

INTRODUCTION

The City of Conyers was incorporated in 1854 and began to exhibit rapid urbanization in the 1960's when Interstate 20 was completed. As a part of the Atlanta Metropolitan Region the City has experienced the type of growth and diversity that could be expected within the largest metropolitan area in the southeast.

Development within the City has occurred not only within the original corporate limits but has, over the past several decades followed major thoroughfare corridors such as I-20, West Avenue, and GA Highway 138/20. In recent years, the Olde Town area, which is the original central business district, has been revitalized to accommodate new retail shops, offices, and restaurants. These improvements have turned the historic part of the City into a pedestrian-friendly area. In June of 2001 the City completed a Livable Centers Initiative plan for four separate and distinct activity centers. This plan focused on recommending improvements that reflected smart growth principles, and incorporated provisions for mixed-use projects, pedestrian improvements, modifications to the thoroughfare system to facilitate traffic flow and pedestrian-vehicular linkages between activity centers.

THE COMPREHENSIVE PLAN

The City of Conyers Comprehensive Plan (the Plan) was prepared in accordance with the Minimum Standards and Procedures for Local Comprehensive Planning as established by the Georgia Department of Community Affairs. The Plan has a 20-year framework and addresses local demographics, economic development, land use, natural and historic resources, community facilities, and housing. As adopted, this Plan shall serve as the City's guideline for the decision-making process relating to zoning, land development, transportation system improvements and the provision of facilities to meet other community facilities and infrastructure needs.

The planning area covered by this Plan includes all of the incorporated land area within the present legal limits of the City of Conyers.

THE PLANNING PROCESS

Development of the Plan involved a three-step planning process:

- Inventory and Assessment – A data inventory is prepared and appropriate forecasts and projections are made. This provides elected officials with a factual basis for making informed decisions relative to development issues.
- Statement of Needs and Goals – This statement summarizes the conclusions reached during the inventory and assessment phase

of the planning process. Goals are prepared which express the City's common desires and the vision for the future, and are intended to maximize planning opportunities throughout the community.

- Implementation Strategy – Strategies are developed for the appropriate plan elements that will guide the implementation process throughout the 20-year Plan timeframe. Included within the strategies is the preparation/updating of the City's five-year Short-Term Work Program, which includes initiatives, programs, capital improvements, and administrative measures to facilitate Plan implementation.

This three-step planning process was applied where applicable in addressing each of the following required comprehensive plan elements:

- Population Element
- Economic Element
- Natural and Historic Resources Element
- Community Facilities and Services Element
- Housing Element
- Land Use Element
- Short Term Work Program

PROCEDURAL STANDARDS

In order to retain "Qualified Local Government" status the Plan was prepared in accordance with the Minimum Procedural Standards set forth by the Department of Community Affairs. These standards set forth procedures for public input to the planning process, Plan submittal and agency review measures, and formal adoption by the governing body of the City of Conyers.

These standards require that the City hold a minimum of two public hearings, one at the outset of the planning process to secure public input, and the second to present the draft of the Comprehensive Plan to the public and to elected officials. It is the intent of the initial public hearing to provide information to the public relative to the comprehensive planning process, to encourage and elicit input relative to perceived or actual issues, opportunities and constraints, and to receive input that will be used to develop community-wide goals and visions. The second public hearing presents a summary of the Plan elements and recommendations and allows for receipt of substantive comments, modifications, or suggested revisions.

PUBLIC INPUT

Input to the comprehensive planning process consisted of a public hearing process, working in close concert with the local Steering Committee and an interactive website survey.

The City of Conyers appointed a Comprehensive Plan Steering Committee to assist in developing plan policies, goals and objectives and to be an active participant throughout the planning process. This Plan has been prepared using an open participatory process. The City of Conyers held four public hearings for the purpose of informing residents of the community about the comprehensive planning process and to elicit input relative to the identification of issues, opportunities, and constraints. These meetings were held on January 24, 2001, January 25, 2001, February 1, 2001 and February 6, 2001. As the preparation of the Comprehensive Plan was undertaken simultaneously with conduction the City's Livable Centers Initiative (LCI) study, these public hearings and other public informational meetings addressed both projects.

In the summer of 2000, the City of Conyers and Rockdale County prepared a vision for the future development of the City and County. This long-range (20-year) vision was identified as "CR Future". "CR Future established core values and benchmarks for use in measuring progress towards accomplishment of the vision. The vision consists of eight distinct core values: family values, excellence, integrity, citizenship, faith in God, innovation, responsibility, and ethics.

The CR Future vision relative to each of the eight core values can be summarized as follows:

- Conyers-Rockdale County will have equal opportunity preparation for life through use of qualified, well-compensated educational professionals who will be supported by parents, the community, government and the business community.
- Conyers-Rockdale County will have a "sense of community" and retain the traditional values of "small town" America.
- Conyers-Rockdale County will grow and prosper while maintaining our "small town" feel.
- Conyers-Rockdale County will have infrastructure that supports and fosters our community Strategic plan.
- Conyers-Rockdale County governments will be representative, competent, responsive, and will work in unison for the common good of the citizens.
- Conyers-Rockdale County will be a community with enlightened, engaged, and enduring private sector leadership, with strong influence in the local community, the region and the state.

A survey was placed on the City of Conyers website for the month of September 2003. This survey afforded residents of the community the opportunity to provide input relative to the local economy, job creation, affordable housing, recreation facilities, Olde Town revitalization, historic resources, community and governmental facilities, and future land use scenarios. The following is a summary of input received. Substantive input has been used in preparation of the comprehensive plan elements.

- The most desired types of new business are: professional offices followed by technology and specialty retail shops.
- To stimulate the local economy and to increase employment, respondents indicated that additional management positions and office labor positions should be created.
- Affordable housing will be needed to support the future population. Traditional neighborhood developments and additional single-family dwellings are deemed a desirable way to meet housing needs.
- New housing is most needed in areas to the north of Sigman Road, south of Interstate 20, and within the Irwin Bridge Road corridor, respectively.
- The majority of those responding feel that recreational opportunities within the City are limited, and that most City parks are in need of maintenance, that there are not enough parks to choose from and that additional recreation facilities are needed (specifically walking/jogging trails and picnic areas).
- With regard to the Olde Town area, many people visit the downtown frequently, primarily to conduct government business, to shop, and to dine. Respondents indicated that the greatest needs in Olde Town are for additional parking, more shops, new restaurants, and traffic control measures, respectively.
- The Georgia International Horse Park receives high utilization by visitors to the City. While the GIHP hosts a wide range of civic and entertainment venues, the desire of survey participants is to increase local festivals, major entertainment events, and cultural arts programs.
- It is a desire of those responding that the City continues to identify and restore buildings having local and regional historic significance within its two historic districts.
- The majority of those responding believe that City services are adequate and that elected officials are doing a good job of governing.
- With respect to land use, those responding to the survey indicate a need for additional office space and recreation land.
- It was the desire of those responding that the City also make the effort to protect some of the undeveloped land parcels as open space.
- Additional comments made addressed the need to restrict additional multiple-family development, to curb uncontrolled growth and urban sprawl, to be prudent about expending taxpayer monies, to preclude additional commercial corridor development similar to that along S.R. 138,

to make improvements to local streets, and to make improvements that will reduce traffic and congestion problems.

Responses to this survey are contained in the appendix to this report.

Public hearings were held on January 7, 2004, January 21, 2004, February 18, 2004, and March 17, 2004.

In the Plan sections that follow, the elements required as part of the comprehensive planning process are addressed.

POPULATION ELEMENT

The Population Element of the comprehensive plan provides an inventory and assessment of demographic trends within the City. It includes projections for the coming 20-year planning period (2000-2020) and is used as a basis for determining desired growth rates upon which to base decisions relative to future land use, economic development, the provision of housing opportunities and the construction of necessary infrastructure. Demographic data pertaining to the City of Conyers for the past 20 years and for 20 years into the future are presented herein.

INVENTORY AND ASSESSMENT

The initial section of the Population Element addresses total population, households, age distribution, educational attainment, and income for the period 1980 - 2000.

Population

The results of the 2000 Census of Population revealed that the City of Conyers population had increased from 9,622 in 1990 to 10,689. During this period Rockdale County was one of the fastest growing counties in the State of Georgia. Approximately 15 percent of the Rockdale County population resides in the City of Conyers. Table 1 compares the population of the City of Conyers with that of Rockdale County and the State of Georgia for the period 1970 – 2000.

**TABLE 1
POPULATION**

	1970	1975	1980	1985	1990	1995	2000
Georgia	4,489,575	5,026,300	5,463,105	5,970,700	6,478,216	7,332,300	8,186,453
Rockdale Co.	18,152	27,450	36,747	45,419	54,091	63,306	70,111
Conyers	4,890	5,943	6,567	6,974	7,380	7,730	10,689

Source: Bureau of the Census, Robert G. Betz AICP, Jordan, Jones & Gooding

Population growth in the City of Conyers increased 119 percent during the period 1970 – 2000. The greatest decade-to-decade increase occurred from 1990 – 2000 (44.8 percent). This exceeded the growth rate experienced by Rockdale County during this same decade (29.6 percent), and also exceeded the 26.3 percent growth within the State of Georgia. The increase in the City's population is substantiated by a comparable increase in residential permit issuance during the second half of the 1990's decade.

It is also noted that the City of Conyers population as a proportion of Rockdale County has stabilized at about 14.5 percent over the past 20 years.

The City's population growth within the past decade can be attributed to a large extent to improvements made to the downtown area, the historic districts, renewed interest of residential developers, the influx of individuals and families moving from Atlanta to suburban locations such as Rockdale County, and the lifestyle found throughout the area.

Households

The average household size in Conyers has increased slightly over the past two decades, and was approximately 2.67 persons per household in the year 2000. Of the 3,910 reported households in 2000, 2,559 or 65 percent were classified as families. Of these, 1,338 households had children under the age of 18 years. Married couples with families totaled 1,466 households or 38 percent of total households, and female head of household (no husband present) accounted for 822 households or 21 percent of total households. Approximately eight percent of households were headed by persons 65 years of age or older.

Table 2 depicts past and present data for Conyer's households.

**TABLE 2
HOUSEHOLDS**

CONYERS	1980	1990	2000
Households	2,349	2,798	3,990
Average Size	2.52	2.61	2.67

Source: Bureau of the Census

Comparing Conyers and Rockdale County households it is noted that in Conyers there are fewer married couples with children, more single person households and more households headed by single females.

Age Distribution

The median age in Conyers was 30.4 in 2000. Comparing the City of Conyers age cohorts with those of Rockdale County, the most significant differences are that the 21-34 year groups in Conyers are increasing at a greater rate than in Rockdale County and the age 65+ groups in the County are increasing at a rate far greater than in the City. Table 3 depicts age distribution for the period 1980 – 2000.

**TABLE 3
AGE DISTRIBUTION**

AGE COHORTS	1980	1990	2000	2000 PERCENT OF TOTAL	CHANGE 1980 - 1990	CHANGE 1990 - 2000
0 - 4	752	928	836	7.8%	23.4%	-9.9%
5 - 13	1,039	1,136	1,477	13.8%	9.3%	30.0%
14 - 17	570	485	605	5.7%	-14.9%	24.7%
18 - 20	411	435	528	4.9%	5.8%	21.4%
21 - 24	567	627	816	7.6%	10.6%	30.1%
25 - 34	1,344	1,721	1,873	17.5%	28.1%	8.8%
35 - 44	924	1,383	1,668	15.6%	49.7%	20.6%
45 - 54	769	898	1,168	10.9%	16.8%	30.1%
55 - 64	653	717	693	6.5%	9.8%	-3.3%
OVER 65	767	1,012	1,025	9.7%	31.9%	1.3%

Source: Bureau of the Census

The Conyers population appears to be expanding at the greatest rate in the age five to 24 age groups, depicting a younger population. Older residents (ages 55 and above) have stabilized at about 16 percent of the total population. The expansion in the 18 to 24 year groups is a good indicator that these individuals are remaining in Conyers, raising families, and maintaining employment in the Atlanta Metropolitan Area.

Racial Composition

There is a greater degree of racial diversity within the City of Conyers than that which is exhibited in Rockdale County. The 2000 census shows that approximately 58 percent of residents are Caucasian, 33 percent are African American and 11 percent are Hispanic (Hispanic can be identified as either Caucasian or African American). Racial diversity within Conyers is a closer reflection of diversity statewide than that of Rockdale County. Table 4 illustrates racial composition.

**TABLE 4
RACIAL COMPOSITION**

RACE	1980	PERCENT	1990	PERCENT	2000	PERCENT
White	6,444	82.5	5,619	75.1	6,231	58.3
African American	1,299	16.6	1,608	21.5	3,572	33.4
Hispanic	40	0.5	104	1.4	1,153	10.8
Indian, Eskimo, Aleut	21	<1.0	12	<1.0	34	<1.0
Asian, Pacific Islander	19	<1.0	107	1.4	283	2.6
Other	7	<1.0	34	<1.0	14	<1.0

Source: Bureau of the Census

Since 1980, the racial composition of Conyers has been changing. The percentage of Caucasians has decreased markedly (from 82.5 percent to 58.3 percent), while the African American population has increased by 175 percent. However, the Hispanic component of the population has shown the greatest increase from 40 in 1980 to 1,153 in 2000. While the balance between the Caucasian and African American population will, in all probability stabilize over the coming 20 years, it is anticipated that the Hispanic population will continue to increase, as is expected in Rockdale County and throughout the State of Georgia.

The greatest change in racial composition is in the Hispanic population, as is the case statewide. Conyers Hispanic population exceeds that of Rockdale on a percentage basis (10.8 percent to 6.0 percent), although numerically the number of Hispanics in Rockdale is almost eight times that of Conyers. Similarly, the percentage African-American population in Conyers is almost double that of Rockdale County.

Educational Attainment

Children in Conyers attend schools within the Rockdale County School System. The majority of Georgia Department of Education data therefore pertain only to Rockdale County. Between the years 1998 and 2000 the dropout rate for Rockdale County students was lower than that for the State of Georgia. SAT scores in two of the three Rockdale County high schools are higher than the state average. The percentage of high school graduates entering Georgia public colleges and universities is higher than that for the state also.

In 1990, 69.3 percent of the Conyers population over the age of 25 years had graduated from high school. Just over 12 percent held a Bachelor's degree. This compares to 70.9 percent and 19.3 percent at the state level, respectively. When compared to Rockdale County educational attainment in 1990 was low.

This was due in part to a lack of population growth within the City and newer subdivisions in the County attracting educated families and professionals.

The 1998 dropout rate for Conyers students in grades nine through 12 was 3.2 percent, as compared to a statewide dropout rate of 6.5 percent. This compares with a 1992 – 1996 dropout rate of over 7 percent (computed using grades eight through twelve).

Table 5 depicts pertinent 2000 census educational attainment data for the City of Conyers.

**TABLE 5
EDUCATIONAL ATTAINMENT**

CATEGORY	PERCENTAGE
Age 16 – 19 Years Not In School, Not High School Graduate	26.0%
Age 18 – 24 Years College Or Graduate School	18.0%
Age 25 +	
< 9 th Grade Attained	9.2%
High School Graduate	73.0%
Bachelor's Degree	16.9%
Age 25 – 34 With Bachelor's Degree Or Higher	20.0%
Private School	3.2%

Source: Bureau of the Census

A comparison of educational attainment levels with immediately adjacent counties and the State of Georgia is found in Table 6.

**TABLE 6
EDUCATIONAL ATTAINMENT LEVELS COMPARED**

CATEGORY	ROCKDALE	GWINNETT	WALTON	NEWTON	HENRY	DEKALB	GEORGIA
25 Years & Older	44,794	372,628	38,527	39,144	75,501	429,981	5,185,965
< 9 th Grade	2,755	16,996	3,193	2,988	3,069	24,582	393,197
9 th – 12 th , No Diploma	5,125	30,376	7,021	6,912	8,838	39,978	718,152
High School Graduate	13,152	81,979	13,725	13,601	25,901	87,359	1,486,006
Some College, No Degree	10,735	89,224	7,945	8,341	17,907	96,268	1,058,692
Associate Degree	2,566	27,146	1,619	1,610	5,026	26,005	269,740
Bachelor's Degree	7,102	89,735	3,349	3,715	10,215	97,769	829,873
Graduate or Professional Degree	3,359	37,172	1,585	1,977	4,545	58,320	430,305
% High School Graduate or Higher	82%	87%	74%	75%	84%	85%	79%
Percent Bachelor's Degree or Higher	23%	34%	13%	15%	20%	36%	24%

Source: Bureau of the Census

Income

In 2000, the average per capita income for Conyers was \$15,805 and the average household income was \$35,789. This was lower than comparable incomes in Rockdale County and the State of Georgia. Tables 7 and 8 compare historic per capita and average household incomes for the period 1980 – 2000.

**TABLE 7
PER CAPITA INCOME LEVELS**

JURISDICTION	1980	1990	2000
State of Georgia	\$15,353	\$20,715	\$25,433
Rockdale County	\$17,628	\$21,504	\$24,613
City of Conyers	\$9,010	\$11,426	\$15,805

Source: Bureau of the Census

**TABLE 8
AVERAGE HOUSEHOLD INCOME LEVELS**

JURISDICTION	1980	1990	2000
State of Georgia	\$15,033	\$33,259	\$42,158
Rockdale County	\$20,845	\$44,508	\$53,788
City of Conyers	\$18,434	\$26,419	\$35,789

Source: Bureau of the Census

While the City of Conyers lags both Rockdale County and the State of Georgia in both income categories, both the per capita income and average household income levels are increasing on a percentage basis when compared to both the State and County.

Table 9 depicts the distribution of household income for the City of Conyers in 1999.

**TABLE 9
HOUSEHOLD INCOME DISTRIBUTION**

INCOME IN 1999	PERCENTAGE OF HOUSEHOLDS
Less Than \$10,000	10.3%
\$10,000 - \$14,999	7.4%
\$15,000 - \$24,999	15.5%
\$25,000 - \$34,999	15.0%
\$35,000 - \$49,999	20.8%
\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	5.9%
\$100,000 - \$149,999	4.0%
\$150,000 - \$199,999	0.4%
\$200,000 Or More	1.0%

Source: Bureau of the Census

PROJECTIONS

In order to facilitate determination of growth trends within the City as to whether they are desirable, or if management policies need to be established to encourage a specific rate of growth, projections are made as a means of substantiating the decision-making process.

Population

During the next two decades, population growth in the City of Conyers will occur primarily to the north of Interstate 20 and in the southwestern portion of the City where there is a large amount of vacant residential land. From 1990 to the year 2000 the population of Conyers grew by a total of 3,309 persons or approximately 44 percent.

Over the past several decades the City population has been decreasing as a percentage of the Rockdale County population. In 1990 the City population was approximately 13.5 percent of the County population, Estimates for the year 2000 indicate that the City share of County population is approximately 15 percent. This is an indication that the City population has recently increased as a percentage of the Rockdale County population. When compared to the population of Census Tracts 603.03 and 603.04, the City's population has remained a more constant percentage of total population or at approximately 81 percent.

The following assumptions are used to forecast the 2020 population of the City:

- Conyers will remain fairly constant as a percentage of the Rockdale County population
- Conyers will more accurately reflect population growth in Census Tracts 603.03 and 603.04
- Residential growth within the City will be stimulated by implementation of the Livable Center Initiative, revitalization of the downtown, residential infill, and mixed use opportunities
- By the year 2020, the City population will be approximately 15 percent of the Rockdale County population

Table 10 presents the population projections for the City of Conyers.

**TABLE 10
POPULATION PROJECTIONS – CITY OF CONYERS
2000 – 2020**

YEAR	CONYERS	ROCKDALE COUNTY	CENSUS TRACTS 603.03/603.04	CONYERS AS % OF 603.03/603.04	CONYERS AS % OF ROCKDALE
2000	10,689	70,111	12,871	83.0	15.2
2005	12,160	80,000	15,012	81.0	15.2
2010	13,684	90,028	17,045	81.0	15.2
2015	14,863	97,784	18,658	80.0	15.2
2020	16,386	109,242	20,361	80.0	15.0

Source: Estimates Prepared By ARC For Rockdale County And Census Tracts 603.03 And 603.04, Forecasts By Robert G. Betz AICP

Households

Household size in both Rockdale County and in the City of Conyers appears to be stabilizing over the past three decades. Rockdale County assumes an average household size of approximately 2.80 persons for the 20-year planning period covered by their comprehensive plan. For the purposes of forecasting household size and future households it has been assumed that average household size in the City of Conyers will be approximately 2.70 persons.

Table 11 presents the forecasts households within the City through the year 2020.

**TABLE 11
HOUSEHOLD SIZE AND HOUSING UNITS**

CATEGORY	2000	2005	2010	2015	2020
Population	10,689	12,160	13,684	14,863	16,386
Household Size	2.67	2.68	2.69	2.70	2.70
Housing Units	3,910	4,537	5,087	5,505	6,069

Source: Projections by Robert G. Betz AICP, Inc.

Age Distribution

Table 12 depicts the projections for age distribution in the City of Conyers through the year 2020. There will be several changes experienced during the planning period. Most notably, there will be an increase in the over 65 cohort as the population ages and additional retired persons move to the area. There will also be continued growth in the five to 13, 18 to 20, 35 to 44 and 45 to 54 age cohorts. This will be the result of more school-age children, additional job creation due to expanded industrial, distribution and commercial activity and revitalization efforts on the part of the City.

These changes will have ramifications on the provision of City and County services, new infrastructure needs and will create a demand for a wide range of new housing choices. These needs will be addressed in other elements of this Plan.

**TABLE 12
PROJECTED AGE DISTRIBUTION**

AGE COHORT	2005	2010	2015	2020
0 – 4 Years	1,048	1,116	1,152	1,238
5 – 13 Years	1,506	1,702	1,848	1,993
14 – 17 Years	685	716	758	791
18 – 20 Years	555	682	792	851
21 – 24 Years	908	971	1,052	1,118
25 – 34 Years	2,006	2,138	2,261	2,397
35 – 44 Years	1,889	2,320	2,641	3,181
45 – 54 Years	1,334	1,659	1,876	2,136
55 – 64 Years	857	899	943	971
Over 65 Years	1,372	1,481	1,540	1,710
TOTAL	12,160	13,684	14,863	16,386

Source: Projections by Robert G. Betz AICP, Inc.

ECONOMIC ELEMENT

It is the intent of the Economic Element of the comprehensive plan to assess the economic base of the City of Conyers, to analyze characteristics of the labor force, and to identify specific opportunities and resources for future economic development. The information derived from this analysis is used in concert with population and community growth trends, area natural resources, community facilities, land use, and housing to formulate a strategy for the economic well being of the City.

The Conyers economy is closely tied to that of both Rockdale County and to the surrounding region. For this reason, statistical data for both the City and for Rockdale County were used to develop the Economic Element. Where insufficient data was available for the City, comparable data for Rockdale County was utilized to portray local economic characteristics.

The Economic Element initially presents an inventory and assessment of statistical data to portray the characteristics of the local economic base. This is followed by a listing of needs and goals for economic development and an implementation strategy to facilitate goal accomplishment.

INVENTORY AND ASSESSMENT

The following presents statistical data relating to the Conyers economic base and labor force.

ECONOMIC BASE

The local economy has historically been closely tied to the railroad and to Interstate 20, which bisects the City of Conyers. Industrial districts are located proximate to this corridor to the east, west, and south. In recent years new retail centers have been developed, most notably Stonecrest Mall, which is located in Lithonia just west of the City. The Georgia International Horse Park (GIHP) is also a key element of the local economy. Events held at the GIHP draw residents of the surrounding communities and visitors from the southeastern United States. A revitalization program has been ongoing in the Conyers downtown area for several years. This program has resulted in aesthetic improvements to the Olde Town and historic districts, attracted new retail, office and governmental uses and has been an added stimulus to the local economy. The LCI program has identified four City activity centers, has made recommendations for new development including mixed-use, and has identified redevelopment opportunities, all of which will result in positive impacts to the local economy during the timeframe covered by the comprehensive plan.

Employment By Sector

In 2000, the largest City employment sectors were manufacturing and educational services with 16.5 percent and 13.9 percent of total employment respectively. Construction and the retail trade sectors were the third and fourth largest employment sectors. The education sector represented a significant change from 1990 where it ranked sixth in total employment. Aside from this there was no change in the top four employment sectors during this decade. Table 13 presents employment data by sector (persons 16 years and over) and employment estimates for the 20-year planning period. Table 14 presents share of employment by sector.

**TABLE 13
EMPLOYMENT BY SECTOR**

EMPLOYMENT SECTOR	1990	1995	2000	2005	2010	2015	2020
Agriculture, Farming & Other	21	8	4	4	3	3	3
Construction	452	474	693	806	887	927	983
Manufacturing	799	746	843	940	1,025	1,099	1,195
Transportation, Communication & Other Utilities	193	235	292	344	401	442	495
Wholesale Trade	188	201	277	303	315	335	338
Retail Trade	583	527	645	765	926	1,049	1,219
Finance, Insurance & Real Estate	165	189	300	309	309	307	322
Services	902	1,215	1,878	2,148	2,450	2,758	3,011
Public Administration	250	193	181	218	252	214	299
TOTAL EMPLOYMENT	3,684	3,788	5,113	5,837	6,568	7,134	7,865

Source: Bureau of the Census, Estimates by Robert G. Betz AICP, Inc.

**TABLE 14
EMPLOYMENT SHARE BY SECTOR**

EMPLOYMENT SECTOR	1990	1995	2000	2005	2010	2015	2020
Agriculture, Farming & Other	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Construction	12.3%	12.5%	13.6%	13.8%	13.5%	13.0%	12.5%
Manufacturing	22.5%	19.7%	16.5%	16.1%	15.6%	15.4%	15.2%
Transportation, Communication & Other Utilities	8.0%	6.2%	5.7%	5.9%	6.1%	6.2%	6.3%
Wholesale Trade	5.1%	5.3%	5.4%	5.2%	4.8%	4.7%	4.3%
Retail Trade	15.8%	13.9%	12.6%	13.1%	14.1%	14.7%	15.5%
Finance, Insurance & Real Estate	4.5%	5.0%	5.9%	5.3%	4.7%	4.3%	4.1%
Services	24.9%	32.2%	36.7%	36.8%	37.3%	37.8%	38.2%
Public Administration	6.8%	5.1%	3.5%	3.7%	3.8%	3.8%	3.8%
TOTAL SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Bureau of the Census, Estimates by Robert G. Betz AICP, Inc.

The total employment by sector estimates were based upon the following assumptions:

- The proportion of the population over the age of 16 will remain relatively constant at approximately 48 percent
- Undeveloped industrial land will be occupied by new industries and office-distribution uses
- The downtown revitalization efforts will result in expansion of retail trade and services sector employment

As can be seen from these tables, the Conyers economic base will be anchored by services, retail trade and manufacturing for the duration of the planning period. This correlates highly with the location quotients generated in the Rockdale County Comprehensive Plan. A location quotient is a measure of the magnitude of specialization of an employment sector within a defined area such as a city or county compared to a larger area such as the State of Georgia. Location quotients can also be used to compare a local economy to a county or regional economy. The manufacturing, construction, retail and services location quotients derived for Rockdale County have the high correlation with employment sector forecasts for the City of Conyers.

Wholesale trade and finance, insurance and real estate are forecast to decline slightly during the coming 20-year period, and exhibit a lower level of correlation with state employment forecasts.

Tables 15 and 16 provide a comparison of Conyers employment by sector and share with that of the State of Georgia. When compared to the State of Georgia, the retail trade and services sectors exhibit the highest correlation.

**TABLE 15
GEORGIA EMPLOYMENT BY SECTOR**

EMPLOYMENT SECTOR	1990	1995	2000	2005	2010	2015	2020
Agriculture, Farming & Other	105,773	113,438	122,185	124,956	127,797	130,778	133,762
Construction	222,932	245,567	306,094	326,521	343,708	359,917	375,603
Manufacturing	572,477	603,394	613,992	632,106	649,864	665,184	677,683
Transportation, Communication & Other Utilities	216,343	241,886	296,267	322,804	347,846	371,521	392,902
Wholesale Trade	228,213	242,508	276,326	300,312	322,310	344,504	367,022
Retail Trade	606,608	724,946	816,701	893,996	973,979	1,055,498	1,138,662
Finance, Insurance & Real Estate	244,947	269,183	345,923	369,137	392,407	416,440	440,943
Services	876,597	1,125,359	1,391,461	1,532,287	1,692,630	1,873,376	2,074,955
Public Administration	616,717	633,010	691,020	733,512	733,056	811,941	849,792
TOTAL EMPLOYMENT	3,690,607	4,229,292	4,859,969	5,235,631	5,623,647	6,029,159	6,451,324

Source: Rockdale County Comprehensive Plan by Jordan, Jones & Goulding, Woods & Poole Economics, Inc.

**TABLE 16
GEORGIA EMPLOYMENT SHARE BY SECTOR**

EMPLOYMENT SECTOR	1990	1995	2000	2005	2010	2015	2020
Agriculture, Farming & Other	2.9%	2.7%	2.5%	2.3%	2.3%	2.2%	2.1%
Construction	6.1%	5.8%	6.3%	6.3%	6.1%	6.0%	5.9%
Manufacturing	15.5%	14.3%	12.6%	12.1%	11.6%	11.0%	10.5%
Transportation, Communication & Other Utilities	5.9%	5.7%	6.1%	6.2%	6.2%	6.2%	6.1%
Wholesale Trade	6.2%	5.7%	5.7%	5.7%	5.7%	5.7%	5.7%
Retail Trade	16.4%	17.1%	16.8%	17.1%	17.3%	17.5%	17.7%
Finance, Insurance & Real Estate	6.6%	6.4%	7.1%	7.1%	7.0%	6.9%	6.8%
Services	23.8%	26.6%	28.6%	29.3%	30.1%	31.1%	32.2%
Public Administration	16.8%	15.4%	14.2%	14.0%	13.7%	13.4%	13.1%
TOTAL EMPLOYMENT	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Rockdale County Comprehensive Plan by Jordan, Jones & Goulding, Woods and Poole Economics, Inc.

Earnings By Employment Sector

Looking at earnings by employment sector can provide a relative assessment as to which employment sectors are providing the most value to a community. The following tables (Tables 17 – 20) are taken from the Rockdale County Comprehensive Plan and afford insight into county wide (including City of Conyers) historic and forecast earnings. Sector earnings have been aggregated into categories similar to those depicted in Tables 13 – 16 to facilitate comparability.

**TABLE 17
ROCKDALE COUNTY EARNINGS BY SECTOR
(In Millions Of Dollars)**

EARNINGS SECTOR	1990	1995	2000	2005	2010	2015	2020
Total Earnings	\$664.2	\$905.4	\$1,181.9	\$1,420.3	\$1,677.5	\$1,956.9	\$2,259.7
Agriculture, Farming & Other	\$2.4	\$3.4	\$5.6	\$6.3	\$7.0	\$7.9	\$8.7
Construction	\$87.8	\$109.7	\$159.7	\$189.3	\$217.6	\$246.1	\$275.4
Manufacturing	\$200.4	\$243.7	\$282.5	\$320.2	\$356.9	\$392.8	\$428.1
Transportation, Communication & Other Utilities	\$53.9	\$141.3	\$139.8	\$182.9	\$230.2	\$280.7	\$332.6
Wholesale Trade	\$49.1	\$72.3	\$81.2	\$93.3	\$104.9	\$115.9	\$126.5
Retail Trade	\$66.9	\$87.3	\$138.1	\$170.4	\$206.4	\$245.8	\$288.6
Finance, Insurance & Real Estate	\$24.6	\$25.7	\$35.7	\$40.7	\$46.0	\$51.5	\$57.1
Services	\$92.6	\$135.4	\$236.0	\$301.1	\$380.0	\$476.0	\$591.6
Public Administration	\$86.6	\$85.6	\$103.2	\$116.2	\$128.5	\$140.3	\$151.1

Source: Data From Rockdale County Comprehensive Plan; Jordan, Jones & Goulding, Woods and Poole Economics, Inc.

TABLE 18
GEORGIA EARNINGS BY SECTOR
(In Millions Of Dollars)

EARNINGS SECTOR	1990	1995	2000	2005	2010	2015	2020
Total Earnings	\$102,642	\$123,514	\$160,462	\$180,866	\$202,919	\$227,019	\$253,253
Agriculture, Farming & Other	\$1,867	\$2,394	\$2,510	\$2,769	\$3,042	\$3,334	\$3,643
Construction	\$6,349	\$7,021	\$10,068	\$11,052	\$11,962	\$12,872	\$13,799
Manufacturing	\$17,974	\$20,801	\$23,849	\$26,144	\$28,511	\$30,855	\$33,129
Transportation, Communication & Other Utilities	\$8,981	\$11,644	\$15,868	\$18,060	\$20,305	\$22,610	\$24,909
Wholesale Trade	\$9,091	\$10,085	\$13,549	\$15,125	\$16,662	\$18,270	\$19,955
Retail Trade	\$9,414	\$11,217	\$14,426	\$16,215	\$18,126	\$20,145	\$22,277
Finance, Insurance & Real Estate	\$6,601	\$8,476	\$12,154	\$13,863	\$15,688	\$17,666	\$19,784
Services	\$22,532	\$30,045	\$42,960	\$50,244	\$58,891	\$69,107	\$81,084
Public Administration	\$19,834	\$21,830	\$25,079	\$27,395	\$29,731	\$32,160	\$34,672

Source: Data From Rockdale County Comprehensive Plan; Jordan, Jones & Goulding, Woods and Poole Economics, Inc.

Manufacturing, services and construction presently constitute the primary earnings sectors of the County economy. By the end of the planning period it is anticipated that the services sector will show the greatest increase in earnings followed by manufacturing, TCU, and public administration.

TABLE 19
ROCKDALE COUNTY EARNINGS SHARE BY SECTOR

EARNINGS BY SECTOR	1990	1995	2000	2005	2010	2015	2020
Total Earnings	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Agriculture, Farming & Other	0.4%	0.4%	0.5%	0.5%	0.4%	0.4%	0.4%
Construction	13.2%	12.2%	13.5%	13.3%	13.0%	12.6%	12.1%
Manufacturing	30.2%	26.9%	23.9%	22.5%	21.3%	20.1%	18.9%
Transportation, Communication & Other Utilities	8.1%	15.6%	11.8%	12.9%	13.7%	14.3%	14.7%
Wholesale Trade	7.4%	8.0%	6.9%	6.6%	6.3%	5.9%	5.6%
Retail Trade	10.1%	9.6%	11.7%	12.0%	12.3%	12.6%	12.8%
Finance, Insurance & Real Estate	3.7%	2.8%	3.0%	2.9%	2.7%	2.6%	2.5%
Services	13.9%	15.0%	20.0%	21.2%	22.7%	24.3%	26.2%
Public Administration	13.0%	9.4%	8.7%	8.2%	7.7%	7.1%	6.7%

Source: Data From Rockdale County Comprehensive Plan; Jordan, Jones & Goulding, Woods and Poole Economics, Inc.

When comparing the County earnings to those of the State, the County's proportion of earnings in its three most dominant sectors (manufacturing, services and construction) is greater than the three largest earnings sectors for the State. Two of these sectors, (services and manufacturing) represent the highest earnings sector for both County and State. In the County the construction sector accounts for the third highest earnings per sector and, on a statewide

basis public administration is third. This is due to the large number of government employees at the State level.

**TABLE 20
GEORGIA EARNINGS SHARE BY SECTOR**

EARNINGS BY SECTOR	1990	1995	2000	2005	2010	2015	2020
Total Earnings	100%	100%	100%	100%	100%	100%	100%
Agriculture, Farming & Other	1.9%	1.9%	1.6%	1.5%	1.5%	1.5%	1.4%
Construction	6.2%	5.7%	6.3%	6.1%	5.9%	5.7%	5.5%
Manufacturing	17.5%	16.8%	14.9%	14.5%	14.1%	13.6%	13.1%
Transportation, Communication & Other Utilities	8.8%	9.4%	9.9%	10.0%	10.0%	10.0%	9.8%
Wholesale Trade	8.9%	8.2%	8.4%	8.4%	8.2%	8.0%	7.9%
Retail Trade	9.2%	9.1%	9.0%	9.0%	8.9%	8.9%	8.8%
Finance, Insurance & Real Estate	6.4%	6.9%	7.6%	7.7%	7.7%	7.8%	7.8%
Services	22.0%	24.3%	26.8%	27.8%	29.0%	30.4%	32.0%
Public Administration	19.4%	17.7%	15.7%	15.1%	14.7%	14.2%	14.7%

Source: Data From Rockdale County Comprehensive Plan; Jordan, Jones & Goulding, Woods and Poole Economics, Inc.

Weekly Wages

Average weekly wages provide insight into which sectors will provide the highest wages over the 20-year planning period. Table 21 compares average weekly wages for Rockdale County to those of the State.

**TABLE 21
AVERAGE WEEKLY WAGES**

ROCKDALE COUNTY

GEORGIA

EMPLOYMENT SECTOR	1990	1995	2000	1990	1995	2000
Agriculture & Other	\$232	\$394	\$502	\$276	\$322	\$403
Construction	\$447	\$505	\$649	\$434	\$508	\$655
Manufacturing	\$482	\$604	\$771	\$449	\$555	\$720
Transportation, Communication & Other Utilities	\$774	\$862	\$1,034	\$603	\$737	\$934
Wholesale Trade	\$575	\$577	\$772	\$603	\$729	\$987
Retail Trade	\$218	\$244	\$319	\$236	\$275	\$350
Finance, Insurance & Real Estate	\$462	\$486	\$637	\$543	\$693	\$967
Services	\$280	\$382	\$466	\$414	\$501	\$633
Federal Government	\$528	\$647	\$764	\$543	\$666	\$897
State Government	\$440	\$480	\$508	\$450	\$493	\$578
Local Government	\$381	\$445	\$491	\$388	\$440	\$544

Source: Georgia Department of Labor

In 2000 those sectors with the highest weekly wages in the County were TCU, wholesale trade, and manufacturing respectively. It is noted that there is

generally no correlation between employment by sector and weekly wages. Average weekly wages in the County lag those of the State in 8 of the 11 wage categories.

Average weekly wages for the County increased from \$400 to \$583 in 2000. Table 22 depicts the most current weekly wage statistics for Rockdale County for the year 2001.

**TABLE 22
AVERAGE WEEKLY WAGES 2001**

EMPLOYMENT SECTOR	ROCKDALE COUNTY 2001
Agriculture & Other	\$837
Construction	\$679
Manufacturing	\$789
Transportation, Communication & Other Utilities	\$1,186
Wholesale Trade	\$796
Retail Trade	\$426
Finance, Insurance & Real Estate	\$702
Services	\$519
Federal Government	\$773
State Government	\$543
Local Government	\$487

Source: Georgia Department of Labor

Average weekly wages in each employment sector increased during this reporting period. The large increase in the agricultural sector cannot be explained except that there were fewer employees in 2001, which might equate to higher weekly wages.

Personal Income

Data incorporated into the Rockdale County Comprehensive Plan were used for the personal income section of the Economic Element.

In terms of 1996 dollars, County residents earned just over \$1.7 billion in total income. Of the total income, 56 percent was derived from wages and salaries as compared to 61 percent at the State level.

Of County wages, 16 percent came from dividends, rent and interest and 10 percent was derived from transfer payments. Transfer payment wages include social security payments, food stamps, medicare/Medicaid, and aid to families with dependent children. These figures correlate to those at the State level.

Tables 23 and 24 depict personal income for the County and State of Georgia.

**TABLE 23
PERSONAL INCOME BY TYPE ROCKDALE COUNTY**

INCOME TYPE	1980	1985	1990	1995	2000
Personal Income (Millions 1996)	\$650	\$894	\$1,175	\$1,435	\$1,736
Wages and Salaries	\$260	\$378	\$534	\$737	\$970
Dividends, Interest and Rent	\$67	\$119	\$178	\$207	\$276
Transfer Payments to Persons	\$48	\$63	\$89	\$137	\$166
Residence Adjustment	\$224	\$269	\$284	\$243	\$187

Source: Rockdale County Comprehensive Plan; Jordan, Jones & Goulding, Woods and Poole Economics, Inc.

**TABLE 24
PERSONAL INCOME BY TYPE GEORGIA**

INCOME TYPE	1985	1990	1995	2000
Personal Income (Millions 1996)	\$110,382	\$134,782	\$163,230	\$209,309
Wages and Salaries	\$68,599	\$81,356	\$96,423	\$128,049
Dividends, Interest and Rent	\$17,428	\$23,367	\$26,625	\$35,169
Transfer Payments to Persons	\$11,841	\$14,750	\$20,607	\$23,301
Residence Adjustment	(\$280)	(\$137)	(\$245)	(\$225)

Source: Rockdale County Comprehensive Plan; Jordan, Jones & Goulding, Woods and Poole Economics, Inc.

The residence adjustment category is an indication of income earned outside of the County-by-County residents. From Table 23 it can be seen that this is decreasing since 1985 and is an indication of residents having as their place of employment either in the City of Conyers or Rockdale County.

Community-Level Economic Activities

During the past four years there have been several changes to community-level economic activities that are significant in terms of employment and value-added. These are:

- In 2001, the State Department of Motor Vehicles (DMV) relocated their offices from the City of Atlanta to Quiggs Branch Industrial Park. The new DMV office presently employs over 300 persons.
- Over the past two years Rockdale County has consolidated several of their governmental operations into a new facility within the City of Conyers downtown area. The principal departments that have relocated to the City are the Department of Public Services and the Water Department.
- Remington House, a full-service elderly care facility purchased a bankrupt property in the northern section of the City, completed unfinished buildings and facilities and is presently operating

independent living, assisted living and nursing home facilities at this location.

- Two retail stores, K-Mart and Cub Foods, have recently closed facilities within the City. These closings resulted in a loss of retail employment. Burlington Coat Factory presently occupies the K-Mart store.

Special Or Unique Economic Activities

The Georgia International Horse Park (GIHP), located within the City is a significant unique economic resource. The GIHP is the primary tourist attraction in the southeast portion of the Atlanta Metropolitan Area. The staff of 21 employees includes administrative personnel, maintenance staffing, and a marketing team.

Private developments within the 1400-acre GIHP include Cherokee Run Golf Club, Hawthorn Suites Golf Resort and Keswick Village apartments.

One hundred fifty acres of the GIHP is being developed as the Big Haynes Creek Nature Center. The Nature Center is a passive-use park including trails, interpretive areas and pedestrian facilities.

The GIHP is a multi-purpose facility hosting over 300 events per year. Events include equestrian competitions, festivals, concerts, wedding receptions, family reunions, and various sports competitions. The economic impact of the Horse Park on the local community is in excess of \$57 million annually.

LABOR FORCE

The labor force analysis consists of reviewing statistical data pertaining to: employment by occupation, employment status, unemployment rates and local commuting patterns. Labor force information and the economic base assessment are used to ascertain future employment opportunities and participation rates.

Employment By Occupation

The following table (Table 25) presents the tabulation of percentage employment by occupation for the City of Conyers, the State of Georgia, and the nation for the years 1990 and 2000.

**TABLE 25
EMPLOYMENT BY OCCUPATION**

OCCUPATION TYPE	CONYERS		GEORGIA		UNITED STATES	
	1990	2000	1990	2000	1990	2000
Management and Related	23.4%	23.7%	28.2%	32.7%	30.1%	33.6%
Services	10.8%	14.6%	12.2%	13.4%	11.8%	14.9%
Sales and Office	27.7%	27.4%	28.1%	26.8%	29.5%	26.7%
Farming, Fishing and Related	0.1%	0.1%	2.2%	0.6%	2.4%	0.7%
Construction	15.9%	15.4%	11.9%	10.8%	11.3%	9.4%
Production and Transportation	15.2%	18.8%	17.4%	15.7%	14.9%	14.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Bureau of the Census

Between 1990 and 2000 services and production and transportation occupations showed the greatest increase in the City. All other occupation types remained virtually constant during this period. This was in contrast to the management and related occupations displaying the greatest increase for both the State and nation during this same period. Sales and office occupations within the City had the highest correlation with State and national data during this period while management and related occupations had the lowest correlation.

Employment Status

Employment status data include statistics pertaining to total labor force, civilian labor force, military labor force, and labor force participation rates. Table 26 presents labor force data for the City of Conyers.

**TABLE 26
EMPLOYMENT STATUS**

RESIDENTS > 16 YEARS	CONYERS		GEORGIA		UNITED STATES	
	1990	2000	1990	2000	1990	2000
Labor Force Participation	70.6%	64.0%	67.9%	66.1%	65.3%	66.0%
Male Participation Rate	80.1%	72.0%*	76.6%	73.1%	74.4%	73.7%
Female Participation Rate	63.0%	56.9%	59.9%	59.4%	56.8%	58.9%
Civilian Labor Force	70.6%	64.0%	97.8%	98.4%	98.6%	99.5%
Military Labor Force	0.0%	0.0%	2.2%	1.6%	1.4%	0.5%

* Estimated

Source: Bureau of the Census

The City of Conyers experienced a dramatic decline in labor force participation, male participation rates, and female participation rates between 1990 and 2000. During this period participation rates for both the State of Georgia and the nation remained fairly constant. This could be due to a combination of an aging population and increasing local unemployment rates.

Unemployment Rates

During the decade 1990 – 2000, the unemployment rate for the City of Conyers increased from 3.8 percent to 3.9 percent. Since the economic downtown of the past two years, this rate has increased to just over 6 percent. This compares with a 2002 unemployment rate of 4.6 percent for Rockdale County, a rate of 5.1 percent for the State of Georgia and 5.8 percent for the nation.

Table 27 presents unemployment data for surrounding counties, the State of Georgia and the nation.

**TABLE 27
UNEMPLOYMENT**

JURISDICTION	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Rockdale County	4.4%	3.8%	3.4%	3.1%	3.2%	2.9%	2.5%	2.6%	2.7%	4.6%
Gwinnett County	4.2%	3.7%	3.2%	2.8%	2.6%	2.5%	2.4%	2.3%	3.0%	4.6%
Walton County	6.2%	4.3%	4.7%	4.1%	4.4%	3.2%	3.3%	3.0%	3.5%	4.4%
Newton County	5.9%	4.6%	4.4%	4.4%	4.7%	3.9%	3.4%	3.3%	3.5%	5.5%
Henry County	4.1%	3.7%	3.4%	2.8%	2.5%	2.3%	2.0%	2.1%	2.5%	4.1%
DeKalb County	5.7%	5.4%	4.9%	4.4%	4.5%	4.1%	3.9%	3.6%	4.2%	6.2%
State of Georgia	5.8%	5.2%	4.9%	4.6%	4.5%	4.2%	4.0%	3.7%	4.0%	5.1%
United States	6.9%	6.1%	5.6%	5.4%	4.9%	4.5%	4.2%	4.0%	4.8%	5.8%

Source: Georgia Department of Labor

From this table it can be seen that local Rockdale County (and Conyers) employment did not decline as rapidly as that of most of the surrounding counties, the State and the nation since 2000. However, once unemployment began to increase the incremental increase was far greater for Rockdale County and the City of Conyers.

Commuting Patterns

Table 28 presents the most recent (2000) census data pertaining to commuting patterns (places of work) for residents over the age of 16 living in the City of Conyers.

**TABLE 28
COMMUTING PATTERNS**

PLACE OF WORK	1990	2000
Workers Over 16 Living In A Place	3,617	4,980
Worked In Place Of Residence	1,764	1,543
Worked Outside Of Place Of Residence	1,853	3,437
Not Living In A Place	0	0

Source: Bureau of the Census

It is evident from this data that the majority (69 percent) of workers residing in Conyers commute to jobs outside of the City. This is in keeping with the bedroom community status of many of the smaller communities within the Atlanta Metropolitan Area.

Other data derived from the 2000 Census provide further insight into the commuting patterns of Conyers residents. Of workers 16 years of age or older in 2000, 21.5 percent carpooled and 1.9 percent utilized public transportation. This supports the fact that persons residing in the Atlanta suburbs continue to use their cars as a means of getting to and from work. The mean travel time to work for Conyers residents in 2000 was 26.8 minutes, slightly less than the average for Atlanta Metropolitan Area residents.

LOCAL ECONOMIC DEVELOPMENT RESOURCES

This section of the Economic Element identifies and assesses local economic development agencies, economic development programs, and educational and training opportunities.

Local Economic Development Agencies

There are presently four agencies serving the City of Conyers in an effort to promote economic development within both the City and throughout Rockdale County. The primary responsibility for economic development rest with the city's Department of Community and Economic Development. This department works with both public and private sectors to bring new industry and business to the area and to promote the retention of those who have already invested in the community. The other agencies that contribute to the local economic development are the Conyers-Rockdale County Chamber of Commerce, the Conyers Convention and Visitor's Bureau, the Department of Tourism and Public Affairs, and the Olde Town Conyers Business Council.

The Conyers-Rockdale County Chamber of Commerce is a promotional agency for both the City and County. Its primary function is similar to all chambers of commerce to promote the community and to assist existing businesses with maintaining their viability and development. The introduction to this comprehensive plan mentioned the CR Future visioning process, which began in 2000. The visioning process was accomplished by the Chamber of Commerce, in conjunction with the CR Future Task Force. The vision has as one of its goals the broadening of the local economy through the attraction of information and high technology based industries.

The Conyers Convention and Visitor's Bureau (CCVB) was formed in 1999 and has as its primary mission to increase tourism trade and convention business. An additional function of the CCVB is to undertake tourism-planning efforts that will result in additional attractions and events, thus contributing to the local economy.

The City of Conyers Department of Tourism and Public Affairs located at the Conyers Welcome Center has as its purpose to increase awareness of the City, promote the GIHP and improve the image of the City.

The Olde Town Business Council is an advocate of the overall downtown revitalization program and addresses concerns of local businesses, promotes improvements within Olde Town and the historic districts, and undertakes promotion of the Olde Town area as a place for retail, office, and service establishments.

Economic Development Programs Or Tools

There are three programs (or tools) that impact economic development in Conyers: Quiggs Branch Industrial Park, The GIHP and the Livable Centers Initiative program.

The Quiggs Branch Industrial Park is a planned 182-acre business/industrial park offering sites ranging in size from five to 20 acres. A remaining total of 65.64 acres are available for purchase. There is also a 14-acre lake and jogging trail within the park. The park is occupied by a variety of businesses and industries such as the new State Department of Motor Vehicle Safety's main headquarters, which occupies two office buildings. Two speculative office-warehouse buildings have been constructed, and the Conyers Commerce Center located at the entrance to the park offers a 15-acre retail center site and a smaller parcel that is currently under development for retail businesses.

The GIHP, previously discussed is a 1400-acre site containing an equestrian facility and entertainment complex, the 150-acre Big Haynes Creek Nature Center, an apartment complex, resort hotel, and championship golf course. Efforts underway will result in development of vacant parcels within the GIHP into uses that will enhance the City's tourism base and contribute to the local economics of both the City and County.

In 2001, the City completed the Livable Centers Initiative Plan. The LCI program, sponsored by the Atlanta Regional Commission is a tool for regional communities to use to develop and revitalize local activity centers such as downtowns, transit station areas, office complexes, and retail areas. The program promotes smart growth technologies and supports mixed-use and traditional neighborhood developments as opposed to urban sprawl development practices. The City has identified four distinct activity centers: the downtown area, an older residential neighborhood, the area encompassing Rockdale County Hospital and medical offices, and a primarily vacant tract of land to the east of the historic Milstead community. The implementation program for the LCI Plan recommends several economic development programs and tools including: participation in the Georgia Main Street Program, creation of two development authorities, benefit-assessment districts, and the use of tax-increment financing for specific projects.

Education And Training Opportunities

Economic development educational and training opportunities are offered at several local college campuses including Georgia Perimeter College, Clayton State College and DeKalb Technical College. Within the Atlanta region are the Georgia Institute of Technology, Georgia State University, Emory University, and Mercer University Atlanta.

Locally, the Rockdale Center for Higher Learning is within the City and it appears that Georgia Perimeter College is considering location of a branch campus outside the city limits.

NEEDS AND GOALS

The Following conclusions can be drawn from the assessment of economic data presented in this section of the Plan.

- Conyers, along with Rockdale County and the Atlanta Metropolitan Area, have been adversely affected by the economic downturn since 2000.
- Employment is highly concentrated among three sectors: services, retail and manufacturing.
- Management occupations are much lower for the City than for the State of Georgia.
- Labor force participation rates for both males and females have drastically declined over the past decade.
- Unemployment is higher in Conyers than in Rockdale County, the surrounding counties and in the state.
- Additional employment opportunities are needed to counter the trend of leaving the City for work.
- Few City residents use carpooling or transit as alternatives to the automobile.
- With the presence of the Quiggs Branch Industrial Park, the GIHP and the City's activity centers, there are opportunities to address many of the foregoing issues.

Each of the foregoing issues is addressed during the 20-year timeframe covered by this Plan. The following goals are established as a guide for implementation of measures to broaden the City's economic base, to improve utilization of the labor force, and to afford residents of the City a viable local economy.

Goal 1 – Attract a broader base of desirable businesses and industry to the City.

Goal 2 – Improve the diversity of employment opportunities available throughout the City.

Goal 3 – Plan improvements that will attract upper, middle and higher income individuals and families to the City.

IMPLEMENTATION STRATEGY

The following implementation strategy is designed to utilize the aforementioned goals as a means to address community-wide economic issues.

- Goal 1 – Attract a broader base of desirable businesses and industry to the City.
 1. Consider, when appropriate, offering incentives to office-distribution uses that generally have higher wage levels.
 2. Consider, when appropriate, encouraging the location of high tech industries using tax incentive programs.
 3. Continue securing additional funding for LCI improvements from ARC.
 4. Explore the feasibility of joining the Georgia Main Street Program for further downtown revitalization.

- Goal 2 – Improve the diversity of employment opportunities available throughout the City.
 1. Industrial recruitment efforts should target those industries identified in the CR Future vision (i.e., medical, computer technology, etc.).
 2. Adopt business development policies that will utilize creative financing for new businesses.
 3. Balance residential and non-residential development to provide the necessary tax base for the City.
 4. Support small business incubators by providing low interest loans and related entrepreneurial incentives.

- Goal 3 – Plan improvements that will attract upper, middle and higher income individuals and families to the City.
 1. When moving to a smaller city, people look at four criteria: the education system, health facilities, public safety and recreation system. The City should continue to evaluate its' public safety and recreation programs on a regular basis and make the appropriate improvements as necessary. Additionally, the City should remain involved as a community partner with regard to the education system and health care system.
 2. Continue to support, as appropriate, a cultural arts program for all age groups.
 3. Continue to revitalize the Olde Town area.

NATURAL AND HISTORIC RESOURCES ELEMENT

Within the Natural and Historic Resources Element of the comprehensive plan the physical and historic resources of the City are inventoried. Issues, problems, and opportunities relative to environmentally sensitive resources are identified and strategies are advanced for their appropriate use, preservation, and protection.

INVENTORY AND ASSESSMENT

The following presents an inventory of natural and historic resources within the City of Conyers and an assessment that considers how these resources can be wisely utilized within the community development framework.

NATURAL RESOURCES

The City of Conyers is located within the Southern Piedmont physiographic province. This province, which extends from the northern mountains south to the Fall Line is characterized by rolling topography, sporadic outcroppings of rock, and the presence of bedrock close to the surface. The City of Conyers has an elevation of approximately 900 feet above sea level.

The Yellow River, which begins in Gwinnett County, is located along the northern portion of the City of Conyers. Big Haynes Creek is a major tributary of the Yellow River and together these two waterways drain the northern portion of the City. Portions of the extreme southern sector of the City are drained by the South River. The Big Haynes Creek Reservoir is the only large water impoundment proximate to the City.

Water quality is a major concern as development occurs within both the City and in Rockdale County. The City of Conyers has implemented a Stormwater Management Plan. The major waterways flow through areas of rapid urbanization and are subject to increasing urban storm water runoff. There is an ongoing need to assimilate more and more treated wastewater. Most of the other smaller waterways have their headwaters in the County and are relatively low flow streams. It is therefore important to guard the quality of water in streams by preventing erosion in developing portions of the City and achieving high levels of wastewater treatment.

Water Supply Watersheds

The Big Haynes Creek Reservoir is the principal water supply watershed in Rockdale County. The County provides potable water to the City of Conyers and therefore protection of this watershed resource is of great importance to both the City and County. Rockdale County has enacted a Watershed Protection District

as a means of regulating land use and minimum lot sizes. There is a Memorandum of Agreement (MOA) in place between the County and various governments establishing criteria for watershed protection and creating a Watershed Council and Technical Advisory Committee. This committee provides oversight for implementation of MOA measures.

At present both the Big Haynes Creek Reservoir and Big Haynes Creek are classified as “impaired waterways”, i.e. waterways that only partially support standards of the Clean Water Act.

In 2002, Rockdale County prepared a Watershed Management Plan that included an implementation program with restorative actions to correct water quality problems within the Big Haynes Creek watershed.

The Georgia Environmental Planning Criteria is for protection of watersheds (Part 5) has been followed in preparing this plan. Actions taken by Rockdale County as part of this program are presently in compliance with these criteria. Figure 1 depicts water supply watersheds.

Groundwater Recharge Areas

While there are households within Rockdale County that are dependent upon wells as a source of drinking water, all residences in Conyers are on public water supply. When using wells as a source of potable water, the source aquifers are recharged by groundwater infiltration. Thus, groundwater recharge areas are delineated as those portions of the ground surface where water infiltration replenishes an aquifer.

Within Rockdale County there are five areas where significant groundwater recharge might occur. None of these are within the City of Conyers. In fact, all soils underlying the City are categorized as having low pollution susceptibility. This means that these soils have minimal potential for surface contamination.

Even though there are no significant groundwater recharge areas within the City, there are two sites within or under partial jurisdiction of the City that are listed on the Georgia Environmental Protection Divisions Hazardous Sites Inventory: Transcontinental Gas Pipeline Corporation and the Miller Bottom Road Landfill. The Transcontinental Gas Pipeline Corporation presents the threat of mercury contamination and the Miller Bottom Road Landfill contains the contaminant benzene.

Neither of these sites is located within groundwater recharge areas, however surface pollution could be a threat to local streams. The City and County jointly monitor the landfill. The Georgia Environmental Planning Criteria (Part 5) and the regulations of the Department of Natural Resources include provisions

addressing contamination control measures and advance procedures for monitoring such sites. Figure 2 depicts groundwater recharge areas.

Water Quality

Water quality is of critical concern not only to the public but also to overall economic development prospects for the City and County. The Clean Water Act (CWA) mandates maintaining waterways as “fishable and swimmable”. Nine Rockdale County streams and rivers and the Big Haynes Creek Reservoir have been listed as either “not supporting” or “partially supporting” the CWA mandate.

Non-point source pollution is the most frequent factor in the degradation of water quality. Non-point source pollution is most often the result of impervious surfaces allowing transmission of chemicals and other contaminants to enter streams during periods of high runoff. Typically, subdivisions, industrial parks, and parking lots provide the greatest opportunity for runoff.

The Yellow River is presently classified as “non-supporting”. Almand Branch Creek, Big Haynes Creek, Boar’s Tusk Creek, Honey Creek, Little Haynes Creek, McClain Branch Creek, Snapping Shoals Creek, the South River, and Big Haynes Creek Reservoir are “partially-supporting”. The 2002 Watershed Management Plan adopted measures for the management of water quality. These management measures include mandatory stream buffers, more stringent site plan review procedures, additional monitoring and enforcement measures, educational programs for the public, stream bank stabilization, and upgrading of wastewater treatment facilities.

Wetlands

Wetlands are areas of land that are saturated by water either all or part of the time. They are a valuable resource in that wetlands offer critical habitat for many species of mammal, birds, fish, and reptiles. Wetlands also offer environmental educational opportunities and recreation potential. The greatest benefit of wetlands stems from their ability to filter and moderate runoff. They act as small water treatment plants and provide flood control measures.

Wetlands within the City of Conyers occur sporadically, and typically do not exceed 3 to 4 acres in the area. Within the northern portion of the City wetlands are primarily associated with streams that are tributary to the Yellow River (North Conyers Tributary). The most extensive occurrence of wetlands within the City is within the GIHP, South of Main Street and Interstate 20; wetlands are associated with Almand Creek (Tanyard Branch) and Snapping Shoals Creek. Small wetlands also occur within floodplains and proximate to ponds and small water impoundments. With the exception of a large expanse of wetlands proximate to Big Haynes Creek, wetlands are not a major development determinant in Conyers. The City monitors development proximate to wetland areas and

requires delineations if it appears that adverse impacts are likely. The Big Haynes Creek Nature Center will protect wetlands and provide interpretive and educational opportunities for visitors.

Wetlands in Georgia are protected by provisions of Part 5 of the Georgia Environmental Planning Criteria and by the U.S. Army Corps of Engineers Section 404 permitting process. The City of Conyers prohibits development within delineated wetlands and conforms to Part 5 and Section 404 regulations prohibiting development that will cause significant long-term degradation of jurisdictional wetland resources.

Under Section 404 regulations, any discharge of dredged or fill materials to a wetland exceeding one acre in size requires a permit. As an example of wetlands protection the Big Haynes Creek Nature Preserve that is being developed in the GIHP by the City will protect and preserve wetlands for environmental education opportunities. Figure 3 depicts wetlands.

Protected Mountains

There are no protected mountains within the City of Conyers.

Protected River Corridors

The City of Conyers has regulatory measures in place that require buffers along stream and river corridors per minimum standards of the Department of Natural Resources. There are no state-designated protected river corridors within either the City of Conyers or Rockdale County.

Coastal Resources

There are no coastal resources within the City of Conyers or within Rockdale County.

Floodplains

A floodplain is defined as “land that is susceptible to inundation from water overflowing the normal banks of a river or stream”. For the purposes of developing the comprehensive plan, the “100 year floodplain” or intermediate regional flood is referenced. The “100 year floodplain” has a probability of occurring once each 100 years, or a 1 percent chance each year.

Within the City of Conyers, floodplain occurs along most stream and river corridors. The width of the floodplain varies with the topography of the area, being broader where the land is flat and narrower where there are steeper slopes.

In January 2001, new Flood Insurance Rate Maps were prepared for Rockdale County and for the City of Conyers. Flood hazard areas periodically inundated by the 100-year flood are present at several locations within the City. In the northern and western portions of Conyers there are narrow floodplains associated with the North Conyers Tributary, Tanyard Branch and Boar Tusk Creek. The 100-year floodplain associated with Boar Tusk Creek extends to the northwest through the City to its point of confluence with the Yellow River. Figure 4 depicts floodplains.

In the southwest part of the City, the floodplain associated with Almand Creek is broad and extensive, particularly between Flat Shoals Road and Stockbridge Highway (S.R. 138). There is also a stretch of fairly extensive floodplain along Big Haynes Creek at the Big Haynes Creek Nature Center.

Floodplain within the City is regulated by Federal and state regulations, and by local ordinances. In 1995, the City of Conyers adopted a new Zoning Ordinance. This ordinance contains an appended district applying to properties that are subject to periodic inundation by floodwaters. The –FP Flood Protective District regulates development within those areas of the City that are subject to periodic inundation, in conjunction with the City’s Flood Damage Prevention Ordinance. The Flood Protective District will also be addressed in the updated Zoning Ordinance.

Soil Types

Soils are an important component in determining the potential of land for future development. Soil associations possess limitations for differing types of development, based upon their characteristics. For example, soils with high potentials for erosion would not be suitable for certain types of development, and would raise development costs to overcome these limitations.

The Soil Conservation Service categorizes soils by their limitations. Soils are identified by “association” and each “soil association” can contain one or more soil types with similar characteristics. Soils having “severe limitations” for development include rock outcroppings and predominantly alluvial soils located adjacent to streambeds. Rock outcrops occur at isolated locations within the City particularly along the northern perimeter. Alluvial soils such as those found in the Chewacla-Wehadkee Association occur within defined stream corridors within relatively level floodplains. Many of these soil types are protected by stream buffers. In these instances development is constrained by higher construction costs associated with grading and site development.

The second category is those soils with “moderate limitations”. Many of these soils (Madison-Pacolet-Gwinnett, Louisburg-Wedowee-Pacolet and the Pacolet-Wedowee-Louisburg associations) are found on lands possessing moderate to steep slopes. In Conyers, these soils are found adjacent to dendritic streams and on upland slopes. Slopes typically exceed 15 percent and, therefore, could

become cost-prohibitive for all types of development except for limited types of residences.

The third soils classification is that of “slight limitations”. Soils possessing slight limitations comprise the majority of land within the City and can normally accommodate all types of urban development without posing risks to environmental resources or adding significant costs to the development process. Soil associations possessing slight development limitations include the Madison-Pacolet-Gwinnett association, the Appling-Louisburg-Pacolet association and the Appling-Pacolet-Louisburg association. Several of these soil types are predominant within and adjacent to the Interstate 20 corridor through the City.

Future development proposals should include a detailed analysis of site soils and soils adjacent to a proposed site. This will identify the need to supplement and/or enhance site soils in order to improve a given development.

Steep Slopes

Rockdale County contains less topographic relief than any county within the Atlanta Metropolitan Region. The majority of the land area within the City contains land with slopes of less than 15 percent. When slopes exceed 15 percent development costs increase to the point where it becomes prohibitive to develop anything other than residences.

Although the predominant topographic characteristic is level to gently rolling land there are some areas of the City that are characterized by steep slopes. Within the City of Conyers topographic differentials are minimal with the exception of portions of the Georgia International Horse Park. The land being developed as the Big Haynes Creek Nature Center contains severe topography with typical slopes exceeding twenty percent. There are also more limited areas possessing steep slopes proximate to stream corridors.

Prime Agricultural And Forest Land

Small parcels of land utilized for agricultural purposes exist in the City of Conyers. The majority of agricultural land is located to the north, proximate to the intersection of Sigman Road and Irwin Bridge Road. It is possible that a few of these tracts could remain in limited agricultural use throughout the planning period but expansion of agricultural endeavors is unlikely.

According to the Rockdale County Soils Survey, there are no parcels within the City that are classified as prime agricultural or forest land.

Plant And Animal Habitats

In 1973, the State of Georgia passed the Wildflower Preservation Act and the Endangered Wildlife Act. Subsequent to these actions, the Georgia Department of Natural Resources (DNR) prepared listings of both plants and wildlife that are considered threatened, endangered, or rare and designated each as “protected species”. The Georgia Heritage Inventory prepared by DNR identifies potential habitat of protected species of wildlife. Georgia’s Protected Plants provides information as to the potential locations of protected plants. At present, one species of bird and five plant species are listed as having potential habitat within Rockdale County. The Southern Bald Eagle (*Haliaeetus leucocephalus*) is a state endangered species that occupies a habitat characterized by wetland areas (for hunting) and resides in larger trees.

Of the five listed plant species, three are state threatened species and two are state endangered species. All are typically found proximate to granitic outcrops. Flatrock onion (*Allium speculae*), Sedum (*Sedum pusillum*), and Amphianthus (*Amphianthus pusillus*) are threatened species and Black-spored quillwort (*Isoetes melanospora*) and Open-ground whitlow-grass (*Draba aprica*) are classified as endangered.

Major Park, Recreation And Conservation Areas

Within the City of Conyers, the Big Haynes Creek Nature Center is the only major recreation and conservation area. This 160-acre preserve is owned by the City and is located within the GIHP. The Nature Center is proposed for development for passive recreational purposes. When completed, the Nature Center will include environmental education facilities, interpretive nature trails, hiking trails, and interpretive wetlands areas. Figure 5 depicts area recreational resources.

Scenic Views And Sites

Despite being developed in urban uses, Conyers possesses several scenic vistas worthy of protecting. These include:

- Views within stream corridors where development has been limited due to the presence of steep slopes and/or alluvial soils. A prime example is Big Haynes Creek within the GIHP.
- Views to the northwest from properties located north of Sigman Road along Irwin Bridge Road. In some locales expanses of land dotted with rock outcrops stretching to Stone Mountain are visible.
- Views within and adjacent to the Big Haynes Creek Nature Center.
- Views of rural landscapes from major highways entering the City.

Viewsheds are an important component of the City’s aesthetic profile. Development proposals impacting such views need to be identified during the

site plan review process and appropriate measures taken to preserve these valuable viewsheds.

Air Quality

The City of Conyers and Rockdale County are located within the Atlanta Metropolitan Region. Air quality is monitored throughout the region due to continued potential for airborne particulates and ozone linked to automotive emissions. Air quality is classified using National Ambient Air Quality Standards (NAAQS). The entire Atlanta Metropolitan Area (13 counties) is presently classified as “non-attainment” due to excessive levels of ozone and airborne particulates exceeding allowable federal limits.

Being classified as “non-attainment” affects the ability of the City and County to expand their portions of the regional thoroughfare system. Road improvements to thoroughfares not classified as “regionally significant” are not affected.

Air quality has been and will continue to be a major problem throughout the Atlanta Metropolitan Area so long as there remains reliance on the automobile as the primary mode for all vehicular travel. The Atlanta Regional Commission (ARC) is attempting to attack air quality problems by programs such as the Livable Centers Initiative in which Conyers is a participant and by investigating new technologies geared to reduce mobile sources of air pollution.

HISTORIC RESOURCES

The City of Conyers contains both an historic residential district and an historic commercial district. Included within these districts are found National Register properties and properties having local historic significance. This section of the Natural and Historic Resources Element present a summary of significant historic resources within the City.

Historic Districts

There are two National Register Historic Districts within the City of Conyers: the Conyers Commercial Historic District and the Conyers Residential District. Both of these districts are located within and proximate to the downtown area within an area designated locally as the Conyers Historic District.

The Conyers Commercial Historic District is located within the Olde Town portion of downtown Conyers and consists primarily of commercial structures fronting on Center Street and Railroad Street. In the 1840s, Conyers consisted primarily of a train watering station and depot. During its first century the town center also became the locus of banking, government center, and commerce. The 5 acre area between the court house and the railroad tracks forms an L-shaped district

of 38 buildings constructed between 1840 and 1939 to house all these functions along Center, Main, Commercial, and Railroad Streets.

The Conyers Residential District is located north and west of Olde Town and consists of restored residences located along either side of Main Street, and on local streets proximate to Main Street. Surrounding the commercial district along the railroad, Main Street, and Milstead Avenue, leading citizens built homes in a wide variety of types and styles. They also built Presbyterian, Baptist and Methodist churches along tree-lined Main Street, then the major Atlanta to Augusta highway. Several of the homes and churches are remarkable for their architectural merit and example. On the west end of the district is a large rock cistern built in 1912 as Conyers' first public water supply. This district affords a beautiful entryway to Olde Town, as the residences are located on tree-lined thoroughfares.

The Conyers Historic District contains structures not presently listed on the National Register of Historic Places. These structures have unique local historic significance and include both residential and commercial buildings and Rockdale County governmental offices. Figure 6 depicts Conyers historic districts.

Other National Register Properties

There are three individually recognized properties outside of the Conyers Historic Districts that have been listed on the National Register of Historic Places. These are: Dial Mill (listed in 1978), the Rockdale County Jail (listed in 1982), and the Almand-O'Kelly-Walker House (listed in 1998).

The Dinky Trail

The Old Milstead Railroad bed, commonly referred to as the "Dinky Trail", is located in the northern part of the City proximate to Irwin Bridge Road. Both the City and Rockdale County own portions of this trail. The Dinky Trail is not a National Register property but has local historic significance. Efforts are underway to acquire land to provide additional continuity within the trail corridor, thus affording protection to this historic resource.

NEEDS AND GOALS

Natural and historic resources are significant elements of the comprehensive planning process. Natural resources exert an influence on the development potential of the land, particularly topography, soils, the location of floodplains, proximity to wetlands, water supply and scenic vistas. Historic resources need also be considered, particularly when infill development or redevelopment projects are proposed and to maintain visual and structural compatibility.

The following summarizes findings of relevance as relates to natural and historic resources within the City of Conyers:

- Big Haynes Creek is in need of restorative actions to improve water quality within its watershed.
- While there are no groundwater recharge areas within the City, the two sites (Transcontinental Gas Pipeline and Miller Bottom Landfill) have the potential for contamination and will require continuous monitoring.
- Non-point source pollutants are a primary source of water quality degradation.
- Wetlands protection measures are primarily needed along Big Haynes Creek and within the Big Haynes Creek Nature Center.
- Soil limitations are existing proximate to the banks of City streams and in areas of rock outcropping.
- Within the GIHP steep slopes could have an impact on proposed development.
- Potential habitats of threatened and endangered species do exist within the County and potentially within portions of the City.
- Scenic viewsheds are present in some areas of the City.
- Conyers is located within a non-attainment area for air quality.
- Historic structures and districts are a significant resource of the City.

The following goals have been established as a means of protecting and enhancing valuable natural and historic resources:

Goal 1 - Continue to implement measures that will result in the preservation of open space and the protection of environmentally sensitive resources.

Goal 2 – Implement recommendations from the 2002 Watershed Management Plan.

Goal 3 - Implement measures that will contribute to improved air quality.

Goal 4 - Encourage the continued preservation of historic resources and restoration of locally important historic structures.

Goal 5 - Modify and expand as necessary local ordinances and regulations governing the use of the City's land resources.

IMPLEMENTATION STRATEGY

The following strategies are advanced as a means to protect and preserve valuable natural and historic resources.

- Goal 1 – Continue to implement measures that will result in preservation of open space and protect environmentally sensitive resources.
 1. Expand the greenspace program to link parks and activity generators.
 2. Implement the concept of conservation subdivisions.
 3. Assess proposals for alteration of wetlands.
 4. When acquiring land or an easement for recreation or other public use, include flood plain and stream buffer areas.
 5. Monitor flooding and request updated floodplain maps.
 6. Consider strategies to implement should contamination of groundwater occur.
 7. Continue to enforce the provisions of the Tree Preservation and Landscape Ordinance.

- Goal 2 – Implement recommendations from the 2002 Watershed Management Plan.
 1. Revise ordinances and development regulations to facilitate improved water quality.

- Goal 3 – Implement measures that will contribute towards improving air quality.
 1. Implement recommendations for pedestrian-friendly transportation.
 2. Encourage development of alternative transportation modes resulting in car-pooling and vanpooling.
 3. Designate areas within the City for mixed-use.
 4. Encourage utilization of transit systems when and where appropriate.
 5. Continue to implement provisions of the Tree Preservation and Landscape Ordinance.
 6. Encourage development of trails, greenways, additional sidewalks and bikeways.

- Goal 4 – Encourage the continued preservation of historic resources and structures.
 1. Re-inventory the 1977 survey of the City’s historic structures to add to the listing of National Register.
 2. Implement provisions of the HD, Historic District overlay zone to incorporate minimal design standards for restoration of historic structures.
 3. Complete acquisition of an easement that will allow for complete restoration of the Dinky Trail.
 4. Continue the revitalization of Olde Town Conyers.
 5. Review and update the map depicting the City’s historic resources.

- Goal 5 – Modify and expand as necessary local ordinances and regulations.
 1. Complete the updating of the 1995 Zoning Ordinance.
 2. Incorporate conservation subdivision provisions into the Subdivision Regulations.
 3. Modify development regulations to accommodate mixed-use development and traditional neighborhoods.

COMMUNITY FACILITIES ELEMENT

The Community Facilities Element presents an inventory of public facilities and services, contains an assessment of their adequacy to meet the needs of present and future City residents, determines future facility needs and advances a strategy to provide the desired level of facilities and services for the 20-year period covered by this plan.

INVENTORY AND ASSESSMENT

This section of the Community Facilities Element addresses the local transportation network, water supply system, sewerage system, solid waste management, public safety, hospitals and public health facilities, recreation, general government, educational facilities, libraries, and other cultural facilities. In some instances these services and facilities are provided to the City of Conyers by Rockdale County. An assessment of community facilities provided by the City is included and forms the basis for developing a strategy to meet the needs of community residents. Figure 7 depicts some area community facilities.

TRANSPORTATION NETWORK

The transportation network is the primary means of bringing people and goods to the City of Conyers and moves them about throughout the City. The Conyers transportation network is a part of the larger Rockdale County network. Both are integrated with the regional transportation network serving the Atlanta Metropolitan Area.

The Conyers transportation network includes facilities for the movement of both vehicular and pedestrian traffic. Several state, regional, county and local transportation studies mitigate on the City's transportation network. These include: the Georgia DOT Statewide Transportation Plan (2001 – 2005), the Georgia DOT Six Year Work Program, the ARC 2025 Regional Transportation Plan (RTP), the ARC 2003 – 2005 Transportation Improvement Plan (TIP), the Rockdale County and City of Conyers Comprehensive Transportation Plan (CTP), and the City of Conyers 2001 Livable Centers Initiative (LCI). The information presented herein is taken from these studies.

Existing Conyers Transportation Network

The City of Conyers thoroughfare network includes minor arterial, collector and local roads as classified by the Georgia DOT. Georgia DOT also periodically provides data relative to vehicle miles of travel (VMT) for area thoroughfares. Table 29 depicts data pertaining to the Conyers thoroughfare network and VMT based upon the Georgia DOT classification system.

**TABLE 29
CONYERS THOROUGHFARE NETWORK**

TYPE OF ROADWAY	MILES	VMT
Interstate Highways	0.00	0
Principle Arterial Thoroughfares	0.00	0
Minor Arterial Thoroughfares	2.60	23,352
Collector Streets	0.59	3,741
Local Streets	30.98	48,329
TOTALS	34.17	75,422

Source: Georgia DOT 400 Series Reports 12/31/2001.

The majority of major roadways within Rockdale County radiate outward from the City of Conyers. Major regional thoroughfares include: Interstate 20, which bisects the City, State Route 20 and State Route 138. Internal connectors include: Sigman Road, Flat Shoals Road, Old Covington Highway, and Dogwood Drive and Iris Drive which are access roads on either side of Interstate 20.

There exist several major traffic generators in the City of Conyers that are presently served by the City thoroughfare system. These include: Olde Town, Rockdale Hospital and the adjacent medical area, schools, the City of Conyers governmental complex, the Rockdale County governmental complex, commercial development along S.R. 138 south of Interstate 20, industrial parks and the GIHP.

There are several areas of traffic congestion within the City. The primary area of congestion is S.R. 138 south of Interstate 20. The congestion is caused by the presence of strip commercial development and large-box stores such as Wal-Mart and newer planned retail centers. The second area of congestion occurs proximate to the City's Interstate 20 interchanges at West Avenue and S.R. 138. In addition, the following points of congestion have been identified on collector and local streets:

- The intersection of West Avenue, Green Street, Railroad Street, Almand Street, and North Streets.
- The intersection of Main Street, Green Street and Scott Street with Pine Log Road.
- The intersection of Milstead Avenue and Main Street.
- Along Milstead Road proximate to Rockdale Hospital and the adjacent medical offices.

Signalization

At present there are 12 traffic signals and 3 school traffic signals within the City of Conyers. The City is responsible for maintaining these. The LCI Plan identifies two areas where there are significant pedestrian-vehicular conflicts – the

downtown area and the Rockdale Hospital locale. Some of these conflicts could be ameliorated by improved traffic signalization.

Public Transportation

At present, there is no public transportation service within the City of Conyers. The Georgia Regional Transportation Authority (GRTA) has recently purchased buses for the purpose of providing commuter service throughout the Atlanta Metropolitan Area including the City of Conyers. This service is anticipated to begin in 2004. To date no park and ride lots have been identified within the City of Conyers

The potential for locating commuter rail corridors within the Atlanta Metropolitan Area is being studied by Georgia DOT, GRTA, and the Georgia Rail Passenger Authority (GRPA). Six preliminary corridors have been identified including one corridor that would include the City of Conyers. The CTP does not identify any transit projects.

Bicycle Routes, Sidewalks And Pedestrian Facilities

The 2001 LCI Plan for the City of Conyers and the 1999 Master Trails Plan for Rockdale County both address the need for bicycle routes and pedestrian corridors. Within the Atlanta Metropolitan Area there has been a renewed effort to provide alternative means of transportation. This would reduce dependence upon the automobile as the primary means of transportation. This is due in part to extensive traffic congestion that occurs throughout the region and the designation of the region as “non-attainment” due to excessive air pollutants.

Within the City of Conyers there are at present no officially designated bikeways. The primary sidewalk network includes Main Street and Green Street in the downtown area, Irwin Bridge Road in the northern portion of the City, a small portion of Milstead Avenue proximate to the medical area and along Renaissance Drive close to Sigman Road.

Designated trails that are accessible to pedestrians include the Boar’s Tusk Creek Trail and the Dinky Trail.

Bridges

The Comprehensive Transportation Plan has determined that all bridges within the City of Conyers and Rockdale County are in good condition and need only minor repairs.

Railroads

The CSX Railroad operates through Rockdale County and within the City of Conyers. This rail corridor roughly parallels the south side of Railroad Street, South Main Street and Covington Highway through Conyers.

WATER SUPPLY AND SEWERAGE SYSTEM

In December 1996, the City of Conyers sold the water and sewerage system to Rockdale County. Since that date, water supply and treatment, the sewerage system, and wastewater treatment are provided to Conyers residents by Rockdale County. All city residents are served by public water supply and are on a public sewerage system. Rockdale Water Resources (RWR) operates both the water supply and sewerage systems that serve the City. The Rockdale County Comprehensive Plan addresses both water and sewerage system needs.

SOLID WASTE MANAGEMENT

Limited landfill capacity, waste stream reduction and recycling remain the three highest solid waste management priorities for both the City of Conyers and Rockdale County.

Sanitary Landfills

The Miller Bottom Road sanitary landfill was the only landfill in Rockdale County. Located on Miller Bottom Road in the Little Haynes Creek basin, this landfill has been formally closed. The County retains ownership of this site.

With the closure of the Miller Bottom Road sanitary landfill in 1993, the City presently sends its solid waste to the Hickory Ridge landfill, which is owned and operated by BFI, Inc. While some aspects of solid waste management will differ between the City and the County, the City and County recognize that it is very important to develop and implement a unified strategy for solid waste management practices and waste reduction measures to maintain compliance with the 1990 Georgia Solid Waste Management Act.

The County owns 220 acres adjacent to and just north of the Miller Bottom Road landfill. Preliminary engineering at this new site shows that it could provide up to 16 years of additional waste capacity. The potential 16-year life span assumes that the landfill would receive about 150 tons-per-day of waste (slightly over five pounds per person per day) initially and that the waste stream would increase with population increases. If a change in the way waste is handled is implemented resulting in the separation of dry waste such as wood and the installation of a dry waste incinerator, landfill life expectancy could be extended by 3 additional years. Given the 16-year life expectancy of the 220-acre site (if

permitted), and assuming installation of a dry waste incinerator, the City and County could have up to 22 years of landfill capacity remaining.

Solid Waste Collection

The City of Conyers provides waste collection with its own crews and equipment for all the residences and most of the businesses in the City. In 2001, the City had a total of 3,010 residential customers and 364 commercial customers.

The fee for residential service in the City in 2001 is \$156 per year. Commercial collection fees in the City vary by volume, and range from \$26 per pickup (for 2 cubic yards) to \$104 per pickup (for 8 cubic yards). No problems have been reported with regard to the type or quality of collection service provided.

Waste generation in the City of Conyers is anticipated to expand commensurate with population growth. With a year 2000 population of 10,689 and an estimated waste generation rate of 8.545 pounds per day per person, a daily total of 91,338 pounds per day of solid waste is being generated. This equates to 16,678 tons per year. By the end of the 20-year planning period, daily waste generation in the City will increase to approximately 140,000 pounds per day, or 25,553 tons per year.

At this time, the City anticipates that solid waste could continue to be transported to the Hickory Ridge landfill site operated by BFI, Inc. throughout the planning period.

Recycling

The recycling program conducted by the City of Conyers Sanitation Department, currently serves all City residents. This program encompasses leaf pickup, limb pickup and metal products.

Composting

The City of Conyers operates a leaf collection and composting program.

PUBLIC SAFETY

Facilities for the protection of public safety include police, sheriff's department, fire protection, and emergency medical services. Of these, Rockdale County is responsible for providing a sheriff's department, fire protection and EMS facilities for the City of Conyers. The Rockdale County Comprehensive Plan addresses services that include the City in great depth and, therefore, these are only briefly summarized herein.

Police

The City of Conyers provides police protection to all city residents. There are presently one police headquarters located within the City of Conyers Government Complex. Also there is a community policing office located at Hunting Creek Townhomes.

There are a total of 47 uniformed officers (includes a chief, deputy chief, major, captain, lieutenant, sergeant first class, sergeant, detective, K-9 officers, and patrolmen).

The city police force annually reviews staffing and equipment needs and new positions are added commensurate with population growth and incidences of crime. Staff resources are allocated accordingly and are dependent upon standard crime analyses.

The Conyers Police Department listed the following priorities to improve the current level of service: automated records and dispatch, coordinated communications through mobile data transmission and service delivery, and enhancement by use of Geographical Information System (GIS), Automated Vehicle Locator (AVL) technology, and expanding community outreach programs.

Sheriff's Department

The Rockdale County Sheriff's Department offices and Jail are located outside the City of Conyers. Two County precincts are located outside of the City. The jail is presently inadequate to handle inmates.

Fire Protection

Rockdale County provides fire protection services throughout the County, including the City of Conyers. There are 7 fire stations throughout the County, one of which is located on Scott Street within the City Municipal Complex. Countywide, there is a need to construct additional fire stations and increase firefighting equipment to meet the needs of a growing population.

Emergency Medical Services

Emergency medical services are provided through a contract with National EMS. National EMS provides an Advanced Life Support System for all 911 calls and has a complement of 11 EMS vehicles. EMS services are presently adequate but additional facilities will be necessary as population growth continues.

HOSPITALS AND PUBLIC HEALTH FACILITIES

Although the City of Conyers does not provide hospital and public health facilities, the majority of Rockdale County health services are located within the City. Rockdale Hospital, located on Milstead Avenue is a full-service, accredited facility. The hospital is presently undergoing its sixth expansion.

The Health Department Clinic is also located within the City and has also undergone past expansions. Additional space is still needed to accommodate record-keeping requirements and medical rooms.

Three additional areas of health services are also provided by Rockdale County to residents of the City. These are: Senior Services, the Mental Health Department and the Environmental Health Department. Each of these are covered in detail in the County plan.

RECREATION

This section of the Comprehensive Plan presents an inventory of existing parks and recreational facilities in the City of Conyers. It applies nationally recognized standards to evaluate the park system and to determine the need for additional parkland and recreational facilities in the City. Opportunities for providing additional open space, passive use facilities, and recreational experiences in the future are included. Overall policies for guiding future park and recreation investments and activities are also presented.

Public Parks And Recreational Facilities

The City of Conyers presently has eight developed parks totaling 14.50 acres. The Big Haynes Creek Nature Center park site located at the Georgia International Horse Park is under development and consists of 150 acres.

Center Point Park is a small passive use facility located in the downtown area. The park contains a monument depicting the center of the old city limits and the Dinky locomotive.

Bonner Park is located northeast of downtown and is an active park. Facilities within this park include: two unlighted tennis courts, a striking wall, three unlighted basketball courts with goals, a small playground, and a small covered pavilion. The park is well landscaped.

Olde Town Park is a passive use facility located in the downtown area of the City. It contains the Lewis Vaughn Botanical Garden and a large community pavilion with a stage. The Lewis Vaughn Botanical Garden is a small water garden with a walkway and interpretive signage. The pavilion is used by the city for festivals and downtown events.

South Hicks Park is located in the northern portion of the city. The park consists of a small tract of vacant land that has recently been renovated to include one full-court basketball court, a sand box, benches, and playground equipment. This park receives moderate use.

Eastview Park is an open area containing new basketball goals and playground equipment. This park is located northeast of the downtown area.

Veal Street Park is southwest of downtown Conyers. Equipment within this park consists of playground equipment, a basketball court, benches, and a sand box.

Pleasant Circle Park is in the northwest part of the city and has recently been upgraded. Facilities include playground equipment, a basketball goal, benches, and a sand box.

There is an unnamed park just south of Green Street in the downtown area. This park is new and contains a piece of play equipment and a bench.

The site for the Big Haynes Creek Nature Center is located in the northeast portion of the Georgia International Horse Park. A master plan has been prepared and the site is proposed for development as a passive-use facility. When completed this park will include trails, interpretive facilities, and open space.

The City of Conyers is a participant in the Georgia Greenspace Program and presently has two years of grant funds in hand. The City is pursuing option for the purchase of local greenspace.

GENERAL GOVERNMENT

The City of Conyers Municipal Complex is located on Scott Street and consists of several buildings.

The Department of Planning and City Services is located at 1174 Scott Street. Conyers Security Alert is also located within this building. All available space is presently occupied.

Court Services are located at 1178 Scott Street. These offices house the Director of Court Services, the municipal court clerk and staff, and Municipal Probation and Community Services. All available space is presently occupied.

City Hall located at 1184 Scott Street is the largest city office building and also accommodates the largest number of city government departments. At this address are the offices of the City Manager, Public Affairs/Tourism, Economic

Development, Customer Services, Finance, Human Resources, and Accounts Receivable/Accounts Payable. All available office space is presently occupied.

The Conyers Police Department is located at 1194 Scott Street. The Communications Department, the City's Criminal Investigation Division, and Uniform Patrol occupy these offices. This facility is completely occupied.

The City of Conyers Municipal Court is located in the City Municipal Complex. Municipal Court is held in the City Council Chambers. Municipal Court handles traffic violations, misdemeanors, and City code violations. The present space is adequate for both present and anticipated caseloads.

At the present time, the city is at a full staff compliment. As local needs warrant the City will take the necessary actions to increase personnel. The city has no plans to expand city offices at the present time.

EDUCATIONAL FACILITIES

Rockdale County Public Schools (RCPS) provides educational facilities for both the City of Conyers and the County. The RCPS test score averages indicate that this system out performs both the State of Georgia and national averages. There are presently 11 elementary schools, 3 middle schools and 3 high schools within the County system.

In addition, there is an alternative school (the Alpha School), a Magnet School for science and technology and an evening school continuing education program. The RCPS currently operates close to capacity (over 97 percent) and the County is presently in the process of planning for school system expansion.

LIBRARIES AND OTHER CULTURAL FACILITIES

The Nancy Guinn Memorial Library, located in Olde Town is owned and operated by the Conyers-Rockdale Library System. The library has space for 100,000 books and other items. At present there are over 103,000 books in the library. The assembly room has a capacity of 300 persons and can be cordoned off into smaller meeting areas.

The Library Board of Trustees is undertaking a space study to determine specific expansion needs at the present location and the possible need for a branch library.

The Vaughn Botanical Garden is located in Olde Town and is a well-designed facility that offers the opportunity for individuals, school children and local organizations to view indigenous plants and a water garden.

NEEDS AND GOALS

The City of Conyers and Rockdale County together provide a wide range of community facilities to meet the needs of present and future residents. The determination of community facilities needs will focus only on those community facilities that can be provided by the City. Community facilities provided by the County will be summarized from the Rockdale County Comprehensive Plan.

TRANSPORTATION NETWORK

The inventory and assessment of the Conyers transportation network indicated that the following needs are to be addressed during the 20-year period covered by this Plan:

- Additional thoroughfare and intersection improvements are needed particularly within the City's four LCI Activity Centers.
- Traffic congestion occurs at several key intersections.
- Signalization should be upgraded at high volume pedestrian crossing points.
- Alternative means of transportation should be expanded within the City.

The following goals have been established to guide the decision-making process relative to implementing improvements to the transportation system.

Goal 1 – Coordinate with Rockdale County the implementation of the CTP recommendations for roadway capacity and operational improvements.

Goal 2 – Use the recommendations made in the LCI Plan as a guide to develop a program to reduce traffic congestion within the City's activity centers.

Goal 3 – Coordinate with Georgia DOT to secure additional traffic signals and crossing enhancements for those intersections identified in the LCI Plan.

Goal 4 – Continue to provide additional bikeways and sidewalks throughout the City as a means of providing improved connectivity between local traffic generators.

Goal 5 – Participate in studies that seek to identify alternative means of bus transit and commuter rail transportation.

WATER SUPPLY AND SEWERAGE SYSTEM

Rockdale County provides all water supply, sewerage system, and treatment facilities. They are the principal agency determining future facilities needs for both the City and County. The City of Conyers Department of Planning & City Services will continue to coordinate with Rockdale Water Resources for the planning and construction of future water and sewerage system improvements.

SOLID WASTE MANAGEMENT

The City of Conyers continues with ongoing plans to maintain adequate solid waste collection, disposal and recycling practices. Conyers is presently updating its Solid Waste Management Plan to retain compliance with the Georgia Solid Waste Management Act. The assessment of the City's solid waste management program indicated the following:

- It is possible that the useful life of the Hickory Ridge Landfill could be reached within the planning period.
- Collection procedures and equipment need to be monitored in order to provide adequate services.

The following goals are established for solid waste.

Goal 1 – Identify additional alternative sites for waste disposal.

Goal 2 – Identify present deficiencies and future needs to facilitate residential and commercial solid waste collection processes.

Goal 3 – Seek ways to expand local recycling programs and reduce waste streams.

Goal 4 – Develop a solid waste educational program.

PUBLIC SAFETY

As previously mentioned, public safety services are provided entirely by the City of Conyers Police department. The following needs have been identified:

- Additional space for police officers and police staff will be necessary during the planning period.
- Space will be needed for storage, record keeping, and other administrative business.

In order to meet these needs the following goals have been established for police services.

Goal 1 – City officials should continue to periodically review criteria for providing law enforcement officers.

Goal 2 – Future locations of police precincts should be considered for central to high crime areas.

Goal 3 – Consideration should be given to either expanding present central police facilities to accommodate administrative and record keeping needs. These needs should be met when new precincts are established.

HOSPITALS AND PUBLIC HEALTH FACILITIES

Rockdale County will continue to be the provider of both hospital and public health facilities for the duration of the planning period. The Rockdale County Comprehensive Plan contains a complete assessment of these needs.

RECREATION

The need for parkland and recreation facilities is determined by applying accepted standards to present and future populations. Future needs for park acreage and facilities are determined herein and goals are established to guide the recreation system implementation program.

Recreation Needs Assessment

System-wide planning standards provide guidelines for provision of local close-to-home space. Local close-to-home space is defined as city-owned or leased recreation land and school recreation areas where a joint use agreement is in place. Open space and conservation areas are not included. There are no specific standards for these types of use.

The National Recreation and Parks Association (NRPA) guidelines for local close-to-home space recommend providing from 6.25 to 10.50 acres of recreation land per 1,000 persons. Applying this guideline to the current City of Conyers population of 10,689 and the total of 14.50 acres of recreation land results in a total of 1.36 acres of land per 1,000 persons. This level of service is well below the low end of the recommended acreage standard.

It is recommended that the City of Conyers endeavor to improve the present level of service to an overall standard of 7.00 acres per 1,000 persons by the year 2020. Table 30 depicts the need for local close-to-home space for the City throughout the planning period.

**TABLE 30
RECREATION ACREAGE NEEDS**

YEAR/POPULATION	STANDARD	ACRES NEEDED	DEFICIT
2000 – 10,689	7.0 Ac./1,000 Persons	74.8	60.3
2005 – 12,160	7.0 Ac./1,000 Persons	85.0	70.5
2010 – 13,684	7.0 Ac./1,000 Persons	95.8	81.3
2015 – 14,863	7.0 Ac./1,000 Persons	104.0	89.5
2020 – 16,386	7.0 Ac./1,000 Persons	114.7	100.2

Source: Calculations By Robert G. Betz AICP, Inc.

The needs assessment should also evaluate the adequacy of recreational facilities. NRPA provides baseline standards for both active and passive facilities. The City of Conyers should prepare as a separate document a System-Wide Recreation Master Plan. In this document, NRPA baseline facilities standards should be modified based upon user participation data. In this manner, facilities needs would reflect “Conyers-Specific” standards, and not national standards. NRPA baseline standards for facilities are shown in Table 31. Using the baseline facility standards from NRPA, preliminary facilities needs for Conyers are presented in Table 32.

**TABLE 31
NRPA BASELINE FACILITY STANDARDS**

<u>Facility Type</u>	<u>NRPA Standard</u>
Ball Fields	1 Per 5,000
Football Fields	1 Per 20,000
Soccer Fields	1 Per 10,000
Tennis Courts	1 Per 2,000
Basketball/Volleyball Courts	1 Per 5,000
Running Tracks	1 Per 20,000
Swimming Pools	1 Per 20,000
Multi-Use Courts	1 Per 10,000
18 Hole Golf Courses	1 Per 50,000

**TABLE 32
FACILITY NEEDS CITY OF CONYERS 2000 – 2020**

FACILITY TYPE	2000 SUPPLY	2000 NEED	2005 NEED	2010 NEED	2015 NEED	2020 NEED
Ball Fields	0	2	2	3	3	3
Football Fields	0	1	1	1	1	1
Soccer Fields	0	1	1	1	1	2
Tennis Courts	2	5	6	7	7	8
Basketball/VB Courts	6	2	2	3	3	3
Running Tracks	0	0	0	0	0	1
Swimming Pools	0	0	0	0	0	1
Multi-Use Courts	0	1	1	1	1	2
Golf Courses	0	0	0	0	0	0

Source: Calculations By Robert G. Betz AICP, Inc.

The following goals have been established to guide development of an implementation strategy for providing an adequate recreation system for present and future populations of the City.

Goal 1 – Endeavor to provide additional acreage for parkland by the year 2020.

Goal 2 – Establish a program to secure funding to meet recreation facilities needs throughout the planning period.

GENERAL GOVERNMENT

The City's Municipal Complex is located on Scott Street and consists of several buildings, which house all City governmental functions. The complex places all government offices at a central location that is accessible to residents of the Conyers community. Governmental needs are summarized in this section of the Community Facilities Element and goals are established to enhance local governmental services.

- At some point during the planning period additional governmental space could be needed to optimize the City's administrative functions.
- Additional City governmental staff might be needed during the planning period.

The following goals are advanced for general governmental operations:

Goal 1 – The City should continue to review both spatial and personnel needs once a year.

EDUCATIONAL FACILITIES

Rockdale County will continue to be the provider of educational services and facilities throughout the planning period. The Rockdale County Comprehensive Plan contains a complete assessment of educational needs to meet present and future City and County populations.

LIBRARIES AND OTHER CULTURAL FACILITIES

The Conyers-Rockdale Library System will continue to provide books and related items for use by residents of both the City and County. The library system needs are summarized herein.

- The present Nancy Guinn Memorial Library, although only 13 years of age is over capacity.
- With growth forecast for both the City and County there is a need for a branch library system.

Goals for library facilities are as follows:

Goal 1 – Upon completion of the space needs study the Library Board of Trustees should proceed to secure funding for expansion.

Goal 2 – The City and County should jointly identify potential sites for locating branch libraries proximate to present and potential areas of high population density.

IMPLEMENTATION STRATEGY

The following strategies are recommended to meet the community facilities needs of City of Conyers residents.

TRANSPORTATION NETWORK

- Goal 1 – Strive to implement Comprehensive Transportation Plan recommendations for roadway capacity and operational improvements.

Roadway improvements at:
Covington Highway
S.R. 138 (I-20 to Sigman Road)
Sigman Road

Operational improvements at:

S.R. 138/I-20
Dogwood Drive
Iris Drive
S.R. 20
Flat Shoals Road
Old Covington Highway
S. Main Street
S.R. 138
Sigman Road

- Goal 2 – Reduction of traffic congestion within the City’s activity centers.
 1. Implement the intersection improvements and traffic calming measures in the LCI Plan.
 2. Improve the intersection of Milstead Avenue and Milstead Road.
 3. Improve the intersections of Eastview Road and Eastview Parkway at both S.R. 138/S.R. 20 and Sigman Road.
- Goal 3 – Additional traffic signalization and crossing enhancements at intersections posing crossing problems for pedestrian traffic.
 1. Construct raised crosswalks and textured crosswalks throughout the downtown area as recommended in the LCI Plan.
 2. Incorporate appropriate traffic signalization into the proposed intersection improvement at Milstead Avenue and Milstead Road.
- Goal 4 – Provide bikeways and sidewalks to provide improved connectivity between local traffic generators.
 1. Develop bikeways, where feasible, along Main Street, Oakland Avenue, and Sigman Road to link with bikeways planned by Rockdale County.
 2. Develop sidewalks along Sigman Road, Irwin Bridge Road, all thoroughfares within the medical center area, and on Eastview Road and S.R. 138/S.R. 20 in conjunction with new development.
- Goal 5 – Participate in studies identifying alternative means of bus transit and commuter rail transportation.

1. Take an active role in plans being prepared by GRTA and GRPA.
2. Coordinate future development with provisions of the update of the Comprehensive Transportation Plan.

WATER SUPPLY AND SEWERAGE SYSTEM

The Rockdale County Comprehensive Plan and Rockdale Water Resources plans fully address implementation strategies for the provision of water supply, sewerage and treatment facilities.

SOLID WASTE MANAGEMENT

- Goal 1 – Identify additional alternative sites for waste disposal.
 1. Explore utilization of other landfills within close proximity of the City of Conyers.
- Goal 2 – Identify present deficiencies and future needs to facilitate residential and commercial solid waste collection processes.
- Goal 3 – Seek ways to expand local recycling programs and reduce waste streams.
 1. Identify and develop sites for recycling centers.
 2. The City will continue to encourage residents to utilize the Rockdale County transfer station. The City will continue its leaf, brush and metals recycling program.
- Goal 4 – Develop a solid waste educational program.
 1. Involve the schools and civic organizations in the educational process.
 2. Conduct annual public workshops focusing on the benefits of recycling and how such a program can enhance the aesthetic appearance of the City.

PUBLIC SAFETY

- Goal 1 – City officials should continue to periodically review criteria for providing law enforcement officers.
 1. The Conyers Police Department presently has in place a periodic review procedure that utilizes nationally accepted standards to determine the need for uniform officers.

- Goal 2 – The future location of police precincts should consider placing new precincts central to high crime areas.
 1. Continue to monitor crime statistics and use these as the basis for expanding the police protection mechanism in a manner similar to what was accomplished by locating a community policing office within the Hunting Creek Townhomes locale.
- Goal 3 – Consideration should be given to ultimately expand present Police Department facilities.
 1. Conduct a space needs study for police facilities early in the planning period.

HOSPITALS AND PUBLIC HEALTH FACILITIES

As Rockdale County will continue to provide hospital and public health facilities for both the City and County, implementation strategies are contained in the Rockdale County Comprehensive Plan.

RECREATION

- Goal 1 – Endeavor to provide additional acreage for parkland by the year 2020.
 1. Prepare a system wide recreation master plan.
 2. Complete construction of the Big Haynes Creek Nature Center.
- Goal 2 – Establish a program to secure funding to meet recreation facilities needs throughout the planning period.
 1. Seek to develop public-private partnerships with businesses and industries.
 2. Investigate securing foundation grants for facilities development.
 3. Evaluate the following potential recreation funding mechanisms: dedicated millage rate, bond referendums, SPLOST participation, and impact fees.

GENERAL GOVERNMENT

- The City should continue to review both spatial and personnel needs once a year.

1. Schedule a formal internal space needs and staffing needs survey and study to be conducted during each five-year increment of the planning period.

EDUCATIONAL FACILITIES

Rockdale County will continue to provide the school system to meet the needs of both the City and County for the duration of the planning period. The Rockdale County Comprehensive Plan contains detailed strategies to meet present and future educational needs.

LIBRARIES AND OTHER CULTURAL FACILITIES

The Rockdale County Comprehensive Plan fully addresses implementation strategies for a space need study for expanding the Nancy Guinn Library, funding for expansion, and identifying sites for future location of branch libraries.

HOUSING ELEMENT

The Housing Element includes an inventory and assessment of housing stock within the City of Conyers for the purpose of determining its adequacy to meet the needs of present and future residents. Once deficiencies have been determined a strategy is advanced for the adequate provision of housing throughout the 20-year planning period.

INVENTORY AND ASSESSMENT

The initial part of the Housing Element addresses the types of housing available throughout the City, its age and condition, the balance between owner and renter occupied units and housing costs. Using this data, an assessment is made to determine if existing housing is appropriate in terms of quantity, affordability, type and location.

TYPES OF HOUSING UNITS

The 2000 census identified three types of housing: single-family, multiple-family and mobile home dwellings. The mobile home category includes both modular and manufactured homes. Table 33 presents information pertaining to the type of housing units present within the City.

**TABLE 33
TYPE OF HOUSING UNITS**

HOUSING TYPE	1980	PERCENT	1990	PERCENT	2000	PERCENT
Single-Family Units	1,756	71.6%	1,604	49.2%	1,985	45.2%
Multiple-Family Units	585	23.8%	1,523	46.7%	2,313	52.6%
Mobile Homes	113	4.6%	135	4.1%	97	2.2%
Total Housing Units	2,454	100.0%	3,262	100.0%	4,395	100.0%
Total Occupied Units	N/A	N/A	2,798	85.8%	3,990	90.8%

Source: Bureau of the Census

During the decade 1990 – 2000 occupied housing units in Conyers increased from 85.8 percent to 92.4 percent. During this same period multiple-family homes became the prevalent type of dwelling unit. The percentage of single-family units decreased from 49.2 percent to 45.2 percent.

Housing Trends

While single-family homes decreased during the past decade, housing starts during the initial two years of the current decade indicate that new single-family homes are the principal type of residence being constructed in the City. This is particularly evident along the northern tier (within and adjacent to the Sigman Road corridor), and to a lesser extent south of Interstate 20. With completion of the LCI Plan it is anticipated that future residential development within the City's activity centers will primarily consist of single-family infill development and to a limited extent traditional neighborhoods where a variety of housing types are constructed in close proximity to each other with a wide range of prices will be constructed.

AGE AND CONDITION OF HOUSING

Table 34 depicts the age and condition of housing units in the City of Conyers. This table provides information as to the year homes were constructed and insight into the potential for substandard dwellings.

**TABLE 34
AGE AND CONDITION OF HOUSING UNITS**

CHARACTERISTIC	1980 CONYERS	1980 GEORGIA	1990 CONYERS	1990 GEORGIA	2000 CONYERS	2000 GEORGIA	1980-2000 CONYERS	1980-2000 GEORGIA
Built Prior To 1939	176	296,662	204	212,938	208	192,972	1.8%	-34.9%
% Built Prior To 1939	7.1%	11.2%	6.3%	8.1%	4.7%	5.9%	-16.9%	-47.3%
Units Lacking Plumbing	25	35,769	12	28,462	29	17,117	16.0%	-108.9%
% Of Units Lacking Plumbing	1.0%	1.4%	0.3%	1.1%	0.7%	0.6%	-30.0%	-57.1%

Source: Bureau of the Census

The percentage of homes built prior to 1939 and homes lacking plumbing facilities are two potential indicators that substandard housing might be present in a community. In Conyers, the percentage of homes built prior to 1939 remained relatively constant during the past decade while the number of units lacking plumbing actually increased. This is difficult to explain as no new homes are being built without complete plumbing facilities. This statistic could have been due to reporting error.

When compared to the State of Georgia, there are a smaller percentage of homes built prior to 1939 in the City of Conyers. The percentage of homes lacking plumbing facilities in both the City and State are comparable in 2000.

One factor influencing the age and condition of homes in the City is the relatively large number of historic residences within the City. Rehabilitation of historic structures is an on-going process as homes are added to the local register of

historic properties. Many older homes are restored as opposed to being torn down.

OWNER AND RENTER OCCUPIED UNITS

The number of owner and renter occupied units and vacancy rates for the past decade for the City and state are presented in Table 35.

**TABLE 35
OWNER AND RENTER OCCUPIED UNITS**

CHARACTERISTIC	CONYERS				GEORGIA			
	1980	1990	2000	1980-2000 % CHANGE	1980 (Mil.)	1990 (Mil.)	2000 (Mil.)	1980-2000 % CHANGE
Occupied Housing Units	2,664	2,798	3,990	42.6%	1.870	2.367	3.006	60.7%
Owner Occupied Units	1,794	1,275	1,498	-19.7%	1,215	1.537	2.029	67.0%
Homeowner Vacancy Rate	N/A	6.7%	5.3%	N/A	N/A	2.5%	1.9%	N/A
Renter Occupied Units	870	1,523	2,492	186.4%	.655	.830	.977	49.2%
Renter Vacancy Rate	N/A	16.4%	6.9%	N/A	N/A	12.2%	8.2%	N/A
Total Housing Units	2,454	3,262	4,395	79.1%	N/A	2.638	3.282	N/A
Total Units Vacant	105	464	273	160.0%	N/A	.272	.275	N/A
Total % Vacant	3.9%	14.2%	6.2%	58.0%	N/A	10.3%	8.4%	N/A

Source: Bureau of the Census

The number of owner occupied units in Conyers increased by 1112 units or about 40 percent over the past decade. At the same time renter occupied units increased by 969 units or 63 percent. This illustrates that while a greater percentage of new units were renter occupied, the greater number of units built were owner occupied. These figures compare with 27 percent and 18 percent for the state, respectively. During this period, the number of total housing units in the City increased at a rate (35 percent) greater than that for the state (24 percent).

Homeowner vacancy rates in the City decreased by 20 percent from 1990-2000 while renter vacancy rates decreased by 58%. Overall, the City's total vacancy rate decreased by 56 percent during this period compared to an 18 percent decrease for the state.

HOUSING COST

The median purchase price of owner occupied units and the median monthly rental of renter occupied units for the City of Conyers and the State of Georgia are presented in Table 36.

**TABLE 36
HOUSING COSTS**

CHARACTERISTIC	CONYERS				GEORGIA			
	1980	1990	2000	1980-2000 % CHANGE	1980	1990	2000	1980-2000 % CHANGE
Median Purchase Price Owner Occupied Units	\$39,800	\$66,000	\$80,500	102.3%	\$23,100	\$71,300	\$111,200	381.4%
Median Monthly Rental Renter Occupied Units	\$156	\$397	\$713	357.1%	\$153	\$344	\$613	300.7%

Source: Bureau of the Census

During the period 1980-2000, the total purchase price of owner occupied units in the City has increased 102 percent as compared with the median monthly rental of renter occupied units which has increased by almost 357 percent in the past twenty years.

While the purchase price of owner occupied housing has increased at a lower rate than that of the state, median monthly rentals have increased at a greater rate. This equates in part to the quality of rental units being developed in Conyers over recent years.

During the first two years of the new decade mortgage rates have decreased to historic lows, however, the cost of renting has continued to increase. This has been evidenced throughout the Atlanta Metropolitan Region by increased demand for new mortgages, and for mortgage refinancing as compared to a glut of rental properties in the marketplace. In fact, the 2000 census indicated that the median monthly mortgage payment was \$880. Comparing this with a median monthly rental of \$713 is an indication that individuals and families will continue to seek owner occupied housing as long as mortgage rates remain at current lows.

NEEDS AND GOALS

Within the City of Conyers there is a wide variety of neighborhoods and housing options. In downtown Conyers there is a predominance of older, historic homes of all sizes, including properties listed on the National Register of Historic Places. The majority of these single-family residences are on tree-lined streets. Conyers also boasts a large number of residences having local historical significance, also located proximate to and within the downtown area. The northern portion of the City contains small-scale single-family subdivisions built in the last four decades and limited duplexes and multi-family developments. In the eastern portion of the City are found multi-family developments with amenities ranging from budget to luxury, with good accessibility, schools for all ages, access to Interstate 20 and industrial areas for work.

There are isolated pockets of substandard housing in the City particularly to the north along Irwin Bridge Road. The majority of substandard housing in this area consists of older public housing units and privately owned condominium and duplex developments. Absentee ownership of duplex housing units is a constraint to redevelopment opportunities.

During the planning period, the City will need to provide over 2,100 new housing units to meet the needs of the anticipated year 2020 population.

The following is a summary of the substantive findings of the housing inventory and analysis:

- While multiple-family housing units are the principal type of residence in Conyers, the number of single-family units is increasing at an increasing rate.
- In Conyers, particularly within and proximate to the downtown area, older homes are being restored as opposed to being torn down.
- The number of owner-occupied units is increasing.
- The number of vacant units is declining throughout the City.
- Housing costs including monthly rentals are increasing but lag increases on a statewide basis.

The following goals are advanced as a guide to implementing a program that will provide a wide range of housing choices for all Conyers residents.

Goal 1 - The concept of traditional neighborhood design is to be encouraged.

Goal 2 – Within the city’s historic districts continued residential restoration is to be encouraged.

Goal 3 – Older, deteriorating residential areas need to be targeted for renovation/redevelopment.

Goal 4 – Ensure balanced new residential development throughout the City.

Goal 5 - A comprehensive revision of development regulations should be undertaken in the near future. This process offers an opportunity to strengthen developmental guidelines and to broaden their content to include provisions for a wider range of residential development options.

IMPLEMENTATION STRATEGY

The following is the recommended strategy necessary to meet future housing needs in the City.

- Goal 1 – Encourage the development of traditional neighborhoods.
 1. Implement LCI Plan recommendations for residential mixed use within the City’s activity centers.
- Goal 2 – Continue to support restoration of residences within the downtown area and in the historic districts.
 1. Provide innovative means for financing structures that have local historic significance.
 2. Since there are no large tracts of undeveloped land within this area, residential infill development should be encouraged on vacant residential lots.
 3. Implement LCI Plan recommendations for pedestrian circulation to afford greater accessibility to downtown resources.
 4. Encourage the use of upper floors above commercial uses in the downtown area for loft apartments.
- Goal 3 – Target older, deteriorating neighborhoods for renovation/redevelopment.
 1. Within the Irwin Bridge Road corridor are two duplex communities (Forest Villas and Pinedale) that are in a state of deterioration. Public and private participation will be necessary to improve these areas. The LCI Plan addresses methods of improving the image of these neighborhoods including the location of a new police precinct in the area, involvement by absentee owners, and continued assistance from area churches.
 2. Improve pedestrian opportunities by providing additional sidewalks, trails, and bikeways.
- Goal 4 – Ensure balanced new residential development.
 1. The LCI Plan contains recommendations for residential development within those activity centers located proximate to the Sigman Road corridor. This development includes single-family homes, single-family attached housing, limited multi-family units and housing for the elderly.

2. Explore the feasibility of developing conservation subdivisions where there are large vacant residential parcels.
 3. Provide connectivity between new residential developments, older residential areas, the downtown area, and recreation sites by completing facilities such as the Dinky Trail, the development of sidewalks along Milstead Avenue, bikeways along Sigman Road, and other pedestrian-friendly facilities.
 4. Require a balance between residential and non-residential development in order to provide the necessary tax base for the City.
- Goal 5 – Land use control ordinances should be revised to accommodate new techniques of developing residential areas.
 1. Update the 1995 Zoning Ordinance to incorporate overlay zones or zoning districts that will accommodate traditional neighborhoods and mixed-use developments.
 2. Investigate incorporating provisions for conservation subdivisions in both the Zoning Ordinance and Subdivision Regulations.
 3. Modify the City's Development Regulations to accommodate a wider range of residential development types.
 4. Investigate the City's Building Code to determine what modifications must be made to accommodate upper floor residences.
 5. Modify the Historic District regulations to address anticipated residential restoration, design guidelines, and aesthetic improvements.

LAND USE ELEMENT

The Land Use Element has as its purpose the assessment of City growth trends, the determination of future growth and the distribution of land use, exacting a future balance between land use and service delivery and the protection and preservation of local natural resources.

INVENTORY AND ASSESSMENT

The inventory and assessment of existing land use includes a description of the various land uses present within the City using a standard classification system. The map of existing land uses presents graphically a picture of development within the City and facilitates a description of the general distribution of land use and their spatial relationships with one another.

The assessment of land use addresses historic development trends, the relationship between land use, infrastructure needs, service delivery, and the identification of incompatibilities and blighted areas. Land coverage by use is also examined and forecasts made for future land use to support projected populations. Finally, options are examined for the absorption of future land uses.

EXISTING LAND USE CATEGORIES

The Department of Community Affairs uses a standard land use classification system required by the Minimum Planning Standards that includes eight categories of land use: residential; commercial; industrial; public and institutional; transportation, communication and utilities; parks, recreation and conservation; agriculture/forestry and undeveloped. Land use within the City of Conyers has been aggregated into these categories, however, within some of the categories sub-categories were established to facilitate the land use assessment.

Residential

Residential land uses in Conyers consist of single-family and multi-family dwelling units. Single-family residences are predominantly located on lots ranging in size from 10,000 square feet to 20,000 square feet and larger. Multi-family (apartments, townhouses and condominiums) development densities are limited to eight dwelling units per acre.

Residential densities within the City of Conyers are very typical of those found in cities of this size throughout the Atlanta Metropolitan Area.

Commercial

The commercial land use category includes office and institutional uses, neighborhood businesses, general business land use, central business district uses (retail, offices and upper floor residences), and highway service commercial land use. The City's zoning ordinance requires that where residential and commercial land uses abut that substantial buffers be provided to soften impacts and to reduce incompatible situations.

Industrial

Industrial land use includes heavy commercial/office/warehouse/distribution establishments that encompass such uses as: storage facilities, product distribution facilities, fabrication and light industrial plants, warehousing, and truck terminals.

Public/Institutional

Public and institutional land uses include schools, hospitals, churches, cemeteries, and buildings housing municipal governmental functions.

Transportation/Communication/Utilities

The transportation, communications, and utilities land use category includes public and/or private uses including roads, railroad rights-of-way, utility substations, transit facilities, railroad yards, airports, landfills, and water and wastewater treatment facilities.

Park/Recreation/Conservation

Park, recreation, and conservation land uses within the City of Conyers include municipal parks, golf courses, private recreation facilities, nature preserves, and conservation areas (greenspace corridors, easements and trails).

Agriculture/Forestry

There is no land within the City of Conyers that is dedicated to agricultural or forestry uses.

Undeveloped

Land classified as undeveloped includes vacant parcels, land previously developed but presently abandoned, undeveloped land within residential subdivisions, commercial centers or industrial parks, and bodies of water.

DISTRIBUTION OF EXISTING LAND USES

Existing land use within the City was tabulated by category and is depicted in Table 37.

**TABLE 37
EXISTING LAND USE - 2003**

LAND USE CATEGORY	ACRES	PERCENT OF TOTAL
Residential	1,501	20.8
Single-Family	805	11.1
Multiple-Family	687	9.5
Mobile Home Parks	9	0.2
Commercial	1,222	16.9
Industrial	1,357	18.8
Public/Institutional	316	4.4
Transportation/Communication/Utilities	563	7.8
Roads	488	6.8
Park/Recreation/Conservation	1,383	19.1
Agriculture/Forestry	0	0.0
Undeveloped (Vacant)	884	12.2
TOTAL	7,226	100.0

Source: City of Conyers.

Residential land uses occupy the largest percentage of land area within the City. There is almost an equal amount of land devoted to single-family land use and multiple-family land uses at the present time.

Land devoted to park, recreation, and conservation occupies the second largest land area within the City. This is somewhat misrepresentative as the majority of the land within this category is located within the GHP and is reserved for future development.

Industrial and commercial land uses at 19 percent and 17 percent respectively constitute the largest amount of developed land outside of residential uses.

The land use survey indicated that just over twelve percent of the land area within the City is presently vacant or undeveloped.

LAND USE MAP

Figure 8 depicts current existing land use throughout the City of Conyers. The following summarizes the location and intensity of land use by category.

Residential Land Uses

Single-family land use in Conyers varies from older homes located on individual lots within and proximate to the downtown area to older subdivisions located within the original one-mile corporate limit to newer subdivisions that have developed proximate to major thoroughfares. Within the downtown area there are large old homes, many of which are historically significant. These are located along Main Street, along Milstead Avenue, and in older neighborhoods proximate to these corridors. Established older subdivisions consisting of smaller residences located on lots of moderate size are the predominant residential land use present from the railroad north to Sigman Road. Scattered residential development on non-subdivision lots exists between the railroad and Interstate 20. New residential subdivisions have developed in the northeastern portion of the City (proximate to Sigman Road) and in the southern portion of the City, proximate to the Flat Shoals Road corridor.

Multiple-family land uses consist of apartments, townhomes, and condominiums. Apartment complexes are scattered throughout the City and include developments along Irwin Bridge Road, east of Milstead Avenue, along South Main Street, and at locations between the railroad and Interstate 20. More recent multiple-family development has occurred in the northeast, east central and southern portions of the City.

Commercial Land Uses

Commercial land uses include the downtown area, strip centers, and big-box uses typically found in cities of this size. Outside of the downtown area, commercial development is a predominant use at the intersection of major thoroughfares, within highly traveled corridors, and in shopping centers proximate to Interstate 20.

Within Olde Town there are on-going efforts to revitalize the downtown area. These efforts have focused on streetscape projects, utilities relocation, and storefront improvements to commercial buildings.

In the area bounded by the railroad, S.R. 138, Dogwood Drive and West Avenue there are a large number of commercial establishments located on individual lots.

In the northern portion of the City there are older strip centers located at the intersection of Sigman Road and Milstead Avenue that are characterized by a lack of a major retail store but still retain smaller retail and service shops.

West Avenue and the S.R. 138 corridor have developed as expanses of strip commercial enterprises. Within these corridors big-box centers have developed together with small strip centers and individual commercial land uses that each require one or more curb cuts to facilitate ingress and egress.

Newer and more modern shopping centers have developed along and to the north of Dogwood Drive in the eastern portion of the City. These are well planned, provide adequate parking, and are visually attractive.

Industrial Land Uses

The majority of industrial land uses is located within planned industrial parks. These industrial parks contain light industrial uses with some distribution uses.

The principal locations of industrial land uses within the City are in the eastern and southern areas of the City. The largest industrial concentration is proximate to Sigman Road, between S.R. 138 and Gees Mill Business Parkway. The second concentration of industrial uses lies south of Interstate 20 along either side of Parker Road.

Public/Institutional Land Uses

Public and institutional land uses are concentrated within the area bounded by Main Street, Green Street, Pine Log Road, Milstead Avenue, the railroad and West Avenue. These uses include schools, the Rockdale County Board of Education offices, Rockdale Higher Educational Facility, the Conyers Post Office, several churches, and government offices.

Rockdale County has a large number of offices within the Olde Town area and has recently acquired the former First Baptist Church property and modified these facilities to accommodate the expansion of their administrative functions. The County offices generate significant traffic volumes within the downtown area. The City of Conyers governmental offices are located outside of the downtown area on Scott Street just north of Dogwood Drive.

The Rockdale Hospital also occupies a significant land area in the northern portion of the City.

Transportation/Communications/Utilities Land Uses

With this land use category are included the railroad right-of-way and the area thoroughfare system. The dominant non-roadway use is the right-of-way of the Georgia Railroad, which bisects the City from west to east roughly paralleling the Interstate 20 corridor on the north.

Thoroughfare land uses consist primarily of the rights-of-way occupied by Interstate 20, S.R. 138, Sigman Road, and Milstead Avenue.

Park/Recreation/Conservation Land Uses

City of Conyers parks are scattered throughout the community and are typically small tracts of land with facilities that serve the immediate residential areas.

The Big Haynes Creek Nature Center located at the GIHP is a 150 acre tract that is scheduled to be developed as a passive use park that, when completed will draw users from both the City, Rockdale County, and from other areas in the eastern portion of the Atlanta Metropolitan Area.

The GIHP occupies over 1400 acres of land to the northeast of the City.

Agriculture/Forestry Land Uses

Aside from larger residential tracts containing vegetable gardens, there are no agricultural or forestry land uses within the City of Conyers.

Undeveloped (Vacant) Land

There are a substantial number of larger undeveloped tracts within the City, particularly in the eastern and southwestern areas. Within the Sigman Road corridor there is undeveloped land within existing residential and industrial areas. South of Interstate 20 and bounded by Iris Drive, Parker Road, Flat Shoals Road and Johnson Road there is a large tract of contiguous land that is zoned commercial but which has not developed for many years.

Within the original one-mile radius corporate limit are several vacant lots that are suitable for infill residential development.

LAND USE ASSESSMENT

The assessment of Conyers land use examines how the City has developed over time, the ability of infrastructure and services to support development, the presence of transitional areas, land use incompatibilities and what will be necessary to support future populations.

Historical Development Factors

The City of Conyers was incorporated in 1854. The early influence on growth was the presence of the railroad, which stimulated development of a downtown area surrounded by compact residential areas. Like many other Georgia cities, the Conyers corporate limits originated as a “one-mile” circle, with the boundaries later expanding through the annexation process.

Until the 1950’s residential growth resulted from expansion of the downtown area and in response to other commercial nodes within the original corporate limits. Two factors changed growth patterns within the City: the advent of Interstate 20 and the rapid growth experienced throughout the Atlanta Metropolitan Area.

Interstate 20 made the City more accessible to Atlanta and Conyers became one of many bedroom communities where families could experience a slower paced lifestyle. As a result of the Interstate, commercial development no longer had the downtown as a focal point. The two Interstate access roads (Dogwood Drive and Iris Drive) quickly absorbed new commercial enterprise and strip centers abounded within both the West Avenue and S.R. 138 corridors.

The result of this development was the abandonment of older shopping centers within the City and the gradual de-emphasis of the downtown as the City’s primary commercial center. During recent years a revitalization effort has resulted in many improvements within Olde Town once again drawing shoppers to the area. This effort has also stimulated renewed redevelopment and restoration of buildings within the City’s two historic districts.

Land Use/Infrastructure/Service Provision

The development process is closely linked to thoroughfares, the provision of water supply and sewerage systems, and the delivery of other necessary public services.

While the presence of Interstate 20, S.R. 138, and S.R. 20 have improved accessibility to the City and attracted new residential, commercial and industrial development to the community the traffic problems and congestion during peak

travel periods places pressure on the State and County to continually upgrade the area thoroughfare system.

The provision of a water supply and sewerage collection and treatment system is also critical to supporting current and future development. Moderate and high-density residential developments require a sewerage system, while lower density larger lot subdivisions can be served by septic tanks. Heavy commercial and light industrial uses require an adequate supply of water. All land uses require an adequate solid waste collection and disposal system as well.

Prior to selling the water supply and sewerage system to Rockdale County, the City insured that all residents were served adequately by these systems. At present, every resident of the City receives public water and is on public sewer. The City also provides solid waste collection and disposal to all of its residents. New developmental pressures are being exerted within and proximate to the Sigman Road corridor. Large-scale residential developments are under construction and new proposals are being considered. This has the potential for taxing existing infrastructure, particularly the sewerage system. In several areas where new development is proposed there is also the potential for the presence of rock which will either constrain development or result in added expense.

As a result, the City's development review procedures have become much more sophisticated during the past five years.

Blighted Or Transitional Areas

Deteriorating or blighted areas are not widespread in Conyers. There is evidence of deterioration in a few of the older residential areas and in strip shopping centers where retail anchor stores have been vacated.

Proximate to Irwin Bridge Road in northern Conyers the Pinedale Circle/Forest Villas residential area has been deteriorating due to the presence of crime and the inability of some residents to maintain their homes. Efforts are underway by local churches and other social organizations to work with residents of these communities to upgrade the area, to reduce unemployment, and to assist indigent families. The LCI Plan has also addressed this area.

At the intersection of Sigman Road and Milstead Avenue there is an old strip center that was without a retail anchor until recently. This resulted in deteriorating structures and the occupancy of smaller shops by retail and service uses that are only marginally viable. With the return of an anchor, the shopping center appears to be rebounding as viable neighborhood commercial center. This was also addressed in the recently completed LCI Plan.

Transitional areas in Conyers can be perceived as "positive" relative to development opportunities as opposed to the traditional perception of "negative".

There are two examples of areas in transition that have a positive outlook: Olde Town and the GIHP. There is an on-going revitalization effort throughout the Olde Town area. Revitalization efforts that have been implemented include relocating utilities underground and the completion of an extensive streetscape program. Redevelopment proposals addressed in the LCI Plan for this area include the renovation of upper floors of commercial buildings to accommodate residences, traffic improvements, additional sidewalks, and other improvements that will make the area more pedestrian-friendly, enhance its visual appearance, and improve economic viability.

The GIHP is also an area in transition. This site contains over 1400 acres of land and has been used as an event center, hosting equestrian events, concerts and festivals. Recently plans have been prepared for the Big Haynes Creek Nature Center. When completed this will be a 150-acre passive use park that will include trails, interpretive areas, and environmental education facilities. A portion of the GIHP site now includes a hotel and a championship golf course, and an upscale apartment community.

The area of the City located south of Interstate 20 is also in transition. Development pressures along West Avenue and particularly S.R. 138 have resulted in extensive strip commercial development including lot-by-lot development in combination with big box centers. This has resulted in an extensive number of curb cuts, high traffic volumes, and congestion. In addition, approximately 40 percent of the land within this area is presently undeveloped.

Incompatible, Mixed Land Uses

The presence of incompatible, mixed land uses typically results from re-zonings that occurred prior to requiring adequate buffers, the approval of development plans prior to the adoption of sound development standards, and development that has historically occurred prior to the adoption of regulatory measures.

Within the City of Conyers there are three areas where incompatible situations exist and one area where there is potential for a future incompatible admixture of land use to occur.

The downtown and some of the older residential areas surrounding it exhibit incompatible situations. The area roughly bounded by Rosser Street, South Pine Street, S.R. 138, Dogwood Drive, and West Avenue is typified by lot-by-lot development that occurred prior to the City enacting land use controls. There are many instances of residential uses abutting commercial uses, admixtures of residential, commercial and some industrial uses within the same block and the lack of buffering or separation between uses. The positive side of this situation is that the present zoning ordinance and development standards, coupled with redevelopment occurring within this area, affords the opportunity to correct some of these incompatibilities. As land use patterns change, non-conforming uses can

re-emerge as conforming uses and buffer provisions can be implemented to provide both spatial and visual separation between incompatible uses.

The areas adjacent to the intersection of Sigman Road and Milstead Avenue include a mix of residential, medical, older strip commercial centers, and office uses. The LCI Plan addressed incompatibilities within this activity center including potential redevelopment/adaptive reuse of commercial centers. Incompatibilities have resulted from a lack of buffering between uses and from the intensity of non-residential development that has evolved in this area.

The third area where incompatible land uses are present is the area south of Interstate 20 within the S.R. 138 corridor. Within this area there is a mix of single-family, multiple-family, commercial, and industrial land uses. As some of this land is outside of the City, development decisions have not been coordinated resulting in single-family subdivisions in Rockdale County directly abutting commercial uses in the City.

The southwest portion of the City is characterized by a large expanse of undeveloped land. These tracts have been commercially zoned for many years, but have not been developed. To the west and south are residential land uses and to the east are commercial and light industrial uses. The potential exists for creation of new incompatible situations, particularly if some of the larger tracts of land are subdivided.

Future Acreage Needs

The current acreage devoted to each of the eight land use categories is contained in Table 37 and has been previously discussed. Table 38 includes estimates for future acreage necessary to support projected population and expansion of commercial and industrial development.

**TABLE 38
FUTURE ACREAGE NEEDS – 2020**

LAND USE CATEGORY	ACRES	PERCENT OF TOTAL
Residential	1,964	27.2
Single-Family	1,205	16.7
Multiple-Family	750	10.4
Mobile Home Parks	9	0.1
Commercial	1,591	22.0
Industrial	1,624	22.5
Public/Institutional	340	4.7
Transportation/Communication/Utilities	563	7.8
Park/Recreation/Conservation	1,144	15.8
Agriculture/Forestry	0	0.0
Undeveloped (Vacant)	0	0.0
TOTAL	7,226	100.0

Source: Estimates By Robert G. Betz AICP, Inc.

The Conyers population is expected to increase to 16,386 by the year 2020. This is an increase of 5,697 persons above the 2000 population of 10,689. Based upon the present types and distribution of residential development and the present trend and desire for additional single-family development at moderate densities it is estimated that a total of 2,150 new dwelling units will be necessary to accommodate the forecast population. Assuming that approximately 75 percent of new dwellings will be single-family and applying present zoning densities yields a need for approximately 400 new acres for single-family residences and 63 new acres of multiple-family development.

The estimated acreage breakdown is intended to accomplish a better balance between land uses that will result in compact, compatible development and broaden the City's tax base.

Market Forces/Local Policies Affecting Future Growth Patterns

Current market forces exerting an influence over development include a lack of interest on the part of "smart growth" developers to enter the Conyers market. This results in development proposals typically espousing traditional subdivisions and commercial centers.

During the past decade residential development within the City has consisted of small subdivisions, apartment complexes, and condominium/town home projects. Commercial land uses continue to occur in the form of small strip centers, big box centers or establishments locating on individual lots. With completion of the LCI Plan efforts are being made to stimulate future developments that include mixed-use and traditional neighborhood development. The LCI Plan emphasized the benefits of this type of development, the positive impacts that would occur relative to compact and compatible land use patterns, pedestrian circulation, and the reduction of traffic congestion throughout the City.

Recent development proposals have focused on the areas proximate to the Sigman Road corridor and emphasize moderate to higher density residential developments with limited recreational amenities but do not encompass mixed-uses. One reason that "smart growth" developments have not been proposed is that the current zoning ordinance and development standards will not accommodate mixed-uses or traditional neighborhoods. The City is presently updating these regulatory measures to include provisions for mixed-use development.

In addition to these updates there is the matter of whether the building codes will permit upper floor residences within the Olde Town area. This must be addressed prior to attracting loft developments that will permit persons to reside in the downtown commercial area.

Other local policies that will impact future development include the ability to extend infrastructure and City services to serve new development. With the sale of the City water and sewerage system to Rockdale County, the City can no longer extend necessary infrastructure without concurrence of the County. Similarly, the City has to rely on the State and Rockdale County for the provision of new, major thoroughfares. However, the City can and does make improvements to local roads that will reduce traffic congestion in growth areas.

Special Management Needs

There are four locally valued resources that warrant special consideration when implementing the Comprehensive Plan:

- Big Haynes Creek Nature Center
- Conyers Historic Districts
- Wetland and Flood Prone Areas
- Greenspace

The Big Haynes Creek Nature Center located in the GIHP is a unique natural resource. A master plan has been prepared to develop this 150-acre tract as a passive-use facility. The site possesses a wealth of vegetation, rock outcrops, streams, topographic differentials and visual resources. The plan envisions protection of these resources and development of a trail system, interpretive areas and environmental education facilities. Consideration will also be given to permanently protecting at least a portion of the site under the City's greenspace program.

The City's two historic districts both tie in with the downtown revitalization project. Each district covers a multi-block area to the north and west of Olde Town and each contains several properties that are listed on the National Register of Historic Places. At present, property owners can undertake restoration of historic properties, but there is no organization that formally oversees restoration efforts, color schemes and architectural aspects of the restoration project.

There are limited wetlands within the City that are proximate to several small streams that dissect the area. These typically are located within the 100-year floodplains of the stream. Protecting smaller wetlands from development is difficult as it is relatively easy to disturb, and adversely impact small wetland areas. With the City being a participant in the Georgia Greenspace Program, efforts need to be made to incorporate such areas into recreational set-asides or passive-use areas within developments.

The City is making an effort to permanently protect greenspace and has participated in the initial two years of the Georgia Greenspace Program. As a small City, Conyers has received approximately \$74,882 to use for acquisition and permanent protection of greenspace. These monies have not as yet been

expended, and the City is considering using funds for the acquisition of easements to complete the Dinky Trail, to protect small shorelines or to use a portion of fund to leverage larger grant opportunities.

Infill Options

The concept of infill development fits well with the downtown revitalization program and with the precepts advanced in the LCI Plan. Within the downtown area (including the historic districts) there are several vacant parcels of residentially zoned land. Some of these were previously occupied by older, dilapidated homes that were torn down, and some are vacant lots that have never been utilized. Infrastructure and City services are in place throughout this area, and within the Olde Town area utilities have recently been relocated underground. This presents an ideal opportunity for infill and redevelopment to occur. Two downtown areas have infill potential: the area bounded by Rosser Street, Elm Street and Irwin Bridge Road; and the area bounded by the railroad, Oakland Avenue, Dogwood Drive and West Avenue.

The LCI Plan envisions a compact downtown area to include retail, office, and service uses throughout the Olde Town area surrounded by existing residences interspersed with infill development. Much of the infill development is anticipated to consist of single-family dwellings with loft apartments planned in two-story buildings in Olde Town, above retail shops.

Another area that is well suited to infill development and adaptive reuse are the older, (mostly vacant) shopping centers proximate to the intersection of Sigman Road and Milstead Avenue.

NEEDS AND GOALS

The City of Conyers is located within a high growth area and development pressures will continue well into the 20-year period covered by this Plan. The needs and goals section of the Land Use Element incorporate input received from the initial four public hearings and from the website survey. These desires are integrated with the findings of the land use analysis and the goals that result form the basis for the Future Land Use Plan and implementation strategy.

The overriding need as relates to land use is for the City to be able to not only accommodate anticipated growth but to also manage growth to insure quality and focus it into suitable areas throughout the City.

The land use goals contained herein are based upon the following desires as expressed through the participation mechanism:

- Residents wish to retain a sense of “community” and a small town flavor.

- The business base of the City needs to be broadened to include a wider range of land uses.
- Revitalization and redevelopment in Olde Town should continue.
- Future development should focus on “smart growth” principles, including traditional neighborhoods and mixed-use developments where feasible.
- Development within the GIHP should be designed to attract more residents and visitors.
- Where feasible, recreational uses and open space should be an integral part of new larger scale developments.

The goals that follow are advanced to guide the development of future land uses throughout the City:

Goal 1 – Utilize “smart growth” techniques, as defined in the City’s zoning ordinance, where feasible to promote compact development including mixed-uses and traditional neighborhoods, thereby attracting developers experienced with this type of project.

Goal 2 – Evaluate infrastructure requirements in conjunction with proposals for new development to ensure that City services will not be adversely impacted.

Goal 3 – Support continued revitalization of the Olde Town area and redevelopment of deteriorating residential and commercial areas throughout the City.

Goal 4 – Incorporate recreational amenities, open space and pedestrian facilities into future land use developments.

Goal 5 – With over 12 percent of existing land presently vacant, the City has the opportunity to shape future development within these areas by encouraging land uses that efficiently utilize available sites, accommodate infrastructure in a cost effective manner, and incorporate user amenities.

IMPLEMENTATION STRATEGY

The principal implementation strategy as it relates to land use is the development of a sound plan for future land use and a commitment to support its precepts. This strategy therefore includes a description of the Future Land Use Plan, a discussion of special considerations that can facilitate its implementation, and a list of steps that can be taken to insure attainment of the foregoing goals.

FUTURE LAND USE

The Future Land Use Plan for the City of Conyers is an extension of the City's current land use plan. It has been expanded to incorporate smart growth principles and recommendations advanced by the LCI Plan prepared in June of 2001.

Plan Rationale

The Plan represents a build-out scenario. Future land uses utilize all of the land presently vacant. The eight basic land use categories have been expanded and new categories are included that are not presently in use. This will allow for future amendments in a manner consistent with the Comprehensive Plan.

The Plan also depicts each of the City's four activity centers as addressed in the LCI Plan. The detailed land use scenarios for each of these areas are incorporated within the LCI document. Figure 9 depicts the Future Land Use Plan for the City.

Residential

The residential land use category on the Future Land Use map includes: Urban/Suburban Residential which is the new designation for single-family residential; Conservation Residential, a new category reserved for conservation subdivisions, Multi-Family Residential; and Mobile Homes.

Urban/Suburban Residential land uses include low and moderate density residential developments (in the range of 1 – 5 dwelling units per acre) that are located primarily in the northern portions of the City and within three of the activity centers that are proximate to the Sigman Road corridor. Residential development within activity centers is anticipated to incorporate neighborhood shopping nodes, limited office uses, and recreational amenities. A portion of the land south of Interstate 20 will also be developed as Urban/Suburban Residential land.

The Conservation Residential designation will at some point in the future be utilized to accommodate lower residential densities within developments that will include a set-aside of 20 percent or more of the land for recreation and greenspace.

The Multi-Family Residential land use category includes two-family, traditional apartments, condominium and town home uses. Land devoted to these uses is located primarily in the northern and central portions of the City. New Multi-Family development is also anticipated south of Interstate 20, within the Flat Shoals Road corridor.

The only mobile home park located in the City has been removed and no additional Mobile Home residences are anticipated within the City.

Commercial

Commercial land uses include: Neighborhood Convenience; General Commercial; Office, and Village Centers. There are also commercial uses within each of the City's four activity centers.

Neighborhood Convenience uses primarily consist of nodes located at the intersections of principal thoroughfares (e.g. Sigman Road and Irwin Bridge Road) that include convenience shops, specialty retail, and service uses. There are neighborhood convenience uses within activity centers as well.

General Commercial uses include the balance of commercial enterprise such as strip centers, big box centers, and larger shopping facilities. These commercial uses are concentrated between the railroad and Interstate 20, within the S.R. 138 corridor south of Interstate 20. They will occupy a portion of the presently vacant land in the southwestern portion of the City north of Flat Shoals Road.

Office/Institutional uses are anticipated to expand appreciably within the downtown activity center, adjacent to Rockdale Hospital at key locations south of Interstate 20. Future office development is anticipated to take the form of office parks as opposed to locations on individual lots.

Special Mixed Use Activity Centers

There are six mixed-use activity centers proposed. Four of these planning areas are addressed in the City's Livable Centers Initiative study completed in 2001. These areas are fully discussed in a subsequent section titled "Special Considerations". The other mixed-use activity centers are located on Millers Chapel Road and the Parker Road/Flat Shoals Road/Gad Highway 138 area.

Industrial

Industrial land use in Conyers is anticipated to take two forms in the future. Light industrial uses will be encouraged to locate within existing planned industrial parks located in eastern and southwestern portions of the City. The focus of the City's industrial marketing program will be clean, high technology companies, and lower tech enterprises that will employ a wide range of skilled workers.

Office/Distribution uses will be encouraged to locate in the City based upon the high accessibility to Interstate 20 and to the Atlanta Metropolitan Area. Throughout the metro area, office/distribution and office/warehouse uses have been occupying an increasing amount of space over the past ten years. Conyers

is a suitable location one for such uses and land located between Sigman Road, S.R. 138 and the railroad has been dedicated for such uses.

Public/Institutional

Public/Institutional land use will expand minimally as result of provision of newer or expanded community facilities such as libraries, schools, and churches. It is also possible that the Conyers and Rockdale County governmental offices will expand since additional space will be needed to house departmental personnel.

Transportation/Communication/Utilities

The Transportation/Communications/Utilities land use category is anticipated to remain constant throughout the planning period.

Park/Recreation/Conservation

Lands devoted to parks could expand as the City of Conyers presently has a large recreation deficit. Parkland will in all probability increase as part of mixed-use and traditional neighborhood developments and through a conservation subdivision program. This will be experienced primarily within the City's activity centers.

Conservation lands will decrease somewhat as new development occurs within the GIHP. Some of the land currently designated for "conservation" will be replaced by office development during the planning period.

As previously stated, the City is a participant in the Georgia Greenspace Program. The City has received two years of State funding for the acquisition and permanent protection of greenspace. The majority of these funds will be used to acquire easements that will enable completion of pedestrian trails and protect unique natural resources. It is anticipated that a portion of present and future greenspace funds could be used to leverage larger recreation grants.

Agriculture/Forestry

No land has been designated for Agriculture/Forestry use within the City.

Undeveloped

The Future Land Use plan is a build-out plan for the City. It is anticipated that all vacant land will be fully absorbed by the year 2020.

The following implementation strategies are advanced to facilitate the accomplishment of land use goals.

- Goal 1 – Utilize “smart growth” techniques as defined in the City’s Zoning Ordinance, where feasible.
 1. Follow the LCI plan recommendations for activity centers #2, #3, and #4.
 2. Target developers having prior experience with “smart growth” and LCI type projects.
 3. Modify the City’s Zoning Ordinance to accommodate mixed-use and traditional neighborhood developments.

- Goal 2 – Evaluate infrastructure requirements in conjunction with proposals for new development.
 1. Provide guidance to the Atlanta Regional Commission, the State of Georgia, and to Rockdale County with regard to transportation needs and water and sewer infrastructure needs within the corporate limits of Conyers.
 2. Obtain from Rockdale County estimates of future water system needs and sewer system needs for the corporate limits of Conyers based on the City’s Future Land Use Plan.
 3. Restrict high-density development where inadequate infrastructure exists to support such development.

- Goal 3 – Support revitalization and redevelopment efforts throughout the City.
 1. Revise development regulations to provide for overlay districts such as “Olde Town”, “Historic Resources” etc.
 2. Encourage public-private partnerships for redevelopment of older shopping centers.
 3. Consider providing incentives for those interested in redeveloping land to serve the public interest.
 4. Develop “entryway” treatments that call attention to Olde Town and other activity centers throughout the City.
 5. Build in pedestrian amenities when revitalizing or redeveloping an area.
 6. Develop specific standards for revitalization of existing businesses and older shopping centers that will encourage specific architectural and aesthetics requirements.

- Goal 4 – Incorporate recreational amenities, open space, and pedestrian facilities into future developments.
 1. Consider adoption of a “conservation subdivision” overlay in the zoning ordinance.

2. Require developers of projects within activity centers to provide recreation, open space, and pedestrian linkages throughout the development.
 3. Implement the pedestrian recommendations for sidewalks, bikeways, and trails contained in the LCI Plan.
 4. Require sidewalks within all new subdivisions.
 5. New planned business parks and industrial parks should contain recreation, open space, and pedestrian linkages.
- Goal 5 – Use available vacant land as a means to shape future growth.
 1. Encourage infill development in and near to Olde Town.
 2. Use extended buffers as a transition between residential and commercial development when public/institutional land use is not feasible as a transition.

SPECIAL CONSIDERATIONS

In June of 2001, the City completed preparation of the Livable Centers Initiative. The focus of the LCI program is to encourage residential development, mixed uses, and connectivity within and between activity and town centers applying “smart-growth” principles that will result in a pedestrian-friendly community.

The City of Conyers has identified four activity centers, which are prime for development or redevelopment. Each of these areas contains a variety of land uses, are proximate to major thoroughfares and include different zoning classifications use.

Activity Center #1 includes downtown Conyers and adjacent residential and commercial areas. The study area is roughly bounded by the intersection of Glade Street and Milstead Road on the north, Scott Street on the east, Green Street to the south, and Barton Street on the west. Predominant land uses include single-family and multiple-family residences, retail and service commercial establishments, professional offices, Rockdale County administrative offices, school facilities, administrative offices, a library, churches, small parks, and buildings of both national and local historic significance.

Activity Center #2 is located at the northern entry point to the city and extends along Irwin Bridge and Sigman Roads. This area is residential in character and includes a large quantity of vacant land. The area is bounded on the north, east and west by the corporate limits of the city and on the south by the original circular city limit line. Within this area single-family residences are the predominant land use. The southern portion of this activity center includes a mixture of two-family rental units and multi-family apartments. Housing stock

consists of low to medium income units. The Pinedale/Forest Villas developments include several deteriorating town homes and condominiums.

The third activity center is located just to the east of Activity Center #2. This area is characterized by a mix of several land uses, including single-family residences, public housing, free-standing commercial buildings, strip shopping centers, Rockdale Medical Center, medical offices, nursing and personal care homes, and vacant land. Activity Center #3 is roughly bounded on the north, east and west by the corporate limits and on the south by the medical offices and other land uses fronting along Milstead Road.

Activity Center #4 is located just to the southeast of Activity Center #3 and includes a mix of residential uses, churches, free-standing commercial buildings, mini-warehouses, and vacant land. The area is bounded on the north by the corporate limits and Boar Tusk Road, to the east and south by Georgia Highway 138, and on the west by properties fronting along the west right-of way of Sigman Road. The predominant land use is the assisted living and senior citizen apartment development at the northern extent of the area. The central portion of this activity center consists of multi-family residential developments, including Main Street at Conyers, Home Station Apartments, and Brandon Glen Apartments. Main Street at Conyers is a relatively new development. The southern portion of this area is characterized by strip commercial uses located along Sigman Road and Georgia Highway 138. A church occupies a large tract of land in the northeast portion of the activity center.

LCI Program Elements

The study consisted of four elements: development of a mechanism for stakeholder involvement; an inventory and analysis of physical conditions within each activity center; the formulation of recommendations for physical and regulatory improvements within activity centers; and the development of an implementation and financing plan to include a five year capital improvements program.

Conceptual plans were prepared for each of the four activity centers. These plans addressed land use, housing, recreation, historic resources, traffic circulation, parking, pedestrian circulation, urban design elements, and transit options.

The elements of the individual activity center concept plans were evaluated to determine an overall development strategy, transportation demand reduction measures, internal mobility requirements, housing and social needs, connectivity of transportation systems, transit requirements, linkages, investment policy, downtown revitalization measures and also to identify economic development opportunities.

Activity center master plans were finalized and strategic initiatives identified for development of the implementation program.

Individual projects from each activity center master plan were identified and prioritized. Time lines were established for project implementation and order-of-magnitude cost estimates prepared. An analysis was made of Federal, State, regional and local funding alternatives and appropriate funding mechanisms were matched to individual projects.

A five-year implementation program was designed and a detailed five-year capital improvements program was prepared. The five-year work program was integrated into the city's work program element of the comprehensive plan.

The plan recommendations for each activity center are incorporated into the Future Land Use Plan.

A summary of the land use plan for each activity center follows.

Activity Center #1

The concept plan for Activity Center #1 envisions a compact retail core surrounded by offices, services, governmental, and residential land uses. Virtually all residents within this area are within a five to ten minute walking distance ("pedestrian shed") of the downtown area.

The proximity of churches, government and professional offices, public facilities, restaurants and pedestrian amenities will result in people being in the downtown during both daylight and evening hours. Revitalization of the retail core to include additional retail shops and utilization of upper floors will also contribute to the economic viability of the Activity Center.

New infill residential development is anticipated to occur in older residential areas in the northern and western portions of the Activity Center. It is anticipated that this development will adhere to the architectural style of existing historically significant residences.

Within the retail core area, development of multi-story, mixed-use buildings is proposed in place of incompatible existing land uses. These developments will include first floor retail shops, with upper floors dedicated to office space and loft apartments. In addition, existing upper floor space will be converted to office and loft apartments, leaving first floor space available for retail shops and service uses.

Activity Center #2

Activity Center #2 will retain its residential character but new development is anticipated to follow guidelines for traditional neighborhoods. The area to the east of Irwin Bridge Road will remain single-family with higher density multiple-

family residences to the south. Additional neighborhood commercial uses are proposed at two nodes – the intersection of Sigman Road and Irwin Bridge Road, and across from the Pinedale/Forest Villas duplex communities.

Redevelopment of the Pinedale/Forest Villas duplex communities is proposed, including structural and visual improvements, street lighting and landscaping. A small neighborhood park is proposed to the immediate west of these communities to serve residents and to compliment programs/activities to be held at the new community center. These improvements are predicated on participation of both local and absentee owners of the duplex units.

Two traditional neighborhood developments (TND's) are proposed for this Activity Center. These are located to the north and south of Sigman Road and to the west of Irwin Bridge Road. The focal point of each TND will be a neighborhood center. These centers will contain convenience shopping and personal service uses with pedestrian plazas and pedestrian accessibility. Higher density residential uses will surround the neighborhood centers, with densities declining with distance from the center. Parks, greenspaces and recreational amenities will be an integral part of these developments, as will accessibility to a transit shuttle.

Activity Center #3

The majority of the northern portion of this area will be occupied by moderate density planned residential development. Redevelopment of older deteriorating residences along GA. Highway 20 is proposed.

The presence of new residential development will provide a stimulus for redevelopment of Northside Village shopping center. The northeast quadrant of the intersection of Sigman Road and GA. Highway 20 will accommodate mixed-use development. The existing shopping center will be the focal point of this development. Peripheral to the shopping center will be higher density residential development.

Activity Center #4

Traditional neighborhoods will be the focal point of future development in Activity Center #4. As existing development within and adjacent to this area is characterized by higher density residential use, this will be carried forward in the development concept. It is anticipated that existing vacant land will be developed in this manner to include neighborhood centers and higher density residential developments. The land to the north of Eastview Road will include a large recreational component with the lake as the primary resource. Land adjacent to the lake will be dedicated to public use precluding individual ownership of lakefront lots.

It is anticipated that pedestrian linkages will be provided between TND's. These linkages will include exterior sidewalks, pedestrian crosswalks, greenspace, and trails at the interior of TNDs.

Figure 10 illustrates the LCI Plan and shows how the proposed land uses for each activity center will link to the City.

Other Mixed Use Activity Centers

Parker Road/Flat Shoals Road/Ga Hwy 138 Mixed Use Activity Center

This area includes older commercial development that is in need of redevelopment with a creative approach to encourage mixed-use at a pedestrian scale. The planning process was guided by the Georgia Conservancy Blueprints Workshop that recommended a plan for development of vacant land as well as fill/redevelopment of the existing commercial area. The goal was to create a community-oriented mixed-use plan with a town square, interconnected neighborhoods and street grids that will provide an alternative to the highly congested Ga Highway 138 corridor.

Millers Chapel Road Area

The majority of this property is undeveloped. This area contains three (3) existing single-family residential properties. This property is also adjacent to existing single-family developments to the south and east. According to the Rockdale Comprehensive Transportation Plan, the current two (2) lane Millers Chapel Road will be widened to a four (4) lane divided transportation corridor. This area presents an opportunity to be developed as a mixed-use development with the possibility to include residential, office, and commercial land uses. It is encouraged that future development include open space, pedestrian amenities, and extensive landscaped areas, and interconnections of developments.

SHORT TERM WORK PROGRAM

This Short Term Work Program constitutes the five-year update to the 1996 – 2001 Work Program previously submitted as part of the City of Conyers and Rockdale County Comprehensive Plan. The update includes a status report for each of the projects mentioned in the 1996 – 2001 Work Program and identifies and prioritizes new projects to be completed by FY 2006.

IMPLEMENTATION STRATEGY

The Short Term Work Program (STWP) is the vehicle for directing the implementation of improvements recommended in various elements of the Comprehensive Plan. The program contained herein is closely tied to the city's five-year capital improvements program (CIP). Each list and prioritize projects provides order-of-magnitude cost estimates, identifies potential Federal, State and local funding alternatives, and develops an annual budget for project implementation. Every year, the Mayor and City Council adopt that year's CIP, committing funds from the budget to capital projects. The CIP is updated and extended annually by adding a new year to the end of the CIP.

In early 2001, four public hearings were held to secure input relative to updating the Comprehensive Plan, preparing the Short Term Work Program, and development of the City's LCI plans. In June of 2001 a final public hearing was held to review the findings of the LCI plans and to present the capital improvements program for integration into the City's Short Term Work Program.

The majority of projects identified in this Short Term Work Program focus on infrastructure, improvements within the city's four Activity Centers, and improvements to the recreation system.

Funding of STWP projects will result from a combination of sources. The major portion of project funds will be derived from property and sales taxes, with assistance from Federal and State grant programs where applicable. The following is a brief summary of potential funding sources.

Community Development Block Grants

The Department of Housing & Urban Development sponsors the Community Development Block Grant (CDBG) program. CDBG provides 100% grants for the acquisition, rehabilitation or construction of certain public facilities. Grants are highly competitive and use of the funds is restricted to projects that would benefit lower and moderate-income persons. This program is a potential funding source for community recreation centers and pedestrian facilities.

Land & Water Conservation Fund

The Land & Water Conservation Fund (L&WCF) administered by the Department of the Interior has been an unstable source of funding for recreation system improvements over the past decade. The L&WCF provides 50% matching grants that can be used for land acquisition and site development. The program is administered by the Georgia Department of Natural Resources and is a highly competitive grant.

Intermodal Surface Transportation Efficiency Act

The United States Congress enacted ISTEA in 1991 to facilitate creation of transportation enhancement activities and alternative methods for pedestrian movement, including trails and bikeways. This Act has recently been re-authorized for an additional five-year period as TEA-21. Funding is available for the acquisition and development of greenways, bikeways and pedestrian trails, provided that proposed projects can emphasize the alternative transportation potential of these type facilities, and not solely their recreation value.

The TEA-21 program provides approximately 80 percent of project planning, design and development funding. The applicant contributes the remaining 20 percent. The TEA-21 program is administered by the Georgia Department of Transportation. Grant applications take approximately two years for approval and funding.

Department of Housing and Urban Development

The Department of Housing and Urban Development (HUD) has several loan and mortgage programs that could be applicable to the provision of housing within activity centers. These include: mortgage insurance for purchase or refinancing of existing multi-family rental housing; mortgage insurance for construction and/or rehabilitation of condominium projects; urban revitalization demonstration program (Hope VI); and the Section 108 loan guarantee program.

Regional Economic Business Assistance Program (REBA)

REBA has as its purpose the development, promotion and sustaining of various improvements related to the retention of trade and encouragement of tourism. Local governments and authorities are eligible applicants. Administered by the Georgia Department of Community Affairs, there is a \$750,000 limit for community or economic grants. Pre-applications and applications are accepted throughout the year, with awards made after January 1 of each year.

Heritage 2000 Program

The Georgia Heritage 2000 Program is administered by the Historic Preservation Division of the Department of Natural Resources. The program offers matching funds on a statewide competitive basis to local governments for rehabilitation of Georgia/National Register-listed historic properties. Grant applications must be for properties either listed on or eligible for the Georgia Register. Funding can be used for stabilization, rehabilitation or restoration. The maximum grant request is \$25,000. A 40 percent match is required. Grant applications must be submitted by July 1 and awards are announced in September.

Rehabilitation Investment Tax Credit

The RITC program reduces the costs of rehabilitation to an owner of an income-producing property. Certain rehabilitation expenses are eligible at tax credit rates of both twenty percent and ten percent. Specific requirements for each of the tax credit levels are available from the Historic Preservation Division of the Department of Natural Resources.

Local Development Fund

The Local Development Fund (LDF), administered by the Department of Community Affairs provides 50% matching grants that can be used for enhancement activities. The maximum grant award is \$10,000 and funding cycles are approximately every six months. Typically, about 35% of grant applications are successful. These funds would have applicability for additional development of recreation sites, or planning or development of new pedestrian related amenities.

Georgia Greenspace Program

Senate Bill 399 establishes a framework for preserving community greenspace within developed and rapidly developing counties and their municipalities. This program designates funds for the acquisition of land contributing to the conservation of land that can be used for informal recreation and natural resource protection. To qualify, a local government must formally adopt a program to permanently protect 20 percent of its net land area. The City of Conyers and Rockdale County participate in this program. The approximate share for the City for each of the initial two years of this program will be \$40,000.

Recreation Assistance Fund

The Recreation Assistance Fund is administered by the Department of Natural Resources and provides matching grants in the range of \$8,000 to \$10,000. Future Recreation Assistance Fund grants could be used for land acquisition or facilities development.

Governor's Discretionary Fund

The Governor's Discretionary Fund is a grant program for the funding of small improvements to recreation facilities. It is administered by the Department of Natural Resources and provides 100% financing up to a project limit of \$25,000.

Line Item Appropriations

This program is funded through the Department of Community Affairs and is applicable to improvements to existing facilities. In FY 2000 there was approximately eight million dollars appropriated in this program. Projects must first be identified by the local legislative delegation and approved by leadership of the State House and Senate before being submitted to the Governor's staff for approval.

Atlanta Regional Commission

The primary funding vehicle for LCI projects is the Livable Centers Initiative implementation program as sponsored by the Atlanta Regional Commission. Beginning in FY 2003, ARC will have \$350 million available for project implementation.

General Fund

The City's General Fund is a principal source of funding for citywide improvement projects. It is anticipated that several of the projects identified in the five-year implementation period will utilize the general fund as a funding source.

Special Purpose Local Option Sales Tax

SPLOST programs provide funds for improvements to local infrastructure and for expansion of the recreation system. Rockdale County has used SPLOST for such projects in the past.

Dedicated Millage

Dedicating a portion of the millage rate for operating budgets and capital projects is an additional method of funding ACTIPS improvements. An increase of one mil in the City of Conyers would yield approximately \$XX million per year for capital projects.

Impact Fees/Permit Fees

The City of Conyers does not have an impact fee ordinance that provides revenues for capital projects. Impact fees are an excellent source of capital funding and are being used throughout the State for these purposes. As an

alternative to impact fees, increasing permit fees would provide a source of project revenue.

Donations

Donations are an additional means of funding local projects. Residents of many Georgia communities and local businesses routinely donate land, money and in-kind services that can be translated into: parks, signage, landscaping, lighting and other projects identified in the Comprehensive Plan recommendations.

Bond Referendums

Bonds can also be used as a revenue source for capital projects. The City of Conyers has issued bonds in the past to fund City-wide infrastructure improvements. The City has the financial capability to absorb bonded indebtedness. This funding source would have applicability to Comprehensive Plan projects.

Development Authorities

Development Authorities have the power to secure funding for projects within downtown areas and in areas outside of downtowns. The City of Conyers has a Downtown Development Authority that is presently inoperative.

Improvements Districts/Benefit-Assessment Districts

Improvement Districts can take several forms - a City Business Improvement District, a Community Improvement District or a Benefit-Assessment District. Each of these districts can be used as funding mechanisms for activities relative to improving downtown and are generally financed by levying a tax on properties within the district boundary. Depending upon the future millage rates, an Improvement District might be a viable method of funding projects within the City's activity centers.

The formation of a special district, or Benefit-Assessment District is an additional implementation tool that might be appropriate during the five-year implementation period. A Benefit-Assessment District would encompass all properties within a specific delineated area such as the downtown that would derive benefit from the revitalization process. Assessment zones are typically created using the peak-land-value intersection as a reference point. Projects identified would be prioritized and properties within the district would be assessed based upon formulas taking into consideration distance from the peak-land-value intersection, linear front footage of properties fronting on streets where improvements are scheduled, and the total square footage of uses within each building. This would accomplish project implementation in an equitable manner, based upon the perceived benefits that would accrue to each property.

Tax Increment Financing (TIF) offers an opportunity to develop public/private partnerships allowing the public sector to provide needed improvements, with the private sector paying for them in the form of future tax payments. TIF would make use of the increased tax base created by new development by capturing revenue from new construction to finance improvements, as opposed to alternative revenue generation methods such as an across-the-board tax increase. It is possible that TIF will be a viable funding mechanism during the five-year implementation period. A TIF plan can be developed as a means to implement Comprehensive Plan recommendations adopted by the Mayor and City Council.

Façade Grants

A DDA would have the ability to establish a Façade Incentive Grant Program to stimulate improvements to the visual image of downtown storefronts. This program typically provides matching grants of up to \$2,500 for exterior improvements.

Signage Grants

Signage Incentive Grant Program sponsored by development authorities is a fifty percent matching grant up to \$500 for new or existing business owners. This program could be used as a means to facilitate implementation of a consistent storefront signage program throughout the four activity centers.

Low-Interest Loans

Local banks can create a Low-Interest Loan Program for rehabilitating business properties. Once an applicant is approved by one of the development authorities and meets bank criteria for loan approval, a loan is extended at a preferred rate.

Public/Private Partnerships

One of the most efficient means of implementing activity center projects is through development of public/private sector partnerships. If key parcels of vacant land can be acquired either by the City or by a development authority, the City would prepare a request for proposals to provide turnkey services for development of the site and advertise/distribute these to major development companies. This is a most effective way to facilitate development of larger, contiguous parcels, particularly within the city's four activity centers.

It is recommended that the City, possibly in conjunction with Rockdale County government develop relationships with large residential and commercial developers and major corporations located throughout the City and County.

Local governments would seek formal partnering agreements whereby developers could exchange significant tracts of land and in return receive density

or other development concessions. Corporations could provide funding assistance for portions of streetscape/landscape, signage, lighting, and recreation projects. In exchange for corporate participation, the City would appropriately recognize each corporate partner and depending upon the level of corporate participation could extend additional incentives.

Partnership For Regional Livability

The PRL was established in 1999 for the purpose of addressing large-scale problems such as urban sprawl, poverty, unemployment, and air pollution. While the PRL does not directly fund projects, they have the capability of affording direct access to Federal expertise and resources. PRL also has access to national and local foundations dedicated to assisting in achieving PRL goals.

Foundations/Corporations

In addition to the Woodruff Foundation many other prominent foundations fund grants for community development projects. Among those that could potentially afford assistance to Conyers include: the George Gund Foundation; the Rockefeller Foundation; the John D. and Catherine MacArthur Foundation; the Charles Stewart Mott Foundation; the Andrew W. Mellon Foundation; Pew Charitable Trusts; the Ford Foundation; and the General Motors Foundation.

Several Fortune 500 corporations have historically supported community development activities. Among the largest and most charitable are: Federal National Mortgage Association; Fannie Mae; Citibank; General Motors; General Electric; and Ford Motor Company.

STATUS OF PRIOR STWP PROJECTS

The 1996 – 2001 STWP included 27 individual projects. The majority of these projects (19) were infrastructure related and consisted of relocating utilities underground, water supply, sewerage collection system improvements, wastewater treatment plant expansion, and expansion of water/sewer service areas.

Five of the STWP projects addressed revisions to land use ordinances, development of new regulatory measures, and preparing updates to the Comprehensive Plan and to the Transportation Plan.

The remaining projects included construction of a motor vehicle maintenance facility, construction of a Welcome Center at the Georgia International Horse Park, and ongoing utilities projects in conjunction with GaDOT and Rockdale County road projects.

The following is a summary of the current status of each of these projects:

- Project LU-0001: Revise Subdivision Regulations – This project will be completed commensurate with the implementation of the Stormwater Management Plan as the two are interrelated.
- Project LU-0002: Develop Landscape Ordinance – The Tree Preservation and Landscape Ordinance has been completed and was adopted in 2000.
- Project LU-0003: Update Comprehensive Plan – The Comprehensive Plan is presently being updated.
- Project LU-0004: Standard Drawings Manual For Land Development – This project will also be completed commensurate with the implementation of the Stormwater Management Plan.
- Project NR-0001: Implement Downtown Redevelopment Program – All downtown improvements are presently underway.
- Project CF-0001: Update Transportation Plan – The Transportation Plan is presently being updated.
- Project CF-0002: Construct Motor Vehicle Maintenance Facility – The City is presently deciding on the funding mechanism to use for construction, and construction will begin in Fall 2002..

The following projects (CF-0003 through CF-0021) are the responsibility of Rockdale County. The City of Conyers transferred the water and sewer system to Rockdale County in 1996.

- Project CF-0003: GaDOT/Rockdale County Utilities Relocation
- Project CF-0004: Expansion Of Quigg Branch Treatment Plant
- Project CF-0005: New 2mgd. Reclaimed Water Facility
- Project CF-0006: Design For Expanded Treatment Capacity In Snapping Shoals Basin
- Project CF-0007: Sewer System Improvements In Snapping Shoals Basin
- Project CF-0008: 1996 Rehabilitation/Replacement Of Water And Sewer Systems
- Project CF-0009: Complete Construction Of Reclaimed Water Facility At Quigg Branch And Distribution Lines

- Project CF-0010: Design For Expansion Of Quiggs Branch Plant To 6 mgd.
- Project CF-0011: Expansion Of Snapping Shoals Basin Sewer System
- Project CF-0012: Expansion Of Yellow River Basin Sewer System
- Project CF-0013: Begin Construction Of Snapping Shoals Wastewater Treatment Capacity Expansion
- Project CF-0014: 1997 Rehabilitation/Replacement Of Water And Sewer Systems
- Project CF-0015: Initiate Second Phase Of Snapping Shoals Wastewater Treatment Capacity Expansion
- Project CF-0016: 1998 Rehabilitation/Replacement Of Water And Sewer Systems
- Project CF-0017: Begin Distribution Plan Update Improvements
- Project CF-0018: Begin Construction Of Expansion Of Quiggs Branch Plant
- Project CF-0019: 1999 Rehabilitation/Replacement Of Water And Sewer Systems
- Project CF-0020: Continue Improvements From Distribution Plan
- Project CF-0021: 2000 Rehabilitation/Replacement Of Water And Sewer Systems
- Project CF-0022: Construct Welcome Center At Georgia International Horse Park – The Welcome Center has been constructed.

2002 – 2006 SHORT TERM WORK PROGRAM

The STWP for the coming five years contains several types of projects including planning studies, implementation of Activity Center/Town Center Investment Policy Study projects, the development of community facilities and infrastructure projects. Table 39 identifies each type of project, provides a brief description of the project, depicts the timeframe for initiation/completion, includes order-of-magnitude cost estimates and identifies potential funding sources.

**TABLE 39
CITY OF CONYERS SHORT TERM WORK PROGRAM
2002 – 2006**

ELEMENT	PROJ. NO.	DESCRIPTION	START	COMPLETE	COST	FUNDING	RESPONSIBLE PARTY
LU	001	Revise Subdivision Regulations	2003	2004	\$10,000	GF	Planning & City Services
LU	002	Produce Standard Drawings Manual For Development	2003	2004	\$15,000	GF	Planning & City Services
LU	003	Concept Plan For Activity Center #4	2003	2004	\$20,000	GF	Planning & City Services
LU	004	Update Zoning Ordinance	2003	2004	\$125,000	GF	Planning & City Services
LU	005	Modify Development Regulations	2004	2005	\$25,000	GF	Planning & City Services
LU	006	Develop Architectural and Landscape Standards	2004	2005	\$25,000	GF	Planning & City Services
LU	007	Update Site Plan Requirements	2004	2005	\$5,000	GF	Planning & City Services
CF	001	Build Motor Vehicle Maintenance Facility	2005	2006	\$2,000,000	GF, M	Planning & City Services
CF	002	System-Wide Recreation Master Plan	2005	2006	\$22,000	GF, LDF, RAF	Planning & City Services
AC1	001	Intersection Improvements	2005	2006	\$2,000,000	GF, M, B	Planning & City Services
AC1	002	Relocate Utilities Underground	2002	2003	\$475,000	ARC, CDBG, GF	City Council
AC1	003	Off-Street Parking Modifications	2005	2006	\$200,000	GF, M, DA	Planning & City Services
AC1	004	Main Street Streetscape Project	2005	2006	\$2,400,000	TEA-21, GF	Planning & City Services
AC1	005	Landscaping/Aesthetic Improvements	2005	2006	\$137,100	GF, D, F	Planning & City Services
AC1	006	Multi-Use Path Development	2005	2006	\$32,400	TEA-21, GF	Planning & City Services
AC2	001	Park Acquisition/Development	2005	2006	\$2,800,000	L&WCF, GF, SPL	City Council
AC2	002	Multi-Use Path/Dinky Trail Development	2005	2006	\$169,500	TEA-21, GF	Planning & City Services
AC2	003	Landscaping/Aesthetic Improvements	2004	2005	\$857,500	GF, D, F	Planning & City Services
AC3	001	Landscaping/Aesthetic Improvements	2005	2006	\$512,000	GF, D, F	Planning & City Services
AC3	002	Dinky Trail Connections	2004	2005	\$13,500	TEA-21, GF	Planning & City Services
AC4	001	Park Acquisition/Development	2005	2006	\$2,800,000	L&WCF, GF, SPL	City Council
AC4	002	Multi-Use Path/Boar's Tusk Greenway Development	2004	2006	\$233,900	TEA-21, GF	Planning & City Services
AC4	003	Landscaping/Aesthetic Improvements	2006	2006	\$350,000	GF, D, F	Planning & City Services
AC4	004	Intersection Improvements	2005	2006	\$400,000	SPL, GF, B, M	Planning & City Services
AC1-AC4	001	Shuttle Bus	2004	2006	\$450,000	ARC, P/P	City Council
AC1-AC4	002	Transit System Operations (Shuttle Bus)	2004	2006	\$1,585,000	GF, M, IF/PF	City Council
AC1-AC4	003	Bus Shelters	2004	2006	\$120,000	GF	Planning & City Services
AC1-AC4	004	Sidewalk/Crosswalk Improvements	2004	2006	\$1,213,300	TEA-21, M, GF	Planning & City Services
AC1-AC4	005	Bikeway Development	2004	2006	\$223,000	TEA-21, GF	Planning & City Services
AC1-AC4	006	Signage/Landscaping	2004	2005	\$68,000	S, GF, D, F	Planning & City Services

LU – Land Use, CF – Community Facilities, AC1 – Activity Center #1, AC2 – Activity Center #2, AC3 – Activity Center #3, AC4 – Activity Center #4.

Note: The following abbreviations are used in the above Table to indicate potential sources of project funding. Only primary funding sources deemed most applicable to a specific project are mentioned.

CDBG – Community Development Block Grants, L&WCF – Land & Water Conservation Fund, TEA-21 – ISTEA, HUD – Department of Housing & Development, REBA – Regional Economic Business Assistance Program, H2000 – Heritage 2000, RITC – Rehabilitation Investment Tax Credit, LDF – Local Development Fund, GGP – Georgia Greenspace Program, RAF – Recreation Assistance Fund, GDF – Governor’s Discretionary Fund, LIA – Line Item Appropriation, GF – General Fund, SPL – Special Purpose Local Option Sales Tax, M – Dedicated Millage, IF/PF – Impact Fees/Permit Fees, D – Donations, B – Bond Referendum, DA – Development Authority, ID – Improvements District, TIF – Tax Increment Financing, F – Façade Grants, S – Signage Grants, LIL – Low Interest Loans, P/P – Public/Private Partnerships, PRL – Partnership For Regional Livability, F/C – Foundations/Corporations, ARC – Atlanta Regional Commission.