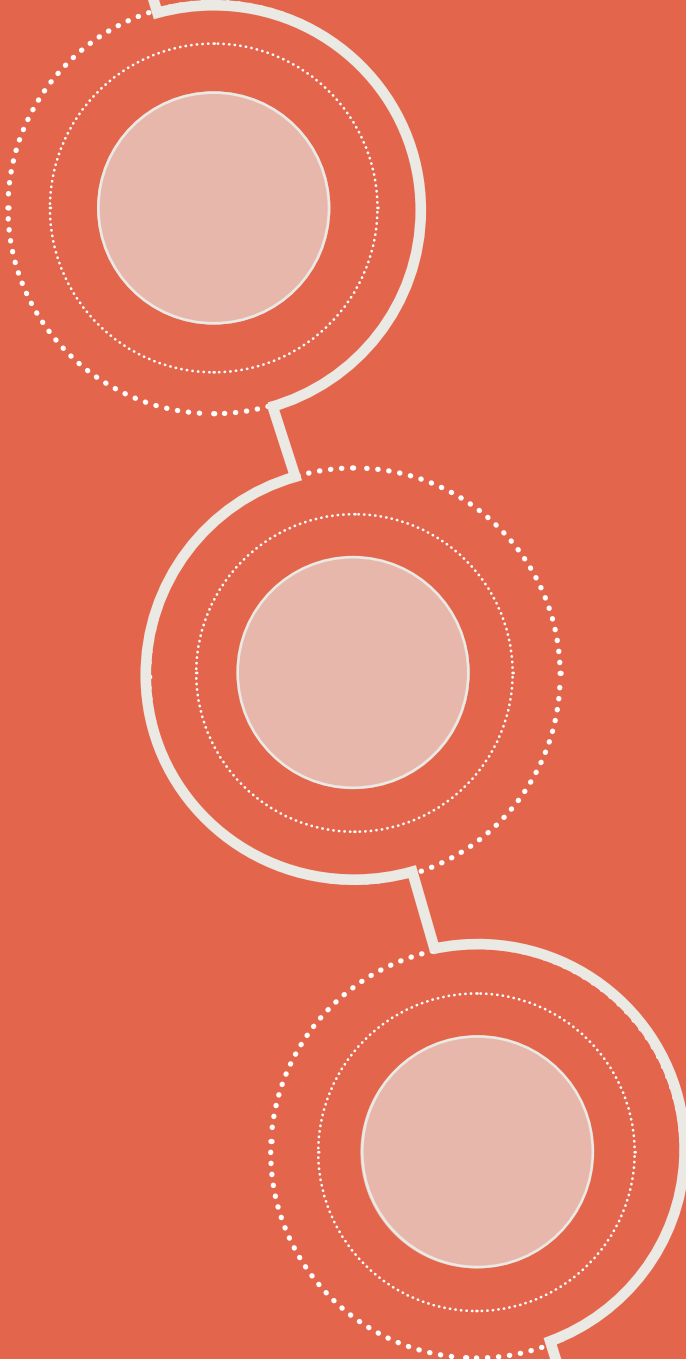


# Tara Boulevard LCI

(Re)Develop   Connect   Activate



July 2024

# The Project Team

## Acknowledgments

This visionary plan is a testament to what can be achieved when people come together as a community. The Alliance Board, ARC, Clayton County, City of Jonesboro, City of Lovejoy, our elected officials, the community and the dedicated planning team have been the driving force behind this project. Their collaboration and determination have shaped a future for Tara Boulevard that we can all be hopefully excited about. With passion, commitment, and hard work, we are on the brink of something truly special, and we cannot wait to see where this journey takes us.

Funding for this project is provided through the Atlanta Regional Commission's Livable Centers Initiative (LCI), which awards federal grants to foster the development of vibrant, walkable places that offer increased mobility options, encourage healthy lifestyles, and provide improved access to jobs and services.

The opinions, findings, and conclusions in this publication are those of the author(s) and do not necessarily reflect the official views or policies of those of the Department of Transportation, State of Georgia, or the Federal Highway Administration. This publication does not constitute a standard, specification, or regulation.

Prepared in cooperation with the Department of Transportation, State of Georgia, and the Federal Highway Administration.

### PROJECT MANAGEMENT TEAM



**AEROTROPOLIS ATLANTA**  
Shannon James, President and CEO  
Brian Dorelus, Senior Project Manager



**CLAYTON COUNTY**  
Patrick Ejike, Director  
Cheryl Brooks, Assistant Director  
Mary Darby, Planning Administrator



**CITY OF JONESBORO**  
David Allen, Director of Community Development



**CITY OF LOVEJOY**  
Marci Fluelly, Mayor



**ATLANTA REGIONAL COMMISSION (ARC)**  
Keri Stevens, Program Manager

### PLANNING TEAM



**POND & COMPANY / PROJECT LEAD**  
Andrew Kohr, Principal-In-Charge  
Lilian Al Haddad, Project Manager  
Kat Maines, Senior Planner  
Carson Brown, Planner  
Jessica Florez, JFG Cities, Branding and Strategy



**VHB / TRANSPORTATION AND MOBILITY**  
Allison Bell, Transportation Planner



**MXD DEVELOPMENT STRATEGIES / MARKET AND ECONOMICS**  
Andrew Fayn, Principal  
Penny Gaze, Development Planner  
Suki Ubhi, Graphic Designer



**HUMMINGBIRD / PUBLIC INVOLVEMENT**  
Alex Trachterberg, Director of Operations  
Marisa Carter, Community Engagement Lead  
Erin Jones, Community Engagement Planner

# Table of Contents

## 01: INTRODUCTION

### 01. The Study Area

History and Context  
Three Nodes, One Corridor

### 02. The LCI Process

Overview and Schedule  
Public Engagement

### 03. The Framework

Strategic Moves  
Three Topics, One Vision

## 02: THE CORRIDOR

### 01. (Re)Develop: Market Conditions

Conditions and Opportunities

### 02. Connect: Transportation and Mobility

Conditions and Opportunities

### 03. Activate: Placemaking, Open Space and Nature

Conditions and Opportunities

## 03. THREE NODES, ONE VISION

### 01. Tara Gateway Node

Conditions and Opportunities  
Catalyst Site

### 02. Jonesboro City Node

Conditions and Opportunities  
Catalyst Site

### 03. Lovejoy City Node

Conditions and Opportunities  
Catalyst Site

## 04. MOVING FORWARD

### 01. Implementation Matrix

## ACRONYMS

**ARC** - Atlanta Regional Commission

**BRT** - Bus Rapid Transit

**GDOT** - Georgia Department of Transportation

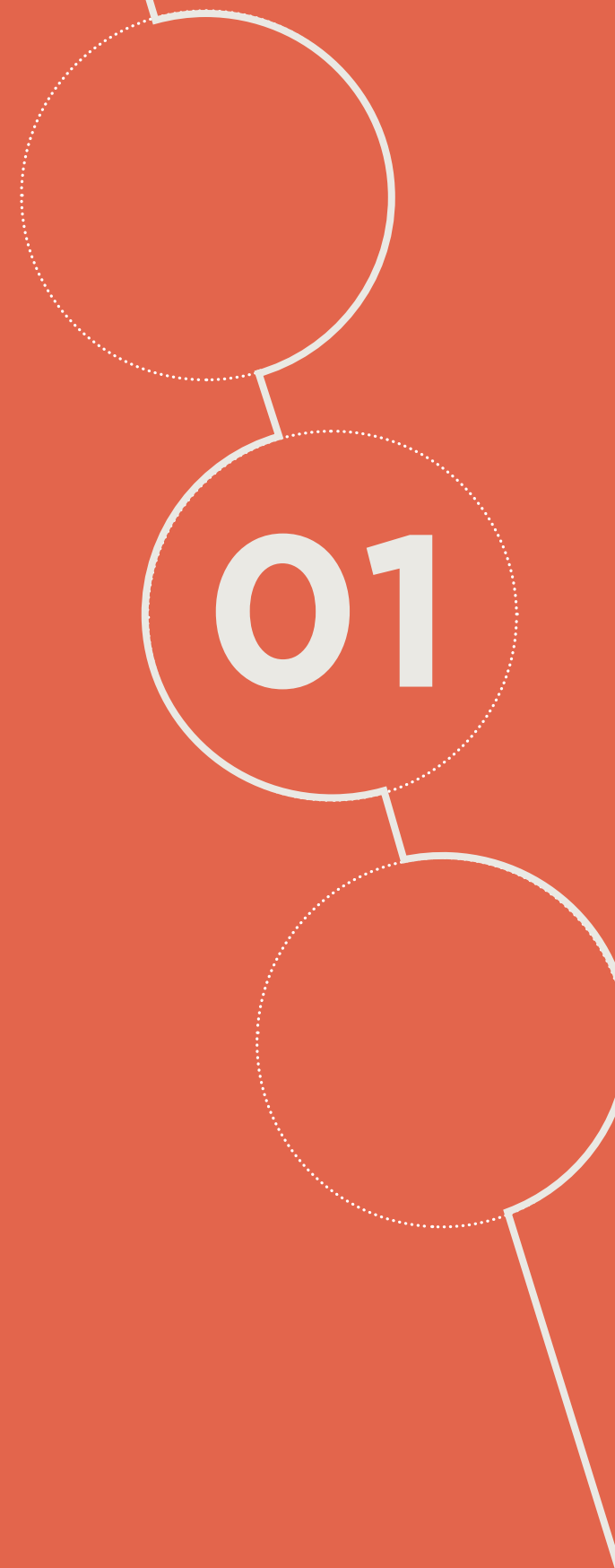
**MARTA** - Metropolitan Atlanta Rapid Transit Authority

**TOD** - Transit-Oriented Development

Chapter 01

# Introduction

- 01 The Study Area**  
History and Context  
Three Nodes, One Corridor
- 02 The LCI Process**  
Overview and Schedule  
Public Engagement
- 03 The Framework**  
Strategic Moves  
Three Topics, One Vision



# 01 The Study Area History and Context

At just over 5,600 acres, the study area encompasses the Tara Boulevard corridor. Starting at the north, it straddles two cities, Riverdale and Morrow, before it runs through the heart of Jonesboro and then Lovejoy to the south. All of these cities were originally settled as railroad towns, but eventually the Interstate system, and roads like Tara Boulevard became the preferred route of transportation. The rail line still runs parallel to Tara Boulevard throughout most of the study area.

Serving as the main commercial corridor for Jonesboro and Lovejoy, Tara Boulevard is the center for commerce and employment in this portion of Clayton County. While strides have been made to create new developments off of the corridor in some parts of it, there are still underutilized areas throughout. Surrounding the Tara Boulevard corridor are small clusters of single-family neighborhoods, industrial space, and natural assets like the Flint River.

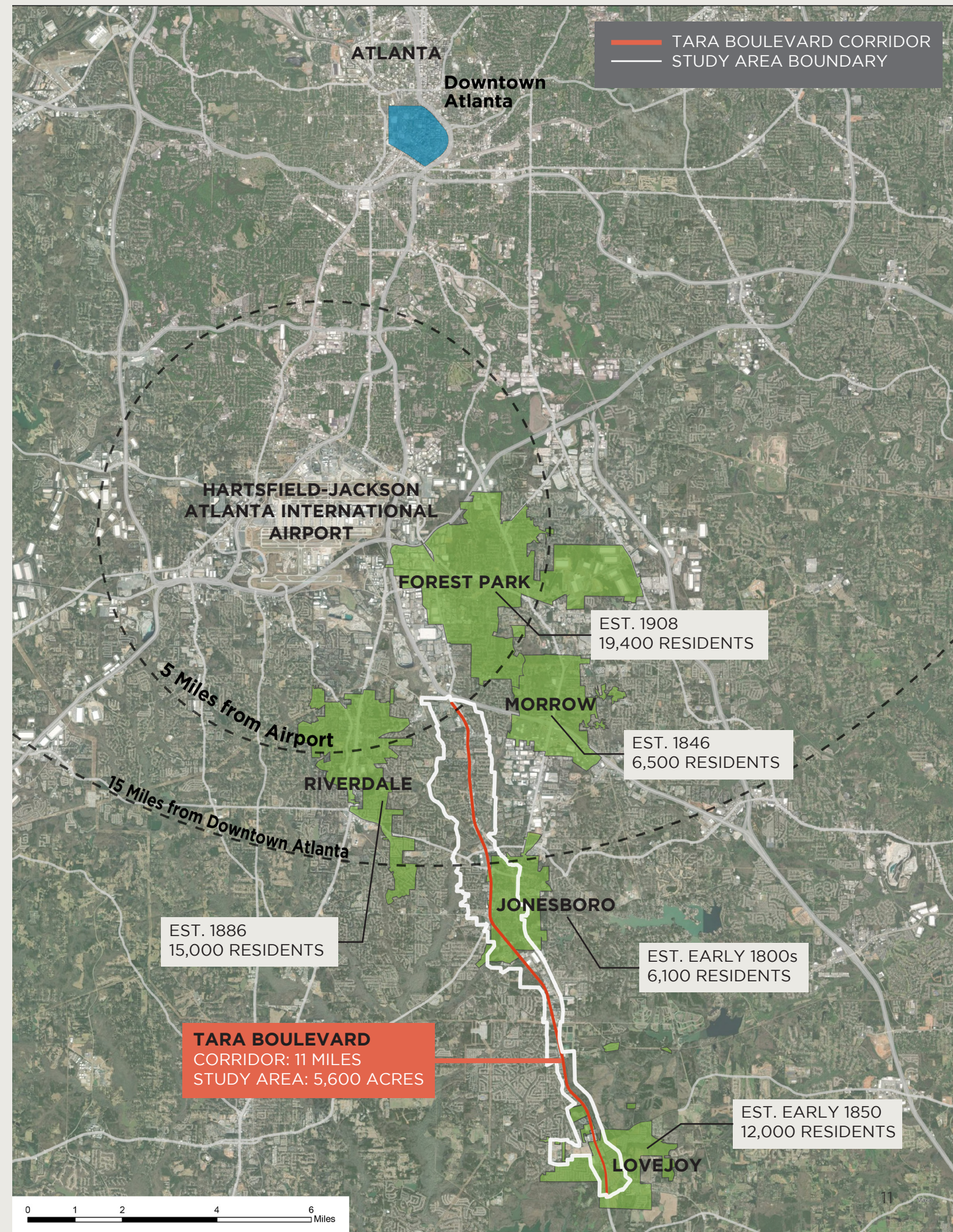
However, any connection from one side of Tara Boulevard to the other proves challenging due to the speed and number of lanes on the street. Given these transportation challenges and the lack of development along the corridor, there are opportunities to connect opposing sides of the corridor and create development along the corridor.

The northern peak of the study area is less than 5 miles away from Hartsfield-Jackson International Airport and less than 15 miles away from Downtown Atlanta, using I-75.

This presents an incredible opportunity to connect the study area to both the heart of the region and an international destination.



Aerial view of Tara Crossings, a shopping mall on Tara Boulevard north of the corridor



## The Study Area

# Three Nodes, One Corridor

Tara Boulevard / US 41 is an 11-mile corridor located south of downtown Atlanta. Lots of commonalities link the entire corridor, like its railroad history and the Flint River running parallel to the corridor. However, with such a long corridor, the character changes drastically across the study area, from I-75 at the northern end to the border of Clayton County and Henry County at the southern end. Because of this change, this plan has identified Three Nodes to focus on within the corridor: Tara Gateway, Jonesboro, and Lovejoy.

### Tara Gateway

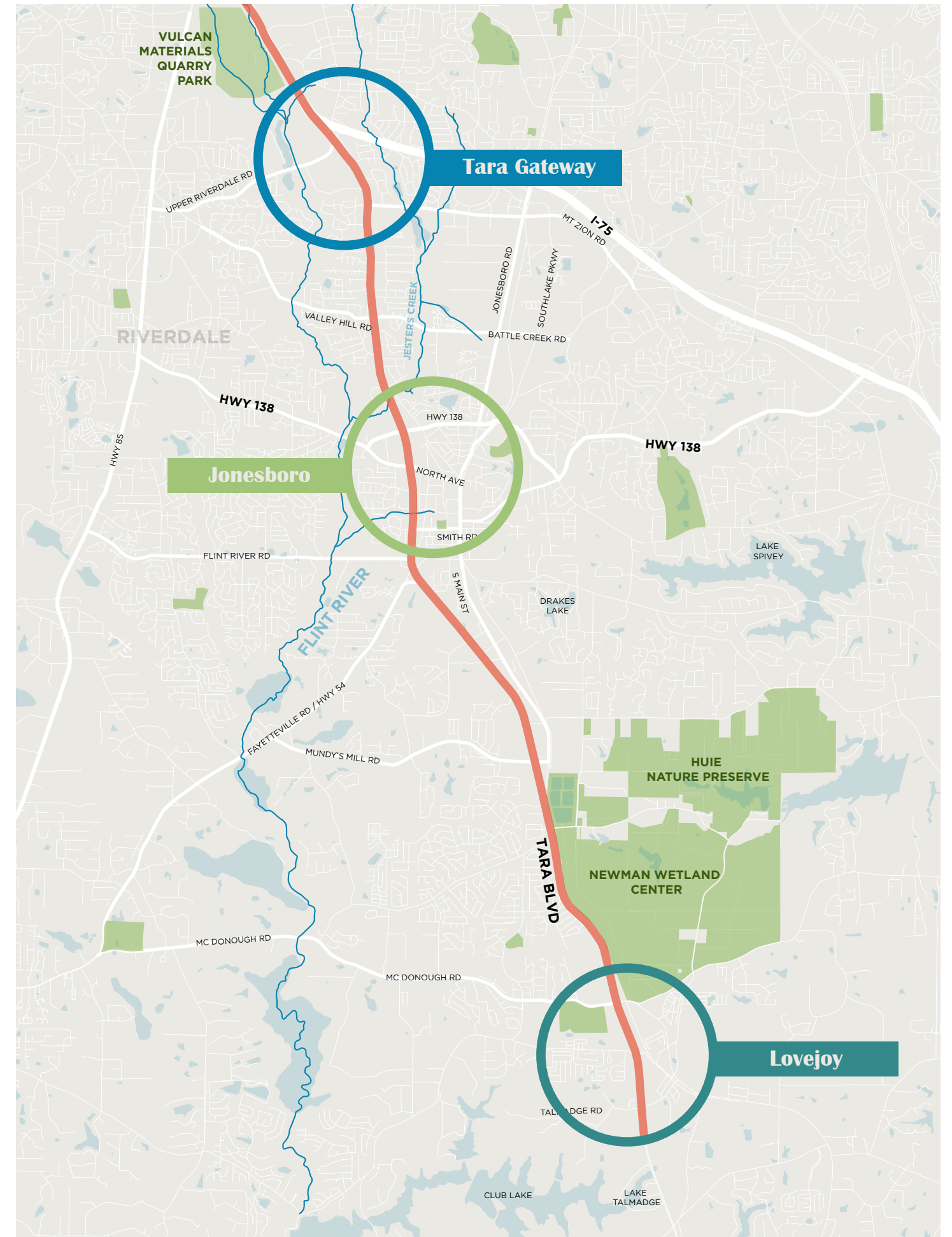
Tara Gateway is the first node drivers see as they head south along Tara Boulevard from I-75. It's characterized by its proximity to the airport, and reflects that connection in its land uses. This node is a commercial and employment hub, with large employment centers for medical and industrial businesses, as well as several strip malls filled with retail.

### Jonesboro

Jonesboro is nestled in the center of the corridor. The transition between the Gateway area and Jonesboro is noticeable. Jonesboro has a small town feel throughout the node. Main street-style mixed use developments and surrounding single-family neighborhoods on small lots represent a balance between more intense developments to the north and more rural environments to the south.

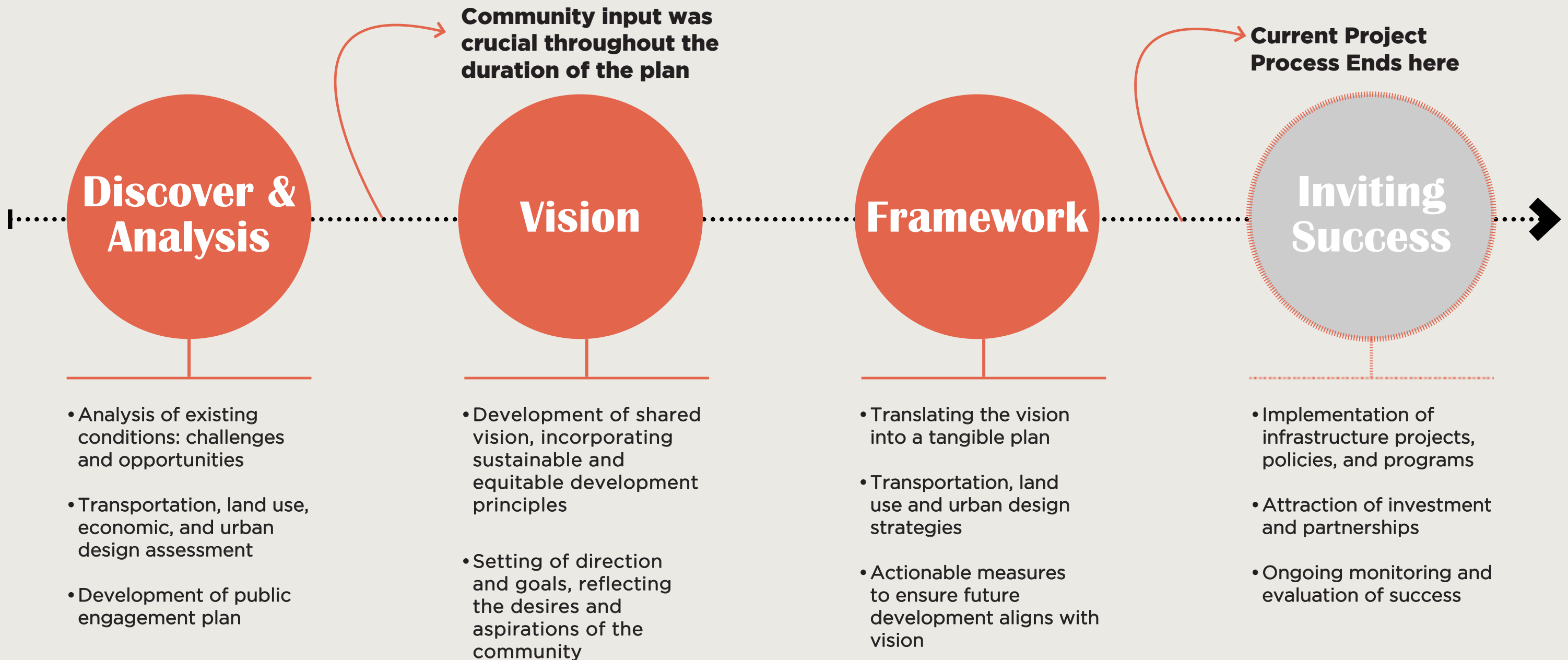
### Lovejoy

Lovejoy is situated at the southern end of the corridor. Far away from the employment and commercial activity near the Gateway, Lovejoy is made up of emerging residential areas and a growing downtown. This node is the most rural of the three, and that character is represented through larger single-family lots and commercial areas limited to locations directly along the corridor.



# 02 The LCI Process Overview and Schedule

The Tara Boulevard LCI Study process built consensus among Clayton County, Jonesboro, and Lovejoy community members, resulting in a roadmap to bring the community closer to its identified vision. **The study identified opportunities for housing (including affordable), services, and mobility improvements.**



## 02 The LCI Process Public Engagement

The Livable Centers Initiative (LCI) for the Tara Boulevard corridor underwent a comprehensive community engagement process involving various interactive activities to gather insights and feedback from stakeholders, residents, and community members. This concerted effort aimed to shape the future vision for the corridor, considering diverse perspectives and ideas. Stakeholders and the public highlighted need for improved safety measures, aesthetics, infrastructure enhancements, and better amenities. All of the engagements revealed the residents' desire for a revitalized corridor that fosters a sense of community and inclusivity.

This multifaceted approach included the use of an **Online Interactive Map**, which empowered residents to explore and contribute to the project digitally. In addition, **Stakeholder Interviews** provided a platform for in-depth discussions with key community figures. **Small Group Listening Sessions** facilitated targeted conversations, while **Public Open Houses** and **Public Workshops** created opportunities for broad community involvement. **The Project Advisory Group (PAG)** served as a key collaborative body, ensuring that the LCI plan was enriched by a diversity of perspectives and community input.

Together, these methods drove a robust community engagement effort, ensuring the Tara Boulevard LCI plan is a true reflection of the community's vision and needs.

“We are minutes from the busiest international airport in the country yet have hardly anything to offer for anybody who wants to eat, stay, play, or live here. It's time for us to make these improvements.”



Jonesboro Open House



## Online Interactive Map

**54**  
online  
comments

The Interactive Map available on the project website (<https://planningatpond.com/taraBoulevardlci>) served as a dynamic tool for community members and stakeholders to visualize and interact with the planning area for the Tara Boulevard LCI and make comments on the communities favorite places, improvements people would like to see, areas of opportunity, and any general comments along Tara Boulevard. Valuable feedback gleaned from this digital platform encompassed suggestions for business opportunities, transit hubs, and various infrastructure enhancements. The interactive map provided a platform for a comprehensive understanding of the community’s vision and priorities for the development of Tara Boulevard’s corridor. The comments were organized under four categories as seen on the opposite page.

## Stakeholder Interviews

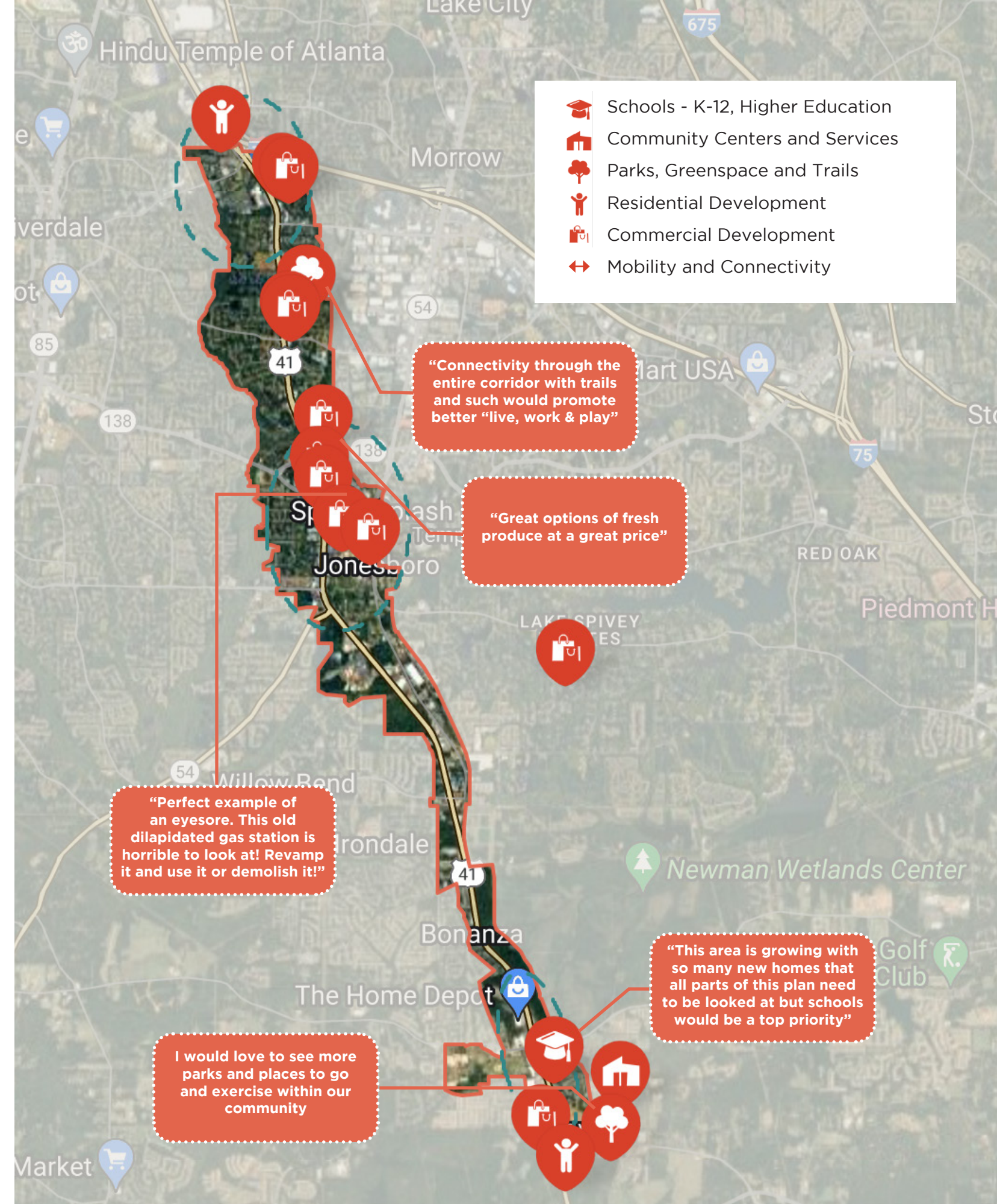
The Stakeholder Interviews were instrumental in providing an in-depth understanding of the Tara Boulevard corridor’s significance from various perspectives. Participants emphasized the corridor’s potential as a major thoroughfare with high traffic, presenting considerable business opportunities. Key concerns highlighted safety improvements, diverse housing options, and the potential for manufacturing growth. The interviews also shed light on the community’s desire for better transit options and infrastructure enhancements to ensure a more accessible and livable environment. The interviews were organized based on the industry perspective of the interviewees.

**6**  
interviews

## Small Group Listening Session

**01**  
session

The Small Group Listening Session was a structured gathering of stakeholders in a small virtual setting to discuss and provide feedback on specific aspects of the Tara Boulevard Livable Centers Initiative (LCI) plan. This session offered a platform for in-depth, personalized conversations, focusing on targeted topics and involving a diverse range of participants. It promoted collaboration, trust-building, and the generation of comprehensive feedback, making it a valuable tool in the community engagement effort for the LCI plan.

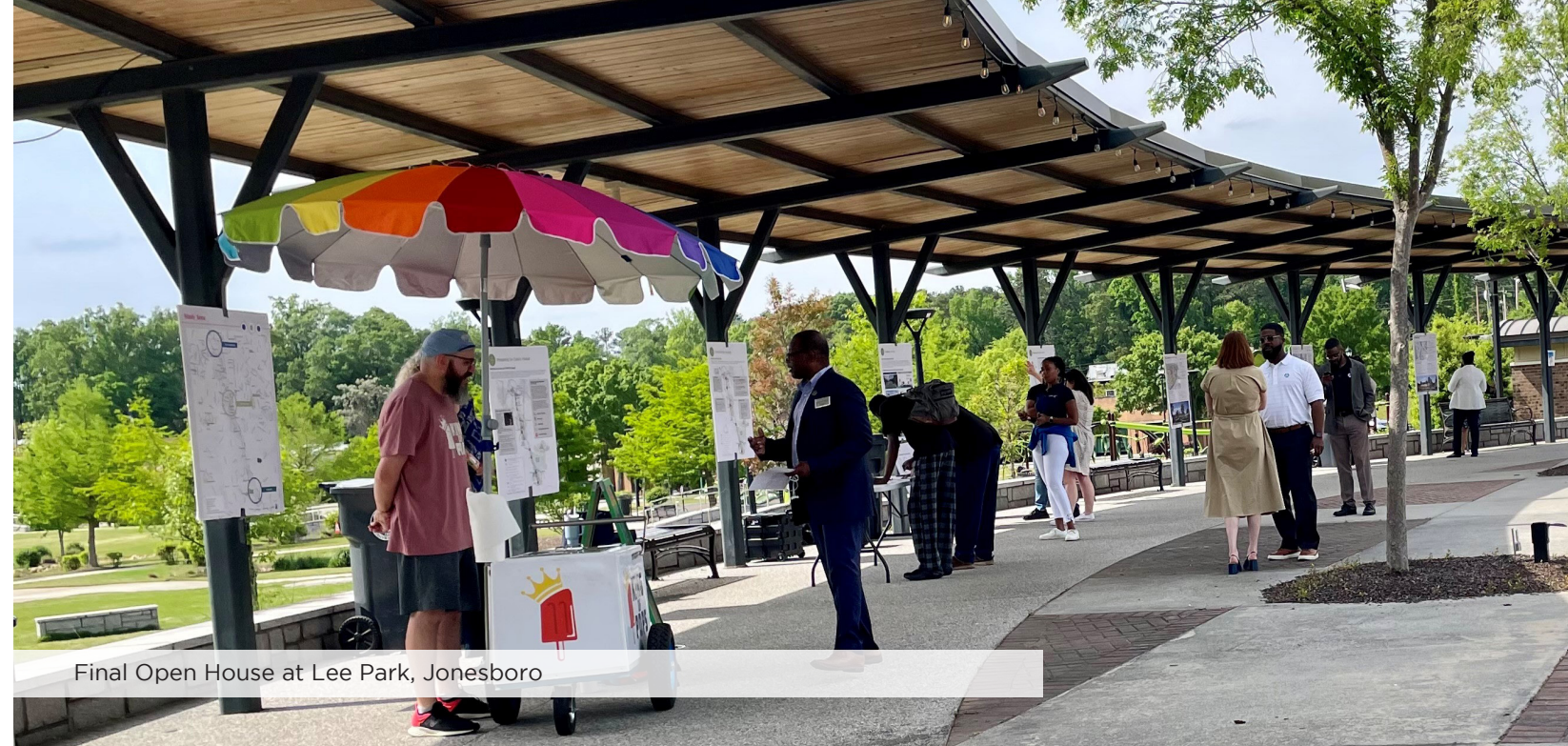


Screenshot of the Tara Boulevard LCI’s online community engagement interactive map.

## Public Open Houses

4  
open  
houses

The series of Public Open Houses played a pivotal role in soliciting community feedback and preferences regarding the Tara Boulevard corridor. These events provided an open platform for residents to voice their opinions, concerns, and aspirations for the area. Insights gathered highlighted residents' appreciation for potential greenways, trails and open spaces along the Flint River and their vision for revitalization. Moreover, concerns were raised regarding the need for improved road infrastructure, reduced apartment complexes, and increased safety measures. The community's desire for a more vibrant and attractive corridor became evident during these engaging sessions.



Final Open House at Lee Park, Jonesboro

## Community Workshops

In the second phase of community engagement for the Tara Boulevard LCI plan, Community Workshops were structured events that brought together a diverse group of community members to collaboratively discuss and actively engage in how priorities identified in the project should be addressed in the development of the plan. These sessions offered a hands-on, real-time platform for participants to provide feedback, problem-solve, and reach a consensus on critical components of the plan. By fostering collaboration, education, and immediate feedback, Community Workshop Sessions played a pivotal role in shaping the LCI plan to align with the community's values, the market analysis, and the transportation improvement goals, ensuring that it became a true reflection of their vision and aspirations.

3  
workshops



Lovejoy community members asking questions at the interactive mapping activity.

## Project Advisory Group (PAG) Meetings

03  
meetings

The Project Advisory Group sessions brought together selected stakeholders to discuss and contribute insights on various aspects of the LCI plan. These meetings served as forums for comprehensive discussions on transportation, corridor strengths and weaknesses, the plan's significance, and strategies for public engagement. Members provided invaluable feedback, guiding the development of the plan to align with the community's values and transportation goals.



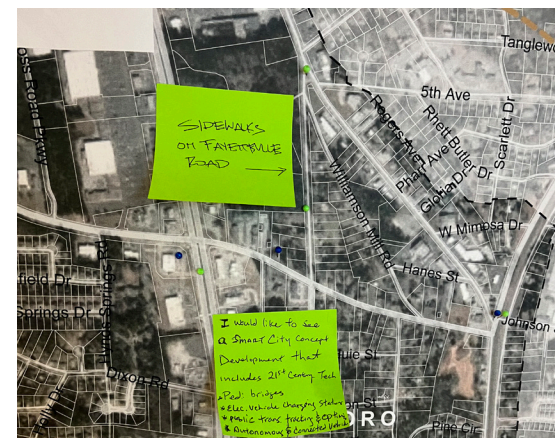
Project Advisory Group and Project Management Members with the Planning Team

# Key Takeaways

- Strong desire for diverse, healthier, and affordable dining options
- An aim to attract varied retailers instead of conventional fast-food chains
- Need for schools to be a top priority in the development plan due to area growth
- Enhance corridor connectivity, incorporating trails, and communal spaces for a comprehensive “live, work, and play” environment
- Concerns about traffic congestion during peak hours highlighted the need for strategic interventions to ease Tara Boulevard’s bottlenecks
- The revitalization of dilapidated buildings, improved landscaping, and enhanced infrastructure for a more appealing and functional corridor

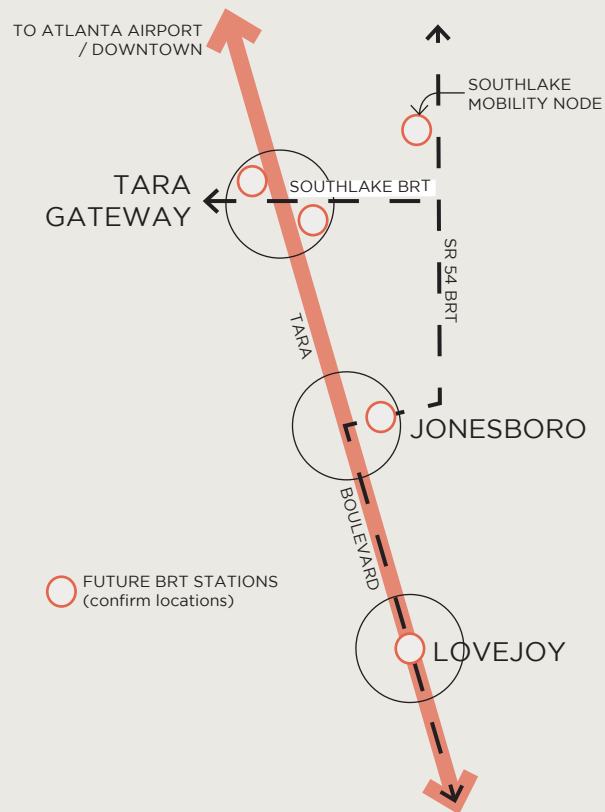


Jonesboro Open House  
(also opposite page)



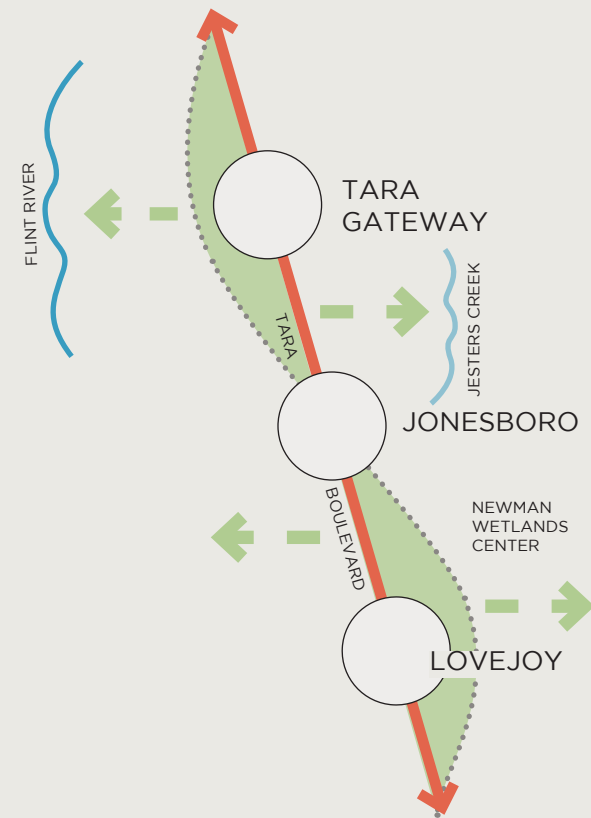
# 03 The Framework Strategic Moves

## 1) TRANSIT CORRIDOR: LEVERAGE FUTURE TRANSIT PLANS. NORTH-SOUTH CONNECTIVITY



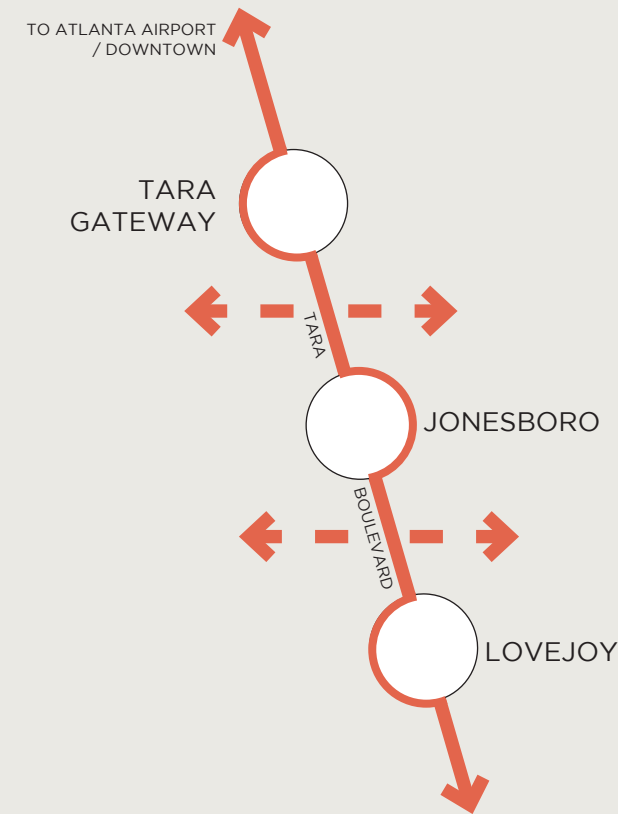
- Envision Tara Boulevard as a transit corridor, focusing on north-south connectivity between stations and active nodes.
- SR 54 BRT station and alignment are still under development.

## 2) PARKWAY MEETS CORRIDOR / CONNECT TO NATURE



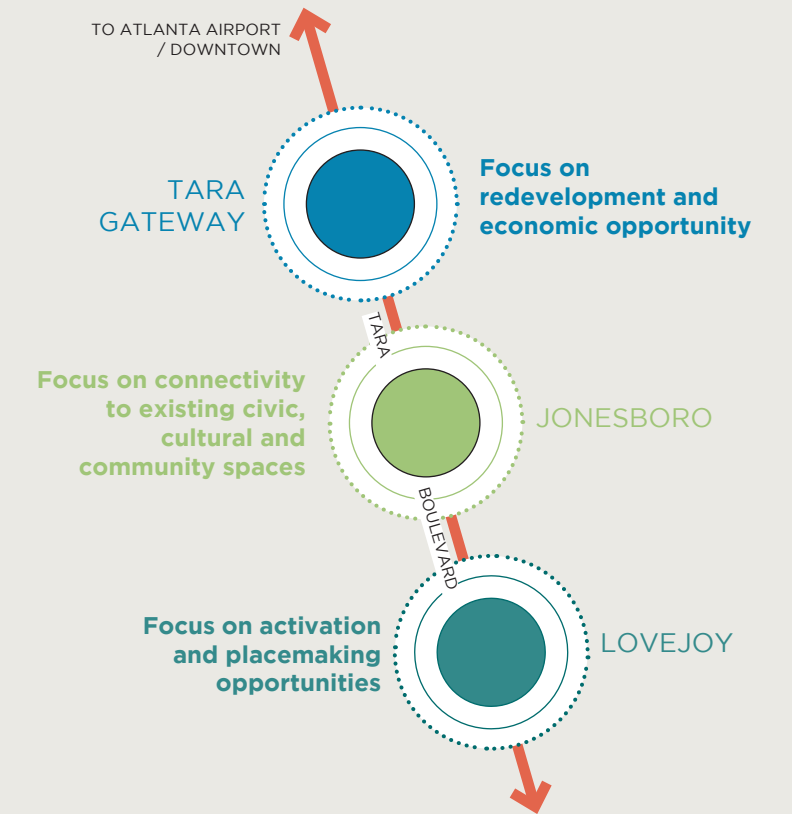
- Flint River and marshes; Jesters Creek; Newman Wetlands Center
- Pedestrian connectivity / focus on parallel corridors

## 3) EAST-WEST CONNECTIVITY



- Bring “energy” from existing nodes to Tara Boulevard
- Strengthen key intersections and east/west connectivity at nodes: Smith Street, Haistings Bridge, etc.
- Strategic **crossings** (pedestrian and vehicular)

## 4) NODE’S DISTINCT STRENGTHS



- Leverage each node’s strength to create a vision for the corridor as a whole.
- **Tara Gateway:** Strong retail and services area
- **Jonesboro:** Strong placemaking in place
- **Lovejoy:** Strong residential growth

### The Framework

## Three Topics, One Vision

The recommendations of this plan are organized by three topics described below. Each topic is interrelated to the next and is also used as the primary topic for each node. For example, the Tara Gateway node will have a focus on (re)development, the Jonesboro city node will focus on connecting its downtown assets to Tara Boulevard and the Lovejoy node with focus on activating public spaces through placemaking strategies to serve its robust population growth. While each node will have a primary topic or focus area, all three topics will guide recommendations for the corridor as a whole as well as each node, creating **one unified vision for Tara Boulevard**.

### (Re)Develop

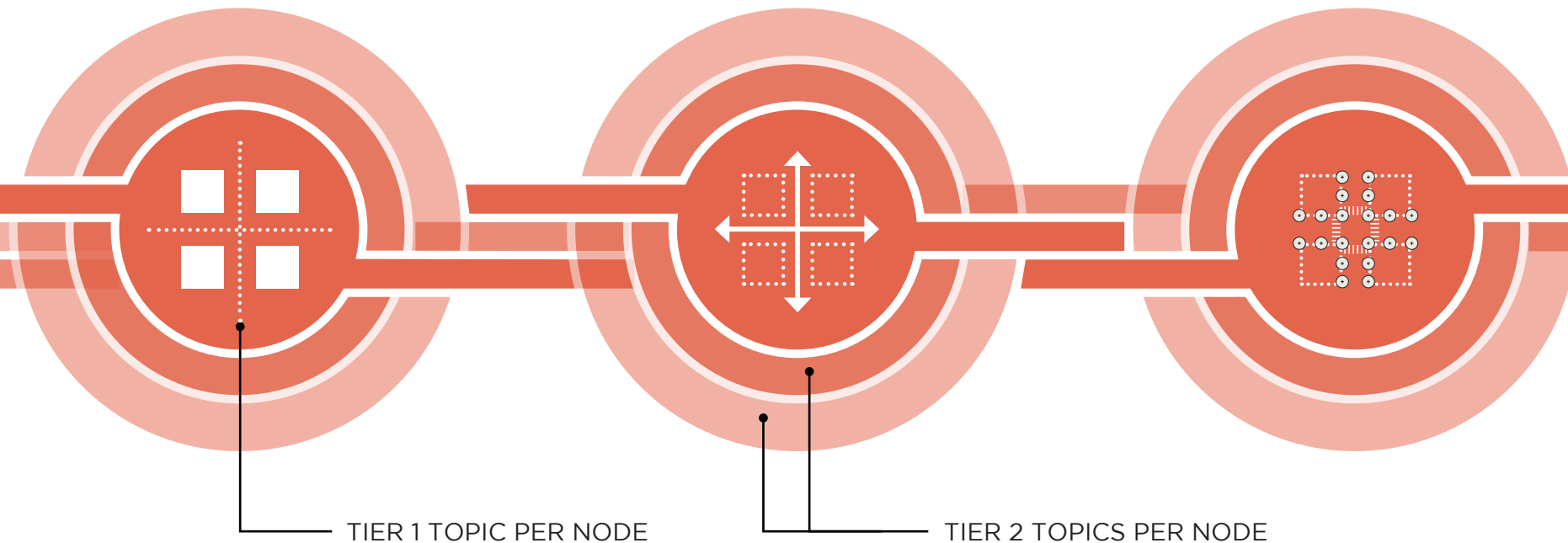
THIS IS ABOUT ECONOMIC DEVELOPMENT, HOUSING, COMMERCIAL AND MIXED USE DEVELOPMENT, ETC.

### Connect

THIS IS ABOUT TRANSIT, MOBILITY AND TRANSPORTATION.

### Activate

THIS IS ABOUT PLACEMAKING STRATEGIES TO ACTIVATE AND CONNECT PLACES TO PEOPLE, EACH OTHER AND NATURE.



Chapter 02

# The Corridor

- 01 **(Re)Develop:  
The Market**  
Conditions and Opportunities
- 02 **Connect:  
Transportation and Mobility**  
Conditions and Opportunities
- 03 **Activate:  
Placemaking, Open Space and Nature**  
Conditions and Opportunities



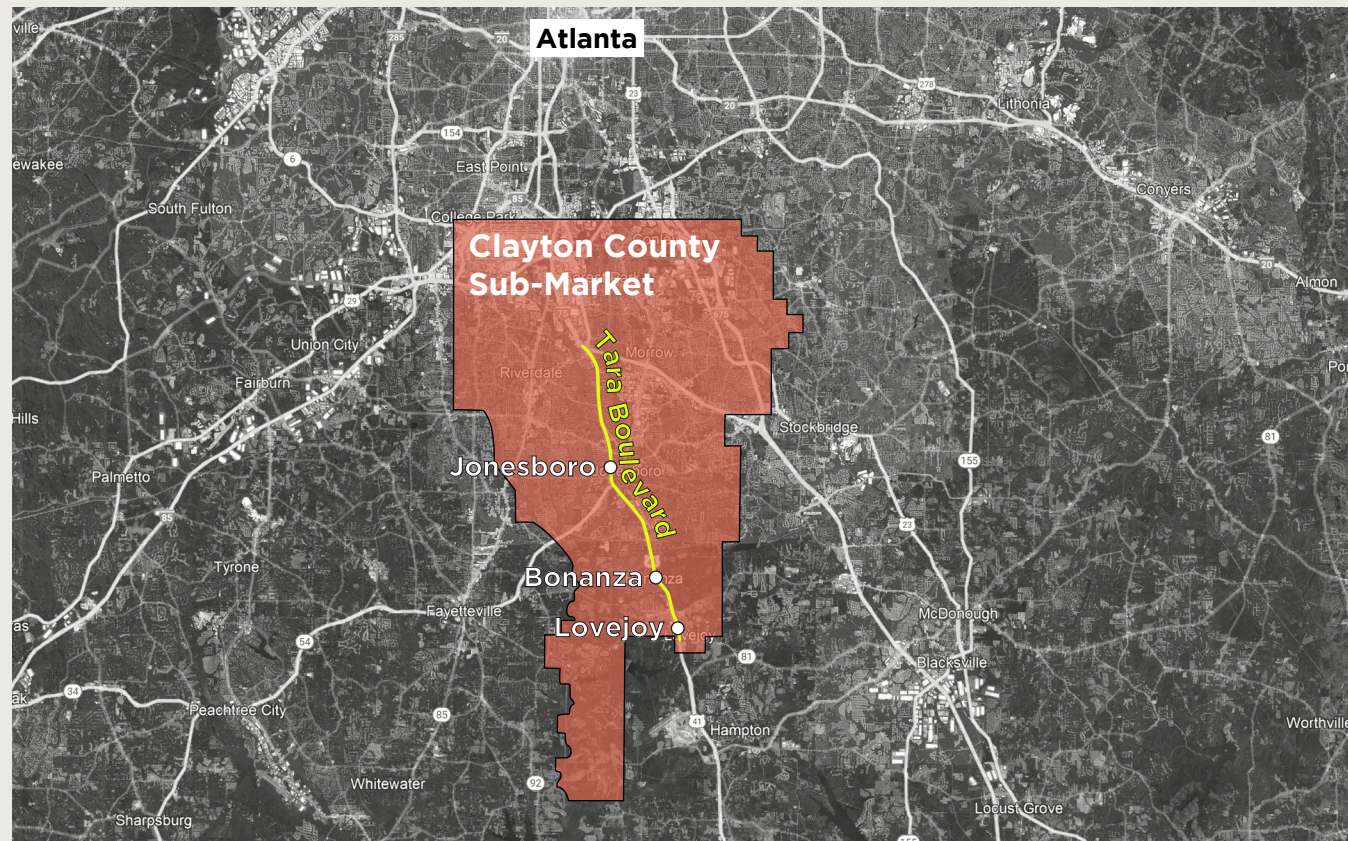
02

# 01 (Re) Develop: Market Conditions

## Economic Overview

This section provides an Economic Overview of the surrounding area, as well as analyzing the market conditions of Tara Boulevard for multi-family residential, retail, office and industrial asset classes.

The market assessment has been undertaken for Clayton County specifically and provides analysis and comparison to the wider Atlanta Metropolitan Market, as shown in the map below.



**305,000**

Current Population of Clayton County



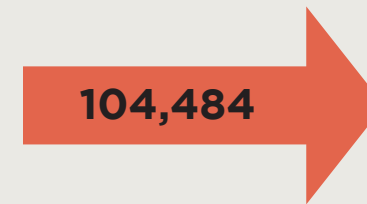
**29%**

Forecasted Population Growth rate next 25 years



**\$40,314**

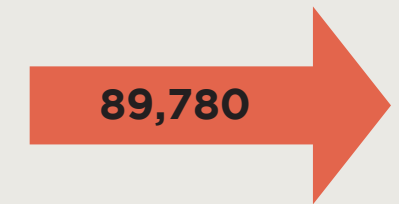
Median household income/year Compared to **\$53,482 nationally**



Travel to Clayton County for work but live elsewhere



Live and work in Clayton County



Live in Clayton County but work elsewhere

## Employment Sectors



Transportation & Warehousing Dominant Job Sector



Manufacturing & Healthcare are emerging sectors



Challenged by lack of growth in Professional, Technical & Scientific jobs



Clayton County is not experiencing the same job growth as the Metro Atlanta region

## (Re)Develop: Market Conditions Multi-Family Residential

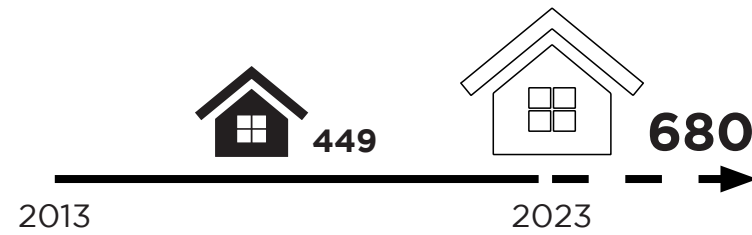
- Multi-family sector is in a period of slow-growth across the Atlanta Metro Market.
- Clayton County is a small multi-family sub-market in the Atlanta Metro Market.
- Historically low absorption creates a challenge to multi-family development in Clayton County.
- There is simply little demand for new units and with high vacancy rates and low rental rates there appears to be limited market incentive for developers.



6265 W Lee's Mill Rd - Monterey Village



6903 Tara Boulevard - Anthos at Pinewood Manor



Net growth of 449 units over the last 10 years with 680 new units currently under construction.

# 10.1%

sub-market Vacancy Rate

Increased from 7.5% in last 12 months

# \$

Affordable sub-market

Rental rates are 28% less than in the Metro Market

## 606 Multi-family Units

Forecast to be in demand from over next 20 years for the sub-market

Tara Boulevard could capture **200** of these units

Improved amenities and connectivity along the corridor will help to bolster demand and appeal for the area.

Indicator	Metro Atlanta	Clayton County	Comments
<b>Inventory</b>	<b>492,774 Units</b>	<b>25,435 Units</b>	Smaller multi-family markets, at just 5.2% of the entire Metro Atlanta multi-family inventory.
<b>Vacancy Rate</b>	<b>10.4%</b>	<b>10.1%</b>	Multi-family markets with less than 5% vacancy are supportive of new development.
<b>Average Rent</b>	<b>\$1,644/Month</b> \$1.61/SF	<b>\$1,281/Month</b> \$1.25/SF	A discount of 28% compared to Metro average.
<b>Rental Growth (YOY)</b>	<b>-1.6%</b>	<b>0.9%</b>	Higher rental growth than Metro average.
<b>Cap Rates</b>	<b>4.8%</b>	<b>5.0%</b>	Lower than the current Metro average. Lower values equate to higher valuations.
<b>Annual Absorption (10-Year Avg)</b>	<b>9,706 Units</b>	<b>129 Units</b>	Occupied units grew by just 0.5% a year over the past decade.
<b>12-Month Absorption</b>	<b>847 Units</b>	<b>-367 Units</b>	Rapid slowdown to negative absorption.
<b>Under Construction</b>	<b>34,322 Units</b> (7.0% of inventory)	<b>681 Units</b> (2.7% of Inventory)	Current pipeline is showing an increase of 2.7%. This is a moderate increase, and much lower than Metro pipeline excess.



## (Re)Develop: Market Conditions Office

- Macro trend of shifting to remote work bringing challenges to the Metro Market including oversupply, shrinking lease sizes and rising sublease availability.
- Suburban areas with dining and entertainment areas are attracting attention in the Metro Market.
- There is investor interest in North Clayton/Airport sub-market, north of Tara Boulevard.
- Healthcare and social assistance tenants occupy 40% of space on Tara Boulevard.



185 Glenda Ter, Newnan



160 Whitney St, Fayetteville



Extremely limited new office development over last decade.

**2.9%**

Vacancy Rate on Tara Boulevard at an historical low.

**\$18/SF**

Average Office Rent compared to \$22/SF found in sub-markets.

**2.2M SF** anticipated over the next 20 years in sub-market Tara Boulevard could capture **55,000SF** of this demand

### Key Takeaways

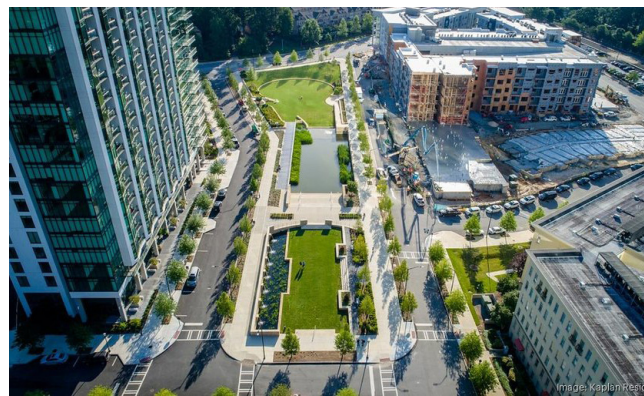
- Tara Boulevard could capture greater share with improvements to amenities and connectivity in the area.
- Demand is projected to be strongest for Class B office and medical office spaces.
- New suburban office development needs minimum of \$28/SF rent for viability.

Indicator	Metro Atlanta	North Clayton Airport	South Clayton/Henry County	Comments
<b>Inventory</b>	<b>334M SF</b>	<b>13.4M SF</b>	<b>4.6M SF</b>	Smaller office markets, at just 5.4% of the entire Metro Atlanta office inventory.
<b>Vacancy Rate</b>	<b>14.2%</b>	<b>8.9%</b>	<b>4.2%</b>	Office markets with less than 5% vacancy are supportive of new development.
<b>Average Rent</b>	<b>\$28.06/SF</b>	<b>\$21.89/SF</b>	<b>\$22.27/SF</b> Up to \$38/SF for new	Lower rent than the Metro average of \$28.06. Low rate in part driven by older age of inventory and lack of new product.
<b>Rental Growth (YOY)</b>	<b>1.2%</b>	<b>1.7%</b>	<b>2.3%</b>	Higher rental growth than Metro average of 1.2%.
<b>Cap Rates</b>	<b>7.2%</b>	<b>7.9%</b>	<b>9.0%</b>	Higher than the current Metro average of 7.2%. Higher values equate to lower valuations.
<b>Annual Absorption (10-Year Avg)</b>	<b>4.2M SF</b>	<b>89,286 SF</b>	<b>57,802 SF</b>	Leased space has grown by just 0.8% a year over the past decade.
<b>Under Construction</b>	<b>3.7M SF</b> (1% of Inventory)	<b>235,144 SF</b> (1% of inventory)	<b>8,270K SF</b> (0.7% of inventory)	Current pipeline is showing an increase of 1.8%. This is a moderate increase but will likely take time to absorb.
<b>Sale Price per SF</b>	<b>\$229</b>	<b>\$176</b>	<b>\$165</b>	Metro average is \$229. Overall this is a more value-oriented office market.

**(Re)Develop: Market Conditions**

**Retail**

- Robust retail market across Metro Atlanta with strong absorption rates and low vacancy rates despite high inventory.
- New developments are shifting away from traditional malls and into grocery-anchored, neighborhood scale retail.
- Developers focusing on redeveloping older, well-located retail centres into mixed-use residential retail.
- South Metro sub-markets are outperforming the Metro Atlanta average in rental growth.
- Little to no recent significant retail development has occurred along Tara Boulevard in last decade.



The Satwell - Chosewood Park, Atlanta Southeast



Lee + White, Atlanta West End

**7.2%**

Cap Rate at a 5-year low, supportive of new builds

**3.4%**

Vacancy Rate on Tara Boulevard due to space removal

**\$16.9/SF**

Average Rent, 8.2% yearly rise



**2.5M SF** anticipated new retail demand over next 20 years in the sub-market

<b>Tara Boulevard Node</b>	110,000SF
<b>Jonesboro Node</b>	140,000SF
<b>Lovejoy Node</b>	200,000SF

- These allocations are based on projected population increases and consumer spending power and do not account for the upgrading of obsolete rental space.
- General Retail (unenclosed Main Street Retailing) appear to be most viable based on trends in cap rates, vacancy rates and rental rates.

Indicator	Metro Atlanta	Riverdale/Jonesboro	Comments
<b>Inventory</b>	<b>370M SF</b>	<b>14.9M SF</b>	Smaller office markets, at just 4% of the entire Metro Atlanta retail inventory.
<b>Vacancy Rate</b>	<b>3.7%</b>	<b>3.6%</b>	Retail markets with less than 5% vacancy can be supportive of new development.
<b>Average Rent</b>	<b>\$21.29/SF</b>	<b>\$16.88/SF</b>	Lower rent than the Metro average. Low rate in part driven by older age of inventory and lack of new product.
<b>Rental Growth (YOY)</b>	<b>6.6%</b>	<b>6.9%</b>	Very high rental growth driven by historic lows in vacancy.
<b>Cap Rates</b>	<b>6.9%</b>	<b>7.3%</b>	Higher than the current Metro average of 6.9%. Higher values equate to lower valuations. Local rate is considered supportive of new build.
<b>Annual Absorption (10-Year Avg)</b>	<b>4.7M SF</b>	<b>116K SF</b>	Leased space has grown by just 0.7% a year over the past decade.
<b>Under Construction</b>	<b>2M SF</b> (0.5% of inventory)	<b>77K SF</b> (0.5% of inventory)	Current pipeline activity is minimal, despite low vacancy and low cap rates. Vacancy should decline to levels that drive rental rates to point where new construction is financially feasible.
<b>Sale Price per SF</b>	<b>\$188</b>	<b>\$147</b>	Metro average is \$188. Overall this is a more value-oriented retail market.

## (Re)Develop: Market Conditions Flex/Office

- Metro Atlanta Market is the 6th fastest-growing market in the US.
- On-going demand for smaller leases in infill buildings, closer to population centers and structural shortage of Flex/Office buildings in Metro Market.
- Sub-markets are established logistics and industrial markets, attracting large industrial tenants and big-box assets.
- One concern is large amount of speculative construction in the sub-markets, supply side challenges may arise in the short-term.
- Smaller and older (pre-2008) 'Flex/Office' properties dominate inventory along Tara Boulevard specifically, catering to uses such as light manufacturing, showroom/retail, R&D, back office operations, serving the local market.



1526 Fendler Ct



9876 Feagin Rd

## Positive Market Indicators - Flex/Office buildings along Tara Boulevard

**<1%**

Low Vacancy Rate

**\$12/SF**

Healthy rental rates

**11%**

Rental increase in the last year

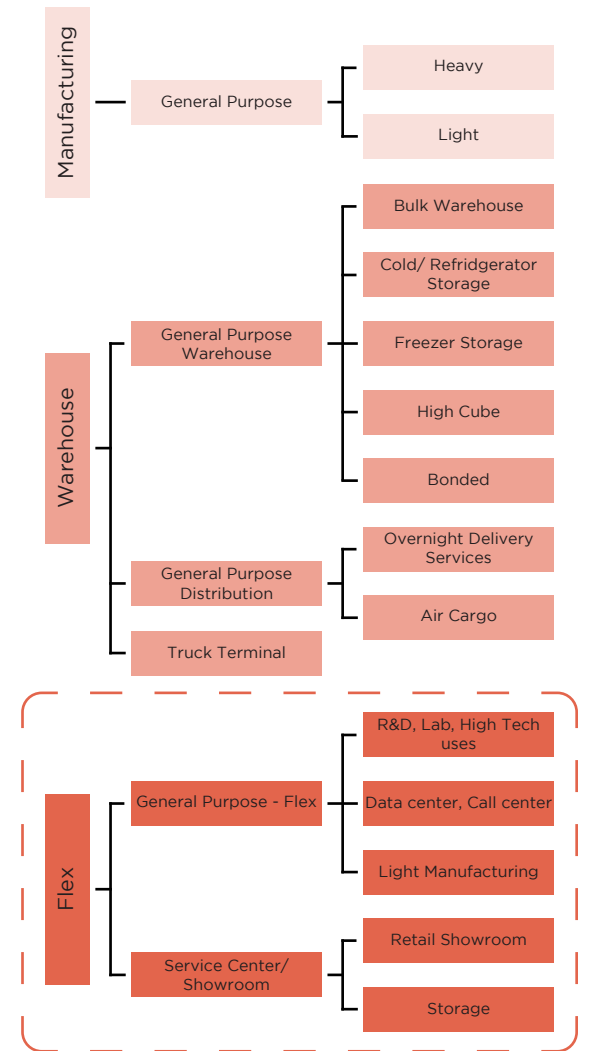


**914,000 SF Flex/Office** anticipated over next 20 years in the sub-market.  
**150,000 SF** of this demand could be captured along Tara Boulevard given positive market indicators.

## Flex/Office Typologies



- Flex/Office is defined by a building that has at minimum 50% of its leasable space as office.
- This typology captures tenants who prefer to have both office and light industrial space in a smaller footprint.
- Flex/Office buildings are typically under 60,000 SF and are multi-tenant.
- The typology can also host retail and showroom activity, as well as R&D space, particularly for smaller start-ups.
- Flex/Office suits many of the businesses that benefit from an Airport proximity and so is often found in their vicinity.



# 01 (Re) Develop: Market Opportunities

## Corridor Revitalization Best Practices

South Congress Avenue, Austin, Texas

- Public Transportation, Capital Metro, serves the area.
- Infrastructure improvements: sidewalks, bike lanes and streetscape enhancements (City investments).
- Mixed-use developments incorporating retail, F&B, residential and office uses.
- Variety of unique businesses, from boutique stores to local restaurants, has made a vibrant retail destination.
- City incentives have facilitated the development of new housing, including affordable units.



## Before & After



2015 - S Congress Ave x Academy Drive

### BEFORE

Scattered strip plazas, narrow sidewalks

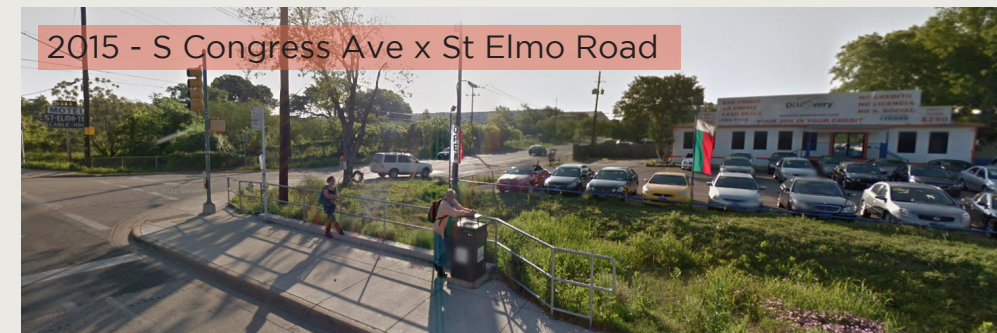


2022 - S Congress Ave x Academy Drive

### AFTER

Low rise modern mixed-use apartments with retail at grade. Wider sidewalks with bike lanes and greenery. Public space for gatherings.

## Before & After



2015 - S Congress Ave x St Elmo Road

### BEFORE

Old motel, auto sales lots, vacant lots.



2022 - S Congress Ave x St Elmo Road

### AFTER

4 and 5 story mixed-use apartments. Retail at-grade. Wider sidewalks, bike lane, new bus stop.

## (Re)Develop: Market Opportunities Corridor Revitalization Best Practices

### Broad Street, Philadelphia, Pennsylvania

- Infrastructure Improvements: Pedestrian amenities and improved landscape.
- Drivers of economic development include support from nonprofit North Broad Renaissance, funding from city, state, and private.
- Tax incentives have played crucial role in stimulating development, particularly in distressed areas.
- Significant impact on the perception and reality of North Philadelphia, helping to counteract longstanding challenges in the area.



## Before & After



### BEFORE

Vacant parcel and abandoned buildings.



### AFTER

Mid-rise modern mixed-use with retail and office at grade. Boutique hotel. Improved landscaping and sidewalks.

## Before & After



### BEFORE

Vacant parcels on both sides of Broad Street.



### AFTER

Low-rise residential building (affordable housing). Benches along Broad Street.

## (Re)Develop: Market Opportunities Implications for Tara Boulevard



Tara Boulevard must “bend the curve” to forge a new path forward and attract investment from the private development community.



Improvement in general amenities and connectivity is required across the corridor to generate demand across all real estate asset classes.



Tara Boulevard spans across several real estate submarkets, each with unique needs and opportunities.



Length of Tara Boulevard requires new development to focus on specific nodes to catalyze growth.



Consider different typologies and densities for each node to ensure implementation from the local development community.



Leverage natural environmental assets to improve the amenity offering and create a unique place.



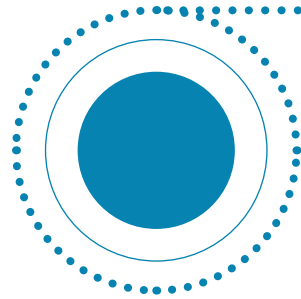
Best practices indicate that creative partnerships are required to generate change.



Caption

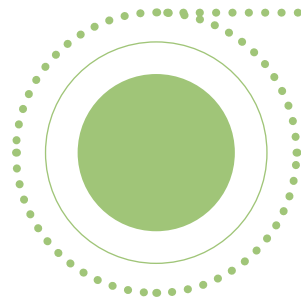
**(Re)Develop: Market Opportunities**  
**Nodal Positioning**

**Tara Gateway Node**



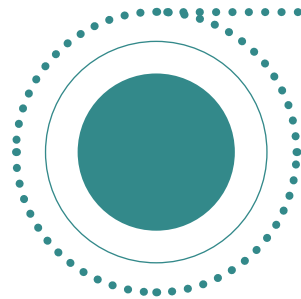
Capitalizing on its location near I-75 and ATL Airport, the Tara Gateway has opportunity to become a bustling hub for commercial and employment activity, anchored by future BRT and multi-family residential projects. The presence of large properties ripe for redevelopment and proximity to the Southern Regional Medical Center create a unique opportunity for integrated health/wellness and medical office spaces with mixed-use development, creating an employment node along the corridor.

**Jonesboro Node**



Building on the isolated success of Jonesboro City Center, this node should expand as a vibrant mixed-use district, blending new commercial development into its established residential community. Leveraging opportunities in vacant parcels and willing developers, the Jonesboro node along Tara Boulevard offers a balanced, community focused development platform that complements rather than cannibalizes its downtown area.

**Lovejoy Node**



With emerging strong demographics and new residential growth, Lovejoy is positioned to create a strong community atmosphere with independent local businesses and unique food and beverage offerings. Through an improved Community Center design, Lovejoy could create a highly local destination that accommodates the needs of its growing community whilst continuing to support private investment.

**Challenges**

- Fragmented land ownership makes redevelopment more difficult
- Land is predominantly privately owned
- Limited greenfield land availability
- High amount of pad development with national chains limits opportunities to amalgamate properties
- No significant new development has occurred over the past decade

- Jonesboro City Center redevelopment is successful but isolated from Tara Boulevard
- Land is predominantly privately owned
- High amount of pad development with national chains limits opportunities to amalgamate properties
- No significant development along Tara Boulevard over the past decade
- New development could cannibalize from downtown Jonesboro

- New retail development along Tara has limited commercial opportunities in Downtown Lovejoy
- New retail development has continued same form as the past 50 years

**Opportunities**

- Proximity to I-75 and ATL Airport creates strong node for employment
- Future BRT provides opportunities for transit-oriented development including multi-family residential
- Several large properties are ripe for redevelopment such as Tara Crossings and Southside Discount Mall.
- Opportunity for new forms of medical office and health/wellness due to proximity of Southern Regional Medical Center

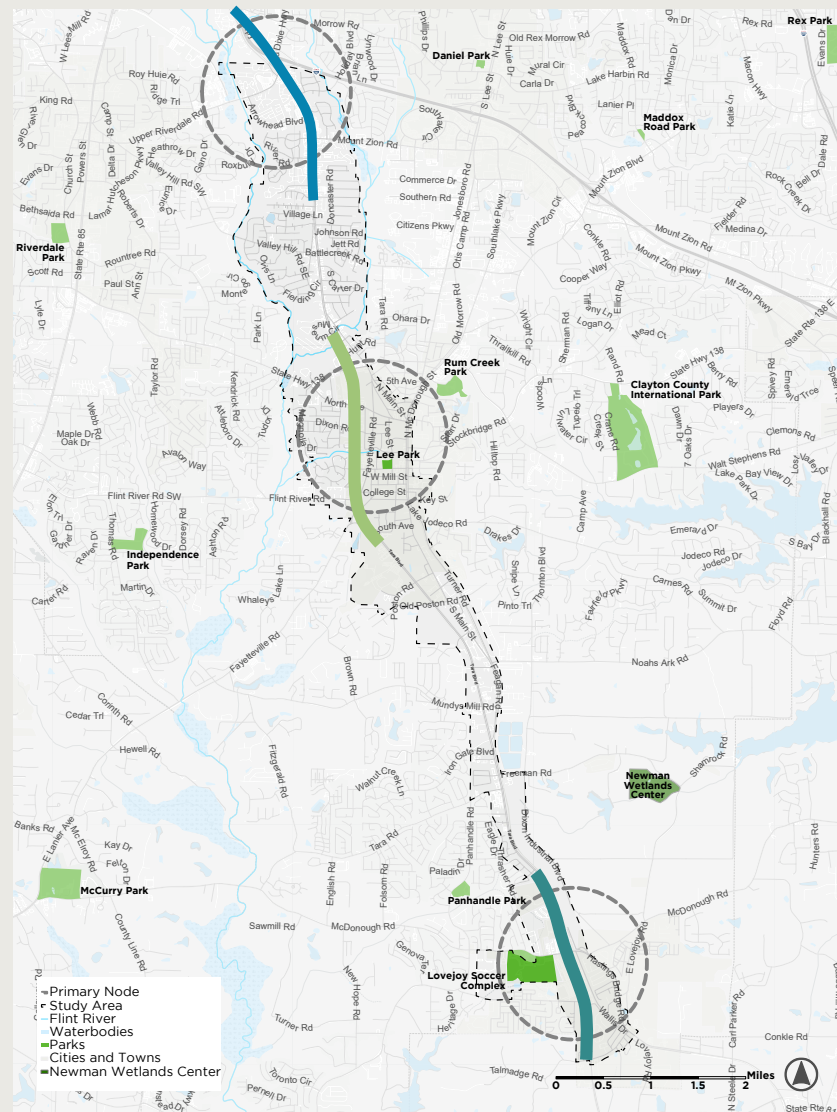
- Established community with recent investments provides opportunity for further growth
- Opportunity for statement development at the gateway to City Center
- Several church owned properties are open to redevelopment and could act as linkage between Tara and City Hall
- Mixed-use district with multi-family residential

- Significant new residential development in local area
- Strong demographics
- Downtown can incorporate independent local businesses
- Improved design and programming of Community Center area for events and placemaking
- Continued expansion of retail to meet future growth needs
- Unique food and beverage concepts

# 02 Connect: Transportation and Mobility Conditions

## Defining the Corridor

At the start of the LCI Study, three primary nodes were identified: Tara Gateway, Jonesboro, and Lovejoy. From a transportation analysis perspective, segments of the corridor were identified that mostly overlapped with these three Nodes. Additionally, during the transportation and mobility analysis, a secondary area known as Bonanza was also identified between Lovejoy and Jonesboro. The segment extents per Node were defined as shown on the map below and were used to help frame and develop needs, opportunities, and ultimately, recommendations for transportation improvements.



### Tara Gateway Node Segment

Upper Riverdale Road to Valley Hill Road (extends beyond the southern boundary of the main identified Tara Gateway Node)

### Jonesboro Node Segment

GA 138 to South Avenue

### Lovejoy Node Segment

Warren Landing Drive to Talmadge Road

## Starting Point: A Corridor Built for Cars

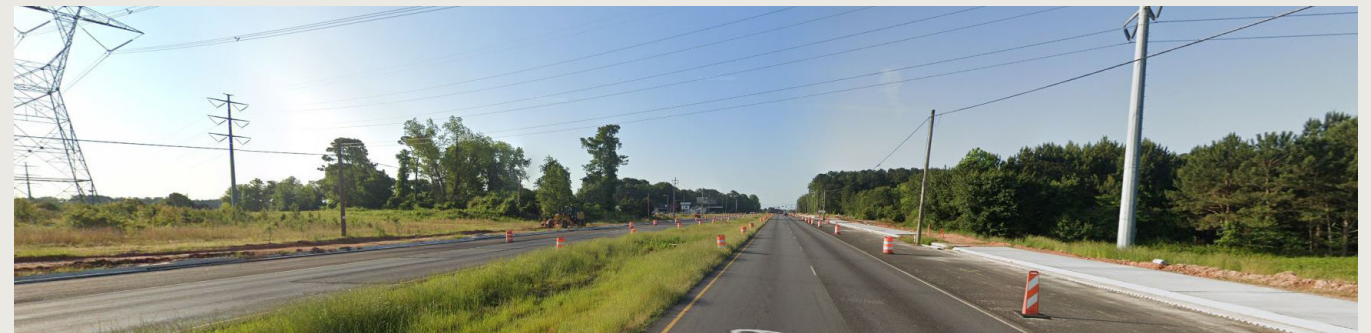
The Existing Conditions Analysis found that many of the challenges facing Tara Boulevard today are because Tara Boulevard is primarily set up to prioritize vehicular movement over all other forms of mobility creating safety concerns and an overall lack of connectivity.



Overwhelming, unsafe interchange of Tara Boulevard + Old Dixie Rd (provides 8 lanes of travel)



Primary entrance to downtown Lovejoy is narrow and only provides vehicular access



GDOT widening of Tara Boulevard currently underway just south of Mundy's Mill Rd, one of the most rural segments of the corridor and also one of the most unsafe due to crash rates and lighting conditions

The connectivity and mobility recommendations presented here aim to address safety and connectivity issues by providing increased and safer access to community assets that are virtually hidden from Tara Boulevard. These recommendations offer increased options for north/south and east/west movements throughout the entire corridor.



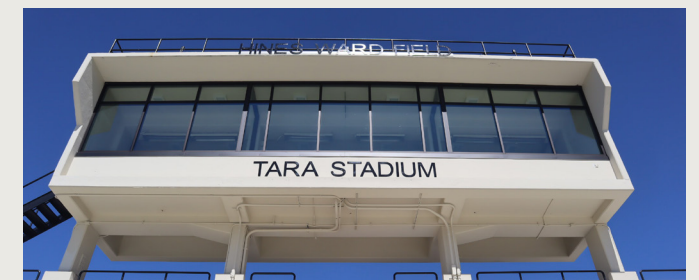
Jonesboro's Lee Street Park adjacent to Jonesboro City Center (less than 1/2 mile from Tara Boulevard)



City of Lovejoy "The Mayor's Park" adjacent to City-operated Community Center + Market Space



Jesters Creek Trail runs along Jesters Creek which runs parallel to most of the Tara Boulevard corridor, but does not currently have access from Tara Boulevard



Clayton County Tara Stadium off Battle Creek Rd is 3/4 of a mile from Tara Boulevard, but Battle Creek lacks basic sidewalk infrastructure

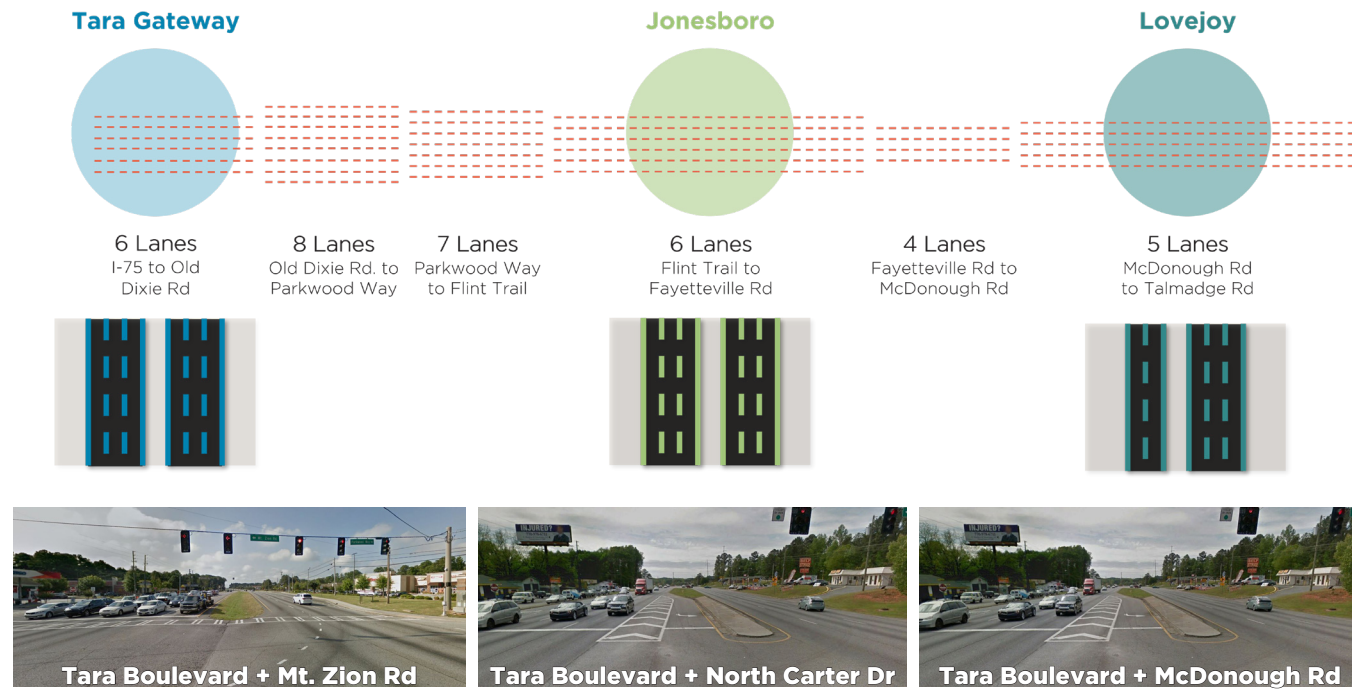


# Connect: Transportation and Mobility Conditions

## Roadway Design

### ROADWAY GEOMETRY (LANES)

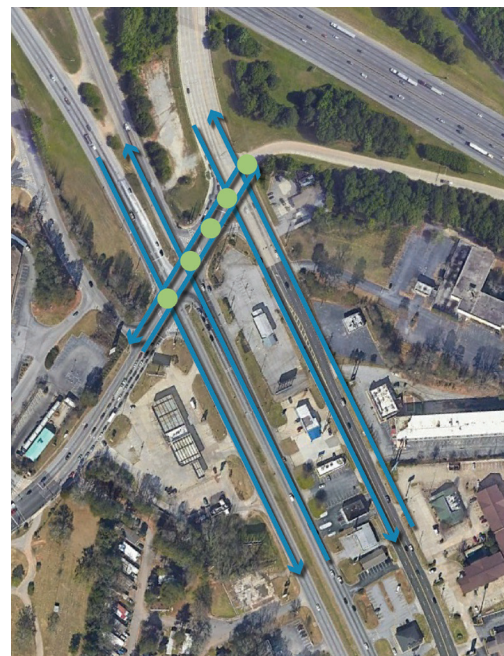
Tara Boulevard is currently set up to prioritize vehicular mobility throughout, providing up to 8 lanes of travel at some points. This supports higher vehicle speeds compromising pedestrian safety and mobility along the corridor.



### INTERSECTION DESIGN

As with the roadway geometry, the current intersection designs along Tara Boulevard is primarily set-up to prioritize efficient vehicular throughput along the corridor. This is important as Tara Boulevard is a major regional connection between the I-75 spine and all of Clayton County as well as more rural communities south of Clayton County.

However, pedestrian comfort and safety are also important. For example, the intersection at the northern end of the corridor with Tara Boulevard, Upper Riverdale Rd, and Old Dixie Hwy, is a large multi-lane intersection with vehicles moving at high speeds in at least six different directions. This intersection is really two intersections in very close proximity which can create confusion and fear for pedestrians who have to cross upwards of ten travel lanes in some places.



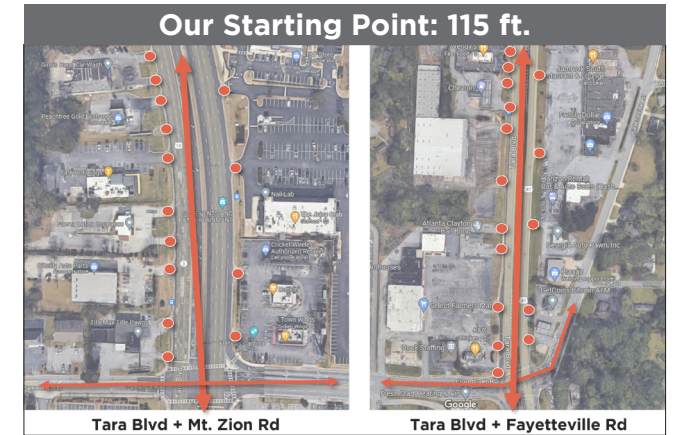
### ACCESS MANAGEMENT + INTERSECTION DENSITY

According to the EPA, intersection density is imperative for promoting a walkable, health-promoting environment. Increased connectivity is promoted through a walkable, grid-like roadway network that prioritizes pedestrian safety and guides vehicular traffic along specific streets.

Currently, Tara Boulevard has roughly 30 total intersections along the 10+ mile Tara Boulevard study area corridor. However, only 13 of these are signalized, which are, in theory, safer for pedestrians to cross. That means there's roughly one location every mile along the corridor for pedestrians to "safely" cross Tara Boulevard. For such a high-speed corridor, this is not enough.

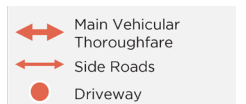
Access Management refers to providing or "managing" the number of access points (driveways) to parcels (i.e. restaurants or the grocery store) while still maintaining the flow of traffic in terms of safety, capacity, and speed. GDOT vehicular access management standards are based on the posted speed limit. The majority of driveways in the Tara Gateway + Jonesboro nodes do not meet the minimum recommended spacing for the corridor (~300 ft).

Alternatively, for pedestrians, the smaller the block-size and the more intersections, the better for connectivity. However, as is the case along Tara Boulevard, too many conflict points between pedestrians and high-speed vehicles, especially unsignalized, is also not ideal. The challenge for Tara Boulevard will be finding a middle ground between a comfortable intersection density (for pedestrians) and approach to access management (vehicular travel).



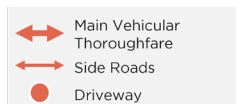
Prioritizes vehicles

- Superblocks with virtually no pedestrian relief.
- Multiple vehicular access points (driveways).



Prioritizes pedestrians

- Reestablished roadway grid network
- Selective vehicular access points
- Managed parking



# Connect: Transportation and Mobility Conditions

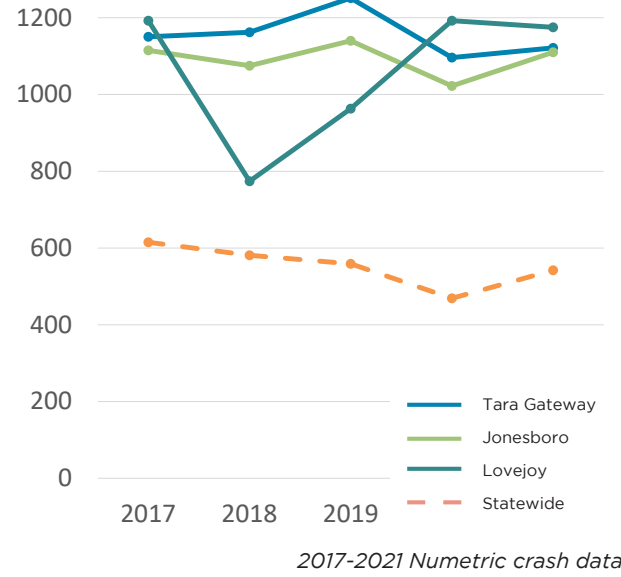
## Safety Conditions

### CORRIDOR CRASH RATES

One way to measure safety is to examine crash rates (both vehicular and bike/pedestrian) to determine how/where they occurred, what the conditions were, and comparing the rates against statewide averages for similar corridors.

**All three nodes have crashes rates higher than the statewide average.**

Highest crash rate	Tara Gateway
Highest density of bike/ped and fatal crashes along the corridor	Tara Gateway Jonesboro Bonanza Area
Highest need for lighting upgrades along the corridor	Tara Gateway Bonanza Area
Highest risk intersections	Lovejoy Bonanza Area
Highest risk pedestrian segments	Tara Gateway



### ATLANTA REGIONAL COMMISSION (ARC) REGIONAL SAFETY STRATEGY (RSS)

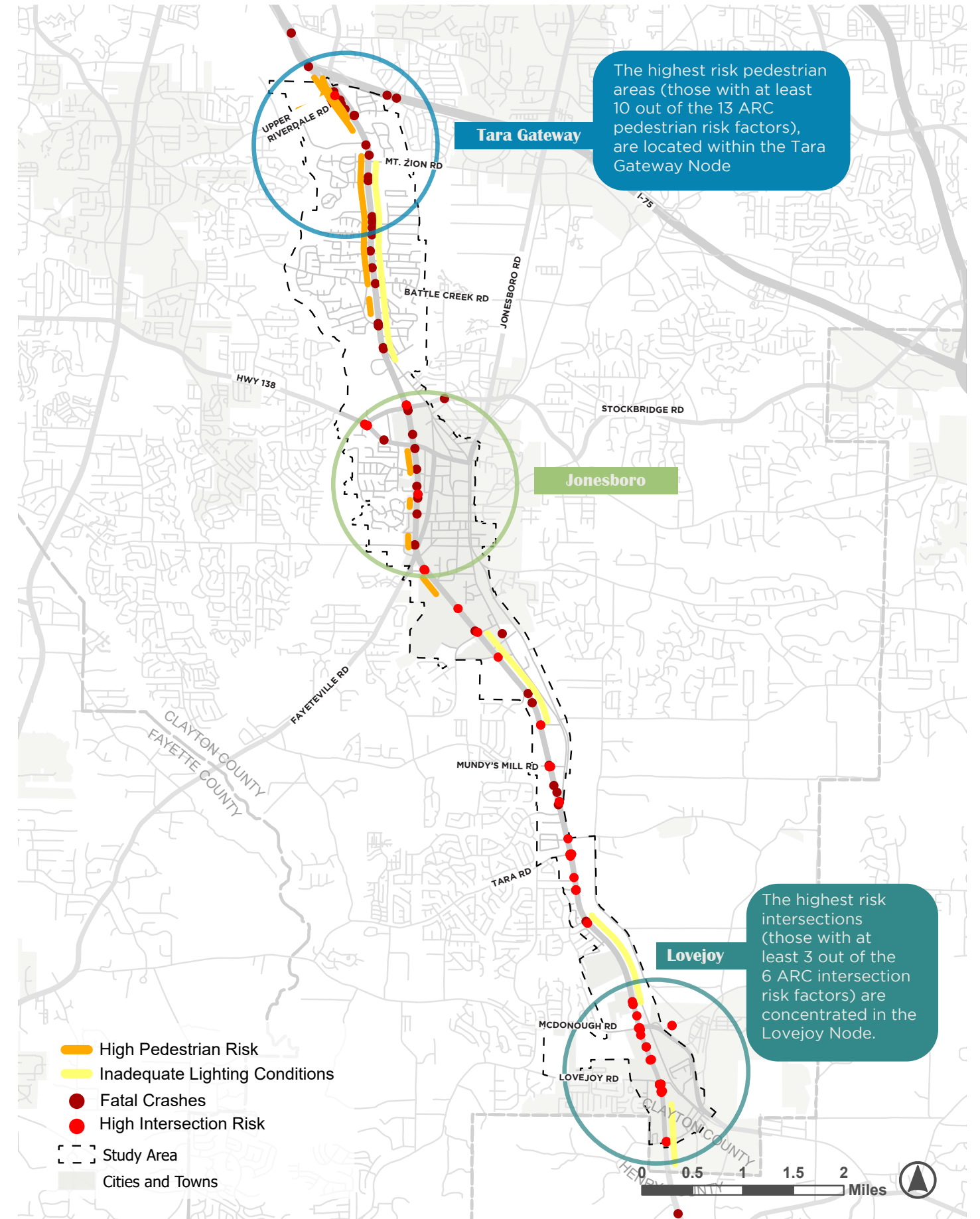
The ARC RSS identified safety risk factors to help identify locations with the greatest potential for safety improvements and infrastructure investments. Risk factors are related to four major types of crashes: Intersection, pedestrians, bicycle and roadway departure. Of these four, Tara Boulevard had a high density of risk factors for pedestrian and intersection crashes. How ARC identifies these risk factors is detailed in the graphic below.

#### Intersection Risk Factors

<b>Functional Class</b>	Urban Principal Arterials, Urban Minor Arterials, and Urban Major Collectors
<b>Ownership</b>	GDOT owned
<b>Operating Speed</b>	35+ mph on arterial streets 30+ mph on collector + local roads
<b>Observed Speed</b>	Large differences between speed limit and average observed speed
<b>Community Context</b>	Lower intensity development
<b>Traffic Control</b>	Signalized intersections on principal arterials Uncontrolled/unsignalized intersections on minor arterials and major collectors

#### Pedestrian Risk Factors

<b>Functional Class</b>	Urban Principal Arterials, Urban Minor Arterials
<b>Ownership</b>	GDOT owned
<b>Traffic Volume/ # of Lanes</b>	9,000+ vehicle per day/ 4+ lanes
<b>Posted Speed</b>	35+ mph
<b>Community Context</b>	Urbanized areas, high population densities, higher intensity development, and high frequency bus service
<b>Socioeconomic Status</b>	Lower average income, higher proportion of population that represents minority and non-white race and ethnicity.
<b>Environmental Justice Score</b>	7+



## Connect: Transportation and Mobility Conditions

# Bike and Pedestrian Conditions

### WHAT'S IN PLACE?

An analysis of the existing and planned bike and pedestrian infrastructure was conducted for the Tara Boulevard corridor. The chart below shows the general conditions of bike/pedestrian infrastructure in each of the identified nodes.

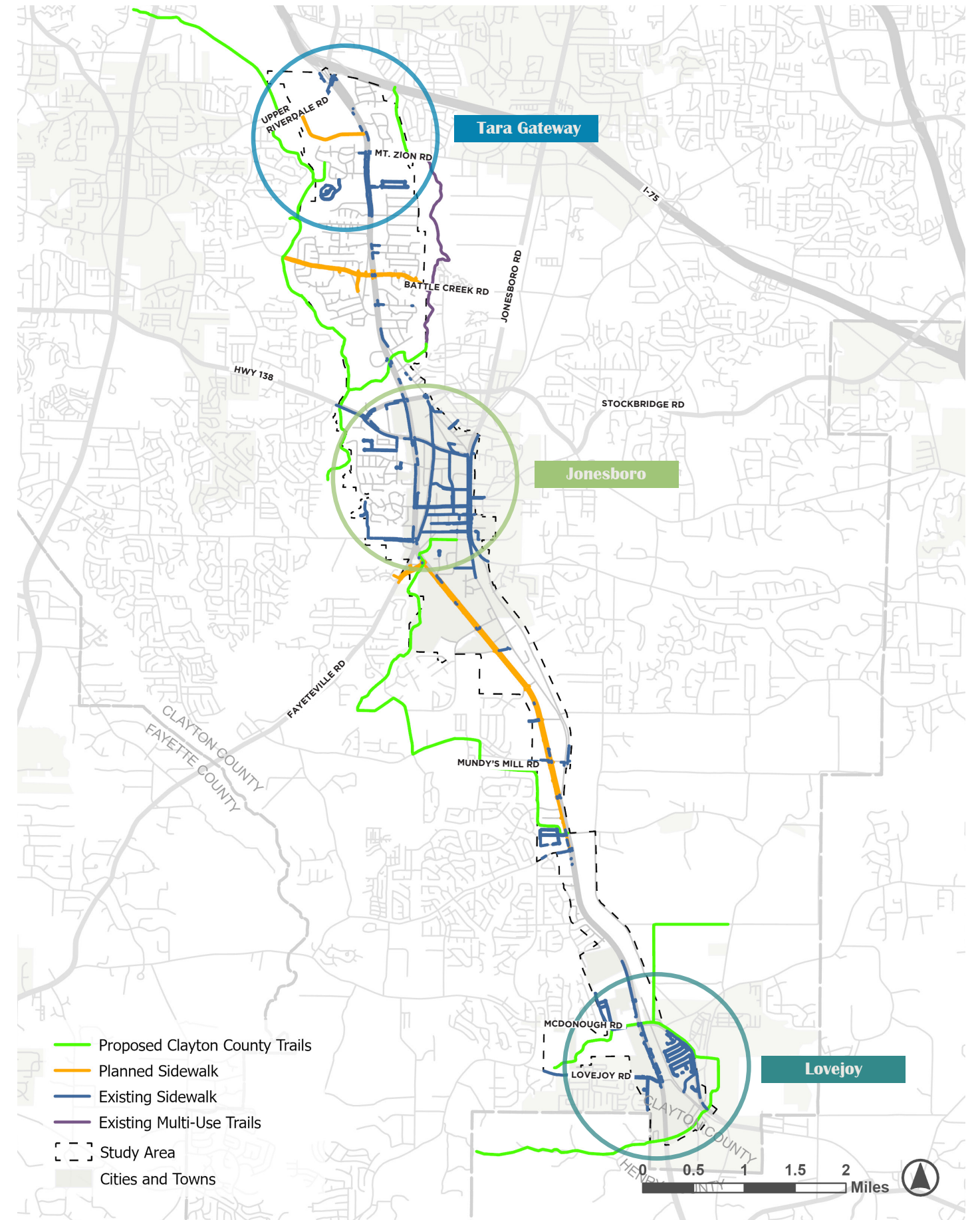
Overall, the pedestrian infrastructure network is largely inconsistent along the entire Tara Boulevard corridor. The most pedestrian connections exist within the Jonesboro area and in residential areas in Lovejoy, but are lacking along the rest of the corridor. The following were the major bike/pedestrian infrastructure findings.

- There is currently no bicycle infrastructure along Tara Boulevard
- The Jonesboro node is currently the most connected via sidewalks, but not all are pleasant walking experiences
- The Bonanza node has almost no existing infrastructure or trail connections, but many sidewalk and trail connections planned
- Lovejoy has some east/west connection but is limited by existing roadway network and the railroad. There are trail connections planned.

	Tara Sidewalk Infrastructure	East/West Sidewalk Connectivity	Trail/Path Connections	
Tara Gateway	✗	✗	✗	✓ Adequate Infrastructure
Jonesboro	✓	✓	✗	✗ Inadequate Infrastructure
Lovejoy	✓	✗	✗	✗ Inadequate with Planned Improvements

### WHAT'S PLANNED?

- The County has plans to address first/last mile connectivity along Tara Boulevard through ARC TIP CL-345 pedestrian safety improvement project.
- GDOT has multiple pedestrian crossing improvement projects in progress.
- MARTA planned BRT along portions of the corridor may spur pedestrian improvements in station areas.
- Various widenings and intersection improvements along the corridor should include pedestrian facility enhancements as well.



## Connect: Transportation and Mobility Conditions

# Bike and Pedestrian Safety

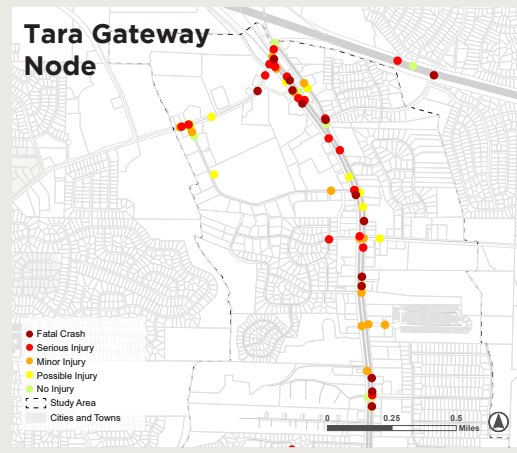
### BIKE/PEDESTRIAN CRASHES

Crashes from were analyzed within each node within a half mile of the Tara Boulevard corridor. Overall, the Tara Gateway node has the highest number of bike/pedestrian crashes including those that result in fatalities and serious injuries.

The Jonesboro node has the second highest number of bike/pedestrian crashes, but still less than half those recorded in the Tara Gateway node. A significant number of bike/pedestrian crashes (25) were also recorded in the Bonanza area of the Tara Boulevard corridor. While this area is not an identified node in the study area, it should be prioritized for roadway and pedestrian safety improvements.

**Tara Boulevard Nodes Bike and Pedestrian Crashes At a Glance**

<b>102</b>	Tara Gateway
<b>47</b>	Jonesboro
<b>25</b>	Bonanza Area
<b>9</b>	Lovejoy

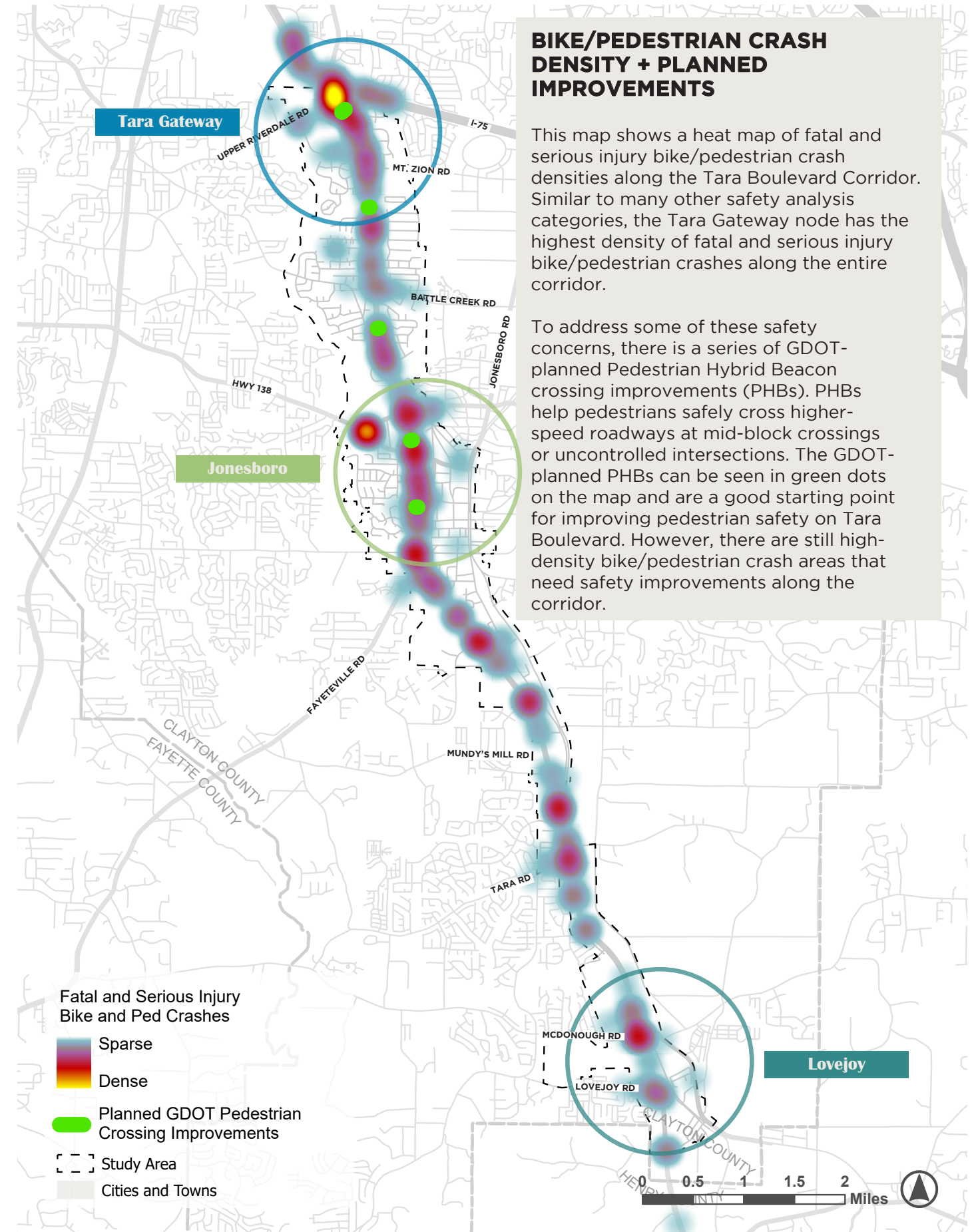
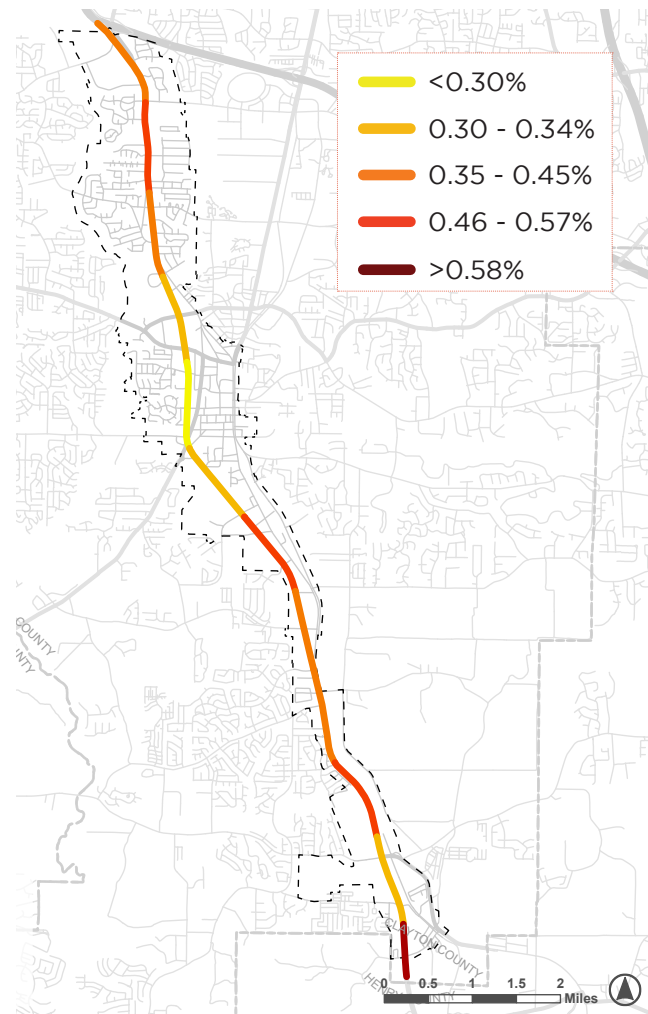


2017-2021 Numetric crash data

### LIGHTING CONDITIONS

Another safety element to consider is the presence or lack of lighting during night time crashes. The map below illustrates the percent of nighttime crashes that occurred in areas without street lighting. When this rate is high, it indicates a lack of street lighting on the corridor which can negatively impacts safety.

The highest rate of crashes occurring in areas without adequate lighting are shown in the Tara Gateway node, the Bonanza area, and the southern end of the Lovejoy node.



### BIKE/PEDESTRIAN CRASH DENSITY + PLANNED IMPROVEMENTS

This map shows a heat map of fatal and serious injury bike/pedestrian crash densities along the Tara Boulevard Corridor. Similar to many other safety analysis categories, the Tara Gateway node has the highest density of fatal and serious injury bike/pedestrian crashes along the entire corridor.

To address some of these safety concerns, there is a series of GDOT-planned Pedestrian Hybrid Beacon crossing improvements (PHBs). PHBs help pedestrians safely cross higher-speed roadways at mid-block crossings or uncontrolled intersections. The GDOT-planned PHBs can be seen in green dots on the map and are a good starting point for improving pedestrian safety on Tara Boulevard. However, there are still high-density bike/pedestrian crash areas that need safety improvements along the corridor.

## Connect: Transportation and Mobility Conditions

### Transit: Existing MARTA Routes

Tara Boulevard is served by MARTA local bus service in Clayton County. There are currently seven local bus routes that either run directly along Tara Boulevard or cross over it providing service throughout Clayton County. These routes are detailed below.

**Route 191:** Travels from Lakewood/Ft. McPherson Station through Riverdale to the Clayton Justice Hub where the route intersects with the Tara Boulevard corridor.

**Route 192:** Provides service from East Point MARTA Station to Clayton Justice Hub utilizing the Tara Boulevard corridor through the Tara Gateway and Jonesboro nodes.

**Route 193:** Provides service from East Point MARTA Station to the Clayton Justice Hub by way of SR 54 providing connection to Clayton State University and enters the Tara Boulevard corridor through downtown Jonesboro. SR 54 RAPID will follow a similar route.

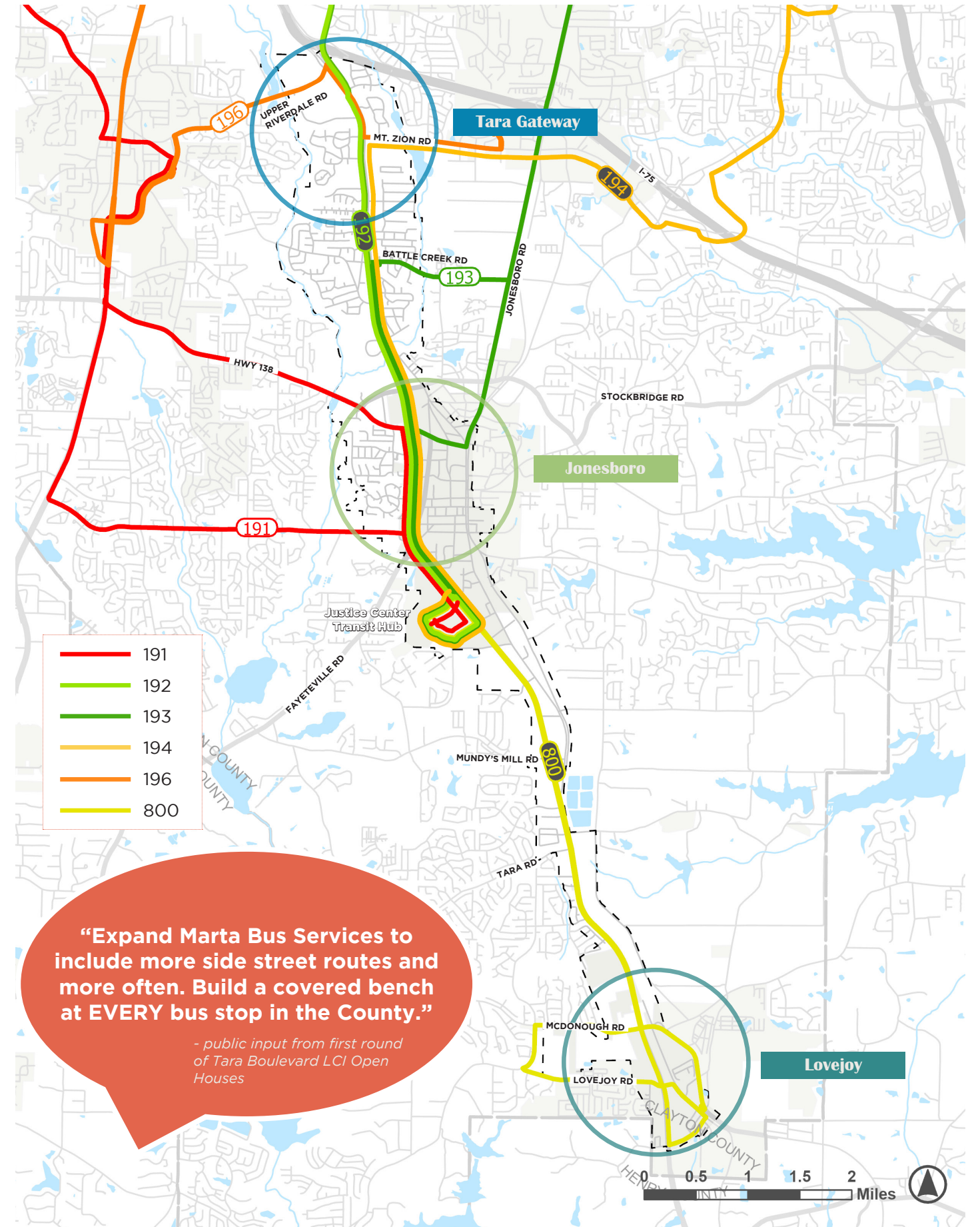
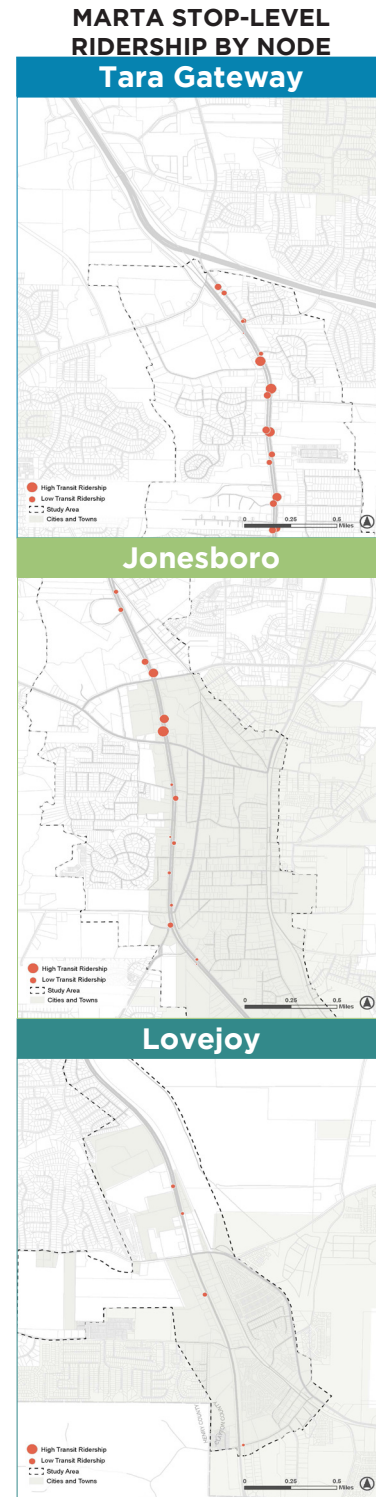
**Route 194:** Travels from Lakewood/Ft. McPherson Station to Southlake Mall. Does not directly intersect Tara Boulevard, but provides connecting service.

**Route 196:** Provides connection to Southlake Mall from College Park MARTA intersecting Tara Boulevard through the Tara Gateway node following roughly the same path as the planned Southlake RAPID route.

**Route 800:** Provides service along Tara Boulevard between Lovejoy and the Clayton Justice Center Hub.

The route along the corridor with the highest ridership is Route 196 (in the top ten highest performing routes in the MARTA service area) which provides service between Southlake Mall and College Park MARTA Station. Route 196 will soon be replaced by a higher capacity transit called Bus Rapid Transit (BRT). Because Route 196 only runs on Tara Boulevard through the Tara Gateway node, that node has the highest stop-level ridership along the corridor.

The Lovejoy node is served by only one route (Route 800) providing service between Lovejoy and the Clayton Justice Hub. The Lovejoy node has the lowest stop-level ridership along the corridor.



## Connect: Transportation and Mobility Conditions

### Transit: Planned MARTA Rapid

One major opportunity for the Tara Boulevard corridor is the future high-capacity transit investment that MARTA is making in Clayton County. This includes two Bus Rapid Transit (BRT) alignments which will provide fast, frequent transit service to Clayton County. These routes and how MARTA RAPID service works are detailed below.

#### Southlake RAPID

- Will provide service from Southlake Mall to College Park MARTA Station following roughly the same path as current Route 196
- 19 total stations, 15.5 mile alignment.
- 50% dedicated lanes (exact location TBD)
- 2 proposed stations in Tara Boulevard LCI study area: Upper Riverdale Rd at Ashwood Crossing Station and Mt. Zion at Tara Boulevard Station.

#### SR 54 RAPID

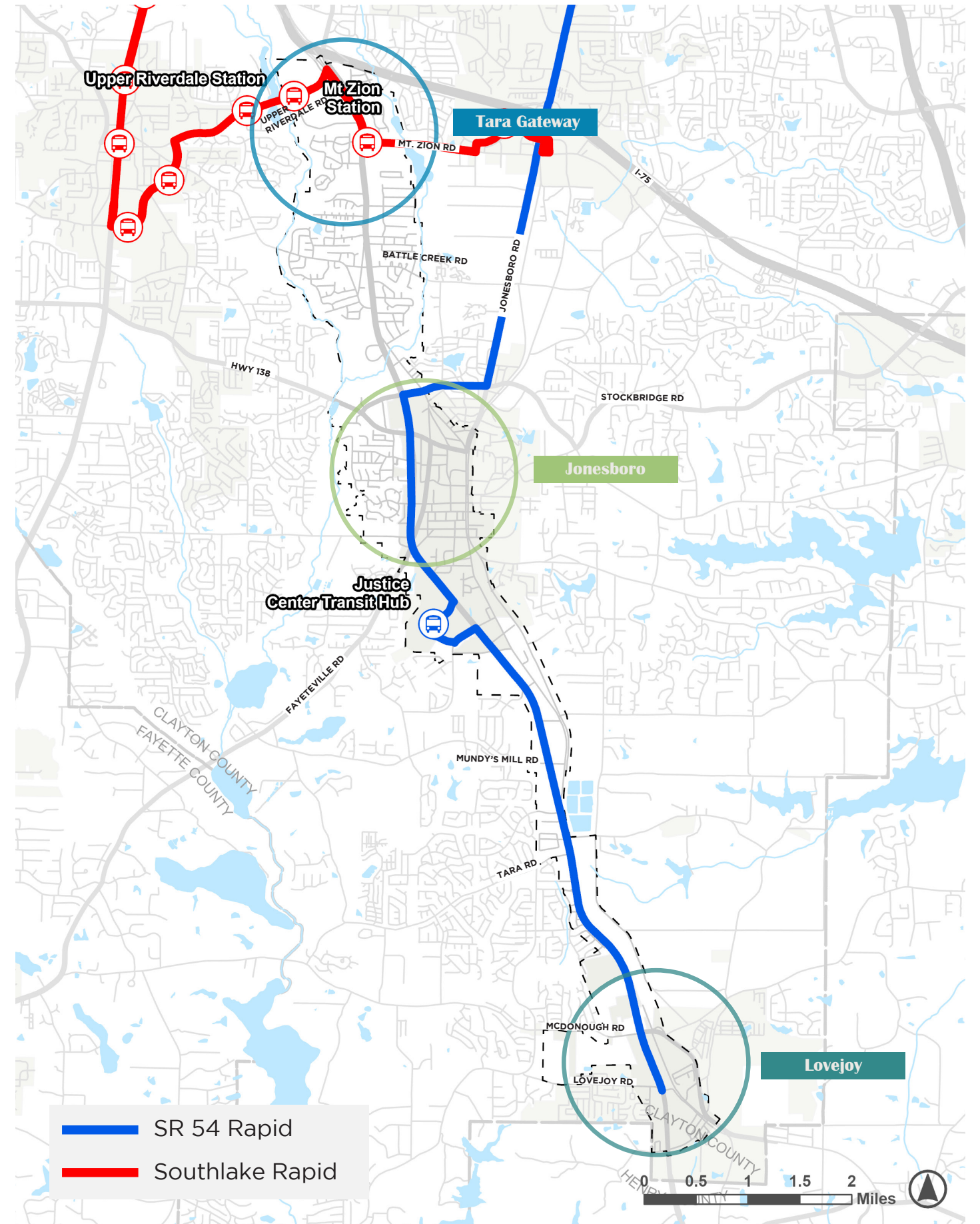
- Provides service from East Point MARTA Station along SR 54 to Lovejoy.
- Final alignment and station locations still under review, but major destinations and employment centers will be served such as Clayton State University.

MARTA RAPID is a high-quality transit system that delivers fast and efficient service with the following characteristics:

- 10 to 15-Minute Peak Frequencies
- Dedicated Operating Lanes
- Transit Signal Priority
- Unique Transit Line and Vehicle Branding
- Station Amenities



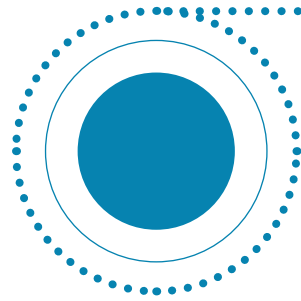
Draft MARTA RAPID concepts. Appearance subject to change.



# Connect: Transportation and Mobility Opportunities

## Nodes: Challenges and Opportunities

### Tara Gateway Node



The Tara Gateway node has some of the highest safety and connectivity needs on-average across the corridor. Addressing needs in this Gateway Node can help set the stage for what the future of the entire Tara Corridor could look like. **The primary challenges to address in this node are access management, overwhelming and confusing roadway geometry, lack of pedestrian infrastructure, and safety.**

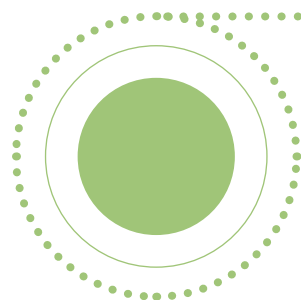
### Challenges

- Highest congestion rates along corridor
- Up to 6-8 lanes across
- Average driveway spacing of ~115 ft
- Lack of consistent sidewalk infrastructure along Tara Boulevard and cross streets and lack of trail/path connections to adjacent facilities
- Highest crash rates along entire corridor + inadequate lighting conditions
- Highest density of ARC high risk pedestrian segments along corridor

### Opportunities

- **Future BRT Service:** Opportunity to capture already high ridership numbers and redevelop future station areas
- **Make Connections:** direct transit riders and pedestrians to adjacent multi-use path facilities via planned and new pedestrian crossing facilities
- **Get Creative:** Use new County Transit Oriented Development zones to spark unique solutions to inter-parcel connectivity and pedestrian safety on Tara Boulevard

### Jonesboro Node

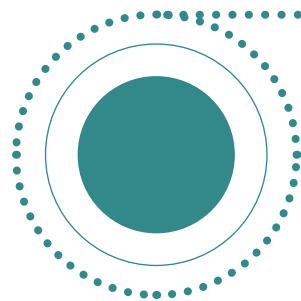


This node lacks safe connections to downtown Jonesboro. With a high overall crash rate and high number of bike/pedestrian and fatal crashes, the Jonesboro Node is second only to the Tara Gateway node in safety and is lacking in trail/path connections. **Basic improvements for increased pedestrian safety on Tara Boulevard and potential path connections to Downtown Jonesboro from Tara Boulevard are needed.**

- 6 lanes across in entire node
- Average driveway spacing of ~200 ft
- Lack of safe, pedestrian-friendly connections from Tara Boulevard to downtown Jonesboro/Lee St. Park
- Second highest crash rates along entire corridor

- **Build on Existing Strengths:** Improve pedestrian connectivity from BRT on Tara Boulevard to downtown Jonesboro/Lee St. Park; improve pedestrian and transit experience accessing the Clayton Justice Center Hub
- **Take Advantage of BRT Station Areas:** Bring the life and culture of downtown Jonesboro to Tara Boulevard to help entice Tara Boulevard users (cars and pedestrians alike)

### Lovejoy Node



The primary need in Lovejoy is added connectivity. The roadway network is less dense than the rest of the corridor and the railroad creates an obstacle for accessing downtown Lovejoy from Tara Boulevard. **As Lovejoy continues to grow, providing additional avenues for drivers, pedestrians, and future transit vehicles to access Lovejoy from Tara Boulevard will be key.**

- 5 lanes across in entire node
- Existing roadway network and railroad do not support level of traffic generated by recent large residential developments
- Lack of east/west sidewalk connectivity to downtown Lovejoy (crossing railroad)
- Highest density of ARC high risk intersections along corridor
- Currently only served by one MARTA local bus route

- **Build on Existing Strengths:** Improve pedestrian connectivity from BRT on Tara Boulevard to downtown Jonesboro/Lee St. Park; improve pedestrian and transit experience accessing the Clayton Justice Center Hub
- **Take Advantage of Planned BRT Station Areas:** Bring the life and culture of downtown Jonesboro to Tara Boulevard to help entice Tara Boulevard users (cars and pedestrians alike)

### Bonanza Area

While not an identified node, the Bonanza area (just north of the Lovejoy node) consistently rated high in the categories of crash rates, poor access management, inadequate lighting and others. **The Bonanza area's needs should be prioritized at the same level as the other three nodes from a transportation perspective.**

- Second highest congestion rate along entire corridor
- Little to no existing pedestrian infrastructure and inadequate lighting conditions
- Third highest number of bike/pedestrian and fatal crashes along corridor
- Highest number of ARC high risk intersections outside of Lovejoy node

- **Focus on the Basics:** Foundational elements such as sidewalks and improved lighting will go a long way in this area
- **Take Advantage of Planned BRT:** Planned BRT station areas present the opportunity for placemaking to help establish a unique character for this area
- **Connect to Nature:** Focus on pedestrian connections to adjacent Newman Wetlands Center

## Connect: Transportation and Mobility Opportunities

### In-Between Nodes: Bonanza Segment



#### Bonanza Segment

Throughout the transportation and mobility assessment, a segment between Mundy's Mill Road and Tara Road (at Tara Rd and Tara Boulevard just north of the Lovejoy Node), referred to as the Bonanza Segment, was identified. **This segment consistently rated high in the categories of crash rates, poor access management, inadequate lighting and others.** From a transportation improvement perspective, the Bonanza Segment should be prioritized at the same level as the nodes.



Recent Improvements on Bonanza Segment



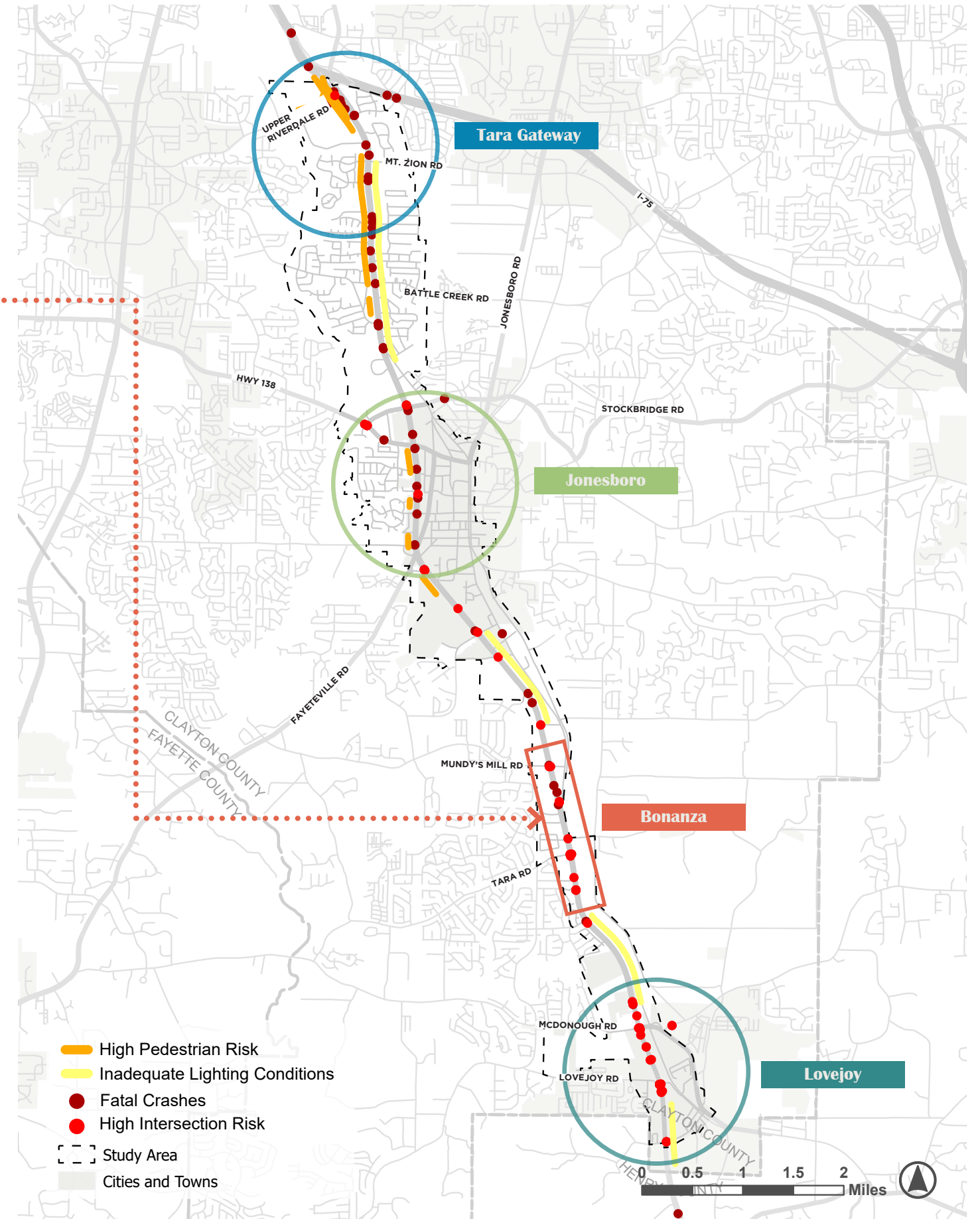
Tara Boulevard and Tara Rd Intersection at Kroger

#### Challenges

- **Second highest congestion rate** along entire corridor
- **Little to no existing pedestrian infrastructure** and inadequate lighting conditions
- **Third highest number of bike/pedestrian and fatal crashes** along corridor
- **Highest number of ARC high risk intersections outside of Lovejoy node**
- **No transit access** (though Route 800 passes through)

#### Opportunities

- **Focus on the Basics:** Foundational elements such as sidewalks and improved lighting will go a long way in this node
- **Take Advantage of Planned BRT:** Currently no transit access in this node and planned BRT station areas present the opportunity for placemaking and to establish a unique character for this area
- **Connect to Nature:** Focus on pedestrian connections to adjacent Newman Wetlands Center





## Connect: Transportation and Mobility Opportunities

# Corridor Strategy: A Safe and Connected Tara

### 4 Big Ideas for the Tara Boulevard Corridor

Safety and lack of connectivity/mobility along Tara Boulevard were the top concerns from the community throughout this process. This was confirmed by our analysis. Being that this is the primary option for traveling north/south in the County, this is a major challenge.

The following “Big Ideas” (along with supporting projects and strategies) provide increased options for both north/south and east/west mobility in the study area.



#### GREEN NETWORK

Create intentional pedestrian improvements between existing and planned trails, like the Flint River Trail, and existing and planned greenspaces, like the Newman Wetland Center, to build-out a **pedestrian-oriented network of connected greenspaces**.



#### PEDESTRIAN PRIORITY AREAS

Designate specific “zones” where pedestrians take the center stage and **pedestrian-level design is prioritized** through tactics such as infill of existing sidewalk network, pedestrian crossing improvements, median refuge islands, and signage/wayfinding.



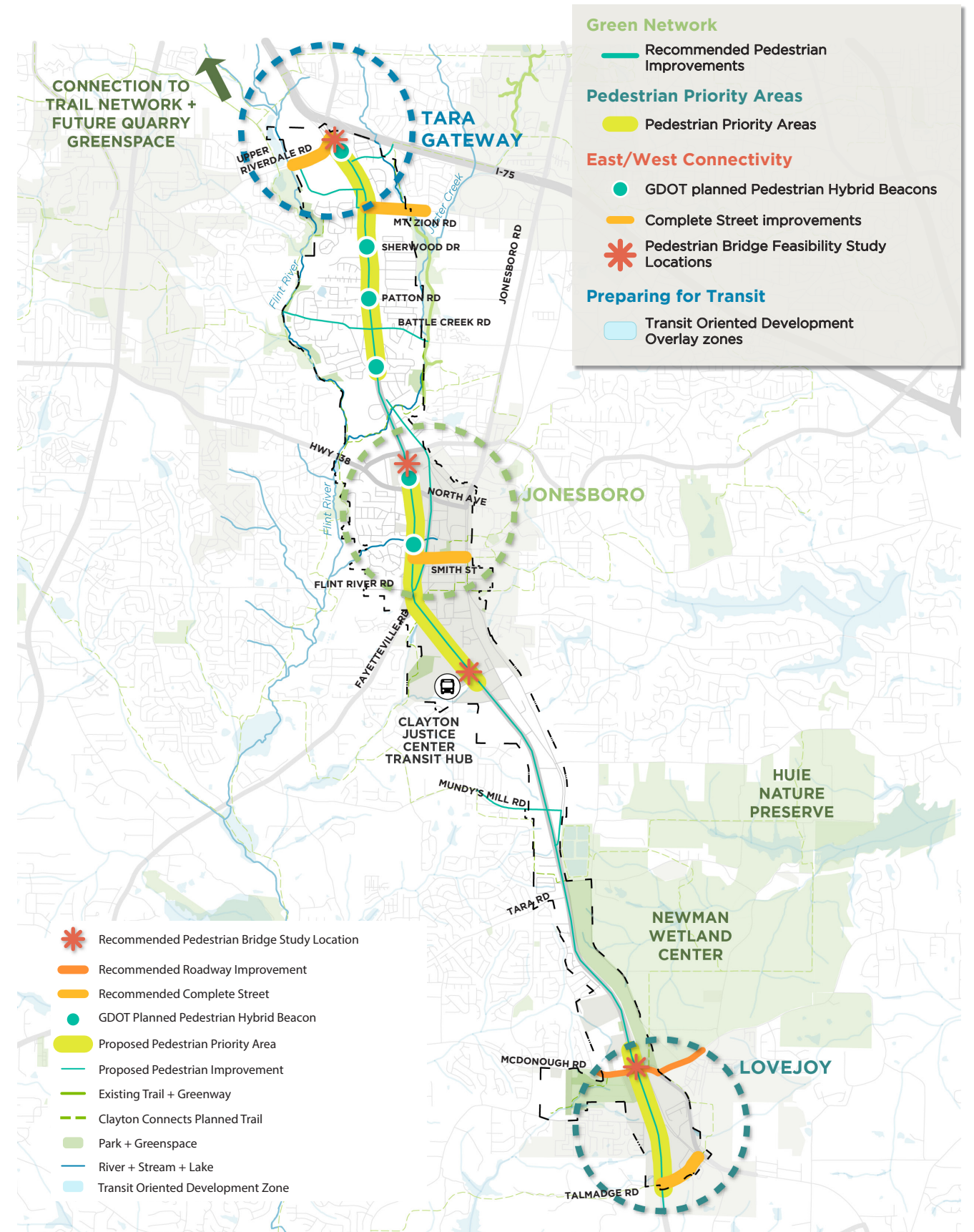
#### EAST/WEST CONNECTIVITY

Make crossing Tara Boulevard, whether on foot, in a vehicle, or on transit, a safer and more comfortable experience by providing an **increased menu of options for east/west crossing opportunities**.



#### PREPARING FOR TRANSIT

Prepare for planned Bus Rapid Transit (BRT) by coordinating closely with MARTA on final alignments and station locations and adopting **Transit Oriented Development Overlay zones** to promote transit-supportive densities around planned transit stations.



### Connect: Transportation and Mobility Opportunities

## Corridor Strategy: A Safe and Connected Tara



### GREEN NETWORK

A series of pedestrian improvements are recommended along the corridor which together make-up an enhanced “green network” of sidewalks, trails, paths, and parks/greenspace access. These improvements include sidewalk additions/updates, trail connections, and coordination on safer pedestrian crossings over Tara Boulevard.

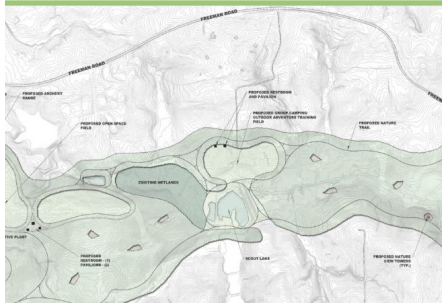
#### CONNECTION TO FLINT RIVER TRAIL



The Flint River Trail is a regional project that would follow the Flint River starting near the Hartsfield-Jackson Atlanta International Airport (HJAIA) and flows south, parallel to Tara Boulevard. In March 2024, ARC and Finding the Flint were successful in winning a total of \$64.9 million in federal grants to fund segments of this planned trail.

Building on this momentum, it is recommended to locate key connection points where pedestrian spurs from Tara Boulevard could provide access to this planned network. One prime location for future connection is where the Flint River crosses Upper Riverdale Rd just southwest of this projects Tara Crossings Catalyst Site. This would provide a regional trail connection between Tara Boulevard and destinations such as HJAIA, MARTA Heavy Rail, and a future Quarry Park/Greenspace.

#### CONNECTION TO NEWMAN WETLAND CENTER/HUIE NATURE PRESERVE

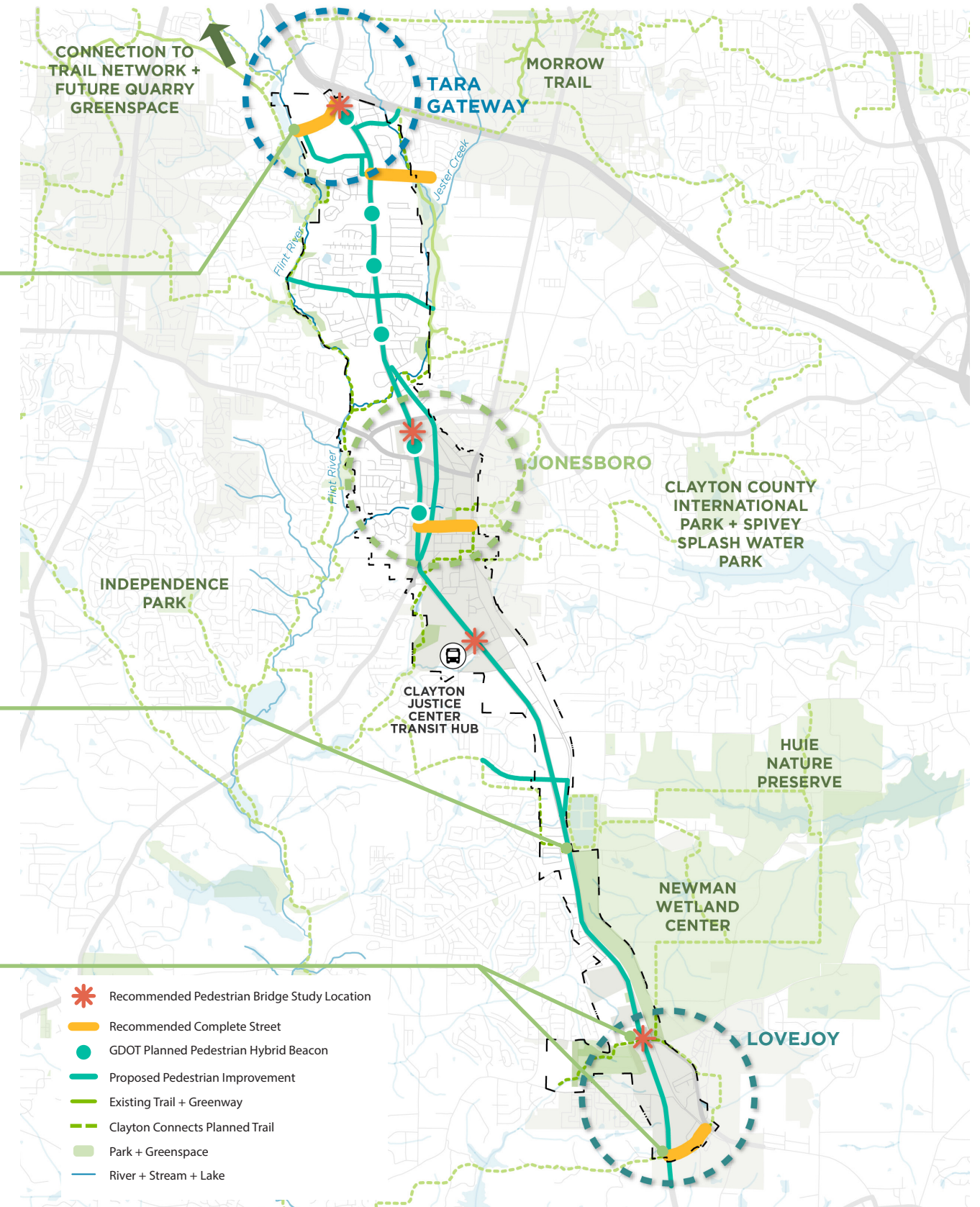


Another major planned greenspace along the corridor is the Huie Nature Preserve adjacent to the existing Newman Wetland Center. Owned by the Clayton County Water Authority (CCWA), the goal is for the site to serve as a recreational and educational amenity for the Clayton County Community. The LCI Study recommends increased options for pedestrian connections to this planned community asset.

#### CLAYTON CONNECTS - PLANNED TRAIL CONNECTIONS



Clayton Connects was completed in 2015 and identified over 100 miles of trails across the county. However, most of those trails, specifically along Tara Boulevard, remain unbuilt. It is recommended to prioritize the implementation of these previously planned trails and several key connecting points have been identified. One location is the planned trails at McDonough and Talmadge Roads in Lovejoy. Implementation of these trails and safe crossing of Tara Boulevard would provide Lovejoy with direct pedestrian access to the planned Flint River Trail system.



## Connect: Transportation and Mobility

# Corridor Strategy: A Safe and Connected Tara



### PEDESTRIAN PRIORITY AREAS

The recommended Pedestrian Priority Areas (PPAs) are special “zones” along the Tara Boulevard corridor where pedestrians would take the center stage. When possible, these areas should be designed to make walking safer, more enjoyable, and more convenient for pedestrians of all ages and abilities. These areas should not only help pedestrians travel safely and comfortably along Tara Boulevard, but also orient them to surrounding amenities and destinations off the corridor through the following elements.



#### PRIORITIZE INFILL SIDEWALK NETWORK COVERAGE

Ensure a safe and comprehensive network of sidewalks and connect key destinations, activity centers, and trails along the corridor. Clayton County is already acting on corridor-wide pedestrian improvements, but higher prioritization should be considered for facilities within the nodes and PPAs.



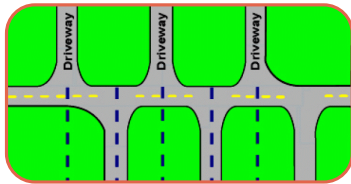
#### LEADING PEDESTRIAN INTERVALS (LPIs)

LPIs allow pedestrians a head start at signalized intersections giving them a few seconds to begin crossing before vehicles get the green light. On a corridor like Tara Boulevard, sometimes up to 8-lanes wide, LPIs can make a huge difference in pedestrian safety. A series of high, med, and low-priority LPIs are recommended throughout the Tara Boulevard corridor and are highest priority within the PPAs.



#### MEDIAN PEDESTRIAN REFUGE ISLANDS

Tara Boulevard’s width and high speeds make the corridor a prime candidate for pedestrian refuge islands, which are raised areas in the middle of a roadway that provide a safe, designated place for pedestrians to pause while crossing. Coordinate with GDOT on ongoing/planned projects is key to ensure median pedestrian refuge islands are included in the design of updated intersections in the PPAs.



#### DRIVEWAY SPACING

The majority of driveways in the Tara Gateway + Jonesboro Nodes do not meet the minimum recommended spacing for the corridor (~300 ft). Optimize driveway spacing to limit the number of interactions between pedestrians and cars providing a seamless, walkable experience.



#### PEDESTRIAN-LEVEL LIGHTING

Throughout the Tara Boulevard LCI engagement process, safety, and specifically lighting, was often mentioned as an area of concern. Within the PPAs especially, whenever pedestrian facility improvements are taking place, consideration should be given to updating or adding pedestrian-level lighting to enhance visibility during nighttime or low-light conditions.



#### WAYFINDING & SIGNAGE

Wayfinding and signage help pedestrians navigate an area safely and effectively. This is a key aspect of a safe and comfortable pedestrian experience that Tara Boulevard is currently lacking and that could help orient pedestrians to destinations and parallel pedestrian facilities just off the corridor. A focus on a corridor-wide brand that could apply to wayfinding and signage, especially within the PPAs, is recommended as part of this study.

### TARA Boulevard + MT ZION RD DRIVEWAY SPACING

In this area, driveway spacing is roughly every 115 ft. apart, but a safer goal is every 300 ft. In the area shown here, there are at least 7 different driveway access points, many accessing the same developments. Working with existing and future developers to consolidate driveways providing access to the same development should be a priority in the Pedestrian Priority Areas.



### TARA Boulevard + NORTH AVE PEDESTRIAN FACILITIES

Within the Jonesboro Pedestrian Priority Area, there are a number of sidewalk gaps, such as the one identified here just north of the intersection with North Ave. Gaps like this will be addressed along the Tara Boulevard corridor by the Clayton County planned pedestrian facilities infill project. If possible, areas within these designated Pedestrian Priority Areas should be prioritized along the corridor.



### TARA Boulevard + MCDONOUGH RD PEDESTRIAN REFUGE ISLAND OPPORTUNITY

As the City of Lovejoy, Clayton County, Henry County, and GDOT move forward on coordination for the widening of McDonough Rd, there is an opportunity to make minor improvements that prioritize safety for pedestrians crossing Tara Boulevard. One such improvement is extending the median island to create a dedicated pedestrian refuge island, effectively cutting the distance pedestrians have to cross in half.



# Connect: Transportation and Mobility Corridor Strategy: A Safe and Connected Tara



## IMPROVED EAST/WEST CONNECTIVITY

To help enhance overall mobility along the corridor and provide a more connected multi-modal network, a system of east/west connectivity improvements is recommended with the goal of improving both safety and comfort of the east/west crossing experience over Tara Boulevard from both the vehicular and pedestrian point of view.

### COMPLETE STREETS (See Pages 76-77)



Complete Streets are recommended at four cross-streets along the corridor to prepare for planned transit improvements and provide enhanced access to destinations just off Tara Boulevard, such as Southern Regional Medical Center, Southlake Mall, Downtown Jonesboro, and Downtown Lovejoy. These projects will include different Complete Street elements as detailed on pages 76-77.

### GDOT PEDESTRIAN HYBRID BEACONS (PHBs)



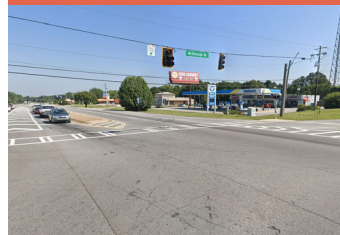
GDOT has a series of PHBs programmed for five locations along the Tara Boulevard corridor. These mid-block crossing improvements will allow safer east/west connectivity for pedestrians along Tara Boulevard. One key planned PHB location is at the Kroger on Tara Boulevard just north of North Ave, which will improve grocery access for residential uses on the east side of Tara Boulevard.

### PEDESTRIAN BRIDGE LOCATION FEASIBILITY STUDY

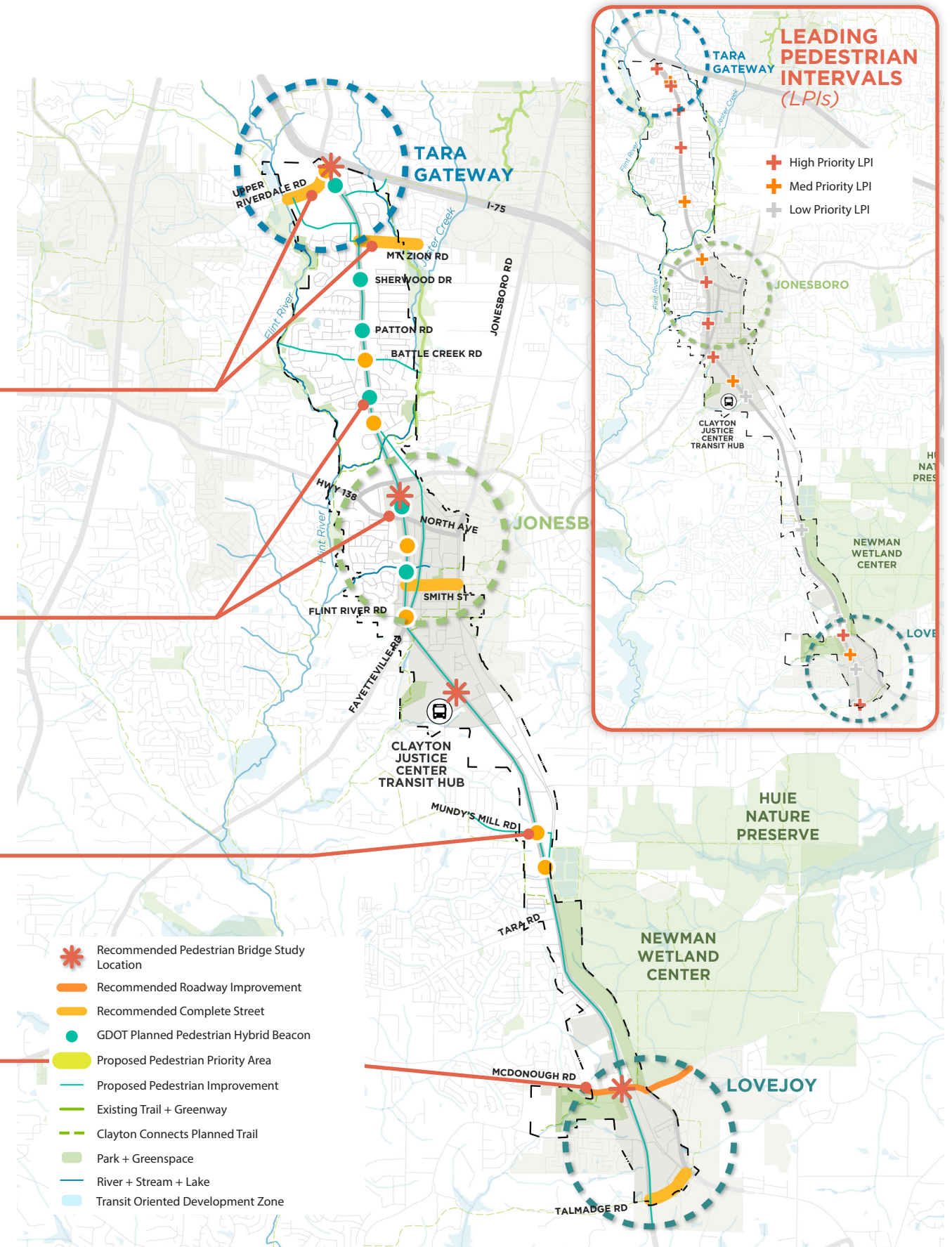


At least four identified locations should be considered in a Pedestrian Bridge feasibility study to determine the cost and benefit of a potential pedestrian bridge at each location. A pedestrian bridge could provide not only a safety solution for pedestrians, but an economic development opportunity for the county by creating a gateway to the corridor.

### MCDONOUGH RD ROADWAY IMPROVEMENT



Safe east/west vehicular movement is also important as Tara Boulevard is a major through-corridor for the region. A coordinated roadway improvement between Clayton County, Henry County, Lovejoy, and GDOT is recommended for McDonough Rd. This is a key east/west connection in the region and should be evaluated for potential widening, intersection, and operational improvements.



## Connect: Transportation and Mobility

# Corridor Strategy: A Safe and Connected Tara

### COMPLETE STREETS APPROACH

ARC defines Complete Streets as “multi-modal roadways designed and operated to provide safe and comfortable access for all roadway users regardless of their age, ability, or choice of transportation mode.”

Not all Complete Streets look alike or are made up of the same elements, but they all aim to achieve the same goals: reduce transportation risk, increase active

transportation, and enable communities and regions to thrive.

Complete Streets can be made up of 1-2 or multiple different elements from a menu of options to help create a street that is more “complete” in its utility for all roadway users. A menu of potential Complete Street elements is shown on Page X alongside the proposed application of Complete Street elements on Upper Riverdale Rd, Mt Zion Rd, Smith St, and Talmadge Rd.

### COMPLETE STREET ELEMENTS

SAFE PEDESTRIAN CROSSINGS



DEDICATED BUS LANES



INVITING STREETSCAPES



TRAFFIC CALMING ELEMENTS



ACCESSIBLE TRANSIT STOPS



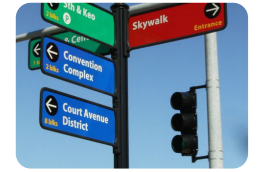
WIDER SIDEWALKS, MULTI-USE PATHS + TRAIL CONNECTIONS



PROTECTED BIKE LANES



CLEAR WAYFINDING + SIGNAGE



Today

Potential Complete Street Enhancements

#### Upper Riverdale Road



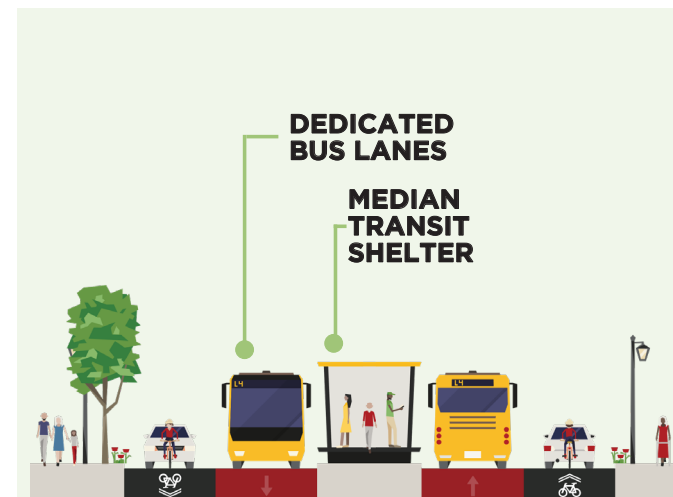
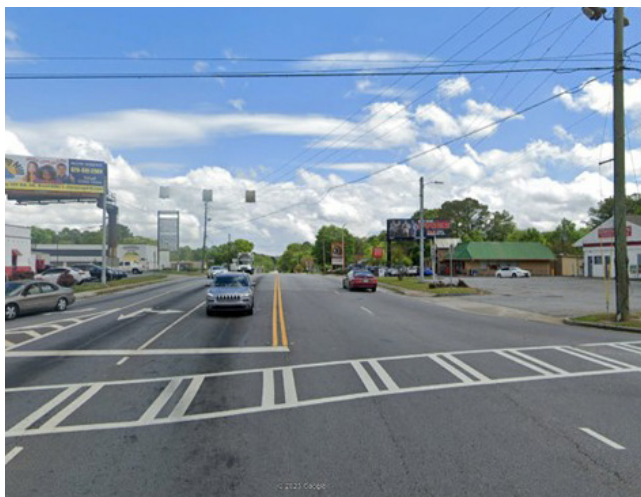
Today

Potential Complete Street Enhancements

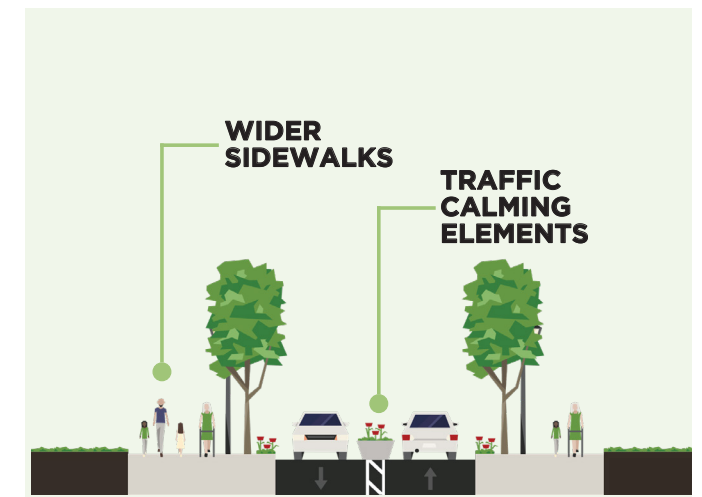
#### Smith Street



#### Mt. Zion Road



#### Talmadge Road



## Connect: Transportation and Mobility

# Corridor Strategy: A Safe and Connected Tara



### SETTING THE STAGE FOR TRANSIT: LAND USE + ZONING

In 2014, Clayton County voters approved a transit referendum to fund the expansion of transit in the county. As part of the Authority’s commitment to Clayton County, MARTA is advancing a number of major transit initiatives, including several transit hubs, a new bus operations facility, two high-capacity transit (HCT) lines, and a transit-supportive land use study that will guide local jurisdictions on how to encourage TOD along the major transit corridors. Together, these improvements are designed to transform the county’s transit landscape, changing the way the residents and visitors use public transportation in Clayton County.

MARTA RAPID is a high-quality transit system that delivers fast and efficient service with the following characteristics:

- 10 to 15-Minute Peak Frequencies
- Dedicated Operating Lanes
- Transit Signal Priority
- Unique Transit Line and Vehicle Branding
- Station Amenities



Draft MARTA RAPID concepts. Appearance subject to change.

The two HCT lines are MARTA’s BRT lines, Rapid Southlake and Rapid SR 54, which both intersect the Tara Boulevard corridor. For HCT like BRT to be successful, there is more to consider than just transit service and design features. Transit and land use go hand in hand and transit is significantly more impactful when complemented by transit-supportive land uses and policies. For the Tara Boulevard corridor, this means working across jurisdictions alongside MARTA to be involved in station location planning and to ensure land uses are in place to support future BRT.

This approach has already been successful in Clayton County through the following:

- MARTA’s Transit-Supportive Land Use (TSLU) Study to encourage adoption of Comprehensive Plan amendments and Transit-Oriented Development (TOD) zones that encourage higher densities and development intensities along proposed BRT lines
- Clayton County’s adoption of four MARTA-recommended TOD overlay zones that overlap both Rapid Southlake and Rapid SR 54 alignments
- Receipt of an FTA grant to examine opportunities for TOD at 12 stations along the Rapid Southlake BRT

## MARTA Transit Oriented Development Zones

MARTA’s TSLU Study recommended TOD overlay zones in three key areas along Tara Boulevard that overlap with the LCI Study-identified Nodes. These zones are meant to encourage more transit-supportive development to support the MARTA Rapid Clayton projects. At their core, the TOD zones are meant to encourage the “Big 5” of transit-supportive land use (highlighted below).

The Tara TOD zone in the Tara Gateway Node, has already been adopted as part of Clayton County’s zoning code. However, the recommended Jonesboro and Lovejoy TOD Overlay zones are currently being re-evaluated as part of the SR 54 Study, and local jurisdictions should coordinate with MARTA on adopting these TOD overlay zones in advance of the MARTA Rapid SR 54 project.



**Density + Intensity**  
A critical mass of riders and demand (job and employment density) is needed to support transit



**Mix of Uses**  
A vibrant mix of land uses serving residents, businesses, and commuters can generate transit trips and activity all day long



**Walkability**  
Transit must be supported by a safe, well-connected pedestrian network



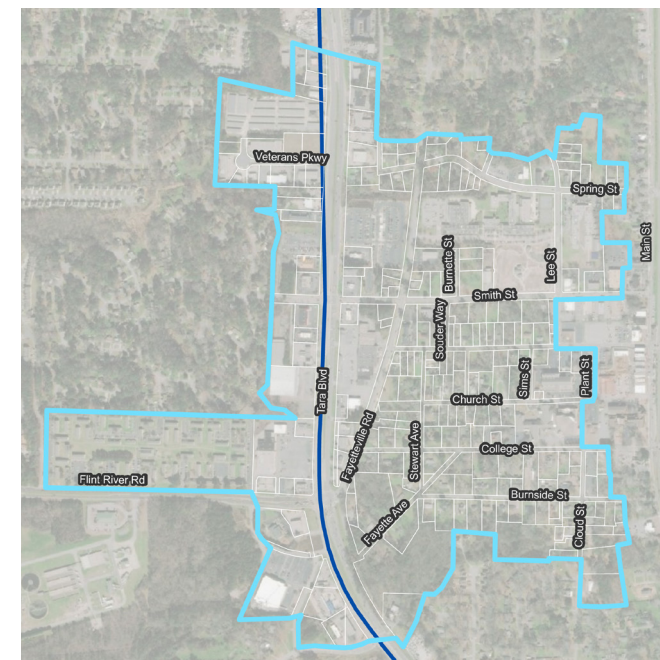
**People-Friendly Design**  
Creating spaces where people want to stay and spend time creating activity throughout the day and night



**Managed Parking**  
Minimize the use of surface parking lots, relocating parking to the rear of buildings, on-street, shared/joint lots, and “hidden” structured parking

### Jonesboro TOD Overlay Zone

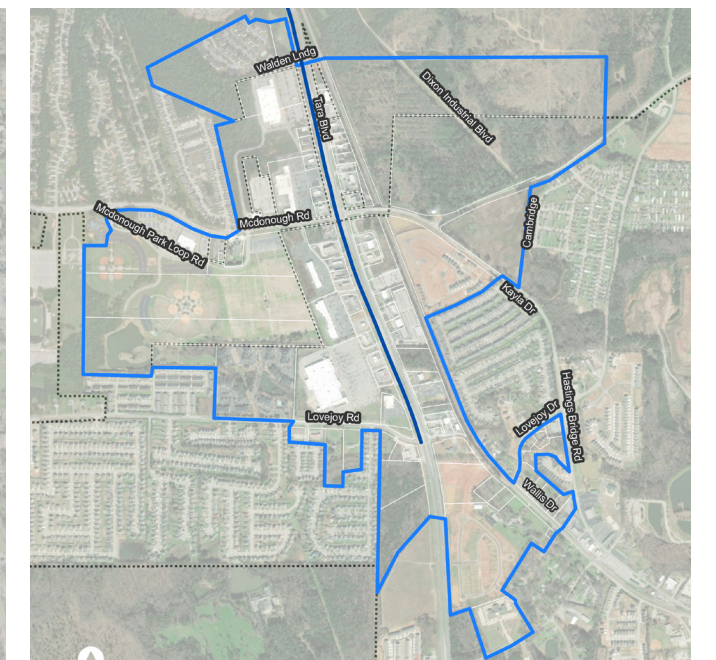
The recommended Jonesboro TOD zone covers both Historic Downtown Jonesboro and a portion of Tara Boulevard. The Study provided guidance on establishing a new TOD District with the below boundaries, rezoning specific parcels, coordinating with GDOT on Tara Boulevard’s “look, feel, and functionality,” and additional direction on future station area planning.



[https://connectclayton.com/wp-content/uploads/Jonesboro\\_Implementation-Packet\\_FINAL\\_reduced.pdf](https://connectclayton.com/wp-content/uploads/Jonesboro_Implementation-Packet_FINAL_reduced.pdf)

### Lovejoy TOD Overlay Zone

The TSLU Study also recommended adoption of the Lovejoy TOD zone primarily centered around Tara Boulevard, but also stretching into Downtown Lovejoy. The Study provided clear direction on adopting a new base TOD zone, coordinating with GDOT on Tara Boulevard’s “look, feel, and functionality,” and guidance for future station area planning.



[https://connectclayton.com/wp-content/uploads/Lovejoy\\_Implementation-Packet\\_FINAL\\_reduced.pdf](https://connectclayton.com/wp-content/uploads/Lovejoy_Implementation-Packet_FINAL_reduced.pdf)

## Connect: Transportation and Mobility

# Corridor Strategy: A Safe and Connected Tara



### SETTING THE STAGE FOR TRANSIT: STATION AREA PLANNING

Another major impact local jurisdictions can have on planned transit is to be vocal during the alignment and station location planning process. Clayton County, Jonesboro, and Lovejoy should consider forming a MARTA BRT Working Group with local planning, zoning, economic development, and transportation staff represented to be the champions for coordinating with MARTA on this effort. The group should consider the following key elements for prime station locations to be included in the Locally Preferred Alternative to be adopted by MARTA's Board.

#### EXISTING DESTINATIONS + PREVIOUSLY PLANNED CROSSING IMPROVEMENTS



A major driver of transit ridership is access to basic services, such as grocery stores or medical centers. Along Tara Boulevard, there are already planned mid-block crossing improvements (by GDOT) at existing destinations, including the Kroger at Crossroads South Shopping Center in Jonesboro. These locations are already primed for high-capacity transit stations.

#### EXISTING FACILITIES + HIGH RIDERSHIP



There are several existing transit facilities and high-ridership local bus stops on Tara Boulevard that are “no-brainers” for BRT station locations. Existing high-ridership stops are primarily located in the Tara Gateway Node at Tara Boulevard and Mt Zion Rd. Additionally, Jonesboro Park and Ride and the Clayton Justice Center Transit Hub are already set up to support a large number of BRT riders.

#### EXISTING + FUTURE TRAIL CONNECTIONS

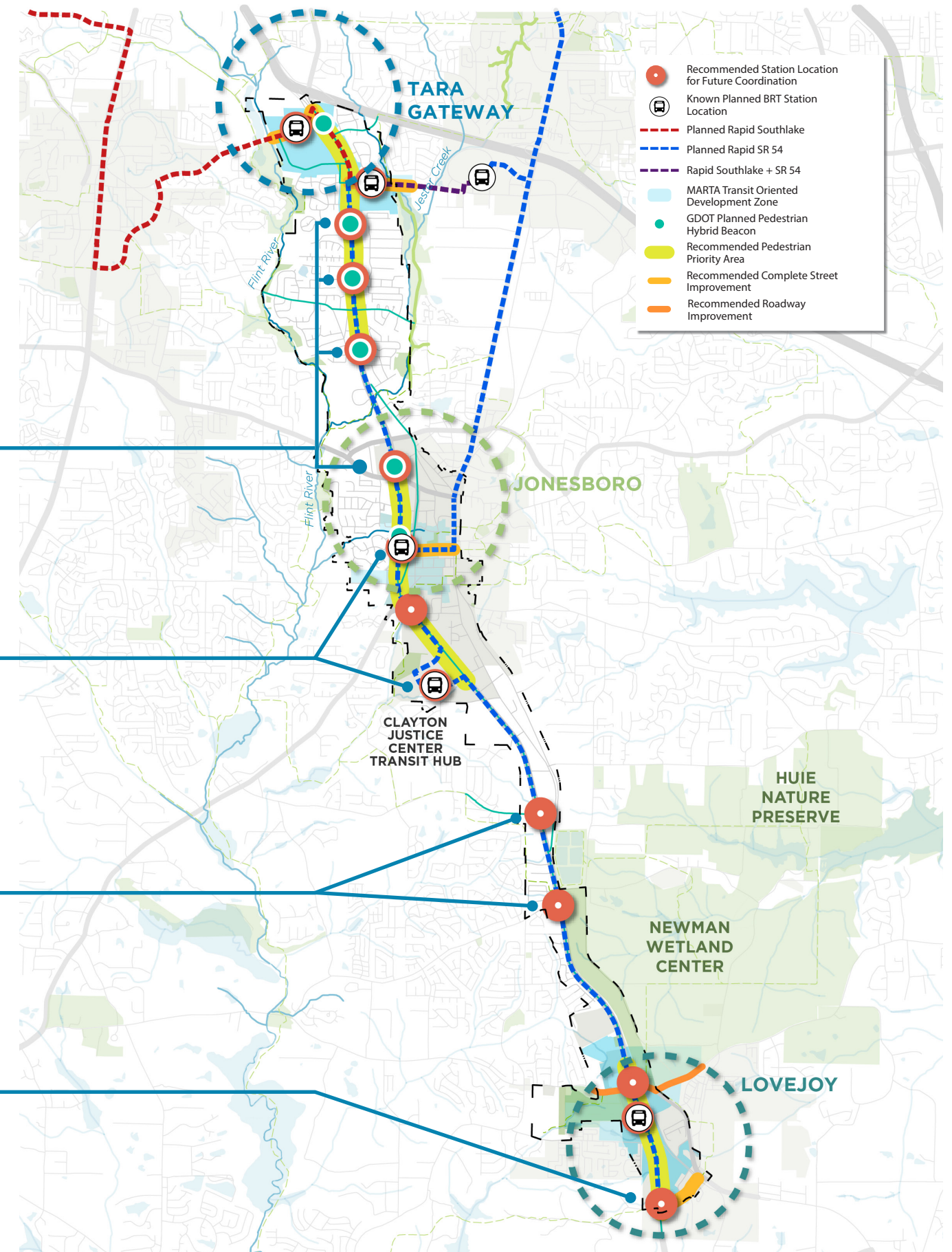


Ample opportunities for multi-modal connections are key when considering transit station locations. This includes targeting areas where planned/programmed trail and multi-use path facilities are already set to cross over or run parallel to Tara Boulevard. These locations might include the planned Flint River Trail or Newman Wetland Center trails and/or the existing Jesters Creek Trail.

#### PLANNED DEVELOPMENTS



Developments that are transit-supportive in nature with high employment or a mix of uses, are an easy way to connect transit to higher densities. Near Talmadge Rd and Tara Boulevard, there is a planned mixed-use development just outside Clayton County that has the potential to be within walking distance of a planned BRT station if the Rapid SR 54 alignment extends to Talmadge Rd.



# 03 Activate: Placemaking, Open Space and Nature Conditions

A transit trip is door-to-door, not stop-to-stop. Fully connected and comfortably designed pedestrian networks are an indispensable precursor to great transit systems and to the urban activity levels that transit is designed to support. The directness and clarity of the pedestrian network in the transit walkshed has immediate relevance to the safety of transit passengers, and must be prioritized in ridership-oriented transit street design and planning. Good sidewalks save money, since disconnected walking networks can prevent efficient transit routing patterns or add to demand for expensive paratransit trips.

## Pedestrian Experience

Tara Boulevard is currently a corridor dominated by vehicles. Reaching up to eight lanes at one point, and it lacks pedestrian friendliness and safety. As illustrated by the following images, portions of the corridor lack basic elements of safe pedestrian streetscapes, including sidewalks, bus shelters, adequate shoulders across bridges, and proper lighting. On top of this is a lack of safe options for crossing the street. Crossings are infrequent, and getting across six to eight lanes of traffic creates a daunting challenge for many pedestrians, especially the disabled, elderly, and children. The size of the corridor also creates added burdens for north-south pedestrian connectivity, which is exacerbated by the lack of pedestrian infrastructure throughout the corridor.

Shaped by



Guided by



Lack of Sidewalk and Bus Stop Shelter



Lack of Sidewalk on Bridge Crossing



Lack of Sidewalks at Strip Mall Entrance



Pedestrian Crossing on a 6-Lane Road



Cars Parked on Sidewalk



Lack of Pedestrian Activity on Downtown Street



## Activate: Placemaking, Open Space and Nature Conditions

### Parks

Currently there are only three parks within the study area: Lee Street Park, in Jonesboro, Newman Wetlands Center, and Lovejoy Regional Park. Looking outside of the study area into the immediate vicinity, there are several more parks, serving all portions of the corridor. Planned parks include the Vulcan Materials Quarry Park, Clayton County International Park, Independence Park, and MC Curry Park South.



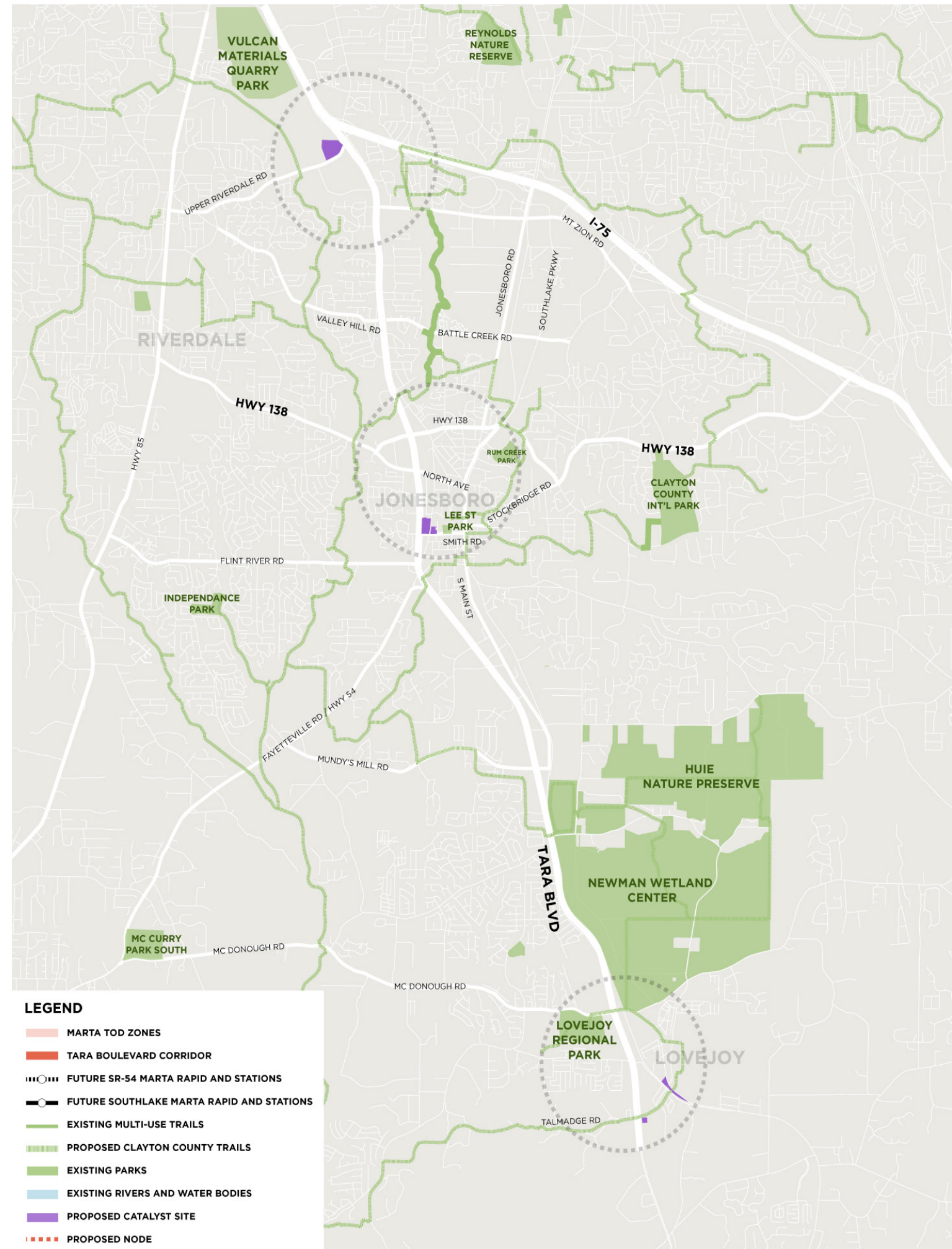
Play area in Lee Street Park, Jonesboro



Trail in Newman Wetlands Center



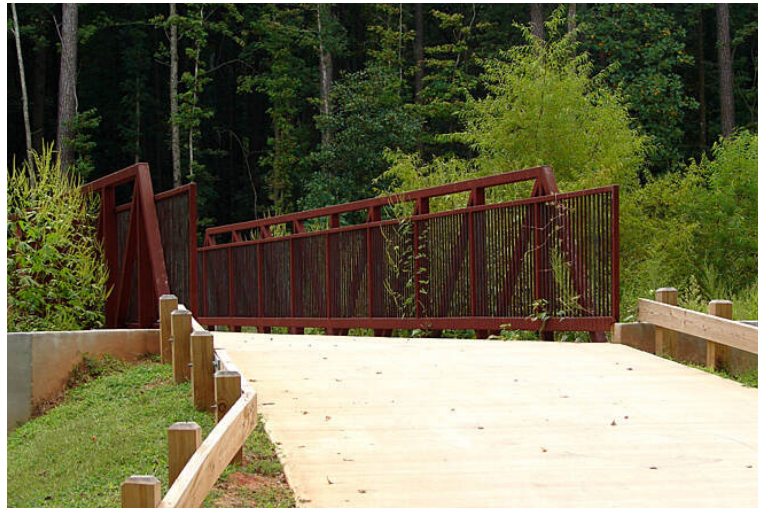
Lovejoy Regional Park, Lovejoy



## Activate: Placemaking, Open Space and Nature Conditions

### Trails

Tara Boulevard currently has two trails within the study area, the Jester Creek Trail and a segment of trail along Waverly Drive. However, Clayton County currently has plans to extend trail service in this area. An extensive network of trails is planned, including along the Flint River, Jester Creek, and Swamp Creek. Also included are planned trails along Mundy's Mill Road, connecting to Newman Wetlands Center, and along Talmadge Road, connecting downtown Lovejoy with Club Lake to the southwest.



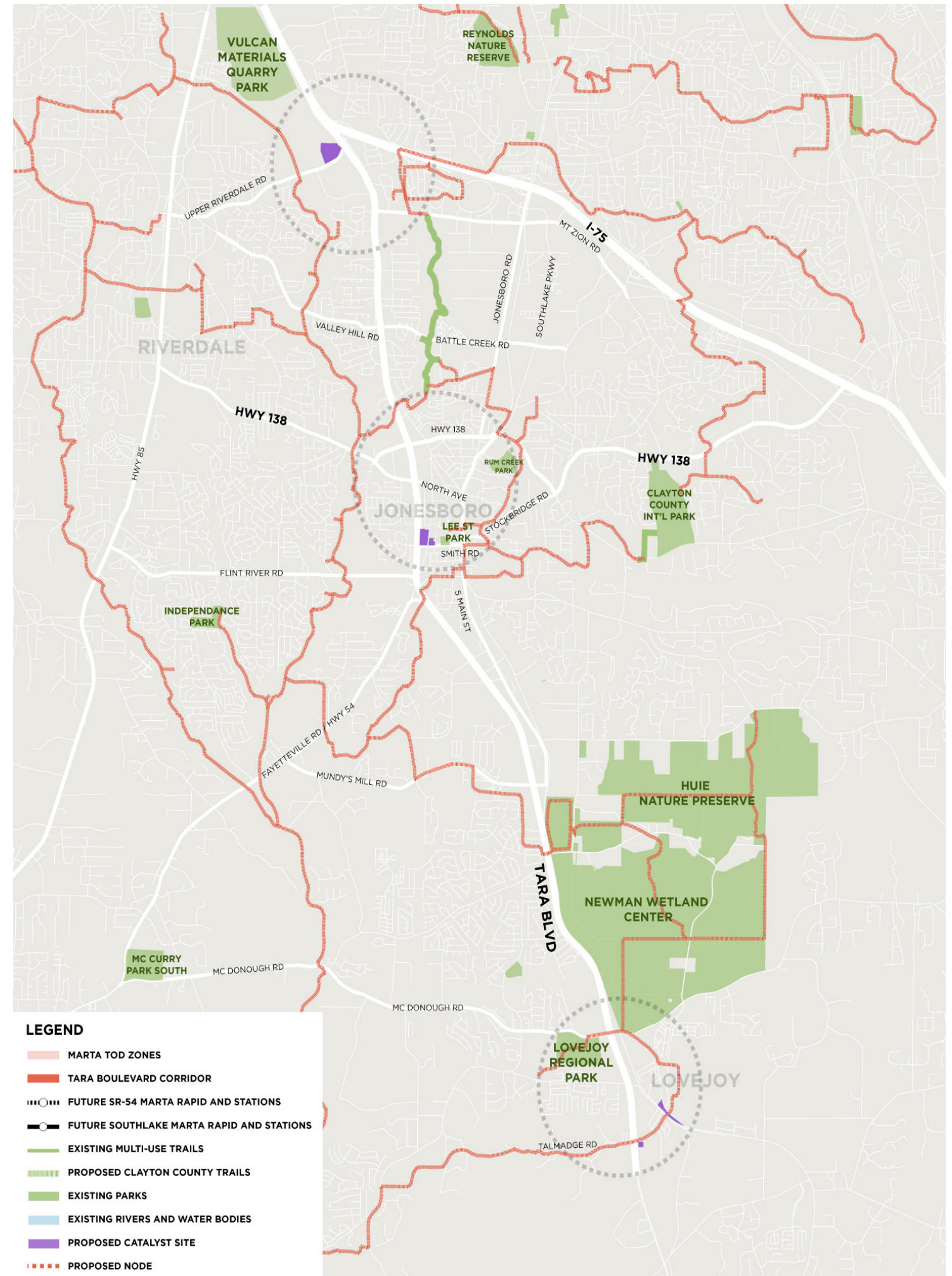
Pedestrian Bridge on Jester Creek Trail



Amenities along Waverly Drive



Trail along Waverly Drive



## Activate: Placemaking, Open Space and Nature Conditions

### Flint River

The Flint River runs parallel through most of the corridor, and even crosses under Tara Boulevard north of Jonesboro. It is an important piece of the open space network in the corridor, and work is being done to enhance its capabilities as an interactive river, including planned trails along the river. Another important recreational and natural resource is the Newman Wetlands Center and the Huie Nature Preserve. Connected to each other on the east side of Tara Boulevard north of Lovejoy, the Wetlands Center and Nature Preserve are passive parks that serve the corridor. Most people don't know about the Flint River because it is so inaccessible but it intersects with Tara Boulevard along 4 strategic locations.

#### Flint River Connection #1

Tara Gateway- Along Upper Riverdale Road

#### Flint River Connection #2

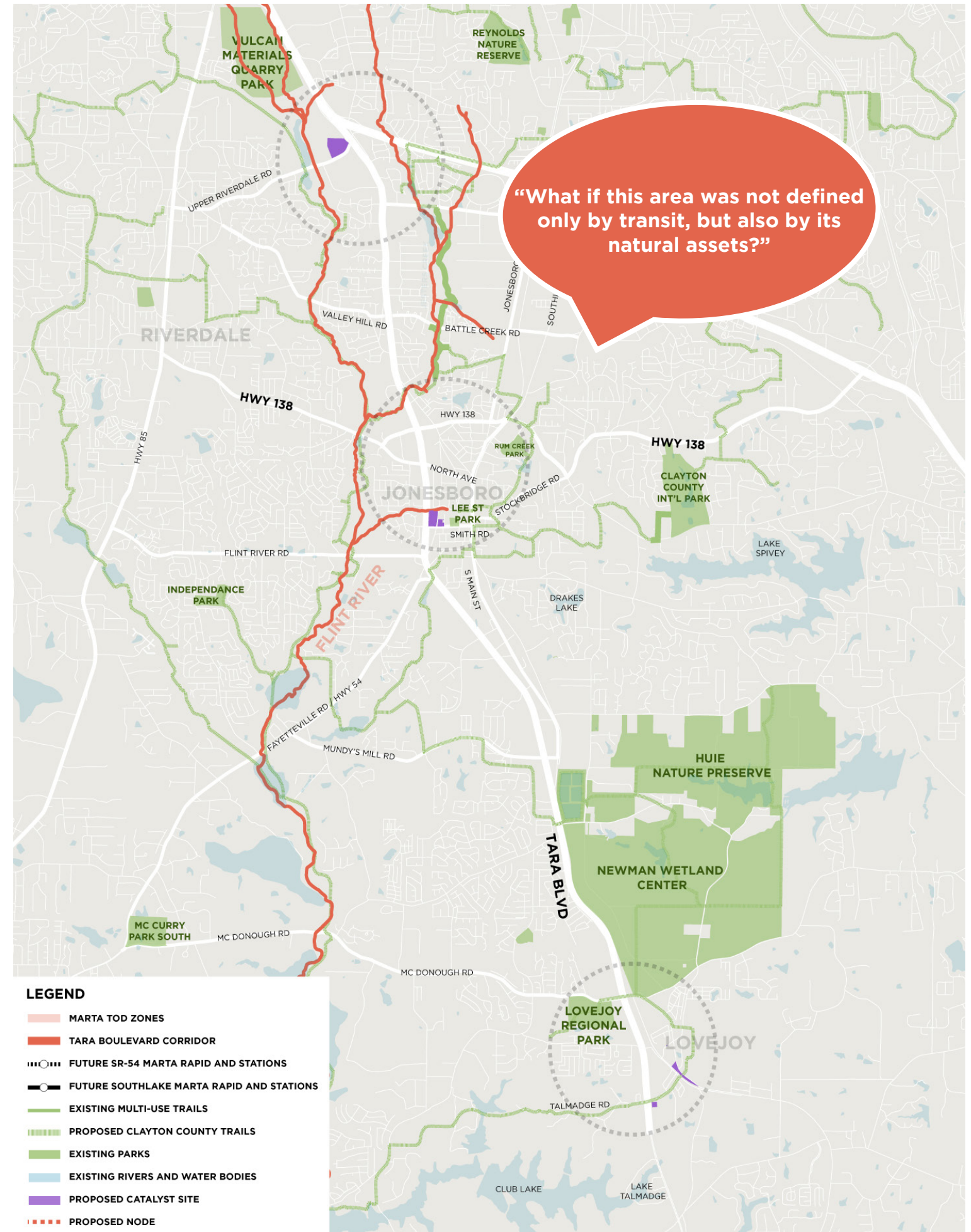
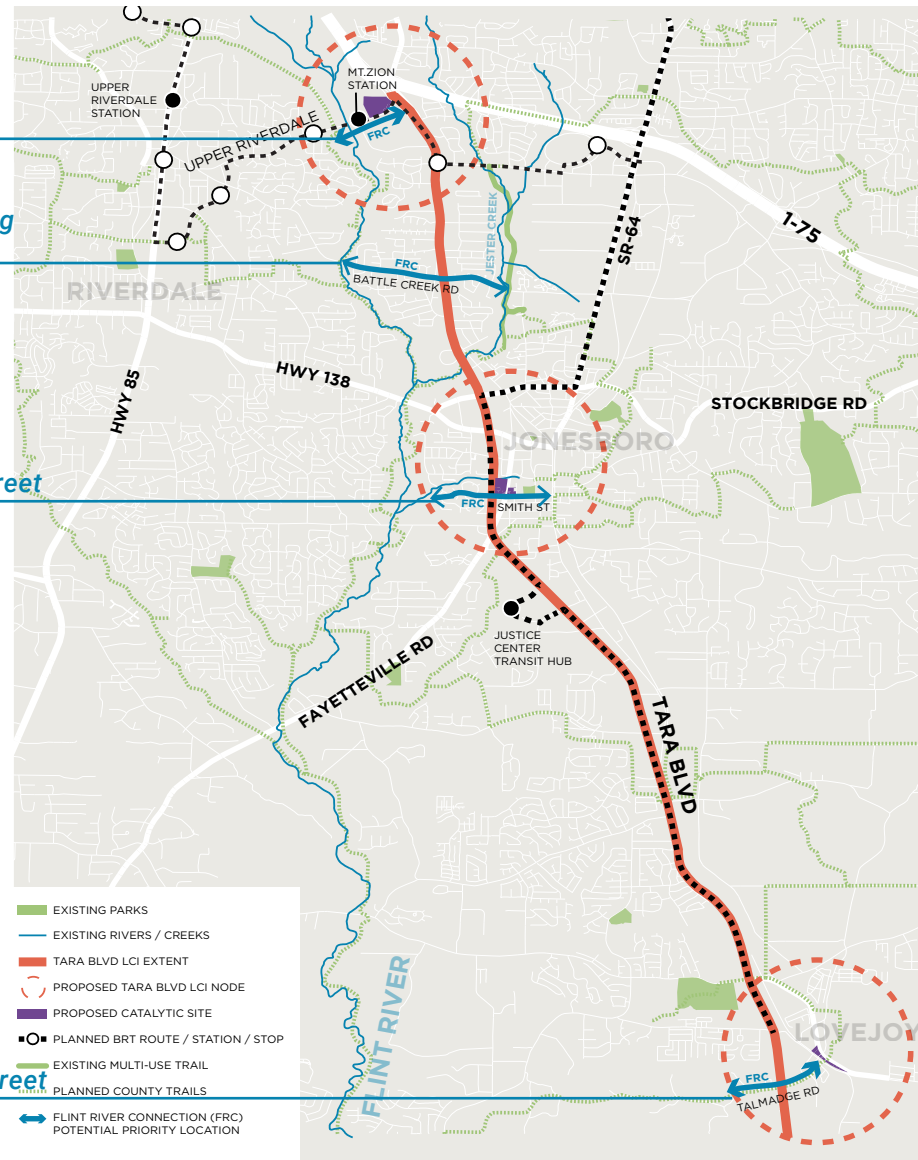
Connecting to Jester Creek - Along Battle Creek Road

#### Flint River Connection #3

Jonesboro Node- Along Smith Street

#### Flint River Connection #4

Jonesboro Node- Along Smith Street



# 03 Activate: Placemaking, Open Space and Nature Opportunities

In a commuter corridor like Tara Boulevard, finding adequate for recreation and nature, placemaking opportunities, and improving the pedestrian experience can be a challenge. Tara has had mixed success in creating locations for recreation and nature, although these spaces are not evenly or equitably distributed across the corridor. Current conditions related to parks, trails, water bodies, and pedestrian experience are shown on the following pages to demonstrate what has been accomplished along Tara and what areas are in need of improvement to increase the placemaking capabilities along the corridor.

## Placemaking Approach



Our proposed placemaking approach focuses on building value and emphasizes creating vibrant spaces along Tara that enhance community life and economic vitality. By building on the existing assets across the corridor, this approach leverages the unique cultural, historical, and natural attributes of Tara to strengthen its identity and appeal. Prioritizing a people centric approach ensures that recommendations are designed to meet the needs and desires of this unique community, fostering inclusivity, engagement, and a sense of belonging for all.

## PLACEMAKING STRATEGIES



**PROMOTE PEDESTRIAN AND CYCLIST SAFETY**  
Prioritize and include pedestrians and cyclists to create a more active and connected corridor.



**CREATE MORE CONNECTIONS**  
Promote lateral connections outward, reinforcing Tara's pivotal role in the community.



**PROMOTE COMMUNITY REINVESTMENT**  
Initiate a transformation in community perception of the corridor to reinforce its identity as an appealing place to live, work, & play.



**PROPOSE PRACTICAL RECOMMENDATIONS**  
Recommend placemaking improvements that are tactical, purposeful, and impactful.



**ENCOURAGE DIVERSE MIX OF LANDUSES**  
Propose new commercial and higher density residential uses in catalytic sites as new neighborhood destinations.



**ESTABLISH TARA BOULEVARD AS A DESTINATION**  
Identifying what makes the corridor unique and amplify those qualities.



**BEAUTIFY THE CORRIDOR**  
Promote feasible and sustainable strategies to enhance the corridor's look and feel to amplify its character and appeal.

## Activate: Placemaking, Open Space and Nature

### Big Moves

#### Green Corridors and Linkages:

Develop green corridors and linkages that connect parks, trails, and open spaces throughout the community, promoting active transportation and providing safe and accessible routes for pedestrians and cyclists.

#### Community Greenways and Promenades:

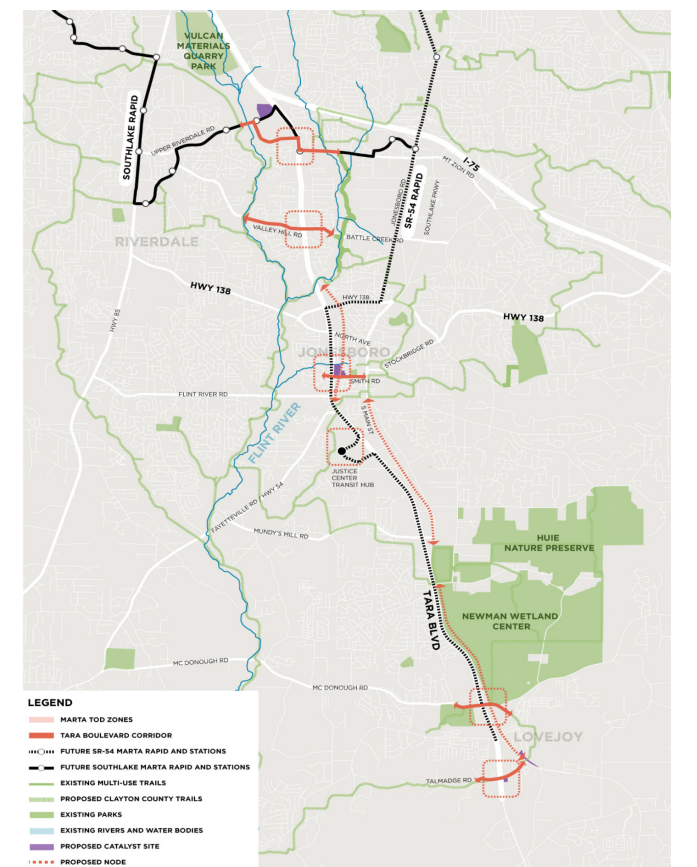
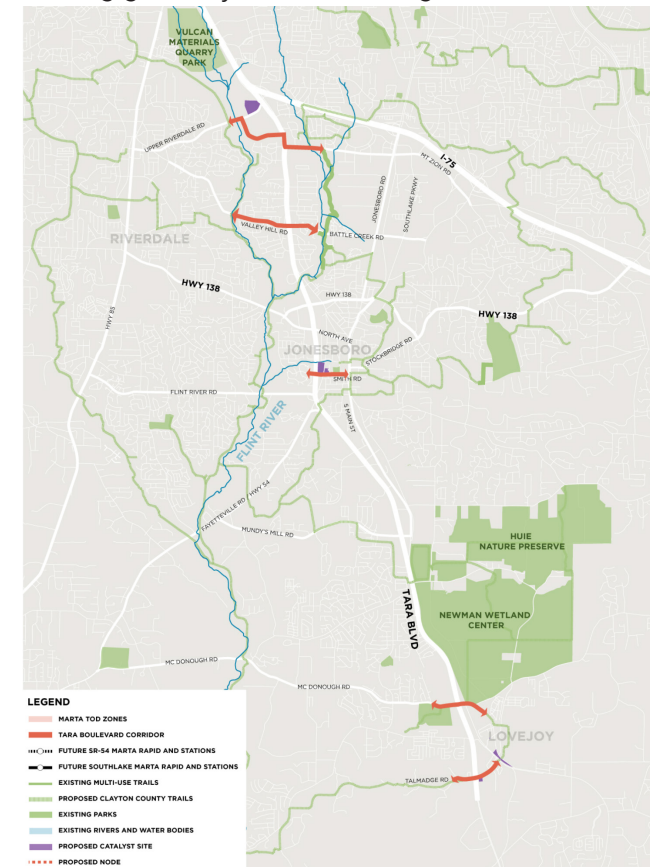
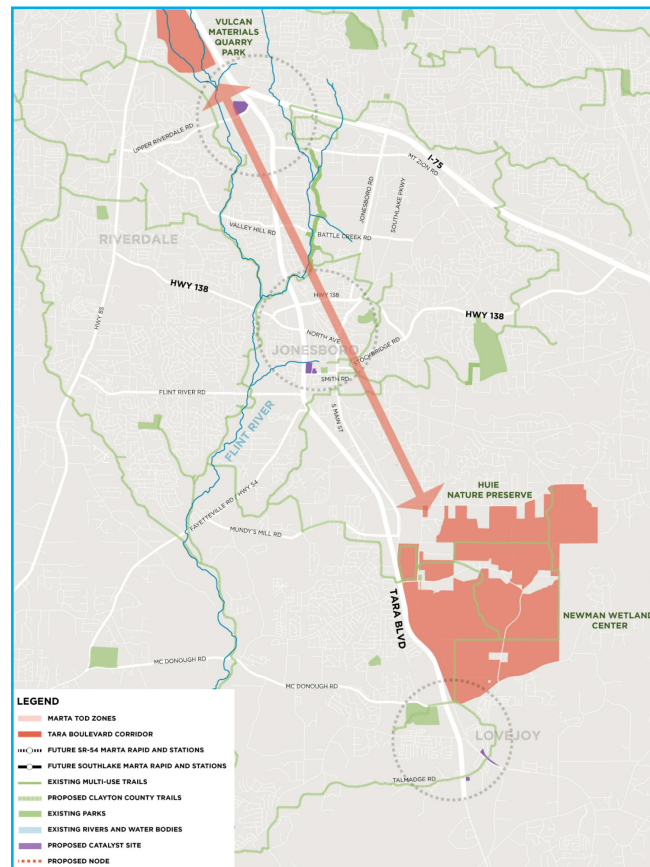
Create community greenways and promenades that traverse urban and suburban areas, providing scenic routes for walking, jogging, and cycling while connecting neighborhoods, parks, and commercial districts.

#### Pedestrian Crossings:

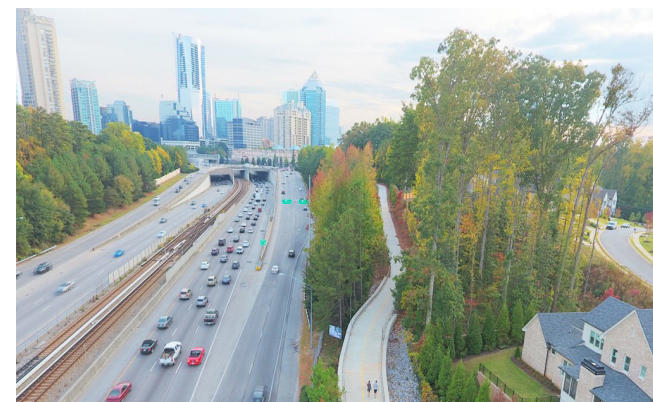
Design safe pedestrian crossings at strategic points to facilitate convenient pedestrian movement. These crossings should be designed with aesthetics in mind, incorporating landscaping, lighting, and public art to create inviting gateways between neighborhoods.

#### Corridor Wide Placemaking:

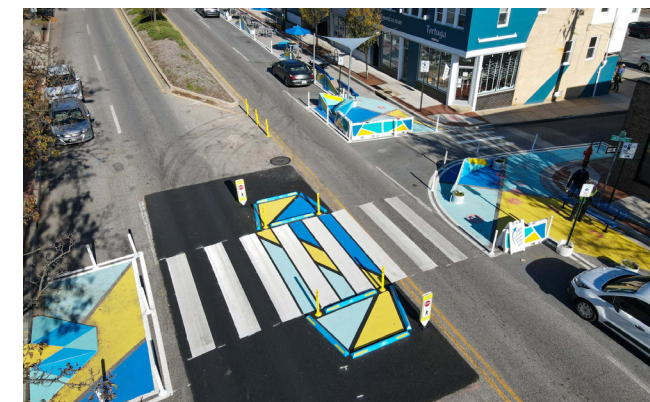
Enhance the pedestrian realm with wider sidewalks, pedestrian crossings, and wayfinding signage to improve walkability and encourage active mobility along the corridor.



Example of placemaking experience along a Freeway



Design of a Trail along a Freeway



Safe Pedestrian Crossing along a Freeway



Pedestrian-friendly environment along corridor

# Activate: Placemaking, Open Space and Nature Pedestrian Safety and Accessibility Best Practices



Path with Painted Driveway Crossing



Divided Bike Lane



Example of a Separated Bike and Pedestrian Path



Off Street Pedestrian Path



Alley Facing Patio- Dining



Activated Alley with Dining and F&B

# Gateway and Wayfinding - Best Practices

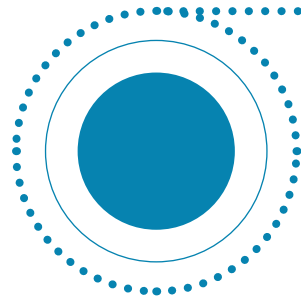


Examples of attractive and user-friendly wayfinding elements for cars and pedestrians of all ages and abilities regardless of mode choice.

**Placemaking: Open Space and Nature**

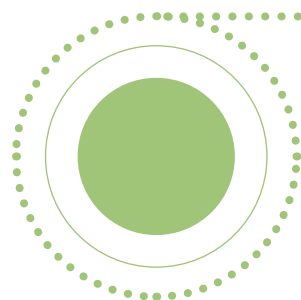
**Nodes: Challenges and Opportunities**

**Tara Gateway Node**



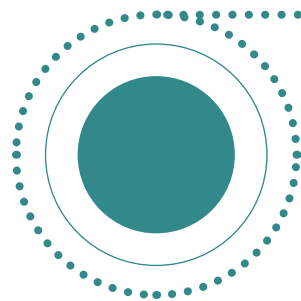
As the gateway to the corridor, this node holds the pivotal role of shaping the first impression for visitors and residents alike. Its strategic location makes it the most powerful node in defining the identity and future trajectory of the entire corridor. With tactical placemaking and bold initiatives, the Tara Gateway has the potential to become an iconic symbol of progress, connectivity, and community vitality.

**Jonesboro Node**



The Jonesboro Node serves as the gateway to downtown Jonesboro, a vibrant hub of cultural heritage. Today this node faces urgent challenges in fostering community connectivity and safety. By prioritizing placemaking initiatives that enhance pedestrian-friendly spaces and celebrate the community's unique heritage, we can transform the Jonesboro Node into a cherished gathering place, strengthening bonds and fostering a sense of belonging for all who call Jonesboro home.

**Lovejoy Node**



In Lovejoy, the essential need revolves around crafting a downtown that nurtures a profound sense of belonging within the community. As Lovejoy evolves, the central focus must be on cultivating a downtown environment that invites residents to gather, connect, and contribute to the vibrant tapestry of community life. Prioritizing placemaking initiatives aimed at fostering inclusivity, cultural expression, and social cohesion will be pivotal in crafting a downtown that serves as the heart and soul of Lovejoy.

**Challenges**

- Lack of accessibility to the area due to the high congestion rates in this node.
- Low density development centered mainly around retail
- Lack of a large residential community
- Pedestrian recreational spaces are almost none-existent.
- Lack of pedestrian friendly infrastructure and amenities

- Lack of safe, pedestrian-friendly connections from Tara Boulevard to downtown Jonesboro/Lee St. Park
- Low density development
- Lack of gateway features

- Limitations of development and existing assets.
- Lack of diverse amenities that cater to the needs and desires of residents, visitors, and pedestrians in general
- Needs a big change in identity and attractiveness.

**Opportunities**

- **Mixed Use Development:** Opportunity to capture already high ridership numbers to attract investment from developers
- **Make Connections:** upgrade existing infrastructure to enhance accessibility and create a welcoming environment for residents and visitors.
- **Gateway Identity:** Cultivate a distinct identity leveraging strategic branding and existing area assets to establish it as a symbol of progress and community cohesion within the corridor.

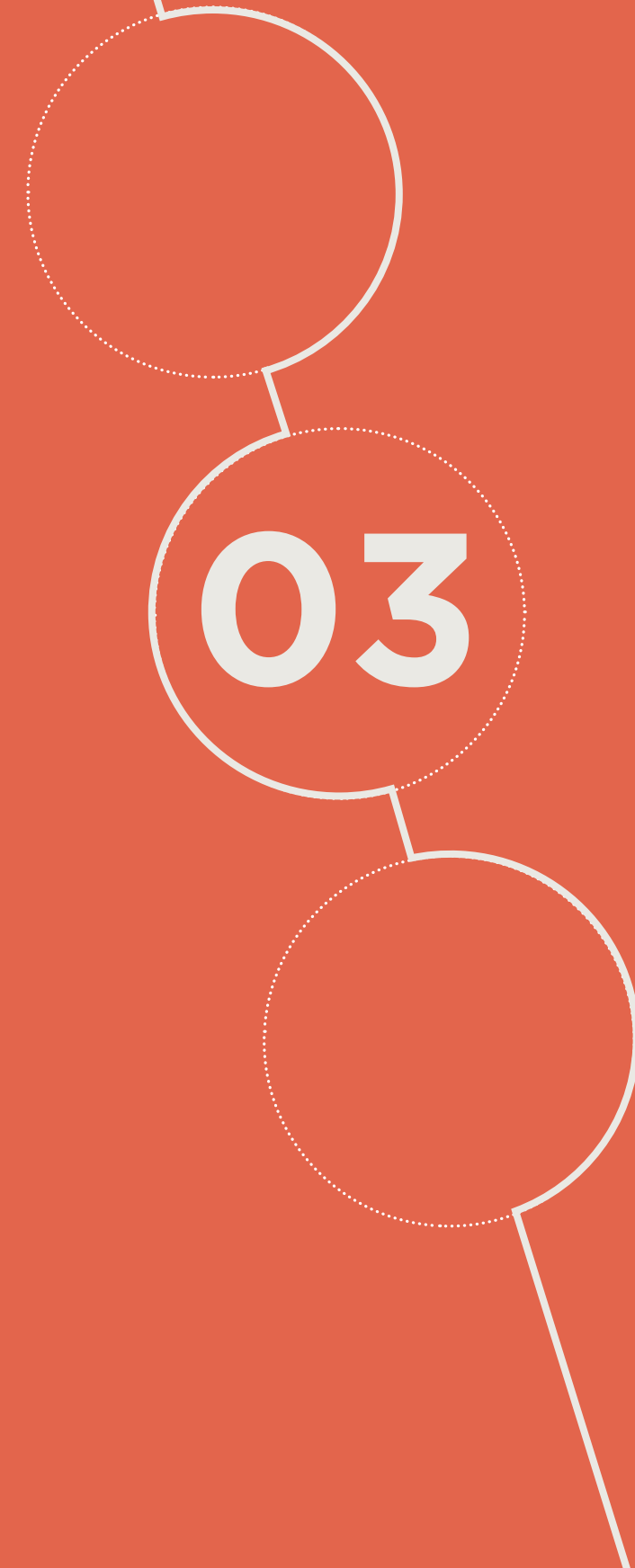
- **Build on Existing Strengths:** Improve pedestrian connectivity from Tara Boulevard to downtown Jonesboro/Lee St. Park to enhance accessibility and create a welcoming environment.
- **Take Advantage of proximity to downtown Jonesboro:** Bring the life and culture of downtown Jonesboro to Tara Boulevard by enhancing accessibility and attractiveness and creating a welcoming destination.

- **Build on Existing Strengths:** Improve pedestrian connectivity from Tara Boulevard to downtown Lovejoy and take advantage of the planned BRT to attract a mixed use development.
- **Placemaking Opportunity:** Bring the life and culture of the Lovejoy community to Tara by enhancing safety and accessibility and creating an attractive F&B area for families to seek as an entertainment destination.

Chapter 03

# Three Nodes, One Vision

- 01 Tara Gateway Node
- 02 Jonesboro Node
- 03 Lovejoy Node





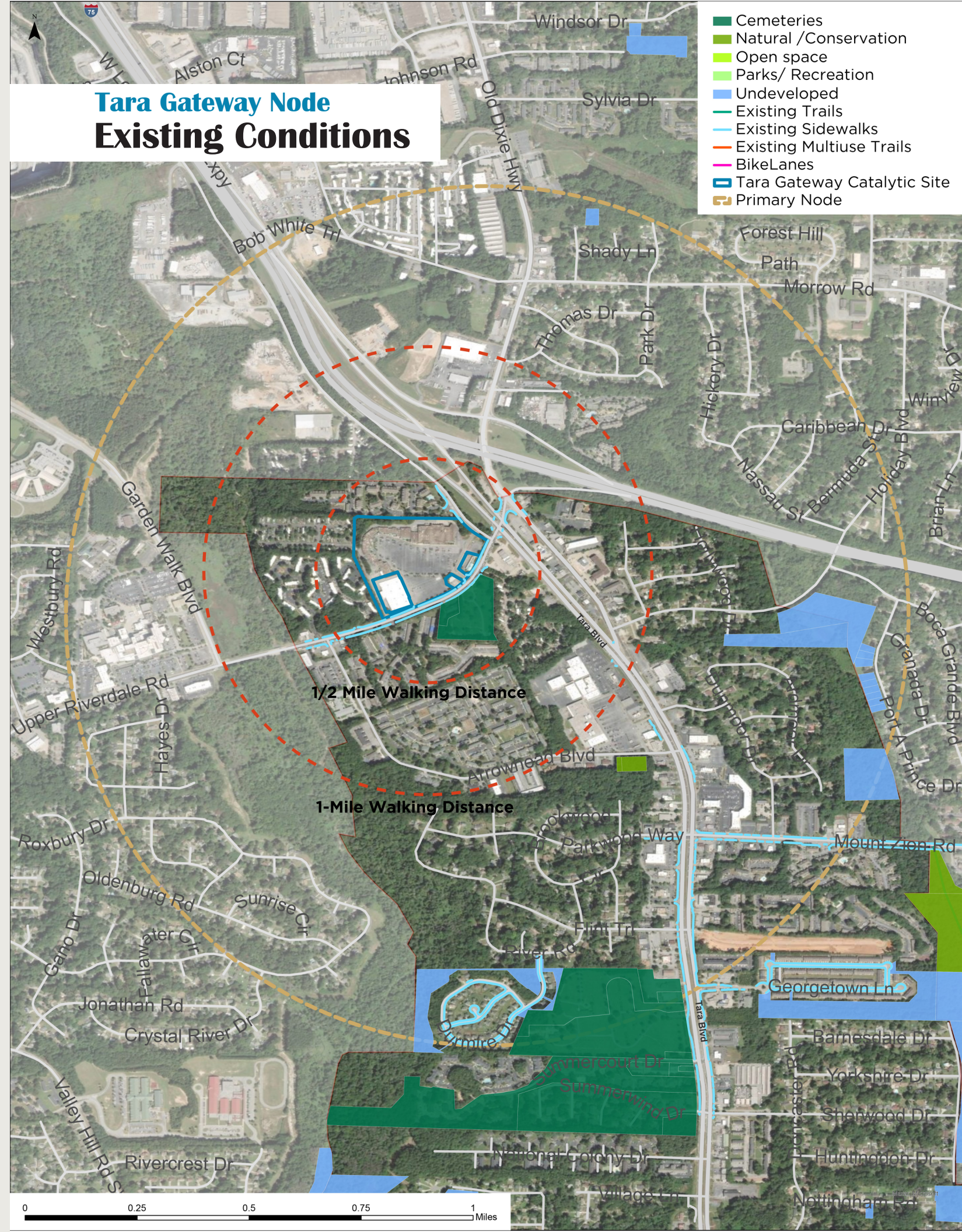
03. THREE NODES, ONE VISION

# 01 Tara Gateway Node

Capitalizing on its location near I-75 and ATL Airport, the Tara Gateway has the opportunity to become a bustling hub for commercial and employment activity, anchored by future BRT and multi-family residential projects. The presence of large properties ripe for redevelopment and proximity to the Southern Regional Medical Center create a unique opportunity for integrated health/wellness and medical office spaces with mixed-use development, creating an employment node along the corridor.

**Challenges**      **Add transportation and placemaking...**      **Opportunities**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Fragmented land ownership makes redevelopment more difficult</li> <li>• Land is predominantly privately owned</li> <li>• Limited greenfield land availability</li> <li>• High amount of pad development with national chains limits opportunities to amalgamate properties</li> <li>• No significant new development has occurred over the past decade</li> </ul> | <ul style="list-style-type: none"> <li>• Proximity to I-75 and ATL Airport creates strong node for employment</li> <li>• Future BRT provides opportunities for transit-oriented development including multi-family residential</li> <li>• Several large properties are ripe for redevelopment such as Tara Crossings and Southside Discount Mall</li> <li>• Opportunity for new forms of medical office and health/wellness due to proximity of Southern Regional Medical Center</li> </ul> |
|--|---|



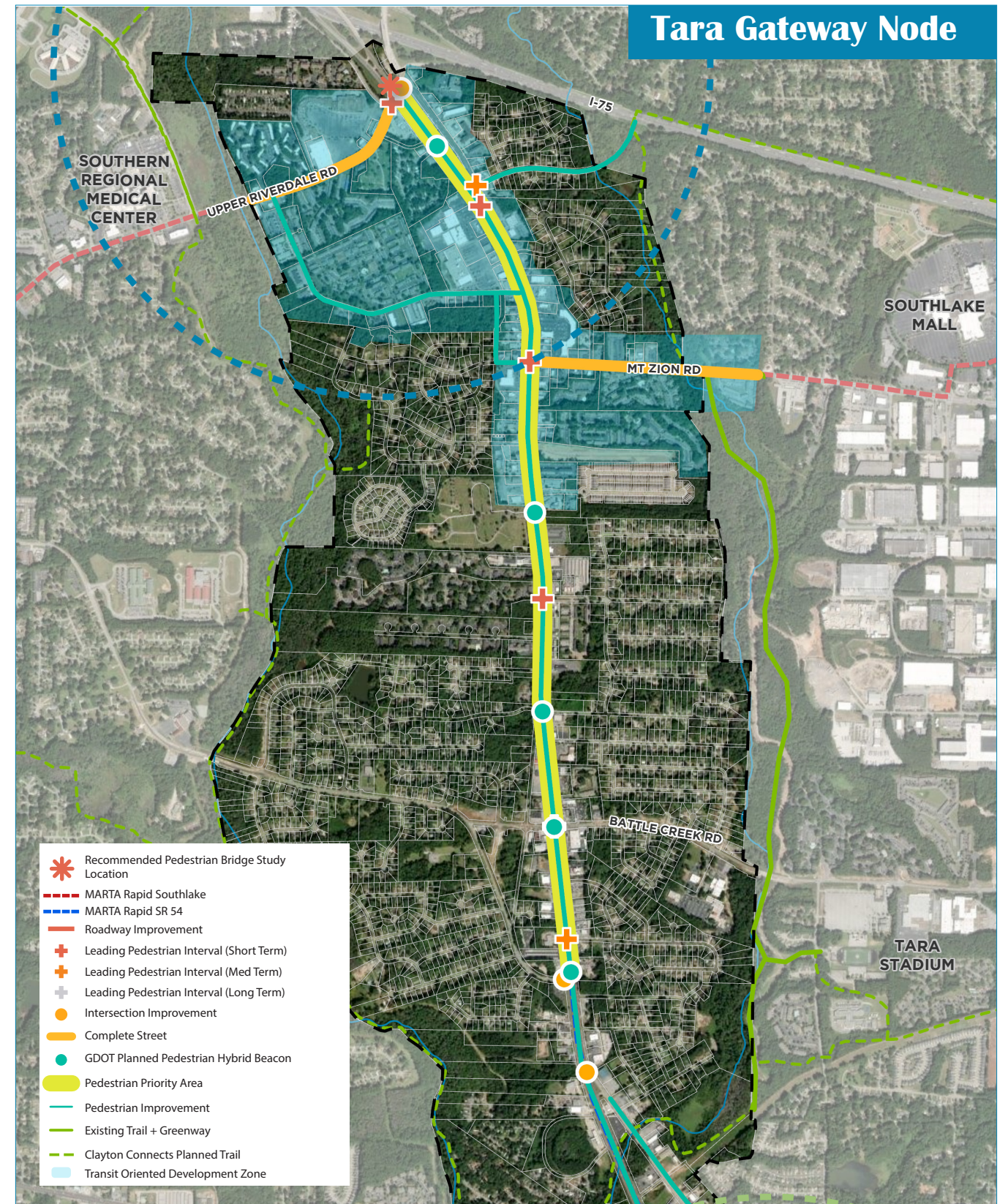
# Tara Node - Tara Gateway Development Vision



## Connect: Transportation and Mobility

# Node-Level Recommendations: Tara Gateway

Time Frame	Project ID	Project Type	Project Name	Cost Estimate	Responsible (Lead in Bold)
Mid	T-02	Study	Tara Boulevard Pedestrian Bridge Feasibility Study (Upper Riverdale Rd/ Tara Boulevard location in Tara Gateway Node)	\$\$	<b>Clayton County, City of Lovejoy, City of Jonesboro, GDOT</b>
Long	T-03	Study	Upper Riverdale at Tara Boulevard/Old Dixie Hwy Intersection Reconfiguration	\$\$\$	<b>Clayton County, GDOT</b>
Short	T-09	Pedestrian Improvement	Arrowhead Boulevard Sidewalk Connection	\$\$	<b>Clayton County, GDOT</b>
Mid	T-11	Pedestrian Improvement	Battle Creek/Valley Hill Rd Pedestrian Improvements	\$	<b>Clayton County, GDOT, City of Jonesboro</b>
Short	T-13	Intersection Improvement	Valley Hill Rd SE at Tara Boulevard Crossing Improvement	\$	<b>Clayton County, GDOT</b>
Short	T-16	Pedestrian Improvement	Tara Boulevard Corridor Pedestrian Improvements	\$\$\$	Clayton County, <b>City of Jonesboro, GDOT</b>
Mid	T-19	Strategy	Community Improvement District	\$	<b>Clayton County</b>
Mid	T-21	Roadway Improvement	Mt. Zion Complete Street Improvements	\$\$\$	<b>Clayton County, GDOT, MARTA</b>
Short	T-23	Policy	MARTA BRT Working Group	\$	<b>Clayton County, Jonesboro, Lovejoy, MARTA, GDOT</b>
Short	T-25	Policy	Tara Boulevard Design Working Group: Wayfinding/Signage/Branding/Street Design Guidelines	\$	<b>Clayton County, Jonesboro, Lovejoy, GDOT</b>
Mid	T-29	Policy	Establish the Tara Gateway Pedestrian Priority Area (PPA)		<b>Clayton County, GDOT</b>
Short	T-32	Pedestrian Improvement	GDOT Planned Pedestrian Hybrid Beacons	\$\$\$	Clayton County, <b>GDOT</b>
Long	T-33	Pedestrian Improvement	Arrowhead Boulevard - Parkwood Way Access Road Trail Connection	\$	<b>Clayton County</b>
Mid	T-36	Pedestrian Improvement	Holiday Boulevard Sidewalk Connection	\$\$	<b>Clayton County</b>
Mid	T-37	Pedestrian Improvement	N Main Street and Fayetteville Rd Sidewalk Connection	\$\$	<b>Clayton County, GDOT</b>
Mid	T-38	Roadway Improvement	Upper Riverdale Road Complete Street Improvements	\$\$\$	<b>Clayton County, GDOT, MARTA</b>
Short	T-40	Intersection Improvement	High Priority Leading Pedestrian Interval Locations	\$	<b>Clayton County, GDOT</b>
Mid	T-41	Intersection Improvement	Medium Priority Leading Pedestrian Interval Locations	\$	<b>Clayton County, GDOT</b>
Long	T-42	Intersection Improvement	Low Priority Leading Pedestrian Interval Locations	\$	<b>Clayton County, GDOT</b>



# Tara Gateway Node

## Tara Crossings Catalytic Site



**AT A GLANCE**

- Approximately 25-acre lot
- 235,000 SF retail center
- Built in 1987
- Anchored by 50,000 SF
- Little Giant Grocery
- Asking rents \$8.50 SF NNN

**DEMOGRAPHICS (1 mile radius)**  
 Population: 10,900  
 Median Age: 30.9  
 Median HH Income: \$38,230  
 Daytime Employees: Approximately 6,300

**OWNERSHIP**  
 4 parcels owned by separate owners  
 Ownership split:  
 22.4 acres, 2.5 acres, 0.4 acres, and 0.6 acres



Overhead view of existing conditions on site

### Why Tara Crossings?

- Large contiguous site
- Very low density (0.15 floor area ratio) with over 1,000 parking spaces
- Frontage along Upper Riverdale Road (over 600 feet)
- Within an Opportunity Zone
- Planned BRT stop adjacent to site - opportunity for transit-oriented development
- High traffic counts (49,000 Vehicles Per Day (VPD) at intersection of Tara and Upper Riverdale)
- Gateway site to Tara Boulevard
- Proximity to Southern Regional Medical Center
- Opportunity for mixed-use destination
- Illustrates Transit Oriented Development (TOD) potential along the planned Southlake BRT which will have multiple stations along this portion of the corridor
- Help showcases the newly adopted TOD zoning and identify what's possible with planned transit supportive land use improvements

### Potential Challenges

- Low land assessment value - may require incentives for redevelopment to occur
- Low household income in area

## Tara Crossings Catalytic Site Market Overview

### Retail



- Retail rents are currently low on the property. Leased on 3-to-5-year terms.
- 1.5 million SF of retail within 1-mile of property, majority is aging and underutilized.
- Only 10% of inventory built in past 20 years. All pad sites for restaurants, auto garages, etc.
- 4.7% vacancy rate – lowest on record for area.
- Rising rents and lowering capitalization rate, but still marginal compared to other Metro areas.
- Leasing and absorption is steady, but small-scale.
- Retail competition from Hwy 85 corridor and Southlake Mall.
- Retail market analysis demonstrates opportunity for new forms of retail.

### Office

- Limited office in immediate area.
- Post Covid-19 era limits growth of office sector.
- Higher vacancy rates in area.
- Access to I-85 highway and future BRT will be intriguing for certain tenants.
- Office market analysis demonstrates limited demand for Tara Boulevard if “business as usual”. Need change in environment and amenities.
- Demand strongest for Class B office and medical office.
- Proximity to Southern Regional Medical Center can attract outpatient and specialized facilities.
- Medical office is more risk averse and stable.



### Multifamily

- “Little demand for new units, and with rental rates sitting well below the Metro average, and vacancy trending higher, there appears to be little market incentive for developers to introduce more supply to the area.”
- Aging multifamily stock in area.
- Monterey Village – directly north of Tara Crossings built in 2004. Rents at \$1.33, much lower than Metro average.
- Highway and future BRT access is positive for commuters.
- Like office, need to bend the curve and show future vision of area to attract investment.



### Potential Market Opportunities

- › **Urban wellness village**
- › **Mix of residential housing types**
- › **Keep little giant grocery as anchor**
- › **Replace existing retail with newer modern formats**
- › **Daily service center for community**
- › **Medical office and outpatient clinics**
- › **New hotel to support medical district**
- › **Central gathering space for local residents**

## Tara Crossings Catalytic Site Opportunities

### Strengths

- Direct access to I-85.
- Future stop along bus rapid transit route.
- Large contiguous rectangular property.
- Gateway site for Tara Boulevard.
- Most of site owned by one landowner.
- Significant frontage along Upper Riverdale Road.
- High traffic counts.
- Service and infrastructure already at site.
- Proximity to Southern Regional Medical Center.
- Proximity to Flint River.

### Opportunities

- Destination transit-oriented development.
- Significant gateway development for Tara Boulevard.
- Potential high-amenity location for medical office tenants.
- Multifamily residential for those who require high access location.
- Node for daily services such as grocery, pharmacy, etc. along with food & beverage.

### Weaknesses

- Lower income demographics in local area.
- No recent investment in area.
- Many underutilized and vacant parcels in area.
- Low real estate land values.
- Mobile home park directly west of site.
- Confusing intersection at Upper Riverdale / Tara Boulevard / Old Dixie Rd.

### Threats

- A number of other communities are undergoing an urban renaissance and are capturing the redevelopment investment and effort.
- A negative perception of the area based on lower-income demographics, minimal population growth, and vacant properties.
- Limited incentives and grants

# Tara Crossings Catalytic Site Proposed Plan

## Vision Statement

Leveraging the site's location near I-75, Southern Regional Medical Centre and ATL Airport, redevelopment of Tara Gateway will create an Urban Wellness Village, providing a community hub and strong employment node at the start of the corridor.

## Proposed Program

- Retail: 148,000 sq. ft
- Townhomes: 60 units
- Mixed Use: 39 units & 20,000 sq. ft of retail
- Open Space: 3.5 acres

## Recommended Anchor Functions



Grocery Store



Fitness/Gym



Health & Wellness related retail



Medical Office



Seniors Housing



## Tara Crossings Catalytic Site Proposed Placemaking



112 *View showing mixed use neighborhood on Tara Crossings*



03. THREE NODES / ONE VISION

# 02 Jonesboro City Node

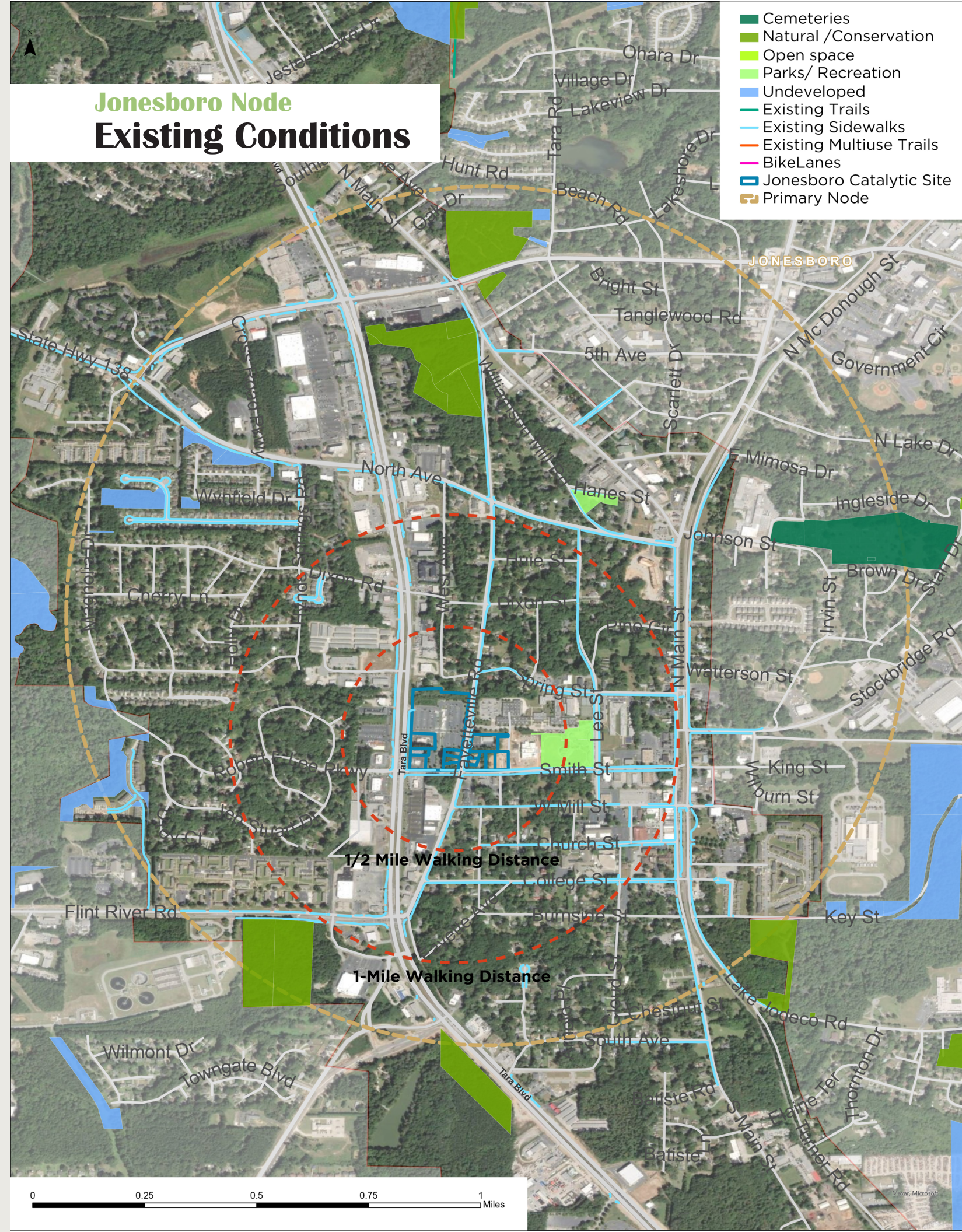
Building on the isolated success of Jonesboro City Center, this node should expand as a vibrant mixed-use district, blending new commercial development into its established residential community. Leveraging opportunities in vacant parcels and willing developers, the Jonesboro node along Tara Boulevard offers a balanced, community focused development platform that complements rather than cannibalizes its downtown area.

### Challenges

- Jonesboro City Center redevelopment is successful but isolated from Tara Boulevard
- Land is predominantly privately owned
- High amount of pad development with national chains limits opportunities to amalgamate properties
- No significant development along Tara Boulevard over the past decade

### Opportunities

- Established community with recent investments provides opportunity for further growth
- Opportunity for statement development at the gateway to City Center
- Several church owned properties are open to redevelopment and could act as linkage between Tara and City Hall
- Mixed-use district with multi-family residential
- New development could cannibalize from downtown Jonesboro



# Jonesboro Node - Tara/Smith Development Vision



New residential options to address aging multi-family stock



Innovative Office Spaces



Leverage Growing Residential Area & Recent Public Investments



Upscaled, modern F&B Options



Integration with Greenway Trails and the Flint River/ Jesters Creek

## Gateway to Jonesboro



“Better looking places that any retailer would want to put their business”



Mixed-Use, Main Stret Retail Development



“Bring more affordable eatery establishments to the neighborhood i.e. (breakfast/brunch, jazz and dinner)”



Transit Oriented Development to Leverage Park'n'Ride Station



“Improve the traffic issues at the Tara Boulevard / Smith Street intersection”



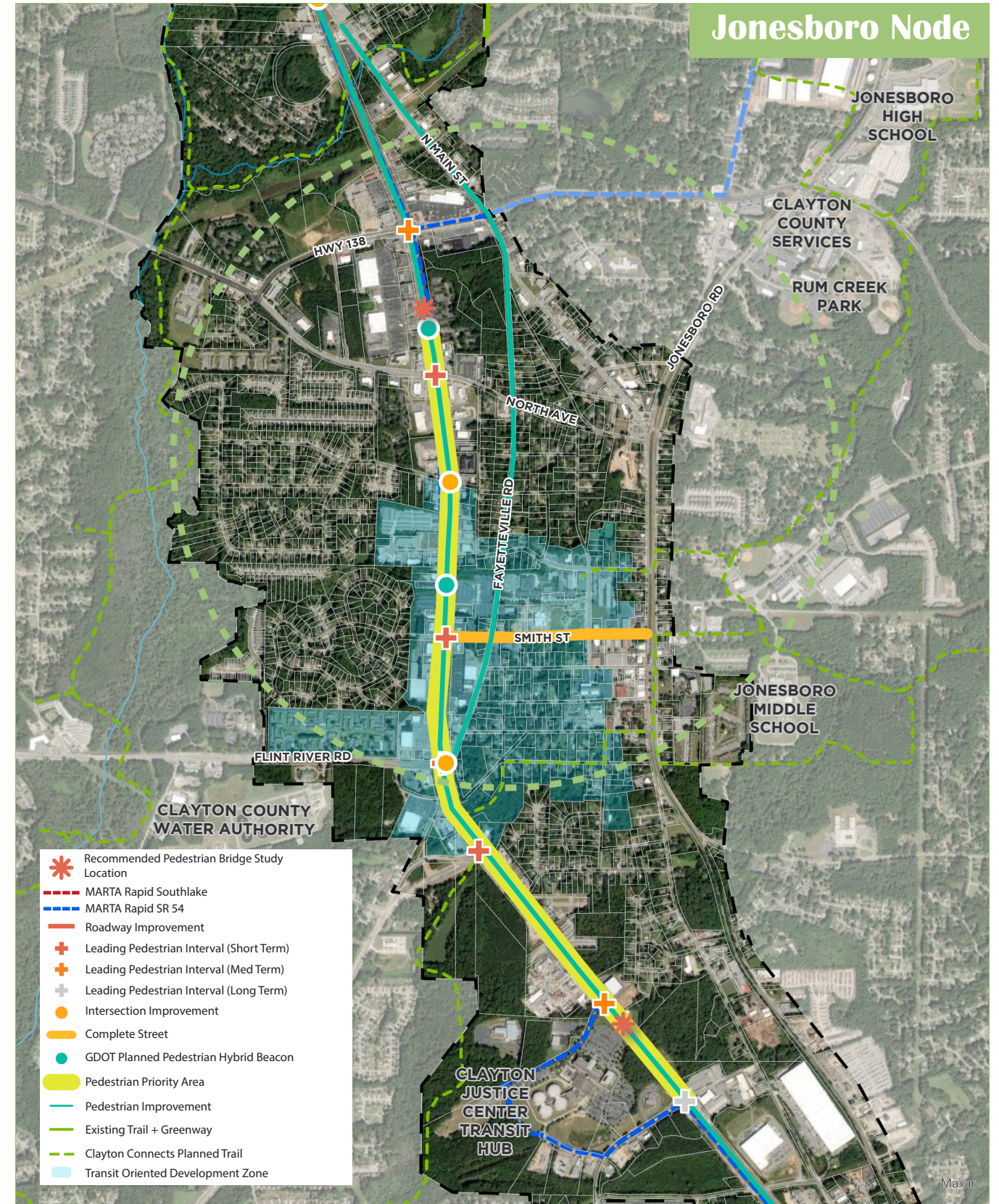
Pedestrian-friendly streetscapes



## Connect: Transportation and Mobility

# Node-Level Recommendations: Jonesboro

Time Frame	Project ID	Project Type	Project Name	Cost Estimate	Responsible (Lead in Bold)
Mid	T-01	Roadway Improvement	Smith Street Complete Street Improvements	\$\$\$	<b>City of Jonesboro, GDOT</b>
Mid	T-02	Study	Tara Boulevard Pedestrian Bridge Feasibility Study (Crossroads South Kroger and Transit Hub locations in Jonesboro)	\$\$	<b>Clayton County, City of Lovejoy, City of Jonesboro, GDOT</b>
Long	T-04	Intersection Improvement	Dixon Road at Tara Boulevard	\$\$	<b>Clayton County, GDOT, City of Jonesboro</b>
Short	T-07	Intersection Improvement	SR 54 at Tara Boulevard	\$\$	<b>Clayton County, GDOT, City of Jonesboro</b>
Mid	T-10	Intersection Improvement	Mundy's Mill at Tara Boulevard Crossing Improvements	\$	<b>Clayton County, GDOT</b>
Mid	T-14	Intersection Improvement	Main St at Tara Boulevard Intersection Reconfiguration	\$\$	Clayton County, GDOT, City of Jonesboro
Short	T-15	Intersection Improvement	South Main St/Iron Gate Boulevard at Tara Boulevard Signage Improvements	\$	<b>Clayton County, GDOT, City of Jonesboro</b>
Short	T-16	Pedestrian Improvement	Tara Boulevard Corridor Pedestrian Improvements	\$\$\$	<b>Clayton County, City of Jonesboro, GDOT</b>
Short	T-23	Policy	MARTA BRT Working Group	\$	<b>Clayton County, Jonesboro, Lovejoy. MARTA, GDOT</b>
Short	T-25	Policy	Tara Boulevard Design Working Group: Wayfinding/Signage/Branding/Street Design Guidelines	\$	<b>Clayton County</b>
Mid	T-30	Policy	Establish the Jonesboro Pedestrian Priority Area		<b>City of Jonesboro, GDOT</b>
Short	T-32	Pedestrian Improvement	GDOT Planned Pedestrian Hybrid Beacons	\$\$\$	<b>Clayton County, GDOT</b>
Mid	T-34	Pedestrian Improvement	Mundy's Mill Sidewalk Connection	\$\$	<b>Clayton County</b>
Mid	T-38	Roadway Improvement	Upper Riverdale Road Complete Street Improvements	\$\$\$	<b>Clayton County, GDOT, MARTA</b>
Short	T-40	Intersection Improvement	High Priority Leading Pedestrian Intervals	\$	Clayton County, <b>GDOT</b>
Short	T-40	Intersection Improvement	High Priority Leading Pedestrian Interval Locations	\$	<b>Clayton County, GDOT</b>
Mid	T-41	Intersection Improvement	Medium Priority Leading Pedestrian Interval Locations	\$	<b>Clayton County, GDOT</b>
Long	T-42	Intersection Improvement	Low Priority Leading Pedestrian Interval Locations	\$	<b>Clayton County, GDOT</b>



## Jonesboro Node Smith Street & Tara Boulevard Catalytic Site



### Why the Smith Street and Tara Boulevard Site

- Gateway to Downtown Jonesboro
- Recently constructed Jonesboro City Center and Lee Park adjacent to catalytic site
- Adjacent to Commuter Park & Ride
- Fast food is low density, underutilized property, and older buildings ripe for demolition
- Opportunity for mixed-used destination
- Leveraging the usage of Jonesboro Park & Ride, vehicular traffic along Tara Boulevard, and bike/pedestrian traffic along Smith St and other side streets is important to call attention to the short distance from Tara Boulevard to Jonesboro City Center and downtown Jonesboro
- It needs safety and connectivity improvements to help make that distance a more pleasant walk/bike ride from BRT stops on Tara Boulevard to destinations in Downtown Jonesboro

### Potential Challenges

- Multiple property owners, may be difficult to amalgamate (10 separate lots)
- Involvement of City of Jonesboro may be required for redevelopment to occur

### AT A GLANCE

- Approximately 6-acre lot (combined)
- Three fast food restaurants fronting Tara Boulevard
- Multiple properties bisected by Fayetteville Road
- Vacant lots and single family homes

### DEMOGRAPHICS (1 mile radius)

Population: 7,485  
 Median Age: 34.4  
 Median HH Income: \$42,798  
 Daytime Employees: Approximately 4,000

## Smith Street and Tara Boulevard Catalytic Site Market Overview

### Retail



- Fast-food chain restaurants dominate Tara Boulevard, on underutilized, pad sites.
- There has been minimal construction of retail development and inventory has declined over the last decade making quality space difficult to find.
- 3.9% Vacancy Rate – decreased from 10-Year Average of 4.45%.
- Rental Rates are \$16.90 - having increased by 7% in the last year and 21.8% in the last three years.
- Current market sales price of \$139/SF is also significantly higher than the three-year average of \$127/SF but below regional average.
- Retail Cap Rates have contracted in the past year to 7.2% (lower cap rate represents robust market).
- General Retail, including 'Main Street' or 'Village' style retail have the strongest market potential.

### Office

- There is limited office inventory within a 1-mile radius (466,000SF) and extremely limited new development over the last decade.
- Inventory is dominated by older stock.
- Historically low vacancy rates at 1.48%.
- Annual rent growth of 2.2%, higher than the Metro Average of 1.2%
- Rental rates have grown significantly higher than the 10-year average reaching \$18.50 in Q1 2023, however still less than the Metro Average of \$28.06 that is required for viability of office development.
- Post Covid-19 era limits growth of office sector.
- Similarly to Tara Crossing, the Market Analysis demonstrates limited demand for Tara Boulevard if "business as usual". Need change in environment and amenities.



### Multifamily

- Limited inventory with only one or two development projects within a 1-mile radius in the last decade.
- Several renovations of older stock in the surrounding area, improving the quality of the inventory.
- Limited demand for new units with occupancy decreasing, cap rates increasing and rental rates remaining static, well below the Metro average.
- Vacancy rates increasing to 9.2% , an historic high in the last decade.
- Aging multi-family stock in the Jonesboro area.
- Inventory predominantly 2-bedroom units.
- Appears to be little market incentive for developers to introduce more supply to the area. Need to bend the curve and show future vision of the area with improved amenities to attract investment.



### Potential Market Opportunities



Iconic Gateway to Jonesboro City Center



Mixed-Use, Main Street Retail Development



Transit Oriented Development to Leverage Park'n'Ride Station



Pedestrian-friendly streetscapes



Leverage Growing Residential Area & Recent Public Investments



Innovative Office Spaces



Upscaled, modern F&B Options



Integration with Greenway Trails & the Flint River & Jesters Creek



New residential options to address aging multi-family stock

## Smith Street and Tara Boulevard Catalytic Site Opportunities

### Strengths

- Gateway site to successful redevelopment of Jonesboro Downtown & Lee Street Park
- Underutilized or vacant sites
- Potential willing land-owners
- Adjacent to existing commuter Park'n'Ride station
- Direct frontage onto Tara Boulevard
- Low retail vacancy rates and decreasing retail cap rates
- High amenity area with recent improvements to Jonesboro Downtown
- Large amount of development in the pipeline in Jonesboro, particularly around the former LTI Inc. Building and Justice Center

### Opportunities

- Statement gateway development connecting Tara Boulevard and Jonesboro Downtown.
- Leverage high-amenity area with Mixed-use district with Multi-family residential
- Destination food and beverage to support Jonesboro Community.
- Potential small local grocery and convenience node.

### Weaknesses

- Lower income demographics in local area.
- Established and long-standing but underutilized pad retail along Tara Boulevard.
- Low real estate land values.
- Traffic safety and access issues along Tara Boulevard.

### Threats

- A negative perception of the area based on lower-income demographics, minimal population growth, and vacant properties.
- Fragmented parcels with various landowners .
- Unwillingness of landowners to develop.
- Development could cannibalize from Downtown Jonesboro.

# Smith Street and Tara Boulevard Catalytic Site Proposed Plan




## Vision Statement

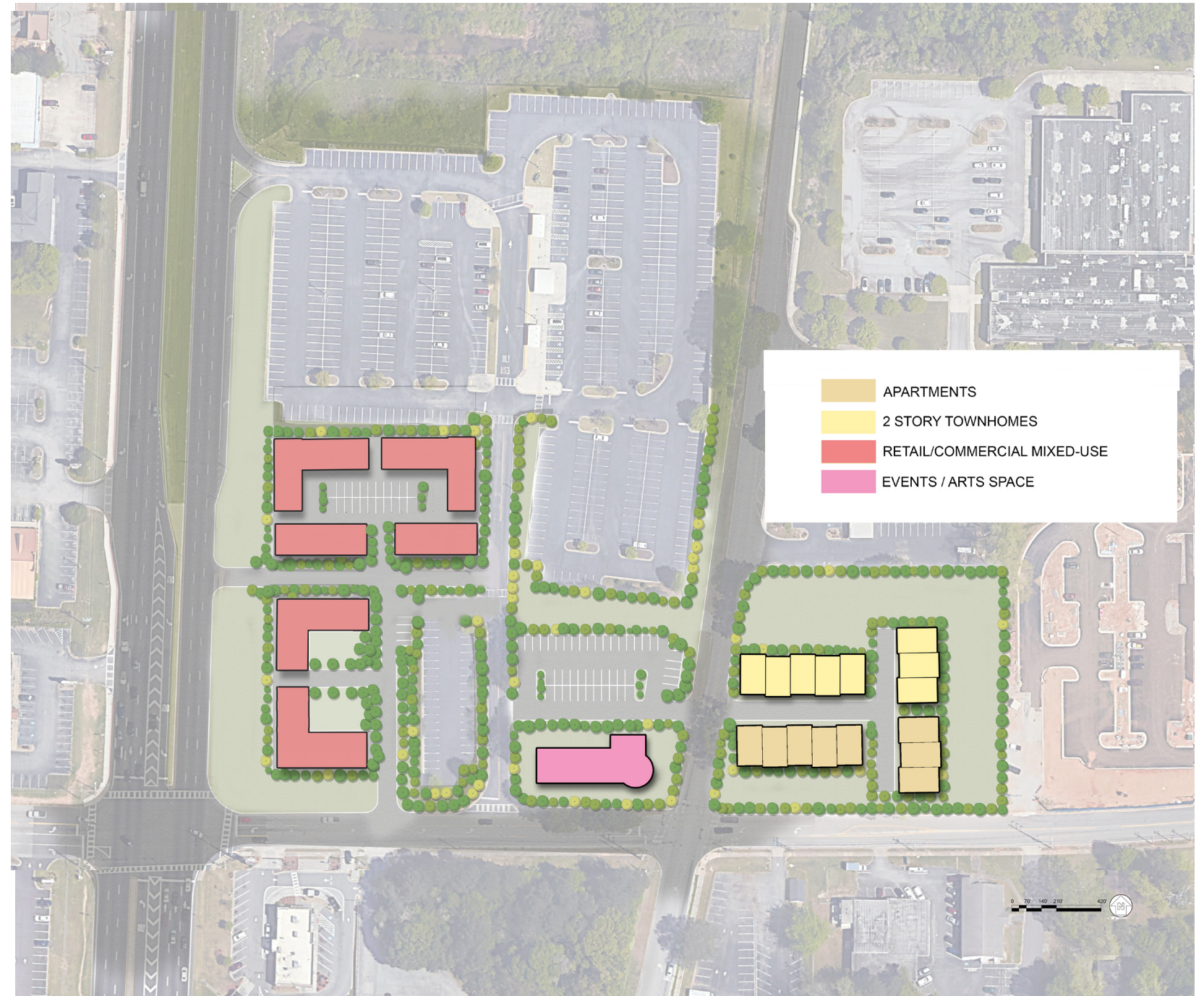
Building off the success of the City Hall & Lee Street Park redevelopment, the high-amenity, mixed-use corner site will act as a gateway to connect Tara Boulevard with Jonesboro Downtown, supporting the Jonesboro community.

## Proposed Program

- Retail: 43,500 sq. ft
- Townhomes: 16 units
- Mixed Use: 11 units & 11,400 sq. ft of retail
- Open Space 1 acre

## Recommended Anchor Functions

-  Destination F&B
-  Multi-family Residential
-  Convenience Store/Fresh Food Market



## Smith Street and Tara Boulevard Catalytic Site Proposed Placemaking



128 *View showing commercial/ retail at the entrance of Smith Street from Tara Boulevard.*



# 04 Lovejoy Node

With emerging strong demographics and new residential growth, Lovejoy is positioned to create a strong community atmosphere with independent local businesses and unique food and beverage offerings. Through an improved Community Center design, Lovejoy could create a highly local destination that accommodates the needs of its growing community whilst continuing to support private investment.

## Challenges

- New retail development along Tara has limited commercial opportunities in Downtown Lovejoy
- New retail development has continued same form as the past 50 years

## Opportunities

- Significant new residential development in local area
- Strong demographics
- Downtown can incorporate independent local businesses
- Improved design and programming of Community Center area for events and placemaking
- Continued expansion of retail to meet future growth needs
- Unique food and beverage concepts



# Lovejoy Node Development Vision



Independent Retail Hub  
- boutique stores, local  
F&B and cafes.



"This area is growing with so many new homes that all parts of this plan need to be looked at but schools would be a top priority."



Mixed-Use  
Development  
leveraging strong  
demographics.



"We need more high-end quality restaurants to eat at in the area."

Love into  
Lovejoy  
Community  
Hub



High amenity, community-centric development to anchor Lovejoy Downtown and stimulate new investment.



Integration with  
Community Spaces  
across the street.



"I would love to see more parks and places to go and exercise within our community."



Transit Hub at Tara  
Boulevard connecting via  
pedestrian corridor on  
Talmadge Rd.



"We need a hospital in this area."



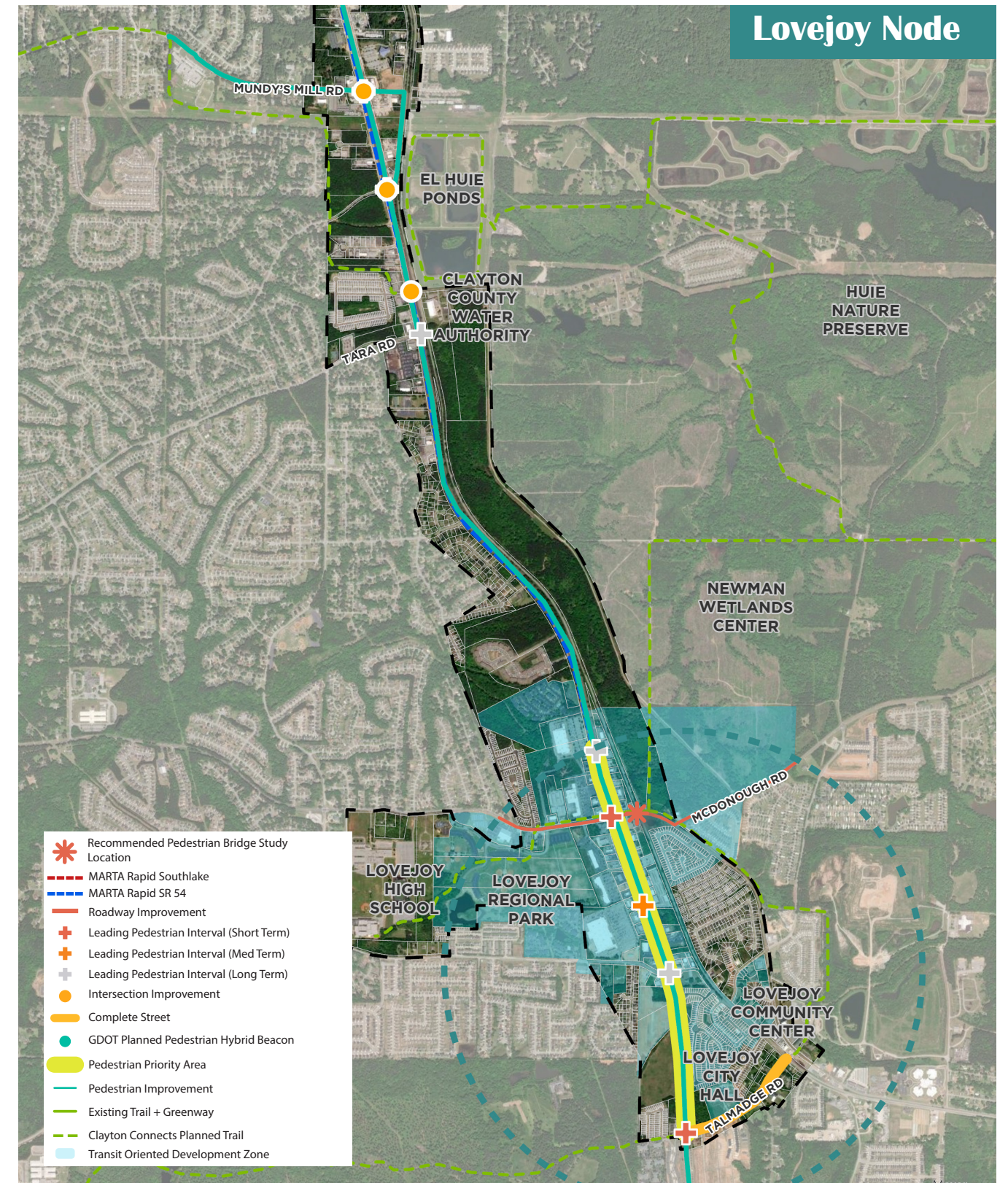
Small scale commercial and services at Transit Hub - medical, personal services etc.



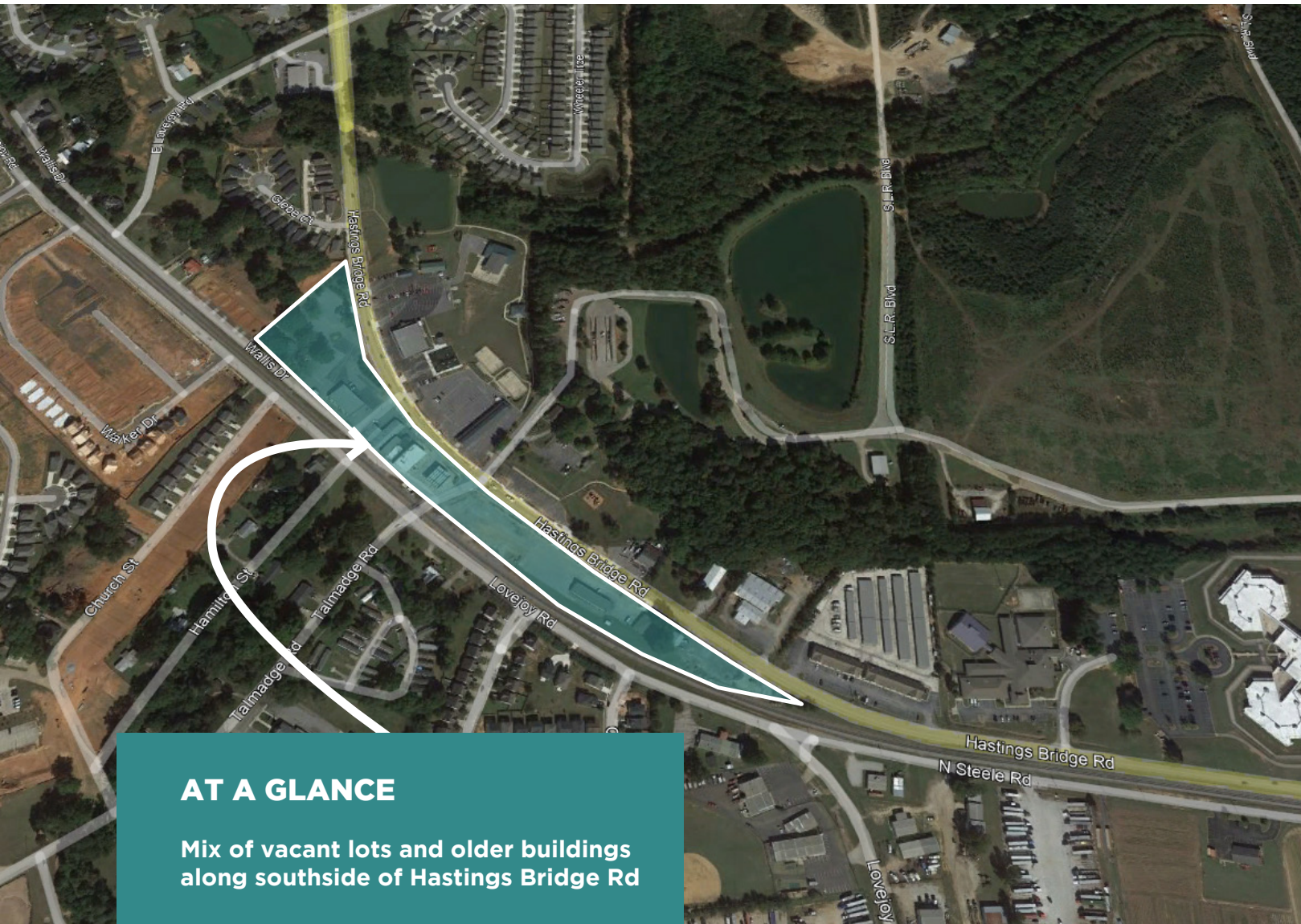
## Connect: Transportation and Mobility

### Node-Level Recommendations: Lovejoy

Time Frame	Project ID	Project Type	Project Name	Cost Estimate	Responsible (Lead in Bold)
Short	T-00	Roadway Improvement	McDonough Road Widening	\$\$\$	<b>Clayton County, City of Lovejoy, Henry County, GDOT</b>
Mid	T-02	Study	Tara Boulevard Pedestrian Bridge Feasibility Study (McDonough Rd location in Lovejoy)	\$\$	<b>Clayton County, City of Lovejoy, City of Jonesboro, GDOT</b>
Mid	T-17	Pedestrian Improvement	S Main Street Pedestrian Improvements	\$\$\$	<b>Clayton County</b>
Mid	T-20	Roadway Improvement	Talmadge Road Complete Street Improvements	\$\$\$	<b>City of Lovejoy, Clayton County</b>
Short	T-23	Policy	MARTA BRT Working Group	\$	<b>Clayton County, Jonesboro, Lovejoy, MARTA, GDOT</b>
Short	T-25	Policy	Tara Boulevard Design Working Group: Wayfinding/Signage/Branding/Street Design Guidelines	\$	<b>Clayton County, Jonesboro, Lovejoy, GDOT</b>
Mid	T-31	Policy	Establish the Lovejoy Pedestrian Priority Area	\$	<b>City of Lovejoy, GDOT</b>
Short	T-32	Pedestrian Improvement	GDOT Planned Pedestrian Hybrid Beacons	\$\$\$	<b>Clayton County, GDOT</b>
Mid	T-39	Pedestrian Improvement	Freeman Road and Iris Walk Crossing Improvement	\$	<b>Clayton County, GDOT</b>
Short	T-40	Intersection Improvement	High Priority Leading Pedestrian Interval Locations	\$	<b>Clayton County, GDOT</b>
Mid	T-41	Intersection Improvement	Medium Priority Leading Pedestrian Interval Locations	\$	<b>Clayton County, GDOT</b>
Long	T-42	Intersection Improvement	Low Priority Leading Pedestrian Interval Locations	\$	<b>Clayton County, GDOT</b>
Short	T-44	Policy	Local adoption of MARTA TOD Zone into Lovejoy Zoning Code	\$	<b>City of Lovejoy, MARTA</b>



# Lovejoy Node Downtown at Hastings Bridge Rd Catalytic Site



**AT A GLANCE**

Mix of vacant lots and older buildings along southside of Hastings Bridge Rd

Bisected by Talmadge Rd

Active rail line adjacent to backsides of parcels

Approximately 6-acre lot (combined)

Most parcels owned by City of Lovejoy or Urban Redevelopment Agency Across street from Lovejoy Community Center

**DEMOGRAPHICS (1 mile radius)**

Population: 8,205  
 Median Age: 37.1  
 Median HH Income: \$53,494  
 Daytime Employees: Approximately 1,433



Caption goes here

**Why the Downtown at Hasting Bridge Site?**

- City currently has no true downtown to call its own
- National retail brands focused along Tara Boulevard - no proper space for independent retail and services
- Significant amount of new residential built in walking/biking distance
- Strong demographics
- Most parcels controlled by City
- Can create a destination that represents the community
- Can help identify opportunities for local infrastructure improvements and wayfinding/signage providing safe pedestrian connections between downtown Lovejoy, recent residential developments, and commercial development and future BRT service on Tara Boulevard

**Potential Challenges**

- Will require joint venture partnerships
- Mobility disconnect (but can be improved)
- Rail line
- Long linear property

## Downtown at Hastings Bridge Catalytic Site Market Overview

### Retail



- Retail inventory concentrated along Tara Boulevard and dominated by major brands.
- Several recent major developments in the last five years on Tara Boulevard including Walmart, Valvoline Gas Station, Popeye's Chicken, O'Reilly Auto, differentiating this area from the rest of Tara Boulevard's retail environment.
- Two new Strip Retail developments under construction.
- Rental rates on Tara Boulevard are less than overall market at \$17.4/SF, except for some outliers reaching up to \$25/SF. Significantly lower rents in Lovejoy Downtown at \$14.8/SF.
- All retail buildings in Lovejoy Downtown built 20 to 50 years ago and becoming obsolete.
- Low vacancy rates in the Lovejoy Sub-Market at 1.6% compared to the overall South Clayton Market of 3.5%.
- Retail market analysis demonstrates opportunity for new forms of retail, particularly in Lovejoy Downtown.

### Office

- Very limited office inventory in immediate area (1-mile radius) and no new developments in the pipeline.
- Stock is dominated by 1 to 2-Star Properties, built 20+ years ago.
- Most recent development was new Medical Offices in 2018 (pictured), however struggling with 23% vacancy.
- Vacancy has increased by 1.7% in the last year, to 6% in the South Clayton Submarket.
- Rental rates have increased 14.8% in the last three years in the South Clayton sub-market to \$23/SF.
- Affordable submarket, relative to Metro Atlanta where average rents are \$28/SF.
- Appears to be limited incentives for developers to provide new office in the area. New amenities and services are needed to catalyze development.



### Multifamily

- Several new multi-family developments in the surrounding area either in the pipeline or under construction, including Towne Center Gated Community, Spivey Chase Housing Development, Bear Creek Village and the Cottages at Southampton.
- Affordable market with average rents of \$1,246 compared to the Metro Average of \$1,596. Some newer developments are significant outliers at \$1,938.
- Lovejoy sits between two multi-family sub-markets - Clayton and Henry Counties.
- Vacancy in the Clayton County multi-family submarket is 12.5% and has increased 3.1% over the past 12 months. Higher in the Henry County Sub-Market at 15.5%.
- Highway and future BRT access is positive for commuters.



### Potential Market Opportunities



Independent Retail Hub - boutique stores, local F&B and cafes.



Mixed-Use Development leveraging strong demographics.



Integration with Community Spaces across the street.



Pedestrian improvements.



High amenity, community-centric development to anchor Lovejoy Downtown and stimulate new investment.

## Downtown at Hastings Bridge Catalytic Site Opportunities

### Strengths

- Strong demographics in surrounding area with relatively high incomes and growing, young population.
- Ownership by City of Lovejoy Redevelopment Authority.
- Several recent investments in new retail development along Tara Boulevard, showing stronger investor/developer confidence in this area compared to other nodes.
- Several recent and pipeline Multi-Family developments in the surrounding area, contributing to labour force and consumer base.

### Opportunities

- Unique, local Retail node.
- Local cafés, eateries and boutique retail to serve growing, young affluent demographics.
- Provide alternative to Tara Boulevard Convenience node.
- Integration with Park and Community Center.
- Create connections to Tara Boulevard BRT Station and integrate the two distinct areas.

### Weaknesses

- Weak office market.
- No new development in Lovejoy Downtown for 20+ years.
- Old, obsolete retail spaces and limited activity.
- Very limited traffic counts in Lovejoy Downtown.
- Railroad cuts off Downtown from Tara Boulevard.
- Limited pedestrian infrastructure throughout Lovejoy.

### Threats

- Development on Tara Boulevard cannibalizes activity at Downtown Lovejoy.
- Negative perceptions of the area.
- Several other communities are undergoing an urban renaissance and are capturing the redevelopment investment and effort.
- Several road limitations particularly for pedestrians limit the flow between Tara Boulevard & Downtown.

# Downtown at Hastings Bridge Catalytic Site Opportunities





## Vision Statement

A highly local destination hub that accommodates the needs of the rapidly growing Lovejoy community and anchors and activates the Downtown.

## Proposed Program

- Retail: 26,000 sq. ft
- Cultural Anchor: 24,000 sq. ft
- Open Space: 1.9 acres

## Recommended Anchor Functions

-  Community Centre/Art Gallery/Theatre
-  Destination F&B
-  Local, Independent Retail
-  Multi-family Residential



# Talmadge Road Catalytic Site Opportunities




## Vision Statement

Leverage the planned BRT connections to connect Lovejoy with the rest of the corridor, and create a small-scale, mixed-use Transit Oriented Development that connects the Tara Boulevard corridor with Downtown Lovejoy.

## Proposed Program

- Mixed Use: 60 units & 62,500 sq. ft of retail

## Recommended Anchor Functions

-  BRT Station
-  Local Coffee Shop
-  Convenience Store/Fresh Food Market





## Talmage Road Catalytic Site Proposed Placemaking



146 *View showing mixed use on Talmage Road*

Chapter 04

# Moving Forward

01 Implementation Matrix



## Implementation Matrix Recommendations

Project ID	Project Name	Project Type	Node	Jurisdiction	Extents From	Extents To/At	Description	Timeframe	Responsible (Lead in Bold)	Cost Estimate
T-00	McDonough Road Widening	Roadway Improvement	Lovejoy	Clayton County, City of Lovejoy			Coordinate with GDOT, Henry County, and City of Lovejoy on McDonough Rd widening project previously included in the ARC RTP/TIP. Through this effort, revisit the potential reorientation of intersection at McDonough Rd/Hastings Bridge Rd around the water tower, consider feasibility study of a roundabout at this intersection in current location. The County should also coordinate with GDOT to study the McDonough Rd/Tara Boulevard intersection as part of this widening effort - including the GDOT recommended partial displaced left turn along the northbound and southbound approaches on Tara Boulevard.	Short	Clayton County, City of Lovejoy, <b>GDOT</b>	\$\$\$
T-01	Smith Street Complete Street Improvements	Roadway Improvement	Jonesboro	City of Jonesboro	Tara Boulevard	N Main St	Implement upgrades to Smith Street that adopt Complete Street principles such as wider sidewalks, the addition of a bus/bike lane, and additional street plantings and lighting. See proposed Smith Street cross section.	Mid	<b>City of Jonesboro</b> , GDOT	\$\$\$
T-02	Tara Boulevard Pedestrian Bridge Feasibility Study	Study	All	Multiple			Coordinate with the County, City of Lovejoy, and City of Jonesboro to undertake a feasibility study for a potential pedestrian bridge along the Tara Boulevard Corridor. The study should consider the feasibility of a pedestrian bridge location at the Tara Boulevard/Upper Riverdale Rd intersection, at the Jonesboro Kroger north of North Ave, at the Clayton Justice Center Hub, and in Lovejoy at McDonough Rd to Hastings Bridge over the railroad tracks. This study should consider cost/benefit, safety, environmental impacts and other feasibility measures.	Mid	<b>Clayton County, City of Lovejoy, City of Jonesboro</b> , GDOT	\$\$
T-03	Upper Riverdale at Tara Boulevard/Old Dixie Hwy Intersection Reconfiguration	Study	Tara Gateway	Clayton County	Tara Boulevard	Upper Riverdale Rd SW	The County should coordinate with GDOT to conduct a more in-depth study of this intersection. GDOT's 2021 Tara Boulevard Corridor Study recommended a set of operational improvements including the conversion of Tara Boulevard/Old Dixie Hwy into one-way pairs. Additionally, MARTA Southlake Rapid is planned to run through this intersection which may call for Dedicated Lanes. Further review of this intersection with planned transit, trails, and complete street improvements is needed.	Long	Clayton County, <b>GDOT</b>	\$\$\$
T-04	Dixon Road at Tara Boulevard	Intersection Improvement	Jonesboro	City of Jonesboro	Tara Boulevard	Dixon Rd	Addition of southbound and northbound right turn lanes at Dixon Rd and Tara Boulevard.	Long	Clayton County, <b>GDOT</b> , City of Jonesboro	\$\$
T-07	SR 54 at Tara Boulevard	Intersection Improvement	Jonesboro	City of Jonesboro	Tara Boulevard	SR 54 / Fayetteville Rd	With completion of sidewalk upgrades along Tara Boulevard, add missing crosswalk on south leg intersection to complete the pedestrian crosswalk infrastructure at this intersection. Overall intersection Upgrade Needed (GDOT Tara Boulevard Study 2021 recommended eastbound triple left turns). Coordinate with GDOT on intersection improvements.	Short	Clayton County, <b>GDOT</b> , City of Jonesboro	\$\$
T-09	Arrowhead Boulevard Sidewalk Connection	Pedestrian Improvement	Tara Gateway	Clayton County	Tara Boulevard	Arrowhead Boulevard	Add sidewalk along Arrowhead Boulevard connecting users with Flint River Trail and Upper Riverdale Road to a safe crossing on Tara Boulevard at Mt. Zion Road. Coordinate with pedestrian facility upgrades along Tara Boulevard.	Short	<b>Clayton County</b> , GDOT	\$\$

## Implementation Matrix Recommendations

Project ID	Project Name	Project Type	Node	Jurisdiction	Extents From	Extents To/At	Description	Timeframe	Responsible (Lead in Bold)	Cost Estimate
T-10	Mundy's Mill at Tara Boulevard Crossing Improvements	Intersection Improvement	Jonesboro	Clayton County	Tara Boulevard	Mundy's Mill Rd	Crossing improvement to connect recommended Flint River Trail connection along Mundy's Mill across Tara Boulevard to Huie Nature Preserve.	Mid	<b>Clayton County, GDOT</b>	\$
T-11	Battle Creek/Valley Hill Rd Pedestrian Improvements	Pedestrian Improvement	Tara Gateway	Clayton County	Flint River Trail	Jesters Creek Trail	Add wayfinding signage along Valley Hill/Battle Creek dedicating the sidewalks along this corridor as the connecting path between the recommended Flint River Trail and the existing Jesters Creek Trail at Tara Stadium.	Mid	Clayton County, GDOT, <b>City of Jonesboro</b>	\$
T-13	Valley Hill Rd SE at Tara Boulevard Crossing Improvement	Intersection Improvement	Tara Gateway	Clayton County	Tara Boulevard	Valley Hill Rd SE	Add signage to encourage crossing at GDOT recommended PHB just north of Valley Hill Rd intersection. Coordinate with GDOT on PHB and pedestrian improvements implementation.	Short	Clayton County, <b>GDOT</b>	\$
T-14	Main St at Tara Boulevard Intersection Reconfiguration	Intersection Improvement	Jonesboro	Clayton County	Tara Boulevard	N Main St	Coordinate with Jonesboro, Clayton County, and GDOT on a study of an intersection reconfiguration to allow for planned trail crossing connecting Flint River Trail with Main Street to downtown Jonesboro.	Mid	Clayton County, <b>GDOT</b> , City of Jonesboro	\$\$
T-15	South Main St/Iron Gate Boulevard at Tara Boulevard Signage Improvements	Intersection Improvement	Jonesboro	Clayton County	Tara Boulevard	S Main St / Iron Gate Boulevard	Add "No Right Turn" signage at intersection of South Main Street with Tara Boulevard (right turn lane provided in advance of intersection).	Short	<b>Clayton County</b> , GDOT, City of Jonesboro	\$
T-16	Tara Boulevard Corridor Pedestrian Improvements	Pedestrian Improvement	Tara Gateway, Jonesboro	Clayton County, Jonesboro	Upper Riverdale SW	Henry County Line	Coordinate with GDOT and local jurisdictions on bicycle and pedestrian facility improvements along Tara Boulevard corridor from I-75 to Henry County Line as proposed in GDOT Project #0015156 and #0019778/ARC CL-349. The pedestrian facility improvements are set to include connecting sidewalks, upgrading ADA ramps, improving pedestrian lighting, etc.	Short	Clayton County, City of Jonesboro, <b>GDOT</b>	\$\$\$
T-17	S Main Street Pedestrian Improvements	Pedestrian Improvement	Lovejoy	Clayton County	Mundy's Mill Rd	Iron Gate Boulevard	Coordinate with recommended Clayton Connects Trails at EL Huie Ponds to provide pedestrian improvements along S. Main Street between Mundy's Mill and Iron Gate Boulevard.	Mid	<b>Clayton County</b>	\$\$\$
T-19	Community Improvement District	Strategy	Tara Gateway	-	-	-	Explore establishing a community improvement district in the Tara Gateway node that would spearhead development and transit/transportation improvements in this area. Key roles of this CID would be to coordinate closely with MARTA, GDOT, and Clayton County on implementation of Southlake Rapid, encouraging transit-supportive development in the TOD zones, and contribute funding and though power to the reconfiguration of the Upper Riverdale/Tara Boulevard/Old Dixie Hwy intersection.	Mid	<b>Clayton County</b>	\$

## Implementation Matrix Recommendations

Project ID	Project Name	Project Type	Node	Jurisdiction	Extents From	Extents To/At	Description	Timeframe	Responsible (Lead in Bold)	Cost Estimate
T-20	Talmadge Road Complete Street Improvements	Roadway Improvement	Lovejoy	City of Lovejoy	Tara Boulevard	Lovejoy Rd	The City of Lovejoy should coordinate with GDOT, MARTA, and Clayton County on providing Complete Street upgrades to Talmadge Rd to provide pedestrian connections between downtown Lovejoy and Tara Boulevard where Clayton Connects trails and SR 54 BRT are recommended. See proposed Talmadge Rd cross section.	Mid	<b>City of Lovejoy,</b> GDOT	\$\$\$
T-21	Mt. Zion Complete Street Improvements	Roadway Improvement	Tara Gateway	Clayton County	Tara Boulevard	SR 54	Clayton County should coordinate with MARTA and GDOT for Complete Street improvements to Mt. Zion Rd in coordination with recommended trail connections and Southlake BRT. See proposed Mt. Zion Rd cross section. Recommended median dedicated reversible transit lane, 1 travel lane in each direction, at least 6 ft sidewalk on north side, 10-12 ft. multi-use path on south side (Elem school and Jesters trail).	Mid	<b>Clayton County,</b> GDOT	\$\$\$
T-23	MARTA BRT Working Group	Policy	All	Multiple	Full Corridor	-	<p>"Establish a MARTA BRT Working Group that will be responsible for coordination with MARTA on dedicated alignment and specific station location/design for Southlake and SR 54 BRT projects. This group should be made-up of local transportation, planning, zoning, and economic development staff from Clayton County, Jonesboro, and Lovejoy. The following elements should be considered for initial discussion points with MARTA:</p> <ul style="list-style-type: none"> <li>- Recommended complete street improvements on Upper Riverdale Rd and Mt. Zion Rd, Smith Street, and Talmadge Rd</li> <li>- Exploration of bi-directional dedicated BRT lane on Mt. Zion Rd</li> <li>- Preferred Station Area locations: coordination with planned GDOT PHB location on Tara Boulevard, directly in front of proposed catalyst site development on Upper Riverdale Rd (Tara Crossings), Shops of Tara on Mt. Zion Rd, Jonesboro P&amp;R and Jonesboro City Center, Tara Rd Kroger, station location with connection to planned trails at Newman Wetland Center, Lovejoy Walmart, Lovejoy City Hall</li> <li>- Recommended exploration of extension of SR 54 BRT down Tara Boulevard to Talmadge Rd. for increased connection to Lovejoy City Hall, downtown Lovejoy, and planned mixed-use development at Talmadge/Tara in Henry County</li> </ul> <p>"</p>	Short	<b>Clayton County,</b> <b>Jonesboro,</b> <b>Lovejoy.</b> MARTA, GDOT	\$
T-25	Tara Boulevard Design Working Group: Wayfinding/ Signage/ Branding/Street Design Guidelines	Policy	All	Multiple	Full Corridor	-	<p>Establish a Tara Boulevard Design Working Group (can be same as or have overlap with BRT Working Group) to undergo a branding and identity study for the Tara Boulevard corridor to identify a cohesive brand for the entirety of the corridor that can be applied to wayfinding and signage along the corridor and eventually, with GDOT coordination and support, potential design guidelines along the corridor that are more pedestrian and transit supportive. This group should be made-up of local transportation, planning, and public works representatives from Clayton County, Jonesboro, and Lovejoy and should coordinate regularly with GDOT for cooperation and implementation.</p>	Short	<b>Clayton County</b>	\$

## Implementation Matrix Recommendations

Project ID	Project Name	Project Type	Node	Jurisdiction	Extents From	Extents To/At	Description	Timeframe	Responsible (Lead in Bold)	Cost Estimate
T-29	Establish the Tara Gateway Pedestrian Priority Area (PPA)	Policy	<b>Tara Gateway</b>	Clayton County	Upper Riverdale Rd	Valley Hill Rd SE	<p>"Coordinate between local jurisdictions and GDOT to establish and implement a pedestrian priority area in the Tara Gateway node where pedestrian-oriented safety improvements are prioritized whenever new projects are planned and implemented within that area. The extent of this area is proposed along Tara Boulevard between Upper Riverdale Rd and Valley Hill Road and the following pedestrian improvements should be considered in this area:</p> <ul style="list-style-type: none"> <li>- Sidewalk network coverage (prioritize the pedestrian priority areas for sidewalk gap infill; coordinate across existing planned projects)</li> <li>- Leading Pedestrian Intervals at any new intersection improvement with priority placed on these intersections: North Carter Dr, Battle Creek Rd, Sherwood Dr, Mt Zion Rd, Upper Riverdale Rd, Old Dixie Rd</li> <li>- Install wayfinding signage at key locations within the Tara Gateway PPA along Tara Boulevard directing pedestrians to key connections to local destinations just off Tara Boulevard such as Southern Regional Medical Center, Southlake Mall, Tara Stadium, local schools, and existing/planned trail/path connections.</li> <li>- Pedestrian level lighting (if not already accounted for in another planned and pedestrian improvement project)</li> <li>- Median pedestrian refuge islands (where possible within PPA in coordination with GDOT planned intersection improvements)</li> <li>- Prioritize minimizing driveway entries and coordinate with local developers to provide safer, interparcel connectivity opportunities within PPAs"</li> </ul>	Mid	Clayton County, <b>GDOT</b>	\$

## Implementation Matrix Recommendations

Project ID	Project Name	Project Type	Node	Jurisdiction	Extents From	Extents To/At	Description	Timeframe	Responsible (Lead in Bold)	Cost Estimate
T-30	Establish the Jonesboro Pedestrian Priority Area	Policy	Jonesboro	City of Jonesboro	Kroger Driveway	Poston Rd	<p>"Coordinate between local jurisdictions and GDOT to establish and implement a pedestrian priority area in the Jonesboro node where pedestrian-oriented safety improvements are prioritized whenever new projects are planned and implemented within that area. The extent of this area is proposed along Tara Boulevard between North Ave and the Justice Center Transit Hub and the following pedestrian improvements should be considered in this area:</p> <ul style="list-style-type: none"> <li>- Sidewalk network coverage (prioritize the pedestrian priority areas for sidewalk gap infill; coordinate across existing planned projects)</li> <li>- Leading Pedestrian Intervals at any new intersection improvement with priority placed on these intersections: North Ave, Flint River Rd, Smith St, Fayetteville Rd</li> <li>- Install wayfinding signage at key locations within the Jonesboro PPA along Tara Boulevard directing pedestrians to key connections to local destinations just off Tara Boulevard such as Jonesboro City Center, Lee St Park, Downtown Jonesboro, local schools, and existing/planned trail/path connections.</li> <li>- Pedestrian level lighting (if not already accounted for in another planned and pedestrian improvement project)</li> <li>- Median pedestrian refuge islands (where possible within PPA in coordination with GDOT planned intersection improvements)</li> <li>- Prioritize minimizing driveway entries and coordinate with local developers to provide safer, interparcel connectivity opportunities within PPAs"</li> </ul>	Mid	City of Jonesboro, <b>GDOT</b>	\$
T-31	Establish the Lovejoy Pedestrian Priority Area	Policy	Lovejoy	City of Lovejoy	Walmart Driveway	Talmadge Rd	<p>"Coordinate between local jurisdictions and GDOT to establish and implement a pedestrian priority area in the Lovejoy node where pedestrian-oriented safety improvements are prioritized whenever new projects are planned and implemented within that area. The extent of this area is proposed along Tara Boulevard between McDonough Rd and Talmadge Rd and the following pedestrian improvements should be considered in this area:</p> <ul style="list-style-type: none"> <li>- Sidewalk network coverage (prioritize the pedestrian priority areas for sidewalk gap infill; coordinate across existing planned projects)</li> <li>- Leading Pedestrian Intervals at any new intersection improvement with priority placed on these intersections: McDonough Rd, Lovejoy Rd</li> <li>- Install wayfinding signage at key locations within the Lovejoy PPA along Tara Boulevard directing pedestrians to key connections to local destinations just off Tara Boulevard such as Lovejoy Regional Park, Lovejoy City Hall, Downtown Lovejoy, Lovejoy Community Center + Park, local schools, and existing/planned trail/path connections.</li> <li>- Pedestrian level lighting (if not already accounted for in another planned and pedestrian improvement project)</li> <li>- Median pedestrian refuge islands (where possible within PPA in coordination with GDOT planned intersection improvements)</li> <li>- Prioritize minimizing driveway entries and coordinate with local developers to provide safer, interparcel connectivity opportunities within PPAs"</li> </ul>	Mid	City of Lovejoy, <b>GDOT</b>	\$

# Implementation Matrix Recommendations

Project ID	Project Name	Project Type	Node	Jurisdiction	Extents From	Extents To/At	Description	Timeframe	Responsible (Lead in Bold)	Cost Estimate
T-32	GDOT Planned Pedestrian Hybrid Beacons	Pedestrian Improvement	All	Multiple	-	-	"Coordinate with planned GDOT projects to implement Pedestrian Hybrid Beacons at the following 6 locations: Alderwoods Dr (Sherwood Memorial Park and Mausoleum), Valley Hill Rd, Kroger Driveway (North of North Ave), mid-block on Tara Boulevard between Old Dixie intersection and Upper Riverdale Rd intersection, Camelot Pkwy, and at Jonesboro Commuter Park and Ride"	Short	Clayton County, <b>GDOT</b>	\$\$\$
T-33	Arrowhead Boulevard - Parkwood Way Access Road Trail Connection	Pedestrian Improvement	<b>Tara Gateway</b>	Clayton County	Arrowhead Boulevard	Tara Boulevard	Utilize existing ROW (Anderson Rd) behind parcels fronting Tara Boulevard to create a path connection between Arrowhead Boulevard pedestrian network and Tara Boulevard intersection with Mt. Zion Rd.	Long	<b>Clayton County</b>	\$
T-34	Mundy's Mill Sidewalk Connection	Pedestrian Improvement	Jonesboro	Clayton County	Orr Rd	Main Street	No existing sidewalk, infill to provide sidewalk connection from Flint River Trail to Tara Boulevard and from Tara Boulevard to Main Street	Mid	<b>Clayton County</b>	\$\$
T-36	Holiday Boulevard Sidewalk Connection	Pedestrian Improvement	<b>Tara Gateway</b>	Clayton County	Old Dixie Hwy	I-75	Sidewalk infill along Holiday Boulevard providing pedestrian connectivity between Tara Boulevard corridor and Tara Gateway area and the Holiday Hills neighborhood, connecting with planned Jesters Creek extension	Mid	<b>Clayton County</b>	\$\$
T-37	N Main Street and Fayetteville Rd Sidewalk Connection	Pedestrian Improvement	<b>Tara Gateway</b>	Clayton County	Tara Boulevard	Tara Boulevard	Sidewalk infill along N Main Street and Fayetteville Rd providing complete pedestrian connection parallel to Tara Boulevard closer to downtown Jonesboro.	Mid	<b>Clayton County</b>	\$\$
T-38	Upper Riverdale Road Complete Street Improvements	Roadway Improvement	<b>Tara Gateway</b>	Clayton County	Flint River or Lamar Hutcheson Pkwy	Tara Boulevard	Complete Street improvements to Upper Riverdale Rd in coordination with recommended trail connections from Flint River to Tara Boulevard and the future Southlake BRT alignment. See proposed Upper Riverdale Rd cross section. Planned trails and roadway improvements along this portion of Upper Riverdale Rd should also be coordinated with the pending Pedestrian Bridge feasibility study as a potential trail crossing over Tara Boulevard serving as a gateway to the Tara Boulevard corridor.	Mid	<b>Clayton County, GDOT, MARTA</b>	\$\$\$
T-39	Freeman Road and Iris Walk Crossing Improvement	Pedestrian Improvement	<b>Lovejoy</b>	Clayton County	Iris Walk	Freeman Rd	Implement crossing improvement at this intersection with planned trail to Newman Wetland Center. Recommend implementation of crosswalk with future potential for PHB or intersection signalization.	Mid	Clayton County, <b>GDOT</b>	\$
T-40	High Priority Leading Pedestrian Intervals	Intersection Improvement	All	Clayton County, City of Lovejoy, City of Jonesboro			High Priority Leading Pedestrian Interval at: North Ave, Battle Creek Rd, Sherwood Rd, Mt Zion Rd, Flint River Rd, SR 54, Smith St/Robert E Lee, McDonough Rd, Upper Riverdale Rd, Old Dixie Rd, Talmadge Rd	Short	<b>Clayton County, GDOT</b>	\$
T-41	Medium Priority Leading Pedestrian Intervals	Intersection Improvement	All	Clayton County, City of Lovejoy, City of Jonesboro			Medium Priority Leading Pedestrian Interval at: North Carter Rd, Justice Complex, SR 138, Mundys Mill Rd, Holiday Boulevard, Walmart Drwy	Mid	<b>Clayton County, GDOT</b>	\$ 161



## Implementation Matrix Recommendations

Project ID	Project Name	Project Type	Node	Jurisdiction	Description	Timeframe	Responsible (Lead in Bold)	Cost Estimate
R-01	Tara Crossings Rezoning	Regulatory	<b>Tara Gateway</b>	Clayton County	Rezone Tara Crossings site from Medical Mixed-Use District (MMX) to a Special Mixed-Use Zoning or update permitted uses within the Medical Mixed-Use District Zoning Ordinance to include various forms of residential development. Also, remove restrictions on retail and commercial development (Food & Beverage uses currently restricted to lots where office or institutional floor area is a minimum of 100,000SF)	<b>Short</b>	<b>Clayton County</b>	\$
R-02	Tara Crossings Targeted Landowner Engagement	Partnerships	<b>Tara Gateway</b>	Clayton County	Consult directly with landowners to understand willingness to sell and/or enter into a Joint Venture Partnership for redevelopment of the site	<b>Short</b>	<b>Clayton County Development Authority</b>	\$
R-03	Tara Crossings Urban Redevelopment Plan	Regulatory	<b>Tara Gateway</b>	Clayton County	<p>"Engage a planning and development specialist to take the Catalyst Site Concept Plan recommendations and prepare and officially adopt a comprehensive and detailed Urban Redevelopment Plan into the County's planning documents. The URP should include:</p> <ul style="list-style-type: none"> <li>- Land Acquisition Strategy</li> <li>- Demolition</li> <li>- Redevelopment Plan</li> <li>- Zoning Changes</li> <li>- Land Uses &amp; Densities</li> <li>- Public Infrastructure Requirements</li> <li>- Any relevant covenants</li> <li>- Any other requirements for an URP by the Department of Community Affairs</li> </ul> <p>This will assist with future funding and grant applications as it is often a requirement. "</p>	<b>Mid</b>	<b>Clayton County Development Authority</b>	\$\$
R-04	Tara Crossings Marketing Prospectus	Take to Market	<b>Tara Gateway</b>	Clayton County	Prepare a Marketing Prospectus, in line with the Urban Redevelopment Plan to further highlight the benefits of redevelopment of Tara Crossings including economic impacts, job creation and community benefits.	<b>Mid</b>	<b>Clayton County Development Authority</b>	\$
R-05	Tara Crossings Targeted Developer Engagement	Take to Market	<b>Tara Gateway</b>	Clayton County	Conduct targeted, one-on-one engagement with local developers already active in the south Atlanta market, utilizing the Marketing Prospectus, to initiate interest and investment in the properties.	<b>Mid</b>	<b>Clayton County Development Authority</b>	\$
R-06	Tara Crossings Redevelopment Fund Application	Funding	<b>Tara Gateway</b>	Clayton County	<p>"Co-ordinate with the Department of Community Affairs (DCA) Economic Development Local Field Representative to discuss the following funding and grant programs:</p> <ul style="list-style-type: none"> <li>- Redevelopment Fund</li> <li>- Revitalization Area Strategies (requires Urban Redevelopment Plan)</li> </ul> <p>"</p>	<b>Mid</b>	<b>Clayton County Development Authority</b>	\$
R-07	Tara Crossings Funding, Grants and Incentives	Funding	<b>Tara Gateway</b>	Clayton County	Explore funding, grants and incentives that would be most beneficial to the property. This may be for site amalgamation, remediation, infrastructure, or overcome a construction funding gap, etc.	<b>Mid</b>	<b>Clayton County Development Authority</b>	\$

## Implementation Matrix Recommendations

Project ID	Project Name	Project Type	Node	Jurisdiction	Description	Timeframe	Responsible (Lead in Bold)	Cost Estimate
R-08	City of Jonesboro Online Zoning GIS Maps	Regulatory	Jonesboro	City of Jonesboro	Create an online GIS Platform for property information, zoning ordinance districts etc, similarly to the Clayton County GIS Mapping Platform for streamlining of permitting process for developers and private entities.	Mid	<b>City of Jonesboro</b>	\$\$
R-09	City of Jonesboro Redevelopment Authority	Regulatory	Jonesboro	City of Jonesboro	Establish or expand the existing Downtown Redevelopment Authority into a City-wide Redevelopment Authority to champion redevelopment, investment and partnerships in the Jonesboro Area, beginning with the Tara Boulevard/Smith Street Catalytic Site. As part of this initiative, hire specific Real Estate Development Manager and Grant Writer/Administrator.	Mid	<b>City of Jonesboro</b>	\$\$
R-10	City of Jonesboro Rezoning	Regulatory	Jonesboro	City of Jonesboro	Rezone Jonesboro Tara Boulevard/Smith Street Catalytic sites from Commercial/Tara Boulevard into a Special Mixed-Use Planning District that provides for a mixture of activities including various forms of residential.	Mid	<b>City of Jonesboro</b>	\$
R-11	City of Jonesboro Targeted Landowner Engagement	Regulatory	Jonesboro	City of Jonesboro	Consult directly with landowners to understand willingness to sell and/or enter into a Joint Venture Partnership for redevelopment of the site.	Short	<b>City of Jonesboro</b>	\$
R-12	City of Jonesboro Urban Redevelopment Plan	Regulatory	Jonesboro	City of Jonesboro	<p>"Engage a planning and development specialist to take the Catalyst Site Concept Plan recommendations and prepare and officially adopt a comprehensive and detailed Urban Redevelopment Plan into the City's planning documents. The URP should include:</p> <ul style="list-style-type: none"> <li>- Land Acquisition Strategy</li> <li>- Demolition</li> <li>- Redevelopment Plan</li> <li>- Zoning Changes</li> <li>- Land Uses &amp; Densities</li> <li>- Public Infrastructure Requirements</li> <li>- Any relevant covenants</li> <li>- Any other requirements for an URP by the Department of Community Affairs</li> </ul> <p>This will assist with future funding and grant applications as it is often a requirement. "</p>	Mid	<b>City of Jonesboro</b>	\$\$
R-13	City of Jonesboro Marketing Prospectus	Take to Market	Jonesboro	City of Jonesboro	Prepare a Marketing Prospectus, in line with the Urban Redevelopment Plan to further highlight the benefits of redevelopment of Tara Crossings including economic impacts, job creation and community benefits.	Mid	<b>City of Jonesboro</b>	\$

## Implementation Matrix Recommendations

Project ID	Project Name	Project Type	Node	Jurisdiction	Description	Timeframe	Responsible (Lead in Bold)	Cost Estimate
R-14	City of Jonesboro Targeted Developer Engagement	Take to Market	Jonesboro	City of Jonesboro	Conduct targeted, one-on-one engagement with local developers already active in the south Atlanta market, utilizing the Marketing Prospectus, to initiate interest and investment in the properties.	Mid	<b>City of Jonesboro</b>	\$
R-15	City of Jonesboro Redevelopment Fund Application	Funding	Jonesboro	City of Jonesboro	<p>"Co-ordinate with the Department of Community Affairs (DCA) Economic Development Local Field Representative to discuss the following funding and grant programs:</p> <ul style="list-style-type: none"> <li>- Redevelopment Fund</li> <li>- Revitalization Area Strategies (requires Urban Redevelopment Plan)</li> </ul> <p>Contact Details: Cheryl Magby (470) 326-1048 cheryl.magmy@dca.ga.gov</p>	Mid	<b>City of Jonesboro</b>	\$
R-16	Clayton County Enterprise Zone	Funding	Jonesboro	City of Jonesboro	Explore the ability for Jonesboro to apply an Enterprise Zone incentive for the catalytic site. Identify uses that will allow the incentive to be captured.	Mid	<b>City of Jonesboro</b>	\$
R-17	Lovejoy Development Authority - Specialized Downtown Development Authority	Partnerships	Lovejoy	City of Lovejoy	Explore opportunities for establishing a Downtown Development Authority to lead the implementation and development of the catalyst sites. Connect with other jurisdictions to understand best practices with DDA's and applicability for Lovejoy.	Mid	<b>City of Lovejoy</b>	\$\$
R-18	Downtown Lovejoy Rezoning	Regulatory	Lovejoy	City of Lovejoy	Rezone catalyst sites from to a specialized Downtown Community District providing for mixed-use development. Allow flexibility in the zoning code to allow for art, cultural, destination, innovative retail, employment, and	Short	<b>City of Lovejoy</b>	\$
R-19	Downtown Lovejoy Detailed Redevelopment Plan	Regulatory	Lovejoy	City of Lovejoy	Revisit the Lovejoy Downtown Urban Redevelopment Plan and identify if an update is required. Look to ARC or State funding for redevelopment plan update.	Short	<b>City of Lovejoy</b>	\$\$
R-20	Downtown Lovejoy Marketing Prospectus	Take to Market	Lovejoy	City of Lovejoy	Create a Marketing Prospectus for the Prioritization of City-owned sites in Downtown Lovejoy.	Mid	<b>City of Lovejoy</b>	\$
R-21	Downtown Lovejoy Targeted Re-engagement with Local Developers	Take to Market	Lovejoy	City of Lovejoy	Conduct targeted, one-on-one engagement with local developers already active in the south Atlanta market, utilizing the Marketing Prospectus, to initiate interest and investment in the properties.	Mid	<b>City of Lovejoy</b>	\$
R-22	Downtown Development Revolving Loan Fund Application	Funding	Lovejoy	City of Lovejoy	Explore the opportunity to use the Downtown Development Revolving Loan Fund (DD RLF) to assist Lovejoy to revitalize and enhance the downtown area by providing below-market rate financing to fund capital projects in the core historic downtown.	Mid	<b>City of Lovejoy</b>	\$

PROJECT VISION

**Tara Boulevard is a vibrant, cohesive corridor that provides safe connections for all, attracts a thriving mix of uses, and activates inclusive places.**