



Livable Centers Initiative

January 7, 2009

Draft Recommendations

The following are draft recommendations for the Loganville LCI Study. They are based on public comments from the planning process and the professional opinions of TSW, Keck & Wood, and Arnett Muldrow & Associates. Because of their draft nature, they are subject to refinement.

Recommendations are divided into two types: projects and policies. Projects are tasks, such as transportation improvements, studies, or signage, with a defined cost and timeframe. Policies are general guidelines that provide direction to the implementation of the plan vision. They often support recommended projects, and should serve as the basis for future actions on the part of the City of Loganville and other agencies.

Please note that an asterisk (*) indicates an existing planned project.

Land Use and Zoning

Land Use and Zoning Policies

- Strive to achieve the land use vision shown in the Framework Plan.
- Improve the historic Main Street core by renovating and reusing existing buildings.
- Establish an activity center at C.S. Floyd Road and the King Property area.
- Preserve existing residential neighborhoods by encouraging appropriate infill development and redevelopment in other areas.

Infill development can be concentrated along Covington Street, part of Fair Street and Pecan Street.

- Ensure appropriate transitions from highway commercial areas to town center mixed-use zones and residential neighborhoods.
- Encourage the development of mixed-use urban villages and traditional residential neighborhoods in appropriate areas.
- Encourage neighborhood commercial development close to the downtown core, along arterial and collector streets.

Neighborhood commercial buildings encourage pedestrian activity by directly fronting the sidewalk, which is separated from the roadway by landscaping. Parking is tucked behind or to the side of buildings, and design guidelines ensure building quality and appropriate form.

- Establish maximum building heights of:
 - *Three stories for commercial, residential, or mixed use buildings.*
 - *Four stories for a new city hall.*

- Support the creation of a multi-purpose community gathering place close to the downtown core.
- Discourage spot zoning for uses not consistent with the Framework Plan.
- Support redevelopment or adaptive reuse of the old Walton Factory site and old Ingles store.

Land Use and Zoning Projects

- Amend the Future Land Use Plan to reflect the LCI vision.
- Update the zoning code to reflect the LCI vision.

Changes should include, among other things, creating a new district for the downtown area that:

- *Allows a mixture of different uses.*
- *Provides design standards for new development.*
- *Requires new developments to include sidewalks.*
- *Reduces parking requirements for above-shop residences.*
- *Provides incentives for housing in the downtown core.*
- *Establishes signage standards.*
- Redevelop the city hall block into a multi-function government/civic center.
See Downtown Loganville Concept Plan.
- Develop the King property area into a mixed-use urban village.
See Downtown Loganville Concept Plan.
- Develop the Winder Road/Lawrenceville Highway area into a traditional neighborhood development.
See Traditional Neighborhood Development Concept Plan.

Transportation

Transportation Policies

- Support access management along new and existing collector and arterial roads.
- Promote shared parking arrangements wherever possible to decrease the number of underused parking spaces.
- Require streets in new development to connect with 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 frontages (except where topography or natural features prevent 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.
- 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.

Transportation Projects

Item #	Category	Street/Location	Description
1	Roadway Improvement	US 78	Add raised median to improve safety and traffic flow
2	New Alignment	Parallel to US 78 on south side	Parallel access road cutting through the parking lots of the shopping center would give shoppers an alternative to getting on US 78
3	Roadway Improvement	Winder Rd/CS Floyd Rd at SR 20	Add left turn lanes to improve traffic flow
4	Roadway Improvement	Post Office	Add public rear entrance to Post Office to relieve congestion at Logan Dr/US 78 intersection
5	Roadway Extension	Line Street to US 78	Extend Line St from Logan Dr to US 78 to relieve congestion at Logan Dr/US 78 intersection
6	Roadway Extension	Church Street to US 78	Extend Church St to US 78 at Walton St to expand connectivity across US 78
7	Other Improvements	Walton Street at US 78	Park and Ride Lot
8	Sidewalk	CS Floyd	Between US 78 and Lawrenceville Rd
9	Sidewalk	Main St	Covington St to Lawrenceville Rd
10	Sidewalk	Bruce St	Entire Length
11	Sidewalk	Homer Moon Dr	Entire Length
12	Sidewalk	Lee Byrd Rd	Between Bay Creek Blvd to US 78
13	Sidewalk	Line Street to US 78	Entire Length
14	Sidewalk	Pecan St	Between Main and Line St
15	Sidewalk	Camp St	Entire Length
16	Sidewalk	Fair St	Entire Length
17	Sidewalk	Rock St	Entire Length
18	Sidewalk	Covington St	Entire Length
19	Sidewalk	Hodge St	Entire Length
20	Sidewalk	Clifford St	Entire Length
21	Multiuse Path	SR 81/Lawrenceville Rd	Between Line St and US 78
22	Multiuse Path	Bay Creek Rd	Between US 78 and Lee Byrd
23	Multiuse Path	Southside Access Road/Walton St	To be built alongside Southside Access Road
24*	One-way pair	C.S. Floyd Rd/Main Street	Recommended to be two way instead of one way
25*	Roadway Realignment	Pecan Street at C.S. Floyd Rd	Align Pecan Street
26*	Sidewalk	Pecan St./Broad St./Covington St.	Transportation Enhancement (TE) Funding

* Existing proposed projects

Market and Demographics

Market and Demographics Policies

- Recruit businesses based on potential identified in market analysis.
- Create appropriate mix of retail businesses on Main Street in downtown Loganville.
- Create opportunities for activity in downtown core.
- Create residential opportunities within the LCI study area.
- Promote Loganville as an affordable community with high quality of life.
- Expand the customer base for Loganville businesses
 - *Geographically into Monroe, Snellville, and greater Walton County*
 - *Target markets such as empty nesters/retirees, young families*

Market and Demographics Projects

- Pair market potential to available space.
 - *Identify business types, preferred locations, and available space.*
 - *Create available properties database.*
 - *Promote business opportunities by building marketing materials & economic development collateral.*
- Recruit appropriate mix of businesses in downtown core.
 - *Active uses such as independently owned restaurants*
 - *Partner with downtown property owners and storefront churches to find appropriate locations off of Main Street while marketing space for active uses.*
 - *Destination based businesses such as antiques, furniture, and specialty retail.*
- Create physical connections to Ole Gin Station to expand downtown core to include Main and CS Floyd. Creating larger downtown core/connect active uses of City Hall and restaurants at Ole Gin to Main Street.
- Create gateway treatment to downtown at Main Street's intersection with Highway 78 and Lawrenceville Highway. Increase awareness of downtown to traffic on these two highways.
- Coordinate event activity to make downtown a destination.
 - *Recurring events geared to local market (food, music, art, active lifestyle, etc.)*
 - *Promote individual businesses.*
- Consider funding alternatives to help pay for public improvements identified in the plan.
 - *Tax Allocation District*
 - *Community Improvement District*
- Create uniform Loganville Marketing Brand as companion to existing "L" logo creating a dual system.
 - *"L" serves as an identity for official city government and activities (city website, police cars, official letterhead, etc.)*
 - *Distinct marketing identity created to market community to target markets (locals, new residents, new business and investment).*
- Create specific marketing collateral utilizing brand identity.

- *Local loyalty campaign (ads, banners, inserts) targeted residents of Loganville's primary trade area*
- *Shopping/dining guide*
- *Residential recruitment advertisements/welcome guide for new residents*
- *Downtown kiosk at strategic locations on Highway 78 (Kroger, Wal-Mart, N. Logan Commons)*
- o Develop comprehensive way-finding system directing locals and visitors to civic, cultural, recreational resources, and parking.
- o Market key development sites.
 - *Create website/print collateral promoting sites and all available properties*
 - *Public/private partnerships to create RFP's with development criteria for key sites.*
 - *Create business recruitment package*
 - *Promote incentives for investment (local, state & federal)*
- o Create Economic Development & Marketing team.
 - *Economic Development Director would work with planning & development, focusing on small business recruitment, business support, etc.*
 - *Business Advisory Council continues to serve as voice of private sector in city matters. Also participates in cooperative marketing efforts.*
 - *DDA continues its role while also leading implementation of the LCI plan*
 - *Loganville continues to work with One Walton to facilitate marketing of the City.*
- o Create Business Support programming.
 - *Partnership between City, DDA, Business Council, One Walton, SBDC*
 - *Training, financial, business planning, marketing*
- o Consider Incentive Program for investment in downtown.
 - *Preservation focused*
 - *Tied to market research, desired businesses*
 - *Façade, marketing, signage, business planning*
 - *Work with downtown property owners to take advantage of historic tax credits*

Urban Design and Historic Resources

Urban Design and Historic Resource Policies

- o Support lot consolidation where major redevelopment is desired.
- o Require new buildings to front the streets with stoops, porches, storefronts, or other pedestrian-friendly means in mixed-use, neighborhood commercial, or residential areas, rather than with blank walls or parking.
- o Support the preservation and rehabilitation of historic resources:
 - These should include:*
 - *Historic commercial buildings along Main Street*
 - *Historic houses in downtown Loganville*
 - *Historic churches and public buildings*
- o Encourage high quality building materials for commercial and mixed-use building facades, such as brick, stone, tile, cast stone, or true stucco.

- Use historic styles found in Loganville as a basis for future development compatible with surrounding community.
- Ensure pedestrian-friendly building design in neighborhood 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 signage*
- *Transparent ground-floor glass*

These should be incorporated into any zoning changes.

Urban Design and Historic Resource Projects

- Amend the zoning code to support community-desired building patterns and allow small-lot single-family development to facilitate infill development, as shown on the Framework Plan.

Environment and Open Space

Environment and Open Space Policies

- Require usable green space as part of large developments and redevelopments (Existing City Policy).
- Developments greater than 10 acres are encouraged to provide at least five percent of the site as useable green space consisting of public or private parks or plazas. (Existing City Policy).
- Prevent new development in floodplains. (Existing City Policy).
- Support the creation of a public gathering place with multiple facilities in downtown Loganville.
- 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.
- 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 stormwater to infiltrate into the soil.
- Reduce light pollution through best management practices and technologies.

Environment and Open Space Projects

- Amend the zoning code to *require pocket parks and plazas in new commercial and mixed-use development rather than unusable, scattered green spaces.*
- Create a gateway park at SR 20 coming to town from the west.
- Create a Downtown/Main Street Plaza north of Main Street between Pecan Street and Covington Street.

Public Facilities

Public Facility Policies

- Support the conversion and renovation of community buildings where appropriate.
- 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 at its site, to include a community meeting facility, amphitheater, park, trail, etc.
- Relocate the library to the downtown core and convert the existing building to another use.
- Build parking deck(s) in downtown core to serve Main Street, city hall, and downtown mixed-use development.
- Construct a new City Hall as the city grows.