

**DATE:** November 1, 2024

**TO:** Mayor Marci Fluellyn, City of Lovejoy  
**ATTN TO:** Mark Whitley, City Engineer, City of Lovejoy  
**FROM:** Mike Alexander, COO, Atlanta Regional Commission

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:** 2024 City of Lovejoy Comprehensive Plan Update

**Description:** A regional review of the draft 2024 City of Lovejoy Comprehensive Plan Update.

**Submitting Local Government:** City of Lovejoy

**Action Under Consideration:** Approval

**Date Opened:** November 1, 2024

**Deadline for Comments:** November 22, 2024

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

ATLANTA REGIONAL COMMISSION  
GEORGIA DEPARTMENT OF TRANSPORTATION  
GEORGIA ENVIRONMENTAL FINANCE AUTHORITY  
CITY OF STOCKBRIDGE

GEORGIA DEPARTMENT OF NATURAL RESOURCE  
GEORGIA REGIONAL TRANSPORTATION AUTHORITY  
CITY OF HAMPTON  
CLAYTON COUNTY

GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS  
GEORGIA SOIL AND WATER CONSERVATION COMMISSION  
CITY OF JONESBORO  
HENRY COUNTY

**Review information is attached.**

Please submit comments to [dshockey@atlantaregional.org](mailto:dshockey@atlantaregional.org) For questions, please contact ARC Plan Review Manager Donald Shockey at [dshockey@atlantaregional.org](mailto:dshockey@atlantaregional.org) or 470-378-1531. If no comments are received by **Friday November 22, 2024**, ARC will assume your agency has no input on the subject plan. The ARC review website is located at <https://atlantaregional.org/community-development/comprehensive-planning/plan-reviews/>



**Marci Fluellyn, Mayor**

2296 Talmadge Rd.

P.O. Box 220

Lovejoy, GA 30250

770-471-2304 (office)

770-471-6499 (fax)

[m\\_fluellyn@cityoflovejoy.com](mailto:m_fluellyn@cityoflovejoy.com)

October 24, 2024

Atlanta Regional Commission

Attention: Donald Shockey, AICP-CUD, LEED GA, CNU-A

International Tower

229 Peachtree Street N. E.

Suite 100

Atlanta, GA 30303

**Re: Comprehensive Plan Update Submittal**

Dear Mr. Shockey:

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 at 770-471-2304 or [m\\_whitley@cityoflovejoy.com](mailto:m_whitley@cityoflovejoy.com)

Sincerely,

A handwritten signature in blue ink that reads "Marci Fluellyn".

Marci Fluellyn

Mayor, City of Lovejoy

Enclosures

RESOLUTION NO. 2024-08

CITY OF LOVEJOY, GEORGIA

A RESOLUTION TRANSMITTING THE 2024 COMPREHENSIVE PLAN AND ALL CORRESPONDING DOCUMENTS (AS SHOWN ON ATTACHED EXHIBIT "A") AS REQUIRED BY THE STATE OF GEORGIA LOCAL PLANNING REQUIREMENTS CHAPTER 110-12-1-.02. THE AMENDMENT SPECIFICALLY INCLUDES: PLAN ELEMENTS, COMMUNITY GOALS, NEEDS AND OPPORTUNITIES, A NEW FIVE-YEAR COMMUNITY WORK PROGRAM, AND A LAND USE ELEMENT AS REQUIRED BY GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS-PLAN ELEMENTS FOR LOCAL COMPREHENSIVE PLANNING CHAPTER 110-12-1.03. THE UPDATE ALSO PROVIDES AN EVALUATION AND REPORT OF ACCOMPLISHMENTS OF THE PREVIOUSLY ADOPTED COMMUNITY WORK PROGRAM.

WHEREAS, the City of Lovejoy, Georgia has prepared Comprehensive Plan; and

WHEREAS, the City held an advertised public hearing on February 12, 2024, the purpose of which was to brief the community on the process to be used to develop the Comprehensive Plan and corresponding documents, opportunities for public participation in development of the plan, and to obtain input on the proposed planning process, as set forth in the minutes of said meeting; and

WHEREAS, the City held a public information open house for the general public on June 17, 2024, the purpose of which was to receive suggestions and comments on the proposed Comprehensive Plan and corresponding documents; and

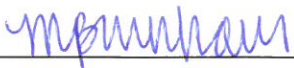
WHEREAS, the City held an advertised public hearing on August 19, 2024, the purpose of which was to receive comments from the citizens regarding the Comprehensive Plan; and

NOW THEREFORE BE IT RESOLVED THAT the Lovejoy City Council does hereby authorize the City Engineer to transmit the Comprehensive Plan and corresponding documents and this resolution to the Atlanta Regional Commission and Georgia Department of Community Affairs as required by the Georgia Planning Act.

BE IT SO RESOLVED this 19th day of August 2024.

ATTEST:

APPROVED AS TO FORM:

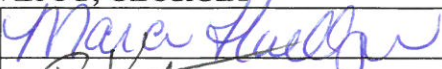

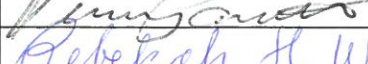
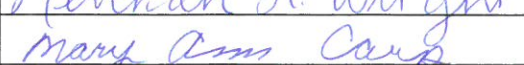



Marie Burnham, City Clerk

\_\_\_\_\_

L'Erin Barnes Wiggins, City Attorney

**THE CITY OF LOVEJOY, GEORGIA**

Mayor Marci Fluellyn	
Councilmember Rosannette Kirby	
Councilmember Veronica Parrott	
Councilmember Dr. Rebekah Wright	
Councilmember Mary Ann Carp	





# City of Lovejoy Comprehensive Plan 2024-2044



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## Acknowledgments

### ***Lovejoy City Council***

Marci, Fluellyn, Mayor

Rosannette Kirby, Post I

Veronica Parrott, Post II

Rebekah Holland Wright, Post III

Mary Ann Carp, Post IV

### ***Consultant Staff***

Mark Whitley

Jeremy Gilbert

## Introduction

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### Purpose of the Comprehensive Plan

The City of Lovejoy's Comprehensive Plan update has been completed in accordance with the Georgia Planning Act of 1989 and the Georgia Department of Community Affairs Minimum Standards and Procedures for Local Comprehensive Planning.

The plan is meant to be used to promote the vision of the community for the next 20 years, provide guidance and policy standards for future growth and development, and to encourage strategic planning among all governments.

The plan also identifies needs and opportunities, sets forth goals and strategies, for a broad range of subjects including intergovernmental collaboration and partnership, economic development, broadband, housing, community facilities and services, transportation, natural and cultural resources, and land use.

Plan implementation takes place when the needs, goals, and strategies are addressed. Priority needs and strategies are included in the Community Work Programs for the city as action items to accomplish in the next five years.

### Planning Process

#### Public Engagement

Two public hearings were held regarding the comprehensive plan. The first held on February 12, 2024, offered citizens an overview about the comprehensive plan update and the planning process. A second public hearing was held once the plan was drafted, on August 19, 2024, giving citizens opportunities to review and comment on the plan and that a formal review period would begin prior to approval and formal adoption.

As part of the public participation component, a city-wide community visioning open house was held at City Hall. This public engagement activity was held on June 17, 2024, to gather input from the citizens. Various stations were set up to elicit specific viewpoints regarding the future of Lovejoy. Stations asked questions such as, "what do you love about the City of Lovejoy?", "what would you change about the City of Lovejoy?", the participants favorite places, their commute and shopping patterns, thoughts on how to grow, and a budget priority station. Specific feedback from the event can be found in the appendix.

#### Steering Committee



A Comprehensive Plan Steering Committee including various city stakeholders, elected officials and staff of city was established. Through a series of topic-centered meetings, the committee offered their perspective on the priorities, needs and goals for the comprehensive plan update. A list of the committee participants is found on the following page. A schedule, meeting agendas, and sign-in sheets can be found in the appendix.

CITY OF LOVEJOY STEERING COMMITTEE	
Name	Affiliation
Marci Fluellyn	City of Lovejoy, Mayor
Celestine Greene	Resident
George Belgrove	Resident
Melanie Scott	Resident
Major Steve Wright	Lovejoy Police Department
Dwaine Flowers	Business Owner
Eva Hill	Local Clergy
Mark Whitley	City Engineer

## Defining the Vision

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### City of Lovejoy

#### Vision, Mission & Core Values

##### **OUR VISION**

The City of Lovejoy shall be a city of innovation, opportunity, and uniqueness that fosters connection and inclusivity for all residents.

##### **OUR MISSION**

To provide impactful services to the community and innovative development through a culture of transparent leadership, equality, excellence, and teamwork.

##### **OUR CORE VALUES**

Lovejoy's core values guide our staff as they carry out their daily activities. Our values represent the shared vision of our community that dictates the decision-making process in the accomplishment of goals and action items.

- Servant leadership
- Family focused service
- Partnership within the community
- Excellent customer service
- Fiscal & social accountability
- Diversity & inclusion
- Ethics, integrity & transparency
- Innovative Development & creativity



## Lovejoy 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 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.

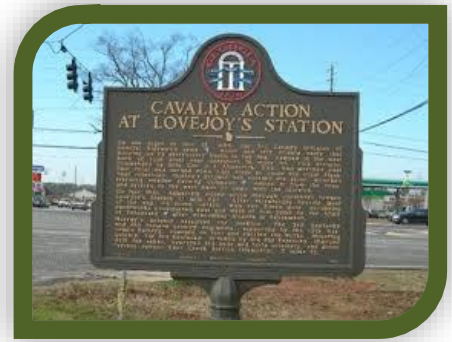
Before and during the Civil War, farmers brought cotton and watermelons to the city to be transported by rail to other states. Lovejoy was the site of a cotton gin until 1932. Early on, the community included six stores: a bank, post office, depot, 2 warehouses, and a garage. The later years generated two major additions when Lovejoy became home to Hastings Seed Farm and the site of a quarter-horse farm.

In the past, Lovejoy was best known as the home of former Senator Herman Talmadge and the home of 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 because the brick walls are cracking. 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 are two aged brick buildings: one, the old Farmer's Exchange and the other 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.



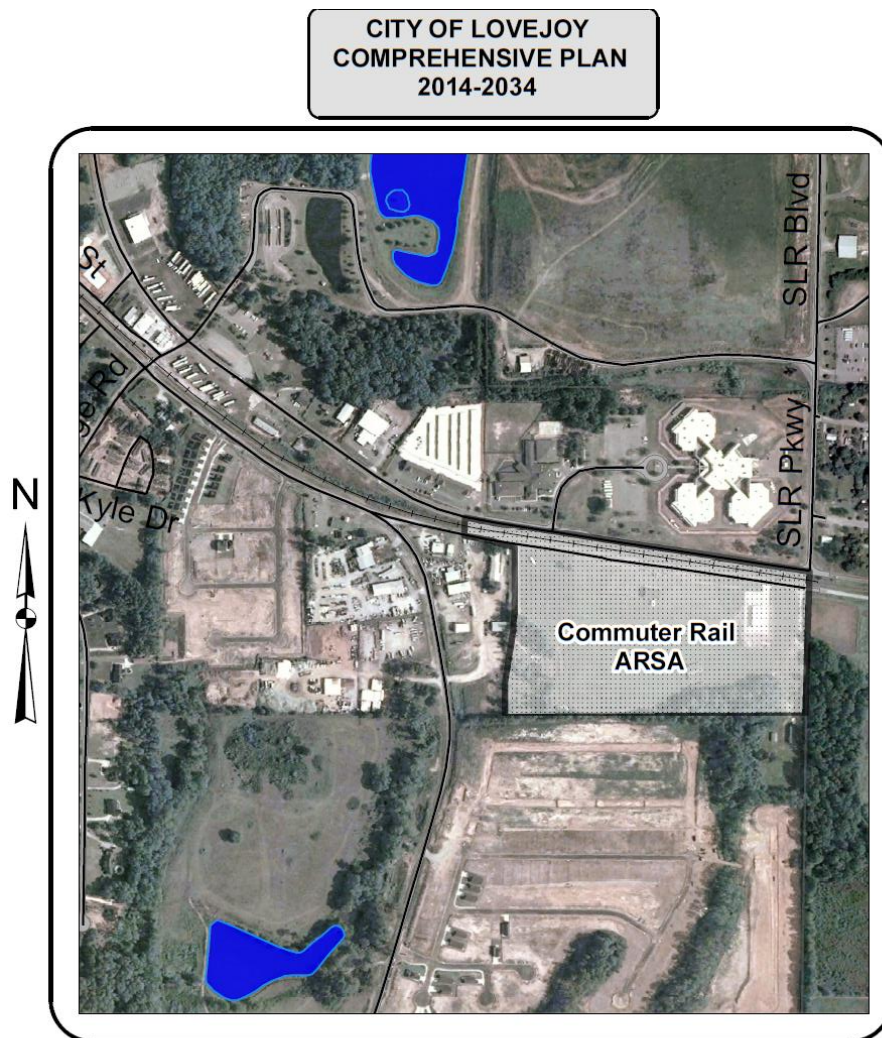


## Key Areas Needing

## 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.



Commuter Rail ARSA

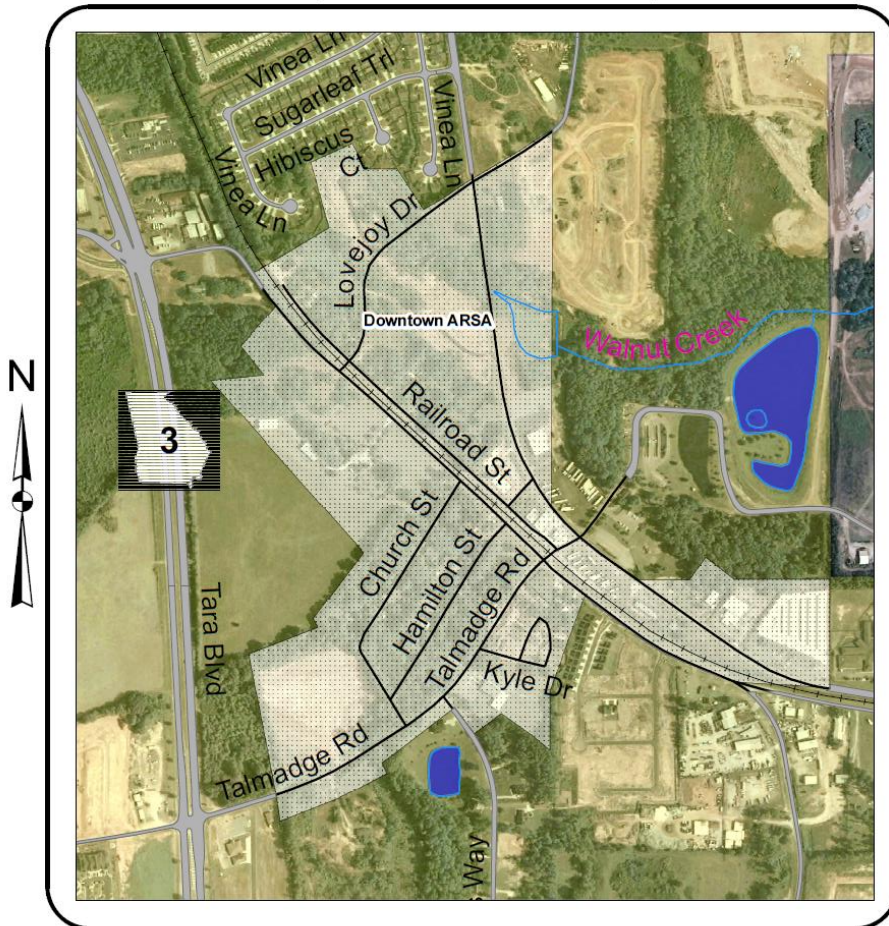
**Prepared by:**  
Whitley Engineering, Inc.  
38 E. Main Street N.  
Hampton, GA 30228  
TEL: (770) 946 - 0256



### **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 except for a few properties, Lovejoy has a minimum number of historical buildings remaining in its downtown area, thus allowing a more flexible design.

CITY OF LOVEJOY  
COMPREHENSIVE PLAN



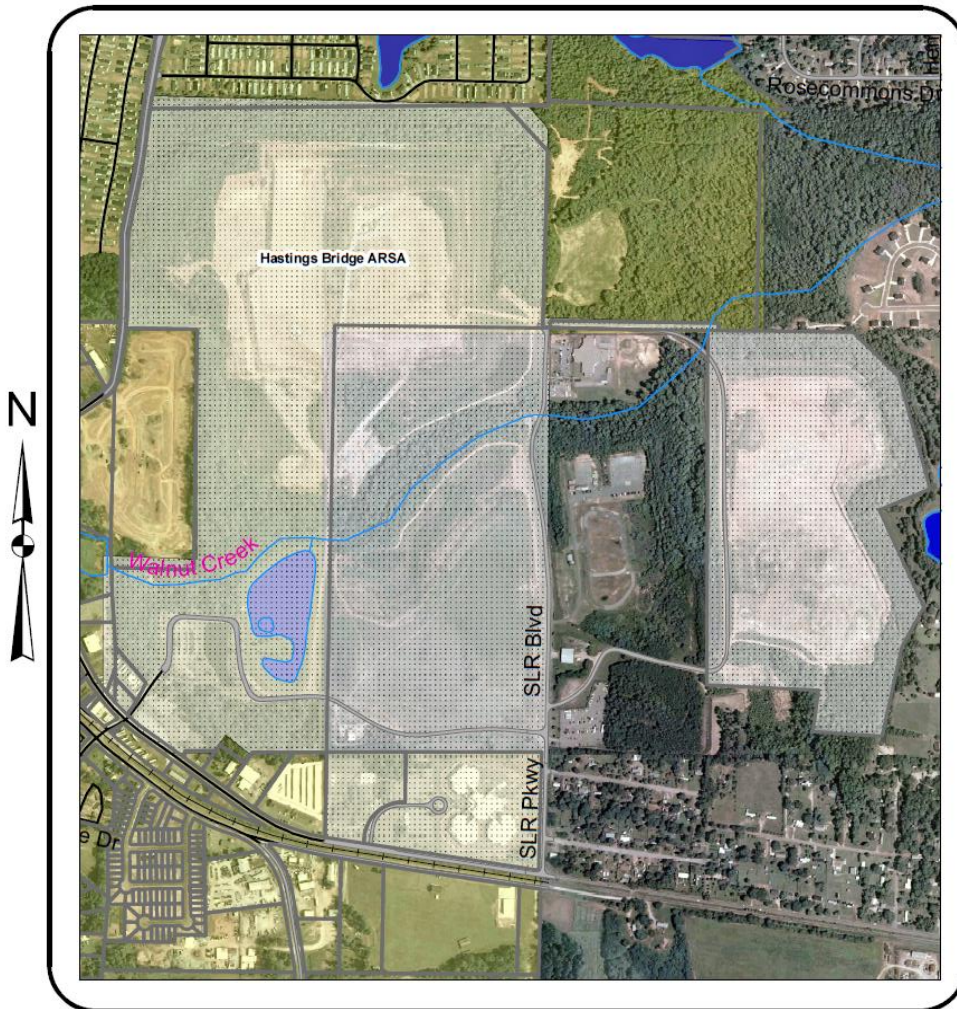
Downtown ARSA

**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

## Plan Elements

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### Intergovernmental Collaboration and Partnership

#### Goal:

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.

#### Needs and Opportunities

- There are opportunities for greater outreach and communication among all governments regarding community wide events and projects.
- There is a need for increased collaboration with the county school board.
- There is a need for a strategic planning forum where all government agencies have a place at the table to discuss future growth and development.
- Increased directional signage and identification signage within the community would be beneficial to the city and the community.
- Coordinate detention Pond maintenance issues/opportunities with Clayton County Water Authority

#### Strategies:

- Seek opportunities to share services and facilities with neighboring jurisdictions when mutually beneficial.
- Increase communication and cooperation between all governments through a more formalized structure.
- Use the Service Delivery Strategy to share resources with the County where applicable.
- 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 decisions that are likely to have an impact on our community or our plans for future development.
- We will engage in cooperative planning between the city and the local school district in regards to location and use of schools as community facilities.

### Economic Development

#### Goal:

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.

#### Needs and Opportunities

- We need to improve our public facility capacity 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.

#### Strategies

- 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

## Broadband

#### Goal:

The City of Lovejoy knows the importance of broadband access for citizens, students, and businesses in the community and will work in partnership with service providers and other public entities to ensure the best broadband services are available in all parts of the city.

#### Needs and Opportunities

- Access to broadband may be unaffordable for some households thus a need for increased plan options by providers
- There is an increasing need for higher speeds to support existing and new businesses
- There may be a need to prioritize downtown for broadband expansion and increased speeds to support future business
- Public wifi in downtown and other activity centers would increase business and tourism.

#### Clayton County Broadband Coverage

Unserved Locations	131
Served Locations	122,889
Percent Unserved	<1%

*Source: GA DCA GDBI*

#### Types of Internet Access in City of Lovejoy

Total Households:	3,053
Has a computer:	2,949
With dial-up Internet subscription alone	0
With a broadband Internet subscription	2,797
Without an Internet subscription	256
No computer	104

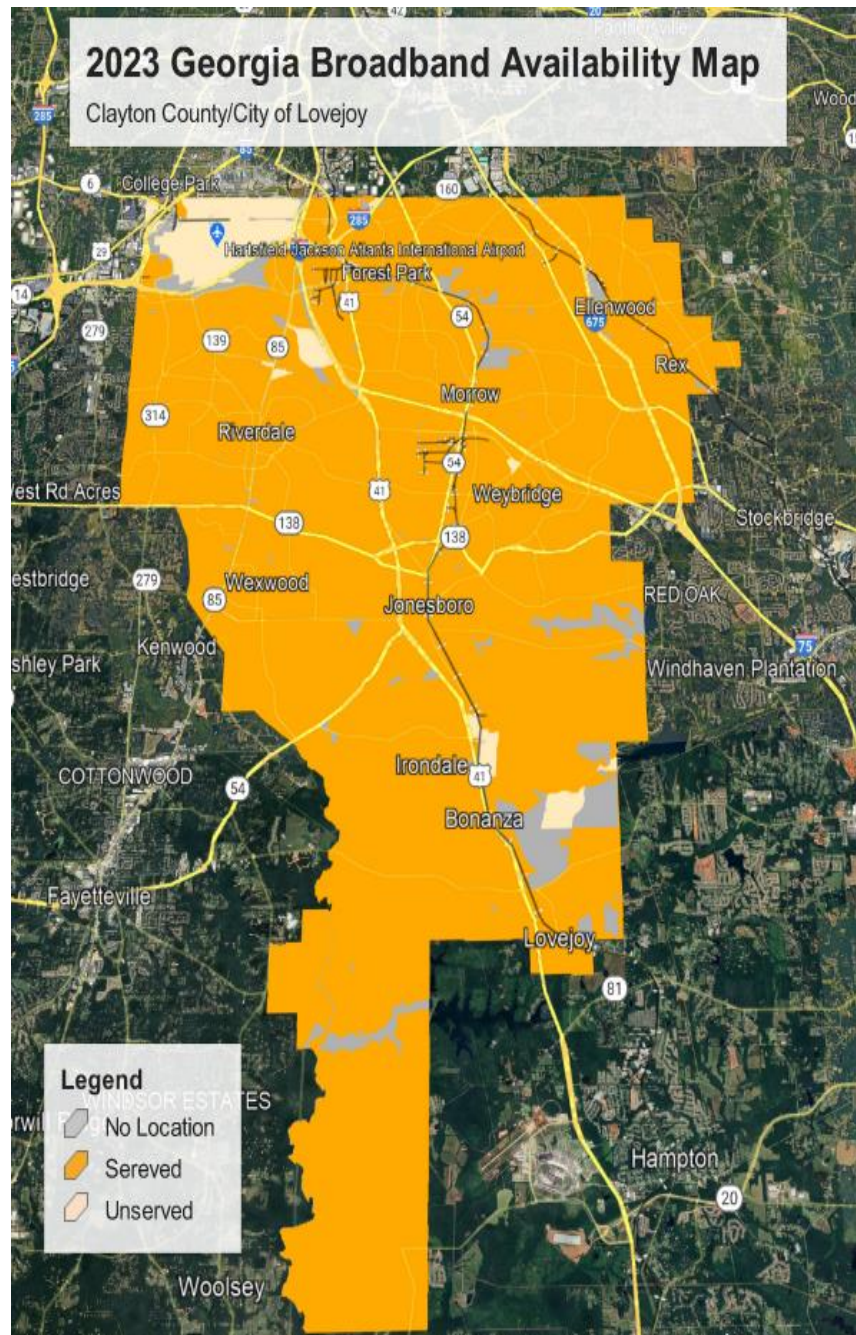
*Source: U.S. Census 2022 ACS 5-Year Estimates*

### Strategies

- Consider applying for the Georgia Broadband Ready Community designation.
- Consider applying for the Georgia Broadband Ready Site designation.
- Consider expanding public wifi into downtown, parks, and other publicly owned gathering places.
- Partner with providers to provide the best services available to as many households and businesses within the City of Lovejoy as possible

As part of the Georgia Department of Community Affairs Georgia Broadband Deployment Initiative (GBDI), state partnered the Georgia Technology Authority to map broadband coverage. This mapping endeavor improved greatly what the Federal Communications Commission (FCC) produced. To be considered served Georgia GBDI Map, the census tract have broadband service available. map below shows served and unserved parts of Lovejoy.

*Map of Served and Unserved Areas*  
*Source: DCA GB*



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 City of  
 Unserved Areas.

## Housing

### Goal:

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.

### Needs and Opportunities

- 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
- Support the revitalization of communities to benefit low- and moderate-income persons
- 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.

### Strategies

- Support housing developments where it is best served by infrastructure
- Eliminate substandard or dilapidated housing in our community
- Encourage development whose design, landscaping, lighting, signage and scale add value to our community
- Update codes and ordinances to support desired types and quality of development within our communities
- Coordinate with other Government agencies to create programs for seniors and the homeless population
- 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.

## Clayton County 2023-2027 Consolidated Plan

Clayton County has updated their consolidated plan for FY2023-FY2027 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.

## Community Facilities and Services

### Goal:

The City of Lovejoy will provide safe, quality and dependable services to its citizens and businesses. Prime facilities and services include senior programs, youth programs, recreation, parks, and public safety.

### Needs and Opportunities

- There is a need for additional community wide event and gathering spaces
- The city needs additional park space
- The city needs space for youth programs
- The city needs space for senior programs
- Increase public safety presence in parks

### Strategies

- Leverage local, state and federal funding sources such as SPLOST, CDBG, GEFA, and One Georgia to look for funding sources to acquire the needed property and or buildings.
- Look at alternatives or additional services that can help with public safety in parks
- Enhance and expand both passive and active parks throughout the community
- Explore the possible development of a community recreation center with aquatics center and pools

## Transportation

### Goal:

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.

### Needs and Opportunities

- 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

### Strategies

- Encourage increased connectivity of the road network within and to commercial and residential developments
- Identify appropriate locations for future sidewalk extensions to create increased accessibility to neighborhoods, downtown, and activity centers
- Incorporate multi-modal transportation infrastructure, such as multi-use paths for walking, cycling or golf carts, where feasible
- Encourage the use and increase access to the public transit service
- Our communities, where appropriate, will implement traffic calming and other design considerations to address excessive vehicular traffic and speeding. This includes speed bumps/tables, landscaping, and other measures
- Improve traffic flow and quality of roadways
- Effectively manage implementation of transportation projects

## 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, 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, 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 into 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.

## Land Use

### Goal:

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.

### Needs and Opportunities

- A priority need is to maintain quality of life and sense of place as growth and development increases
- The community should strive to avoid commercial and industrial “spot zoning” throughout the city and encourage more nodal development along highway corridors
- There is a need for improved design standards for housing, businesses, and industry throughout the city
- Home improvement and maintenance is a challenge for some citizens
- There is a need to increase housing, including possible multi-family options, that is affordable for the local workforce

### Strategies

- 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.

## 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 or multi 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.

### Commercial

Commercial 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. Residential uses are allowed as permitted uses in mixed use developments.

### 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. The potential impacts of these uses normally exclude their establishment near residential uses, 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.

**Downtown Land Use categories:****Retail/Specialty**

This classification protects the established character of the downtown retail area and together with development standards, regulates to achieve a compact concentration of those uses appropriate to a pedestrian oriented selective shopping environment. Residential use is permitted in mixed use development.

**Office/Commercial**

This classification is intended to provide opportunities for a full range of retail and service business appropriate downtown. Residential use is permitted in mixed use development.

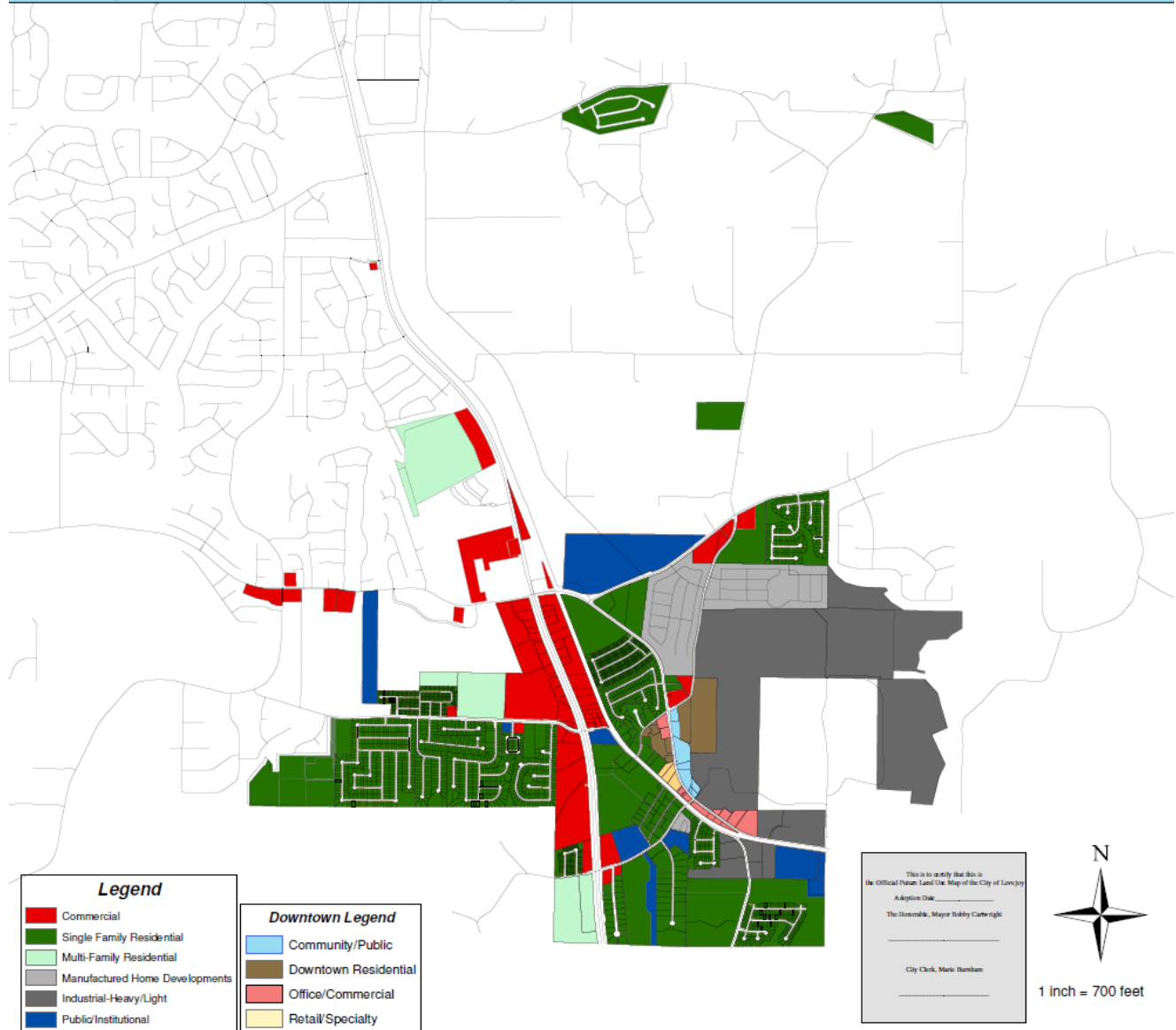
**Downtown Residential**

This classification provides for an environment compatible for condensed residential development. Ancillary uses such as retail are permitted for local convenience but limited in scale and design to protect against dispersion of these activities from other designated subdistricts.

**Community/Public**

This classification regulates development and activities in an area designated principally for public and semipublic land uses.

# City of Lovejoy Future Land Use





## Community Work Program

Community Work Programs were developed by the City of Lovejoy and include a Report of Accomplishments which give a status update to the previous work programs. Priority needs and strategies from the previous sections of the plan have been included in the new Community Work Program.

### City of Lovejoy

CITY OF LOVEJOY – REPORT OF ACCOMPLISHMENTS 2019-2024		
Project or Activity	Status	Explanation
Solicit and encourage community participation in upcoming Comprehensive Plan update	Completed	Completed in 2024
Completely revise Comprehensive Plan and Future Land Use Plan	Underway	Under review ARC & DCA
Revise Capital Improvement Plan	Postponed	Postponed due to funding. Project added back to Community Work Program
Seek grant funds for installation of Severe Weather Alert System	Postponed	Postponed due to funding. Project added back to Community Work Program
Expand or construct new post office	Cancelled	Not added back in the Community Work Program
Paving city streets – Pave a minimum of one mile a year.	Ongoing	This is an ongoing project that continues in the next STWP
Design and complete right-of-way acquisitions to Talmadge Road from Tara Boulevard to Hastings Bridge Road	Underway	Postponed due to funding. Project added back to Community Work Program
Traffic signal application to GDOT for Talmadge Road at Tara Boulevard	Underway	Postponed due to funding. Project added back to Community Work Program
Complete construction and improvements to Talmadge Road to Hastings Bridge Road	Underway	Postponed due to funding. Project added back to Community Work Program
Sidewalks Lovejoy Road from Highway 41-19 to Talmadge Road	Underway	Postponed due to funding. Project added back to Community Work Program

## CITY OF LOVEJOY – REPORT OF ACCOMPLISHMENTS 2019-2024

Project or Activity	Status	Explanation
Sidewalks Lovejoy Road from Talmadge Road to Henry County Line	Postponed	Postponed due to funding. Project added back to Community Work Program
East Lovejoy Road from Wallis Drive to Hastings Bridge Road	Completed	Project completed
Develop a package of incentives to leverage employment for Lovejoy residents	Ongoing	This is an ongoing project that continues in the next STWP
Promote educational /job training efforts from regional sources	Ongoing	This is an ongoing project that continues in the next STWP
Seek opportunities to promote Lovejoy's economic efforts through various state agencies and interstate clearinghouses	Ongoing	This is an ongoing project that continues in the next STWP
Cooperate with Georgia Regional Transportation Authority in ensuring that the Commuter Rail Station is established in Lovejoy	Ongoing	This is an ongoing project that continues in the next STWP
Actively participate in with Regional Economic Development Organizations	Ongoing	This is an ongoing project that continues in the next STWP
Seek grant sources to fund staff, coordinate, develop and implement an Economic Development Plan	Ongoing	This is an ongoing project that continues in the next STWP
Continue support for the Commuter Rail System and develop a Focus Group to perform studies as they arise	Ongoing	This is an ongoing project that continues in the next STWP
Update Stormwater Post Construction Ordinances	Completed	Project completed
TE project Hasting Bridge to Glebe CT south of Talmage Rd	Completed	Project completed
East Lovejoy Road from Wallis Drive to Hastings Bridge Road	Completed	Project completed
Sidewalks Hastings Bridge Road from Calloway Crossing to Jonesboro Road	Completed	Project completed

CITY OF LOVEJOY- COMMUNITY WORK PROGRAM 2024-2029				
Project or Activity	Years	Estimated Cost	Responsible Party	Funding Sources
Seek opportunities to promote Lovejoy's economic efforts through various state agencies and interstate clearinghouses	2024-2029	Staff Time	City	General Fund
Solicit and encourage community participation in upcoming work to the Comprehensive Plan	2029	Staff Time	City	General Fund
Expand or construct new post office	2028-2029	\$400,000	Private	Private
Seek grant funds for installation of Severe Weather Alert System	2024-2029	Staff Time	City	General Fund
Traffic signal application to GDOT for Talmadge Road at Tara Boulevard	2024-2029	\$35,000	City	General Fund/ SPLOST
Design and complete right-of-way acquisitions to Talmadge Road from Tara Boulevard to Hastings Bridge Road	2024-2029	\$130,000	City	General Fund/ SPLOST
Complete construction and improvements to Talmadge Road to Hastings Bridge Road	2025-2026	\$350,000	City	General Fund/ SPLOST
Cooperate with Georgia Regional Transportation Authority in ensuring that the Commuter Rail Station is established in Lovejoy	2024-2029	Staff Time	City	General Fund
Develop a package of incentives to leverage employment for Lovejoy residents	2024-2029	\$10,000	City	General Fund
Design and construct wetland pond at Community Event Center	2024-2026	\$125,000	City	General Fund
Paving city streets – pave a minimum of one mile per year	2024-2029	\$400,000	City	SPLOST
Renovations for Mayors Park	2024-2026	\$100,000	City	General Fund/ CDBG

CITY OF LOVEJOY- COMMUNITY WORK PROGRAM 2024-2029				
Project or Activity	Years	Estimated Cost	Responsible Party	Funding Sources
Construct new playground	2024-2026	\$100,000	City	General Fund/ CDBG
Design and construct water quality system in parking lot	2024-2026	\$100,000	City	General Fund
Design and construct dog park and skate park	2024-2026	\$206,000	City	General Fund
Sidewalks Lovejoy Road from Highway 41-19 to Talmadge Road	2024-2026	\$228,000	City	SPLOST
Sidewalks Lovejoy Road from Talmadge Road to Henry County Line	2024-2026	\$153,000	City	SPLOST
Apply for DCA Broadband Ready Community	2024-2025	Staff Time	City	General Fund

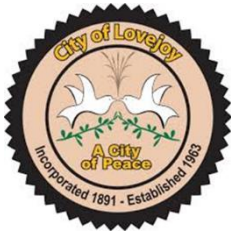
## Appendix

### Plan Update Meeting Schedule

Comprehensive Plan Meetings and Activities Schedule			
Date	Meeting/Activity	Location	Participants
February 12	First Public Hearing	Lovejoy City Hall	Open
April 22	Overview and Planning Process	Lovejoy City Hall	Advisory Committee
May 6	SWOT Analyses, Key Areas Needing Attention, Needs and Opportunities and Broadband	Lovejoy City Hall	Advisory Committee
May 13	Community Goals, Citywide Policies, Future Land Use/Development, Transportation, Housing and Economic Development	Lovejoy City Hall	Advisory Committee
June 17	Open House/Visioning Event	Lovejoy City Hall	Local Officials /Staff/Public
July 22	Overview of Open House and Finalize Updated Plan	Lovejoy City Hall	Advisory Committee
June and July Various Dates	Future Land Use and Character Areas	Local Government Offices	Local Officials/Staff
June and July Various Dates	Community Work Programs	Local Government Offices	Local Officials/Staff
August 19	Second Public Hearing	Lovejoy City Hall	Open
October	Plan Adoption	Lovejoy City Hall	Open



## Steering Committee Agendas and Sign-In Sheets



Lovejoy Comprehensive Plan Update

Advisory Committee Meeting #1

April 22, 2024

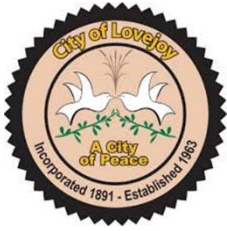
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### **City of Lovejoy Comprehensive 2024-2044 Plan Update**

#### **Steering Committee Meeting #1**

#### **AGENDA**

- I. Welcome and Introductions
- II. Purpose of the Plan Update
- III. Overview of Planning Process
- IV. Reviewed 2019 Comp Plan
- V. Future Meeting Dates, Topics, and Schedule
- VI. Adjourn



Lovejoy Comprehensive Plan Update

Advisory Committee Meeting #2

May 6, 2024

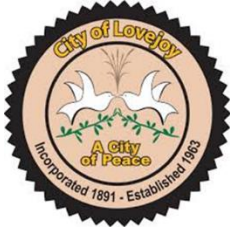
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## **City of Lovejoy Comprehensive 2024-20424 Plan Update**

### **Steering Committee Meeting #2**

#### **AGENDA**

- I. SWOT Analysis
  - a. Strength
  - b. Weakness
  - c. Opportunity
  - d. Threat
- II. Key Areas Needing Attention
- III. Needs and Opportunities
- IV. Broadband Discussion
- V. Next Meeting – Community Goals and policies, Future Land Use/  
Development, Transportation, Housing and Economic Development
- VI. Adjourn



Lovejoy Comprehensive Plan Update

Advisory Committee Meeting #3

May 13, 2024

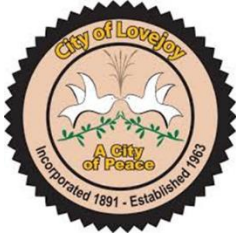
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## **City of Lovejoy Comprehensive 2024-20424 Plan Update**

### **Steering Committee Meeting #3**

#### **AGENDA**

- I. Previous Meeting Re-Cap
- II. Community Goals and Citywide Policies
- III. Future Land Use/Development
- IV. Transportation
- V. Housing
- VI. Economic Development
- VII. Open House/Workshop Discussion
- VIII. Adjourn



Lovejoy Comprehensive Plan Update

Advisory Committee Meeting #4

July 22, 2024

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## **City of Lovejoy Comprehensive 2024-2044 Plan Update**

### **Steering Committee Meeting #4**

#### **AGENDA**

- I. Open House/Workshop Re-Cap
- II. Overview of Updated Plan
- III. Next Steps
- IV. Adjourn



## Lovejoy Comprehensive Plan Update

## Advisory Committee Meeting #1

April 22, 2024

Name	Phone Number	Email Address	In Attendance Yes/No	
Jeremy Gilbert	770-870-0761	<a href="mailto:Pastorg23@gmail.com">Pastorg23@gmail.com</a>	Yes	No
Mark Whitley	678-614-4218	<a href="mailto:mwhitley@cityoflovejoy.com">mwhitley@cityoflovejoy.com</a>	Yes	No
Marci Fluellyn	678-201-9261	<a href="mailto:mayor@cityoflovejoy.com">mayor@cityoflovejoy.com</a>	Yes	No
Celestine Greene	770-292-0236	<a href="mailto:chestinegreene@gmail.com">chestinegreene@gmail.com</a>	Yes	No
George Belgrove	404-552-1412	<a href="mailto:fitzroyg@gmail.com">fitzroyg@gmail.com</a>	Yes	No
Melanie Scott	678-882-9635	<a href="mailto:Melan12berkeley@yahoo.com">Melan12berkeley@yahoo.com</a>	Yes	No
Major Steve Wright	478-231-3441	<a href="mailto:S_wright2@cityoflovejoy.com">S_wright2@cityoflovejoy.com</a>	Yes	No
Dwaine Flowers	678-986-1550	<a href="mailto:dealsandwheels@gmail.com">dealsandwheels@gmail.com</a>	Yes	No
Eva Hill	478-230-8419	<a href="mailto:loveactioncoc@gmail.com">loveactioncoc@gmail.com</a>	Yes	No





## Lovejoy Comprehensive Plan Update

## Advisory Committee Meeting #2

May 6, 2024

Name	Phone Number	Email Address	In Attendance Yes/No	
Jeremy Gilbert	770-870-0761	Pastorg23@gmail.com	Yes	No
Mark Whitley	678-614-4218	mwhitley@cityoflovejoy.com	Yes	No
Marci Fluellyn	678-201-9261	mayor@cityoflovejoy.com	Yes	No
Celestine Greene	770-292-0236	chestinegreene@gmail.com	Yes	No
George Belgrove	404-552-1412	fitzroyg@gmail.com	Yes	No
Melanie Scott	678-882-9635	Melan12berkeley@yahoo.com	Yes	No
Major Steve Wright	478-231-3441	S_wright2@cityoflovejoy.com	Yes	No
Dwaine Flowers	678-986-1550	dealsandwheels@gmail.com	Yes	No
Eva Hill	478-230-8419	loveactioncoc@gmail.com	Yes	No



## Lovejoy Comprehensive Plan Update

## Advisory Committee Meeting #3

May 13, 2024

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Melanie Scott	678-882-9635	Melan12berkeley@yahoo.com	Yes	No
Major Steve Wright	478-231-3441	S_wright2@cityoflovejoy.com	Yes	No
Dwaine Flowers	678-986-1550	dealsandwheels@gmail.com	Yes	No
Eva Hill	478-230-8419	loveactioncoc@gmail.com	Yes	No



## Lovejoy Comprehensive Plan Update

## Advisory Committee Meeting #4

July 22, 2024

Name	Phone Number	Email Address	In Attendance Yes/No	
Jeremy Gilbert	770-870-0761	<a href="mailto:Pastorg23@gmail.com">Pastorg23@gmail.com</a>	Yes	No
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Eva Hill	478-230-8419	<a href="mailto:loveactioncoc@gmail.com">loveactioncoc@gmail.com</a>	Yes	No

## SWOT Results

### **SWOT Analysis**

Strengths, Weaknesses, Opportunities, Threats (SWOT) are vital components of the comprehensive planning process that help community leaders identify specific needs and opportunities for future development. This process encourages local citizens and decision makers to brainstorm ideas about existing conditions and identify methods to improve the community. This analysis is designed to encourage communities to think about:

The Lovejoy Comprehensive Plan Steering Committee completed a SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis at the beginning of the planning process. Identifying these particulars is an introduction to a broad range of issues that can be studied in greater detail within the comprehensive planning process. The SWOT Analysis technique guides the direction of some key focal points within the plan.

A brief definition of a Strength, Weakness, Opportunity, and Threat as used in a SWOT analysis is as listed:

**Strength:** Something that makes a community stand out when compared to other communities. Something that makes you proud to call the community home. A strength can be a physical asset, a program, an environmental condition, or an impression or feeling.

**Weakness:** Opposite of a strength. Problem that needs to be addressed.

**Opportunity:** Something that could be done to improve the community.

**Threat:** A threat may be internal or external. A threat can be anything that could jeopardize the future success of a community.

#### **Strengths:**

- Activates that bring the community together
- Safety- Our Police Department are for the people
- Community involvement
- Leadership and vision
- Bus Routes and transit
- Youth programs
- Community garden
- Playgrounds and Park space. Things to do!
- Tara Boulevard
- Event Center (concerts, fall festival, and other free events)
- Housing availability and variety
- Senior adult involvement
- No taxes for seniors
- Jr. Council program
- City of Ethics (respect)
- Family environment

## Weaknesses:

- Park security-Green Park
- Walking bridge over Hasting Bridge Road is needed
- Walkability of the City
- Train tracks- Safety in downtown
- Traffic related issues
- Sense of place- better way of identification of the city by signage and median improvements-Create a place that is identifiable
- Clayton County Parks- Walking Hazard
- Abandoned properties not kept up
- Extended summer programs-need a permanent location
- Fire Services
- Post Office- No city of Lovejoy zip code
- Keeping up with growth
- Communication with Clayton County Sheriff's Office-Build a better relationship
- Landfill Location in the city limits and no improvements
- Clayton County firing range location

## Opportunities:

- Increase family friendly establishments
- Higher end restaurants- Chain Restaurants
- More businesses to reach the community
- Access to more educational options
- Increase after-school and summer programs
- Collaborate with the County on projects and plans
- Safe places for adults for entertainment
- Improve parks-add dog park
- Seek funding from federal and state opportunities
- Hotel opportunities
- Traffic light improvements
- Downtown parking-potential parking deck for event center
- Create more options for transportation- walking, biking and multiuse paths

## Threats:

- Traffic-walkability
- Renters
- Substandard housing-Rental communities
- 911 Call center
- Fire Department location
- Post office to small - needs a mail carrier
- Access roads in commercial developments
- Aging infrastructure
- Code enforcement- updated codes
- Surrounding communities' growth- over crowding



## Open House Visioning Documentation and Results

### **We are creating a vision for the City of Lovejoy!**

Please join us for a public open house to discuss the future of the City of Lovejoy as we complete the Lovejoy Comprehensive Plan Update.

June 17th, 2024, at 5:30 PM Before and after the Lovejoy Council Meeting  
Lovejoy City Hall (2296 Talmadge Road, Lovejoy GA)



City of Lovejoy

# **Lovejoy Comp Plan OPEN HOUSE**

LOVEJOY CITY HALL

**Monday, June 17th  
Starting at 5:30 PM**

(Before and after the  
council meeting)

[www.cityoflovejoy.com](http://www.cityoflovejoy.com)



## Public Open House Feedback Results

Feedback on poster “**What Do You Love** About the City of Lovejoy?”

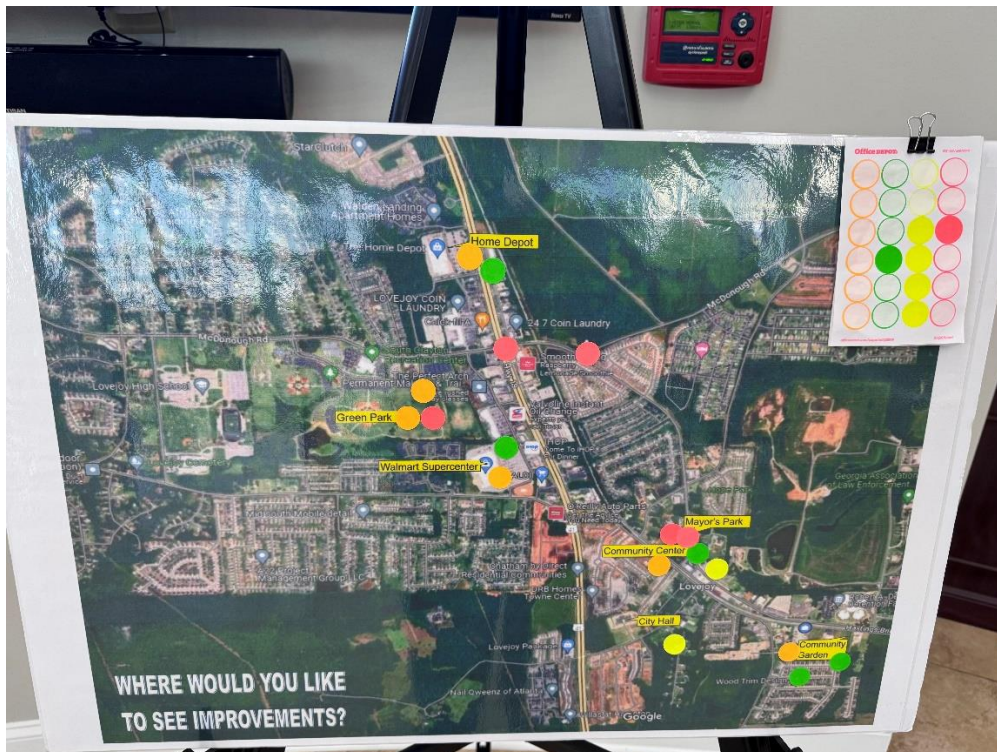
- Nice residents
- Engaged government
- Great location, accessible to metro Atlanta
- Family friendly community
- New housing
- Staff at community center
- City council. Everyone
- Community, City council, great opportunities
- Small city with big potential
- Open space, community garden
- Greenery, peaceful, deer, is not all concrete
- Open air market
- The people
- How they take care of us seniors
- Big city love packed in a small package

Feedback on poster “What Do You **Want to Change** About the City of Lovejoy?”

- Signage to tell you where the city limits are (larger)
- Free educational teaching budget/training for youth
- More places for family friendly activities
- More sidewalks for walking
- Quality grocery store
- Traffic
- More entertainment
- More youth centered organizations and more youth involvement
- Traffic
- More entertainment for adults and youth
- Conditions of streets
- Entertainment and retail stores
- Senior services with amenities like breakfast, housing, walking trails, dog park, and pool
- Recreational facilities like bowling
- More entertainment
- Dine-in restaurants/entertainment
- Downtown Development
- Improve community center. More activities for senior citizens
- Clear boundaries for Lovejoy
- Reduce crime
- Repave all roads and subdivisions
- Add more entertainment-bowling, movie theater, etc.
- More quality restaurants
- More quality stores
- Remove public transportation
- Traffic management

### Feedback on Station “Place a Sticker Where Would You Like to See Improvements” in the City of Lovejoy:

- People put stickers on the Walmart and Home Depot developments
- Green Park
- Several intersections in the city (Hastings Bridge @ 19/41 and Hastings Bridge @ McDonough Rd)
- Community garden
- Community center/Mayor Park
- Several stickers were places on residential development around the city

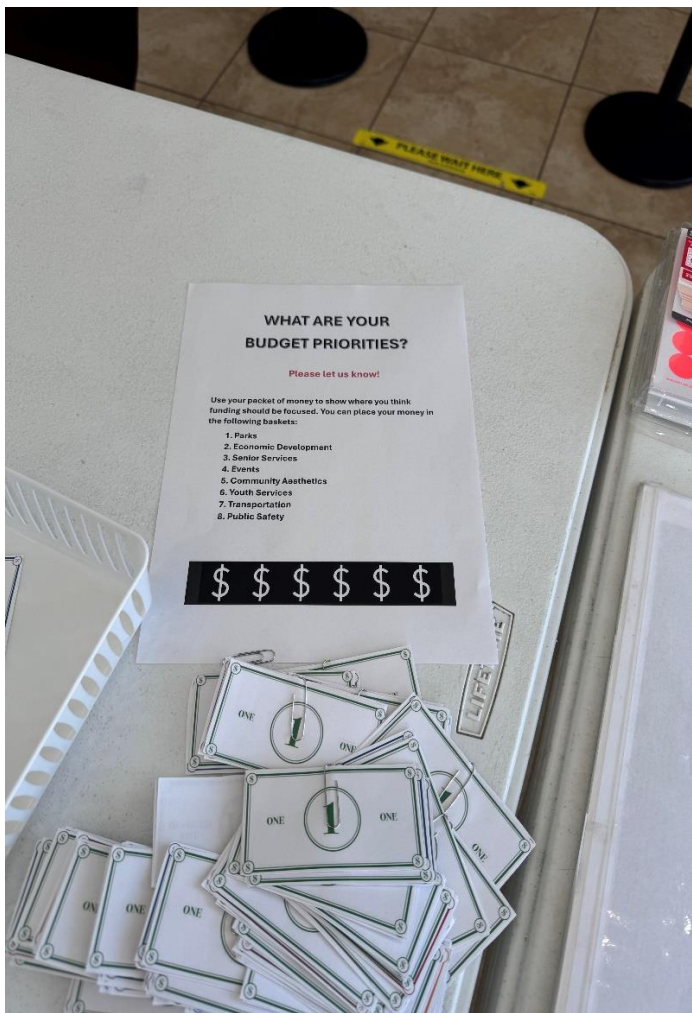
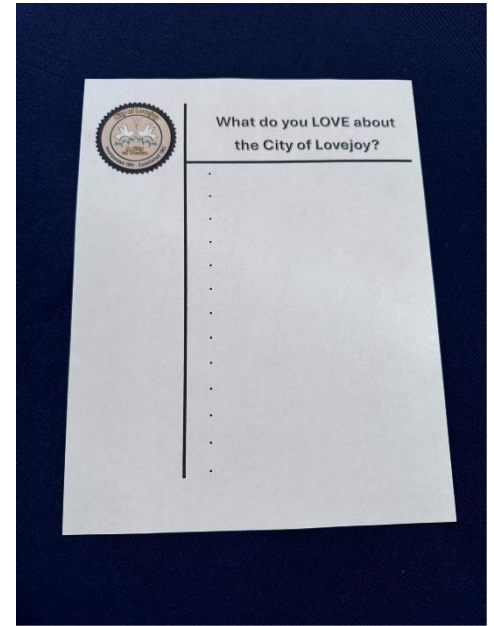
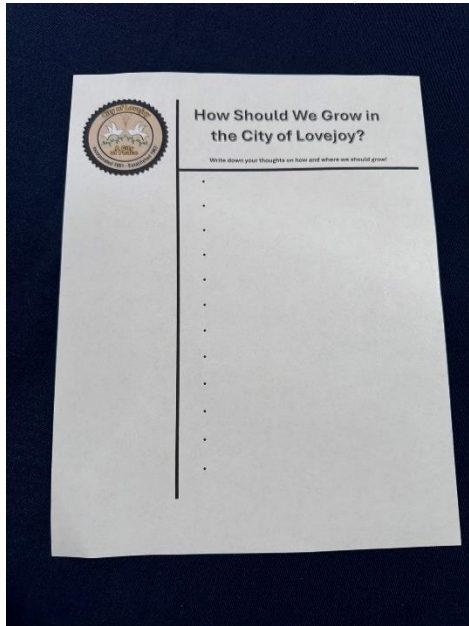
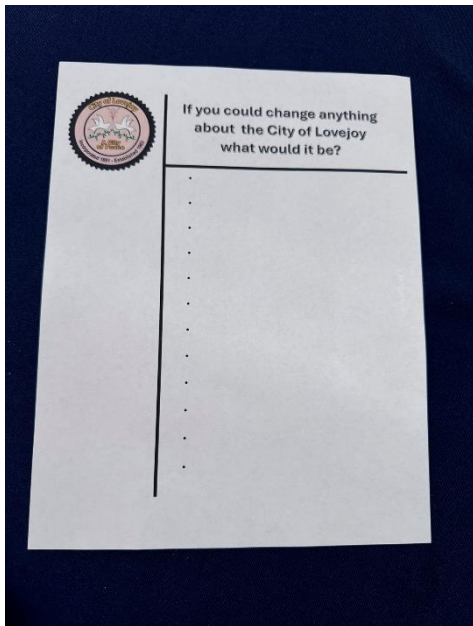




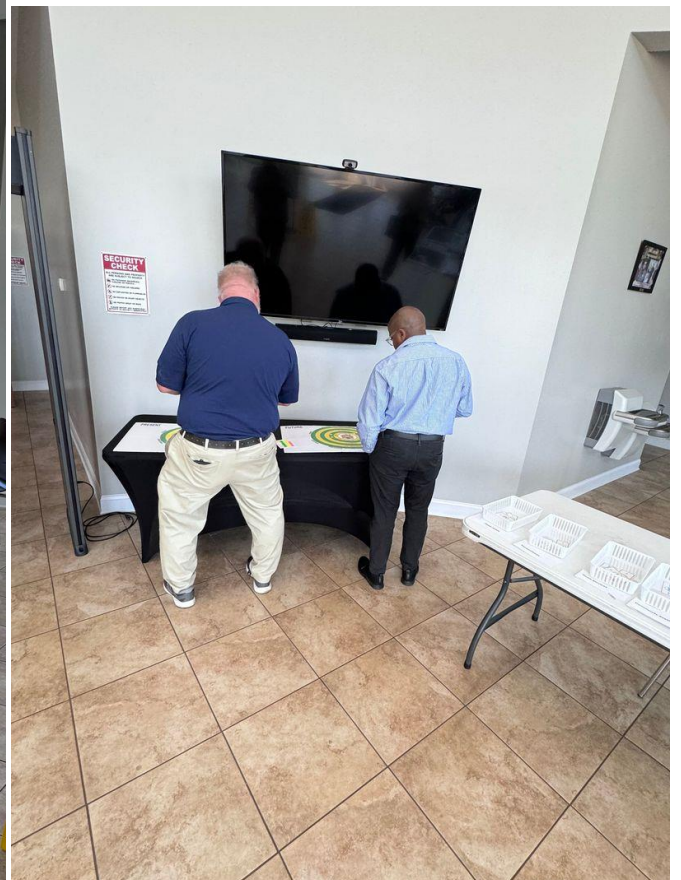
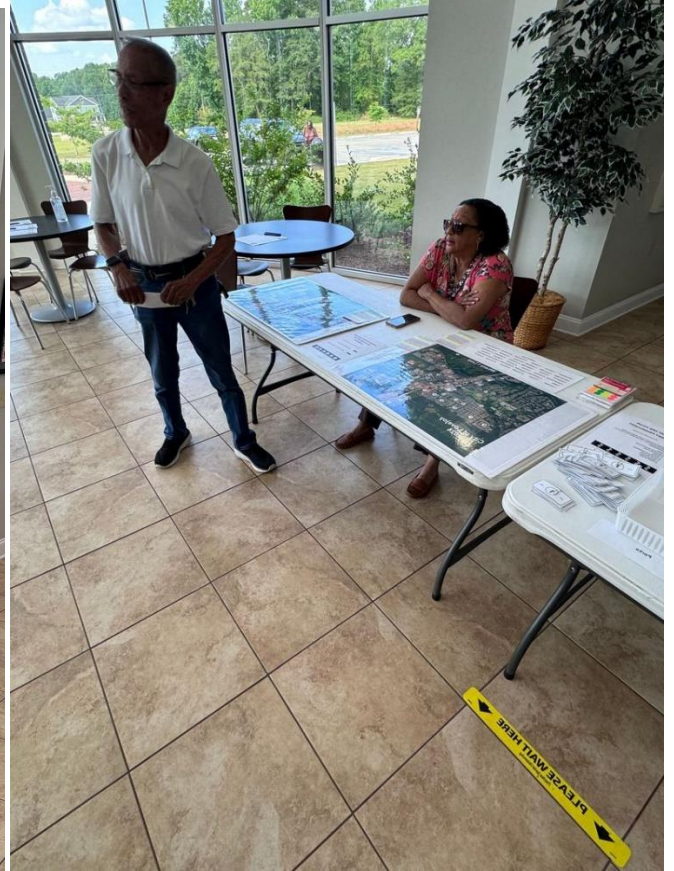




Photos of Open House Visioning Event

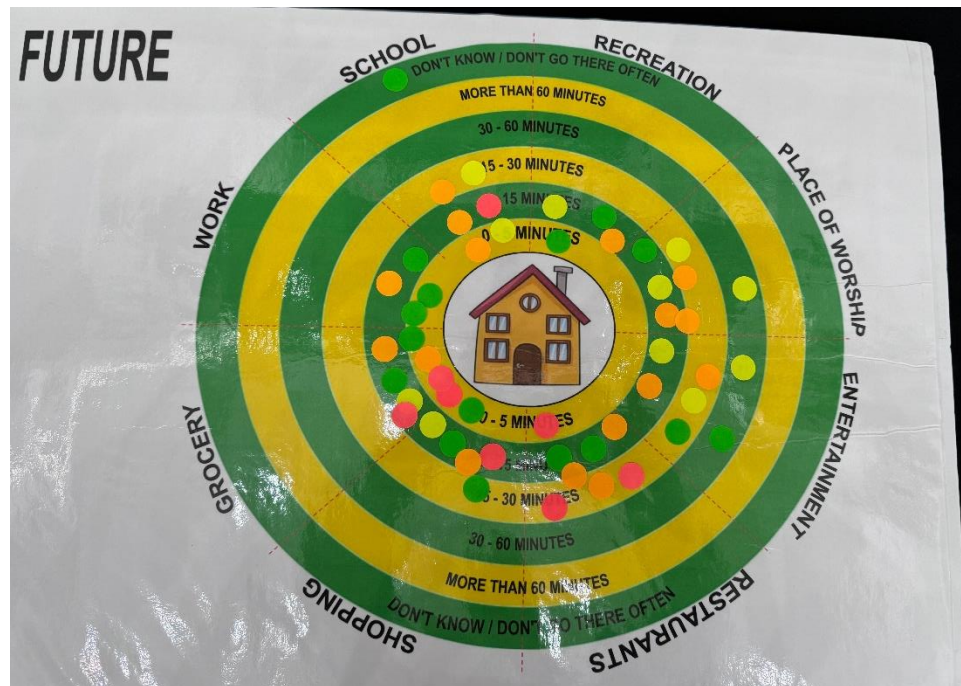
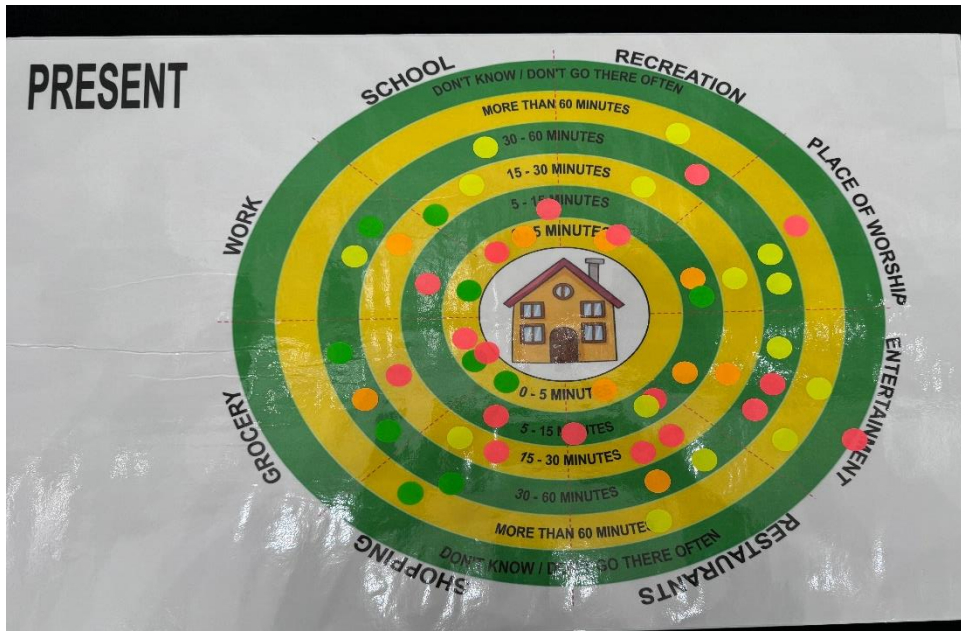








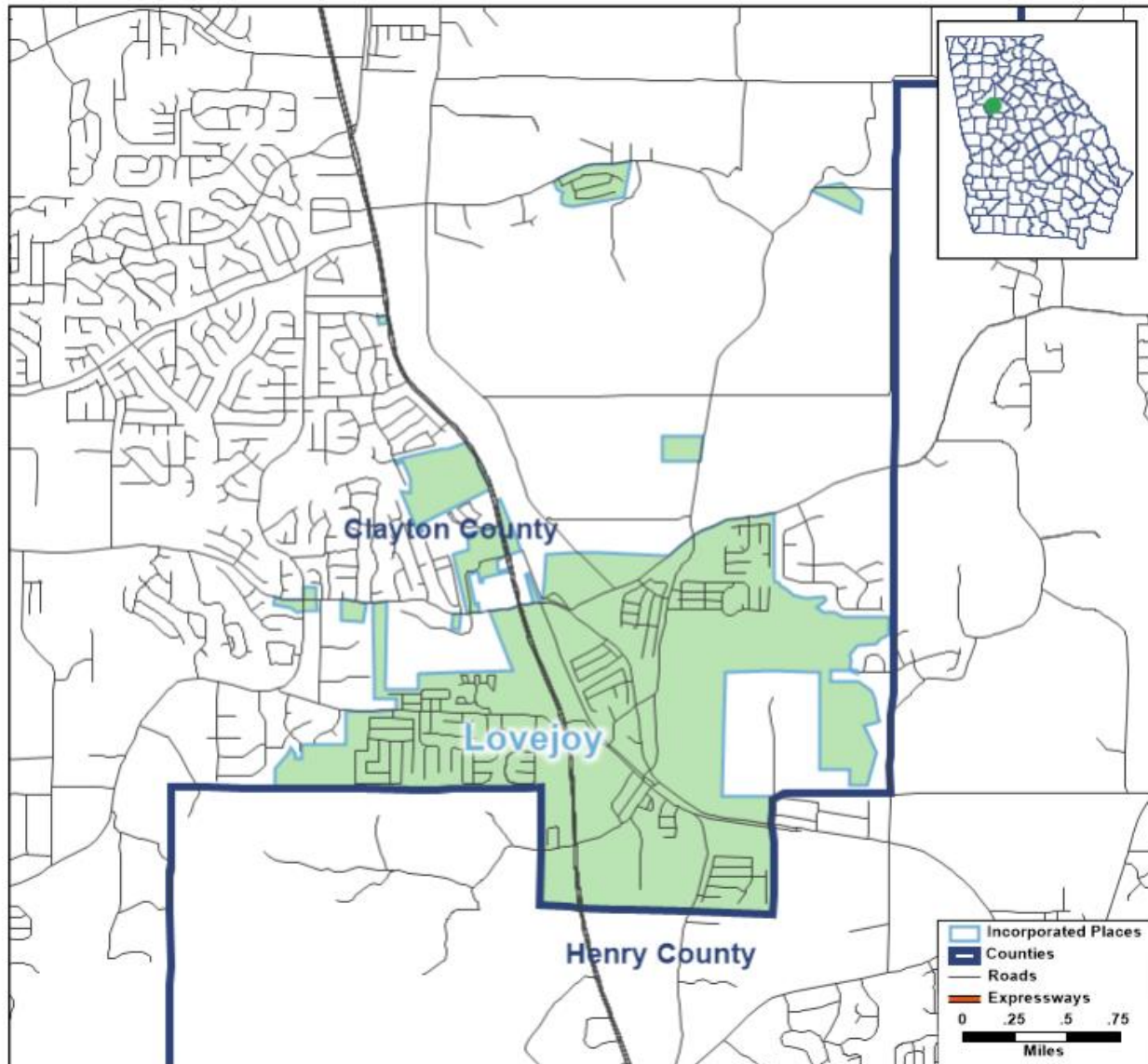






## Key Facts Infographics

### Lovejoy: 2024 GMA Member City Data Profile



This document presents a concise profile of Lovejoy based on the following three topic areas:

#### Demographic and Social Data

- Population
- Race and Ethnicity
- Age
- Household Type
- Citizenship
- Educational Attainment

#### Economic Data

- Labor Force Participation and Employment
- Industry
- Household Income
- Poverty
- Broadband Internet
- Health Insurance

#### Housing Data

- Occupancy
- Tenure and Mortgage Status
- Median Housing Costs
- Housing Cost-Burdened Households
- Vehicles Available
- Year Structure Built

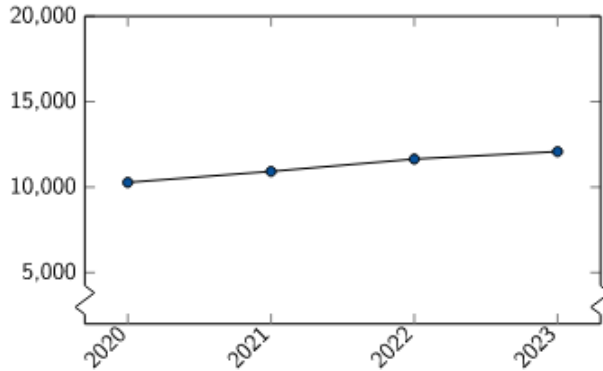
All data in this profile reflect municipal boundaries as of January 1, 2022. Population totals are from the Census Bureau's City Population Estimates program, 2023 vintage; all other data come from the Census Bureau's 2022 American Community Survey 5-year estimates. Please note that percents may not sum to 100% due to rounding.

Questions? Please contact Claire Chan, GMA Research Analyst, at [cchan@gacities.com](mailto:cchan@gacities.com).

## Lovejoy: Demographic and Social

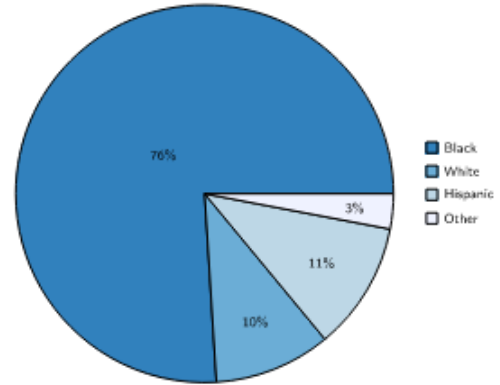
### Population

2023 Population: 12,080



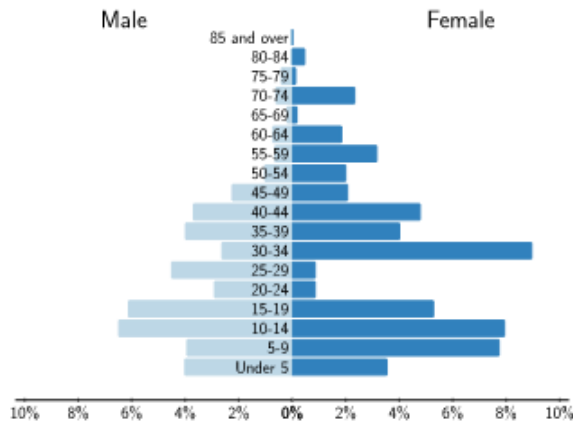
Source: U.S. Census Bureau, City Population Estimates, 2023 vintage

### Race and Ethnicity



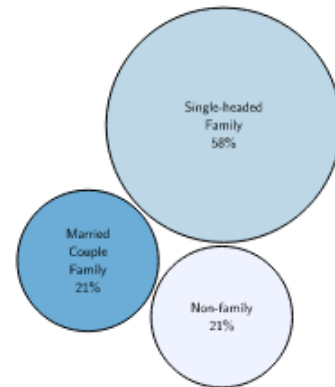
Source: American Community Survey, 2022 5-year estimates, table B03002

### Age



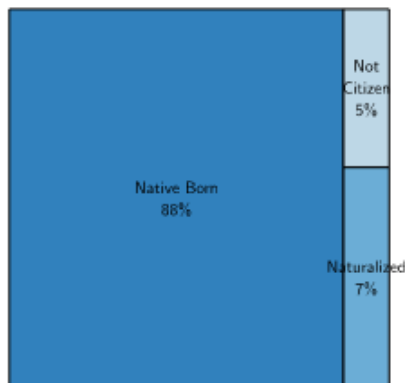
Source: American Community Survey, 2022 5-year estimates, table B01001

### Household Type



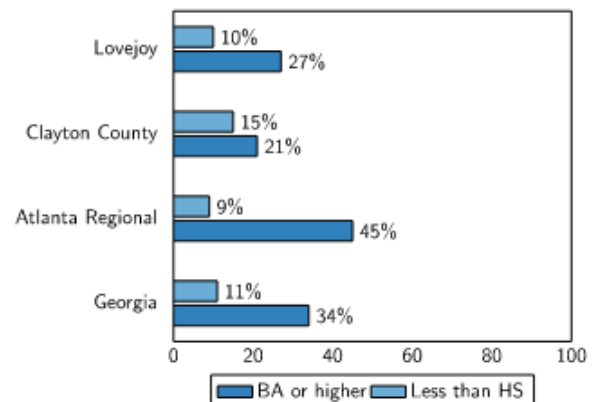
Source: American Community Survey, 2022 5-year estimates, table B11001

### Citizenship



Source: American Community Survey, 2022 5-year estimates, table B05002

### Educational Attainment

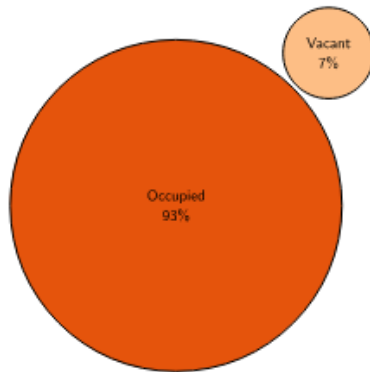


Source: American Community Survey, 2022 5-year estimates, table B15002



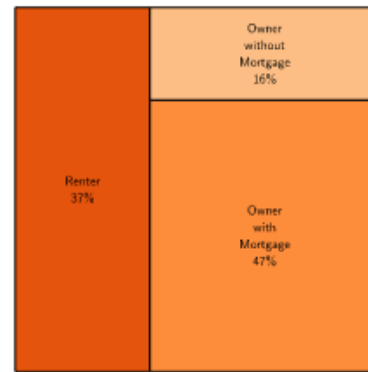
## Lovejoy: Housing

### Occupancy



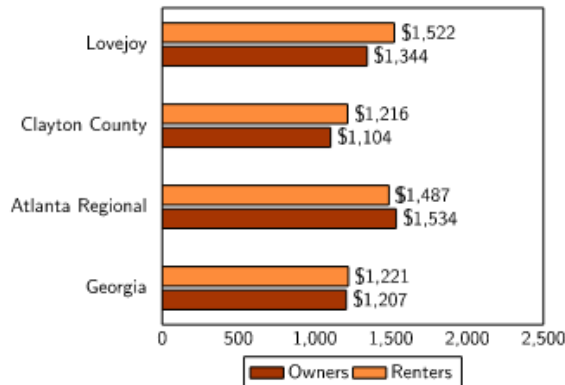
Source: American Community Survey, 2022 5-year estimates, table B25002

### Tenure and Mortgage Status



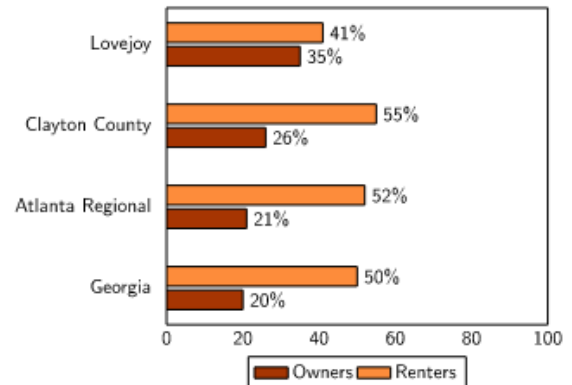
Source: American Community Survey, 2022 5-year estimates, tables B25009 and B25081

### Median Housing Costs



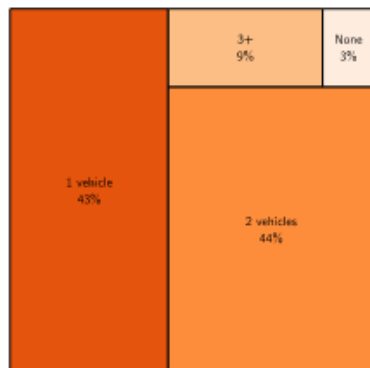
Source: American Community Survey, 2022 5-year estimates, tables B25088 and B25064

### Housing Cost-Burdened Households



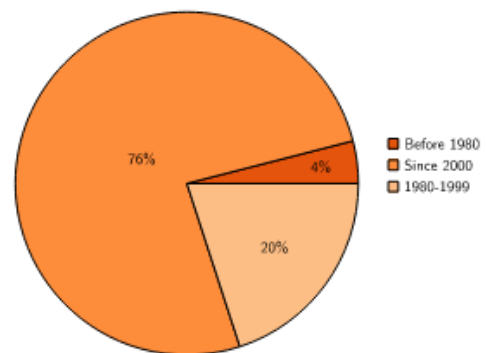
Source: American Community Survey, 2022 5-year estimates, tables B25091 and B25070

### Vehicles Available



Source: American Community Survey, 2022 5-year estimates, table B25044

### Year Structure Built



Source: American Community Survey, 2022 5-year estimates, table B25034