

CITY OF LOVEJOY, GEORGIA

Draft
Comprehensive Plan 2004-2025
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Introduction

Lovejoy is a small city located at the southern extreme of Clayton County, northeast of what is known as Clayton's "panhandle." The city limits abut Henry County on the south, thus "landlocking" Lovejoy and hindering further growth. Clayton County Water and Sewer Authority property adjoins the city limits to the north, also impacting Lovejoy's ability to expand its corporate limits. Clayton County's Landfill and Clayton Regional Youth Detention Center define the eastern boundary.

U.S. Census recorded Lovejoy's population as 2,495 residents in 2000. The City estimates that as many as 2,781 residents have been added since the 2000 Census count.

Clayton County is one of the 13 Atlanta Regional Commission counties. Lovejoy is also within the ARC area.

Transportation systems have tremendous impacts on all cities, including Lovejoy. U.S. Highway 19/41 and the Norfolk Southern Railroad line form critical components of the Lovejoy's transportation system. Commuter rail service utilizing the N/S rail line is proposed from Atlanta to Macon, with a station in Lovejoy. This proposed service will link Lovejoy to these urban centers and 12 other cities. Lovejoy has not experienced dynamic development to-date, and a primary factor has been isolation from downtown Atlanta and the region. Commuter rail service would eliminate such isolation and could spell explosive growth. Such growth is not unrealistic as cities like Hampton and Locust Grove in Henry County also lie along the 19/41 corridor and are even further removed from the core of the Atlanta region. Traffic congestion, exorbitant land and housing and perceptions of "overdevelopment" on Atlanta's northside are driving this growth.

Highway 19/41 is a well-traveled artery which carries 25,843 (January 2000 data) vehicles per day through Lovejoy between Atlanta and Griffin. This four-lane route, and the growing market represented by new residential development in Clayton and north Henry County, will bring significant retail development to Lovejoy. This, in turn, will attract additional residents to Lovejoy and the surrounding area as people seek locations convenient to shopping and employment.

Lovejoy, a quiet town of 351 in 1980, promises to become a populated anchor in south Clayton County. This Plan conveys additional information about the city of Lovejoy, and describes how the Lovejoy community may accommodate and respond to growth. The Plan also portrays the community's anticipated future.

PUBLIC PARTICIPATION

The City of Lovejoy held two public hearings and prepared a citizen survey to solicit public input into the comprehensive plan. The City conducted a 100 percent survey in an attempt to collect feedback from citizens concerning future directions for Lovejoy. The survey addresses all elements of the comprehensive plan and solicits residents feedback.

Survey Results

The City of Lovejoy sought resident input concerning the future of Lovejoy and an assessment of living conditions and public services. A survey questionnaire containing 35 questions was mailed to all residential addresses, for a total of 390 surveys. Some 50 surveys were completed and returned; 69 were undeliverable. Each question provided an opportunity for resident comments concerning the individual topic as well as an opportunity to voice an opinion about the future of Lovejoy or any other topic. Significant, written comments are reported here.

Responses were solicited based on a five point scale of "Strongly Agree," "Agree," "Undecided," "Disagree" and "Strongly Disagree." "No Answer" was also among the possible responses. While a detailed breakdown of all responses is reported, the general themes reflected in the responses are based on an aggregation of the two categories of "Agree" or "Disagree." Responses are organized below in six topical areas, Growth and Development, Economic Development, Residential Development, Public Services and Facilities, Greenspace and Access. General community sentiments are noted in a Summary.

Growth and Development

Inquiries that sought input about growth and development were found in questions 1, 2, 3, 10, 20, 33 and 35. These questions solicited input concerning residential, commercial and industrial development. Responses regarding desire for growth showed 50 percent negative responses, while 32 percent had positive responses. The desire for commercial development within the city was relatively split, as 36 percent opposed growth while vs 42 percent in favor. More than half of respondent favor expansion fo public sanitary sewer which would accommodate further development. More than 60 percent of respondents felt that housing options were satisfactory. A minority of respondents favored future industrial development. Nearly 80 percent of respondents endorsed preservation of rural portions of Lovejoy.

Economic Development

Most residents favor commercial development and most also favor industrial development; however, more than one-quarter of respondents registered “Undecided” about industrial growth. A strong majority, 70 percent, indicated a preference for locating commercial development on Tara Boulevard (Highway 19/41). Perhaps, a preference for limiting such development to that corridor is indicated in respondent opposition to commercial development along Hastings Bridge Road, an arterial comprising a commercial node at its intersection with Tara Boulevard. Little disagreement was evidenced in responses to the question as to whether local employment is important, 80 percent responded affirmatively.

Residential Development

Responses indicate that most people (half of those responding to this question) did not favor population growth. A majority of respondents believed Lovejoy homes were well-maintained. A strong majority opposed multifamily development, but fewer would exclude future townhouse development. A strong majority felt that single family detached homes should be the dominant housing type in Lovejoy; 56 percent supported such housing on large lots. Most residents held the opinion that housing options in Lovejoy were satisfactory, somewhat fewer thought housing values were satisfactory.

Public Services and Facilities

Lovejoy residents expressed satisfaction with a range of public services, including garbage collection, fire and police protection, street maintenance, storm water management, sign regulation and code enforcement, although 40 percent were “Undecided” as to whether code enforcement was satisfactory. More than 80 percent of respondents indicated that they would use local library services if they were available. Residents were evenly split (Agree, Undecided or Disagree) about whether job training opportunities in Clayton County were satisfactory. A similar response rate was recorded concerning community services and facilities, generally.

Greenspace

Rural character and greenspace was an expected emphasis in a semi-rural community at the fringe of a growing metropolitan region. Ninety percent of respondents, among the strongest majority recorded on any question, indicated that natural areas should be reserved when new subdivisions are built and 76 percent, more than 3 of every 4 respondents, stated that rural portions of Lovejoy should be preserved. Of course, an

inherent conflict may exist with a preference for greenspace preservation and “large lot” development. While 80 percent supported preservation of open space as the city develops, this support fell to only 54 percent concerning the possibility of purchasing land for such preservation. Importantly, 62 percent of residents responding believed that Lovejoy needs more parks and 66 percent felt more recreation areas are needed. Ninety percent of respondents rated trees and other streetscape greenery as important.

Access

More than 3 of 4 residents believe that motorists are able to travel around Lovejoy easily, although 58 percent support widening of major roads. Eight-two percent, more than 8 people in 10, think that more sidewalks are needed. At 60 percent, fewer believe more bike paths are needed; however, this ratio remains significant as concerns new transportation facilities and perhaps, development standards.

Summary

In general, Lovejoy residents would like to limit future development to single family “for sale” units on large lots, but do indicate a preference for preservation of greenspace and rural character. Half of all respondents actually favored a “no growth” posture. Commercial and, to a lesser extent, industrial development, is favored. Tara Boulevard is the preferred location for commercial growth.

Respondents expressed satisfaction with community services, but had concerns about job training opportunities. A clear indication of support in a local library was registered. A preference for more sidewalks, bike paths and street right-of-way landscaping suggests that Lovejoy residents are interested in pedestrian character and is consistent with a preference for preservation of rural character.

POPULATION ELEMENT

Introduction

Reliable estimates of future population are essential to anticipating the employment, housing and public service needs of Lovejoy residents. The Population Element examines population trends over the past 20 years and projects the future population through the next 20 years. This Element also examines population characteristics, known as demographics, for the purpose of tailoring public services, shaping private development, particularly housing development, and matching employment to the needs and abilities of Lovejoy residents. The City of Lovejoy plays a critical role in the provision of public services such as roads, water and sanitary sewer. Private development controls many aspects of residential, commercial and industrial development. However, the City can have a substantial impact on private development.

Sound demographic analyses also enable the City to plan public services such as recreation and social services and influence decisions concerning public schools. Importantly, information about such population characteristics as family size, resident age and household income can be helpful in guiding private market housing development. The Population Element provides important information to local decision makers by building a demographic profile of Lovejoy's past, present and future population.

Information about Lovejoy's future population may also be used to identify desirable population growth rates, densities and development patterns consistent with goals and policies established in the Plan. Population growth and the jobs, services, public infrastructure, and housing needed to support that growth impacts land and natural resources. The Population Element is, therefore, linked to the Economic Development, Community Facilities and Services, Transportation, Housing and Land Use Elements. The Natural and Cultural Resources Element is also linked to population and identifies environmental constraints affecting future development.

Population

The Georgia Department of Community Affairs establishes minimum standards for preparation of a Comprehensive Plan. The standards involve a three-step process: (1) inventory of current conditions, (2) assessment of current and future conditions and (3) formulation of a community vision, including goals and implementation strategies. These three steps are described below:

Inventory of Current Conditions

Various demographic characteristics of Lovejoy's population have been collected. These characteristics include historic data, referring to the past 20 years, at five-year intervals, 2000 Census data and data through the year 2025, also at five-year intervals. Specific demographic characteristics found in this Plan are presented below:

Total Population. Lovejoy's past, present and future population totals as well as respective growth rates are compared to those for Clayton County and Georgia. Annual projections are provided for 2004-2010.

In 1980, Lovejoy was home to 351 people. By 1990, the population had more than doubled and, by the 2000 Census, more than tripled. This rate of increase is huge, some 119 percent from 1980 to 1990, and 224 percent between 1990 and 2000. Clayton County, an urban county in the Atlanta metropolitan region, also logged significant gains, growing some 21 percent between 1980 and 1990, and 30 percent more by 2000. Georgia recorded slightly lower population growth for the two decades, 19 and 26 percent, respectively. Population totals and percentage change in population are recorded in Tables P1 and P2.

Obviously, Lovejoy's growth far outstripped that of the county and the state. This dramatic contrast can be explained in part by the small size of Lovejoy's base population. It must also be noted that the inmate population of the Lovejoy Detention Center, built in 1986, is reflected in the 2000 Census. The inmate population was recorded as 1,174. This indicates that the actual "resident" population increased by 74 percent, independent of the inmate population. Such an increase remains impressive. This growth is particularly significant given the amount of undeveloped land in and around Lovejoy, and the recent development focus on south metro counties.

Table P1. Total Population: Lovejoy, Clayton and Georgia

Jurisdiction	1980	1990	2000
Lovejoy	351	770	2,495
Clayton County	150,362	182,055	236,517
Georgia	5,457,566	6,478,216	8,186,453

Source: U.S. Census, 1980, 1990 and 2000.

Table P2. Percentage Change in Population: Lovejoy, Clayton and Georgia

Jurisdiction	1980	1990	2000
Lovejoy	NA	119%	224%
Clayton County	NA	21%	30%
Georgia	NA	19%	26%

Source: U.S. Census, 1980, 1990 and 2000.

Population Projections. Atlanta Regional Commission prepares population projections for Clayton County through the year 2025. These projections are found in Table P3. One technique for projecting Lovejoy's population is to apply the ratio of Lovejoy's population in 2000 to ARC's projections for Clayton County, applying this same ratio or proportion to the projections for Clayton County. These projections are presented in Table P4; projections and growth rates for Georgia through the year 2025 are presented in Table P5.

Lovejoy is virtually confined to the present city limits which comprise an area far less extensive than Clayton County. This will limit population growth as the land area is projected to be "built out" by 2025. The Land Use Element presents data on areas planned as future residential development. Recent building permit activity and the finite size of the city have been used to project Lovejoy's population. A second technique for projecting future population uses recent trends in housing construction, that is, the number of units being added per year. This has been referenced to the number of acres planned for residential development. By verifying that the acreage required to accommodate projected units at appropriate densities is available as depicted on the Future Land Use Map, the construction trends can be validated. Housing unit projections for Lovejoy over the term of the Plan compare very closely with land areas planned and zoned as residential. These population projections are also in found in Table P4.

Table P3. Total Population and Percentage Change: Clayton County

Category	2000	2001	2002	2003	2004	2005	2006
Total	238,026	241,257	244,559	247,860	251,118	254,503	257,775
Percentage	15%	1%	1%	1%	1%	1%	1%
Category	2007	2008	2009	2010	2015	2020	2025
Total	261,123	264,481	267,836	271,229	288,804	306,956	325,851
Percentage	1%	1%	1%	1%	6%	6%	6%

Source: U.S. Census, 1980, 1990 and 2000; projections by Woods and Poole.

Table P4. Population Projections: Lovejoy

Year	1980	1985	1990	1995	2000	2001	2002	2003	2004
Building Permit Based	351	561	770	1,633	2,495	2,698	3,928	4,686	5,512
Clayton County Based	351	561	770	1,633	2,495	2,698	3,928	4,686	5,512
Year	2005	2006	2007	2008	2009	2010	2015	2020	2025
Permit Based	6,739	7,956	8,790	9,624	10,458	11,012	11,564	11,841	12,121
Clayton County Based	6,739	7,733	7,834	7,934	8,035	8,137	8,664	9,209	9,776

Source: U.S. Census, 1980, 1990 and 2000; projections by Strategic Planning Initiatives LLC.

The projected population anticipates continuing demand for housing at varying densities influenced by growth of the region and specifically propelled by initiation of the planned commuter rail service. Property is available in Lovejoy to accommodate the projected growth at densities appropriate to the surrounding residential development. This information is presented in Table P6. While 20-year projections are just that, a 2025 population of approximately 12,000 residents is indicated by a continuation of housing construction trends now shaping Lovejoy. The estimating technique using a ratio of Clayton's growth, deemed to be less reliable based on the differences in urbanization of the two jurisdictions, yields a 2025 population of 9,776.

Table P5. Population and Percentage Change: Georgia

Year	1980	1985	1990	1995	2000	2001	2002	2003	2004
Total	5,484,440	5,962,720	6,506,530	7,323,980	8,229,820	8,338,460	8,449,130	8,560,620	8,670,510
Percent	N/A	9%	9%	13%	12%	1%	1%	1%	1%
Year	2005	2006	2007	2008	2009	2010	2015	2020	2025
Total	8,784,650	8,895,580	9,008,670	9,122,070	9,235,630	9,349,660	9,940,380	10,550,700	11,185,100
Percent	1%	1%	1%	1%	1%	1%	6%	6%	6%

Source: U.S. Census, 1980, 1990 and 2000; projections by Woods and Poole.

Historical building permit data, that is, housing unit construction, were compared to the availability of undeveloped property suitable for residential development. This was done to validate population projections based on housing construction as land must be available to accommodate the number of units projected at the density and unit type. This data is shown in Table P6 by subdivision, still being built out, or street address for undeveloped land. The number of units that the undeveloped land could accommodate was multiplied by the average household size, that is, the number of persons projected per household, to yield a population projection. Similarly, the number of units projected based on housing construction was also multiplied by average household size. The permit based data, Table P4, compares well to the land based data, Table P6, with 2,309 and 2,422 units being projected through 2025, respectively.

Table P6. Lovejoy Housing Data, 2004-2025

Subdivision/Street	Zoning	Acreage	Density	# Units
Single Family Units				
Willard's Way	RES	1.62	1.23	2
Lovejoy Road	RES	39.39	3	120
Lovejoy Road	RES	42.91	4.14	177
Kade's Cove	RES	38.65	4.14	160
The Registry@Lovejoy	RES	10.31	6.4	66
Lovejoy Road	RES/PUD	54.15	6.13	332
Lovejoy Road	PUD	12.74	10.43	129
Hastings Bridge Road	ER	9.65	22	212
Hastings Bridge Road	RES	38.52	3.87	150
Hastings Bridge Road	RES	21.37	2	30
Callaway Crossing	RES	5.16	21.5	111
Jasmine Park	RES	3.07	2.6	8
McDonough Road	HI	64.2	3.87	248
Talmadge Road	PUD	8.64	5	43
Talmadge Road	RES	36.09	2	72
Townhouses				
Southfield Townhomes	RES	4.7	10.43	49
Multifamily Units				
Hastings Bridge Road	RM	14	10	140
Tara Boulevard	RM	29.7	6.9	205
Lovejoy Road	RM	14.0	6	84
Mobile Homes				
Bellaire Park	RMH	4.2	20	84

TOTAL		453.07		2,422
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Source: Strategic Planning Initiatives LLC, 2004.

Household Data

Information about individual households is critical to planning as the household is considered a single "unit" creating demand for employment, consumer and public services and for individual dwelling units on residential building lots. The number of households is shaped by the size of the household, that is, how many people occupy one dwelling unit.

Data presented below include past, 2005 and projected number and average size of Lovejoy households.

Table P7. Total Households: Clayton County and Georgia

Location	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Clayton	50,850	60,017	65,917	73,505	82,662	89,527	96,213	102,591	108,271	113,303
Georgia	1,886,550	2,124,630	2,380,830	2,684,490	3,022,410	3,265,030	3,501,380	3,727,580	3,929,140	4,108,410

Source: U.S. Census, 1980, 1990 and 2000; projections by Woods and Poole.

Generally, the number of households, that is, individual dwelling units, tracks population. However, as the size characteristics of households changes, the relationship between population and number of housing units may also change. Household size in Clayton County varies over the period 1980 to 2025 as seen in Table P8. Smaller households in Clayton are the trend between 1980 and 1990, but this reverses just a decade later when size increases slightly. The size of individual households is expected to remain relatively steady through 2025, at approximately 2.8 persons per household.

Statewide trends are similar to those in Clayton, with household size trending downward from 1980 to 1990. However, notable differences are that 2000 saw no significant change from 1990, and the size of households in a future Georgia is projected to be somewhat smaller than those in Clayton. Household size in Lovejoy is expected to track that of the County.

Table P8. Average Household Size: Clayton County

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Persons per Household	2.96	2.71	2.74	2.78	2.84	2.8	2.77	2.76	2.77	2.8

Source: U.S. Census, 1980, 1990 and 2000; projections by Woods and Poole.

Table P9. Average Household Size: Georgia

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Persons per Household HH	2.83	2.73	2.66	2.65	2.65	2.61	2.59	2.59	2.6	2.63

Source: U.S. Census, 1980, 1990 and 2000; projections by Woods and Poole.

Table P10. Household Size 2000: Lovejoy, Clayton and Georgia

	Georgia	Clayton	Lovejoy
Average Household Size	2.65	2.84	2.66

Source: U.S. Bureau of Census 2000.

Table P11. Total Households: Lovejoy

Location	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Lovejoy	124	167	211	576	941	2,343	3,863	4,076	4,167	4,226

Source: U.S. Bureau of Census 1980, 1990 and 2000; Woods and Poole, adjusted by Strategic Planning Initiatives LLC.

Table P12: Projected Population, Household Size and Dwelling Units: Lovejoy

Year	1980	1985	1990	1995	2000	2001	2002	2003	2004
Population	351	561	770	1,633	2,495	2,698	3,928	4,686	5,512
HH Size	NA	NA	NA	NA	2.84	2.82	2.82	2.82	2.82
Dwelling Units	83	91	99	352	465	540	977	1,245	1,538
Year	2005	2006	2007	2008	2009	2010	2015	2020	2025
Population	6,739	7,956	8,790	9,624	10,458	11,012	11,564	11,841	12,121
HH Size	2.8	2.78	2.78	2.78	2.78	2.77	2.76	2.77	2.8
Dwelling Units	1,988	2,440	2,740	3,040	3,340	3,552	3,764	3,851	3,910

Source: U.S. Census, 1980, 1990 and 2000; projections by Strategic Planning Initiatives LLC.

Households, Population and Dwelling Units

Findings of the Population Element, including projected total population and household size must bear a relationship to the total number of dwelling units in Lovejoy projected in the Housing Element. Each “household” must have a corresponding dwelling unit to become residents of Lovejoy. In other words, families and other households must have a place to live. Table P12 displays Lovejoy’s population through 2025 as well as household size and the number of dwelling units. The number of dwelling units projected in 2025, for example, can be multiplied by the average household size projected for 2025 to yield the projected occupants, that is, residents. This total is 12,121 residents to occupy the number of dwelling units which were projected based on residential construction trends evident in Lovejoy. This number does not compare favorably to the population projected for 2025. However, the inmate population housed in group quarters at the Lovejoy Detention Center must be removed from the population occupying dwelling units in Lovejoy. When the 1,174 inmates are subtracted from the population total of 12,121, the resulting 10,947 residents compares very well with the population that is expected to occupy the 3,910 dwelling units projected in the Housing Element.

Age Distribution

The number of people in each age range, that is, age distribution, is important to assessing demand for various housing types and public services. This is particularly important over time as such data is an indication of the direction in which the population is heading, such as aging or entering family-forming age ranges. Data concerning the past, present and future distribution by age groups is presented here.

In 1980, 33 percent of Clayton County residents were under the age of 18, fully one person in three. This ratio slipped marginally in 1990 and stabilized at 29 percent by 2000. Lovejoy, by contrast, dropped from 30 percent in 1980 to 18 percent in 1990 and 17 percent by 2000. Lovejoy experienced a significant increase in population in the 25 - 34 and 35 - 44 age ranges which would normally signal an increase in children. This increase is very likely generated by the inmate population in the Lovejoy Detention Center which is male and would be in these age ranges. Clayton's population was more stable across the age ranges for the three decades which is expected in a larger population.

The Detention Center being located in a city with a small population base present an interesting dynamic. The Center opened in Lovejoy in 1986, occurring between the 1980 and 1990 census of population. Despite stability in average household size, which is a figure

based on Clayton data only, the city saw a precipitous decline in the number of children as a percentage of total population. As household size changed very little, the composition had to have changed. This would normally suggest that several adults occupied the same household as one unit. However, the inmate population explains this, and as this population would not impact the number of children, this also explains how the number of persons in child-bearing age ranges could increase as the percentage of children decreased.

Projections as to age range are not readily available for Lovejoy. Surprisingly, projections for Clayton County demonstrate the continuing dominance of the post-World War II "baby boomers." This age cohort, born between 1947 and 1964, will be in the 55 - 64 and 65 plus age ranges by 2025. These ranges are projected to expand slightly, some four (4) percentage points individually, with a commensurate contraction in all other age ranges, with the exception of the 0 - 4 years old. Importantly, as Lovejoy continues to develop, an expectation that the age distribution will more closely track that of Clayton County is reasonable. Approximately 21 percent of the population of Clayton County, an increase of eight (8) percent over the year 2000, will be age 55 and over by 2025.

Information concerning age distribution for Clayton County is presented in Tables P13 and P14. This data is applied to Lovejoy's population totals to derive age group distribution through the year 2025 and is presented in Table P4.

Table P13. Population by Age Group: Clayton County

Category	1980	1990	2000
TOTAL Population	150,362	182,055	236,517
0 — 4 Years Old	14,857	17,992	19,726
5 — 13 Years Old	22,536	22,086	36,639
14 — 17 Years Old	11,883	10,771	14,556
18 — 20 Years Old	8,177	8,705	10,188
21 — 24 Years Old	11,854	12,596	14,293
25 — 34 Years Old	30,030	37,660	43,611
35 — 44 Years Old	20,845	30,225	40,010
45 — 54 Years Old	14,405	19,287	28,355
55 — 64 Years Old	9,247	12,107	15,216
65 Years and Over	6,528	10,619	13,923

Source: U.S. Census, 1980, 1990 and 2000.

Table P14. Percentage of Population by Age Group: Clayton County

Category	1980	1990	2000
TOTAL Population	100%	100%	100%
0 — 4 Years Old	10%	10%	8%
5 — 13 Years Old	15%	12%	15%
14 — 17 Years Old	8%	6%	6%
18 — 20 Years Old	5%	5%	4%
21 — 24 Years Old	8%	7%	6%
25 — 34 Years Old	20%	21%	18%
35 — 44 Years Old	14%	17%	17%
45 — 54 Years Old	10%	11%	12%
55 — 64 Years Old	6%	7%	6%
65 Years and Over	4%	6%	6%

Source: U.S. Census, 1980, 1990 and 2000.

Table P15. Population by Age Group: Lovejoy

Category	1980	1990	2000
TOTAL Population	351	770	2,495
0 — 4 Years Old	22	17	132
5 — 13 Years Old	56	17	178
14 — 17 Years Old	28	32	119
18 — 20 Years Old	19	46	203
21 — 24 Years Old	24	102	275
25 — 34 Years Old	59	281	618
35 — 44 Years Old	46	170	505
45 — 54 Years Old	36	61	242
55 — 64 Years Old	34	28	131
65 Years and Over	26	16	92

Source: U.S. Census, 1980, 1990 and 2000.

Table P16. Percentage of Population by Age Group: Lovejoy

Category	1980	1990	2000
TOTAL Population	100%	100%	100%
0 — 4 Years Old	6%	2%	5%
5 — 13 Years Old	16%	2%	7%
14 — 17 Years Old	8%	6%	5%
18 — 20 Years Old	5%	13%	8%
21 — 24 Years Old	7%	36%	11%
25 — 34 Years Old	17%	22%	25%
35 — 44 Years Old	13%	20%	20%
45 — 54 Years Old	10%	8%	10%
55 — 64 Years Old	10%	4%	5%
65 Years and Over	7%	2%	4%

Source: U.S. Census, 1980, 1990 and 2000.

Table P17. Age Distribution: Clayton County

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	151,298	164,024	182,416	206,472	238,026	254,503	271,229	288,804	306,956	325,851
Age 0 to 4	12,501	13,887	15,452	17,810	19,861	20,316	22,029	23,470	24,336	25,451
Age 5 to 9	13,747	13,199	14,160	16,984	20,937	20,501	20,904	22,663	24,151	25,031
Age 10 to 14	13,948	12,834	13,308	15,638	19,734	20,909	20,440	20,845	22,590	24,113
Age 15 to 19	14,537	13,582	13,934	14,979	17,566	20,615	21,716	21,235	21,669	23,567
Age 20 to 24	14,747	15,850	15,785	17,173	17,942	19,315	22,531	23,667	23,155	23,787
Age 25 to 29	15,333	18,100	19,270	19,330	22,008	19,774	21,090	24,643	25,875	25,446
Age 30 to 34	15,072	16,521	18,204	20,795	21,895	22,413	19,892	21,349	25,220	26,420
Age 35 to 39	11,737	13,943	15,742	18,769	21,640	21,762	22,243	19,622	21,237	25,218
Age 40 to 44	9,265	11,165	14,530	16,355	18,631	20,910	21,034	21,546	19,064	20,664
Age 45 to 49	7,887	8,691	11,034	13,658	15,542	17,832	20,015	20,216	20,874	18,589
Age 50 to 54	6,564	6,862	8,253	9,836	12,978	15,004	17,220	19,388	19,760	20,536
Age 55 to 59	5,497	6,154	6,779	7,301	8,996	11,624	13,540	15,641	17,761	18,209
Age 60 to 64	3,850	4,734	5,260	5,368	6,304	7,947	10,378	12,170	14,174	16,282
Age 65 to 69	2,706	3,359	4,184	4,620	4,957	5,586	7,071	9,224	10,758	12,556
Age 70 to 74	1,768	2,265	2,781	3,424	3,645	3,948	4,481	5,704	7,466	8,732
Age 75 to 79	1,087	1,455	1,857	2,180	2,717	2,921	3,179	3,642	4,683	6,156
Age 80 to 84	612	825	1,103	1,293	1,563	1,907	2,091	2,304	2,675	3,463
Age 85 & Over	440	598	780	959	1,110	1,219	1,375	1,475	1,508	1,631

Source: U.S. Census, 1980, 1990 and 2000; projections by Woods and Poole.

Table P18. Age Distribution: Clayton County

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Age 0 to 4	8.3%	8.5%	8.5%	8.6%	8.3%	8.0%	8.1%	8.1%	7.9%	7.8%
Age 5 to 9	9.1%	8.0%	7.8%	8.2%	8.8%	8.1%	7.7%	7.8%	7.9%	7.7%
Age 10 to 14	9.2%	7.8%	7.3%	7.6%	8.3%	8.2%	7.5%	7.2%	7.4%	7.4%
Age 15 to 19	9.6%	8.3%	7.6%	7.3%	7.4%	8.1%	8.0%	7.4%	7.1%	7.2%
Age 20 to 24	9.7%	9.7%	8.7%	8.3%	7.5%	7.6%	8.3%	8.2%	7.5%	7.3%
Age 25 to 29	10.1%	11.0%	10.6%	9.4%	9.2%	7.8%	7.8%	8.5%	8.4%	7.8%
Age 30 to 34	10.0%	10.1%	10.0%	10.1%	9.2%	8.8%	7.3%	7.4%	8.2%	8.1%
Age 35 to 39	7.8%	8.5%	8.6%	9.1%	9.1%	8.6%	8.2%	6.8%	6.9%	7.7%
Age 40 to 44	6.1%	6.8%	8.0%	7.9%	7.8%	8.2%	7.8%	7.5%	6.2%	6.3%
Age 45 to 49	5.2%	5.3%	6.0%	6.6%	6.5%	7.0%	7.4%	7.0%	6.8%	5.7%
Age 50 to 54	4.3%	4.2%	4.5%	4.8%	5.5%	5.9%	6.3%	6.7%	6.4%	6.3%
Age 55 to 59	3.6%	3.8%	3.7%	3.5%	3.8%	4.6%	5.0%	5.4%	5.8%	5.6%
Age 60 to 64	2.5%	2.9%	2.9%	2.6%	2.6%	3.1%	3.8%	4.2%	4.6%	5.0%
Age 65 to 69	1.8%	2.0%	2.3%	2.2%	2.1%	2.2%	2.6%	3.2%	3.5%	3.9%
Age 70 to 74	1.2%	1.4%	1.5%	1.7%	1.5%	1.6%	1.7%	2.0%	2.4%	2.7%
Age 75 to 79	0.7%	0.9%	1.0%	1.1%	1.1%	1.1%	1.2%	1.3%	1.5%	1.9%
Age 80 to 84	0.4%	0.5%	0.6%	0.6%	0.7%	0.7%	0.8%	0.8%	0.9%	1.1%
Age 85 & Over	0.3%	0.4%	0.4%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%

Source: U.S. Census, 1980, 1990 and 2000; projections by Woods and Poole.

Table P19. Age Distribution: Lovejoy

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total Population	351	561	770	1,633	2,495	6,420	10,310	10,862	11,139	11,115
Age 0 to 4	NA	NA	17	NA	132	488	813	858	859	868
Age 5 to 9	NA	NA	13	NA	103	493	771	829	852	854
Age 10 to 14	NA	NA	9	NA	94	502	754	762	797	823
Age 15 to 19	NA	NA	62	NA	238	495	801	776	765	804
Age 20 to 24	NA	NA	113	NA	340	464	831	865	817	811
Age 25 to 29	NA	NA	178	NA	326	475	778	901	913	868
Age 30 to 34	NA	NA	103	NA	292	539	734	780	890	901
Age 35 to 39	NA	NA	117	NA	299	523	821	717	750	860
Age 40 to 44	NA	NA	53	NA	206	502	776	788	673	705
Age 45 to 49	NA	NA	37	NA	132	429	738	739	737	634
Age 50 to 54	NA	NA	24	NA	110	361	635	709	697	700
Age 55 to 59	NA	NA	8	NA	71	279	500	572	627	621
Age 60 to 64	NA	NA	20	NA	60	191	383	445	500	555
Age 65 to 69	NA	NA	3	NA	39	134	261	337	380	428
Age 70 to 74	NA	NA	8	NA	24	95	165	209	264	298
Age 75 to 79	NA	NA	0	NA	20	70	117	133	165	210
Age 80 to 84	NA	NA	5	NA	7	46	77	84	94	118
Age 85 & Over	NA	NA	0	NA	2	29	51	54	53	56

Source: U.S. Census, 1980, 1990 and 2000; projections by Strategic Planning Initiatives LLC.

Table P20. Age Distribution: Lovejoy Percentage

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Lovejoy	351	561	770	1,633	2,495	6,116	10,006 10,006	10,558 10,558	10,835	11,115
Age 0 to 4	NA	NA	2%	NA	5.3%	8.1%	7.7%	7.8%	7.9%	7.7%
Age 5 to 9	NA	NA	2%	NA	4.1%	8.2%	7.5%	7.2%	7.4%	7.4%
Age 10 to 14	NA	NA	1%	NA	3.8%	8.1%	8.0%	7.4%	7.1%	7.2%
Age 15 to 19	NA	NA	8%	NA	9.5%	7.6%	8.3%	8.2%	7.5%	7.3%
Age 20 to 24	NA	NA	15%	NA	13.6%	7.8%	7.8%	8.5%	8.4%	7.8%
Age 25 to 29	NA	NA	23%	NA	13.1%	8.8%	7.3%	7.4%	8.2%	8.1%
Age 30 to 34	NA	NA	13%	NA	11.7%	8.6%	8.2%	6.8%	6.9%	7.7%
Age 35 to 39	NA	NA	15%	NA	12.0%	8.2%	7.8%	7.5%	6.2%	6.3%
Age 40 to 44	NA	NA	7%	NA	8.3%	7.0%	7.4%	7.0%	6.8%	5.7%
Age 45 to 49	NA	NA	5%	NA	5.3%	5.9%	6.3%	6.7%	6.4%	6.3%
Age 50 to 54	NA	NA	3%	NA	4.4%	4.6%	5.0%	5.4%	5.8%	5.6%
Age 55 to 59	NA	NA	1%	NA	2.8%	3.1%	3.8%	4.2%	4.6%	5.0%
Age 60 to 64	NA	NA	2%	NA	2.4%	2.2%	2.6%	3.2%	3.5%	3.9%
Age 65 to 69	NA	NA	0%	NA	1.6%	1.6%	1.7%	2.0%	2.4%	2.7%
Age 70 to 74	NA	NA	8%	NA	1.0%	1.1%	1.2%	1.3%	1.5%	1.9%
Age 75 to 79	NA	NA	0%	NA	0.8%	0.7%	0.8%	0.8%	0.9%	1.1%
Age 80 to 84	NA	NA	5%	NA	0.3%	0.5%	0.5%	0.5%	0.5%	0.5%
Age 85 & Over	NA	NA	0%	NA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: U.S. Census, 1980, 1990 and 2000; projections by Strategic Planning Initiatives LLC.

Lovejoy's population in the various age ranges in Table P20 were skewed in 2000 by the presence of the inmate population. This segment is primarily in the 20 to 39 year old group which accounted for 46 percent of the total population in 2000. This segment is projected to remain constant as Lovejoy's population expands considerably by 2005. The inmate population is projected to account for only 18 percent of the 2005 total, rendering the impact on the age range distribution much less significant. The age range distribution for Lovejoy is expected to more closely track that of Clayton over the next 20 years.

Racial Composition

The Georgia Department of Community Affairs requires that racial characteristics of residents be compiled and future trends identified. A comparison of data and trends for Clayton County and Lovejoy over the past two decades is presented.

Table P21. Population by Race: Clayton County

Category	1980	1990	2000
TOTAL Population	150,362	182,055	236,517
White	137,949	131,726	89,741
Black	10,495	43,403	121,927
American Indian Eskimo or Aleut	334	456	751
Asian or Pacific Islander	915	5,046	10,784
Other	635	1,418	8,392
Persons of Hispanic Origin	1,619	3,747	17,728

Source: U.S. Census, 1980, 1990 and 2000.

Table P22. Percentage of Population by Race: Clayton County

Category	1980	1990	2000
TOTAL Population	100%	100%	100%
White	92%	72%	38%
Black	7%	24%	52%
American Indian Eskimo or Aleut	0%	0%	0%
Asian or Pacific Islander	1%	3%	5%
Other	0%	1%	4%
Persons of Hispanic Origin	1%	2%	7%

Source: U.S. Census, 1980, 1990 and 2000.

Clayton County experienced a dramatic shift in racial composition over the past 20 years. In 1980, over 90 percent of the population was white, decreasing to less than 40 percent by 2000. This shift was generated by an increase in black population which grew from 7 percent in 1980 to over 50 percent in 2000. Asians and persons identifying themselves as "other" race comprised only a small portion of this population shift.

Table P23. Population by Race: Lovejoy

Category	1980	1990	2000
TOTAL Population	351	770	2,495
White	280	436	1,599
Black	70	320	836
American Indian Eskimo or Aleut	0	9	9
Asian or Pacific Islander	1	0	18
Other	0	5	15
Persons of Hispanic Origin	0	20	61

Source: U.S. Census, 1980, 1990 and 2000.

Table P24. Percentage Population by Race: Lovejoy

Category	1980	1990	2000
TOTAL Population	100%	100%	100%
White	80%	56%	64%
Black	20%	41%	34%
American Indian Eskimo or Aleut	0%	1%	0%
Asian or Pacific Islander	0%	0%	1%
Other	0%	0%	1%
Persons of Hispanic Origin	0%	3%	2%

Source: U.S. Census, 1980, 1990 and 2000.

Lovejoy has not experienced as dramatic a shift in race as the county, with the white population comprising 80 percent of the total in 1980 and 56 percent in 1990. By 2000, the percentage of the population that was white rose to 64 percent. Notably, blacks dominated the changes in racial make-up from 1980 to 1990 as Asians, American Indians, Eskimos, Aleuts and "other" races represented less than one percent of the 1990 Lovejoy population.

The Hispanic population, which is not a racial classification, rather one based on ancestry, expanded substantially in both Clayton County and Lovejoy, rising from 1 percent in 1980 to 7 percent in 2000 in the County and from zero (0) to 2.4 percent in Lovejoy.

Racial Composition in the Future

Clayton County is generally more urbanized than Lovejoy which is located in the extreme southern end of the county, further away from the central urban core. Lovejoy's 2000 population was not as nearly diverse as Clayton's. However, as Lovejoy grows, the population is projected to become more diverse and consistent with Clayton's racial composition. The projections for Lovejoy were prepared using the rate of change projected for Clayton County applied to the actual Lovejoy ratios reported by the 2000 Census. The projections are presented in Table P26. While Clayton recorded a majority black population in 2000, Lovejoy is projected to reach a balance in the black-white ratio by 2025.

Table P25. Projected Racial Composition: Clayton

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
White Population	NA	NA	13,0228	11,6414	84,661	81,115	77,993	75,748	74,581	74,349
Black Population	NA	NA	42,934	73,631	124,070	139,776	155,995	172,172	187,457	202,175
Native American	NA	NA	441	426	545	556	466	431	366	321
Asian & Pacific Islander	NA	NA	5,009	7,560	10,925	13,270	15,465	17,490	19,317	21,132
Hispanic, any Race	784	952	3,804	8,441	17,825	19,786	21,310	22,963	25,235	27,874

Source: U.S. Census, 1980, 1990 and 2000; projections by Woods and Poole.

Table P26. Projected Racial Composition by Percentage: Clayton

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020
White Population	NA	NA	71%	56%	36%	32%	29%	26%	24%
Black Population	NA	NA	24%	36%	52%	55%	58%	60%	61%
Native American	NA	NA	0%	0%	0%	0%	0%	0%	0%
Asian & Pacific Islander	NA	NA	3%	4%	5%	5%	6%	6%	6%
Other			0%	0%	0%	0%	0%	0%	0%
Hispanic, any Race	784	952	2%	4%	7%	8%	8%	8%	8%

Source: U.S. Census, 1980, 1990 and 2000; projections by Woods and Poole

Table P27. Lovejoy Projected Racial Rates of Change

Rate of Change Clayton	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
White Population	NA	NA	71.4%	56.4%	41.0%	-4.19%	-3.85%	-2.88%	-1.54%	-0.31%
Black Population	NA	NA	23.5%	35.7%	60.1%	12.66%	11.60%	10.37%	8.88%	7.85%
Native American	NA	NA	0.2%	0.2%	0.3%	2.02%	-16.19%	-7.51%	-15.08%	-12.30%
Asian & Pacific Islander	NA	NA	2.7%	3.7%	5.3%	21.46%	16.54%	13.09%	10.45%	9.40%
Other	NA	NA	0.0%	0.0%	0.0%	NA	NA	NA	NA	NA
Hispanic, any Race	NA	NA	2%	4%	9%	11%	8%	8%	10%	10%

Source: U.S. Census, 1980, 1990 and 2000; projections by Woods and Poole.

Table P28. Lovejoy Projected Racial Composition

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
TOTAL Population	351	560	770	1,632	2,495	6,116	10,006	10,558	10,835	11,115
White	280	358	436	1,017	1,599	3,741	5,764	5,751	5,633	5,561
Black	70	195	320	578	836	2,300	4,113	4,663	5,051	5,395
American Indian Eskimo or Aleut	0	4	9	9	9	22	30	29	24	21
Asian or Pacific Islander	1	1	0	9	18	53	100	116	127	138
Other	0	2	5	10	15	NA	NA	NA	NA	NA
Persons of Hispanic Origin	0	10	20	40	61	165	285	316	345	378
Total	702	1,130	1,560	3,295	5,033	6,116	10,006	10,558	10,835	11,115

Source: U.S. Census, 1980, 1990 and 2000; projections by Strategic Planning Initiatives LLC

Table P29. Lovejoy Projected Racial Composition

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
TOTAL Population	351	NA	770	NA	2,495	6,116	10,006	10,558	10,835	11,115
White	79.8%	NA	56.6%	NA	64.1%	61.2%	57.6%	54.5%	52.0%	50.0%
Black	19.9%	NA	41.6%	NA	33.5%	37.6%	41.1%	44.2%	46.6%	48.5%
American Indian Eskimo or Aleut	0.0%	NA	1.2%	NA	.3%	0.4%	0.3%	0.3%	0.2%	0.2%
Asian or Pacific Islander	.3%	NA	0.0%	NA	.7%	0.9%	1.0%	1.1%	1.2%	1.2%
Other	0.0%	NA	0.6%	NA	.6%	NA	NA	NA	NA	NA
Persons of Hispanic Origin	0.0%	NA	2.6%	NA	2.4%	2.7%	2.9%	3.0%	3.2%	3.4%
Total	100.0%	NA	100.0%	NA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: U.S. Census, 1980, 1990 and 2000; projections by Strategic Planning Initiatives LLC.

Educational Attainment

Statistical information concerning the educational level of Lovejoy residents is also required by the Department of Community Affairs. While the City of Lovejoy does not directly provide public education, the City can advocate on behalf of residents for educational programming tailored to resident needs. In addition, such workforce information as skill levels is helpful in recruiting businesses appropriate to the skills sets of Lovejoy residents. Data presented here includes historic and current educational levels of the adult population. This is compared to surrounding counties and the state. Also included are recent dropout rates, standardized achievement test scores and the rate of high school graduates enrolling in post-secondary educational programs.

Educational Attainment Levels Compared

Educational attainment levels in Lovejoy are somewhat below those in Clayton, particularly in post-secondary degrees. Clayton residents earned Bachelors degrees at more than twice the rate of Lovejoy residents in 1990 and fully three times the rate in 2000. Clayton residents earned graduate degrees at four times the rate of Lovejoy residents in both 1990 and 2000. Significantly, approximately the same portion of residents in the two jurisdictions began a college degree program without finishing. Comparisons concerning educational levels in 1980 are not possible as insufficient data is available.

Table P30. Educational Attainment: Clayton

Category	1980	1990	2000
TOTAL Adult Population 25 & Over	81,055	109,898	141,554
Less than 9th Grade	10,899	7,231	9,122
9th to 12th Grade (No Diploma)	16,253	17,758	19,099
High School Graduate (Includes Equivalency)	32,632	39,435	45,143
Some College (No Degree)	NA	22,630	36,151
Associate Degree	NA	6,686	8,495
Bachelor's Degree	NA	11,261	17,280
Graduate or Professional Degree	NA	4,900	6,264

Source: U.S. Census, 1980, 1990 and 2000.

Table P31. Percentage Educational Attainment: Clayton

Category	1980	1990	2000
TOTAL Adult Population 25 & Over	100%	100%	100%
Less than 9th Grade	13%	7%	6%
9th to 12th Grade (No Diploma)	20%	16%	13%
High School Graduate (Includes Equivalency)	40%	36%	32%
Some College (No Degree)		21%	26%
Associate Degree		6%	6%
Bachelor's Degree		10%	12%
Graduate or Professional Degree		4%	4%

Source: U.S. Census, 1980, 1990 and 2000.

Participation rates in post-secondary education fall below those in the County. Fully three times as many Clayton County residents have earned Associates or Bachelor's Degrees as have Lovejoy residents. The gap for graduate or other professional degrees is similar. The percentage of Lovejoy residents who did not earn a high school diploma was twice that of Clayton County residents. All comparisons are for the year 2000.

Table P32. Educational Attainment: Lovejoy

Category	1980	1990	2000
TOTAL Adult Population 25 & Over	201	642	1,599
Less than 9th Grade	NA	40	87
9th to 12th Grade (No Diploma)	NA	165	441
High School Graduate (Includes Equivalency)	NA	212	650
Some College (No Degree)	NA	145	333
Associate Degree	NA	50	27
Bachelor's Degree	NA	26	42
Graduate or Professional Degree	NA	5	19

Source: U.S. Census, 1980, 1990 and 2000.

Table P33. Percentage Educational Attainment: Lovejoy

Category	1980	1990	2000
TOTAL Adult Population 25 & Over	100%	100%	100%
Less than 9th Grade	NA	6%	5%
9th to 12th Grade (No Diploma)	NA	26%	28%
High School Graduate (Includes Equivalency)	NA	33%	41%
Some College (No Degree)	NA	23%	21%
Associate Degree	NA	8%	2%
Bachelor's Degree	NA	4%	3%
Graduate or Professional Degree	NA	1%	1%

Source: U.S. Census, 1980, 1990 and 2000.

Certain educational statistics are only available for Clayton County. The percentage of Clayton County students passing the High school Graduation Test has steadily decreased from 85 percent in 1995 to 59 percent in 2001, for a total decrease of 26 points and a drop of 9 points in one year alone. This is from Table P34, it's the percentage of total students passing the Georgia High School Graduation Tests.

Table P34. Education Statistics: Clayton

Category	1995	1996	1997	1998	1999	2000	2001
H.S. Graduation Test Scores (All Components)	85%	80%	71%	70%	67%	67%	59%
H.S. Dropout Rate	13.8%	11.3%	10.6%	9.4%	9.1%	8.7%	8.1%
Grads Attending Georgia Public Colleges	31.5%	42.5%	40.7%	41.2%	40.0%	NA	NA
Grads Attending Georgia Public Technical	2.5%	3.5%	1.2%	2.5%	3.1%	4.1%	NA

Source: Georgia Department of Education

The percentage of graduates attending Georgia public colleges increased dramatically in 1996, as seen in Table P34. This can be attributed to the availability of the HOPE scholarship program which began two years earlier. This enrollment remained steady at some 40 percent. The percentage of students attending Georgia public technical schools has generally increased over the 7-year period for which data is considered and was recorded at 4.1 percent in 2000, a full point higher than the previous year.

Table P35. Educational Attainment: Comparison of Counties, Georgia and Lovejoy 2000.

Category	Clayton	Cobb	DeKalb	Fayette	Fulton	Gwinnett	Henry	Georgia	Lovejoy
10th grade	4,538	7,383	8,536	783	14,428	6,945	2,723	199,588	58
11th grade	4,534	6,067	8,921	847	14,095	6,303	2,176	178,117	136
12th grade, no diploma	6,379	9,765	15,549	1001	18,721	10,725	2,416	184,178	71
5th and 6th grade	2566	4,581	7,786	317	7,808	5,542	537	99,202	6
7th and 8th grade	3,459	6,307	7,718	664	10,446	5,668	1,936	184,266	71
9th grade	3,648	5,817	6,972	558	10,020	6,403	1523	156,299	176
Associate degree	8,495	23,141	26,005	4,268	24,823	27,146	5,026	269,740	27
Bachelor's degree	17,280	110,788	97,769	14,111	140,666	89,735	10,215	829,873	42
Doctorate degree	525	3697	7,605	579	6,998	2917	300	44,243	2
High school graduate (includes equivalency)	45,143	82,038	87,359	14,174	102,246	81,979	25,901	1,486,006	650
Master's degree	4,386	33,748	37,193	5,317	51,930	27,093	3,054	288,888	15
No schooling completed	2,188	3,003	6,086	159	6,116	4,290	324	69,445	10
Nursery to 4th grade	909	1391	2,692	173	2,736	1496	272	40,284	0
Professional school degree	1353	8,945	13,522	1340	18,811	7,162	1191	97,174	2
Some college, 1 or more years, no degree	24,372	63,375	69,303	10,099	71,953	62,479	11,926	712,109	215
Some college, less than 1 year	11,779	25,303	26,965	4,626	25,941	26,745	5,981	346,583	118
Total:	141,554	395,349	429,981	59,016	527,738	372,628	75,501	5,185,995	1,599

Source: U.S. Census 2000.

State and Regional Comparisons

Lovejoy residents compete in a regional job market. Accordingly, the educational attainment of residents of surrounding counties and other areas of the state impacts the ability of Lovejoy residents to obtain desirable employment. A very significant statistic found in Table P35 is the percentage of residents earning a four-year Bachelor's degree. Only three percent of Lovejoy residents earned such a degree in 2000, and more significantly, Clayton residents, all residents of every surrounding county and residents of Georgia earned a Bachelor's degree at double digit rates. Approximately one in every four residents of Cobb, DeKalb, Fayette, Fulton and Gwinnett 2000 over the age of 25 held a Bachelor's degree in 2000. Also, significant is the portion of Lovejoy residents that began a college degree program and did not earn a degree. Here, Lovejoy statistics were very similar to the other jurisdictions considered. Graduate degrees at the Masters level were earned in these four jurisdictions at rates three times those of Clayton, and 10 times those of Lovejoy.

Table P36. Educational Attainment: Comparison Counties, Georgia and Lovejoy 2000.

Category	Clayton	Cobb	DeKalb	Fayette	Fulton	Gwinnett	Henry	Georgia	Lovejoy
10th grade	3%	2%	2%	1%	3%	2%	4%	2%	4%
11th grade	3%	2%	2%	1%	3%	2%	3%	3%	9%
12th grade, no diploma	5%	2%	4%	2%	4%	3%	3%	4%	4%
5th and 6th grade	2%	1%	2%	1%	1%	1%	1%	2%	0%
7th and 8th grade	2%	2%	2%	1%	2%	2%	3%	4%	4%
9th grade	3%	1%	2%	1%	2%	2%	2%	3%	11%
Associate degree	6%	6%	6%	7%	5%	7%	7%	5%	2%
Bachelor's degree	12%	28%	23%	24%	27%	24%	14%	16%	3%
Doctorate degree	0%	1%	2%	1%	1%	1%	0%	1%	0%
High school graduate (includes equivalency)	32%	21%	20%	24%	19%	22%	34%	29%	41%
Master's degree	3%	9%	9%	9%	10%	7%	4%	6%	1%
No schooling completed	2%	1%	1%	0%	1%	1%	0%	1%	1%
Nursery to 4th grade	1%	0%	1%	0%	1%	0%	0%	1%	0%
Professional school degree	1%	2%	3%	2%	4%	2%	2%	2%	0%
Some college, 1 or more years, no degree	17%	16%	16%	17%	14%	17%	16%	14%	13%
Some college, less than 1 year	8%	6%	6%	8%	5%	7%	8%	7%	7%
Total:	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: U.S. Census 2000.

Income

Income data for Lovejoy residents is assessed using average per capita income (earnings by individuals) and average household income (earnings by all members of one household). Per capita income for City of Lovejoy for 1990 and 2000 are \$14,642, and \$2,565 respectively. These incomes are compared to Clayton County incomes as well as those reported in Georgia. Income is also reported by income range, that is, the number and percentage of households reporting incomes in a specified range, Table P38. All comparisons across bicentennial census years are in the same dollar units.

Clayton County per capita incomes have risen steadily between 1980 and 2000 and are projected to continue this upward trend. The rate of increase from 1980 to 1990 was 15 percent, and only 2.7 percent from 1990 to 2000. Average household income also rose \$5,286 between 1990 and 2000 for an increase of 13.3 percent.

Table P37. Per Capita Income: Clayton County and Georgia

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Clayton County	\$16,781	\$19,112	\$19,340	\$19,160	\$19,876	\$21,653	\$23,326	\$24,775	\$25,956	\$26,826
Georgia	\$15,353	\$18,512	\$20,715	\$22,287	\$25,433	\$26,975	\$28,549	\$30,141	\$31,767	\$33,413

NOTE: Figures are in 1996 Dollars.

Source: U.S. Census, 1980, 1990 and 2000; projections by Woods and Poole.

Table P38. Average Household Income: Clayton County and Georgia

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Average Household Income Clayton	NA	NA	\$39,738	\$43,229	\$45,024	\$50,885	\$56,735	\$59,811	\$65,641	\$83,575
Average Household Income Georgia	NA	NA	\$33,259	\$35,692	\$42,158	\$44,169	\$52,533	\$54,203	\$63,964	\$59,049

NOTE: Figures are in current Dollars.

Source: U.S. Census, 1980, 1990 and 2000; projections by Woods and Poole.

Table P39. Household Income Distribution: Clayton County

Category	1980	1990	2000
TOTAL Households	50,448	65,522	82,272
Income less than \$5,000	3,711	2,540	NA
Income \$5,000 - \$9,999	5,551	3,512	5,031
Income \$10,000 - \$14,999	7,322	4,434	3,286
Income \$15,000 - \$19,999	8,350	5,353	4,934
Income \$20,000 - \$29,999	7,938	12,039	12,147
Income \$30,000 - \$34,999	6,435	6,563	6,335
Income \$35,000 - \$39,999	4,585	5,383	5,781
Income \$40,000 - \$49,999	2,460	10,109	10,843
Income \$50,000 - \$59,999	1,358	6,299	9,444
Income \$60,000 - \$74,999	876	5,290	9,934
Income \$75,000 - \$99,999	1,271	2,703	8,566
Income \$100,000 or more	593	1,273	5,971

Source: U.S. Census, 1980, 1990 and 2000.

Table P40. Household Income Distribution: Lovejoy

Category	1980	1990	2000
TOTAL Households	114	184	472
Income less than \$5,000	15	1	NA
Income \$5,000 - \$9,999	13	1	18
Income \$10,000 - \$14,999	7	5	18
Income \$15,000 - \$19,999	12	13	33
Income \$20,000 - \$29,999	11	9	67
Income \$30,000 - \$34,999	18	21	50
Income \$35,000 - \$39,999	22	9	48
Income \$40,000 - \$49,999	14	51	75
Income \$50,000 - \$59,999	1	37	52
Income \$60,000 - \$74,999	1	32	61
Income \$75,000 - \$99,999	0	1	25
Income \$100,000 or more	0	5	25

Source: U.S. Census, 1980, 1990 and 2000.

Lovejoy households incomes have historically been somewhat below those in Clayton County and that pattern continued through the most recent Census. The 2000 Census reported 41.2 percent of Clayton households as earning \$50,000 or more compared to 34.5 percent of Lovejoy households. However, the gap was closed substantially compared to 1980 when the figures were 8.1 percent in Clayton to only 1.8 percent in Lovejoy.

Importantly, the percentage of Lovejoy households earning less than \$30,000 in 1980 was only 50.9 percent, while the figure for County households was 65.2. This continued through 2000, when 30.9 percent of Clayton households fell below the \$30,000 threshold compared to 28.8 percent of Lovejoy households.

Table P41. Household Income Percentage Distribution: Clayton County

Category	1980	1990	2000
TOTAL Households	100.00%	100.00%	100.00%
Income less than \$5,000	7.36%	3.88%	NA
Income \$5,000 - \$9,999	11.00%	5.36%	6.12%
Income \$10,000 - \$14,999	14.51%	6.77%	3.99%
Income \$15,000 - \$19,999	16.55%	8.17%	6.00%
Income \$20,000 - \$29,999	15.74%	18.37%	14.76%
Income \$30,000 - \$34,999	12.76%	10.02%	7.70%
Income \$35,000 - \$39,999	9.09%	8.22%	7.03%
Income \$40,000 - \$49,999	4.88%	15.43%	13.18%
Income \$50,000 - \$59,999	2.69%	9.61%	11.48%
Income \$60,000 - \$74,999	1.74%	8.07%	12.07%
Income \$75,000 - \$99,999	2.52%	4.13%	10.41%
Income \$100,000 or more	1.18%	1.94%	7.26%

Source: U.S. Census, 1980, 1990 and 2000.

Table P42. Household Income Percentage Distribution: Lovejoy

Category	1980	1990	2000
TOTAL Households	100.00%	100.00%	100.00%
Income less than \$5,000	13.16%	0.54%	NA
Income \$5,000 - \$9,999	11.40%	0.54%	3.81%
Income \$10,000 - \$14,999	6.14%	2.72%	3.81%
Income \$15,000 - \$19,999	10.53%	7.07%	6.99%
Income \$20,000 - \$29,999	9.65%	4.89%	14.19%
Income \$30,000 - \$34,999	15.79%	11.41%	10.59%
Income \$35,000 - \$39,999	19.30%	4.89%	10.17%
Income \$40,000 - \$49,999	12.28%	27.72%	15.89%
Income \$50,000 - \$59,999	0.88%	20.11%	11.02%
Income \$60,000 - \$74,999	0.88%	17.39%	12.92%
Income \$75,000 - \$99,999	0.00%	0.54%	5.30%
Income \$100,000 or more	0.00%	2.72%	5.30%

Source: U.S. Census 1980, 1990 and 2000.

POPULATION ASSESSMENT

Lovejoy's 2000 population was recorded as 2,495 persons, up substantially from 351 in 1980. The rate of increase over the two decades was far higher than either Clayton County or Georgia. Even accounting for the influx of 1,154 inmates at the Clayton County Detention Center, the traditional resident population more than doubled between 1990 and 2000. Housing units added since the 2000 Census are believed to have brought an additional 2,183 residents. Lovejoy is poised to become the most populated municipality in Clayton County, driven by planned commuter rail and an openness to medium and high density development.

Projections of the number of households, essential to housing projections, are derived from total population divided by average household size. Lovejoy household size is expected to track Clayton County since as the city grows, it is expected to better reflect the housing characteristics of the larger population of the county. Lovejoy's households is expected to grow from 941 in 2000 to 3,863 in 2010 and 4,226 by 2025. The size of these households is expected to hover around 2.8 persons per household.

Age Distribution

The distribution of population in uniform age ranges such as 0 to 4 year olds, 5 to 13 year olds, etc. over time is an essential predictor of housing market demand as well as public and consumer services. Lovejoy's 2000 population distribution was skewed in 2000 as incarcerated males in the 21 to 24 year, 25 to 34 and 35 to 44 age ranges somewhat artificially inflated these age ranges. This population did not contribute to the number of school age children that males in these ranges typically would, nor did they impact employment or demand for consumer services. As Lovejoy's resident population expands over the next 20 years, the age distribution is expected to become more consistent with Clayton County since the ratio of inmates relative to that population will decline.

Racial Composition

The ratio of Black, White, American Indian Eskimo or Aleut, Asian or Pacific Islander and other races in Lovejoy is expected to mirror ratios in Clayton County. The county experienced a dramatic shift in racial composition over the past 20 years. In 1980, over 90 percent of the population was white, decreasing to less than 40 percent by 2000. This shift was generated by an increase in black population which grew from 7 percent in 1980 to over 50 percent in 2000. Lovejoy's past, including the 2000, population differs from the more urbanized county. In predicting future racial make-up, the rate of change projected for Clayton is a sound reference. However, the base ratios for Lovejoy, that is, having higher White and lower Black percentages, means that anticipated changes in those ratios in Lovejoy will occur over a longer period.

Educational Attainment

Educational statistics for Lovejoy residents do indicate causes for concern, and possible intervention should consider not only school aged children, but working age residents who

may be at a disadvantage compared to their regional counterparts. Lovejoy participation rates in post-secondary education fall below those in the County. The gap for graduate or other professional degrees is similar. The percentage of Lovejoy residents who did not earn a high school diploma was twice that of Clayton County residents.

State and Regional Comparisons

Lovejoy residents compete in a regional job market and the educational level of residents of surrounding counties and other areas of the state impacts the ability of Lovejoy residents to obtain desirable employment. Only three percent of Lovejoy residents earned a four-year Bachelor's degree in 2000, and more significantly, Clayton residents, all residents of every surrounding county and residents of Georgia earned a Bachelor's degree at double digit rates. Approximately one in every four residents of Cobb, DeKalb, Fayette, Fulton and Gwinnett 2000 over the age of 25 held a Bachelor's degree in 2000. Graduate degrees at the Masters level were earned in these four jurisdictions at rates three times those for Clayton, and 10 times those of Lovejoy.

Income

The most telling statistic about Lovejoy households compared to the county is under-representation in both the "less than \$30,000 per year" and the "\$50,000 or more" income ranges. This means that poverty is less of a problem in Lovejoy, but affluence is less prominent as well. This circumstance can diminish the availability of goods and housing in upscale markets as demand is deemed to be absent. This can be addressed somewhat through housing strategies designed to expand middle and upper income households.

ECONOMIC DEVELOPMENT

Introduction

Local economies are comprised of businesses and the people they employ. These economic assets are supported by the public infrastructure and services, including roads, water supply, sanitary sewers and police and fire protection. Local economies are also supported by marketing and public funding programs. Sound economies are built on an appropriate balance of commercial and retail centers, industrial districts and housing developments. This Economic Development Element assesses the vitality of the Lovejoy economy by reviewing economic data and trends. Such assessments can inform the community and elected officials about those segments of the local economy requiring reinvestment or other public intervention.

In addition to highlighting appropriate data comparisons designed to enhance the assessment, the Georgia Department of Community Affairs has established Minimum Standards for Local Government Comprehensive Planning that encompass the following state Economic Development goals:

- An Economy that is growing and balanced
- An Economy consistent with prudent management of state resources
- An Economy that equitably benefits all segments of the population

Lovejoy's development goals expressed in this Economic Development Element must be consistent with these state goals. "Quality Community Objectives" associated with these and other state goals must be considered in developing the goals, objectives, policies and strategies of the Lovejoy Comprehensive Plan, including the following:

Regional Identity Objective: 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.

Growth Preparedness Objective: Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may 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.

Appropriate Businesses Objective: 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.

Educational Opportunities Objective: 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.

Employment Options Objective: A range of job types should be provided in each community to meet the diverse needs of the local workforce.

Lovejoy's Economic Development Element is responsive to these state goals and objectives and is presented below:

Economic Development Element

The Economic Development Element is an inventory and assessment of Lovejoy's economic base, labor force and economic development resources. The purpose of the inventory and assessment is to evaluate the local economy and job market. Economic development and educational and job training programs can be shaped by such information. Information about Lovejoy's economy is presented below:

Economic Base

Economic base data and information has been compiled for each economic sector comprising the Lovejoy community. These sectors are agriculture, forestry and fishing; mining; construction; manufacturing; transportation, communications and utilities; wholesale trade; retail trade; financial, insurance and real estate; services and government. In addition, past, present and projected employment and earnings figures have been reviewed and compared with state figures. Much of the economic data is available only at the county level. These comparisons are valid in many instances. Where such comparisons are not particularly valid due to differences in Lovejoy's economic base relative to Clayton County's, such differences are noted. The data and comparisons are presented below:

Weekly Wages, Earnings and Employment by Sector

These three data sets are interrelated as the earnings of a specified number of employees determines actual spending power in any locale. Weekly wage data represents vital information in characterizing Lovejoy's resident employment. The data is most useful when compared to wage data throughout the state. As seen in Table E1, average weekly wages paid to Clayton residents in 1999 were highest in the Transportation, Communication and Utilities sector at \$943. This can be explained by relatively high wage jobs at Hartsfield-Jackson International Airport. Wholesale Trade ranked next highest in weekly wages at \$736, followed by Manufacturing at \$698 and the Construction sector with workers in the County earning \$658 per week in 1999. The average weekly wage for all industries in Clayton County in 1999 was \$663. Comparisons using Clayton places of work are presented in Table E1 as nearly half of all workers living in Lovejoy worked within Clayton County.

Table E1. Average Weekly Wages: Clayton County

Category	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
All Industries	\$468	\$494	\$522	\$546	\$546	\$549	\$555	\$586	\$611	\$635	\$663
Agriculture, Forestry, Fishing	NA	324	348	309	294	298	308	NA	NA	382	417
Mining	NA	NA	NA	NA	635	NA	NA	NA	NA	NA	NA
Construction	NA	456	471	484	487	509	NA	565	NA	NA	NA
Manufacturing	NA	499	519	548	560	588	616	659	649	676	698
Transportation/Comm/Utilities	NA	841	844	835	860	872	883	908	910	916	943
Wholesale Trade	NA	505	548	589	615	619	631	661	696	743	736
Retail Trade	NA	255	264	276	265	272	283	295	305	329	341
Financial, Insurance, Real Estate	NA	425	459	482	482	491	507	505	546	554	623
Services	NA	375	390	424	406	NA	434	NA	NA	NA	NA
Federal Government	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
State Government	NA	NA	NA	NA	NA	NA	525	NA	577	596	623
Local Government	NA	NA	NA	NA	NA	NA	442	473	507	502	555

Source: Georgia Department of Labor, 1999

This ranking has formed the wage pattern in Clayton since 1989 with the single exception of 1993 when "Mining" garnered the number two position. The TCU, Wholesale, Manufacturing and Construction sectors dominate the weekly wage profile; however, employment in these sectors does not track this pattern. Employment in Clayton is presented in Table E2 and in 2000 was led by the highest wage sector, that is, TCU which encompassed 28.1 percent of total employment. The second position in was held by the Services Sector at 21.7 percent followed by Retail at 18.7 percent and Wholesale Trade a distant 6.2 percent. This is significant as more than 40 percent of County employment is found in sectors in which weekly wages in 1999 held a 7th and 10th position relative to other sectors reported.

Table E2. Percentage of Employment by Sector: Clayton County

Category	1980	1990	2000
Total	100%	100%	100%
Farm	0.18%	0.08%	0.04%
Agricultural Services, Other	0.31%	0.38%	0.38%
Mining	0.13%	0.04%	0.05%
Construction	7.13%	5.27%	4.66%
Manufacturing	8.41%	5.67%	5.53%
Transportation, Comm & Utilities	18.71%	23.34%	28.14%
Wholesale Trade	7.89%	5.91%	6.24%
Retail Trade	21.51%	24.52%	18.74%
FIRE	5.70%	3.88%	3.90%
Services	14.29%	17.21%	21.72%
Federal Civilian Government	2.65%	2.62%	1.48%
Federal Military Government	1.07%	0.79%	0.60%
State & Local Government	12.02%	10.28%	8.52%

Source: U.S. Bureau of the Census, 1980, 1990 & 2000

Balance in sector employment can be as important as wage distribution. Concentration in a small number of economic sectors can spell problems for communities should a downturn in the dominant sector(s) occur. Concentration tends to describe the Clayton County employment base as the TCU sector comprised 28.1 percent of total employment, nearly one of every three jobs in 2000.

Table E3. Average Weekly Wages: Georgia

Category	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
All Industries	\$404	\$424	\$444	\$471	\$480	\$488	\$509	\$531	\$562	\$598	\$629
Agriculture, Forestry, Fishing	267	276	285	297	304	312	322	336	347	373	390
Mining	561	589	605	NA	NA	698	734	741	781	832	866
Construction	NA	434	439	451	461	479	508	534	556	590	623
Manufacturing	NA	450	473	503	511	531	555	588	620	656	684
Transportation, Comm, Utilities	NA	603	635	689	709	720	737	769	805	842	895
Wholesale Trade	NA	603	632	669	695	711	729	762	809	873	932
Retail Trade	NA	236	244	255	260	267	275	286	299	318	335
Financial, Insurance, Real	NA	544	569	627	648	648	693	741	799	872	900
Services	NA	414	439	464	471	475	501	519	551	580	611
Federal Government	NA	543	584	612	651	667	666	701	774	791	808
State Government	NA	451	462	460	471	NA	493	517	533	561	579
Local Government	NA	387	401	401	410	420	440	461	480	506	523

Source: Georgia Department of Labor.

County wages compare favorably with State wages which were recorded as \$629 for all industries in 1999. Positions in the Wholesale Trade sector commanded the highest wages at \$932, followed by Financial, Insurance, Real Estate sector at \$900 and Transportation, Communication and Utilities fell in this same tier at \$895. The next highest wages were in the Mining sector at \$866. This pattern also describes the ranking throughout the 1990's, with Mining coming to dominate Federal Government wages in the latter half of the decade as positions three and four in the ranking traded back and forth between these two sectors. That mirrors the Clayton County pattern with the exception of the FIRE sector in the county which was not as dominant as in Georgia. The Mining sector in the county is difficult to assess as no wage figures were reported. Manufacturing and Construction recorded higher wages in the county than in the state.

As mentioned above, to accurately assess the importance of sector wage rates, it is important to compare employment totals in these sectors. Table E4 indicates that most Georgians worked in the Services and Retail Trade sectors in 2000, 28.6 and 16.8 percent, respectively. Retail wages ranked 12th, dead last, in 1999 and Services wages ranked 8th.

Mining, a sector characterized by very high wages, involved only 0.2 percent of the total workforce in Georgia. This percentage diminishes the significance of these wages as few people were engaged in this sector.

Table E4. Percentage of Employment by Sector: Georgia 1980, 1990 & 2000

Category	1980	1990	2000
Total	100.00%	100.00%	100.00%
Farm	3.51%	2.01%	1.39%
Agricultural Services, Other	0.60%	0.85%	1.13%
Mining	0.32%	0.29%	0.20%
Construction	5.07%	5.75%	6.10%
Manufacturing	19.25%	15.51%	12.63%
Trans, Comm, & Public Utilities	5.55%	5.86%	6.10%
Wholesale Trade	6.34%	6.18%	5.69%
Retail Trade	14.84%	16.44%	16.80%
Finance, Insurance, & Real Estate	7.28%	6.64%	7.12%
Services	18.30%	23.75%	28.63%
Federal Civilian Government	3.08%	2.79%	1.90%
Federal Military Government	3.36%	2.46%	1.93%
State & Local Government	12.51%	11.46%	10.39%

Source: U.S. Bureau of the Census, 1980, 1990 & 2000

Earnings by sector data is presented for Georgia in Table E6. Not surprisingly, earnings in the Services sector accounted for 26.7 percent of total earnings in 2000 as employment in this sector dominated all sectors. Retail Trade earnings actually comprised only 8.9 percent, the 5th position, as sector wages were very low. The Manufacturing sector registered 14.9 percent of total earnings, driven by a combination of relatively high wages and holding the 3rd position in total employment.

Table E5: Percentage of Earnings by Sector: Clayton County

Category	1980	1990	2000
Total	100%	100%	100%
Farm	0.03%	0.01%	0.01%
Agricultural Services, Other	0.15%	0.19%	0.20%
Mining	0.18%	0.05%	0.05%
Construction	7.07%	4.75%	4.46%
Manufacturing	10.10%	6.17%	6.05%
Trans, Comm, & Public Utilities	34.82%	41.63%	42.50%
Wholesale Trade	9.56%	6.36%	7.26%
Retail Trade	13.45%	13.31%	9.76%
FIRE	1.86%	2.43%	2.40%
Services	10.07%	12.09%	17.29%
Federal Civilian Government	2.75%	3.02%	1.79%
Federal Military Government	0.32%	0.30%	0.22%
State & Local Government	9.65%	9.70%	8.02%

SOURCE: U.S. Bureau of the Census, 1980, 1990 and 2000. All values are expressed in current dollars.

Table E6. Georgia: Earnings by Sector (%)

Category	1980	1990	2000
Total	100.00%	100.00%	100.00%
Farm	0.16%	1.36%	0.98%
Agricultural Services, Other	0.37%	0.46%	0.59%
Mining	0.65%	0.36%	0.27%
Construction	5.66%	5.82%	6.00%
Manufacturing	22.54%	17.51%	14.86%
Trans, Comm, & Public Utilities	9.33%	8.75%	9.89%
Wholesale Trade	8.87%	8.86%	8.44%
Retail Trade	10.33%	9.17%	8.99%
Finance, Insurance, & Real Estate	5.44%	6.43%	7.57%
Services	15.63%	21.95%	26.77%
Federal Civilian Government	5.64%	4.66%	3.39%
Federal Military Government	3.72%	2.69%	2.06%
State & Local Government	11.67%	11.97%	10.18%

SOURCE: U.S. Bureau of the Census, 1980, 1990 and 2000. All values are expressed in current dollars.

Clayton earnings and employment ratios are presented in Table E6. As expected, TCU garnered the highest percentage of earnings in the County, 28.1 percent as this sector recorded the highest weekly wages in 1999, \$943, and registered the highest employment of any sector, 42.5 percent. Services employed 21.7 percent of all Clayton employees in 2000, yet accounted for only 17.3 percent of earnings, a reflection of low weekly wages (Year 2000 data is not available; however, this sector held the 7th position in wages in 1995). Retail Trade employed 18.7 percent of employment in Clayton County in 2000, representing only 9.8 percent of earnings since, at best, this sector held an 8th position in weekly wages in 1999 as shown in Table E1. These figures highlight the importance of the Transportation, Utilities and Communication sector in terms of high wages. Retail and Services sector employment combined (40.4 percent) exceeded TCU employment, thereby, having an impact on the greatest number of workers.

Personal Income by Type

Personal Income by Type is only available for Clayton County and Georgia and not at Lovejoy level. The source of personal income is also an important determinant of economic vitality. Census records data in five income categories: (1) wages and salaries; (2) other labor income; (3) proprietor's income; (4) dividends, interest and rent; and (5) transfer payments to persons (such as retirement pensions or social security payments). As seen in Table E7, data for Georgia in 2000 indicate that wages and salaries accounted for 61.2 percent of all personal income. Dividends, interest and rents accounted for 16.8 percent, and transfer payments (retirements, social security benefits, etc.) comprising 11.1 percent.

This compares to a distribution in Clayton County that favored wages and salaries which accounted for a whopping 89.86 percent of personal income in 2000. When coupled with only 3.95 percent of personal income represented by proprietor's income, the income of small business owners, it is evident that entrepreneurial opportunities in Clayton lag behind opportunities, or at least propensity for business ownership, in Georgia. This figure is less than half the 8.7 percent recorded for the state. Income generated by "Other labor" is substantially higher in Clayton relative to the state; however, remaining sources of personal income generally track state ratios.

Table E7. Personal Income by Type: Georgia

Category	1980	1985	1990	1995	2000
Total	\$84,202,100	\$110,382,000	\$134,782,000	\$163,230,000	\$209,309,000
Wages & Salaries	\$53,972,900	\$68,598,800	\$81,355,600	\$96,422,800	\$128,049,000
Other Labor Income	\$7,079,350	\$9,626,200	\$11,702,300	\$14,092,000	\$14,308,000
Proprietors Income	\$5,484,850	\$7,694,690	\$9,584,280	\$12,998,900	\$18,105,400
Dividends, Interest, & Rent	\$10,987,000	\$17,428,300	\$23,366,900	\$26,625,000	\$35,169,000
Transfer Payments to Persons	\$9,867,380	\$11,841,300	\$14,749,800	\$20,606,700	\$23,300,900
Less Social Security Ins. Contribution	\$2,978,190	\$4,527,880	\$5,839,730	\$7,270,250	\$9,397,990
Residence Adjustment	(\$211,163)	(\$279,790)	(\$136,775)	(\$245,276)	(\$224,740)
Category	2005	2010	2015	2020	2025
Wages & Salaries	\$236,962,000	\$266,921,000	\$299,617,000	\$335,164,000	\$373,728,000
Other Labor Income	\$144,760,000	\$162,812,000	\$182,588,000	\$204,172,000	\$227,684,000
Proprietors Income	\$15,909,500	\$17,605,100	\$19,429,500	\$21,384,600	\$23,476,200
Dividends, Interest, & Rent	\$20,196,600	\$22,501,700	\$25,001,500	\$27,696,800	\$30,597,400
Transfer Payments to Persons	\$39,713,000	\$44,582,200	\$49,772,600	\$55,274,600	\$61,073,900
Less Social Security Ins. Contribution	\$26,662,000	\$30,514,500	\$34,921,900	\$39,972,800	\$45,770,200
Residence Adjustment	\$11,070,600	\$12,973,800	\$15,086,600	\$17,406,500	\$19,929,400

Source: SOURCE: U.S. Bureau of the Census, 1980, 1990 and 2000. All values are expressed in current dollars.

Table E8. Personal Income by Type: Clayton County

Category	1980	1985	1990	1995	2000
Total	\$2,538,880,000	\$3,134,820,000	\$3,527,850,000	\$3,956,050,000	\$4,730,900,000
Wages & Salaries	\$1,376,480,000	\$2,163,660,000	\$2,701,270,000	\$3,203,480,000	\$4,251,160,000
Other Labor Income	\$178,557,000	\$290,016,000	\$371,411,000	\$476,625,000	\$483,802,000
Proprietors Income	\$94,331,000	\$136,586,000	\$137,786,000	\$136,147,000	\$186,837,000
Dividends, Interest & Rent	\$218,143,000	\$369,816,000	\$434,355,000	\$449,408,000	\$568,880,000
Transfer Payments	\$180,124,000	\$223,139,000	\$291,149,000	\$456,654,000	\$513,938,000
Less Social Security Ins. Contribution	\$78,747,000	\$143,568,000	\$192,380,000	\$236,276,000	\$303,272,000
Residence Adjustment	\$569,993,000	\$95,173,000	(\$215,742,000)	(\$529,992,000)	(\$970,437,000)
Category	2005	2010	2015	2020	2025
Total	\$5,510,840,000	\$6,326,780,000	\$7,155,100,000	\$7,967,300,000	\$8,741,310,000
Wages & Salaries	\$5,032,010,000	\$5,847,670,000	\$6,666,440,000	\$7,448,560,000	\$8,160,180,000
Other Labor Income	\$565,048,000	\$647,948,000	\$728,856,000	\$803,446,000	\$868,257,000
Proprietors Income	\$218,103,000	\$250,990,000	\$283,323,000	\$313,299,000	\$339,507,000
Dividends, Interest & Rent	\$647,247,000	\$731,166,000	\$820,561,000	\$915,254,000	\$1,014,980,000
Transfer Payments	\$596,259,000	\$690,477,000	\$798,193,000	\$921,583,000	\$1,063,180,000
Less Social Security Ins. Contributions	\$373,769,000	\$452,186,000	\$534,140,000	\$615,463,000	\$692,037,000
Residence Adjustment	(\$1,174,060,000)	(\$1,389,280,000)	(\$1,608,130,000)	(\$1,819,370,000)	(\$2,012,750,000)

SOURCE: U.S. Bureau of the Census, 1980, 1990 and 2000. All values are expressed in current dollars.

Projections by Woods and Poole see this gap between income based on wages and salaries in Clayton and the remainder of the state widening. The percentage of personal income generated by wages and salaries in Clayton is projected to increase through 2025, reaching 93.3 percent. The ratio for Georgia actually declines, dropping marginally from 61.18 percent in 2000 to 60.92 percent in 2025. By then, 40 percent of personal income in Georgia will come from sources other than wages and salaries while in Clayton the figure will be only 10 percent.

Not surprisingly, proprietor's income in Georgia is projected to be more than five percentage points higher than in Clayton County as is dividends, interest and rents.

Table E9. Percentage of Personal Income by Type: Clayton County

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Wages & Salaries	54.22%	69.02%	76.57%	80.98%	89.86%	91.31%	92.43%	93.17%	93.49%	93.35%
Other Labor Income	7.03%	9.25%	10.53%	12.05%	10.23%	10.25%	10.24%	10.19%	10.08%	9.93%
Proprietors Income	3.72%	4.36%	3.91%	3.44%	3.95%	3.96%	3.97%	3.96%	3.93%	3.88%
Dividends, Interest & Rent	8.59%	11.80%	12.31%	11.36%	12.02%	11.74%	11.56%	11.47%	11.49%	11.61%
Transfer Payments	7.09%	7.12%	8.25%	11.54%	10.86%	10.82%	10.91%	11.16%	11.57%	12.16%
Less Social Security Ins. Contributions	3.10%	4.58%	5.45%	5.97%	6.41%	6.78%	7.15%	7.47%	7.72%	7.92%
Residence Adjustment	22.45%	3.04%	-6.12%	-13.40%	-20.51%	-21.30%	21.96%	-22.48%	-22.84%	-23.03%

Source: Woods and Poole. All values are expressed in current dollars.

Table E10. Percentage of Personal Income by Type: Georgia

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Wages & Salaries	64.10%	62.15%	60.36%	59.07%	61.18%	61.09%	61.00%	60.94%	60.92%	60.92%
Other Labor Income	8.41%	8.72%	8.68%	8.63%	6.84%	6.71%	6.60%	6.48%	6.38%	6.28%
Proprietors Income	6.51%	6.97%	7.11%	7.96%	8.65%	8.52%	8.43%	8.34%	8.26%	8.19%
Dividends, Interest & Rent	13.05%	15.79%	17.34%	16.31%	16.80%	16.76%	16.70%	16.61%	16.49%	16.34%
Transfer Payments to Persons	11.72%	10.73%	10.94%	12.62%	11.13%	11.25%	11.43%	11.66%	11.93%	12.25%
Less: Social Ins. Contributions	3.54%	4.10%	4.33%	4.45%	4.49%	4.67%	4.86%	5.04%	5.19%	5.33%
Residence Adjustment	-0.25%	-0.25%	-0.10%	-0.15%	-0.11%	0.33%	0.70%	1.00%	1.21%	1.35%

Source: Woods and Poole; all values are in current dollars.

The "Residence Adjustment" factor, a measure of how much revenue is channeled into a geographic area, is slightly negative for Georgia in 2000, and projected to rise through the year 2025 to 1.35 percent. This is as expected since most Georgians would work in

Georgia. Greater variation can be expected when county data are considered as the labor force, particularly the mobile labor force of the Atlanta Region, can easily reside in one county and work in another. Counties with strong employment bases may actually have a negative residence adjustment factor. A negative residence adjustment value indicates a net flow of income out of the County as residents from surrounding counties commute to job sites in Clayton County, taking cash incomes back to their county of residence.

Projections through the year 2025 indicate that Clayton County's negative residence adjustment value will continue to hover around negative 20, at an actual rate of -23.03. This suggests a revenue drain, but also indicates that Clayton County will continue as a strong workplace destination. The state maintains a positive residence adjustment value, increasing toward the end of the planning period.

Employment by Location

According to the U.S. Census, 664 Lovejoy residents were employed in 2000. Of this total, 282 worked in Clayton County and 380 worked outside of the County; two worked out of state. Of the 282 residents that worked in the County, 31 or 10.9 percent actually worked in Lovejoy. The top five employers in Clayton County are Air Tran Airways, Inc; Delta Air Lines, Inc.; Delta Technology, Inc.; J. C. Penney Company and Southern Regional Medical Center. Only 38 percent of Clayton residents work within the county.

Table E11. Place of Work: Georgia, Clayton County and Lovejoy 2000

Category	Georgia	Clayton	Lovejoy
Total:	3,832,803	112,580	664
Worked in state of residence	3,737,030	111,651	662
Worked in county of residence	2,240,758	42,924	282
Worked outside county of residence	1,496,272	68,727	380
Worked outside state of residence	95,773	929	2

Source: U.S. Bureau of the Census, 2000.

Table E12 indicates that a significant number of Lovejoy residents cannot find local employment. More importantly, a majority of Lovejoy residents travel outside Clayton County for employment. The steep residence adjustment factor for Clayton County also indicates that revenues being removed from the County exceed those being returned by Clayton employees. This suggests that the jobs held by non-residents are higher paying in comparison to those held by Clayton residents working outside the County.

Table E12. Place of Work: Lovejoy 2000

	Lovejoy
Total	664
Worked in place of residence	31
Worked outside place of residence	633
Not living in a place	0

Source: U.S. Bureau of the Census, 2000.

Major Community-Level Economic Activities

Lovejoy may be characterized as a small bedroom community with limited local employment options. This is substantiated by the 2000 Census which reported that only 31 Lovejoy residents actually worked within the city limits. A small number of retail shops and commercial and industrial services establishments are found along the Norfolk Southern Railroad line, roughly bisecting the city. Major local employers include the Clayton County Justice Complex, which houses the Sheriff's Department, Courthouses and Jail facilities, the Lovejoy Detention Center and to a lesser extent, the Clayton County Landfill. These County facilities have a major visual impact on Lovejoy and consume a substantial portion of the land area of the city.

A transportation asset is U.S. Highway 41 and State Route 19 which is a four-lane traveling through the western part of Lovejoy, between Griffin and Atlanta. This transportation artery, and growing markets in Clayton and Henry counties, place Lovejoy in an attractive position. Considered together with the planned commuter rail station on 19/41, substantial retail development is projected at a growing commercial node.

Conclusions about the future Lovejoy economy based on the Clayton economy are not well founded. While the County economic base is somewhat diversified in retail; services; manufacturing; transportation, communications and utilities; and warehouse and distribution, Lovejoy's future economy is expected to consist of retail and service activities. Manufacturing, TCU and warehousing are not expected to play a major role. Accordingly, projections for future land use are tied to retailer square footage and employee ratios. Employment projections in the diverse Clayton economy are not deemed to be particularly relevant to Lovejoy.

Major Residential Development

Major residential development in Lovejoy since the 2000 Census includes 216 single family detached units, 258 single family attached (townhouse) units and 250 multifamily dwelling units. This construction has diversified the housing stock in Lovejoy.

Unique Economic Activities

Among Lovejoy's unique economic activities are the Clayton County Justice Complex and the Clayton County Landfill. Agricultural operations are found nearby, in Henry County. No other unique economic activities are present.

Labor Force

Labor force statistics represent employment of Lovejoy residents, not necessarily employment in Lovejoy as residents may or may not be employed locally. In fact, Census indicates that of the total number of jobs held by Lovejoy residents, a mere 31, or 5 percent actually work in Lovejoy. This data also indicates that the majority of Lovejoy residents, 57.2 percent, do not work in Clayton County. Employment of residents can be important data as the characteristics of the labor force is useful to employers and to such public programs as adult education, workforce training and job placement.

Lovejoy Resident Occupations

Employment by occupation is also an important indicator of the economic health and stability of the community based on the range and wage characteristics of jobs held by local residents. Such data is reported for Lovejoy for 1990 and 2000. Substantial increases in employment were expected given the jump in population between these years. However, nearly half of the population surge in Lovejoy between 1990 and 2000 was accounted for by an influx of inmates at the Clayton Detention Center. New residents bring varying skill sets and this is reflected in the change in distribution of occupations. For example, the largest number of positions held by Lovejoy residents in 1990 was in "clerical and administrative support," some 30 percent of all employment was in this occupational category. "Clerical and administrative support" remained the number one occupation in 2000; however, the percentage of all employees dropped to 18.7 percent. Offsetting gains were seen in "machine operators, assemblers and inspectors" occupations which represented 6.4 percent of the total in 1990, expanding to 16.4 percent by 2000. Participation in "transportation and material moving" occupations expanded significantly from 9.7 percent in 1990 to 14.7 percent in 2000. "Sales" occupations rose marginally from 10.1 percent in 1990 to 11.8 percent. The respective ranking of employment by occupation changed somewhat dramatically through the decade of the 90's, suggesting that new residents were engaged in occupations different from longer term residents. By far, the most significant change in the Lovejoy labor force was in "machine operators, assemblers and inspectors" which increased by more than 600 percent. The number of employees in "transportation and material moving" quadrupled as did employees in "service occupations." The number of employees in "professional and technical specialty occupations" tripled in the 90's along with "sales." "Clerical and administrative support" employment gained only 160 percent, but remained the largest employment occupation. Finally, participation in "precision production, crafts and repair" rose only slightly.

A measure of diversity in occupations is indicated in the percentage of total employment represented by the top four occupations. This figure for Lovejoy in 2000 was 62.3 percent. This indicates only a slightly higher concentration than county, state and national ratios.

Table E13. Employment by Occupation

Category	Lovejoy 1990	Lovejoy 2000	Clayton 1990	Clayton 2000	GA 1990	GA 2000	US 1990	US 2000
TOTAL All Occupations	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Executive, Administrative and Managerial (not Farm)	6.82%	10.89%	11.02%	10.66%	12.26%	14.03%	12.32%	13.45%
Professional and Technical Specialty	6.82%	7.84%	8.74%	13.40%	12.39%	18.68%	14.11%	20.20%
Technicians & Related Support	2.27%	NA	3.51%	NA	3.58%	NA	3.68%	NA
Sales	10.23%	11.76%	10.82%	9.05%	12.28%	11.64%	11.79%	11.25%
Clerical and Administrative Support	17.05%	18.72%	23.35%	21.58%	16.00%	15.14%	16.26%	15.44%
Private Household Services	0.00%	NA	0.15%	NA	0.51%	NA	0.45%	NA
Protective Services	3.41%	NA	2.31%	NA	1.70%	NA	1.72%	NA
Service Occupations (not Protective & Household)	2.27%	12.48%	9.67%	11.70%	9.77%	11.57%	11.04%	12.01%
Farming, Fishing and Forestry	0.00%	0.44%	0.72%	0.12%	2.20%	0.64%	2.46%	0.73%
Precision Production, Craft and Repair	31.82%	8.85%	13.76%	7.16%	11.86%	9.02%	11.33%	8.49%
Machine Operators, Assemblers & Inspectors	6.82%	16.40%	5.14%	11.74%	8.50%	10.83%	6.83%	9.45%
Transportation & Material Moving	5.68%	14.66%	6.09%	10.87%	4.60%	6.63%	4.08%	6.14%
Handlers, Equipment Cleaners, Helpers & Laborers	6.82%	NA	4.74%	NA	4.34%	NA	3.94%	NA

Source: U.S. Bureau of Census 1990 and 2000.

Clayton Resident Occupations

As seen in Table E13, "clerical and administrative support" comprised 23.4 percent of the jobs, nearly one in four positions, held by Clayton County residents in 1990. This ratio fell to 21.6 percent in 2000, but as seen in Lovejoy, this occupational category remained atop as the largest employment category. "Professional and technical specialty occupations;" "machine operators, assemblers and inspectors;" "service occupations" and "executive, administrative and managerial" occupations comprised the next four categories in rank order in terms of number of residents employed in such occupations. Employment in these five categories garnered similar ratios in 1990 and 2000, with the exception of "professional and technical specialty occupations" which rose nearly 5 percent and "precision production, crafts and repair" which was cut in half. Clerical and administrative support positions continued to dominate employment for Clayton residents in 2000; however, the ordering of the dominant occupations changed dramatically. Professional and technical specialty occupations replaced "precision production, crafts and repair" in the number two spot and "machine operators, assemblers and inspectors" moved up to number three. Neither of these occupations were in the top five just a decade earlier. A substantial decline in the number of residents engaged in "precision production, crafts and repair," a loss of over 5,000 jobs, was offset by large increases in "professional and technical specialty occupations," 6,858 positions, and in "machine operators, assemblers and inspectors" where 8,497 positions were added or a 172 percent expansion. The top four occupations in Clayton in 2000 comprised 58.4 percent of all occupations.

Georgia Resident Occupations

Table E13 indicates that "professional and technical specialty," occupations led all other employment at 18.68 percent. "Clerical and administrative support" comprised 15.14 percent of all jobs, and 11.64 percent of state workers were employed in "sales" occupations. The distribution of occupations in Georgia was broader with less concentrations in a few occupations. This structure is more desirable as downturns in one or two occupational categories in Clayton would impact a higher percentage of the working population compared to Georgians. The top four occupations in Georgia in 2000 comprised 59.4 percent of all occupations.

U.S. Resident Occupations

"Professional and technical specialty" occupations not only represented the largest category in the nation, this group also rose the largest number of percentage points from 1990 to 2000, gaining over 6 percent. Clerical and administrative support" occupations represented 15.44 percent of the total in 2000, while non-farm "executive, administrative and managerial" occupations accounted for 13.45 percent of employment. The top four occupations comprised 61.1 percent of all occupations at the national level.

Table E14. Employment Data By Sex 2000

	US	Georgia	Clayton	Lovejoy
Total	217,168,077	6,250,687	172,507	2,120
Male:	104,982,282	3,032,442	82,107	1,619
In labor force	74,273,203	2,217,015	62,122	420
In Armed Forces	987,898	57,840	939	0
Civilian:	73,285,305	2,159,175	61,183	420
Employed	69,091,443	2,051,523	57,897	386
Unemployed	4,193,862	107,652	3,286	34
Not in labor force	30,709,079	815,427	19,985	1,199
Female:	112,185,795	3,218,245	90,400	501
In labor force	64,547,732	1,912,651	60,274	328
In Armed Forces	164,239	9,018	311	0
Civilian:	64,383,493	1,903,633	59,963	328
Employed	60,630,069	1,788,233	56,571	303
Unemployed	3,753,424	115,400	3,392	25
Not in labor force	47,638,063	1,305,594	30,126	173

Source: U.S. Bureau of the Census 2000.

Employment of Lovejoy residents expanded some 132 percent between 1990 and 2000; 426 additional residents were employed in 2000 compared to 1990. All employment for Lovejoy residents was in the civilian labor force in both 1990 and 2000; no armed forces employment was reported in either year. Most of the labor force was comprised of males with females making up 44 percent of the work force reported for Lovejoy residents.

Table E15. Employment Data By Sex 2000

	US	Georgia	Clayton	Lovejoy
Total	100%	100%	100%	100%
Male:	48%	49%	48%	76%
In labor force:	34%	35%	36%	20%
In Armed Forces	0%	1%	1%	0%
Civilian:	34%	35%	35%	20%
Employed	32%	33%	34%	18%
Unemployed	2%	2%	2%	2%
Not in labor force	14%	13%	12%	57%
Female:	52%	51%	52%	24%
In labor force	30%	31%	35%	15%
In Armed Forces	0%	0%	0%	0%
Civilian:	30%	30%	35%	15%
Employed	28%	29%	33%	14%
Unemployed	2%	2%	2%	1%
Not in labor force	22%	21%	17%	8%

Source: U.S. Bureau of the Census 2000

Table E16. Labor Force Participation 1990 & 2000

Category	US 1990	US	GA	GA	LJ 1990	LJ 2000	Clayton	Clayton
Male and Female	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
In Labor Force	65.28%	63.92%	67.89%	66.07%	13%	35%	76%	71%
Civilian Labor Force	64.39%	63.39%	66.41%	65.00%	13%	35%	75%	70%
Civilian Employed	60.34%	59.73%	62.60%	61.43%	12%	33%	71%	66%
Civilian Unemployed	4.05%	3.66%	3.80%	3.57%	1%	3%	4%	4%
In Armed Forces	0.89%	0.53%	1.48%	1.07%	0%	0%	1%	1%
Not in Labor Force	34.72%	36.08%	32.11%	33.93%	87%	65%	24%	29%

Source: U.S. Bureau of Census 1990 & 2000

The presence of inmates in Lovejoy influences employment statistics greater than any other demographic indicator. The 1,154 men incarcerated are all in the employable age ranges. These individuals comprise more than half (54.4%) of the total working age population in Lovejoy of 2,120 persons. In 2000, the percentage of the working population which were not in the labor force, absent the inmates, would fall to 22 percent, significantly below all other jurisdictions.

This skewing of the statistics also explains the low percentage of participation by women in the labor force. When the inmate population is removed, the percentage of females in the labor force rises from 24 percent to 51.8 percent, very comparable to Clayton, Georgia and U.S. levels. Similarly, the relatively high rate of males in the working age group of 76 percent falls to 48.1 percent when the inmate population is removed. Figures for both males and females are very comparable to the figures of the other geographic areas.

Labor force participation by sex in Georgia tracks national figures more closely than either Lovejoy or Clayton County. The circumstances in Lovejoy have been described above. Clayton representation in the labor force is higher than that for Georgia and the nation. Approximately two-thirds of all individuals in an employable age range were active in the labor force in 1990 and 2000 in Georgia and the U.S.

Unemployment Rate

Unemployment rates by county have tended to demonstrate the strength of Atlanta's northern counties over the past decade and beyond. With the exception of DeKalb in certain years, Clayton and Spalding, both southside counties, have recorded higher unemployment rates. Clayton and Spalding unemployment spiked in 2002 and again in 2003. However, so did Fulton and DeKalb. In 2003, Clayton and Spalding were the only counties with an unemployment rate above 5 percent.

Table E17. Unemployment Rates

County	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
Clayton	5.4	5.7	7.3	6.2	5.6	5.1	4.5	4.1	3.7	3.5	3.4	3.8	6.3	5.3
Cobb	4.1	4.1	5.7	4.6	4.2	3.6	3.0	3.0	2.7	2.6	2.5	3.0	4.7	3.6
Dekalb	5.0	4.6	6.6	5.7	5.4	4.9	4.4	4.5	4.1	3.9	3.5	4.2	6.2	4.6
Fayette	3.3	3.7	4.2	3.3	2.9	2.6	2.3	2.3	2.3	1.8	2.0	2.1	3.0	2.6
Fulton	5.7	5.3	7.4	6.4	5.8	5.4	5.0	4.6	4.1	3.9	3.6	4.3	6.4	4.8
Gwinnett	4.2	3.8	5.3	4.2	3.7	3.2	2.8	2.6	2.5	2.4	2.2	2.9	4.6	3.4
Henry	4.6	4.6	5.4	4.1	3.7	3.4	2.8	2.5	2.3	2.0	2.0	2.4	4.1	3.7
Rockdale	4.4	4.1	5.5	4.4	3.8	3.4	3.1	3.2	2.9	2.5	2.7	2.9	4.6	3.8
Spalding	5.8	6.1	7.1	6.1	5.1	4.7	5.1	5.1	4.5	4.2	5.2	5.1	6.0	5.6

Source: Department of Labor 2003

Lovejoy Commuting Patterns

Commuting patterns are an indication of how many residents must travel beyond their own town and, perhaps, outside the county for employment. This data characterizes the "jobs housing balance" that regional planners seek, particularly given the Atlanta Region's traffic congestion and associated costs. Commuting pattern data also concerns the method or mode of travel. The various categories of travel to work are presented in Table E18. Each pattern characteristic described below:

Travel Mode

Lovejoy residents do not have convenient access to public transportation, and this is reflected in the 98 percent of commuters who drove to work in a private vehicle in 2000. Of these, 86 percent drove alone and the remainder car pooled. Clayton travel modes were similar to those in Georgia where 95 percent of commuters drove to work in a private vehicle and 92 percent in Georgia. These percentages are still dominant and roughly equivalent across the three geographic areas evaluated. Car pooling in Clayton was higher than in Lovejoy and higher still in Georgia. A small percentage of Georgians use public transportation; however, at 2 percent, the rate was double that of Clayton. No Lovejoy residents reported using public transportation for their commute in 2000. Of some interest is the fact that more people in Georgia worked at home than in either Clayton or Lovejoy.

Table E18. Means of Transportation to Work for Workers 16 Years and over

	Georgia	%	Clayton	%	Lovejoy	%
Total:	3,832,803	100%	112,580	100%	664	100%
Car, truck, or van:	3,525,972	92%	106,472	95%	653	98%
Drove alone	2,968,910	77%	85,944	76%	572	86%
Carpooled	557,062	15%	20,528	18%	81	12%
Public transportation	90,030	2%	1,683	1%	0	0%
Motorcycle	3,055	0%	148	0%	0	0%
Bicycle	5,588	0%	118	0%	0	0%
Walked	65,776	2%	1,586	1%	0	0%
Other means	33,396	1%	858	1%	7	1%
Worked at home	108,986	3%	1,715	2%	4	1%

Source: U.S. Bureau of Census 2000.

Commuter Destinations

Employment location relative to residence is discussed earlier in relation to the residence adjustment factor and impact on local economies. This indicator of employment is described here in relation to the need for Lovejoy residence to travel to employment destinations.

Of a total employment of 69,042 employees in the county in 1990, 54 percent, 51,467 commuted outside the county for employment. This figure increased at the 2000 Census which reported 68,727 residents, 62 percent, leaving Clayton County for jobs elsewhere in the region. This is a significant increase in commuting population.

Table E19. Place of Work: Georgia, Clayton County and Lovejoy 1990

Category	Georgia	Clayton	Lovejoy
Worked in county of residence	1,935,479	43,879	39
Worked outside county of residence	1,094,510	51,467	47
Worked outside State of residence	76,404	696	2

Source: U.S. Bureau of the Census, 1990.

Table E20. Place of Work: Georgia, Clayton County and Lovejoy 2000

Category	Georgia	Clayton	Lovejoy
Total:	3,832,803	112,580	664
Worked in state of residence	3,737,030	111,651	662
Worked in county of residence	2,240,758	42,924	282
Worked outside county of residence	1,496,272	68,727	380
Worked outside state of residence	95,773	929	2

Source: U.S. Bureau of the Census, 2000.

Future Employment by Sector

The Department provides employment projections for Clayton County and Georgia through the year 2025. The Transportation, Communications and Utilities is projected to continue its dominance in Clayton. The percentage of total employment is expected to expand to, driven by growth in passenger and air cargo traffic at Hartsfield-Jackson International Airport, reaching 34.3 percent by 2025. Services employment in the County remains flat over the 20 year period, and Retail Trade is projected to dip marginally to 16.4 percent. Manufacturing employment also declines slightly, also reflecting a six point plus gain in TCU jobs. The number of employees projected for each sector of the economy are presented in Table E21, the percentage of the total is indicated in Table E22.

Growth in Services is the most significant trend in Georgia, projected to increase from 28.6 percent of all employment in 2000 to 33.4 by 2025. Also significant is a drop in Manufacturing, a decline of nearly three percent. Farm employment is projected to fall by nearly one-half, representing less than one percent of total employment by 2025. Government employment is expected to decline at all levels relative to other sectors.

Table E21. Employment by Sector: Clayton County

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	60,124	84,342	103,558	122,374	141,987	157,175	172,092	186,053	198,429	208,839
Farm	108	100	83	66	60	59	58	56	55	54
Agricultural Services, Other	189	330	398	585	544	588	639	690	737	779
Mining	79	95	42	71	66	68	70	72	74	76
Construction	4,284	5,997	5,462	6,705	6,610	6,728	6,872	7,038	7,238	7,481
Manufacturing	5,055	6,109	5,868	6,416	7,854	8,115	8,375	8,619	8,843	9,046
Transportation, Comm & Utilities	11,250	17,852	24,173	29,562	39,957	48,239	56,126	63,036	68,353	71,629
Wholesale Trade	4,745	5,789	6,117	7,571	8,866	9,748	10,459	11,095	11,713	12,347
Retail Trade	12,933	19,715	25,396	25,224	26,604	28,682	30,591	32,198	33,418	34,223
Finance, Insurance, & Real Estate	3,428	3,505	4,015	4,818	5,538	5,795	6,057	6,324	6,601	6,892
Services	8,592	12,448	17,825	27,930	30,834	33,396	36,356	39,674	43,380	47,536
Federal Civilian Government	1,595	3,183	2,713	2,065	2,101	2,086	2,043	1,977	1,888	1,779
Federal Military Government	642	841	819	829	849	862	873	880	884	886
State & Local Government	7,224	8,378	10,647	10,532	12,104	12,809	13,573	14,394	15,245	16,111

Source: Woods and Poole

Table E22. Clayton County: Employment by Sector (%)

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Farm	0.18%	0.12%	0.08%	0.05%	0.04%	0.04%	0.03%	0.03%	0.03%	0.03%
Agricultural Services, Other	0.31%	0.39%	0.38%	0.48%	0.38%	0.37%	0.37%	0.37%	0.37%	0.37%
Mining	0.13%	0.11%	0.04%	0.06%	0.05%	0.04%	0.04%	0.04%	0.04%	0.04%
Construction	7.13%	7.11%	5.27%	5.48%	4.66%	4.28%	3.99%	3.78%	3.65%	3.58%
Manufacturing	8.41%	7.24%	5.67%	5.24%	5.53%	5.16%	4.87%	4.63%	4.46%	4.33%
Transportation, Comm & Utilities	18.71%	21.17%	23.34%	24.16%	28.14%	30.69%	32.61%	33.88%	34.45%	34.30%
Wholesale Trade	7.89%	6.86%	5.91%	6.19%	6.24%	6.20%	6.08%	5.96%	5.90%	5.91%
Retail Trade	21.51%	23.38%	24.52%	20.61%	18.74%	18.25%	17.78%	17.31%	16.84%	16.39%
FIRE	5.70%	4.16%	3.88%	3.94%	3.90%	3.69%	3.52%	3.40%	3.33%	3.30%
Services	14.29%	14.76%	17.21%	22.82%	21.72%	21.25%	21.13%	21.32%	21.86%	22.76%
Federal Civilian Government	2.65%	3.77%	2.62%	1.69%	1.48%	1.33%	1.19%	1.06%	0.95%	0.85%
Federal Military Government	1.07%	1.00%	0.79%	0.68%	0.60%	0.55%	0.51%	0.47%	0.45%	0.42%
State & Local Government	12.02%	9.93%	10.28%	8.61%	8.52%	8.15%	7.89%	7.74%	7.68%	7.71%

Source: Woods and Poole

Employment patterns in Clayton County are not a sound indicator of employment in Lovejoy . For example, no TCU sector jobs are found in Lovejoy. In addition, none of the County's five major employers are located in Lovejoy Manufacturing jobs are found in Lovejoy. However, the major expansion in employment in Lovejoy is expected to be in Retail Trade and Services. Employment projections are based on commercial development expected to occur on Highway 19/41 and are presented in Table E23.

Table E23. Employment by Sector: Georgia

Category	1980	1985	1990	1995	2000
Total	2,747,310	3,224,300	3,690,610	4,229,290	4,859,970
Farm	96,559	82,370	74,286	68,780	67,356
Agricultural Services, Other	16,432	24,574	31,487	44,659	54,829
Mining	8,808	10,241	10,590	9,408	9,522
Construction	139,233	196,913	212,342	236,159	296,572
Manufacturing	528,812	565,278	572,477	603,394	613,992
Trans, Comm, & Public Utilities	152,583	177,746	216,343	241,886	296,267
Wholesale Trade	174,084	214,310	228,213	242,508	276,326
Retail Trade	407,627	520,232	606,608	724,946	816,701
Finance, Insurance, & Real Estate	199,887	225,090	244,947	269,183	345,923
Services	502,841	664,476	876,597	1,125,360	1,391,460
Federal Civilian Government	84,599	92,561	102,981	98,336	92,262
Federal Military Government	92,295	98,319	90,745	94,733	93,789
Category	2005	2010	2015	2020	2025
Total	5,235,630	5,623,650	6,029,160	6,451,320	6,890,350
Farm	64,877	62,438	60,240	58,297	56,584
Agricultural Services, Other	60,079	65,359	70,538	75,465	80,033
Mining	9,645	9,813	10,047	10,324	10,653
Construction	316,876	333,895	349,870	365,279	380,526
Manufacturing	632,106	649,864	665,184	677,683	687,263
Trans, Comm, & Public Utilities	322,804	347,846	371,521	392,902	411,295
Wholesale Trade	300,312	322,310	344,504	367,022	389,992
Retail Trade	893,996	973,979	1,055,500	1,138,660	1,223,640
Finance, Insurance, & Real Estate	369,137	392,407	416,440	440,943	465,714
Services	1,532,290	1,692,630	1,873,380	2,074,950	2,298,230
Federal Civilian Government	91,889	91,883	92,089	92,439	92,936
State & Local Government	343,553	352,189	422,991	469,941	2005

Source: U.S. Bureau of the Census, 1980, 1990 and 2000.

Table E24. Employment by Sector: Georgia (%)

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Farm	3.51%	2.55%	2.01%	1.63%	1.39%	1.24%	1.11%	1.00%	0.90%	0.82%
Agricultural Services, Other	0.60%	0.76%	0.85%	1.06%	1.13%	1.15%	1.16%	1.17%	1.17%	1.16%
Mining	0.32%	0.32%	0.29%	0.22%	0.20%	0.18%	0.17%	0.17%	0.16%	0.15%
Construction	5.07%	6.11%	5.75%	5.58%	6.10%	6.05%	5.94%	5.80%	5.66%	5.52%
Manufacturing	19.25%	17.53%	15.51%	14.27%	12.63%	12.07%	11.56%	11.03%	10.50%	9.97%
Trans, Comm, & Public Utilities	5.55%	5.51%	5.86%	5.72%	6.10%	6.17%	6.19%	6.16%	6.09%	5.97%
Wholesale Trade	6.34%	6.65%	6.18%	5.73%	5.69%	5.74%	5.73%	5.71%	5.69%	5.66%
Retail Trade	14.84%	16.13%	16.44%	17.14%	16.80%	17.08%	17.32%	17.51%	17.65%	17.76%
Finance, Insurance, & Real Estate	7.28%	6.98%	6.64%	6.36%	7.12%	7.05%	6.98%	6.91%	6.83%	6.76%
Services	18.30%	20.61%	23.75%	26.61%	28.63%	29.27%	30.10%	31.07%	32.16%	33.35%
Federal Civilian Government	3.08%	2.87%	2.79%	2.33%	1.90%	1.76%	1.63%	1.53%	1.43%	1.35%
Federal Military Government	3.36%	3.05%	2.46%	2.24%	1.93%	1.82%	1.71%	1.61%	1.51%	1.42%
State & Local Government	12.51%	10.92%	11.46%	11.11%	10.39%	10.44%	10.40%	10.33%	10.22%	10.10%

Source: U.S. Bureau of the Census, 1980, 1990 and 2000.

Local Economic Development Resources

The Georgia Department of Community Affairs requires that local economic development resources be identified and assessed as to their effectiveness and adequacy. Such resources include economic development agencies such as chambers of commerce, economic development authorities, development arms of electrical utilities and small business assistance programs. Those impacting Lovejoy are described below:

Economic Development Agencies

The Clayton County Chamber of Commerce is the primary economic development agency in Clayton County. Its role is to provide suitable environments for new businesses wishing to relocate in the county. The Chamber facilitates provision of property tax incentives, venture capital programs, and tax abatement through such mechanisms as enterprise zones.

The Development Authority of Clayton County has the ability to issue tax exempt or taxable bonds to business wishing to relocate to Clayton County. The Authority also has the power to acquire and sell property, construct buildings and to perform some of the same duties as the Chamber of Commerce.

Clayton College and State University, the largest continuing education program in Georgia, is recognized as the business development center of the county. The College provides several developmental opportunities that assist businesses in expansion purposes as well as job training.

Clayton County Development Authority is empowered to carry out the duties of the development authority. The redevelopment authority has been authorized by the Georgia Redevelopment Powers Act of 1985, to create special districts on approved urban redevelopment issues.

Economic Development Programs

According to the Clayton County Comprehensive Plan, the county has a large number of programs to foster economic development. The programs the county has in place include industrial recruitment opportunities, business incubators, special tax districts and industrial parks. These programs are not being utilized by Lovejoy as much of the development expected to occur will be market driven.

Education and Training Opportunities

A number of programs are available, primarily through Clayton County. These are described below:

Adult Education

The adult education programs in Clayton County provide instruction in basic education, GED (General Education Diploma) preparation and English as a Second Language. Day and evening classes are offered at no cost on a space available basis. GED testing is scheduled each month. Class schedules, GED testing dates and registration information are available from the Clayton County Adult Education Office.

English as a Second Language ESL for adults is offered at a variety of locations through day and evening classes. Instruction is designed for four levels of proficiency. Schedules are available upon request from the Department of Education.

Technology/ Career Education

Technology/Career Education is an essential component of the educational program available to youth enrolled in Clayton County Public Schools (CCPS). By integrating problem solving, hands-on activities, and contextual learning, the Technology/Career Education curriculum provides opportunities for career exploration, guided practice and application of academic and technical skills. Students who graduate from high school after successfully completing a Technology/Career Education program of study are prepared for immediate employment, future education and life-long learning.

The Georgia Department of Education has adopted the term Technology/Career Education as a title to more accurately represent the area of study commonly known as Vocational Education. The term Technology/Career Education as used by CCPS is synonymous with other terms such as vocational education, technical education, career education, etc.

Technology/Career

Education

Work-Based Learning

Clayton County offers Technological and Career education titled work-based learning. This program is offered to high school students as an opportunity for integration of academic and occupational curriculum to connect school to work. Students are given every opportunity to receive academic and occupational preparation that equips them with the necessary skills for obtaining employment and/or entering post secondary education.

Technology/ Career Education

Youth Apprenticeship Programs

Youth Apprenticeships are unique opportunities for Clayton juniors and seniors to begin preparing for a career path while in high school. The apprenticeships combine school-based learning, occupational activities, and work-based learning with an employer. Students work one to three periods per day depending on their schedule. Apprenticeships include business, health services, teacher/child care, automotive and construction.

ECONOMIC DEVELOPMENT ASSESSMENT

Weekly Wages, Earnings and Employment

average weekly wages paid to Clayton residents in 1999 were highest in the Transportation, Communication and Utilities sector at \$943. This can be explained by relatively high wage jobs at Hartsfield-Jackson International Airport. Wholesale Trade ranked next highest in weekly wages at \$736, followed by Manufacturing at \$698 and the Construction sector with workers in the County earning \$658 per week in 1999.

The Clayton County employment base, and by reference the Lovejoy employment base as nearly half of all Lovejoy residents who work are employed in the county, is oriented toward the Transportation, Communication and Utilities sector. This a high wage sector, and in fact, was more than \$200 higher than the next largest employment sector in Clayton.

Fortunately for Lovejoy, TCU was also the largest employment sector, representing 28.1 percent of total employment. The second position in was held by the Services Sector at 21.7 percent followed by Retail at 18.7 percent and Wholesale Trade a distant 6.2 percent. This is significant as more than 40 percent of County employment is found in sectors in which weekly wages in 1999 held a 7th and 10th position relative to other sectors reported. The concentration of employment in TCU, nearly one job in three, could be a problem during downturns in that sector.

Concentration also characterizes the state labor force where 28.6 percent of Georgia employees work in services. Clayton and Lovejoy workers should be in a better position as wages in TCU far exceed those in services.

Personal Income by Type

Personal income in Clayton relies heavily on wage and other labor income compared to Georgia. Concurrently, income derived from dividends and interest income as well as proprietor income is higher in Georgia than in the county. The gap is considerable with wages and salaries accounting for 89.9 percent of personal income in 2000 while those in Georgia accounted for only 61.2 percent.

Projections indicate a widening gap between income based on wages and salaries in Clayton and those in the state. The percentage of personal income generated by wages and salaries in Clayton is projected to increase through 2025, reaching 93.3 percent. The ratio for Georgia is expected to drop to 60.92 percent. By then, 40 percent of personal income in

Georgia will come from sources other than wages and salaries while in Clayton the figure will be only 10 percent.

The data suggests that entrepreneurial opportunities in Clayton lag behind opportunities, or interest in business ownership, in Georgia. This may indicate a need for Chamber of Commerce campaigns to stimulate new investment by existing businesses and start-up businesses.

This data is bolstered by projections through the year 2025 for Clayton County's residence adjustment factor. Clayton will remain a strong employment destination; however, incomes appear to be draining to counties outside Clayton.

Lovejoy's economy is centered on retail services with a limited number of light industrial establishments located in the old town center, along Lovejoy Road. Introduction on commuter rail service is expected to generate a substantial amount of retail development. Tara Boulevard, a regional arterial, has already created a retail node at McDonough Road. This is also the location planned for the commuter rail station and this transportation resource will propel commercial development along this four-lane.

Table E13. Employment by Occupation

Category	Lovejoy 1990	Lovejoy 2000	Clayton 1990	Clayton 2000	GA 1990	GA 2000	US 1990	US 2000
TOTAL All Occupations	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Executive, Administrative and Managerial (not Farm)	6.82%	10.89%	11.02%	10.66%	12.26%	14.03%	12.32%	13.45%
Professional and Technical Specialty	6.82%	7.84%	8.74%	13.40%	12.39%	18.68%	14.11%	20.20%
Technicians & Related Support	2.27%	NA	3.51%	NA	3.58%	NA	3.68%	NA
Sales	10.23%	11.76%	10.82%	9.05%	12.28%	11.64%	11.79%	11.25%
Category	Lovejoy 1990	Lovejoy 2000	Clayton 1990	Clayton 2000	GA 1990	GA 2000	US 1990	US 2000
Clerical and Administrative Support	17.05%	18.72%	23.35%	21.58%	16.00%	15.14%	16.26%	15.44%
Private Household Services	0.00%	NA	0.15%	NA	0.51%	NA	0.45%	NA
Protective Services	3.41%	NA	2.31%	NA	1.70%	NA	1.72%	NA
Service Occupations (not Protective & Household)	2.27%	12.48%	9.67%	11.70%	9.77%	11.57%	11.04%	12.01%
Farming, Fishing and Forestry	0.00%	0.44%	0.72%	0.12%	2.20%	0.64%	2.46%	0.73%
Precision Production, Craft and Repair	31.82%	8.85%	13.76%	7.16%	11.86%	9.02%	11.33%	8.49%
Machine Operators, Assemblers & Inspectors	6.82%	16.40%	5.14%	11.74%	8.50%	10.83%	6.83%	9.45%
Transportation & Material Moving	5.68%	14.66%	6.09%	10.87%	4.60%	6.63%	4.08%	6.14%
Handlers, Equipment Cleaners, Helpers & Laborers	6.82%	NA	4.74%	NA	4.34%	NA	3.94%	NA

Source: U.S. Bureau of Census 1990 and 2000.

Labor Force Data

The ratio of Lovejoy residents engaged in “Executive, Administrative and Managerial” occupations in 2000 compares favorably to Clayton County, Georgia and the nation. However, residents are employed in “Professional and Technical Specialty” occupations at rates substantially below rates in these larger jurisdictions. These occupations tend to be high salaries and wages. Remaining occupations are similar in terms of participation by Lovejoy residents. These findings suggest that employment training or continuing education may be appropriate to enhance resident marketability in professional and technical specialty occupations.

Unemployment Rate

Clayton, along with nearby Spalding consistently record unemployment rates among the highest in the region. Access could be driving these rates; however, employee education, skill levels or readiness could also influence these rates.

Lovejoy recognizes that planned commuter rail, expanded C-Tran service and education and training programs have the potential to remedy continuing high unemployment.

Travel to Work Mode

Public transportation is not available in Lovejoy, and accordingly, 98 percent of commuters drove to work in a private vehicle in 2000. Of these, 86 percent drove alone.

Commuter rail planned for Lovejoy should address accessibility problems, although given ridership rates in the region, an emphasis should be placed on car pooling and other alternatives to the single occupancy vehicle. Of the 664 Lovejoy residents employed in 2000, 382 worked outside Clayton County. Enhanced access could improve unemployment rates as many jobs secured by Clayton residents lie some distance from home.

Projections by Woods and Poole indicate that employment in TCU and the services sector will comprise some 57 percent of all employment in 2025. Enhanced access to these jobs, many of which will be near Hartsfield, should enable Lovejoy residents to obtain jobs within the county. Service employment will grow in Lovejoy, improving the poor jobs-housing balance that now characterizes this outlying community.

By comparison, Georgia will see more than half of all employment in the retail and services

sectors. This bodes well for Lovejoy residents who enjoy proximity to many TCU sector jobs in this region.

Economic Development Agencies

Given the occupational profiles of Lovejoy residents, and the retail nature of projected employment within the city limits, Lovejoy could benefit more active participation with the Clayton County Development Authority and the Clayton County Chamber of Commerce. Greater emphasis on job training and job creation could benefit Lovejoy if industry cooperation were enhanced. Specifically, relationships such as those promoted by Clayton College and State University for their students were promoted by the City for Lovejoy residents. The College itself represents a tremendous resource for continuing education, particularly given the linkages that planned commuter rail will deliver.

Economic and housing development in Lovejoy appears to be market driven. The energies of the City may be better spent in developing employment options throughout the County through job training, access and entry promoted by relationships established through cooperative efforts among Lovejoy and its economic development partners, the Clayton County Development Authority, the Clayton County Chamber of Commerce and Clayton College and State University.

IMPLEMENTATION STRATEGIES ECONOMIC DEVELOPMENT

In addition to highlighting appropriate data comparisons designed to enhance the assessment, the Georgia Department of Community Affairs has established Minimum Standards for Local Government Comprehensive Planning that encompass the following state Economic Development objectives:

- Regional Identity Objective
- Growth Preparedness Objective
- Appropriate Businesses Objective
- Educational Opportunities Objective
- Employment Options Objective

Lovejoy Economic Development goals and objectives focus on the following State objectives:

Growth Preparedness Objective: Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may 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.

Educational Opportunities Objective: 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.

Policy responses to these objectives form the Lovejoy Economic Development Goals and Objectives. Achievement of the other state objectives, "Regional Identity Objective," "Appropriate Businesses Objective" and "Employment Options Objective" are beyond the control of the City of Lovejoy and depend on market opportunities that are simply not present in Lovejoy and not expected to be present over the period of the Plan.

Goal: Position Lovejoy to capitalize on economic development opportunities represented by planned commuter rail and Highway 19/41.

Objective A: Establish a mix of housing alternatives in close proximity to the planned commuter rail station.

Objective B: Ensure that road, water and sanitary sewer networks are available in the locations and capacity necessary to accommodate projected demand in the 19/41 growth corridor.

Objective C: Adopt ordinances that foster development in this corridor characterized by attractive settings and a broad range of consumer services.

Goal: Create an environment in Lovejoy that promotes education and training, encourages entrepreneurship and yields professional employment options.

Objective D: Promote use of Clayton College & State University by Lovejoy residents to take advantage of the linkage provided by the Lovejoy and CCSU commuter rail stations, including marketing of programs to residents and tailored coursework at the school.

Objective E: Investigate opportunities for Lovejoy business owners through the Clayton County Development Authority; solicit input from owners to gauge interest in Development Authority assistance.

Objective F: Consider permitting and development incentives as techniques for leveraging employment for Lovejoy residents in new commercial enterprises being established in the city.

Objective G: Broaden the range of employment options in Lovejoy to encompass professional and managerial positions.

Objective H: Improve the rate at which Lovejoy residents graduate from high school graduation, pursue post secondary education and earn graduate or other professional degrees.

Associated Implementation Strategies include the following:

- Strategy A: Ensure that the Future Land Use Map and Zoning Ordinance accommodate a broad selection of residential developments that will enable Lovejoy to capitalize on the transportation resources of Highway 19/41 and the planned commuter rail station at densities sufficient to feed market demand within this commercial node and the station itself.
- Strategy B: Cooperate with Clayton County and Clayton County Water and Sewer Authority in scheduling road, water and sanitary sewer improvements commensurate with projected demand in the 19/41 growth corridor.
- Strategy C: Adopt ordinances such as overlay districts that establish architectural standards, pedestrian amenity provisions, reduced parking requirements, sign controls, and mixed use incentives for the 19/41 growth corridor.
- Strategy D: Cultivate a relationship with Clayton College & State University, perhaps with the assistance of the Clayton County Chamber of Commerce, aimed at establishing coursework tailored to the education and training needs of Lovejoy residents and also establish relationships with GRTA in marketing rail access to the school.
- Strategy E: Cooperate with the Clayton County Development Authority in identifying business assistance programs available to Lovejoy businesses and convene forums with area merchants and developers to match such programs with the project financing demands of the local market.
- Strategy F: Foster professional office development in collaboration with the Clayton County Chamber of Commerce as a means of enhancing earnings and employment opportunities in Lovejoy. Proximity to the planned commuter rail station should be aggressively marketed to potential office developers and tenants.
- Strategy G: Develop a package of incentives in conjunction with such agencies as the Clayton County Development Authority, Clayton County, Clayton County

Water and Sewer Authority and Georgia Power Company, including infrastructure improvements, reduced fees, expedited plan review, density bonuses, lower parking ratios and other development incentives to leverage employment for Lovejoy residents.

Strategy H: Investigate such programs as mentoring to improve high school graduation rates and achievement and work with Clayton College & State University officials to promote higher education for Lovejoy residents.

NATURAL AND CULTURAL RESOURCES ELEMENT

The Georgia Department of Community Affairs has established the following Natural and Historic Resources Goal:

"To conserve and protect the environmental, natural and historic resources of Georgia's communities, regions and the state."

Various State objectives are associated with this goal, among these are the following:

Environmental Protection Objective

"Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, 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."

Open Space Preservation Objective

"New development should be designed to minimize the amount of land consumed, open space should be set aside from development for use as public parks or as greenbelts or wildlife corridors."

Heritage Preservation Objective

"The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development compatible with traditional features of the community, and protecting other scenic or natural features important to defining community character."

Regional Cooperation Objective

"Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources."

Goals and objectives adopted under this Element of the Lovejoy Comprehensive Plan must be consistent with these State objectives.

Natural environment and cultural resources are considered invaluable Georgia assets. The Georgia Department of Natural Resources defines "natural resources" as the air, soil and water; all species of animals, birds, and fish; all plants, whether common, endangered or protected; and every cultural, historic or recreational resource within the state.

Structures, places, institutions and a variety of resources are considered cultural resources. Such features define a community and contribute to community heritage, economy and neighborhoods. Historical and archaeological resources define the unique way of life of a community. Cultural resources inform the public about the past. Protection of such resources is critical to understanding local history and culture, appreciating architecture and the landscape and learning about community institutions.

Natural and Cultural Resources Element

The Natural and Cultural Resources Element presents an inventory of Lovejoy's natural, environmentally sensitive, historic, archaeological and cultural resources. This Element also assesses requirements for protection and management of these resources. Such an assessment enables the City of Lovejoy to develop goals, policies and strategies for their appropriate use, preservation and protection. Lovejoy's natural and cultural resources are also identified on maps and are further described below:

Public Water Supply Sources

Public water supply sources consist of groundwater aquifers, rivers, reservoirs or other public sources of water supply. Water resources in Clayton County are limited by a subcontinental divide bisecting the county along the Norfolk Southern rail line which runs north to south. Exacerbating this limitation are the low volumes characterizing streams found throughout the county. As a result, Lovejoy's major water supply source is found in Henry County, at Little Cotton Creek. The Flint River is also a source of water supply, introduced in 1985 with completion of the J.W. Smith Water Treatment Plant. Clayton County also purchases drinking water from the City of Atlanta.

Raw water supply must be treated and distributed to locations throughout Lovejoy. The Clayton County Water Authority is the agency responsible for providing drinking water to Lovejoy. CCWA operates the J.W. Smith Water Treatment Plant, Freeman Road Water Treatment Plant and William J. Hooper Water Treatment Plant which serves the city of Lovejoy.

Water Supply Watersheds

The Georgia Department of Natural Resources defines water supply watersheds as areas where rainfall runoff drains into a river, stream or reservoir used downstream as a source of public drinking water supply.











Clayton County water resources are essential to communities throughout the county, including Lovejoy. According to the County's 1992-2012 Comprehensive Plan, "The level of growth an area can sustain is directly dependent on the level of water and sewer services available." Lovejoy lies within the Flint River, Cotton Indian Creek and Walnut Creek drainage

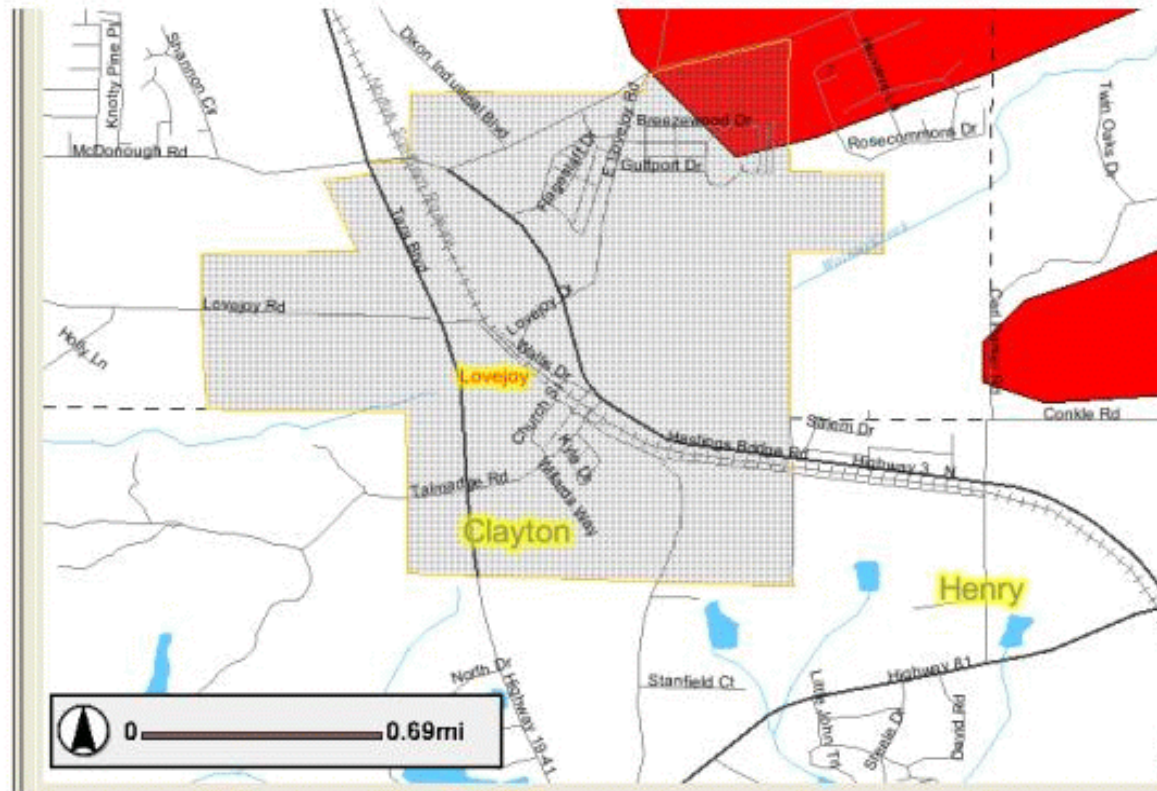
basins. The two major basins, Flint River and Cotton Indian Creek, are divided by the Norfolk Southern Railroad line, a ridgeline that bisects the city.

Groundwater Recharge Areas

"Recharge Area" means any portion of the earth's surface where water seeps into the ground to replenish an aquifer. Aquifers are water-bearing rock strata or layers that can be used to produce well water. Groundwater is water found in aquifers, underground streams, channels, artesian basins, reservoirs, lakes, and other water under the earth's surface. A related term is "Pollution Susceptibility" which is the relative vulnerability of an aquifer to pollution caused by spills, discharges, leaks, impoundments, applications of chemicals such as fertilizers, injections and other activities in the recharge area. Pollution susceptibility in Lovejoy is regarded as low.

Three ground water recharge areas are located within Clayton County. The largest of these is found in northwestern Clayton. The two smaller recharge areas are found within the city limits of Lovejoy. The Lovejoy recharge area, the larger of the two, extends into Henry County, and is located in the eastern portion of the city. Recharge areas represent a constraint to development as creation of impervious surfaces within such recharge areas diminishes the productivity of the aquifer. Fortunately, only limited development has occurred in that eastern portion.

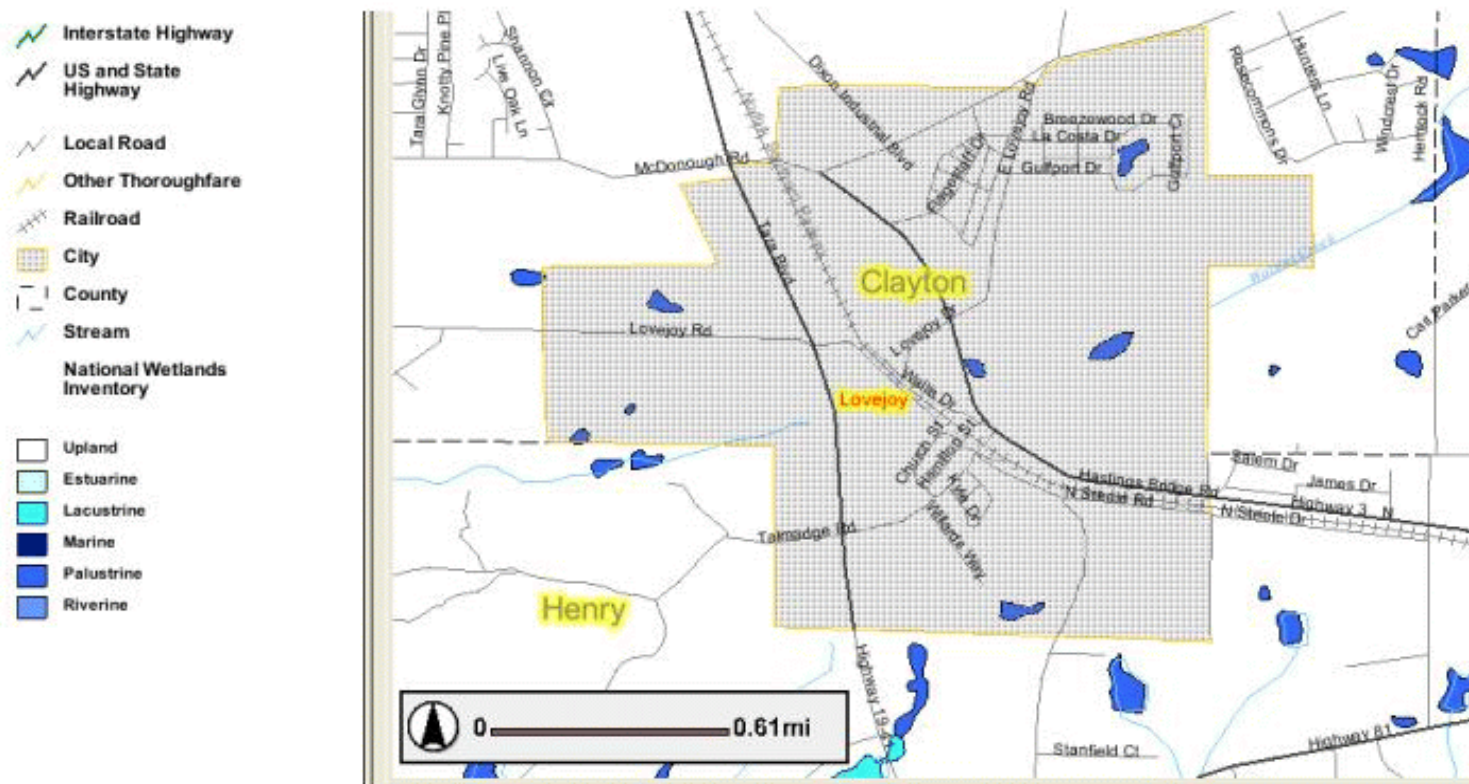
-  Interstate Highway
-  US and State Highway
-  Local Road
-  Other Thoroughfare
-  Railroad
-  City
-  County
-  Stream
-  Water Body
-  Recharge Area



City of Lovejoy Ground Water Recharge Area Map

Wetlands

Wetlands are defined as areas that become flooded or saturated by surface or groundwater periodically and support vegetation adapted for life in water-saturated soils. Maps prepared by the U.S. Department of Interior, Fish and Wildlife Service indicate that Clayton County contains 7,895 acres of wetlands. These maps suggest that the majority of wetlands are associated with rivers and creeks throughout Lovejoy. Wetlands are also associated with natural and man-made ponds. Small ponds in close proximity to development are more susceptible to pollution.



City of Lovejoy Wetland Map

Protected Mountains

No protected mountains are located in Lovejoy.

Protected Rivers











No protected rivers are located in Lovejoy.

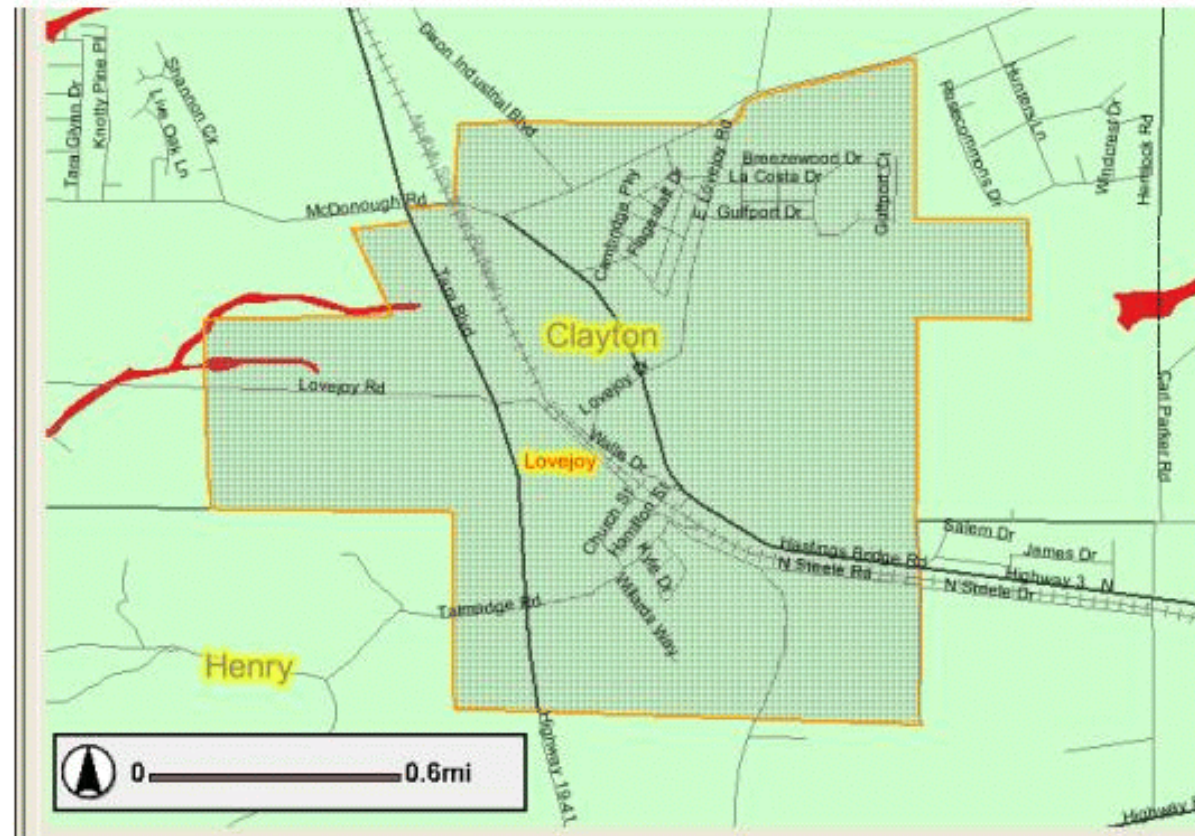
Coastal Resources

Lovejoy has no coastal resources.

Flood Plains

Flood plains are defined as low-lying area subject to periodic inundation (flooding) by stormwater. The definition also includes waterways which are specifically identified as the base elevation that may be reached or exceeded by flood waters on a 100-year cycle. The major floodplain located in Clayton County is associated with the Flint River whose headwaters are just north of Hartsfield-Jackson Atlanta International Airport and flow southward through the middle of the county. Several smaller floodplains are found throughout Clayton County. Floodplain areas are found at Lovejoy's western boundary, primarily north of Lovejoy Road and west of Tara Boulevard.

-  Interstate Highway
-  US and State Highway
-  Local Road
-  Other Thoroughfare
-  Railroad
-  City
-  County
-  Flood Zone
-  Inside Flood Zone
-  Outside Flood Zone



City of Lovejoy Floodplain Map

Soils

The U.S. Soil Conservation Service classifies Clayton County soils within six soil associations. These consist of sandy loam surface soils and red clay subsoils. The Soil Conservation Survey produces a General Soils Map used to evaluate development constraints related to the properties and characteristics of each soil association. Soils classified as Cartecay-Wehadkee soils are prone to flooding and are not well suited for urban development. These soils comprise approximately 12 percent of the land area of Clayton County.

Steep Slopes

No slopes having a grade characterized as sufficiently steep so as to warrant special management practices are found in Lovejoy.

Prime Agricultural and Forest Land

Lovejoy contains very limited agricultural and forested lands. These areas do not comprise a major economic asset and are not valued for agricultural or forestry production that may warrant special management practices.

Plant and Animal Habitats

No plant or animal habitats that support rare or endangered plants or animals are found in Lovejoy.

Major Park, Recreation and Conservation Areas

No major park, recreation or conservation areas are found within the Lovejoy city limits. Lovejoy Regional Park, owned and operated by Clayton County, is located just west of the city and features such amenities such as eight (8) soccer fields, eight (8) tennis courts, nine (9) athletic fields, two (2) walking tracks and playground equipment. The Clayton County Parks and Recreation Department classifies Lovejoy Regional Park as a community park.

Scenic Views and Sites

No scenic views, sites, significant visual landmarks or vistas that require special management practices are found in Lovejoy.

Cultural Resources

Cultural resources encompass residential, commercial, industrial, institutional and transportation resources. Lovejoy cultural resources are described below:

Residential Resources

Most dwellings in Lovejoy are suburban-styled ranches. Newer homes have tended to be two-story single family construction reflecting recent market preferences. Development of two townhouse subdivisions and one apartment community has also occurred. These new dwellings are a reflection of Lovejoy's continuing growth and development.

Commercial Resources

The State defines commercial districts as crossroads, downtowns, marketplaces and individual buildings such as general stores or offices. Lovejoy's commercial districts are found along Highway 19/41 and also in a small, older town center featuring limited commercial services and wholesale and industrial establishments.

Industrial Resources

No significant industrial resources are found in Lovejoy.

Institutional Resources

Lovejoy has no schools or military complexes within the city limits. The nearest library is the Jonesboro Library operated by the Clayton County Library System. One place of worship is established within the city limits and is located on Talmadge Road.

Transportation Resources

Lovejoy is served by a variety of streets, roadways and highways as described in the Transportation Element. The Norfolk Southern Railroad operates a national rail line through the community. Sidewalks are present primarily in newly-developed subdivisions and a few streets in the town center have sidewalks. No other transportation resources are found in Lovejoy.

Natural Resources

Rural Resources

No significant rural resources such as farmsteads, crop production or crossroads communities are found in Lovejoy.

Other Historic, Archaeological and Cultural Resources

The following historical sketch conveys a sense of early Lovejoy:

The city of Lovejoy was named after Mr. Frank Lovejoy, who is buried in the Lutheran Church Cemetery on Lovejoy Road. Lovejoy has a population of over 4,000 and is located just across the Clayton County line from West Henry County.

First known as "Lovejoy Station" during the Civil War, an act creating and incorporating the Town of Lovejoy, in the County of Clayton, was approved September 16, 1891. This act was amended several times, including August 24, 1905, August 17, 1929 and April 2, 1963.

Many of the buildings in Lovejoy are more than 100 years old. One of the old brick buildings on the west side of the railroad was once the post office. The new post office is located on Talmadge Road and was built in 1989.

The Lovejoy community once had six stores. Some of these old stores have been abandoned and are decaying. The community currently has approximately 35 thriving businesses.

One of the best known citizens of the community was the late Dr. J. K. Willis. He began his practice of medicine in Lovejoy in 1904 and continued until his death in 1956. The Wallis house located on Wallis Drive, has been restored and is now called Lovejoy Manor. Lovejoy was also home to former Senator Herman Talmadge and Talmadge Hams.

The city of Lovejoy is growing by leaps and bounds. Hopefully, in the future, it can maintain the small neighborhood atmosphere that has drawn so many newcomers with their families.

Source: Taken from the historical notes produced by City of Lovejoy.

No significant community landmarks, that is, battlegrounds, gardens, parks, views, cemeteries, burial grounds, festival locations or gathering places have been identified. Several dwellings on Talmadge Road and East Lovejoy Road may qualify for listing on the National Register of Historic Places. The two primary historic dwellings are Lovejoy Manor on Talmadge Road and the Thomas Crawford home on Wallis Drive.

Lovejoy Manor was the home of the late Dr. J.K. Willis and over the years has been restored to preserve its original beauty and historic architecture. Lovejoy has many homes that boast a rich history. The Thomas Crawford home, built in 1835, was purchased by the late Governor Eugene Talmadge in 1942 and is still occupied today by his son. The Talmadge home sits on 1,200 acres and features six fluted columns which support a second floor porch.

NATURAL AND CULTURAL RESOURCES ASSESSMENT

The natural and cultural resources of Lovejoy are somewhat limited. Their circumstances and bearing on use and development are assessed below:

Water Supply

The Lovejoy water supply lies outside the city in Clayton County. Drinking water is provided to the city through the Clayton County Water Authority and thus, no special provisions to protect or manage the water supply is necessary.

Water Supply Watersheds

Even though the city lies in two watersheds, Flint River and Cotton Indian Creek no major protection or management of watersheds is needed. Enforcement of Best Management Practices can ensure protection of watershed resources.

Groundwater Recharge Areas

Lovejoy's city limits contain two of three groundwater recharge areas located in the County. The larger of the two extends into Henry County and is situated in the eastern portion of the city. Only limited development has occurred in this area. Protection and management measures should be employed in this portion of the city to protect groundwater resources.

Wetlands

Wetland areas are found throughout the City. These wetlands are associated with rivers and creeks that run throughout the city. These wetlands must be protected and managed to maintain the vital function such wetlands achieve.

Protected Mountains

Since no protected mountains are located in Lovejoy, specific management measures are not necessary.

Protected Rivers

No protected rivers are located in Lovejoy and specific management measures are not needed.

Coastal Resources

Lovejoy has no coastal resources thus, and management of this resource is not needed.

Flood Plains

Floodplain areas are found at Lovejoy's western boundary, primarily north of Lovejoy Road and west of Tara Boulevard.

Soils

Soils classified as Cartecay-Wehadkee soils which are prone to flooding occur in limited portions of Lovejoy and only then in association with floodplains. Restrictions on development and building within the floodplain are considered adequate to protect these sensitive soils.

Steep Slopes

No slopes having a grade characterized as sufficiently steep so as to warrant special management practices are found in Lovejoy.

Prime Agricultural and Forest Land

Lovejoy contains very limited agricultural and forested lands. These areas do not comprise a major economic asset and are not sufficiently valued for agricultural or forestry production such that special management practices are warranted.

Plant and Animal Habitats

No plant or animal habitats that support rare or endangered plants or animals are found in Lovejoy. Hence, special protection or management is not needed for the plants and animals of Lovejoy.

Major Park, Recreation and Conservation Areas

No major park, recreation or conservation areas are found within the Lovejoy. Lovejoy Regional Park adjoins the city limits on the west. This park is operated by the Clayton County Parks and Recreation Department which performs all management and maintenance functions.

Scenic Views and Sites

No scenic views, sites, significant visual landmarks or vistas requiring special management practices are found in Lovejoy.

Cultural Resources

Lovejoy's cultural resources are assessed below:

Residential Resources

Residential development following the 2000 Census has shown a trend toward more diversity in housing choice. This is characterized by an increase in single family detached dwellings and townhouse developments that have recently occurred within the city. These new residential developments are new and do not require special management practices or protection.

Commercial Resources

Commercial resources within the "old town" center are limited. New commercial development is located primarily along U.S. Highway 19/41. The latter commercial resources will be expanding in response to market demand driven by residential development in Lovejoy and beyond.

Industrial Resources

No significant industrial resources are located in Lovejoy. Local ordinances state environmental laws will ensure proper management of any further development on industrial sites.

Institutional Resources

The limited institutional resources in the city are established and require no additional management.

Transportation Resources

The transportation network in the city consists of Highway 19/41, a number of two lane streets and the Norfolk Southern Railroad. The city will be the location of the terminus of

planned, commuter rail service. This resource will introduce a new positive, dimension into Lovejoy's transportation network and is further described in the Transportation Element.

Rural Resources

No significant rural resources such as farmsteads, crop production or crossroads communities are found in Lovejoy and no preservation practices are planned.

Other Historic, Archaeological and Cultural Resources

Lovejoy contains a limited number of historic resources that may be eligible for placement on the National Register of Historic Places. Research would be needed to determine which structures within the city such as Lovejoy Manor and Thomas Crawford Home may be eligible.

NATURAL AND HISTORIC RESOURCES GOALS AND OBJECTIVES

In considering Lovejoy's Natural and Historic Resources Goals and Objectives, it is important to restate and emphasize State objectives:

Environmental Protection Objective

"Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, 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."

Open Space Preservation Objective

"New development should be designed to minimize the amount of land consumed, open space should be set aside from development for use as public parks or as greenbelts or wildlife corridors."

Heritage Preservation Objective

"The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development compatible with traditional features of the community, and protecting other scenic or natural features important to defining community character."

Regional Cooperation Objective

"Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources."

Lovejoy is a developing semi-rural area linked to Griffin and Atlanta by Highway 19/41, a regional arterial, and will soon be linked more directly by commuter rail. As the city is completely sewered and served by water mains, this urbanization is expected to proceed rapidly. While Lovejoy has a small number of farms and limited natural areas, the transition to an urban setting cannot be characterized as severe. However, loss of these areas and the sprinkling of historic homes can erode the established sense of place and the City seeks to preserve each through adoption of the following goals and objectives:

Lovejoy has a history as documented in a wonderful text, History of Lovejoy. This history is remembered first hand by many living residents. The following goals and objectives are intended to address these resource concerns:

Goal: Recognize and protect critical natural and historic resources as a means of preserving Lovejoy's natural and cultural heritage.

Objective A: Identify and protect all environmentally sensitive natural areas.

Objective B: Preserve Lovejoy's natural features, site hydrology and landforms to the maximum practical extent.

Objective C: Protect Lovejoy's tree canopy to ensue development minimizes removal of this community resource.

Objective D: Preserve Lovejoy's rural heritage through greenspace preservation.

Objective E: Recognize and preserve Lovejoy's historic structures.

Objective F: Preserve Lovejoy's sense of history and create a sense of place.

Strategy A:

Map all environmentally sensitive natural areas and incorporate this information into the development plan review process as a means of ensuring protection of natural resources. Adopt and enforce “Best Management Practices” endorsed by Atlanta Regional Commission and promulgated under State environmental law.

Strategy B: Ensure that site grading is minimized during the construction plan review process

Strategy C: Draft, adopt and enforce a tree ordinance to better protect Lovejoy’s natural environment.

Strategy D: Encourage new development designed to minimize the amount of land consumed and preserve open space for use as public parks or greenbelts or wildlife corridors during the zoning and platting process.

Strategy E: Incorporate preservation of sensitive environmental resources into the property zoning and platting process by mandating “permanent protection” language into deed restrictions.

Strategy F: Identify and inventory all public and private structures, properties and facilities having the potential for recognition and preservation, and pursue National and State Register nomination where appropriate. Solicit volunteer resources in Lovejoy or the resources of County historical groups in performing the inventory and cooperating with the State Office of Historic Preservation in the nomination process.

Strategy G: Solicit input from residents, community groups and homeowners associations aimed at involving residents in community affairs, including sponsoring cultural festival events designed to preserve a sense of history and create a sense of place. Involve merchants and area employers and the Clayton County Parks and Recreation Department in such sponsorship.

Strategy H: Compile, publish and maintain all available documentation concerning Lovejoy's history in the planned Lovejoy Library. Involve Lovejoy Middle School and Lovejoy High School classes in a research project designed to collect oral and photographic histories from the Lovejoy community.