



come to morrow  
MORROW, GEORGIA

# City of Morrow

Comprehensive Plan 2018



# Why Plan?



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## GAIN PUBLIC INPUT

Allow citizens to voice concerns and hopes for the future of the city

## PRIORITIZE

Work to determine realistic guidelines to implement goals and incorporate citizen input into the city plan

## SET GOALS

Determine future goals and establish actions to work toward those goals

# 2012 DCA RULE CHANGES



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**REQUIRED  
for all**

COMMUNITY  
GOALS

NEEDS &  
OPPORTUNITIES

COMMUNITY  
WORK PROGRAM

**REQUIRED for some  
communities**

CAPITAL  
IMPROVEMENTS  
ELEMENT

LAND USE

ECONOMIC  
DEVELOPMENT

TRANSPORTATION

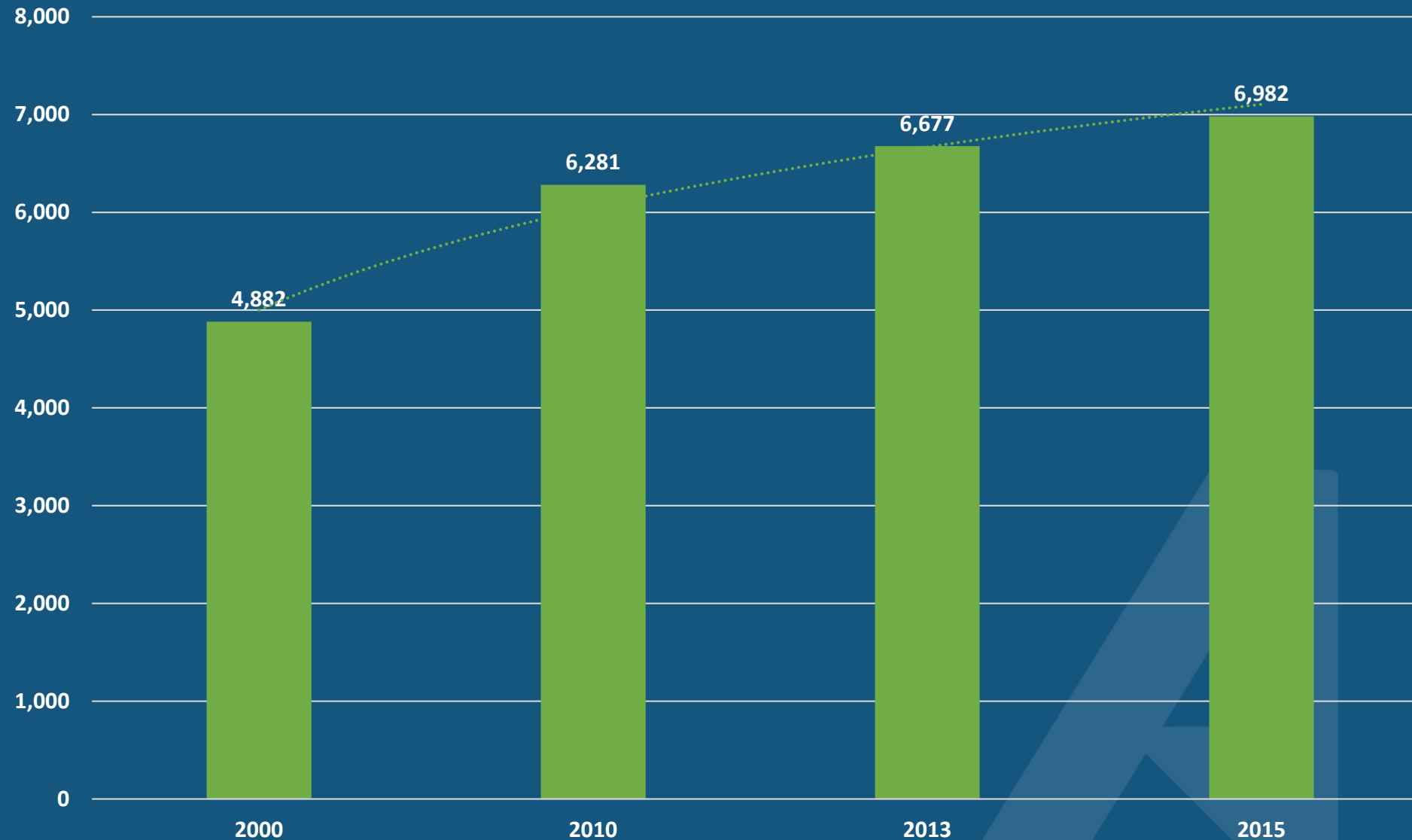
HOUSING

# Population Change



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## Morrow Population



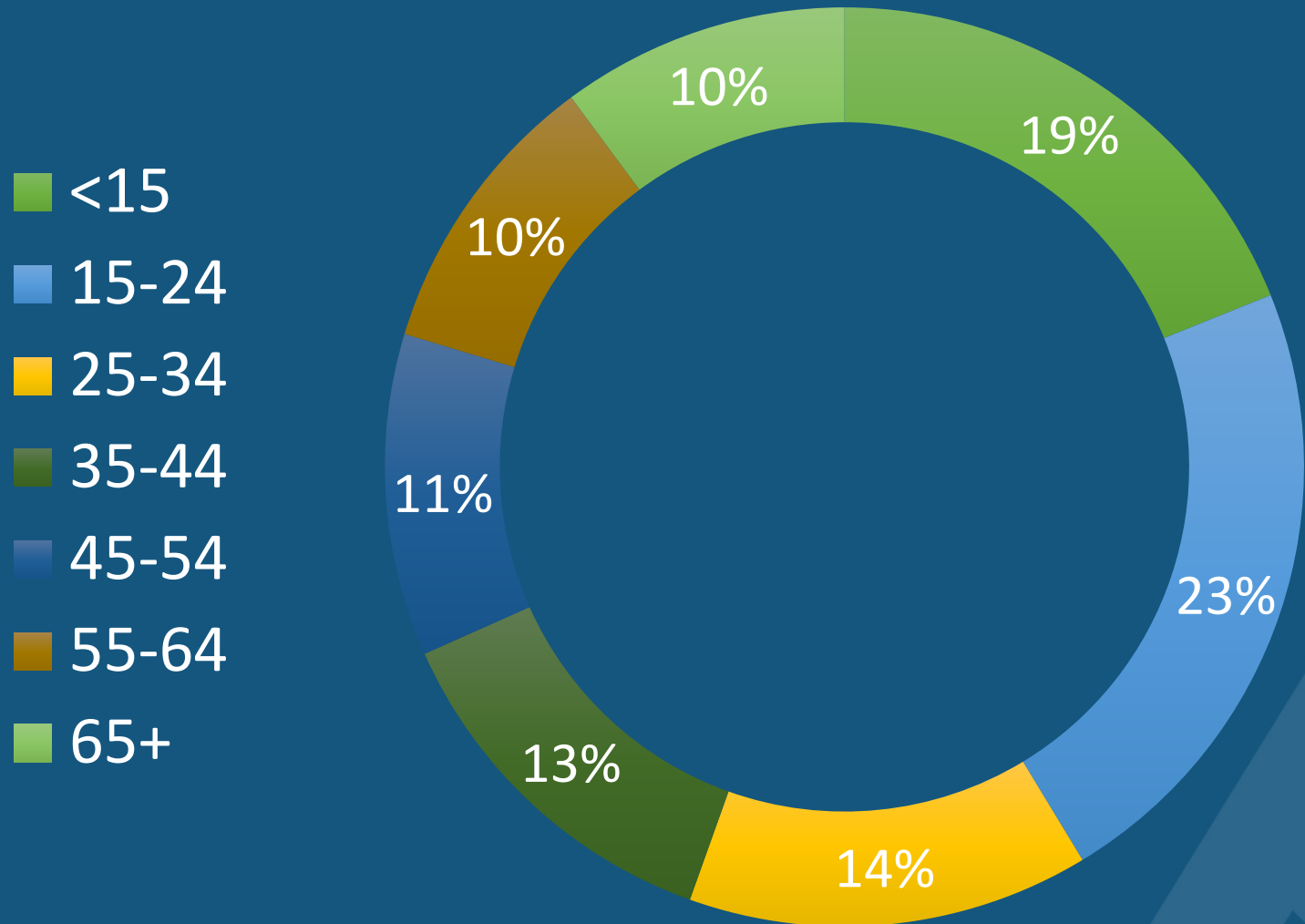
Population has increased steadily since 2000. The population increase has leveled out and is increasing more slowly in recent years.

Data Source: U.S. Census American Factfinder (2000, 2010) American Communities Survey (2014).

# Age Distribution 2010



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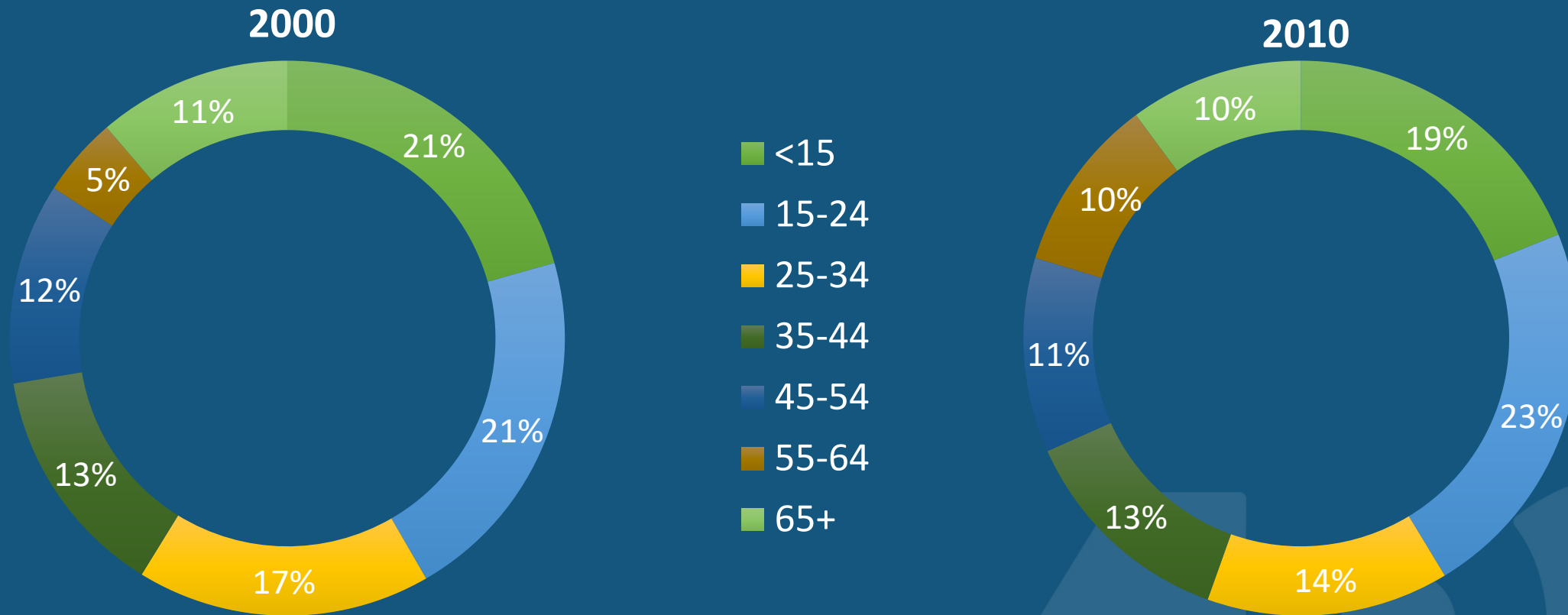
The City of Morrow has a relatively equal age distribution across all age groups. Age group 65+ makes up the smallest proportion of the total population, while the age group 15-24 has a majority in total population percentage.

Data Source: US Census Bureau 2010 Census Data

# Age Distribution



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From 2000 to 2010, the distribution of age ranges has equaled out. In 2000, about one-fifth of the population was under 15. This percentage decreased from 2000 to 2010. Additionally, the percentage of the population from 55-64 has increased from 2000 to 2010.

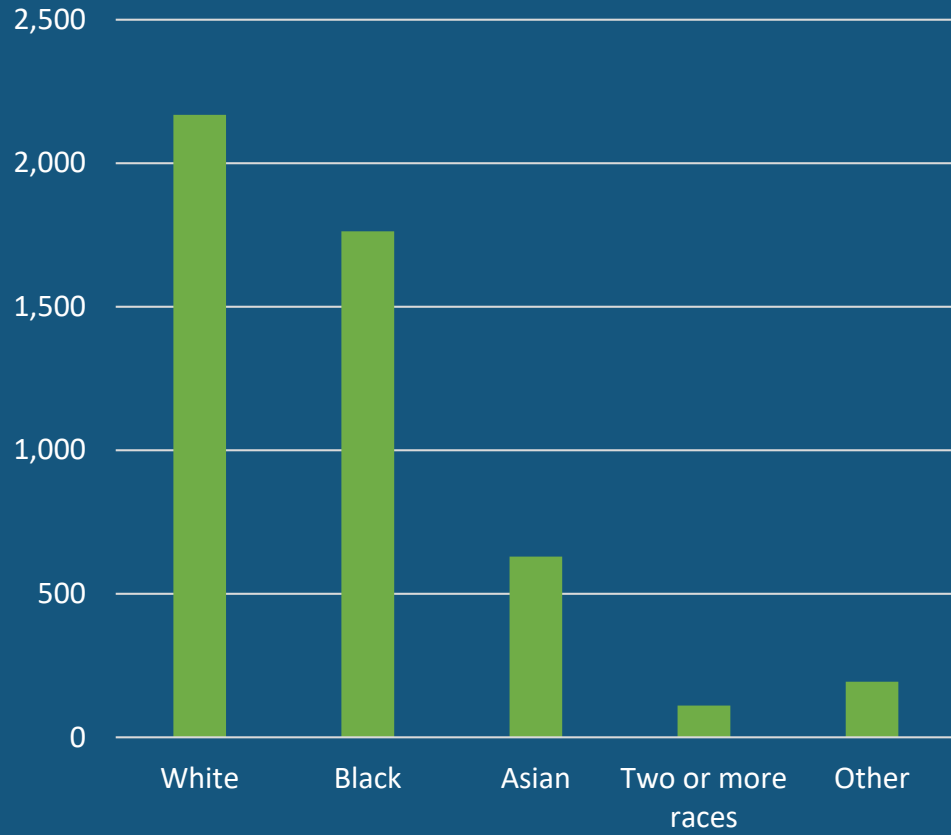
Data Source: US 2000 and 2010 Census Data

# Race Distribution 2015

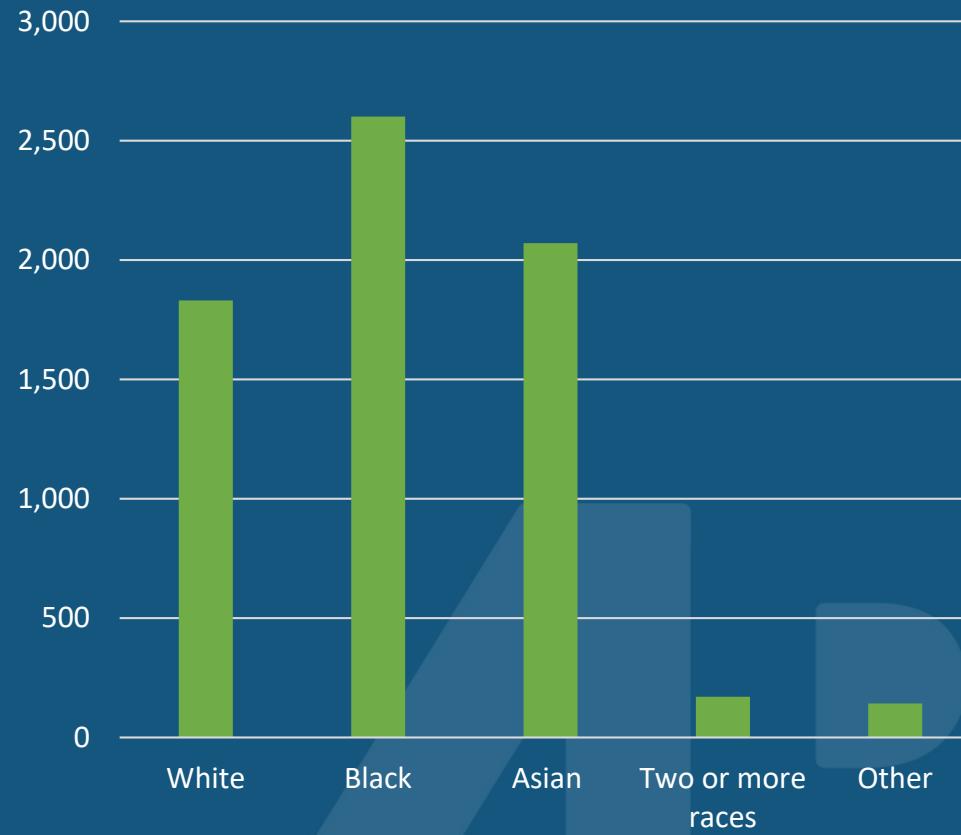


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## 2000



## 2015

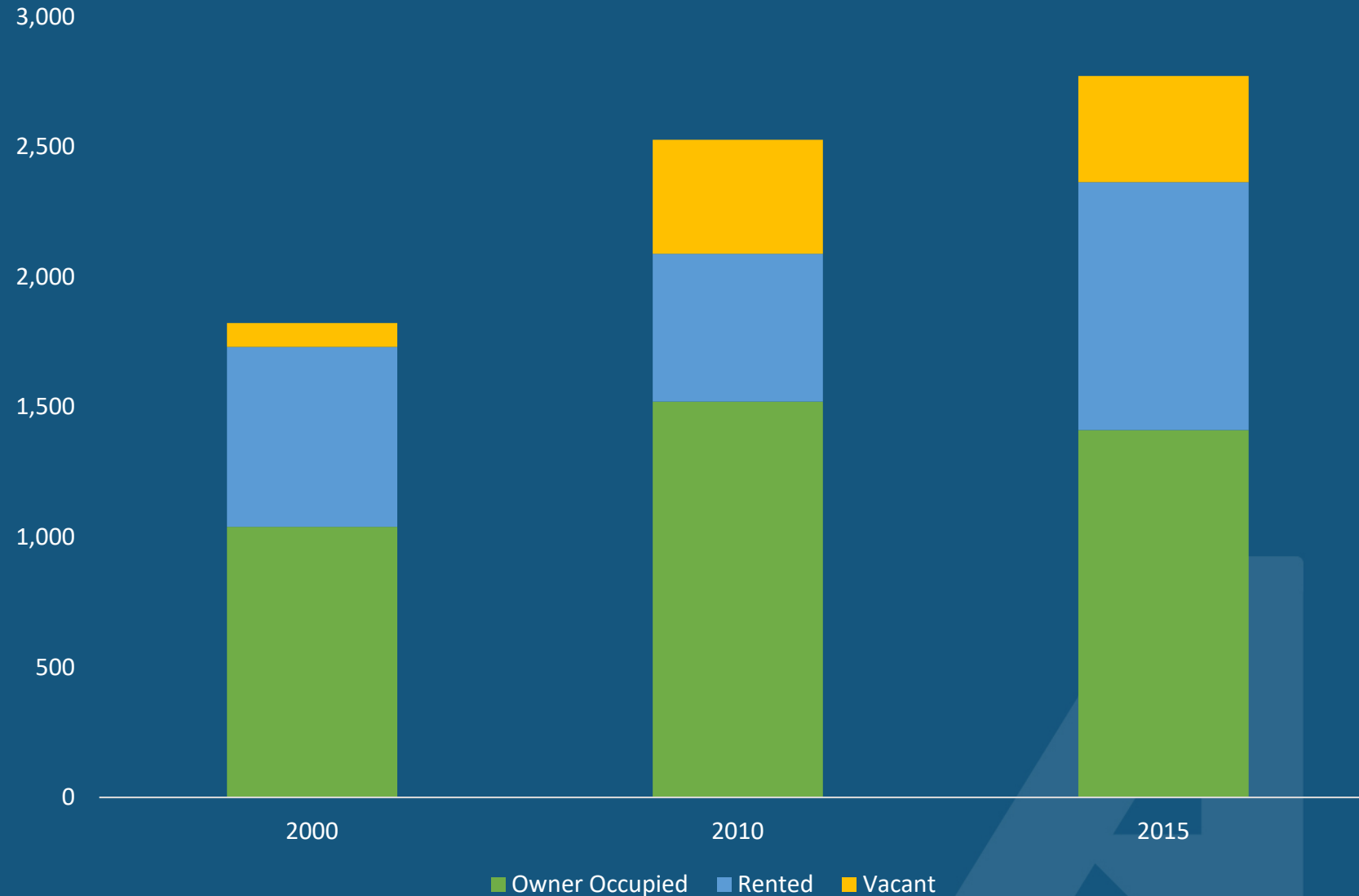


Source: U.S. Census American FactFinder  
Profile of General Population and  
Housing Characteristics: 2010

# Housing Trends



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The majority of homes in Morrow are owner occupied. The percentage of renters has steadily increased from 2000 to 2015.

The percentage of vacant homes increased from 2010 to 2015, but increased significantly from 2000 to 2010.

Source: U.S. Census American FactFinder

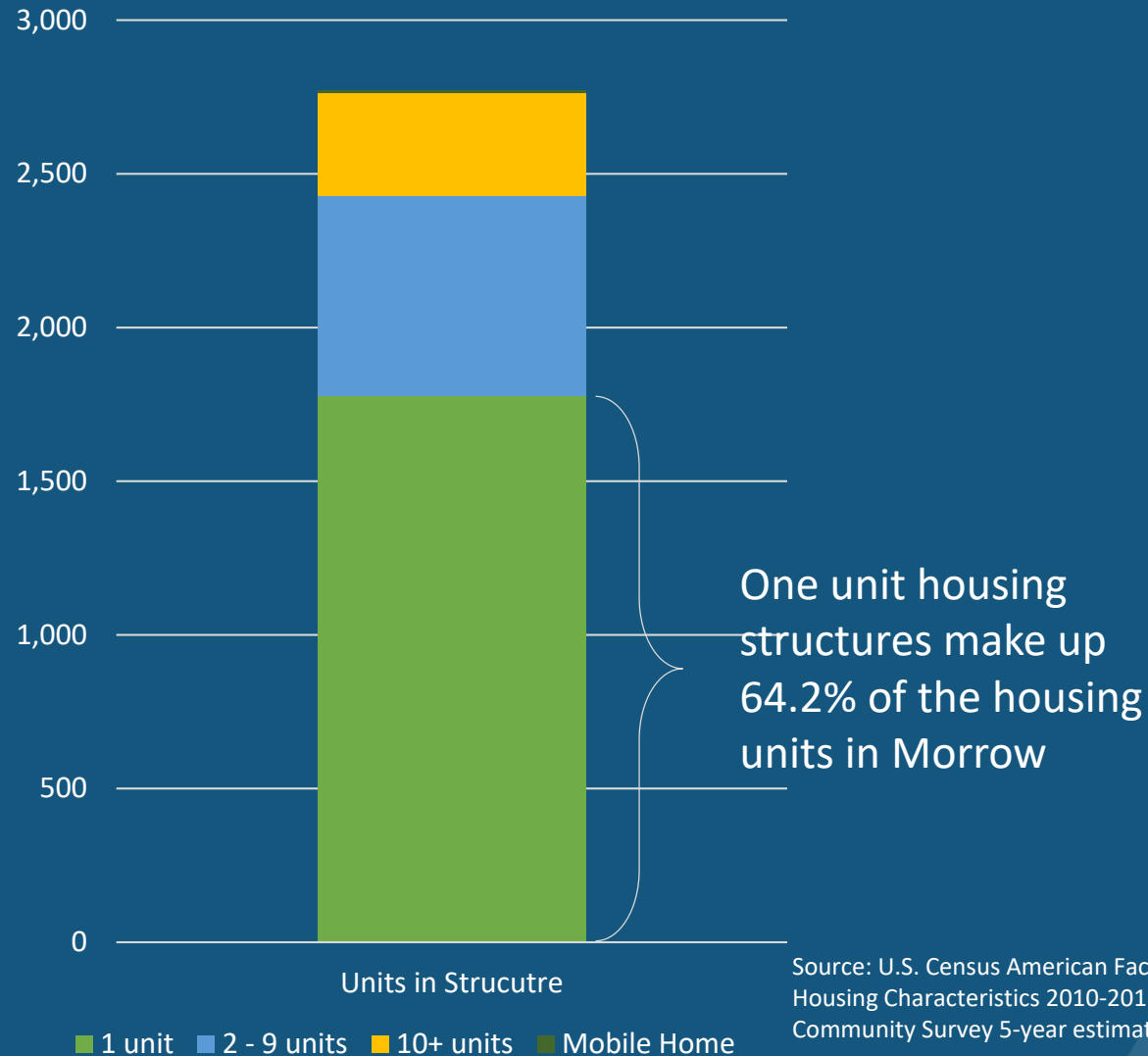


# Housing Characteristics 2015



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## Single Family and Multifamily Distribution



Source: U.S. Census American FactFinder Selected Housing Characteristics 2010-2015 American Community Survey 5-year estimates

# Housing Expenditures



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Selected Monthly  
Owner Costs  
2015

\$1,296/mo

Median Home Value  
2015

\$86,700

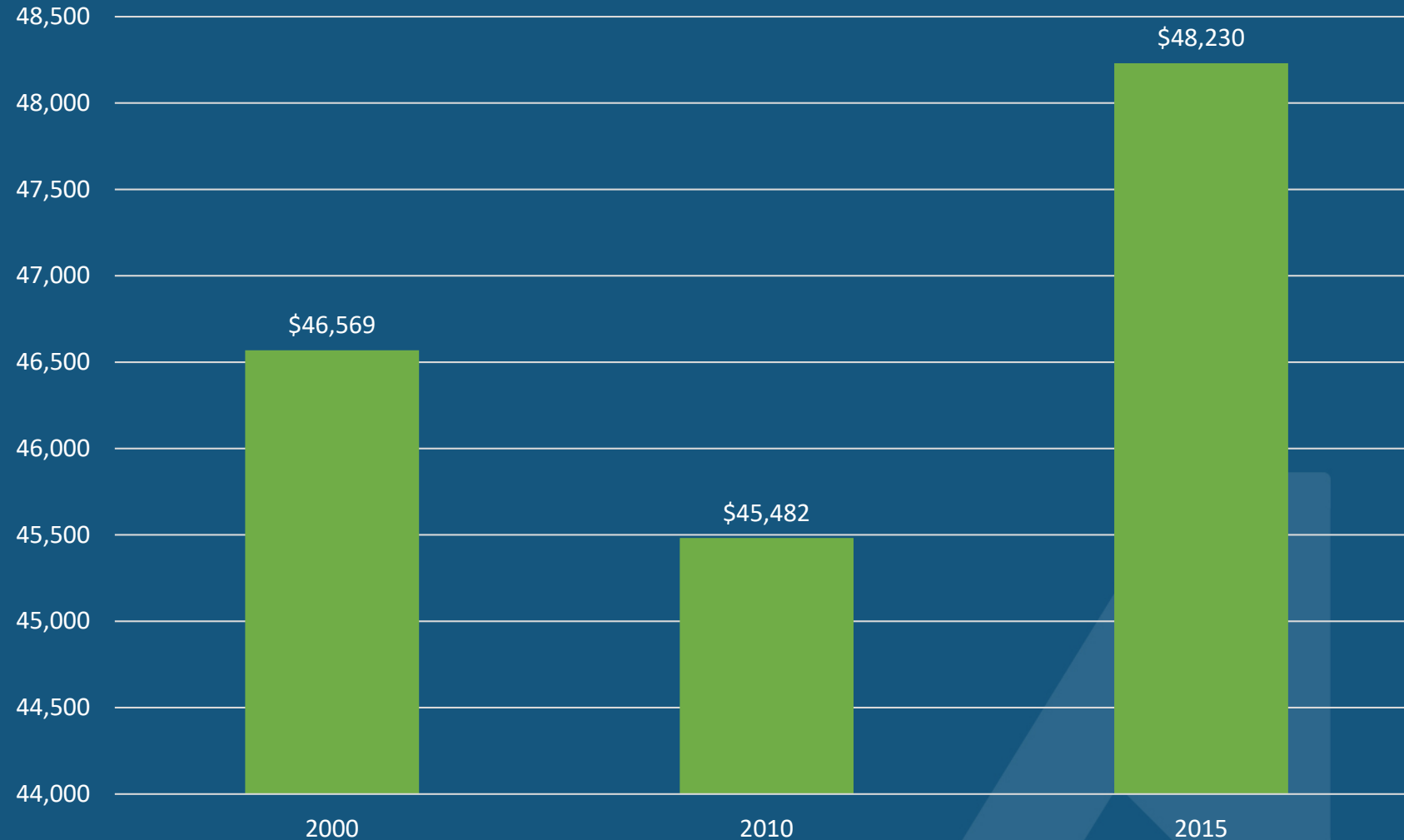
Median Rent  
2015

\$849/mo

# Area Median Income



## Median Household Income



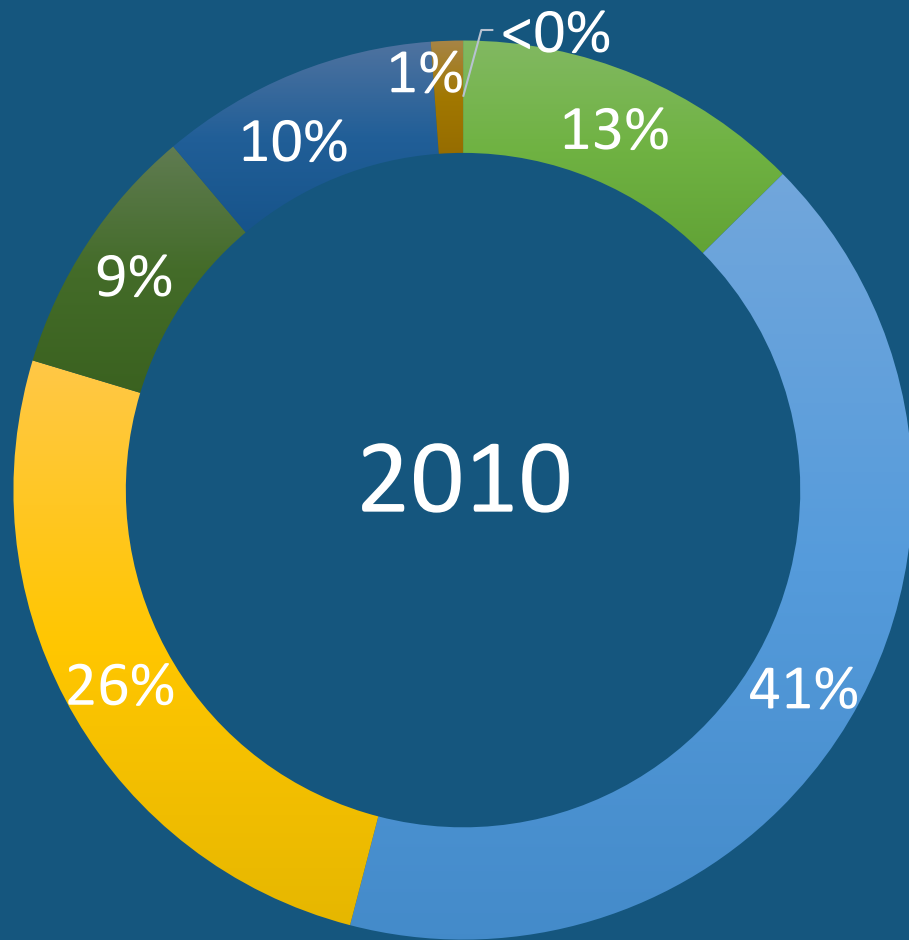
Median household incomes have fluctuated in recent years. Median Income has slightly decreased from 2000 to 2010, then increased from 2010 to 2015.

Source: 2010 2015 data- US Census American Fact Finder ACS 2010 Selected Economic Characteristics. 2020 Estimate ESRI Business Analyst Demographic and income Profile

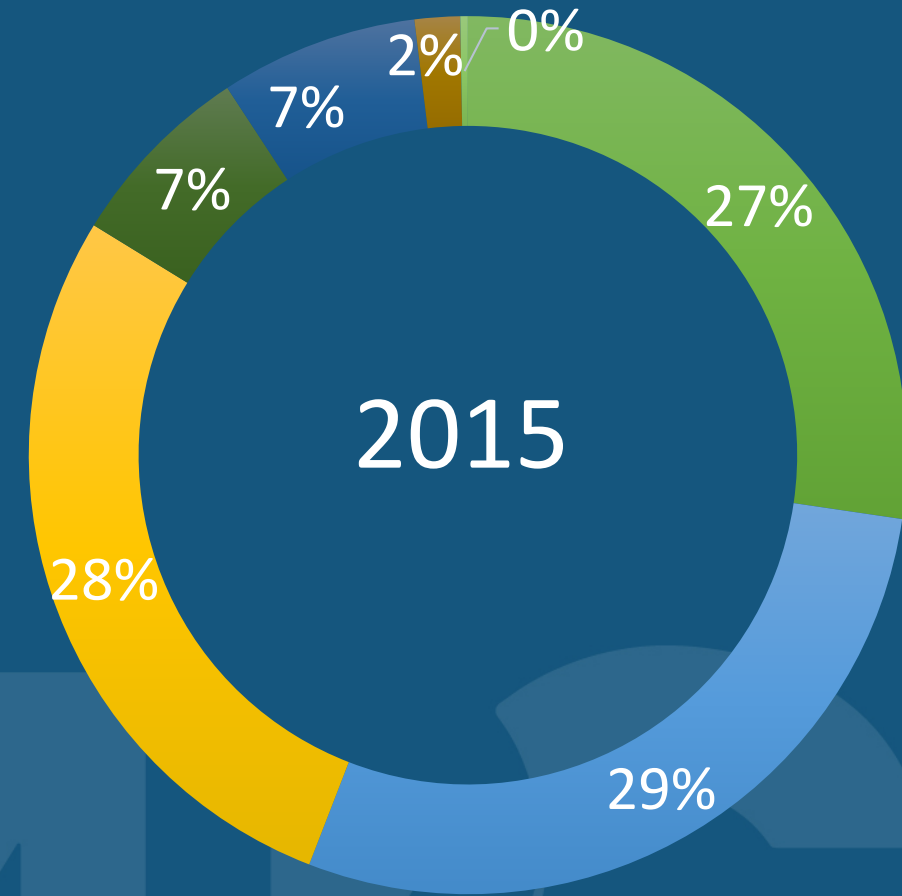
# Income Distribution 2015



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- <\$25,000
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999
- \$200,000+



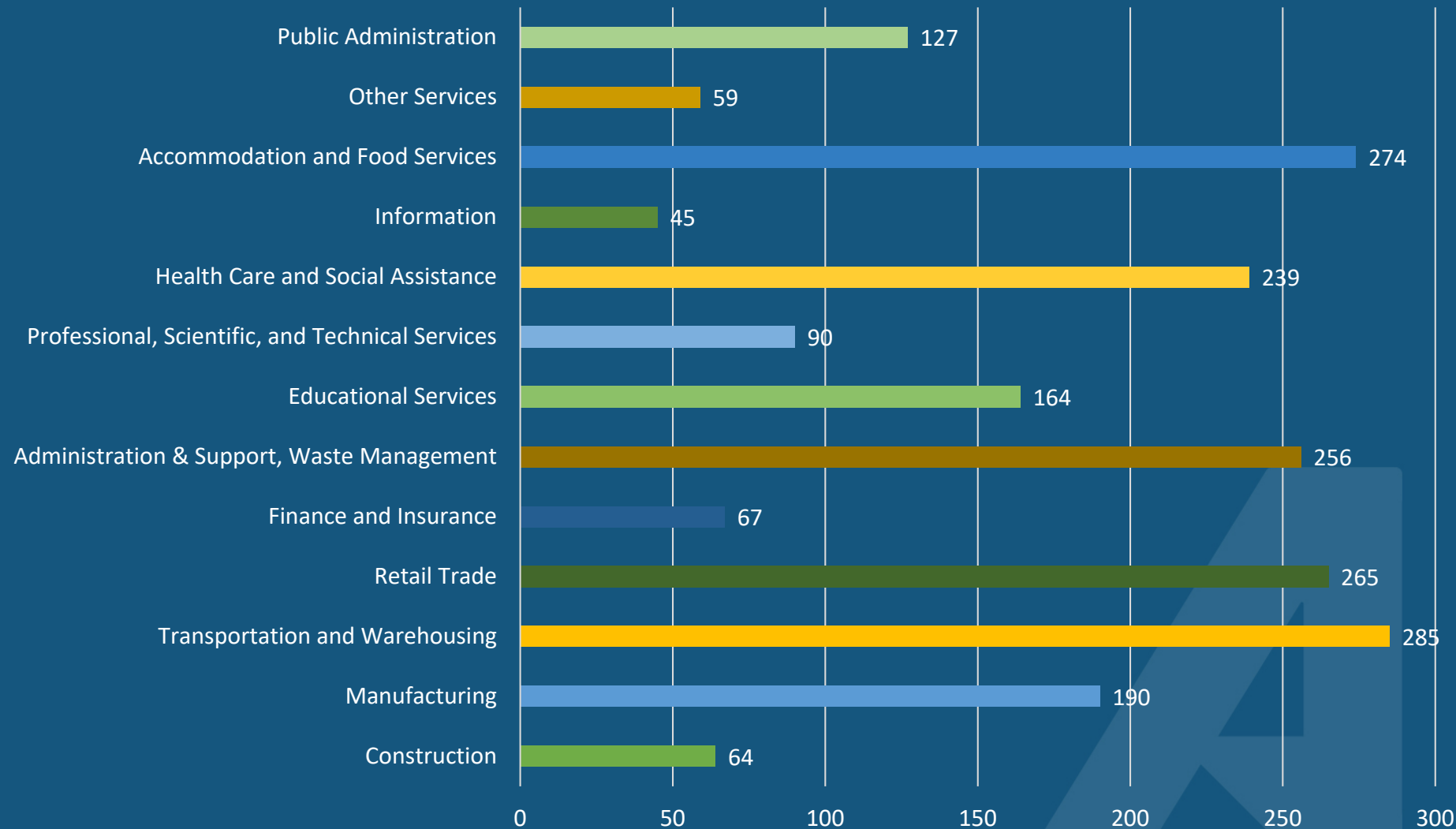
The percentage of incomes under \$25,000 has increased from 2010 to 2015. Additionally, the percentage of incomes in the range \$25,000-\$49,999 has decreased from 2010 to 2015.

# RAC Employment Industries



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## What Jobs do Morrow Residents Do?



Resident Area Characteristics (RAC) describe the industry that residents of a certain area work in for a living. The vast majority of residents work in Accommodation and Food Services, Transportation and Warehousing, and Retail Trade.

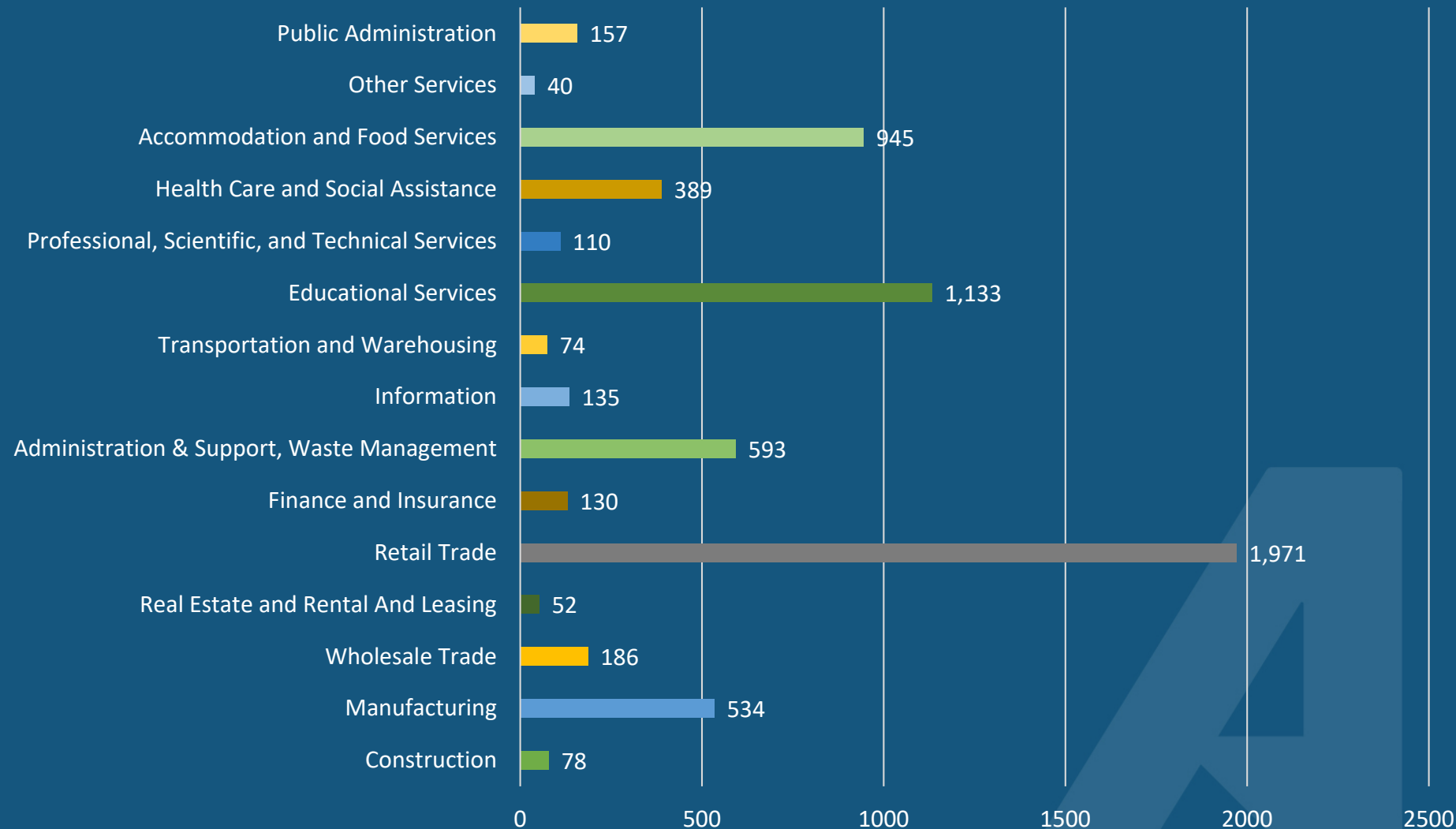
Source: US Census Bureau, Census on the Map Resident Area Profile Analysis, 2014.

# WAC Employment Industries



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## What Jobs are available in the City of Morrow?



Workplace Area Characteristics (WAC) describe the jobs that are available within a given study area. The City of Morrow has a variety of job sectors, with the most popular ones being Retail Trade, Educational Services, and Accommodation and Food Services.

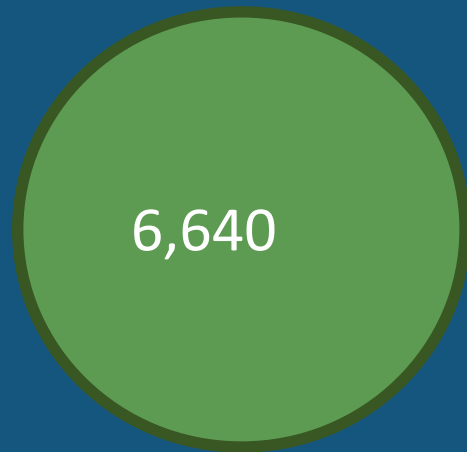
Source: US Census Bureau, Census on the Map Resident Area Profile Analysis 2014

# Work Employment

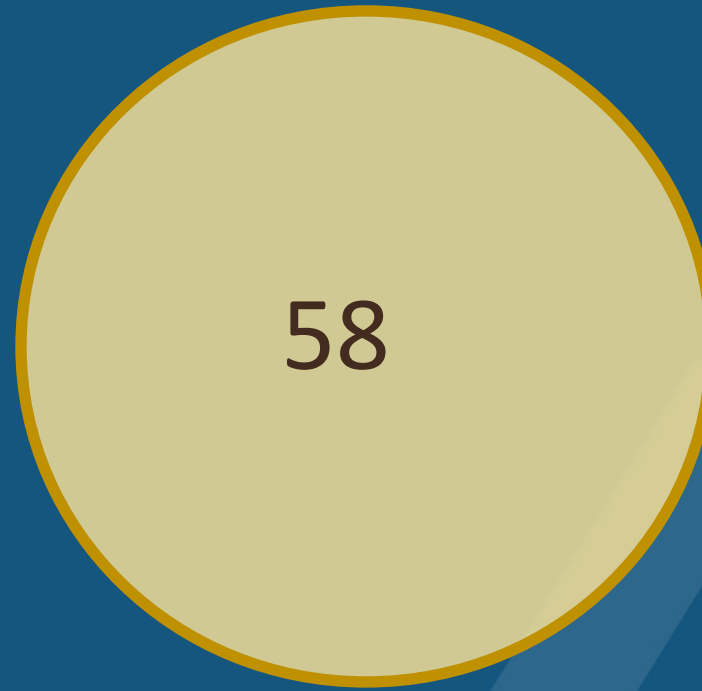


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Commute In



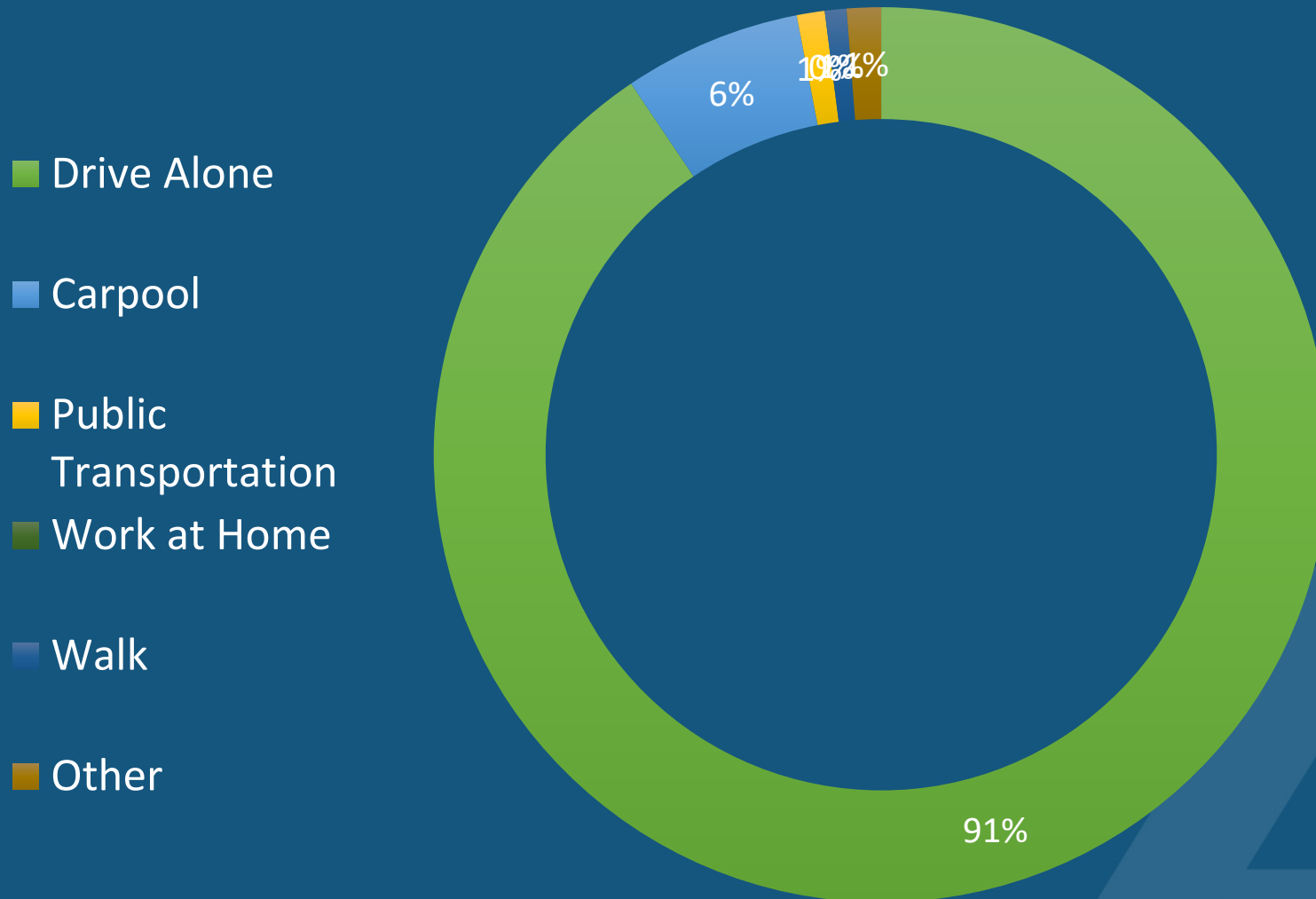
Live and Work in the  
City of Morrow



Commute Out



# Mode of Transportation



91% of people drive a single occupancy vehicle to and from work every day. Of the remaining 9%, 6% carpool. The other 3% take public transportation, walk, work at home or use another mode.

Source: 2014 data- US Census American Fact Finder ACS 2014 Selected Economic Characteristics



# Distance Traveled to Work



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8.6% Travel 50+ Miles

15.9% Travel 25-50 Miles

38.8% Travel 10-24 Miles

36.7% Travel < 10 Miles



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# Questions?

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ARC



## Metro Atlanta Speaks Clayton County Economy

- 21.6% of Clayton County respondents would not be able to cover a \$400 emergency
- 20.3% of respondents skipped meals or reduced portions because of lack of money





# Metro Atlanta Speaks Clayton County Community

- Clayton County respondents are most likely to say that crime is the #1 issue facing metro Atlanta
- 33% of Clayton County respondents Disagreed or Strongly Disagreed with the statement that people are willing to help their neighbors (highest percent in the region)
- 38.5% of Clayton County respondents say they are not at all involved in their community (tied for highest percent in the region)
- 30.6% of Clayton County respondents rate public education as poor (highest in the region)



# Metro Atlanta Speaks Clayton County Looking Ahead

- 34.3% of Clayton County respondents believe things will be better in 3-4 years (third highest in the region)
- 68.2% of Clayton County respondents are Satisfied or Very Satisfied with Arts and Culture Opportunities in the Community
- 63.5% of Clayton County respondents Agree or Strongly Agree that there is Access to Recreation and Cultural Facilities
- 51.2% of Clayton County respondents Agree or Strongly Agree that there are Shopping Opportunities within easy walking distance to my neighborhood



# Metro Atlanta Speaks Clayton County Transit

- 81% of Clayton County respondents say public transit is very important to the region
- Clayton County respondents are most likely to indicate expanding public transit is the best long term fix to traffic problems
- Clayton County respondents are more likely to be willing to pay more in taxes to fund expanded transit





<p align="center"><b>City of Morrow Comprehensive Plan Proposed Schedule</b></p>	<p align="center">City Council Meeting - <b>Kick off</b></p>	<p align="center">Steering Committee</p>	<p align="center">Public Open House <b>Issue Identification</b></p>	<p align="center">Steering Committee</p>	<p align="center">Public Open House <b>Issue Refinement &amp; Land Use</b></p>	<p align="center">Steering Committee</p>	<p align="center">Public Open House <b>Draft Review - Goals/WP/Land Use</b></p>	<p align="center"><b>Transmittal</b></p>	<p align="center">DCA Review</p>	<p align="center">City Council Meeting - <b>Adoption</b></p>
<p align="center"><b>2017</b></p>										
<p>September</p>										
<p align="center">Tuesday, September 26</p>										
<p>October - December</p>										
<p align="center"><b>2018</b></p>										
<p>January - March</p>										
<p>April</p>										
<p>May</p>										
<p>June</p>										
<p>July</p>										
<p>August</p>										
<p>September - October</p>										
<p>October</p>										
<p align="center"><b>October 31</b></p>	<p align="center"><b>Deadline for Adoption</b></p>									