

# CITY OF PALMETTO



## Comprehensive Plan 2005 Update

**Submitted To:**  
**The Georgia Department of Community Affairs**  
**June 2005**

**Prepared By:**  
**The City of Palmetto**  
**with assistance from:**



**Keck & Wood, Inc.**

and

The Collaborative Firm, LLC  
June 2005

# **CITY OF PALMETTO COMPREHENSIVE PLAN UPDATE JUNE 2005**

## **ACKNOWLEDGEMENTS**

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## INTRODUCTION

### *The Community*

The City of Palmetto, incorporated in 1853, is located in south Fulton County and northern Coweta County. The City is approximately 25 miles southwest of downtown Atlanta. Since its charter the City has experienced continuous expansion and today encompasses approximately 5 square miles.

Interstate 85, State Route 154, State Route 75, State Route 14, and U.S. Highway 29 serve the City and provide access for both personal and commercial traffic. Railway systems in the area include freight service provided by CSX Transportation, Inc. from Atlanta to Mobile, Alabama. Hartsfield-Jackson International Airport is located approximately 20 miles northeast of Palmetto.

Climatic conditions prevailing in the Palmetto area include an annual average temperature of 64.3°F, an average winter temperature of 45.8°F, and an average summer temperature of 79.1°F. The average annual rainfall is 48 inches. Fifty percent of the yearly precipitation occurs between April and September. Humidity is high and averages around 60 percent.

Palmetto is developed along a northeast to southwest ridge. The landscape is gently rolling hills and valleys. The elevation ranges in the City from 900 to 1050 feet above sea level.

Palmetto is governed by a Mayor and City Council form of government with a full-time City Administrator. Other key administrative positions include the Chief of Police and Director of Public Works.

The City owns and operates an electric distribution system serving the City and surrounding unincorporated areas of Fulton and Coweta Counties. The City purchases electricity through a purchasing agreement with the Municipal Electric Authority of Georgia (MEAG).

Water and wastewater systems are City owned and operated, and provide service primarily to customers located within the corporate limits of the City.

Solid waste collection, recycling and disposal in Palmetto are provided by the City under a contract with Waste Management, Inc. Natural gas service is provided by Atlanta Gas Light Company, and local telephone is provided by BellSouth, Inc.

There are approximately eight acres of neighborhood parks located within the city limits of Palmetto. Also, a large Fulton County community park (Wilkerson Mill Park) is located just outside Palmetto city limits at the corner of Wilkerson Mill Road and U.S. Hwy. 29.

Recent growth has been limited by a moratorium on sewer connections stipulated in a current EPD Consent Order. This has generated a significant backlog of development, which is being stopped until public sewer service becomes available. The lifting of the sewer connection moratorium anticipated in 12-18 months from this July 2005 submittal will trigger accelerated growth. That type of growth is a reflection of a substantial increase in population, which is expected to reach the level in 2010 that had been previously projected in the Comprehensive Plan for 2010.

## ***Background and Purpose***

The updated Comprehensive Land Use Plan for the City of Palmetto, Georgia is mandated by the Georgia Planning Act (O.C.G.A. Section. 50-8-1), which was adopted by the General Assembly in 1989. This law requires that each jurisdiction in the state of Georgia prepare and implement a Comprehensive Plan, which must satisfy the requirements of the Georgia Department of Community Affairs (DCA) Chapter 110-12-1 Revised Minimum Planning Standards and Procedures for Local Comprehensive Planning, effective January 1, 2004. The Comprehensive Plan must be reviewed by the regional development center, which is the Atlanta Regional Commission (ARC). The DCA standards are intended to “provide a framework to facilitate and encourage local government coordinated comprehensive planning and development.” The requirements of this law ensure that activities undertaken by local governments are conducted in a consistent manner throughout the state.

The DCA is responsible for the overall coordination and management of the state’s planning process which was created by the Georgia Planning Act. The standards and procedures, as implemented by local governments, guide their decision-making processes, encourage better management of growth, and generally provide a valuable tool to cultivate strong, vibrant communities. The purpose of a comprehensive plan is to promote orderly, sensible land development so that a community’s aesthetic quality can be maintained while also allowing for the protection of significant natural and historic resources. In addition, a comprehensive plan can aide local governments with investing their revenues wisely to provide infrastructure (i.e. roads, water and sewer services, etc.) to serve growing communities.

## ***The Planning Process***

The minimum standards and procedures for comprehensive planning, as set forth by the DCA, are intended to guide communities with the development and implementation of their local plans. Because of the great diversity among Georgia’s municipalities and counties, the individual needs and concerns of those communities will vary. It is for this reason that planning standards may be adjusted to provide the appropriate planning level for a particular community. What may apply in one community, may not apply in another. This flexibility allows local governments to address the specific needs of their communities and the variety of situations they may face.

## ***Three Step Planning Process***

The minimum planning standards include a three step planning process for developing comprehensive plans:

- 1) Inventory of existing conditions;
- 2) Assessment of current and future needs;
- 3) Articulation of goals and an associated implementation program.

## ***Planning Elements***

Generally, the DCA has established 9 planning elements which must be addressed by all local governments involved in a comprehensive planning process. The elements are arranged by topics and are identified as population, economic development, housing, natural and cultural resources, community facilities and services, land use, intergovernmental coordination, transportation, and implementation. Each of the plan elements is briefly described as follows:

### **1. Population**

A summary of past, present and future population trends. By examining population data, the City's current intensity and location of development can be assessed. Population data are necessary for every policy decision from land use and transportation planning, to planning for schools and planning for water and sewer services.

### **2. Economic Development**

An analysis of all sectors of the City's economy. This planning element involves an inventory and assessment of the community's economic base and labor force characteristics. The information gathered from this analysis enables the City to identify local economic development opportunities and resources as well as economic needs and goals. Economic development information can be merged with information from the other plan elements to develop an overall planning strategy for the City.

### **3. Housing**

An inventory of existing housing stock and its condition, occupancy, and affordability characteristics. This analysis considers whether the City's housing is adequate and suitable to serve the current and future population and economic needs.

### **4. Community Facilities and Services**

An inventory of the facilities and services provided by the City government which function to sustain the community. This planning element provides an assessment of a wide range of community facilities and services and examines their adequacy for serving

the present and future needs of the public. The information gathered in this analysis is helpful in coordinating the planning of public facilities and services, thus enabling the City to make the most efficient use of existing infrastructure as well as determining future investments for capital improvements, long-term operations and maintenance costs.

## **5. Natural and Cultural Resources**

An examination of the City's natural features, environmentally sensitive areas, historical, archaeological and cultural resources. This planning element provides an assessment of current and future needs for protection and management of these resources. Information about these resources is necessary to enable the City to develop goals, policies and strategies for their appropriate use, preservation and protection.

## **6. Land Use**

An inventory and analysis of existing land use patterns and trends within the City of Palmetto. This information will enable the local government to guide, or direct, future growth based on the community's needs and desires. Goals, policies and recommendations for future land use can be developed through this planning process element.

## **7. Intergovernmental Coordination**

An inventory and discussion of existing intergovernmental coordination mechanisms and processes between the City of Palmetto and adjacent governments, state/local/regional agencies and boards/authority, etc. This element provides an assessment of the adequacy and suitability of the means by which the governmental entities serve the needs of the community as a whole.

## **8. Transportation**

This element provides local governments the opportunity to inventory components of the local transportation network; to assess the adequacy for serving current and future population/economic needs; and to articulate community goals and an associated implementation program for providing the desired level of transportation and facilities.

## **9. Implementation**

Community goals that are directed toward addressing the community's social, economic and physical needs and opportunities in a manner that will assure the well-being of the community. An associated implementation program for achieving community goals. A short term work program setting out the specific actions the local government intends to take during each of the next five (5) years to further the community goals.

## ***Public Participation***

Public hearings were conducted at the following locations and dates:

- November 1, 2004                      City Hall, Council Chambers  
509 Toombs Street  
Palmetto, Georgia 30268  
(First Public Hearing)
- June 6, 2005                              City Hall, Council Chambers  
509 Toombs Street  
Palmetto, Georgia 30268  
(Second Public Hearing)
- June 21, 2005                            City Hall, Council Chambers  
509 Toombs Street  
Palmetto, Georgia 30268  
(Community Visioning Hearing)

## ***Community Vision and Vision Statement***

Optimum planning is facilitated by a community vision of the City's aspirations. The following vision reflects that input of community residents from the public hearing and that of City officials/staff.

### **City of Palmetto Vision Statement 2005 - 2025**

The City of Palmetto, Georgia will embrace future development and growth through strategic planning initiatives and smart decision-making processes, while maintaining its small town friendliness and Southern hospitable character. By the year 2025, public participation will embody the City's future growth and represent the content of its Comprehensive Plan, which include the ideas, suggestions, and concerns of the Citizens of the City of Palmetto.

The City of Palmetto will continue to emphasize the redevelopment of its historic downtown, which will be a center of neighborhood commerce that shall promote a pedestrian friendly environment. The main thoroughfares into the city (Main Street, Toombs Street, Highway 29, and Highway 54) will be less congested, beautified, and scenic. The City will pursue new high quality commercial development that will embody family oriented restaurants and leisurely establishments that appeal to all Palmetto Citizens. The city will focus on providing better community facilities, such as recreation centers, community centers, walking/running trails, and providing public safety in order to sustain and further increase a high quality of life standard.

The City of Palmetto will have a family friendly housing atmosphere that concentrates on lifecycle housing ranging from young family to retirement home needs. The City's friendly environment and small town atmosphere shall be further enhanced by focusing on top quality development. Moreover, housing development within the City of Palmetto will provide an opportunity for all Citizens to obtain their ideal home.

Overall, the City of Palmetto will be a city that embraces smart growth while maintaining its small town friendliness and Southern community ambiance. As the city grows, it will continue to be a place where one can pursue a healthy lifestyle, sustain a working environment, and utilize leisure amenities. The City of Palmetto will continue to promote the progression of community values. Furthermore, Palmetto, as a city community, will strive to maintain public safety, environmental protection, and economic development in order to sustain a high quality of life standard for all of its citizens.

# 1. POPULATION ELEMENT

An inventory and analysis of population provides an important first step in formulating a comprehensive plan. The population chapter forms the foundations of subsequent elements of the comprehensive plan by identifying opportunities and constraints to future growth. Population trends form the basis of forecasts for future public service needs and infrastructure improvements. Forecasts of population change influence the coordination, location and timing of government facilities and services. The demographic characteristics of a community also help local governments meet the unique needs of their constituents. The rate of population growth helps to determine the need for additional housing, employment, and public sector services. As part of the Atlanta metropolitan area, population trends within the City of Palmetto are influenced by regional settlement patterns and economic conditions. Furthermore, demographic trends in Fulton County will also affect future settlement patterns within Palmetto. It is important to analyze local population in the context of larger county, regional and state growth trends.

## Total Population

### *1.1 Historic Population Trends*

Over the last 40 years, Palmetto has experienced rapid growth. In 1960, Palmetto had a population of 1,446 persons. The 2005 population is estimated by the U.S. Census to be 3,729 persons. The growth rates have continuously increased over the last quarter century. From 1980 through 2000, the growth rate was at 63 percent. According to the official census count in April 2000 and the census estimate for 2005, the population has grown by 329 persons over a five year period.

According to the Atlanta Regional Commission's 2003 Population and Housing Report, since 2000, 41% of the ARC region's growth has occurred in areas south of I-20. In contrast, the same southern quadrant of the ARC area received only 25% of total regional growth in the 1980's and 28% of regional growth in the 1990's.

The population of Palmetto has continued to grow, reaching 2,612 persons by 1990 and 3,400 persons by 2000 (Table 1). The rate of growth in Palmetto has exceeded that of Fulton County and the State of Georgia in the 1980s (25.2%), 1990s (30.2%) and 2000 (63%). Although Palmetto only makes up a small portion of the County's population, it still represents a growing share of the total population of Fulton County, increasing from 1.39% in 1980 to 1.43% in 1990 and 1.44% in 2000 (Table 2). Between 1960 and 1970, Palmetto experienced a 41.1% increase in population. Palmetto's population then remained fairly stable until the mid 1980s, when the city annexed three large parcels of land. These annexations on the north side of Palmetto nearly doubled the amount of land within the city limits. These annexations added over 1,200 acres, or nearly two square miles, to the city.



**Table 1.1 - Population Growth Rates, 1980 – 2000 Palmetto, Fulton, GA**

Jurisdiction	1980	% Change 80-90	1990	% Change 90-00	2000	% Change
City of Palmetto	2,086	25.2%	2,612	30.2%	3,400	63.0%
Fulton County	589,904	10.0%	648,951	25.7%	816,006	38.3%
State of Georgia	5,457,566	18.7%	6,478,216	26.4%	8,186,453	50.0%

Source: U.S. Bureau of the Census

**Table 1.2 - Share of County Population, 1980 – 2000 City of Palmetto**

Jurisdiction	1980	1990	2000
City of Palmetto	2,086	2,612	3,400
Fulton County	589,904	648,951	816,006
Coweta	39,268	53,853	89,215

Source: U.S. Bureau of the Census

**Table 1.3 - Census Population Estimates, 2001 – 2003 City of Palmetto**

Jurisdiction	2000	2001	2002	2003
Population	3,400	3,440	3,478	3,614
Annual Growth Rate		.8%	1.1%	3.8%

Source: U.S. Bureau of the Census

## 1.2 Projected Population

Like most areas within the Atlanta region, Palmetto has experienced a continuous growth rate for the last 40 years. When formulating population projections for the City of Palmetto, regional growth patterns must be taken into account. Regional growth patterns could potentially affect growth in Palmetto. The shift of growth toward the southern portions of the Atlanta region will likely boost the city's prospects for population increases and economic development for the next 20 years. Fulton County, the metro Atlanta area, and the State of Georgia have all experienced robust growth between 1980 and 2000. Forecasts for regional growth can serve as a valuable indicator for future local growth patterns. As part of an expanding regional economy, Fulton County is currently growing at a rate of 2.08% with the region growing at a current annual rate of 2.14% per year. Both are growing at a faster rate than the state's current growth rate of 1.7%.

Population projections for the City of Palmetto were generated by relating the city to the greater Atlanta metropolitan area and specifically the growth of South Fulton County. Previous population projections were based on a 4.35 % growth rate based on the City's historical trends. The forecasted population projections were based on the Atlanta area's anticipated growth trends.

**Table 1.4 - Share of County Population, 2005 – 2025 City of Palmetto**

Jurisdiction	2005	2010	2015	2020	2025
City of Palmetto*	3,980	5,960	7,140	8,560	10,260
Fulton County**	894,589	972,678	1,061,057	1,140,576	1,221,054
Coweta County*	101,702	114,189	126,675	139,162	151,649

Source: \*Forecasts based on City of Palmetto and Keck &amp; Wood

\*\*Fulton County Forecasts are determined using the updated Comprehensive Plan

### 1.3 Households

A household is defined as a person or group of persons occupying a housing unit. Housing units can include single-family homes, apartments, or even single rooms occupied as an individual unit. The number of households and average household size are important because they reflect the city's need for housing. In addition, housing information is imperative to this study because an adequate supply of structurally sound, uncrowded, and affordable housing is a prerequisite for a high quality of life. Furthermore, the housing analysis serves as the basis for the formulation of housing goals and implementation programs. According to the Census Bureau, the City of Palmetto has no Group quarters within the incorporated area.

**Table 1.5 – Households by Type of Household, City of Palmetto**

	1990	%	2000	%
Family Households	707	75%	882	72%
Nonfamily Households	237	25%	341	28%
Total Households	944	100%	1,223	100%

Source: U.S. Bureau of the Census

The distribution of households by size in the City of Palmetto is presented in Table 6. Between 1990 and 2000 the number of households having four or more persons stayed fairly consistent. Over the same time period, the average household size in the City of Palmetto grew from 2.77 in 1990 to 2.78 in the year 2000. Average Household size is an important indicator of the need for housing in a given community. Places with high average household size will need relatively fewer housing units than a community with an identical population and comparably lower average household size. Palmetto is unique because its housing size has increased over the last decade.

Nationally, average household sizes have been steadily declining for the past twenty years from 2.74 persons/household in 1980 to 2.63 in 1990 and 2.59 in the year 2000. According to Woods and Poole projections for the U.S., this trend of smaller household sizes is expected to continue through 2010, with a slight rebound in household sizes in 2020 and 2025. Similarly, Woods and Poole projections predict a decrease in the average household size in Fulton County from 2.44 in 2000 to 2.37 in 2015, and 2.32 in 2025.

For future household size in Palmetto, U.S. Bureau of Census projections were applied (Table 7). By dividing projected future population by household size, a projected number of households can be generated. Under this formula, Palmetto would increase its number of households from 1,223 in 2000 to 1,873 in 2025. Although past projections indicate Palmetto did not follow existing trends for smaller household size, according to the Census, Palmetto should anticipate a decrease in the number of persons per household over the next twenty years decreasing from 2.73 in 2005 to 2.54 in 2025.

**Table 1.6 – Household Size, 1990 – 2000 City of Palmetto**

Household Size	1990	%	2000	%
1- person household	207	22%	297	24%
2- person household	256	27%	328	27%
3- person household	198	21%	249	20%
4- person household	183	19%	183	15%
5- person household	61	6.5%	98	8%
6- person household	17	2%	38	3%
7- or-more person household	22	2%	30	2.5%
Total Households	944	99.5%	1,223	99.5%

Source: U.S. Bureau of the Census

**Table 1.7 – Projected Households, 2025 City of Palmetto**

	2000	2005	2010	2015	2020	2025
Average HH Size	2.78	2.73	2.69	2.64	2.59	2.54
Population	3,980	3,980	5,960	7,140	8,560	10,260
Households		1,458	2,216	2,705	3,305	4,039

Source: U.S. Bureau of the Census

## 1.4 Age Distribution

The age distribution of a given population has implications for planning. The government services required by children are quite different from those needed by elderly populations. Obviously, large populations of children under 18 will require greater investments in schools, whereas elderly populations require more medical care. Age also has effects on the demand for housing and the type of housing needed. For example, different stages of the life cycle can help predict the demand for owner-occupied vs. rental housing. Also, age distribution affects the size of the workforce and the need for employment opportunities.

Historic distribution with five-year age cohorts for the City of Palmetto is displayed in Table 8 and Chart 1. Between 1990 and 2000, the largest increase in percentage for age groups were for age cohorts between the age of (35-44, 45-54, 55-64). This expansion of the number of working age individuals indicates the City will likely need to focus on additional services for families. A high working class population residing within Palmetto also provides an opportunity to promote employment centers within the city. The portion of Palmetto residents age 55 years and over increased in population (103 persons) between 1990 and 2000.

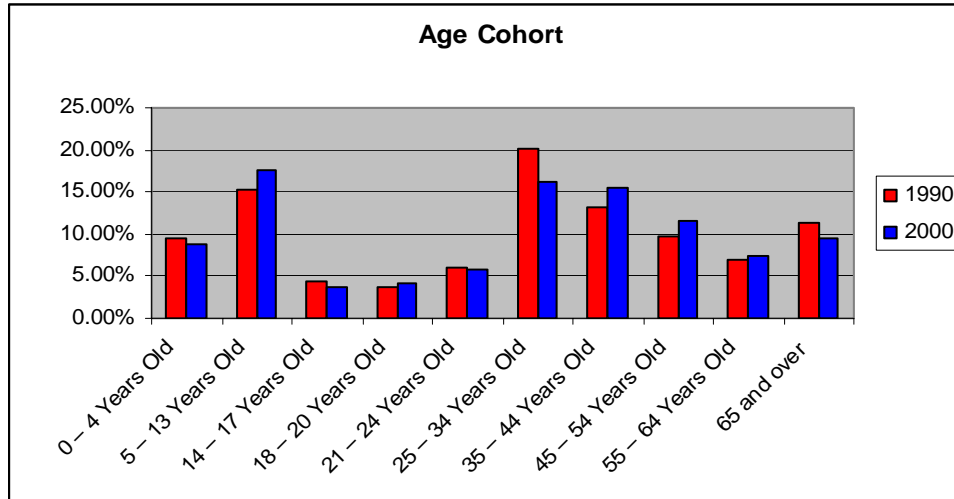
**Table 1.8 – Historic Population by Age Cohort, 1990-2000 City of Palmetto**

Age Group	1990	%	2000	%
0 – 4 Years Old	245	9.4%	302	8.9%
5 – 13 Years Old	399	15.3%	599	17.6%
14 – 17 Years Old	112	4.3%	123	3.6%
18 – 20 Years Old	98	3.8%	144	4.2%
21 – 24 Years Old	157	6.0%	194	5.7%
25 – 34 Years Old	526	20.1%	546	16.1%
35 – 44 Years Old	346	13.2%	525	15.4%
45 – 54 Years Old	255	9.8%	390	11.5%

55 – 64 Years Old	179	6.9%	250	7.4%
65 and over	295	11.3%	327	9.6%
Total	2,612	100%	3,400	100%

Source: U.S. Bureau of the Census

**Chart 1.1 - Historic Population by Age Cohort, 1990-2000 City of Palmetto**



Projected age distribution for the City of Palmettos is listed in Table 9. Age distribution projections for the city of Palmetto are based on the U.S. Bureau of Census projections. Based on these numbers, opportunities for working age individuals and their children will be of highest demand through the year 2025.

**Table 1.9 – Projected Age Distribution, 2000 – 2025 City of Palmetto**

Category	2000	%	2005	%	2010	%	2015	%	2020	%	2025	%
Total	3400	100%	3730	100%	4060	100%	4386	100%	4715	100%	5044	100%
0 – 4	302	8.9%	333	8.9%	364	9.0%	394	9.0%	426	9.0%	456	9.0%
5 – 13	599	17.6%	672	18.0%	745	18.3%	817	18.6%	890	18.9%	963	19.1%
14 – 17	123	3.6%	109	2.9%	95	2.3%	80	1.8%	66	1.4%	52	1.0%
18 – 20	144	4.2%	157	4.2%	171	4.2%	184	4.2%	197	4.2%	210	4.2%
21 – 24	194	5.7%	204	5.5%	215	5.3%	225	5.1%	235	5.0%	245	4.9%
25 – 34	546	16.1%	604	16.2%	662	16.3%	719	16.4%	777	16.5%	835	16.6%
35 – 44	525	15.4%	592	15.9%	659	16.2%	726	16.6%	793	16.8%	860	17.0%
45 – 54	390	11.5%	441	11.8%	491	12.1%	542	12.4%	592	12.6%	643	12.7%
55 – 64	250	7.4%	271	7.3%	291	7.2%	312	7.1%	332	7.0%	353	7.0%
65 and over	327	9.6%	347	9.3%	367	9.0%	387	8.8%	407	8.6%	427	8.5%

Source: U.S. Bureau of the Census

## 1.5 Racial Composition

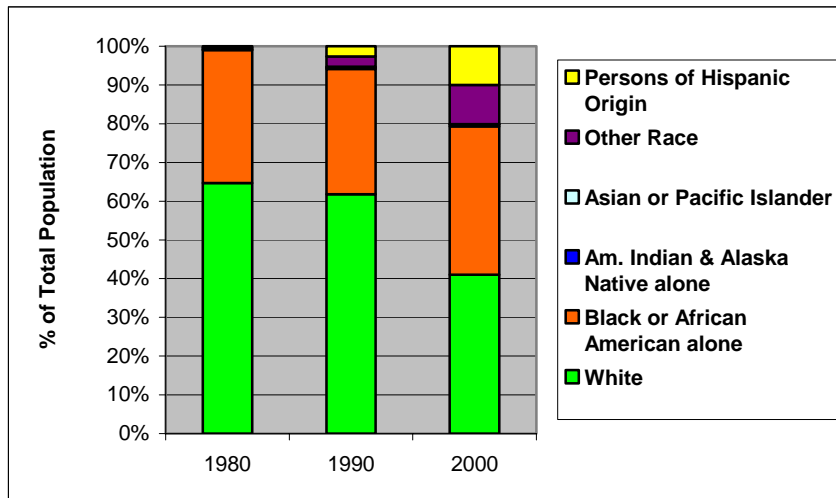
The racial composition of the City of Palmetto is presented in Table 10 along with Hispanic origin. Hispanic origin is an ethnicity rather than a racial category. Thus, persons of Hispanic origin are also represented in one of the racial categories. The most dramatic demographic change in Palmetto over the past twenty years has been a rapid shift in racial composition. (Table 10 and Chart 2) The white population has decreased to fewer than 50% of the total population over the past twenty years. The most significant change in racial composition is the number of persons of Hispanic origin who have joined the community. At the same time, the white population has decreased; the African Americans have increased from just fewer than 35% in 1980 to over 44% for the year 2000.

**Table 1.10 – Racial Composition, 1980 – 2000 City of Palmetto**

Category	1980	%	1990	%	2000	%
White	1,357	65.1%	1,695	64.9%	1,612	47.4%
Black or African American alone	721	34.6%	885	33.9%	1,502	44.2%
Am. Indian & Alaska Native alone	5	0.2%	11	0.4%	21	0.6%
Asian or Pacific Islander	0	0.0%	5	0.2%	2	0.1%
Other Race	3	0.1%	16	0.6%	263	7.7%
Persons of Hispanic Origin	8	0.4%	74	2.8%	395	11.6%
Total Population	2,086	100%	2,612	100%	3,400	100%

Source: U.S. Bureau of the Census

**Chart 1.2 – Racial Composition, 1980 – 2000 City of Palmetto**



This racial shift is not comparable to county wide patterns over the same time period. In Fulton County, African Americans have declined from 51.4% of total population in 1980 to 49.9% in 1990 and 44.5% in 2000. Conversely, the white population in Fulton County has increased from 47.5% in 1980 to 49.9% in 1990 to 48.1% in 2000.

**Table 1.11 – Projected Racial Composition, City of Palmetto**

Category	2005	2010	2015	2020	2025
White alone	1,676	1,740	1,803	1,867	1,931
Black or African American alone	1,697	1,893	2,088	2,283	2,478
Am. Indian and Alaska Native alone	25	29	33	37	41
Asian or Pacific Islander	3	3	4	4	5
Other race	328	393	458	523	588

Source: U.S. Bureau of the Census

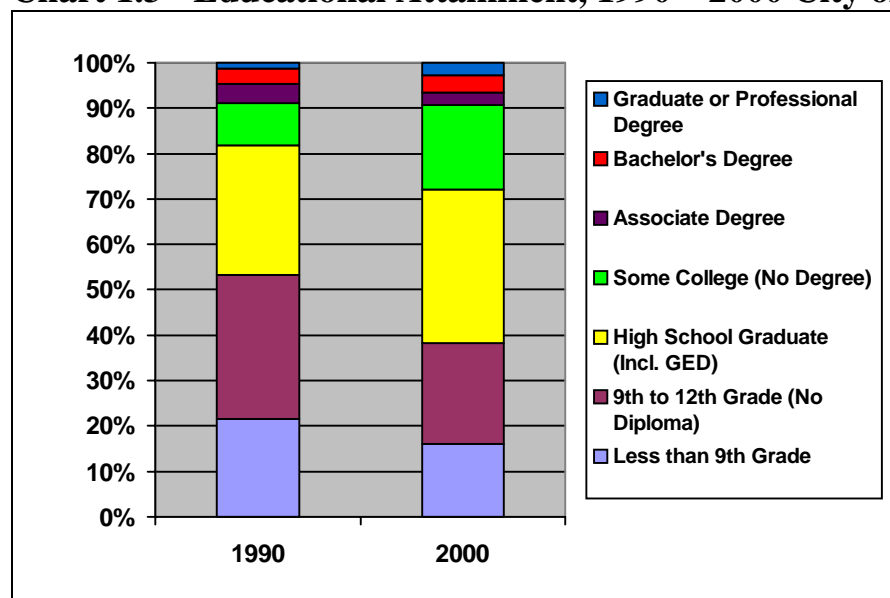
## 1.6 Educational Attainment

Educational attainment figures for the City of Palmetto are listed in Table 12 and Chart 3 for the adult population 25 years and older. Between 1990 and 2000, the number of persons with less than a 9<sup>th</sup> grade education declined. Furthermore, the 2000 United States Census shows that 33.9% of the population has obtained a high school diploma; however, 37.7% of the city's population did not graduate from a secondary educational institution. These statistics are encouraging when compared to 1990 figures that indicate 53.3% of the population did not earn a diploma from a secondary educational institution. There was also an increase in the number of persons with high educational attainment. The overall proportion of adults with a bachelor's degree or higher increased from 4.7% in 1990 to 6.6% in 2000.

**Table 1.12 – Educational Attainment, 1990 – 2000 City of Palmetto**

Category	1990	%	2000	%
Less than 9th Grade	364	21.6%	313	16.1%
9th to 12 <sup>th</sup> Grade (No Diploma)	534	31.7%	430	22.1%
High School Graduate (Incl. GED)	479	28.5%	657	33.8%
Some College (No Degree)	156	9.3%	362	18.6%
Associate Degree	70	4.2%	53	2.7%
Bachelor's Degree	58	3.4%	74	3.8%
Graduate or Professional Degree	22	1.3%	55	2.8%
Total Persons	1,683	100%	1,944	99.9%

Source: U.S. Bureau of the Census

**Chart 1.3 - Educational Attainment, 1990 – 2000 City of Palmetto****Table 1.13 – Educational Attainment Comparison, City of Palmetto and Surrounding Areas**

Category	Palmetto	Clayton County	Coweta County	Dekalb County	Fayette County	Fulton County	Henry County	Metro Atlanta
Less than 9 <sup>th</sup> Grade	16.1%	6.44%	6.3%	5.65%	2.2%	5.1%	4.06%	7.19%
9th to 12th Grade (No Diploma)	22.1%	13.49%	12.1%	9.30%	5.4%	10.9%	11.71%	15.90%
High School Graduate (Incl. GED)	33.8%	31.89%	32.9%	20.32%	24 %	19.4%	34.31%	22.32%
Some College (No Degree)	18.6%	25.54%	22.8%	22.39%	25%	18.6%	23.72%	16.35%
Associate Degree	2.7%	6.00%	5.3%	6.05%	7.2%	4.7%	6.66%	3.59%
Bachelor's Degree	3.8%	12.21%	14.3%	22.74%	23.9%	26.7%	13.53%	20.87%
Graduate or Professional Degree	2.8%	4.43%	6.3%	13.56%	12.3%	14.7%	6.02%	13.77%
Total Adult Population 25 & Over	100%	100%	100%	100%	100%	100%	100%	100%

Source: U.S. Bureau of the Census

There is only one public high school located in the southwest school district of Fulton County. Creekside High School serves as the areas secondary educational institution for students enrolled in grades nine through twelve. Creekside High School is not located within the city boundary of Palmetto; however, the city does have an elementary school, Palmetto Elementary School. We can assume that students from Palmetto Elementary School do continue their education at Creekside High School because of its close proximity to the City of Palmetto. Table 14 illustrates educational statistics of Creekside High School for Georgia high school test scores, Creekside High School graduation rates, graduates attending Georgia public colleges and universities, and graduates attending Georgia public technical schools from 2001 through 2004.

**Table 1.14 –Creekside High School Education Statistics (2001-2004)**

Category	2001-02 %	2002-03 %	2003-04 %
Georgia HS Graduation Test Scores (All Components) Failed	21	19.5	19.3
Georgia HS Graduation Test Scores (All Components) Passed	79.2	80	75.5
HS Graduation Rate	65.9	57.3	62.9
Grads Attending GA Public Colleges	30.7	27.8	N/A
Grads Attending GA Public Technical Schools	8.9	6.0	N/A

Source: The Governor's Office of Student Achievement (OSA)

## 1.7 Income

Considered as a whole, Palmetto is less affluent than the county or the state. Whether comparing average household income, median household income, median family income, or per capita income, Palmetto is consistently lower than the county and state. The distribution of household income in Palmetto is listed in Table 15 and Chart 4.

**Table 1.15 – Income Comparison 2000**

Income in 2000	Palmetto	Fulton County	Coweta County	Georgia
Average Household Income	\$38,550	\$74,933	\$61,929	\$80,077
Median Household Income	\$32,286	\$47,321	\$52,706	\$42,433
Median Family Income	\$36,989	\$58,143	\$58,750	\$49,280
Per Capita Income	\$15,097	\$30,003	\$21,949	\$21,154

Source: U.S. Bureau of the Census

Palmetto's income comparisons, in the context of the unincorporated counties, which it lays, are considerably lower.



**Table 1.16 – Household Income Distribution, 1990 – 2000 City of Palmetto**

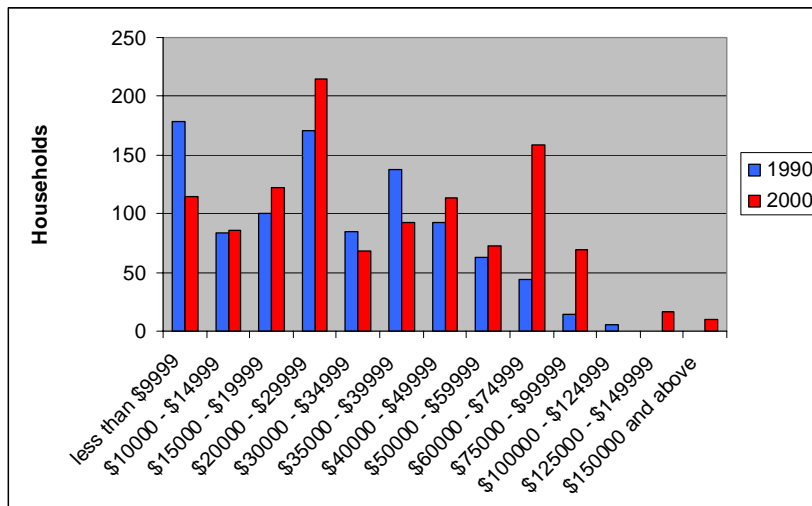
Category	1990	%	2000	%
Total	976	100%	1138	100%
Income less than \$9999	178	18.2%	114	10%
Income \$10000 - \$14999	84	8.6%	86	7.6%
Income \$15000 - \$19999	100	10.2%	122	10.7%
Income \$20000 - \$29999	171	17.5%	215	18.9%
Income \$30000 - \$34999	85	8.7%	68	6.0%
Income \$35000 - \$39999	138	14.1%	92	8.1%
Income \$40000 - \$49999	93	9.5%	113	9.9%
Income \$50000 - \$59999	63	6.5%	73	6.4%
Income \$60000 - \$74999	44	4.5%	159	14.0%
Income \$75000 - \$99999	14	1.4%	69	6.1%
Income \$100000 - \$124999	6	0.6%	0	0.0%
Income \$125000 - \$149999	0	0.0%	17	1.5%
Income \$150000 and above	0	0.0%	10	0.9%

Source: U.S. Bureau of the Census (SF3)

**Table 1.17 – Projected Per Capita Income, City of Palmetto**

Category	2000	2005	2010	2015	2020	2025
Per Capita Income	15,097	17,151	19,205	21,259	23,313	25,367

Source: U.S. Bureau of the Census (SF3)

**Chart 1.4 – Household Income Distribution, 1990 – 2000 City of Palmetto**

Source: U.S. Bureau of the Census (SF3)

Per capita income for the City of Palmetto and surrounding areas is listed in Table 18. Per capita income is the average income computed for every man, woman, and child in a particular area. It is derived from the sum total income of all residents of the area divided by the total population. Per capita income in Palmetto has increased over the last 25 years.

**Table 1.18 – Per Capita Income, 1980 – 2005 City of Palmetto and Surrounding Areas**

Geography	1980	1985	1990	1995	2000	2005
Palmetto	\$6,881	\$8,612	\$10,343	\$12,720	\$15,097	\$17,151
Clayton County	\$7,294	\$10,436	\$13,577	\$15,828	\$18,079	\$20,775
DeKalb County	\$8,402	\$12,759	\$17,115	\$20,542	\$23,968	\$27,860
Fayette County	\$8,776	\$13,901	\$19,025	\$24,245	\$29,464	\$34,636
Fulton County	\$7,536	\$12,994	\$18,452	\$24,228	\$30,003	\$35,620
Henry County	\$6,825	\$10,496	\$14,167	\$18,556	\$22,945	\$26,975
Metro Atlanta	\$6,428	\$10,854	\$15,279	\$20,526	\$25,772	\$30,608

Source: U.S. Bureau of the Census (SF3)

## 1.8 Assessment

The City of Palmetto has experienced a continuous growth rate for the last 40 years. With population increases of over 63% from 1980 thru 2000, Palmetto has exceeded the rate of growth of both Fulton County and the State of Georgia. Since 2000, 41% of the Atlanta Regional Commission region's growth has occurred in areas south of I-20, according to the Atlanta Regional Commission's 2003 Population and Housing Report. This intensified development in recent years is consistent with a trend of increased growth in the southern portions of the Atlanta Regional Commission area. Population in Palmetto is expected to continue to expand proportionally to the growth of Fulton County as a whole. Between 2000 and 2025, Palmettos' population is projected to increase by 33%, adding over 1,600 persons. The steady growth of Palmetto along with redevelopment efforts in the Southern portions of the County is likely to spur continued development in and around Palmetto. A major factor for growth in Palmetto over the next decade will be the abundance of undeveloped land and a lift on the sewer moratorium.

The most dramatic demographic change in Palmetto over the past twenty years has been a rapid shift in racial composition. (Table 1.10 and Chart 1.2) The white population has decreased to fewer than 50% of the total population over the past twenty years. The most significant change in racial composition is the number of persons of Hispanic origin who have joined the community. At the same time the white population has decreased, the African American population has increased from just fewer than 35% in 1980 to over 44% for the year 2000. This racial shift is not comparable to county wide patterns over the same time period.

## 2. ECONOMIC DEVELOPMENT ELEMENT

This planning element serves as an inventory and assessment of the community's economic base and labor force characteristics. The information gathered from this analysis enables the City of Palmetto to identify local economic development opportunities and resources as well as economic needs and goals. Where certain data pertaining to the City are not available, comparable data for Fulton County has been included.

### *Inventory*

#### 2.0 Economic Base

##### 2.1 Employment by Sector

As reflected in *Tables 2.1 and 2.2* the number of jobs in the City of Palmetto increased by a total of 507 (59.8%) between 1980 and 1990 from 847 to 1,354. The leading employment sectors in 1990 were services (21%), retail trade (22.0%), manufacturing (18.9%), transportation/warehousing/utilities (11.0%) and construction (10.4%). However, between 1990 and 2000 the number of jobs actually decreased by a marginal amount, four (4) jobs or .003% to 1,350. Not only did job creation essentially cease during that ten (10) year period, there was also a significant change in the distribution of these jobs by category. Every job category except construction; professional/scientific/management/administrative/waste management services; education/health/social services; and arts/entertainment/recreation/accommodation/food services lost jobs.

**Table 2.1 – Palmetto City: Employment by Industry**

Category	1980	1990	2000
Total Employed Civilian Population	100.0%	100.0%	100.0%
Agriculture, Forestry, Fishing, Hunting and Mining	1.5%	1.2%	0.7%
Construction	5.2%	10.4%	11.8%
Manufacturing	26.2%	18.9%	18.1%
Wholesale Trade	6.0%	4.7%	4.0%
Retail Trade	13.3%	22.0%	16.6%
Transportation, Warehousing and Utilities	16.9%	11.0%	7.3%
Information	NA	NA	NA
Finance, Insurance and Real Estate	5.1%	4.9%	3.7%
Professional, Scientific, Management, Administrative, and Waste Management Services	5.2%	3.4%	6.3%
Educational, Health and Social Services	8.3%	9.9%	14.4%

Category	1980	1990	2000
Arts, Entertainment, Recreation, Accommodation and Food Service	4.0%	0.5%	8.3%
Other Services	3.8%	7.2%	3.3%
Public Administration	4.5%	5.9%	4.1%

Source: U. S. Bureau of the Census, Georgia DCA Plan Builder

**Table 2.2 – Palmetto City: Employment by Industry**

Category	1980	1990	2000
Total Employed Civilian Population	847	1354	1350
Agriculture, Forestry, Fishing, Hunting and Mining	13	16	9
Construction	44	141	159
Manufacturing	222	256	244
Wholesale Trade	51	63	54
Retail Trade	113	298	224
Transportation, Warehousing and Utilities	143	149	98
Information	NA	NA	NA
Finance, Insurance and Real Estate	43	66	50
Professional, Scientific, Management, Administrative, and Waste Management Services	44	46	85
Educational, Health and Social Services	70	134	194
Arts, Entertainment, Recreation, Accommodation and Food Service	34	7	112
Other Services	32	98	44
Public Administration	38	80	56

Source: U.S. Bureau of the Census, Georgia DCA Plan Builder

However, those categories increasing in jobs (primarily service related) did so by large percentages (*Table 2.3*); construction (+12.7%); professional/scientific/management/administrative/waste management services (+84.7%); educational/health/social services (+44.7%); and arts/entertainment/accommodations/food services (+1500%).

**Table 2.3 – Palmetto City: Employment by Industry, Percentage Change**

Category	1980	1990	2000	% Change 1980-90	%Change 1990-2000
Total Employed Civilian Population	847	1354	1350	59.8%	-.003%
Agriculture, Forestry, Fishing, Hunting and Mining	13	16	9	2.3%	-43.7%
Construction	44	141	159	220%	12.7%
Manufacturing	222	256	244	15.3%	-.05%

Category	1980	1990	2000	% Change 1980-90	%Change 1990-2000
Wholesale Trade	51	63	54	23.5%	-14.3%
Retail Trade	113	298	224	163.7%	-24.8%
Transportation, Warehousing, and Utilities	143	149	98	.04%	-34.2%
Information	NA	NA	NA	NA	NA
Finance, Insurance and Real Estate	43	66	50	53.4%	-24.2%
Professional, Scientific, Management, Administration and Waste Management Services	44	46	85	0.4%	84.7%
Educational, Health and Social Services	70	134	194	91.4%	44.7%
Arts, Entertainment, Recreation, Accommodation and Food Services	34	7	112	-79%	1500%
Other Services	32	98	44	206.2%	-55.1%
Public Administration	38	80	56	110.5%	-30%

Source: U.S. Bureau of the Census, Georgia DCA Plan Builder

As a result, the leading employment categories in 2000 were service related employees at 32.3%; manufacturing at 18.1%; retail trade at 16.6%; and construction at 11.8%.

By way of comparison, a review of the change in percentages of employment growth or decline for similar job categories in the same 1990 to 2000 period the State of Georgia (*Table 2.4*) and Fulton County (*Table 2.5*) shows some divergence with those percentages in Palmetto for the same period. For example, retail trade declined -24.8% in Palmetto. It increased 22.52% in Fulton County and 35% in the State. Wholesale trade fell -14.3% in Palmetto but increased 1.59% in Fulton and 21% statewide. Transportation/wholesaling/utilities declined -34.2% in Palmetto but increased 18.36% in Fulton and 37% around the state. Finance/insurance/real estate declined -24.2% in Palmetto but increased 23.67% in Fulton County and 41% in the state. State/local government (Public Administration) fell by -30% in Palmetto but increased 13.29% and 19% respectively in Fulton County and the State of Georgia.

While there is a considerable difference in the categories reviewed above Palmetto does share the tremendous rise in service sector jobs with Fulton County and the state. Service related jobs increased from 21% to 32.3% in Palmetto from 1990 to 2000. Cumulatively service jobs in Fulton County increased 51.11% and for the entire state 59% - for that same period.

**Table 2.4 – 1980-2000 State of Georgia Employment by Sector**

Sector	1980	1985	1990	1995	2000	% Change 1980-1990	%Change 2010-2025
Farm	96,559	82,370	74,286	68,780	67,356	-23%	-9%
Agricultural	16,432	24,574	31,487	44,659	54,829	92%	74%
Mining	8,808	10,241	10,590	9,408	9,522	20%	-10%
Construction	139,233	196,913	212,342	236,159	296,572	53%	40%

<b>Sector</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>% Change 1980-1990</b>	<b>%Change 2010-2025</b>
Manufacturing	528,812	565,278	572,477	603,394	613,992	8%	7%
TCU	152,583	177,746	216,343	241,886	296,267	42%	37%
Wholesale Trade	174,084	214,310	228,213	242,508	276,326	31%	21%
Retail Trade	407,627	520,232	606,608	724,946	816,701	49%	35%
FIRE	199,887	225,090	244,947	267,183	345,923	23%	41%
Services	502,841	664,476	876,597	1,125,360	1,391,460	74%	59%
Fed Civ Govt	84,599	92,561	102,981	98,336	92,262	22%	-10%
Fed Mil Govt	92,295	98,319	90,745	94,733	93,789	-2%	3%
State-Local Govt	343,553	352,189	422,991	469,941	504,969	23%	19%
<b>Total</b>	<b>2,747,310</b>	<b>3224,300</b>	<b>3690610</b>	<b>4229,290</b>	<b>4859,970</b>	<b>34%</b>	<b>32%</b>

Source: Woods and Poole – Georgia DCA from Fulton County Comprehensive Plan Draft

**Table 2.5 – 1980-2000 Fulton County Employment by Sector**

<b>Sector</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>% Change 1980-1990</b>	<b>% Change 1990-2000</b>
Manufacturing	56,576	57,486	52,771	7,227	56,244	-6.73%	6.58%
TCU	53,757	58,594	74,167	73,652	87,784	37.97%	18.36%
Wholesale Trade	68,230	71,742	60,825	53,815	61,794	-10.85%	1.59%
Retail Trade	86,975	95,264	96,300	103,596	117,989	10.72%	22.52%
FIRE	62,553	69,892	79,569	81,176	98,401	27.2%	23.67%
Services	143,865	181,720	222,752	269,921	336,610	54383%	51.11%
Fed Civilian Govt	23,169	20,885	25,037	25,107	22,546	8.06%	-9.95%
Fed Military Govt	5,663	5,145	4,962	5,011	4,490	-12.38%	-9.51%
State & Local Govt	65,645	61,367	70,942	73,827	80,373	8.07%	13.29%
<b>Total</b>	<b>591,989</b>	<b>654,177</b>	<b>715,509</b>	<b>770,344</b>	<b>899,556</b>	<b>17.26%</b>	<b>25.72%</b>

Source: Georgia Department of Community Affairs from Fulton County Comprehensive Plan Draft

Employment in South Fulton is often associated with transportation and warehousing/distribution. This analysis show Palmetto’s current job base while including a small percentage of these types of jobs relies more on manufacturing, construction and most heavily on service related jobs. In fact, these jobs have dominated the shift in job categories in Palmetto between both 1980-1990 and 1990-2000.

Between 2000 and 2025 the service sector is forecasted to continue to remain a strong factor in Palmetto’s employment mix. By 2025 service jobs will constitute 38.1% of the City’s employment. Retail trade is expected to make-up 18.3% of the mix, transportation/utilities/warehousing 2.1%; manufacturing 13.7%; construction 15.3%; and finance/insurance/real estate 2.99%. Farming will be virtually no significant part of the employment mix. Wholesale trade will make-up only 2.9%.

Total employment in Palmetto is expected to grow by 629 jobs or 31.8% to 1,979 jobs from 2000 to 2025. Employment growth from 2005 to 2010 is forecast at 8.5%; from 2010 to 2015 at 7.8%; from 2015 to 2020 at 7.3%; and from 2020 to 2025 at 6.8% (Table 2.6).

**Table 2.6 – Palmetto City: Employment by Industry**

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total Empl Civil Popul	847	1,101	1,354	152	1,350	1,476	1,602	1,727	1,853	1,979
Agri, Forest, Fish, Hunt & Min	13	15	16	13	9	8	7	6	5	4
Construction	44	93	141	150	159	188	217	245	274	303
Manufacturing	222	39	256	250	244	250	255	261	266	272
Wholesale Trade	51	57	63	59	54	55	56	56	57	58
Retail Trade	113	206	298	261	224	252	280	307	335	363
T WU	143	146	149	124	98	87	76	64	53	42
Information	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Fin, Ins and Rel Estate	43	55	66	58	50	52	54	55	57	59
Prof, Scien, Mgr, Admin and Waste Mgt Ser.	44	45	46	66	85	95	106	116	126	136
Educ, Heal and Soc Ser	70	102	134	164	194	225	256	287	318	349
Art, Entertain, Rec, Accom and Food Services	34	21	7	60	112	132	151	171	190	210
Other Services	32	65	98	71	44	47	50	53	56	59
Public Administration	38	59	80	68	56	61	65	70	74	79

Source: U.S. Bureau of the Census, Georgia DCA Plan Builder

Comparatively by 2025 the services sector is expected to account for 40% of Fulton County's employment and 33% of Georgia's. In this respect Palmetto's employment base will very much reflect that of Fulton County and the State.

By comparison employment is forecast to grow in Fulton County at a rate of 7% from 2000 – 2010 and 15% from 2010 – 2025. Georgia's employment is projected to increase 16% between 2000 and 2010 and 22% between 2010 and 2025.

The sectors expected to show the greatest growth in Fulton County are services, retail trade and state and local government (Public Administration). For the State the projected growth sectors are services, retail, transportation/communications/utilities and wholesale, agricultural services. (Tables 2.7 and 2.8).

**Table 2.7 – Employment by Sector:  
Fulton County 2005-2025 Forecasts**

Sector	2000	2005	2010	2015	2020	2025
Farm	321	315	308	300	293	287
Agriculture	4,197	4,316	4,512	4,733	4,966	5,208
Mining	480	499	513	527	541	556
Construction	28,327	28,678	29,074	29,506	29,977	30,488
Manufacturing	56,244	56,894	57,563	58,112	58,593	59,058
TCU	87,784	86,409	85,457	85,270	85,797	87,095
Wholesale Trade	61,794	63,348	64,552	66,107	68,229	71,123
Retail Trade	117,989	129,154	137,449	144,723	152,255	160,882
FIRE	98,401	98,533	99,112	100,330	102,222	104,895
Services	336,610	346,127	362,526	384,897	413,228	448,117
Fed Civilian Govt	22,546	21,071	19,977	19,244	18,837	18,737
Fed Military Govt	4,490	4,559	4,615	4,655	4,678	4,684
State-Local Govt	80,373	90,378	98,567	106,171	113,785	121,799
Total	899,556	930,281	964,225	1,004,580	1,053,400	1,112,930

Source: Georgia Department of Community Affairs from Fulton County Comprehensive Plan Draft

**Table 2.8 – Employment by Sector: Georgia 2005-2025 Forecasts**

Sector	2000	2005	2010	2015	2020	2025
Farm	67,356	64,877	62,438	60,240	58,297	56,584
Agriculture	54,829	60,079	65,359	70,538	75,465	80,033
Mining	9,522	9,645	9,813	10,047	10,324	10,653
Construction	296,572	316,876	333,895	349,870	365,279	380,526
Manufacturing	613,992	632,106	649,864	665,184	677,683	687,263
TCU	296,267	322,804	347,846	371,521	392,902	411,295
Wholesale Trade	276,326	300,312	322,310	344,504	367,022	389,992
Retail Trade	816,701	893,996	973,979	1,055,500	1,138,660	1,223,640
FIRE	345,923	369,137	392,407	416,440	440,943	465,714
Services	1,391,460	1,532,290	1,692,630	1,873,380	2,074,950	2,298,230
Fed Civilian Govt	92,262	91,889	91,883	92,089	92,439	92,936
Fed Military Govt	93,789	95,235	96,403	97,224	97,709	97,839
State-Local Govt	504,969	546,388	584,820	622,628	659,644	695,636
Total	4,859,970	5,235,630	5,623,650	6,029,160	6,451,320	6,890,350

Source: Georgia DCA Plan Builder, Woods and Poole, Georgia Department of Community Affairs, Fulton County Comprehensive Plan Draft

According to place of work information from the U.S. Bureau of Economic analysis and ARC the total full-time and part-time jobs by place of work project 2025 for the City of Palmetto are reflected below in *Table 2.9*.

**Table 2.9 – Total Full-Time and Part-Time Jobs by Place of Work  
City of Palmetto 2000 to 2005**

City/Town		2000	2005	2010	2015	2020	2025	Change 05-25	%Change 02-25
Palmetto	In Fulton County	561	848	1107	1430	1707	2090	1242	146.44%
	In Coweta County	105	158	207	267	318	390	232	146.44%
	Total Palmetto	665	1006	1314	1697	2025	2473	1473	146.44%



In South Fulton major employment centers includes Fulton Industrial, Hartsfield-Jackson Airport and the incorporated cities of Palmetto, Fairburn and Union City.

## **Assessment**

The periods from 1980 to 1990 and from 1990 to 2000 respectively represent a definitive contrast in employment growth and mix within the City of Palmetto. From 1980 to 1990 employment increased 59.8% or by 507 jobs. Retail trade at 22% was the leading employment sector followed by services at 21%, manufacturing at 18.9%, transportation/ warehousing/utilities at 11.0% and construction at 10.4%.

Compare that to the period from 1990 to 2000 where employment dropped .003% or 4 jobs, essentially a no growth decade from an employment standpoint. Every employment category, except construction, which was not service related lost employment percentages and actual numbers. Staple employment sectors such as retail trade (-24.8%); wholesale trade (-14.3%); and transportation/warehousing utilities (-34.2%) and finance/insurance/real estate (-24.2%) declined significantly. Manufacturing remained basically stable at -0.5% and construction was the only non-service category with an increase at 12.7%.

2000 marked the clear emergence of service related employment as the core of the City's employment base and the fastest growing sector with 32.3% of the job mix.

In this regard Palmetto's employment mix very much reflects the Fulton County and the State of Georgia reliance on service related jobs. However, the trend from 1990 to 2000 saw many other employment sectors in Palmetto such as retail trade; wholesale trade; transportation/warehousing/utilities; finance/insurance/real estate decline over the period while they increased in Fulton County and the state. Of course, because the City's employment base is so small in actual numbers compared to Fulton County and the State of Georgia smaller changes in numbers create more dramatic percentage shifts. However, in order to have some context for assessing the City's employment situation this comparison is relative.

The forecasts for Palmetto indicate service based jobs will continue to be a significant and important element of the City's employment mix through 2025. There are many competitively compensated positions in any number of service employment sub-categories and these jobs are important to the City's overall economic base. Industry diversification, however, is important to any local community to insulate itself from the impact of market fluctuations and/or other external, or local, occurrences which might disproportionably impact any single employment sector. Consequently, the City should explore strategies to provide opportunities for diversification.

The City has adequate industrial properties with excellent rail, road and air access which could support manufacturing, distribution centers, transportation logistics and related potential employment providers. The City should continue to work with the Municipal Electric Authority of Georgia's (MEAG) economic development team, the

South Fulton Chamber of Commerce, South Fulton Revitalization Incorporated and State agencies to develop and implement economic recruitment strategies designed to provide employment diversity.

The City has initiated major public works projects in its water and wastewater infrastructure which will place it in position to competitively recruit and locate a broader range of potential employers. In addition, the City should work cooperatively with Fulton County's Economic Development Staff which is focusing on economic development initiatives for South Fulton including the South Fulton Parkway corridor.

## **2.2 Earnings by Sector**

### ***Inventory***

*Table 2.10* indicates the percent of earnings in Fulton County and the State of Georgia by economic sector. The table shows estimates and projections for the thirteen (13) different economic sectors in five-year intervals from 1980 through 2015.

For both the County and State the service sector leads in earnings increasing from approximately 35% in 2000 and projected to reach over 40% by 2025 in Fulton County and from 27% to 34% for the State of Georgia during the same time period. In 2025 other sector forecasts for Fulton County are: transportation/communications/utilities at 13%; finance/insurance/real estate at 12%; state/local government at 9%; wholesale trade at 8%; and manufacturing at 7%. For the State of Georgia during that same period other sector forecasts include: manufacturing (12%); transportation/communication/utilities (10%); state/local government (10%); wholesale trade (8%). While these are the forecasted strongest earnings outside the service sector they are also projected to decrease over the twenty (20) year period.

Looking at sector growth from 1980 to 2000 in Fulton County and the State of Georgia, the trends are similar. After the service sector growth in Fulton County during that period from 19% to 35% the other sectors seeing the most growth in the County by percentage of earnings were transportation/communications/utilities from 14.06% to 14.99%; and finance/insurance/real estate from 9.23% to 12.54%. Retail trade, wholesale trade, manufacturing and state/local government, although important earnings sectors, decreased somewhat during the same period. By way of comparison the service sector for the State increased from 15.6% to 26.77% from 1980 to 2000. Transportation/communications/utilities and financial/insurance/real estate grew during the period while manufacturing and wholesale trade declined. (*Table 2.10*).

**Table 2.10 – Fulton County & Georgia Earnings by Sector (%)**  
**In 1996 Dollars**

Sector	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
<b>Farm</b>										
Fulton	0.02%	0.02%	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Georgia	0.16%	1.27%	1.36%	1.40%	0.98%	0.93%	0.89%	0.85%	0.82%	0.79%
<b>Agriculture</b>										
Fulton	0.12%	0.18%	0.21%	0.20%	0.23%	0.23%	0.24%	0.24%	0.24%	0.24%
Georgia	0.37%	0.41%	0.46%	0.53%	0.59%	0.60%	0.61%	0.62%	0.62%	0.62%
<b>Mining</b>										
Fulton	0.34%	0.19%	0.04%	0.05%	0.03%	0.02%	0.02%	0.02%	0.02%	0.02%
Georgia	0.65%	0.48%	0.36%	0.29%	0.27%	0.25%	0.22%	0.21%	0.19%	0.18%
<b>Construction</b>										
Fulton	4.23%	4.50%	3.49%	2.84%	3.12%	3.01%	2.90%	2.78%	2.65%	2.51%
Georgia	5.66%	6.57%	5.82%	5.39%	6.00%	5.86%	5.67%	5.46%	5.26%	5.06%
<b>Manufacturing</b>										
Fulton	11.42%	10.36%	8.66%	9.50%	7.91%	7.86%	7.76%	7.60%	7.38%	7.10%
Georgia	22.54%	20.03%	17.51%	16.84%	14.86%	14.45%	14.05%	13.59%	13.08%	12.53%
<b>TCU</b>										
Fulton	14.06%	12.91%	12.81%	14.62%	14.99%	14.49%	13.99%	13.53%	13.07%	12.62%
Georgia	9.33%	8.85%	8.75%	9.43%	9.89%	9.99%	10.01%	9.96%	9.84%	9.63%
<b>Wholesale Trade</b>										
Fulton	14.68%	13.69%	10.89%	8.68%	9.17%	8.90%	8.56%	8.24%	7.94%	7.67%
Georgia	8.87%	9.04%	8.86%	8.17%	8.44%	8.36%	8.21%	8.05%	7.88%	7.71%
U.S.	7%	6%	6%	6%	6%	6%	6%	6%	6%	6%
<b>Retail Trade</b>										
Fulton	9.51%	9.15%	7.10%	6.33%	5.78%	5.97%	5.99%	5.93%	5.82%	5.71%
Georgia	10.33%	10.64%	9.17%	9.08%	8.99%	8.97%	8.93%	8.87%	8.80%	8.71%
<b>FIRE</b>										
Fulton	9.23%	10.22%	11.61%	11.74%	12.54%	12.54%	12.50%	12.41%	12.27%	12.09%
Georgia	5.44%	5.59%	6.43%	6.86%	7.57%	7.66%	7.73%	7.78%	7.81%	7.82%
U.S.	6%	6%	7%	8%	9%	9%	9%	10%	10%	10%
<b>Services</b>										
Fulton	19.57%	23.69%	29.79%	32.13%	34.68%	35.27%	36.32%	37.63%	39.10%	40.69%
Georgia	15.63%	17.36%	21.95%	24.33%	26.77%	27.78%	29.02%	30.44%	32.02%	33.73%
<b>Federal –Civilian</b>										
Fulton	6.48%	5.19%	5.12%	4.97%	3.61%	3.25%	2.95%	2.71%	2.52%	2.36%
Georgia	5.64%	5.11%	4.66%	4.17%	3.39%	3.11%	2.87%	2.67%	2.49%	2.33%
<b>Federal-Military</b>										
Fulton	0.70%	0.82%	0.64%	0.55%	0.39%	0.38%	0.38%	0.36%	0.35%	0.33%
Georgia	3.72%	3.68%	2.69%	2.49%	2.06%	1.94%	1.83%	1.72%	1.62%	1.53%
<b>State and Local Govt</b>										
Fulton	9.63%	9.07%	9.62%	8.39%	7.54%	8.07%	8.38%	8.55%	8.64%	8.66%
Georgia	11.67%	10.97%	11.97%	11.01%	10.18%	10.10%	9.95%	9.78%	9.58%	9.37%

Source: Woods and Poole, Georgia DCA Plan Builder

## Assessment

A review of current statistical data at the County (Fulton) and State (Georgia) level shows that a significant amount of the earnings within those respective economies are created by the service sector. Based on previous assessment Palmetto's service sector, employment closely follows that of the County and State. It is reasonable to suggest the similarities extend to the earnings by sector. Accordingly, Palmetto's earnings are driven in large part by the service sector. Projections indicate this trend will continue.

As with the employment by sector assessment while there are many competitively compensated service sector jobs important to the local/County/State economies industry diversification is important to mitigate the impact of any occurrence which might disproportionately impact any specific earnings sector.

Growth and decreases in sector employment and sector earnings do not always relate proportionately. For example, in some sectors employment may decline in some sectors due to productivity but earnings may grow.

## 2.3 Average Weekly Wages Paid

### *Inventory*

This data, gathered by the U.S. Bureau of Labor Statistics, is available only at the county and state level. It reports the average weekly wages paid to a single employee of the business or industry by the industry sector.

Data regarding historic wage levels for Fulton County and the State of Georgia are presented below in *Table 2.11*. Between 1990 and 1999 the greatest percentage increase in average weekly wages for Fulton County was for mining at 100%. For the State of Georgia it was finance/insurance/real estate at 57%. Average levels for all industries grew 51% in Fulton County and 44% in the State of Georgia for the referenced period.

The highest weekly wages in 1999 for both the County and State were in finance/insurance/real estate at \$1,185 and \$900 respectively. Other high wage sectors for both the County and State were wholesale trade/transportation/communications/utilities and manufacturing. Mining also had high weekly wages in both the County and State. The average weekly wage in 1999 was \$916 for Fulton County and \$866 for the State of Georgia.

The service sector with the highest employment in Fulton County, the State of Georgia and the City of Palmetto in 1999 had weekly wages of \$784 in Fulton County and \$611 in the State of Georgia. This is below the overall wage average for both the County and State for that period.

**Table 2.11 – Current and Historic Weekly Wages Paid in Fulton County and Georgia**

Sector	1990	1995	1999	1990-1995 % Change	1995-1999 % Change
Agriculture, Forestry & Fishing					
Fulton	\$342	\$352	\$505	3%	43%
Georgia	\$276	\$322	\$390	17%	21%
Mining					
Fulton	\$405	\$600	\$910	48%	52%
Georgia	\$589	\$734	\$866	25%	18%
Construction					

<b>Sector</b>	<b>1990</b>	<b>1995</b>	<b>1999</b>	<b>1990-1995 % Change</b>	<b>1995-1999 % Change</b>
Fulton	\$513	\$625	\$792	22%	27%
Georgia	\$434	\$508	\$623	17%	23%
<b>Manufacturing</b>					
Fulton	\$588	\$782	\$1006	33%	29%
Georgia	\$450	\$555	\$684	23%	23%
<b>Transportation, Communications and Utilities</b>					
Fulton	\$645	\$847	\$1111	31%	31%
Georgia	\$603	\$737	\$895	22%	21%
<b>Wholesale Trade</b>					
Fulton	\$691	\$828	\$1141	20%	38%
Georgia	\$603	\$729	\$932	21%	28%
<b>Retail Trade</b>					
Fulton	\$288	\$319	\$382	11%	20%
Georgia	\$236	\$275	\$335	17%	22%
<b>Finance, Insurance and Real Estate</b>					
Fulton	\$679	\$869	\$1185	28%	36%
Georgia	\$544	\$693	\$900	27%	30%
<b>Services</b>					
Fulton	\$490	\$607	\$784	24%	29%
Georgia	\$414	\$501	\$611	21%	22%
<b>Federal Government</b>					
Fulton	NA	NA	NA		
Georgia	\$543	\$666	\$808	23%	21%
<b>State Government</b>					
Fulton	NA	\$569	\$694		22%
Georgia	\$451	\$493	\$579	9%	17%
<b>Local Government</b>					
Fulton	NA	NA	NA		
Georgia	\$387	\$440	\$523	14%	19%
<b>All industries</b>					
Fulton	\$529	\$647	\$834	22%	29%
Georgia	\$424	\$509	\$629	20%	24%

Source: U.S Bureau of Labor Statistics

## **Assessment**

Fulton County continues to see job growth in gross employee numbers and in weekly wages earned in all sectors. However, the City of Palmetto did not experience an increase in jobs from 1990 to 2000.

The potential concerns regarding high number of persons employed in the service sector in both Fulton County and the City of Palmetto are again evident in the weekly wage assessment. With such a high percentage of employed, both currently and forecasted, in a sector for which the average weekly wage is less than local (County) or State averages has serious implications for affordable housing, public transportation, school funding and user fees among other matters.

This points out yet again the need to attract job opportunities with improved wages and to diversify the work force.

## 2.4 Personal Income by Type

### Inventory

This section discusses the sources of personal income for County residents. It divides income earned into five types with respect to source. It also provides a measure of income flow in and out of Fulton County (residence adjustment). The income sources and measurement of income flow are defined as follows (source: DCA):

*Wage and Salary* – measures total income earned as compensation for working or rendering services.

*Other Labor Income* – measures total employer contributions to private pension or worker's compensation funds.

*Proprietor's Income* – measures total profits earned from partnerships and proprietorships.

*Dividend, Investment, Rent and Interest Income* – measures the total income from investments and rental property.

*Transfer Payments* – measures total income from payments by the government under many different programs (including Social Security, unemployment insurance, food stamps, veterans benefits, etc.)

*Residence Adjustment* – refers to people who earn their income in one county, in this case Fulton but live in another county. A negative number indicates a net flow of income out of the county into surrounding counties. A positive residence adjustment figure means there is a net flow of income into the county from surrounding counties. (DCA)

Table 2.12 below represents income earned and/or received in Fulton County from 1980 through 2000.

**Table 2.12 – Personal Income by Type in Fulton County from 1980 to 2000 (thousands of 1996 constant dollars)**

Income	1980	1985	1990	1995	2000
Wages & Salaries	\$15,307,900	\$18,293,400	\$21,207,400	\$24,307,700	\$33,287,300
Other Labor Income	1,875,440	2,253,520	2,731,200	3,250,080	3,549,400
Proprietor's Income	1,088,910	1,360,440	2,126,510	3,068,430	4,576,620
Dividends, Interest, & Rent	1,993,510	3,087,500	4,535,080	5,177,860	6,552,660
Transfer Payments to Persons	1,319,480	1,426,390	1,621,550	2,277,630	2,325,570
- Social Ins. Contributions	832,262	1,196,910	1,519,670	1,815,990	2,511,400
Residence Adjustment	-8,850,130	-9,682,850	-10,696,200	-11,365,900	-15,109,300
Total	\$11,902,900	\$15,541,500	\$20,005,900	\$33,899,900	\$33,287,300

Source: Wood & Pool Economics, Inc.

In Fulton County total personal income increased 68% between 1980 and 1990 and by 66% between 1990 and 2000. That rate of increase is projected to increase at a much slower rate between 2000 and 2010 (18%) and 2010 through 2025 (32%) (*Table 2.13*). The residential adjustment increased by 20% between 1980 and 1990 and by 41% between 1990 and 2000. This shows that the number of persons who work in the County but do not live there increased.

**Table 2.13 – Personal Income by Type in Fulton County  
2005 – 2025 (thousands of 1996 constant dollars)**

Income	2005	2010	2015	2020	2025
Wages & Salaries	\$39,765,700	\$39,948,700	\$43,555,900	\$47,739,800	\$48,608,700
Other Labor Income	3,800,920	4,072,000	4,380,680	4,737,080	5,153,660
Proprietor's Income	4,898,460	5,266,460	5,685,590	6,167,480	6,728,380
Dividends, Interest & Rent	7,166,410	7,815,380	8,498,030	9,212,060	9,954,630
Transfer Payments to Person	2,593,510	2,899,380	3,247,410	3,643,940	4,096,340
-Social Ins. Contributions	2,835,680	3,203,430	3,617,150	4,086,360	4,623,070
Residence Adjustment	-16,760,300	-18,528,800	-20,512,100	-22,764,900	-25,354,200
Total	\$35,659,100	\$38,269,700	\$41,238,300	\$44,649,100	\$48,608,700

Source: Wood & Poole Economics, Inc.

*Table 2.14* reflects a comparative review at five (5) year intervals for personal income by type for Fulton County and the State of Georgia.

**Table 2.14 – Personal Income by Type from 1980 to 2025 in Fulton County  
and Georgia (thousands of 1996 constant dollars)**

Income	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Wages & Salaries										
Fulton	128.6%	117.7%	106.0%	97.6%	101.8%	103.2%	104.4%	105.6%	106.9%	108.3%
Georgia	64.1%	62.1%	60.4%	59.0%	61.2%	61.1%	61.0%	60.9%	60.9%	60.9%
Other Labor Income										
Fulton	15.8%	14.5%	13.6%	13.0%	10.6%	10.6%	10.6%	10.6%	10.6%	10.6%
Georgia	8.4%	8.7%	8.7%	8.6%	6.8%	6.7%	6.6%	6.5%	6.4%	6.3%
Proprietor's Income										
Fulton	9.1%	8.7%	10.6%	10.3%	13.7%	13.7%	13.7%	13.8%	13.8%	13.8%
Georgia	6.5%	6.9%	7.1%	7.9%	8.6%	8.5%	8.4%	8.3%	8.2%	8.2%
Dividends, Interest & Rent										
Fulton	16.7%	19.9%	22.7%	20.8%	19.7%	20.1%	20.4%	20.6%	20.6%	20.5%
Georgia	13.0%	15.8%	17.3%	16.3%	16.8%	16.7%	16.7%	16.6%	16.5%	16.3%
Transfer Payments To Persons										
Fulton	11.1%	9.2%	8.1%	9.1%	6.9%	7.3%	7.6%	7.9%	8.1%	8.4%
Georgia	11.7%	10.7%	10.9%	12.6%	11.1%	11.2%	11.4%	11.6%	11.9%	12.2%
-Social Ins. Contributions										
Fulton	6.9%	7.7%	7.6%	7.3%	7.5%	7.9%	8.4%	8.7%	9.1%	9.5%
Georgia	3.5%	4.1%	4.3%	4.4%	4.5%	4.7%	4.8%	5.0%	5.2%	5.3%
Residence Adjustment										
Fulton	-74.3%	-62.3%	-53.5%	-45.6%	-45.4%	-47.0%	-48.4%	-49.7%	-50.9%	-52.2%
Georgia	-0.2%	-0.2%	-0.1%	-0.1%	-0.1%	0.3%	0.7%	1.0%	1.21%	1.35%

Source: Woods & Poole Economics, Inc. from Fulton County Comprehensive Plan Draft

Not surprisingly the majority of personal income in the County and State comes from wages and salaries followed by dividends/interest/rent and then by other labor income (*Table 2.14*).

The limited data available for the City of Palmetto is presented in *Table 2.15* and *Table 2.16* which follow. The “income types” are aggregated differently than for the County and State data so direct comparisons are not as readily accommodated. However, it is important to inventory and assess this data understanding these limitations.

**Table 2.15 – Palmetto City: Personal Income by Type (percent)**

Category	1990	2000
Total Income	100.0%	100.0%
Aggregate wage or salary income for households	81.5%	76.1%
Aggregate other types of income for households	1.5%	1.6%
Aggregate self employment income for households	5.6%	12.6%
Aggregate interest, dividends, or net rental income	0.9%	1.8%
Aggregate social security income for households	6.0%	5.4%
Aggregate public assistance income for households	1.6%	0.4%
Aggregate retirement income for households	2.9%	2.1%

Source: U.S. Bureau of the Census, Georgia DCA Plan Builder

**Table 2.16 – Palmetto City: Personal Income by type (in Dollars)**

Category	1990	2000
Total Income	\$28,036,252	\$47,147,100
Aggregate wage or salary income for households	22,845,559	35,900,400
Aggregate other types of income for households	423,074	742,600
Aggregate self employment income for households	1,575,336	5,930,400
Aggregate interest, dividends, or net rental income	243,191	869,800
Aggregate social security income for households	1,687,568	2,540,600
Aggregate public assistance income for households	435,272	183,500
Aggregate retirement income for households	\$826,252	\$979,800

Source: U.S. Bureau of the Census, Georgia DCA Plan Builder

Reviewing *Table 2.15* several items are of particular interest including: wage and salary income decreased 5.4% as a percentage of the total income from 81.5% to 76.1% between 1990 and 2000; self employment income increased 7% as a percentage of the total income from 5.6% to 12.6% during the same period; and public assistance income decreased 1.2% as a percentage of the total income from 1.6% to 0.4% for the period. There were more modest increases/decreases in the percentage of total income for the other “income types.”

Reviewing *Table 2.16* items of note include that: between 1990 and 2000 total income increased by \$19,110,848 or 68.1%; wage/salary income increased by \$13,054,841 or 57.1%; other types of income increased \$319,526 or 75.5%; self employment income increased \$4,355,064 or 276.4%; interest/dividends/net rental income increased \$626,609 or 257.6%; social security income increased \$853,032 or 50.5%; public assistance income decreased -57.8%; and retirement income increased \$153,548 or 18.5%.

There is no data for residence adjustment at the City level.



## **Assessment**

Projection data indicates the County will continue to see modest increases in wage and salaries from 2005 to 2025. A substantial amount of the income by type in the County comes from dividends, interest and rent (20%). This particular category of unearned from wages/salaries typically suggests a higher level of accumulated wealth. On the other hand about 15% of the County's personal income originates from transfer payments and social security which may suggest restricted or limited income and a lesser level of accumulated wealth for investment, etc.

However, the forecast for transfer payments in the County remains very low for the 2005 – 2025 period and does not portend a major decline in the County's overall relative prosperity when compared to trends statewide. Population data indicates an aging population which may also represent a portion of the transfer payments in the form retirement income (Social Security and private pensions) available to these older age groups. One note of caution, many private pensions for the troubled airline industry which represents a large part of the County's and region's work force are under duress. This could adversely affect the income of not only older but other residents engaged in this and allied employment fields.

The data for Palmetto shows similarities with the County's and State's current standing relative to income by type but also some important divergences. While wages and salaries have shown a healthy increase from 1990 to 2000 at 68% slightly exceeding the County's growth rate this income as a percentage of overall income decreased 5.4% to 76.1% in 2000. And, while Fulton County and the State have shown significant historical growth in dividends, interest and rent which is forecast to continue for Palmetto that income type represents only 1.8% of the overall total income in 2000.

Other items of interest from the Palmetto data include an increase of self employment income from \$1,575,336 in 1990 to \$5,930,400 in 2000. This jumped this personal income source from 5.6% to 12.6% as a percentage of total income. Public assistance income in Palmetto fell \$251,772 from 1980 to 1990 pushing down the percentage of total income for that income type from 1.6% in 1990 to 0.4% in 2000.

Comparing the Palmetto data to the Fulton and statewide data where there is sufficient similarity to do so it would suggest that: Palmetto residents are much more likely to be self employed in their own business enterprises; at 1.8% of the total income they derive much less income from dividends, interest and rent than the County or State although it did increase from 1990 to 2000; and public assistance income on a percentage of total income basis barely registers at less than one-half percent (1/2%) considerably below County and State levels.

The residential adjustment percentage of income earned shows many employees working in the County either choose for lifestyle reasons or cannot afford to reside in the County where they work. Where the decision is not a matter of lifestyle choice the most likely impediment to County residence is affordable housing. Palmetto and South Fulton may offer the best current opportunities for more affordable housing alternatives.

## **2.5 Major Economic Activities**

### ***Inventory***

The City has initiated two (2) major public infrastructure projects to upgrade and prepare its water and wastewater systems for the next twenty (20) years and which will have a lasting positive affect on the City's ability to recruit and accommodate a wide range of economic development opportunities.

These projects have been described in some detail in the applicable elements of this document. By way of summary they include:

- Construction of a raw water supply reservoir, water treatment facility and transmission lines for member cities under the auspices of the South Fulton Municipal Regional Water and Sewer Authority of which the City is a member with Fairburn and Union City. Approximately \$41 million in revenue bonds have been issued for the project. It is now in the engineering design and permit application phase.
- Construction of upgraded treatment, pumping and collection components for the City's wastewater system. The City's current wastewater treatment plant will be decommissioned and the City will purchase 1.0 MGD of wastewater treatment capacity from Fulton County. Collection lines and pumping stations will be constructed to transport the wastewater from Palmetto to the Fulton County treatment plant. The City has issued \$9 million in combined utility revenue bonds to finance the project. The initial phase is in the bidding stage with construction estimated to begin in the very near future. Subsequent phases are in engineering design.

The Georgia Baptist Retirement Communities of Georgia is making a multi million dollar investment at a location they own in the City of Palmetto. The project will include a multi-level 82,000 sq. ft. 150 unit elderly living facility with a common food service, activities center and chapel. Living quarters will be available for seniors with varying levels of assisted living requirements. The project also includes twenty-two (22) cottages (seven (7), two (2) unit cottages and fifteen (15), four (4) unit cottages).

This project will have significant socio-economic implications including population, income and employment demographics. It will create many job opportunities and attract businesses in allied areas which provide support services to the development.

The General Services Administration (GSA) Distribution Center was opened in Palmetto Industrial Park in the spring of 1989. The building occupies 32 acres. The facility is no longer utilized as a GSA distribution center but is leased to federal agencies for storage. This building has excellent potential to serve other governmental agencies and the City is actively exploring these possibilities.

Palmetto has several hundred acres currently zoned for industrial use with excellent road, rail and air access and all utilities. The water and wastewater improvements recently referenced will ensure a wide range of economic development projects can be adequately served.

## **Assessment**

The City should continue to work with the various economic development agencies available to provide assistance including the Municipal Electric Authority of Georgia (MEAG), the South Fulton Chamber of Commerce, South Fulton Revitalization Incorporated; Fulton County; and State agencies to develop strategies for recruiting, attracting, locating new or retaining expanding existing businesses/industries.

The Georgia Baptist project will provide many opportunities to attract and locate support businesses for the development and the City should invite the management of the organization to work together to identify and attract such businesses/industries.

Even though there has been an overall decline in manufacturing, warehousing and distribution which is considered one of the mainstays of employment in South Fulton, the Palmetto industrial park offers a competitive location for these types of projects.

According to the Fulton County Comprehensive Plan the Department of Economic Development is working to develop a business plan for South Fulton and includes as an essential component Class A office space in South Fulton. The City should work closely with the County to identify opportunities for this development in Palmetto.

## **2.6 Special or Unique Activities**

There are no special or unique economic activities not previously described in preceding sections.

## **2.7 Labor Force**

## **2.8 Employment by Occupation**

### **Inventory**

Employment by occupation is collected from residents of the County during the decennial census and includes the jobs held by residents of persons living within the County, regardless of where they work. *Table 2.17* below provides employment by occupation from information collected in the 1990 and 2000 census.

**Table 2. 17 – Fulton County Employment by Occupation in 1990 and 2000**

Category	1990	1990 Percent	2000	2000 Percent
Executive, Administrative & Managerial	53,051	16.5%	81,784	20.8%
Professional and Technical Specialty	48,573	15.2%	89,212	22.7%
Technicians & Related Support	11,919	3.7%	NA	NA

<b>Category</b>	<b>1990</b>	<b>1990 Percent</b>	<b>2000</b>	<b>2000 Percent</b>
Sales Occupations	46,191	14.4%	54,007	13.7%
Administrative Support, including Clerical	54,893	17.1%	54,813	13.9%
Private Household Service	2,496	0.8%	NA	NA
Protective Service	5,167	1.6%	NA	NA
Service Occupations, Other	36,825	11.5%	50,372	12.8%
Farming, Fishing & Forestry	3,240	1.0%	640	0.2%
Precision Production, Craft & Repair	21,255	6.6^	15,628	4.0%
Machine Operators, Assemblers, Inspectors	12,899	4.0%	23,508	6.0%
Transportation & Material Moving	11,323	3.5%	20,014	5.1%
Handlers, Equipment Cleaners, Laborers	12,317	3.8%	NA	NA
Total Employed Over the Age of 16 Years	320,149	100%	392,627	100%

Source: U.S. Bureau of Census, Georgia DCA Plan Builder from the Fulton County Comprehensive Plan Draft

In 1990 the largest category of employment in Fulton County was administrative support, including clerical followed by these other major categories in descending order: executive, administrative and management; professional and technical specialty; sales occupations; service occupations – others; and precision productions, craft and repair. At the low end of the occupation categories for Fulton County were private household service; farming; fishing and forestry; and protective services.

In 2000 these rankings changed in the County with professional and technical specialty claiming the top employment category with executive, administrative and management moving to second and the 1990 leader administrative support, including clerical falling to third. Other major employment categories in descending order were sales occupations; service occupations, other; machine operators, assemblers, inspectors; and transportation and material moving. The technicians and related support category was not available for 2000. The lesser categories of employment included farming, fishing and foresting and precision production craft and repair.

Overall the number of jobs held by Fulton County residents increased by 72,478 from 1990 to 2000.

*Table 2.18* below offers an opportunity to compare and contrast employment by occupation data from 1990 – 2000 among Fulton County, the State of Georgia and the U.S.

**Table 2.18 – US, Georgia and Fulton County Employment by Occupation**

<b>Category</b>	<b>1990</b>			<b>2000</b>		
	<b>US</b>	<b>GA</b>	<b>Fulton</b>	<b>US</b>	<b>GA</b>	<b>Fulton</b>
Executive, Administrative & Managerial (not Farm)	12.3%	12.3%	16.5%	13.4%	14.0%	20.8%
Professional & Technical Specialty	14.1%	12.4%	15.2%	20.2%	18.7%	22.7%
Technicians & Related Support	3.7%	3.6%	3.7%	NA	NA	NA
Sales	11.8%	12.3%	14.4%	11.2%	11.6%	13.7%
Clerical & Administrative Support	16.3%	16.0%	17.1%	15.4%	15.1%	13.9%
Private Household Services	0.45%	0.5%	0.8%	NA	NA	NA
Protective Service	1.7%	1.7%	1.6%	NA	NA	NA

	<b>US</b>	<b>GA</b>	<b>Fulton</b>	<b>US</b>	<b>GA</b>	<b>Fulton</b>
Service Occupations (not Protective & Household)	11.0%	9.8%	11.5%	12.0%	11.6%	12.8%
Farming, Fishing & Forestry	2.5%	2.2%	1.0%	0.7%	0.6%	0.2%
Precision Production, Craft & Repair	11.3%	11.9%	6.6%	8.5%	9.0%	4.0%
Machine Operators, Assemblers & Inspectors	6.8%	8.5%	4.0%	9.4%	10.8%	6.0%
Transportation & Material Moving	4.1%	4.6%	3.5%	6.1%	6.6%	5.1%
Handlers, Equipment Cleaners, Helpers & Laborers	3.9%	4.3%	3.8%	NA	NA	NA

Source: U.S. Bureau of Census, Georgia Plan Builder from the Fulton County Comprehensive Plan Draft

In terms of ranking employment by occupation categories in Fulton County, Georgia and the U.S. remain consistent in 1990 with clerical and administrative support the highest in each entity. Executive, administrative and managerial were next highest for the respective entities in 1990 followed by professional and technical support in each entity. It should be noted that Fulton County's percentage of employment in each of these occupation categories is higher than both those of the U.S. and Georgia. Sales were also a strong occupation in all entities for 1990.

Moving to 2000 once again Fulton County, Georgia and the U.S. occupation highest rankings were the same although the order of rank changed. For this period professional and technical specialty was first for each entity followed by clerical and administrative support and executive, administrative and managerial. Fulton County's percentages of the professional/technical specialty and executive/administrative/managerial categories were higher than those of its counterparts. The clerical and administrative support percentage of employment in this category shows both the U.S. and Georgia higher than Fulton County. Other categories with percentage of employment increases include services, machine operators, assemblers and transportation and material moving. Declining percentages of employment were found in sales, farming, fishing and forestry.

It is difficult to draw precise comparative parallels for the employment by occupation status in Palmetto given the absence of a consistent database. However, based on the data from employment by industry for Palmetto it appears that the occupation base for the City would lean and trend more toward categories most directly associated with manufacturing, construction, retail trade and most particularly services. There does not seem to be the percentage of occupations in the professional/technical specialty, executive/administrative/managerial and clerical administrative reflected in the County data.

## **Assessment**

Fulton County has a strong base of professional, technical and skilled employees. It is a reflection in part to the education levels and employee expertise in the County. The increase in

service employment is consistent with the previous assessment in the sector section. Palmetto's strengths lie in manufacturing, construction, retail trade and services. Each re-emphasizes the necessity of employment diversity, the importance of employee skills, job training and a strategy to identify, recruit and locate businesses/industries which utilize job skills which command competitive compensation and benefits for their employees.

## 2.9 Employment Status

### Inventory

The employment status section looks at the status of the entire labor force, civilian and military, male and female. The data inventories deals with Fulton County, the State of Georgia and the U.S.A. There is no comparably replicated data at the City level.

Table 2.19 inventories the Fulton County labor force participator for years 1990 and 2000.

**Table 2.19 – Fulton County Labor Force Participation in 1990 - 2000**

Category	1990		2000	
	Number	Percent	Number	Percent
In Labor Force	344,956	67.8%	431,553	67.7%
Civilian Labor Force	343,768	67.6%	430,872	67.6%
Civilian Employed Force	320,149	62.5%	392,627	61.6%
Civilian Force Unemployed	23,619	4.6%	38,245	6.0%
In Armed Forces	1,188	0.23%	681	0.1%
Not in Labor Force	163,638	37.2%	205,464	32.2%
<b>Total</b>	<b>508,594</b>	<b>100%</b>	<b>637,017</b>	<b>100%</b>
<b>Males</b>				
In Labor Force	179,749	75.4%	232,858	75.2%
Civilian Labor Force	178,793	75.0%	232,343	75.0%
Civilian Employed Force	166,991	70.0%	211,687	68.3%
Civilian Force Unemployed	11,802	4.9%	20,656	6.7%
In Armed Forces	956	0.4%	515	0.2%
Not in Labor Force	58,637	24.6%	76,832	24.8%
<b>Total Males</b>	<b>238,386</b>	<b>100%</b>	<b>309,690</b>	<b>100%</b>
<b>Females</b>				
In Labor Force	165,207	61.1%	198,695	60.7%
Civilian Labor Force	164,975	61.0%	198,529	60.6%
Civilian Employed Force	153,158	56.7%	180,940	55.3%
Civilian Force Unemployed	11,817	4.4%	17,589	5.4%
In Armed Forces	232	0.1%	166	0.0%
Not in Labor Force	105,001	38.9%	128,632	39.3%
<b>Total Females</b>	<b>270,208</b>		<b>327,327</b>	

Source: U.S. Bureau of Census and Georgia DCA Plan Builder, Fulton County Comprehensive Plan Draft

For the respective employment status categories presented, the table shows labor force grew by 25%. During that same period the Civilian Labor Force remained constant at 67.6% in both the designated periods. Civilian Employment dropped only very slightly (less than 1%) between the two periods. The Military Employed also suffered a small decrease from 1990 to 2000. The Unemployment rate rose 1.4% from 1990 to 2000 (4.6% to 6.0%). The Female Labor Force decreased from 61.1% to 60.7% over the period while the Male Labor Force also declined an even lesser percentage. Civilian Unemployment also increased between 1990 and 2000 from 4.4% to 6.7%. Among females the Civilian Unemployment also increased between 1990 and 2000 from 4.4% to 5.4% not quite as sharply as the male increase.

*Table 2.20* expands the employment status database to incorporate not only Fulton County but also the State of Georgia and the U.S.A.

**Table 2.20 – Employment Status in USA, Georgia & Fulton County  
1990-2000**

Category	1990			2000		
	USA	Georgia	Fulton	USA	Georgia	Fulton
In Labor Force	65.3	67.9	67.8	63.9	66.0	67.7
Civilian Labor Force	64.4	66.4	67.6	63.4	65.0	67.6
Civilian Employment	60.3	62.6	62.9	59.7	61.4	61.6
Civilian Unemployment	4.0	3.8	4.6	3.7	3.6	6.00
In Armed Forces	0.9	1.5	0.2	0.5	1.0	0.1
Not in Labor Force	34.7	32.1	32.2	36.0	33.9	32.2
Male Civilian Labor Force	72.8	73.9	75	69.8	71.2	75.
Male Civilian Unemployed	4.6	3.80	4.9	3.9	3.5	6.6
Female Labor Force	56.8	55.8	61.1	57.5	55.6	60.7
Female Civilian Unemployed	3.5	3.8	4.3	3.3	3.6	5.4

Source: U.S. Bureau of Census, Georgia DCA Plan Builder, Fulton County Comprehensive Plan Draft

For the respective employment status categories presented, *Table 2.20* shows that for all represented entities (Fulton, State, USA) there were small declines in the percentage of the population in the Labor Force between 1990 and 2000. Fulton's decrease was the least, followed by the USA and State with nearly identical decreases. Fulton had the highest percentage of civilian population in the labor force in both 1990 and 2000. Georgia's percentages were second in both 1990 and 2000. The USA percentage was last for both reporting years. Fulton County had a lower percentage of its population in the Armed Forces in the labor force for both years while the State of Georgia had the highest percentage of the population in the Armed Forces in both years. The USA had the smallest percentage both years. The percentage of population not in the work force was lowest for Fulton County both years (exactly the same at 32.3%). The State of Georgia had the next lowest although it did increase from 1990 (32.1%) to 2000 (33.9%). The USA percentage was highest at 34.7% in 1990 and 36.0% in 2000.

In 2000 the County had a higher percentage of its female population in the labor force (60.7%) than the USA with 57.5% and the State of Georgia at 55.6%. However, the County's percentage was a small decrease from the 1990 percentage of 61.1%. Georgia saw a similar small decrease from the 1990 percentage of 55.8% while the USA percentage constituted an increase from 1990 percentage of 56.8%. The Male Civilian Labor Force decreased somewhat from Georgia and the USA between 1990 and 2000. In Fulton the percentage remained unchanged at 75% in both 1990 and 2000. The Employed Civilian's percentage decreased in Fulton County, Georgia and the USA from 1990 to 2000.

## Assessment

Assessment of the data in this section indicates that Fulton County benefits from a number of attributes relevant to enhancing job opportunities. Therefore, it is not surprising that the County has a greater percentage of its population in the labor force than the geographic areas compared and contrasted. Those attributes include the abundant availability of job

opportunities; a skilled workforce; an attractive lifestyle; economic diversity and therefore job diversity; and generally attractive tax considerations for newly locating and expanding business/industries.

It is also instructional to note the high percentage of the female population in the labor force in Fulton County. This is likely a result of several contributing factors including; the percentage of females in the population base; the education levels and/or job skills of the female work force; the continuing inclusion of females in a more diverse range of professional occupations; and females entering the labor force either as a second wage earner or the primary breadwinner.

It is also instructional to observe the consistency over time of Fulton County's labor force strength. The County has facilitated an environment which is sufficiently diverse to see its way through setbacks in targeted areas of the economy or labor force. This diversity and stability has provided the support to encourage the continuing investment which creates job opportunities.

## **2.10 Unemployment Rates**

### ***Inventory***

Unemployment data is collected and tabulated at the County level by the Georgia Department of Labor. Fulton County rates for 1990 through 2005 and Fulton County, Georgia, and the USA rates for 1994 through 2005 are the basis for the inventory and subsequent assessment.

Fulton County's unemployment rate has ranged from a low of 3.7% in 1990 to a high of 6.7% in 2003. The average for the period is 5.43%. For the most recent reporting period in 2005 the unemployment rates for the County is 5.6%. (*Table 2.21*)

**Table 2.21 – Fulton County Unemployment Rates 1990 - 2005**

<b>Year</b>	<b>Labor Force</b>	<b>Employed</b>	<b>Unemployed</b>	<b>Unemployment Rate</b>
1990	341,032	321,756	19,276	5.7%
1995	363,188	343,427	19,761	5.4%
2000	410,281	395,164	15,117	3.7%
2003	436,798	407,466	29,332	6.7%
2004	433,218	409,309	23,909	5.5%
2005	427,044	402,932	24,112	5.6%

Source: Georgia Department of Labor

Compared with the State of Georgia and the USA for the period of 1994 through 2000 the Fulton County unemployment rate typically exceeded the Georgia rate (they were the same in 2000) but lower than the USA rates. However, beginning in 2003 the County rate exceeded the State rate and the USA rate in 2003 and 2005. In 2004 the County rate exceeded the State rate but was just slightly below the USA rate. (*Table 2.22*)



**Table 2.22 – Unemployment Rates for USA and Georgia**

Government	1994	1995	1996	1997	1998	1999	2000	2003	2004	2005
USA	6.1%	5.6%	5.4%	4.9%	4.5%	4.2%	4.0%	6.3%	5.6%	5.2%
Georgia	5.2%	4.9%	4.6%	4.5%	4.2%	4.0%	3.7%	5.4%	4.6%	5.0%
Fulton	5.8%	5.4%	5.0%	4.6%	4.1%	3.9%	3.7%	6.7%	5.5%	5.6%

Source: U.S. Department of Labor

On a regional basis Fulton County had the highest unemployment rate from 1994 to 2000. Since 2003 Clayton County has had the highest rate. Fayette County had the lowest.

## Assessment

While Fulton County produces the greatest number of jobs in the region and is an economic catalyst for the area this data shows that unemployment rates have been problematic from time to time. Likely influences on the rate include periodic downturns in the overall economic conditions of the State, region or nation which adversely affect broad employment sectors; an uncharacteristically catastrophic downturn in one specific industry or cluster of allied industries (e.g. aviation, technology, manufacturing, etc.); labor force problems; unemployment or underemployment among certain employment sectors; and population growth swelling the labor force faster than job expansion.

## 2.11 Commuting Patterns

### Inventory

In 1990, approximately 70 percent of Fulton County residents worked in Fulton County. This is down from 84 percent in 1970 and 78 percent in 1980. That percentage is 69.9% in 2000. (Table 2.23)

**Table 2.23 – Labor Force by Place of Work**

Category	1990		2000	
	Number	Percent	Number	Percent
Worked in County of Residence	221,309	70.9%	265,870	69.9%
Worked outside of County of Residence	90,740	29.1%	114,471	30.1%

Source: U.S. Bureau of Census

As Table 2.24 indicates most persons working in Fulton County live in Fulton, adjacent counties and other counties within the region.

**Table 2.24 – County of Residence of Persons Working in Fulton County, 2000**

County	Number	% of Total
Fulton	265,870	37%
Dekalb	121,921	17%
Cobb	92,014	13%
Gwinnett	57,737	8%

County	Number	% of Total
Clayton	40,271	6%
Cherokee	17,494	2%
Forsyth	15,251	2%
Fayette	14,745	2%
Douglas	14,253	2%
Henry	14,157	2%
Coweta	8,855	1%
Paulding	7,432	1%
Rockdale	4,792	1%
<b>Total</b>	<b>674,792</b>	<b>94%</b>

Source: U.S. Bureau of the Census

Limited, though not exactly mirroring the Fulton County data, is certain information on the City of Palmetto labor force by place of work (*Table 2.25*). In 1990 of the labor force working in the State 14.8% worked in their place of residence, Palmetto. The remaining 85.2% worked outside their place of residence many likely in Fulton County. By 2000 the number working in their place of residence had fallen to 10.2% with 89.8% working outside their place of residence.

**Table 2.25 – Palmetto City: Labor Force  
by Place of Work**

Category	1990	2000
Total Population	2612	3400
Worked in State of Residence	1330	1313
Worked in Place of Residence	197	134
Worked Outside of Place of Residence	1133	1179
Worked Outside of State of Residence	0	0

Source: U.S. Bureau of the Census, Georgia DCA Plan Builder

## Assessment

Commuting patterns such as these are representative of counties located in metropolitan areas where employment opportunities are abundant and spatially dispersed. Fulton County is the employment center which draws workers from all surrounding counties (and beyond).

As for the City of Palmetto it is clear that vast majority of the work force works outside of the City (85.2% in 1990 and 89.8% in 2000) a modest increase. Nevertheless, the trend to employment outside the City is growing. It is likely that many of these residents worked in Fulton County or perhaps Coweta County.

One of the obvious and primary influences of this commuting pattern is its impact on traffic, congestion, accidents, loss of productivity and degradation of life quality within in the County and region. Given the population increases for the County and City this is likely to become an even more invasive problem.

Transportation improvements and alternatives will be critical in the economic development equation for the County and Palmetto as will the location of housing centers near employment

and/or alternative transportation means. These alternatives to traditional vehicular commuting are primarily public transit, private/quasi-public transit; car pooling, telecommuting, etc.

## **2.12 Local Economic Development Resources**

## **2.13 Local Development Agencies**

### **Inventory**

- South Fulton Chamber of Commerce. The Chamber provides recruitment, networking, business promotions, and coordination with other economic development agencies.
- The South Fulton Revitalization, Inc. is involved in a number of initiatives affecting South Fulton and Palmetto to promote economic and community development. They provide a wide range of economic, demographic housing, population, industrial properties, information on South Fulton and Palmetto via website and brochures. They also coordinate area wide planning activities in support of community and economic development.
- The Palmetto Downtown Development Authority was formed to plan and undertake certain economic development activities in the designated downtown area of Palmetto.
- The Palmetto Industrial Authority works with the South Fulton Chamber of Commerce, South Fulton Revitalization, Inc. and State economic development agencies do provide industrial properties, infrastructure and recruitment assistance for the City.

The Georgia Department of Community Affairs (DCA) is the primary State contact for local governments in providing economic development resources. Listed below are the programs available. Each potential participant should consult with DCA for more specific eligibility requirements.

<b>Program Title</b>	<b>Program Description</b>
The Redevelopment Fund Program	The Redevelopment Fund provides flexible financial assistance to local governments to assist them in implementing challenging economic and community development projects that cannot be undertaken with existing public sector grant and loan programs.
Employment Incentive Program	The Employment Incentive Program is a Community development and Block Grant funded grant program designed to support local government projects intended to facilitate and enhance job creation and/or retention, principally for persons of low and moderate income.
Georgia Job Tax Credit Program	The Job Tax Credit Program provides a tax credit on Georgia income taxes for eligible businesses that create new jobs in counties or “less-developed” census tract areas.
Business Retention & Expansion Process	The Business Retention and Expansion Process provides a process for local governments, chambers and/or development authorities to survey existing industries and identify the perceptions and potential problems of private sector firms concerning issues like future plans, international trade, labor and manpower, local government services, energy requirements, and community linkages.

Regional Assistance Program (RAP)	The Regional Assistance Program (RAP) is a collaborative effort of DCA and GEFA to support multi-county and regional collaboration in economic development. The RAP program provides grants to local governments and local government authorities for multi-county activities important to regional economic development.
Bond Allocation Program	For businesses and individuals seeking long-term, low-interest rate financing for the construction or improvements of manufacturing facilities, single and multi-family housing projects, exempt financing is available both at the state and local level. DCA is responsible for implementing a system for allocating the use of private-activity bonds, as permitted by federal law, in order to further the economic development of the state, to further the provision of safe, sanitary, and affordable housing, and otherwise to further the purposes of the laws of the state which provide for the issuance of such bonds.
Regional Economic Assistance Projects (REAP)	Regional Economic Assistance Projects (REAP) provide a mechanism for local and state governments and the private sector to cooperate on large-scale tourism-related projects with multiple uses that will create jobs and enhance the local tax base. Upon meeting the requirements of the REAP statute and the REAP Rules, a developer of a certified REAP project may apply to the Georgia Department of Revenue for a state license for the sale of malt beverages, wine, or distilled spirits by the drink for consumption on the premises only.
Georgia Main Street/Better Hometown Program	The Main Street/Better Hometown Program is a self-help community development program designed to improve a downtown's quality of life and is modeled on the Main Street Four Point Approach™ to downtown revitalization. The Main Street/Better Hometown Program focuses on economic development through downtown revitalization, historic preservation and restoring a sense of place.
Georgia Academy for Economic Development	The Academy is a consortium of public and private economic development organizations providing economic development training throughout Georgia. These professionals serve as the Academy's program leaders and resource experts.

Source: Georgia Department of Community Affairs

## **Assessment**

Fulton County, local area economic development organizations and the State of Georgia, particularly through the Georgia Department of Community Affairs, provide a wealth of economic development resources which are readily accessible. In addition, these organizations/agencies can provide referrals/access to many private entities providing such resources.

## **2.14 Economic Development Programs or Tools**

### **Inventory**

- Palmetto Downtown Development Authority
- Palmetto Industrial Development Authority
- Development Authority of Fulton County
- Community Improvement District (CID)
- Community Development Block Grant Program (CDBG)
- The Enterprise Zone Employment Act of 1997

### **Assessment**

Many of the agencies listed in the previous “Resources” Section also serve as programs or tools for the community. Each of the programs referenced above has specific authority through bond allocations, grants, tax incentives and other methodologies to assist the City of Palmetto in economic development activities.

## **2.15 Education and Training Opportunities**

### ***Inventory***

The City of Palmetto relies primarily on private, state and county sponsored programs for workforce education and training. According to information from Fulton County those resources include:

- Fulton County Human Services Department: The Fulton County Workforce Preparation Employment Service offers a variety of services through four “one-stop” career centers and 22 electronic access network sites strategically located throughout Fulton County. Employment and training services, as well as associated supportive services are provided at these to area youth, adults and dislocated workers.
- Electronic Access Network: The Georgia Department of labor has developed an automated system that supports the delivery of Workforce Investment Act (WIA) services. These automated systems are part of Georgia’s One Stop Career Network and are known in Fulton County as the Electronic Access Network Sites.
- Private Assistance: There are numerous social service agencies which provide job training and job finding assistance to people as well as help in taking their GED.
- Youth Services: The Youth Services Program (provided by the Fulton County Human Services Department) is designed to provide assistance to youth in obtaining vocational training and unsubsidized employment. The program targets in-school, out of school and at-risk youth.
- Atlanta Regional Workforce Board: The Atlanta Regional Commission coordinates the local regional workforce board which provides job training and job seeking resources to Atlanta Region residents, including Fulton County.
- Vocational and Technical Schools: Numerous vocation and technical schools in the Metro Atlanta area, such as Atlanta Area Tech, teach students skills in a broad range of occupations including technical, service, administrative, clerical, health care, real estate, construction, media and accounting to list a representative sampling.

### ***Assessment***

The importance of a skilled educated and well trained workforce is critical to sustaining and enhancing the location, relocation and expansion of industries/businesses in Palmetto and greater Fulton County. County wide there is generally a significant percent of the residents with requisite skills, education and training. However, there are residents, including those within Palmetto who require assistance in acquiring and improving education, skills and training. As it relates to South Fulton in general and Palmetto in particular according to the Fulton County Economic Development Department there is an effort to attract a local state and/or private college campus to the area and to build the skill capacities of South Fulton residents to attract corporate headquarters and offices to the area.

## **2.16 Assessment of Current and Future Needs**

The decades of 1980 to 1990 and 1990 to 2000 reveal diametrically different stories in the economic development progress of Palmetto. Between 1980 and 1990 jobs increased by 59.8%. Between 1990 and 2000 growth was virtually static. In fact jobs decreased a very small amount by four (4) jobs or .003%.

The 1990 to 2000 period also marked the emergence of the service history industry as the primary job sector in Palmetto (and Fulton County). In Palmetto the percentage of service type employees increased from 21% in 1990 to 32.3% in 2000. While manufacturing and construction remain secondarily strong, service jobs now lead the employment sector in Palmetto (and Fulton County). However, the overall Fulton County employment picture shows a greater percentage in typically higher earning jobs such as finance, insurance and real estate while Palmetto's percentage of these type jobs has decreased over time. Palmetto does show considerable strength in the self employment category and manufacturing/construction jobs remain mainstays of its job base.

Palmetto's economic development status must be assessed in the context of Fulton County and the Metropolitan Atlanta region. By sheer numbers, and even with projected growth, Palmetto is only a relatively small influencing factor in the overall region. Obviously, Palmetto's economic destiny is more likely to be influenced by Fulton County and the Metropolitan Atlanta region rather than vice versa.

However, by most all socio-economic data South Fulton and Palmetto lag somewhat behind Fulton County as a whole and the Metropolitan region. Accordingly, it is extremely important that Palmetto maximize its advantages and opportunities (and there are several) to achieve economic parity. Additionally the City must take advantage of the myriad of opportunities to improve its standing in those areas which will enhance its economic stature and competitiveness.

Fulton County is the largest generator of jobs in the Metropolitan area. Palmetto must be poised to take advantage of that fact. In several respects it is ahead of the growth curve in doing so. Two (2) major public works projects for water and wastewater improvements will secure the City's ability to provide (with incremental, phased upgrades) for the foreseeable future. In addition, its other primary community facilities are adequate and/or expandable to meet planning period needs. There is a satisfactory inventory of industrial property with excellent road, rail and air access to attract new and expanding businesses/industries. There is also more than adequate economic development programs and tools to facilitate the City's efforts in this regard as outlined in this section.

The overriding concern for Palmetto, Fulton County and the region is to aggressively seek and maintain economic diversity within the local communities, the County and the region. The emergence of the service sector as the dominant employment sector in Palmetto and Fulton County and the fact that the weekly salary for these jobs is below the average wage for other jobs is of concern. All jurisdictions must guard against an

employment base concentrated too greatly in any one sector and therefore subject to narrowly concentrated economic upheavals.

Clearly the gross number of jobs to be created in Palmetto alone over the next 25 years (629) will not adequately serve the projected population increase in the community. However, the projected job increases for Fulton County will. To ensure Palmetto residents are prepared to participate in this job growth prosperity there must be continued and increased emphasis on job training, education and skills. Palmetto's best opportunity to increase its residents job opportunities is a combination of growing jobs within the community as described in this section and by preparing its residents to be adequately trained and educated to avail themselves of the employment opportunities in the City, County and region.

South Fulton's availability of land at price points generally less than other parts of the County, its improving transportation access (South Fulton Parkway, et.al.) the projected population growth, upgraded infrastructure, and targeted economic incentives all bode favorably for economic growth in the area.

Since 1990 about 70% of Fulton County's population was employed in the County. That percentage is almost the same today. Most of the employees commuting to the County are from immediately adjacent counties. In Palmetto the vast number of employees commute outside their place of residence. That percentage was 85% in 1990 and almost 90% in 2000. Resolution of traffic congestion and related problems created by these commutes and transportation alternatives are major issues to be addressed to ensure the continuing economic viability of the respective jurisdictions in this region.