Loganville Town Center

Livable Centers Initiative Study

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Prepared for:
City of Loganville

Prepared by:
Tunnell-Spangler-Walsh & Associates
Keck & Wood Inc.
Arnett Muldrow & Associates

City of Loganville

where people matter

Mayor

Ray Nunley

Council Members

Wendell Geiger

Mark Kiddoo

Michael Lynch

Jerry Price

Dan Curry

Eileen Waring

City Manager

Bill Jones

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Loganville Town Center

Livable Centers Initiative Study

Part 1: Introduction

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1.1 Overview

The LCI program is intended to promote greater livability, mobility and development alternatives in existing corridors, employment centers, and town centers. The rationale is that directing development towards areas with existing infrastructure will benefit the region and minimize sprawling land use patterns. Minimizing sprawl, in turn, will potentially reduce amount of vehicle miles traveled and the air pollution associated with those miles. Lastly, the LCI program is using the successful 1996 Olympics model to promote the concept that investment in public infrastructure will spur private investment. Thus, the LCI program is a vehicle whereby the Atlanta Regional Commission (ARC) can attempt to direct mixed-use and mixed-income development towards existing infrastructure by providing study and implementation funds.

In this context, the City of Loganville seeks to develop a long-term vision for creating a vibrant and sustainable downtown by promoting economic growth, providing pedestrian friendly mixed-use development, encouraging increased density to support diverse activities, enhancing connectivity, ensuring multiple transportation options, and improving public safety. The study will assist the community in defining their vision and creating a master plan that uses transportation improvements, land use policies, and sound urban design to improve quality of life in downtown and surrounding neighborhoods. Previous development pattern moving out from metropolitan Atlanta have highlighted the need to establish a proactive long-term vision for the downtown area. By recognizing existing challenges and building on opportunities, the study is intended to serve as a guide for positive change that both benefits the immediate area and the citizens of the area

The goal of the Loganville Town Center LCI , as established by the requirements of the ARC's Livable Centers Initiative program, are to:

- Encourage a diversity of medium to high-density, mixed-income neighborhoods, employment, shopping and recreation choices at the activity and town center level.
- Provide access to a range of travel modes including transit, roadways, walking and biking to enable access to all uses within the study area.
- Encourage integration of uses and land use policies/regulations with transportation investments to maximize the use of alternate modes.
- Through transportation investments, increase the desirability of redevelopment of land served by existing infrastructure at activity and town centers.
- Preserve the historic characteristics of activity and town centers and create a community identity.
- Develop a community-based transportation investment program at activity and town center level that will identify capital projects, which can be funded in the Transportation Improvement Program (TIP).

Regional land use policies encourage the creation of walkable, mixed-use centers with vibrant sidewalk life

The LCI program encourages integration of multiple transportation modes

New development in downtown Suwanee was supported by the LCI program

- Provide transportation infrastructure incentives for jurisdictions to take local actions to implement the resulting activity or town center study goals.
- Provide for the implementation of the Regional Development Plan (RDP) policies, quality growth initiatives and Best Development Practices in the study area, both through local governments and at the regional level.
- Develop a local planning outreach process that promotes the involvement of all stakeholders particularly low income, minority and traditionally under-served populations.
- Provide planning funds for development of activity and town centers that showcase the integration of land use policy and regulation and transportation investments with urban design tools.

Public participation is a key component of the LCI program

Regional Context

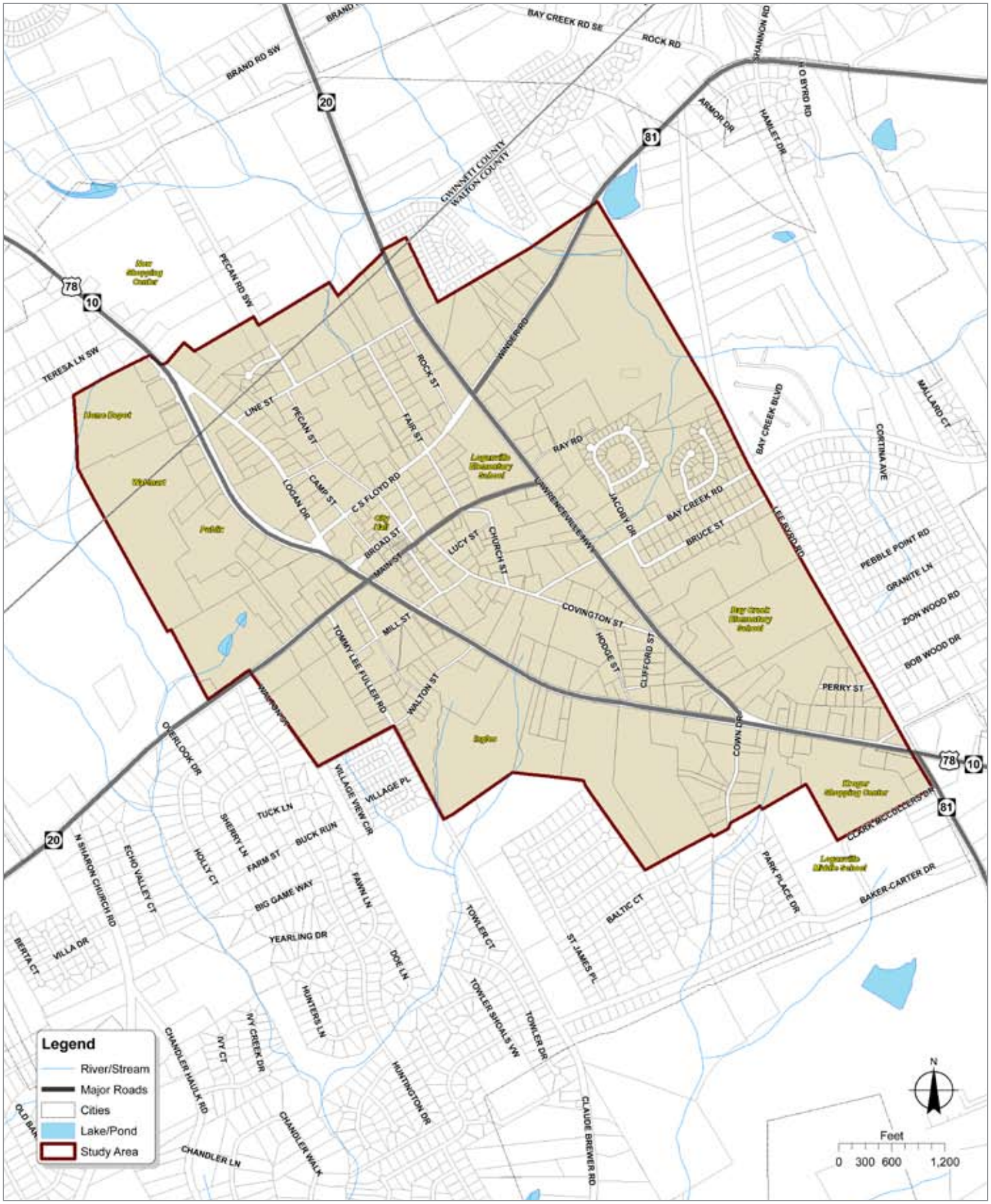
The study area is located in the City of Loganville in Walton and Gwinnett Counties, approximately 30 miles east of Atlanta along US 78. Gwinnett County is largely suburban, while Walton County is a historically rural area that has experienced significant growth pressure from metropolitan Atlanta in recent years. Since 1990, Loganville has experienced rapid growth that has transformed the city from a rural crossroads community into a part of metro Atlanta.

Map showing Loganville's location in the region

Study Area Boundaries

The study area runs along US Highway 78 and Loganville Highway, east to Lee Byrd Road, south and west to Clark Mccullers Drive, residential neighborhoods, and the back of the commercial properties along US 78, north to Line Street and a block further. The study area encompassed 957 acres, of which 95 percent is in Walton County and 5 percent is in Gwinnett County.

Figure 1.1: Study Area



Loganville Town Center

Livable Centers Initiative Study

Part 2: Inventory and Analysis

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Overview

This section provides a summary of existing conditions in the Loganville Town Center LCI study area. Study area components are divided into functional categories for the purpose of organization. In this section, background information is provided on the importance of each analysis, existing conditions are described, and strengths, weaknesses, opportunities, and threats associated with each are summarized.

Main Street features historic commercial buildings that front the sidewalk

2.1 Land Use and Zoning

Existing Land Use

Land uses and the relationship between them impact the quality of life in a community. Different land uses have varying impacts on transportation and utility systems. The arrangement of land uses and their proximity also support or discourage different modes of transportation, including bicycling and walking; this can directly impact the vehicular system by reducing or increasing traffic.

Towns and cities were traditionally built as mixed-use environments featuring housing, shops, offices, religious institutions, schools, parks, and factories, all within a short walk of one another. As the benefits of mixed-use areas are rediscovered, it is increasingly important to understand the uses that can operate within an acceptable walking distance. Many uses are compatible, including retail, office, open space, civic, and residential uses. Others, such as industrial and transportation services, are more difficult to reconcile in a mixed-use setting.

The study area contains a mix of land uses, ranging from residential to industrial. These include traditional small-town development patterns near the city's core, and newer ones along its edges.

Auto-oriented commercial uses line US Highway 78

Table 2.1: Existing Land Use Summary

LAND USE	PARCELS	ACRES	PERCENT OF STUDY AREA
Low Density Residential	402	292.8	30.6%
Multi-family Residential	10	31.6	3.3%
Commercial	148	273.8	28.6%
Public/Institutional	25	55.8	5.8%
Industrial	4	38.8	4.0%
Parks/Open Space	9	10.4	1.1%
Vacant/Undeveloped	48	147.2	15.4%
Roads/Other	n/a	106.6	11.2%
TOTAL	**646**	**957**	**100%**

Because the city lies at the intersection of several highways, one of the largest land use categories is commercial, which represents 28.6 percent of study area land. Commercial uses, however, are not all the same. Those along Main Street are small businesses within historic buildings that front the sidewalk. Outside the core, commercial uses are often newer, automobile-oriented chains concentrated along US 78 and parts of Loganville Highway. Several shopping centers are in this mix, including those anchored by Wal-Mart, Kroger, Ingles, and Publix.

Low-density residential uses, including single-family houses and duplexes, make up 30.6 percent of the study area. Among these are historic single-family houses near the core of Loganville, along with two newer subdivisions between SR 81 and Lee Byrd Road, off Bay Creek Road. Other residential uses include several apartment complexes, most of which are located between Lee Byrd Road and SR 81, just north of the Bay Creek Elementary School.

The remainder of the land in the study area includes institutional uses (i.e. city hall, the library, schools, and churches) at 5.8 percent of the total area, vacant land at 15.4 percent, and a few industrial sites. Open space is limited, especially publicly accessible parks.

<u>Strengths</u>

- The study area has a good mix of uses because of its role as a self-contained community.
- A distinct commercial district exists along Main Street.
- There are several housing types in the area, including historic and newer single-family housing, and multifamily units.
- Civic uses give people a reason to visit downtown.

<u>Weaknesses</u>

- Auto-oriented strip commercial uses contribute to an “Anywhere, USA” feel in parts of the study area.
- Some commercial buildings are aging, and others, such as the former Ingles on US 78, are empty.
- There are few housing options for those who do not choose to or cannot afford to own a single-family house.
- Area multifamily housing is of low quality and often of last resort.
- There are limited recreational facilities, especially parks.
- Many uses are far apart and force people to drive between them.
- There is no mixed-use development in the study area.

<u>Opportunities</u>

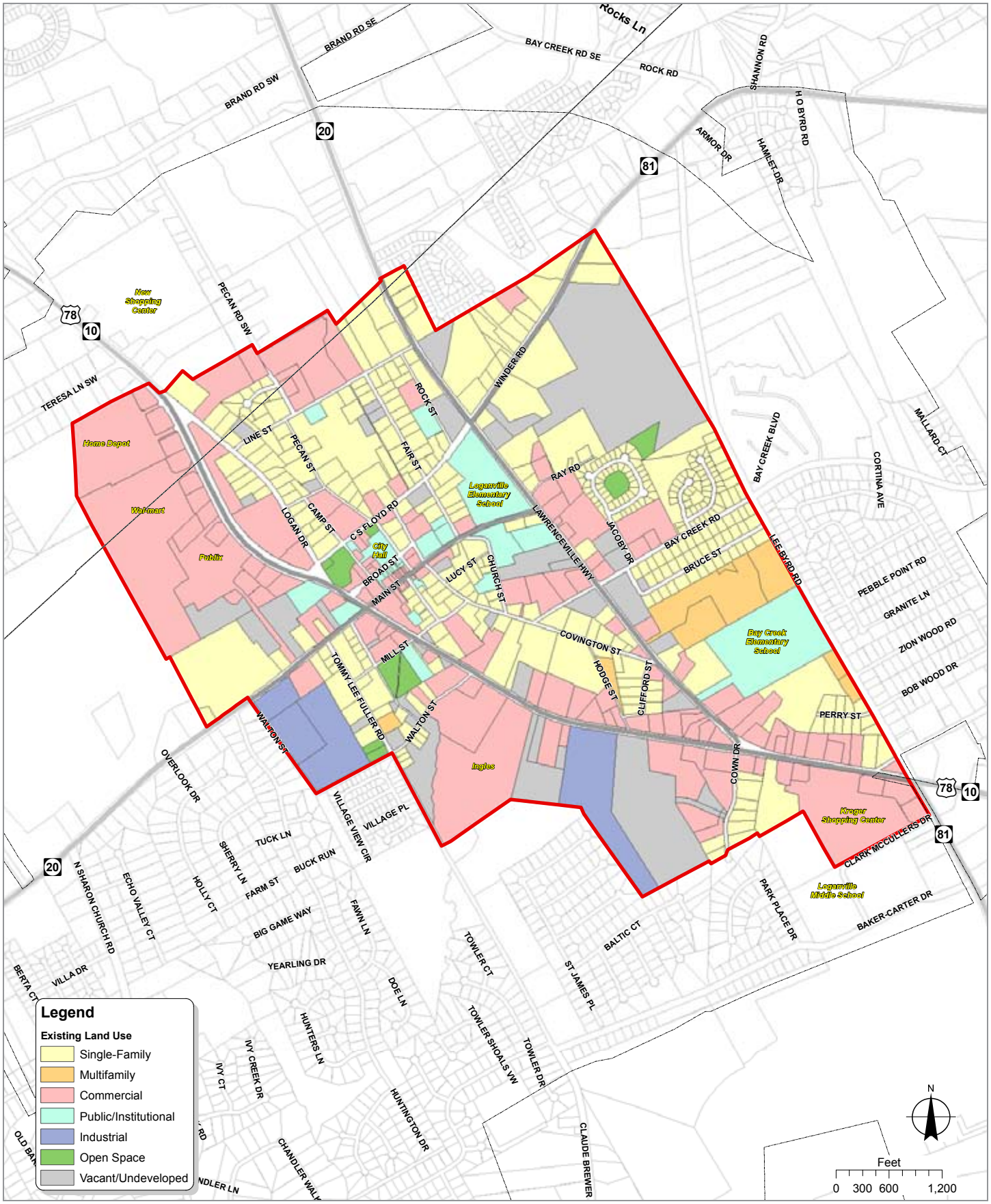
- Proximity of various land uses can minimize travel distances and support walking.
- Redevelopment of underutilized land could reinvigorate the city’s core.
- Main Street could be a focal point for a revitalized historic core.
- Vacant land could be put to better use.

Traditional single-family neighborhoods exist north of the historic core

City Hall is located downtown, close to Main Street

Many churches remain in the study area

Figure 2.1: Existing Land Use



Threats

- Poor design could reduce support for new land uses.
- Continued auto-oriented growth could limit the creation of a compact, pedestrian friendly downtown, and decrease sense of place.
- Conversion of owner-occupied homes to rental could destabilize the study area.
- Commercial and multifamily encroachment into neighborhoods could disrupt historic land use patterns.

Existing Zoning

The City of Loganville regulates development through the use of zoning. Zoning districts control things such as height, use, setbacks, and parking. They are the implementation tool for the City's comprehensive plan and support desired future land uses. Since zoning directly shapes development, it has a profound impact on the built environment. More than any other single element, zoning affects how a community looks and functions.

Within the study area, most commercial properties are zoned Commercial Highway (CH), a single-use zone with no design guidelines or other provisions to support the traditional commercial land use patterns found in many small cities and towns. Properties in the historic core area are zoned Central Business District (CBD), a purely commercial designation which does not allow mixed-use development. Similarly, the Office and Institutional (O&I) and Commercial Neighborhood (CN) districts are also single-use designations.

To protect residential areas from commercial encroachment, all residential districts prohibit commercial uses. These districts range from Single-Family Rural (R-44), Suburban (R-22) and Urban (R-16) Residential, to Duplex (MR-4) and Apartment districts (MR-6 and MR-8). For single-family residential districts, the minimum lot size is 16,000 square feet and the minimum lot width is 100 feet. The code prohibits smaller lot sizes that would allow a more diverse development pattern. No residential districts allow townhouses, even though they are often found in traditional mixed-use developments in other communities.

Current zoning also fails to provide design standards to ensure that development preserves Loganville's traditional small town character. Current zoning has permitted the auto-oriented prototype of commercial uses along major thoroughfares. For example, almost all non-residential zoning districts require 35-50 foot front setbacks, which prohibits street-oriented buildings and a pedestrian friendly environment. Even the Central Business District requires ten foot front setbacks, which is inconsistent with existing building setbacks, which are often zero feet.

Strengths

- The historic core area is a distinct zoning district.
- A conservation subdivision overlay protects environmentally sensitive areas.

Weaknesses

- Single-used zoning districts prohibit mixed-use development.
- Residential zoning districts prohibit smaller lots that could allow a more diverse development pattern.
- Large setback requirements in non-residential districts prohibit street-oriented buildings.
- The code provide few design standards to ensure quality development.

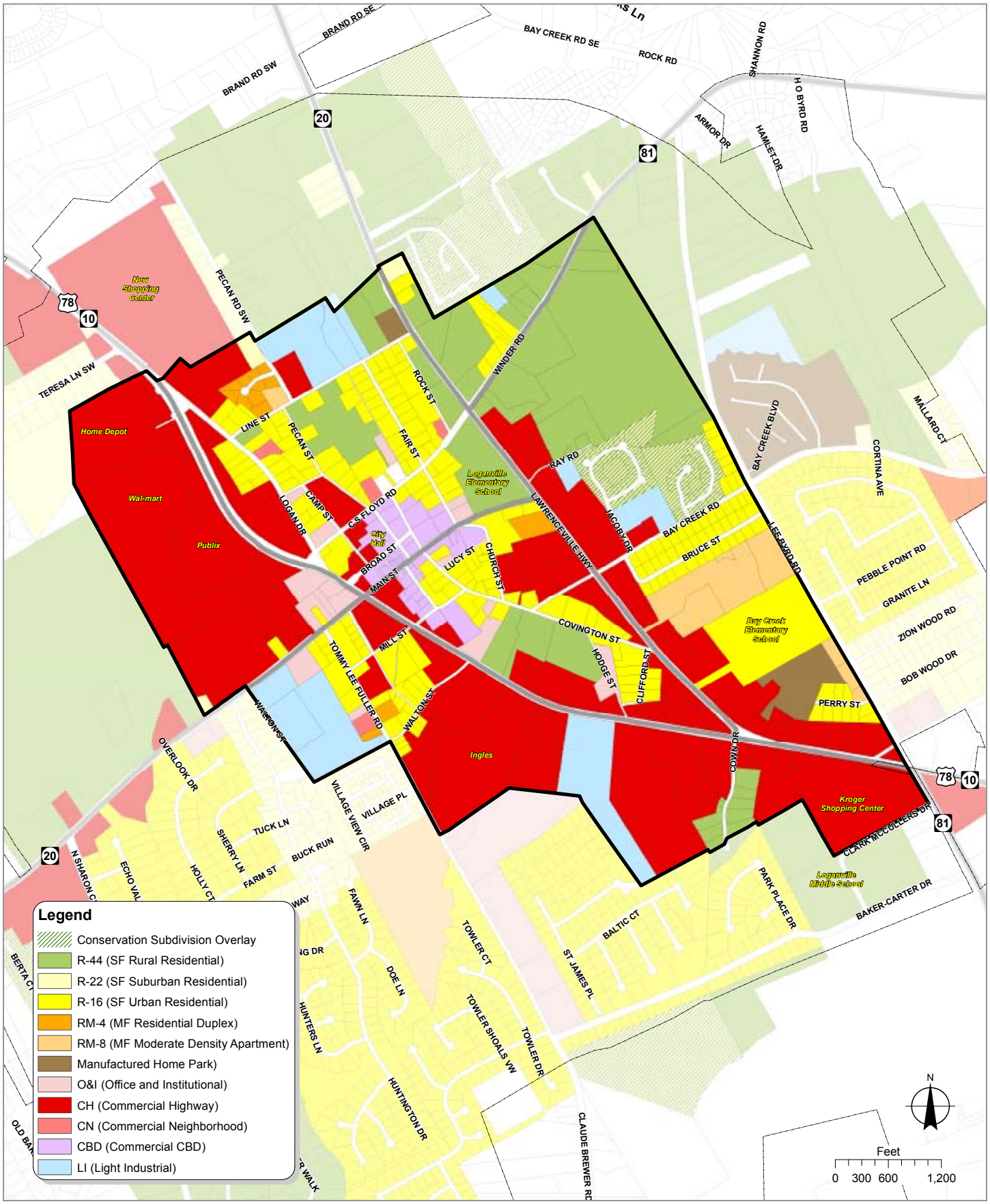
Opportunities

- Zoning text and map changes could support appropriate new development densities and forms.

Threats

- Maintaining existing zoning could support further inappropriate new development.

Figure 2.2: Existing Zoning



2.2 Transportation

The transportation system in the study area includes state highways, local streets, and sidewalks. This portion of the report summarizes the existing transportation system and provides an analysis of potential strategies for improving its functionality because a quality transportation system is critical to the success of redevelopment efforts.

Traffic Systems

Traffic system operations are affected by a variety of factors, including intersection operations, signal timing, turning movements, volume, capacity, and speeds. The interface of these different components affects each other and defines the ability of the whole system to operate efficiently and as part of a well-balanced system.

Existing Conditions

Street Network: The study area's existing street network includes urban principal arterials, urban minor arterials, urban collector streets and urban local streets serving regional and local needs. While the network is interconnected in the historic core, it is not organized into a grid. South of US 78/SR 10, in particular, there is little connectivity.

Area roadways are primarily two-lanes and include three state routes:

- US 78/SR 10 provides east/west regional access
- SR 20 provides north/south regional access
- SR 81 provides north/south regional access

All of these are classified as urban minor arterials except US 78/SR 10, which is classified as an urban principal arterial in the Gwinnett County portion of the study area. US 78/SR 10 is the only multi-lane highway in the study area. Logan Drive is classified as an urban minor arterial within Walton County and runs roughly parallel with US 78/SR 10 until CS Floyd Road. Tommy Lee Fuller Road is also classified as an urban collector street, but the remaining streets are local streets.

Traffic Signals: There are seven traffic signals in the study area. Five are along US 78/SR 10 and include pedestrian signals with crosswalks. They are at Logan Drive, Main Street (SR 20), Lawrenceville Road (SR 81), the Kroger shopping center, and Lee Byrd Road/SR 81. There are two additional traffic signals, both located on Lawrenceville Road, at C.S. Floyd Road and Main Street.

Traffic calming devices: There are no traffic calming devices in the study area.

Parking: On-street parking is located along Main Street in the historic core of the study area. The parking is not well defined because there is no striping. Parking is available behind the businesses along Main Street, accessed from Broad Street. In many places in the historic core, parking lots are paved all the way up to the traveled way of the bordering

US 78/SR 10 (Atlanta Highway) provides regional access for the town

Lawrenceville Road (SR 81) provides north/south regional access to Loganville

The intersection of Main Street (SR 20) and Lawrenceville Road (SR 81) is very busy at rush hours

roads, meaning that parking areas and roadways are not well defined. Businesses along US 78/SR 10 generally have their own parking lots with driveway access to US 78/SR 10. Shopping centers along US 78/SR 10 are set far back to accommodate large parking lots that serve the businesses within each center.

Traffic Volume: US 78/SR 10 is classified as the same functional classification as SR 20 and SR 81, despite carrying up to three times the traffic of those routes. In the Gwinnett County portion of the study area, US 78/SR 10 is classified as a principal arterial, which is more consistent with the recorded traffic volumes.

Truck Routes: The current truck routes through Loganville are the three state routes, US 78/SR 10, SR 20, and SR 81.

Planned Future Projects: Planned projects include a one-way pair conversion of CS Floyd Road and Main Street programmed by the Georgia Department of Transportation (GDOT). This will also extend C. S. Floyd Road across US 78/SR 10 to meet up with SR 20 near Overlook Drive. The project is in the Long-Range Transportation Plan with a proposed construction date of 2016.

In addition, the City of Loganville has three planned projects. First is the realignment of the intersection at Pecan Street and CS Floyd Road to eliminate the offset of the two legs of Pecan Street. Second is a Transportation Enhancement project planned for Pecan, Broad, and Covington Streets, which includes adding sidewalks, curbs, gutters, and landscaping. It will also define driveways along Broad Street to a parking lot that is paved all the way to the roadway. The third project is adding sidewalks at various locations along US 78, SR 20, and Tommy Lee Fuller Road between SR 20 and Village Place.

Speed Limits: Speed limits within the historic core are generally 25 miles per hour (mph). Further from the historic core, speeds rise to 35 and 45 mph. US 78/SR 10 is signed at 45 mph.

The intersection of US 78 and Main Street in downtown Loganville

The speed limit on Main Street is 25 miles per hour

Table 2.2: Study Area Traffic Volume

LOCATION	2008 TRAFFIC VOLUMES (AADT)	TRUCK (%)
Lawrenceville Road (SR 20), south of Line Street	11,690	13
Lawrenceville Road (SR 20/81), south of CS Floyd Road	13,140	10
Main Street (SR 20), between Fair Street and Covington Street	7,350	-
Conyers Road (SR 20), between Huntington Drive and Overlook Drive	14,110	6
Winder Road (SR 81), south of Eddie Byrd Lane	11,670	-
Lawrenceville Road (SR 81), between Bay Creek Rd and Covington St	11,360	-
Atlanta Highway (US 78/SR 10), between Line Street and CS Floyd Road	37,240	-
Atlanta Highway (US 78/SR 10), between Walton Street and Hodge Street	31,720	-
Atlanta Highway (US 78/SR 10/SR 81), between Lawrenceville Road and Lee Byrd Road	36,260	-

Project Development Process

There are several steps to be taken in the transportation project development process. Some of these include:

- Develop stakeholder consensus on issues needing to be addressed so there is motivation to implement.
- Identify a small number of projects or alternate solutions that appear to cost effectively address the issues.
- Perform preliminary design and environmental, cost, and right-of-way analyses.
- Begin considering sources of funding from traditional and, if possible, non-traditional sources.
- Conduct public hearings to share findings and solicit comments.
- Address comments.
- Build consensus on an action plan among elected officials.
- Identify projects and finalize design and right-of-way needs.
- Secure funding agreements and get projects included in the ARC's and GDOT's formal programming documents: Regional Transportation Plan (ARC); TIP (ARC); and Statewide Improvement Program (GDOT).

If the City develops a set of projects that has community support and addresses mobility, access and safety concerns, then they will have a very good chance to receive funding from traditional sources even though the implementation timeline may not be clear. This also means the City will need to supply local matching funds toward the total project cost. Local matching funds often take the form of preliminary engineering studies or site preparation work, such as utility relocation and right-of-way acquisition.

<u>Strengths</u>

- Easy access to several state routes including US 78/SR 10, SR 20, and SR 81.
- Direct access to Atlanta and Athens via US 78/SR 10.
- Existing interconnected street system, which provides multiple route options.
- Adequate on-street and off-street parking near the historic core area.
- Maintaining traffic can result in increased business growth potential.
- Closely spaced signalized intersections control traffic flow and turning movements.
- Residences are near commercial areas, which encourages pedestrian use where sidewalks are present.

<u>Weaknesses</u>

- Lack of left turn signal at intersection of SR 20 along US 78/SR 10.
- Several buildings in the historic core are close to the street. This limits space available for improvements.
- Limited connectivity between shopping centers which forces local traffic to use US 78/SR 10.

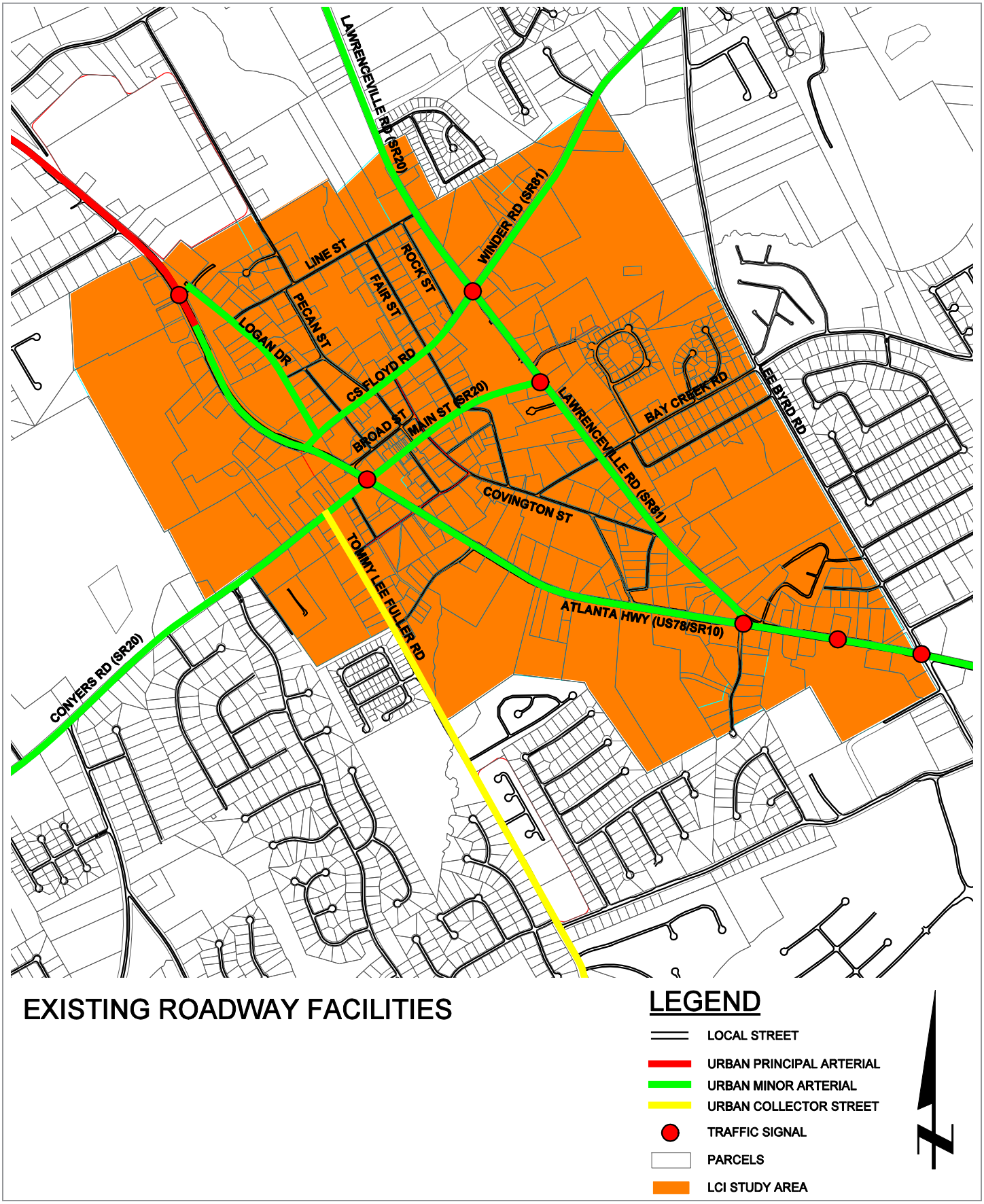
<u>Opportunities</u>

- Shared driveways or curb cut restrictions could reduce traffic conflict points.
- Connector roads behind shopping centers could relieve traffic on US 78/SR 10.
- Installation of signage to direct vehicles to designated public parking areas would encourage parking at one location and walking to multiple destinations.
- Converting the two way left turn lane on US 78/SR 10 to a raised median would increase the safety of vehicles turning into businesses and increase pedestrian safety by providing refuge area.
- Transit could reduce traffic, free up parking, and provide access for the elderly and disabled.
- A Park and Ride Lot for future commuter bus routes could be constructed.
- With the number of retirees in or near the study area, golf cart paths could reduce driving. These could be planned in conjunction with bicycle paths.

<u>Threats</u>

- Enforcement of speeding laws could increase congestion.
- Continued strip development could result in multiple curb cuts.

Figure 2.3: Existing Roadway Facilities



Pedestrian Facilities

Because every trip begins on foot, the walking experience is critical to understanding the current transportation system. Pedestrian trips are also important because they have the opportunity to take the stress off vehicular systems and create a safer study area.

Existing Conditions

There are few pedestrian facilities in downtown Loganville. In general, sidewalks are limited to Main Street in the historic core, the entire length of Logan Drive, and various unconnected segments of sidewalk fronting the parcels of newer development and subdivisions.

Sidewalks on US 78/SR 10 in front of the newer shopping centers provide little practical use because buildings are set back so far from the highway. A pedestrian is more likely to cut through parking lots to reach their destination rather than use the sidewalks because of the long distance to reach them.

Strengths

- The proximity of housing and shops in the historic core makes walking a viable transportation choice where facilities are provided.
- The higher density of development in the historic core provides the opportunity to encourage people to park their vehicles at one location and walk to several destinations.
- On-street parking on Main Street protects pedestrians from traffic.

Weaknesses

- There is limited sidewalk connectivity in the study area.
- Shopping centers outside the historic core are separated from the street by large parking lots.
- There are few walkways from buildings to the sidewalk in existing auto-oriented areas.
- Large setbacks of isolated shopping centers along US 78/SR 10 discourage walking.
- There are few sidewalks on key streets.
- Highway 78 is a major north-south pedestrian barrier.

Opportunities

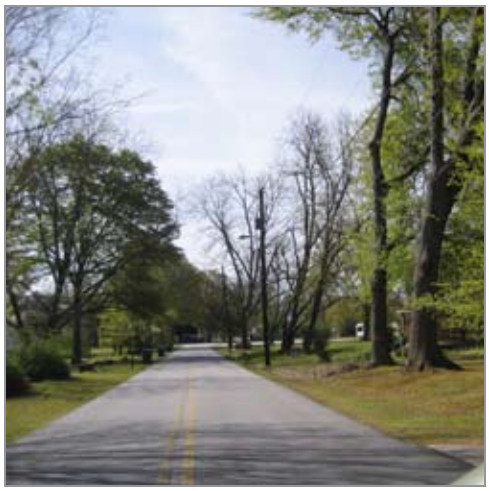
- Two elementary schools are located in the study area. The proximity of residential areas to these schools could encourage pedestrian traffic if appropriate facilities were provided.
- Pedestrian improvements on major streets could increase safety.
- Street furnishings could establish and maintain a unique community image.

Threats

- The continuation of auto-oriented development along US 78/SR 10 could further degrade the pedestrian environment.

This sidewalk along US 78 is rarely used due to poor accessibility and a feeling of exposure

Well designed sidewalk provide good access to adjacent uses



There are no sidewalks in residential areas

Figure 2.4: Existing Pedestrian Facilities

Bicycle Facilities

Bicycles are an increasingly important means of transportation. A balanced transportation system should include bicycle facilities, which can take two major forms:

Off-street facilities are generally ten- to twelve-foot-wide paved areas that permit travel in two directions. Lanes may or may not be striped. Usually, these facilities are built in conjunction with greenways.

Bicycle lanes are striped, one-way, on-street facilities. They are located next to the curb so bicyclists move in the same direction as traffic. In Georgia, bicycle lanes are required to have a minimum width of five feet if they are designated as such. It is possible, however, to stripe narrower widths, provided they are not designated. Lanes are necessary on streets with vehicular speeds greater than 25 miles per hour. On slower streets, bicyclists can ride safely with traffic.

Bicycle lanes make it safer to use existing roads (Courtesy Dan Burden)

Existing Conditions

There are currently no bicycle facilities in Loganville. Fortunately for those who bike today, many of Loganville's streets are low traffic, low-speed neighborhood streets where it is safe to bike in the lane with traffic.

Opportunities exists to create an off-street network for bikers

Strengths

- The compactness of the core and its proximity to residential areas make bicycling an attractive option.
- Streets are relatively well connected and have low traffic volumes; this creates conditions favorable to bicyclists.

Weaknesses

- US 78/SR 10 is automobile oriented, which creates a hostile environment toward bicyclists, including for those crossing the highway.
- Lack of bicycle racks forces bicycle storage on other elements in the pedestrian environment.

Opportunities

- Streets with ample room between the roadway and buildings can have bicycle paths installed.
- Retiree communities could be connected by 10-foot wide bicycle and golf cart paths.
- New bicycle racks could be installed along proposed routes.

Threats

- Development could bring vehicular congestion and additional curb cuts to area streets; this would further degrade bicycling conditions.

Bicycle racks provide safe places for people to store their bicycles

2.3 Demographics and Markets

With an understanding of Loganville's current market geography, its demographic makeup, and the retail and housing demand within the region, sound recommendations for the revitalization of Loganville and the study area can be made.

This market research addresses not only the demand within the study area, but also that within the larger region as identified by local trade patterns. Much of this demand equates to opportunities that can be supported within the Loganville study area. Ultimately, it will be important to develop economic development strategies and incentives to direct these market opportunities to downtown and realize the community's vision as expressed in this master plan.

Both community desires and market demand inform sound planning decisions

Market Definition

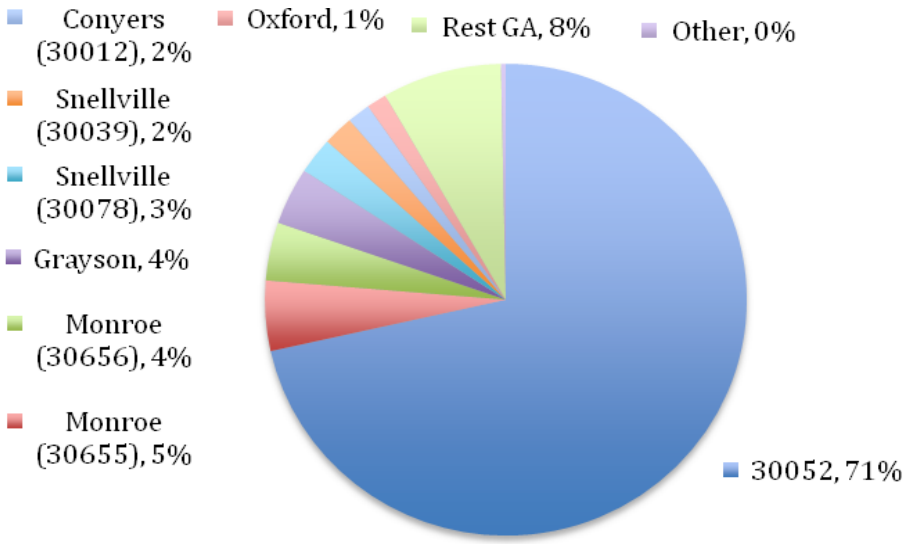
The analysis began with a market definition exercise that established the true geography of Loganville's local trade areas. A zip code survey of customers was conducted with the assistance of local areas businesses. From this exercise, both a primary (PTA) and secondary (STA) trade area were determined based on true consumer habits and shopping patterns. The study also established Loganville's place in the regional market, as well as the depth of the overall visitor market.

During the zip code survey, eighteen participating businesses recorded 1,558 customer visits in the sample. This represents customers from 68 unique zip codes and 5 unique states. The general breakdown of Loganville's customer base is shown below.

In general, Loganville has a highly local customer base, with 72 percent of its customers coming from the primary Loganville zip code (30052), and a total of about 81 percent coming from Walton County.

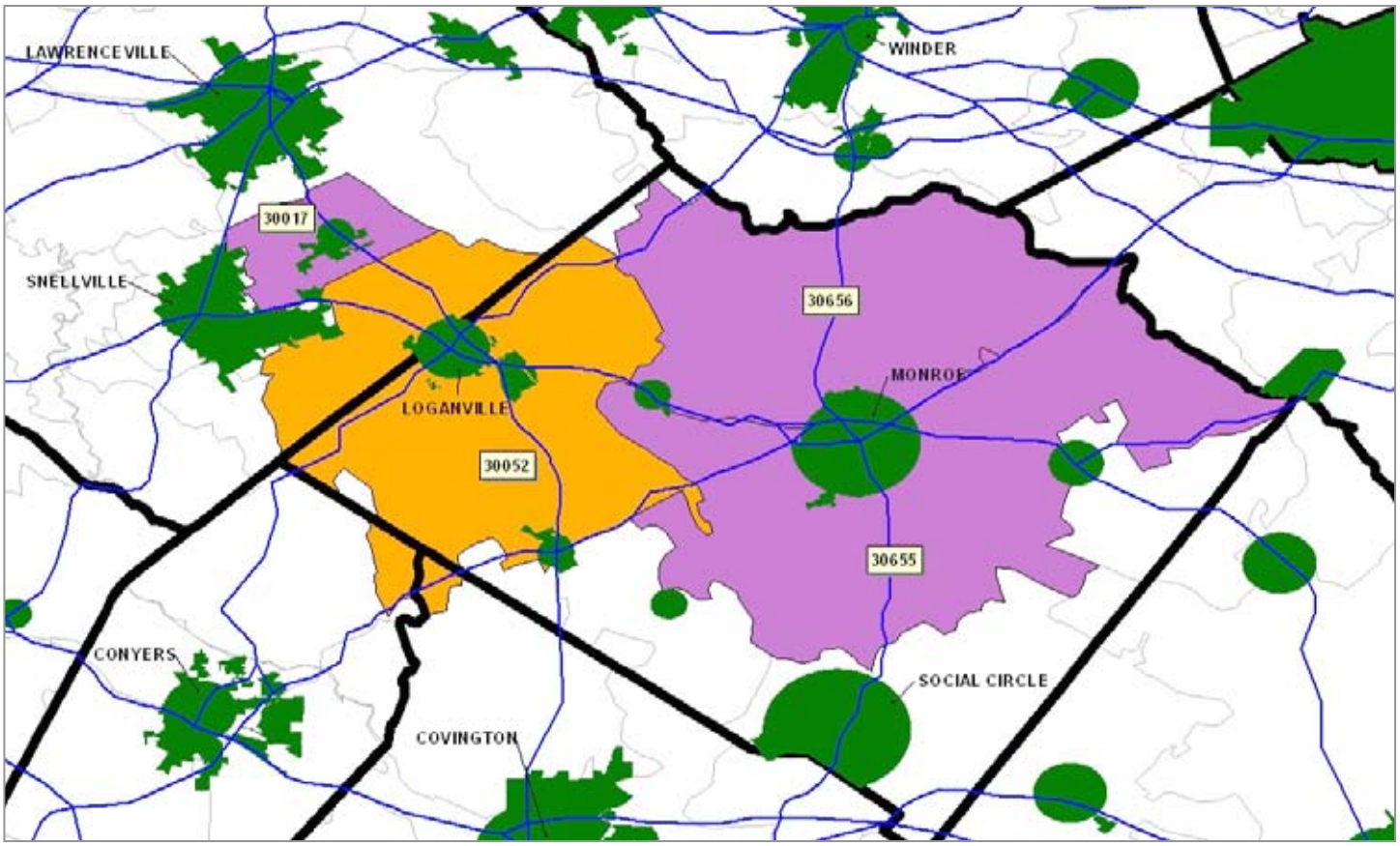
Big box retail stores are a significant draw for Loganville

Figure 2.5: Percentage of Customer Visits during survey period



New single-family detached homes should soon be in demand again, along with other housing types

Figure 2.6: Loganville Primary and Secondary Trade Areas



95 percent of customers reside in a four-county region (Walton, Gwinnett, Barrow, and Newton), and only 4 percent could be considered "visitors."

When analyzing market penetration to the various zip codes, it is necessary to compare the number of visits based on the population of the zip. In doing so, the primary and secondary trade areas can be determined. Loganville's trade areas are identified in figure 2.6.

The orange area above includes just the Loganville zip code, which is primarily located in Walton County with portions in Gwinnett County. This is the primary trade area for Loganville. The purple area includes the Monroe (30655 and 30656) and Grayson (30017) zip codes and represents the secondary trade area. Approximately 84 percent of Loganville's customer base comes from the geography shown above. These are the two geographies from which the more detailed market analysis will be conducted.

In general, the trade areas cover Monroe and Loganville in Walton County, and a small portion of Gwinnett County. The trade areas seem to pull away from Gwinnett County, suggesting that the strong retail market in Lawrenceville and along the I-85 corridor limit Loganville's market penetration into these areas. Similarly, the fact that the secondary area covers both Monroe zip codes, indicates that Loganville supports customers commuting from Monroe into Gwinnett and Atlanta. While Loganville does have good market reach into Monroe, there is virtually no market penetration into the nearby markets of Snellville, Lawrenceville, Covington, and Conyers.

Demographics

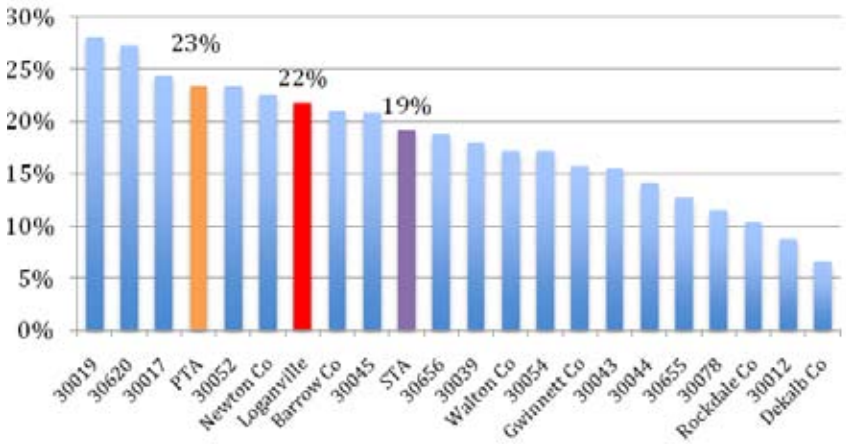
Once the primary and secondary trade areas were established for the study area, a demographic snapshot was completed to determine the socioeconomic makeup of Loganville's market. Loganville exists in a high growth area at the eastern edge of the Atlanta metropolitan area, and on the border of Gwinnett and Walton Counties. The

entire region has seen rapid growth since 1990. The PTA has grown by 8.5 percent per year since 2000, with a projected five-year annual growth rate of 4.68 percent. The City of Loganville is growing as well, although at a slower rate relative to its trade areas and the region. Over the next five years, the population in Loganville's PTA is projected to grow by 23.4 percent while the STA will increase in population by 19.11 percent.

In general, the zip codes closest to Atlanta are expected to have the most significant growth. The PTA and STA are both in the upper half of projected growth. It is important to note that these projections are based on past trends. While primary data sources such as building permits are used to generate projections, they do not necessarily account for the current housing climate in Georgia and throughout the Country. However, it is expected that regional population will continue to climb at a rapid pace.

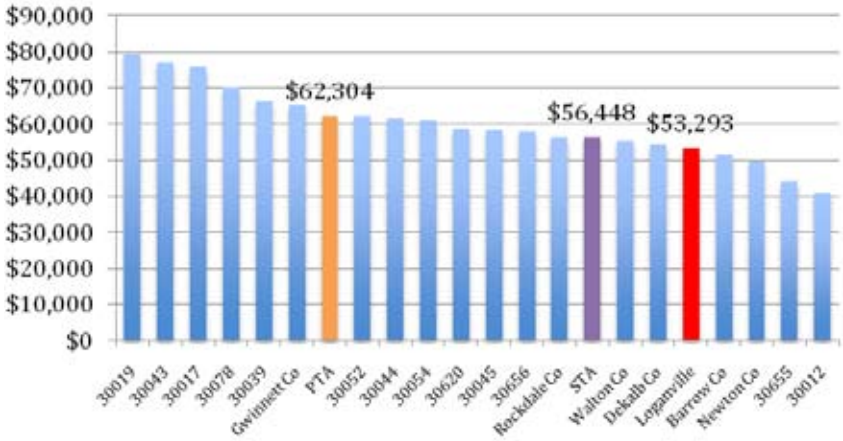
A comparison of regional median household income figures shows that the City of Loganville and the STA are in the lower half of the region, while the PTA is in the upper third. Dacula, Lawrenceville (30043), and Grayson zip codes have the highest household incomes.

Figure 2.7: Projected Growth: 2009-2014



Source: Arnett Muldrow & Associates, Claritas, Inc.

Figure 2.8: Regional Median Household Income 2009



Source: Claritas, Inc.

Table 2.3: Population and Household Growth

Geographic Area	2000	Average Annual Change (2000-2009)			Average Annual Change (2009-2014)		
		2009	Number	Percent	2014	Number	Percent
PTA							
Population	34,389	60,708	2,924	8.50%	74,917	2,842	4.68%
Household	11,665	20,349	965	8.27%	24,994	929	4.57%
Avg. HH Size	2.95	2.98	0.003	0.11%	-	-	-
City of Loganville							
Population	5,435	8,018	287	5.28%	9,765	349	4.36%
Household	1,946	3,247	145	7.43%	3,943	139	4.29%
Avg. HH Size	2.53	2.53	0	0.00%	-	-	-
Atlanta MSA							
Population	4,247,981	5,494,339	138,484	3.26%	6,210,294	143,191	2.61%
Household	1,554,154	1,978,507	47,150	3.03%	2,225,198	49,338	2.49%
Avg. HH Size	2.68	2.73	0.01	0.21%	-	-	-

Source: Arnett Muldrow & Associates. Claritas, Inc.

Retail Market

Loganville's existing retail is located primarily along US 78, but smaller pockets exist in the historic core, as well as Lawrenceville Highway. A number of shopping centers are located in and near the study area. Regional competitive markets include retail centers in Snellville (Prudential Commons, The Avenue), Lawrenceville (Lawrenceville Town Center, Lawrenceville Market), and Winder (Barrow Crossing), among others. Competition includes Monroe, Winder, and Lawrenceville.

Overall, the Loganville Market includes:

- **Historic core:** The core of downtown has a mixture of retail and service uses in addition to City Hall. Businesses are centered along Main Street, as well as in Ole Gin Station on CS Floyd Road. Businesses include personal service, furniture, financial, antiques, apparel, restaurants, and office supplies. The businesses appear to be neighborhood-based commercial, serving the citizens of Loganville. Unique destination-based businesses include a dance school and auction house. There are a number of vacant buildings along Main Street, as well as storefront churches.
- **Lawrenceville Highway**: This corridor is located on the eastern side of the study area, and has older, neighborhood oriented commercial uses. The primary retail center is Loganville Plaza, whose anchor is the Dollar General store. There are scattered commercial uses along the highway to the south toward US 78, including restaurants, a car wash, day care, convenience, and office uses.
- **US 78/Atlanta Highway**: This is the primary commercial corridor in Loganville. It houses a mix of older and newer retail centers, standalone businesses, and restaurants, including:
  - Whit's Plaza
  - Loganville Crossing (Kroger, Wachovia, Fox's Pizza, etc.)
  - Brightwell Station (Quizno's, EmbroidMe, Goodwill)
  - Ingles Shopping Center (Ingles, Kellie's Restaurant, Amai Karate, etc.)
  - Loganville Town Center (Publix, Tire Plus, Cardsmart, Wild Birds Unlimited)
  - Loganville Village (Starbucks, UP Personal Training, Chili's Restaurant)
  - Wal-Mart Supercenter (Wal-mart, Home Depot, NAPA, Ruby Tuesday's)
  - Faith Crossing (Grand Furniture, Dream Jumpers, Family Fitness)
  - North Logan Crossing (Best Buy, Lowe's, Dick's , Office Max)
  - Free-standing commercial businesses (Chick-Fil-A, Bright Inn, IHOP, Zaxby's)

There is a tremendous amount of retail space in the Loganville market in both older shopping strips and newer regional centers. Regional centers include Wal-Mart Super Center as well as the North Logan Crossing Center, developed in 2008. Also, there is significant regional competition for Loganville. Within about 15 miles, there is over 6 million square feet of retail space in major shopping centers.

Main Street retail has been usurped by new commercial growth on US 78

Many local businesses are found at Ole Gin Station in downtown Loganville

The new Kroger shopping center on US 78

Retail Demand

The retail market study included a demand-side retail leakage analysis, as well as a supply-side retail shares analysis. This market analysis presents opportunities for new or expanded retail and business offerings within the Loganville area.

"Retail Leakage" refers to the difference between the retail expenditures of residents living in a particular area and the sales produced by the stores located in the same area. If desired products are not available within that area, consumers will travel to other places or use different methods to obtain those products. Consequently, the dollars spent outside of the area are said to be "leaking." Loganville cannot reasonably expect to capture all retail sales leaving its trade area, but with strategic recruitment, economic development, and marketing, it could capture between 10 percent to 20 percent of dollars leaking the PTA, and between 5 percent to 10 percent of that leaking the STA. Based on the leakage study and capture scenario, Loganville's Trade Areas could support between 274,333 and 548,666 square feet of additional retail space. This is a tremendous amount of space opportunity based on the demand created in both the primary and secondary trade areas.

Observations

- North Logan Commons: While there seems to be demand for building materials and supply dealers, the new Lowe's likely will absorb all of this demand. Similarly, demand for consumer electronics was likely accounted for with the opening of the new Best Buy.
- In downtown Loganville, there is a furniture store and warehouse, furniture refinishing service, and auction house. The demand scenario above indicates continued demand for furniture and home furnishing uses. These uses are destination-based businesses that bring customers in from a broad region. When there are successful businesses of these types coupled with demand, it suggests a potential to build a retail cluster around this use. On the surface, this seems to be the case in Loganville. However, the furniture business is tied directly into the housing market, which is suffering nationwide, as well as in the greater Atlanta region. This was confirmed by interviews with local business owners. The potential for expanding furniture and home furnishings likely will not be realized until the local housing market turns around.
- There seems to be an opportunity to expand the local apparel store uses. Both trade areas are leaking a significant amount in this category, predominantly in the family clothing subcategory. There is demand for at

Table 2.4: Regional Major Shopping Centers

Major Center	Town	Anchors	Distance	Yr Open	Stores	GLA (sq.ft.)
North Logan Commons	Loganville	Lowe's, Best Buy	0.9	2008	14	360,000
Snellville Oaks	Snellville	Regal Cinemas	6.1	-	18	220,885
Snellville Pavilion	Snellville	Kohl's, Old Navy, Belk	6.5	-	15	330,000
Presidential Commons	Snellville	Home Depot, Kroger	6.9	1998	33	371,586
Presidential Market Center	Snellville	Target, Publix	7.05	1994	35	396,408
The Avenue Webb Gin	Snellville	Gap, Barnes & Noble	7.29	2006	40	366.000
Lawrenceville Town Center	Lawrenceville	Kroger, Gwinnett Co.	8.44	1989	39	322,258
Barrow Crossing	Winder	Target, Publix	11.12	2009	25	500,000
Lawrenceville Market	Lawrenceville	Target, Hobby Lobby	11.22	1996	27	499,813
River Exchange Shopping Center	Lawrenceville	Kroger	11.61	1998	34	272,330
Stone Mountain Square	Stone Mtn	T J Maxx	12.37	1991	55	336,663
Conyers Plaza	Conyers GA	Wal-Mart	13.92	1996	33	480,534
Conyers Crossroads	Conyers GA	Kohl's, Conyers Cinema	14.13	2000	25	458,895
Discover Mills	Lawrenceville	Bass Pro Shop	14.24	2001	167	1,193,189
				Total	**560**	**6,108,561**

Source: Directory of Major Malls, ESRI

least 33,000 square feet of clothing space. As a frame of reference, a typical Old Navy runs upwards of 16,000 square feet, while a TJ Maxx can be 30,000.

- There is demand for at least 92,000 square feet of general merchandising. This category includes super centers such as Wal-Mart, as well as smaller products like Dollar General. There is significant demand, but since Target and Wal-Mart stores are at least 125,000 square feet, there isn't enough demand to support this at the current time. This is particularly the case considering the vast amount of regional general merchandising available, including the recently opened Target at Barrow Crossing. Still, there certainly is demand for additional Dollar General types which are around 15,000 square feet on average.
- There seems to be a significant opportunity to expand restaurant uses in Loganville's trade areas. Both limited-service (fast food) and full-service restaurants show potential. The demand is split within the primary trade area, while the secondary trade area's demand is primarily full-service. This is a key opportunity in a downtown environment where restaurants create activity and attract a broad market.
- Specialty retail categories such as shoes, jewelry, sporting goods, hobby & craft, bookstores, and gifts all show potential. The demand for each of these uses range from about one to two stores each, and could certainly be accommodated in the historic core area.

Shopping malls can be designed in pedestrian-friendly ways

Table 2.5: Capture Scenario for Loganville Town Center

	Capture (dollars)			Capture (sq.ft.)	
	Potential Capture 20/10	Potential Capture 10/5	Sales per Square Foot	20/10 Calculated Capture	10/5 Calculated Capture
Selected Retail Categories Below	88,201,960	44,100,931		548,667	274,333
Furniture Stores	2,206,203	1,103,102	142	15,554	7,777
Home Furnishing Stores	1,631,596	815,798	168	9,726	4,863
Household Appliances Stores	1,088,449	544,224	245	4,435	2,217
Radio, Television, Electronics Stores	655,274	327,637	207	3,163	1,581
Computer and Software Stores	1,212,187	606,094	207	5,851	2,926
Camera and Photographic Equipment	286,917	143,458	543	529	264
Building Material and Supply Dealers	11,712,138	5,856,069	142	82,260	41,130
Hardware Stores	2,254,659	1,127,330	121	18,621	9,311
Grocery Stores	7,020,171	3,510,086	372	18,882	9,441
Health and Personal Care Stores	0	0	247	0	0
Clothing and Clothing Accessories	11,070,347	5,535,173	165	67,256	33,628
Women's Accessory and Specialty	2,050,554	1,025,227	165	12,458	6,229
Shoes Stores	1,589,064	794,532	159	10,006	5,003
Jewelry Stores	969,101	484,551	264	3,672	1,836
Luggage and Leather Goods Stores	135,228	67,614	199	680	340
Sporting Goods Stores	872,306	436,153	153	5,684	2,842
Hobby, Toys and Games Stores	887,640	443,820	146	6,068	3,034
Sew/Needlework/Piece Goods Stores	256,305	128,152	75	3,422	1,711
Book Stores	868,175	434,088	161	5,387	2,694
General Merchandise Stores	24,763,135	12,381,568	134	184,938	92,469
Florists	391,968	195,984	150	2,616	1,308
Gift, Novelty and Souvenir Stores	983,639	491,819	169	5,836	2,918
Foodservice and Drinking Places	14,396,771	7,198,385	202	71,402	35,701
Drinking Places - Alcoholic Beverages	900,133	450,067	88	10,221	5,110

Source: Arnett Muldrow & Associates, Claritas Inc., & ULI's Dollars and Cents of Shopping Centers.

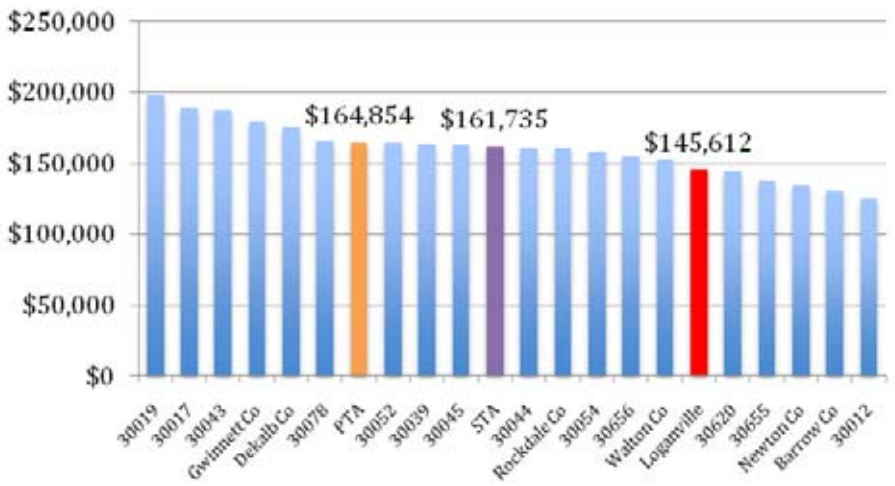
Housing Market

The housing market analysis projects demand for new units, price points, and types over the next ten years in the greater Loganville region. Currently, the City of Loganville has a median occupied housing unit value of $145,612, compared to $164,854 for the PTA, and $161,735 for the STA. Dacula and Grayson zip codes have the highest unit values.

The City does have a lower regional unit value, but the trade areas (particularly the PTA) support higher housing values. The current Georgia MLS indicates that there are 825 listings on the market in Walton County with average price point of $238,549. For Gwinnett County, there are 5,463 units on the market at an average price of $273,915. In the past twelve months, Barrow and Gwinnett Counties had average sales prices of $142,421 and $172,976, respectively. There are currently 150 new units for sale in Walton, and 613 in Gwinnett. In both counties, the majority of housing units for sale are between $100,000 and $300,000.

Demand projections for housing are based on past trends, and show a growing need for units. The numbers that follow represent the demand for the entire PTA covering the 30052 zip, including portions of Walton and Gwinnett Counties. A portion of this

Figure 2.9: Regional 2009 Occupied Median Housing Unit Value



Source: Arnett Muldrow, Claritas Inc.

Table 2.6: Current Walton & Gwinnett County Housing Market

Walton County Current MLS			
Pricepoint	**New Construction**	**Total Units**	**Percent**
Homes			
<100	2	95	12%
100-200	62	350	42%
200-300	65	223	27%
300-400	14	76	9%
400-500	4	33	4%
500-750	2	30	4%
750+	1	18	2%
Total	150	825	100%
Condo/Townhome			
<100	0	7	88%
100-200	0	1	13%
200-300	0	0	0%
>300	0	0	0%
Total	0	8	100%
Residential Rental			
<1K	0	11	33%
1k-2k	0	22	67%
>2k	0	0	0%
Total	0	33	100%

Gwinnett County Current MLS			
Pricepoint	**New Construction**	**Total Units**	**Percent**
Homes			
<100	7	430	8%
100-200	199	2,489	46%
200-300	221	1,311	24%
300-400	79	532	10%
400-500	51	266	5%
500-750	32	226	4%
750+	24	209	4%
Total	613	5,463	100%
Condo/Townhome			
<100	3	143	23%
100-200	94	403	65%
200-300	10	47	8%
>300	12	29	5%
Total	119	622	100%
Residential Rental			
<1K	0	153	29%
1k-2k	0	328	63%
>2k	0	43	8%
Total	0	524	100%

Source: Georgia MLS

Table 2.7: Housing Projections for Primary Trade Area

Housing Units	2019 Projection	2019 Percent	Change 2009-2019	Total Annual Estimated Demand
Occupied	29,701	94.1%	9,248	925
Owner	25,895	82.0%	8,084	808
Renter	3,806	12.1%	1,164	116
Renter	1,878	5.9%	532	53
Total	31,579	100%	9,780	978

Source: Arnett Muldrow & Associates. US Census. ESRI

Table 2.8: PTA Housing Demand by Unit Type

Occupied Units In Structure		2009	2014	2019	Total Annual Estimated Demand
Single Family Detached	Detached	17,652	21,642	25,633	798
	Attached	171	209	248	8
	Mobile Home	1,890	2,317	2,744	85
Duplex	2	172	211	250	8
Multifamily	3 to 4	243	298	353	11
	5 to 9	40	49	58	2
	10 to 19	100	123	145	5
	20 to 49	158	194	230	7
	50 or More	28	34	40	1
Total		20,453	25,077	29,701	925

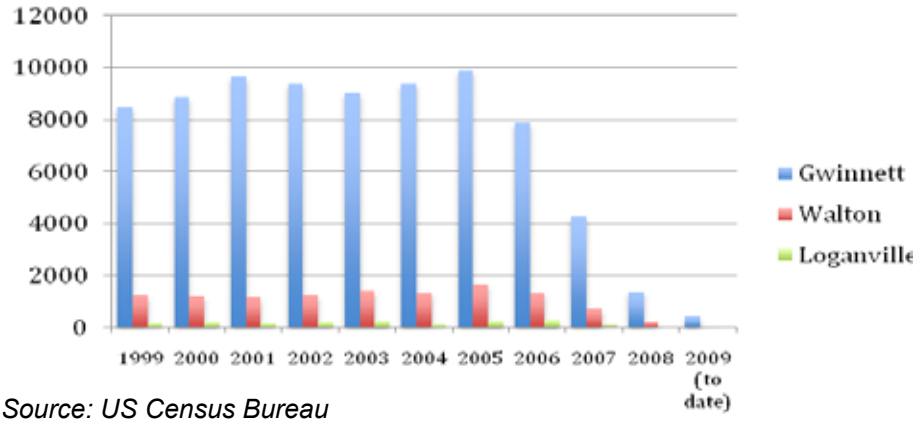
Source: ESRI. US Census. Arnett Muldrow & Associates

demand (estimated at 5 percent) could possible occur in the study area.

Currently within the PTA, 82 percent of housing units are owner occupied, 12.1 percent are rental properties, and 5.9 percent are vacant. Ten-year projections show an annual demand in the PTA of 978 occupied units (808 owner and 116 renter).

Of the 808 owner-occupied units, 48 percent of the annual demand (392 units) will be for price points between $100,000 and $250,000, while an additional 19 percent (156 units) will be for homes between $200,000 and $250,000.

Figure 2.10: Single Family Residential Building Permits



Source: US Census Bureau

Projections for occupied housing unit type show the vast majority of demand in the PTA will be for single-family detached units (798). There will be a demand of 8 units per year in the form of townhomes or condos. The remaining demand includes 8 duplexes and 26 apartment buildings. The current median monthly rent is $629.

Estimates and projections for the study area suggest that it could support a total of 462 housing units over the next ten years. This estimate is based on a 5 percent capture of the ten-year demand in the PTA. This equates to about 46 units per year, the majority of which would be single-family detached.

Of course, these projections are based on trends and likely do not fully account for the current housing slump in the United States, and particularly in the greater Atlanta area. A look at ten years of building permits in Gwinnett, Walton, and Loganville show numbers that are in line with the housing projections above. The number of permits begins to decline in 2006, with a sharp drop in 2008 and 2009. The City of Loganville and Walton County have significantly fewer residential building permits than Gwinnett.

Market Characteristics

The following represents a quick list of the overall strengths and weaknesses of Loganville and the study area as it relates to the characteristics of the market.

Strengths

- With businesses such as Wal-Mart, Home Depot, Kroger, Best Buy & others, Loganville is a regional retail center serving portions of both Walton and Gwinnett Counties.
- Loganville is well served by a variety of retail offerings.
- Loganville has good access to Atlanta, and has benefited from continued residential and commercial growth, all while maintaining its small town character.
- Loganville's PTA is in the upper third of the region in terms of population growth and median household income.

Weaknesses

- The Loganville market is entirely local in that businesses serve a geographically small customer base. Eighty-one percent of customers come from Walton County and 95 percent come from a four-county region.
- While it is important to serve a local base first and foremost, Loganville has little "visitor" market to speak of. Only four percent of customers come from outside the immediate region.
- There is significant competition for retail and residential within the expanded region. Gwinnett County has tremendous residential growth and is a retail magnet, while Monroe is a "small-town" downtown competitor.
- Outside of the municipal complex, there is little to draw customers and residents into the historic core.

Opportunities

- There is an opportunity to improve access to the historic core with physical improvements, such as a gateway at the intersection of Main and US 78, as well as marketing the historic core as a business location.
- One method of marketing downtown that the City is currently pursuing includes coordinating event activity to make downtown a destination, while also promoting individual businesses.
- With affordable price points, Loganville's housing market is positioned to rebound quicker within the region.
- With organizations such as the Downtown Development Authority and the recently formed Business Advisory Council, the City of Loganville has private business partners that will play a key role in implementing the recommendations of this plan.
- Based on Loganville's market reach and past growth, there is a tremendous amount of demand for additional retail, restaurants, businesses, and services.

Threats

- Loganville's trade areas include the greater Loganville area, stretching east into Walton County. Gwinnett County and its commercial growth create a barrier for Loganville's customer base, while also providing easy access for area residents to spend their dollars outside of the community.
- The housing market nationwide has been hit by the severe recession, virtually halting new housing starts.
- Similarly, while the market research shows continued demand for both commercial and residential growth, development will likely be slower in the short run, with new uses going in vacant or underutilized locations.

2.4 Urban Design & Historic Resources

Urban Design

Urban design is a comprehensive review of the collective patterns that define a community and the design opportunities that they represent. It looks at the physical impacts of the variety of factors that shape our communities, and evaluates their ability to create a whole that is greater than the sum of its parts. A key component of urban design is the experience that a place provides. This experience is defined by a complex interaction of building, street, trees, sidewalks, topography, and many other physical features which work together to define "place" and establish physical character.

Buildings on the most walkable streets line up and touch one another

A key component of place is spatial form. Spatial form refers to the way in which the placement and size of buildings work together to form a space greater than the individual buildings. Different spatial forms have different impacts on psychology and the ability of places to support activities. For example, most people like to feel protected while walking. This is best achieved by making them feel enclosed.

A sense of enclosure is key to walkable streets

From a psychological point of view, a street with a height to width ratio of between 1:1 and 1:3 provides the necessary enclosure, irrespective of how tall the buildings are. Therefore, if there is a desire to create an environment where walking is encouraged, said street should respect these ratios. The existence or lack of enclosure also has a direct impact on driver behavior; all else being equal, buildings close to the street psychologically narrow it and result in slight decreases in vehicular speeds. It also contribute to a sense-of-place.

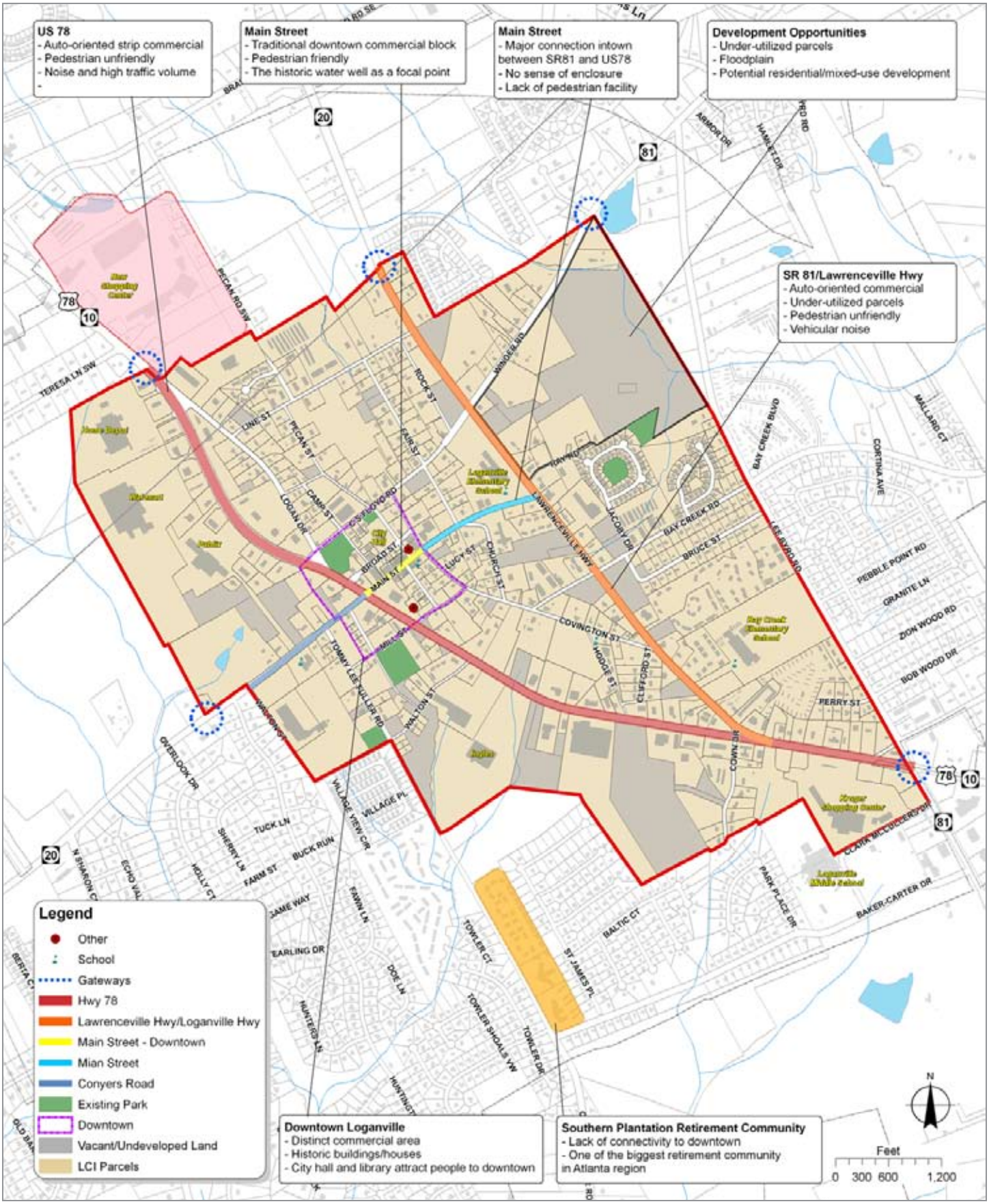
Existing Conditions

From design perspective, Main Street between US 78 and Covington Street demonstrates quality design common to most traditional towns -- continuous building facades, wide sidewalks, and comfortable ratios of building height to street width. In contrast, other parts of the study area are a collection of disparate parts that fail to form a cohesive place.

Study area figure ground showing poor spatial definition

The greatest design liability in the study area is its auto-oriented development along major transportation corridors, as well as the vacant parcels and under-utilized properties throughout the study area. Within these areas there is poor spatial definition through buildings and landscape, resulting in streets which feel generally uncomfortable to spend time in. The residential neighborhoods close to the historic core between US 78 and SR 81 reflect the earliest settlement in Loganville and contain some well maintained structures on medium-sized lots. However, many structures are in disrepair and neglect, or on the verge of being unsafe for occupancy. On the periphery of the study area, residential neighborhoods show different characters, with houses built in the 1950s, 60s, and 70s, alongside a few newer subdivisions.

Figure 2.11: Existing Urban Design Analysis



Strengths

- Main Street is the historic core of downtown area.
- Historic neighborhoods in downtown are small but distinct.

Weaknesses

- There are few street-oriented buildings.
- Auto-oriented buildings give the impression of “Anywhere, USA.”
- Other than a few residential streets and a block of Main Street, few area streets provide a sense of enclosure.

Opportunities

- Some chain stores will alter their architecture to reflect local character if required to do so by zoning.
- Large parcels of vacant and underutilized land provide development opportunities that can positively impact the entire community.
- Infill developments could improve existing neighborhoods.

Threats

- Development could occur without providing sufficient open space or appropriate relationships to surrounding structures.
- Commercial development could expand into existing residential areas, and destroy residential character.

A traditional single family house in the National Folk style

Historic Resources

Historic structures are key community resources that must be preserved and protected. In this day of increasingly homogenous cities and towns, historic buildings have become critical to preserving a local identity and sense-of-place. Not only does the preservation of historic structures preserve an architectural legacy, it also preserves the buildings and places that represent a community’s collective memory.

There is also an economic benefit to preservation. Towns and cities around the country have found that the best way to promote future growth is by preserving the past. This is particularly true where historic buildings are of a quality that is financially prohibitive today. The National Trust for Historic Places identifies tourism of historic sites - called “cultural tourism” - as a key to revitalization.

Small town character can be seen on Main Street in downtown

Existing Conditions

Loganville contains many often under-appreciated historic resources. For example, the historic well located at the center of the historic core has always served as a focal point of the town and marks Loganville as a city that extends its welcome to everyone. The well may not look like much today, but it could be capitalized on to distinguish the city from nearby communities.

In addition, the commercial blocks along Main Street set a sound example for traditional, town-scale commercial development. Although some are in a state of disrepair and require renovation, they are irreplaceable, and contrast greatly with newer commercial buildings nearby.

In many communities historic buildings are finding new uses

There are also many houses with traditional characteristics in the residential neighborhoods near town center. They fall into the following architectural style categories:

- **National Folk** (1850-1890), which is defined by simple massing, usually simple single-gabled roofs, simple shed porch roofs, and uniform roof heights. Buildings are usually clad in horizontal clapboard siding and have vertically proportioned windows. This style represents an interpretation of traditional local housing types utilizing mass-produced materials transported from other parts of the nation. As such, this style exhibits some geographic variations.[1]
- **Ranch** (1935-1975), which is defined by a horizontal orientation, built-in garages and asymmetrical one-story shapes with low pitched roofs and large overhangs. These homes often have brick siding, with modest chimneys.[2]
- **Craftsman** (1905-1930), which is defined by low pitched, gabled roofs (occasionally hipped) with wide, unenclosed eaves, beams and exposed rafters. Porches are always provided and are usually full or partial width and with roofs supported by tapered, square columns. These homes usually have a one story or "bungalow" form, although examples of two story craftsman homes may be found.[3]
- **Minimal Traditional** (1935-1950), which is defined by a reference to earlier styles, but lacking detailing and exhibiting close, rather than overhanging, eaves. These homes usually include a large chimney and at least one front-facing gable. Most are one story, but two-story examples exist.[4]

Homes in Loganville's newer subdivisions often do not reflect the historic styles found in the city. They generally lack the detail, urbanism, and craftsmanship that mark the original.

Additionally, almost all commercial establishments in the study area do not reflect a small town character. Corporate retailers follow their own building prototype, most businesses are single use, and one story buildings lack any architectural detail or reflection of local history. Their horizontal scale also fails to provide opportunities for mixed-use and results in every building being an object into itself, with little compatibility with adjacent sites. The architecture of these buildings is generally unassuming and functional. These commercial buildings are designed to accommodate the automobile and not the pedestrian.

<u>Strengths</u>

- There is distinct identity on Main Street.
- Existing historic residential areas and houses are worthy of renovation and preservation.
- Historic buildings distinguish Logavnille from areas to the west, such as Snellville, which have lost all of theirs.
- Large historic trees line many streets.

<u>Weaknesses</u>

- Disrepair and neglect found in many areas creates visual blight.
- "Cookie cutter" homes and businesses detract from local history.

<u>Opportunities</u>

- There are Infill opportunities where housing is in disrepair and revitalization is desired.
- Adaptive re-use of historic buildings could allow older buildings to remain vital parts of the community.

<u>Threats</u>

- Incompatible new development could occur.
- Lack of maintenance could cause historic buildings to be lost by neglect.
- The loss of historic trees could destroy the community's character.

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1 McAlester 88.
2 McAlester 479.
3 McAlester 453.
4 McAlester 478.

2.5 Environment & Open Space

Environment

An understanding of the interplay between human and natural features is essential to planning for the future. Natural features can define if and how land should be developed, while human activities can have a profound impact on the environment.

Existing Conditions

The study area is generally flat along and in between US 78 and SR 81, and gently falls away to the southwest and northeast. US 78 reaches its high point at the west end of the study area, then gradually drops unitl in front of Ingles, and then rises again as it continues east. SR 81/ Lawrenceville Highway is largely level in the study area, with no more than ten feet difference between its high and low points.

There are several water bodies in the study area, including three wetlands (two in the northeast quadrant and one close to Conyers Road west) and six creeks (a major one in the northeast and other small creeks in the southwest). There is a pond just outside the study area along Winder Road.

The major creek in the study area runs through the northern corner of the study area with a branch running south toward Lawrenceville Highway. Both sides of this creek are within 100-year floodplain from Lee Byrd Road to the northern edge of the study area. According to City of Loganville Soil Erosion And Sedimentation Control Ordinance, there is a 25 or 50 foot buffer that applies to both sides of creeks, depending on the type of trout stream (for details, refer to the City of Loganvile Ordinances, Chapter 21).

It is also important to note that there is a required stream buffer area of 50 feet measured from the top of the stream bank for any structures when development happens, per Walton County ordinance.

According to state and federal agencies, there are no known contaminated sites in the study area.

<u>Strengths</u>

- The area's topography is gentle.
- Existing wetlands control flooding and provide habitat.
- There are no known contaminated sites.

<u>Weaknesses</u>

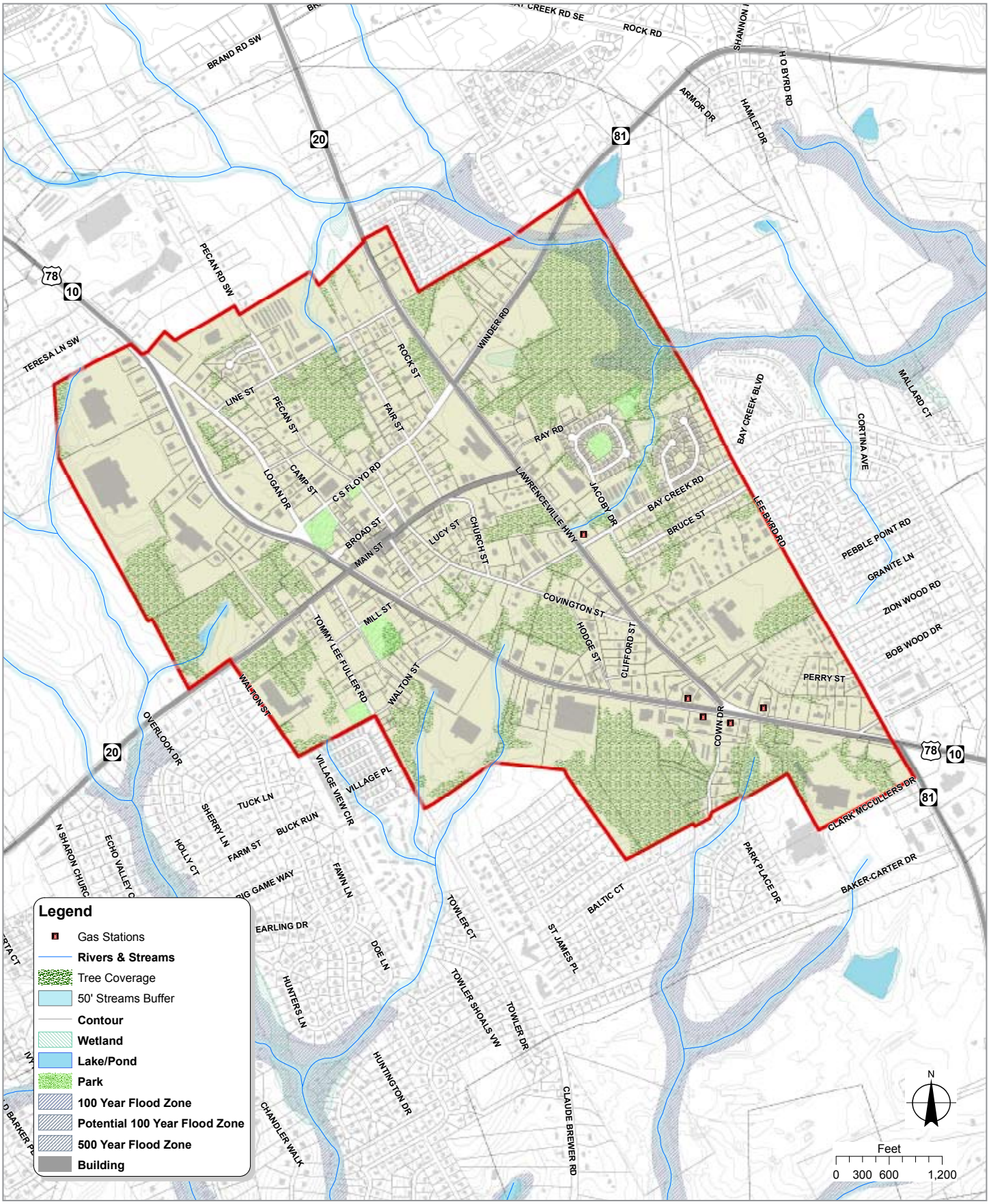
- The large amount of surface parking in commercial areas can contribute to the heat island effect and limit water infiltration.
- Lack of trees on many streets increases summertime heating and discourages walking.
- Noise from traffic along US 78 can be significant at times.

A wooded area along Covington Street

A water body in the study area

The undeveloped area between US 78 and Covington Street has gentle topography

Figure 2.12: Environmental Features



- Traffc on US 78 generates localized air pollution.

Opportunities

- Floodplain and stream buffers could serve as corridors for animal and plant habitats and make good greenway trail locations.

Threats

- Gas stations, former dry cleaners, and auto yards could potentially be contaminated.

Open Space

Reliance on technology and fast-paced lifestyles have lead people to increasingly value places that allow them to connect with others. In fact, one of today's hottest real estate trends is the community where people can partake in a wide variety of public spaces on a daily basis. Many people no longer want to drive long distances to walk down a pleasant, tree-lined sidewalk, play in a park with their children, or relax on a warm summer evening. They now want their communities to provide all of these opportunities and more.

There are five major categories of public spaces, each with their own distinct definition and applicability:

Streets and sidewalks are the most often used public spaces in towns and cities. In addition to serving as a transportation conduit, streets and sidewalks can be designed to encourage human interaction and community building. Streets can serve as parade routes or the location of special festivals, while in-town sidewalks can provide room for cafe dining, street furniture, and street trees.

Plazas are hardscaped gathering places located in a town or city center and surrounded by commercial, mixed-use, or civic buildings. Plazas often include fountains, benches, and similar elements. Their entire surface is accessible to the public and consists of stone, concrete, or durable pavement interspersed with trees and limited plant materials.

Parks are landscaped recreational and gathering places that can be located in any area of a town or city. They may be surrounded by residential or commercial buildings, and are often the focal points of neighborhoods. Parks often include picnic facilities, drinking fountains, benches, and playgrounds. Larger parks may include ponds, sports fields, and courts. Well designed parks are defined at the edges by streets, lawns, shrubs, and other plant materials.

Greenways are linear parks that can serve as corridors for transportation, wildlife migration, or protection of key habitats that occur in a linear manner, such as the riparian zones along creeks and rivers. Greenways can also connect plazas, parks and conservation lands. Because of this, they can be located in virtually any setting with any sizes.

Good sidewalk environments serve as a successful public open space

This well-designed plaza serves as community gathering place

Park at Duluth town center

Conservation Lands protect and enhance areas of environmental and historic significance. They are usually located at the edge of a village, town or city. Because their primary purpose is the protection of open space, they can include camping sites and trails.

Existing Conditions

There are a few public open spaces within the study area. The most notable one is the cemetery at the intersection of CS Floyd Road and US 78, which includes a small park in its western corner. Other open spaces include the cemetery off Mill Street, an actively used pocket park next to city hall, a playfield on Tommy Lee Fuller Road, and some green spaces in a single-family subdivision off at Jacoby Drive.

Along Main Street in the historic core, existing sidewalks are relatively spacious and serve as a public space. The historic water well has served the town as a public gathering space.

Small park in the corner of the cemetery

Cemetery at the intersection of CS Floyd Road and US 78

Pocket park next to City Hall has been activly used by surrounding neighborhoods

<u>Strengths</u>

- The historic well is a landmark.
- There are wide sidewalks on portions of Main Street.
- Two cemeteries provide open spaces close to the historic core.

<u>Weaknesses</u>

- Because it is not a county seat, Loganville lacks a central park, square, or open space.
- There is a lack of community gardens.
- There is a lack of connectivity between parks and open spaces.

<u>Opportunities</u>

- New public spaces could be created with redevelopment.
- Pocket parks could be created in unused rights-of-way along streets.
- A new common area or green could anchor the study area.
- A multi-function park could bring people together, particularly those of different ages.

<u>Threats</u>

- Development could occur without appropriate open spaces.
- Poorly designed open spaces could limit their use and fail to capitalize on the need for a community focal point.
- Poorly located open spaces could result when they are relegated to the sites with the least development potential.

2.6 Public Facilities

Public facilities are the foundations upon which communities are built. They support growth by providing essential facilities and services such as water, sewer, electricity, and gas. Effective systems are essential to a community's health.

Existing Conditions

City of Loganville in general, and the study area in particular, contain a wide variety of public services. These facilities are anchors to the study area and bring many people to it.

There are several schools located in the study area, including Loganville Elementary School, Bay Creek Elementary School, Trinity Christian Academy, Montessori School of Loganville, and Loganville First UMC Preschool. Adjacent to the study area, and still in the City, is the Loganville Middle School; the Loganville Senior High School is also nearby.

Loganville City Hall is located on CS Floyd Road, and provides most services to the City. The Fire Department is located on Lee Byrd Road east of downtown. The Police Department is outside the study area at the intersection of Tom Brewer Road and US 78, which has convenient access to downtown.

The O'Kelly Memorial Library is located on Conyers Road right off US 78. The Library is a part of the Uncle Remus Regional Library System. Its presence close to the historic core serves to draw people from throughout the area.

Strengths

- There is a concentration of existing facilities in the study area.

Weaknesses

- There are no recreational facilities such as a community center or public swimming pool.
- The library is not used to its potential, due to its location at a troublesome intersection.

Opportunities

- New public spaces could be created on redeveloped land.
- New public facilities could anchor redevelopment, as they have done in other communities.

Threats

- The loss of existing facilities to outlying areas could destabilize the area.

Loganville City Hall is located on Broad Street in downtown

O'Kelly Memorial Library

In Suwanee, a new city hall anchors a major downtown revitalization project

Loganville Town Center

Livable Centers Initiative Study

Part 3: Visioning

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3.1 Public Process

The public participation process for the Loganville Town Center LCI study used a variety of tools. These included stakeholder interviews, a public workshop, multiple public presentations and feedback sessions, Core Committee meetings, and a project website occurring from August 2009 through March 2010.

Steering Committee Meetings

A Core Team was identified early in the planning process to serve as a representative of the larger community, to communicate the plan's vision, and to guide the process. Members included City of Loganville officials, business owners, non-profit groups, neighborhood leaders, and landowners. The first Core Team meeting was held on August 6, 2009, with additional meetings on November 5, 2009, December 15, 2009, and March 2, 2010. These meetings were used to gain input into strengths and weaknesses of the study area, to propose opportunities and identify threats, to promote community outreach, to refine the vision of the study, and to review recommendations.

Stakeholder Interviews

Nineteen confidential interviews of steering committee members and others were conducted to understand existing conditions of the study area, obtain a general idea of trends, and to solidify preliminary ideas for improving downtown Loganville. Three interview methods were offered: in-person, over the phone, or by e-mail. A summary of interview results can be found in the Appendix.

Public Meetings

Public meetings were held throughout the planning process to provide the full community with an opportunity to inform the planning process. Meetings included:

- **Kick-Off Meeting** (September 8, 2009): The meeting was held at the Loganville City Hall. It began with an exercise that allowed participants to put red and green dots on an area map to show where they thought negative and positive things were happening. Following this, attendees were introduced to the project team, the LCI program, the planning process, current planning principles, and LCI successes in other communities. At the end, participants were asked to complete a Visual Preference Survey (VPS) and tell the project team what they liked most and least in the study area, as well as specific needs for change.
- **Public Workshop** (November 5, 2009): The workshop was the primary method of public input into the planning process. It was held at the Loganville Police Department. The workshop began with an introduction and welcome followed by an overview of findings on land use, zoning, urban design and historic resources, markets and demographics, and transportation. Following this, the results from

People participate in Visual Preference Survey at the kickoff meeting

People work at one of the focus area tables at the community workshop

People provide feedbacks at the Draft Plan presentation meeting

the VPS were discussed before breaking up into small work groups. During the work session, people worked around six different tables focusing on a variety of topics from land use and urban design, transportation, market and economic development, to different sub-areas. At the end, each group presented their table ideas to the entire attendees.

- **Draft Plan Presentation** (January 7, 2010): The draft plan recommendations were presented to the public for review and comment at the Loganville City Hall. Following a formal presentation, those present were asked to provide feedback for refining plan recommendations. A copy of the presentation and related concept plans were also published on the project website after the meeting for public review and comments.
- **Final Plan Presentation** (March 11, 2009): Held at Loganville City Hall, this meeting presented the final recommendations for the Loganville LCI study area. City officials and public were asked to provide input to update and finalize the plan.

Final plan presentation meeting

Please see the Appendix details on specific meetings.

Meetings were advertised via a variety of means, including e-mails, meeting flyers, and newspaper articles. In addition, the Kickoff Meeting was announced via an insert in the water bill.

Project Website

Another public involvement tool was a project website. The website included: meeting announcements and materials; newspaper coverage; workshop results; an e-mail list serve; study maps, study documents; and an option for feedback. The project website was located at:

http://www.tunspan.com/loganville/

Study website provides update and documents during the planning process

3.2 Visual Preference Survey

A key tool of the planning process was a Visual Preference Survey (VPS). The survey was given at the September Kick-Off Meeting.

Survey participants were asked to review a variety of images for their appropriateness for the future of the Loganville Town Center LCI study area and to put green dots by those that were most appropriate and red dots by those that were least appropriate. The survey measured the attitudes and preferences of participants towards design issues and community priorities. Its results provided guidance to the study, especially during the process of envisioning future land use and transportation projects. The survey included six categories: Single Family Residential, Multifamily Residential, Mixed-Use, Retail, Transportation, and Open Spaces.

Survey Analysis

After the Kick-Off meeting, the number of red and green dots was summed to determine which images were most and least appropriate for Loganville's future. These were used to guide the plan.

Most of the images selected as appropriate showed places with a blend of history, character, and permanence. The most popular images were of human-scaled buildings, vibrant public spaces and parks, rehabilitated retail buildings, tree-lined sidewalks, and streets that were pedestrian-friendly and framed with buildings. This suggested a community desire to have a pedestrian-friendly town center with history and character.

Images deemed inappropriate often lacked local identity or were very dense. Strip development along US 78 in the study area ranked poorly, as did buildings higher than four stories and apartment buildings.

For single-family residential, participants favor houses with porches fronting well-designed sidewalks and streets. In the case there are big yards in front of homes, well-maintained yards are mostly favored. Homes with vast blank walls or prominent garage doors directly visible from streets are deemed inappropriate.

In terms of public spaces, except for parks, participants also favor public plazas and open-air market place, which is currently lack in the City of Loganville.

The survey results also indicate that bike/walking path is highly favored for the study area.

Participants highly favored this image of single-family house with well-kept yard in Monroe

People favored the houses in the Amelia Garden development in Florida

This above-shop loft was the favorite image in the Multifamily category

This hardware store in nearby Monroe was widely liked

Participants liked the pedestrian-friendly design of this new building in Suwanee

The most popular mixed-use images was this one

Images of parks and open spaces scored very well, including this large multi-use space

This pedestrian friendly commercial street lined-up with shade trees was one of the favorite transportation images

People also liked the character of this tree-lined residential street

3.3 Goals & Objectives

As part of the visioning process the consultant team worked with area stakeholders to develop unique goals and objectives for Loganville. These were intended to complement the ten goals already established by the ARC as part of the LCI program. The latter can be reviewed in Section 1.1 of this report.

These customized local goals included:

Goal 11: Preserve Loganville's small town character and strengthen its identity.

Goal 12: Improve pedestrian safety and access throughout the study area.

Goal 13: Provide adequate infrastructure to support future development.

Goal 14: Enhance parks, open spaces, and community facilities.

Goal 16: Support employment growth in the downtown area.

Goal 17: Provide a well-balanced retail and residential parking program.

Goal 18: Ensure that zoning supports the community's vision.

These were used to guide the planning process and ensure that recommendations were developed that supported specific local desires.

Historic houses are a part of Loganville's character that many want to preserve

Loganville's stakeholders want to expand open space options in the city

3.4 Vision

This LCI study is an unprecedented opportunity for Loganville to proactively plan for growth in a way that maximizes its benefits and achieves a community-based vision for the area's future. The recommendations that follow have been developed to realize a vision that emerged from an open and inclusive planning process. Central to this is a belief that poorly planned development practices must be shunned in favor of a thoughtful and integrated approach to land use, transportation, economic development, community design, and infrastructure - one that creates a place of lasting economic, social, and environmental value.

A range of retail and restaurant options should be provided in downtown

Vision Statement

The vision of the Loganville Town Center LCI is to build upon downtown Loganville's strength, enhance its small town character, create a vibrant live, work, shop and play environment, and make Loganville a destination.

Central to this vision is a vibrant Main Street featuring restored and new buildings filled with unique shops, restaurants, offices and upper-story lofts. Nearby, along CS Floyd Road, a second walkable retail street is envisioned that complements the historic core. Between them, an improved civic center with a city hall, library and other community facilities connects new to old and anchors downtown. It also provides shared parking to benefit new and existing uses.

Buildings should reflect local architectural traditions and preserve its identity

Surrounding the city's revitalized heart, historic residential streets are preserved and reinforced with small lot single-family houses, townhouses, condominiums, and senior living. These provide housing options within walking distance of services and new open spaces.

Nearby, along US 78, auto-oriented commercial uses continue, but in a form that is more walkable than the present. Building design is distinctive, and landscaping abundant to visually extend the character of the historic core to US 78.

Tying together these centers and connecting them to other parts of Loganville is envisioned a balanced transportation system of sidewalks, trails, and more efficient traffic operations. These provide opportunities to walk and bike, improve the visual character of major streets into Loganville, and enhance safety for all travel types. This, in turn, reduces gasoline consumption, improves public health, and ensures that the social interaction that glues together raditional small towns is preserved well into the future.

Improved sidewalks and pedestrian-friendly buildings are envisioned

When taken as a whole, the result is a community that provides a high quality-of-life, offers sustainable economic opportunity, is environmentally sensitive, and creates a place that people want to invest in and call home.

Loganville Town Center

Livable Centers Initiative Study

Part 4: Recommendations

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4.1 Overview

This section includes recommendations for the study area. These recommendations define its future character and provide short and long-range actions to improve the challenges identified during the planning process. They also support the Goals and Objectives identified in Part 3: Visioning.

Recommendations are a synthesis of the desires of residents, businesses, property owners, the City of Loganville, and other stakeholders, coupled with sound planning. They offer a visionary yet achievable blueprint for change that reflects Loganville's historic and environmental conditions, development potential, transportation needs, and regulatory framework. To this end, they enhance the transportation and land use relationship by:

- Directing growth into areas with current infrastructure.
- Establishing pedestrian-oriented mixed-use centers that build on historic land use patterns and support walking.
- Encouraging the redevelopment of marginal land uses within the core of Loganville.
- Enhancing the transportation system by focusing on roadway improvement, connectivity, and adding new sidewalks and multi-use trails where appropriate.
- Utilizing open spaces and tree-lined streets to link destinations and improve recreational options.

With time, these recommendations will guide growth in downtown Loganville in a way that respects its history and strengthens its role as the town's hear, provides wide tree-lined sidewalks, preserves historic resources, ensures compatible new development, and offers a balanced transportation system. An overview of the recommendations can be found in the Framework Plan shown in Figure 4.1. This plan was developed from public comments, coupled with sound transportation, land use, urban design, and market analysis. As such, it is intended to graphically illustrate the relationship between all recommendations, but particularly transportation and land use.

Recommendations in this part are organized into six categories: Land Use & Zoning, Transportation, Economic Development & Marketing, Urban Design and Historic Resources, Environment and Open Space, and Public Facilities.

In addition, there are two types of recommendations provided for each category: Policies and Projects. Details on the difference can be found at right. Projects are followed by a project number as identified in Part 5: Implementation, which contains an implementation strategy, including cost, funding, and responsible parties.

Policies & Projects

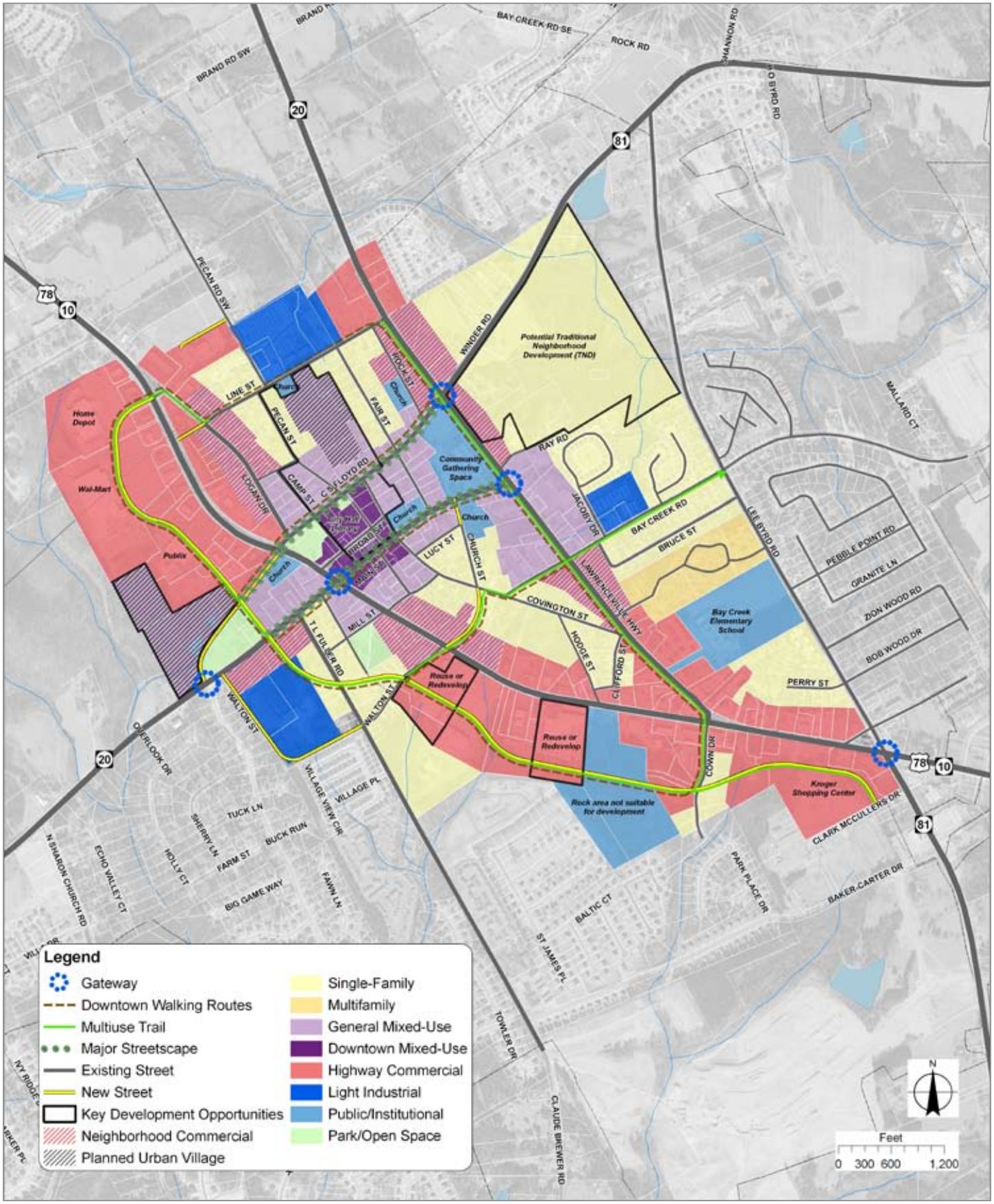
There are two types of recommendations provided in this master plan:

***Policies** are guidelines that provide direction to the implementation of the LCI's vision. They often support projects and should be the basis for actions by LCI sponsors.*

***Projects** are specific tasks, such as transportation improvements, studies, or signs, with a defined cost and time frame. Specific project details can be found in Part 5: Implementation*

Projects can be public, such as new sidewalks (top) or private, such as new development (bottom)

Figure 4.1: Framework Plan



4.2 Land Use and Zoning Recommendations

The current image of the study area is dominated by strip commercial uses along two major arterials, US 78 and SR 81. Loganville's small town character is only reflected in the Main Street area and adjacent neighborhoods. It is important for Loganville to maintain and improve this character when development and redevelopment happens. The following recommendations were developed during the planning process to achieve this.

Second-story uses could be added to existing buildings on Main Street

Land Use and Zoning Policies

- Strive to achieve the land uses shown in the Framework Plan.
- Improve the historic Main Street core by renovating and reusing existing buildings.

  Main Street needs more active uses, which may include independently owned restaurants and destination businesses such as antiques, furniture, and specialty retail. Residential would be a good component to add to Main Street as well. It could take the form of lofts added above shops where feasible.
- Create a walkable growth center along CS Floyd Road.

  This center should complement Main Street and expand the downtown core. It should be mixed-use and feature specialty retail, restaurants, offices, civic uses, and housing.
- Preserve neighborhoods by encouraging appropriate development in them and directing inappropriate development to other areas.

  Appropriate infill development should be concentrated along Covington Street, part of Fair Street and Pecan Street.

Historic houses are an important part of Loganville's identity

Table 4.1: Framework Plan Land Use Descriptions

Land Use	Primary Use	Max. Building Height	Max. Housing Density*
Low Density Residential	Single-family, townhouses	35 ft	4-8 DUA
Multifamily	Townhouses, condos, apartments	3 floors/42 ft	16 DUA
Mixed-Use	Housing, retail, offices, hotels	3 floors/42 ft	16 DUA
Downtown Core	Retail, housing, offices	City hall: 4 floors; Other: 3 floors/42 ft	8 DUA
Neighborhood Commercial	Retail, offices, hotels	3 floors/42 ft	-
Planned Urban Village	Retail, housing, offices, hotels, etc.	Res: 35 ft/Non-res: 65 ft	4 DUA
Highway Commercial	Auto-oriented retail, hotels	3 floors/42 ft	-
Light Industrial	Light industrial uses	6 floors/80 ft	-
Public Institutional	Schools, religious facilities, etc.	3 floors/50 ft	-
Park/Open Space	Public/private parks or open spaces	-	-

**In dwelling units per acre (DUA)*

- Ensure appropriate transitions from highway commercial uses to town center mixed-use zones and residential neighborhoods.
- Encourage neighborhood commercial development close to the downtown core along arterial and collector streets.

  Neighborhood commercial uses should include buildings close to the street, encourage pedestrian activity by putting sidewalks directly in front of buildings (with landscaping to separate it from the roadway), place parking behind or to the side of buildings, and use design guidelines to ensure quality design.
- Support the creation of a multi-purpose community gathering place close to the downtown core.

  This could include but not be limited to:
  - *Picnic areas*
  - *Park areas for seniors*
  - *Amphitheaters*
  - *Walking trails*
  - *Playgrounds*
- Use the Framework Plan to guide rezonings and avoid spot zoning.
- Support redevelopment or adaptive reuse of the old Walton Factory site and old Ingles store.

  Potential uses could include but are not limited to theater, clothing store, general merchandise store, fitness center, or churches etc.

Neighborhood commercial uses should be encouraged in Loganville

Suwanee offers a multi-purpose gathering place with an amphitheater and fountain

Land Use and Zoning Projects

- Amend the Future Land Use Plan to reflect the LCI vision. (O-1)

  The vision of the plan is reflected in the Framework Plan.
- Update the zoning code to reflect the LCI plan's vision. (O-2)

  Changes should include, among other things, creating new district(s) for the downtown area that:
  - *Allow a mixture of different uses.*
  - *Provide design standards for new development.*
  - *Require new developments to include sidewalks.*
  - *Reduce parking requirements for above-shop homes.*
  - *Provide incentives for housing in the downtown core.*
  - *Establish sign standards.*
- Develop a mixed-use project that includes the city hall block, King property area, Ole Gin Station, and adjacent blocks. (O-3)

  Please see the Downtown Loganville Concept Plan on pages 53-55 for an example of how this might look.
- Develop the Winder Road/Lawrenceville Highway area into a traditional neighborhood (TND). (O-4)

  Please see the Traditional Neighborhood Concept Plan on pages 56-57 for an example of how this might look.

TNDs include a walkable mix of housing types and land uses

Downtown Concept Plan

Downtown Concept Plan (continued)

This concept plan covers the area north of Main Street and south of Line Street, and from Camp Street on the west to the back of the lots along Fair Street. It includes the city hall block, the King property, and Ole Gin Station shopping plaza.

The plan shows an enhanced and expanded downtown activity center with multiple functions, from civic uses on the city hall block, to parks and mixed commercial and residential uses on adjacent blocks.

The existing city hall block could be redeveloped to accommodate a new city hall, a new civic building, and a two to three story office/civic building attached to a parking deck that serves the entire city hall block as well as providing additional parking for Main Street businesses. The existing city hall could then be converted into a library with liner buildings along Pecan and Broad Street to provide pedestrian friendly streetscapes. To the east of this block, a multi-function town center plaza could be created, including the historic well, the yellow house which could serve as a community building, and potentially a playground.

The King property block could accommodate a pedestrian friendly main street, accessible from Pecan Street, CS Floyd Road, and Line Street. This new main street will add to the existing grid network so as to improve connectivity in the downtown core. It would be lined with shops, restaurants, offices, and above-shop living spaces as shown at right. On the outskirts, a few historic houses on CS Floyd Road could be preserved for office or neighborhood commercial uses; some townhouses and single family houses could be developed close to and along the northern part of Pecan Street.

The Ole Gin Station block could be redeveloped into a residential-retail complex with parking in the middle and office and townhouses to the west. For this site, CS Floyd Road and Pecan Street would serve as main streets with improved or added sidewalks, landscaping, and on-street parking where appropriate.

In total, this concept plan includes 260,700 sf of commercial space (including retail, offices, and restaurants), 89,000 sf of new civic or government space, 149 multifamily units (which could be condominiums, rental units, or elderly housing), 24 townhouses, 15 live/work units, and 14 infill single-family houses. Total parking spaces serving this project and existing Main Street businesses would be around 1,900.

The total estimated private value of this plan is $79.5 million.

Below and at right: Images of how the project could look

Downtown Concept Plan (continued)

Traditional Neighborhood Development Concept Plan

This concept plan is located southeast of Winder Road, north of the two subdivisions off of Bay Creek Road. Currently, it is largely undeveloped, with a few houses along parts of Lawrenceville and Winder Road. A forested 100-year floodplain occupies the eastern part of the site. The plan shows how the area could develop into a traditional neighborhood, a type of mixed-use development that recalls earlier town-building practices, rather than conventional subdivisions.

The proposed heart of the neighborhood is a small commercial area at the intersection of Winder Road and Lawrenceville Road. Here a historic home is preserved and surrounded by mixed-use and commercial buildings within a walkable setting. Approximate building depth is 50 feet and parking is to the rear.

Behind this core, the plan transitions into a residential neighborhood featuring a variety of single-family houses on lots ranging from 50 to 100 feet wide. To provide a pedestrian-friendly streetscape, many have rear lanes to minimize garages along the street. Those not served by rear lanes are wider so that garages can be set back from the street.

The plan also includes several open spaces. Most notable of these is around the pond on Winder Road, which is preserved and enhanced with a pool and a clubhouse. In addition, the floodplain is preserved and serves as a green space for the entire neighborhood. Within it, a path could be built and connected with sidewalks in the neighborhood to form a walking route; this could, in turn, connect with other parts of town via a multi-use trail along Lawrenceville Road.

In total, the plan shows 73,400 sf of commercial space, 16 above-shop lofts, and 139 single-family houses. There are 370 parking spaces serving the commercial space and lofts.

The total estimated private value of the plan is $78.2 million.

Below: Detail of the commercial area and potential building character within it

Traditional Neighborhood Development Concept Plan (continued)

4.3 Transportation Recommendations

Transportation Policies

- Support access management along new and existing collector and arterial roads.

  "Access management is the systematic control of the location, spacing, design and operation of driveways, median openings, interchanges, and street connections."[1] The goal of access management is to limit traffic conflicts and improve safety.

- Promote shared parking arrangements wherever possible to decrease the number of underused parking spaces.

  The potential for shared parking is greatest in mixed-use settings, where different uses have different peak hours of use - i.e. office and residential. Shared parking can also work for complementary uses where patrons go from store to store (e.g. an antique center). The essential ingredient in both cases is that patrons park once.

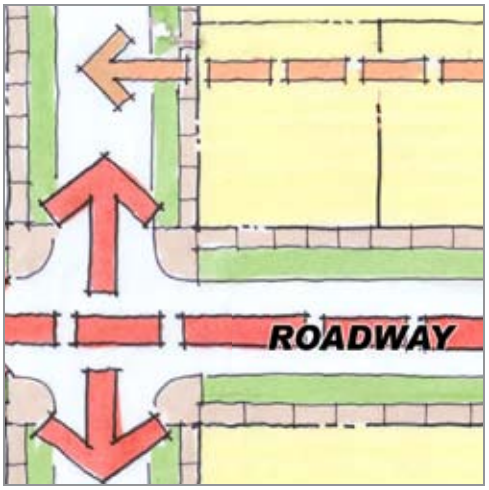
- Require streets in new development to connect into existing streets and avoid the creation of dead-ends or cul-de-sacs.
- Prohibit street abandonment or closure as part of new development, unless new streets are created with equal or greater connectivity to the existing grid.
- Establish maximum new block sizes of 600 feet per face or 3,200 feet of total frontage (except where topography or natural features prevents this).
- Maximize on-street parking on non-collector streets.

  On-street parking can buffer pedestrians from moving cars, calm traffic, and support adjacent land uses, especially retail. On street parking also has the greatest potential to serve as shared parking.

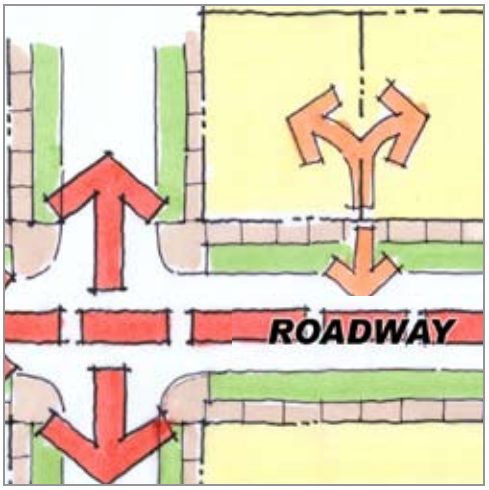
- Encourage high quality sidewalks with new development.

  Wide sidewalks should be provided with development. Due to right-of-way constraints, it is possible that a portion of these may occur on private property. Sidewalks should have the following minimum widths:

  - *Mixed-use/commercial areas: 6 ft landscape/tree zone and 8 ft sidewalk clear zone. Trees should be species having a minimum mature height of 40 feet.*
  - *Residential areas: 6 ft landscape/tree zone and 6 ft wide sidewalk clear zone. Trees should be species having a minimum mature height of 40 feet.*
  - *Along state routes: 6 ft landscape/tree zone and sidewalk clear zone identified above based on areas. Trees should be small, breakaway species such as single-stem crape myrtle.*



One access management strategy is to relocate entrances to side streets



Shared driveways are an access management strategy that often work together with side road access

On-street parking can calm traffic on residential streets and buffer pedestrians from moving traffic

1. http://www.accessmanagement.info/resources.html

Transportation Projects

Roadway Facilities

- Main Street/CS Floyd Road One-way Pair (T-1)

  This is a currently programmed GDOT project. It would accommodate the widening of SR 20 on the north and south side of Loganville from two lanes to four lanes with a median. Because SR 20 (Main Street) through downtown Loganville can not be widened to four lanes due to existing businesses on both sides of the road, the current GDOT plan is to split eastbound and westbound traffic so that two lanes in each direction can be maintained. Main Street would become westbound toward Lawrenceville and CS Floyd Road would become eastbound towards Conyers. Sidewalks will be improved/added on both streets.

  This project includes adding new and upgrading existing signalizations at four intersections in downtown Loganville:

  - *Main Street and US 78 (including a left turn lane from US 78 to Main Street)*
  - *CS Floyd Road and US 78*
  - *Winder Road and Lawrenceville Highway*
  - *Main Street and Lawrenceville Highway*

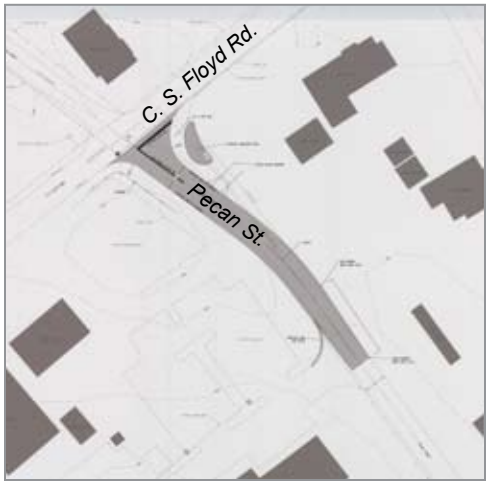
  The project also includes realign Church Street at Main Street.

- Pecan Street Realignment (T-2)

  This programmed local project would realign Pecan Street at CS Floyd Road to remove an offset from the two legs of Pecan Street at this intersection.

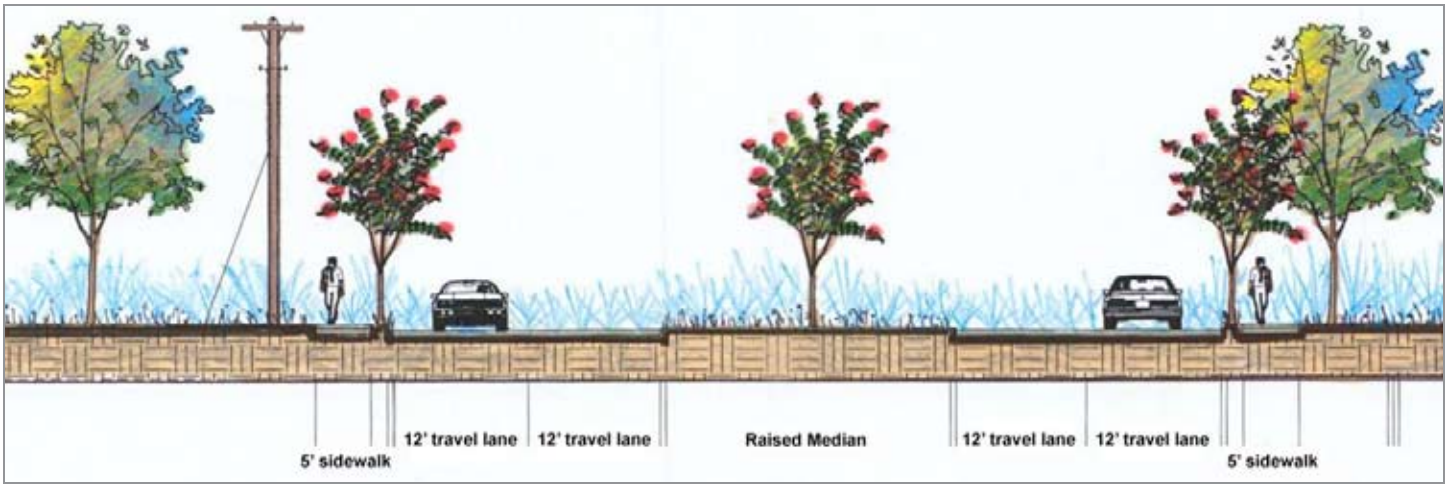
- US 78/SR 10 Access Management (T-3)

  US 78/SR 10 serves as the primary east-west route through Loganville. The route mostly separates the newer large-scale



Proposed Pecan Street realignment concept plan

A landscaped median would improve safety and aesthetics



The proposed cross section of US 78 includes a landscaped median planted with breakaway single stem crape myrtle trees. Final cross section details will be subject to project refinement.

commercial development from the older downtown and residences. The high volume of traffic on the corridor (over 30,000 vehicles/day) makes it difficult for bicyclists and pedestrians to reach the commercial areas without compromising safety. Adding a 16-foot wide landscaped median with selected openings for left and U-turn movements would accomplish two things: reduce the potential for automobile collisions from conflicting turning movements and provide a refuge area for pedestrians to cross. Considering maintenance responsibility by local government, the landscaped median will not be implemented until the City of Loganville is willing to do so.

Potential median opening locations include:

- *Logan Drive*
- *Publix Shopping Center (2 locations, signal addition at northern one)*
- *C. S. Floyd Road (signal addition)*
- *Main Street*
- *Walton Street/Church Street Extension (signal addition)*
- *Vicinity of former Kuppenheimer Factory*
- *Hodge Street*
- *Vicinity of McDonald's*
- *SR 81/Lawrenceville Highway.*
- *Kroger Shopping Center*
- *Lee Byrd Road/SR 81*

In conjunction with a landscaped median along US 78, upgraded and new traffic signals timed with each other should be considered. In addition, sidewalk gaps should be filled, street trees and lighting will be planted/installed along sidewalks, and pedestrian crossings will be added at intersections.

Existing US 78 in front of Kroger

Future improved US 78 with landscape median

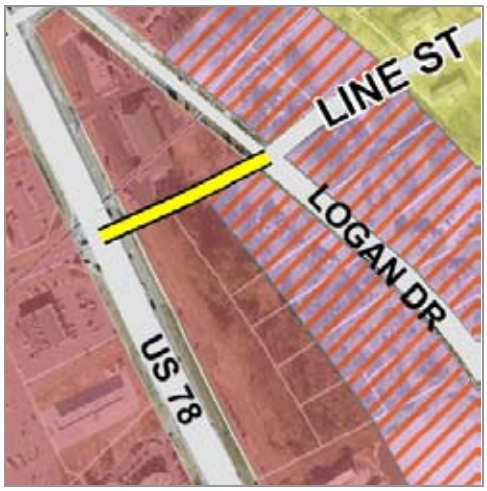
- Line Street Extension and Rear Post Office Entrance (T-4)

  Extending Line Street to US 78 with right-in/right-out access would give traffic that is currently congested at the poorly designed intersection of Logan Drive and US 78 an alternate route to US 78. It would also allow the redesign of the Logan Drive/US 78 intersection to better serve the Best Buy shopping center and IHOP.

  A rear public entrance from Pecan Street to the Post Office would also relieve congestion at the Logan Drive/US 78 intersection.

- Church and Walton Streets Improvements and Extensions (T-5)

  To improve connectivity to both sides of US 78, an extension of Church Street across US 78 to Walton Street is proposed. Along with a proposed multiuse trail from Bay Creek Road that will follow



Extending Line Street to US 78 would alleviate traffic on Logan Drive by providing an alternative route

Church Street from Covington Street to US 78, and continues along Walton Street to Tommy Lee Fuller Road. This would connect to the proposed Park and Ride lot and the Southside Access Road.

The City currently owns right-of-way for an extension of Walton Street from Tommy Lee Fuller Road to SR 20. Extending Walton Street to SR 20 would provide an alternate route from SR 20 to US 78, reducing congestion at the intersection of SR 20 and US 78. The improved Church Street/Walton Street corridor can be upgraded from a local street to a Collector Road.

Sidewalks at least on one side of the road will be included on both Church Street and Walton Street beyond the multiuse path to improve pedestrian connectivity.

The Church Street extension would improve connectivity in the downtown area north of US 78

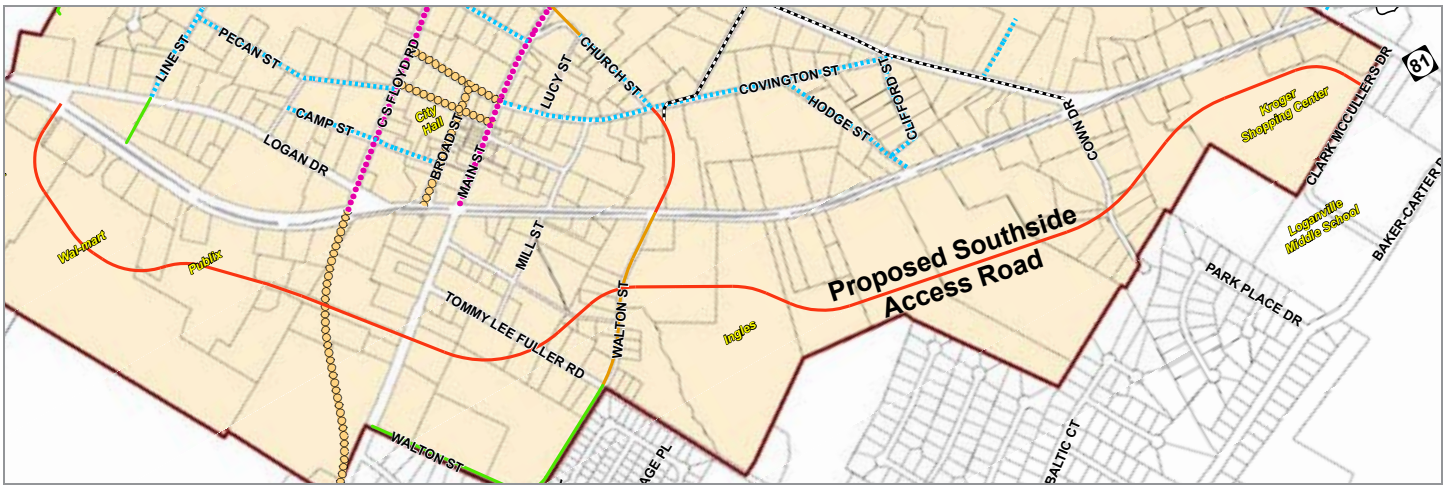
- Southside Access Road (T-6)

Vehicles currently wanting to travel between the shopping centers on the south side of US 78 are forced to use US 78 because of the lack of convenient alternates. Constructing an access road that parallels US 78 from Home Depot on the east end of the study area to Kroger on the west end would provide vehicles the choice of avoiding US 78; it would also help alleviate US 78 from local traffic.

Aligning the road so that it mainly passes in front of the existing shopping centers (along existing drives within parking lots) would help create a more pedestrian-friendly environment and also encourage development of the large parking areas that separate the shopping centers from US 78. A 10-foot wide multiuse path could follow this access road to accommodate other modes of transportation, such as golf carts or bicycles.

As part of this project, Cown Drive will be improved with pedestrian sidewalks connecting the southside access road/path with US 78 and northern part of the study area.

The Southside Access Road could include a multiuse trail for walkers and bicyclists



The proposed Southside Access Road shown above would connect from the Home Depot on the west all the way to the Kroger shopping on the east. It could run through existing parking lots in places, or be on newly-constructed roadway

Multiuse Facilities

With the number of seniors residing within or near the study area, the opportunity exists to give these and other citizens an alternative to driving. The use of multiuse trails that can accommodate pedestrians, bicycles, and golf carts could be a viable alternative for those that may not physically be able to drive anymore.

Policies will have to be established to allow the use of golf carts along designated streets where automobiles and golf carts may be mixed. There are some streets within the study area where traffic volume is low enough to allow for safe mixing of golf carts and traffic.

New developments could be required to install bicycle racks or provide golf cart parking.

- SR 81/Lawrenceville Road Trail (T-7)

  A 10-foot wide trail along SR 81 from Line Street to US 78 would allow the Bay Creek Road trail to connect to the elementary schools and the Kroger shopping center.
- Bay Creek Road Trail (T-8)

  A 10-foot wide trail along Bay Creek Road from Lee Byrd Road to US 78 via the Church Street extension would connect northern residential communities to the commercial areas along US 78.
- Southside Access Road Trail (T-6)

  A trail along with the proposed Southside Access Road with connections along Walton Street to the Church Street extension and Cown Drive to US 78 and SR 81 would allow for safe access to all of the commercial centers on the south side of US 78.
- Parking Deck (T-9)

  A parking deck(s) in the downtown core near city hall could serve Main Street, city hall, and downtown mixed-use development.

Lawrenceville Road has the space to accommodate a 10 ft wide multiuse path

A multi-use path in Greenville, South Carolina

Along Lawrenceville highway in front of Loganville Elementary School, the existing condition (at left) could be upgraded to include a multiuse trail (at right)

Pedestrian Facilities

There are a number of residences in and near the study area that could benefit from access to downtown. Many newer subdivisions have sidewalks, but they do not interconnect. As such, a focus should be expanding the sidewalk network, beginning with areas of potential activity, such as schools and downtown, and extending to residential areas. The proposed multiuse trail could provide a backbone for an extensive sidewalk network.

- Sidewalk Improvements at SR 20, US 78, Tommy Lee Fuller Road, various Locations (T-10, T-11, T-12)

  This programmed and funded project will add sidewalks to various locations, connecting existing sidewalks and filling in gaps.

- Existing Programmed Downtown Pedestrian Improvements (T-13)

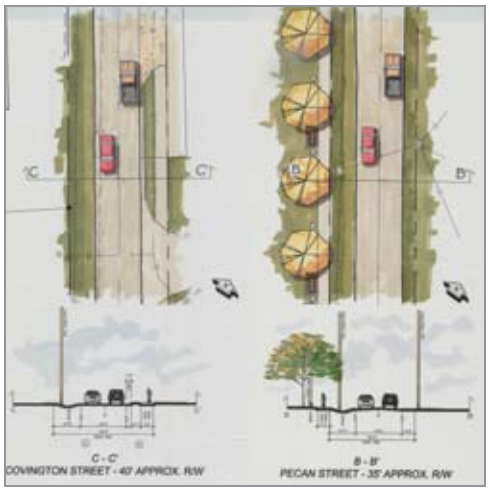
  This is a programmed project that will add sidewalks and trees along Pecan Street between Main Street and CS Floyd Road, Covington Street between Broad Street and CS Floyd Road, and Broad Street between Camp Street and Covington Street.

- Downtown Pedestrian Facility Improvements (T-14)

  Adding sidewalks to a streets in the heart of downtown would improve walkability and could include:

  - *Pecan Street- 5-foot sidewalk along one side. Connects Line Street with playground at CS Floyd and the historic core.*
  - *Camp Street- 5-foot sidewalk along one side. Connects Cross Street and retail center to Main Street*
  - *Line Street- 5-foot sidewalk along one side. Connects the north end of the multiuse trails to an existing sidewalk on Logan Drive. Street; includes businesses which would be connected too.*
  - *Fair and Rock Streets- 5-foot sidewalk on one side.*
  - *Logan Drive - Upgrade the sidewalk and fill in gaps along northside between Line Street and US 78.*

Concept plan for Broad Street pedestrian improvement (T-10)



Concept plan for Pecan and Covington Street pedestrian improvement (T-11,12)

Fair Street today lacks sidewalks (at left), but in the future (at right) sidewalks could connect this historic residential street to the core of Loganville. These could be on one or both sides of the street.

- Main Street/CS Floyd Road Pedestrian Improvements (T-15)

  This would enhance the one-way pair planned by GDOT. In addition to sidewalks proposed in the GDOT project (see page 59), the City could add trees, lighting and furniture via coordination with GDOT.

- Bruce Street, Homer Moon Drive, Lee Byrd Road from Bay Creek Road to US 78 (T-16)

  Adding sidewalks near Bay Creek Elementary School and Bay Creek Road area could improve pedestrian connectivity. These include:

  - *Bruce Street- 5-foot sidewalk along one side. Connects the Bruce Street subdivision with the Bay Creek Road multiuse trail.*
  - *Homer Moon Drive- 5-foot sidewalk along one side. Connects the Bay Creek Elementary School driveway to the trail on Lawrenceville Road.*
  - *Lee Byrd Road- 5-foot sidewalk along one side. Connects nearby subdivisions to the Bay Creek Road multiuse path, Loganville Primary School and shopping on US 78.*

- Covington Street, Hodge Street and Clifford Street (T-17)

  Adding sidewalks to streets southeast of Main Street would improve pedestrian connectivity and include:

  - *Covington Street- 5-foot sidewalk along one side. Connects residences to Bay Creek Road and Lawrenceville Road multiuse trails and the historic core.*
  - *Hodge and Clifford Street- 5-foot sidewalk along one side.*

- Downtown Walking Route (T-18)

  Place signs and mile markers along downtown trails and sidewalks to create a main loop of walking route with some shorter spurs.

Multiuse paths and sidewalks complete a downtown walking route

The empty Ingles parking lot could potentially serve as a park and ride lot

Transit Facilities

Loganville currently does not have transit, but the following recommendations lay the foundation for future transit facilities.

- Commuter Bus Study to Atlanta and Athens (T-19)

  Future GRTA bus service could be established to provide service to workers who travel to Atlanta or Athens along US 78. Loganville's direct access to both cities is an advantage to providing quick, convenient service. A study conducted by GRTA will be able to evaluate if this service will be feasible.

- Park and Ride Lot (T-20)

  If commuter bus service is warranted, a park and ride lot could be located at the former Ingles parking lot. In addition to serve commuters heading to either Atlanta or Athens, this would also provide an opportunity to redevelop the immediate area with businesses to serve potential morning and afternoon commuters.

- Bus Purchases for Commuter Park and Ride Lot (T-21)

  If commuter service is warranted, the cost of purchasing buses would have to be included. It is recommended at least two buses be purchased for the service.

A potential park and ride lot for commuter bus services could one day serve the area

4.4 Economic Development and Marketing Recommendations

The policies and projects presented below are intended to enhance the business environment in Loganville and its downtown. The recommendations build off of the public input as well as the comprehensive market analysis that identified retail, business, and residential opportunity within Loganville and its trade areas.

Economic Development and Marketing Policies

- Recruit businesses based on potential identified in market analysis.

  There is a tremendous amount of demand for new businesses in Loganville's trade areas. Virtually all retail categories show potential for growth as new or expanded businesses. While growth will be driven by the private sector's capacity to develop new businesses and fill currently vacant commercial space, Loganville should play an active role in recruitment. Key opportunities would include:

  - *Restaurants: It is projected that Loganville's trade areas can support more than 35,000 square feet of new restaurant space, both full and limited service. Restaurants attract a broad base of customers including locals and visitors, as well as supporting the employment base. It is for this reason that restaurants are typically on the leading edge of downtown revitalization.*
  - *Apparel: Clothing and accessories stores also show significant opportunity. The majority of demand is in family clothing, but also includes women's and children's clothing and shoes. There is demand for at least 33,000 square feet of space. As a frame of reference, a typical Old Navy store is around 16,000 square feet. Similar stores could be located in vacant space along Highway 78, or in downtown, where independently owned clothing stores are often around 2,000 to 3,000 square feet.*
  - *General Merchandising: Loganville's trade areas show ample demand in this category, yet some of the newer regional big-box offerings (such as the Target at Barrow Crossing) absorb some of this demand. Still, there is certainly opportunity for additional Dollar General type uses. These establishments are generally around 15,000 square feet.*
  - *Furniture & Home Furnishings: Loganville already has a number of quality furniture-based businesses in its downtown, and demand indicators show opportunities for about 12,000 square feet of additional space. These businesses are destination-based, and Loganville has an opportunity to create a retail cluster. However, furniture business is tied directly into the housing market, which is suffering nationwide, as well as in the greater Atlanta region. Therefore, this potential would likely not be realized until the local housing market turns around.*

Loganville has significant demand for new restaurant space

Clothing shows potential for expansion in Loganville's market area

Create opportunities for independent retailers in downtown Loganville

- Create an appropriate mix of retail businesses on Main Street in downtown Loganville.

  Within downtown, several buildings are vacant, while others are occupied by storefront churches. Churches are important to any community, yet are not the best use of retail storefront space in a downtown environment. Loganville should focus on recruiting a mix of independently owned retailers in downtown.

- Create opportunities for activity in downtown core.

  Downtown should be the symbolic and active heart of the Loganville community. Therefore, the city should look for ways to infuse activity in downtown. Expanded civic uses called for in the physical plan will certainly bring activity, as will the recruitment of destination businesses and restaurants. Loganville should also look for opportunities to program regular event activity in downtown.

- Support downtown core expansion.

  Loganville's downtown is relatively small in relation to its population. Also, the majority of developable commercial space is on Highway 78 outside of the downtown core. Per the recommendations of the physical plan, Loganville should create physical connections to CS Floyd Road, creating opportunities for new development, events, and pedestrian activity, thus expanding the commercial and symbolic heart of the community, and improving the market for downtown businesses.

- Create residential opportunities in the Loganville study area.

  Housing projections show a ten-year increase in housing units, with the majority being in the range of $100,000 to $250,000. Estimates show that Loganville Town Center could potentially support about 40 additional units per year. In terms of the greater Atlanta market, Loganville may be poised to see its housing market come back more quickly due to the presence of and future demand for more affordable single-family housing.

- Promote Loganville as an affordable community with a high quality of life.

  Similarly, Loganville should market its affordability, small town quality of life, and proximity to the employment centers of Gwinnett County and Atlanta. Loganville has become a desirable destination for retirees and empty nesters, and should look to promote the qualities that have made it attractive.

- Expand the customer base for Loganville businesses.

  Finally, Loganville should help expand the customer base for local businesses. The City can work cooperatively with the private sector to market to regional geographies such as Monroe, Snellville, and greater Walton County, as well as targeting key market segments such as empty nesters, retirees, and young families.

- Support downtown gateway treatment at major intersections.

  Loganville should increase awareness of its downtown by creating gateway treatments at major intersections entering downtown.

More active uses are needed on Main Street in Loganville

There is potential for more residential development in downtown Loganville

Gateway treatment can improve a place's identity

Economic Development and Marketing Projects

- Pair market potential to available space. (O-5)

  Industrial development authorities foster economic growth by acquiring data on sites, promoting development opportunities to prospects, and providing an environment that incentivizes prospects to locate in their community. Loganville should foster small business development in a similar manner. It should identify preferred locations for specific business types, matching the opportunities identified in the market analysis to available space. It should also create and promote an available properties database with information on individual sites, including acreage, zoning, infrastructure, potential incentives, etc. Loganville can then create economic development marketing collateral to promote individual sites.

- Recruit an appropriate mix of businesses in downtown core. (O-6)

  The market analysis shows demand for destination businesses such as antiques, furniture, and specialty retail. These businesses are a better fit for a downtown environment than vacant buildings and storefront churches. Loganville should work cooperatively with downtown landowners and storefront churches to find appropriate locations off of Main Street. It should partner with business owners to market this vacant and underutilized space for active uses.

- Coordinate event activity to make downtown a destination. (O-7)

  Another way to generate activity is through events. Large events such as the Autumn Heritage Festival are excellent ways to bring in the regional market annually. Yet smaller events such as a regular music series are perhaps more important in a suburban community like Loganville. Such events are geared towards residents, promote interaction among them, and strengthen a bond of trust between local officials and their constituents. While it existed, the Loganville Chamber programmed events to promote member businesses, and the City has sponsored limited event activity. Currently, the city is looking to expand event programming, and has begun working with an event coordinator. Loganville and the DDA should strengthen this partnership, creating new event opportunities potentially focusing on food, music, art, or the active lifestyle enjoyed by its citizens.

- Consider funding options to help pay for public plan improvements.

  Loganville must continue to look for alternative funding sources outside of LCI and transportation grants to help pay for public improvements. Potential sources include:

  - *Tax Allocation Districts (TAD). These are innovative ways to fund public infrastructure projects that spur private development. Loganville would need to first local legislation authorizing the community to create a TAD. It would then create and approve a redevelopment plan that outlines projects, private investment projections, and increment estimates. A successful TAD will require the cooperation of Walton County and the Board or Education, as well as the public. The first step will be to meet with representatives from the County and Schools to determine*

Recruit specialty shopping to downtown Loganville

Create a distinct market identity through targeting certain business sectors

Creating recurring events aimed at residents will bring regular activity into the heart of the community

opportunities for partnership and feasibility. (O-8)

- *Community Improvement District (CID). For a CID, landowners in a designated area would vote to impose a self tax. The funds would be collected by the taxing authority and administered by a board of directors elected by district landowners. Projects eligible for funds are public infrastructure improvements such as water, street construction/maintenance, storm water and sewage, parking, parks, etc. Snellville and its businesses formed the Evermore CID in 2003 along US 78. The CID now facilitates economic development along the corridor including planning, infrastructure improvements, and marketing. (O-9)*
- *Opportunity Zone. These districts can be applied to older commercial areas undergoing redevelopment and revitalization, such as downtown Loganville. New or existing businesses that create two or more jobs can qualify for a business income tax credit of $3,500 per job. (O-10)*
- *Community Development Block Grants (CBDG). These provide funding for a variety of projects, including economic development, housing & neighborhood stabilization, public facilities, job creation, etc. (O-11)*
- *Other. Downtown Development Revolving Loan Fund (DDRLF); Appalachian Regional Commission Business Development Revolving Loan Fund; General Fund Appropriations. (O-12)*

- Create a uniform Loganville Marketing Brand as companion to existing "L" logo. (O-13)

  Much like the dual system that a university would create with a separate identity for its academics and athletics, Loganville should look to build off of the city "L" logo to create a new marketing identity. This graphic system would be used to market Loganville to local residents, expand the market for existing businesses, recruit new investments, and promote event activity.

- Create specific marketing collateral utilizing brand identity.

  Loganville's brand identity should be applied to marketing collateral aimed at promoting the community. These strategies would be detailed in the branding and marketing plan above, but could include:

  - *Local loyalty campaign. A local loyalty campaign will seek to connect the positive experiences in the community (events, local businesses, community history) with the residents who live in Loganville's trade area. This will be a critical component in marketing Loganville, as its identity is challenged by its location in two separate, high growth counties. (O-14)*
  - *Shopping/dining guide. A shopping and dining brochure can be created to promote businesses in Loganville's downtown, as well as the US 78 corridor. Brochures such as these should be produced in smaller print runs, and can be placed at area businesses, visitor centers, and information kiosks. (O-15)*
  - *Residential recruitment. Regional residential growth has slowed tremendously in the past five years and we are currently in a nationwide housing crisis. Loganville may be better poised to rebound due to the affordability of its housing, as well as fact that the town has become a destination for retirees and empty nesters. Loganville can recruit additional residential by promoting its quality of life, affordable housing, and active community lifestyle. (O-16)*
  - *Downtown kiosk. Loganville should place informational kiosks in strategic locations on Highway 78 (Kroger, Wal-Mart, North Logan Commons), Lawrenceville Highway (Loganville Plaza), and downtown. The kiosks can include community information, event calendars, and printed marketing materials. (O-17)*

- Develop a comprehensive wayfinding system directing locals and visitors to civic, cultural, recreational resources, and parking. (O-18)

  A hierarchical system of signs should be implemented, directing visitors and residents to cultural, civic, recreational, and parking resources. A typical wayfinding system uses a community's marketing brand graphics and includes gateways, vehicular and pedestrian directional signs, street banners, district and parking signs, and building markers.

- Market key development sites identified in Town Center plan. (O-19, O-20)

  This plan identifies a number of potential long-range projects. Loganville, the DDA, and property owners should actively market these opportunities and the vision through requests for development proposals. These would be used so solicit bids from regional or selected developers, and would incorporate development

criteria to ensure that new development is consistent with the vision. All economic development information, including the market analysis completed as a part of this plan, should be made available to businesses, real estate professionals, and investors.

- Create Economic Development & Marketing team. (O-21)

  Loganville should create clearly defined roles for economic development and marketing, including:

  - *The City should consider creating a position for an economic development director responsible for coordinating small business recruitment and development.*
  - *The Business Advisory Committee should continue to serve as voice of private sector in city matters, as well as partnering on cooperative marketing strategies with the City.*
  - *The Downtown Development Authority continues its role while also leading implementation of the LCI plan.*
  - *Loganville continues to work with One Walton to facilitate marketing of the City.*

- Create Business Support programming. (O-22)

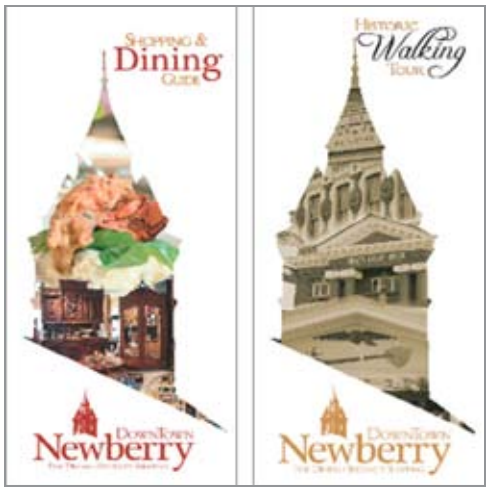
  Through partnerships with the DDA, Business Advisory Council, and the SBDC in Athens, Loganville should create and promote business support programming with training for business planning, marketing, financing, management, and technical assistance. The programming would be aimed at existing small businesses, and could be coordinated at a key location in the community, or through the Georgia SBDC Network's SmallBizU online training.

- Consider Incentive Program for investment in downtown. (O-23)

  Loganville should look to create a series of small business and investment incentives to recruit new businesses, while also supporting existing ones. Many similar communities have been successful in creating grant programs tied to the market research and desired businesses. Some would require general fund expenditures or other funding, while others would simply be assistance with licensing and fees. Incentives to consider include:

  - *Façade grants. The DDA already facilitates a façade grant program for downtown and this program should be continued.*
  - *Business license abatement. Forgiving annual business licenses or other fees for targeted businesses support by the LCI study.*
  - *Marketing assistance – Small marketing grants of $500 or less can be helpful in producing a sign, radio advertising, website development, or other activities.*
  - *Preservation grants – Grant program in which building owners in a designated area can get matching funds for specific maintenance and preservation projects on a historic property. Loganville may also study the feasibility of getting National Historic District designation for downtown or other historic area. Designation is primarily honorary, but comes with significant tax credits for the rehabilitation of historic properties.*

Local loyalty campaign materials can include brochures, inserts, and a website



Branded shopping/dining guides can promote independent businesses and restaurants as well as event activities

Information kiosks can be used to distribute community information and marketing materials

4.5 Urban Design and Historic Resources Recommendations

The goal of urban design and historic resources recommendations is to help protect and enhance the character and identity for downtown Loganville.

Urban Design & Historic Resources Policies

- Support lot consolidation where major redevelopment is desired.
- Require new buildings to front the street with stoops, porches, storefronts, or other pedestrian-friendly means in mixed-use, neighborhood commercial, or residential areas, rather than with blank walls or parking.

  This will add eyes on the street and help make streets an active "living space" rather than a "leftover" place.
- Support the preservation and rehabilitation of historic resources:

  These should include:
  - *Historic commercial buildings along Main Street*
  - *Historic homes in downtown Loganville*
  - *Historic churches and public buildings*
- Encourage high quality building materials in commercial and mixed-use developments, such as brick, stone, tile, cast stone, or true stucco.
- Use historic architectural styles found in Loganville as a basis for future development compatible with surrounding community.
- Ensure pedestrian-friendly building design in commercial and mixed-use areas. Basic elements should include:
  - *Parking located behind or to the side of buildings*
  - *No gated streets*
  - *Doors accessible from the sidewalk*
  - *Active ground floor uses*
  - *Storefronts, stoops, porches, or forecourts along the sidewalk*
  - *Pedestrian-scaled signs*
  - *Transparent ground floor glass*

  These should be incorporated into any zoning changes.

Urban Design and Historic Resources Projects

- Amend the zoning code. (O-15)

  Currently, the City of Loganville's Planned Urban Village (PUV) zoning district allows mixed-use development and requires certain development and design standards mentioned among the above policies. However, there is currently no PUV designation in the study area.

Porches along streets enhance the streetscape and add a welcome feeling

Historic buildings on Main Street should be preserved and reused

Pedestrian-friendly buildings and streetscape in downtown Madison are an example for Loganville

In addition, the PUV zoning does not support certain community-desired building patterns because the minimum site area required for designation is ten acres, which limits its applicability in downtown Loganville, and the minimum single-family lot width is 75 feet, which is still too big for infill development in downtown.

The code should be amended to support community-desired building patterns and promote pedestrian-oriented redevelopment where desired. This could include creating a new mixed-use zoning district for smaller site areas (2-10 acres) with design standards, and allowances for smaller single-family lots (i.e. minimum 6,000 sf lot with 50 foot minimum width) to be developed/redeveloped.

- Create gateways to downtown at the following major intersections:
  - *Main Street and Highway 78 (O-24)*
  - *Main Street and Lawrenceville Highway (O-25)*
  - *Highway 78 and Lee Byrd Road (O-26)*
  - *Winder Road and Lawrenceville Highway (O-27)*
  - *SR 20 and CS Floyd Road extension (O-28)*

  Gateways could be created via special architectural design, signs treatment, streetscapes, or landscape design.
- National register of historic places study (O-29)

  The study will identify and evaluate buildings and structures that have potential for national register of historic places.
- National register recognition (O-30)

  Apply for recognition of historic places based on results of study mentioned above. Once a building gets historic recognition, it can utilize the Federal Historic Preservation Tax Incentives program for building rehabilitation to create jobs and housing opportunities. This has supported the revitalization of many downtowns across Georgia.

Streetscapes are a commonly used way to create gateways

Signs can be used as a gateway treatment

4.6 Environment and Open Space Recommendations

The City of Loganville currently has the following policies in place:

- Prevent new development in floodplains.
- Require recreation areas and green space as part of large developments and redevelopments.

  "Land for use as project open space or recreation shall be provided in single family detached subdivisions having a gross area of 50 acres or more and a minimum lot size less than 1 acre; in duplex subdivisions having a gross area of 50 acres or more; and in single family attached, townhouse, and multi-family developments having a gross area of 10 acres or more." (Source: City of Loganville Development Regulation, article 5.9.1)

In addition to the above policies, recommendations made through the LCI planning process are intended to enrich the public realm of Loganville by providing increased parks and open spaces. When coupled with recommendations in other sections, they will result in an improved quality of life for residents and visitors.

An amphitheater is a component of public gathering place desired in Loganville

Environment & Open Space Policies

- Support the creation of a public gathering place with multiple facilities in downtown Loganville.

  See policy under land use and zoning section.
- Encourage development on parks to front them with doors, windows, and walkways, not parking, loading, or backyards. They are screened from visibility and can create security problems.
- Eliminate and avoid barriers and walls surrounding a park or open space that restrict accessibility.
- Provide compact, mixed-use, and walkable development patterns that minimize the need to drive, and thereby minimize air pollution and improve public health.
- Encourage xeriscaping and native species in all landscape design projects.

  Xeriscaping is the use of plants that do not require irrigation. Often this includes native species that are adapted to the local climate.
- Support green building standards in developments. New developments should meet a standard, such as LEED (Leadership in Environmental and Energy Design) or EarthCraft.
- Encourage the use of pervious paving materials in new developments.
- Incorporate bio-swales along streets in new developments. Bio-swales are landscaped areas that allow storm water to infiltrate into the soil.

Development adjacent to parks should face it actively with doors, windows, and walkways

Use pervious paving materials to reduce storm water runoff

- Reduce light pollution through best management practices and technologies.

  Light pollution at night has been shown to negatively impact public health, as well as the health of wildlife.

- Require usable green space as part of large developments and re-developments, with the following language:

  Developments greater than 10 acres are encouraged to provide at least five percent of the site as usable green space consisting of public or private parks or plazas. Landscaped areas that are not improved for pedestrian use, such as buffers, water detention/ retention areas, or parking lot landscape strips should not count towards this five percent.

  This may be able to replace the current 6% recreation area requirements.

The gateway park is bounded by SR 20, C. S. Floyd Road extension, and the southside access road

Environment & Open Space Projects

- Amend the zoning code. (O-2)

  Require pocket parks and plazas in new commercial and mixed-use development rather than unusable, scattered green spaces. This could result in many new open spaces throughout the study area and improve the quality of life for new and future residents of Loganville.

  Create a gateway park at SR 20 coming to town from the west. (O-31)

- Create a town center/Main Street Plaza north of Main Street between Pecan Street and Covington Street. (O-32)

  The historic well could be preserved as a landmark, and the yellow house could be preserved and renovated for community use. A play ground could also included as part of the plaza to draw families to the downtown area.

This plaza visible from Main Street can include multiple functions, from outdoor dining and everyday recreation to events

4.7 Public Facilities Recommendations

The overall goals for downtown Loganville include ensuring adequate facilities to support both existing and future residents.

Public Facilities Policies

- Support the conversion and renovation of community buildings where appropriate.

  Allowing and encouraging the creative re-use of community buildings helps support community character. This can assist in allowing the history of the community to be passed down from generation to generation.
- Require new development to bury utilities, unless economically prohibitive.
- Ensure adequate sewer capacities to accommodate development and redevelopment.

Public Facilities Projects

- When Loganville Elementary School moves out of the study area, build a public gathering place for people of all ages at its site to include a community meeting facility, amphitheater, park, trail, etc. (O-33)
- Relocate the library to the downtown core and convert the existing building to another uses. (O-34)
- Build parking deck(s) in downtown core to serve Main Street, city hall, and downtown mixed-use development. (T-9)
- Construct a new city hall as the city grows. (O-35)

Existing school facilities can be reused for community purposes

The building next to the Loganville Elementary School could be used as part of the public gathering place

Loganville Town Center

Livable Centers Initiative Study

Part 5: Implementation

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5.1 Action Program

The Action program outlines the next steps after adoption of this Plan by the City of Loganville. It includes a list of projects, time lines and responsible parties and is intended to serve as a blueprint for achieving the community's vision or its future.

Stakeholders identified several efforts to assure implementation. These include continued diligence on the part of area residents, businesses, and the City of Loganville to monitor development in the study area and ensure compliance with the vision of this plan. Part of this should be revisions to this plan, as needed. Stakeholders must work with the City of Loganville to implement land use and zoning changes, which support the vision.

Most recommendations are provided in an aggressive five year time line, although some can clearly extended beyond this time frame as funding becomes available. Projects in the near future represent those addressing areas with the most critical need for public improvement or those where public investment can spur private investment. Long-term projects are less urgent, but equally key to the long-term success of this study.

Community Priorities

During the public outreach process, the community was asked to prioritize public and private projects recommended within the study area. The following represents a summary of these priorities in no particular order:

- US 78 access management (including landscaped median, coordinated signalization, sidewalks with trees, and pedestrian crossings) from Logan Drive to SR 81/Lee Byrd Road. (T-3)
- Downtown pedestrian facility improvements. See page 4:19 (T-14)
- Church Street and Walton Street Improvements and Extensions. (T-6)
- Downtown concept plan. (O-3)

While some of these are not projects that can be publicly implemented, it is still important for the City of Loganville to facilitate and support private sector proposals that can bring them into reality. For those that are, including the three roadway and pedestrian facilities projects, it is critical that the City of Loganville be prepared to pre-qualify and apply for LCI funding when it is available.

The Action program identifies many public steps necessary to spur private development

Community wishes should be given priority during implementation

Many items focus on improving the pedestrian experience in downtown Loganville

Local Funding

As a LCI Study, the ARC has committed to making funding available for implementation of plan elements related to transportation. Their expressed desire is for public infrastructure improvements to spur private investment in existing activity centers. Transportation projects may also be funded through a variety of other sources administered through the ARC. The City of Loganville should work with ARC staff to ensure that projects that require transportation funds are included in future Regional Transportation Plans (RTPs). Revisions to such are made every five years. Most transportation funds administered via the ARC or using federal dollars will require a 20 percent local match.

Sources for the required local match or other funds could include:

- **Community Improvement District (CID):** A CID is a self-imposed, self-taxing district run by a non-profit organization. A CID is charged with raising funds from commercial properties for public improvements. Such initiatives are strongly encouraged by this study.
- **Tax Allocation District (TAD):** A TAD is a special district created by a local government in which bonds are issued to support public improvements associated with new development. Said bonds are retired with taxes generated by new developments.
- **Private Donations:** Local matches could be obtained by soliciting area property owners, businesses, and residents.
- **Private funds** may also be used to fund specific "special interest" projects. For example, the PATH Foundation funds multi-use greenway trails, while the Trust for Public Land and the Blank Foundation sometimes fund park projects.
- **Surface Transportation Program (STP) funds:** The STP provides flexible funding that may be used by localities for projects on any Federal-aid highway, including bridge projects on any public road, transit capital projects, and intercity and intercity bus terminals and facilities.
- **Transportation Enhancement (TE) funds:** These funds from the federal government can be used to expand travel choice, strengthen the local economy, improve the quality of life, and protect the environment. Streetscape, pedestrian and bicycle facilities, and gateways are some of the projects that can qualify for TE funds.

Without detailed analysis that is beyond the scope of this study, the ideal local match mechanism cannot be determined. However, the City of Loganville should carefully explore all available options.

On-Going Steps

The realization of the vision contained herein will require a long-term commitment from government, residents, business, and property owners. The plan's aggressive vision cannot be achieved overnight, and must be regularly reviewed to remain relevant to Loganville Town Center. Any plan that does not do this risks obsolescence.

As the City of Loganville moves forward with implementing the vision of this study, it is critical that the following are kept in mind:

- **The Plan's Lasting Vision:** Of all of the components of this study, the vision should represent its most lasting legacy. The ideas contained in Section 2: Visioning represent the results of an extensive and inclusive public involvement process. It is highly unlikely that the general vision and goals resulting from such process will change significantly, although the steps to achieving them may.
- **The Need for Flexibility:** While the vision is unlikely to change, it is critical that the Loganville community recognize that the ways in which the vision is achieved can and will change. The future addition or subtracting of policies or projects should not be viewed as a compromise of the study, but rather its natural evolution in response to new conditions. Many assumptions were used to guide this process including: the regional and national economy; land costs; transportation costs; transportation funding programs; and development trends are never fixed. The City of Loganville must be prepared to respond to changes of these and other factors in order to ensure a fresh, relevant plan.
- **An Annual Review:** The ARC requires updates to the Five Year Action Plan when the schedule contained within it has passed. Yet five years is often far too long for a community to wait before reviewing a plan. Starting in January of 2011, the City of Loganville is encouraged to hold a joint public work session every January to review the plan's status. This should include a review of projects completed, projects under-way, and projects that may need to be added. Any recommended changes to the plan should be recorded and incorporated in an ordinance amending the official study or held for the required five-year update.
- **A Development Guide:** One of the greatest long-term values of this document, in addition to its role in procuring transportation funding, is that it lays out a detailed land use vision. To this end, as development proposals are submitted to the City of Loganville, said proposals should be reviewed for compatibility with the plan. The plan contains specific recommendations for specific sites, and the City of Loganville should use the development review process to work with the private sector to achieve this vision.

By being mindful of these four ideas, the Loganville Town Center LCI can guide positive change in the greater Loganville, Walton, and Gwinnett County areas for years to come.

Figure 5.1: Project Location Map

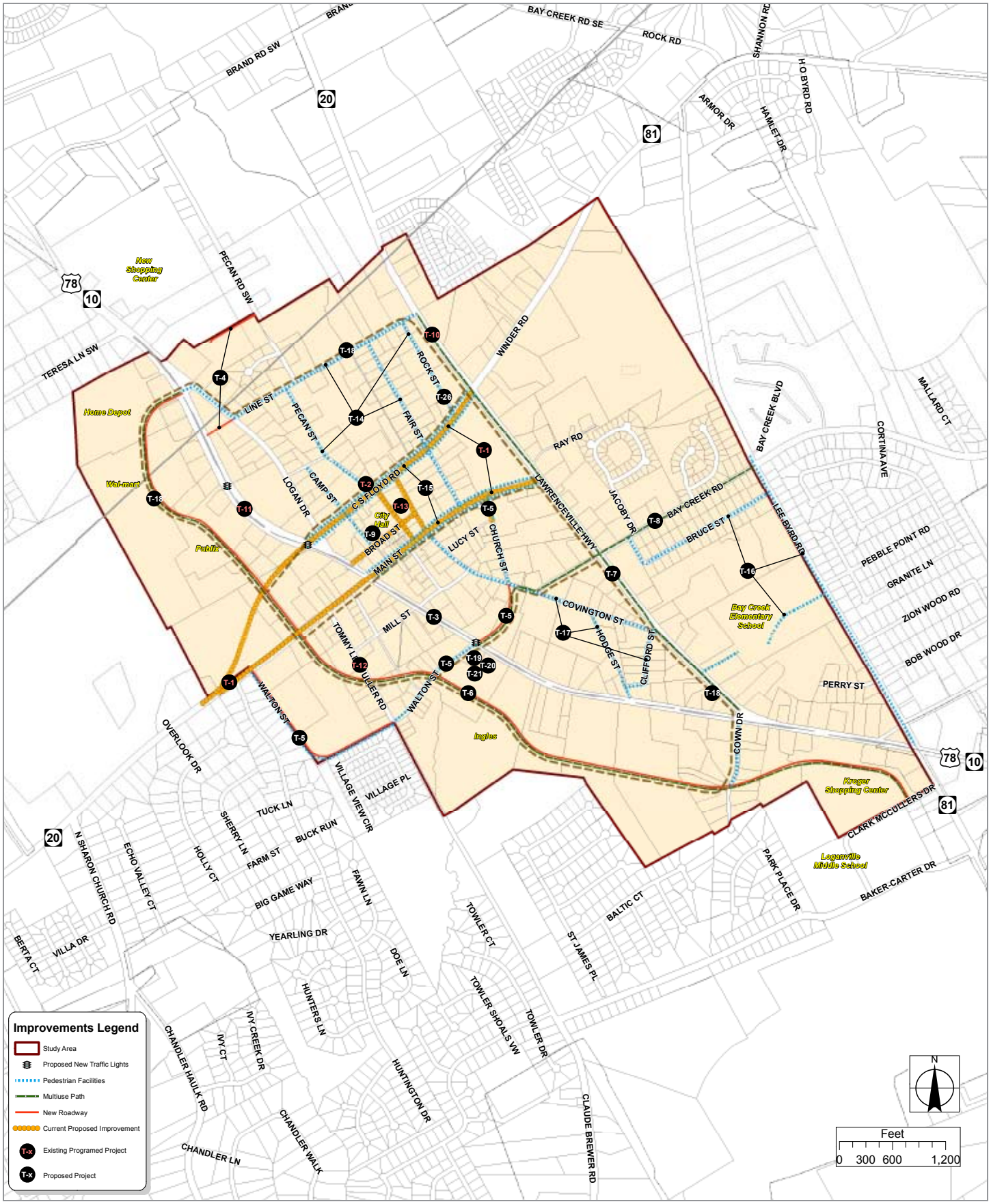


Table 5.1: Transportation Projects

ID	Description	Type of Improvement	Eng. Year	Eng. Costs	ROW Year	ROW Costs	Length of Project (ft)	Const. Year	Const. Costs	Total Project Costs	Respon-sible Party	Funding Source	Local Source & Match Amount	
Vehicular														
T-1*	Main Street/C. S. Floyd Road one-way pair/Left turn signal at US 78 and Main St/Realign Church St at Main St	Roadway Improvement	2008	$324,000	2015	$1,000,000	4,500	2016	$2,700,000	$4,024,000	City, GDOT	GDOT	N/A	$0
T-2*	Pecan St @ CS Floyd Rd intersection realignment	Roadway Improvement	2009	$24,000	N/A	$0	250	2010	$200,000	$224,000	City	City	City	$224,000
T-3	US 78 access management (including landscaped median, coordinated signalization, sidewalks with trees, and pedestrian crossings) from Logan Dr to SR 81/Lee Byrd Rd	Roadway Improvement	2011	$480,000	N/A	$0	10,000	2015	$4,000,000	$4,480,000	City	GDOT, LCI, SPLOST	SPLOST, City	$896,000
T-4	Add public rear entrance to Post Office/Extend Line St from Logan Dr to US 78	Roadway Improvement	2011	$64,800	N/A	$80,000	900	2012	$540,000	$684,800	City	SPLOST, City	SPLOST, City	$136,960
T-5	Extend Church St to US 78/extend Walton Street from Tommy Lee Fuller to SR 20, including multiuse path between Covington St and Tommy Lee Fuller on both streets, and sidewalks for the rest of the two streets	New Roadway, Sidewalk, Multiuse Path	2012	$187,200	2013	$100,000	3,900	2013	$1,560,000	$1,847,200	City	SPLOST, LCI	SPLOST, City	$369,440
T-6	Southside Access Road Parallel to US 78, including multiuse path, from Home Depot to Kroger, Cown Drive pedestrian improvements	New Roadway Alignment, Multiuse Path	2014	$805,200	2016	$2,000,000	12,200	2017	$6,710,000	$9,515,200	City	GDOT, SPLOST	SPLOST, City	$1,903,040
Pedestrian, Bicycle & Multiuse Facilities														
T-7	10-foot wide multiuse path along SR 81/Lawrenceville Rd from Line St to US 78, one side only	Multiuse Path	2011	$177,000	N/A	$150,000	5,900	2012	$1,475,000	$1,802,000	City	SPLOST, LCI	SPLOST, City	$360,400
T-8	10-foot wide multiuse path along Bay Creek Rd between Covington St and Lee Byrd Rd, one side only	Multiuse Path	2012	$84,000	N/A	$70,000	2,800	2013	$700,000	$854,000	City	SPLOST, LCI	SPLOST, City	$170,800
T-9	Parking Deck(s) at city hall block	Multiuse Facility	2018	$20,000	N/A	$0	N/A	2018	$4,508,000	$4,528,000	City, Private	City, Private	SPLOST, City	$4,508,000
T-10*	SR 20, various locations	Sidewalk	2010	$26,400	N/A	$20,000	2,200	2011	$220,000	$266,400	City	City	City	$266,400
T-11*	US 78, various locations	Sidewalk	2010	$20,400	N/A	$20,000	1,700	2011	$170,000	$210,400	City	City	City	$210,400
T-12*	Tommy Lee Fuller Road between SR 20 and Village Place	Sidewalk	2010	$24,000	N/A	$20,000	2,000	2011	$200,000	$244,000	City	City	City	$244,000
T-13*	Pecan St between Main St and CS Floyd/Covington St between Broad St and CS Floyd/Broad St between Covington St and Camp St	Sidewalks, Street Trees, Light	2009	$54,000	N/A	$20,000	1,500	2011	$450,000	$524,000	City	TE, City	City	$104,800

ID	Description	Type of Improvement	Eng. Year	Eng. Costs	ROW Year	ROW Costs	Length of Project (ft)	Const. Year	Const. Costs	Total Project Costs	Respon-sible Party	Funding Source	Local Source & Match Amount	
T-14	Downtown Pedestrian Facility Improvements: Pecan St between CS Floyd Rd and Line St/Line Street between Logan Dr and Lawrenceville Rd/Fair St, entire length/Cross St, entire length/Rock St, entire length/Camp St, entire length/Upgrade Logan Drive between Line St and US 78	Sidewalks, Street Trees, Light	2014	$169,200	N/A	$0	9,400	2016	$1,410,000	$1,579,200	City	SPLOST, LCI	SPLOST, City	$315,840
T-15	Main Street/C. S. Floyd Road pedestrian improvements, from Lawrenceville Hwy to Publix Driveway	Sidewalks, Street Trees, Light	2008	$0	2015	$0	5,200	2016	$1,040,000	$1,040,000	City, GDOT	GDOT, LCI	SPLOST, City	$208,000
T-16	Lee Byrd Rd Between Bay Creek Blvd and US 78/Homer Moon Dr, between school and Lee Byrd Rd/Bruce St, entire length	Sidewalks, Street Trees, Light	2013	$126,360	N/A	$0	7,020	2015	$1,053,000	$1,179,360	City	SPLOST, LCI	SPLOST, City	$235,872
T-17	Covington St (entire length), Hodge St (entire length), Clifford St (entire length)	Sidewalks	2015	$57,240	N/A	$0	4,770	2016	$477,000	$534,240	City	SPLOST	SPLOST, City	$106,848
T-18	Downtown Walking Route	Signage	2014	$960	N/A	$0	N/A	2014	$8,000	$8,960	City	Private, SPLOST	Private, SPLOST	$8,960
Transit														
T-19	Commuter Bus Study	Transit	2011	N/A	N/A	$0	N/A	N/A	$0	Staff Time	GRTA	GRTA	N/A	$0
T-20	Park and Ride Lot at old Ingles parking lot 400-500 spaces	Transit	2012	$20,000	N/A	$0	N/A	2012	$50,000	$70,000	GRTA	FTA, GDOT	N/A	$0
T-21	Two bus purchases for park and ride lot	Transit	2012	N/A	N/A	$0	N/A	2012	$1,600,000	$1,600,000	GRTA	FTA, GDOT	N/A	$0
			Totals:	$2,340,760		$2,480,000				$31,191,760				$10,269,760

All cost estimates are 2010 dollars
SPLOST: Special Purpose Local Option Sales Tax
SRTS: Safe Routes To School
GRTA: Georgia Regional Transportation Authority
ARC: Atlanta Regional Commission
GDOT: Georgia Department of Transportation
LCI: Livable Centers Initiative
TE: Federal Transportation Enhancement
** Denotes project that are already programmed*

Table 5.2: Other Projects

ID	Description	Cost	Year	Responsible Party	Funding Source
Land Use					
O-1	Update future land use plan with LCI recommendations	Staff Time	2010	City	City
O-2	Zoning code amendments	Staff Time	2010	City	City
O-3	Downtown Redevelopment (not including City Hall block)	$61 Million	2018	Private, City Partnership	Private
O-4	Traditional Neighbourhood Development at Winder Road and Lawrenceville Highway.	$ 78.2 Million	2025	Private, City Partnership	Private
Markets & Housing					
O-5	Pair market potential to available space	Staff Hours	2010	City	City
O-6	Recruit appropriate mix of businesses to downtown core	Staff Hours	2010 -	DDA, City	City, DDA
O-7	Create recurring downtown event	$5,000-$10,000	2011	DDA	City, DDA, Private
O-8	Tax Allocation District (TAD)	$15,000 - 20,000	2010	City, County, Schools	City
O-9	Community Improvement District (CID)	Staff Hours	2011	DDA	DDA, Private
O-10	Opportunity Zone	Staff Hours	2011	City	City
O-11	Community Development Block Grant (CBDG)	Staff Hours	Ongoing	City	City
O-12	Other - Downtown Development revolving Loan Fund (DDRLF), etc.	Staff Hours	Ongoing	City	City
O-13	Loganville branding program	$10,000	2011	City, DDA, BAC, One Walton	City, DDA
O-14	Local loyalty marketing campaign	$4,000	2011	City, BAC	City, Private
O-15	Shopping and dining guide	$2,000	2011	City, DDA, BAC	City, DDA, Private
O-16	Residential Recruitment Collateral	$5,000	2012	City	City, Private
O-17	Information Kiosks	$3000-$5000	2012	City, BAC	City, Private
O-18	Develop branded way finding system/plan	$50-$75k. Phased	2010-2015	City	City, TE-grants
O-19	Requests for Development Proposals	Staff Hours	2011	City, DDA	City, Private
O-20	Economic Development package	$5,000-$10,000	2012	City, BAC, DDA	City, DDA
O-21	Economic Development Marketing Team	TBD	2010 -2015	City, DDA, BAC, One Walton	City, DDA, BAC, One Walton
O-22	Business support programming	TBD	2010 -2015	City, BAC, DDA, SBDC, SCORE	City, Private, Grants
O-23	Incentive programs for new investment	TBD - up to $40k per yr	2010 -2015	City, DDA, Banks, Private	City, Private
Urban Design & Historic Resources					
O-24	Gateway Improvement at Main Street and US 78	$10,000	2010	City, Private	City, Private
O-25	Gateway Improvement at Main Street and Lawrenceville Highway	$10,000	2010	City, Private	City, Private
O-26	Gateway Improvement at Hwy. 78 and Lee Byrd Road	$10,000	2011	City, Private	City, Private
O-27	Gateway Improvement at Winder Road and Lawrenceville Hwy.	$10,000	2011	City, Private	City, Private
O-28	Gateway Improvement at SR 20 and C. S. Floyd Road extension	$10,000	2016	City, Private	City, Private
O-29	National register of historic places study	Staff hours	2011	City	City
O-30	National register recognition	$5,000	2012	City	City
Environment & Open Space					
O-31	Gateway Park at SR 20	TBD	2016	City/County	City
O-32	Town Center/Main Street Plaza	$400,000	2018	City/Private	City, Private

ID	Description	Cost	Year	Responsible Party	Funding Source
Infrastructure & Facilities					
O-33	Community Gathering Place at Loganville Elementary Site	TBD	TBD	City	City
O-34	Loganville Library Relocation	TBD	2020	City/SPLOST	City
O-35	New Loganville City Hall	TBD	2019	City/SPLOST	City

All cost estimates are in 2010 dollars
BAC: Business Advisory Council
DDA: Downtown Development Authority
SPLOST: Special Purpose Local Option Sales Tax

5.2 Land Use and Zoning Changes

A key recommendation of this study is promoting more small-town, pedestrian-oriented buildings rather than the existing auto-oriented uses. Before this can occur, however, amendments to the City of Loganville's future land use plan and zoning codes must occur. Current land use classifications and zoning designations have created the auto-oriented land uses that residents, businesses, and property owners so desperately want to change in downtown core.

Future land use plan map and subsequent zoning changes are priority actions for this LCI study. They area intended to codify recommended land uses, urban design standards and streetscape treatments. Land use recommendations focus on creating and increasing the "Mixed Use" classification in many areas, while zoning changes support the utilization of more form-based zoning regulations.

The zoning changes recommended in this study are intended to balance the community's wishes for the study area, market realities, and the current rights of land owners. They are intended to maintain property values, while enacting controls to support greater pedestrian orientation and context. Many of the urban design characteristics envisioned could increase development costs particularly for chain stores not accustomed to varying from their prototype. As a result, the study recommends zoning changes that achieve the community's vision while providing an economic incentive to redevelop existing, profitable auto-oriented uses.

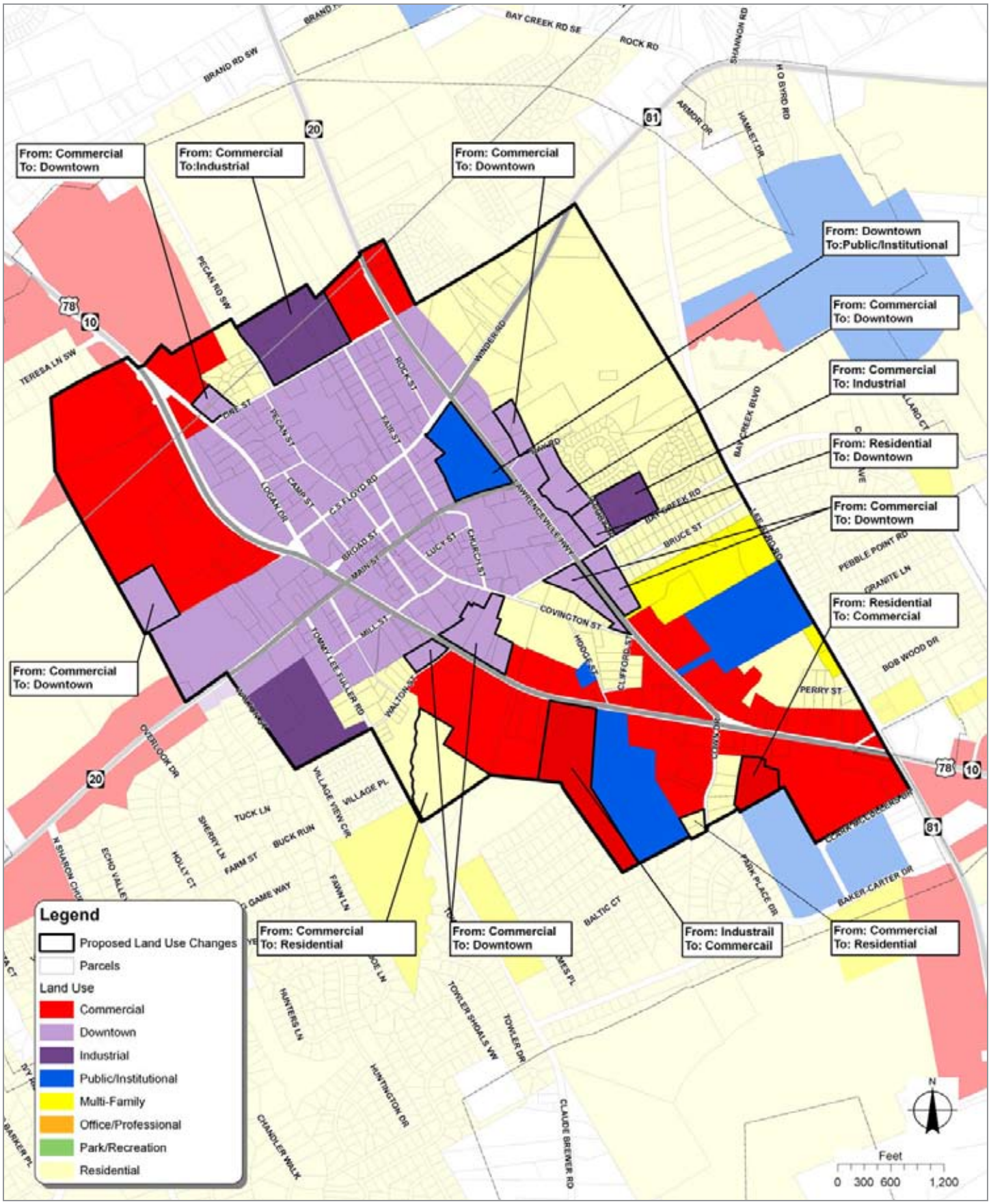
Future Land Use Plan Changes

The future land use plan of Loganville need to be amended to support the recommendations contained herein. Based on the framework plan shown in part 4, it is recommended to amend the future land use plan as shown in Figure 5.2.

The goal of the study is to avoid continued urban sprawl and auto-oriented land use patterns

Land use and zoning changes are key steps to promote small town, pedestrian-oriented development pattern

Figure 5.2: Proposed Future Land Use



Zoning Changes

Zoning changes will be necessary to support the community's vision for downtown Loganville. Currently, the City of Loganville has a Planned Urban Village (PUV) district, which promote mixed-use development in a more form-based manner. However, this district has its limitation on applying to the LCI study area as mentioned previously. So it is a recommendation of this study to create new mixed-use form based code for the activity centers identified in this study.

Zoning revisions could work either as a new district or an overlay. At a minimum, they should include the following elements:

General:

- Sub-areas intended to reflect the transition from more urban to less urban, as envisioned in the framework plan.
- By-right mixed-use development.
- Increased residential permission in terms of type and lot size.
- Restrictions on commercial uses in currently non-commercial areas.
- Sign standards.
- Open space requirements for major developments.

Transportation:

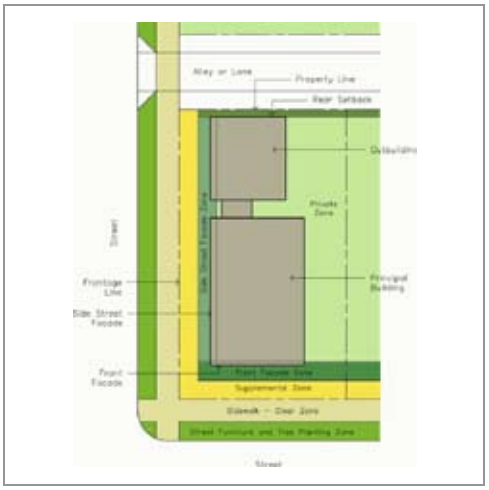
- Requirements for side or rear parking and access.
- Allowances for shared parking.
- Reduced parking ratios.
- Maximum block size and connectivity requirements.
- Sidewalk requirements.

Design:

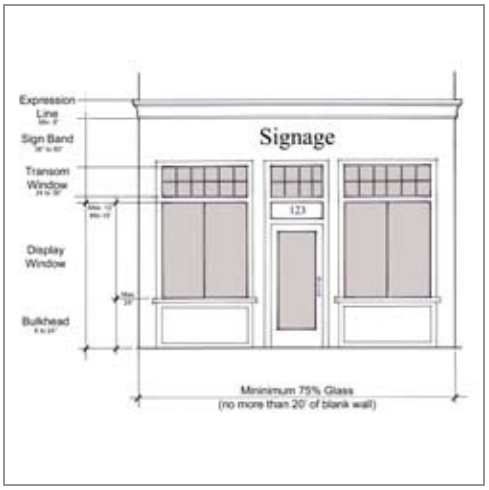
- Requirements for appropriate building frontages, or
- Relationships of building to street.
- Reduced setbacks.
- Compatible architectural requirements.
- Material requirements.
- Storefront standards on key shopping streets.

It is also recommended that a zoning category is created to allow small lot single family development with a minimum lot size of 6,000 sf, and a minimum lot width of 50 feet.

The code should address lot frontage types



The code should address how buildings sit on their lots to ensure a historic compatibility



The code should include standards for storefront design

5.3 Population and Employment Projections

It is projected that the built-out Framework Plan will add population and jobs to the study area as follows:

2020 Population and Employment

It is estimated that 1,612 residents currently live within the study area. The recommended land uses will increase the number of residents to 1,909 by 2015 and 2,214 by 2020.

Table 5.3: Study Area Population: 2010-2020

Year	Single-Family	Townhouse	Multifamily	Total
January 1, 2010				
Housing Units	407	0	230	637
Average Household Size	2.53	2.53	2.53	
Population	1,030	0	582	1,612
Plan - 2015 Estimate				
Average Household Size	2.5	1.5	2	
Net New Units	110	15	0	125
Net New Population	275	23	0	298
Total Population	1,305	23	582	1,909
Plan - 2020 Estimate				
Average Household Size	2.5	1.5	2	
Net New Units	113	15	0	128
Net New Population	283	23	0	305
Total Population	1,587	45	582	2,214

Currently 1,474 employees are estimated to work within the study area. When the recommended land uses are factored in, 490 new jobs will be added by 2015 and 644 additional jobs by 2020.

Table 5.4: Study Area Employment: 2010-2020

Year	Commercial	Office/Institutional	Other*	Total
January 1, 2010				
Employees	444	839	191	1,474
Plan - 2015 Estimate				
Net New Square Footage	180,000	60,000	50,000	290,000
New Employees	257	200	33	490
Total Employment	701	1,039	224	1,964
Plan - 2020 Estimate				
Net New Square Footage	250,000	80,000	30,000	360,000
New Employees	357	267	20	644
Total Employment	1,058	1,306	244	2,608

** Other includes manufacturing, construction, transportation, wholesale and utilities.*

2035 Population and Employment

Estimating employment and population growth beyond 10 years is difficult on the micro-level. Real estate and economic trends are complex and subject to change. Although the recommended land use plan is largely based on a 15-year build-out, longer term forecasts can be made based on real estate cycles and the assumption that some facilities will be redeveloped

Table 5.5: Estimated Change in Population: 2010-2035

Year	Single-Family Residents	Townhouse Residents	Multifamily Residents	Total
2010	1,030	0	582	1,612
2015	1,305	23	582	1,909
2020	1,587	45	582	2,214
2025	1,928	68	669	2,665
2030	1,928	90	770	2,788
2035	1,928	90	885	2,903

**Assumes a 15% increase every five years in multifamily residents after 2020.*

Table 5.6: Estimated Change in Housing Units: 2009-2034

Year	Single-Family	Townhouse	Multifamily	Total
2010	407	0	230	637
2015	517	15	230	762
2020	630	30	230	890
2025	771	45	334	1,150
2030	771	60	385	1,216
2035	771	60	440	1,271

Table 5.7: Estimated Change in Employment: 2009-2034

Year	Commercial	Office/Institutional	Other	Total
2010	444	839	191	1,474
2015	701	1,039	224	1,964
2020	1,058	1,306	244	2,608
2025	1,122	1,384	259	2,765
2030	1,189	1,467	275	2,931
2035	1,260	1,555	291	3,107

**Assumes a 6% employment increase every five years after 2020.*

5.4 Consistency with LCI Components

The Loganville Town Center LCI Study and the recommendations contained herein are consistent with the 10 components of the LCI program as identified below:

1. Efficiency/feasibility of land uses and mix appropriate for future growth including new and/or revised land use regulations needed to complete the development program.

   The study calls for the introduction of increased housing options in the historic downtown core and adjacent areas, the Winder Road and Lawrenceville Highway intersection area, and the area along SR 20 coming to town from the west. These include above-shop housing in new and renovated mixed-use buildings, live/work units, townhouses, multifamily buildings, and single-families with a variety of lot sizes both in infill setting and new development. The plan also calls for expanding the offerings of small neighborhood commercial uses, offices, and redeveloped/renovated commercial uses.

   In addition, the plan will be followed by a zoning revision to achieve the design and mixed-use land use patterns contained herein.

2. Transportation demand reduction measures.

   The plan proposes reducing auto-demand by shifting some auto trips to pedestrian and bicycle trips via a multifaceted effort to locate different land uses within walking distance, improve pedestrian facilities, improve transit, improve bicycle facilities, and establish land use patterns that could support future transit.

3. Internal mobility requirements, including traffic calming, pedestrian circulation, transit circulation, and bicycle circulation.

   One of the central tenets of this study is to make it advantageous for drivers to drive responsibly through improved signal timing, roadway pavement upgrade, and psychological cues that make them aware that they are in an downtown area where multi-modal transportation is desired. Based on this, one of the major recommendations is a raised median on US 78 to calm traffic and reduce conflicts, which is associated with improved signals and pedestrian facilities along it.

   Access for non-drivers is improved by building new tree-lined sidewalks along key streets, establishing sidewalk standards for new development, creating a multi-use path system throughout the study area, supporting future efforts to provide transit service, and improving pedestrian and bicycle connectivity.

4. Mixed-income housing, job/housing match and social issues.

   Currently, the study area include limited types of housing, including single-family, duplex, and apartments. The plan recommends encouraging a variety of housing types and sizes to accommodate families with a mix of incomes and ages. New housing types are introduced at downtown mixed-use areas, including lofts, condominiums, and townhouses. Neighborhood preservation and infill efforts are targeted at existing neighborhoods close to downtown core.

   The plan also proposes increasing employment options within waking distance of existing and proposed housing. New employment areas will be found: in the existing and expanded downtown core due to reuse, infill, and redevelopment opportunities; along Lawrenceville Highway due to redevelopment of commercial properties into mixed-use and neighborhood commercials; adaptive reuse of old Walton Factory and old Ingles store sites. These will benefit both existing neighborhoods and new housing as well.

5. Continuity of local streets in the study area and the development of a network of minor roads.

   The plan recommends several new and improved streets/connections in the study area to form a better street network and improve accessibility. It identifies a potential south side access road parallel to US 78 that will run in front of existing shopping centers from west to east. The plan also calls for several new connections, including Church Street extension to US 78, Walton Street extension to SR 20, Line Street extension to US 78, and rear entrance to the post office. Opportunities for new, private streets and alleys with development of downtown and traditional neighborhood areas are also identified, as are maximum block size and connectivity requirements in the proposed code revisions.

6. Need/identification of future transit circulation systems.

   The plan recommends a new park and ride study and potential lot in front of the former Ingles store. Special events transit is also recommended in the future.

7. Connectivity of transportation system to other centers.

   The study area is already conveniently connected to other centers in the region through several US and state highways, including US 78 to downtown Atlanta and Athens, SR 20 to Conyers, and SR 81 to Winder. The plan recommends potential commuter service for connecting Loganville to Athens and Atlanta via US 78.

8. Center development organization, management, promotion, and economic restructuring.

   The plan supports existing efforts by local government and businesses to market their community for economic development. In addition, it recommends the city to enhance and expand existing downtown core as a pedestrian-oriented center with vibrant local businesses mix. It also calls for cooperation and partnership among different organizations to help promote existing and proposed assets within the study area. Funding alternatives including a TAD and CID are recommended to provide revenue stream for marketing programs.

9. Stakeholder participation and support.

   The study process included extensive public involvement in the form of in-person interviews, three community meetings, one public workshop, and stakeholder committee sessions. Meeting announcements were distributed to all property owners through water bills. Additional stakeholders were contacted by e-mail or telephone. A website provided details and updates on the study process.

10. Public and private investment policy.

    The plan calls for the City of Loganville to direct investment into downtown via public improvements in transportation improvements, streetscapes, new streets, parks, and public facilities. The plan also identified private investment opportunities in development, streetscapes, new streets, and more. Both these public and private projects may draw from a variety of funding sources, including city, state, and federal dollars, TADs or CID funds, non-profit investment, and private sources.