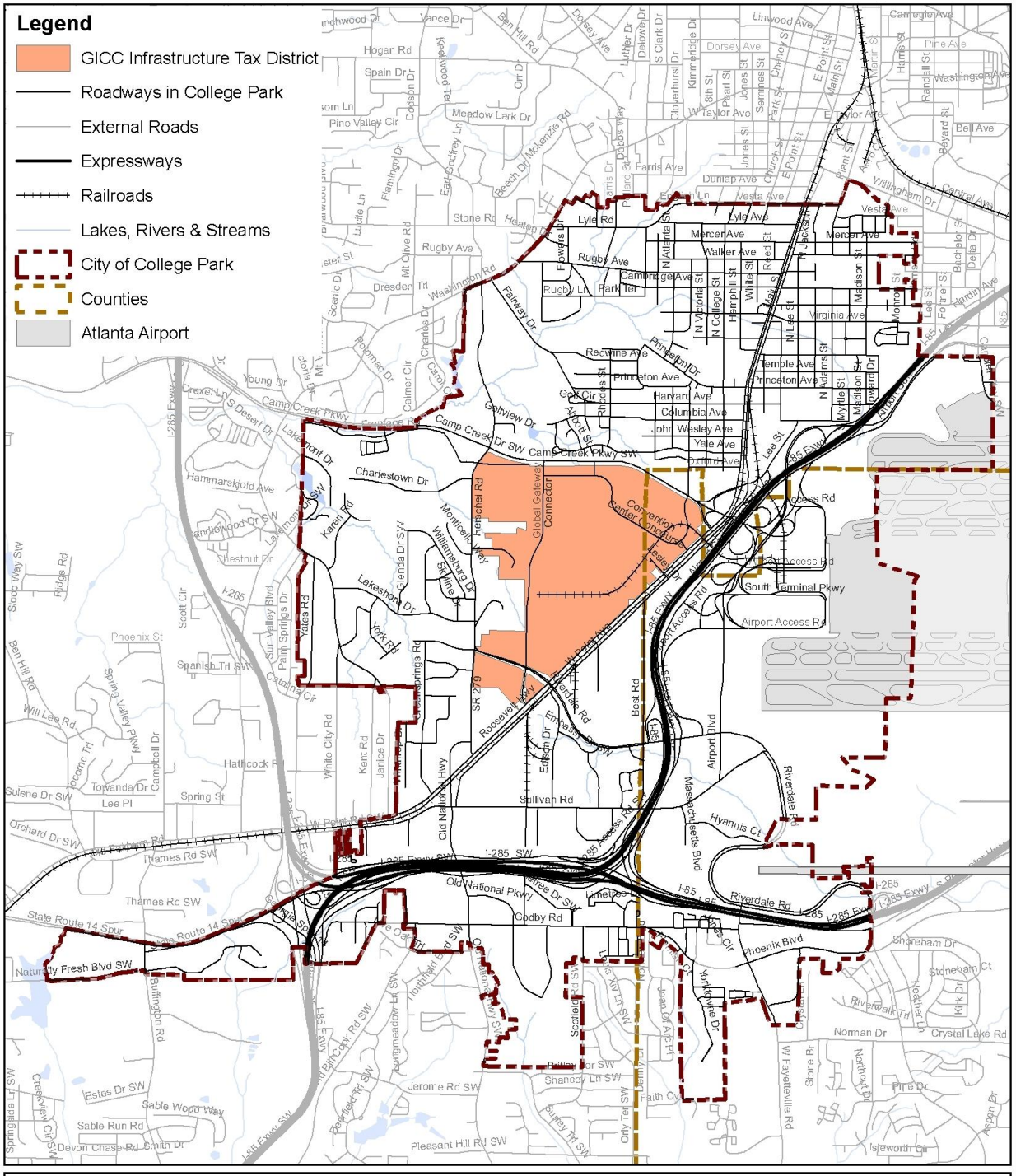
Within College Park, many areas along the Old National Highway corridor have been designated as Enterprise Zones. Additional Enterprise Zones are located on Sullivan Road, Herschel Park Drive, and in Downtown College Park. Figure 2.1 identifies the location of Enterprise Zones within the City.

Figure 2.1: Enterprise Zones, City of College Park



In order to fund infrastructure improvements to support the Georgia International Convention Center (GICC) and Gateway Center development, a special taxation district has been established. The GICC Infrastructure Special Tax District is shown on Figure 2.2.

Figure 2.2: GICC Infrastructure Special Tax District



A number of secondary educational opportunities and job training are available to College Park residents through the numerous entities, including nearby technical schools, colleges and universities. In addition to these offerings two job training programs serving the City are the Fulton County Workforce Preparation Empowerment Service and the Electronic Access Network.

The Fulton County Workforce Preparation Empowerment Service is offered by the Fulton County Human Services Department. Four one-stop career centers, as well as 22 electronic access network sites, have been established throughout Fulton County to provide employment and training services, and other related services, to Fulton County residents. This service provides employers and job seekers with free services that link current labor market and financial information, employment readiness, skill upgrade, and support services to a single unified system.

The Electronic Access Network has been developed by the Georgia Department of Labor to facilitate the provision of Workforce Investment Act (WIA) services and to meet WIA reporting and performance accountability requirements. The automated system is a component of Georgia's One Stop Career Network, and services provided include outreach and recruitment assistance, labor market information, unemployment insurance information, hiring incentive information, tax credit information, job ready candidates for vacancies, job training resources, and space for interviewing candidates, rapid response information and training information.

2.4 Economic Trends

Office Space at Gateway Center

As evidenced by the previously discussed data, College Park has a number of employment sectors that are prevalent throughout the City and expected to continue growing through the planning period. Specifically, these sectors include the Arts, Entertainment, Recreation, Accommodations and Food Services Sector and Professional, Scientific, Management Administrative and Waste Management Services sector. Similarly, the most abundant occupations in College Park are those in the Hospitality and Food Services industry. Currently, a substantial number of hotels and restaurants exist within the City to serve the traveling public, particularly those traveling through Hartsfield-Jackson Atlanta International Airport. While manufacturing is limited in the City, the goods that are produced by College Park manufacturers, including food products and aviation components, are also reflective of the significance of the hospitality and aviation industries in the area.

While the Arts, Entertainment, Recreation, Accommodations and Food Services sector is a critical component of College Park's local economy, this sector offers the lowest wages, with average weekly wages for 2010 of $290 for Arts, Entertainment and Recreation employees, and $370 for Accommodations and Food Services employees. Conversely, some of the higher paying sectors in College Park are those that will be among the least prevalent by 2030. These include employment opportunities in the Manufacturing, Wholesale Trade, and Information sectors. While these sectors are expected to experience little or no growth over the course of the next twenty years, two of the higher paying sectors, Professional and Technical and Management, are expected to experience significant growth between 2010 and 2030. With the addition of Class A office space at Gateway Center, as well as implementation of the College Park Activity Center Livable Centers Initiative Plan, which calls for additional office space and, perhaps, a corporate of educational campus, will provide facilities for employers offering jobs in these sectors. This will provide additional opportunities for College Park residents, many of whom are highly-educated, to obtain well-paying jobs close to home.

Moving forward, the City should continue to maximize the opportunities provided by its proximity to Hartsfield-Jackson Atlanta International Airport and its remarkable accessibility to the Atlanta region via major arterial roads and interstate highways.

Furthermore, the City has a tremendous asset in the Georgia International Convention Center (GICC), the second-largest convention center in the State of Georgia. With the addition of Class A office space and two new hotels at the Gateway Center complex, as well as the Consolidated Rental Car Facility (CONRAC) and ATL SkyTrain in 2009 and 2010, a multitude of jobs have been created and GICC itself has enjoyed a remarkable upsurge in convention bookings. This development presents future opportunities for economic development in and around the Global Gateway and Camp Creek Parkway corridor, as well as downtown College Park, which will create jobs, provide desirable goods and services, and increase the tax base of the City.

While current economic challenges have slowed development and business expansion in recent years, this presents an ideal opportunity to establish policies and initiatives that will promote development and redevelopment in critical areas of College Park in the future, including Downtown College Park, Gateway Center, Camp Creek Parkway, and Old National Highway and Godby Road.

3.1 Housing by Type

In 2009 the Atlanta Regional Commission reported that there were a total of 8,562 housing units in the City of College Park. Between 2000 and 2009, the number of housing units in the City increased slightly, as illustrated in Table 3.1. In total, there was an increase of 113 housing units in the City between 2000 and 2009, representing a 1.3% increase. College Park has a large proportion of multi-family units, comprising 65.8% of all housing units within College Park in 2009. It should be noted that since 2000, 61 multi-family units have been removed from available housing stock.

Table 3.1: Structure by Type, City of College Park

	Total Housing Units		Single-Family (SF) Units				Multi-Family (MF) Units			
	2009 Housing Units	2000 Housing Units	2009 SF Units	% SF Units	2000 SF Units	SF Change	2009 MF Units	% MF Units	2000 MF Units	MF Change
College Park	8,562	8,449	2,885	33.7%	2,711	174	5,631	65.8%	5,692	(61)

Source: Atlanta Regional Commission, Regional Snapshot Data, April 2009

3.2 Age of Housing Unit

Table 3.2 reflects the overall characteristics of the housing stock in College Park. Nearly half of the housing stock within the City was constructed in the 1960s and 1970s. Overall, 87% of the housing stock is over 20 years old. As shown in Table 3.2, a greater proportion of renter-occupied housing is between 30 and 50 years old, as compared to owner-occupied housing units. On the other hand, a greater proportion of owner-occupied housing is 50 years old or older, as compared to renter-occupied housing. Most of the housing units within the City have two or three bedrooms, with nearly all of units having complete plumbing, and all units having complete kitchen facilities. This and the information in Table 3.2 would indicate that the majority of households (65%) are couples, a parent or parents with a child or children, or roommates.

Table 3.2: Age of Housing Units, City of College Park

	Occupied housing units	Owner-occupied housing units	Renter-occupied housing units
HOUSEHOLD SIZE			
1-person household	35.0%	26.6%	38.8%
2-person household	28.4 %	34.6%	25.7%
3-or-more-person household	36.5%	38.9%	35.5%
YEAR STRUCTURE BUILT			
2000 or later	8.2%	15.7%	4.8%
1990 to 1999	5.1%	8.5%	3.6%
1980 to 1989	10.4%	5.7%	12.5%
1960 to 1979	45.5%	26.0%	54.2%
1940 to 1959	21.1%	25.7%	19.1%
1939 or earlier	9.7%	18.4%	5.9%
ROOMS			
1 room	0.8%	0.0%	1.2%
2 or 3 rooms	16.1%	2.6%	22.1%
4 or 5 rooms	44.8%	18.0%	56.8%
6 or 7 rooms	29.5%	54.1%	18.5%
8 or more rooms	8.8%	25.3%	1.4%
BEDROOMS			
No bedroom	0.8%	0.0%	1.2%
1 bedroom	20.8%	0.0%	30.2%
2 or 3 bedrooms	64.7%	73.4%	60.7%
4 or more bedrooms	13.7%	26.6%	7.9%
COMPLETE FACILITIES			
With complete plumbing facilities	99.3%	92.2%	99.3%
With complete kitchen facilities	100.0%	100.0%	100.0%

Source: Data Set: 2005-2009 American Community Survey 5-Year Estimates, US Census, Tables S2501 & S2504

As indicated in Table 3.3 below, 381 homes have been built in the City of College Park since 2000. College Park saw new home construction peak in 2005, with 95 homes constructed that year. In 2007, new home construction reduced remarkably, a result of

the slowdown of the economy. Between January, 2009, and May, 2010, 14 homes were under construction, reflecting an increase from 2008.

Table 3.3: New Home Construction 2000-2010, City of College Park

Year Structure Built	College Park	%
Built 2009 to May 2010	14	3.7%
Built 2008 to 2009	5	1.3%
Built 2007 to 2008	18	4.7%
Built 2006 to 2007	87	22.8%
Built 2005 to 2006	95	24.9%
Built 2004 to 2005	33	9.7%
Built 2003 to 2004	77	20.2%
Built 2002 to 2003	37	9.7%
Built 2001 to 2002	9	2.3%
Built 2000 to 2001	6	1.5%
Total	381	100%

Source: US Census Bureau, Population and Housing, ESRI Forecasts, 2010

3.3 Occupancy Characteristics

Housing tenure refers to whether housing units are occupied by the owner or by a renter. This is an important factor, as neighborhoods with a high rate of owner-occupancy tend to be more stable than neighborhoods with a higher ratio of renter-occupied housing units. As shown in Tables 3.4 and 3.5, College Park has a mixture of owner- and renter-occupied housing within the community. The early numbers being released from the 2010 Census indicate that 58.1% of occupied units within the City of College Park are rental housing, with the remaining 41.9% available for homeownership. This disparity between renter-occupied and owner-occupied housing is likely attributed to the significant proportion of multi-family units in the City, accounting for 56.7% of the total occupied housing units.

Table 3.4: Housing Tenure, 2005-2015, City of College Park

Household Units	2005	2010	2015
Owner Occupied Housing Units	14.4%	20.0%	18.1%
Renter Occupied Housing Units	70.2%	58.1%	66.5%
Vacant Housing Units	16.4%	21.8%	15.4%
Total Housing Units	8,635	7,159	9,919

Source: US Census Bureau, Population and Housing, ESRI Forecasts, 2010 and Census 2010

Table 3.5: Tenure by Housing Unit Type, City of College Park

	Owner Occupied		Renter- Occupied	
Type of Unit	**Units**	**% of Total**	**Units**	**% of Total**
One Family-Detached	2,305	32.2%	515	7.2%
One Family Attached	93	1.3%	186	2.6%
Multi-Family	236	3.3%	3,823	53.4%
Mobile Home or Other	0	0%	0	0%
Total	1,434	25.6%	4,161	74.4%

Source: US Census Bureau, Population and Housing, ESRI Forecasts, 2010

The ratios of occupied and vacant housing units are one indicator of a community's economic standing. Since 2000, the vacant housing stock in College Park has seen an increase of 14.8 percentage points. Whereas the occupancy and vacancy rates were comparable to Fulton County and the state in 2000, College Park has seen an increase in vacancy rates and a decrease in the amount of occupied housing units. 2015 projections show a 6.4% decrease in vacancy rates and a 6.4% increase in occupied units from 2010 estimates. Of the occupied units, College Park is still very comparable to surrounding local and state jurisdictions. Tables 3.6 and 3.7 below indicate in detail the number of owner occupied vs. vacant housing units and vacancy rates by housing type.

Table 3.6: Occupied and Vacant Housing Units 2000-2015

	Occupied Housing Units	%	Vacant Housing Units	%
2000				
City of College Park	7,854	93.0%	595	7.0%
Clayton County	82,243	95.1%	4,218	4.9%
Fulton County	321,242	92.1%	27,390	7.9%
Georgia	3,006,369	91.6%	275,368	8.4%
2010				
City of College Park	5,595	78.2%	1,564	21.8%
Clayton County	90,633	86.6%	14,072	13.4%
Fulton County	376,377	86.1%	60,728	13.9%
Georgia	3,585,584	91.6%	503,217	12.3%
2015				
City of College Park	8,388	84.6%	1,527	15.4%
Clayton County	99,488	91.9	6,803	6.4%
Fulton County	399,146	91.9%	38,035	8.7%
Georgia	4,490,752	92.0%	390,510	8.0%

Source: US Census Bureau, Population and Housing, ESRI Forecasts, 2010, Census 2010

Table 3.7: Vacancy Rates by Occupancy Type 2010

Jurisdiction	Vacant Units For Sale Only	Owner Vacancy Rate	Vacant Units For Rent Only	Rental Vacancy Rate	Other Vacant Units for Rent Only	Vacant Units For Seasonal, Recreational or Occasional Uses	Total Vacant Units
College Park	170	10.5%	1,047	20.0%	307	40	1,564
Clayton County	2,199	4.1%	7,868	16.7%	3715	290	17,072
Fulton County	11,267	5.2%	27,905	13.7%	18230	3,326	60,728
Georgia	83,852	3.4%	503,217	12.3%	163438	81,511	5053,217

Source: Census 2010

3.4 Housing Cost

Housing Cost includes analysis of household units with and without mortgages, contract rent and gross rent. As shown in the table below which is based on a sample of units with adjustments as per the 2010 Census, the majority of homes within College Park range in value from $50,000 to $99,000. The median home value is $89,593 which is

slightly less than Clayton County, and significantly less than Fulton County. The state median home value is $121,464, which is up from the 2000 census. The 2000 census recorded median home values for College Park at $97,000.

Table 3.8 Value of Owner-Occupied Housing Units

2010	College Park		Clayton County		Fulton County		Georgia	
Range of Value	**Units**	**%**	**Units**	**%**	**Units**	**%**	**Units**	**%**
Less than $50,000	132	9.2%	1,241	2.4%	14,563	7.2%	310,781	13.2%
$50,000 to $99,000	812	56.6%	30,262	58.5%	52,183	25.8%	489,716	20.8%
$100,000 to $149,000	407	28.4%	14,847	28.7%	38,632	19.1%	576,828	24.5%
$150,000 to $199,999	75	5.2%	3,518	6.8%	36,812	18.2%	341,388	14.5%
$200,000 to $299,999	36	2.5%	1,138	2.2%	33,373	16.5%	308,427	13.1%
$300,000 or greater	13	0.9%	621,	1.2%	26,901	13.3%	242,503	10.3%
Total	1,434	100%	51,730	100%	202,262	100%	2,354,402	100%
Median Value ($)	$89,533		$94,341		$145,533		$121,464	

Source: U.S. Census Bureau, Population and Housing, ESRI Forecasts, 2010

As stated earlier, the majority of households within College Park are multifamily renter-occupied households. Table 3.9 analyzes the gross rent within College Park and surrounding counties of Clayton and Fulton during 2005. For comparison, Table 3.10 reflects the most recent data collected in 2010. It is important to note that gross rent allows for those units where landlords may include utilities in the monthly payment. The median gross rent for College Park is $651(Table 3.10), which is lower than Clayton and Fulton County. The state median is $625, which is lower than Clayton County, Fulton County and College Park. Table 3.10 reflects that 41% of gross rents in College Park range from $300 to $499, which is substantially less than Clayton and Fulton County. The majority of gross rents within these counties range from $500 to $749 for renter-occupied households.

Table 3.9 Gross Rent 2005

	College Park		Clayton County		Fulton County		Georgia	
Gross Rent	**Units**	**%**	**Units**	**%**	**Units**	**%**	**Units**	**%**
Less than $200	84	2.1%	903	2.9%	8,362	7.8%	125,776	10.4%
$200 to $299	424	10.6%	658	2.1%	7,954	7.5%	97,952	8.1%
$300 to $499	1,591	39.7%	2,854	9.0%	8,260	7.8%	203,159	16.8%
$500 to $749	1,452	36.2%	14,494	45.9%	34,572	32.4%	430,495	35.6%
$750 to $999	455	11.3%	11,012	34.9%	27,637	25.9%	327,716	27.1%
$1,000 to $1,499	355	8.9%	1,537	4.9%	19,478	18.3%	21,767	1.8%
$1,500 or more	103	2.6%	125	0.4%	306	0.3%	2,418	0.2%
Total Units With Cash Rent	4,009	100%	31,583	100%	106,569	100%	1,209,283	100%
Median Gross Rent	**$559**		**$686**		**$781**		**$630**	

Source: US Census Bureau, Georgia Multiple Listing Service 2005

Table 3.10 Gross Rent 2010

	College Park		Clayton County		Fulton County		Georgia	
Gross Rent	**Units**	**%**	**Units**	**%**	**Units**	**%**	**Units**	**%**
Less than $200	134	2.1%	903	2.8%	9,788	6.4%	130,009	9.5%
$200 to $299	674	10.7%	658	2.0%	10,191	6.6%	100,011	7.3%
$300 to $499	2,609	41.4%	2,889	8.9%	14,903	9.7%	310,891	22.7%
$500 to $749	2,001	31.7%	15,005	46.3%	55,338	35.9%	461,090	33.7%
$750 to $999	411	6.5%	11,217	34.6%	41,020	26.6%	339,006	24.8%
$1,000 to $1,499	361	5.7%	1,601	4.9%	22,001	14.3%	22,667	1.7%
$1,500 or more	119	1.9%	125	0.4%	890	0.6%	2,912	0.2%
Total Units With Cash Rent	6,309	100%	32,398	100%	154,131	100%	1,366,586	100%
Median Gross Rent	$651		$680		$720		$625	

Source: US Census Bureau, Georgia Multiple Listing Service- August, 2010, ESRI Forecast- 2010

3.5 Cost Burdened Households

The census defines "cost burdened" as paying more than 30% of income for housing and "severely cost burdened" as paying more than 50% of income for housing. Understanding the extent to which households are cost burdened enables jurisdictions to determine whether there is a need for affordable housing and other programs to assist households. Census data shows in Table 3.11 that College Park households paid a slightly greater percentage of household income for housing than households in Clayton County, and slightly less than households in Fulton County for renter-occupied housing units. Within College Park, 42.3% of renter-occupied households were cost burdened and 19.2% were severely cost burdened. Looking at the severely cost burdened, College Park renters are slightly less burdened than Fulton County or the State, but more than Clayton County. Households living in owner-occupied housing units paid a smaller proportion of household income toward housing expenses. Of the owner-occupied households, 23.8% were cost burdened and 10.4% severely cost burdened, according to census data.

Table 3.11 Value of Occupied Housing Units by Tenure

Renter-Occupied Housing	College Park	Clayton County	Fulton County	Georgia
Rent and Bills>30% Household Income in 2009	1,760	15,950	74,347	526,946
% of Total Rental Units	42.3%	41.0%	42.7%	42.8%
Rent and Bills> 50% Household Income in 2009	799	6,691	34,171	237,618
% of Total Rental Units	19.2%	17.2%	20.2%	19.3%
Total Rental Units	4161	38,903	174115	1,231,182

Owner-Occupied Housing	College Park	Clayton County	Fulton County	Georgia
Mortgage and Bills > 30% Household Income in 2009	279	13,995	21,462	238,183
% of Total Owner-Occupied Housing Units	23.8%	33.4%	13.1%	13.6%
Mortgage and Bills > 50% Household Income in 2009	122	3,813	4,751	45,897
% of Total Owner-Occupied Housing Units	10.4%	9.1%	2.9%	2.7%
Total Owner-Occupied Housing Units with a Mortgage	1,172	41,901	163,832	1,699,878

Source: US Census Bureau, 2009 American Community Survey

3.6 Crowding

The census defines an overcrowded housing unit as one having 1.01 or more persons per room, and severely overcrowded is defined as 1.51 or more persons per room. As reflected in Table 3.12, College Park has a high rate of overcrowding as compared to Clayton County, Fulton County and the State in both renter- and owner-occupied housing units. This may be attributed to job losses and economic challenges, resulting in more family members and others sharing housing units than the units are intended to accommodate.

Table 3.12 Overcrowded Housing Units by Tenure 2010

	College Park	Clayton County	Fulton County	Georgia
Overcrowded Renter-Occupied Units	1,072	5,122	18,016	109,848
% of Total Renter-Occupied Units	17.8%	16.8%	12.4%	12.9%
Overcrowded Owner-Occupied Units	98	2,468	3,538	57,929
% of Total Owner-Occupied Units	7.9%	5.6%	2.4%	3.7%

Source: US Census Bureau, 2009 American Community Survey

3.7 Housing for Special Needs Populations

Homeless Population

One of the most challenging groups to accurately count is the homeless population. The homeless population is typically comprised of very transient individuals, and the most effective means to gather information is through shelters or other entities offering homeless services. The information contained below was provided by the Metro Atlanta Tri-Jurisdictional Collaborative on Homelessness. As illustrated in Table 3.13, the bulk of the homeless population is found within the City of Atlanta, accounting for 91.8%. Areas within Fulton County outside of Atlanta, which includes the City of College Park, only account for 2.3% of the homeless population. Table 3.14 gives a historical perspective of the homeless population from 2005 to 2009.

Table 3.13 Homeless Population 2009

Jurisdiction	Unsheltered Homeless	Sheltered Homeless	Total	%
City of Atlanta	1,793	3,516	5,309	91.8%
Balance of DeKalb County	183	157	340	5.9%
Balance of Fulton County	92	40	132	2.3%
Totals	2,068	3,713	5,781	100%

Source: Metro Atlanta Tri-Jurisdictional Homeless Census 2009

Table 3.14 Total Homeless Population 2005-2009

	2005	2007	2009
Unsheltered	2,085	2,071	2,068
Sheltered	3,588	3,551	3,713
Total	5,673	5,622	5,781

Source: Metro Atlanta Tri-Jurisdictional Homeless Census 2005, 2007 & 2009

Disabled Population

In addition to the special housing needs of the homeless population, the disabled population is another part of the community with unique housing needs. The term *disabled* has a broad meaning within the Americans with Disabilities Act (ADA) and includes any kind of impairment that substantially limits one or more *life activities*. Examples of major life activities include caring for oneself, performing manual tasks, walking, seeing, hearing, speaking, breathing, learning, working, sitting, standing, lifting, and mental and emotional processes such as thinking, concentrating, and interacting with others.

Since the 2000 census, the disabled population of College Park has grown by approximately 9% from 20.4% in 2000 to 29.6% in 2010. College Park has an estimated disabled population of 5,629 individuals.

Table 3.15 Disabled Populations, 2000-2010, College Park (Non-Institutionalized Population Over 5 Years Old)

Disabled Population (Non-Institutionalized)	Population 2000	% of Total Population	Population 2010	% of Total Population
Population with One type of disability	2,339	12.4%	3,985	20.1%
Sensory Disability Only	232	1.2%	320	1.6%
Physical Disability Only	399	2.1%	970	4.9%
Mental Disability	219	1.2%	601	3.0%
Self-care Disability Only	12	0.1%	261	1.3%
Go Outside Home Disability Only	271	1.4%	258	1.3%
Employment Disability Only	1,206	6.4%	1,575	7.9%
Population With Two or More Disabilities	1,503	8.0%	1,901	9.6%
Total Disabled Population	3,842	20.4%	5,886	29.6%
Total Population Over 5 Years Old	18,847	100%	19,861	100%

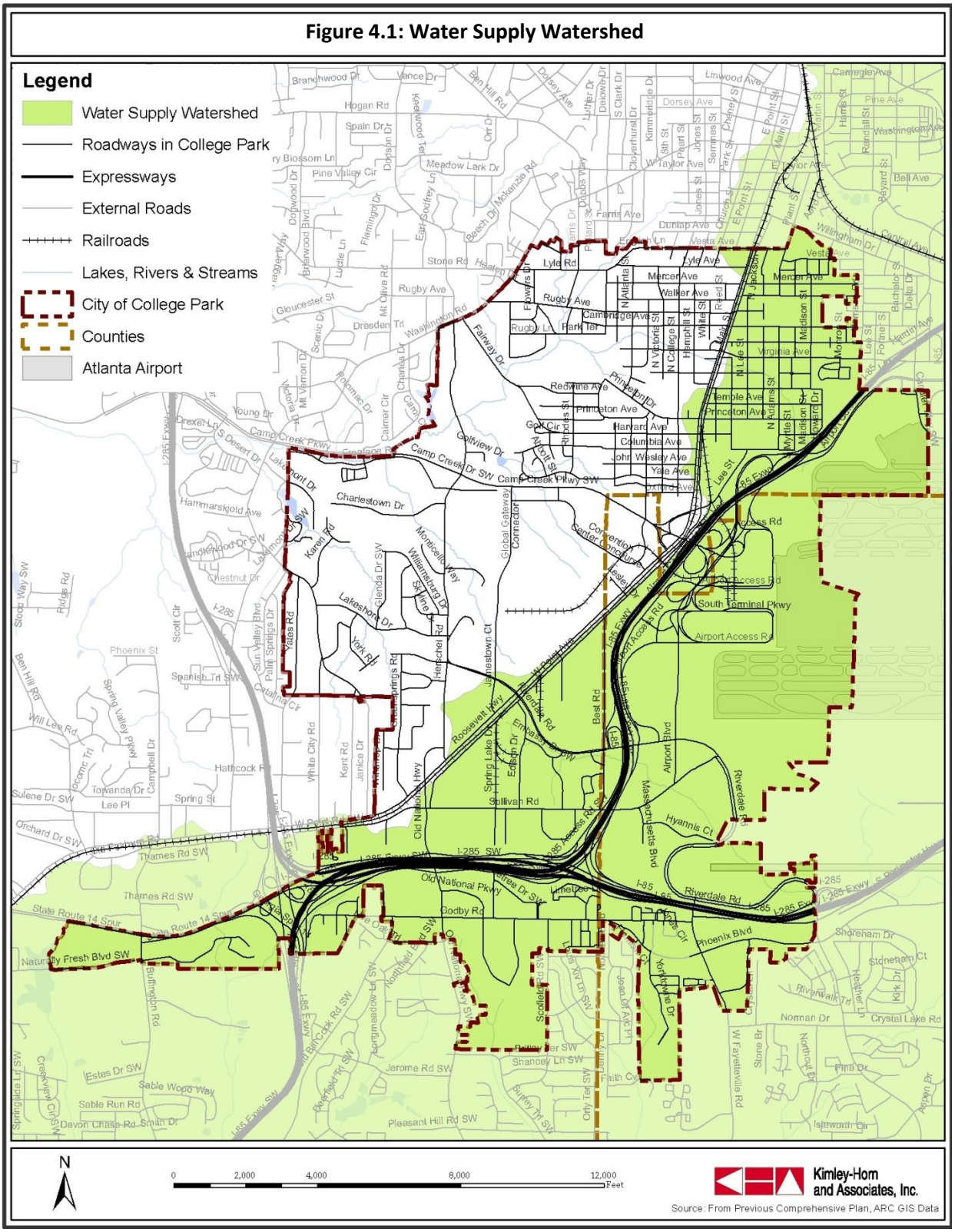
Source: Georgia Department of Community Affairs, 2000-2010

As required by the Minimum Planning Standards, this Chapter is devoted to an inventory and analysis of the natural, environmentally sensitive, historic, archeological, and cultural resources in the City of College Park. More specifically, this chapter will identify water supply watersheds, groundwater recharge areas, wetlands, river corridors, and mountains; and includes an assessment of the current and future needs for protection and management of these resources, as well as goals, policies, and strategies for preservation.

4.1 Water Supply Watersheds

The Georgia Department of Community Affairs (DCA) defines Water Supply Watershed as the area of land upstream of a governmentally owned public drinking water intake. The City of College Park lies in the Flint and Chattahoochee River Basins. However, the portion of the Chattahoochee Basin within the city is downstream of the last water intake in the Atlanta Region and is not a water supply watershed for the region leaving the Flint River Basin as the only water supply watershed for the City. The Flint River Basin is a large (100+ square mile) water supply watershed and under the Part V criteria of the Georgia Planning Act, the only criteria that apply in College Park are limits on hazardous waste handling and disposal. The watershed is delineated by the CSX rail line which travels through the City. Figure 4.1 illustrates the Water Supply Watershed.

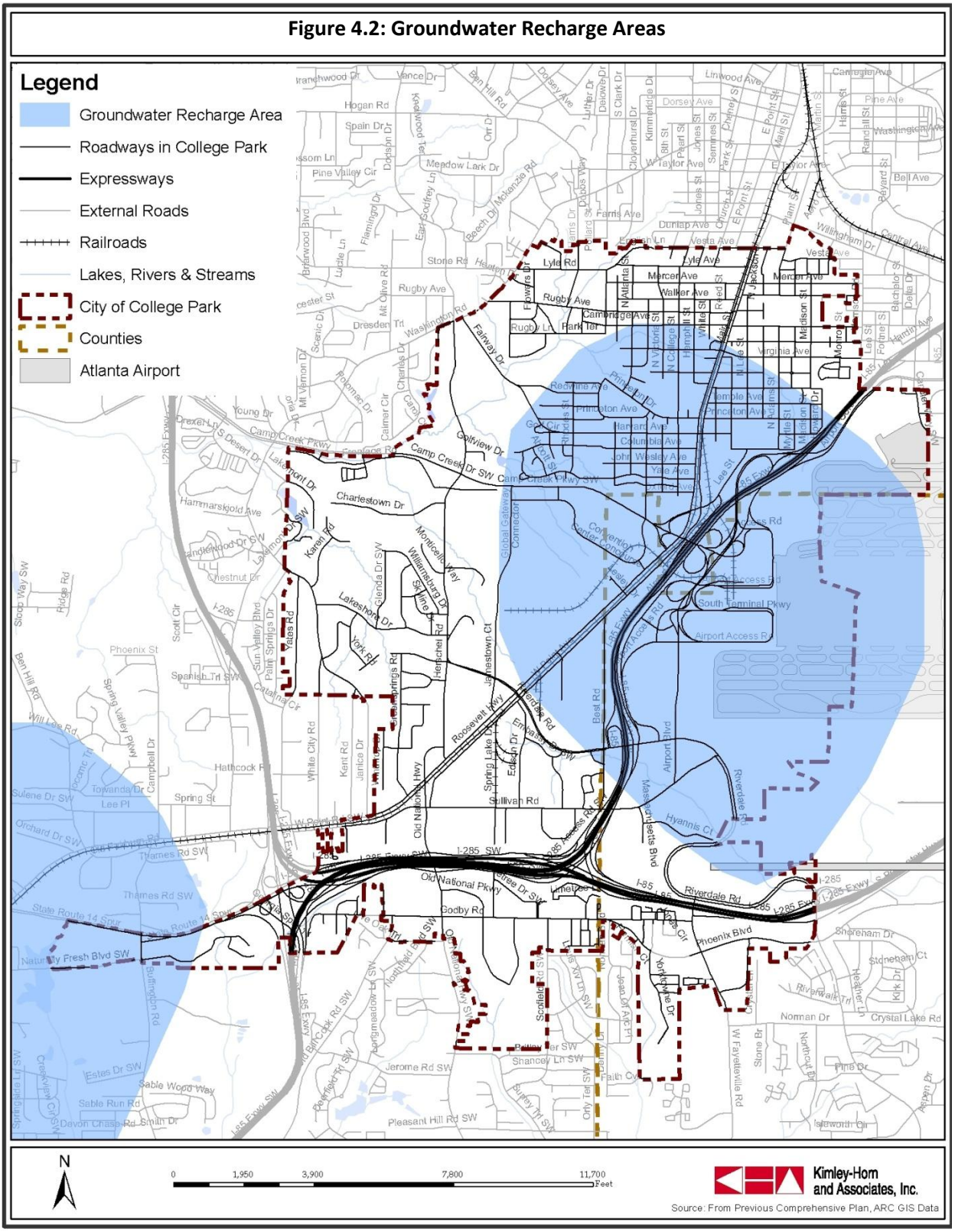
Figure 4.1: Water Supply Watershed



4.2 Groundwater Recharge Areas

Groundwater recharge areas are defined as any portion of the earth's surface where water infiltrates into the ground to replenish an aquifer. Within the City of College Park there is one groundwater recharge area, identified in Figure 4.2. This area is also defined as a "significant recharge area" by the Georgia Department of Natural Resources (DNR). For this reason, the City of College Park must adopt protection measures to protect the recharge area. Fulton County drafted and adopted a Groundwater Recharge Area ordinance in 2002 and Clayton County has adopted similar protection standards.

Figure 4.2: Groundwater Recharge Areas



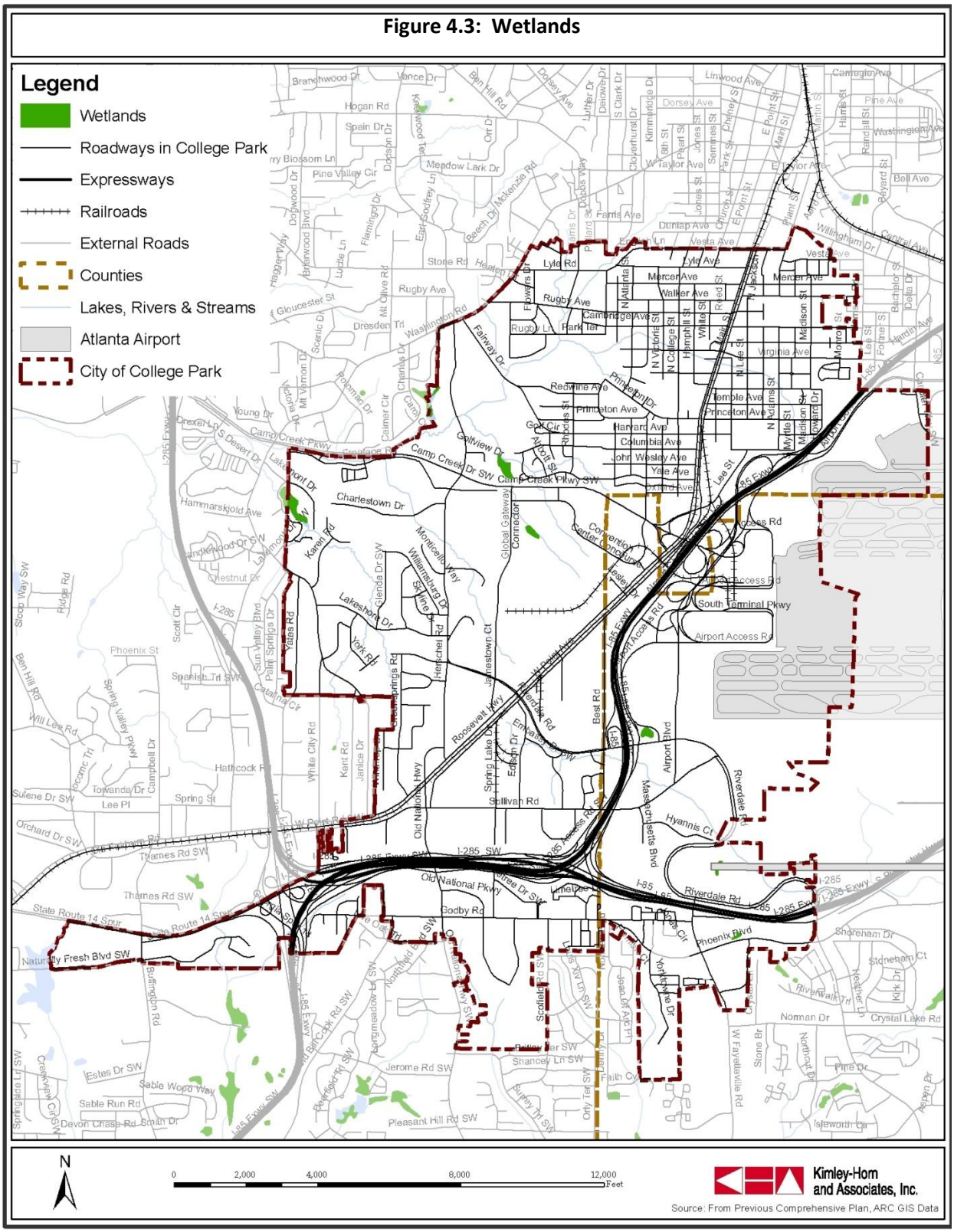
4.3 Wetlands

Wetlands play an important role in the environment by filtering pollutants; aiding flood control because of their ability to absorb runoff; improving water quality by acting as a natural filter, removing sediment and pollution from runoff; and groundwater recharge by slowly migrating downward through wetlands to maintain groundwater levels. Wetlands are defined as areas that are permanently or seasonally saturated by surface and groundwater, and that sustain vegetation in continuously saturated soils.

The wetlands found within College Park are referred to as palustrine system wetlands, as noted in the 2005 Comprehensive Plan. Figure 4.3 illustrates the wetlands found within the City boundaries. Primarily they are found northwest of the City near Camp Creek Parkway. The palustrine system consists of non-tidal, perennial wetlands characterized by emergent vegetation. The system includes wetlands permanently saturated by seepage, permanently flooded wetlands, and wetlands that are seasonally or intermittently flooded (these may be seasonally dry) if the vegetative cover is predominantly hydrophytic and soils are hydric.

Local governments are required to acknowledge the importance of wetlands for the public good in the land use planning process for future development and redevelopment under the DNR's Rules of Environmental Planning Criteria.

Figure 4.3: Wetlands



4.4 River Corridors

Under the specified criteria for protected rivers by the Georgia Department of Natural Resources Environmental Protection Division, College Park does not have any protected river corridors located within the City boundaries.

4.5 Mountains

Under the specified criteria for protected mountains by the Georgia Department of Natural Resources Environmental Protection Division, College Park does not have any protected mountains located within the City boundaries.

4.6 Public Water Supply Sources

The City of College Park receives its public water supply from the City of East Point Water System, which intakes water from Sweetwater Creek in Cobb County. For a more detailed assessment of the public water supply see Chapter 5: Community Facilities and Services.

4.7 Steep Slopes

There are no slopes above 25% within the City of College Park, which are classified as steep. Slopes in excess of 15% are present within the boundaries of the City of College Park, which are referred as moderately steep. Steep slopes are important for their scenic quality and for their hazard potential due to erosion or slippage.

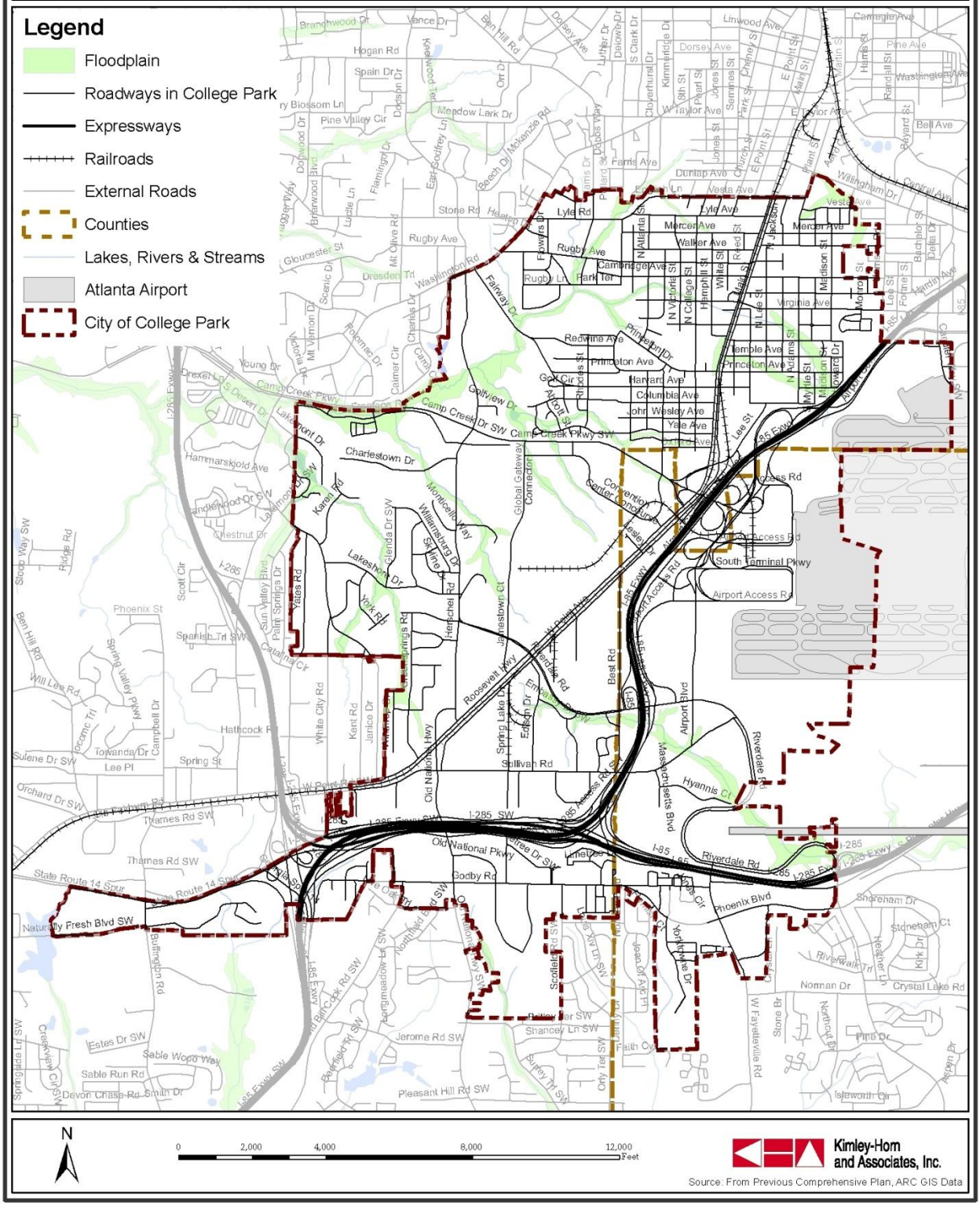
The moderately steep slopes fall within the redevelopment area formerly known as Manchester Point. The primary mechanism for controlling development along steep slopes is the City's Erosion and Sedimentation Control Ordinance.

4.8 Flood Plain

Flood plains are areas that are subject to flooding, based on the 100-year, or base flood. Flood plains in College Park are found primarily along Camp Creek, Lee Creek, Fur Creek, Sullivan Creek, and the east and west forks of the Flint River. Flood plains are environmentally sensitive and significant areas which are vulnerable to the impacts of development activities. The Federal Emergency Management Agency (FEMA) is the federal agency which administers the National Flood Insurance Program. This agency prepares, revises, and distributes the flood plain maps and duties adopted under the

City of College Park's Flood Damage Prevention Ordinance. The purpose of flood plain management is to minimize public and private losses due to flood conditions in specific areas by provisions designed to promote the health, safety, and general welfare.

Figure 4.4: Floodplain



4.9 Soils

The five predominant soil types are Conagaree-Chewacla-Wickam, Cecil-Lloyd-Appling, Appling-Cecil, Lloyd-Cecil-Madison, and Madison-Louisa, which are all considered urban land soils. Urban land soils are soils that have been found in predominantly developed areas, which have been modified by development activities such as grading, shaping and smoothing.

The City of College Park has adopted a Soil/Sedimentation Ordinance to insure developers utilize best management practices to prevent excessive runoff brought on by disturbing the land. The Ordinance also allows the City to take punitive measures towards anyone who does not comply with best management practices, including the issuance of stop work orders as well as fines.

4.10 Plant and Animal Habitats

According to the US Fish and Wildlife Service, which maintains an active list of threatened and endangered plants and animals, there are six endangered animal species and two plant species found within the area of College Park. “Area” is defined as Fulton County, Georgia and parts of northwest Clayton County. The list maintained by the U.S. Fish and Wildlife Service was last updated in May, 2004.

The charts identify whether or not a species is listed as an “Endangered” or “Threatened” species at the Federal and State levels. In addition, the charts clearly identify the habitat in which the species are found and common threats commonly distressing those habitats. Habitats are the location where a particular taxon of plant or animal lives, and its surroundings (both living and nonliving), and includes the presence of a group of particular environmental conditions surrounding an organism including air, water, soil, mineral elements, moisture, temperature, and topography.

Endangered species is defined as any species which is in danger of extinction throughout all, or a significant portion of its range. [ESA §3(6)]

Threatened species is defined as any species which is likely to become an endangered species within the foreseeable future throughout all, or a significant portion of its range. [ESA §3(20)]

Table 4.1: Threatened and Endangered Animals in College Park

Species	Federal Status	State Status	Habitat	Threats
Bird				
Bald eagle ***Haliaeetus leucocephalus***	T	E	Inland waterways and estuarine areas in Georgia.	Major factor in initial decline was lowered reproductive success following use of DDT. Current threats include habitat destruction, disturbance at the nest, illegal shooting, electrocution, impact injuries, and lead poisoning.
Invertebrate				
Gulf moccasinshell mussel ***Medionidus pencillatus***	E	E	Medium streams to large rivers with slight to moderate current over sand and gravel substrates; may be associated with muddy sand substrates around tree roots	Habitat modification, sedimentation, and water quality degradation
Shiny-rayed pocketbook mussel ***Hamiota subangulata***	E	E	Medium creeks to the mainstems of rivers with slow to moderate currents over sandy substrates and associated with rock or clay	Habitat modification, sedimentation, and water quality degradation
Fish				
Bluestripe shiner ***Cyprinella callitaenia***	No Federal Status	T	Brownwater streams	
Cherokee darter ***Etheostoma scotti***	T	T	Shallow water (0.1-0.5 m) in small to medium warm water creeks (1-15 m wide) with predominantly rocky bottoms. Usually found in sections with reduced current, typically runs above and below riffles and at ecotones of riffles and backwaters.	Habitat loss due to dam and reservoir construction, habitat degradation, and poor water quality

Highscale shiner ***Notropis hypsilepis***	No Federal Status	T	Blackwater and brownwater streams	
T= Threatened ***E= Endangered*** ***Source: US Fish and Wildlife Service*** ***http://www.fws.gov/athens/endangered/counties/fulton_county.html***				

Table 4.2: Threatened and Endangered Plants in College Park

Species	Federal Status	State Status	Habitat	Threats
Plant				
Bay star-vine ***Schisandra glabra***	No Federal Status	T	Twining on subcanopy and understory trees/shrubs in rich alluvial woods	
Piedmont barren strawberry ***Waldsteinia lobata***	No Federal Status	T	Rocky acedic woods along streams with mountain laurel; rarely in drier upland oak-hickory-pine woods	
T= Threatened ***E= Endangered*** ***Source: US Fish and Wildlife Service*** ***http://www.fws.gov/athens/endangered/counties/fulton_county.html***				

4.11 Prime Agricultural Land

There is no prime agricultural or forestland remaining within the City of College Park.

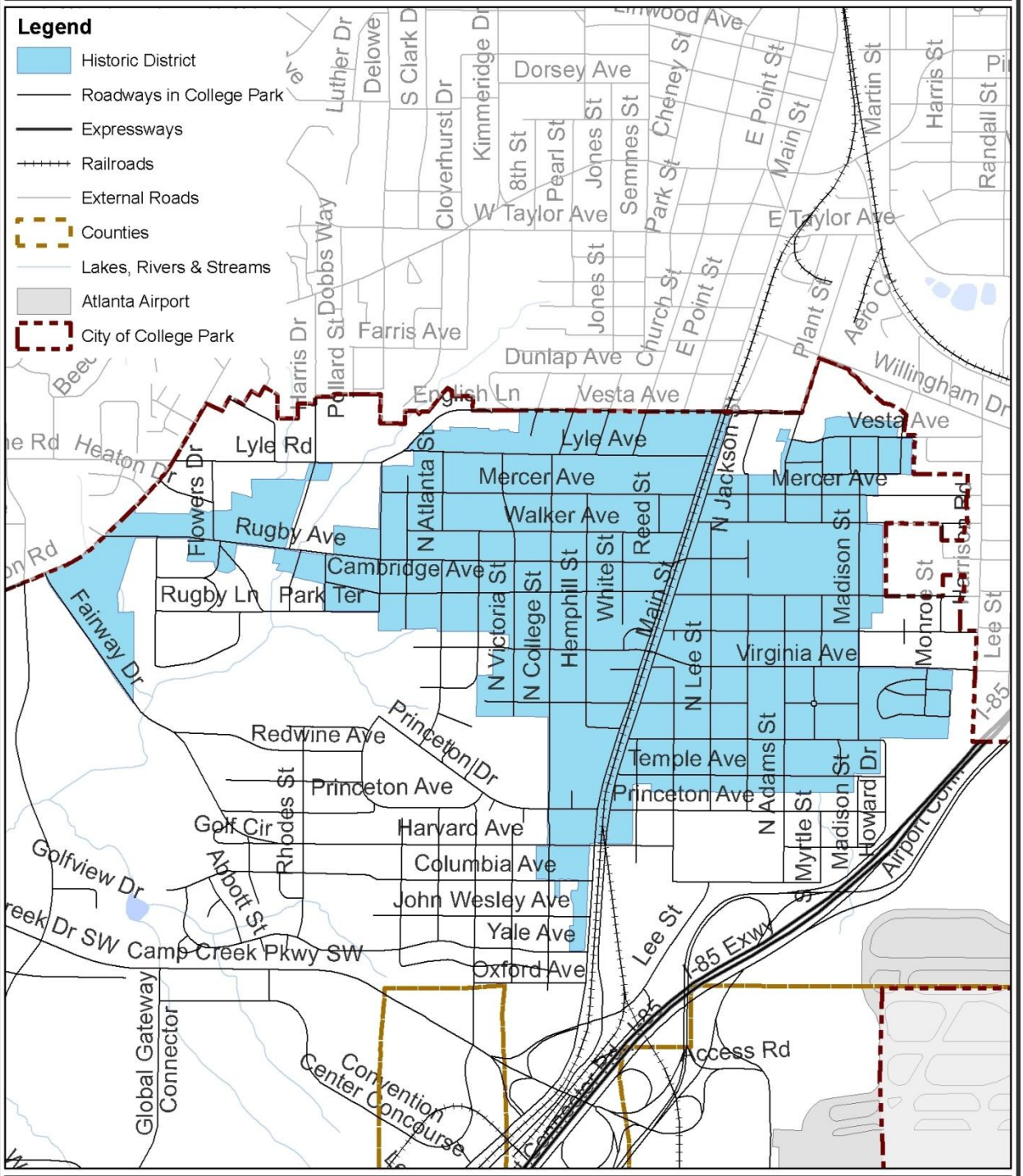
4.12 Historic and Cultural Resources

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

With diverse history and heritage, the City has hundreds of acres of land listed on the National Register of Historic Places. Home to 865 properties and structures, and spanning approximately 600 acres, College Park's Historic District is the fourth largest historic district within the state of Georgia. These historic properties consist of homes, monuments, businesses, schools, churches, parks, cemeteries, government buildings, and railway stations. Figure 4.5 shows the boundaries of the Historic District.

The City has a distinctive Main Street corridor in downtown, flanked with specialty shops, restaurants, and local government offices. The walkable downtown area is served by transit and bus service through MARTA, allowing commuters to connect to the surrounding metro Atlanta region. The area is also convenient to several major interstates, including I-85, I-285, and I-75.

Figure 4.5: Historic District



5.1 Water Supply and Treatment

Water for the City of College Park is drawn from Sweetwater Creek, by way of the Ben Hill Reservoir. Through an agreement with the City of East Point, raw water is treated at the East Point Water Plant prior to being distributed throughout the City. The agreement was initially negotiated in 1945, and was most recently renewed in 2011. The agreement is renewed every three years.

Upon treatment at the East Point Water Plant and distribution through the City of East Point's system, two identical pump stations, one on Jackson Street and one on Lyle Street, are utilized to pump water into one of two storage tanks, located on West Fayetteville Road and Charleston Drive, for distribution into the City of College Park. The elevated tank on West Fayetteville Road is the larger of the tanks, with a capacity of 750,000 gallons and serving the City south of Interstate 285. The West Fayetteville Road tank also provides a connection for the City to receive water from Clayton County. Serving the north side of I-285 and areas south of Camp Creek, the Charleston Drive storage tank has a capacity of 500,000 gallons.

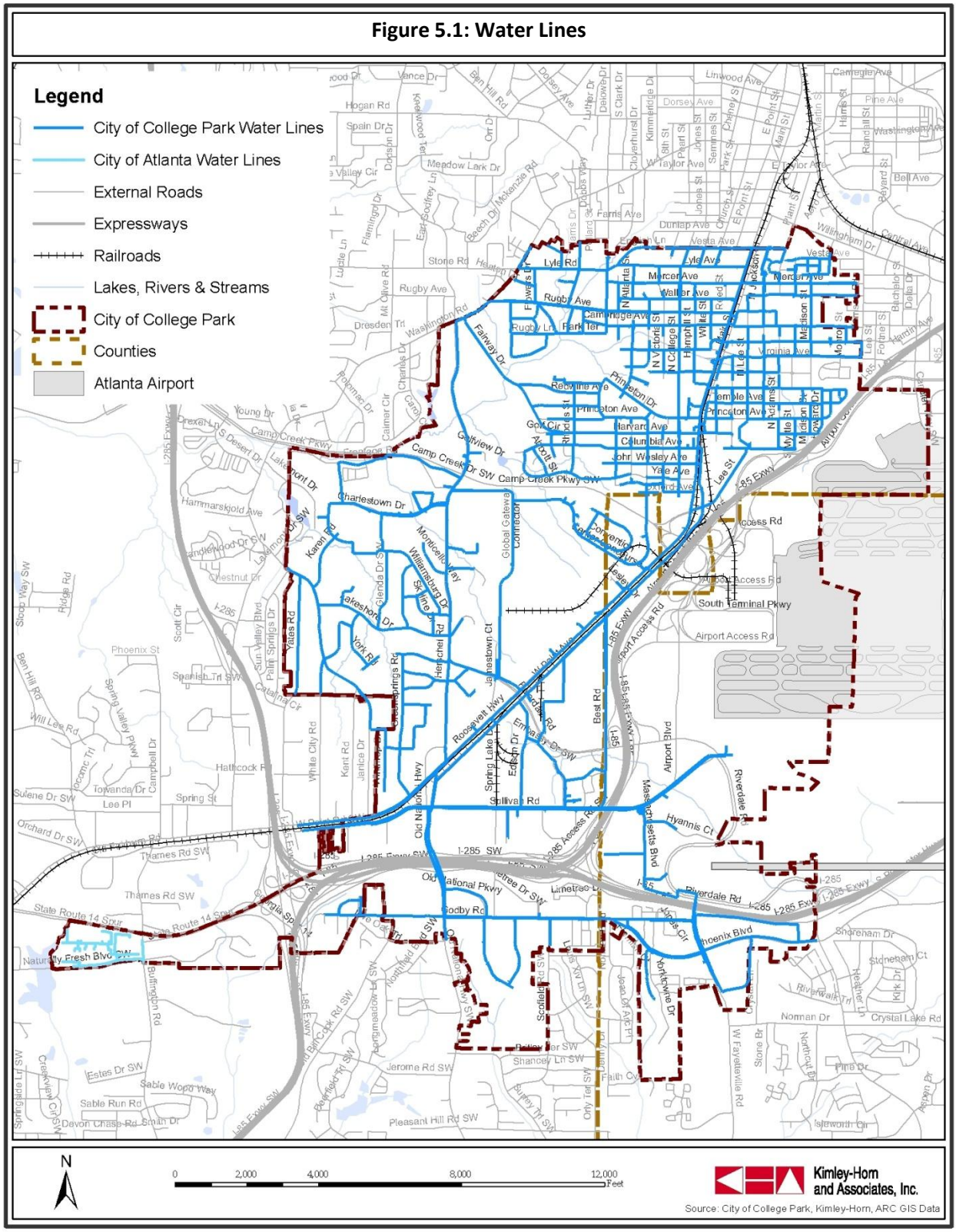
In the event of an emergency, water would be provided to the City via the Massachusetts Pump Station at Sullivan Road and Massachusetts Road. This facility, having a single motor and pump, is shared with the City of Atlanta and, while it is not capable of providing full water service, it is adequate to provide water to the City under emergent conditions. Furthermore, Clayton County and City of Atlanta fire hydrants are available to provide additional water in the event of a fire.

As reported by the College Park Public Works Department, the useful life of facilities and components is 10-25 years. The useful life of waterlines and valves is 80-100 years.

The College Park Public Works Department reports that the primary concerns pertaining to water treatment and distribution in the City of College Park are the advanced age of many waterlines, as well as the size of some of the water mains. As the City looks to the future, additional water sources are being considered. The City is moving forward with development of a pilot production well to capture groundwater, thus reducing the City's dependence on East Point and Clayton County for future water supply.

Figure 5.1 illustrates the location of existing water lines within the City.

Figure 5.1: Water Lines



5.2 Sewage and Wastewater Treatment

A series of collection lines and three lift stations are owned and operated by the City of College Park for the purpose of collecting sewage from within the City. Sewage from areas east of US 29 flow to the largest lift station, the Southeast Lift Station. Fully automated, this station includes four pumps and four motors, which are powered by electricity with a diesel generator as a back-up power source. The Southeast Lift Station is located in unincorporated Clayton County, east of Riverdale Road and south of Interstate 285. Two additional underground lift stations are located off of Old National Highway and upstream on the same collection line.

A 50 year contract, expiring in 2057, is in place with Fulton County for treatment of wastewater from areas west of US 29. Wastewater from these areas are collected by the City of College Park's collection system, and then taken to Fulton County's Camp Creek Wastewater Treatment Plant for treatment. According to the Fulton County Department of Public Works, the Camp Creek Wastewater Treatment Plant was expanded in 2005, and the 2007 Wastewater Masterplan estimates that, based on population trends in 2007, the Camp Creek facility has adequate capacity to serve the South Fulton area through 2015. Each day, an average of 0.8-1.0 million gallons of wastewater produced within the City of College Park is treated at the Camp Creek Wastewater Treatment Plant, accounting for 4.17% of the total usage of the plant each year. Given the economic conditions since 2007, and the rate of wastewater flow through this time, it is anticipated that additional expansion of the Camp Creek facility will not be necessary until after 2015.

The City contracts with the City of Atlanta for treatment of wastewater from areas east of US 29. Sewage from these areas is treated at the South River Water Reclamation Plant, located at 955 South River Industrial Boulevard in Atlanta. The South River Plant was constructed in 1936, and was recently improved with new screening and grit removal facilities, an upgrade to the primary sludge pumping system, conversion of the existing aeration tanks, new sludge thickening and dewatering facilities, and odor control systems. Wastewater from portions of Atlanta, East Point, College Park, Hapeville, Forest Park, DeKalb County and Clayton County is treated at the South River Plant, which was designed to treat 54 million gallons of wastewater per day (mgd) before it is discharged to the Chattahoochee River. In total, the South River Plant treats approximately 1.8 million gallons of wastewater per day from areas within the City of

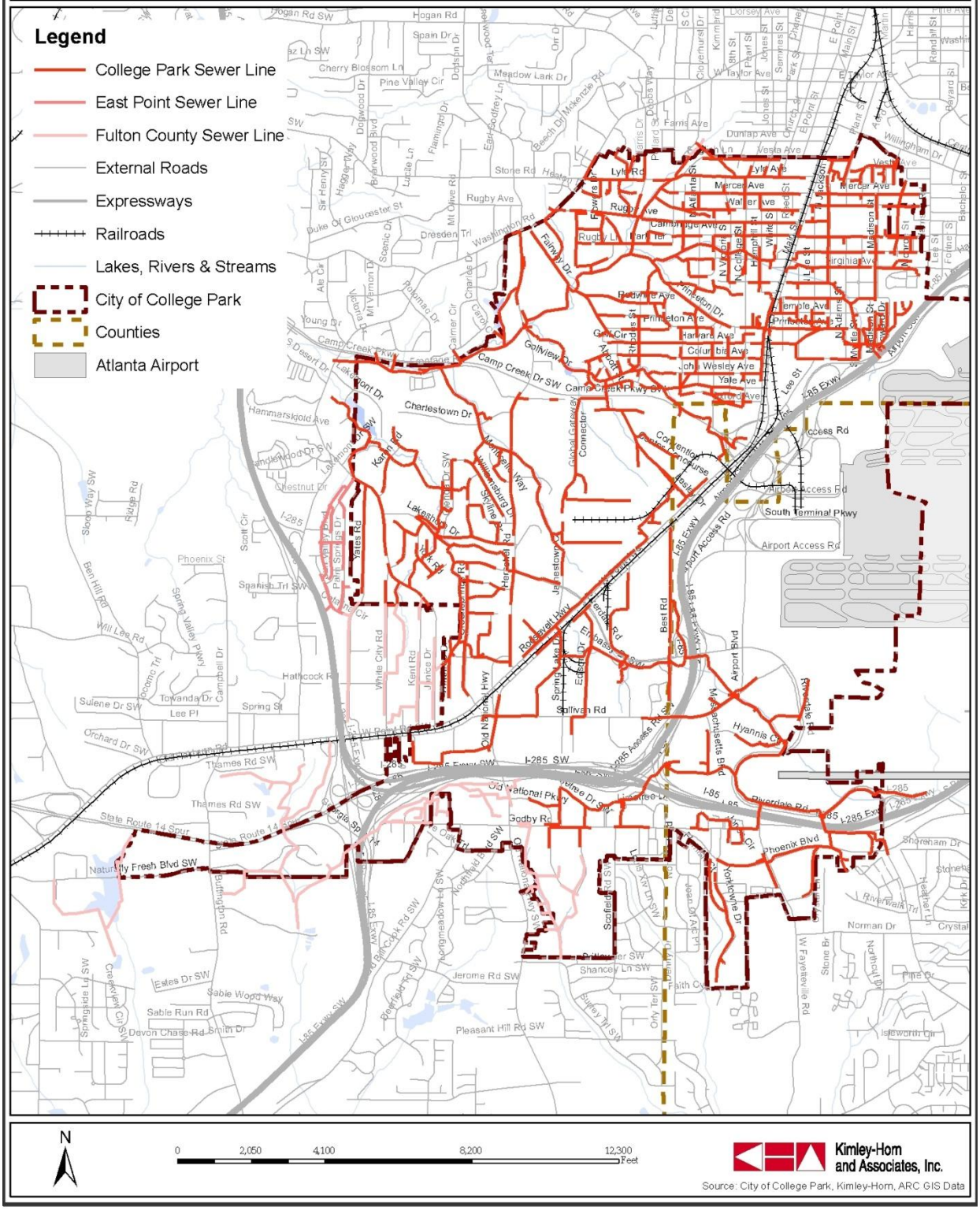
College Park. This accounts for about 3.75% of the total usage of the Atlanta plant each year.

In addition to wastewater treatment services provided by Fulton County and the City of Atlanta, about 0.058 million gallons of wastewater from the City of College Park is treated daily at Clayton County's wastewater treatment plant, accounting for 0.002% of annual usage at that plant.

The College Park Public Works Department indicates that, overall, sewer lines in the City are in good condition; however, there are deficiencies in the system that may require replacement or point repairs. The City is currently in year three of a five year sewer system evaluation survey (SSES). As part of the SSES program, sewer lines are being inspected using closed-circuit television cameras (CCTV) and manholes are being checked, among other inspections.

Figure 5.2 illustrates the location of existing sewer lines within the City.

Figure 5.2: Sanitary Sewer Lines



5.3 Solid Waste Management

Advanced Disposal is under contract through 2017 with the City of College Park to provide trash collection services to residents and businesses in the City. Residential trash is collected twice weekly, with collection either on Monday and Thursday, or Tuesday and Friday. Commercial trash collection is provided from one to six days per week. Upon collection, waste is hauled to Fulton County's Welcome All Transfer Station, located at 5225 Welcome All Road. Approximately 1400 tons of solid waste per month from the City of College Park is taken to the Eagle Point Landfill in Ball Ground, Georgia.

In addition to trash collection, curbside pick-up of yard waste is provided. Also, the Sanitation Division provides animal control services in the City. Sanitation service is included on the monthly utility bills, with a fee for residential pick-up of $16.50 per month. Items for recycling, furniture, and appliances are picked up for $7.50 per item.

Recycling service is also available in College Park. The City operates three recycling centers at College Street and John Calvin Avenue, Sullivan Road and Riverdale Road, and Camp Truitt Park at Herschel Road at Lakeshore.

5.4 Public Safety

5.4.1 Police

Police services are provided by the College Park Police Department, which is based at the Public Safety Building, located at 3717 College Street. The Department is comprised of a total of 108 sworn police officers (105 positions occupied as of May, 2010), of which 84 are street/patrol officers. In addition to the full-time officers, three reserve officers volunteer as needed to assist with events, such as parades, and directing traffic. While reserve officers are volunteers, they are required to undergo

College Park Public Safety Building

the same training as full-time officers. At normal operating capacity, 14 officers work on four shifts.

Currently, the College Park Police Department is made up of four divisions: Support Services Division, Patrol Division, Office of Professional Standards, and the Criminal Investigation Division, which includes 12 officers, one clerk, one sergeant, one lieutenant, and one captain. The Department also operates a Community Oriented Police Services (C.O.P.S.) program, including four officers (one per ward) who work with various community organizations and businesses, as well as neighborhood watches.

Several vehicles, as well as other equipment, are available for use by the College Park Police Department. The Department reports that it currently has at its disposal 38 marked police units, 19 unmarked units (includes special operations truck, crime scene vehicle, squad van, and scooters). Some of the equipment available to the Department includes a tag reader, AFIS machine (Automatic Fingerprint Identification System), PrintQuest (fingerprint comparison machine), ten Tasers, and 17 security cameras located in downtown, on Camp Creek Parkway and Old National Highway. In the future, Department representatives indicate that mobile data hardware will need to be updated, additional Tasers will be needed, and a take home vehicle policy should be instated.

Police coverage is dispersed through four wards within the City. The Department receives approximately 66,000 calls per year. Ward Three in the southeastern portion of the City, near Old National Highway, reports the highest call volume. On average, the Police Department responds to calls within three to five minutes.

The City of College Park does not currently operate a jail. Beds are available for up to 20 people while they are being processed; however, after processing is complete, arrestees are transferred to the Union City Jail. Department leadership has indicated that future growth in the City may necessitate the City to provide jail service.

The College Park Police Department strives to provide outstanding training for its officers. The Police Academy is typically offered twice per year, with approximately 14-16 cadets in each class. In addition to providing training opportunities for officers, the Department also offers the Citizen's Police Academy, which educates citizens on the operations of the Police Department, as well as crime prevention.

Agreements are in place with police departments in Atlanta, East Point, Clayton County, and Fulton County, as well as with MARTA Police to assist the College Park Police Department when necessary.

There are a number of challenges facing the College Park Police Department. Given current economic conditions, the Department, like many others throughout the nation, must be particularly wise in allocating its financial resources. Also, technology is continuously changing and it can be costly to keep up with the latest technology. Other issues facing the department include the youthful age and limited experience of many officers, possible privatization of police duties in the future, future growth in the City, and communication across jurisdictional boundaries.

5.4.2 Fire Department and Emergency Medical Services

College Park Fire Station #1

The College Park Fire Department serves the City of College Park with two stations. Station One is located at 3737 College Street, and serves the north side of the City. The south side of the City is served by Station Two, located at 2236 Sullivan Road. A new station is planned near Godby Road and West Fayetteville Road to replace Station Two. The new station is in the design phases, and is anticipated to be complete within two years. When complete, the new Station Two will be of adequate size to accommodate any additional equipment acquired by the Department. In the future, it would be beneficial to have another fire station on or near Herschel Road.

In 2009, additional firefighters were hired by the City, increasing total personnel to 80, including 46 in operations (firefighters/EMT), 25 paramedics, and nine administrative staff. The Department runs three shifts with a minimum of 18 persons per shift.

College Park Ladder Truck

At this time, the College Park Fire Department

operates two fire engines, one ladder truck, two rescue units and an air lift unit, with one additional reserve fire engine and one reserve squad vehicle. The Fire Chief estimates that a new ladder truck will be needed within five to ten years, as well as a new command vehicle. Typically, a sport utility vehicle (SUV) would be utilized as a command vehicle; however, the City currently utilizes a 1992 Ford Crown Victoria in this capacity.

Approximately two years ago, a study was conducted to identify steps necessary to lower the Department's ISO rating. The study recommended adding personnel and equipment; subsequently, 22 additional firefighters were hired. In 2009 the Insurance Service Office (ISO) lowered the College Park Fire Department's ISO rating from 4 to 3. ISO ranks fire departments on a scale of 1 to 10, with 1 being the best and 10 being the worst. The evaluation is based on communications (10%), water system (40%), and the Fire Department (50%). An ISO rating of 3 places the College Park Fire Department among the top five percent in the nation. In fact, only three of 1,145 fire departments in the state of Georgia have achieved an ISO rating of 3 or better.

Ambulance service within the City of College Park is provided on a contractual basis by Rural/Metro Corporation. Based in Scottsdale, Arizona, Rural/Metro serves customers in approximately 400 communities nationwide.

Some of the key goals and priorities for the College Park Fire Department are community outreach through Citizens Emergency Response Training (CERT), additional fire safety education for businesses and schools, the continuity of operations plan (COOP), and the emergency operations plan for the City.

5.5 Public Health

Given the City's outstanding accessibility to the entire metropolitan Atlanta area, residents of College Park have a number of options in choosing healthcare providers and facilities, including a vast network of hospitals and other healthcare facilities throughout the region. South Fulton Medical Center (SFMC), located at 1170 Cleveland Avenue in East Point, is the closest hospital to the City.

SFMC was established in 1963 to serve residents of South Fulton and surrounding areas, and is currently a part of the Tenet Georgia network. The 338-bed facility

specializes in cardiac services, emergency services, outpatient surgery, women's health, sleep disorders, and senior care.

The Fulton County Department of Health and Wellness provides a variety of healthcare services to College Park citizens at the Willie J. Freeman Health Center, located at 1920 John E. Wesley Avenue in College Park. This facility offers a number of services for adults and children, including child health services, immunizations, dental service, nutritional counseling, women's health services, HIV screening and testing, tuberculosis screening, and parent and infant educational services, to name a few.

5.6 Education Facilities

5.6.1 Public Schools

A number of public, private, and post-secondary education facilities serve residents of the City of College Park. Public education is provided by the Fulton County School System, which is the fourth largest school system in the state of Georgia. According to the School System's website, the Fulton County School System employed more than 12,000 full-time personnel in the 2009-2010 school year, and served over 90,000 enrolled students.

College Park Elementary School

Four Fulton County schools are located within the City limits of College Park: College Park Elementary School, Harriet Tubman Elementary School, The Main Street Academy charter school, and Frank S. McClarin High School. McClarin High School is one of two alternative schools serving Fulton County. Table 6.1 identifies the Fulton County public schools serving students in College Park. McClarin High School has not been included in Table 5.1, as it is an open-campus alternative high school that serves students from throughout Fulton County, rather than from the College Park community exclusively.

Table 5.1: Public Schools Serving College Park

School	Address	Capacity	2009-2010 Enrollment	2010-2011 Projected Enrollment
Fulton County Schools				
College Park Elementary School	2075 Princeton Avenue College Park, GA 30337	500	355	331
Hapeville Elementary School	3440 N. Fulton Avenue Hapeville, GA 30354	800	693	741
Harriet Tubman Elementary School	2861 Lakeshore Drive College Park, GA 30337	675	506	474
Heritage Elementary School	2600 Jolly Road College Park, GA 30349	850	906	753
Mount Olive Elementary School	3353 Mount Olive Road East Point, GA 30344	725	529	514
Main Street Academy, Lower Academy (k-1)	3480 E. Main Street College Park, GA 30337	570[1]	n/a	209
Main Street Academy, Upper Academy (2-6)	1805 Harvard Avenue College Park, GA 30337	570[1]	n/a	353
Camp Creek Middle School	4345 Welcome All Road College Park, GA 30349	950	804	815
Paul D. West Middle School	2376 Headland Drive East Point, GA 30344	1200	843	854
Woodland Middle School	2745 Stone Road East Point, GA 30344	1250	1033	1052
Benjamin Banneker High School	5935 Feldwood Road College Park, GA 30349	1475	1309	1477
Tri-Cities High School	2575 Harris Street East Point, GA 30344	1875	1899	1928
Westlake High School	2400 Union Road S.W. Atlanta, GA 30331	1900	1954	1900
Clayton County Schools				
Northcutt Elementary School	5451 West Fayetteville Road College Park, GA 30349	750	704	653
North Clayton Middle School	5517 West Fayetteville Road College Park, GA 30349	1000	880	802
North Clayton High School	1525 Norman Drive College Park, GA 30349	1325	1163	1029

Source: Fulton County Schools, Clayton County Schools

[1] Number reflects the total of both the upper and lower academies. *Source: The Main Street Academy*

5.6.2 Private Schools

College Park is the home of Woodward Academy, located at 1662 Rugby Avenue, near the downtown area. Founded in 1900 as Georgia Military Academy, the Academy was renamed Woodward Academy in 1966, and is the oldest independent school in the Atlanta area, as well as the largest in the continental United States. The Academy offers classes for students in kindergarten through twelfth grade.

Woodward Academy

5.7 Parks and Recreation

The College Park Recreation Department maintains parks and recreation centers in the City, and offers a number of recreational programs. Currently, the City owns approximately 285 acres of recreation and open space, including six City parks. Table 6.2 identifies parks and recreation centers in the City and their amenities.

Table 5.2: City Parks and Recreation Facilities

Facility	Location	Amenities
Barrett Park	West Rugby Avenue and West Walker Avenue	Athletic fields, fitness trail, picnic areas, playgrounds, tennis courts
Brady Recreation Center	3571 Brenningham Drive	Athletic fields, Picnic areas, playgrounds, swimming pools
Brannon Park	Charlestown Drive	Athletic fields, picnic areas, playgrounds, tennis courts
Hugh C. Conley Recreation Center	3737 College Street	Athletic fields, tennis courts, swimming pools
Richard D. Zupp Park	Hawthorne Avenue	Athletic fields, fitness trail, picnic areas, playgrounds, tennis courts
Charles E. Phillips, Sr., Esquire Park	Herschel Road	Athletic fields, fitness trail, picnic areas, playgrounds, tennis courts
Godby Road Recreation Center	2300 Godby Road	Recreation center, community meeting space and swimming pool
Archives Building	3675 Auditorium Way	Historical Society and Young at Heart Meetings

College Park Golf Course

Other facilities maintained by the Recreation Department include the 700-seat City Auditorium, located at 3631 Main Street, Bill Badgett Football Stadium, and Bill Evans Baseball Field.

College Park has made several recent improvements to its recreation facilities, including a $275,000 renovation of the City Auditorium, which replaced the roof and windows and upgraded restroom facilities. Table 5.3 lists planned improvements to recreation facilities that have been identified in the City's Capital Improvement Plan.

Table 5.3: Planned Improvements to Recreation Facilities

Facility	Improvements	Year
Tennis Courts- All	Resurfacing	2010
Brady Center	New roof	2010
Conley Recreation Center Weight Room	New rubber flooring	2010
Zupp Park	Relocate baseball fields to another location	2011
New Park and Athletic Complex	Build a new park and athletic complex	2011
Bill Badgett Stadium	New seating	2011
Bill Evans Field	Upgrade baseball field lighting	2011
Bill Evans Field	New scoreboard	2011
Brady Center	Repave parking lot	2011
Bill Evans Field	Install seats with arms and backs	2012
Badgett Stadium	Install synthetic turf	2013
Bill Evans Field	Laser grading, sod, new concession stand	2014

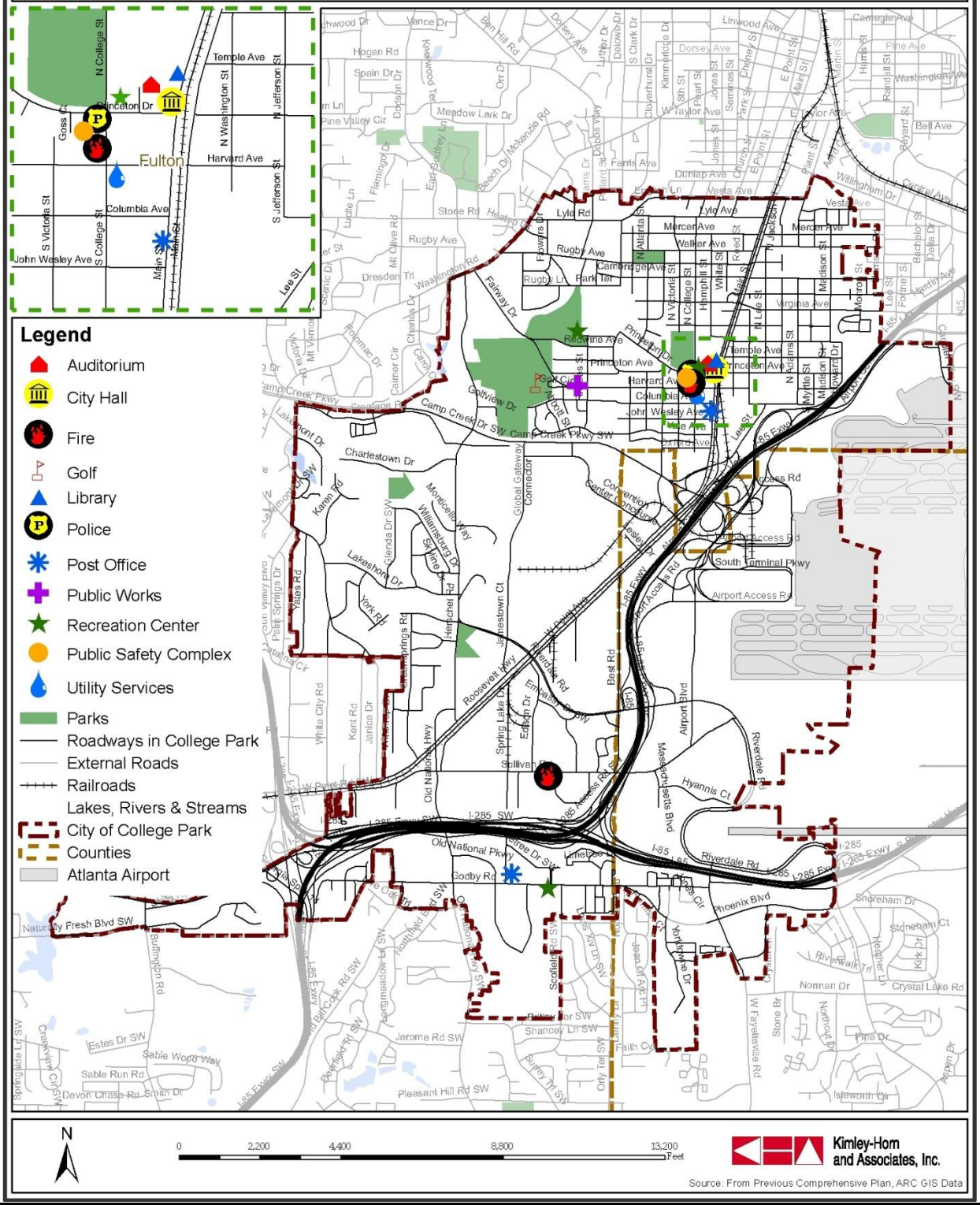
Source: City of College Park, Capital Improvement Plan FY2010-FY2014

In addition to the aforementioned parks and recreation facilities, the City owns the historic College Park Golf Course and Driving Range, which was established in 1929. The nine-hole course is leased to a private contractor and the lease is renewed every five years. In 2007, The Academy at College Park was established at the course to

provide golf instruction for area youth. A new irrigation system and new concrete cart paths were installed at the golf course in 2009.

A variety of recreational programs are offered for citizens of all ages, including basketball, football, baseball, softball, soccer, cheerleading, gymnastics, track and field, dance, swimming lessons, tennis, aerobics, weightlifting, tutoring, and computer classes, among others.

Figure 5.3: Community Facilities



5.8 Libraries and Other Cultural Facilities

5.8.1 Libraries

Located at 3647 Main Street in College Park, the College Park Branch Library is operated by the Atlanta-Fulton Public Library System, and serves residents of the City. The current library opened in 1999, and consists of approximately 7,500 square feet. A meeting room with capacity for 60 people is available to hold community meetings and events. In addition to providing access to a variety of print and electronic media, the library also offers a variety of events and activities for the community, including free tutoring, children's story time, and GED testing, among others.

5.8.2 Arts Venues

Residents of the City of College Park have easy access to a variety of nearby arts venues. The South Fulton Arts Center, located at 4645 Butner Road in College Park, offers programs to encourage area youth to participate in the performing and visual arts. Some of the programs offered at the Center include after school arts program, Sofu Kidz Performing Arts Ensemble, summer arts camps, and adult and children's pottery classes.

The Southwest Arts Center, located at 915 New Hope Road in Atlanta, is the first facility built by Fulton County for the sole purpose of sharing the arts with its residents. The Center was built in 2002, encompassing approximately 13,000 square feet, including multipurpose visual arts classrooms, two dance classrooms, a music room, a computer lab, and a warming kitchen. At the adjacent Southwest Performance Theater and Gallery, there is seating capacity for 375. Since the theater's opening, it has hosted several plays featuring nationally recognized artists.

College Park residents also have the opportunity to attend concerts at the newly constructed Wolf Creek Amphitheater, located at 3025 Merk Road, off of Camp Creek Parkway, which opened in 2011. The 5,000 seat facility was built by Fulton County, and features table, fixed chair, and lawn seating.

5.8.3 Georgia International Convention Center

Georgia International Convention Center

In 1985, the City of College Park opened the Georgia International Convention and Trade Center, which was later expanded in the mid-1990s in order to capture a larger portion of the growing convention industry in the Atlanta area. The expansion increased the original facility to 109,000 square feet of exhibit space, three ball rooms, multiple board rooms and meeting rooms and a culinary center. With the expansion, the facility located on Sullivan Road was renamed the Georgia International Convention Center.

By the end of the twentieth century, plans were made to construct a fifth runway at Hartsfield-Jackson Atlanta International Airport, and the facility was sold to the City of Atlanta and plans for a new convention center were made. In 2003, the City of College Park opened the Georgia International Convention Center (GICC) to the public. The new facility, the second largest exhibit and meeting space in the state of Georgia, far surpasses its predecessor in size with approximately 400,000 square feet of space, including the state's largest ballroom at 40,000 square feet. No details were spared, as the facility's design provides great functionality for its users, as well as exquisite décor, including a remarkable art collection.

Not long after opening the new GICC, the Mayor and Council of the City of College Park, along with the Business and Industrial Development Authority (BIDA), began exploring opportunities to further build upon this wonderful facility. A public/private partnership was established to provide for the construction of Class A office space which opened in 2009, and two full-service hotels opened on the site in 2010.

Located just one-quarter mile from Hartsfield-Jackson Atlanta International Airport, this world class facility gained even greater access to the world's busiest airport with the opening of the ATL SkyTrain automated people mover in 2009. Furthermore, the new Consolidated Rental Car Center (CONRAC) is conveniently located to GICC, providing visitors with easy access to a wealth of rental car companies.

In the future, additional expansions to the Gateway Center complex are anticipated, including additional hotels and office space, as well as a parking deck and retail offerings. Also, additional acreage is available on the GICC site for future expansion of the Convention Center. There are a number of options for future expansions, which may include additional exhibit and meeting space, a fixed-seat venue and/or performing arts space.

6.1 Adjacent Local Governments

The largest portion of the City of College Park is located within Fulton County, while a smaller portion of the City is located within Clayton County. In addition to unincorporated areas of Fulton and Clayton Counties, the City is bordered by the Cities of East Point and Union City. While Hapeville is not directly adjacent to College Park, its boundaries lie within half a mile of College Park, which necessitates coordination customary with that of adjacent cities. As required by the Georgia Department of Community Affairs, a Service Delivery Strategy is in place with Fulton County and with Clayton County.

6.2 Regional and State Governmental Entities

The City of College Park participates with several regional and state governmental entities in order to coordinate efforts with other jurisdictions in the region and the state as appropriate.

6.2.1 Atlanta Regional Commission

The Georgia Department of Community Affairs (DCA) has established Regional Commissions, formerly known as Regional Development Centers, throughout the state to ensure implementation of the Georgia Planning Act. Regional Commissions provide a variety of services to the local jurisdictions that they serve, including:

- Assistance with preparation of local comprehensive plans, solid waste management plans, and service delivery strategies, among others;
- Review of local government plans to identify potential implications to surrounding jurisdictions;
- Assisting, as necessary, with mediation of intergovernmental conflicts;
- Maintenance of geographic information system (GIS);
- Assistance with plan implementation activities;
- Provide innovative solutions to regional concerns; and
- Enhancing and protecting regionally important resources.

The City of College Park participates in the Atlanta Regional Commission (ARC), which serves the following ten counties and their cities: Cherokee, Clayton, Cobb, DeKalb,

Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale. ARC first emerged in 1947 as the Metropolitan Planning Commission (MPC), serving DeKalb and Fulton Counties, as well as the City of Atlanta. This was the first publicly supported multi-county planning agency in the United States. That agency evolved over the years to become today's Atlanta Regional Commission, coordinating planning efforts for its membership, including ten counties and 68 municipalities.

As indicated in the mission stated on the ARC website, *"The Atlanta Regional Commission (ARC) serves as a catalyst for regional progress by focusing leadership, attention and planning resources on key regional issues. This is accomplished through professional planning initiatives and the provision of objective information. In addition, it is made possible through the involvement of the community in collaborative partnerships that encourage healthy economic growth compatible with the environment, improve the region's quality of life and provide opportunities for leadership development."*

6.2.2 Metropolitan North Georgia Water Planning District

As the population of the Metropolitan Atlanta area continues to grow, demand for the area's limited water resources increases. A number of factors such as recent droughts, ongoing discussions and negotiations with neighboring states pertaining to shared water resources, and the federal court ruling about the release of water from Lake Sidney Lanier have further heightened concerns about the sustainability of Metro Atlanta's finite water resources for the future.

In 2001, the Georgia General Assembly established the Metropolitan North Georgia Water Planning District (MNGWPD) to help manage and protect the region's water resources. Serving 15 counties, 90 cities, and seven independent water authorities, the MNGWPD promotes intergovernmental coordination of water issues, and plans for the preservation of water resources. MNGWPD also develops regional and watershed-specific plans for stormwater management, wastewater treatment and water supply and conservation. Local governments and utilities are responsible for implementing the plans at the local level.

In addition to developing plans and promoting intergovernmental coordination of water issues, MNGWPD works to raise awareness of water issues. Through programs such as the Clean Water Campaign and Water Use it Wisely, the general public is made

aware of the importance of preserving the area's water resources. Television advertising, outdoor advertising, brochures, workshops, seminars, and primary and secondary education programs have been utilized to heighten public awareness of water matters.

There are several documents that provide guidance to water management in College Park. These are the MNGWPD Water Supply and Water Conservation Management Plan, the Waste Water Management Plan and the Watershed Management Plan. The City responded to the latter plan by adopting all of the Model Watershed Ordinances required under the plan.

6.2.3 Georgia Department of Transportation

In 1972, the Georgia Department of Transportation (GDOT) was established to plan, construct and maintain roads and bridges throughout the state, as well as to provide planning for other modes of transportation such as mass transit and airports. GDOT is also responsible for waterways throughout the state, ports in Savannah and Brunswick, and rail transit.

The City of College Park works closely with GDOT to maintain and improve state and federal highways in the City. Funding is also provided through GDOT to the City for local road improvements. This coordination is expected to continue through the planning period.

6.2.4 Georgia Department of Natural Resources

As specified in its mission statement, the mission of the Georgia Department of Natural Resources (DNR) is to, *"…sustain, enhance, protect and conserve Georgia's natural, historic and cultural resources for present and future generations, while recognizing the importance of promoting the development of commerce and industry that utilize sound environmental practices."* DNR assists the City, as necessary, with its water conservation, environmental protection, wildlife preservation, and historic preservation efforts. This coordination is expected to continue through the planning period.

6.2.5 Georgia Department of Community Affairs

The Georgia Department of Community Affairs (DCA), established in 1977, provides grant funding; leads state housing finance and development initiatives; and provides planning and research assistance to local governments, among other functions. DCA is also responsible for reviewing local comprehensive plans for compliance with the Minimum Planning Standards. It is anticipated that the Department will continue to offer technical assistance and grant funding to the City through the planning period.

6.3 School Board

The Fulton County Board of Education and Clayton County Board of Education serve public school students residing in the City of College Park. These Boards adopt courses of study; approve school attendance boundaries; approve budgets, financial reports, audits and major expenditures; fund the operation of the school system; and sets standards for the operation and improvement of the school system, among other responsibilities.

6.4 Other Local Governmental Entities

6.4.1 Development Authority of Fulton County

The Development Authority of Fulton County was established in 1973 as an entity intended to stimulate economic development in unincorporated Fulton County, as well as municipalities within the County, including College Park. The Development Authority provides taxable and tax-exempt bond financing opportunities, as well as a variety of economic development services.

6.4.2 Development Authority of Clayton County

The Development Authority of Clayton County provides taxable and tax-exempt bond financing opportunities, as well as a variety of economic development services, to unincorporated Clayton County, as well as its municipalities, such as College Park. The Authority can also provide tax breaks, venture capital programs, tax abatements and enterprise zones, as well as buy and sell property and construct buildings.

6.4.3 College Park Business and Industrial Development Authority

The College Park Business and Industrial Development Authority (BIDA) offers access to BIDA owned property and funding initiatives in order to encourage businesses to relocate and expand within the City. As specified by Georgia Senate Resolution No. 348, the purpose of BIDA is, *"…to attain development and promote for the public good, general welfare, trade commerce, industry and employment opportunities."* BIDA provides bond financing for a variety of major economic development initiatives, such as the construction of the Georgia International Convention Center (GICC). BIDA is governed by a five-member Board.

6.4.4 Hartsfield-Jackson Atlanta International Airport

Given that portions of Hartsfield-Jackson Atlanta International Airport are located within the College Park city limits, and that the Airport is not only the largest employer in the state of Georgia, as well as the world's busiest airport, coordination of Airport and City initiatives is critical. In order to facilitate coordination between the City and the Airport, as well as to assess the impacts of the Airport on the City, College Park employs a Director of Airport Affairs. Coordination between the City and the Airport is expected to continue through the planning period.

6.4.5 East Point Water Resources Department

Under an agreement negotiated in 1945, and most recently renewed in 2008, the City of College Park draws its water supply from the East Point Water Plant, which is operated by the City of East Point Water Resources Department. The agreement is renewed every three years.

6.4.6 City of Atlanta Department of Watershed Management

In 1959 an agreement was negotiated with the City of Atlanta to provide wastewater treatment for wastewater in areas of College Park east of US 29. This agreement was updated in 1978, and is currently under renegotiation with a new agreement expected to be in place in 2011.

6.4.7 Fulton County Public Works Department Wastewater Division

An agreement has been in place with the Fulton County Public Works Department Wastewater Division to provide wastewater treatment for areas of the City west of US 29 since 1959. This agreement was most recently renegotiated in 2007.

6.4.8 Clayton County Water Authority

An agreement is in place with the Clayton County Water Authority to provide for treatment of approximately 0.058 million gallons of wastewater from the City of College Park per day.

6.5 Private Entities

6.5.1 Airport Area Chamber of Commerce

The City of College Park participates in the Airport Area Chamber of Commerce (AACOC). Established more than 50 years ago, AACOC strives to promote the growth of businesses in the airport area. AACOC provides a number of benefits for its members, including monthly luncheons, advertising assistance, networking events, an annual directory, and a newsletter.

6.5.2 South Fulton Chamber of Commerce

The City of College Park is a member of the South Fulton Chamber of Commerce (SFCOC). SFCOC emerged through a merger of the East Point Chamber of Commerce and the College Park Chamber of Commerce in 1969. Between 1992 and 2002, SFCOC merged with the Metro Atlanta Chamber of Commerce; however, SFCOC was reincorporated in 2002. SFCOC exists to promote, advance and support business interests in South Fulton County, and provides benefits for its members, such as monthly meetings, training opportunities, networking events, and an annual directory.

6.5.3 Clayton County Chamber of Commerce

Founded in 1953, CCCOC promotes business growth throughout Clayton County, including the City of College Park. CCCOC provides several benefits to its members, including monthly breakfast and luncheon meetings, networking events, training

opportunities, and an annual directory. CCCOC also organizes Leadership Clayton annually.

6.5.4 Old National Merchants Association

The Old National Merchants Association (ONMA) was established to serve businesses along the Old National Highway corridor. Through the years, ONMA has participated in a number of revitalization efforts along the corridor, as well as other activities intended to promote economic development on Old National Highway.

6.6 Service Delivery Strategy

The Service Delivery Strategy Act (HB489) was passed in 1997, requiring local governments throughout Georgia to develop a Service Delivery Strategy (SDS). This document identifies the services provided by various governmental entities, assigns responsibility for the provision of services and the location of service areas, identifies funding sources, and specifies the contracts, ordinances, and other appropriate measures to ensure the implementation of the SDS.

The City of College Park currently has Service Delivery Strategies in place with Clayton County and Fulton County. The Clayton County SDS was adopted and submitted for compliance review in October 1999. Subsequently, it was extended for three additional years in April 2000, and again in April 2004. Most recently, the Clayton County SDS was extended through April 2011 in May 2006.

The Fulton County SDS, which includes the City of College Park, was adopted in September 1999, and was most recently renewed in October 2005. The current SDS is valid through 2015.

Table 6.1 provides an outline of services provided in the City of College Park and any inconsistencies with the Service Delivery Strategies.

Table 6.1: Services Provided in the City of College Park

Service Provided	Provider	Inconsistencies
911	City of College Park	None
Animal Control	City of College Park	None
Building Inspection and Permits	City of College Park	None
Building Maintenance	City of College Park	None
Code Enforcement	City of College Park	None
Courts	City of College Park (Municipal), County (Juvenile, Probate, State and Superior Courts)	None
District Attorney	Clayton and Fulton Counties	None
Drug Task Force	City of College Park, GBI, DEA, Tri-Cities Narcotics Task Force (College Park, East Point, Fairburn, Hapeville and Palmetto), Hartsfield-Jackson International Airport-DEA agreement includes College Park	None
Economic Development	City of College Park	None
Elections	City of College Park, Clayton and Fulton Counties	None
Electricity	City of College Park (under agreement with MEAG)	None
EMS	City of College Park (under agreement with Rural/Metro)	Yes. In 2008, Fulton County transferred responsibility for providing EMS services to its cities. Subsequently, the City of College Park entered into an agreement with Rural/Metro to provide EMS services within the City.
Engineering	City of College Park	None
Environmental Health	Clayton and Fulton Counties	None
Fire	City of College Park	None
GIS (Mapping)	City of College Park	None
Law Enforcement	City of College Park	None
Library	Fulton County	None
Medical Examiner	Clayton and Fulton Counties	None
Parks and Recreation	City of College Park	None
Physical Health	Fulton County	None
Planning and Zoning	City of College Park	None
Purchasing	City of College Park	None
Recycling	City of College Park	None
Senior Center	Fulton County	None
Stormwater	City of College Park	None
Street Construction	City of College Park	None
Street Maintenance	City of College Park	None
Tax Assessment	Clayton and Fulton Counties	None
Waste Collection	City of College Park	None

Service Provided	Provider	Inconsistencies
Wastewater Treatment and Collection	City of College Park (under agreement with City of Atlanta and Fulton County)	None
Water	City of College Park (under agreement with City of East Point)	None

7.1 Introduction

An accessible, efficient, and safe transportation network is a vital component of a community. The transportation element of the comprehensive plan addresses connections between land use and transportation and provides an inventory and assessment of transportation conditions within the City of College Park.

The transportation portion of the Community Assessment consists of a review of the transportation network and its operating conditions including existing conditions and recent historical trends, particularly targeting problem areas and corridors. Collecting the data necessary to compile this inventory involved drawing from many different resources including the City of College Park, aerial photography, field visits, the Atlanta Regional Commission (ARC), the Metropolitan Atlanta Rapid Transit Authority (MARTA) and the Georgia Department of Transportation (GDOT).

7.1.1 Community Overview

The City of College Park is located in both Fulton County and Clayton County, south of the City of Atlanta. A portion of the College Park land area that falls within Clayton County is owned by the City of Atlanta and consists of the Hartsfield-Jackson Atlanta International Airport. Access to the airport constitutes an important part of transportation and mobility for College Park, including interstate interchanges for both I-285 and for I-85.

7.1.2 Study Network

Many agencies have influence over the various kinds of transportation facilities located within College Park. These agencies include at a minimum the City of College Park, Federal Highway Administration (FHWA), GDOT, Federal Aviation Administration, Federal Railroad Administration (FRA), CSX, MARTA, Hartsfield-Jackson Atlanta International Airport, Fulton County, Clayton County, and the City of Atlanta. Analysis was made for all transportation facilities that influence travel in College Park, however, for this study, primary focus was given to those facilities that are most influenced by the City. For instance, interstates passing through College Park are frequently discussed throughout this section but are not included in the overall inventory of City facilities. Also, airport roadways are excluded from this inventory because projects on these roadways are managed, maintained, and permitted specifically under the authority of

the Airport. State roadways, however, are included in the inventory because they are managed and maintained cooperatively between the City of College Park and GDOT.

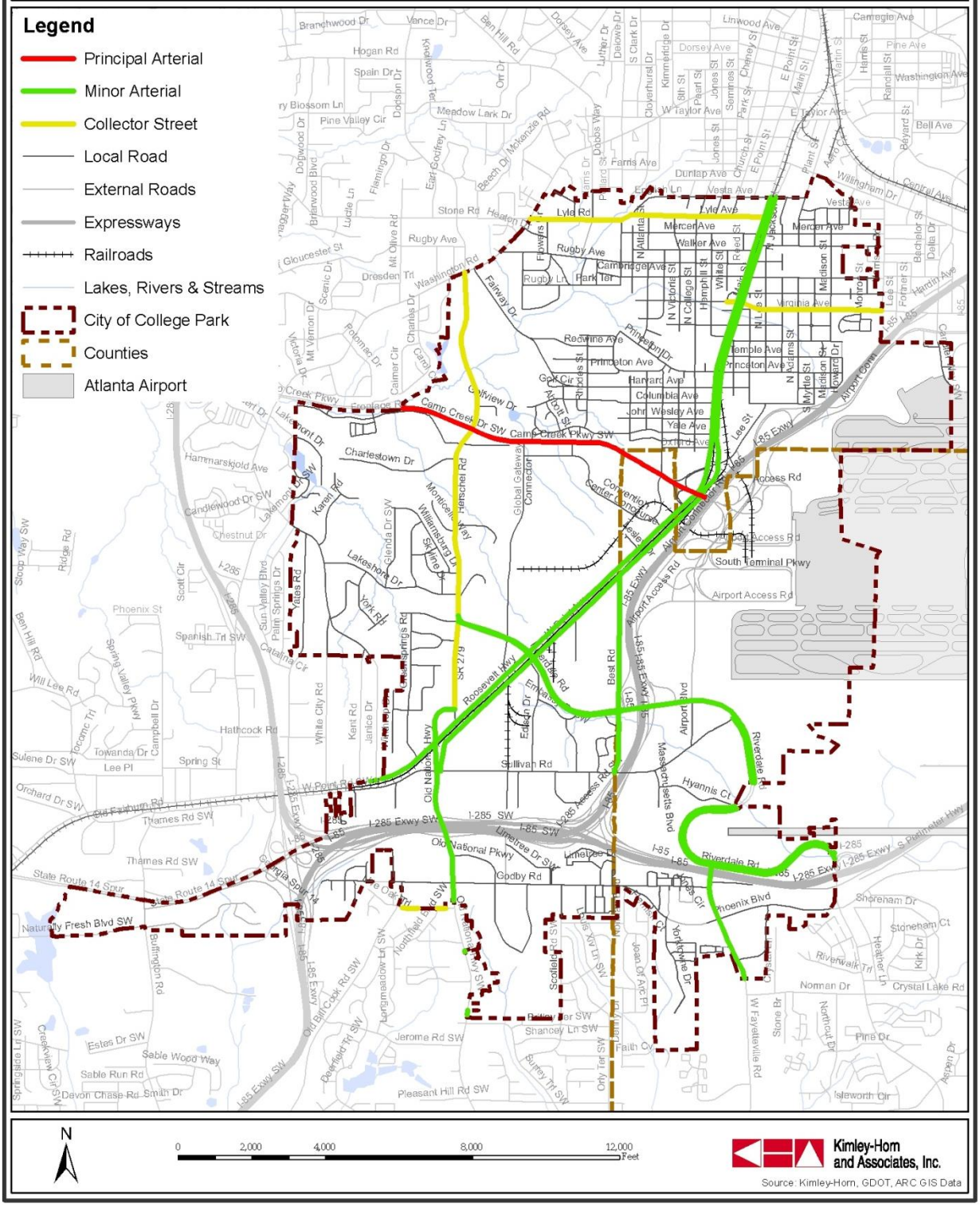
7.2 Roadway Inventory

7.2.1 Functional Classification

Figure 7.1 displays roadway facilities by GDOT functional classification. There is a large concentration of highly classified roadways in College Park, which is unique for a city that is roughly ten square miles in area. Some of the higher classified roadways within the City of College Park include:

- Urban Interstate Principal Arterials
  - I-85
  - I-285
- Urban Principal Arterials
  - Camp Creek Parkway / SR 6
- Urban Minor Arterials
  - Main Street / Roosevelt Highway / US 29 / SR 14 / SR 139
  - West Fayetteville Road / SR 314
  - Riverdale Road / SR 139
  - Old National Highway / SR 279
  - Best Road
  - Washington Road
- Urban Collectors
  - Riverdale Road (from Best Road to Herschel Road) / SR 139
  - Herschel Road
  - Lyle Avenue / Lyle Road
  - Virginia Avenue
  - Old Bill Cook Road
  - Northfield Boulevard SW

Figure 7.1: Functional Classifications



7.2.2 Traffic Volumes

GDOT maintains a database of traffic count data collected at a number of traffic count stations throughout the state of Georgia, including 25 along College Park roadway facilities (plus, another 11 along interstate facilities within College Park). The most recent available traffic count data from GDOT is from 2008.

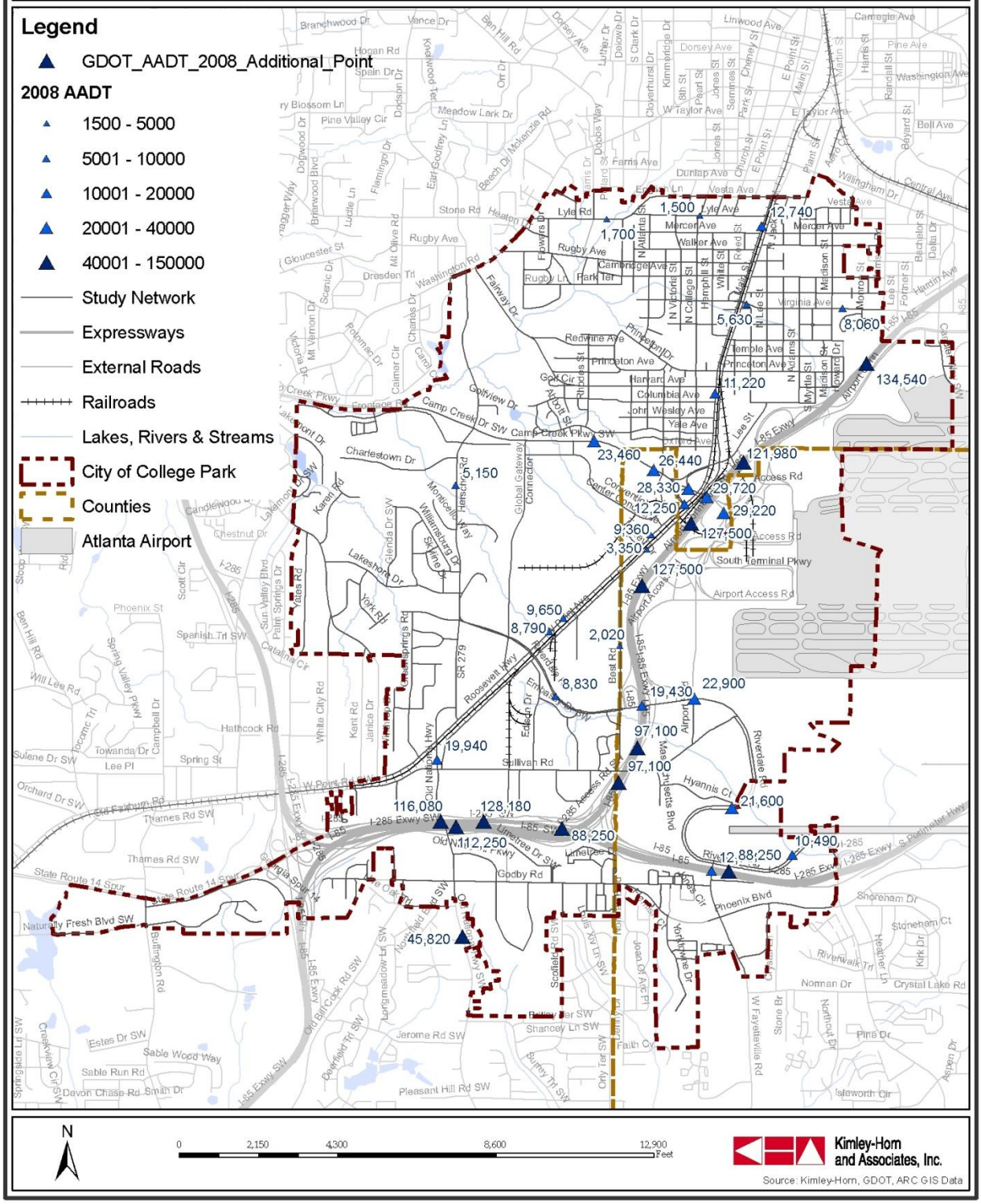
Figure 7.2 and Table 7.1 reflect traffic count stations along College Park roadways, along with the 2008 Average Annual Daily Traffic (AADT) counts. The AADT is a daily traffic volume taken for an entire year and averaged. If data from a count station is only available for a portion of a year then the AADT is calculated using seasonal factors to generate an estimated AADT for the facility. The highest AADT within the City of College Park is 134,540 vehicles per day, collected at the northernmost count station along I-85. The heaviest non-interstate AADT within College Park is 28,390 vehicles per day, collected at the easternmost count station along Camp Creek Parkway.

Table 7.1 2008 Average Annual Daily Traffic (AADT) Counts

Traffic Count Station	2008 AADT	Road Name
0997	2,020	Best Road
1375	26,440	Camp Creek Parkway
5195	29,720	Camp Creek Parkway
5197	28,330	Camp Creek Parkway
5720	23,460	Camp Creek Parkway
6286	5,150	Herschel Road
1209	88,250	I-285
5518	112,250	I-285
5519	116,080	I-285
5532	128,180	I-285
5557	88,250	I-285
1196	97,100	I-85
1198	127,500	I-85
5517	121,980	I-85
5520	97,100	I-85
5521	134,540	I-85
5525	127,500	I-85
5193	29,220	I-85 Ramp
6354	1,500	Lyle Avenue
6352	1,700	Lyle Road
5202	11,220	Main Street
5204	12,740	Main Street
5439	19,940	Old National Highway
1136	10,490	Riverdale Road
1138	21,600	Riverdale Road
1141	22,900	Riverdale Road
1143	19,430	Riverdale Road
5962	8,830	Riverdale Road
1052	9,360	Roosevelt Highway
5161	8,790	Roosevelt Highway
5200	9,650	Roosevelt Highway
5201	12,250	Roosevelt Highway
5584	8,060	Virginia Avenue
5585	5,630	Virginia Avenue
1165	12,500	W Fayetteville Road
1145	3,350	W Point Avenue

Source: Georgia Department of Transportation

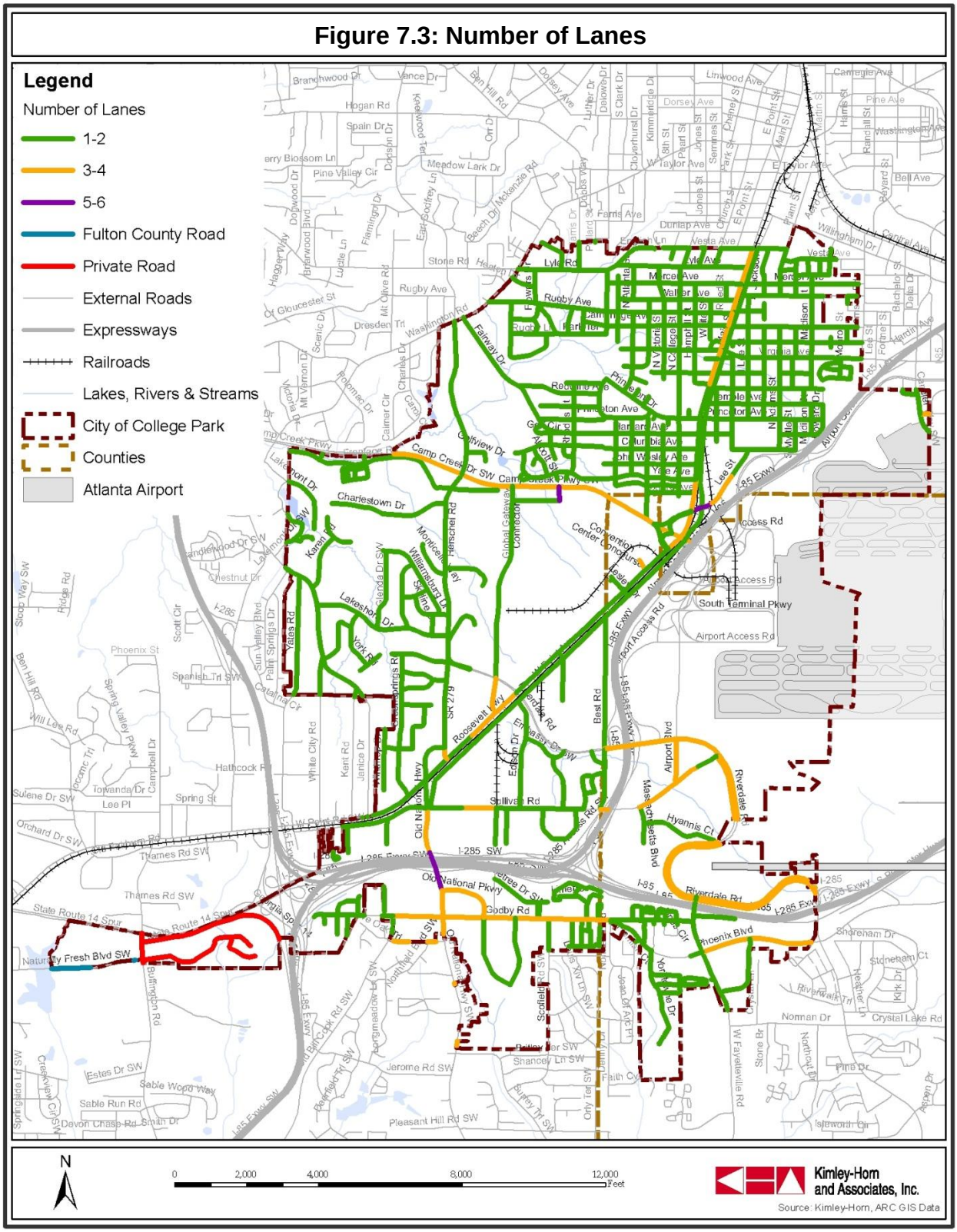
Figure 7.2: Traffic Volumes



7.2.3 Number of Lanes

The majority of roadway facilities within the City of College Park consist of 2 lanes. There are several 3-4 lanes facilities such as Main Street, Godby Road, and Phoenix Boulevard, most of Camp Creek Parkway, and Riverdale Road, and only a few sections of roadway that consist of 5-6 travel lanes along Lee Street Connector, Old National Highway, and the entrance roads to the Georgia International Conference Center. Figure 7.3 graphically displays the number of lanes for each roadway facility within College Park.

Figure 7.3: Number of Lanes



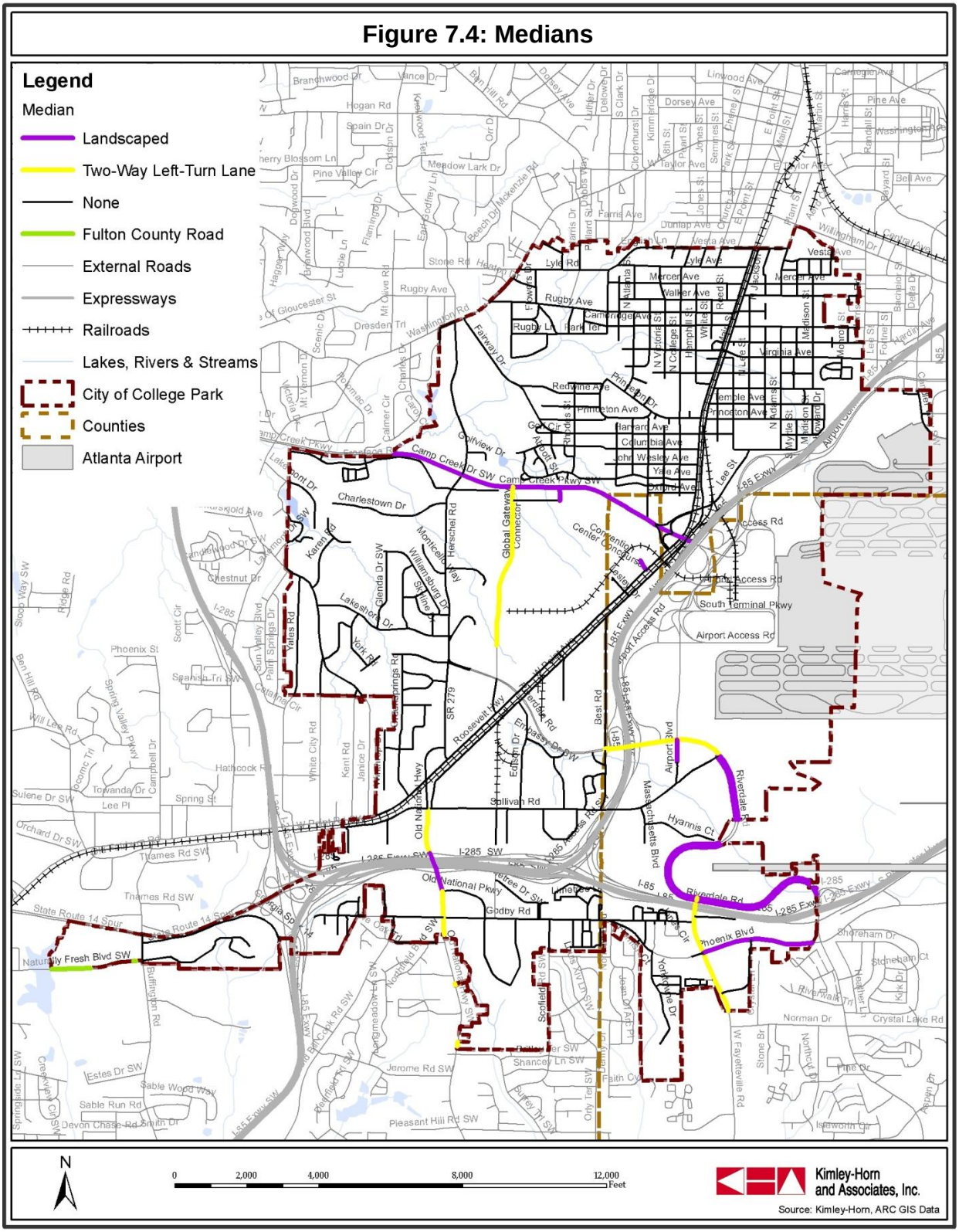
7.2.4 Medians

Seven roadway facilities within College Park contain medians. Camp Creek Parkway/Camp Creek Parkway contains a landscaped median for its entire length within College Park. Additional landscaped medians exist along the eastern portion of Riverdale Road, along a portion of Airport Boulevard (at its intersection with Riverdale Road), along Phoenix Boulevard (between West Fayetteville Road and Riverdale Road), along Convention Center Concourse, and along Old National Highway (between the I-285 ramps and Old National Parkway).

Two-Way Left-Turn Lane (TWLTL) median sections are present along the western section of Riverdale Road, along West Fayetteville Road (for its entire length within College Park), along the western portion of Naturally Fresh Boulevard, and along Old National Highway (between Sullivan Road and the I-285 ramps and between Old National Parkway and the southern City limits).

Figure 7.4 displays the median type and locations.

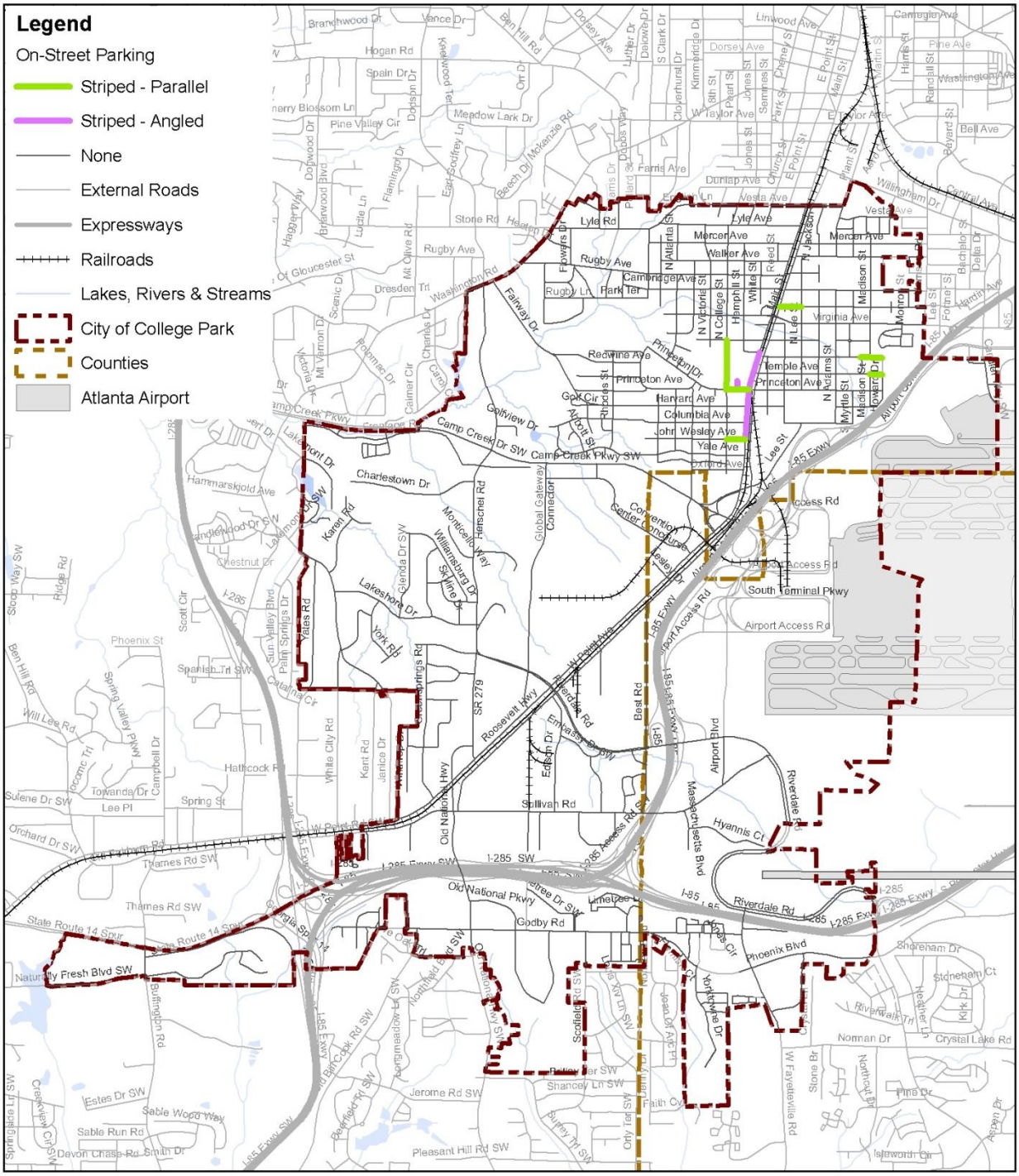
Figure 7.4: Medians



7.2.5 Parking

Currently, on-street parking exists on Main Street / US 29 / SR 14 / SR 139, as well as other local roadways. This parking is located in and around the downtown area, specifically only in areas where a gridded street network exists. These locations are mapped in Figure 7.5.

Figure 7.5: On-Street Parking



7.2.6 Bridges

GDOT bridge inspection reports show that there are 50 bridges in the City of College Park. Bridge locations in College Park are shown in Figure 7.6. Because of the large amount of regional transportation facilities that exist in College Park, only 13 of these bridges serve as part of the local roadway system. The remaining bridges are part of the interstate system, airport roadway network, or railway system. The 13 bridges that are part of the local roadway network are all inspected and maintained by GDOT. These bridges are listed below in Table 7.2:

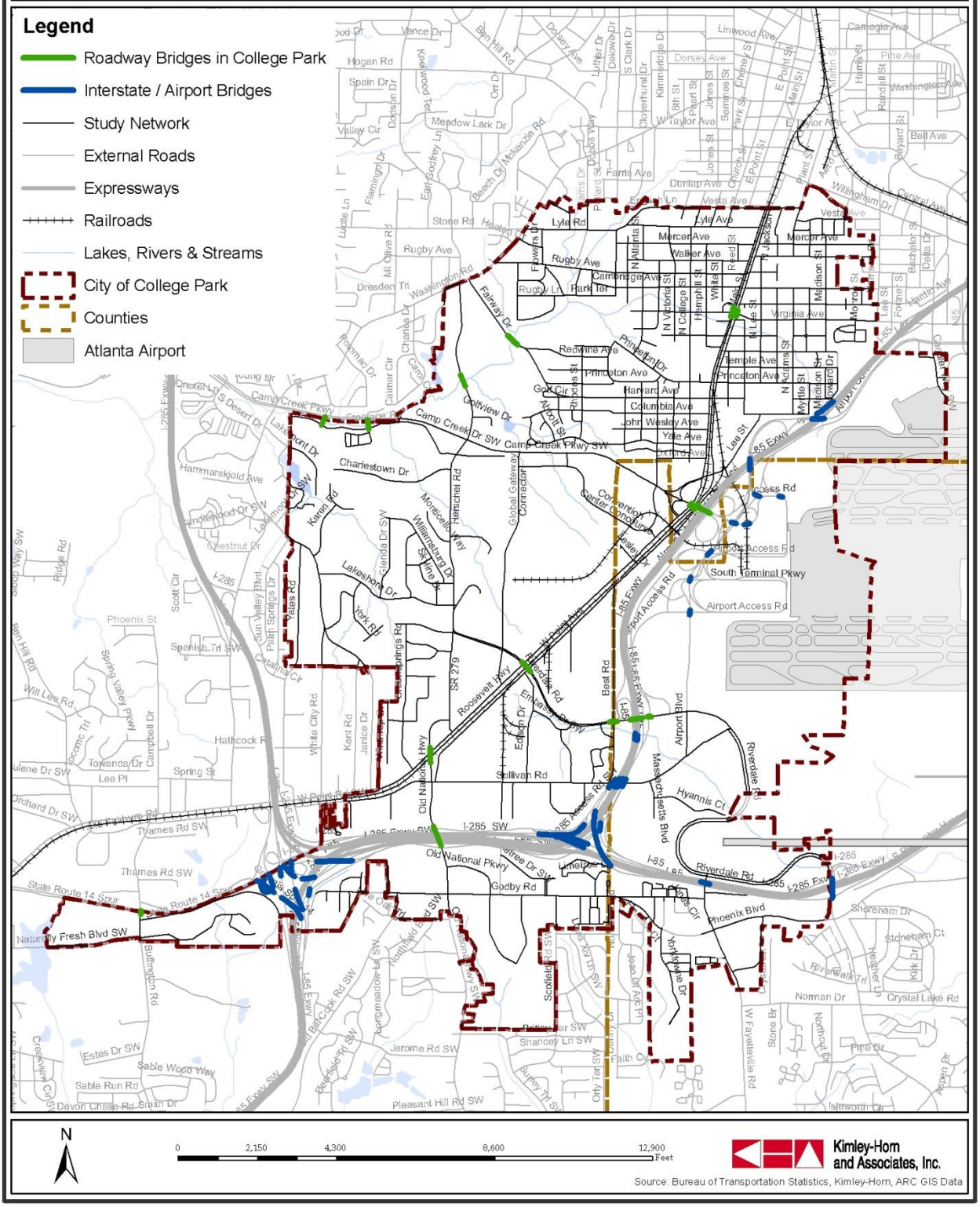
Table 7.2: Bridges Occurring in the Local Roadway System in College Park

Bridge ID	Road Name	Feature Type	Feature	Year Built	2007 ADT	GDOT Suffic. Rating
121-5198-0	Camp Creek Parkway Frontage Road	Over Stream	Camp Creek	1966	1900	57.49
121-0113-0	Old National Highway	Over Roadway / Rail	Roosevelt Hwy / SR 14 / CSX Rail	1967	21190	57.66
121-0312-0	East Main Street	Over Roadway	Camp Creek Parkway / SR 6	1963	1900	65.78
063-0024-0	Riverdale Road / SR 139	Over Roadway / Rail	Best Road / CSX Rail	1977	20640	68.98
121-0597-0	West Main Street	Over Roadway	Virginia Avenue	1962	12370	74.57
121-0317-0	Herschel Road	Over Stream	Camp Creek	1935	6560	75.47
121-0365-0	Buffington Road	Over Roadway	SR 14 Spur	1959	10670	77.98
121-0655-0	Riverdale Road / SR 139	Over Roadway / Rail	Roosevelt Hwy / SR 14 / CSX Rail / West Point Ave	1988	7720	79.97
121-0463-0	Camp Creek Parkway / SR 6	Over Roadway	I-85	1976	30970	80.56
063-0023-0	Riverdale Road / SR 139	Over Roadway	I-85	1976	20640	82.07
063-0022-0	Riverdale Road / SR 139	Over Roadway	I-85 Ramp	1976	20670	85.3
121-0600-0	Main Street / US 29 / SR 14 / SR 139	Over Roadway	Virginia Avenue	1986	1900	85.58
121-0112-0	Old National Highway	Over Roadway	I-85 / I-285	1985	37220	91.35

GDOT assigns a sufficiency rating to all bridges as part of the inspection process. The sufficiency rating is a very general score ranging between 0 and 100 that indicates a bridge's overall status. A score of 50 or below generally indicates that a bridge is in need of significant repair or replacement. Currently all of the bridges identified as part of College Park's local roadway network have sufficiency ratings over 50.

Note that the brides listed in Table 7.1 on the previous page are only those that are listed in the GDOT bridge inspection report. Other roadway bridges may exist in College Park; however, they may not meet the criteria to be classified by GDOT. For example, a bridge exists on Fairway Drive, but it is 2 feet too short to be included in the GDOT database.

Figure 7.6: Bridges



7.2.7 Crash Data Analysis

Methodology

Crash data was obtained from GDOT and the Critical Analysis Reporting Environment (CARE) database for crashes occurring in College Park for the years 2006 through 2008. Over 10,000 crashes occurred in the study area during this period. A crash data analysis was performed using three different methodologies:

- Analysis of crash rates for corridor sections in the study network (considering all crash types)
- Analysis of pedestrian crash locations
- Analysis of bicycle crash locations

Crash rates were calculated using the following standard crash rate equation:

$$Rate = \frac{(no.of\ accidents)(10^6)}{(ADT)(no.of\ years)\left(365\ \frac{days}{yr}\right)(L_{mi})}$$

For these calculations, all vehicle and crash types were included. To determine the number of crashes occurring for each roadway segment, the locations of all crashes in the study area were mapped, and those crashes occurring within 50 feet of a study roadway were attributed to that roadway. For crashes occurring near intersections and occurring within 50 feet of two or more roadways, each crash was assigned to one leg of the intersection randomly as part of the GIS analysis in order to avoid counting a single crash multiple times. The ADT values were calculated using estimated traffic volumes provided by GDOT (each crash recorded by GDOT includes an estimated ADT value). In order to achieve the highest accuracy, these values were checked against available count data. For roadway segments where multiple crashes occurred and the estimated traffic volumes varied, the volumes were averaged to provide an overall average ADT for the segment. The other inputs for the crash rate equation include three years for the number of years, and the individual length of each segment for each individual rate calculation. This produces a crash rate per 100 million vehicle miles traveled (HMVM).

For pedestrian and bicycle crashes, the quantities of these types of crashes is small enough that mapping these crashes individually is more beneficial for identifying trends

in the study network than the calculated rates. Maps of the locations and severity of these crashes are included as part of this section.

Crash Rate Analysis

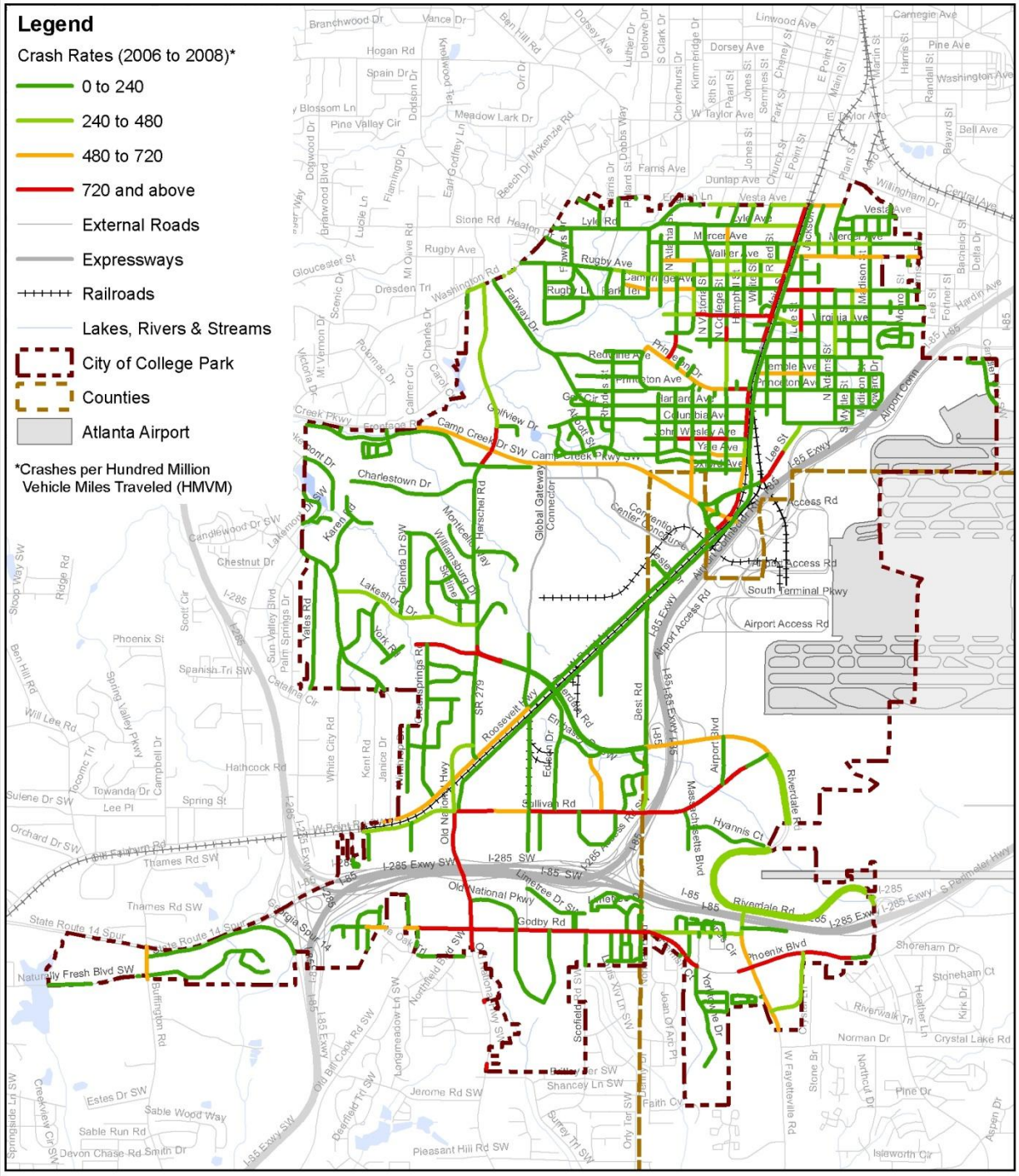
GDOT develops average crash rates by functional classification and location (urban versus rural) for the state. These rates were used to compare the approximate rates within College Park to the state average to determine which road segments are significantly higher than average. The GDOT crash rates for 2008 are as follows:

- Principal arterial (non-freeway): 524 crashes / HMVM
- Minor arterial: 471 crashes / HMVM
- Collector: 443 crashes / HMVM

The average of these three rates is approximately 480 crashes / HMVM. For a city-wide general crash analysis, these rates are most useful for making relative comparisons within the system, so a general threshold of 480 crashes / HMVM was used to display the rates in Figure 7.7. Those roadway segments with crash rates below 480 are shown in shades of green, while those corridors with crash rates above 480 are shown in orange or red. The red roadways have crash rates more than twice as high as the state average.

- The corridors with the 10 highest crash rates are listed below:
- Godby Road from Yorktowne Drive to Old Bill Cook Road SW
- North Atlanta Street from Princeton Drive to Simmons Drive
- Virginia Avenue from Main Street to North Conley Street
- Sullivan Road from Spring Lake Drive to Riverdale Road
- Old National Highway from the southern City border to Sullivan Road
- John Wesley Avenue from South Atlanta Street to South College Street
- Lee Street near the entrance to the College Park MARTA rail station
- Phoenix Boulevard within the City limits in the southeast portion of College Park
- Colonial Drive / Riverdale Road between Global Gateway Connector and the western terminus of Colonial Drive
- Main Street between John Calvin Avenue and the northern City border

Figure 7.7: Crash Rates 2006-2008

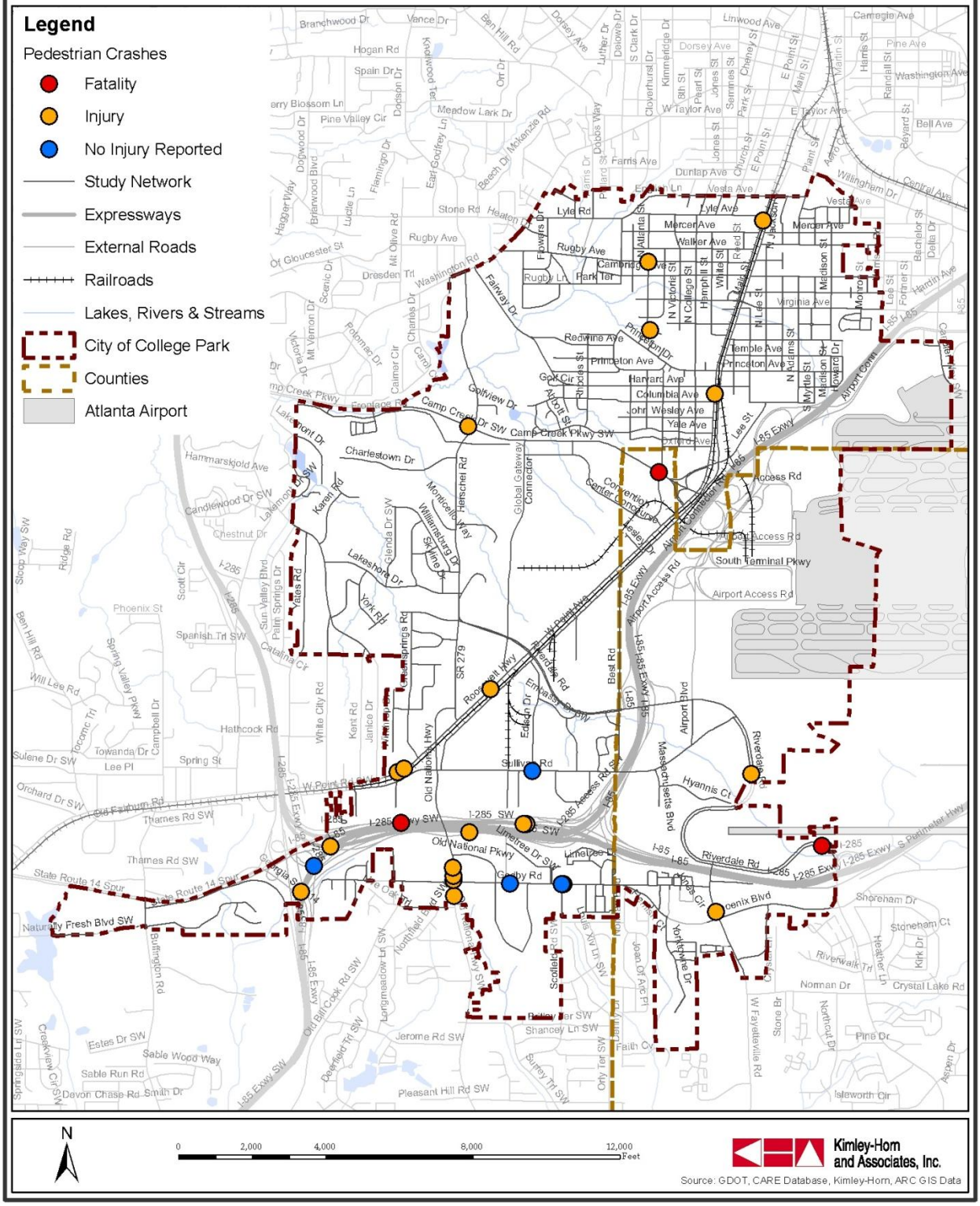


Pedestrian Crashes

The following trends in pedestrian crashes are shown in Figure 7.8:

- A concentration of pedestrian crashes occurred along Old National Highway near the southern border of the City (8 total crashes, although some are difficult to identify in the figure due to overlap). This roadway is a five-lane commercial corridor with a TWLTL median with no pedestrian refuge. There are sidewalks along each side of the facility and crosswalks at the intersection of Old National Highway and Godby Road. The next available crosswalk across Old National Highway within the City of College Park is at Sullivan Road, over one-half mile to the north of Godby Road (across I-285).
- Five pedestrian crashes occurred along Main Street / Roosevelt Highway / US 29 / SR 14 / SR 139. The majority of this roadway is a four lane cross-section which narrows down to two lanes inside the downtown area where some on-street parking exists. Crosswalks are installed at most intersections in the downtown area (particularly near the College Park MARTA station); however, crosswalks occur infrequently in other parts of the facility. Between Camp Creek Parkway and the western border of the City, bus stops are intermittently located along the southeast side of the roadway; however, this section of roadway has no sidewalks and only one crosswalk. Foot trails, or "goat paths," along this facility indicate a heavy pedestrian presence.

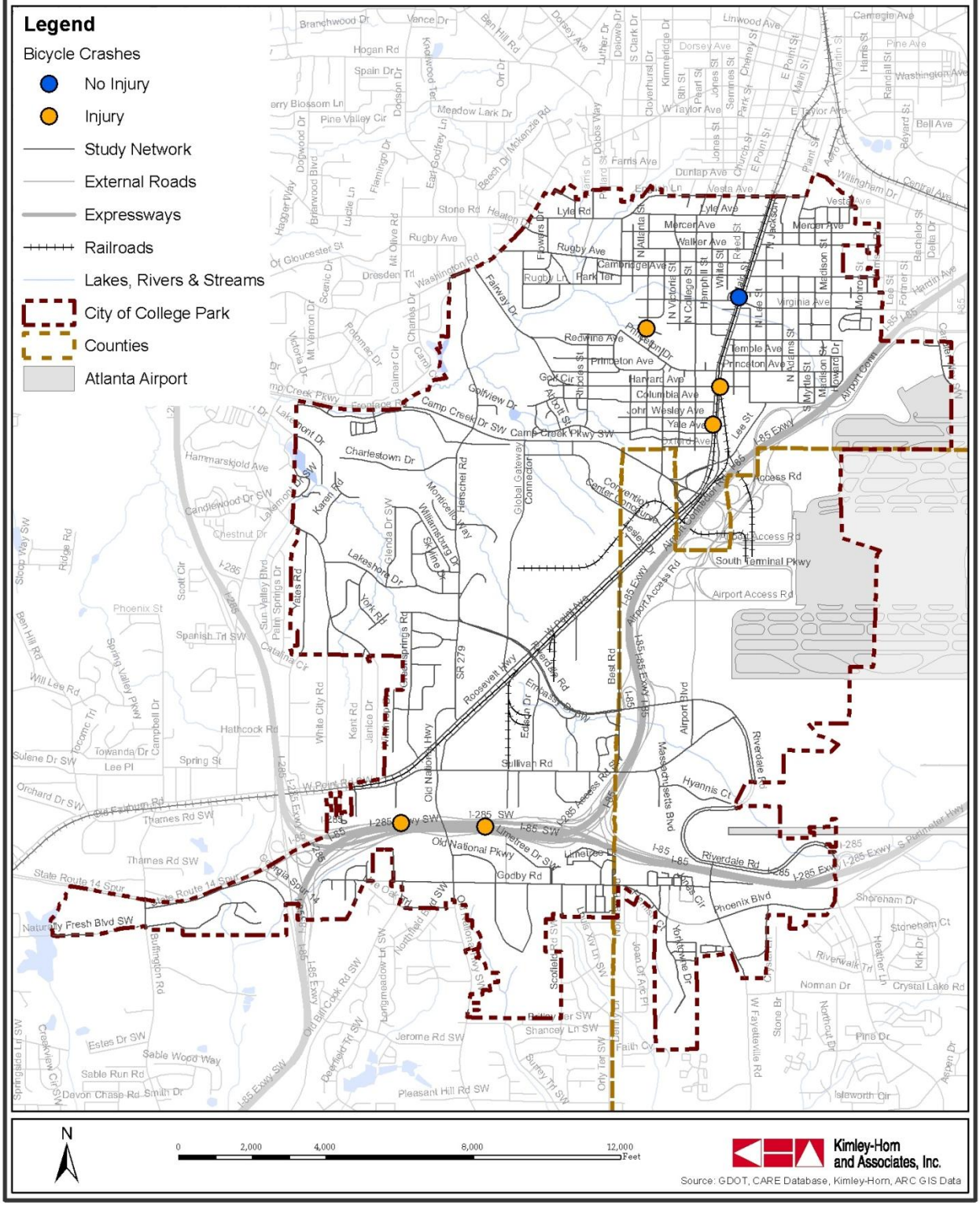
Figure 7.8: Pedestrian Crash Rates 2006-2008



Bicycle Crashes

Six crashes involving bicycles occurred in the City of College Park from 2006 to 2008. The locations of these crashes are shown in Figure 7.9. Two of these occurred on I-285 (where bicycles are prohibited) and four of these occurred near the downtown area of the City. Because so few crashes occurred during this period, identifying trends is difficult; however, two of these crashes occurred along Main Street / US 29 / SR 14 / SR 139 and one occurred on East Main Street, which is a parallel facility. These critical north/south routes are likely to be attractive for cyclists as they travel through the downtown commercial district where traffic is calmed by on-street parking and narrower lane widths. This area is also in close proximity to the College Park MARTA station. Installing bicycle accommodations such as shared lane markings or bike lanes along these facilities in the downtown area where right-of-way permits would likely improve safety for cyclists.

Figure 7.9: Bicycle Crash Rates 2006-2008



7.2.8 Travel Patterns and Model Analysis

Understanding current and future travel patterns in and around College Park is an important component for developing transportation recommendations. A number of tools can be used to determine where and why people travel. Census information is an extremely useful source for discerning where people live and where they work, as well as when and why they travel. ARC travel demand model is also a critical tool for developing large-scale transportation recommendations. Both the Census and the Local Employment Dynamics (LED) *OnTheMap* program and the ARC travel demand model were used to understand current and projected travel and vehicular Levels-of-Service.

Travel Patterns and Trip Characteristics

The US Census Bureau, in conjunction with the LED partnership of various states, has developed an online interactive mapping program to display relationships between the home and employment locations of workers called *OnTheMap*. Two types of analyses were conducted for the City of College Park: labor shed analysis and commute shed analysis. The labor shed map displays home locations for those who work in College Park, while the commute shed map displays work locations for those who live in College Park. Used in conjunction with the Atlanta Regional Commission's travel demand model, the *OnTheMap* figures can provide insight into the travel patterns of residents and employees of College Park, and can assist with determining transportation needs relative to multiple modes of travel.

Figure 7.10, displaying the labor shed for College Park, shows that people travel from across the region to work in the City. Alternatively, Figure 7.11, showing the commute shed for College Park, shows that the City's residents work in concentrated employment centers such as the Airport, Downtown/Midtown Atlanta, and other activity centers. The reason such a trend is exhibited in this area is because of the Hartsfield-Jackson International airport: the airport attracts a labor force from across the Atlanta area, and many of those who commute from College Park work at the airport. This can be clearly seen in Figures 7.10 and 7.11.

College Park's access to the MARTA rail line is an important component of commute travel for both its residents and its employees. For residents of the City that live near to

the rail station and work in another major employment center, it is possible for the entire commute trip to occur via MARTA. Workers traveling from other parts of the region also have the opportunity to drive or take a bus to the rail station to reach their employment destination.

College Park's access to the interstate system (particularly to I-85 and I-285) also provides vehicular accessibility to residents and employees.

Figure 7.10: 2008 Labor Shed

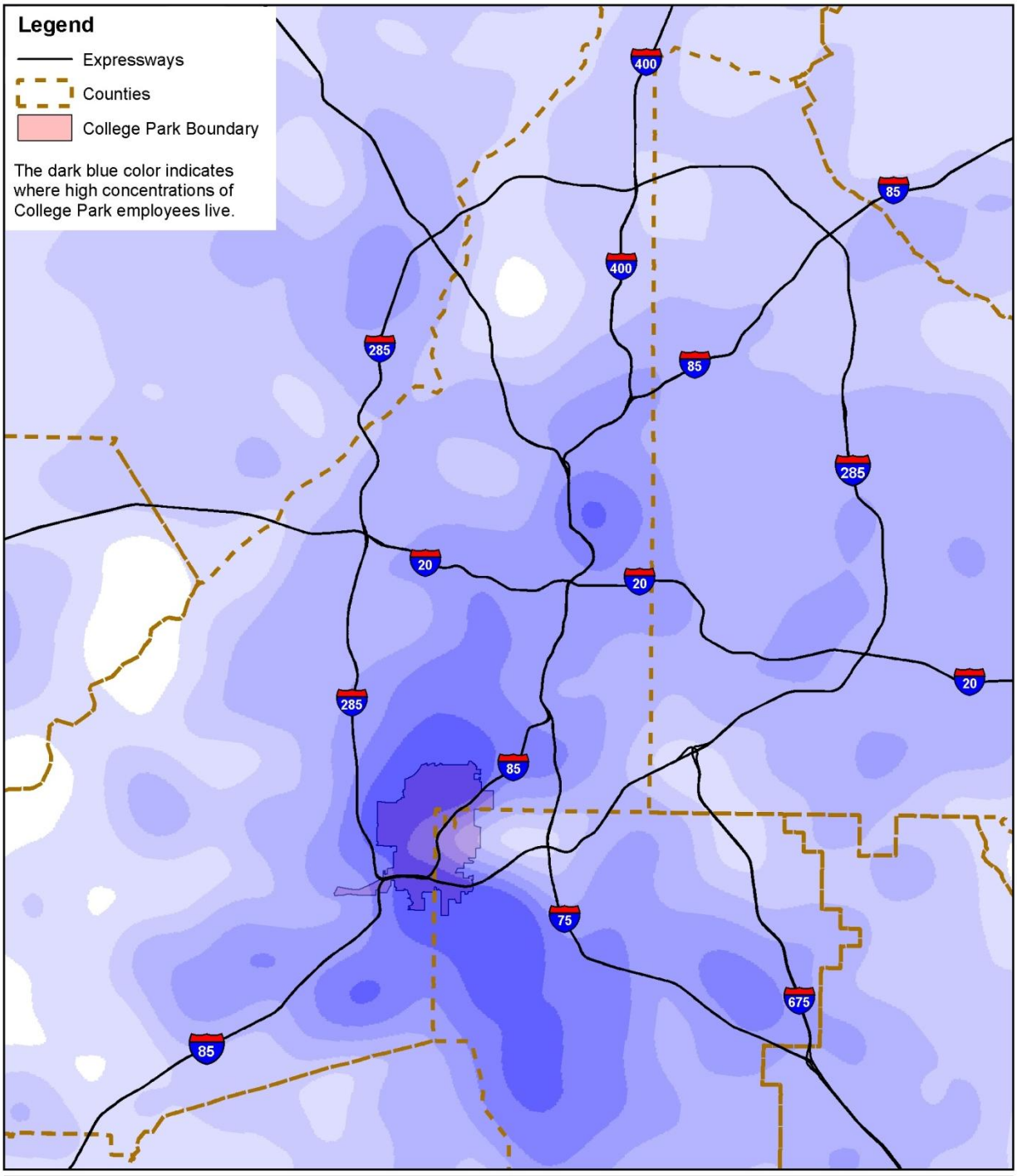
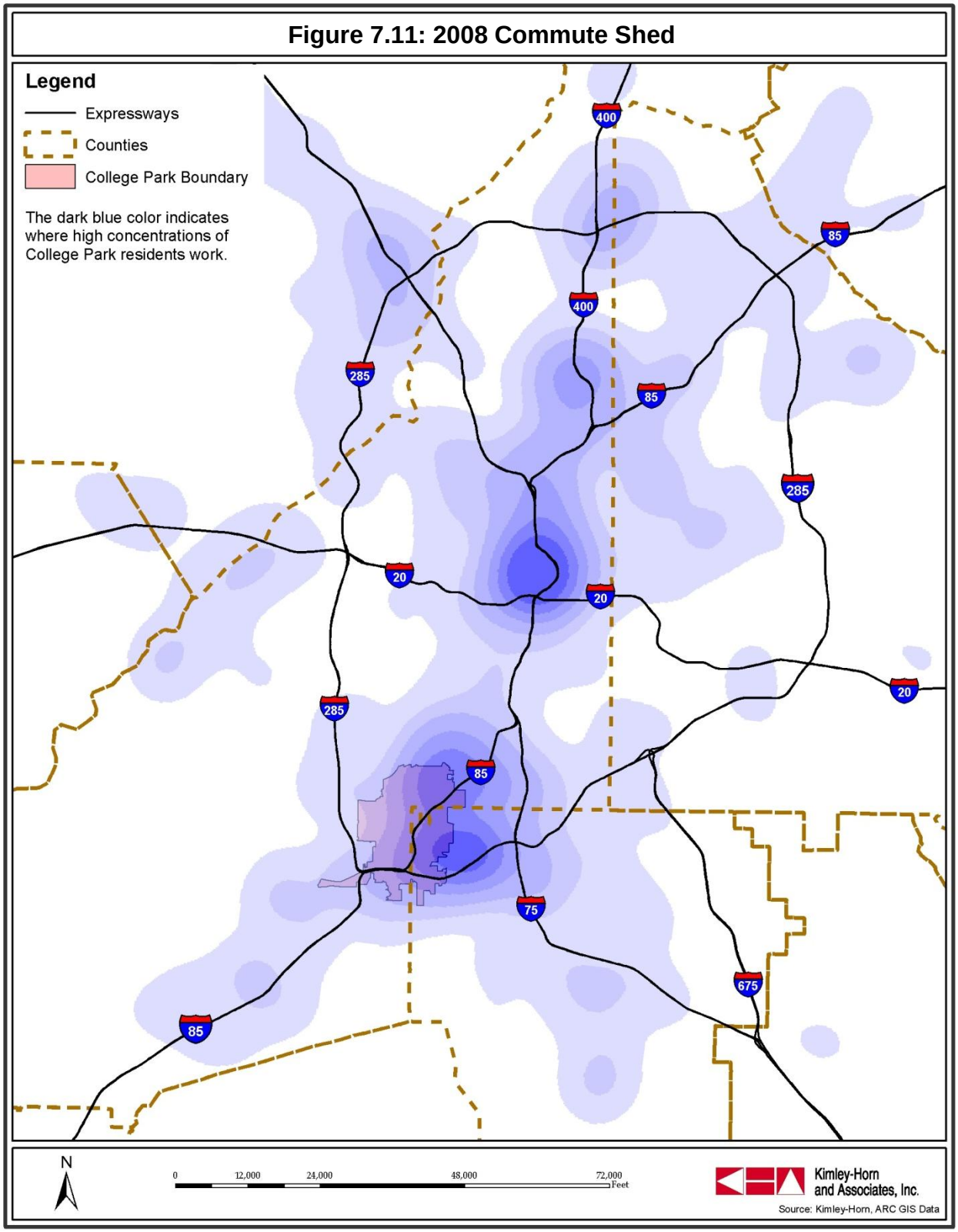


Figure 7.11: 2008 Commute Shed



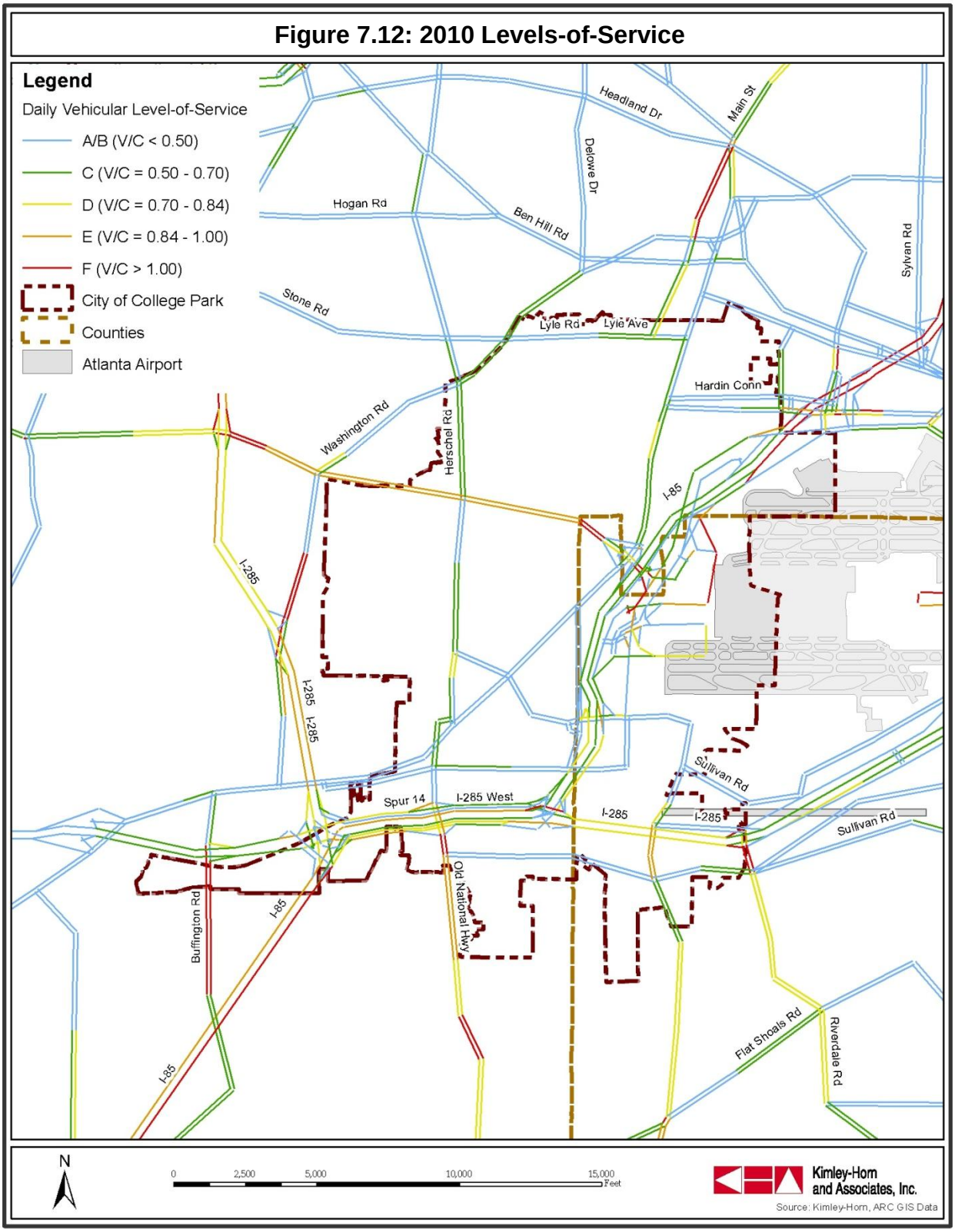
2010 Existing Vehicular Level-of-Service

The Highway Capacity Manual states that Level-of-Service (LOS) is a measure of operating conditions experienced by motorists. The LOS is an indication of delay and is measured on a grading scale from "A" to "F" – "A" represents the best conditions and "F" represents the worst conditions. LOS A typically occurs on roadways with free-flowing conditions and little delay, while LOS F typically occurs on roadways with high congestion and heavy delay (gridlock). LOS D is generally considered acceptable by most municipalities because the roadway is operating near capacity, yet traffic is still flowing at a reasonable speed. LOS E is typically when a roadway is operating at capacity.

ARC's 2010 travel demand model was used to determine the baseline condition of roadway operation throughout College Park and the surrounding areas. The regional model is used as part of the Regional Transportation Plan (RTP) to understand current travel patterns throughout the 20-county region, to understand how future population and employment growth will impact the region, and to test infrastructure improvements and their impacts to regional mobility. The initial model run serves as a basis for comparison to the 2030 RTP model run to understand how the roads are currently operating.

As shown in Figure 7.12, the majority of roadways included in the 2010 model within College Park are operating at an acceptable Level-of-Service (LOS D or better). The interstate system around College Park is experiencing lower Levels-of-Service, including segments of I-85 and I-285 that are operating at LOS E or F. One corridor within College Park, Camp Creek Parkway, is operating at LOS E/F in the 2010 model. This roadway is one of the most regionally significant corridors within the City, providing access from the airport and I-85 on the east, joining with GA 278 and terminating at Cedartown near the Alabama State line to the west. The nearest significant parallel facilities to Camp Creek Parkway include Langford Parkway to the north and South Fulton Parkway to the south. The lack of regional east-west roadways within the City likely contributes to the high demand for Camp Creek Parkway.

Figure 7.12: 2010 Levels-of-Service

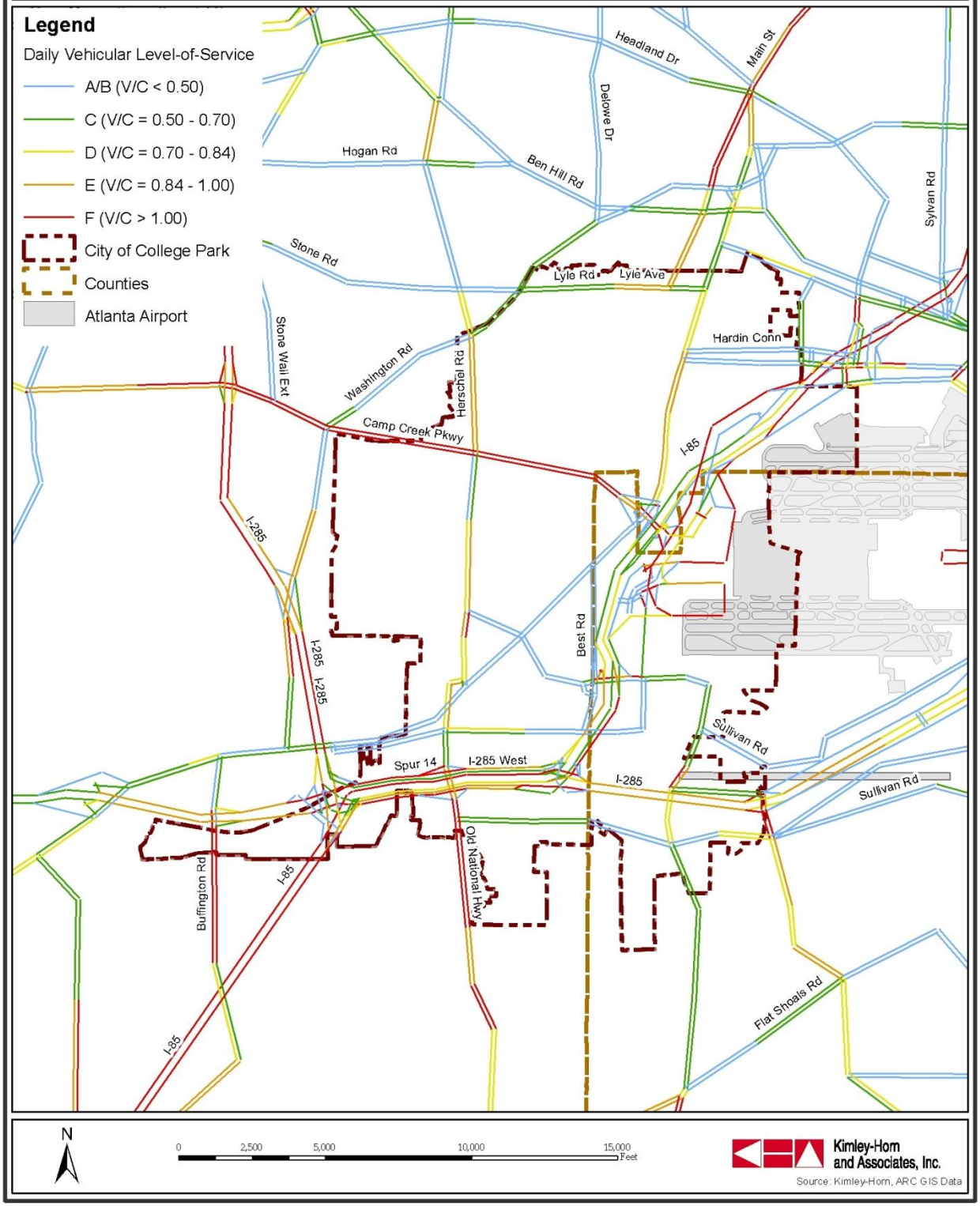


2030 Future RTP Vehicular Level-of-Service

The 2030 RTP travel demand model includes the population and employment growth associated with the year 2030, as well as all of the transportation improvements included in the current RTP. It is important to consider both the 2010 and 2030 travel demand models in determining transportation needs. The 2010 model provides insight into the current conditions and serves as a base for future comparison. Changes in growth patterns or increases in population or employment in certain areas can result in diminishing Levels-of-Service on certain roadways. On the other hand, improvements to roadways can improve Levels-of-Service. The 2030 RTP model includes both population and employment increases, as well as improvements to both the roadway and transit infrastructure.

Figure 7.13 displays the 2030 RTP Vehicular Level-of-Service for College Park and the surrounding areas. If no improvements are made to existing facilities, most of the roadways show a deterioration in LOS between 2010 and 2030, which is to be expected given anticipated growth to the area. The interstates surrounding College Park are projected to operate primarily at LOS F. Herschel Road and Main Street are also projected to have a reduced LOS by 2030.

Figure 7.13: 2030 RTP Levels-of-Service



7.3 Air Quality Conformity

Pursuant to the Clean Air Act, the Environmental Protection Agency (EPA) established National Ambient Air Quality Standards (NAAQS) for six atmospheric pollutants: carbon monoxide, lead, nitrogen dioxide, particulates, ozone, and sulfur dioxide. The NAAQS are shown in Table 7.3.

Table 7.3: National Ambient Air Quality Standards (NAAQS)

	Primary Standards		Secondary Standards	
Pollutant	**Level**	**Averaging Time**	**Level**	**Averaging Time**
Carbon Monoxide	9 ppm (10 mg/m^3)	8-hour	None	
	35 ppm (40 mg/m^3)	1-hour	None	
Lead	1.5 µg/m^3	Quarterly Average	Same as Primary	
Nitrogen Dioxide	0.053 ppm (100 µg/m^3)	Annual (Arithmetic Mean)	Same as Primary	
Particulate Matter (PM_{10})	150 µg/m^3	24-hour	Same as Primary	
Particulate Matter ($PM_{2.5}$)	15.0 µg/m^3	Annual (Arithmetic Mean)	Same as Primary	
	35 µg/m^3	24-hour	Same as Primary	
Ozone	0.075 ppm (2008 std)	8-hour	Same as Primary	
	0.08 ppm (1997 std)	8-hour	Same as Primary	
	0.12 ppm	1-hour (Applies only in limited areas)	Same as Primary	
Sulfur Dioxide	0.03 ppm	Annual (Arithmetic Mean)	0.5 ppm (1300 µg/m^3)	3-hour
	0.14 ppm	24-hour		

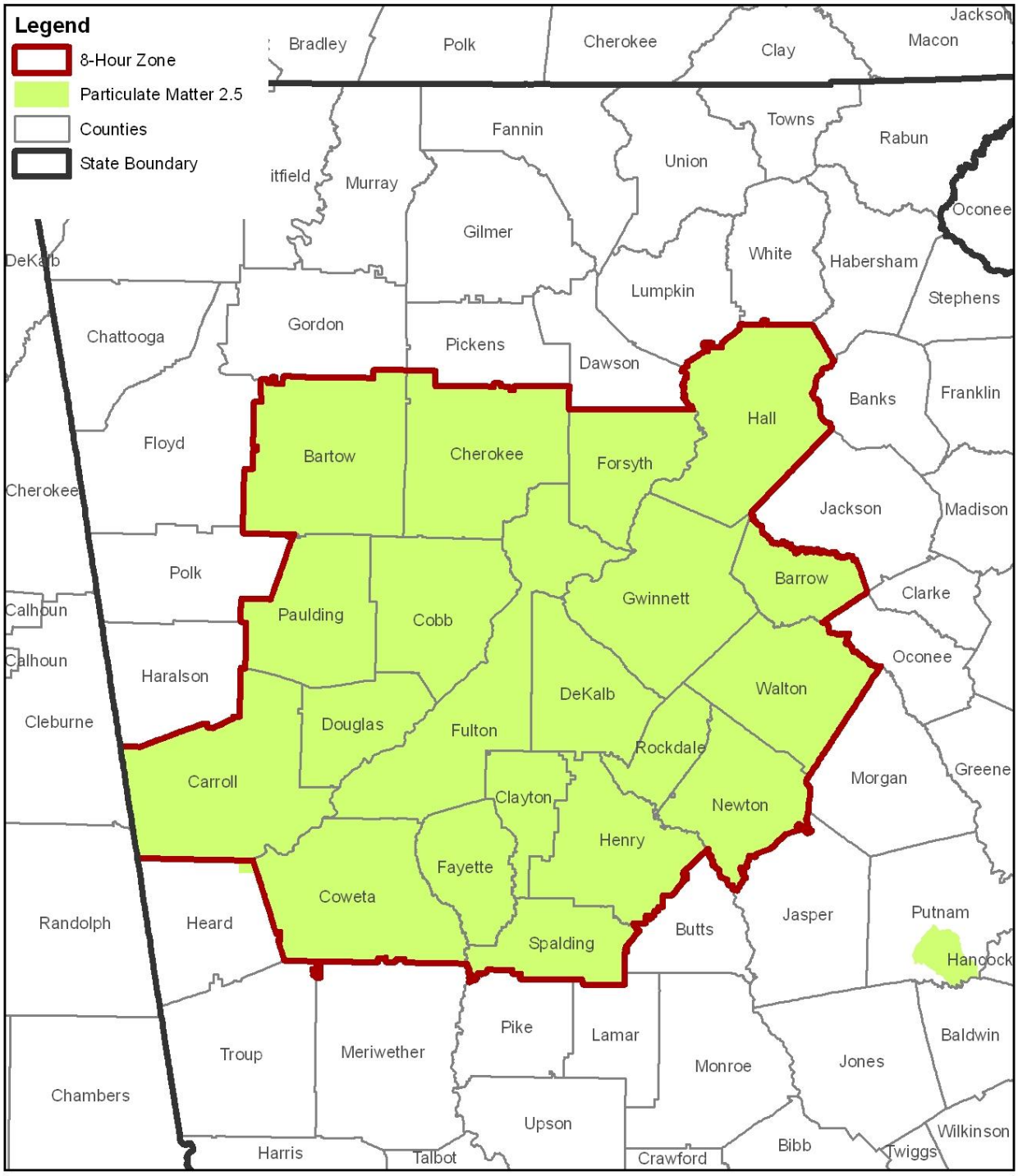
(Source: US EPA, http://www.epa.gov/air/criteria.html, March 28, 2008)

The NAAQS are designed to protect human health and welfare. As a result, applicable transportation projects cannot violate these standards. Of the six pollutants identified in the NAAQS, motor vehicles directly emit all but ozone. Ozone is a secondary pollutant formed by the reaction of hydrocarbons and oxides of nitrogen in the presence of strong sunlight. Thus, ozone levels are reduced by minimizing emissions (from automobiles) of those precursor pollutants.

Currently, the Atlanta region is not in attainment for two of the pollutants identified in the NAAQS: the 8-hour ozone standard and the annual PM2.5 standard, each established in 1997. The Atlanta metropolitan area has a moderate non-attainment level for the 8-hour ozone standard, which is one category more severe than the area's original designation as a marginal level area. The downward classification change was initiated when the Atlanta region was unable to reach attainment by the originally designated year of 2007. New federal guidance establishes the deadline for this area to reach attainment status as June 15, 2010. College Park is part of the recommended non-attainment area for the proposed 2008 8-hour ozone standards that are currently under reexamination. The boundaries for the non-attainment areas for ozone and particulate matter are shown in Figure 7.14.

As potential transportation projects are identified through this study and other related efforts, it is important to consider the effects of air quality on the overall network. This can be done through a variety of forums. Because the region is in non-attainment for 8-hour ozone and PM2.5, a conformity analysis must be initiated for transportation projects of regional significance to be eligible for inclusion in ARC's Transportation Improvement Program (TIP) or the Long Range Transportation Plan (LRTP) and thus eligible for federal financial assistance. These projects must be modeled using the ARC travel demand model and the approved air quality modeling software. Results from this analysis will be compared to air quality pollutant budgets set in the State Implementation Plan (SIP). The net air quality impacts of the combined regional transportation improvements must meet conformity requirements in order for the projects to receive federal approval and be eligible for federal money. Although the airport is a major contributor to air pollutants in the College Park area, these effects are not included in the analysis in this report, since the operations of the airport are outside the jurisdictional limitations of College Park.

Figure 7.14: ARC Non-Attainment Areas



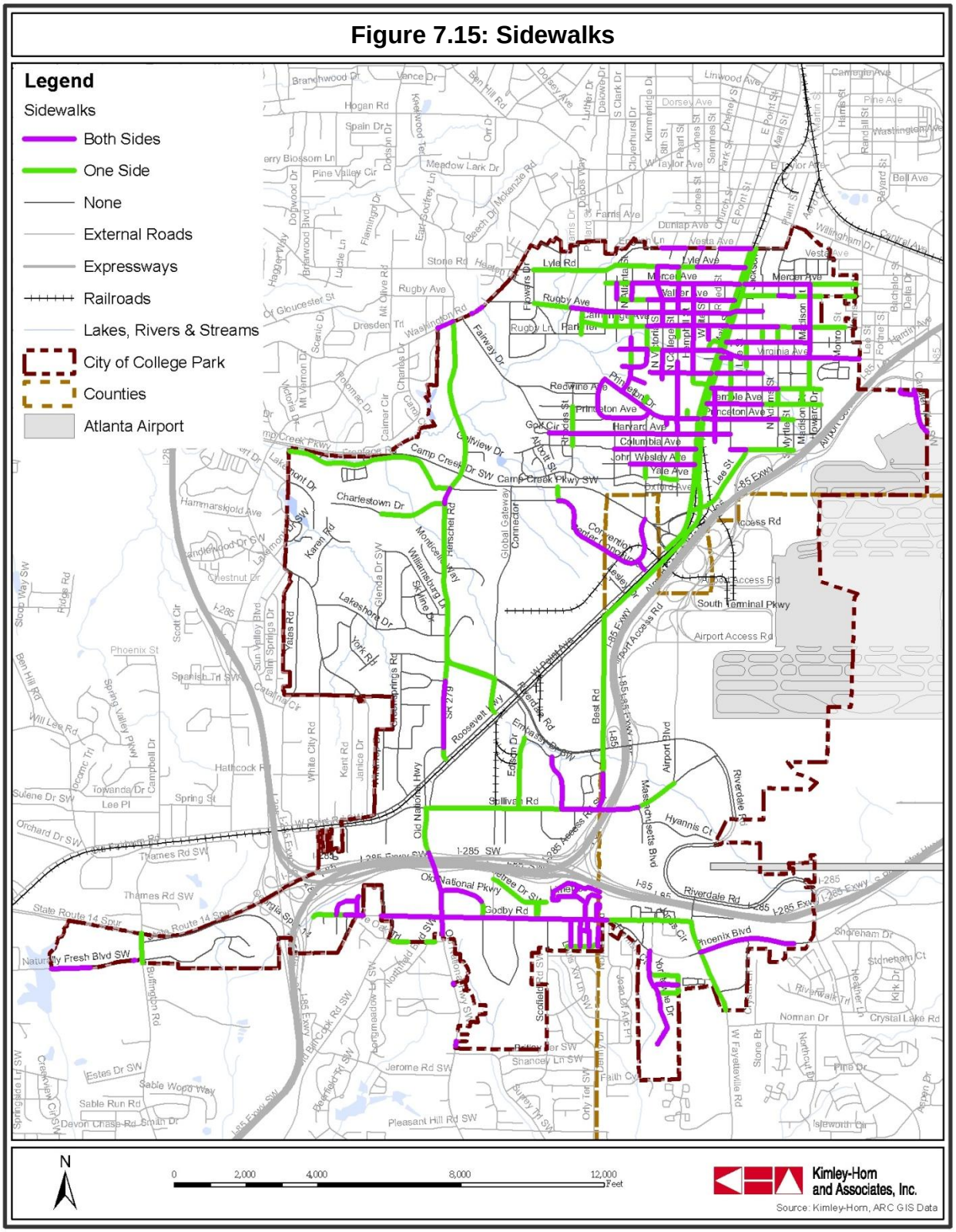
7.4 Alternative Modes

7.4.1 Sidewalks

Existing GIS-based sidewalk inventories reveal that the majority of the roadway grid in the northern portion of College Park has sidewalks on at least one side of the road, and many facilities have sidewalks along both sides of the roadway. The pedestrian network is limited throughout the rest of the City. South of Camp Creek Parkway, many of the roadways do not include any pedestrian facilities, and almost no facilities have sidewalks on both sides until south of I-285, where the pedestrian network within the City limits is much more substantial.

Figure 7.15 displays the extents of the pedestrian network within College Park.

Figure 7.15: Sidewalks

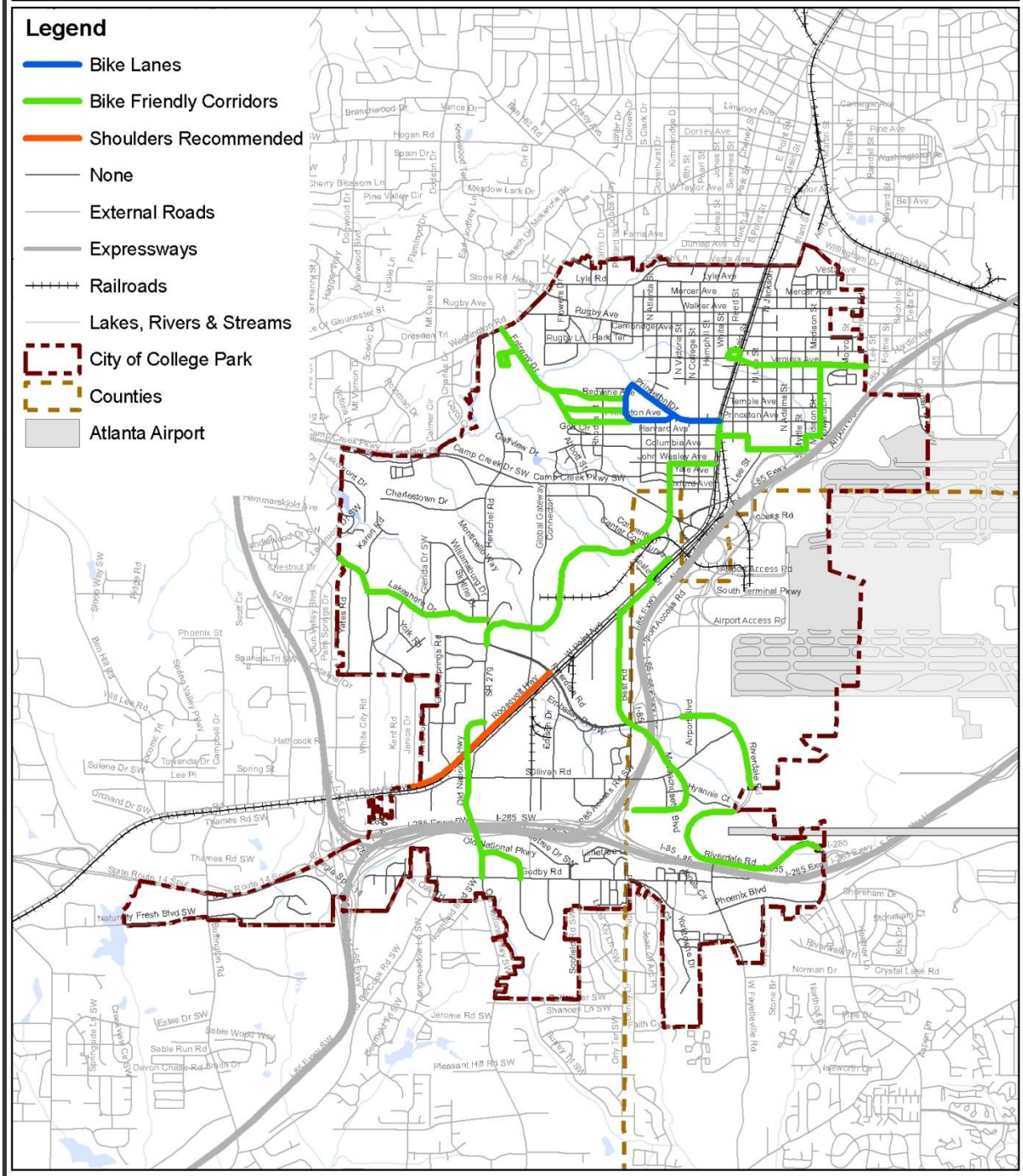


7.4.2 Bike Lanes

Existing striped bike lanes only exist along Princeton Drive, Princeton Avenue, and McDonald Street. The location of these bike lanes is shown in Figure 7.16. In addition, several corridors in Figure 7.16 are identified as bicycle friendly corridors – most of which have been targeted for future improvements. These improvements may range from increased signage to the addition of full multi-use sidepath facilities, however, these improvements are still in the planning stages and are subject to changes based on funding availability.

Also identified in Figure 7.16 is a section of Roosevelt Highway that was noted in the Atlanta Region Bicycle Transportation and Pedestrian Walkways Plan (2007). According to the methodology used in the study, wider paved shoulders along this section of roadway would bring this facility up to a desirable Bicycle Level of Service.

Figure 7.16: Bicycle Facilities

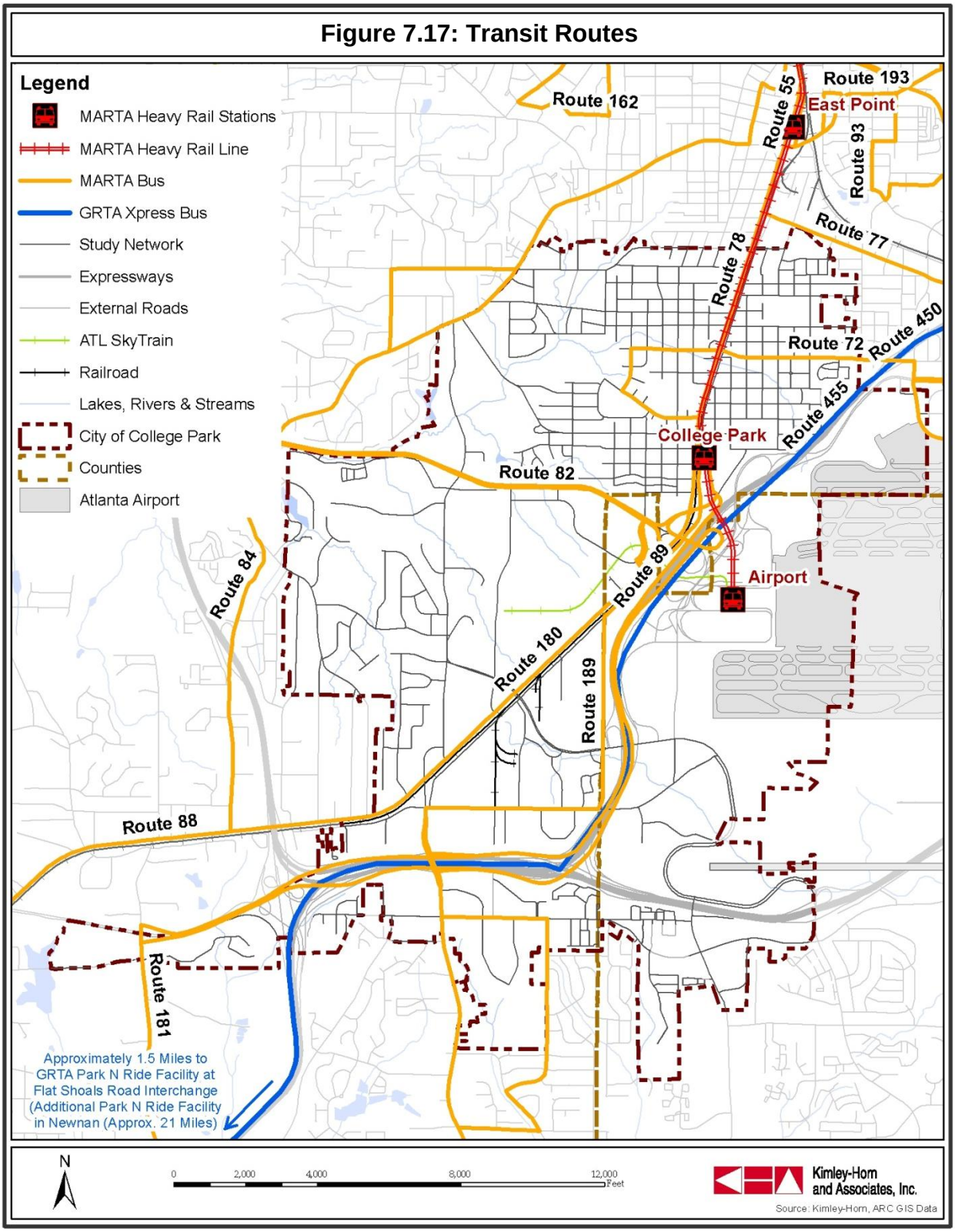


7.4.3 Transit

College Park is currently served by MARTA bus and rail services. In addition, two Georgia Regional Transit Authority (GRTA) Xpress bus routes travel through College Park, however, no stops for these services are located within College Park. The nearest GRTA Park-N-Ride facility is located approximately 1.5 miles south of College Park at the Flat Shoals Road Interchange to I-85. Both existing MARTA and GRTA service routes are shown in Figure 7.17. Until 2010, Clayton County operated bus routes that served College Park; however, Clayton County Transit was discontinued in early 2010 due to inadequate funding.

QuickTransit now operates the Clayton County routes out of the College Park MARTA station. Route 501 runs on North Loop Road and Route 503 runs south on I-85, east on I-285, and continues south on Riverdale Road. College Park is in the process of acquiring seven compressed natural gas (CNG) vehicles from the Buckhead Area Transportation Management Association to serve hotels and restaurants in the area, but the bus routes have not been confirmed at the time this report was written.

Figure 7.17: Transit Routes



MARTA Bus Service

Currently, nine local MARTA bus routes provide service to College Park. These routes are summarized in Tables 7.4 through 7.6.

Table 7.4 : Weekday Local MARTA Bus Service in College Park

Route	Name	Rail Stations	Service Hours	Avg Headway
82	Camp Creek / Welcome All	College Park	5:40 AM – 12:50 AM	20 min
84	East Point / Camp Creek Pkwy	East Point	4:56 AM – 12:38 AM	15 min
89	Flat Shoals Road / Scofield Road	College Park	5:09 AM – 1:22 AM	15 min
93	East Point / Delowe Drive	East Point	5:07 AM – 12:32 AM	30 min
172	Sylvan Road / Virginia Avenue	College Park	5:05 AM – 12:49 AM	45 min
180	Fairburn Rd / Palmetto	College Park	4:28 AM – 12:55 AM	15 min
181	Buffington Road / S Fulton Parkway	College Park	5:25 AM – 12:13 AM	30 min
189	Old National Hwy / Union Station	College Park	4:51 AM – 1:25 AM	30 min

Table 7.5: Saturday MARTA Local Bus Service in College Park

Route	Name	Rail Stations	Service Hours	Avg Headway
82	Camp Creek / Welcome All	College Park	5:42 AM – 12:15 AM	45 min
84	East Point / Camp Creek Pkwy	East Point	6:01 AM – 12:40 AM	30 min
89	Flat Shoals Road / Scofield Road	College Park	5:19 AM – 12:57 AM	20 min
93	East Point / Delowe Drive	East Point	5:50 AM – 11:58 PM	45 min
172	Sylvan Road / Virginia Avenue	College Park	5:35 AM – 12:40 AM	45 min
180	Fairburn Rd / Palmetto	College Park	5:18 AM – 12:25 AM	35 min
181	Buffington Road / S Fulton Parkway	College Park	5:44 AM – 11:31 PM	50 min
189	Old National Hwy / Union Station	College Park	5:24 AM – 1:05 AM	50 min

Table 7.6: Sunday MARTA Local Bus Service in College Park

Route	Name	Rail Stations	Service Hours	Avg Headway
82	Camp Creek / Welcome All	College Park	5:42 AM – 12:15 AM	45 min
84	East Point / Camp Creek Pkwy	East Point	6:36 AM – 11:18 PM	40 min
89	Flat Shoals Road / Scofield Road	College Park	5:19 AM – 12:57 AM	20 min
93	East Point / Delowe Drive	East Point	5:50 AM – 11:12 PM	45 min
172	Sylvan Road / Virginia Avenue	College Park	5:35 AM – 12:40 AM	45 min
180	Fairburn Rd / Palmetto	College Park	5:18 AM – 12:25 AM	35 min
181	Buffington Road / S Fulton Parkway	College Park	5:44 AM – 11:31 PM	50 min
189	Old National Hwy / Union Station	College Park	5:24 AM – 1:15 AM	50 min

MARTA Rail Service

MARTA currently has two rail lines that operate within College Park:

- Gold Line: Airport / Doraville
- Red Line: Airport / North Springs

Both of these lines share the same tracks within the City and terminate at Hartsfield-Jackson Atlanta International Airport. These lines operate from 5:00 am to 2:00 am (specific start times vary by station and day of the week). The lines and service information are provided in Table 7.7.

Table 7.7: MARTA Rail Service in College Park

Time Period	Gold Line: Airport / Doraville Headway	Red Line: Airport / North Springs Headway
Weekday Peak:	12 min	12 min
Weekday Off-Peak:	15 min	15 min
Saturday/Sunday:	20 min	20 min

MARTA Stations

Two MARTA rail stations are located in College Park:

- College Park Station
  - 1,883 free daily parking spaces
  - 88 long-term parking spaces ($8 per 24-hour periods or any part thereof)
  - 6 bikes can be chained (1 rack at East Main Street near door #207)

- Airport Station
    - Parking is provided by the Airport.
    - There are no bike racks at this location.

MARTA Bus and Heavy Rail Fares

The following summarizes the fare options available to residents and visitors using MARTA's bus and heavy rail services. Passengers beginning their transit trip on MARTA must use a Breeze Card to board the train or bus. The Breeze Card also allows passengers a free transfer to the GRTA Xpress Routes and the other transit service providers in the region.

- One-way cash fare: $2.00
- 10 trip pass: $20.00
- 20 trip pass: $34.00
- 7 day pass (unlimited trips): $15.00
- 30 day pass (unlimited trips): $60.00
- Multiday (1 to 4 days) visitors pass: $8.00 to $13.00

Additionally, MARTA offers discounted fares to university students and staff; students in grades K through 12; seniors, those with disabilities, and Medicare recipients; and some large corporations.

MARTA Mobility

MARTA provides American with Disabilities Act (ADA) complimentary paratransit service to eligible persons with mobility impairments who are unable to board, ride or disembark from an accessible vehicle operated on MARTA's regular bus or heavy rail services. Service is provided with special lift-equipped vans on a curb-to-curb, shared ride basis. Paratransit passengers must meet certain eligibility requirements and be certified by staff to use MARTA Mobility services.

MARTA Mobility is an advanced reservation service and same day service requests cannot be accommodated. Paratransit service is offered on the same days and hours as the regular bus and heavy rail service. Service is restricted to the ADA designated service area within Fulton and DeKalb Counties along a three-quarter of a mile corridor located on each side of all fixed bus routes and in a three-quarter of a mile radius of each rail station. Generally, service hours are from 5:00 AM to 12:30 AM, seven days a week including holidays. When a fixed route in a particular area operates on a more

limited basis, MARTA Mobility operates a comparable schedule. The one-way fare is $3.60 per person. Eligible individuals requiring a Personal Care Attendant that has been authorized by a medical professional are allowed to travel with the disabled patron at no cost.

7.4.4 Areas with Limited Access to Alternative Modes

While many areas of College are served by good access to alternative transportation (transit, walking and cycling), some areas have significantly less access. Areas north of Camp Creek Parkway / SR 6 are accessible to both bus and rail transit and a comprehensive sidewalk network is also currently in place. The pattern of the street network in this area makes alternative mode access much more available for several reasons. This area is generally configured in a grid pattern with block sizes of approximately 500 feet in length which provides for good connectivity and allows for many route choices for cyclists and pedestrians. Also, a grid system typically has many local streets which operate at lower vehicular speeds, making the streets more comfortable for cyclists and pedestrians.

South of Camp Creek Parkway / SR 6, however, access to alternative modes is inhibited by a less connected street network and far fewer sidewalks. Typically, in an urban area, pedestrian crosswalks are installed at intersections; therefore, a less connected street network means fewer intersections and fewer crosswalk locations. Also, less connected roadways generally allow for higher vehicular speeds, so generally these areas are less comfortable and more unsafe for cyclists and pedestrians. Finally, pedestrians will typically walk approximately one-quarter of a mile (or around 1,300 feet) to reach a destination, so a less connected street network will create longer routes and, therefore, discourage pedestrian activity.

7.5 Trucking, Railroads, and Airports

7.5.1 Overview

College Park benefits from a high concentration of freight infrastructure located within the City limits. Two major interstates, one regional rail line, and a major international airport are located in and adjacent to the City. Access points exist for each of these facilities at multiple locations including fourteen interstate interchanges, several railroad spurs leading to industrial and commercial sites, and multiple access roads leading to

the airport. This multi-modal access to freight facilities is beneficial for the many industrial and commercial sites that exist in College Park.

7.5.2 Freight Routes

A map of College Park's regional freight corridors is provided in Figure 7.18. The following truck routes are designated in ARC's Atlanta Regional Strategic Truck Route Master Plan as being significant regional truck corridors:

1. I-85
2. I-285
3. Camp Creek Parkway / SR 6
4. Roosevelt Highway / US 29 / SR 14 / SR 139

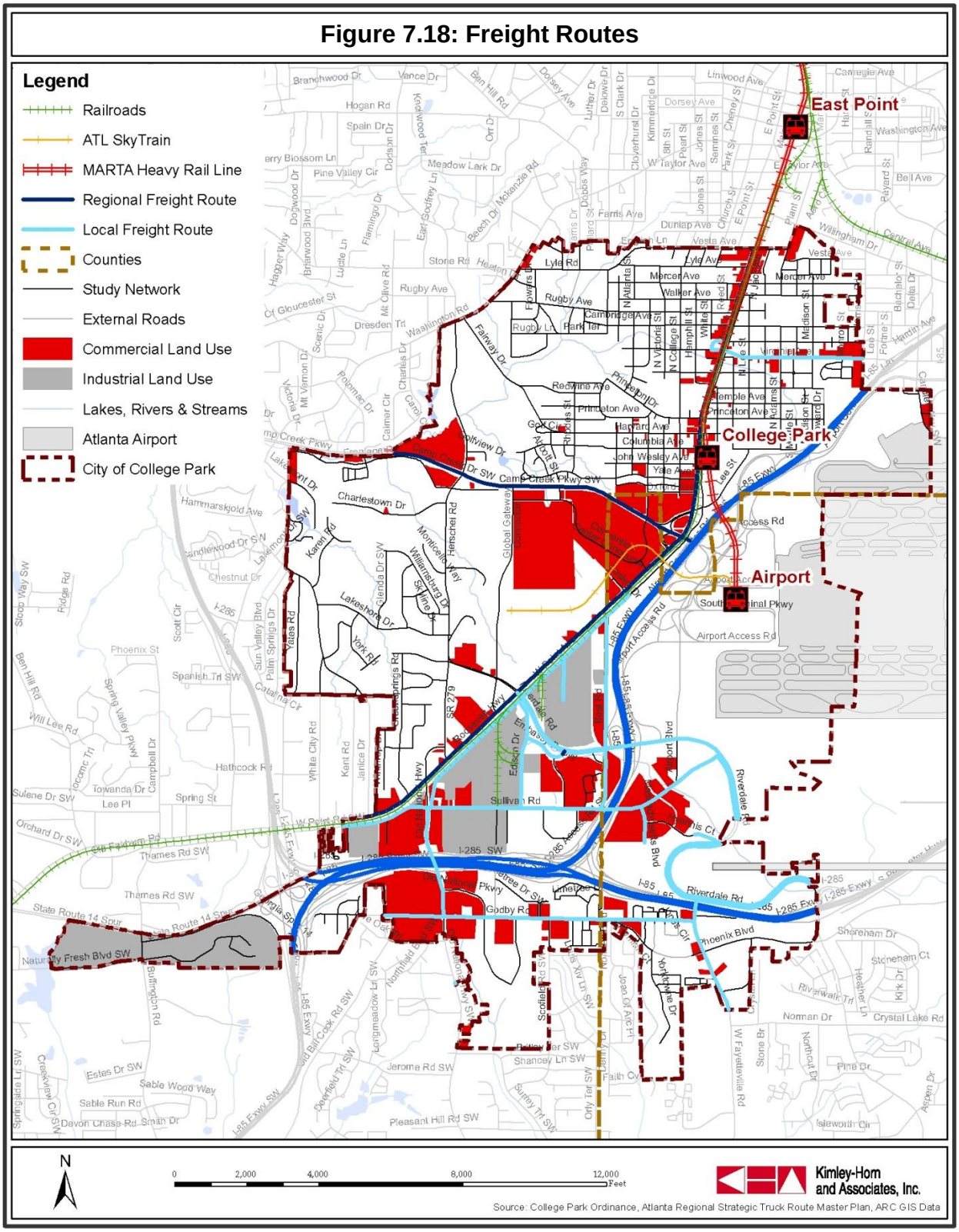
The following roadways are identified as truck routes in College Park's Code of Ordinances (includes those identified in the regional list above):

1. *I-85:* Beginning at the east city limits on Interstate 85 and continuing in a southwesterly direction to the west city limits.
2. *I-285:* Beginning at its intersection with the east city limits at Georgia Highway 319 (Riverdale Road) and continuing in a westerly direction to the west city limits on interstate 285.
3. *U.S. Highway 29:* Beginning at the north city limits on U.S. 29 and continuing on said highway to the south city limits on U.S. 29.
4. *Georgia Highway 139 (Riverdale Road):* Beginning at the intersection of the eastern city limits and Riverdale Road and continuing north on Riverdale Road to its intersection with U.S. Highway 29 at the Riverdale Road connector
5. *Georgia Highway 279:* Beginning at its intersection with U.S. Highway 29 and continuing south to Old Bill Cook Road.
6. *Georgia Highway 314 (West Fayetteville Road):* Beginning at the intersection of Riverdale Road and West Fayetteville Road and continuing on West Fayetteville Road to the south city limits at Phoenix Parkway.
7. *Camp Creek Parkway:* Beginning at the west city limits on Camp Creek Parkway and continuing on said street to its intersection with Interstate 85.
8. *Edison Drive:* Beginning at the intersection of West Point and Edison Drive and continuing south on Edison Drive to Sullivan Road.
9. *Embassy Drive:* Beginning at the intersection of Edison Drive and Embassy Drive and continuing on Embassy Drive to Riverdale Road.
10. *Howell Slade Circle:* Beginning at the intersection of Virginia Avenue and Howell Slade Circle and continuing in a northeast direction to the intersection of Howell Slade Circle and Main Street.
11. *Massachusetts Boulevard:* Beginning at the intersection of Sullivan Road and continuing on Massachusetts Boulevard to its terminus.

12. *Sullivan Road:* Beginning at the west city limits on Sullivan Road and continuing east on Sullivan Road to Georgia Highway 314.
13. *Virginia Avenue:* Beginning at the intersection of the east city limits and continuing on Virginia Avenue in a westerly direction to the intersection of Howell Slade Circle and Virginia Avenue.
14. *West Point Avenue:* Beginning at Sullivan Road and continuing in a northeasterly direction to the intersection of U.S. Highway 29 and Lesley Drive.
15. *Wickersham Drive:* Beginning at the intersection of West Point Avenue and Wickersham Drive and continuing on Wickersham Drive to dead end.
16. *Best Road:* Beginning at the intersection of Sullivan Road and Best Road and continuing north on Best Road to West Point Avenue.
17. *West Harvard Avenue:* Beginning at the intersection of College Street and continuing west on Harvard Avenue to Fairway Drive, and continuing to Washington Road.
18. *Godby Road:* Beginning at the intersection of Godby Road and Charbelt Drive and continuing east on Godby Road to Southampton Road to West Fayetteville Road.

(Code 1963, § 15-18; Ord. No. 97-14, § 1, 5-5-97; Ord. No. 2005-12, § 2, 5-16-05)

Figure 7.18: Freight Routes



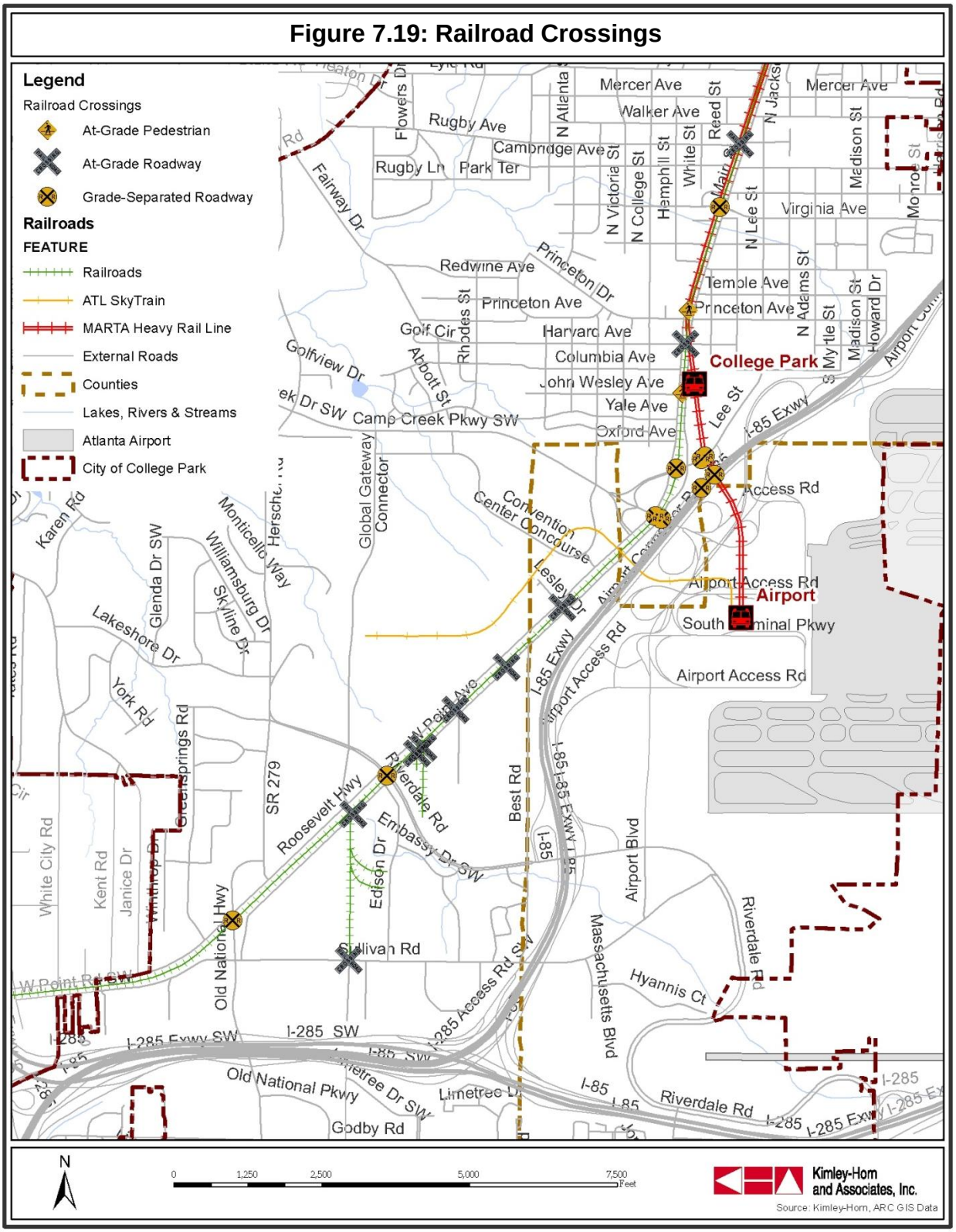
7.5.3 Railroads and Crossings

One regional commercial railroad facility travels through College Park. This railroad, operated by CSX, parallels Roosevelt Highway / US 29 / SR 14 / SR 139 from the northern boundary of the City to the western boundary. This rail line is part of a regional rail corridor that travels from Alabama though Atlanta and into South Carolina. Several spurs extend from this main line and connect to several industrial sites within the City. These spurs appear to receive very light use and some appear to be abandoned.

A MARTA rail line passes through College Park entering at the northern border of College Park, paralleling the CSX rail line until it diverges to cross I-85 and eventually terminating at the airport. This facility differs from the freight railroad mentioned above because extra safety features have been installed to separate pedestrians and motorists from the potentially high-voltage third rail which powers the trains. These safety features include elevated guide ways, tunnels, and secure fencing.

These rail lines, in combination with Roosevelt Highway / US 29 / SR 14 / SR 139 and partially the MARTA rail line, travel though the center of College Park and create a barrier with specific crossing locations (MARTA has no at-grade crossings). These crossings are shown in Figure 7.19.

Figure 7.19: Railroad Crossings



7.5.4 Air Transportation

The transportation network in the City of College Park is directly impacted by the proximity to the Hartsfield-Jackson Atlanta International Airport which is operated by the City of Atlanta. Many airport roadways are located in the City of College Park, yet are overseen by Airport management. Primarily, vehicular access to and from the Airport involves direct access from the interstates. Some airport traffic does use College Park roadways. The following are Airport projects that have been recently completed or are still in development that could potentially influence travel patterns in College Park:

Rental Car Center:

The Rental Car Center facility is located on the west side of I-85 adjacent to the Georgia International Convention Center. The 67.5 acre facility was opened in December 2009 and creates a consolidated rental car location for users of the Airport. With the ATL SkyTrain connecting to the airport, this facility eliminates the need for buses operated by individual car rental companies.

Rental Car Center Features Include:

- 2 four-story parking decks
- 2.8 million square feet of parking
- More than 8,700 ready, return and storage parking spaces
- 1,200 additional ground storage spaces
- 10 rental car agencies
- 137,000 square-foot customer service center
- 6 two-car ATL SkyTrains
- 1 maintenance and recovery vehicle
- 1.3 acre ATL SkyTrain maintenance facility
- 27 acre “Quick Turnaround” area for rental vehicles with maintenance, wash and fuel facilities
- 140 fuel pumps
- 30 wash bays with water recovery system

Fifth Runway

This new runway facility has averaged more than 100,000 landings and take-offs per year since its opening in May 2006. This additional flight capacity translates into more trips generated to and from the Airport, which could potentially impact roadway volumes in College Park.

Maynard H. Jackson Jr. International Terminal

The new Maynard H. Jackson Jr. International Terminal is scheduled to open in 2012. This facility will provide a dedicated terminal between the fourth and fifth runways specifically for international travelers. Features of this new facility will include:

- 1.2 million square-foot terminal and concourse complex
- 12 wide-body capable international gates, convertible to 16 narrow-body capable gates
- 1,100 short-term parking spaces in close proximity to the terminal
- New facility will ease load on existing domestic gates by providing gate capacity during international non-peak times

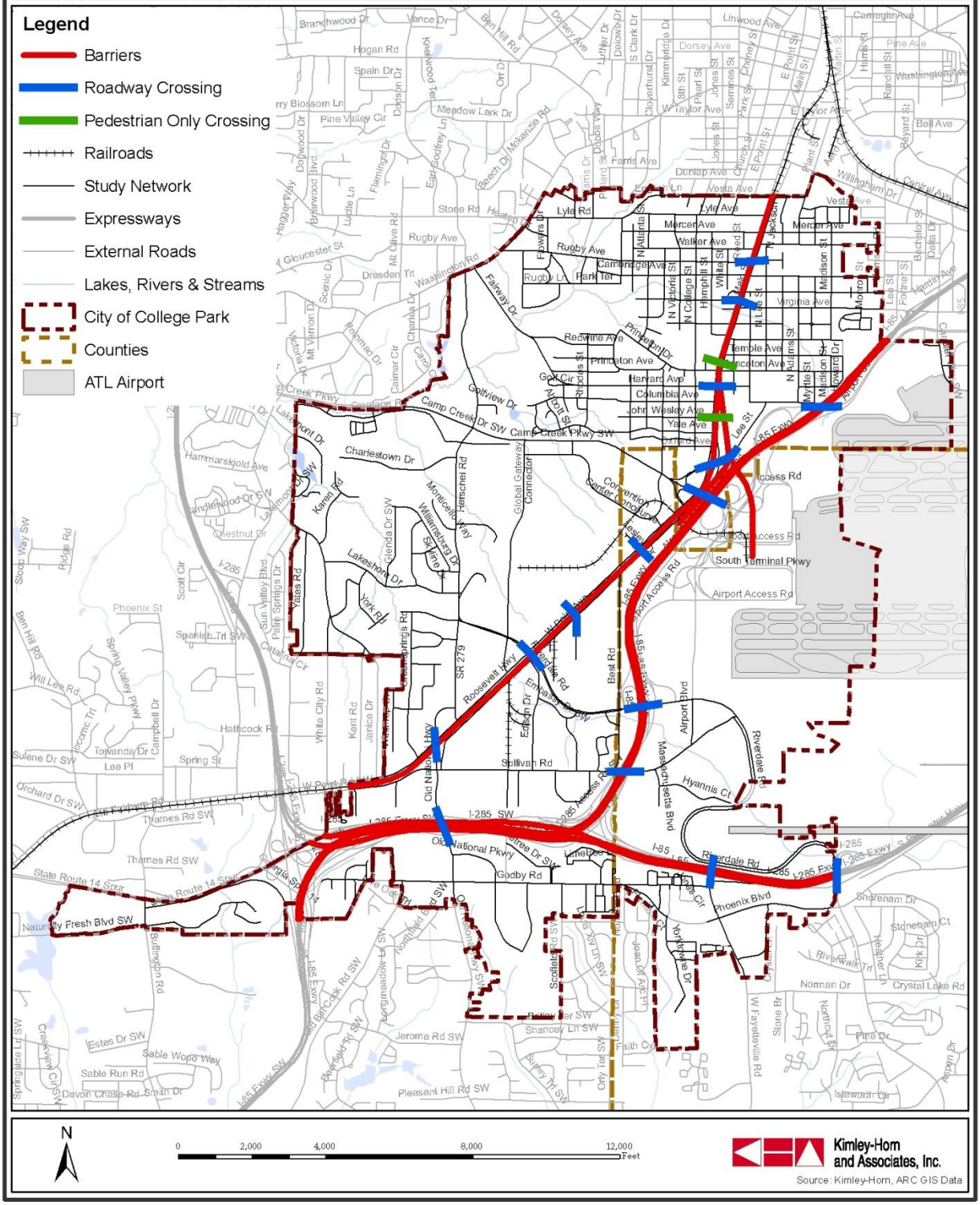
Major growth in vehicular volumes on College Park roadways is not anticipated as a result of this project because access to this new facility will be primarily from I-75 on the east side of the airport via Aviation Boulevard.

7.6 Transportation and Land Use

7.6.1 Barriers and Connectivity

Several different character areas exist in College Park with varying relationships between transportation and land use. On a city-wide scale, several regional roadway and rail transportation facilities, as well as a major international airport, combine to create local transportation barriers. Major roadway and rail barriers are mapped in Figure 7.20.

Figure 7.20: Existing Barriers and Crossings

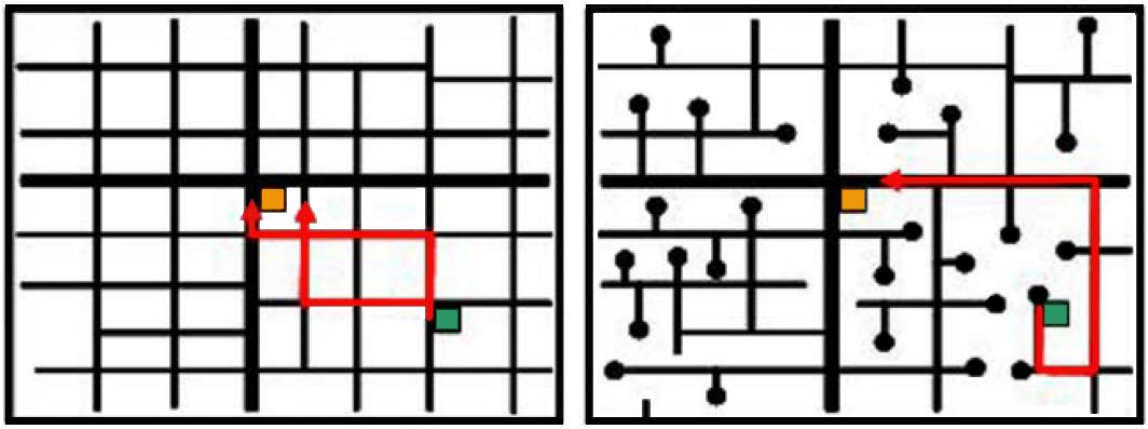


In addition to connectivity problems resulting from major regional transportation facilities, connectivity challenges are also created by varying land use patterns. Within College Park, there is a mixture of roadway patterns, both grid and dendritic (suburban), that have their own transportation and land use implications. Specifically, north of Camp Creek Parkway, a more traditional street grid pattern exists, while south of Camp Creek Parkway, a more suburban style roadway network has developed.

Suburban roadway systems typically follow a dendritic pattern where roadways disperse into smaller and smaller facilities eventually ending in dead-ends and cul-de-sacs. This can translate into fragmented development patterns and reduced connectivity, causing more vehicles to use a limited roadway network as areas develop over time. If the primary roadways in these systems have enough capacity to carry the expected traffic volumes, this system can work very efficiently; however, this system is also more susceptible to delay caused by bottlenecks from traffic accidents, road closures, etc. Another unintended consequence of this pattern of growth is reduced mobility for alternative modes. Reduced connectivity creates longer distances for pedestrians and cyclists. Likewise, this makes transit service more costly to operate.

This concept is demonstrated by Figure 7.21, where the street network on the left is a traditional urban street grid, while the network on the right is that of a dendritic pattern. In the urban network, the drivers have many different alternate routes to reach their destination, while in the suburban street system drivers have very few alternate routes and essentially all traffic “funnels” into large corridors.

Figure 7.21: Comparison of Different Development Patterns



Source: Kimley-Horn and Associates, Inc.

7.6.2 Existing Land Use and Transportation Studies

Livable Centers Initiative (LCI) Program

The ARC created the LCI program to aid local jurisdictions in planning and implementing capital improvements that would link transportation improvements with land use policies to create sustainable, livable communities. This program supports and funds studies of town centers, activity centers, and corridors to make them healthier places to live and work. The LCI program encourages the thoughtful integration of homes, stores, offices, streetscapes, pedestrians, transit, bicycles, and cars.

Old National Highway LCI (2003)

The study area for this plan focuses on Old National Highway from Sullivan Road in College Park going south beyond the City boundary. Transportation projects that were recommended within College Park as part of this plan include:

- Install new sidewalks on Old National Highway from Sullivan Road to Flat Shoals on both sides
- Install new bus shelters at MARTA from Sullivan Road to Flat Shoals Road
- Implement a new shuttle service within the study area along Old National Highway
- Perform intersection improvements at Godby Road and Old National Highway
- Perform a traffic signal system upgrade from Sullivan Road to Flat Shoals Road including installation of mast arms, fiber interconnects, ATMS/ITS, signal timing/coordination, and phasing modifications (Broken into two separate projects at Godby Road)

Northwest Clayton LCI (2004)

The intent of this study was to encourage the development of a mixed-use multi-modal center and also to address changes in Northwest Clayton brought on largely by the construction of the fifth runway at the Hartsfield-Jackson Atlanta International Airport. A portion of this study area is within College Park (Phoenix Boulevard / Godby Road). Transportation projects that were recommended within College Park as part of this plan include:

- Install new sidewalk along Phoenix Boulevard

- Intersection improvements
- Construct new I-285 on/off ramps for the Cherry Hills area
- Construct local streets to improve connectivity
- Construct covered bus stops along transit routes
- Expand current transit routes to include Godby Road

College Park Activity Center LCI (2008)

The intent of this LCI study was to identify ways to revitalize the Historic Downtown area and expand access to multi-modal options in and around this existing activity center. A key transportation issue that is identified in this plan relates to the north-south rail lines that pass through this area. Although good connectivity exists on either side of the rail lines because of the grid pattern street networks, east-west connections between the two sides are greatly hampered by these lines. Additionally, the LCI expressed a need for improved access to alternative modes (walking, cycling, and transit) throughout the study area. Some of the primary recommendations that resulted from this LCI study include:

- Install pedestrian signals (countdown timers and animated eye displays) at several key intersections to improve pedestrian safety
- Improve intersection operations at the intersection of Virginia Avenue and Adams Street (turn lanes and upgraded signalization)
- Streetscape enhancements along South Main Street / US 29 / SR 14 / SR 139, Columbia Avenue, Virginia Avenue, and Harvard Avenue
- Add silent pedestrian crossing gates across railroad tracks at John Wesley Avenue and Harvard Avenue

Also included in the LCI plan are several land use recommendations which would create small districts within the study area including a corporate office district, an entertainment district, and a residential district. The density and walkable street network in this area already work well to allow transportation by alternative modes to these districts. If fully implemented, this area would be a large attraction for the City of College Park, specifically due to the close proximity of the Georgia International Convention Center. In order to allow pedestrians to safely access the study area from the convention center, however, additional crossing locations should be identified along Camp Creek Parkway. This roadway is a high-speed facility with only one existing crosswalk location near the LCI study area (Conley Street).

7.7 Programmed Improvements

Table 7.8 displays projects that are currently listed in the state's Transportation Improvement Plan (TIP) and are within College Park:

Table 7.8: College Park Projects Currently Listed in the State's Transportation Improvement Plan

Name	ARC Project Number	GDOT Project Number	Description	Service Type	Cmplt n. Date	Corridor Length	Total Funding Commitme nt	Funding Source
Buffington Road Sidewalk and Multi-Use Path: Segment 2	FS - AR - BP087B	0007096	From I-85 to US 29 (Roosevelt Highway)	Multi-Use Bike/Ped Facility	2013	2.0 miles	$2,160,762	Fulton County
Godby Road	CL - 238	0006860	From Southhampton Road to SR 314 (West Fayetteville Road)	General Purpose Roadway Capacity	2014	0.6 miles	$5,650,000	Clayton County
SR 279 (Old National Highway) Transit Oriented Development Implementation Program	FS -195	0006912	From Flat Shoals Road to Sullivan Road	Pedestri an Facility	2012	2.6 miles	$3,049,000	Fulton County
SR 14 Alternate / SR 70 (South Fulton Parkway) Access Management Plan	FS - 196	0006729	From Douglas County Line to I-285 / I-85 Interchange	Studies	2010	20.7 miles	Planning in Progress	GDOT
SR 279 (Old National Highway) ATMS	FS - 199	0006731	From SR 138 (Jonesboro Road) to Sullivan Road	ITS - Smart Corridor	2012	5.0 miles	$740,000	Fulton County
Phoenix Multi-Use Trail	Use Trail	762525	From Intersection of SR 314 (West Fayetteville Road) and Phoenix Boulevard to Intersection of US 29 (Roosevelt Highway) and Lesley Drive Near Georgia International Convention Center	Multi-Use Bike/Ped Facility	2012	2.6 miles	$983,603	City of College Park