



# Loganville Town Center

## Livable Centers Initiative Study

### Five Year Update

October 2015



**Prepared for:**  
City of Loganville

**Prepared by:**  
Keck & Wood Inc.



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## **INTRODUCTION:**

The Livable Centers Initiative (LCI) is a grant program offered by the Atlanta Regional Commission that encourages local jurisdictions to plan and implement strategies that link transportation improvements with land use development strategies to create sustainable, livable communities consistent with regional development policies. The primary goals of the program are to:

- Encourage a diversity of mixed-income residential neighborhoods, employment, shopping and recreation choices at the activity center, town center and corridor 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
- Develop an outreach process that promotes the involvement of all stakeholders

The City of Loganville LCI, conducted in 2009-10, was completed and adopted by the City in April 2010. 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.

The goals of the 2009-10 LCI were to develop a long-term vision for promoting growth within its downtown core, along US 78, and in nearby neighborhoods by promoting visual appeal, establishing a compatible mix of land uses, preserving local identity, ensuring multiple transportation options, reducing truck traffic, improving public safety, and supporting economic development.



***Loganville Town Green***



***“Groovin’ on the Green” Concert Series***

Since completing the LCI study, the City has made positive strides towards implementing the goals and objectives of the study. The City recently applied for LCI implementation funds for a bicycle and pedestrian facility improvements project along SR 81 / Lawrenceville Hwy, from Line Street to US 78. The City has dedicated resources to branding, marketing plans & materials, incentive programs for new investment, business support programming and numerous economic development avenues.

## **EVALUATION & APPRAISAL:**

The Evaluation & Appraisal section of this report provides a discussion of the LCI plan implementation progress since 2010, when the original study was completed. It highlights completed action, new developments and infrastructure upgrades, as well as actions that have not been accomplished from the 2009-10 action plan.

### **Overall Plan Success**

The 2009-10 LCI study identified 21 transportation related projects and 35 other local initiatives including numerous marketing and economic development programs. The progress on priority transportation projects has been above average; however, the completion and adoption of the economic development programs has sparked critical redevelopment projects.

Since the 2009-10 LCI study the City of Loganville has completed several transportation related projects with several projects currently underway and nearing completion. These completed and underway transportation projects have been achieved in a variety of ways. Some are combined with public initiatives, such as new or upgraded infrastructure, to improve efficiency. The City Staff and consultant teams have worked closely with GDOT and the ARC to apply for project funding from a variety of available sources. In addition and where possible, the City has been diligent in monitoring private development to ensure that it does not occur in a way that precludes recommended transportation projects.



***Historic Rock Gym & Convention Center***



***Annual "Autumn Fest"***

conventions, weddings, etc., and construct the Loganville Town Green as a focal point of the downtown area. The Town Green is the site of "Movies on Main" and the "Groovin' on the Green" concert series.

The most progress in regards to implementing the vision of the 2009-10 LCI has been in the non-transportation related sector. During this planning period the City was able to acquire property in the downtown for future redevelopment and a new City Hall, develop an economic development package, hire two (2) internal staff members as a marketing team, develop a monthly "Morning Mingle" for local business networking, started a business advisory committee to support local business growth, created an economic incentive policy, restore the Historic Rock Gym in the heart of downtown to host conferences, meetings,



## **Implementation Challenges**

The City of Loganville, like most other LCI communities, has had some difficulty in implementing the overall vision of the LCI due to the lack of funding. The overall state of the economy has slowed development down in the City as well as the rest of the nation, forcing communities to further prioritize future projects with some projects being paused altogether from the planning process. This has been most notable in the lack of progress on housing initiatives within the LCI study area.

## **REPORT OF ACCOMPLISHMENTS:**

As described above, since the 2009-10 LCI study the City of Loganville has completed several transportation related projects with several projects currently nearing completion. The City completed an intersection realignment at Pecan Street and CS Floyd, installed thousands of feet of sidewalk throughout the LCI study area (locations include US 78, SR 20, Main Street, Tommy Lee Fuller Road, Broad Street, Pecan Street and Covington Street). A detailed report of accomplishments can be found in the appendix.



*Destination Park*

## **CONCEPT PLAN REVISIONS:**

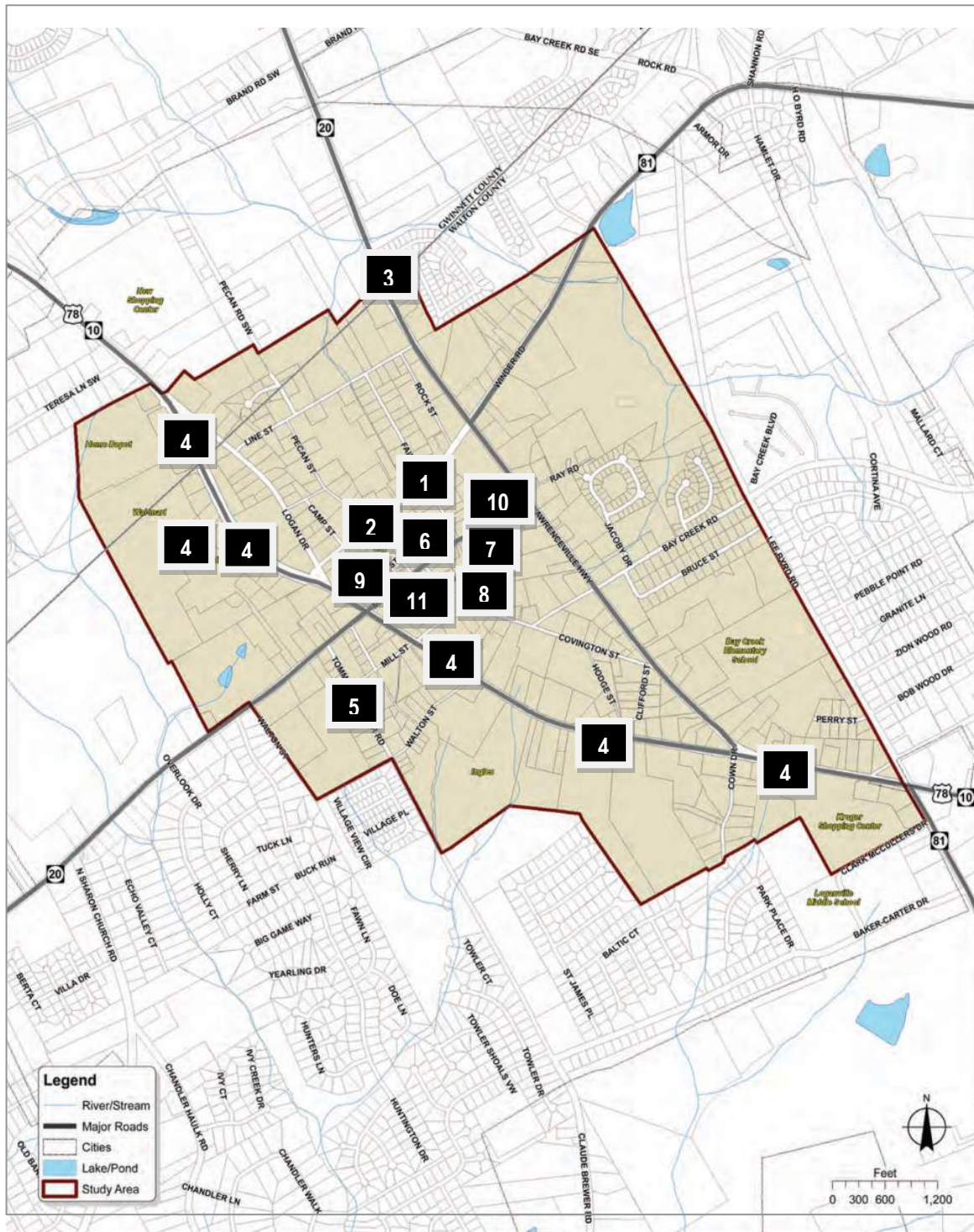
There are no proposed revisions to the 2009-10 LCI Concept Plan. The lack of new development has delayed the need to re-evaluate any major changes to the original plan.

## **RECENT DEVELOPMENT:**

Since the 2009-10 LCI Plan there have been several projects nearing completion or completed within the LCI plan area. These projects are summarized below and illustrated on Map “A”:

1. SR 20 One-way Pair (T-1)
2. Pecan Street @ CS Floyd Road Intersection Realignment (T-2)
3. SR 20 sidewalks various locations (T-10)
4. US 78 sidewalks various locations (T-11)
5. Tommy Lee Fuller Road sidewalks between SR 20 and Village Place (T-12)
6. Sidewalk around Town Green (T-13)
7. Main Street sidewalks (T-15)
8. Downtown Redevelopment (O-3)
9. Town Center/Main Street Plaza (O-32)
10. Community Gathering Place / Rock Gym Restoration (O-33)
11. New Loganville City Hall (O-35)

**Map "A"**



**UPDATED ACTION PLAN:**

The Action Plan outlines the steps to be taken by the City of Loganville in order to continue implementing the goals and objectives of the LCI Plan in the years ahead. The City is currently seeking LCI implementation funds through the ARC in order to construct a shared use path along SR 81 / Lawrenceville Highway, which will continue the City's vision within the LCI boundaries.

### **Continued Implementation of the Plan**

To ensure implementation of the projects identified in the Five Year Transportation Action Plan and the policies of the 2009-10 LCI, continued diligence will be required on the part of the City's residents, businesses, and leaders. It is critical to the effectiveness of the LCI Plan that citizens, businesses, and community leaders are or become engaged in this process. This area of the planning process needs to be improved upon in order for project implementation to be successful. Stakeholders must cooperate with City government staff and developers to ensure that private developments support the vision of the LCI Plan and are satisfactorily implemented.

The City of Loganville must continue to stay engaged in review of potential funding options for transportation related projects. Although the City has applied for LCI funding throughout the years, transportation projects may also be funded through a variety of other sources administered through the ARC. It is critical that the City of Loganville continues to coordinate and work with ARC staff to ensure that projects requiring transportation funding are included in the future Regional Transportation Plans (RTP's) as well as being identified in the County's Comprehensive Transportation Plan (CTP).



### ***Economic Development Branding***



# Appendix



## REPORT OF ACCOMPLISHMENTS

### Loganville LCI

*Instructions: In the left columns, list all projects/actions identified in your LCI 5-Year Action Plan. Check the appropriate status box for each project. Provide details when necessary, including when a project has missed its deadline or has become irrelevant.*

Transportation Initiatives				STATUS				Notes
Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	
T-1	Main Street/C. S. Floyd Road one-way pair/Left turn signal at US78 and Main St/Realign Church St at Main St				X			This is a GDOT project (PI 142000) which is currently under design with a Let Date of 2022. The City is working closely with GDOT.
T-2	Pecan St @ CS Floyd Rd intersection realignment		2012	X				Completed with local funds.
T-3	US 78 access management (including landscaped median, coordinated signalization, sidewalks with trees, and pedestrian crossings) from Logan Dr to SR81/Lee Byrd Rd					X		
T-4	Add public rear entrance to Post Office/Extend Line St from Logan Dr to US 78					X		
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					X		
T-6	Southside Access Road Parallel to US 78, including multiuse path, from Home Depot to Kroger, Cowan Drive pedestrian improvements					X		
T-7	10-foot wide multiuse path along SR 81/Lawrenceville Rd from Line St to US 78, one side only				X			City has performed conceptual work on this project. Portions of this project overlaps GDOT's PI 142000 (T-1). City has requested the 10-foot wide path is incorporated in the GDOT portion of the project. City applied for LCI funds for the portion outside the GDOT project. City is awaiting word from ARC on the award announcements for LCI funding.
T-8	10-foot wide multiuse path along Bay Creek Rd between Covington St and Lee Byrd Rd, one side only					X		
T-9	Parking Deck(s) at city hall block						X	City purchased nearby property for surface parking expansion.
T-10	SR 20, various locations				X			City has installed sidewalk at various locations on SR 20.
T-11	US 78, various locations				X			City has installed sidewalk at multiple locations on US 78.
T-12	Tommy Lee Fuller Road between SR 20 and Village Place		2014	X				

**REPORT OF ACCOMPLISHMENTS**  
**Loganville LCI**

Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes
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				X			City added sidewalk in some locations near the recently Town Green project.
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					X		
T-15	Main Street/C. S. Floyd Road pedestrian improvements, from Lawrenceville Hwy to Publix Driveway				X			City installed sidewalk and midblock crossings on Main Street. Other sections to be installed in GDOT's PI 142000 project (T-1).
T-16	Lee Byrd Rd Between Bay Creek Blvd and US78/Homer Moon Dr, between school and Lee Byrd Rd/Bruce St, entire length					X		
T-17	Covington St (entire length), Hodge St (entire length), Clifford St (entire length)					X		
T-18	Downtown Walking Route					X		
T-19	Commuter Bus Study					X		
T-20	Park and Ride Lot at old Ingles parking lot 400-500 spaces					X		
T-21	Two bus purchases for park and ride lot					X		

***Other Local Initiatives***

Project	Description	Study / Implementation Year	STATUS				Notes
			Complete	Underway	Not Started	Not Relevant	
O-1	Update future land use plan with LCI recommendations			X			City is updating future land use plan.
O-2	Zoning code amendments	2015	X				
O-3	Downtown Redevelopment (not including City Hall block)			X			City has acquired property across Main Street from City Hall and other properties nearby.



**REPORT OF ACCOMPLISHMENTS**  
**Loganville LCI**

Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes
O-4	Traditional Neighborhood Development at Winder Road and Lawrenceville Highway					X		
O-5	Pair market potential to available space				X			Under evaluation.
O-6	Recruit appropriate mix of businesses to downtown core				X			Initial phases.
O-7	Create recurring downtown event	2014		X				City hosts summer concert series and kids movies at the new Town Green. There are also recurring privately sponsored events.
O-8	Tax Allocation District (TAD)					X		
O-9	Community Improvement District (CID)					X		
O-10	Opportunity Zone					X		
O-11	Community Development Block Grant (CDBG)				X			City is working to get the LCI study area to be added to the CDBG eligible area.
O-12	Other - Downtown Development revolving Loan Fund (DDRLF), etc.					X		
O-13	Loganville branding program				X			Initial phases.
O-14	Local loyalty marketing campaign				X			City participates in the County's "Buy Local" program.
O-15	Shopping and dining guide	2014		X				City partners with local media outlets to provide shopping and dining guide.
O-16	Residential Recruitment Collateral					X		
O-17	Information Kiosks					X		
O-18	Develop branded way finding system/plan					X		
O-19	Requests for Development Proposals					X		
O-20	Economic Development package	2014		X				An information packet was completed.
O-21	Economic Development Marketing Team	2015		X				City hired two (2) internal staff members to assist with economic development.
O-22	Business support programming	2015		X				City hosts monthly "Morning Mingle" meetings to promote networking. City also started a business advisory committee.
O-23	Incentive programs for new investment					X		
O-24	Gateway Improvement at Main Street and US 78					X		
O-25	Gateway Improvement at Main Street and Lawrenceville Highway					X		
O-26	Gateway Improvement at Hwy. 78 and Lee Byrd Road					X		
O-27	Gateway Improvement at Winder Road and Lawrenceville Hwy.					X		

**REPORT OF ACCOMPLISHMENTS**  
**Loganville LCI**

Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes
O-28	Gateway Improvement at SR 20 and C. S. Floyd Road extension					X		
O-29	National register of historic places study					X		
O-30	National register recognition					X		
O-31	Gateway Park at SR 20					X		
O-32	Town Center/Main Street Plaza	2013		X				City constructed the Town Green in 2013.
O-33	Community Gathering Place at Loganville Elementary Site	2014		X				City recently renovated the Historic Rock Gym & Convention Center which serves a convention center and can be rented for special events.
O-34	Loganville Library Relocation					X		
O-35	New Loganville City Hall				X			City is in the process of acquiring land for the new City Hall location.

## FIVE YEAR IMPLEMENTATION PLAN

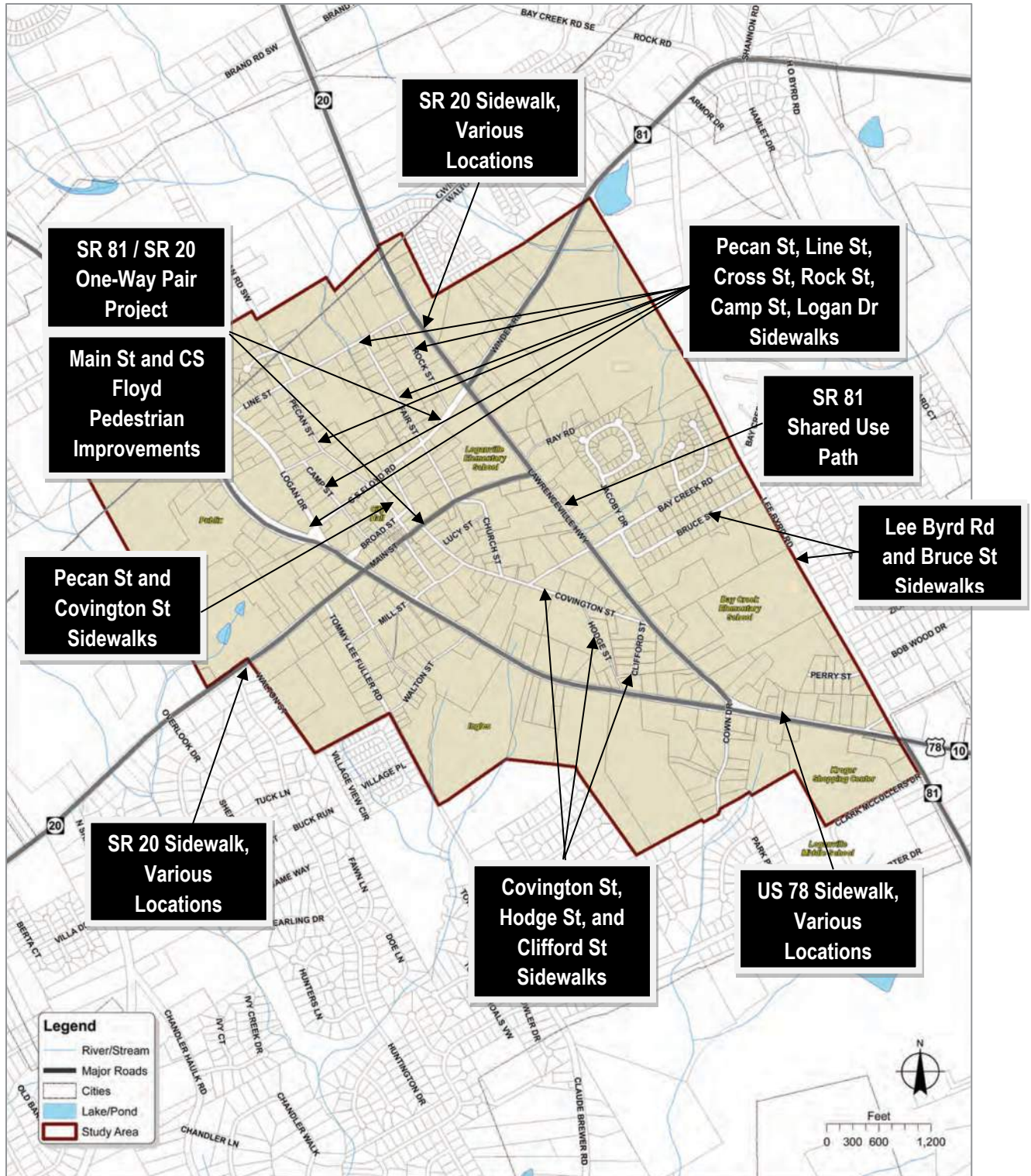
### TRANSPORTATION INITIATIVES

Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount
Main Street/C. S. Floyd Road one-way pair/Left turn signal at US78 and Main St/Realign Church St at Main St	Roadway Improvement	1999	\$3,235,367	2013	\$11,147,580	2022	\$19,989,276	\$34,372,223	GDOT	Federal	N/A \$0
10-foot wide multiuse path along SR 81/Lawrenceville Rd from Line St to US 78, one side only	Bicycle & Pedestrian	2017	\$250,000	2019	\$185,000	2021	\$1,735,000	\$1,985,000	City	LCI	SPLOST \$434,000
SR 20, various locations	Pedestrian	varies	\$20,000	Varies	\$20,000	varies	\$220,000	\$260,000	City	SPLOST, CDBG	\$260,000
US 78, various locations	Pedestrian	varies	\$26,400	Varies	\$20,000	varies	\$170,000	\$216,400	City	SPLOST, CDBG	\$216,400
Pecan St between Main St and CS Floyd/Covington St between Broad St and CS Floyd/Broad St between Covington St and Camp St	Pedestrian	2016	\$54,000	2017	\$20,000	2018	\$450,000	\$524,000	City	SPLOST, CDBG	\$524,000
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	Pedestrian	2017	\$169,200	2018	\$0	2019	\$1,410,000	\$1,579,200	City	SPLOST, CDBG	\$1,579,200
Main Street/C. S. Floyd Road pedestrian improvements, from Lawrenceville Hwy to Publix Driveway	Pedestrian	2018	\$0	2019	\$0	2022	\$1,040,000	\$1,040,000	City, GDOT	SPLOST, CDBG, LCI	\$208,000
Lee Byrd Rd Between Bay Creek Blvd and US78/Homer Moon Dr. between school and Lee Byrd Rd/Bruce St, entire length	Pedestrian	2019	\$126,360	2020	\$0	2020	\$1,053,000	\$1,179,360	City	SPLOST, CDBG, LCI	\$235,872
Covington St (entire length), Hodge St (entire length), Clifford St (entire length)	Pedestrian	2020	\$57,240	2020	\$0	2021	\$477,000	\$534,240	City	SPLOST, CDBG	\$534,240

### OTHER LOCAL INITIATIVES

Description / Action	Cost	Year	Responsible Party	Funding Source
Update future land use plan with LCI recommendations	Staff Time	2015	City	City
Downtown Redevelopment (not including City Hall block)	\$61 Million	2018	Private, City Partnership	Private
Park market potential to available space	Staff Time	2015	City	City
Recruit appropriate mix of businesses to downtown core	Staff Time	2015	DDA, City	City, DDA
Community Development Block Grant (CDBG)	Staff Time	2015	City	City
Loganville branding program	\$10,000	2016	City, DDA, BAC, One Walton	City
Local loyalty marketing campaign	\$4,000	2016	City, BAC	City, Private
New Loganville City Hall	TBD	2019	City, SPLOST	City

## FIVE YEAR TRANSPORTATION ACTION PLAN MAP







City of Loganville, Georgia

**RESOLUTION**

**Whereas**, the City of Loganville desires to strengthen its town center by encouraging diverse housing, employment, shopping, and recreation choices and undertake transportation improvements linking such destinations;

**Whereas**, the City desires a broadening of retail and service offerings as well as a new definition of the geography of the town center via unifying streetscape elements;

**Whereas**, City elected officials desire to introduce housing in a mixed-use environment;

**Whereas**, the City seeks to foster pedestrian use of the town center and connectivity of travel modes, thereby integrating walking, transit, bicycle, and vehicle travel as well as evaluate creation of public parking facilities to complement those already established;

**Whereas**, the City is committed to preserving and enhancing access to historical features and landmarks within the town center and reinforcing the identity of Loganville;

**Whereas**, the City intends to utilize LCI planning funds to showcase the integration of land use policy and transportation with urban design tools;

**Whereas**, the City wishes to use the Atlanta Regional Commission's *Community Choices Tool Box* of model ordinances and visualization techniques in exploring alternate developments, mixed-use projects, and urban design approaches available to LCI award recipients; and

**Whereas**, the City intends to adopt the "Best Land Use", "Best Transportation", "Best Environment", and "Best Housing" practices of ARC's *Regional Development Plan* for future development of the town center.

**Now, therefore, be it Resolved** that the City of Loganville adopts the City of Loganville Livable Centers Initiative (LCI) Five Year Plan Update.

**In Witness Whereof**, I have set my hand and caused the Seal of the *City of Loganville, Georgia* to be affixed this 13<sup>TH</sup> day of AUGUST, 2015.

  
\_\_\_\_\_  
Dan Curry, Mayor

  
\_\_\_\_\_  
Attest: Bill Jones, City Manager