Locust Grove Town Center
Livable Centers Initiative Plan

April 2016



Prepared For:
The City of Locust Grove

Prepared By:
Kimley»Horn

Acknowledgments

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*The **Locust Grove Town Center LCI** is the direct result of a collaborative effort between the Atlanta Regional Commission and the City of Locust Grove. We extend our sincere appreciation to the residents, business owners, elected officials, and stakeholders who participated in the planning process and guided the development of this plan. Everyone's time, input, and energy are greatly appreciated.*

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NOW
THE
CATERING
French MARKET
EAT + DRINK + SHOP
arketTavern.com/catering • 770-914-9312
THE
French
MARKE

Community Profile 1



Introduction

Study Area

Previous Planning Efforts

Our Community

Introduction

In February of 2015, the Atlanta Regional Commission (ARC) awarded a planning grant to the City of Locust Grove to complete the city's first Livable Centers Initiative (LCI) Study.

Due to Locust Grove's location, enviable regional draw, and abundance of vacant land, Locust Grove has been identified as a prime competitor for economic growth along Interstate I-75. The main goal of this effort is to study efficient ways to connect the Historic Downtown business district to areas adjacent to the Tanger Outlet Center and I-75 interchange.

The study focuses on designing strategic development plans for vacant land as well as infill development in the Downtown business district, preserving and enhancing the historic character of Locust Grove, providing additional housing opportunities, and improving connectivity throughout the Study Area.

Since 1999, the LCI program has awarded more than

$194 million

in planning and implementation grants to

112 communities

within the Atlanta Region.

Inventory and Assessment

The first chapter of the Locust Grove Town Center LCI, *Inventory and Assessment*, examines the existing conditions of Locust Grove, with a focused look at the current land use patterns and policies, the existing transportation system, and an analysis of existing market conditions.

Key challenges and opportunities have been informed by a series of input opportunities and discussions including:

- **Stakeholder Interviews**
- **Core Team Meeting**
- **Public Workshop**

Generally, the Locust Grove Study Area includes a regional retail center along I-75, a commercial corridor along Bill Gardner Parkway, a Town Center in the form of the Locust Grove Municipal Complex at the corner of Bill Gardner Parkway and Highway 42, a Historic Downtown area, and significant opportunities for future development in and around the Study Area.

This study seeks to better connect regional and local retail centers and Locust Grove residential areas to the Historic Downtown in a way that strengthens the city's sense of place, economic vitality, and walkability as well as provides a wider array of housing. The plan also seeks to guide future development in a way that meets the community's vision and needs and provides a more complete Town Center in Locust Grove.

The Inventory and Assessment identifies area strengths and challenges and lays the foundation for the creation of future growth strategies and concepts. Chapter 2 documents the community's vision while Chapters 3 and 4 provide a transportation and land use framework, and an economic strategy to enhance the Locust Grove Town Center.

Study Area

Located within 35 miles of Downtown Atlanta and less than 220 miles from the Port of Savannah, between the Cities of Atlanta and Macon, the City of Locust Grove is positioned along one of Georgia's prime transportation corridors, Interstate 75.

Atlanta is the capital of Georgia, and is the state's largest city, ranking 36th among world cities and 8th in the nation. It is home to some of the world's largest corporate headquarters, including Delta Airlines, Home Depot, UPS, and Georgia-Pacific. With more than 1,300 foreign-based businesses operating in the metro area, Atlanta is becoming a leading world center of business and trade.

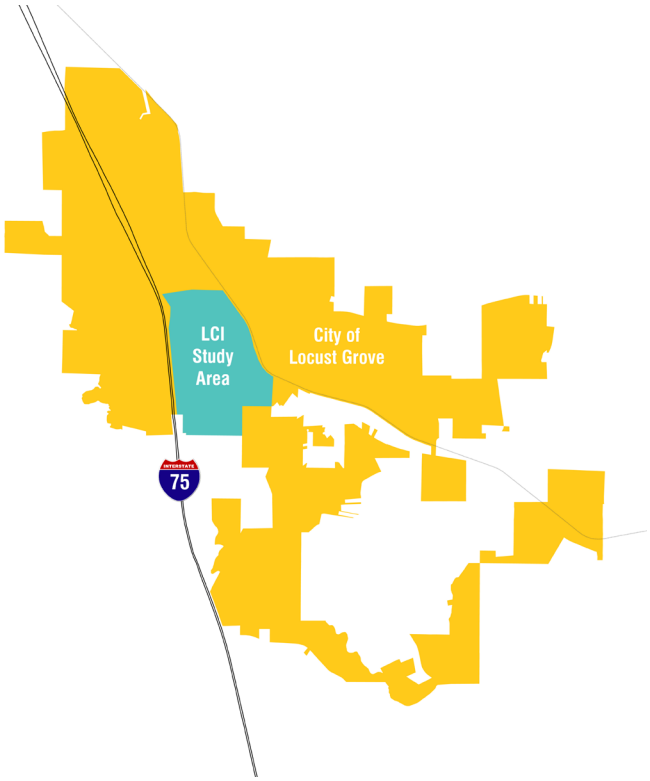
The Port of Savannah is the fourth largest port and the fastest growing container port in the United States. Moving 8% of total U.S. containerized cargo volume and more than 18% of the East Coast container trade, the port serves approximately 21,000 companies in all 50 states, more than 75% of which are headquartered outside of Georgia.

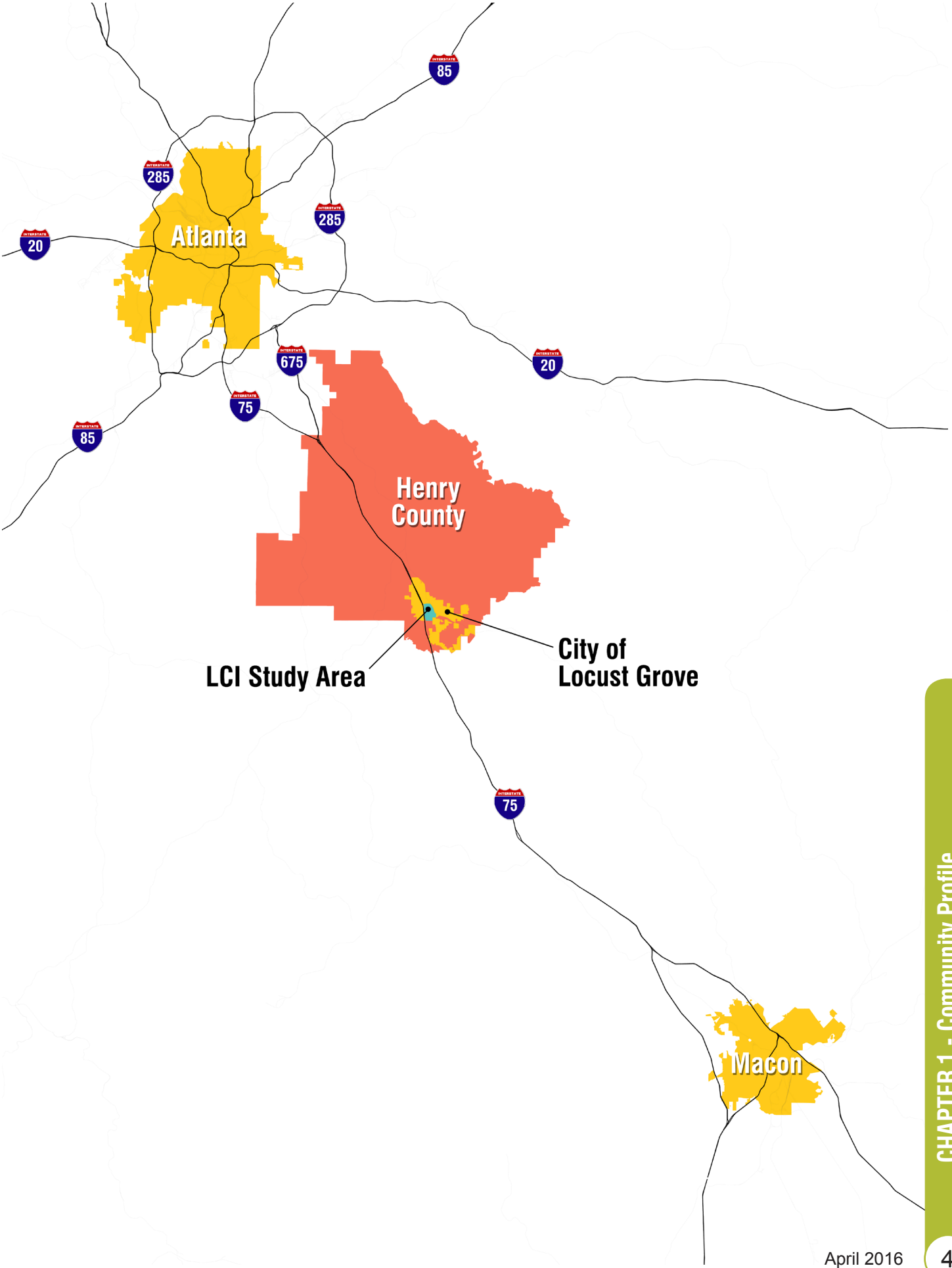
According to the American Transportation Research Institute (ATRI), more than 19,000,000 freight delivery trucks move through Georgia annually. Considering the proximity of Henry County to the Savannah Port, many of these truck trips originate within or pass through Henry County.

Georgia Ports Authority, 2009-2016, http://www.gaports.com/PortofSavannah.aspx

Commerce along the interstate has sustained growth and development of cities along this regional connector, helping maintain the economic vitality of numerous cities like Locust Grove.

The LCI Study Area is located directly east of I-75, between Bill Gardner Parkway, Highway 42, and Tanger Boulevard. Representing nearly 16% of the City of Locust Grove, the Study Area is 650 acres. Within the Study Area, developments include Tanger Outlet Center, Ingles Grocery Store, Locust Grove Municipal Complex, the Henry County Parks, and Recreation Locust Grove Recreation Center, and the Historic Downtown business district, all serving locally and regionally significant populations.




85
285
285
Atlanta
20
675
75
20
85
Henry
County
LCI Study Area
City of
Locust Grove
75
Macon

Study Area

Since the 1990s, Henry County has been one of the fastest growing counties in the nation. As development has continued to move further from the urbanized core of Atlanta, Henry County has grown from a population of 58,741 in 1990 to 213,869 in 2014, a 264% change. The I-75 corridor also has experienced significant and rapid amounts of industrial growth with tremendous freight movement.

Tanger Outlet Center, which opened in 1994, brings numerous shoppers from across the region. With just over 80 retail stores, 34 restaurants, and 12 hotels located within a half-mile of the I-75 and Bill Gardner Interchange, it is evident that Locust Grove attracts regional consumers.

Further to the east along Highway 42 is the City of Locust Grove's Municipal Complex, the Locust Grove Recreation Center, and the Historic Downtown business district.

In November of 2014, the City of Locust Grove completed the Municipal Campus Master Plan. This plan aims to enhance their existing municipal campus at the former site of the Locust Grove Institute (LGI). The 20+ acre site, owned by the City, will provide a new community anchor at the corner of Bill Gardner Parkway and Highway 42.

Though this area primarily serves a more local population, Highway 42 provides a local thoroughfare for populations and trade traveling between McDonough and Jackson.



Image courtesy of Clark Patterson Lee, Page 228
City of Locust Grove, Georgia, Municipal Campus Master Plan - Joint Public Safety Facility, Program Master Plan & Design Narrative, Review Draft, November 6, 2014.


Bill Gardner Corridor
LIQUOR STORE
Ingles Grocery Store
ingles
Municipal Complex
Tanger Outlet Center
Historic Downtown
Vacant Property
FOR SALE - By Owner
9± Acres
Train Depot
Carriage Gate
Tanger Boulevard
42
75
Bill Gardner Pkwy
Peachtree Pkwy
Tanger Ridge Entrance
Indian Creek Pkwy
Gwen Flora St
Shoal Creek Rd
Grove Rd
Peachtree Rd
Lake Rd
Bowen St
Jackson St
Roberts Dr
St Augustine Pkwy

Existing Land Use

A review of the existing land uses within the Study Area provides an overview of development patterns in the area today.

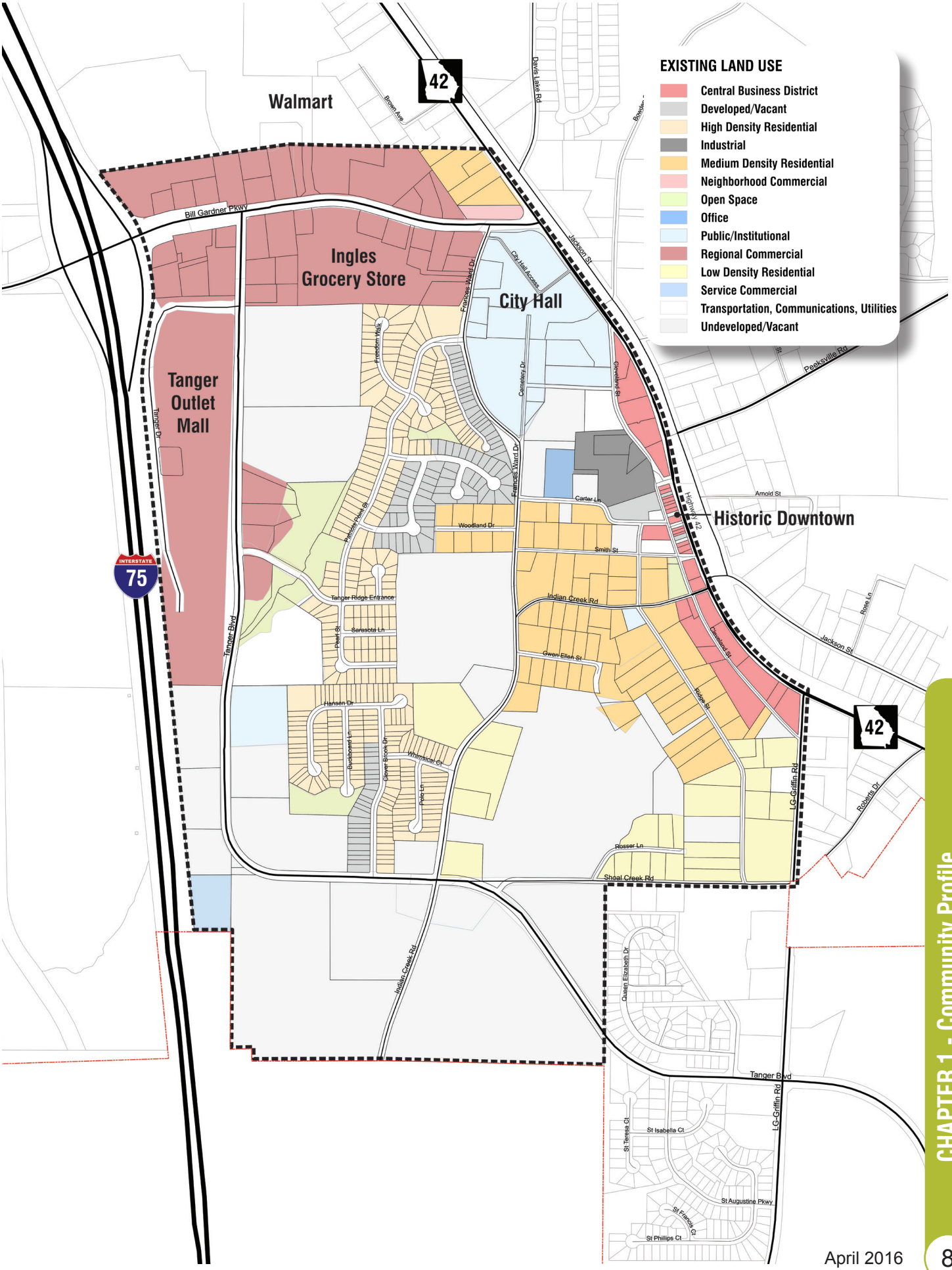
During a visual survey of the Study Area, conducted in September 2015, it was noted that Locust Grove is defined by two uniquely identifiable commercial districts, the Tanger Outlet Center and the commercial corridor along Bill Gardner Parkway and Locust Grove's Historic Downtown Business District. These commercial districts are separated by a vast amount of vacant land and a varied mix of residential neighborhoods.

As illustrated in the Existing Land Use Map on the next page, the LCI Study Area represents a wide range of land across 650 acres. The map identifies parcels by their current land use according to traditional land use planning colors. The Study Area includes a regional shopping center, Tanger Outlet Center, along I-75 just south of the interchange at Bill Gardner Parkway. Retail businesses along Bill Gardner Parkway between I-75 and Highway 42 include retailers that pull from a large trade area, Wal-Mart and a variety of fast food and counter service restaurants, and others that serve a more local audience, including Ingles and numerous local businesses.

The southwest corner of Bill Gardner Parkway at Highway 42 contains the city's Municipal Campus. Originally the Locust Grove Institute, a former college preparatory school dating to 1894, has been the subject of a recent master plan to provide for current and future city needs and community green space. A large cemetery lies to the southwest of the civic center. South along Highway 42 is the City's Historic Downtown. The downtown includes several restaurants and retail businesses along the west side of Highway 42. The city has made significant progress in improving downtown streetscapes and open spaces, as well as developing a train viewing platform.

The downtown is bordered to the west by older residential areas that are medium density (generally 1/2 to 2 acres lots). While these older residential areas close to downtown have larger lots, newer housing in the central portion of the Study Area is higher density with smaller lots. These newer subdivisions along Patriots Point are interconnected from north to south but lack east-west connectivity to the downtown area.

Between these commercial centers and neighborhoods lies several large parcels of undeveloped property. The parcels provide significant opportunities for future growth and development. A major element of the Locust Grove Town Center LCI will be to define the future development potential and community preferred uses for key properties.


EXISTING LAND USE
Central Business District
Developed/Vacant
High Density Residential
Industrial
Medium Density Residential
Neighborhood Commercial
Open Space
Office
Public/Institutional
Regional Commercial
Low Density Residential
Service Commercial
Transportation, Communications, Utilities
Undeveloped/Vacant
Walmart
Ingles Grocery Store
Tanger Outlet Mall
City Hall
Historic Downtown
42
INTERSTATE 75
Bill Gardner Pkwy
Brown Ave
Davis Lake Rd
Jackson St
City Hall Access
Frances Ward Dr
Freedom Walk
Cemetery Dr
Peeksville Rd
Tanger Dr
Tanger Blvd
Carter Ln
Arnold St
Highway 42
Woodland Dr
Smith St
Indian Creek Rd
Tanger Ridge Entrance
Sarasota Ln
Pearl St
Gwen Ellen St
Hansen Dr
Buckboard Ln
Clover Brook Dr
Whimsical Ct
Pole Ln
Ridge St
Rose Ln
Robbins Dr
LG Griffin Rd
Rosser Ln
Shoal Creek Rd
Indian Creek Rd
Queen Elizabeth Dr
St Teresa Ct
St Isabella Ct
St Augustine Pkwy
St Francis Ct
St Phillips Ct

Zoning

The City of Locust Grove's current zoning ordinance is comprised of sixteen zoning categories. The zoning categories include:

- *Active Adult Residential*
- *Neighborhood Commercial*
- *General Commercial*
- *Heavy Commercial*
- *Light Manufacturing*
- *General Industrial*
- *Office/Institutional*
- *Planned Development*
- *Single-Family Residential R-1*
- *Single-Family Residential R-2*
- *Medium-High Single-Family Residential R-3*
- *Residential Agricultural*
- *Residential Duplex*
- *Multifamily Residential*
- *Residential - Manufactured Home*
- *Transportation, Communication, and Utilities*

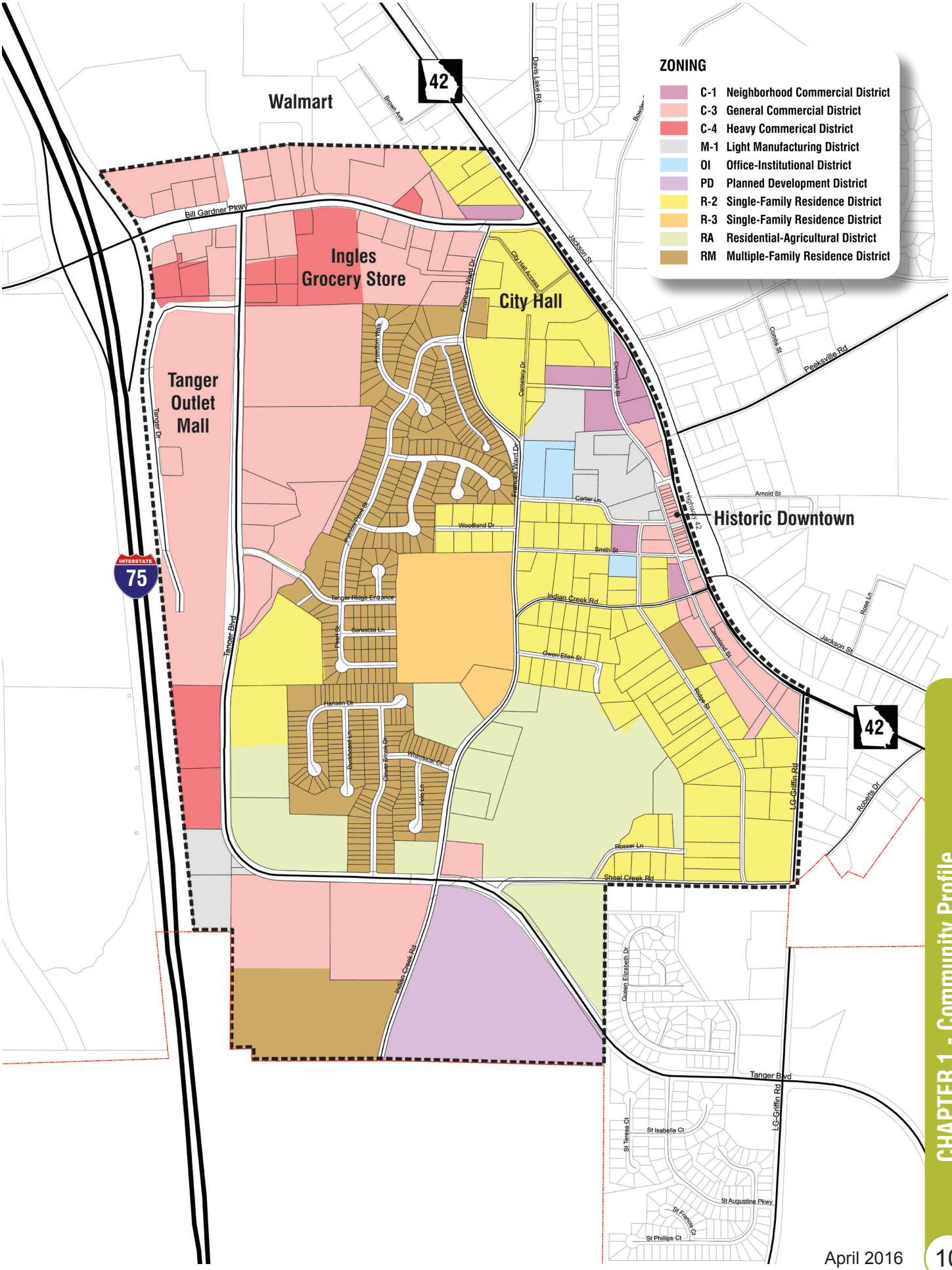
The Locust Grove Town Center Study Area includes 10 of the 16 zoning categories – Neighborhood Commercial, General Commercial, Heavy Commercial, Light Manufacturing, Office-Institutional, Planned Development, Single-Family Residential, Medium-High Single-Family Residential, Residential Agriculture, and Multifamily Residential.

The perimeter of the Study Area is primarily Neighborhood, General, and Heavy Commercial uses, while the center of the Study Area includes Single-Family, Medium-High Single-Family, Multifamily, and Residential Agricultural districts. Commercial and Industrial uses on the east side of the Study Area comprise Locust Grove's Historic Downtown Business District, much of which consists of Neighborhood and General Commercial uses.

Various housing types within the Study Area create an array of development densities. Each district has a specific density restriction associated with it, the most restrictive of which is the Residential Agricultural District allowing 1 to 1.5 dwelling units per usable acre depending on the allowance of density bonuses. The densest residential district within the Study Area is the Multifamily Residential District which allows up to four apartment dwelling units, five townhouse dwelling units, or six condominium dwelling units per acre.

Undeveloped land at the southernmost portion of the Study Area is zoned for General Commercial, Planned Development, and Multifamily Residential development.

The current zoning pattern is generally consistent with the existing land use map. However, additional residential categories or design guidelines may be necessary as a result of the LCI Plan to regulate future development in a way that enhances the Town Center; provides greater housing variety and connectivity; and maintains or enhances development quality and character.


ZONING
C-1 Neighborhood Commercial District
C-3 General Commercial District
C-4 Heavy Commerical District
M-1 Light Manufacturing District
OI Office-Institutional District
PD Planned Development District
R-2 Single-Family Residence District
R-3 Single-Family Residence District
RA Residential-Agricultural District
RM Multiple-Family Residence District
Walmart
Ingles Grocery Store
City Hall
Tanger Outlet Mall
Historic Downtown
42
INTERSTATE 75
Bill Gardner Pkwy
Brown Ave
Davis Lake Rd
Jackson St
City Hall Access
Frances Ward Dr
Freedom Walk
Cemetery Dr
Cherokee St
Comms St
Peeksville Rd
Tanger Dr
Tanger Blvd
Carter Ln
Arnold St
Highway 42
Woodland Dr
Smith St
Indian Creek Rd
Tanger Ridge Entrance
Sarasota Ln
Pearl St
Gwen Ellen St
Hawkins St
Ridge St
Rose Ln
Jackson St
Hansen Dr
Buckboard Ln
Clover Brook Dr
Whimsical Ct
Pole Ln
LG Griffin Rd
Robbins Dr
Rosser Ln
Shoal Creek Rd
Indian Creek Rd
Queen Elizabeth Dr
Tanger Blvd
LG Griffin Rd
St Teresa Ct
St Isabella Ct
St Augustine Pkwy
St Francis Ct
St Phillips Ct

Urban Design and Development Controls

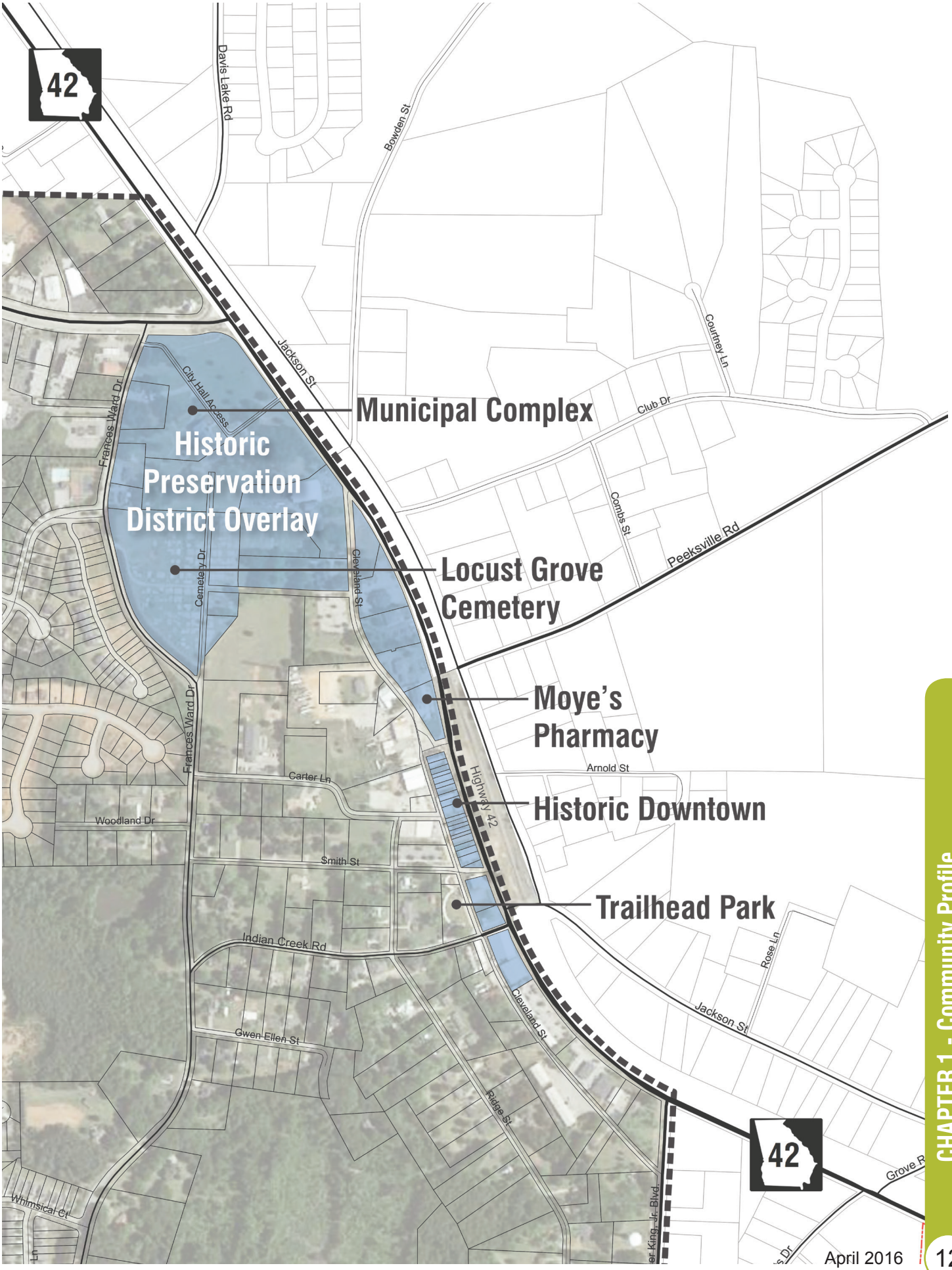
The City of Locust Grove's Zoning Ordinances outline basic zoning requirements for the various zoning districts within the City. Requirements include: minimum street frontage and development setbacks; wetland protection standards and watershed districts; development density requirements; street-yard requirements; maximum building heights; sidewalk, streetlight, and fencing requirements; and parking and amenity requirements.

The Locust Grove Historic Preservation Commission created design guidelines for the Locust Grove Historic Preservation District Overlay (HPDO). The main objectives of the design guidelines are to:

- *Maintain the historic appearance of sidewalks, curbs, landscaping (where appropriate), and street paving along the entire Downtown HPDO, maintaining a [consistent] Downtown Historic Business strip, and using materials varied in scale, texture, and color where practical to outline the appearance of pedestrian ways. This provides an appropriate frame of the character of the District.*
- *Any improvements to the open portions of the Downtown HPDO formerly occupied by formerly historic structures should be compatible in design to the buildings within the District.*

These design guidelines outline architectural standards and proper preservation principles for existing and proposed developments that occur within the District Overlay.

Other development organizations include the Downtown Development Authority, comprised of seven members who are charged with the revitalization of the Historic Downtown District, and the Locust Grove Main Street, LLC. The Locust Grove Main Street, LLC is a not-for-profit organization established for the promotion, organization, and design functions of the overall Better Hometown/Main Street Program. The design standards are shared between Locust Grove Main Street, Inc., and the Downtown Development Authority.


42
Davis Lake Rd
Bowden St
Jackson St
Courtney Ln
Club Dr
Municipal Complex
City Hall Access
Frances Ward Dr
Historic Preservation District Overlay
Combs St
Peeksville Rd
Cemetery Dr
Cleveland St
Locust Grove Cemetery
Moye's Pharmacy
Arnold St
Carter Ln
Highway 42
Historic Downtown
Woodland Dr
Smith St
Trailhead Park
Indian Creek Rd
Rose Ln
Jackson St
Gwen Ellen St
Ridge St
Whimsical Cv
42

Future Land Use

The Future Land Use Map on the next page is based on the City's current Comprehensive Plan. Within the Study Area, future land uses include the Central Business District, High Density Residential, Mixed Historic Neighborhood, Mixed Use Neighborhood, Neighborhood Commercial, Office/Institutional, Public/ Institutional, and Regional Commercial Node.

The Regional Commercial Node captures the existing commercial corridor at the I-75 Interchange and along Bill Gardner Parkway. These areas serve a trade population of 100,000 or more, typically providing services for the traveling public.

At the intersection of Bill Gardner Parkway and Highway 42, the land uses begin to vary. The north side of the intersection is defined as Mixed Historic Neighborhood, and the south side comprises the northern most point of the Central Business District.

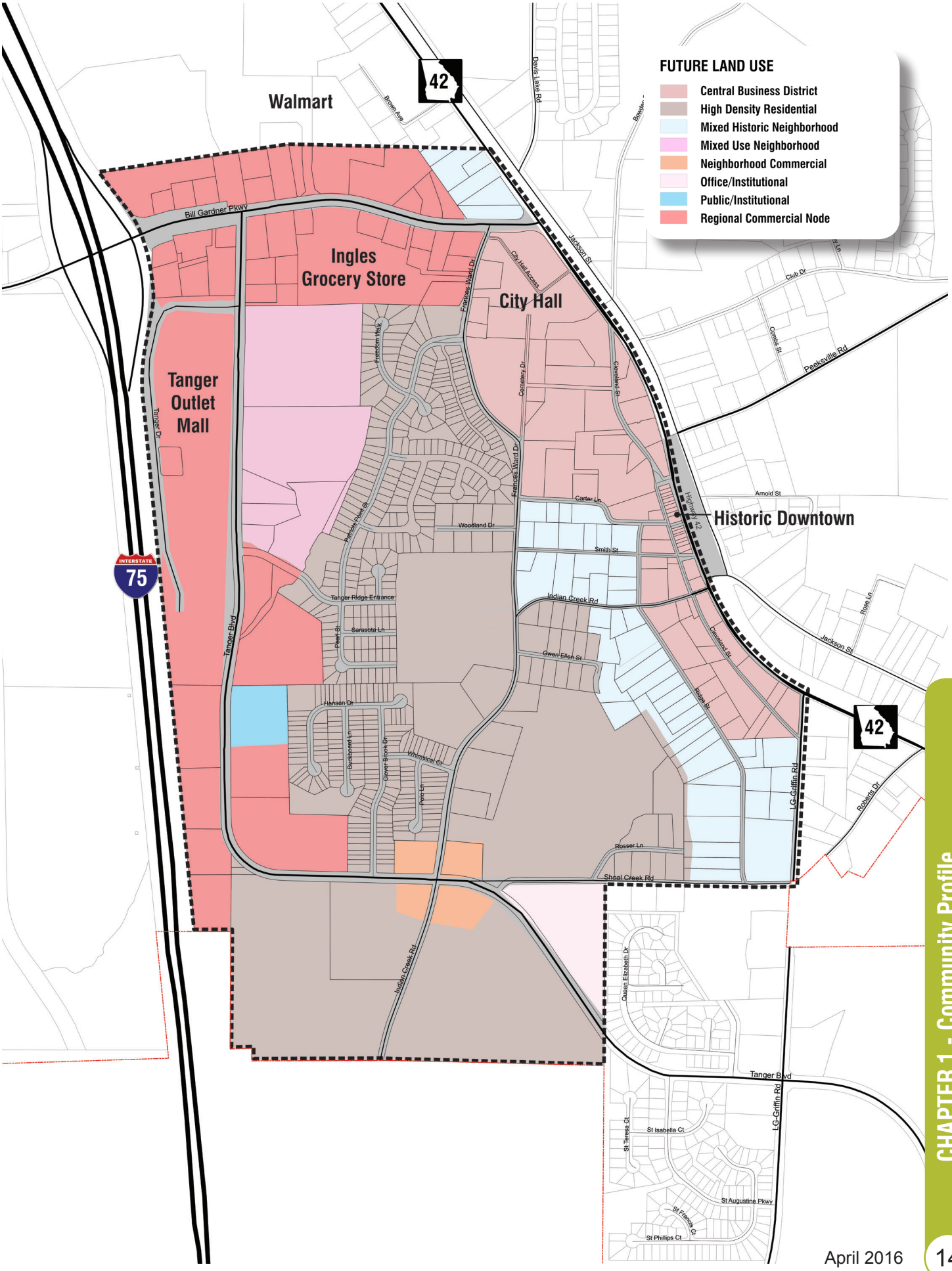
The Central Business District includes the newly proposed plan for the City of Locust Grove Municipal Complex, a cemetery, and all of the parcels on either side of Cleveland Street. The existing central core of the Historic Downtown Business District expands westward to Frances Ward Drive. This category provides a wider array of uses in this area using strict development standards to limit the maximum building envelope. Loft-style apartments and condominium development is anticipated in this area.

Just south of the Central Business District is the core of the Mixed Historic Neighborhood. Many of the homes in this district are some of Locust Grove's oldest homes.

The core of the Study Area is primarily made up of High Density Residential with a small node of Neighborhood Commercial at the intersection of Tanger Boulevard and Indian Creek Road. To the east of Indian Creek Road at the split of Tanger Boulevard and Shoal Creek Road is a large parcel of land dedicated to Office/Institutional.

A large portion of land, west of the High Density Residential, between Patriots Point and Tanger Outlet Center, is comprised of seven parcels classified as Mixed Use Neighborhood. According to the 2009 Future Land Use Map, this area is reserved for Greenfield Traditional Neighborhood Development (TND) that will be incorporated into a higher-density residential district near the Regional Commercial Center east of I-75.

The Future Land Use should be amended as a product and result of the LCI Plan (see Chapter 4 for more details).


FUTURE LAND USE
Central Business District
High Density Residential
Mixed Historic Neighborhood
Mixed Use Neighborhood
Neighborhood Commercial
Office/Institutional
Public/Institutional
Regional Commercial Node
Walmart
Ingles Grocery Store
City Hall
Tanger Outlet Mall
Historic Downtown
42
INTERSTATE 75
Bill Gardner Pkwy
Brown Ave
Davis Lake Rd
Jackson St
City Hall Access
Frances Ward Dr
Freedom Walk
Cemetery Dr
Cleveland St
Club Dr
Comms St
Peeksville Rd
Tanger Dr
Tanger Blvd
Patriots Point St
Carter Ln
Arnold St
Highway 42
Woodland Dr
Smith St
Indian Creek Rd
Tanger Ridge Entrance
Sarasota Ln
Pearl St
Gwen Ellen St
Cleveland St
Rose Ln
Jackson St
Ridge St
Hansen Dr
Buckboard Ln
Clover Brook Dr
Whimsical Ct
Pole Ln
LG Griffin Rd
Robbins Dr
Rosser Ln
Shoal Creek Rd
Indian Creek Rd
Queen Elizabeth Dr
Tanger Blvd
LG Griffin Rd
St Teresa Ct
St Isabella Ct
St Augustine Pkwy
St Francis Ct
St Phillips Ct

Neighborhoods, Cultural, and Historical Resources

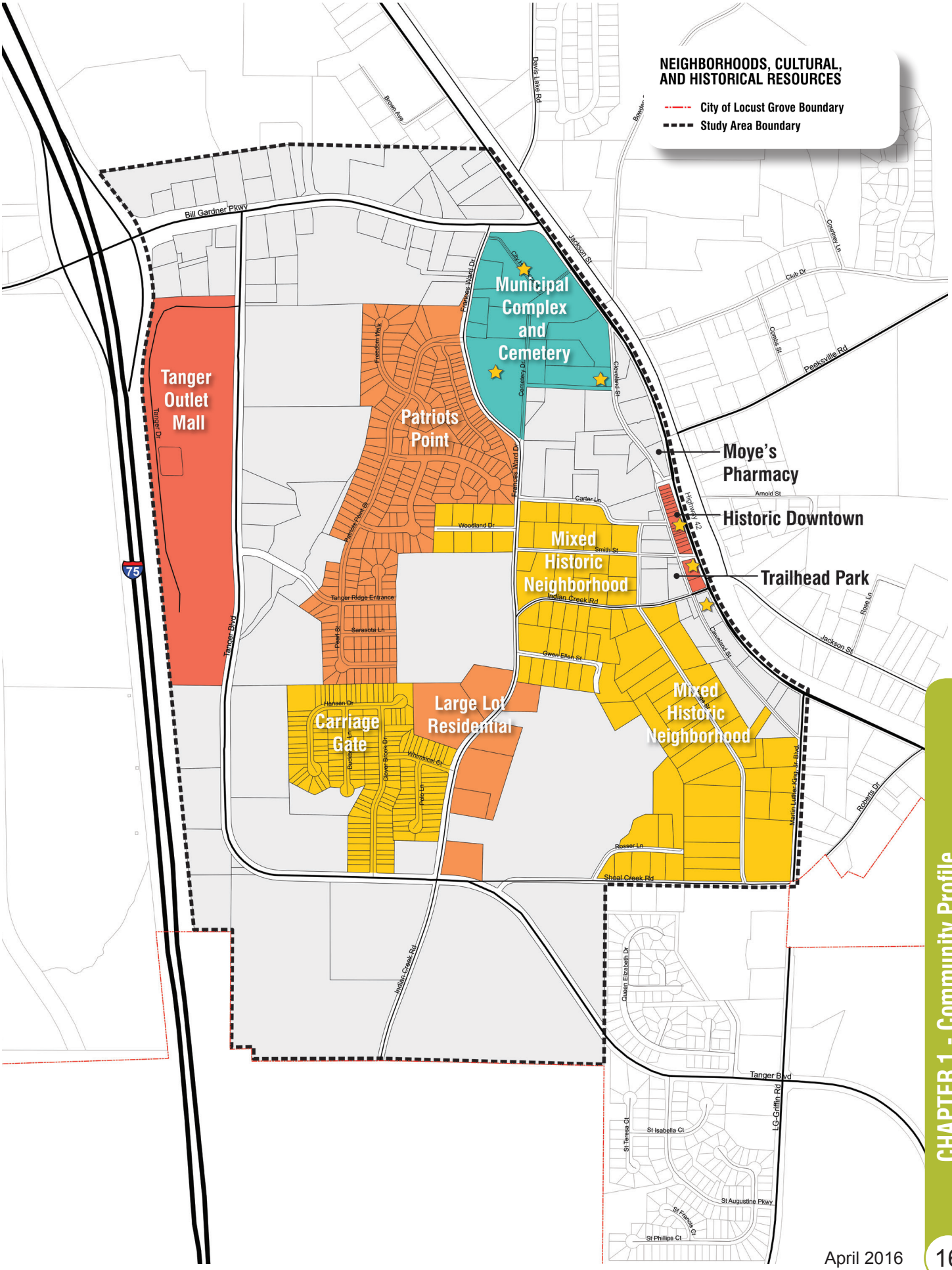
The image on the following page illustrates existing locations of Locust Grove's neighborhoods and cultural and historic resources.

The areas highlighted in orange and yellow note existing residential neighborhoods within the LCI Study Area. These neighborhoods include Carriage Gate, Patriots Point, several large lot residential parcels along Francis Ward Drive, and the Mixed Historic Neighborhood area that borders the Downtown Historic District.

On May 2, 2011, the City of Locust Grove's Mayor and City Council adopted and approved the Historic Preservation District Overlay (HPDO). The HPDO includes the Historic Downtown Business District, primarily comprised of historical commercial buildings dating from the 1890s through the1940s. The main downtown commercial district is typical of small towns in Georgia that flourished along early railroad lines. Today, the train watching platform signifies this history by mimicking the original Locust Grove train station.

There are more than six historically significant sites within the HPDO, all of which are highlighted by a yellow star in the graphic on the adjacent page. They include Roberts Heating and Air, the Gardner Hardware Building, the former Sims Superior Seating Building, the First Baptist Church of Locust Grove (now Henry County Recreation Center), Locust Grove Institute (now Locust Grove Municipal Campus), and the Locust Grove Cemetery, all of which are along Highway 42.

Finally, the Tanger Outlet Center is highlighted in red at the furthest west side of the Study Area. Though Tanger Outlet Center is neither a neighborhood nor historically significant to the City of Locust Grove, it is uniquely responsible for cultivating a regional interest, thus making Tanger Outlet Center an important cultural destination and point of interest in Locust Grove.


NEIGHBORHOODS, CULTURAL, AND HISTORICAL RESOURCES
City of Locust Grove Boundary
Study Area Boundary
Municipal Complex and Cemetery
Tanger Outlet Mall
Patriots Point
Moye's Pharmacy
Historic Downtown
Trailhead Park
Mixed Historic Neighborhood
Carriage Gate
Large Lot Residential
Mixed Historic Neighborhood
Bill Gardner Pkwy
Jackson St
Peeksville Rd
Tanger Blvd
Indian Creek Rd
Shoal Creek Rd
Tanger Dr
Tanger Ridge Entrance
Woodland Dr
Carter Ln
Arnold St
Smith St
Gwen Ellen St
Hansen Dr
Rosser Ln
Tanger Blvd
LG-Griffin Rd
St Augustine Pkwy
St Phillips Ct
Davis Lake Rd
Brown Ave
Frances Ward Dr
Freedom Walk
Cemetery Dr
Cleveland St
Highway 42
Courtney Ln
Club Dr
Combs St
Rose Ln
Robbins Dr
Martin Luther King Jr. Blvd
Queen Elizabeth Dr
St Teresa Ct
St Isabella Ct
St Francis Ct
Pearl St
Sarasota Ln
Whimsical Ct
Clover Brook Dr
Pole Ln
Bayside Ln
Pinnacle Point St
Davenport St
Jackson St
75

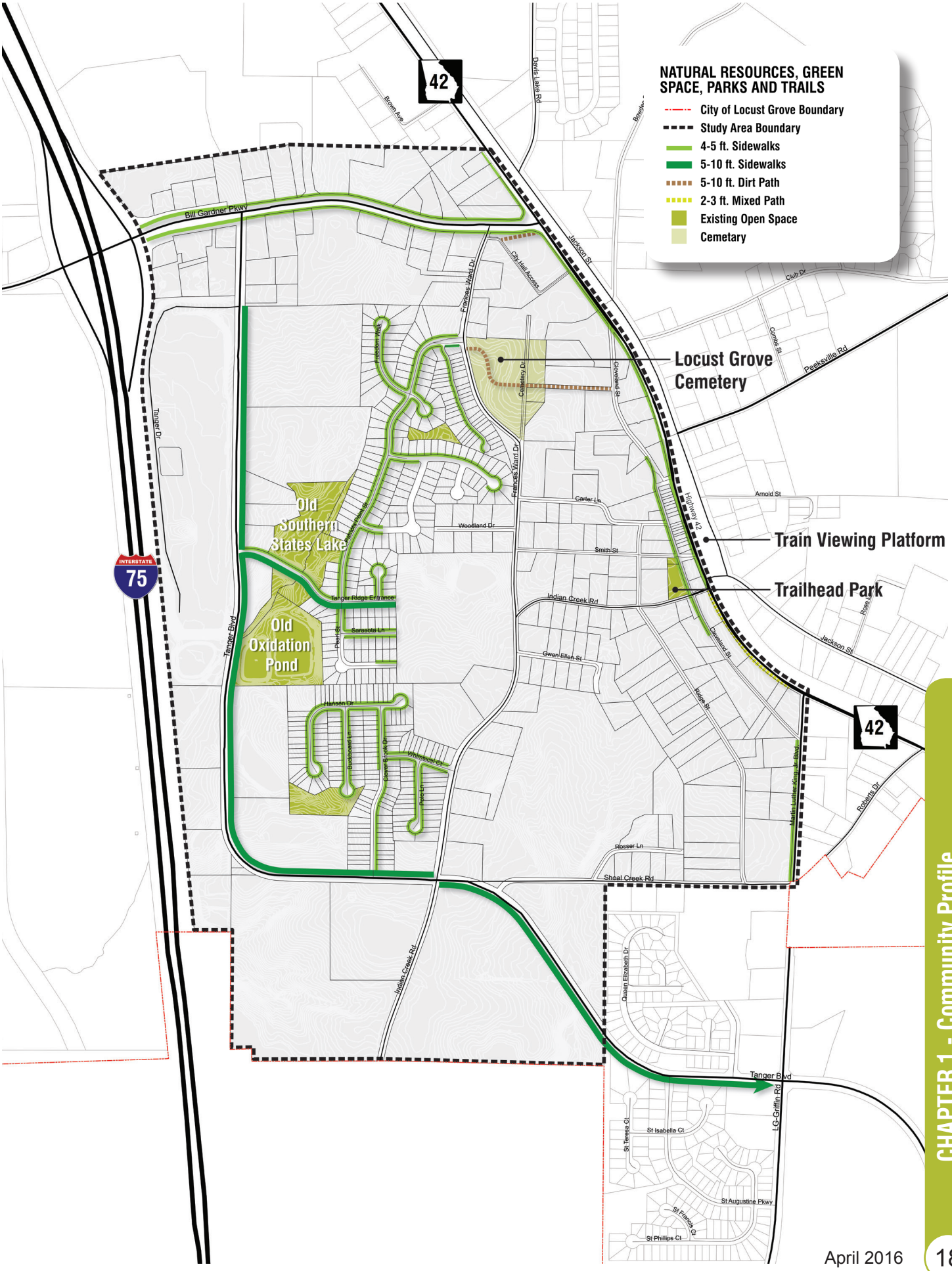
Natural Resources, Green Space, Parks and Trails

In general, public parks and open spaces within the Study Area do not currently meet the level of amenity desired by the local community. Outside of the recently completed Trailhead Park and Mayors' Walk Park along Cleveland Street, there are few publicly accessible green spaces located between Smith Street and Indian Creek Road.

The largest concentration of existing open space is located just off of Tanger Boulevard between the residential development, Patriots Point, and the Tanger Ridge Development on either side of Palmetto Street. This large property was most recently an oxidation pond that in January 2014 was filled and graded. The area just north of Palmetto Street was Southern States Lake before being drained; now it sits as vacant land just behind the Tanger Ridge strip center. This stretch of vacant land serves as a potential location for a new park (refer to Chapter 3 to learn more about the proposed plans for this area).

Starting at the intersection of Tanger Drive and Tanger Boulevard is the federally funded 10-foot-wide multiuse path that runs along the east side of Tanger Boulevard until crossing to the south at the intersection of Indian Creek Road and then terminating outside of the Study Area at the intersection of Martin Luther King, Jr. Boulevard.

Other sidewalks within the Study Area vary in width and lack connectivity to other pedestrian amenities. The only multiuse trail within the Study Area is located within the cemetery, running east-west between Cleveland Street and Frances Ward Drive.


NATURAL RESOURCES, GREEN SPACE, PARKS AND TRAILS
City of Locust Grove Boundary
Study Area Boundary
4-5 ft. Sidewalks
5-10 ft. Sidewalks
5-10 ft. Dirt Path
2-3 ft. Mixed Path
Existing Open Space
Cemetary
Locust Grove Cemetery
Train Viewing Platform
Trailhead Park
Old Southern States Lake
Old Oxidation Pond
42
INTERSTATE 75
Bill Gardner Pkwy
Brown Ave
Davis Lake Rd
Jackson St
Club Dr
Combs St
Peeksville Rd
Tanger Dr
Tanger Blvd
Frances Ward Dr
City Hall Access
Freedom Way
Cemetery Dr
Cleveland St
Carter Ln
Woodland Dr
Smith St
Arnold St
Highway 42
Indian Creek Rd
Tanger Ridge Entrance
Sarasota Ln
Pearl St
Gwen Ellen St
Hansen Dr
Burkhalter Ln
Clower Brook Dr
Whitehead St
Pond Ln
Ridge St
Martin Luther King Jr. Blvd
Roberts Dr
Rosser Ln
Shoal Creek Rd
Queen Elizabeth Dr
St Teresa Ct
St Isabella Ct
LG-Griffin Rd
St Augustine Pkwy
St Francis Ct
St Phillips Ct

Transportation Infrastructure

Within the Study Area, there are several regionally important roadways that carry high volumes of traffic. These larger roadways are particularly important within the regional network since there are few alternative routes nearby. While these roadways carry a significant amount of traffic, there is also a need to provide accessibility to local businesses and to support pedestrians and bicyclists. This conflict is not unique to the Locust Grove LCI Study Area, but is part of a national trend where local communities are seeking an appropriate balance between local multimodal accessibility and regional vehicular access.

Reducing the number of vehicles passing through the Study Area is not the goal of this study (because that may not be an achievable goal). Rather, this effort seeks to find ways to accommodate existing volumes while still transforming these roadways and corridors into safer routes for all users. An additional goal should be to grow this area with a more thoughtful approach to the type and mix of uses to mitigate travel demand at key times and places.

Bill Gardner Parkway is the largest roadway within the Study Area and is classified by the Georgia Department of Transportation (GDOT) as a Major Collector. This classification means this roadway is highly important for regional vehicular access. Traffic count data from GDOT indicates that Bill Gardner Parkway carries approximately 20,300 vehicles per day through the Study Area. This high volume causes the roadway to operate near its intended maximum capacity, which creates significant congestion during peak morning and afternoon traffic conditions. Bill Gardner Parkway has four through-lanes with a center two-way, left-turn lane within the Study Area. The large cross-section and high vehicular volumes make this roadway particularly difficult for pedestrians and cyclists to cross.



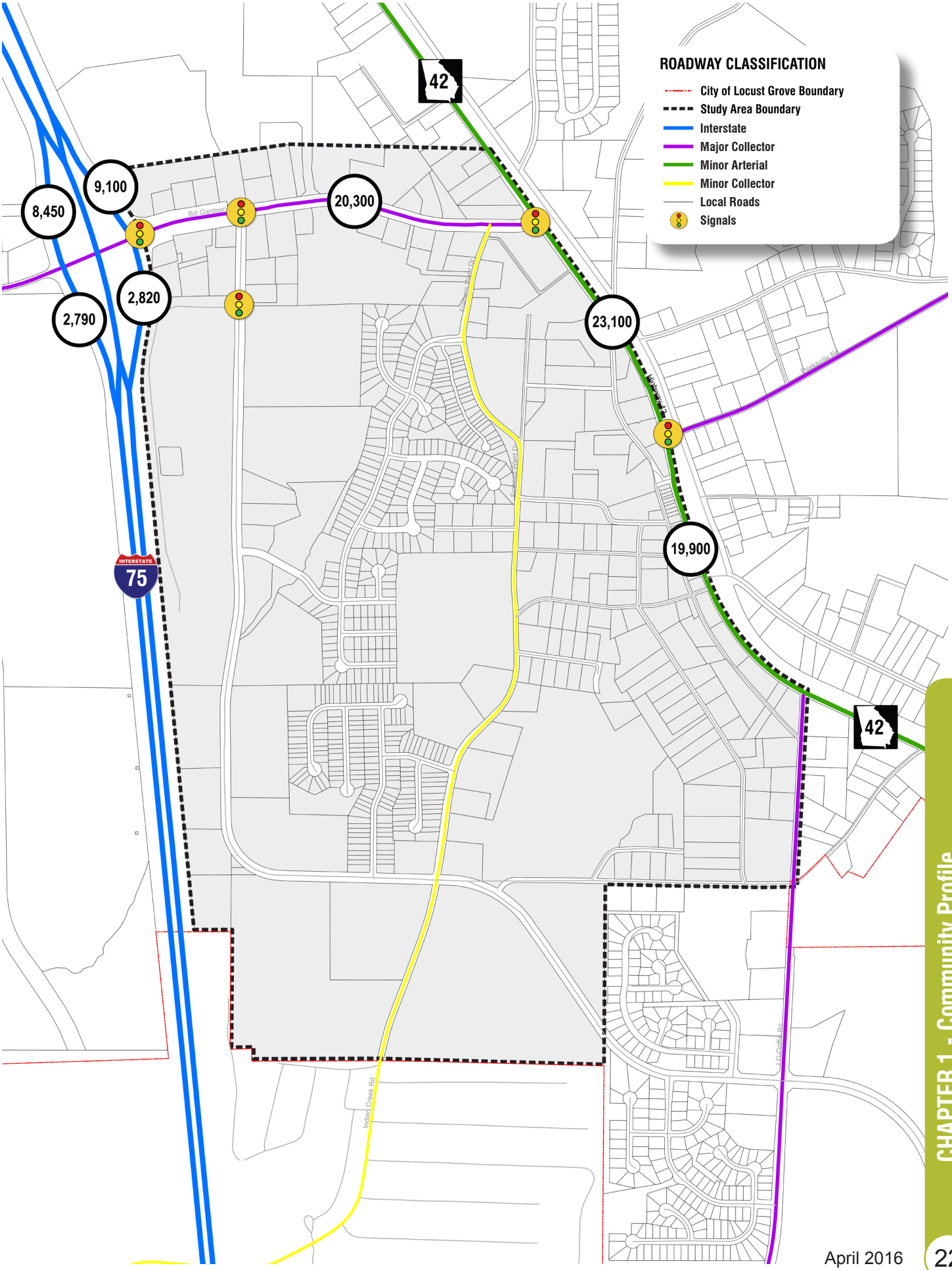
Vehicular Infrastructure

Highway 42 has the next highest functional classification within the Study Area, classified as a Minor Arterial. Highway 42 is important for regional north-south connectivity and currently carries approximately 19,900-23,100 vehicles per day between Bill Gardner Parkway and Peeksville Road. This roadway has two through-lanes with left- and right-turn lanes located at various locations through the Study Area. The corridor experiences significant congestion during the morning and evening rush hours.

Running parallel to Highway 42 along the eastern boundary of the Study Area is the Norfolk Southern Railway. With an average of one to two trains per hour, traffic patterns within the Study Area are impacted at three major intersections: Bowden Street to the north, Peeksville Road at the core, and Jackson Street to the south. In peak traffic volumes, these intersections remain severely congested, allowing only one to two cars to move through at a single time. Of the three intersections, Peeksville Road is the only intersection with a traffic light while Bowden and Jackson Street are served by stop signs.

Frances Ward Drive is classified by GDOT as a Minor Collector, carrying approximately 260 vehicles per day between Tanger Boulevard and Bill Gardner Parkway. Remaining roadways in the Study Area are all classified as local streets.

There are five signalized intersections within the Study Area: three along Bill Gardner Parkway, one along Highway 42, and one more along Tanger Boulevard. GDOT and Henry County have been working to maintain signal timing and coordination plans for these signals, which, if successful, will continue to provide congestion relief; however, longer-term projects that consolidate driveways and improve the surrounding street network could more significantly address existing congestion issues.


ROADWAY CLASSIFICATION
City of Locust Grove Boundary
Study Area Boundary
Interstate
Major Collector
Minor Arterial
Minor Collector
Local Roads
Signals
42
9,100
8,450
20,300
2,820
2,790
23,100
19,900
INTERSTATE
75
Bill Gardner
Peachtree Dr
Highway 42
Peebleville Rd
Indian Creek Rd
LeGrand Rd

Bike and Pedestrian Infrastructure

In general, pedestrian access throughout the Study Area does not currently meet the level of service desired by the community. Large roadways with high vehicular volumes and high speeds make conditions for walking undesirable.

Though sidewalks exist along Bill Gardner Parkway, the large number of commercial driveways without crosswalks increases the number of potential conflict points. Additionally, there is little or no landscaping buffer between the sidewalks and the edge of the roadway, which causes these sidewalks to feel unsafe.

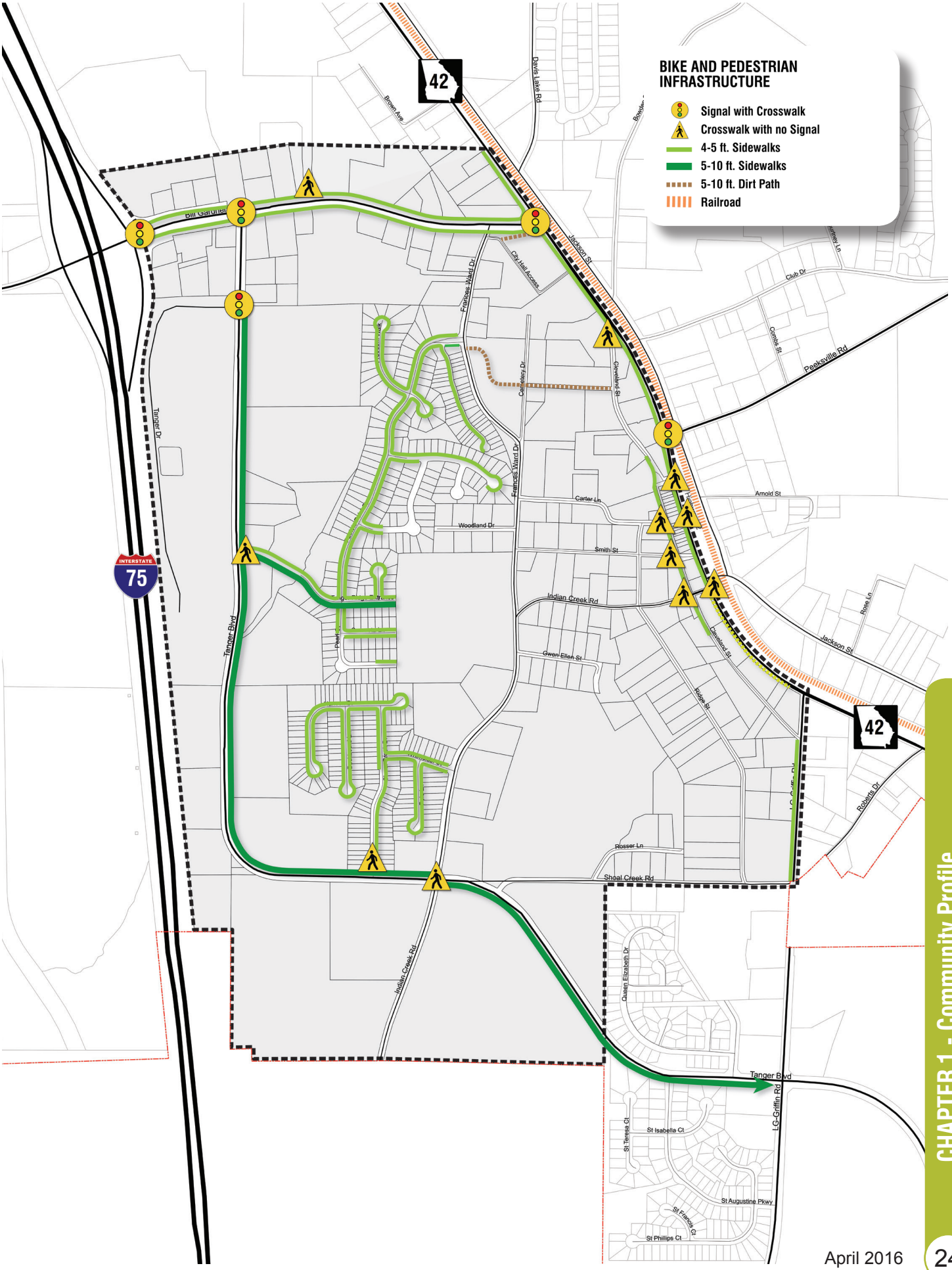
Sidewalks along Highway 42 are sparse and inconsistent, with the exception of the Historic Downtown corridor, where pedestrian circulation is supported by wider sidewalks and crosswalks. The best example of this connection can be found at the Highway 42 crosswalk that links overflow downtown parking and the train platform to downtown shops and restaurants.

Though many of the smaller local streets within residential communities like Carriage Gate and Patriots Point have sidewalks, they do not connect to other existing sidewalks. This gap in sidewalks make it difficult for pedestrians to travel outside of their neighborhoods, specifically along Frances Ward Drive, where no sidewalks exist.

Neighborhoods closer to the Historic Downtown Business District do not have sidewalks and share narrow (10 to 15 feet) roadways with vehicular traffic.

For pedestrians crossing roadways within the Study Area, the large roadway widths, high vehicular volumes, and high travel speeds create significant barriers. The only safe locations for pedestrians to cross are at signalized intersections or in the case of Highway 42, at clearly marked pedestrian crossings that do not occur at vehicular intersections. Although some of the intersections along Bill Gardner Parkway are striped with pedestrian crossings, the intersections are separated by distances over 1,000 feet.

In areas where walkability is an important goal, the design context of adjacent buildings and properties is also an important factor. Throughout the Study Area, most buildings are set back far from the roadway with limited pedestrian connections through the surface parking lots. This design is particularly true at developments such as the Ingles Grocery Store and along Tanger Boulevard between Bill Gardner Parkway and Tanger Drive. Within the Historic Downtown Business District, where the design context of adjacent buildings is appropriate, many of the sidewalks do not connect to surrounding neighborhoods and have limited options across Highway 42.


BIKE AND PEDESTRIAN INFRASTRUCTURE
Signal with Crosswalk
Crosswalk with no Signal
4-5 ft. Sidewalks
5-10 ft. Sidewalks
5-10 ft. Dirt Path
Railroad
42
INTERSTATE 75
Bill Gardner
Tanger Dr
Tanger Blvd
Brown Ave
Davis Lake Rd
Jackson St
City Hall Access
Frances Ward Dr
Cemetery Dr
Cleveland St
Peeksville Rd
Club Dr
Comms St
Carter Ln
Woodland Dr
Smith St
Arnold St
Indian Creek Rd
Gwen Ellen St
Rose Ln
Ridge St
Robbins Dr
Rosser Ln
Shoal Creek Rd
Queen Elizabeth Dr
St Teresa Ct
St Isabella Ct
St Augustine Pkwy
St Francis Ct
St Phillips Ct
LG-Griffin Rd

Crash Data

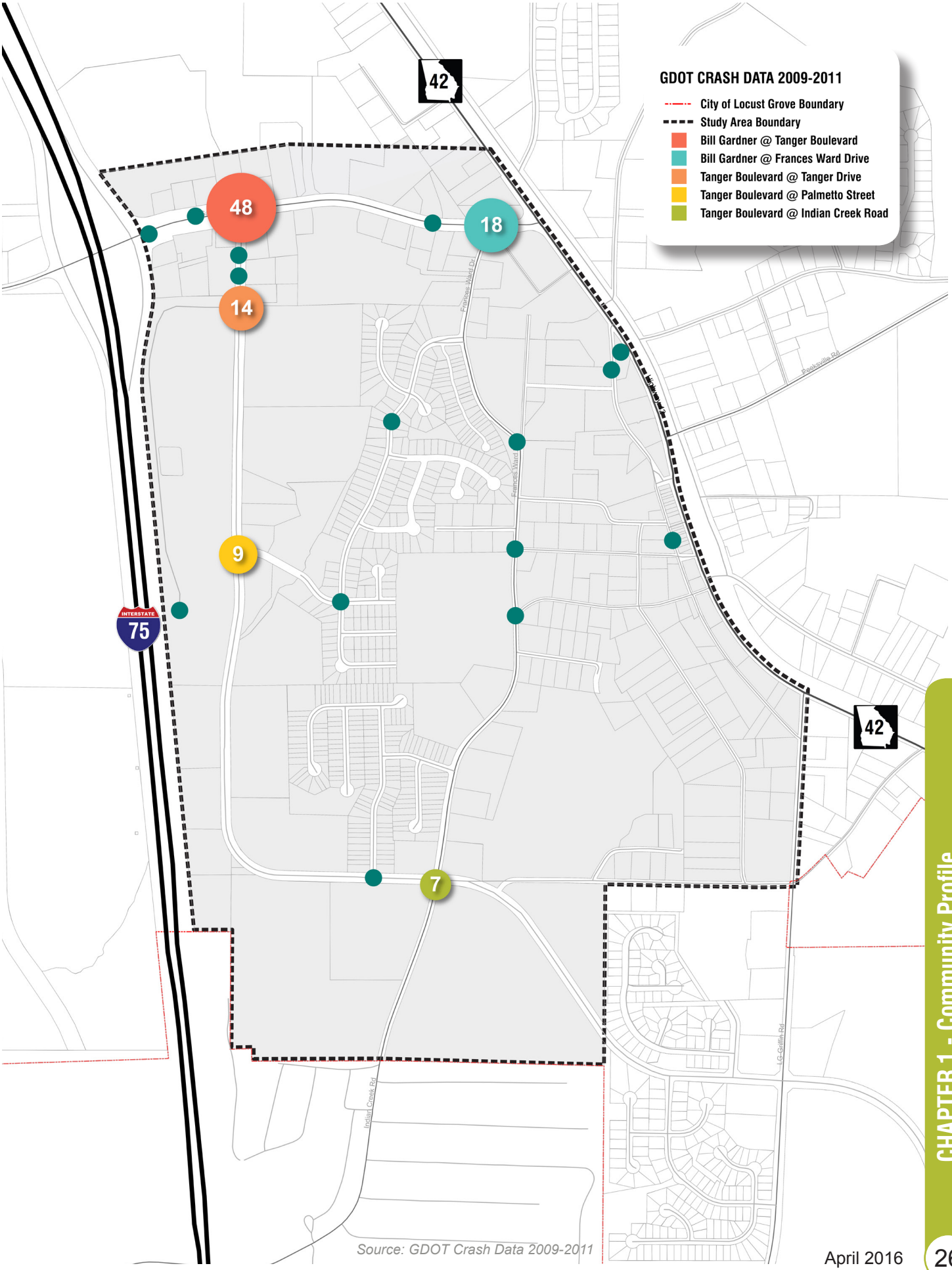
Crash data available from GDOT for the three-year period from January 1, 2009 to December 31, 2011 included 109 crashes throughout the Study Area. Based on available location information, the data is represented geographically on the next page. Crashes generally occurred along major roadways in the Study Area, with the largest number occurring along Bill Gardner Parkway and Tanger Boulevard.

The intersections of Bill Gardner Parkway and Tanger Boulevard represent 50% of the crashes over the three-year period, followed by Frances Ward Drive and Bill Gardner Parkway representing 19%. A close third occurs along Tanger Boulevard at the intersection of Tanger Drive with 15%, and the intersections of Palmetto Street and Indian Creek Road, both representing less than 10% of the total crashes. Fifteen other collisions occurred throughout the Study Area.

No fatalities were reported in the Study Area during the three-year period. Crashes that resulted in an injury included 18 reported crashes and 26 reported injuries. The data available inside the Study Area did not indicate any collisions that involved a bicyclist or pedestrian; however, one incident involved a bicyclist along Highway 42, just south of Indian Creek Road outside of the Study Area.

While the information available included location information, crash reporting may lend to discrepancies in the precise locations where an individual crash occurred. For example, an accident that occured at the unsignalized Walmart driveway fronting Bill Gardner Parkway could have actually occurred at a nearby unnamed driveway on either side of the intersection. Based on the high number of angled collisions (crashes involving a right- or left-turning vehicle), which are less common at traffic signals, it is quite likely that some crashes identified along Bill Gardner Parkway may have been recorded at the nearest named intersection but actually occurred at nearby unnamed driveways.

Access management is a concern in the Study Area, where many of the higher capacity roadways have closely spaced commercial driveways. Closely spaced driveways mean more conflict points and an increased risk of collisions for vehicles, cyclists, and pedestrians. As properties and corridors redevelop over time, the implementation of access management policies and intersection improvements should enhance safety within the Study Area.



Source: GDOT Crash Data 2009-2011

Connectivity

The illustration on the next page shows a comparison of all roadways within the Study Area compared to those that connect to other roads at each end.

These illustrations clearly show the lack of grid network in the Study Area, including the lack of east-west connectivity.

This lack of connectivity leads to congestion of the existing roadway network, particularly Bill Gardner Parkway. This environment also creates long distances for pedestrians and cyclists to move freely throughout the City. For instance, the block surrounding Patriots Point and Carriage Gate is approximately 2.3 miles around, making walking within the Study Area very inconvenient.

Complete Roadway Network





Roads That Connect at Two Ends

Previous Planning Efforts

Previous planned and programmed projects were reviewed for potential transportation impacts within the LCI Study Area. These studies include a recent Interchange Feasibility Study, the Henry County Comprehensive Transportation Plan, a Henry County Western Connector Study, and the Regional Transportation Plan. The highlights of each plan are summarized on the following pages.

Three of the most regionally significant projects planned for the corridors surrounding the LCI Study Area include the Interstate 75 Managed Lanes; Highway 42 Road Widening; and reconstruction of the Southbound I-75 Exit Ramp projects.



Henry County Western Connector Study

In July 2010, Henry County adopted the Hudson Bridge-Jonesboro Roads Connector Activity Center LCI Study. Months of input from residents, businesses, land owners, and Henry County officials established a collaborative vision for the area that strives to create a place of lasting economic, social, and environmental value for the community. The study focused on land use, transportation, environmental features, market development, and public facilities. From this study, a list of recommended transportation projects was created, the focus of which was the I-75 Western Parallel Connector, otherwise known as the Hudson Bridge Road-Jonesboro Road Western Connector.

The Western Parallel Connector, is located along the western side of Interstate 75, traveling through Henry County and the city limits of Stockbridge. The length of the corridor is a total distance of approximately 3.25 miles, extending from Hudson Bridge Road, south to Jonesboro Road. By aligning these two heavily-traveled roads, Henry County hopes to create more thoroughfares for local traffic and relieve congestion across the County.



Henry County Comprehensive Transportation Plan

In 2007, Henry County completed its first Joint Comprehensive Transportation Plan (CTP) for the county and the municipalities of Locust Grove, Hampton, McDonough, and Stockbridge. This plan created a set of policies that address land development, growth, and infrastructure issues throughout the county and cities.

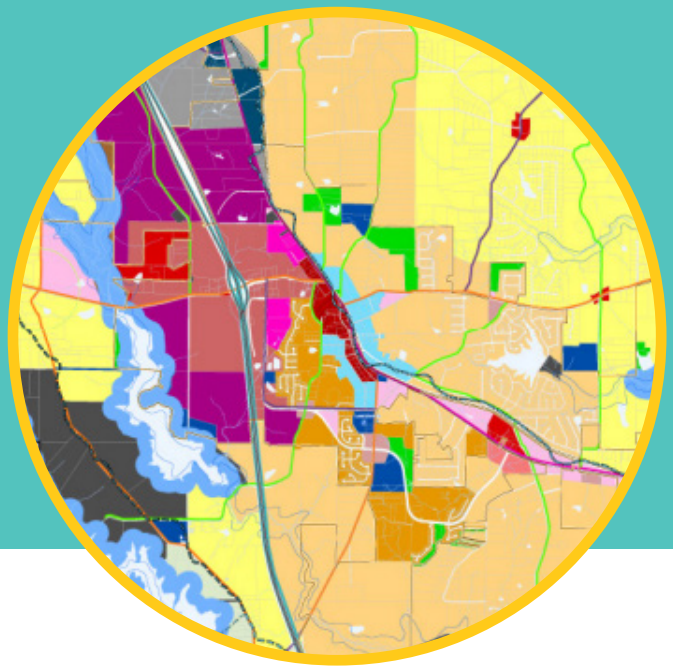


Vision Statement

"Henry County and its Cities will create a sense of community by working together in a way that respects the role and place for both rural and urban development. The County and Cities will link their land uses with a safe, efficient, balanced, and environmentally friendly transportation system that meets the public's needs, fosters strong economic opportunities, and helps create a high quality of life for future generations."

2030 Henry County Comprehensive Plan

The 2030 Henry County Comprehensive Plan was a collaborative effort among the cities of Locust Grove, Hampton, McDonough, and Stockbridge to create more vibrant and livable communities. A Community Vision, Future Land Use Map, Issues and Opportunities, Short-Term Work Programs, and Implementation Program were created and adopted by the Henry County Board of Commissioners on March 17, 2009.



Major Goals

- Enhance mobility for people and goods in Henry County and its cities
- Enhance accessibility for people and goods in Henry County and its cities
- Reinforce growth patterns that meet the County and cities' visions
- Protect and enhance the County's and cities' environment
- Ensure coordination among the planning and development activities of the County, its cities, the School District, the Water and Sewer Authority, and other organizations

2015 Interchange Feasibility Study

The I-75 Interchange Feasibility Study was conducted by Kimley-Horn. The study analyzed three heavily trafficked interstate exits along the 6.2 miles of I-75 that fall within Henry County to identify and propose an additional interchange to help alleviate congestion associated with the existing and proposed industrial developments concentrated around Exit 216. The three exits analyzed within this study include; GA 20 at I-75 (Exit 218), GA 155 at I-75 (Exit 216), and Bill Gardner Parkway at I-75 (Exit 212).

After analyzing the spacing and environmental restrictions of the future interchange, four different alternatives were developed. Each alternative was evaluated against a set of qualitative and quantitative measures of effectiveness (MOEs) that focused on six key elements: operations, driver expectations, accessibility, impacts to natural features, built environment impacts, and cost of construction.

Of all the alternatives presented, Alternatives A and B were identified as being most likely to move forward based on their ability to reduce truck traffic at Exit 216, driver expectancy, and low cost of construction. Alternative C and D were identified as being least likely to succeed based on limited reduction in truck traffic, potential natural and built environment impacts, untraditional configuration, and increased cost. The images below illustrate the various alternatives.





City of Locust Grove Short-Term Work Program

As part of the Henry County Joint Comprehensive Transportation Plan, the City of Locust Grove prepared and submitted the 2011 update to the Short-Term Work Program and Capital Improvement Element (CIE) to ARC for regional and state review.

This update was an amendment to the original plan and was developed in accordance with the guidance in the Minimum Standards under the Georgia Planning Act and the Rules and Regulations by the Georgia Department of Community Affairs (DCA).

This Short-Term Work Program and CIE constitute a major step in preserving the health, safety, well-being, and economic vitality of the community consistent with public purposes and powers. Various project categories include Water/Sewer; Parks and Recreation; Transportation; General Facilities; Natural and Historic Resources; Economic Development; Land Use; and Intergovernmental Coordination.

Many of the projects listed within these categories are scheduled for completion in 2016. The most expensive fall within the Transportation category.

Major Projects

- Girls' Softball Complex outside LCI Study Area
- Strong Rock Parkway Phases II and III outside Study Area
- Additional Left-turn Lane and Reconfiguration on Highway 42 onto Bill Gardner Parkway
- Intersection Improvements at Indian Creek Road and Tanger Boulevard

Our Community

Population Growth

As part of the LCI Study, a review of area demographics and development trends were completed to gain an understanding of local market strengths and challenges.

- The current population of the LCI Study Area is approximately 1,380, which represents an increase of 156% since 2000.
- The LCI Study Area's population grew by 14% between 2010 and 2015.
- Over the next five years, it is projected that the LCI Study Area population will increase by another 11%.
- The rate of growth in the LCI Study Area has been and is projected to continue to be higher than the growth of the City of Locust Grove, Henry County, and the Atlanta Metropolitan Statistical Area (MSA).
- The rate of growth in the LCI Study Area for the last five years and the next five years is between three and four times the national average.

Population Growth witin the LCI Study Area

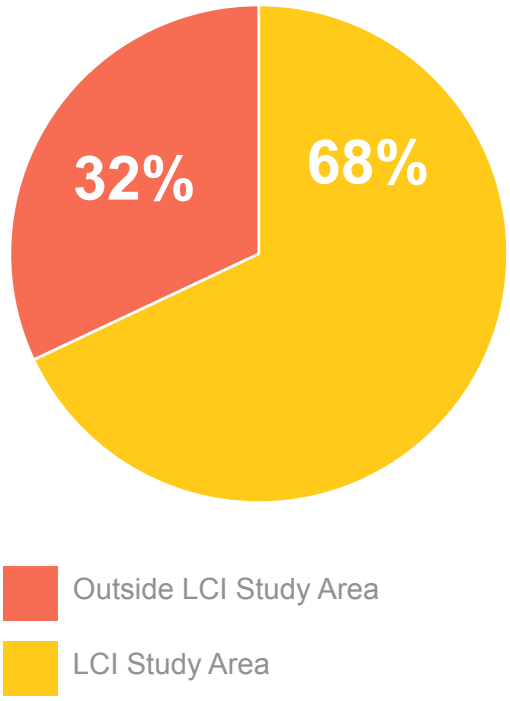


The Atlanta-Sandy Springs-Marietta MSA is made up of 28-counties: Barrow, Bartow, Butts, Carroll, Cherokee, Clayton, Cobb, Coweta, Dawson, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Haralson, Heard, Henry, Jasper, Lamar, Meriwether, Newton, Paulding, Pickens, Pike, Rockdale, Spalding, and Walton.

Employment

- The LCI Study Area has an employee base of approximately 1,450.
- The LCI Study Area's share of Henry County (3%) and Atlanta MSA (0.06%) employment is very small.
- Because of the LCI Study Area's commercial character, the daytime population is slightly higher than the residential base.
- The LCI Study Area's share of county and metro employment is slightly higher than its share of population.
- The LCI Study Area's employment comprises about 70% of the City of Locust Grove's job base.
- In terms of sector employment, the LCI Study Area's largest industry sectors are Retail Trade - Highway (42%), Accommodations and Food Services (14%), and Wholesale Trade (13%).
- Retail Trade and Accommodations and Food Services job are generally lower-paying, lower-skill jobs, while Wholesale Trade jobs are often higher-paying, higher-skill jobs.

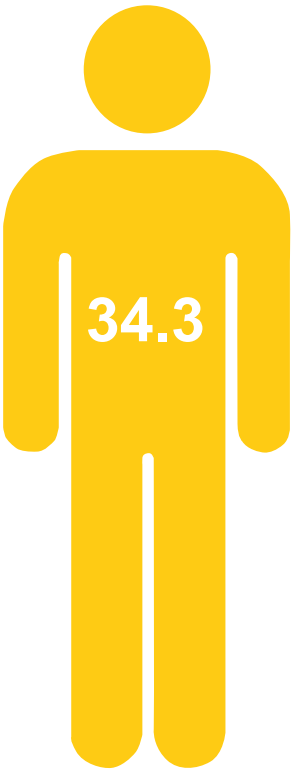
Employment Percentage of Locust Grove within the LCI Study Area



Age Distribution

- The average age in the LCI Study Area is 34.3, which is younger than any of the comparison areas. The City of Locust Grove's average age is 35.0, Henry County's average age is 36.4, and the Atlanta MSA's average is 36.6.
- Approximately 29% of the LCI Study Area's residents are under 18 years of age, which is higher than any of the comparison areas. The City of Locust Grove's under 18 population is 28%, Henry County's is 26%, and the Atlanta MSA's is 25%.
- There is a small proportion of retirement age and elderly people in the LCI Study Area, with 8% of residents aged 65 or older. This is smaller than the percentages found in the comparison areas. The City of Locust Grove is 9%, Henry County's 10%, and the Atlanta MSA's 11%.

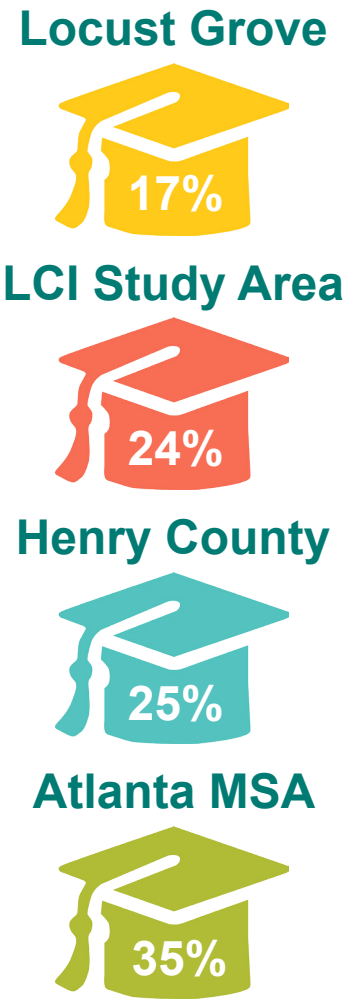
2015 Average Age in LCI Study Area



Educational Attainment

- The LCI Study Area's population with less than a high school education is 10% is on par with Henry County's at 11%, which is less than the City of Locust Grove's at 16% and the Atlanta MSA's at 12%.
- The LCI Study Area's population with college degrees is 24%, which is higher than the City of Locust Grove's at 17%, on par with Henry County's at 25%, and lower than the Atlanta MSA's at 35%.

2015 Percentage of College Graduates

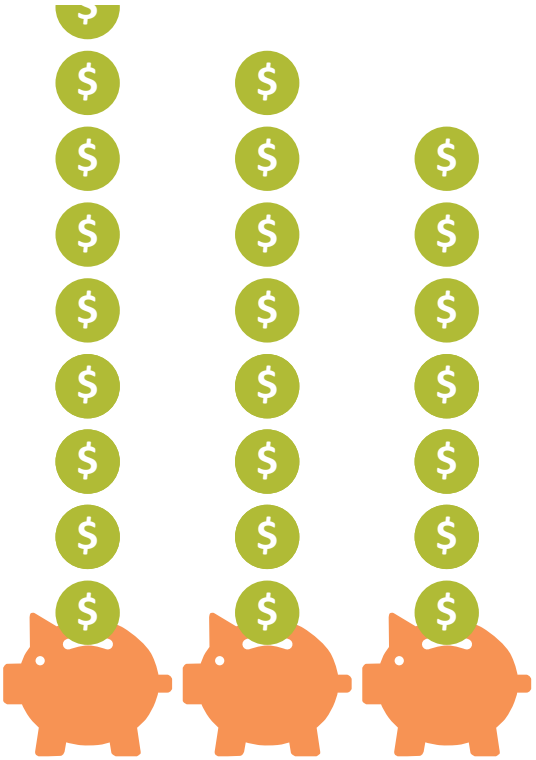


The Atlanta-Sandy Springs-Marietta Metropolitan Statistical Area (MSA) is made up of 28-counties: Barrow, Bartow, Butts, Carroll, Cherokee, Clayton, Cobb, Coweta, Dawson, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Haralson, Heard, Henry, Jasper, Lamar, Meriwether, Newton, Paulding, Pickens, Pike, Rockdale, Spalding, and Walton.

Income Levels

- The average annual household income in the LCI Study Area is approximately $75,800.
- The LCI Study Area's average household income is higher than Henry County at $68,100, the City of Locust Grove at $71,400, and almost on par with Atlanta MSA's at $76,900.
- Approximately 18% of the LCI Study Area's households earn less than $25,000 annually. This is lower than the percentages for the comparison geographies: City of Locust Grove's at 19%, Henry County at 20%, and Atlanta MSA's at 22%.
- Approximately 23% of the LCI Study Area's households earn more than $100,000 annually. This compares to 22% in the City of Locust Grove, 19% in Henry County, and 24% in the Atlanta MSA.

2015 Average Household Income



$75,797 LCI Study Area

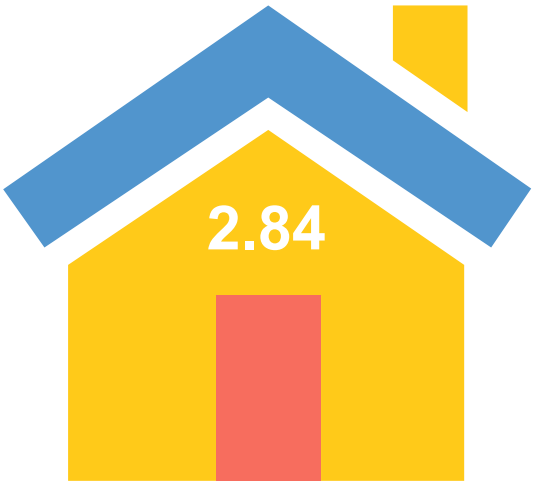
$71,458 Locust Grove

$68,118 Henry County

Households

- The average household size of the LCI Study Area is 2.84, which is smaller than the City of Locust Grove at 3.04, on par with Henry County at 2.90, and bigger than Atlanta MSA's at 2.67.
- Single-person households in the LCI Study Area is at 18% which is slightly higher than the rate for the City of Locust Grove at 16%, on par with Henry County at 19%, and lower than Atlanta MSA's at 26%.
- Renters within the LCI Study Area is at 25%, which is higher than the proportion found in City of Locust Grove at 19% and Henry County at 23%, but lower than Atlanta MSA's 34%.
- Almost 70% of the LCI Study Area's housing stock has been built since 2000. This is higher than the City of Locust Grove at 49% and Henry County at 48%, and substantially higher than Atlanta MSA's at 33%.

2015 Average Household Size




LGI
CITY HALL



Vision + Framework 2

Community Engagement

Opportunity Map

Land Use Framework

Transportation Framework

Community Engagement

A community vision for the Locust Grove Town Center area was developed through a series of interviews and public workshops in the fall of 2015. Community engagement for the Locust Grove Town Center LCI encouraged aspirational planning but also promoted an understanding of short-term limitations. In doing so, three basic questions were asked:

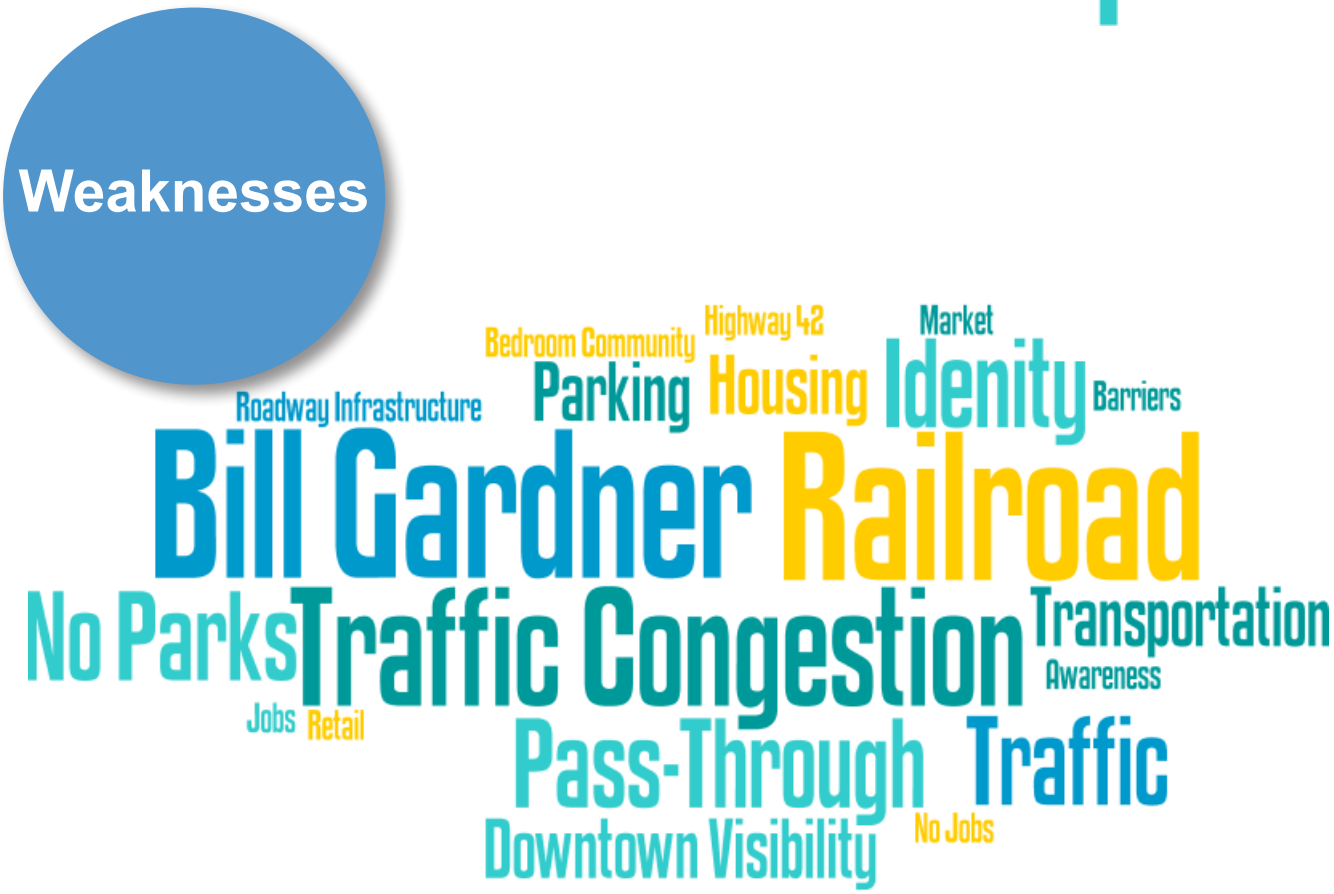
- What makes Locust Grove Town Center today?
- What does Locust Grove Town Center want to be in the future?
- What steps will be required for Locust Grove Town Center to be successful?

As part of the initial outreach efforts, the planning team asked Core Team Members and the community to describe the strengths and weaknesses of Locust Grove. The images on the next page are composed of words that were most used to describe the community today.

Key interest groups targeted and invited to participate in outreach activities include:

Elected officials
City staff
Area residents
Local business owners
Major employers
Neighborhood advocates
Main Street representatives
Community Development representatives
Public Safety Representatives
Public Works Representatives
Atlanta Regional Commission
Downtown Development Authority Representatives


Strengths
Downtown
Historic
Location
Pro-Business
Hometown Feel
Quality of Life
Investment
Cooperation
Capitalizing I-75
Tanger Outlet
Retail
Community
Accessibility
City Coucil
Administration
Unity
Reasonable Property Values
Proximity
Developable


Weaknesses
Bedroom Community
Highway 42
Market
Parking
Housing
Idenity
Barriers
Roadway Infrastructure
Bill Gardner
Railroad
No Parks
Traffic Congestion
Transportation
Awareness
Jobs
Retail
Pass-Through
Traffic
Downtown Visibility
No Jobs

Process

Through the interviews and a series of input exercises, city staff, community leaders, local business owners, property owners, and residents helped identify the area's major strengths and weaknesses, which helped clarify the community's vision to:

- **Enhance east-west connectivity between Tanger Outlet Center and Historic Downtown**
- **Develop multimodal access through the Study Area**
- **Encourage economic development**
- **Create a stronger sense of place**
- **Brand the area through the development of wayfinding and signage**

Strengths

- Strong community
- Quaint Historic Downtown
- Safe Downtown
- Regional accessibility
- Recent Community Development efforts
- The Locust Grove Main Street Program
- Train Watching Platform
- Increased tourism
- Attraction of young families
- Warren Holder Park
- Great location
- Good visibility from I-75
- Future development opportunities

Weaknesses

- Traffic congestion
- Bill Gardner aesthetics and safety
- Increase in rail traffic
- Railroad tracks dissect the city
- Peeksville Intersection
- Bowden Intersection
- Frances Ward @ Bill Gardner intersection
- Ingles and Walmart access points off Bill Gardner
- Downtown retail
- Local and regional awareness of Downtown
- Wayfinding and identity
- Housing opportunities, specifically near Downtown
- Parking in Downtown
- Pedestrian accessibility of Downtown
- Zoning restrictions
- Public recreation, parks, and open space
- Local connections to Downtown

Investment Opportunities

As part of the planning process, 18 Core Team members-including the Mayor, City staff, DDA Board Members, Main Street Program and Locust Grove Heritage Society representatives-utilized the list of identified strengths and weaknesses to develop a priority list to categorize potential investment opportunities for the City of Locust Grove. These priorities are outlined to the right.

This list was later used during a prioritization exercise at a public workshop to distinguish the five investment opportunities that the community considered to be the highest priority for enhancing the City of Locust Grove. These priorities are listed on page 47.

HOUSING
Add a wider range of housing options

RETAIL/DINING
Bolster downtown with additional retail and dining options

TRAFFIC IMPROVEMENTS
Improve traffic movement at the Interchange, along Bill Gardner and Main Street

EAST-WEST CONNECTIVITY
Add new east-west streets to increase connectivity within the Study Area

HISTORIC PRESERVATION
Enhance historic preservation efforts in and around downtown

PUBLIC PARKS AND OPEN SPACE
Provide more parks, trails, and open space

PEDESTRIAN AND BICYCLE AMENITIES
Enhance the ability to walk and bike in and around the Study Area

BILL GARDNER PARKWAY IMPROVEMENTS
Improve safety and aesthetics

PARKING
Provide additional parking downtown

WAYFINDING AND SIGNAGE
Develop wayfinding signage of Locust Grove and the downtown area

Priorities

In conversations and prioritization exercises with community leaders and stakeholders, five themes were consistently ranked highest: Retail/Dining, Traffic Improvements, Public Parks and Open Space, East-West Connectivity, and Wayfinding and Signage.

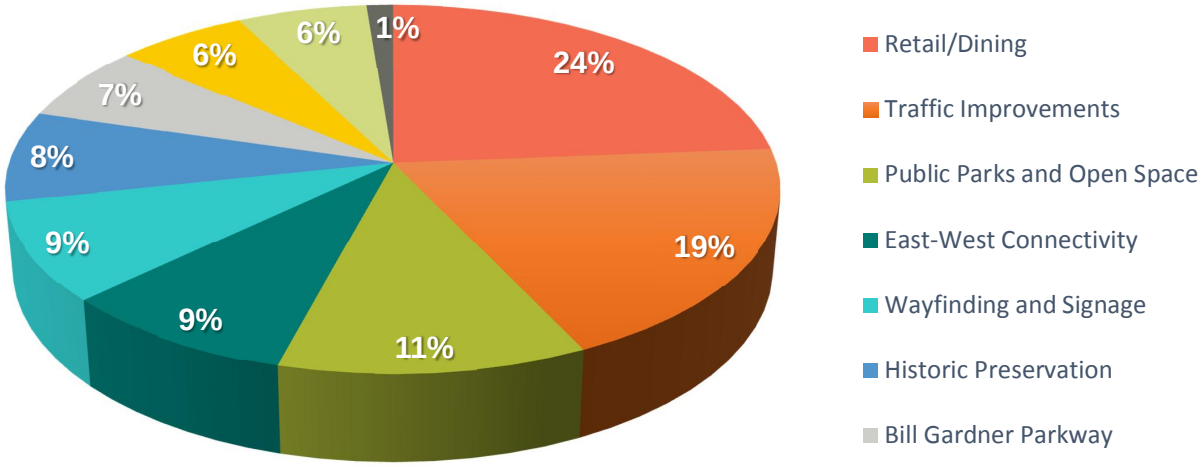
The “funding allocation” referred to in the chart to the right and on page 48 represents a prioritization exercise conducted with area stakeholders in September 2015.

Top Priorities

1. *Retail/Dining*
2. *Traffic Improvements*
3. *Public Parks and Open Space*
4. *East-West Connectivity*
5. *Wayfinding and Signage*

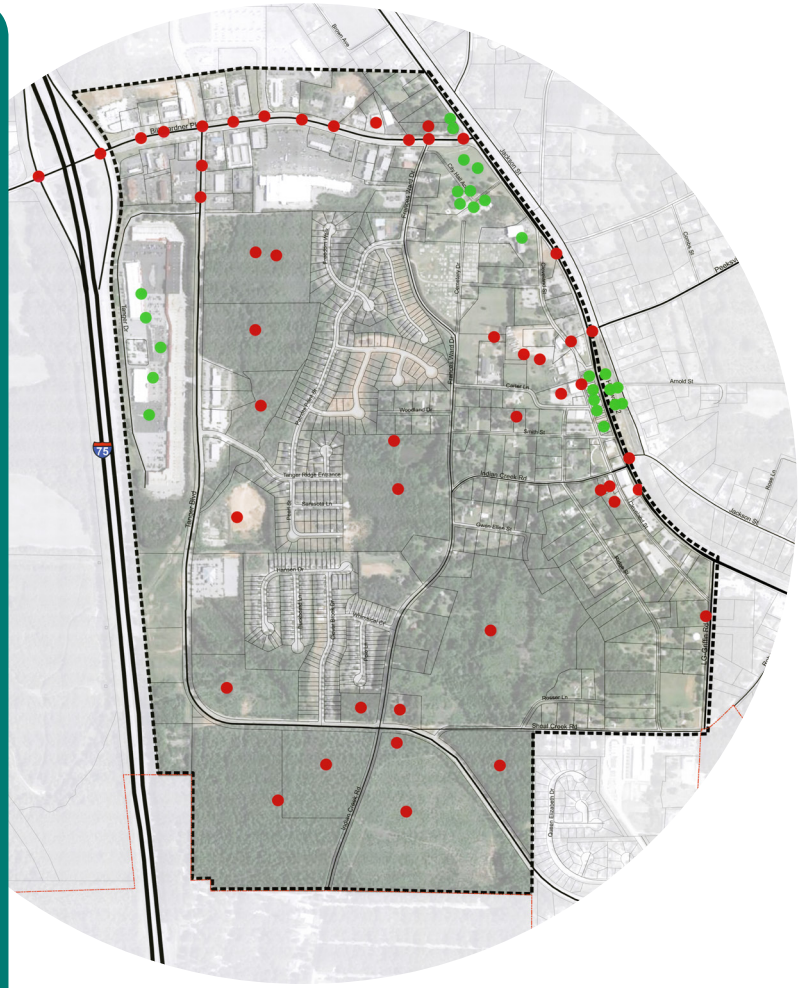
Out of the top five priorities, Traffic Improvements was listed as a priority for 75% of the participants, however, it represented 5% less “funding allocation” than Retail/Dining.

Overall, these two priorities, along with Public Parks and Open Space, East-West Connectivity, and Wayfinding and Signage, represent 72% of the total “funding” available for this exercise.



Dot Mapping Exercise

As part of the public engagement effort, area leaders, residents, business owners, and property owners were also asked to identify major opportunity areas for new development/redevelopment and priority preservation areas. In the map to the right, green dots note areas the community wished to preserve while red dots identified areas they wanted to see change. Priority areas to preserve included Tanger Outlet Center, Locust Grove Municipal Complex, and the core of Downtown. Priority areas to change included Bill Gardner Parkway and various vacant parcels throughout the Study Area.



Opportunity Map

Based on public input and the planning team's assessment of the Study Area, the opportunity map to the right was developed.

The opportunity map defines those areas (in red) that are prioritized for preservation and/or unlikely to change. The areas not shaded in red are preferred and/or available for development, redevelopment, or other forms of investment in accordance with the concepts and plans presented throughout this document.

Priority areas to preserve include Tanger Outlet Center, the Locust Grove Municipal Complex, and the core of the Downtown Historic Business District between Highway 42 and Cleveland Street from Smith Street to Main Street.

Priority development and redevelopment areas include Bill Gardner Parkway; various industrial and vacant sites in the Downtown Historic District, particularly along Cleveland Street; the old Oxidation pond along Tanger Boulevard; the vacant parcel across from the Tanger Outlet Center; and several significant undeveloped tracts of land in the south portion of the Study Area along Tanger Boulevard and Frances Ward Drive.

Key properties that were identified as primary development/ redevelopment opportunities:

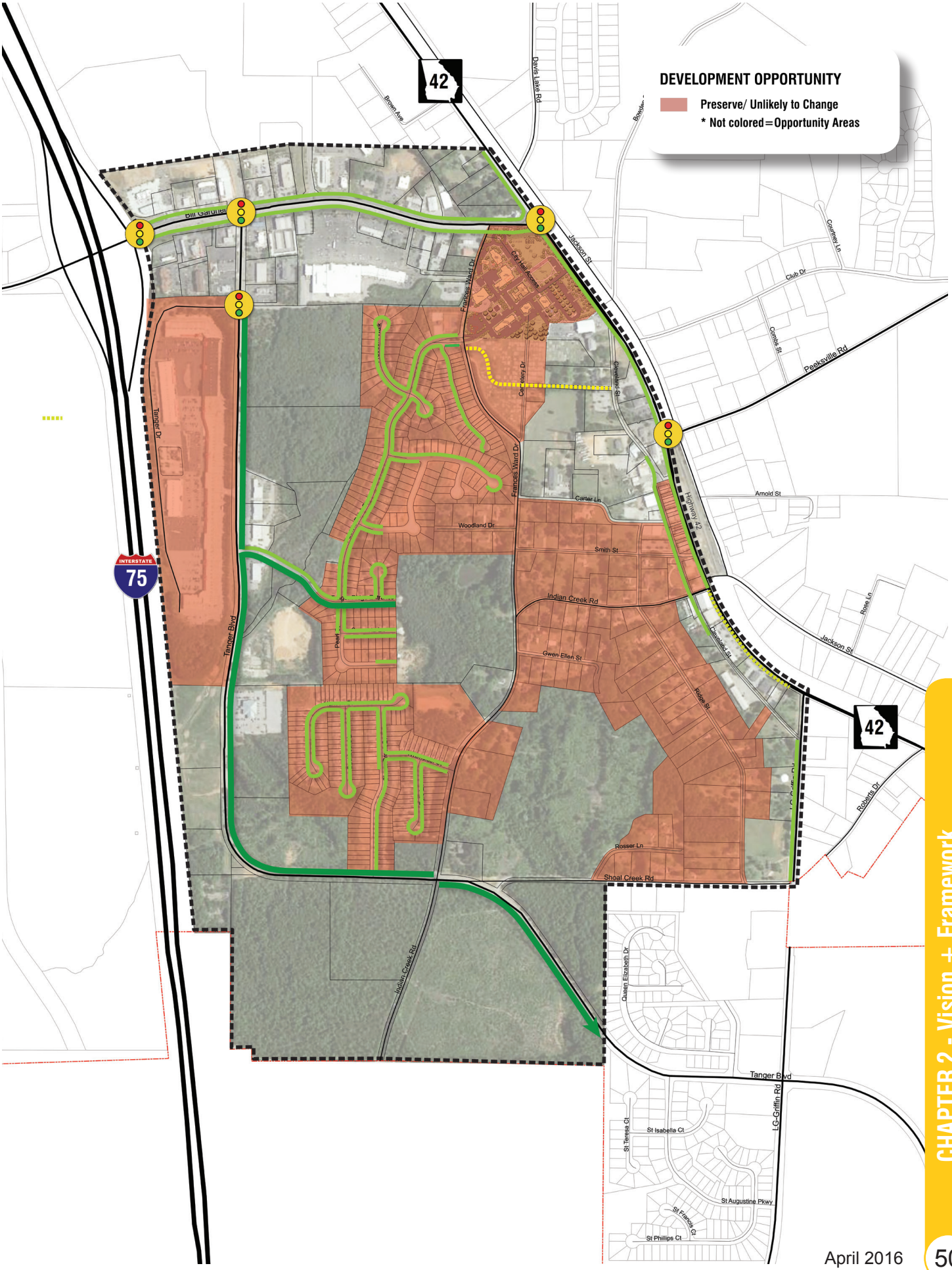
Oxidation pond

Out-parcels along Bill Gardner Parkway

Warren Holder industrial sites

Vacant parcels

Undeveloped parcels adjacent to Tanger Outlet Center


DEVELOPMENT OPPORTUNITY
Preserve/ Unlikely to Change
* Not colored = Opportunity Areas
42
Davis Lake Rd
Brown Ave
Bill Gardner
Jackson St
Frances Ward Dr
Chr Hall Access
Courtney Ln
Club Dr
Combs St
Peeksville Rd
Tanger Dr
Cemetery Dr
Cleveland St
Carter Ln
Woodland Dr
Smith St
Indian Creek Rd
Highway 42
Arnold St
Rose Ln
INTERSTATE
75
Tanger Blvd
Pearl St
Gwen Ellen St
Ridge St
Robbins Dr
Rosser Ln
Shoal Creek Rd
Indian Creek Rd
Queen Elizabeth Dr
Tanger Blvd
LG Griffin Rd
St Teresa Ct
St Isabella Ct
St Augustine Pkwy
St Francis Ct
St Phillips Ct

Land Use Framework

The Land Use Framework Plan provides an overall vision for future development and investment within the Locust Grove Town Center.

In September 2015, public input was gathered through a series of interactive planning exercises. The public was asked to select and place their preferred development types using a collection of development characteristic images. An example exercise is shown at the bottom of this page.

Area residents recognized that the types of preferred investment in and around the Historic Downtown is different from what is preferred and appropriate along Bill Gardner Parkway and across from Tanger Outlet Center. Opinions for the types of uses desired in the southern portion of the Study Area were varied. However, due to surrounding residential development, there was a clearly defined preference for residentially acceptable land use. Based on community input, a market study, and the experience of the planning team and city leaders, an overall land use framework was defined to divide the Study Area into three distinct character areas.

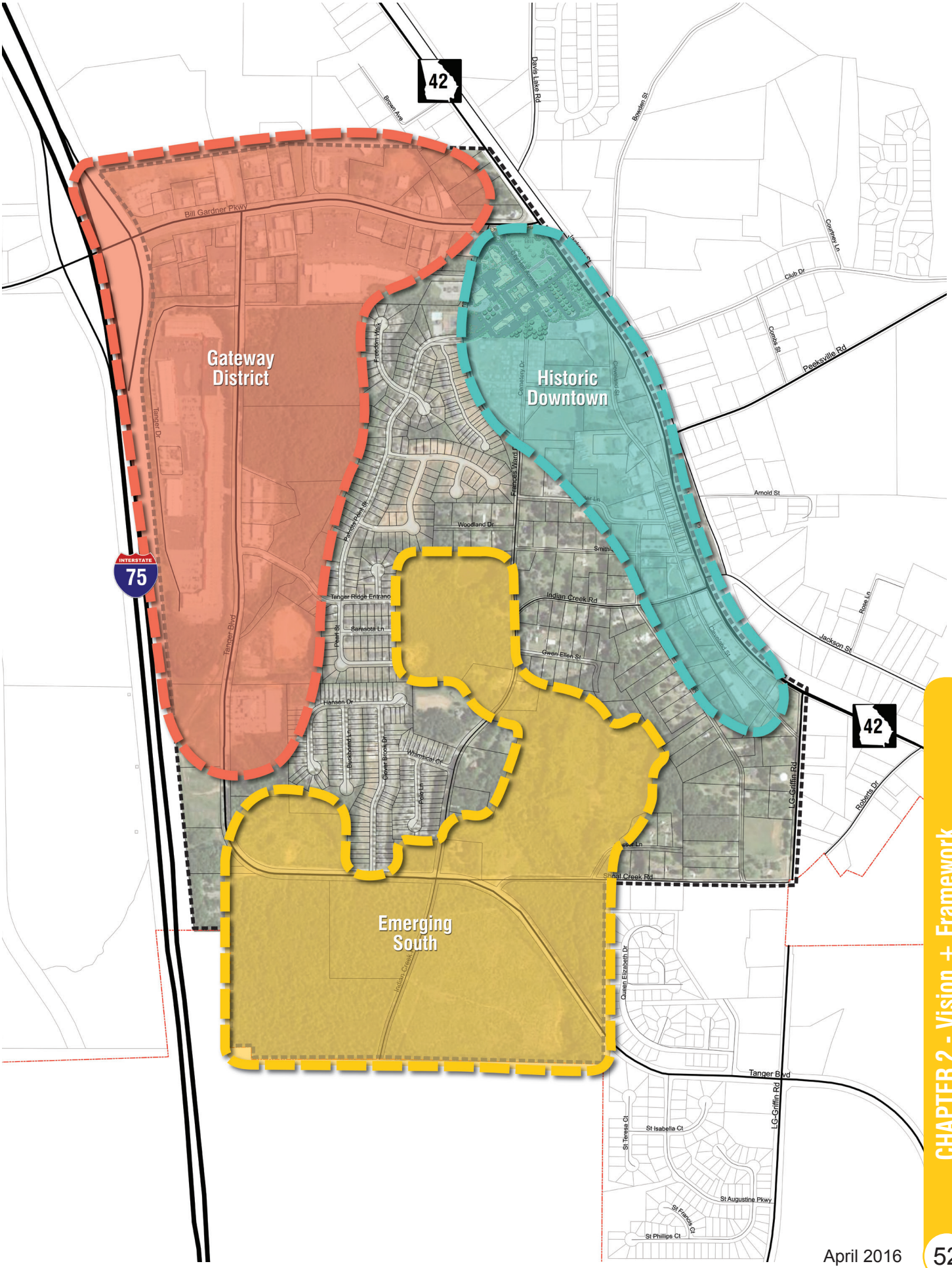
The Gateway District includes Tanger Outlet Center, the commercial corridor along Bill Gardner Parkway, and development along Tanger Boulevard to the Locust Grove Georgia DDS and DMV Office. The Gateway District is envisioned to grow and develop as a regional destination with a mix of uses where area residents and visitors can shop, dine, work, and live.

The Historic Downtown District follows Highway 42 from Bill Gardner Parkway to Martin Luther King, Jr. Boulevard. It is intended to preserve and grow the Downtown area's historic, walkable character with additional residences, retail, restaurants, and small-scale local offices. Maintaining downtown's vibrancy and architectural character are of the utmost importance.

The Emerging South District contains a number of large, future development parcels and should be targeted for additional residential development that provides a greater range of housing options, including senior-oriented housing and quality single-family and multi-family development.

While the Land Use Framework Plan provides the overall structure for future development and investment, each district and its respective recommendations are provided in greater detail in Chapter 3.




Gateway District
Historic Downtown
Emerging South
42
INTERSTATE 75
Bill Gardner Pkwy
Tanger Dr
Tanger Blvd
Brown Ave
Davis Lake Rd
Bowden St
Courtney Ln
Club Dr
Comets St
Peeksville Rd
Arnold St
Rose Ln
Jackson St
Freedom Walk
Cemetery Dr
Cleveland St
Frances Ward Dr
Pendel Pines Dr
Woodland Dr
Smith
Indian Creek Rd
Tanger Ridge Entrance
Sarasota Ln
Pearl St
Gwen Ellen St
Hansen Dr
Buckboard Ln
Clover Brook Dr
Whimsical Ct
Pole Ln
LG Griffin Rd
Robbins Dr
Shoal Creek Rd
Jordan Creek
Queen Elizabeth Dr
St Teresa Ct
St Isabella Ct
St Augustine Pkwy
St Francis Ct
St Phillips Ct

Transportation Framework

The main goals and vision of the Transportation Framework Plan are to:

- Improve East-West connectivity
- Reduce congestion at key intersections and improve the experience of Bill Gardner Parkway
- Provide new connections to enhance safety and facilitate local connectivity
- Enhance pedestrian/bicycle access and connectivity among Tanger, neighborhood areas, and the Historic Downtown

The various project types necessary to foster and implement the vision for the Locust Grove Town Center are outlined here. Additional details for each transportation improvement project can be found in further detail in Chapter 3.

New Roadway Connections

New Roadway Connection projects identify key/major gaps in the roadway network and look to realign, link, or extend the existing grid to a more fully formed system.

Intersection Improvements

Intersection Improvement projects pinpoint existing intersections throughout the Study Area that are functioning below standard and proposes to upgrade them with a variety of improvements that help ease traffic flow and stabilize the efficiency of traffic movement.

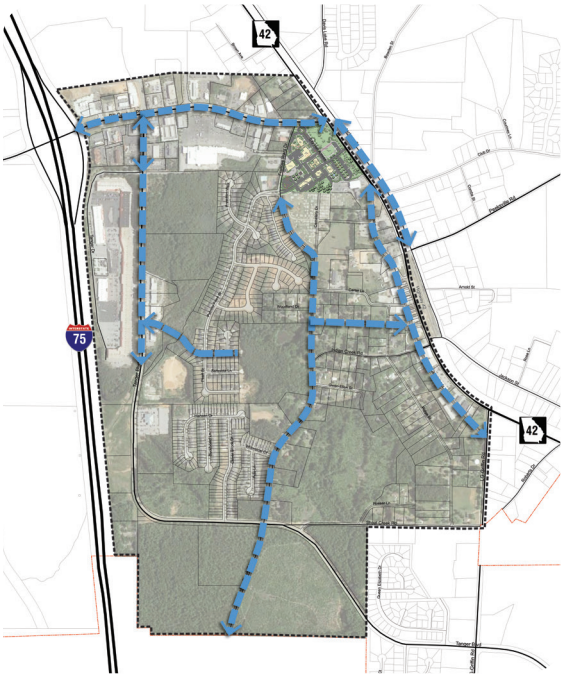
Corridor Enhancements

Corridor Enhancements include a variety of improvements and additions to existing infrastructure. Many of the projects identified as a Corridor Enhancement focus primarily on improving the roadway serviceability and adding or enhancing pedestrian access and facilities to an otherwise lacking corridor.

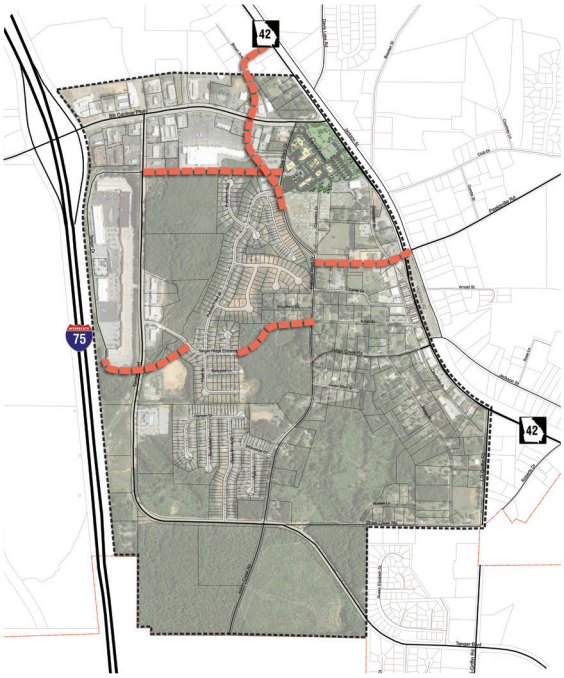
Pedestrian and Multi-Use Paths

Pedestrian and Multi-Use Path projects create new off-road passages for pedestrians and cyclists to move through the Study Area. The project identified in the image to the right creates a pathway through an otherwise undevelopable area and creates an off-road linear park, linking pedestrians to existing and future development areas.

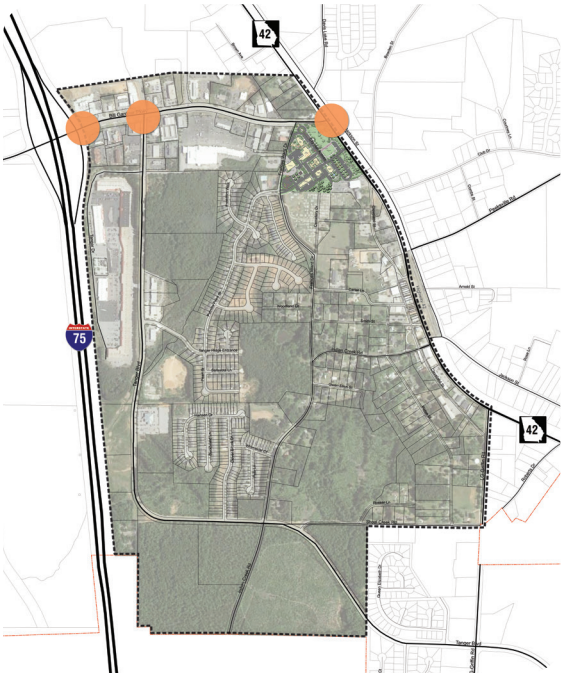
Corridor Enhancements



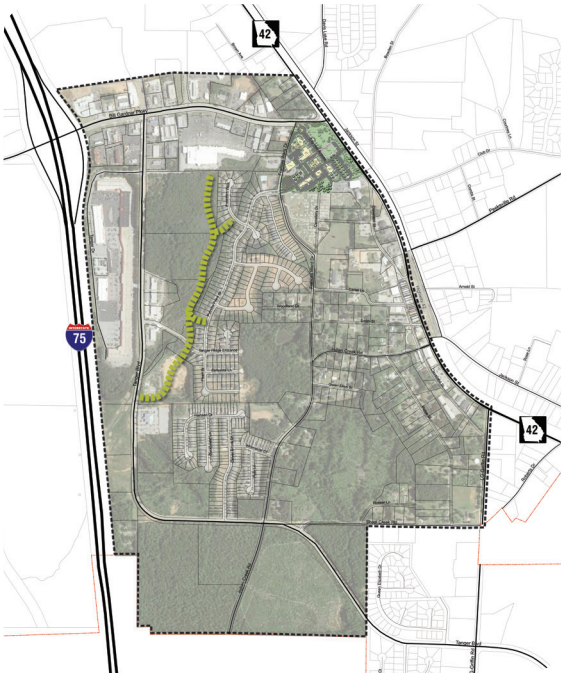
New Roadway Connections



Intersection Improvements



Pedestrian and Multi-Use Paths




Locust Grove

Recommendations 3



Overview

Land Use

Parks + Open Space

Transportation

Wayfinding + Signage

Overview

Over the past four decades, Henry County has been transformed from a mostly rural community into a suburb of metro Atlanta. In general, growth has moved south along Interstate 75 through the county. While much of Henry County is now heavily developed, the City of Locust Grove is at the southern most edge of the County and nearing the end of consumer habits and patterns consistent with the greater metropolitan Atlanta market.

In 2015, residents living in the Study Area made almost $23.1 million in retail purchases, but retail sales in the Study Area were almost $128.8 million. This represents more than $100 million of revenue coming into the Study Area from outside its borders and indicates that this area is a regional destination for retail. This designation is not surprising as the Tanger Outlet Center has become a retail destination almost as strong as a regional mall.

There is a significant amount of single-family development in both older, established neighborhoods and in newer neighborhoods with homes still under construction. Older homes are located primarily in the areas directly to the west of the historic downtown. Farther to the west are the newer neighborhoods of Carriage Gate and Patriots Point. The Patriots Point development also has a section of townhomes.

Additionally, there is a great deal of industrial development on both sides of I-75 one exit north of the Study Area at Highway 155 (North McDonough Road). Major industrial tenants in the area include distribution facilities for Sports Authority and Toys-R-Us, among many others. One exit farther to the north at Highway 20 (McDonough Hampton Road), there is significant retail development anchored by the South Point lifestyle center. Retailers in this area include JC Penney, Kohl's, Academy Sports, and Hobby Lobby, as well as multiple fast-casual restaurants. Interstate exits to the south of the Study Area are largely rural and undeveloped.

As part of the LCI Study, a market analysis was conducted to help better understand what exists within the Study Area and project future growth and development scenarios over the next 25 years.

While the previous sections outlined the general framework for land use and transportation enhancements throughout the Locust Grove Town Center area, this section provides detailed recommendations for each character area and priority transportation improvement.

Market Projections

The projections below outline growth scenarios for the Study Area between 2015 and 2040. The first table provides a projection of future growth resulting from a continuation of existing development patterns. The second table provides projections of growth based on the implementation of LCI recommendations outlined within this Chapter.

TOTAL DEMAND FORECAST: AS IS

	2015	2020	2025	2030	2035	2040
Population	1,380	1,680	2,045	2,210	2,225	2,240
Housing Units (total)	550	600	730	790	795	800
Jobs	1,450	1,560	1,665	1,730	1,775	1,815
Commercial SF (total)	855,000	920,000	982,000	1,020,000	1,048,000	1,070,000

DEMAND FORECAST: LCI

	2015	2020	2025	2030	2035	2040
Population	1,380	1,700	2,335	2,690	2,970	2,980
Housing Units (total)	550	607	834	960	1,060	1,065
Jobs	1,450	2,085	2,270	2,460	2,565	2,590
Commercial SF (total)	855,000	1,042,000	1,136,000	1,229,000	1,283,000	1,295,000

Specific market opportunities and development demand forecasts have been generated for each of the district areas. The following pages contain detailed analysis and development descriptions that further illustrate how the proposed development recommendations and transportation improvements work together to create an enhanced plan for the Locust Grove Town Center over the next 5 to 25 years.

Land Use

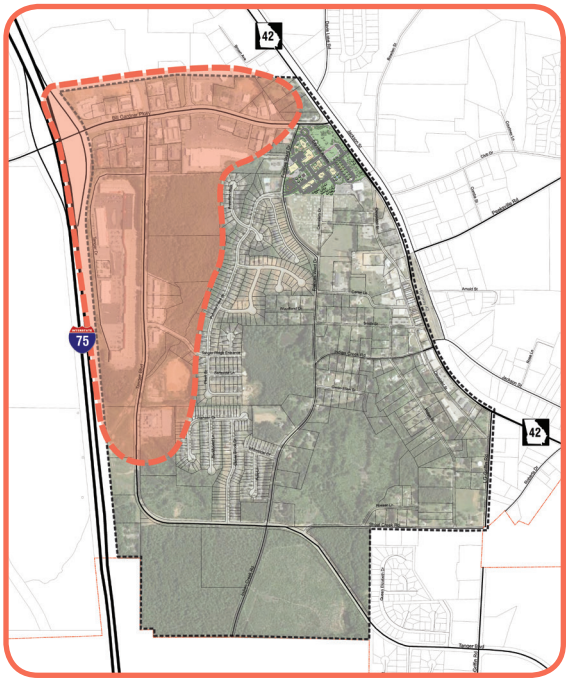
The Gateway District includes the northern and western portions of the Study Area, including the commercial development along Bill Gardner Parkway and Tanger Boulevard. Major retail developments include the Tanger Outlet Center with over 300,000 square feet; the Locust Grove Village strip shopping center with more than 100,000 square feet, of which Ingles grocery store serves as the development anchor with a variety of small retailers; several highway-oriented businesses along Bill Gardner Parkway; and a few medical office buildings with tenants that include primary care physicians and a dialysis clinic. Directly across Tanger Boulevard at the rear of the outlet center are two adjacent parcels with more than 32 acres of undeveloped land.

The Historic Downtown District includes the commercial development along the west side of Highway 42. This development includes the historic retail core, newer retail and offices to the north and south of the historic retail core, and older industrial buildings behind the historic retail core. The historic retail core includes approximately 20 buildings with almost 35,000 square feet. Retail tenants include service businesses, retailers, and restaurants. The anchor for this retail district is the French Market. The French Market's high-end buildout, high quality experience, and extensive marketing allow it to regularly draw customers from the greater region, from as far away as Macon. Newer retail and office developments are located along Highway 42 north and south of the historic retail core. Directly behind the historic retail core along Cleveland Street are several older and smaller industrial buildings, some of which have been converted to other uses, such as churches.

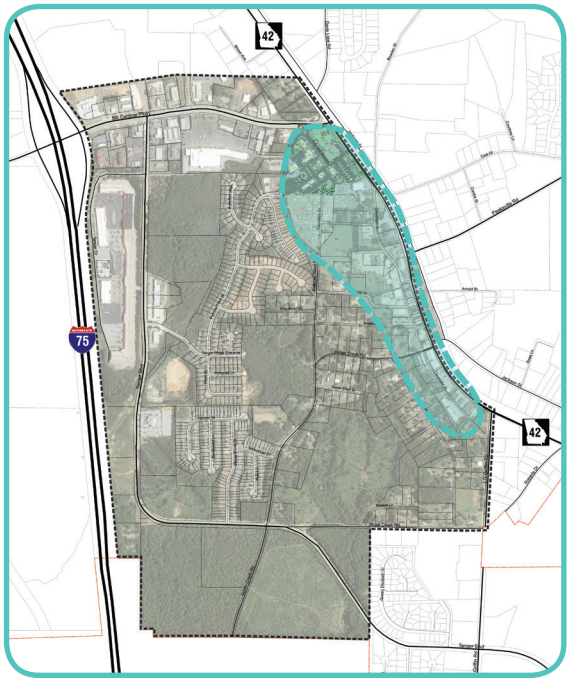
The Emerging South District is centrally located in the southern portion of the Study Area. This district consists largely of vacant land surrounding the Carriage Gate neighborhood. Construction on the Carriage Gate neighborhood began in 2006, but stopped with the economic downturn. Construction of new homes resumed less than two years ago, with prices ranging from $140,000 to almost $160,000. There are several large tracts of undeveloped land along Tanger Boulevard, particularly to the south across from the Carriage Gate neighborhood. Due to the location of the properties, it is anticipated that much of this land will continue to be developed for residential uses.

On the following pages, this report outlines detailed information for each of these districts as well as their challenges and opportunities, the vision for their future development.

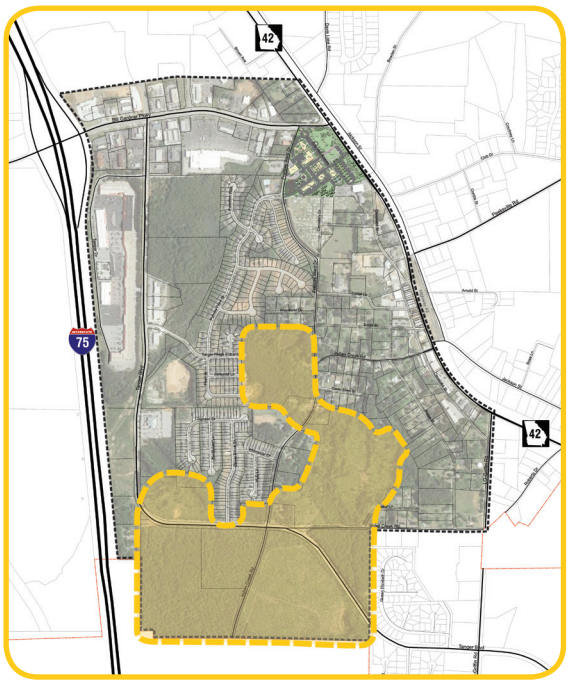
Gateway District



Historic Downtown District



Emerging South District



Gateway

The vision for the Gateway District looks to develop 32 acres of vacant land across from Tanger Outlet Center, revitalize existing roadways and intersections, link existing and proposed development through a series of enhanced roadway and pedestrian connections, and extend new roadway connections through the core of the Study Area.

The plan addresses the safety and aesthetic improvements of Bill Gardner Parkway and Tanger Boulevard, and proposes the extension of Tanger Drive behind Ingles to connect to Frances Ward Drive, enhancing east-west connectivity within the Study Area.

The primary transportation improvement is Central Avenue. This project creates a multimodal east-west connection between Tanger Outlet Center and the Historic Downtown from Palmetto Street to Smith Street, providing area residents with a local connection to the core of the Historic Business District.

Just south of Central Avenue is the oxidation pond. By redeveloping this into a park space and linking the 32+ acres of proposed development to the north through the implementation of a multi-use trail, this plan seeks to improve the quality of life for existing and future residents as well as employees in the district.

Market projections are based on economic information available in 2015 and may be impacted by local or regional economic shifts.

District Profile

Acreage:

~ 180 acres

Existing Development:

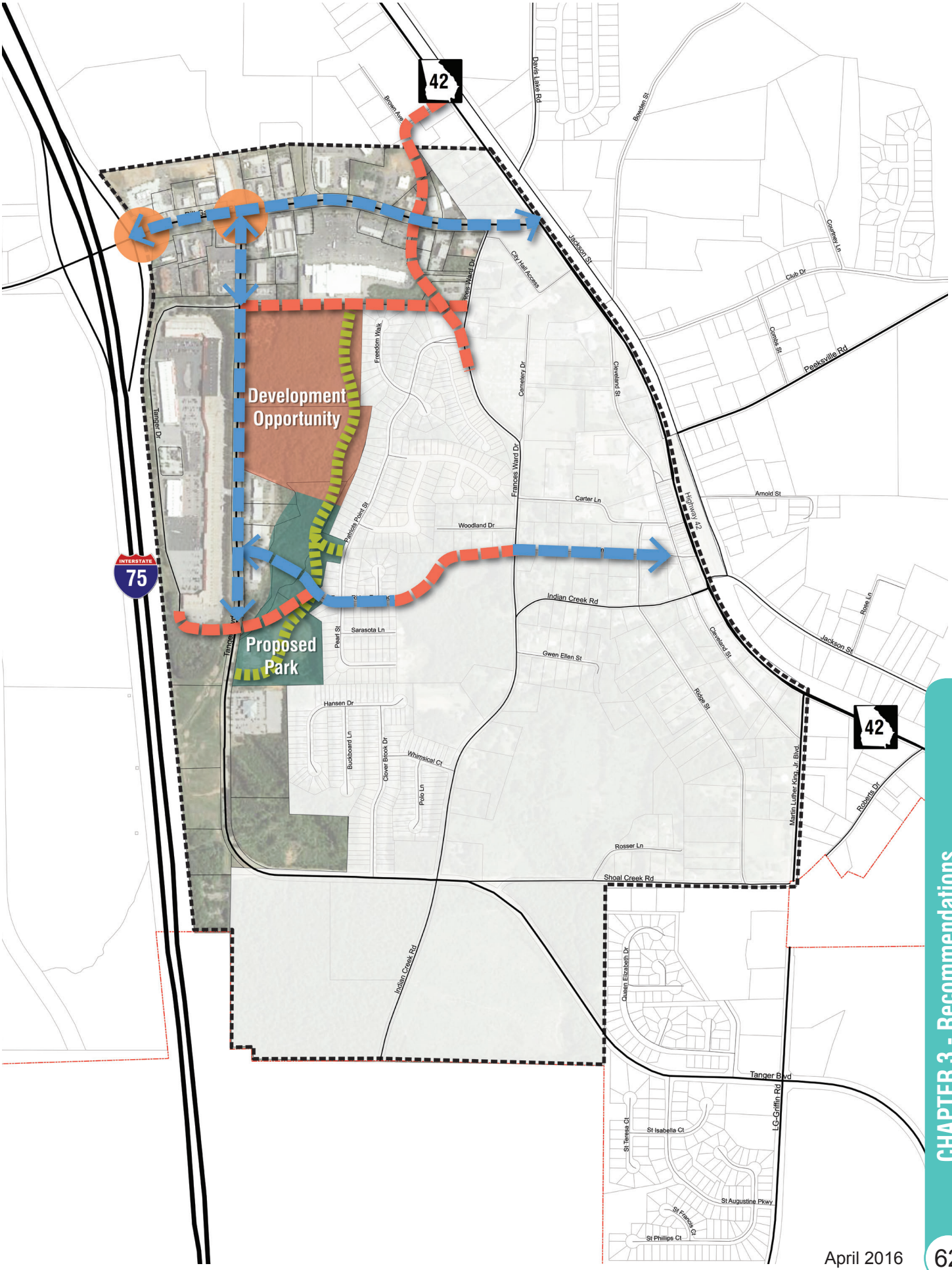
Tanger Outlet Center
Locust Grove Village
Ingles Grocery Store
Z & Z Package Store
4 Gas Stations
10+ Drive-thru Restaurants

Long-Term Market Dynamics:

Residential	*Somewhat Likely*
Retail	*Likely*
Office	*Likely*
Industrial	*Somewhat Likely*

10 Year Demand Forecast:

Multi-Family	*110 units*
Single-Family	*10 units*
Retail	*75,000 s.f.*
Office	*48,000 s.f.*
Industrial	*25,000 s.f.*


Development Opportunity
Proposed Park
42
INTERSTATE 75
Davis Lake Rd
Brown Ave
Jackson St
Bowden St
Courtney Ln
Club Dr
Comers St
Peeksville Rd
City Hall Access
Rees Ward Dr
Freedom Walk
Cemetery Dr
Cleveland St
Frances Ward Dr
Carter Ln
Arnold St
Highway 42
Tanger Dr
Patriots Point St
Woodland Dr
Indian Creek Rd
Rose Ln
Pearl St
Sarasota Ln
Gwen Ellen St
Ridge St
Hansen Dr
Buckboard Ln
Clover Brook Dr
Whimsical Ct
Polo Ln
Martin Luther King Jr Blvd
Robbins Dr
Rosser Ln
Shoal Creek Rd
Queen Elizabeth Dr
Tanger Blvd
LG Griffin Rd
St Teresa Ct
St Isabella Ct
St Augustine Pkwy
St Francis Ct
St Phillips Ct

Concepts

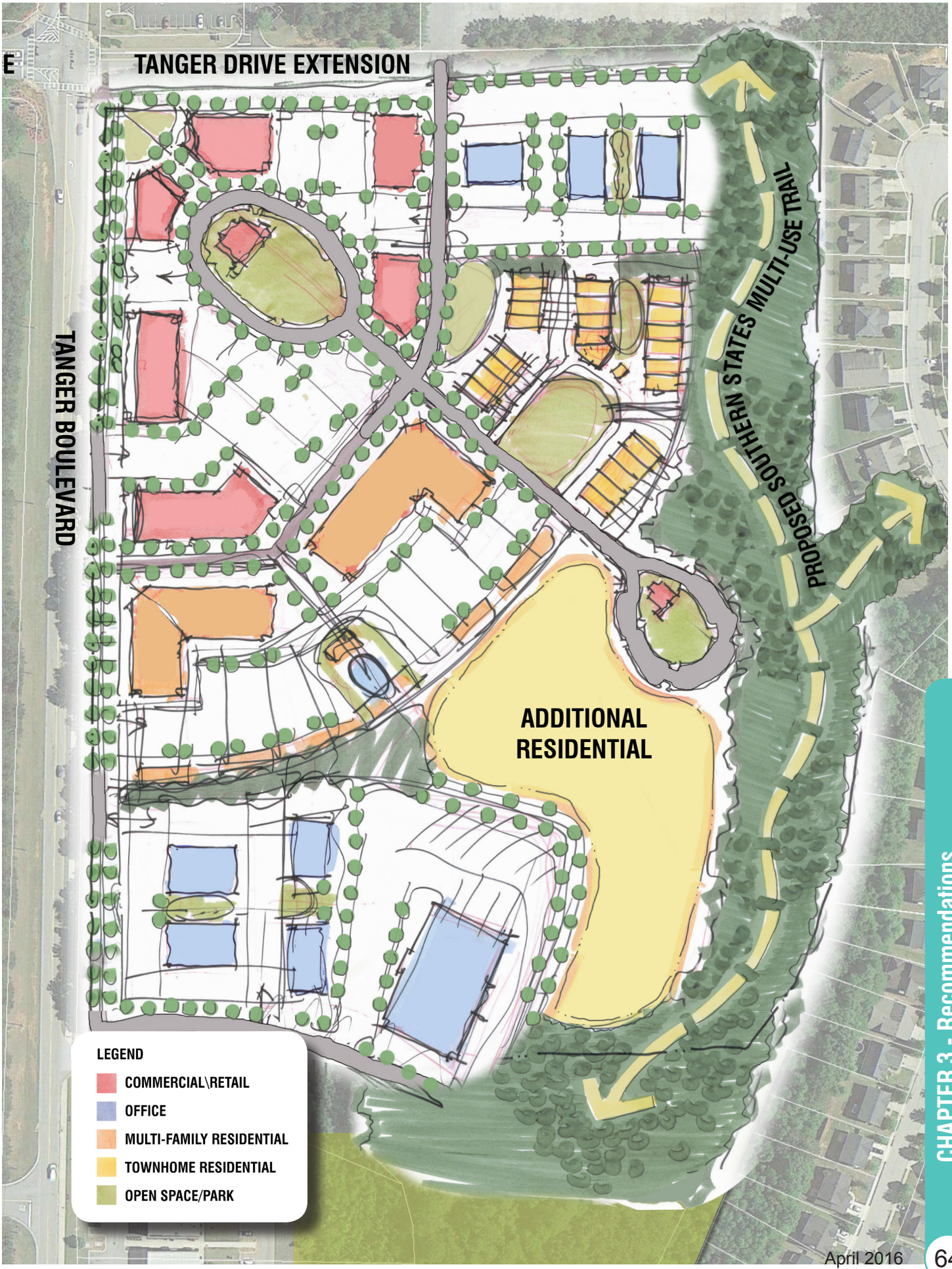
One vision for the vacant property across from Tanger Outlet Center is illustrated on the next page. This multi-use, master planned development vision includes a combination of retail, restaurant, office, and residential uses that connect with an interconnected street pattern that ties into Tanger Boulevard and the proposed Tanger Drive Extension.

A second vision, on page 66, is based on the attraction of a regional anchor. The site might include an entertainment facility or major regional retail destination that complements Tanger Outlet Center.

While the uses and intensity may vary based on the property use, timing, and other needs, the LCI Plan recommends that development of this site include a residential component (likely on the eastern end of the site to transition from and buffer existing single-family in Patriots Pointe) and implementation of the Southern States Multi-Use Trail to connect this development to Central Avenue and other area parks and green space.

District Vision Characteristics

- Enhance the Bill Gardner Parkway corridor, including wayfinding and intersection improvements
- Foster redevelopment along Bill Gardner Parkway closer to the roadway and include a mix of uses
- Encourage regional mixed-use development (office, retail, residential, etc.) with parks and open space
- Formalize the Gateway to Historic Downtown (via Central Avenue)
- Construct Southern States Multi-Use Trail and Park
- Improve South Tanger Outlet Center entrance/exit at Tanger Boulevard
- Construct Tanger Drive connection from Tanger Boulevard to Frances Ward Drive
- Realign Frances Ward Drive to Brown Avenue connection
- Develop recreation facility along Tanger Boulevard to act as a gateway to the Historic Downtown area


E
TANGER DRIVE EXTENSION
TANGER BOULEVARD
PROPOSED SOUTHERN STATES MULTI-USE TRAIL
ADDITIONAL RESIDENTIAL
LEGEND
COMMERCIAL\RETAIL
OFFICE
MULTI-FAMILY RESIDENTIAL
TOWNHOME RESIDENTIAL
OPEN SPACE/PARK

Market Assessment

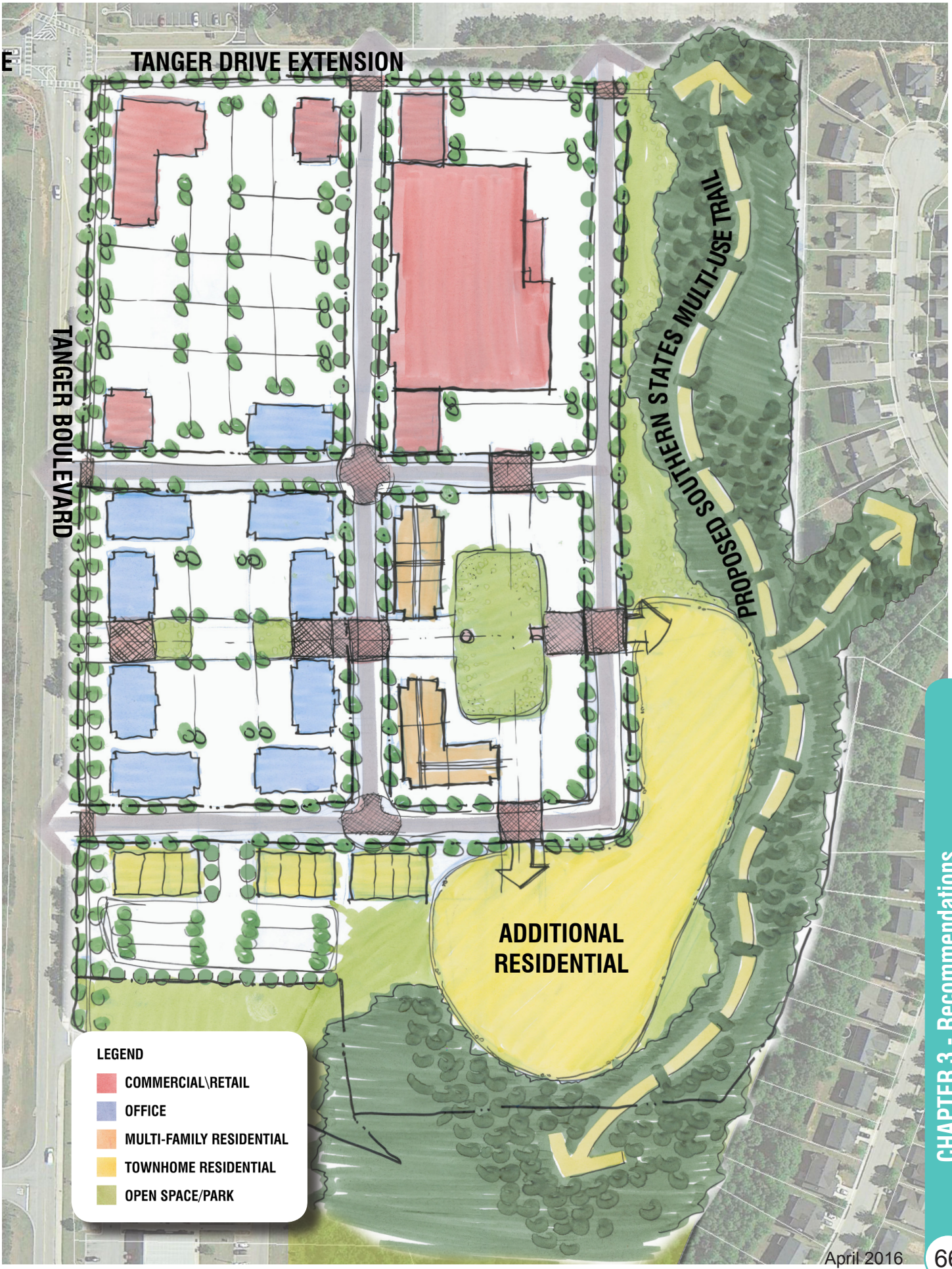
Challenges

- Much of the vacant land in this planning district is located in close proximity to commercial uses, which may make the land somewhat less desirable for single-family residential development.
- Until there is a great deal of residential growth, retail demand for tenants serving local residents is likely limited.
- The demand for office space is almost exclusively for tenants providing services to local residents. There is likely to be very little, if any, demand for Class A office for regional tenants.
- The large amount of retail traffic on the roads leading into this area would impact the ease of deliveries to industrial space.
- A great deal of industrial development would likely disrupt other commercial and residential uses.



Opportunities

- According to local agents, home buyers often mention the Tanger Outlet Center as one of the amenities that drew them to the area.
- The Tanger Outlet Center has become a regional retail center attracting customers from a very wide trade area. These shoppers provide a market for additional retail and restaurant development. The most pressing demand from the Tanger customer is for sit-down restaurants. There are very few dining options on the Tanger property, and most of the surrounding restaurants are fast food. Tanger attracts an affluent customer that would likely be looking for sit-down restaurant options.
- There is an opportunity to develop new retail space that would complement the Tanger Outlet Center and encourage its customers to stay in the area longer. An example of this complementary retail is when a large sporting goods superstore or similar use is placed a short distance from an outlet mall.
- As the population in the area grows, there will be increased demand for office space to serve local residents. Examples of this type of use include medical, insurance, and real estate offices.
- Additional residential growth in the area will create a demand for smaller industrial spaces.


E
TANGER DRIVE EXTENSION
TANGER BOULEVARD
PROPOSED SOUTHERN STATES MULTI-USE TRAIL
ADDITIONAL RESIDENTIAL
LEGEND
COMMERCIAL\RETAIL
OFFICE
MULTI-FAMILY RESIDENTIAL
TOWNHOME RESIDENTIAL
OPEN SPACE/PARK

Historic Downtown

To preserve and enhance Downtown Locust Grove the LCI plan focuses on redeveloping industrial and vacant properties along Cleveland Street, capitalizing on the expanding Municipal Complex with bike and pedestrian connections to new development and downtown, and creating opportunities for residential development between the Historic Downtown and existing residential neighborhoods that border downtown. The plan also supports a series of streetscape and roadway enhancements.

Two keys to the future success of Downtown Locust Grove include preserving the row of historic buildings between Highway 42 and Cleveland Street from Smith Street north to Main Street and encouraging appropriate redevelopment of the areas between the Historic Downtown and Locust Grove Municipal Complex. Much of this area lies within the Historic Preservation District, which allows the City to encourage preservation of significant buildings and architecture that enhance the historic character of downtown.

Encouraging additional housing in and around the Downtown area is critical to maintaining and enhancing Downtown's retail and restaurant environment. The community should encourage new housing in different formats, including lofts over retail or office, townhomes, and small lot single-family homes in close proximity to the Historic Downtown.

Market projections are based on economic information available in 2015 and may be impacted by local or regional economic shifts.

District Profile

Acreage:

~ 80 acres

Existing Development:

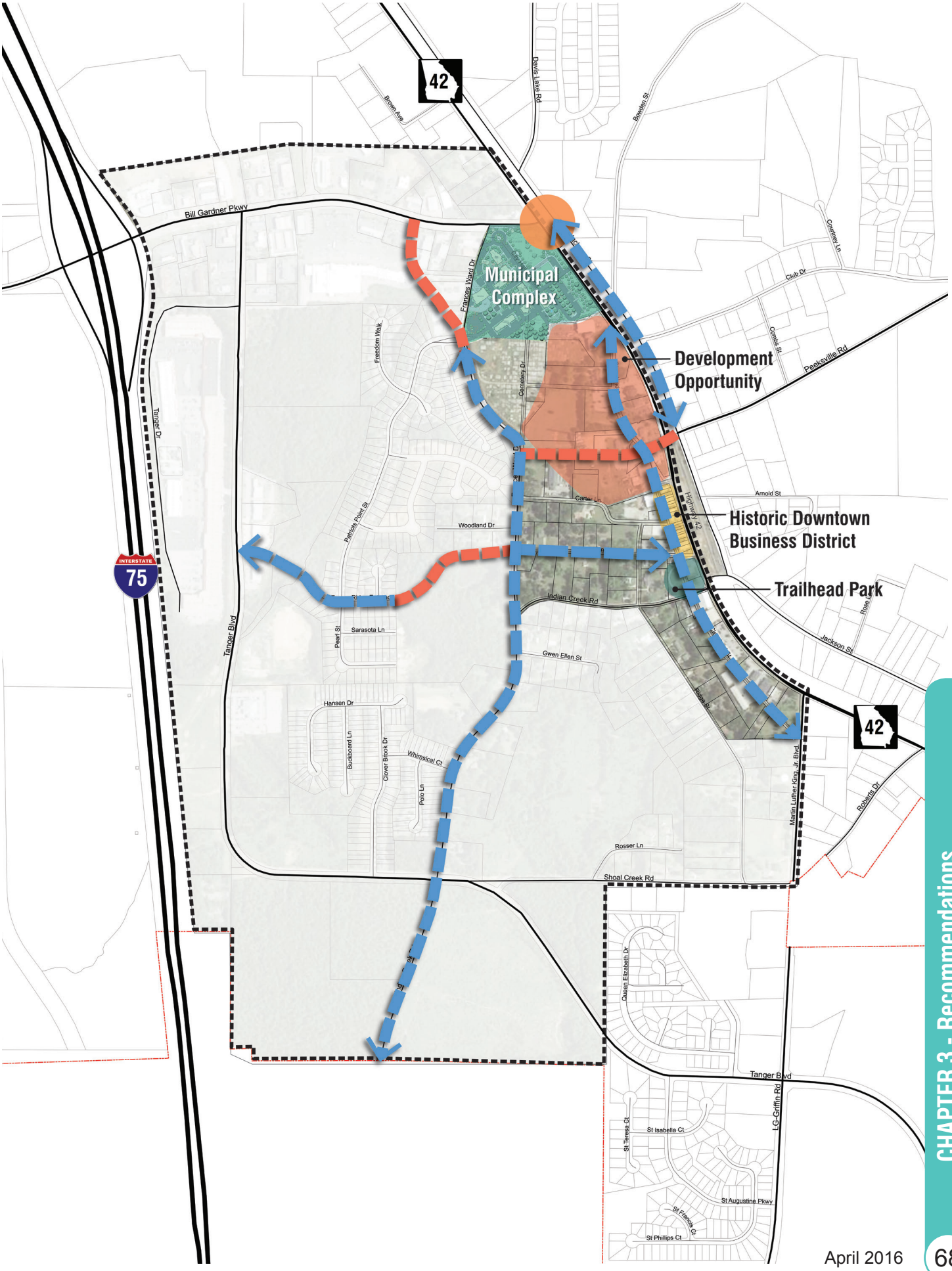
Locust Grove Municipal Complex
Locust Grove Cemetary
Historic Downtown
Train Viewing Platform
The French Market
Mayor's Walk Park

Long-Term Market Dynamics:

Residential	*Likely*
Retail	*Likely*
Office	*Likely*
Industrial	*Unlikely*

10 Year Demand Forecast:

Multi-Family	*40 units*
Single-Family	*24 units*
Retail	*25,000 s.f.*
Office	*18,000 s.f.*
Industrial	*0 s.f.*


Municipal Complex
Development Opportunity
Historic Downtown Business District
Trailhead Park
42
75
INTERSTATE
Bill Gardner Pkwy
Brown Ave
Davis Lake Rd
Bowden St
Courtney Ln
Club Dr
Comets St
Peeksville Rd
Frances Ward Dr
Freedom Walk
Cemetery Dr
Tanger Dr
Carter Ln
Arnold St
Highway 42
Woodland Dr
Patriots Point St
Indian Creek Rd
Rose St
Jackson St
Pearl St
Sarasota Ln
Gwen Ellen St
Hansen Dr
Buckboard Ln
Clover Brook Dr
Whimsical Ct
Polo Ln
Martin Luther King Jr Blvd
Robbins Dr
Rosser Ln
Shoal Creek Rd
Queen Elizabeth Dr
Tanger Blvd
LG Griffin Rd
St Teresa Ct
St Isabella Ct
St Augustine Pkwy
St Francis Ct
St Phillips Ct

Concepts

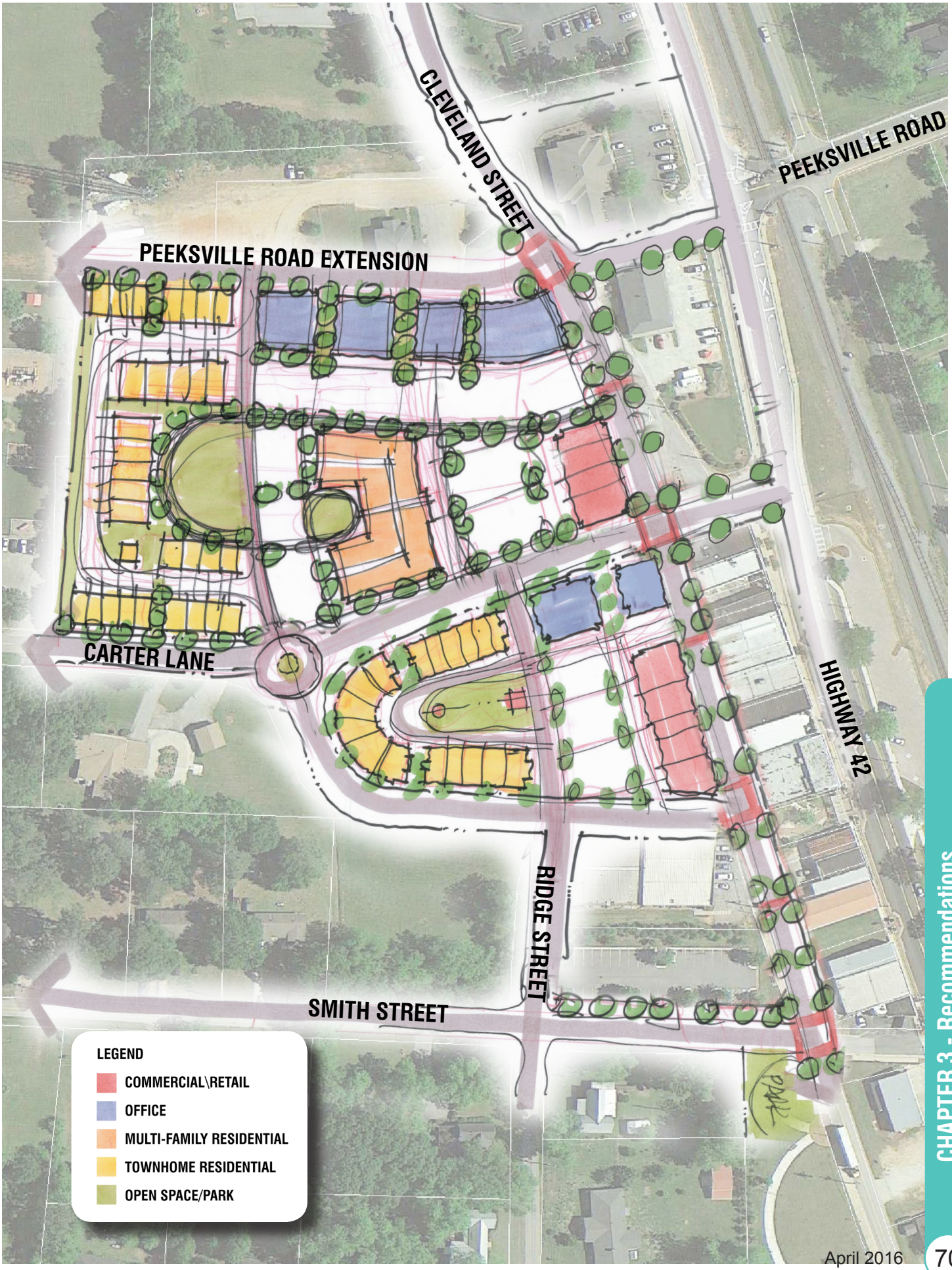
The concept illustrated to the right focuses on a collection of older properties along the west side of Cleveland Street and the area between Cleveland Street and Frances Ward Drive north of Carter Lane.

In this concept, retail and restaurants line Cleveland Street, helping book-end existing businesses downtown that could feature residential above. A blend of office and residential developments are located along Carter Lane and the proposed Peeksville Extension. Block sizes are reduced through proposed roadway improvements that seek to enhance connectivity and walkability within the district.

Future development within the Historic Downtown Area should generally be small in scale (two to three stories in height), include a variety of uses (retail, restaurant, office, and residential), and be consistent with the Downtown Area's historic character.

District Vision Characteristics

- Complete development of City Municipal Complex vision
- Encourage new mixed-use development (office, retail, residential, etc.) with parks, open space, and additional parking to support historic downtown
- Enhance Cleveland Street streetscape
- Extend Peeksville Road
- Encourage Highway 42 operational and streetscape improvements
- Develop Mayors' Walk Park vision
- Construct Bill Gardner Parkway at Highway 42 intersection improvement
- Construct new connection to Gateway District (via Central Connector)
- Improve and realign Frances Ward Drive corridor
- Connect the existing Tanger Drive to Gateway District


CLEVELAND STREET
PEEKSVILLE ROAD
PEEKSVILLE ROAD EXTENSION
CARTER LANE
HIGHWAY 42
RIDGE STREET
SMITH STREET
LEGEND
COMMERCIAL\RETAIL
OFFICE
MULTI-FAMILY RESIDENTIAL
TOWNHOME RESIDENTIAL
OPEN SPACE/PARK

Market Assessment

Challenges

- There is not a great deal of vacant land in this planning district for residential development.
- Historic retail buildings are often expensive to maintain, and rents in Downtown are relatively low.
- Retail tenants serving the everyday needs of local residents often prefer strip shopping center locations.
- The demand for office space is limited almost exclusively to tenants providing services for local residents. There is very little demand for Class A office space for regional tenants.
- There is limited space for development of significant size.



Opportunities

- An urban, walkable residential development located directly behind the historic retail core would likely appeal to a growing segment of the public and be a differentiator in the area's residential market.
- The walkability and proximity to amenities in the Historic Downtown could increase the appeal to multiple generations and customer segments.
- The wide trade area of the French Market provides an opportunity to add other retailers that appeal to the same customer base.
- Industrial buildings behind the historic retail core could be converted to retail uses.
- As the population in the area grows, there will be increased demand for office serving local residents. Examples of this type of use include medical, insurance, and real estate offices.
- Henry County has a very strong industrial market and there is likely a demand for smaller industrial buildings for businesses that serve larger industries.
- Additional residential growth in the area will create a demand for smaller industrial spaces, such as construction and maintenance companies.


THE French MARKET
OPEN

Emerging South

The plan for the Emerging South seeks to encourage residential development that provides a greater diversity of housing product within the Study Area, creates a new Central Park with active and passive recreation, and enhances the existing Frances Ward Drive to improve north/south multimodal connectivity through the Study Area.

While we anticipate development activity will come to the Emerging South in due time, it is important that the City have a plan to encourage greater diversity of residential uses and discourage uses that would compete with retail, residential, and office products in the Gateway and Historic Downtown Districts.

Development should encourage interconnectivity, tie into proposed trail systems, discourage cul-de-sacs and dead end streets, and provide an opportunity for sustainable development. Additional guidance in terms of design and development guidelines can be found in the Zoning Recommendations on pages 105-110.

Market projections are based on economic information available in 2015 and may be impacted by local or regional economic shifts.

District Profile

Acreage:

~ 190 acres

Existing Development:

Vacant Parcels surrounding Carriage Gate Neighborhood and along Tanger Boulevard

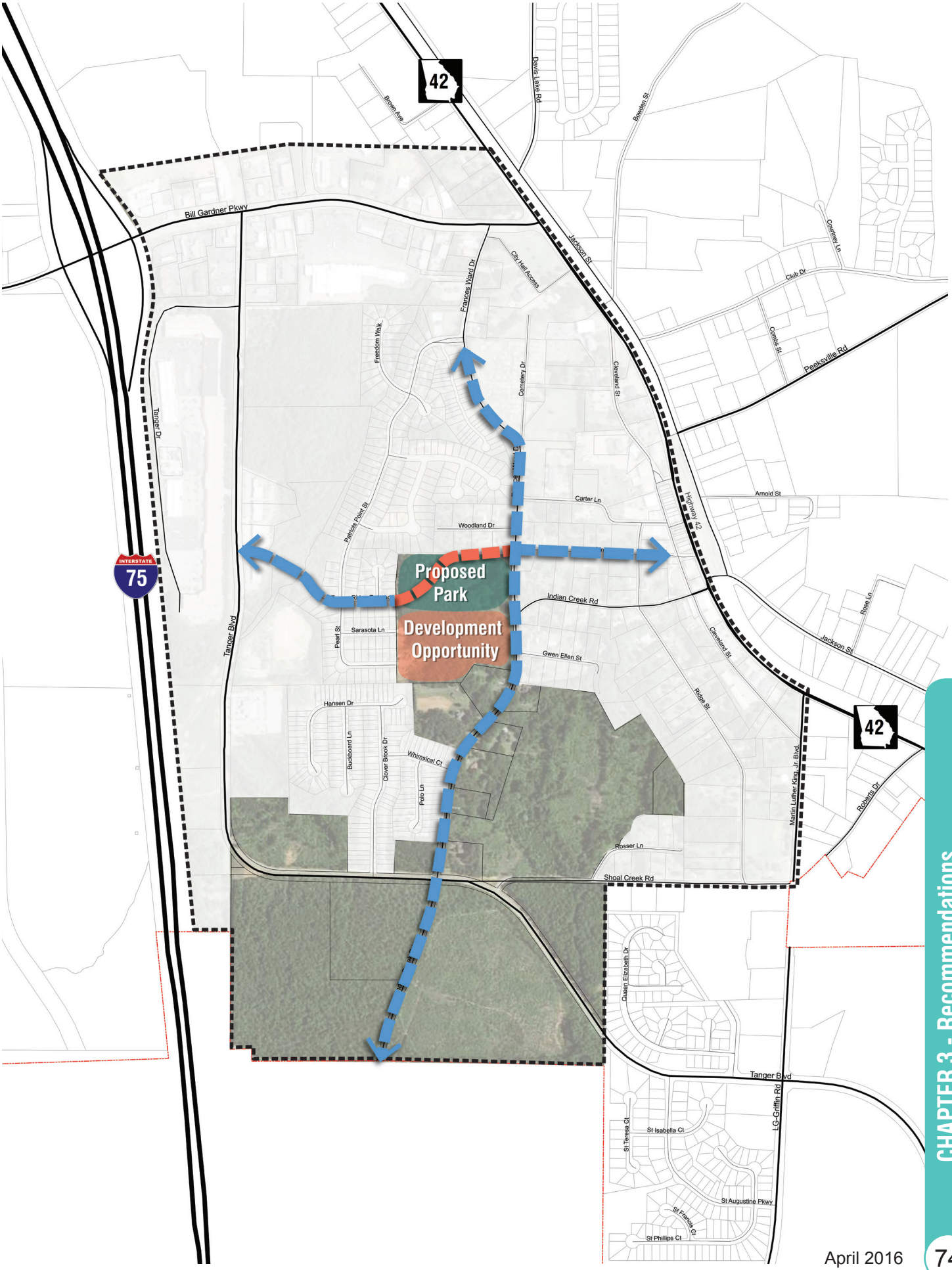
Residential parcels along Indian Creek Road, Ridge Street, and Rosser Lane

Long-Term Market Dynamics:

Residential	*Likely*
Retail	*Somewhat Likely*
Office	*Likely*
Industrial	*Likely*

10 Year Demand Forecast:

Multi-Family	*0 units*
Single-Family	*100 units*
Retail	*10,000 s.f.*
Office	*10,000 s.f.*
Industrial	*70,000 s.f.*


Proposed Park
Development Opportunity
42
INTERSTATE 75
Bill Gardner Pkwy
Tanger Dr
Tanger Blvd
Brown Ave
Davis Lake Rd
Jackson St
Bowden St
Courtney Ln
Club Dr
Comets St
Peeksville Rd
Frances Ward Dr
City Hall Access
Freedom Walk
Cemetery Dr
Cleveland St
Carter Ln
Arnold St
Highway 42
Woodland Dr
Patriots Point St
Indian Creek Rd
Rose Ln
Pearl St
Sarasota Ln
Gwen Ellen St
Cleveland St
Ridge St
Hansen Dr
Buckboard Ln
Clover Brook Dr
Whimsical Ct
Polo Ln
Martin Luther King Jr Blvd
Robbins Dr
Rosser Ln
Shoal Creek Rd
Queen Elizabeth Dr
Tanger Blvd
LG Griffin Rd
St Teresa Ct
St Isabella Ct
St Augustine Pkwy
St Francis Ct
St Phillips Ct

Concepts

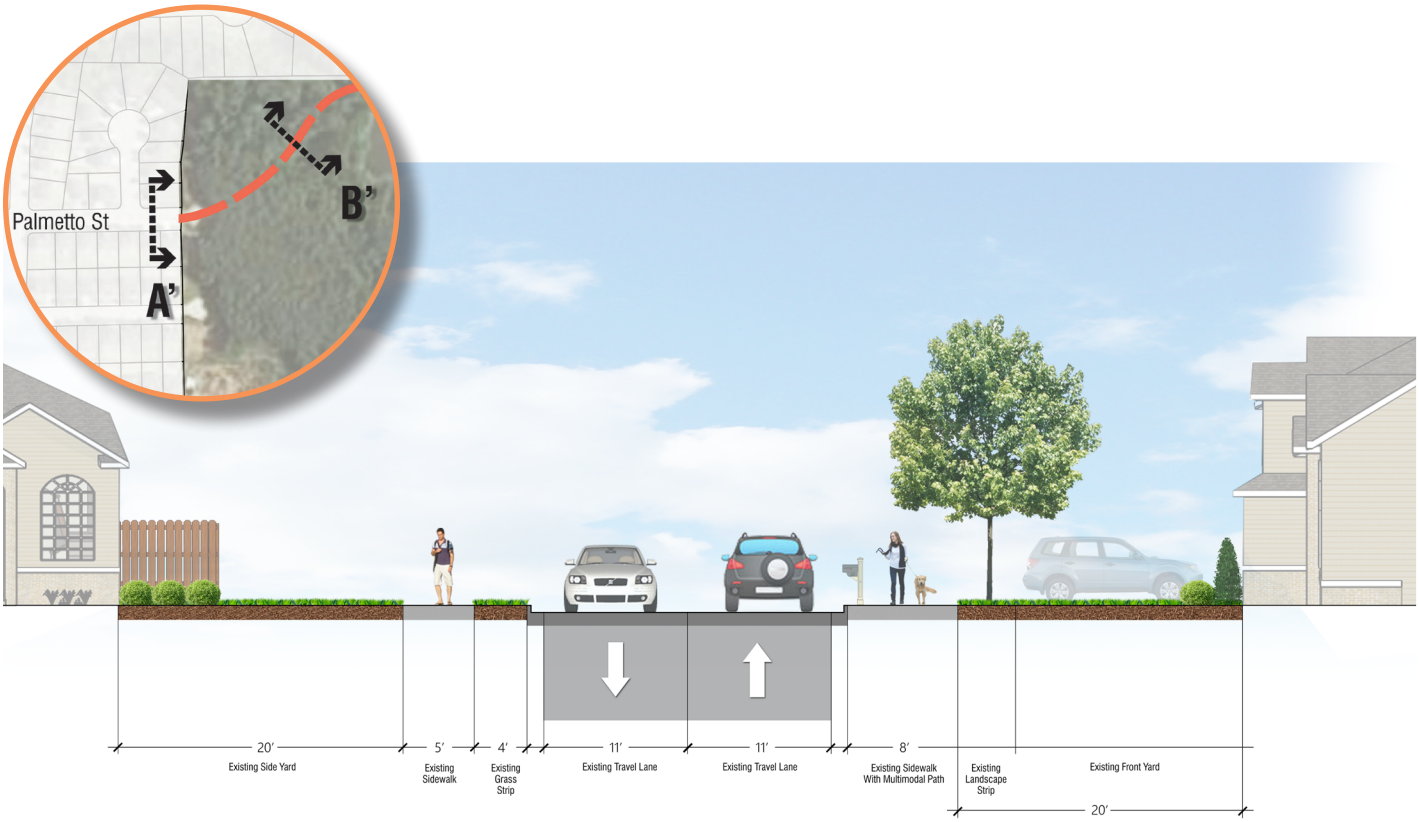
There are several proposed transportation improvements that support the interconnectivity of both vehicular and pedestrian access through the Emerging South District and to Downtown.

One such improvement is Central Avenue. This improvement extends an east-west connection from Tanger Boulevard through the heart of the district area to reconnect with Smith Street across Frances Ward Drive. This multimodal corridor provides a local east-west connection to the Historic Downtown. Complete with 8-foot sidewalks, landscape buffers, street trees, and shared lanes, this corridor will link local residents to amenities throughout the Study Area.

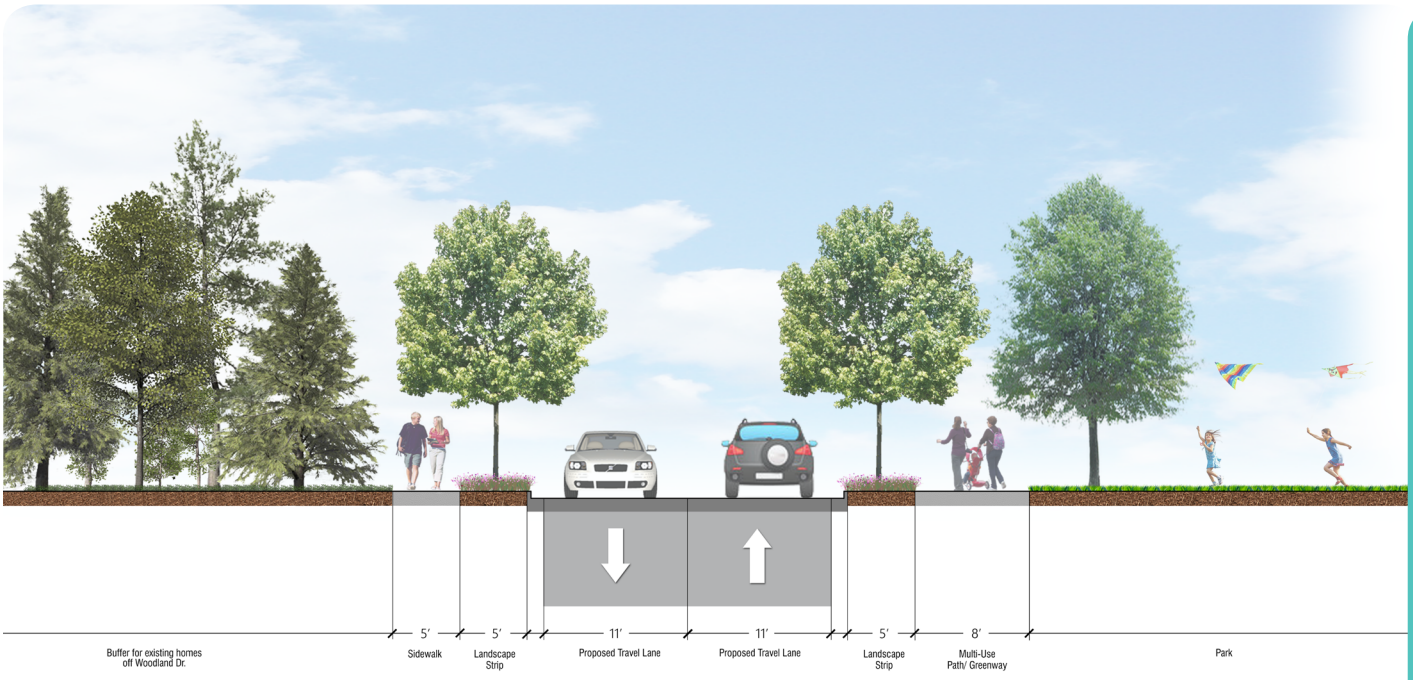
The images on the next page illustrate both the existing and proposed cross-sections of this transportation improvement.

District Vision Characteristics

- Encourage new multi-family or senior-oriented residential development in the northern part of the district
- Create a new Central Park with active recreation and passive park space adjacent to the proposed Central Connector, connecting to the proposed Southern States Multi-Use Trail and Park
- Construct Central Connector linking the Gateway District to the Historic Downtown District, becoming a central hub of the Study Area
- Develop southern part of district as the market allows to have low environmental impact and focus on open space preservation to include active and passive park space and trails as well as link to the existing and proposed trail system
- Improve and realign Frances Ward Drive corridor



Section A
Existing Palmetto Street Cross-Section



Section B
Proposed Central Avenue Cross-Section

Market Assessment

Challenges

- The two newer subdivisions within the Study Area have experienced some disinvestment related to the foreclosure crisis. This disinvestment may limit comparable properties in the area and discourage additional single-family development until those neighborhoods are stabilized.
- Until there is a great deal of additional residential growth, retail demand is likely limited because of low traffic and small potential customer base. The area is already served by a great deal of convenience retail on Bill Gardner Parkway.
- The demand for office space is almost exclusively for tenants providing services to local residents. There is likely to be little, if any, demand for Class A office for regional tenants.
- There will have to be a great deal of residential growth in the area to create demand for any significant amount of office space.
- A great deal of industrial development would likely disrupt other commercial and residential uses.

Opportunities

- Land in this planning district is located far enough from the commercial corridors to limit competition with commercial uses. For the immediate future, this limitation will likely keep land prices low enough to allow single-family development.
- If there is a great deal of residential growth in the planning district, there would be a demand for a small amount of neighborhood retail.
- A node of neighborhood retail could be created at intersections in front of adjacent residential development.
- As the population in the area grows, there will be a small increase in demand for office space to server local residents. Examples of this type of use include medical, insurance, and real estate offices.
- Henry County has a very strong industrial market, and there is likely a demand for smaller industrial buildings for businesses that serve larger industries.
- Additional residential growth in the area will create a demand for smaller industrial spaces, such as construction and maintenance companies.


Designer
Lighting

Parks and Open Space

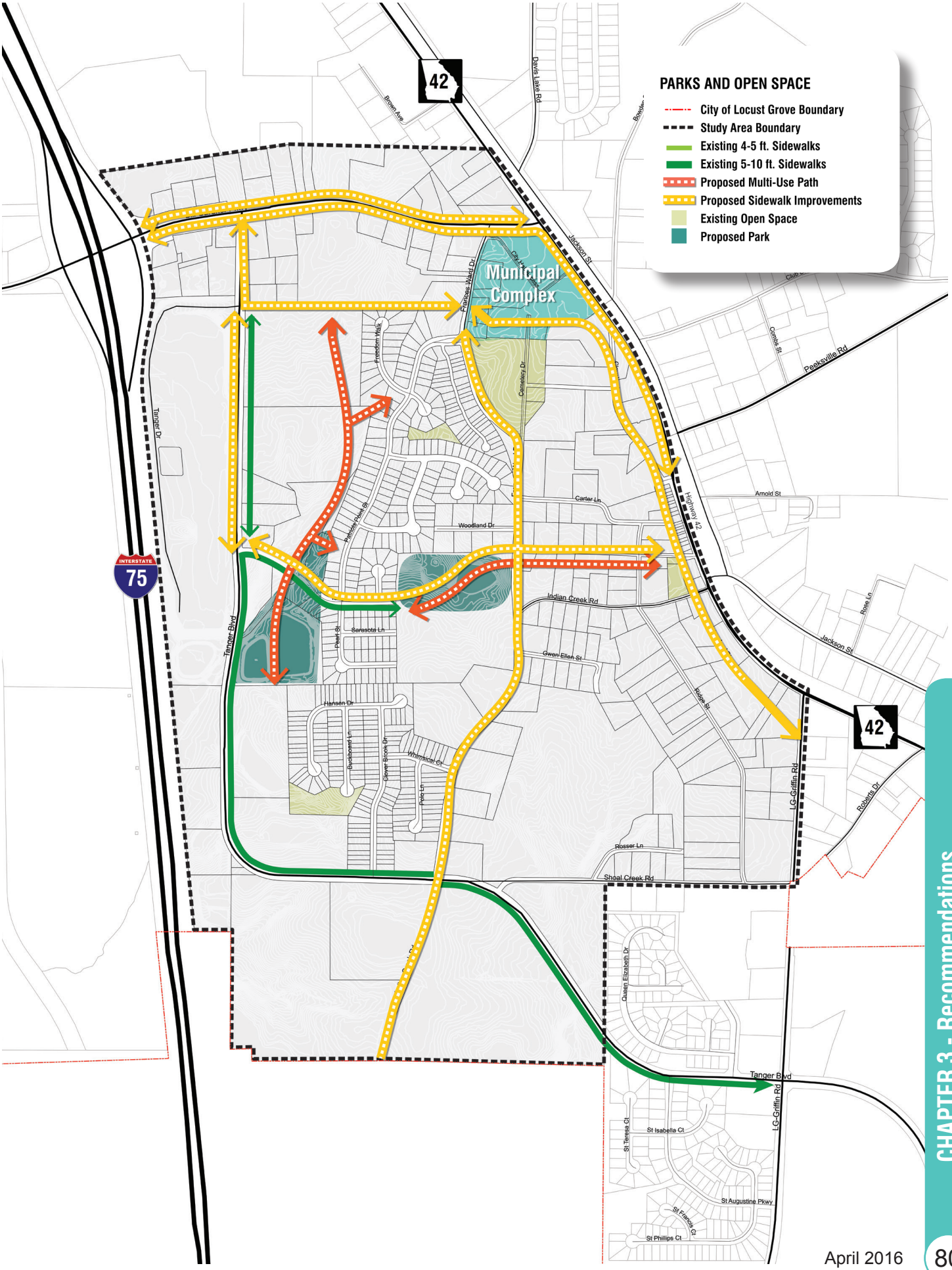
The diagram to the right highlights various proposed and existing parks, open spaces, sidewalks, and trails within the Locust Grove Study Area.

In the fall of 2014, the oxidation pond at Tanger Boulevard and Palmetto Drive was filled and has since sat vacant and unused. Just north of the Oxidation pond is another parcel of undevelopable land, previously the site of Southern States Lake. As part of the Locust Grove Town Center vision, this LCI plan looks to reinvigorate these parcels by redeveloping them into part of a large regional park system, connected by the proposed Southern States Trail north towards the 32+ acres of proposed redevelopment area.

In addition to the Southern States Trail, the Central Avenue corridor is a priority improvement to facilitate pedestrian and bicycle connectivity through the Town Center area. The proposed Central Avenue extends the existing 8-foot sidewalk along Palmetto Street through a centrally located park at the heart of the Study Area, across Frances Ward Drive, and connecting with Smith Street to the Historic Downtown Business Center and Trail Head Park. This multimodal corridor provides an additional east-west amenity for pedestrians, cyclists, and local motorists alike connecting Tanger Boulevard to the Historic Downtown area.

The envisioned network of parks and open spaces with multimodal corridors and off-road multi-use trails through undevelopable parcels of land will foster greater local connectivity, expand public parks and open space, and create a needed recreational amenity.

To create a long-lasting sustainable community and local vehicular connections, pedestrian access and circulation should remain at the core of redevelopment strategies for future development of Locust Grove. In doing so, future redevelopment patterns will reinforce the land use framework and vision to create a viable east-west connection from Tanger Outlet Center to the Historic Downtown area.


PARKS AND OPEN SPACE
City of Locust Grove Boundary
Study Area Boundary
Existing 4-5 ft. Sidewalks
Existing 5-10 ft. Sidewalks
Proposed Multi-Use Path
Proposed Sidewalk Improvements
Existing Open Space
Proposed Park
Municipal Complex
42
INTERSTATE 75
Brown Ave
Davis Lake Rd
Jackson St
Frances Ward Dr
City Hall
Freedom Walk
Cemetery Dr
Peeksville Rd
Comms St
Tanger Dr
Highway 42
Arnold St
Carter Ln
Woodland Dr
Patriots Point Dr
Indian Creek Rd
Rose Ln
Jackson St
Tanger Blvd
Pearl St
Sarasota Ln
Gwen Ellen St
Ridge St
Hansen Dr
Buckboard Ln
Clover Brook Dr
Whimsical Ct
Pole Ln
LG Griffin Rd
Robbins Dr
Rosser Ln
Shoal Creek Rd
Queen Elizabeth Dr
St Teresa Ct
St Isabella Ct
St Augustine Pkwy
St Francis Ct
St Phillips Ct

Transportation

The Transportation framework illustrates key improvement projects that have been identified through the LCI planning process.

This combination of corridor and roadway enhancements, new roadway connections, and pedestrian improvements seeks to further enhance access to and walkability within the area between the Gateway District along the I-75 corridor and the Historic Downtown area. Additionally, these projects create a framework in which both public agencies and developers can implement change in the area that will create long-term sustainable development patterns to support livability and economic growth.

Through a series of stakeholder interviews; meetings with city staff, local business owners, property owners, and area residents; and public workshops and outreach, a total of 20 projects were identified. The projects are listed in priority order, with the first 5 identified as the short-term, one-to five-year improvements projects, and the last 15 as long-term projects.

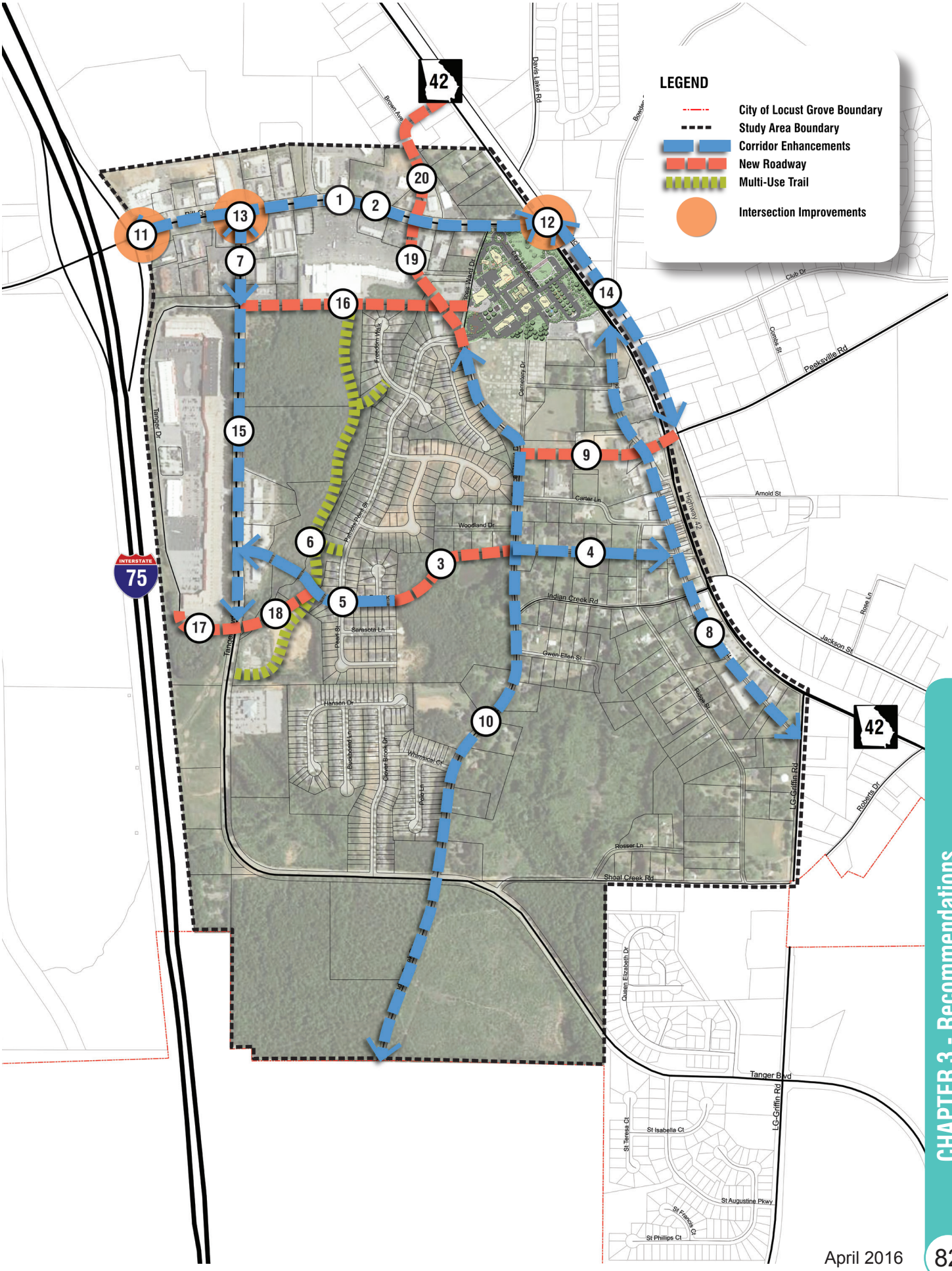
The following pages provide an overview of each recommended improvement. The Action Plan outlining estimated costs, timelines, and potential funding mechanisms can be found on pages 101-104.

Short-Term Projects

1. Bill Gardner Parkway Median and Streetscape
2. Bill Gardner Parkway Wayfinding Signage
3. Central Avenue
4. Smith Street Enhancements
5. Palmetto Street Enhancements

Long-Term Projects

6. Southern States Multi-Use Trail
7. Tanger Boulevard Median and Streetscape
8. Cleveland Street Streetscape Enhancements
9. Peeksville Road Extension
10. Frances Ward/Indian Creek Roadway and Streetscape
11. Bill Gardner Parkway @ I-75
12. Bill Gardner Parkway @ Highway 42
13. Bill Gardner Parkway @ Tanger Boulevard
14. Highway 42 Enhancements
15. Tanger Boulevard Operational Improvements
16. Tanger Drive Extension
17. Tanger Loop Connection
18. Tanger Ridge Extension
19. Frances Ward Drive Realignment
20. Brown Avenue Connection


LEGEND
City of Locust Grove Boundary
Study Area Boundary
Corridor Enhancements
New Roadway
Multi-Use Trail
Intersection Improvements
42
INTERSTATE
75
Davis Lake Rd
Brown Ave
Peeksville Rd
Club Dr
Comets St
Tanger Dr
Freedom Way
Cemetery Dr
Carter Ln
Woodland Dr
Arnold St
Highway 42
Indian Creek Rd
Rose Ln
Jackson St
Sarasota Ln
Pearl St
Gwen Ellen St
Rose St
Hansen Dr
Burkhalter Ln
Clover Brook Dr
Whimsical Ct
Pole Ln
LG Griffin Rd
Robbins Dr
Rosser Ln
Shoal Creek Rd
Queen Elizabeth Dr
Tanger Blvd
St Teresa Ct
St Isabella Ct
St Augustine Pkwy
St Francis Ct
St Phillips Ct
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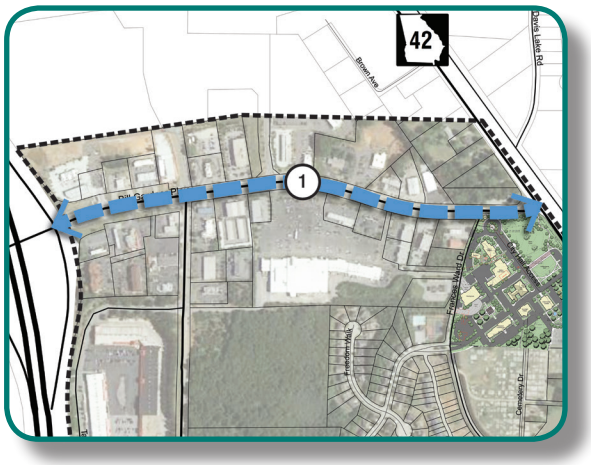
Short-Term Projects

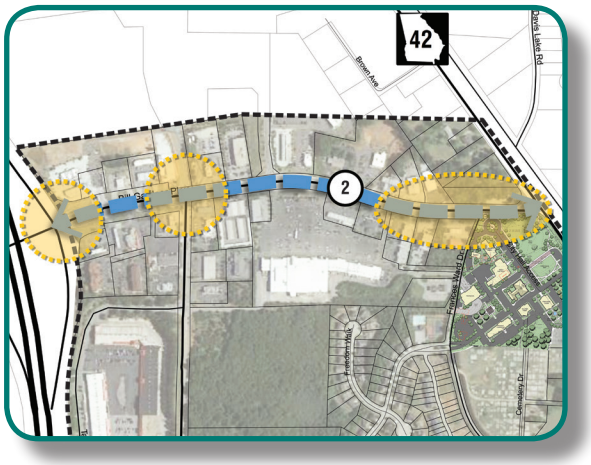
1 Bill Gardner Parkway Median and Streetscape

Install raised and landscaped median along Bill Gardner Parkway from I-75 to Highway 42. Includes complete resurfacing and striping, ADA ramp upgrades, and enhanced streetscapes by widening sidewalks, upgrading lighting, and adding street trees and furniture. Median accommodated by narrowing travel lanes to 11 ft each. Roadway widening is not required, other than for streetscape modifications. See pages 91-92 for additional details.



2 Bill Gardner Parkway Wayfinding Signage

Construct a series of large wayfinding signs to Downtown and other area destinations. Locations include the intersection of Bill Gardner Parkway at Tanger Boulevard, Bill Gardner Parkway between Tanger Boulevard and Highway 42 and Bill Gardner Parkway at Highway 42. Signage to include Locust Grove brand and direction of Historic Downtown. See pages 93-94 for additional details.



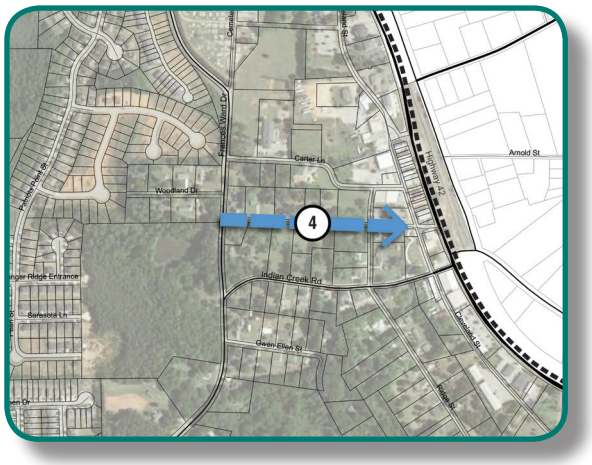
3 Central Avenue

Connect Palmetto Street to Smith Street with a new two-lane road. A buffered sidewalk should be constructed on the north side of the road and a buffered 10-foot multi-use path should be constructed along the south side of the road. Requires full right-of-way acquisition or donation of property as part of future development efforts.



4 Smith Street Enhancements

Widen road by 3 ft and install curb and gutter to include two 11-foot travel lanes, traffic calming, and intersection improvements. Install buffered sidewalk on the north side of the road and a buffered 8-foot multi-use path along the south side of the road. Includes pedestrian-scale street furniture along Smith Street to improve the connection between Frances Ward Drive and Downtown. Likely requires acquisition of additional right-of-way or permanent sidewalk easements.



5 Palmetto Street Enhancements

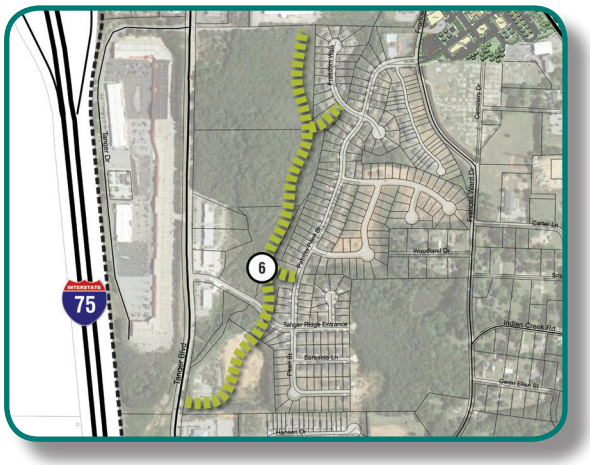
Install traffic calming, intersection improvements, and pedestrian; scale street furniture along Palmetto Street to improve the connection between Tanger and Downtown once Central Avenue is constructed.



Long-Term Projects

6 Southern States Multi-Use Trail

Construct a 10-to 14-foot multi-use trail within the property of the old Southern States Lake. Paths run along the existing unnamed tributary west of Patriots Point Street and connect to future development to the north, Freedom Walk, and across Palmetto Street to the old oxidation pond. The trail should include pedestrian scale furniture, embrace the existing ecosystem, connect to adjacent neighborhoods and the 8-foot multi-use path of the proposed Central Avenue.



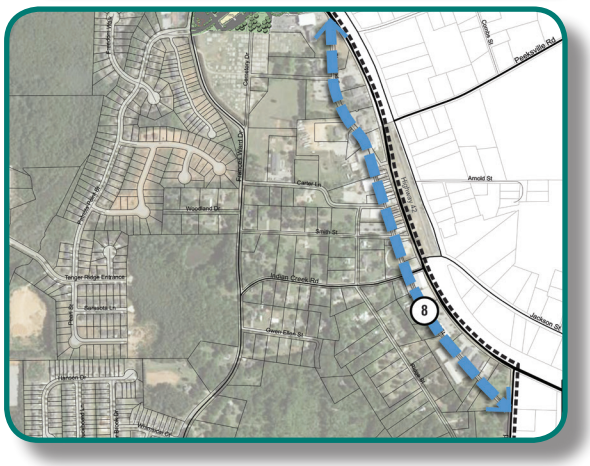
7 Tanger Boulevard Median and Streetscape

Install a raised and landscaped median from Bill Gardner Parkway to Tanger Drive. Includes complete resurfacing, striping, and ADA ramp upgrades. Add buffered sidewalks along both sides of the road. Includes upgraded lighting, street trees, and street furniture. Requires minor construction easements along both sides of the road to accommodate sidewalks.



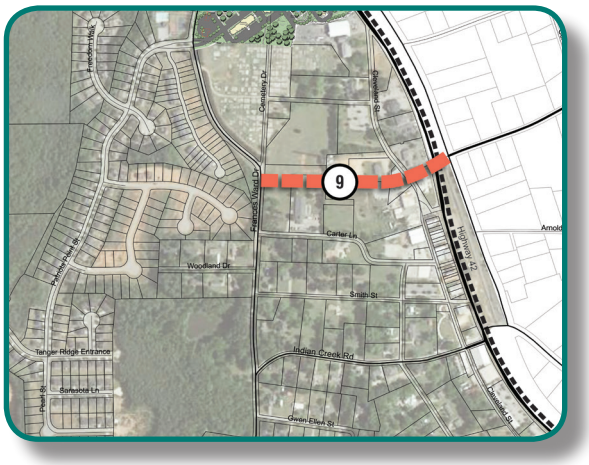
8 Cleveland Street Streetscape Enhancements

Upgrade the Cleveland Street corridor from Highway 42 to Martin Luther King, Jr. Boulevard to allow for two 10-foot travel lanes, buffered sidewalks, pedestrian-scale lighting, street furniture, and upgrades to ADA ramps and pedestrian crosswalks at all intersections. Provide parallel on-street parking in areas that redevelop and a formalized loading area adjacent to existing downtown retail north of Smith Street. Requires widening of existing corridor by 25 to 35 feet.



9 Peeksville Road Extension

Extend Peeksville Road from Highway 42 to Frances Ward Drive. Road to consist of 11-foot travel lanes with turn lanes at intersections as needed and 5-foot bike lanes and buffered sidewalks along both sides of the road. Extension to occur with the redevelopment of the impacted parcels. Requires full right-of-way acquisition or donation of property.



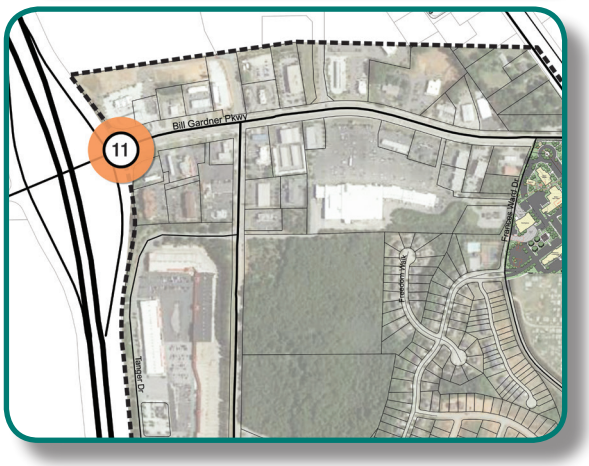
10 Frances Ward/Indian Creek Roadway and Streetscape

Upgrade from Apache Avenue to Patriots Point Street by widening to accommodate two 11-foot travel lanes and 5-foot bike lanes on both sides of the road. Modify curves to meet Federal Highway standards and resurface. Improve ADA ramps and pedestrian crosswalks, construct buffered sidewalks, and add lighting along both sides of the road. Some right-of-way is likely needed. Requires widening roadway by up to 12-feet.



11 Bill Gardner Parkway @ I-75

Add a northbound right-turn lane off the I-75 off-ramp and a continuous lane to Tanger Boulevard that provides free-flow access to Tanger Boulevard from the south. Requires widening of the off-ramp and Bill Gardner Parkway along the south side by 12-to 18-feet. Undetermined if right-of-way is needed.



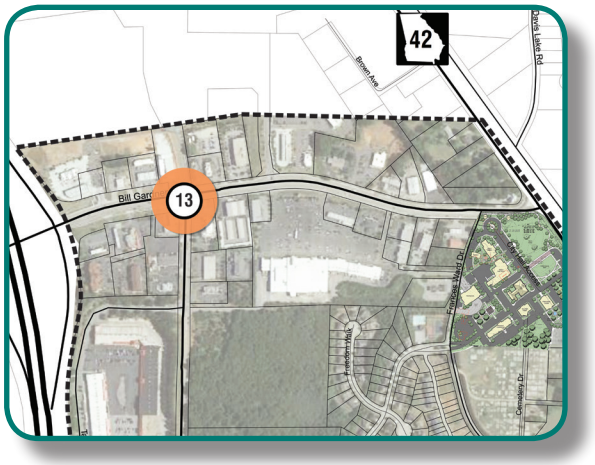
12 Bill Gardner Parkway @ Highway 42

Add a northbound left-turn lane along Highway 42. Requires widening of Highway 42 along the west side of the road includes enhanced buffered sidewalks along the west side of the road with pedestrian-scale street furniture. Requires widening by approximately 12-feet to the west. Right-of-way may be required.



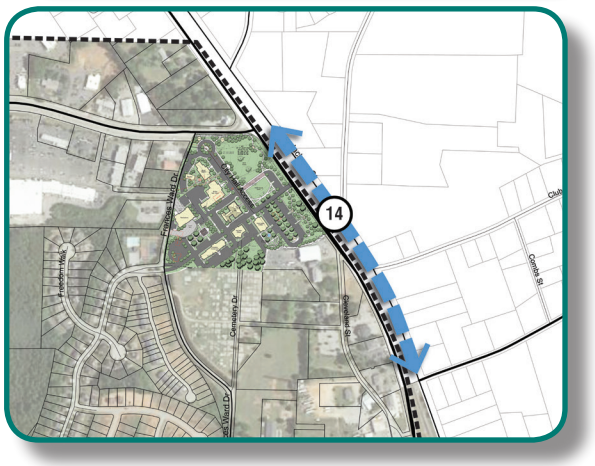
13 Bill Gardner Parkway @ Tanger Boulevard

Add a northbound lane to accommodate two left-turn lanes and one shared thru-right-turn lane. Modify eastbound approach to include two eastbound right-turn lanes as described in the Bill Gardner Parkway at I-75 project. Does not require widening if existing median is removed at intersection. It is preferred to maintain median, requiring up to 12 feet of additional widening on either the west or east side of the road.



14 Highway 42 Enhancements

Widen Highway 42 along the west from Bill Gardner Parkway to Peeksville Road to accommodate an exclusive southbound left-turn lane onto Bowden Street. Extend the southbound left-turn lane onto Peeksville Road, easing congestion caused by left-turning vehicles stopped on Bill Gardner Parkway and vehicles delayed by trains. Provide an enhanced buffered sidewalk along the west, with pedestrian-scale street furniture. Requires widening of 10-to12-feet and may require right-of-way acquisition.



15 Tanger Boulevard Operational Improvements

Widen Tanger Boulevard from Tanger Drive to Palmetto Street (or the proposed Tanger Loop) to include a two-way left-turn lane along its entire length. Add a buffered sidewalk along the west side of the road. Includes upgraded lighting, street trees, and street furniture. Requires 10-to15-feet of widening.



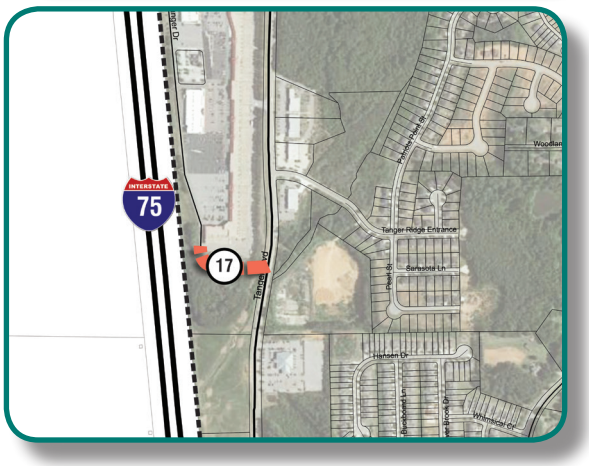
16 Tanger Drive Extension

Create a new public road behind Ingles, connecting Tanger Drive to Frances Ward Drive. The new road should include two 11-foot travel lanes with turn-lanes at intersections as necessary and includes 5-foot bike lanes, buffered sidewalks, and crosswalks at each intersection. The road should be designed in coordination with the City's plans to upgrade the detention pond located on the southeast side of Ingles. Requires full right-of-way acquisition or donation of property.



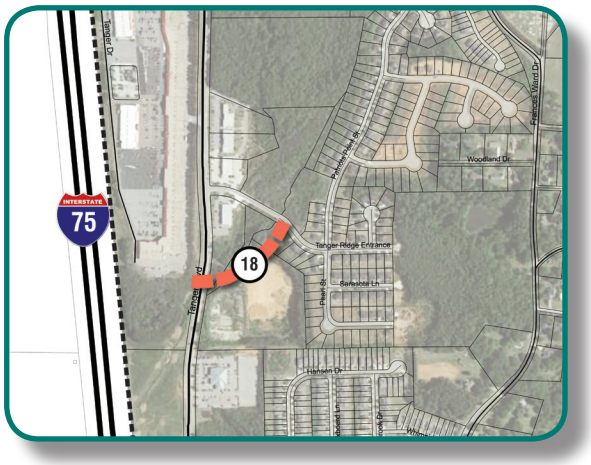
17 Tanger Loop Connection

Construct a new private road/driveway connection between the southern end of Tanger Outlet Center and Tanger Boulevard. The connection should include two 11-foot travel lanes with turn lanes as needed at the intersection of the connection and Tanger Boulevard. A buffered sidewalk should be constructed along one side of the road and a buffered 8-foot multi-use path along the other side of the road. Will likely require retaining walls due to topographic features.



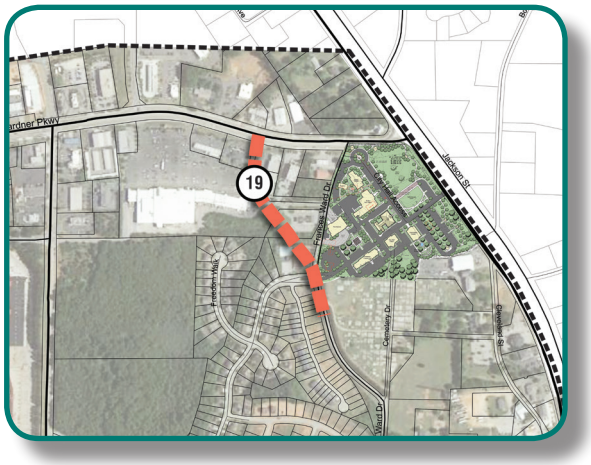
18 Tanger Ridge Extension

Extend Palmetto Street to the south to connect to the proposed Tanger Loop connection. The new road should include two 11-foot travel lanes with turn lanes at intersections as needed. An 8-foot multi-use trail should be constructed along the southern side of the road and buffered sidewalks along both sides of the road should also be included. May require retaining walls and avoidance of environmental features. Requires full right-of-way acquisition or donation of property.



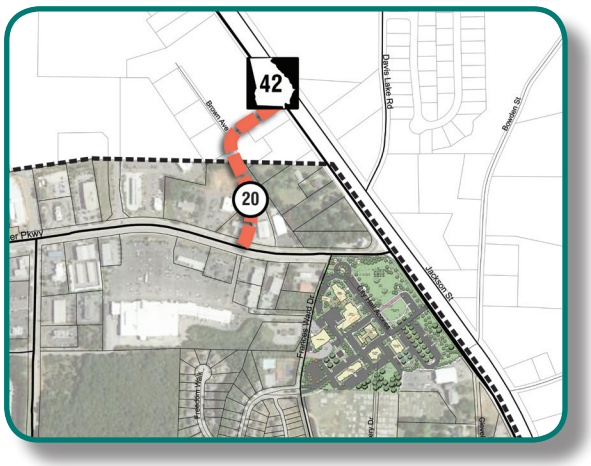
19 Frances Ward Drive Realignment

Realign Frances Ward Drive from Patriots Point to intersect Bill Gardner Parkway 950 feet west of Highway 42 (580 feet west of current position). Signalize and line up with the proposed Brown Avenue connection on the north side of Bill Gardner Parkway. This will likely occur when redevelopment of Ingles and surrounding outparcels takes place. Requires full right-of-way acquisition or donation of property.



20 Brown Avenue Connection

Construct a road connection between Bill Gardner Parkway 950 feet west of Highway 42 (aligned with the proposed Francel Ward Drive realignment) and the existing Brown Avenue to the north. The connection should consist of 11-foot travel lanes with turn lanes at intersections as needed. Buffered sidewalks should be provided along both sides of the road. This will likely occur when redevelopment of the affected parcels takes place. Requires full right-of-way acquisition or donation of property.




Market Place Blvd
Tanger Blvd
QT
WAFFLE HOUSE
DUNKIN' DONUTS
MARATHON
REGULAR
2.71
2.75
2.61
JCT 75

Bill Gardner Parkway

Bill Gardner Parkway is the largest roadway within the Study Area, defined by GDOT as a Regional Collector, carrying more than 20,300 vehicles per day.

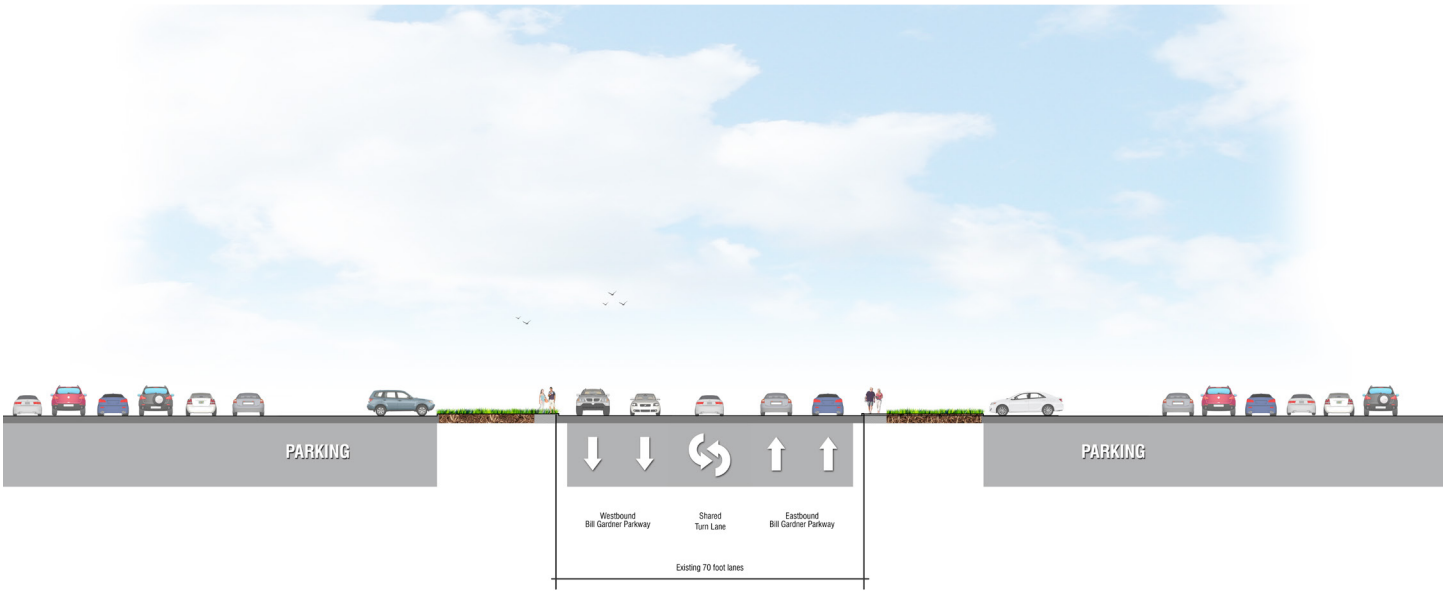
This corridor is key to Locust Grove's current and future success as it connects Interstate 75 to Highway 42 and is a gateway to Downtown Locust Grove.

Unfortunately, many visitors come to the area without discovering the City's beautiful Historic Downtown. Much of the vision of the LCI study is to leverage the success of this corridor and enhance its aesthetics and function to connect the Gateway District to the Historic Downtown.

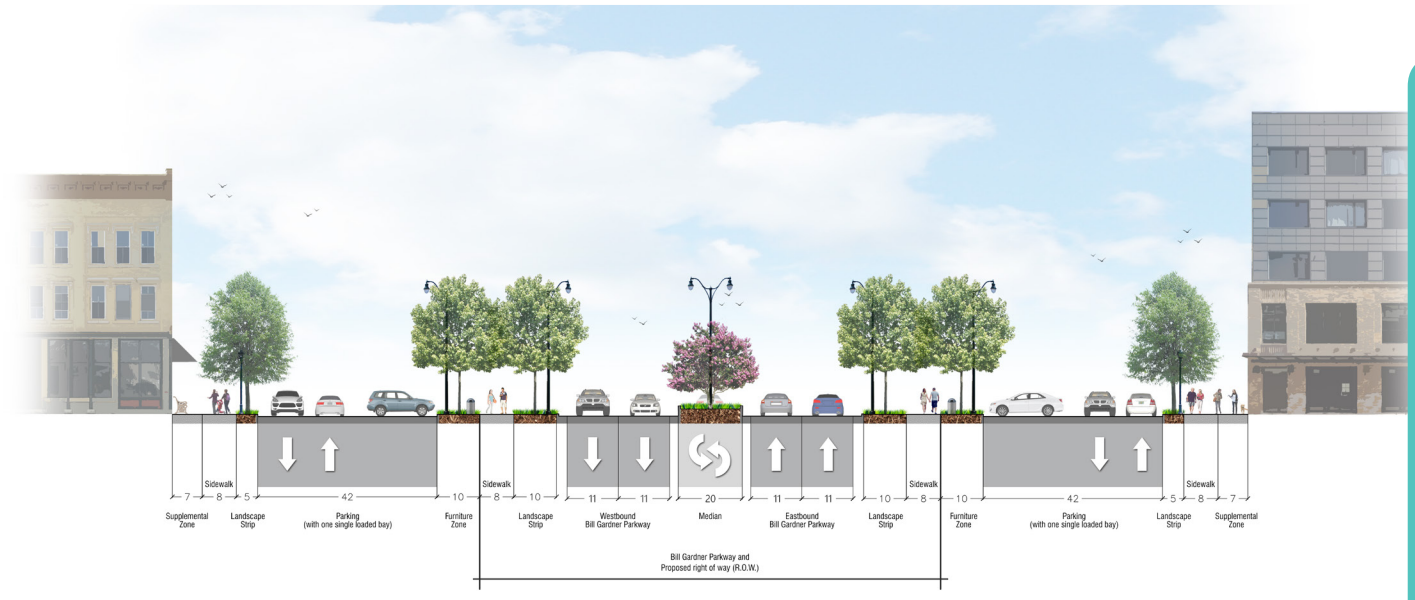
The images to the right illustrate the long-term vision for Bill Gardner Parkway as redevelopment occurs over the next 10 years and beyond. Key elements associated with a transformation of the roadway are described to the right.

Vision Characteristics:

- *Center planted median to better organize traffic flows, reduce speeds, and provide landscaping and wayfinding signage*
- *Add landscaping and tress along both sides of the road and median, providing enhanced aesthetics and sun protection for pedestrians*
- *Widen sidewalks and separate from the roadway to create a more pleasant and safe experience for pedestrians*
- *Improve vehicular and pedestrian-scale lighting*
- *Locate buildings closer to the road with outdoor dining to encourage active street activity and increase visibility of businesses along the corridor*
- *Design building architecture and strategically locate wayfinding signage to create connection from Interstate 75 to Historic Downtown*
- *Ensure convenient parking that remains visible along the corridor (with additional parking behind buildings)*



Existing Bill Gardner Parkway Cross-Section



Proposed Bill Gardner Parkway Cross-Section

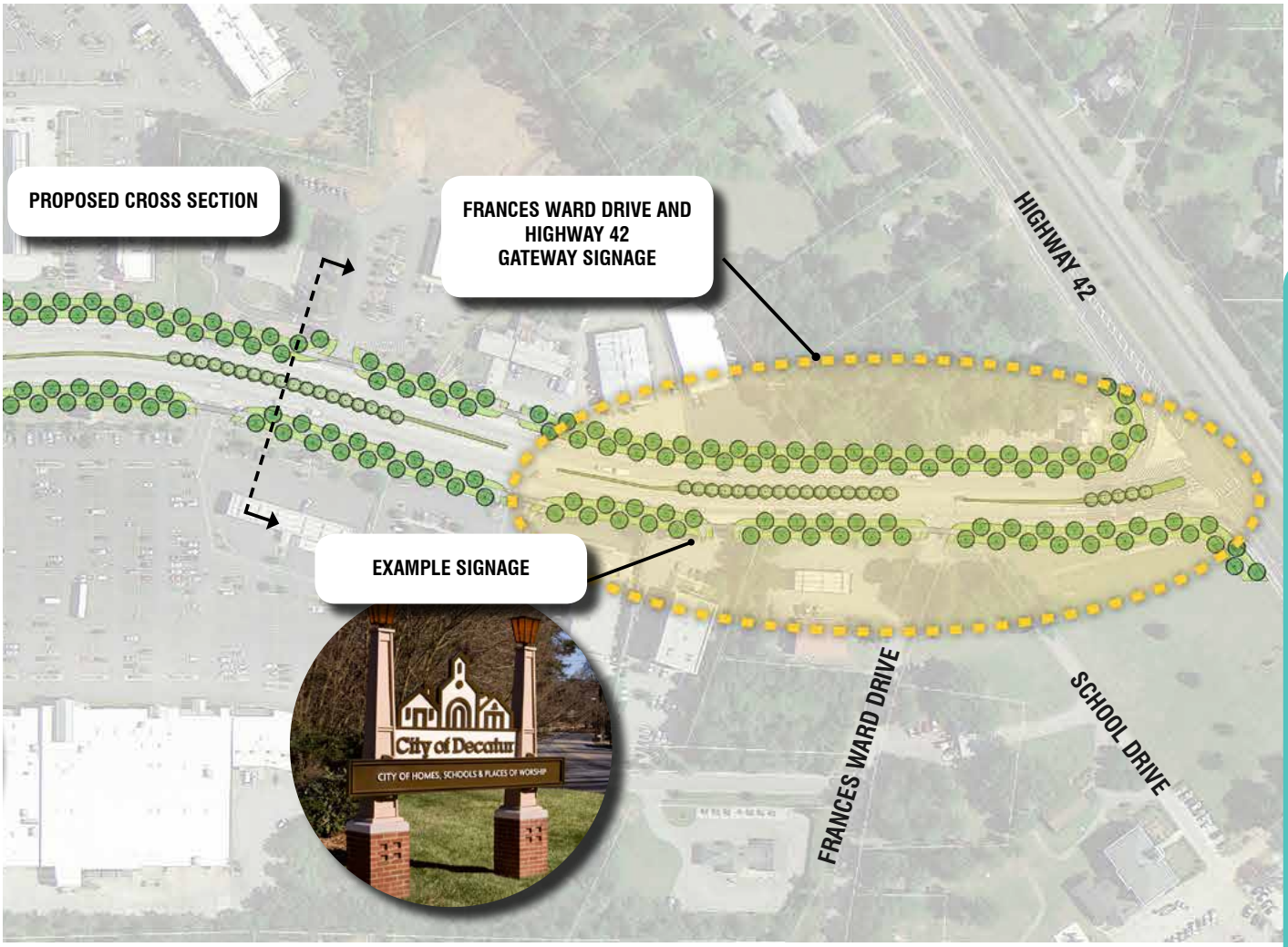
Wayfinding Signage

Another key element of transforming the Bill Gardner Parkway Corridor is the implementation of wayfinding signage. Below is an illustration that identifies three distinct locations for the proposed placement of wayfinding signage elements.

The first location occurs at the I-75 Interchange. More than 30,000 cars move through this intersection on a daily basis, making it the first and primary location for gateway signange to notify drivers moving off of I-75 that they are entering Locust Grove. At or near



the intersection of Tanger Boulevard, recommended signage would include directional signage to the various attractions within Locust Grove such as Tanger Outlet Center and the Historic Downtown District. Finally, a wayfinding element between Frances Ward Drive and Highway 42 should direct drivers and pedestrians to Locust Grove's Historic Downtown.




THE French MARKE



Action Plan 4

Overview

Project List

Zoning Recommendations

Market Recommendations

Implementation Tools

Overview

While the previous section outlines the complete list of initiatives, this section identifies city and community action items. Priorities are broken into three seperate lists: the 100-Day Action Plan, the Short-Term 5-Year Action Plan, and Long-Term Future Improvements.

Improvement projects and intiatives have been identified through previous planning efforts and throughout the development of this LCI update. In late 2015 and early 2016, transportation improvement efforts were presented to the public and prioritized by the Core Team, local stakeholders, city staff, the Mayor and City Council.

The short-term improvement projects are identified as implementable strategies within the next 5 to 7 years, while long-term improvement projects are projected for completion over the next 10 to 20 years.

Over time, project priorities may change based on funding availabililty, community needs, and/or private development within the Locust Grove Town Center. With community and market needs apt to change, the implementation plan should be a living document that the City, Mayor, and Council should revisit on an annual basis.

This chapter outlines the 100-Day and 5-Year Action Plans, provides key take-aways from local and regional experts gathered during an Issues Forum Discussion held in January of 2016, and provides the full project list, including short-term and long-term transportation improvements.

The 100-day Action Plan is outlined on the page to the right. This list of 10 action items identifies the immediate actions the City of Locust Grove should take to help move the LCI forward.

As the City of Locust Grove moves toward implementation, it is important to remember the following:

- Perseverance will be necessary as some improvements will take months, if not years to advance.
- The vision/plan can and will evolve over time.
- The future addition or subtraction of policies or projects should not be viewed as a compromise of the vision, but rather its natural evolution in response to changing conditions and challenges.

100 Day Action Plan



Have City Council Adopt the LCI Plan



Incorporate recommendations into the City's Comprehensive Plan and Henry County Comprehensive Transportation Plan (CTP)



Meet with key property owners to discuss and define short-term redevelopment opportunities and partnerships



Work with local schools to create a strategic plan to initiate a community garden program



Develop a Downtown Strategic Marketing Plan that includes: steps to strengthen downtown's brand, increase visibility to the community and visitors, attract retail tenants, and seek creative funding sources



Attract supplemental LCI funding for specific projects and initiatives, including a zoning ordinance review



Make zoning modifications, including reclassification of the City Municipal Complex as Office-Institutional and begin creation of new Gateway Mixed-Use and Downtown Mixed-Use districts



Develop design requirements for Bill Gardner Parkway corridor



Work with Henry County DOT and GDOT to secure funding for high-priority projects along Bill Gardner Parkway and Highway 42



Pursue private grant funding to help implement transportation improvement projects

Issues Forum

In January 2016, an Issues Forum was organized to discuss key issues confronting the implementation of LCI plan objectives and projects.

This discussion allowed city leaders and the LCI Core Team to talk openly about their concerns in implementing a plan of this magnitude while gaining insight from subject experts on failures and successes based on their experiences and communities.

The discussion panel included four local representatives: Chris McGahee with the City of Duluth, Allie O'Brian with the City of Hapeville, Monica Callahan with the City of Madison, and Richard Ferry with the City of Senioa. Attendees and participants at the discussion included city staff, DDA representatives, local business owners, neighborhood advocates, and an ARC representative.

Their discussion centered around one key idea: "leveraging our Historic Downtown to create a brand, enhance economic development, and identify funding opportunities." The ideas and feedback gathered from this discussion are summarized to the right.

Create a Brand

- Define who you are and what you want
- Reinforce your brand through your wayfinding signage
- Capitalize on your community strengths
- Tell your story through historic photographs and community icons
- Let your brand drive your vision
- Support your local brand-builders

Enhance Economic Development

- Community buy-in and support is vital
- Your DDA is your greatest asset
- Zoning is an amenity you own: take control and use it to your advantage
- Initiate community-facilitated development and build local partnering opportunities
- Patience and perseverance is key

Identify Funding Opportunities

- Build relationships with local businesses and developers to attract specific types of desired development.
- Partner with developers to capitalize on community improvement projects
- Inventory surplus property and purchase areas you want to redevelop
- Every plan is 75% complete and flexible enough to adapt to future changes

5-Year Action Plan

The short-term improvement projects outlined to the right are priority projects that can be completed or started within the next 5 years.

These projects encapsulate the vision for the future of the Locust Grove Town Center by improving the Bill Gardner Parkway corridor and creating a multimodal corridor between Tanger Outlet Center and Historic Downtown, linking the two development areas.

For detailed information about each of these projects, refer to pages 83-89 in Chapter 3 and the project list on pages 101-104.

Short-Term Improvement Projects

1. *Bill Gardner Parkway Median and Streetscape*
2. *Bill Gardner Parkway Wayfinding Signage*
3. *Central Avenue*
4. *Smith Street Enhancements*
5. *Palmetto Street Enhancements*

Project List

Short-Term Projects

	Project Name	Project Type	Length (feet)	Length (miles)	Engineering Costs	R.O.W. Costs
1	Bill Gardner Parkway Median and Streetscape	Multi-modal/Roadway/ Operations/Safety/ Beautification	3250	0.6155	$340,000	$700,000
2	Bill Gardner Parkway Wayfinding Signage	Wayfinding	3250	0.6155	50,000	–
3	Central Avenue	Multi-modal/Roadway/ Bike-Ped Facilities	1050	0.1988	$140,000	$720,000
4	Smith Street Enhancements	Multi-modal/Roadway/ Bike-Ped Facilities	1275	0.2415	$200,000	$150,000
5	Palmetto Street Enhancements	Multi-modal/Roadway/ Bike-Ped Facilities	3750	0.7689	$130,000	–

Long-Term Projects

	Project Name	Project Type	Length (feet)	Length (miles)	Engineering Costs	R.O.W. Costs
6	Southern States Multi-Use Trail	Multi-Use Trail	–	–	–	–
7	Tanger Boulevard Median and Streetscape	Multi-modal/Roadway/ Operations/Safety/ Beautification	750	0.1420	$150,000	–
8	Cleveland Street Streetscape	Multi-modal/Roadway/ Operations & Safety	3575	0.6771	$740,000	–
9	Peeksville Extension	Multi-modal/Roadway/ Operations & Safety/ Bike-Ped Facilities	1150	0.2178	$230,000	$860,000
10	Frances Ward/Indian Creek Roadway Upgrades & Streetscape Enhancements	Multi-modal/Roadway/ Operations & Safety/ Bike-Ped Facilities	6050	1.1458	$930,000	$3,200,000

Refer to page 119 of the Appendix for a single-page format of the Project List

Construction Costs	Total Costs	Responsible Party	Funding Source	Local Source
$2,900,000	$3,970,000	City of Locust Grove	Local/ State/Federal Funds	City of Locust Grove
–	$500,000	City of Locust Grove, Main Street Program, DDA	Local, Main Street, Private Funds	City of Locust Grove
$1,200,000	$2,060,000	Affected Properties, City of Locust Grove	Private and Local Development	Private Development, City of Locust Grove
$1,700,000	$2,000,000	City of Locust Grove	Local/LCI/State/Federal Funds, PATH Foundation, Private Developer	City of Locust Grove
$1,100,000	$1,220,000	City of Locust Grove	Local, LCI, State/Federal Funds	City of Locust Grove

Construction Costs	Total Costs	Responsible Party	Funding Source	Local Source
–	$4,000,000	City of Locust Grove	Local/LCI/State/Federal Funds, PATH Foundation, Private Developer	City of Locust Grove
$1,300,000	$1,390,000	City of Locust Grove	Local/LCI/ State/Federal Funds	City of Locust Grove, Private Development
$6,300,000	$7,080,000	City of Locust Grove, Adjacent Property Owners	Local/ State/Federal Funds	City of Locust Grove, Private Development
$2,000,000	$3,070,000	Affected Properties, City of Locust Grove	Private Development, City of Locust Grove	Private Development, City of Locust Grove
$8,000,000	$12,120,000	City of Locust Grove	Local/LCI/ State/Federal Funds, Private Development	City of Locust Grove, Private Development

Refer to page 119 of the Appendix for a single-page format of the Project List

Project List

Long-Term Projects

	Project Name	Project Type	Length (feet)	Length (miles)	Engineering Costs	R.O.W. Costs
11	Bill Gardner Parkway @ I-75 Northbound Ramps Intersection Improvements	Roadway/ Operations & Safety	1275	0.2414	$130,000	$360,000
12	Bill Gardner Parkway @ Highway 42 Intersection Improvements	Roadway/ Operations & Safety	650	0.1231	$110,000	$140,000
13	Bill Gardner Parkway @ Tanger Boulevard Intersection Improvements	Roadway/ Operations & Safety	–	–	$120,000	–
14	Highway 42 Enhancements	Multi-modal/Roadway/ Operations & Safety	2000	0.3789	$380,000	$430,000
15	Tanger Boulevard Operational Improvements	Multi-modal/Roadway/ Operations & Safety	1900	0.3598	$120,000	–
16	Tanger Drive Extension	Multi-modal/Roadway/ Operations & Safety Joint Ped-Bike Facilities	1800	0.3409	$300,000	$1,400,000
17	Tanger Loop Connection	Multi-modal/Roadway/ Operations & Safety Joint Ped-Bike Facilities	750	0.1420	$150,000	–
18	Tanger Ridge Extension	Multi-modal/Roadway/ Operations & Safety Joint Ped-Bike Facilities	650	0.1231	$150,000	$500,000
19	Frances Ward Drive Realignment	Roadway/ Operations & Safety	1100	0.2083	$200,000	$850,000
20	Bill Gardner Parkway Median and Streetscape	Roadway/ Operations & Safety	750	0.1420	$160,000	$480,000

Refer to page 119 of the Appendix for a single-page format of the Project List

Construction Costs	Total Costs	Responsible Party	Funding Source	Local Source
$1,100,000	$1,560,000	City of Locust Grove, GDOT	Local/ State/Federal Funds	City of Locust Grove
$920,000	$1,170,000	City of Locust Grove, GDOT	Local/ State/Federal Funds	City of Locust Grove
$1,000,000	$1,140,000	City of Locust Grove	Local/ State/Federal Funds	City of Locust Grove
$3,200,000	$4,020,000	City of Locust Grove	Local/ State/Federal Funds, Private Developer	City of Locust Grove
$1,000,000	$1,150,000	City of Locust Grove	Local/ State/Federal Funds	City of Locust Grove, Private Development
$2,600,000	$4,200,000	City of Locust Grove	Local/LCI/ State/Federal Funds	City of Locust Grove
$1,300,000	$1,430,000	City of Locust Grove, Tanger Outlet Center	Local/LCI/ State Funds	City of Locust Grove, Private Development
$1,300,000	$1,930,000	City of Locust Grove	Local/LCI/ State/Federal Funds	City of Locust Grove
$1,700,000	$2,720,000	City of Locust Grove, Affected Property Owners	Local/LCI/ State/Federal Funds	City of Locust Grove, Private Development
$1,300,000	$1,950,000	City of Locust Grove, Affected Property Owners	Local/LCI/ State/Federal Funds	City of Locust Grove, Private Development

Refer to page 119 of the Appendix for a single-page format of the Project List

Zoning Recommendations

The City of Locust Grove zoning map and codes were reviewed to determine if current regulations support the ideals and goals of the Locust Grove LCI vision. This section outlines potential zoning modifications that should be considered by city staff and council. The modifications presented in this section are intended to set the stage for implementation of this plan by enhancing the quality of development, encouraging walkability, and improving the economic competitiveness of downtown Locust Grove.

Zoning Districts and Designations

The following recommendations are made related to alterations in current zoning districts and designations:

- Formalize the City Municipal Complex and cemetery as an Office-Institutional District
- Designate parcels along the south side of Bill Gardner Parkway from Tanger Boulevard to Frances Ward Drive (currently C-2 and C-3) to a new Gateway Mixed-Use District
- Designate the parcels south of Ingles, east of Tanger Boulevard, west of Patriots Point and north of Palmetto Street (currently C-2, General Commercial District) as a new Gateway Mixed-Use District
- Designate the parcels generally west of Cleveland Street from the City Municipal Complex to Indian Creek Road, east of the single-family parcels (currently a mix of commercial and light manufacturing) as new Downtown Mixed-Use District

Create a new Gateway Mixed-Use District Designation

- District to allow and encourage a mix of retail, office, higher intensity residential and light industrial/office flex space. Consider a stipulation that for parcels greater than five acres, multiple uses must occupy the site and no single use (retail, office, or residential) may occupy more than 60% of the useable site area
- District to include public green/civic space requirements. Consider requiring 10% minimum of site area should be used for publicly accessible greenspace and/or amenity space
- District to encourage higher density development, with heights that step down towards existing adjacent residential parcels. Allow greater residential densities and lower unit sizes while generally maintaining the City's 45-foot building height limit
- Consider form-based regulations to allow greater flexibility, reduced setbacks, wider sidewalks, narrower roadways (where appropriate) and reduced parking requirements to create a more walkable development
- Include additional architectural/façade and construction standards, including increased requirements for brick and stone facades, greater building transparency on store-front streets, etc
- District to require new roadways to be constructed to maintain maximum block sizes of no more than 600 feet. Prefer 400-foot maximum block sizes. Roadways must not terminate via cul-de-sacs or dead-ends. Allow or provide for cross access to limit the number of curb cuts along major public roadways

Create a new Downtown Mixed-Use District Designation

- District to allow and encourage a mix of retail, restaurant, office, and higher intensity residential uses including allowances for vertical mixed-use development (residential over office or retail).
- District to include public green/civic space requirements in the form of streetscape requirements along major downtown streets and proximity requirements to downtown green/civic spaces
- District to allow for greater residential densities and smaller unit size minimums, within the City's 35-foot building height maximum; height limitation should not include architectural elements such as tower elements, cupolas, etc
- Consider form-based regulations to allow greater flexibility, zero-lot-line setbacks, wider sidewalks, narrower roadways (where appropriate), and reduced parking requirements to create a more walkable development
- Include additional architectural/façade and construction standards, including increased requirements for brick and stone facades; limit other non-traditional building materials; provide for greater building transparency on store-front streets; establish minimum building height of two stories or 18 feet, etc.
- Consider modified site requirements to provide for traditional downtown-scale development, including limited or no site minimums, limited site width minimums, and maximum building widths of no more than 50 feet (or the appearance of no greater than 50 feet) along public streets; limit or buffer surface parking areas along public streets, screen service areas, etc.
- District to require new roadways to be constructed in order to maintain maximum block size of not more than 400 feet. Prefer 200-foot maximum block length. Roadways must not terminate via cul-de-sacs or dead-ends

Create Bill Gardner Parkway Design Requirements

- District should apply to parcels adjacent to Bill Gardner Parkway (north and south side of roadway) from I-75 to Highway 42
- Require new development or redevelopment to be located a maximum of 90 feet from the existing back of curb along Bill Gardner Parkway
- Establish 90 foot maximum setback to include the following zone designations (refer to Chapter 3, page 92 for an illustrative cross-section of the zone designations outlined below):
    - Landscape Strip (plantings and street trees) – 10 feet
    - Sidewalk – 8 feet
    - Furniture Zone (street furniture, plantings and utilities) – 10 feet
    - Parking (one single-loaded bay, with parking on the Bill Gardner Parkway side) – 42 feet
    - Landscape Strip (plantings and street trees) – 5 feet
    - Sidewalk – 8 feet
    - Supplemental zone (outdoor seating and building ancillary building amenities) – 7 feet
    - Building Face
    - All additional parking and loading to be provided behind buildings
- No curb cuts to be allowed along Bill Gardner Parkway, other than Tanger Boulevard (existing traffic signal), the Walmart Shopping Center driveway and adjacent Ingles driveway (proposed right-in/right-out), and realigned Frances Ward Drive/proposed Brown Avenue Connection (proposed traffic signal). All driveways serving properties should be provided via the above listed connections. Cross access easement agreements between parcels should be required, as needed
- All overhead utilities to be moved off Bill Gardner Parkway or underground
- Street trees, plantings, and street furniture to match the proposed median along Bill Gardner Parkway and determined by City staff

Zoning Elements/ Modifications for Discussion

Restrict Cul-de-sacs and Dead-end Roads

- Restrict cul-de-sacs and dead-end roads, require any new roadways to connect to existing or new roadways

Increase Residential Façade Requirements

- Elevate residential façade requirements by increasing the amount of brick façade for all zoning designations within the Town Center LCI area
- Restrict all vinyl or aluminum siding from all zoning designations, with no variances allowed within the Town Center LCI area. Applies to the following zoning designations: RM-1 – Multi-Family Residential District – Apartments; RM-2 – Multi-Family Residential District – Townhouses; RM-3 – Multi-Family Residential District – Condominiums; and Conservation Residential Subdivision

Provide Façade Requirements for Office and Commercial Designations

- Add façade requirements to stipulate the amount of brick or stone façade and restrict the use of vinyl and aluminum siding for office and commercial zoning designations within the Town Center LCI area
- Applies to the following zoning designations: OI – Office/Institutional District; C-2 – General Commercial District; and C-3 – Heavy Commercial District

Develop Consistent Sidewalk Design Requirements

- Revise zoning code to require minimum five-foot sidewalks with minimum four-foot landscaped buffers from the backside of the curb throughout the Town Center LCI area
- Applies to the following zoning designations: R-3 – Medium/High-Density Single-Family Residential District; RM-1 – Multi-Family Residential District – Apartments; RM-2 – Multi-Family Residential District – Townhouses; RM-3 – Multi-Family Residential District – Condominiums; Conservation Residential Subdivision; and Active Adult Residential (AAR) District

Changes to Amenities Required

- Each residential designation provides a list of various amenities that a development should include. We recommend that the City maintain the requirements for basic amenities, such as walking trails.
- Incentivize or increase the use of provision for fees obtained from developers in lieu of additional amenities within the development to allow for more funding to be directed toward higher-quality, publicly accessible community amenities. Ensuring that developments are connected through high quality pedestrian infrastructure (including multi-use paths) is key to making sure the greatest number of people have access to these shared, City-owned community amenities.
- Applies to the following zoning designations: R-3 – Medium/High-Density Single-Family Residential District; RM-1 – Multi-Family Residential District-Apartments; RM-2 – Multi-Family Residential District – Townhouses; RM-3 – Multi-Family Residential District – Condominiums; Conservation Residential Subdivision; and Active Adult Residential (AAR) District

Revise the Minimum Floor Area Requirement for RM-1 and RM-3

- National and regional trends show that the square footage of apartment and condominium units are decreasing. Consider reducing the requirements as follows within the Town Center Mixed-Use Districts:
    - Apartment (currently RM-1): Reduce minimum one-bedroom requirement of 900 square feet to 750 square feet and two-bedroom requirement from 1,200 square feet to 1,100 square feet.
    - Condominium (currently RM-3): Reduce minimum one-bedroom requirement of 1,000 square feet to 800 square feet and two-bedroom requirement from 1,300 square feet to 1,200 square feet.

Modify Residential Growth Limitation

- Revisit the growth limitation from the zoning code. Increasing high-quality, multi-family product within the Town Center LCI and downtown area will address the goals and objectives of the LCI, but may also reduce the ratio of single-family homes within the City of Locust Grove

Market Recommendations

Improve Aesthetics at Interstate

The Tanger Outlet Center is one of the largest economic engines in the area, and it depends on an affluent customer base traveling to the shopping center from throughout the region. Unfortunately, development at Interstate 75 is largely dated, somewhat haphazard, and the streetscapes are not attractive, which has resulted in an unwelcoming entrance to Locust Grove. Efforts should be made to improve the aesthetics of this area with new signage and landscaping that signifies this as a gateway into the community as well as into the Tanger development.

Create Mixed-Use Downtown

The vacant land directly behind the historic retail core provides a location for new housing that could transform the Downtown into a true neighborhood. A variety of housing types should be explored, including multi-family rental housing, senior housing, townhomes, and cluster homes. The development pattern should emphasize walkability and connectivity with the Historic Downtown. This will enable life cycle housing, meaning a place for recent high school or college grads with their first job, to couples starting families, to retirees who want to stay in the same community and in close proximity to each other.

Connect Historic Downtown & Tanger Outlet Center

The Tanger Outlet Center attracts a regional, affluent customer and the French Market has demonstrated that this kind of customer can also be drawn to the Historic Downtown. These two areas should be marketed together and connected, at a minimum, by wayfinding signage and possibly by some direct connection in an alternate mode of transportation. While making a stronger connection between the historic downtown and the Tanger Outlet Center, it will be important to improve and enhance downtown offerings at the same time. Leveraging the existing Main Street program to strengthen existing businesses, deliver enhanced marketing, and diversify tenant mix will be crucial.

Stabilize Single-Family Neighborhoods

The foreclosure crisis led to the purchase of a significant number of homes in the Carriage Gate and Patriots Point neighborhoods by investors. Some of these investors are not maintaining their homes, and there is a risk of disinvestment and blight taking hold in these communities.

Efforts already delivering positive results should continue to be made, including enforcing codes and encouraging additional home ownership in these neighborhoods. The City should also support neighborhood associations efforts in regards to organization, beautification, and the maintenance of public spaces.

Attract Additional Regional Retail

The Tanger Outlet Center draws a large customer base from throughout the region. Efforts should be made to keep this shopper in the area for a longer period of time. Other outlet centers have seen complementary development nearby, such as sporting goods superstores or entertainment destinations. In addition, most of the restaurant options in the area are fast food establishments. The relatively affluent Tanger shoppers should be better leveraged to support additional sit-down restaurants in the immediate area.

Leverage County's Large-Scale Industrial

Henry County has a large and very active industrial employment base. Most of the large-scale industrial development is located just north of the Study Area. While there is not room for large industrial buildings within the Study Area, there could be smaller buildings designed for firms that work with the larger industries in the surrounding area. Industrial development is particularly important, as it increases jobs, and in turn, daytime population, which is a critical component for commercial development success and sustainability.

Influence Complementary Development

Any development outside of the Study Area will obviously impact market dynamics and performance for the uses inside the Study Area. Currently, the Study Area is largely retail and residential. Recommendations are being made within this LCI Study effort to enhance, diversify, and integrate different types of development in order to strengthen and better position the Study Area for long-term economic viability; however, it is also worth mentioning that the City of Locust Grove needs to be aware of how other potential development within the city limits could have positive or negative impacts in the future. There is a deep need for increasing jobs in the area, which would in turn increase demand for retail and residential uses in the Study Area. In particular, the best case scenario would be for the undeveloped land west of Interstate 75 (outside the Study Area) to be developed and anchored by commercial uses that are key job generators–office and industrial–as opposed to additional retail and residential uses that could impact the Study Area.

Implementation Tools

Develop a Road Map for the DDA and Determine a Long-Term Funding Mechanism.

The Main Street Manager should work with the City Council and DDA to develop a Road Map that includes a two-and five-year action plan for the DDA. The plan should include a prioritized list of projects, initiatives, and action items for the DDA to pursue and promote. Potential sources of private funding should be investigated. Following development of the Road Map, City Council should approve a long-term funding strategy to maintain the DDA's strength and mission. One of the key features of the DDA is the ability to acquire, hold, and sell key properties. When the City pursues development projects, the DDA can play an important role in property assembly and disposition.

Seek Redevelopment Opportunities Surrounding the Historic Downtown Business District.

The City of Locust Grove should advertise their location as an amenity and seek to improve redevelopment potential along (in and around Downtown) by creating property consolidations and/or assemblies that allow quality redevelopment to occur in condensed key locations, attracting local business retailers to Historic Downtown Business District. The City and/or DDA should also track and aggressively market vacancies and opportunities in the Historic Downtown.

Support a Variety of Housing Types.

There is a growing demand for senior housing within the LCI Study Area. Additional senior housing should be pursued in close proximity to Downtown. Workforce housing, housing available to workers within a reasonable proximity to their work place, should also be a priority. Greater diversity in housing types will not only make Locust Grove attractive to a wider cross section of the population, but also will protect the City to some degree from overbuilding any one unit type, which could result in future vacancies and redevelopment issues.

Develop Marketing Collateral that Highlights Locust Grove's Historic Downtown.

Material should be developed and used to promote retailers, office tenants, and other commercial entities as a separator between Locust Grove and other locations without the same character. This branding effort should be reinforced through the recommended wayfinding signage initiative.





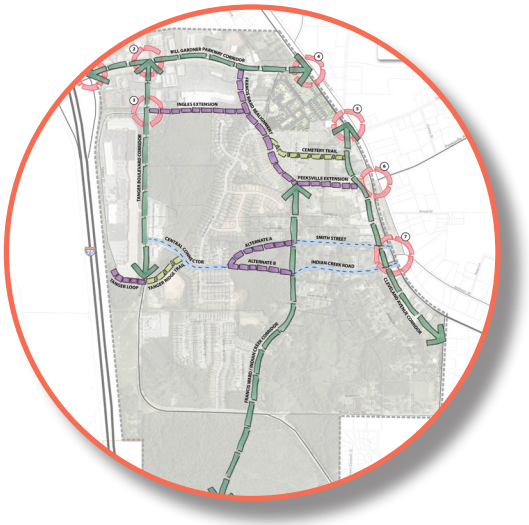
Appendix 5

Introduction

This final chapter includes a summary of the public participation process, including a list of meeting dates (outlined to the right), the full market assessment, as well as meeting agendas, materials (including PowerPoints), and completed exercises from the public workshops.

Though much of this information is referenced throughout the report, the original documents and materials used throughout this report can be found within this chapter.





Phase 1
Inventory and Assessment

- July 15, 2015 Project Management Team Kickoff Meeting
- August 3, 2015 Presentation to City Council
- August 13, 2015 Project Management Team Conference Call
- August 31, 2015 Project Management Team Conference Call
- September 2, 2015 Stakeholder interviews
- September 17, 2015 Core Team Meeting #1
- September 17, 2015 Public Workshop #1 (Kick-off and Visioning)

Phase 2
Concept Plan Development

- September 29, 2015 Project Management Team Conference Call
- October 8, 2015 Core Team Meeting #2
- October 8, 2015 Public Workshop #2 (Concept Development)
- November 2, 2015 Project Management Team Conference Call
- November 9, 2015 Core Team Meeting #3
- November 19, 2015 Public Workshop #3 (Draft Plan)
- December 1, 2015 Project Management Team Conference Call

Phase 3
Implementation Plan

- January 11, 2016 Project Management Team Conference Call
- January 21, 2016 Transportation Coordination Meeting
- January 26, 2016 Core Team Meeting #4 (Issues Forum Discussion)
- January 26, 2016 Public Workshop #4 (Open House)

Short-Term

	Project Name	Project Type	Length (feet)	Length (miles)	P.E. Costs	R.O.W. Costs	Construct. Costs	Total Costs	Responsible Party	Funding Source	Local Source
1	Bill Gardner Parkway Median and Streetscape	Multi-modal/Roadway/ Operations/Safety/ Beautification	3250	0.6155	$340,000	$700,000	$2,900,000	$3,970,000	City of Locust Grove	Local, State/Federal Funds	City of Locust Grove
2	Bill Gardner Parkway Wayfinding Signage	Wayfinding	3250	0.6155	50,000	–	–	$500,000	City of Locust Grove, Main Street, DDA	Local, Main Street, Private Funds	City of Locust Grove
3	Central Avenue	Multi-modal/Roadway/ Bike-Ped Facilities	1050	0.1988	$140,000	$720,000	$1,200,000	$2,060,000	Affected Properties, City of Locust Grove	Private and Local Development	Private Development, City of Locust Grove
4	Smith Street Enhancements	Multi-modal/Roadway/ Bike-Ped Facilities	1275	0.2415	$200,000	$150,000	$1,700,000	$2,000,000	City of Locust Grove	Local, LCI, State/ Federal Funds, PATH Foundation, Private Developer	City of Locust Grove
5	Palmetto Street Enhancements	Multi-modal/Roadway/ Bike-Ped Facilities	3750	0.7689	$130,000	–	$1,100,000	$1,220,000	City of Locust Grove	Local, LCI, State/Federal Funds	City of Locust Grove

Long-Term

	Project Name	Project Type	Length (feet)	Length (miles)	P.E. Costs	R.O.W. Costs	Construct. Costs	Total Costs	Responsible Party	Funding Source	Local Source
6	Southern States Multi-Use Trail	Multi-Use Trail	–	–	–	–	–	$4,000,000	City of Locust Grove	Local, LCI, State/ Federal Funds, PATH Foundation,	City of Locust Grove
7	Tanger Boulevard Median and Streetscape	Multi-modal/Roadway/ Operations/Safety/ Beautification	750	0.1420	$150,000	–	$1,300,000	$1,390,000	City of Locust Grove	Local, LCI State/Federal Funds	City of Locust Grove, Private Development
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9	Peeksville Extension	Multi-modal/Roadway/ Operations & Safety/ Bike-Ped Facilities	1150	0.2178	$230,000	$860,000	$2,000,000	$3,070,000	Affected Properties, City of Locust Grove	Private Development, City of Locust Grove	Private Development, City of Locust Grove
10	Frances Ward/Indian Creek Roadway Upgrades & Streetscape	Multi-modal/Roadway/ Operations & Safety/ Bike-Ped Facilities	6050	1.1458	$930,000	$3,200,000	$8,000,000	$12,120,000	City of Locust Grove	Local, LCI, State/Federal, Private Development	City of Locust Grove, Private Development
11	Bill Gardner Parkway @ I-75 Northbound Ramps Intersection Improvements	Roadway/ Operations & Safety	1275	0.2414	$130,000	$360,000	$1,100,000	$1,560,000	City of Locust Grove, GDOT	Local, State/Federal Funds	City of Locust Grove
12	Bill Gardner Parkway @ Highway 42 Intersection Improvements	Roadway/ Operations & Safety	650	0.1231	$110,000	$140,000	$920,000	$1,170,000	City of Locust Grove, GDOT	Local, State/Federal Funds	City of Locust Grove
13	Bill Gardner Parkway @ Tanger Boulevard Intersection Improvements	Roadway/ Operations & Safety	–	–	$120,000	–	$1,000,000	$1,140,000	City of Locust Grove	Local, State/Federal Funds	City of Locust Grove
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15	Tanger Boulevard Operational Improvements	Multi-modal/Roadway/ Operations & Safety	1900	0.3598	$120,000	–	$1,000,000	$1,150,000	City of Locust Grove	Local, State/Federal Funds	City of Locust Grove, Private Development
16	Tanger Drive Extension	Multi-modal/Roadway/ Operations & Safety Joint Ped-Bike Facilities	1800	0.3409	$300,000	$1,400,000	$2,600,000	$4,200,000	City of Locust Grove	Local, LCI State/Federal Funds	City of Locust Grove
17	Tanger Loop Connection	Multi-modal/Roadway/ Operations & Safety Joint Ped-Bike Facilities	750	0.1420	$150,000	–	$1,300,000	$1,430,000	City of Locust Grove, Tanger Outlet Center	Local, LCI State Funds	City of Locust Grove, Private Development
18	Tanger Ridge Extension	Multi-modal/Roadway/ Operations & Safety Joint Ped-Bike Facilities	650	0.1231	$150,000	$500,000	$1,300,000	$1,930,000	City of Locust Grove	Local, LCI State/Federal Funds	City of Locust Grove
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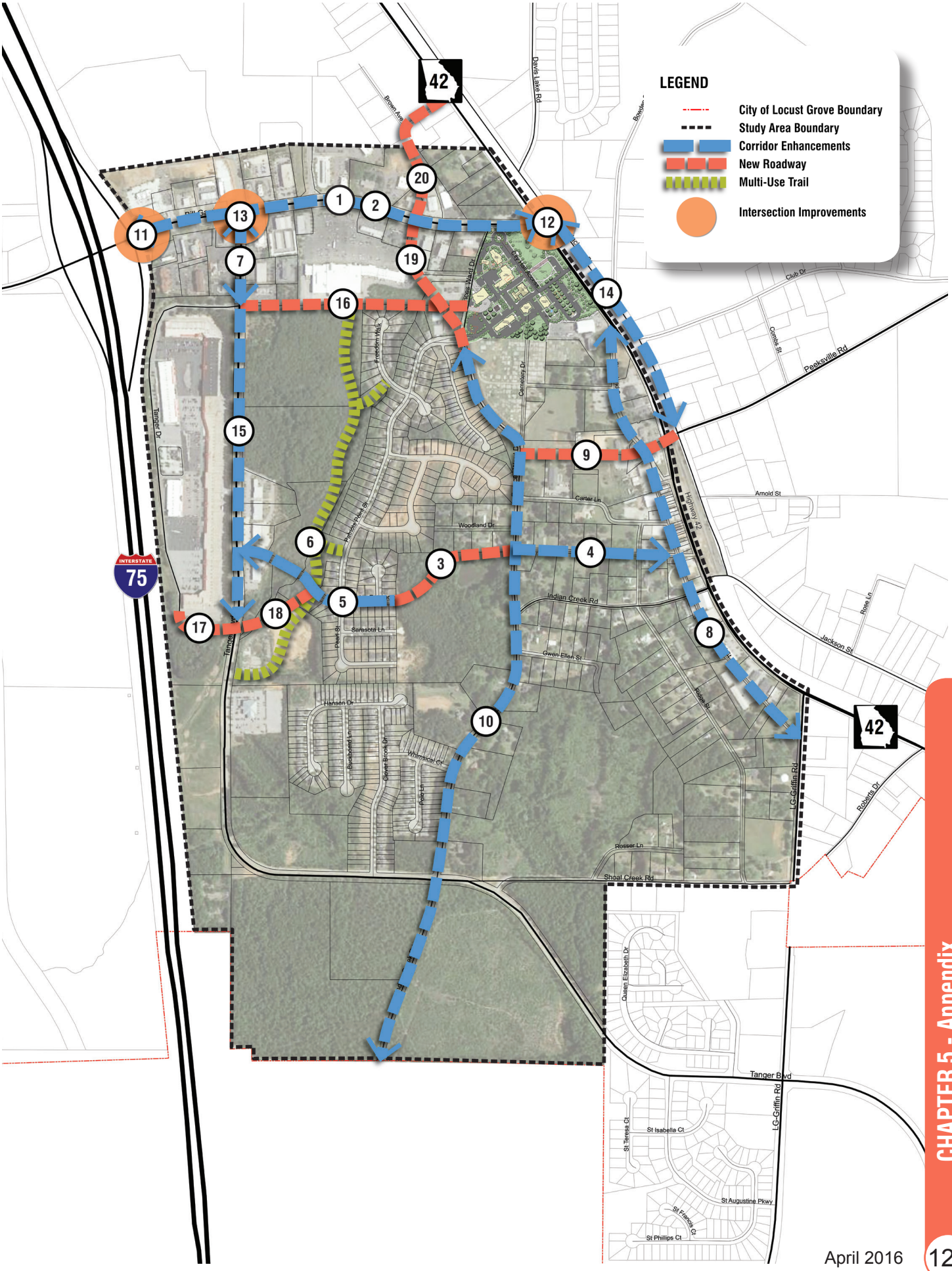
20	Bill Gardner Parkway Median and Streetscape	Roadway/ Operations & Safety	750	0.1420	$160,000	$480,000	$1,300,000	$1,950,000	City of Locust Grove, Affected Property Owners	Local, LCI State/Federal Funds	City of Locust Grove, Private Development


LEGEND
City of Locust Grove Boundary
Study Area Boundary
Corridor Enhancements
New Roadway
Multi-Use Trail
Intersection Improvements
42
INTERSTATE
75
Davis Lake Rd
Brown Ave
Peeksville Rd
Club Dr
Comets St
Tanger Dr
Freedom Way
Cemetery Dr
Carter Ln
Woodland Dr
Arnold St
Highway 42
Indian Creek Rd
Sarasota Ln
Pearl St
Gwen Ellen St
Rose St
Jackson St
Rose Ln
Hansen Dr
Buckboard Ln
Clover Brook Dr
Whimsical Ct
Pole Ln
LG Griffin Rd
Robbins Dr
Rosser Ln
Shoal Creek Rd
Queen Elizabeth Dr
Tanger Blvd
St Teresa Ct
St Isabella Ct
St Augustine Pkwy
St Francis Ct
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Market Assessment

Market Overview :: Metro + Submarket

Residential Market[1]

Approximately 6,480 homes were sold in metro Atlanta in September 2015. This represented an increase of 13.1% over the September 2014 figure of 5,730 homes sold. The median sales price for homes sold in September 2015 was $185,300, which was 9.0% higher than the September 2014 median sales price of $170,000. The residential inventory in September 2015 was approximately 4.0 months, which was a decrease of 10.6% from the September 2014 figure of 4.5 months.

The Study Area is located in the 30248 zip code. In the first ten months of 2015, approximately 380 homes sold in this zip code, and the median sales price was $155,200. The average number of days on the market before selling was 72. During 2014, approximately 380 homes sold, and the median sales price was $144,470. The average number of days on the market in 2014 was 60. The increase in average sales price over the previous year indicates a strengthening market. However, the increase in the average number of days for a house to sell could be a sign of resistance to additional increases in price.

Retail Market[2]

The metro Atlanta retail market has approximately 25,800 buildings, with almost 352.0 million square feet of space. In the second quarter of 2015, retail vacancy in metro Atlanta was 7.9%, which was essentially on par with 8.1% in the first quarter. The average quoted rental rate was $12.51 per square foot. Almost 1.4 million square feet of retail space was absorbed over the first half of 2015. During the second quarter, approximately 208,500 square feet of new space was delivered and an additional 787,000 square feet was under construction.

The Study Area is located in the McDonough/Butts Retail Submarket. There are approximately 600 retail buildings in this submarket, with almost 5.8 million square feet of leasable retail space. At the end of the second quarter, the submarket vacancy rate was 6.0%, which was significantly below the vacancy for metro Atlanta of 7.9%. The average quoted rental rate was $12.12 per square foot, which was slightly less than the average for metro Atlanta of $12.51 per square foot. During the first half of the year, approximately 35,300 square feet of retail space was absorbed in the submarket and no new space was delivered. At the end of the second quarter there was no new space under construction.

Office Market[3]

There are almost 15,700 office buildings in metro Atlanta, with over 304 million square feet of space. Approximately 40% of metro Atlanta office buildings are considered to be Class A, with 42.1% Class B and 17.9% Class C. The vacancy rate for the overall office market was 13.3%; this was a slight decrease from the vacancy rate of 13.8%. The average rental rate increased from

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[1] Source: Georgia Multiple Listing Service.

[2] Source: *The Retail Report: Atlanta Retail Market*. CoStar Group, Second Quarter 2015.

[3] Source: *The Office Report: Atlanta Office Market*. CoStar Group, Second Quarter 2015.

$19.43 per square foot in the first quarter to $19.82 in the second quarter. During the second quarter almost 2.0 million square feet of office space was absorbed in the market and 621,200 square feet of new space was delivered. Approximately 1.5 million square feet of office space was under construction.

The Study Area is located in the South Clayton/Henry Office Submarket. There are approximately 580 office buildings in this submarket, with almost 4.5 million square feet. Only 3% of office space in the submarket is considered to be Class A, as compared to 40% in metro Atlanta as a whole. Approximately 59.6% is classified as Class B and 37.4% as Class C. The submarket vacancy rate was 10.3%, which was lower than the rate for metro Atlanta of 13.3%. The average quoted rental rate was $17.27, which was less than the average rental rate for metro Atlanta of $19.82. During the first half of 2015, approximately 10,400 square feet of office space was absorbed, and no new space was delivered nor was any new office space under construction.

Industrial Market[4]

The metro Atlanta industrial market consists of over 16,100 buildings, with just less than 664.8 million square feet of space. The metro Atlanta vacancy rate for industrial space was 8.3% in the second quarter, which was basically on par with 8.4% from the first quarter. The average rental rate was $4.16 per square foot, which was a slight increase from $4.08. Approximately 3.7 million square feet of industrial space was absorbed, and 3.6 million square feet of new space was delivered. At the end of the quarter, an additional 13.9 million square feet was under construction.

The Study Area is located in the South Clayton/Henry County Industrial Submarket. This submarket has approximately 780 industrial buildings, with almost 49.8 million square feet of space. At the end of the second quarter, the vacancy rate in the submarket was 7.1%. This is noticeably less than the vacancy rate for metro Atlanta of 8.3%. The average quoted rental rate was $3.01 per square foot, which is much lower than the figure for metro Atlanta of $4.16 per square foot. During the first half of the year there were no new deliveries of space, but over 2.3 million square feet of space was under construction at the end of the second quarter. Over 1.2 million square feet of space was absorbed over the first six months of 2015.

[4] Source: *The Industrial Report: Atlanta Industrial Market*. CoStar Group, Second Quarter 2015.

Market Assessment

Market Performance :: Area Dynamics

Surrounding Area Position

The Study Area is located in the southern portion of Henry County. Over the past four decades, Henry County has been transformed from a mostly rural community into a suburb of metro Atlanta. In general, growth has moved south along Interstate 75 through the county. While much of Henry County is now heavily developed, the City of Locust Grove is at the southern most edge of the County and nearing the end of consumer habits and patterns consistent with the greater metropolitan Atlanta market.

There is a great deal of industrial development on both sides of Interstate 75 one exit north of the Study Area at North McDonough Road. Major industrial tenants in the area include distribution facilities for Sports Authority and Toys R Us, among many others. One exit further to the north at Hampton Road, there is significant retail development, anchored by the South Point lifestyle center. Retailers in this area include JC Penney, Kohl's, Academy Sports, and Hobby Lobby, as well as multiple fast casual restaurants. Interstate exits to the south of the Study Area are largely rural and undeveloped.

Study Area Overview

The Study Area stretches from Interstate 75 on the west to Highway 42 on the east. The northern boundary is located just north of Bill Gardner Parkway. The southern boundary is irregular but follows Shoal Creek Road, Apache Avenue, and Sioux Street. The Study Area includes significant amounts of both commercial and residential development.

Commercial development in the Study Area includes a variety of retail, office, and industrial properties. While some of the buildings in the Study Area do not fall neatly into one type of use, in general, commercial buildings in the area can be classified as follows.

- Within the Study Area boundaries, there are approximately 50 retail buildings with 670,000 square feet of space. Retail development includes Locust Grove's historic downtown, a major outlet center, and local-serving convenience retail.
    - Retail sales are almost never spread evenly across a region. Some areas have a large number of retailers that attract customers from outside of the immediate area, while other communities have few retail options, and residents have to travel to other areas to make purchases. This phenomenon is measured by comparing how much residents living in an area spend on various retail goods versus how many dollars are spent on retail goods at stores within that same area. The difference between the two figures can be described as a "surplus" of retail sales or a "gap" in retail sales.
    - The Study Area has a very strong retail market that is attracting outside dollars into the area. In 2015, residents living in the Study Area made almost $23.1 million in retail purchases, but retail sales in the Study Area were almost $128.8 million. This represents over $100 million of revenue coming into the Study Area from outside and indicates that this area is a regional destination for retail. This is not surprising as the Tanger Outlet Center has become a retail destination almost as strong as a regional mall. The "Clothing and Clothing Accessories" category for the Study Area has a noticeably higher surplus in retail sales, with sales about 28 times higher than local spending. This is to be expected as the vast majority of the tenants at Tanger sell primarily clothes and accessories.

- There are approximately 12 office buildings in the Study Area with 110,000 square feet of space. Office tenants in the area are located in relatively small buildings, which are interspersed with retail development. For the most part, office tenants provide services for local residents.
- The Study Area has approximately 10 industrial buildings with 75,000 square feet of space. Most of these industrial buildings are smaller, older structures located directly behind the downtown retail district. The tenants of these buildings are typically service businesses, such as auto repair establishments.
- The Study Area also includes a significant amount of single-family development in both older, established neighborhoods and in newer neighborhoods with homes still under construction. Older homes are located primarily in the areas directly to the west of the historic downtown. Further to the west are the newer neighborhoods of Carriage Gate and Patriots Point. The Patriots Point development also has a section of townhomes, in addition to the single-family homes.

Trade Area Definition

The Study Area has a variety of retailers. Some of these stores attract customers from a relatively small area, while others attract customers from a very large area. For this reason, it is important to look at the demographic characteristics of both the Primary Trade Area and the Regional Trade Area. The two trade areas are very different in size because retail in the area serves two very different customer bases.

The Primary Trade Area is defined as the area within a ten-minute drive of the Study Area, and the Regional Trade Area is defined as the area within a 60-mile radius of the Study Area. The geographies of the two trade areas were developed based on feedback from both local-serving retailers and regional retailers within the Study Area.

Primary Trade Area

- The Primary Trade Area has a population of approximately 22,800. Over the next five years, it is projected that the population will increase by 7.0% to 24,400, which is double the national growth rate. Over the same time period, the population of the United States is expected to increase by just 3.5%.
- The daytime population of the Primary Trade Area is 8,600, which is relatively small.
- The average household income is $64,880; this is significantly below the national average household income of $74,165.
- Residents in the Primary Trade Area made almost $343.0 million in retail purchases. However, almost $917.1 million in retail sales took place in this trade area. This means that more than half of all consumer spending ($574.1 million) was spent in the area by non-residents.

Regional Trade Area

- The population in the Regional Trade Area is almost 5.9 million and this population is projected to grow to over 6.2 million in the next five years. This represents a rate of growth of 5.6%, which is notably stronger than the anticipated national growth rate of 3.5%.
- The daytime population of the Regional Trade Area is over 2.5 million, which is significant.

Market Assessment

- Average household income is $75,210, which is just above the national average income of $74,165.
- Residents of the Regional Trade Area spent over $96.0 billion on retail purchases. Retail sales in this trade area were a comparable $97.9 billion. It is not surprising that these figures would be fairly close to one another when looking at such a large area, as most retail spending and sales come into balance and retail dollars tend to stay within a larger regional economy.

Because the Primary Trade Area has a fairly small population and average incomes are below the national average, significant growth of the Study Area's retail market will likely require the addition of businesses and amenities to attract the regional customer.

Planning Districts

For the purposes of this study, the Study Area has been divided into three planning districts: Historic Downtown, Gateway, and Emerging South.

Historic Downtown

The "Historic Downtown" district includes the commercial development to the west of Highway 42. This includes the historic retail core, newer retail and office development to the north and south of the historic retail core, and older industrial buildings behind the historic retail core.

- The historic retail core includes approximately 20 buildings with almost 35,000 square feet of space. Retail tenants include service businesses, retailers, and restaurants. The anchor for this retail district is the French Market. The French Market's high-end buildout, high quality experience, and extensive marketing allow it to regularly draw customers from the greater region, as far away as Macon. Other retailers in the historic core typically serve local residents. Most of these local-serving businesses describe their trade area as stretching to the cities of Hampton, McDonough, and Jackson.
- There is newer retail and office development along Highway 42 north and south of the historic retail core. Moye's pharmacy and several small office buildings are located in freestanding buildings just north of the historic district. Strip center development and convenience retail are located south of the historic core.
- There are several older and smaller industrial buildings located directly behind the historic retail core. Some of these industrial buildings have been converted to other uses, such as churches.

Gateway

The "Gateway" planning district includes the northern and western portions of the Study Area, including the commercial development along Bill Gardner Parkway and Tanger Boulevard. Major retail developments include the Tanger Outlets, Locust Grove Village, and a variety of highway commercial uses.

- The Tanger Outlets development is a regional retail center with over 300,000 square feet of space. Tenants include outlets for upscale brands and retailers, such as Coach, Polo Ralph Lauren, Chico's, Banana Republic and Michael Kors. This center has a regional draw that stretches from the City of Atlanta in the north to the Macon/Warner Robins area in the south. According to management, the typical customer is fairly affluent, and there is a waiting list for tenants desiring to locate in the center.

- Locust Grove Village is a strip shopping center with over 100,000 square feet of space. Ingle's supermarket is the anchor for the center with a variety of additional small retailers. Because of other grocery stores in the surrounding area, the Ingle's store and the smaller tenants have a fairly limited trade area serving primarily local customers.
- There are a variety of highway-oriented businesses along Bill Gardner Parkway, including convenience stores, fast food restaurants, and hotels.
- Directly across Tanger Boulevard from the rear of the outlet center are two adjacent parcels with over 32 acres of undeveloped land.
- There are a few medical office buildings within this planning district on Bill Gardner Parkway and on Tanger Boulevard. These are fairly small buildings, with tenants including primary care physicians and a dialysis clinic.

Emerging South

The "Emerging South" district forms a triangle in the central and southern portions of the Study Area. This planning district consists largely of vacant land and the Carriage Gate neighborhood.

- Construction on the Carriage Gate neighborhood began in 2006, but stopped with the economic downturn. Construction of new homes resumed less than two years ago, with prices ranging from $140,000 to almost $160,000. According to the broker, new homes in the development are selling, but the pace of sales is fairly slow.
- This planning district also includes several large tracts of undeveloped land along Tanger Boulevard. Because these properties are located further from the interstate and major highways, it is likely that much of this land will be developed for residential uses.

Existing Residential

In addition to the three planning districts, there is a swath of land between the districts that includes a variety of residential properties. The majority of these homes are located in the Patriot's Point development, a neighborhood of single-family homes and townhomes. Construction of this development began before the recession hit, but stopped as the market for new homes disappeared. Approximately 90 vacant lots were left, but construction of new single-family homes has now begun on those parcels, with prices ranging from $148,900 to $162,750. According to one of the agents for the property, sales of the new homes have been slow. A significant number of the original homes were purchased by investors during the foreclosure crisis, and many are showing signs of disinvestment. These investor-owned homes are reportedly hurting the ability to sell the new homes in the neighborhood. In addition to Patriot's Point, there are a variety of older ranch-style homes in the area between the Emerging South and Historic Downtown planning districts.

Market Assessment

Market Opportunities :: LCI Study Area

An estimate of supportable future demand for additional commercial and residential space is provided for each planning district, as well as challenges and opportunities. This is demand for new space above what currently exists and is shown in the aggregate (i.e., the 5-year demand is included within every period shown after).

It is important to note that this is a measure of potential demand for each property type, but limited land and other physical constraints will likely not allow the construction of enough development to fulfill the full demand for every property type. It is also worth noting that the Study Area is not a stand-alone market, but part of a much larger region; therefore, as development continues in the greater area, the demand capture of the Study Area will continue to be impacted and vary as a result.

Market Opportunities: Historic Downtown

Market Dynamics

Property Type	Short-Term	Long-Term	Character
Residential	Likely	Likely	Walkable; Mixed-Use; Townhomes & Multi-Family
Retail	Somewhat Likely	Likely	Walkable; Mixed-Use; Destination Customer
Office	Somewhat Likely	Likely	Local-Serving
Industrial	Unlikely	Unlikely	N/A

Demand Forecast

	5-Year Demand	10-Year Demand	15-Year Demand	20-Year Demand	25-Year Demand
Multi-Family	0	40	40	40	40
Single-Family & Townhomes	12	24	30	30	30
Retail	15,000	25,000	35,000	35,000	35,000
Office	12,000	18,000	28,000	35,000	35,000
Industrial	0	0	0	0	0

Residential: Challenges + Opportunities [Historic Downtown]

Challenges

- There is not a great deal of vacant land in this planning district for residential development.

Opportunities

- An urban, walkable residential development located directly behind the historic retail core would likely appeal to a growing segment of the public and be a differentiator in the area's residential market.
- The walkability and proximity to amenities of the historic downtown could increase the appeal to multiple generations and more customer segments.

Retail: Challenges + Opportunities [Historic Downtown]

Challenges

- Historic retail buildings are often expensive to maintain, and rents in the downtown are relatively low.
- Retail tenants serving the everyday needs of local residents often prefer strip shopping center locations.
- There is limited land to build additional retail space.

Opportunities

- The wide trade area of the French Market provides an opportunity to add other retailers who appeal to the same customer base.
- Industrial buildings behind the historic retail core could be converted to retail uses.

Office: Challenges + Opportunities [Historic Downtown]

Challenges

- The demand for office space is limited almost exclusively to tenants providing services for local residents. There is very little demand for Class A office space for regional tenants.
- There are few sites in this planning district suitable for free-standing office development, would mostly likely involve storefront-type space.

Opportunities

- As the population in the area grows, there will be increased demand for office serving local residents. Examples of this type of use include medical, insurance, and real estate offices.

Industrial: Challenges + Opportunities [Historic Downtown]

Challenges

- There is limited space for additional industrial use of significant size.
- The addition of a great deal of industrial development would likely limit other property types.

Opportunities

- Henry County has a very strong industrial market, and there is likely demand for smaller industrial buildings for businesses that serve the larger industries.
- Additional residential growth in the area will create a demand for smaller industrial spaces, such as construction and maintenance companies.

Market Assessment

Market Opportunities: Gateway

Market Dynamics

Property Type	Short-Term	Long-Term	Character
Residential	Somewhat Likely	Somewhat Likely	Townhomes or Multi-Family
Retail	Likely	Likely	Geared to Regional Tanger Customer; More Restaurants
Office	Somewhat Likely	Likely	Local-Serving
Industrial	Somewhat Likely	Somewhat Likely	Small Flex Space

Demand Forecast

	5-Year Demand	10-Year Demand	15-Year Demand	20-Year Demand	25-Year Demand
Multi-Family	0	110	110	110	110
Single-Family & Townhomes	10	10	10	10	10
Retail	60,000	75,000	98,000	110,000	110,000
Office	35,000	48,000	58,000	65,000	65,000
Industrial	15,000	25,000	35,000	35,000	35,000

Residential: Challenges + Opportunities [Gateway]

Challenges

- Much of the vacant land in this planning district is located in close proximity to commercial, which may make the land somewhat less desirable for single-family residential development.

Opportunities

- According to local agents, home buyers often mention the Tanger Outlets as one of the amenities that drew them to the area.
- The strong industrial growth one exit north of the Study Area creates an opportunity to provide multi-family or townhome units for those workers.

Retail: Challenges + Opportunities [Gateway]

Challenges

- Until there is a great deal of residential growth, retail demand for tenants serving local residents is likely limited.

Opportunities

- The Tanger Outlet Center has become a regional retail center attracting customers from a very wide trade area. These shoppers provide a market for additional retail and restaurant

development targeted to this same customer. The most pressing demand from the Tanger customer is for sit-down restaurants. There are very few dining options on the Tanger property, and most of the surrounding restaurants are fast food. Tanger attracts an affluent customer that would likely be looking for sit-down restaurant options.

- There is an opportunity to develop new retail space that would complement the Tanger Outlet Center and encourage its customers to stay in the area longer. An example of this complementary retail is when a large sporting goods superstore or similar use is placed a short distance from an outlet mall.

Office: Challenges + Opportunities [GATEWAY]

CHALLENGES

- The demand for office space is almost exclusively for tenants providing services to local residents. There is likely to be very little, if any, demand for Class A office for regional tenants.

OPPORTUNITIES

- As the population in the area grows, there will be increased demand for office serving local residents. Examples of this type of use include medical, insurance, and real estate offices.
- There is already office development along Tanger Boulevard and land available nearby for additional buildings. These properties are less likely than those on Bill Gardner Parkway to attract retail development, leaving them available as potential office sites.

Industrial: Challenges + Opportunities [GATEWAY]

CHALLENGES

- The large amount of retail traffic on the roads leading into this area would impact the ease of deliveries to industrial space.
- A great deal of industrial development would likely disrupt other commercial and residential uses.

OPPORTUNITIES

- Henry County has a very strong industrial market, and there is likely a demand for smaller industrial buildings to provide space for businesses that serve the larger industries.
- Additional residential growth in the area will create a demand for smaller industrial spaces, such as construction and maintenance companies.

MARKET OPPORTUNITIES: EMERGING SOUTH

MARKET DYNAMICS

Property Type	Short-Term	Long-Term	Character
Residential	Likely	Likely	Mix of Single Family & Multi-Family (longer term)
Retail	Somewhat Unlikely	Somewhat Likely	Neighborhood-Scale, Convenience Retail
Office	Somewhat Likely	Likely	Local-Serving

Market Assessment

Property Type	Short-Term	Long-Term	Character
Industrial	Somewhat Likely	Likely	Small-Scale Serving Larger Users

DEMAND FORECAST

	5-Year Demand	10-Year Demand	15-Year Demand	20-Year Demand	25-Year Demand
Multi-Family	0	0	100	195	195
Single-Family & Townhomes	35	100	120	125	130
Retail	0	10,000	20,000	25,000	30,000
Office	0	10,000	20,000	28,000	35,000
Industrial	50,000	70,000	80,000	95,000	95,000

Residential: Challenges + Opportunities [EMERGING SOUTH]

CHALLENGES

- The two newer subdivisions in the Study Area have experienced some disinvestment related to the foreclosure crisis. This may limit comps in the area and discourage additional single-family development until those neighborhoods are stabilized.

OPPORTUNITIES

- Land in this planning district is located far enough from the commercial corridors to limit competition with commercial uses. For the immediate future, this will likely keep land prices low enough to allow single-family development.

Retail: Challenges + Opportunities [EMERGING SOUTH]

CHALLENGES

- Until there is a great deal of additional residential growth, retail demand is likely limited because of low traffic and a small potential customer base. The area is already served by a great deal of convenience retail on Bill Gardner Parkway.

OPPORTUNITIES

- If there is a great deal of residential growth in the planning district, there would be a demand for a small amount of neighborhood retail.
- A node of neighborhood retail could be created at intersections in front of adjacent residential development.

Office: Challenges + Opportunities [EMERGING SOUTH]

CHALLENGES

- The demand for office space is almost exclusively for tenants providing services to local residents. There is likely to be very little, if any, demand for Class A office for regional tenants.

- There will have to be a great deal of residential growth in the area to create demand for any significant amount of office space.

Opportunities

- As the population in the area grows, there will be a small increase in demand for office serving local residents. Examples of this type of use include medical, insurance, and real estate offices.
- Local-serving office could be included as part of neighborhood commercial nodes at intersections in front of adjacent residential development.

Industrial: Challenges + Opportunities [Emerging South]

Challenges

- Retail traffic closer to Interstate 75 would impact the ease of deliveries to industrial space in this planning district.
- A great deal of industrial development would likely disrupt other residential uses in the area.

Opportunities

- Henry County has a very strong industrial market, and there is likely a demand for smaller industrial buildings for businesses that serve the larger industries.
- Additional residential growth in the area will create a demand for smaller industrial spaces, such as construction and maintenance companies.

Market Opportunities: Future Development Scenarios

The projections below outline growth scenarios for the Study Area between 2015 and 2040. The first table provides a projection of future growth resulting from a continuation of existing development patterns. The second table provides projections of growth based on the implementation of LCI recommendations.

Total Demand Forecast: As Is

	Existing 2015	2020	2025	2030	2035	2040
Population	1,380	1,680	2,045	2,210	2,225	2,240
Housing Units (total)	550	600	730	790	795	800
Jobs	1,450	1,560	1,665	1,730	1,775	1,815
Commercial SF (total)	855,000	920,000	982,000	1,020,000	1,048,000	1,070,000

Demand Forecast: LCI

	Existing 2015	2020	2025	2030	2035	2040
Population	1,380	1,700	2,335	2,690	2,970	2,980
Housing Units (total)	550	607	834	960	1,060	1,065
Jobs	1,450	2,085	2,270	2,460	2,565	2,590
Commercial SF (total)	855,000	1,042,000	1,136,000	1,229,000	1,283,000	1,295,000

Market Assessment

Market-Related Recommendations

Improved Aesthetics at Interstate

The Tanger Outlet Center is one of the largest economic engines in the area, and it depends on an affluent customer base traveling to the shopping center from throughout the region. Unfortunately, development at Interstate 75 is largely dated somewhat haphazard, streetscapes are not attractive, which has resulted in an unwelcoming entrance to Locust Grove. Efforts should be made to improve the aesthetics of this area with new signage and landscaping that signify this as a gateway into the community as well as into the Tanger development.

Create Mixed-Use Downtown

The vacant land directly behind the historic retail core provides a location for new housing that could transform the downtown into a true neighborhood. A variety of housing types should be explored, including multi-family rental housing, senior housing, townhomes, and cluster homes. The development pattern should emphasize walkability and connectivity with the historic downtown. This will enable life cycle housing, meaning allowing recent high school or college grads with their first job to couples starting families to retirees to live in the same community, and in close proximity to each other.

Connect Historic Downtown & Tanger Outlets

The Tanger Outlet Center attracts a regional, affluent customer and the French Market has demonstrated that this kind of customer can also be drawn to the historic downtown. These two areas should be marketed together and connected, at a minimum, by wayfinding signage and possibly by some direct connection by alternate mode of transportation. While making a stronger connection between the historic downtown and the Tanger Outlet Center, it will be important to improve and enhance downtown offerings at the same time. Leveraging the existing Main Street program to strengthen existing businesses, deliver enhanced marketing, and diversify tenant mix will be crucial.

Stabilize Single-Family Neighborhoods

The foreclosure crisis led to the purchase of a significant number of homes in the Carriage Gates and Patriots Point neighborhoods by investors. Some of these investors are not maintaining their homes, and there is a risk of disinvestment and blight taking hold in these communities. Efforts already delivering positive results should continue to be made, including enforcing codes and encouraging additional home ownership in these neighborhoods. The City should also support any efforts of the neighborhood associations in regards to organization, beautification, and maintenance of public spaces.

Attract Additional Regional Retail

The Tanger Outlet Center draws a large customer base from throughout the region. Efforts should be made to keep this shopper in the area for a longer period of time. Other outlet centers have seen complementary development nearby, such as sporting goods superstores or entertainment destinations. In addition, most of the restaurant options in the area are fast food establishments. The relatively affluent Tanger shoppers should be better leveraged to support additional sit-down restaurants in the immediate area.

Leverage County's Large-Scale Industrial

Henry County has a large and very active industrial employment base. Most of the large-scale industrial development is located just north of the Study Area. While there is not room for large industrial buildings within the Study Area, there could be smaller buildings designed for firms that work with the larger industries in the surrounding area. Industrial development is particularly important, as it increases jobs, and in turn, daytime population, which is a critical component for commercial development success and sustainability.

Influence Complementary Development

Any development outside of the Study Area will obviously impact market dynamics and performance for the uses inside the Study Area. Currently, the Study Area is largely retail and residential uses. Recommendations are being made within this LCI Study effort to enhance, diversify and integrate different types of development into the Study Area in order to strengthen and better position it for long-term economic viability. However, it is also worth mentioning that the City of Locust Grove needs to be aware of how other potential development within the city limits could have positive or negative impacts in the future. There is a deep need for increasing jobs in the area, which would in turn increase demand for retail and residential uses in the Study Area. In particular, the best case scenario would be for the undeveloped land west of Interstate 75 (outside the Study Area) to be developed and anchored by commercial uses that are key job generators – office and industrial – as opposed to additional retail and residential uses that could impact the Study Area.

Core Team Meeting and Public Workshop 1

Core Team Meeting Agenda

Thursday, September 17, 2015
5:00 PM – 6:00 PM
Locust Grove City Hall Council Chambers

1. **Welcome**

2. **LCI Overview and Role of the Core Team**
   - Local leaders helping shape future implementations for the City of Locust Grove

3. **Schedule Overview**

   - **PHASE 1 – Inventory and Assessment**
     - ***September 17th @ 5:00 PM*** – City Hall Council Chambers

   - **PHASE 2 – Concept Plan Development**
     - ***October 5th @ 5:30 PM*** – City Hall Main Conference Room
     - ***November 9th @ 6:00 PM*** – City Hall Main Conference Room

   - **PHASE 3 – Implementation Plan**
     - ***January 26th @ 5:00 PM*** – City Hall Council Chambers

4. **Strengths, Weaknesses, and Opportunities Discussion**
   - Strengths
   - Weaknesses
   - Opportunities

5. **Visioning and Priority Discussion Flip Chart**
   - A list of potential investment opportunities was created based on the feedback gathered during the Stakeholder Meetings held Wednesday, September 2nd. Review the list to determine if we have captured everything you would like to incorporate and discuss throughout the LCI process.

6. **Wrap-up and Questions**

Public Workshop 1 Agenda
Thursday, September 17, 2015
6:30 PM – 8:00 PM
Locust Grove City Hall Council Chambers

1. **Welcome**
   - Mayor Price and/or Bert Foster

2. **LCI Orientation and Overview**

3. **Your Input – Group Exercises**
   Three different planning exercises are posted around the room, spend 5-10 min at each station to complete all of the exercises. If there is something specific you would like to discuss, be sure a facilitator makes note of your comments.

   - **One Word Exercise**

     Strengths
     1. In one word - what are Locust Grove's **Strengths** relative to the study area?
     2. Write your word on a post-it note and place it under **Strengths**.
     3. Discuss with Facilitator/Group

     Weaknesses
     1. In one word - what are Locust Grove's **Weaknesses** relative to the study area?
     2. Write your word on a post-it note and place it under **Weaknesses**.
     3. Discuss with Facilitator/Group

   - **Dot Mapping Exercise**
     - Place a Green Dot on places you want to **preserve**, explain why
     - Place a Red Dot on places you would like to see **change**, explain why

   - **Prioritization Exercise**
     - Using the Potential Investment Opportunities list posted in the room, select up to 5 investments that you consider to be the highest priority for enhancing Locust Grove.
     - List them on the sheet provided and assign monetary value to each investment. Your total should add up to $100, representing the total funding available.

4. **Wrap-up and Questions**



Agenda

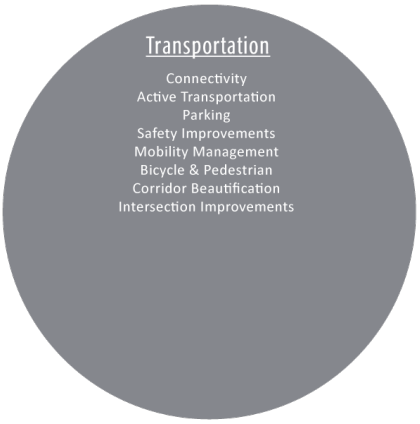
- Introduction to Locust Grove Town Center LCI
- Group Exercises
  - *One Word*
  - *Dot Mapping*
  - *Prioritization*
- Wrap-up and Questions

Kimley»Horn

ATLANTA REGIONAL COMMISSION

Livable Centers Initiative





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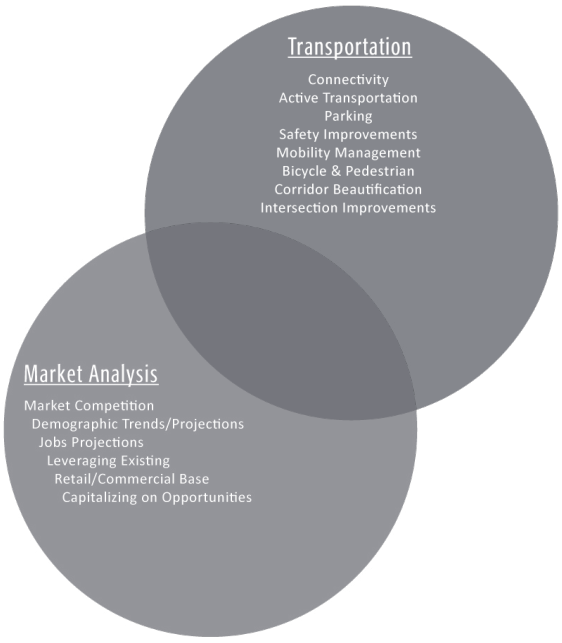
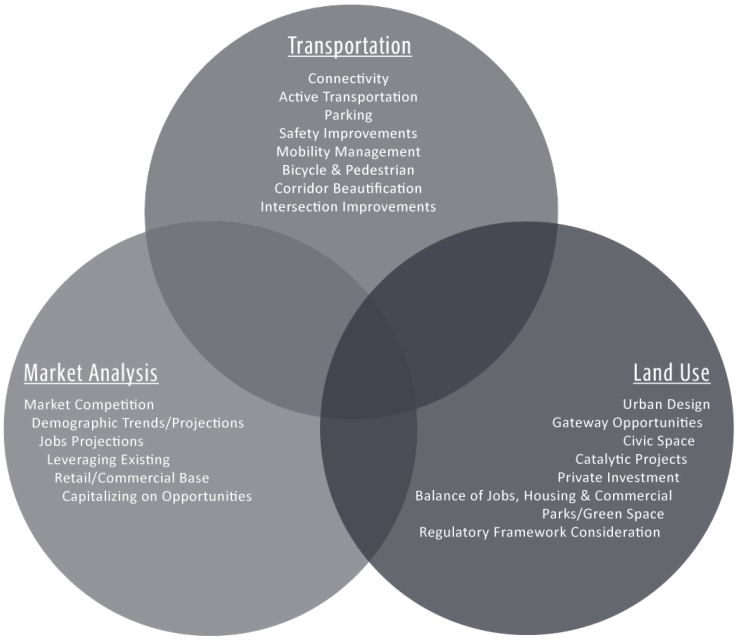


Kimley»Horn


Transportation
Connectivity
Active Transportation
Parking
Safety Improvements
Mobility Management
Bicycle & Pedestrian
Corridor Beautification
Intersection Improvements
Market Analysis
Market Competition
Demographic Trends/Projections
Jobs Projections
Leveraging Existing
Retail/Commercial Base
Capitalizing on Opportunities
Land Use
Urban Design
Gateway Opportunities
Civic Space
Catalytic Projects
Private Investment
Balance of Jobs, Housing & Commercial
Parks/Green Space
Regulatory Framework Consideration


Kimley»Horn


Transportation
Connectivity
Active Transportation
Parking
Market Analysis
Civic Space
Catalytic Projects
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Catalytic Projects
Private Investment
Parks/Green Space
Regulatory Framework Consideration


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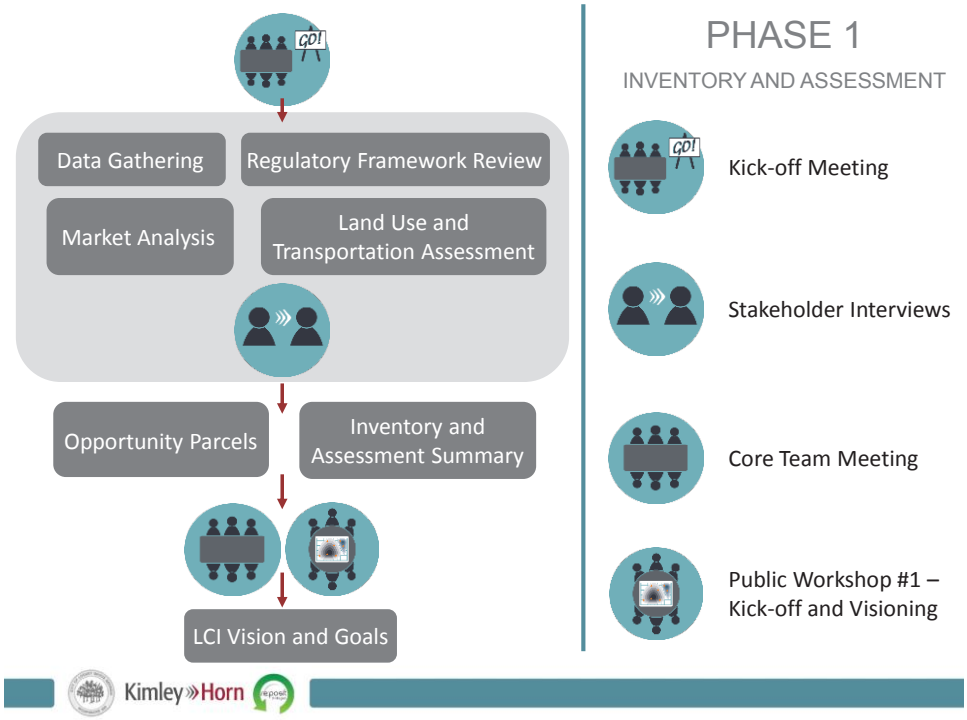
PROCESS


GO!
Data Gathering
Regulatory Framework Review
Market Analysis
Land Use and Transportation Assessment
Opportunity Parcels
Inventory and Assessment Summary
LCI Vision and Goals
PHASE 1
INVENTORY AND ASSESSMENT
GO!
Kick-off Meeting
Stakeholder Interviews
Core Team Meeting
Public Workshop #1 – Kick-off and Visioning
Kimley»Horn

PHASE 1
INVENTORY AND ASSESMENT

PUBLIC WORKSHOP #1
You are here!

PHASE 2
CONCEPT PLAN DEVELOPMENT

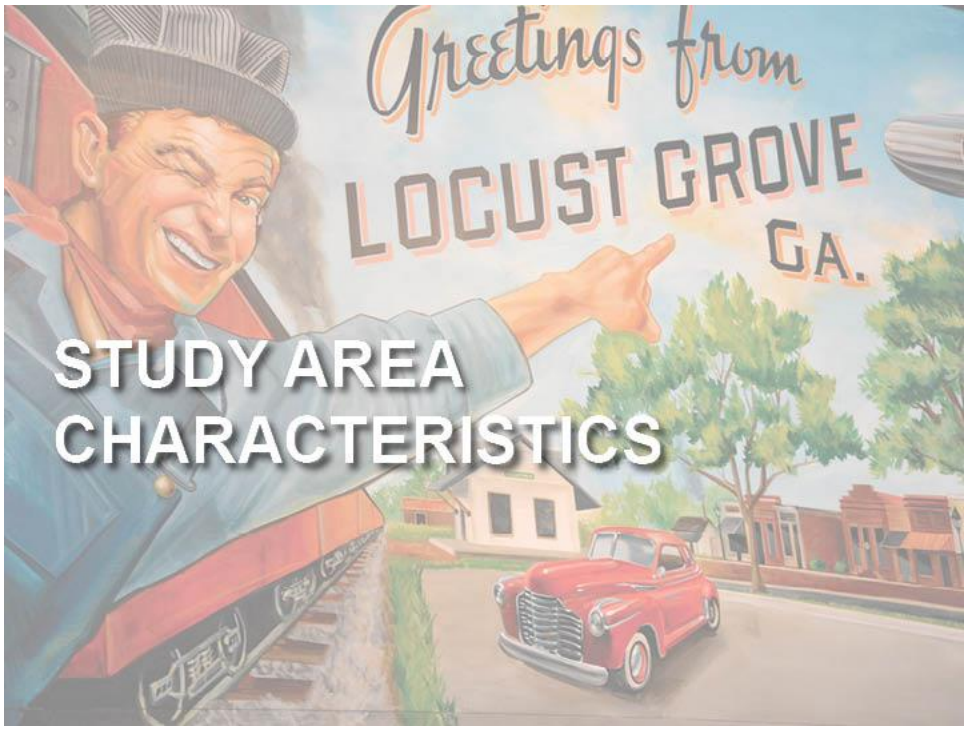
PUBLIC WORKSHOP #2
October 8, 2015
6:00 PM

PUBLIC WORKSHOP #3
November 19, 2015
6:00 PM

PHASE 3
IMPLEMENTATION PLAN

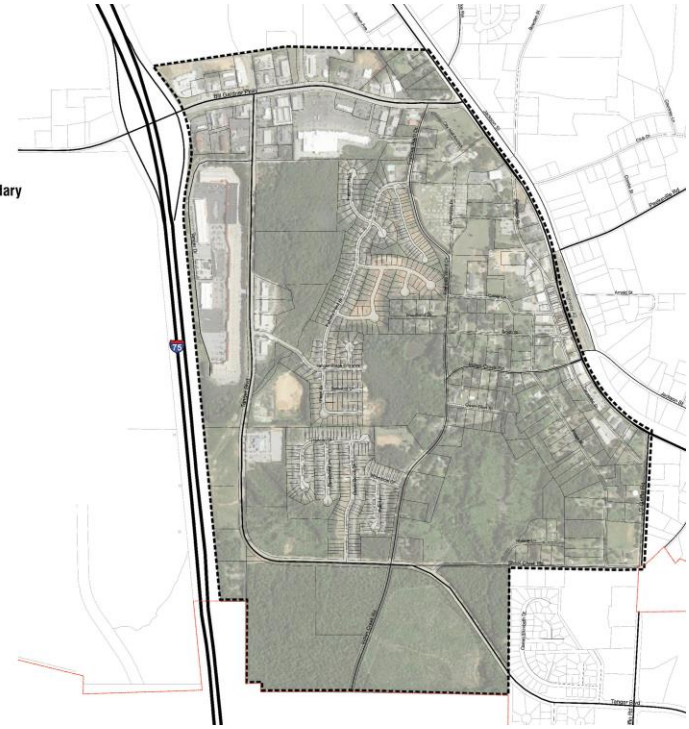
PUBLIC WORKSHOP #4
January 26, 2016
6:30 PM

Kimley»Horn



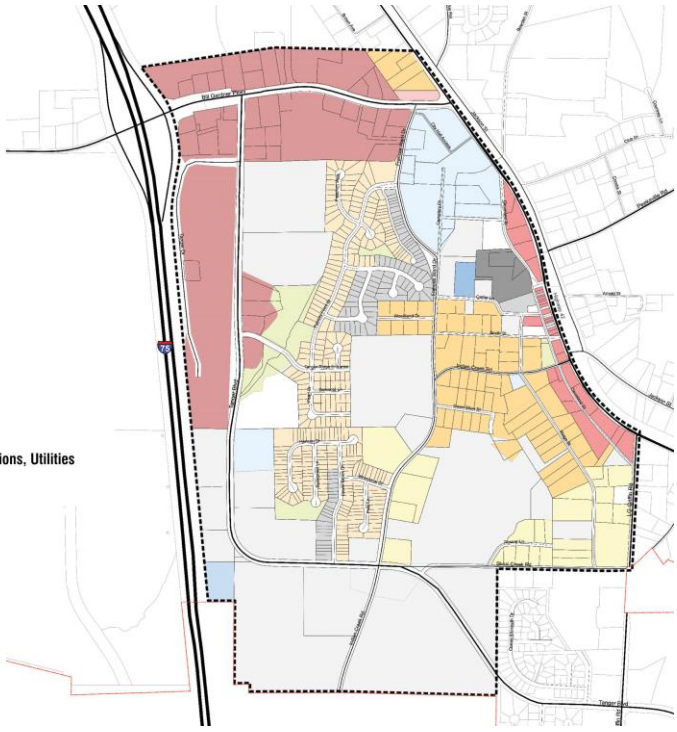
Study Area

City of Locust Grove Boundary
Study Area Boundary



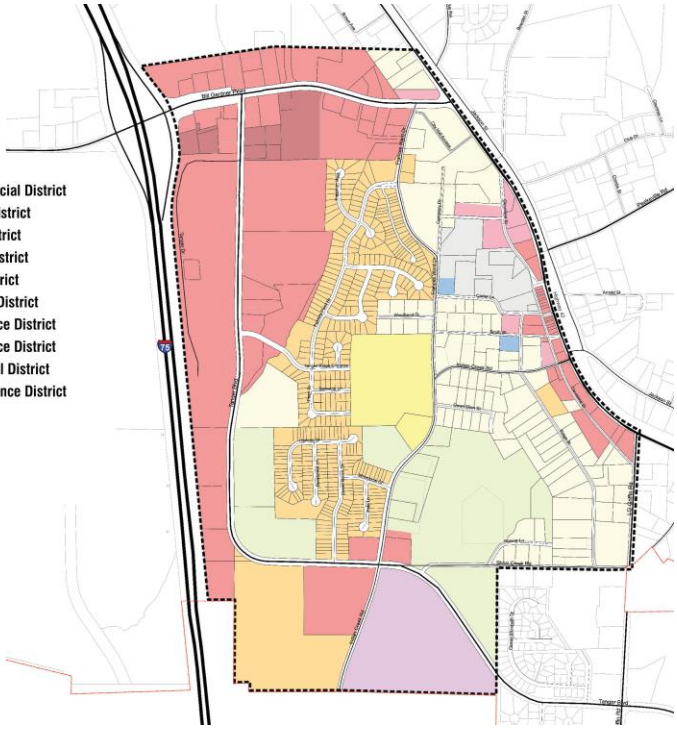
Existing Land Use

Central Business District
Developed/Vacant
High Density Residential
Industrial
Medium Density Residential
Neighborhood Commercial
Open Space
Office
Public/Institutional
Regional Commercial
Low Density Residential
Service Commercial
Transportation, Communications, Utilities
Undeveloped/Vacant



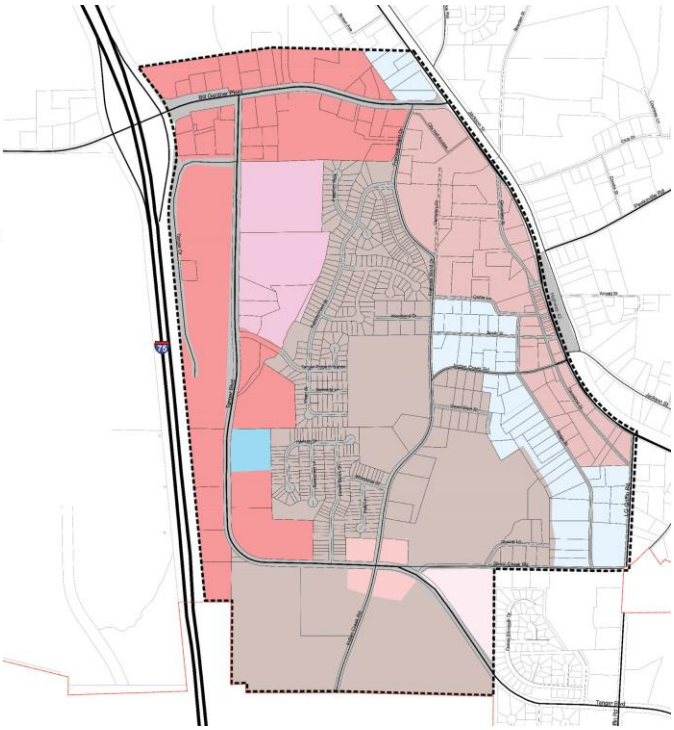
Zoning

- C-1 Neighborhood Commercial District
- C-3 General Commercial District
- C-4 Heavy Commerical District
- M-1 Light Manufacturing District
- OI Office-Institutional District
- PD Planned Development District
- R-2 Single-Family Residence District
- R-3 Single-Family Residence District
- RA Residential-Agricultural District
- RM Multiple-Family Residence District

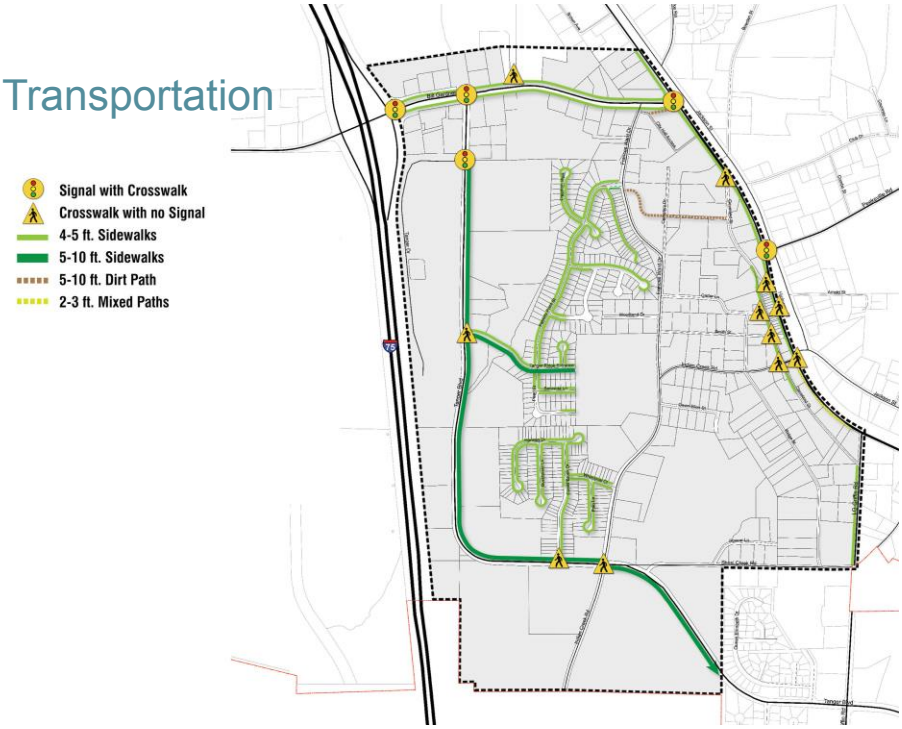


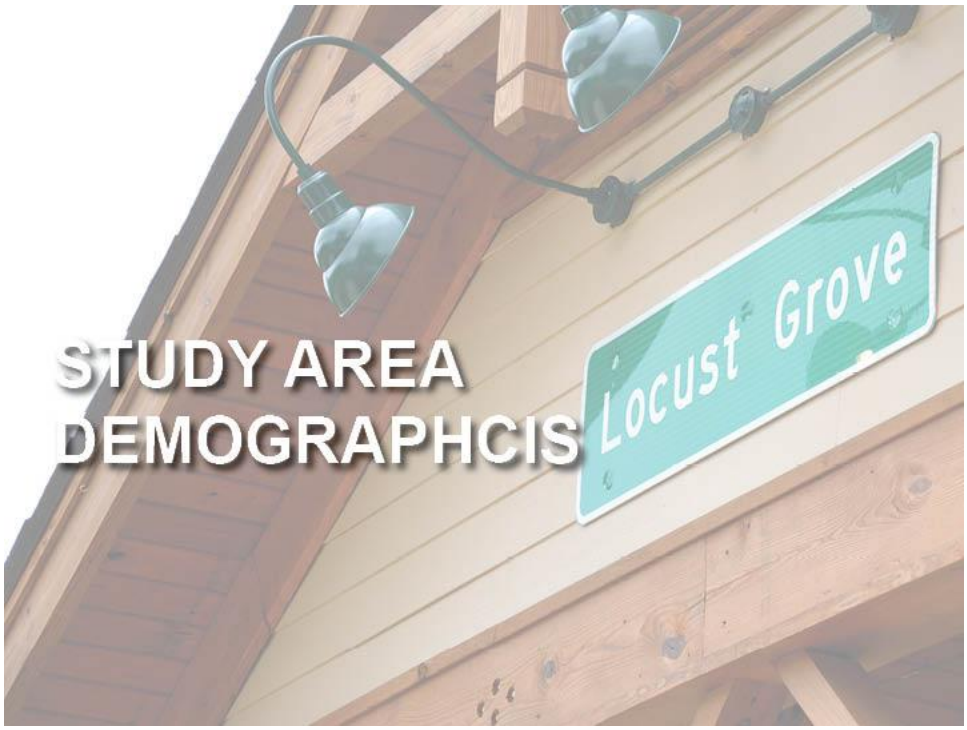
Future Land Use

- Central Business District
- High Density Residential
- Mixed Historic Neighborhood
- Mixed Use Neighborhood
- Neighborhood Commercial
- Office/Institutional
- Public/Institutional
- Regional Commercial Node



Transportation





Population

- **About 1,380 residents in LCI Study Area**
- **LCI Study Area growth of 156% since 2000**
  - Substantially higher growth than Henry County, Atlanta MSA & US
- **LCI Study Area growth of 14% between 2010-2015**
  - Higher growth than county, MSA & US
- **LCI Study Area projected to grow by 11% between 2015-2020**
  - Higher growth than county, MSA & US
- **Almost 70% of LCI Study Area housing stock built since 2000**

Sources: US Census Bureau, Nielsen, Re:Posit Strategies

Kimley»Horn

Income + Education

- **Average household income in LCI Study Area is almost $76,000**
- **LCI Study Area's average household income is higher than Henry County & on par with Atlanta MSA & US**
  - 23% of households earn above $100,000
  - 18% of households earn less than $25,000
- **LCI Study Area's population with less than high school education (10%) is on par with county & less than MSA & US**
- **LCI Study Area's population with college degrees (24%) is on par with county, MSA, & US**

Sources: US Census Bureau, Nielsen, Re:Posit Strategies

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Employment

- **About 1,450 jobs in LCI Study Area**
- **Share of Henry County (3%) & Atlanta MSA (0.06%) employment is very small**
- **More daytime population than resident population in LCI Study Area**
- **Share of county & metro employment is slighter higher than share of population**
- **Retail is largest employment sector (42%)**
  - Sector is generally comprised of low-skill, low-wage jobs

Sources: US Census Bureau, US Bureau of Economic Analysis, Nielsen, Re:Posit Strategies



Goals of LCI

- Develop a Community based Vision
- Create a prioritized project list
- Update City Policies and Budgets to Implement Plan

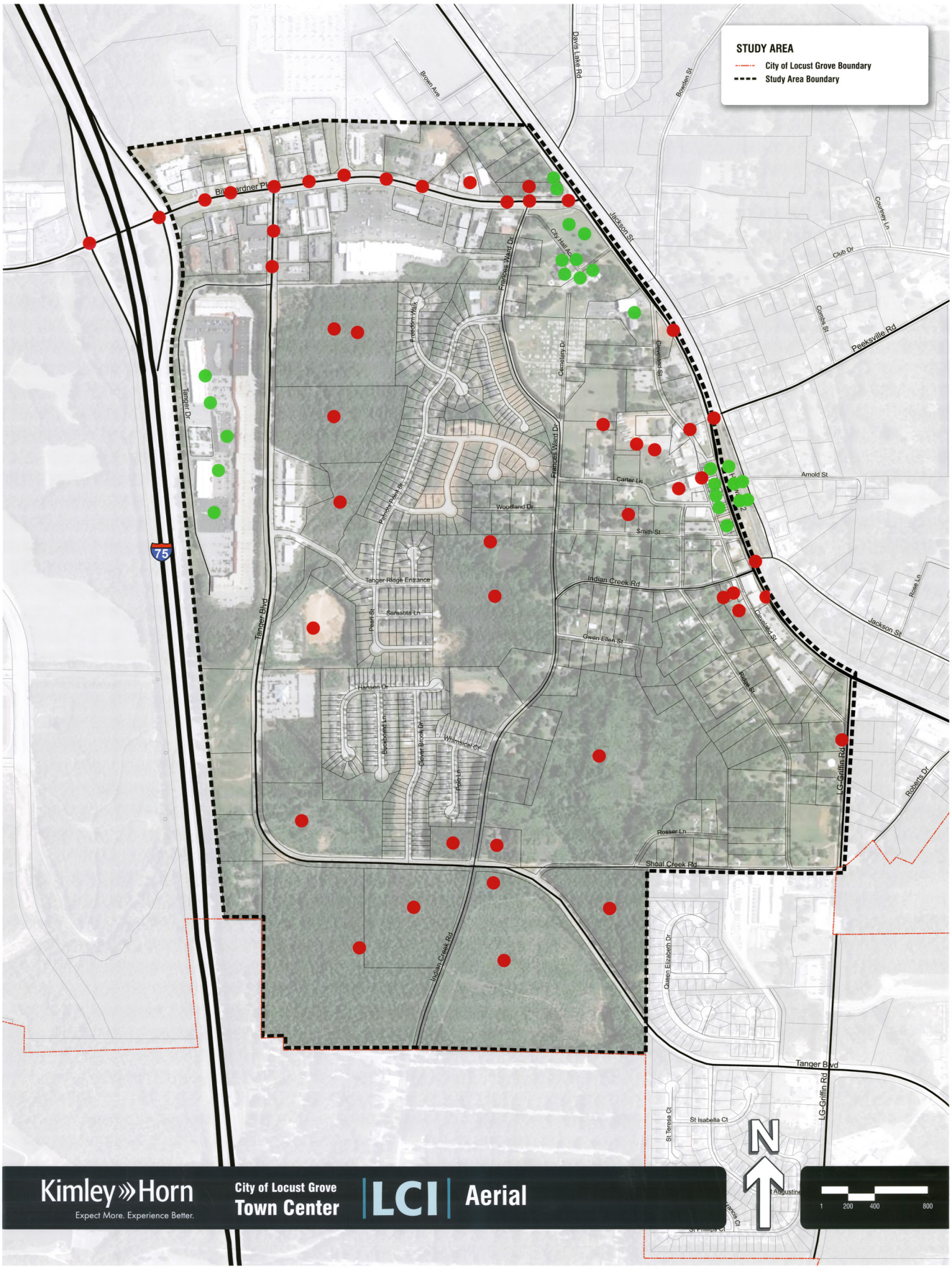
Kimley»Horn

Next Steps

PUBLIC WORKSHOP #2
City Hall Council Chambers
October 8, 2015
6:00 PM

http://www.locustgrove-ga.gov/calendar.php

Kimley»Horn


STUDY AREA
City of Locust Grove Boundary
Study Area Boundary
Kimley»Horn
Expect More. Experience Better.
City of Locust Grove
Town Center
LCI
Aerial
N
1
200
400
800

STRENGTHS

City of Locust Grove Town Center | LCI

✓ Quality of Life

HISTORICAL

Location

Community

History

Community

✓ Hometown Feel

City Council

Administration

Proximity

Vacant Land

I75

Downton - Potential

Tanger

WEAKNESSES

City of Locust Grove Town Center | LCI

Transportation

Knowledge of Downtown

BG Asthetics

Barriers (physical)

No Branding / Identity

Housing (void)

Pass Through

Community Buy In

Community Recreation Parks

RR Crossings

RR Noise

Traffic Congestion ✓

Parking

Core Team Meeting and Public Workshop 2

Core Team Meeting Agenda
Thursday, October 8, 2015
5:00 PM – 5:45 PM
Locust Grove Conference Center

1. **Welcome**
2. **What we've heard so far**
3. **Market Forecast Discussion**
4. **Wrap-up and Questions**
5. **Schedule Edits and Overview**

    - ***Core Team Meeting #3***
      Monday, November 9, 2015
    - ***PUBLIC WORKSHOP #3***
      Optional New Date:
      Christmas on the Grove
      Saturday, December 5, 2015
      10:00 am – 4:00 pm

Public Workshop 2 Agenda
Thursday, October 8, 2015
6:00 PM – 7:30 PM
Locust Grove Senior Center Event Room

1. **Welcome**

2. **What we've heard so far**

3. **Market Forecast and Opportunities**

4. **Group Exercises**
   Please sit at one of the three tables stationed around the room.

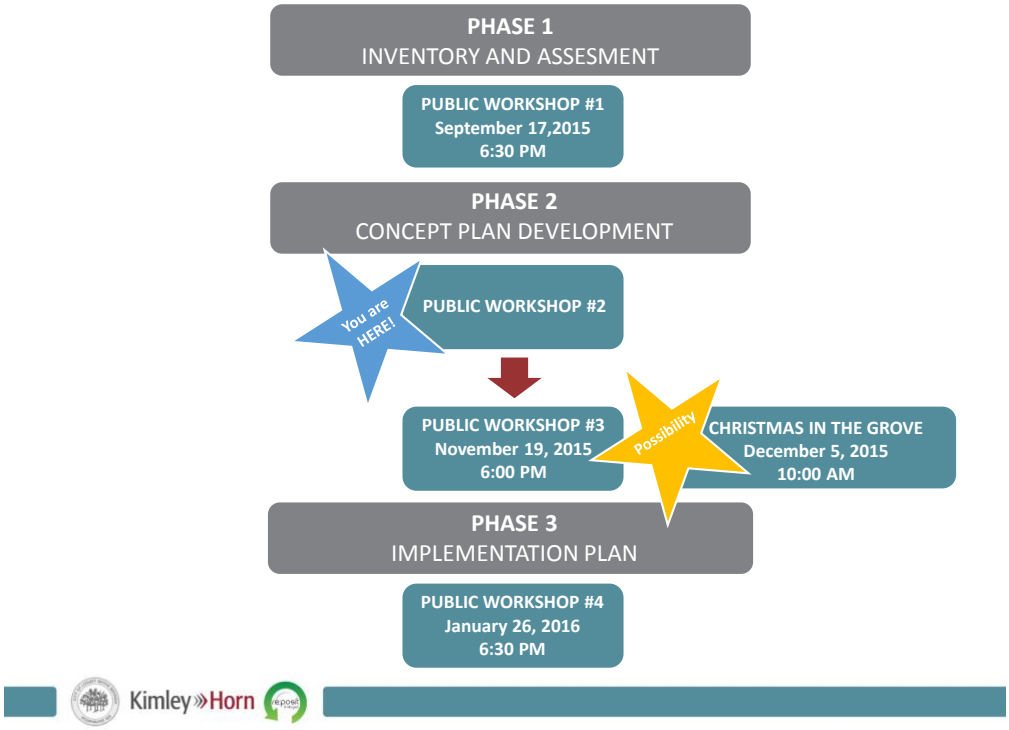
   - **Visual Preference Survey**
     Mapping Exercise
     - Using the pre-cut images provided, pick out the images you feel belong in Locust Grove. If there are images that you do not like, place them in the "Doesn't Belong in Locust Grove" Box.

   - **Perfect World**
     Transportation
     - Using the Base Map provided, draw the various transportation connections you would like to see in Locust Grove.
       - **Blue**=New Roadways
       - **Green**=Sidewalks and Multi-use Paths
       - **Brown**=Trails

     Land Use
     - Building on top of your Base Map, draw the various land uses you would like your transportation network to connect to.
       - **Red**=Commercial,
       - **Yellow**=Single-Family Residential,
       - **Orange**=Multi-Family Residential,
       - **Purple**=Mixed-use (Retail/Office/Residential),
       - **Green**=Parks and Open Space,
       - **Blue**=Office/Institutional

5. **Wrap-up and Questions**


Greetings from
LOCUST GROVE
GA.
Public
Workshop #2
City of Locust Grove
Town Center
LCI
October 8, 2015
Kimley»Horn

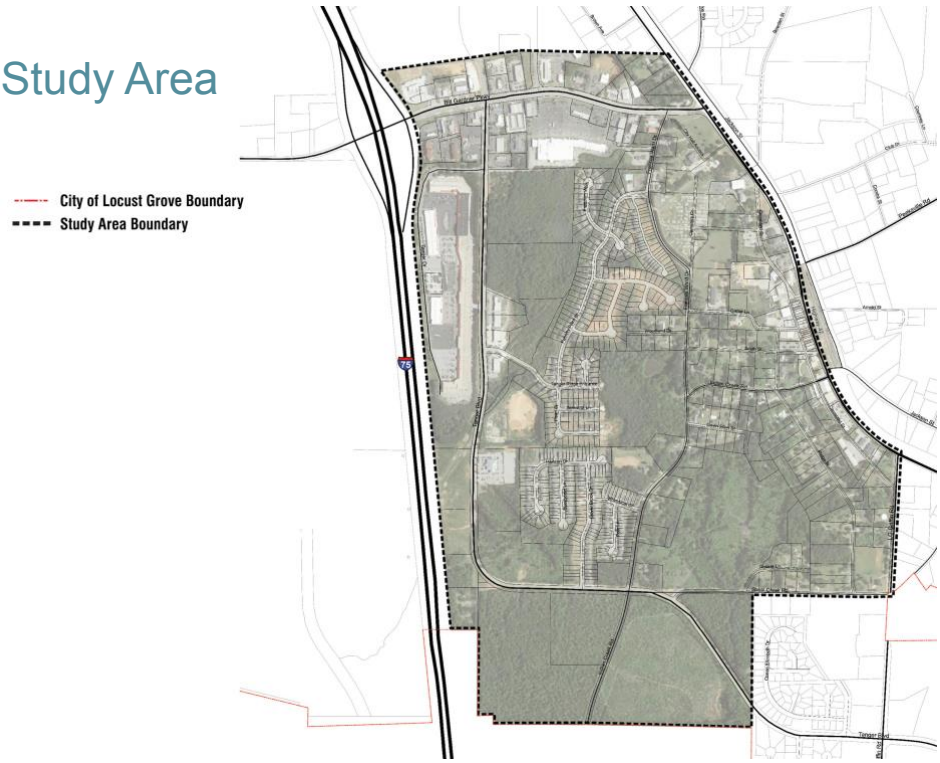

PHASE 1
INVENTORY AND ASSESMENT
PUBLIC WORKSHOP #1
September 17,2015
6:30 PM
PHASE 2
CONCEPT PLAN DEVELOPMENT
You are HERE!
PUBLIC WORKSHOP #2
PUBLIC WORKSHOP #3
November 19, 2015
6:00 PM
Possibility
CHRISTMAS IN THE GROVE
December 5, 2015
10:00 AM
PHASE 3
IMPLEMENTATION PLAN
PUBLIC WORKSHOP #4
January 26, 2016
6:30 PM
Kimley»Horn

Agenda

- What we've heard so far
- Market Forecast and Opportunities
- Group Exercises
  - *Visual Preference Survey*
  - *Perfect World*
- Wrap-up and Questions

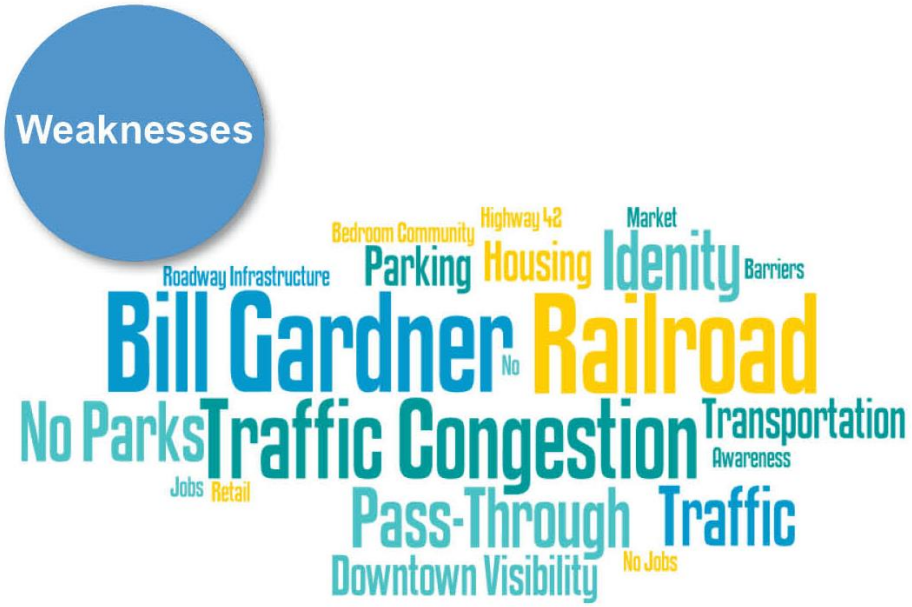
Kimley»Horn

Study Area




WHAT WE'VE HEARD


Strengths
Downtown
Historic
Location
Pro-Business
Hometown Feel
Accessibilty
Cooperation
Capitalizing I-75
Tanger Outlet
Retail
Quality of Life
Investment
Community
Accessibility
City Coucil
Administration
Unity
Reasonable Property Values
Proximity
Developable



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Priority Exercise

Stakeholder Interviews

- September 2, 2015
- City Staff
- Local Business Owners within the Study Area
- Residents living within the Study Area

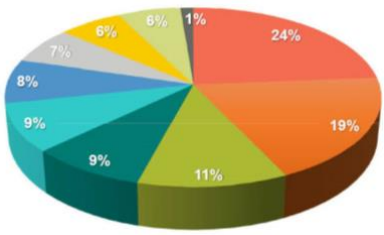
Core Team

- 18 members
- City Staff
- DDA Board Members
- Main Street Program
- Locust Grove Heritage Society



Kimley»Horn

Priority Exercise



- Retail/Dining
- Traffic Improvements
- Public Parks and Open Space
- East-West Connectivity
- Wayfinding and Signage
- Historic Preservation
- Bill Gardner Parkway

Top Priorities

1. *Retail/Dining*
2. *Traffic Improvements*
3. *Public Parks and Open Space*
4. *Wayfinding and Signage*
5. *East-West Connectivity*

Out of the top five, Traffic Improvements was listed as a priority for 9 out of 12 participants, however, it represented 5 percent less funding allocation than Retail/Dining.

Overall, these two priorities, along with Public Parks and Open Space, East-West Connectivity, and Wayfinding and Signage, represent 72 percent of the total "funding" available for this exercise.

Kimley»Horn

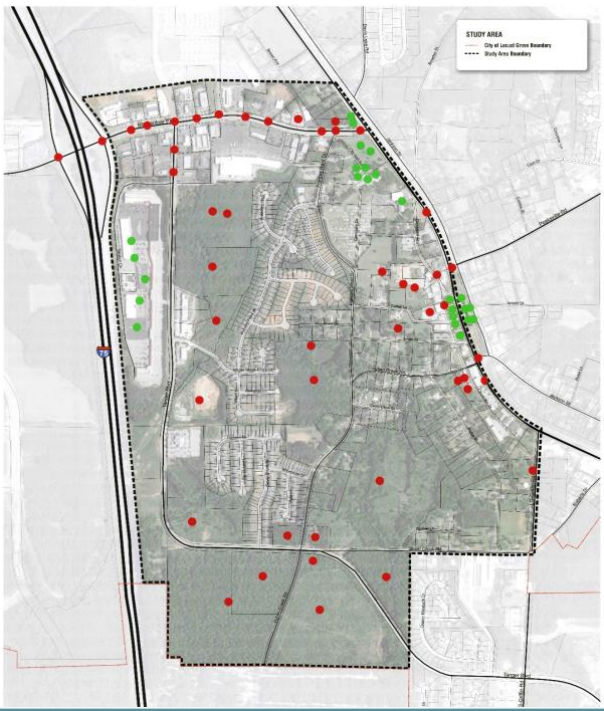
Dot Mapping Exercise

Green *Preserve*

- Tanger Outlet Mall
- City Hall
- Downtown Historic Business District

Red *Change*

- Bill Gardner Parkway
- Various industrial sites in the Downtown Historic District
- Oxidation Pond
- Opportunities to develop vacant land within the Study Area



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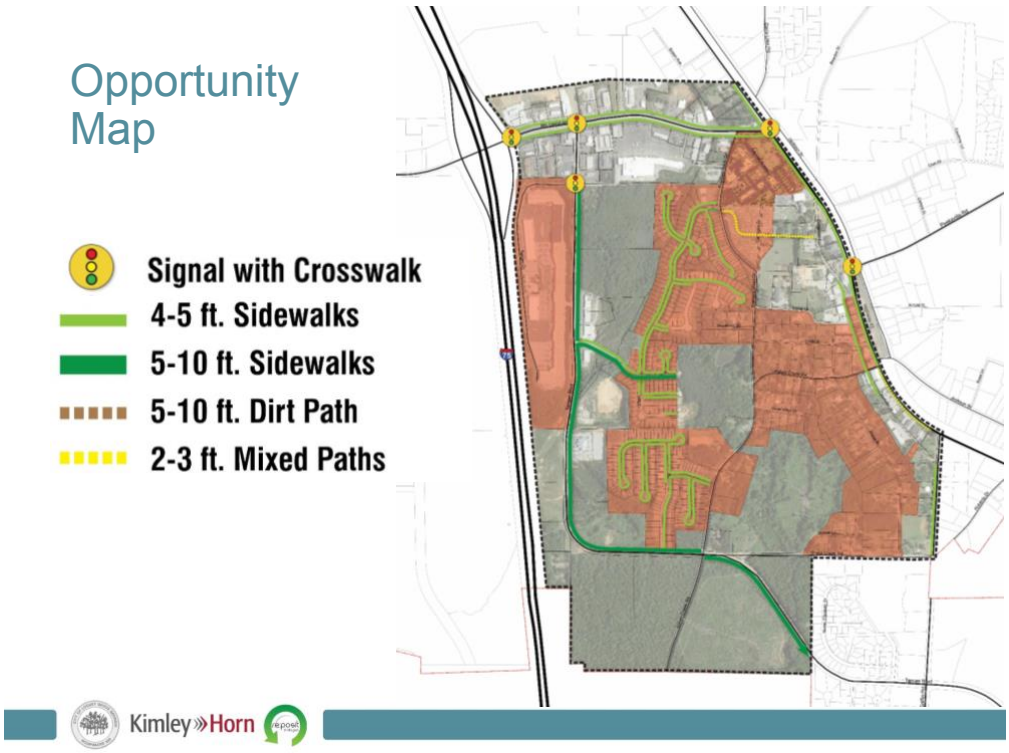
Opportunity Map





Retail

OVERVIEW:

- **Approximately 670,000 sf**
- **Tanger Outlet Center, Bill Gardner Pkwy, Downtown**
- **Destination & Regional-serving trade areas**
- **Limited demand for small shop, potential for regional if complements Tanger**

- **CONCERNS:**
  - Tenant mix
  - Aesthetics
  - Wayfinding
  - Congestion



Residential

OVERVIEW:

- **Predominately single-family, mostly entry-level**
- **Hit hard by recession, sales starting again**
- **Will have to stabilize & create identity for diversification to be feasible**

CONCERNS:

- **Investor/Rental activity**
- **Slow sales**
- **Maintenance/Re-investment**



Office

OVERVIEW:

- Approximately 110,000 sf
- Located mostly in retail strip centers
- Potential for small-scale, local-serving users

CONCERNS:

- Not strong market sector in area
- Limited demand



Industrial

OVERVIEW:

- Approximately 75,000 sf
- Small-scale, local-serving industrial

CONCERNS:

- Unlikely fit for study area
- Limited demand for business services





Goals of LCI

- **Develop a Community based Vision**
- **Create a prioritized project list**
- **Update City Policies and Budgets to Implement Plan**

Next Steps

PUBLIC WORKSHOP #3
City Hall Council Chambers
November 19, 2015
6:00 PM

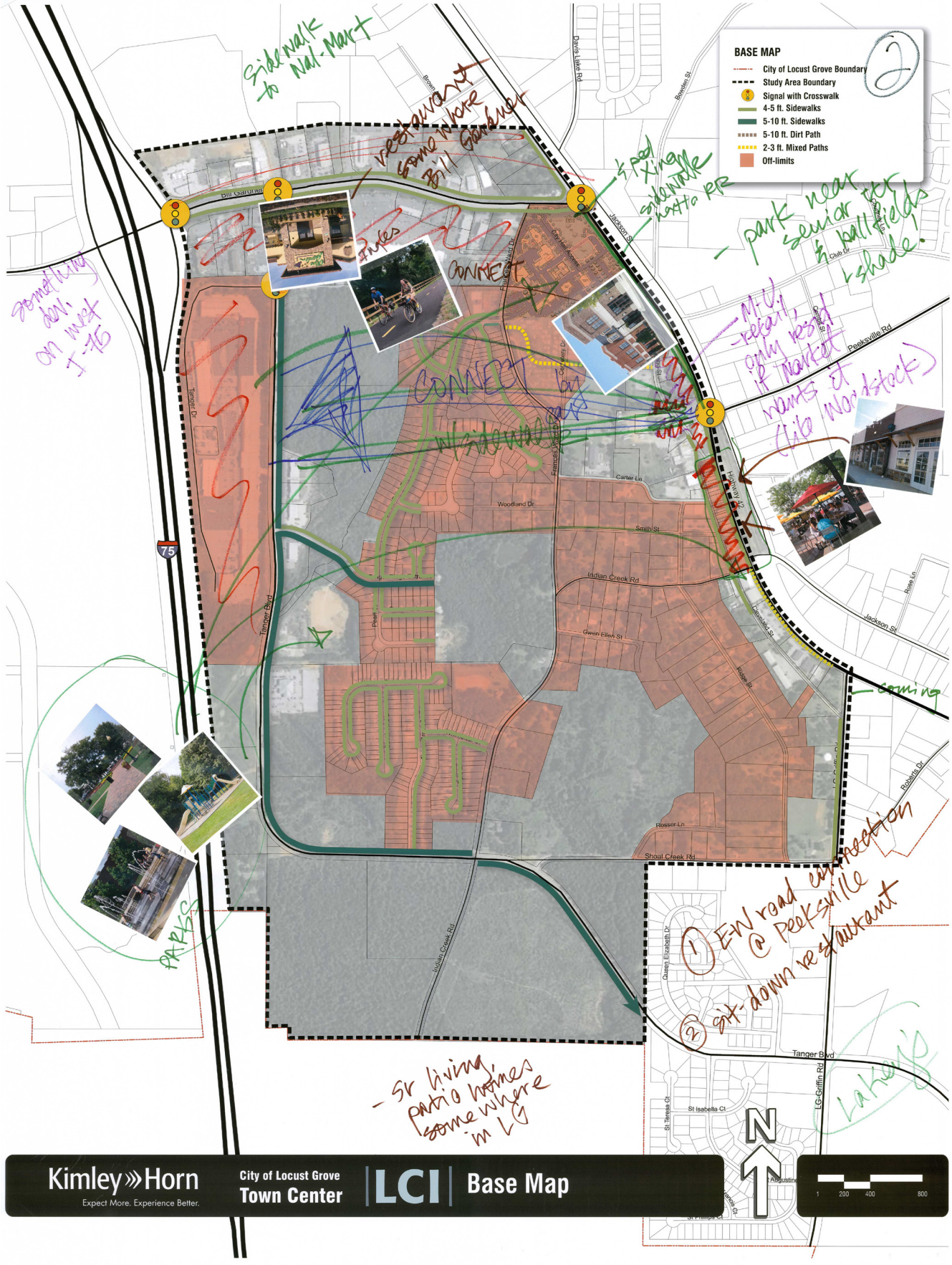
Possibility

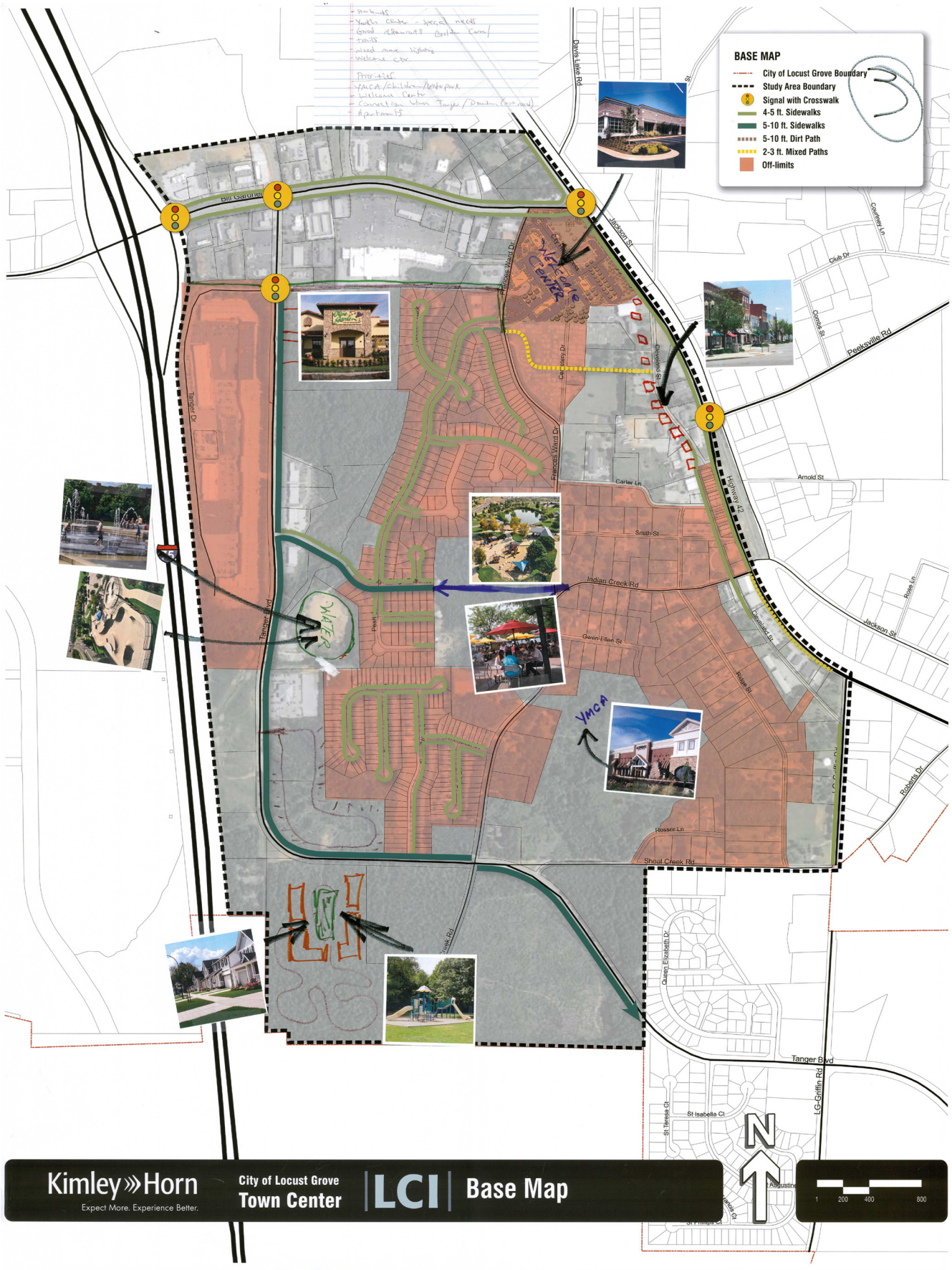
CHRISTMAS IN THE GROVE
December 5, 2015
10:00 AM

http://www.locustgrove-ga.gov/calendar.php

Kimley»Horn


BASE MAP
City of Locust Grove Boundary
Study Area Boundary
Signal with Crosswalk
4-5 ft. Sidewalks
5-10 ft. Sidewalks
5-10 ft. Dirt Path
2-3 ft. Mixed Paths
Off-limits
1
Bill Gardner Pkwy
Broom Ave
Jackson St
Courtney Ln
Club Dr
Combs St
Peeksville Rd
Tanger Dr
Courtney Dr
Cloverleaf Dr
Arnold St
Woodland Dr
Indian Creek Dr
Gwen Ellen St
Rose Ln
Roberts Dr
Rosser Ln
Shoal Creek Rd
Indian Creek Rd
Tanger Blvd
LG-Griffin Rd
St Isabella Ct
St Teresa Ct
75
N
Kimley»Horn
Expect More. Experience Better.
City of Locust Grove
Town Center
LCI
Base Map
1 200 400 800


BASE MAP
City of Locust Grove Boundary
Study Area Boundary
Signal with Crosswalk
4-5 ft. Sidewalks
5-10 ft. Sidewalks
5-10 ft. Dirt Path
2-3 ft. Mixed Paths
Off-limits
Sidewalk to Wal-Mart
restaurant some where by Gardner
Trails
CONNECT
CONNECT
CONNECT
Bill Gardner
Davis Lake Rd
Jackson St
Peeksville Rd
Tanger Dr
Tanger Blvd
Woodland Dr
Carter Ln
Smith St
Indian Creek Rd
Gwen Ellen St
Rose St
Rose Ln
Roberts Dr
Rosser Ln
Shoal Creek Rd
Indian Creek Rd
Tanger Blvd
St Isabella Ct
LG Griffin Rd
Queen Elizabeth Dr
Fresh Start Way
Cedar St
Club Dr
Cleveland St
Hwy 42
I-75
park near senior rec & ball fields + shade.
M-U, retail only resid if Market rents (like Woodstock)
coming
E-W road connection @ Peeksville
sit-down restaurant
sr living patio homes somewhere in LG
something down on west I-75
PARKS
Lake
N
1 200 400 800
Kimley»Horn
Expect More. Experience Better.
City of Locust Grove
Town Center
LCI
Base Map

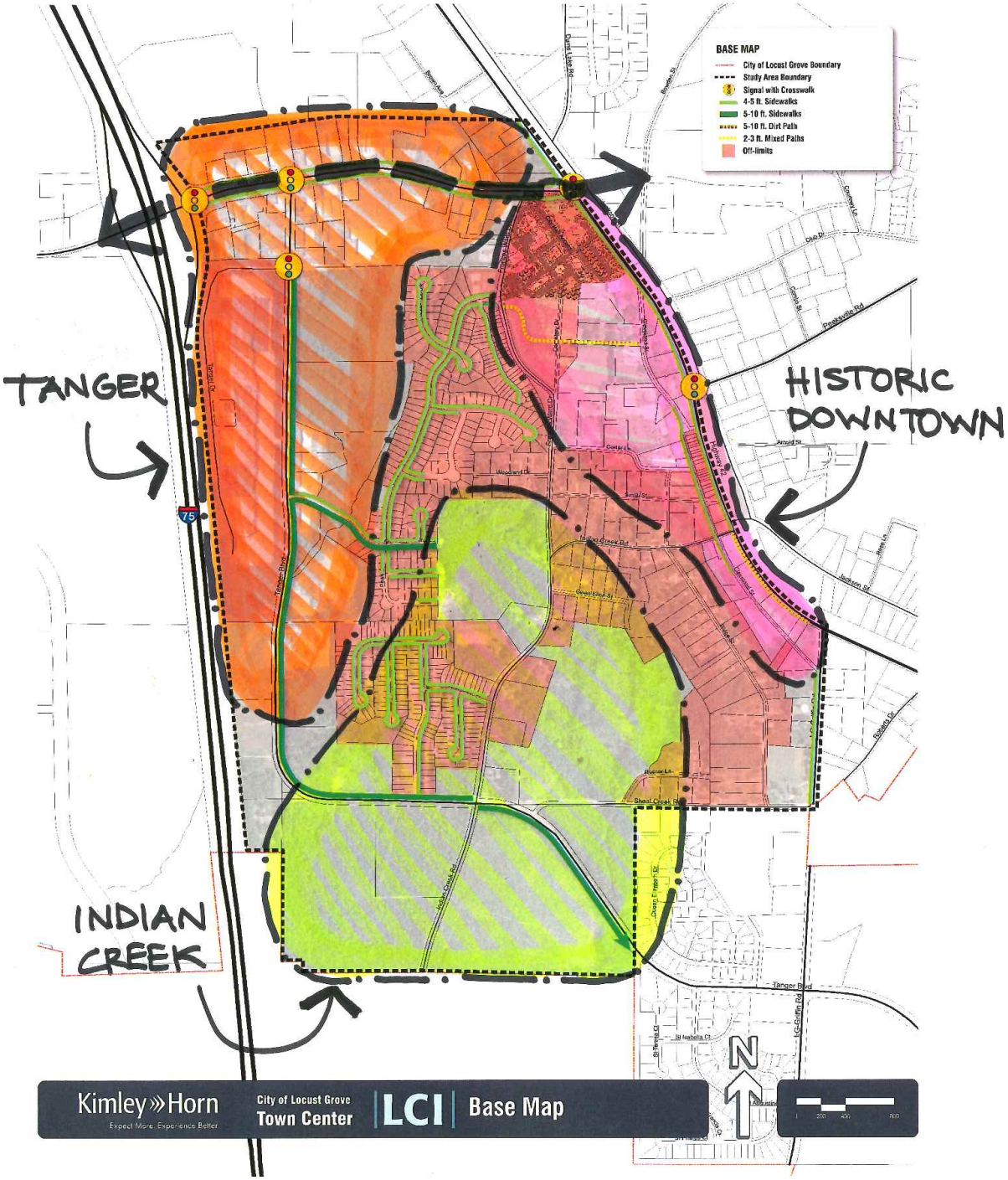

BASE MAP
City of Locust Grove Boundary
Study Area Boundary
Signal with Crosswalk
4-5 ft. Sidewalks
5-10 ft. Sidewalks
5-10 ft. Dirt Path
2-3 ft. Mixed Paths
Off-limits
Bill Gardner
Davis Lake Rd
Jackson St
Princess Ward Dr
Courtney Ln
Club Dr
Peeksville Rd
Tanger Dr
Carter Ln
Frances Ward Dr
Cleveland St
Highway 42
Arnold St
Smith St
Indian Creek Rd
Gwen Ellen St
Rose Ln
Roberts Dr
Rosser Ln
Shoal Creek Rd
Tanger Blvd
LG Griffin Rd
St Isabella Ct
St Teresa Ct
Queen Elizabeth Dr
WATER
YMCA
Kimley»Horn
Expect More. Experience Better.
City of Locust Grove
Town Center
LCI
Base Map
N
1
200
400
800



Kimley»Horn
Expect More. Experience Better.

City of Locust Grove
Town Center
LCI
Base Map


BASE MAP
City of Locust Grove Boundary
Study Area Boundary
Signal with Crosswalk
4-5 ft. Sidewalks
5-10 ft. Sidewalks
5-10 ft. Dirt Path
2-3 ft. Mixed Paths
Off-limits
5
Bill Gardner
Brown Ave
Davis Lake Rd
Bowden St
Jackson St
Courtney Ln
Club Dr
Peeksville Rd
Orchard St
Feather Ward Dr
Oak Hill Avenue
Tanger Dr
Woodland Dr
Arnold St
Smith St
Indian Creek Rd
Gwen Ellen St
Tanger Blvd
Rose Ln
Roberts Dr
Rosser Ln
Shoal Creek Rd
Queen Elizabeth Dr
LG Griffin Rd
St Teresa Ct
St Isabella Ct
St Augustine Ct
75
Com
Multi
N
1
200
400
800
Kimley»Horn
Expect More. Experience Better.
City of Locust Grove
Town Center
LCI
Base Map


BASE MAP
City of Locust Grove Boundary
Study Area Boundary
Signal with Crosswalk
4-5 ft. Sidewalks
5-10 ft. Sidewalks
5-10 ft. Dirt Path
2-3 ft. Mixed Paths
Off-limits
TANGER
HISTORIC DOWNTOWN
INDIAN CREEK
N
Kimley»Horn
Expect More. Experience Better.
City of Locust Grove
Town Center
LCI
Base Map

Core Team Meeting and Public Workshop 3

Core Team Meeting Agenda
Monday, November 9, 2015
6:00 PM – 7:00 PM
Locust Grove City Hall Conference Room

1. ***Transportation Framework*** *(5 min – Jeffrey)*
    - Overview of Transportation Framework Plan
    - Overview of Transportation Projects

2. ***Land Use Framework*** *(5 min – Marsha)*
    - Districts
        1. Historic Downtown
        2. Gateway
        3. Emerging South

2. ***Market Forecast Overview*** *(30 min – Lakey)*
    - Current
    - Future
    - Demand
    - Districts
        1. Historic Downtown
        2. Gateway
        3. Emerging South
    - LCI Projections
    - Market Recommendations

3. ***Public Workshop Discussion*** *(30 min)*

Public Workshop 3 Agenda
Thursday, November 19, 2015
6:00 PM – 7:30 PM
Locust Grove Senior Center Event Room

1. **Welcome**

2. **Framework and Market Forecast Overview**

    - **LCI Overview + What we've heard so far**
    - **Transportation Framework**
    - **Land Use Framework**
    - **Market Forecast**

3. **Group Exercises**
   Please complete the exercises at each of the listed stations. Have the facilitator sign your Locust Grove Passport for a chance to win one of the participation prizes!!!

    - **Gateway District**
    - **Historic Downtown**
    - **Transportation Prioritization**
    - **Bill Gardner Parkway**

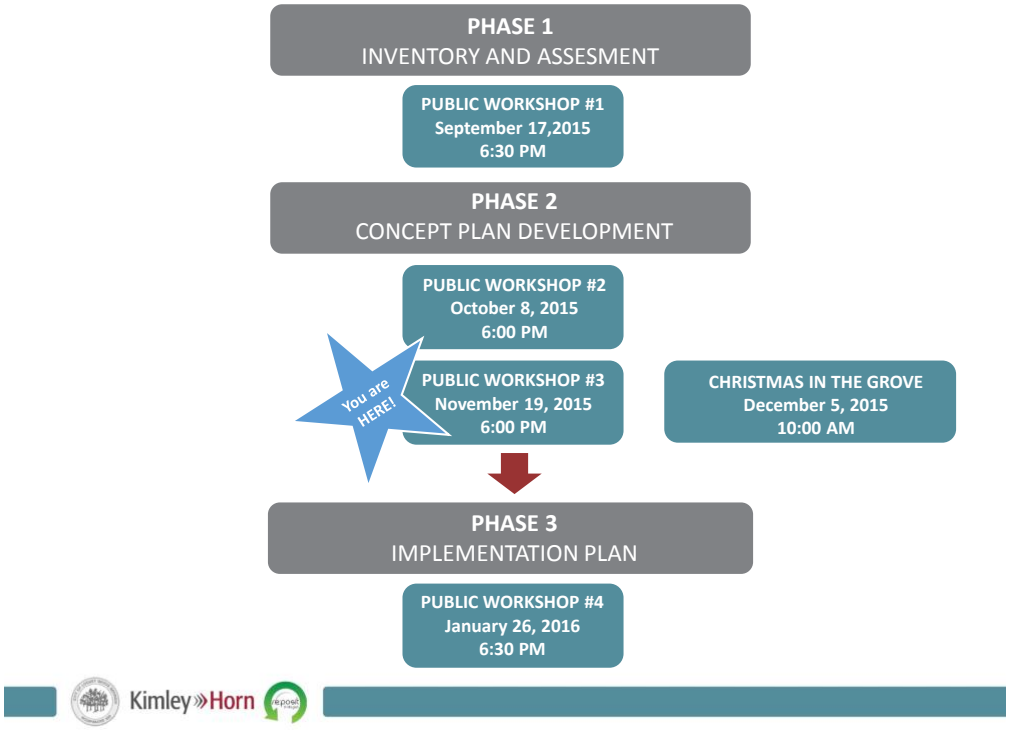
4. **Wrap-up and Questions**

Be on the look-out for more information:

CHRISTMAS IN THE GROVE
Saturday, December 5, 2015
10:00 am – 4:00 pm

PUBLIC WORKSHOP #4
Tuesday, January 26, 2016
6:30 pm – 8:00 pm


Greetings from
LOCUST GROVE
GA.
Public
Workshop #3
City of Locust Grove
Town Center
LCI
November 19, 2015
Kimley»Horn


PHASE 1
INVENTORY AND ASSESMENT
PUBLIC WORKSHOP #1
September 17,2015
6:30 PM
PHASE 2
CONCEPT PLAN DEVELOPMENT
PUBLIC WORKSHOP #2
October 8, 2015
6:00 PM
You are HERE!
PUBLIC WORKSHOP #3
November 19, 2015
6:00 PM
CHRISTMAS IN THE GROVE
December 5, 2015
10:00 AM
PHASE 3
IMPLEMENTATION PLAN
PUBLIC WORKSHOP #4
January 26, 2016
6:30 PM
Kimley»Horn

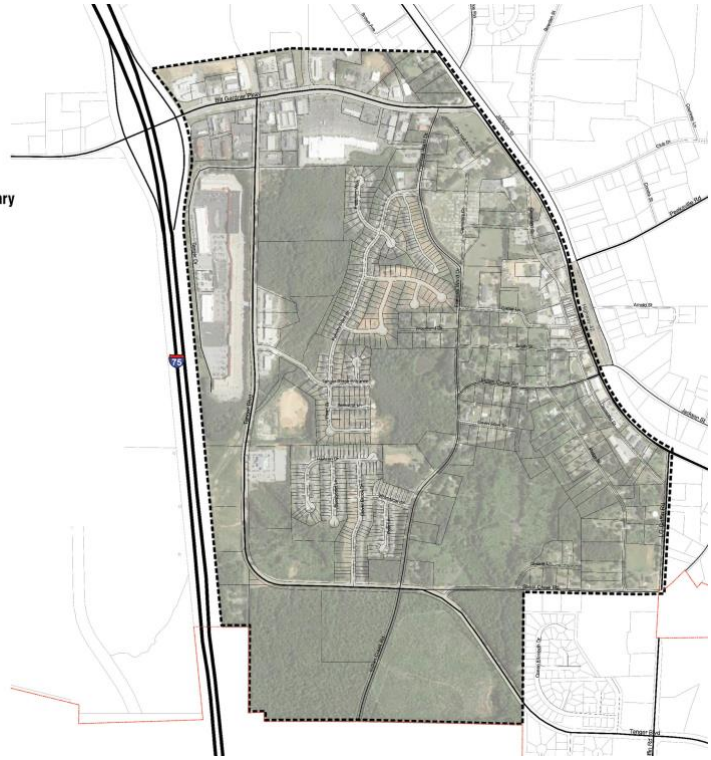
Agenda

- LCI Overview + What we've heard so far
- Transportation Framework
- Land Use Framework
- Group Exercises
- Wrap-up and Questions

ATLANTA REGIONAL COMMISSION

Livable Centers Initiative

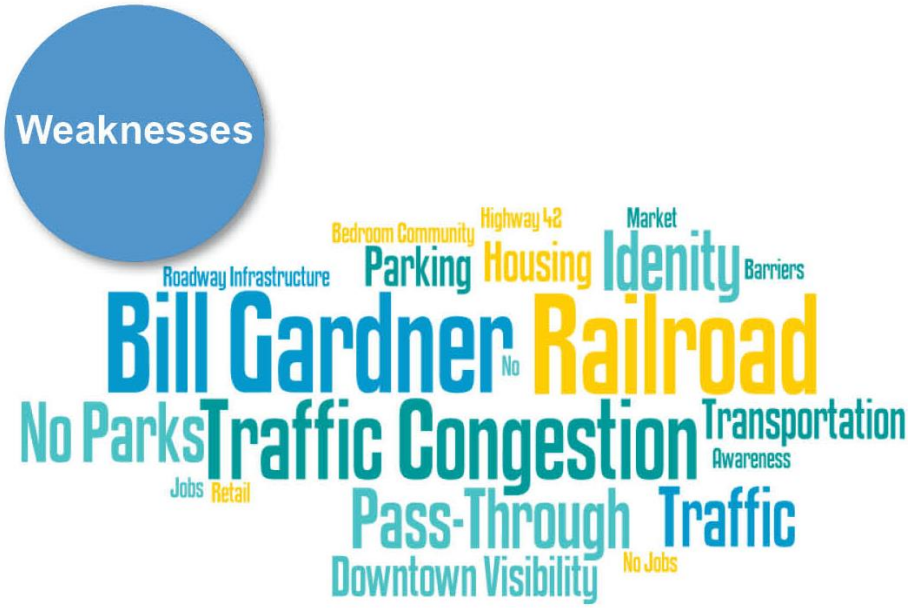
Study Area


City of Locust Grove Boundary
Study Area Boundary


WHAT WE'VE HEARD



Kimley»Horn



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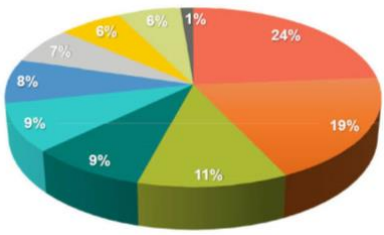
Priority Exercise



- Retail/Dining
- Traffic Improvements
- Public Parks and Open Space
- East-West Connectivity
- Wayfinding and Signage
- Historic Preservation
- Bill Gardner Parkway

Top Priorities

1. *Retail/Dining*
2. *Traffic Improvements*
3. *Public Parks and Open Space*
4. *Wayfinding and Signage*
5. *East-West Connectivity*

Out of the top five, Traffic Improvements was listed as a priority for 9 out of 12 participants, however, it represented 5 percent less funding allocation than Retail/Dining.

Overall, these two priorities, along with Public Parks and Open Space, East-West Connectivity, and Wayfinding and Signage, represent 72 percent of the total "funding" available for this exercise.

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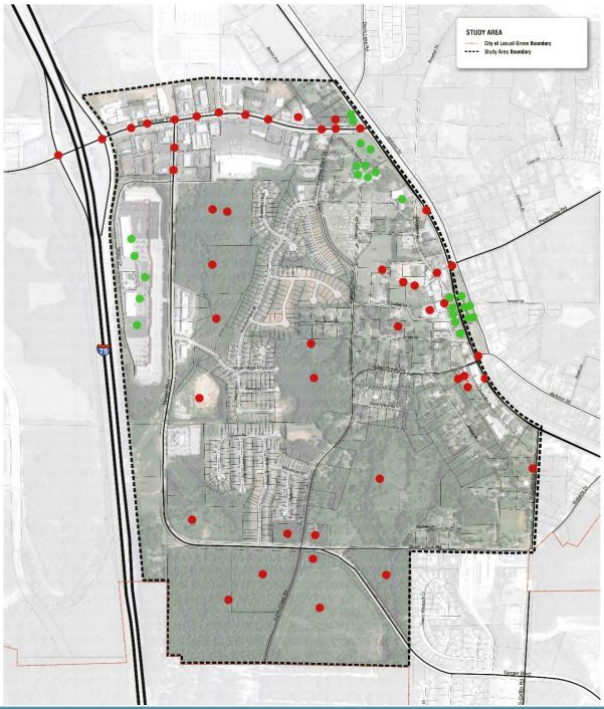
Dot Mapping Exercise

Green (*Preserve*)

- Tanger Outlet Mall
- City Hall
- Downtown Historic Business District

Red (*Change*)

- Bill Gardner Parkway
- Various industrial sites in the Downtown Historic District
- Oxidation Pond
- Opportunities to develop vacant land within the Study Area



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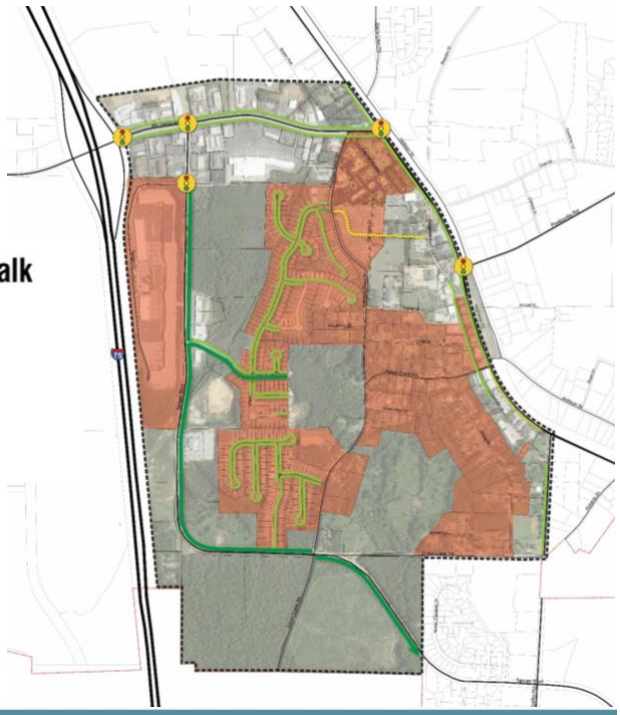
Opportunity Map



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Public Workshop 2



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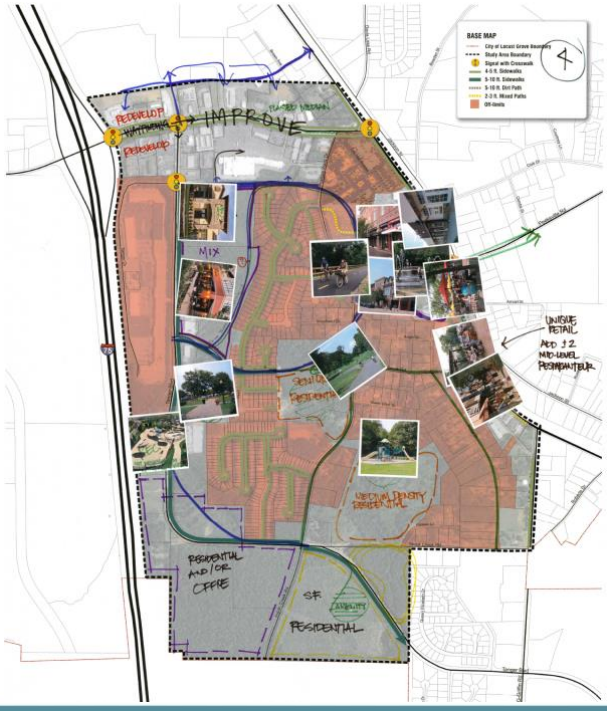
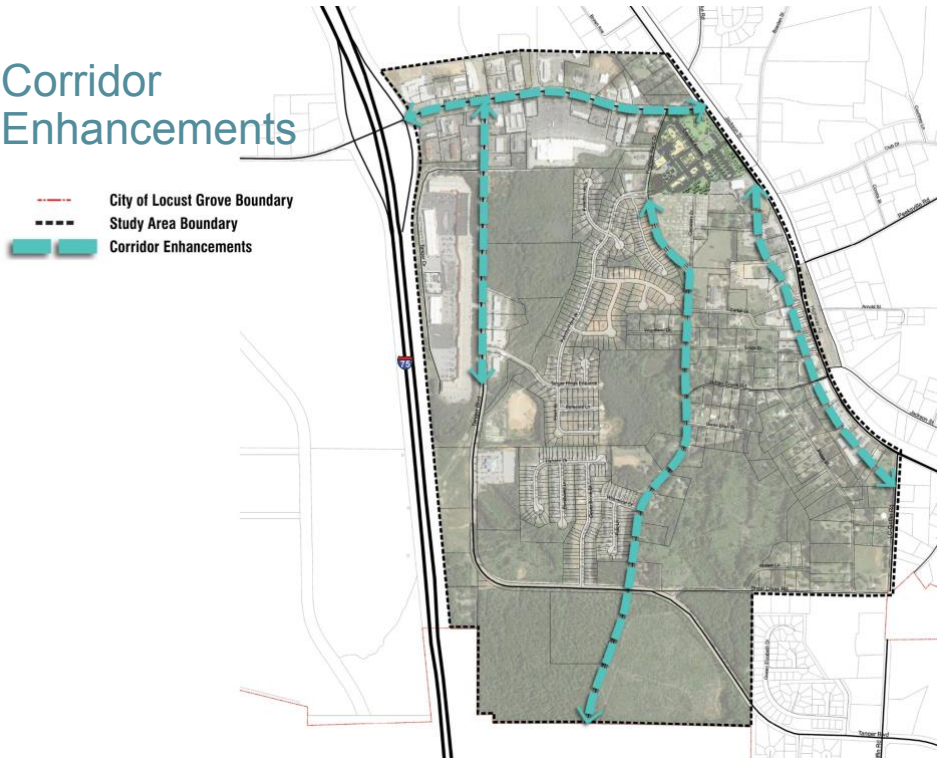
Public Workshop 2

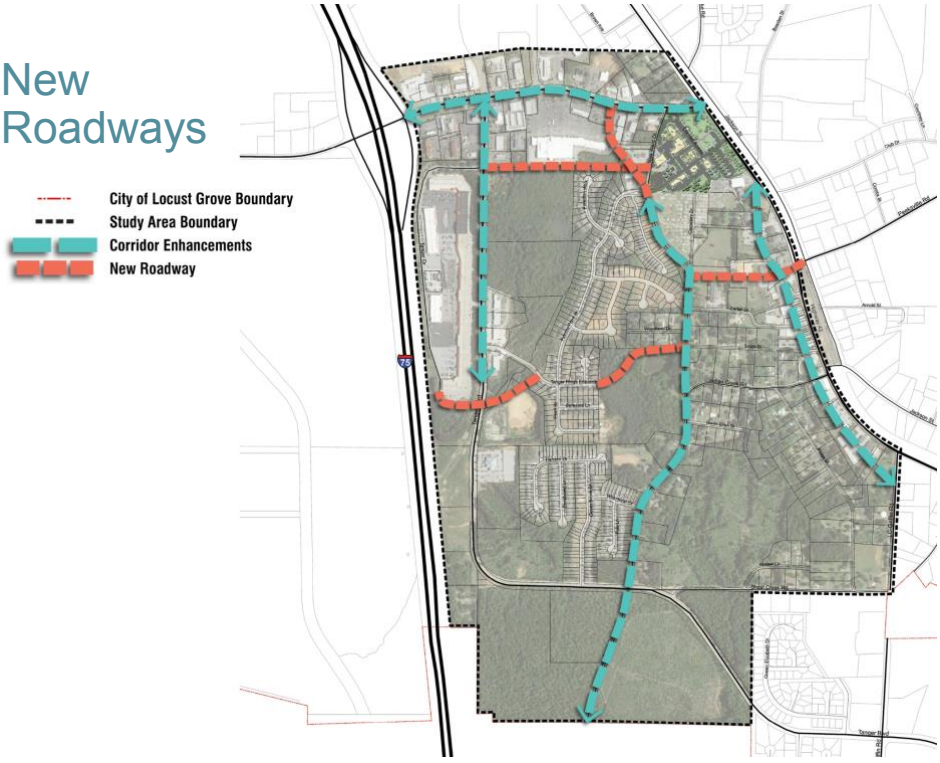


TRANSPORTATION FRAMEWORK

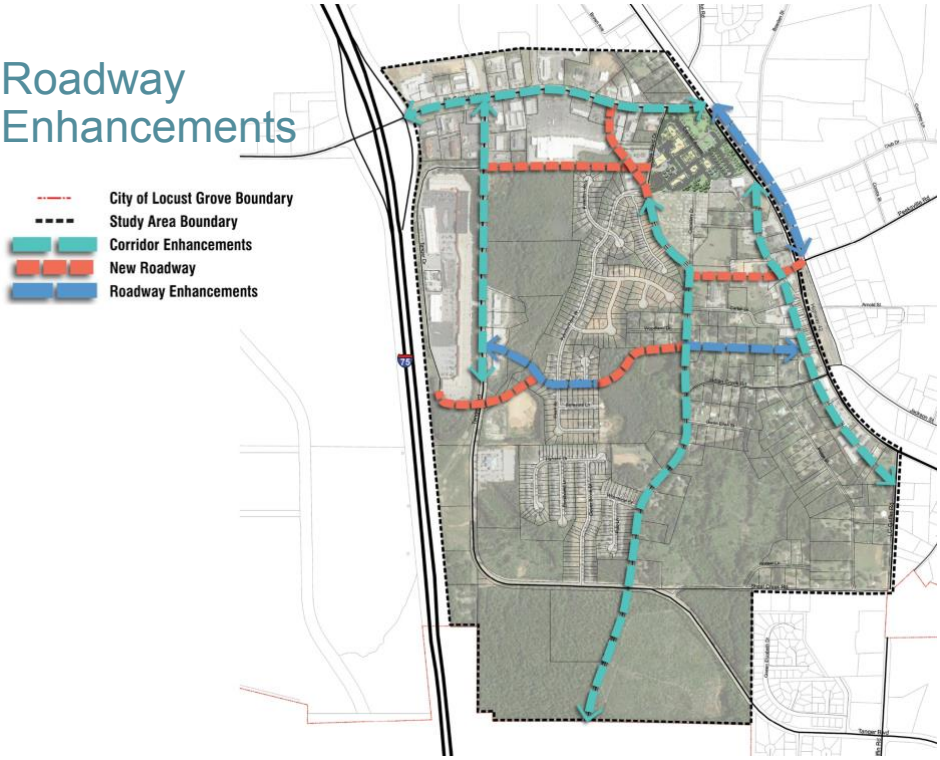
Corridor Enhancements



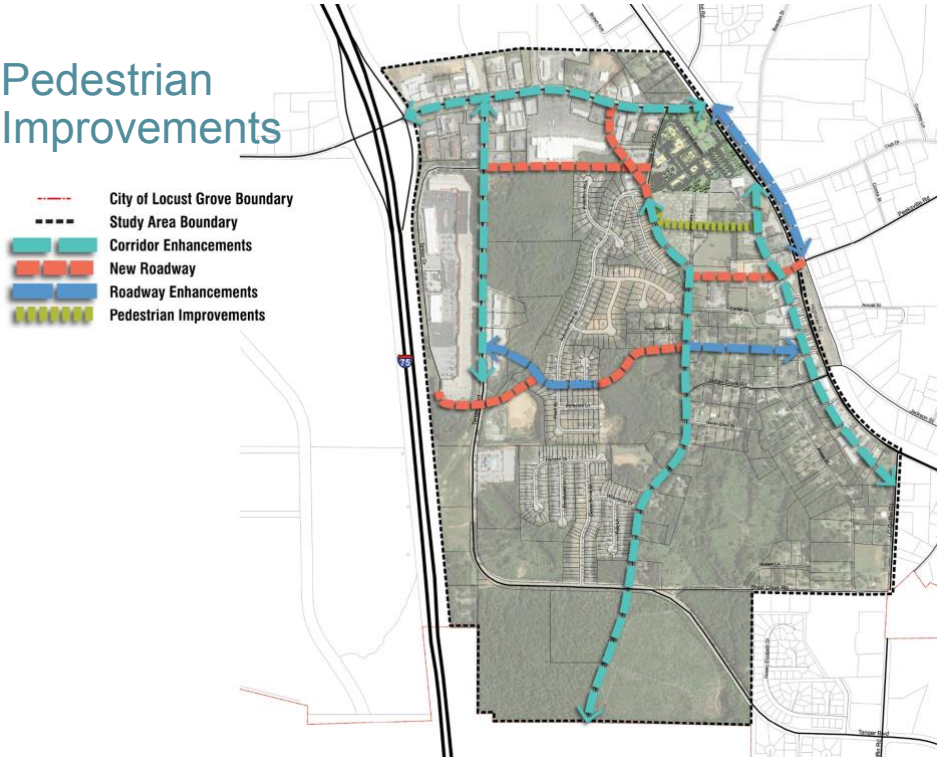
New Roadways



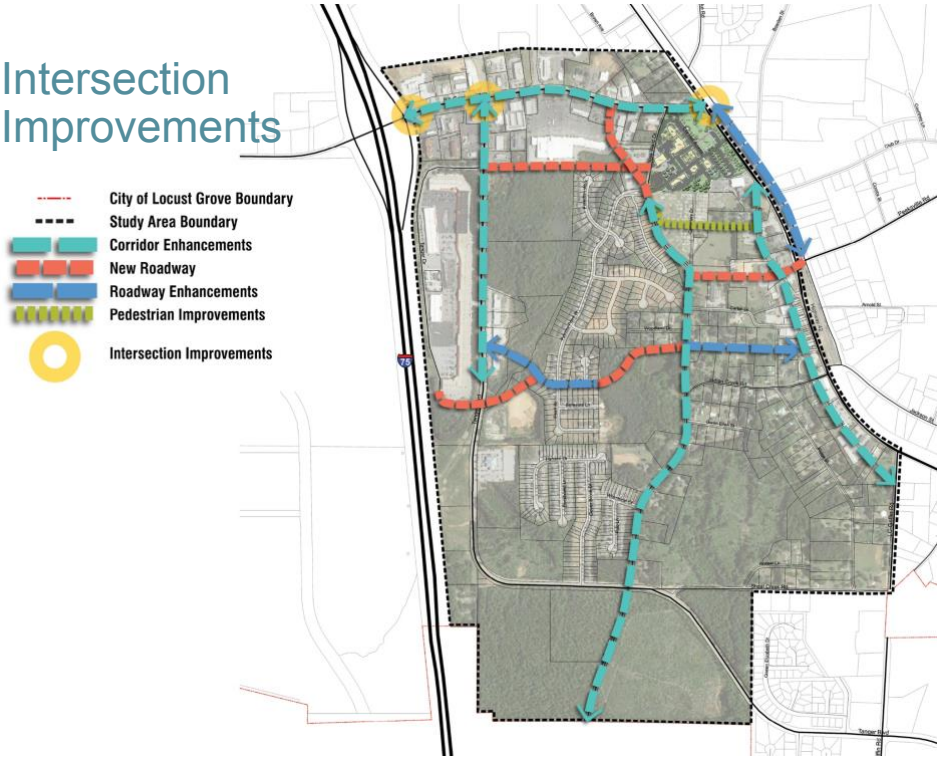
Roadway Enhancements

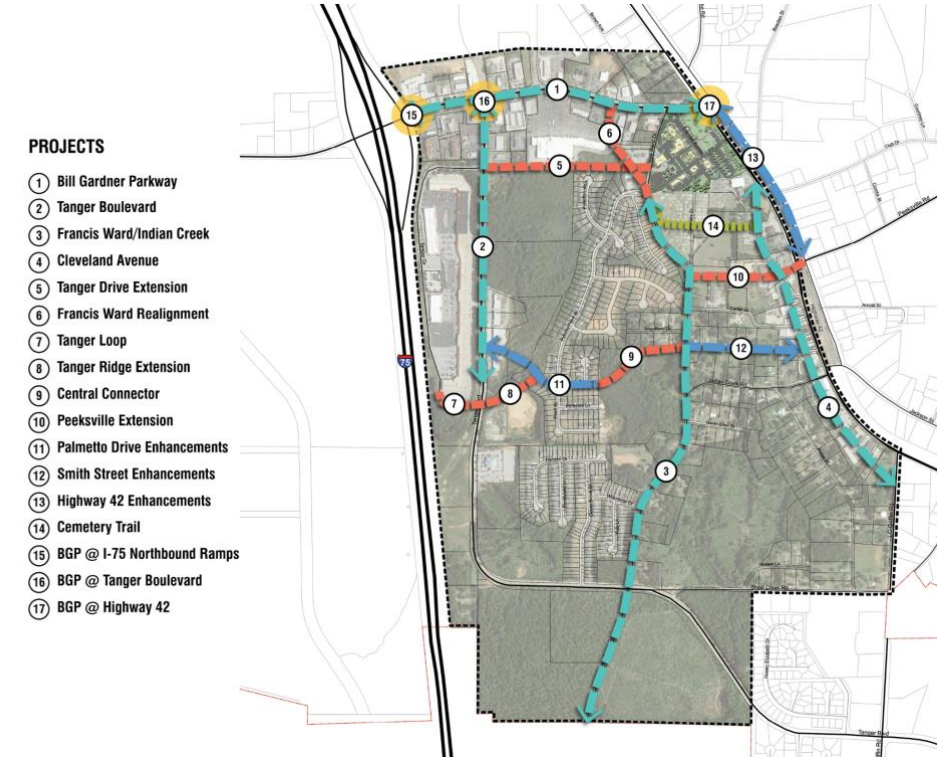


Pedestrian Improvements



Intersection Improvements



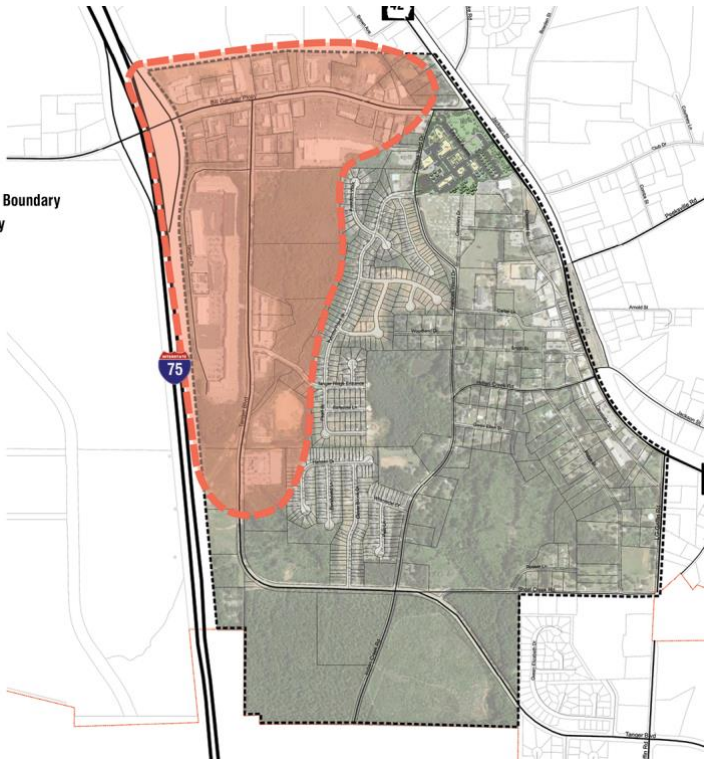




LAND USE FRAMEWORK

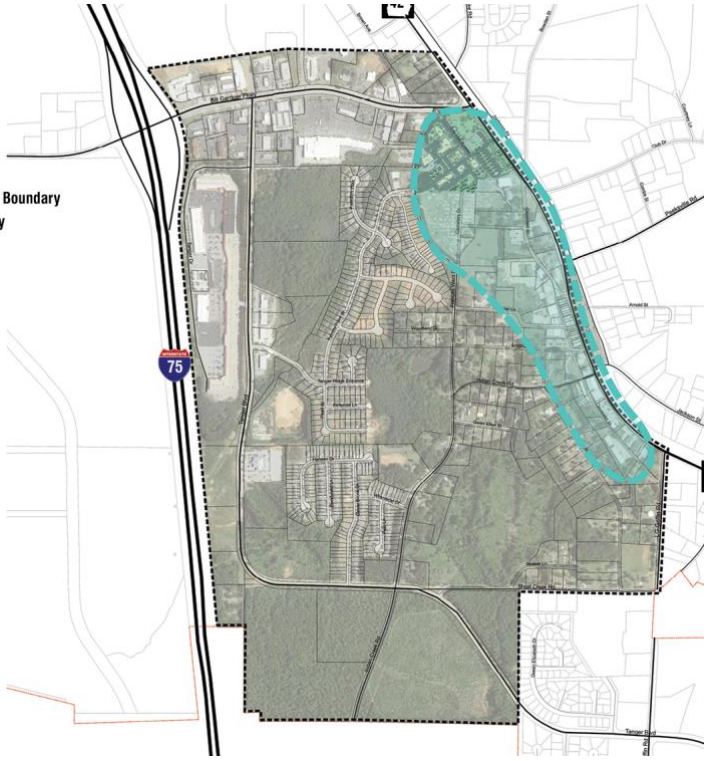
Gateway District

City of Locust Grove Boundary
Study Area Boundary



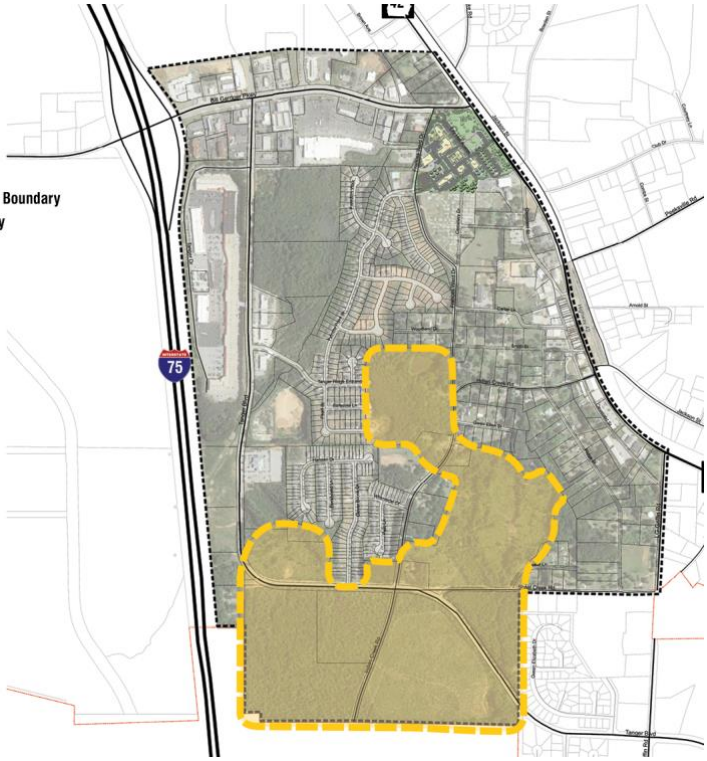
Historic Downtown

City of Locust Grove Boundary
Study Area Boundary

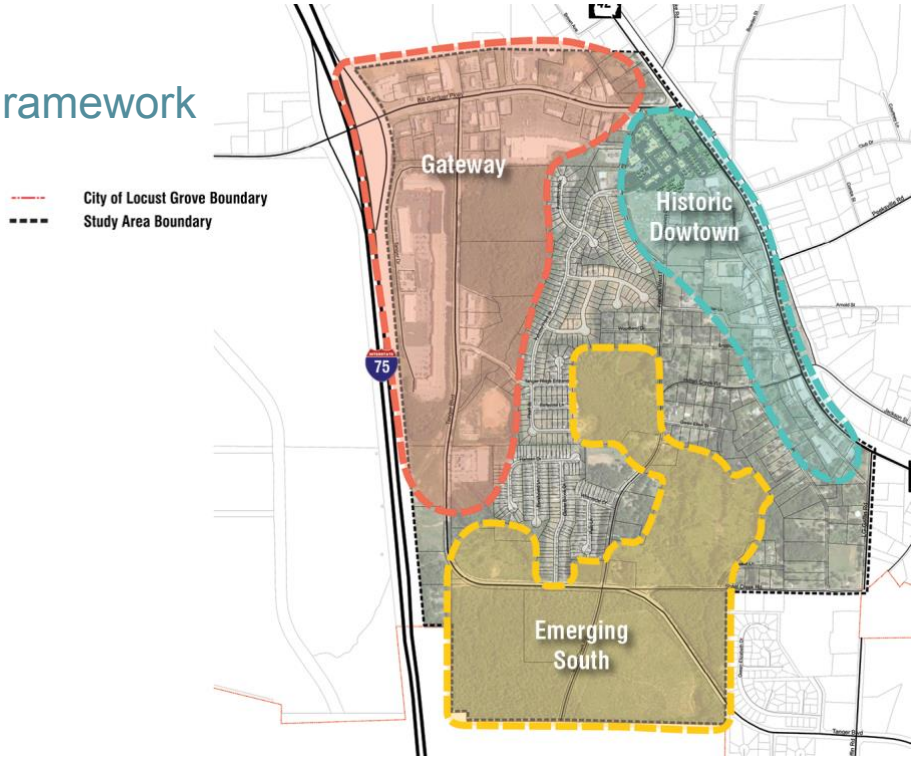


Emerging South

City of Locust Grove Boundary
Study Area Boundary



Framework



Real Estate Market- Current

- Limited size & developable parcels
- More demand than can be physically absorbed in Study Area
- Edge of market & greater metro area
- No significant market pressure to be different

Real Estate Market- Future

- Leadership will have to create change
- City will have to incentivize different development
- Focus should be on short-term priorities
- Incremental implementation is the best approach

District: Gateway

	Short-Term	Long-Term	Character
Residential	Somewhat Likely	Somewhat Likely	Townhomes or Multi-Family
Retail	Likely	Likely	Geared to Regional Tanger Customer; More Restaurants
Office	Somewhat Likely	Likely	Local-Serving
Industrial	Somewhat Likely	Somewhat Likely	Small Flex Space

District: Gateway

RESIDENTIAL

- **5-Yr Demand:**
  10 SF/TH 0 MF
- **10-Yr Demand:**
  10 SF/TH 110 MF

- **Challenges + Opportunities**
  - Land is close to commercial, could limit SF
  - Tanger seen as amenity
  - Strong industrial growth nearby provides demand

RETAIL

- **5-Yr Demand: 60,000 sf**
- **10-Yr Demand: 75,000 sf**

- **Challenges + Opportunities**
  - Little demand for local-serving retail
  - Tanger Outlet Center regional destination status with strong customer base
  - Increased demand for sit-down restaurants

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District: Gateway

OFFICE

- **5-Yr Demand: 35,000 sf**
- **10-Yr Demand: 48,000 sf**

- **Challenges + Opportunities**
  - Limited demand for local-serving office; no demand for regional office
  - Local serving office increases with residents
  - Existing office on Tanger Blvd

INDUSTRIAL

- **5-Yr Demand: 15,000 sf**
- **10-Yr Demand: 25,000 sf**

- **Challenges + Opportunities**
  - Retail traffic congestion
  - Industrial could disrupt other uses
  - Limited demand for small-scale services for large users

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District: Historic Downtown

	Short-Term	Long-Term	Character
Residential	Likely	Likely	Walkable; Mixed-Use; Townhomes & Multi-Family
Retail	Somewhat Likely	Likely	Walkable; Mixed-Use; Destination Customer
Office	Somewhat Likely	Likely	Local-Serving
Industrial	Unlikely	Unlikely	N/A



District: Emerging South

	Short-Term	Long-Term	Character
Residential	Likely	Likely	Mix of Single Family & Multi-Family (longer term)
Retail	Somewhat Unlikely	Somewhat Likely	Neighborhood-Scale, Convenience Retail
Office	Somewhat Likely	Likely	Local-Serving
Industrial	Somewhat Likely	Likely	Small-Scale Serving Larger Users



Market + Economic Recommendations

- Improve aesthetics at Interstate
- Created mixed-use downtown
- Diversify residential product type
- Connect historic downtown & Tanger Outlets
- Stabilize single-family neighborhoods
- Attract additional regional retail
- Leverage County's large-scale industrial base



LCI Goals

- Develop a Community based Vision
- Create a prioritized project list
- Update City Policies and Budgets to Implement Plan

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Next Steps

PUBLIC WORKSHOP #4
City Hall Council Chambers
January 26, 2016
6:30 PM

Public Input

CHRISTMAS IN THE GROVE
December 5, 2015
10:00 AM

http://www.locustgrove-ga.gov/calendar.php

Kimley»Horn

Locust Grove Town Center LCI

In February of 2015, the Atlanta Regional Commission (ARC) awarded a grant to the City of Locust Grove to complete the city's first Livable Centers Initiative (LCI) Study.

Located 35 miles from Downtown Atlanta and less than 220 miles from the Port of Savannah, along I-75 between the City of Atlanta and Macon, the City of Locust Grove is positioned along one of Georgia's prime transportation corridors.

While commerce along the interstate has sustained growth and development of cities along this regional connector, Locust Grove has developed around its Historic Downtown dating to the 1870s and Tanger Outlet Mall, which opened in 1994.

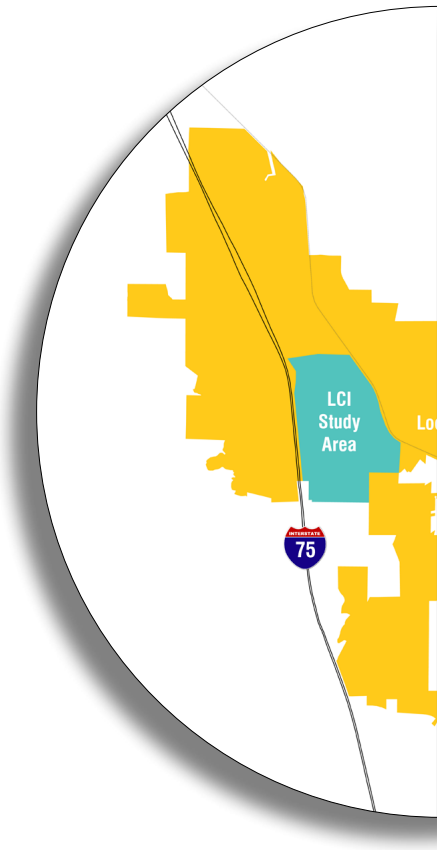
The LCI Study Area is located directly east of I-75, between Bill Gardner Parkway, Highway 42, and Tanger Boulevard. Representing nearly 16% of the City of Locust Grove, the Study Area is 650 acres in size.

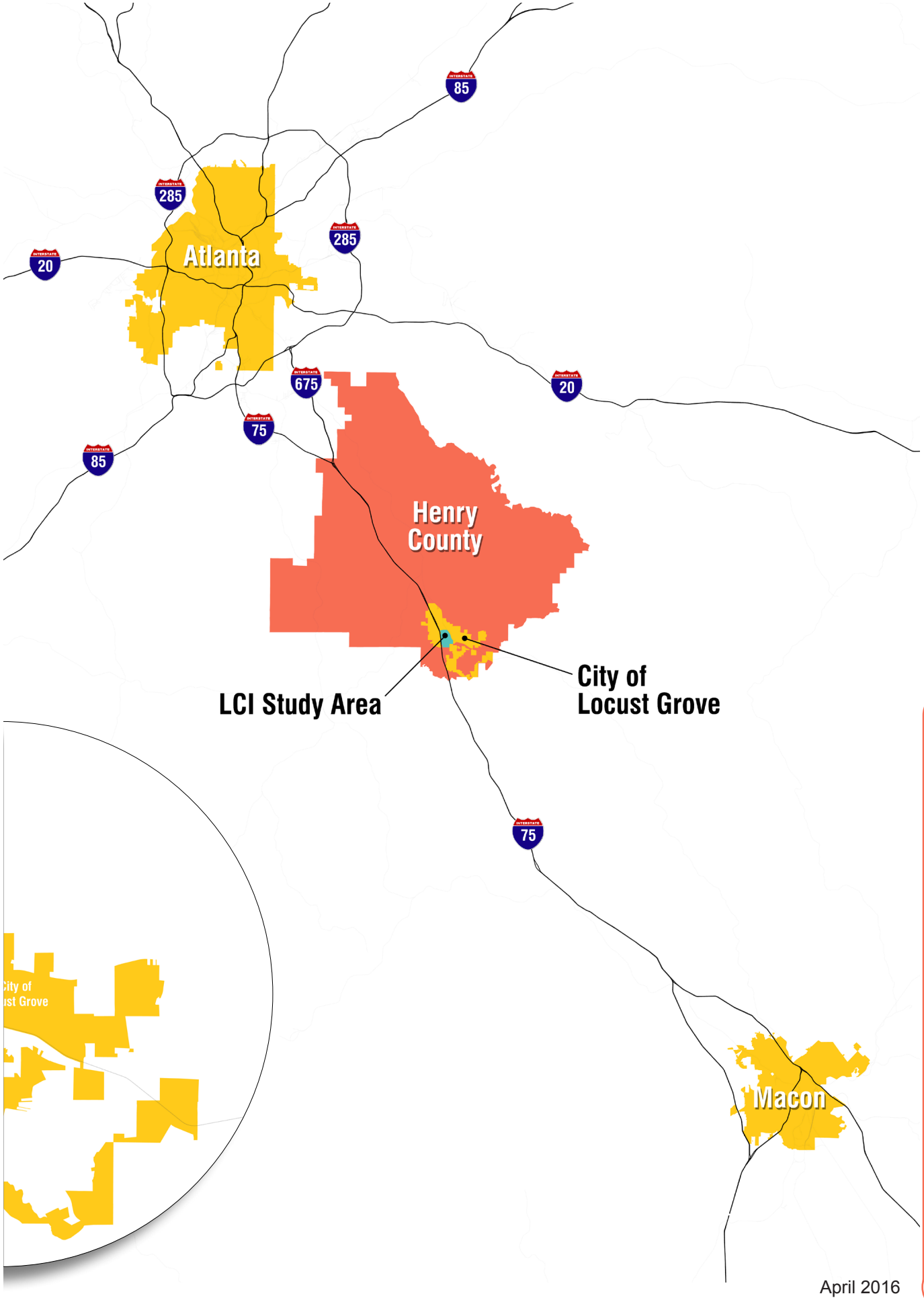
Within the Study Area, developments include Tanger Outlet Mall, Ingles Grocery Store, Locust Grove City Hall, the Henry County Parks and Recreation Locust Grove Recreation Center, and the Historic Downtown business district, all serving locally and regionally significant populations.

Due to Locust Grove's location, enviable regional draw, and abundance of vacant land, Locust Grove has been identified as a prime competitor in the economic growth along Interstate I-75. The main goal of this effort is to study efficient ways to connect the Historic Downtown business district and areas adjacent to the Tanger Outlet Mall and I-75 interchange.

The study focuses on strategic long-term commercial and residential development plans for vacant tracts of land, as well as infill development within the Historic Downtown business district and development surrounding Tanger Outlet Mall and I-75 Interchange.

Each of these existing development areas have been identified as unique improvement districts. Within each of these districts, the plan seeks to identify development opportunities that support and enhance the historic character of Locust Grove, while further enhancing the connectivity throughout the Study Area through a series of roadway and corridor enhancements that connect the development surrounding Tanger Outlet Mall and the commercial corridor along Bill Gardner Parkway to Locust Grove's Historic Downtown.



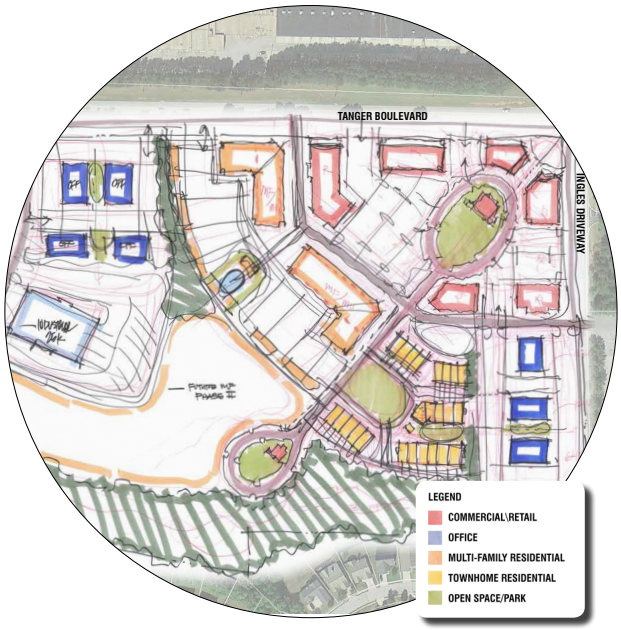

85
285
285
Atlanta
20
675
20
75
85
Henry
County
LCI Study Area
City of
Locust Grove
75
Macon

Gateway District

The “Gateway” planning district includes the northern and western portions of the Study Area, including the commercial development along Bill Gardner Parkway and Tanger Boulevard. Major retail developments include the Tanger Outlets, Locust Grove Village, and a variety of highway commercial uses.

The vision for the Gateway District addresses the safety and aesthetic improvement of Bill Gardner Parkway and Tanger Boulevard, as well as improving the quality of life within the district by proposing the redevelopment of the area surrounding the oxidation pond as a multi-use trail and linear park.

The plan looks to develop the large vacant parcels across from Tanger Outlet Mall, revitalize existing roadways, extent new roadway connections, linking the existing and proposed development through a series of enhanced roadway and pedestrian connections.

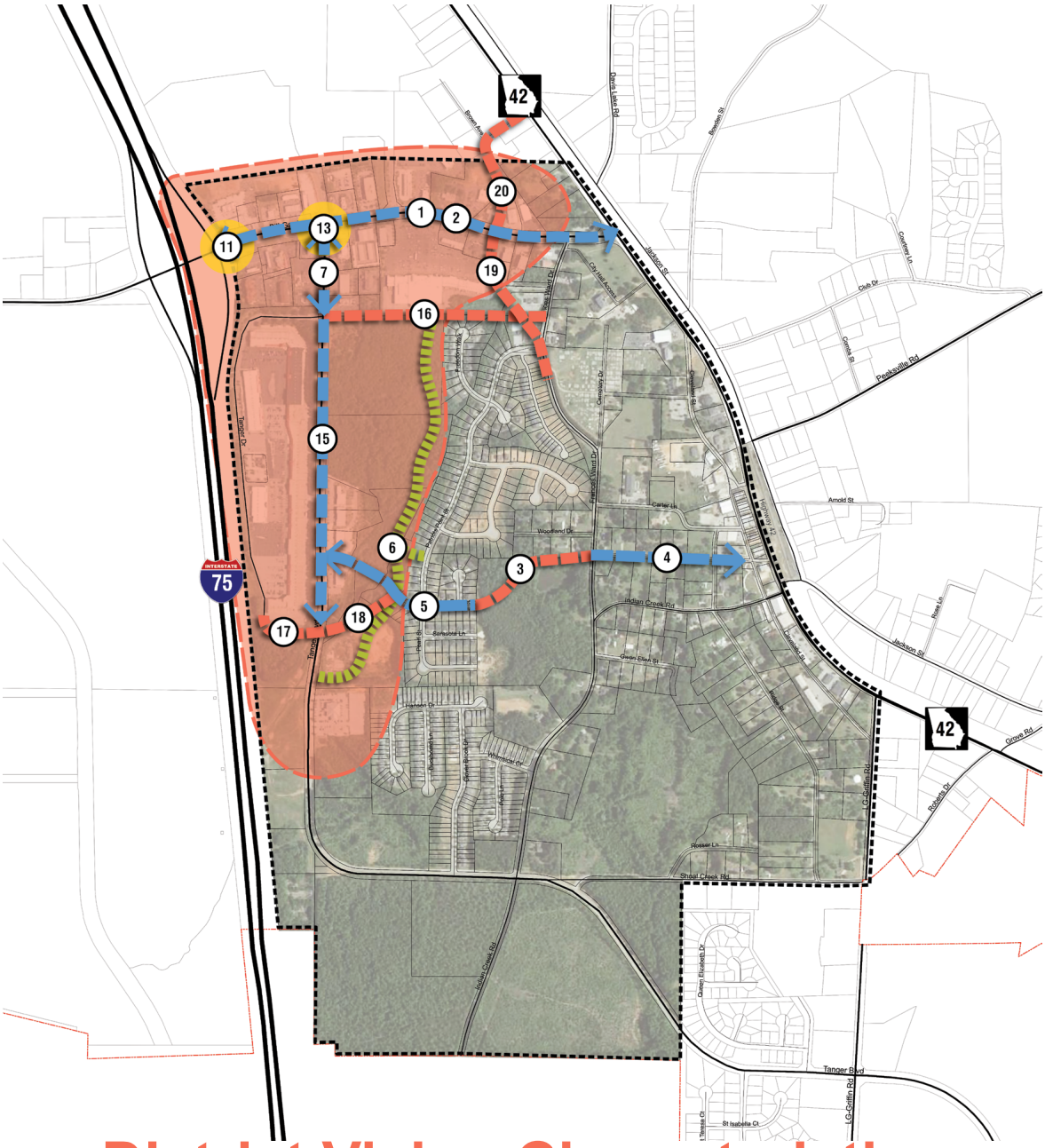


Challenges

- Much of the vacant land in this planning district is located in close proximity to commercial, which may make the land somewhat less desirable for single-family residential development.
- Until there is a great deal of residential growth, retail demand for tenants serving local residents is likely limited.
- The demand for office space is almost exclusively for tenants providing services to local residents. There is likely to be very little, if any, demand for Class A office for regional tenants.
- The large amount of retail traffic on the roads leading into this area would impact the ease of deliveries to industrial space.
- A great deal of industrial development would likely disrupt other commercial and residential uses.

Opportunities

- According to local agents, home buyers often mention the Tanger Outlets as one of the amenities that drew them to the area.
- The Tanger Outlet Center has become a regional retail center attracting customers from a very wide trade area. These shoppers provide a market for additional retail and restaurant development targeted to this same customer. The most pressing demand from the Tanger customer is for sit-down restaurants. There are very few dining options on the Tanger property, and most of the surrounding restaurants are fast food. Tanger attracts an affluent customer that would likely be looking for sit-down restaurant options.
- There is an opportunity to develop new retail space that would complement the Tanger Outlet Center and encourage its customers to stay in the area longer. An example of this complementary retail is when a large sporting goods superstore or similar use is placed a short distance from an outlet mall.
- As the population in the area grows, there will be increased demand for office serving local residents. Examples of this type of use include medical, insurance, and real estate offices.
- Additional residential growth in the area will create a demand for smaller industrial spaces, such as construction and maintenance companies.



District Vision Characteristics

- Enhance Bill Gardner Parkway corridor, including wayfinding and intersection improvements
- Foster redevelopment along Bill Gardner Parkway closer to the roadway and include a mix of uses
- Encourage regional mixed use development (office, retail, residential, etc.) with parks and open space
- Formalize Gateway to Historic Downtown (via Central Connector)
- Construct Southern States Multi-use Trail and Park
- Improve South Tanger Outlet entrance/exit at Tanger Boulevard
- Construct Tanger Drive connection from Tanger Boulevard to Frances Ward Drive
- Realign Frances Ward Drive realignment and Brown Avenue connection
- Develop recreation facility along Tanger Boulevard at gateway to Historic Downtown

Historic Downtown District

The “Historic Downtown” district includes the properties to the west of Highway 42 from Bill Gardner Parkway to MLK Jr. Boulevard. This includes the City’s Municipal Complex on the north, historic retail core, older industrial buildings behind the retail core and some newer retail and office development scattered throughout. Much of this area lies within the Historic Preservation District, which allows the City to encourage the preservation of significant buildings and design features that enhance the historic character of downtown.

This plan seeks to expand Historic Downtown by redeveloping adjacent industrial and vacant properties along Cleveland Street, capitalizing on the proposed Municipal Complex by linking existing downtown retail with proposed redevelopment, and creating opportunities for residential development between the Historic Downtown and existing residential neighborhoods that abut the core downtown development through a series of streetscape and roadway enhancements.

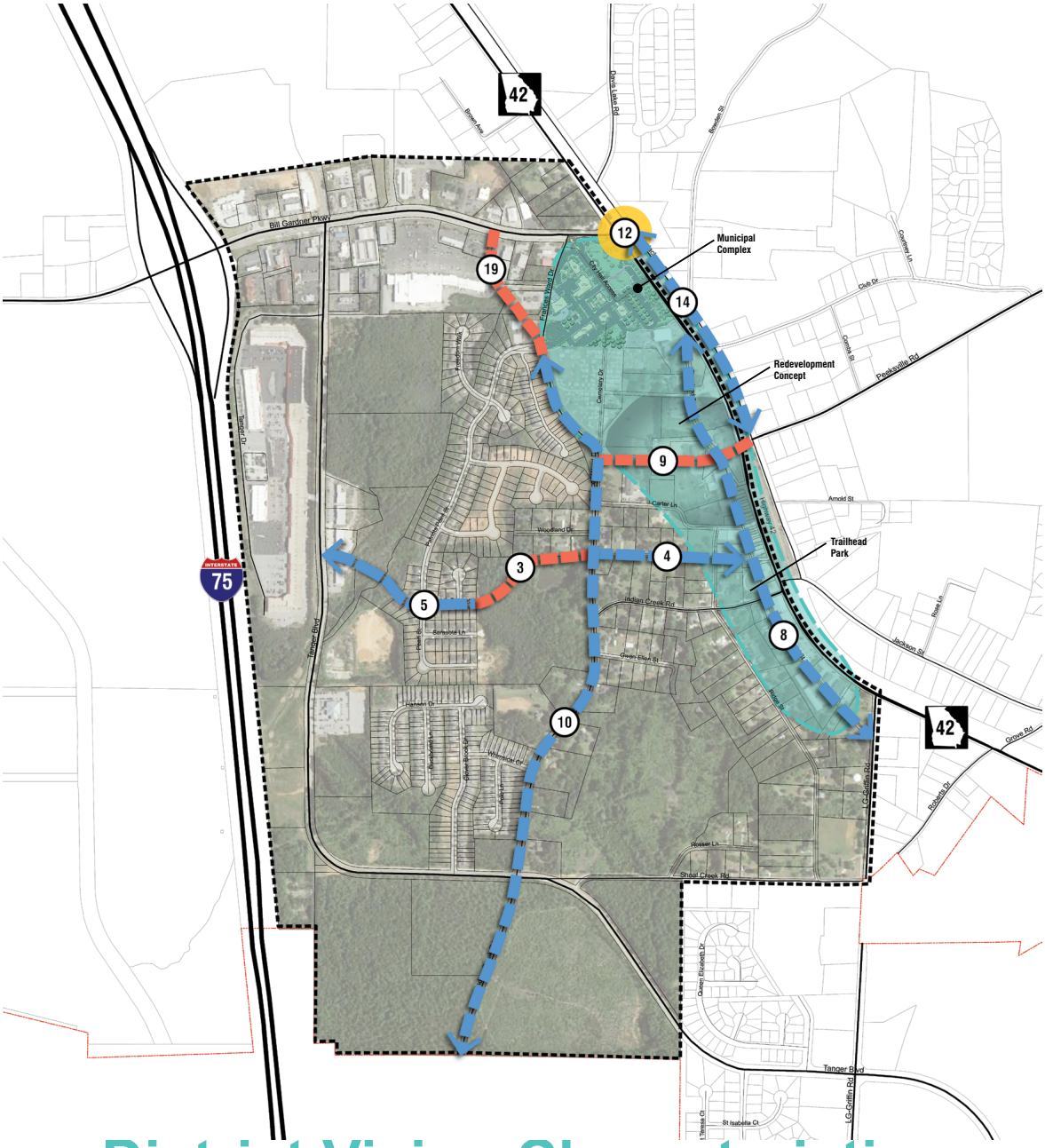


Challenges

- There is not a great deal of vacant land in this planning district for residential development.
- Historic retail buildings are often expensive to maintain, and rents in the downtown are relatively low.
- Retail tenants serving the everyday needs of local residents often prefer strip shopping center locations.
- The demand for office space is limited almost exclusively to tenants providing services for local residents. There is very little demand for Class A office space for regional tenants
- There is limited space for development of significant size.

Opportunities

- An urban, walkable residential development located directly behind the historic retail core would likely appeal to a growing segment of the public and be a differentiator in the area’s residential market.
- The walkability and proximity to amenities of the historic downtown could increase the appeal to multiple generations and more customer segments.
- The wide trade area of the French Market provides an opportunity to add other retailers who appeal to the same customer base.
- Industrial buildings behind the historic retail core could be converted to retail uses.
- As the population in the area grows, there will be increased demand for office serving local residents. Examples of this type of use include medical, insurance, and real estate offices.
- Henry County has a very strong industrial market, and there is likely demand for smaller industrial buildings for businesses that serve the larger industries.
- Additional residential growth in the area will create a demand for smaller industrial spaces, such as construction and maintenance companies.



District Vision Characteristics

- Complete development of City Municipal Complex vision
- Develop of Trailhead Park vision
- Encourage new mixed-use development (office, retail, residential, etc.) with parks, open space and additional parking to support historic downtown
- Construct new connection to Gateway District (via Central Connector)
- Enhance Cleveland Street streetscape
- Extend Peeksville Road
- Improve and realign Frances Ward Drive corridor
- Construct Bill Gardner Parkway at Highway 42 intersection improvement
- Encourage Highway 42 operational and streetscape improvements
- Connect the existing Tanger Drive to Gateway District

Emerging South District

The “Emerging South” district encompasses an area in the central and southern portion of the LCI study area. This planning district consists largely of vacant land with some single family homes. The properties included in this district are located further form the interstate and major roadways, therefore commercial and retail development is unlikely to occur for a long time. There is development pressure for residential uses on these properties, which is likely the most appropriate use.

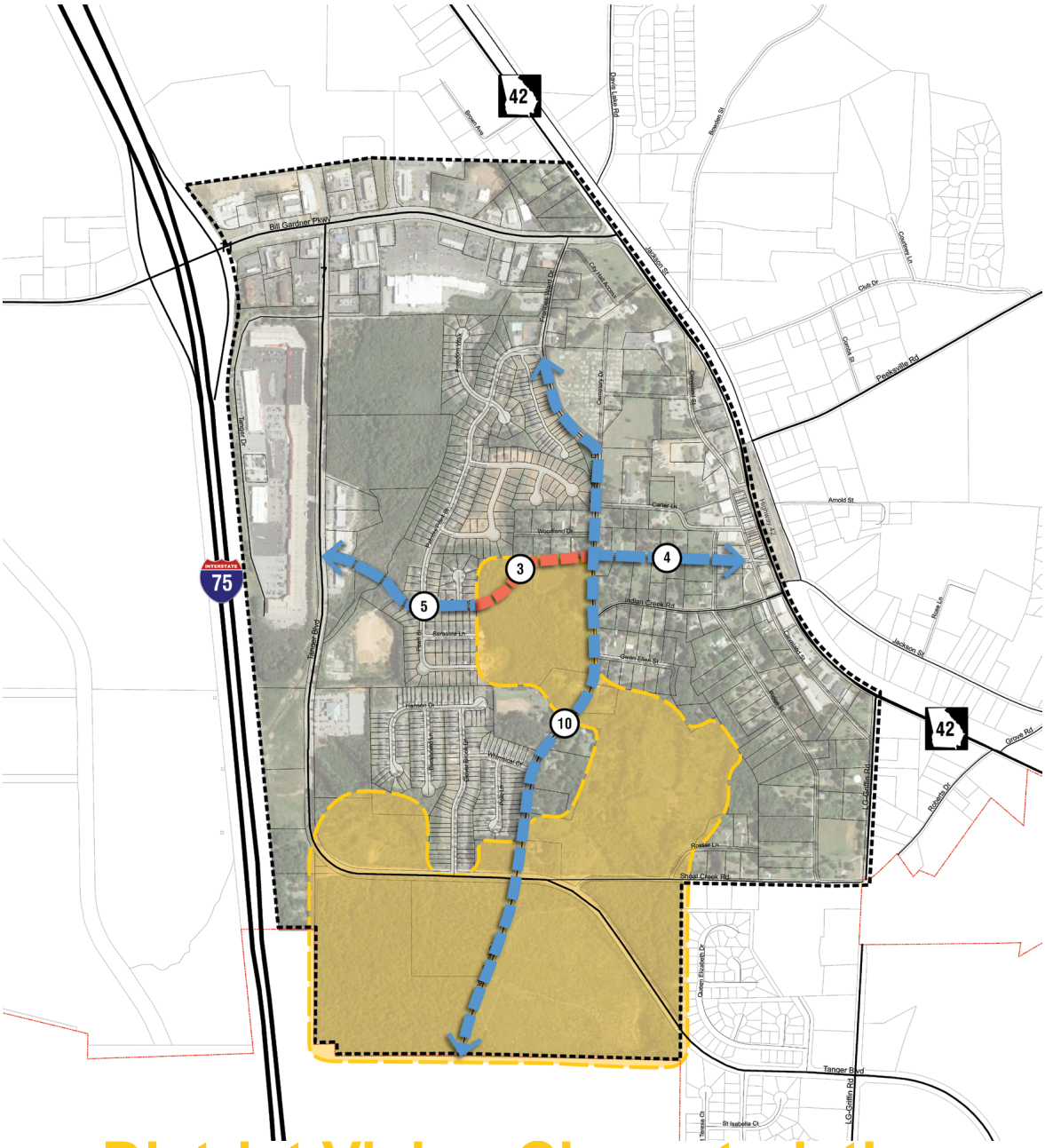
This plan seeks to encourage residential development that extends the existing neighborhoods adjacent to Historic Downtown, create a new Central Park with active and passive recreation, and enhance the existing Frances Ward Drive to capitalize on the vital north/south connectivity through the Study Area, while maintaining the residential characteristic of the Emerging South District.

Challenges

- The two newer subdivisions adjacent to the Study Area have experienced some disinvestment related to the foreclosure crisis. This may limit comps in the area and discourage additional single-family development until those neighborhoods are stabilized.
- Until there is a great deal of additional residential growth, retail demand is likely limited because of low traffic and a small potential customer base. The area is already served by a great deal of convenience retail on Bill Gardner Parkway.
- The demand for office space is almost exclusively for tenants providing services to local residents. There is likely to be very little, if any, demand for Class A office for regional tenants.
- There will have to be a great deal of residential growth in the area to create demand for any

Opportunities

- Land in this planning district is located far enough from the commercial corridors to limit competition with commercial uses. For the immediate future, this will likely keep land prices low enough to allow single-family development.
- If there is a great deal of residential growth in the planning district, there would be a demand for a small amount of neighborhood retail.
- A node of neighborhood retail could be created at intersections in front of adjacent residential development.
- As the population in the area grows, there will be a small increase in demand for office serving local residents. Examples of this type of use include medical, insurance, and real estate offices.
- Henry County has a very strong industrial market, and there is likely a demand for smaller industrial buildings for businesses that serve the larger industries.
- Additional residential growth in the area will create a demand for smaller industrial spaces, such as construction and maintenance companies.



District Vision Characteristics

- Create a new Central Park with active recreation and passive park space adjacent to the proposed Central Connector, connecting to the proposed Southern States Multi-Use Trail and Park
- Encourage new multi-family or Senior-oriented residential development in the northern part of the district
- Construct Central Connector linking the Gateway District to the Historic Downtown District, becoming a central hub of the study area
- Develop southern part of district as the market allows to have low environmental impact and focus on preservation - to include active and passive park space, trails and link to the existing and proposed trail system
- Improve and realign Frances Ward Drive corridor

Transportation Framework

The Transportation Framework Plan illustrates the key improvement opportunities that have been identified through the Livable Centers Initiative planning process.

This combination of corridor and roadway enhancements, new roadway connections, and pedestrian improvements seek to further enhance access to and walkability within the area between the Gateway District along the I-75 corridor and Historic Downtown. Additionally, these projects create a framework in which both public agencies, private owners, and developers can implement change in the area that will create long-term sustainable development patterns to support livability and economic growth.

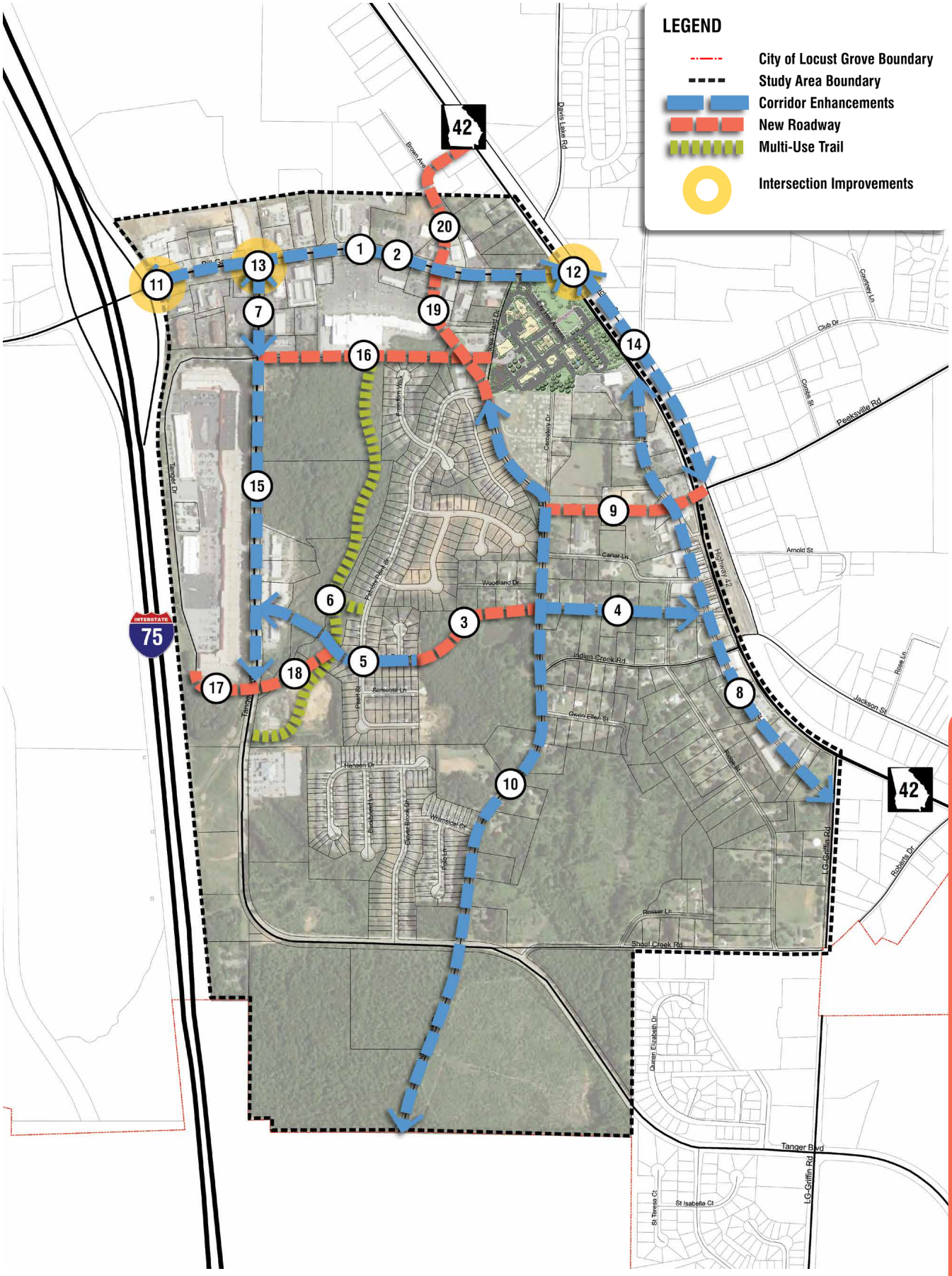
Through a series of stakeholder interviews, meetings with city staff, local business owners, property owners, church representatives, as well as public workshops and outreach, a total of twenty projects were identified. The projects are listed in priority order, with the first nine being categorized as the short-term improvements projects, with the last eleven, long-term projects.

Short-Term Projects

1. Bill Gardner Parkway Median and Streetscape
2. Bill Gardner Parkway Wayfinding Signage
3. Central Connector
4. Smith Street Enhancements
5. Palmetto Street Enhancements
6. Southern States Multi-Use Trail
7. Tanger Boulevard Median and Streetscape
8. Cleveland Street Streetscape Enhancements
9. Peeksville Road Extension

Long-Term Projects

10. Frances Ward/Indian Creek Roadway and Streetscape
11. Bill Gardner Parkway @ I-75
12. Bill Gardner Parkway @ Highway 42
13. Bill Gardner Parkway @ Tanger Boulevard
14. Highway 42 Enhancements
15. Tanger Boulevard Operational Improvements
16. Tanger Drive Extension
17. Tanger Loop Connection
18. Tanger Ridge Extension
19. Frances Ward Drive Realignment
20. Brown Avenue Connection


LEGEND
City of Locust Grove Boundary
Study Area Boundary
Corridor Enhancements
New Roadway
Multi-Use Trail
Intersection Improvements
42
INTERSTATE
75
Davis Lake Rd
Peaksville Rd
Club Dr
Courtney Ln
Comets St
Arnold St
Highway 42
Jackson St
Rose Ln
Rose St
Carter Ln
Woodland Dr
Indian Creek Rd
Gwen Ellen St
Sorrestel Ln
Hansen Dr
Whimsical Dr
Foal Ln
Rosser Ln
Sneal Creek Rd
LG Griffin Rd
Roberts Dr
Queen Elizabeth Dr
Tanger Blvd
St Isabella Ct
St Teresa Ct
Freedom Way
Cemetery Dr
Pebble Point Dr
Pearl St
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Bill Gardner Parkway Vision

Bill Gardner Parkway is the largest roadway within the study area, defined by the Georgia Department of Transportation as a Regional Collector, carrying over 20,300 vehicles per day.

This corridor is key to Locust Grove's current and future success as a city, as it connects Interstate 75 to Highway 42, and is a gateway to Locust Grove for many visitors traveling to the Tanger Outlets and adjacent commercial properties.

Unfortunately, many visitors come to the area, without discovering the City's beautiful Historic Downtown. Much of the vision of the LCI study is to leverage the success of this corridor and enhancing its aesthetics and function to connect the gateway of the area to the Historic Downtown.

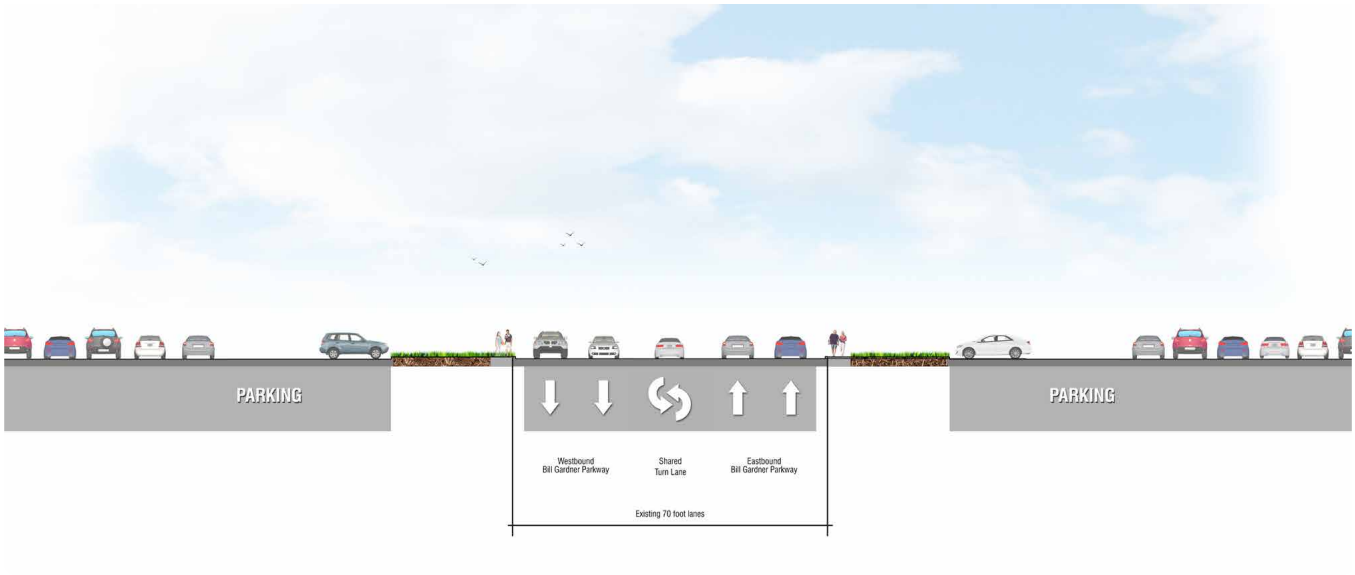
The images to the right illustrate the long-term vision for Bill Gardner Parkway as redevelopment occurs over the next 10 years and beyond. Key elements associated with a transformation of the roadway, as well as a wayfinding signage program are shown and described to the right.

Current Challenges

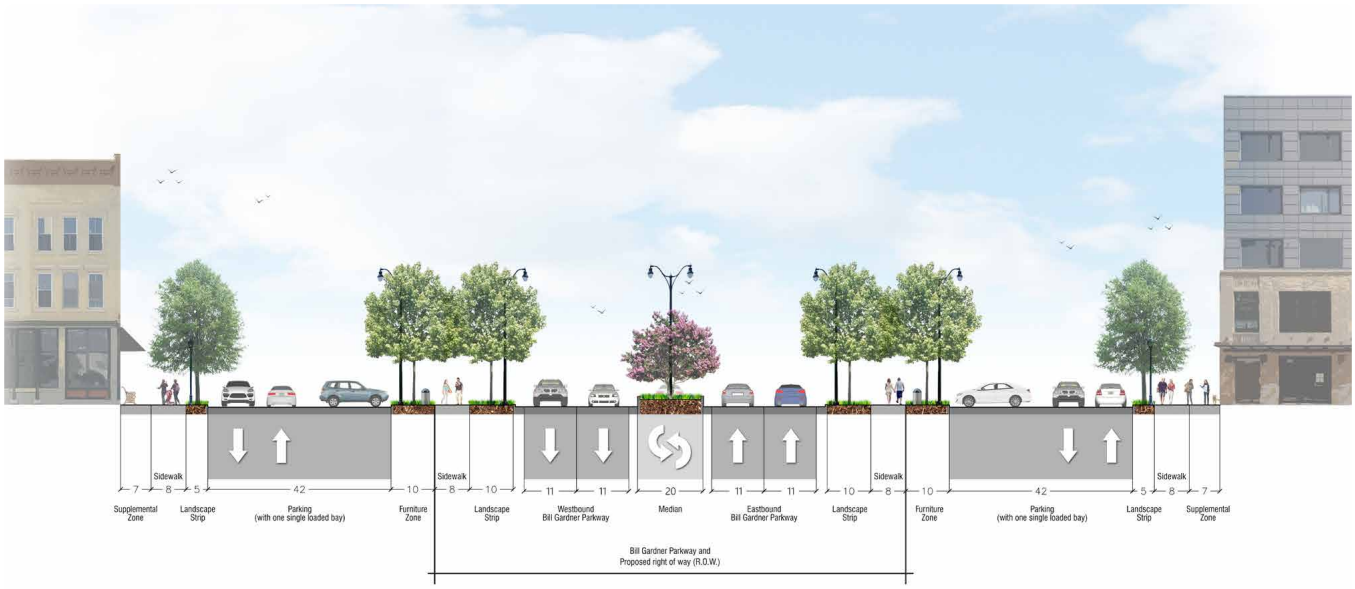
- Configuration consists of wide lanes and numerous driveways, encouraging speeding and in some cases unsafe turn maneuvers into and out of driveways.
- Sidewalks are narrow, against the roadway and not shaded by trees, creating a high-stress experience for pedestrians walking along the corridor.
- Buildings are set back away from the roadway, making pedestrian access challenging.
- Few signalized intersections make it difficult for pedestrians and motorists to cross Bill Gardner Parkway.
- Corridor characteristics are not consistent with Locust Grove's historic downtown, leaving many visitors unaware that Locust Grove has a downtown.

Vision Characteristics

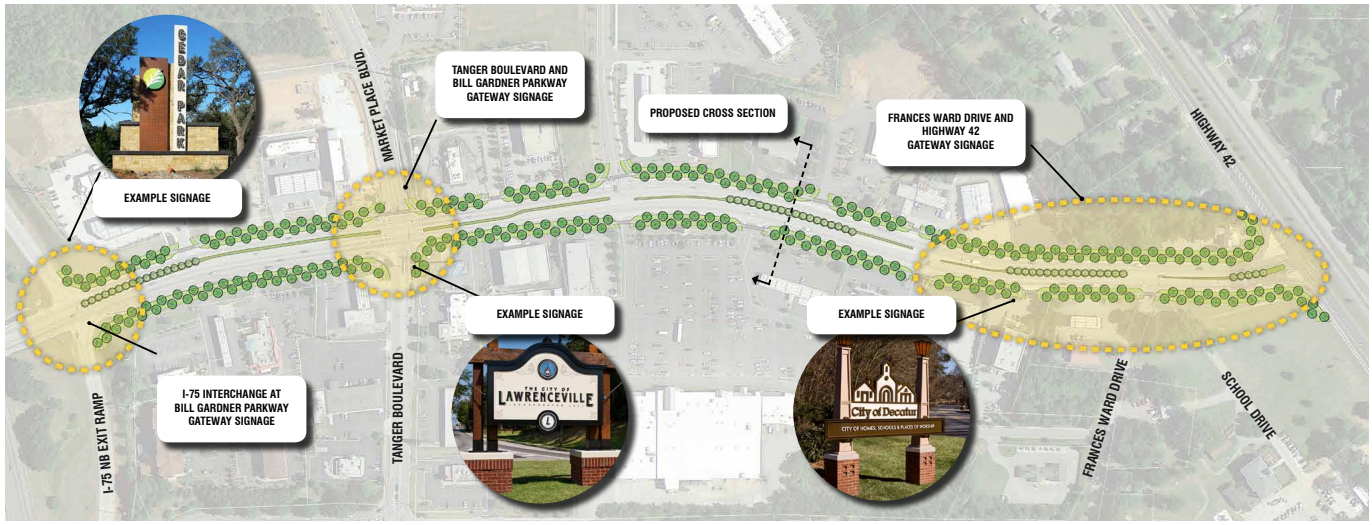
- Center planted median to better organize traffic flows, reduce speeds and provide landscaping and wayfinding signage.
- Landscaping and tress along both sides of the road and median, providing enhance aesthetics and sun protection for pedestrians.
- Wider sidewalks separated from the roadway to create a more pleasant and safe experience for pedestrians.
- Improved vehicular and pedestrian scale lighting.
- Buildings located closer to the road with outdoor dining to encourage an active street activity and increase viability of businesses along the corridor.
- Building architecture and strategically located wayfinding signage to create connection from Interstate 75 to Historic Downtown.
- Convenient parking that remains visible along the corridor (with additional parking behind buildings).



Existing Bill Gardner Parkway Cross Section



Proposed Bill Gardner Parkway Cross Section



Proposed Median and Wayfinding Signage Locations

Implementation Plan

City Council to Adopt LCI Plan.

Incorporate recommendations into local and regional planning studies.

Meet with key property owners to discuss and define short-term redevelopment opportunities.

Work with local schools to create a strategic plan to initiate a community garden program.

Develop a Downtown Strategic Action Plan that includes steps to strengthen downtown's brand, increase visibility to the community and visitors, attract retail tenants, and seek creative funding sources.

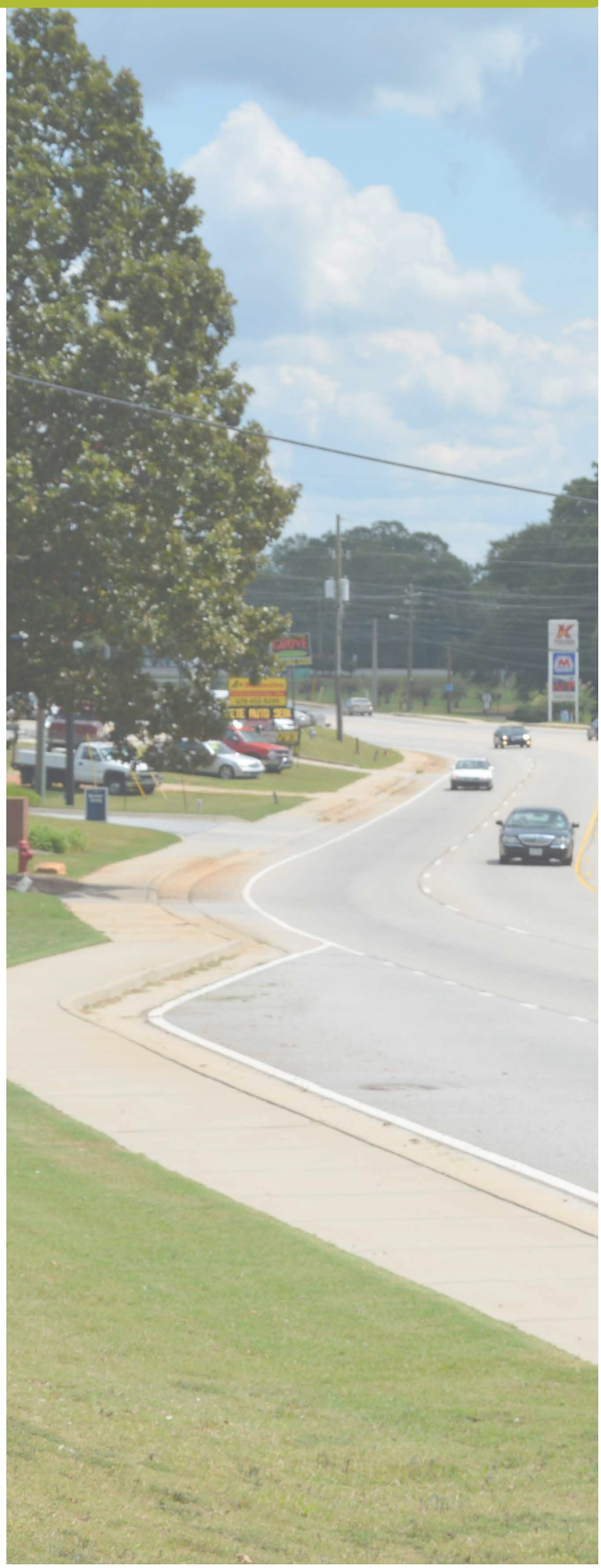
Attract supplemental LCI funding for specific projects and initiatives, including a zoning ordinance review.

Make zoning classification modifications including classification of City Municipal Complex as Office-Institutional and new "Gateway Mixed-Use" and "Downtown Mixed-Use" districts.

Develop design requirements for Bill Gardner Parkway corridor.

Work with Henry County DOT and Georgia DOT to secure funding for high-priority projects along Bill Gardner Parkway and Highway 42.

Pursue private grant funding to help implement transportation improvement projects.

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