

Name: Morrow City Draft  
ENTITY: Morrow City  
FIPS: 1353004

**Authors**

Morrow City Author  
Morrow City Reviewer  
Dave Totten

**0.0.0.0: Preliminaries**

**0.1.0.0: Title Page**

**0.1.0.0: Title Page**

**City of Morrow  
Comprehensive Plan  
2004**

*Prepared by The City of Morrow*

**0.2.0.0: Credits**

**0.2.0.0: Credits**

The Citizens of Morrow  
Morrow's Mayor and Council  
John Lampl, City Manager  
Joyce Bean, Zoning Administrator  
Jeff Eady, Director of Public Works  
Lisa Sewell, Director of Tourism  
Renee Abernathy, City Clerk

Chris Pike, Financial Officer  
Anou Sothsavath, IT Director  
Sylvia Redic, Grants Administrator  
Travis Pruitt & Associates, Inc.

## **0.3.0.0: Table of Contents**

# **0.3.0.0: Table of Contents**

I Population  
II Economic Development  
III Housing  
IV Natural and Cultural Resources  
V Community Facilities  
VI Land Use  
VII Intergovernmental Coordination  
VIII Transportation  
IX Short Term Work Program

Adoption date listed on the title page.

Maps are located in the "Lists" section of the "Preliminaries" on the main menu.

A schedule of meetings is located in the "Lists" section of the "Preliminaries" on the main menu.

## **0.4.0.0: Lists**

**City of Morrow, Georgia  
Public Notice / Public Meetings / Public Participation  
Development of the City's Comprehensive Plan  
Development of the Five-Year Update to the Short Term Work Program**

**January 12, 2004**     *Publication / News Daily*

**Advertised date / time / purpose of meeting / public participation program.**

**January 27, 2004**     *Public meeting*

**First Hearing.** Informed the public about the purpose of the Plan the and STWP, the process to be followed in the preparation of the Plan and the STWP, the schedule for completion of the Plan and the STWP, and the public participation program that would be followed during the preparation of the Plan and the STWP. Public comment forms were provided. The hearing was part of the process of amassing data for the Plan. Opinions on projects, and the subsequent recommendations were incorporated into the first draft of the Plan.

**February 4, 2004**     *Publication / Clayton Neighbor*

**Community notice with general info on the City's comprehensive plan.**

**February 17, 2004**     *Public Meeting*

**In conjunction with the Planning and Zoning Board meeting, discussion was held on the City's Future Land Use Map and Comprehensive Plan.**

**February 17, 2004**     *Clayton County Public Meeting*

**City Staff attended the public meeting.**

**February 18, 2004**     *Public Notice/City Website*

**Community notice. Encouraged citizens and community businesses to participate in the update of the City's Comprehensive Plan.**

**February 21, 2004**     *Clayton County Public Meeting*

**City Staff attended the public meeting.**

**February 23, 2004**     *Clayton County/Jonesboro Public Meeting*

**City Staff attended public meeting.**

**February 25, 2004**     *Public Meeting*

**Discussion was held on the City's Future Land Use Map and Comprehensive Plan.**

**February 26, 2004**     *Community Round Table*

**Discussion of the City's Comprehensive Plan was incorporated into the meeting.**

**February 26, 2004**     *Clayton County*                     *Public Meeting*

**City Staff attended the public meeting.**

**March 9, 2004**                     *Public meeting*

**Discussion was held on the City's Future Land Use Map and Comprehensive Plan.**

**March 11, 2004**      *Community Round Table*

**Discussion of the City's Comprehensive Plan was incorporated into the meeting.**

**March 15, 2004**      *Community Round Table*

**Discussion of the City's Comprehensive Plan was incorporated into the meeting.**

**April, 2004**              *Publication/The Morrow Times*

**Community notice. Encouraged citizens and the community to participate in the update of the City's Comprehensive Plan.**

**April 1, 2004**              *Community Round Table*

**Discussion of the City's Comprehensive Plan was incorporated into the meeting.**

**April 15, 2004**              *Community Round Table*

**Discussion of the City's Comprehensive Plan was incorporated into the meeting.**

**April 16, 2004**              *Notification of meeting*

**An invitation was sent to all local municipalities, Clayton County and county stakeholders encouraging all governments to participate in a Comprehensive Plan discussion on April 29, 2004.**

**April 29, 2004**              *Community Round table/Intergovernmental Coordination*

**Representatives of the local governments attended, along with members of the community. Drafts of the Comprehensive Plan and Future Land Use Maps were reviewed and discussed.**

**May 7, 2004**              *Publication / News Daily*



**April 17, 2004**

**April 18, 2004**

**April 23, 2004**

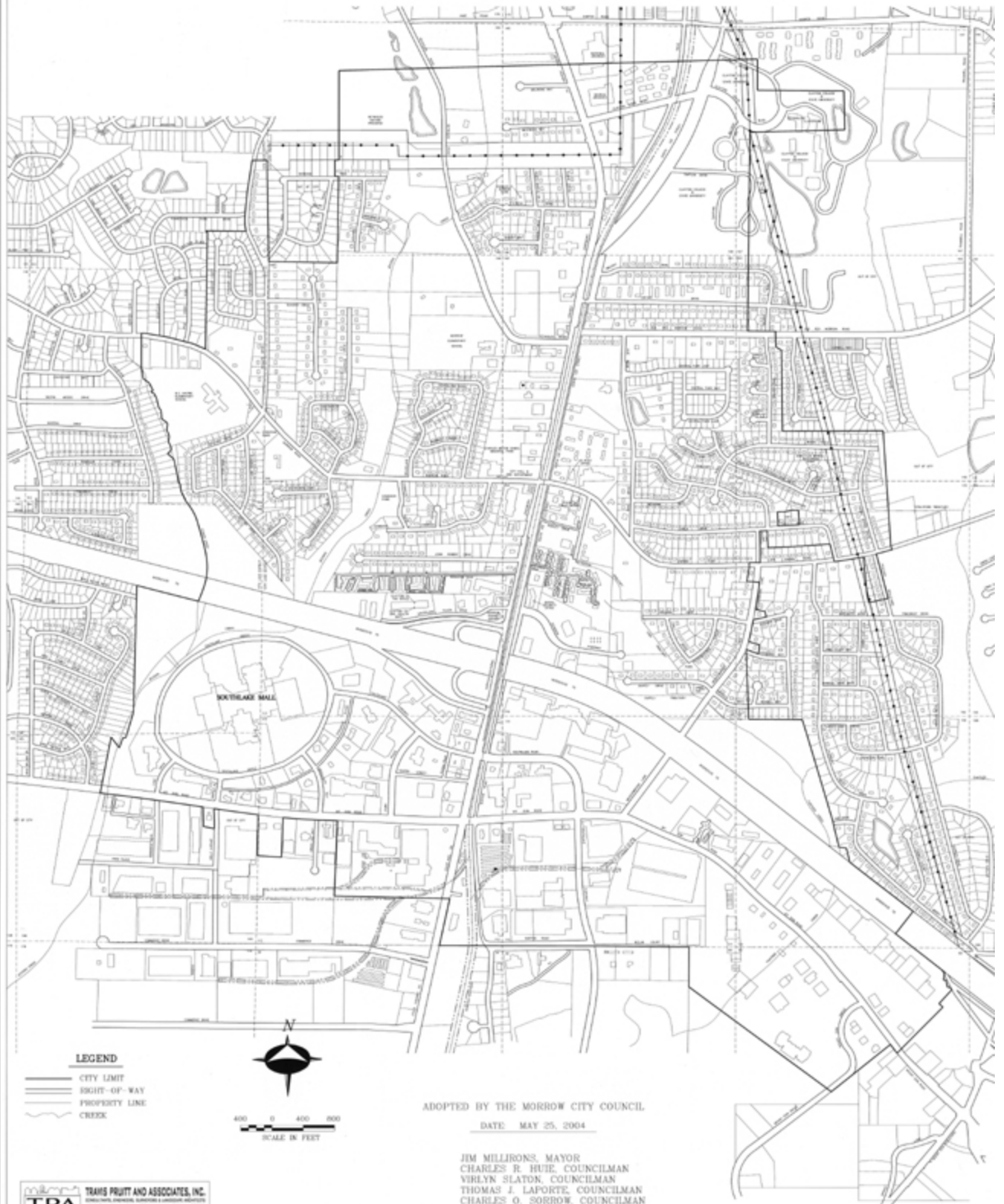
**April 24, 2004**

**April 26, 2004**

# **MORROW CITY MAPS**

**BASE MAP**

# CITY OF MORROW, GEORGIA BASE MAP



#### LEGEND

- CITY LIMIT
- RIGHT-OF-WAY
- PROPERTY LINE
- ~ CREEK

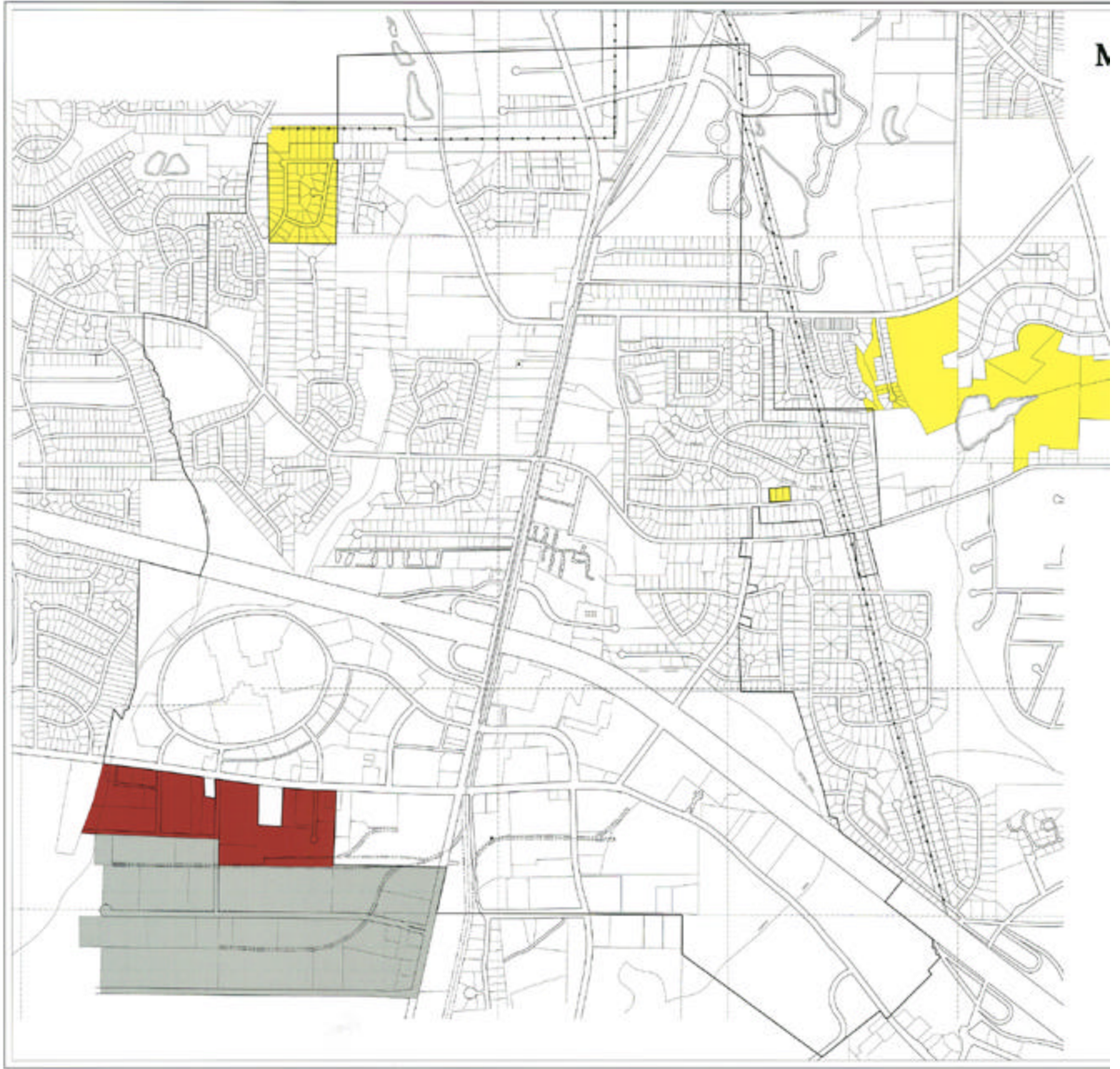


ADOPTED BY THE MORROW CITY COUNCIL

DATE MAY 25, 2004

JIM MILLERSON, MAYOR  
CHARLES R. BUTE, COUNCILMAN  
VIRGIN SLAYTON, COUNCILMAN  
THOMAS J. LAPORTE, COUNCILMAN  
CHARLES O. SORROW, COUNCILMAN  
JOHN J. LAMPL II, CITY MANAGER

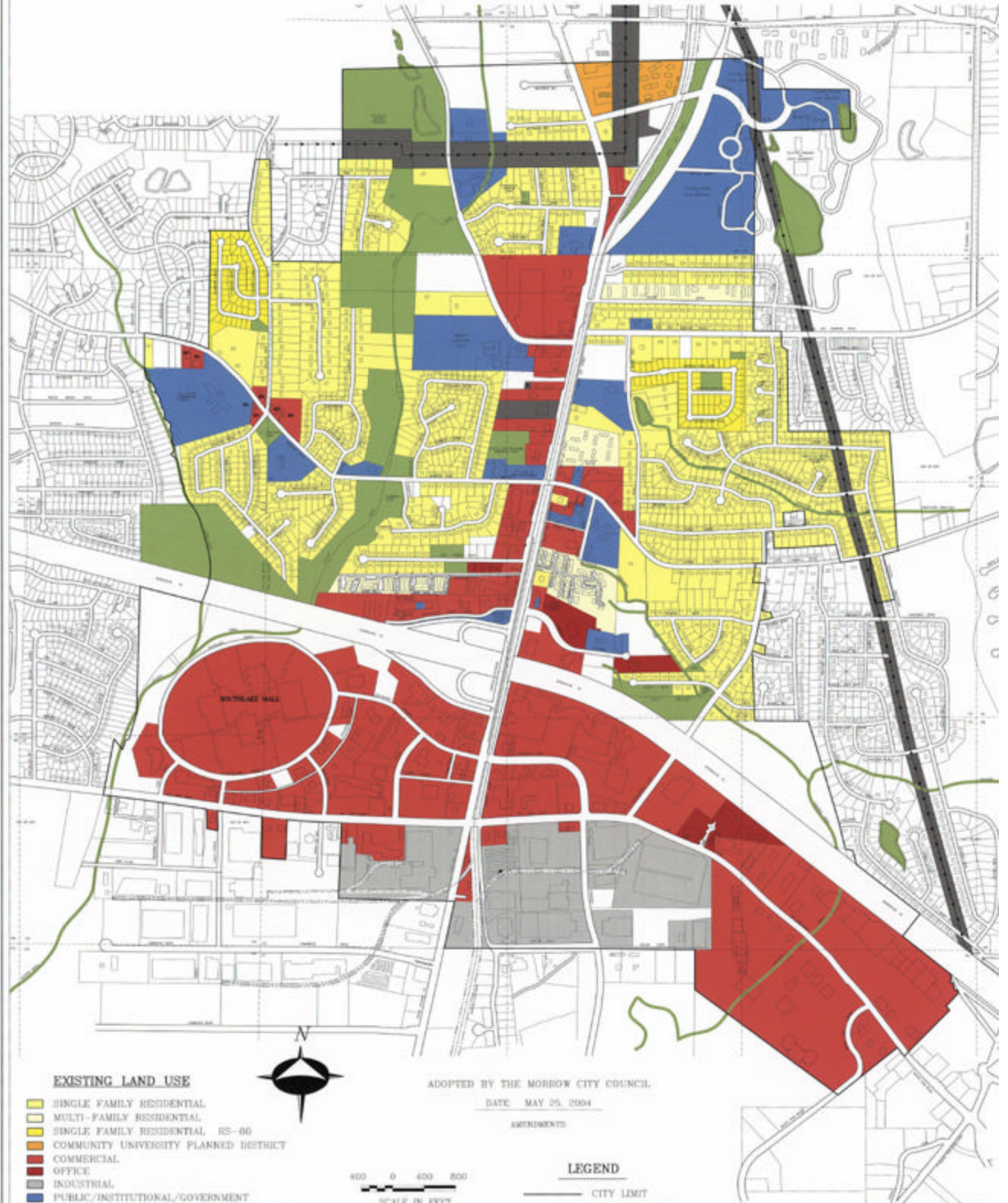
# ANNEXATION MAP



# EXISTING LAND USE



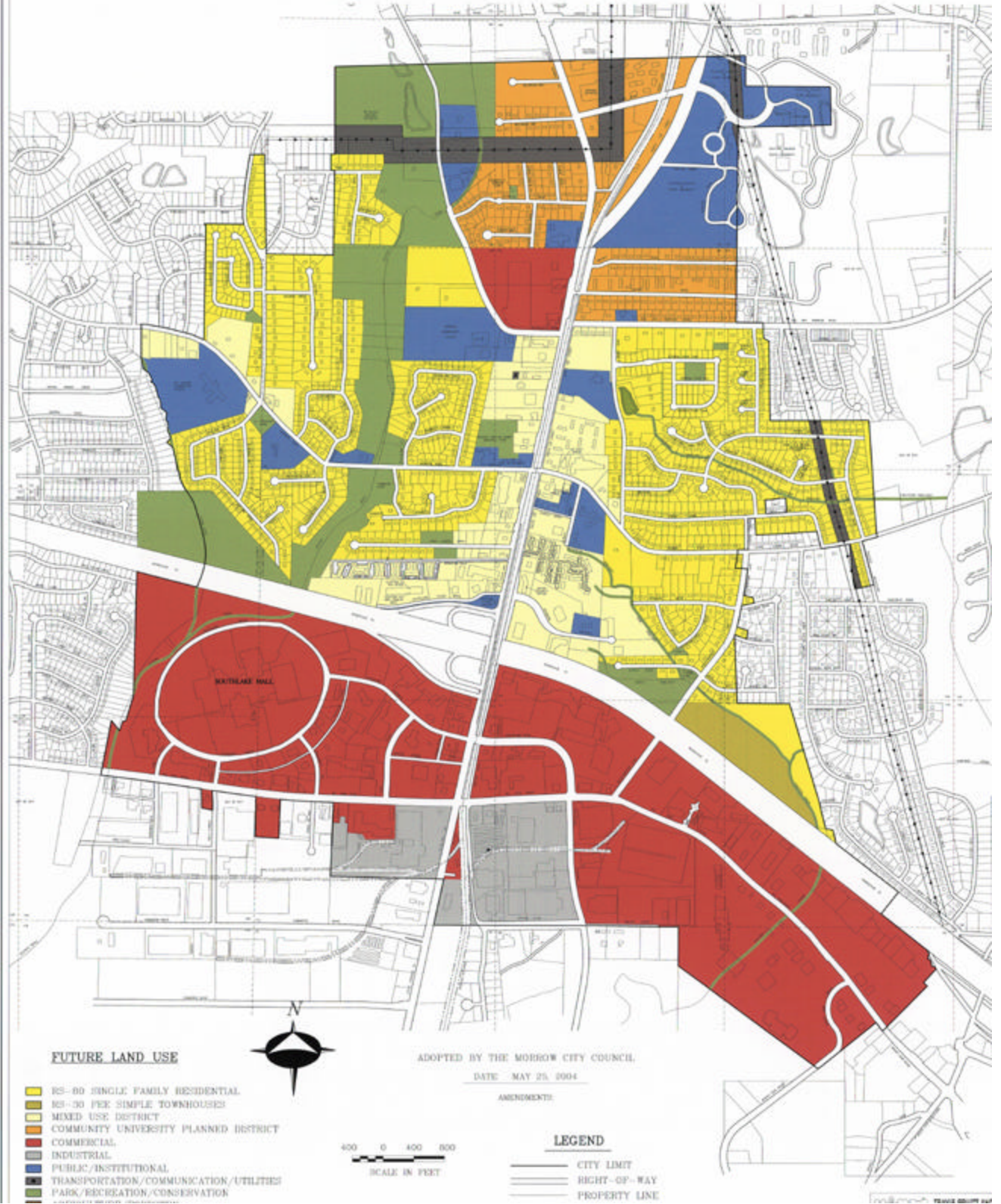
# CITY OF MORROW, GEORGIA EXISTING LAND USE MAP



## **FUTURE LAND USE**



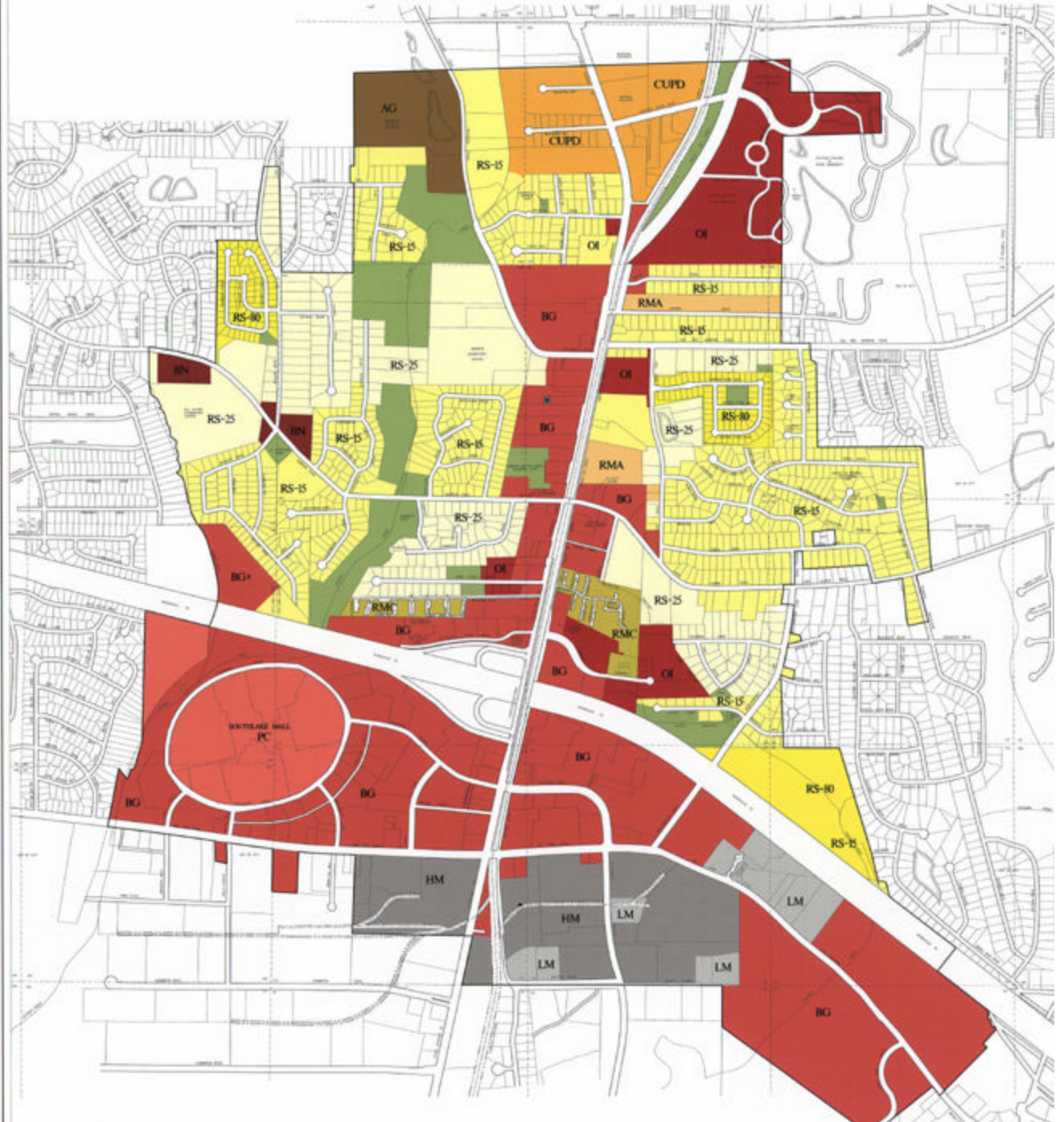
# CITY OF MORROW, GEORGIA FUTURE LAND USE MAP



# ZONING MAP

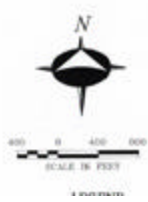


# CITY OF MORROW, GEORGIA ZONING MAP



**LEGENDS OF ZONING DISTRICT**

- AG AGRICULTURAL
- BG GENERAL BUSINESS
- BN NEIGHBORHOOD BUSINESS
- CUPD COMMUNITY UNIVERSITY PLANNED DISTRICT
- HM HEAVY MANUFACTURING
- LM LIGHT MANUFACTURING
- OI OFFICE
- PI PUBLIC/INSTITUTIONAL
- PC PARK/RECREATION/CONSERVATION
- TCU TRANSPORTATION/COMMUNICATION/UTILITIES
- RMA MULTIPLE - FAMILY RESIDENTIAL (APARTMENTS)



ADOPTED BY THE MORROW CITY COUNCIL  
DATE: MAY 11, 2004

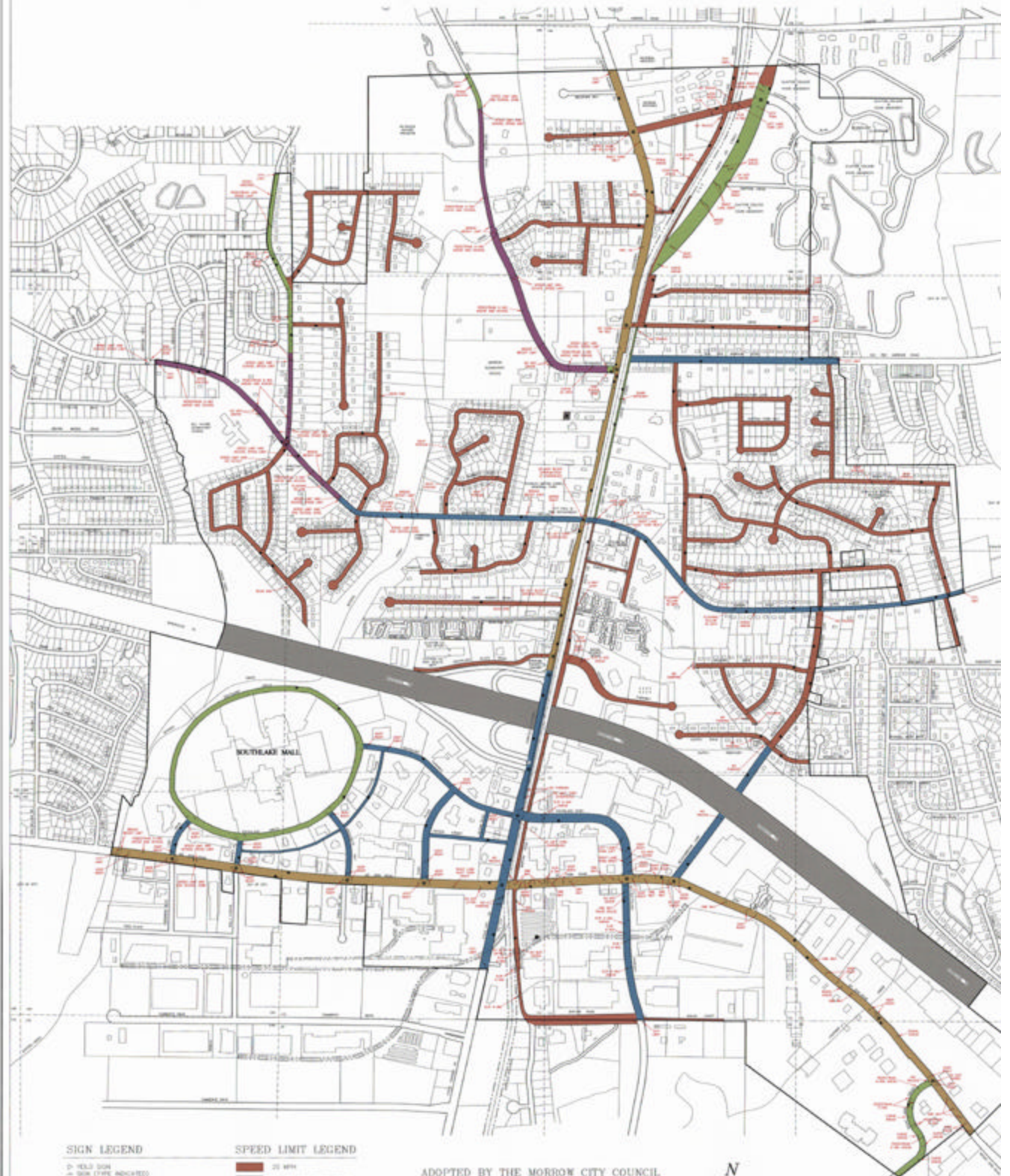
CERTIFICATION

THIS IS TO CERTIFY THAT THIS OFFICIAL ZONING MAP SUPERSEDES AND REPLACES THE OFFICIAL ZONING MAP ADOPTED 8 NOVEMBER, 1973, AS A PART OF THE 1996 ZONING ORDINANCE OF THE CITY OF MORROW, GEORGIA.

# **TRAFFIC CONTROL MAP**



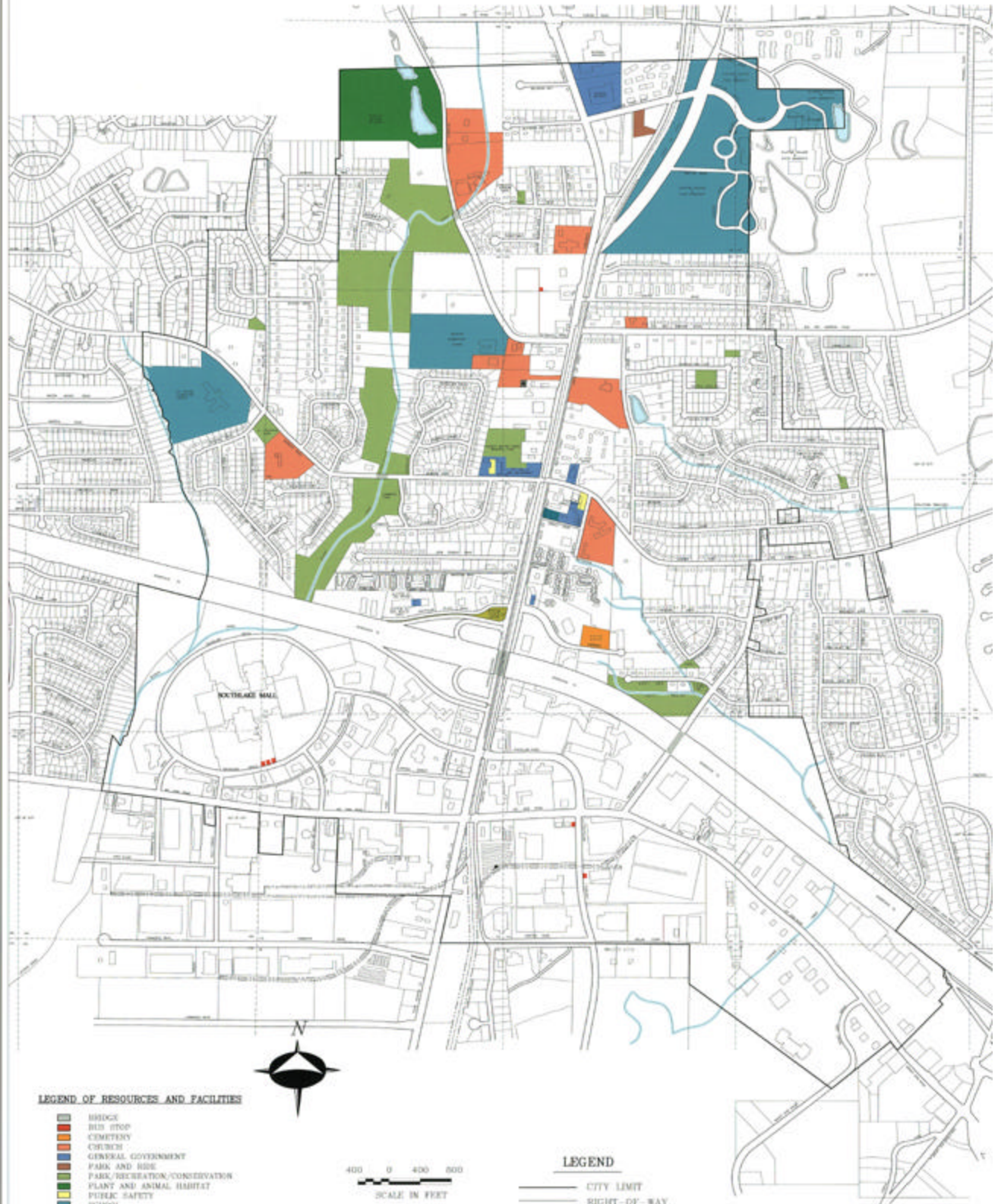
CITY OF  
**MORROW, GEORGIA**  
OFFICIAL TRAFFIC CONTROL MA



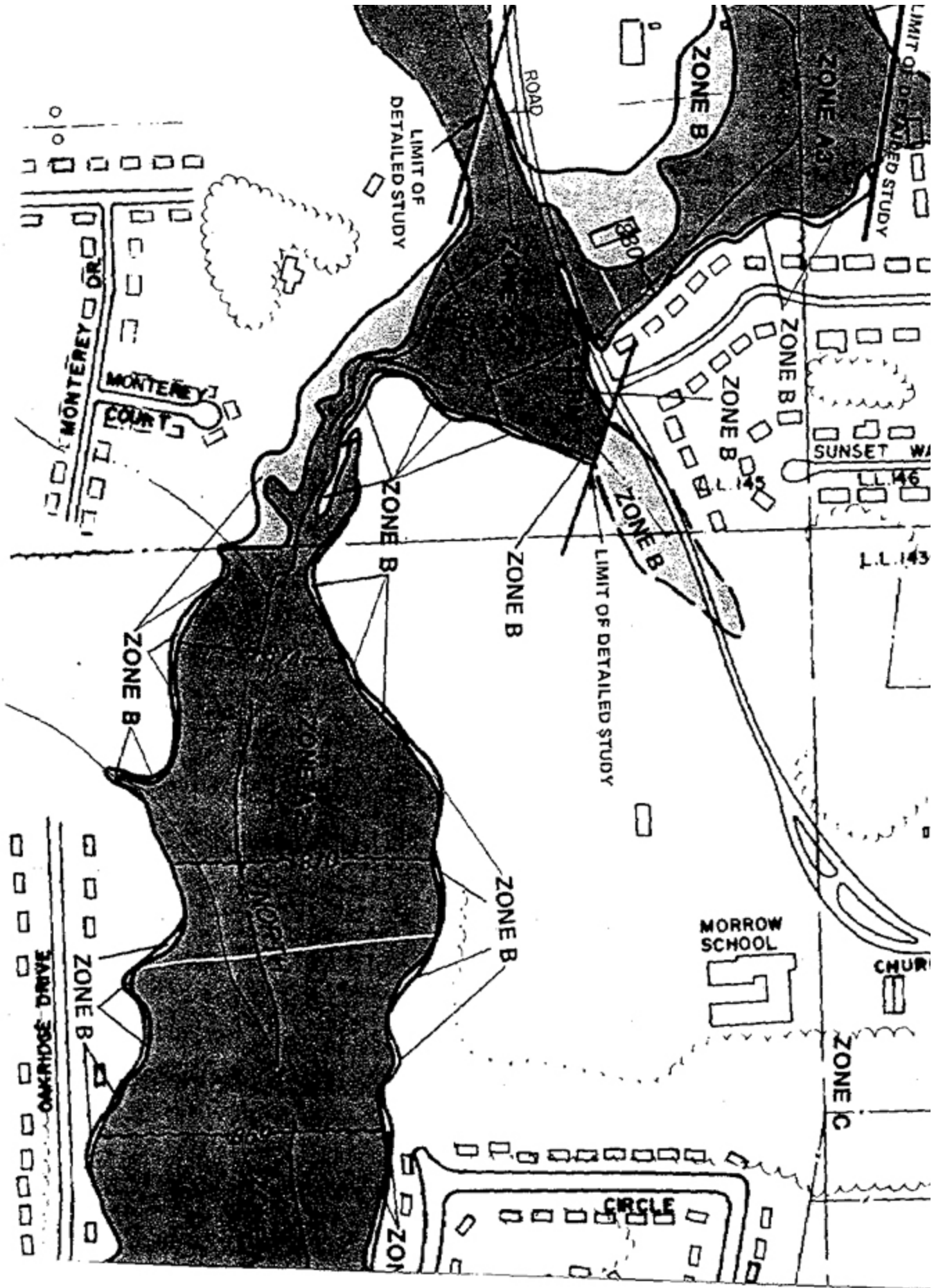
## **RESOURCES AND FACILITIES**



# CITY OF MORROW, GEORGIA RESOURCES AND FACILITIES MAP



# **FLOOD PLAIN MAP**



## **0.5.0.0: Introduction**

# **0.0.0.0: Introduction**

The City of Morrow's 2004 Comprehensive Plan (or "CompPlan") was designed under the Georgia Planning Act of 1989. In its entirety, the CompPlan is a guide for leaders to utilize when making any decision affecting the community's future. While this CompPlan is written specifically by the City of Morrow, collectively with other CompPlans, it will be used at Regional and State levels.

Morrow's CompPlan will address the City's goals as they relate to population growth, commercial and industrial development, City services, land use and natural and historical resources. The Plan will speak to our leadership's vision for the community now and in the future. The Plan as a tool will promote smart growth and provide direction for policy makers while offering local and region communities a resource for accessing Morrow's focus.

Morrow's Comprehensive Plan process gave our City the opportunity to look at itself in terms of population, housing, transportation, land use and economic development. Examining who we have been who we are and who we want to be encourages leaders and stakeholders to identify strengths and weaknesses as they relate to a variety of the City's components. Only when the City understands the areas of weakness can we effectively plan for our growth. Also, upon close examination of data, we can dispel any incorrect ideas we have about the City.

Painting an accurate picture through the assessment of our assets and resources only benefits the City's residents, business owners and visitors. Based on the assessments in the CompPlan, the City can design better goals, goals that maximize our potential and help focus on what is best for the City. Through intergovernmental coordination functions we can not only address the needs of our City, but also ensure that Morrow's plans fit into the regions goals, minimizing conflict and therefore, allowing a greater rate of success.

*Maps referred to throughout the plan are located in the "Lists" section under "Preliminaries" on the main menu of Morrow's Comprehensive Plan.*

# **1.0.0.0: Population**

## **POPULATION ELEMENT**

**"Size is not always a determinant of excellence."  
--Major Charlie Sewell, Morrow Police Department**

### **INTRODUCTION**

**Population is a vital element of comprehensive planning; by determining the characteristics of the population in the past and present, one can assess future populations and effectively plan how to serve them. To obtain a sense of where the population has been, is, and will be, several social and economic characteristics of Morrow have been analyzed and compared to that of Clayton County, Georgia, the Atlanta Regional Commission (ARC, which consists of Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, and Rockdale Counties), and the United States. This element provides an overview of the population**

**characteristics that include population trends and projections, number of households, age, race, educational attainment levels, and income.**

## **1.1.0.0: Inventory**

### **TOTAL POPULATION**

Tables 1.1 and 1.2 represent the population growth and its percent change for Morrow, Clayton County, ARC and Georgia over the past 20 years. The City of Morrow has experienced both a series of growth and decline over this time period. According to U.S. Census data, between 1980 and 1990, the City grew by an average of 21.6%, gaining a total of 1,055 new residents. The years between 1990 and 2000 illustrate a decrease of 286 residents. This decrease is attributed to the lack of new housing being constructed within the City of Morrow during this time. Despite this decrease, the City of Morrow, over the past 20 years, gained an overall total of 769 new residents marking an 18.69% increase, which is a little less than half of the ARC's increase at 37.3%, and less than one third of Georgia's 50% increase.

**TABLE 1.1**

<b>POPULATION</b>					
	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>
<b>Morrow</b>	4,113	4,250	5,168	4,400	4,882
<b>Clayton County</b>	150,357	165,257	182,052	202,355	236,517
<b>ARC</b>	1,779,131	2,279,451	2,373,000	2,408,271	2,443,000
<b>Georgia</b>	5,463,105	5,693,100	6,478,216	7,228,350	8,186,453

Source: U.S. Bureau of the Census

**POPULATION AND PERCENT CHANGE TABLE 1.2**

<b>PERCENT CHANGE</b>					
	<b>1980-1985</b>	<b>1985-1990</b>	<b>1990-1995</b>	<b>1995-2000</b>	<b>1980-2000</b>
<b>Morrow</b>	3.3%	22%	15%	11%	19%
<b>Clayton County</b>	10%	10.2%	11.2%	17%	57.3%
<b>ARC</b>	28.1%	4.1%	1.5%	14.4%	37.3%
<b>Georgia</b>	4.2%	14%	11.6%	13.2%	50%

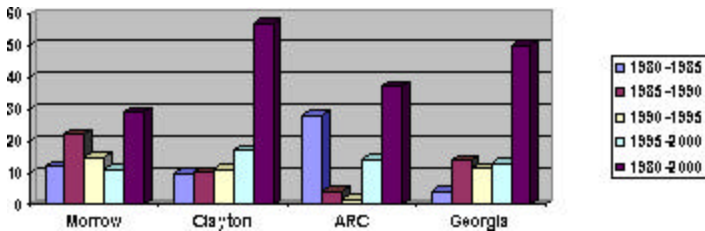


Source: U.S. Bureau of the Census, 1980, 1990, 2000  
Internal Interpolation, 1985, 1995

Figure A represents a comparison in population percentages for the City of Morrow, Clayton County, ARC and Georgia over the last 20 year span. The City of Morrow increased rapidly, by 22%, between the years 1985 and 1990. Clayton County increased the most through the years by a total of 57.3%. Georgia was second in place with an overall total of 50%. The ARC Region experienced the greatest increase from 1980-1985 with an increase of 28.1%.

**FIGURE A**

**POPULATION COMPARISON**



**POPULATION PROJECTIONS**

Population projections will enable Morrow to obtain a vision for the next 20 years. By projecting for the future, the City can better and more effectively serve the populace. These projections include city residents, commuters, employees, day-trip visitors, Southlake Mall visitors, Clayton College and State University residents and land annexations.

Table 1.2 shows projected population for Morrow, Clayton County, ARC, Georgia, and the United States through the year 2025. Morrow expects to gain 13,618 residents over the next 20 years. Clayton County is expected to gain an increase of 37%, and the United States projects a 27% increase. The increase in Morrow’s population will be attributed to several factors such as; land annexation projects, the growing popularity of Clayton College and State University attracting college students to inhabit the city and plans to build a golf course and a multi-functional conference center. The predicted rise in residents will be well accommodated by new subdivisions being built throughout the city. Morrow is working to construct a 14 acre development, Gateway Village that will provide a hotel and conference center, office space for new businesses and residential installations. This initiative will enhance the city’s quality by offering an expanded job market and a larger number of services to residents and visitors.

**TABLE 1.2**

POPULATION PROJECTIONS					
	2000	2005	2010	2015	2020

<b>Morrow</b>	4,882	7,080	9,000	12,400	16,000
<b>Clayton County</b>	238,026	254,503	271,229	288,084	306,956
<b>ARC</b>	3,698,679	3,921,300	4,223,300	4,603,300	5,073,400
<b>Georgia</b>	8,229,820	8,784,650	9,349,660	9,940,380	10,550,700
<b>National</b>	282,125,000	296,135,000	310,519,000	325,767,000	341,658,000

Source: Woods & Poole Economics, Inc., ARC Regional Control Forecasts, Internal Interpolation; Morrow

## HOUSEHOLDS

Population is closely linked with household construction within the City of Morrow. That is, more people need more houses or, as we build more, population increases. Understanding this relationship, leaders can look at the number of houses being built to gain insight on whether or not public facilities and services are sufficient. Table 1.3 shows an increase in Morrow's households throughout the past 20 years. The City gained 3,452 new households from 1980 to 2000. In comparison, the United States and Georgia increased steadily together. Georgia's households, at 60%, or 3,022,410, doubled the National number of households, 105,466,000, or 30% for the past 20 years.

**TABLE 1.3**

	<b>HOUSEHOLDS</b>				
	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>
<b>Morrow</b>	1,338	1,595	2,199	2,681	4,880
<b>Clayton</b>	50,850	58,350	65,917	73,937	82,662
<b>ARC</b>	708,187	NA	994,453	NA	1,355,990
<b>Georgia</b>	1,886,550	2,116,500	2,380,830	2,701,530	3,022,410
<b>National</b>	80,824,800	86,540,200	92,255,600	98,455,600	105,466,000

	<b>PERCENTAGE CHANGE</b>				
	<b>1980-1985</b>	<b>1985-1990</b>	<b>1990-1995</b>	<b>1995-2000</b>	<b>1980-2000</b>
<b>Morrow</b>	19.20%	33%	22%	82%	27%
<b>Clayton</b>	14.7%	13%	12.2%	12%	67%
<b>ARC</b>	NA	NA	NA	NA	91%
<b>Georgia</b>	12.2%	12.5%	13.5%	12%	60%
<b>National</b>	7.1%	7%	7%	7.1%	30%

Source: U.S. Bureau of the Census, 1980, 1990, 2000, ARC IPEF Model Regional Control Forecasts  
Internal Interpolation, 1985, 1995

## AVERAGE HOUSEHOLD SIZE

The City's average household size experienced a rise and fall throughout the last 20 year period. Table 1.4 illustrates that in 1980, the City of Morrow had the largest number of occupants in one household with 2.980. By 2000, each household occupied an average of 2.68 residents. In the year 2000, Morrow and Georgia both had 2.550 occupants in one

household. Even though the United States and Morrow showed a decrease in household size through the 20 years pan, on average, the City of Morrow averaged fewer occupants, 2.556, than the National average of 2.652.

**TABLE 1.4**

<b>HOUSEHOLD SIZE</b>					
	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>
<b>Morrow</b>	2.980	2.250	2.350	2.550	2.650
<b>Clayton</b>	2.960	2.710	2.740	2.780	2.840
<b>ARC</b>	2.76	NA	2.63	NA	2.68
<b>Georgia</b>	2.830	2.730	2.660	2.650	2.650
<b>National</b>	2.740	2.680	2.630	2.620	2.590

Source: Woods & Poole Economics, Inc, ARC IPEF Model Regional Control Forecasts  
Internal Interpolation

## **HOUSEHOLD PROJECTIONS**

Table 1.5 projects the number of households for the City of Morrow, through the year 2025. The City of Morrow is in the process of annexing in excess of 80 acres of land. These annexations will provide land for new subdivisions. In conjunction with these projects, the City predicts a wave of gentrification to take place thus older subdivisions within the city will become newly refurbished attracting a plethora of new residents.

**TABLE 1.5**

<b>HOUSEHOLD PROJECTIONS</b>					
	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>
<b>Morrow</b>	4,880	6,500	8,000	11,000	14,000
<b>Clayton</b>	82,662	89,527	96,213	102,591	108,271
<b>ARC</b>	1,355,990	1,442,800	1,582,800	1,750,200	1,948,000
<b>Georgia</b>	3,022,410	3,265,030	3,501,380	3,727,580	3,929,140
<b>National</b>	105,819,000	112,466,000	118,879,000	124,948,000	130,209,000

Source: U.S. Bureau of the Census, ARC IPEF Model Regional Control Forecasts  
Internal Interpolation

## **AGE DISTRUBUTION**

Table 1.6 shows comparisons in age over the past 20 years. As all other variables showed an increase in median age from 1980 to 2000, the City of Morrow marks a decrease in median age. The decrease is accounted for in that our City is growing newer through the attraction of Clayton College and State University students, and the aforementioned gentrification of existing subdivisions.

**Table 1.6**



<b>MEDIAN AGE</b>			
	<b>1980</b>	<b>1990</b>	<b>2000</b>
<b>Morrow</b>	32.6	32.2	30.5
<b>Clayton</b>	26.9	29.9	30.2
<b>ARC</b>	29.0	30.7	
<b>Georgia</b>	28.6	31.6	33.4
<b>National</b>	30.0	33.0	35.4

Source: U.S. Bureau of the Census, 1980, 1990, 2000  
Atlanta Regional Commission

Table 1.7 represents population by age category from 1980 to 2000. While Morrow's median age is 30.5, in the chart below, evidence suggests the city is aging. The number of 55-64 year olds increased over the 20 year period by 314 people or 1.88%. The number of citizens aged 65 years and over showed the largest amount of activity with an increase of 322 residents or 6.05%. Much of the increases in these specific categories are due to the fact that many citizens have lived in the City for decades.

**Table 1.7**

<b>MORROW CITY POPULATION BY AGE</b>			
<b>CATEGORY</b>	<b>1980</b>	<b>1990</b>	<b>2000</b>
<b>Total Population</b>	<b>4,113</b>	<b>5,074</b>	<b>4,882</b>
<b>0-4 years old</b>	364 8.85%	245 4.83%	285 5.84%
<b>5-13 years old</b>	628 15.27%	528 10.41%	617 12.64%
<b>14-17 years old</b>	363 8.83%	230 4.53%	291 5.96%
<b>18-20 years old</b>	241 5.86%	300 5.91%	387 7.93%
<b>21-24 years old</b>	316 7.68%	472 9.30%	371 7.60%
<b>25-34 years old</b>	706 17.17%	1008 19.87%	802 16.43%
<b>35-44 years old</b>	599 14.56%	697 13.74%	637 13.05%
<b>45-54 years old</b>	423 10.28%	457 9.01%	548 11.22%
<b>55-64 years old</b>	273 6.64%	463 9.12%	416 8.52%
<b>65 years and over</b>	196 4.77%	463 100.00%	528 10.82%

Source: U.S. Bureau of the Census 1980, 1990, 2000

**POPULATION BY AGE GROUP: 2000**

Figure B is a chart mapping the percentage change by each age group for the year 2000. Citizens aged 25 to 34 showed the most activity with an increase of 16.34% or 802 people.

**Figure B**

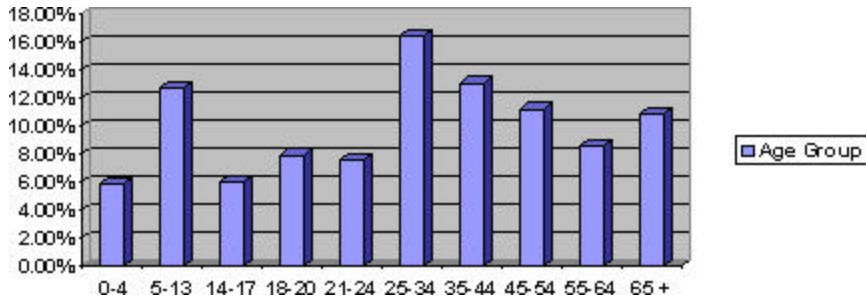


Table 1.8 represents population projections for each age category through the year 2025. The categories showing the largest percentage increases are the 18 to 20 year olds and the 21 to 24 year olds. Between 2010 and 2015 the percentage of 18 to 20 year olds may potentially increase by 5.22%. Between the years 2015 and 2020, the percentage of 21 to 24 year is projected to increase by 10.34%.

**Table 1.8**

<b>AGE DISTRIBUTION OF POPULATION PROJECTIONS/Percentage</b>						
	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
<b>0-4 years</b>	285 5.84%	405 6.72%	625 6.94%	725 5.84%	960 6.00%	1,180 6.37%
<b>5-13 years</b>	617 12.64%	737 12.24%	840 9.33%	1,050 8.46%	1,250 7.81%	1,478 7.98%
<b>14-17 years</b>	291 5.96%	441 7.32%	491 5.45%	666 5.37%	966 6.03%	1,126 6.08%
<b>18-20 years</b>	387 7.93%	437 7.25%	537 5.96%	1,387 11.18%	2,087 13.04%	2,562 13.84%
<b>21-24 years</b>	371 7.60%	491 8.15%	991 11.01%	1,191 9.60%	3,191 19.94%	3,641 19.68%
<b>25-34 years</b>	802 16.43%	930 15.44%	987 10.96%	1,452 11.70%	1,777 11.10%	2,027 10.95%
<b>35-</b>	637	1,037	1,287	1,537	1,902	2,087

<b>44 years</b>	13.05%	17.22%	14.30%	12.39%	11.88%	11.28%
<b>45-54 years</b>	548 11.22%	951 15.79%	1,248 13.86%	1,373 11.07%	1,623 10.14%	1,748 9.44%
<b>55-64 years</b>	416 8.52%	483 8.02%	603 6.70%	828 6.67%	978 6.11%	1,078 5.82%
<b>65 and over</b>	528 10.82%	866 14.38%	1,391 15.45%	1,391 11.21%	1,266 7.91%	1,573 8.05%

Source: Internal Interpolation

## RACIAL COMPOSITION

Table 1.9 depicts the City of Morrow's racial composition for the past 20 years. From 1980 to 2000 the majority of Morrow's population was white. The year 1980 proved to be the most dominant year for the white population at 93.11%. From 1990 to 2000 Morrow's racial composition began to change. The white population decreased and gave way to a growing Asian population in 2000. Like Morrow, from 1990 to 2000 Clayton County and Georgia were primarily composed of black and white populations. Both Clayton County and Georgia began to give way to the Asian population each year, Clayton gaining 15,934 Asian residents or 7.36%, and Georgia gaining 253,354 Asian residents or 1.37%.

**Table 1.9**

<b>RACIAL COMPOSITION AS PERCENTAGE OF POPULATION</b>							
	<b>Morrow</b>			<b>Clayton</b>		<b>Georgia</b>	
	<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>1990</b>	<b>2000</b>	<b>1990</b>	<b>2000</b>
<b>Total Population</b>	<b>4,113</b>	<b>5,168</b>	<b>4,882</b>	<b>182,052</b>	<b>236,517</b>	<b>6,478,216</b>	<b>8,111,111</b>
<b>White Population</b>	3,830 93.11%	4,194 81.15%	2,169 44.42%	130,228 71.53%	84,661 35.79%	4,560,990 70.40%	5,211,636 63.14%
<b>Black Population</b>	242 5.88%	662 12.80%	1,763 36.11%	42,934 23.58%	124,070 52.45%	1,747,470 26.97%	2,311,288 28.49%
<b>Native American</b>	8 0.19%	0 0%	15 .30%	441 0.24%	545 .23%	12,865 0.19%	17,000 0.21%
<b>Asian &amp; Pacific Islander</b>	21 0.51%	171 3.30%	630 12.90%	5,009 2.75%	10,925 4.61%	75,156 1.16%	170,000 2.09%
<b>Hispanic,</b>	49	103	292	3,804	17,825	110,050	43,000

<b>Any Race</b>	1.19%	1.99%	5.98%	2.08%	7.53%	1.69%	5.
-----------------	-------	-------	-------	-------	-------	-------	----

Source: U.S. Bureau of the Census, Woods & Poole Economics, Inc.

## EDUCATIONAL ATTAINMENT

Table 1.10 illustrates educational attainment for the years 1990 to 2000 for the City of Morrow, Clayton County, and Georgia for persons 25 years of age and older. Each category showed a decrease in the number of high school graduates over the 10 year span. Clayton County was the category that showed the largest decrease of 3.89%. A large number in Morrow, Clayton County and Georgia have attained a bachelor's degree, the largest percentage being 18.25% in Morrow in 1990. Clayton College and State University, located within the City influences the increasing numbers of people attaining post secondary education.

**Table 1.10**

<b>EDUCATIONAL ATTAINMENT PERSONS 25 AND UP</b>						
	<b>Morrow</b>		<b>Clayton</b>		<b>Georgia</b>	
	<b>1990</b>	<b>2000</b>	<b>1990</b>	<b>2000</b>	<b>1990</b>	<b>2000</b>
<b>Total Adult population 25 +</b>	<b>2,625</b>	<b>2,848</b>	<b>110,326</b>	<b>141,554</b>	<b>4,023,420</b>	<b>5,185,965</b>
<b>Less than 9<sup>th</sup></b>	188 7.16%	211 7.41%	7,285 6.60%	9,122 6.44%	483,755 12.02%	393,197 7.8%
<b>9<sup>th</sup> – 12<sup>th</sup> (no diploma)</b>	480 18.29%	299 10.50%	17,866 16.19%	19,099 13.49%	686,060 17.05%	718,152 13.8%
<b>High School Graduate (Includes Equivalency)</b>	1,047 39.89%	1,031 36.20%	39,480 35.78%	45,143 31.89%	11,92,935 29.64%	1,486,006 28.7%
<b>Some College (No Degree)</b>	632 24.08%	715 25.11%	22,754 20.62%	36,151 25.54%	684,109 17.00%	1,058,692 20.4%
<b>Associate Degree</b>	280 10.67%	190 6.67%	6,707 6.08%	8,495 6.00%	199,403 4.95%	269,740 5.2%
<b>Bachelor's Degree</b>	479 18.25%	278 9.76%	11,315 10.26%	17,280 12.21%	519,613 12.91%	829,873 16.0%

<b>Graduate or Professional Degree</b>	193 7.35%	124 4.35%	4,919 4.46%	6,264 4.43%	257,545 6.40%	430,305 8.3%

Source: U.S. Bureau of the Census

Table 1.11 shows the dropout rate and post secondary education for Clayton County from 1995 through 2001. Because the City of Morrow does not have an independent school system, statistics for the Clayton County School system must be used. The percentage of dropouts decreased over the 6 year span by 5.7%. The number of attendees to Georgia public colleges fluctuated within two percentage points between 1996 and 1999. Georgia public technical school enrollment percentages also fluctuated with a 2.3% decrease between 1996 and 1997.

**Table 1.11**

<b>DROPOUT RATE AND POST SECONDARY EDUCATION CLAYTON COUNTY</b>							
	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
<b>H.S. Dropouts</b>	13.8%	11.3%	10.6%	9.4%	9.1%	8.7%	8.1%
<b>GA Public College Attendees</b>	31.5%	42.5%	40.7%	41.2%	40.0%	NA	NA
<b>GA Public Technical School Attendees</b>	2.5%	3.5%	1.2%	2.5%	3.1%	4.1%	NA

Source: Georgia Department of Education

Table 1.12 shows the dropout rate and post secondary education for the State of Georgia from 1995 to 2001. The dropout rate decreased from 1995 to 1997 by 1.96%, and stayed the same from 1998 to 2000. The attendance of Georgia public colleges showed 5% decrease from 1995 to 1996, and then increased by 8.6% from 1997 to 1998. The attendance of Georgia public technical schools fluctuated between decrease and increase of 0.9% at the most until 2001 when the percentage of attendees jumped from 7.4% to 8.8% which was a 1.4% increase.

**Table 1.12**

<b>DROPOUT RATE AND POST SECONDARY EDUCATION GEORGIA</b>							
	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
<b>H.S. Dropouts</b>	9.26%	8.60%	7.30%	6.50%	6.50%	6.50%	6.40%
<b>GA Public Colleges Attendees</b>	35.0%	30.0%	30.2%	38.8%	37.5%	37.3%	36.1%
<b>GA Public Technical School Attendees</b>	5.4%	6.2%	7.1%	6.5%	6.4%	7.4%	8.8%

Source: Georgia Department of Education

Table 1.13 depicts high school graduation test scores from 1995 to 2001. As mentioned previously, these scores are from the Clayton County school system. From 1995 to 2000, Clayton County test scores have stayed consistently above those of Georgia. In 2001, however, Clayton County's scores dropped 6% below the State.

**Table 1.13**

<b>HIGH SCHOOL GRADUATION TEST SCORES (ALL COMPONENTS)</b>							
	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
<b>Clayton</b>	<b>85%</b>	<b>80%</b>	<b>71%</b>	<b>70%</b>	<b>67%</b>	<b>67%</b>	<b>59%</b>
<b>Georgia</b>	<b>82%</b>	<b>76%</b>	<b>67%</b>	<b>68%</b>	<b>66%</b>	<b>68%</b>	<b>65%</b>

Source: Georgia Department of Education

## **INCOME**

Table 1.14 highlights median household income and per capita income for Morrow, Clayton County, Georgia, and the United States. Each year shows an increase in both categories. The City of Morrow shows the largest increase in median household income for all three years with \$19,304 for 1980 to 1990, and \$19,261 for 1990 to 2000. The City of Morrow also shows the largest increase in per capita income with a \$17,364 increase over the National average for the year 2000.

**Table 1.14**

<b>MEDIAN HOUSEHOLD INCOME AND PER CAPITA INCOME</b>						
	<b>Median Household Income</b>			<b>Per Capita Income</b>		
	<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>1980</b>	<b>1990</b>	<b>2000</b>
<b>Morrow</b>	\$13,387	\$32,391	\$51,652	\$8,851	\$15,716	\$44,352
<b>Clayton</b>	NA	\$39,738	\$45,024	\$16,781	\$19,340	\$19,876
<b>Georgia</b>	NA	\$33,259	\$42,158	\$15,353	\$20,715	\$25,433
<b>National</b>	\$18,444	\$22,871	\$26,988	\$18,444	\$22,871	\$26,988

Source: Claritis Inc. Data, Woods & Pool Economics, Inc.

Table 1.15 represents household income distribution for the City of Morrow, Clayton County and Georgia from 1980 to 2000. The year 1990 marked the year for the highest percentage of residents to fall within the \$20,000 - \$29,999 income bracket. The City of Morrow showed 425 residents or 19.33%, Clayton County showed 12,052 residents or 18.42% and Georgia showed 407,836 residents or 17.13% in this category.

**Table 1.15**

<b>HOUSEHOLD INCOME DISTRIBUTION;PERCENT OF HOUSEHOLDS</b>									
	<b>Morrow</b>			<b>Clayton</b>			<b>Georgia</b>		
	<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>1980</b>	<b>1990</b>	<b>2000</b>
<b>Total Households</b>	<b>1,338</b>	<b>2,199</b>	<b>1,659</b>	<b>50,448</b>	<b>65,412</b>	<b>82,272</b>	<b>1,886,550</b>	<b>2,380,830</b>	<b>3,007,678</b>
<b>Less than \$5,000</b>	76 5.68 %	117 5.32 %	NA	3,711 7.36 %	2,566 3.92 %	NA	305,621 16.20 %	188,085 7.90 %	NA
<b>\$5,000-\$9,999</b>	136 10.1 6%	122 5.55 %	103 6.21 %	5,551 11.00 %	3,522 5.38 %	5,031 6.12 %	322,600 17.10 %	211,179 8.87 %	304,677 10.13%
<b>\$10,000-\$14,999</b>	199 14.8 7%	136 6.18 %	64 3.86 %	7,322 14.51 %	4,434 6.78 %	3,286 3.99 %	307,130 16.28 %	205,227 8.62 %	175,949 5.85%
<b>\$15,000-\$19,999</b>	208 15.5 5%	135 6.14 %	98 5.91 %	8,350 16.55 %	5,360 8.19 %	4,934 6.00 %	281,095 14.19 %	211,179 8.87 %	177,753 5.91%
<b>\$20,000-\$29,999</b>	222 16.5	425 19.3	207 12.48	7,938 15.74	12,052	12,147	217,519	407,836	383,178

	9%	3%	%	%	18.42 %	14.76 %	11.53 %	17.13 %	12.74%
<b>\$30,000- \$34,999</b>	197 14.7 2%	248 11.2 8%	134 8.08 %	6,435 12.76 %	6,545 10.01 %	6,335 7.70 %	155.2 63 8.23 %	188,0 85 7.90 %	187,07 7 6.22%
<b>\$35,000- \$39,999</b>	116 8.67 %	154 7.00 %	92 5.55 %	4,585 9.09 %	5,367 8.20 %	5,781 7.03 %	104,3 26 5.53 %	161,1 82 6.77 %	176,55 0 5.87%
<b>\$40,000- \$49,999</b>	73 5.46 %	356 16.1 9%	200 12.06 %	2,460 4.88 %	10,08 5 15.42 %	10,84 3 13.18 %	63,38 8 3.36 %	262,6 05 11.03 %	326,33 3% 10.85%
<b>\$50,000- \$59,999</b>	38 2.84 %	210 9.55 %	248 14.95 %	1,358 2.69 %	6,226 9.58 %	9,444 11.48 %	38,48 5 2.04 %	181,1 81 7.61 %	277,90 9 9.24%
<b>\$60,000- \$74,999</b>	27 2.02 %	162 7.37 %	229 13.80 %	876 1.74 %	5,258 8.04 %	9,934 12.07 %	27,73 2 1.47 %	163,0 86 6.85 %	315,20 4 10.48%
<b>\$75,000- \$99,999</b>	33 2.47 %	89 4.05 %	161 9.70 %	1,271 2.52 %	2,962 4.12 %	8,566 10.41 %	48,48 4 2.57 %	110,2 32 4.63 %	311,59 5 10.36%
<b>\$100,000 or more</b>	13 0.97 %	45 2.05 %	123 7.41 %	593 1.18 %	1,265 1.93 %	5,971 7.26 %	28,67 5 1.52 %	90,70 9 3.81 %	371,14 7 12.34%

Source: U.S. Bureau of the Census

## 1.2.0.0: Assessment

### Assessment

Past and projected data illustrates certain attributes about Morrow’s population and how it relates to the population at a County and State level. In 1980, 25-34 represented the largest age group in Morrow with 706 residents. This primary group was followed by both 35-44 with 599 and 5-13 with 628. Seventeen percent of Morrow’s population was 25-34 in 1980. In 2010, this age group is projected to lose its 1<sup>st</sup> place ranking and drop to 5<sup>th</sup> representing only 11% of the City’s population.

In the forefront during 2010 with 16%, the 65 and over age group steps in. In 1980, 15% of Morrow’s population was 35-44 and 30 years later, in 2010, 16% of the population is expected to be 65 and older. Over the same 30 year span, 18-20 year olds represent the same percentage of the population, 6% in 1980 and 6% in 2010.



Projections as far out as 2025 show 21-24 year olds taking the lead representing 20% of Morrow's population. From 2000 to 2025, the age group reflecting the greatest change is 21-24 starting 2000 at 8% and ending in 2025 with 20%, almost tripling the amount. The age group experiencing the least amount of change was 14-17 starting 2000 with 6% and ending in 2025 at 6% and ending 2025 at 6%.

It is difficult to assess trends in such a data environment. Perhaps Morrow is a transient area for families but not for older residents. The numbers do not necessarily illustrate an aging of the same population. With most of Morrow's housing considered small and very affordable by today's standards, perhaps starter homes and retirement homes are more plentiful in our community creating short term housing for one group and long term for another.

Looking at educational attainment, in 2000, 40% of Morrow's population had high school diplomas, or the equivalent. The state only boasts 29%. These percentages were the same for both areas 10 years prior in 1990. Clayton County shows a slight change with 36% in 1990 and 32% in 2000.

In 1990 as many as 18% of Morrow's population held a Bachelor's degree. That number dropped leaving only 10% holding a Bachelor's in 2000. In both the County and State the numbers increased from 10% to 12% and 13% and 16%, respectively between 1990 and 2000.

For Morrow, the number of residents that do not have a high school diploma decreased from 18% to 11%. The County and State both showed a decrease as well. In 2000 Morrow had fewer Graduate and Professional degrees than both the County and the State. Interestingly in 1990, Morrow had 7% with Professional degrees with the County at only 4% and the State only 6%. Table 1.10

In 2000, 15% of Morrow's population earned between \$50-59,000. This percentage represents Morrow's largest income category. Clayton County's largest income group was \$20-29,000, representing 15% of County population in 2000. Georgia's largest group was also \$20-29,000 with 13%. A close State second with 12% of the population is \$100,000 or more.

With 41% of Morrow's population earning between \$30,000 and \$59,000, and Morrow's median home cost at \$140,000, Morrow clearly offers affordable housing to its community. Affordable housing, natural and cultural resources, community facilities, a diverse population, convenience to the airport and downtown all make Morrow an attractive choice for its current population and for the coming population expansions.

<b>1.3.0.0: Goals &amp; Implementation</b>
--

COMMUNITY VISION
------------------

The dynamics of Morrow's future have been set by community leaders. The City must grow in order to reach maximum potential and retain the funding resources that provide the high quality of life and services enjoyed today. The City's ability to attract significant capital outlays for Gateway Village and Southlake Mall will pay economic dividends for decades. Mixed use zoning will gradually reverse the trend of commercializing the residential core of the city and offer a higher quality of life to residents. The 110 acres of green space provide recreational and transportation alternatives which connect the existing neighborhoods with Gateway Village, Morrow's new town square. The city's partnership with Clayton College and State University enhances a vitality of growth; while proximity to Interstate 75, Hartsfield-Jackson Atlanta International Airport, and the Atlanta to Lovejoy rail line will cement Morrow's reputation as the economic and residential impetus for the Southern Crescent.

## 10.0.0.0: Implementation Programs

## 11.0.0.0: Implementation Program

Under Construction

### 10.1.0.0: Short Term Work Programs

## 11.2.0.0: Short Term Work Programs

### Morrow city: Short Term Work Program Update

Community Facilities				
Activity	Years	Responsible Party	Cost Estimate	Funding Source
Acquire and install permanent mount mobile data terminals	2005, 2006	City of Morrow	\$80,000	General Fund/Grants

in each patrol vehicle. Police Department				
Integrate mobile data terminals in investigative and administrative vehicles. Police Department	2006, 2007	City of Morrow	\$30,000	General Fund/Grants
Purchase replacement vehicles per current replacement plan. Police Department	2004, 2005, 2006, 2007, 2008, 2009, 2010	City of Morrow	\$220,000	General Fund
Replace/upgrade portable radio equipment per current replacement plan. Police Department	2007, 2008	City of Morrow	\$32,000	General Fund
Computerized evidence inventory system. Police Department	2006	City of Morrow	\$25,000	General Fund
Digitized photos for permits and photo ID's. Police Department	2006	City of Morrow	\$20,000	General Fund
Replacement of Fire Engine - 15 years old	2006	City of Morrow	\$330,000	General Fund

and 10,000 engine hours. Fire Department				
--	--	--	--	--

<b>Housing</b>				
----------------	--	--	--	--

<b>Activity</b>	<b>Years</b>	<b>Responsible Party</b>	<b>Cost Estimate</b>	<b>Funding Source</b>
Neighborhood improvement programs. Public Works	2004, 2005, 2006, 2007, 2008, 2009, 2010	City of Morrow	\$100,000	General Fund

<b>Land Use</b>				
-----------------	--	--	--	--

<b>Activity</b>	<b>Years</b>	<b>Responsible Party</b>	<b>Cost Estimate</b>	<b>Funding Source</b>
Complete connection of York Drive plaza and Duffey Park with path system. Public	2005, 2006, 2007	City of Morrow	\$25,000	General Fund

Works				
Complete design improvements to Huie Drive including drainage systems and sidewalks. Public Works	2004, 2005, 2006, 2007	City of Morrow	\$75,000	General Fund
Continue development of LCI project and Gateway Village development. Public Works	2004, 2005, 2006, 2007, 2008, 2009, 2010	City of Morrow	\$1,000,000	City General Fund, private and grant dollars.

<b>Natural and Historic Resources</b>				
<b>Activity</b>	<b>Years</b>	<b>Responsible Party</b>	<b>Cost Estimate</b>	<b>Funding Source</b>
Study and plan urban trails and greenspace throughout the City of Morrow. Public Works	2004, 2005, 2006, 2007, 2008, 2009, 2010	City of Morrow	\$2,000,000	General Fund/Grants
Construct new passive park at Lake Huie. Public	2005, 2006,	City of Morrow	\$55,000	General Fund

Works	2007			
Construct York Drive passive park plaza.	2004, 2005	City of Morrow	\$15,000	General Fund

**Other Considerations**

Activity	Years	Responsible Party	Cost Estimate	Funding Source
Upgrade City traffic signals, replace current post and cable spans with mast arms and ped heads. Public Works	2004, 2005, 2006, 2007, 2008	City of Morrow and Clayton County	\$200,000	City General Fund and Clayton County

**General Planning**

Activity	Years	Responsible Party	Cost Estimate	Funding Source
Aquire `alternate`	2008,	City of	\$10,000	General

vehicles (golf carts, bicycles, etc.) for patrol of pedestrian paths in Gateway Village Development. Police Department	2009	Morrow		Fund/Grants
Continue to proactively enforce codes in an effort to increase property value. Police Department	2004, 2005, 2006, 2007, 2008	City of Morrow	100	general
Work with GDOT in constructing Lee Street Bridge. Public Works	2005, 2006, 2007, 2008, 2009	GDOT	\$1,000,000	Federal
Continue landscape plans for Mt. Zion corridor. Public Works	2004, 2005, 2006	City of Morrow	\$50,000	General Fund
Monitor sidewalk construction on mt. Zion. Public Works	2004, 2005, 2006, 2007, 2008, 2009, 2010	City of Morrow	\$50,000	General Fund/developers

Lee Street construction project.	2004, 2005	Clayton County, City of Morrow	\$1,200,000	Clayton County, City General Fund
Update development codes to meet City vision and comply with State mandates.	2004, 2005, 2006, 2007, 2008, 2009, 2010	City of Morrow	0.00	City of Morrow
Extension of Nolan Court. Public Works	2004, 2005	City of Morrow	\$150,000	General Fund
Design and construction of John Robert Drive. Public Works	2004, 2005, 2006	City of Morrow	\$75,000	City of Morrow/private developers
Design and construction of John Robert Drive. Public Works	2004, 2005, 2006	City of Morrow	\$75,000	City of Morrow/private
Complete installation of concrete rail road grade crossings at Southlake Parkway. Public Works	2005	City of Morrow, Norfolk Southern	\$35,000	General Fund



<p>Work with Clayton County on SPLOST related design, construction and maintenance projects. Public Works</p>	<p>2004, 2005, 2006, 2007, 2008, 2009, 2010</p>	<p>City of Morrow</p>	<p>n/a</p>	<p>City of Morrow and Clayton County</p>
---	---	-----------------------	------------	--

10.1.1.0: STWP 1st Update

## 11.2.2.0: STWP 1st Update

Under Construction

10.1.2.0: STWP 2nd Update

## 11.2.3.0: STWP 2nd Update

Under ConstructionXXXXxx

10.1.3.0: STWP 3rd Update

## 11.2.4.0: STWP 3rd Update

Under Construction

10.1.4.0: STWP 4th Update

## 11.2.5.0: STWP 4th Update

Under Construction

10.1.5.0: STWP 5th Update

## 11.2.6.0: STWP 5th Update

Under Construction

10.1.6.0: STWP 6th Update

## 11.2.7.0: STWP 6th Update

Under Construction

10.1.7.0: STWP 7th Update

## 11.2.8.0: STWP 7th Update

Under Construction

10.1.8.0: STWP 8th Update

# 11.2.9.0: STWP 8th Update

Under Construction

10.1.9.0: STWP 9th Update

# 11.2.10.0: STWP 9th Update

Under Construction

## 2.0.0.0: Economic Development

### ECONOMIC DEVELOPMENT ELEMENT

**“Implementing quality economic growth, the city will be rewarded with higher paying jobs, increased per-capita income, an expanded tax base, superior amenities and above all, pride in the city.”**

**--Shirley Watterson, Vice Chairperson, Planning and Zoning Board**

#### INTRODUCTION

The Economic Development component of the Comprehensive plan provides current assessments and future projections for the City of Morrow’s economy. Included are data in regards to labor force, economic base, and economic resources. With this information, the City of Morrow is better prepared to develop a strategy to meet all city economic goals, which will coincide with county and state goals. This plan is specifically designed to generate quality growth for Morrow’s residential, commercial, educational, and service communities.

The City of Morrow is sectioned by I-75 and State Highway 54 and is centrally located in Clayton County. It’s location and travel corridors give Morrow easy access to the County’s available amenities. Among these are the Clayton County Board of Education Performing Arts Center, Southern Regional Medical Center, State Farmer’s Market, Clayton County International Park - 1996 Olympic site, award winning Clayton County Water Authority, and a reputable library system. Morrow provides

the region with a large retail corridor including Southlake Mall, the Georgia Department of Archives and History, Reynolds Nature Preserve, Clayton College and State University with the internationally acclaimed Spivey Hall, a 24-screen theater, and an abundance of both restaurants and retail opportunities. The city offers the convenience to downtown Atlanta and Hartsfield-Jackson Atlanta International Airport in less than twenty minutes. Also, with its appealing retail and lodging selections, the City is an ideal stopover for travelers going to and from Florida.

Even with the economy being sluggish, the City has maintained a thriving economic base due to experienced and progressive leadership. Within only four square miles,

**the City currently offers a wide range of markets, services, and conveniences, as seen in Table 3.1.**

## **2.1.0.0: Inventory**

### **INVENTORY**

*All tables referenced in this element are located at the end.*

The southeastern United States represents one-fifth of the total U.S. gross national product. Georgia is the economic heart of that region, and the City of Morrow is a boom consumer market for goods and services in the heart of Clayton County, Georgia. The growth rate of Georgia's economy ranks among the top ten states, and has been almost double that of the total U.S. economy in the last decade. This trend is projected to continue for years to come.

Morrow's outstanding livability makes doing business here an attractive option. The City has a distinct advantage of easy access to Hartsfield-Jackson Atlanta International Airport and Interstate 75. Businesses can reach 80% of the nation's industrial and consumer markets within two hours air time or two truckload delivery days.

As shown in Table 3.1, the top three types of businesses in the City are (1) restaurants and food related, (2) clothing and accessories stores, and (3) personal care services such as hair and nail salons. The wide variety of businesses include: dental laboratory, specialty gas and equipment, polygraph services, and government agencies other than municipal. These government agencies include Clayton County Environmental Health Department, an Army Corps of Engineers office, an Army recruiting office, the Social Security office, the Georgia Department of Archives and History, and soon to be southeast region headquarters of the National Archives and Records Administration.

The Georgia Department of Archives and History which opened in 2003, is located near the entrance of Clayton College and State University. It features a four-story vault structure designed to facilitate flexibility over time and to respond to changes in technology, equipment, processes and techniques. The building was designed to accommodate appropriate loads for research activities, laboratories and vault storage. It was also designed to ensure long-term preservation of collection materials by incorporating proper environmental controls for temperature, humidity and contaminants.

The Georgia Archives along with the National Archives, when completed, are estimated to bring 50,000 visitors into the City of Morrow annually. These facilities will also assist students of the new history major now being offered at Clayton College and State University. Even though they are not businesses, per se, with that number of visitors, the City's economy can only benefit.

Within Morrow's City limits, there are 38 medical care facilities, which include medical doctors, dentists, and eye care offices. The area zoned Heavy Manufacturing includes distribution centers such as Baxter Healthcare, Mack Trucks, and Paccar Parts.

In the City, Wal-Mart Super Center is the major employer with approximately 450 employees. J.C. Penney's and Rich's-Macy's rank second with around 200 employees. The City of Morrow has ten temporary staffing agencies. Their combined employees total over 3,000, with Indwell Corporation having the largest number at 1,740. Other top employers include Sears, Target, and Cracker Barrel. And even though only a portion of the Clayton College and State University campus is inside the City limits, it employs approximately 950 people.

Of the three manufacturing plants in the city, Sherwin Williams Company has the largest number of employees at approximately 160. Dura Art Stone is a unique manufacturing company of specialty cast products. Grafc Industries manufactures PET (polyethylene terephthalate) resin containers.

Morrow's commercial and industrial landscape incorporates a multitude of services. These specialty, public, medical and retail outlets play a vital role in attracting as many as 80,000 daily visitors, travelers, and shoppers.

## TOURISM

In 2001, Morrow opened a state-of-the-art Tourist Center located just off I-75 at exit 233. The Tourism Director maintains outstanding working relationships with businesses throughout the City as well as the County. These relationships facilitate an onslaught of visitors, civic groups, social gatherings, organizational meetings and city wide special events. Morrow understands the importance of tourism and its connection to the economy. In fact, for the impact tourism has on any economy, it is difficult to separate its concepts and goals from that of economic development.

The Morrow Business and Tourism Association promotes business, tourism, trade and conventions for the City of Morrow, Georgia. As a member of the MBTA, local businesses are rewarded with invaluable exposure and services. The City is committed to economic growth, and its Economic Developer works closely with the Morrow Tourist Center, Clayton County Chamber of Commerce, and Clayton County Economic Development, and strives to maximize the profitability of every current and future business that operates within the City limits.

Though Morrow is a relatively small City, its leaders appreciate the importance of interacting with the State, County and Municipal Governments which impact local growth. Morrow's growth and development are both dependant on and influential to the growth and development of Clayton County and each of the County's municipalities. To this end, many key personnel are involved in a multitude of outside government entities, partnerships and organizations. These involvements are highlighted on the list below.

## *CITY HALL*

Airport Advisory Committee  
Annual Georgia Economic Outlook Conference  
Atlanta Chamber of Commerce

Atlanta Regional Commission  
Clayton Association of Code Enforcement  
Clayton College and State University  
Clayton County Georgia State Representatives  
Clayton County Board of Commissioners  
Clayton County Chamber of Commerce  
Clayton County Community Development  
Clayton County Convention and Visitors Bureau  
Clayton County Georgia State Senators  
Clayton County Health Department  
Clayton County Housing Authority  
Clayton County Municipal Association  
Clayton County Planning and Zoning  
Clayton County Tax Assessor's Office  
Clayton County Transit Advisory Board (C-Tran)  
Clayton County Voter Registration  
Clayton County Water Authority  
College Park Mayor and Council, City Manager  
Congressman David Scott's office  
Federal Trade Commission  
Forest Park Mayor and Council, City Manager  
Georgia Association of Business License Officials  
Georgia Board of Regents  
Georgia City County Managers Association  
Georgia Department of Community Affairs  
Georgia Department of Industry Tourism and Trade  
Georgia Department of Transportation  
Georgia Downtown Association  
Georgia Municipal Association  
Georgia Rail Passenger Authority  
Georgia State Farmers Market  
Georgia State University Department of Economic Forecasting  
Georgia Tech Department of Economic Development  
Governor's Office of Intergovernmental Affairs  
Hartsfield Airport Transportation Management Association  
International Shopping Centers Council (Atlanta Conference- web site abilities)  
Jonesboro Mayor and Council, City Manager  
Keep Clayton County Beautiful  
Lake City Mayor and Council, City Administrator  
Lovejoy Mayor and Council  
Metro Atlanta Mayors Association  
MetroSouth (Clayton, Henry, Fulton Counties development association)  
Morrow Business and Tourism Association  
National League of Cities  
Riverdale Mayor and Council, City Manager  
Secretary of State's Office

Service Delivery Strategy meetings  
State of Georgia Health Department  
State of Georgia Rural Development Division  
Surface, Air, Transportation Committee (Chamber of Commerce)

*POLICE DEPARTMENT*

All Hazards Council  
Clayton County Battered Women's Shelter Board of Trustees  
Clayton County Emergency Management Mitigation Council  
Clayton County Homeland Safety Council  
Clayton County Narcotics Board  
Clayton County Narcotics Task Force  
Clayton County Police Department  
Command College Annual Alumni Training  
F B I Metro Area Violent Crimes Task Force meetings  
Federal Bureau of Investigation National Academy Associates  
Forest Park Police Department  
Georgia Association of Chiefs of Police  
Georgia Bureau of Investigation  
Georgia Office of Homeland Security  
Governor's Office of Highway Safety  
Jonesboro Police Department  
Lake City Police Department  
Metro Area Traffic Enforcement Network  
Riverdale Police Department  
Southside Investigators Meetings  
TRIAD (coalition of Lake City Police Department, Forest Park Police Department,  
Morrow Police Department, Clayton County Sheriff's Office, senior citizens)

*FIRE DEPARTMENT*

B. C. Haynie Elementary School  
Burn Camp Subcommittee  
Burn Foundation Budget/Finance Subcommittee  
Clayton County Fire Department  
Clayton County Juvenile Court  
DeKalb County Fire Department  
E F O Symposium at the National Fire Academy  
E M S Directors Association of Georgia  
Emergency Medical Services Advisory Council  
Federal Emergency Management Agency  
Fire Department Instructors' Conference (national)  
Fire Rescue International Conference  
Forest Park Fire Department  
Fort Gillem Fire Department

Georgia Archives  
Georgia Crisis Response Team  
Georgia Department of Human Resources  
Georgia Emergency Management Agency  
Georgia Fire Academy  
Georgia Fire Chiefs Association  
Georgia Firefighters Association  
Georgia Firefighters Burn Foundation  
Georgia Firefighters Standards and Training Council  
Georgia Mutual Aid Group  
International Association of Fire Chiefs  
Joint E M S Subcommittee of GA Fire Chiefs Association & GA Firefighters Association  
Jonesboro Fire Department  
Lake City Elementary School  
McGarrah Elementary School  
Metro Atlanta Fire Chiefs Association  
Morrow Elementary School  
Nation Board of Fire Service Professional Qualifications  
National Fire Academy  
National Registry of Emergency Medical Technicians  
Nations Fire Protection Association  
Priority Dispatch Instructor Updates  
Riverdale Fire Department  
Spalding County Fire Department  
State of Georgia Fire Marshal's Office

### *COMMUNICATIONS*

Association of Public Safety Communication Operators  
Australia National Police  
Australia Women in Law Enforcement  
Border Patrol  
British Railway Police  
British Women in Law Enforcement  
City of Atlanta Communications  
Clayton County Emergency Communications  
Clayton Regional Law Enforcement Academy  
Edmonton Police Department  
Fayette County Communications  
Georgia Bureau of Investigation  
Georgia Emergency Management Association  
Georgia Terminal Agency Coordinators Association  
Georgia Women in Law Enforcement  
Hamilton Police Service  
International Association of Women in Law Enforcement  
International Association of Women in Law Enforcement Foundation

National Auto Theft Bureau  
National Center for Women Police  
National Emergency Number Association  
Nepal Police Service  
Ontario Provincial Police  
Ontario Women in Law Enforcement  
Public Safety Training Institute  
Rockdale County Communications  
Seattle Police Service  
Texas Division of Alcohol and Tobacco  
Texas Women in Law Enforcement  
Trinidad Police Service  
U S Marshall Service

### *PUBLIC WORKS*

American Public Works Association  
Atlanta Regional Commission  
City of Forest Park Public Works  
City of Jonesboro Public Works  
City of Lake City Public Works  
City of Lovejoy  
City of Riverdale Public Works  
Clayton Association of Code Enforcement  
Clayton County Board of Education  
Clayton County Emergency Management  
Clayton County Health Department  
Clayton County Solid Waste Task Force  
Clayton County Storm Water Task Force  
Clayton County Transportation and Development  
Clayton County Utility Committee  
Clayton County Water Authority Watershed Management committee  
C-Tran  
Georgia Chapter of the American Public Works Association  
Georgia Department of Community Affairs  
Georgia Department of Natural Resources  
Georgia Department of Transportation  
Georgia Municipal Association  
Keep Clayton County Beautiful  
Metropolitan North Georgia Water Planning District  
Southeastern Public Works Officials Conference  
State Soil and Water Conversation Commission

### *COURT*

County and Municipal Probation Advisory Council



Georgia's Court Information Sharing Collaborative  
Municipal Judges Council

## TRANSPORTATION

To understand how Morrow fits into the Region and County, we must also understand how visitors, residents and travelers get in, around and out of the City limits.

Tables 3.2 – 3.4 offer a snapshot of Morrow's workforce and its commute. In 1990, 51.48% of Morrow's community worked inside their county of residence (Clayton County), while 48.52% worked outside their county of residence.(Table 3.3) The overwhelming majority of Morrow's workers (77.7%) drove alone to work.(Table 3.4)

### *Air Travel*

According to the Airport Commissioners' Office in 2001, Hartsfield-Jackson Atlanta International Airport accommodated 75.9 millions passengers. Of that number, 69,896,332 were domestic passengers, 5,606,617 were international passengers, and 355,551 were direct transit passengers. The terminal building is the world's largest, and in terms of aircraft operation, the airport is one of the world's busiest.  
([www.visitscarlett.com](http://www.visitscarlett.com))

### *Highway Travel*

The Georgia Department of Transportation reported in the year 2000 that in the state of Georgia there are 1,248 miles of interstate highways, 18,406 miles of state highways, and 113,553 miles of roads, streets and highways. State Highway 54 runs north and south through the middle of Morrow and I-75 runs east and west (yes, east and west) through the middle of Morrow, giving it easy access to I-85, I-285, and I-675.  
([www.visitscarlett.com](http://www.visitscarlett.com))

### *Rail Travel*

Although the train currently does not stop in Morrow, the railroad runs parallel to Highway 54 and connects service with Norfolk Southern and CSX railways. Commuter rail service from Lovejoy to Atlanta, with stops in East Point, Forest Park, Morrow, and Jonesboro, is expected to be in operation by September 2006.

### *Bus Travel*

The bus service for Clayton County is C-Tran, which maintains five stops in the City of Morrow: Clayton College and State University, Wal-Mart, and Southlake Mall and two at the Southlake Festival Plaza/Mt. Zion intersection. According to C-Tran, the number of passengers for 10-1-01 to 9-30-02 was 513,381. There are 200 bus stops in the county. The fare is \$1.50. All buses are lift-equipped making it accessible for persons with disabilities. The buses operate on compressed natural gas which is a clean-burning fuel

that reduces vehicle emissions and toxins versus gasoline fueled vehicles.  
([www.visitscarlett.com](http://www.visitscarlett.com))

### *Taxis*

There are 15 registered taxis serving Clayton County. The approximate fare from the airport to Southlake Mall is \$18.00. ([www.visitscarlett.com](http://www.visitscarlett.com))

## EDUCATION AND TRAINING OPPORTUNITIES

There are two public elementary schools located within the city limits of Morrow. Two high schools and two middle schools are located just outside the city. Based on the 2000 graduating classes of the Clayton County school system, approximately 60% of the students were eligible for the HOPE Scholarship Program. The scholarship is available to eligible students to attend a post-secondary school in Georgia. Statewide approximately 58% of the graduating seniors were eligible for the HOPE scholarship. One of the greatest assets of the City of Morrow is Clayton College and State University (CCSU). The University undergraduate enrollment is 5,214. They offer baccalaureate and associate degrees through the University System of Georgia, as well as vocational and technical degrees and certificates through the Georgia Department of Technical and Adult Education. Dormitories are now available and, the first phase of student housing for CCSU was such a success that a second phase is underway. An additional 480 dorm units are being constructed, giving it a total of 960 dorm units. According to a recent economic-impact study, Clayton College and State University in Morrow, Gordon College in Barnesville and the State University of West Georgia in Carrollton collectively generated a combined total of approximately 5,200 jobs and immersed approximately \$430 million into the local economy during fiscal year 2001. ([www.usg.edu/pubs](http://www.usg.edu/pubs))

CCSU and the State University of West Georgia are two of 15 universities in Georgia participating in a fast-track teacher-training program which offers unemployed professionals a new career in teaching. These two universities are also working on addressing the severe shortage of nurses in Georgia. CCSU has entered into an agreement with Fayette Community Hospital, Grady Health System, and Southern Regional Medical Center to supply these hospitals with more than 60 nursing graduates.

The SmartStart program at CCSU recruits, trains, and places junior enlisted military individuals in well-paying careers as they return to civilian life. Through a partnership with Georgia Power, the University is placing recently released veterans with its subsidiary, the Southern Company. It has also partnered with AT&T in offering information and technology related programs, including the development of the Information Technology Career Ladder (ITCI), the first three tiered (certificate, associate, and baccalaureate degrees) IT program in the United States.

## EMPLOYMENT

According to the United States Bureau of the Census the County of Clayton and the City of Morrow show similarities in types of employment by occupation from the year 1990 to the year 2000, with clerical & administrative support having the largest number of employees. In 2000, 22% of county jobs were clerical & administrative and 21% of Morrow's jobs fell in this category. In Morrow, there was a slight decline in that number from 23% in 1990 to 21% in 2000. In 2000, the state of Georgia's highest percentage of employment by occupation was Professional & Technical Specialty with 19%. The field with the least number of employees for the state, county, and city was Private Household Services. (Table 3.6)

The greatest increases were in the professional & technical specialty fields with a 4.66% increase in the county and a 2.67% increase in the city; and the machine operations, assemblers & inspectors fields with a 6.66% increase in the county and a 6.93% increase in the city. Transportation & material moving increased 4.78% in the county and 7.35% in the city. For the state of Georgia the field with the greatest increase with 6.29 % was professional & technical specialty. (Table 3.6)

The greatest declines were in fields of precision production, craft & repair with a decrease of 6.6% in the county as well as the city. However, the state showed only a decline of 2.84% in that field with that being the greatest decline. (Table 3.6)

*(Employment by Sector data was not available for the city of Morrow, therefore, the county of Clayton data will be used.)*

According to Woods & Pool Economics, Inc., the sectors employing the greatest number of people and employing approximately the same number in 1980 Clayton County were transportation, communications & public utilities with 11,250 as well as retail trade with 12,933. However, transportation, communication, and utilities are expected to increase to 71,629 by the year 2025 and retail trade to increase only to 34,223. The service sector employed 8,592 in 1980 and is expected to increase to 47,536 by the year 2025. (Table 3.7)

In the state of Georgia in 1980, manufacturing with 528,812 employees and services with 502,841 were neck and neck. However, by the year 2025, manufacturing is expected to increase only to 687,263, while the services sector is expected to increase to 2,298,230. (Table 3.8)

The sectors employing the least number of people in Clayton County in 1980 were farming with 108 and mining with 79. Farming is expected to decrease approaching the year 2025 and mining to remain steady. The state of Georgia expects mining to increase from 8,808 by only 1,845 and farming to decrease from 96,559 by 39,975. See Tables 3.7 and 3.8

*(Employment by Sector data was not available for the city of Morrow, therefore, the county of Clayton data will be used.)*

According to Woods & Pool Economics, Inc., in 1980 Clayton County had the largest percentages of employees in retail trade with 21.51%, transportation, communication & utilities with 18.71% , and services with 14.29%. By the year 2025 retail is expected to decrease to 16.39%. Transportation, communication, & utilities is expected to increase to 34.30% and services to 22.76%. For the state of Georgia manufacturing is expected to decrease from 19.25% in 1980 to 9.97% in 2025. Retail trade is expected to increase only by 2.92%, whereas, services are expected to increase by 15.05%.

For Clayton County with .18% being employed in farming and .13% being employed in mining in 1980 they are expected to decrease to .03% and .04% respectively by the year 2025. The state of Georgia expects agricultural service to increase from .60% in 1980 to 1.16% in 2025 and mining to decrease from .32% to .15%.

## EARNINGS

According to Woods & Pool Economics, Inc., using 1996 dollars, the greatest earnings by sector in the state of Georgia in 1980 was in manufacturing at \$14,997,800,000. By 2025 that is expected to increase to only \$35,298,600,000. State and local government earnings are expected to increase from \$7,767,210,000 to \$26,403,700,000. However, services should rise significantly from \$10,401,900,000 in 1980 to \$95,046,200,000 in the year 2025.

*Earnings by sector data was not available for the city of Morrow, therefore, county data is being used.*

For Clayton County, using 1996 dollars, retail trade is expected to increase from \$221,858,000 in 1980 to only \$687,564,000 in 2025. Services should increase from \$166,061,000 to \$1,775,290,000. Woods & Pool Economics, Inc. expects transportation, communication, and utilities to increase from \$574,326,000 in 1980 to \$4,792,920,000 in 2025.

Clayton County farming from 0.03% to 0.00%,;agriculture services from 0.37% to 0.62%; and mining from 0.65% to 0.18%. Georgia farming from 0.16% to 0.79%; agriculture services from 0.37% to 0.62%; and mining from 0.65% to 0.18%. Clayton County transportation, communication from 34.82% to 50.10%; retail from 13.45% to 7.34%; and services from 10.07% to 18.95%. For the state of Georgia manufacturing 22.54% to 12.53%; retail from 10.33% to 8.71%; and services fro 15.63% to 33.73%. See Tables

*(Average weekly wages data was not available for Morrow, therefore, Clayton County data is being used)*

Based on the figures from the U. S. Bureau of Labor Statistics the average weekly wages for the transportation, communications & utilities sector in Clayton County garnered the highest amount, rising in 1990 from \$841 to \$943 in 1999. These amounts were greater than the state of Georgia which climbed from \$603 in 1990 to \$895 in 1999.

*(Income by type data was not available for Morrow, therefore, Clayton County data is being used)*

Using 1996 dollars, Woods & Poole Economics, inc. shows the actual data in Georgia and Clayton County for years 1980 through 2000, and projected data for years 2005 through 2025. The largest income by type comes from wages and salaries. These figures are expected to increase from \$1,376,480,000 in 1980 to \$8,160,180,000 in 2025 in Clayton County.(Table 3.18) For the same category in the state of Georgia the increase is expected to rise from \$53,972,900,000 to \$227,684,000,000 (Table 3.17). Proprietors Income and Dividends, Interest & Rent are expected to increase as a type of income. However, Transfer Payments to Persons is expected to decrease.

*(Income by type (%) data was not available for Morrow, therefore, Clayton County data is being used)*

Both Georgia and Clayton County's predominant Income by Type over the past 20 years and projected for the next twenty is wages and salaries. Looking at those types which follow this overwhelming leader, in 2000, Georgia's second largest percentage of income type was dividends, interest and rent. Interestingly, this is the same trend illustrated in the County's numbers. The category representing the smallest percentage for Georgia in 2000 is by far resident adjustment, and again, the same rings true for Clayton County. (Tables 3.20 and 3.21)

## LABOR FORCE

Across the US, Georgia and the City of Morrow, Morrow shows the highest percentage of males and females in the labor force with 75% in 1990 and 69% in 2000. In 2000, Georgia and Morrow both reveal the same number of males not in the labor force, 27%. The City of Morrow in both 1990 and 2000 hosts the smallest number of females not in the work place with 33% and 35% respectively. (Table 3.23)

In the United States over the past 13 years, the lowest unemployment rate was in 2000 with 4.0% (Table 3.24). For Georgia the lowest rate fell in 2000 with 3.7% (Table 3.25) and in Clayton County the lowest unemployment rate fell in 1999 with 3.5%. (Table 3.26)

Between 1996 and 2000, Clayton County's annual unemployment rate was less than the state's rate, averaging 3.9% compared with the state's average of 4.2%. Nationally, the unemployment rate for the same period averaged 4.8%. (Tables 3.24-3.25)

Declining industries in the state as reported by the Georgia Department of Labor are apparel and textile products, women's and misses' outerwear, men's and boy's clothing, pulp mills, bowling centers, meat and fish markets, and paper mills. Whereas, in the metropolitan Atlanta area the decline is predicted to be agricultural products, apparel and textile products, fishing and hunting, and the U. S. Postal Service.

The industries predicted to increase the most in Georgia are residential care, osteopathic physicians, research and testing services, accounting, public relations, used merchandise stores, museums and art galleries, and miscellaneous food stores. In the metropolitan Atlanta area the growing industries are expected to be amusement and recreations services, auto repair services, communications, eating and drinking establishments, banks, general building contractors, health services, engineering, insurance services, and trucking and warehousing. Most of these growing industries should fit quite nicely into the future expectations of the city leadership. ([www.dol.state.ga.us](http://www.dol.state.ga.us))

## **2.2.0.0: Assessment**

### **ASSESSMENT and GOALS**

Economic Development is arguably the most important function within the city's infrastructure. It will decide who and what we will be in the future. Morrow is proud of its history, its growth, its direction, but the city understands that while we have come far, we can never be satisfied. Morrow intends to fight the good fight through all the years to come. To arrest urban sprawl, to build a city of pride and safety for residents, to attract solid businesses, to preserve greenspace and strengthen the quality of life for all those who live in, work in and visit the city.

Strategic economic growth is essential. A strong leadership that represents all sections of the community is the foundation of quality growth. The leaders of Morrow plan to work together with its citizens and businesses as to what types of developments the community can support, and be realistic in its evaluation of the community's strengths and weaknesses. The City of Morrow realizes the immense assets it has available and, as in the past, plans to capitalize on these assets in the future. Giving us an economic edge is our proximity to Atlanta, the airport, the State Farmers Market, and I-75.

The location of our community is an attribute presenting a unique and strategic prospect of retaining and expanding further economic growth. Another asset the City possesses is a tourism industry in its infancy which has immense potential to support the business community.

The center of the City of Jonesboro being less than ten minutes from the City of Morrow offers one of the greatest partnership and tourism opportunities in the state. Jonesboro is known as the "Home of Gone with the Wind," and Morrow houses the State and National archives. What a tremendous history-buff magnet! Tourists worldwide would flock to the area if the two cities along with Clayton County realized a historical connection. Advertising our amenities and offering discount coupons at the nearby Scotts Antique Market and Lakewood Flea Market would lure more people and absolutely benefit our motel/hotel establishments. With the national trend moving away from shopping malls, having a district designated for history-specific antiques would be one way to jump-start this idea while maintaining a large retail base.

The leadership in Morrow is dedicated to making Morrow the ideal place to live as well as do business. The cities of Morrow and Lake City are working with Clayton College

and State University (CCSU) implementing the Community-University Planning District (CUPD) zoning adopted by the City of Morrow. The University Financing Foundation (TUFF), Clayton College and State University, the Clayton County Development Authority, and the Clayton County Commission are working with both cities to acquire and help develop land to the north and west of the university campus.

The concept of CUPD is to define an area around CCSU in which spot zoning from residential to commercial will not be allowed, and where redevelopment will be compatible with the goals of the zoning. Designated as Gateway Village, the master plan for the 165 acres shows a mixed use development nestled between the 163 acres of the Clayton College and State University campus and the 200-acre Reynolds nature preserve. The district will be built around a regional rail stop, which is on the future Atlanta to Macon rail line. All daily necessities will be provided within a 5 minute walk, as sufficient land is available to accommodate housing, retail, office, and all necessary parking in a high rise parking deck. Adjacent to the proposed rail station is an already completed park and ride area for C-Tran, the Clayton County bus system.

Gateway Village will contain close to 500,000 square feet of office, research, and medical space and a luxury 150-room hotel connected to an 80,000 square foot conference and training facility equipped with state-of-the-art technology. There are many viable housing opportunities to be considered for the area. They include townhouses, lofts with retail at ground level, and senior citizen housing. The Gateway development, and other designated zoning for mixed use are important to the Region's goal of arresting urban sprawl.

The Atlanta Regional Commission has designated a portion of Gateway Village as a Livable Center Initiative Project (LCI). The City of Morrow received funding to study a 14-acre tract of Gateway to determine the best development for the area. It is in this LCI portion that the future rail station is located. A key element for the LCI project is the creation of the parking deck. The first improvements to this tract will be roadways, sidewalks, and landscaped greenspace.

Functional greenspace will play a vital role in this development. Morrow's residents desire more park space and landscaped areas. In addition to recreational opportunities, such as a golf course, greenspace also adds to the aesthetic appeal of the development.

Parts of the greenspace provided will run parallel to Jester's Creek, which flows through the project, behind the site of the future hotel and conference center. Jester's Creek is in need of major modifications, and the Clayton County Water Authority is working with the many entities of Gateway Village to provide stream restoration.

Services such as water, roads, technology, communications, schools, hospitals, recreation, and cultural facilities are important. These are what attract new economic enterprises and maintain established businesses looking to grow and expand. Morrow is blessed with quality in all of these areas. Two of the most important resources that can be offered are water and wastewater treatment. Through the vision of the past and current

directors, Clayton County Water Authority is one of the best in the entire nation. This is a definite consideration pointed out to potential businesses.

With growth, as in most metropolitan cities, easing traffic congestion remains a major challenge. If we cross-pollinate our thinking, golf cart/bicycle/walking pathways will definitely benefit the residential areas, and the Gateway concept with a free or affordable shuttle service to various tourist attractions would definitely upgrade all segments of the City.

The focus should be on potential customers from outside the city, but also maintain ongoing efforts to remind the citizens and businesses the rewards they can expect in the long term from having well thought out strategies. Keeping its citizens informed through newspapers and community roundtable meetings, festivals, and job fairs is very important to the success of the type of growth envisioned. The great potential of the well educated diversity of the community must be realized by using the knowledge and skills of all groups.

The City must look to the future by establishing a relationship linking Clayton College and State University expertise with business and government leaders who will react positively to the core community competencies as well as science related fields. Offering forward-thinking, diverse college courses more applicable to these needs should help secure continued growth and balance its retail dependency.

Fields to consider courting are technology and research and development. The university gives the City an elevated intellectual capital and should aid this type of industry recruitment. Business leaders could be educated on how to implement internship programs, seminars, career counseling, and job fairs. This would entice residents capable of affording the higher level of housing offered in Morrow, where an \$8.00 an hour retail worker could not. A well-educated work force, the existing retirement community, and the growing student population will be a boost to future economic advancement.

Marketing is essential in economic development. This can include proactive media relations, promotional events, street festivals, job fairs, brochures, community roundtable meetings, and the internet. Also, the city must utilize having the National and State Archives and CCSU in our community. By approaching businesses that would complement these facilities, the potential in this area is phenomenal.

Implementing quality economic growth, the city will be rewarded with higher paying jobs, increased per-capita income, an expanded tax base, superior amenities, and above all, pride in the city.

## **COMMUNITY VISION**

The dynamics of Morrow's future have been set by community leaders. The City must grow in order to reach maximum potential and retain the funding resources that provide the high quality of life and services enjoyed today. The City's ability to attract



significant capital outlays for Gateway Village and Southlake Mall will pay economic dividends for decades. Mixed use zoning will gradually reverse the trend of commercializing the residential core of the city and offer a higher quality of life to residents. The 110 acres of green space provide recreational and transportation alternatives which connect the existing neighborhoods with Gateway Village, Morrow's new town square. The city's partnership with Clayton College and State University enhances a vitality of growth; while proximity to Interstate 75, Hartsfield-Jackson Atlanta International Airport, and the Atlanta to Lovejoy rail line will cement Morrow's reputation as the economic and residential impetus for the Southern Crescent.

## 2.3.0.0: Goals & Implementation

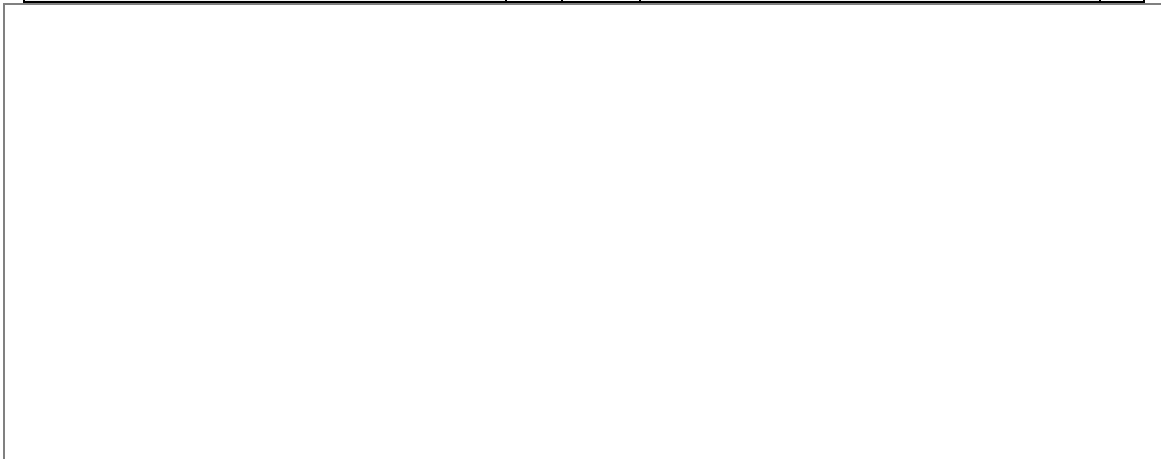
Table 3.1

MORROW CITY: TYPES OF BUSINESSES AND ORGANIZATIONS				
Restaurants /misc. food	6		Photography	6
	3			
Clothing/accessories	5		Apartments/condos	5
	0			
Personal care (hair, nails, etc.)	4		Attorneys	5
	1			
Theaters	2		Cleaners/laundry	5
	4			
Banks/financial services	1		Electronics	5
	9			
Shoe stores	1		Nutrition/health	5
	8			
Furniture/house wares	1		Book stores	4
	7			
Medical facilities (includes animal hospital)	1		Pet related	3
	6			
Jewelry stores	1		Manufacturing	3
	3			
Auto related services	1		Home improvement	3
	3			
Real estate related	1		Florists	3
	2			
Eye care	1		Funeral homes	2
	2			
Cellular phones	1		Elementary schools	2
	0			
Churches	1		Discount variety	2
	0			
Office related/computers	1		Art	1
	0			
Dental	1		News bureau	1
	0			
Staffing agencies	1		Airline ticket office	1
	0			
Toys/games/multi-media	1		Technical computer training	1
	0			
Department stores	9		Polygraph services	1
Service stations	9		Specialty gasses & equipment	1
Fabrics/crafts	8		College/university	1
Fitness	8		Signs	1
Gift shops	7		Publishing	1
County/state/federal government	7		Dental Laboratory	1
Warehousing/distributing	7		Res earch	1

Table 3.2		
Morrow city: Labor Force by Place of Work		
Category	1990	2000
Worked in County of Residence	1531	1234
Worked outside county of Residence	1443	1155

Morrow Table 3.3			
Category	1980	1990	2000
TOTAL Working Residents (Calculated 1 + 2)	NA	100.00%	NA
Worked in County of Residence	NA	51.48%	NA
Worked outside county of Residence	NA	48.52%	NA
Local Government	NA	6.76%	NA
TOTAL All Occupations	NA	100.00%	100.00%
Blue Collar Employment	NA	NA	NA
White Collar Employment	NA	NA	NA

Grocery	6	Inventory services	1
Hotels/motels	6	Fraternal organization	1
Insurance	6	Environmental services	1



**Table 3.4****MORROW  
2000**

Commuting to Work: workers 16 years and older

Car, truck ,or van - drove alone	1,864	77.7%
Car, truck, or van - carpooled	418	17.4%
Public transportation (including taxicabs)	19	0.8%
Walked	35	1.5%
Worked at home	58	2.4%
Mean travel time to work (minutes)	24.6	(X)

**Table 3.5****EMPLOYMENT BY OCCUPATION**

Category	Georgia		Clayton County		Morrow city	
	1990	2000	1990	2000	1990	2000
TOTAL All Occupations	3092057	3839756	96580	114468	2978	2401
Executive, Administrative & Managerial (not Farm)	378984	538647	10644	12206	349	232
Professional & Technical Specialty	383012	717312	8437	15340	372	364
Technicians & Related Support	110766	NA	3388	NA	145	NA
Sales	379746	446876	10447	10362	381	271
Clerical & Administrative Support	494823	581364	22547	24706	691	515
Private Household Services	15882	NA	141	NA	0	NA
Protective Services	52596	NA	2229	NA	34	NA
Service Occupations (not Protective & Household)	302084	444077	9338	13389	276	206
Farming, Fishing & Forestry	68111	24489	694	135	11	0
Precision Production, Craft, and Repair	366819	346326	13292	8196	420	180
Machine Operators, Assemblers & Inspectors	262930	415849	4966	13444	115	259
Transportation & Material Moving	142189	254652	5882	12444	79	240
Handlers, Equipment Cleaners, Helpers & Laborers	134115	NA	4575	NA	105	NA



**Table 3.6**

**EMPLOYMENT BY OCCUPATION (%)**

Category	Georgia		Clayton County		Morrow city	
	1990	2000	1990	2000	1990	2000
TOTAL All Occupations	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Executive, Administrative & Managerial (not Farm)	12.26%	14.03%	11.02%	10.66%	11.72%	9.66%
Professional & Technical Specialty	12.39%	18.68%	8.74%	13.405%	12.49%	15.16%
Technicians & Related Support	3.58%	NA	3.51%	NA	4.87%	NA
Sales	12.28%	11.64%	10.82%	9.05%	12.79%	11.29%
Clerical & Administrative Support	16.00%	15.14%	23.35%	21.58%	23.20%	21.45%
Private Household Services	.51%	NA	0.15%	NA	0.00%	NA
Protective Services	1.70%	NA	2.31%	NA	1.14%	NA
Service Occupations (not Protective & Household)	9.77%	11.57%	9.67%	11.70%	9.72%	8.58%
Farming, Fishing & Forestry	2.20%	.64%	0.72%	0.12%	.37%	0.00%
Precision Production, Craft, and Repair	11.86%	9.02%	13.76%	7.16%	14.10%	7.50%
Machine Operators, Assemblers & Inspectors	8.50%	10.83%	5.14%	11.74%	3.86%	10.79%
Transportation & Material Moving	4.60%	6.63%	6.09%	10.87%	2.65%	10.00
Handlers, Equipment Cleaners, Helpers & Laborers	4.34%	NA	4.74%	NA	3.53%	NA

**Table 3.7  
EMPLOYMENT BY SECTOR**

Clayton County

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	60,124	84,342	103,558	122,374	141,987	157,175	172,092	186,053	198,429	208,000
Farm	108	100	83	66	60	59	58	56	55	
Agricultural Services, Other	189	330	398	585	544	588	639	690	737	
NMining	79	95	42	71	66	68	70	72	74	
Construction	4,284	5,997	5,462	6,705	6,610	6,728	6,872	7,038	7,238	7
Manufacturing	5,055	6,109	5,868	6,416	7,854	8,115	8,375	8,619	8,843	9
Trans, Comm, & Public Utilities	11,250	17,852	24,173	29,562	39,957	48,239	56,126	63,036	68,353	71
Wholesale Trade	4,745	5,789	6,117	7,571	8,866	9,748	10,459	11,095	11,713	12
Retail Trade	12,933	19,715	25,396	25,224	26,604	28,682	30,591	32,198	33,418	34
Finance, Insurance, & Real Estate	3,428	3,505	4,015	4,818	5,538	5,795	6,057	6,324	6,601	6
Services	8,592	12,448	17,825	27,930	30,834	33,396	36,356	39,674	43,380	47
Federal Civilian Government	1,595	3,183	2,713	2,065	2,101	2,086	2,043	1,977	1,888	1
Federal Military Government	642	841	819	829	849	862	873	880	884	
State & Local Government	7,224	8,378	10,647	10,532	12,104	12,809	13,573	14,394	15,245	16

**Table 3.8****EMPLOYMENT BY SECTOR**

Georgia

Category	1980	1985	1990	1995	2000	2005	2010	2015
Total	2,747,310	3,224,300	3,690,610	4,229,290	4,859,970	5,235,630	5,623,650	6,029,160
Farm	96,559	82,370	74,286	68,780	67,356	64,877	62,438	60,240
Agricultural Services, Other	16,432	24,574	31,487	44,659	54,829	60,079	65,359	70,538
Mining	8,808	10,241	10,590	9,408	9,522	9,645	9,813	10,047
Construction	139,233	196,913	212,342	236,159	296,572	316,876	333,895	349,870
Manufacturing	528,812	5,278	572,477	603,394	613,992	632,106	649,864	665,184
Trans, Comm, & Public Utilities	152,583	177,746	216,343	241,886	296,267	322,804	347,846	371,521
Wholesale Trade	174,084	214,310	228,213	242,508	276,326	300,312	322,310	344,504

Retail Trade	407,627	520,232	606,608	724,946	816,701	893,996	973,979	1,055,500
Finance, Insurance, & Real Estate	199,887	225,090	244,947	269,183	345,923	369,137	392,407	416,440
Services	502,841	664,476	876,597	1,125,360	1,391,460	1,532,290	1,692,630	1,873,380
Federal Civilian Government	84,599	92,561	102,981	98,336	92,262	91,889	91,883	92,089
Federal Military Government	92,295	98,319	90,745	94,733	93,789	95,235	96,403	97,224
State & Local Government	343,553	352,189	422,991	469,941	504,969	546,388	584,820	622,628

**TABLE 3.9**

**EMPLOYMENT BY SECTOR (%)**

Georgia									
Category	1980	1985	1990	1995	2000	2005	2010	2015	2020
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Farm	3.51%	2.55%	2.01%	1.63%	1.39%	1.24%	1.11%	1.00%	0.90%
Agricultural Services, Other	0.60%	0.76%	0.85%	1.06%	1.13%	1.15%	1.16%	1.17%	1.17%
Mining	0.32%	0.32%	0.29%	0.22%	0.20%	0.18%	0.17%	0.17%	0.16%
Construction	5.07%	6.11%	5.75%	5.58%	6.10%	6.05%	5.94%	5.80%	5.66%
Manufacturing	19.25%	17.53%	15.51%	14.27%	12.63%	12.07%	11.56%	11.03%	10.50%
Trans, Comm, & Public Utilities	5.55%	5.51%	5.86%	5.72%	6.10%	6.17%	6.19%	6.16%	6.09%
Wholesale Trade	6.34%	6.65%	6.18%	5.73%	5.69%	5.74%	5.73%	5.71%	5.69%
Retail Trade	14.84%	16.13%	16.44%	17.14%	16.80%	17.08%	17.32%	17.51%	17.65%
Finance, Insurance, & Real Estate	7.28%	6.98%	6.64%	6.36%	7.12%	7.05%	6.98%	6.91%	6.83%
Services	18.30%	20.61%	23.75%	26.61%	28.63%	29.27%	30.10%	31.07%	32.16%
Federal Civilian Government	3.08%	2.87%	2.79%	2.33%	1.90%	1.76%	1.63%	1.53%	1.43%
Federal Military Government	3.36%	3.05%	2.46%	2.24%	1.93%	1.82%	1.71%	1.61%	1.51%
State & Local Government	12.51%	10.92%	11.46%	11.11%	10.39%	10.44%	10.40%	10.33%	10.22%



**Table 3.10  
EMPLOYMENT BY SECTOR (%)**

Clayton County											Mor...
Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025	1980 2025
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	NA
Farm	0.18%	0.12%	0.08%	0.05%	0.04%	0.04%	0.03%	0.03%	0.03%	0.03%	NA
Agricultural Services, Other	0.31%	0.39%	0.38%	0.48%	0.38%	0.37%	0.37%	0.37%	0.37%	0.37%	NA
Mining	0.13%	0.11%	0.04%	0.06%	0.05%	0.04%	0.04%	0.04%	0.04%	0.04%	NA
Construction	7.13%	7.11%	5.27%	5.48%	4.66%	4.28%	3.99%	3.78%	3.65%	3.58%	NA
Manufacturing	8.41%	7.24%	5.67%	5.24%	5.53%	5.16%	4.87%	4.63%	4.46%	4.33%	NA
Health, Comm, & Public Utilities	18.71%	21.17%	23.34%	24.16%	28.14%	30.69%	32.61%	33.88%	34.45%	34.30%	NA
Wholesale Trade	7.89%	6.86%	5.91%	6.19%	6.24%	6.20%	6.08%	5.96%	5.90%	5.91%	NA
Retail Trade	21.51%	23.38%	24.52%	20.61%	18.74%	18.25%	17.78%	17.31%	16.84%	16.39%	NA
Finance, Insurance, & Real Estate	5.70%	4.16%	3.88%	3.94%	3.90%	3.69%	3.52%	3.40%	3.33%	3.30%	NA
Services	14.29%	14.76%	17.21%	22.82%	21.72%	21.25%	21.13%	21.32%	21.86%	22.76%	NA
Federal Civilian Government	2.65%	3.77%	2.62%	1.69%	1.48%	1.33%	1.19%	1.06%	0.95%	0.85%	NA
Federal Military Government	1.07%	1.00%	0.79%	0.68%	0.60%	0.55%	0.51%	0.47%	0.45%	0.42%	NA
State & Local Government	12.02%	9.93%	10.28%	8.61%	8.52%	8.15%	7.89%	7.74%	7.68%	7.71%	NA

**Table 3.11  
EARNINGS BY SECTOR**

Georgia					
Category	1980	1985	1990	1995	2000
Total (1996 \$)	66,537,100,000	85,919,700,000	102,642,000,000	123,514,000,000	160,462,000,000
Farm (1996 \$)	106,153,000	1,087,670,000	1,391,280,000	1,733,670,000	1,565,760,000
Agri Serv, Other (1996 \$)	244,855,000	350,797,000	475,908,000	660,059,000	943,559,000
Mining (1996 \$)	429,934,000	413,933,000	373,738,000	359,779,000	438,244,000
Construction (1996 \$)	3,765,500,000	5,647,560,000	5,975,270,000	6,661,070,000	9,630,130,000
Manufacturing (1996 \$)	14,997,800,000	17,211,700,000	17,973,700,002	20,801,400,000	23,849,500,000
Trans, Comm, Util (1996 \$)	6,208,770,000	7,604,700,000	8,981,390,000	11,643,900,000	15,867,700,000
Wholesale Trade (1996 \$)	5,900,690,000	7,766,500,000	9,090,690,000	10,085,400,000	13,549,200,000
Retail Trade (1996 \$)	6,870,370,000	9,141,230,000	9,413,850,000	11,216,700,000	14,426,000,000
Finan, Ins, Real Est (1996 \$)	3,617,310,000	4,803,430,000	6,600,850,000	8,476,150,000	12,153,700,000
Services (1996 \$)	10,401,900,000	14,915,700,000	22,532,200,000	30,044,900,000	42,959,700,000
Fed Civilian Govt (1996 \$)	3,751,390,000	4,391,100,000	4,780,640,000	5,147,370,000	5,442,790,000
Fed Military Govt (1996 \$)	2,475,230,000	3,160,120,000	2,765,140,000	3,080,300,000	3,297,820,000
State Local Govt (1996 \$)	7,767,210,000	9,425,300,000	12,287,500,000	13,602,900,000	16,338,300,000
Category	2005	2010	2015	2020	2025
Total (1996 \$)	180,866,000,000	202,919,000,000	227,019,000,000	253,253,000,000	281,758,000,000
Farm (1996 \$)	1,682,760,000	1,802,910,000	1,933,340,000	2,075,970,000	2,233,020,000
Agri Serv, Other (1996 \$)	1,086,060,000	1,239,330,000	1,400,730,000	1,566,550,000	1,733,320,000
Mining (1996 \$)	445,441,000	456,347,000	471,301,000	489,686,000	510,946,000
Construction (1996 \$)	10,606,800,000	11,506,000,000	12,401,400,000	13,309,000,000	14,242,900,000
Manufacturing (1996 \$)	26,143,500,000	28,510,600,000	30,854,700,000	33,129,100,000	35,298,600,000
Trans, Comm, Util (1996 \$)	18,059,600,000	20,304,900,000	22,610,400,000	24,909,000,000	27,140,000,000
Wholesale Trade (1996 \$)	15,124,900,000	16,662,400,000	18,269,600,000	19,955,500,000	21,729,700,000
Retail Trade	16,215,3,000	18,126,500,000	20,144,900,000	22,276,700,000	24,530,800,000

(1996 \$)					
Finan, Ins, Real Est (1996 \$)	13,862,800,000	15,688,500,000	17,666,000,000	19,784,200,000	22,033,100,000
Services (1996 \$)	50,244,000,000	58,890,000,000	69,107,300,000	81,084,500,000	95,046,200,000
Fed Civilian Govt (1996 \$)	5,621,590,000	5,826,300,000	6,051,600,000	6,295,200,000	6,556,750,000
Fed Military Govt (1996 \$)	3,501,760,000	3,705,550,000	3,907,320,000	4,105,500,000	4,298,440,000
State Local Govt (1996 \$)	18,271,300,000	20,198,700,000	22,200,700,000	24,272,200,000	26,403,700,000

**Table 3.12**

**EARNINGS BY SECTOR**

Clayton County

Category	1980	1985	1990	1995	2000	2005
Total (1996 \$)	1,649,370,000	2,590,260,000	3,210,470,000	3,816,260,000	4,921,800,000	5,815,160,000
Farm (1996 \$)	438,000	28,000	216,000	402,000	287,000	318,000
Agri Serv, Other (1996 \$)	2,456,000	4,303,000	6,171,000	7,921,000	9,950,000	11,349,000
Mining (1996 \$)	2,952,000	3,104,000	1,536,000	1,994,000	2,568,000	2,699,000
Construction (1996 \$)	116,598,000	164,170,000	152,471,000	183,706,000	219,436,000	230,407,000
Manufacturing (1996 \$)	166,576,000	202,589,000	198,107,000	229,081,000	297,570,000	324,511,000
Trans, Comm, Util (1996 \$)	574,326,000	1,030,020,000	1,336,460,000	1,588,000,000	2,091,680,000	2,661,580,000
Wholesale Trade (1996 \$)	157,621,000	200,487,000	204,306,000	279,907,000	357,081,000	402,109,000
Retail Trade (1996 \$)	221,858,000	348,649,000	427,274,000	399,096,000	480,596,000	529,544,000
Finan, Ins, Real Est (1996 \$)	30,652,000	43,316,000	78,017,000	109,252,000	118,053,000	132,642,000
Services (1996 \$)	166,061,000	248,098,000	388,045,000	618,282,000	850,752,000	986,666,000
Fed Civilian Govt (1996 \$)	45,328,000	109,992,000	96,952,000	85,261,000	88,100,000	91,028,000
Fed Military Govt (1996 \$)	5,256,000	10,429,000	9,514,000	9,760,000	10,849,000	11,562,000
State Local Govt (1996 \$)	159,245,000	225,085,000	311,403,000	303,598,000	394,868,000	430,748,000

**EARNINGS BY SECTOR: Clayton County cont.**

Clayton County	Morrow city
----------------	----------------

Category	2010	2015	2020	2025		1980-2025
Total (1996 \$)	\$6,746,610,000	\$7,678,620,000	\$8,565,300,000	\$9,367,940,000		NA
Farm (1996 \$)	\$349,000	\$382,000	\$418,000	\$455,000		NA
Agri Serv, Other (1996 \$)	\$12,946,000	\$14,637,000	\$16,362,000	\$18,078,000		NA
Mining (1996 \$)	\$2,806,000	\$2,911,000	\$3,019,000	\$3,132,000		NA
Construction (1996 \$)	\$241,908,000	\$254,370,000	\$268,358,000	\$284,443,000		NA
Manufacturing (1996 \$)	\$352,342,000	\$380,575,000	\$408,873,000	\$436,999,000		NA
Trans, Comm, Util (1996 \$)	\$3,250,200,000	\$3,816,900,000	\$4,312,530,000	\$4,692,920,000		NA
Wholesale Trade (1996 \$)	\$441,336,000	\$478,493,000	\$515,796,000	\$554,817,000		NA
Retail Trade (1996 \$)	\$577,092,000	\$620,474,000	\$657,643,000	\$687,564,000		NA
Finan, Ins, Real Est (1996 \$)	\$147,871,000	\$163,808,000	\$180,517,000	\$198,111,000		NA
Services (1996 \$)	\$1,144,080,000	\$1,325,230,000	\$1,533,920,000	\$1,775,290,000		NA
Fed Civilian Govt (1996 \$)	\$92,643,000	\$93,064,000	\$92,166,000	\$89,931,000		NA
Fed Military Govt (1996 \$)	\$12,280,000	\$12,996,000	\$13,705,000	\$14,402,000		NA
State Local Govt (1996 \$)	\$470,753,000	\$514,780,000	\$561,988,000	\$611,804,000		NA

**Table 3.13  
EARNINGS BY SECTOR (%)**

Georgia					
Category	1980	1985	1990	1995	2000
Total (1996 \$)	100.00%	100.00%	100.00%	100.00%	100.00%
Farm (1996 \$)	0.16%	1.27%	1.36%	1.40%	0.98%
Agri Serv, Other (1996 \$)	0.37%	0.41%	0.46%	0.53%	0.59%
Mining (1996 \$)	0.65%	0.48%	0.36%	0.29%	0.27%
Construction (1996 \$)	5.66%	6.57%	5.82%	5.39%	6.00%
Manufacturing (1996 \$)	22.54%	20.03%	17.51%	16.84%	14.86%
Trans, Comm, Util (1996 \$)	9.33%	8.85%	8.75%	9.43%	9.89%
Wholesale Trade (1996 \$)	8.87%	9.04%	8.86%	8.17%	8.44%
Retail Trade (1996 \$)	10.33%	10.64%	9.17%	9.08%	8.99%
Finan, Ins, Real Est (1996 \$)	5.44%	5.59%	6.43%	6.86%	7.57%
Services (1996 \$)	15.63%	17.36%	21.95%	24.33%	26.77%
Fed Civilian Govt (1996 \$)	5.64%	5.11%	4.66%	4.17%	3.39%
Fed Military Govt (1996 \$)	3.72%	3.68%	2.69%	2.49%	2.06%
State Local Govt (1996 \$)	11.67%	10.97%	11.97%	11.01%	10.18%
Category	2005	2010	2015	2020	2025
Total (1996 \$)	100.00%	100.00%	100.00%	100.00%	100.00%
Farm (1996 \$)	0.93%	0.89%	0.85%	0.82%	0.79%
Agri Serv, Other (1996 \$)	0.60%	0.61%	0.62%	0.62%	0.62%
Mining (1996 \$)	0.25%	0.22%	0.21%	0.19%	0.18%
Construction (1996 \$)	5.86%	5.67%	5.46%	5.26%	5.06%
Manufacturing (1996 \$)	14.45%	14.05%	13.59%	13.08%	12.53%
Trans, Comm, Util (1996 \$)	9.99%	10.01%	9.96%	9.84%	9.63%
Wholesale Trade (1996 \$)	8.36%	8.21%	8.05%	7.88%	7.71%
Retail Trade (1996 \$)	8.97%	8.93%	8.87%	8.80%	8.71%
Finan, Ins, Real Est (1996 \$)	7.66%	7.73%	7.78%	7.81%	7.82%
Services (1996 \$)	27.78%	29.02%	30.44%	32.02%	33.73%
Fed Civilian Govt (1996 \$)	3.11%	2.87%	2.67%	2.49%	2.33%
Fed Military Govt (1996 \$)	1.94%	1.83%	1.72%	1.62%	1.53%
State Local Govt (1996 \$)	10.10%	9.95%	9.78%	9.58%	9.37%

**Table 3.14**  
**EARNINGS BY SECTOR (%)**

Clayton County									
Category	1980	1985	1990	1995	2000	2005	2010	2015	2020
Total (1996 \$)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Farm (1996 \$)	0.03%	0.00%	0.01%	0.01%	0.01%	0.01%	0.01%	0.00%	0.00%
Agri Services, Other (1996 \$)	0.15%	0.17%	0.19%	0.21%	0.20%	0.20%	0.19%	0.19%	0.19%
Mining (1996 \$)	0.18%	0.12%	0.05%	0.05%	0.05%	0.05%	0.04%	0.04%	0.04%
Construction (1996 \$)	7.07%	6.34%	4.75%	4.81%	4.46%	3.96%	3.59%	3.31%	3.13%
Manufacturing (1996 \$)	10.10%	7.82%	6.17%	6.00%	6.05%	5.58%	5.22%	4.96%	4.77%
Trans, Comm, & Pub Util (1996 \$)	34.82%	39.77%	41.63%	41.61%	42.50%	45.77%	48.18%	49.71%	50.35%
Wholesale Trade (1996 \$)	9.56%	7.74%	6.36%	7.33%	7.26%	6.91%	6.54%	6.23%	6.02%
Retail Trade (1996 \$)	13.45%	13.46%	13.31%	10.46%	9.76%	9.11%	8.55%	8.08%	7.68%
Fin, Ins, & Real Estate (1996 \$)	1.86%	1.67%	2.43%	2.86%	2.40%	2.28%	2.19%	2.13%	2.11%
Services (1996 \$)	10.07%	9.58%	12.09%	16.20%	17.29%	16.97%	16.96%	17.26%	17.91%
Fed Civilian Government (1996 \$)	2.75%	4.25%	3.02%	2.23%	1.79%	1.57%	1.37%	1.21%	1.08%
Fed Military Government (1996 \$)	0.32%	0.40%	0.30%	0.26%	0.22%	0.20%	0.18%	0.17%	0.16%
State & Local Government (1996 \$)	9.65%	8.69%	9.70%	7.96%	8.02%	7.41%	6.98%	6.70%	6.56%

**Table 3.15**

**AVERAGE WEEKLY WAGES**

Georgia

Category	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
All Industries	\$404	\$424	\$444	\$471	\$480	\$488	\$509	\$531	\$562	\$598	\$629
Agri, Forestry, Fishing	267	276	285	297	304	312	322	336	347	373	390
Mining	561	589	605	NA	NA	698	734	741	781	832	866
Construction	NA	434	439	451	461	479	508	534	556	590	623
Manufacturing	NA	450	473	503	511	531	555	588	620	656	684
Transportation, Comm, Util	NA	603	635	689	709	720	737	769	805	842	895
Wholesale	NA	603	632	669	695	711	729	762	809	873	932
Retail	NA	236	244	255	260	267	275	286	299	318	335
Financial, Insurance, Real Estate	NA	544	569	627	648	648	693	741	799	872	900
Services	NA	414	439	464	471	475	501	519	551	580	611
Federal Gov	NA	543	584	612	651	667	666	701	774	791	808
State Gov	NA	451	462	460	471	NA	493	517	533	561	579
Local Gov	NA	387	401	401	410	420	440	461	480	506	523



**Table 3.16  
AVERAGE WEEKLY WAGES**

Clayton County												Morrow
Category	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	1989-2002
All Industries	\$468	\$494	\$522	\$546	\$546	\$549	\$555	\$586	\$611	\$635	\$663	NA
Agri, Forestry, Fishing	NA	324	348	309	294	298	308	NA	NA	382	417	NA
Mining	NA	NA	NA	NA	635	NA	NA	NA	NA	NA	NA	NA
Construction	NA	456	471	484	487	509	NA	565	NA	NA	NA	NA
Manufacturing	NA	499	519	548	560	588	616	659	649	676	698	NA
Transportation, Comm, Util	NA	841	844	835	860	872	883	908	910	916	943	NA
Wholesale	NA	505	548	589	615	619	631	661	696	743	736	NA
Retail	NA	255	264	276	265	272	283	295	305	329	341	NA
Financial, Insurance, Real Estate	NA	425	459	482	482	491	507	505	546	554	623	NA
Services	NA	375	390	424	406	NA	434	NA	NA	NA	NA	NA

Federal Gov	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
State Gov	NA	NA	NA	NA	NA	NA	525	NA	577	596	623	NA
Local Gov	NA	NA	NA	NA	NA	NA	442	473	507	502	555	NA

<b>Table 3.17</b>					
PERSONAL INCOME BY TYPE : Georgia					
<b>Category</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>
<b>Total (1996 \$)</b>	\$84,202,100,000	\$110,382,000,000	\$134,782,000,000	\$163,230,000,000	\$209,309,000,000
<b>Wages &amp; Salaries (1996 \$)</b>	\$53,972,900,000	\$68,598,800,000	\$81,355,600,000	\$96,422,800,000	\$128,049,000,000
<b>Other Labor Income (1996 \$)</b>	\$7,079,350,000	\$9,626,200,000	\$11,702,300,000	\$14,092,000,000	\$14,308,000,000
<b>Proprietors Income (1996 \$)</b>	\$5,484,850,000	\$7,694,690,000	\$9,584,280,000	\$12,998,900,000	\$18,105,400,000
<b>Dividends, Interest, &amp; Rent (1996 \$)</b>	\$10,987,000,000	\$17,428,300,000	\$23,366,900,000	\$26,625,000,000	\$35,169,000,000
<b>Transfer Payments to Persons (1996 \$)</b>	\$9,867,380,000	\$11,841,300,000	\$14,749,800,000	\$20,606,700,000	\$23,300,900,000

<b>Less: Social Ins. Contributio ns (1996 \$)</b>	\$2,978,190,000	\$4,527,880,000	\$5,839,730,000	\$7,270,250,000	\$9,397,990,000
<b>Residence Adjustment (1996 \$)</b>	(\$211,163,000)	(\$279,790,000)	(\$136,775,000)	(\$245,276,000)	(\$224,740,000)
	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
	\$236,962,000,000	\$266,921,000,000	\$299,617,000,000	\$335,164,000,000	\$373,728,000,000
	\$144,760,000,000	\$162,812,000,000	\$182,588,000,000	\$204,172,000,000	\$227,684,000,000
	\$15,909,500,000	\$17,605,100,000	\$19,429,500,000	\$21,384,600,000	\$23,476,200,000
	\$20,196,600,000	\$22,501,700,000	\$25,001,500,000	\$27,696,800,000	\$30,597,400,000
	\$39,713,000,000	\$44,582,200,000	\$49,772,600,000	\$55,274,600,000	\$61,073,900,000
	\$26,662,000,000	\$30,514,500,000	\$34,921,900,000	\$39,972,800,000	\$45,770,200,000
	\$11,070,600,000	\$12,973,800,000	\$15,086,600,000	\$17,406,500,000	\$19,929,400,000
	\$791,423,000	\$1,879,200,000	\$2,989,750,000	\$4,070,240,000	\$5,055,280,000

**Table 3.18**

**CLAYTON COUNTY: PERSONAL INCOME BY TYPE**

Category	1980	1985	1990	1995	2000
Total (1996 \$)	\$2,538,880,000	\$3,134,820,000	\$3,527,850,000	\$3,956,050,000	\$4,730,900,000
Wages & Salaries (1996 \$)	\$1,376,480,000	\$2,163,660,000	\$2,701,270,000	\$3,203,480,000	\$4,251,160,000
Other Labor Income (1996 \$)	\$178,557,000	\$290,016,000	\$371,411,000	\$476,625,000	\$483,802,000
Proprietors Income (1996 \$)	\$94,331,000	\$136,586,000	\$137,786,000	\$136,147,000	\$186,837,000
Dividends, Interest, & Rent (1996 \$)	\$218,143,000	\$369,816,000	\$434,355,000	\$449,408,000	\$568,880,000
Transfer Payments to Persons (1996 \$)	\$180,124,000	\$223,139,000	\$291,149,000	\$456,654,000	\$513,938,000
Less: Social Ins. Contributions (1996 \$)	\$78,747,000	\$143,568,000	\$192,380,000	\$236,276,000	\$303,272,000
Residence Adjustment (1996 \$)	\$569,993,000	\$95,173,000	(\$215,742,000)	(\$529,992,000)	(\$970,437,000)

Category	2005	2010	2015	2020	2025				
<b>Table 3.20</b>									
<b>INCOME BY TYPE (%)</b>									
Georgia									
Category	1980	1985	1990	1995	2000	2005	2010	2015	2020
Total (1996 \$)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Income (1996 \$)	\$218,103,000	\$250,990,000	\$283,323,000	\$313,299,000	\$339,507,000				
Dividends, Interest, & Rent (1996 \$)	\$647,247,000	\$731,166,000	\$820,561,000	\$915,254,000	\$1,014,980,000				
Transfer Payments to Persons (1996 \$)	\$596,259,000	\$690,477,000	\$798,193,000	\$921,583,000	\$1,063,180,000				
Less: Social Ins. Contributions (1996 \$)	\$373,769,000	\$452,186,000	\$534,140,000	\$615,463,000	\$692,037,000				
Residence Adjustment (1996 \$)	(\$1,174,060,000)	(\$1,389,280,000)	(\$1,608,130,000)	(\$1,819,370,000)	(\$2,012,750,000)				

Wages & Salaries (1996 \$)	64.10%	62.15%	60.36%	59.07%	61.18%	61.09%	61.00%	60.94%	60.92%
Other Labor Income (1996 \$)	8.41%	8.72%	8.68%	8.63%	6.84%	6.71%	6.60%	6.48%	6.38%
Proprietors Income (1996 \$)	6.51%	6.97%	7.11%	7.96%	8.65%	8.52%	8.43%	8.34%	8.26%
Dividends, Interest, & Rent (1996 \$)	13.05%	15.79%	17.34%	16.31%	16.80%	16.76%	16.70%	16.61%	16.49%
Transfer Payments to Persons (1996 \$)	11.72%	10.73%	10.94%	12.62%	11.13%	11.25%	11.43%	11.66%	11.93%
Less: Social Ins. Contributions (1996 \$)	3.54%	4.10%	4.33%	4.45%	4.49%	4.67%	4.86%	5.04%	5.19%
Residence Adjustment (1996 \$)	-0.25%	-0.25%	-0.10%	-0.15%	-0.11%	0.33%	0.70%	1.00%	1.21%

**Table 3.21**

**Clayton County: Income by Type (%)**

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020
Total (1996 \$)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00
Wages & Salaries (1996 \$)	54.22%	69.02%	76.57%	80.98%	89.86%	91.31%	92.43%	93.17%	93.49
Other Labor Income (1996 \$)	7.03%	9.25%	10.53%	12.05%	10.23%	10.25%	10.24%	10.19%	10.08
Proprietors Income (1996 \$)	3.72%	4.36%	3.91%	3.44%	3.95%	3.96%	3.97%	3.96%	3.93
Dividends, Interest, & Rent (1996 \$)	8.59%	11.80%	12.31%	11.36%	12.02%	11.74%	11.56%	11.47%	11.49
Transfer Payments to Persons (1996 \$)	7.09%	7.12%	8.25%	11.54%	10.86%	10.82%	10.91%	11.16%	11.57
Less: Social Ins. Contributio ns (1996 \$)	3.10%	4.58%	5.45%	5.97%	6.41%	6.78%	7.15%	7.47%	7.72
Residence Adjustment (1996 \$)	22.45%	3.04%	-6.12%	-13.40%	-20.51%	-21.30%	-21.96%	-22.48%	-22.84

Category	Table 3.22 cont.		
TOTAL Males and Females	Georgia: GA Labor Force Participation		
In Labor Force	Category	1990	2000
Civilian Labor Force	TOTAL Males and Females	4939774	6250687
Civilian Employed	In Labor Force	3353372	4129666
Civilian Unemployed	Civilian Labor Force	3280314	4062808
In Armed Forces	Civilian Employed	3092374	3839756
Not in Labor Force	Civilian Unemployed	187940	223052
TOTAL Males	In Armed Forces	73058	66858
Male In Labor Force	Not in Labor Force	1586402	2121021
Male Civilian Labor Force	TOTAL Males	2357580	3032442
Male Civilian Employed	Male In Labor Force	1807053	2217015
Male Civilian Unemployed	Male Civilian Labor Force	1741609	2159175
Male In Armed Forces	Male Civilian Employed	1652016	2051523
Male Not in Labor Force	Male Civilian Unemployed	89593	107652
TOTAL Females	Male In Armed Forces	65444	57840
Female In Labor Force	Male Not in Labor Force	550527	815427
Female Civilian Labor Force	TOTAL Females	2582194	3218245
Female Civilian Employed	Female In Labor Force	1546319	1912651
Female Civilian Unemployed	Female Civilian Labor Force	1538705	1903633
Female In Armed Forces	Female Civilian Employed	1440358	1788233
Female Not in Labor Force	Female Civilian Unemployed	98347	115400
	Female In Armed Forces	7614	9018
	Female Not in Labor Force	1035875	1305594

Male Not in Labor Force	312
TOTAL Females	3218245
Female In Labor Force	1993
Female Civilian Labor Force	1903633
Female Civilian Employed	1788233
Female Civilian Unemployed	115400
Female In Armed Forces	2970
Female Not in Labor Force	1228
In Armed Forces	66
Not in Labor Force	1034
TOTAL Males	1993
Male In Labor Force	1681
Male Civilian Labor Force	1625
Male Civilian Employed	1582
Male Civilian Unemployed	43
Male In Armed Forces	56



Table 3.23		Table 3.23	
All of United States: US Labor Force		Georgia: GA Labor Force Participation (%)	
Category		Category	1990 2000
TOTAL Males and Females		TOTAL Males and Females	100.00% 100.00%
In Labor Force		In Labor Force	67.89% 66.07%
Civilian Labor Force		Civilian Labor Force	66.41% 65.00%
Civilian Employed		Civilian Employed	62.60% 61.43%
Civilian Unemployed		Civilian Unemployed	3.80% 3.57%
In Armed Forces		In Armed Forces	1.48% 1.07%
Not in Labor Force		Not in Labor Force	32.11% 33.93%
TOTAL Males		TOTAL Males	100.00% 100.00%
Male In Labor Force		Male In Labor Force	76.65% 73.11%
Male Civilian Labor Force		Male Civilian Labor Force	73.87% 71.20%
Male Civilian Employed		Male Civilian Employed	70.07% 67.65%
Male Civilian Unemployed		Male Civilian Unemployed	3.80% 3.55%
Male In Armed Forces		Male In Armed Forces	2.78% 1.91%
Male Not in Labor Force		Male Not in Labor Force	23.35% 26.89%
TOTAL Females		TOTAL Females	100.00% 100.00%
Female In Labor Force		Female In Labor Force	59.88% 59.43%
Female Civilian Labor Force		Female Civilian Labor Force	59.59% 59.15%
Female Civilian Employed		Female Civilian Employed	55.78% 55.57%
Female Civilian Unemployed		Female Civilian Unemployed	3.81% 3.59%
Female In Armed Forces		Female In Armed Forces	0.29% 0.28%
Female Not in Labor Force		Female Not in Labor Force	40.12% 40.57%

Table 3.23		
Morrow city: Labor Force Participation		
Category	1990	
TOTAL Males	100.00%	1

<b>andFemales</b>		
<b>In Labor Force</b>	75.40%	
<b>Civilian Labor Force</b>	73.83%	
<b>Civilian Employed</b>	70.84%	
<b>Civilian Unemployed</b>	3.00%	
<b>In Armed Forces</b>	1.57%	
<b>Not in Labor Force</b>	24.60%	
<b>TOTAL Males</b>	100.00%	1
<b>Male In Labor Force</b>	84.35%	
<b>Male Civilian Labor Force</b>	81.54%	
<b>Male Civilian Employed</b>	79.38%	
<b>Male Civilian Unemployed</b>	2.16%	
<b>Male In Armed Forces</b>	2.81%	
<b>Male Not in Labor Force</b>	15.65%	
<b>TOTAL Females</b>	100.00%	1
<b>Female In Labor Force</b>	67.35%	
<b>Female Civi Labor Force</b>	66.89%	
<b>Female Civilian Employed</b>	63.14%	
<b>Female Civ Unemployed</b>	3.75%	
<b>Female In Armed Forces</b>	0.45%	
<b>Female Not in Labor Force</b>	32.65%	

<b>Table 3.24</b>									
<b>United States: Labor Statistics</b>									
<b>Category</b>	<b>1990</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>
<b>Labor Force (thousands)</b>	125,840	126,346	128,105	129,200	196,814	132,304	133,943	136,297	137,673
<b>Employed (thousands)</b>	118,793	117,718	118,492	120,259	123,060	124,900	126,708	129,558	131,463
<b>Unemployed (thousands)</b>	7,047	8,628	9,613	8,940	7,996	7,404	7,236	6,739	6,210
<b>Unemployment Rate</b>	5.6%	6.8%	7.5%	6.9%	6.1%	5.6%	5.4%	4.9%	4.5%

Table 3.25										
Georgia: Labor Statistics										
	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Population	3,300,380	3,263,876	3,353,566	3,467,191	3,577,505	3,617,165	3,738,850	3,904,474	4,014,526	4,078,263
Population 18 and over	3,118,253	3,099,103	3,119,071	3,265,259	3,391,782	3,440,859	3,566,542	3,727,295	3,845,702	3,916,080
Unemployed	182,127	164,772	234,495	201,932	185,722	176,306	172,308	177,179	168,824	162,183
Unemployment Rate	5.5%	5.0%	7.0%	5.8%	5.2%	4.9%	4.6%	4.5%	4.2%	4.0%

Table 3.26									
Clayton County: Labor Statistics									
Category	1990	1991	1992	1993	1994	1995	1996	1997	1998
Labor Force	103,123	101,556	103,371	106,626	109,965	110,327	113,730	117,330	121,236
Employed	97,517	95,773	95,818	100,062	103,814	104,751	108,587	112,473	116,687
Unemployed	5,606	5,783	7,553	6,564	6,151	5,576	5,143	4,857	4,549
Unemployment Rate	5.4%	5.7%	7.3%	6.2%	5.6%	5.1%	4.5%	4.1%	3.8%

## 3.0.0.0: Housing

### HOUSING ELEMENT

“If a city and its leaders want to grow, they will.”

Sylvia Redic, Grants Administrator

## INTRODUCTION

For thirty years Morrow's residential community has stayed very much the same. But as the city, its leaders and citizens come to better understand growth potential, a once stagnant community began to grow. In the last two years, two new subdivisions have been constructed and 90% of the houses were sold before they were completed. This sparks Morrow's new era of residential growth. With mixed use ordinances, land rezoning, and imminent annexations, Morrow's time for residential growth is now.

### 3.1.0.0: Inventory

#### INVENTORY

Over the last ten years Morrow's housing has experienced a 27% decrease in units, but this is no reflection of our future growth potential. While the number of housing units has decreased, the vacancy rate dropped from 9.4% in 1990 to only 1% in 2000. The decline in housing units is more accurately a reflection of our growth in other areas. Certain residential areas were rezoned to welcome such entities as the new US Post Office, State and National Archives and the Clayton State dormitory expansion.

While Morrow's housing has not experienced a great deal of growth, the housing has long suited the needs of the community. The City understands, however, that as our community and region are changing, so must our ability to meet the housing needs of the community including availability, affordability and housing type.

The following table inventories Morrow's housing types and housing occupancy using Census data.

**TABLE 3.1**

**City Housing**

City of Morrow, 1980-2000

	Housing Units			Percent Change		
	1980-89	1990-99	2000-00	80-90	90-00	80-00
Total Households	1,335	2,437	1,772	82%	-27%	33%
Single Family	1,161	1,151	1,007	-1%	-8%	-8%

	7	8	0			
Multi-Family	1,638	1,237	702	636%	-43%	317%
Manufactured Housing	0	30	15	N/A	-50%	N/A
Total Occupied	1,271	2,197	1,667	73%	-24%	32%
Total Vacant	64	228	100	256%	-56%	56%
Vacancy Rate	4.8%	9.4%	1.1%			

Source: U.S. Bureau of the Census

According to the Census data, the total number of households in the year 2000 were 1,772 and 1,335 in 1980. This reflects a housing increase of 500 units over the last twenty years. Interestingly, the vacancy rate went from 4.8% to 1.1% over those twenty years. The greatest change is reflected in the multi-family units boasting 534 new units between 1980 and 2000 (Table 3.1).

Table 3.2

<u>Types of Housing</u>									
	<b>Georgia</b>			<b>ARC Region</b>			<b>Morrow</b>		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
Single Units (detached)	N/A	1,638,847	2,107,317	N/A	613,155	837,702	N/A	1,012	923
Single Units (attached)	N/A	73,412	94,150	N/A	43,128	54,057	N/A	145	147
Double Units	N/A	89,368	90,370	N/A	24,934	25,757	N/A	8	8
3 to 9 Units	N/A	276,220	305,920	N/A	158,623	172,876	N/A	772	331
10 to 19 Units	N/A	138,876	129,276	N/A	106,664	100,511	N/A	345	177
20 to 49 Units	N/A	55,704	57,825	N/A	43,320	40,194	N/A	113	62

50 or more Units	N/A	38,103	97,628	N/A	28,603	71,159	N/A	0	109
Mobile Home or Trailer	N/A	305,055	394,938	N/A	26,450	28,496	N/A	0	15
All Other	N/A	22,833	4,313	N/A	7,553	512	N/A	42	0
TOTAL Housing Units	N/A	2,638,418	3,281,737	N/A	1,052,43	1,331,264	N/A	2,437	1,772

Source: U.S. Bureau of the Census

Table 3.2 illustrates the types of housing for Morrow, the ARC Regions and the State of Georgia. Both Georgia and ARC show an increase in *Single Units (detached)* while the City of Morrow reflects a decrease in this particular type. All three reflect an increase in *Single Family (attached)*. Morrow's most dramatic change is in the *3 to 9 Units* type with a decrease of 441 units between 1990 and 2000. In total housing units, Georgia experienced a 24% change, ARC a 26% change and Morrow a 27% change, with Morrow as the only area showing a decrease.

Not surprisingly, the Census illustrates an increase in housing costs in Georgia, ARC Region and Morrow (Table 3.3). That State's numbers reflect a percentage of change at over 300%, while the ARC Region a 55% change and Morrow only a 27% change. These numbers suggest that Morrow's housing costs are more constant than those costs in and around the State and Region. As illustrated in Table 3.2, this may be attributable to the lack of new housing built in the city.

Table 3.3

Housing Costs								
	Georgia			ARC Region			Morrow	
Category	1980	1990	2000	1980	1990	2000	1980	1990
Median Property Value	\$23,100	\$71,278	\$100,600		\$93,128	\$144,504	\$43,300	\$71,700
Median Rent	\$153	\$365	\$505		\$422	\$661	\$256	\$551

Source: U.S. Bureau of the Census

Table 3.4

The City of Morrow	2003
<b>2003 Est. All Owner-Occupied Housing Values</b>	1,106
Value Less than \$20,000	12
Value \$20,000 - \$39,999	4
Value \$40,000 - \$59,999	35
Value \$60,000 - \$79,999	185
Value \$80,000 - \$99,999	356
Value \$100,000 - \$149,999	429
Value \$150,000 - \$199,999	66
Value \$200,000 - \$299,999	18

Value \$300,000 - \$399,999	0
Value \$400,000 - \$499,999	0
Value \$500,000 - \$749,999	0
Value \$750,000 - \$999,999	0
Value \$1,000,000 or more	0

Source: Claritas, Inc.

Table 3.4 shows that over half of Morrow's housing was valued between \$100,000 and \$149,999 in 2003. This data finds that no housing currently exists in the City with a cost in excess of \$300,000. In 2003 only 16 units were valued below \$40,000.

Table 3.5 shows the median property value for both Morrow and Clayton County. Notice that both areas increased median property value by approximately \$20,000 between 1990 and 2000.

Table 3.5

Morrow city			
Category	1980	1990	2000
Median Property Value	NA	71,700	91,300
Median Rent	NA	551	630
Clayton County, GA			
Category	1980	1990	2000
Median Property Value	40,000	69,600	90,900
Median Rent	219	532	599

Source: U.S. Bureau of the Census

The table below indicates that almost twice as many people own housing rather than rent housing in both Georgia and the ARC Region. In Morrow a little over two thirds of the houses were owned versus rented in 2000. In 2000, Morrow had the lowest vacancy rate for both owned and rented housing units with an owner renter ratio vacancy of .15 with Georgia at .51 and ARC Region with .78 (Table 3.6).

Table 3.6

<u>Occupancy Characteristics</u>								
Category	Georgia			ARC Region			Morrow	
	1980	1990	2000	1980	1990	2000	1980	1990
TOTAL Households	1,869,754	2,366,615	3,007,678	676,693	945,175	1,262,401	1,338	2,366,615
Housing Units Vacant	NA	271,803	275,368	NA	107,829	69,370	NA	271,803
Housing Units Owner Occupied	1,215,206	1,536,759	2,029,293	408,918	577,226	810,955	860	1,536,759
Housing Units Rented	654,548	829,856	977,076	267,763	367,375	450,939	479	829,856

Renter Occupied								
Owner to Renter Ratio of Vacancy	NA	0.32	0.51	NA	NA	0.775	NA	
Owner Vacancy Rate	NA	2.36	2.24	NA	NA	1.956	NA	
Renter Vacancy Rate	NA	12.36	8.46	NA	NA	7.139	NA	

Source: U.S. Bureau of the Census

Table 3.7 categorizes income groups throughout the City of Morrow. Only 9% of Morrow residents fall below the poverty line of \$15,000. The largest income group is \$50,000 to \$74,999 representing 27% of the population. As much as 60% of the population earned between \$35,000 and \$99,999 in 2003.

Table 3.7

<b>2003 Est. Households by Household Income 2003</b>	1,712	Percentage
Income Less than \$15,000	148	9%
Income \$15,000 - \$24,999	160	9%
Income \$25,000 - \$34,999	202	12%
Income \$35,000 - \$49,999	327	19%
Income \$50,000 - \$74,999	459	27%
Income \$75,000 - \$99,999	238	14%
Income \$100,000 - \$149,999	151	9%
Income \$150,000 - \$249,999	20	1%
Income \$250,000 - \$499,999	7	1%
Income \$500,000 and more	1	1%

Source: Claritas, Inc.

With an average household income of \$57,000 in 2003, and a median household cost of \$91,000 in 2000, Morrow's housing is affordable for its population.

Table 3.8 highlights Morrow household by size. In Morrow, 2 person households are the largest group with 30% and 1 person households are the next largest group with 22%. As many as 17% of the households in Morrow have five or more persons living within them.

Table 3.8

<b>2003 Est. Households by Household Size*</b>	1,712	
1-person household	372	22%



2-person household	489	29%
3-person household	319	19%
4-person household	243	14%
5-person household	145	8%
6-person household	77	5%
7 or more person household	68	4%

Source: Claritas, Inc.

Morrow's housing has remained primarily stagnant for the past thirty years. As recently as the past two years, we have addressed the need for new housing development. Foxcroft was completed in September of 2003 and offers 80 single-family dwellings. Central Park, our most recent development, will be complete in March 2005 and offers 72 single-family dwellings. Foxcroft and Central Park are only two of Morrow's targeted developments. Another important development for Morrow's future is the Gateway Village.

Gateway Village is an area between Clayton College & State University and Reynolds Nature Preserve that encompasses 110 acres of property with the potential to be a \$110 million plus development. A master plan was designed to accommodate housing, retail, office space, and all necessary parking. Gateway Village is the future home of a new post office, nearly 500,000 square feet of office space, townhouses, a rail station, a combination hotel/conference center, and the National and State archives-the first co-location of its kind.

Morrow understands that population growth, retail growth, proximity to the Airport and downtown Atlanta, and housing trends all demand updated, larger and affordable housing. The City will respond to these needs with rezoning for housing development, mixed use development with town homes interfacing with retail and public services and code enforcement for the maintenance of current housing. In addition, the City plans to address any need for housing to accommodate those populations with special needs.

### **3.2.0.0: Assessment**

#### **ASSESSMENT**

In table 3.9, the Census data determines that as many as 192,972 houses in Georgia were built more than 60 years ago. Of this number, 11 of those houses stand in Morrow.

Table 3.9

Houses Built Before 1939								
Category	Georgia			ARC Region			Morrow	
	1980	1990	2000	1980	1990	2000	1980	1990
1939 or Earlier	296,662	212,294	192,972	67,051	56,329	52,960	15	1

Source: U.S. Bureau of the Census

Table 3.10

<b>Morrow Housing</b>	<b>2003</b>
<b>2003 Est. Housing Units by Year Structure Built*</b>	1,790
Housing Unit Built 1999 to present	118
Housing Unit Built 1995 to 1998	26
Housing Unit Built 1990 to 1994	41
Housing Unit Built 1980 to 1989	229
Housing Unit Built 1970 to 1979	655
Housing Unit Built 1960 to 1969	599
Housing Unit Built 1950 to 1959	114
Housing Unit Built 1940 to 1949	5
Housing Unit Built 1939 or Earlier	4

Source: Claritas, Inc.

Data collected by Claritas, Inc. in 2003 suggests the majority of Morrow’s housing was built between 1960 and 1970. The lack of new housing may further explain the decrease in population over the last 10 years as reflected in Table 1.1. Only 118 houses were constructed in the last ten years.(Table 3.10)

As defined by the Census data, a house’s condition speaks to the plumbing of a particular unit. As many as 29,540 had plumbing deemed “lacking” by the Census throughout the Sate of Georgia in 2000. The ARC Region hosted 6,465 units with “lacking plumbing” and the City of Morrow 15. (Table 3.11)

Table 3.11

<u>Condition of Housing</u>									
	<b>Georgia</b>			<b>ARC Region</b>			<b>Morrow</b>		
Category	1980	1990	2000	1980	1990	2000	1980	1990	2000
Complete Plumbing Facilities		2,609,956	32,521,97		1,048,063	1,324,799		2,413	
Lacking Plumbing Facilities	35,769	28,462	29,540	8,527	4,367	6,465		24	

Source: U.S. Bureau of theCensus

Table 3.12

<b>Morrow Community Survey</b>	<b>2003</b>
<b>Quality of Neighborhood</b>	
Excellent	41%

Good	41%
Fair	10%
Poor	1%

Source: Internally Interpolated

Table 3.12 illustrates the results from Morrow’s Community Survey from 2003. This survey was hand delivered to every house in the City. The surveys were designed to assess citizen’s opinions of our codes, cleanliness, and public safety response and service delivery. The survey asked citizen’s to report the quality of their neighborhoods. The data collected shows that the overwhelming majority of Morrow’s residents feel their neighborhoods are of excellent or good quality. In fact, the excellent and good rating of neighborhood quality both enjoyed the high response of 41%.

What the City knows is that a good number of its citizens have been here for many years and are aging into a population in need of affordable, safe housing. Morrow hopes to create housing to speak to these needs, perhaps within the confines of the Gateway development. As far as citizens with special needs, the elderly population is our City’s biggest special needs population.

Currently, the only housing specifically set aside for those residents with special needs is Morrow College Apartments. Of the 88 units at this complex, 20% is available for qualified Section 8 tenants. Fortunately, many of Morrow’s elderly residents have been here for many years and their homes are paid for and do not jeopardize the residents income. However, this is not always the case and does not address the needs of lower income groups. Yet, as mentioned before, the City hopes to set in place housing for the elderly, low income and other special needs groups.

Morrow’s current housing, while in excellent condition, will not suffice for the anticipated community growth. There is no single solution to solve Morrow’s housing needs. In stead, Morrow has put in motion several initiatives to prepare for residential expansion. Short term, Morrow will address land use, zoning, ordinances and property annexation to get “in step” with what is coming. Growth is coming, and people with it.

### **3.3.0.0: Goals & Implementation**

#### **GOALS AND IMPLEMENTATION**

The City of Morrow is geared for quality growth and part of this growth is the expansion of our housing developments; developments that provide attractive, quality, affordable housing for the new residents of the City as well as current residents of both the City of Morrow and Clayton County. Morrow anticipates these new housing opportunities to attract larger families averaging 4 per household rather than the current average of 1.5.

Historically our housing has suited our population, but we plan to bring our housing into a new era of growth. This is not to say our existing homes will be any less valuable to the City and its citizenry. Instead, the City wants to incorporate mixed use developments,

new housing and revitalize existing housing. In fact, the City plans to bring in as many as 2,000 new housing units into the City limits over the next ten years.

This goal will be accomplished in a variety of ways. First, there are currently two areas of the City targeted for rezoning. This rezoning will allow for as many as 400 new housing units. Second, the Clayton County Dormitory expansion, this initiative will contain as many as 1,000 additional units, all within the Morrow City Limits.

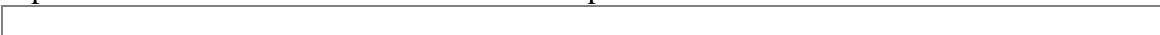
Third, Morrow anticipates the completion of the highly anticipated Gateway Village. This development will boast a mix use zoning with residential, retail and public service facilities. Fourth, the City of Morrow plans to annex portions of the County which are currently adjacent to our City limits. With an excess of 80 acres identified for annexation, the city anticipates two new housing developments.

Morrow is positioned for growth, we intend on ensuring this growth is the highest possible quality. Hosting such businesses as Southlake Mall, AMC 24 Theater, Clayton County Harley Davidson and Target and public services including but not limited to Morrow Tourist Center, State and National Archives and the Reynolds Nature Reserve as well as being close in proximity to Hartsfield-Jackson International Airport and downtown Atlanta, Morrow understands that further growth is imminent.

Morrow hopes to embrace this expansion and emerge as a leader in smart growth, technology and overall as a City who offers its residents beauty, safety and quality housing of all types to suit the needs of population at large. Progressive zoning classifications for town homes, mix use and CUPD and very specific guidelines for residential developments including design, square footage, sprinkler systems, parking and landscaping give Morrow confidence that future expansion will offer a variety of quality, affordable homes for any citizen.

## **COMMUNITY VISION**

The dynamics of Morrow's future have been set by community leaders. The City must grow in order to reach maximum potential and retain the funding resources that provide the high quality of life and services enjoyed today. The City's ability to attract significant capital outlays for Gateway Village and Southlake Mall will pay economic dividends for decades. Mixed use zoning will gradually reverse the trend of commercializing the residential core of the city and offer a higher quality of life to residents. The 110 acres of green space provide recreational and transportation alternatives which connect the existing neighborhoods with Gateway Village, Morrow's new town square. The city's partnership with Clayton College and State University enhances a vitality of growth; while proximity to Interstate 75, Hartsfield-Jackson Atlanta International Airport, and the Atlanta to Lovejoy rail line will cement Morrow's reputation as the economic and residential impetus for the Southern Crescent.



# 4.0.0.0: Natural and Cultural Resources

## NATURAL AND CULTURAL RESOURCES ELEMENT

**“Oh that we could once again plan our towns and landscapes with the unbiased skill and foresight of our forefathers, not with the influential greed of the modern-day dollar bill.”**

**--Ernest Duffey, Code Enforcement Officer**

### INTRODUCTION

Our natural and cultural resources are valuable and must be protected. This protection can not be taken lightly in the face of coming growth and progress. In order to protect them, they must first be identified. The ability to protect and preserve these resources successfully over the long term depends upon a comprehensive, systematic approach.

The natural environment places certain opportunities and constraints on the manner in which land is used. Soil characteristics, land slopes, and flooding frequencies are a few factors among many which affect where development can safely and feasibly occur. Other areas such as wetlands and sensitive plant and animal habitats, which are particularly vulnerable to the impacts of development, should be given consideration in the planning process and provided appropriate protection.

### 4.1.0.0: Inventory

#### INVENTORY

##### (I) Natural Resources

The Natural Resources section of this element examines the City of Morrow’s natural features, topography and geology, and its environmentally sensitive and ecologically significant areas: water supply watersheds, groundwater, recharge areas, wetlands, protected rivers, soils, steep slopes, prime agricultural and forest land, plant and animal habitats, major park, recreation and conservation areas, and scenic views and sites.

##### A. Public Water Supply Sources

**Department of Community Affairs Names Three New Communities to Receive WaterFirst Designation**

From News Release dated August 26, 2003

The Clayton County Water Authority including its members: Clayton County, Forest Park, Jonesboro, Morrow and Riverdale have received the WaterFirst designation. This designation illustrates the commitment of these communities to excellence in the management and stewardship of our water resources.

“Georgia’s water resources are one of the State’s most valuable assets and these communities have demonstrated a willingness to go above and beyond the requirements of the law when it comes to protecting and managing water resources,” said Governor Sonny Perdue.

“They have made significant financial commitments in regards to their infrastructure, utilized innovative technologies in their operations, and developed unique educational programs for their customers,” said DCA Commissioner Mike Beatty.

- **Water Treatment**

The Clayton County Water Authority (CCWA) was created by an act of the Georgia Legislature in 1955 to have supervision and control over the water and sewer systems of Clayton County. The Authority is governed by a seven-member board appointed by the Clayton County Board of Commissioners. A general manager, responsible for the daily operation of the Water Authority, is employed by and reports to the Water Authority Board. The CCWA service area includes all of the City of Morrow.

CCWA operates three finished water treatment plants. Water is treated and pumped to the system from the William J. Hooper Plant located in Henry County, the J.W. Smith Plant located in the panhandle area and the Freeman Road Water Complex located in central portion of the county. All three of these plants are well maintained and operated and provide high quality drinking water to all customers in Clayton County.

The projected average daily demand for Clayton County is expected to grow from 27.5 MGD for the year 2000 to between 36.0 and 37.8 MGD in 2020. The combined design capacity of these three plants is at 42.0 MGD and has been projected to satisfy the average daily demand through the year 2020. The peak day demand has been as high as 34.6 MGD and is expected to increase to 48.6 to 51.0 MGD in 2020. The Freeman Road or Hooper Water Production Plants have the capability of expanding if future growth demands additional water production beyond current capacity. Clayton County also has the option of purchasing water from the City of Atlanta through five (5) different connections during drought or time of additional needs. The current contractual agreement with the City of Atlanta expires December 31, 2020.

- **Wastewater Treatment**

CCWA currently operates four water reclamation facilities (WRFs) and two land treatment systems. Following planned upgrades and expansions, there will be three WRFs, two land treatment systems, and two constructed wetlands systems.

The W.B. Casey, Sr. WRF located on the Flint River west of the City of Jonesboro is CCWA's largest treatment plant. It was constructed in 1958 with a design capacity of 1 MGD and has since been increased to the current capacity of 15 MGD. This plant currently operates as a conventional activated sludge facility with sludge thickening, dewatering, drying, and pelletization. The sludge pellets are hauled off-site and used in a fertilizer mix by a commercial company. The R.L. Jackson WRF located on Thomas Road at Highway 54 has a capacity of 4.5 MGD. In 2005, the R.L. Jackson and W.B. Casey plant will be consolidated into a new plant with a 24 MGD capacity. The Shoal Creek WRF was expanded and upgraded in 2002 to a capacity of 4.4 MGD. The Northeast WRF located on the Clayton County/ Henry County line operates with a capacity of 6 MGD. This plant discharges into Panther Creek and is the only direct discharge plant operated by CCWA. There are plans to expand and upgrade the Northeast WRF to 10 MGD by 2008.

The treated effluent from the Shoal Creek WRF is spray applied at the Shoal Creek Land Treatment facility, which includes 325 acres of land with a holding pond, pump station, distribution mains and over 1,000 sprinklers to apply the treated effluent. CCWA plans to transition some of the treated effluent from the new consolidated W.B. Casey WRF in 2004 to a constructed wetlands system that will provide more efficient treatment of the treated effluent.

The E.L. Huie Land Treatment Facility is located upstream of the William J. Hooper Raw Water Reservoir, north of Lovejoy. The land treatment facility is on a 3,700-acre site and provides a very innovative and environmentally sound method of tertiary treatment. CCWA plans to transition some of the treated effluent in 2004 to a constructed wetlands system that will provide more efficient treatment of the treated effluent.

Wastewater in some of the northern portion of Clayton County is treated by the City of Atlanta or Dekalb County. The Water Authority currently has a contract with the City of Atlanta for treatment of 1.6 MGD of wastewater at its South River WRF and with Dekalb County for treatment of 1.0 MGD of wastewater at its Snapfinger Creek WRF.

The projected maximum capacity needs for Clayton County are expected to grow from 22.3 MGD for the year 2000 to 44.8 MGD in 2020. The combined design capacity of the new Shoal Creek and Casey WRFs will be 28.8 MGD. Plans to upgrade and expand the Northeast WRF are currently ongoing and will provide additional capacity in that growing portion of the county. The expansions should provide adequate capacity through the year 2020.

- **Septic Systems**

The Clayton County Health Department is responsible for permitting all septic systems in Clayton County. No construction may proceed on a building to be served by a septic tank until the Clayton County Health Department has approved the proposed septic tank installation as meeting the requirements of the Georgia Department of Human Resources Manual for on-site Sewage Management Systems.

No single family residence shall be permitted on a lot of less than 22,000 square feet which is to be served by septic tank(s), regardless of the zoning district classification. With respect to existing platted lots, the Clayton County Board of Health will evaluate each individual request for a permit on a case-by-case basis. This restriction on lot size does not apply to residential development served by community sewer systems. Further no septic tanks or drain fields will be permitted within a stream buffer.

### **B. Water Supply Watersheds**

The protection of drinking water supplies is an important goal. There are two large drinking water supply watersheds: the Flint River Watershed and the Big Cotton Indian Creek Watershed; and no small drinking water supply watersheds located within the City of Morrow.

The large drinking water supply watersheds include the Flint River Watershed, which drains to the southwest and Big Cotton Indian Creek Watershed, which drains to the east. The following criteria apply for all locations in the large drinking water supply watersheds:

New facilities located within 7-miles of a drinking water intake in a large drinking water supply watershed, which handle hazardous materials of the types and amounts determined by the Department of Natural Resources, shall perform their operations on impermeable surfaces having spill and leak collection systems as prescribed by the Department of Natural Resources.

There is no drinking water supply reservoirs located within the City of Morrow. Clayton County created a Watershed Management Plan in 2001 to protect water quality and drinking water quality. To ensure protection of surface water quality, all developments must contribute less than 65 pounds/acre/year according to the WISE model, which was developed as part of the Watershed Management Plan. To minimize impacts of additional stormwater flows, all developments must meet the criteria in the Georgia Stormwater Management Manual.

### **C. Groundwater Recharge Areas**

Ground water recharge areas are any portions of the earth's surface, where water infiltrates into the ground to replenish an aquifer. There is no groundwater recharge areas located within the City of Morrow.

### **D. Wetlands**

Wetlands are areas inundated or saturated by surface or groundwater at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions. Wetlands provide natural treatment of water quality and provide excellent habitat.

Any new land disturbance activity in the City of Morrow requires plan submittal and review by all appropriate state and city agencies. Properties identified as containing wetlands by the City of Morrow using the National Wetlands Inventory Map must meet all regulations as required by the City of Morrow Land Development Guidelines



ordinance as well as other state and federal laws applicable to wetlands and wetland protection.

The wetlands of Morrow lie on or around streams and creeks running through the city. These are as follows:

Conine Creek/West side of Morrow  
Duffey Tributary/East side  
Jester Creek/West side  
Panther Creek/Southeast corner  
Stratford Tributary/East side  
York Tributary/East side  
Watterson Tributary/East side

#### **E. Protected Mountains**

There are no mountains in the City of Morrow 2,200 feet above mean sea level; therefore there are no mountain protection area standards.

#### **F. Protected Rivers**

The City of Morrow does not have any streams with flows greater than 400 cfs that are protected under the River Corridor rules.

#### **G. Coastal Resources**

Not Applicable

#### **H. Flood Plains**

The floodplains in Morrow fall into two categories: 100 year floodplain, and 500 year floodplain. The floodplains allow overflow from streams to be stored and conveyed until such time as the flood waters recede. Improper development in the floodplain could cause damage to the surrounding area. For instance, improper development in a floodplain could diminish the water storage and conveyance capacity of a stream, which could cause additional flooding (including property damage and soil erosion) downstream. For this reason, Morrow has codified restrictions on development in floodplains and along stream banks.

The Morrow City Code, section 8-3-4, dealing with soil erosion, states that

(15) Land-disturbing activities shall not be conducted within the 100-year floodplain unless compliance with any applicable local floodplain management ordinance is demonstrated or such construction is in compliance with the Federal Emergency Management Agency regulations of flood storage compensation for floodwaters is provided.

(16) An undisturbed natural vegetative buffer of twenty-five (25) feet measured from the stream banks shall normally be retained adjacent to any state waters except where otherwise required by the "Metropolitan River Protection Act", O.C.G.A. 12-5-440 et seq., or by the department pursuant to O.C.G.A. 12-2-8, or when the economic use and the contour of the land require a different buffer subject to the division's approval, or where a drainage structure must be constructed, provided that adequate erosion control measures are incorporated in the project plans and specifications and are implemented.

(17) Land-disturbing activities shall not be conducted within one hundred (100) feet (horizontal) of the banks of any state waters classified as "trout streams" pursuant to the "Georgia Water Quality Control Act", O.C.G.A. 12-5-20 et seq., unless a variance for such activity is granted by the director except where a roadway drainage structure must be constructed, provided that adequate erosion control measures are incorporated in the project plans and specifications and are implemented.

Concerning Flood Damage Prevention, sections 8-4-18 and 8-1-19 state that

8-4-18 (4)a. Prohibit encroachments, including fill, new construction, substantial improvements and other developments unless certification (with supporting technical data) by a registered professional engineer is provided demonstrating that encroachments shall not result in any increase in flood levels during occurrence of the base flood discharge.

8-4-19 (1) No encroachments, including fill material or structures shall be located within a distance of the stream bank equal to five (5) times the width of the stream at the top of bank or 20 feet on each side from top of bank, whichever is greater, unless certification by a registered professional engineer is provided demonstrating that such encroachments shall not result in any increase in flood levels during the occurrence of the base flood discharge.

### **I. Soil Types**

Morrow's soil composition consists primarily of the Cecil-Applying-Pacolet, Pacolet-Ashlar-Gwinnett, and Cartecay-Wehadkee types.

1. Cecil-Applying-Pacolet - This soil type is made up of upland soils on smooth and convex ridge tops and on hillsides that are mostly smooth. The slopes of this soil range, in Morrow, from 2% to 10%. The soil is made up of 52% Cecil, 25% Applying, 11% Pacolet, and 12% minor soils. This soil unit is gently to strongly sloping and well drained, formed in material weathered from gneiss schist.

Intensive cropping potential for this soil type is restricted because of the possibility of slope erosion. This soil unity has a medium potential for woodland production, which is also hampered by the possibility of slope erosion. The gently sloping hills provide high potential for most urban uses, and the strongly sloping hills have a medium potential for the same uses. Recreational and Sanitary development should be prudently considered because of the Clayey consistency of the Cecil-Applying-Pacolet soil unit.

2. Pacolet-Ashlar-Gwinnett - Like the Cecil-Applying-Pacolet soil unit, the Pacolet-Ashlar-Gwinnett soils are upland soils, on moderately steep to steep, irregular and convex hillsides. The soil consists of 63% Pacolet, 20% Ashlar, 9% Gwinnett, and 8% minor soils. This soil unit is well or excessively drained, with red or dark red clayey or yellowish brown loamy subsoil, and is formed from weathered granite, gneiss, and schist. The potential for farming and urban uses is low, and the potential for woodland production and pasture are medium, with restrictions from erosion.

3. Cartecay-Wehadkee - This unit is made up of 55% Cartecay, 27% Wehadkee, and 18% minor soils. This soil consists of flood plains which have a slope of less than two percent and are somewhat-poorly to poorly drained. This unit is primarily wooded and has low potential for farming and urban uses due to flooding and wetness.

## **TOPOGRAPHY AND GEOLOGY**

Morrow lies within the Atlanta Plateau of the Piedmont Province, which is characterized by gently rolling terrain and a mild southwestward tilt. The main rock types in the Piedmont Province are biotite gneiss, muscovite schist, and granite.

### **J. Steep Slopes**

See Soil Types I.

### **K. Prime Agricultural and Forest Land**

There is no prime agricultural land inside the City of Morrow

### **L. Plant & Animal Habitats**

Owls are not on the endangered species list, but they are becoming a little rarer because of a decrease in habitat. We have Screech, Barred and Great Horned Owls on Reynolds Nature Preserve.

Both Trillium and Pink Lady Slippers are on a rare native plant list, and those are found at Reynolds as well.

### **Sec. 11-3-3 City designated bird sanctuary.**

The entire area embraced within the corporate limits of the city shall be, and the same is hereby designated as a bird sanctuary.

Code 1977, 10-3003

### **M. Major Park, Recreation and Conservation Areas**

Major parks include federal, state, or regionally maintained parks, recreation, and conservation areas. This includes nature preserves and national forests. Morrow's local parks and recreation areas are discussed below and again in the Community Facilities Element.

Currently, there is one nature preserve in Morrow and the city operates six (6) City parks, all of which are passive in nature and ADA accessible. Morrow's major park is the Reynolds Nature Preserve which is operated by Clayton County. A portion of this park lies within the city limits. The portion of Reynolds Nature Preserve in Morrow is in the northern section of the city to the west of Reynolds Road. While the nature preserve does offer a safe haven for both endangered and protected animal and plant life, it also offers a recreational area for communities throughout the county, region, and state.

### **1. William H. Reynolds Memorial Nature Preserve**

[web.co.clayton.ga.us/reynolds](http://web.co.clayton.ga.us/reynolds)

In 1976 Judge William "Bill" Huie Reynolds donated 130 acres of wetlands and woodlands to Clayton County. His desire to preserve a spot of beauty and serenity for the enjoyment of both man and wildlife was realized in the founding of the nature preserve named in his honor. His gift was not only the land but his example of stewardship and his brotherhood with nature.

#### **The History of the Land**

During the Civil War, the court house in Jonesboro was destroyed by fire. With it went records of what is now the preserve. It is known, however, that the Robert T. S. Huie

family purchased this property around the time of the war. Originally, the main house was merely four rooms, two upstairs and two downstairs with a chimney in the center and a stairway at one end.

After the war, Robert Huie added more rooms and a half story attic to the house. A single story porch, stretching across the front width of the house, was also built. In later years, Mr. Huie added a kitchen porch, and family area with a large fireplace to the rear of the house.

In the late 1920's, the property was sold to self-taught lawyer William Reynolds. At that time it contained two barns (one of which is still standing), a corn crib, a spring house, and two tenant farmhouses in addition to the main house. The ponds were created during the late 1930's.

In 2003, the preserve acquired 16 additional acres.

- |  |
|--|
| <ul style="list-style-type: none"><li>• 35,000 visitors annually</li></ul> |
|--|

## **2. Charles Milton Daniel Park**

This is the largest City owned park at 4.9 acres.

- The park provides a one quarter mile lighted walking track, beach volley ball, and exercise equipment, playground equipment including swings, slides, and climbing equipment.
- The facility also provides a covered picnic area with tables and grills.
- The city holds its annual Day in the Park Celebration within the park.
- Many residents use this park daily for recreation and exercise.
- The pavilion is rented by residents and is used on a regular basis for birthday parties, family reunions, bridal showers, etc.
- This park is also used by the fire and police departments for training.

## **3. Pocket Parks**

The other five parks operated by the city are "Pocket Parks". These are defined areas within a neighborhood that have improvements such as benches, pavers, landscaping, play equipment and trash cans.

a. Duffey Park located on Meadowbrook Lane and Duffey Drive

This facility provides playground equipment, swings, and picnic tables. The park is approximately .6 acres.

b. Charles O. Sorrow Park located on Patricia Drive

This park is a passive only park used for neighborhood meeting. There is no playground equipment at the present time; however, space is available if the need were to arise.

c. Christian Park located on Morrow Road and Skylark Drive

This facility provides playground equipment, swings, and picnic tables. The park is approximately .5 acres.

d. Hammack Park located on Hammack Drive and Morrow Road

This park is a 2.9 acre area used for open play.

e. Watterson Park located on Stratford Arms Drive

This facility provides playground equipment, benches, and picnic tables. The park is approximately .5 acres.

## **(II) Cultural Resources**

The Cultural Resources section of this element of the Comprehensive Plan for the City of Morrow examines the city's historic, archeological, and culturally significant resources. This section contains a brief history of Morrow and outlines the city's residential, commercial, industrial, institutional, transportation, and rural resources.

### **A. Residential Resources**

1. Azalea Estates
2. Belfort Hills
3. Candlelight Estates
4. Central Park
5. Clearbrook
6. Continental Manor
7. Foxcroft
8. Graceland
9. Harbin Woods
10. Indian Springs
11. John Robert Drive
12. Morrow Woods
13. Nava ho
14. Patricia
15. Skylark
16. University Estates
17. 2 Condominium Properties –
  - a. Woodstone
  - b. Northridge
18. 2 Apartment Complexes –
  - a. Oxford Townhomes
  - b. Morrow College Apartments
19. College Dorms – Clayton Place

All single family residential neighborhoods in the city, with the exception of the two new developments; Foxcroft and Central Park, are approximately 30 years or older, constructed with four sides brick, most with 3 bedrooms, 1,1½ to 2 baths, and approximately 1,500 square feet living space, and having lot sizes of 15,000 square feet or larger.

Foxcroft and Central Park are new developments with planned recreational areas. Construction in Foxcroft began in 2001 with mostly brick fronts and hardy plank siding. This development has a swimming pool and greenspace. Construction in Central Park began in 2003 with a combination of brick, stone and stucco, and has a passive park area. Both developments have a 2,000 square foot minimum, 3 or 4 bedroom and 2 to 2 ½ baths, and lot sizes of at least 8,000 square feet.

The multifamily dwellings in the city are Northridge and Woodstone Condominiums, Oxford Townhomes Apartments, Morrow College Apartments, and the Clayton Place college dorms. Northridge was constructed in 1987, with aluminum siding and the units are individually owned. There is a swimming pool and tennis courts for resident use. Woodstone was constructed in 1972, with cedar siding. There is a swimming pool and tennis courts for resident use. The units in both complexes are individually owned and are governed by a homeowners association with a board of directors.

Morrow College Apartments are all brick construction with a swimming pool. Oxford Townhomes are constructed with brick and have a swimming pool and recreation area. Both complexes are privately owned and managed; and units are rented to individuals or families.

The Clayton Place dorms were constructed in 1999 with a combination of brick and hardy plank. These units are fire sprinkled and have a clubhouse and swimming pool. This complex is privately owned and rented to college students.

### **B. Commercial Resources**

The main retail and business corridors of the City of Morrow are the Mt. Zion Road and the 54 Highway areas.

The city has one regional mall:

#### **Southlake Mall**

[www.shopsouthlakemall.com](http://www.shopsouthlakemall.com)

Featuring over 120 department stores and specialty shops for your whole family including Rich's-Macy's, JCPenney, Sears, American Eagle, Victoria's Secret and Gap. Thrill the kids with a ride on our carousel and enjoy a great meal in the Food Court.

Southlake Mall is located on 54 Hwy. South of the Interstate 75 overpass.

- 15,000,000 shoppers annually

#### **Gateway Village**

The planned mixed-use development located just west of the campus of Clayton College & State University, received the "Exceptional Merit Award for a Visionary Public-Private Redevelopment Partnership" at the November 21, 2002 Annual Developments of Excellence Awards.

Gateway Village is a joint venture among Clayton State, the Economic Development Authority of Clayton County, the cities of Morrow and Lake City, and The University Financing Foundation, a nonprofit foundation established to finance real estate ventures for the benefit of colleges and universities. Property for Gateway Village is primarily located adjacent to the Clayton State campus on Highway 54, approximately one-and-one-half miles from Interstate 75, exit 233.

### **C. Industrial Resources**

- Mills - none
- Factories - none

- Mines - none
- Industrial complexes and significant industries:
  - Dura Art - 57 employees – manufactures landscape furnishings
  - Sherwin Williams Paint Manufacturing – 140 employees – manufactures paint products
  - Grafco – 64 employees – manufactures packaging products

Individual industrial complexes are located in manufacturing districts; all are located on the south side of the City. They are nuisance free and are not generators of hazardous wastes.

#### **D. Institutional Resources**

There are presently two public elementary schools, one privately owned and operated school, and one state operated college and university in the City of Morrow.

- B.C. Haynie Elementary is a publicly operated school and is located on Morrow Road just inside the city limits on the west side.
- Morrow Elementary is a publicly operated school and is located on Reynolds Road in the north central section of the city.
- Community Christian Academy is a privately operated school located on Reynolds Road in the north central section of the city.
- Clayton College and State University is located on 54 Hwy. on the northeast boundary of the city. A portion of the campus lies in unincorporated Clayton County and in the city of Lake City.

#### **Clayton College and State University**

[www.clayton.edu/](http://www.clayton.edu/)

Clayton College & State University (CCSU) opened in 1969 as Clayton Junior College, with Dr. Harry S. Downs as the founding president. The Board of Regents elevated the institution to baccalaureate status in 1986 and established the present name in 1996. The beginning of the University can be traced to 1965 when the Board of Regents authorized three new junior colleges for the University System, one of which was designated for south metropolitan Atlanta. The Board considered several locations in the region, and chose the present site in Clayton County because of the unique combination of natural beauty and easy access to the then recently completed Interstate 75. The citizens of Clayton County subsidized the initial construction of the state institution by passing a bond issue for nearly five million dollars. Construction of the new campus began in fall 1968, and the doors opened to 942 students less than a year later on September 30, 1969.

CCSU now enrolls over 5,000 students in degree credit programs that, in the words of the University's mission, provide "career-oriented education with a solid liberal arts foundation.

To that end, in January 1998 CCSU became the first institution in the Southeast and one of the first in the nation to start issuing notebook computers to *all* students at *all* levels in *all* majors. This "Information Technology Project" (ITP) has transformed the campus and made Clayton State a national pioneer in "ubiquitous computing."

There are presently nine churches in the City of Morrow:

- First Baptist Church of Morrow – Lake Harbin Road
- Greater Life Pentacostal – Reynolds Road
- Harvest Faith International Ministries – Reynolds Road
- Korean Presbyterian Church of Georgia – Old Rex Morrow Road
- Morrow Presbyterian – Huie Drive
- Morrow United Methodist Church – Jonesboro Road
- New Mt. Calvary – Reynolds Road
- Rock Springs Baptist Church – Reynolds Road
- St. Augustine’s Episcopal Church – Morrow Road

There are six hotel/motels in the City of Morrow:

- Southlake Inn/Best Western – Jonesboro Road
- Days Inn – Adamson Parkway
- Drury Inn – South Lee Street
- Hampton Inn – Southlake Parkway
- Quality Inn – Jonesboro Road
- Red Roof Inn – Southlake Plaza Drive

### **Georgia Archives**

The City of Morrow is the home of the state archives which relocated from Atlanta to Morrow in 2003.

[www.GeorgiaArchives.org](http://www.GeorgiaArchives.org)

Each day the Georgia Archives works to make a difference on behalf of all Georgia citizens. We save taxpayer money by helping state and local governments operate more efficiently. Because we document state government decisions and help state and local governments meet open records requirements, we make government more accountable. By preserving property records and other legal documents we safeguard the rights of Georgia’s citizens. And, at the core of our mission, we identify and preserve Georgia’s most valuable historical documents.

Whether you love history, or simply want to know how we serve the citizens of Georgia, we invite you to explore our web site or visit us in the City of Morrow, located just south of Atlanta. We look forward to serving you!

The Georgia Archives is located on 54 Hwy. and Clayton State Boulevard.

- |   |
|---|
| <ul style="list-style-type: none"><li>• 13,000 researchers annually</li></ul> |
|---|

<b>E. Transportation Resources</b>
------------------------------------

1. The main roadways in the city are Interstate 75 running northwest and southeast where it intersects with the city, Georgia Highway 54 running north and south, and Mt. Zion Road running east-southeast and west-northwest.
2. The county operates a bus service, C-Tran which runs through the city with several stops within the city limits.



The city built and maintains a park and ride station at the entrance to Clayton College and State University on Clayton State Boulevard.

3. The Norfolk Southern Railway runs north and south through the city. The tracks parallel Hwy. 54.

4. Bridges within the city are the I-75 overpass on Hwy. 54, the bridges over Jester's creek on Morrow Road and Reynolds Road, and the I-75 underpass on Meadowbrook Lane.

#### **F. Rural Resources**

Not Applicable

#### **G. Other Historic, Archaeological and Cultural Resources**

Currently there are no structures or districts in Morrow, residential or otherwise, on the National Register of Historic Places, or on the Georgia Register. Therefore, there are no restrictions on development in Morrow due to historic resources.

[www.cityofmorrow.com](http://www.cityofmorrow.com)

Morrow started out simply as Morrow Station, a stop on the (rail) line between Jonesboro and Atlanta back in 1846. An adventurous financier named Daniel Tyler bought out the (railroad) franchise and stock. In December of 1845, he chartered a new company, the Macon and Western Railroad Company. Tyler extended the railroad further north into Atlanta, through what is now the City of Morrow. The depot there was called Morrow Station, after Radford E. Morrow. Service on the new line began on August 19, 1846. Morrow Station was a farming community. The train would stop for several hours in Morrow Station while workers loaded agricultural products, mostly cotton and tobacco, into the train cars.

Radford E. Morrow owned a plantation of more than 1,000 acres with a large, two-story, 12-room mansion. His home stood regally on what is now the corner of Morrow Road and Highway 54, the very spot where the municipal complex bearing his name stands today. He also owned a mill on what is now Lake Harbin Road and a tannery in Jonesboro. The tannery produced leather goods for the Confederacy during the Civil War. Morrow's home was burned by Union forces in Sherman's "March to the sea." Morrow was "put on the map" in 1941 when a twin-engine DC-3 crashed in the still-unincorporated town on its way to Candler Field (now Hartsfield-Jackson Atlanta International Airport). Seven people died. The crash was especially big news across the country because famous World War I Ace and President of Eastern Airlines, Captain Eddie Rickenbacker, was on board. He was one of eight survivors.

Two years later, Morrow became a city, largely in response to an Atlanta newspaper's depiction of the city as "the whistle stop" south of Atlanta. The Georgia Legislature granted the charter on March 2, 1943. The City of Morrow has remained committed to the concept of quality growth, taking necessary steps to maintain the city's residential character, while also attracting clean, non-polluting industrial development. Morrow's strictly enforced zoning plans, thoroughfare plans, and inspection system help ensure a balanced, planned approach to economic development.

The City of Morrow is a vibrant and outgoing community, dedicated to giving the city of Morrow a good name and making sure that everyone who visits the city leaves with nothing but nice thoughts and memories of their visit. In addition, Morrow strives to make sure that everyone is active within the society by hosting many annual events and regular community activities.

### **Events and Activities:**

1. Day in the Park – This is the annual kick off for our neighborhood P.R.O.U.D. program.
2. SummerFest on the Green – The city’s annual Independence Day celebration held on the Saturday before the 4th of July holiday. Live musical entertainment, a children's carnival, and a fireworks display fills the event with fun and excitement for area residents and visitors.
3. Community Round Table – This is an informational slide presentation about the city with time for questions, answers and comments. Light refreshments are served. It is held twice each month. Residents and business leaders in the city and surrounding area, and local and state governmental representatives are all invited.
4. Safe Halloween - Sponsored by the Morrow Police Department for the children in the community
5. Citizen’s Police Academy – Sponsored by the Morrow Police Department. This is a 12 week informational course for residents and all interested persons.
6. DARE – Sponsored by the Morrow Police Department for the children in the local elementary schools.
7. PROUD – Protected, Respected, Organized, Unified and Desirable – Sponsored by the Morrow Police Department with support from the Morrow Fire Department for the neighborhoods in the community.
8. CERT – Community Emergency Response Team - Sponsored by the Morrow Fire and Police Departments for residents and business personnel. This program was the first certified deployable unit in the state and was developed in response to the president’s Homeland Security Act under the Federal Emergency Management Agency.

### **Cemeteries**

Adamson Cemetery – Located on the northeast side of I-75, 1000 feet east of Jonesboro Road (Hwy. 54) on Adamson Parkway. Oldest grave 1837.

Farmer Marker – This marker was located ¼ mile west of Reynolds Road under power lines across from Phillips Drive Baptist Church, between Navaho Trail, Burbank Trail and Reynolds Nature Preserve. 1864.

### **The Morrow Tourist Center**

The Morrow Tourist Center is located at 6475 Jonesboro Road, located just off of I-75 at exit 233. The center opened in April 2002. Presently employing one full time and two part time positions and a staff of 22 volunteers, this 5,000 square foot, state-of-the-art facility features the history of Morrow and Clayton County, as well as new developments and Atlanta area attractions. The center has a host of maps and brochures featuring points of interest throughout the State of Georgia.

Equipped with two high-speed Internet access computers, six laptop computer outlets and is now WI-FI networked, the Morrow Tourist Center provides guests with a world of information at their fingertips. Bringing the latest in technology together with warm southern hospitality, the Morrow Tourist Center welcomes visitors to the area and provides them with everything that metro Atlanta has to offer.

The Morrow Tourist center is also leased for events such as: wedding receptions, parties, family reunions, showers, meetings and classes.

- Almost 8,000 visitors in 2003

## **4.2.0.0: Assessment**

### **ASSESSMENT OF CURRENT AND FUTURE NEEDS**

Current zoning codes within the City of Morrow protect the development of the city and limit industrial and commercial development in ways to preserve the cities greenspace. Ordinances are strictly enforced to maintain our quality of life and insure the beautification of the city and the creation of a sense of place. Zoning and ordinances will be particularly important with the Gateway Village development insuring a quality mixed use area. Purchasing land for useful greenspace is a priority of the city.

#### **(I) Natural Resources**

Our Water Supply Watersheds are protected under the Clayton County Watershed Management Plan of 2001. Also, all developments must meet the criteria in the Georgia Stormwater Management Manual.

Wetlands in Morrow are protected by the City of Morrow Land Development Guidelines Ordinance as well as other state and federal laws applicable to wetland protection. Jester's Creek is recognizably in need of restoration. In conjunction with the Clayton County Water Authority, the City of Morrow is involved in a four year, four million dollar project to restore this watershed.

Morrow has codified restrictions on development in floodplains and along stream banks which deal with soil erosion and flood damage prevention.

The main soil types in Morrow are vulnerable to slope erosion, therefore are restricted from intensive cropping.

Rare animals and plants that are found at Reynolds Nature Preserve in Morrow are protected within the confines and regulations of the preserve. The city itself is designated a Bird Sanctuary.

Reynolds Nature Preserve and the cities six parks are well kept and protected areas. The city has plans for more "Pocket Parks" and there are codes and ordinances for any new developments, such as subdivisions, or commercial, which allocate for greenspace.

Morrow understands the importance of preserving natural resources. Air quality, land use, greenspace, these are all issues which effect our natural resources. The city's goal to take hold and maintain as much greenspace as possible is an effective way to strengthen its natural resources. In the last ten years, greenspace acreage in the city as grown from approximately nine to upwards of 110.

Morrow looks forward to responsible growth, growth that not only preserves existing natural resources, but growth which also seeks to expand our natural resources.

## **(II) Cultural Resources**

There are 16 subdivisions in the City of Morrow. All but two of these are approximately 30 years old. The two new developments have planned recreational areas, creating greenspace. All of these subdivisions are governed by a series of codes and ordinances which protect the aesthetics and livability of the city. Throughout the city and all of its governing documents, quality growth is emphasized.

Two condominium properties, Woodstone and Northridge, lie within the city limits. Northridge is in the process of redesigning their entrance, due to the widening of Lee Street. Overall, Northridge is in excellent condition.

The Woodstone Condominium development is in major need of redevelopment. There is undesirable activity within the neighborhood and property values are declining. Morrow's leaders, public safety officials and private stakeholders are all working together to turn these conditions around.

Clayton Place is the college dormitory community. While these dorms are very attractive and safe, they will not accommodate the college's growth. This comes as no surprise to the college. There are current expansion projects underway, though more will possibly be needed in the future. Surely one of the greatest obstacles for growth at Clayton College and State University will be land acquisition. They will need more land to expand both the dorms and the campus.

The Mt. Zion corridor was redeveloped in the last decade and as a result thrives as a retail and business district. Many of Morrow's most prominent businesses have a Mt. Zion street address. Morrow expects this district to maintain its strength even in the face of our Gateway development.

Southlake Mall, the cornerstone of Morrow's commercial area, has lost some luster. Still, hosting over two hundred stores and restaurants, this mall is holding its own. To ensure its survival, the city understands the need to enforce codes, enhance public safety, and target businesses for relocation to the mall.

Gateway Village is in the design phase and will prove to be an economic booster for the city. With mixed use ordinance, the development will be home to business, office, retail, residential and recreational space. The Gateway Village will connect to a train station

along the Atlanta-Lovejoy rail line thus heightening Morrow's already strong connectivity to the greater Atlanta area.

The Industrial Resources in the City of Morrow have been stable and should continue as such in the future. They do not produce any hazardous waste and are nuisance free.

The elementary schools in Morrow are governed by the Clayton County Board of Education and operated by the Clayton County Public Schools personnel. They are presently under probationary action by the Southern Accreditation of Colleges and Schools for problems concerning the school board. The public schools in the city are the main problem we face when trying to attract new residents and businesses. This sting is felt through all of Clayton County.

There are presently six hotels with two new ones projected in the next couple of years. One of the new hotels will be a hotel/conference center in the Gateway Village area. The heavy traffic in Morrow contributes to air quality as well as the general well being of our residents and visitors. Interstate 75 is in need of an HOV lane to conform to air quality regulations. Georgia Highway 54 is adequate during normal traffic flow. South Lee Street is being widened and there is a new bridge planned to overpass I-75 on Lee Street to help ease the congestion during heavy traffic flow times. The roads in Morrow are in excellent condition. The Public Works Department keeps a rotating schedule of paving and patching.

The only park and ride bus stop for C-Tran is within the Morrow city limits and it is in excellent condition. There will be a need for a rail station, which is part of the Gateway Village development plan, when the railway becomes a passenger rail.

#### **4.3.0.0: Goals & Implementation**

##### **(iii) Articulation of Community Goals and Associated Implementation Program**

**(I) A & B.** The City of Morrow continually strives to involve the public in its current and future needs and plans through semi monthly round table style meetings called Community Round Table. Also, the public is informed through our city web page where the minutes of the Council Meetings and Planning and Zoning Meetings are posted. The city has in place, very strict codes and ordinances to ensure the continued development of preserved, regulated and protected programs and entities. Based on current and future needs, the city is looking to create increased greenspace acreage and foot traffic, a path system for bicycles and golf carts, a widened bridge over I-75, and a commuter rail to stop at Gateway Village. Continued quality development of Gateway Village will include a hotel/conference center and possibly a community center and amphitheater.

**C.** The city has in place development regulations designed to encourage more compact urban development and preserve open space. The development of single-family residential structures on small, individual lots requires 15 percent of the developable area for greenspace and recreational facilities as well as tree replacement and landscaping.

Within the next 60 days, the city will have in place development regulations that provide for the development of fee simple townhouses. The new regulations will offer several incentives that will require developments to provide 15 percent of the developable area for green space and recreational facilities. The regulations will also require tree replacement, landscaping and protection of flood plain areas.

**D.** Although the city does not have water supply watersheds or groundwater recharge areas, the streams and creeks are closely monitored by the city. All land disturbances in the city require plan submittal and review by all appropriate state and city agencies.

**(II)** The dynamics of Morrow's future have been set by community leaders. The City must grow in order to reach maximum potential and retain the funding resources that provide the high quality of life and services enjoyed today. The city's ability to attract significant capital outlays for Gateway Village and Southlake Mall will pay economic dividends for decades. Mixed use zoning will gradually reverse the trend of commercializing the residential core of the city and offer a higher quality of life to residents. The 110 acres of green space provide recreational and transportation alternatives which connect our existing neighborhoods with Gateway Village, Morrow's new town square. Our partnership with Clayton College & State University enhances a vitality of growth; while proximity to I-75, Hartsfield-Jackson Atlanta International Airport, and the Atlanta to Lovejoy Rail will cement this city's reputation as the economic and residential impetus for the Southern Crescent.

**(III) A.** The codes and ordinances for the City of Morrow have been modified to require 15 percent set aside on all developable space in Residential, CUPD and Mixed Use Zoning classifications. Those responsible are the City of Morrow and public and private parties. Cost estimates of obtaining greenspace could be from 40,000 to 200,000 dollars per acre. The funding of this will come from City of Morrow grants and public and private sources.

**B.** The City of Morrow has Mixed Use Zoning for redevelopment purposes. These zoning ordinances have greenspace requirements built in.

## **COMMUNITY VISION**

The dynamics of Morrow's future have been set by community leaders. The City must grow in order to reach maximum potential and retain the funding resources that provide the high quality of life and services enjoyed today. The City's ability to attract significant capital outlays for Gateway Village and Southlake Mall will pay economic dividends for decades. Mixed use zoning will gradually reverse the trend of commercializing the residential core of the city and offer a higher quality of life to residents. The 110 acres of green space provide recreational and transportation alternatives which connect the existing neighborhoods with Gateway Village , Morrow's new town square.

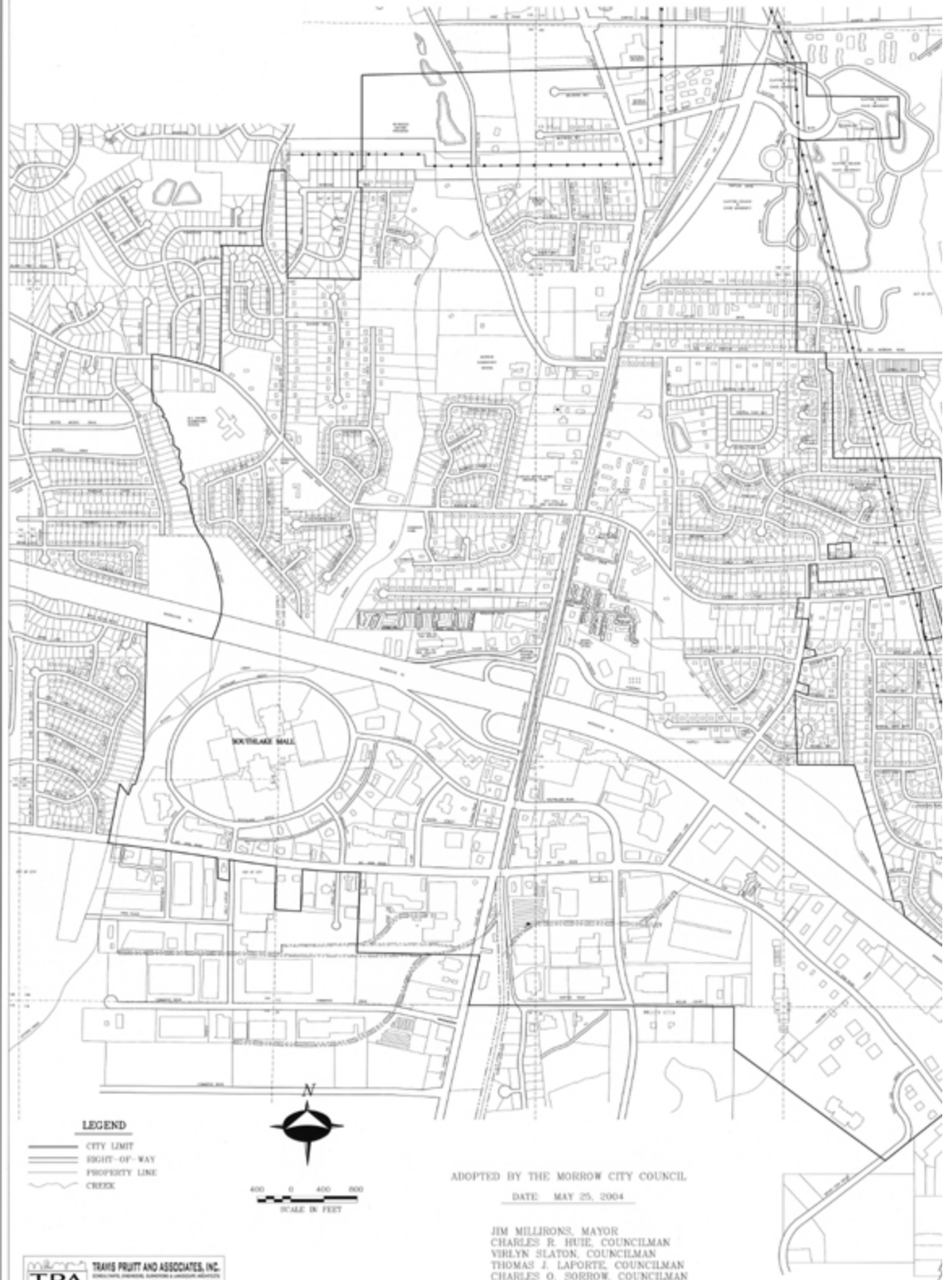
The city's partnership with Clayton College and State University enhances a vitality of growth; while proximity to Interstate 75, Hartsfield-Jackson Atlanta International Airport, and the Atlanta to Lovejoy rail line will cement Morrow's reputation as the economic and residential impetus for the Southern Crescent.

**(iv) Mapping of Natural and Cultural Resources**

Reference:

1. Base Map
  2. Existing Land Use Map
  3. Future Land Use Map
  4. Resources and Facilities Map
- (all maps included below)*

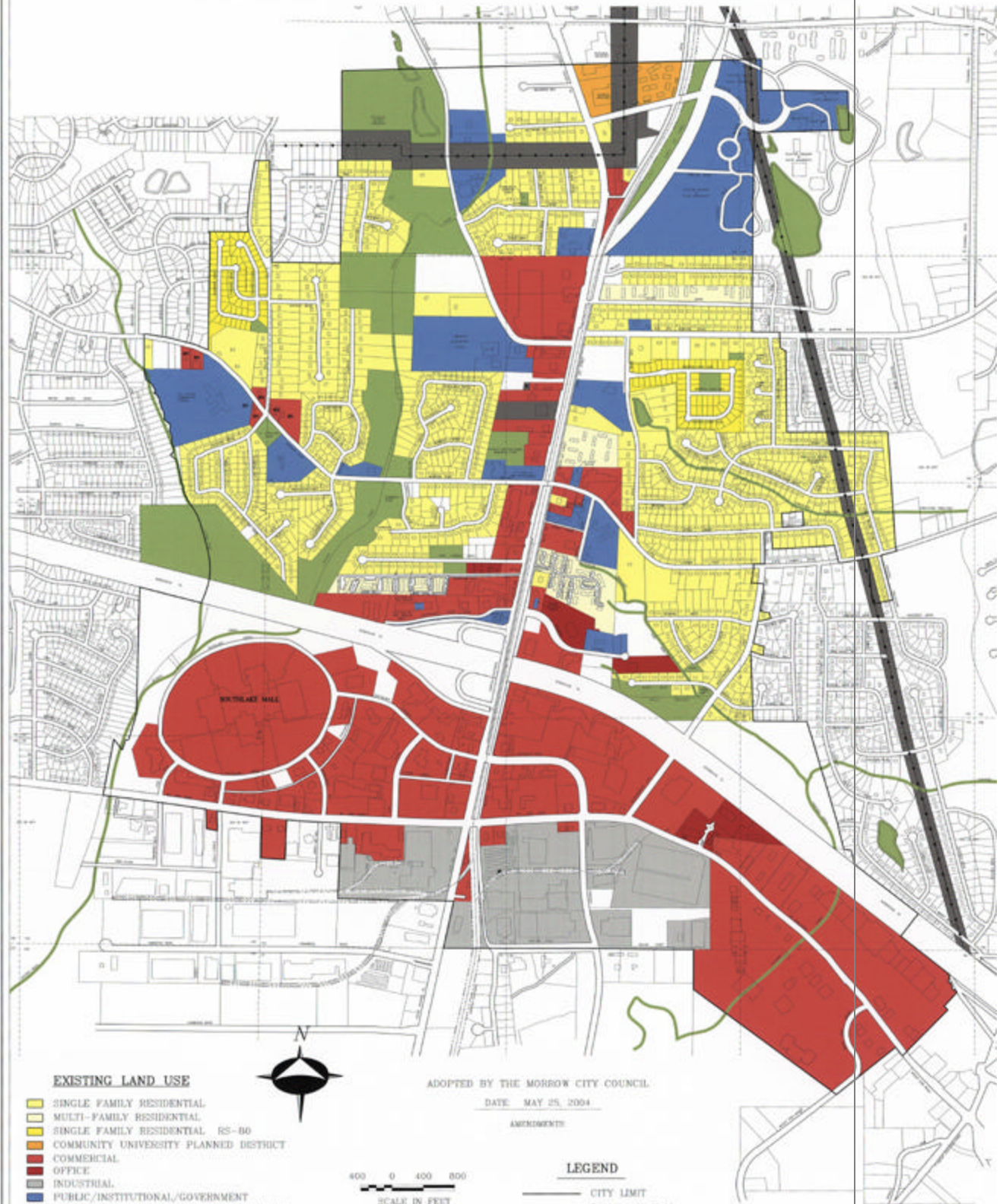
# CITY OF MORROW, GEORGIA BASE MAP







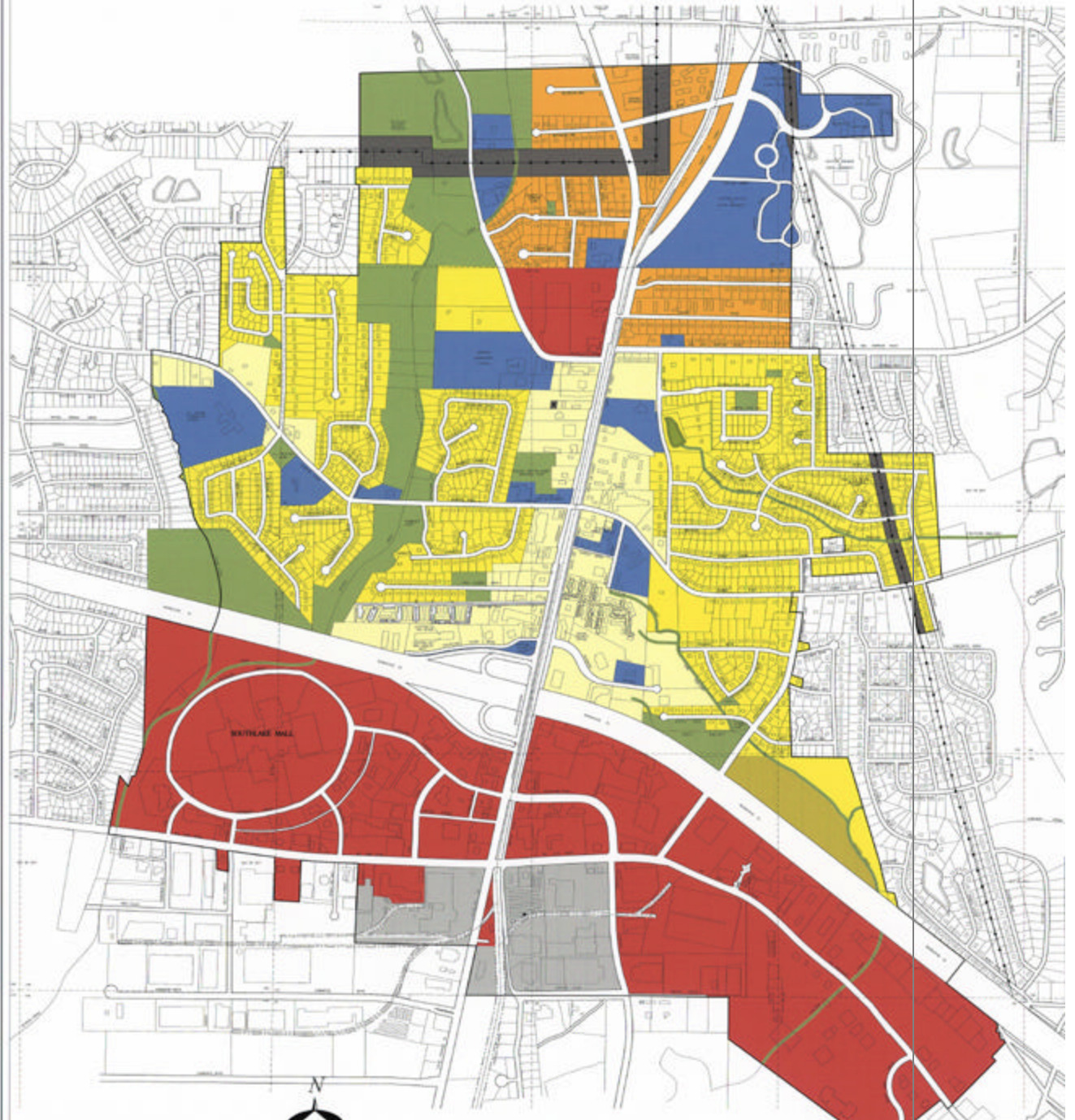
# CITY OF MORROW, GEORGIA EXISTING LAND USE MAP







# CITY OF MORROW, GEORGIA FUTURE LAND USE MAP



**FUTURE LAND USE**

- RS-80 SINGLE FAMILY RESIDENTIAL
- RS-20 FEE SIMPLE TOWNHOUSES
- MIXED USE DISTRICT
- COMMUNITY UNIVERSITY PLANNED DISTRICT
- COMMERCIAL
- INDUSTRIAL
- PUBLIC/INSTITUTIONAL
- TRANSPORTATION/COMMUNICATION/UTILITIES
- PARK/RECREATION/CONSERVATION

ADOPTED BY THE MORROW CITY COUNCIL

DATE: MAY 25, 2004

AMENDMENTS:



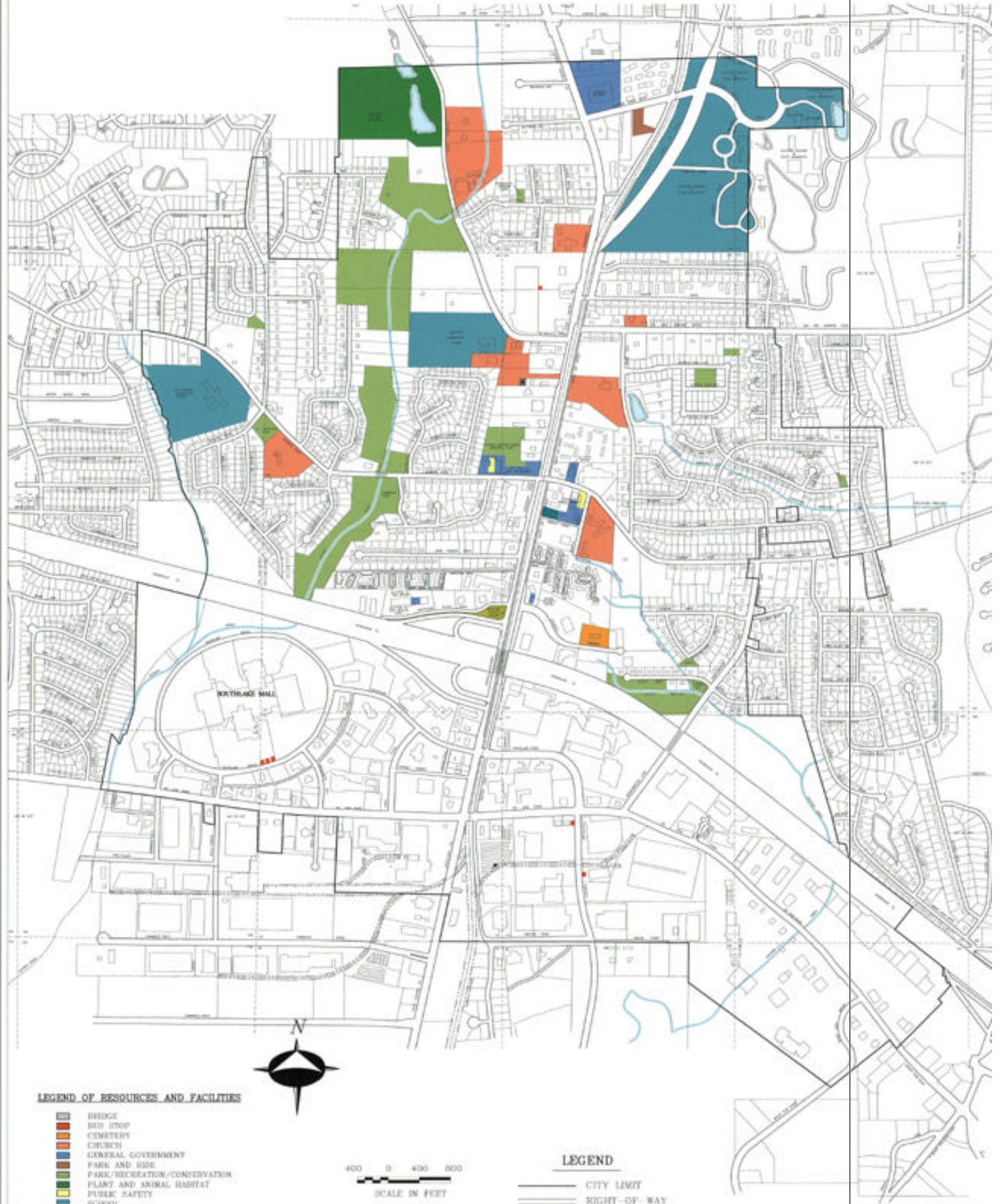
**LEGEND**

- CITY LIMIT
- RIGHT-OF-WAY
- PROPERTY LINE





# CITY OF MORROW, GEORGIA RESOURCES AND FACILITIES MAP



# 5.0.0.0: Community Facilities & Services

## COMMUNITY SERVICES AND FACILITIES ELEMENT

**"Community Facilities are the very corner stone of any city's quality growth."  
Joyce Bean, Zoning Administrator**

### INTRODUCTION

The City of Morrow understands that servicing citizens is its single most important function. Services include water, sewage, transportation, recreation, education, public safety and public information. As a City, Morrow will never be satisfied until the quality of life for all citizens is equal and set with the highest standards. As we plan for the future, the City will continually assess its service levels and make changes when necessary to accommodate new residents, businesses and stakeholders. From expanding and preserving greenspace, to promoting quality businesses, to heightened code enforcement, to continuous training for public safety providers, to internal evaluation and development of service standards, to public awareness, Morrow is committed to excellence in community services.

*(Resources and Facilities Map included at the end of Goals & Implementation)*

<b>5.1.0.0: Inventory</b>
---------------------------

### INVENTORY

- A. Transportation (included in the Advanced Planning transportation element)
- B. Water Supply and Treatment

#### Water Treatment

The Clayton County Water Authority (CCWA) was created by an act of the Georgia Legislature in 1955 to have supervision and control over the water and sewer systems of Clayton County. The Authority is governed by a seven-member board appointed by the Clayton County Board of Commissioners. A general manager, responsible for the daily operation of the Water Authority, is employed by and reports to the Water Authority Board. The CCWA service area includes all of the City of Morrow.

CCWA operates three finished water treatment plants. Water is treated and pumped to the system from the William J. Hooper Plant located in Henry County, the J.W. Smith Plant located in the panhandle area and the Freeman Road Water Complex located in central portion of the county. All three of these plants are well maintained and operated and provide high quality drinking water to all customers in Clayton County.

The projected average daily demand for Clayton County is expected to grow from 27.5 MGD for the year 2000 to between 36.0 and 37.8 MGD in 2020. The combined design capacity of these three plants is at 42.0 MGD and has been projected to satisfy the average daily demand through the year 2020. The peak day demand has been as high as 34.6 MGD and is expected to increase to 48.6 to 51.0 MGD in 2020. The Freeman Road or Hooper Water Production Plants have the capability of expanding if future growth demands additional water production beyond current capacity.

Clayton County also has the option of purchasing water from the City of Atlanta through five (6) different connections during drought or time of additional needs. The current contractual agreement with the City of Atlanta expires December 31, 2020.

#### Drinking Water Source Protection

The protection of drinking water supplies is an important goal. There are two large drinking water supply watersheds and no small drinking water supply watersheds located within the City of Morrow, the Flint River Watershed and the Big Cotton Indian Creek Watershed.

The large drinking water supply watersheds include the Flint River Watershed, which drains to the southwest and Big Cotton Indian Creek Watershed, which drains to the east. The following criteria apply for all locations in the large drinking water supply watersheds:

- (1) New facilities located within 7-miles of a drinking water intake in a large drinking water supply watershed, which handle hazardous materials of the types and amounts determined by the Department of Natural Resources, shall perform their operations on impermeable surfaces having spill and leak collection systems as prescribed by the Department of Natural Resources.

There are no drinking water supply reservoirs located within the City of Morrow.

Clayton County created a Watershed Management Plan in 2001 to protect water quality and drinking water quality. To ensure protection of surface water quality, all developments must contribute less than 65 pounds/acre/year according to the WISE model, which was developed as part of the Watershed Management Plan. To minimize impacts of additional stormwater flows, all developments must meet the criteria in the Georgia Stormwater Management Manual.

#### C. Sewerage System and Waste Water Treatment

##### Wastewater Treatment

CCWA currently operates four water reclamation facilities (WRFs) and two land treatment systems. Following planned upgrades and expansions, there will be three WRFs, two land treatment systems, and two constructed wetlands systems.



The W.B. Casey, Sr. WRF located on the Flint River west of the City of Jonesboro is CCWA's largest treatment plant. It was constructed in 1958 with a design capacity of 1 MGD and has since been increased to the current capacity of 15 MGD. This plant currently operates as a conventional activated sludge facility with sludge thickening, dewatering, drying, and pelletization. The sludge pellets are hauled off-site and used in a fertilizer mix by a commercial company. The R.L. Jackson WRF located on Thomas Road at Highway 54 with a capacity of 4.5 MGD. In 2005, the R.L. Jackson and W.B. Casey plant will be consolidated into a new plant with a 24 MGD capacity.

The Shoal Creek WRF was expanded and upgraded in 2002 to a capacity of 4.4 MGD. The Northeast WRF located on the Clayton County/ Henry County line with a capacity of 6 MGD. This plant discharges into Panther Creek and is the only direct discharge plant operated by CCWA. There are plans to expand and upgrade the Northeast WRF to 10 MGD by 2008.

The treated effluent from the Shoal Creek WRF is spray applied at the Shoal Creek Land Treatment facility, which includes 325 acres of land with a holding pond, pump station, distribution mains and over 1,000 sprinklers to apply the treated effluent. CCWA plans to transition some of the treated effluent from the new consolidated W.B. Casey WRF in 2004 to a constructed wetlands system that will provide more efficient treatment of the treated effluent.

The E.L. Huie Land Treatment Facility is located upstream of the William J. Hooper Raw Water Reservoir, north of Lovejoy. The land treatment facility is on a 3,700-acre site and provides a very innovative and environmentally sound method of tertiary treatment. CCWA plans to transition some of the treated effluent in 2004 to a constructed wetlands system that will provide more efficient treatment of the treated effluent.

Wastewater in some of the northern portion of Clayton County is treated by the City of Atlanta or Dekalb County. The Water Authority currently has a contract with the City of Atlanta for treatment of 1.6 MGD of wastewater at its South River WRF and with Dekalb County for treatment of 1.0 MGD of wastewater at its Snapfinger Creek WRF.

The projected maximum capacity needs for Clayton County are expected to grow from 22.3 MGD for the year 2000 to 44.8 MGD in 2020. The combined design capacity of the new Shoal Creek and Casey WRFs will be 28.8 MGD... Plans to upgrade and expand the Northeast WRF are currently ongoing and will provide additional capacity in that growing portion of the county. The expansions should provide adequate capacity through the year 2020.

#### Septic Systems

The Clayton County Health Department is responsible for permitting all septic systems in Clayton County. No construction may proceed on a building to be served by a septic tank until the Clayton County Health Department has approved the proposed septic tank installation as meeting the requirements of the Georgia Department of Human Resources Manual for on-site Sewage Management Systems.

No single family residence shall be permitted on a lot of less than 22,000 square feet which is to be served by septic tank(s), regardless of the zoning district classification. With respect to existing platted lots, the Clayton County Board of Health will evaluate each individual request for a permit on a case-by-case basis. This restriction on lot size does not apply to residential development served by community sewer systems. Further no septic tanks or drainfields will be permitted within a stream buffer.

#### D. Solid Waste Management (Separate Solid Waste Management Section)

#### E. General Government

Both Morrow's City Hall and Municipal Court are located at 1500 Morrow Rd. near the intersection of Morrow Rd. and Hwy 54. These are the only two government administrative buildings in the city.

#### F. Public Safety

Morrow's Municipal Complex and Annexation house not only City Hall but also Morrow Fire Department, Morrow Emergency Communications, Morrow Police Department and Morrow Public Works. This complex is comprised of two building which sit on opposite corners of the Hwy 54/Morrow Rd./Lake Harbin Rd. intersection.

Morrow's Police Department employs 34 full time officers and administrators and 2 volunteers. There are volunteer programs which train up to 540 volunteers to be utilized when needed in the community. These CERT volunteers do not work at the department on a regular basis.

Morrow's Fire Department employs 27 fire fighters who are dual trained as EMS technicians. In addition, there are two administrative positions, chief and inspector.

Emergency Communications employs 11 full time dispatchers, and two administrative positions. Each dispatcher is a certified GCIC operator.

#### G. Recreation Facilities

Morrow has several pocket parks design to accommodate local neighborhoods and one public park adjacent to City Hall, Daniel Milton Park. Daniel Milton Park is equipped with a picturesque walking trail, playground equipment, wooded area with picnic tables and grills and grassy areas with surround a covered pavilion. An extension of the park is a community room located inside City Hall with access to tables, chairs, a sink and public restrooms.

The pocket parks and their locations are listed below:

1. Hammack Park – Corner of Hammack Dr @ Morrow Rd
2. Sorrows Park – Patricia Dr
3. J L Christian Park – Skylark Dr @ Morrow Rd
4. Watterson Park – Stratford Arms Dr
5. Duffey Park – Meadowbrook Dr @ Duffey Dr

Morrow is also home to the Reynolds Nature Preserve. This Preserve is open to the public and offers a quiet escape for anyone with a desire to sit and enjoy the sounds of nature against the backdrop of ponds, paths and trees.

#### H. Hospitals and Other Public Health Facilities

<b>MEDICAL</b>		
	<b>EMP</b>	<b>DOCS</b>
Atlanta Maternal-Fetal Medicine, P.C.	12	3
Atlanta Medical Center (physical therapy)	3	2
Atlanta Medical Center	43	10
Capitol Anesthesiologist	13	2
The Childrens Clinic	7	2
Concentra Medical Center	12	2
Health First Chiropractic	3	1
HealthSouth Holdings	3	1
Immediate Medical Care	3	1
Morrow Chiropractic	3	1
Orthopedic South Surgical Center	9	3
Resurgens Orthopedics	42	10
Southside Medical	10	3
Surgery Center at Mt. Zion	25	8
<b>DENTAL</b>		
Dental Health Assoc. of GA, PC	8	2
Dr. Joseph DuFresne	6	1
Dr. Kim Henry	6	1
Drs. Moore, Hicks, Keel & Ogundipe	12	4
Morrow Dental Care	37	8
Nanston	6	1
North Georgia Orthodontics	6	1
Pickron Dental Care	5	1
Dr. Larry Webb	3	1
<b>EYE CARE</b>		
America's Best Contacts & Eyeglasses	6	3
Dr. Joel Byars	3	1
Clayton Cataract & Lazer Surgery	3	1
Clayton Eye Center	55	6

Dr. Visionworks	8	2
Georgia Optometry Group	5	2
Lenscrafters	14	2
National Vision Center-WalMart	8	1
Pearl Vision Center	9	1
Penney's Optical	3	1
Sears Optical	3	1
<b>HEARING AIDS</b>		
Sears Hearing Aid Center	2	1
<b>PETS</b>		
Morrow Animal Hospital	2	1
Banfield Pet Hospital (in PetSmart)	4	1

### I. Educational Facilities

BC Haynie Elementary  
Morrow Elementary

The City of Morrow has two elementary schools serving approximately thirteen hundred students inside the municipal boundary, B.C. Haynie and Morrow Elementary. The Morrow Police Department has police jurisdiction over both schools. Since 1989, the Morrow Police Department has been in both schools providing Drug Abuse Resistance Education (DARE). One officer provides the education in both schools and the support duties for the education's goals and objectives. This involvement with drug and safety education is critical to each school and their resource officer.

### J. Libraries and other Cultural Facilities

While no libraries are situated in Morrow's city limits, Clayton College and State University is located partially within Morrow's limits. Within the boundaries of the University sits Spivey Hall, a reputable recital hall for the performing arts.

Also, Morrow has a new Tourist Center just off exit 233. The Center was built by the Hotel Motel coalition at no expense to the city or its tax payers
--

## **5.2.0.0: Assessment**

### **ASSESSMENT**

If Morrow's population and business-park were not expected to change, the current community facilities may suffice. However, we not only hope to heighten development, we are proactively ensuring just that. Interestingly, many of our services will suffice even in the face of further development. It is important to determine which community

facilities are currently adequate and which are not as well as identifying those which will be adequate in the future and those which will not.

## Water

Look first at water related services. Morrow's water and septic needs are met by Clayton County. As discussed earlier, these facilities are capable of handling a great deal of expansion. Clayton County Water Authority is recognized nationally for its advanced water service performance. Morrow trusts that as our needs expand they will be more than amply met by the Clayton County Water Authority professionals.

## General Government

Collectively the administrative staff for Morrow's City Hall and Municipal Court has in excess of 100 years of experience. They are well versed in zoning, business licenses, codes and code enforcement, local history, court practices and standards. With so many veterans posted in the fore front of Morrow's administration, the services offered out of City Hall are more than adequate.

While future growth may bring more businesses, more residents, more visitors and even more violators through the doors, the current staff, coupled with ever-increasing technology, will be equipped to handle new growth. However, if changes in staffing occur for reasons unforeseen, additional personnel may be necessary to make up for the loss of such veteran employees.

## Public Safety

Morrow's Fire Department is recognized throughout the state for being innovative and effective. Morrow's Fire Chief, David Wall is an adjunct professor at Perimeter College where he instructs a course on Fire Management. Chief Wall is called on regularly to teach groups throughout the Atlanta metro-area on fire management, safety and prevention. His audiences include State Fire Fighter's Conference, State Chief's Conference, Fire Safety Symposium, State Fire Academy, Lanier Tech, Gainesville College and Perimeter College. He holds degrees from four institutions, including a Masters in Public Administration from Georgia College and State University. Under Chief Wall's leadership, the Morrow Fire Department strives to be on the cutting edge of Fire Education.

The Morrow Fire Department takes pride in putting fire prevention education among its greatest priorities. Understanding that prevention saves lives, the Department has developed a proactive, rather than reactive, methodology. In doing so, we position ourselves as a Department which can respond to need, educate children and adults, provide services to the community, prevent fire and preserve life. The Morrow Fire Department's vision is to be an incomparable powerhouse in the crusade against fire, its deaths and injuries.

The average response for the Morrow Fire Department is 4 minutes, well below the national average. Clearly their services are adequate for our current community dynamics. In fact, Morrow's population could double and our Fire and EMS services would still more than adequately respond to emergency needs.

The Police Department, on the other hand, will need to expand. Police Department response times average 3 minutes for emergency calls and 7 minutes for non emergency calls. Presently Morrow Police Department proves itself more than adequate through a variety of community programs including but not limited to PROUD Neighborhoods, 55 Alive, CERT, Teen Driving Awareness, DARE, Junior Police Academy, Community Police Academy and COPS in Schools.

### In Schools

The Morrow Police Department started long ago providing summer activities for school children. Basketball Saturdays and Fun Days offer fun activities for the children plus the opportunity to continue a positive relationship with police officers/role models. Our officer divides his time after school hours working traffic in front of the school, attending school PTA meetings, school field trips and attending school festivals.

### Mission Statement:

It is the Mission of the Morrow Police department to provide Morrow City Schools the highest support possible through programs such as DARE, Junior Police Academy, Mentoring and Educational Safety for students of all ages.

### CERT

The *Community Emergency Response Team (CERT)* program is an exciting and challenging undertaking for the City of Morrow. As a city closely positioned to Hartsfield-Jackson International Airport and divided by both a major railway and interstate, home to such facilities as a BellSouth switching station and a major county water source, the City of Morrow recognizes the need to safeguard against vulnerability in this *Post 9-11* climate. Homeland security is a national interest and Morrow is interested in getting on board. Yet, the focus of the CERT program reaches far beyond a strategy to combat terrorism.

Morrow's volunteers, the CERT team members will assist the police department and emergency responders in a multitude of basic police functions. The CERT members will serve the police department and community with crime scene preservation, traffic and crowd control, home safety, personal safety and protecting children. Upon completing a ten-week course, CERT members are well versed in CPR, fire safety and rescue, non-enforcement policing, disaster relief, functions of terrorism and overall public assistance. In times of disasters, the City will call upon the CERT teams to save lives and restore the community.

### PROUD

PROUD has proven to be a source of strength for the City of Morrow and the neighborhoods therein. Communities are coming together, to build neighborhoods of pride and partnership. Neighbors are learning to care for their communities and each other in a way that prevents crime, combats drugs, creates safer homes and streets, protects children, assists the elderly and educates the “masses”. PROUD’s goals are noble and given the chance to thrive will save lives and bring communities together in a way that transcends culture, age and socio-economic class.

PROUD, and the Police Department which inspired its inception, has a global vision. That is, PROUD sees beyond our city limits into statewide, region wide and nation wide possibilities of supporting any interest in improving the quality of life for local, state and American citizens. Unfortunately, the city’s budget restrains the growth of the mission. While PROUD has been on its feet for three years and will continue to operate with its basic functions, the program will miss the opportunity to reach its potential without outside financial support.

#### 55 Alive

The 55Alive program is the nation's first and largest classroom driver refresher course specially designed for motorists age 50 and older. The eight-hour course is taught in two, four-hour sessions spanning two days, and costs \$10. The course helps drivers refine existing skills and develop safe, defensive driving techniques. There are no tests. Upon successfully completing the course, graduates of the AARP Driver Safety Program may be eligible to receive a state-mandated multi-year discount on their auto insurance premiums. Since 1979, over 9 million people have completed the course.

Looking toward the future at Morrow’s intentions to annex land and develop new housing, the police force will need to expand in order to meet the new demands of the public. Unlike the Fire Department, which primarily responds when called, the Police Department is constantly patrolling, initiating traffic stops, writing citations, stumbling across curiosities that need preliminary investigation.

These demands are directly proportionate to the number of residents, businesses and visitors in the city. Logically, when number of residents, businesses and visitors increase; so must the fleet of patrol officers.

New technology may keep the need for more Communication Officers at bay. Mobile Data, new technology which shifts many tasks from a Communications Officer to a Patrol Officer, will help minimize the need for expansion of our Communications Center.

The City of Morrow initiated 911 services in 1989 for the public safety departments. Phase I Wireless service started in 2000. The Emergency Communications Department started the installation of hardware and software for Phase II Wireless service in 2001 and completed the installation of an early warning siren system, which led to the award of the “Storm Ready Community” by the National Weather Service.

*Mission Statement: The City of Morrow Emergency Communications Center has made a commitment to provide rapid, accurate and professional handling of E911 calls for service from the first ring of the E911 line to the final dispatch of the appropriate emergency units, their response and the continued support for each of these emergency units as they fulfill their services. We will attempt to provide this same level of service to all non-emergency lines and personal (walk-in) requests for service as well.*

Morrow's Emergency Communications Department is currently working with the Police Department to enhance mobile data services in the police vehicles and to utilize GIS services for all city departments. They are also working to enhance the early warning siren to include homeland security issues in addition to weather warnings.

Morrow's 911 services are provided to both the City of Morrow and City of Lake City. The City of Morrow is the Public Safety Answering Point (PSAP) for both cities. Although Morrow is a relatively small city (5,000 residents within four square miles), there are over 80,000 daily visitors within the city limits, some of whom require the city's services. This Phase II Wireless project will be completed by the City of Morrow, but it will also benefit the residents of Lake City.

The City's goal was to implement Phase II Wireless services by 2001, and it did. However, only one of the four workstations in the 911 Department is Phase II compliant, and current economic conditions will not allow for the upgrades to the remaining three workstations. With the technology, the City of Morrow will have the ability to receive its current wireless call volume (11,204 in 2001) and allow all wireless 911 callers to receive the same level of service, no matter which workstation the operator who handles the call is seated.

#### Recreational Facilities

Morrow hopes to build more recreational facilities for the community. In the short term, pocket parks for the remaining communities, in the long term, the construction of path systems and an amphitheater. The existing parks are well maintained by Morrow's Public Works Department. Offering leisure outlets throughout Morrow's residential community, these parks benefit not only the city's image, but also the quality of life for citizens.

Having increased greenspace from nine acres to 110 acres in the last six years, may suggest our recreation facilities are adequate. Yet, Morrow's leaders understand the important of these facilities to the community and therefore do not measure them in terms of adequacy. In other words, too much is never enough.

#### Schools

The school system in Clayton County has certainly experienced some turbulent waters. There is no question, attention must be paid to these problems in order to regain a school system not only adequate, but one that excels.



## Cultural Facilities

Spivey Hall is a point of pride for Morrow and all of Clayton County. In the future Morrow hopes to host other cultural facilities, perhaps a small museum, an amphitheater, a stage theater or other culturally enhancing institutions.

### **5.3.0.0: Goals & Implementation**

#### **GOALS**

Morrow's goals are seemingly consistent throughout the entire Comprehensive Plan, the City must stay in readiness for the growth that is on its way. In terms of community facilities, these goals translate in a number of ways. As the population and business district grows, it is important to monitor the need for increased staff levels. If call responses increase, this may evidence a need for additional officers, for all of Fire, Police and Communications.

Programs offered in and around the community must be maintained. These programs are vital to the partnerships and between citizens and local public safety officials.

Economic Development must target such needs as recreational and cultural facilities to maximize the interest of private development. City ordinances must be constantly improved upon to ensure land value does not decrease. Zoning and rezoning of land must speak to the best interest of the community and its citizenship.

Morrow must take an active role in recovering the losses suffered by the Clayton County Board of Education. Even if this role is to merely promote a positive image.

Servicing the city is a collaborative effort. All the city's departments depend upon each other to stay on top of resident's concerns, community needs, environmental soundness, and enhanced response to emergencies. The city will maintain equipment, uphold training standards, push to stay up to date with current technology and continue an already strong commitment to ensure quality of life, community beautification, public safety and high standards of service remain top priorities.

The goals for Morrow's Public Safety, Public Works and Administrative are itemized below:

#### *Emergency Communications*

A comprehensive Geographic Information System  
Digital ANI/ALI controller system for emergency services  
Interoperable Communications system  
Computerized EMD call taking system  
Reverse 911

### *Police Department*

- Police substation along the parameter of Southlake Mall
- Complete installation and master operations of Mobile Data transmission
- As needed, acquire “alternate” patrol vehicles for pedestrian and recreational facilities
- Replace outdate patrol vehicles
- Update portable radio equipment
- Computerized evidence inventory system
- Digitized photos for permits and identification cards

### *Fire Department*

- Replace ambulances as needed
- Initiate mock simulations of emergency management drills
- Expand critical incident command capabilities

### *Public Works*

- Expand bridge at SR 54 and I-75
- Lee Street bridge
- Continue to implement landscaping plans throughout the City
- Implementation of ADA sidewalks and curb ramps
- Develop seven-acre passive recreational facility along Morrow Road and Jester’s Creek
- Extension of Lee Street
- Purchase land adjacent to police department for parking expansion
- Upgrade municipal development codes
- Replace warning signals throughout the City of Morrow
- Upgrade city park/playground equipment
- Adopt wetlands and watershed protection ordinances

### *City Hall*

- Update city ordinances to comply with state laws
- Land annexation of 80 acres
- Compose ordinances to guide growth
- Head the development of the Gateway Village
- Oversee the construction of Hilton Garden Hotel and Conference Center

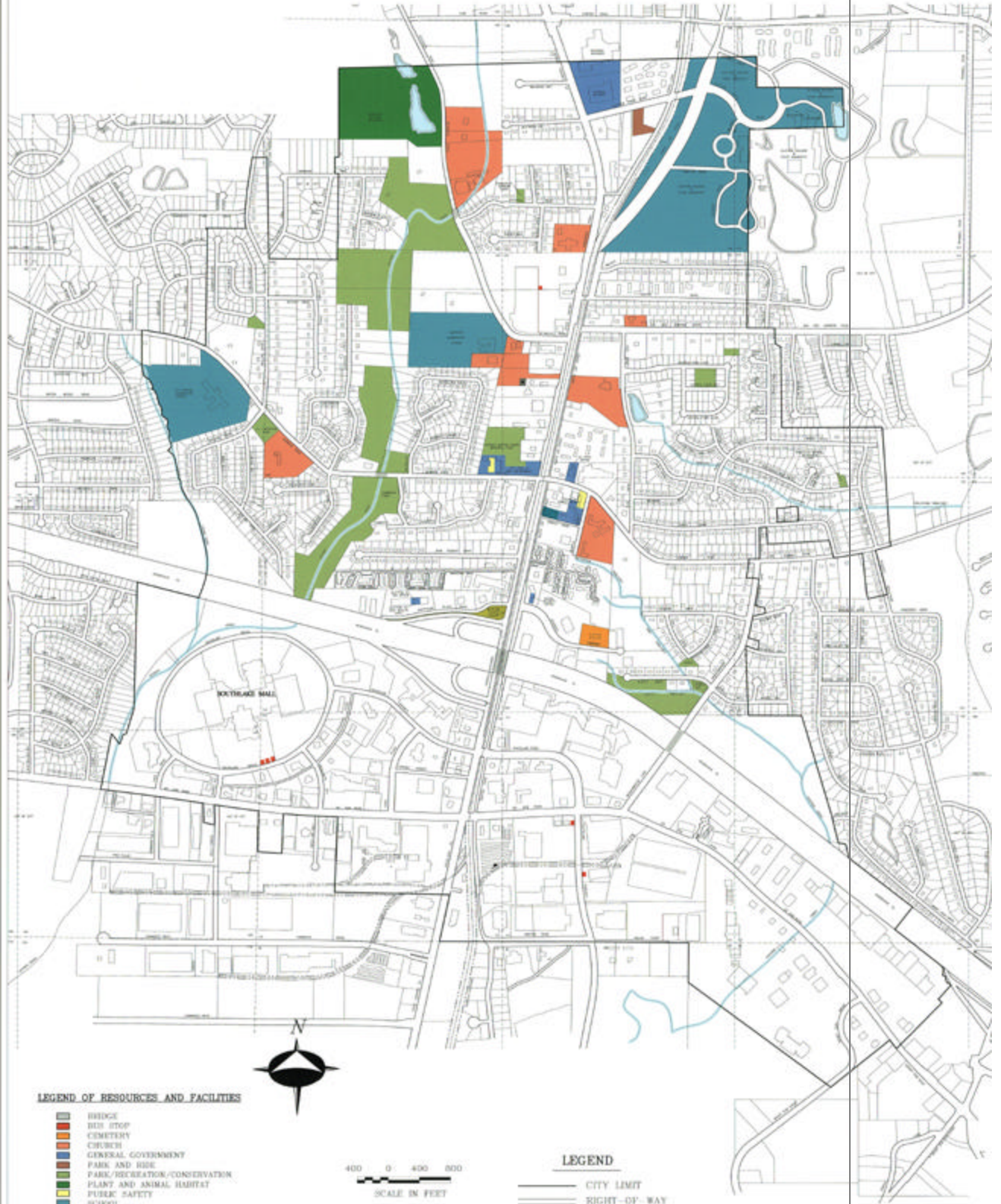
The City’s goals illustrate its dedication to building a stronger, more capable city prepared to offer not only citizens but visitors a home and place where they can feel safe, enjoy beauty and see the obvious benefits of a city whose citizens take pride in their home and surroundings. While public safety knowledge and response is a top priority, it is not the only priority for city leaders. Morrow’s Mayor and Council, Zoning Board, Downtown Development Authority and city staff understand that cleanliness, sense of place, ample recreation and leisure opportunities and good old fashion friendliness are also important to building and sustaining a healthy city.

## COMMUNITY VISION

The dynamics of Morrow's future have been set by community leaders. The City must grow in order to reach maximum potential and retain the funding resources that provide the high quality of life and services enjoyed today. The City's ability to attract significant capital outlays for Gateway Village and Southlake Mall will pay economic dividends for decades. Mixed use zoning will gradually reverse the trend of commercializing the residential core of the city and offer a higher quality of life to residents. The 110 acres of green space provide recreational and transportation alternatives which connect the existing neighborhoods with Gateway Village, Morrow's new town square. The city's partnership with Clayton College and State University enhances a vitality of growth; while proximity to Interstate 75, Hartsfield-Jackson Atlanta International Airport, and the Atlanta to Lovejoy rail line will cement Morrow's reputation as the economic and residential impetus for the Southern Crescent.

--

# CITY OF MORROW, GEORGIA RESOURCES AND FACILITIES MAP



# 6.0.0.0: Land Use

## LAND USE ELEMENT

**“Any future planning map or master planned development is only as strong as the determination of the leaders to implement it.”**

**--John Lampl, City Manager**

### INTRODUCTION

The Land Use Element for the City of Morrow inventories and maps existing land uses within the city, determines if there are any problems with existing patterns of land use, identifies areas in need of special attention in planning future land uses and presents a future land use map, based on the existing land use map. This Element is based on community needs and desires. It is used to develop goals, policies, and strategies for future land use that support and reflect the economic, housing, natural and historic resources, community facilities and services, transportation, and the goals and policies of the Comprehensive Growth Management Plan.

The Land Use Element plays an essential role in the zoning, subdivision and public works decisions, as these are the primary tools for implementing the Land Use Element. In addition, the policies within this chapter work together with the Future Land Use Plan Map to provide a guide for future development by use, size, density and location. These plan elements are represented on the Existing Land Use Map and Future Land Use Map by color designations.

*(Land Use Maps are included at the end of the Goals & Implementation section.)*

<b>6.1.0.0: Inventory</b>
---------------------------

### INVENTORY

#### INVENTORY OF EXISTING LAND USE MAP

The purpose of a land use plan is to guide development based on the city’s current development status and future development trends. An inventory of the existing land use is a key element in the process that will establish the foundation for the preparation of a land use plan.

The existing land use inventory was conducted through the analysis of aerial photographs, field surveys and area knowledge. The City of Morrow’s total land area is approximately 2,038 acres and was determined by land use category for the entire city. Developed land uses were identified and tabulated on a city-wide basis (see Table LU1).

The following land use categories, as defined by the Department of Community Affairs, were used to survey existing land use in the city.

*Residential:* In the City of Morrow, the predominant use of land within the residential category is for single-family dwelling units. This category is further divided into the following categories: RS-25, 25,000 square foot minimum lot; RS-15, 15,000 square foot minimum lot and RS-80, 8,000 square foot minimum lot. Multiple-Family Residence Districts are divided into the following categories: RMA, Multiple-Family Residence District/Apartments; RMC, Multiple-Family Residence District/Condominiums and C.U.P.D., Community University Planned District/Dormitories.

*Commercial:* This category is for land dedicated to non-industrial business uses, including retail sales, offices, personal care services and entertainment facilities. Commercial uses may be located as a single use in one building or group together in a shopping center or office building.

*Industrial:* This category is for land dedicated to manufacturing facilities, processing plants, factories, assembly operations, warehousing and wholesale trade facilities, mining or mineral extraction activities or other similar uses.

*Public/Institutional:* This category includes certain state, federal or local government uses, and institutional land uses. Government uses include city hall and government installation, etc. Examples of institutional land uses include colleges, churches, cemeteries, hospitals, etc. Facilities that are publicly owned, but would be classified more accurately in another land use category, should not be included in this category. For example, publicly owned parks and/or recreational facilities should be placed in the Park/Recreation/Conservation category; landfills should fall under the Industrial category and general office buildings containing government offices should be placed in the Commercial category.

*Transportation/Communication/Utilities:* This category includes such uses a power generation plants, railroad facilities, radio towers, public transit stations, telephone switching stations, airports, port facilities or other similar uses.

*Park/Recreation/Conservation:* This category is for land dedicated to active or passive recreational uses. These areas may be either publicly or privately owned and may include playgrounds, public parks, nature preserves, wildlife management areas, national forests, golf courses, recreation centers or other similar uses.

*Agriculture/Forestry:* This category is for land dedicated to farming (fields, lots, pastures, farmsteads, specialty farms, livestock production, etc.), agriculture, commercial timber or pulpwood harvesting.

*Undeveloped:* This category is for land not developed for a specific use or land that was developed for a particular use but that has been abandoned for that use. This category includes woodlands or pasture land (not in agricultural crop, livestock or commercial timber production), undeveloped portions of residential subdivisions and

industrial parks, water bodies (lakes, rivers, etc.) and locations of structures that have been vacant for some time and allowed to become deteriorated or dilapidated.

Map LU1, provides a generalized picture of how land in the City of Morrow is currently being used.

Table LU1, lists the total estimated acreage of each of the land use categories illustrated on Map LU1.

Table LU-1 EXISTING LAND USE DISTRIBUTION, 2004 CITY OF MORROW, GA		
Percent Area	Land Use	Acres of
	Residential	627 30
	Single-Family Detached / 25,000 sq. ft. minimum lot,	
	15,000 sq. ft. minimum lot, 8,000 sq. ft. minimum lot	568 27
	Multi-Family / apartments, condominiums, C.U.P.D./	
	Dormitories	59 3
	Commercial	396 18
	Industrial	154 8
	Public/Institutional	154 8
	Transportation/Communications/Utilities	343 17
	Park/Recreation/Conservation	172 9
	Agriculture/Forestry	0 0
	Undeveloped	192 10
	Total Acreage	2,038 100

*Residential* land uses comprise 30 percent of the total land area. According to the existing land use distribution, the predominant use of land within the residential category is for single-family dwelling units. The residential areas are located north of Interstate 75. The medium and high density residential developments are located in the northeast half of the city while the single-family detached residential areas are more equally dispersed on both sides of Highway 54/Jonesboro Road.

*Commercial* land uses comprise approximately 18 percent of the total land area. Heavy commercial activity is concentrated south of Interstate 75 where Southlake Mall and Southlake Pavilion have spurred commercial development. North of Interstate 75 and predominantly along the northwest side of Highway 54/Jonesboro Road, commercial activity includes convenience-retail centers, gasoline/convenience stores, hotels, restaurants and offices. Also north of Interstate 75 and along the east and west side of Highway 54/Jonesboro Road, businesses, generally limited to small neighborhood commercial activity, are located along Morrow Road and Lake Harbin Road.

*Industrial* land uses comprise eight percent of the total land area. The industrial activity is located south of Interstate 75 along Highway 54/Jonesboro Road, Mt. Zion Road, and Southlake Parkway. Along these roadways the majority of industrial activity has occurred around the Norfolk Southern Railway.

*Public/Institutional* land uses comprise eight percent of the total land area. The developed acreage consists mainly of churches, schools and city-owned facilities and property. There are nine churches in the city, two public elementary schools and one private elementary/middle school. A portion of the Clayton College and State University occupies the northeast corner of the city. The Georgia Archives and the National Archives are located to the northeast of the city along Highway 54/Jonesboro Road. An existing water tank and cemetery are located on the southeast side of Highway 54/Jonesboro Road. There are several acres of the Reynolds Nature Preserve located in the northwest corner of the city. The city's Tourism Center is located adjacent to Interstate 75. City Hall, Communications and the Fire Department are located at the corner of Highway 54/Jonesboro Road and Morrow Road; the corner is the central portion of the city. The Police Department and Public Works are located to the southeast side of Lake Harbin Road.

*Transportation/Communications/Utilities* land uses comprise 17 percent of the total land area. Interstate 75 runs east and west through the southern portion of the city. Access is provided only at the Highway 54/Jonesboro Road interchange. Existing arterial roads, which provide east-west access in the city, are the Morrow Road/Lake Harbin Road corridor, located in the central portion of the city and Mt. Zion Road which runs along the southeast-southwest boundary of the city limit. Mt. Zion Road begins east of Mt. Zion Boulevard, crosses Highway 54/Jonesboro Road and extends west to Highway 42/Tara Boulevard. Highway 54/Jonesboro Road is a major arterial roadway which bisects the city in a north-south manner. To assist Clayton County's new Transit System, the city constructed a Park and Ride lot in the northeast corner of the city. Two private sectors, Southlake Mall and Wal-Mart, have added bus stops on their private property.



Southlake Mall is located to the south of Interstate 75 and Wal-Mart is located to the north of Interstate 75.

*Park/Recreation/Conservation* land uses comprise nine percent of the total land area. Since 1985, the city has purchased open space and designated the use as greenspace. The city has expanded existing parks as follows: Charles Milton Daniel Park, located at the corner of Highway 54/Jonesboro Road and Morrow Road; J. L. Christian Park, located at the corner of Morrow Road and Skylark Drive and Hammack Park, located adjacent to Morrow Road. Additionally, new neighborhood parks have been built throughout the city as follows: Parker E. Duffey Park, located at the corner of Meadowbrook Lane and Duffey Drive; Shirley and Wendell Watterson Park, located on Stratford Arms Drive and Charles O. Sorrow Park, located on Patricia Drive.

*Agricultural/Forestry* land comprises zero percent of the land area. As shown on the Existing Land Use Map, the majority of the city has been developed. Therefore, the city does not have land that is used for agricultural/forestry purposes.

*Undeveloped* land comprises ten percent of the land area. As shown on the Existing Land Use Map, the majority of the city has been developed. However, the city is planning for development of the vacant land. The vacant properties located north of Interstate 75 will be developed under the guidelines for mixed use development with the predominant land use for residential purposes; the remaining vacant land in this area will be developed for commercial purposes. The vacant land south of Interstate 75 is located near Southlake Mall and will be developed for commercial purposes; the remaining vacant land located in the industrial park will be developed for industrial purposes

## **6.2.0.0: Assessment**

### **ASSESSMENT**

#### **EXISTING LAND USE ASSESSMENT**

The existing land use pattern in the City of Morrow is the result of many years of well-considered planning by members of the Planning and Zoning Board and the Mayor and Council. The governing bodies have strived to keep a balance of residential, commercial and industrial, while at the same time meeting the needs of the community. This section discusses the factors leading to the city's current development patterns.

**A.** The historical factors that have led to the city's current development patterns are as follows:

**(A) Major Public Facilities.** Along the north city limits the Georgia Department of Archives and the National Archives and Records Administration have co-located on Highway 54/Jonesboro Road. It is estimated that the two developments will bring 50,000 visitors to the City annually.

**Annexation.** Within the last ten years, the city has annexed approximately 118 acres. Each annexation was at the request of the property owner. The annexation

of 75 acres of land, located along the east city limits, allowed the developer to utilize property under one governing body and develop a major strip shopping center known as Southlake Pavilion. The annexation of 27 acres of land, located along the northeast of Interstate 75, allowed the owner to plan a future development of residential property under one governing body. The annexation of ten acres of land, located north of Interstate 75 and known as Twilight Trail, allowed individual property owners the advantage of zero property tax and a city police and fire department. The remaining annexations consisted of properties that crossed the city/county boundary lines; the annexations allowed the owners to utilize their property under one governing body.

*Private Sector Land Development.* Southlake Mall is located to the south of the city and is contiguous to Interstate 75, Highway 54/Jonesboro Road, and Mt. Zion Road. As a regional mall, the majority of land has been developed over the past twenty years. Within the last ten years, heavy commercial development has concentrated to the east side of Mt. Zion Road and Interstate 75. The largest development consisted of approximately 116 acres and is known as Southlake Pavilion. The development includes retail stores, restaurants, personal care services and entertainment facilities. Within this same area, Costco rezoned property from industrial to commercial and developed approximately 13 acres as a retail/wholesale membership warehouse. To the north of Interstate 75 and adjacent to Highway 54/Jonesboro Road, Wal-Mart expanded an existing store by rezoning property and developing approximately 27 acres as a Wal-Mart Super Center.

*Open space, parks, and recreation purposes.* Within the last ten years, the city has purchased approximately 40 acres to combine with the existing parks and open spaces. The parks and open spaces are located throughout the city providing recreational land for all citizens.

**(B) Infrastructure Development.** The availability of infrastructure has contributed to the city's existing land use pattern. Public water service and sanitary sewerage service is provided by the Clayton County Water Authority. Such infrastructure availability allows the city to offer development to the residential community as well as the nonresidential uses.

**(C) Blighted areas.** In 1999, the city adopted various redevelopment ordinances that required property owners to maintain their property. The city also has a full time Code Enforcement Officer and an Environmental Court. With these elements, the city has few areas in need of redevelopment. Although the development is not classified as a blighted area, the most serious neighborhood is Woodstone Condominiums. The structures are over thirty years old and in need of general overall upkeep. Many of the units are now used as rental property. The city is working with the Homeowners Association to assure City Code Compliance.

North of Interstate 75, and along Highway 54/Jonesboro Road, an existing residential neighborhood and existing commercial developments are undergoing shifts in predominant land use. The area has been rezoned to allow mixed use development and will be known as Gateway Village. The Georgia Department of Archives and the National Archives and Records Administration have co-located on Highway 54/Jonesboro Road. Construction of a hotel/conference center and a parking deck will start in the fall of 2004. The area encourages a minimum of three-story buildings, with retail uses on the ground floor and office, service, or residential uses located on the second and higher floors.

**(D) Environmental Constraints.** Development constraints associated with environmentally sensitive land are generally characterized by poor soils, wetlands and flood plains typical of streams and other water bodies. Any land disturbance activity in the city requires submittal and review by all appropriate state and city agencies. Morrow's wetlands lie on or around streams and creeks running through the city. These are as follows:

- ? West side of Morrow: ? Conine Creek  
? Jester Creek
- ? East side of Morrow: ? Duffey Tributary  
? Stratford Tributary  
? York Tributary  
? Watterson Tributary
- ? Southeast of Morrow: ? Panther Creek

**B.** An existing land use assessment provides the following information:

**(A) Existing Development Patterns.** As shown on the Existing Land Use Map, the city has strived to keep a balance of residential, commercial and industrial uses. With Interstate 75 as a dividing line, heavy commercial and industrial uses are planned to the south of the city. General commercial and residential uses are planned to the north of the city. Now, in order to use the land more efficiently, a change in local policy has been adopted. A mixed use ordinance will allow the available to accommodate housing, retail, office and all necessary parking. A park and ride station has been completed for the transit system and a regional rail stop is planned for the Atlanta to Macon rail line.

**(B) Opportunities for Development.** With the greater part of the city already developed, the governing body encourages infill development in areas where infrastructure and services are available. During 2003, the city met extensively with Wal-Mart and encouraged the expansion of an existing location rather than moving to a new location and leaving an empty structure. Wal-Mart expanded to a Super-Center and serves the community-at-large.

**(C) Local Development Policies.** During 2004, the city adopted several ordinances that will affect future land use patterns and development regulations.

The C.U.P.D. (Community University Planned District) zoning classification was amended and is designated as Gateway Village; it is the master plan for 165 acres of mixed use development. The district will be built around a regional rail stop, which is on the future Atlanta to Macon rail line. All daily necessities will be provided within walking distance, as sufficient land is available to accommodate housing, retail, office and all necessary parking in a high rise parking deck. The RS-80 (Residential/Single-Family) zoning classification was amended and is designed as single-family, fee-simple lots with a minimum lot area of 8,000 square feet. The RS-30 (Residential/Townhouses District) zoning classification was adopted and designed for townhouses. A key element of each ordinance is higher density, greenspace and building regulations.

## PROJECTION OF FUTURE LAND USE

In order to develop alternatives for future land use needs in Morrow, a study of existing conditions, combined with an analysis of future projections, were formulated for the years 2004 and 2025. The projections are based on the projected population and economic growth of the community, along with the continuing need for protection of natural and cultural resource uses.

The following table provides projections of the amount of land which will be required for each of the various land uses through the year 2025. The residential land projections are based on the population projections presented in the Population Element of this comprehensive plan. The commercial and industrial land projections are based on the Economic Development of this comprehensive plan. In determining future land use demand, ratios of existing land use per population were calculated and applied to the number of new residents projected to reside in the city through the year 2025.

Table LU-2 PROJECTED LAND USE DISTRIBUTION CITY OF MORROW, GA				
Change Land Use (Acres)	2004 Acreage	2025 Acreage	% of 2025 Total	Net
Residential	627	728	34	13.87%
Commercial	396	486	23	18.52%
Industrial	154	199	9	22.61%
Public/Institutional	154	162	7	4.9%
Transportation/Communications/ Utilities	343	355	16	3.38%

Park/Recreation/Conservation	172	243	11	29.22%
Undeveloped	192	0	0	(100%)
Total Acreage	2,038	2,173	100	6.21%

The projected land use distribution table shows that 135 acres of land will be annexed into the city and approximately 192 acres of land are expected to convert from the undeveloped category to the developed category by the year 2025 to meet projected demand.

### **6.3.0.0: Goals & Implementation**

#### **COMMUNITY GOALS AND ASSOCIATED IMPLEMENTATION PROGRAM**

The city’s public participation program was followed through various forms of public involvement. Those meetings included Council Meetings, Community Round Table meetings, PROUD meetings, CERT meetings, as well as solicitation of comments via Internet, U.S. Postal service, and City Hall.

While laying out the city’s goals and implementation program, an assessment of current and future needs, coordinated with the economic, housing, natural and historic resources, community facilities and services and transportation, was identified through community involvement.

As shown on the Future Land Use Map, development patterns that will be encouraged include the following:

Greenspace that runs parallel to Jester’s Creek. Walking trails, a golf course and other recreational opportunities will play a vital role in this development pattern.

Along Highway 54/Jonesboro Road, Gateway Village, Morrow’s new town square, will be developed as a mixed use district. The development is planned around a regional rail line and will include approximately 500,000 square feet of retail, office and service uses, a hotel conference center and residential uses that include townhouses, lofts and senior citizen housing.

Development of new zoning classifications that will insure higher density, greenspace and building regulations.

To maintain a balance of development patterns, annexation of residential, commercial and industrial properties are planned along the north, east and south city limits.

#### **FUTURE LAND USE MAP AND NARRATIVE**

The Land Use Map for the Comprehensive Plan depicts the proposed general uses of land in the City of Morrow. It functions as the official city policy on the allocation and distribution of different land uses. Different color shadings are used on the map to indicate different categories of recommended future land use, with the color shadings defined in the map's legend. The Annexation Map represents future boundary changes to the city limits with the color shadings defined in the map's legend as those on the Future Land Use Map.

The land uses shown on the maps generally follow key geographic features, such as roads, streams and open spaces, but in some cases they transition at existing lot lines. The final boundaries may vary according to the merits of a development proposal and whether it meets the intent of the plan's vision as a whole. The city's Zoning Map implements the Comprehensive Plan land use designations by ordinance, at a much more detailed, parcel-specific level. In evaluating a specific development proposal, the direct impacts of the project on adjacent and nearby properties, transportation, the environment and public facilities will be identified. The resolution of any impacts is critical if a proposal is to receive favorable consideration. In order to achieve the density ranges indicated in the Plan, these direct impacts must be mitigated to the satisfaction of the city.

The Future Land Use Map of this Comprehensive Plan uses the following land use designations to depict the types of land uses that are allowed in the city: Residential, Commercial/Office, Industrial, Public Facilities/Institutional, Park/Recreation/Conservation Areas, Transportation/Communication/Utilities and Agriculture/Forestry. The following provides a brief description of each of the land use categories illustrated on the Future Land Use Map.

*Residential.* This category includes all properties with the principal structure designed for human habitation, appropriate density ranges, in terms of dwelling units per acre, are recommended in this Plan and are shown on the Land Use Plan Map. The city's existing residential density pattern has generally developed from one of lower densities. The future land use map shows future land use patterns with a higher density, as well as mixed use developments.

The residential land use category is broken down as described below:

**RS-80 Residential.** This category identifies areas of intended residential subdivision development in a density range of four houses per net acre with a minimum lot size of 8,000 square feet.

**RS-30 Residential.** This category identifies areas of intended fee-simple townhouses under a plan of development in a density range of eight units per acre, or twelve units per acre if garages and supporting alley ways are located behind the dwellings, with a minimum lot size of 3,000 square feet.

Mixed Use Development. This category identifies the Morrow Overlay District (referred to as the Mixed Use District) with standards that apply to all properties within the district. The goals for the Mixed Use District (MU) include, but are not limited to, implementing an integrated transportation and land use plan; creating a town center; applying design guidelines; improving traffic and the pedestrian environment, aesthetics of the built environment, and business viability; preserving neighborhoods and promoting public safety. This category shows the predominant land use as residential.

C.U.P.D. Development. This category identifies the Morrow Overlay District (referred to as the Community University Planned District) with standards that apply to all properties within the district. The goals for the Community University Planned District (C.U.P.D.) include, but are not limited to, implementing an integrated transportation and land use plan; creating a town center; apply design guidelines; improving the traffic and pedestrian environment, the aesthetics of the built environment and business viability; preserving neighborhoods and promoting public safety. This category shows the predominant land use as residential.

*Commercial.* This category identifies all property, including offices, where business and trade are conducted, both retail and wholesale, and accessory use areas, such as parking. The Land Use Plan Map seeks to provide necessary commercial activity within a reasonable distance to its residents. Infrastructure is available to all commercial facilities.

*Industrial.* This category identified all property dedicated to manufacturing facilities, processing plants, factories, warehousing and wholesale trade facilities, mining or mineral extraction activities and other similar uses. The Land Use Plan Map concentrates the city's industrial activity south of Mt. Zion Road where such activity already exists.

*Public Facilities/Institutional.* Public Facilities/Institutional land uses indicate all land owned by the local government for the provision of services (government building complexes, schools, fire stations, etc.) and semi-public uses such as churches and their grounds. These uses are scattered throughout the city and are indicated on the Land Use Plan Map.

*Park/Recreation/Conservation.* Parks and recreation land uses indicate all land that is dedicated to active or passive recreational uses, including associated buildings and parking areas. Open space includes parks, as well as other undeveloped land, designated or reserved for public or private use or enjoyment. These uses are scattered throughout the city and are indicated on the Land Use Plan Map.

The *environmentally sensitive areas*, waterways and flood plains generally coincide with the proposed greenspace areas. These areas are scattered throughout the city and are indicated on the Land Use Plan Map.

*Transportation/Communication/Utilities.* The location of these facilities is often beyond the control of the local government. The Land Use Plan Map identified both the existing and future locations of railroads, bus stops, park and ride lots, and electrical transmission lines.

*Agricultural/Forestry or Undeveloped.* The Land Use Plan Map does not designate any areas as Agricultural/Forestry or Undeveloped. It is not anticipated that any area will be strictly limited to agriculture or forestry uses or will be required to remain in an undeveloped state during the planning period of this plan.

## **FUTURE DEVELOPMENT FACTORS**

The factors that established the city's existing pattern of development will continue to influence development decisions in the city. The Land Use Plan Map encourages the best possible site plans and building arrangements under a plan of development. The developer benefits from better land utilization, economy in the provision of roads and utilities are flexible in design. The city gains the advantage of variety in building types, compatibility of use and optimum community development.

**(A)** The area to the north of Interstate 75 and along Highway 54/Jonesboro Road, will continue to experience growth under the Community University Planned District guidelines of mix use development, known as Gateway Village. The district will be built around a regional rail line and will contain approximately 500,000 square feet of retail, office and service uses, along with a hotel conference center. The area will include residential uses including townhouses, lofts and senior citizen housing.

The area to the west of Highway 54/Jonesboro Road, running parallel to Jester Creek, will be developed for recreational purposes such as walking trails, a golf course and greenspace.

**(B)** The areas likely to be annexed into the City include the following:

Approximately 76 undeveloped acres adjacent to the east city limits will be annexed with a recommended zoning classification of RS-80 Residential. Two new subdivisions are planned for this area.

Three individual developed lots, near the east city limits and fronting Carla Drive, will be annexed with a recommended zoning classification of RS-80 Residential. The annexation will illuminate an island within the city.

Approximately 54 developed lots, adjacent to the north city limits and known as Burbank Trail, will be annexed with a recommended zoning classification of RS-80 Residential. The area is surrounded on three sides by the city limits and will allow the citizens greater access to public safety.



Along the south city limits, approximately 38 developed parcels will be annexed, with recommended zoning classifications of Commercial along Mt. Zion Road and Industrial along Jonesboro Road and Commerce Drive.

(C) The infrastructure within the city supports the growth patterns on the Land Use Plan Map.

(D) Environmentally sensitive land is identified as Morrow's wetlands that lie on or around streams and creeks running through the city. These are as follows:

- ? West side of Morrow: ? Conine Creek  
? Jester Creek
- ? East side of Morrow: ? Duffey Tributary  
? Stratford Tributary  
? York Tributary  
? Watterson Tributary
- ? Southeast of Morrow: ? Panther Creek

(E) Architectural, Cultural, and Historic Resources. Currently there are no structures or districts in Morrow, residential or otherwise, on the National Register of Historic Places or on the Georgia Register.

(F) Although the city's existing development patterns do not reflect problems with public infrastructure or other common indicators of inefficient use of land and community facilities, the city's Future Land Use Map shows alternative land use patterns that will be considered by the community. The city's zoning districts that will be reclassified are as follows:

Residential / From:

RS-25, 25000 square foot minimum lot  
RS-15, 15,000 square foot minimum lot  
RMA, Multi-Family Residence/Apartments  
RMC, Multi-Family Residence/Condominiums

Residential / To:

RS-80, Residential, 8,000 square foot minimum lot  
RS-30, Residential/Townhouses, 3,000 square foot minimum lot  
MU, Mixed Use Development (This district shows the predominant land use as residential.)

C.U.P.D., Community University Planned District (This district shows the predominant land use as residential.)

Commercial / From:

BG, Commercial, Business Neighborhood  
BG, Commercial, General Business  
BG-PC, Commercial, Planned Center  
OI, Office and Institutional

Commercial / To:

Commercial. Among other purposes, this category identifies all property, including offices, where business and trade are conducted, both retail and wholesale.

Industrial / From:

LM, Light Industrial  
HM, Heavy Industrial

Industrial / To:

Industrial. Among other purposes, this category identifies all property dedicated to manufacturing facilities, processing plants, factories, warehousing and wholesale trade facilities, mining or mineral extraction activities, or other similar uses.

Among other purposes, the new zoning classifications will establish a uniform procedure for review and approval of projects, provide better access to the land area and maximize safety, comfort, ease of movement and convenience for pedestrians.

**(G) Transitional Areas.** North of Interstate 75 and along Highway 54/Jonesboro Road, an existing residential neighborhood and existing commercial developments are undergoing shifts in predominant land use. The area has been designated as a city Overlay District (C.U.P.D. - Community University Planned District) with standards that apply to properties within the district. The goals for the mixed use development (residential, retail, office, and service) include, but are not limited to, implementing an integrated transportation and land use plan; creating a town center; applying design guidelines; improving traffic and pedestrian environment, aesthetics of the built environment, and business viability; preserving neighborhoods and promoting public safety.

**(H) Redevelopment Areas.** Areas for redevelopment are focused along the east city limits with approximately 76 acres scheduled for annexation with a recommended zoning classification of RS-80, Residential. Two new subdivisions are planned for this area with 8,000 square foot minimum lots with 15 percent of the developable area set aside for recreation facilities with proper infrastructure available.

**(I) Agricultural/Forestry/Undeveloped.** The Future Land Use Map does not designate any areas as Agricultural/Forestry or Undeveloped. It is not anticipated that any area will

be strictly limited to agriculture/forestry uses or will be required to remain in an undeveloped state during the planning period of this plan.

**(J) Development Policies.** As previously outlined, the city has established ordinances that will encourage the best possible plans and building arrangements under a plan of development.

Within the Overlay District of the Community University Planned District (C.U.P.D.) and the Overlay District of the Mixed Use District (MU), the city has identified goals for mixed use development (residential, retail, office, and service) that will promote alternative development patterns, implement an integrated transportation and land use plan and improve traffic and pedestrian environment.

Within the Residential Districts (RS-80) and the Townhouses District (RS-30), the city has identified goals for higher density with recreation facilities set aside for the community.

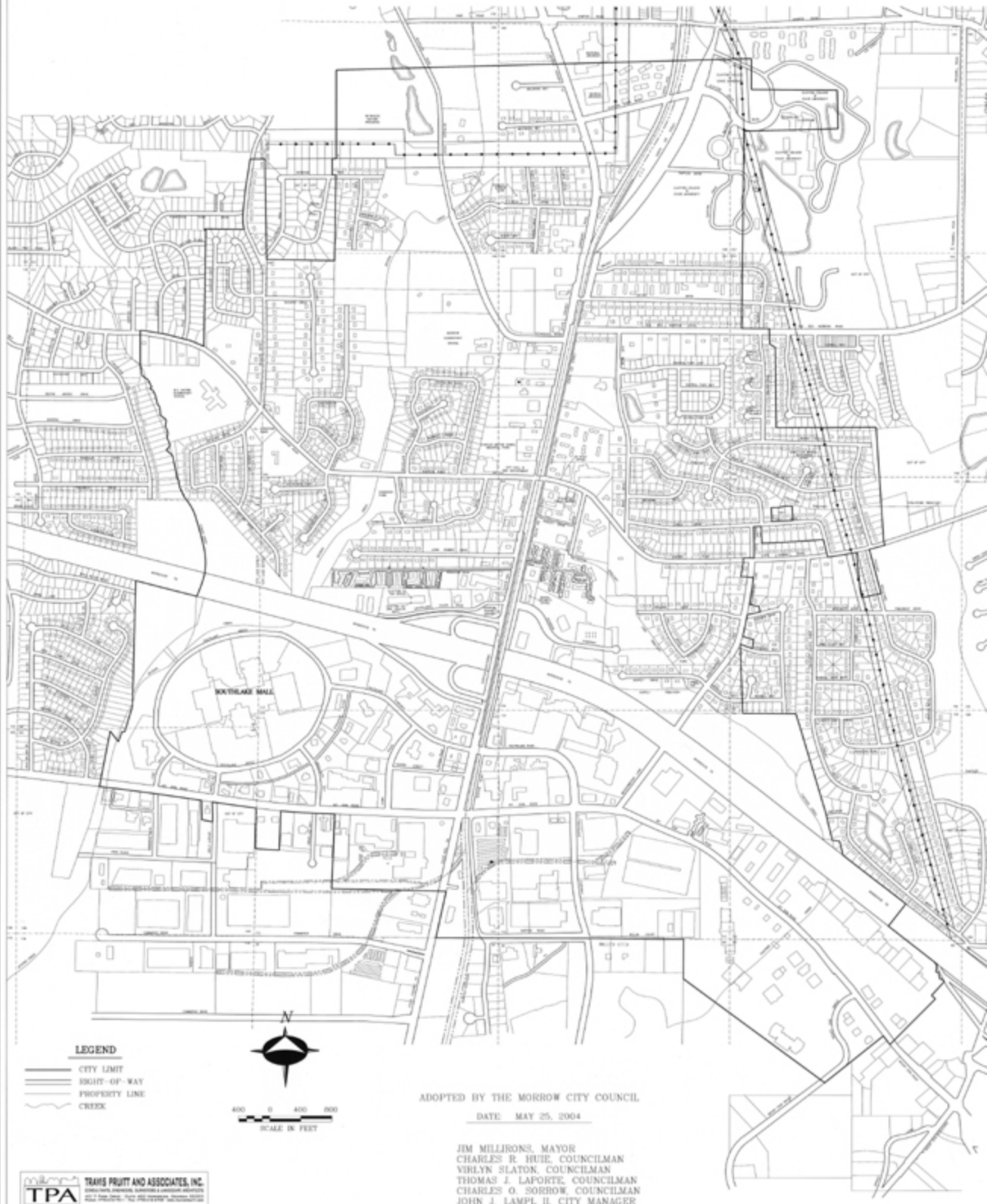
## **COMMUNITY VISION**

The dynamics of Morrow's future have been set by community leaders. The City must grow in order to reach maximum potential and retain the funding resources that provide the high quality of life and services enjoyed today. The City's ability to attract significant capital outlays for Gateway Village and Southlake Mall will pay economic dividends for decades. Mixed use zoning will gradually reverse the trend of commercializing the residential core of the city and offer a higher quality of life to residents. The 110 acres of greenspace provide recreational and transportation alternatives which connect the existing neighborhoods with Gateway Village, Morrow's new town square. The city's partnership with Clayton College and State University enhances a vitality of growth; while proximity to Interstate 75, Hartsfield-Jackson Atlanta International Airport, and the Atlanta to Lovejoy rail line will cement Morrow's reputation as the economic and residential impetus for the Southern Crescent.

The city's clear vision projects a prosperous and well-balanced community. While laying out the city's goals and implementation program, coordination with the economic, housing, natural and historic resources, community facilities and services and transportation were identified. The objectives and policies presented in this section provide guidance for an appropriate pattern and pace of development, the use of land and how development should relate to the existing and future community. The city's guidelines will continue to be a balance of residential, commercial and industrial, while at the same time meeting the needs of the community.

## **LAND USE MAPS**

# CITY OF MORROW, GEORGIA BASE MAP



#### LEGEND

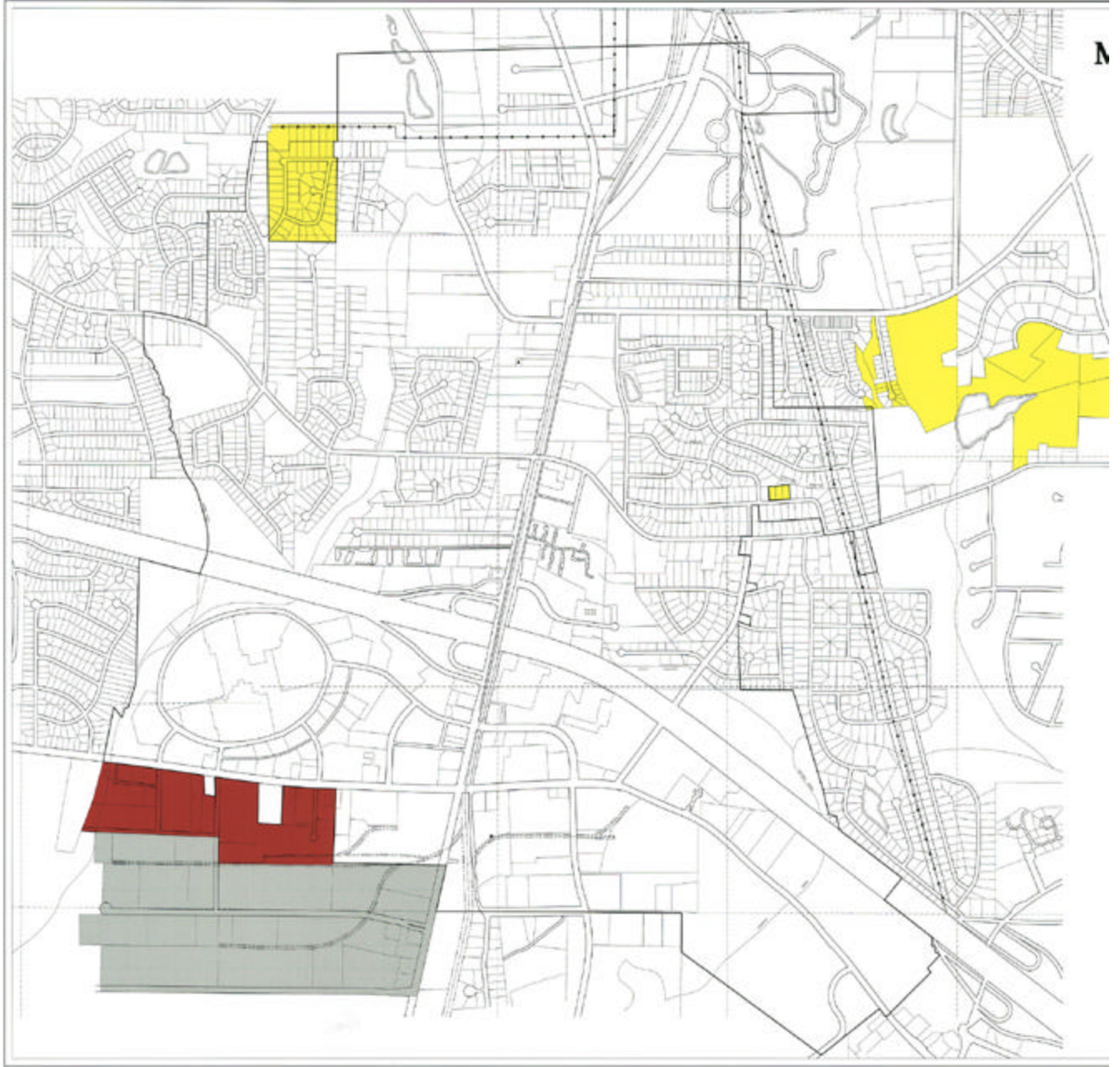
- CITY LIMIT
- - - RIGHT-OF-WAY
- PROPERTY LINE
- ~ CREEK



ADOPTED BY THE MORROW CITY COUNCIL

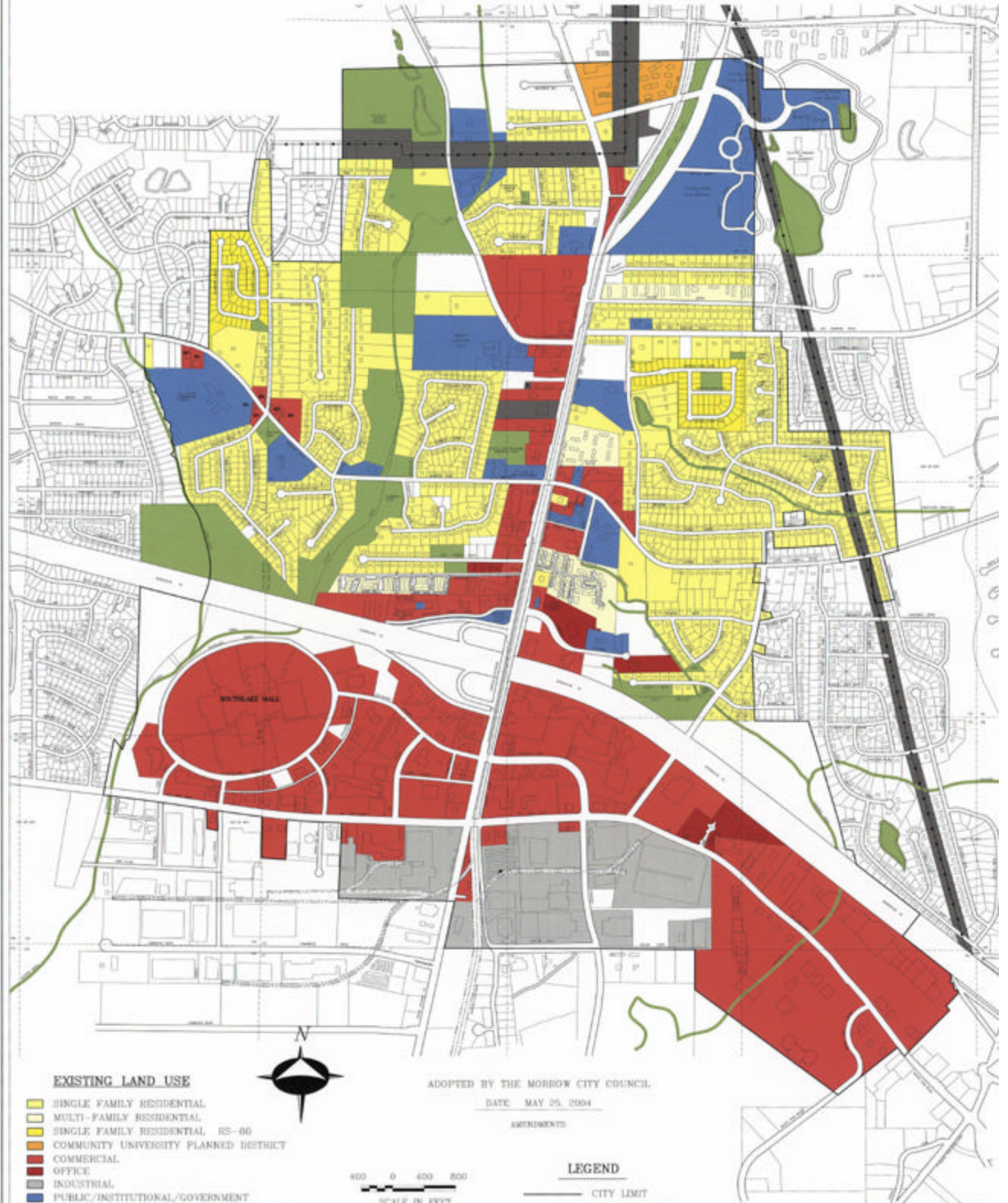
DATE MAY 25, 2004

JIM MILLERSON, MAYOR  
CHARLES R. BUTE, COUNCILMAN  
VIRGIN SLAYTON, COUNCILMAN  
THOMAS J. LAPORTE, COUNCILMAN  
CHARLES O. SORROW, COUNCILMAN  
JOHN J. LAMPL II, CITY MANAGER





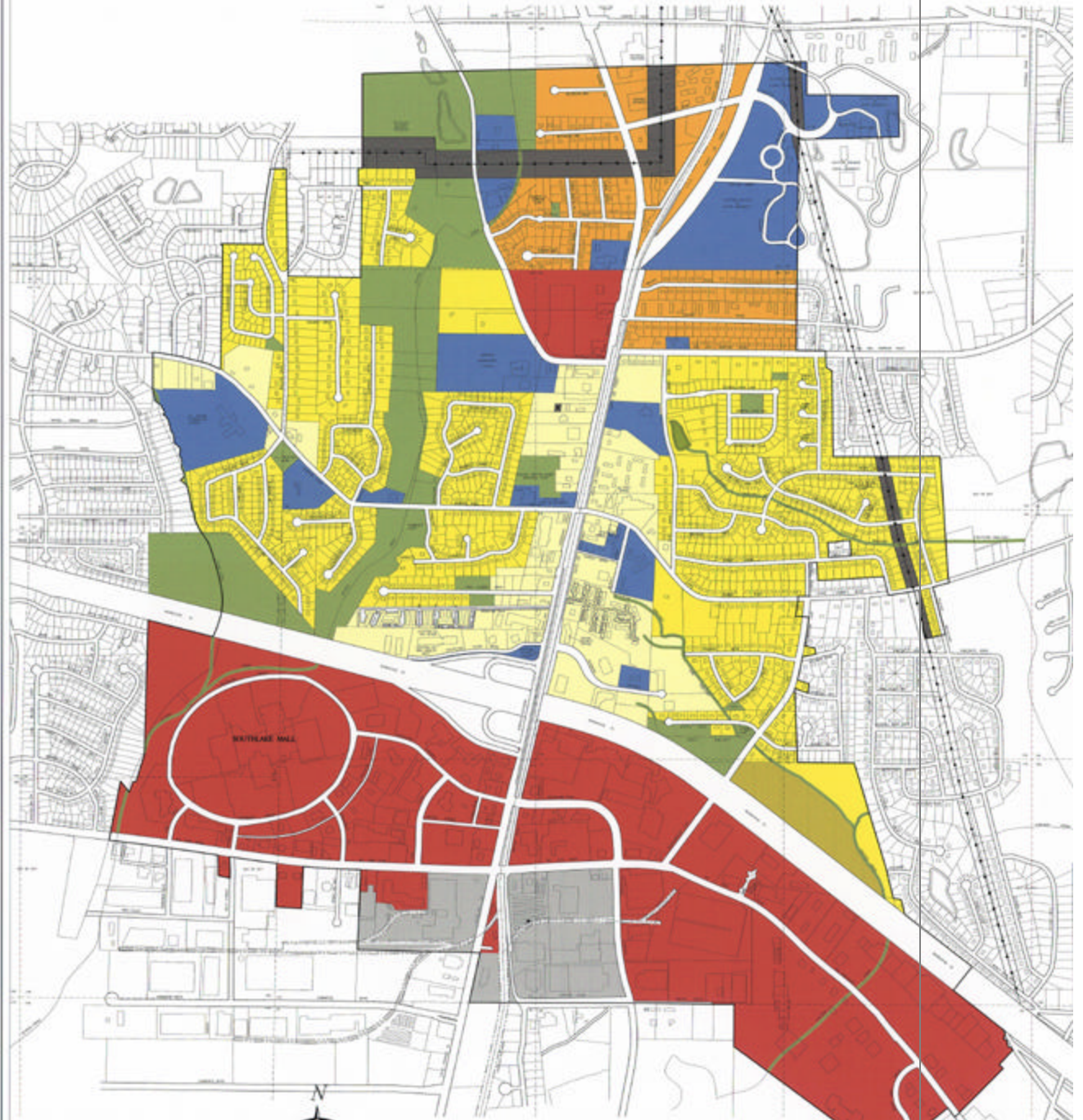
# CITY OF MORROW, GEORGIA EXISTING LAND USE MAP







# CITY OF MORROW, GEORGIA FUTURE LAND USE MAP



**FUTURE LAND USE**

- RS-80 SINGLE FAMILY RESIDENTIAL
- RS-20 FEE SIMPLE TOWNHOUSES
- MIXED USE DISTRICT
- COMMUNITY UNIVERSITY PLANNED DISTRICT
- COMMERCIAL
- INDUSTRIAL
- PUBLIC/INSTITUTIONAL
- TRANSPORTATION/COMMUNICATION/UTILITIES
- PARK/RECREATION/CONSERVATION

ADOPTED BY THE MORROW CITY COUNCIL

DATE: MAY 25, 2004

AMENDMENTS:



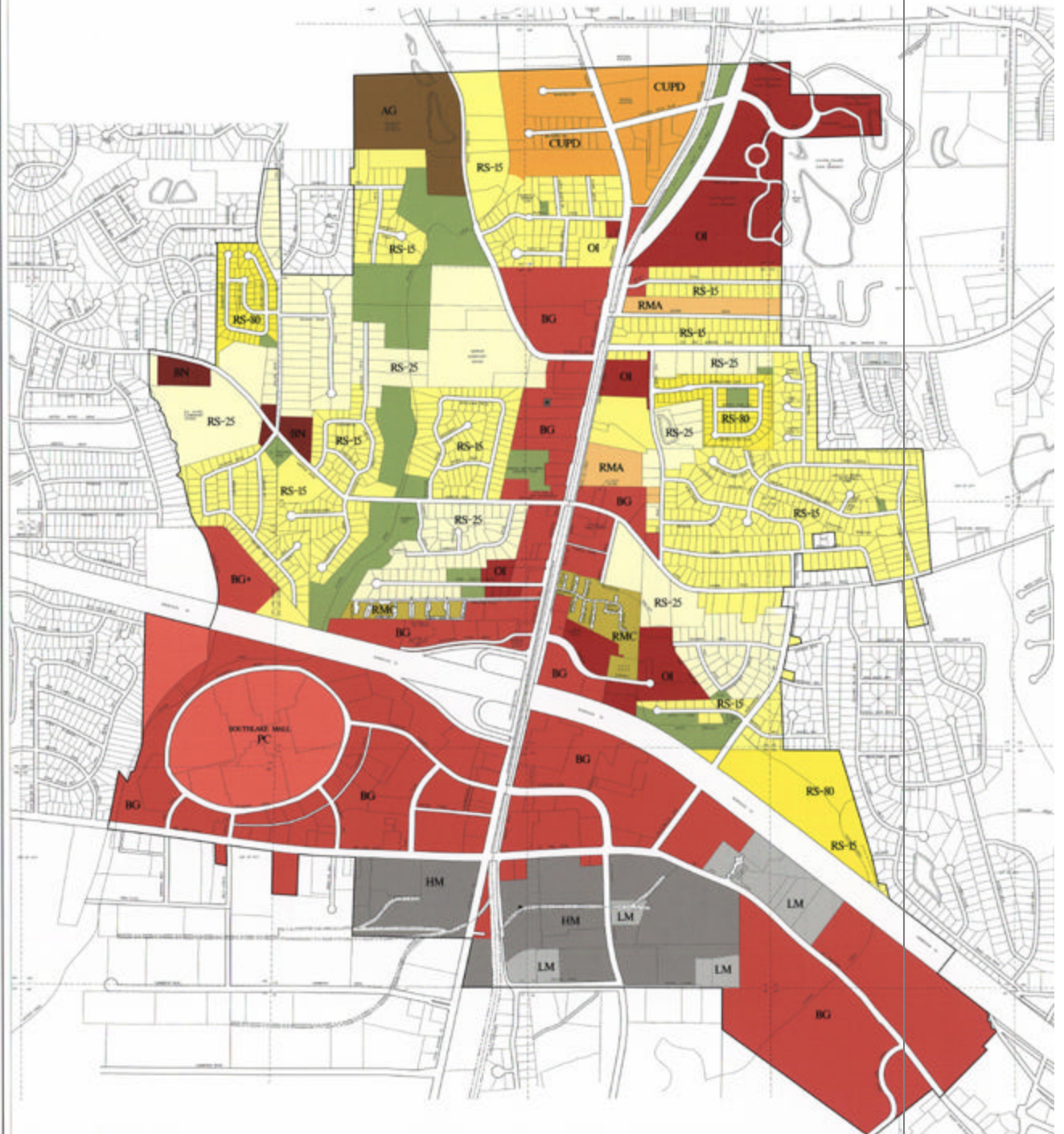
**LEGEND**

- CITY LIMIT
- RIGHT-OF-WAY
- PROPERTY LINE



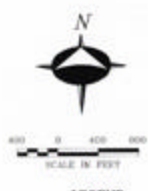


# CITY OF MORROW, GEORGIA ZONING MAP



**LEGENDS OF ZONING DISTRICT**

- AG AGRICULTURAL
- BG GENERAL BUSINESS
- BN NEIGHBORHOOD BUSINESS
- CUPD COMMUNITY UNIVERSITY PLANNED DISTRICT
- HM HEAVY MANUFACTURING
- LM LIGHT MANUFACTURING
- OI OFFICE
- PI PUBLIC/INSTITUTIONAL
- PRC PARKS/RECREATION/CONSERVATION
- TCU TRANSPORTATION/COMMUNICATION/UTILITIES
- RMA MULTIPLE - FAMILY RESIDENTIAL (APARTMENTS)



ADOPTED BY THE MORROW CITY COUNCIL  
DATE: MAY 11, 2004

**CERTIFICATE**

THIS IS TO CERTIFY THAT THIS OFFICIAL ZONING MAP SUPERSEDES AND REPLACES THE OFFICIAL ZONING MAP ADOPTED & NOVEMBER, 1973, AS A PART OF THE 1996 ZONING ORDINANCE OF THE CITY OF MORROW, GEORGIA.

# 7.0.0.0: Intergovernmental Coordination

## INTERGOVERNMENTAL COORDINATION ELEMENT

**“The past is gone forever; we only have the future. We can approach it as visionaries and doers, so as to assure better life for future generations, or we can choose to dwell on the ‘Good Ole Days’ and let the rest of the world pass us by. For me, the first approach is the only way, and I am committed to it.”**

**Jim Millirons, Mayor**

### INTRODUCTION

It is important as a city to understand the interests and goals of neighboring cities, the hosting county and the region at large. No longer can decisions be made without regard for the impact outside a specific area. Coordinating with other governments, stakeholders and planners brings about effective change for the development of the entire region. The City of Morrow prides itself on planning in a way that not only incorporates its own goals, but also those goals held throughout the county, region and state. Morrow maintains many relationships and agreements with various entities to minimize conflict. Morrow appreciates the need for continued coordination as the City continues to grow.

### 7.1.0.0: Inventory

#### INVENTORY

##### INVENTORY OF AGENCIES AND JURISDICTION

Decisions made by local jurisdictions, adjacent counties, the school system, service delivery agencies and independent development authorities can be influenced by the planning outlined in the Comprehensive Plan. Likewise, these outside entities may develop policies that conflict with the plans in the Morrow Comprehensive Plan. Understanding this dynamic, Morrow pursued coordination with the surrounding jurisdictions and agencies throughout the planning process to avoid any such conflicts. When available, the decisions, documents, plans and policies of these entities were reviewed to determine possible impact and elements of influence on the Morrow Comprehensive Plan. The planning staff conducted a series of interviews with many of the agencies and local jurisdictions to help establish their positions and role in the plan.

##### Clayton County and Local Jurisdictions

The actions of and decisions made by Clayton County and its municipalities involving land use annexation and development will have an impact on the City of Morrow. Lake City, Lovejoy, Riverdale, Forest Park, College Park and Jonesboro are the other local jurisdictions in Clayton County and as their comprehensive plans are amended and

adopted, Morrow will take an active role in understanding their goals and how those goals work with Morrow's own goals.

### Surrounding Counties

Developments adjacent to the Clayton County's boundaries or projects of regional impact that occur in a surrounding county can impact the economy, transportation, and land demand in Morrow. DeKalb, Fulton, Fayette, Henry, and Spalding share a border with Clayton County. Understanding that planning decisions often have a regional impact helps promote a planning process which considers planning on a regional scale.

### Service Providers

Morrow recognizes the policies and decisions of service-providing or regulating agencies have an effect on the decisions of the city depending on the level of coordination and agreement. Morrow is affected in some way or another by a vast number of service-providers. The following is a list of service providers who play an important role in Morrow's development and service.

- Clayton County School Board
- Clayton College and State University
- Fire and Safety Providers
- Detention and Jail Services
- Communication Providers
- Community Facilities Providers
- Inspection Service Providers
- City Public Administration
- Recreation Boards
- Clayton County Water Authority
- Georgia Department of Transportation

### INTERGOVERNMENTAL AGREEMENTS

The following inventory of major intergovernmental agreements lists the agencies and governments involved in the agreement as well as the purpose of the agreement. Additional intergovernmental coordination is presented in the Service Delivery Strategy (House Bill 489), which was adopted in 2000. The implementation section of this element includes other options to enhance the ability of Morrow to successfully implement the Comprehensive Plan. The following are some of the agreements with other governments:

- |  |
|--|
| <ul style="list-style-type: none"><li>• Lake City – Morrow and Lake City have agreed to combine efforts in order to minimize the cost of providing fire protection services, emergency communication services (911) and fuel for public vehicles. While Morrow remains autonomous in its authority over staffing, the cost-sharing arrangement makes this an advantageous agreement to both cities.</li><li>• Mutual Aid Agreements with Surrounding Jurisdictions – Morrow recognizes that it has limited resources, as do other surrounding jurisdictions. In efforts to reduce those limitations, it has contracted with neighboring cities and Clayton</li></ul> |
|--|

County for public safety needs. Some of these contracts are written and some are not. For example, the fire department has a written cooperative agreement with neighboring cities. The Morrow Police Department also has a written agreement with Clayton College and State University.

Morrow's Fire Department is a member of the Georgia Mutual Aid Group (GMAG). This is a statewide group which provides a multitude of assistance far beyond traditional mutual aid.

- SMART – Morrow has joined with Forest Park, Riverdale, Hapeville, College Park, East Point and Union City for purposes of coordinating the response to hazardous materials and weapons of mass destruction type incidents. Morrow is also a part of a similar statewide response team.
- Morrow's Emergency Communications Department share operation agreements relating to GCIC and NCIC services with Forest Park Police, Clayton College and State University Police and Lake City Police.
- Clayton Narcotics Board – Officers from police departments and the sheriff's office of Clayton County, Morrow, Forest Park, Lake City and Riverdale have joined to create this task force. The task force governs narcotics cases all over the county and has a board to oversee the handling of generated revenue.
- All Hazards Council – Morrow is one of three voting members for the law enforcement arm of the All Hazards Council in region 7. This council comes together to identify vulnerabilities in the event of a large scale threat. The council determines what equipment the region has, what they need.
- TRIAD – national organization with a local chapter consisting of Lake City, Morrow, Forest Park and Clayton County. This organization initiates relationships between civilians, sheriff's office and police departments to assess those things which impact the elderly. Programs raise awareness to better prepare the elderly to handle their environment. Events raise funds to supply the elderly with important supplies, such as fire extinguishers.
- CCEMA, GEMA, FEMA – Clayton County, Georgia and Federal Emergency Management Agencies exchanges information and other resources as needed.
- Clayton County Water Authority – The city regularly interacts with CCWA for various purposes such as testing fire hydrants, evaluating storm water issues or delivery needs. For example, Morrow is currently partnering with CCWA to restore Jester's Creek, a creek which runs through the heart of Morrow.
- Clayton County – Numerous relationships exist with Clayton County including consolidated jail facilities and jail staffing, drug tasks force, overlapping SPLOST expenditures, and service deliveries. Another important example is Morrow currently has plans to join with Clayton County for the purpose of building and developing a conference center and hotel serving the south metro Atlanta region.

## **7.2.0.0: Assessment**

### ASSESSMENT

#### Clayton County and Local Jurisdictions

Land use conflicts and annexation issues with the other municipalities in Clayton County have typically been dealt with on an individual basis under the Georgia State legislation. One of the many goals of the update to the Plan is to improve the awareness of land use goals between the county and the local jurisdictions. Morrow's Comprehensive Plan was made available in draft form to all of the local jurisdictions for comment. Conflicts, if any, were addressed in the review process before the final draft was presented.

While access to information from the local jurisdictions has not typically been problematic, there is no standard policy for exchange of information on development issues. Often information is exchanged through a good faith effort from the planning departments or elected officials. There have been no significant conflicts detected in the way local jurisdictions gather or disseminate data and information for use on a more county-wide basis. Opportunities to jointly create information and service databases, Even though channels of communication are often open; enhancing information systems would ensure clarity and harmony.

The coordination and relationships between the agencies and boards with whom the City maintain regular contact or agreements with have proven to be both efficient and mutually beneficial. Additional relationships with improved sharing of information would be advantageous.

The City has achieved a certain level of service provision coordination. The House Bill 489 Service Delivery Strategy established a foundation for service provision in the city. The assessment for most of the services addressed in this agreement is that services are being provided effectively and efficiently without overlapping or duplication of services. In the case(s) where it was not agreed that services were equitably being provided, additional review and analysis of the service was pursued. Services identified for additional study included: Engineering, Jail/Detention, Law Enforcement, Public Transit, Road Maintenance, Sewage Collection and Treatment, and Water Transmission and Treatment.

### COORDINATION RELATED TO THE PLAN IMPLEMENTATION

Morrow operates in a system with many autonomous entities that are able to make decisions that impact the implementation of the City's plan. Best efforts have been pursued to coordinate planning issues where possible. Population forecasts were reviewed at the onset of the planning process and projections of capacity of the recommended plan will be available for public use as part of this plan. Services such as police and fire protection, which increase when necessary as population and employment grow, will be provided with anticipated capacity through this plan. The extensive analysis and inventory contained in the multiple elements of this plan is intended to not only guide the decisions of the city, but also to serve as a point of reference for other agencies and jurisdictions not included in the plan.

1. Intergovernmental policies related to the effective implementation of the Economic Development Goals and Objectives are incorporated in the Economic Development Element of this Plan. (See Economic Development Goals and Implementation)
2. Intergovernmental policies related to the effective implementation of the Housing Goals and Objectives are incorporated in the Housing Element of this Plan. (See Housing Goals and Implementation)
3. Intergovernmental policies related to the implementation of the Natural and Cultural Resources Plan have been incorporated in the Natural and Cultural Resources Element of this Plan (see Natural and Cultural Resources Implementation)
4. Intergovernmental policies related to the implementation of Service Provision have been incorporated in the Community Facilities Element of this Plan. (See Community Facilities Goals and Implementation)
5. Intergovernmental policies related to the implementation of the Land Use Plan have been incorporated in the Land Use Element of this Plan. (See Land Use Goals and Implementation)
6. Intergovernmental policies related to the implementation of the Transportation and Traffic Management Facilities have been incorporated in the Transportation Element of this Plan. (See Transportation Goal and Implementation)

#### STATE PROGRAMS

The City of Morrow has made every effort to comply with state mandated planning requirements for State Programs.

In 2000, Clayton County and its municipalities adopted the Service Delivery Strategy under House Bill 489. Recommendations in the Strategy for further analysis of service delivery efficiency have been addressed.

Morrow has worked to conform to the requirements of the Environmental Protection Division for water supply and water quality protection. The city has adopted adequate development setbacks from all streams and rivers in the jurisdictions to protect the quality of water in the watersheds within the communities. Additional efforts were undertaken in the county.

<b>7.3.0.0: Goals &amp; Implementation</b>
--

#### GOALS & IMPLEMENTATION

##### Goal 1: Regional Coordination

Regional coordination that sets regional priorities, identifies shared needs, and finds collaborative solutions, particularly related to problems that transcend local jurisdiction boundaries will be emphasized.

*Objective 1:* Intergovernmental coordination mechanisms and processes will be explored with other jurisdictions within and adjacent to Morrow in order to implement the policies of this Plan, including adjacent local governments, school

boards, special districts, development authorities, and other units of government providing services.

*Objective 2:* Morrow will attempt to develop mechanisms to coordinate with the applicable portions of plans of school boards and other entities related to new facilities that affect land use patterns and services, and will coordinate with other local governments' plans.

*Objective 3:* Morrow will develop mechanisms to resolve conflicts with other local governments, coordinate the impacts of development on adjacent areas or communities, share services or information, and identify joint planning areas.

## Goal 2: Coordinated Growth

Growth planning and management could be advantageously served with coordinated efforts between municipal and county government.

*Objective 1:* Clayton County and the City of Morrow could mutually agree upon planned land uses around City boundaries.

*Objective 2:* The City will continue to plan for a coordinated system of parks and open spaces.

## Regional Coordination

*Goal:* The county and city will consult with adjacent local governments and other governmental units (e.g., school boards) on any major projects or activities that have potential spillover effects. The city will also seek reciprocal treatment from these entities for their projects that have potential impacts on the county/city. The city will seek to institutionalize such referral procedures.

## Coordinated Growth—Morrow/Clayton County

*Goal:* The county and city will develop a process for reviewing developments of regional impact that can be used as a model for other jurisdictions in the county.

## PROGRAMS

Clayton County and the City of Morrow are committed to undertaking a variety of programs to implement the intergovernmental coordination goals and objectives discussed above. These programs break down into four major categories. For the most part, the city will be the lead implementation agencies.

*Regulatory/Growth Management:* The city will also explore mechanisms to review developments of regional impacts (such as schools, shopping centers) with other area local governments.

*Fiscal/Financial:* Morrow will examine a range of tools to deal with the cost of growth and new development. To the extent possible, any cost recoupment measures will be complementary to avoid “competition” for new development.



Capital Investment: The City has already initiated a program to provide water and sewer services to areas targeted for development in the plan. Additionally, the county and city will refrain from making capital investments in rural areas that are not slated for urban/suburban intensity growth, thus providing an additional measure of protection for natural and cultural resources. It is estimated that the water/sewer construction will take 5 to 10 years.

Interagency Cooperation: The City would encourage exploring joint, coordinated policies that reflect the comprehensive plan policies. The city will also open discussions with other area local governments and agencies (e.g., the school board) to discuss joint, cooperative review of major facility decisions.

While many of these programs will be implemented over an extended period, short-term actions that can be taken to ensure that the efforts are begun and demonstrate progress may become necessary.

## IMPLEMENTATION SYSTEMS AND TOOLS

This section sets forth specific systems and tools that will be created or amended during the planning period to achieve the intergovernmental coordination goals and objectives set forth above. The City does recognize Regional Coordination with Clayton County and surrounding local jurisdictions would be advantageous. Morrow will also continue to explore opportunities for cooperation between the business community and educational institutions to realize a closer tie between education and job training.

## COMMUNITY VISION

The dynamics of Morrow's future have been set by community leaders. The City must grow in order to reach maximum potential and retain the funding resources that provide the high quality of life and services enjoyed today. The City's ability to attract significant capital outlays for Gateway Village and Southlake Mall will pay economic dividends for decades. Mixed use zoning will gradually reverse the trend of commercializing the residential core of the city and offer a higher quality of life to residents. The 110 acres of greenspace provide recreational and transportation alternatives which connect the existing neighborhoods with Gateway Village, Morrow's new town square. The city's partnership with Clayton College and State University enhances a vitality of growth; while proximity to Interstate 75, Hartsfield-Jackson Atlanta International Airport, and the Atlanta to Lovejoy rail line will cement Morrow's reputation as the economic and residential impetus for the Southern Crescent.

# 8.0.0.0: Transportation

## TRANSPORTATION ELEMENT

**“Continuing to add lanes and widen roads is not our answer.”**

**--Jeff Eady, Morrow Public Works Director**

## INTRODUCTION

Perhaps no issue is more important to the region at large than transportation. Every citizen of every city and every county is touched by transportation. Governments rise and fall on the backs of transportation decisions and understanding its importance and power to impact is essential to setting effective planning goals. Whether people are walking, cycling, driving or using public transportation one thing is certain; if citizens, visitors and travelers can not get in and out of a city or county, they may not stay or come back. A transportation system must be multifaceted and offer all sectors of society the options they need to travel safely and efficiently.

*(The Traffic Control Map is included at the end of the Goals & Implementation section.)*

### 8.1.0.0: Inventory

#### INVENTORY

State Route 54/Jonesboro Road runs North & South through the City. The City of Lake City borders the North City Limit line while Clayton County borders the South City Limit line. Highway 54 is a four (4) lane roadway with a center turn lane. The roadway narrows to 4 lanes with no center turn near the Norfolk Southern rail line grade crossing at the South City Limit. Highway 54 carries over 55,000 vehicles a day.

Interstate 75 runs perpendicular to SR 54 and East and West through the City of Morrow and serves a man made divider that separates the City's commercial area from its residential area. Interstate 75, six lanes through the city, carries well over 100,000 vehicles a day in each direction.

Collector roadways in the City help support traffic to and from residential subdivisions and local business located in the commercial areas of the City. Mt. Zion Rd. (4 lanes), Lake Harbin Rd.(2 lanes), Southlake Parkway (4 lanes), Reynolds Rd. (2 lanes), and Morrow Rd. (2 lanes) are the most traveled of these roadways.

The City Public Works Department maintains 29 miles of residential and local roadways in the City and the Georgia Department of Transportation maintains all State routes and the Interstate system.

#### Residential Roadway Inventory

Type	Number of Roadways	Lanes	Jurisdiction	Condition	Capacity	ADT
All Resident	53	2	City	Good	varies	150-355

ial						
-----	--	--	--	--	--	--

### Collector Roadway Inventory

Type	Lanes	Jurisdiction	Condition	Capacity	ADT
Morrow Rd.	3	City	Good		10,369
Reynolds Rd.	2	City	Good		4,008
Mt. Zion Rd.	4	City	Good		46,000
Lake Harbin Rd.	2, 3	City	Good		14,211
Southlake Pkway.	4	City	Good		11,920
Meadowbrook Lane	2	City	Good		9,206
Murphy Drive	2	City	Good		625
Shirley Drive	2	City	Good		550
Clayton State Blvd.	4	City	Good		1,838

### Major Arterial Inventory

Type	Lanes	Jurisdiction	Condition	Capacity	ADT
Highway 54	5	State	Good		37,720

### Interstate System Inventory

Type	Lanes	Jurisdiction	Condition	Capacity	ADT
Interstate 75	6	State	Good		134,118

### **Pedestrian Ways (sidewalks)**

The majority of collector roadways in the City of Morrow have sidewalks in place. Some roadways have partial sidewalks, however, a plan is in place to connect all walk using monies collected from the special purpose local option sales tax for roadways. The first phase of the planned improvements is set to begin in 2004.

Morrow offers pedestrians a leisure walking path at the Daniel Milton Park adjacent to City Hall. This path is .4 miles in length and is situated throughout a picturesque landscape and encapsulates a playground, a volley ball court and a picnic area, all for public use. The path and park are both maintained by Morrow's Public Works Department.

<b>Roadway</b>	<b>Length</b>
Highway 54	10,280 feet
Morrow Road.	5702 feet
Lake Harbin Road.	2770 feet
Meadowbrook Lane	3168 feet
Mt. Zion Road	10,475 feet
Southlake Parkway	2868 feet
Reynolds Road	2196 feet
Murphy Drive	660 feet
Shirley Drive	1050 feet
Clayton State Blvd.	1400 feet
<b>Total</b>	<b>40,569 feet</b>

### **Parking Facilities**

The City of Morrow has 121 public parking spaces located at Morrow City Hall, 1500 Morrow Rd. and 44 public parking spaces at the Municipal Annex, located at 6311 Murphy Dr. Large private parking facilities are located throughout the City. The five largest lots listed below:

<b>Southlake Mall</b>	<b>Southlake Pavilion</b>	<b>Southlake Festival</b>	<b>Costco</b>	<b>Wal-Mart</b>
<b>5,500</b>	<b>2,677</b>	<b>2,189</b>	<b>738</b>	<b>1,013</b>

### **Rail Line**

Norfolk Southern rail line runs for 2 miles North & South, parallel to Highway 54, through the City of Morrow. Norfolk Southern is a Virginia-based holding company with headquarters in Norfolk. It controls a major freight railroad, Norfolk Southern Railway Company, and owns a natural resources company, Pocahontas Land Corp., and a telecommunications company, Thoroughbred Technology and Telecommunications, Inc.

The railway operates 21,500 route miles in 22 eastern states, the District of Columbia and the province of Ontario. It serves 20 ports and connects with rail partners in the West and Canada, linking customers to markets around the world.

## Bridges

The City of Morrow owns two (2) bridges. Each has steel stringers with H pile construction. One is a three (3) lane bridge, located on Morrow Rd., structure I.D.# 063-0075-0, just West of Highway 54 and the second is a two (2) lane bridge, located on Reynolds Rd., structure I.D.# 063-5012-0, just West of Highway 54. Each bridge is inspected bi-annually by the Georgia Department of Transportation for structural integrity and a report issued to the City.

The Georgia Department of Transportation owns one, five lane bridge located in the City of Morrow along Highway 54 over Interstate 75. Plans are in place to replace this bridge with an eight (8) lane bridge in the year 2005-06 and 1, four (4) lane bridges along I-75 that span Meadowbrook lane.

## Traffic Signal Inventory

The City of Morrow has twenty –two (22) signalized intersections throughout the City. Clayton County Traffic Engineering maintains all signal locations.

### Standard Road Signs and Traffic Signals

	Traffic Signal	Pedestrian Crossing	Speed Limit	Yield	Stop Sign	Crosswalk
Mt. Zion	9	0	9	15	0	0
Highway 54	9	1	14	2	6	2
Morrow Road	4	4	6	0	15	2
Southlake						
Parkway	2	0	4	2	8	0
Mall Area	0	0	10	0	15	0
Reynolds Road	1	1	0	0	2	1
Barton	0	0	1	0	3	0
Lee Street	1	1	6	2	11	0
Residential	1	5	49	0	65	2
Mt. Zion Circle	0	0	1	1	0	1
<i>totals</i>	<i>27</i>	<i>12</i>	<i>100</i>	<i>22</i>	<i>125</i>	<i>8</i>
	<i>signals were counted twice at intersections, only 22 signals</i>					

*Internal Interpolation*

In addition to the standard signs and traffic signals highlighted above, Morrow's streets are clad with an additional 225 specialized road signs. These signs are inventoried in the chart below. The chart is split three ways, all signs south of I-75, those north of I-75 and west of Hwy 54 and those north of I-75 and east of Hwy 54.

SIGN INVENTORY

	<i>Below 175</i>	<i>North 75/E 54</i>	<i>North 75/W54</i>	<i>totals by sign type</i>
Rail Road Crossing	7	6		13
Do Not Enter	6	1	4	11
One Way	17			17
Right Turn	2			2
No Parking	5	3		8
Sign Ahead	1			1
Keep Right	39	4		43
City Limit	3	6	4	13
Pedestrian Crossing Ahead	7		9	16
No Trucks	4	6		10
Curve Ahead	4	3		7
Signal Ahead	1	3		4
No Litter	1			1
Speed Limit and School Zone	2			2
School Zone	1			1
Bridge Weight	1		7	8
Right Lane Must Turn	4	2		6
Left Lane Must Turn	2	2		4
No Left Turn	2			2
Hazards		1		1
No Dumping		1		1
Stop Ahead		1		1
3 Way Stop		1		1
Flashing Yellow 30MPH		2		2
Deaf Person		4	3	7
Stop Here on Red		1		1
Blind Driveway		1		1
Merge Left		2		2
Right Lane Ends		2		2
Keep Right Divided Highway		1		1
Stop Sign Ahead		1		1
No Outlet		2		2
Right Turn Only		1		1

Hwy 54		1		1
No Turn on Red		1		1
Speed Limit/School Speed Limit		7	1	8
Speed Limit/End School Zone		5		5
Speed Checked			4	4
Curve 20MPH			1	1
Do Not Block Intersection			5	5
Merge Right			1	1
Dead End			2	2
Flashing Yellow 25MPH			2	2
Curve Road			2	2
<i>totals by area</i>	109	71	45	

*Internal Interpolation*

## Public Transportation

**C-Tran** - In April 2001, the GRTA Board of Directors purchased 12 buses. The 43-seat clean fuel buses are powered by compressed natural gas. At full service, GRTA will provide buses on five local routes that connect to the MARTA rail system: two routes connecting to MARTA at Hartsfield-Jackson Atlanta International Airport, two routes connecting to the Lakewood MARTA station and one route connecting to the College Park MARTA station. These routes will total about 71 miles.

The service will be implemented in phases, initially with two routes and 12 buses. At full implementation, GRTA will operate about 35 clean fuel buses. In addition, lift-equipped paratransit vehicles will provide service to the elderly and disabled within ¾ mile of the bus routes, upon request.

Major Areas Served - Jonesboro, Morrow, Forest Park, Lake City, Riverdale and activity centers such as Southlake Mall, Southern Regional Medical Center, Fort Gillem and the Clayton County Justice Center.

In Morrow, there are five C-TRAN bus stops. One stop is adjacent to Clayton State College and University, one is situated in the parking lot of Wal-Mart, the third stop sits on the parameter of Southlake Mall's parking lot and the final two are on opposite sides of Southlake Parkway near the Mt. Zion intersection. The charts below detail CTRAN stops in and around Morrow.

Route 501	
• 9157 TARA BLVD	• 9157 TARA BLVD
• TARA BLVD / SMITH ST	• TARA BLVD / FLINT RIVER RD
• TARA BLVD / GA-138-SPUR	• TARA BLVD / GA-138-SPUR
• TARA BLVD / CARTER DR	• TARA BLVD / N MAIN ST
	• BATTLE CREEK RD / TARA BLVD

• KING RD / BATTLE CREEK RD	• BATTLE CREEK RD / CHASE VILLAGE DR
• JONESBORO RD / BATTLE CREEK RD	• JONESBORO RD / CITIZENS PKY
• COMMERCE RD / JONESBORO RD	• KELLY AVE / MORROW INDUSTRIAL BLVD
• SOUTHLAKE CIR / MERCHANTS WAY	• JONESBORO RD / OXFORD DR
• CLAYTON STATE BLVD / N LAKE DR	• JONESBORO RD / LAKELAND CIR
• JONESBORO RD / DIXON INDUSTRIAL DR	• FOREST PKY / JONES CT
• FOREST PKY / PHILLIPS DR	• FOREST PKY / ASH ST
• FOREST PKY / LAKE DR	• FOREST PKY / WEST ST
• FOREST PKY / GOVERNORS DR	• FOREST PKY / OLD DIXIE RD
• 4451 OLD DIXIE HWY	• AVIATION BLVD / INTERNATIONAL PKY
• HARTSFIELD-JACKSON CARGO	• HARTSFIELD-JACKSON CARGO
• DELTA INTL AIR CARGO	• AVIATION BLVD / S INNER_LOOP RD
• NORTHWEST AIR ED CNT	• S INNER_LOOP RD / ASR RD
• AIRPORT_LOOP RD / ASR RD	• RIVERDALE RD / W FAYETTEVILLE RD
• AIRPORT STATION	•

### Route 503

• MORROW INDUSTRIAL BLVD / KING WILLIAM DR	• VALLEY HILL RD / ELIZABETH LN
• MORROW INDUSTRIAL BLVD / DOROTHY LN	• MAIN ST / POWERS ST
• MORROW INDUSTRIAL BLVD / DOROTHY LN	• RIVERDALE RD / KING RD
• TARA BLVD / EDGEMOOR LN	• RIVERDALE RD / HIGGINS DR
• UPPER RIVERDALE RD / LEES MILL RD	• RIVERDALE RD / POPLAR SPRINGS RD
• UPPER RIVERDALE RD / ARROWHEAD BLVD	• RIVERDALE RD / GREENWOOD LN
• UPPER RIVERDALE RD / HAYES DR	• RIVERDALE RD / GARDEN_WALK BLVD
• ROY HUIE RD / MEDICAL WAY	• RIVERDALE RD / LAKE REGENCY DR
• MEDICAL WAY / RIVER_PARK DR	• RIVERDALE RD / FLAT SHOALS RD
• RIVER_PARK DR / UPPER RIVERDALE RD	• RIVERDALE RD / CRYSTAL LAKE RD
• UPPER RIVERDALE RD / DUCHESS CT	• PHOENIX BLVD / RIVERDALE RD
• UPPER RIVERDALE RD / VALLEY HILL RD	• PHOENIX BLVD / PHOENIX PKY
• 417 VALLEY HILL RD	• FAYETTEVILLE RD / PHOENIX BLVD
• VALLEY HILL RD / UPPER RIVERDALE RD	• W FAYETTEVILLE RD / SOUTHAMPTON RD
• VALLEY HILL RD / CAMP ST	• AIRPORT STATION

### Transit Service Hours

Times may vary on individual routes. In general, buses operate from Monday through



Friday from 5:00 a.m. through 12:00 a.m., Saturday from 6:00 a.m. through 12:00 a.m. and Sunday 7:00 a.m. through 10:00 p.m.

Times given are approximate and may vary due to road, traffic, and other conditions.

### **HOLIDAY SERVICE**

The following information indicates service that will operate on certain Holidays.

- New Years - No Service
- Christmas - No Service
- Memorial Day - Saturday Service
- Independence Day - Saturday Service
- Thanksgiving Day - Saturday Service
- Day after Thanksgiving Day - Weekday Service
- Labor Day - Saturday Service
- MLK Day - Saturday Service

### **Evacuation Plan**

*As designed by Clayton County's Emergency Management Agency*

### **Movement Control**

This establishes the policies and procedures to be followed for performing an orderly movement of relocatees from designated risk areas to host areas when crisis relocation is directed. Coordination with all appropriate departments/agencies and organizations will be performed to ensure operational readiness in times of emergency. Standard Operating Procedures (SOPs) will be developed and maintained by the agency assigned primary responsibility for the attack preparedness function.

During Pre-Emergency Operations, coordination with all government departments and all private organizations and agencies, which provide services or support during crisis relocation will be completed to ensure readiness for operational emergencies. Standard Operating Procedures (SOPs) will be developed and maintained by the organization having primary responsibility for crisis relocation. Government agencies not assigned the primary mission in this plan should be prepared to support crisis relocation. Also, reception and care facilities will be identified to receive and house the relocatees. Emergency public information materials concerning crisis relocation, in camera ready copy, should be distributed to local news media for publication immediately prior to a nuclear threat emergency.

Actions during Emergency Operations are detailed in this enclosure. The overall mission: The residents from the risk area will, upon order of the Governor, be relocated to the host area. They will be directed to a reception center where they will be registered and assigned to reception and care facilities.

During Post Emergency Operations, plans will be implemented for returning relocatees to their home stations. Equipment and facilities will be prepared for return to their respective original sources or locations. An Emergency Operations Center (EOC) will be established as outlined in the Basic Plan.

1. This enclosure will provide for the movement of approximately 84,763 residents from the risk area into the host area during a period of crisis relocation. About 85% will relocate in approximately 24,016 privately owned vehicles (based on three people per vehicle). The remainder will arrive in buses or special transportation as required. Movement control routes are displayed in *Movement Control Map*.
2. The movement is scheduled to be completed over a three-day period. The evacuation of the general population will begin as soon as possible after the relocation order and will continue until completed.
3. All relocatee movement is to be scheduled during daylight hours. Should the international situation deteriorate more than expected, the evacuation will be completed as rapidly as possible.
4. The evacuation of the Clayton County risk area will begin immediately following the issuance of the relocation order. Evacuees will use the designated evacuation routes and proceed to their host county. Once in the host county, they will be directed to reception centers and from there, to assigned shelters and feeding facilities. The following is an outline of host County assignments:
  - a. Spalding County  
Zip Codes 30260, 30337 and 30349.
  - b. Walton County  
Zip Codes 30236 and 30297.
  - c. Henry County  
Zip Codes 30288 and 30274.
  - d. Fayette County  
Zip Codes 30296
5. Traffic Control
  - a. Minimum restrictions will be placed on neighborhood and local collector streets feeding the principal outbound routes.
  - b. Selected streets will be designated for one-way traffic.
  - c. Major traffic control points within Clayton County are illustrated on *Movement Control Map*. The overall plan for the placement of traffic control devices will

be determined by the police service coordinator.

- d. Traffic control plans contained in each host county crisis relocation plan designate traffic control points (TCP) and movement support points at key locations along the relocation routes within the boundaries of each host county.

6. Traffic Control Points

<u>TCP</u>	<u>LOCATION</u>	<u>INSTRUCTIONS</u>
#1	US Hwy 85 and GA Hwy 54 Intersection.	Zip Codes 30260, 30337 and 30349 use Hwy 54 south to Spalding County.
#2	Hwy 138 and Hwy 54 Intersection.	Zip Codes 30236 and 30297 use Hwy 138 northeast to Walton County.
#3	Hwy 3 and 19/41 Intersection.	Zip Codes 30288 and 30274 use Hwy 19/41 south to Henry County.
#4	Hwy 85 and Hwy 32	Zip Code 30296 use Hwy 85 South to Fayette County.

- 7. The risk area population will be informed by various news media where they will relocate and how to get there. They will be advised to travel as a family unit, using the minimum number of vehicles, and carry at least a three-day supply of nonperishable food and other essentials such as clothing, medicine and supplies.
- 8. During the movement phase, there may be personnel and vehicle emergencies along the movement route. Provisions will be established to provide surveillance along the route.
- 9. Since it is assumed that only those individuals providing and maintaining essential services will be allowed to travel freely, personnel identification will be necessary. Identification cards should be issued to assigned personnel by service chiefs, managers of industry and business, and department and agency heads. A roster of these emergency workers should be developed and maintained.
- 10. Vehicles, other than readily recognizable emergency vehicles, may require identification to move within the host area. When so directed by the Police

Services Functional Chief, each vehicle or piece of mobile equipment shall have displayed conspicuously in the windshield, or near the operator if there is no windshield, a vehicle identification card.

In addition to this evacuation plan, during times of a natural disaster, Morrow comes together with GMAG (Georgia Mutual Aid Group). With 80 participating fire departments statewide and 28 inside the metro Atlanta area, GMAG is an effect force for support during emergencies. For more information about GMAG, visit their website at [GMAG.org](http://GMAG.org).

## **8.2.0.0: Assessment**

### **ASSESSMENT**

What we know about Morrow is that the city is growing. As discussed in the other elements, the city expects to host a greater population, increased housing, expanding business districts and new developments including those with mixed use. Even without any expansions, Morrow’s roads are heavy with traffic congestion, implying a need for a change. But Morrow’s vision does not call for additional roads, no more asphalt. Instead we must look more responsibly at the solutions to our existing and futures needs. Still, some existing roads may call for widening.

In fact, Morrow’s current transportation plans call for the widening of Lee Street and the bridge at SR54 and I-75. The widening of these existing roads will help alleviate the congestion on one of Morrow’s main travel corridors.

#### *Average Daily Trips (ADT)*

Morrow’s city streets are listed below with average daily trips:

#### **Residential Roadway Inventory**

Type	Number of Roadways	Lanes	Jurisdiction	Condition	Capacity	ADT
All Residential	53	2	City	Good	varies	150-355

#### **Collector Roadway Inventory**

Type	Lanes	Jurisdiction	Condition	Capacity	ADT
Morrow Rd.	3	City	Good		10,369

Reynolds Rd.	2	City	Good		4,008
Mt. Zion Rd.	4	City	Good		46,000
Lake Harbin Rd.	2, 3	City	Good		14,211
Southlake Pkway.	4	City	Good		11,920
Meadowbrook Lane	2	City	Good		9,206
Murphy Drive	2	City	Good		625
Shirley Drive	2	City	Good		550
Clayton State Blvd.	4	City	Good		1,838

### Major Arterial Inventory

Type	Lanes	Jurisdiction	Condition	Capacity	ADT
Highway 54	5	State	Good		37,720

### Interstate System Inventory

Type	Lanes	Jurisdiction	Condition	Capacity	ADT
Interstate 75	6	State	Good		134,118

### *Existing Public Transit Facility Needs*

Currently Morrow's public transportation system is composed of only four CTRAN bus stops and one CTRAN park and ride. In the face of expected development, this system will need expansion.

Morrow's future public transit facilities will include a train station along the Atlanta-Lovejoy commuter rail line. This station is located within Morrow's Gateway development, adjacent to the National and State Archives, Clayton College and State University Campus, and the Lake City Limits. The facility will be positioned across the street from the Hilton Gateway Conference Center, the new US Post Office and Reynolds Nature Preserve.

### *Adequacy of Existing Facilities and Services*

As discussed above, Morrow's transportation facilities will be inadequate for the coming generation. However, Morrow recognizes this inadequacy and is making the necessary preparations to handle the additional population, both residents and visitors. These preparations include but are not limited to, widening Lee Street, widening SR 54 bridge at I-75, designing roadways in and around the Gateway Village, plans to seek funding for enhanced bus stops, adding pedestrian crosswalks in key areas and understanding the need for increased staffing.

As with all new developments, when roads are constructed, certain standards must be met to ensure Morrow's acceptance of the roads. That is, if standards are not met, Morrow will not accept the responsibility of maintaining new roads. If standards are met they will be officially adopted as city streets.

Presently, Morrow's Public Work staff maintains all city roads and facilities. The staff does an excellent job, in conjunction with code enforcement, at keeping the city safe, clean and in good condition. This staff, however, is not big enough to keep the city repaired once the Gateway Village, train station, Clayton College and State University dormitory expansion and property annexation come to pass.

The Public Works director expects the staff of nine full time and as many as four seasonal workers to double in order to offer all Morrow's residents and businesses the same quality service they now receive.

### *Transportation Demand Management*

It is difficult to invoke programs in Morrow to decrease trips per day in relation to work commutes. The majority of businesses are services such as retail, restaurants and doctor offices. Even the corporate centers are primarily doctor offices. As described in the economic development element, the majority of Morrow's residents commute outside the city to go to work. Therefore, the city has little recourse to work with these businesses insofar as incentive programs.

The primary issue in trying to minimize traffic comes not with our residents and workforce but with the visitors, travelers and shoppers that come through our city. With Southlake Mall, AMC Southlake 24, State Archives, Clayton College and State University, Harley Davidson of Clayton County, WalMart Supercenter and Clayton Eye Center the cars are headed for Morrow.

This is not to say that we should bow our heads and go home. Morrow understands the need to get some cars off the road where possible. Perhaps the city's most aggressive steps in this direction will come in the form of mixed use ordinances. How better to initiate fewer trips than to build a stacked city. Not a city ever sprawling development towards each corner of its city limit, but instead an innovative city. A

city that embraces the preservation of remaining greenspace, a city which builds up, not out, a city that puts all its muscle into building developments which are self contained, with no need for vehicle travel. These ideals belong to Morrow's current vision for its future landscape.

### *Growth Trends and Travel Patterns*

No matter how many roads built, cars will fill them. The real solution is outside the car, outside the roads for the car, outside the cities which cater to the car. We have to think "outside the car", think pedestrians, think bikes, think golf carts, think buses, think commuter rail lines. We have to redefine the way we use land as it relates to moving people in and out of the city.

For Morrow, our goals for growth may reach as many as 10,000 residents, but as the city's roads and services now facilitate as many as 80,000 day time occupants, the 5,000 increase in residential population will have little impact on how we do business with the transportation system and services.

As stated earlier, there are a few street projects that will be targeted to decongest some major problems, or to help residents get around the day time traffic crunch. For the most part, roads are not the answer.

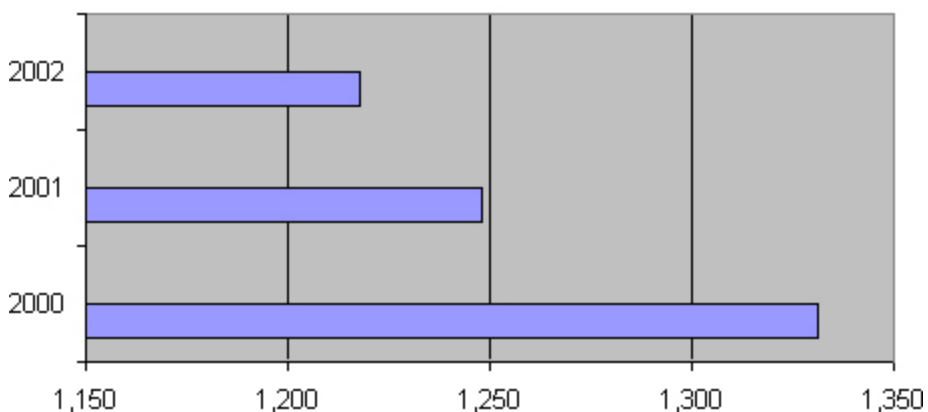
Using greenspace to develop environmentally friendly path systems, mixed use ordinances to arrest urban sprawl, building a train station to offer an alternative to getting in and out of the city, resisting the urge to build more and more streets, these are the solutions which best illustrate clarity as to how land use can make the difference.

### *Existing and Projected Intermodal Deficiencies and Needs*

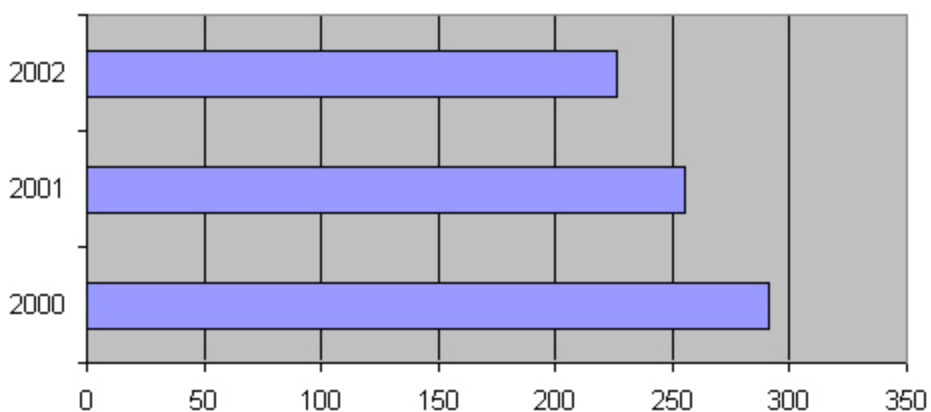
Upon completion of SR 54 bridge widening project, I-75 will incorporate HOV lanes. The widening of Lee Street will help manage the crunch at SR 54 and I-75. The train station along the Atlanta-Lovejoy rail line will allow commuters to stay off the roads coming in and out of Atlanta. A city-wide path system will support and encourage the use of alternate transportation. These projects address our current deficiencies.

The travel route most affected by traffic and traffic related issues, is State Road 54. This is evidenced with Morrow's accidents statistics. Of the five identified "hot spots" for accidents, four intersect SR 54, see charts below.

### Total Accidents per Year



### Total Injuries per Year



Risky behaviors such as speeding can lead to crashes, injuries and deaths. In Morrow, between 2000 and 2002, 3,797 accidents occurred and 772 injuries resulted from these crashes. These numbers, coupled with the public concern evident at neighborhood meetings and council meetings, illustrate the problem with traffic and driving related issues. The Morrow Police Department hopes to try innovative ways to reduce all risky driving behaviors, specifically speeding.



The previously identified “hot spots” for accidents will be assessed to determine whether or not additional signage will help reduce accidents.

Currently Morrow’s public transportation consists of five bus stops, two covered and three uncovered. Morrow hopes to transform these stops into comfortable, clean and safe structures that will promote ridership of C-TRAN, an arm of MARTA. Increased ridership may alleviate traffic congestion and positively affect air quality.

In addition to enhanced public transportation, city sidewalks can also offer an alternative to vehicular travel. While Morrow’s sidewalks are well maintained by our Public Works department, the connectivity of our sidewalks is lacking, particularly around busy intersections and business districts where they are most needed. The “disconnects” in the sidewalk system hinder the use of sidewalks as an alternative travel mode.

Like every other city, Morrow’s needs cover a wide variety of issues. Morrow’s transportation system and service needs range from sidewalks, to covered bus stops, to pedestrian walkways, to path systems, to rail lines, to mixed use ordinances to public awareness. How the city intends to secure the necessary changes is discussed in the follow section.

## **8.3.0.0: Goals & Implementation**

### **GOALS AND IMPLEMENTATION**

Morrow is constantly working to improve the city, heighten quality of life, enhance services and initiate quality growth. With so many plans for improvements, developments and services, there are many goals to achieve these ideals.

What is in the works? Road and Bridge improvements, path system, sidewalk connectivity, signal modification plans, commuter rail line, improved bus stops and a shift from old school thinking. A real challenge for any city, especially one removed from the metro area’s downtown, is to teach the public to expect people and bicycles to be on the road.

The following information highlights each goal:

#### *Roadway & Bridge Improvement Plans*

<b>Implementation</b>	<b>Roadway</b>	<b>Description</b>
2005-06	Morrow Station	Transit oriented streetscape project. This project is part of the T.I.P. and the project # is CL-AR- 243.

		Project consists of a road & sidewalk network, greenspace, train station, parking deck, and future building sites.
2005-06	SR 54 Bridge	State route 54 interchange improvements. This project consist of the widening of the Highway 54 bridge over I-75 to 8 lanes, entrance & exit ramp improvements, high mast interstate lighting, and streetscape . This project will be fully funded by the State of Georgia and is currently being managed by Moreland Altobelli and Associates. The TIP # is CL-059.
2005-06	Huie Dr.	This project consist of design and construction for upgrading the current roadway using curb & gutter, drainage improvements, driveway aprons, and sidewalks. This project will be funded by S.P.L.O.S.T. and the City of Morrow
2004-05	Lee Street	Projects consist of widening and construction of a two (2) lane roadway to three (3) lanes beginning at Southlake Parkway north toward Clayton College & State University.
2005-06	Lee St. Bridge	The Georgia Department of Transportation will construct a three (3) lane bridge over I-75 in the year 2005-06 to connect North and South Lee St. This project will be fully funded by the State of Georgia and is currently being managed by Moreland Altobelli and Associates. The TIP # is CL-059.
2004-05	Nolan Ct. Extension	Project consists of the construction of a 2 lane roadway from Southlake Parkway to Southlake Pavilion shopping area.
2005-06	Highway 54	Construction of a raised median beginning at North Lake Dr. to Harper Dr. In Gateway Village Development.

### *Pedestrian Paths*

With the recent award of a Transportation Enhancement grant, Morrow is closer than ever to realizing its vision of a city-wide path system. While the award only targets the first in several phases, preliminary engineering will soon start on the design for Morrow's path system.

An exciting opportunity for the city, the path system will prove an internal transportation system which offers an effective alternative to vehicular travel.

### *Sidewalk Connectivity*

Morrow’s ordinances require any news business owner to install sidewalks along their store fronts at the roads edge. This requirement kicks in when a business is built, changes owners or schedules major renovations. This aggressive ordinance will enable a project the city would otherwise not be able to fund. Ultimately, the new sidewalks built to comply with this ordinance, as well as the residential sidewalks that are slowly put in place, will lead to complete sidewalk connectivity throughout the city of Morrow.

*Traffic Signal Modification Plans*

<b>Location</b>	<b>Number</b>	<b>Description</b>
Highway 54	9	Project will include signal modification by the removal of outdated post and strain lines and the design and installation of steel mast arms poles. The project is partially funded in the TIP.
Clayton State Blvd.	1	Project will include signal modification by the removal of outdated post and strain lines and the design and installation of steel mast arms poles.
Mt. Zion Rd.	8	Project will include signal modification by the removal of outdated post and strain lines and the design and installation of steel mast arms poles.

*Commuter Rail*

The Atlanta to Lovejoy rail line has recently experience renewal when the cities with scheduled rail stations came together to present information to the Governor. If money is made available through the state that will be subsidized by the cites, Morrow hopes to see results.

Transportation is a key element of the Region’s economic development strategy. The commuter rail will play an integral and vital role in the Atlanta Region’s economic future.

There are six key benefits of a commuter rail:

**1. ACCESS: INCREASED WORKER MOBILITY**

A commuter rail will ease workers' access to the Atlanta job market and ease the ability of Atlanta area businesses to access services south of Atlanta. Commuter access has been identified as one of the key issues in attracting essential professionals in the future.

**2. ACCESS: CONSUMERS**

Retail shoppers, tourists and business travelers would all have greater access within the state if commuter service were available. The service would develop two way traffic; expanding and enhancing business opportunities along the commuter rail line by providing a reliable and predictable transportation mode. The Atlanta-to-Macon corridor could easily become the economic link to rural communities south of Metro Atlanta.

### 3. LESS CARS COMMUTING: SOCIETAL COST SAVINGS

A commuter rail will potentially increase the number of commuters by making commuting a more attractive option, thus decreasing large numbers of commuters clogging the roads. Commuter rail service will divert people from commuting by car and society would financially benefit by having less cars on the road. Some included savings are reduced stress on our road network, reduced congestion, and reduced accidents.

### 4. LESS CARS COMMUTING: ENVIRONMENTAL SAVINGS

Rail travel has been identified as an environmentally sound means of transportation. Fewer cars mean fewer greenhouse gas emissions and a healthier environment. The benefits of a healthy environment reach beyond our region and state. These benefits enhance our compliance with air quality standards.

### 5. LAND USE PLANNING

Transportation routes have always been a key element in land use planning. Whether the means of transportation were a river, a canal, the Atlantic Ocean or Interstate 75, if you build a transportation route, they will come. While the establishment of any new commuter service will be servicing current communities, such services will encourage further growth along those corridors. In our region, a commuter service would run parallel along the already stressed I-75 corridor south of Metro Atlanta (or "Southside"). The commuter rail will provide a development anchor for the Southside and encourage sustainable growth while reducing the stress on the already overburdened infrastructure.

### 6. COMPETITION

Commuter rail services from Atlanta to Macon will allow Southside communities to compete in the global economy. Currently, Georgia's dominant participants are within the center of metropolitan Atlanta. The expansion plans at the Hartsfield-Jackson Atlanta International Airport include a new International Terminal on the east side of the airport property, thereby providing a new gateway to the global economy. Clayton County's economic development initiatives include a revitalized State Farmers Market to include a center for international agricultural trade, and an international trade and business center for foreign entities to enter the U.S. While these initiatives are within the metropolitan Atlanta region, commuter rail is the link that will allow rural communities to prosper from these new endeavors.

*Covered Bus Stops*

The City's leaders understand the importance of public transportation and want to ensure that the residents of Morrow and the thousands of daily visitors have access to safe, clean public transportation by building covered bus stops. Currently Morrow's CTRAN (a MARTA branch) stops are located at Clayton State, WalMart, Southlake Mall, and at the intersection of Mt. Zion and Southlake Parkway, at the Circle K.

The stops at Southlake Mall and Circle K consist of a pole and a sign. The City hopes to build covered stops at these locations to promote rider ship by providing a safer, more inviting experience. If financial support is available, the City intends to build a covered stop in front of the Social Security Office. A heavy traffic area with the social security office, the Clayton County Tag office and near to the Municipal complex, this stop will provide a much needed service for anyone not able to drive themselves, including disabled and elderly individuals.

Looking at Morrow, in a "big picture" frame, these key locations will enable the public to travel in and around the entire City using public transportation in conjunction with existing sidewalk systems. That is, if the three covered bus stops are built, these stops and the two existing covered stops are connected to extensive sidewalks, enabling non-vehicular travel throughout most of Morrow's City.

Cities must retro fit existing infrastructure with old thinking "more asphalt, more vehicles," to new thinking, dense population which are walkable and pedestrian friendly. It is a tall order.

We must find safe ways to get people from one side of major travel corridors to the other. The operative word is safe. A crossing built to allow a 70 year old gentleman with a slow step, a professional laden with a computer and a rolling suitcase, moms with strollers, all the people who are in their cars now. Individuals will not give up their cars unless the alternatives are convenient and safe.

In order for Morrow to become a city widely traveled by foot and bike, there are three major travel corridors which must be tamed. I-75, Mt. Zion and SR 54/Jonesboro Rd. These busy wide corridors will need more than white lines on the road to ensure safety. Safe passage over, or under these roads will require a more dynamic approach.

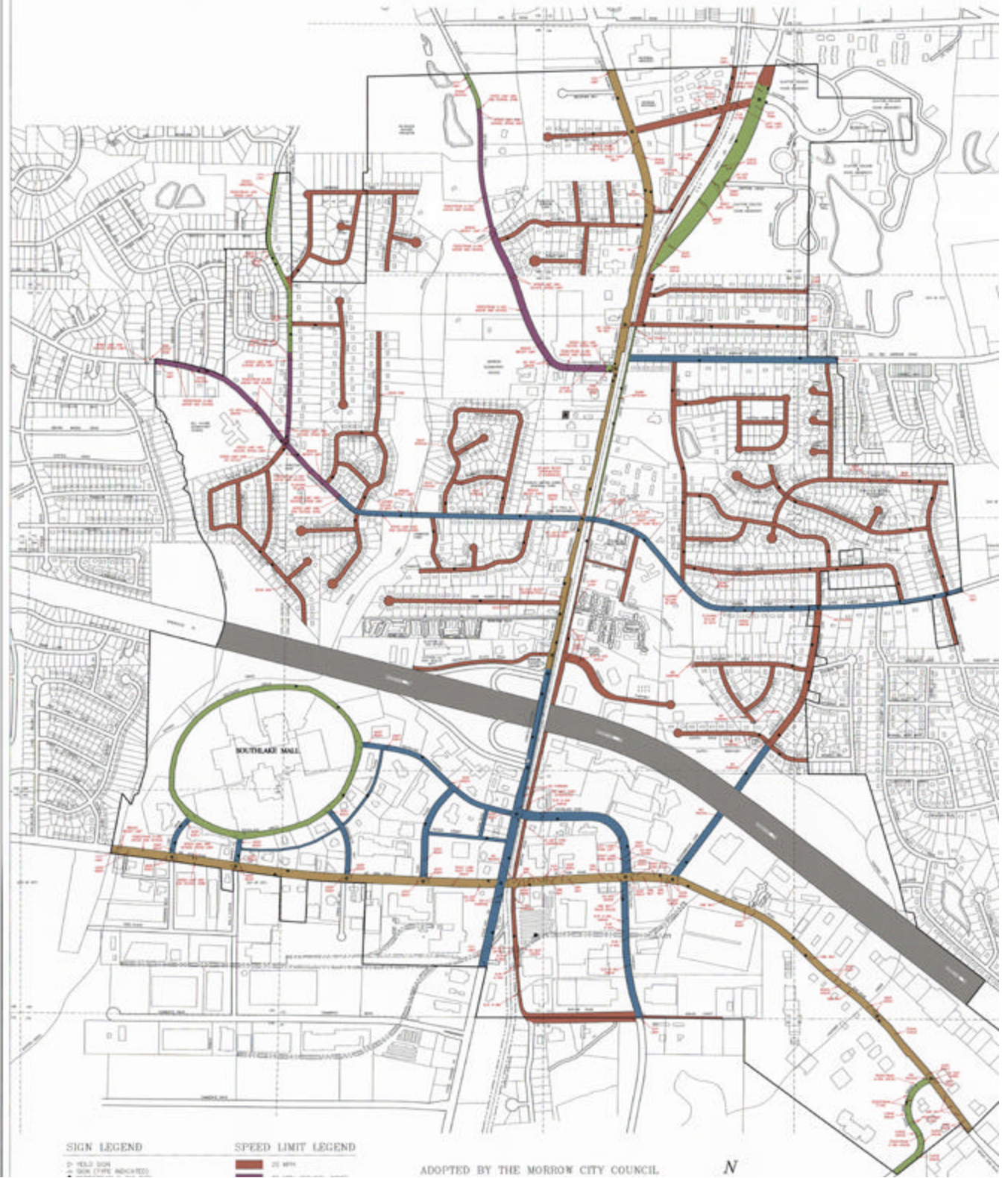
## **COMMUNITY VISION**

The dynamics of Morrow's future have been set by community leaders. The City must grow in order to reach maximum potential and retain the funding resources that provide the high quality of life and services enjoyed today. The City's ability to attract significant capital outlays for Gateway Village and Southlake Mall will pay economic dividends for decades. Mixed use zoning will gradually reverse the trend of commercializing the residential core of the city and offer a higher quality of life to residents. The 110 acres of green space provide recreational and transportation alternatives which connect the existing neighborhoods with Gateway Village, Morrow's new town square. The city's partnership with Clayton College and State University

enhances a vitality of growth; while proximity to Interstate 75, Hartsfield-Jackson Atlanta International Airport , and the Atlanta to Lovejoy rail line will cement Morrow's reputation as the economic and residential impetus for the Southern Crescent.



CITY OF  
**MORROW, GEORGIA**  
OFFICIAL TRAFFIC CONTROL MA



## Comprehensive Plan Conclusion

In the four short years since the 2000 Census data, Morrow has already undergone significant changes. It is important to understand that while 2000 Census data represents a snap shot of Morrow's history, it does not always exemplify the most current trends in Morrow's development. For example, Morrow has experienced as much as a 16% increase in housing since 2000. These houses reflect a more affluent segment of society and may suggest a more educated segment as well. In addition, where 2000 data suggests an Asian population of 630, familiarity with recent city growth and knowledge of new homeowners gives way to the assumption that, in fact, as many as 1,500 of Morrow residents are of Asian decent.

Just to name two, Morrow's most recent accomplishments include a scheduled 150 room conference center and 75 room Comfort Inn. These developments have only been secured in the last few months. As mentioned earlier in the Plan, the University will expand its dormitories to include 400 additional units. It is not only possible but likely that in the time between submitting the Plan and receiving comments from ARC, Morrow will have successfully annexed enough land to build 200 new homes with an RS-80 classification. That is in a city who 30 years prior to 2000 boasted virtually no new residential development.

Plans for a 200 space parking deck will be on the table by summer's end and the National Archives will be closer to opening its doors. Clayton County Water Authority will commencing phase two in the restoration of Jester's Creek and the City will be designing a walking path along that creek on the west side of town.

The City's face is changing. Even as we expand, areas target for annexation are done so within a boundary highly servicable by our existing facilities. In fact, for the current and future residents effected by annexation, their service levels will actually increase as they are positioned much closer to public safety facilities than before. Through PROUD, CERT and CPA we are changing the way we interact with the community, our expectations levels are constantly increasing, we have given top priority to issues as they relate to code enforcement, the housing values are increasing and with it the undoubted increase in educational attainment. Morrow is a warrior in the battle against neighborhood deterioration, economic decline, negative perception, excessive and unattractive advertising and overall community decay.





## **9.0.0.0: Optional Elements**

## **10.0.0.0: Optional Elements**

Under Construction

### **9.1.0.0: Optional Element 1**

## **10.2.0.0: Optional Element 1**

Under Construction

#### **9.1.1.0: Inventory**

## **10.2.1.0: Inventory**

Under Construction

#### **9.1.2.0: Assessment**

## **10.2.2.0: Assessment**

Under Construction

#### **9.1.3.0: Goals & Implementation**

## **10.2.3.0: Goals & Implementation**

Under Construction

### **9.2.0.0: Optional Element 2**

## **10.3.0.0: Optional Element 2**

Under Construction

#### **9.2.1.0: Inventory**

## **10.3.1.0: Inventory**

Under Construction

#### **9.2.2.0: Assessment**

## **10.3.2.0: Assessment**

Under Construction

#### **9.2.3.0: Goals & Implementation**

## **10.3.3.0: Goals & Implementation**

Under Construction

### **9.3.0.0: Optional Element 3**

# 10.4.0.0: Optional Element 3

Under Construction

## 9.3.1.0: Inventory

# 10.4.1.0: Inventory

Under Construction

## 9.3.2.0: Assessment

# 10.4.2.0: Assessment

Under Construction

## 9.3.3.0: Goals & Implementation

# 10.4.3.0: Goals & Implementation

Under Construction