

RESOLUTION NO. 09

CITY OF LOVEJOY, GEORGIA

A RESOLUTION ADOPTING THE 2019 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 COMMUNITYWORK PROGRAM.

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

WHEREAS, the City held an advertised public hearing on August 19, 2019, 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 Stakeholder meeting on October 3, 2019, the purpose of which was to discuss a plan to get the public involved in order to receive comments from the citizens regarding the Comprehensive Plan; and

WHEREAS, the City held a public information open house for the general public on October 24, 2019, the purpose of which was to receive suggestions and comments on the proposed Comprehensive Plan and corresponding documents; and

WHEREAS, the City held an additional advertised public hearing on March 16, 2020 the purpose of transmitting the proposed Comprehensive Plan and corresponding documents to the Atlanta Regional Commission (ARC) and the Department of Community Affairs (DCA), as set forth in the minutes of said meetings; and

WHEREAS, The City submitted the 2019 Comprehensive Plan to the Atlanta Regional Commission (ARC) and the Department of Community Affairs (DCA) on October 27, 2020 for review as required by the Georgia Local Planning Requirements Chapter 110-12-1-.04(f) and (g); and

WHEREAS, The City received notice of approval from the Atlanta Regional Commission (ARC) and the Department of Community Affairs (DCA) on January 30, 2022 to adopt the 2019 Comprehensive Plan.


NOW THEREFORE BE IT RESOLVED, by the governing authority of the City of Lovejoy, Georgia, to adopt the 2019 Comprehensive Plan and all corresponding documents (as shown on attached Exhibit “A”).

BE IT SO RESOLVED this 14h day of February 2022.



Bobby Cartwright, Mayor

ATTEST:



Marie Burnham, City Clerk

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:

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Introduction and Overview

Introduction and Overview

This is an exciting time for the City of Lovejoy. We're 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 updated its Comprehensive Plan in 2014. This document is an update to that plan with updated policies, data and work program items. This document affirms the city's big picture vision, defines goals and lays out a task list for city leaders, staff, and citizens to address issues to position the City of Lovejoy as a trendsetter within metro Atlanta.

The City of Lovejoy Comprehensive Plan is the State-mandated comprehensive plan for the City. It is a policy document used by elected officials, city staff, developers, business leaders and citizens to determine future growth, development policy and capital improvements. This document serves as a guide for elected and public officials by establishing policies, priorities, and provides the framework for evaluating development proposals. It expresses the community's vision for where, how and what development should occur. The goals and policies contained in in this plan inform and guide land use decisions, helping to assure citizens and developers that these decisions are credible, predictable, and not arbitrary.

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 for the future so that 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 long view in mind and avoid making decisions based upon short-term changeable concerns.

The success of the goals of 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 people 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 to learn about the planning process and to 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



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 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.



Lovejoy Community Center



The Mayor's Park



Community Garden



The community garden is a great asset for the City of Lovejoy, so far in 2019, the garden has produced over 1,200,270 pounds of produce that has been sold or given away to the citizens of Lovejoy. Currently, there are 938 registered household with a over 3,000 family members that the community garden provided fresh vegetables to.

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

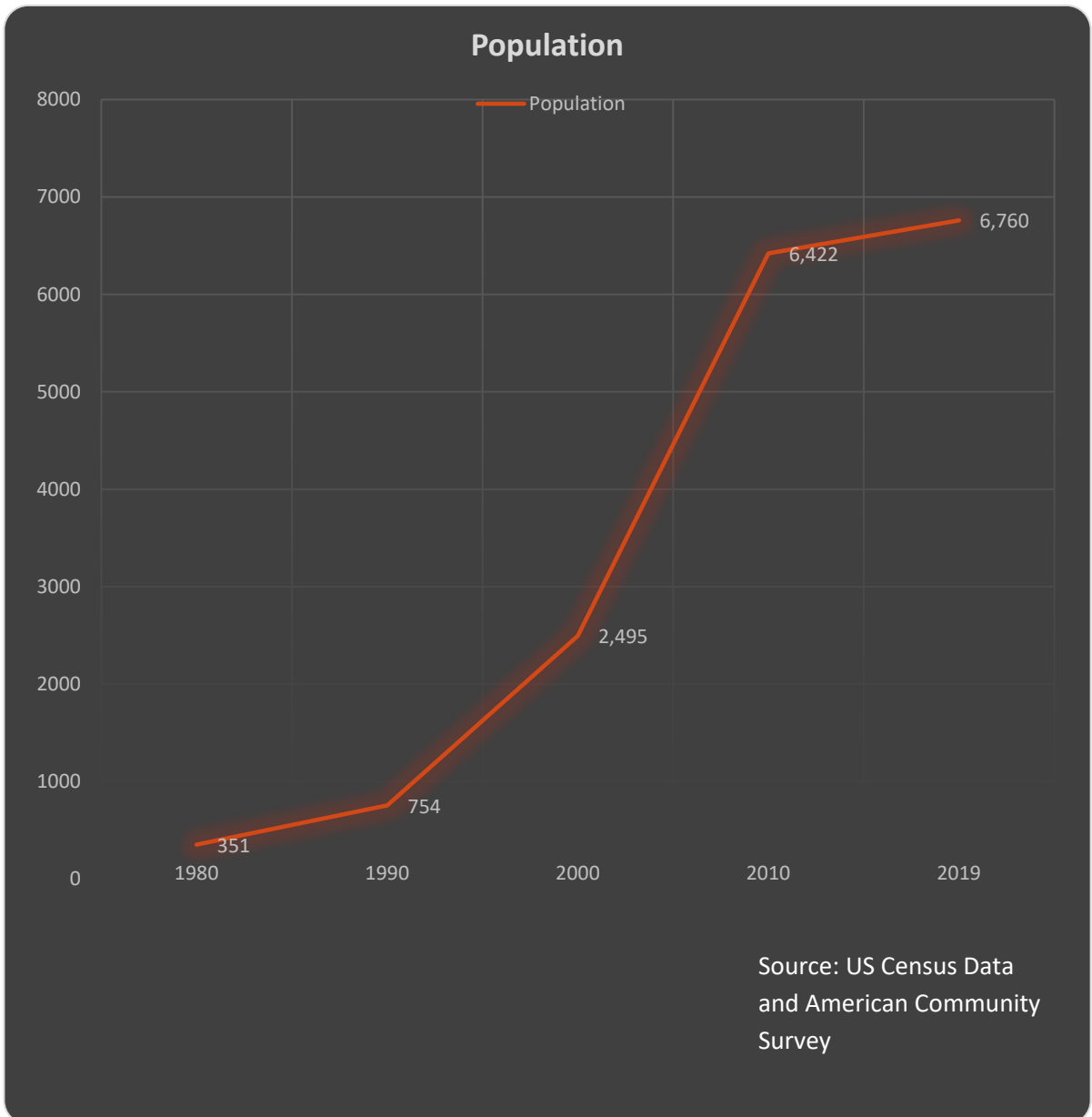
Rutabagas

Broccoli

Sweet Potatoes

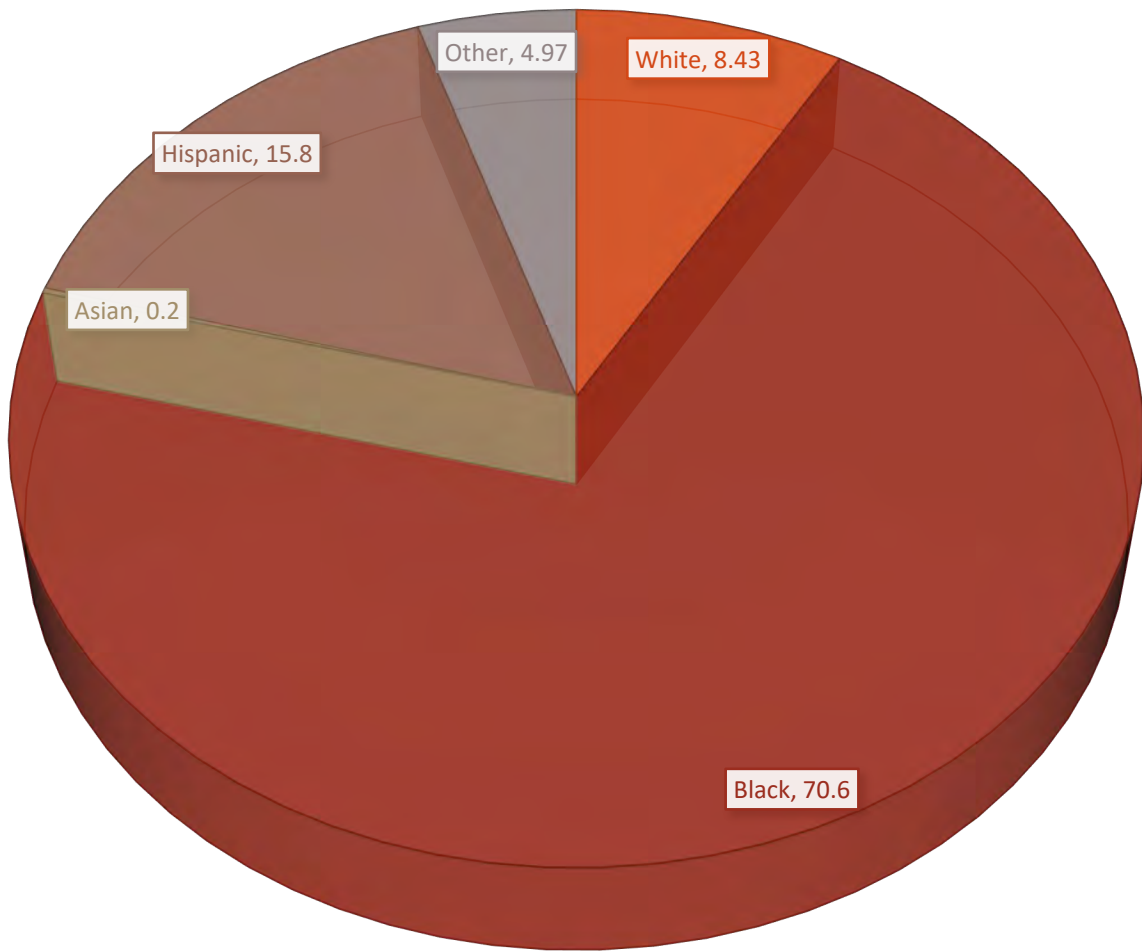
GROWTH AND DEMOGRAPHIC

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.



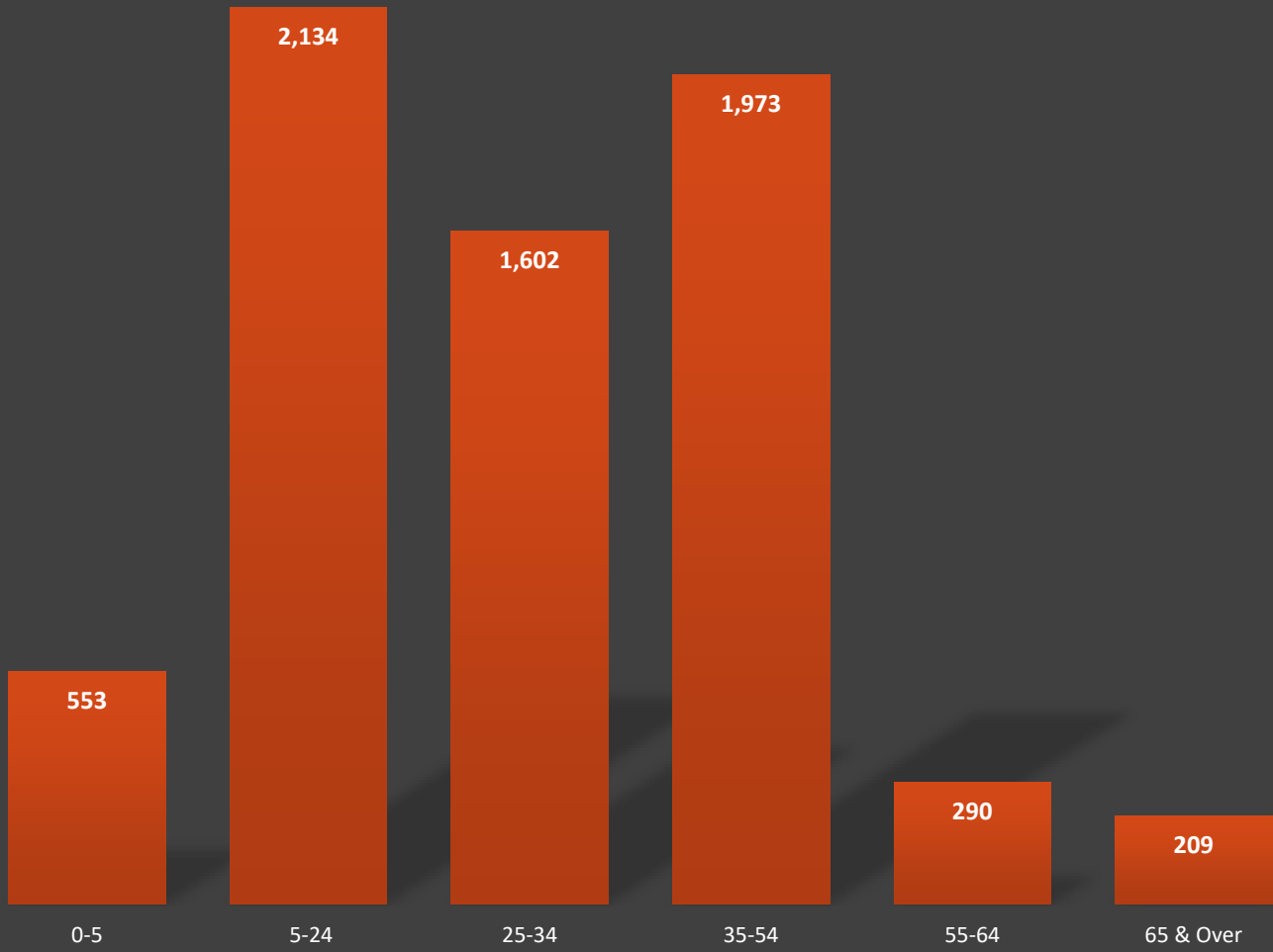
Lovejoy is virtually confined to the present city limits which comprise an area far less extensive than Clayton County. This will limit population growth as the land area is projected to be “built out” by 2025. The projected population anticipates continuing demand for housing at varying densities influenced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

Who Lives in Lovejoy ?



Key Areas Needing Attention

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.

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**



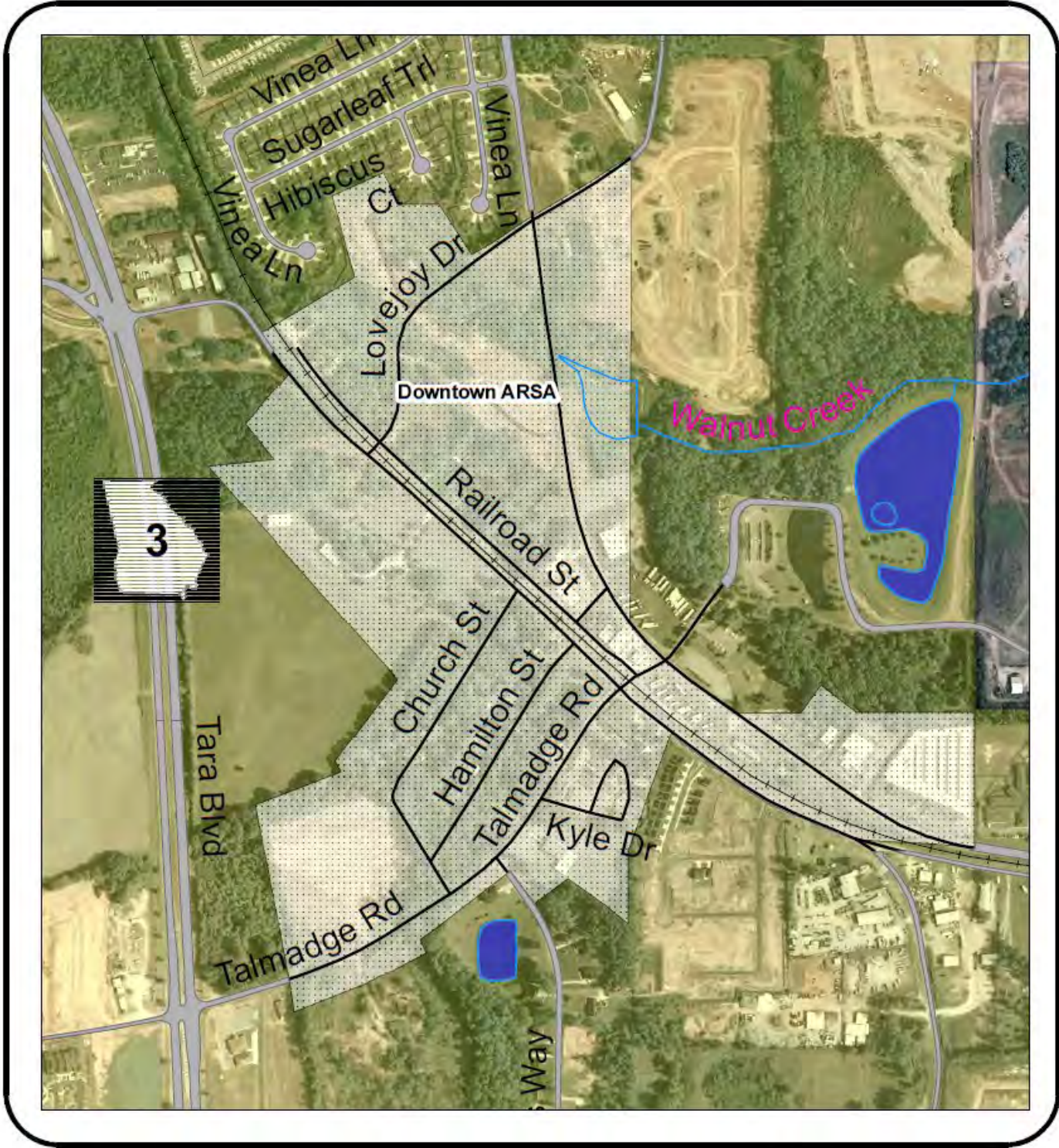
Commuter Rail ARSA

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 buildings remaining in its downtown, thus allowing a more flexible design.

CITY OF LOVEJOY COMPREHENSIVE PLAN



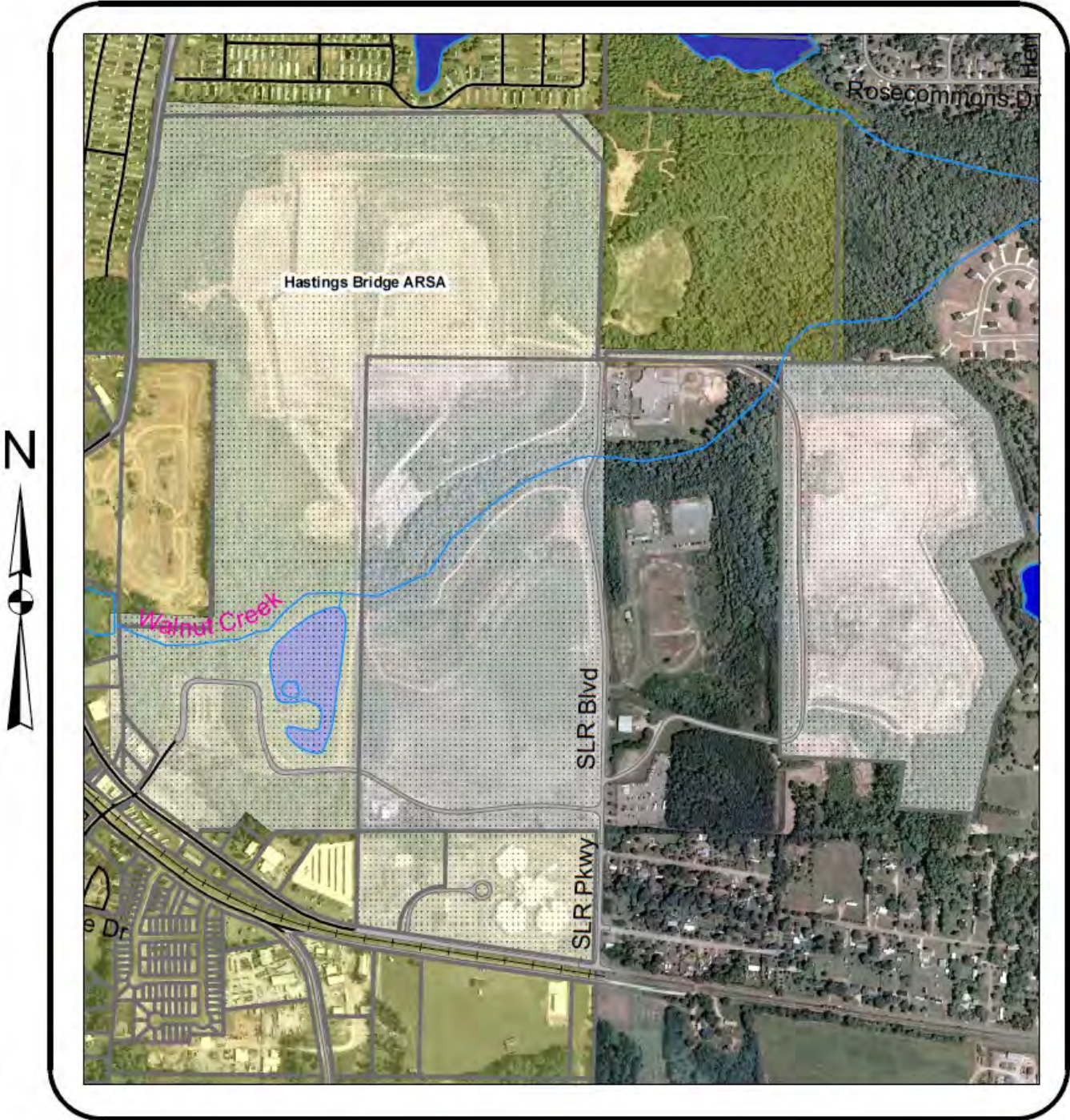
Downtown ARSA

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 a number of 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.



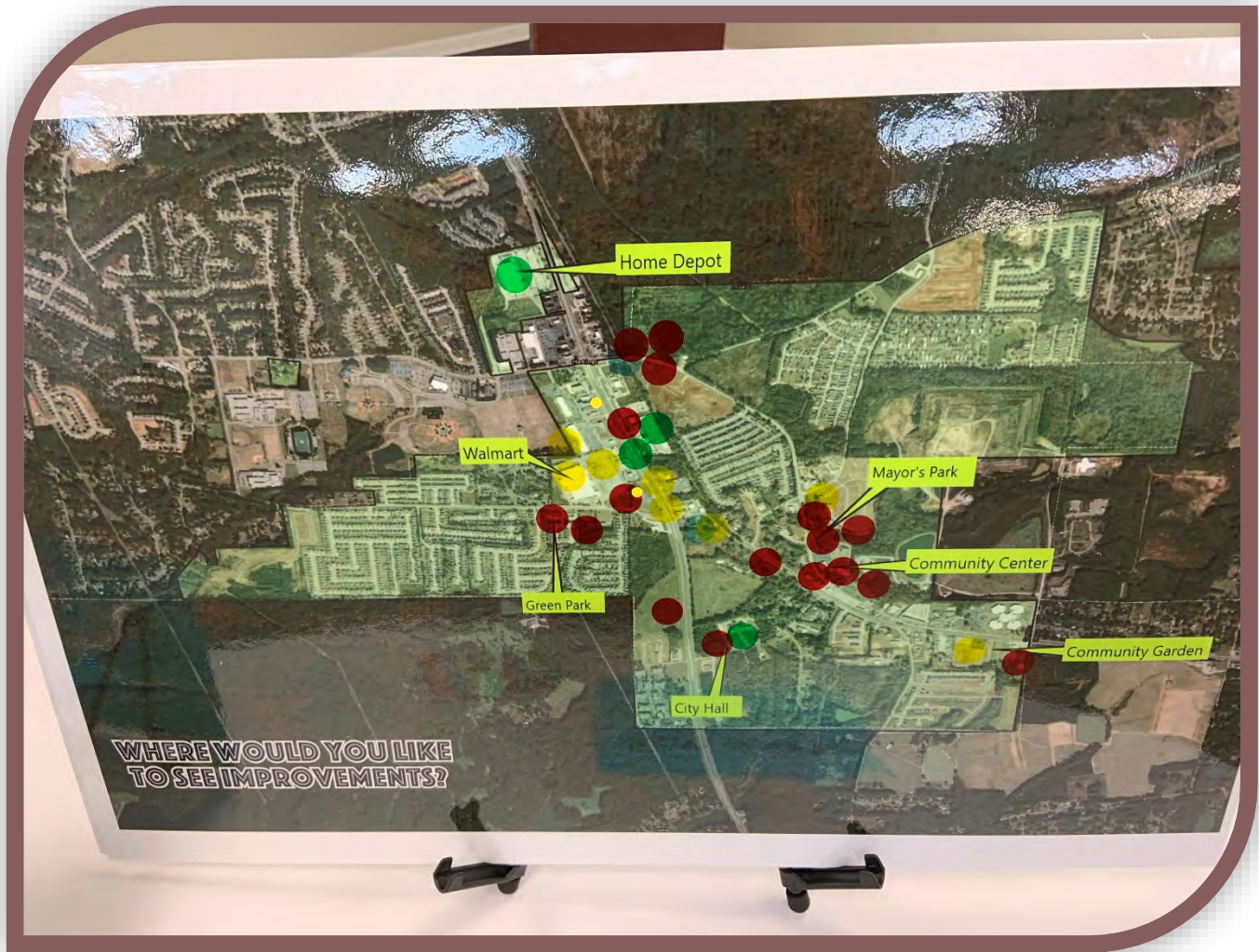
Favorite Places

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.

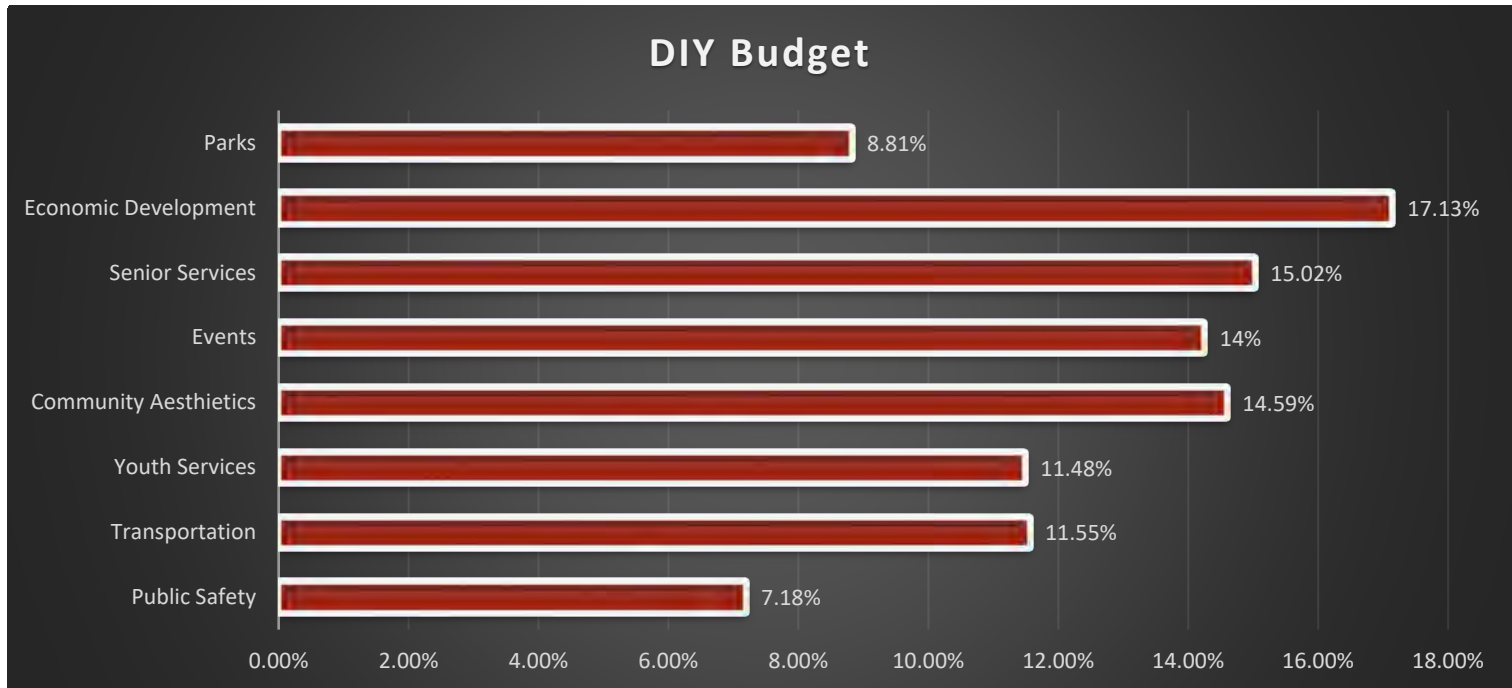


DIY (Do it Yourself) City Budgeting

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.

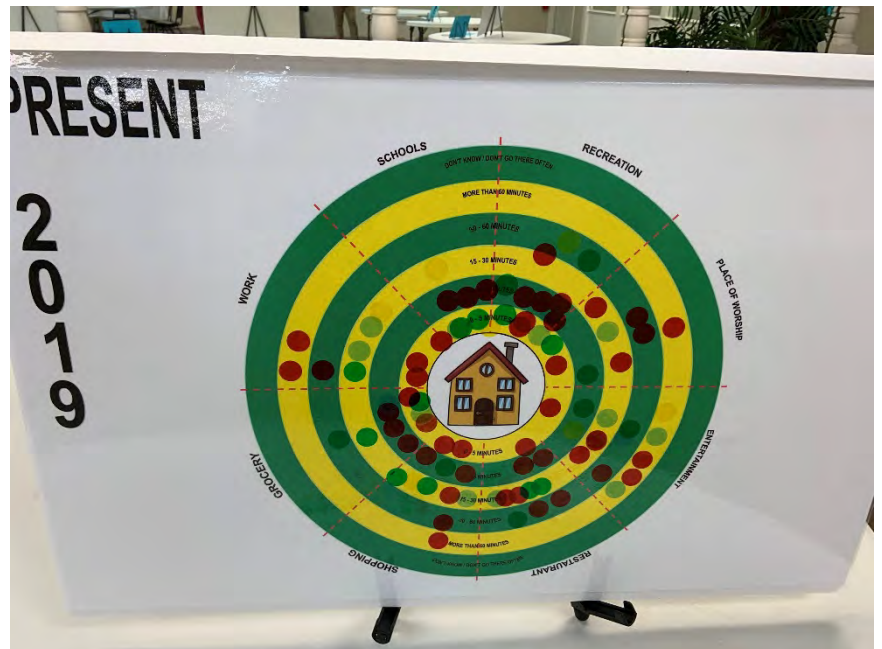
While all areas received comparable totals. Four areas emerged as attendees' favorites: economic development, senior services, community aesthetics and events.

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.



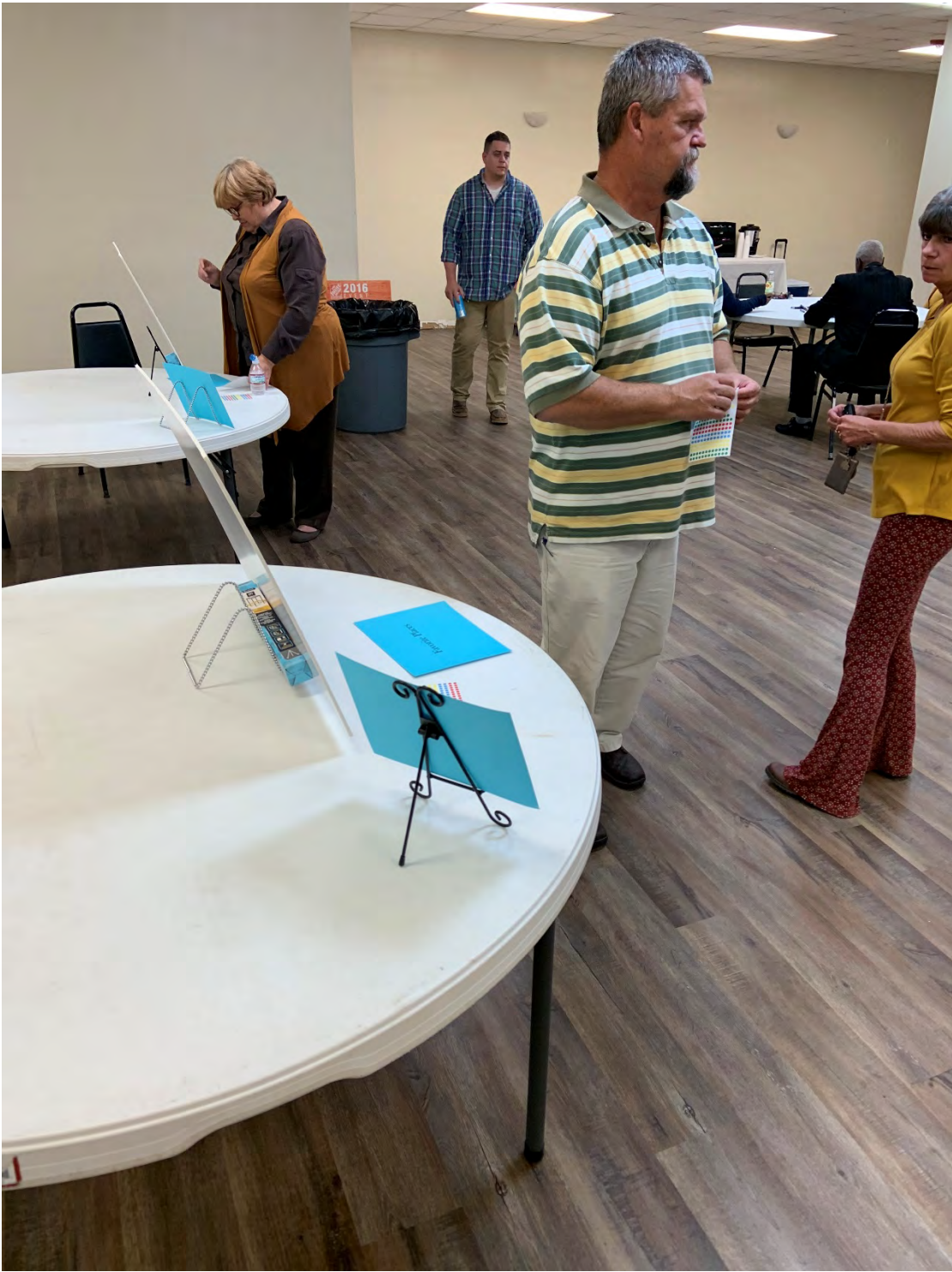
Community Now and Later

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 5 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





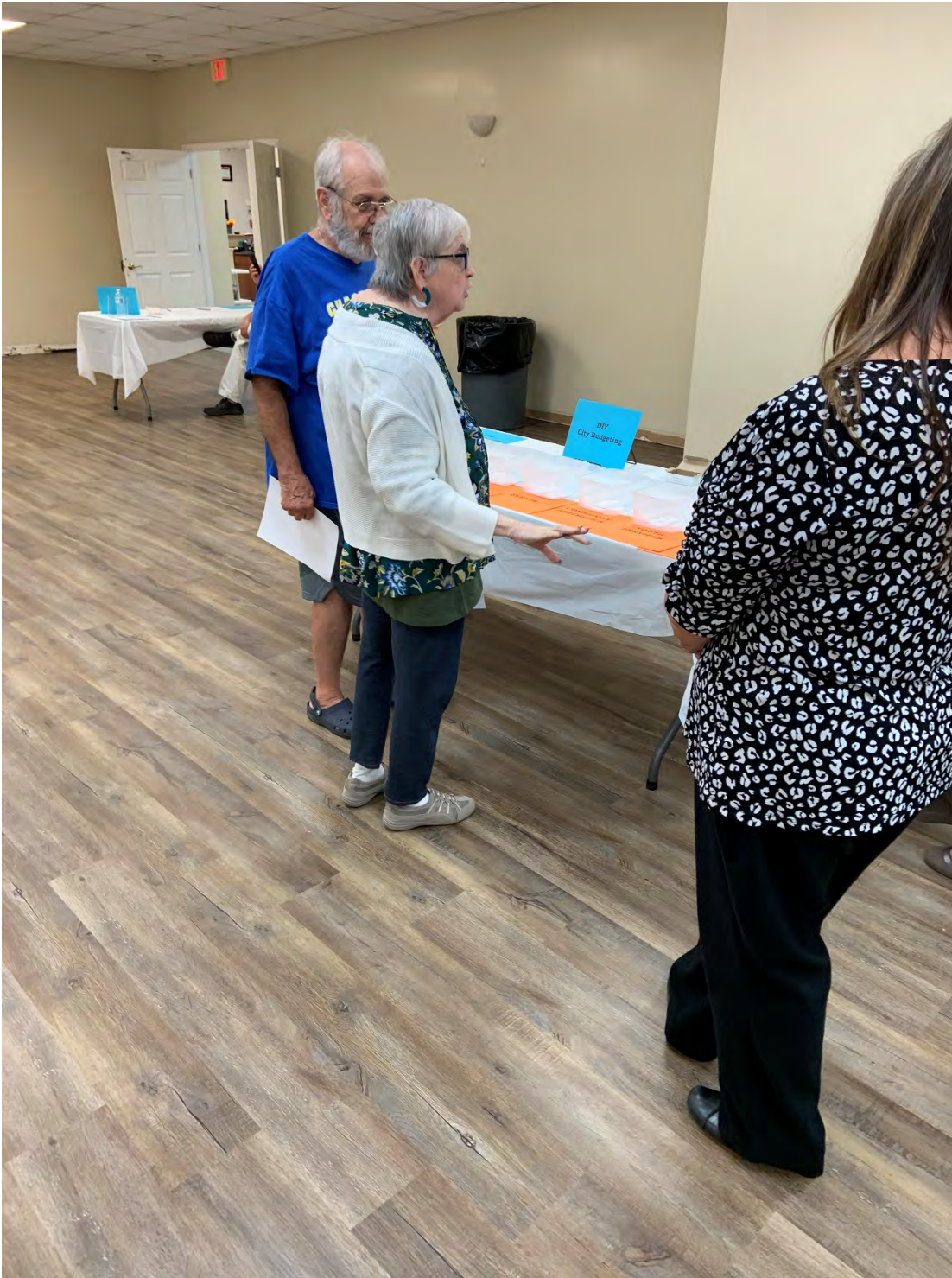


















Stakeholder Committee Meeting





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:

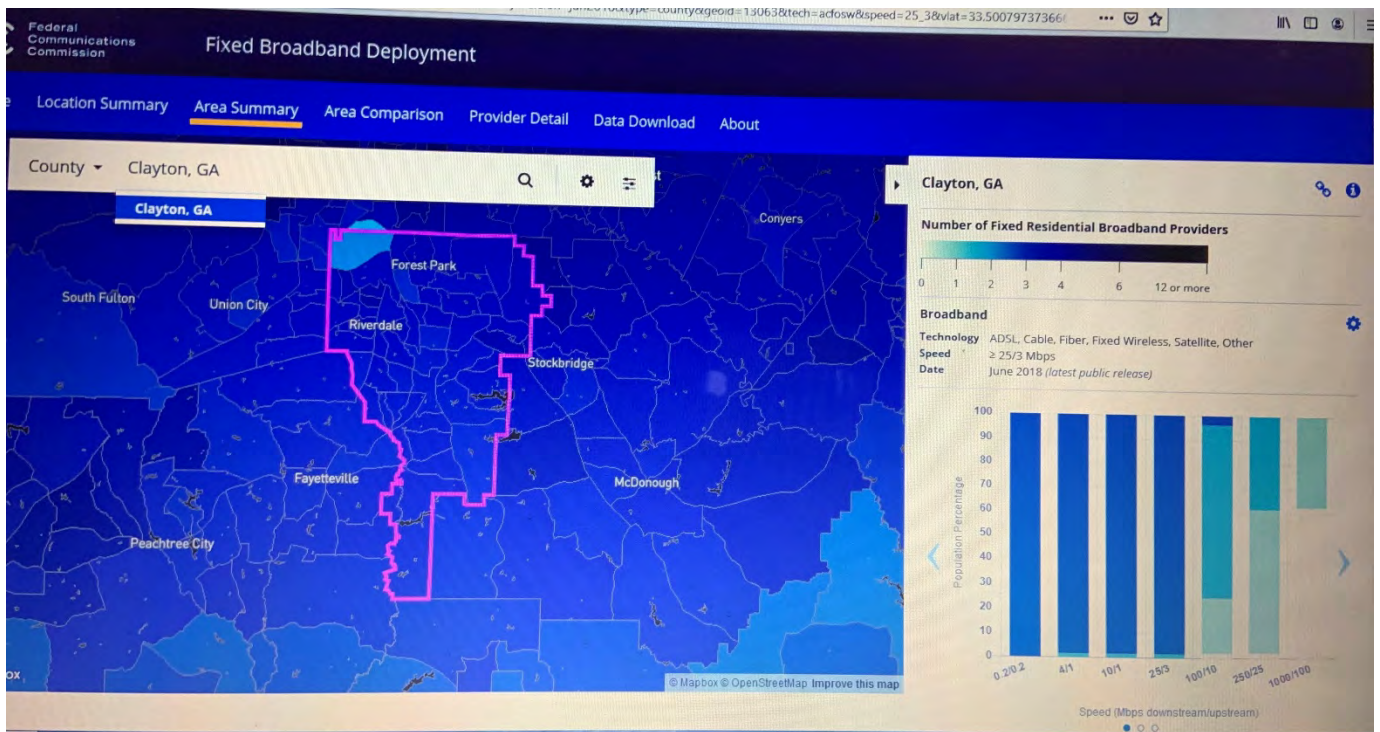
The City of Lovejoy will promote an adequate range of safe, affordable, inclusive, and resource efficient housing in the community. This may be achieved by encouraging development of a variety of housing types, sizes, costs, and densities in each neighborhood; instituting programs to provide housing 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.

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.

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 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 in downtown. Residential use is permitted in mixed use development.

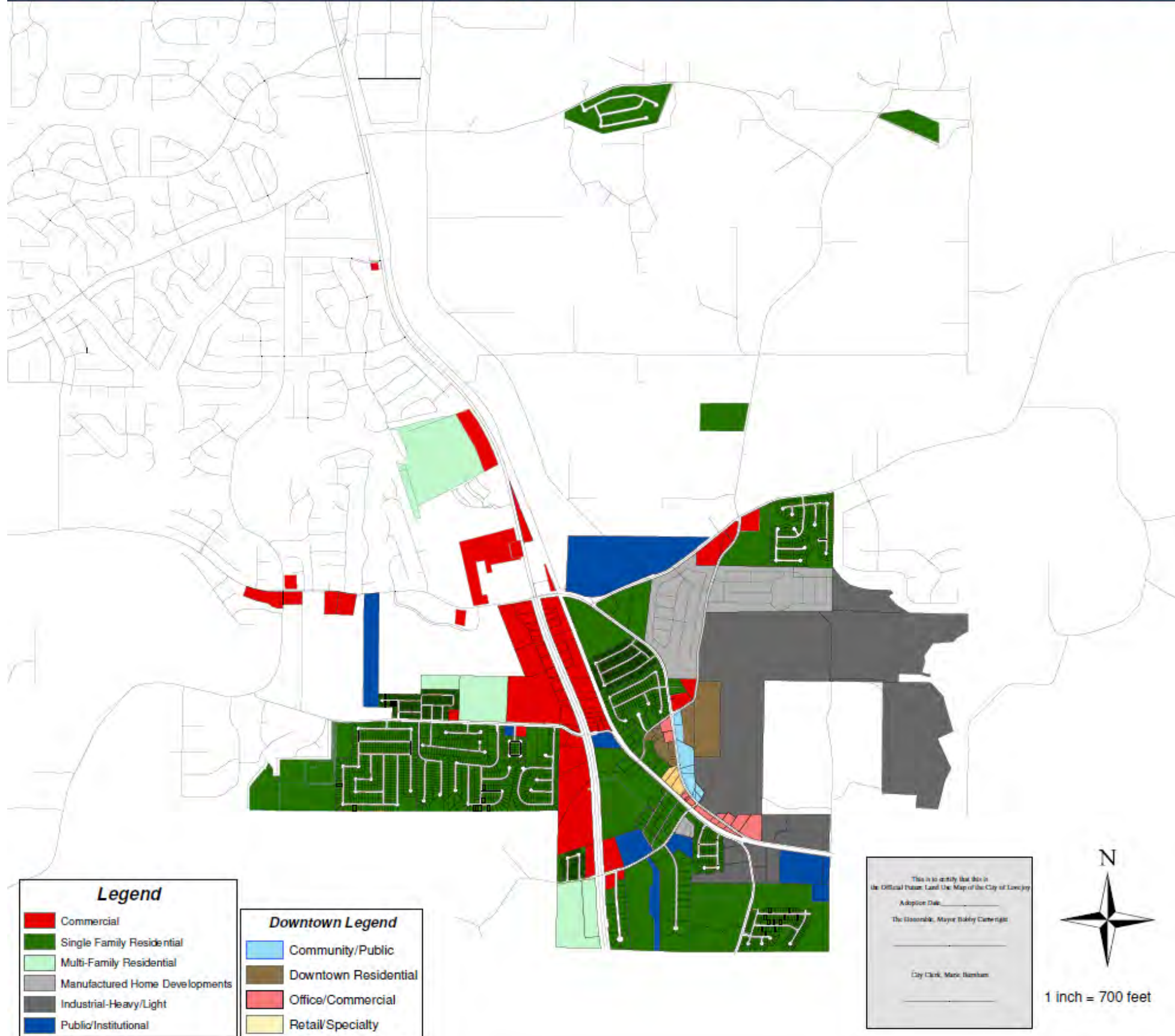
Downtown Residential

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



Legend	
	Commercial
	Single Family Residential
	Multi-Family Residential
	Manufactured Home Developments
	Industrial-Heavy/Light
	Public/Institutional

Downtown Legend	
	Community/Public
	Downtown Residential
	Office/Commercial
	Retail/Specialty

This is to certify that this is the Official Future Land Use Map of the City of Lovejoy
Adopted Date: _____
The Honorable Mayor Bobby Carter

City Clerk, Mark Bamhart



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:

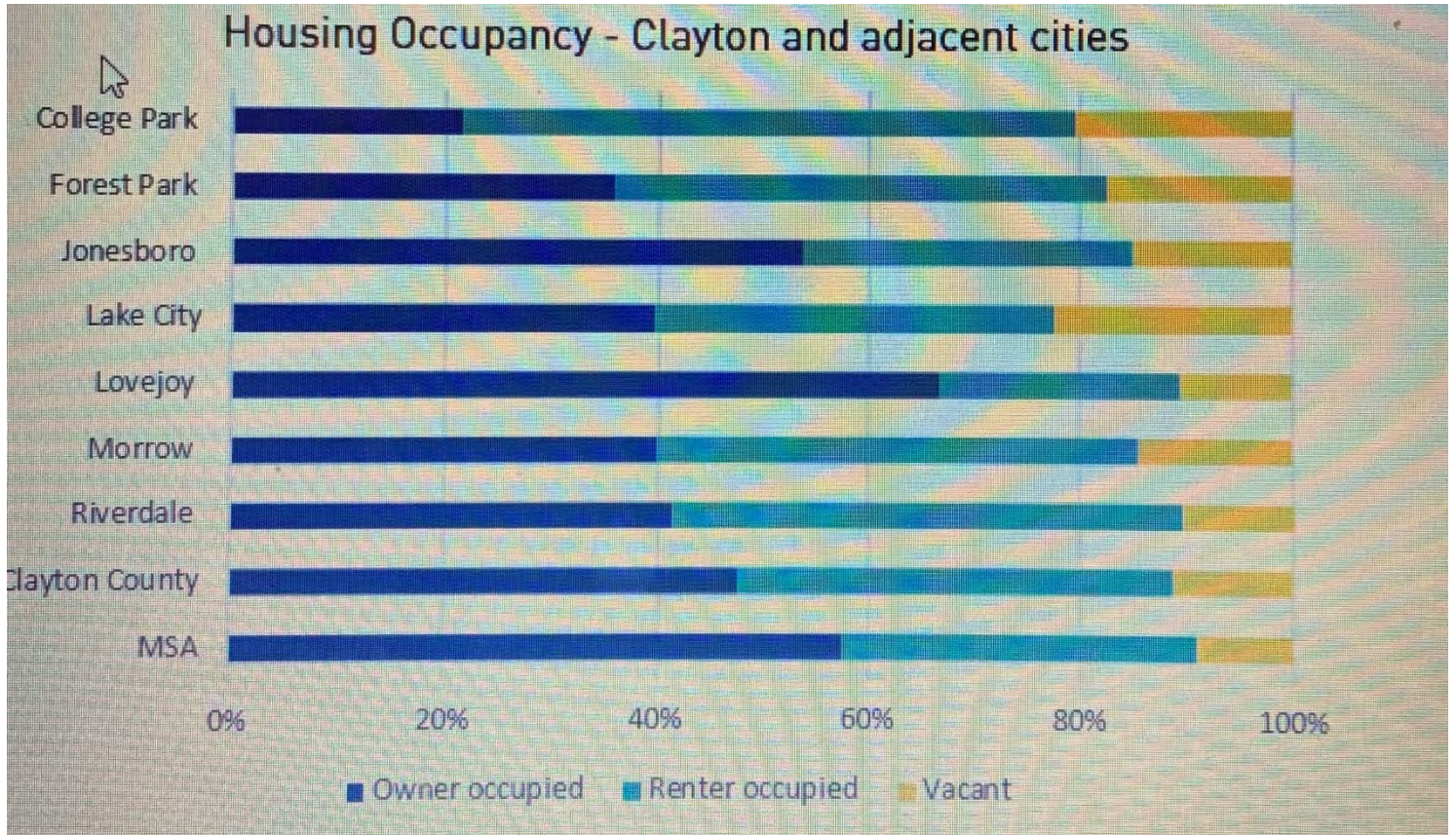
- Increase access to affordable housing
- Provide senior facilities and facilities for the homeless
 - Assist homeless persons to move towards stable, economically sustainable, long-term housing
- Continue to implement code enforcement
- Support the revitalization of communities to benefit low- and moderate-income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

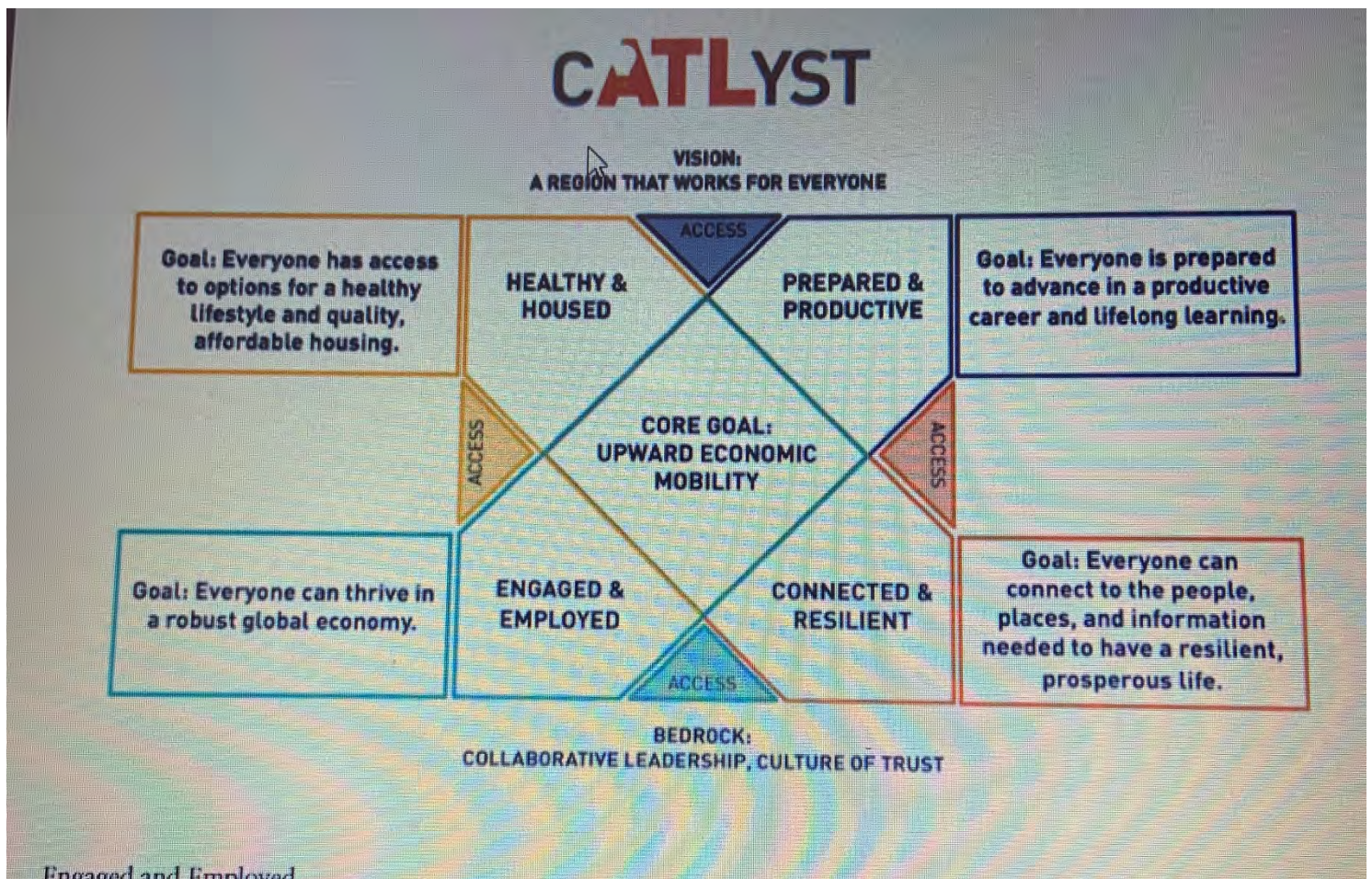
The plan establishes six long-term economic development goals and offers corresponding recommendations to meet these goals:

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	

Project or Activity	2020	2021	2022	2023	2024	Responsible Party	Cost Estimate	Funding Source
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.

Project or Activity from Previous STWP	Completed	Currently Underway	Postponed	Not Accomplished	*Explanation for Postponed or Not Accomplished Project or Activity
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 Land Development/ Subdivision 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.

Project or Activity from Previous STWP	Completed	Currently Underway/Ongoing	Postponed	Not Accomplished	*Explanation for Postponed or Not Accomplished Project or Activity
Actively participate in with Regional Economic Development Organizations		X			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		X			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		X			This is an ongoing project that continues in the next STWP
Ordinance review and revise: Landscape/Tree Ordinance and Downtown District Overlay Phase II			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.
Promote educational /job training efforts from regional sources		X			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		X			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		X			This is an ongoing project that continues in the next STWP

Project or Activity from Previous STWP	Completed	Currently Underway/Ongoing	Postponed	Not Accomplished	*Explanation for Postponed or Not Accomplished Project or Activity
Develop a package of incentives to leverage employment for Lovejoy residents		X			This is an ongoing project that continues in the next STWP
Park expansion Mayors Park			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.