

# FAIR BURN PLAN 2040

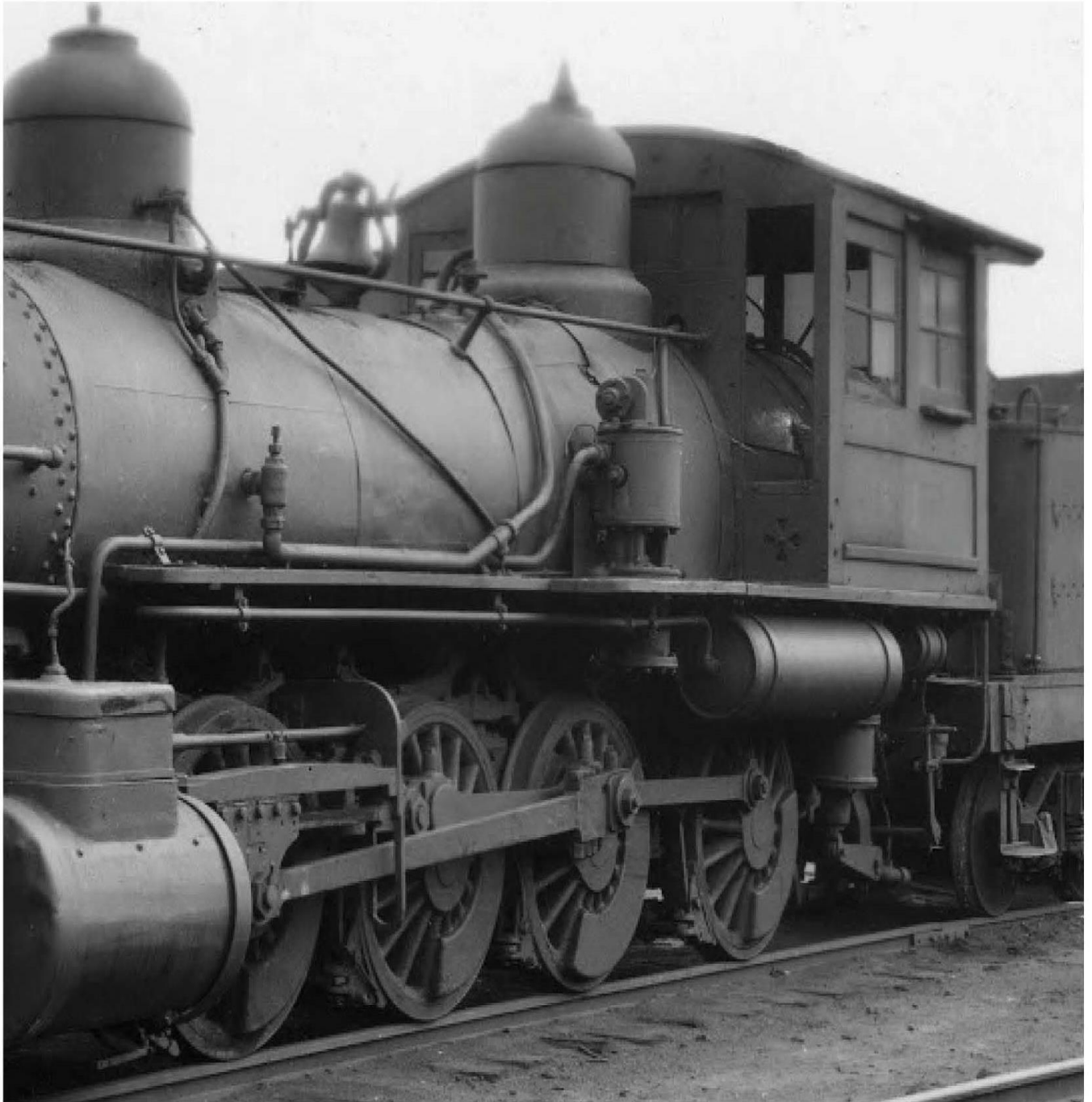
City of Fairburn Comprehensive Plan 2020-2040



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# EXECUTIVE SUMMARY





# EXECUTIVE SUMMARY

The Georgia Department of Community Affairs has established the Standards and Procedures for Local Comprehensive Planning to provide a framework for local governments to create a long-term plan that will address their critical planning issues and opportunities. These standards and procedures reflect the state’s interest in promoting healthy and economically vibrant communities. The Comprehensive Plan should act as a guide for communities in achieving their goals and objectives, and it should be used as a decision-making guide by local officials and community leaders for a twenty-year planning period.

Fairburn’s Comprehensive Plan includes the following required elements:

- Vision, Needs, and Opportunities
- Community Goals
- Land Use
- Housing
- Economic Development
- Transportation
- Community Work Program
- Broadband Service



Fairburn’s [Vision Statement](#) provides a general statement of what the City wants to become and the development patterns it wants to encourage. The Fairburn Comprehensive Plan Steering Committee (i.e., stakeholders) provided direction on identifying the City’s [Needs and Opportunities](#) that need to be addressed. Through the public input process, citizens, stakeholders, and leaders enumerated [Community Goals](#) to provide a road map for the future of Fairburn. High-priority Needs and Opportunities as identified by the stakeholders are connected to implementation steps in the Community Work Program. The Community Work Program also includes activities that would help Fairburn achieve its identified Community Goals.

The [Land Use Element](#) is a key element of the Comprehensive Plan. It includes the City’s Future Development Map and accompanying Character Area descriptions. These should be referenced as future decisions about land use and development are made, as well as in determining areas for infrastructure upgrades and additional services. It reflects the community’s vision for growth and development, as determined through both the community participation process and a review of existing land uses and market conditions. Within each Character Area, there are a number of appropriate land uses listed,

implementation strategies, and photos of the preferred types and style of development. While the Future Development Map is intended to guide development for the entire twenty-year planning period, it is important to review the Map regularly, as market and demographic trends constantly shift, thereby changing the demands for development. It is also recommended that, should a rezoning of a parcel be granted which does not fit the designated Character Area of the parcel, an amendment to the Future Development Map should be considered in order to accurately reflect the use of the parcel.

The [Housing Element](#) examines the adequacy and suitability of existing housing to meet current and future needs. It includes data on types of housing and occupancy, housing tenure, housing age, cost of housing, and jobs–housing balance.

The [Economic Development Element](#) of the Comprehensive Plan addresses the vitality of Fairburn and considers factors such as the economic diversity of the community and the quality of the local labor force.

The [Transportation Element](#) looks at the adequacy of the local transportation network in serving the community, including the following:

- Road Network
- Alternative Modes of Transportation
- Parking
- Railroads, Trucking, Port Facilities, and Airports
- Transportation and Land Use Connection.

The [Community Work Program](#) includes Fairburn’s Short–Term Work Program, which will serve as a critical implementation tool for the City. While the Comprehensive Plan incorporates policies and strategies for a twenty-year planning period, the Short–Term Work Program outlines specific implementation activities in a more manageable, five-year timeframe. The Short–Term Work Program should be updated every five years, as required by the Georgia Department of Community Affairs.

The [Broadband Service](#) element highlights broadband availability in Fairburn, including a map depicting the number of broadband providers across space. This element is required by the Georgia Department of Community Affairs in response to Senate Bill 402, also known as the ACE Act (Achieving Connectivity Everywhere) aimed to determine whether local communities are served by broadband service.

# COMMUNITY PARTICIPATION





# COMMUNITY PARTICIPATION

Several community participation tools, meetings, and activities were used throughout the development of the City of Fairburn’s Comprehensive Plan. These various activities were intended to ensure that meaningful community input was the driving force of this plan. A Steering Committee, comprising elected officials, community leaders, and economic development representatives guided the development of the Comprehensive Plan.

## STEERING COMMITTEE

The first task in developing the Community Participation Plan for the City of Fairburn was the identification of the Steering Committee. The following individuals made up the steering committee for the plan:

- Hannah Finley – Art Advisory Council
- Lester Thompson – Director of Community Development
- Kalanos Johnson – Director of Economic Development
- John Culbreth – Director of Parks and Recreation
- Sylvia Abernathy – Main Street Manager
- Alex Heath – Councilman
- Elizabeth Echols – Planning and Zoning Commission
- Brenda Cooper – Board of Appeals
- Rhonda Appleby – Downtown Development Authority
- Tarika Peeks – Director of Planning and Zoning
- John Martin – Director of Utilities



The role of the Steering Committee members was to provide ongoing input throughout the development of the plan to ensure the plan was in line with the City of Fairburn’s vision for the City. The steering committee met four times between March and October 2020 to review public input and community data in order to draft a Comprehensive Plan Update that reflects the true desires of the residents, businesses, and property owners within the City of Fairburn. At each phase of the planning process, they provided the planning team with a valuable perspective that helped refine the planning process.

The steering committee held four meetings in the process of developing the Comprehensive Plan.

Meeting Number	Meeting Date
1	Thursday, March 26, 2020
2	Wednesday, April 15, 2020
3	Thursday, August 27, 2020
4	Wednesday, October 14, 2020

Several methods of outreach were used to advertise community meetings to the residents and business owners throughout the City of Fairburn. The backbone of comprehensive planning is gathering input from the members of the community at large to ensure that the plan accurately reflects their goals and vision.

Below is a list of outreach activities that took place throughout the development of the Comprehensive Plan Update:

- Emails to the Mayor and City Councilmembers that were forwarded on to citizens through individual contact lists
- Emails to Homeowners Associations
- Emails to City of Fairburn staff that were forwarded on through individual contact lists
- Emails to the City of Fairburn Planning and Zoning Commission that were forwarded on through each Commissioner’s contact lists
- Emails to the Steering Committee that were forwarded through each member’s contact lists
- Advertisement on the City of Fairburn’s website
- Advertisement on the City of Fairburn’s Facebook social media page

## COMMUNITY MEETING

Throughout the development of the City of Fairburn’s Comprehensive Plan, one online survey was created and advertised to community members, and one virtual community meeting was held in order to gather input from residents and local business owners to help determine their desires for the future of Fairburn.

## COMMUNITY MEETING #1

The virtual community meeting was held on July 30, 2020. During this meeting, attendees were asked to participate in a number of different polling activities, including mapping questions, multiple choice questions, and open-ended questions.

During the meeting, participants were asked to identify needs and opportunities in the City of Fairburn related to housing, retail, transportation, the environment, downtown Fairburn, and the community at large.

On the topic of housing, participants were asked to identify the most important housing need in Fairburn, their preference for multi-family or mixed-use developments downtown, and where they would like to see the developments. Attendees were also asked what type of retail they would most like to see in Fairburn.

Next, participants were asked to identify the most pressing transportation issue in Fairburn. Participants were then given an overview of cyclist and pedestrian safety issues and their potential solutions. Following this overview, participants were asked to drop pins on a map of Fairburn identifying where they felt pedestrian and cyclist safety was a concern, and to drop pins on another map of Fairburn where they felt road improvements were most needed.

Attendees were asked about their vision for aesthetic improvements in downtown Fairburn and the types of public art they would like to see. These questions involved a visual preference surveys. The visual preference survey for aesthetic improvements downtown included the following categories: Façade improvements, public art, seating, streetscape plantings, and sidewalk repair. The visual preference survey for downtown public art included the following categories: light installations, sculpture, historical markers, murals, and interactive art.

Participants were also asked about the most pressing environmental concerns in Fairburn, and where in Fairburn they would like to see a passive recreation park. Finally, meeting participants were asked to identify what demographics in Fairburn are well served by existing conditions, and what demographics could be better served and how. The results of the community engagement meeting are incorporated into the Appendix of this document.

## COMMUNITY SURVEY

A virtual community survey was created to provide an additional avenue to gain community input. The survey was designed to capture the community's concerns, as well as their desires for growth and change in the future. Fifty-two people responded to the survey which was

advertised through the City’s website and social media pages. The survey results are incorporated into the Appendix of this document.

## **COMPREHENSIVE PLAN REVIEW**

Prior to the draft being submitted to the Department of Community Affairs (DCA), a second public hearing is held to ensure stakeholders and the public have an opportunity to review the plan prior to submission. This allows the governing bodies of the City and residents to see the plan and provide feedback to ensure the plan is reflective of their goals for the future development of the City of Fairburn.

- Initial Public Hearing at City Council Meeting – April 13, 2020
- Public Hearing at City Council meeting – March 8, 2021



# NEEDS AND OPPORTUNITIES



# NEEDS AND OPPORTUNITIES

Through the Community Meetings and Community Survey, a list of Needs and Opportunities was compiled. The needs and opportunities that the community identified as the highest priorities are listed below and are addressed in the Community Goals and the Community Work Program.

## LAND USE NEEDS

### PARKS

1. Build a City park downtown
2. Preserve existing and increase overall green space in the City
3. Preserve greenspace in the southern area of the city
4. Build more parks, recreation facilities, and walking trails
5. Build a passive recreation park close to downtown or along Hwy 74
6. Protect trees and open space with respect to new development





## DOWNTOWN

1. Pursue more development and attract small businesses and restaurants downtown
2. Require better quality development downtown
3. Require new downtown development to fit in aesthetically with historic buildings and have the same scale
4. Bring mixed-use development, including housing (lofts and townhomes) and vitality to downtown
5. Maintain the small-town atmosphere
6. Protect our historic structures
7. Integrate business and residential uses, have them in closer proximity downtown and around the colleges
8. Improve pedestrian safety downtown (e.g. sidewalks, crosswalks, and signals)
9. Pursue façade and streetscape improvements
10. Pursue public art and gathering spaces downtown

## HIGHWAY 74

1. Determine the right mix of businesses and residential while still meeting the demand for highway oriented services
2. Locate sit-down restaurants and perhaps a movie theater along Highway 74 as you near the southern city limit

## OTHER LAND USE

1. Do not allow the development or permitting of any new/more landfills
2. Keep rural agricultural feel in the southwest part of the city
3. Need a community where folks can live, work, and play
4. Need gateways to the city
5. Need façade improvements throughout the city
6. Prevent and clean up illegal trash dumping

## LAND USE OPPORTUNITIES

1. Downtown is a critical area for expansion and growth
2. Charming small-town atmosphere with a willingness to grow
3. Campbell County Courthouse
4. Colleges downtown
5. Great potential growth location with easy access to Atlanta and the airport
6. Great existing industrial base to build upon
7. Lots of green space and horses
8. Family friendly
9. Business-friendly and well-run government
10. Renaissance Festival





## HOUSING NEEDS

1. Build more senior housing for all income levels
2. Promote rehabilitation and build-out of existing neighborhoods
3. Build homes with larger lot sizes in areas outside of downtown
4. Locate townhomes downtown, near the colleges
5. Build historic style homes in the downtown area
6. Allow apartments only in the downtown as part of mixed-use developments
7. Build quality housing options at all price points
8. Preserve tree canopy and open space with regards to new development

## HOUSING OPPORTUNITIES

1. Need for housing around colleges
2. Demand for senior housing is growing
3. Downtown businesses need housing nearby to support them



## ECONOMIC DEVELOPMENT NEEDS

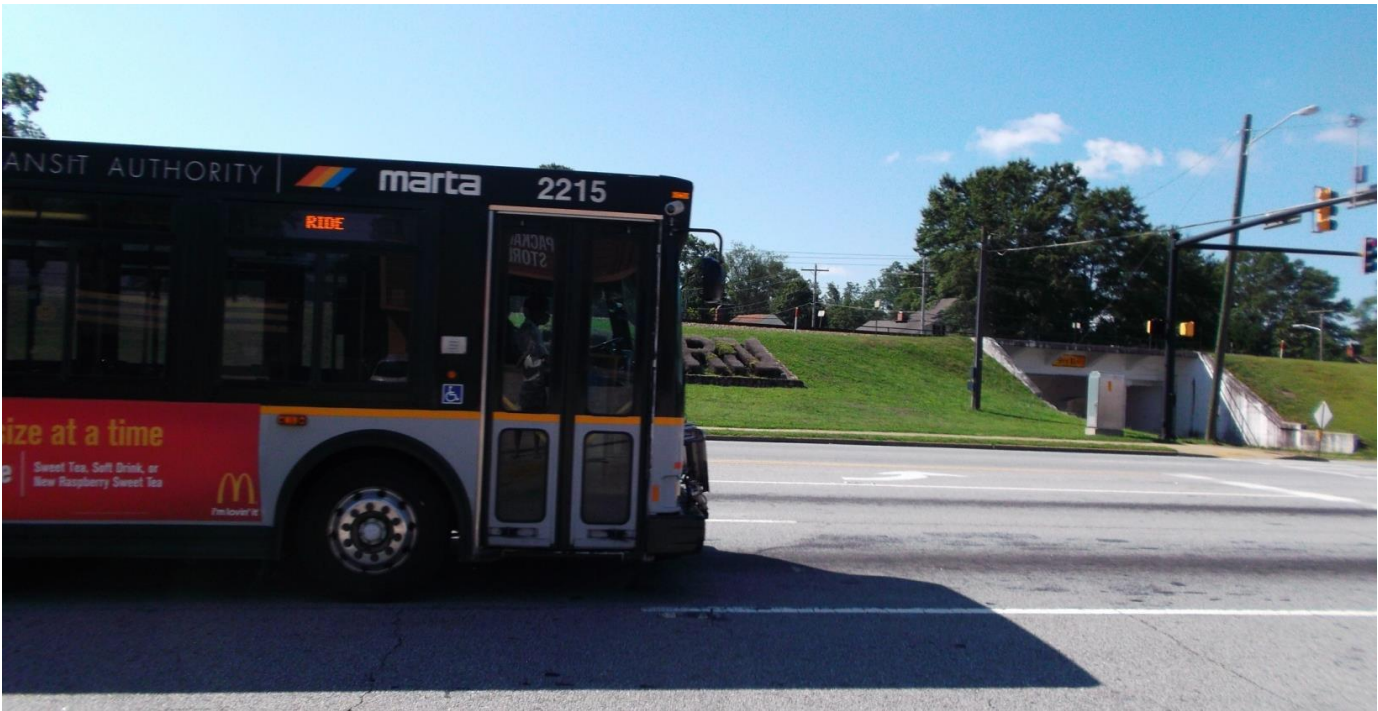
1. Need to become an economically thriving community where people can live, work, and play
2. Create a variety of entertainment options throughout the City, particularly downtown
3. Need more sit-down upscale restaurants
4. Post points of interest signs to be placed at street corners downtown for visitors
5. Attract businesses that will cater to people living in Fairburn
6. Improve competitiveness with other communities
7. Need branding and more marketing of the city
8. Need the city government to be more business-friendly
9. Clean and spruce up Main Street
10. Create an identity for the Fairburn section of I-85
11. Need flexibility with use of buildings and property to accommodate trends or economic swings
12. Revitalize the downtown area with attractive mixed-use development – residential on second floor, commercial/restaurants/cafes/coffee shops/office/art gallery on the street level
13. Preserve historic homes downtown and possibly convert them to office use
14. Attract more industrial and office development, particularly around the 74/I-85 interchange
15. Revitalize and expand the downtown area

16. Need a community downtown market
17. Draw people to the community with businesses that offer good jobs
18. Need technology-oriented businesses in a small town environment
19. Need a larger area of the city dedicated to businesses and industry
20. Need to inventory all vacant land
21. Need moderate growth building population in order to support better shopping (including major retailers), grocery stores, movie theatres, hotels
22. Host more events, festivals, concerts, etc. downtown
23. Locate a museum in Campbell County Courthouse
24. Build attractive offices near the college
25. Build nice gateway signs/entries at the main entrances to Fairburn

### **ECONOMIC DEVELOPMENT OPPORTUNITIES**

1. Interstate access
2. CSX multi-modal facility
3. Good industrial base of businesses to grow
4. Public support for economic development activities
5. Fairburn Ed. Campus
6. Undeveloped land
7. Landmark School
8. Bedford School





## TRANSPORTATION NEEDS

1. Build a better sidewalk to Duncan Park
2. Install a stop light at 92 and 138
3. Improve bike and pedestrian friendliness throughout the city
4. Need to improve road conditions
5. Need more parking downtown
6. Downtown Fairburn needs curb appeal
7. Need improved streetscapes throughout downtown
8. Need bike lanes along Main Street and Highway 92
9. Build more sidewalks near all schools
10. Need access from Virlyn B. Smith to Duncan Park
11. Need to figure out if we have enough and the right kind of public transportation

## TRANSPORTATION OPPORTUNITIES

1. Served by public transportation
2. Public support for bike and pedestrian facilities
3. Not a lot of traffic
4. Interstate highway
5. Railroad



# COMMUNITY GOALS





# COMMUNITY GOALS

## VISION STATEMENT

The vision for the City of Fairburn is to be an economically thriving community and a desired destination for residents and visitors of all ages.

How Fairburn intends to become that desired destination:

- Have a diverse and growing population.
- Attract a mixed-income residential base that supports the community's growth needs for housing for all stages in life.
- Attract, retain and grow both small and large businesses that offer good jobs.
- Have an attractive and vibrant downtown.
- Offer recreational opportunities that fit the community's needs.

The Community Goals are the most important part of the comprehensive plan. The purpose of the Community Goals element is to lay out a road map for the City's future. The goals and objectives address the needs identified by the community through the planning process and build upon the opportunities already present in the community. The Community Work Program lays out the specific tasks necessary to implement the goals and objectives listed in this section.

## LAND USE GOALS

1. Increase activity Downtown
  - A. Recruit residential and mixed-use developers to Downtown to increase housing stock
    - I. Update Zoning Ordinance to allow loft apartments over stores and townhouses Downtown and within the Highway 74 corridor, and to not allow apartments elsewhere in the city
    - II. Update Zoning Ordinance to accommodate single-family residential infill development Downtown
    - III. Update Zoning Ordinance to allow transit-supportive density development Downtown
  - B. Recruit businesses to locate Downtown, especially around the colleges
  - C. Have more activities and events Downtown
    - I. Survey surrounding communities for planned events so that there are no

- conflicts
- II. Survey residents about events and activities that should be pursued
- D. Make Downtown more appealing and more walkable
  - I. Streetscape improvements
    - a. Build new sidewalks with areas where there is a path worn as the highest priority locations
    - b. Fix existing sidewalks and fill gaps in sidewalks
    - c. Improve lighting fixtures and poles to match upgraded lighting in Highway 29 streetscape project
    - d. Include bike racks in city streetscape improvements
  - II. Develop wayfinding systems for driving and walking
  - III. Finish development of Downtown Plaza
- 2. Improve the quality of development Downtown
  - A. Audit the Zoning Ordinance and Zoning Map in order to
    - I. Ensure that new commercial and mixed-use Downtown development fits in aesthetically with historic buildings downtown and has the same scale
    - II. Ensure that residential and commercial development is allowed to locate in close proximity
  - B. Create redevelopment incentives for underperforming properties
- 3. Participate in joint Highway 74 study with Tyrone, Peachtree City, and Fayette County with the following objectives
  - A. Make Highway 74 mixed-use with retail, compact homes, and townhouses while still meeting the demand for goods and services for the traveling public
  - B. Locate sit down restaurants and entertainment along Highway 74 near the southern city limit
  - C. Locate high-end office at 74/85 interchange
- 4. Disallow landfills and transfer stations in all zoning districts
  - A. Make any necessary updates to the Zoning Ordinance
- 5. Keep the rural agricultural feel in the Line Creek area of the City
  - A. Make any necessary updates to the Zoning Ordinance to maintain the character of the area
  - B. Consider this area for passive park location
- 6. Audit the Zoning Ordinance and Official Zoning Map to determine inconsistencies with the Comprehensive Plan and its Future Development Map and create an action plan for Zoning Ordinance and Zoning Map amendments

## PARKS, RECREATION AND GREENSPACE GOALS

1. Preserve, improve and increase passive greenspace throughout the City
  - A. Develop a Community Greenspace Plan that includes an inventory and evaluation of all possible undeveloped and non-buildable land for park land
  - B. Audit the Zoning Ordinance to determine if there are missed opportunities for greenspace within private development projects.
2. Ensure that the City of Fairburn has active parks that fit residents' needs and are used regularly
  - A. Conduct an activity and recreation study to determine City residents' wants and needs and use the study results to develop a parks development and recreation plan
  - B. Finish construction of the downtown plaza
  - C. Improve Duncan Park
    - A. Renovate or rebuild the pool at Duncan Park
    - B. Create access from Virlyn B. Smith to Duncan Park
  - D. Build an active recreation park on the south side of town
3. Develop a plan for the major gateways to the City
  - A. Incorporate public art
  - B. Involve the community in its design
  - C. Request technical assistance from Fulton County Department of Arts and Culture
4. Foster community supported agriculture
  - A. Make any necessary updates to the Zoning Ordinance to allow community gardens and small-scale farming
  - B. Invite local farmers to sell their produce at monthly market day.

## HOUSING GOALS

1. Ensure housing options for all ages
  - A. Recruit developers to build more senior housing both for rent and for sale
  - B. As the Downtown colleges expand, revisit the need for student housing near the campuses
  - C. Audit the Zoning Ordinance to ensure all needed housing types are allowed in the City of Fairburn
2. Increase the number of housing units in Downtown Fairburn to support the number and types of businesses desired in our vibrant downtown and to support continued and enhanced transit service.
  - A. Update Zoning Ordinance and Map to allow Downtown residential

- development to be built at transit-supportive densities
- B. Recruit developers to build loft apartments as a part of mixed-use developments downtown
- C. Implement the LCI study

## TRANSPORTATION GOALS

1. Make the entire city more walkable
  - A. Prioritize new city built or funded sidewalks as follows:
    1. Where paths are worn,
    2. Downtown,
    3. Connecting homes to schools and parks,
    4. Connecting homes to MARTA bus stops,
    5. Other locations
  - B. Develop a prioritized list of crosswalks and pedestrian crossing signals to be installed.
    1. Survey all of the major intersections in Fairburn to determine the need for crosswalks and pedestrian crossing signals
    2. Consult intersection accident data
  - C. Make it more fun and interesting to walk downtown through the use of streetscape improvements and the addition of more stores and attractions downtown
  - D. Add pedestrian connections between the north and south sides of the City with bridges and sidewalks similar to the 14th Street bridge in Midtown Atlanta
  - E. Improve vehicular and pedestrian safety at SR 92 and SR 138
    1. Install a stop light at 92 and 138
    2. Install pedestrian signals, pedestrian refuge, and other safety improvements



2. Have more and better public transit
  - A. Work with MARTA to improve bus frequency
  - B. Work with MARTA to investigate the necessity of additional bus routes
  - C. Improve bus stops with concrete pads, shelters, and connecting sidewalks
  - D. Build a park and ride lot
  - E. Update Zoning Ordinance and Map to allow Downtown residential development to be built at transit-supportive densities
  - F. Conduct a feasibility study for a local bus circulator system to connect with MARTA routes 180 and 181
3. Make it easier to bike throughout the city
  - A. Install bike racks at city facilities
  - B. Revise Zoning Ordinance to require installation of bike racks with the construction of new parking lots for businesses, churches, schools, and other places of assembly
  - C. Review pavement widths on all collector and arterial roads in the City to determine where there is sufficient space to add bike lanes, add bike lanes in those locations identified in the public meetings as the first priority, pursue grant funding
  - D. Add bike lanes in locations identified in the public meetings as the first priority, pursue grant funding
4. Improve pavement quality throughout the city
  - A. Develop pothole website page, with a map of city limits, to inform the city of potholes
  - B. Create pothole guarantee so that once informed the city will fix potholes in a set amount of time.
  - C. Review placement of truck route signs and replace as necessary
5. Conduct a Downtown Parking Study to determine if there is enough parking downtown
  - A. Develop Downtown parking map showing locations where parking is available
  - B. Distribute Downtown parking map to all downtown merchants
6. Ensure that residents and visitors can easily identify the city limits and can easily navigate the city
  - A. Develop wayfinding systems for vehicles and for pedestrians
  - B. Create and install City street signs that are different from Fulton County and neighboring cities' street signs to show that they are in the City of Fairburn
  - C. Add street sign toppers for all named neighborhoods
  - D. Create gateways to the City
  - E. Install city limit signs at every entrance to the City

7. Improve roadway and pedestrian lighting
  - A. Throughout the entire Downtown character area, improve street lighting fixtures and poles to match upgraded lighting in Highway 29 streetscape project
  - B. Develop vehicular and pedestrian lighting fixtures and poles standard for areas outside of Downtown Fairburn

## ECONOMIC DEVELOPMENT GOALS

1. Improve the City's image
  - A. Create a Communications staff position to maintain the City website, issue press releases, etc.
  - B. Engage consulting firm for City marketing and branding study
    - I. Create an identity for the Fairburn section of I-85
  - C. Clean and spruce up Main Street
    - I. Develop a specific maintenance plan for Downtown
      - a. Investigate the street sweeping program
      - b. Clean before and after every weekend
      - c. Add more landscaping, including flowers in the planters
  - D. Audit the zoning of Downtown properties to ensure that mixed-use development is allowed
    - residential on the second floor, commercial/restaurants/cafes/coffee shops/office/art gallery on the street level
  - E. Audit the zoning of the historic homes on Highway 29 to ensure that they may be converted to office use or continue as residential structures
2. Create Economic Development Strategic Plan that will:
  - A. Involve site selection specialist in the development of the plan
  - B. Build on the results of the marketing and branding study
  - C. Inventory all vacant land and buildings to create a database for prospects
  - D. Identify potential redevelopment areas
  - E. Evaluate all city policies for business friendliness and recommend policy changes as needed to improve competitiveness within the Atlanta region
  - F. Consider the use of economic development incentives
  - G. Utilize benchmarks from other communities to compare to Fairburn
  - H. Through the use of the Zoning Ordinance improve flexibility with use of buildings and property to accommodate trends or economic swings
  - I. Identify target industries and determine the feasibility of attracting the

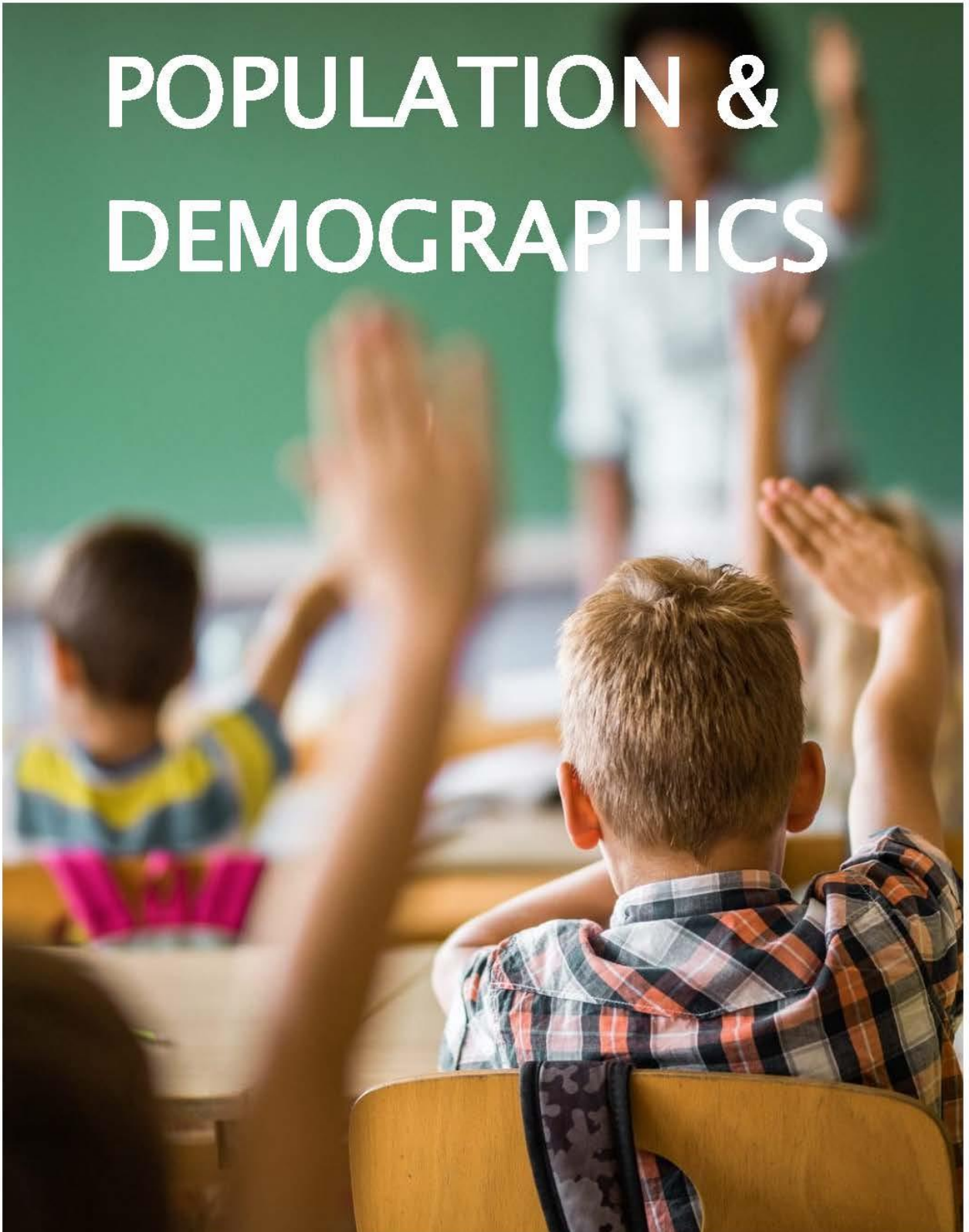
businesses that were requested in the Comprehensive Plan public meetings, in the locations requested in the Comprehensive Plan public meetings

- J. Recommend changes to the City's Zoning Ordinance and Zoning Map to accommodate targeted industries and businesses
  - K. Determine ongoing economic development staffing needs, including consideration of the implementation of a Main Street program once there are enough businesses Downtown
3. Bring more visitors to Fairburn
- A. Develop wayfinding systems for driving and walking
  - B. Have more activities and events Downtown
    - I. Survey surrounding communities for planned events so that there are no conflicts
    - II. Survey residents about events and activities that should be pursued
  - C. Work with Fulton County and the Historic Society to develop a museum in the old Campbell County Courthouse
  - D. Work with the State of Georgia to advise the City on how to market the cemetery as a cultural tourism destination
  - E. Develop a year-round second or fourth Saturday of the month market day
4. Attract people of all ages to move to Fairburn by ensuring jobs, housing, and entertainment options
- A. Ensure housing options for all ages
  - B. Attract businesses identified in the Economic Development Strategic Plan in order to have more good jobs that will draw people to the community
  - C. Add entertainment options throughout City, particularly downtown





# POPULATION & DEMOGRAPHICS





# POPULATION & DEMOGRAPHICS

The City of Fairburn has seen substantial growth over the last decade. According to the 2000 Census, the City’s population was 5,464. Based on calculations generated by the 2010 Census, the population of the City of Fairburn increased substantially, to 12,950 people. In 2019, the City’s estimated population was 15,516. The overall growth in population accounts for a 136% increase from 2000 to 2010 and a 184% increase from 2000 to 2019.

Table 1 Growth in Population 2000 to 2010

Jurisdiction	2010	2019	Change
Fairburn	12,950	15,295	+18.1%
Union City	19,456	21,369	+9.8%
Fulton County	920,581	1,036,200	+12.6%
Georgia	9,687,653	10,403,847	+7.4%

Source: United States Census Bureau

## AGE DISTRIBUTION

Table 2 Age Distribution of residents in Fairburn (2000, 2010)

Age Distribution	Stage of Life	Number Fairburn Residents 2010	Percentage of Total Population 2010	Number of Fairburn Residents 2019	Percentage of Total Population 2019	Percentage Change from 2010 to 2019
Under 5 years old	Pre-School	1,026	7.9%	1,174	7.6%	+14.4%
5 - 14 years old	Elementary to Middle School	2,221	17.1%	2,341	15.1%	+5.4%
15 - 19 years old	High School	992	7.7%	1,044	6.7%	+5.2%
20 - 24 years old	College	782	6.0%	1,038	6.7%	+32.7%
25 - 44 years old	Family Forming	4,113	31.8%	4,878	31.5%	+18.6%
45 - 64 years old	Peak Earning	2,922	22.6%	3,596	23.2%	+23.1%
65+ years old	Seniors	894	6.9%	1,445	9.3%	+61.6%
	Total	12,950		15,516	100%	-

Source: United States Census Bureau

Residents in the 25–44 year–old age group account for the largest percentage of the total population, at 31.5%. As seen in Table 2, the greatest change has been in age groups between 20–24 and 65+.

## RACE AND ETHNICITY

The largest racial group in Fairburn is Black or African American, accounting for approximately 75.8% of the total population of the city. This demographic has also seen the greatest increase in terms of numbers, going from 9,050 in 2010 to 11,754 in 2019. Those identifying as two or more races or other race has seen the largest relative increase at 194.6%, accounting for 6.7% of the total population in 2019. Table 3 shows the changes in race and ethnicity distribution from 2010 to 2019 in the City.

Table 3 Race and Ethnicity Distribution in Fairburn (2000, 2010)

Race	2010	2019	Percentage of total population (2010)	Percentage of total population (2019)	Percentage change from 2000 to 2019
White Alone	2,603	2,401	20.1%	15.5%	-7.8%
Black or African American Alone	9,050	11,754	69.9%	75.8%	+29.9%
Hispanic Origin	1,545	1,459	11.9%	9.3%	-5.6%
American Indian and Alaska Native Alone	57	43	0.4%	0.3%	-24.6%
Asian or Pacific Islander	222	278	1.7%	1.8%	+25.2%
Two or More Races and Other Race	353	1,040	5.8%	6.7%	+194.6%

Source United States Census Bureau

## INCOME

According to the 2000 Census, the median household income in Fairburn was \$39,679. The 2010 Census did not capture income levels for the City of Fairburn; however, the 2008–2012 American Community Survey estimated the City’s median income to be \$50,855. This increase accounts for a 28% increase in the median income over a twelve-year time span, not accounting for inflation. Data from ESRI BAO shows that the median household income in Fairburn in 2019 was \$49,601, a slight decrease from 2012 estimates from the American Community Survey. This is lower than the median household income for the 10-County Metro area in 2019, which was \$67,625.

# LAND USE



# LAND USE

## CURRENT LAND USE PATTERN

In the nearly 11,000 acres that make up Fairburn, the area is dominated by open space and residential. Greenspace, which includes parks, park lands, forests, and golf courses makes up about 32% of the total area of the city, much of it south of Roosevelt Highway. Agricultural uses, which also take up large areas of land, account for another 9% of the total land area. Single Family Residential between a quarter acre and one acre lots (Medium Density) make up the largest percentage of residential land use at 13%. Single Family Lots greater than an acre in size (Low Density) make up the second-largest residential land use at 10%. Note that nearly 5% of the area of the city is transitional, developments that started but have not finished, which represent a possible asset for the City if they can be restarted or repurposed.

Highway 74 as the main exit off Interstate 85 provides a commercial gateway to the city, with commercial uses clustered around the exit and again further south, near the edge of town. Industrial uses congregate around the Interstate south of I-85 and also south of Roosevelt Highway on the west side of town. There is a larger cluster of commercial and industrial uses near Oakley Industrial Boulevard.

The historic downtown area along Roosevelt Highway, and the railroad there, maintains its smaller historical footprint with a commercial core, some institutional uses, and smaller lot residential to the north and south of that core that continue nearly to the border of the city. The area further to the east of the city contains residential development that stalled, waiting for a new start.

Downtown Fairburn currently consists of two blocks with historic buildings located at the intersection of Broad Street and Campbellton Street. The rest of the area that is currently considered to be Downtown Fairburn spreads along Broad Street from Senoia Street intersection to Orchard Street. The stretch from Orchard Street to Route 138 along Broad Street has a mix of uses; residential, commercial, and institutional. The pattern of existing uses can be identified into three nodes; civic uses at the intersection of Senoia Street and Broad Street, institutional uses at Burton Drive/Estes Drive and Broad Street, and retail/commercial uses along the rest of the stretch of Broad Street. Due to the railroad along Broad Street to the south, the downtown development is only on one side of Broad Street. The existing downtown is limited in size, and the services and amenities it offers. Housing is limited within the downtown.



Downtown businesses include used/antique-related stores, restaurants, a drugstore, a theatre, a small grocery store, a car repair business, and a couple of small strip malls in bad repair. The historic buildings along Broad Street from Campbellton Street to Dodd Street are in poor condition and require restoration. Broad Street, with its five lanes and angled parking on the north side from Valley View Street to Dodd Street, creates a huge asphalt area at the core of downtown. Coupled with Broad Street being an arterial road, commuters tend to speedily pass by without stopping or noticing the downtown. This makes it a very unfriendly environment to pedestrians. The CSX railroad separates the south side neighborhoods from downtown. In general, the downtown lacks cohesive pedestrian infrastructure, a mix of uses, gateways, and facilities; sidewalks, streetscapes, defined parking, lighting, signage, and landscape.

In 2009, the City of Fairburn received a Livable Centers Initiative (LCI) grant from the Atlanta Regional Commission to draft a Downtown plan. The outcome of the LCI Downtown Study was the desire to transform Fairburn from a bedroom community to a '*thriving town center*'. The community vision was to have a thriving, compact historic downtown with good services, retail, restaurants, entertainment and offices, and housing options. The community wanted a walkable and pedestrian-friendly downtown with a village green and connectivity to neighborhoods; sidewalks and bike lanes/multi-paths. Transit was desired for better connectivity to the region. The community wanted to build on the quaint, historic, unique character of Fairburn.

Many of the recommendations of the LCI study have already been implemented by the City of Fairburn, such as the update to the Zoning Ordinance to encourage the desired character for the downtown area. The LCI study is a very in-depth analysis and detailed plan for the downtown area of the city. Comprehensive Plans are more general in nature and will often incorporate all existing detailed area plans for a community. The LCI study for Downtown Fairburn will be adopted into the Comprehensive Plan by reference.

## **FUTURE DEVELOPMENT MAP**

The Future Development Map, shown in Figure 1, is a representation of the ideal development pattern when Fairburn is fully developed. It illustrates the future character areas desired by the Fairburn community, as expressed through the community participation process. For each Character Area shown on the Future Development Map, a narrative describing the type of development and appropriate land uses is included, to be pursued in the Character Area and strategies to guide implementation.

It should be noted that the Future Development Map does not change the existing land use or

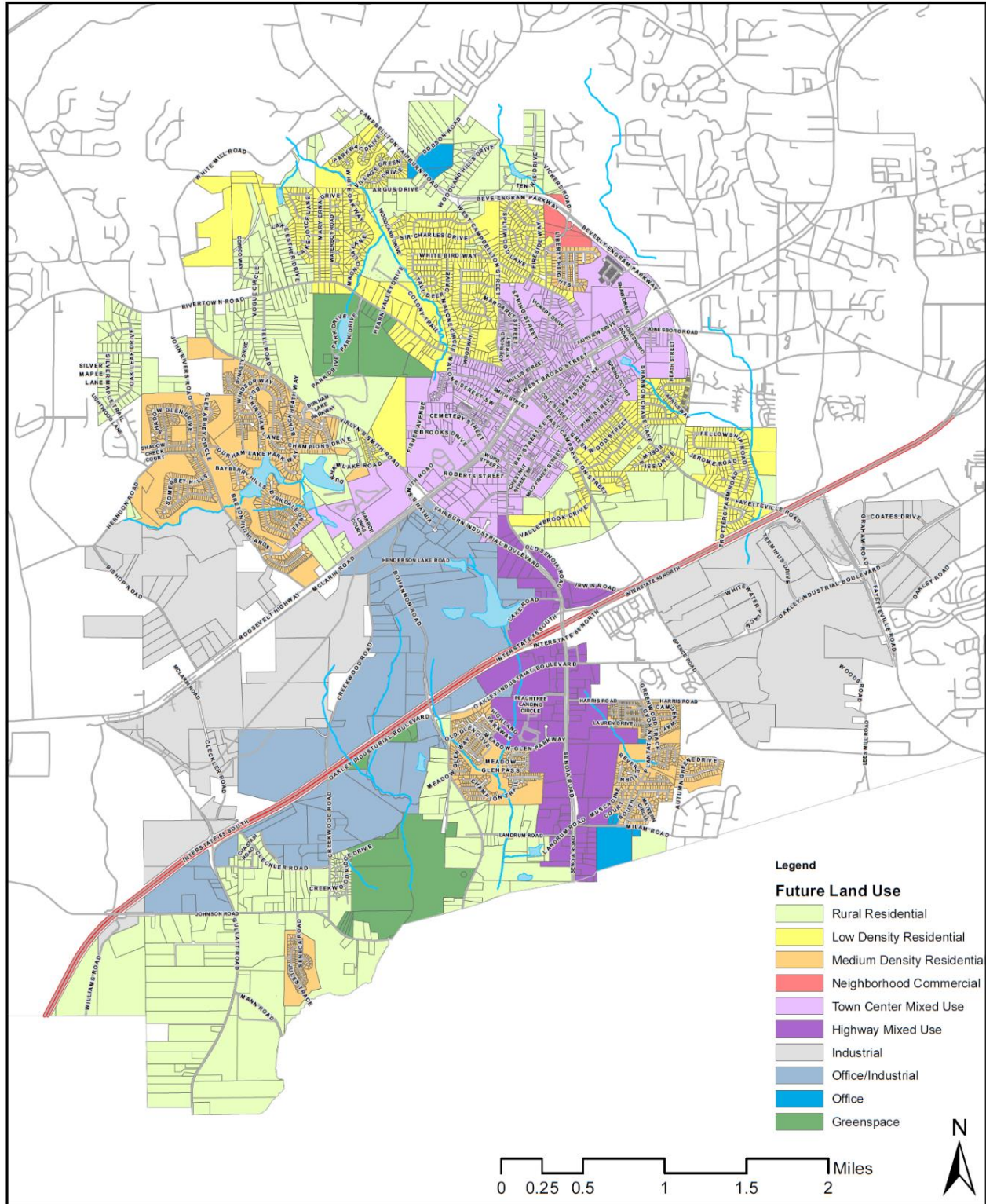
current zoning of any property. The Map, like the entire Comprehensive Plan, is intended to guide policy decisions for a twenty-year planning period, and development should proceed in a manner and a timeframe that is consistent with the needs of the population, market demands, environmentally appropriate, and sustainable.

## CHARACTER AREAS

The Department of Community Affairs defines a Character Area as a specific geographic area within the community that:

- Has unique or special characteristics to be preserved or enhanced (such as downtown, a historic district, a neighborhood, or a transportation corridor);
- Has potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation (such as a strip commercial corridor that could be revitalized into a more attractive village development pattern); or
- Requires special attention due to unique development issues (rapid change of development patterns, economic decline, etc.)





# City of Fairburn Future Land Use

Figure 1 City of Fairburn Future Development Map

## TOWN CENTER MIXED USE

The Town Center Mixed Use character area includes Downtown Fairburn and the surrounding core. Downtown is the historic node of the city, with traditional, commercial land uses and limited residential development. Lots in Downtown Fairburn are typically small, with zero-lot-line buildings, and shallow or no setbacks from the street right-of-way. There is an interconnected street grid, with the heaviest activity along Highway 29/East Broad Street. Downtown Fairburn is easily accessible from I-85. There are also several civic/institutional uses in Downtown, including Fairburn City Hall, Landmark Christian School, Campbellton Elementary School, First Baptist Church, Fairburn Education Campus (Georgia Military College and Brenau University)



## DEVELOPMENT STRATEGIES

- Maintain the integrity of interconnected grid and pedestrian circulation
- Historic structures should be preserved or adaptively reused wherever possible
- New development should reflect the historical context of building mass, scale, and setbacks
- Encourage mixed-use infill and redevelopment
- Encourage transit-supportive residential development
- Economic development strategies should continue to nurture thriving commercial activity
- Enhance tree planting to include more shade trees and ornamental streetscape plantings
- Ensure that future phases of streetscape enhancements are developed in harmony with previous efforts, as well as economic development goals of the City and the Downtown



## Development Authority

- Encourage the development of various housing types
- Encourage vibrant architectural designs and unique amenities
- Promote the implementation of public art and placemaking assets
- Promote cohesive building signage

The centralized location of Downtown Fairburn is ideal for denser town center mixed-use development patterns, with residential, commercial, civic/institutional/office, and educational uses within this character area. The goal is for the Downtown/Town Center Mixed Use Character Area to become the center of daily life in the city.

Appropriate zoning districts in the currently adopted Zoning Ordinance for Downtown include RM-12, RM-36, R-3, R-4, R-CT, and O&I (with limitations based on building scale and design).

However, the Zoning Ordinance and Map may be amended after the adoption of the Comprehensive Plan to more closely reflect the desired land use pattern for the area.

## APPROPRIATE USES

- Mixed-Use
- Civic/Institutional/Educational
- Residential (all types)
- Commercial/Retail/Office



## RESIDENTIAL

Residential Character Areas lie to the east and west of Downtown Fairburn, as well as south of I-85. They consist of single-family, detached residential development on a variety of lot sizes. There is also a wide variety of architectural styles and types of materials found among the homes and neighborhoods in the Residential Character Areas. The areas are mostly built out, but there are some large tracts of land – particularly south of the interstate – that could be developed as subdivisions.

Through the public involvement process, the citizens of Fairburn indicated an acceptance of a variety of residential architectural styles and densities. The community also expressed a desire to preserve larger lots in the southwest portion of the city. There are three residential density categories on the Future Development Map.

- Rural Residential – this residential character area is meant to preserve a rural feel and transition to the very low-density uses in the rural areas surrounding the city in the City of South Fulton, Fayette, and Coweta counties. One acre or larger lots are appropriate in these areas.
- Low-Density Residential – this residential character area is suburban in nature with one-third to one-acre lots.
- Medium Density Residential – this residential character area is meant to promote a tight knit, more walkable community with lots that are one-fourth of an acre or





smaller.

It should be noted that higher density residential, such as townhouses and apartments, in addition to single-family residential, will be allowed in the Downtown Mixed-Use Character area.

### DEVELOPMENT STRATEGIES

- Stable, safe, well-maintained neighborhoods that maintain their value over time
- Allow for a variety of home styles, materials, and lot sizes
- Accommodating to pedestrians and cyclists to allow for alternative access to Downtown



Appropriate zoning districts for Residential Character Areas are R-1, R-2, R-3, and R-4.

### APPROPRIATE USES

- Single-Family Residential
- Parks/Playgrounds
- Golf Courses
- Schools
- Churches

## HIGHWAY MIXED USE

There are two Commercial Character areas. One is simply entitled Commercial and is a more general designation. The other is Neighborhood Commercial.

The Commercial Character Area is south of Downtown Fairburn and south of I-85, along Fairburn Industrial Boulevard/Senoia Road. Businesses in the Commercial Character Area rely on and serve a wider population than the commercial businesses in the Town Center Character Area, including the entire city, surrounding counties, and pass-through traffic. It is important to minimize the impact of commercial areas on surrounding uses by considering their additional vehicular traffic generation, the potential of their aesthetics on the site and surrounding properties, and ensuring compatibility. The Commercial Character Areas are adjacent to Residential and Office Industrial Character Areas, providing goods and services to workers, residents, and commuters within a reasonable distance of where they live, work, and travel.

Appropriate zoning districts in the Commercial Character Area include C-1, C-2, O & I, R-CT, RM-12, RM-36, and PD.



## DEVELOPMENT STRATEGIES

- Vibrant commercial corridors that provide a comprehensive array of goods and services to Fairburn residents as well as Coweta and Fayette County residents
- Smaller scale, walkable retail centers with a variety of stores and shops
- Developments that are accessible and safe for pedestrians and cyclists, as well as automobiles
- To promote a variety of housing types in the area.

- Limit multi-family densities to no more than 36 units an acre
- Building height should be limited to four (4) stories.
- Multi-family and townhome should be used as a transition from intense commercial use to the residential uses

## APPROPRIATE LAND USES

- Mixed-Use
- Retail Sales of Goods (Clothing, Shoes, Accessories, Gifts, Sporting Goods, etc.)
- Grocery Stores
- Restaurants/Cafés
- Drug Stores/Pharmacies
- Dry Cleaners
- Medical and professional offices/other service providers
- Theaters
- Multi-family housing
- Townhomes
- Lodging
- Transit-oriented development



## NEIGHBORHOOD COMMERCIAL

The Neighborhood Commercial area is located in southwest Fairburn, in the Line Creek Community, which is one of the more rural areas of the City. The neighborhood commercial area is intended to be a limited, small-scale convenience commercial office area serving nearby residential neighborhoods as opposed to a larger market. Uses within neighborhood commercial character areas generally occur within enclosed buildings with no outside storage and limited outdoor display of goods and merchandise. Pedestrian accessibility to nearby neighborhoods is key but uses are mostly reliant on cars for access. Nonetheless, buildings are scaled to be compatible with and promote pedestrian activity. Entrances, frontages, and building façades are softened with landscaping and low-lying identification signs.



## DEVELOPMENT STRATEGIES

- Small-scale convenience commercial area serving nearby residential neighborhoods.
- Buildings that are accessible and safe for pedestrians and cyclists, as well as automobiles

At this time, C-1 is the only appropriate zoning district for the Neighborhood Commercial Character Area. However, the Zoning Ordinance and Map may be amended after the adoption of the Comprehensive Plan to more closely reflect the desired land use pattern for this area.

## APPROPRIATE LAND USES

- Retail Sales of Goods (food and other convenience items)
- Very small-scale grocery Stores
- Drug Stores/Pharmacies
- Office
- Institutional
- Day Care Centers



## OFFICE

The Office Character Area is situated on the southeast border of the Fairburn city limits, next to and behind the Commercial Character Area along Highway 29. It is also adjacent to a small portion of the Residential Character Area in the southeastern part of the City, serving as a transition between commercial and residential uses. This area is intended to accommodate office and institutional use, for both the private and government sector.



## DEVELOPMENT STRATEGIES

- A rich business environment with various professional and government offices
- Corridors that are framed by buildings of high-quality materials with attractive landscaping
- Parking areas that provide safe pedestrian circulation within the parking area connecting to structures and the street
- Development that is contextually sensitive to surrounding residential and commercial uses through appropriate buffering mechanisms, quality architecture, and convenient connections



The appropriate zoning district for this area is O&I.

## APPROPRIATE LAND USES

- Private Sector Business and Professional Offices
- Government Buildings and Offices

- Banks
- Educational
- Churches and Other Places of Worship
- Child Day Care Centers

## OFFICE/INDUSTRIAL

The Office/Industrial Character Areas lie along the I-85 corridor. These areas consist of a mix of light and heavy industrial uses, as well as office uses.

Industrial uses may include manufacturing, processing plants, factories, warehouses, and wholesale trade facilities. Office uses may be associated with or support surrounding industrial uses.

## DEVELOPMENT STRATEGIES

- Create centers of work and innovation
- Develop true business parks, with a mix of industrial and office uses
- Functional traffic flow for all modes of traffic, including large trucks on well-designed streets with curbs and landscaping
- Buffers to provide a transition to surrounding, lower intensity surrounding development
- Appropriate screening for outdoor storage and activity areas



Zoning districts within the Office & Industrial Character Areas include O&I, M-1, and M-2.

## APPROPRIATE LAND USES

- Office
- Industrial/ Manufacturing/ Processing/ Warehousing
- Research and Development

## INDUSTRIAL

The Industrial Character Area lies to the south of I-85, along the eastern city limits. It is solely dedicated to industrial uses such as manufacturing, warehousing, fabrication, and processing.

### DEVELOPMENT STRATEGIES

- Aesthetic considerations along public rights-of-way to create visually pleasing corridors with high-quality design elements, building materials, and landscaping
- Facilitate interstate access by maintaining roads that connect the Industrial Character Area to I-85



Zoning districts in this character area include M-1 and M-2.

### APPROPRIATE USES

- Manufacturing, Processing, and Fabrication
- Warehousing and Storage
- Automobile and Truck Sales and Maintenance
- Printing and Publishing



## GREENSPACE

The Greenspace Character Area is for land dedicated to active or passive recreational uses, as well as for green space and wildlife management. It is in this area that residents have an opportunity to connect with nature and the City of Fairburn through activities that promote physical activity and healthy lifestyles. These areas may be either publicly or privately owned. They are generally located in an array of locations throughout the city near Residential Character Areas. Uses that are found in this character area may often be located within other character areas as well.



## DEVELOPMENT STRATEGIES

- Provide accessible and diverse open spaces that allow for Fairburn residents and visitors to meet, interact, and understand the natural environment of the city
- Connect parks and open spaces with open space corridors and/or a transportation network that is hospitable to and safe for pedestrians and bicyclists
- Preserve and restore natural drainage patterns and topography that help manage stormwater runoff and maintain or improve water quality
- Discourage development in the 100-year floodplain
- Continue to designate riparian buffers for the protection of streams.
- Designation of additional green space in new developments
- Continue to sustain and preserve these areas for future generations

## APPROPRIATE USES

- Playgrounds
- Public Parks
- Nature Preserves
- Golf Courses
- Amphitheatres/Pavilions
- Sports Fields
- Bike/Pedestrian/Running Trails







# NATURAL & CULTURAL RESOURCES

# NATURAL & CULTURAL RESOURCES

The City of Fairburn contains roughly 28 miles of streams and waterways. The City has 368 acres of designated greenspace and plans to set aside more land in the future. Four water supply watersheds intersect the City to the south and east totaling 6,716 acres. As a result, 62% of the City falls within a water supply watershed. Approximately 34% of the City is within a groundwater recharge zone. These zones account for 3,661 acres dispersed throughout the City. Approximately 220 acres of land in Fairburn are within the 100-year flood zone. The City also contains 450 acres of wetlands. The wetlands, water supply watersheds, and the groundwater recharge areas within Fairburn have all been identified by the Atlanta Regional Commission as Regionally Important Resources. These wetlands and watersheds are shown in Figure 3.

The City of Fairburn contains three nationally registered historic resources. The John F. Beavers House is located northwest of Fairburn off of Georgia Highway 92 and was added to the National Registry in 1984. The Campbell County Courthouse, shown in Figure 2, is located at the intersection of East Broad and Cole Streets and was added in 1976. Lastly, the Fairburn Commercial Historic District was added to the National Registry in 1988 and extends along West Broad Street from Smith Street to Dodd Street.





Figure 2 Campbell County Courthouse

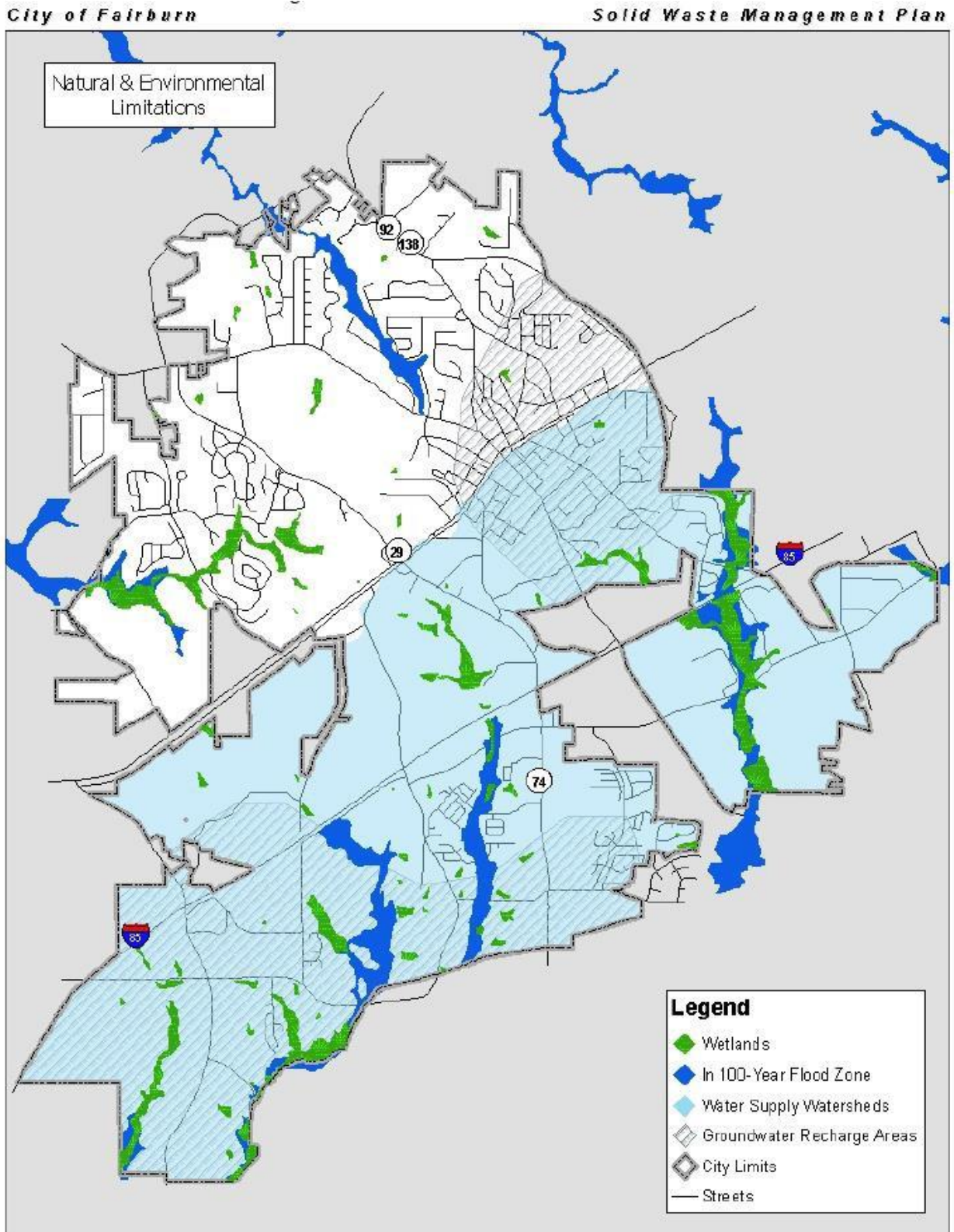


Figure 3 Natural and Environmental Limitations 2006

# HOUSING



# HOUSING

The housing stock within the City of Fairburn has seen a significant increase, which is consistent with the increase in population. In 2000, the U.S. Census reported the City had 2,005 total units of housing, and in 2010 the total number of housing units increased to 5,418, and in 2019 to 6,179 (See Table 4).

Table 4 Housing Occupancy

Housing Occupancy	2010	Percentage of Total 2010	2019	Percentage of Total 2019	Percentage Change from 2010 to 2019
Total Housing Units	5,418	–	6,179	–	+14.04%
Occupied Housing Units	4,680	86.4%	5,625	91.0%	+20.19%
Vacant Housing Units	738	13.6%	554	9.0%	-24.93%

Source: United States Census Bureau

## HOUSING OCCUPANCY

As seen in Table 4, the housing occupancy rate has remained above 85% between 2010 and 2019. The vacancy rate decreased from 13.6% to 9.0% between 2010 and 2019. In 2000, the majority of the housing within the City of Fairburn was owner-occupied, and this trend has continued to hold true. Rental-occupied housing has decreased from 32.3% in 2010 to 30.5% in 2019, as seen in Table 5.

Table 5 Housing Occupancy Characteristics

Housing Tenure	2010	Percentage of Total Housing Units (2010)	2019-*	Percentage of Total Housing Units (2010)	Percentage Change from 2010 to 2019
Owner-Occupied Housing	2,931	54.1%	3,742	60.6%	+27.67%
Rental-Occupied Housing	1,749	32.3%	1,883	30.5%	+7.66%

Source: Source: United States Census Bureau



## NUMBER OF UNITS IN OCCUPIED HOUSING STRUCTURES

As shown in Table 6, the dominant type of housing in the City of Fairburn is single-family detached. Notably, the percentage of single-family detached has decreased between 2010 and 2019, from 71.2% to 65.0%.

Table 6 Number of Units in Occupied Housing Structures

Units In Structure	Percentage of Total			
	2010	(2010)	2019	Percentage of Total (2019)
1-unit, detached	3,699	71.2%	4015	65.0%
1-unit, attached	109	2.1%	380	6.1%
2-4 units	292	5.6%	297	4.8%
5-19 units	974	18.7%	1113	18.0%
20+ units	104	2.0%	372	6.0%
Other	17	0.3%	0	0.0%

Source: United States Census Bureau and 2008-2012 and 2014-2018 American Community Survey

## HOUSING AGE AND CONDITION

Older housing stock within the City of Fairburn has declined over the past decade while newer housing stock, defined as built after 2000, has seen a significant level of construction. This newer housing stock is now the dominant housing type, accounting for over half the current stock in the City (See Table 7).

Table 7 Age of Housing Stock

Year Structure was Built	Percentage of		Percentage of		Percentage Change from 2009 to 2018
	2009	Total (2009)	2018	Total (2018)	
1939 or earlier	149	3.4%	30	0.6%	-7.8%
1940 - 1959	162	3.7%	114	2.3%	-26.6%
1960 - 1979	724	16.5%	888	17.6%	+22.6%
1980 - 1999	1,036	23.6%	1,459	28.9%	+40.8%
2000 to present	2,321	52.9%	2,555	50.6%	+10.1%

Source: United States Census Bureau, 2008-2012 and 2014-2018 American Community Survey





## HOUSING VALUE

The median value of owner-occupied housing in the City of Fairburn in 2018 was \$133,200. This reflects housing value estimates provided by the U.S. Census’ 2014–2018 American Community Survey, which indicates that the majority (65.1%) of owner-occupied housing units had a value of \$100,000 to \$199,000. (See Table 8)

Table 8 Median Home Values

Value, Owner Occupied Units	2018	Percentage of Total (2018)
Less than \$50,000	187	7.7%
\$50,000 – \$99,999	406	16.7%
\$100,000 – \$149,999	1,085	44.6%
\$150,000 – \$199,999	499	20.5%
\$200,000 – \$299,000	166	6.8%
\$300,000 – \$499,999	72	3.0%
\$500,000 – \$999,999	16	0.7%
\$1,000,000 or more	0	0.0%
Total number of units	2,431	–

Source: U.S. Census Bureau, 2014 – 2018 American Community Survey

## JOBS–HOUSING BALANCE

Table 9 illustrates the balance between housing and jobs within the City of Fairburn. As the balance becomes more even, Fairburn will become more of a live/work community where people can live closer to their jobs, and traffic congestion will be reduced. A balanced community generally has a jobs–housing ratio of 1.25 to 1.75. Fairburn had a ratio of 1.41 in 2018 (using 2012 projected employment data), which has increased from 1.2 in 2010.

Table 9 Jobs–Housing Balance

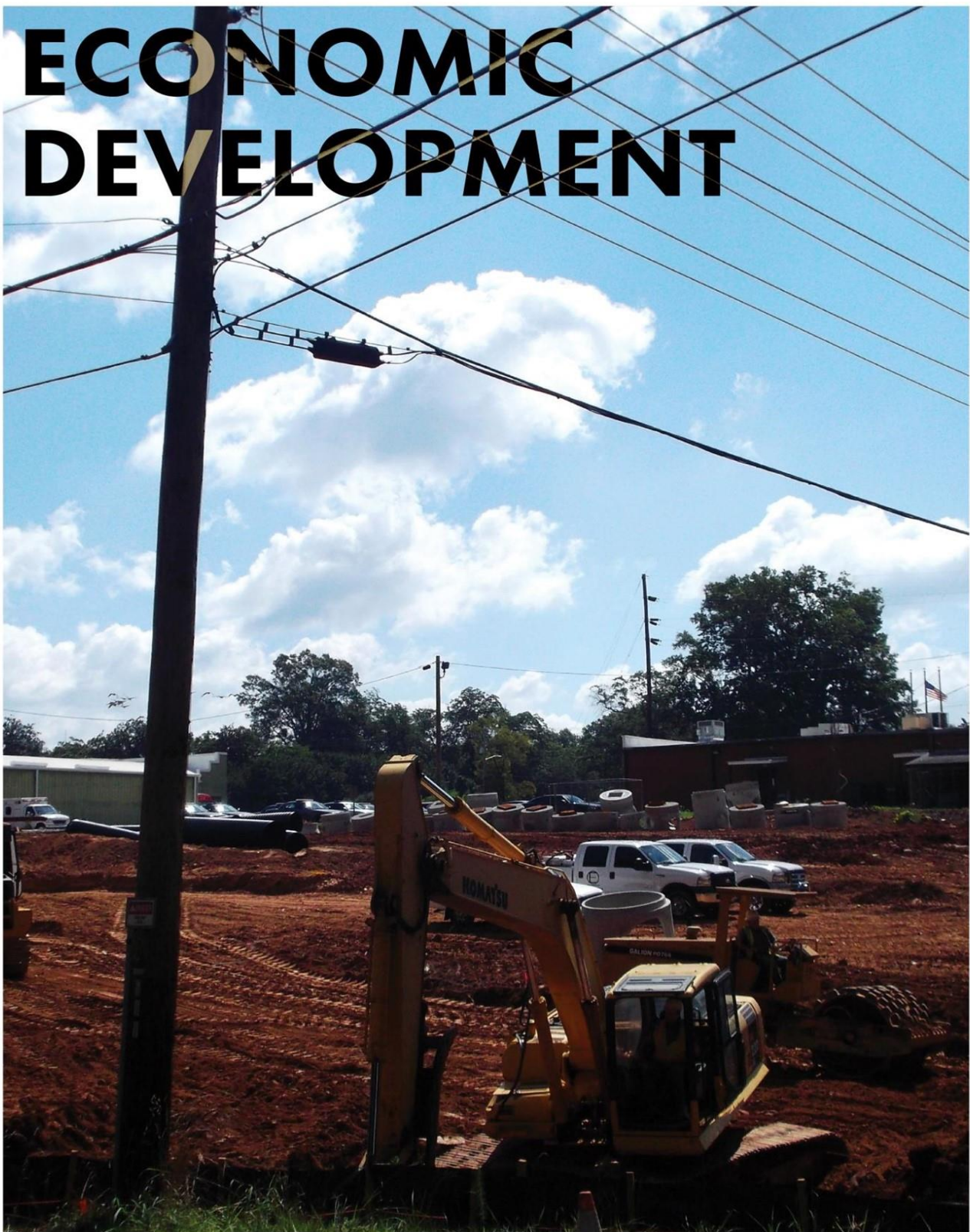
Category	1990	2000	2010	2018
Population	4,013	5,464	12,950	14,708
Average Household Size	2.7	2.85	2.74	2.99
Number of Households	1,223	1,486	4,691	4,895
Housing Units	1,593	1,969	5,430	5,046
Employment	2,090	2,249	6,506	7,113
Employment/Population Ratio	0.52	0.41	0.5	0.48
Employment/Housing Unit Ratio	1.31	1.14	1.2	1.41

Source: U.S. Census Bureau, 2012 and 2018 American Community Survey

## HOUSING FOR SPECIAL POPULATIONS

Most services for special populations are provided by Fulton County. The City does not have any homeless shelters, hospice care, or special housing for those infected with HIV. Special needs housing is available in some private homes on Sir Charles Drive and Azalea Drive. The Angel House assists citizens with substance abuse problems.

For populations 65 and older, a Senior Housing Project currently at Washington, Broad, and Church Streets will provide 88 Units of Senior Housing for ages 55 and older, through a selection of 1– and 2–bedroom units.



# ECONOMIC DEVELOPMENT



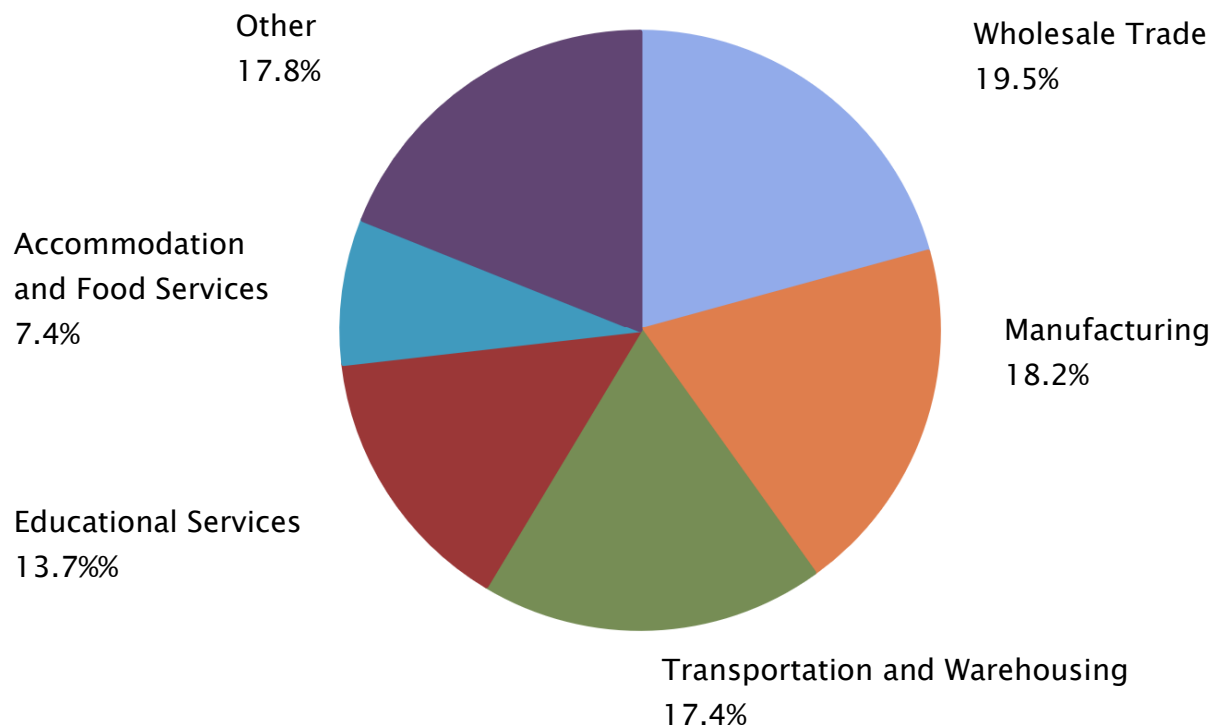
# ECONOMIC DEVELOPMENT

The City of Fairburn is home to over 1,880 businesses, according to United States Census Quick Facts. This includes 803 women-owned firms and 1,527 minority-owned firms.

According to the 2017 U.S. Economic Census, the dominant industry within Fairburn is Wholesale Trade. The second dominant industry is Manufacturing, followed by Transportation and Warehousing, and Educational Services. In Figure 4, “Other” (17.8%) encompasses five sectors: Construction (5.2%), Retail Trade (3.9%), Other Services (excluding Public Administration) (3.4%), Public Administration (2.9%), Administration & Support, Waste Management and Remediation (2.4%).



Figure 4 Employment Sectors in Fairburn





## EMPLOYMENT STATUS

Between 2000 and 2009, the percentage of employed residents in the City increased slightly, while the unemployment rate increased considerably. Between 2009 and 2019, the percentage of employed residents increased by 9.33%, while the unemployment rate fell by 50.69%, as shown in Table 10.



Table 10 Employment Status of residents aged 16 and over

Employment Status	2009	Percentage of Total 2009	2019	Percentage of Total 2019	Percentage Change from 2009 to 2019
Population 16 years and older	9,105	–	10,299	–	–
In Labor Force	6,506	71.5%	7,113	69.5%	+9.33%
Civilian Labor Force	6,470	71.1%	7,113	69.5%	+9.94%
Employed	5,604	61.5%	6,686	65.4%	+19.31%
Unemployed	866	9.5%	427	4.2%	–50.69%
Armed Forces	36	0.4%	0	0.0%	–100%
Not in Labor Force	2,599	28.5%	3,116	30.5%	+19.89%

Source: United States Census Bureau, 2008–2012 and 2014–2018 American Community Survey

## COMMUTING

According to the U.S. Census Bureau’s State and County QuickFacts, the average commute time to work for Fairburn residents is 24.7 minutes. This is less than Union City residents’ average commute time of 28.0 minutes and slightly less more than the average commute time for City of Atlanta residents of 27.0 minutes. Fairburn residents’ average commute time is less than the average for both Fulton County (28.5 minutes) and the State of Georgia (28.4 minutes).



# TRANSPORTATION

This section of the comprehensive plan evaluates the adequacy of the following components of transportation within the City:

- Road Network
- Bike and pedestrian facilities
- Transit
- Parking
- Transportation and Land Use Connection

This section also includes strategies for addressing the needs or opportunities identified during the community meetings or through the community survey and integrating these strategies into the Community Work Program.





## TRANSPORTATION DATA

### CAR OWNERSHIP

Although the City of Fairburn is serviced by MARTA bus service (Routes 180, 181), vehicular transportation is heavily relied on by working residents of the City. According to the 2018 American Community Survey, 6.2% of workers over the age of 16 did not have access to a vehicle, 37.9% have access to one vehicle, 33.9% have access to two vehicles, and 22% have access to three or more vehicles.



### TRAVEL TO WORK

The results of the 2018 American Community Survey indicated that 3% of working Fairburn residents 16 years and older utilized public transportation as a means of transportation to work, a decrease from 4.4% in 2009. The vast majority of workers over the age of 16 drove alone to work, which accounted for 72.9% of the working population.

The average commuting time from home to work for Fairburn residents in 2018 was 24.7 minutes, based on the results of the 2018 American Community Survey.



Table 12 Travel Time to Work (Percentage of workers 16 years and over who did not work from

Travel Time	Percentage of Total Working Population
Less than 10 minutes	10.3%
10 to 14 minutes	15.9%
15 to 19 minutes	18.8%
20 to 24 minutes	19.9%
25 to 29 minutes	5.8%
30 to 34 minutes	10.3%
35 to 44 minutes	1.4%
45 to 59 minutes	8.4%
60 or more minutes	9.1%

Source: 2019 Census on the Map

## ROADWAY FUNCTIONAL CLASSIFICATION

Roadway functional classification is the method by which streets and highways are grouped based on the purpose a road serves or how it functions. The classification of a road can determine the available funding options for roadway improvements and maintenance. Classifications are based on multiple variables including traffic volume, average trip length, access control, and access to traffic generators. For areas like Fairburn, there are four standard functional classes: principal arterial, minor arterial, collector, and local. Figure 5 depicts the classification of roadways in Fairburn.

Principal arterials typically carry the highest volumes and have the most restrictive access control. These are often the major commuter routes and can be broken into interstate, expressways, and principal arterials. Minor arterials are routes that carry a significant number of vehicles but typically provide access to smaller geographic areas. Collector streets provide access to residential neighborhoods as well as commercial and industrial areas. Collector streets also typically connect neighborhoods and business areas to arterials. Local streets are all roadways that are not collectors or arterials.

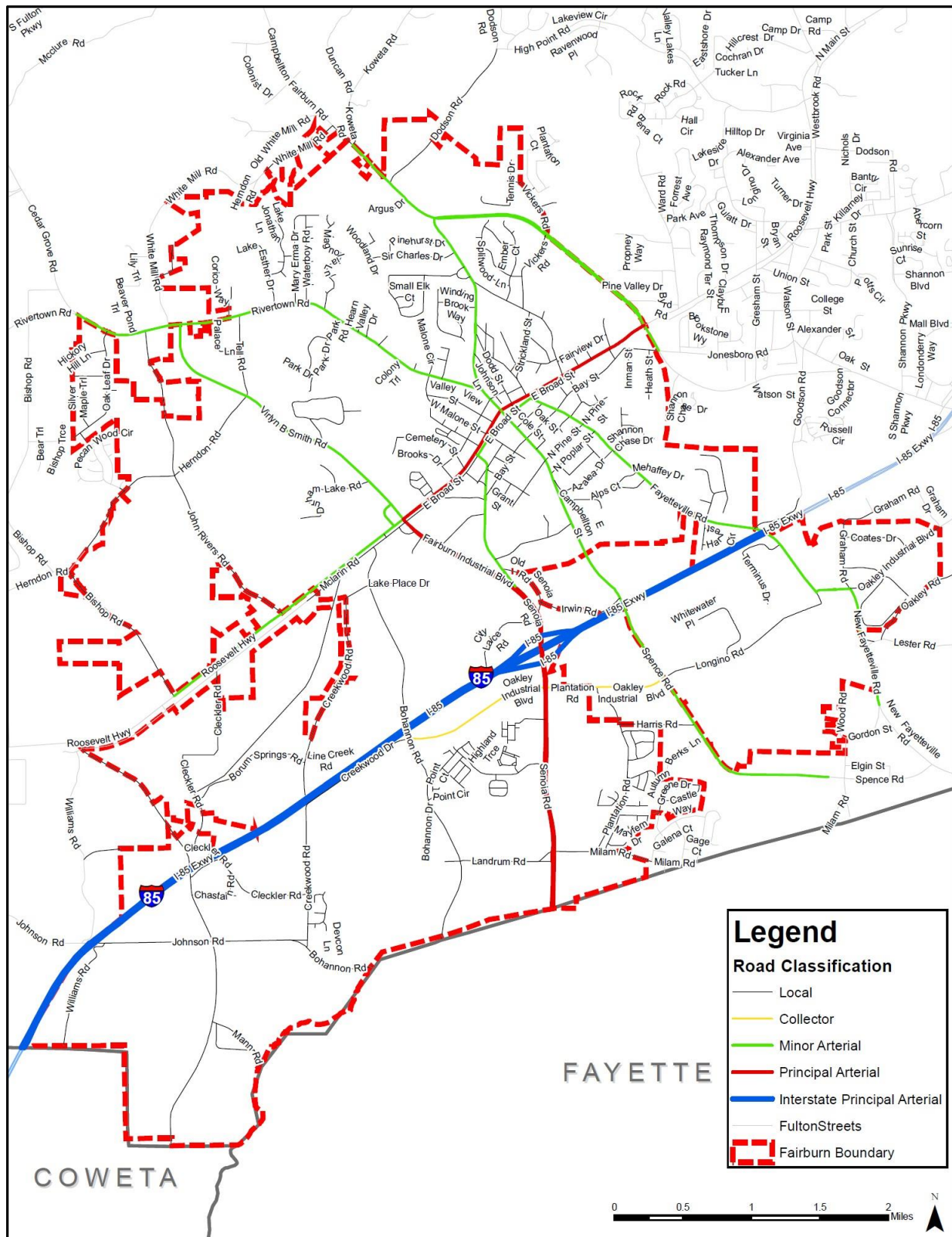


Figure 5. City of Fairburn Road Classifications

## SOUTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

The South Fulton Comprehensive Transportation Plan was completed in 2013. The City of Fairburn participated in this planning effort and the results of the plan are incorporated into this document.

The vision of the South Fulton Comprehensive Transportation Plan of Fulton County is to offer travelers, businesses, and residents a comprehensive and integrated transportation system for the purpose of balancing the preservation of community character with economic growth through multi-modal connectivity, mobility, and accessibility. The goals and objectives address the issues and needs identified through the existing conditions inventory, needs assessment, and stakeholder input. Issues identified centered on the market and land use, roadways, walking and biking, transit, freight, and funding. The goals and objectives were used to develop performance measures for prioritizing projects.



To address the transportation needs of south Fulton, a lengthy aspirational list of transportation projects was created. To develop this list, numerous sources of information were drawn upon including previously completed studies and plans, traffic and crash data, needs assessment analyses, and stakeholder and community input. The county and cities of South Fulton have completed comprehensive plans, Livable Centers Initiative (LCI) funded small area studies, corridor studies, and other planning studies. A review of all these plans was completed early on to understand previously identified transportation needs in the county. The plans and Capital Improvement Programs of the county and cities were reviewed again

during the recommendations phase to identify the projects that have already been proposed. The Atlanta Regional Commission's (ARC) current RTP/TIP was also reviewed to establish a list of regionally significant projects.

The results of the needs assessment analysis and travel demand modeling were used to understand mobility deficiencies and to determine needed improvements. The final source of input into the aspirations list of projects was feedback from the staff, stakeholders, public, and elected officials of south Fulton.

The aspirations list of transportation projects included hundreds of projects. The next steps involved a great deal of technical assessment and collaboration to refine the project list into the final prioritized list of regional project recommendations documented in this report. Regional projects

were evaluated and prioritized based on the methodology described in the report. Regional projects are those projects that are multijurisdictional and/or important to regional travel. Local and multi-jurisdictional projects are considered local in nature. The highest priority projects are in the short-term implementation phase and include the first 5 years of the plan (2021–2025). Regional projects recommended in the short term should be considered first when funding is available. Short-term projects were identified as being at least one of the following: a top priority for the South Fulton study area, able to be easily implemented, or low cost.

## **SOUTH FULTON COMPREHENSIVE TRANSPORTATION PLAN RECOMMENDATIONS FOR THE CITY OF FAIRBURN**

### **INTERSTATE 85 INTERCHANGE REDESIGN**

Redesign of the I-85 interchange at Senoia Road needs to consider truck operations, as this is the main interstate entrance for trucks from the Fairburn Intermodal Yard and freight facilities on Oakley Industrial Boulevard. There is a complex alignment of roadways where Senoia Road, McLarin Road, Roosevelt Highway, and Fairburn Industrial Boulevard come together in an unsignalized set of ramps and intersections. A complete redesign of this interchange is warranted. At a minimum, traffic signals at the ramp from Roosevelt Highway southwest bound to Fairburn Industrial Blvd/Senoia Road southeast bound are recommended. A signal should also be considered at the intersection of Senoia Road and the ramp to McLarin Rd heading in the southwest direction.

### **OAKLEY INDUSTRIAL AND SENOIA ROAD**

Construction is currently underway for improvements at the intersection of Oakley Industrial Boulevard and Senoia Road. However, further improvements are needed. Traveling east on Oakley Industrial Boulevard approaching Senoia Road, there need to be three separate lanes - one to turn right, one to turn left, and one to go straight through the intersection. The turning lanes need to be sufficiently long to allow for queuing of several vehicles including multiple trucks. Trucks approaching this intersection from Oakley Industrial Boulevard may be traveling towards the CSX Intermodal Yard in Fairburn or they may be traveling south to I-85. Additionally, the traffic signal needs to be retimed to allow for more traffic to get through the intersection for each cycle. Similar improvements need to be made on Oakley Industrial Boulevard heading west towards the Senoia Road interchange.

The South Fulton CTP also recommended working closely with CSX to understand any plans to increase operations at the Fairburn Intermodal Yard and how that will impact truck traffic operations in the subarea. Similarly, industrial activity is increasing substantially along Oakley Industrial Boulevard and these increases need to be tracked so that transportation implications are



considered.

## TRANSIT

The Atlanta region has developed an official long-range transit vision titled Concept 3. Several Concept 3 recommendations will complement and support the proposed City of Fairburn projects. The Concept 3 recommendations are intended to serve region-wide travel demand, in contrast to the proposed projects above that primarily serve the study area.

The following list summarizes Concept 3 recommendations in South Fulton:

- Southwest Regional Rail: proposed commuter rail line connecting South Fulton County with downtown Atlanta to the north and Newnan to the south while running roughly parallel to I-85. Planned stops within the study area include Union City, Red Oak (near the interchange of I-85 and I-285), College Park, and East Point, which will include a transfer connection to MARTA.
- South Fulton Parkway Arterial Bus Rapid Transit: enhanced bus service along South Fulton Parkway from Cochran Mill Park to Hartsfield-Jackson International Airport.
- I-85 Express Bus: bus service that will run in managed lanes on I-85 and connects South Fulton County with downtown Atlanta to the north and Newnan to the south.
- US 29 Express Bus: arterial express bus service that will run along US 29 and connects Newnan to the south with a stop at Union City, but a terminus at the Red Oak/Old National MARTA station. A transfer connection to the SR 138 Express Bus is proposed at the Union City station.
- SR 138 Express Bus: arterial express bus service that will run along SR 138 and connect Riverdale to the east with Union City in the study area. The proposed SR 138 Express Bus service continues east from Riverdale to Jonesboro and then turns northeast at Stockbridge.

Two MARTA bus routes service Fairburn:

- MARTA Route 181 begins at the College Park Station, goes through downtown Fairburn, connecting to Highway 138, and ends at the South Fulton Park and Ride, serving South Fulton Parkway, Buffington Road, and Flat Shoals Road. Service is provided on weekdays, Saturdays, and Sundays, but not holidays.
- MARTA bus route 180 runs along US 29 (Roosevelt Highway), Washington Road, SR 6 (Camp Creek Parkway) and connects Palmetto, Fairburn, Union City, East Point, and College Park to the College Park MARTA station. With 3,380 weekday riders, route 180

ranks third in the study area in terms of ridership. To improve service along this important route, queue jump lanes and transit signal priority improvements are recommended at major intersections on US 29 (Roosevelt Highway), Washington Road, and SR 6 (Camp Creek Parkway).

## **ROADWAYS**

Roadway enhancements and maintenance can contribute to the identity of the City of Fairburn and improve the quality of life for residents and visitors. Enhancements can take a variety of forms and be completed with intersection and roadway improvements. Maintenance is an ongoing effort and ranges from repainting stripes to milling and resurfacing. A variety of options for enhancing intersections are available.

Stamped concrete crosswalks can improve the pedestrian environment and give an area a unique look. Placing traffic signals on mast arms reduces visual clutter and improves the aesthetic appeal of an intersection. Where feasible, roundabouts are an intersection design option that allows for landscaping in the center. Besides beautification, roundabouts have several other important benefits. Studies have shown that roundabouts are safer than traditional stop signs or signal-controlled intersections. They also reduce delays and improve traffic flow. They do this by allowing a continuous flow of traffic that is not required to stop, thus the intersection can handle more traffic in the same amount of time. Roundabouts eliminate hardware, maintenance, and electrical costs associated with traffic signals, and they are also more effective during power outages.

The South Fulton Comprehensive Transportation Plan also recommends implementing wayfinding systems and landscaping along roadways.

## **BIKE AND PEDESTRIAN FACILITIES**

Bike and Pedestrian improvements were identified in the Comprehensive Plan community meetings, the results of which are shown in Figure 6. Several different paths were identified as potential routes for future bike lanes or paths to connect the disparate parts of the city. Additionally, it is recommended to include the addition of a bike lane as part of any road resurfacing project, if the road width allows for one.

## **OTHER RECOMMENDATIONS**

The seven cities in South Fulton and Fulton County work together to determine which roadway corridors need a unified set of regulations and guidelines. Roosevelt Highway (US 29) and

Senoia Road (SR 74) have been designated as regionally significant priority corridors and serve as the primary non-freeway roadways that facilitate regional trips. Complete detailed corridor studies were recommended for each identified corridor, including Highway 29 and Highway 74. The purpose of a corridor study is to focus on one specific roadway and develop steps to achieve good access management. The corridor studies are intended to determine specific steps that can be taken for each corridor to achieve the policies in the overlay ordinances.

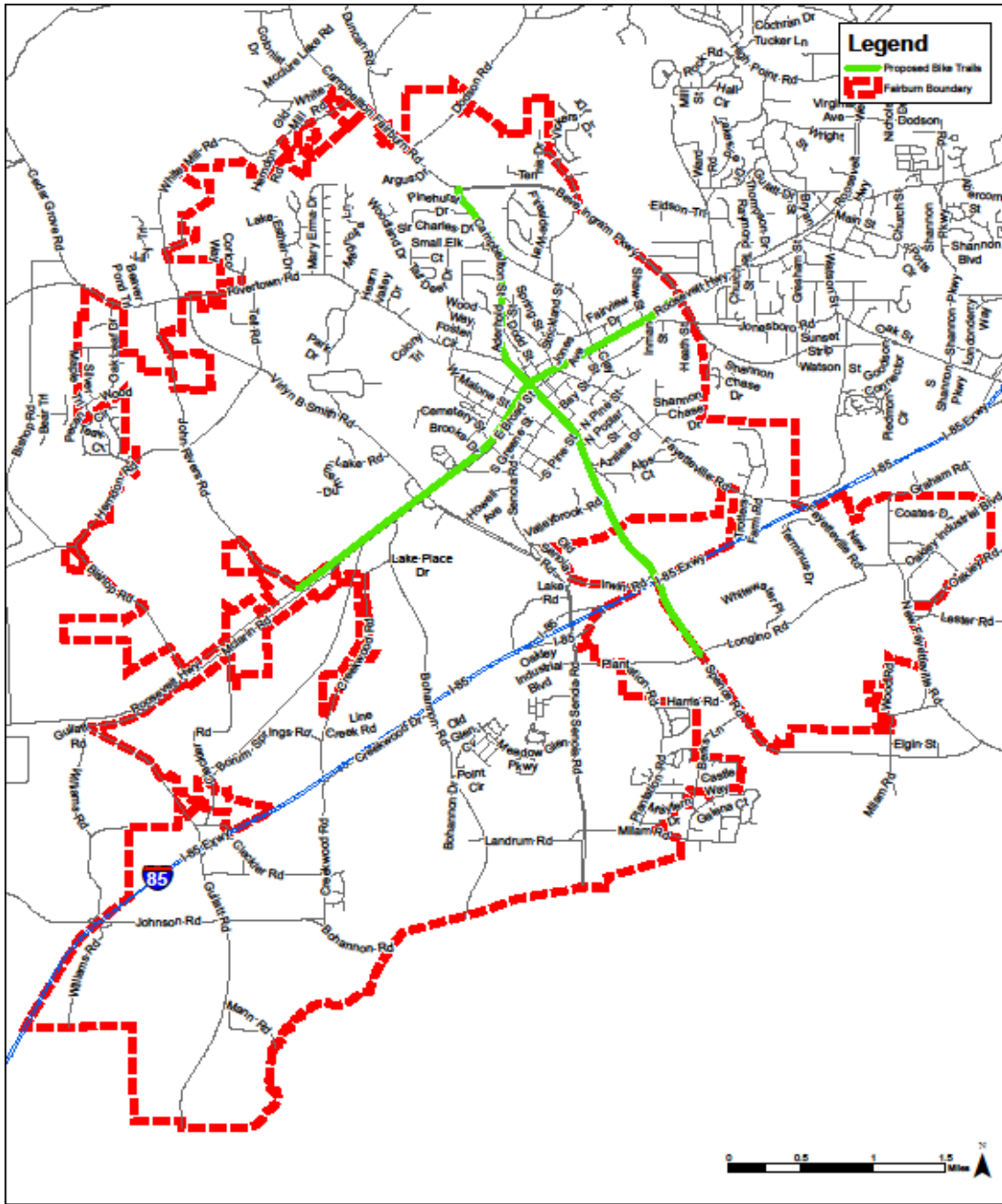


Figure 6. Proposed Bike and Pedestrian Trails

## TRANSPORTATION FUNDING

### LMIG

Local Maintenance and Improvement Grant (LMIG) Program: GDOT provides funding through the LMIG Program where funds are allocated annually to local governments by a formula based on population and local road mileage. The program can fund a variety of construction projects or street resurfacing. Only road and bridge projects are eligible for the program because the funds for the LMIG program are provided by the motor fuels tax.

### COMMUNITY IMPROVEMENT DISTRICT

The South Fulton Community Improvement District (CID) was formed in 1999 by business leaders interested in improving freight access to warehousing, manufacturing, and industrial sites along Oakley Industrial Boulevard and connectivity to I-85. Soon after its formation, the South Fulton CID began work on the Oakley Industrial Bridge—a bridge to connect Oakley Industrial Boulevard over the CSX Railroad Tracks. The project was eventually completed in 1996, and the original plan expanded to include a connected, improved roadway system throughout the CID area for all types of traffic.

The CID leverages money collected by funding studies and preliminary engineering. The CID does not replace city and county infrastructure improvement programs but supplements them by providing a means to advance projects within the area. When construction money becomes available from the state or local jurisdictions, the CID has projects ready to go. The projects created by this investment are chosen, designed, and constructed with the business community in mind, making the area more accessible and more appealing for businesses, employees, residents, and consumers.



# COMMUNITY WORK PROGRAM



# COMMUNITY WORK PROGRAM

This element of the comprehensive plan lays out the specific activities the community plans to undertake during the next five years to address the priority Needs and Opportunities and/or to achieve portions of the Community Goals.

The Community Work Program outlines the overall strategy for achieving the Vision for Future Development and for addressing the Community Issues and Opportunities. The Community Work Program includes the following sections:

- The Short-Term Work Program outlines specific measures to be undertaken by the City of Fairburn to implement the Comprehensive Plan in Fiscal Years 2021–2025.
- The Long-Term Work Program lists strategies to be implemented after Fiscal Year 2020 to assist in the implementation of the Comprehensive Plan.

## SHORT TERM WORK PROGRAM

Goal	Action/ Implementation Strategy	2021	2022	2023	2024	2025	Responsible Party	Cost Estimate	Funding Source
Parks, Rec, Greenspace	Create access to Duncan Park from Virlyn B Smith	X	X				Parks & Rec	\$2,000,000	General Fund, TSPLOST
Parks, Rec, Greenspace	Conduct Active Recreation Study to create a Parks Development Plan	X	X				Parks & Rec	\$25,000	General Fund
Parks, Rec, Greenspace	Build an active recreation park south of I-85	X					Parks & Rec	\$2,000,000	General Fund
Parks, Rec, Greenspace	Community connections through trails/paths, etc. This plan should be developed in coordination with the Greenspace Plan	X					Parks & Rec	TBD	General Fund
Parks, Rec, Greenspace	Develop plan for Harris Rd Park	X	X				Parks & Rec	\$400,000	Identify
Parks, Rec, Greenspace	Develop regional park on Bohannon Road	X			X		Parks & Rec	TBD	Identify

Goal	Action/ Implementation Strategy	2021	2022	2023	2024	2025	Responsible Party	Cost Estimate	Funding Source
Parks, Rec, Greenspace	Identify locations to establish a community recreational/multi-use center	X	X				Parks & Rec	TBD	General Fund
Parks, Rec, Greenspace	Identify funding to design and build the community center	X	X				Finance Director	TBD	General Fund
Parks, Rec, Greenspace	Develop a Community Center at Duncan Park	X			X		Parks & Rec	\$5,000,000	Bond Referendum
Parks, Rec, Greenspace	Plan annual events to create and foster community interaction	X					Parks & Rec	---	General Fund
Parks, Rec, Greenspace	Work with local groups to expand local festivals and activities to include a wider range of cultures and languages	X					Parks & Rec	\$5,000	General Fund
Economic Development	Work with local businesses to establish a local business association		X				Economic Development	Staff Time	General Fund
Economic Development	Establish a funding mechanism for local small business grants		X				Economic Development	\$40,000	General Fund
Economic Development	Establish a catalytic site to help stimulate downtown development		X				Economic Development	Staff time	General Fund
Economic Development	Incentivize and recruit more local small businesses for the downtown area		X				Economic Development	Staff time	General Fund
Economic Development	Update inventory of available properties for development and redevelopment	X					Economic Development	Staff time	General Fund
Economic Development	Coordinate with local employers to create a Supplier Diversity/Local Hiring Event		X				Economic Development	Staff time	General Fund

Goal	Action/ Implementation Strategy	2021	2022	2023	2024	2025	Responsible Party	Cost Estimate	Funding Source
Economic Development	Develop a Small Business Incubator Program for Start-ups and recently opened businesses		X				Economic Development	Staff Time	General Fund
Economic Development	Finance a major project (via DDA/DA Bonds)			X			Economic Development (with DDA/DA)	Staff Time	Private Developer / DDA Bonds
Economic Development	Become a certified "Georgia Film Ready" city to attract more TV/Film Activity	X					Economic Development	Staff time	General Fund
Economic Development	Coordinate with Fulton County Development Authority on the use of New Market Tax Credits		X				Economic Development	Staff time	General Fund
Economic Development	Establish a local business branding campaign (Fairburn 1 <sup>st</sup> )	X					Economic Development	Staff Time	General Fund
Economic Development	Pursue Broadband Ready Community Designation [i.e. establish a Broadband Ordinance]		X				Economic Development	Staff Time	General Fund
Economic Development	Update the multimedia newcomer package of information for new residents	X					Economic Development	\$500	General Fund
Economic Development	Make public education materials available in Spanish	X					Economic Development	\$500	General Fund
Economic Development	Continue to identify higher educational institutions/technical colleges that could establish a satellite campus/facility in Fairburn		X				Economic Development	Staff time	General Fund
Economic Development	Coordinate with local industrial and business leaders so that technical education and local industry can benefit each other by cultivating workforce development	X	X				Economic Development	Staff time	General Fund



Goal	Action/ Implementation Strategy	2021	2022	2023	2024	2025	Responsible Party	Cost Estimate	Funding Source
Economic Development	Identify areas for possible Enterprise Zones	X					Economic Development	Staff time	General Fund
Economic Development	Identify areas for possible Urban Redevelopment Projects	X	X				Economic Development	Staff time	General Fund
Economic Development	Identify areas for possible Opportunity Zones	X					Economic Development	Staff time	General Fund
Economic Development	Evaluate Zoning Ordinance and identify possible text amendments to attract businesses to locate in Fairburn	X	X				Economic Development	Staff time	General Fund
Economic Development	Identify property available for commercial and industrial development. Focus on infill and redevelopment opportunities	X	X	X	X	X	Economic Development	Staff time	General Fund
Economic Development	Assess utility infrastructure needs and availability to properties listed in inventory	X	X				Economic Development	Staff time	General Fund
Economic Development	Coordinate efforts with local chambers and alliances (i.e. ,South Fulton Chamber, Aero Atl) to facilitate new business development and retention	X	X	X	X	X	Economic Development	\$80,000	General Fund
Economic Development	Implement a marketing campaign to promote Fairburn to new residents and tourists. Include branding, image, marketing, incentives, etc.		X				Economic Development	Staff time	General Fund
Economic Development	Develop a Small Business Recruitment and Retention Program	X					Economic Development	Staff time	General Fund

Goal	Action/ Implementation Strategy						Responsible Party	Cost Estimate	Funding Source
		2021	2022	2023	2024	2025			
Economic Development	Identify desirable industries and develop a recruitment program to attract identified industries to locate in Fairburn	X	X				Economic Development	Staff time	General Fund
Economic Development	Identify incentives to encourage identified businesses and industries to locate in Fairburn	X	X				Economic Development	Staff time	General Fund
Economic Development	Work with private developments to facilitate the development of the City Lake Road area	X	X				Economic Development	Staff time	General Fund
Economic Development	Identify funding sources and potential incentives available for historic restoration and adaptive reuse projects in the city and Downtown Historic District	X	X				Economic Development	Staff time	General Fund
Economic Development	Partner with educational institution for workforce development in the film industry		X	X	X	X	Main Street and Economic Development	Staff time	General Fund
Economic Development	Use of Pop-up shops to occupy existing vacancies in the downtown area		X	X	X	X	Main Street and Economic Development	\$10,000	DDA/General Fund
Economic Development	Develop and implement a signage grant program / Façade program for the downtown business owners		X	X	X	X	Main Street and Planning and Zoning	\$30,000	General Fund

Goal	Action/ Implementation Strategy	2021	2022	2023	2024	2025	Responsible Party	Cost Estimate	Funding Source
Economic Development	Increase downtown attractiveness. Develop design guidelines and identify residential uses of commercial spaces. Incorporate Keep Fairburn Beautiful and Community Beautification Ambassadors	X	X	X	X	X	Main Street and Economic Development	\$12,500	General Fund
Economic Development	Develop business incentive package and financial resources to attract new businesses, and to promote businesses offering residential services (e.g. salon, grocery store, coffee shop, dining)		X	X	X	X	Main Street and Economic Development	\$25,000	General Fund
Economic Development	Marketing analysis to identify downtown marketability (i.e. existing business gaps and new opportunities); identifying businesses that support “Fairburn experience”	X	X				Consultant	\$25,000	LCI Grant or ARC Community Choices Grant
Economic Development	Create incentives and grant opportunities for niche businesses and industries: coffee shops dance studios, art supply, galleries		X	X	X	X	Main Street and Economic Development	\$15,000	General Fund
Economic Development	Downtown Living: Explore options to address blighted buildings, purchase vacant lots and/or buildings in the downtown area to return to a positive economic asset		X	X	X	X	Main Street, Economic Development, and DDA	\$50,000	General Fund

Goal	Action/ Implementation Strategy	2021	2022	2023	2024	2025	Responsible Party	Cost Estimate	Funding Source
Economic Development	Provide/identify grants to downtown businesses to support interior		X	X	X	X	Main Street and Economic Development	Staff Time	General Fund
Economic Development	Develop property owner database and business inventory	X	X	X	X	X	Main Street and Economic Development	Staff time	General Fund
Economic Development	Identify official funding sources to assist with the renovation of the Old Campbell County Courthouse		X	X	X	X	Main Street and Planning & Zoning	TBD	General Fund and grants
Economic Development	Work with private developers to create housing and facilities that cater to an older population	X					Community Development	TBD	General Fund
Economic Development	Identify areas for possible Brownfield and Greyfield areas and develop incentives to encourage redevelopment	X					Economic Development	TBD	General Fund
Economic Development	Inventory property available for commercial and industrial development. Focus on infill and redevelopment opportunities	X					Economic Development and Community Development	\$4,000	General Fund
Economic Development	Complete inventory of property available for infill and redevelopment opportunities	X					Economic Development and Community Development	\$500	General Fund
Economic Development	Identify areas desirable for residential infill development and redevelopment	X					Community Development	\$2,000 per year	General Fund
Economic Development	Work with development community to provide future housing through infill development and redevelopment	X					Community Development	\$2,000 per year	General Fund and Grants



Goal	Action/ Implementation Strategy	2021	2022	2023	2024	2025	Responsible Party	Cost Estimate	Funding Source
Economic Development	Identify higher educational institutions that could establish a satellite campus/facility in Fairburn	X					Economic Development	TBD	General Fund
Economic Development	Work with Historic Preservation Commission and other agencies to develop a cultural museum in the old Campbell County Courthouse		X	X	X	X	Main Street, Planning & Zoning and Property Management	\$100,000	General Fund
Economic Development	Coordinate efforts with Chamber of Commerce and South Fulton Aerotropolis to increase business development and retention; and to align common goals.		X	X	X	X	Community Development	Staff time	General Fund/Grants
Economic Development	Evaluate needs for Senior Housing or Multifamily Housing		X	X			Community Development	Staff time	General Fund
Economic Development	Streamline site plan review and approval process for smart growth and mixed-use developments	X	X				Planning & Zoning	Staff time	General Fund
Economic Development	Work with local banks to provide education and assistance to increase the percentage of home ownership		X	X			Community Development	Staff time	General Fund
Transportation	Pursue funding for pedestrian connections between North and South sides of the City with pedestrian bridges and sidewalks	X	X	X	X	X	City Engineer	Staff time, TBD	General Fund
Transportation	Coordinate pedestrian and roadway improvement efforts along SR 74/Senoia Road corridor	X	X	X	X	X	City Engineer	Staff time, TBD	General Fund, FHWA, GDOT, South Fulton CID

Goal	Action/ Implementation Strategy	2021	2022	2023	2024	2025	Responsible Party	Cost Estimate	Funding Source
Transportation	Pursue funding for a Phase II Downtown Streetscape to connect the Phase I LCI Streetscape Project to the Gateway Project	X	X	X	X	X	City Engineer	Staff time, TBD	General Fund
Transportation	Assist in the renewal of TSPLOST which is currently scheduled to end on March 31, 2022	X	X	X	X	X	City Engineer	Staff time, TBD	General Fund
Transportation	Coordinate pedestrian and roadway improvement efforts along US 29/SR 14	X	X	X	X	X	City Engineer	Staff time, TBD	General Fund, GDOT
Transportation	Coordinate pedestrian and roadway improvement efforts along Oakley Industrial Boulevard	X	X	X	X	X	City Engineer	Staff time, TBD	General Fund, South Fulton CID
Transportation	Construct the I-85 at SR 74 Interchange Project		X	X	X		City Engineer	\$45,000,000	FHWA, GDOT, General Fund
Transportation	Interchange Justification Report for new interchange at Johnson Road or Gullatt Road	X	X				City Engineer	\$150,000	South Fulton CID
Transportation	Design roadway connection from Oakley Industrial Boulevard to Gullatt Road	X	X				City Engineer	\$500,000	Private Developer South Fulton CID, General Fund
Transportation	Construct roadway connection from Oakley Industrial Boulevard Extension to Gullatt Road			X			City Engineer	\$1,000,000	General Fund, South Fulton CID
Transportation	Implement intelligent transportation system (ITS) measures to better manage freight demand through information-sharing and improved traffic operations		X	X	X	X	City Engineer	\$2,000,000	General Fund, South Fulton CID

Goal	Action/ Implementation Strategy	2021	2022	2023	2024	2025	Responsible Party	Cost Estimate	Funding Source
Transportation	Install mid-block crossing Fairburn Educational Campus near Barton Street		X				City Engineer	\$350,000	General Fund
Transportation	Construct pedestrian bridge over the railroad near Harbor Lakes and Bohannon Road to accommodate workers				X		City Engineer	\$1,000,000	General Fund, South Fulton CID
Transportation	Conduct full-depth reclamation of Oakley Industrial Boulevard	X	X				City Engineer	\$3,000,000	TSPLOST, South Fulton CID
Transportation	Design pedestrian improvements at intersection of US 29/SR 14 and Senoia Road	X					City Engineer	\$50,000	TSPLOST
Transportation	Install pedestrian improvements on US 29/SR 14 at the intersection of Senoia Road		X				City Engineer	\$375,000	General Fund, TSPLOST
Transportation	Dodd Street Roundabout Project Design		X				City Engineer	\$350,000	General Fund, TSPLOST
Transportation	Dodd Street Roundabout Project right-of-way acquisition			X			City Engineer	\$300,000	General Fund, TSPLOST
Transportation	Construct Dodd Street Roundabout Project				X		City Engineer	\$1,500,000	General Fund, TSPLOST
Transportation	Quiet zone railroad crossings		X				City Engineer	\$750,000	General Fund, TSPLOST
Transportation	Oakley Industrial Boulevard Pedestrian Improvements Project, Bohannon Road to SR 74		X				City Engineer	\$350,000	TSPLOST, South Fulton CID

Goal	Action/ Implementation Strategy	2021	2022	2023	2024	2025	Responsible Party	Cost Estimate	Funding Source
Transportation	McLarin Road/SE Broad Street Pedestrian Improvements Project, Bohannon Road to Senoia Road		X				City Engineer	\$500,000	TSPLOST, South Fulton CID
Transportation	Rivertown Road Pedestrian Improvements Project, Magnolia Lane to Virlyn B. Smith Road	X					City Engineer	\$300,000	General Fund
Transportation	W. Broad Street Pedestrian Improvements Project, Manor at Broad Street to Brooks Drive		X				City Engineer	\$300,000	General Fund
Transportation	Mullis Street Pedestrian Improvements Project		X				City Engineer	\$200,000	General Fund
Transportation	Shaw Drive Pedestrian Improvements Project, Safe Route to School			X			City Engineer	\$200,000	General Fund
Transportation	Increase transportation alternatives and promote programs that incentivize use of pedestrian friendly options (i.e. bike share program, electric car installation, public safety campaigns)		X	X	X	X	Community Development	TBD	General Fund
Transportation	Coordinate traffic improvement efforts along the GA Hwy 74 corridor	X					City Engineer	TBD	General Fund
Transportation	Coordinate traffic improvement efforts along the Oakley Industrial Boulevard Corridor	X					City Engineer	TBD	General Fund
Transportation	Assess current location of MARTA bus stops and identify areas that are in need of additional stops	X					City Engineer	TBD	General Fund



Goal	Action/ Implementation Strategy	2021	2022	2023	2024	2025	Responsible Party	Cost Estimate	Funding Source
Transportation	Identify bus stops in need of improvement	X					City Engineer	TBD	General Fund
Transportation	Coordinate with MARTA and seek additional funding to make necessary improvements	X					City Engineer	TBD	General Fund
Transportation	Work with MARTA to locate an express bus stop (park and ride) near the interstate in the City of Fairburn	X					City Engineer	TBD	Private Development
Transportation	Educate residents and promote alternative transportation sources in the City	X	X				City Engineer	\$250	General Fund
Transportation	Support traffic calming measures along congested roadways	X					City Engineer	TBD	General Fund
Transportation	Encourage connectivity between neighborhoods and roads in new development and redevelopment	X					City Engineer	TBD	Underway
Transportation	Develop a pedestrian-transportation plan that includes addition of new sidewalks, fixing existing sidewalks, community connections through trails/paths, etc. This plan should be developed in coordination with the Greenspace Plan.	X					City Engineer	TBD	Underway
Transportation	Identify areas where parking can be added and improved in the DHD	X					City Engineer	TBD	Underway

Goal	Action/ Implementation Strategy	2021	2022	2023	2024	2025	Responsible Party	Cost Estimate	Funding Source
Land Use	Implement the recommendations from the Creative Placemaking Strategy (i.e. public art projects such as murals, painted utility boxes, painted crosswalks, Municipal Court Alley)		X	X	X	X	Planning & Zoning	\$60,000	General Fund
Land Use	Audit and amend the sign ordinance to ensure the code is consistent with the goals of the historic downtown district	X	X				Planning & Zoning	\$5,000	General Fund
Land Use	*Update Future Land Use Map	X					Community Development	TBD	General Fund
Land Use	*Develop design and architectural standards for redevelopment, infill development, and/or new development in each of the character areas to assure consistency with surrounding land uses and architectural styles	X					Community Development	\$2,400	General Fund
Land Use	*Continue to enforce sediment and erosion control ordinance/requirements to mitigate negative impacts of construction runoff in Fairburn's waterways	X					Code Enforcement	TBD	General Fund
Land Use	*Identify funding sources to implement recommendations as part of the Hwy 29 Corridor Overlay District	X					Planning & Zoning	TBD	General Fund/grants

Goal	Action/ Implementation Strategy	2021	2022	2023	2024	2025	Responsible Party	Cost Estimate	Funding Source
Land Use	*Coordinate compatible goals with the Fulton County Comprehensive Transportation Plan; implement recommendations from the plan as aligned with goals.	X	X	X			Planning & Zoning/ Community Development	TBD	General Fund
Land Use	*Establish a Historic Preservation Board to oversee protection and preservation efforts	X					Planning & Zoning	TBD	General Fund
Land Use	*Complete an inventory of historic structures in the City	X	X				Community Development	\$6,200	General Fund/Grants
Land Use	*Complete an inventory of existing sidewalks/multiuse trails and recreation areas	X					Community Development	TBD	General Fund
Land Use	*Identify funding sources to implement the Openspace Plan	X	X				Community Development	\$5,000	General Fund
Land Use	Begin to masterplan the City by drainage basin, on a prioritized basis, to guide new development and plan the City's Capital Improvement/Replacement Program	X					City Engineer	\$10,000 per year	Stormwater Utility
Land Use	Implement Stormwater Management Plan	X					Public Works Department	\$100,000 per year	Stormwater Utility
Land Use	Closely monitor land disturbing activities to minimize effects on water quality and encourage more environmental designs to reduce runoff	X					Code Enforcement Officer	TBD	General Fund

Goal	Action/ Implementation Strategy	2021	2022	2023	2024	2025	Responsible Party	Cost Estimate	Funding Source
Land Use	Construct a new fire station in Highway 74 corridor		X				Fire Chief	TBD	TBD
Land Use	Continue to implement the Capital Improvement Program which includes installation of sidewalks, facilities improvement, park improvements, and the development of new parks	X	X	X	X	X	City Administrator/ Community/ Parks & Rec	TBD	General Fund
Land Use	Coordinate with Fulton County and other local governments to provide intergovernmental public safety services to citizens	X					City Administrator	TBD	General Fund
Land Use	Hold joint meetings between the Planning and Zoning Commission and the Development Authority/Downtown Development Authority to discuss common goals and interests for the City	X	X				City Administrator	TBD	General Fund
Land Use	Coordinate DHD revitalization efforts with regional Hwy 29 revitalization effort	X					Community Development	\$100,000	General Fund
Land Use	Continue to coordinate with Fulton County and other local governments to provide services (i.e. health services, access to healthy foods, senior services)	X	X	X			City Administrator/ Parks & Rec	TBD	General Fund
Land Use	Apply to the Atlanta Regional Commission Community Development Assistance Program for technical assistance with creating a Community Garden Plan	X	X				Community Development	\$7,000	General Fund



Goal	Action/ Implementation Strategy	2021	2022	2023	2024	2025	Responsible Party	Cost Estimate	Funding Source
Land Use	Implement the recommendations from the Creative Placemaking Strategy (e.g. installations of murals, adoption of a mural ordinance, painted crosswalks, utility boxes, and alley activation)	X	X	X	X	X	Community Development	\$25,000/YR	General Fund

## LONG TERM WORK PROGRAM:

Add Pedestrian connections between the north and south side of the city with bridges and sidewalks to be added to the scope of planned bridge reconstruction at GA 74 and Interstate 85, which is scheduled for construction in Fiscal Year 2021.

- Develop programming that allows the diverse business mix to be supported by the local economy in the following areas:
  - a) Arts & Entertainment: Develop new events/festivals that highlight Fairburn’s existing and emerging arts and entertainment community. Creating a rotating public art program.
  - b) Health and Wellness: Develop walking tours that encourage an active lifestyle
  - c) Sustainability: Develop marketing materials to support walking, biking, and the use of alternative transportation options.
  - d) Community Garden: Variances to allow small-scale agricultural processing, to support ongoing farmer’s markets and agriculturally based events, festivals, etc. Incentivize relocation of businesses that support the agricultural-driven economy.

# APPENDIX A: COMMUNITY SURVEY RESULTS



# COMMUNITY SURVEY RESULTS

## 1) What are the three (3) strongest assets in Fairburn?

- Location, available land for development, small-town charm
- Businesses, Fire, Police
- Easy access to the City and other towns (i.e. Fayetteville, Peachtree City, Newnan)
- Affordable, cozy, great location to City of ATL
- Location, community, safety
- Small town living, jobs, not too much crime
- Downtown, relatively easy commute to downtown ATL, proximity to open spaces
- Access to highway, small town vibe, Oz Pizza
- Small town feel, minimum traffic, easy to get to
- Quiet town, very affordable real estate
- Convenience, quaint, versatility
- Industrial area, Highway 74, Duncan Park
- Location, natural environment, educational system
- Downtown, Businesses, Duncan Park
- People, size, access,
- Location, police, community
- Walkable downtown, close to airport and ATL, variety of housing
- Safe place to live, great park for families, wonderful police officers
- Community support, strong police presence, small and quiet community
- Growth, development, safety
- Location, small-town feel, cost of living
- Quiet neighborhoods, restaurants, police patrol
- Distance from City, local shops, housing prices
- Small town feel, steady growth, great Police department
- Small, community-oriented, growing city
- Police presence, quiet neighborhoods, proximity to the City
- Quiet, small city, proximity to interstate
- Historic downtown with new restaurants, walkable, Duncan Park
- Cost of living small town
- Access to the interstate, police visibility, availability and price of land
- Small town feel, not a lot of apartments



- Sense of community, safety, housing
- Community events, family-oriented community, thriving small businesses
- Affordable, quiet, safe
- Small community feeling low crime, quality of lie
- Law enforcement, communities
- Accessibility of City Staff, prompt response of employees, street department visibility
- Proximity to ATL and airport, still relatively affordable
- Close to expressway, close to stores and fast-food restaurants
- Location, privacy, accessibility
- Location, growth, accessibility
- The people, location, and access to other cities potential for positive growth
- Quiet neighborhoods access to I-85, families
- Peaceful living area, farmland, light traffic
- Home family living faith community, friendly
- School system, lower crime, proximity to airport
- Community, location, Landmark Christian School
- Available land, educational facilities
- Location, security, available land, and opportunities for growth

Response count: 49/52

Common themes: Small town feel with a close-knit community (23/49), location and accessibility (26/49), potential for growth (7/49), City government/services (9/49), housing options and affordability (10/49), safe and quiet (13/49), green space and natural environment (7/49), local businesses (4/49), downtown (4/49)

## 2) What are the three (3) primary challenges facing Fairburn?

- Truck traffic, lack of downtown revitalization (quality small businesses)
- Massive growth, updating and expanding roadways, fire and police protection
- No grocery store close by (besides Food Depot), lack of green space/parks
- Need better schools, need nightlife, better shopping options such as malls and supermarkets
- Need better and less crowded schools, need more and better parks and entertainment
- No real restaurants (only fast food), traffic off of 74, need more places to have fun
- Lack of restaurants downtown (it has improved, but needs more variety), lack of shopping options, smells from trash dumps and the Purina plant
- Crime, access to stores, traffic off exit

- Smooth roads, attracting quality restaurants and entertainment options
- Not convenient with retail, poor school system, poorly paved roads
- Traffic, road issues, crime
- Infrastructure, sale of power from Plant Vogel, Hwy 74 interchange
- Underinvestment in downtown district and need for commercial revitalization, lack of affordable housing, connectivity of all modes that enhance mobility and walkability
- Traffic on 74, lack of community building, land locked
- Crime, infrastructure, water
- Leadership
- Grocery stores, a Mayor that cares cause we don't want to be South Fulton cause our elected officials can't act right. Tell her get right or get voted out
- Quality of public schools, cleanliness of walkways and signs, attention to detail, and business engagement
- Roads need fixing, need a major big box store, lack of sidewalks
- Cleaner and better shopping areas, stronger community involvement, stronger police enforcement
- Too many apartments being built, crime control, roads are horrible
- Traffic, lack of grocery shopping, incomplete road paving
- Managing growth
- Overbuilding in neighborhoods, too many speed traps
- Old buildings that detract from the beauty of the city, quality restaurants, quality grocery stores
- Potholes, congestion on main roads, police excessively pulling people over
- The stinky smell coming from the illegal landfill and the residential landfill, the aesthetics of the City could be better, the options of retail and grocery stores
- Declining schools, increase of fast-food establishments, reoccurring power outages
- Difficult management style of Mayor, difficult economic situation, need available jobs with training
- Traffic, dining, warehouses
- Utilities are unstable and expensive, minimal grocery and gas stations, need community outreach for youth
- Not enough entertainment and eatery options, lack of communication from leaders in City Hall, only one utility option for residents
- Traffic, development of downtown, quality of schools
- No local bars or fancy restaurants, no color and creative artwork
- Need lots of car lots, outdoor parks, public transportation

- We often have power outages although my neighborhood has underground utilities, trees along Rivertown Rd. need to be trimmed on a regular basis to prevent them falling during storms
- Overcrowding, logistics companies tearing up the roads
- Need better communication to citizens, street banners more visible, better downtown parking
- Warehouse developments occur instead of needed life enhancement development
- Not enough high-quality sit-down restaurants, need MARTA park-and-ride as a continuing service
- Need public transportation, better roads, more entertainment
- Need traffic control, better roads, more funding
- Too many warehouses, not enough local healthy food options, lack of planning for expansion
- Need to address traffic, rapid growth, jobs
- No resources for our kids
- Control crime, don't let police chief control City policies maintain housing standards
- Too much industrial zoning, revitalizing older neighborhoods, revenue drawing business
- Discord and tension in our local government, code enforcement is unequal, lack of commerce
- Need better land-use income-generating ideas, affordable housing, and medical facilities
- Poor public schools, few college-educated residents, insufficient regard for City pride

Response count: 50/52

Common themes: Lack of retail, dining, grocery, and entertainment options (23/50), Traffic concerns (11/50), Road conditions (14/50), local government and communication to residents (6/50), Education and youth programs (9/50), Utilities (5/50), Lack of planning or growth (7/50), Crime and police (8/50)

**3) What are three (3) words or phrases that you would use to describe Fairburn to someone who was unfamiliar with the community?**

- Small town charm, friendly, low crime
- Situated to succeed
- Easy to miss
- Affordable, cozy, small

- Friendly, family-oriented, small town
- Small town living
- Charming, small town near a big City, Poor transportation infrastructure (potholes, lack of sidewalks, street lights, traffic lights)
- Small town next to a big city
- Small, quiet, decent
- Quiet, affordable, non-convenient
- Work, play, live
- Fairburn is a beautiful city that reminds you of your hometown, if you love being outdoors, Fairburn has great parks and recreation for the kids, Fairburn has some of the friendliest people
- A little secret
- Small town, big city, quiet side of Atlanta
- Crazy Mayor
- Town near a City
- Family, diverse, great location,
- Wonderful, safe, family-friendly
- Strong and friendly community, small but big enough to be known, affordable
- Growing, horrible potholes, getting too over-populated
- Quiet, convenient, and affordable
- Quiet, affordable, easy access to everywhere you need to go
- Peaceful, suburban, good restaurants
- Quiet, growing, family-friendly
- Small, quiet, peaceful
- Quiet, convenient, affordable
- Small suburban city
- Historic, quaint downtown, welcoming
- Small town, quiet
- Rural, small, clean
- Calm and quiet
- Diverse, great community, safe area
- Small community that is safe and family-oriented
- Family, affordable, quiet
- Quaint, quality living
- Small but friendly
- Best kept secret, small-town feel

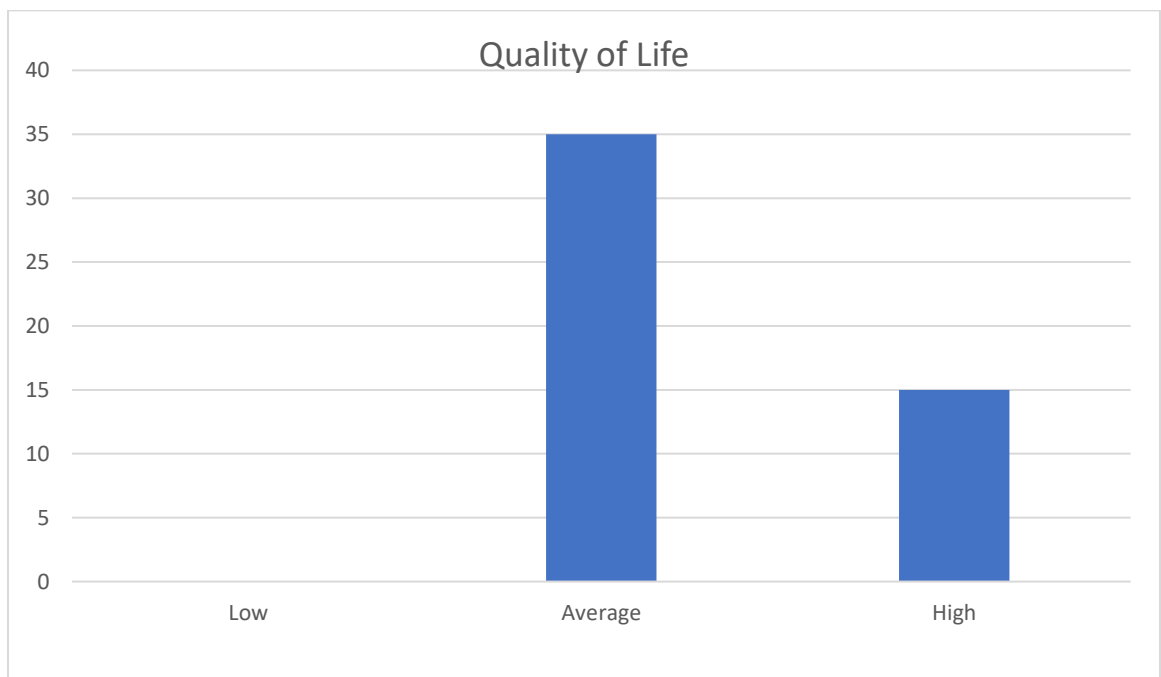


- Quiet family community
- Awesome, refreshing, quiet
- Comfortable, relaxing, quiet
- Next to Union City
- Quiet, safe, pleasant
- Home living environment
- Small town appeal, close to Peachtree City/Fayetteville shopping, Southside City
- Quaint, great location, growing
- K-4 through Ph.D. programs, Great city Park, family-friendly
- Small, slow, insignificant

Response rate: 47/52

Common themes: Small (18/47), Quiet (12/47), Family-friendly (6/47), Affordable (5/47)

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



Response rate: 50/52

0% low

67.31% Average

28.85% High

**5) Which cultural, historic, or architectural resources do you feel are most important to the community?**

- Downtown historic buildings
- Historic downtown district
- The museum
- Downtown buildings have uniform façade
- We're multicultural, have original buildings
- Downtown Fairburn
- Downtown revamping, walking trail
- Hwy 29 are downtown
- Culturally: arts and entertainment center, Georgia Renaissance Festival, musical concerts in the town square, the South Side Theatrical Guild, and local artists.  
Historic/Architectural: Campbell County Courthouse, train depots, CSX
- Old Campbell Courthouse
- Train Depots
- Duncan Park, Old Campbell Courthouse, Fall Festival
- Downtown
- Courthouse (needs major repair), downtown corridor buildings
- African American history and history relating directly to Fairburn and its creation/existence
- Duncan Park, shopping center
- City Outreach events
- It would be awesome to have some designation of the historical Fairburn homes and some central location to get information on historical Fairburn
- Education
- Southside Theater, Train depots, City Cemetery
- Downtown Fairburn
- Downtown Fairburn buildings
- The yearly festival downtown. Neighbors one event to fellowship
- A mix of cultures that is inclusive for all
- City Square
- Downtown
- City of all
- Amphitheater and community gatherings
- Railroad Depot, Duncan Park, Community Theater

- Broad Street, the theater, Landmark School, Campbell County Courthouse

**6) Are there any historic or cultural resources in Fairburn that you feel are in danger of being lost or altered?**

- Old Campbell County Courthouse
- The museum
- I would love to see the old courthouse be used for City government functions
- I'd like to see more public art but not at the expense of Painting over the façade of historical building sides
- No
- No
- No
- Diversity in Fairburn is showcasing more of the cultural resources with categories of restaurants, offering visitors and residents a variety of options to explore
- No
- The courthouse
- Fall Festival
- Courthouse. It is in major disrepair. Needs addressing immediately and could be a great visual and cultural asset to Fairburn long-term
- The golf courses
- No
- No
- No
- No
- The yearly festival should invite more local small businesses to participate. Not just the Varsity
- No
- Courthouse
- Campbell County Courthouse
- No
- The Old Courthouse
- Historic Fairburn neighborhood, the train depot

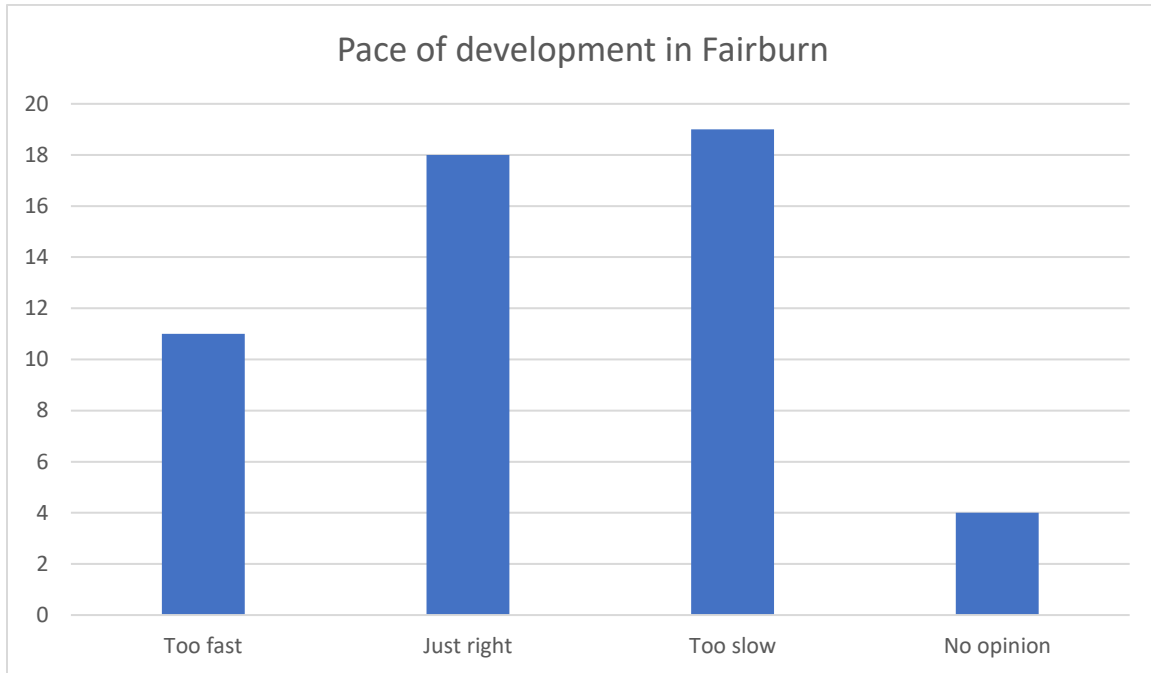
**7) What are the most significant natural and environmental resources in the area? What role should the City play in helping to preserve and protect these?**

- Keep green space, fewer homes being built
- The Cochran Mills Nature Center
- Force developers to limit removal of mature trees or replant mature trees. Consider looking into City of Atlanta inch for inch replacement requirement
- Duncan Park
- Parks. Protect and expand to greenway
- Parks, save green space
- Our trees, pass ordinance to require saving the trees in our residential area
- The City would benefit from a park in the downtown district. Also, transportation alternatives or pedestrian infrastructure that allows more walkable solutions in and around town
- Green space as we continue to build. Ensure the tree bank is preserved and utilized
- The ancient canebreaks along springs and creeks
- Duncan Park, add trails
- Protect the rest of the space on 74
- Need walking trails connecting to other towns that already have them
- Fairburn was once known for having one of the best golf clubs in Georgia, I think the City should take full control and bring back
- TREES!!! OUR PARKS AND NATURE AREAS RATHER THAN BUILDING HOMES AND WAREHOUSES SO CLOSE AND ON TOP OF EACH OTHER AND TEARING DOWN ALL THE TREES. CLEANER AIR, GET RID OF THESE WASTE SITES AND LANDFILLS. PEACHTREE CITY NOR TYRONE HAVE THESE ISSUES
- I think the City is allowing the builders of residential communities to cut down too many trees in the subdivisions. We need to leave more green space between the homes.
- Shut all illegal landfills down for good. Also remove the legal landfills outside of residential areas
- Park and recreational buildings
- Tree canopy, lake at Duncan Park, local farms
- Duncan Park.
- The parks
- We need to invest in our own water source
- Stop cutting down the trees, we don't want to look like Atlanta. That's the reason we moved out here



- Duncan Park, keep it clean
- Duncan Park

**8) How would you characterize your perception of the pace of development in Fairburn in recent years?**



Too fast: 21.14% Just right: 34.62% Too slow: 36.54% No opinion: 7.69% no opinion

**9) Are there any locations in the City that you feel are particularly dangerous for pedestrians or bicyclists?**

- All over
- Downtown and Bohannon Road
- Stop building warehouses close to town keep them on the land right next to the highway, not by the schools. This ruins traffic and will affect our children
- John Rivers Rd due to no sidewalks, Roosevelt due to no sidewalks, bike lanes, or street lights. Intersection of John Rivers and Roosevelt due to lack of traffic light. Most of Fairburn outside of downtown is not pedestrian or bike-friendly
- Hwy 29/Roosevelt Hwy especially at the John Rivers Rd intersection. Multiple accidents there
- Hwy 74 area from the bridge to Milam Road. Traffic is very heavy
- The City is designed for automobile use. It is not very pedestrian or bicycle-friendly. Can benefit from the creation of alternative transit to encourage foot traffic

- Route 29
- The intersection of Hwy 29 and 92
- Hwy 74
- Sidewalks need maintenance and repair. Lots of weeds and trimming needed
- South Fulton Parkway
- Lack of crosswalks by John Rivers Rd
- Senoia Rd and Roosevelt Hwy
- State route 74. The road has too much traffic to allow bicyclists to occupy traveling lanes
- Downtown and 74
- The intersection of Senoia Rd and Oakley Industrial Blvd
- White Mill road
- Crosswalks and Dodd and Hwy 29, and Hwy 92 and Hwy 29. The light changes too fast to cross
- Milan loop
- Roosevelt Highway
- When coming out of The Magnolias a sidewalk is needed as soon as you leave the subdivision
- Roosevelt Hwy
- The quality of the roads is prohibitive
- Tractor trailers speed on Hwy 29 towards Bohannon Rd, running traffic lights
- Campbellton/Fairburn road
- Oakley Industrial
- Campbellton Fairburn road and 92
- Main Street and Rivertown road
- Rivertown Road
- The light downtown on 29 at Oz is too short to cross the road
- Crossing Rivertown Road to Duncan Park entrance
- Broad Street, Campbellton, Oakley – no or poor sidewalks or bike lanes, speeding cars

10) How would you rank your satisfaction with the City's transportation system with regards to:

a. Traffic safety:

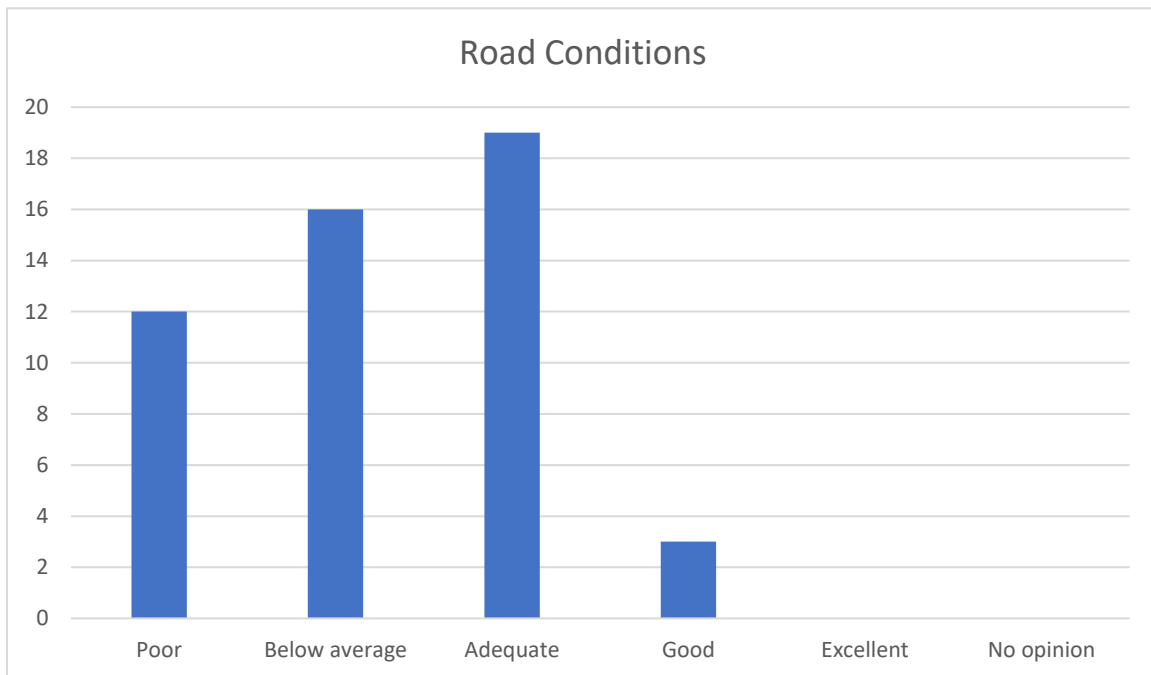


Poor: 7.69% Below average: 19.23% Adequate: 46.15% Good: 23.08% Excellent: 1.92%  
No opinion: 0%

## b. Traffic congestion



## c. Road conditions



**11) What would you describe as the most important project or improvement that could be made to the transportation system in Fairburn?**

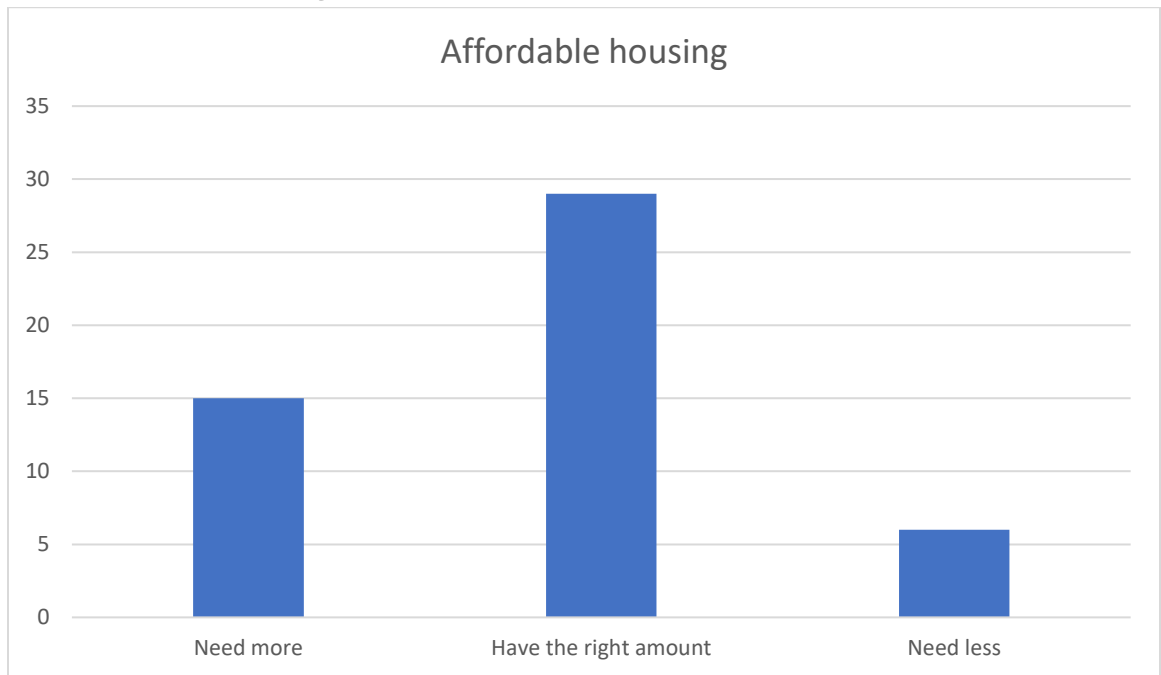
- More sidewalks, road improvements
- Park and ride
- Repave the roads and creating sidewalks. It'll be great for people that live in Fairburn to have a place to run like a trail park
- Just dreaming, but a MARTA train stop would be great. Realistically, redirecting truck traffic or repaving all of Roosevelt in Fairburn limits
- Create a turning policy on main street/Hwy 29 intersection
- Access to rail and frequent/diverse bus routes
- Traffic control
- Hwy 74 interchange with I-85
- Additional lanes on Rt 75
- Sidewalks and bike lanes
- Bus service on Hwy 92 and Hwy 74
- Downtown median. Need better downtown businesses that take better care of their space
- Pedestrian and safety
- Repave Hwy 29, John Rivers Rd, Senoia
- The intersections entering and exiting I-85
- Parking downtown
- Keep the roads in better shape (fewer potholes)
- Implement more sidewalks and bike lanes
- Fixing the roads and expanding them to accommodate traffic
- Expanding Hwy 74 bridge
- Crosswalk and bus shelters at educational campus
- Intersection of I-85 and Hwy 74
- More sidewalks. Bus stops are on the side of the road with no sidewalk
- Addition of bike lanes
- More traffic lights (to help get out of neighborhoods located on busy highways)
- The roads on Hwy 92 need to be repaved
- MARTA service and bike lanes
- Transportation
- Widening the bridge at the interstate
- More sidewalks
- Continue widening and resurfacing Oakley Industrial
- Sync the light on Virlyn B. Smith and Fairburn Industrial to get on to Interstate 85 NB
- Repair roads through a truck tax



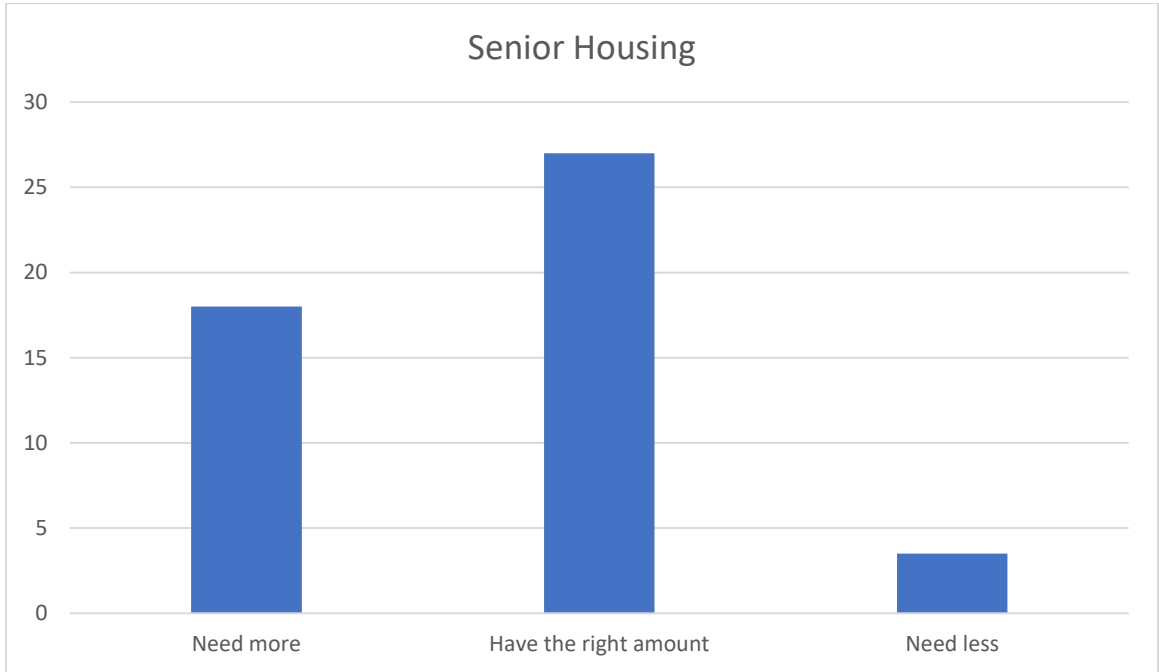
- Shuttle service to take seniors to shopping, bike lanes

**12) How would you rank the following housing needs in Fairburn?**

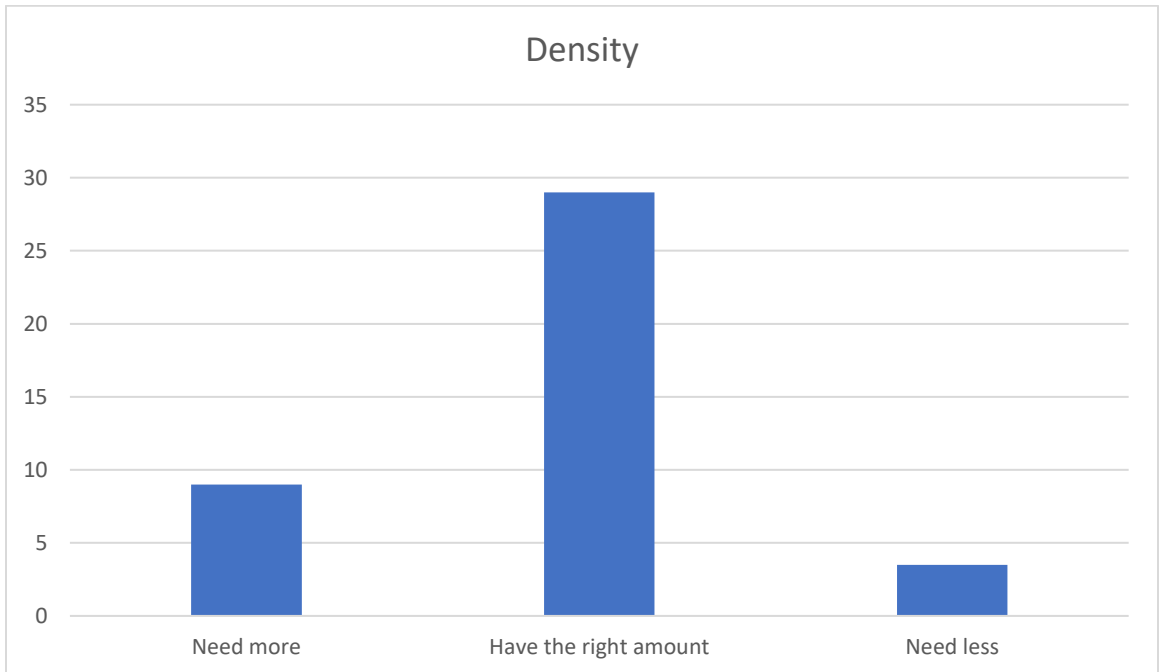
**a. Affordable housing**



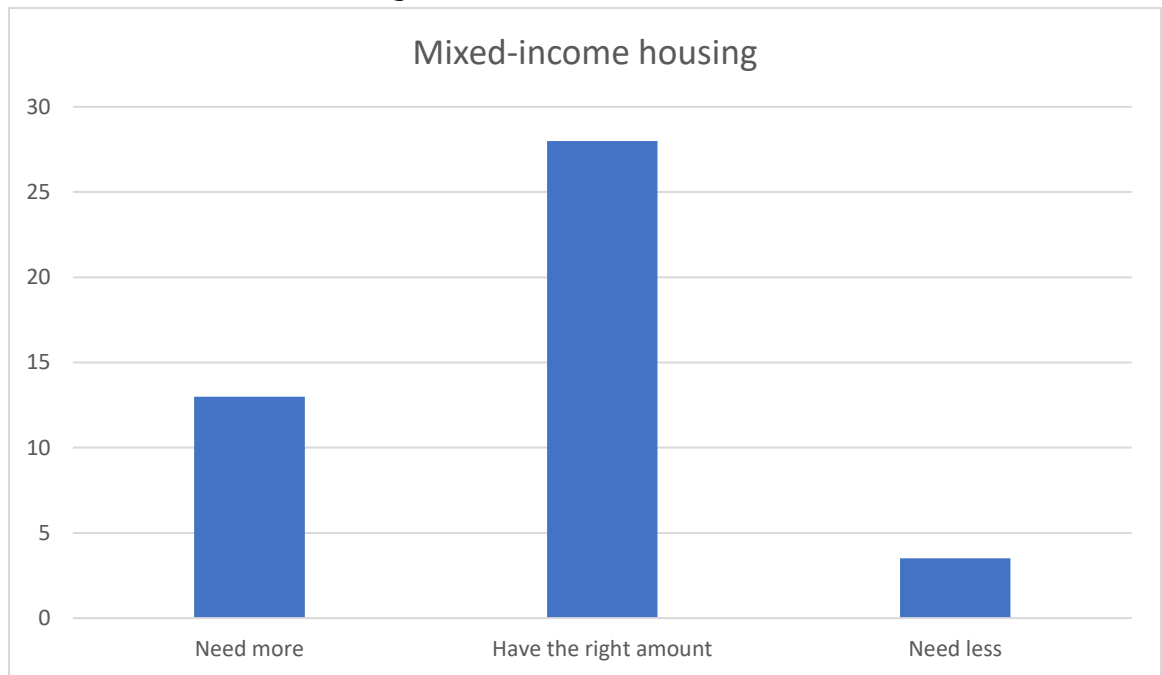
## b. Senior housing



## c. Density



#### d. Mixed-income housing



#### 13) What would you describe as the most important housing need in Fairburn?

- Affordable housing
- We need good quality, efficient, attractive housing to increase the value of existing homes
- Housing is affordable in Fairburn. I'd love to see neighborhood density increase and neighborhoods completed before new developments are created. Save green space and fill in!
- It's a rather hot market
- Senior housing
- Mixed developments
- Affordable housing
- Quality, walkable neighborhoods that offer a variety of safe and affordable options
- Tear down current low-income housing and build newer energy-efficient low-income units
- More single-family built of brick
- More density
- Less building, it's changing the landscape
- Need to tear down abandoned homes
- More senior housing
- Clean, well-maintained homes and apartments
- Reduce the building of apartments

- Less new low-income housing, more middle and higher income housing in appropriately zoned areas. No spot zoning.
- Utilities
- More affordable housing options for minorities
- Security for the neighborhoods
- Affordable HOA affordable taxes
- More construction of ranch style homes
- Less low income
- More senior housing
- Single dwelling, affordable homes
- Single-family
- Senior adult
- High-end affordable housing
- Townhomes
- Mixed-income development
- Housing to attract residents

#### **14) What kind of improvements should be considered to enhance downtown?**

- Pedestrian improvements, incorporation of arts and entertainment, more quality businesses
- Shops, restaurants, grocery stores
- Modernize but keep some of the history intact
- Increase outdoor spaces designed for people to gather
- Bring it up to date
- More restaurants, maybe a bigger plaza or park for people to walk around that can also be used as an entertainment center
- Entertainment
- People must be able to live, eat, and shop downtown in order for it to thrive
- Have more to do, get rid of Gizmos
- Modernize buildings and outdoor restaurants
- More shopping areas
- More restaurants and shops
- More parking, rehabilitate the area around Hudson Plaza  
Façade improvements, landscaping, and public art. Also keeping the downtown area clean, adding lighting and banners to enhance the downtown square
- Facial upgrade. Need to wait until after streetscape is completed
- Redo the sidewalks, get rid of old grates
- Town center

- Façade improvements, daily clean-up of trash. Fix all the road signs that are leaning or broken or faded
- Modernize but keep the historic look
- Cleanup, stricter police involvement, less loitering, cleaner environment
- Grocery store, restaurants, and shopping
- Restaurants, groceries, public events
- Better parking
- Tear down or renovate old, unused buildings and convert them into viable businesses. We need a way to generate new blood and increase money flow to the city
- Keep it clean
- Cleanliness grass treatment, façade improvements
- Better planning of businesses. There seems to be a hair salon or real estate office on every corner
- Signage to parking, repair gazebo by depot, tables and umbrellas added to the stage park
- More places to eat
- More shopping and restaurants
- Trash pickup committee
- More shops and restaurants. We need a good sit-down restaurant
- More small restaurants that include balconies or patios for sitting
- More lifestyle support – restaurants recreation, shopping, entertainment
- Shopping, dining, and entertainment
- More parking
- Greater variety of high-end stores
- Improved aesthetics to be more inviting
- Uniform appearance, community events, parking
- Private business owners should be incentivized to open entertainment establishments
- Attractive storefronts, quality sandwich and coffee shops, more parking, shopping variety

**15) What would you describe as the top project or improvement that could be made to downtown Fairburn?**

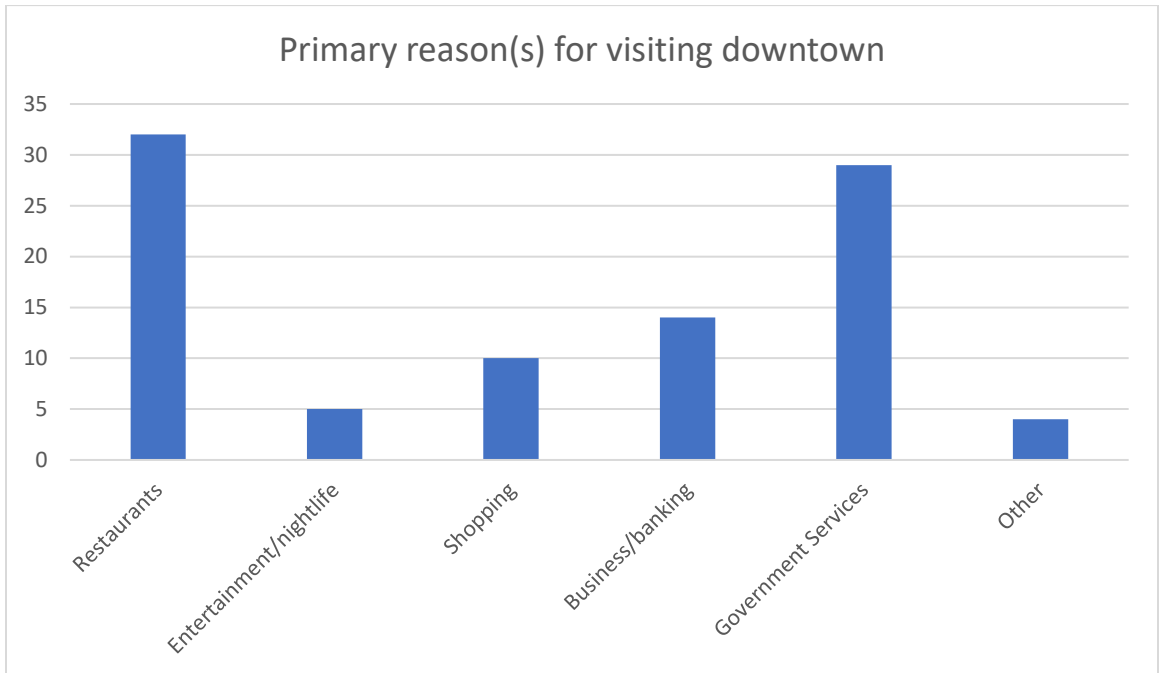
- Downtown revitalization
- Convention complex
- Crosswalks and beautification
- Offering more stores and restaurants that are locally owned and have good quality food and service, green space, more festivals, and events
- Better schools



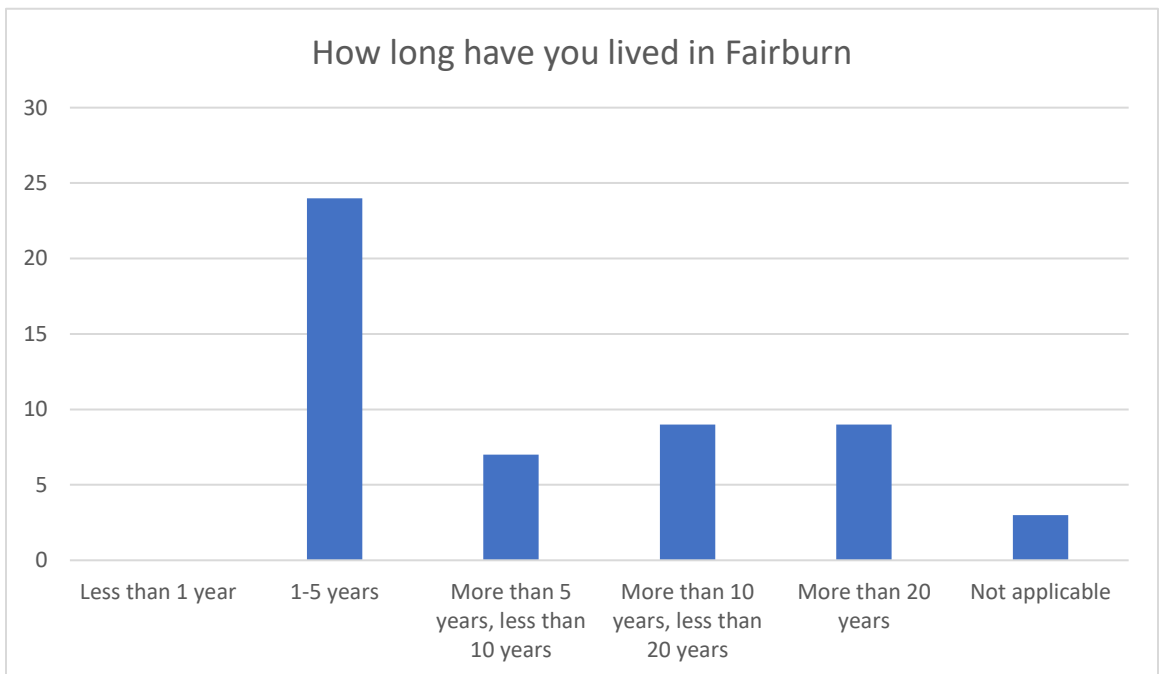
- More restaurants and entertainment
- More restaurants
- We must execute the downtown improvement plan and create uniformity between downtown building design
- Clean it up and attract new businesses
- Revitalize buildings
- More shopping areas
- Repaint buildings
- Hudson Plaza
- Streetscapes: improving the overall visual elements of the street, buildings, sidewalks, and open spaces
- More restaurants and entertainment
- Fixing the sidewalks
- Movie theater
- Better grocery store (anywhere in Fairburn)
- Downtown median and train track underpass painted and improved
- Roads
- Better roads, clean up downtown and high traffic areas
- Roads
- More parking
- We need a couple major chain grocery stores and restaurants
- Allow for a variety of shops to open in the empty store fronts, revitalize the entire area to give it more appeal
- A facelift
- Renovate Old Campbell County Courthouse to use for events and meetings as well as for the history museum
- Renovate the Campbell County Courthouse
- Façade improvements for the buildings that appear run down
- More sidewalks and more grocery options
- Would like to spend money close to home. A Mexican restaurant with a patio or soul food restaurant
- Better parking to access the eating establishments
- More restaurants
- More restaurant choices, more resources for youth
- High-end sit-down restaurants
- Parking
- Start and finish complete streets and DD overlay projects
- Uniform architectural features, murals, sidewalks, benches

**16) What is your primary reason for visiting downtown?**

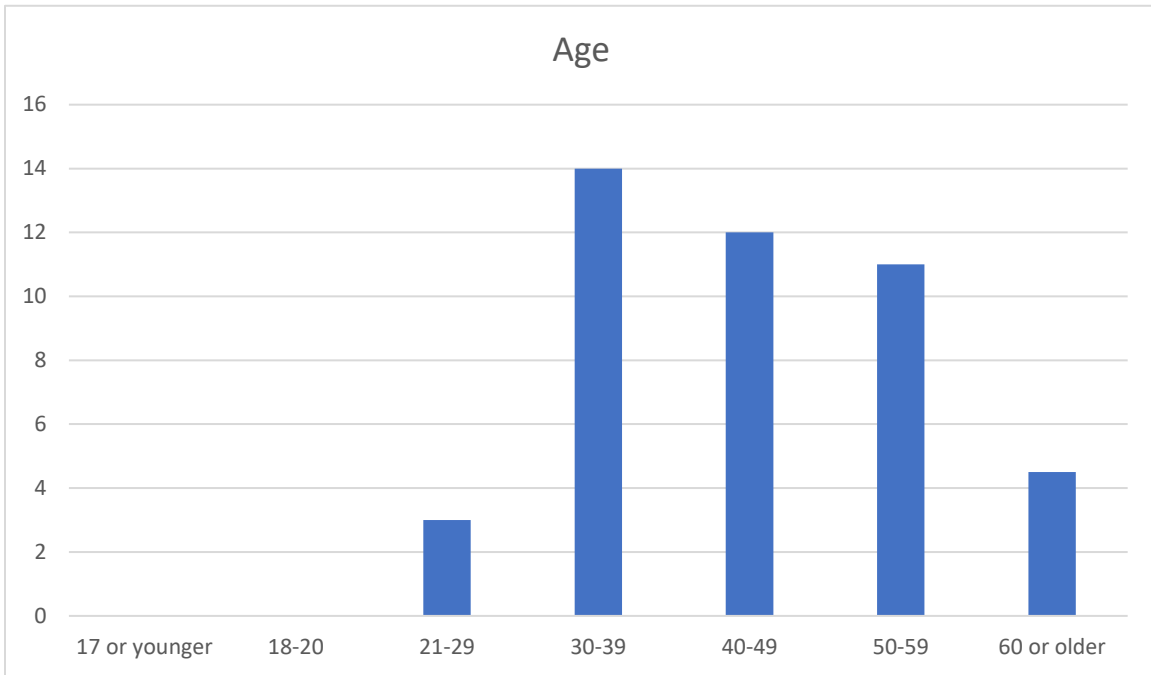
\*multiple selections possible



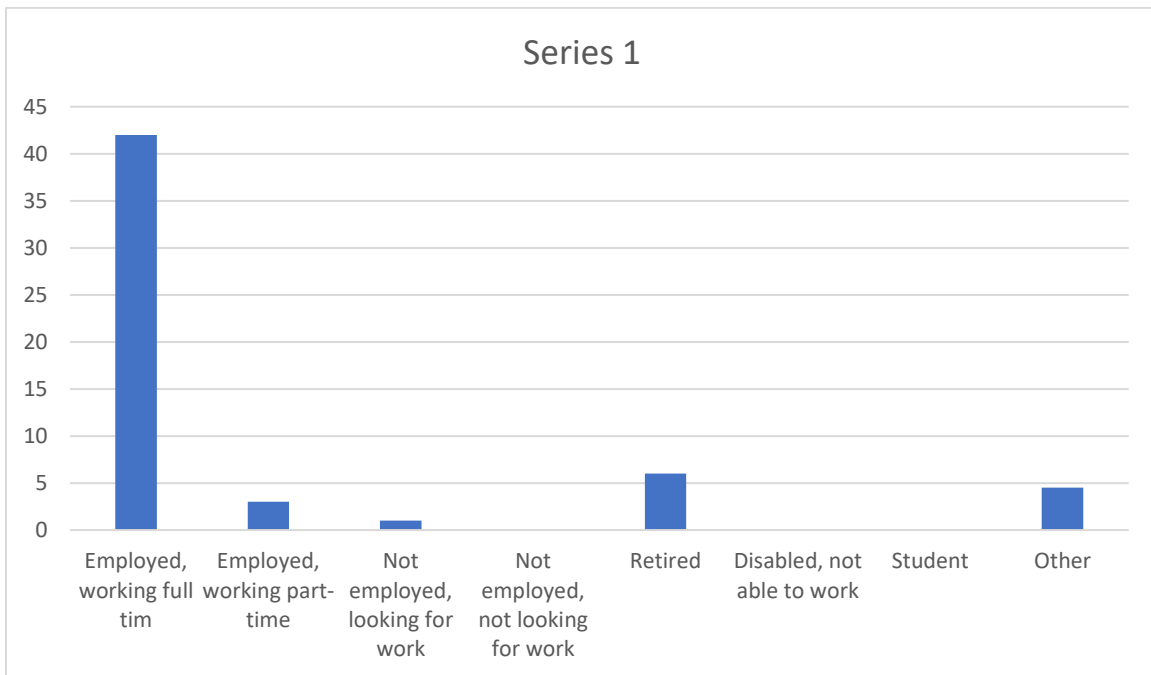
**17) How long have you lived in Fairburn?**



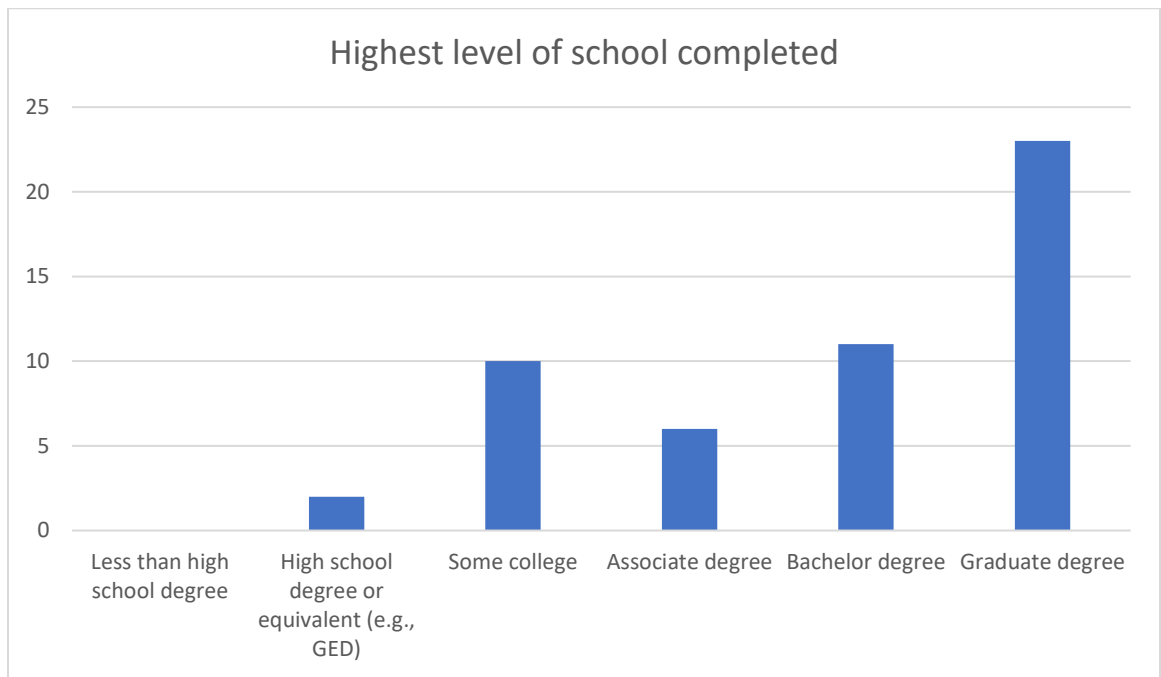
**18) What is your age?**



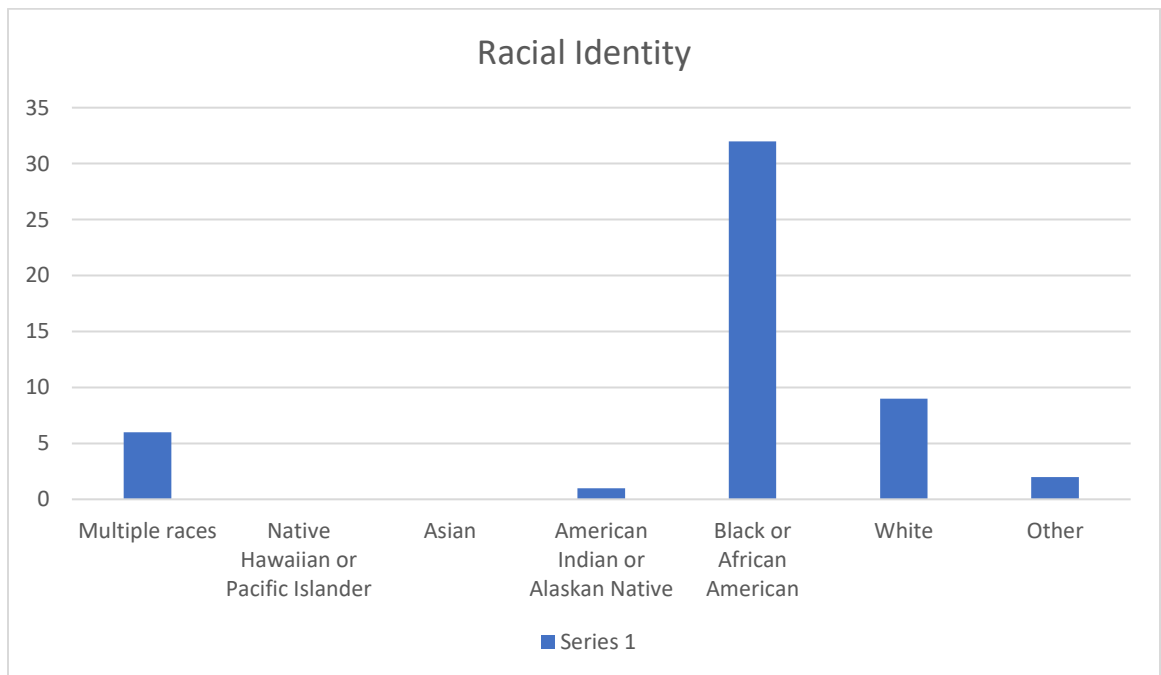
**19) Which of the following categories best describes your employment status?**



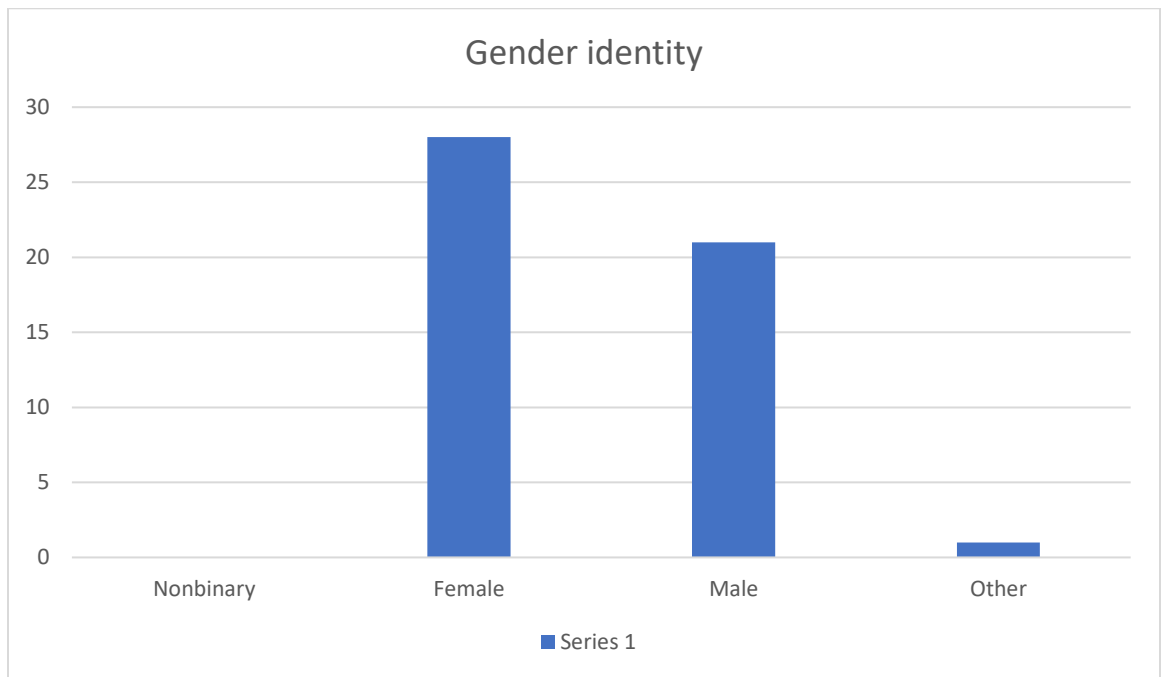
20) What is the highest level of school you have completed or the highest degree you have received?



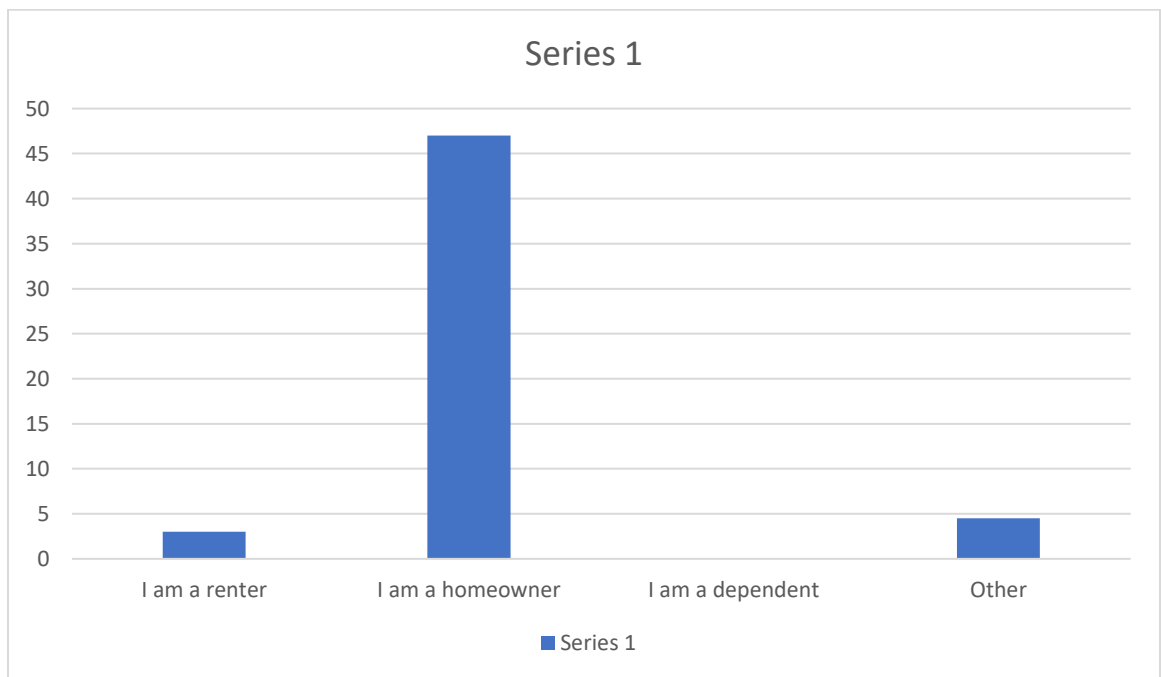
21) What race do you identify as?



**22) What is your gender identity?**



**23) What best describes your housing status?**



\*Note here that the survey was overwhelmingly completed by homeowners. As such, the priorities of renters may be underrepresented

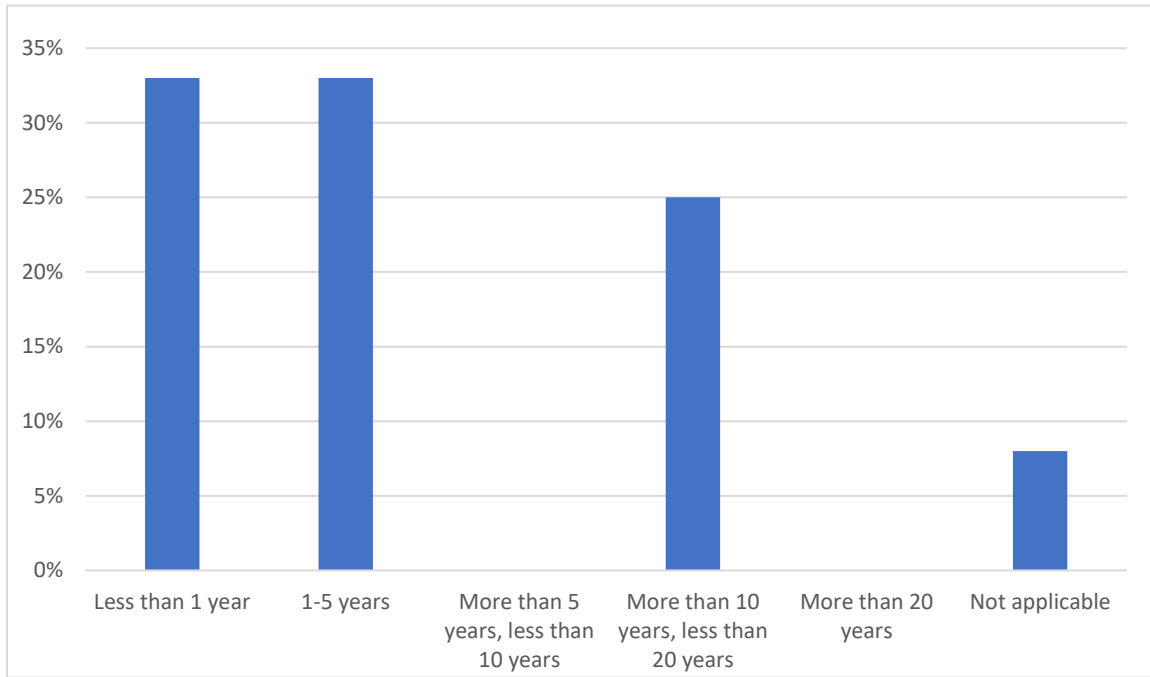


# APPENDIX B: COMMUNITY MEETING RESULTS

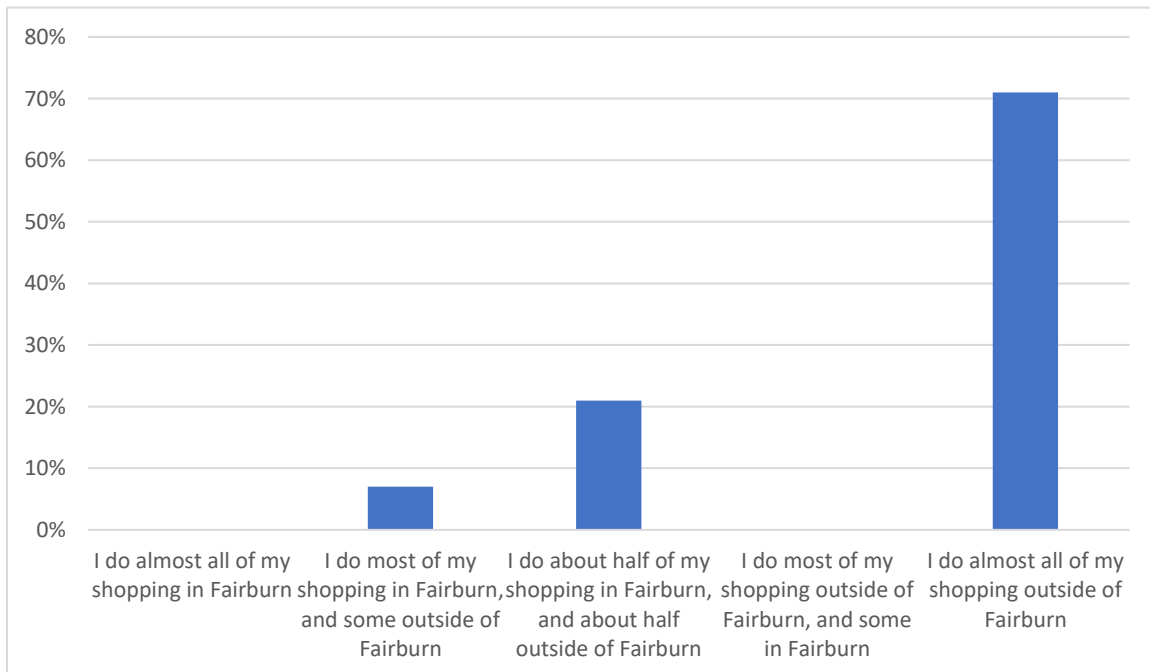


# COMMUNITY MEETING RESULTS

## 1) How long have you lived in Fairburn?



## 2) Do you do most of your shopping in Fairburn, or elsewhere? (Select the option that most applies)



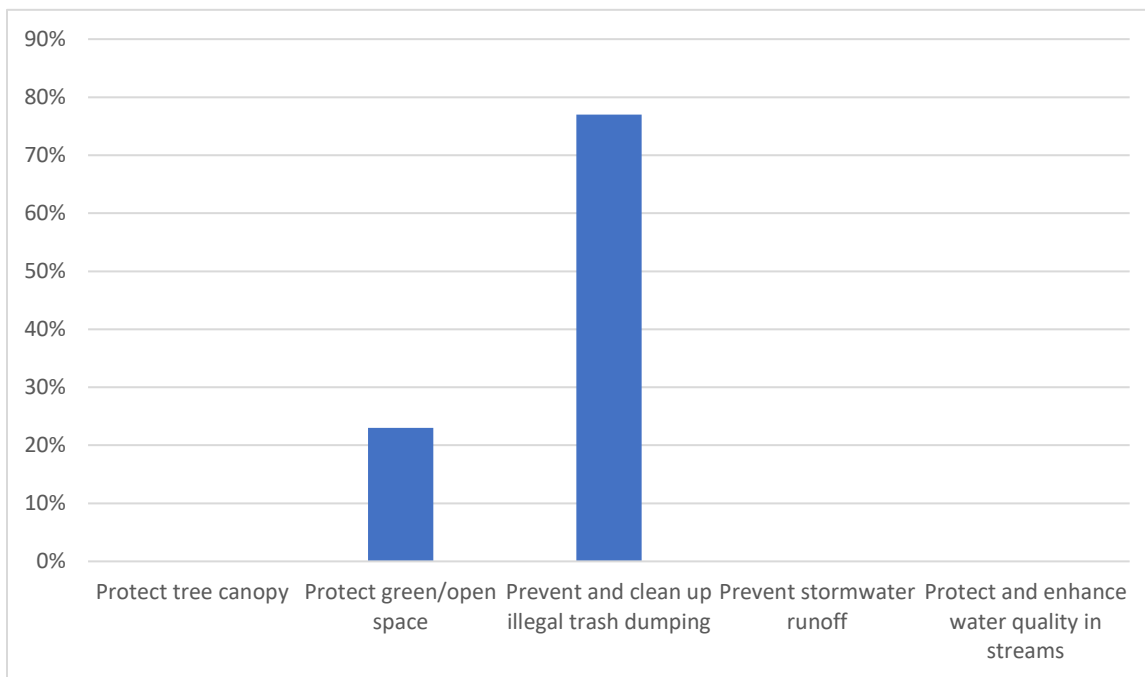
3) What (one) type of retail would you most like to see in Fairburn?



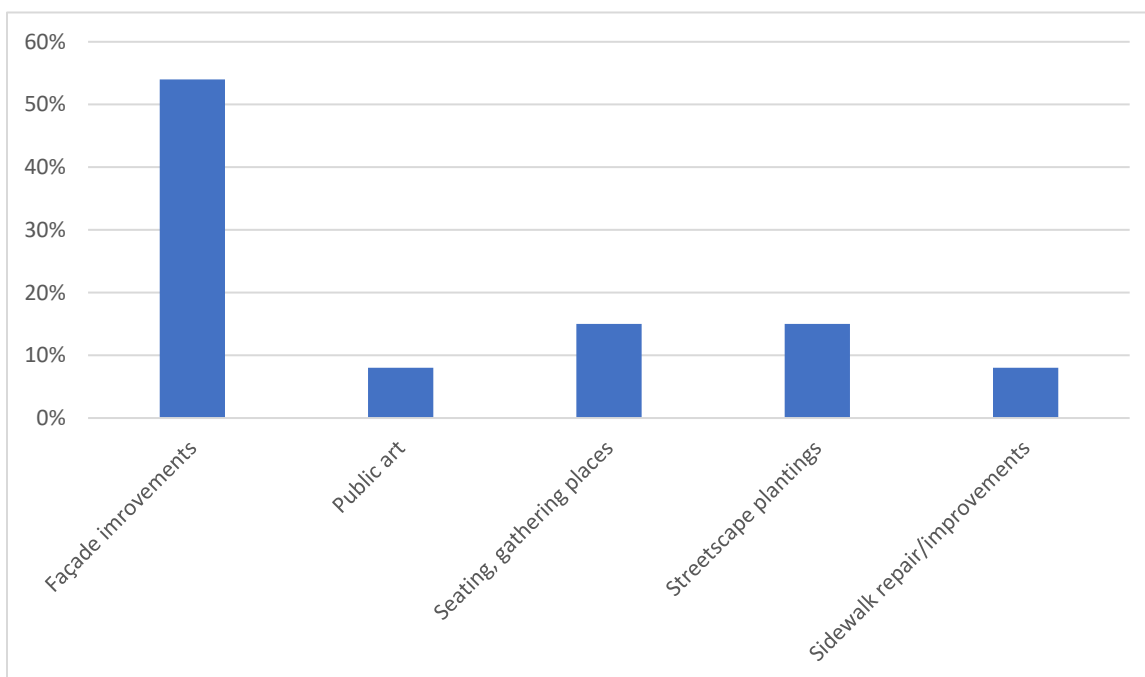
4) What demographic could be better served in Fairburn? How could this group be better served?

- Seniors
- Youth
- Wellness center for all ages
- Seniors
- Young adults
- Seniors and low-income residents could use better housing options and locations that are closer to transit
- Youth
- More public transportation and ride share
- Seniors
- Youth/teens
- Wellness center

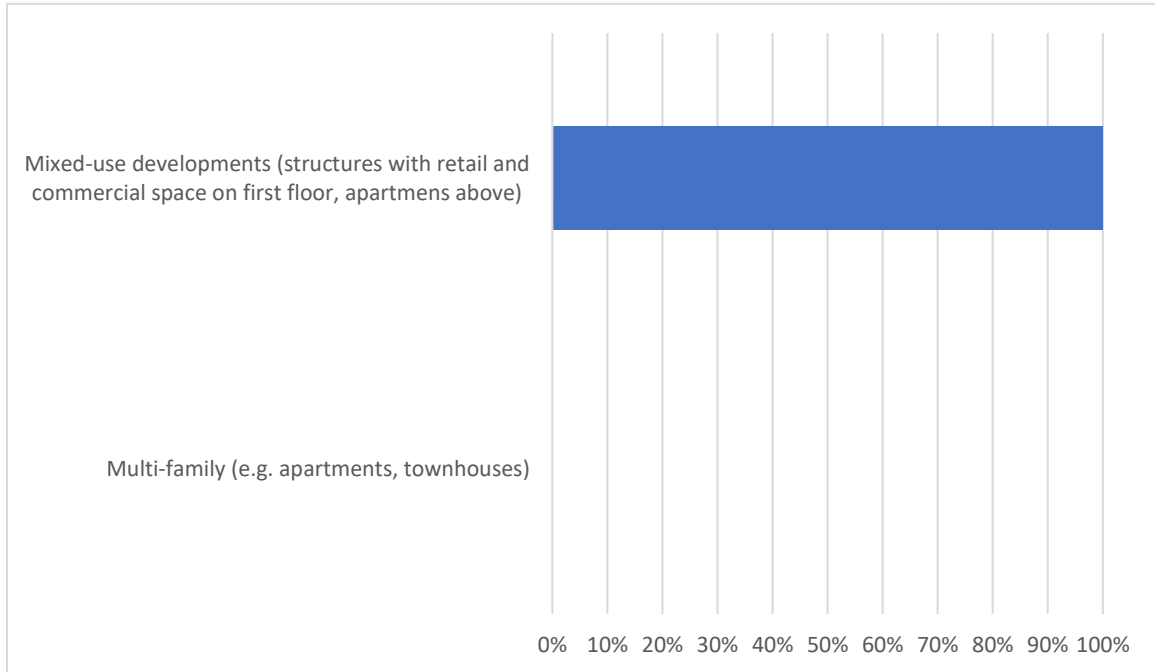
5) Of the following environmental concerns, which is the most important to address in Fairburn?



6) What type of aesthetic improvement would you most like to see in Downtown Fairburn?



**7) Would you prefer to see multi-family or mixed-use development downtown?**



**8) Where in Fairburn would you like to see a passive recreation park?**

- Downtown Fairburn area
- Downtown
- Hwy 74
- Close to apartment complexes near I-85 on 74
- Off of Milton Rd near 74
- Downtown
- Off Hwy 74 area



9) What type of public art would you most like to see downtown?



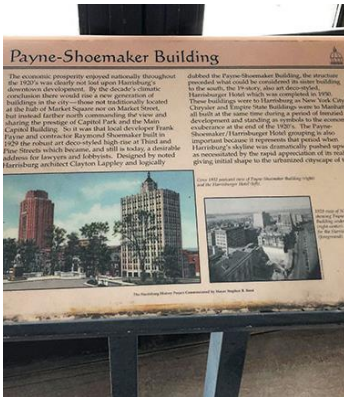
A. Light Installations – 67%



B. Murals – 7%



C. Interactive Art – 13%

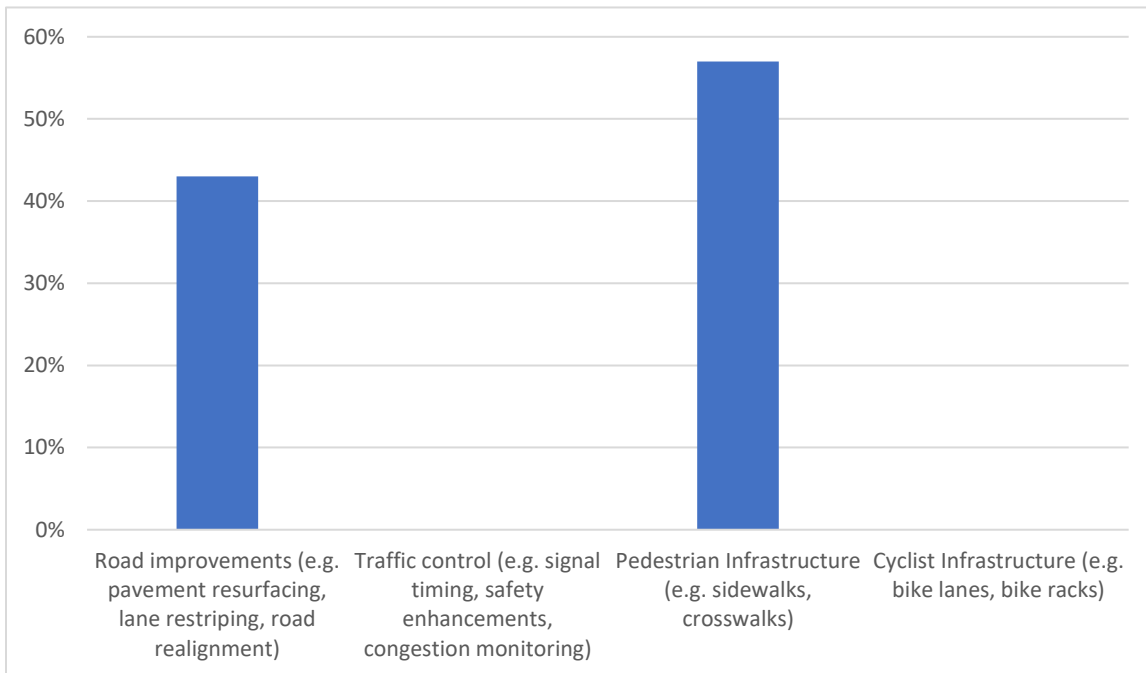


D. Historical Markers – 7%



E. Sculpture – 7%

**10) Please select the transportation issue you feel is most important to address:**



# Appendix C: Meeting Summaries



# MEETING SUMMARIES

## City of Fairburn – Comprehensive Plan Steering Committee Meeting #1

Thursday, March 26, 2020, Virtual, at 2:00 pm

### Meeting Summary:

The meeting began with an introduction of the steering committee, City of Fairburn Staff, and ARC staff. Introductions were followed by a presentation on Comprehensive Planning that covered the purpose of comprehensive planning, the elements that go into the process, and the timeline. Following this overview, data was presented to the steering committee including demographic, housing, economic, and transportation trends in Fairburn over time.

After presenting the data, the steering committee was asked the following questions, and their answers recorded:

- **What are the best assets in Fairburn?**
  - Younger population
  - Downtown
    - Nice street front
  - Historic buildings
  - Restaurant in train building
  - Foot traffic
  - Accessibility
  - Access to I-85
  - Access to airport
  - Small town charm
  - Young workforce
  - Diverse workforce
  - Increasing single-family homes/tax base
  - Educational Resources
    - Private 2-year college
    - Planned STEM school
  - Land availability
  - Economic growth potential
  - Adjacent to other cities experiencing growth

- **What are the challenges facing Fairburn?**
  - Issues accessing I-85
    - Dangerous
    - Traffic control signal needs to be reworked
    - Traffic flow needs to be addressed
  - Barriers from CSX railroad in the center of town
  - Congestion on SR 74/Senoia Road
  - Downtown is underutilized/untapped potential
    - Lack of options for downtown entertainment
    - Lack of places for gathering
    - Lack of attractions
    - Need more retail dining options/quality restaurants and stores
    - Lack of retail diversity
    - Need quality grocery stores
  - Perception of public schools
  - Public school ranking
  - Parking challenges downtown
    - Parking is an issue allowing access to OZ/subway (and others in immediate area)
  - Truck traffic congestion due to existing warehouses
  - Spatial disconnect within the city – one part located downtown and the other at HWY 74
    - Downtown is separate from other go-to areas
  - People can't always safely cross the road downtown
  - I-85 serves as a divide/barrier for certain areas in the city
  - Lack of safe railroad crossings
  - Intermittent sidewalks (sidewalk gaps)
  - The city doesn't utilize the hotel/motel tax to promote itself
  - Untapped resources – let people know Fairburn is here and ripe for growth
  
- **What one thing would you tell someone about Fairburn to convince them to move here?**
  - Small town feel
  - Great parks
  - Everyone knows each other



- Amazing potential for growth
- Solid existing housing stock
- Three planned subdivisions
- Opportunity to diversity employment sector
- The growth the city has experienced is great
- Charm / a community with a hometown feel
- Great opportunity to create a strong brand/image
- Has a centralized/real historic downtown with potential
- Easy access to (approachability of) local government and city officials.  
Residents feel and are able to communicate their needs
- Close enough to metro Atlanta, but far away to be unique
- Close access to metro Atlanta and the airport
- Great recreational programs
- Duncan Park Pool and splash pad
- Great city staff
  - Attentive and take their time in reviewing future projects to make sure they meet the vision of the Mayor and Council, as well as the comp plan
- Good potential for redevelopment (commercial real estate)
- Great opportunities for small businesses and entrepreneurs

At their request, steering committee members were sent a copy of the PowerPoint presentation following the meeting

## City of Fairburn – Comprehensive Plan Steering Committee Meeting #2

Wednesday, April 15, 2020, Virtual, at 9:00 am

### Meeting Summary:

The meeting began with a recap of the assets and challenges identified by the steering committee in the first meeting. This recap was followed by a new set of questions for the steering committee, some of which built on insights provided by the committee in the first meeting. The responses to these questions were recorded.

- **Of Fairburn’s assets, which is the strongest?**
  - Location (x4)
  - Geared for growth
    - Endless potential
  - Education
    - Landmark
    - STEM school
  - Small business opportunities
  - Workforce
  - Housing
  
- **How can Fairburn’s assets be used to address the City’s needs?**
  - Location
    - Promote Fairburn as a location
    - People can go to Fairburn that don’t want to go all the way to downtown ATL
    - Using the location as an asset/tool to drive economic development
      - Retail/restaurants
      - Attract the weekend and after-5 crowd to spend money downtown
  - Identity/marketing/branding
    - Can use this as a tool to address challenges (bring new business/patronage)
    - Have a full-time economic development person who can champion marketing/branding
  - Improving curb appeal to attract businesses
    - LCI streetscape project – will attract new businesses

- Using technology / City of Fairburn website as a one-stop-shop – all that you need is in the City of Fairburn
    - Advertise business opportunities
    - Advertise workforce development opportunities
- **Going forward, what should the role of the City be with regards to attracting retail, restaurants, and entertainment downtown?**
  - Provide incentives
  - Make downtown more attractive
  - Brand the City better
    - Not just through social media, brochures, fliers, other
  - Focus on creating a pedestrian-friendly, walkable community
  - Start a business association
  - Façade grants (continue? I believe Tarika started a program for this)
  - Rely more on the downtown development authority to attract businesses
    - Make strategic purchases to advance city objectives
  - Create public-private partnerships to promote greater development
  - Create a retail space around city plaza
- **Going forward, what should the role of the City be with regards to lack of safe pedestrian crossings and sidewalk gaps?**
  - The city is actively working to bring Fairburn into ADA compliance
  - Downtown LCI streetscape project is addressing some of these issues

Steering committee question: is money allocated yearly for sidewalks?

Answer: No, but something that can be looked into in the future

Different departments are responsible for sidewalk implementation and maintenance. More interdepartmental coordination would be useful

Money is allocated from general funds towards capital improvements and pedestrian improvements

TSPLOST money is applied to sidewalks

- **Going forward, what should the role of the City be with regards to encouraging economic growth?**
  - Need to push/develop business incentives
  - Explore new market tax credits
  - Continue façade improvement grant program (that Tarika and Sylvia started)
  - Talk to prospective business owners

- Attention to Land Use – make sure zoning and overlay allow economic development and growth
    - Make sure zones are located in places where growth is desired
    - Language in each zoning district matters
    - Spatial layout
    - Seeking administrative rezoning
    - Make sure zoning districts, and the language use in each, matches the plan
  - More small business grants
  - Revolving loan funds
  - Hold more festivals and events
    - People can see what Fairburn is and what they have to offer
    - Can find partners to help host this so the brunt of the work doesn't fall on city staff
  - Create small business incubators
  - Activate spaces downtown with popups
  - Art has and can continue to play a big role in economic growth (x3)
    - Just established an Arts Advisory Council
  - Promote inclusion and diversity
  - (Note: no opportunity or enterprise zones in Fairburn)
- **Going forward, what should the role of the City be with regards to addressing parking challenges downtown?**
    - Buy land (X3)
      - Strategic purchase – maybe Washington St, Campbellton Rd
    - Overflow parking
      - Georgia Military College
    - LCI streetscape project will add parking
      - Hopefully constructed in 3–6 months
      - LCI streetscape will create an underground tunnel for people to cross under the train tracks
      - Committee member hopeful that LCI consultants might be able to locate other areas to add parking

Following these questions, the Housing, Transportation, and Economic development assets and opportunities listed in the 2015 Comprehensive Plan were compared to those identified by the steering committee in the first meeting for the 2020 Comprehensive

Plan Update. The steering committee discussed which assets and opportunities from the 2015 Plan should be kept in or excluded from the 2020 update and discussed what new assets and opportunities should be added. The responses were recorded.

- **Housing assets/opportunities**
  - **Consider adding to 2020 update**
    - Multifamily housing is needed in strategic locations
      - More density
      - (notably, multifamily housing often has pushback from residents)
    - Need a mixture of housing options downtown
      - Downtown – Mixed–use development – could have commercial/retail on the ground floor, and multifamily above
      - Would strengthen the goal to make downtown an area to live/work/play
      - Hudson Plaza might be a prime location for mixed use development
    - Tiny Houses/Accessory Dwelling Units
      - If developers express interest in building tiny houses, they can make it happen
      - Example: Pinewood incorporated tiny homes into their footprint – something Fairburn could replicate
    - More affordable housing is needed
      - Opportunity to utilize ARC work – Metro Atlanta Housing Survey
      - Note: A committee member expressed concern that affordable housing will affect the marketability of downtown
        - Would rather have mixed income housing options downtown (affordable, workforce, and market rate, as to not detract developers)
    - Tiny homes
    - Affordability at different stages in life
      - Affordable aging–in–place
    - Lightning community (older residents) needs to be a priority
      - Area could be ripe for senior housing



- **Transportation Assets/Opportunities**
  - **Consider adding to 2020 update**
    - Park and Ride system completed (~February 2020)
    - Will be advertised once people can return to work
    - Transit bus shelters in locations frequented by senior citizens
      - Are pursuing this but MARTA provision of shelters is based on ridership
      - Alternatively, could be paid for with City funds
    - Wayfinding signs
      - Some are planned
    - Need more MARTA routes (is this in pursuit)
      - On 74
      - On Oakley Industrial
    - Add pedestrian bridge
      - Note: currently pursuing two to help ensure safe railroad crossings
  
- **Economic Development Assets/Opportunities**
  - **Consider adding to 2020 update**
    - Need more MARTA routes
      - On 74
      - On Oakley Industrial
    - Add pedestrian bridge
      - Note: currently pursuing two to help ensure safe railroad crossings
    - Small business incubation program
    - Have an art gallery
      - Note: could have pop up galleries to activate public spaces downtown
      - Or improve on theater
    - Healthcare amenity / Urgent Care
      - Committee member noted that these can attract folks
      - Closest urgent care is in Newnan
    - Enhance existing farmer's market
    - Create a farmer Co-op
      - Want something similar to market 166
    - Continue to tap into the film industry

- Note: working on creating a film ordinance
  - Working to become a film-ready city
- Utilize Hotel/Motel tax

## City of Fairburn – Comprehensive Plan Steering Committee Meeting #3

Thursday, August 27, 2020, Virtual, at 10:00 am

### Meeting Summary:

The purpose of the third steering committee meeting was to review the vision statement, as well as the descriptions and boundaries of the character areas in Fairburn. In discussing the vision statement from 2015, the steering committee decided that the statement should remain the same, and determined that one of the intentions supporting the statement should be updated from:

- Have a residential base that supports the community’s needs for housing for all stages in life

To:

- Attract a mixed-income residential base that supports the community’s growth needs for housing for all stages in life.

All other intentions from the 2015 comprehensive plan remain in the 2020 update. In discussing each of Fairburn’s character areas, the Steering Committee recommended several changes.

Additions to the development strategies for the Town Center Mixed-Use Character Areas include:

- Encourage the development of various housing types
- Encourage vibrant architectural designs and unique amenities
- Promote the implementation of public art and placemaking assets
- Promote cohesive building signage.

Changes to the development strategies for the Highway Mixed-Use Character Areas include:

- Building height should be limited to four (4) stories

Additions to the appropriate land uses for the Highway Mixed-Use Character Areas include:

- Mixed-use
- Lodging

- Transit-oriented development

Additions to the appropriate land uses for the Neighborhood Commercial Character Areas include:

- Office
- Institutional
- Day Care Centers

Additions to the development strategies for the Greenspace Character Areas include:

- Continue to sustain and preserve these areas for future generations

## City of Fairburn – Comprehensive Plan Steering Committee Meeting #4

Wednesday, October 14, 2020, Virtual, at 10:30 am

### **Meeting Summary:**

For the final steering committee meeting, the steering committee reviewed the community work program from the 2015 Comprehensive Plan. This was done to help determine what items would remain in the 2020 update, what new items would be added based on newly identified needs and opportunities, and which were no longer relevant.



## City of Fairburn – Comprehensive Plan Public Meeting #1

Thursday, July 30, 2020, Virtual, at 6:00 pm

### Meeting Summary:

The public meeting began with an introduction to the purpose and process of comprehensive planning. Given the virtual meeting format, attendees were asked to provide feedback via PollEverywhere.

Questions asked included:

- How long have you lived in Fairburn?
- What do you think is the most important housing need in Fairburn?
- Would you prefer to see multi-family or mixed-use development downtown?
- Where downtown would you like to see multi-family or mixed-use housing?
- What one (1) type of retail would you most like to see in Fairburn?
- Please select the transportation issue you feel is most important to be addressed
- Drop a pin where cyclist/pedestrian safety is a concern
- Drop a pin where road improvements are most needed
- Which type of aesthetic improvement would you most like to see in Downtown Fairburn
- What type of public art would you most like to see downtown
- Of the following environmental concerns, which is the most important to address in Fairburn?
- Where in Fairburn would you like to see a passive recreation park?

Answers to these questions are documented in appendix A

# City of Fairburn – Comprehensive Plan Public Meeting #1 Notices

Thursday, July 30, 2020, Virtual, at 6:00 pm

## Facebook:



The City of Fairburn Presents

# COMPREHENSIVE PLAN 5 YEAR UPDATE

*Community Meeting*

07/30 2020 @ 6:00 - 7:30 pm

Investing in your city's future by presenting  
*Your Vision for Your Community*

Join Zoom Meeting

City of Fairburn  
July 30, 2020

Comprehensive Plan 5 Year Update Community Meeting. The City of Fairburn invites you to a zoom meeting this evening, Thursday, July 30, 2020, @ 6:00 pm - 7:30 pm.

Join Zoom Meeting  
<https://zoom.us/j/7709642244>

Dial-in #... See More

1 Comment

Like Comment Share

Oldest

Clay Cole  
Power is out on W Campbellton St just pass Elder  
29w

## Twitter/Nextdoor:



City of Fairburn @CityofFairburn · Jul 30, 2020

Comprehensive Plan 5 Year Update Community Meeting  
[nextdoor.com/city/post/1565...](https://nextdoor.com/city/post/1565...) via @Nextdoor



Comprehensive Plan 5 Year Update Community Meet...  
Comprehensive Plan 5 Year Update Community Meeting. The City of Fairburn invites you to a zoom ...  
[nextdoor.com](https://nextdoor.com)

Reply Retweet Like Share

## WEBSITE:



### Comprehensive Plan 5 Year Update Community Meeting

Marketing Specialist D'Avante Parks from City of Fairburn · 30 Jul

Comprehensive Plan 5 Year Update Community Meeting. The City of Fairburn invites you to a zoom meeting this evening, Thursday, July 30, 2020, @ 6:00 pm - 7:30 pm.

Join Zoom Meeting

<https://zoom.us/j/7709642244>

Dial-in #

(929) 205-6099

Meeting ID: 770 964 2244

Public comments and questions may be submitted by emailing [communitydevelopment@fairburn.com](mailto:communitydevelopment@fairburn.com).

Join our Cloud HD Video Meeting  
Zoom is the leader in modern enterprise video communicati...  
ZOOM.US

30 Jul · Subscribers of City of Fairburn in General

THANK | 1

REPLY

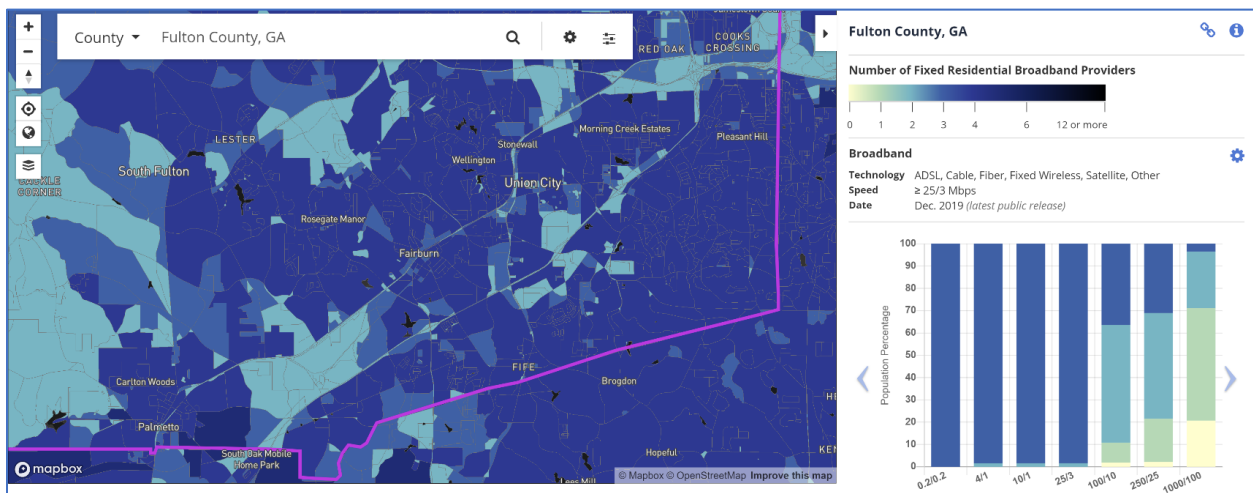


# APPENDIX D: Broadband Access

# BROADBAND ACCESS

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

The following map identifies broadband services in Fairburn.



Source:

<https://broadbandmap.fcc.gov>

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

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

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

Metro Atlanta, and Fulton County, generally enjoy widespread access to broadband technology from at least two to four service providers. As the market for broadband technology continues to expand and improve throughout the region and the State, Fairburn seems well-positioned to ensure that access to the technology will be available in their market.

# **APPENDIX E:**

## Report of Accomplishments



# REPORT OF ACCOMPLISHMENTS

	Start	End	Responsible Party	Cost Estimate	Funding Source	Status as of December 2020
<b>Population Change</b>						
Create a multimedia newcomer package of information for new residents.	2010	2010	City Administrator	\$500	General Fund	Completed
Plan annual events to create and foster community.	2010	Underway	City Administrator	\$15,000	General Fund	Underway
Make public education materials available in Spanish.	2007	Underway	Citywide	\$500	General Fund	Underway
Work with local groups to expand local festivals and activities to include a wider range of cultures and languages.	2008	Underway	Community Development	\$5,000/YR	General Fund	Underway
Identify higher educational institutions that could establish a satellite campus/facility in Fairburn.	2007	2012	Economic Development	--	General Fund	Underway
Work with local developer(s) of the Office Park to include the satellite facility in the new office park development.	2007	2012	Community Development	--	General Fund	Canceled: No longer relevant.
Coordinate planning efforts with local industrial and business leaders so that technical education and industry located within the park can benefit each other.	2007	Underway	Economic Development	--	General Fund	Canceled: No longer relevant.

	Start	End	Responsible Party	Cost Estimate	Funding Source	Status as of December 2020
Work with private developers to create housing and facilities that cater to an older population.	2006	Underway	Community Development	--	General Fund	Underway

	Start	End	Responsible Party	Cost Estimate	Funding Source	Status as of December 2020
<b>Economic Development</b>						
Identify areas for possible Enterprise Zones.	2011	Underway	Economic Development	--	General Fund	Underway
Identify areas for possible Urban Redevelopment projects.	2011	Underway	Economic Development and Community Development	\$30,000	General Fund	Underway
Identify areas for possible Opportunity Zones.	2013	Underway	Economic Development	\$5,000	General Fund	Underway
Identify areas for possible Brownfield and Greyfield areas and develop incentives to encourage redevelopment	2012	Underway	Economic Development	--	General Fund	Underway
Evaluate Zoning Ordinance and identify possible text amendments to attract businesses to locate in Fairburn	2012	Underway	Community Development	--	General Fund	Underway
Inventory property available for commercial and industrial development. Focus on infill and redevelopment opportunities.	2007	Underway	Economic Development and Community Development	\$4,000	General Fund / Grants	Underway
Assess utility infrastructure needs and availability to properties listed in the inventory.	2007	2008	Utility Department	--	Enterprise Fund	Underway

	Start	End	Responsible Party	Cost Estimate	Funding Source	Status as of December 2020
Create Director of Community Development position. Job description to include responsibility for implementation of the Economic Development Short-Term Work Program	2007	2007	City Administrator	\$80,000/YR	General Fund	Completed
Coordinate efforts with Chamber of Commerce and South Fulton Aerotropolis.	2007	Underway	Community Development	--	General Fund / Grants	Underway
Develop and implement a strategic citywide Economic Development Plan.	2007	2016	Community Development	\$40,000	General Fund	Completed
Marketing campaign to promote Fairburn to new residents and tourists. Include branding, image, marketing, incentives.	2008	Underway	Economic Development	\$60,000	General Fund / Grants	Underway The Branding Report was completed in Sept. 2015.
Develop a small business recruitment and retention program.	2008	Underway	Economic Development	\$12,000	Local DTDA	Underway
Identify desirable industries and develop a recruitment program to attract identified industries to locate in Fairburn.	2008	Underway	Economic Development	\$50,000	General Fund	Underway
Identify incentives to encourage identified businesses and industries to locate in Fairburn.	2008	Underway	Economic Development	\$6,000 – \$18,000	General Fund	Underway
Streamline the permitting process for DHD redevelopment/restoration projects.	2007	2009	Planning & Zoning	--	General Fund	Completed
Work with a private developer to facilitate the development of the office/industrial park mixed-use development at City Lake as identified in the Character Area Map.	2006	2012	Community Development and Planning & Zoning	--	General Fund	Cancelled – change in the intended land use

	Start	End	Responsible Party	Cost Estimate	Funding Source	Status as of December 2020
<b>Housing</b>						
Evaluate needs for Senior Housing or Multi-family housing	2009	Underway	Community Development	--	General Fund	Underway
Complete inventory of property available for infill and redevelopment opportunities.	2013	Underway	Economic Development Community Development	\$500	General Fund	Underway
Provide training/education for homeowners on how to avoid foreclosures	2011	2011	Community Development	--	Private Developer	Canceled. No longer relevant - market change.
Streamline site plan review and approval process for smart growth and mixed-use developments.	2007	2009	Planning & Zoning	\$1,000/YR	General Fund	Completed
Identify areas desirable for residential infill development and redevelopment.	2007	Underway	Community Development	\$2,000/YR	General Fund	Underway
Work with the development community to provide future housing through infill development and redevelopment.	2007	Underway	Community Development	\$2,000/YR	General Fund / Grants	Underway
Review zoning ordinance and design standards to ensure that they allow for and encourage a variety of housing options.	2007	2016	Community Development	\$3,200	General Fund / Grants	Completed
Work with local banks to provide education and assistance to increase the percentage of home ownership.	2009	Underway	Community Development	--	General Fund	Underway

	Start	End	Responsible Party	Cost Estimate	Funding Source	Status as of December 2020
<b>Land Use</b>						
Update Future Land Use Map	2012	Underway	Community Development	--	General Fund	Underway
Evaluate the need for design and architectural standards for redevelopment, infill development to assure consistency with surrounding land use and architectural styles.	2012	2012	Community Development	--	General Fund	Completed
Develop a Future Land Use Map that is consistent with the Character Areas Map.	2007	2009	Planning & Zoning	\$6,000	General Fund	Completed
Review and update zoning ordinance and map to ensure consistency with Character Areas Map.	2007	2009	Planning & Zoning	\$18,000 – \$25,000	General Fund	Completed
Develop a plan for the DHD that addresses each of the sub-character areas.	2007	2009	Planning & Zoning	\$3,200	General Fund / Grants	Completed
Develop design and architectural standards for redevelopment, infill development, and/or new development in each of the Character Areas to assure consistency with surrounding land uses and architectural styles.	2007	2012	Community Development	\$2,400	General Fund / Grants	Underway Partially completed in 2012. Work will continue in 2020–2021 and be ongoing.
Revise the downtown zoning classification to allow for upstairs residential and mixed-use developments.	2006	2007	Planning & Zoning	\$6,300	General Fund / Grants	Completed. Review & update of the Hwy 29 Overlay District standards during the update of the Downtown Master Plan (2020–2021)



Develop a Hwy 29 overlay that is consistent with the City's goals for downtown revitalization and historic preservation.	2007	2009	Planning & Zoning	\$2,300	General Fund / Grants	Completed
Create a zoning classification for neighborhood commercial uses in identified neighborhood centers.	2007	2009	Planning & Zoning	--	General Fund	Completed
Develop and enforce citywide property maintenance standards.	2007	2012	Code Enforcement Officer	--	General Fund	Completed
Audit the Zoning Ordinance and Official Zoning Map to ensure consistency with goals of the Comprehensive Plan and create an action plan for Zoning Ordinance and/or map amendments.	2017	2019	Planning & Zoning	\$63,730	General Fund	Completed
Conduct active recreation study to create a Parks Development Plan.	2022	2025	Parks & Recreation	\$100,000	General Fund	To start in 2022
Build an active recreation park south of I-85.	2022	2024	Parks & Recreation	\$350,000	General Fund	To start in 2022

	Start	End	Responsible Party	Cost Estimate	Funding Source	Status as of December 2020
<b>Transportation</b>						
Apply for LCI funds. A program designed to provide assistance to sponsors during the development and implementation of LCI transportation projects.	2009	2009	Community Development	--	General Fund/ Matching Funds	Completed
Apply for LCI Phase 1 funding for the Priority 1 Area.	2011	2011	Community Development	\$500,000	General Fund/ Matching Funds	Completed
Coordinate traffic improvement efforts along the GA Hwy 74 corridor.	2011	Underway	City Engineer	--	General Fund	Underway
Coordinate traffic improvement efforts along the Oakley Industrial Boulevard corridor.	2011	Underway	City Engineer	--	General Fund	Underway
Assist with the signalization process approval for the proposed Harris Road intersection improvements.	2011	2013	City Engineer	--	Private Developer	Completed
Assist with the signalization process approval for the proposed Meadow Glen intersection improvements.	2011	2013	City Engineer	--	Private Developer	Completed
Assess the current location of MARTA bus stops and identify areas that need additional stops.	2007	Underway	City Engineer	--	General Fund	Underway
Identify bus stops in need of improvement.	2006	Underway	City Engineer	--	General Fund	Underway
Coordinate with MARTA and seek additional funding to make necessary improvements.	2007	Underway	City Engineer	--	General Fund	Underway
Work with MARTA to locate an express bus stop (park and ride) near the interstate in the City of Fairburn.	2008	Underway	City Engineer	--	Private Dev.	Underway

Educate residents and promote alternative transportation sources in the City.	2006	Underway	City Engineer	\$250	General Fund	Underway
Support traffic calming measures along congested roadways.	2006	Underway	City Engineer	--	General Fund	Underway
Encourage connectivity between neighborhoods and roads in new development and redevelopment.	2007	Underway	City Engineer	--	General Fund	Underway
Develop a pedestrian transportation plan including new sidewalks, fixing existing sidewalks, community connections in coordination with the Greenspace Plan.	2008	Underway	City Engineer	--	General Fund	Underway Will be part of implementation of new Comprehensive Plan.
Identify areas where parking can be added and improved in the DHD.	2007		City Engineer	--	General Fund	Underway
Work with DOT to design and implement streetscape improvements on Highway 29/Broad Street.	2007	2012	City Engineer	\$15,000	General Fund / Other	Completed
Seek funding for Broad Street (Hwy 29) Streetscape.	2007	2010	City Engineer	--	General Fund / Other	Completed
Participate in Highway 74 Study.	2017	2019	Fayette County SR74 Gateway Coalition	--	GDOT	Completed
Hire a consultant to develop wayfinding system plan for driving and walking.	2022	2023	Community Development / Main Street	\$20,000	General Fund	Underway
Develop a plan for gateway entrance features	2017	2018	Union City/Fairburn DOT	\$104,036	Federal Highway Administration 80/20 split	Completed

	Start	End	Responsible Party	Cost Estimate	Funding Source	Status as of December 2020
<b>Natural &amp; Cultural Resources</b>						
Continue to enforce sediment and erosion control ordinance/requirements to mitigate negative impacts of construction runoff in Fairburn's waterways.	2007	Underway	Code Enforcement	--	General Fund	Underway
Review the Tree Protection Ordinance, Landscape Ordinance, and open space/ green space/ buffer requirements and combine them into one ordinance.	2011	2012	Planning & Zoning	\$3,000	General Fund	Completed
Identify funding sources to implement recommendations as part of the Hwy 29 Corridor Overlay District	2012	Underway	Planning & Zoning	--	General Fund / Grants	Underway
Coordinate compatible goals with the Fulton County Comprehensive Plan.	2012	Underway	Planning & Zoning	--	General Fund	Underway
Establish a Historic Preservation Board to oversee protection and preservation efforts.	2007	Underway	Planning & Zoning	--	General Fund	Underway
Establish criteria for historic designation.	2007	2008	Community Development	\$6,200	General Fund / Grants	Completed
Complete an inventory of historic structures in the City.	2007	2008	Community Development	\$6,200	General Fund / Grants	Underway
Expand/Revise the historic district overlay to include design standards and preservation requirements to protect historic resources.	2007	2009	Planning & Zoning	\$3,000	General Fund / Grants	Completed

Identify funding sources and potential incentives available for historic restoration and adaptive reuse projects in the DHD.	2007	Underway	Economic Development & Main Street	\$3,000	General Fund	Underway
Complete an inventory of environmentally sensitive areas and significant environmental areas for (potential) preservation.	2007	2008	City Engineer	--	General Fund	Completed
Complete an inventory of sidewalks/multiuse trails and recreation areas.	2008	Underway	Public Works Department	--	General Fund	Underway
Revise Openspace Plan to include protection of existing greenspace, the establishment of greenways/multiuse trails, and identification/addition of new areas for preservation.	2008	2010	Community Development	\$12,000	General Fund / Grants	Completed Will be updated with implementation of new Comprehensive Plan.
Identify funding sources to implement the Openspace Plan.	2009	2010	Community Development	\$5,000	General Fund	Underway
Begin to masterplan the City by drainage basin, on a prioritized basis, to guide new development and plan the City's Capital Improvement/Replacement Program.	2006	Underway	City Engineer	\$10,000/YR	Stormwater Utility	Underway
Implement Part V planning criteria.		Completed	Planning & Zoning	--	General Fund	Completed
Implement Stormwater Management Plan.	2004	Underway	Public Works Department	\$100,000/YR	Stormwater Utility	Underway
Closely monitor land disturbing activities to minimize effects on water quality and encourage more environmental designs to reduce runoff.		Underway	Code Enforcement Officer	--	General Fund	Underway

	Start	End	Responsible Party	Cost Estimate	Funding Source	Status as of December 2020
<b>Facilities &amp; Services</b>						
Evaluate needs for additional Public Safety facilities	2011	2011	City Administrator	--	General Fund	Completed
Perform city-wide mock disaster emergency response drill in relation to the current Disaster Preparedness Plan.	2013	2013	Fire Chief	--	General Fund	Completed
Construction of new fire station in Highway 74 corridor.			Fire Chief	--	--	Underway
Consider creating and staffing a Recreational Department that will supplement the Fulton County recreational department.	2008	2009	City Administrator	\$100,000 - 500,000/YR	General Fund	Completed
Work with Fulton County to purchase County-owned public park property in the City of Fairburn.	2009	2011	City Administrator	\$100,000	General Fund / Grants	Completed. Duncan Park purchased in 2011.
Identify locations to establish a community recreational/multi-use center.	2009	Underway	Recreation	--	General Fund	Underway
Identify funding to design and build the community center.	2009	Underway	Finance Director	--	General Fund	Underway
Develop an educational program for the recreational/multi-use center.	2010	Postponed	Public Works Department & Recreation	\$50,000/YR	General Fund	Postponed Until facility is built
Develop a plan that addresses additional wastewater capacity and water supply.	2007	2009	Utilities	\$50,000	General Fund	Completed. Updated plan in collaboration with Fulton County in 2019.



	Start	End	Responsible Party	Cost Estimate	Funding Source	Status as of December 2020
Work with the Fulton County School Board (FCBOE) to plan for future school development to accommodate the growing population.	2019	2021	Planning & Zoning	--	General Fund	Completed. The Fulton County STEM School is under construction; opening the 2021/2022 school year.
Coordinate with FCBOE to pursue alternative educational opportunities, such as charter schools.	2007	2018	City Administrator	\$10,000	General Fund	Completed
Facilitate the location of additional private schools to provide options for Fairburn residents.	2007	Canceled	Economic Development	\$100,000	General Fund	Canceled. No longer a priority.
Work with local technical schools, colleges, and universities to locate a satellite campus in Fairburn.	2007	Underway	City Administrator	\$50,000	General Fund	Underway
Continue to implement the Capital Improvement Program.	2006	Underway	City Administrator	--	General Fund	Underway
Construction of Downtown Plaza	2013	2015	City Administrator	\$1,200,000	General Fund	Completed
Duncan Park Pool Renovations	2014	2016	City Administrator/ Parks & Recreation	--	Bond	Completed

	Start	End	Responsible Party	Cost Estimate	Funding Source	Status as of December 2020
<b>Intergovernmental Coordination</b>						
Coordinate with Fulton County and other local governments to provide intergovernmental public safety services to citizens.	2007	Underway	City Administrator	--	General Fund	Underway
Hold joint meetings between the Planning and Zoning Commission and the Development Authority/ Downtown Development Authority to discuss common goals and interests for the city.	2011	Underway	City Administrator	--	General Fund	Underway
Establish a relationship with CSX and begin a discussion related to a potential commuter rail.	2006	Canceled	City Administrator	\$50,000	General Fund	Canceled. No longer a priority.
Coordinate DHD revitalization efforts with regional Hwy 29 revitalization effort.	2007	Underway	Community Development	\$100,000	General Fund / Grants	Underway
Continue to coordinate with Fulton County and other local governments to provide services to citizens.		Underway	City Administrator	--	General Fund	Underway