

# COVER SHEET FOR COMMUNITY PLANNING SUBMITTALS

Name(s) of Submitting Government(s): **City of Lovejoy**

RC: **ARC**

Submittal Type: **Comp Plan Update**

Preparer: ☐ RC ☒ Local Government ☐ Consultant:

Cover Letter Date: **10/14/20**

Date Submittal Initially Received by RC: **10/14/20**

Explain Unusual Time-lags or Other Anomalies, when present:

*Inaccurate/incomplete information, above, and nonconformity with the standards articulated, below, are reportable as performance errors under the terms of the annual DCA/RC contract and may lead to adverse audit findings.*

- **ALL SUBMITTALS MUST BE TRANSMITTED ELECTRONICALLY USING THE DEPARTMENT'S SHAREPOINT SITE.**
- **COMBINE ALL INDIVIDUAL IMAGES, DOCUMENTS AND SPREADSHEETS INTO ONE SINGLE, SEARCHABLE PDF (INCLUDING COVER LETTERS, APPENDICES, ETC.), PUT THIS COMPLETED FORM AS THE FIRST PAGE OF THE PDF AND THEN UPLOAD IT.**
- **REVISED SUBMITTALS MUST INCLUDE THE ENTIRE DOCUMENT, NOT ONLY THE REVISED PORTION.**
- **EMAILED OR HARDCOPY MATERIALS CANNOT BE ACCEPTED.**
- **ALL SUBMITTALS MUST BE CHanneled THROUGH THE APPROPRIATE REGIONAL COMMISSION.**

**DATE:** October 14, 2020

**ARC REVIEW CODE:** P2010141

**TO:** Mayor Bobby Cartwright, City of Lovejoy  
**ATTN TO:** Mark Whitley, City Engineer  
**FROM:** Douglas R. Hooker, Executive Director, ARC



Digital signature  
Original on file

The Atlanta Regional Commission (ARC) has received the following proposal and is initiating a regional review to seek comments from potentially impacted jurisdictions and agencies. The ARC requests your comments related to the proposal not addressed by the Commission's regional plans and policies.

**Name of Proposal:** 2020 City of Lovejoy Comprehensive Plan Update

**Review Type:** Local Comprehensive Plan

**Description:** A regional review of the draft 2020 five-year update of the City of Lovejoy local comprehensive plan.

**Submitting Local Government:** City of Lovejoy

**Action Under Consideration:** Approval

**Date Opened:** October 14, 2020

**Deadline for Comments:** November 4, 2020

**Earliest the Regional Review can be Completed:** Upon approval by Georgia DCA

**THE FOLLOWING LOCAL GOVERNMENTS AND AGENCIES ARE RECEIVING NOTICE OF THIS REVIEW:**

ARC COMMUNITY DEVELOPMENT  
ARC RESEARCH & ANALYTICS  
GEORGIA DEPARTMENT OF NATURAL RESOURCES  
CITY OF JONESBORO  
MARTA

ARC TRANSPORTATION ACCESS & MOBILITY  
ARC AGING & HEALTH RESOURCES  
GEORGIA DEPARTMENT OF TRANSPORTATION  
HENRY COUNTY  
GRTA/SRTA

ARC NATURAL RESOURCES  
GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS  
CLAYTON COUNTY  
CITY OF HAMPTON

**Attached is information concerning this review.**

If you have any questions regarding this review, please contact Greg Giuffrida at [ggiuffrida@atlantaregional.org](mailto:ggiuffrida@atlantaregional.org) or 470-378-1531. If ARC staff does not receive comments from you on or before **Wednesday, Nov. 4, 2020**, we will assume that your agency has no comments and will close the review. Comments via e-mail are strongly encouraged. The ARC review website is located at <http://www.atlantaregional.org/land-use/planreviews>.

**NOTICE OF LOCAL PLAN SUBMITTAL AND HEARING/COMMENT OPPORTUNITY**

<b>Submitting Local Government:</b>	City of Lovejoy	<b>Date Received:</b>	October 14, 2020			
<b>Local Contact:</b>	Mark Whitley, City Engineer, City of Lovejoy					
<b>Phone:</b>	770-471-2304	<b>E-Mail:</b>	m_whitley@cityoflovejoy.com			
<b>Fax:</b>		<b>Website:</b>	<a href="https://www.cityoflovejoy.com/">https://www.cityoflovejoy.com/</a>			
<b>Street</b>	2296 Talmadge Road	<b>City State, Zip:</b>	Lovejoy, GA 30250			
<b>Department of Community Affairs Review Required</b>						
<b>Review Title:</b>	2020 City of Lovejoy Comprehensive Plan Update					
<b>Description:</b>	A regional review of the draft 2020 five-year update of the City of Lovejoy local comprehensive plan.  Document can be viewed on the ARC website at: <a href="http://www.atlantaregional.org/landuse">http://www.atlantaregional.org/landuse</a> Under Plan Review, search for the City of Lovejoy.					
<b>The submitted documents are available for review at ARC and the local government.</b>						
<b>Reviewing Regional Commission:</b>						
Atlanta Regional Commission 229 Peachtree Street NE, Suite 100 Atlanta, GA 30303  Phone 404-463-3100   Fax 404-463-3254						
<b>Contact Person:</b>	Greg Giuffrida, Plan Reviews Program Manager					
<b>E-Mail</b>	<a href="mailto:ggiuffrida@atlantaregional.org">ggiuffrida@atlantaregional.org</a>					







**Bobby Cartwright, Mayor**  
2296 Talmadge Rd.  
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Lovejoy, GA 30250  
770-471-2304 (office)  
770-471-6499 (fax)  
[mayor@cityoflovejoy.com](mailto:mayor@cityoflovejoy.com)

October 8, 2010

Atlanta Regional Commission  
Attn: Jared Lombard  
Land Use Division  
40 Courtland Street NE  
Atlanta, GA 30303

RE: Comprehensive Plan Update Submittal

The City of Lovejoy has completed an update of its comprehensive plan and is submitting it with this letter for review by the Atlanta Regional Commission and the Department of Community Affairs.

I certify that we have held the required public hearings and have involved the public in development of the plan in a manner appropriate to our community's dynamics and resources. Evidence of this has been included with our submittal.

I certify that appropriate staff and decision-makers have reviewed both the Regional Water Plan covering our area and the Rules for Environmental Planning Criteria (O.C.G.A. 12-2-8) and taken them into consideration in formulating our plan.

If you have any questions concerning our submittal, please contact Mark Whitley, City Engineer at 770-471-2304/email: [m\\_whitley@cityoflovejoy.com](mailto:m_whitley@cityoflovejoy.com).

Sincerely,

Bobby Cartwright  
Mayor, City of Lovejoy

Enclosures

# Lovejoy 2019 Comprehensive Plan



## Acknowledgements

### City Council:

Bobby Cartwright – Mayor

Tommy Green – Post I

Marci Fluellyn – Post II

Rebekah Holland Wright – Post III

Mary Ann Carp – Post IV

### Stakeholders:

Mark Harris

Cassandra Hettermann

Mary Ann Carp

Thomas Purcell

Willie Johnson

### Consultant Staff:

Mark Whitley

Jeremy Gilbert

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# Introduction and Overview

## Introduction and Overview

This is an exciting time for the City of Lovejoy. We are a highly desirable place to be in the Atlanta region and we look forward to a future of continued growth and change.

A Comprehensive Plan is a way to guide investment, development and the allocation of services within a jurisdiction. But cities, towns and counties are complicated places and they make decisions about the future every day in response to new opportunities or unexpected problems. A Comprehensive Plan like the City of Lovejoy Comprehensive Plan is one tool for helping to guide these decisions, with three distinctive features:

- It is long-range, looking ahead 5, 10, and 25 years.
- It is comprehensive, looking across many different facets of what a city does.
- It is deliberative, looking within to understand the needs and desires of the city.

The City of Lovejoy last revised its Comprehensive Plan in 2014. In this document, the City has updated the plan with revised policies, data and work program items. It affirms the City's big picture vision, defines goals and lays out a task list for city leaders, staff, and citizens to address in order to position the City of Lovejoy as a trendsetter within metro Atlanta.

The City of Lovejoy Comprehensive Plan is the State-Mandated detailed plan for the City. It is a policy document which will be used by elected officials, city staff, developers, business leaders and citizens to determine future growth, development plans and capital improvements. It will serve as a guide for elected and public officials to establish policies and priorities as well as provide the framework for evaluating future development proposals. It conveys the community's vision on where, how and what development should occur in the City of Lovejoy. The goals and policies in this plan will inform and guide land use decisions thus, assuring citizens and developers that these decisions are credible and logical.

Comprehensive Plans have been used in Georgia since 1989 to prepare communities for growth and economic development. Like a private corporation, which plans strategically for both short and long term, cities and counties must also plan so that future decisions can be based on sound information, principles and agreed upon goals. This approach, required by Georgia Planning Act, helps the City of Lovejoy keep the future in mind and avoid making decisions based upon short-term unstable concerns.

The success of the goals in this plan depends on being able to tap into the many voices of the city and weave their ideas, viewpoints, and thoughts into a common vision. Outreach and engagement were critical to reach a broad consensus of the diverse citizens who live and work in the City of Lovejoy. Meeting the goal of an inclusive process meant creating opportunities to get involved. The planning team developed communication tools and an open house to ensure meaningful community involvement that would form the backbone of the plan.

One open house was held to allow for people to drop in, learn about the planning process and give feedback on the plan concepts.

The City of Lovejoy is a diverse and forward-looking community engaged in shaping its own future. The plan focuses on elements to improve the City of Lovejoy with targeted policies to enhance the assets and address the issues within the city. Most of the work of shaping the city will be done by the residents, businesses, and nonprofits. The City of Lovejoy has a key role to play through these implementation tools:

- Regulations
- Capital spending
- Programs and staffing

In Georgia, comprehensive plans must be updated every five years, as required by the Minimum Standards and Procedures for Local Comprehensive Planning. The development of a comprehensive plan helps a community to:

- Develop a vision for what it wants

- Establish priorities and determine key issues and assets
- Encourage dialogue
- Guide decision making
- Determine how to best allocate limited resources
- Data analysis and the community ideas for the future are combined into action areas for the plan.

The focus areas of this Comprehensive Plan stem from a rich and interactive public process supplemented by data. The chapters in this plan identify key issues and assets of the City of Lovejoy and develop a work program and goals to guide decision making.

The Assets Identified Are:

- Location
- Diversity
- Small Town
- Safety
- Community Garden

The Challenges Identified Are:

- Coordination with Surrounding Jurisdictions
- Business Recruitment
- Community Boundaries



# ***Vision Statement***

**A Great Place to Grow and Prosper.**

## Lovejoy by the Numbers

6,760

*City of Lovejoy's Population*

44.2%

*Homeownership Rate in the City*

\$52,390

*Median Household Income in the City*

1,796

*Households in the City*

29.4

*Median age of Residents in the City*

73.8%

*Residential Occupancy rate in the City*

Source: US Census Quick Facts, 2019 Clayton County Comprehensive Plan and 2013-2017 American Community Survey



City of Lovejoy, Georgia

# Yesterday and Today

## BRIEF HISTORY OF THE CITY OF LOVEJOY

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, 1861. For many years, the city did not have an organized government. In 1972, citizens of the community established boundaries and began operating under the old City

Charter. A junk ordinance was passed, and a beautification program began. In 1975, the Georgia General Assembly approved a new charter for the city establishing the foundation for all that Lovejoy is today.

Before and during the Civil War, farmers brought cotton and watermelons to the city to be transported by rail to other states. Lovejoy was the site of a cotton gin until 1932. Early on, the community included six stores, a bank, post office, depot, two warehouses, and a garage. In later years, the City of Lovejoy became home to two major additions Hastings Seed Farm and a quarter-horse farm.

In the past, Lovejoy was best known as the home of former Senator Herman Talmadge and Talmadge Farms. Senator Talmadge resided in Lovejoy until his divorce. Mrs. Betty Talmadge was granted use of the Talmadge home where she entertained politicians and corporation members with her recipes and southern décor.

Frank Lovejoy, whom the city was named for, is buried in the Lutheran Church Cemetery on Lovejoy Road. The church, established in the early 1800s, burned in 1896. One of the best-known citizens of the community was the late Dr. J.K. Wallis. He began his medical practice in Lovejoy in 1904 and continued until his death in 1956. People



from all over the country came to Dr. Wallis in horse and buggy. The Wallis House has been restored and is now called Lovejoy Manor.

Many of the old buildings in Lovejoy are over 100 years old. Lovejoy is divided by a railroad track once used to transport cotton and watermelons throughout Georgia and the US. On the West side of town, there are two aged brick buildings. One is the old



Farmer's Exchange and the other is the former post office. These are just two of the many buildings that have become landmarks in Lovejoy.

The City of Lovejoy, the City of Peace, is growing rapidly. Its small neighborhood

community atmosphere continues to attract new residents and businesses. City leaders and residents are at work every day to keep Lovejoy a great place to live and work.

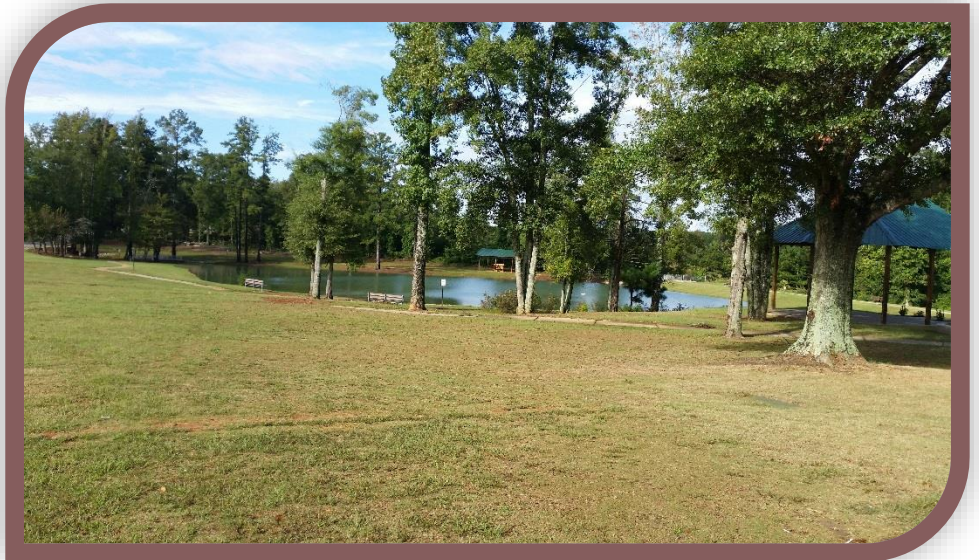




## Lovejoy Community Center



## The Mayor's Park





## Community Garden



The community garden is a great asset for the City of Lovejoy. In 2019, the garden produced over 1,200,270 pounds of produce that was sold or given away to the citizens of Lovejoy. Currently, the community garden provides fresh vegetables to 938 registered households with over 3,000 family members.

Here is a list of the Fall/Winter crop that are grown in the community garden:

Turnip Greens

Collards

Mustard Greens

Beets

Radishes

Carrots

Cabbage

Kale

Cauliflower

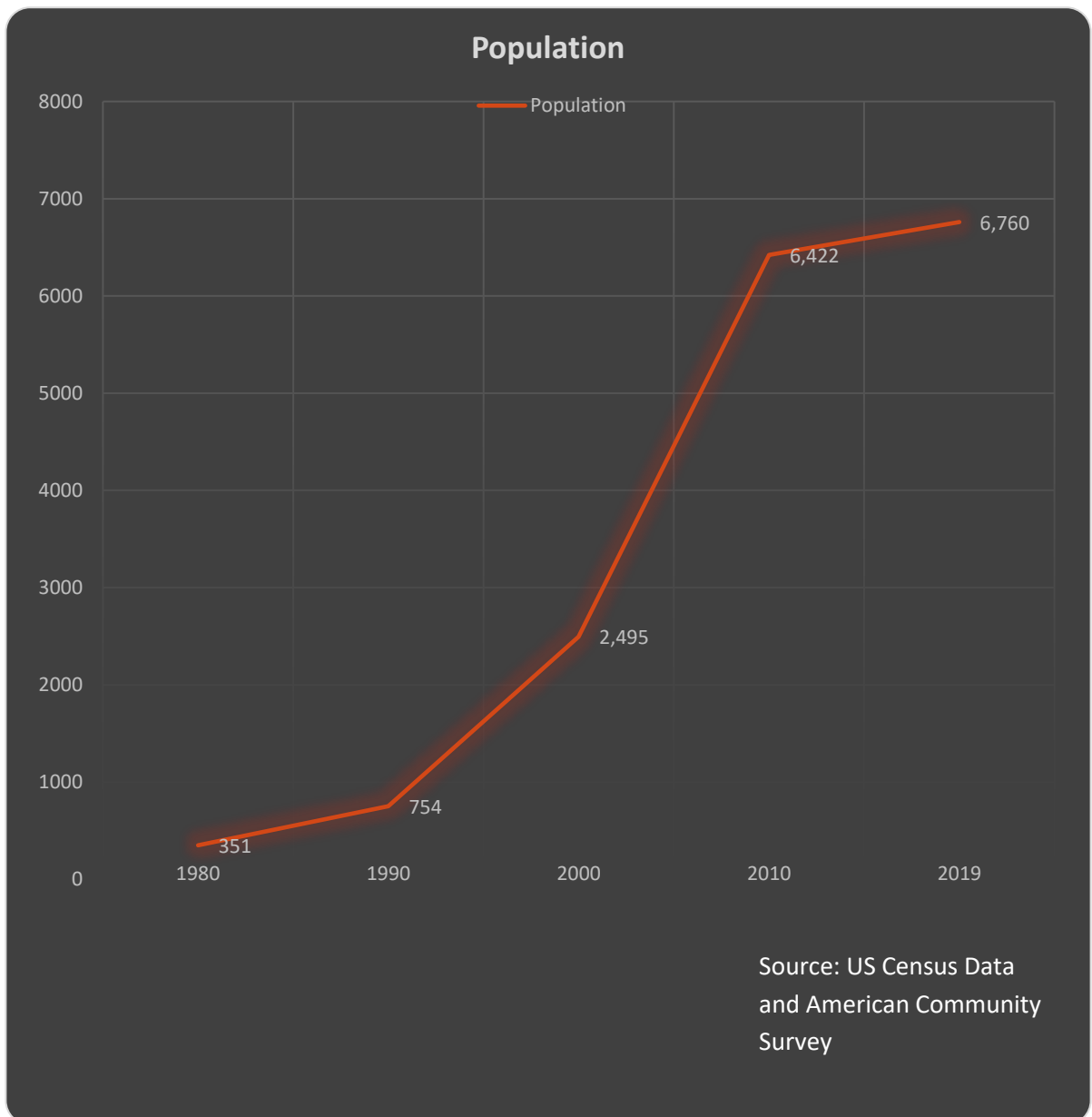
Rutabagas

Broccoli

Sweet Potatoes

## GROWTH AND DEMOGRAPHIC

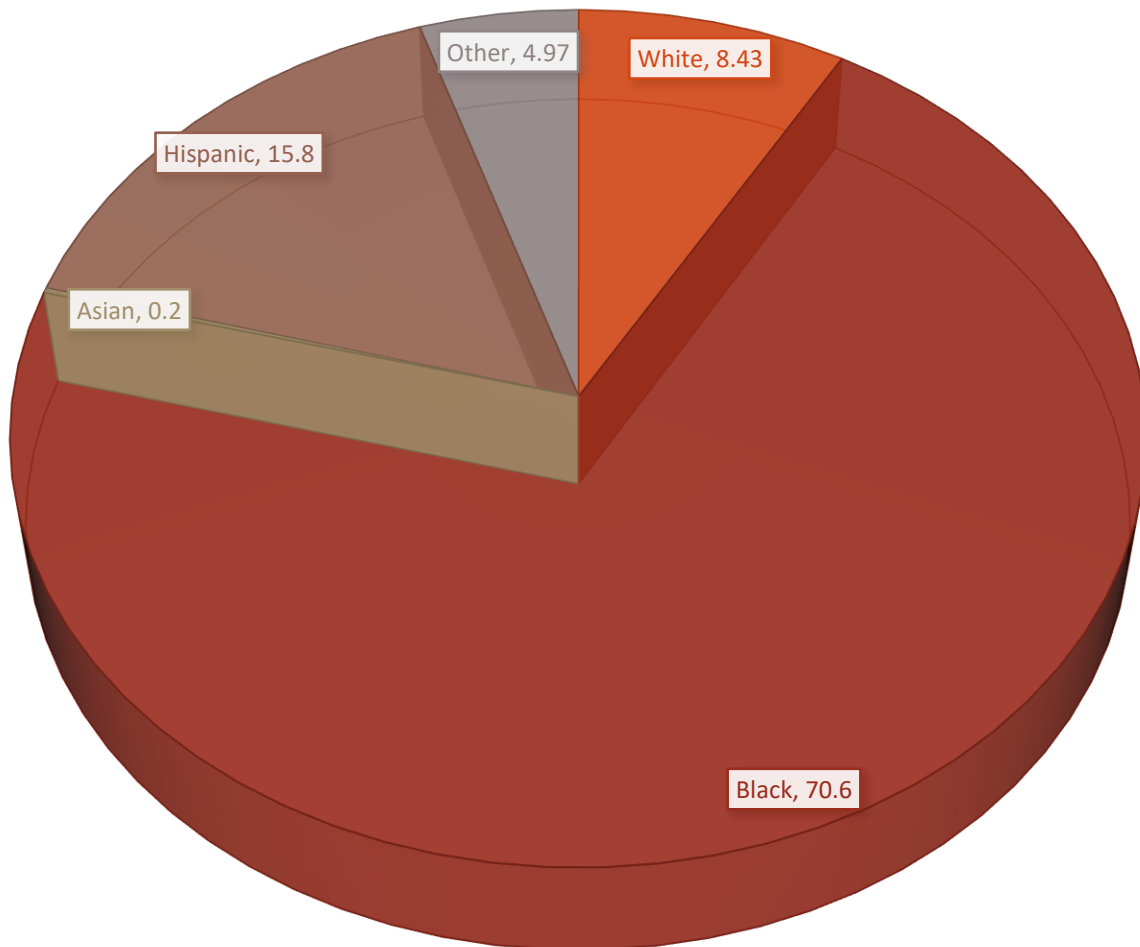
The City of Lovejoy's population has grown rapidly and will continue to grow in the future. Lovejoy currently has available vacant land for new residential growth opportunities.



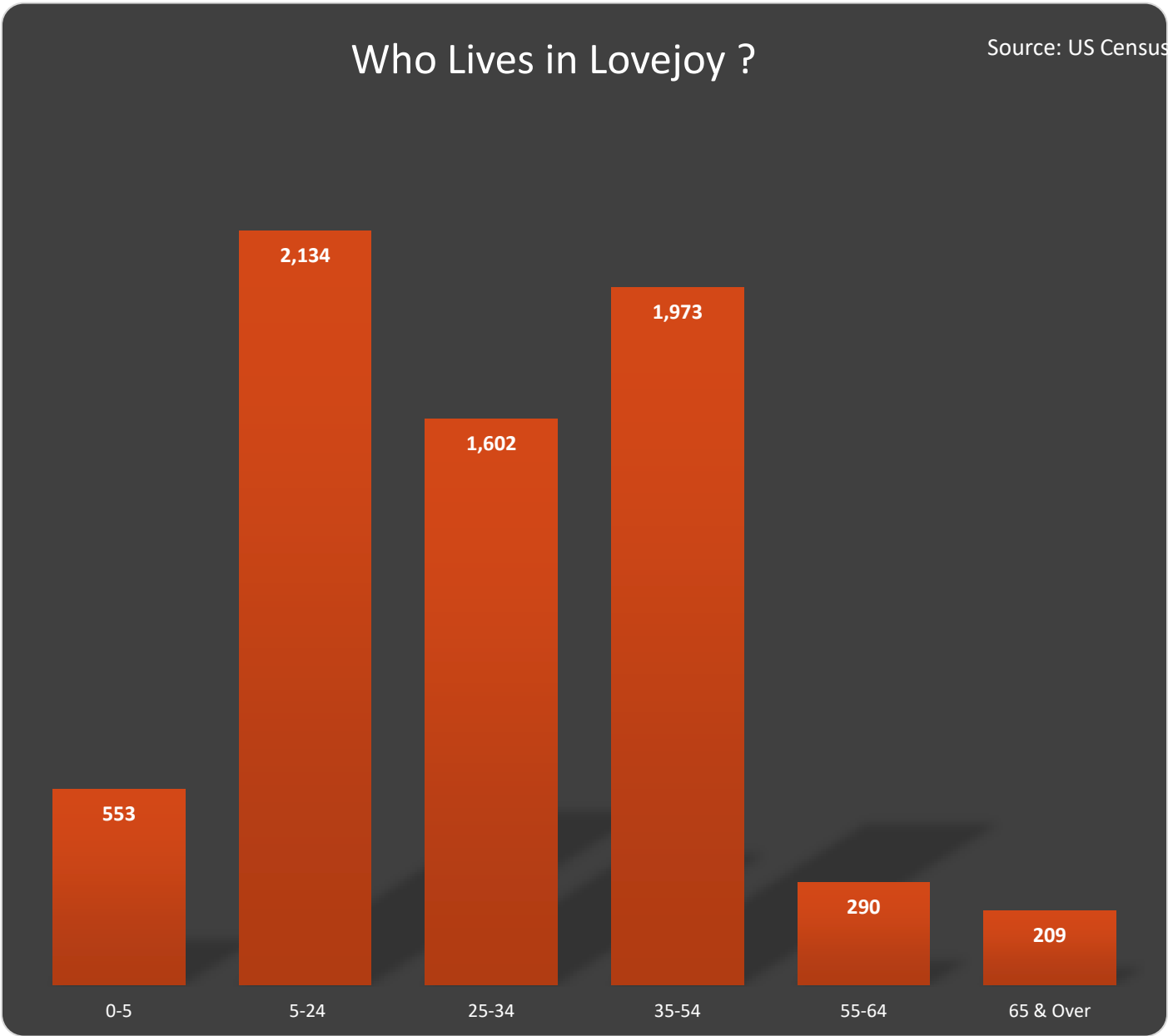
Lovejoy is virtually confined to the present city limits which comprise an area far less extensive than Clayton County. This will limit population growth as the land area is projected to be "built out" by 2025. The projected population anticipates continuing demand for housing at varying densities influenced 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.

### WHO LIVES IN LOVEJOY ?



Lovejoy over the last decade has become a diverse community of White, African American, Hispanics and Asian American.



Lovejoy is a relatively young city with a Median age of 29.4 and the majority of the population is under the age of 34.

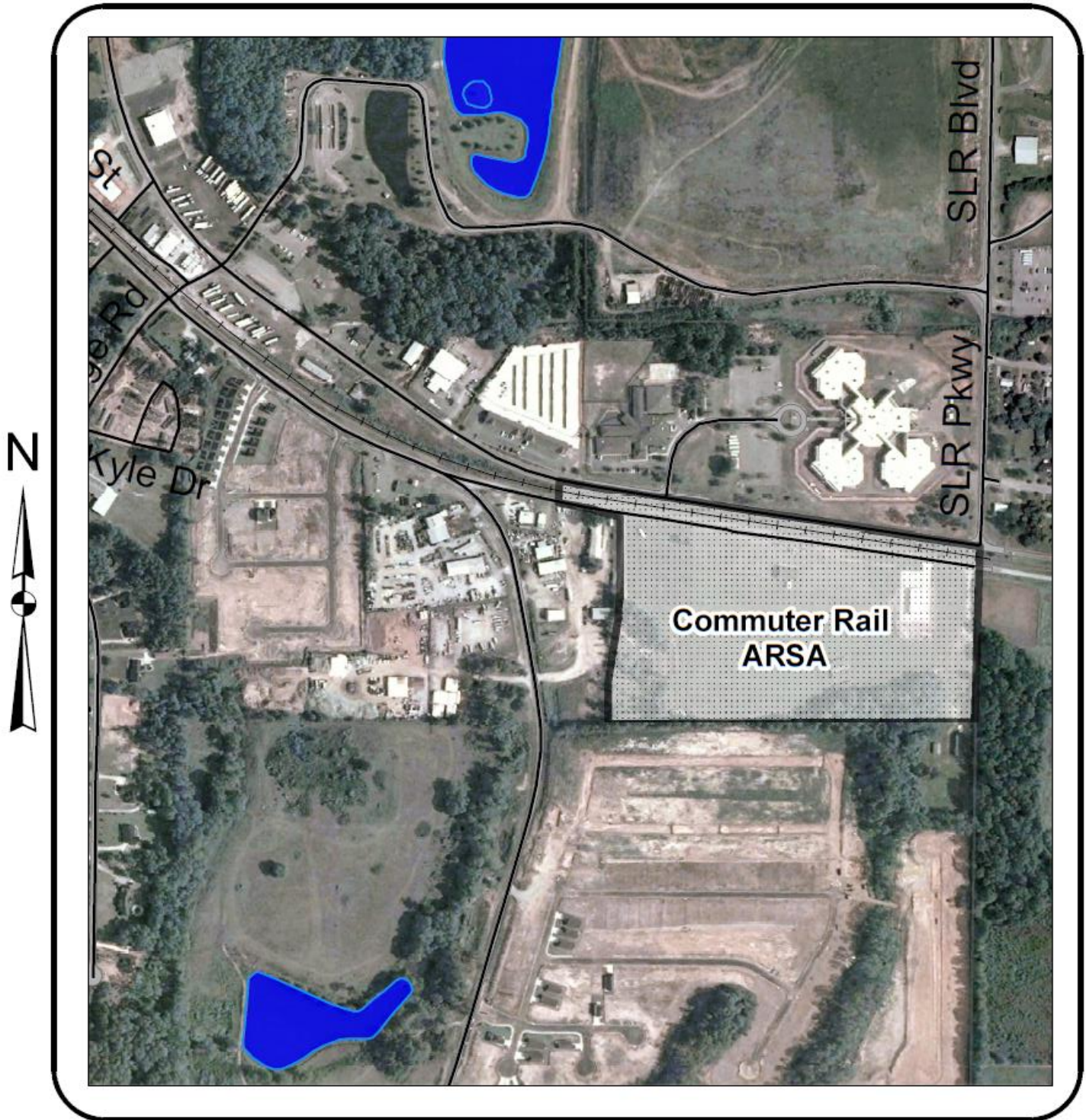
# **Key Areas Needing Attention**

## **Commuter Rail Site**

This area is located at the intersection of Lovejoy Road and Steele Road and continues along Lovejoy Road south to the county line. It includes the site of the proposed commuter rail station and the surrounding properties, both developed and undeveloped. The Future Land Use Plan depicts a mixture of land uses including single family residential, light industrial, public institutional and undeveloped/unused property and validates the need for a study of this area. Extensive research is needed to determine appropriate land use, density levels and roadway plans to service the future development of this facility. Initial efforts should include collaboration with multi-jurisdictional entities in Clayton, Henry and Fayette counties.



## CITY OF LOVEJOY COMPREHENSIVE PLAN



Commuter Rail ARSA

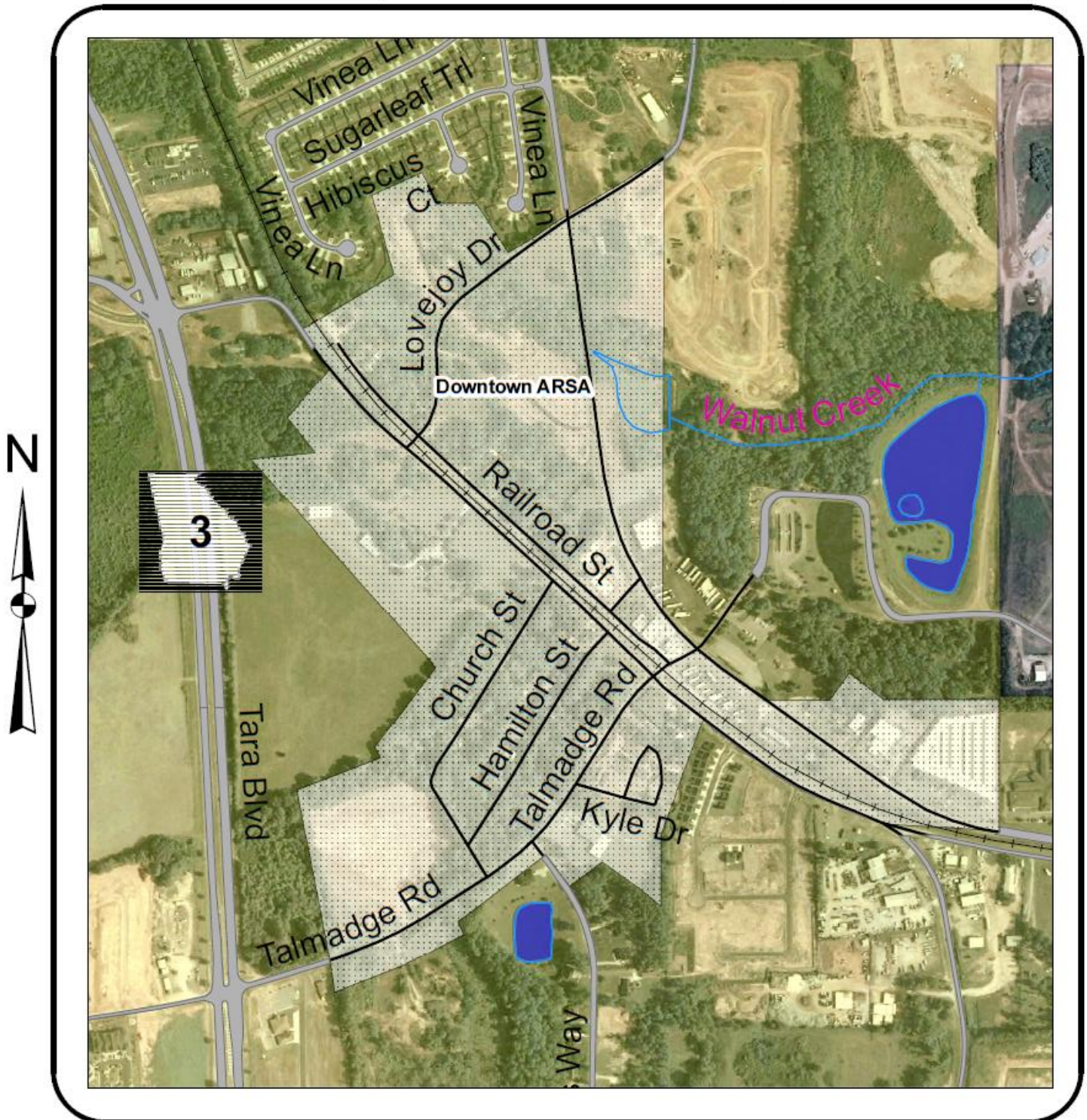
**Prepared by:**  
Whitley Engineering, Inc.  
38 E. Main Street N.  
Hampton, GA 30228  
TEL: (770) 946 - 0256



## **Downtown District**

This site as identified on the map encompasses Lovejoy's main downtown area and continues west along Talmadge Road toward Tara Boulevard (Hwy 19/41). It includes the Community Center, Lovejoy Manor, the public safety facility and portions of the Clayton County Landfill and the detention facility sites. The City has officially identified the boundary for the downtown overlay phase I and has plans to add an additional phase II. Unlike many downtown areas and with the exception of few properties, Lovejoy has a minimum amount historical building remaining in its downtown, thus allowing a more flexible design.

## CITY OF LOVEJOY COMPREHENSIVE PLAN



# Downtown ARSA

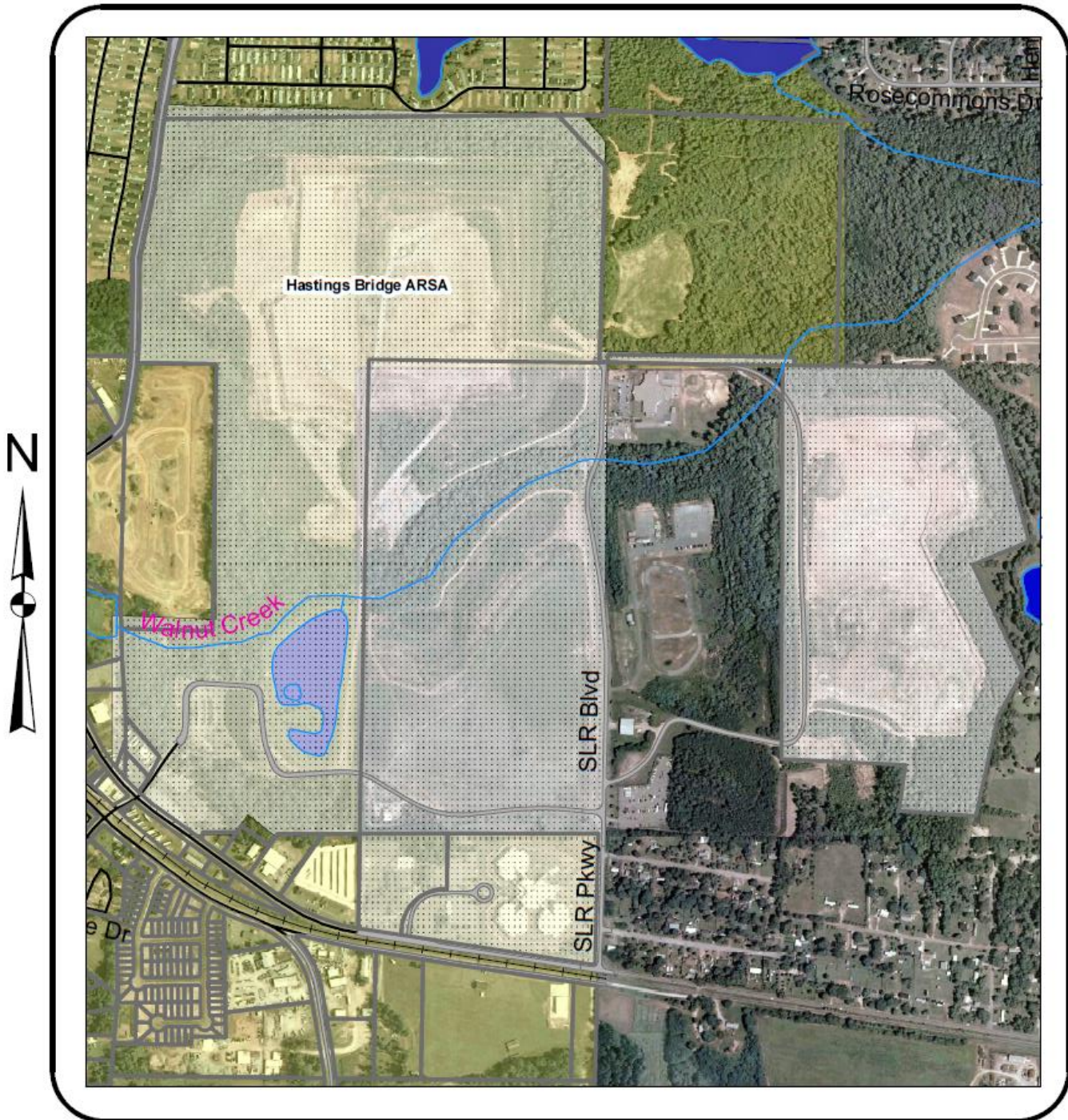
**Prepared by:**  
 Whitley Engineering, Inc.  
 38 E. Main Street N.  
 Hampton, GA 30228  
 TEL: (770) 946 - 0256  
 DATE: 10/20/2014

## **Hastings Bridge East**

This site as identified on the map is located on the east side of Hastings Bridge Road between Lovejoy's Community Center and the Clayton/Henry county line. Properties within this site contain Clayton County's landfill and a detention facility. Due to the intense use of these sites and their level of visibility to both the downtown area and the proposed commuter rail station, the city may consider identifying these sites in a study area to examine potential redevelopment opportunities.



## CITY OF LOVEJOY COMPREHENSIVE PLAN



HASTINGS BRIDGE EAST SITE ARSA

### Prepared by:

Whitley Engineering, Inc.  
38 E. Main Street N.  
Hampton, GA 30228  
TEL: (770) 946 - 0256  
DATE: 10/20/2014

# Needs and Opportunities

## **Economic Development**

- We need to improve our public facility capacity in order to attract new development
- We need to promote revitalization of our downtown
- We would like to create more jobs or economic opportunities in our community
- We would like to develop a strategy for appropriate economic development of our community

## **Development Patterns**

- We would like to avoid more sprawl (or unplanned) development
- We would like to develop and promote tourism opportunities in our community
- We would like to improve the appearance of all, or parts of, our community
- We would like to promote development of vacant sites or abandoned structures in our community

## **Mobility**

- We would like to improve or provide public transportation
- We would like to provide more sidewalks and pedestrian facilities
- We would like to size our streets (width, etc.) to better fit neighborhood needs

## **Community**

- We would like to discourage visual clutter (such as excessive signage) along roadways
- We would like to improve the curb-appeal of commercial or shopping areas
- We would like to increase the amount of greenspace or parkland in our community

- We would like to increase the mix of housing (by size, type, and price range) in certain neighborhoods

## **Conservation**

- We would like to better protect our natural resources (such as streams, wetlands, etc.)
- We would like to encourage development to locate in areas most suitable for new growth
- We would like to protect our trees, particularly where new development takes place

## **Livability**

- We need to manage traffic congestion and commute times
- We would like more affordable housing in our community
- We would like to provide more community gathering spaces

## **Governance**

- We would like to coordinate with neighboring jurisdictions on shared needs
- We would like to improve community services for underserved neighborhoods
- We would like to institute new zoning or similar development regulations
- We would like to reduce the cost of providing public services/facilities
- We would like to streamline our local development review process

# Community Input



## APPROACH TO COMMUNITY ENGAGEMENT

The City and planning team designed several communication tools and activities to ensure that meaningful community input would form the backbone of this plan. A Stakeholder Committee, convened to oversee the process, was the main instrument for guiding development of the plan. The Stakeholder Committee played an essential role in providing input to the comprehensive planning process and represented a diverse cross-section of the City. The members' role was to provide input so that the plan was in line with the City of Lovejoy's community values.

Stakeholder Committee members played a key role in the Comprehensive planning process in that they provided plan oversight and input. At each phase of the planning process, they provided the planning team with a valuable perspective that helped refine the comprehensive planning process.

The Stakeholder Committee met several times beginning with a kick-off gathering in October 2019. A subsequent meeting was held to identify the city's assets and challenges, City's Goals; and a final meeting to review the final plan.

## The Open House

Lovejoy's open house on October 24, 2019 hosted over 35 residents who shared feedback on what they imagine for the future of their city. Having already collected feedback from the stakeholder committee at several meetings, the open house provided an opportunity for the community-at-large to participate in interactive planning activities that speak to the values and needs of Lovejoy.

Attendees thoroughly enjoyed the activities and stated they would like more opportunities to offer input to city government in a fun, interactive way.



## Where Do You Live?

Lovejoy residents located their homes on a map of Lovejoy to better understand which areas of Lovejoy were most represented in the feedback. Representation was balanced across multiple areas of the City.





## Favorite Places

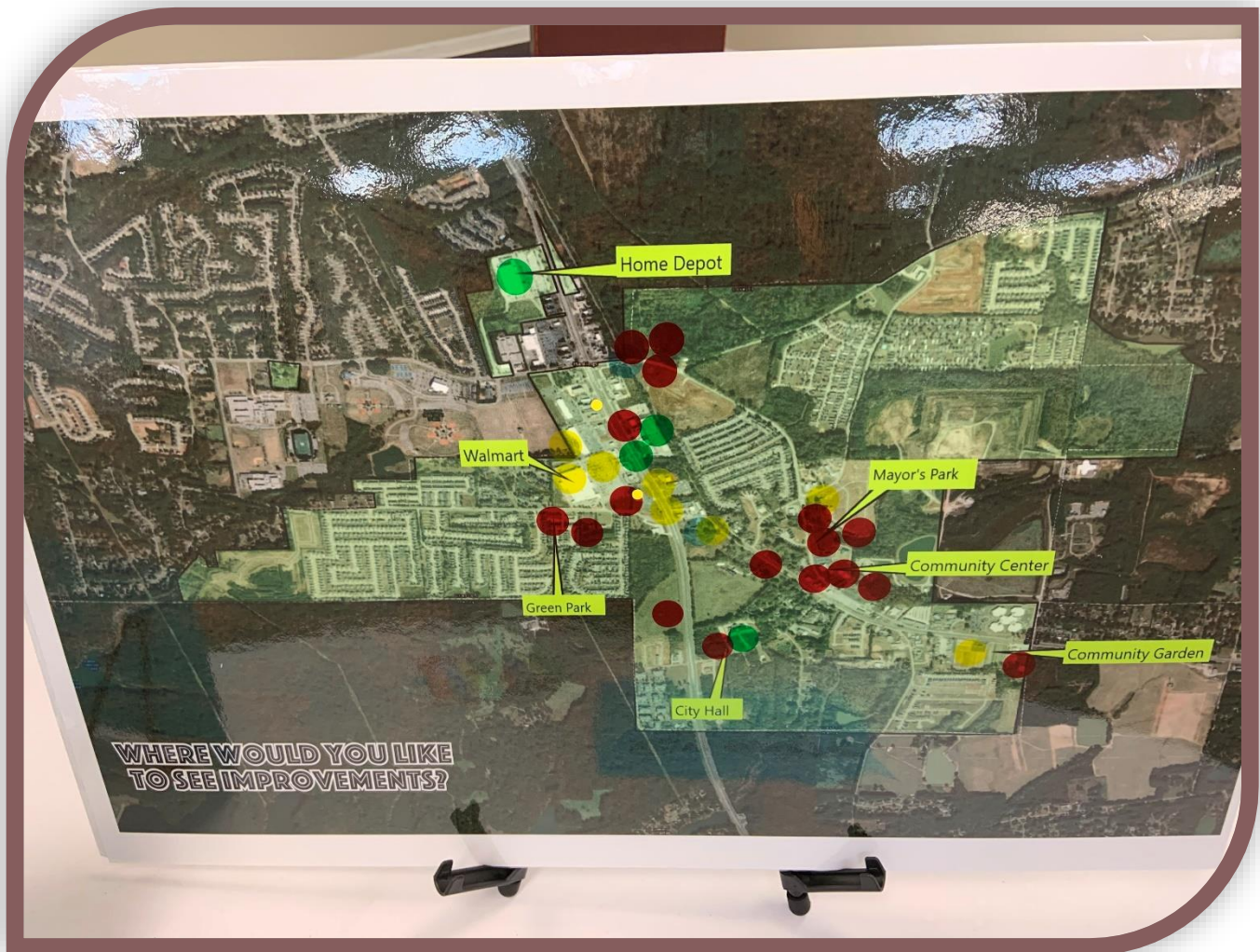
A few spots in Lovejoy were strong favorites among attendees. Downtown Lovejoy received the most sticker tags, while the retail district and the community garden also received significant numbers. This placement represents a theme communicated by residents and the stakeholder committee throughout the planning process: Lovejoy's unique small-town charm, represented by downtown, and its surrounding area are what most residents appreciate about their community.





## Places Needed Improvements

Downtown Lovejoy received a lot of attention as places needing improvement. Those who placed their sticker's downtown primarily focused on the need for more economic development and transportation improvements. The majority of the other sticker's placed where for transportation improvements, which included traffic lights and pedestrian facilities.

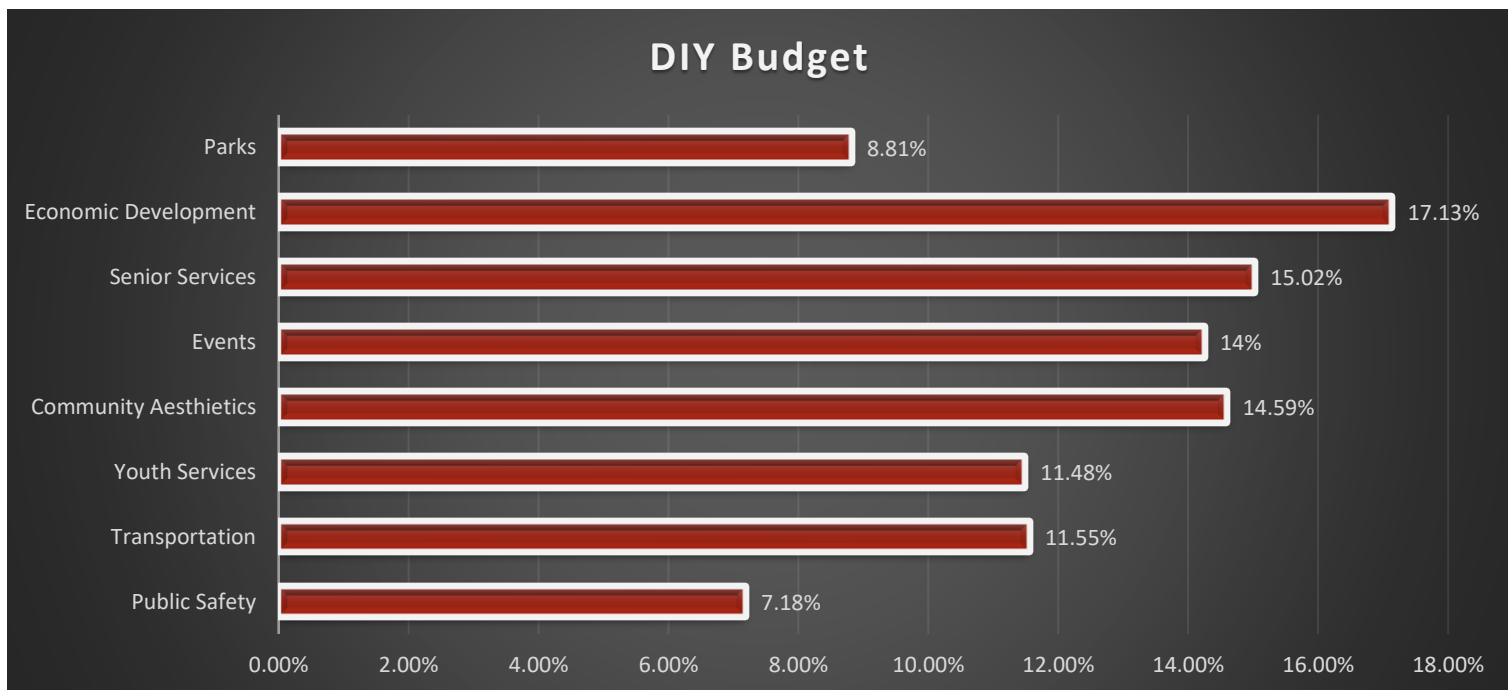


## DIY (Do it Yourself) City Budgeting

Residents prioritized where they would like to see investment made in Lovejoy in the future. Each resident was given a pack of “decision money” to spend on 8 different priorities, ranging from public safety to senior services to community aesthetics. Each money packet included one bill each in six different denominations: \$1, \$5, \$10, \$20, \$50, and \$100. All priorities are listed on the graphic below.

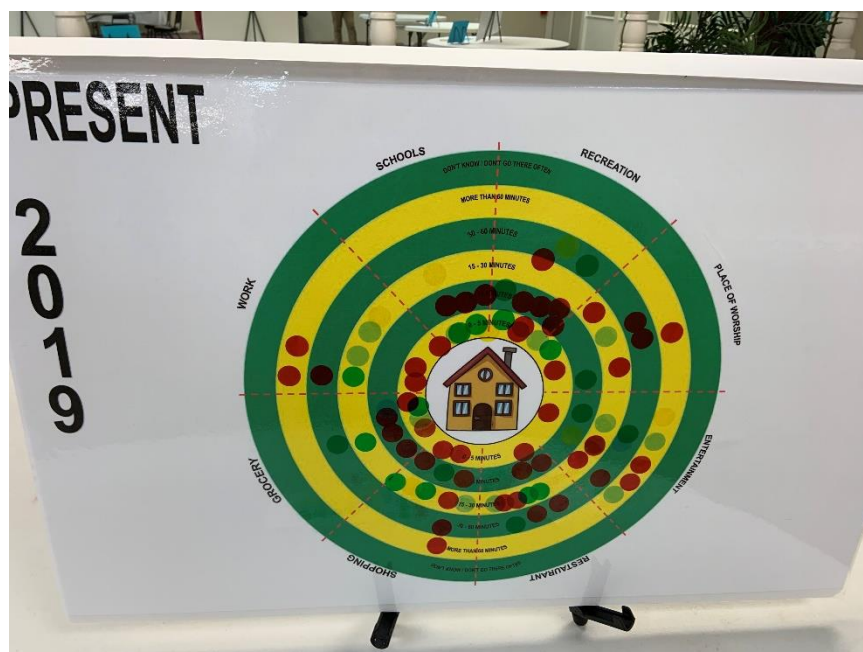
While all areas received comparable totals. Four areas emerged as attendees’ favorites: economic development, senior services, community aesthetics and events.

This exercise was a fun way for residents to make choices about where they would spend money while also ranking their priorities for the future.



### Community Now and Later

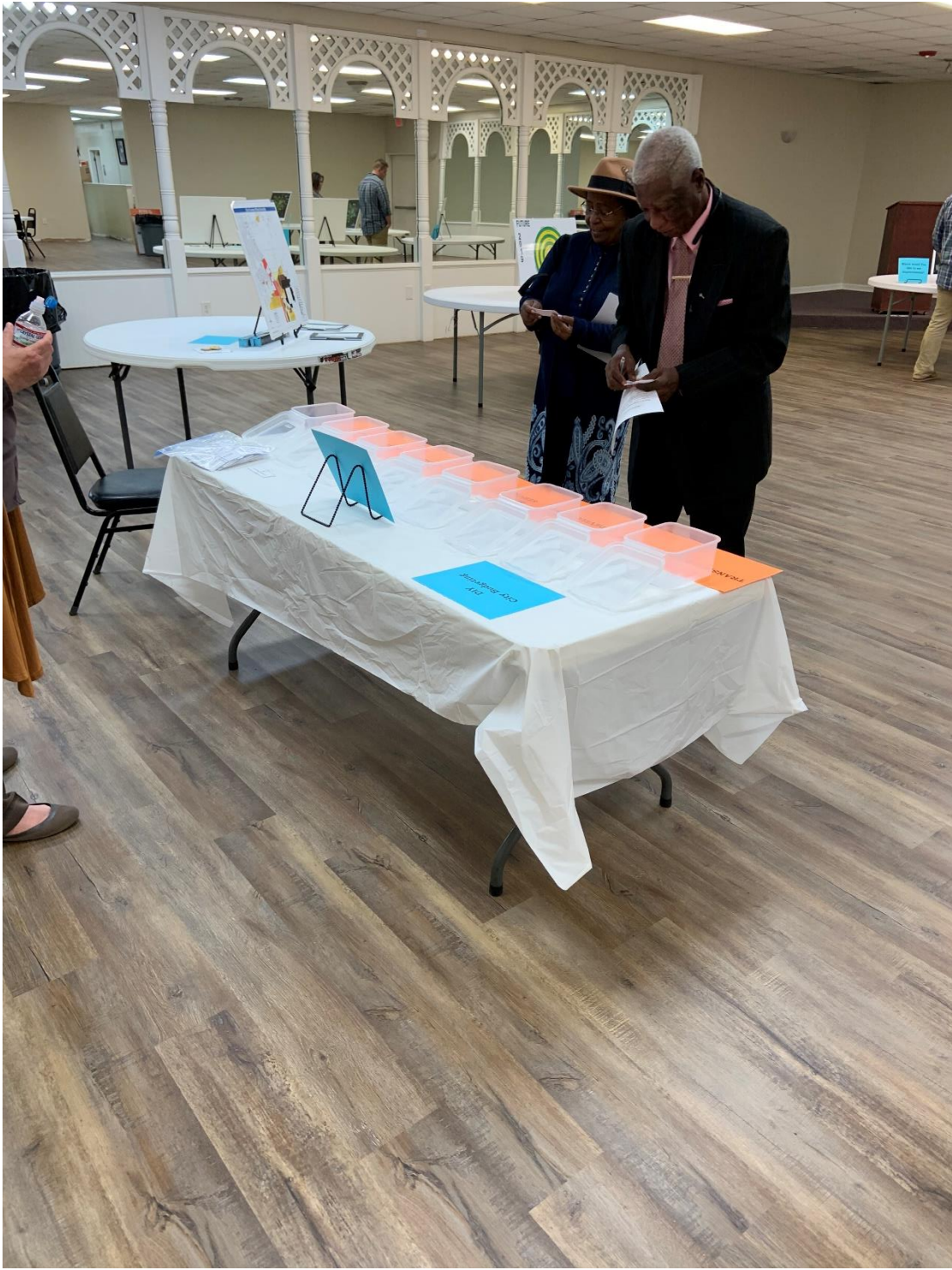
Many residents in Lovejoy are used to driving to get where they need to go. However, the image below shows information shared by residents on their current Lovejoy commute to their daily destinations within thirty to sixty minutes. Overall, Lovejoy residents the furthest for shopping, work, entertainment, and travel restaurants. There is always room for improvement. When residents were asked to complete the same exercise but instead mark their stickers for how long they would like their drive times to be for these locations in the future, almost all participants placed all their stickers within the five-minute ring.



The largest changes occurred in the segments of the circle for shopping, restaurants, entertainment, and work. All of the outreach methods described above provided hundreds of observations and ideas for considerations.



Photos From The Open House Meeting













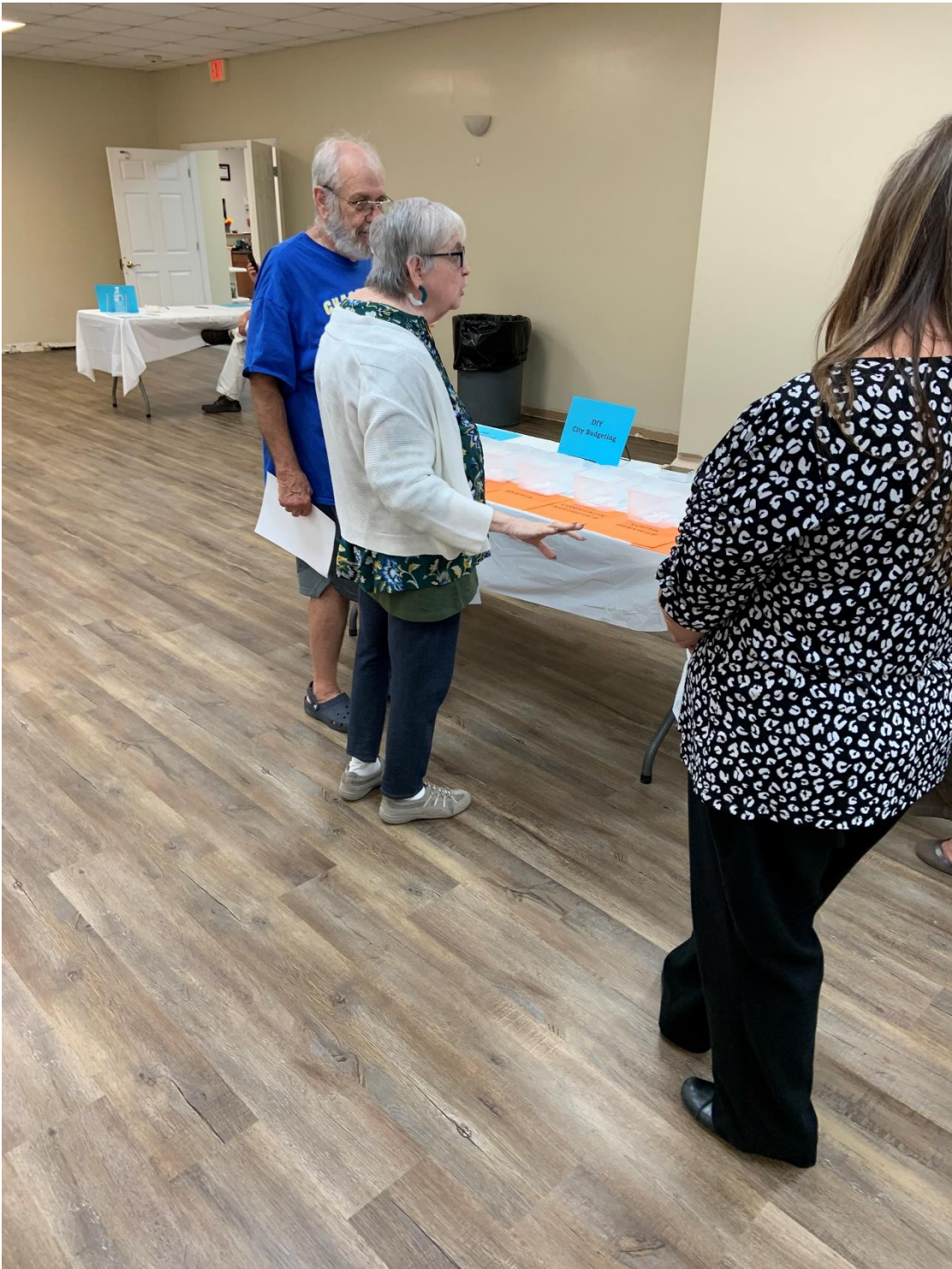






















Stakeholder Committee Meeting





# Community Goals



## Community Goals

The Community Work Program lists all proposed projects, along with timelines, the parties responsible for implementation, and cost estimates. The matrix is intended to serve as a blueprint for achieving the community's vision for the future. The Community Work Program is updated every five years. As the City of Lovejoy moves forward in implementing this Comprehensive Plan, the Goals should continue to be monitored to ensure that they are still relevant to the community.



## **The Community Goals identified in this Comprehensive Plan are as follows:**

### **Economic Prosperity:**

The City of Lovejoy will encourage development or expansion of businesses and industries that are suitable for the community. Factors to consider when determining suitability include job skills required; long-term sustainability; linkages to other economic activities in the region; impact on the resources of the area; or prospects for creating job opportunities that meet the needs of a diverse local workforce.

### **Efficient Land Use:**

The City of Lovejoy will maximize the use of existing infrastructure and minimize the costly conversion of undeveloped land at the periphery of the community. This may be achieved by encouraging development or redevelopment of sites closer to the traditional core of the community; designing new development to minimize the amount of land consumed; carefully planning expansion of public infrastructure; or maintaining open space in agricultural, forestry, or conservation uses.

### **Sense of Place:**

The City of Lovejoy will protect and enhance the community's unique qualities. This may be achieved by maintaining the downtown as focal point of the community; fostering compact, walkable, mixed-use development; protecting and revitalizing historic areas of the community; encouraging new development that is compatible with the traditional features of the community; or protecting scenic and natural features that are important to defining the community's character.

## **Regional Cooperation:**

The City of Lovejoy will cooperate with neighboring jurisdictions to address shared needs. This may be achieved by actively participating in regional organizations; identifying joint projects that will result in greater efficiency and less cost to the taxpayer; or developing collaborative solutions for regional issues such as protection of shared natural resources, development of the transportation network, or creation of a tourism plan.

## **Housing Options:**

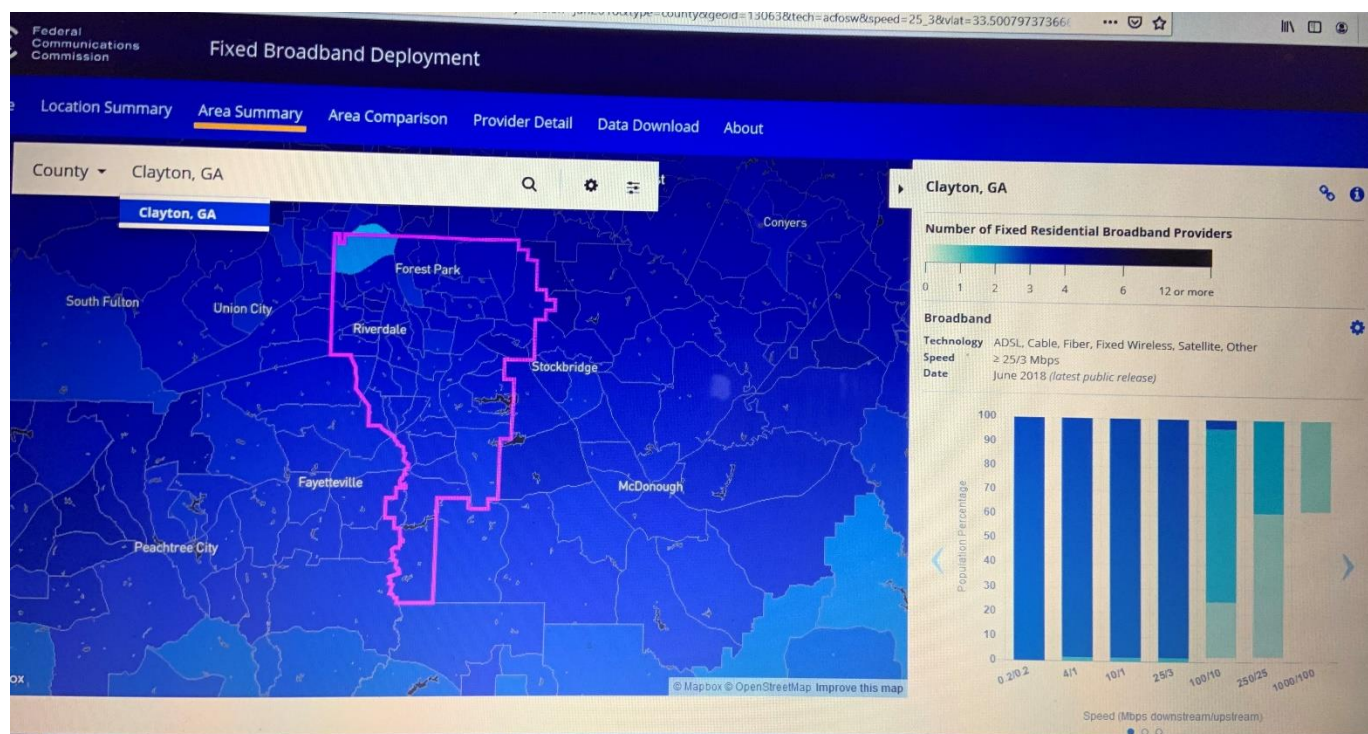
The City of Lovejoy will promote an adequate range of safe, affordable, inclusive, and resource efficient housing in the community. This may be achieved by encouraging development of a variety of housing types, sizes, costs, and densities in each neighborhood; instituting programs to provide housing for residents of all socio-economic backgrounds; or coordinating with local economic development programs to ensure availability of adequate workforce housing in the community.

## **Transportation Options:**

The City of Lovejoy will address the transportation needs, challenges and opportunities of all community residents. This may be achieved by fostering alternatives to transportation by automobile, including walking, cycling, and transit; employing traffic calming measures throughout the community; requiring adequate connectivity between adjoining developments; or coordinating transportation and land use decision-making within the community.

# Broadband Access

Senate Bill 402, known as the ACE Act (Achieving Connectivity Everywhere), directs local communities to address broadband availability in local comprehensive plans. The local government must make an objective determination of whether it is served by broadband service. Appropriate follow-up steps must be identified based on the community's determination of whether it is served by broadband. The following map identifies broadband service in The City of Lovejoy:



Source: <https://broadbandmap.fcc.gov>

As used in this section: “Broadband services” means a wired or wireless terrestrial service that consists of the capability to transmit at a rate of not less than 25 megabits per second in the downstream direction and at least 3 megabits per second in the upstream direction to end users and in combination with such service provides:

- Access to the Internet; or
- Computer processing, information storage, or protocol conversion.

And “Broadband services provider” means any provider of broadband services or a public utility or any other person or entity that builds or owns a broadband network project. Metro Atlanta, and The City of Lovejoy, generally enjoy widespread access to broadband technology from at least two to four service providers. However, feedback from the community indicated that residents would like better service and a greater number of options in service providers. As the market for broadband technology continues to expand and improve throughout the region and the State, The City of Lovejoy seems positioned to ensure that access to the technology will be available in their market.



# **Future Land Use and Development**

The Future Land Use Map is a tool to implement the City of Lovejoy's vision and to address the challenges and improve the assets of the city. Please refer to the future land use map for the City of Lovejoy, which is included in this document as well as a separate document due to the size and scale of the map to identify specific areas within the city. Eleven future land uses categories have been classified and mapped. Guidelines and recommendations for each of these categories are described as follows:

## **Residential**

Residential land uses are defined by housing type which also bears a relationship to density.

**Single Family Residential** represent the lowest density and are established on building lots ranging from one-tenth of an acre to more than one acre.

**Multi-family Residential** represents a variety of housing types, like apartments, townhomes, and condos.

**Manufactured Home developments** are single story and reach a density between the detached and attached dwelling types, with individual units generally established on 2,400 to 3,200-square foot lots. Dwellings dominate land use in the residential category although customary uses in these districts include places of worship, schools and parks. The Future Land Use Map differentiates between single family detached, townhouse, manufactured and multifamily units.

## **Mixed Use**

The mixed-use land category is an appropriate location for Planned Unit Developments (PUD), which could have a mixture of uses including single family residential, multi-family residential, commercial and open space.

## **Business**

Business uses consist of non-industrial business uses, including retail sales, office, service and entertainment facilities. Hotels, restaurants, shopping centers, offices, banks, automotive repair shops and dry cleaners are examples of commercial land uses. Development intensity depends on the size of individual structures, although surface parking needs tend to limit the building coverage of commercial sites.

## **Industrial-Heavy/Light**

This category consists of land dedicated for the Light and Heavy industrial zoning districts that may include, warehousing and wholesale trade facilities, manufacturing facilities, processing plants, factories, mining or mineral extraction activities, landfills and similar uses. Potential impacts of these uses normally excludes their establishment near residential in particular, but a range of other uses as well.

## **Public/Institutional**

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

## **Transportation/Communication/Utilities**

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

## **Park/Recreation/Conservation**

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

## **Agriculture**

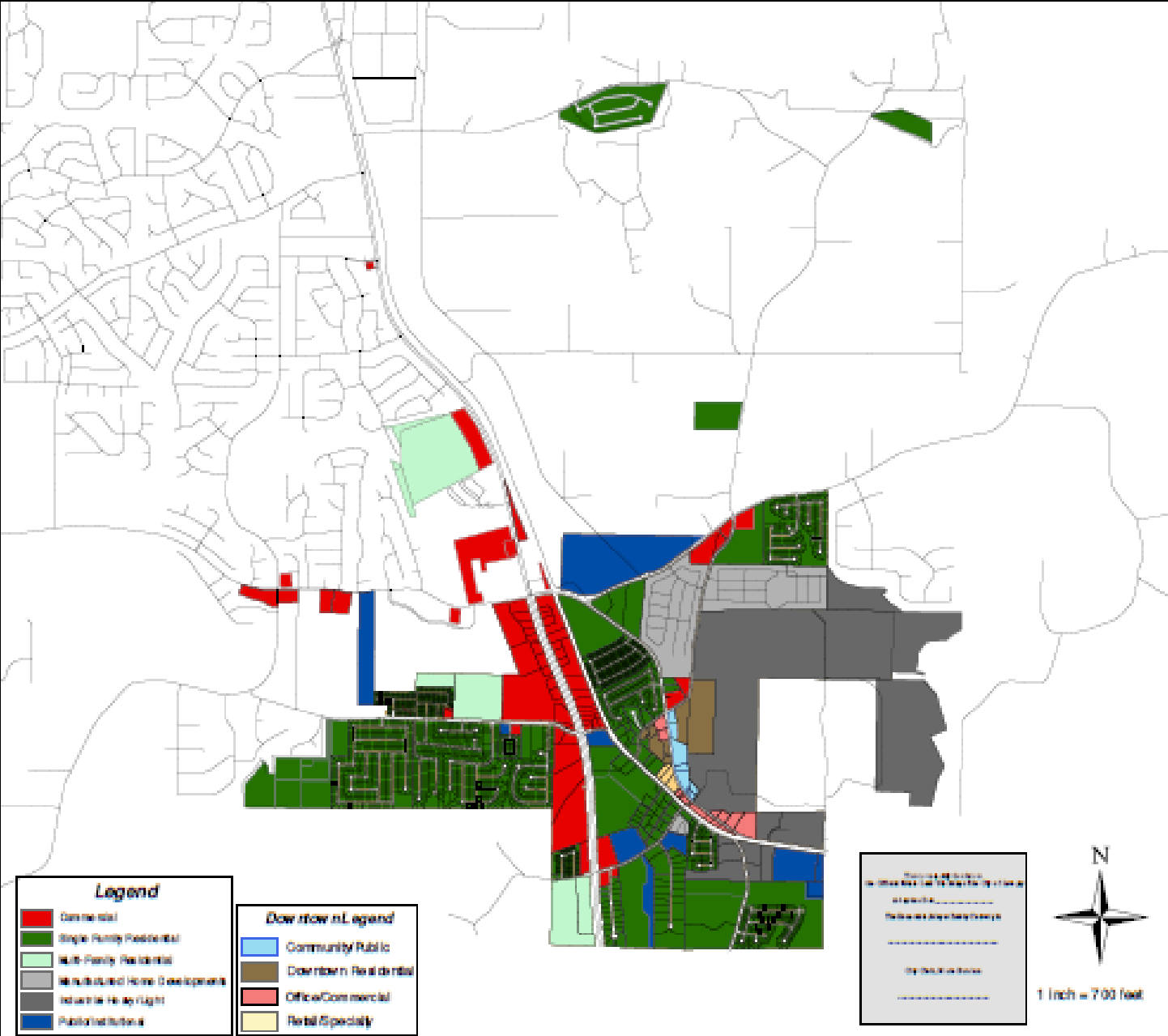
Agricultural land is dedicated to farming, for example, crop fields, feed lots, pastures, farmsteads, specialty farms and livestock production or similar rural uses.

## **Undeveloped**

This category represents uses on land that has never been developed and land that has been developed but has since been abandoned. The category also includes vacant portions of residential subdivisions or industrial parks and water bodies.



# City of Lovejoy Future Land Use



# Citywide Polices

The Community Goals help identify the community's direction for development. Regular update of the Community Goals is not required, although communities are encouraged to amend the goals whenever appropriate. Community Goals were reviewed as a part of the 2019 Comprehensive Plan update. The 2014 plan provided the baseline information for comment and feedback. Through Steering Committee meetings and a public workshop, the 2014 Goals were largely affirmed with some additions. These goal statements are supported with policies at the beginning of relevant chapters of the plan.

## **Land Use**

- Ensure the quality of new development
- Encourage well-coordinated development
- Improve quality of life for all residents
- Encourage sustainable development practices
- Improve coordination of planning mechanisms
- Effectively manage implementation of land use policies
- Protect and conserve existing natural resources
- Identify and protect cultural resources
- Connect resources to development decisions
- Utilize natural resources to improve quality of life
- Encourage the development of downtown as the vibrant center of Lovejoy in order to improve the overall attractiveness and local quality of life.
- Encourage conservation subdivision development whenever feasible.

- Our decisions on new development will contribute to, not take away from, our community's character and sense of place.
- Our community will use land efficiently to avoid the costs and problems associated with urban sprawl.
- Our gateways and corridors will create a "sense of place" for our community.
- Promote and support appropriate residential and non-residential in-fill development and redevelopment that complement downtown.

## **Economic Development**

- Improve the employment options for residents
- Increase opportunities for workforce development
- Undertake business development and promotion
- Improve coordination of economic development and planning
- Improve and maintain quality of educational services
- Improve quality of life through focus on health, safety and welfare of residents
- Improve and maintain access to arts and culture
- Ensure and improve quality of amenities and public services
- Improve local identity and public relations

## **Housing**

- Ensure quality of residential development
- The provision of housing for all residents
- Maintain the quality of existing housing
- Coordinate housing and economic development
- Encourage various housing types.

## **Transportation**

- Improve walkability and connectivity
- Improve provision of transit services
- Improve traffic flow and quality of roadways
- Effectively manage implementation of transportation projects
- Incorporate traffic calming designs throughout Lovejoy.

## **Intergovernmental Coordination**

- Provide and support opportunities to share services and facilities with neighboring jurisdictions.
- Collaborate planning issues on a regional level with neighboring jurisdictions and/or various local entities.
- We will provide input to other public entities in our area when they are making decision that are likely to have an impact on our community or our plans for future development.



# Transportation



## Clayton County Comprehensive Transportation Plan

Clayton County adopted an updated Comprehensive Transportation Plan (CTP) in August 2018. This plan acts as a roadmap for future development of the County's transportation network based on assessed needs.

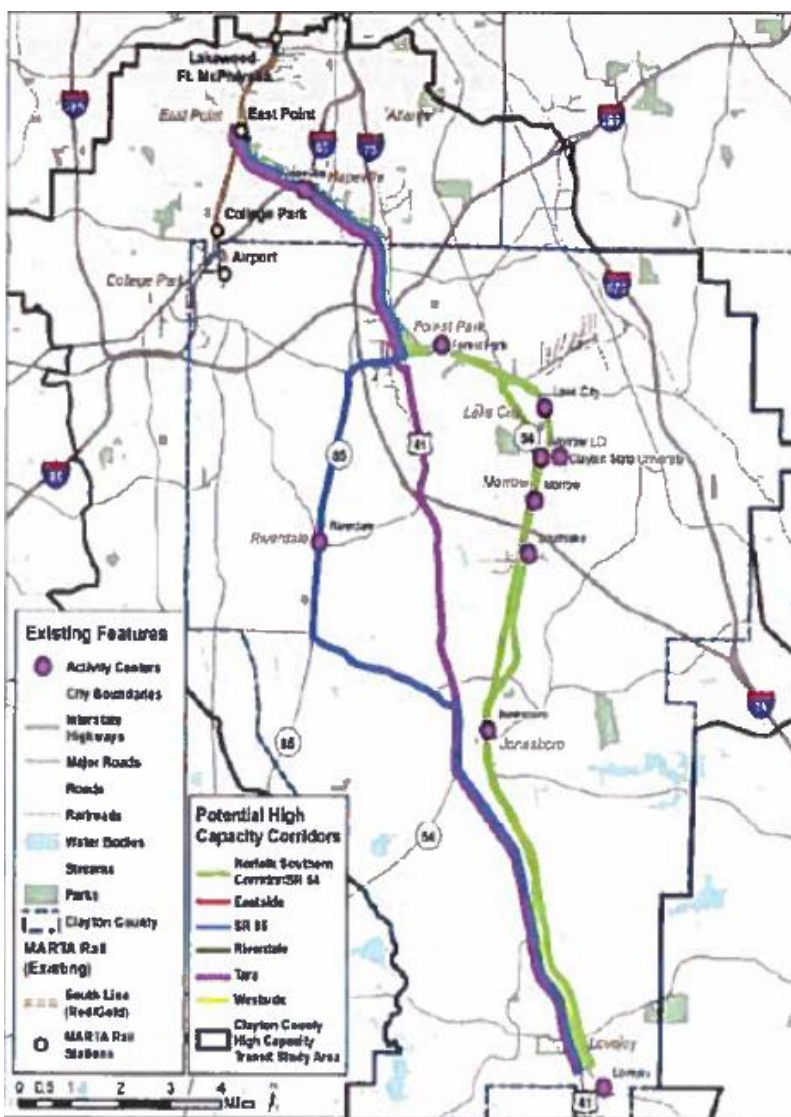
Primary goals identified include:

- Enhance and maintain the transportation to meet existing and future needs
- Ensure the transportation system promotes and supports appropriate land use and development
- Encourage and support safety and security
- Improve connectivity and accessibility
- Enhance mobility for all users of the transportation system
- Promote and support economic development and redevelopment
- Improve quality of life, preserve the environment, and protect neighborhood integrity
- Engage the public with effective outreach strategies

Clayton County conducted a thorough analysis of projected changes in population, employment, and land use to determine the County's future transportation needs. The County is expected to grow in both population and employment while maintaining its predominantly suburban development pattern. These two conditions indicate that traffic volumes and demand on existing transportation infrastructure will grow. To accommodate this increased demand, the plan highlights making key north-south and east-west connections. North-south connections facilitate trips between Fulton and Henry Counties while east-west connections facilitate intra-county trips.

In addition to County-wide connectivity, the CTP emphasizes that more transportation projects should accommodate pedestrians and bicyclists, particularly

around County's growing mixed-use developments. The plan recommends that the County adopt 'Complete Streets' approach near mixed-use developments to enhance the County's safety and livability. Furthermore, the CTP recommends coordination between land use policy, economic development strategies, and transportation plans and projects. Recent changes to the County's zoning ordinance encourage economic redevelopment through new zoning districts that allow more compact, mixed use development. Transportation planning and projects should support these new land uses and accommodate all users.



Transit is a critical component of Clayton County's transportation network. Clayton County's transit system consists of rail and bus services. MARTA Red and Gold rail lines connect H-JAIA to other destinations in metro Atlanta north of the county. For circulation within the county, 21 MARTA and GRTA bus lines serve various destinations in the northern Clayton County and between Jonesboro and Lovejoy at the southeast.

In November 2014, Clayton County voters approved a referendum to allow MARTA to expand in to the county. The action was based on an agreement between Clayton



County and MARTA in July 2014, which stipulated that, in exchange for transit service, Clayton County would collect a one-cent sales tax for MARTA services, projected to generate roughly \$45 million per year. The agreement stipulated that one-half of the tax would be directed to bus service in the county and the other half would be used to fund a future commuter rail or a comparable form of high-capacity service connecting to the county from the MARTA regional rapid transit system.

In MARTA's Clayton Extension Report (July 2014), the county transit expansion was envisioned as passenger rail service, within the Norfolk Southern right-of-way, either on shared track or in new, exclusive track. Project planning and construction were expected to occur in two phases:

- From the existing MARTA East Point station south to Jonesboro, projected to be open for service in 2022, with estimated capital costs from \$250 million to \$414.6 million and an estimated \$10 million to \$12 million in annual operating costs.
- From Jonesboro south to Lovejoy, to undergo advanced planning if warranted by demand and conditions. The report did not provide estimates for delivery years or costs.

# Housing

In 2018, Clayton County conducted a consolidated plan to coordinate the investments of its three HUD grants: Community Development Block Grant, HOME, and Emergency Solutions Grant. The primary goal of these programs is to develop viable urban communities by providing decent housing, a suitable living environment and expanding economic opportunities principally for low- and moderate-income persons. The plan outlines the following objectives:

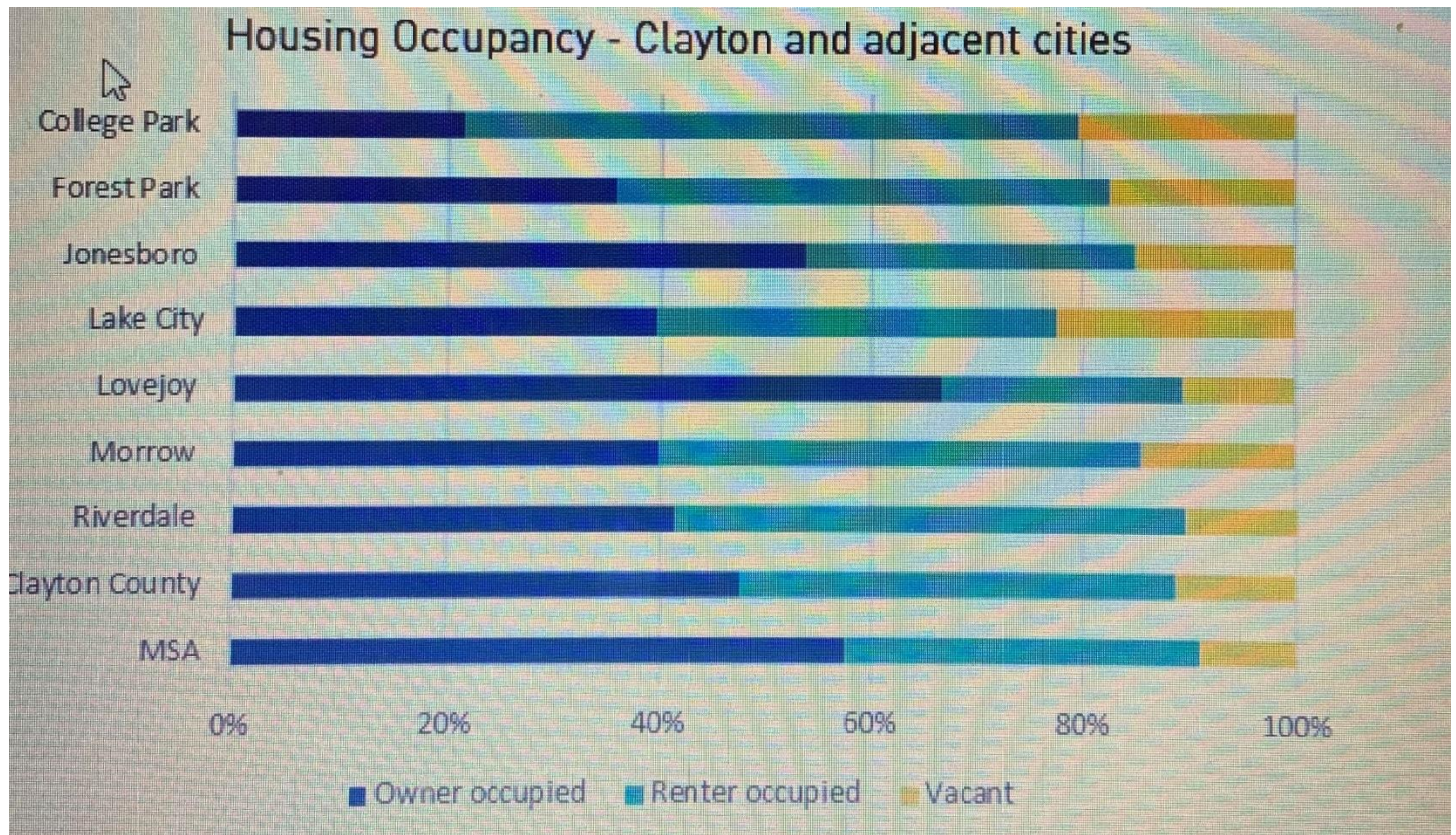
- Increase access to affordable housing
- Provide senior facilities and facilities for the homeless
  - Assist homeless persons to move towards stable, economically sustainable, long-term housing
- Continue to implement code enforcement
- Support the revitalization of communities to benefit low- and moderate-income persons

Key elements of the County's plan for addressing decent housing include assisting both the homeless and those at risk of becoming homeless, increasing the stock of affordable housing in standard condition and retaining existing housing units. A need to increase the supply of housing with supportive services needed for persons with special needs was also identified.

A suitable living environment improves the health, safety and livability of neighborhoods. It encourages mixed income neighborhoods, access to facilities, revitalization of existing neighborhoods and conserves existing natural, historic and character defining features of a community.

Economic opportunity ensures that consideration is given to creation and retention of jobs; encouragement of small business; supports mortgage financing for low income persons and encourages non-discriminatory lending practices and access to capital.

According to the American Community Survey (2017) approximately 40% of Clayton County's housing has been built since 1990. Single family structures make up 69% of the housing units in Clayton County. 11% of housing units are vacant. The remaining housing units are split fairly evenly with 47% owner occupied and 41% renter occupied. The median home value in Clayton County is \$89,400 and median rent is \$921 (2017).





# Economic Development

In 2013, the Georgia Institute of Technology's Enterprise Innovation Institute prepared a Strategic Economic Development Plan for Clayton County, the Development Authority of Clayton County, and the Clayton County Chamber of Commerce. Over a nine-month period, Georgia Tech developed the plan using a combination of stakeholder feedback, community engagement and technical analysis.

The plan defines the following economic development vision and mission statement to guide its recommendations:

Vision: Build upon our strengths, resources, and collaborative efforts to create an environment where business and residents thrive.

Mission Statement: Clayton County will advance economic development by:

- Working collaboratively across city and county lines to market, promote, and grow business and employment opportunities;
- Building a supportive relationship between our public and private sector;
- Strengthening our educational system and workforce; and
- Embracing our diversity to foster an inclusive economy.

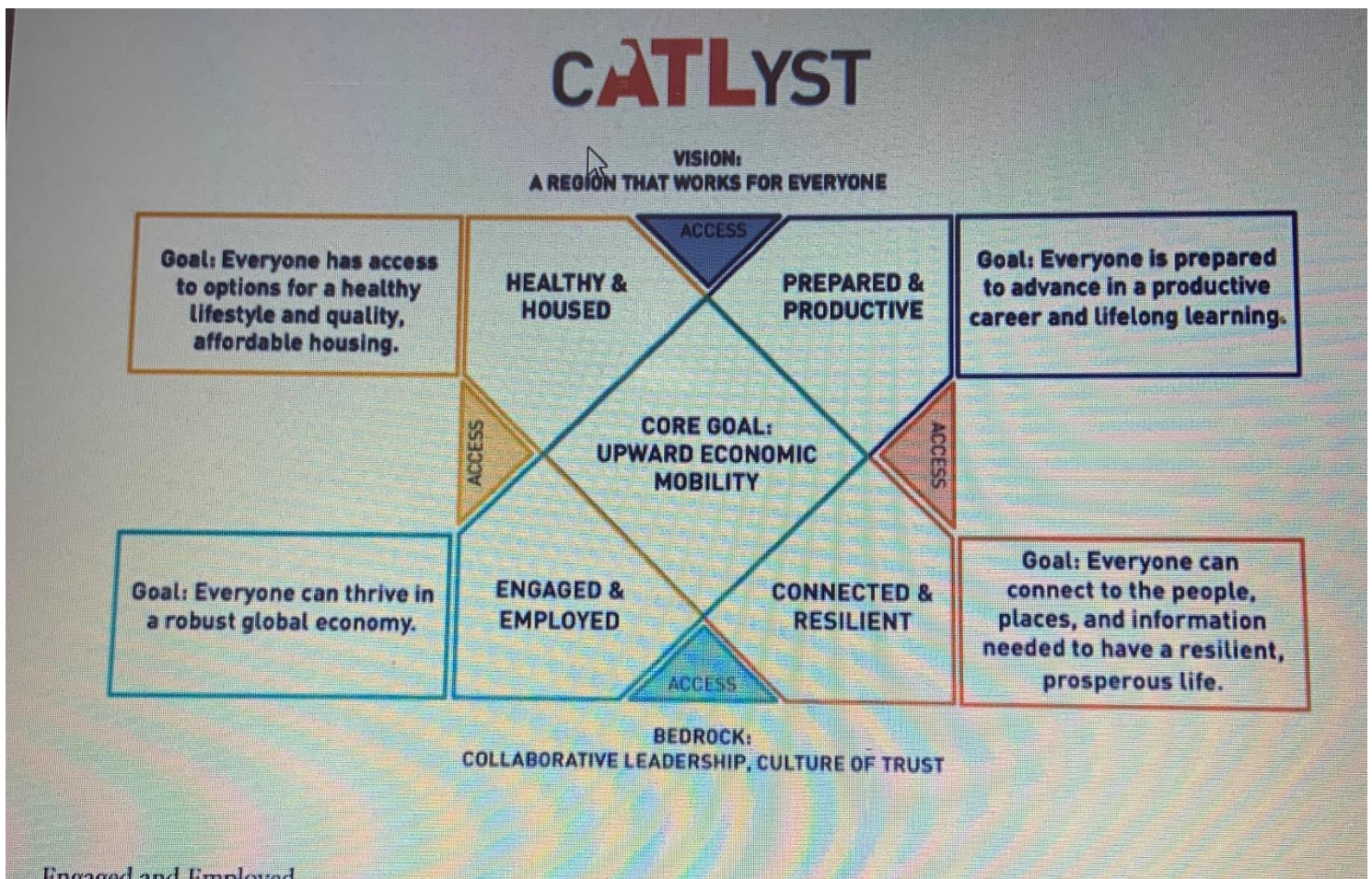
The plan establishes six long-term economic development goals and offers corresponding recommendations to meet these goals:

1. Goal: Improve the internal and external image of Clayton County.
  - Recommendation: Develop formal agreement and approach between cities and county to collectively shape a positive image for Clayton County.
2. Goal: Develop a better and broader relationship between the private and public sector in Clayton County.

- Recommendation: Elevate importance of retailing and expanding existing industry in Clayton County. Broaden number of people formally involved in the effort to visit, retain, and expand existing industry.
3. Goal: Create more opportunities for Clayton County residents to find and retain employment.
    - Recommendation: Prioritize workforce development as a key economic development tool for improving family and self-sufficiency and reducing unemployment.
  4. Goal: Refine targeted industry sectors for business recruitment.
    - Recommendation: Target business sectors based on the Business Opportunities Assessment and broad community support.
  5. Goal: Recognize the importance of entrepreneurship and small businesses in Clayton County.
    - Recommendation: Build upon existing activities that promote entrepreneurship and strengthen the small business community in Clayton County.
  6. Goal: Grow the impact of Public Higher Education Institutions on Clayton County's economic development.
    - Recommendation: Develop a framework for engagement between Clayton State University, Atlanta Technical College, and community/economic development organizations within Clayton County. Develop additional partnerships between Clayton State University and Atlanta Technical College.

CATLYST is the regional competitiveness strategy for the 10-county Metro Atlanta region, including Clayton County. It serves as the Comprehensive Economic Development Strategy (CEDS) in accordance with the U.S. Economic Development Administration's requirements and was adopted in 2017. The vision of the CATLYST Strategy is to have a competitive economy and region that works for everyone.

The CATLYST Strategy is built on four pillars and their relevant policies to focus on the needs of individual residents in the metro region:



## Engaged and Employed

- Expand the regional economic development marketing alliance's activities.
- Further amplify and activate Aerotropolis Atlanta.
- Promote and expand resources available for entrepreneurs and small businesses.
- Establish an entrepreneurial platform dedicated to solving regional problems.
- Expand programs that connect corporations and MWSBEs. Prepared and

## Productive

- Fully support Learn4Life and replicate similar cradle-to-career initiatives throughout metro Atlanta.
- Raise awareness viable STEAM career tracks among K-12 students and their parents.
- Increase early childhood education funding and quality programming.
- Continue to expand the region's involvement in HDCl, creating sector partnerships & programming.
- Support the development of entrepreneurial thinking among the region's youth.

## CATLYST

- Increase businesses' engagement in schools across the region.
  - Address gaps in education, workforce development, and social support offerings across the region.
  - Establish a collective impact approach to re-engage disconnected workers across the region.
  - Expand expungement programs for nonviolent criminal offenders. Connected and
- ## Resilient

- Study and take action on the inheritance of poverty and its negative impacts.



- Establish an organization dedicated to advancing diverse leadership across the region.
- In a comprehensive regional approach, protect and connect future greenspaces.
- Seek funding diversity for the LCI to support broader efforts.
- Expand ARC's Regional Public Art Program and similar programs.
- Increase area counties' participation in a regional transit network.
- Host regional forums to ensure the region is prepared for autonomous vehicles and other disrupters. Healthy and Housed
- Facilitate a regional housing strategy.
- Build the capacity of non-profits and other organizations dedicated to housing.
- Provide local governments with a toolkit to address poverty.
- Expand resources to help communities improve healthy, safe lifestyles for their residents.
- Update requirements of ARC's programs to reflect the spirit of the CATLYST Strategy.

# **Community Work Program**

Project or Activity	2020	2021	2022	2023	2024	Responsible Party	Cost Estimate	Funding Source
Actively participate in with Regional Economic Development Organizations	X	X	X	X	X	City	\$0	
Seek grant sources to fund staff, coordinate, develop and implement an Economic Development Plan	X	X	X	X	X	City	Included in salary of staff	Grants/General
Continue support for the Commuter Rail System and develop a Focus Group to perform studies as they arise	X	X	X	X	X	City	Varied according to project need	General Fund
Update Comprehensive Plan and Future Land Use Plan					X	City	\$40,000	General Fund
Review and revise accordingly all development regulations to support the state's adopted planning practices for quality growth								
Land Development and Subdivision Regulations		X	X			City	\$30,000	General Fund
Landscape/Tree Ordinance	X	X					\$10,000	
Downtown District Overlay Phase II			X	X			\$18,000	
Promote educational /job training efforts from regional sources	X	X	X	X	X	City	\$0	

<b>Project or Activity</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>Responsible Party</b>	<b>Cost Estimate</b>	<b>Funding Source</b>
Seek opportunities to promote Lovejoy's economic efforts through various state agencies and interstate clearinghouses	X	X	X	X	X	City	\$0	
Solicit and encourage community participation in upcoming work to the Comprehensive Plan					X	City	\$0	
Revise Capital Improvements Plan	X	X				City	\$15,000	General Fund
Seek grant funds for installation of Severe Weather Alert System	X	X				City	\$0	
Expand or construct new post office				X	X	Private	\$400,000	Private
Traffic signal application to GDOT for Talmadge Road at Tara Boulevard	X	X				City	\$19,000	General Fund/SPLOST
Design and complete right-of-way acquisitions to Talmadge Road from Tara Boulevard to Hastings Bridge Road		X	X			City	\$90,000	General Fund/SPLOST
Complete construction and improvements to Talmadge Road to Hastings Bridge Road		X	X			City	\$250,000	General Fund/SPLOST
Cooperate with Georgia Regional Transportation Authority in ensuring that the Commuter Rail Station is established in Lovejoy	X	X	X	X	X	City	\$0	
Develop a package of incentives to leverage employment for Lovejoy residents	X	X	X	X	X	City	\$10,000	General Fund
Update Stormwater Post Construction Ordinances	X					City	\$10,000	General Fund
Design and construct wetland pond at Community Event Center	X	X				City	\$178,000	General Fund

Project or Activity	2020	2021	2022	2023	2024	Responsible Party	Cost Estimate	Funding Source
Sidewalks Lovejoy Road from Highway 41-19 to Talmadge Road		X	X			City	\$228,000	SPLOST
Sidewalks Lovejoy Road from Talmadge Road to Henry County Line		X	X			City	\$153,000	SPLOST
Paving city streets - all streets within the five year period	X	X	X	X	X	City	\$2,500,000	SPLOST
Renovations for Mayors Park	X	X				City	\$100,000	SPLOST/General Fund/CDBG
East Lovejoy Road from Wallis Drive to Hastings Bridge Road	X	X				City	\$200,000	LMIG/SPLOST/General Fund
Sidewalks Hastings Bridge Road from Calloway Crossing to Jonesboro Road	X	X	X	X	X	City	\$35,000	SPLOST
Design and construct dog park and skate park		X	X			City	\$206,000	General Fund
Construct new playground	X	X				City	\$210,000	General Fund
Design and construct water quality system in parking lot	X	X				City	\$66,000	General Fund
TE project Hasting Bridge to Glebe CT south of Talmage Rd	X	X				City	\$1,230,000	LMIG/SPLOST/General Fund



# Report of Accomplishments

Project or Activity from Previous STWP	Completed	Currently Underway	Postponed	Not Accomplished	*Explanation for Postponed or Not Accomplished Project or Activity
Zoning Ordinance	X				Completed 2016
Plan, design and construct an amphitheater	X				Completed 2018
Develop a Comprehensive Transportation Plan	X				Completed 2018
Completely revise Comprehensive Plan and Future Land Use Plan		X			Under review by ARC and DCA
Solicit and encourage community participation in upcoming Comprehensive Plan update	X				Completed 2019
Revise Capital Improvement Plan				X	Postponed due to funding. Project added back to Community Work Program for 2020-2024 and is set to be resumed between 2020 and 2021.
Seek grant funds for installation of Severe Weather Alert System				X	Postponed due to staffing. Project added back to Community Work Program for 2020-2024 and is set to be resumed between 2020 and 2021.
Expand or construct new post office				X	Postponed due to funding. Project added back to Community Work Program for 2020-2024 and is set to be resumed between 2023 and 2024.
Paving city streets - all streets within the five year period				X	Postponed due to funding. Project added back to Community Work Program for 2020-2024 and is set to be resumed between 2020 and 2024.

<b>Project or Activity from Previous STWP</b>	<b>Completed</b>	<b>Currently Underway</b>	<b>Postponed</b>	<b>Not Accomplished</b>	<b>*Explanation for Postponed or Not Accomplished Project or Activity</b>
Design and complete right-of-way acquisitions to Talmadge Road from Tara Boulevard to Hastings Bridge Road				X	Postponed due to funding. Project added back to Community Work Program for 2020-2024 and is set to be resumed between 2021 and 2022.
Traffic signal application to GDOT for Talmadge Road at Tara Boulevard				X	Postponed due to funding. Project added back to Community Work Program for 2020-2024 and is set to be resumed between 2020 and 2021.
Complete construction and improvements to Talmadge Road to Hastings Bridge Road				X	Postponed due to funding. Project added back to Community Work Program for 2020-2024 and is set to be resumed between 2021 and 2022.
Sidewalks Lovejoy Road from Highway 41-19 to Talmadge Road				X	Postponed due to funding. Project added back to Community Work Program for 2020-2024 and is set to be resumed between 2021 and 2022.
Sidewalks Lovejoy Road from Talmadge Road to Henry County Line				X	Postponed due to funding. Project added back to Community Work Program for 2020-2024 and is set to be resumed between 2021 and 2022.
East Lovejoy Road from Wallis Drive to Hastings Bridge Road				X	Postponed due to funding. Project added back to Community Work Program for 2020-2024 and is set to be resumed between 2020 and 2021.
Sidewalks Hastings Bridge Road from Calloway Crossing to Jonesboro Road				X	Postponed due to funding. Project added back to Community Work Program for 2020-2024 and is set to be resumed between 2020 and 2024.
Review and revise accordingly all development regulations				X	Postponed due to staffing and funding. Project added back to Community Work Program for 2020-2024 and is set to be resumed between 2020 and 2024.

