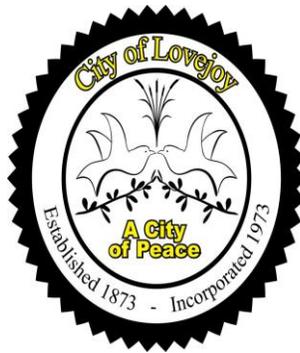
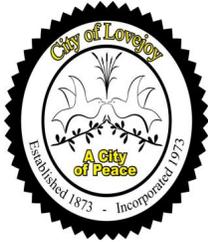


CITY OF LOVEJOY
SECOND AMENDED AND
RESTATED DOWNTOWN
URBAN REDEVELOPMENT PLAN



Prepared For: Mayor and City Council
City of Lovejoy
April 2015

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SECOND AMENDED AND RESTATED DOWNTOWN
URBAN REDEVELOPMENT PLAN



Bobby Cartwright, Mayor

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- Tommy Green, Post 1 ([Mayor Pro Tempore](#))
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SECTION 1. REDEVELOPMENT PLAN OVERVIEW

Existence of Urban Redevelopment Plan

This [Second](#) Amended and Restated Downtown Lovejoy Urban Redevelopment Plan ([April 2018](#)) shall constitute an Urban Redevelopment Plan of the City of Lovejoy, Georgia (the "City" hereinafter) within the meaning of Chapter 61, Title 36, of the Official Code of Georgia Annotated, entitled the "Urban Redevelopment Law", as amended (the "Urban Redevelopment Law" hereinafter).

Background and Purpose

The [Second](#) Amended and Restated Downtown Lovejoy Urban Redevelopment Plan ([April 2018](#)) presents a vision and plan for the redevelopment of selected properties within the Downtown or Central Lovejoy area. Since its creation, as Lovejoy's Station, early in the Civil War, the City has developed slowly. During the Civil War, the City and nearby area was the site of the "Battle of Lovejoy Station" in August-September, 1864. Much of the area of the battle has been taken by development, but one monument remains on Tara Boulevard. Also, Henry County Government purchased Nash Farm Battlefield Park, immediately outside the City's boundary.

One of the remaining historic homes in the City is now known as Lovejoy Manor. It was built in the very early 1900's, and was the home and office of Dr. J. K. Wallis from 1904 until his death in 1956. Dr. Wallis treated patients in an outbuilding that still remains. Across the rail tracks is the current home of Mr. Arlie C. Aukerman, built in the early 1900's and remains a beautiful attraction in the City. Adjacent to the Aukerman home is a cemetery first used in the 1860's that is maintained by Mr. Aukerman to this day.

At the intersection of Tara Boulevard (U. S. Highways 19 & 41) is the Lovejoy Methodist Church. This was formerly the Lovejoy Elementary School, a facility of the Clayton County Public School District. Opened in the 1930's, it housed grades 1 - 6 until its closure and use as a church.

The City was incorporated in 1977. According to the 1970 Census, Clayton County was the fastest growing county in the United States. Most of the growth, however, took place in the northern part of the county and slowly crept to the southern part of Clayton County in the 1980's and 1990's. In the early 1970's, Clayton County opened the County Landfill in the City and, in 1985, constructed a jail that housed up to 1,000 inmates. In the mid-1990's, the State of Georgia built a Regional Youth Detention Center, housing approximately 200 juvenile offenders. During the same period, Clayton County built and occupied a Detention Center housing 225 inmates used on work details within the county. All of these facilities are located within a 1,000 foot radius of what may be considered the center of the City.

Steplite Ladder Company built a large facility in the late 1940's on the south side of the intersection of Hastings Bridge Road and Talmadge Road and manufactured aluminum ladders there. The plant closed and remained vacant in the City for years.

In 1985, Arrowhead Alternator, Inc., moved to Lovejoy, eventually occupying the old Steplite plant and a smaller facility on the north side of Hastings Bridge Road. The facility consisted of two buildings with supporting parking areas and loading docks. In about 2000, Arrowhead Alternator closed and eventually the plant on the south side of Hastings Bridge was demolished. The site was paved and is currently developed as a lease lot for truck parking.

In the early 2000's, nearly 100 acres of undeveloped land along the western side of Tara Boulevard was assembled for development. Wal-Mart quickly located a SuperCenter there, becoming the anchor for 50 or more businesses on both the east and west sides of Tara Boulevard.

In 2006, the City leased the building located along the east side of Hasting Bridge Road and once occupied by Arrowhead Alternator. The 8,500 s.f. building was refurbished for its current use as Lovejoy's Community Center. The Center contains two large meeting rooms with audio-visual capabilities, a full commercial kitchen, smaller meeting rooms, computer kiosks set up for public use and outdoor recreation. The center also houses the City's public library. Since opening the center has drawn renewed activity to Lovejoy's downtown.

The City recently purchased land on the north side of Talmadge Road for the development of the municipal complex and public safety building. The building is currently under construction.

Residential development, both single- and multi-family was rapid from 2002 until 2007 in areas surrounding the Downtown Lovejoy area. While Wal-Mart and the many businesses on Tara Boulevard continue to flourish, they do nothing to attract shoppers or visitors to the Downtown Lovejoy area. Atlanta Motor Speedway and Tara Field (Clayton County's general aviation airport), located less than three miles from the City, draws several hundred thousand visitors yearly to the area, bypassing Downtown Lovejoy.

Future plans for the Downtown Lovejoy area include the Georgia Regional Transportation Authority (GRTA) commuter rail, linking Atlanta and Macon. Current plans include [a skateboard park](#), and, expansion of the Mayor's Park, [senior housing](#), and supporting parking facilities at the Community Hall.

Urban Redevelopment Area (URP) Boundaries

Perhaps the most effective means available to a local municipality in effecting and promoting desirable change in urban areas is the use of official "Urban Redevelopment" tools. Before it is possible to use Georgia's Urban Redevelopment Law, it is required that the City determine that there is a level of "blight", "distress" or the presence of "slum" areas within specified urban areas. The Mayor and Council by whether certain property located within the City constituted a "slum" area.

While "slum" is a word in common usage connoting the worst of urban settings, Georgia's legal definition as used in the Urban Redevelopment Law (O. C. G. A. Sec. 36-61-2 (18)) is much broader:

"'Slum area' means an area in which there is a predominance of buildings or improvements, whether residential or nonresidential, which by reason of dilapidation, deterioration, age, or obsolescence; inadequate provision for ventilation, light, air, sanitation, or open spaces; high density of population and overcrowding; existence of conditions which endanger life or property by fire and other causes; or any combination of such factors is conducive to ill health, transmission of disease, infant mortality, juvenile delinquency, or crime and is detrimental to the public health, safety, morals, or welfare. "Slum area" also means an area which by reason of the presence of a substantial number of slum, deteriorated, or deteriorating structures; predominance of defective or inadequate street layout; faulty lot layout in relation to size, adequacy, accessibility, or usefulness; unsanitary or unsafe conditions; deterioration of site or other improvements; tax or special assessment delinquency exceeding the fair value of the land; the existence of conditions which endanger life or property by fire and other causes; by having development impaired by airport or transportation noise or by other environmental hazards; or any combination of such factors substantially impairs or arrests the sound growth of a municipality or county, retards the provisions of housing accommodations, or constitutes an economic or social liability and is a menace to the public health, safety, morals, or welfare in its present condition and use." O.C.G.A. Sec. 36-61-2 (18).

On July 14, 2009, the Mayor and Council of the City considered a resolution to designate certain areas of the City slum areas as defined by Georgia Urban Redevelopment Law. The Council resolved as follows:

"NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the City that there is hereby found, determined, and declared that one or more slum areas exist in the City and that the rehabilitation, conservation, or redevelopment, or a combination thereof, of such area or areas is necessary in the interest of the public health, safety, morals, or welfare of the residents of the City." Resolution 2009-29.

On August 10, 2009, the Mayor and Council designated the area described below as an "urban redevelopment area" as defined by Georgia Law:

["All that area inside the corporate limits of the City of Lovejoy, Georgia, with frontage on Hastings Bridge Road, from its intersection with East Lovejoy Road eastward along Hastings Bridge Road to the City Limits of Lovejoy, on both the north and south sides of the roadway. Also, all that area on Talmadge Road from its intersection with Tara Boulevard \(U.S. 19-41\) eastward to the area of the eastern boundary of the Lovejoy Municipal Complex, presently under construction located on Talmadge Road, on both the north and south sides of Talmadge Road."](#)

~~“All that area inside the corporate limits of the City of Lovejoy [INSERT ENTIRE 2009 AREA DESCRIPTION]”~~

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“WHEREAS, after careful study and investigation, the City desires to expand the Original Area by designating the area described in Exhibit A attached to this resolution, which includes the Original Area, as an urban redevelopment area;” Resolution 2015-11.

In Resolution 2015-11, the Mayor and Council designated the area described below and belowin the attached Exhibit “A” to URP (April 2015) as the expanded “urban redevelopment area”:

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“All that area inside the corporate limits of the City of Lovejoy, Georgia, with frontage on Hastings Bridge Road, from its intersection with East Lovejoy Road eastward along Hastings Bridge Road to the City Limits of Lovejoy, on both the north and south sides of the roadway and to include all of that property lying within the Clayton County Landfill bearing Parcel Identification No. 06132-156004. Also, all that area with frontage on Talmadge Road from its intersection with Tara Boulevard (U.S. 19-41) eastward to the area of the eastern boundary of the Lovejoy Municipal Complex on both the north and south sides of Talmadge Road.”

~~[INSERT ENTIRE 2015 AREA DESCRIPTION]~~

The State of Georgia allows the use of specific redevelopment tools using the URP. The law allows the City to undertake specific actions to improve the “public health, safety, morals and welfare” of specifically designated and qualifying area (an “Urban Redevelopment Area”). In order to enact these available tools, the City Council must officially declare the area as a “slum area” as meeting the standards of “slum and blight” based upon the predominance of several physical indicators. It should be again noted that “slum and blight” are terms of the law as used in the context of the Plan and are not presented here in their normal and customary usage.

According to State law, there are numerous indicators of “slum” and “blight” which retard the potential for new growth and development. Unless remedied, these blighting factors will prevent Downtown Lovejoy from taking full advantage of the opportunities now present and those that may be presented in the future. Some blighting factors are parcel-specific and others apply generally to an entire area. Based on detailed examination of existing conditions, the below are objective summaries of several indicators of “blight” as they pertain to the Lovejoy URP and defined by State law.

Indicator 1: Street Layout

Any area may be considered a slum area in which there is “. . . defective or inadequate street layout. . .”(OCGA 36-61-2). There are several streets in the City that are inadequate for current traffic loads and will certainly not meet future needs:

- a. *Talmadge Road from railroad to Hastings Bridge Road:* The roadway is a rather narrow two-lane, bounded on the east by a parking lot without marked entrances and exits. To the west, it is bounded by a parking lot of a convenience store/gas station. The southern boundary of the store is Wallis Drive, a very narrow

roadway intersecting Talmadge Road within several feet of the Talmadge Road railroad crossing. The crossing itself is very steep on both sides and visibility is limited. Talmadge Road could be an alternative to Hastings Bridge Road as a high-volume roadway into and out of the City after remedying these problems.

- b. *Talmadge Road from Tara Boulevard to Municipal Complex:* This roadway is too narrow for the traffic it now carries. The road serves as a short-cut from Tara Boulevard from the south into the center of the City and handles all traffic to the Lovejoy Post Office. Across from the Post Office, the Municipal Complex is complete serving numerous citizens, further adding to the traffic load on the road.
- c. *Hamilton and Church Streets:* Both streets are residential and most of the homes there are over 30 years old. The streets are too narrow for two vehicles to safely pass each other.
- d. *East Lovejoy Road from Hastings Bridge Road to Lovejoy Road:* East Lovejoy Road's end is at Lovejoy Road, immediately after a rail crossing that is steep and dangerous. Because of the grade at the crossing, there is no traffic control at the end of East Lovejoy Road. As the roadway proceeds northward from the crossing, it has several low-radius curves and the road surface is poor. As it nears Hastings Bridge Road, it is the western boundary of the Dollar General store located at that intersection.
- e. *Hastings Bridge Road from Community Center to eastern boundary of truck parking lots:* The roadway is curved and banked for part of this distance, and either one of both sides this entire distance are bounded by paved parking lots that are the level of roadway. There are no ingress/egress points on the parking lots. This creates an unattractive condition and it is located exactly in the center of the City.

Indicator 2: Vacant Land

A significant portion of the land in the center of the Urban Renewal Area is undeveloped or underdeveloped. This predominance of vacant land in the heart of the City creates a negative impression of "blight" and significantly impairs future quality growth in the areas.

- a. *Truck parking lots on Hastings Bridge Road:* While the lots are "developed" in the sense that they are in use, the one on the south side of the road is the former site of a demolished manufacturing plant. The lot on the north side was formerly the site of several smaller structures.
- b. *Pond on Hastings Bridge Road:* On the south side of Hastings Bridge Road, about 1,000 feet from the literal center of the Downtown Lovejoy area, a three acre parcel of land is undeveloped except for a dry pond and the dam. The pond is unsightly, is a possible mosquito breeding ground and, after heavy rains, could pose a drowning hazard after heavy rains.
- c. *Clayton County Landfill parcel bordering Community Center parking lot,* large parcel of land adjacent to Community Center, undeveloped and unsightly, possible dumping ground for trash and vagrance.

Indicator 3: Need for Additional Public Facilities

- a. *Library:* The City Library is now located in the Community Center. A 1.9 acre tract is available as an outparcel of the Municipal Complex site and would easily accommodate a 7,500 square foot building, housing two classrooms,

computer kiosks, and administrative offices for the library with the remaining area being used for books. The current library is housed in about 1,000 square feet, with few computer kiosks separated from it. There is no facility for administration of the library within the building.

- b. *Recreational Areas:* The City recently opened a basketball center on the western side of the City. The response to the center was unanticipated and it is constantly occupied. The current owner of the Community Center has built two basketball courts adjacent to the Center, but they lack the facilities of the Green Complex, as the western complex is known. Addition of restrooms and improvement of existing facilities will attract more traffic to Downtown Lovejoy. Further, the City has determined a need for a skate board park to service the youth citizens.
- c. *Manor:* The City has determined there is a need to offer its citizens additional [event space for entertainment](#). The City is the current owner of the Manor House which is one of the oldest, historical landmarks in the City. The Manor is located in the URA downtown, redevelopment area.
- d. *Natural Areas / Greenspace:* Walking trails are in great demand by the public in residential Clayton County and the City has none. Walking and/or bike trails in otherwise natural areas are in great demand and would bring more people to the Downtown Lovejoy area.
- e. *Sidewalks:* There are no sidewalks in the Downtown Lovejoy area at present. Pedestrian travel is becoming more common in Clayton County and sidewalks are needed near all retail areas, connecting them to nearby residential areas.
- f. *Pedestrian Crossings:* There are no pedestrian crossings of roadways in the Downtown Lovejoy area. These crossings are needed to accommodate the increased pedestrian traffic desired and anticipated in the Downtown Lovejoy area.
- g. *Street Markings and Signs:* At present, the streets of the City are not uniformly marked and some do not have fog lines, stop bars and lane markings. Some intersections need gores and right-turn yield lanes added or created by markings.

SECTION 3. GOALS AND OBJECTIVES

Fundamental to the creation of a plan of redevelopment is a statement of specific goals and objectives associated with redeveloping the subject area.

A. Circulation:

As mentioned in the foregoing, the Downtown Lovejoy URP has areas of faulty street layout and construction that may require corrective action. Traffic circulation improvements should increase the efficiency of existing streets through better traffic management techniques and more efficient street usage and layout. The improvements should also provide for transportation alternatives such as bicycles, walking, public transit (when available), and improved connections between the business areas, residential areas and public facilities and the surrounding areas.

Goal: Improve the character and connectivity of public streets and rights of way within the URP to create a more pedestrian friendly area, allow for easier flow of traffic and provide better access to areas that are effectively land-locked because of existing layout.

Objectives:

1. Develop an overall plan to promote a pedestrian friendly community and other alternatives to automobile travel;
2. Develop new traffic routes to provide access to parcels that were effectively land-locked because of existing roadways;
3. Create safe pedestrian crossings at intersections;
4. Construct sidewalks in the Downtown Lovejoy area;
5. Incorporate adequate and visible street signs, signals, and markings to alert pedestrians and drivers of travel requirements;
6. Offer better quality streets by improving street surfaces, width and/or curbing;
7. Encourage new mixed use development.

B. Housing

The Downtown Lovejoy URP presently lacks quality housing choices needed to attract new residents to the area. Downtown housing is critical in establishing a true live-work-play environment. Redevelopment efforts may focus on creating new residential opportunities heretofore unseen in nearby locations.

Goal: Provide new housing options within the Downtown Lovejoy URP focusing on ownership, ~~and sustainability~~ [and affordable housing options for seniors and workforce families.](#)

Objectives:

1. Promote mixed housing types and mixed-use development;
2. Promote design and construction standards and zoning requirements that facilitate historically compatible infill development;

3. Locate housing in strategic locations that facilitate pedestrian travel to nearby stores, restaurants and services;

C. Economic Development

For the last decade, almost all of the business and economic growth in Lovejoy has occurred outside the Lovejoy Downtown URP. Economic development strategies should be targeted to bring new commercial development and services designed to promote and sustain economic viability to the community.

Goal: Identify and provide for commercial/retail opportunities within the Downtown Lovejoy URP by designing incentive based programs to attract the desired community oriented services.

Objectives:

1. Provide incentives and new or renovated commercial and retail spaces that encourage diverse business/entrepreneurship opportunities, while respecting the traditional neighborhood and historic fabric of the area;
2. Promote commercial and retail development that is compact, promoting pedestrian access, and within close proximity of new and existing housing;
3. Promote new mixed-use development in which commercial and housing uses are developed within the same project;
4. Promote businesses that provide needed services to residents of the community, downtown workers and tourists, such as restaurants, shops, pharmacies, and similar businesses;
5. Promote businesses that will capitalize on Lovejoy's close proximity to nearby tourism sites (Nash Farm Battlefield Memorial, Atlanta Motor Speedway and Tara Field).
6. While the City cannot predict or rely upon the commuter rail's creation in the near future, growth and development in the Downtown area should be consistent with maximization of the benefits development could realize from the rail.

D. Preservation Areas

Development controls for the preservation of the all properties identified as having historical significance and/or containing significant quantity of open, undeveloped space.

Goal: Preserve and enhance existing historic buildings and preserve significant quantities of open, undeveloped space in Downtown Lovejoy URP.

Objectives:

1. Promote design standards and zoning requirements that facilitate historically compatible infill development;
2. Incorporate historical sites and maximize the preservation of natural settings into pedestrian access plan;

3. To the extent feasible, protect existing large-growth trees and incorporate them into new development;
4. Placement of historical signs and markers.

E. Public Facilities

With a rapidly growing population, it has become increasingly important to provide additional services requiring additional public facilities and services to meet the demand and guarantee an exceptional quality of life for Lovejoy residents.

Goal: Provide new opportunities for public facilities and services for both the Downtown Lovejoy URP and the remainder of the City.

Objectives:

1. Continuously promote improved public services to the community;
2. Construct sidewalks to promote and facilitate pedestrian traffic to and from the businesses in downtown from residential areas;
3. Discourage stand-alone developments;
4. Designate appropriate percentage of open space to all new development.

SECTION 4. PROPOSED LAND USE PLAN

Current land use of Downtown Lovejoy URP properties indicates the predominate use of land within the study area as single family residential. There are approximately twelve commercial establishments, eight properties sited for acquisition by the City, two truck parking facilities, two churches, a mobile home development and a least one cemetery with the boundary of study.

The proposed Land Use for the properties within this URP should include a relative mix of retail, office and service oriented commercial, as well as an increase to the residential density in the downtown area by allowing mixed use developments. These efforts are ~~the focus of the proposed Downtown District ordinance, currently under development for adoption, supported by the current zoning map.~~

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- ~~The Talmadge Road entry from Tara Boulevard~~ is designated for “Single Family” residential, ~~affordable housing and mixed use developments, however under the Downtown District allowance is given for accessory dwelling units and provides for the natural transition to a higher density in the direction of downtown.~~
- The center of the study area, mainly the properties fronting Lovejoy Road, Hastings Bridge Road and the existing Railroad Street is designated for “Downtown Mixed-Use” in order to provide a mix of land uses, strengthen opportunities for economic vitality, support pedestrian activity and provide for housing opportunities.
- The northeast portion of the study area includes the property occupied by community center and its adjacent properties and is designated “Park/Recreation/Conservation” in support of the proposed park improvements, preservation of the open space and the expansion to the existing public facility.

The following projects have been identified as those that will be undertaken by or led by the City of Lovejoy on property proposed for public acquisition:

- A. Municipal Complex
- B. Library
- C. Amphitheatre
- D. Mayor’s Park
- E. Right-of-way Improvements/Street Design
- F. Public Parking Improvements
- G. Downtown Rehabilitation
- H. Mixed Use Development
- I. Streetscape Improvements
- J. Talmadge Road Residential
- K. Skateboard Park
- L. The Manor

SECTION 5. URP DEVELOPMENT PROJECTS

Efforts toward the following public and private redevelopment projects must occur in order to reach the goals and objectives identified in the previous section. Public redevelopment projects are those to be undertaken by or led by the City of Lovejoy on land that is currently or should be publicly owned and/or controlled. Any undertaking of private redevelopment within Lovejoy's URP will be strongly encouraged. Public/Private partnership may be used to provide assistance.

Public

- A. Skateboard Park – In order to accommodate the increased demand for recreation, the City has acquired property for the construction of a skateboard park in the parcel of land directly behind the Community Center lying within the Clayton County landfill. Once complete, the park will provide recreation facilities to the city's youth.

Redevelopment Controls:

- Publicly owned property
- Expansion of city facilities necessary to support new services
- Pedestrian accessibility
- Enhancement of city services

- B. Library – The development and relocation of the library is complete.

- C. Amphitheatre – The purchase of the amphitheater, 7.731 acre parcel of land directly across from the Municipal Complex, is complete. However, the design and construction of this facility is pending and would focus on developing the site with the natural lay of the land (minimal disturbance). Seating will be on landscaped terraces. Parking for patrons of the events will be at the Municipal Complex. Portions of this tract not utilized for the amphitheater will remain as preserved green space, used for walking and/or bicycle trails.

Redevelopment Controls:

- Publicly owned property
- 3 to 4 acres of open space
- Preservation of greenspace along the unnamed tributary
- Expansion of public recreation/park space
- Provide linkage to downtown areas

- D. Mayor's Park/Pond Improvements – Purchase of the parcels is complete. However, to continue to complement and support Lovejoy's Community Center, the City plans to expand this public facility through continued development of the "Mayor's Park" on the adjacent property to the north. Plans for the park include improve pond conditions, basketball facilities, park benches, bathroom facilities at the Open Air Market, trash bins, a privacy fence, and walking trails for connection to pedestrian routes planned throughout downtown area.

Redevelopment Controls:

- Publicly owned property

- Improvement and preservation of open space
- Expansion of public open/park space
- Provide linkage of pedestrian access

E. Right-of-Way Improvements/Street Design - To provide for better circulation through and accessibility through Lovejoy's downtown, the City plans to construct a new one-way access road just north of and running parallel with Railroad Street/Wallis Street from Lovejoy Road to Hastings Bridge Road (as shown on the attached "ROW Improvements/Street Design").

Redevelopment Controls:

- Publicly owned property
- Improved lot configuration
- Enhance vehicular circulation through Lovejoy's downtown
- Provide pedestrian accessibility via new pathway

F. Public Acquisition for Targeted Redevelopment – Public acquisition and assemblage of downtown sites targeted for redevelopment, including the Manor and associated parking.

Redevelopment Controls:

- Publicly owned property
- Coordinated efforts through public/private partnerships
- Incentive-based code promoting mixed use development
- Developmental controls established through Downtown District

G. Municipal Complex/Municipal Court – Construction of complex on Talmadge Road is complete.

H. Lovejoy Community Center – Construction and acquisition of the Community Center is complete. However, parking improvements will be under construction for ingress/egress points and improvement of parking areas.

I. 11715 Hastings Bridge Road (4-unit Shopping Center): This strip of shopping center located on the south side of the Hastings Bridge Road, east of the car/truck parking lot. The property is currently occupied and under lease. The property will continue to be leased to businesses consistent with development of Downtown Lovejoy. The purchase price of this parcel is \$450,000.00. Upon acquisition, the ingress/egress will be improved and other renovations and improvements may be made consistent with the streetscape and appearance goals of the Downtown Lovejoy URA.

J. Car/Truck Parking Lot (1.77 acres) – Purchase of this parcel is complete.

K. Car/Truck Parking Lot (1.139 acres) – Purchase of this parcel is complete.

L. 11729 Hastings Bridge Road (Day Care Center) – Purchase of this parcel is complete.

Private – Public/Private Partnerships

M. Downtown Rehabilitation (public/private) – Adoption of a City policy to provide program assistance in rehabilitation efforts through a coordinated partnership.

Redevelopment Controls:

- Renovate/remodel existing structures incorporating design standards established through Downtown District Ordinance
- Mixed Use opportunity

N. Mixed Use Development - The Downtown District Ordinance will allow for mixed use development within certain areas of this study area. Typical mixed use structures would be two to three stories, with storefront retail/services on the ground floor and residential or office space above.

Redevelopment Controls:

- Promote opportunities for infill/redevelopment for downtown areas
- Provide new “downtown” housing opportunities
- Balanced land uses
- Promotes local Economic Development
- Architectural control through Downtown District Ordinance

O. Streetscape Improvements (public/private) – Streetscape improvements should be provided through regulatory means of all new development within the study area alongside all planned public improvements. Design standards contained in Downtown District Ordinance should provide guidance for placement and development of desired features.

Redevelopment Controls:

- Regulatory controls through Downtown District
- Downtown enhancement
- Promote pedestrian traffic
- Unifies downtown character

P. Talmadge Road Residential Development - Design controls for any rehabilitation or new construction on the properties fronting Talmadge Road ~~along its entry into downtown~~ are incorporated, ~~with and subject to the standards contained in the Downtown District Ordinance.~~

Redevelopment Controls:

- Enhance renovations of existing residential units through regulatory controls of the Downtown District
- Provide alternative housing units
- Enhance entrance into downtown
- Promote affordable housing opportunities

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Property Acquisition, Disposition and Relocation

All properties within the Urban Redevelopment Area may be subject to contingent public property acquisition in order to jump start redevelopment. To the extent that such power is used by the City of Lovejoy, all procedures and requirements as set forth in the State of Georgia Enabling legislation shall apply, namely the Urban Redevelopment Law.

Any such property acquired by the City of Lovejoy will be actively developed or disposed of according to the Proposed Land Use Plan and Redevelopment Controls as set forth in this plan. Furthermore, to the extent that occupied properties are publicly acquired, adequate relocation assistance will be duly provided in full accordance with the Federal Uniform Relocation Assistance Act of 1973.

SECTION 6. ZONING CONFORMITY PLAN

Provisions of the URP include the adoption of the Downtown District Ordinance and any other necessary amendments to the Zoning Ordinance. The Downtown District Ordinance is set to identify and include all properties contained within Downtown Lovejoy URP, in addition to the any and all regulations pertaining to land development. Regulations should conform to the objectives reached in this URP by providing for the following:

- Incentive-based code to promote creativity
- Encourage mixed use development
- Provide for the use of shared parking facilities
- Flexible site development
- Promote pedestrian accessibility/features

It is understood that with the adoption of the Downtown District Ordinance the City of Lovejoy's Mayor and Council will include any and all necessary map amendments in accordance with law.

SECTION 7: ADOPTION AND MODIFICATION OF CONTROLS

All of the redevelopment plan controls as described in this plan shall expire, and no longer be in force or affect 20 years after the formal adoption date of this plan by City Council.

Until all of the saleable and buildable properties in the target area that are eventually acquired by the City have been disposed of, the controls may be amended or variances granted, provided that such changes do not impact the value of specific projects already completed without prior consent of owners or lessees of the impacted projects.

After all of the saleable and buildable property in the area owned by the City has been disposed of, the City shall file a certificate to that effect. Thereafter, upon the written request of the owner of any property, variances from the controls may be granted by the City with respect to such property in such manner as the Mayor and City Council may prescribe.

The Mayor and City Council shall promulgate the terms and procedures under which variances from the controls may be considered and permitted, as well as procedures for amendments to this Urban Redevelopment Plan in accordance with the Urban Redevelopment Law.

Any proposed modification to this [Second Amended and Restated](#) Urban Redevelopment Plan which will substantially change this Downtown Lovejoy Urban Redevelopment Plan as previously approved by the Mayor and City Council shall be subject to the requirements of Section 31-61-7 of the Official Code of Georgia Annotated, including the requirements of a public hearing, before it may be approved.

SECTION 8: CONFORMITY TO LOCAL OBJECTIVES

This Downtown Lovejoy [Second Amended and Restated](#) URP Plan conforms to the general plan for the City as a whole, known as the "The City of Lovejoy, Georgia Comprehensive Plan".

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