

City of Morrow Comprehensive Plan Partial Plan Update 2009

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Synopsis of 2004 Comprehensive Plan

The City of Morrow's Comprehensive Plan was approved in 2004. This plan set out to assess the City's state and direction in terms of housing and population, services, economic development and transportation. The collection of the data necessary to complete the plan took the efforts of the entire staff, citizens, and elected officials, neighboring governments and stakeholders and data published by the Census Bureau.

In 2004, Morrow's housing was only starting to come out of a stagnant development phase, the school system had not yet seen its greatest challenges, and Morrow's economic development initiatives and grant funded opportunities were not yet realizing their potential. In 2009, however, we see a shift has taken place, a necessary shift to work towards our ultimate goals of smart growth, a healthy work force and job market, excellent public services and a sought after quality of life.

If there is one lesson that the City of Morrow and all its partners have learned well is that sometimes to get it done right, you have to do it yourself. Now this does not mean that collaborations with other agencies both public and private are not essential to success. No, it simply means that getting the ball rolling promptly and ensuring that it stays moving in the right direction is something we must do ourselves and now.

Born of this well learned lesson are new and improved zoning classifications, ordinances, development guidelines, neighborhood standards, city affiliated organizations, partnerships, infrastructure projects and economic development plans.

The Georgia Planning Act of 1989 established a statewide comprehensive planning process. In order to maintain their "Qualified Local Government" status, this act required local governments to complete their plans consistent with the Minimum Planning Standards and Procedures established under the Act. These minimum standards also identified six (6) topical areas or elements to be considered in the preparation of local plans. These elements included, but were not limited to, the following: Population, Housing, Economic Development, Natural and Historic Resources, Community Facilities and Land Use.

After carefully analyzing each of these elements, the city adopted the following goals and implementation as a part of the 2004 Comprehensive Plan:

1.1 Housing

GOALS AND IMPLEMENTATION

Expand housing market to add larger homes and create a broader range of living options with ordinances to set standards for lot size, building materials, square footage, fire suppression, landscaping, sidewalks, pedestrian lighting and greenspace.

Maintain value of established housing stock through code enforcement and neighborhood standards.

Annex residential areas contiguous to the city to enhance the health of the city overall by expanding the reach of our code enforcement, neighborhood standards, and street and landscaping maintenance and emergency services.

Progressive zoning classifications to accommodate mixed-use and other innovative developments.

Support the expansion of Clayton State University dormitories.

Completion of Gateway Village to increase opportunities for private development in keeping with new guidelines and zoning parameters.

For many years Morrow's residential community stayed very much the same. In 2000 the City saw its first new housing development in 30 years. With new housing, Morrow moved into a new era as city for not only the people who had always lived here but for homebuyers who were looking for bigger updated living quarters.

After the first new housing development met with such success, the City of Morrow soon hosted as many as five new housing developments with some homes encompassing as many as 6,000 square feet. Within the decade, Morrow went from a city that offered only established neighborhoods with quality but smaller home to a city whose housing stock hit a broad range even within its modest 2.5 square mile area.

Morrow continues to approach growth with sustainability in mind. Just because new homes are available does not mean that the older housing stock is any less important. In fact, focusing on

the vitality and maintenance of the established neighborhoods plays a vital role in Morrow's overall quality. Morrow plans for growth residentially and commercially and in order to ensure smart growth, many zoning codes, neighborhood standards, code enforcement initiatives and land use ordinances have been established.

The first was ordinance 1999-01. Perhaps the first step was Zoning Ordinance 99-01, internally a famous document. The document directly addressed conditions within Morrow's incorporated areas which, "[R]ender such premises or property to be unsafe, unhealthy, unsanitary, unsightly or unaesthetic to the citizens of the neighborhoods in which such conditions exist or in the community at large." And so it began with Zoning Ordinance 99-01 and continues today that Morrow's decision makers and planners are committed to quality growth and development. The goals for housing remain consistent from the 2004 Comprehensive Plan and have been effective for Morrow. Examination of the tax digest makes it clear that Morrow's housing value has increased as much as 40% over the last decade. Even in this strained economy those numbers still hold. Moving forward we will do more of the same, regulate residential development through strong neighborhood standards, monitor property through code enforcement, address housing needs with private developments which cater to smart growth and high quality, incorporate mixed use developments and require such developments with zoning.

Morrow believes that the available housing stock speaks to a wide range of income groups. The goal for the city is to move forward with mixed use developments. These developments have already been welcomed through the zoning codes. That is, Morrow designed areas which will only support new development classified as mixed use. These will require residential, commercial, retail and office space to be united in development projects. These designated areas can be identified on Morrow's Land Use maps. The area where such zoning is most concentrated is the Gateway development in and around the intersection of Hwy 54 and Clayton State Boulevard.

Like every other city in this aging nation, Morrow understands that housing for elderly residents will continue to be an important issue. As planners design and assemble master plans for the city's growth, senior housing is one targeted element. While many of Morrow's residents are seniors, currently there is no senior housing. However, the need for senior housing had been identified, certain areas pinpointed and the pitch is being made to ensure senior housing will be established within the city.

Morrow also has section eight housing. In 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.

Morrow has come a long way in the past five years and in no place is this more apparent than within the Gateway Village. This area has benefited from 2 LCI grants for a parking deck and a streetscape project, a TE grant for pedestrian walkways and TIP funding for a pedestrian underpass. These have all emerged in and around the Gateway Village making it an ideal place not only for private developers to incorporate mixed use elements but also for the future station on the Macon-Atlanta Passenger Rail. It was originally designated for that ten years ago and may yet see that goal realized. This entire Gateway Village is classified under the CUPD zoning (Community University Planned District.)

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, Super Wal-Mart, and Target and public services including but not limited to Morrow Tourist Center, State and National Archives and the Reynolds Nature Preserve, Clayton State University, Strayer University as well as being close in proximity to Hartsfield-Jackson Atlanta 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.

1.2 Community Services and Facilities

GOALS AND IMPLEMENTATION

Expand emergency staff as service indicators suggest it is necessary. That is, if our better-than-the-national-average response times increase, this may suggest we need to supplement our public safety staff.

Maintain a good relationship with citizens in a way that keeps lines of communication open and leaves the city accessible to those we serve.

Continue to plan for more recreational facilities and parks. The 2004 plan discusses pedestrian and bike trails, playgrounds, leisure parks, adult recreation and a community center.

Cultural opportunities need to be expanded. Perhaps art galleries, an amphitheater, community arts or similar opportunities should be sought after. In cities across America, these efforts have proven positive impacts on both the local economy and the overall quality of life for residents. The City's zoning codes and ordinances must be continuously amended to combat any developments, strategies or practices that have a detrimental effect on Morrow both commercial and residential.

Be proactive in helping Clayton County generate a more positive image. Morrow must take an active role in recovering losses suffered by the Clayton County Board of Education. Even if this role is merely to promote a positive image and strengthen economic development.

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. As top priorities, 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.

The goals for Morrow's Public Safety, Public Works and Administrative which were set out in the 2004 Comp Plan are itemized below:

Emergency Communications

2004 Goals

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

For our Communications Department all of the above referenced systems and services have been successfully achieved. The Emergency Communications Department has defined new goals especially as they relate to IT. The city's IT functions have been incorporated into the Emergency Communications Department and are both headed by Director Anou Sothsavath.

2009 Goals

Comprehensive interactive data system for police, court and communications

City-wide phone system
Wake up call service for senior citizens
EMD certification for all operators
CALEA certification
Wireless control for the IT Department over all city computers
Radio Console Upgrade
Back-up battery and generator system
Vehicle upgrade

Police Department

2004 Goals

Police substation along the perimeter 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

Some of the goals set out for the Police department in the 2004 Comprehensive Plan have been realize, some have not yet been accomplished and still others have been newly created.

2009 Goal Status and Updates

Mobile Data transmissions have been accomplished and continue to be enhanced and upgraded as needed. Likewise, patrol vehicles and radio equipment has been updated or replaced as needed. Digital photos are currently being utilized for permits and identification cards. However, the goals to build a substation along the perimeter of Southlake Mall are not yet in place and the computerized evidence inventory system in not yet in place.

The goals for the sub-station, inventory system and “alternate” vehicles for the pedestrian facilities are still in place. In fact, the sub-station for the perimeter of the mall has been somewhat redesigned in concept. Adjacent to Southlake Mall, the Morrow Downtown Development Authority and the City of Morrow are creating an entertainment district known as Olde Town Morrow. It is actually both an entertainment and historic district. This development is discussed in other elements of the update.

One component of the district is a security force headed by a Morrow certified police officer. This force will work only within the Olde Morrow development and will monitor and respond to public behavior and conduct, crowd control and security for retail and parking lots. Instances

which require sworn officers will be addressed through dispatching such officers to the scene. This security force will in effect be a substation for the Police Department.

Insofar as the goals for alternate police vehicles, one such vehicle has already been purchased with grant money from the Governor's Office of Highway Safety. There is a golf cart for the HEAT traffic team. But additional units will be needed to patrol and secure the many pedestrian and recreational facilities which are being installed throughout the city. Specifically the two miles of pedestrian and bicycle path system and the pedestrian underpass which are all adjacent to the recently completed LCI project area.

The inventory system is still an important feature for the Police Department. In fact, many systems will be enhanced as the Morrow Police Department works to achieve CALEA certification. Such an accomplishment takes a lot of work over several years. Morrow has been working diligently to reach this goal. The first focus is on the development of the policies and procedures. Each and every policy must be reviewed and assessed and amended to come into compliance with CALEA standards. Accomplishing CALEA certification is one of the big goals for the department moving forward.

Also included in the departments goals are the enhancements of the Criminal Investigation Division. The Morrow Police Department has a strong presence on the street. Yet, in the absence of a high rate of certain crimes, there is little experience to be had in crime scene investigations. Still, as the strained economy gives way to increased crime rates, specifically residential burglary and auto theft, the functions of CID are increasingly important. Several applications have been submitted to secure funding for the development of a well trained, outfitted and equipped crime scene investigation unit.

An ongoing goal for this Morrow Police Department is to ensure each and every member of the team is appropriately trained, well versed in the use of enhancing technology, maximizing education opportunities and focused on the mission of the department. This will include CVSA system, In-car camera upgrades, Intox 800 for DUI processing and vehicle and furniture upgrades.

Fire Department

2004 Goals

Replace ambulances as needed

Initiate mock simulations of emergency management drills

Expand critical incident command capabilities

All of Morrow Fire Department's goals have been realized. Ambulances have been replaced as needed, drills conducted and even command capabilities expanded. The first two goals are straight forward and the expansion of critical incident command comes to us in the form of the second fire station. Fire Station 2 is strategically located on the other side of the corridors which most impair emergency response. That is, if a train is on the track and there is a call, with only station one Morrow could only sit and wait for the train to move. Likewise, during traffic congestion hours, Hwy 54 and Mt. Zion are impossible to navigate quickly around the I-75 interchange. The stations new location within the southeast quadrant of the city, places emergency response teams and equipment in the areas that are otherwise barricaded under certain circumstances.

The location was strategically chosen to allow coverage in the areas most cut off from the main station during heavy traffic congestion. Fire Station 2 is located in an old warehouse space that was leased to the city for a dollar for forty years. The renovations were completed by firemen who are skilled in such craftsmanship. The Station opened in July of 2007.

2009 Goals

- Diesel fuel emissions neutralization system in the fire bays
- Remodel administrative offices
- Replace command vehicles
- Non emergency transport program
- Maintain all equipment to service standards
- Explore grant funding opportunities

Public Works

2004 Goals

Because the goals for the Public Works Department involve large tasks they will be addressed individually.

Expand bridge at SR 54 and I-75: GDOT is currently working on this project; it is a 50 million dollar investment.

Lee Street Bridge: Not yet in progress but still a goal for the department.

Continue to implement landscaping plans throughout the City: This goal remains a work in progress and will always be such as Morrow fully believes in reinvesting into neighborhoods and commercial areas to keep the health of the community up.

Implementation of ADA sidewalks and curb ramps: This is a goal that the city has made every private developer responsible for. In the development guidelines for any new commercial development, redevelopment or major renovation, every commercial entity is required to install sidewalks and lighting along the perimeters of their building.

Develop seven-acre passive recreational facility along Morrow Road and Jester's Creek: This goal has been realized with the construction of a pedestrian path that runs along the Jester's Creek corridor. Also along the path are two city parks, Huie Park and Millirons Park. Phases I and II of the path system were funded with TE dollars. In the future, additional funding will be sought to extend the path all around the city. This project is already targeted with a portion of SPLOST funding.

Extension of Lee Street: Not yet in progress but still a goal for the department.

Purchase land adjacent to police department for parking expansion: This goal has been reorganized as cost of the land makes it cost prohibitive.

Upgrade municipal development codes: On an ongoing basis, the municipal codes are reviewed, assessed and amended. This is always the case and will continue to be so going forward.

Replace warning signals throughout the City of Morrow: This task was accomplished.

Upgrade city park/playground equipment: With funding from the Land and Water Coordination Fund, the playground equipment at Milton Daniel Park was recently updated and the surrounding landscaping as well. Moving forward the park has been master planned for further development. Others parks have been built such as Millirons Park, Huie Park, Watterson Park, Newman Park and the beginnings of Barton Memorial Park have been put into place.

2009 Goals

Looking forward, the initiatives to expand parks and greenspace will continue. As mentioned, Milton Daniel Park has been master planned as well as the 44 acre Barton Memorial Park.

Pocket parks will be built as opportunities arise and recreation installments along the pedestrian corridor will be an important task. The goal is to make Morrow a place that is not only beautiful but that provides residents with the amenities that are important to them.

Adopt wetlands and watershed protection ordinances: These ordinances as well as ordinances which address the floodplains are adopted as needed and will continue to be done.

Continue street resurfacing program.

Paint all city buildings.

Replace dump truck and chipper truck.

City Hall

2004 Goals

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

A lot has changed in 5 years. But not change away from what Morrow's ultimate goal is, grow smart, grow effectively and build a great city. Looking at the goals set forth in the 2004 Comprehensive Plan, the concepts have not change but some details have.

Annexation has been established as a planning tool in the city. Not just for growth but control. Morrow has learned that the only way to control it is to have jurisdiction over it. That is, if the neighborhoods adjacent to our boundaries are deteriorating, then it is up to Morrow to take charge and fix them. It is difficult to fix what you do not govern. So Morrow has and will continue to annex residential properties in order to strengthen our city and the codes that regulate development and preserve value.

The City's ordinances have always played a vital role in managing development and redevelopment. From mixed use zoning to neighborhoods standards which include regulations on building materials, structures and fences, to commercial development guidelines, Morrow does not wish to leave anything to chance. The best way to protect our city is to build strong foundations which hold up under scrutiny of law.

One foundation that will be an increasingly important part of Morrow's future development is the Gateway Village. Two LCI projects have been completed, a pedestrian path system has been implemented and the GA passenger rail station site awaits the train's arrival. Plus located within the village are the state and national archives, the future site of Clayton County's conference center and it is all adjacent to Clayton State University. From this point forward the city will focus on private partnerships to develop the project area under the mixed use zoning codes.

While Clayton County is moving toward the goal of a hotel and conference center within the Gateway development, a conference center is also planned for a portion of the old Macy's space within Southlake Mall. The Morrow Downtown Development Authority purchased the Macy's building to avoid the placement of a retail outlet which was below standards. In doing so, the city was able to help Southlake Mall maintain its value. The mall is important to the city, the county and all its municipalities.

2009 Goals

Purchase any available land for greenspace and park development

Partner with the Morrow Downtown Development Authority and the Morrow Business and Tourism Association to develop market and promote Olde Town Morrow, Gateway Village and the Morrow Conference Center.

Seek funding opportunities to help meet the needs of the citizenry.

Train staff to deliver excellent customer service and to operate with strong job knowledge.

Facilitate the efficient running of the municipal court to include enhanced parking.

Maintain all public records in accordance with state laws.

Negotiate all occupational tax certificates, property taxes, sanitation services, permits and other administrative services in a professional and ethical way.

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.

1.3 Economic Development

GOALS AND IMPLEMENTATION

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. The Morrow Downtown Development Authority, the Morrow Housing Authority, the Morrow Business and Tourism Association, the Urban Redevelopment Board and the Morrow Planning and Zoning Board all signify a course of action which will revitalize, redefine, protect and enhance Morrow's economic development efforts and therefore its commercial and residential growth.

Maximize location and assets for Strategic Economic Growth:

Since 2004 Morrow has taken the responsibility of economic growth to its utmost. Looking at the trend in housing discussed earlier, the city knows that the commercial value should reflect the same trend as the residential value. That is, if the residential value has increased as much as 40%, so should the value of the commercial areas. This, unfortunately, has not happened and the City of Morrow is not going to sit and wait for the problem to fix itself.

Many strides have been taken to ensure the strengthening of Morrow's commercial value. The Morrow Downtown Development Authority took a more active role in redevelopment. A plan was set in place to purchase certain properties that were seemingly in a downward trend. These properties were purchased, renovated and then leased to the private sector. The importance of such decisions can only be understood when you can see the visual impacts to a major corridor when a once thriving building heads toward blight and then is turned around again with beautification, property management and a consistent revenue stream.

One of the biggest and more important projects undertaken by the DDA is the purchase of the blacked out Macy's space within Southlake Mall. The importance of the mall to the vitality of the entire county is unmistakable. Once this space was empty it was obvious that a new tenant could have an enormous impact on the mall's ability to survive. In a strategic move the space was purchased by the DDA and is now targeted for a conference center.

Located conveniently in the Southlake Shopping Center, our 24,000 sq ft facilities will be opening in November for weddings, corporate events, family functions and recreational events. There are 3 meeting rooms that seat up to 24 people in various seating configurations with full A/V capabilities. The full sized 6000 sq ft ballroom can seat up to 300 people in banquet style seating and potentially 600 people in theatre style seating. The ballroom can be divided into 4 separate usable spaces. A full catering kitchen will support the ballroom as well as a lounge area with built-in banquet station as well as break-out stations to service the meeting rooms. The conference center is being built to IACC and Marriott to ensure the facility is built to a high standard in the industry.

Future potential for the Morrow Conference Center includes a full restaurant that would have the option to service the ballroom as a caterer as well as 60,000 feet of retail space behind the center to be leased out. There is expandability in the lower level of the facility that may include a fully functioning theatre. There is space adjacent to the Conference Center for a hotel to build in and potentially offer a partnership with the Conference Center.

Build Up Tourism and Create Destination Locations:

Since 2004 Morrow established the separate organization of The Morrow Business and Tourism Association. As its own entity, the MBTA is able to maximize all opportunities related to tourism and business development. The Morrow Tourist Center is a city owned building that was constructed at no cost to the tax payer using hotel/motel taxes. In 2008, there were almost 20,000 visitors to the center. The Center is utilized for functions, meetings, exhibits and family gatherings and is also the facility where the city conducts many of its neighborhood meetings. Tourism initiatives are often about marketing. It is necessary to let people know who and where you are and what you have to offer. These issues have been addressed with billboards, feature magazine articles, tour groups, local media, trade shows and the like. Morrow will continue to build its marketing campaign for the city in general and for specific destinations.

On such destination that has enjoyed a lot of attention is Olde Town Morrow. This project was born from a business development perspective, specifically the revitalization of the Southlake Mall area. In an area challenged by its surroundings, Morrow planners had the idea to create a business district with a collaborative component. Small businesses could come into the district and benefit from locating within a destination area and its branding and marketing.

It is an exciting project that offers a completely new concept for an entertainment district. The historic homes will provide quaint spaces for restaurants, taverns, tea rooms, ice cream parlors, bars, shops, galleries, boutiques and other shopping experiences. The grounds will also include a central fountain, beautifully landscaped areas to host music, theater, weddings, parties, etc, and the possibility for two hotels. A replica of *Gone with the Wind's* Tara Plantation will occupy one corner of the district and will house a bed-and-breakfast inn. Other unique features of the site include mixed use office/condominiums, a fully functional stage, several gazebo seating areas, lighting and a full music system. Residential townhome or condo units are also being considered. This site is exclusively for pedestrians; there will be NO PARKING permitted in the district. However, there will be plenty of available parking across Jester's Creek at the Mall. A magnificent covered wooden bridge which reflects a craft more than 150 years old welcomes guests to enter and enjoy all that Olde Town Morrow has to offer. All establishments will be serviced through an innovative distribution center, part retail shop and part warehouse serving as the transfer point for all goods used on site. Trucks will off load goods into the warehouse and then goods will be distributed by non-polluting, quiet motorized carts.

The value of Olde Morrow continues to grow. First it works to revitalize the Southlake Mall area. Second it saves historic homes from destruction. Third, it answers a call from the citizens of Morrow, building a downtown. Fourth, it creates a destination location to boost the local economy. Fifth, it gives an opportunity for smaller businesses to belong to a cooperative commercial movement. The business within Olde Town Morrow will benefit from the attention

and marketing of the overall development when the funding for individualized marketing may not be feasible for them.

Even now as the city plans, the infrastructure materializes, the housing attracted endless attention, even now we probably underestimate the value of this development and the impact it will have on this entire county. The old saying is “Location, Location, Location.” If that old saying has any gas left in it, the Olde Town Morrow is about to take it out for a spin and see what it can do. To oversee and enhance the progress of Olde Town Morrow, a Main Street Coordinator was put in place. While most Main Street Coordinators are dealing with main streets or downtowns which are already established, Morrow’s Main Street Coordinator is staging the districts development from literally the ground up. This position is in place the fill the spaces, make the tenants happy, help them succeed, market the district, organize events and exposure, work with business surrounding the district to create relationships and partnerships. There is a lot of excitement about Olde Town Morrow from all over the state. And Morrow expects the first tenants to set up shop as early as the fall 2009.

In additional to Olde Town Morrow, the Gateway Village will continue to grow into a destination location. The district will be built around the passenger rail station, which is on the future Atlanta to Macon rail line. Both LCI projects, the Streetscape and the Parking Deck have been completed. The new dorms for the college are also completed as well as the athletic center. Nearing construction is the pedestrian underpass which will allow direct access to the pedestrian path system and the Clayton County Development Authority’s property which is targeted for a garden hotel. The CCDA is currently renovating an old home on the property to work as the office while the hotel is being planned, designed and ultimately constructed. The Gateway Village is also home to the National and State Archives and represents the first time these entities have shared a location.

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. The Gateway development, and other designated zoning for mixed use are important to the Region’s goal of arresting urban sprawl.

Passenger Rail

The economic value of the passenger rail makes it a critical piece in economic development. It is also a critical piece of the regional transportation plan and ultimately critical air quality

mitigation. For the purpose of Economic Development, the impacts of the passenger rail are explored at length in the attached information.

(Attachment 1 - Commuter Passenger Rail – CD information)

Zoning and Economic Development

Too often cities can get in the way of their own progress. We want private developers to come in and build, bring business and boost the economy but we put up barriers with zoning. The City of Morrow has developed zoning that will attract private development, especially within the targeted economic hot spots of LCI and Gateway Village, the Global Marketplace and the Olde Town Morrow. However this zoning does not depart from smart growth strategies. Zoning is discussed at length within the land use section of the update.

Urban Redevelopment Plan

This Urban Redevelopment Plan was created by the Economic Development Department of the City of Morrow for the purpose of aiding in the proactive redevelopment of major sectors of the City. The Plan for the District specified within the City will outline the overall purpose of the Plan, the boundaries of the Urban Redevelopment District, the organizations and institutions involved with carrying out the Plan, and specific projects within the Urban Redevelopment District.

The City Council of the City of Morrow and the Economic Development Department have also made studies of the location, physical condition of structures, land use, environmental influences, social, cultural, and economic conditions of the urban redevelopment district and has determined that the district has areas that are slums, blighted, and deteriorating and is detrimental and a menace to the safety, health and welfare of the inhabitants, and users thereof, and of the locality at large.

(Attachment 2 - The Urban Redevelopment Plan)

Morrow Housing Authority

The Morrow Housing Authority was established in 2008 along with a Board of Commissioners. The need for this organization arose from the condition of the Section 8 Housing located within the City Limits. While the addresses cannot be identified in this document, there are 42 residential units which are supported by vouchers through the Jonesboro Housing Authority. After the conditions of these residential homes continued to decline into unlivable, the City of Morrow decided it would no longer sit back and watch citizens suffer when the City had the

power to get involved and make changes. As a result, the City of Morrow exercised its right to be detached from the Jonesboro Housing Authority and created its own. The goals of the Morrow Housing Authority (or “MHA”) were to target three homes each year for renovation until all the homes under the Section 8 classification were restored to better than simply livable. It is exciting to report that only halfway through 2009 that goal has already been met. Therefore, the MHA has seven months left to see how many other lives can be positively impacted.

The creation of this authority has been met with opposition. But the MHA is working closely with Congressman Scott’s Office and the Regional Housing Authority to ensure that the process it worked through in a way that is mutually beneficially to all parties, especially the citizen.

20 Year Master Plan (MP20)

Who knows the city better than the people who helped build it? We say, “No one.” Two of Morrow’s most knowledgeable staff members who collectively represent more than 60 years of work with Morrow came together to plan. Additionally, four members of the Mayor and Council have 118 years of experience between the Planning and Zoning Board and the Council. When something that simple and logical happens, the results are great visions, concepts and possibilities. While the Master Plan 2008-2028 was presented to the council in February 2008 it was written and adopted with the understanding that it is a robust and dynamic document, one that will continue to expand based on its original goals. These goals are to maximize Morrow’s value and resources, build and development with smart growth and sustainability and to respond to what the citizens want and the elected officials believe to be the most beneficial long term decisions.

The MP20 addresses such planning components as senior housing, recreational expansion, activity center connectivity, street development, greyfield development, infill development, parks and recreation, pedestrian development, annexation, building a downtown, economic development, housing, revitalization and many other tools for planning and development. It has proven to be an invaluable resource already and will continue to help facilitate the initiatives necessary to execute Morrow’s vision. The plan, its narrative and library of drawings which illustrate our vision in a way words cannot is included in its entirety in the Comprehensive Plan Update. For the purposes of the Comp Plan, however, the MP20 will only include the original plans and all additions through June 23, 2009. This will ensure that all rules surrounding the Com Plan in terms of public review and comment will be met.

(Attachment 3 –Master Plan 20. Attachment 4 – CD information Master Plan Drawings)

Summary of Economic Development

It is difficult to separate anything from economic development. Truly anything that makes a city prettier, cleaner, safer, more fun, more competitive, more visible, more accessible will ultimately impact a city's ability to attract traffic and ultimately businesses. A passenger rail is as much about economic development as it is transportation, keeping neighborhoods beautiful and sought after will impact economic development as much as it can impact housing. In the end, a community can only thrive if it can generate revenue for itself and its businesses. Morrow understands that while certain initiatives are more traditionally considered to be "economic development" that in the end economic development is just one spot on a continuum.

As discussed earlier, the goal for Morrow is to bring the value of the commercial district up, to be at least consistent with the increase in value of the housing stock. Local governments must take a more active role in development and redevelopment. This theme is accentuated across the region and through our MPO, the Atlanta Regional Commission. But this role cannot be a government only endeavor; it will take public/private partnerships and citizen support.

Morrow will continue to exceed expectations. Not just the expectations of those in other cities and counties but more importantly the expectations of our citizens. We will continue to build a city that will be a source of pride for the people who choose to call us home. Even when the economic environment is challenged, even when the county around us struggles with politics school systems and plummeting value, Morrow will persevere; but it will not happen accidentally. Planning, risk taking, commitment, efficiency, innovation, knowledge, strategy, vision, courage, intelligence, the list goes on for what it takes in a team to accomplish so much even in an "against all odds" mode of operation. Morrow hopes to transcend any preconceived notions about "the Southside". In fact, Morrow wants not only to transcend such notions but to redefine them.

1.4 Natural and Cultural Resources

GOALS AND IMPLEMENTATION

Public Involvement and Awareness

The City of Morrow continually strives to involve the public in its current and future needs and planning. Public involvement and community meetings really work two ways. They certainly benefit the citizen and give them a chance to voice not only their concerns but also their ideas. It keeps officials in touch with what their community needs. But meeting with the public and seeking their involvement also gives officials, planners, public works and public safety an opportunity to educate citizens.

An educated public, a public who is more aware of not only how things work but also how they can help is an active public and therefore a better partner. These partners are valuable advocates and participants. They can help spread the word, improve services and come to understand how each person can make a difference. The City of Morrow never wants to miss an opportunity to reach out to citizens. Community Round Table meetings, PROUD meetings, Citizen Corps, Tourism volunteers, Home Owners Associations, church and social groups all offer opportunities to connect to, learn from and educate.

Expansion of Greenspace and Recreation

Morrow hopes to build more recreational facilities parks and amenities for the community. The long term vision for creating such facilities is almost limitless. There is what we visualize now, and what concepts will come online with every new opportunity. The targeted initiatives will include but are not limited to additional pedestrian path system, dog parks, skate parks, wild life preserves, ponds, amphitheaters, community arts, community centers and facilities, festival sites, community and social events, playground installments, bike/walking trails, greenspace, sidewalks connecting citizens and visitors to amenities activities and services, interactive fountains, physical fitness components and the like.

A decade ago Morrow became involved with a program through the ARC known as the Livable Centers Initiative. During this same time, Morrow was recreating itself with aggressive codes and innovative zoning to get a hold on the conditions of the residential housing stock, as well as future development for both commercially and residentially zoned properties. It would take several years to take shape but as early as 1999, Morrow's growth philosophy focused on now standard development jargon - smart, feasible and sustainable. As these new guidelines for development and standards for neighborhoods came into play some overriding themes became apparent.

Property values were a cornerstone of the health of a community, the right kind of new business will heavily impact Morrow's sustainability, zoning codes had to reflect and steer the direction of our growth and recreation and parks were essential to the community's quality of life. To speak specifically to the need for both parks and recreation, Morrow began to implement the identification, design and construction of pocket parks. Ultimately these pocket parks will be placed in every community throughout Morrow. Of course, the availability of funds and the support of the residents will drive such decisions. Currently there are eight pocket parks placed around the city.

The parks are not just arbitrarily built. The first step is acquiring the land. Sometimes it may be that the city already owns an appropriate piece of land, some has come through donations and

still others have been acquired at costs below value with some incentives or trades. Once the land is marked for a park, the city then assesses the neighborhood. This is done either through general knowledge of longtime staff members, various boards, police personnel who are assigned to those areas for community policing efforts, public hearings or simply active citizens who can assist with our assessment. The neighborhoods with children, for example, may get a park with playground equipment. Those neighborhoods primarily occupied with older residents may have a picturesque park beautifully landscaped, with brick pavers, and nice benches. Often times the parks do not offer parking. The parks are designed for the enjoyment of the neighborhoods in which they are built and therefore easily accessible by walking or biking.

The pocket parks and their locations are listed below:

1. Hammack Park – Corner of Hammack Dr @ Morrow Rd
2. Sorrow 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
6. Frost and Thelma Ward Park along Meadowbrook Lane
7. Ed and Ethel Huie Park – along Jester’s Creel trail off Reynold’s Road
8. Melvin and Jean Newman Park – off Reagan Chase

In addition to the eight pocket parks, there are three city-owned parks for the enjoyment of residents and visitors. Also partially located within the city limits of Morrow is the Reynolds Nature Preserve. This preserve is operated by Clayton County.

Jim and Peggy Millirons Neighborhood Park

This 1 acre park was built not only to honor Morrow’s longest running Mayor Jim Millirons and his devoted wife Peggy, and it was not only built to offer a wonderful leisure opportunity for the neighborhoods of Continental, Hammack and Graceland but it also serves as a logical termini for Phase II of Morrow’s Jester’s Creek Pedestrian Path System. This phase of the path system is currently under design and will move into construction within the next 12 months. The Millirons Park is a jewel among Morrow parks and features a beautiful marble trail, a large mill wheel on a wooden frame and a gazebo, picnic tables and benches.

Barton Memorial Park

This 44 acre park was once targeted for residential development. Several times over the past few years developers have come before the council to commence the process of developing the land for residential units. The council was also approached by citizens during this time, citizens who were crying out against the prospect of the development. But as the Mayor and Council

explained to those citizens, unless the city owns the property, the development cannot be controlled outside of the parameters set by the zoning and city ordinances.

Through relationships set in place decades ago, Mayor Jim Milliron was able to negotiate the purchase of the Barton property at a fraction of its worth. In turn the family received a tax credit and also had the right to deed restrict the land use indefinitely. Therefore, this acreage, once threatened by development is now protected as a park and recreational outlet known as Barton Memorial Park.

Charles Milton Daniel Park

Charles Milton Daniel Park (or “Daniel Park”) is the park adjacent to city hall. This park is a destination for many residents and neighbors. The 4.9 acres of Daniel Park has recently been master planned to include the expansion of the playground, the expansion of the parking facilities, the expansion of the walking path, the connectivity to neighboring areas and the development of new amenities and a small roadway to open the park up to the future senior development.

Currently the park provides:

A one quarter mile lighted walking track, exercise equipment, updated 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 and last year this park hosted the new Christmas in 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.

(Attachment 5 – Milton Daniel Park Master Plan)

Reynolds Nature Preserve

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.

Morrow Event Field

Located off Reynolds Road along the pedestrian path, this large field plays host to one of Morrow's biggest community events, Summerfest. In the future Morrow foresees multiple uses for this field especially now that it sits along the pedestrian path system.

Protect Natural Resources

Morrow wants its citizens and visitors to be good stewards of the land. To encourage such behavior, many ordinances are in place to address actions which jeopardize natural resources. Also there are ordinances in place to regulate diminishing natural resources. These include regulations on trash, water usage, yard debris, dumping, littering, noise, building materials, tree removal, landscaping, yard maintenance and the like. Writing ordinances, however, cannot be effective without a commitment to enforcing the codes. Code enforcement is a priority for the City of Morrow and always has been. In fact, it is arguably the most effective way to keep ourselves ahead of the game.

The Public Works Department does a great deal to ensure our natural resources are protected and maintained. Street sweeping, park maintenance, garbage and yard waste removal, waterway monitoring, grounds keeping, public landscaping, debris removal, sanitation and right of way maintenance are all a part of the regularly scheduled activities that Public Works executes. 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.

Our Water Supply Watersheds are protected under the Clayton County Watershed Management Plan. Also, all developments must meet the criteria in the Georgia Storm water 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. 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.

Jester's Creek which runs through Morrow is currently being restored in phases by the Clayton County Water Authority. Morrow partnered with this project early on and is excited to see the phases continue. This project works in tandem with Morrow's pedestrian path system, though the two projects are completely separate in terms of funding and sponsorship. The restoration of Jester's Creek is in excess of 4 million dollars.

Development Guidelines

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. The city has regulations that provide for the development of fee simple townhouses. They offer several incentives that require developments to provide 15 percent of the developable area for green space and recreational facilities. The City of Morrow has Mixed Use Zoning for redevelopment purposes. These zoning ordinances have greenspace requirements built in. The regulations also require tree replacement, landscaping, minimum buffers and protection of flood plain areas.

The city will continue to encourage conservation through a higher density per net acre with recreational facilities set aside for the community.

Creating Cultural Resources

Where Morrow is deficient is in historical, cultural and archeological resources. We can really change the archeological resources and even the historical resources can be challenging. However, even though it is not Morrow's history, the utilization of historic homes to build Olde Morrow does offer Morrow at least some historic value. Where we can change this deficiency is in the area of cultural resources.

There is the nationally recognized Spivey Hall which is located on the Clayton State University campus and that university is partially within the city limits. But Morrow hopes to further develop its cultural resources within the Olde Town Morrow district and the old Macy's space that was discussed earlier.

There has recently developed a Morrow Arts Coalition. This effort was initiated to try and develop the arts with the city and Clayton County. The coalition is lead by the Morrow Business and Tourism Director and includes members from throughout the greater Clayton County area. The sole purpose of this organization is to explore the benefits of the arts for a community, the opportunity for arts and the revenue burden and funding opportunities. What research shows is that art can stimulate the economy and provide an important social component for any community.

Because stimulating the economy is just what economic development hopes to achieve, a portion of the Morrow Conference Center has been designated for an intimate theater. This project will be important to the areas vibrancy. Additional projects to enhance Morrow's cultural resources will include a small art gallery within Olde Town Morrow and the city is exploring a public/private partnership that will recreate Gone with the Wind's Tara, also within Olde Town Morrow.

1.5 Land Use

GOALS AND IMPLEMENTATION

Neighborhoods

The City adopted Ordinance 2009-06 updating the overall regulatory structure of the Zoning Ordinance.

The City's Mixed-Use Development District (MU) allows residential and non-residential uses that promote business viability, neighborhood preservation and public safety thereby encouraging a traditional live-work environment.

The City's Community University Development District (CUPD) incorporates build-to lines in lieu of front setbacks, applies design guidelines ensuring traditional development patterns and encourages a live-work environment.

The City's RS-80 Single-Family Residence District protects existing traditional residential neighborhoods while allowing future residential developments more flexibility within the buildable area of the lot, encourages the installation of various improvements to enhance the aesthetics of the development, encourages a higher density per net acre with recreational facilities set aside for the community.

The City's updated Zoning Ordinance adequately addresses traditional residential and non-residential neighborhood developments with pedestrian activity. The City will continue to enforce and strengthen existing ordinances and amend as necessary as growth occurs.

Infill Development

The City's Zoning Ordinance encourages a higher density per net acre with recreational facilities set aside for the community. The Mixed Use and CUPD Districts encourage developments with a live-work environment.

The City has purchased 200 acres of undeveloped land and designated the acres as green space thereby eliminating the possibility of development of undeveloped land that was once slated for commercial uses.

Sense of Place

The City has in place a 20 year Master Plan which includes the proposed Town Center, a transportation network, street level offices, restaurants and retail shops, parks and green space. A mixture of homes, including single-family structures, condominiums and townhouses are incorporated in the plan. The 20 year Master Plan encourages community focal points that are attractive, mixed-use, pedestrian-friendly, and gives our community a live, shop, work and play environment.

The location of the proposed Town Center is planned to minimize disruption to the area.

The proposed Town Center will serve as a strong magnet for population and business growth. With the development of the Town Center, Olde Town Morrow and Gateway Village, the City will be embarking on the path that will realize the vision of our 2004 Comprehensive Plan.

The city will continue to promote itself and all the opportunities here through websites, tourism advertisement, network involvement and community sponsorships. The city will also continue to encourage and seek public/private partnerships for development while investing in partnerships with other cities, counties, regional associations and state agencies

1.6 Transportation

GOALS AND IMPLEMENTATION

Road and Bridge Improvements

One of the most visible investments the City of Morrow makes back into the community is the maintenance, enhancements and beautifications of our roadways. When we pave roads, we don't just cover them; we mill them down and repave them. This ensures that the integrity of the curbs and gutters are always intact. The storm drainage, therefore, works properly and helps not only lengthen the life of the road but also the aesthetics of the right of way. Landscaping and maintenance is a priority as Morrow understands the importance of the City's general appearance and beauty.

In addition to a re-paving schedule, landscaping and maintenance roads throughout the city are adorned with specialty signage, all consistent from neighborhood and even within the commercial areas. The signs would include stop signs, speed signs, special notification signage, etc. Furthermore, the interchanges in Morrow are dressed with mast arm street lights and road signs. These efforts keep Morrow appealing to residents and guests but more importantly the help Morrow create and maintain a sense of place in and out of Morrow neighborhoods and districts.

To further the sense of place on Morrow roadways, each neighborhood is identified with prominent markers which are all landscaped and lighted. Residents take pride in these markers and in many cases the residents themselves maintain the landscaping around the markers. The entrances to neighborhoods are also decorated with brick pavers that add a simple yet effective measure to beautify the community.

Often times, individuals who are not aware that they are in fact outside of the city boundaries will come into City Hall and request one such marker. Regrettably we must inform these people that this is a service provided for Morrow residents only. In the process of past annexations, we hear many potential residents comment on how they want to look like a Morrow neighborhood. When a neighborhood is annexed, Morrow explains that it will take two to two and a half years to bring a new neighborhood up to Morrow's standards and these beautification measures are primarily through the street and right of way improvements.

The bridge improvements at the I-75 interchange and the intersection improvements along Highway 54 is an enormous project which will cost in excess of \$50 million. The project will turn Highway 54 bridge over I-75 to 8 lanes, entrance & exit ramp improvements, high mast interstate lighting, and streetscaping. The mast arms which are Morrow's standard for intersections were not covered in GDOT's costs. However, in order to be certain that the improvements not only maintained the sense of place but were also the best quality according to city planners, Morrow paid the difference to get what was best for the city.

The City of Morrow never wants to take a step back to take a step forward. Forward is the only direction to move otherwise challenges may overcome the effort. For this reason, when GDOT wanted to install the chain link fences which are now decorating bridges throughout the state, the City of Morrow opted not to accept this change. "Why?" Because the visual impact was too damaging for the City's only entrance off the Interstate and the point where many will formulate their first impression of what Morrow is.

In Morrow, all roadway and bridge projects are in compliance with state mandated requirements. Unless the job is accomplished in house, they are bid out for the best and most reasonable bid. Roadway and bridge projects can be costly and take a lot of time. Many of the goals laid out in the 2004 plan have not yet been realized but are still targeted.

The following information highlights each goal:

Roadway & Bridge Improvement Plans

Implementation	Roadway	Description
2010-2013	Lee Street	Projects consist of widening and construction of a two (2) lane roadway to three (3) lanes beginning at Southlake Parkway toward Clayton State University.

2010-1011	Nolan Ct. Extension	Project consists of the construction of a 2 lane roadway from Southlake Parkway to Southlake Pavilion shopping area.
2011	Highway 54	Construction of a raised median beginning at North Lake Dr. to Harper Dr. In Gateway Village Development.
2010	New Road	In Milton Daniel Park Master Plan
2010-2012	Millirons Way	Connectivity within the Gateway Village
2009-2010	Olde Town Morrow	Road system within Olde Town Morrow
2010-2011	John Robert Drive	Alternate outlet to Hwy 54/Morrow Road
2010-1214	Annexation	Upgrades to all annexed properties

Bike and Pedestrian Facilities

Morrow has received two awards through the Transportation Enhancement program to design and construct the first two phases of the Jester's Creek path system. The first two phases are approximately two miles in length. This is only the beginning of what Morrow plans as a city-wide bike and pedestrian travel corridor.

Also funded was a TIP project for a pedestrian underpass that affords Morrow an otherwise lost opportunity to facilitate walkers and bikers when crossing Hwy 54. The underpass is located at Clayton State Boulevard and Hwy 54. The significance of this location is that it is within the Gateway Village and connects the University, both State and National archives, LCI project area, Clayton County garden hotel, the pedestrian path system and therefore many Morrow neighborhoods.

These projects are all scrutinized by GDOT, elected officials, stakeholders and definitely the citizens. When this kind of activity is afoot, a lot of people come by and call to find out what is going on. Citizens and visitors are generous with their praise of the City's effort to make things better and to reinvest in the community. All these initiatives and many initiatives moving forward are supported by zoning, master planning, redevelopment plans and the like. But as much is being done, there are many more pieces of the transportation puzzle. Moving forward, the city anticipates:

Crossing I-75, either with an underpass or overpass

Phase and connectivity joints to extend the path system on the city's west side

Pedestrian path system development on city's east side

Concepts for such connectivity are currently in place for Phase III and Phase IV and all future phases, Wal-Mart connectivity, Barton Memorial Park, Milton Daniel Park, Tourist Center, Southlake Mall and Olde Town Morrow, all of Morrow's residential areas and Clayton University.

Sidewalks with pedestrian components built to standard and maximizing connectivity

Bicycle Facilities in and around activity centers

Breezeway from rail station to parking deck

Public Transit

A full service public transit is provided throughout the City 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.

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. Morrow will not, however, support the existence of bus stops that are merely a pole in the ground. It degrades the aesthetics of any area and begs for trash, debris and makeshift seating from shopping carts, crates or even discarded furniture. These conditions are not conducive to any smart growth objective.

Sidewalk Connectivity

Morrow has had in place for sometime ordinances which require Morrow standard sidewalks and pedestrian lighting for any new business, owner transferred or redeveloped business.

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.

The majority of collector roadways in the City have sidewalks in place. The city will continue to work toward a comprehensive sidewalk system.

Commuter Rail

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. However, the burden for operations and maintenance will fall on the shoulders of the local

governments who are directly impacted by the rail with designated rail stations. Though local governments do not have to be in it alone, there are enormous partnership opportunities with private businesses that will benefit from operation of the rail system.

(The Commuter Rail is addressed at length with Attachment 1)

Transportation Summary

Transportation is important to all of us, not one person isn't affected by it in some way. Morrow planners understand that in order to have people move efficiently in and around the city, the transportation system cannot just be roadways. The popular term is multimodal and that is exactly what Morrow is planning to become. In order to ensure such planning comes to pass, Morrow must remain in compliance with all standards set out not only by the state by also local boards and authorities and within adopted Master Plan concepts. The city must also monitor traffic related issues and address the issues, promote bike and pedestrian traffic by keeping such facilities clean and safe, facilitate in anyway the coming of the passenger rail, seek funding to support alternative travel opportunities, maximize connectivity to minimize traffic congestion, incorporate innovative initiatives, build up the pedestrian path system until it is a city-wide pedestrian facility.

1.7 Intergovernmental

GOALS & IMPLEMENTATION

Coordinated Growth

Intergovernmental coordination mechanisms and processes will continuously be explored with other jurisdictions adjacent to and that impact Morrow in order to implement the policies of this Plan, including adjacent local governments, school boards, special districts, housing authorities, Chambers of Commerce, tourism boards, development authorities, and other units of government providing services.

Morrow will continue to exercise and 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.

Clayton County and the City of Morrow are in contact through various departments and organizations in the areas of land use around City boundaries. These channels are beneficial during the annexation process and throughout major developments which impact the region. Another tool is our involvement in Leadership Clayton. Each year Leadership Clayton engages

emerging leaders in a nine-month program that broadens their knowledge of the issues, sharpens their leadership skills and challenges themselves and others to seek solutions to the issues affecting our community. The goal of this effort is simple. The initiative is in place to create an active network of informed citizens and stakeholders to guide the future. Leadership Clayton encourages people to become trustees of their community, to become leaders and work for the common good by working and learning together.

The City of Morrow will make every effort to facilitate surrounding governments when opportunities for development arise but only when those developments have positive impacts on the city, county and region at larger. The city will continue to participate in forums which address issues that impact the county and region and support any effort to share information.

Regional Coordination

The City of Morrow participates, communicates and takes cues from many regional and state organizations such as ARC, DCA, Georgia Downtown Association, Atlanta Chamber of Commerce, Clayton County Chamber of Commerce, Georgia Municipal Association, Congressman David Scott's Office, to name a few.

Archway Partnership Program

One major effort for coordination with Clayton County and major stakeholders has been the Archway Partnership Project through the University of Georgia. A key function of the Archway Partnership is the linkage and process established to bring community stakeholders together on a routine and systematic basis to work for the betterment of their community. Local stakeholders include city and county governments, boards of education, chambers of commerce, development authorities, technical colleges, local colleges and universities, hospital authorities and similar entities. The partnership provides a mechanism for grassroots needs assessment, strategic planning and the connecting of higher education resources that can be beneficial in helping the community achieve its goals and objectives. Archway communities have established a strong reputation for collaborative effort that is unprecedented.

The Archway Partnership has been the vehicle to bring all of the community stakeholders together in one room to identify and solve community problems; the mechanism that brings higher education resources to bear on those problems; and the platform is embraced by the entire campus, bringing the full weight of UGA down on local issues. In Clayton County, the Archway Partnership has been in place for one year and will continue to offer a vehicle for leaders and planners to create a strategy for addressing challenges. Such challenges range from emergency response to code enforcement, from healthcare to housing, from crime to economic development.

Passenger Rail

Over these last few years there have been summits and meetings and brain storming sessions that have brought all the governments and stakeholders together to work toward the solution. The City of Morrow coordinated two conferences to discuss and examine a multitude of topics which explore the link between a commuter rail and economic development. The topics included Business Improvement Districts, Community Improvement Districts, Transit Oriented Developments, Tax Allocation Districts and Tax Increment Financing. The conference hosted governments throughout the Southern Crescent, not just those within Clayton County. And again, Morrow's summits represent only a fraction of the flourishing coordination which has emerged out of the possibility for a passenger rail.

2.0 Partial Plan Update Requirements

In the spring of 2003 the Grants Administrator was assigned the task of coordinating the creation of the Comprehensive Plan. A single person was designated to maximize efficiency and clarity. Obviously, the writing of the plan was a collaborative effort and took the knowledge and effort of each department, the Mayor and Council and the citizens. The plan was prepared in compliance with the State Minimum Planning Standards as outlined by Georgia Department of Community Affairs. The 2004 Comprehensive Plans were the first to utilize the online development tool. This would ensure that every Comprehensive Plan was readily available to anyone who needed to view them.

For local governments with a comprehensive plan prepared under the 2004 and prior Minimum Standards a Partial Update will require:

1. A Quality Community Objectives (QCO) assessment and an assessment of areas needing special attention.
2. Identification of issues and opportunities associated with this QCO assessment.
3. An updated Short Term Work Program (STWP) to address the identified issues, opportunities and areas needing special attention. The STWP update should identify and distinguish between:
 - Goals (desired end-states)
 - Long-range objectives that measure progress
 - Policies that will guide local decision making
 - Specific activities addressing issues and opportunities and/ or areas requiring special attention

3.0 Analysis of consistency with Quality Community Objectives

The Quality Community Objectives were adopted by DCA as statements of the development patterns and options that will help Georgia preserve its unique cultural, natural and historic resources while looking to the future and developing to its fullest potential. The following assessment was modeled on the Quality Community Objectives Assessment tool created by the Office of Planning and Quality Growth, and illustrates the City's strengths and needs as they relate to local zoning, ordinances, and policies. The City of Morrow has always and will continue to work toward established Quality Community Objectives and quality growth goals established by the DCA.

(Attachment 6– QCO Assessment)

3.1 Traditional Neighborhoods

“Traditional neighborhood development patterns should be encouraged, including use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.”

The majority of Morrow's housing stock was built before the new regional planning trends and goals were set in place, maybe even before there was regional planning. The lots are generally .5 to 1 acre in size with 1,200 to 2000 square foot homes. They are well built, many are all brick. There are no sidewalks in these older neighborhoods but the streets see a lot of foot traffic and are generally safe because the speed limits are maintained at 25mph.

All new residential developments, however, must adhere to the neighborhood standards which were passed by ordinance and are amended as needed. These standards do address many of the Quality Community Objectives relating to traditional neighborhoods as defined by the DCA. Also addressing these issues are the Mixed Use and CUPD zoning ordinances. Attached is the current version of Morrow's Neighborhood Standards and the two above mentioned zoning ordinances.

3.2 Infill Development

“Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.”

While Morrow isn't completely built out, opportunities are limited. Therefore by default infill development is a working practice in the city. And with only 2.5 square miles and half of that restricted for residential RS – 80, infill development is in some cases the only option.

3.3 Sense of place

“Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.”

Morrow does not have a “traditional downtown area”. However, the Master Plan 20 has a design to create one. The design is fashioned with old school street layouts, pedestrian components, and mixed use developments. Over the years one consistent cry from the public is that Morrow needs a downtown and planners and officials are working toward that goal. Every step taken over the last decade has been to reach the ultimate goal of creating activity centers, a down town and revitalizing existing community focal points.

With all Morrow commercial developments and redevelopments, new and old neighborhoods, specialty districts, parks and public buildings the city’s standards are enforced. These include but are not limited to landscaping, sidewalks, setbacks, parking restrictions, building materials, lawn maintenance, land uses, facades, sign codes, road signs and interchange mast arms, standardized benches and trash cans and beautification measures all come together to create Morrow’s recognizable sense of place.

The upcoming community focal points are the Gateway Village, Olde Town Morrow, the Global Trade Market and they will join the already established focal points of the Municipal Complex and Annex, Southlake Mall and the Mt. Zion retail corridor. As mentioned throughout this update, ordinances and codes and standards and enforcement have been forging the way since 1999. Yet, Morrow recognizes an existing need to build the night. That is, our community is asking for a place to go after work, more restaurants, more shopping and more entertainment. And Morrow and her partners are ardently working to bring them what they want.

The emerging focal points or town and activity centers have been specially zoned to require mixed use, pedestrian facilities, specific densities and lots sizes, landscaping, etc. They will revitalize long established areas, boost the economy, bring renewed interest in Morrow from throughout the region and facilitate in strengthening the value of Morrow’s commercial areas. Interestingly enough, Morrow often combats an idea that when contractors and potential business owners come to town they are searching for fewer rules, regulations and restrictions because we are on the “Southside”. Morrow is happy to educate those with such misconceptions that Morrow’s expectations and standards rival any other city in the state.

3.4 Transportation alternatives

“Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.”

Morrow’s pedestrian path system offers connectivity between several neighborhoods, the Municipal Complex and Annex, the Gateway Village, Clayton State University and shopping and restaurant outlets. As it continues to lengthen, so will the connectivity expand. The path is 12 feet wide concrete and can accommodate walkers, bikers, strollers and skaters. Its primary function is to allow people an alternative way to navigate the city. Phase I is complete, Phase II is nearing construction and multiple future phases will receive SPLOST revenue. This path connects to the pedestrian underpass, also nearing construction which in turn connects to the LCI project area. Within this project area is the passenger rail station location and a CTRAN bus stop. With LCI funding from ARC, projects for a parking deck and streetscapes which have already been completed to have Morrow ready for the rail. The LCI project area in turn connects to Clayton State University and Spivey Hall. And this is the heart, yet only the beginning of Morrow’s multi-modal transportation system.

As discussed, it is Morrow’s ultimate goal to use existing facilities such as parks, sidewalks and the path system in conjunction with future path and park development to create a city-wide pedestrian route. Also in the works are strategically located bus stops but they will only be constructed if compliant with Morrow covered bus stop standards. Morrow has even explored the idea of a bus stop for a major bus system such a Greyhound, although consideration for such an endeavor is in its fledgling stages.

Morrow is small but its potential for transportation is impressive. It is situated along the rail line, dissected by I-75, expanding path system which could easily connect to neighboring systems in Clayton County, already able to accommodate large trucks in the industrial areas, nestled between Exit 233 and Exit 231, visible with activity centers literally just off the interstate. Tour buses, bus lines, local transit, passenger rail, bikes pedestrians, park and rides, golf carts and electric shuttles could all easily thrive within the city boundaries and some already do.

3.5 Regional Identity

“Each region should promote and preserve a regional "identity" or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.”

Interestingly Morrow’s identity is in many ways like so many other small Georgia towns that came up around a train depot. These towns are little pockets of urban sprawl with no real

direction other than out from the point of origin, the depot. However Morrow, unlike so many of these small towns, did not develop a central downtown within its 2.5 square miles. So Morrow is left to create an identity for herself. In doing so, planners and officials have, especially for the last decade, looked to the organization that develops the planning standards for the region and that is Atlanta Regional Commission.

It is the ARC's vision that positioned Morrow to redefine land use, create innovative zoning, think in terms of transportation alternatives, and maximizes tourism and economic development by developing activity and town centers and to plan for the coming of the passenger rail. Morrow might argue that everything we are doing now is because of what we bought into almost a decade ago. The spark for this direction came with the Livable Centers Initiative and from that platform Morrow took off and decided that the sky was the limit. We understood quickly that waiting for change was not effective. So Morrow leaders rolled up their sleeves and started to plan and envision and research and learn and make change for themselves and the citizens that trusted them to do so. But can we say our identity is consistent with the rest of the region?

What is our region's identity? How does a region create an identity between the vast sky scraping metropolis of Atlanta and the villages of Peachtree City, between the rural corners of Douglas County and the urban tapestry of Clayton County, between the cooperative gardens of Decatur and the farmlands of Cherokee County? How does Morrow's identity within 2.5 square miles become collaborative with a region whose landscape is as diverse as its people? It's easy. Follow the leader and in our case the leader is the ARC.

Smart Growth, sustainability, multimodal transportation, beautification, greenspace, greyfield development, Brownfield development, infill development, arresting urban sprawl, does it all sound familiar? It should. Morrow's identity is increasingly not only like the region but in fact designed by the region.

3.6 Resource Conservation - heritage preservation

"The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character."

This is the one area that Morrow seems to break away from the Quality Community Objectives, but not really. There is little history to preserve, original features gave way to development 40 years ago so and there are few examples of traditional character. Interestingly, however, through areas within the Master Plan 20 Morrow will recapture a more traditional, or rather, Morrow original style of development. These efforts will help redefine traces of what Morrow was when the city was just a whistle stop.

3.7 Resource Conservation - open space preservation

“New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/ wildlife corridors. Compact development ordinances are one way of encouraging this type of open space preservation.”

If there is one initiative Morrow has embraced, it is the importance of capturing and preserving greenspace, open space and park space. Ten years ago Morrow had 9 acres of greenspace, today Morrow holds as many as 200 acres of greenspace and park space. And there are no plans to stop. Morrow wants to turn itself into a haven of amenities. Parks, paths, fields, buffers, sidewalks, playgrounds, restored streams, bird sanctuaries and gathering places, Morrow is literally working to get as much as it can. People want a community that they can enjoy, a community that acts as an extension to their homes, a community that is beautiful and environmentally healthy. Morrow officials will work to give the people what they want.

Remembering, nothing operates in a vacuum, what is good for the city is good for the community, is good for the economy, is good for the environment, is good for the image etc.

3.8 Resource Conservation - environmental protection

“Environmentally sensitive areas should be protected from negative impacts of development, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be reserved.”

The city has adopted ordinances protecting our watersheds, existing vegetation, buffers and other natural features in an effort to promote the character of our community. The city’s permitting process monitors and regulates any land disturbances. The Public Works Department maintains all records of significant natural resources including floodplains, wetlands, soils, streams. This Department works closely with the Clayton County Water Authority who is the governing authority over all water related issues including the restoration of Jester’s Creek.

Landscaping to include tree preservation and greenspace requirements and other land disturbance related issues are addressed in the development guidelines and neighborhood standards. Also there are ordinances which address floodplains, trash, burning and other property maintenance matters. As mentioned, the natural resources are being continually taken up by the city to ensure their protection as parks and greenspace.

3.9 Social and Economic Development - growth preparedness

“Each community should identify and put in place the pre-requisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, and sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.”

Morrow is clear on what it wants and with that clarity getting ready can be easier than a community that does not know what it is getting ready for. Morrow Land Use and Zoning Maps have recently been updated and approved. The zoning ordinances and sign codes have been given a full review and amended in weak areas. The Short Term Work Program has been laid out. The Urban Redevelopment Board was established and the Urban Redevelopment Plan was recently adopted, the Master Plan 20 was adopted, the Morrow Housing Authority was established, the Morrow Business and Tourism Association was separated from the city and is now Board operated, the Morrow Downtown Development Authority received bonds to support economic development within certain guidelines, a Main Street Coordinator was put in place to govern progress in Olde Town Morrow. The LCI parking deck and streetscape are finished and awaiting the passenger rail station. All these steps were taken and accomplished under review of the city attorney and in accordance with all applicable state laws. Morrow is ready and will continue to strengthen the state of readiness every day.

3.10 Social and Economic Development - appropriate businesses

“The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long-term sustainability, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.”

The Morrow Downtown Development Authority, the Morrow Business and Tourism Authority, the Clayton County Chamber of Commerce all actively recruit businesses for the city. Morrow’s proximity to both Southern Regional Medical Center and Henry Medical Center attracts many medical related businesses. In fact, Morrow works to attract such businesses realizing the potential for growth in the field. Much like with the residential areas, Morrow welcomes any legitimate business but encourages them to understand that all development guidelines, sign codes, occupational tax certificate, certifications of occupancy, fire codes and all other standards must be adhered to with no exceptions.

Currently the City of Morrow’s Main Street Coordinator and Economic Developer are seeking the best fits for the Olde Town Morrow development. These will be smaller businesses with limited square footage requirements which would benefit from the collaborative market designed for the district. The development is a pedestrian development adjacent to Southlake Mall that will be zoned for a special entertainment district in accordance with applicable state laws.

With the future projects scheduled through SPLOST funding, the DDA initiatives which include greyfield development (specifically the Morrow Conference Center), the progression of Gateway Village and Olde Town Morrow and many other development opportunities, jobs in Morrow will flourish.

3.11 Social and Economic Development - employment options

“A range of job types should be provided in each community to meet the diverse needs of the local workforce.”

With a mall, a university, private educational outlets, a multitude of medical offices, six hotels and a thriving retail corridor, there are plenty of diverse jobs in Morrow. Businesses within the city offer positions for skilled and unskilled labor, as well as positions for professional and managerial jobs.

3.12 Social and Economic Development - housing choices

“A range of housing size, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.”

From Section 8 housing to state of the art 6,000 square feet homes to condos to apartments, Morrow has it all. In fact, affordable housing was all Morrow had until a decade ago when Morrow’s first new housing in 30 years was developed. Since then there has been the addition of five new neighborhoods, Central Park, Fox Croft, Harbin Terrace, Brookwood Estates and Harbin Trail.

Within the established neighborhoods, the majority of Morrow’s communities, the homes are modest but well maintained as regulated by the neighborhood standards. These standards were set into place in 1999 and recently recognized as a DCA Magnolia Award finalist. Many of Morrow’s residents are elderly and can boast living here for as many as 40 years. What better cornerstone for a reputation than to have so many citizens who want to call Morrow home even after 40 years?

Still Morrow has new residents moving in everyday and these residents represent a wide range of cultural, economic and ethnic diversity. Morrow welcomes any new residents but encourages them to understand that the codes apply to everyone. For this reason, when new residents sign up for sanitation service, which can only be gotten through the city, an officer from the police department goes to the home with a prepared package of information. While there the officer will talk about code enforcement, encourage contact from the citizen, discusses our many community

meetings and volunteer opportunities. Also the officer conducts a safety survey and addresses issues such as lighting, over grown shrubs and other general safety topics.

If you live here you can work here and if you work here you can live here. Moving forward the housing options will expand even further with the planned mixed use developments, annexation and senior housing. Morrow has recently established a Morrow Housing Authority to ensure that the resources allocated for individuals who are eligible for housing assistance are in fact receiving the services they deserve. Morrow is such a great place to live that many of our city staff have taken up residence even in positions that do not require it.

3.13 Social and Economic Development - educational opportunities

“Educational and training opportunities should be readily available in each community to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.”

Clayton State University’s main campus is located partially within the City of Morrow. It continues to grow in numbers and opportunities. Current enrollment is over 6,000. In addition to the academic curriculum, the University offers a variety of continuing education choices.

Strayer University

Established in 1892, Strayer University offers working adult students a quality education that's affordable, convenient, and supportive. Our flexible academic programs in today's most sought-after career fields make it possible for you to earn a competitive MBA or your master's, bachelors, or associate's degree on your schedule, without interrupting your personal or professional life.

Interactive Learning Systems

ICT provides training required for emerging, in-demand occupations that satisfy both student and community needs and lead to well-paying positions. ICT strives to make the learning process an individualized, change-oriented, market-centered process that enables each student, regardless of background, to maximize his or her potential. ICT offers a range of programs including degrees in heating, ventilation and cooling, accounting, office technology, computer technology and the allied health fields.

ACT

Advanced Career Training offers career training programs that lead our students to respectable, successful careers. They have a strong history of producing graduates who go on to benefit companies of all sizes and enhance their own lives.

They offer two accessible campus locations in Georgia and Florida as well as seven national affiliate campuses located across California.

Programs are designed to help you achieve a career certification in a growing field in less than a year. Their healthcare training programs, Computer Systems Technician program and their Business Office Administration program can put you in demand.

Georgia Work Ready Initiative

Through the Archway Partnership Clayton County cities and stakeholders are coordinating a level of participation in the Georgia Work Ready Initiative. This initiative is described below:

The state of Georgia, along with the rest of the nation, is facing an unprecedented economic crisis. To help our citizens get back on their feet, the state has launched Be Work Ready - a unique program designed to help people showcase and improve their work readiness skills.

Be Work Ready is helping unemployed citizens jump start their job search, gain confidence and a competitive advantage in the marketplace. It provides a financial incentive for unemployed Georgians who earn a Work Ready Certificate - or those who have earned a Work Ready Certificate since Sept. 1, 2008 - and another for those who improve their skill level through free, online training.

By taking part in Be Work Ready, Georgia's unemployed job seekers gain a valuable competitive advantage for their job search - a Work Ready Certificate, powered by ACT WorkKeys® accredited National Career Readiness Certificate. The opportunity to earn a Work Ready Certificate is offered at no cost via the state's network of technical colleges, and validates an individuals' skill and knowledge levels to potential employers. Free, online skills gap training helps individuals improve their Work Ready Certificate level.

Javelin

For beginners, career changes or an experienced professionals looking to expand skills, Javelin Tech has something for everyone. They offer an array of specialized training programs designed to prepare you for a variety of careers in office and information technology or the medical field.

3.14 Governmental Relations – regional solutions

“Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.”

The City of Morrow always supports and participates in the efforts for regional development. As mention earlier, when the ARC set out a vision through the LCI program, it jump started

Morrow's then new development strategies. "Why re-invent the wheel?" We have all heard it said and it is repeated because of the truth it bestows. When there is a proven model, why not incorporate it?

Looking to our region's success stories is simply smart and Morrow has always done it and will continue to do so moving forward.

3.15 Governmental Relations - regional cooperation

"Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources or development of a transportation network."

The City of Morrow maintains a close working relationship with staff and elected officials from surrounding jurisdictions as well as those from ARC, DCA and GDOT. Morrow appreciates that such organizations have a strategic position in planning for the region and that working with such entities and stay abreast of their efforts is imperative for regional cooperation.

4.0 Areas Requiring Special Attention

Population Diversity

Economic Development

Passenger Rail

Gateway Village and Olde Town Morrow public/private partnerships

Morrow Housing Authority getting into the voucher system

Marketing

Pedestrian Facilities

Senior Housing

Activities for Youth – Boys and Girls Club

4.1 Areas where development or change of land use is likely to occur

As the City of Morrow's Land Use Maps were only just updated, the likelihood of land use changes is minimal.

4.2 Significant Natural Resources

200 acres of greenspace

Reynolds Nature Preserve

City parks - specifically 44 acre Barton Memorial Park

Conine Creek, Jesters Creek and Panthers Creek

4.3 Significant Cultural Resources

Currently Spivey Hall and Clayton State University are the only cultural resources within the city.

4.4 Areas with significant infill development opportunities

Morrow has many opportunities for infill development. Even predominantly residential areas have a few small dated store strips. Many of the spaces are empty, though no strip center in Morrow is completely vacant. Still the opportunities to more efficiently use existing structures and infrastructure are plentiful. All of Morrow's major travel corridors, except I-75 have at least one strip center that hosts vacant spaces. The redevelopment of several of these centers is targeted within the Master Plan 20.

The good news is that city planners and officials do not look at Morrow and see a dated, old, weakening city. Instead they recognize the sea of opportunity. With its proximity to the nation's busiest airport and Georgia's capitol city as well as its accessibility to the Interstate, major travel corridors and such destinations as Clayton State University, Strayer University, Southlake Mall, Spivey Hall, Reynolds Nature Preserve and the State and National Archives attracting strong and sustainable redevelopment seems inevitable. And it is important not to discount the value of certain entities that are not available on every corner throughout the region. These would include AMC IMAX Theater, Costco, and Harley Davidson of Clayton County, Clayton Eye Center, Clayton County Tag Office and the Social Security Administration. These can all be counted among Morrow's attributes when attracting partnerships for infill redevelopment opportunities.

4.5 Brownfield Redevelopment Sites

Currently there is only one Brownfield redevelopment site. It is an old Amoco station on Morrow Road and it is under remediation to remove the known hazardous materials.

4.6 Retail

Southlake Mall
Master Planned Down Town area
Lake Harbin Plaza
Carters Cleaners
Morrow Plaza
Mt. Zion Retail Corridor
Mixed Use Developments

4.7 Residential

Morrow College Apartments

Oxford Town Homes

Woodstone Condominiums

Senior Housing

Mixed Use Developments

Annexation

Rehab of Homes through Morrow Housing Authority

Throughout the established neighborhoods, houses have been identified that are in dire need of repairs and upgrades. We anticipate Morrow Housing Authority being instrumental with these properties.

4.8 Transportation Corridors

The city's major transportation corridors will continue to impact Morrow in many ways. They offer the first impression of the city, offer the number form of connectivity between destinations, bring people in and take people away. The city must be proactive in maximizing the corridors, maintaining them, keeping them safe and well patrolled, beautifying them and improving them as necessary. With such potential for multiple modes of transportation, the City hopes to study the transportation corridors and opportunities.

Listed below are Morrow's 5 major travel corridors, all these only run through Morrow for a short distance of their entire length.

(a) Hwy 54

A four lane State Hwy that hosts as many as 70,000 cars daily.

(b) Mt. Zion Road

A four lane road, Morrow's second major corridor which host the majority of retail outside of Southlake Mall.

(c) I-75

Interstate that runs straight through Morrow between exits 235 Old Dixie Hwy and 231Mt. Zion Boulevard

(d) Morrow Road

A fundamentally residential road but a major corridor between Morrow and neighboring jurisdictions, address for Morrow Municipal Complex

(e) Lake Harbin Road

Runs from the intersection of Highway 54 all the way the city limits and beyond. Primarily residential but there are some commercial component where it intersects with Hwy 54 and Morrow Road. Address for Morrow Municipal Annex.

4.9 Large Abandoned Structures or Sites

There are numerous boxes which are empty in Morrow. The strained economy prompted many national and corporate closings throughout the commercial district. Most of the closings are located along Mt. Zion and Southlake Parkway. Some of the spaces which are empty were once occupied by:

Hobby Lobby
Linens and Things
Shane Company
Goody's
Circuit City
Sherwin Williams
Marshall's
Pier I Imports

5.0 Short Term Work Program/ Capital Improvements Element

(Attachment 7 – Short Term Work Program)

(Attachment 8 – 2004 STWP status updates)

(Attachment 9 – Updated City Maps)