EAST POINT FORWARD

ZONING ORDINANCE REWRITE

STAKEHOLDER INTERVIEW SESSION

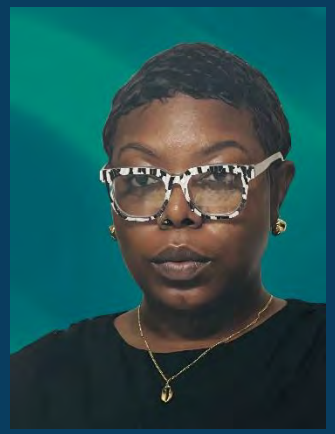
MARCH 2026

AGENDA



1. Welcome & Introductions
2. Project Team
3. Project Overview
4. Interview Questions
5. Next Steps

WELCOME & INTRODUCTIONS



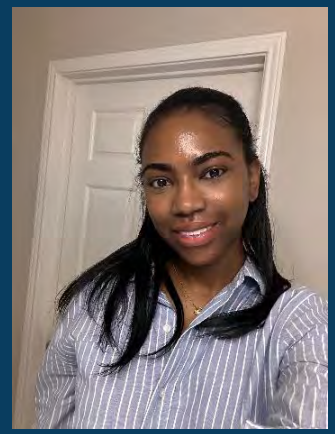
Yasmine Edge
Project Manager



Kimberly Smith
Director, Planning & Community Development



Lee Kelley
Asst. Director, Planning & Community Development



Britney Gatewood
Senior Planner

Please note this session is being recorded

EAST POINT FORWARD
ZONING ORDINANCE REWRITE

PROJECT TEAM

Inspire
PLACEMAKING COLLECTIVE



NAKEISCHEA LOI SMITH, AICP
PROJECT MANAGER



ELENA OERTEL, AICP
DEPUTY PROJECT MANAGER (ATLANTA)



JULIA CLARK, AICP CANDIDATE
DEPUTY PROJECT MANAGER (MIAMI)



ALEX KOZELA
COMMUNITY ENGAGEMENT COORDINATOR



LAINIE JONES
SENIOR GRAPHIC DESIGNER



ROBBIE ADDINGTON, AICP
PLANNER



EMILEE AGUERREBERE, AICP
PLANNER



IZZY NORMAN, AICP CANDIDATE
PLANNER

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NAVIGATION TOOLS FOR VIRTUAL MEETING

REACT Button: Use this button to reinforce or respond to a comment with an emoji.

VIEW Button: Change your view/layout of the virtual session

CAMERA Button: Use this to turn your video off or on.

LEAVE Button: Use this to exit the meeting or at the end of the meeting.



CHAT Button: Expand on questions or add additional insight to a topic.

RAISE Button: Prompts facilitator to call on you once current speaker is done talking.

MORE Button: Settings including Audio

MIC Button: Please keep this muted if you are not speaking. Unmute yourself if you wish to speak.

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ZONING ORDINANCE REWRITE

PROJECT OVERVIEW

- ✅ **Update** – Update the land development regulations that guide how land is used, designed and developed
- ✅ **Simplify** — Organize and modernize the code structure to improve flow, make it easy to read, understand, and use
- ✅ **Clarify** — Clarify unclear, contradictory language, including standards that cannot be met
- ✅ **Align** — Support East Point's vision of developing new opportunities for housing, jobs, recreation, transportation
- ✅ **Strengthen** — Improve design quality and overall development outcomes. Add definitions and terms
- ✅ **Refine** — Streamline unclear review procedures and requirements
- ✅ **Enhance** — Incorporate explanatory graphics and illustrations. Ensure existing illustrations match text
- ✅ **Promote** — Promote inclusion. Ensure all community members can understand and engage in the process
- ✅ **Enable** — Enable smooth implementation through scenario testing and staff training to support long-term success

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ZONING ORDINANCE REWRITE

01



BACKGROUND & AWARENESS

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ZONING ORDINANCE REWRITE

1 What is your connection to East Point (resident, business owner, developer, etc.)?

2 How familiar are you with the City's zoning or land development regulations?

3 Have you ever needed to look up zoning information for a property or project? If so, what was that experience like?



02

ORGANIZATION & CLARITY

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ZONING ORDINANCE REWRITE

1 What works well with the layout and structure of the Ordinance?

2 When you look for information in the Ordinance, how do you usually search for it (table of contents, keyword search, etc.)?

3 Are there section titles or headings in the ordinance that feel unclear or make it harder to find the information you need?

4 Do you find it easy to get to Municode from the City’s webpage?

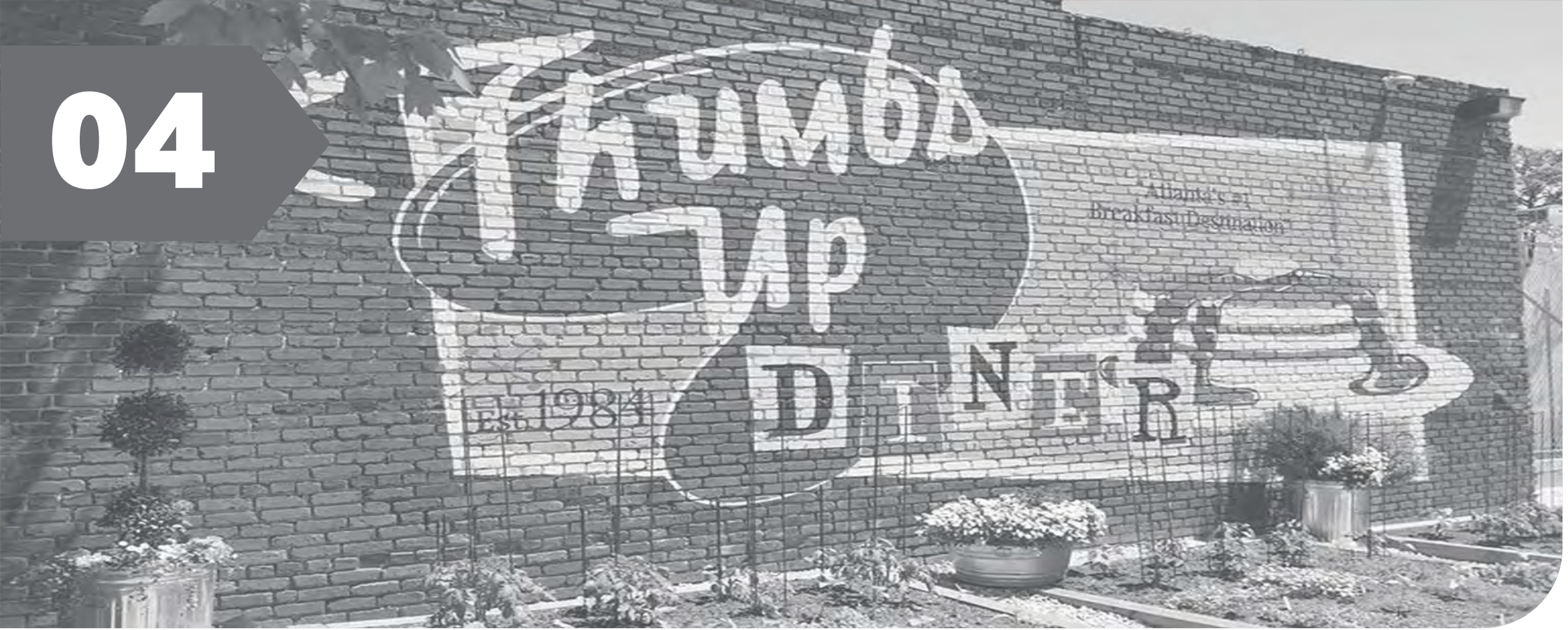


03

PROCESS & ADMINISTRATION

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1 Have you ever tried to obtain approval for a permit, zoning change, variance or similar application? If so, describe the review process - what went well, and what could have been better?



04

DISTRICTS & USES

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ZONING ORDINANCE REWRITE

1 If you are an East Point resident, are you aware of the zoning district you live in?

2 How user-friendly are the zoning districts, use tables, and development standards?

3 Are there any emerging or new trends you would like to see incorporated into the zoning code (such as rooftop dining, drone delivery, curbside pick-up, data centers, tiny homes, etc.)?

05



OVERLAY DISTRICTS

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1 Are there areas of East Point that feel different from the rest of the city and may need more specific development rules? If so, which areas?

2 Are there parts of the city where clearer rules for building design, layout, or appearance would be helpful?

3 Are there places in East Point where new development or redevelopment could do a better job of matching the character of the surrounding area?



06

DEVELOPMENT STANDARDS

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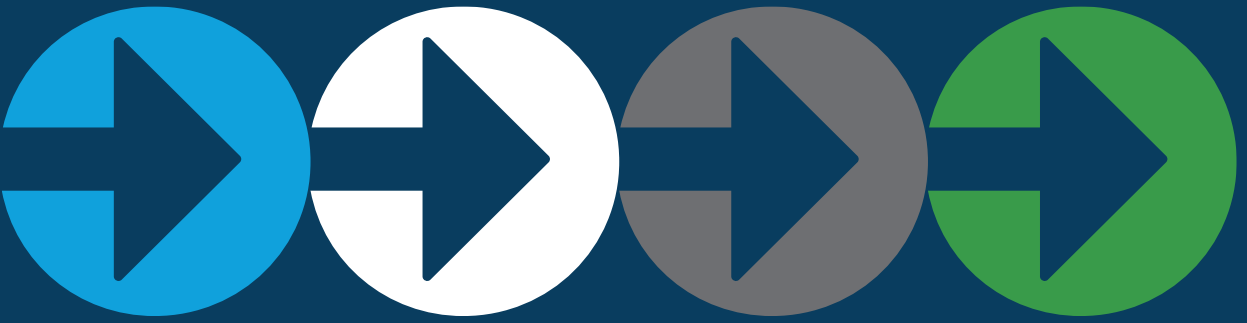
DO YOU AGREE WITH THESE STATEMENTS? WHY OR WHY NOT?

1. There is sufficient parking within my neighborhood.
2. It is easy for me to find parking downtown.
3. My neighborhood has enough open space, trees, and landscaped areas.
4. Signage and wayfinding is clear and consistent; it is easy to find places and get around within my community.

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NEXT STEPS

- ✓ VISIT THE PROJECT WEBSITE
- ✓ TAKE THE ONLINE SURVEY
- ✓ PARTICIPATE IN COMMUNITY ENGAGEMENT MEETINGS
- ✓ ATTEND COUNCIL WORK SESSIONS AND ADOPTION HEARINGS
- ✓ SPREAD THE WORD! EAST POINT IS MOVING FORWARD!



THANK YOU!