



City Council Meeting

May 15th, 2023

City of Loganville
Master Planning 2023



AGENDA

I. Project Scope and Schedule

II. Project Goals

III. Study Area

IV. Stakeholder Input

V. Facts, Analysis, Case Studies

VI. Program

VII. Workshop Summary

VIII. Refined Plans

IX. Next Steps

PROJECT SCOPE

- 1. Client Kick-Off and Goal Setting** – January 19, 2023
- 2. Stakeholder Interviews** – February 28, 2023
- 3. Preparation for the Charrette & Site Analysis**
- 4. Mini-Design Charrette (1-Day)** - March 29th, 2023
- 5. Post Charrette** – site plan refined; city council presentation; up to 2 revisions

PROJECT SCHEDULE

Task	Weeks 1 - 16	2023				
		JAN	FEB	MAR	APR	MAY
Client Kick-off & Goal Setting	Jan 19th	●				
Stakeholder Interviews	Feb – Mar		●—●			
Preparation for Charrette & Site Analysis	Feb – Mar		●—●			
One-Day Mini Design Charrette	Mar			●		
Post-Charrette & Concept Development	Mar - Apr			●—●		
Presentation to City Council & Deliverables	May					●



The Loganville City Council has set the goal of establishing a plan each member can agree on to serve as a viable master plan that includes restaurants and retail in the downtown corridor along with greenspace for our Town Green, increased parking, the relocation of the library, attractive streetscapes, as well as planning for the possible relocation of City Hall.

STUDY AREA



STAKEHOLDER INPUTS

City Of Loganville

STAKEHOLDER INPUT

Sizemore Group gathered input during several opportunities prior to the 1-day Design Workshop:

- City Council Responses to MDC Questionnaire
- Results of previous City Survey
- Staff Kick-Off Meeting: January 19, 2023
- City Council Meeting January 19, 2023
- Stakeholder Interviews February 28, 2023

STAKEHOLDER INPUT

Following is a summary of results from the stakeholder interviews, council questionnaire and community survey (completed outside of this effort):

How would you describe downtown Loganville?

- Old
- **Rundown**
- Ghost town
- Boring
- Nothing turns your head
- Uninspired
- **Full of potential**
- Place to drive by
- Dead
- Not much reason to be down there
- City at crossroads, high density pressure vs. small town growth
- Not attractive

STAKEHOLDER INPUT

What is your VISION for the future of downtown Loganville?

- Oasis in the middle of chaos
- **Municipal Center: New City Hall, Library**
- **Town green/Park (bigger)**
- Modest number, upscale apartments/condos
- Controlled growth
- **Mix of commercial/housing/civic**
- Live/Work/Play
- 2-3 stories
- Sky bridge
- Walking trails
- Pocket parks
- Higher density development along edges
- **Revitalized/Bustling/vibrant**
- **Events/activities for all**
- **Active day and night**
- Places to eat and shop
- The place to be
- **Facelift/refurbish existing buildings**
- Uniformity in design
- Traffic relief
- Parking available
- Ma and Pa shops/restaurants/ice cream
- Don't want it to be unrecognizable
- Don't build it up
- Enough people to support the community
- Close Main Street to car traffic
- Outdoor and roof top dining

STAKEHOLDER INPUT

What would you like to PRESERVE in downtown Loganville?

- Older buildings (if fixed up)
- Nothing
- Old town look
- Style of older buildings
- Greenspace
- Events
- Rock Gym and Ag Building
- Small town feel

STAKEHOLDER INPUT

What would you like to CHANGE in downtown Loganville?

- Put something on city owned vacant property
- More parking
- **Something to do/more to do**
- Fill existing buildings
- **New businesses**
- Restaurants/boutiques
- Existing building ownership to be more engaged
- Move inviting
- Better/more signage
- More open spaces
- Getting too congested
- More eye catching
- **Less traffic**
- Reroute traffic on Main Street

STAKEHOLDER INPUT

What would you like to CREATE in downtown Loganville?

- **Library/City Hall/Park Complex**
- Commercial/office with condos above
- Public parking deck
- Walkable downtown
- Water feature
- Reuse movie set ice cream shop
- Ice cream shop
- Family run businesses
- **Places to eat, shop, sit, enjoy**
- Fun atmosphere for the entire **family**
- Shops open day/night
- More events on town green
- Larger town green with restrooms
- Brewery

STAKEHOLDER INPUT

Land Use Issues

- No high density housing
- Concern over rental property
- Expanded greenspace desired
- Focus on commercial growth, not residential

Transportation Issues

- Crosswalks with signals
- **Reroute State Route off of Main Street**
- **Traffic on Main Street**
- **Sidewalks**
- **Bike paths/trails**

FACTS & ANALYSIS

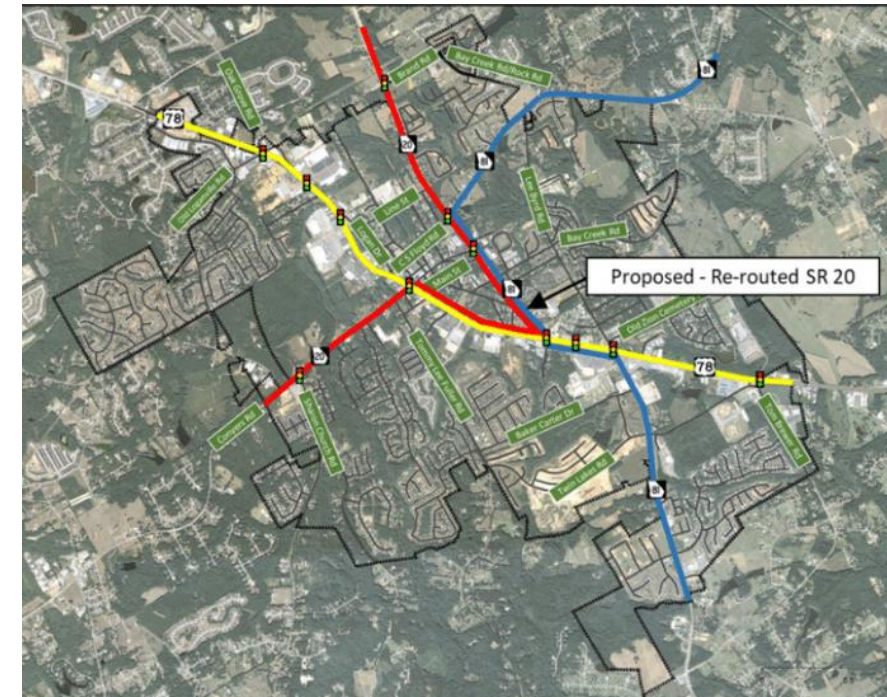
City Of Loganville

EXISTING STUDIES

Several plans and studies have been completed which impact the study area.

These plans vary from corridor-specific studies to plans which address topics across the City of Loganville. These plans were reviewed early on to inform the process. They include the following:

- City of Loganville Urban Redevelopment Plan
- Haddow Real Estate Counseling Services Market Analysis
- Loganville Town Center Livable Centers Initiative (LCI) Study
- City of Loganville Comprehensive Plan
- City of Loganville Traffic Study and Needs Analysis
- City of Loganville Centerpiece Building Concepts: Market Assessment



CASE STUDIES

City Of Loganville

PROGRAM

City Of Loganville

PROGRAM

The following program was included in the City Council's responses to the questionnaire:

- Restaurants
 - Retail
 - Greenspace for our Town Green
 - Increased parking
 - Relocation of the library
 - Attractive streetscapes
 - Possible relocation of City Hall
 - Lofts over retail
 - Detached housing
 - Row houses considered if blend into small town feel
 - *No stand-alone apartment complexes
- Explore:
- Min/max housing needed to support restaurants/retail?
 - Where to start (which city owned land)?
 - What can infrastructure support?
 - How to attract businesses we want?
 - Best location for Library?
 - Town green redesign – bigger, location?
 - Increased parking – future deck?
 - Form-based code vs. Overlay District?



WORKSHOP SUMMARY

Sites



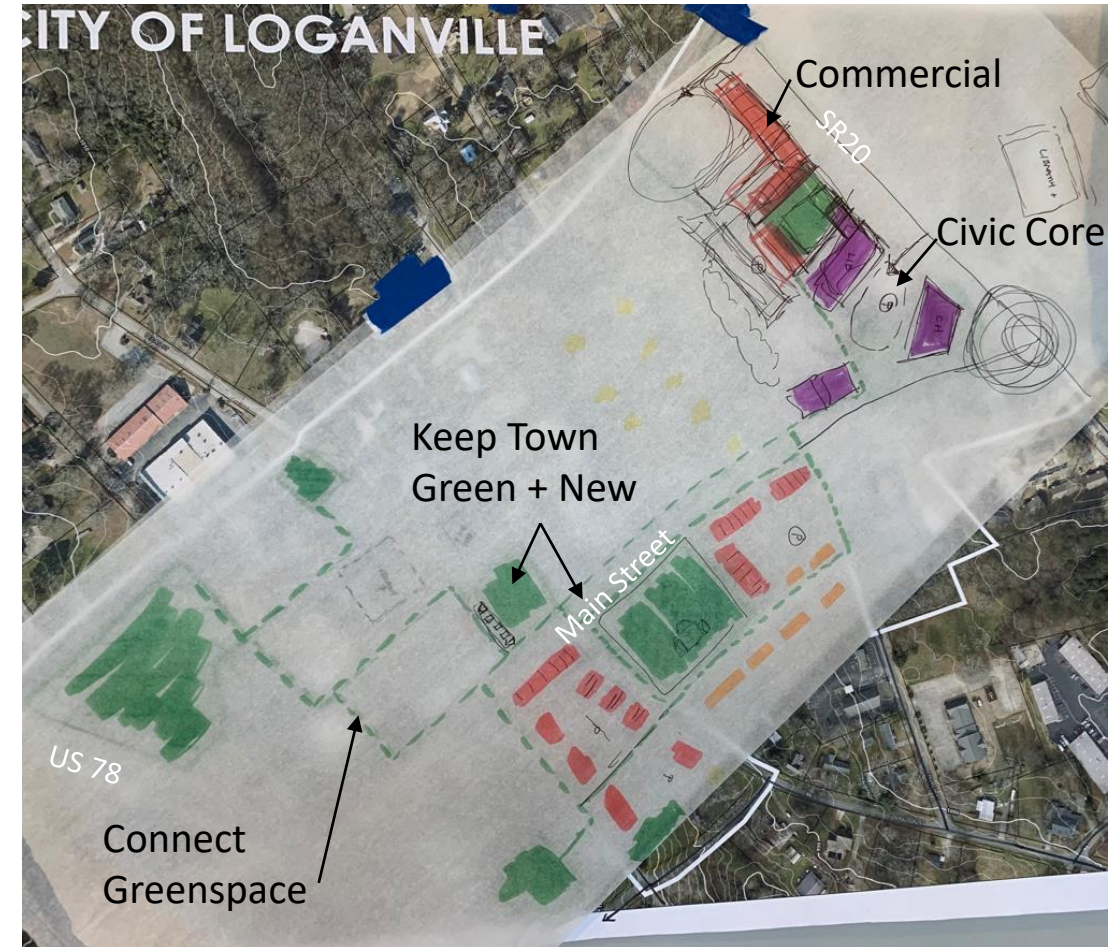
PRO AND CONS – SESSION 1

Pros

- Town Green:
 - Sheltered main town green from busy roads
 - North south oriented main street buildings capture sun
 - Amphitheater away from traffic on central green
- Library
 - Not in downtown as it doesn't draw nighttime activity
- Activating cemetery with historic/ghost tours

Cons

- Library
 - Not spurring investment
 - Parking lot on front
 - Not welcoming to kids on major corridor



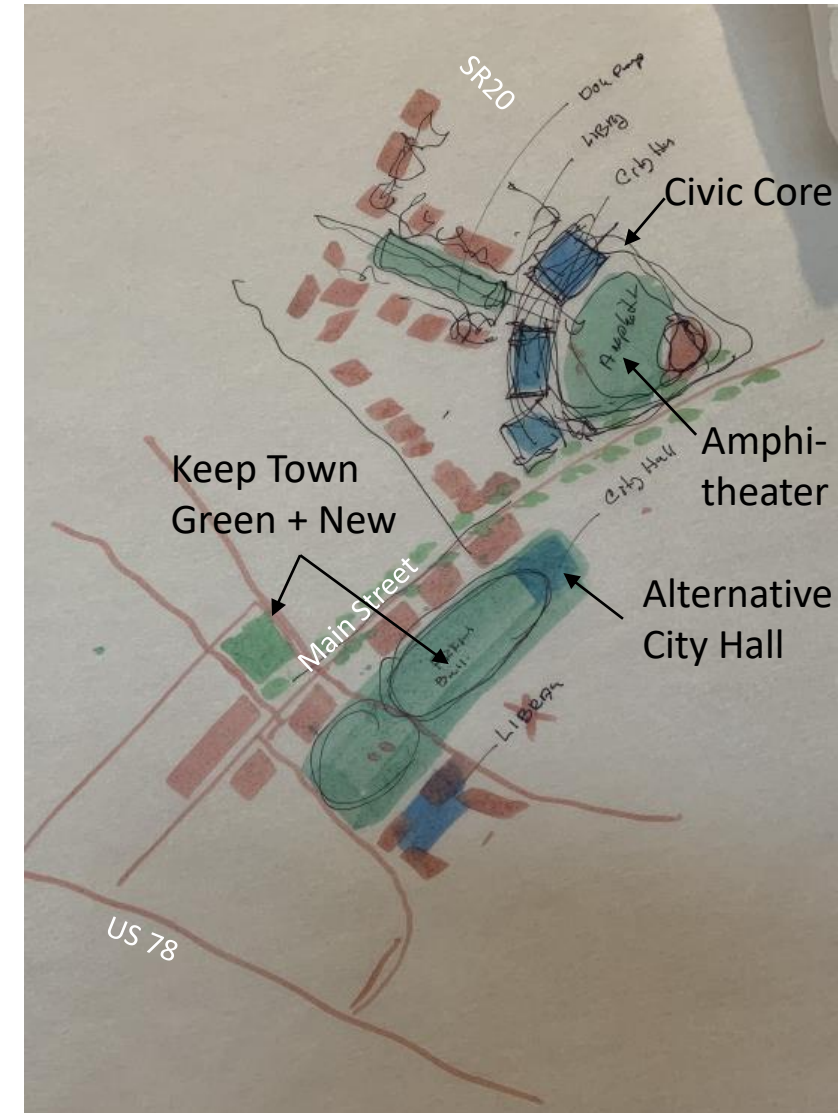
PRO AND CONS – SESSION 1

Pros

- Similar concepts to scheme 1 with civic location vs. commercial main street
- Recreation (pickleball) could be on city hall site – consider inclusion in design

Cons

- Town Green on Hwy 20 – too much noise and not safe



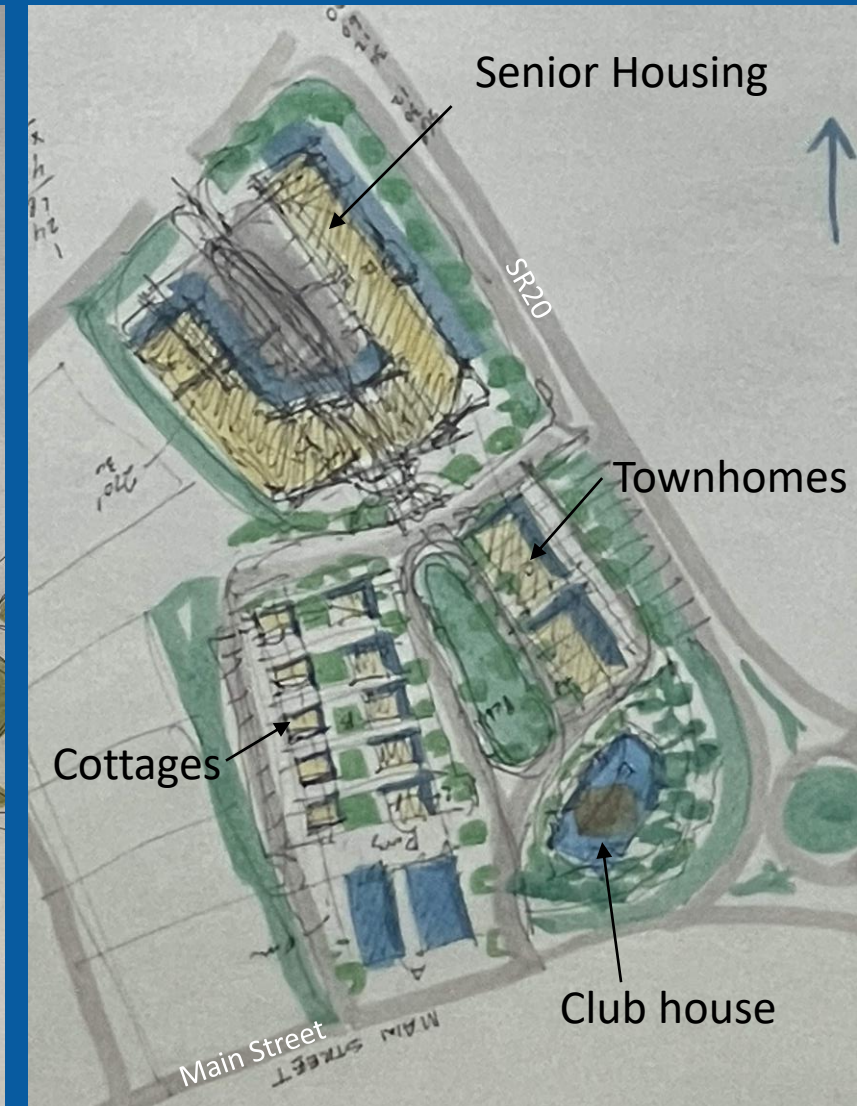
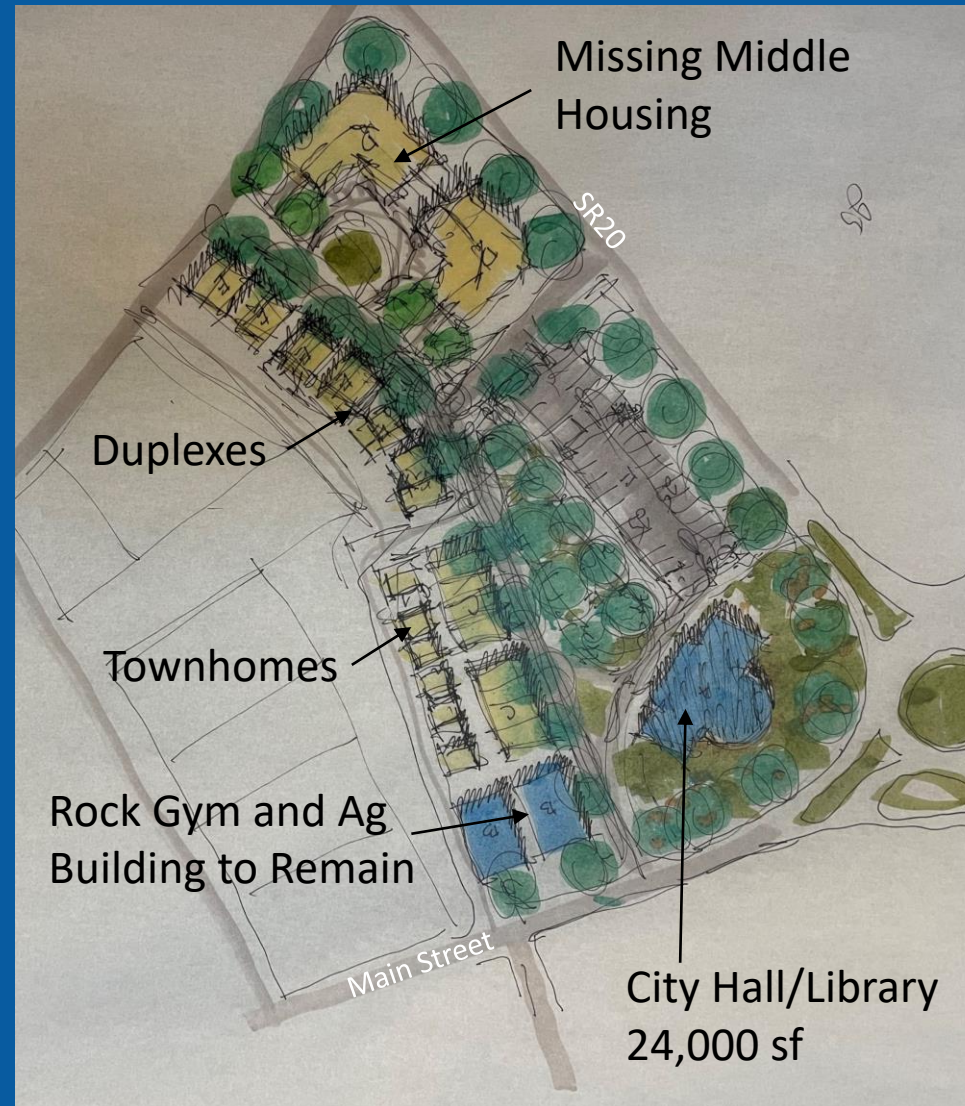
CITY HALL SITE

Pros:

- Option with city hall/library at this site

Cons:

- Gateway on Hwy 20 is private – consider retaining a portion of gateway signage
- City Hall/Library combo requires higher parking counts on one site
- Parking lot on SR20
- Senior housing too dense



REFINED PLANS



OVERALL SITE PLAN

- Civic complex as gateway
- Greenspace sheltered from SR20
- Greenspace and infill commercial connects SR20 to US78
- Roof top restaurants
- No high density
- Restrooms on greens
- Dog park

LEGEND	
A	CITY HALL & LIBRARY
B	COMMERICAL/RETAIL
C	MISSING MIDDLE HOUSING
D	COTTAGES
E	TOWNHOMES
E1	ADU'S*
F	RETAIL WITH ROOFTOP
G	RETAIL AND COMMERCIAL
H	COTTAGES

*ADU's – Accessories dwelling units

 PROPOSED TRAIL ROUTE



CITY HALL SITE

LEGEND

	NAME	AREA	FLOORS	TOTAL UNITS	PARKING REQUIRMENTS	PROPOSED PARKING
A	CITY HALL & LIBRARY	24,000 Sqft..	2 W/ Chamber	-	4 PER 1000 Sqft. = 96	110
B	COMMERICAL/R ETAIL	9,000 Sqft.	1	-	5 per 1000 Sqft. = 45	110 / Shared with City Hall
C	MISSING MIDDLE HOUSING	6 Buildings = 5,400 Sqft.	2	4 Units/ Floor Total = 48	1 per Unit + Guest = ~ 58	58 Parking Spaces
D	COTTAGES	30x30 = 900 Sqft.	1	14 Units	1	1 on Driveway
E	TOWNHOMES	50X30 = 1500 Sqft.	2	10 UNITS	2	1 in Garage and 1 in Driveway
E1	ADU'S	30' X 30'	2	10 Units	-	-

AREA ANALYSIS

	RESIDENTIAL UNITS	COMMERICAL AREA	STREET PARKING (Not counted against spaces)
CITY HALL DISTRICT	82 Units	9,000 Sqft.	12
MAIN STREET DISTRICT	6 Units	33,000 Sqft.	80
TOTAL	88 UNITS	42,000 Sqft.	



MISSING MIDDLE HOUSING



COTTAGES



ACCESSORY DWELLING UNIT (ADU)



MAIN STREET SITE

LEGEND

	NAME	AREA	FLOORS	TOTAL UNITS	PARKING REQUIREMENTS	PROPOSED PARKING
F	RETAIL WITH ROOFTOP	24,000 Sqft.	1 with Rooftop	-	5 per 1000 Sqft. = 120	122 Surface Parking
G	RETAIL AND COMMERCIAL	9,000 Sqft.	1	-	5 per 1000 Sqft. = 45	45 Surface Parking
H	COTTAGES	30' x 30' = 900 Sqft.	1	6 Units	1	1 on Driveway

AREA ANALYSIS

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PROPOSED TRAIL

ROOFTOPS ABOVE RETAIL



SMALL VENDOR BUILDINGS



WATER RETENTION PARK



NEXT STEPS/IMPLEMENTATION

Implementation

- Continue to pursue reroute of state route
- Specifications for townhomes – parking and density
- Detailed Downtown Master Plan(s)
 - Start with the town green and private development on the 3+ acre site
 - Assess value of existing city hall site and how to fund new library and/or city hall
 - Quantify infrastructure needs for proposed development
 - Programming space needs for park, library, city hall
 - Streetscape plans – especially around the central park
 - Programming of historic greenspaces – cemeteries
 - Arts/history programming
 - Pathway connectivity of parks
- RFP for development partners

Thank you.