**STATE OF GEORGIA**

**COUNTY OF CLAYTON** **RESOLUTION NO. 2019-04**

**RESOLUTION**

**A RESOLUTION TO ADOPT THE CITY OF MORROW'S COMPREHENSIVE PLAN – AS REVISED IN ACCORDANCE WITH REVIEWS AND COMMENTS BY THE ATLANTA REGIONAL COMMISSION (ARC) AND THE GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS (DCA) – WHICH ENABLES IT TO MAINTAIN ITS STATUS AS A QUALIFIED LOCAL GOVERNMENT (QLG);**

WHEREAS, the State of Georgia enacted the Georgia Planning Act of 1989, which requires each local government to prepare and implement a comprehensive plan: and

WHEREAS, the City of Morrow in calendar 2018 began work to revise and update its Comprehensive Plan, including public hearings and activities by a Stakeholders Group; and

WHEREAS, the City of Morrow worked with ARC to submit a Draft Comprehensive Plan to DCA for their review and comments; and

WHEREAS, changes identified by DCA were provided to ARC, and these changes subsequently were incorporated into the 2018 proposed Comprehensive Plan; and

WHEREAS, on January 18, 2019, ARC notified the City of Morrow in writing, that the proposed update of its Comprehensive Plan is now in compliance with the Minimum Standards and Procedures for Local Comprehensive Planning and that once DCA has received notification from ARC that the City of Morrow had adopted this updated plan, DCA, will send official notification to the local government that its QLG status has been extended.

NOW, THEREFORE, BE IT RESOLVED by Mayor and members of the Council of the City of Morrow that the 2018 updated Comprehensive Plan for the City of Morrow is hereby adopted.

BE IT FURTHER RESOLVED by the Mayor and members of the Council of the City of Morrow that the Georgia Department of Community Affairs and the Atlanta Regional Commission be notified of this adoption.

SO RESOLVED this 26th day of February, 2019.

Mayor

Attest:

City Clerk

come to morrow
MORROW, GEORGIA

# City of Morrow, Georgia
## 2018 Comprehensive Plan Update

## Mayor & Council

Jeffrey A. DeTar, Mayor

Jeanell Bridges, Mayor Pro Tem

Larry Ferguson, Councilman

Renee S. Knight, Councilwoman

Dorothy Dean, Councilwoman

## Comprehensive Plan Steering Committee

Cherie Crisp

Susan Hayden

Paula DeTar

Claire Vann*

Hien Huynh*

Renee Knight**

Wayne Collins

Lori Joseph

Cedric Crochran

Joyce Bean

Aneel Mithani*

Robert Allen*

Sylvia Redic*/***

*Denotes Economic Development Professional or Business Owner serving on the Steering Committee

**Denotes Elected Official serving on the Steering Committee

***Denotes City of Morrow Staff serving on the Steering Committee

## City of Morrow Staff

Sylvia Redic, City Manger

Yasmin Julio, City Clerk

## Atlanta Regional Commission Staff

Sidney Douse, AICP

Robert Herrig

Elizabeth Sandlin

Allison Duncan, AICP

Unless otherwise specified, all photos are by ARC staff.

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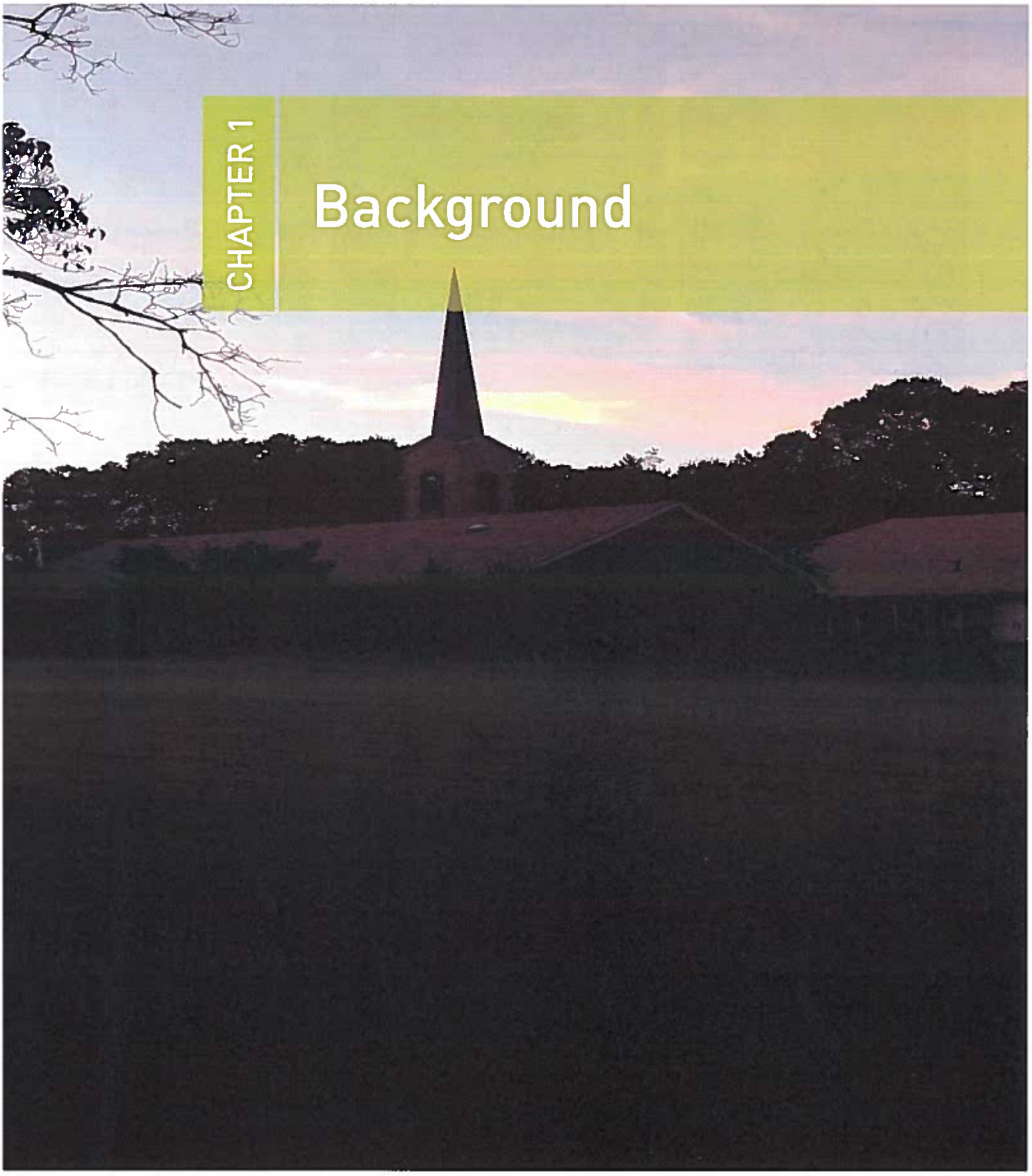
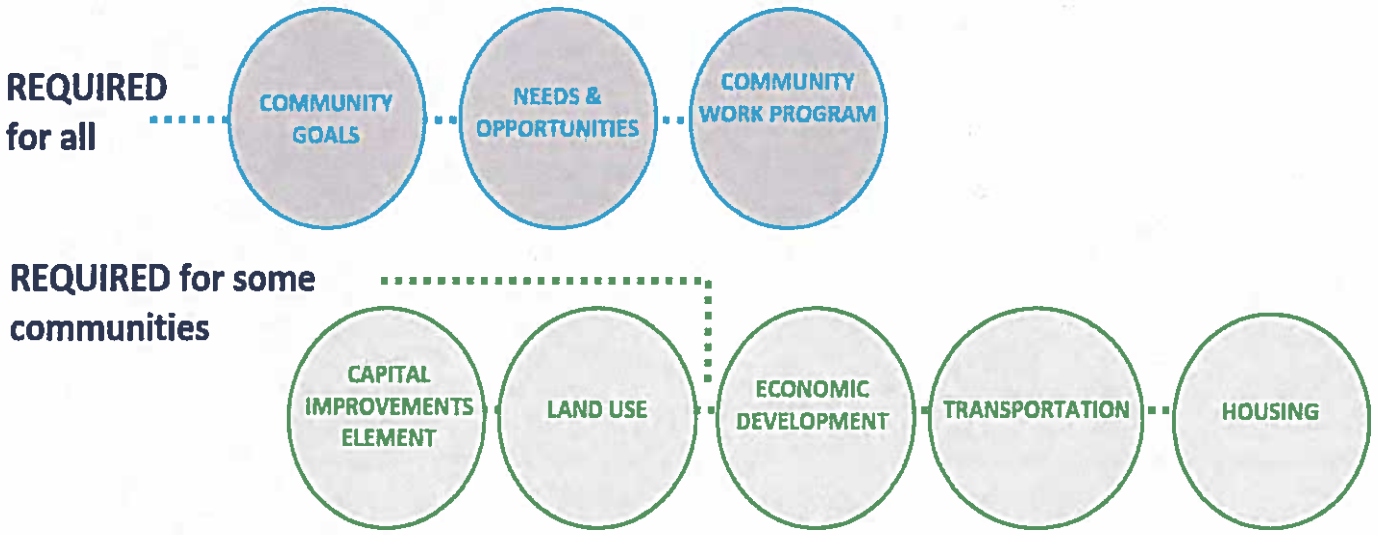


CHAPTER 1

# Background

# 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 do not assess impact fees and do 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 Community Development Block Grant Entitlement Community because it's population exceeds 200,000.




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

CHAPTER 2

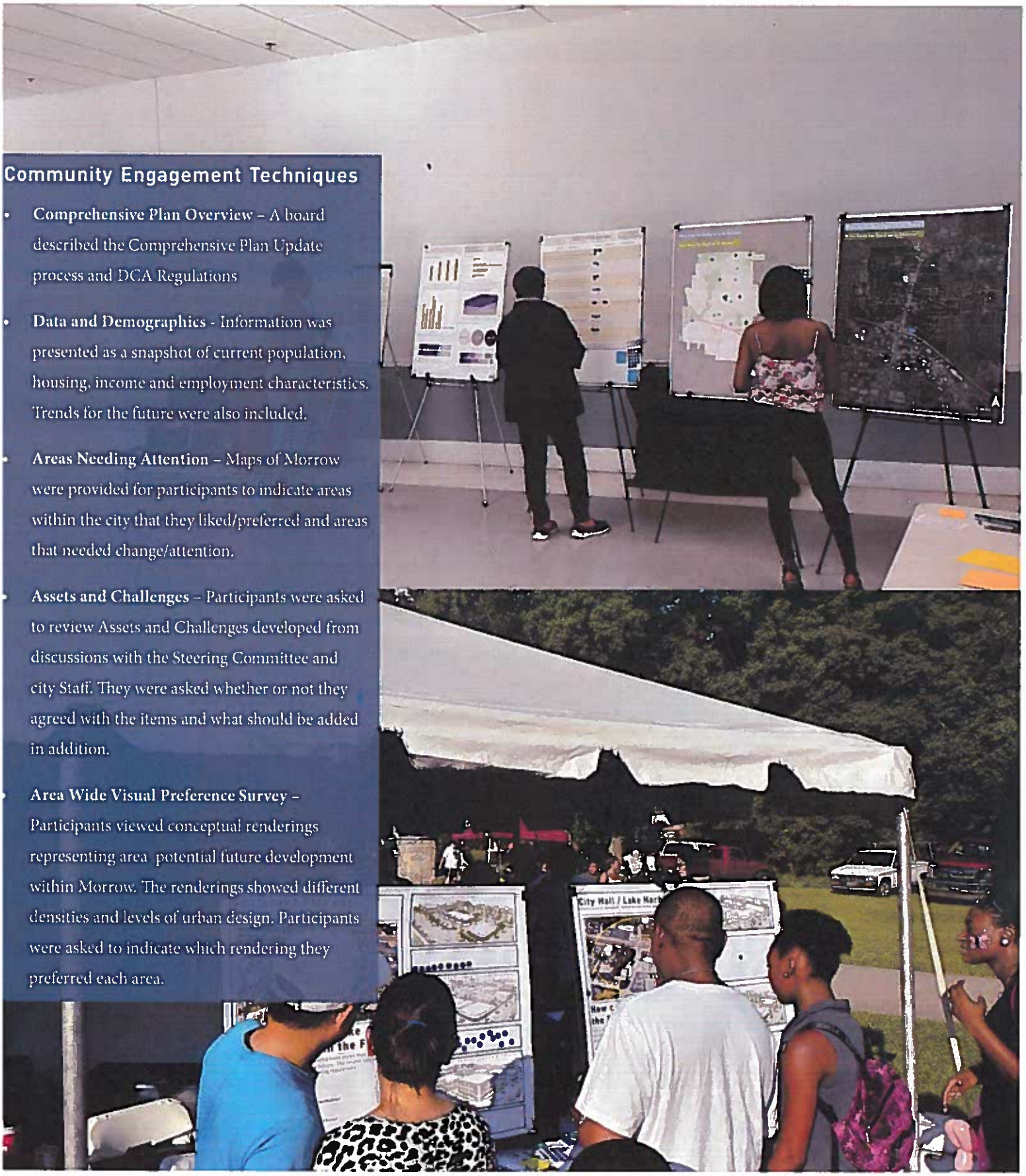
# Community Engagement

## Community Engagement Process

The community engagement process included several techniques and opportunities for meaningful input. The input was used to guide the plan development and build upon the goals, needs and policies of the 2009 Comprehensive Plan. A Stakeholder 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 of 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.

## 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.
- **Area Wide Visual Preference Survey** – Participants viewed conceptual renderings representing area potential future development within Morrow. The renderings showed different densities and levels of urban design. Participants were asked to indicate which rendering they preferred each area.



## City Hall / Lake Harbin Road

(Intersection of Jonesboro, Morrow & Lake Harbin Road)

### How could this area look in the Future?

Use a sticky dot to select the development styles that you could see around this intersection in the future. The results may inform the development of new land use /zoning regulations.

- Would you like the area to be more walkable?
- What Density is most appropriate?
- Could you see smaller scale Multifamily Residential here?

*Images from City of Roswell Unified Development Code

CITY OF MORROW | ASSETS + CHALLANGES | come to morrow

| Assets + Challanges | Agree | Disagree | Comments |
|---|---|---|---|
| The area around City Hall and Milton Daniel Park is attractive as a gathering place for Morrow residents. | | | |
| There is an opportunity to for a higher mix of uses around the intersection of Jonesboro Road & Morrow Rd/Lake Harbin Drive. | | | |
| There is an opportunity to provide for better sidewalks and improved pedestrian access around the intersection of Jonesboro Road & Morrow Rd/Lake Harbin Drive. | | | |
| 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. | | | |
| Jobs opportunities in Morrow match the skills it's residents/ workforce. | | | |
| Most Morrow residents have to leave the city for higher paying job opportunities. | | | |
| The local shops and restaurants found between Morrow & Forest Park form a Cultural District that is an economic development opportunity. | | | |

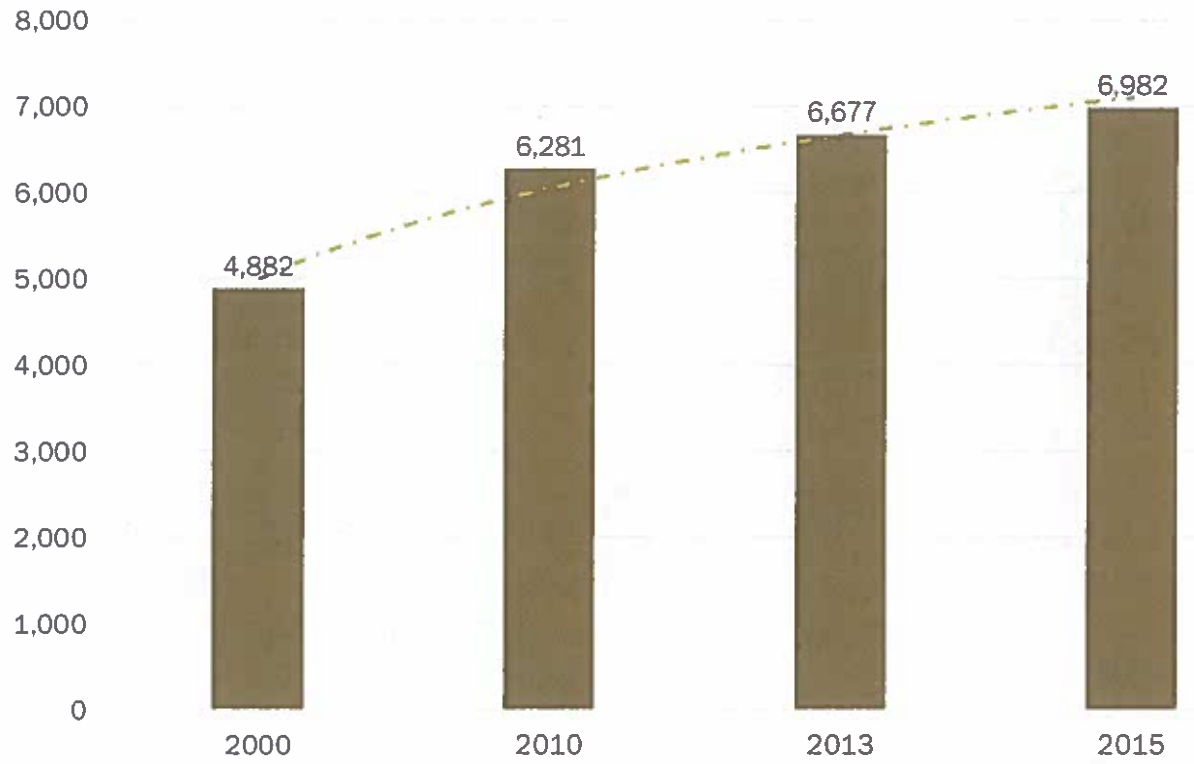
### ANYTHING ELSE?

| |
|---|
| September 26, 2017 |
| City Council |
| February 1, 2018 |
| Steering Committee Meeting #1 |
| April 28, 2018 |
| Public Input #1 - Morrow Yard Sale |
| June 15, 2018 |
| Steering Committee Meeting #2 |
| June 29, 2018 |
| Public Input #2 – Morrow Freedom Fest |
| October 9, 2018 |
| City Council Transmittal Hearing |
| TBD |
| City Council Adoption Resolution |

CHAPTER 3

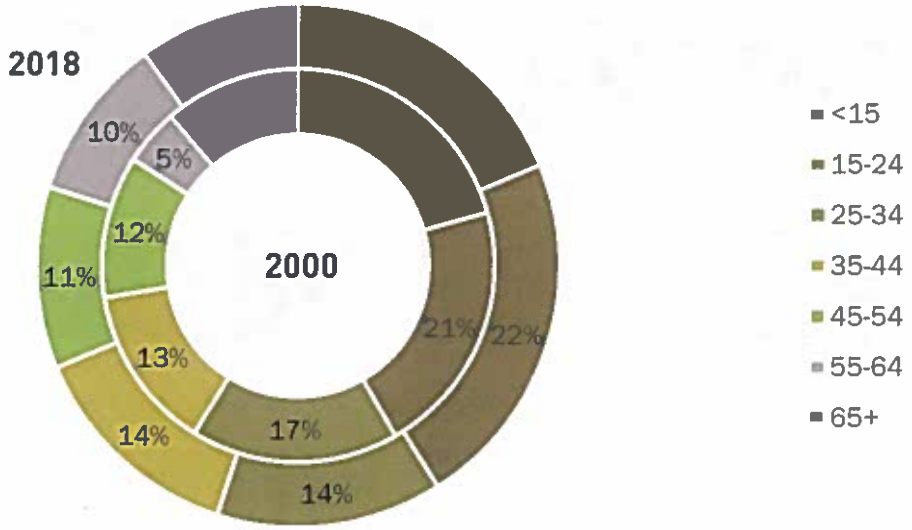
# Data & Demographics

## Population Change



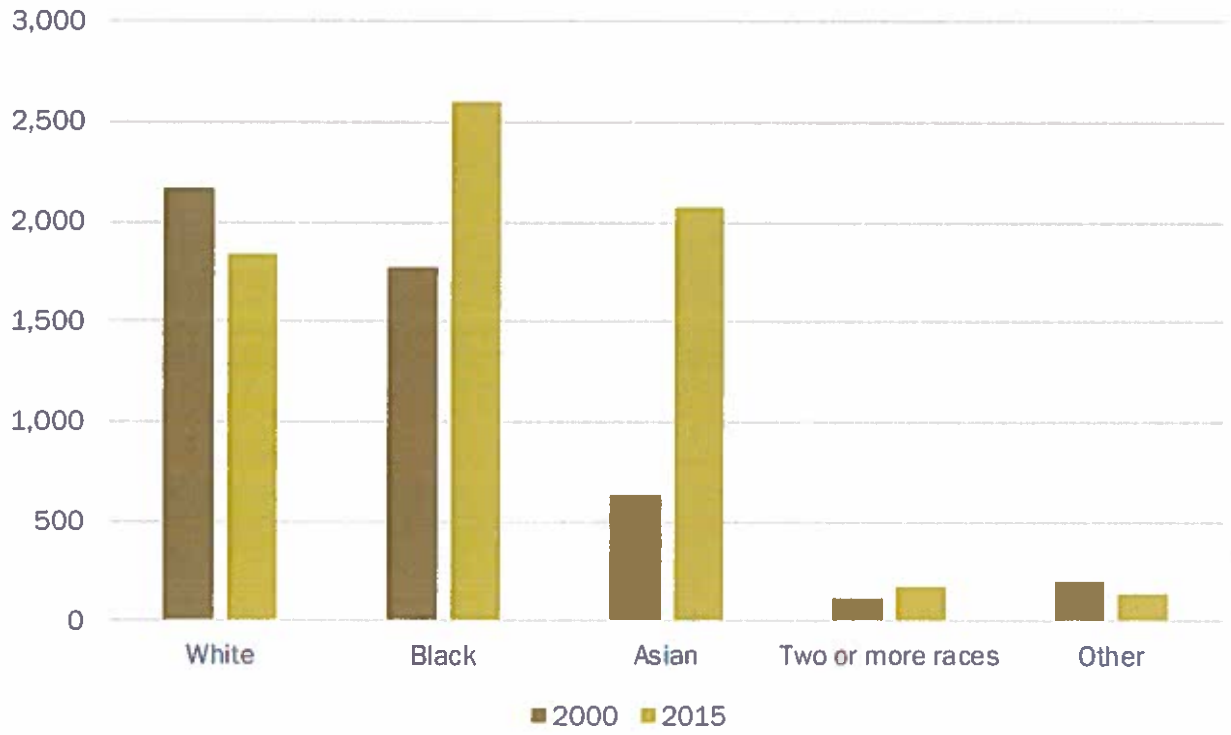

Between 2000 and 2015, the population of Morrow increased by over 2,000.

## Age Distribution



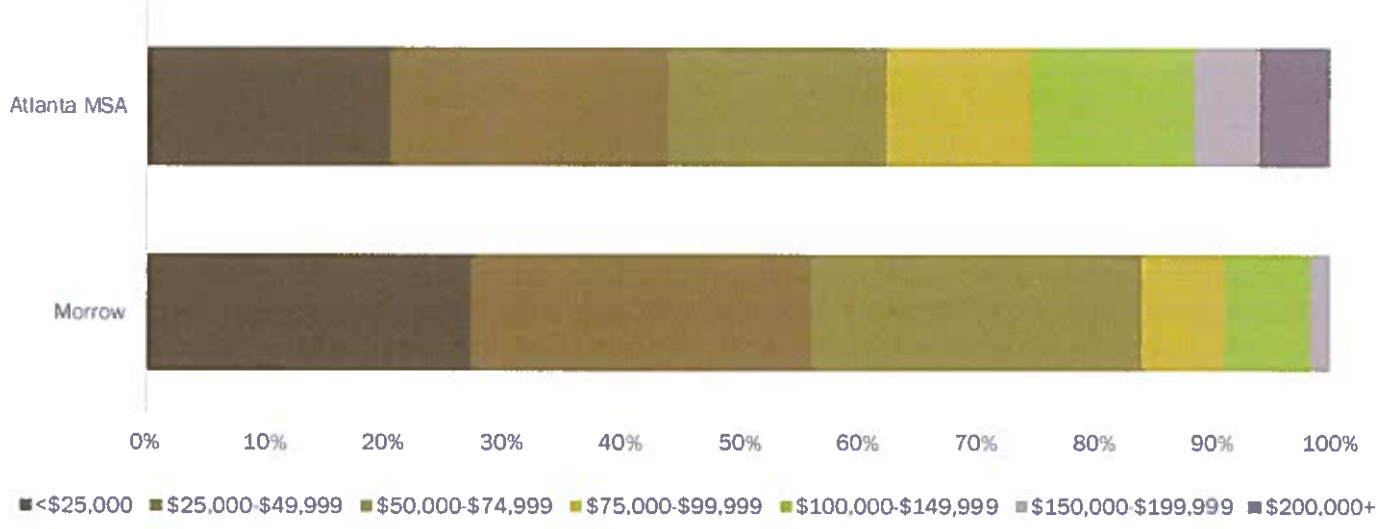

While the age distribution did not change significantly between 2000 and 2018, there is a larger percentage of the population between the ages of 25 and 34. Additionally, there was a decrease from 10% to 5% in the 55-64 age.

## Race Distribution



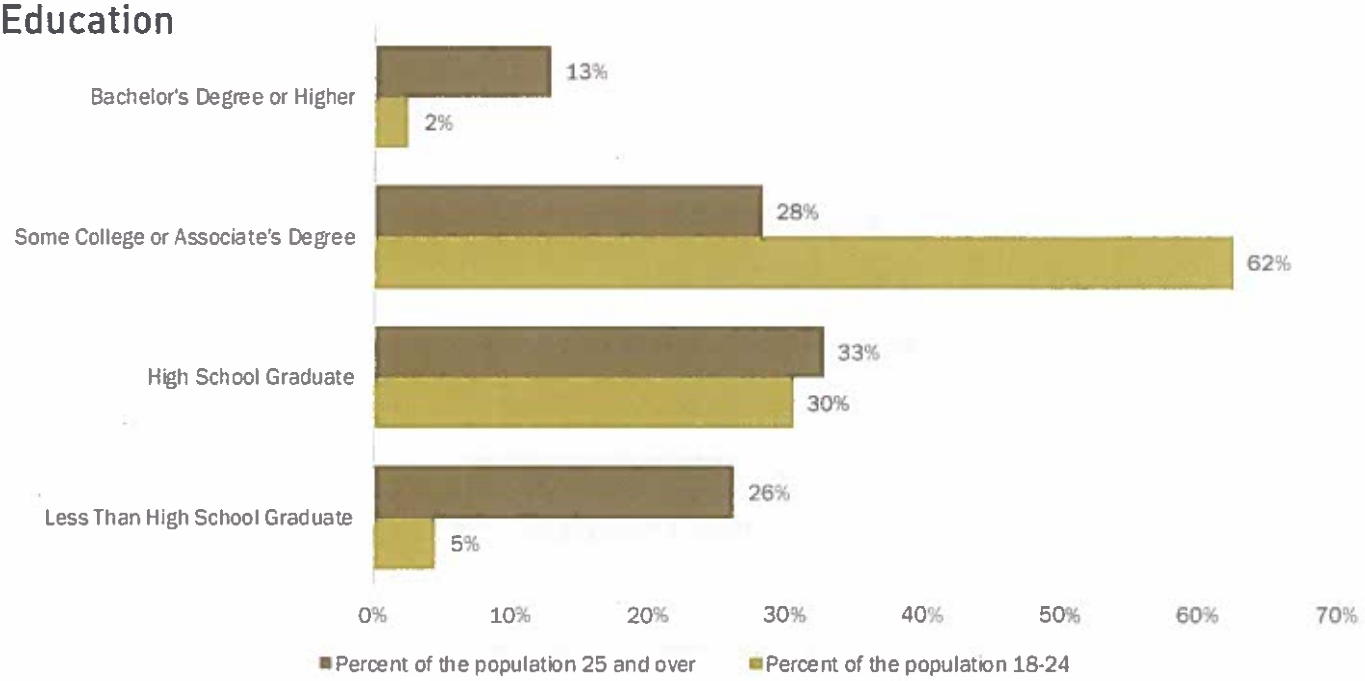

The percentages of Black and Asian individuals increased significantly from 2000 to 2015, while the White population decreased. In particular, the Asian population tripled over the past 15 years.

## Income Distribution



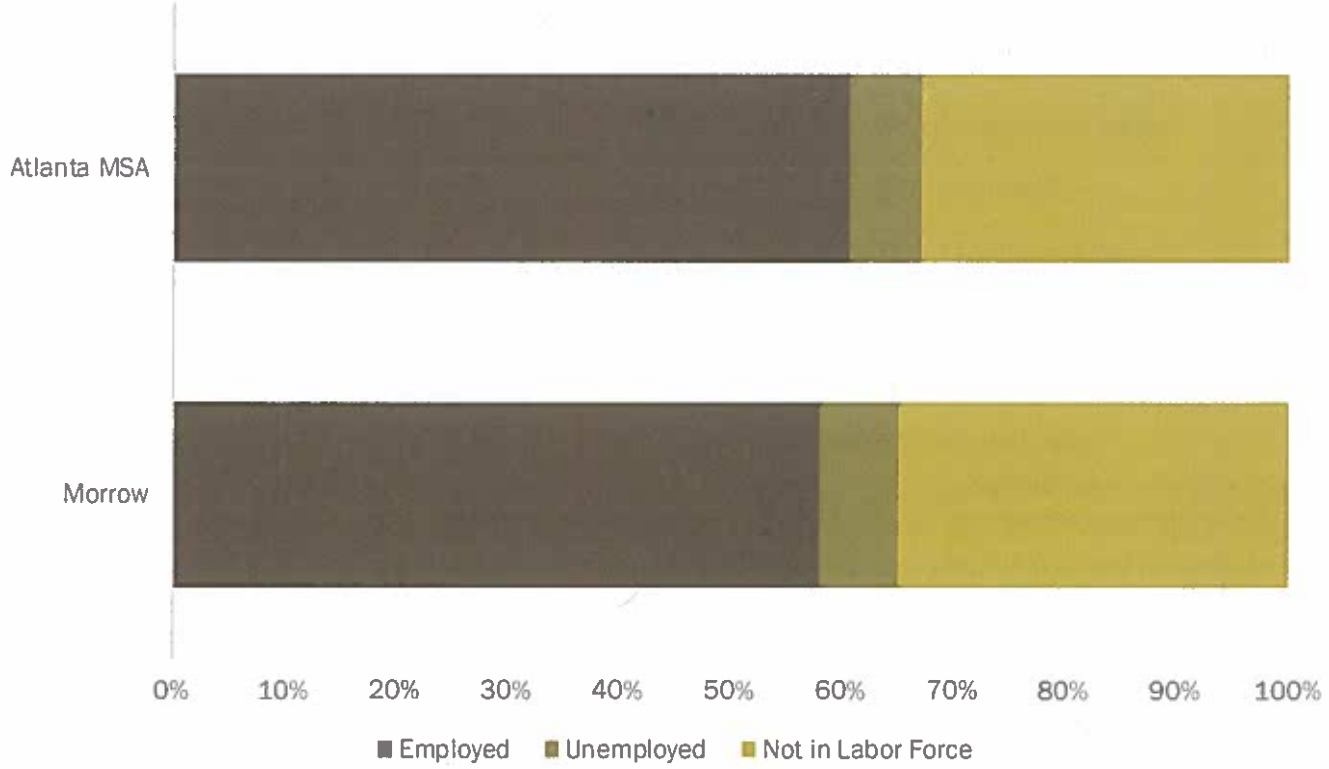

In the City of Morrow, households earning greater than $75,000 account for fewer than 20% of the households in the city. In the Atlanta MSA, this number is nearly twice that. Households in Morrow earning less than $75,000 are evenly distributed between <$25,000, $25,000 - $49,999, and $50,000 - $74,999.

## Education



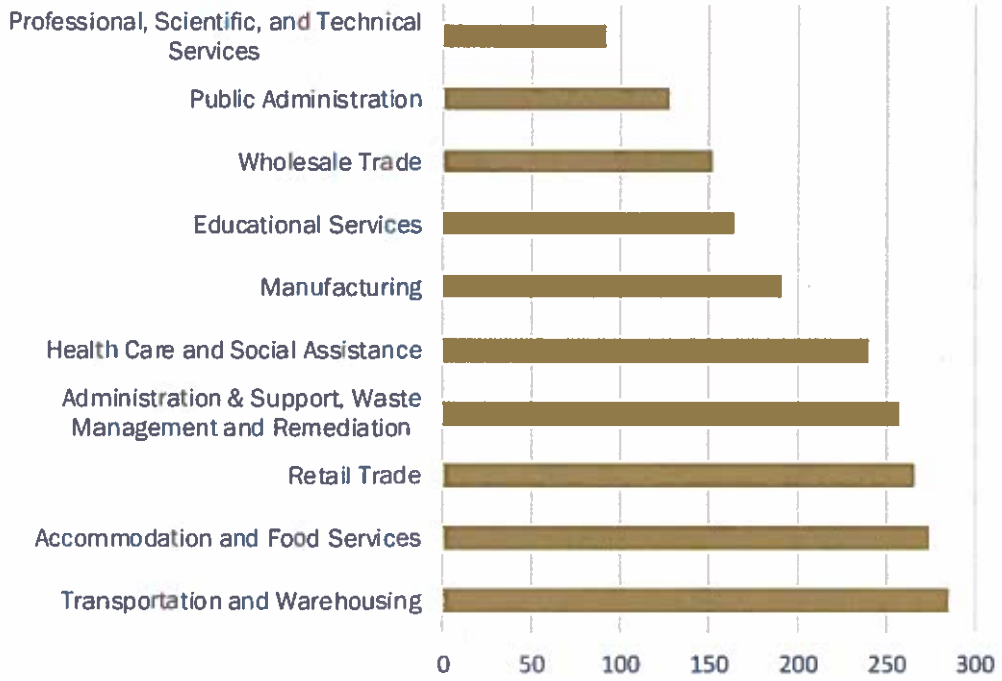

The majority of the population between the ages of 18 and 24 is in college or has an Associate's Degree, while just 2% have a Bachelor's Degree or higher. Approximately 30% of all individuals over the age of 18 are high school graduates.

## Employment



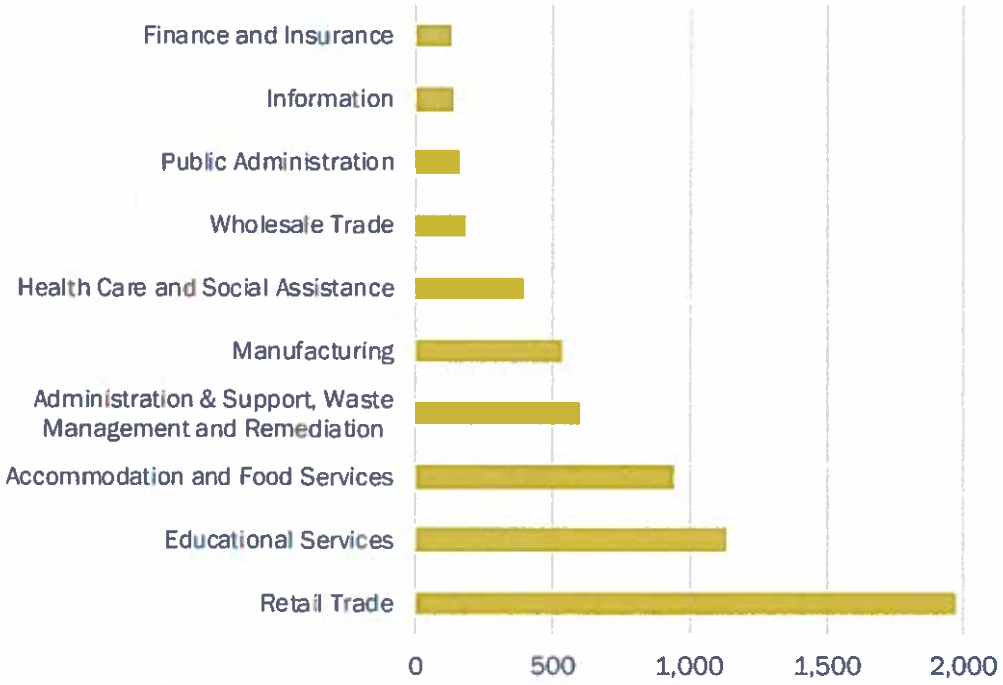

The City of Morrow has roughly the same employment rate as the Atlanta MSA, with a slightly greater percentage of the population not in the labor force.

## Resident Area Characteristics




Resident Area Characteristics (RAC) describe the industries that residents of a certain area work in. Residents of Morrow primarily work in Transportation and Warehousing, Accommodation and Food Services, and Retail Trade.

## Workplace Area Characteristics

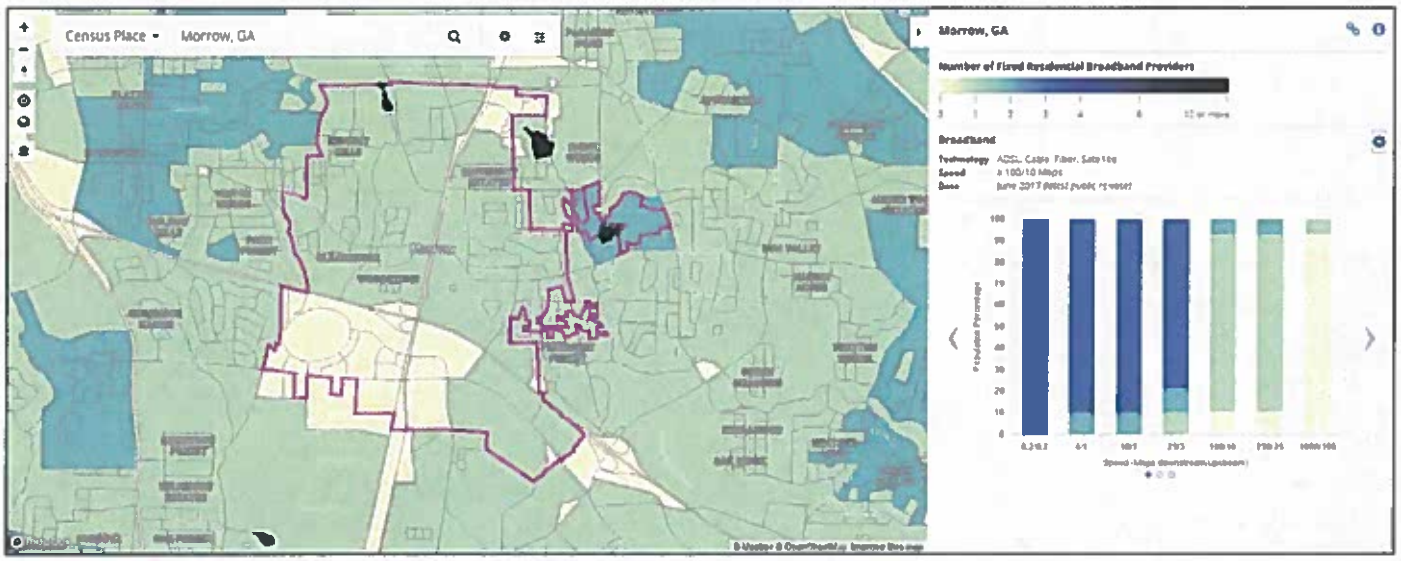



Workplace Area Characteristics (WAC) describe the jobs that are available within a given study area. The majority of jobs in the City of Morrow are in Retail Trade, Educational Services, and Accommodation and Food Services.

## 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.

The following map identifies broadband service in the City of Morrow:




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:

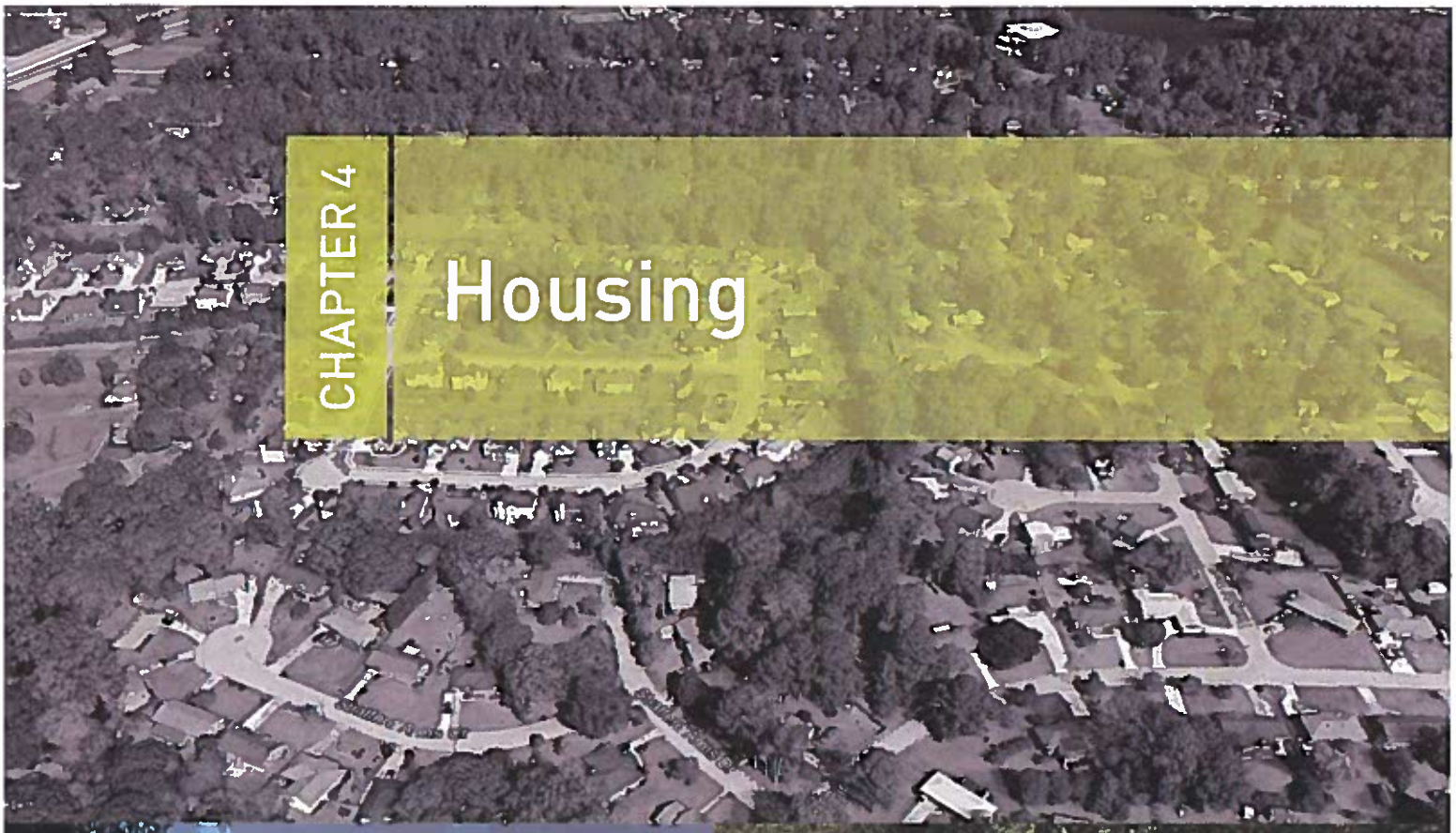
- Access to the Internet; or
- Computer processing, information storage, or protocol conversion.

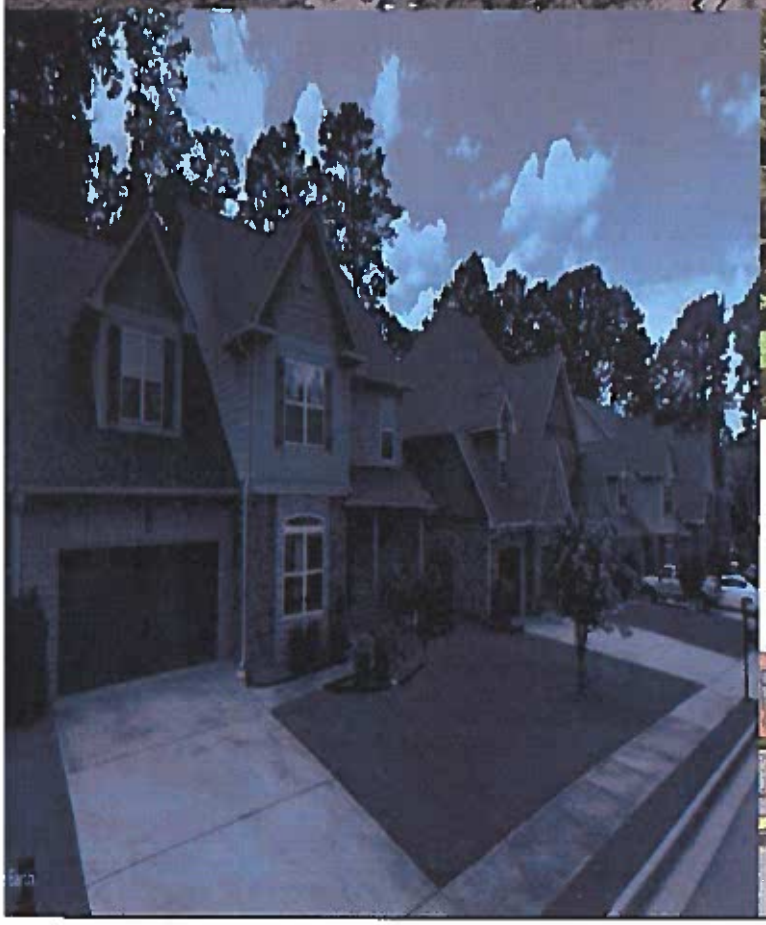
And "Broadband services provider" means any provider of broadband services or a public utility or any other person or entity that builds or owns a broadband network project.

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.

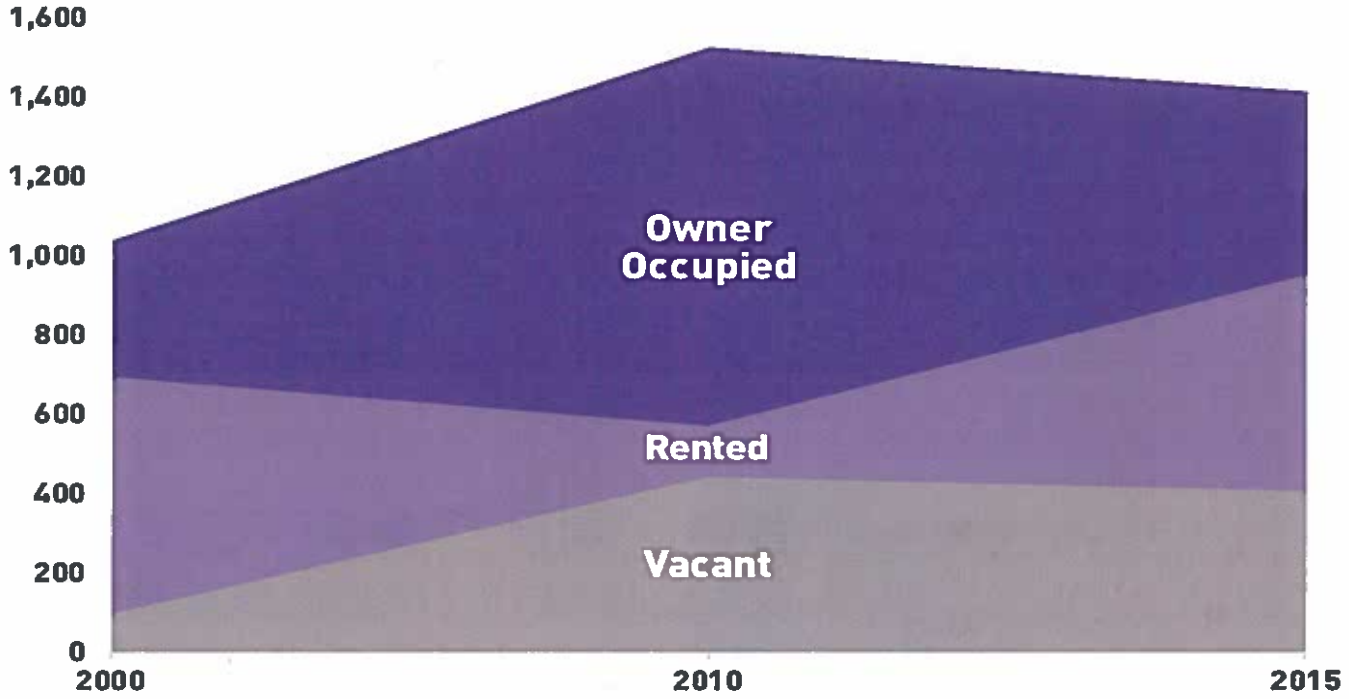
CHAPTER 4

# Housing



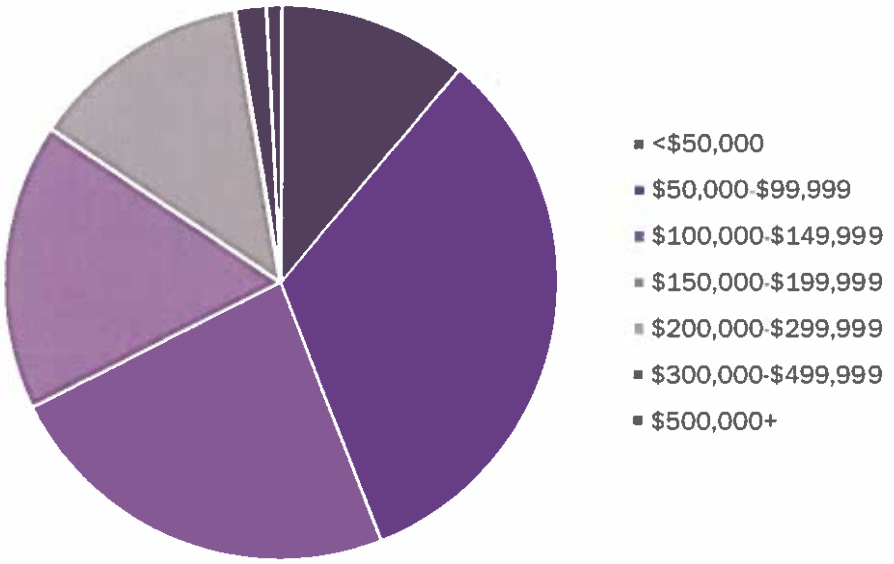


## Owned, Rented, and Vacant Homes



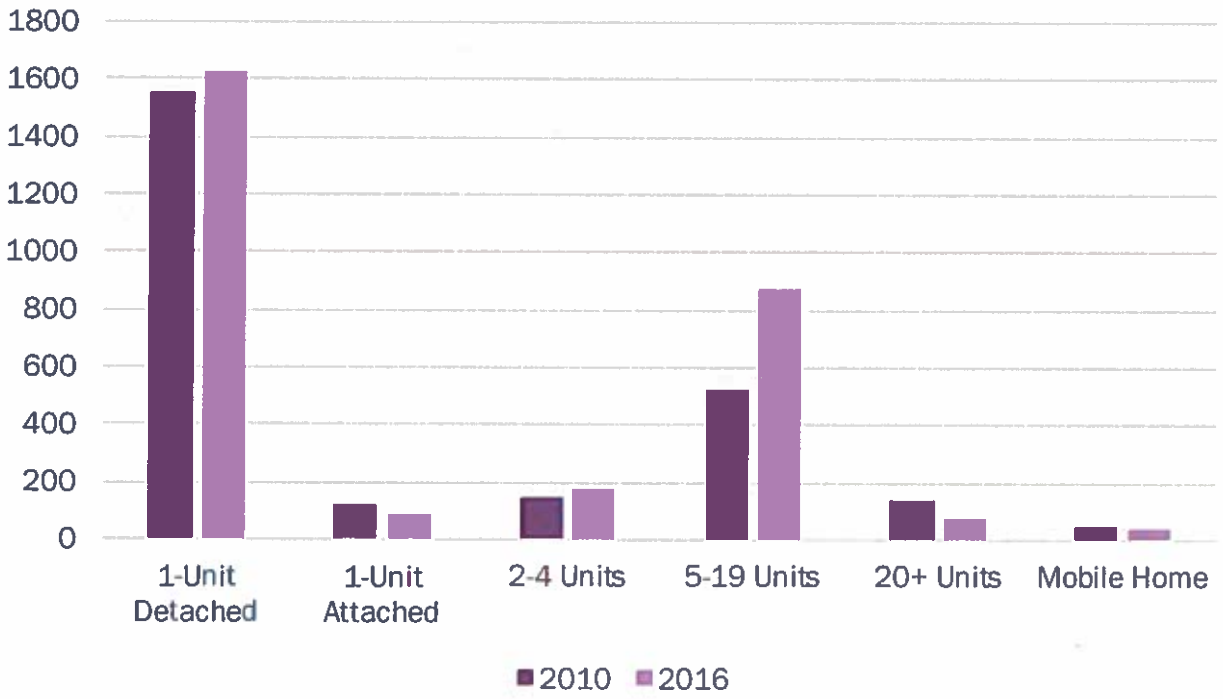

Owner occupied properties in the City of Morrow was at its highest in 2010, whereas vacant properties stayed relatively the same between 2010 and 2015.

## Home Value Distribution




A slight majority of the homes in Morrow are valued between $50,000 and $150,000. Few homes are valued above $300,000.

## Housing Characteristics




While single-unit detached homes still outnumber other housing types in Morrow, there was significant growth in multi-unit housing between 2010 and 2016, particularly in 5-19 unit housing.

## HUD Consolidated Plan

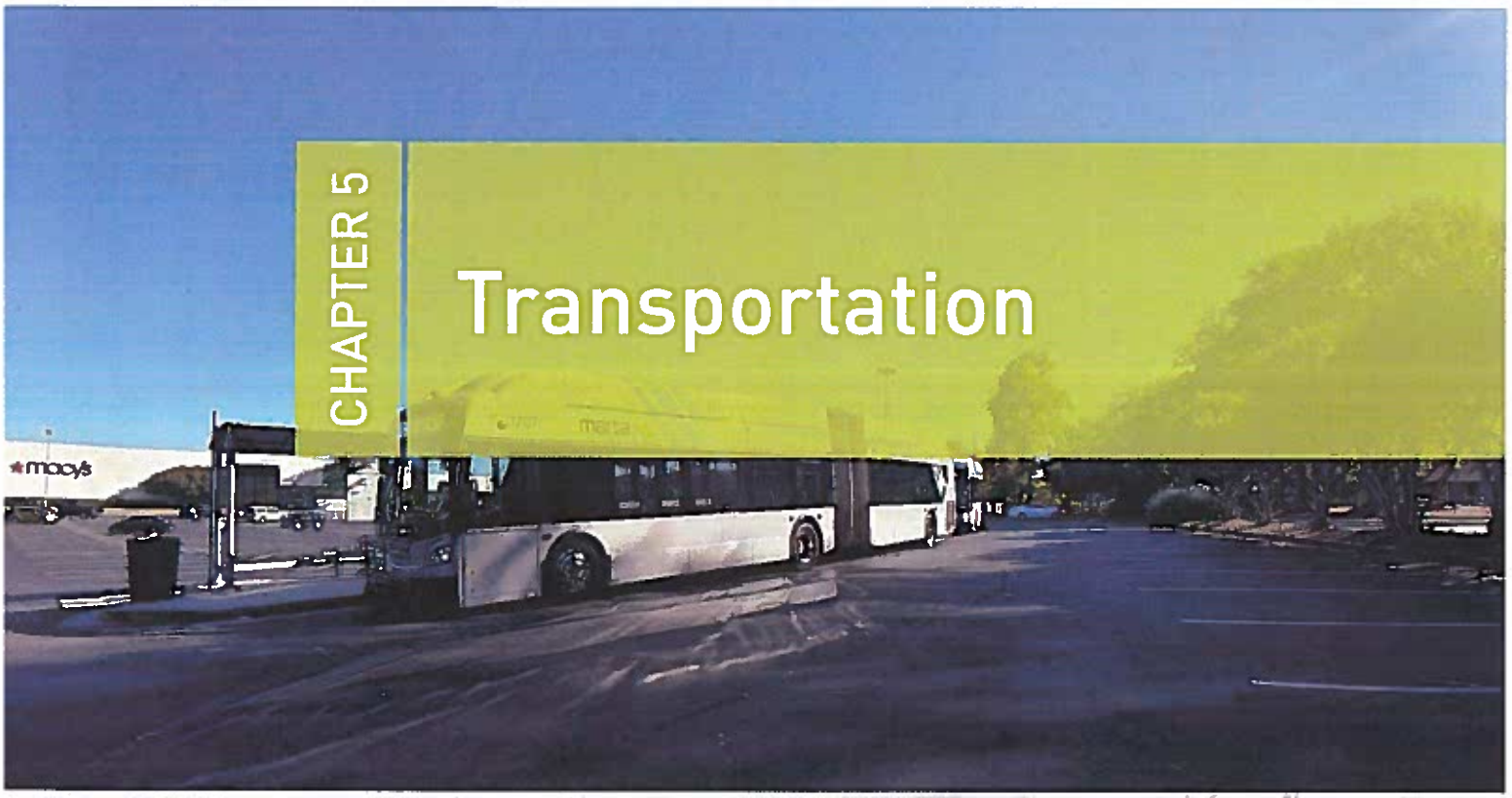
Clayton County receives federal funds from the U.S. Department of Housing and Urban Development (HUD) to invest in improving its local community. Clayton County is responsible for creating a Consolidated Plan every five years. The plan guides the County in determining how to best address its community needs. The community assessment process used to develop the Consolidated Plan serves as the framework for a community-wide dialogue to identify housing, economic, and community development priorities.

According to the Clayton County HUD Consolidated Plan (2013), the most common housing problem affecting Clayton County's low- and moderate-income households in the prevalence of extreme housing cost burdens. Over 90% of low- and moderate-income renters and 75% of the lower income cost burdened owner-occupied households are experiencing this type of burden. By definition, this indicates that severely cost burdened households are spending more than 50% of their monthly income on rent, mortgages, household utilities and taxes (pg 31).

The Consolidated Plan also identified that African Americans in Clayton county experienced the most extreme cost burden across all income groups. (pg 42). African Americans have disproportionately greater housing needs that the other racial populations in the County (pg 43).

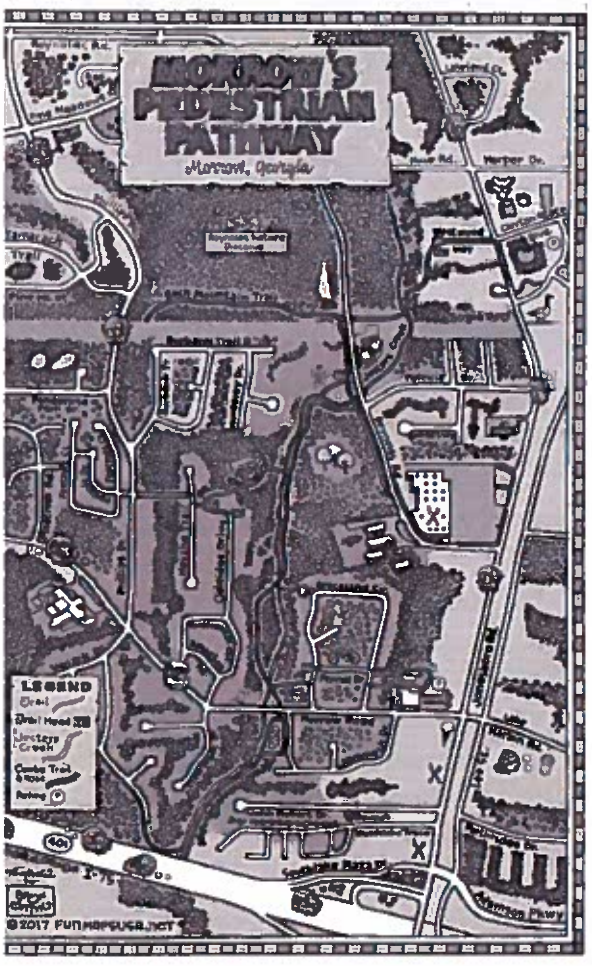
While it is anticipated that single family detached homes will continue to be the principal choice of housing the County, the projected growth of the aging population indicates there will be a need for smaller low-maintenance residences such as condominiums, age-restricted multi-family retirement communities and assisted living facilities to fulfill the housing needs of the county's aging population over time (pg 56).

Each city in Clayton County has historically served as subrecipients for HUD resources and undertaken projects benefiting low- and moderate- income households and communities within their respective jurisdictions.

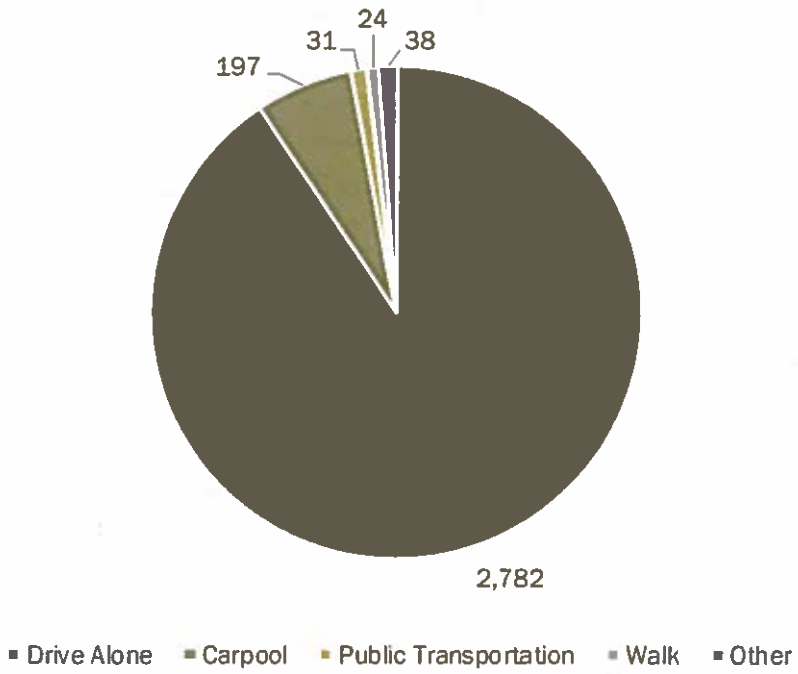



CHAPTER 5

# Transportation

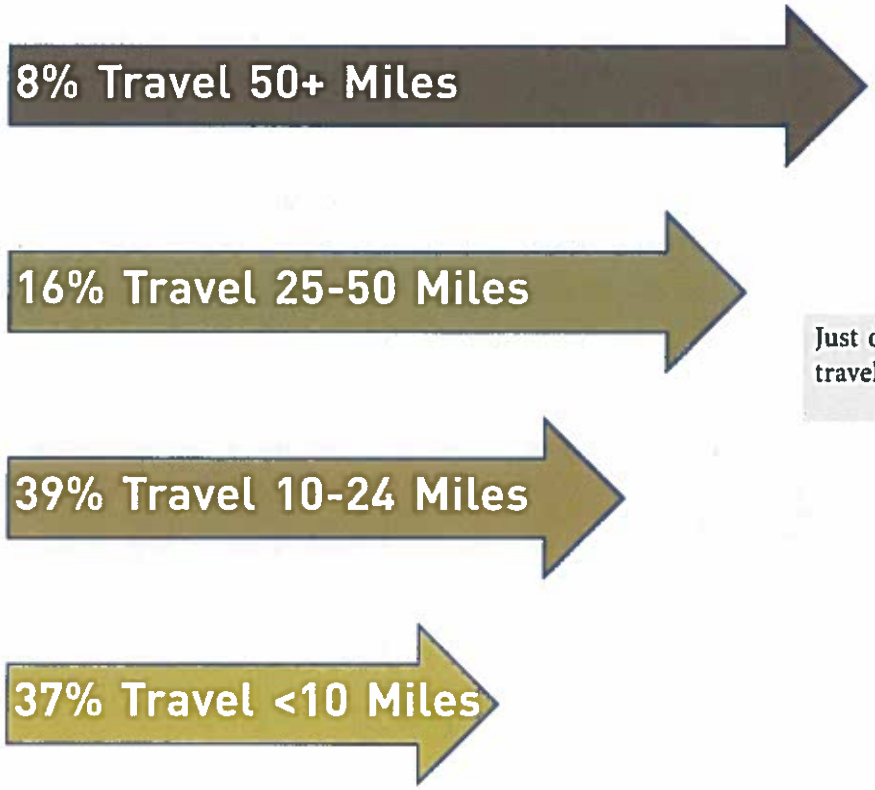


## Mode of Transportation to Work




Approximately 90% of Morrow residents drive to work alone, and 6% carpool. The remaining residents take public transit, walk, or use other modes of transportation.

## Distance to Work




Just over 75% of Morrow residents travel under 25 miles to work.

# Clayton County Comprehensive Transportation Plan

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

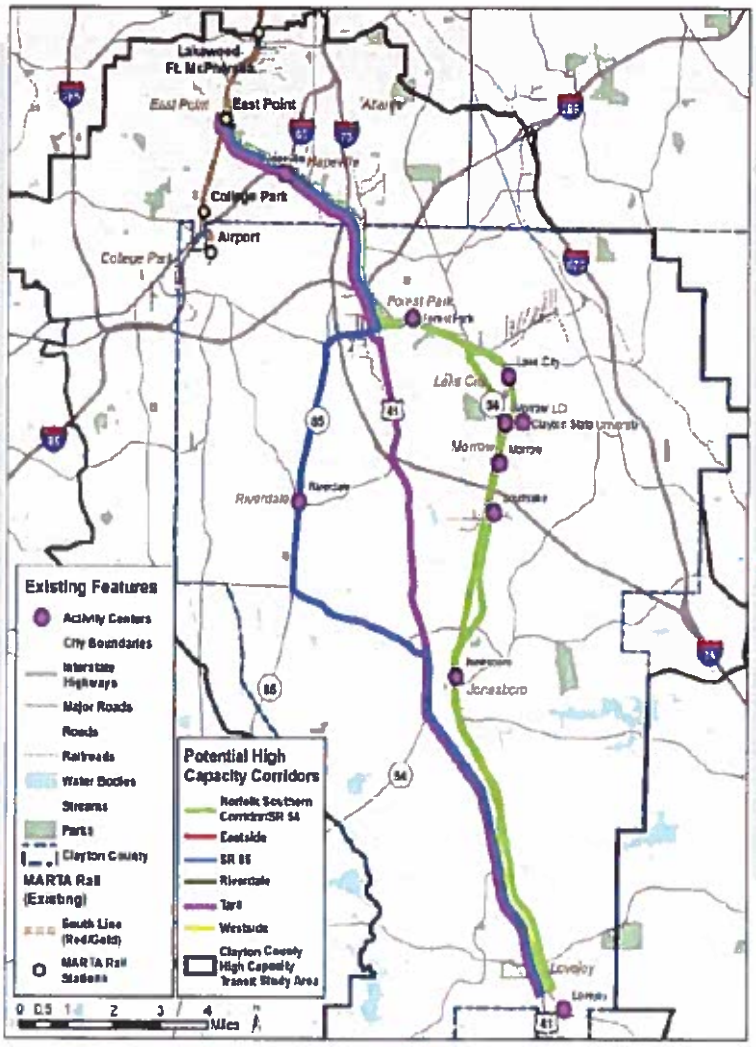
Through an analysis of projected changes in population, employment, and land use throughout Clayton County, future needs were identified. Because the County is expected to grow in both population and employment while maintaining its predominantly suburban development patterns, traffic volumes and demand 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.

Below is a list of priority projects in Morrow listed in the CTP:

| 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 |

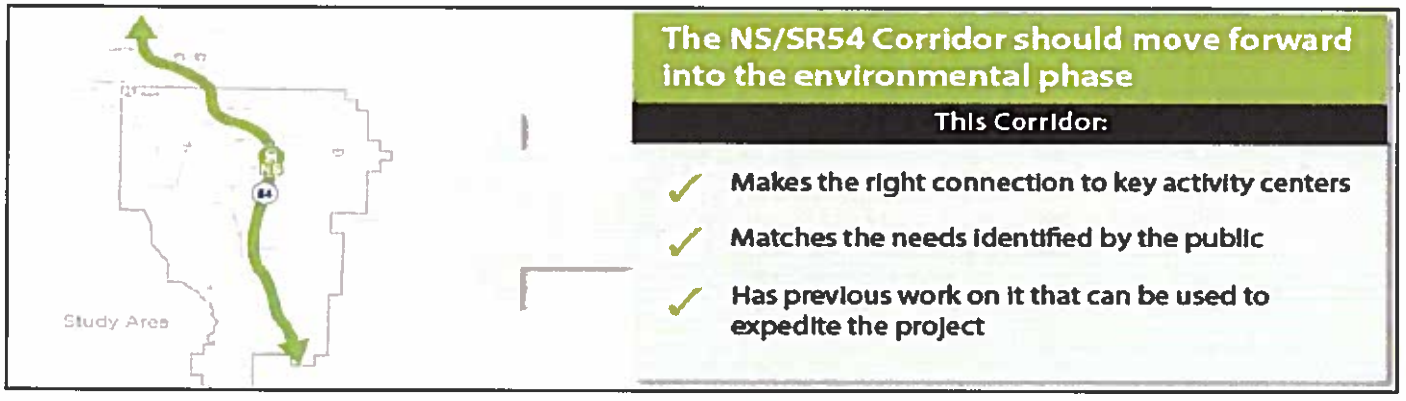
| Project ID | Category | Project Name | Description | Cost | Recommended Source of Funding |
|---|---|---|---|---|---|
| 6F | Roadway Safety | SR 54 @ Oxford Drive and Lee Street @ Oxford Drive Safety Improvements | | $248,000 | State/Federal |
| 4317 | Capacity | New Road | New road connection between 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 |




## Clayton County Transit Initiative

On November 4, 2014, voters in Clayton County approved a referendum to dedicate a one-cent sales tax for the expansion of Metropolitan Atlanta Rapid Transit Authority (MARTA) service to the County. Approval of the one-cent sales tax provides for the implementation of MARTA Bus and Mobility service, currently in operation, and future high capacity transit service in Clayton County.

MARTA anticipates the completion of the High Capacity Transit Initiative Study in 2018. An evaluation of multiple alternative routes has resulted in a recommendation of three refined alternatives for corridors. The Norfolk Southern / SR 54 Corridor is the most likely Locally Preferred Alternative (LPA) and runs right through Forest Park.



CHAPTER 6

# Economic Development

# Regional Economic Competitive Strategy

Catlyst is the regional competitiveness strategy for the 10-county Metro Atlanta region. It serves as the Comprehensive Economic Development Strategy (CEDS) in accordance with the U.S. Economic Development Administration's requirements and was adopted in 2017. The Vision of the Catlyst Strategy is to have a competitive economy and region that works for everyone.

The Catlyst Strategy is built on Four Pillars that focus on the needs of individual residents in the metro region:

- Engaged and Employed. Everyone is able to thrive in a robust global economy.
- Prepared and Productive. Everyone is prepared to advance in a productive career and lifelong learning.
- Healthy and Housed. Everyone has options for a healthy lifestyle and quality affordable housing.
- Connected and Resilient. Everyone can connect to the people, places, and information needed to have a resilient, prosperous life.

## Catlyst Priorities

### Engaged and Employed

- Expand the regional economic development marketing alliance's activities.
- Further amplify and activate Aerotropolis Atlanta.
- Promote and expand resources available for entrepreneurs and small businesses.
- Establish an entrepreneurial platform dedicated to solving regional problems.
- Expand programs that connect corporations and MWSBEs.

### Prepared and Productive

- Fully support Learn4Life and replicate similar cradle-to-career initiatives throughout metro Atlanta.
- Raise awareness of viable STEAM career tracks among K-12 students and their parents.
- Increase early childhood education funding and quality programming.
  Continue to expand the region's involvement in HDCI, creating sector partnerships & programming.
- Support the development of entrepreneurial thinking among the region's youth.
  Increase businesses' engagement in schools across the region.
  Address gaps in education, workforce development, and social support offerings across the region.
- Establish a collective impact approach to re-engage disconnected workers across the region.
- Expand expungement programs for nonviolent criminal offenders.

### Connected and Resilient

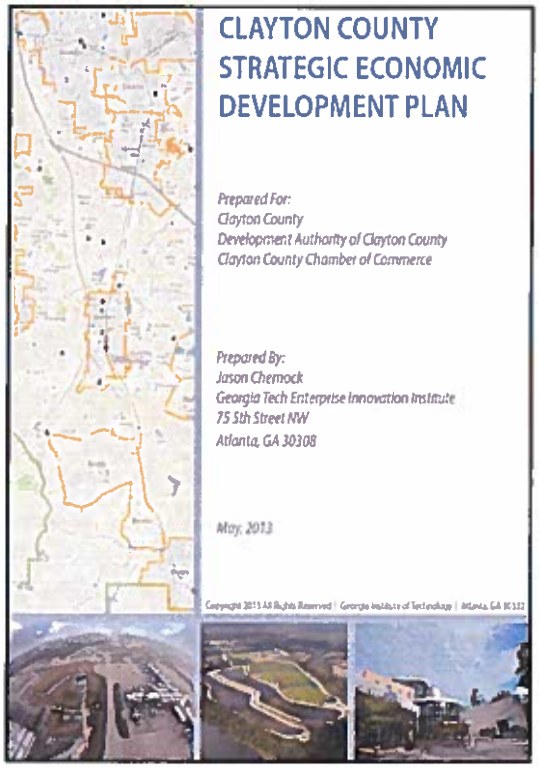
- Study and take action on the inheritance of poverty and its negative impacts.
- Establish an organization dedicated to advancing diverse leadership across the region.
- In a comprehensive regional approach, protect and connect future green spaces.
- Seek funding diversity for the LCI to support broader efforts.
- Expand ARC's Regional Public Art Program and similar programs.
- Increase area counties' participation in a regional transit network.
- Host regional forums to ensure the region is prepared for autonomous vehicles and other disrupters

### Healthy & Housed

- Facilitate a regional housing strategy.
- Build the capacity of non profits and other organizations dedicated to housing.
- Provide local governments with a toolkit to address poverty.
- Expand resources to help communities improve healthy, safe lifestyles for their residents.
- Update requirements of ARC's programs to reflect the spirit of the CATLYST Strategy.

## 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; and
- Embracing our diversity to foster an inclusive economy.

## Long-Term Goals:

### I. 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.

### II. 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.

### III. 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.

### IV. Refine targeted industry sectors for business recruitment.

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

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

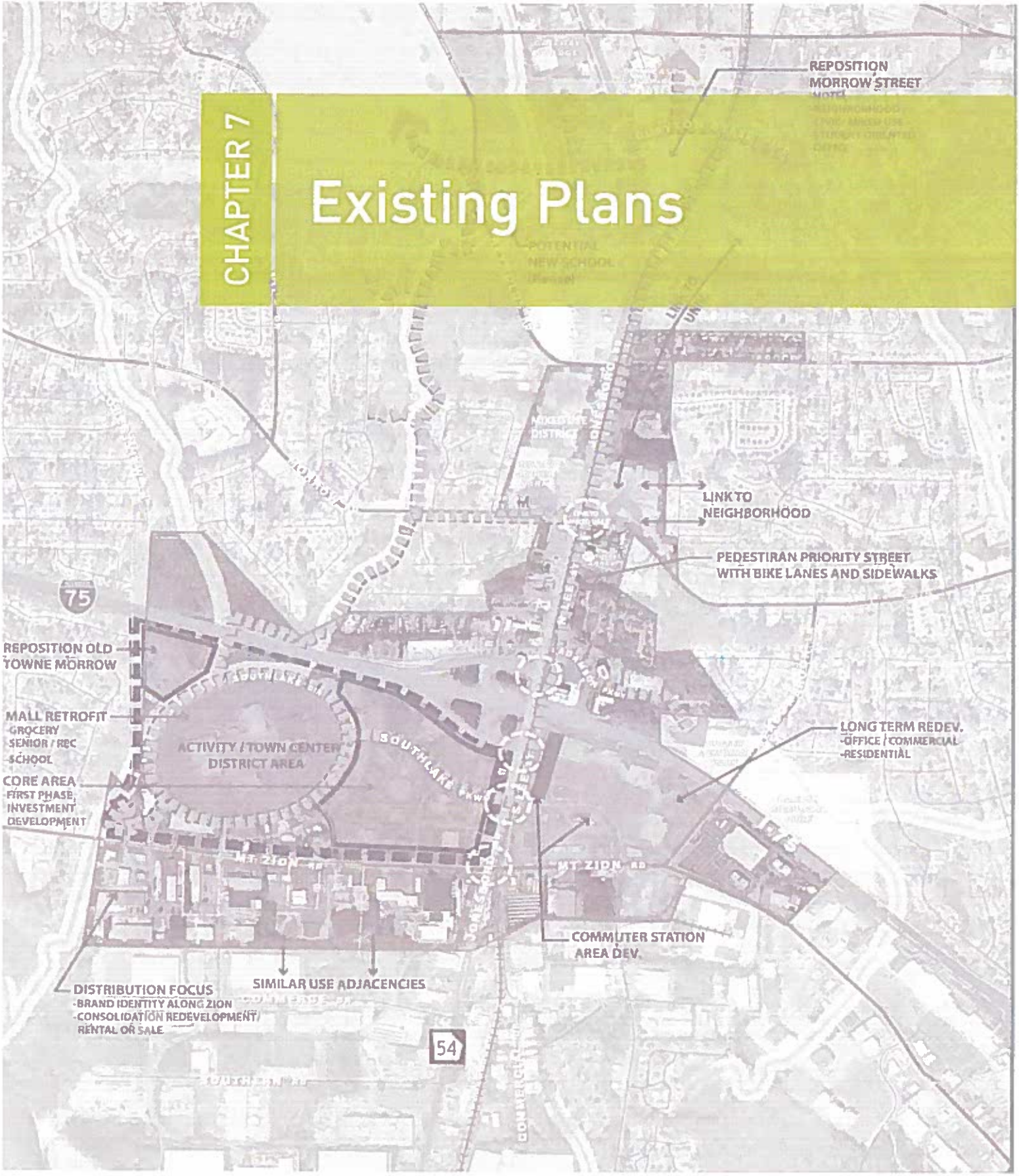
**Recommendation:** Build upon existing activities that promote entrepreneurship and strengthen the small business community in Clayton County.

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

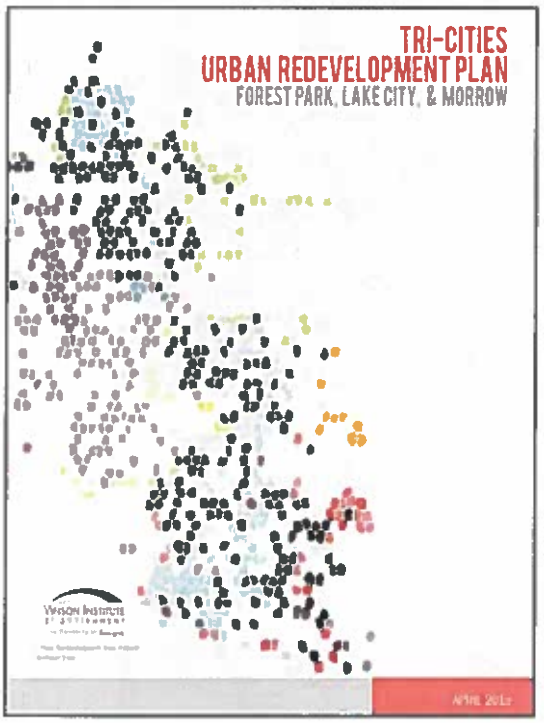
**Recommendation:** Develop a framework for engagement between Clayton State University, Atlanta Technical College, and community/economic development organizations within Clayton County. Develop additional partnerships between Clayton State University and Atlanta Technical College.

CHAPTER 7

# Existing Plans



Since the adoption of the 2013 Partial Comprehensive Plan Update, Morrow has conducted or participated in several local planning efforts that help to address some of the needs and opportunities discussed in the next section. Most of these plans included community input during their development. In addition, they often concluded with policy recommendations and in some cases, implementable projects. The input, policies, and projects from these plans will serve as supplemental information for the Community Work Program. Below is a summary of the major previous plans completed or underway.




## 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 from 2009, 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

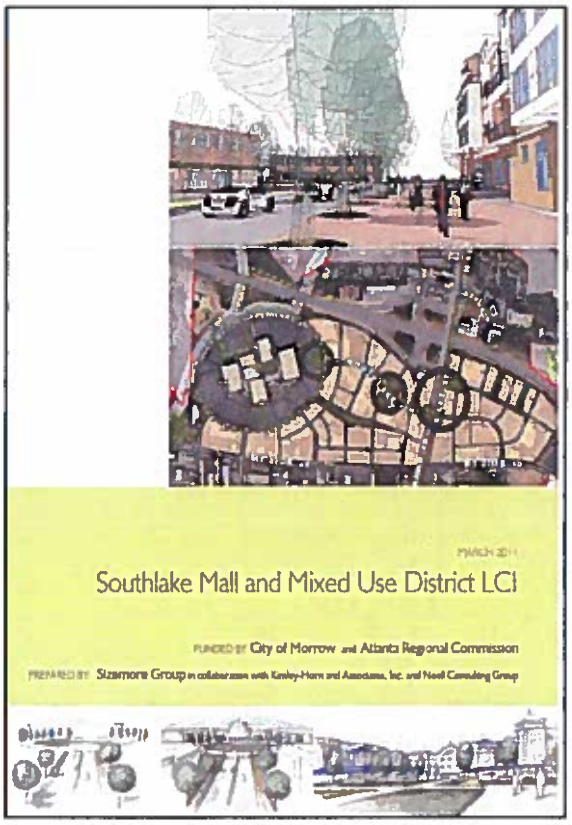
The URAs will identify sites for multi modal transportation hubs at each of the nodes identified in this plan.

### 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.




## Southlake Mall and Mixed Use District LCI

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 retial 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

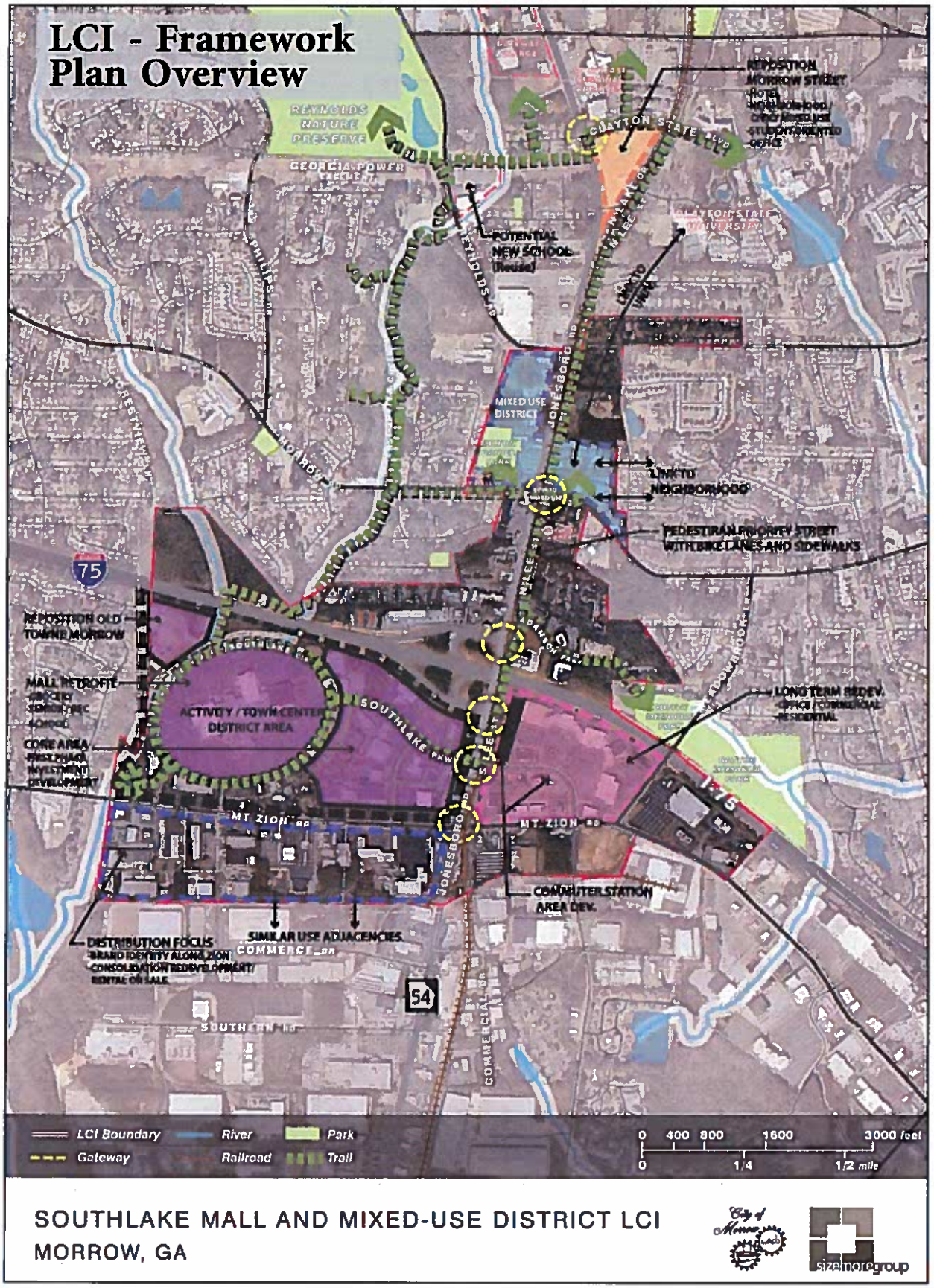
- Mixed use development where businesses thrive and generate economic activity, employment and tax revenues
- Interconnected Town Center
- Attract diverse uses and activities for residents, students and visitors
- Retrofit, adapt, and reuse existing properties
- Attract younger populations

## Framework Plan

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

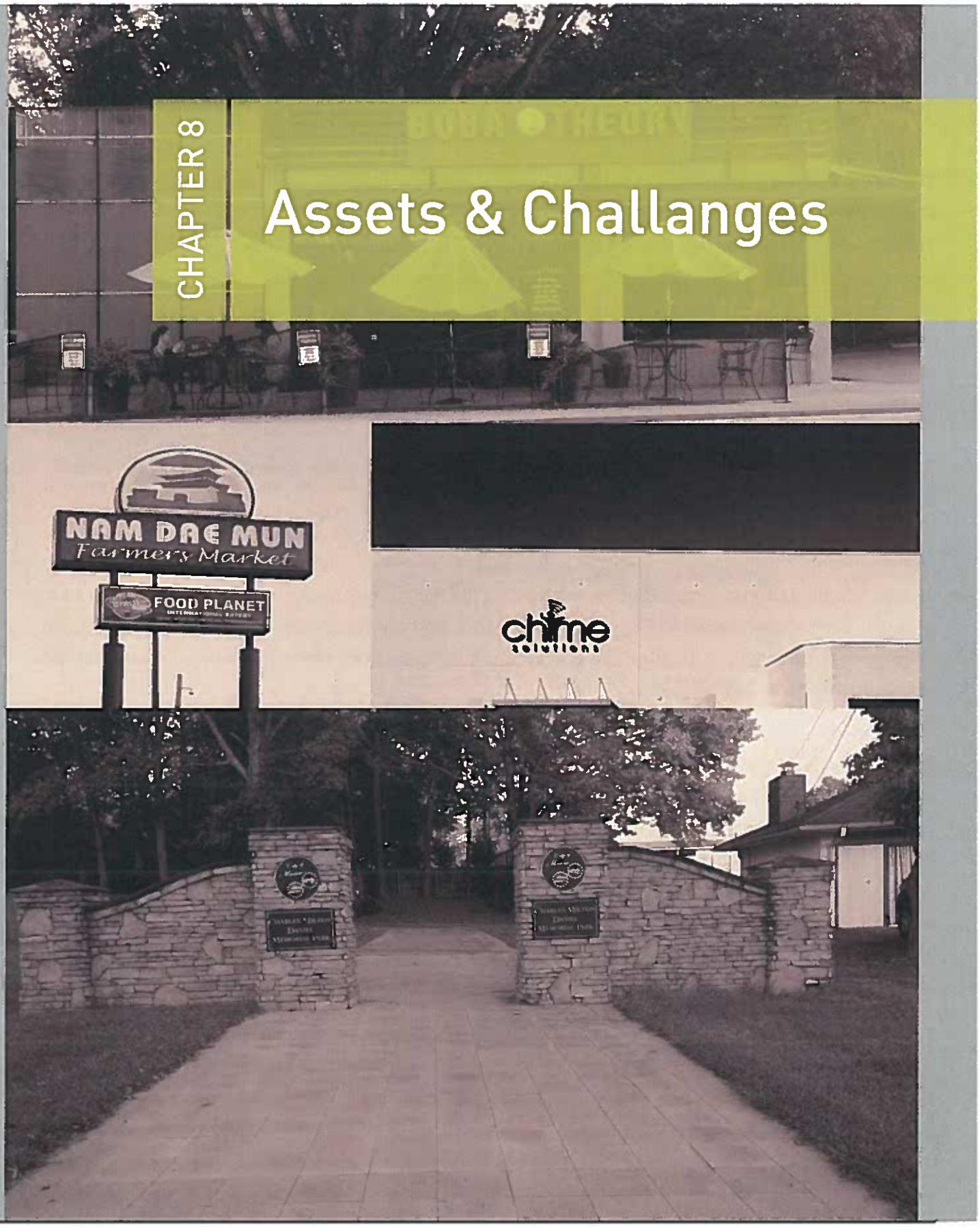
- Retrofit and Redevelopment
- Civic Realm and Livability Enhancements
- Connectivity

The Framework Plan focused on creating four distinct elements; one, 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; two, 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); three, a mixeduse district at Morrow Road and Jonesboro Road/ Lee Road; and four, a Green Loop that connects all of the nodes, parks and open spaces.


LCI - Framework Plan Overview
REYNOLDS NATURE PRESERVE
GEORGIA POWER
GUYTON STATE BLVD
POTENTIAL NEW SCHOOL (Reuse)
MIXED USE DISTRICT
LINK TO NEIGHBORHOOD
PEDESTRIAN PRIORITY STREET WITH BIKE LANES AND SIDEWALKS
75
ACTIVITY / TOWN CENTER DISTRICT AREA
SOUTHLAKE PKWY
MT ZION RD
JONESBORO RD
COMMUTER STATION AREA DEV.
LONG TERM REDEV.
DISTRIBUTION FOCUS
SIMILAR USE ADJACENCIES
COMMERCE DR
54
SOUTHERN RR
COMMERCIAL DR
LCI Boundary
Gateway
River
Railroad
Park
Trail
0 400 800 1600 3000 feet
0 1/4 1/2 mile
SOUTHLAKE MALL AND MIXED-USE DISTRICT LCI
MORROW, GA
sizemorgroup

CHAPTER 8

# Assets & Challanges



This Section includes the Assets and Challenges that Morrow intends to address over the next five years. They will be tied to the goals covered in the next section 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.

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

This area has continued to evolve as a gathering place for civic, social and recreational actives 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. As mentioned in the Existing Plans Section, 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 place.

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

With the identification of the City Hall and Milton Daniel Park as an existing gathering place for Morrow residents, the next long-term opportunity is to transition adjacent areas over time to create the mixed use district identified in the LCI Plan. Popular business, civic uses and multifamily 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.

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

This intersection has a 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.

### 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.

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. Like many malls in the current changing retail environment, Southlake mall has lost some major tenants and experienced a change in its tenant mix over the last ten years. The city has started to address this challenge by converting one of the big box anchors into an event

center and helped to recruit 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 regional, it could move closer to complete redevelopment. In addition, Morrow can focus its attention the Southlake Parkway corridor leading to the mall where, if single uses/properties propose redevelopment, the existing streets and driveways could more easily transition to a more walkable, compact district. The challenge to the city is to be sure that the correct regulatory controls are in place to allow for the desired type of redevelopment.

### 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.

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. In addition, similar to many other jurisdictions within the region, there is a need to provide better training and improve the job opportunities for Morrow's entry level and lower skilled workforce.

### 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 business that is generally unique to the south side of the region. Increasing the visibility of and economic coordination between these businesses should be explored.

### Morrow has developed an extensive network greenway trails and pocket parks within its residential neighborhoods.

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 assess their design, connectivity and location

CHAPTER 9

# Community Goals

The Community Goals section will provide the long-term vision and policies for Morrow's future growth. The process included community input, existing plans and adjustments based on the updated Department of Community Affairs Minimum Standards and Procedures for Local Comprehensive Planning. Specific implementation policies relating to each goal are listed in the Community Work Plan Section.

### Economic Development

1. Over the next five years, Morrow will work with Clayton County and other institutions, to improve the 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 business.

### 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.

### Land Use & Development

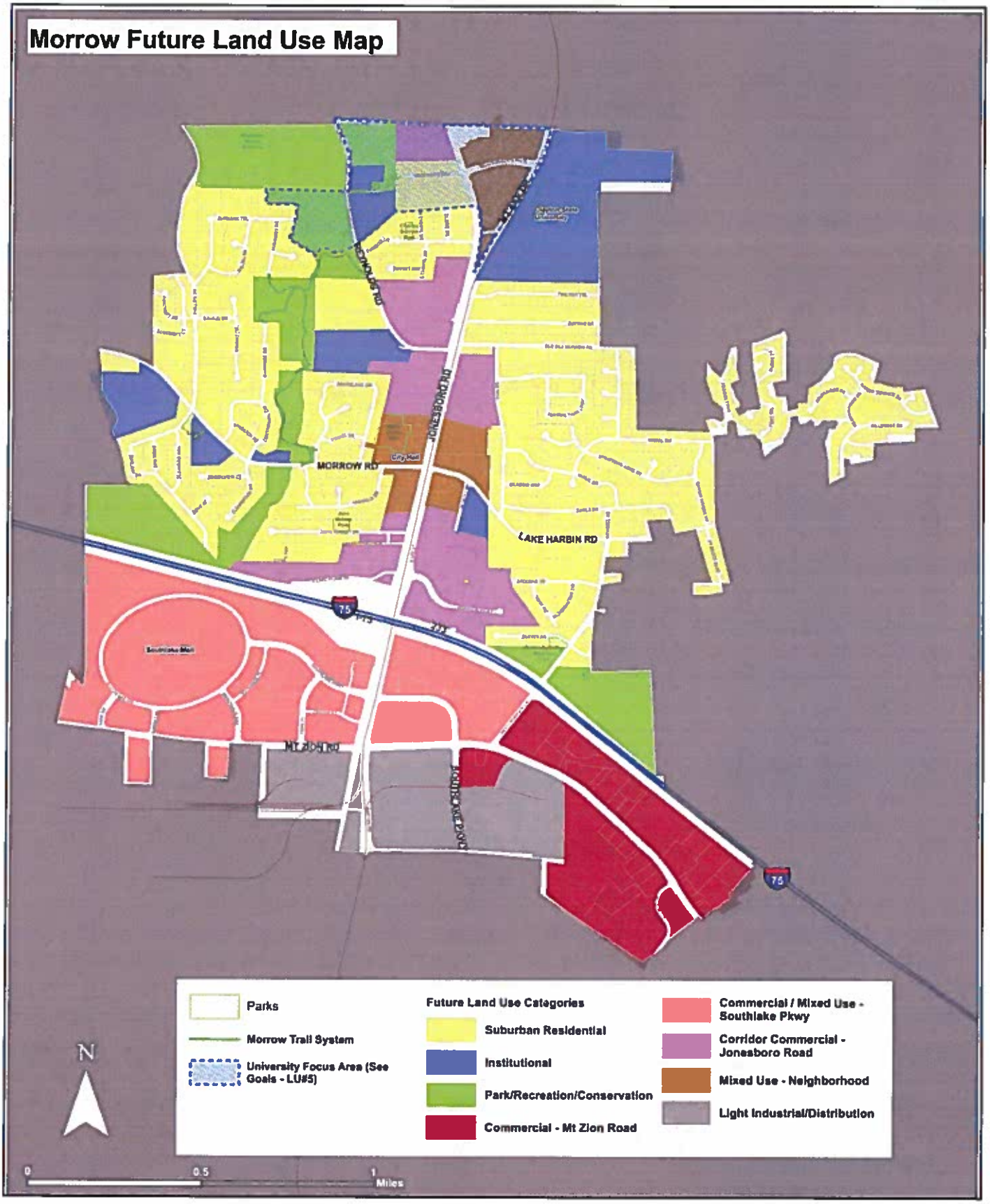
1. Ensure that Southlake Mall, surrounding retail, and underutilized commercial assets are operating to ensure long-term economic sustainability.
2. Encourage mixed-use (vertical or horizontal) developments in appropriate areas.
3. Work to create a sense of place - Town Center – and a thriving civic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

## Transportation

1. Create "A walkable city" with neighborhood activity nodes accessible to all residents that supports aging in place.
2. Address the congestion and operational challenges along Morrow's commercial corridors.
3. Continue to explore opportunities for rail transit opportunities within Morrow.

CHAPTER 10

# Future Land Use Goals & Map


Morrow Future Land Use Map
MORROW RD
LAKE HARBIN RD
JONESBORO RD
75
Parks
Morrow Trail System
University Focus Area (See Goals - LU#5)
Future Land Use Categories
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
N
0
0.5
1
Miles

# 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 catergorys, 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 catergory.

Land use catergories 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

## 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.

### 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

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.

| 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 |

## 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 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.

### 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.

**Preferred Uses**

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

**Preferred Zoning Districts**

RS-30 Fee Simple Townhouse District

Mixed Use Development District

BG - General Business District

Public/Institutional District

Park/Recreation/Conservation District

# 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 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 (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 retrofit. The proposed street grid uses existing streets and driveways, and curb cuts to enable the addition of new connections over time as each parcel is redeveloped. If Southlake Mall decides to retrofit the mall in the future, additional streets can be integrated into the grid.

**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.
8. Encourage vertically and horizontally integrated mixed-use developments that are locally appropriate in major retail districts.
9. Enhance mobility and accessibility for all by encouraging complete street policies that accommodate all modes of transportation.

**Development Pattern**

- Transition to more pedestrian-oriented developmentand 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

**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

**Preferred Zoning Districts**

RS-30 Fee Simple Townhouse District

Mixed Use Development District

BG - General Business District

Public/Institutional District

Park/Recreation/Conservation District

# 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, multifamily residential uses should be considered at the appropriate scale and mass.

**Adjacent to Clayton State University**- Create a student focused walkable mixed-use district with better connections to Clayton State University. This is a 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.

**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

### Preferred Uses

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

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

## Commercial Corridor - Jonesboro Road

### Existing Development Pattern

Smaller strip commercial, big box retail, hotels and some multifamily with surface parking along Jonesboro Road/Hwy 54. Institutional, multi-family, hotel, and office along North/South Lee Street. The Norfolk Southern Railroad runs in 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. As a cultural and economic development tool, local business and restaurants can be promoted as regionally unique assets in coordination with Clayton County, Lake City and Forest Park

### 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

**Preferred Uses**

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

**Preferred Zoning Districts**

RS-30 Fee Simple Townhouse District

Mixed Use Development District

BG - General Business District

Public/Institutional District

Park/Recreation/Conservation District

## Light Industrial / Distribution

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 ae nuisance free and do not generate hazardous waste. Uses may include light manufacturing, warehousing, wholesale trade, distribution and commercial.

**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.

**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

**Preferred Uses**

- Light Industrial
- Distribution
- Retail

**Preferred Zoning Districts**

Light Manufacturing District

BG - General Business District

Park/Recreation/Conservation District

## 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.

### 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 |

## Park/Recreation/Conservation

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

### 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 |

CHAPTER 12

# Community Work Program

The Community Work Program identifies projects that Morrow will undertake to implement the Goals and address the Issues & Opportunities of the plan. The following pages identify the projects that Morrow will undertake in the next five years.

## 2018 Morrow Community Work Program

| | Action | 2019 | 2020 | 2021 | 2022 | 2023 | Estimated Cost | Responsible Department/Agency | Funding Source |
|---|---|---|---|---|---|---|---|---|---|
| **Land Use** | | | | | | | | | |
| 1 | Produce detailed redevelopment plans for targeted areas including incentive programs. | x | x | | | | 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. | x | x | x | x | x | Staff | Planning, Economic Development | General Funds |
| 3 | Create design guidelines for the Southlake Mall & Mixed Use LCI study area. | x | x | | | | Staff | Planning, Economic Development | General Funds |
| 4 | Complete updated Zoning/Development Ordinance review to coordinate with Comprehensive Plan. | x | x | | | | 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. | | | x | | | $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. | | | | x | | Staff | Planning | |
| 7 | Continue the development of the 2018 Future Land Use Map, designations, policies and consider the requirement of consistency with future rezonings. | | | x | | | Staff | Planning | |
| 8 | Develop a new Multi-Family zoning district. This should be the first step tied to #4. | | | x | | | 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. | | | | x | | Staff | Planning | |
| 10 | Complete the buy-out of properties south of Morrow Plaza. | x | | | | | 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. | | | x | | | Staff | Staff/Mayor & Council | |
| 12 | Apply to ARC's CDAP Program to be considered for a Creative Placemaking Study. (Includes public art) | | | x | | | Depends on Application Scope | Planning | General Fund / ARC |
| 13 | 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 | | Staff | Planning | N/A |
| **Economic Development** | | | | | | | | | |
| 1 | Create incentive programs for new builders to spark new development. | x | x | x | x | x | Staff | Planning, Economic Development | General Funds |
| 2 | Cultivate Intergovernmental & Business Community Coordination. | x | x | x | x | x | Staff | Planning, Economic Development | General Funds |
| 3 | Coordinate with Clayton County Economic Development on local Economic Development Strategies. | x | x | x | x | x | Staff | Planning, Economic Development, Consultant | General Funds |

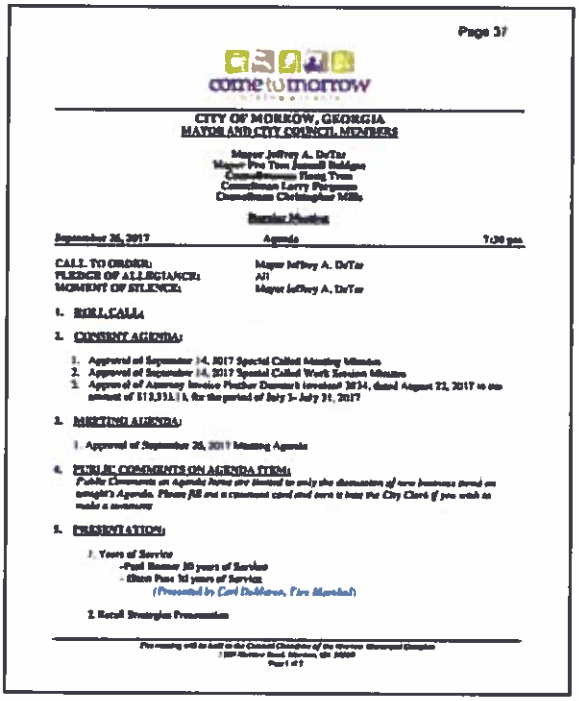
## 2018 Morrow Community Work Program

| | Action | 2019 | 2020 | 2021 | 2022 | 2023 | Estimated Cost | Responsible Department/Agency | Funding Source |
|---|---|---|---|---|---|---|---|---|---|
| 4 | Southlake 75 Community | | | x | | | 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. | | x | | | | Staff | Planning | N/A |
| 6 | Coordinate with the Aerotroplis 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 | | | | $2.4M | Public Works | General Funds, Grants, SPLOST |
| 2 | Phase III –Jester's Creek Trail Extension | x | x | | | | $890,000 | Public Works | General Funds/Grants |
| 3 | Complete Morrow Welcome Center Upgrades. | | x | | | | TBD | Planning | General Funds / Grants |
| 4 | Meet with ARC Staff and consider submittal of TAP Application for trail connection between Clayton State University & Morrow Trail. | x | | | | | Staff Time | Planning / Public Works | |
| 5 | After TAP Application Process - Complete Feasibility Study of Clayton State / Morrow Trail connection. | | | x | | | $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. | | x | | | | 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 | | 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 | x | x | x | x | $160,000 | Public Works | General Funds/SPLOST/Grants |
| 2 | Engineering for Lake Harbin Rd. Phase Intersection Improvements @ Lee St. & Lake Harbin Rd.(Bike/Ped.) | | | | x | x | $50,000 | Public Works | General Funds/SPLOST/Grants |
| 3 | Install Citywide Landscaping Improvements. | x | x | x | x | x | $100,000 | Public Works | General Funds/SPLOST/Grants |
| 4 | Review the Recommendations Report of the 2017 Clayton County Comprehensive Transportation Plan.<br>• Compare to past recommendations, including the LCI.<br>• Determine if more detailed local study is necessary.<br>• Locally prioritize recommendations and | | | x | | | Staff | Planning / Public Works | N/A |

CHAPTER 13

# Appendix

# Public Hearings



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come to morrow

CITY OF MORROW, GEORGIA
MAYOR AND CITY COUNCIL MEMBERS

Mayor Jeffrey A. DeTar
Mayor Pro Tem Jeanell Bridges
Councilwoman Rona Penn
Councilman Larry Ferguson
Councilman Christopher Mills

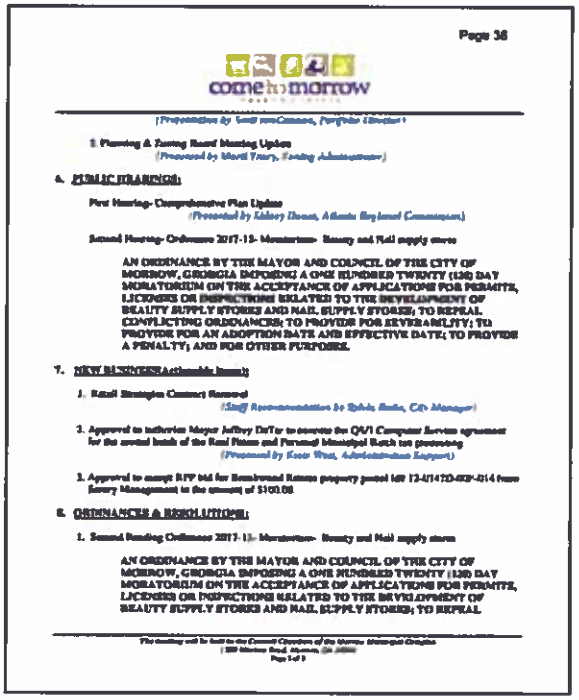
Regular Meeting

September 26, 2017 Agenda 7:30 pm

CALL TO ORDER: Mayor Jeffrey A. DeTar
PLEDGE OF ALLEGIANCE: All
MOMENT OF SILENCE: Mayor Jeffrey A. DeTar

1. ROLL CALL:
2. CONSENT AGENDA:
   1. Approval of September 14, 2017 Special Called Meeting Minutes
   2. Approval of September 14, 2017 Special Called Work Session Minutes
   3. Approval of Attorney Invoice Pfeiffer Dunstan Invoice# 3034, dated August 22, 2017 in the amount of $13,333.13, for the period of July 1- July 31, 2017
3. MEETING AGENDA:
   1. Approval of September 26, 2017 Meeting Agenda
4. PUBLIC COMMENTS ON AGENDA ITEM:
   *Public Comments on Agenda Items are limited to only the discussion of new business items on tonight's Agenda. Please fill out a comment card and turn it into the City Clerk if you wish to make a comment.*
5. PRESENTATION:
   1. Years of Service
      -Paul Hamer 30 years of Service
      - Elton Pass 30 years of Service
      *(Presented by Carl DeMarco, Fire Marshal)*
   2. Retail Strategies Presentation

The meeting will be held in the Council Chambers of the Morrow Municipal Complex
Page 1 of 2



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come to morrow

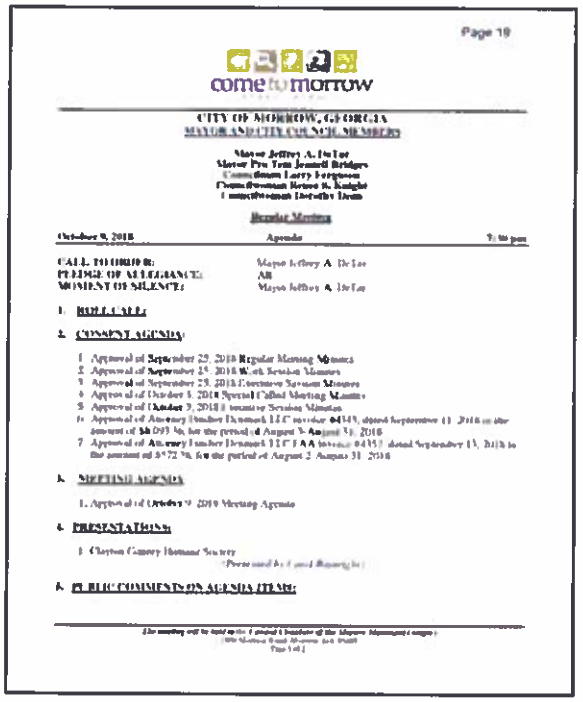
*(Presentation by Scott McCommon, Portfolio Director)*

2. Planning & Zoning Board Meeting Update
   *(Presented by Mark Tracy, Zoning Administrator)*
4. PUBLIC HEARINGS:
   First Hearing- Comprehensive Plan Update
   *(Presented by Sidney Dewar, Atlanta Regional Commission)*
   Second Hearing- Ordinance 2017-13- Moratorium- Beauty and Nail supply stores

   AN ORDINANCE BY THE MAYOR AND COUNCIL OF THE CITY OF MORROW, GEORGIA IMPOSING A ONE HUNDRED TWENTY (120) DAY MORATORIUM ON THE ACCEPTANCE OF APPLICATIONS FOR PERMITS, LICENSES OR INSPECTIONS RELATED TO THE DEVELOPMENT OF BEAUTY SUPPLY STORES AND NAIL SUPPLY STORES; TO REPEAL CONFLICTING ORDINANCES; TO PROVIDE FOR SEVERABILITY; TO PROVIDE FOR AN ADOPTION DATE AND EFFECTIVE DATE; TO PROVIDE A PENALTY; AND FOR OTHER PURPOSES.
7. NEW BUSINESS(Actionable Items):
   1. Retail Strategies Contract Renewal
      *(Staff Recommendation by Eddie Burks, City Manager)*
   2. Approval to authorize Mayor Jeffrey DeTar to execute the QVI Compass Access agreement for the second batch of the Real Estate and Personal Municipal Batch tax processing
      *(Presented by Kasey Wise, Administration Support)*
   3. Approval to accept RFP 366 for Rembrandt Estates property parcel MD 12-0147D-003-014 from Savoy Management in the amount of $100.00
8. ORDINANCES & RESOLUTIONS:
   1. Second Reading Ordinance 2017-13- Moratorium- Beauty and Nail supply stores

      AN ORDINANCE BY THE MAYOR AND COUNCIL OF THE CITY OF MORROW, GEORGIA IMPOSING A ONE HUNDRED TWENTY (120) DAY MORATORIUM ON THE ACCEPTANCE OF APPLICATIONS FOR PERMITS, LICENSES OR INSPECTIONS RELATED TO THE DEVELOPMENT OF BEAUTY SUPPLY STORES AND NAIL SUPPLY STORES; TO REPEAL

The meeting will be held in the Council Chambers of the Morrow Municipal Complex
Page 1 of 2



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come to morrow

CITY OF MORROW, GEORGIA
MAYOR AND CITY COUNCIL MEMBERS

Mayor Jeffrey A. DeTar
Mayor Pro Tem Jeanell Bridges
Councilman Larry Ferguson
Councilwoman Renee N. Knight
Councilwoman Dorothy Davis

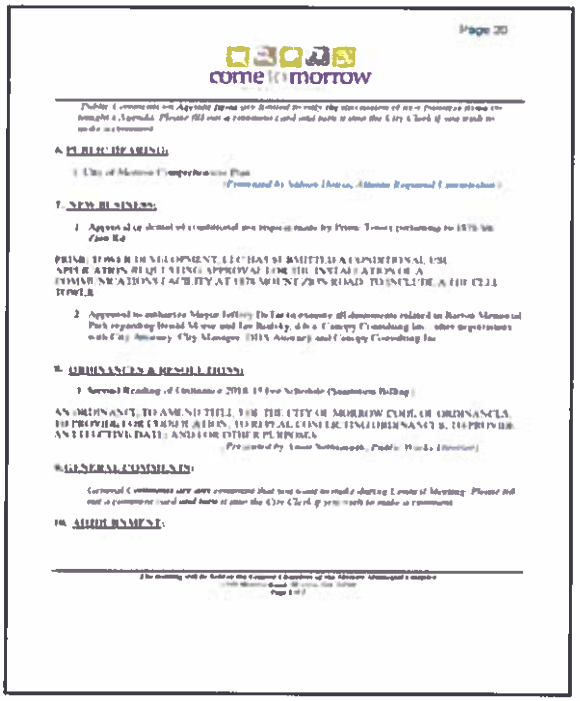
Regular Meeting

October 9, 2018 Agenda 7:30 pm

CALL TO ORDER: Mayor Jeffrey A. DeTar
PLEDGE OF ALLEGIANCE: All
MOMENT OF SILENCE: Mayor Jeffrey A. DeTar

1. ROLL CALL:
2. CONSENT AGENDA:
   1. Approval of September 25, 2018 Regular Meeting Minutes
   2. Approval of September 25, 2018 Work Session Minutes
   3. Approval of September 25, 2018 Executive Session Minutes
   4. Approval of October 1, 2018 Special Called Meeting Minutes
   5. Approval of October 2, 2018 Executive Session Minutes
   6. Approval of Attorney Dunbar Dennard, LLC invoice #4349, dated September 11, 2018 in the amount of $6,093.36, for the period of August 1- August 31, 2018
   7. Approval of Attorney Dunbar Dennard, LLC FAA Invoice #4351 dated September 13, 2018 in the amount of $472.50, for the period of August 1- August 31, 2018
3. MEETING AGENDA:
   1. Approval of October 9, 2018 Meeting Agenda
4. PRESENTATIONS:
   1. Clayton County Humane Society
      *(Presented by Carol Bonnyman)*
5. PUBLIC COMMENTS ON AGENDA ITEMS:

The meeting will be held in the Council Chambers of the Morrow Municipal Complex
Page 1 of 2



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come to morrow

*Public Comments on Agenda Items are limited to only the discussion of new business items on tonight's Agenda. Please fill out a comment card and turn it into the City Clerk if you wish to make a comment.*

6. PUBLIC HEARINGS:
   1. City of Morrow Comprehensive Plan
      *(Presented by Sidney Dewar, Atlanta Regional Commission)*
7. NEW BUSINESS:
   1. Approval of denial of conditional use request made by Prime Tower pursuant to 1978 Mt Zion Rd

   PRIME TOWER DEVELOPMENT, LLC HAS SUBMITTED A CONDITIONAL USE APPLICATION REQUESTING APPROVAL FOR THE INSTALLATION OF A TELECOMMUNICATIONS FACILITY AT 1978 MOUNT ZION ROAD TO INCLUDE A 180 FT. TOWER

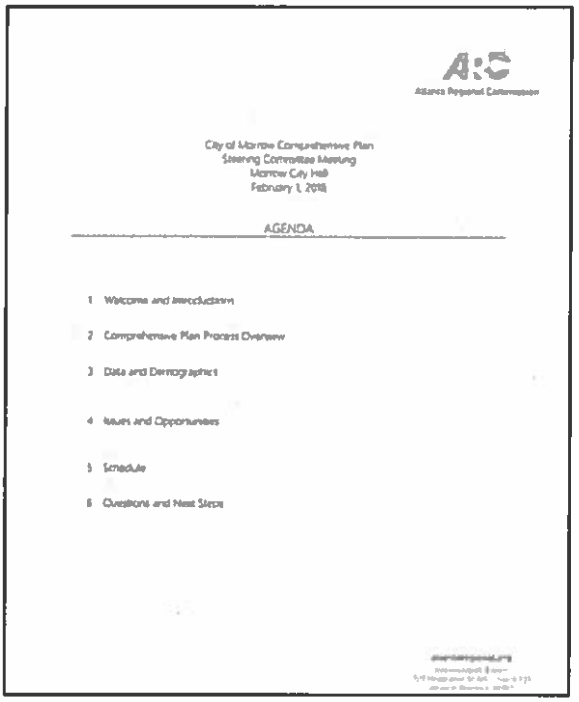
   2. Approval to authorize Mayor Jeffrey DeTar to execute all documents related to Morrow Memorial Park regarding Herald Moore and Lee Realty, d/b/a Century Consulting Inc. other agreements with City Attorney, City Manager, HHS Attorney and County Consulting Inc.
8. ORDINANCES & RESOLUTIONS:
   1. Second Reading of Ordinance 2018-10 (Lee Schedule (Sanitation Rolling)

   AN ORDINANCE, TO AMEND TITLE VIII, THE CITY OF MORROW CODE OF ORDINANCES, TO PROVIDE FOR CODIFICATION, TO REPEAL CONFLICTING ORDINANCES, TO PROVIDE AN EFFECTIVE DATE, AND FOR OTHER PURPOSES.
   *(Presented by Jason Rutherford, Public Works Director)*
9. GENERAL COMMENTS:

   *General Comments are any comments that you want to make during Council Meeting. Please fill out a comment card and turn it into the City Clerk if you wish to make a comment.*
10. ADJOURNMENT:

The meeting will be held in the Council Chambers of the Morrow Municipal Complex
Page 1 of 2

# Steering Committee Agenda /Sign-in Sheets

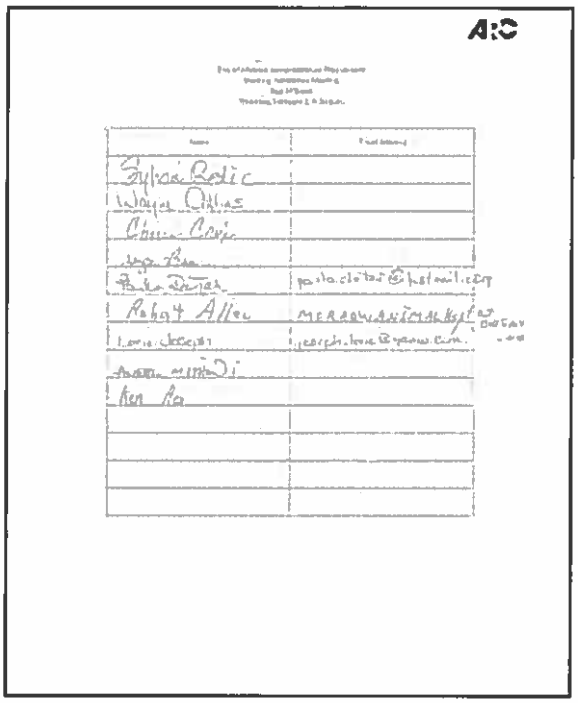


A:C
Alliance Regional Commission

City of Morrow Comprehensive Plan
Steering Committee Meeting
Morrow City Hall
February 1, 2018

AGENDA

1. Welcome and Introductions
2. Comprehensive Plan Process Overview
3. Data and Demographics
4. Issues and Opportunities
5. Schedule
6. Questions and Next Steps



A:C

City of Morrow Comprehensive Plan Update
Steering Committee Meeting
Sign-In Sheet
Thursday, February 1, 6:30 p.m.

| Name | Email Address |
|---|---|
| Sylvia Redic | |
| Wayne Collins | |
| Cherie Cross | |
| Joyce Bean | |
| Paula Detar | paula.detar@hotmail.com |
| Robert Allen | MERROWANIMALHSPT@bellsouth.net |
| Lorie Joseph | joseph.lorie@yahoo.com |
| Anell Mithani | |
| Ken Ra | |
| | |
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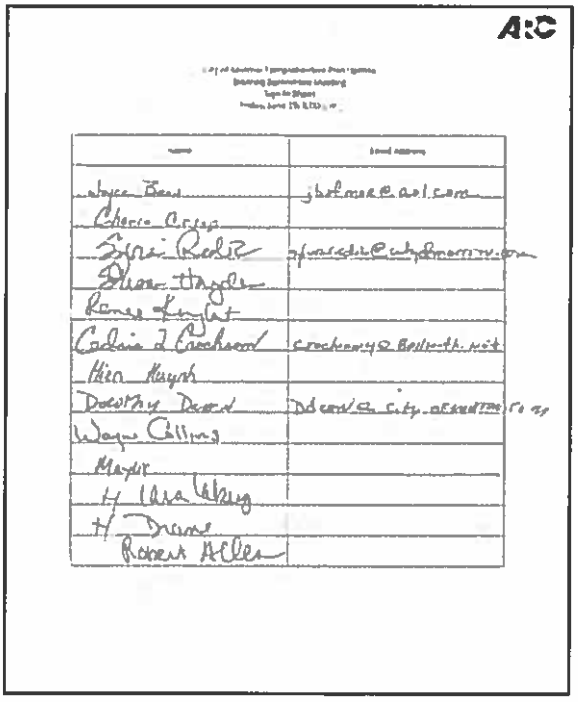
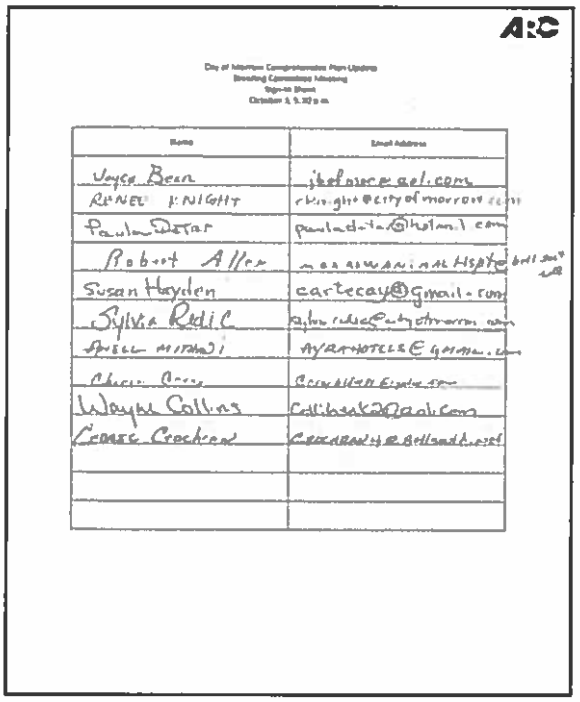


A:C

City of Morrow Comprehensive Plan Update
Steering Committee Meeting
Sign-In Sheet
Friday, June 15, 8:30 a.m.

| Name | Email Address |
|---|---|
| Joyce Bean | jbofmor@aol.com |
| Cherie Cross | |
| Sylvia Redic | sylviaredic@cityofmorrow.com |
| Susan Hayden | |
| Renee Knight | |
| Cedric L Crockrom | crockrom4@bellsouth.net |
| Ken Hayes | |
| Dorothy Dixon | Ddixon@city.ofmorrow.com |
| Wayne Collins | |
| Mayor | |
| H Ira Lakey | |
| H Drane | |
| Robert Allen | |



A:C

City of Morrow Comprehensive Plan Update
Steering Committee Meeting
Sign-In Sheet
October 1, 9:30 a.m.

| Name | Email Address |
|---|---|
| Joyce Bean | jbofmor@aol.com |
| RENEE KNIGHT | rknight@cityofmorrow.com |
| Paula Detar | pauladetar@hotmail.com |
| Robert Allen | MERROWANIMALHSPT@bellsouth.net |
| Susan Hayden | cartecay@gmail.com |
| Sylvia Redic | sylviaredic@cityofmorrow.com |
| ANELL MITHANI | AYRAHOTELS@gmail.com |
| Cherie Cross | CROSSHEAD@yahoo.com |
| Wayne Collins | Collihenk2@aol.com |
| Cedric Crockrom | CROCKROM4@bellsouth.net |
| | |
| | |
| | |

**CF - Police Dept. & 911**

| 2018 Report of Accomplishments | | | | | | | | | Status | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Items from 2018 5 Year P lan | | | | | | | | Completed | Currently Underway | Postponed | Cancelled (no longer within the City of Gaylord's control) | Comments |
| | Items from 2018 5 Year P lan | | | | | | | | Mark "X" in box below and add details in brackets to Comments section | | | | |
| | # Item | 2018 # | 2019 # | 2020 # | 2021 # | 2022 # | Estimated Cost | Requested by (Department/Agency) | Funding Source | Status (Please add completion date) | Priority (1, 2, 3, where 1 = most important) | If cancelled, please explain | If cancelled, please explain |
| 1 | [redacted] | 1 | | | | | $500,000.00 | MPD, 911 | General Fund | | | This item is no longer relevant to this comprehensive plan update. | The City merged 911 services with Otsego County |
| 2 | In-car Camera Systems (1 per year @ $8,000) | 1 | 1 | 1 | 1 | 1 | $5,000 | MPD | General Fund | Completed | | | |
| 3 | [redacted] | 1 | | | | | $1,000,000.00 | MPD | General Fund | | | This item is no longer relevant to this comprehensive plan update. | The City merged 911 services with Otsego County |
| 4 | RMS & Mobile Op Systems Upgrade (Tyler Tech) | 1 | | | | | $50,000 | MPD, Other | General Fund | Complete | | | Complete with Synergetic |
| 5 | RMS & Mobile Op User Fee ($36,000 per year) | 1 | 1 | 1 | 1 | 1 | $180,000.00 | MPD, Other | General Fund | | | This is an ongoing, routine function of government and has been removed from the work program. | |
| 6 | Interdiction 1000 (State Mandated Update) | | 1 | | | | $,000 | MPD | General Fund | Completed | | | |
| 7 | [redacted] | | 1 | | | | $32,000.00 | MPD | General Fund | | | This is an ongoing, routine function of government and has been removed from the work program. | No longer the same vehicles, but did buy a new investigation car |
| 8 | Tazer Upgrade (30 @ $1,000) | | 1 | | | | 30,000 | MPD | General Fund | 1 | | | |
| 9 | Patrol Vehicles (1) | 1 | | | | | $75,000.00 | MPD | General Fund | 1 | | | |
| 10 | Patrol Vehicles (1) | | 1 | | | | $150,000 | MPD | General Fund | 1 | | | |
| 11 | Patrol Vehicles (1) | | | 1 | | | $150,000.00 | MPD | General Fund | 1 | | | |
| 12 | Patrol Vehicles (1) | | | | 1 | | $150,000 | MPD | General Fund | 1 | | | |
| 13 | Patrol Vehicles (1) | | | | | 1 | $150,000.00 | MPD | General Fund | | | This item is no longer relevant to this comprehensive plan update. | |
| 14 | Emergency Equipment Patrol Vehicles (1) | 1 | | | | | 14,000 | MPD | General Fund | 1 | | | |
| 15 | Emergency Equipment Patrol Vehicles (1) | | 1 | | | | $14,000.00 | MPD | General Fund | 1 | | | |
| 16 | Emergency Equipment Patrol Vehicles (1) | | | 1 | | | 20,000 | MPD | General Fund | 1 | | | |
| 17 | Emergency Equipment Patrol Vehicles (1) | | | | 1 | | $14,000.00 | MPD | General Fund | 1 | | | |
| 18 | Emergency Equipment Patrol Vehicles (1) | | | | | 1 | 14,000 | MPD | General Fund | 1 | | | |
| 19 | Patrol Car Computers (1) | 1 | | | | | $2,400.00 | MPD | General Fund | 1 | | | for 10 cars |
| 20 | Patrol Car Computers (1) | | 1 | | | | 2,000 | MPD | General Fund | 1 | | | |
| 21 | Patrol Car Computers (1) | | | 1 | | | 2000 | MPD | General Fund | 1 | | | |
| 22 | Patrol Car Computers (1) | | | | 1 | | 2,000 | MPD | General Fund | 1 | | | |
| 23 | Patrol Car Computers (1) | | | | | 1 | 2000 | MPD | General Fund | | | This is an ongoing, routine function of government and has been removed from the work program. | 2 this year |
| 24 | Admin Services Station Range Vehicle | | 1 | | | | 30,000 | MPD | General Fund | 1 | | | |
| 25 | Station Vehicle for Path System/Patrol | | 1 | | | | $15,000.00 | MPD | General Fund | 1 | | | |
| 26 | New Roof for Police Department Buildings | 1 | | | | | 100,000 | MPD | General Fund | 1 | | | |
| 27 | Firewall Upgrades (State Cert & CALEA) | | 1 | | | | $25,000.00 | Public Works | General Fund | | | This is an ongoing, routine function of government and has been removed from the work program. | |
| 28 | Precinct Video Upgrades | | 1 | | | | 5,000 | MPD | General Fund | 1 | | | |
| 29 | Portable Surveillance System | | | 1 | | | $50,000.00 | MPD | General Fund | | | This is an ongoing, routine function of government and has been removed from the work program. | |
| 30 | Emergency Response Equipment for Officers | | | 1 | | | 30,000 | MPD | General Fund | 1 | | | |
| 31 | Building Separation in Records Lobby | | | 1 | | | $50,000.00 | MPD | General Fund | | | This is an ongoing, routine function of government and has been removed from the work program. | |
| 32 | Department Head Vehicle | | | 1 | | | 35,000 | MPD | General Fund | 1 | | | |
| 33 | Indoor Range Behind 55 | | | | | 1 | $150,000.00 | MPD | General Fund | | | This is an ongoing, routine function of government and has been removed from the work program. | outside budget county - does have otsego county range access |

| 2018 Report of Accomplishments | | | | | | | | | Status | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Items from 2014 CIP/P Plan | | | | | | | Completed | Currently Underway | Postponed | Cancelled / No longer on activity the City of Alpharetta intends to undertake | Comments |
| | Action | 2014 | 2015 | 2016 | 2017 | 2018 | Estimated Cost | Organization Department, if any e.g. | Funding Source | Mark "X" to show the year each activity is scheduled to be undertaken | | | |
| 1 | Replace Medic 1 | | | | X | | $150,000 | Fire | General Funds, Grants | X | | | |
| 2 | Replace Medic 2 | X | | | | | $300,000 | Fire | General Funds, Grants | X | | | |
| 3 | Purchase New Utility Vehicle | | X | | | | $150,000 | Fire | General Funds | X | | | |
| 4 | Remodel Admin. Offices | X | X | | | | $40,000 | Fire | General Funds | | | This is an on-going, routine function of government and has been removed from the work program. | |
| 5 | Re-Surface & seal of Floor at Station #1 Apparatus Floor | | | | X | X | $75,000 | Fire | General Funds | | | This is an on-going, routine function of government and has been removed from the work program. | |
| 6 | Replace Battalion/Command Vehicle | | | | | X | $60,000 | Fire | General Funds | X | | | |
| 7 | Replace Fire Staff Vehicle | X | | | | X | $60,000 | Fire | General Funds | X | | | |
| 8 | Replace Heart Monitors | X | | | | | $80,000 | Fire | General Funds | X | | | |
| 9 | Replace Fire Staff Vehicle | X | | | | | $45,000 | Fire | General Funds | X | | | |
| 10 | Purchase New 107' Platform Truck | | | X | | | $1,200,000 | Fire | General Funds, SPLOST | | | This is an on-going, routine function of government and has been removed from the work program. | |
| 11 | Replace Self Contained Breathing Apparatus | | X | | | | $75,000 | Fire | General Funds | X | | | |
| 12 | Conduct Street Resurfacing (Multiple City Streets) | X | X | X | X | X | $500,000 | Public Works | General Funds, GDOT, SPLOST | | | This is an on-going, routine function of government and has been removed from the work program. | |
| 13 | Replace Public Works Vehicle and Equipment | | | | | X | $450,000 | Public Works | General Funds | | | This is an on-going, routine function of government and has been removed from the work program. | |
| 14 | Bethel Park & Barton Park Phase Build Out | | X | | | | $0.4M | Public Works | General Funds, Grants, SPLOST | | X | | Most have finished, as some parts were completed and some parts have started and will be completed late. |
| 15 | Phase III - Hunter's Creek Trail Extension | X | X | | | | $600,000 | Public Works | General Funds/Grants | | X | | Expected completion in 2020. |
| 16 | Trail Tie-in to Rogers Nature Preserve | X | | | | | $200,000 | Public Works | Federal Grants | X | | | |
| 17 | Design & Install Signal Upgrades (Mt. Vern Rd. @ Southview Parkway | X | X | X | X | X | $400,000 | Public Works | General Funds/SPLOST/Grants | | | This is an on-going, routine function of government and has been removed from the work program. | waiting on the county, 2 involves county jurisdiction and right of way |
| 18 | Design & Install Signal Upgrades (Mt. Vern Rd. @ Meadowbrook Ln | X | X | X | X | X | $400,000 | Public Works | General Funds/SPLOST/Grants | | | This is an on-going, routine function of government and has been removed from the work program. | on hold at this time |
| 19 | New Signal and Design Modification (Lake Horton Rd. & Murphy Dr | X | X | X | X | X | $400,000 | Public Works | General Funds/SPLOST/Grants | | | X | This intersection is of particular interest and has emerged as a critical priority. Will be moved to 2021 CIP |
| 20 | Engineering for Multi-Modal Improvements (Log S. & Barton Rd.) | | | | X | X | $150,000 | Public Works | General Funds/SPLOST/Grants | | | X | No longer in discovery/budget |
| 21 | Engineering for Lake Horton Rd. Phase Intersection Improvements @ Log St. & Lake Horton Rd.(Site/Ped.) | | | | X | X | $150,000 | Public Works | General Funds/SPLOST/Grants | | | X | All a part of the new critical priority as mentioned above |
| 22 | Install Citywide Landscaping Improvements | X | X | X | X | X | $300,000 | Public Works | General Funds/SPLOST/Grants | | X | | Developer landscaping complete, trash pocket repainted, new landscaping for replacement markers underway. Will be moved to 2019 CIP |
| 23 | Purchase Landscaping Design Services | X | X | X | X | X | $50,000 | Consultant, Public Works | General Funds/SPLOST/Grants | | | X | No longer a part of the plan - doing landscaping in house |
| 24 | Conduct Feasibility Transit Study | X | X | X | X | X | $30,000 | Consultant, Public Works, Fire | SPLOST, Grants, Private | | | X | No longer planned, working with County and MARTA for transit plans. |
| 25 | I-75 Jonesboro Road Interchange Landscaping | X | | | | | $14,000 | Consultant, Public Works | GDOT, General Funds | X | | | |

**Economic Development & Land Use**

| 2018 Report of Accomplishments | | | | | | | | | | Status | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | Completed | Currently Underway | Postponed | Not Accomplished (No longer an activity the City of Monroe intends to accomplish) | Comments |
| | | Name from 2018 CWP Plan | | | | | | | | Mark "X" in the below and add details on the Report to Community Section | | | | |
| | Action | 2014 | 2015 | 2016 | 2017 | 2018 | Estimated Cost | Responsible Department/Agency | Funding Source | Status | Projected Completion Date | Reflect Amount of Postponed | Expenditure | |
| 1 | Create One-Stop Shop – Ordinance Review, Zoning, Permitting, Plan Review, Licensing, Inspection | | | X | | | Staff | Planning, Economic Development | General Funds | X | | | | |
| 2 | Detail redevelopment plans for targeted areas including incentive programs | X | X | | | | Staff | Planning, Economic Development | General Funds | | | X | | Many big changes with the elections over the past 8 years, need strategic planning and comp plan completion to move onto to the initiative. Will be moved to 2018 CWP |
| 3 | Research visible ways to rehabilit the Sealtable Mall Area | X | X | X | X | X | Staff | Planning, Economic Development | General Funds | | X | | | For many years, Monroe worked to contain a new/improved/renovated mall without rebuilding the mall. We must always be reasonable to the owners of the property before setting out to redefine the property, even if it means we don't agree, we should work with the land owners through the process. Soon has now announced its closure, that leaves only one retail anchor, we will work with Soon, the Mall, DCA, and the Mayor and Council/Planning and Zoning Board to chart and direct what can work for the next iteration of the spaces at the mall. Will be moved to 2018 CWP |
| 4 | Create incentive programs for new builders to spark new development | X | X | X | X | X | Staff | Planning, Economic Development | General Funds | | X | | | Incentives are the inescapable conversation. We have worked with the County to understand how incentives can best be used and we have offered incentives to a major restaurant developer and hopefully will enjoy the fruits of that labor. Will be moved to 2018 CWP |
| 5 | Create design guidelines for the Sealtable Mall & Mixed Use LCI | X | X | | | | Staff | Planning, Economic Development | General Funds | | X | | | We have changed CURB being to mixed use - they were simply too similar to be different zoning districts. The plan for what could happen around the mall is part of what the comp plan is exploring. Will be moved to 2018 CWP |
| 6 | Cultivate Intergovernmental & Business Community Coordination | X | X | X | X | X | Staff | Planning, Economic Development | General Funds | | X | | | Working to develop business relationships through DMO with merchant meetings, sponsorships, relationship building, information sharing, etc. |
| 7 | Coordinate with Clayton County Economic Development on EO Strategy | X | X | X | X | X | Staff | Planning, Economic Development, Consultant | General Funds | X | X | | | Complete - Worked for three years with school system, county, and other cities to resolve FAA fuel tax issue. Ongoing and underway - work closely with Clayton County Film Office, consult contact with county and other cities for all projects. |
| 8 | Conduct a Full Comprehensive Plan | | | | X | | 50000 | Planning-Economic Development/ Consultant | General Funds | X | | | | |
| 9 | Complete Zoning/Development Ordinance review to coordinate with Comprehensive Plan | X | X | | | | Staff | P-ED/City Manager | General Funds | | X | | | Zoning is always on our radar. We have made incremental decisions and will wait for a comprehensive change (if needed) until after the comp plan. Will be moved to 2018 CWP |
| 10 | Conduct a Full Comprehensive Plan for the City of Monroe | | | X | X | X | 50000 | P-ED Staff | General Funds | | X | | | |