

DATE: October 5, 2023

TO: Mayor John Lampl, City of Morrow
ATTN TO: Marti Tracy, Zoning Administrator, City of Morrow
FROM: Mike Alexander, COO, Atlanta Regional Commission

The Atlanta Regional Commission (ARC) has received the following proposal and is initiating a regional review to seek comments from potentially impacted jurisdictions and agencies. The ARC requests your comments related to the proposal not addressed by the Commission's regional plans and policies.

Name of Proposal: 2023 City of Morrow Comprehensive Plan Update

Description: A regional review of the draft 2023 City of Morrow Comprehensive Plan Update.

Submitting Local Government: City of Morrow

Action Under Consideration: Approval

Date Opened: October 5, 2023

Deadline for Comments: October 26, 2023

THE FOLLOWING LOCAL GOVERNMENTS AND AGENCIES ARE RECEIVING NOTICE OF THIS REVIEW:

ATLANTA REGIONAL COMMISSION
GEORGIA DEPARTMENT OF TRANSPORTATION
GEORGIA ENVIRONMENTAL FINANCE AUTHORITY
CITY OF LAKE CITY
CITY OF JONESBORO

GEORGIA DEPARTMENT OF NATURAL RESOURCE
GEORGIA REGIONAL TRANSPORTATION AUTHORITY
CLAYTON COUNTY
HENRY COUNTY
CITY OF STOCKBRIDGE

GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS
GEORGIA SOIL AND WATER CONSERVATION COMMISSION
CITY OF FOREST PARK
CITY OF RIVERDALE

Review information is attached.

Please submit comments to dshockey@atlantaregional.org. For questions, please contact ARC Plan Review Manager Donald Shockey at dshockey@atlantaregional.org or 470-378-1531. If no comments are received by October 26, 2023, ARC will assume your agency has no input on the subject plan. The ARC review website is located at <https://atlantaregional.org/community-development/comprehensive-planning/plan-reviews/>.



September 19, 2023

Atlanta Regional Commission
229 Peachtree Street NE
Suite 100
Atlanta, GA 30303

RE: Comprehensive Plan Update Submittal

Morrow has completed an update of its comprehensive plan and is submitting it with this letter for review by the Atlanta Regional Commission and the Department of Community Affairs.

I certify that we have held the required public hearings and have involved the public in development of the plan in a manner appropriate to our community's dynamics and resources. Evidence of this has been included with our submittal.

I certify that appropriate staff and decision-makers have reviewed both the Regional Water Plan(s) covering our area and the Rules for Environmental Planning Criteria (O.C.G.A. 12-2-8) and taken them into consideration in formulating our plan.

If you have any questions concerning our submittal, please contact Jeff Baker, City Manager at 404-640-4865.

Sincerely,

Mayor John J. Lampl, II
City of Morrow
Enclosures



CITY OF MORROW 2023 COMPREHENSIVE PLAN



October 31, 2023

prepared by the



Atlanta Regional Commission

Vision

ONE **great** REGION

Mission

Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.

Goals



Healthy, safe, livable communities in the Atlanta Metro area.



Strategic investments in people, infrastructure, mobility, and preserving natural resources.



Regional services delivered with **operational excellence** and **efficiency**.



Diverse stakeholders engage and take a regional approach to solve local issues.



A competitive economy that is inclusive, innovative, and resilient.

Values

Excellence – A commitment to doing our best and going above and beyond in every facet of our work allowing for innovative practices and actions to be created while ensuring our agency's and our colleague's success.

Integrity – In our conduct, communication, and collaboration with each other and the region's residents, we will act with consistency, honesty, transparency, fairness and accountability within and across each of our responsibilities and functions.

Equity – We represent a belief that there are some things which people should have, that there are basic needs that should be fulfilled, that burdens and rewards should not be spread too divergently across the community, and that policy should be directed with impartiality, fairness and justice towards these ends.



Atlanta Regional Commission

229 Peachtree Street, NE | Suite 100
Atlanta, Georgia 30303

atlantaregional.org

ACKNOWLEDGEMENTS

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This document was prepared by the Atlanta Regional Commission.

Unless otherwise noted, all photos were taken by City of Morrow staff.

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EXECUTIVE SUMMARY

One of the most impactful responsibilities of local government is planning – a word used to describe how a community shapes and guides growth and development. This update of Morrow's Comprehensive Plan offers the opportunity to look beyond the execution of the day-to-day city services and consider where the City wants to be in the next five-years and the necessary steps to achieve that vision.

The most recent Comprehensive Plan for the City of Morrow was adopted in 2019. The Georgia Department of Community Affairs mandates every city to provide an update to the Comprehensive Plan every five years to maintain the Qualified Local Government (QLG) status of the city and continue to receive funding for projects within the city.

This document has been shaped by combined efforts of the City Council, City Staff, stakeholders and active public participation and delves into the current advancement of the city and makes efforts to yield prospective opportunities for the city.

Morrow's Comprehensive Plan includes:

- Background, Demographics and Data
- Issues, Needs, and Opportunities
- Community Vision, Goals, and Policies
- Housing
- Broadband Access
- Economic Development
- Transportation
- Natural, Cultural, and Historic Resources
- Land Use
- Community Work Program
- Report of Accomplishments
- Appendix-Supporting Resources

The vision for the plan is to transform Morrow from rural railroad acreage to a modern arena for lovers of art, music, history and outdoor recreation. The goals identified to achieve this vision are summerized in the next page.

Economic Development: Supporting small and new businesses that local workers bring to the city that promotes marketing

- Over the next five years, Morrow will work with Clayton County and other institutions to improve job opportunities within the city.
- Bringing new and viable businesses that generate revenue and promote marketing.
- Promote small and independent business along the Jonesboro Road corridor with signage to help advertising them.

Housing: Increase the quality of life and density of housing for all

- Maintain the value of established housing stock through code enforcement and neighborhood standards.
- Create more single-family and multi-family housing options for seniors, with special attention to options near activity centers.
- Add more density of mixed-use (retail and living) through smart design.

Natural and Historic Resources: Create more opportunities for outdoor activities

- Continue the expansion of Morrow's bicycle/pedestrian infrastructure connecting to activity centers, civic institutions, and green spaces.
- Add more outdoor fitness areas and facilities that people can use instead of the ones outside the city.

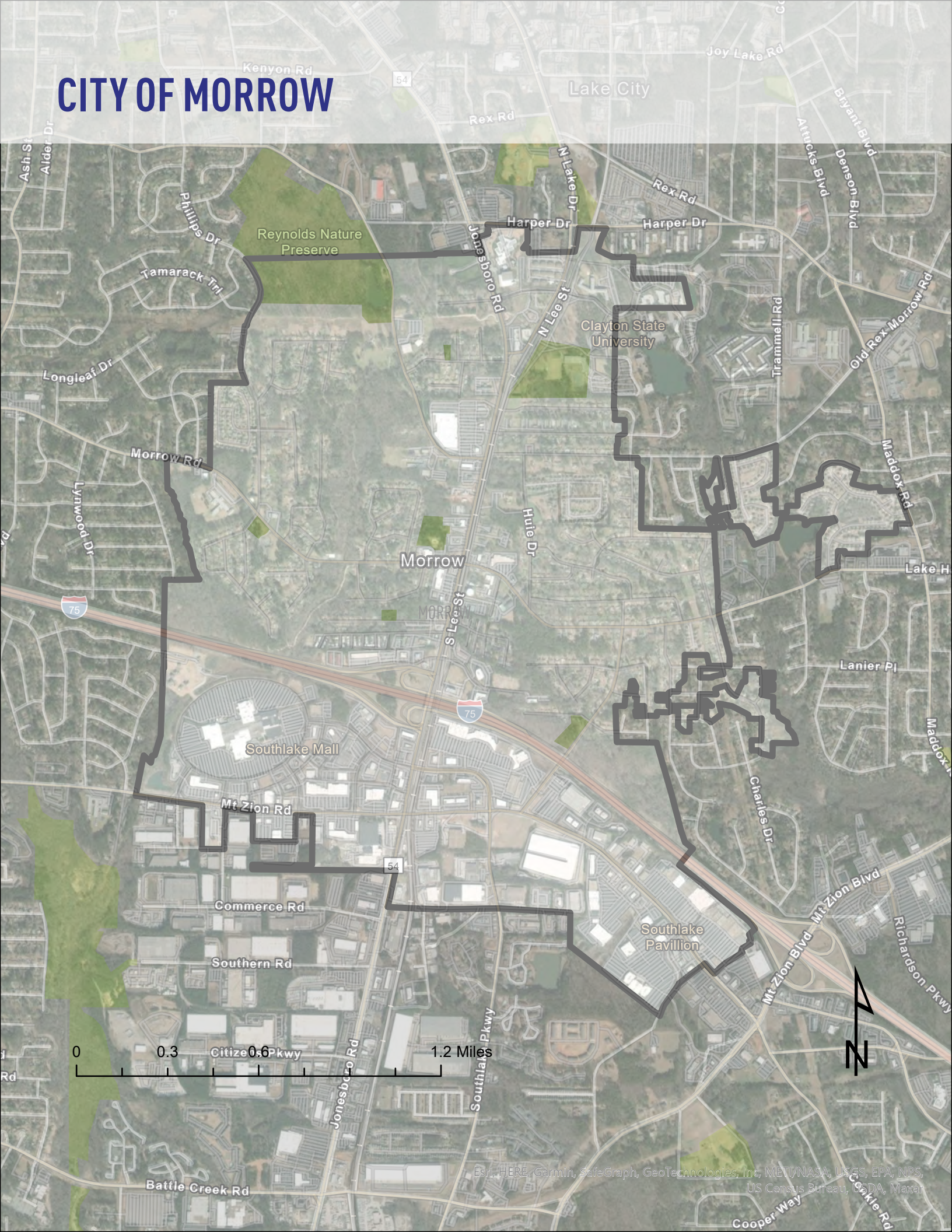
Land Use and Redevelopment: Create more mixed-use and walkable areas around Southlake Mall, Reynolds Road, Clayton State University, and other potential locations

- Ensure that Southlake Mall, surrounding retail, and underutilized commercial assets are operating to ensure long-term economic sustainability.
- Encourage more density of mixed-use (vertical or horizontal) developments in appropriate areas.
- Work to create a sense of place – Town Center – and a thriving civic realm with pedestrian-friendly walkable nodes around Southlake Mall.
- Work to create a sense of place along Reynolds Road and around Clayton State University, including a neighborhood center with walkable retail options, housing geared to students, and connections to the trail /park system.
- Encourage the retrofit and reuse of existing underutilized commercial properties.

Transportation: Improve accessibility and transit

- Create “a walkable city” with neighborhood activity nodes accessible to all residents that support aging in place.
- Address the congestion and operational challenges along Morrow's commercial corridors.
- Continue to explore opportunities for rail transit opportunities within Morrow.
- Improve bus stops and add shelters.

CITY OF MORROW



CHAPTER 1

BACKGROUND



WELCOME TO MORROW!

The City of Morrow has blended its appreciation of history and heritage with an excitement for the future. Although it has fewer than 7,000 residents, the City claims:

- Clayton State University,
- Southeast Region Branch of the U.S. Archives,
- The main campus of the Georgia Archives,
- Reynolds Nature Preserve,
- and Spivey Hall, a world-renowned acoustically stunning performance facility.

The City of Morrow has made the transformation from rural railroad acreage to a modern arena for lovers of art, music, history and outdoor recreation.



REYNOLDS NATURE PRESERVE



WATER TOWER



CLAYTON STATE UNIVERSITY



NATURAL ARCHIVES



REYNOLDS MEMORIAL NATURE PRESERVE



THE GARDEN CLUB

HISTORY

In 1941, a twin-engine DC-3 came crashing into the then-unincorporated City of Morrow. On board was World War I Ace and President of Eastern Airlines, Captain Eddie Rickenbacker. The plane crashed just miles short of what is now Hartsfield-Jackson International Airport, then Candler Field. The tale of Rickenbacker's heroism as one of eight survivors spread across the country, bringing Morrow, which was once called a "small spit of land," to light as the Star of the Southern Crescent - the name of the livable cities forming an arch a few miles south of Georgia's capital city.

Morrow's journey from unhewn acreage to up-and-coming city center began in the early 19th century when a budding financier, Daniel Tyler, bought out the bankrupt Monroe Railroad and Banking Company and chartered his own business, the Macon and Western Railroad Company. Following 1820s Georgia Governor William Lumpkin's push for a rail system throughout the state, Tyler extended the tracks north into Atlanta, crossing through what is now the city of Morrow.

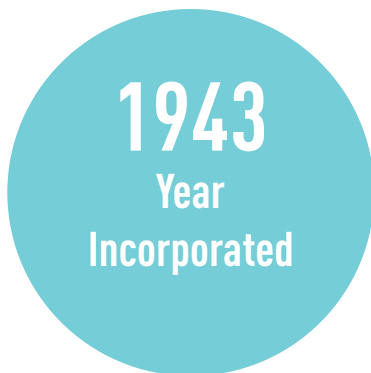
"Morrow Station," as it was then known, was named after Radford E. Morrow, a local plantation owner boasting more than 1,000 acres of land where his 12-room mansion stood on the corner of Morrow Road and Highway 54. Visit the crossroads today and you enter Morrow's municipal complex, a fitting location for the heart of the city. Tragically, Radford Morrow's home was

engulfed in flames during Union leader William Tecumseh Sherman's "March to the Sea" during the Civil War.

Today, the City of Morrow blends its appreciation of history and heritage with an excitement for the future. Though it boasts fewer than 7,000 residents, the city claims state-of-the-art Clayton State University, a branch of the U.S. Archives, the main campus of the Georgia Archives, a wooded preserve and a world-renowned acoustically stunning performance facility, Spivey Hall.



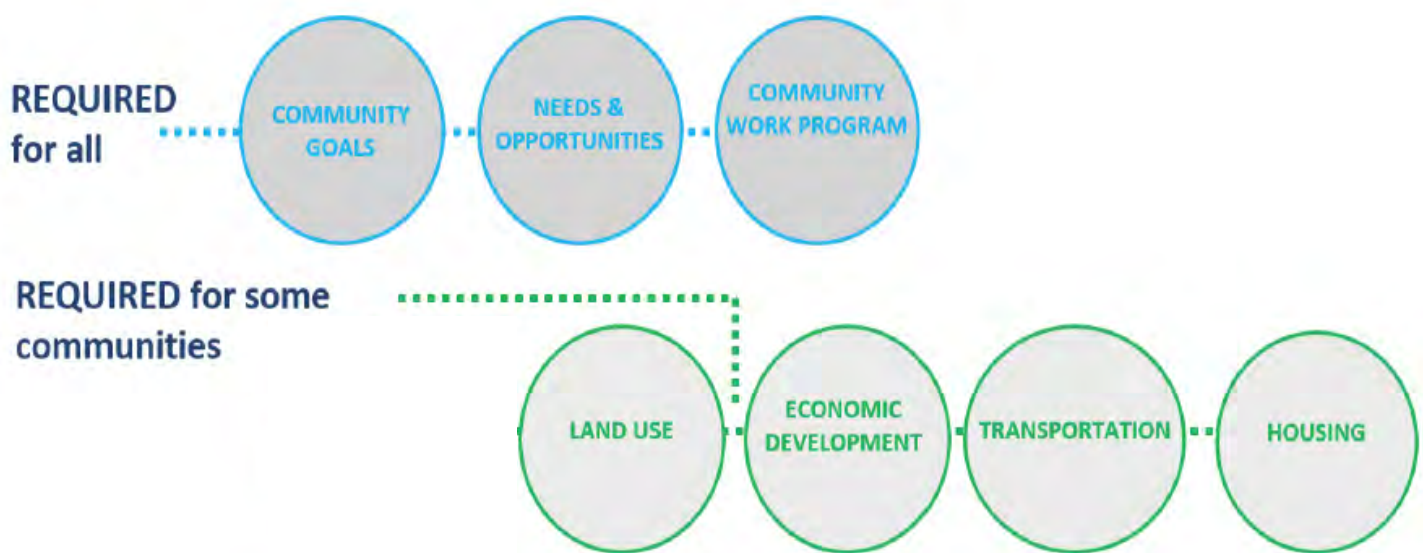
Morrow Station



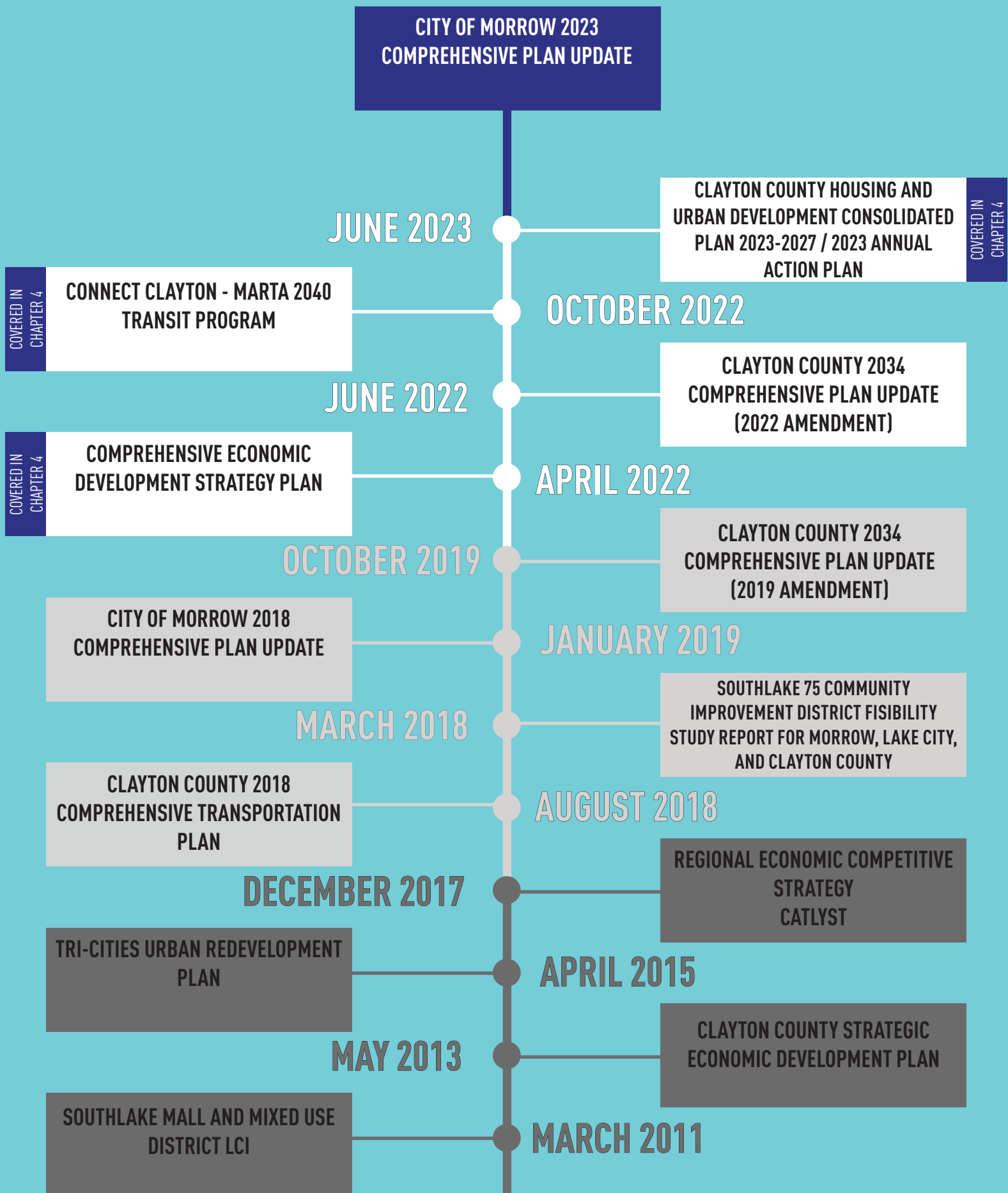
COMPREHENSIVE PLANNING PROCESS

Updates to the Comprehensive Plan are required every 5 years by the Georgia Department of Community Affairs (DCA) Requirements Minimal Standards and Procedures for Local Comprehensive Planning (Chapter 110-12-1). The Georgia Department of Community Affairs has laid out required elements of the Comprehensive Plan. All communities must complete a Community Goals section, list Needs & Opportunities, and write a Community Work Program. The following five elements are only required for some communities: Capital Improvements, Land Use, Economic Development, Transportation, and Housing. The Capital Improvements element is only required for communities that assess impact fees. The City of Morrow does not assess impact fees and does not need to complete this element. The Georgia Job Tax Credit Program provides tax credits for certain businesses located within counties with certain unemployment and income levels. Since Clayton County is a Georgia Job Tax Credit Tier 1 Community where the state has determined a greater need for job tax credits, Morrow is required to complete

an Economic Development element. The Land Use element is required for all communities that have zoning. As Morrow has existing zoning regulations, this element includes a Future Land Use Map & Narrative. Communities within an MPO (Metropolitan Planning Organization), including Morrow, are required to complete the Transportation element. This involves recommendations from the Clayton County Comprehensive Transportation Plan as well as other issues identified during the process. Morrow must also complete the Housing element as Clayton County is designated as a Community Development Block Grant Entitlement Community because its population exceeds 200,000.



***Visual Concept by Ozgur Basak Alkan, Perkins+Will & Jon West GA DCA*



CLAYTON COUNTY 2034 COMPREHENSIVE PLAN (2022)

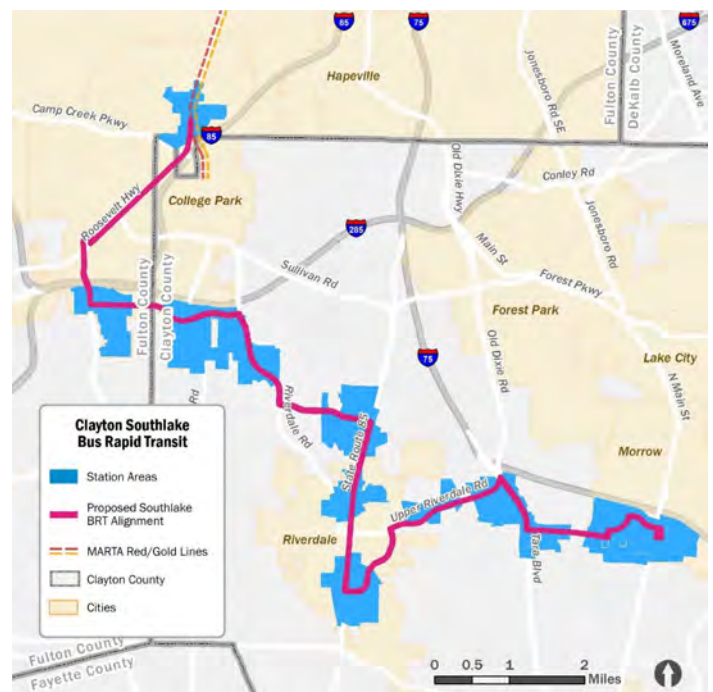
Clayton County last updated its Comprehensive Plan in 2014, and the document was amended in 2019 by the Atlanta Regional Commission. This document is an update to that plan with updated policies, data and work program items. The amended plan affirms the county's big picture vision, defines goals and lays out a task list for county leaders, staff, and citizens to address issues to position Clayton County as a leader within metro Atlanta. The Clayton County Comprehensive Plan is the State-mandated comprehensive plan for Clayton County and is a policy document serving as a guide by establishing policies, priorities, and provides the framework for evaluating development proposals. It expresses the community's vision for where, how and what development should occur. The plan provides elements to improve the County with targeted policies to enhance assets and address the issues within the county. Clayton County has a key role to play through regulations, capital spending, and programs and staffing. The comprehensive plan is developed to help the community to promote a vision for what it wants, establish priorities and determine key issues and assets, encourage dialogue, determine how to best allocate limited resources, and provide data analysis and the community ideas for the future.

The plan amended again in 2022 with a new chapter called "Transit Oriented Development". The purpose of this Comprehensive Plan Amendment is to reflect the significant changes associated with MARTA's planned Southlake Bus Rapid Transit (BRT) line. The BRT starts at the existing MARTA heavy rail station in Downtown College Park. It then travels southwest through College Park and into unincorporated Clayton County, entering Riverdale from the north along SR-85. At Lamar Hutcheson Parkway it turns northeast, passes Southern Regional Medical Center, turns south down Tara Boulevard, then runs east on Mt. Zion Road where it ends in Morrow.

This Amendment establishes the policy direction of unincorporated Clayton County's future station areas. In the County's next full update process, additional detail and study will be conducted regarding the station areas, particularly around zoning and density.



Clayton County Comprehensive Plan was updated in 2022 to add Transit-Oriented Development chapter.



Clayton Southlake Bus Rapid Transit is one of the proposed lines in Clayton County's future transportation goals.

CLAYTON COUNTY COMPREHENSIVE TRANSPORTATION PLAN (2018)

Clayton County adopted an updated Comprehensive Transportation Plan in August 2018. This plan is intended as a road map for future development of the County's transportation network based on assessed needs.

Primary goals identified include:

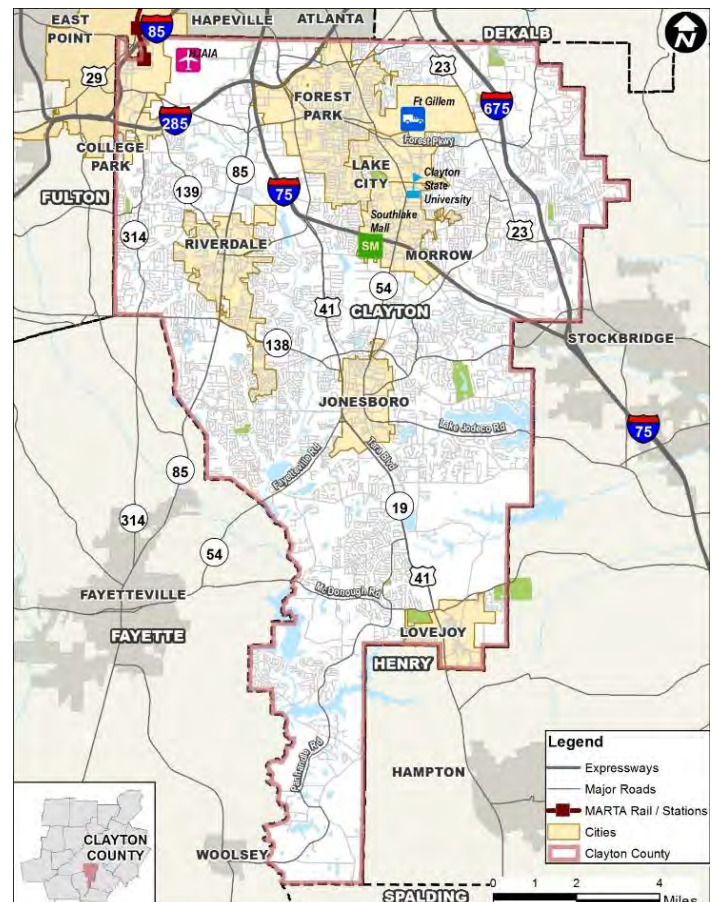
- Enhance and maintain the transportation to meet existing and future needs
- Ensure the transportation system promotes and supports appropriate land use and development
- Encourage and support safety and security
- Improve connectivity and accessibility
- Enhance mobility for all users of the transportation system
- Promote and support economic development and redevelopment
- Improve quality of life, preserve the environment, and protect neighborhood integrity
- Engage the public with effective outreach strategies through an analysis of projected changes in population, employment, and land use throughout Clayton County, future needs were identified.

Because the County is expected to grow in both population and employment while maintaining its predominantly suburban development patterns, traffic volumes and demand on existing transportation infrastructure are expected to grow. Some areas are planning for mixed-use development, which will require specific attention paid to the safety of pedestrians and bicyclists. Both north-south and east-west connectivity are key, but while an emphasis on north-south connectivity focuses on trips to and from Fulton and Henry Counties, east-west connectivity is more focused on intra-county connectivity.

The CTP recommends that local and regional land use and economic development strategies should be coordinated with transportation plans and programs. Recent changes to the County's zoning ordinance encourage economic development and redevelopment

through the proposal of new zoning districts. Additionally, Complete Streets will become a larger focus in the long-term to enhance the livability of Clayton communities, particularly as the County supports more mixed-use developments.

The following page shows a list of priority projects in Morrow listed in the CTP.



Study Area in the Clayton County CTP

Source: Atlanta Regional Commission (ARC) Open Data

Project ID	Category	Project Name	Description	Cost	Recommended Source of Funding
6B	Roadway Safety	SR 54/Jonesboro Road @ Morrow Road Safety Improvement	Provide crosswalk on the east side of the intersection and sidewalk connection to MARTA stops next to rail line.	\$1,116,000	State/Federal
4350	Roadway Safety	Lake Harbin Road	Construct median on Lake Harbin Road at Lee Street to act as pedestrian refuge to improve bike/ped crossing and to prevent illegal turns near railroad crossing.	\$621,000	Local
6F	Roadway Safety	SR 54 @ Oxford Drive and Lee Street @ Oxford Drive Safety Improvements		\$248,000	State/Federal
4317	Capacity	New Road	New road connection between Southlake Plaza Drive and Woodstone Trace or John Robert Drive; two travel lanes, landscaped buffer, and sidewalks.	\$1,524,000	Local
4318	Capacity	New Road	New connection around intersection of Lake Harbin Road and Lee Street to improve safety and connectivity. Close a portion of Lee Street to become bike/ped only near intersection with Lake Harbin Road; construction of two new local streets (two travel lanes) and bike lanes, construction of two new intersections (potential roundabouts).	\$3,047,000	Local
6E	Operations	Access Management along SR 54/Jonesboro Road near its interchange with I-75	Consider consolidating signalized intersections to meet the GDOT minimum signal spacing requirement, provide signage at the I-75 interchange.	\$200,000	State/Federal
6D	Operations	SR 54/Jonesboro Road S @ I-75 Signage Improvement	Provide adequate signage for I-75 access, especially for I-75 S ramp due to driver expectation issue.	\$28,000	State/Federal
3960	Operations	Morrow Road	Advanced Traffic Management System (ATMS) Signal Equipment Upgrade – Morrow Road at Skylark Drive/Phillips Drive.	\$107,000	Local
3963	Operations	Mt. Zion Road	Mt. Zion Road at Southlake Parkway Intersection Improvement.	\$80,000	Local
3968	Operations	Mt. Zion Road	Mt. Zion Road at Mt. Zion Circle Intersection Improvement.	\$72,000	Local
4351	Operations	Southlake Parkway	Reconfigure intersection to provide a single-lane roundabout; safe configuration and signage for bikes and pedestrians.	\$1,975,000	Local

TRI-CITIES URBAN REDEVELOPMENT PLAN

Through the Tri-Cities Urban Redevelopment Plan, which brings together the cities of Forest Park, Lake City, and Morrow to align their development objectives, this region plans to limit economic decline, promote regional development, and recreate the image of the area. Redevelopment will initially focus on the Jonesboro Road and Forest Parkway corridors, which requires the coordination of these three cities. Each municipality will create their own Urban Redevelopment Agency (URA) to carry out the specific goals. The four primary activity areas that encompass the broad goals of URAs are Marketing & Branding, Economic Stimulus, Transportation Development, and Housing & Redevelopment. The plan also identifies Development Nodes at key locations in the area, which include primary gateways into the community as well as locations adjacent to major sites for future development. The map below shows these nodes. The plan is designed to further the goals and policies identified in the comprehensive plans and other past plans of each city. In the City of Morrow's Comprehensive Plan, four primary needs and goals were identified:

- Morrow needs a town center.
- Morrow needs a regional identity.
- Morrow needs alternative transportation options.
- Morrow should take advantage of its location along major transportation arteries.

The four primary activities listed above will further these goals. The creation of a town center is supported by the Economic Stimulus and Redevelopment activities, while Marketing & Branding will help create a regional identity. Transportation Development activities will support the creation of transportation alternatives as well as other transportation projects. The following seven phases have been identified to implement tasks within the primary activity areas:

- Phase 1: Marketing & Branding

Projects such as the development of a common logo for urban redevelopment projects across the region, the distribution of promotional materials, and a unified signage design for the Urban Redevelopment Areas are part of the branding and marketing campaign to promote the Tri-Cities Area.

- Phase 2: Economic Stimulus

The URAs will apply for an Opportunity Zone designation for certain commercial strips within the area.

- Phase 3: Economic Stimulus

The URAs will develop an economic incentive and stimulus plan to promote business growth in commercial areas. Specific tasks include designating an Enterprise Zone, developing Community Improvement Districts or Business Improvement Districts, implementing a Tax Allocation District, and developing SPLOST projects.

- Phase 4: Economic Stimulus

The Forest Park URA, in cooperation with the other two URAs, will develop specific zoning and regulatory changes to encourage the type of development envisioned in this and other planning efforts.

- Phase 5: Transportation Development

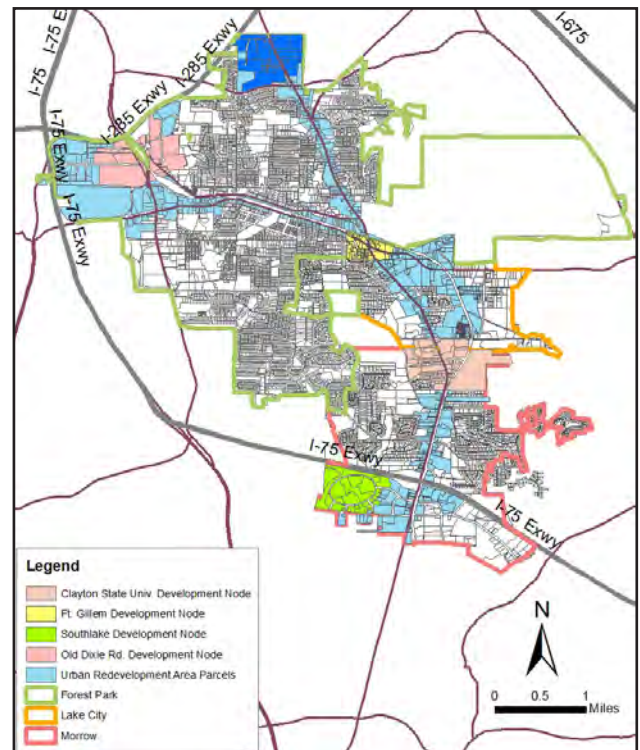
The URAs will identify sites for multimodal transportation hubs at each of the nodes identified in this plan.

- Phase 6: Redevelopment

The URAs will, in partnership with the development community, initiate public-private partnerships to promote the types of residential and commercial development envisioned in this and other planning efforts.

- Phase 7: Redevelopment

The URAs will develop a plan to incentivize and stimulate rehabilitation of substandard residential units.



Tri-Cities Urban Redevelopment Plan Area

SOUTHLAKE MALL AND MIXED USE DISTRICT

The Southlake Mall and Mixed-Use District LCI is a planning effort by the City of Morrow, which was awarded an Atlanta Regional Commission (ARC) Livable Centers Initiative (LCI) Grant for 2010. The LCI program seeks to help communities plan for growth, in particular within challenged areas. The study was an update/supplemental study of the City of Morrow LCI Study completed in 2001. This LCI focused on the Mall, surrounding retail and the Jonesboro Road / Hwy 54 Corridor from the Mall north towards Clayton State University.

Future Vision

- Redevelop Southlake Mall, surrounding retail, and underutilized assets to ensure long-term economic sustainability
- Improve economic activity and bring business back into vacant real estate and increase tax revenues
- Creating a sense of place – Town Center – and a thriving civic realm with pedestrian-friendly walkable nodes

Priorities

- Mixed use development where businesses thrive and generate economic activity, employment and tax revenues
- Interconnected Town Center
- Attract diverse uses and activities for residents, students and visitors
- Retrofit, adapt, and reuse existing properties
- Attract younger population

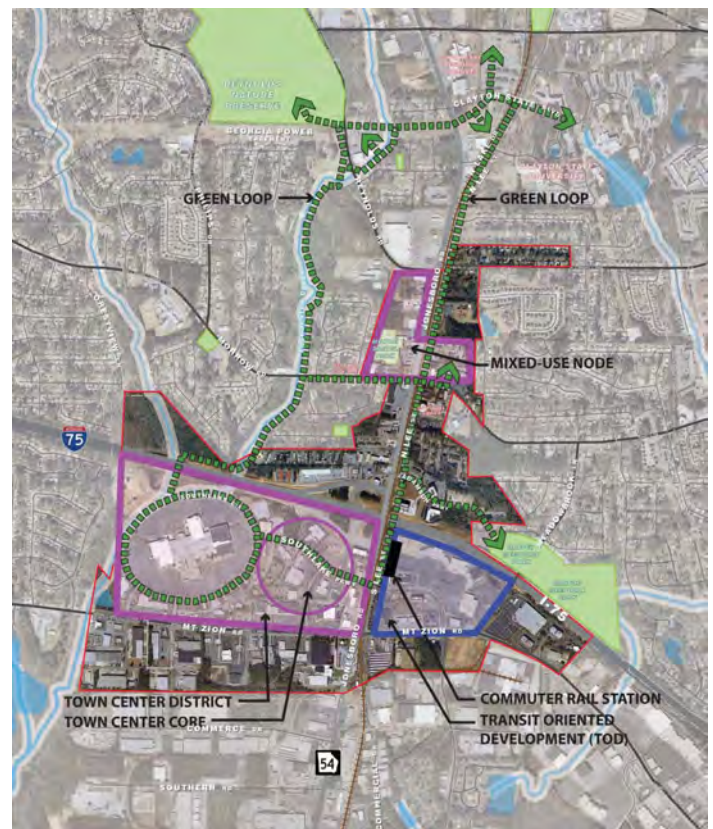
Framework Plan

The Framework Plan focused on three key areas that addressed the issues of concern, redevelopment opportunities and realize the community vision.

- Retrofit and Redevelopment
- Civic Realm and Livability Enhancements
- Connectivity

The Framework Plan focused on creating four distinct elements:

1. To create a 'Town Center District' that encompasses the Southlake Mall, its out parcels, and Old Town Morrow at the southwest quadrant of I-75 and Jonesboro Road.
2. To locate the proposed commuter rail station adjacent to Southlake Festival Plaza off of Jonesboro Road/Lee Road/ I-75 interchange with a TOD (Transit Oriented Development).
3. A mixed-use district at Morrow Road and Jonesboro Road; and four, a Green Loop that connects all of the nodes, parks and open spaces.



LCI Framework - Plan Overview

SOUTHLAKE 75 COMMUNITY IMPROVEMENT DISTRICT FISIBILITY STUDY REPORT FOR MORROW, LAKE CITY, AND CLAYTON COUNTY

The cities of Morrow and Lake City, along with Clayton County, spearheaded efforts to explore an economic development initiative in their respective communities. They wanted to spur economic development in Clayton County through redevelopment and revitalization and assess the best method to accomplish this measure. After researching various tools in which to address this goal, the three local governments decided to assess the potential for a Community Improvement District (CID) along the Jonesboro Road (SR 54) corridor in the vicinity of Southlake Mall. In November of 2017, they hired Nickel Works Consulting to conduct a feasibility study to determine the potential viability of a CID within the study area referred to as Southlake 75, due to its proximity to the Jonesboro Road (SR 54) interchange with I-75 and the Southlake Mall area.

The three local governments covered the cost of the feasibility study. The Development Authority of Clayton County and the Clayton County Chamber of Commerce both solidified their support of the proposed CID. Additionally, there are a large number of property owners/stakeholders within the study area who are supportive of the efforts to form a CID.

The Southlake 75 CID Study Area covers parts of three (3) jurisdictions; unincorporated Clayton County, Lake City and Morrow, Georgia. The Southlake 75 CID study area encompasses commercial and industrial properties along Interstate 75 and Jonesboro Road (SR 54). Industries and retailers in the study area benefit from Atlanta-Hartsfield Jackson International Airport's presence as the nearest port for international trade. Major activity centers within the study area include Southlake Mall, Clayton State University, The National Archives, and the Southlake Pavilion shopping area, while prominent industries include Sherwin-Williams and Fresh Express. These major stakeholders, along with other properties within the study area, could spur more economic development by collaborating and rebranding their strengths and participating in an economic development initiative such as a CID.



Southlake Mall



Proposed CID in Morrow, Lake City, and Clayton County

CLAYTON COUNTY STRATEGIC ECONOMIC DEVELOPMENT PLAN (2013)

A Strategic Economic Development Plan was also prepared by The Georgia Institute of Technology for Clayton County, the Development Authority of Clayton County, and the Clayton County Chamber of Commerce in 2013. The plan was facilitated by Georgia Tech Enterprise Innovation Institute, and was developed using a combination of stakeholder feedback, community engagement and technical analysis. The following recommendations were developed for advancing economic development in Clayton County.

The study took place over a nine-month period. Over 130 different data points were analyzed, and hundreds of local stakeholders participated in the process. The process was directed by a Steering Committee that provided oversight and feedback.

Vision: Build upon our strengths, resources, and collaborative efforts to create an environment where business and residents thrive.

Clayton County will advance economic development by:

- Working corroboratively across city and county lines to market, promote, and grow business and employment opportunities
- Building a supportive relationship between our public and private sector
- Strengthening our educational system and workforce
- Embracing our diversity to foster an inclusive economy.

Long-Term Goals:

1. Improve the internal and external image of Clayton County.

Recommendation: Develop formal agreement and approach between cities and county to collectively shape a positive image for Clayton County.

2. Develop better and broader relationship between the private and public sector in Clayton County.

Recommendation: Elevate importance of retaining and expanding existing industry in Clayton County. Broaden number of people formally involved in the effort to visit, retain, and expand existing industry.

3. Create more opportunities for Clayton County residents to find and retain employment.

Recommendation: Prioritize workforce development as a key economic development tool for improving family self-sufficiency and reducing unemployment.

4. Refine targeted industry sectors for business recruitment.

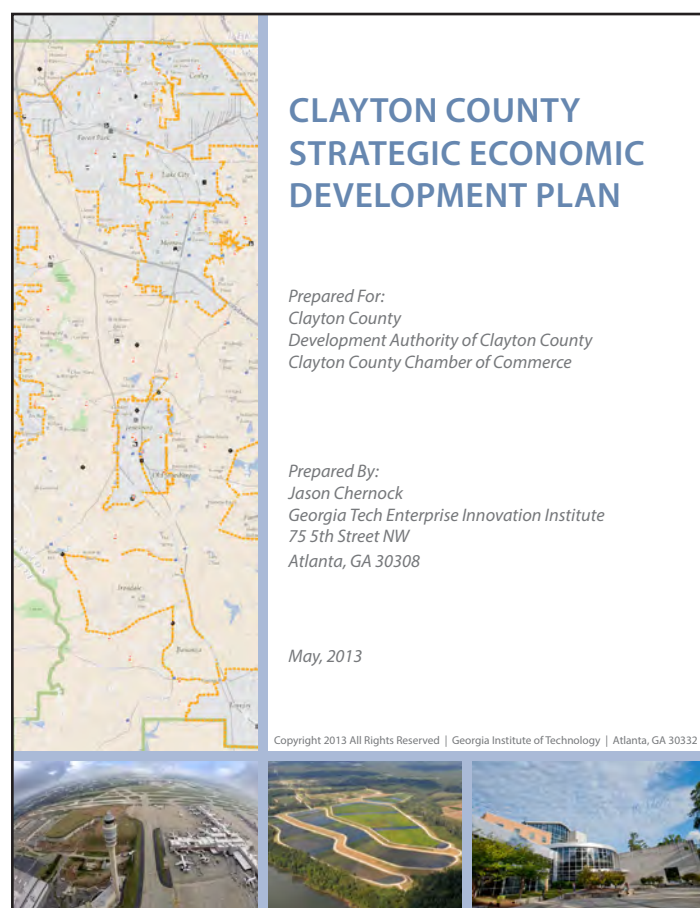
Recommendation: Target business sectors based on the Business Opportunities Assessment and broad community support.

5. Recognize the importance of entrepreneurship and small business in Clayton County.

Recommendation: Build upon existing activities that promote entrepreneurship and strengthen the small business community in Clayton County.

5. Grow the impact of Public Higher Education Institutions on Clayton County's economic development.

Recommendation: Develop a framework for engagement between Clayton State University, Atlanta Technical College, and community/economic development organizations within Clayton County. Develop additional partnerships between Clayton State University and Atlanta Technical College.



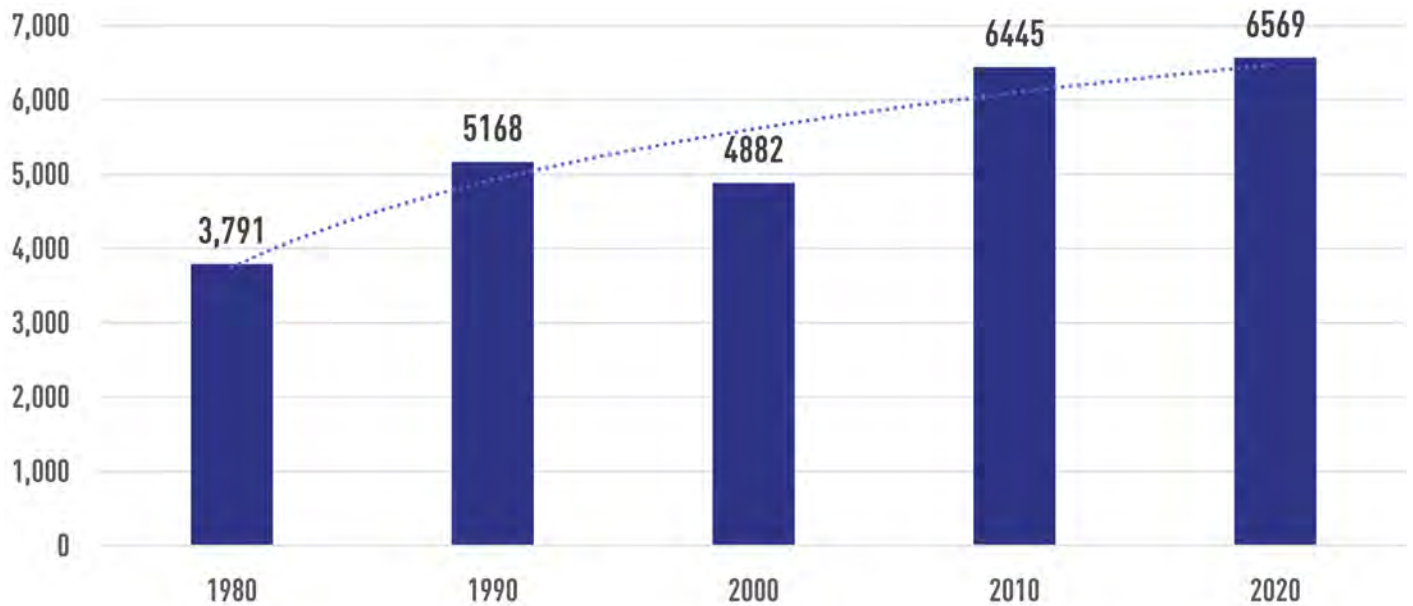
CHAPTER 2

WHO WE ARE: DATA & DEMOGRAPHICS



DEMOGRAPHICS

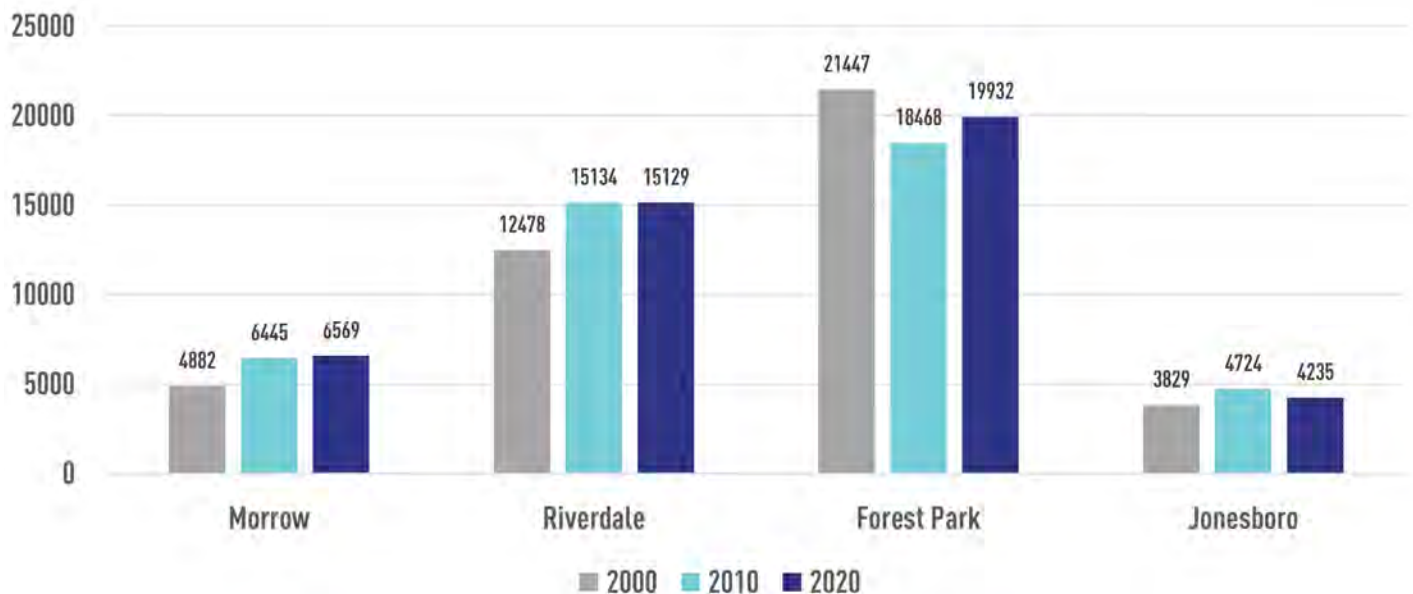
POPULATION CHANGE



Data Source: US Census Bureau; American Community Survey, 2020

Between 2000 and 2020, the population of Morrow increased by over 1500.

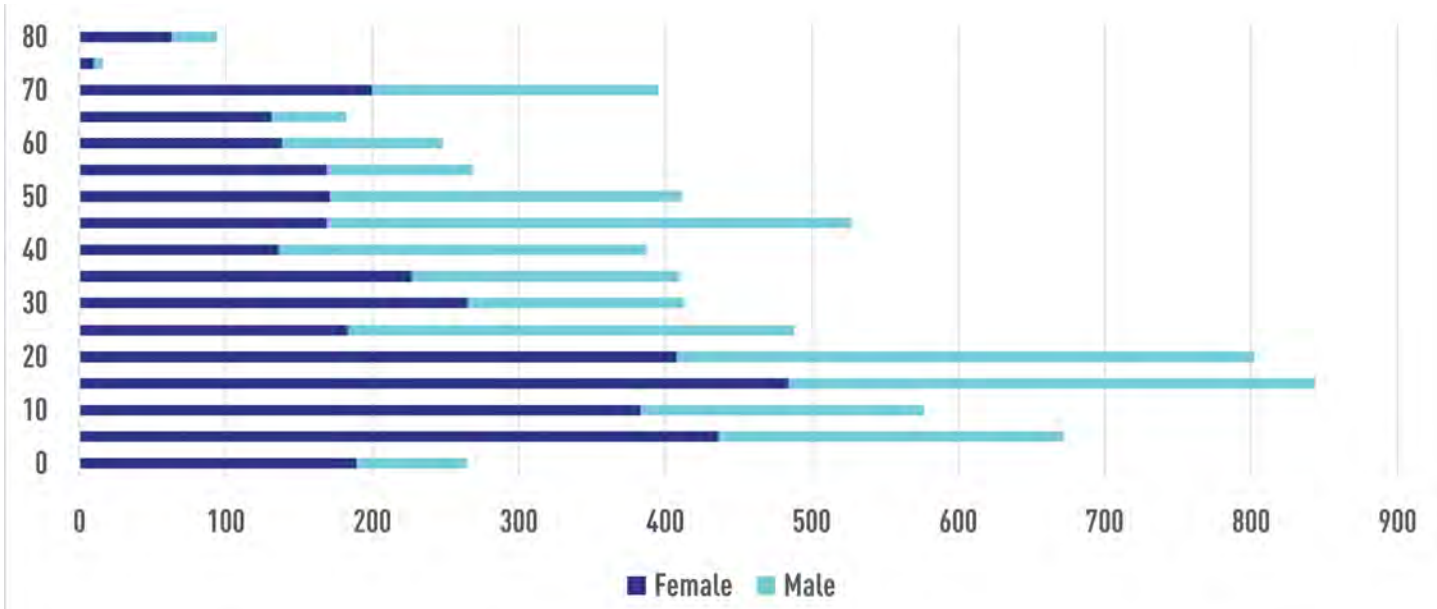
POPULATION CHANGE COMPARED TO THE NEARBY CITIES



Data Source: US Census Bureau; American Community Survey, 2020

The population of Morrow has been increased from 2000 to 2020. The comparison of population increase shows that except for Forest Park, the nearby cities have experienced a slight decrease in their population between 2010 and 2020.

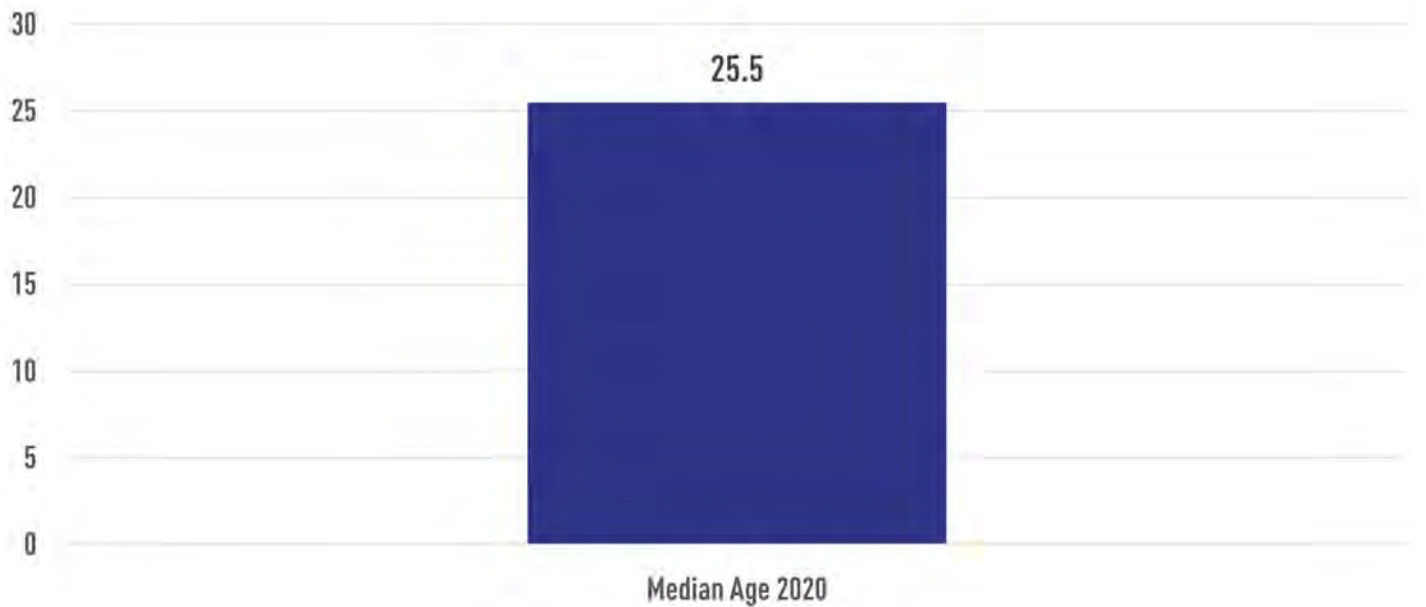
AGE DISTRIBUTION



Data Source: World Population Review, 2023

The age distribution chart shows that the City of Morrow has a large portion of its population between the age of 10 to 25 and 45 to 50.

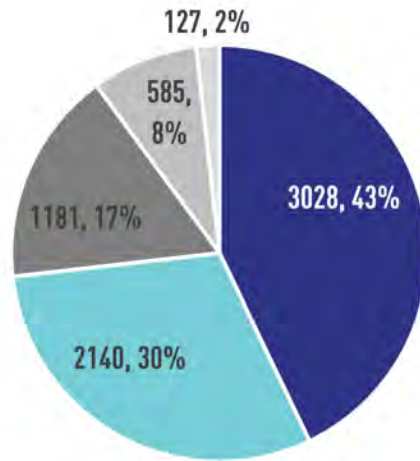
MEDIAN AGE



Data Source: US Census Bureau; American Community Survey, 2020

Median age as of 2020 is 25.5 which shows a young population.

RACE DISTRIBUTION

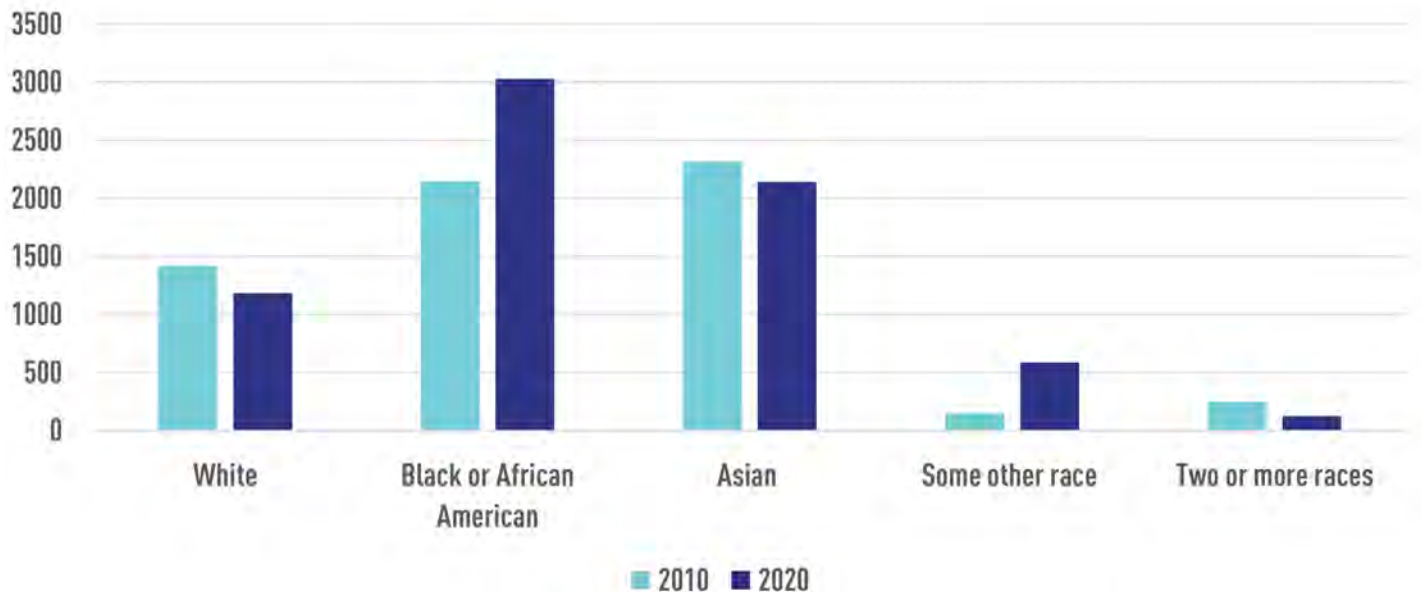


■ Black ■ Asian ■ White ■ Other ■ Two Or More

Data Source: US Census Bureau; American Community Survey, 2020

The race distribution chart shows the majority of the City's population is made up of Black and Asian people.

RACIAL COMPOSITION CHANGE 2010 - 2020

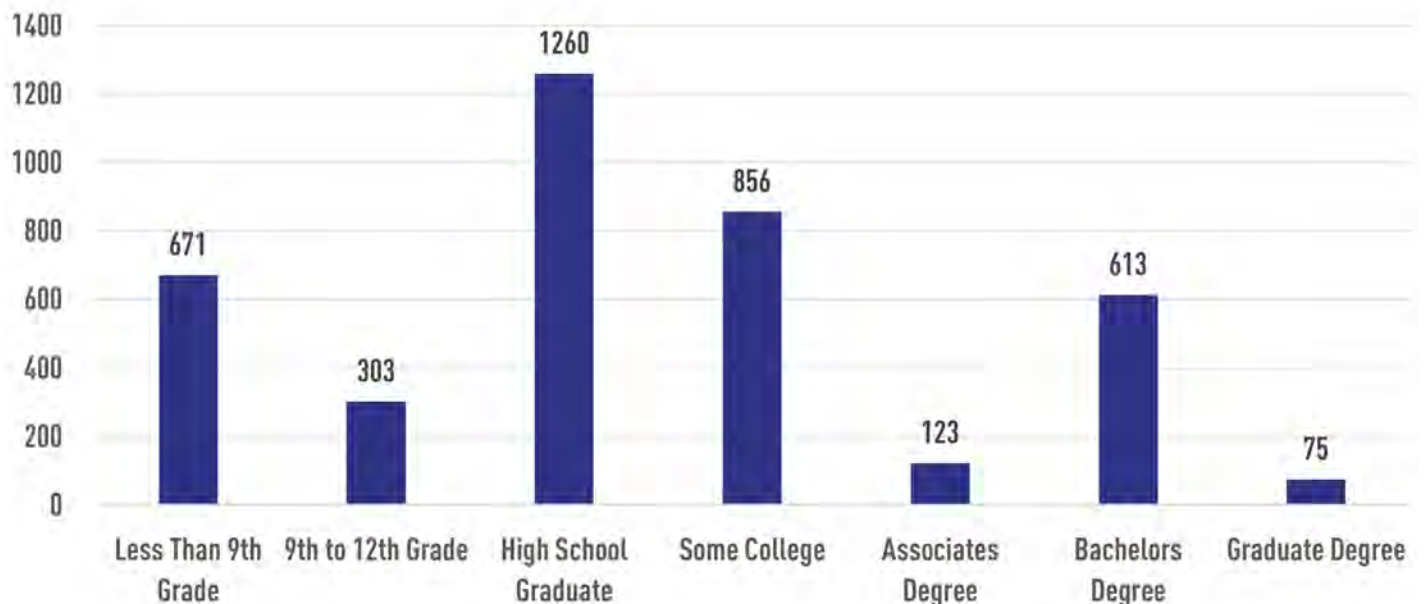


Data Source: US Census Bureau; American Community Survey, 2020

The percentages of Black or African American and other races individuals increased significantly from 2010 to 2020, while the White and Asian population decreased.

EDUCATION

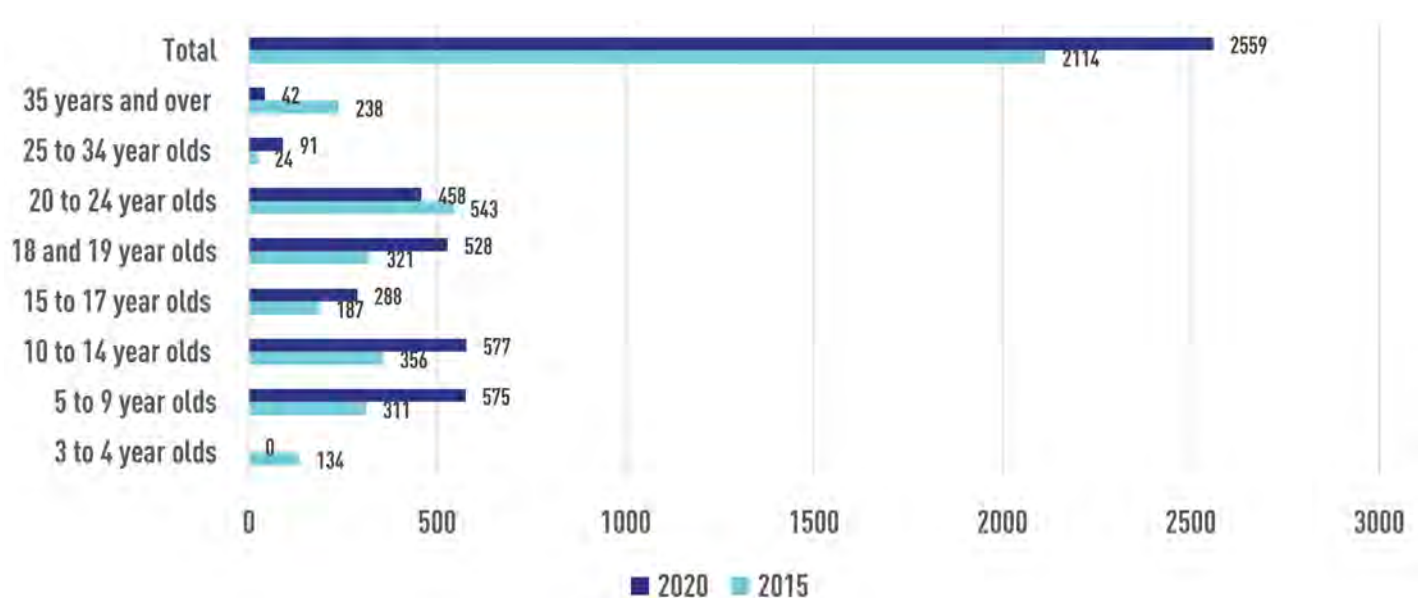
EDUCATIONAL ATTAINMENT



Data Source: census.gov

The majority of people are high school graduates or some college.

SCHOOL ENROLLMENT



Data Source: census.gov

ECONOMIC DEVELOPMENT

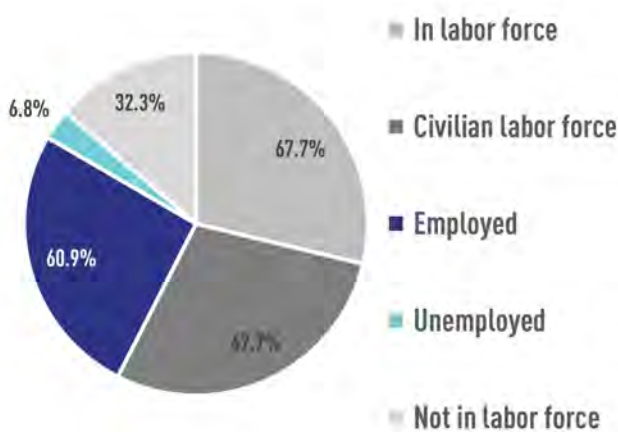
HOUSEHOLD INCOME



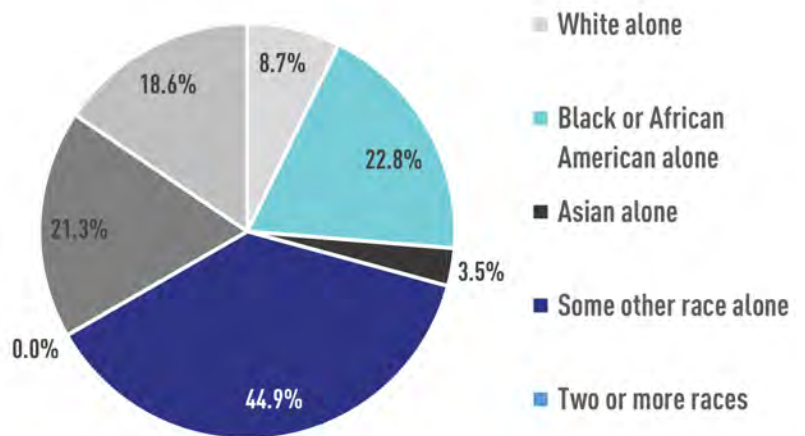
Data Source: US Census Bureau; American Community Survey, 2020

Household income has been increased based on the charts.

EMPLOYMENT



POVERTY RATE



Data Source: US Census Bureau; American Community Survey, 2020

Approximately 60% of the residents are employed and less than 7% are unemployed. Poverty rates are the higher among Black or African American, Asian, and some other races.

RESIDENT AREA CHARACTERISTICS



Data Source: census.gov

Resident Area Characteristics (RAC) describe the industries that residents of a certain area work in. Residents of Morrow primarily work in Retail Trade, Administration & Support, and Waste Management and Remediation.

WORKPLACE AREA CHARACTERISTICS



Data Source: census.gov

Workplace Area Characteristics (WAC) describe the jobs that are available within a given study area. The majority of jobs in the City of Morrow are in Accommodation and Food Services, Administration & Support, Waste Management and Remediation, and Retail Trade.

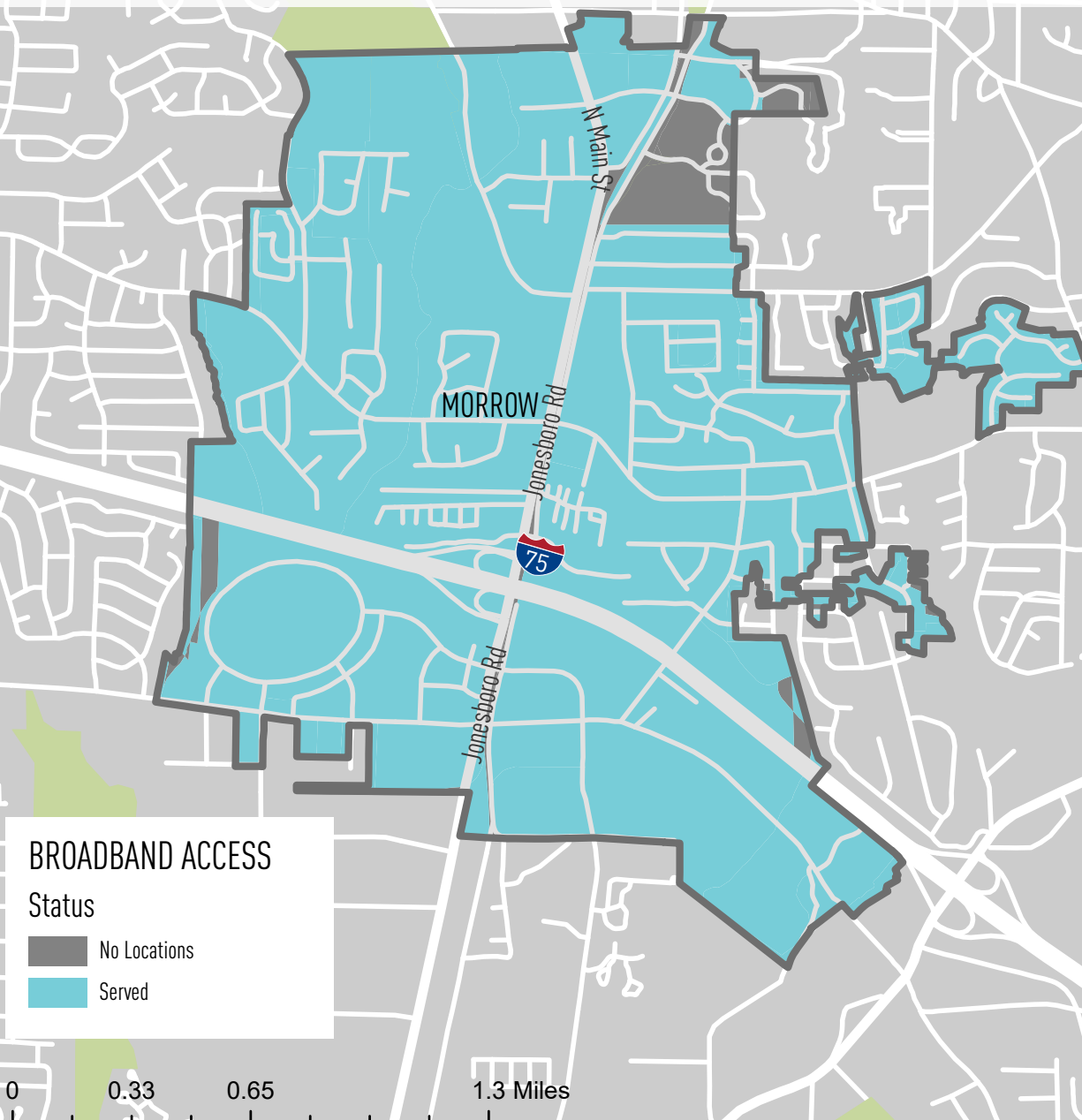
BROADBAND ACCESS

Senate Bill 402, known as the ACE Act (Achieving Connectivity Everywhere), directs local communities to address broadband availability in local comprehensive plans. The local government must make an objective determination of whether it is served by broadband service. Appropriate follow up steps must be identified based on the community's determination of whether it is served by broadband.

As used in this section: "Broadband services" means a wired or wireless terrestrial service that consists of the capability to transmit at a rate of not less than 25 megabits per second in the downstream direction and at least 3 megabits per second in the upstream direction to end users and in combination with such service provides:

1. Access to the Internet; or
 2. Computer processing, information storage, or protocol conversion.
- "Broadband services provider" means any provider of broadband services or a public utility or any other person or entity that builds or owns a broadband network project.

Metro Atlanta, Clayton County, and the City of Morrow generally enjoy widespread access to broadband technology from a variety of service providers. As the market for broadband technology continues to expand and improve throughout the region and the State, Morrow seems positioned to ensure that access to the technology will be available in their market.



BROADBAND ACCESS

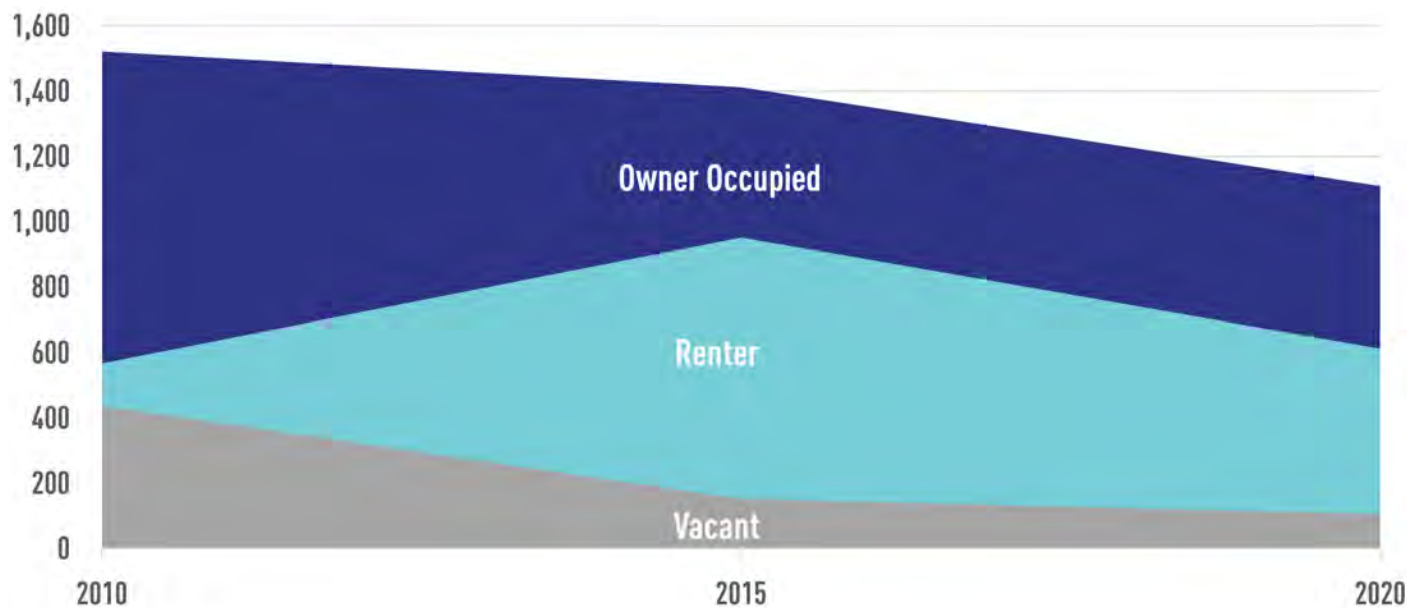
Status

- No Locations
- Served

0 0.33 0.65 1.3 Miles

HOUSING

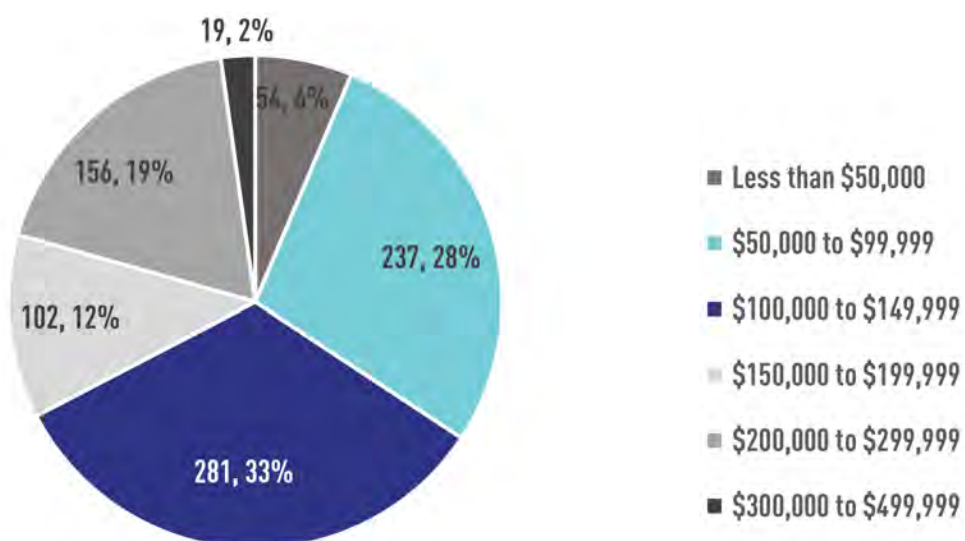
OWNED, RENTED, AND VACANT HOMES



Data Source: US Census Bureau; American Community Survey, 2020

Owner occupied properties in the City of Morrow was at its highest in 2010, whereas vacant properties stayed relatively the same between 2015 and 2020. Renter occupied properties increased between 2010 and 2015, and decreased after that.

HOUSING VALUE DISTRIBUTION



Data Source: US Census Bureau; American Community Survey, 2020

A slight majority of the homes in Morrow are valued between \$100,000 and \$150,000. Few homes are valued above \$300,000.

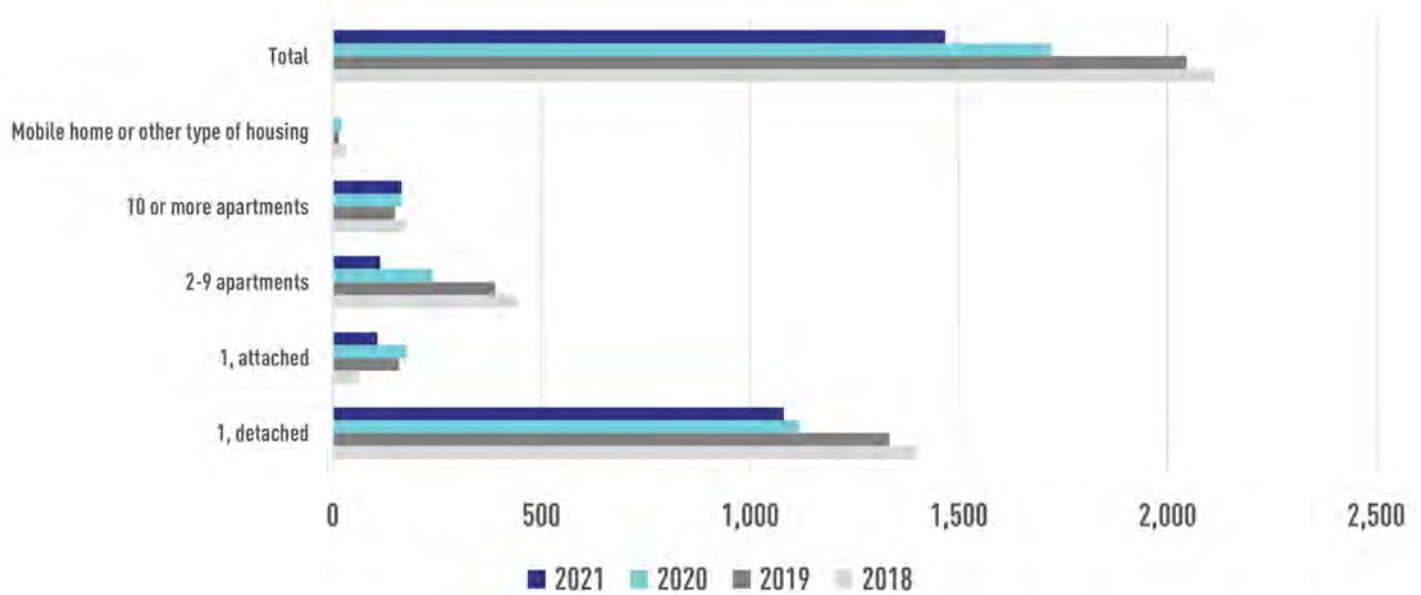
HOUSING VALUE CHANGE



Data Source: census.gov

Home value has been continuously increased from 2010 to 2021.

HOUSING CHARACTERISTICS



Data Source: census.gov

METRO ATLANTA HOUSING STRATEGY

THE APPROACH

Housing supply isn't keeping up with demand. Costs are rising faster than wages. A strategic, regional approach is needed to address metro Atlanta's housing challenges. The Metro Atlanta Housing Strategy provides detailed information and data about the region's housing market and offers a set of actionable steps that local communities can consider taking to address their housing issues. The goal is to foster a greater mix of housing options in the region, reflective of each community's specific housing needs. The region is broken into 10 housing submarkets based on characteristics such as average sales price, age, type, and size. These submarkets cross city and county lines and include non-contiguous sections.

MORROW SNAPSHOT

Median Home Sale Price	\$125,000
Change in Median Home Sale Price (2013-2020)	+ 135%
Home Sale Price Per Sq Ft (2020)	\$94,000 sq ft
Percent Change in Home Sale Price Per Sq Ft (2013-2020)	+ 90%
Median Building Area of Home Sales (2020)	1,300 sq ft

Data Source: ARC analysis of Zillow's ZTRAX home sale transactions, 2013 & 2020

SUBMARKETS IN MORROW

Submarket 8

Lower-priced moderately-sized suburban homes in neighborhoods mostly consisting of homeowners, albeit with an increasing proportion of renters.

- The home sales prices per square foot are the lowest and have increased the slowest among all the Submarkets
- Nearly a quarter of units are multi-family, albeit with practically no net gain in multi-family units since 2010
- Greatest increase in the proportion of non-white residents

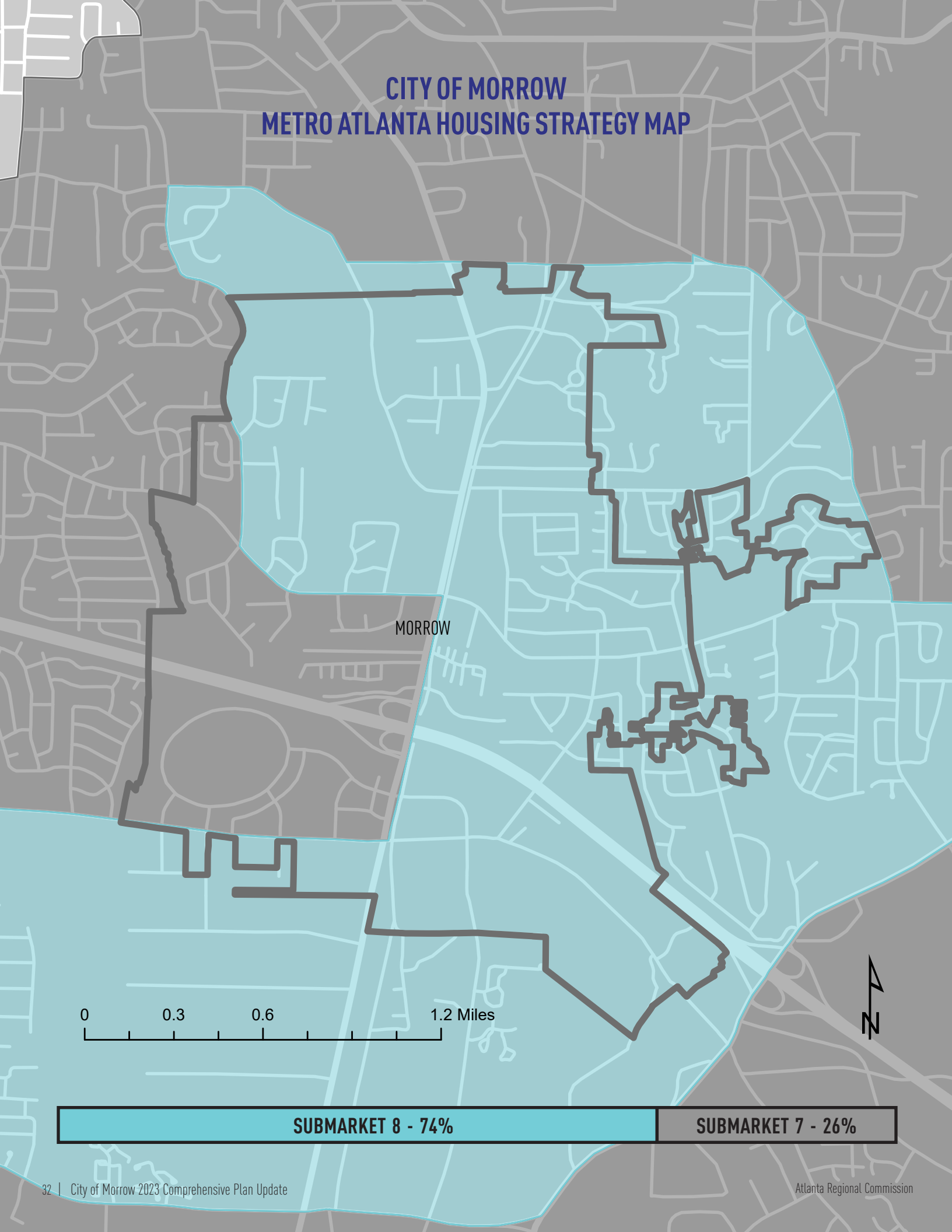
Data Source: metroatlhousing.org

Submarket 7

Lower-priced suburban neighborhoods with both single-family owners and a large, rapidly-increasing number of single-family renters.

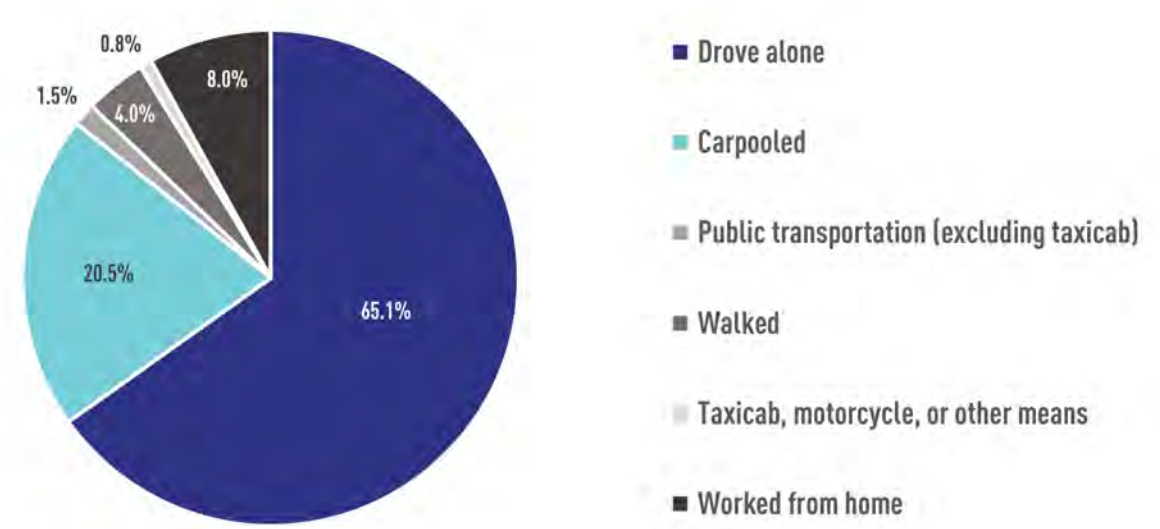
- Greatest increase in the proportion of renters; of the added renter households since 2010, more than 2/3 were into single family units
- Greatest decline in net ownership, having lost more than 14 thousand owner-occupied units since 2010
- The home sale price increases in this Submarket area are slightly below the regional average
- Second largest increase in poverty among the Submarkets

CITY OF MORROW
METRO ATLANTA HOUSING STRATEGY MAP



TRANSPORTATION

TRAVEL MODE DISTRIBUTION

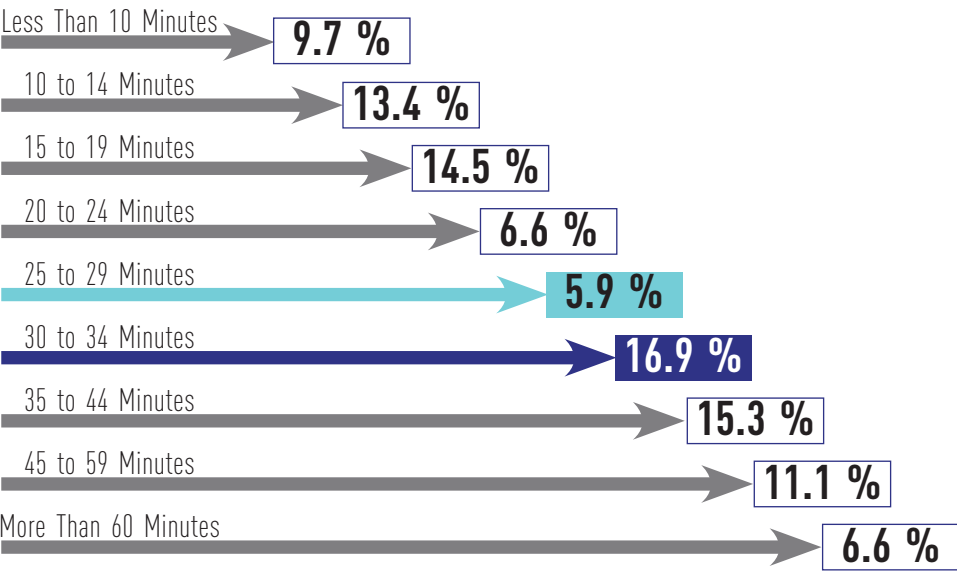


Data Source: US Census Bureau; American Community Survey, 2020

Approximately 65% of Morrow’s residents drive to work alone, and 20.5% carpool. The remaining residents take public transit, walk or use other modes of transportation.

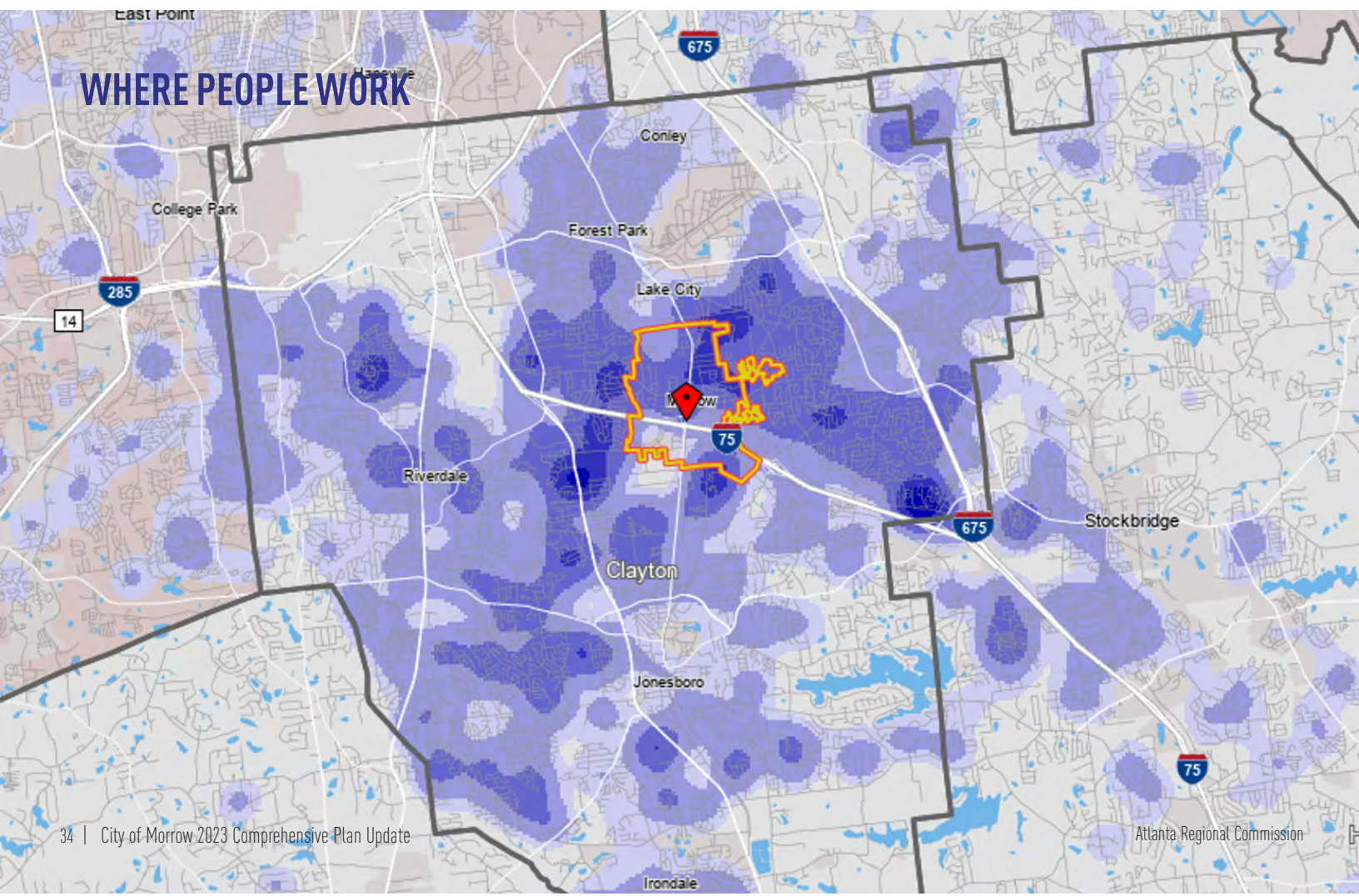
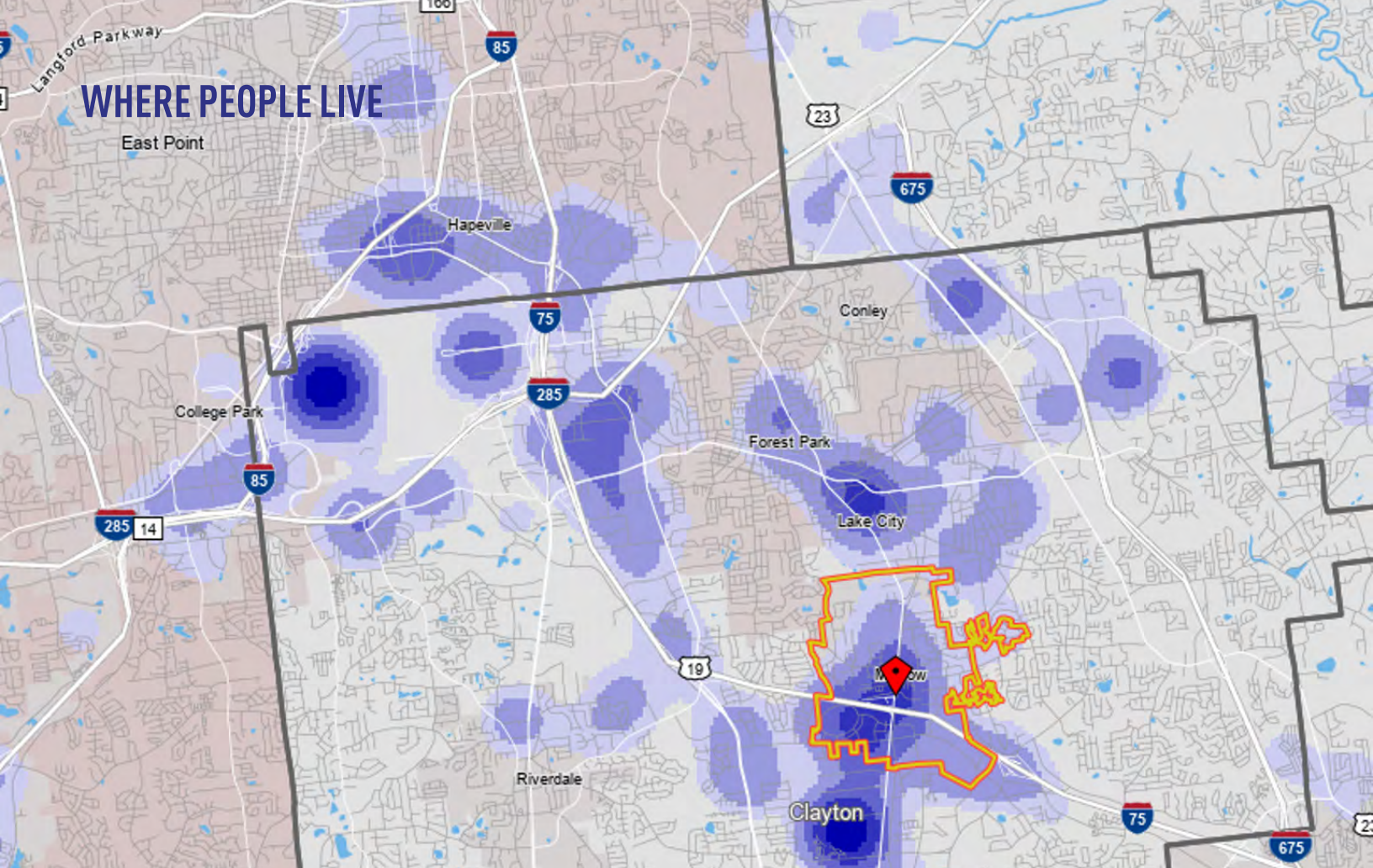
TRAVEL TIME TO WORK

MEAN TRAVEL TIME TO WORK



Data Source: census.gov

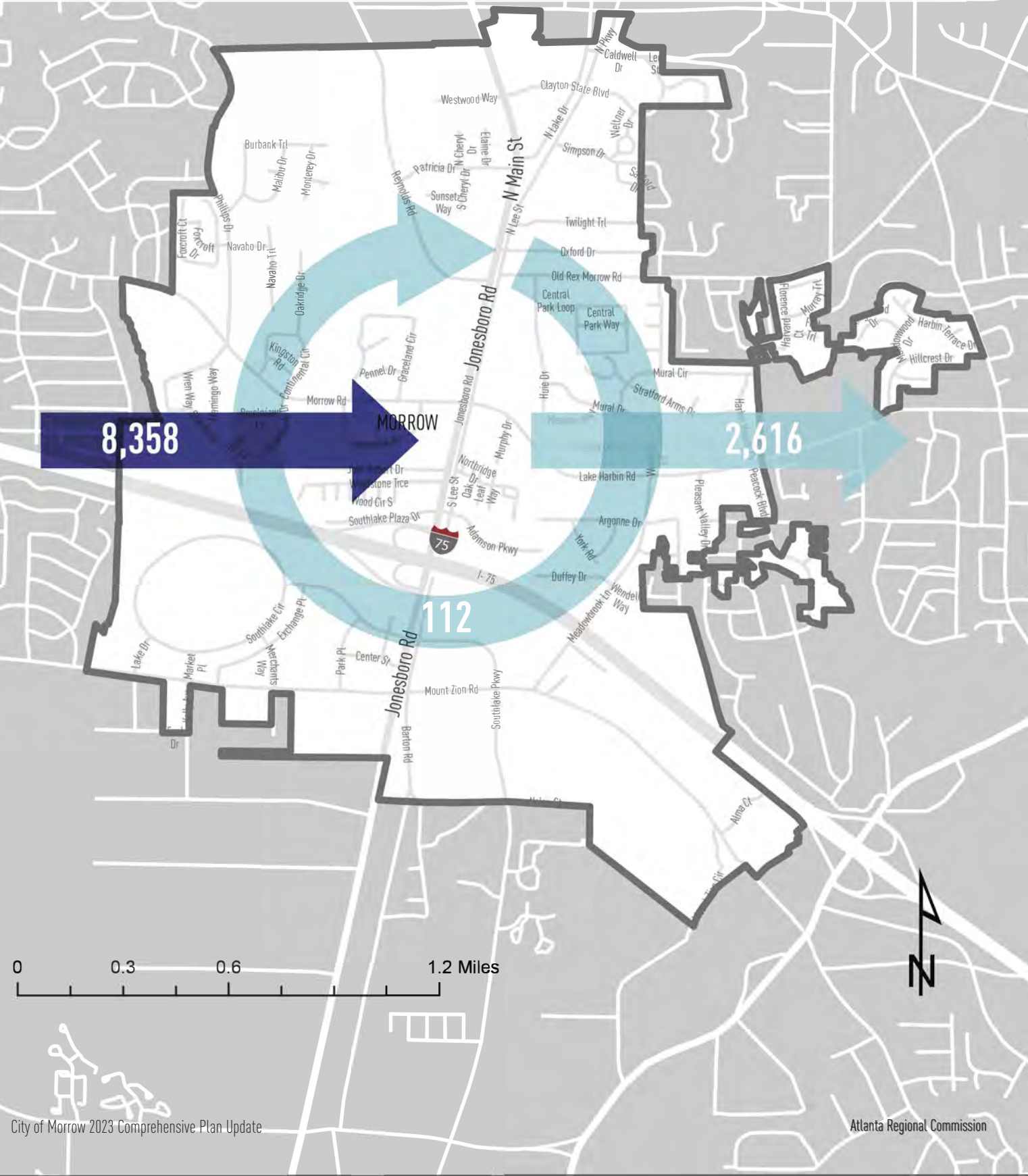
The majority of Morrow’s residents travel between 30 to 44 minutes to work.



MORROW'S TRAFFIC FLOW

Around 2,616 residents commute outside the City for work, while approximately 112 residents live and work within the City. Around 8,358 people commute to the City for work.

Source: LEHD Origin Destination Employment Statistics, 2020



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CHAPTER 3

COMMUNITY ENGAGEMENT



COMMUNITY ENGAGEMENT PROCESS

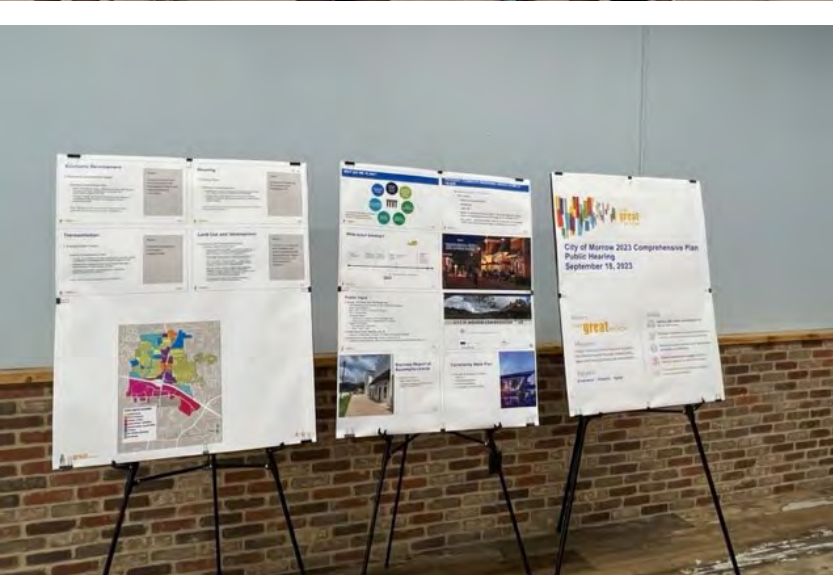
The community engagement process included several techniques and opportunities for meaningful input. The input was used to guide plan development and build upon the goals, needs, and policies of the 2023 Comprehensive Plan. A Steering committee was established including citizens, business owners, and elected officials. The committee helped to review the development of the plan. Two public input opportunities were held during the plan process. Outside the City Council Hearings and Steering Committee meetings, both input opportunities took place during existing City of Morrow events that were traditionally well attended by residents. This provided the opportunity to engage

with residents who may not attend traditional public meetings, and residents from outside of the city limits who often frequent Morrow's major retail attractors and recreational facilities.

Morrow intends to address the identified needs and opportunities over the next five years. In this section, needs and opportunities are listed based on the assets and challenges the City has. They will be tied to the goals covered in the next chapter, and are addressed with programs listed in the Community Work Program. The majority are based on the input from the community engagement activities with the addition of input from City staff.



COMMUNITY ENGAGEMENT TECHNIQUES







Comprehensive Plan Overview – A board described the Comprehensive Plan Update process and DCA Regulations.

Data and Demographics - Information was presented as a snapshot of current population, housing, income, and employment characteristics. Trends for the future were also included.

Areas Needing Attention – Maps of Morrow were provided for participants to indicate areas within the City that they liked/preferred, and areas that needed change/attention.

Assets and Challenges – Participants were asked to review Assets and Challenges developed from discussions with the Steering Committee and City staff. They were asked whether or not they agreed with the items and what should be added in addition.

[illegible]

- Place a  sticky dot in areas that are dangerous for pedestrians.
- Place a  sticky dot in areas that are dangerous for bicyclists.
- Place a  sticky dot in areas that are dangerous for drivers.
- Place a  sticky dot in areas that are safe for all users.



January 24, 2023

March 9, 2023

April 26, 2023

July - September 2023

July 28, 2023

September 18, 2023

October 31, 2023

NEEDS AND OPPORTUNITIES

ECONOMIC DEVELOPMENT

REYNOLDS ROAD AND CULTURAL DISTRICT

- The local shops and restaurants found between Morrow & Forest Park form a Cultural District that is an economic development opportunity.

The Jonesboro Road/Highway 54 corridor from between Morrow, Lake City, and the City of Forest Park contain a high concentration international restaurants and businesses that are generally unique to the south side of the region. Increasing the visibility of, and economic coordination between, these businesses should be explored.

JOB OPPORTUNITIES AND PAY RATES

- There is an opportunity for Clayton County public schools to be partner with the Clayton State University to have more indoor track events and students engagement.
- Jobs opportunities in Morrow do not match the skills of all of its residents/workforce causing many Morrow residents to leave the city for higher paying job opportunities.
- There is a need to create better school zones and more opportunities for students to engage.
- There is a need for more signage to promote and advertise the businesses.

Recent data has shown, and community input has supported, the need to improve the match between the skills of the residential workforce with the existing job opportunities within the City. Similar to many other jurisdictions within the region, there is a need to provide better training and improve job opportunities for Morrow's entry level and lower skilled workforce. In the past five years, some communities, e.g. Vietnamese communities, usually move their businesses out of the city because they cannot expand their businesses. The City will create more matching job opportunities to keep the local skills in the City. Improvements to the school zones will be one of the priorities to increase safety in the schools. Additionally, the City will give more opportunities to students engagement, so that they can partner with small businesses and start internship and skill building. One opportunity is the Clayton State University and Clayton County Public Schools partnership.

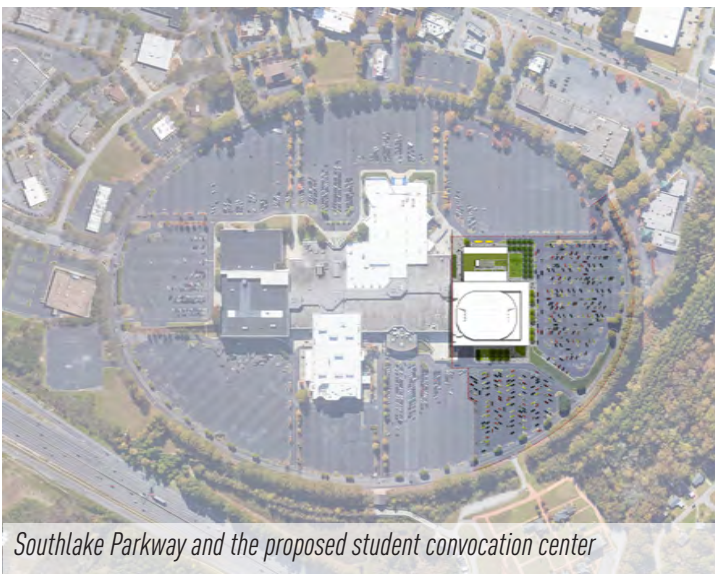
HOUSING

- There is a need to create more residential areas for people with high paying jobs to stay in the city.
- There is a need to connect unsheltered people to the resources.
- There is a need for code and standard enforcement at the hotels.

LAND USE & DEVELOPMENT

SOUTHLAKE MALL AND SOUTHLAKE PARKWAY

- There is a long term opportunity to create a more walkable district with a mix of uses, including residential, around Southlake Mall and along Southlake Parkway.



Southlake Parkway and the proposed student convocation center

CITY HALL AND MILTON DANIEL PARK

- The area around City Hall and Milton Daniel Park is attractive as a gathering place for Morrow residents.



Milton Daniel Park

As identified within the 2011 LCI Plan, the Mall and Southlake Parkway were recommended to transition to a more compact, walkable district with a higher mix of uses. The City has started the redevelopment of the mall and begun to address this challenge by converting one of the big box anchors into an event center while also recruiting a major employer to another. Over the next five years, the mall could continue to evolve and retrofit as market forces change or like several malls within the region, it could move closer to complete redevelopment. Additionally Morrow can focus its attention to the section of the Southlake Parkway corridor leading to the mall where, if single uses/properties propose redevelopment, the existing streets and driveways could easily transition to a more walkable, compact district. The challenge to the City is to ensure that the correct regulatory controls are in place to allow for the desired type of redevelopment.

This area has continued to evolve as a gathering place for civic, social, and recreational activities for Morrow residents. In addition to the location of City Hall, the adjacent Milton Daniel Park is heavily used throughout the day and into the evening. The City also utilizes City Hall and the park for civic events. The Southlake Mall and Mixed Use District LCI identified the area as a potential mixed use district and made recommendations to improve the pedestrian environment and redevelop several properties on the opposite corners to create a cohesive space.

JONESBORO ROAD & MORROW RD/LAKE HARBIN DRIVE INTERSECTION

- There is an opportunity for a higher mix of uses around the intersection of Jonesboro Road & Morrow Rd/Lake Harbin Drive.



Jonesboro Rd. and Lake Harbin Dr. intersection

- There is a need to provide for better sidewalks and improved pedestrian access around the intersection of Jonesboro Road & Morrow Rd/Lake Harbin Drive.



Existing sidewalks in the intersection

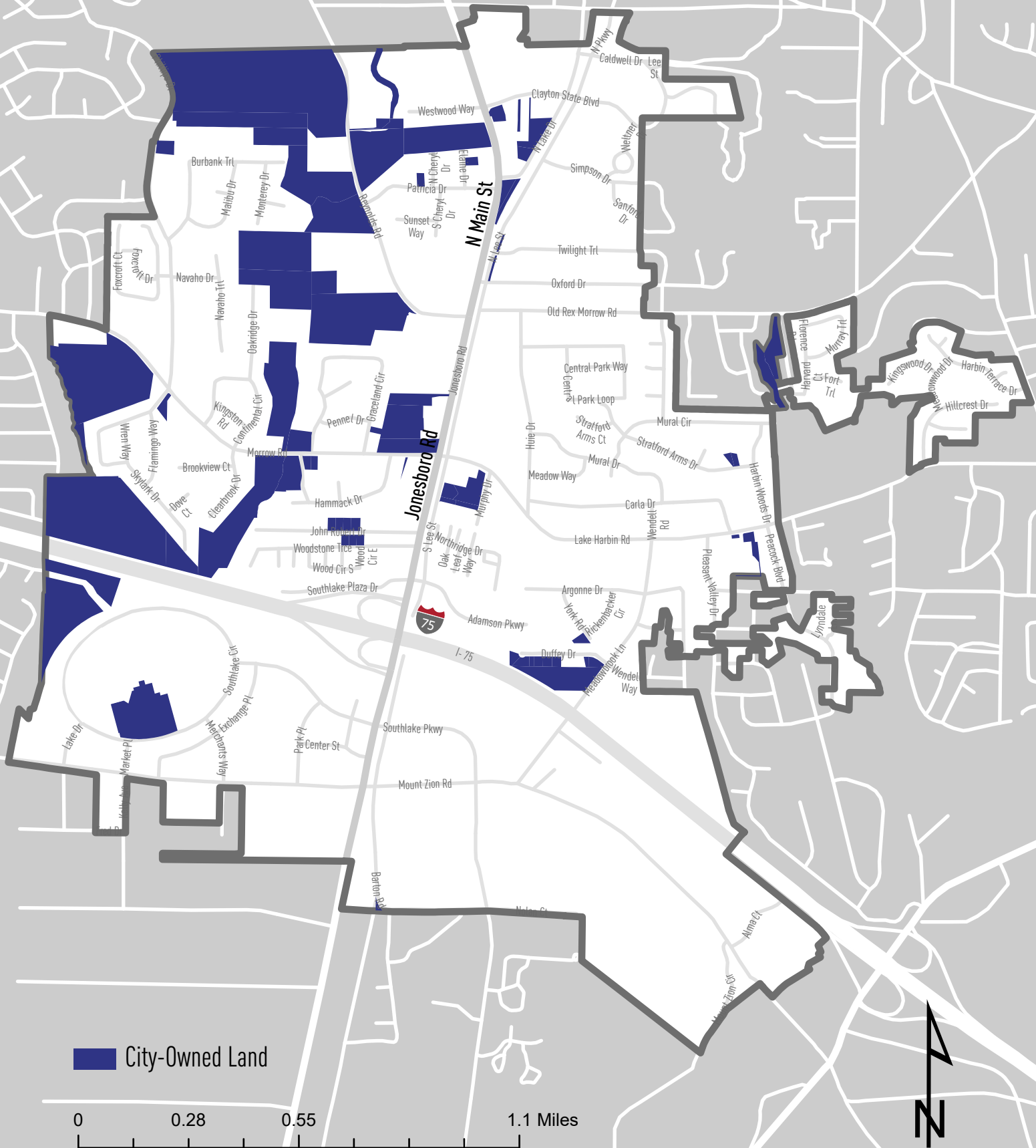
CITY-OWNED LAND, DDA, AND URA

- The City has a decent amount of land for development and an active Downtown Development Authority and Urban Redevelopment Authority.

With the identification of the City Hall/Milton Daniel Park as an existing gathering place for Morrow residents, the next long-term opportunity is to transition adjacent areas to create the mixed use district identified in the LCI Plan. Popular business, civic uses, and multi-family residential uses already exist in this area. A phased development plan with a 20-year horizon would allow the area to transition without any significant disturbance to existing uses. The first step is to improve the connectivity within and between the existing uses followed by a plan to add new uses over time.

This intersection has the unique challenge of including a regional state highway corridor close to an interstate exit, a railroad crossing, and a parallel arterial roadway. Vehicular and pedestrian improvements will continue to be important for this intersection to address existing transportation issues as well as the possible creation of a mixed use district in the future. Several improvements have taken place since the 2011 LCI study but more improvements are needed.

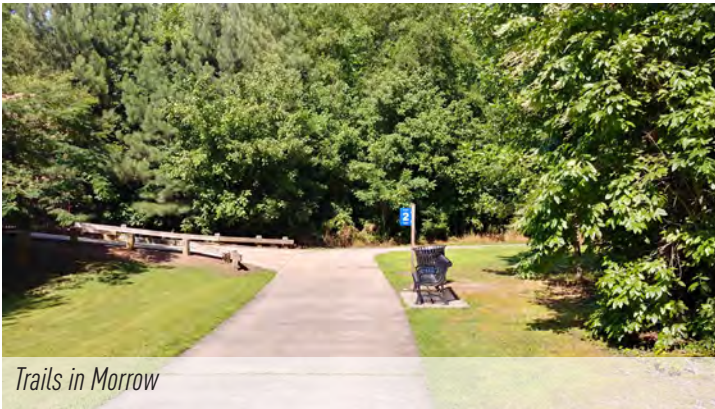
**City-Owned land is an asset for the City of Morrow*



NATURAL & HISTORIC RESOURCES

GREENWAY TRAILS AND POCKET PARKS

- Morrow has developed an extensive network of greenway trails and pocket parks within its residential neighborhoods.
- There is a need for outdoor recreation areas in the local greenspaces.



Morrow's existing greenway trails connect several neighborhoods, parks, and City Hall. Additional expansions and connections are planned for the future that will increase recreational opportunities and bike/ped connectivity. Several small pocket parks have also been built throughout the city within existing single-family neighborhoods. The utilization of some of these parks has been mixed, and the City will continue to assess their design, connectivity, and location. The closest outdoor workout areas are in the City of Forest Park and City of Chamblee. Therefore, the City will add more outdoor recreation areas.

TRANSPORTATION

- There is an opportunity to promote transit-oriented development in the Clayton State University and Southlake Mall to enhance the connection between Morrow and adjacent cities and the airport.
- There is a need to improve bus station conditions along Jonesboro Road and around the Southlake Mall.



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CHAPTER 4

COMMUNITY VISION AND GOALS



COMMUNITY GOALS

The Community Goals are the most important part of the plan because they identify the community's direction for the future, generating local pride and enthusiasm about the future of the community. The goals outlined in this chapter should inspire citizens and leadership to act to ensure that the plan is implemented.

VISION:

***TRANSFORMING MORROW FROM RURAL RAILROAD
ACREAGE TO A MODERN ARENA FOR LOVERS OF
ART, MUSIC, HISTORY AND OUTDOOR RECREATION***



ECONOMIC DEVELOPMENT

**Supporting small and new businesses
that local workers bring to the city that
promotes marketing**



HOUSING

**Increase the quality of life and density of
housing for all**



NATURAL AND HISTORIC RESOURCES

**Create more opportunities for outdoor
activities**



LAND USE AND REDEVELOPMENT

**Create more mixed-use and walkable areas
around Southlake Mall, Reynolds Road, Clayton
State University, and other potential locations**



TRANSPORTATION

Improve accessibility and transit

ECONOMIC DEVELOPMENT

VISION



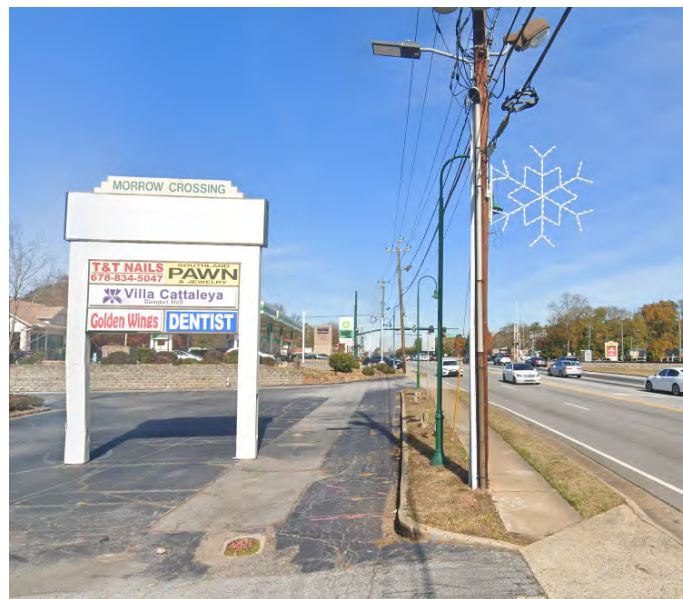
**SUPPORTING SMALL AND NEW
BUSINESSES THAT LOCAL PEOPLE
BRING TO THE CITY THAT PROMOTES
MARKETING**

GOALS

- Over the next five years, Morrow will work with Clayton County and other institutions to improve job opportunities within the City.
- Bringing new and viable businesses that generate revenue and promote marketing.
- Promote small and independent business along the Jonesboro Road corridor with signage to help advertising them.



Small businesses along Jonesboro Rd.



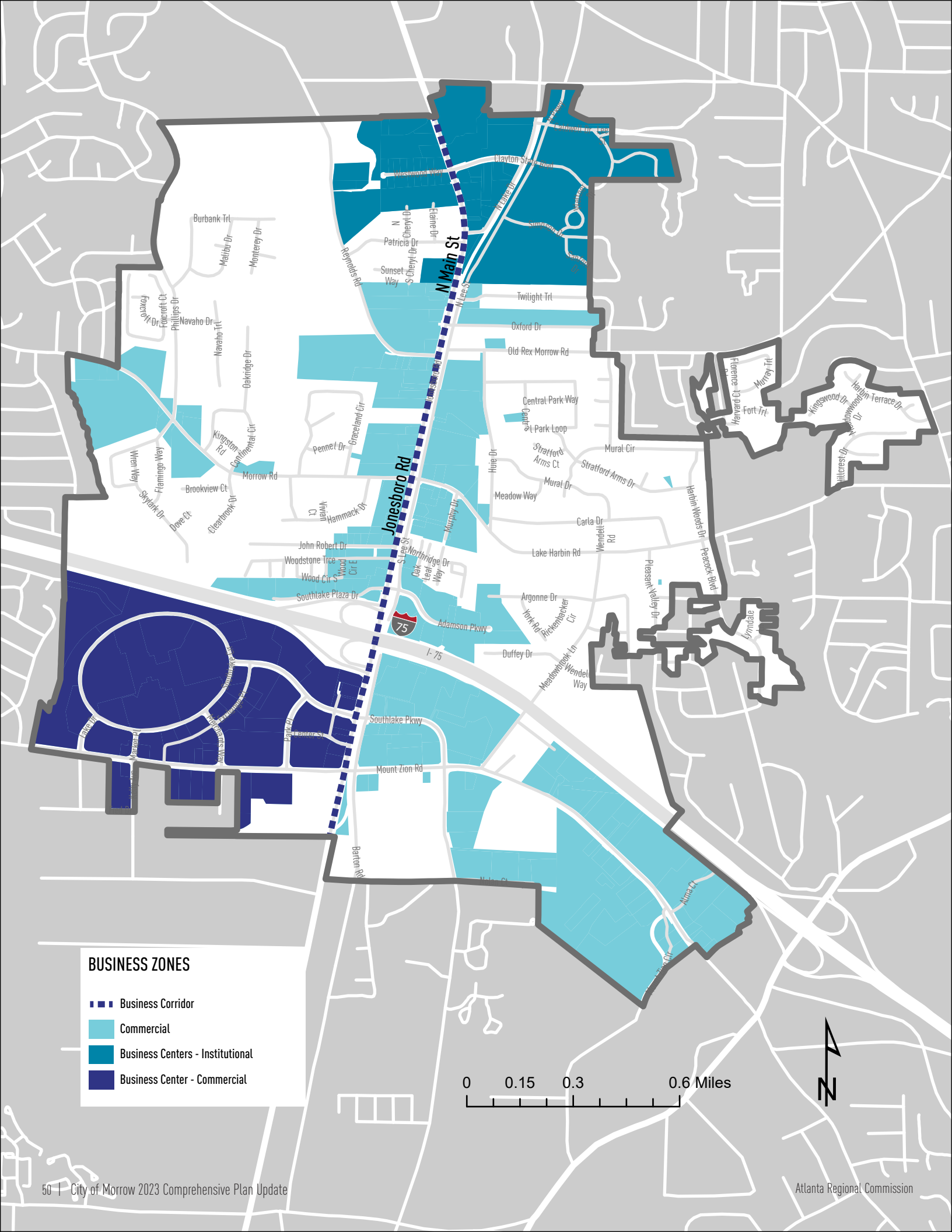
Business signage along Jonesboro Rd.

MARKETING

**INDEPENDENT
BUSINESSES**

**JOB
OPPORTUNITIES**





COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

CEDS (Comprehensive Economic Development Strategy): The Atlanta Regional Commission (ARC) is the Economic Development District (EDD) for the 11-county region. The ARC updates the Comprehensive Economic Development Strategy (CEDS) every five years, as the Economic Development Administration (EDA) requires. The EDD is the largest geographic economic generator and policy influencer for the Atlanta MSA and the State of Georgia. The CEDS process is an opportunity for a collaborative and collective public engagement process to plan for the EDD's future and strives to create bold new regional public-private partnerships.

The CEDS includes six critical indicators:

- EQUITY, INCLUSION, AND ACCESS
- HOUSING PRODUCTION AND PRESERVATION
- INFRASTRUCTURE EXPANSION AND MAINTENANCE
- EDUCATION AND WORKFORCE DEVELOPMENT
- ENTREPRENEURSHIP, INNOVATION, AND SMALL BUSINESS DEVELOPMENT
- NATIONAL AND GLOBAL BUSINESS COMPETITIVENESS

Based on the critical indicators a set of goals and associated actions were established. The goals are as follows:

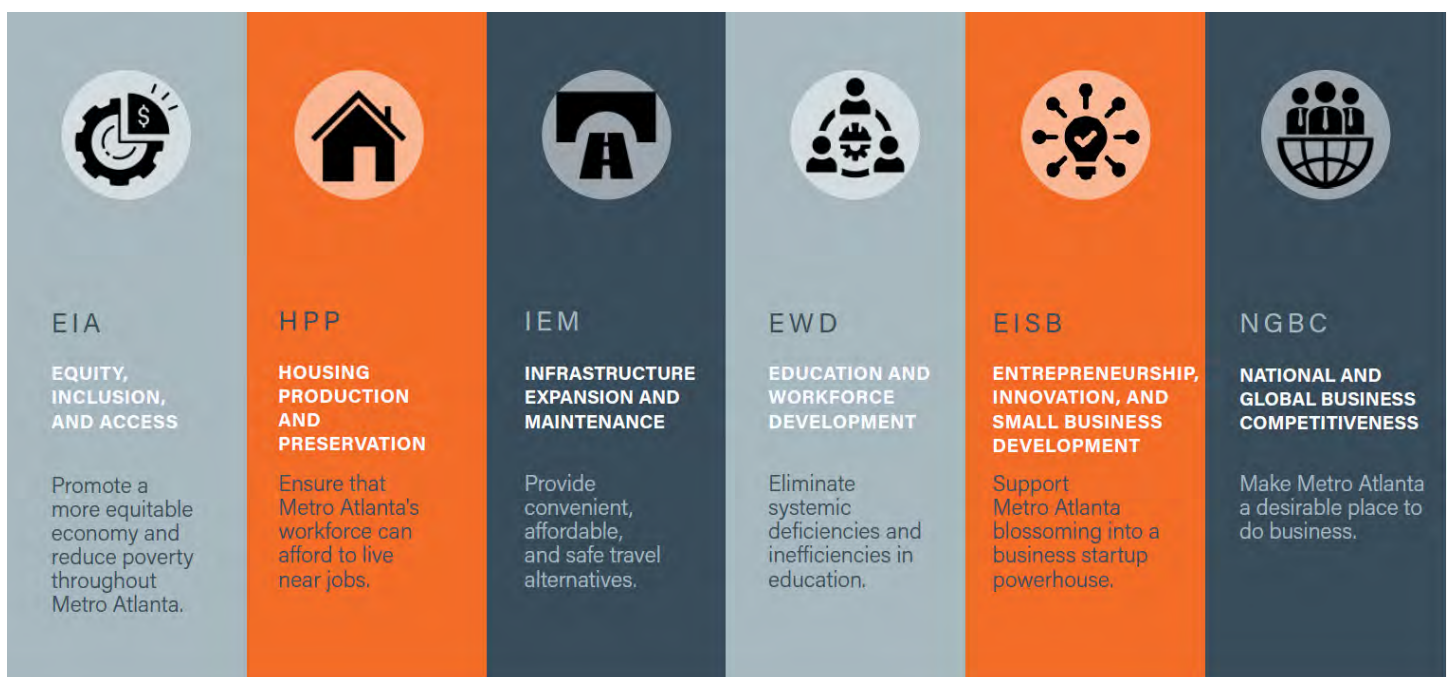
GOAL 1: Build on Previous Successes to Promote the Economic Resiliency and Prosperity of all Residents, Businesses, and Communities in the Region

GOAL 2: Reinforce Equity as the Foundation for Regional and Local Initiatives

GOAL 3: Focus on Business Innovation to Support the Development and Expansion of Small and Medium-Sized Businesses

GOAL 4: Ensure the Global and National Competitiveness of the Regional Economy

The approach for the 2023–2027 CEDS Action Plan is a continuous comprehensive modernization of traditional business enhancement strategies, supplementary proven solutions, and a playbook of carefully researched economic equity tactics that use cultural diversity as an economic strength locally and internationally and produce major cost savings and net new tax revenues. The actions identified will meet the established goals.





> **GOAL 1
BUILD ON
SUCCESS**

A total of six actions make up the overall strategy to build on the previous regional economic development efforts and existing programs administered by the ARC to promote equity and entrepreneurship. In addition, many of the actions within this strategy capitalize on the existing ARC transportation and community planning framework to promote infrastructure and access in underserved areas and foster a more equitable environment.



> **GOAL 2
REINFORCE
EQUITY**

The strategy for this goal significantly elevates the level of emphasis on equitable achievement from previous CEDS for the region. A number of actions specifically target a more equitable economic environment. As such, many of the actions within this strategy focus on additional dialogue needed to define better an equitable economy and the means to be effective. The strategy also recognizes the importance of affordable housing and transportation to level the economic playing field. Lastly, capitalizing on the region's diversity presents an opportunity to enhance the global presence of regional industries.



> **GOAL 3
BUSINESS
INNOVATION**

The growth of small and mid-size businesses is a key element in strengthening the resilience and equity of the region's economy. Many actions for reinforcing equity in the region also promote small businesses and vice-versa. Much like the Goal 2 strategy, growing small and mid-sized businesses start with collaboration with a diverse range of regional partners to truly understand the baseline environment, opportunities, and challenges of small businesses in the Atlanta region. After the initial discussions to identify this baseline, the actions work to identify means to provide a more favorable environment moving forward.



> **GOAL 4
ECONOMICALLY
COMPETITIVE**

The purpose of this strategy is straightforward – working collectively to make the Atlanta region economy the best in the US and the world. It may seem lofty, but why aim for anything less? This strategy presents the greatest need for regional collaboration between economic development leaders, government officials, educators at all levels, and non-profits. One glaring omission is the creative sector's participation. With the proliferation of the film and music industries, the Atlanta region needs to capitalize on its opportunity to be a national and global incubator for creatives. A key to success is researching best practices for developing nationally competitive development and transportation options for attracting businesses and talent to the Atlanta region.

HOUSING

VISION



INCREASE THE QUALITY OF LIFE AND DENSITY OF HOUSING FOR ALL

GOALS

- Maintain the value of established housing stock through code enforcement and neighborhood standards.
- Create more single-family and multi-family housing options for seniors, with special attention to options near activity centers.
- Add more density of mixed-use (retail and living) through smart design.

CLAYTON COUNTY HOUSING AND URBAN DEVELOPMENT (HUD) PROGRAM

The Clayton County HUD Programs Division administers a variety of programs funded by the US Department of Housing and Urban Development (HUD). The County became an Entitlement community in 1998 and since then has received over \$48.8 million. Annually the HUD Programs Division is awarded an average of 2.7 dollars, which is then made available to county agencies, nonprofit organizations, municipalities and other entities serving low- to moderate-income residents. HUD-funded projects are intended to address the following County objectives:

- Decent Housing: Ensuring the provision of decent, safe and sanitary housing options for low- and moderate income households.
- Affordable Housing: Increasing access to affordable housing for low- and moderate income households.
- Suitable Living Environments: Improving the safety and livable of neighborhoods for low- and moderate income persons.



Single-Family Houses - Lake Harbin Rd.



Single-Family Houses - Lake Harbin Rd.

CLAYTON COUNTY 2023-2027 CONSOLIDATED PLAN/2023 ANNUAL ACTION PLAN

- Community Development: To acquire, construct, or rehabilitate public facilities; provide equipment purchased for public service activities; or provide overall program administration and management resulting in improvements in the social, economic, and physical environment for low- and moderate-income individuals and/or households.
- Homeless Prevention: Increasing shelter and housing options for homeless or near homeless individuals and families. Prevent homelessness through case management and rent/utility assistance.
- Economic Development: Promoting economic development for the benefit of low- and moderate-income communities and households through the provision of job creation and retention.

Under these guidelines projects that have been implemented include but are not limited to:

- Infrastructure Improvements
- Homeless Shelter and Transitional Housing Operations
- Youth Development and Enrichment Opportunities
- Park Renovations
- Homeownership Down Payment Assistance
- Essential Home Repairs for Seniors, Veterans and Disabled Persons
- Rent and Utility Assistance
- Slum and Blight Removal
- Program Areas

The HUD Programs Division provides management and oversight for the following programs:

- Community Development Block Grants (CDBG)
- Emergency Solutions Grant (ESG)
- HOME Investment Partnership (HOME)

Clayton County HUD consolidated plan identifies and addresses HUD's three (3) priority goals: Decent Housing, Suitable Living Environment and providing Economic Opportunity. The County's ability to attain these goals using CDBG, HOME, and ESG funds can be identified through the performance measures including Decent Housing, Suitable Living Environment, and Economic Opportunity.

Local municipalities are integral components of the implementation of Clayton County's Consolidated Plan. Cities within the political boundaries of Clayton County, including Forest Park, Riverdale, Morrow, Jonesboro, Lake City and Lovejoy are expected to actively contribute to the successful implementation of the Consolidated Plan. Each city has historically served as subrecipients and undertaken projects benefiting low- and moderate-income households and communities within their respective jurisdictions.

Recent activity includes the repair and installation of public infrastructure in Forest Park, park improvements in Morrow and Riverdale and street and streetscape improvements in Jonesboro. Over the next five years, it is anticipated that the municipalities will continue to undertake eligible activities that advance the objectives articulated within Clayton County's 2023-2027 Consolidated Plan. In addition to coordinating efforts with local municipalities, the County cooperates with the Georgia State Department of Community Affairs' Continuum of Care efforts.

NATURAL AND HISTORIC RESOURCES

VISION



**CREATE MORE OPPORTUNITIES FOR
OUTDOOR ACTIVITIES**

GOALS

- Continue the expansion of Morrow's bicycle/pedestrian infrastructure connecting to activity centers, civic institutions, and green spaces.
- Add more outdoor fitness areas and facilities that people can use instead of the ones outside the City.



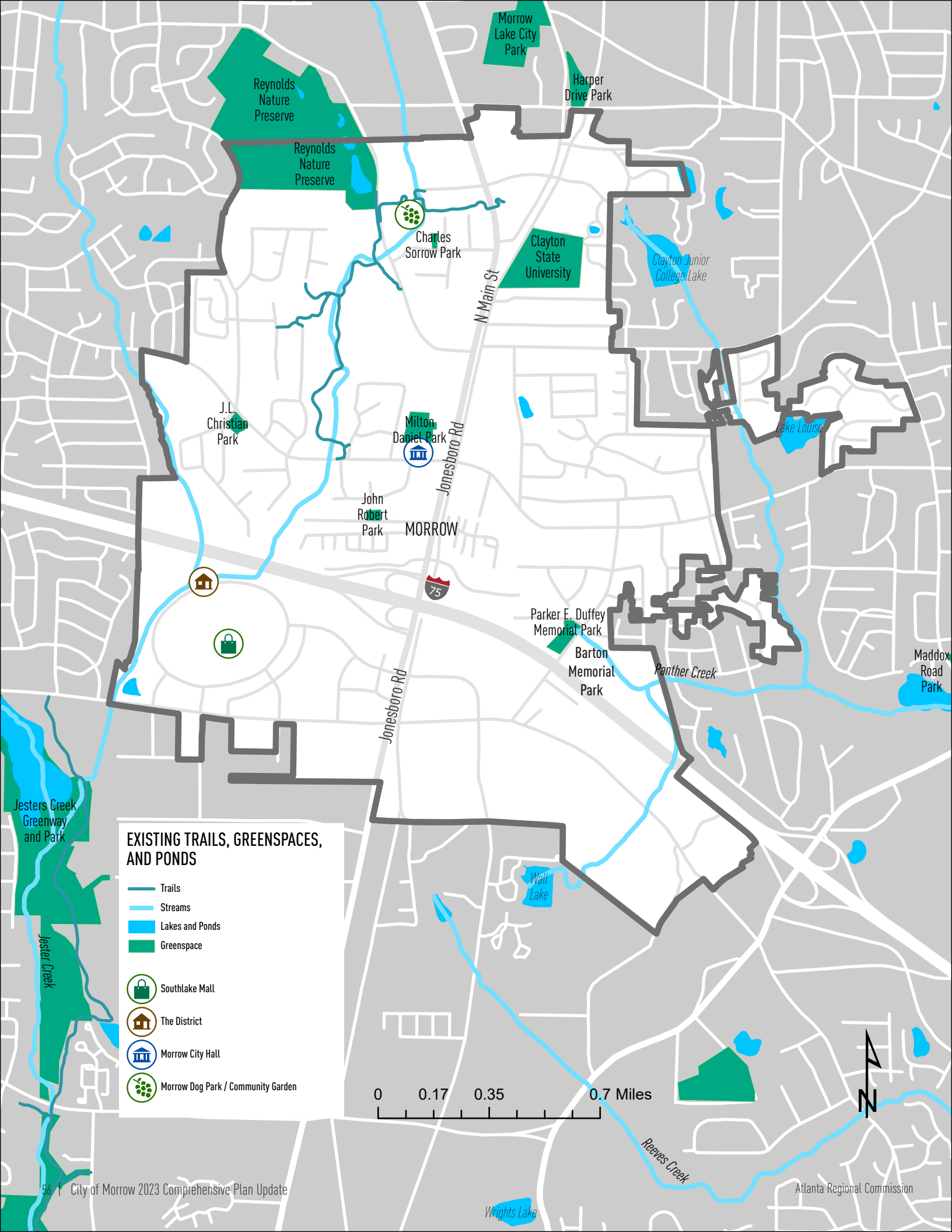
City of Morrow Community Garden adjacent to Dog Park



Charles Milton Daniel Memorial Park

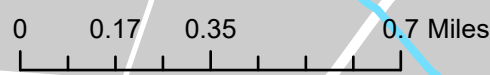


Barton Memorial Park / Parker E. Duffey Memorial Park



EXISTING TRAILS, GREENSPACES, AND PONDS

- Trails
- Streams
- Lakes and Ponds
- Greenspace
- Southlake Mall
- The District
- Morrow City Hall
- Morrow Dog Park / Community Garden



LAND USE AND DEVELOPMENT

VISION



CREATE MORE MIXED-USE AND WALKABLE AREAS AROUND SOUTHLAKE MALL, REYNOLDS ROAD, CLAYTON STATE UNIVERSITY, AND OTHER POTENTIAL LOCATIONS

GOALS

- Ensure that Southlake Mall, surrounding retail, and underutilized commercial assets are operating to ensure long-term economic sustainability.
- Encourage more density of mixed-use (vertical or horizontal) developments in appropriate areas.
- Work to create a sense of place – Town Center – and a thriving civic realm with pedestrian-friendly walkable nodes around Southlake Mall.
- Work to create a sense of place (currently identified on the Future Land Use Map as the along Reynolds Road and around Clayton State University, including a neighborhood center with walkable retail options, housing geared to students, and connections to the trail /park system.
- Encourage the retrofit and reuse of existing underutilized commercial properties.

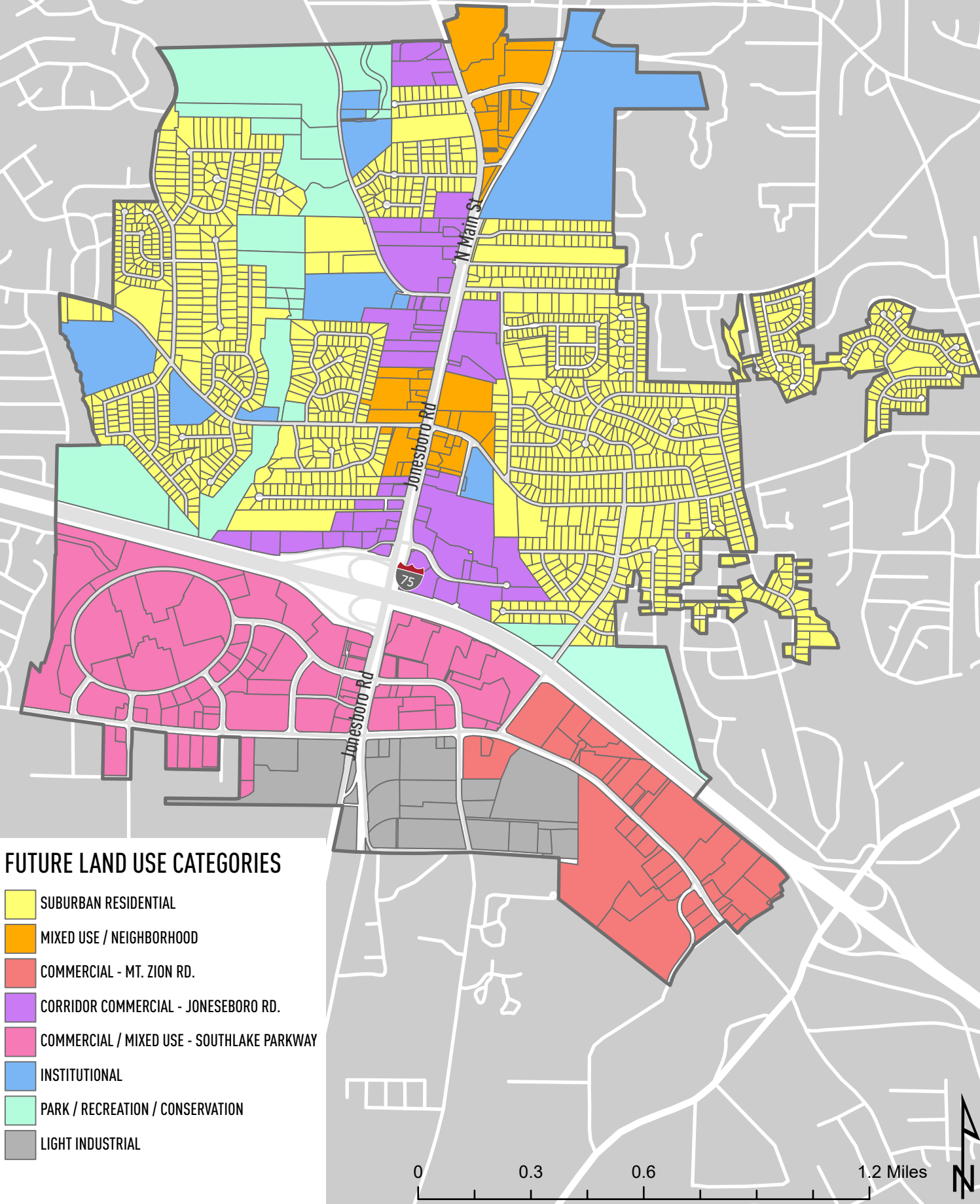
FUTURE LAND USE MAP

The Future Land Use Map is a graphic representation of the future development that Morrow desires to achieve. The map identifies land use categories, which are the neighborhoods, corridors, and activity centers with unique development patterns that the City uses to guide future development and zoning decisions. This section describes the vision, intent, and principles for each land use category.

Land use categories provide descriptions regarding the following land use / development goals:

- Desired infrastructure, economic objectives, and building types
- Desired use or mix of uses
- Goals to achieve the desired development types

FUTURE LAND USE MAP



SUBURBAN RESIDENTIAL

These are established suburbs where most residential development occurred after 1970 through the 1990s. These neighborhoods are predominately single-family detached. Existing multi-family will redevelop with high quality materials and with a focus on scale and design to blend with the surrounding suburban residential neighborhoods. Institutional uses like churches and schools are located in this area as well. It will be characterized by homes on medium-sized lots, a curvilinear and well-connected street network, and many mature trees. The City will carefully manage transitions of use between major corridors and the adjacent neighborhoods through regulatory design controls.

Sidewalks will be present on major roads and improved streetscape facilities, such as lighting and bicycle lanes, will enhance travel experiences for all users.

Preferred Zoning Districts

RS-80 Single Family Residence District
RS-30 Fee Simple Townhouse District
Mixed Use Development District
BG - General Business District
Public/Institutional District
Park/Recreation/Conservation District
Agricultural/ Forestry District
Community University Planned District

DEVELOPMENT GOALS

- New development or redevelopment should demonstrate attention to existing adjacent neighborhoods and seek compatibility with surrounding lot sizes.
- New development should connect to the existing road network and adjacent developments and use of cul-de-sacs or other means resulting in disconnected subdivisions should be discouraged.
- Improve existing pedestrian facilities and develop sidewalks and crosswalks, on major roads, where connectivity is lacking to create connected network of sidewalks and pedestrian routes and bike lanes.
- Maintain and expand the trail network to include more pedestrian and cycling access, connecting to amenities.
- Maximize the usefulness of existing recreational facilities in addition to providing new recreational opportunities.
- Use green infrastructure or other enhanced water filtration design to enhance the quality of stormwater run-off.

FUTURE DEVELOPMENT PATTERNS

- New development will be compatible with adjacent existing character with similar densities and lot sizes.
- Neighborhood retail is at the appropriate scale and minimize impacts to existing surrounding neighborhoods with buffers, open space, and landscaping.
- Traditional single-family homes with quality building materials and design.
- Multi-family with quality design and materials.
- New development will incorporate open space and preserve existing trees.

EXISTING SUBURBAN RESIDENTIAL CHARACTER AREA



COMMERCIAL - MT. ZION ROAD CORRIDOR

Existing Development Pattern

Concentrations of retail and commercial uses visited by people from various parts of the region for shopping, entertainment, food, and other social opportunities. Consisting primarily of retail or commercial space and mostly surrounded by residential, industrial and additional commercial areas. Developed in a suburban, auto-oriented development pattern with limited multi-modal options.

Future Development Vision

Maintain and improve the existing commercial uses and parking facilities along the corridor through code enforcement, landscaping regulations and design guidelines. Plan for streetscape improvements to Mt. Zion Road to better accommodate all modes of transportation. Plan for the possible redevelopment or transition of the larger big box retail sites along the corridor.

Preferred Zoning Districts

RS-30 Fee Simple Townhouse District
Mixed Use Development District
BG - General Business District
Public/Institutional District
Park/Recreation/Conservation District

Preferred Uses

- Regionally-marketed commercial and retail uses
- Retail, office and employment centers
- Hotel
- Multi-family Residential
- Higher-education facilities
- Parks, greenspace

DEVELOPMENT GOALS

- Provide jobs and economic development opportunities.
- Improve public safety to reduce and prevent crime.
- Consistent code enforcement and aesthetic controls.
- Reduce multiple curb cuts with incentives encouraging shared drives, shared parking, and inter-parcel access.
- Enhance mobility and accessibility for all by encouraging complete street policies that accommodate all modes of transportation.

FUTURE DEVELOPMENT PATTERNS

- Well maintained and improved existing commercial and multi-family structures.
- Traffic-calming measures.
- Integrated natural features, accessible greenspace.
- Long-term - Transition to more pedestrian-oriented development pattern with improved accessibility for alternative transportation modes and reduced surface parking.



EXISTING COMMERCIAL PROPERTIES IN THE AREA



COMMERCIAL / MIXED-USE - SOUTHLAKE PARKWAY

Existing Development Pattern

Concentrations of retail and commercial uses visited by people from various parts of the region for shopping, entertainment, food, and other social opportunities. Consists primarily of retail or commercial space, mostly surrounded by residential, industrial, and additional commercial areas. Developed in a suburban, auto-oriented development pattern with limited multi-modal options.

Future Development Vision (Based on the Morrow-Southlake Mall LCI Study)

Transition to an Activity Center with compact street and block structure. The existing streets, driveways, and parcels should be retrofitted. The proposed street grid uses existing streets, driveways, and curb cuts to enable the addition of new connections over time as each parcel is redeveloped. If Southlake Mall decides to retrofit, additional streets can be integrated into the grid.

Preferred Zoning Districts

RS-30 Fee Simple Townhouse District
Mixed Use Development District
BG - General Business District
Public/Institutional District
Park/Recreation/Conservation District

Preferred Uses

- Regionally-marketed commercial and retail uses
- Retail, office, and employment centers
- Hotel
- Multi-family Residential
- Higher-education facilities
- Sports and recreational complexes
- Parks, greenspace, and community gardens

DEVELOPMENT GOALS

- Well maintained and improved existing commercial and multi-family structures.
- Provide jobs and economic development opportunities.
- Improve public safety to reduce and prevent crime.
- Consistent code enforcement and aesthetic controls.
- Reduce multiple curb cuts with incentives encouraging shared drives, shared parking, and inter-parcel access.
- If redevelopment occurs, keep the street grid between 200' to 260' X 450' to 550' wherever possible to make a compact, walkable and pedestrian friendly district.
- Develop minimum and maximum parking requirements for new and infill development.
- Encourage vertically and horizontally integrated mixed-use developments that are locally appropriate in major retail districts.
- Enhance mobility and accessibility for all by encouraging complete street policies that accommodate all modes of transportation.

FUTURE DEVELOPMENT PATTERNS

- Transition to more pedestrian-oriented development and have improved access to alternative transportation modes and reduced surface parking.
- Traffic-calming measures.
- Pedestrian-friendly streetscapes, including sidewalks, street trees, lighting, and furniture.
- Integrated natural features, accessible greenspace.

ONGOING PROJECTS

1. CLAYTON COUNTY STUDENT CONVOCATION CENTER



2. THE AMPHITHEATER

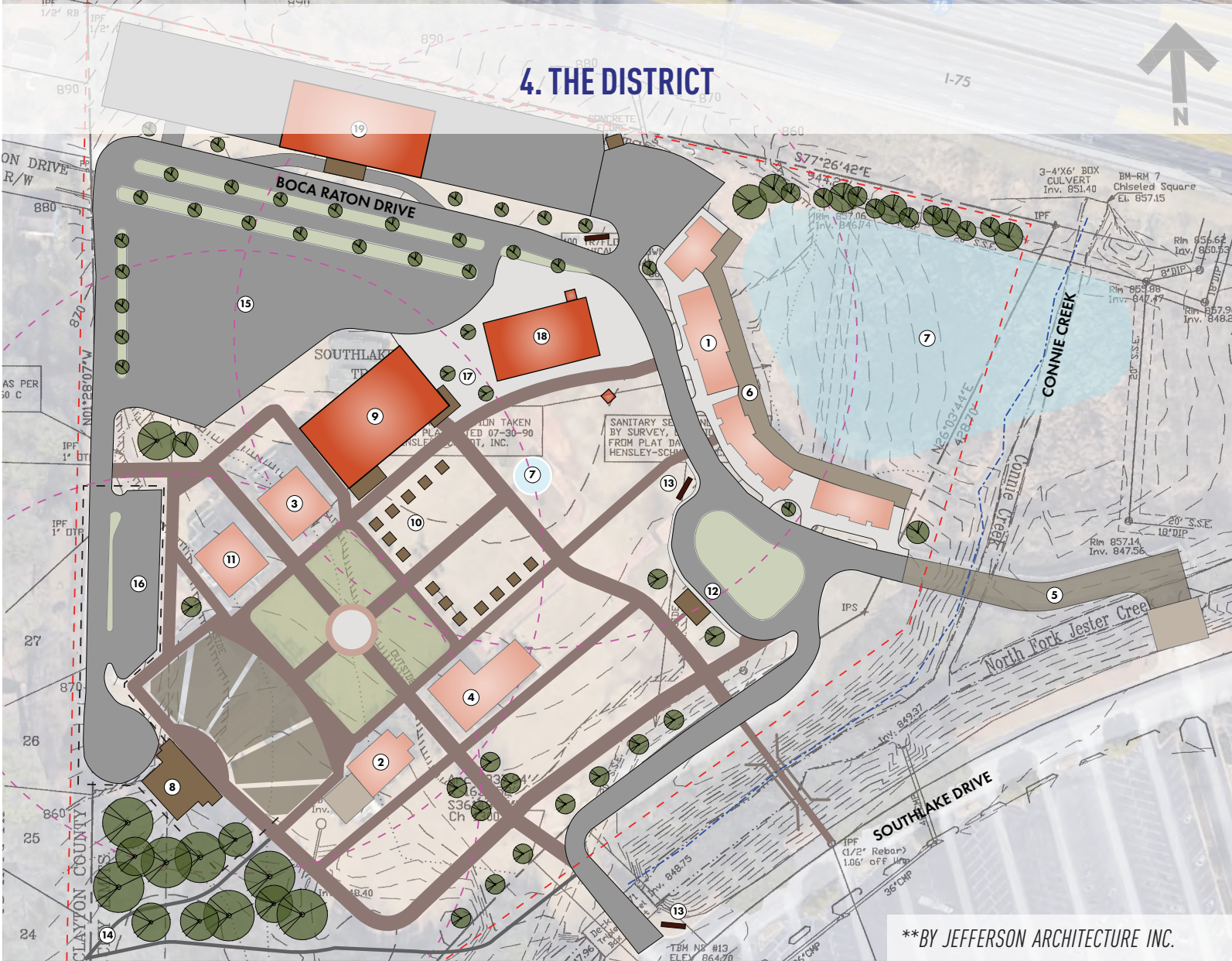


****BY JEFFERSON ARCHITECTURE INC.**

3. MORROW CENTER



4. THE DISTRICT



**BY JEFFERSON ARCHITECTURE INC.

SITE PLAN LEGEND

	NEW BUILDING		SIDEWALKS		HARD SURFACE PATH
	EXISTING BUILDING		ASPHALT		GREEN SPACE
	NEW ROOF STRUCTURE		STAMPED CONCRETE		WATER
	EXISTING ROOF STRUCTURE		BOARDWALK		

1 QUADS AT THE DISTRICT (+/- 9,500 SF - GROUND FLOOR)
 - (1-2) STORY EXISTING BUILDINGS
 - EXISTING RENTABLE SPACES FOR TENANTS

2 EXISTING BUILDING (+/- 2,400 SF)
 - (1) STORY BUILDING
 - HISTORIC HOME
 - CURRENT RESTAURANT

3 EXISTING BUILDING (+/- 4,000 SF)
 - (2) STORY BUILDING, 3,500 SF ON GROUND LEVEL
 - HISTORIC HOME
 - RE-LOCATE TO NEW POSITION ON MASTER PLAN

4 EXISTING BUILDING (+/- 5,000 SF)
 - (2) STORY BUILDING, 3,500 SF ON GROUND LEVEL
 - HISTORIC HOME
 - CURRENT DINING CLUB

5 EXISTING OLDE TOWN BRIDGE
 - COVERED WOOD BRIDGE ENTRANCE TO THE DISTRICT
 - REPAIR EXISTING BRIDGE

6 BOARDWALK
 - NEW BOARDWALK ON REAR OF THE SHOPS
 - STAMPED CONCRETE OR WOOD DECKING FINISH

7 WATER FEATURE
 - NEW POND AREA WITH CENTRAL WATER FEATURE
 - CONNECTION TO BOARDWALK EXPERIENCE / AMPHITHEATER EXPERIENCE

8 AMPHITHEATER (+/- 1,300 SF)
 - +/- 2,500 SEATS IN DESIGNATED FRONT AREA
 - VIP SEATING SPACE IN FRONT OF STAGE (TABLES AND CHAIRS)
 - UTILIZE NATURAL GRADE OF EXISTING LAWN FOR SEATING AREAS BEYOND

9 BREWERY (+/- 7,500 SF)
 - (1) STORY BUILDING
 - UTILIZE GARAGE DOORS FOR INDOOR/OUTDOOR EXPERIENCE

10 NIGHT MARKET AREA
 - LANDSCAPED AREA FOR TEMPORARY MARKET HOOK UP
 - UTILIZED BY LOCAL VENDORS DURING MARKET TIMES

11 UTILITY AND SERVICES BUILDING (+/- 4,000 SF)
 - CONCESSION SPACE FOR AMPHITHEATER FOD SERVICE
 - PUBLIC RESTROOM FACILITIES
 - STORAGE AND SECURITY FOR THE DISTRICT

12 DROP OFF AREA
 - LOOP ROAD FOR UBER DROP OFF AND PICK UP
 - COVERED PAVILION FOR WAITING GUESTS

13 MAIN SIGNAGE
 - MONUMENT SIGNAGE FOR THE DISTRICT

14 NEW PAVED PATHWAY
 - CONNECTION TO CLAYTON COUNTY TRAIL SYSTEM
 - PROVIDES ACCESS TO THE DISTRICT BY WALKING PATH OR GOLF CART ACCESS

15 NEW PARKING AREA
 - PARKING EXCLUSIVELY FOR THE DISTRICT

16 EXISTING PARKING
 - EVENT STAFF PARKING FOR THE DISTRICT AMPHITHEATER AND EVENTS

17 PUBLIC PARK
 - OUTDOOR SPACE WITH WATER FEATURE, FIRE PIT, AND LANDSCAPING
 - CONNECTS BREWERY AND NIGHT MARKET / EVENT CENTER

18 EVENT CENTER (+/- 6,000 SF)
 - INDOOR EVENT CENTER
 - CONSTRUCTED UTILIZING SHIPPING CONTAINERS

19 BOUTIQUE HOTEL (+/- 45,000 SF)
 - (4) STORY 175 ROOM BOUTIQUE HOTEL WITH LOBBY AND SMALL BAR
 - RESERVED PARKING FOR HOTEL GUESTS



MIXED USE - NEIGHBORHOOD

Existing Development Pattern

The designation includes two nodes identified within the Morrow-Sothlake Mall LCI Study. The first is centered around the intersection of Jonesboro Road & Morrow Rd./Lake Harbin Drive. It includes City Hall, Milton Daniel Park, the retail uses on the north and south side of Lake Harbin Rd., the City properties along S. Lee Street, the multi-family uses along N. Lee Street, and retail uses along Jonesboro Road adjacent to Milton Daniel Park. The second includes properties adjacent to Clayton State University and Jonesboro Road.

Future Development Vision (Based on the Morrow-Southlake Mall LCI Study)

Around City Hall - Transition to a mixed-use node building off the existing civic, commercial, and recreational activity. Connections to the surrounding residential areas and connections to existing neighborhood parks and greenways will help create a walkable mixed-use node. Civic uses such as the City Hall, Milton Daniel Park, and a potential civic plaza will be integrated into this mixed-use node. Over time, a grid of small blocks could be created in coordination with new development on both sides of Jonesboro Road. If redevelopment and infill development opportunities occur, multi-family residential uses should be considered at the appropriate scale and mass. Adjacent to Clayton State University- Create a

Preferred Zoning Districts

RS-30 Fee Simple Townhouse District

Mixed Use Development District

BG - General Business District

Public/Institutional District

Park/Recreation/Conservation District

student-focused, walkable mixed-use district, with better connections to Clayton State University. This is part of the University Focus Area mentioned in the Goals Section to reflect the goal to improve the connectivity between the university, Morrow, and Morrow's parks/trail system. The University Focus Area shown on the map reflects this goal.

Preferred Uses

- Neighborhood scale retail uses
- Multi-family Residential
- Institutional
- Parks & Greenspace

DEVELOPMENT GOALS

- Continue to support the existing civic, recreational, and commercial activity.
- Revisit potential intersection improvements for vehicles and pedestrians.
- Create a compact grid to further improve connectivity.
- Encourage vertically and horizontally integrated mixed-use developments at the appropriate scale and mass.
- Enhance mobility and accessibility for all by encouraging Complete Street policies that accommodate all modes of transportation.

FUTURE DEVELOPMENT PATTERNS

- Transition to more pedestrian-oriented development, and have improved access to alternative transportation modes.
- Traffic-calming measures.
- Pedestrian-friendly streetscapes, including sidewalks, street trees, lighting, and furniture.
- Integrated natural features, accessible greenspace.

COMMERCIAL CORRIDOR - JONESBORO RD.

Existing Development Pattern

Smaller strip commercial, big box retail, hotels, and some multi-family structures with surface parking along Jonesboro Road/Hwy 54. Institutional, multi-family, hotel, and office along North/South Lee Street. The Norfolk Southern Railroad runs between Jonesboro Road and Lee Street.

Future Development Vision

Continue improvements to building materials, signage and site design. Streetscape improvements will be considered along the corridor to create a more pedestrian friendly environment. As redevelopment occurs, buildings can be moved closer to the street and parking can move to the side or rear of buildings. Local business and restaurants can be promoted as regionally unique assets in coordination with Clayton County, Lake City, and Forest Park

Preferred Zoning Districts

RS-30 Fee Simple Townhouse District
Mixed Use Development District
BG - General Business District
Public/Institutional District
Park/Recreation/Conservation District

Preferred Uses

- Retail
- Multi-family Residential
- Institutional
- Multi-family Residential
- Institutional
- Office

DEVELOPMENT GOALS

- Revitalize existing structures through façade improvements and design guidelines.
- Encourage horizontally integrated mixed-use developments at the appropriate scale and mass.
- Enhance mobility and accessibility for all by encouraging complete street policies that accommodate all modes of transportation.
- Reduce multiple curb cuts with incentives encouraging shared drives, shared parking, and interparcel access.
- Develop incentives and /or programs to promote local business along the corridor.

FUTURE DEVELOPMENT PATTERNS

- Well maintained and improved existing commercial and multi-family structures.
- More pedestrian-oriented development and improved access to alternative transportation modes.
- Pedestrian-friendly streetscapes, including sidewalks, street trees, lighting, and furniture.

LIGHT INDUSTRIAL

Industrial, heavy commercial and retail uses located on the south side of Mt. Zion Road and along Barton Road. This area provides for commercial and light industrial uses that are nuisance free and do not generate hazardous waste. Uses may include light manufacturing, warehousing, wholesale trade, distribution and commercial.

Preferred Zoning Districts

Light Manufacturing District

BG - General Business District

Park/Recreation/Conservation District

Preferred Uses

- Light Industrial
- Distribution
- Retail

DEVELOPMENT GOALS

- Continue to provide jobs and economic opportunities for City residents.
- Promote adaptive reuse or redevelopment of vacant or underutilized industrial properties to increase the possibilities for introducing modern industrial uses to these areas.
- Provide sufficient and attractive buffering and screening between industrial and non-industrial areas.
- Coordinate with the Clayton County to manage the county's adjacent commercial and industrial properties that border Morrow and this district.

FUTURE DEVELOPMENT PATTERNS

- Design of any new facilities should include quality building materials and design
- New streetscape design standards for beatifications and better pedestrian access for area employees.
- Appropriate buffers between residential and industrial uses

PARK / RECREATION / CONSERVATION

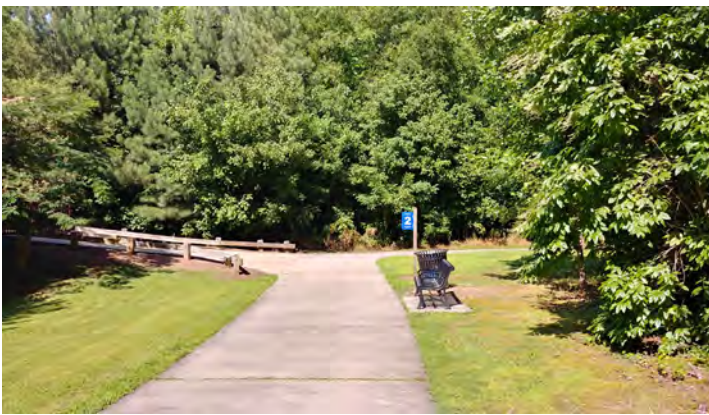
Includes Morrow's parks, pocket parks, trail system and conservations areas.

Preferred Zoning Districts

Park/Recreation/Conservation District

DEVELOPMENT GOALS / DEVELOPMENT PATTERNS

- New institutional developments or expansions should demonstrate attention to and compatibility with existing adjacent neighborhoods.
- New development and existing uses should consider pedestrian connections to the existing road and trail network, and adjacent developments where feasible.
- Maximize the usefulness of existing recreational facilities in addition to providing new recreational opportunities.
- Use green infrastructure or other enhanced water filtration design to enhance the quality of stormwater run-off.



Trails and Pedestrian Pathways in Morrow

INSTITUTIONAL

Includes large government and institutional land uses throughout Morrow that are not within mixed use or commercial categories. Uses include government buildings, religious institutions, police and fire stations, libraries, and schools.

Preferred Zoning Districts

Public Institutional/District

Park/Recreation/Conservation District

Preferred Uses

- Institutional
- Parks / Greenspace

DEVELOPMENT GOALS / DEVELOPMENT PATTERNS

- New institutional developments or expansions should demonstrate attention to and compatibility with existing adjacent neighborhoods.
- New development and existing uses should consider pedestrian connections to the existing road and trail network, and adjacent developments where feasible.
- Maximize the usefulness of existing recreational facilities in addition to providing new recreational opportunities.
- Use green infrastructure or other enhanced water filtration design to enhance the quality of stormwater run-off.



Clayton State University

ONGOING PROJECTS

1. CLAYTON STATE UNIVERSITY PROPOSED RETAIL DEVELOPMENT



2. REDEVELOPMENT OF THE PROPERTY IN REYNOLDS RD.



TRANSPORTATION

VISION



IMPROVE ACCESSIBILITY AND TRANSIT

GOALS

- Create “a walkable city” with neighborhood activity nodes accessible to all residents that support aging in place.
- Address the congestion and operational challenges along Morrow’s commercial corridors.
- Continue to explore opportunities for rail transit opportunities within Morrow.
- Improve bus stops and add shelters.



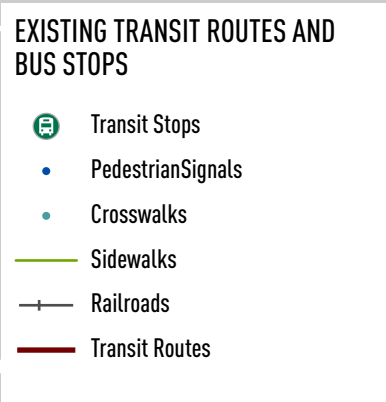
Bus station in Southlake Parkway



**SIDEWALKS
IMPROVEMENT**

**BUS STATIONS
IMPROVEMENT**

**WALKABLE
CITY**



MARTA 2040 TRANSIT PROJECT - CONNECT CLAYTON

OVERVIEW

Connect Clayton seeks to explore different transit alignments and technology opportunities that comprise a transit network to improve Clayton County's transportation mobility, accessibility, and connectivity to and from the metro Atlanta region. The projects being developed under Connect Clayton include high capacity transit, transit supportive land use, and an operations and maintenance facility.

- Southlake Bus Rapid Transit (BRT) emerged as the preferred high capacity option to deliver service to the western portions of the county.
- Transit supportive land use is typically comprised of higher-density, multi-family residential, commercial, or mixed-use developments. An anticipated outcome of Connect Clayton is an amendment to Clayton County's comprehensive plan, which will align Southlake BRT's proposed station areas with consistent land use policies.
- The Clayton Multipurpose Operations and Maintenance (O&M) Facility will support MARTA's service expansion, supplement existing maintenance facilities, and improve MARTA's existing bus network in Clayton County. Additionally, the facility alone will create over 400 jobs in Clayton County.
- SR 54 High-Capacity Transit will explore alternatives for high-capacity, fixed-guideway transit in Clayton County.
- The Clayton Transit Oriented Development (TOD) Pilot Project will examine Clayton County to determine potential areas for TOD around the Southlake BRT stations.

SOUTHLAKE BUS RAPID TRANSIT (BRT)

The Southlake Bus Rapid Transit (BRT) project has been designed to improve transit service within Clayton County and to provide a high-capacity transit connection to the Atlanta metro area. The BRT system will operate primarily within the western, central section of Clayton County and include service to College Park, Riverdale, and Morrow, Georgia.

The proposed BRT route will extend from the College Park MARTA Station to Southlake Mall, connecting several key Clayton County destinations, including the Shops of Riverdale and the Southern Regional Medical Center, to MARTA's heavy rail transit system. The majority of the guideway for the proposed project will be dedicated to bus traffic only. The estimated cost for construction is \$338.1 million.



15-minute Peak
Frequencies or
Less

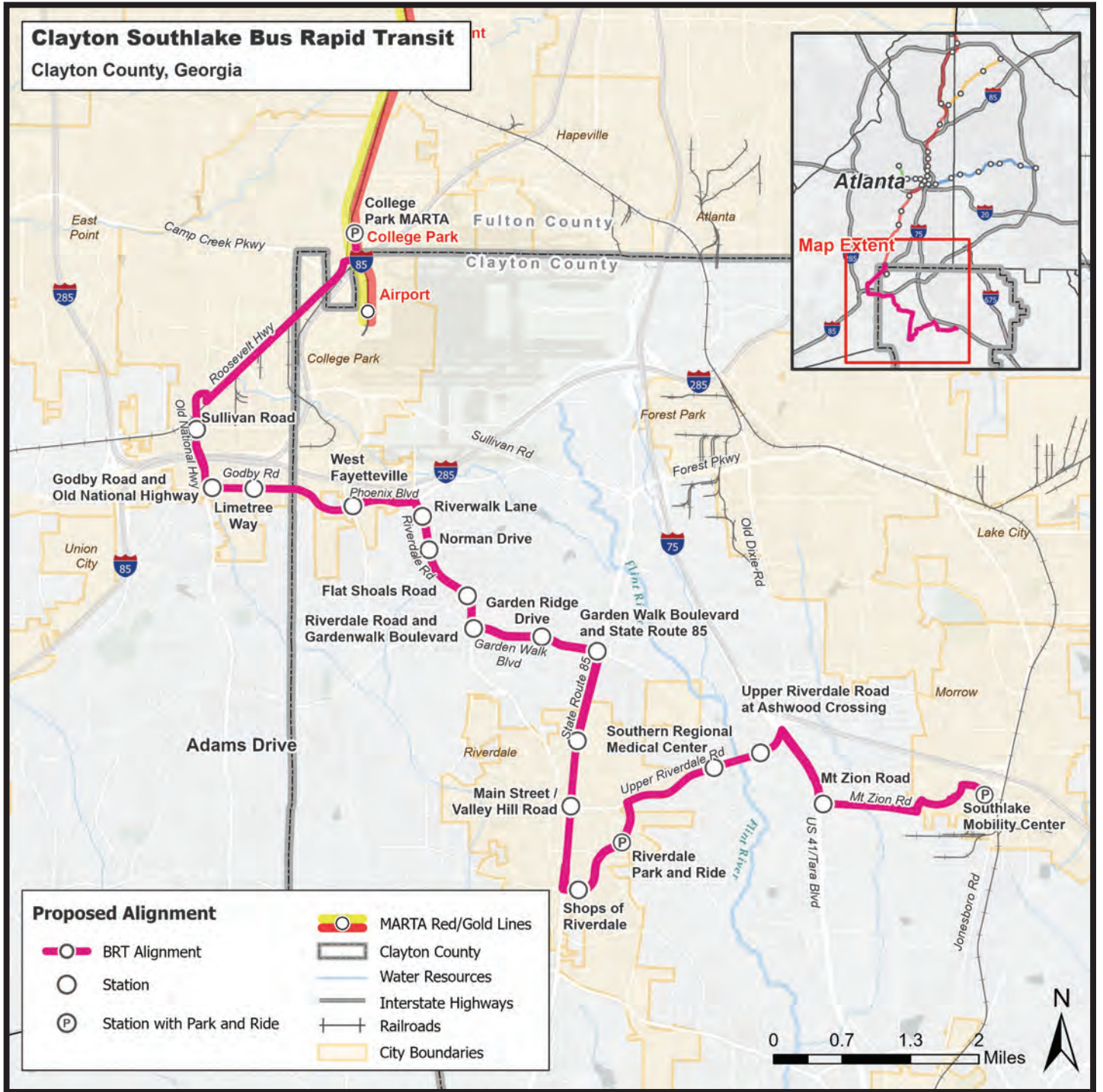
Transit Signal
Priority

Unique Vehicle
Branding



Dedicated
Operating Lanes

Station Amenities

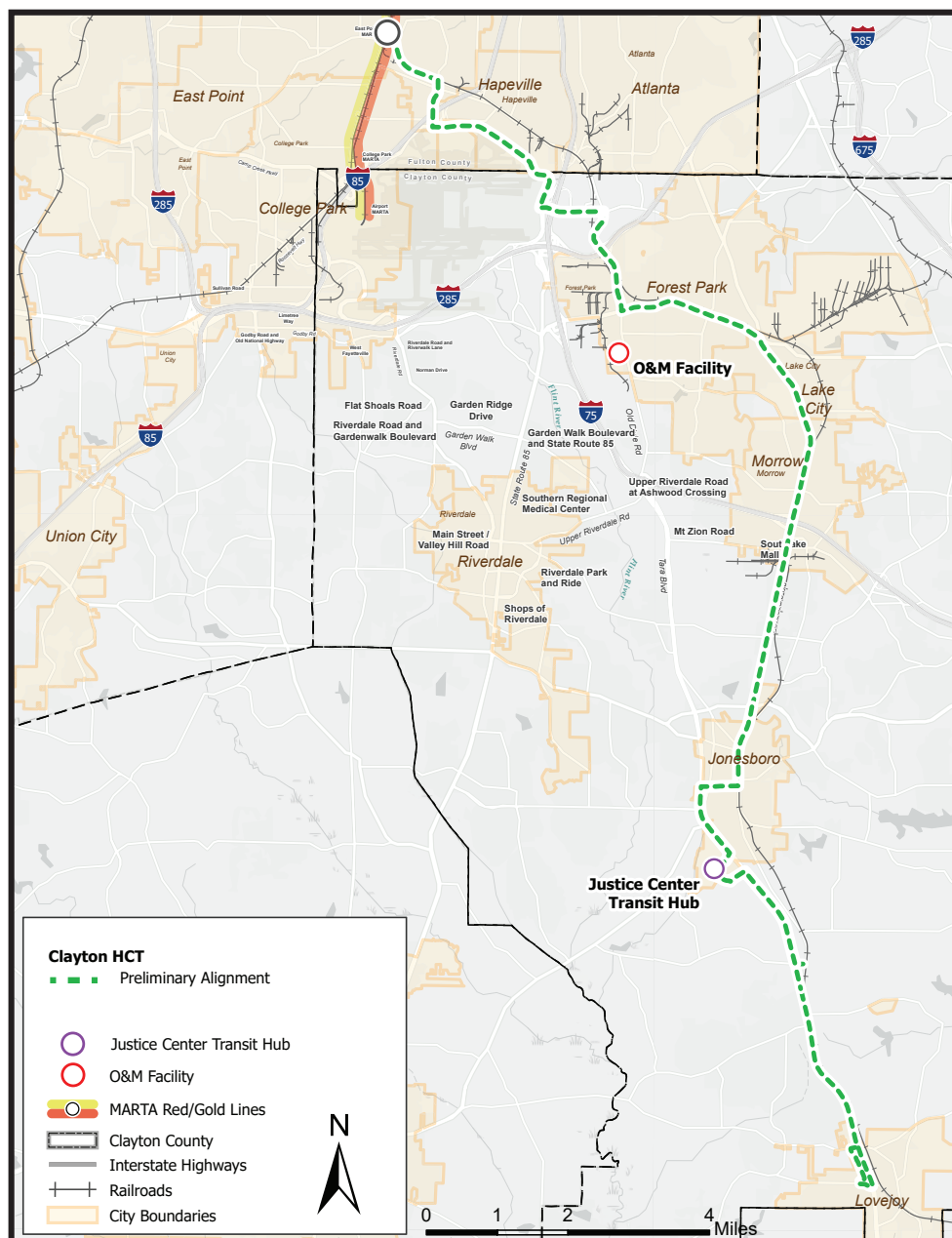


SR 54 HIGH CAPACITY TRANSIT

The SR 54 corridor is a major mobility corridor for Clayton County and provides access for Clayton County communities and residents of nearby counties to the Atlanta region. The proposed BRT project addresses the travel demands in a study area generally extending south from the East Point MARTA Rail Station in the City of East Point in Fulton County, GA to the City of Lovejoy in Clayton County, GA. The proposed BRT route would utilize the following roadways, from north to south: Main Street (in College Park), Irene Kidd Parkway, Central Avenue, Virginia Avenue, North Central Avenue, Downtown Hapeville, GA, Mountain View, US 41,

Forest Parkway, SR 54, and SR 138. The proposed alignment is approximately 24 miles long, with some fully dedicated lanes and some areas operating in mixed traffic. Transit Signal Priority (TSP) technology would be implemented throughout the alignment.

The purpose of the proposed transit investment is to improve accessibility, travel time reliability, and economic development opportunities by providing high-capacity transit services for commuters accessing activity centers within Clayton County and the greater Atlanta region. BRT buses will be specifically branded to be visibly identifiable and can include near-level boarding, off-board ticket collection, along with other amenities.



TRANSIT SUPPORTIVE LAND USE

Transit supportive land use is comprised of higher-density, multi-family residential, commercial, or mixed-use developments that are typically prevalent in transit-oriented development (TOD) patterns. To assist Clayton County’s transit projects in the federal process, MARTA, Clayton County, and local jurisdictions need to work together to implement the Big Five, referenced below.

Clayton’s future high-capacity corridors (SR 54 and SR 85) are not “transit friendly” in terms of land use or zoning. Currently these communities have:

- Low density
- Single/homogenous uses
- Poor walkability
- Suburban-style site design oriented to car
- Over-abundance or surface parking

The Big Five

1

Density/Intensity

2

Mixed Uses

3

Walkability

4

People-Friendly Design

5

Managed Parking

1 DENSITY/INTENSITY

- Number of people
- Number of jobs

HERE IS WHERE WE ARE:

HERE IS WHERE WE WANT TO GO...

2 MIXED USES

- Creates diversity
- Encourages activity day & night

HERE IS WHERE WE ARE:

HERE IS WHERE WE WANT TO GO...

3 WALKABILITY

- Wide sidewalks
- Small block sizes
- Intersection density

HERE IS WHERE WE ARE:

HERE IS WHERE WE WANT TO GO...

4 PEOPLE-FRIENDLY DESIGN

- Trees and green spaces
- Great streetscapes
- Buildings with interesting facades and lots of windows

HERE IS WHERE WE ARE:

HERE IS WHERE WE WANT TO GO...

5 MANAGED PARKING

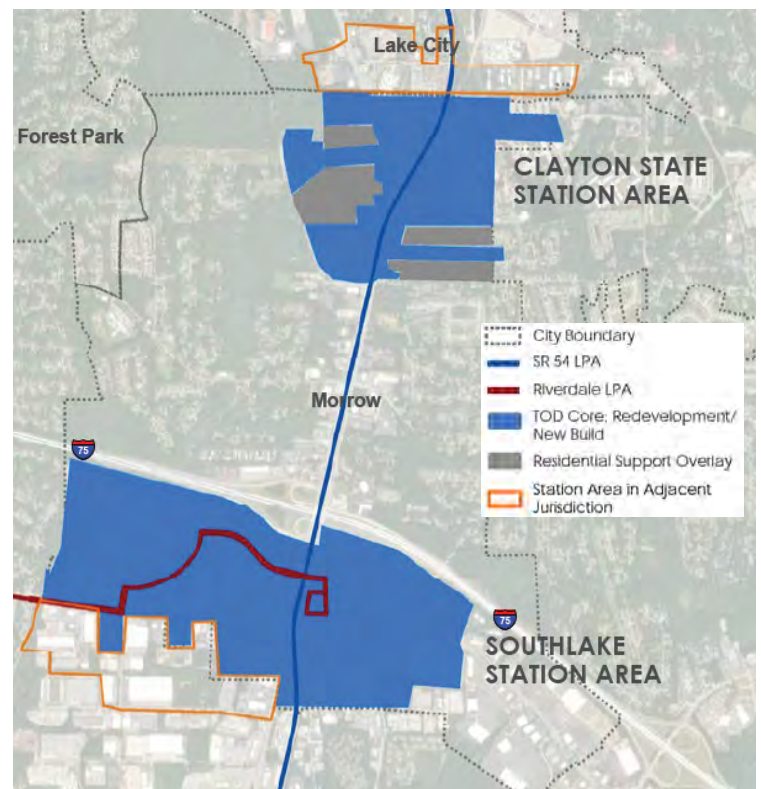
- Reduced and hidden parking
- Encourages use of transit, walking, and other modes of travel

HERE IS WHERE WE ARE:

HERE IS WHERE WE WANT TO GO...

In 2022, the MARTA team coordinated with jurisdictions in South Fulton County and Clayton County, along with Clayton County itself to develop amendments to their comprehensive plans. These amendments included language to allow for zoning of land uses that support transit in their geographic areas.

To conclude the Clayton County Transit Supportive Land Use Study, MARTA is providing each jurisdiction with zoning recommendations for better alignment with transit supportiveness, as well as additional station area planning strategies. The recommended approach for implementing transit supportive land uses in Forest Park is to integrate key components of MARTA’s TOD-Core Redevelopment/New Build model ordinance into the City’s current zoning ordinance rewrite. The creation of a new residential overlay based on the Residential Support model ordinance is also recommended.



Proposed TOD Core for Morrow



CHAPTER 5

COMMUNITY WORK PROGRAM

2023 Morrow Community Work Program

	Action	2024	2025	2026	2027	2028	Estimated Cost	Responsible Department/Agency	Funding Source
Land Use									
1	Implement and complete The District's masterplan.	X	X				Staff	Planning, Economic Development	General Funds
2	Complete the construction of the shops in The District's area.	X	X				\$62,000	Planning, Economic Development	General Funds
3	Complete the design of the amphitheater, renderings, proposal, and construction.	X	X				\$19,000	Planning, Economic Development	SPLOST
4	Produce detailed redevelopment plans for targeted areas including Incentive programs.	X					Staff	Planning, Economic Development, Consultant	General Funds
5	Research viable ways to retrofit the Southlake Mall Area. This research can include local malls currently consider redevelopment.	X					Staff	Planning / Economic Development	General Funds
6	Create design guidelines for the Southlake Mall & Mixed Use LCI study area.	X					Staff	Planning	N/A
7	Consider a supplemental update to the Southlake Mall & Mixed Use District LCI. Emphasis should be placed on implementation steps that reflect more recent economic/market conditions and the findings from the Clayton County Transit Initiative.	X	X				\$20,000 to \$80,000	Planning	General Fund / Grant
8	After the completion of #7. Prioritize and develop a time-line for the updated recommendations and implementation steps.	X	X				Staff	Planning	
9	Complete the buy-out of properties south of Morrow Plaza.	X	X				TBD after real estate analysis	Staff/Mayor & Council	General Funds
10	Continue coordination with the MARTA Clayton County High Capacity Transit Initiative - As the LPA is refined, work with MARTA staff in potential station locations.	X	X				Staff	Staff/Mayor & Council	
11	Develop a plan for the vacant land southwest of Morrow Road between I-75 & Skylark Drive.	X	X				Staff	Planning	Grants
12	University Study Area - Partner with Clayton State University to study ways to better incorporate the campus with the surrounding area. This should include increasing walkability, housing options and retail access for students.	X	X				Staff	Planning	N/A
13	Work with the recommendations from the ClaytonConnect program (part of the 2040 MARTA Transit Program) to implement the Transit Supportive Land Use elements including Clayton State TOD and Southlake TOD.	X	X	X	X	X	Staff	Planning	N/A
14	Apply to ARC's CDAP Program to be considered for a Creative Placemaking Study. (Includes public art)	X	X				Depends on Application Scope	Planning	General Fund / ARC

2023 Morrow Community Work Program

	Action	2024	2025	2026	2027	2028	Estimated Cost	Responsible Department/Agency	Funding Source
Economic Development									
1	Coordinate with Clayton County Economic Development on local Economic Development Strategies.	X	X	X			Staff	Planning, Economic Development, Consultant	General Funds
2	Southlake 75 Community Improvement District Feasibility Study - Continue with Next Steps including: <ul style="list-style-type: none"> Public Private Partnerships Feasibility of a TAD or BID Consider CID Committee formation 	X					Staff	Planning / Economic Development	General Funds
3	Review the Strategies from the Tri-Cities Redevelopment Plan and determine the appropriate one to address over the next few years.	X	X				Staff	Planning	N/A
4	Coordinate with the Aerotropolis Alliance and consider joining the Workforce Development Collective.	X	X	X	X	X	Staff	Planning / Economic Development	
Parks & Greenspace									
1	Daniel Park & Barton Park Phase Build Out	X	X	X			\$2.4M	Public Works	General Funds, Grants, SPLOST
2	Continue to study the feasibility of Aerial Parks at Old Towne Morrow & Barton Memorial Park	X					TBD after scope and study areas are finalized	Planning / Public Works	General Fund
Transportation & Public Works									
1	New Signal and Design Installation (Lake Harbin Rd. & Murphy Dr.	X					\$200,000	Public Works	General Funds/SPLOST/Grants
2	Engineering for Lake Harbin Rd. Phase Intersection Improvements @ Lee St. & Lake Harbin Rd.(Bike/Ped.)	X					\$50,000	Public Works	General Funds/SPLOST/Grants
3	Work with the recommendations from the ClaytonConnect program (part of the 2040 MARTA Transit Program) to implement Southlake Bus Rapid Transit (BRT) and SR 54 High Capacity Transit proposals.	X	X	X	X	X	TBD	Public Works	General Funds/SPLOST/Grants
4	Review the Recommendations Report of the 2017 Clayton County Comprehensive Transportation Plan. 1. Compare to past recommendations, including the LCI. 2. Determine if more detailed local study is necessary. 3. Locally prioritize recommendations and develop next steps.	X					Staff	Planning / Public Works	N/A

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The background image shows a modern, two-story building with light-colored siding and dark trim. A wide concrete sidewalk runs along the side of the building. To the left of the sidewalk is a grassy area with a tall, black, ornate lamp post. In the background, there are trees and a yellow house with a porch. The sky is overcast with grey clouds.

CHAPTER 6

REPORT OF ACCOMPLISHMENTS

REPORT OF ACCOMPLISHMENTS

KEY TO TERMINOLOGY

Items that are Completed have been finished within the 5-Year reporting period prior to this Comprehensive Plan Update.

Items that are Underway have been initiated or have had partial progress made as of the end of the 5-Year reporting period prior to this Comprehensive Plan Update. They have been carried over into the new 5-year reporting period for this Comprehensive Plan Update.

Items that are Postponed are still priorities for the community and have been carried over into the new 5-Year reporting period for this Comprehensive Plan Update.

Items that are Cancelled will not be carried over into the new 5-Year reporting period for this Comprehensive Plan Update. Generally, these are items that are broad policy statements or routine city operations, and they have been identified appropriately as such.

COMPLETED

UNDERWAY

POSTPONED

CANCELLED

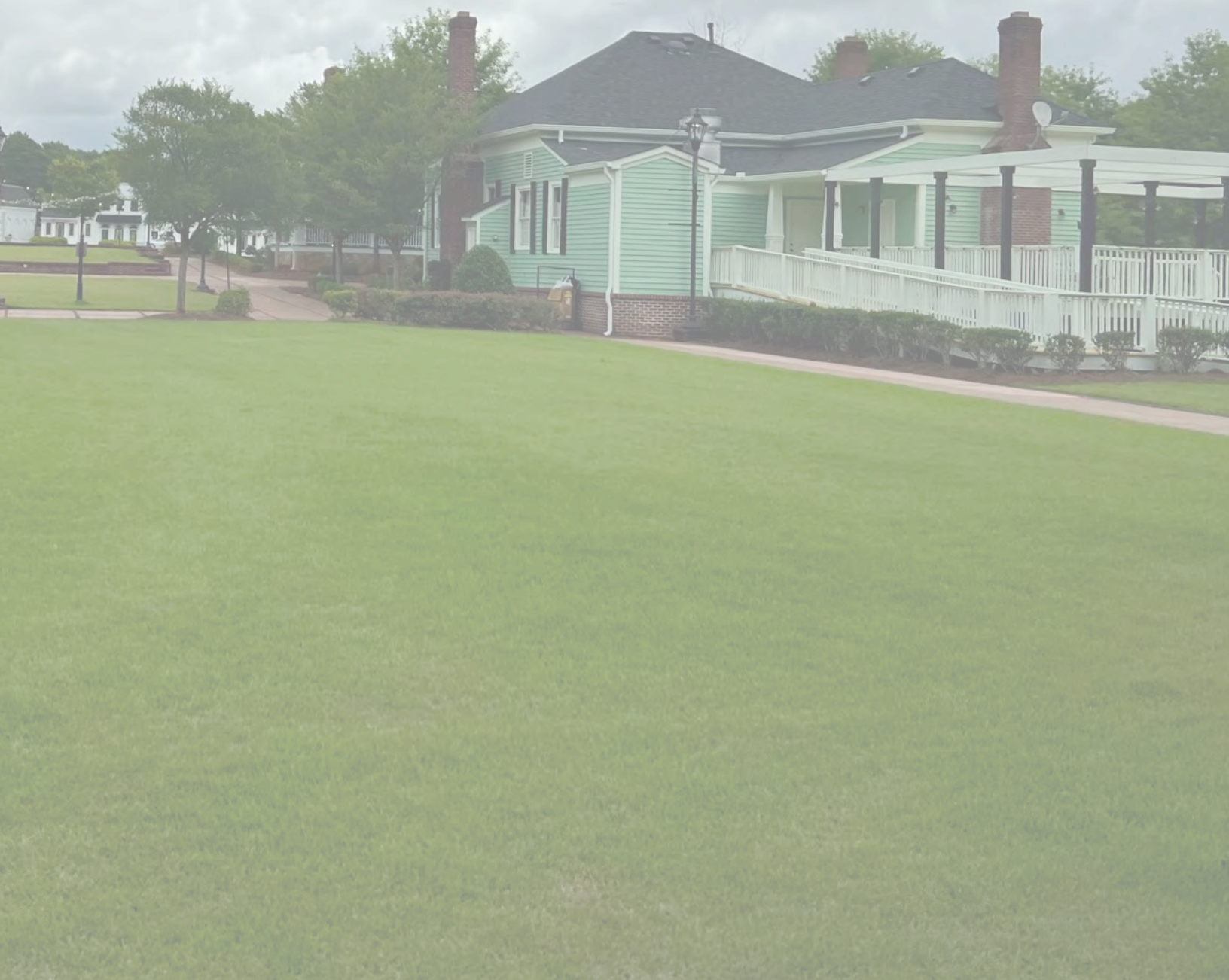
It is worthful to mention that the items below were accomplished in 2023, but were not included in the City of Morrow 2018 Comprehensive Plan.

Projects						Status	
						Completed	
	Action	2023	Estimated Cost	Responsible Department/ Agency	Funding Source	(Date)	(Explanation)
1	Replace the Boardwalk at The District	X	700K	Planning/ Public Works	HUD Grant Received 1/23 for 300k SPLOST 2020	9/23/2023	Received HUD Grant 300k with a 100k match from the city. Other funds pooled from General Fund and SPLOST.
2	Complete Exhibition Hall @ Morrow Center	X	825K	Planning/ Contractors	SPLOST 2014	2/1/2023	Completed Exhibition Hall and installed bathrooms.

2023 Report of Accomplishments									
	Items from 2018 CWP	Status							
	Action	Completed	Currently Underway (Expected Completion Date)	Postponed (Expected Completion Date)	Cancelled	(Explanation)	Estimated Cost	Responsible Department/Agency	Funding Source
Land Use									
1	Produce detailed redevelopment plans for targeted areas including Incentive programs.		2024			Currently completing identification of locations and collaborating with CC on incentive programs.	Staff	Planning, Economic Development	General Funds
2	Research viable ways to retrofit the Southlake Mall Area. This research can include local malls currently consider redevelopment.		2024			Underway with conversations involving regional developers. CCBOE has assisted in completion of this goal with the purchase of the old SEARS building and plans for the Convocation Center.	Staff	Planning, Economic Development	General Funds
3	Create design guidelines for the Southlake Mall & Mixed Use LCI study area.		2024			Updated design guidelines for Southlake Mall & LCI study for surrounding unincorporated area underway with CCED.	Staff	Planning, Economic Development	General Funds
4	Complete updated Zoning/Development Ordinance review to coordinate with Comprehensive Plan.	2023				Completed in cycles.	Staff/TBD after scope development	P+ED/City Manager	General Funds
5	Consider a supplemental update to the Southlake Mall & Mixed Use District LCI. Emphasis should be placed on implementation steps that reflect more recent economic/market conditions and the findings from the Clayton County Transit Initiative.			2025		MARTA's ever changing plans and project targets make it difficult to complete.	\$20,000 to \$80,000	Planning	General Fund / Grant
6	After the completion of #5. Prioritize and develop a time-line for the updated recommendations and implementation steps.			2025		See #5	Staff	Planning	
7	Continue the development of the 2018 Future Land Use Map, designations, policies and consider the requirement of consistency with future rezonings.	2023				This is an evolving process as the city moves forward with rezoning and land use considerations.	Staff	Planning	
8	Develop a new Multi-Family zoning district. This should be the first step tied to #4.				X	Canceled due to infeasibility due to land availability within the city limits.	Staff/TBD after scope development	Planning	General Fund / Grant
9	Develop a plan for the vacant land southwest of Morrow Road between I-75 & Skylark Drive.		2025			Currently working on a grant for potential development and usage options and plans.	Staff	Planning	Grants
10	Complete the buy-out of properties south of Morrow Plaza.			2025			TBD after real estate analysis	Staff/Mayor & Council	General Funds
11	Continue coordination with the MARTA Clayton County High Capacity Transit Initiative - As the LPA is refined, work with MARTA staff in potential station locations.			2025		See #5	Staff	Staff/Mayor & Council	
12	Apply to ARC's CDAP Program to be considered for a Creative Placemaking Study. (Includes public art)			2025			Depends on Application Scope	Planning	General Fund / ARC
15	University Study Area - Partner with Clayton State University to study ways to better incorporate the campus with the surrounding area. This should include increasing walkability, housing options and retail access for students.		2025			In progress with new Clayton State leader	Staff	Planning	N/A
Economic Development									
1	Create incentive programs for new builders to spark new development.	3/23/2023				Completed incentive with DDA for available property, ongoing review with limited development opportunities as land is scarce.	Staff	Planning, Economic Development	General Funds
2	Cultivate Intergovernmental & Business Community Coordination.	1/23/2023				Completed with additions of LED signage throughout the city, and TextMyGov.com utilization. Ongoing process, mixers, and collaboration through MCTA.	Staff	Planning, Economic Development	General Funds

2023 Report of Accomplishments									
	Items from 2018 CWP	Status							
	Action	Completed	Currently Underway (Expected Completion Date)	Postponed (Expected Completion Date)	Cancelled	(Explanation)	Estimated Cost	Responsible Department/Agency	Funding Source
3	Coordinate with Clayton County Economic Development on local Economic Development Strategies.	10/23/2023				In process as CC Econ Development relocates to city, coordinates development opportunity bus tours, and other efforts.	Staff	Planning, Economic Development, Consultant	General Funds
4	Southlake 75 Community Improvement District Feasibility Study - Continue with Next Steps including: <ul style="list-style-type: none"> Public Private Partnerships Feasibility of a TAD or BID Consider CID Committee 		2024			Ongoing and in progress.	Staff	Planning / Economic Development	General Funds
5	Review the Strategies from the Tri-Cities Redevelopment Plan and determine the appropriate one to address over the next few years.		2025			In progress with meetings & discussion	Staff	Planning	N/A
6	Coordinate with the Aerotropolis Alliance and consider joining the Workforce Development Collective.		2028			In progress with meetings & discussion	Staff	Planning / Economic Development	
Parks & Greenspace									
1	Daniel Park & Barton Park Phase Build Out		2026			Jefferson Brown Architecture designing updated plans	\$2.4M	Public Works	General Funds, Grants, SPLOST
2	Phase III – Jester’s Creek Trail Extension	5/1/2022				Phase II completed.	\$1.1M	Public Works	General Funds/Grants
3	Complete Morrow Welcome Center Upgrades.	9/23/2023				Morrow Tourist Center updated and repurposed as a restaurant ready for lease.	800k	Planning	General Funds / Grants
4	Meet with ARC Staff and consider submittal of TAP Application for trail connection between Clayton State University & Morrow Trail.	2023					Staff Time	Planning / Public Works	
5	After TAP Application Process - Complete Feasibility Study of Clayton State / Morrow Trail connection.	2023					\$50,000 to \$100,000	Planning / Public Works	
6	Complete Milton Daniel Park Pavilion Improvement and Green Infrastructure Enhancements - GA Conservancy Land & Water Conservation Fund.	2023					Grant awarded in 2018	Planning / Public Works	Grants / General Fund
7	Continue to study the feasibility of Aerial Parks at Old Towne Morrow & Barton Memorial Park			2024		Once The District Boardwalk is completed and park design completed, we will revisit.	TBD after scope and study areas are finalized	Planning / Public Works	General Fund
Transportation & Public Works									
1	New Signal and Design Installation (Lake Harbin Rd. & Murphy Dr.		2024			Engineering in progress	\$160,000	Public Works	General Funds/SPLOST/Grants
2	Engineering for Lake Harbin Rd. Phase Intersection Improvements @ Lee St. & Lake Harbin Rd.(Bike/Ped.)		2024			Engineering in progress	\$50,000	Public Works	General Funds/SPLOST/Grants
3	Install Citywide Landscaping Improvements.	2023					\$100,000	Public Works	General Funds/SPLOST/Grants
4	Review the Recommendations Report of the 2017 Clayton County Comprehensive Transportation Plan. <ul style="list-style-type: none"> Compare to past recommendations, including the LCI. Determine if more detailed local study is necessary. Locally prioritize recommendations and develop next Replace steps. 		2024				Staff	Planning / Public Works	N/A

APPENDIX



PUBLIC HEARING #1

STEERING COMMITTEE #1

STEERING COMMITTEE #2

PUBLIC OPEN HOUSE

PUBLIC INPUT ONLINE SURVEY

PUBLIC HEARING #2

PUBLIC HEARING #1

JANUARY 24, 2023

JONESBORO GROUP
TJI D/B/A GRAY PUBLISHING
PO BOX 1286
LAWRENCEVILLE GA 30046
(770)963-9205

ORDER CONFIRMATION

Salesperson: JONESBORO LEGALS

Printed at 01/06/23 23:59 by jtorr-lv

Acct #: 119836

Ad #: 91778

Status: New WHOLD

CITY OF MORROW/LEGAL
1500 MORROW RD
MORROW GA 30260

Start: 01/11/2023 Stop: 01/18/2023
Times Ord: 2 Times Run: ***
LGL 1.00 X 26.00 Words: 100
Total LGL 26.00

Class: 0928 PUBLIC HEARING/NOTICE
Rate: L928 Cost: 20.00

Affidavits: 1

Ad Descrpt: COMPREHENSIVE PLAN

Descr Cont: THE CITY OF MORROWS MAYOR

Given by: *

P.O. #: VICTOR AGUILAR

Contact:

Phone: (770)961-4002

Fax#:

Email: kim@cityofmorrow.com

Agency:

Created: jtorr 01/06/23 23:57

Last Changed: jtorr 01/06/23 23:59

PUB ZONE EDT TP RUN DATES
CND A 95 S 01/11,18
CINT A 102 S 01/11,18

AUTHORIZATION

Under this agreement rates are subject to change with 30 days notice. In the event of a cancellation before schedule completion, I understand that the rate charged will be based upon the rate for the number of insertions used.

Name (print or type)

Name (signature)

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The City of Morrow's Mayor and Council will hold an initial public hearing regarding the City's 2023 Comprehensive Plan Update on January 24, 2023, at 6:00pm.

The purpose of this hearing is to brief the community on the process to be used to develop the plan and the opportunities for public participation in plan development, and to obtain input on the proposed planning process. All interested parties should attend.

Questions should be directed to City Manager Jeff Baker at jbak@cityofmorrowga.gov or 404-640-4865 or City Clerk Victor Aguilar at cityclerk@cityofmorrowga.gov or 678-902-0927.
928-91778, 1/11,18,2023

PUBLIC HEARING #1

JANUARY 24, 2023

CITY OF MORROW 2023 COMPREHENSIVE PLAN UPDATE

January 24, 2023

PROCESS | REQUIRED PLAN ELEMENTS

*REQUIRED
FOR ALL*

VISION &
GOALS

NEEDS &
OPPORTUNITIE
S

COMMUNITY
WORK
PROGRAM

BROADBAND

*REQUIRED
FOR SOME*

CIE

LAND USE

ECONOMIC
DEVELOPMENT

TRANSPORTATION

HOUSING

YELLOW = Required for Morrow

TENTATIVE SCHEDULE

- First Required Public Hearing
- Three steering committee meetings (February – May)
 - Review each required project element
- Community engagement (March – April)
 - Public meeting, online survey
- ARC to update the document accordingly, complete in August
 - Opportunity for public review
- Plan submitted to DCA (September)
- Adoption (October)

STEERING COMMITTEE #1

MARCH 9, 2023

CITY OF MORROW 2023 COMPREHENSIVE PLAN UPDATE

STEERING COMMITTEE MEETING – MARCH 9, 2023

Comprehensive Planning Services



INTRODUCTIONS & OVERVIEW

OVERVIEW

Comprehensive planning is used to determine community goals over the next five years

Stakeholder input is essential
Three steering committee meetings
One public meeting, one survey

AGENDA

- I. Introductions & Overview
- II. Data Trends
- III. Issues & Opportunities
- IV. Community Goals Review
- V. Next Steps

INTRODUCTIONS

WHY DO WE PLAN?



PROCESS | REQUIRED PLAN ELEMENTS

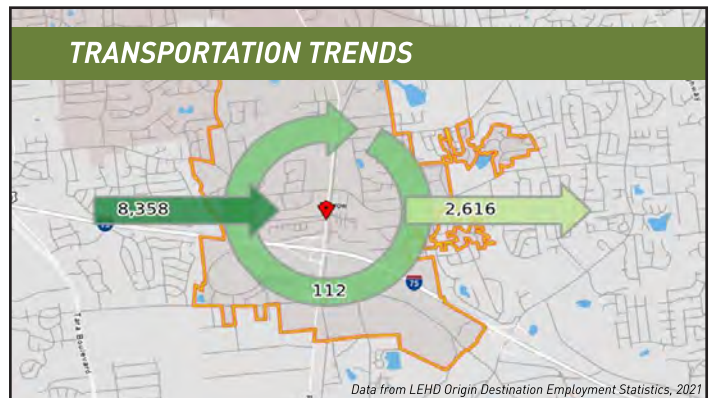
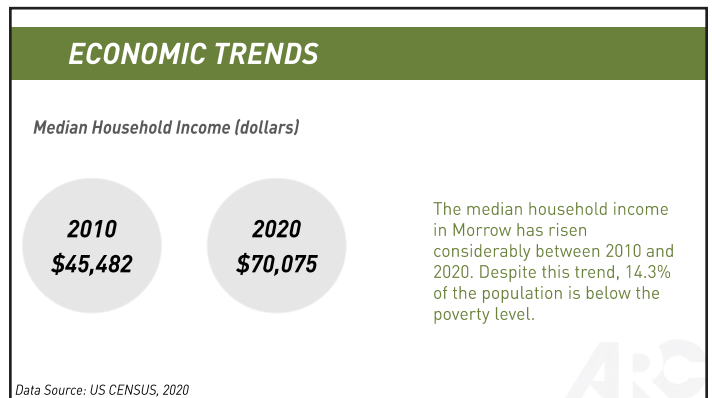
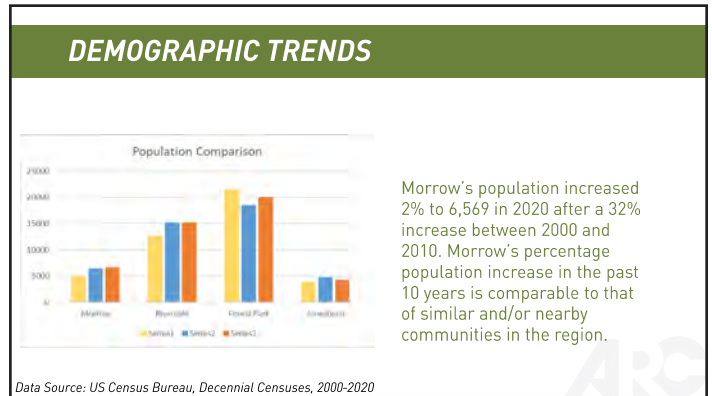
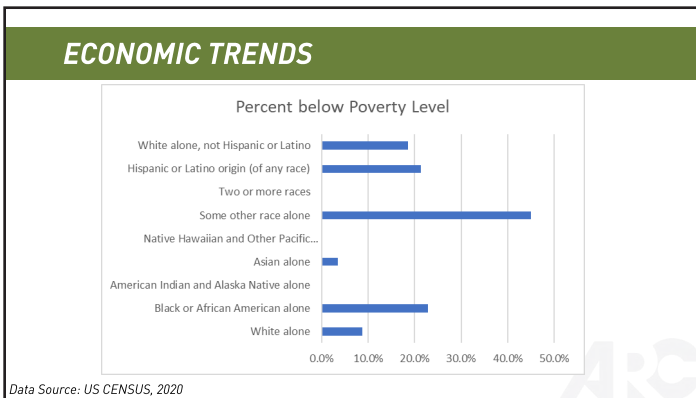
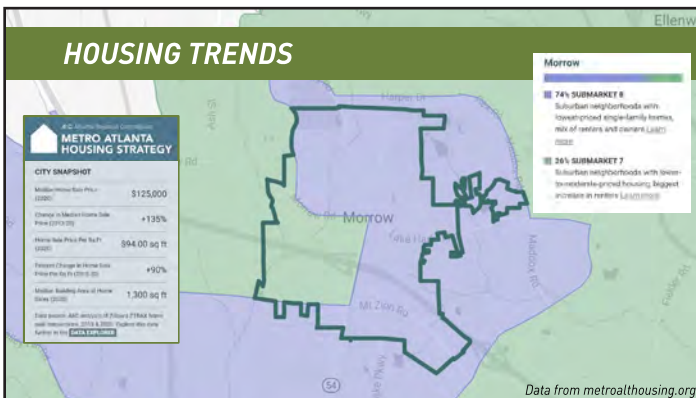


TENTATIVE SCHEDULE | JANUARY-OCTOBER



STEERING COMMITTEE #1

MARCH 9, 2023



What is Morrow's strongest asset?

STEERING COMMITTEE #1

MARCH 9, 2023

What is Morrow's primary challenge?

What is one word or phrase you would use to describe Morrow?

Are there any groups within the community you are engaged with? How do you suggest we engage with them through this process?



COMMUNITY GOALS

1. What is still relevant?
2. What has been addressed?
3. What needs to be added?

ECONOMIC DEVELOPMENT

1. Over the next five years, Morrow will work with Clayton County and other institutions to improve job opportunities within the city
2. Consider new policies and programs to increase higher paying job opportunities in the city
3. Increase the city's participation in existing and explore opportunities for job training programs for residents
4. Promote the Jonesboro Road corridor's small and independent businesses

HOUSING

1. Maintain the value of established housing stock through code enforcement and neighborhood standards
2. Create more single-family and multi-family housing options for seniors with special attention to options near activity centers

NATURAL AND HISTORIC RESOURCES

1. Continue the expansion of Morrow's bicycle/pedestrian infrastructure connecting to activity centers, civic institutions, and green spaces

STEERING COMMITTEE #1

MARCH 9, 2023

LAND USE AND DEVELOPMENT

1. Ensure that Southlake Mall, surrounding retail, and underutilized commercial assets are operating to ensure long-term economic sustainability

2. Encourage mixed-use (vertical or horizontal) developments in appropriate areas

3. Work to create a sense of place – Town Center – and a thriving civic realm with pedestrian-friendly walkable nodes around Southlake Mall

ARC

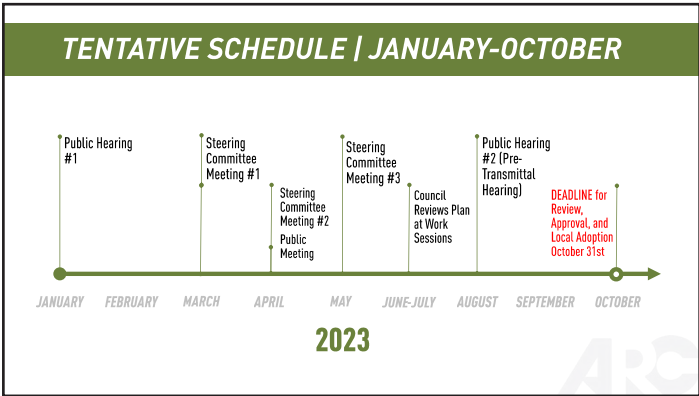
LAND USE AND DEVELOPMENT (continued)

4. Work to create a sense of place – Neighborhood Center – and a thriving civic realm and pedestrian-friendly walkable node around Morrow City Hall

5. Work to create a sense of place around Clayton State University including a neighborhood center with walkable retail options, housing geared to students and connections to the trail/park system

6. Encourage the retrofit and reuse of existing underutilized commercial properties

ARC



STEERING COMMITTEE #1

MARCH 9, 2023

Community:

- Feeling a part of something, very community based. Can feel like you make a difference.
- Great area, potential for growth, potential to expand with the highway
- New construction, mall, event area, district, host large events outside (building equity over a long period of time).
- Growth happening
- Volunteer opportunities, community leaders,
- Location (potential for growth, opportunity) – so close to Atlanta (have been passed over for so long)
- School board, commission (put in a great opportunity)
- Not far from Atlanta, Airport (great location, very easy transfer with where you want to go) – better to buy a house here. Have seen a lot of improvement in last 10-20 years. A lot of business to come.
- Beautification has been happening, getting better every day

Morrow's primary challenge:

- Limited in what they can build (maybe 2 acres that can be built on) – presents another challenge, but not if planned properly (retail, mixed-use, done properly, take out old retail (have a lot of asphalt, don't need a lot of parking if you do in accordance with transportation, do the planning correctly).
- Perception of the area – has moved much more than people think (have events here you can't even get in Atlanta, challenge to overcome that view of what Morrow is. It feels small town, but it's grown beyond that perception. Has restaurants, authentic food
- Reputation
- Want a quality hotel (but they've been passed over for Atlanta)
- Encumbered by perception of crime problem that isn't occurring in city limit
- *focus on in later meetings, how to overcome that perception. How to remarket/rebrand Morrow. How to tell the story so others don't write the story for them. Look at other plans, how to overcome that
- Kathy – her team, employees, knowing hotel will be behind her building, another concern of safety for employees (don't want extended stay built here due to safety concerns) – a compromise they can't make. Want to strongline. Won't permit this. If you have the right hotel, you pull in the right kind of clientele/business. Need to be careful about how the city looks, need people who take the job seriously (paint the streets, pick up the trash).
- The airport is in the county – dynamic -how to partnership
- Morrow used to be an island, but they're not anymore. They have to recreate themselves with the understanding you can't be an island. Partner with the counties around them, the airport.
- Transient workers – coming in but not staying (don't live here).

STEERING COMMITTEE #1

MARCH 9, 2023

Describe Morrow in one word:

- “welcoming” (city council, mayor) people are responsive
- Willing to answer questions
- Friendly town
- Caring community (community will pitch in, volunteers will pitch in, which helps with budget limitations)
- Care
- Diverse (everyone wants opportunities to be successful, but don’t have the conflict)

Considerations to community engagement:

- Neighborhood watch, work with churches, boy scouts
- College (have a lot of nontraditional students)
- Community garden
- College (70% African American and female) – a lot of people that live on campus as well, a lot of external folks use school services (gyms), chair members, a lot of dynamics happening in the college itself, senior centers and temple are big for the Asian communities in Morrow, churches as well, women’s groups, sheperds clinic (first Baptist church – low income medical care), Olivia was doing walking groups/workout groups. (have tai chi and yoga groups – fostered by the City)

Economic development

- #4 is still relevant
- The two in the middle are typical responses, but don’t know how to do that with a limited budget
- 1. The county has separated from roman united project and will be purchasing a building near the mall as a small business incubator
- We need more definition for two and three
- Made a point that salary has increased considerably in the last ten years.
- More people want to see progress than stay in the yesteryear
- Thoughts from business community for 2 and 3
- For number four have a sign advertising it – street sign off of the highway (signage helps promote local businesses)
- *keep thinking about questions 2 and 3 – more attainable goals to replace 2 and 3 – action items.
- College could be a resource for training

Housing:

- #1 needs to stay (code enforcement) – want a quality of life code enforcement officer. If they’re letting things go by the wayside, we shouldn’t have homeless folks wandering around, get them help, get them to resources. Need to enforce standards at hotels. Need to be hardcore about what they do with enforcement.
- Everyone wants neighborhood standards when it comes to their neighborhoods
- #2 is a tough one. There are a lot of standards. Activity center coming in.
- Add something to this about smart design, dense, mixed use retail and living*** - Add point three
- Maintain housing

STEERING COMMITTEE #1

MARCH 9, 2023

Natural and historic resources

- Have added some projects as well, some other things coming on line in next 6-8 months
- Joana: Outdoor fitness areas would be great (have blue bars outside of star park but that's it, could use more in town – goes to Chamblee for calisthenics area, could use an outdoor one here at one of the local parks), would be a great thing to add with greenspace (to not need to pay a gym membership) arrow creek park
- Something we could use as a community work program goal (expensive but doable, draw people in)

Land Use

- All three still fit (one – nothing has been done yet)
- 2 – get density with mixed use retail
-
- 3 town center getting work going on this (in progress at the moment)
- ++want more retail businesses on this side of town
- Policy guidelines for morrow city for signage – business owner can have more signs to put on to advertise and promote their business – what she's looking for
- EDIT: Number four needs to be revised: the plan is no longer a viable thing – maybe later but not now.
- **Now looking to Reynolds road area which ties to option five – clayton state – been on comp plans for about a decade.
- Six is something they can still work on – job component for economic development person. Should be a daily basis, retrofit toys r us, retrofit or tear it down. Building new buildings is very expensive right now but repurpose and reutilization. Just need to keep standards and price point high enough -bring around near the mall.
- Pull in things for parks/greenspace. Supplement paths/greenspace with things folks could use a little bit more.
- (clayton state can feel like its gated out) – have a possible mixed use living area
- 95 million dollar economic feasibility study for the arena

STEERING COMMITTEE #2

APRIL 26, 2023



MORROW
2023 COMPREHENSIVE PLAN UPDATE

Steering Committee Meeting 2 – April 26, 2023

Comprehensive Planning Services

AGENDA

- I. What's next?
- II. Review community engagement considerations
- III. Review community goals
- IV. Review Future Land Use and characteristics
- V. Review Public Input Site and Survey

WHAT'S NEXT?

- Survey (Public Input site)
- Public Meeting (TBD)
- Steering Committee Meeting 3 (TBD: June)
 - Community Work Program
 - Action items to advance goals for the community
 - To be informed by steering committee goals, and input from public meeting and survey

QUESTIONS:

Questions for Steering Committee:

Any community engagement considerations?

Questions for Steering Committee:

Any local hot topics?

NEEDS AND OPPORTUNITIES REVIEW:

Do these goals still apply? Have any been addressed?
Do any new goals need to be added?

ASSETS AND CHALLENGES FROM 2019 UPDATE

- Develop the area around City Hall and Milton Daniel Park as a gathering place
- Develop greater mix of uses around intersection of Jonesboro Rd and Morrow Rd/Lake Harbin Drive
- Provide better sidewalks and improved pedestrian access around the intersection of Jonesboro Road and Morrow Rd/Lake Harbin Drive

STEERING COMMITTEE #2

APRIL 26, 2023

ASSETS AND CHALLENGES FROM 2019 UPDATE

- Create a more walkable district with a mix of uses, including residential, around Southlake Mall and along Southlake Parkway
- Most Morrow residents have to leave the City for higher paying job opportunities
 - Create job opportunities in Morrow to match the skills of local residents/workforce

ASSETS AND CHALLENGES FROM 2019 UPDATE

- The shops and restaurants between Morrow and Forest Park form a cultural district that creates an economic development opportunity
- Extensive greenway network provides connectivity between several neighborhoods and park
 - Any expansions, maintenance, connections needed?

ASSETS AND CHALLENGES

- Any housing needs/opportunities?

ASSETS AND CHALLENGES

- Any transportation needs/opportunities?

ASSETS AND CHALLENGES

- Any economic development needs/opportunities?

ASSETS AND CHALLENGES

- Anything else?

FUTURE LAND USE REVIEW:

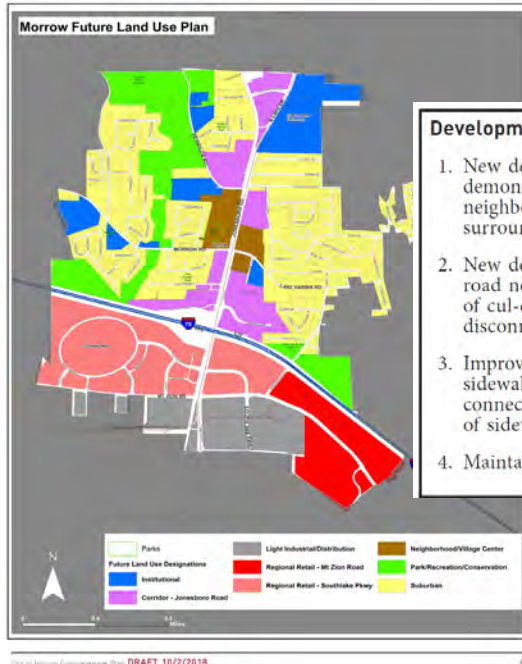
FUTURE LAND USE

- Defined areas are intended to ensure compatible and unified development within specified areas of the City
- The future development map has the following character areas:
 - Suburban Residential
 - Institutional
 - Park/Recreation/Conservation
 - Commercial – Mt Zion Road
 - Commercial/Mixed Use – Southlake Pkwy
 - Corridor Commercial – Jonesboro Road
 - Mixed Use - Neighborhood
 - Light Industrial/Distribution

STEERING COMMITTEE #2

APRIL 26, 2023

SUBURBAN RESIDENTIAL



Development Goals

1. New development or redevelopment should demonstrate attention to existing adjacent neighborhoods and seek compatibility with surrounding lot sizes.
2. New development should connect to the existing road network and adjacent developments and use of cul-de-sacs or other means resulting in disconnected subdivisions should be discouraged.
3. Improve existing pedestrian facilities and develop sidewalks and crosswalks, on major roads, where connectivity is lacking to create connected network of sidewalks and pedestrian routes and bike lanes.
4. Maintain and expand the trail network to include

more pedestrian and cycling access, connecting to amenities.

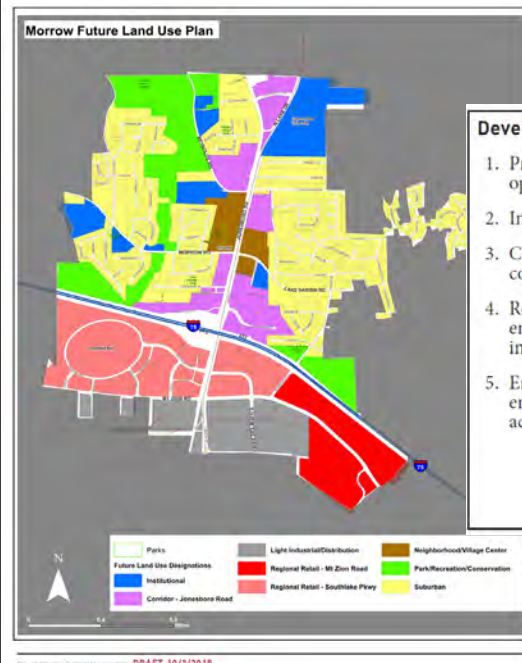
5. Maximize the usefulness of existing recreational facilities in addition to providing new recreational opportunities.
6. Use green infrastructure or other enhanced water filtration design to enhance the quality of stormwater run-off.

Future Development Patterns

- New development will be compatible with adjacent existing character with similar densities and lot sizes.
- Neighborhood retail is at the appropriate scale and minimize impacts to existing surrounding

Any new updates or considerations?

ARC



COMMERCIAL – MT. ZION ROAD CORRIDOR

Development Goals

1. Provide jobs and economic development opportunities.
2. Improve public safety to reduce and prevent crime.
3. Consistent code enforcement and aesthetic controls.
4. Reduce multiple curb cuts with incentives encouraging shared drives, shared parking, and inter-parcel access.
5. Enhance mobility and accessibility for all by encouraging complete street policies that accommodate all modes of transportation.

Development Pattern

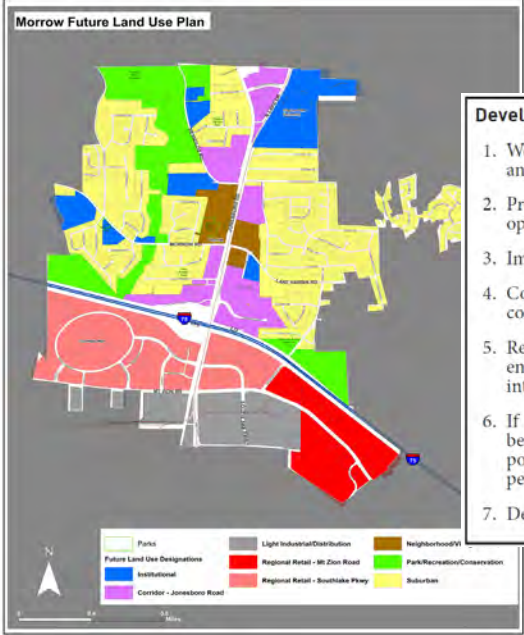
- Well maintained and improved existing commercial and multifamily structures.
- Traffic-calming measures.
- Integrated natural features, accessible greenspace.
- Long-term - Transition to more pedestrian-oriented development pattern with improved accessibility for alternative transportation modes and reduced surface parking.

Any new updates or considerations?

ARC

STEERING COMMITTEE #2

APRIL 26, 2023



Morrow Future Land Use Plan

City of Morrow Comprehensive Plan DRAFT 10/2/2018

COMMERCIAL/MIXED-USE – SOUTHLAKE PARKWAY

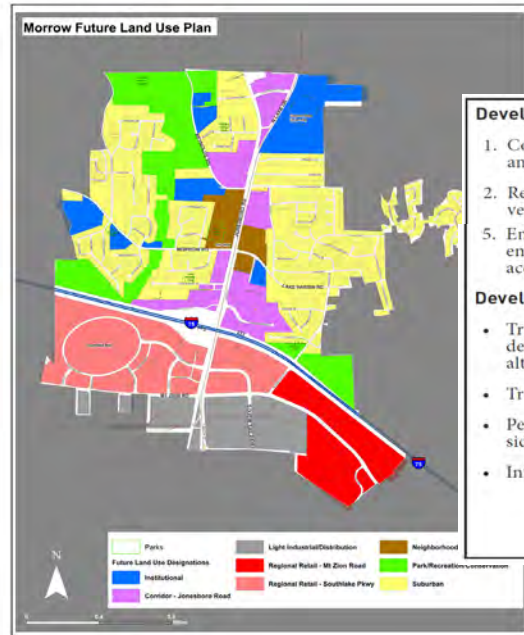
Development Goals

1. Well maintained and improved existing commercial and multifamily structures.
2. Provide jobs and economic development opportunities.
3. Improve public safety to reduce and prevent crime.
4. Consistent code enforcement and aesthetic controls.
5. Reduce multiple curb cuts with incentives encouraging shared drives, shared parking, and inter-parcel access.
6. If redevelopment occurs, keep the street grid between 200' to 260' X 450' to 550' wherever possible to make a compact, walkable and pedestrian friendly district.
7. Develop minimum and maximum parking requirements for new and infill development.

Development Pattern

- Transition to more pedestrian-oriented development and have improved access to alternative transportation modes and reduced surface parking.
- Traffic-calming measures
- Pedestrian-friendly streetscapes, including sidewalks, street trees, lighting, and furniture
- Integrated natural features, accessible greenspace

Any new updates or considerations?



Morrow Future Land Use Plan

City of Morrow Comprehensive Plan DRAFT 10/2/2018

MIXED USE - NEIGHBORHOOD

Development Goals

1. Continue to support the existing civic, recreational and commercial activity.
2. Revisit potential intersection improvements for vehicles and pedestrians.
3. Create a compact grid to further improve connectivity.
4. Encourage vertically and horizontally integrated mixed-use developments at the appropriate scale and mass.
5. Enhance mobility and accessibility for all by encouraging complete street policies that accommodate all modes of transportation.

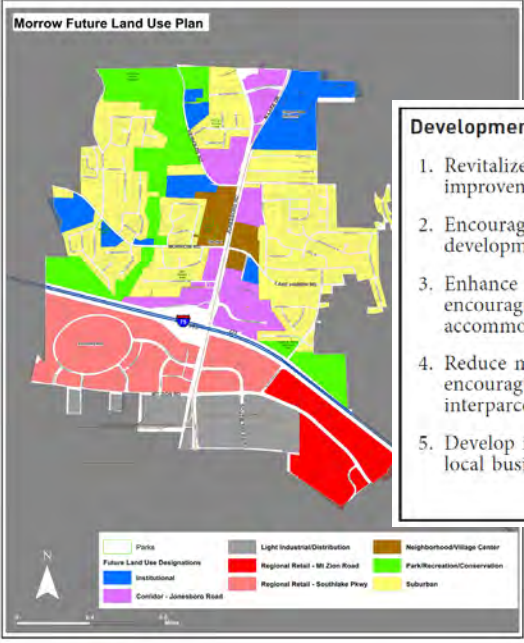
Development Pattern

- Transition to more pedestrian-oriented development and have improved access to alternative transportation modes.
- Traffic-calming measures
- Pedestrian-friendly streetscapes, including sidewalks, street trees, lighting, and furniture
- Integrated natural features, accessible greenspace

Any new updates or considerations?

STEERING COMMITTEE #2

APRIL 26, 2023



Morrow Future Land Use Plan

City of Morrow Comprehensive Plan Update DRAFT 10/2/2018

COMMERCIAL CORRIDOR – JONESBORO ROAD

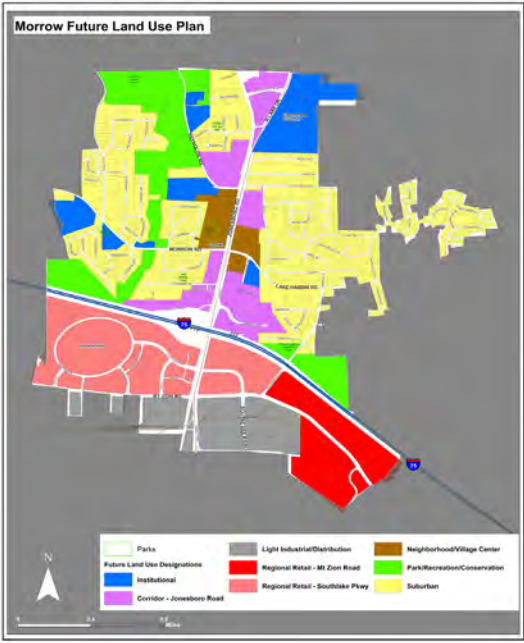
Development Goals

1. Revitalize existing structures through façade improvements and design guidelines
2. Encourage horizontally integrated mixed-use developments at the appropriate scale and mass.
3. Enhance mobility and accessibility for all by encouraging complete street policies that accommodate all modes of transportation.
4. Reduce multiple curb cuts with incentives encouraging shared drives, shared parking, and interparcel access.
5. Develop incentives and /or programs to promote local business along the corridor.

Development Pattern

- Well maintained and improved existing commercial and multifamily structures.
- More pedestrian-oriented development and improved access to alternative transportation modes.
- Pedestrian-friendly streetscapes, including sidewalks, street trees, lighting, and furniture

Any new updates or considerations?



Morrow Future Land Use Plan

City of Morrow Comprehensive Plan Update DRAFT 10/2/2018

LIGHT INDUSTRIAL / DISTRIBUTION

Development Goals

1. Continue to provide jobs and economic opportunities for city residents.
2. Promote adaptive reuse or redevelopment of vacant or underutilized industrial properties to increase the possibilities for introducing mod-ern industrial uses to these areas.
3. Provide sufficient and attractive buffering and screening between industrial and non-industrial areas.
4. Coordinate with the Clayton County to manage the county's adjacent commercial and industrial properties that border Morrow and this district.

Preferred Uses

- Light Industrial
- Distribution
- Retail

Preferred Zoning Districts

- Light Manufacturing District
- BG - General Business District
- Park/Recreation/Conservation District

Future Development Patterns

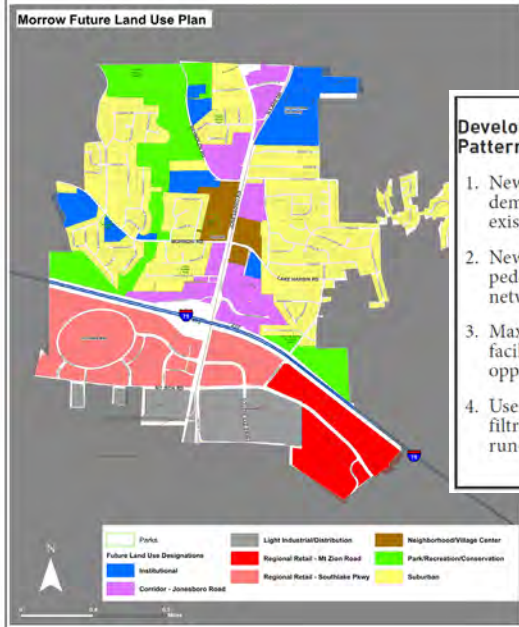
- Design of any new facilities should include quality building materials and design
- New streetscape design standards for beatifications and better pedestrian access for area employees.
- Appropriate buffers between residential and industrial uses

Any new updates or considerations?

STEERING COMMITTEE #2

APRIL 26, 2023

INSTITUTIONAL



Development Goals & Future Development Patterns

1. New institutional developments or expansions should demonstrate attention to and compatibility with existing adjacent neighborhoods.
2. New development and existing uses should consider pedestrian connections to the existing road and trail network, and adjacent developments where feasible.
3. Maximize the usefulness of existing recreational facilities in addition to providing new recreational opportunities.
4. Use green infrastructure or other enhanced water filtration design to enhance the quality of stormwater run-off.

Preferred Uses

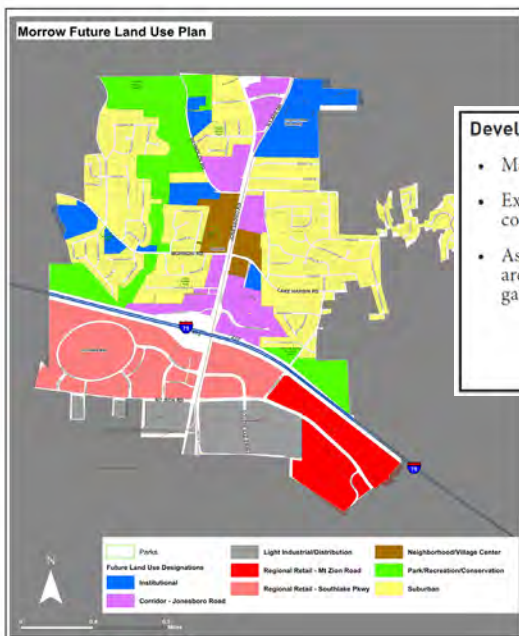
- Institutional
- Parks / Greenspace

Preferred Zoning Districts

Public Institutional/District
Park/Recreation/Conservation District

Any new updates or considerations?

PARK/RECREATION/CONSERVATION



Development Goals

- Maintain existing trail and park system.
- Expand trail system to increase neighborhood, commercial and institutional access.
- As new development occurs, look for appropriate area to add new parks that can serve as public gathering places.

Preferred Zoning Districts

Park/Recreation/Conservation District

Any new updates or considerations?

STEERING COMMITTEE #2

APRIL 26, 2023

First three – all still challenges

- Just contracted a grant writer (challenge with SR 54, railroad, 54/75 splits into quads. How to get past that and get connectivity. Grants for that connectivity (pedestrian crosswalk over them), develop area around city hall/ Milton Daniel park. Enhance parks.
- Morrow/Harbin is a difficult intersection
- Wont be financially feasible to develop area around city hall

Next two still fit (more walkable district, residents leaving city for higher paying jobs)

- *they are meeting with folks who redid the mall in Athens, talking about using a TAD district
- Huge opportunity to create density out by the southlake mall (make it a mixed use residential – I think that is part of the zoning overlay) how to build up, put residential on top of what you already have. Lots of opportunities around the mall. Increase a mix of housing, increase the density. Want to make sure these are quality. Quality affordable housing. (missing middle housing)
- Want a walkable community
- More need to create residential areas for folks with high paying jobs to stay here
- Vietnamese community moving in and out of morrow, start a business in morrow. Can't grow their business here and move their business up north (when they want to expand their business). Also people will move to a better school zone.
- Perception of schools in Morrow – Vietnamese parents are worried about their children in the schools (vaping) – parents need more peace of mind. Otherwise if they get the income to move somewhere they feel safer, they will move North. Safety in the school/environment for students is really important. Also worried about student behavior. (add about this)
- How to give support to student. Marketing Morrow's events more to students – give opportunities to be outside on the weekend, partner with small businesses (internship programs, volunteer opportunities), getting them involved in community events – having the schools advertise/promote these opportunities to students.
- Clayton county public schools partnering with clayton state university – they are interested in doing more work with students (grant-based work, almost \$1bn) plans to build indoor track so people can do indoor track events, wanted to get students working along (gaining skills, jobskills, keep students active and away from troublesome behavior), internships, jobs, skill building (the current schoolboard is very proactive)

Shops/restaurants and parks bullet points:

- Jeff wants to expand parks systems – wants connectivity to otherside (pedestrian overpass would be a way to connect it, there is a 36 acre area they can only use for recreation, so maybe that is where it can go). Reynolds road facility – have architectural plans here
- Cultural district at Reynolds road facility (where they have architectural plans)
- keep both of these in the plans
- Develop up Reynolds road
- Joanna – need outdoor workout areas in local greenspaces (forest park is the closest, and their outdoor workout area is closing). Chamblee is the next closest.

STEERING COMMITTEE #2

APRIL 26, 2023

Housing needs/opportunities?

- Currently have two houses for sale in morrow. Need more single family dwellings. Also more density around the mall (apartments)

Transportation needs/opportunities

- MARTA
- Need public transportation – need a better one than MARTA
- They need a better bus stop (covered – has been unaddressed for 12 years). The bus stops need a lot of improvement. These are mud puddles.
- Rapid bus system they're coming up with mostly looks great except they would shut off an important lane for a bus
- More public education on transportation needs (for residents to be more involved)

Economic development needs/opportunities:

- Have a lot of retail
- Have a lot of tired retail areas that need a facelift (have some grants) trying to help people who have shopping centers have a facelift. Tien did this. Willing to make an investment, has a cascading effect.
- City can help the folks who own the shopping centers to do this (provide opportunities, resealing parking lots, etc.)
- Can get code enforcement on this, too. Getting private sector involved in doing facelifts

Closing:

Main challenges:

Infrastructure – every year there is less money for roadway maintenance (LIG) to redo the roads
Going to seal every roadway in the city. Repave two roads. (road maintenance is a challenge)

*see click fix (open site where people can report potholes, etc., goes directly to code enforcement

*looking at text my gov – two way messaging with residents, can link with google maps

PUBLIC OPEN HOUSE

JULY 28, 2023

*WELCOME TO MORROW!
WE NEED TO HEAR FROM YOU*

CITY OF MORROW 2023 COMPREHENSIVE PLAN UPDATE

WHAT IS A COMPREHENSIVE PLAN?

One of the fundamental responsibilities of local government is planning – a word used to describe how a community shapes and guides growth and development. Updating MORROW’s comprehensive plan offers the community an opportunity to look beyond the execution of day-to-day services and consider where it wants to be in the next five years - and what has to be done to get there. Let’s plan Morrow’s future!

Scan the QR code to learn more and take the survey



DATA & DEMOGRAPHICS



PUBLIC INPUT ONLINE SURVEY

JUNE 2023 - SEPTEMBER 2023

9/6/23, 3:58 PM

Atlanta Regional Commission - Report Creation

City of Morrow 2023 Comprehensive Plan Update

MOVE

FILTER BY SEGMENT

OPTIONS

Project Engagement

VIEWS

157

PARTICIPANTS

19

RESPONSES

210

COMMENTS

71

Please select each of the following that apply to you:

85%	I live in Morrow	11 ✓
31%	I work in Morrow	4 ✓
8%	I live near Morrow	1 ✓

13 Respondents

<https://publicinput.com/Reporting/ReportPreview/21858>

1/13

PUBLIC INPUT ONLINE SURVEY

JUNE 2023 - SEPTEMBER 2023

9/6/23, 3:58 PM

Atlanta Regional Commission - Report Creation

What is Morrow's strongest asset or opportunity?

International Citizens

10 days ago

The location for freeway access and distance from downtown Atlanta are upsides. The strongest opportunity is to grow the Southlake Mall and surrounding area/shops. Make it attractive like McDonough has done with their plaza's.

16 days ago

Great location- huge upside potential for home and business appreciation

16 days ago

Affordability and convenience to Atlanta

17 days ago

Proximity to airport and Atlanta. Clayton State, The Archives. Spivey Hall.

27 days ago

Clayton State University, Southlake Mall (Distric Area)

one month ago

Great location

one month ago

Proximity to major transportation hubs and good stewardship

one month ago

Good leadership and close to interstate/airport

one month ago

Close to airport, have many factories.

one month ago

The diversity of the community

one month ago

The companies and attractions

one month ago

Community service projects, schools

one month ago

Close to the airport, entrance to I-75, Southlake Mall

one month ago

<https://publicinput.com/Reporting/ReportPreview/21858>

2/13

PUBLIC INPUT ONLINE SURVEY

JUNE 2023 - SEPTEMBER 2023

9/6/23, 3:58 PM

Atlanta Regional Commission - Report Creation

What is the biggest challenge facing Morrow?

crime, element, trash, poverty, government

10 days ago

Littering, negative perceptions of county

13 days ago

Keeping the city of Morrow clean. We need more involvement from our community leaders. Promote youth opportunities that are available through Clayton County to keep our Morrow youth active in a positive way.

16 days ago

Getting Investors and lenders to believe Morrow can build quality and that a qualified buyer or business will pay the metro at market rate.

16 days ago

Negative perception of the area, including Clayton County.

17 days ago

"The District". Bond payments. Roadways. All the businesses leaving.

27 days ago

Too many empty buildings.

one month ago

traffic and housing

one month ago

Not many attractions.

one month ago

Too much trash on the side roads

one month ago

Not a lot of marketing , bringing in new popular businesses and corporations

one month ago

Overcrowding, no youth Recreational activities

one month ago

Bringing in "NEW" viable businesses that will generate revenue

one month ago

<https://publicinput.com/Reporting/ReportPreview/21858>

3/13

PUBLIC INPUT ONLINE SURVEY

JUNE 2023 - SEPTEMBER 2023

9/6/23, 3:58 PM

Atlanta Regional Commission - Report Creation

Quality of life is defined as the standard of health, comfort, and happiness experienced by an individual or group. How would you rank the quality of life that you experience in Morrow?

64%	Average	9 ✓
43%	High	6 ✓
0%	Low	0 ✓

14 Respondents

How would you rank Morrow's housing needs?

	Need More	Right Amount	Need Less
Affordable Housing	36% Need More	36% Right Amount	29% Need Less
Senior Housing	36% Need More	45% Right Amount	18% Need Less
Density	50% Need More	50% Right Amount	- Need Less
Mixed-Income Housing	27% Need More	36% Right Amount	36% Need Less
High-Income Housing (\$400,000+)	75% Need More	17% Right Amount	8% Need Less

14 respondents

<https://publicinput.com/Reporting/ReportPreview/21858>

4/13

JUNE 2023 - SEPTEMBER 2023

Atlanta Regional Commission - Report Creation

one month ago

5/13

PUBLIC INPUT ONLINE SURVEY

JUNE 2023 - SEPTEMBER 2023

9/6/23, 3:58 PM

Atlanta Regional Commission - Report Creation

How would you rank your satisfaction with the following transportation issues in Morrow?

	Poor	Below average	Adequate	Good	Excellent
Traffic congestion/volume	8% Poor	42% Below average	33% Adequate	17% Good	- Excellent
Traffic safety (dangerous intersections, speeding, etc.)	25% Poor	17% Below average	42% Adequate	17% Good	- Excellent
Pedestrian and bicycle safety	42% Poor	42% Below average	17% Adequate	- Good	- Excellent
Roadway conditions (paving, striping, curbs, signage, etc.)	25% Poor	17% Below average	25% Adequate	17% Good	17% Excellent
Roadway design/engineering	33% Poor	25% Below average	17% Adequate	25% Good	- Excellent

12 respondents

<https://publicinput.com/Reporting/ReportPreview/21858>

6/13

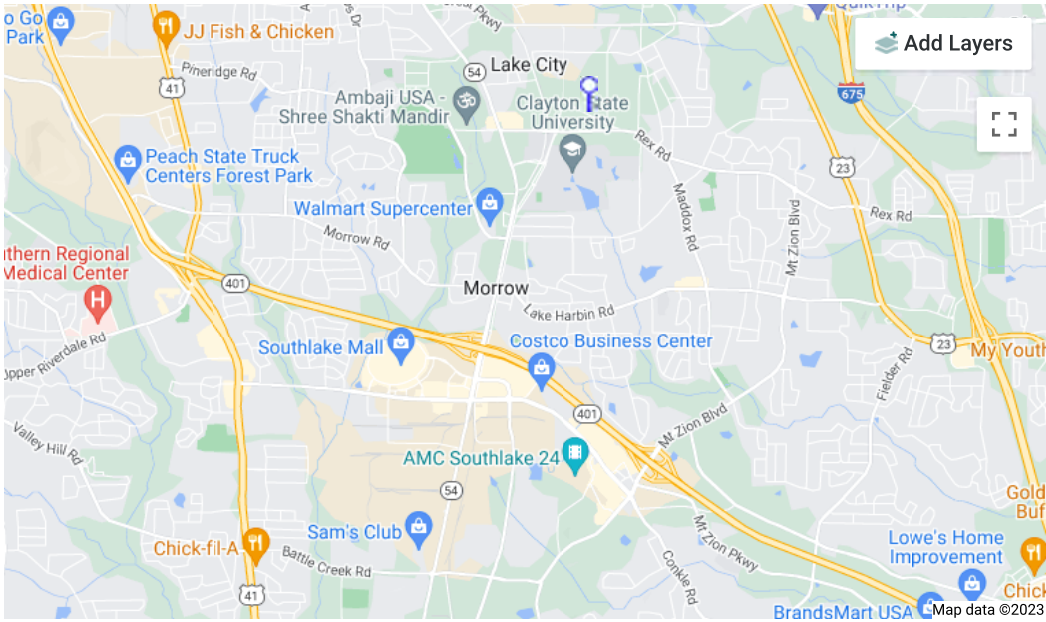
PUBLIC INPUT ONLINE SURVEY

JUNE 2023 - SEPTEMBER 2023

9/6/23, 3:58 PM

Atlanta Regional Commission - Report Creation

Which culturally or historically significant buildings or sites do you feel are most important to the community? What role would you like the City to play in helping to preserve or protect these?



The map displays the Southlake area in Atlanta, Georgia. Key landmarks and businesses marked include: JJ Fish & Chicken, Peach State Truck Centers Forest Park, Walmart Supercenter, Southlake Mall, Costco Business Center, AMC Southlake 24, Sam's Club, Chick-fil-A, BrandsMart USA, Lowe's Home Improvement, and the Southern Regional Medical Center. Major roads shown are I-405, I-285, and I-75. The map also shows local streets like Pineridge Rd, Morrow Rd, and Lake Harbin Rd. A legend in the top right corner includes 'Add Layers' and a full-screen icon. Map data is attributed to ©2023.

None

16 days ago

Culturally, the Archives, Clayton State. There aren't any historical bldgs or sites that I know of. Possibly, the City Cemetery needs some maintenance.

27 days ago

Southlake Mall, The State ArchiveS, CSU.

one month ago

The District. The city needs to protect and expand.

one month ago

Great community to live in, raise children, close to airport

one month ago

Hold on to history

one month ago

<https://publicinput.com/Reporting/ReportPreview/21858>

7/13

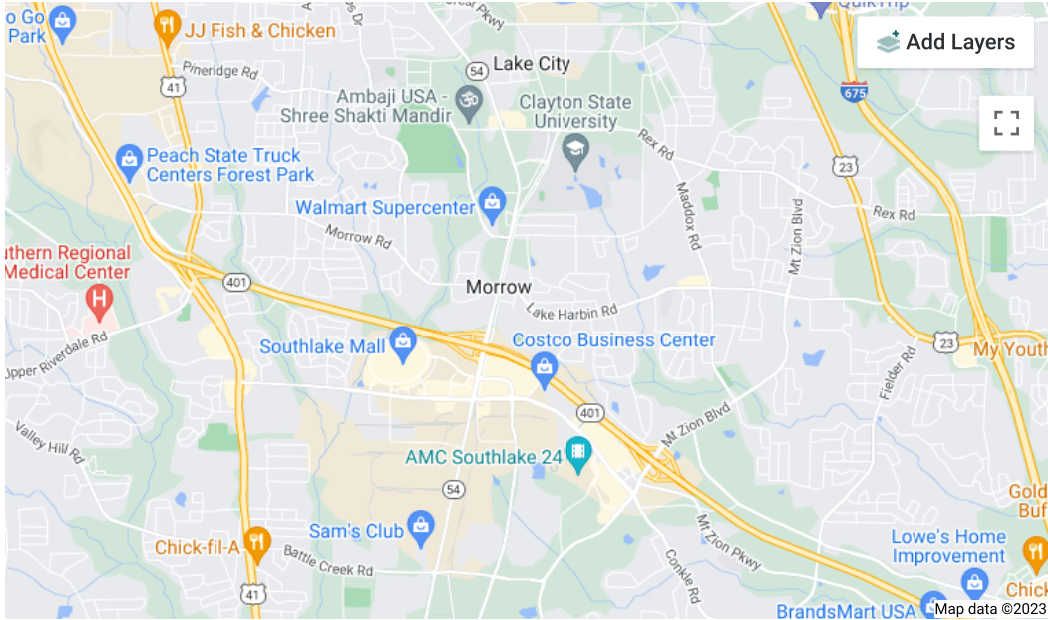
PUBLIC INPUT ONLINE SURVEY

JUNE 2023 - SEPTEMBER 2023

9/6/23, 3:58 PM

Atlanta Regional Commission - Report Creation

What are the most significant natural and environmental resources in Morrow? What role should Morrow play in helping to preserve and protect these?



Nature preserve
16 days ago

The Pathway and our side of the Reynolds Nature Preserve.
27 days ago

The Morrow Trail, Reynolds Nature Preserve.
one month ago

Reynolds Nature Preserve
one month ago

I'm not sure, but please maintain & upkeep all areas as necessary
one month ago

<https://publicinput.com/Reporting/ReportPreview/21858>

8/13

PUBLIC INPUT ONLINE SURVEY

JUNE 2023 - SEPTEMBER 2023

9/6/23, 3:58 PM

Atlanta Regional Commission - Report Creation

What would you like to see in Morrow that doesn't currently exist here?

Better intersection at Lake Harbin and Highway 54

one month ago

Anything that might revitalize the area in terms of employment and quality of life. Fix the intersection at Lake Harbin & Hwy. 54!

27 days ago

Do something to improve GA-54. Make it more attractive and less like a highway. I think many folks pass through not realizing they are in a town!

17 days ago

Better pedestrian access/sidewalks, separations from roads. More bike lanes. Improved street crossings with the railroad through town. Expand the path system to connect directly to Clayton State and other neighborhoods.

17 days ago

Decent restaurant choices.

27 days ago

A skateboard park. Repurpose abandoned warehouses into art studios.

one month ago

I would like to see a Charles Schwab or Fidelity. Quality Hotels like Marriott, Hyatt, Hilton, etc. More streetlights, PLEASE...

one month ago

PUBLIC INPUT ONLINE SURVEY

JUNE 2023 - SEPTEMBER 2023

9/6/23, 3:58 PM

Atlanta Regional Commission - Report Creation

What would you describe as the top project or improvement that could be made to create a better community?

Southlake mall redevelopment- only way Morrow survives and can pay its bills.

16 days ago

Rapid transit line

17 days ago

Stopping throwing away money on that mosquito pit next to the Mall! We don't need and cannot afford to pay to entertain people for free every weekend! Put that money into upkeep of our city roads and Public Works, clean up and maintenance of city property. Use some of that money to help out elderly citizens who need help with upkeep.

27 days ago

Bring back major retailers, not only to mall but else where also.

one month ago

Finish Reynolds Road

one month ago

More police presence at department and grocery stores to prevent theft

one month ago

Reach out to the citizens

one month ago

How could Morrow better communicate with you? How would you like to hear about important information, events, and processes?

They already do very well.

16 days ago

Create better access to recordings of Council meetings. Better write up of the minutes of all city meetings. Quarterly financial reports readily provided to citizens.

27 days ago

Mail.

one month ago

N/A

one month ago

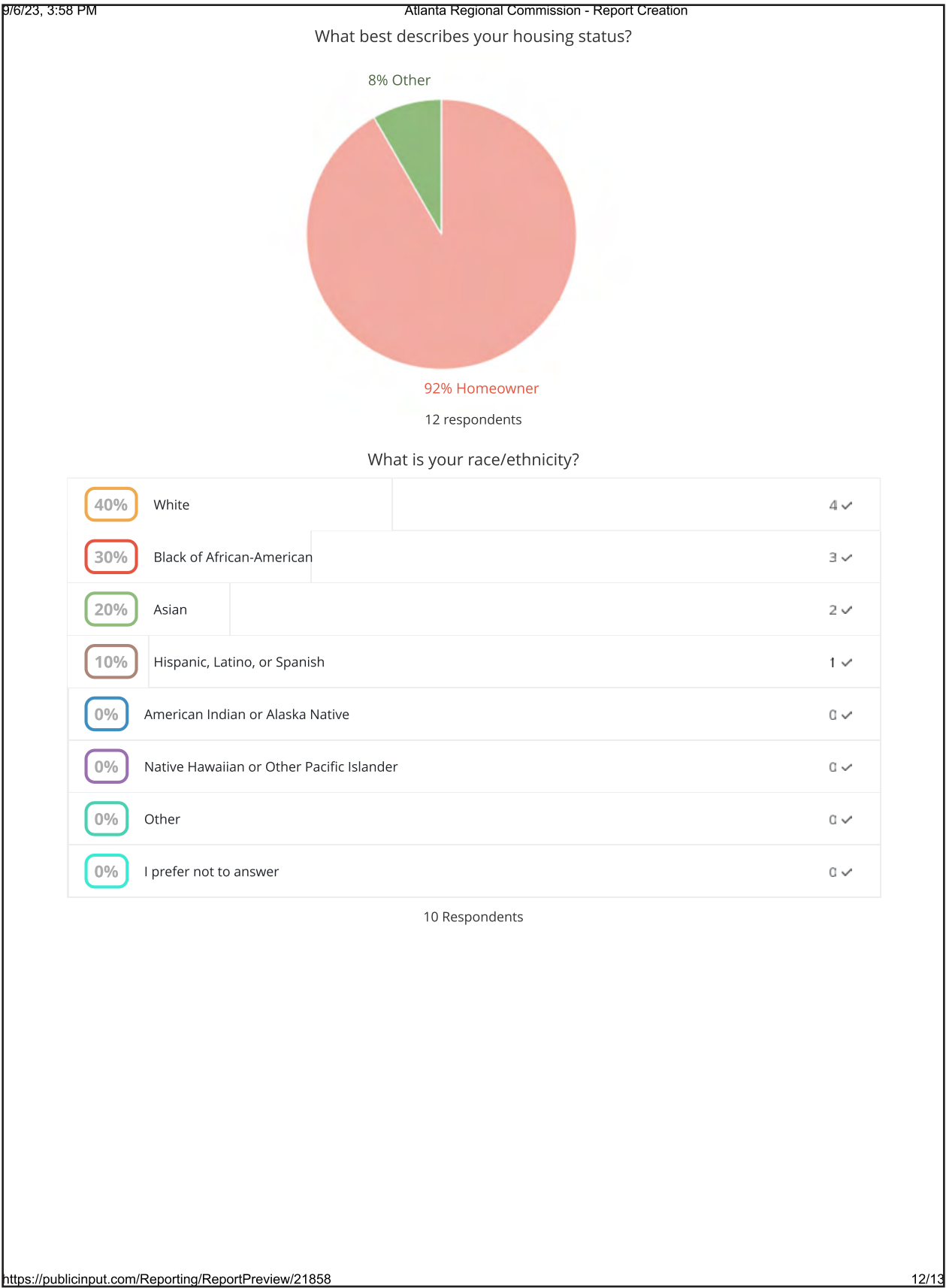
JUNE 2023 - SEPTEMBER 2023

Atlanta Regional Commission - Report Creation

one month ago

PUBLIC INPUT ONLINE SURVEY

JUNE 2023 - SEPTEMBER 2023



PUBLIC HEARING #2 SEPTEMBER 18, 2023



Cedrick Edwards

Clayton County Police seeking information about homicide

From staff reports

JONESBORO — The Clayton County Police Department announced Saturday that it is seeking information on the death of a man who was shot multiple times in January.

Clayton County Police detectives are investigating the homicide of Cedrick Edwards, who was shot multiple times on Jan. 19 near his business at 526 Flint Trail, Jonesboro.

The CCPD said Edwards had been hospitalized and underwent several

medical procedures in an attempt to make a full recovery.

On Aug. 23, Edwards succumbed to injuries from the shooting, police said, and his death is being classified as a homicide.

Anyone who may have information

is asked to call Det. E. Gibson at 678-610-4703.

If you would like to provide information and remain anonymous, you can contact Crime Stoppers of Atlanta at 404-577-TIPS (8477) or by visiting www.stopcrimeatl.org.

Clayton approves contracts to distribute rental assistance money

By Anthony Rhoads
anthony.rhoads@news-daily.com

JONESBORO — In its Sept. 5 regular meeting, the Clayton County Board of Commissioners approved an amended agreement with MNA Law to distribute nearly \$3 million in rental assistance money.

The \$2,921,981 was awarded to Clayton County by the 2021 American Rescue Plan Act for the county's Emergency Rental Assistance 2 Program.

Clayton County Deputy Chief Operating Officer Landry Merikson told commissioners

that about \$1.6 million has been disbursed and the remaining money won't last much longer.

The deadline for distributing the money is December of 2024, Merikson said. MNA Law previously disbursed \$6.2 million in rental assistance for the county, Merikson said.

"They were very good in helping citizens," Commissioner Gail Hambrick said. "I'm very glad we dealing with them again — very professional."

The county commission also approved an agreement with Project Real Life Youth

Occupational Training Corps to distribute \$1,684,655 in ARPA money for the county's Emergency Rental Assistance Program.

In other action during the Sept. 5, the county commission also approved the following:

- Several fiscal year 2023 budget amendments with the largest amendment being nearly \$15 million to cover additional salaries, repairs, bank charges, fees, performance bond, utilities, other contract services, and claims expenses.
- To terminate a contract with Rosalind Isom Esq., due

to ARPA grant money no longer being available for the position as there is no longer a backlog of cases in Juvenile Court.

- To buy four 2024 Chevrolet Silverado 1500 work trucks for a total of \$313,220 through the Fire Department's Fire District Fund.
- Data and internet services contracts with Comcast and AT&T.

- A contract with Operations 21 for a Deferred Prosecution Program Gun Safety Course.
- Annual contracts with M. Mitchell Group, Levonne Industries, and CGS Waterproofing for shingle roof work.
- A \$453,000 contract with International Waste Services for drainage and site renovations for the Flint River Community Center.
- A \$2.28 million contract with The Corbett Group for

the construction of the Rex Road sidewalk from Georgia Highway 42 to the I-675 bridge.

- An extension of a contract with The Collaborative Firm for consulting services for Clayton County. The total amount of the contract extension is \$132,000.
- An annual contract for industrial, medical, and special gas with Airgas.
- A resolution to support Hambrick to present North Clayton Day 2023 — in partnership with the North Clayton High School Alumni Association. The event is scheduled Sept. 17 from 2 to 7 p.m. at Flat Shoals Park.
- A county-wide communications policy for employees and officials.
- A resolution through Clayton County Fire and Emergency Services to enter into a Business Associate Agree-

ment with RightSite Health Physicians.

- The submission of the annual Clayton County HUD Analysis of Impediments to the Fair Housing Choice Study Programs Division.
- A resolution for Clayton County Senior Services to apply for grant money from the Thanks Mom & Dad Fund Senior Center Innovation and Modernization program.
- A resolution amending the number of miles of McDonough Road to be removed from its temporary designation as Georgia Highway 920 in the State of Georgia Highway System.
- An agreement with the Alzheimer's Service Center to provide assistance to Clayton County residents.
- A resolution to appeal the correctness of the equalized adjusted property tax digest to the state auditor.

CITY OF MORROW, GEORGIA OFFICE OF THE CITY CLERK

PUBLIC HEARING NOTICE Conditional Use Request

The City of Morrow has received an application for a Conditional Use Request. Notice is hereby given that the following public hearings will occur: (1) The Planning and Zoning Board of the City of Morrow will conduct a Public Hearing on Thursday, September 21, 2023, at 6:30 pm; (2) The Mayor and Council of the City of Morrow will conduct a Public Hearing on Tuesday, September 26, 2023 at 7:30 pm. Each said meeting will occur at the above-designated times on the above-designated dates in the Council Chambers of the Morrow Municipal Complex, 1500 Morrow Road, Morrow, Georgia 30260. The purpose of the hearing is a Conditional Use Request. The property is located at 1420 Southlake Parkway, Morrow, GA 30260. The property is zoned General Business (BG). The applicant, CityTec Design, LLC — Fred Kapadia requests a conditional use approval for a hotel. The public is invited to attend each said meeting and to be heard.

CITY OF MORROW, GEORGIA OFFICE OF THE CITY CLERK CITY OF MORROW, GEORGIA NOTICE TO THE PUBLIC

The City of Morrow Mayor & City Council will hold the second public hearing regarding the City's 2023 Comprehensive Plan Update at 2 PM located at 1500 Morrow Road, Morrow, GA 30260 on Monday, September 18th, 2023.

The purpose of this hearing is to brief the community on the contents of the plan, provide an opportunity for residents to make final suggestions, additions, or revisions, and notify the community of when the plan will be submitted to the Regional Commission for review.

All interested parties should attend. Questions should be directed to the City Manager Jeff Baker at jbaker@morrowga.gov or by calling 404-640-4865.

Victor Aguilar
City Clerk

PUBLIC NOTICE Logic and Accuracy Testing City of Jonesboro, Georgia

To be published in the legal organ of the county, O.C.G.A. & 21-2-379.6 (c), SEB Rule No. 183-1-12.02(3)(b)(1)(i) (Election Day) and SEB Rule No. 183-1-14-02 (2) (Absentee)

Notice is hereby given that the logic and accuracy testing and preparation of voting equipment to be used in the November 7, 2023, Municipal general Election will begin at 9:00 am on Wednesday, October 4, 2023, until completion. The public is entitled to be present during the testing. Said testing and preparation will be conducted at the Jonesboro City Center Community Room located at 1859 City Center Way, Jonesboro, Georgia 30228.

Election Superintendent
City of Jonesboro, Georgia

NOTICE

The Lovejoy City Council does hereby announce that the millage rate will be set at a meeting to be held at the Lovejoy Municipal Complex located at 2296 Talmadge Rd, Lovejoy, GA 30250 on Monday September 18 2023 at 7:00 PM and pursuant to the requirements of 146-5-32 does hereby publish the following presentation of the current year's tax digest and levy, along with the history of the tax digest and levy for the past five years.

TAX DIGEST AND FIVE YEAR HIS

	2018	2019	2020	2021	2022	2023
CITY						
Real & Personal	168,923,382	192,490,236	227,977,628	275,250,684	329,897,670	421,690,788
Motor Vehicles	480,850	400,950	289,650	332,300	273,340	357,250
Timber - 100%	-	-	-	-	-	-
Heavy Duty Equipment	65,681	-	-	18,566	-	-
Gross Digest	169,469,913	192,891,186	228,267,278	275,601,550	330,171,010	422,048,038
Less M&O Exemptions	1,325,902	1,333,267	584,427	610,458	588,534	581,884
Net M&O Digest	168,144,011	191,557,919	227,682,851	274,991,092	329,582,476	421,466,154
State of Georgia	-	-	-	-	-	-
Forest Land Assistance Grant Value	-	-	-	-	-	-
Adjusted Net M&O Digest	168,144,011	191,557,919	227,682,851	274,991,092	329,582,476	421,466,154
Gross M&O Millage Rate	17.044	15.388	14.152	12.623	11.346	10.213
Less Millage Rate Rollbacks	10.965	9.580	7.490	6.346	5.790	5.041
Net M&O Millage	6.079	5.808	6.662	6.277	5.556	5.172
Net Taxes Levied	1,022,147	1,112,568	1,516,823	1,726,119	1,831,160	2,179,823
						2,341,666
						161,843
SPECIAL DISTRICT - MOBILE HOMES						
Mobile Homes	1,403,355	1,523,371	1,800,209	1,936,627	2,271,220	2,387,520
Less M&O Exemptions	-	-	-	-	-	-
Net M&O Digest	1,403,355	1,523,371	1,800,209	1,936,627	2,271,220	2,387,520
Gross M&O Millage on Mobile Homes	12.207	10.724	8.490	7.346	6.790	6.041
Less Millage Rate Rollbacks	10.965	9.580	7.490	6.346	5.790	5.041
Net M&O Millage	1.242	1.144	1.000	1.000	1.000	1.000
Net Taxes Levied - Special District	1,743	1,743	1,800	1,937	2,271	2,388
TOTAL CITY						
Total City Value	169,547,366	193,081,290	229,483,060	276,927,719	331,853,696	423,853,674
Total Net Taxes Levied	1,023,890	1,114,311	1,518,623	1,728,056	1,833,431	2,182,210
Net Taxes \$ Increase	141,945	90,421	404,312	209,432	105,376	348,779
Net Taxes % Increase	16.09%	8.83%	36.28%	13.79%	6.10%	19.02%



Retired principal Jamille Miller Brown, second from left, was honored at a recent Clayton County Board of Education meeting. Also pictured are school board member Mary Baker, School Superintendent Anthony Smith, and school board Chair Jessie Goree.

School Board honors retired principal

From staff reports

JONESBORO — During its meeting Tuesday, Sept. 5, the Clayton County Board of Education honored recently retired principal Jamille Miller-Brown.

As part of the presentation, Miller-Brown was provided a plaque and proclamation detailing her 29 years of service and leadership as an educator, with a specific focus on her tenure as principal of Riverdale High School (2012-23).

In other recognitions during the meeting, the school board recognized the Morrow High School Air Force JROTC for earning the Silver Star Community Service Award.

This is one of the highest honors given by the National

Headquarters and is bestowed upon AFJROTC units that rank in the top 5% nationally for Community Service to the nation and to the local community.

Totalling nearly 3,000 hours of community, the Morrow High School AFJROTC unit is the first to receive this accolade in Clayton County Schools.

Individuals honored as part of the recognition included Cadet Aleyah Verdell, Cadet Samuel Nguyen, Cadet Joyce Ramos, Cadet Devyn Williams, Cadet Jordan Montes, Cadet Lillian Browne-Marke, Cadet Claritza Montellano, Cadet Kristina Ly, and Tech. Sgt. Lennell Deloatch-Brewster.

— Members of the Division of Human Resources (HR) core leadership team were honored for earning national certification through the Society for Human Resources Management (SHRM) or the HR Certification Institute (HRCI).

Individuals earning certification were Alisha Albritten, Chief Human Resources Officer; Dr. Ave Tatum, Director of Human Resources; Elise Chandler, Manager of Substitute Management and Sherree Moore, Manager of Staffing.

Valerie Henderson, Director of Human Resources, has maintained national certification for years and more members of the team are in the process of attaining national certification.

— Angela M. Odom, who serves as a civil aide to the Secretary of the U.S. Army who visited Clayton County to provide remarks at the Mt. Zion High School and Forest Park High School 2023 graduation ceremonies.

Odom retired from the U.S. Army in 2015 as a decorated colonel. She served in three separate combat operational deployments military career.

Two Clayton high schools recognized in state rankings

From staff reports

JONESBORO — Elite Scholars Academy and Martha Elens Stillwell School of the Arts have been listed among the top high schools in Georgia by U.S. News & World Report.

The selections continue a seven-year trend of these schools being listed among the top 50 schools in the state with Elite Scholars and Stillwell ranked 14th and 25th, respectively.

Each school also earned spots among the top high schools nationwide with Elite Scholars ranked No. 484 and Stillwell ranked No. 805.

To view the complete "Best High Schools in Georgia" annual report, visit <https://www.usnews.com/education/best-high-schools/georgia/rankings>.

PUBLIC HEARING #2

SEPTEMBER 18, 2023



City of Morrow 2023 Comprehensive Plan Public Hearing September 18, 2023



Vision

ONE great REGION

Mission

Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.

Values

Excellence | Integrity | Equity



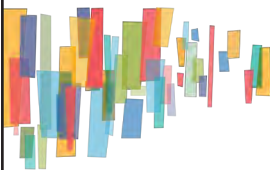
Goals

-  **Healthy, safe, livable communities** in the Atlanta Metro area.
-  **Strategic investments** in people, infrastructure, mobility, and preserving natural resources.
-  Regional services delivered with **operational excellence** and **efficiency**.
-  **Diverse stakeholders engage** and take a regional approach to solve local issues.
-  **A competitive economy** that is inclusive, innovative, and resilient.






Agenda


- 📌 Welcome & Introductions
- 📌 Timeline
- 📌 Vision
- 📌 Public Input
- 📌 Summary of Changes
- 📌 Report of Accomplishments and Community Work Program
- 📌 Next Steps
- 📌 Q&A



Welcome & Introductions

WHY DO WE PLAN?





...and because the State of Georgia requires local governments to maintain a comprehensive plan!



PROCESS | ELEMENTS REQUIRING UPDATE EVERY 5 YEARS

- Per DCA rules at Ch. 110-12-1-.03
- Plan Update
 - Needs and Opportunities
 - Broadband
 - Land Use
- Report of Accomplishments (ROA) – Provides status for every project in existing/previous Community Work Program (CWP)
- New CWP – Includes projects noted as Underway or Postponed in ROA, plus any brand-new items, covering next 5 years

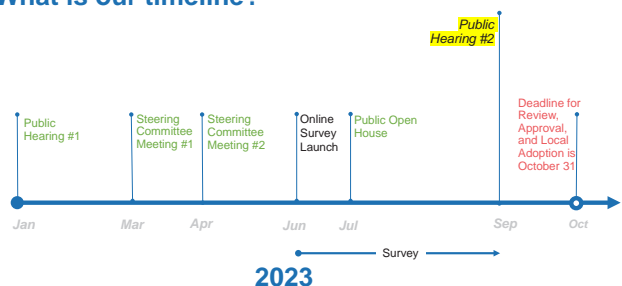





PROCESS | ELEMENTS RCs ARE REQUIRED TO HELP WITH

- Per DCA rules at Ch. 110-12-1-.03(7)(b)
 - Goals
 - Needs and Opportunities
 - Broadband
 - CWP
- ARC's scope covered more than the above requirements
 - Our goal: incorporate feedback wherever appropriate, not just in required areas

What is our timeline?

PUBLIC HEARING #2

SEPTEMBER 18, 2023



Public Input

- Survey: 157 Views with 210 Responses
 - 64% Responses show Quality of Life in Morrow on Average
 - 85% Living in Morrow
 - 66% Lived in Morrow more than 10 years
 - 92 % Homeowners
- Strongest Assets:
 - Closeness to the Airport / I-75 / Transportation Hubs
 - Clayton State University / Southlake Mall / The District
- Biggest Challenges:
 - New Businesses / Marketing
 - Crime / Trash / Traffic
- Public Open House Meeting: July 28
 - Input on Transportation, Housing, Priorities, Improvement Locations
- Steering Committee Meetings: March 9 and April 26
 - Members include residents, economic development interests, elected official, city staff



A:C



Summary of Changes



A:C

Economic Development

Economic Development Goals

- Existing Comprehensive Plan:
 - Over the next five years, Morrow will work with Clayton County and other institutions to improve job opportunities within the city.
 - Promote small and independent business along the Jonesboro Road corridor with signage to help advertising them.
- New: Bringing new and viable businesses that generate revenue and promote marketing.*

Vision:

Supporting small and new businesses that local people bring to the city and promote marketing.



A:C

PUBLIC HEARING #2

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Housing

Housing Goals

- Existing Comprehensive Plan:
 - ▶ Maintain the value of established housing stock through code enforcement and neighborhood standards.
 - ▶ Create more single-family and multi-family housing options for seniors, with special attention to options near activity centers.
- *New: Add more density of mixed-use (retail and living) through smart design.*

Vision:

Increase the quality of life and density of housing for all.



Transportation

Transportation Goals

- Existing Comprehensive Plan:
 - ▶ Create “a walkable city” with neighborhood activity nodes accessible to all residents that support aging in place.
 - ▶ Address the congestion and operational challenges along Morrow’s commercial corridors.
 - ▶ Continue to explore opportunities for rail transit opportunities within Morrow.
- *New: Improve bus stops and add shelters.*

Vision:

Improve accessibility and transit opportunities.



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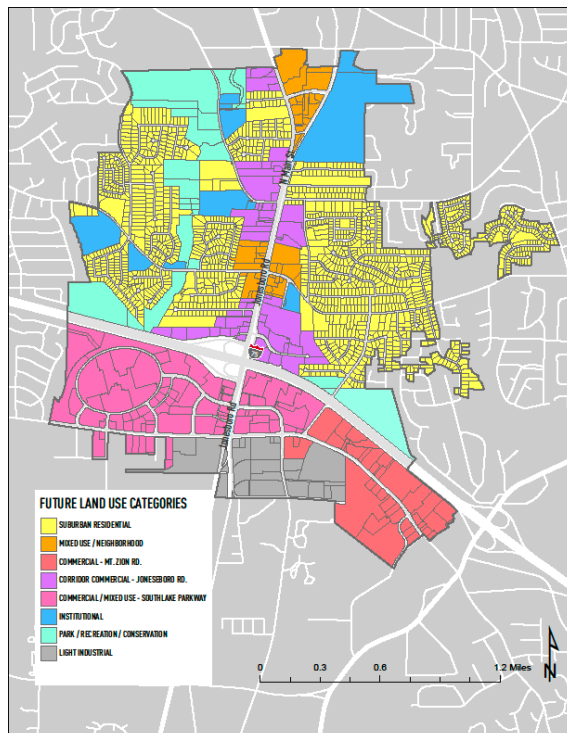
Land Use and Development

Land Use and Development Goals

- Existing Comprehensive Plan:
 - Ensure that Southlake Mall, surrounding retail, and underutilized commercial assets are operating to ensure long-term economic sustainability.
 - Encourage more density of mixed-use (vertical or horizontal) developments in appropriate areas.
 - Work to create a sense of place – Town Center – and a thriving civic realm with pedestrian-friendly walkable nodes around Southlake Mall.
 - Work to create a sense of place along Reynolds Road and around Clayton State University, including a neighborhood center with walkable retail options, housing geared to students, and connections to the trail /park system.
 - Encourage the retrofit and reuse of existing underutilized commercial properties.

Vision:

Create more mixed-use and walkable areas around Southlake Mall, Reynolds Road, Clayton State University, and other potential locations.



PUBLIC HEARING #2

SEPTEMBER 18, 2023



Report of Accomplishments and Community Work Program






Success-Report of Accomplishments

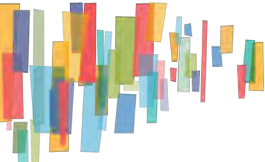
- 11 Action Items Out of 30
 - Many Projects Underway
 - Two Projects Completed which were not included in the 2018 CWP





Community Work Plan

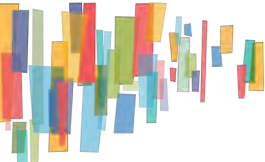
- 5-Year Plan for Programs and Projects:
 - Land Use
 - Economic Development
 - Parks and Greenspace
 - Transportation and Public Works







Next Steps





Q&A





Atlanta Regional Commission