



# Fairburn Historic Downtown LCI study

Funded by City of Fairburn and Atlanta Regional Commission

June 2009,

**SIZEMORE GROUP** in collaboration with  
PEO, Inc, RCLCO and Pond & Company



## City of Fairburn

### Mayor

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# Executive Summary

The City of Fairburn in conjunction with Atlanta Regional Commission (ARC) commissioned the Historic Downtown LCI Study to revitalize and enhance Fairburn's Historic Downtown. The City sought and was awarded one of the five ARC's Livable Centers Initiative Study Grants for 2008. The pursuit of the LCI grant came as a result of Fairburn's planning efforts, local citizens, planning, economic development, DDA and public works departments, mayor, city administrator, and the City Council's support to revitalize the historic downtown and attract new businesses and more people into the city.

The LCI Study was managed by the City of Fairburn. A stakeholder committee was developed to provide guidance during the course of the study. Several opportunities for public outreach and input were created throughout the study process. Community was solicited and input was taken in several ways that included; survey questionnaire, visioning session, community preference survey, design workshop and open-house meetings. The rich community participation and input helped articulate a cohesive plan and the vision for the study.

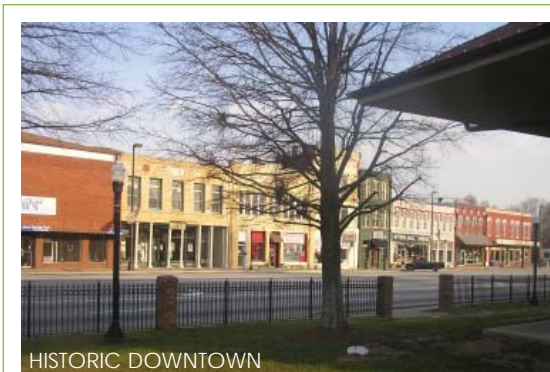
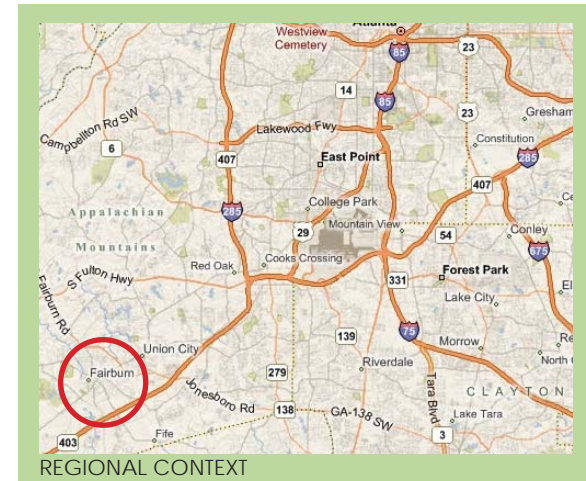
The consultant team was led by Sizemore Group in collaboration with PEQ, Inc. (Planners for Environmental Quality), Pond and Company and RCLCO (Robert Charles Lesser and Company). Working with the City of Fairburn and the stakeholders, the team conducted the study and prepared this comprehensive document, which describes the study goals, objectives, recommended solutions and implementation strategies.

City of Fairburn is located in the southern metro region of Atlanta. The neighboring cities are; Union City to the north, Palmetto to the west, Tyrone to the south.

The main access is through I-85, exit at route 74 and route 74 and 138. Route US 29 (Broad Street) is the main arterial road that connects to the northern cities/suburbs; Union City, College Park, and Hartsfield Airport. The city of Fairburn is located 10 Miles from Hartsfield Airport and 18 Miles from downtown Atlanta. The city was founded in 1833 and has rich history. The residents of Fairburn are proud of their city and its heritage.

The downtown Fairburn is a quaint and compact downtown, the core consists of two blocks with historic buildings located at the intersection of Broad Street and Campbellton Street. The rest of the downtown spreads along Broad Street from Senoia Street intersection to Orchard Street. The stretch from Orchard Street to Route 138 along Broad Street has 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. This lends itself in strengthening and defining the downtown further. 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. It doesn't offer housing within the downtown. Most of the businesses are used/antique related stores with the exception of few restaurants. The historic buildings along Broad Street from Campbellton Street to Dodd Street are in poor condition (single story) 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. That coupled with Broad Street being an arterial road, commuters tend to speedily pass by



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without stopping or noticing the downtown. This makes it very unfriendly and hostile environment to pedestrians. The CSX railroad separates the south side neighborhoods from downtown. In general the downtown lacks cohesive pedestrian infrastructure, mix of uses, gateways and facilities; sidewalks, streetscapes, defined parking, lighting, signage, and landscape. More importantly downtown lacks a *central public space* or a *village green* that can be the focus for downtown and the city

The city with some of these issues and challenges to overcome offers great potential to be a thriving unique city with a great downtown. It has two good schools (Landmark Christian School and Campbellton Elementary School) and a Military College in close proximity to downtown core.

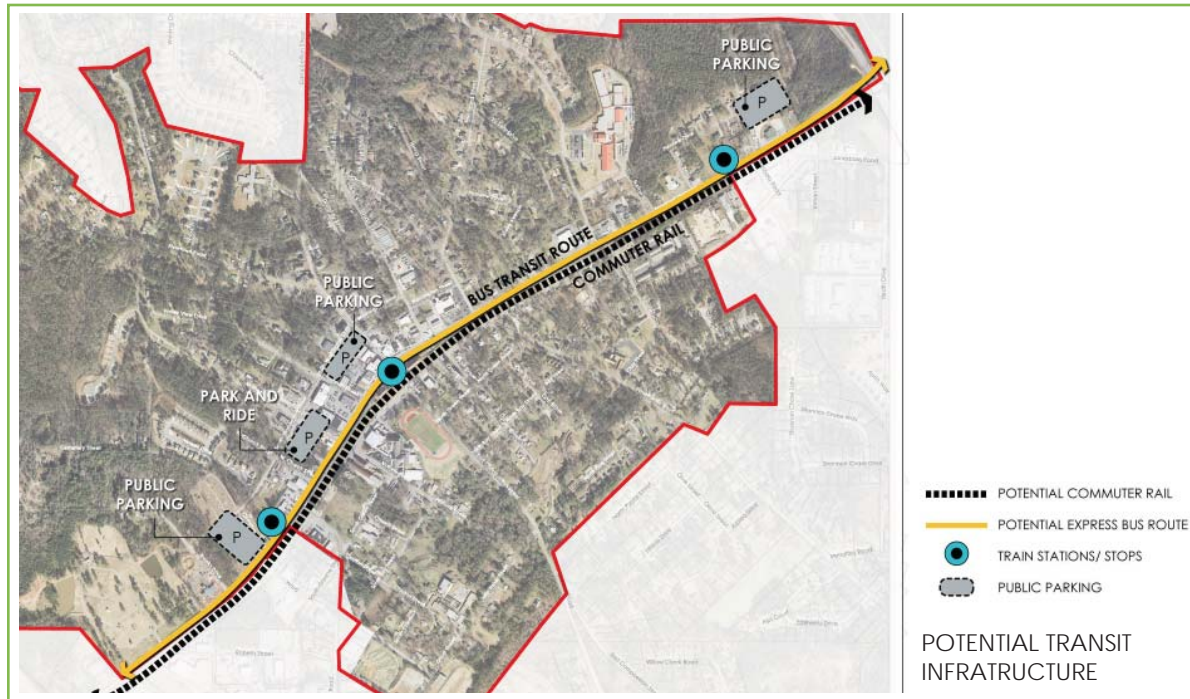
There is tremendous interest and potential to expand the educational activities with additional charter schools, technical colleges and other educational campuses. The downtown has very good urban structure with grid street network, compact blocks (400'x400' size) and well established surrounding neighborhoods. The railroad with the two train depots has the required transit infrastructure to attract rail to the region and offers this downtown to be a great transit oriented downtown that would be ideal for a variety of people. The potential for education campuses to expand here would enhance the viability of transit even further. Broad Street – US 29 – is the main arterial road that connects to College Park, East Point and Hartsfield Airport, this arterial road provides for greater transit options to the city and the surrounding region. Additional bus routes or

extension of MARTA would greatly enhance these towns and their accessibility. The City of Fairburn and the surrounding cities; Tyrone, Union City, Palmetto and South Fulton recognize this potential and the need. They are working together to make these transit options a reality. The vision of these cities for transit, not only helps them but will also help the region in addressing serious concerns of sustainability. This will offer choice and options for people in the region to live in thriving downtowns and have transportation options to work and airport. The desire is to transform from a bedroom community to a *'thriving town center'*.

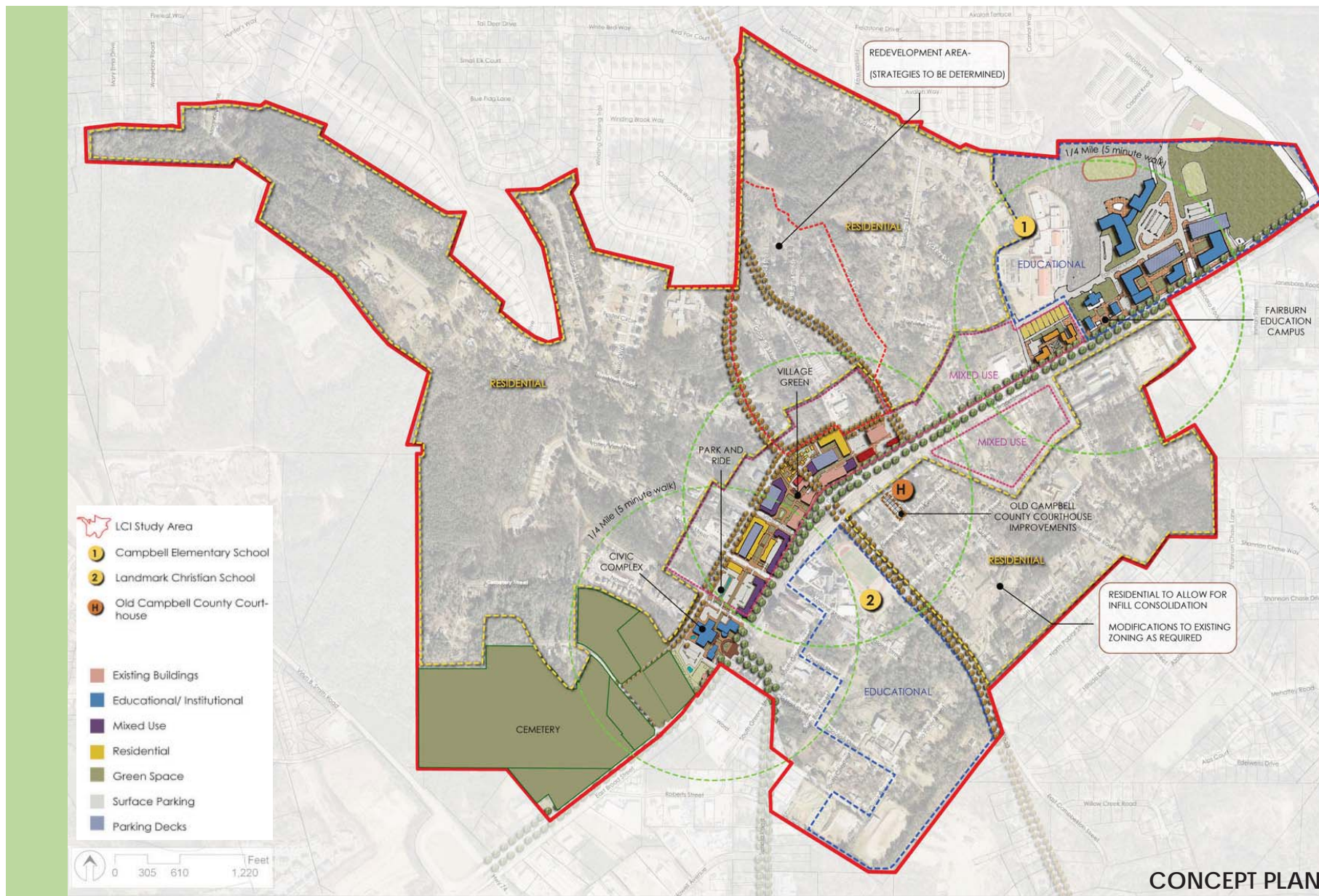
The community vision seeks to have a thriving, compact historic downtown with good services; retail, restaurants, entertainment and offices and housing options. They seek a walkable and pedestrian friendly downtown with a village green and connectivity to neighborhoods; sidewalks and bike lanes/multi-paths. They seek alternative modes such as transit and rail for better connectivity to the region. They seek to build on the quaint, historic, unique character that is uniquely Fairburn. The primary goals of LCI (Livable Centers Initiative) program are;

- Encourage a diversity of mixed-income residential neighborhoods, employment, shopping and recreation choices at the activity center, town center and corridor level
- Provide access to range of travel modes including transit, roadways, walking and biking to enable access to all uses within the study area
- Develop an outreach process that promotes the involvement of the stakeholders

The community vision and the LCI goals seek the same and are in synergy with each other. This synergy not only helps Fairburn but helps the region to grow smartly and be sustainable



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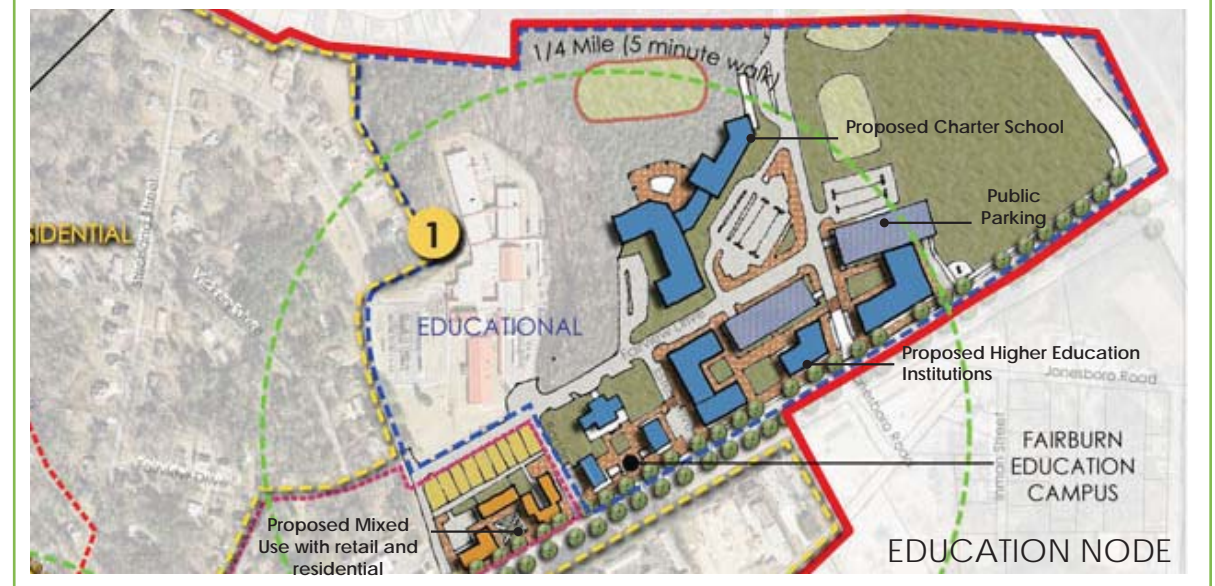
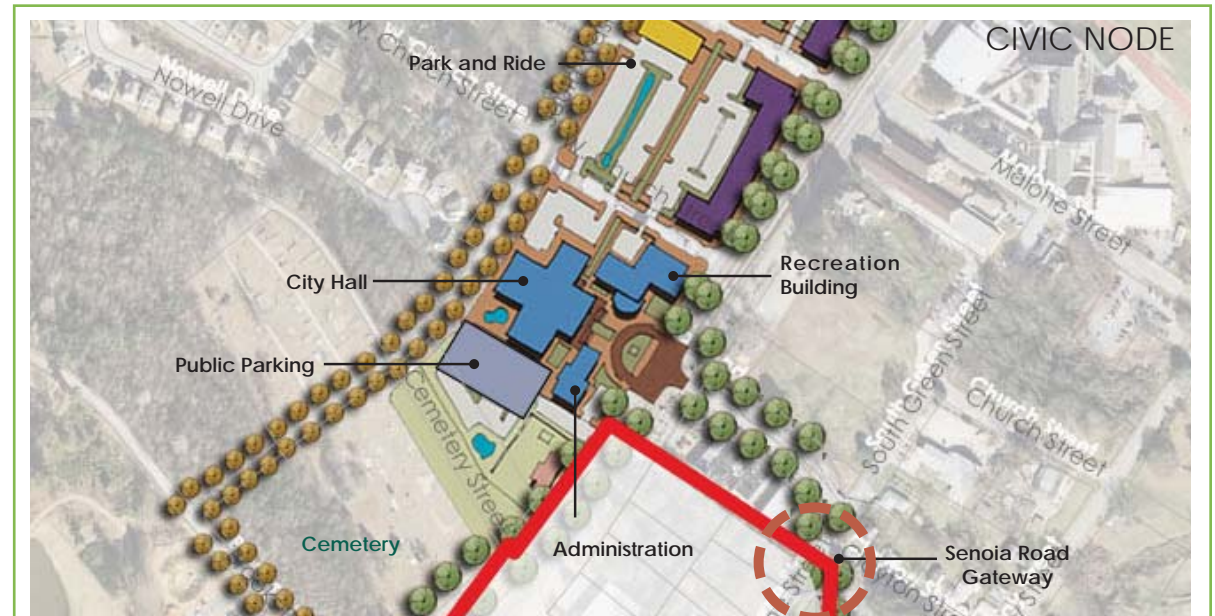


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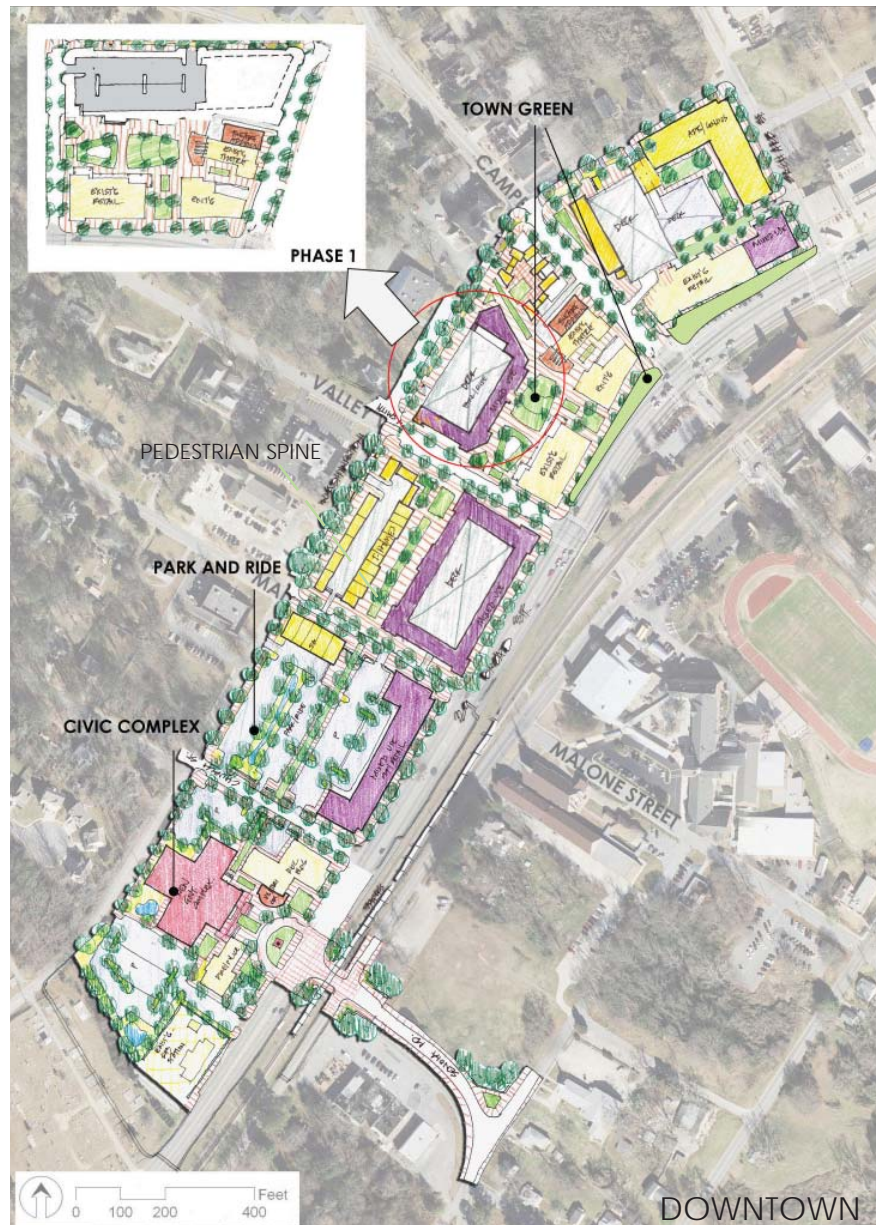
The **Concept Plan** for Fairburn LCI recommends creating three strong nodes, namely **civic node** at the intersection of Senoia Road and Broad Street, **education node** at the intersection of Broad Street and Route 138 and **downtown** - mixed use along Broad Street between the two nodes with the core of downtown at the intersection of Broad Street and Campbellton Street.

The **civic node** is recommended to house the civic complex building that collocates all of the city services/facilities at one location. It recommends creating a gateway with streetscape, pedestrian improvements and relocate the Soldiers Monument in front of the civic complex. This would announce the entrance to the downtown coming from Senoia Road and Route 74 from the south. This gateway would alert the commuters to the beginning of downtown and slow down the traffic through gateway design, traffic calming and streetscape. The civic node will have surface parking that could be expanded to a parking deck that could serve as park and ride deck as transit comes to the city.

The **education node** will serve as the northern gateway entry to downtown. This node at the intersection of Route 138 and Broad Street will have mixed-use development that can leverage the accessibility of two main arterial roads (US 29 and 138). Right adjacent to that would be the expanded educational campus with charter schools, technical colleges and other institutions. The master plan for this would include a parking deck that will serve the educational campus needs as well as park and ride for the commuters. The parking deck/park and ride could be further expanded as the demand increases in the future. These two nodes will be the two book ends of downtown.



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The *downtown* between the civic node and education node is recommended for mixed use; retail, entertainment, commercial, office and residential. The core of the downtown would comprise of four blocks from Church Street to Dodd Street. These blocks are envisioned to be redeveloped into mixed-use with a variety of services and amenities and include housing options such as cluster homes, town homes, condos (for sale and rent), and live/work. These options will include students and seniors as well. The heart of the downtown core would also have a *village green* that would be the hub of activities. This village green would integrate the existing theatre creating an opportunity to have an outdoor theatre as part of the village green. This will provide opportunity for various activities to be organized.

Another critical element of this downtown would be the improvements along Broad Street that would include widening of sidewalks with parallel parking, creating green and public space along Broad Street to extend and connect the village green to the front of Broad Street. It will also include intersection improvements and pedestrian safety elements and landscaping that will make the downtown a very pedestrian friendly environment. In addition, to enhance the connectivity to the neighborhoods and Landmark Christian School across the CSX railroad, improvements to the existing pedestrian tunnel are recommended to create an open steps/plaza pedestrian connectivity and improved sidewalks and new silent rail crossings. Streetscape improvements in downtown along with parallel parking as feasible and pedestrian safety improvements will make the downtown walkable. The Plan also envisions restoration of the historic buildings and integrating the new developments in such a way that they enhance the historic character both in terms of scale and architectural character. A pedestrian

# Executive Summary

spine within the downtown core blocks is also recommended to connect the downtown blocks and activate the back of the buildings. A parking deck would provide for parking for the uses in downtown. Additional parking can also be provided for park and ride as and when the transit becomes viable. The next layer of blocks north of downtown are recommended for mixed-use that would predominantly be residential (town homes, cluster homes and live/work) with some neighborhood services and offices. This layering would help the transition from mixed-uses of downtown to the residential neighborhoods.

The phasing for downtown would begin with the improvements and **creation of village green, parking, Broad Street improvements followed by private development.** These improvements will act as **catalyst** for the growth and development of downtown. In concert with the downtown improvements, the next phase of expansion of Fairburn Education Campus should be undertaken. This expansion would include additional buildings for educational institutions and parking deck and retail/commercial services.

In addition to these, improving and consolidating neighborhoods are essential. Providing sidewalks, bike lanes will improve the connectivity between neighborhoods, downtown and the parks. Amending zoning regulations to encourage infill housing will enhance and strengthen neighborhoods. Improvements to Lightning area is critical to help stabilize this neighborhood. A series of improvements both short term and long term are recommended that focus on both physical improvements, social programs and redevelopment that will greatly improve the downtown, neighborhood and the city.

In order to realize this vision, specific work program of strategies and initiatives are recommended as shown in the tables below.

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Village Green Aerial View



Village Green Bird's Eye View



Village Green with theater in the background



Village Green Perspective View from Existing Theater



Village Green - Plan

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## LIGHTNING NEIGHBORHOOD



Dodd Street - Park Area - Before



Dodd Street - Park Area - After



Dodd Street - Commercial Area - Before



Dodd Street - Commercial Area - After

FIVE YEAR IMPLEMENTATION PLAN						
Project ID	Description / Action	Cost	Year	Responsible Party	Funding Source	
<b>Planning, Zoning and Design</b>						
PZ-1	Land Use: Adopt new land use for the LCI study area to accommodate mixed use and pedestrian friendly sustainable environments.	TBD	2009	City of Fairburn	City of Fairburn	
PZ-2	Zoning Regulations: Develop/Modify zoning regulations to complement the LCI Plan: use, height, setbacks, parking, inter parcel connectivity, streets, signage, lot sizes, open space to promote and encourage the desired character for the LCI area.	TBD	2009	City of Fairburn	City of Fairburn/ARC	
UD-1	Design Overlay Guidelines: To develop design guidelines for the downtown area to ensure the quality and character of development to reflect the community's vision as articulated in LCI study. The guidelines should ensure in preserving/enhancing the historic downtown core.	\$50,000	2009	City of Fairburn	City of Fairburn/ARC	
UD-2	Downtown Sector Implementation Plan - Phase-I: Site Plan/Design of Village Green, Streetscape & parking plan for Phase I - historic core -block I along with pedestrian underpass	\$100,000	2009-10	City of Fairburn	City of Fairburn	
UD-3	Parking Deck Feasibility Design - Educational Node: Conduct a feasibility design for a parking deck to serve the educational campus and flexibility for future expansion and integration of park and ride.	\$60,000 - \$80,000	2009-10	DDA/City of Fairburn	DDA/City of Fairburn	
UD-4	Educational Node Plan: To develop a master plan/design for this node	TBD	2010	City of Fairburn	City of Fairburn/Private Sector/ARC	
UD-5	Civic Node Plan: To develop a master plan/design for this node that would collocate the city services and provide a park & Ride	TBD	2012	City of Fairburn	City of Fairburn/ARC	
UD-6	Gateway Design: Design of the gateways and its hierarchy and location	TBD	2009-10	City of Fairburn	City of Fairburn/DDA/CID	
UD-7	Lightning Area Plan: A detail plan for the improvements of this neighborhood; sidewalks, lighting, park enhancement and others.	TBD	2009-10	City of Fairburn	City of Fairburn/DDA	
UD-8	Commuter Rail Advocacy: To initiate advocacy to bring commuter rail to this region through multi-jurisdictional joint task force effort	TBD	2009-on-going	City of Fairburn & other neighboring communities	City of Fairburn/State/GRTA	
UD-9	Transit Service/Connectivity: To initiate advocacy to bring transit - MARTA and/or GRTA buses with park & Ride facility.	TBD	2009-on-going	City of Fairburn & other neighboring communities	City of Fairburn/State/MARTA/GRTA	
UD-10	Regional Bike/Trail: To collaborate with neighboring cities, counties in creating a regional bike/trail system.	TBD	2009-on-going	City of Fairburn & other neighboring communities	City of Fairburn/PATH Foundation/ARC/	
UD-11	Historic Court House: Provide parking and small visitor center and promote tourism and other activities	TBD	2010-11	City of Fairburn	City of Fairburn/Private Donors/State Department	
UD-12	Fairburn Green Plan: To develop a citywide green and sustainable plan initiatives; infrastructure, development and operations.	TBD	2010-11	City of Fairburn	City of Fairburn	
UD-13	Incentives for LEED: To promote sustainable and energy efficient buildings	TBD	2010	City of Fairburn	City of Fairburn	

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FIVE YEAR IMPLEMENTATION PLAN					
Project ID	Description/Action	Cost	Year	Responsible Party	Funding Source
<b>Economic Development</b>					
ED-1	Historic District Restoration: provide incentives and grants to restore the historic buildings in downtown	TBD	2009-10	Economic Development/DDA City of Fairburn	City of Fairburn
ED-2	Assembling Land for Village Green/Parking/Private Development/Park & Ride	TBD	2009-15	DDA/City of Fairburn	City of Fairburn
ED-3	Create a CID for Downtown	TBD	2009	City of Fairburn	City of Fairburn
ED-4	Create an 'Economic, Marketing and Branding Campaign' to promote Fairburn downtown to recruit businesses; offices/retail/restaurants and development community and promote Fairburn in the media	TBD	2009-10	Economic Development/ DDA/CID/ City of Fairburn	City of Fairburn
ED-5	Establish a desired target list of business to recruit that are on top priority for active recruitment. These will include the services that community and city needs.	TBD	2009	Economic Development/DDA City of Fairburn	City of Fairburn
ED-6	Develop incentive plan/structure to attract businesses/corporations to the area	TBD	2009-10	Economic Development/DDA City of Fairburn	City of Fairburn
ED-7	Recruit Charter Schools/Technical College/Other Educational Institutions: to target and promote the city as a desired and viable location for a variety of institutions	TBD	2009-14	Economic Development/DDA City of Fairburn	City of Fairburn
ED-8	Prepare and Launch a Public/Private Partnership initiative aimed at facilitating the LCI compatible development projects	TBD	2009-11	Economic Development/DDA City of Fairburn	City of Fairburn
ED-9	Expansion of Fairburn Education Campus-Phase II: to add additional buildings, parking and services. Parking could serve as park & ride	TBD	2009-10	Economic Development/ DDA/ City of Fairburn	City of Fairburn
ED-10	Acquire properties in Lightning Area to consolidate and improve redevelopment of the neighborhood	TBD	2009-12	Economic Development/ DDA/ City of Fairburn	City of Fairburn
ED-11	Develop and Promote Fairburn as Tourist Attraction: historic court house, activities/festivals, ball games, etc.	TBD	2010	Economic Development/ DDA/ City of Fairburn	City of Fairburn
ED-12	Organize periodic developer's day to promote the city for business and development community: promote at other venue, and events in the region	TBD	2009-10	Economic Development/ DDA/ City of Fairburn	City of Fairburn
ED-13	Housing for Seniors: leverage resources/funding to promote housing for seniors	TBD	2009-11	Economic Development/ DDA/ City of Fairburn	City of Fairburn

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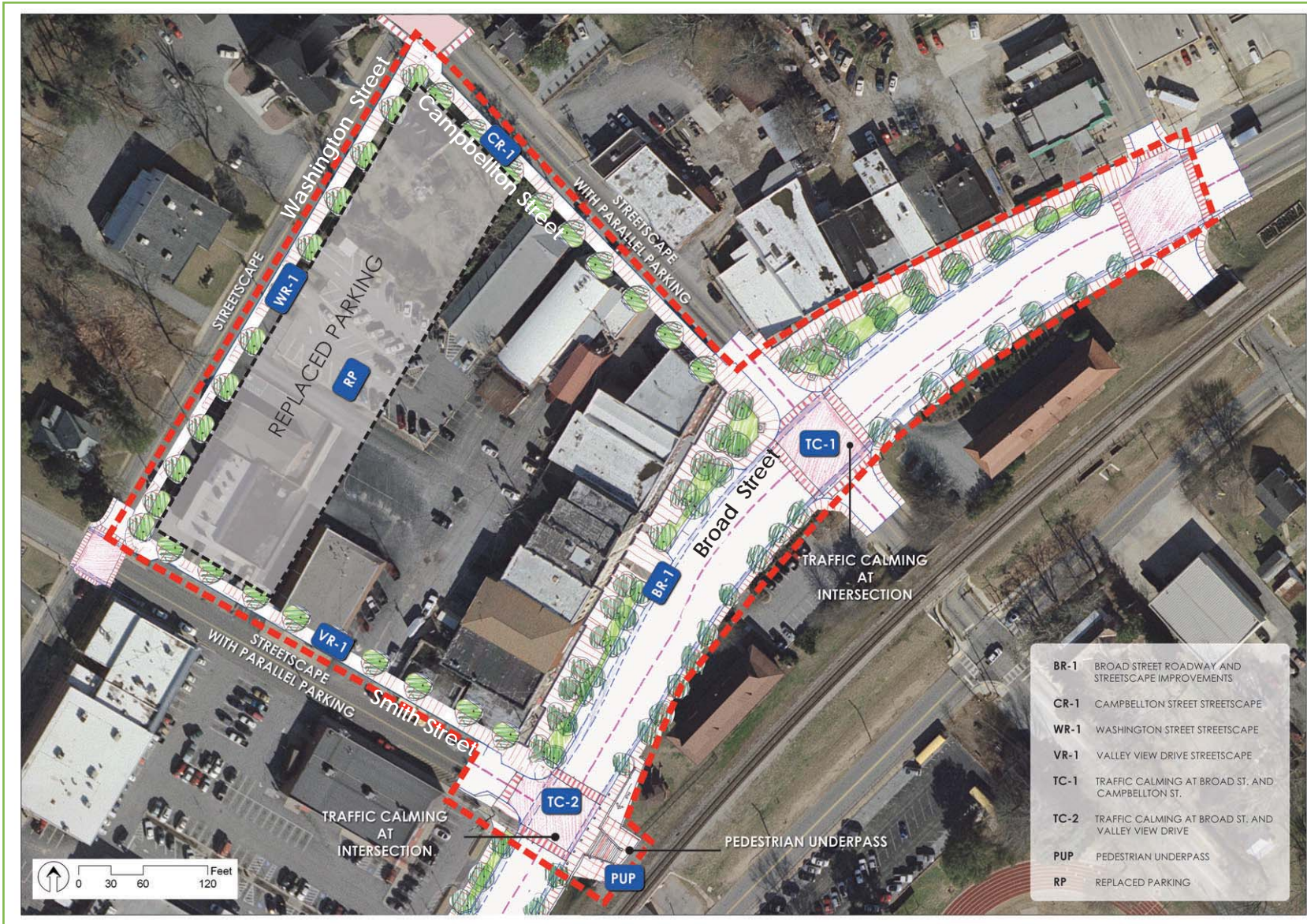
**FIVE YEAR IMPLEMENTATION PLAN**

Project ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source &	Match Amount
<b>Transportation</b>													
R1	Broad Street/US 29 Improvements Phase 1 - sidewalks, streetscapes, bike lanes, traffic calming, parking conversion, improved signage, RR pedestrian underpass (Smith Street to W Campbellton Street block)	Roadway Operations, Bike/Pedestrian, Parking	2010	\$280,000	2011	\$0	2012	\$1,975,000	\$2,255,000	City/GDOT	TIP, LCI	General Fund	\$451,000
R2	Broad Street/US 29 Improvements Phase 2 sidewalks, streetscapes, bike lanes, traffic calming, parking conversion, improved signage, (W Campbellton Street to Dodd Street)	Roadway Operations, Bike/Pedestrian, Parking	2010	\$80,000	2011	\$0	2012	\$460,000	\$540,000	City/GDOT	TIP, LCI	General Fund	\$108,000
R3	Broad Street/US 29 Improvements Phase 3 - sidewalks, streetscapes, bike lanes, includes bulbouts on Strickland Street and Gateway Signage and Wayfinding Signage at Estes Drive and SR 138 (Dodd Street to SR 138)	Roadway Operations, Bike/Pedestrian	2011	\$60,000	2012	\$45,000	2013	\$240,000	\$345,000	City/GDOT	TIP, LCI	General Fund	\$69,000
R4	Broad Street/US 29 Improvements Phase 4 - sidewalks, streetscapes, bike lanes, includes landscaped median on SW leg of intersection with Senoia Road, Gateway Signage and Wayfinding Signage at Senoia Road (Public Safety Building to Smith Street)	Roadway Operations, Bike/Pedestrian	2011	\$80,000	2012	\$50,000	2013	\$325,000	\$455,000	City/GDOT	TIP, LCI	General Fund	\$91,000
R5	Intersection Safety 1 (W Campbellton Street at Rivertown Road) re-align intersection so that roadways meet at a 90 degree angle, includes median and gateway signage on W Campbellton Street and bulbouts on all approaches	Intersection Safety	2013	\$35,000	2014	\$50,000	2015	\$170,000	\$255,000	City	TIP, GDOT Safety	General Fund	\$51,000
R6	Intersection Safety 2 (Senoia Road at Bay Street) re-align intersection so that roadways meet at a 90 degree angle, includes gateway signage on Senoia Road and bulbouts on Bay Street	Intersection Safety	2013	\$35,000	2014	\$35,000	2015	\$150,000	\$220,000	City	TIP, TE	General Fund	\$44,000
R7	Brooks Drive Operations Improvements and Extension - From dead end to Virlyn B. Smith Road, 2-lane roadway with bike lanes, 5-foot sidewalks, and lighting; upgrades to existing roadway	Roadway Capacity/ Operations	2014	\$165,000	2015	\$235,000	2016	\$1,500,000	\$1,900,000	City	TIP, LCI	General Fund	\$380,000
R8	Shaw Drive Extension - From dead end to SR 138, 2-lane roadway with center turn lane or landscaped median, bike lanes, and streetscape	Roadway Capacity	2014	\$110,000	2015	\$130,000	2016	\$900,000	\$1,140,000	City	TIP, LCI	General Fund	\$228,000
R9	Irwin Road Improvements - Includes paving, widening of lanes to 12-ft width, addition of curb and gutter, realignment to directly connect to SR 74, and a multi-use path with lighting	Roadway Operations	2015-2020	\$220,000	2015-2020	\$245,000	2015-2020	\$1,890,000	\$2,355,000	City	TIP, South Fulton CID, Fulton County	General Fund	\$471,000
R10	Irwin Road Extension - Extend to Fayetteville Road at Goodson Road as a 2-lane urban roadway with 12-ft travel lanes and a multi-use path with lighting	Roadway Capacity	2015-2020	\$320,000	2015-2020	\$665,000	2015-2020	\$2,950,000	\$3,935,000	City	GDOT Safety South Fulton CID, Fulton County	General Fund	\$787,000
P1	Parking Deck - GMC College/Park and Ride 400 Spaces	Parking	2015-2020	\$500,000	2015-2020	\$95,000	2015-2020	\$4,800,000	\$5,395,000	City	TIP, LCI	General Fund	\$1,079,000



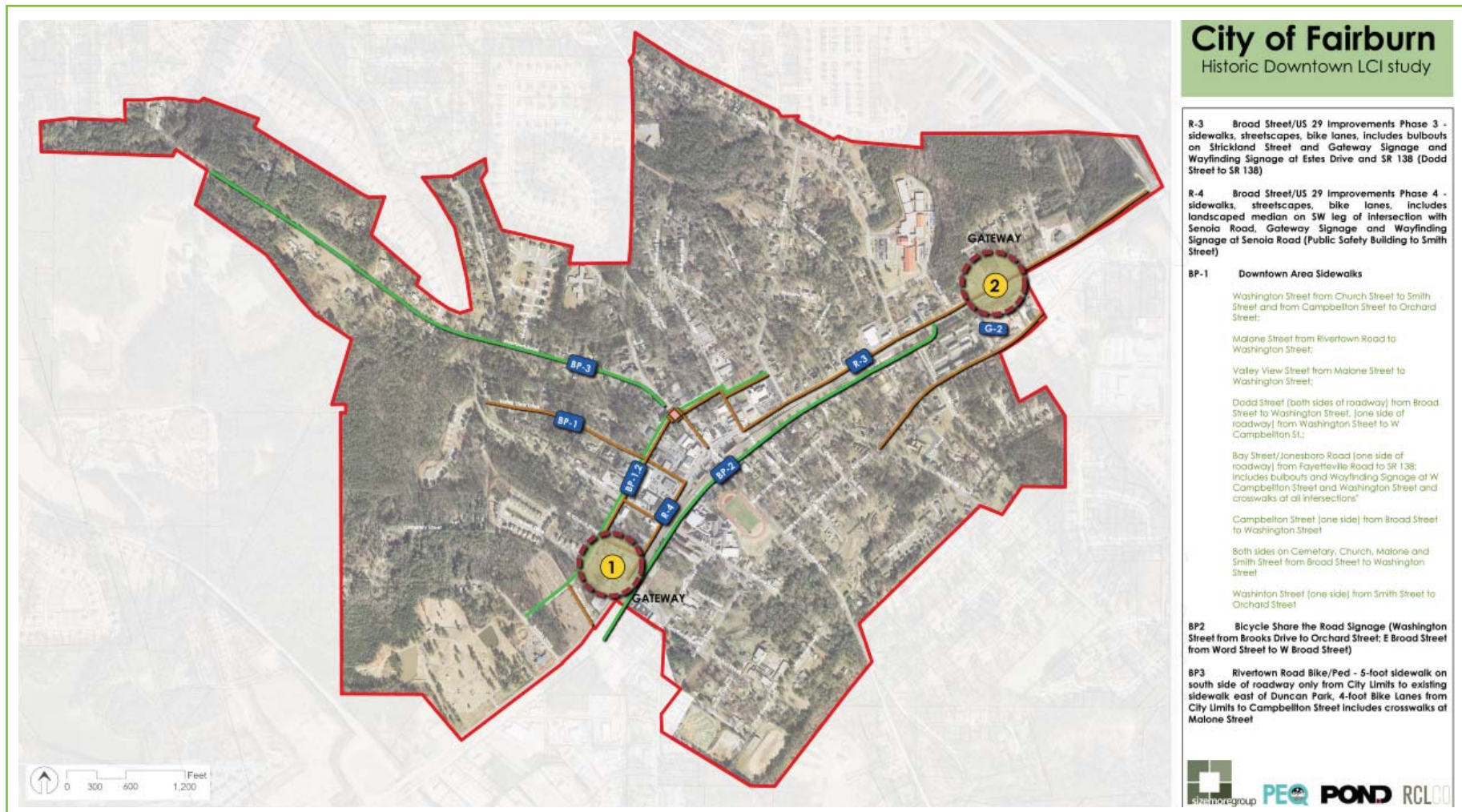
# Executive Summary

## Transportation Priority Project # 1



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## Transportation Priority Project # 2



# Executive Summary

## Roadway and Signage Projects

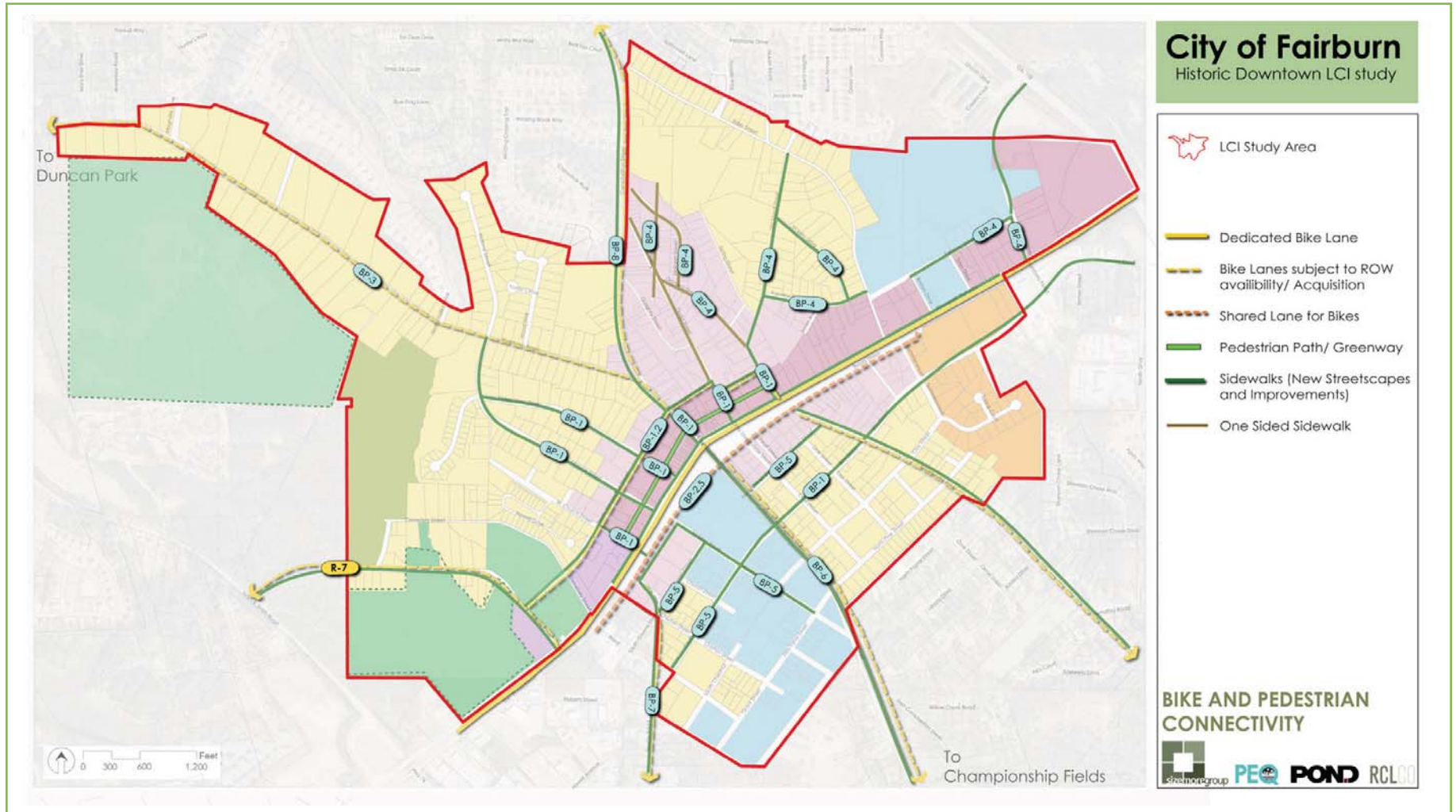


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FIVE YEAR IMPLEMENTATION PLAN													
Project ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source &	Match Amount
<b>Transportation</b>													
S1	Truck Route Signage - Multiple locations in the E Broad Street at East Campbellton Street intersection area, on Spence Road/SR 92 near Oakley Industrial Boulevard, and at Rivertown Road and Virlyn B Smith Road	Signage	2010	\$5,000	2011	\$0	2012	\$15,000	\$20,000	City	City, South Fulton CID	General Fund	\$4,000
BP1	Downtown Area Sidewalks Washington Street from Church Street to Smith Street and from Campbellton Street to Orchard Street; Malone Street from Rivertown Road to Washington Street; Valley View Street from Malone Street to Washington Street; Dodd Street (both sides of roadway) from Broad Street to Washington Street Campbellton St. (one side of roadway) from Washington St. to Broad St. Bay Street/Jonesboro Road (one side of roadway) from Clay Street to SR 138; includes bulbouts and Wayfinding Signage at W Campbellton Street and Washington Street and crosswalks at all intersections	Pedestrian	2011-	\$160,000	2012	\$100,000	2013	\$1,500,000	\$1,760,000	City	TIP, LCI	General Fund	\$352,000
BP2	Bicycle Share the Road Signage-Part of priority project 2 (Washington Street from Brooks Drive to Orchard Street; E Broad Street from Word Street to W Broad Street)	Bike	2011	\$5,000	2012	\$0	2013	\$20,000	\$25,000	City	Local	General Fund	\$5,000
BP3	Rivertown Road Bike/Ped (Part of Priority Project 2) - sidewalks and bike lanes (City Limits to Campbellton Street) includes crosswalks at Malone Street	Bike/Pedestrian	2011	\$150,000	2012	\$135,000	2013	\$1,400,000	\$1,685,000	City	TIP, TE	General Fund	\$337,000
BP4	Roadways connecting to Campbell Elementary School (one side of roadway): Orchard Street from Washington Street to Dodd Street; Strickland Street from Orchard Street to Elder Street; Margaret Street from Campbellton Street to Orchard Street; Aderhold Street from Margaret Street to Dodd Street; Fairview Drive from Strickland Street to Elder Street; Fairview Drive from Barton Street to Shaw Drive; Vickery Drive from Strickland Street to Fairview Drive; Dodd Street (both sides of roadway) from Washington Street to Campbellton Street and Orchard Street (one side of roadway) from Washington Street to Dodd Street Shaw Drive from Broad Street to Fairview Drive; includes bulbouts at Elder St. and Fairview Dr. and crosswalks at all intersections	Pedestrian	2012	\$100,000	2013	\$100,000	2014	\$850,000	\$1,050,000	City	Safe Routes to Schools	General Fund	\$100,000
BP5	Roadways connecting to Landmark Christian School (one side of roadway): Bay Street from Senoia Road to Clay Street; Greene Street from Senoia Road to Malone Street (some existing sidewalk); Greene Street from E Campbellton Street to Fayetteville Road; E Broad Street From Cole Street to Pearl Street; E Broad Street From Senoia Road to East Baptist Church; includes crosswalks at all intersections	Pedestrian	2012	\$80,000	2013	\$50,000	2014	\$720,000	\$850,000	City	Safe Routes to School	General Fund	\$50,000
BP6	E Campbellton Street/Spence Road/SR 92 Bike/Ped sidewalks and bike lanes (E Broad Street to City Limits); includes bulbouts at Bay Street, crosswalks at all intersections, and Gateway Signage at Spence Road/Campbellton Street intersection	Bike/Pedestrian	2013	\$85,000	2014	\$50,000	2015	\$750,000	\$885,000	City/GDOT	TIP,TE	General Fund	\$177,000
BP7	Senoia Road Bike/Ped - streetscapes from E Broad Street to Bay Street, bike lanes (W Broad Street to SR 74), includes Wayfinding Signage at E Broad Street	Bike/Pedestrian	2013	\$80,000	2014	\$60,000	2015	\$400,000	\$540,000	City	TIP, LCI	General Fund	\$108,000
RR1	Railroad Quiet Zone Application/ Implementation - From SR 74 to SR 138	Rail	2013	\$50,000	2014	\$0	2015	\$35,000	\$85,000	City	General Fund	General Fund	\$17,000
BP8	W Campbellton Street Bike/Ped - Sidewalks and bike lanes (from Rivertown Road to SR 138)	Bike/Pedestrian	2014	\$90,000	2015	\$140,000	2016	\$900,000	\$1,130,000	City	TIP, TE	General Fund	\$226,000
BP9	Fayetteville Road Bike/Ped - Sidewalks on both sides of roadway and bike lanes (from E Broad Street to I-85 bridge), includes bulbouts at Bay Street and crosswalks at all intersections	Bike/Pedestrian	2014	\$145,000	2015	\$290,000	2016	\$1,500,000	\$1,935,000	City	TIP, LCI	General Fund	\$387,000

# Executive Summary

## Bike and Pedestrian Improvement Projects



Sizemore Group in collaboration with RCLCO, PEQ Inc. and Pond & Company



# 1 . Project Overview

The City of Fairburn, in conjunction with Atlanta Regional Commission (ARC), commissioned the Historic Downtown LCI Study to revitalize and enhance Fairburn's Historic Downtown into a pedestrian friendly mixed-use district with aesthetics and architecture that is appropriate to the character of the community. The City of Fairburn sought and was awarded one of the five ARC's Livable Centers Initiative Study Grants for 2008. The pursuit of the LCI grant came as a result

of Fairburn's planning efforts and local citizens, mayor and City Council's support to revitalize the historic downtown and attract new businesses and more people into the historic city.

Fairburn lies in an opportune location within close proximity to Interstate 85, Hartsfield Jackson Airport and the growing south metro region. At the heart of Fairburn is its Historic Commercial District which gives Fairburn a unique charm and character.



FAIRBURN HISTORIC DOWNTOWN

With limited mixed uses and residential development to support it, the downtown however is deteriorating. The downtown also lacks a "village green" / a "civic space" for public events and interaction. The CSX rail line cutting through the downtown and the industrial areas surrounding the city provide added challenges in terms of truck traffic, connectivity and safe and pedestrian friendly railroad crossings

The study focuses on developing comprehensive and creative solutions for future land use, development pattern, transportation, circulation options, enhanced connectivity to neighborhoods, alternative mobility and implementation strategies that will promote healthy quality of life and create a sense of identity for the community.

The LCI study was managed by the City of Fairburn. A stakeholder committee comprising of residents, property owners, local businesses, educational institutions and community leaders was developed to provide guidance during the course of the study. Several opportunities for public outreach and input were created throughout the 3 months process. The consultant team led by Sizemore Group in collaboration with Pond & Company, PEQ (Planners for Environmental Quality) and RCLCO (Robert Charles Lesser and Company) conducted the study and prepared a comprehensive document describing the study area, goals and objectives, analysis of physical and market conditions and recommended solutions and implementation strategies.

The Fairburn Historic Downtown LCI Plan represents the culmination of a three month detailed planning process and public outreach efforts. All the findings from the site visits, meetings, interviews, workshops as well as the final plan and recommendations are presented in the report that follows the goals and requirements of ARC as outlined in the LCI Program.

Sizemore Group in collaboration with RCLCO, PEQ Inc. and Pond & Company



# 2. Community Profile

The Community profile Chapter will look at existing community conditions and indicators such as land use and zoning, transportation, transit, land ownership, historic downtown structure and urban design conditions that will have an impact on the strategic approach that the City of Fairburn takes in order to achieve the community vision for the development of the study area and its vicinity.

2.1 LOCATION AND CONTEXT

2.2 HISTORIC RESOURCES

2.3 NATURAL FEATURES

2.4 LAND USE AND ZONING

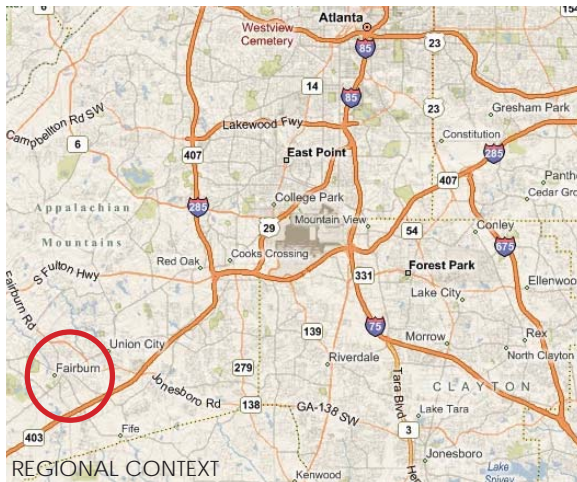
2.5 URBAN DESIGN

2.6 TRANSPORTATION

## 2.1 Location and Context

### 2.1.1 Context

The City of Fairburn is located in South-West Fulton County along Highway - 29. Neighboring jurisdictions include Union City (to the north), Palmetto (to the Southwest) and Tyrone (to the south). Located just 30 minutes from Downtown Atlanta Fairburn is a city of rich historic and cultural heritage. Fairburn's Historic Downtown District is listed in the National Register of Historic Places. The Downtown offers shopping, dining and entertainment. The surrounding neighborhoods are within close proximity to the historic downtown area.



The above map shows the immediate context for the LCI study area. The area is easily accessible by Interstate 85 which runs parallel to Roosevelt Highway to the south. Across from the interstate are mostly industrial areas dotted with some single family residential. An important new development that will attract attention into the Fairburn Downtown are the new Championship Baseball Fields planned right outside the study

area between Spence Road and Fayetteville Road. The study area is also surrounded by other green spaces /parks towards the south and west side including the Renaissance Festival Grounds, City Lake Park and the Clarence Duncan Park. North of the study are established residential neighborhoods. The map also identifies Gateways/ Community access points as delineated in City of Fairburn's comprehensive plan.

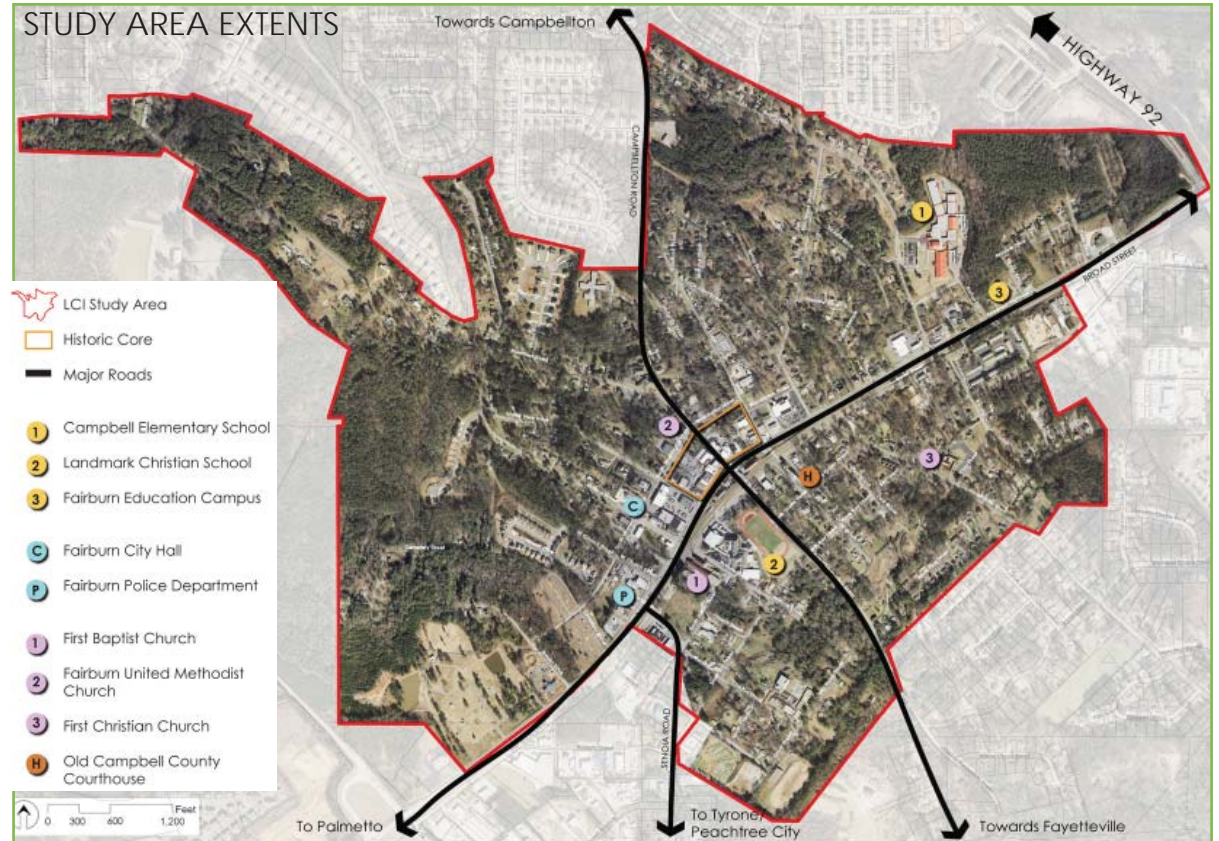
# Community Profile

## 2.1.2 Study Area Boundaries

The study area consists of Historic Downtown and its vicinity including the new Fairburn Education Campus, civic facilities, Holy Hill Memorial Park, Historic Neighborhoods on the south side of railroad tracks and the Lightning district, an area north of downtown that is targeted for redevelopment in the city's comprehensive plan.

The study area extends from Highway 92 on the north to Brooks Drive on the south along Roosevelt Highway. The landmarks along Roosevelt Highway/ Broad Street include the historic properties on both sides of Campbell Street, the Georgia Military College, Police Precinct at Senoia Road and the Holy Hill Cemetery. North of Georgia Military College is the Campbell Elementary School that serves the City of Fairburn.

The CSX railroad line divides the study area into two parts. To the southeast of rail line the study area extends all the way up to Senoia Road to include the historic old Campbell County Courthouse, Landmark Christian School and the neighborhoods around East Broad Street. Towards the north of railroad line the LCI study boundary encompasses the residential neighborhoods around Rivertown Road abutting the Clarence Duncan Park and the Renaissance Festival Grounds.



Sizemore Group in collaboration with RCLCO, PEQ Inc. and Pond & Company

## 2.2 Historic Resources

1833: Town of Fairburn (then Cartersville) formed

1849: Atlanta and LaGrange Railroad chartered and the first railroad depot was constructed

1852: One of Fairburn's oldest institutions, the "Fairburn Mason's Lodge No. 180," was founded

1854: Fairburn's charter enacted by the legislature

1871: The town now had several stores, a hotel, several factories, churches and schools.

1871: Old Campbell County Courthouse construction completed

1875 : Town limits were extended to a half mile radius from the depot

1903: New stone construction in Town Center.

1921: soldiers monument erected in the middle of W Broad Street to honor those who died in WW I

1949: WWI monument moved to the Holly Hill Memorial Park Cemetery.

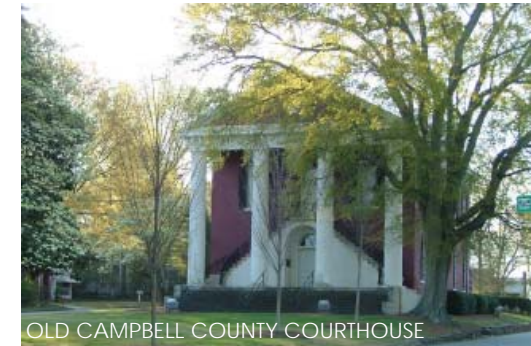
The historic downtown is listed on the National Register of Historical Places. The buildings located along W. Broad Street between Smith and Dodd, and those adjacent to the Atlanta and West Point railroad along with the two train depots are all included in this district. The Courthouse is individually listed on the Register as an institutional resource. One of the goal of the LCI plan is to recommend strategies and opportunities to preserve and enhance all these historic resources and leverage them to attract new development.

WW I MONUMENT



*Old Town Of Fairburn*

WW I MONUMENT



OLD CAMPBELL COUNTY COURTHOUSE

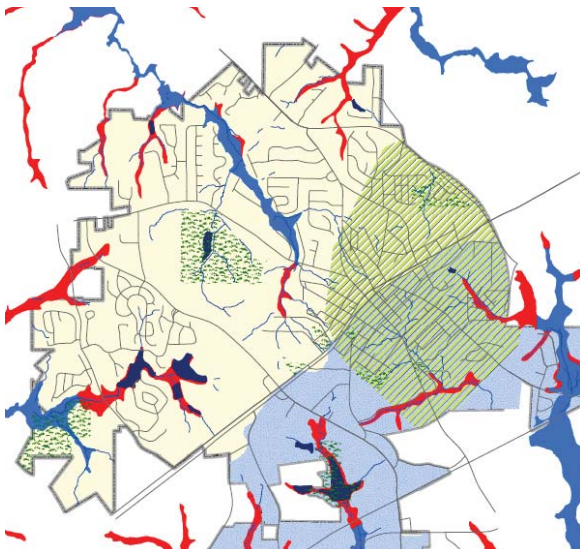


HISTORIC DEPOT

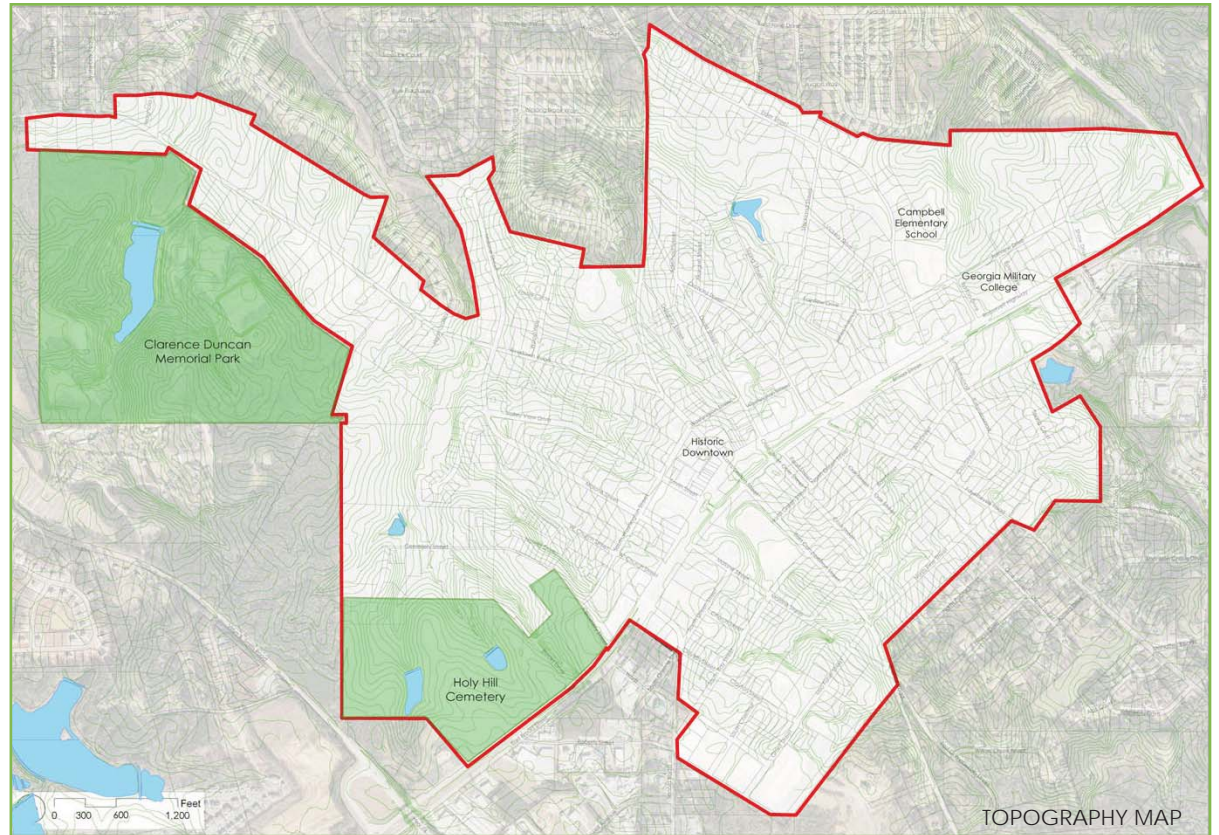
## 2.3 Natural Resources

The City of Fairburn is approximately 6,294 acres and contains 28 miles of streams and waterways. The City has 368 acres of designated green space and plans to set aside more land in the future. The Duncan Park is a part of this preserved zone which abuts the study area on the west. There are some undeveloped wooded areas next to the Duncan Park in the study area boundaries as well.

Three water supply watersheds intersect the City to the south and east totaling 2,623 acres. Approximately 23% of the City is within a groundwater recharge zone accounting for 1,432 acres dispersed throughout the City. Most of the Downtown study area falls within this groundwater recharge zone. The study area does not lie within the 100-year flood zone. There are no significant water bodies (streams or creeks) within the study area other than some small ponds.



NATURAL RESOURCES  
Source : City of Fairburn Comprehensive Plan

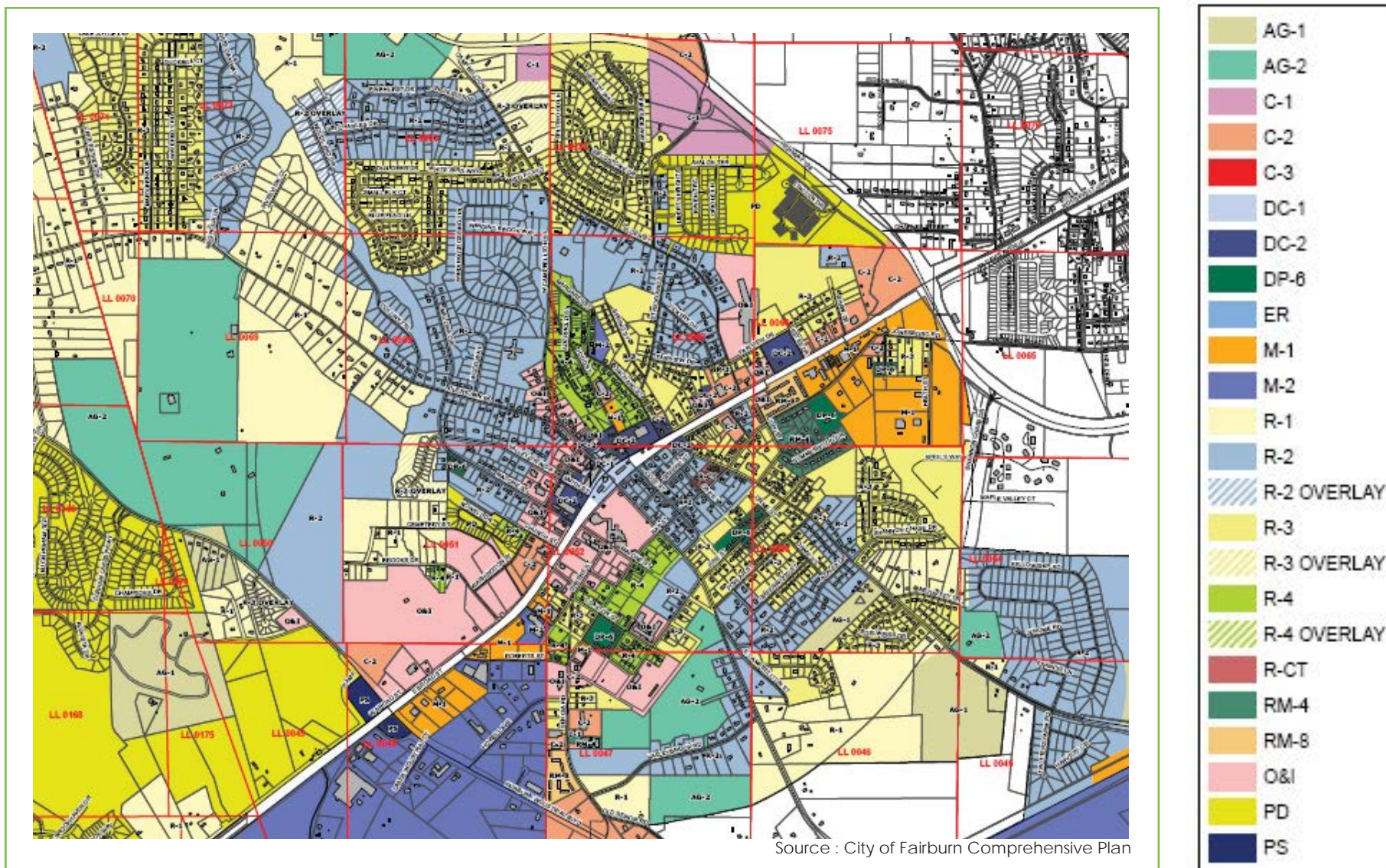


The study area has small amount of dedicated active and passive recreational spaces and parks. The only green space within the study area limit is the Holy hill Memorial Cemetery which has limited usability. There is absence of playgrounds and pocket parks. Though the Clarence Duncan Memorial Park and the Renaissance Festival grounds lie within walking distance from the downtown area, there is no connectivity to these places in the form of bike paths and/or multi use pathways.

Topographically the study area does not provide any challenges in terms of steep slopes or undulations. There are several low points in the study area which offer opportunities for community retention areas and bio swales. There are some areas in the study area that are currently wooded. Efforts should be made to maintain these green areas and blend in development with these.

## 2.4 Land Use and Zoning

### 2.4.1 Existing Zoning Map



# Community Profile

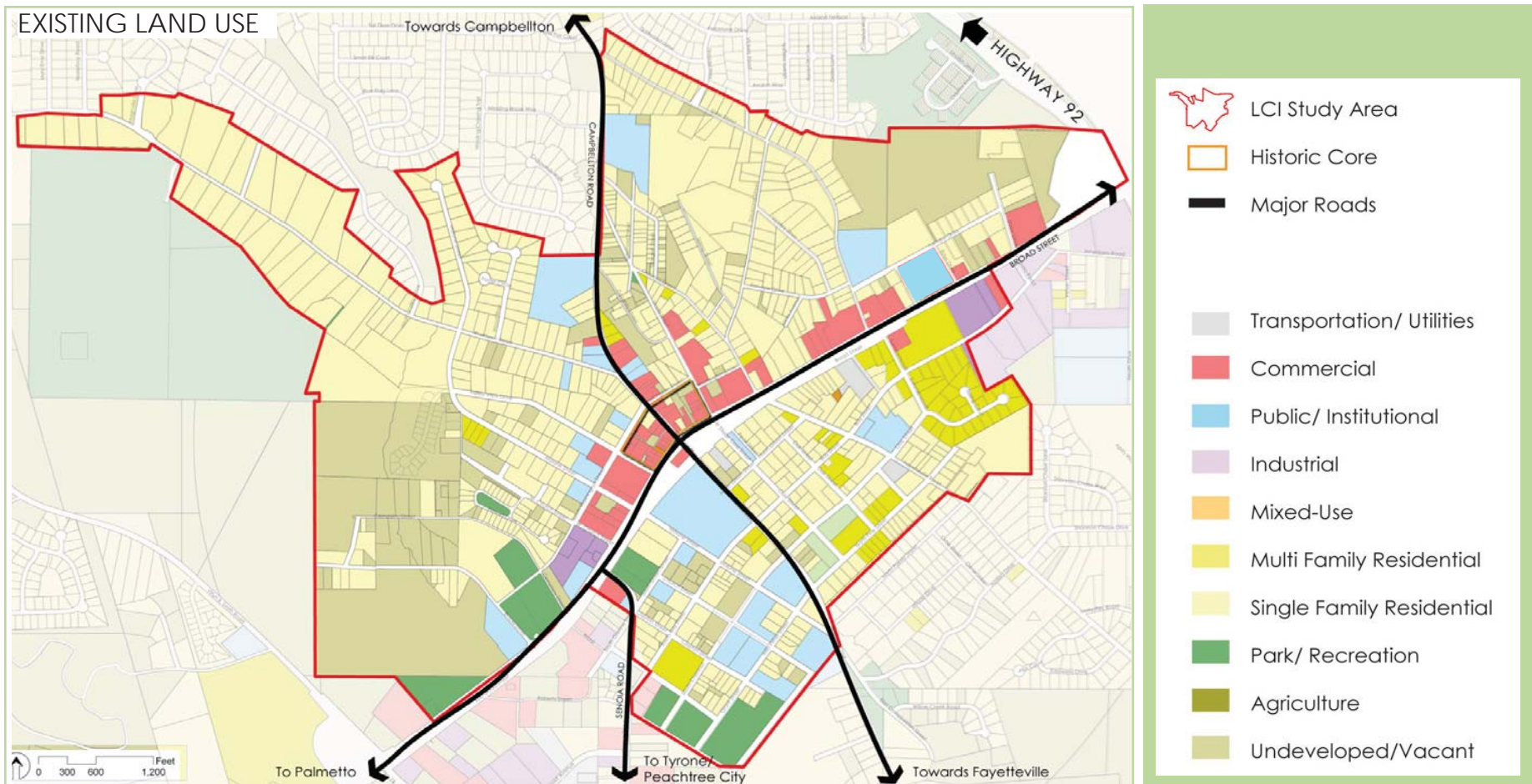
## 2.4.2 Existing Land Use

The following map shows the existing land uses in the Fairburn LCI study area. Most of the commercial land uses are clustered along East Broad Street closer to the Historic Downtown. There are several Institutional/ Public uses including schools and churches scattered around within the LCI boundary. These are represented in blue color in the map below. Some major institutions in the study

area are the Landmark Christian School, Campbell Elementary school, the First Baptist church and the new Fairburn Education Campus which currently houses the Georgia Military College (GMC). There is vacant developable land available closer to the GMC and the Campbellton Elementary School. This area therefore has the potential to evolve into a larger education node in the future. More than 75% of the study area is comprised of residential

land uses. These residential uses include a mix of traditional neighborhoods, larger lot suburban neighborhoods and some multi family residential.

A very small portion of land is dedicated to parks, recreational activities and open spaces within the study area. The only green space present in the study area is the Holy Hill Cemetery at Broad Street and Brooks Drive.



## 2.4.3 Character Areas

The following Downtown Character Sub Areas were developed as a part of the City of Fairburn's Comprehensive Plan to acknowledge the visual and functional differences of various neighborhoods and districts. The LCI study area is divided into the following character areas:

- **Traditional Neighborhood** : Most of the older established residential areas within the LCI boundary fall within this category. Characteristics small and regular lots with buildings close to the property line and somewhat regular Sidewalks with street mature trees. There neighborhoods will be preserved allowing for strategic infill at certain locations.
- **Suburban Neighborhood** : These are more recent residential neighborhoods closer to the western boundary of the LCI area, with a suburban, low density pattern of development.
- **Open Space** : The only existing open space in the LCI study area is the Holy Hill Cemetery and Park
- **Mixed Use** : The areas within a close proximity to the historic downtown with a mix of retail, office and residential uses are designated within the mixed use corridor. This includes almost all properties facing Broad Street, some parcels on Washington street and the residential area between W Campbellton and Margaret Street.
- **Historic Center**
- **Historic Sites**

(Following is a description of the Historic District sub areas from the City's Comprehensive plan)



### *Downtown Historic District*

*This area comprises the historic central business district, immediately surrounded by commercial and mixed-use areas.*

#### *Recommended Development Strategies:*

- *Encourage a relatively high-density mix of retail, office, services, and employment.*
- *Residential development should reinforce the traditional town center through a combination of rehabilitation of historic and traditional buildings in the downtown and compatible new infill development.*
- *Provide a mix of housing types including townhomes, apartments, condominiums, upstairs residential/ downstairs commercial.*
- *Road edges should be clearly defined by locating buildings at roadside with parking in the rear*
- *Downtown area should be very pedestrian oriented, with strong, walkable connections between different uses*
- *Enhance the pedestrian-friendly*



*environment, by adding sidewalks, installing streetscape improvements, and creating other pedestrian friendly trail/bike routes linking to nearby neighborhoods and major destinations.*

### *Historic Center*

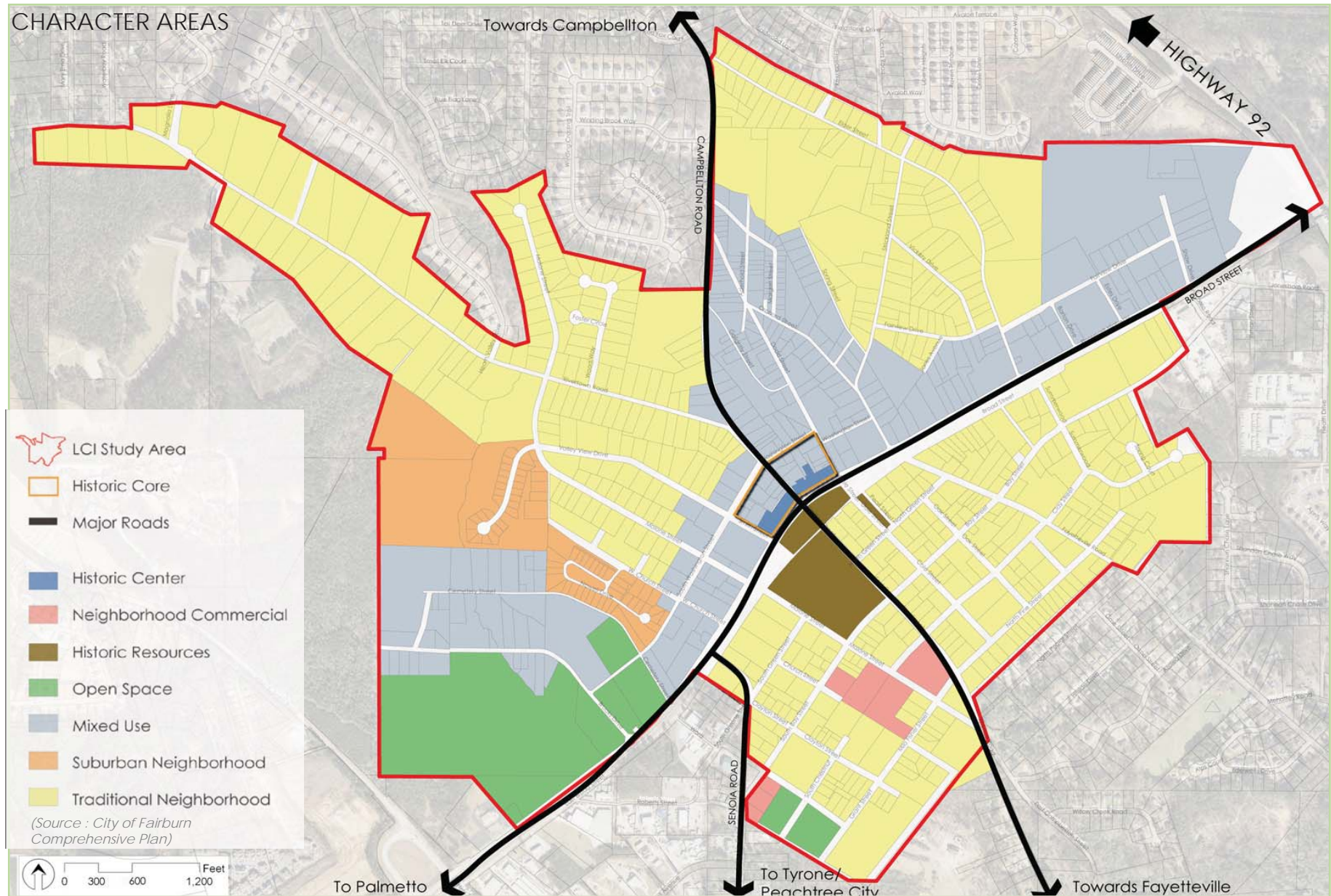
*This sub area is unique to the Historic Downtown District and incorporates the historic row of shops and residential lofts that line the two city blocks across from the historic railway stations. Recommended development patterns should include the formation of a Historic Downtown Committee to oversee restoration of this area.*

### *Historic Sites*

*This unique sub area designation highlights the unique features of the downtown area including the Landmark Christian School and property, the historic railway stations, and the old courthouse. These sites should be protected and/or renovated to maintain the character of the Downtown Historic District (DHD). Efforts should be made to integrate these sites into the DHD.*



# Community Profile

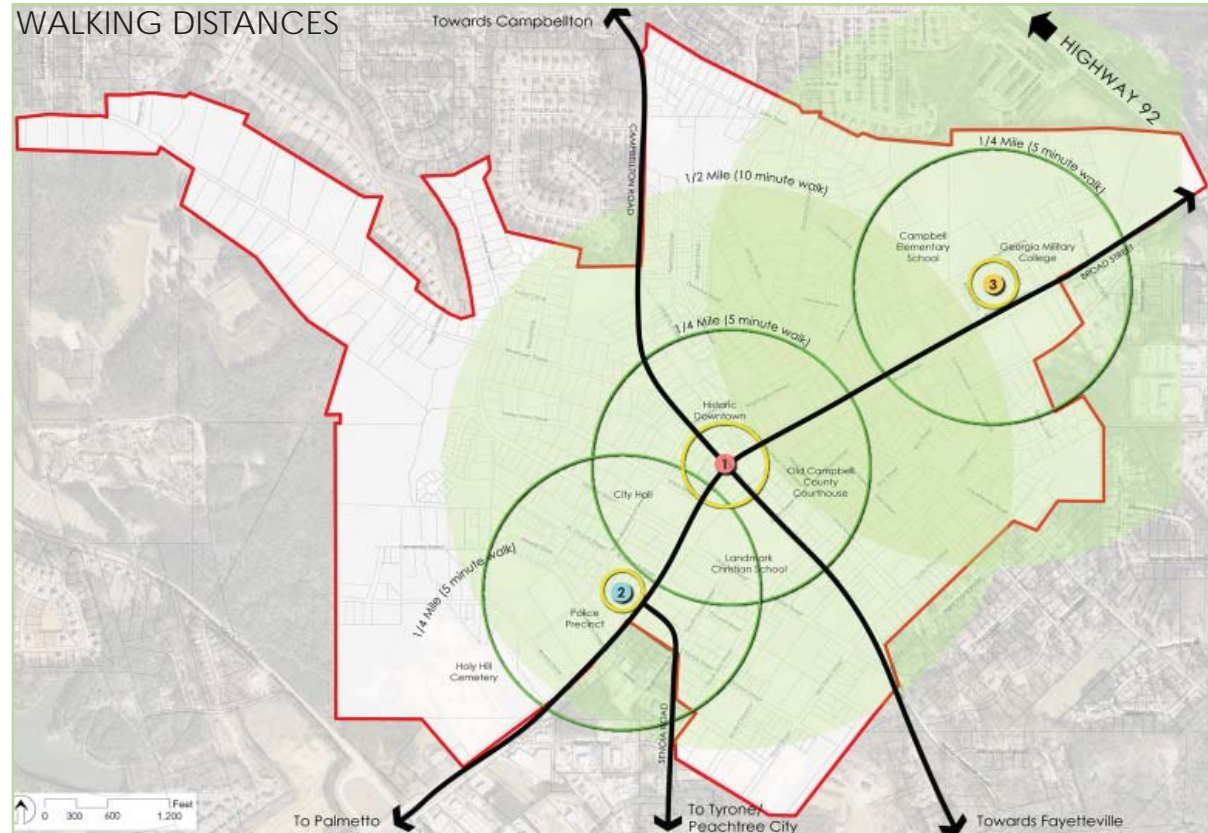


## 2.5 Urban Design

### 2.5.1 Nodes and Walking Distances

The walking distance analysis shows the areas that can be covered on foot in 5 to 10 minutes from the major centers of activity. These walkable catchment areas are referred to as “Pedestrian Sheds” and are typically the distances that most people are willing to walk, within a pedestrian scale environment. It is an important tool that informs the locations of future services, facilities and retail and also helps determine priority projects for Pedestrian Improvements.

In the adjacent map, each smaller circle represents a 5 minute walk from center of the circle to the edge of the circle, measuring an approximate 1320 feet or ¼ Mile. The bigger circle represents a 10 minute walk from the center of the circle to the edge of the circle, measuring ½ Mile. These walking distance circles are placed at major areas of activities/ important intersections in the Fairburn LCI area- The Downtown Core (Historic Node), Fairburn Education Campus (Education Node) and the Police precinct and recreational Building (Civic Node)



The Landmark Christian School and Old Campbell County Courthouse both are within a 5 minute walk from Downtown Core as illustrated in the map above.



# Community Profile

## 2.5.2 Issues

Following is a summary of urban design issues faced within and around the study area. While some of these are obstacles that may need to be overcome, others represent strengths and opportunities that could be leveraged to drive responsible growth in Fairburn Downtown.

### Issues

- Historic Buildings in need of restoration and Preservation
- Back of Historic Buildings need special attention
- Too much Asphalt on Broad Street-Lacks active pedestrian environment
- Limited mixed use in Downtown - Lack of Housing and Retail/Restaurants
- No Civic space/ Public Spaces
- Sporadic Industrial/ commercial uses on Broad Street near Highway 138 intersection
- Gateways need improvement
- Lack of cohesive Architectural Character
- Visual and Physical connectivity across the rail track is limited
- Poor pedestrian connectivity to neighborhoods and green spaces.

### Opportunities

- Unique historic character
- Several historic buildings including the train depots and the old Campbell County Courthouse
- Pedestrian friendly street grid
- Established residential close to downtown
- Good educational institutions



*Back of Historic Buildings provide a unique opportunity, these facades should be restored and activated.*



## 2.6 Transportation Analysis

This section includes:

- An assessment of the significance of the study area in terms of its transportation context;
- A brief review of prior transportation plans, studies, and recommendations;
- A summary of transportation improvement projects affecting the study area;
- An overview of the existing conditions of transportation and circulation facilities
- Information regarding emerging transportation issues and long range plans.

### 2.6.1 Transportation Context

- From a regional perspective, the prominent aspects of the study area include the following:
- Approximately 8 miles outside I-285 with relatively good access to major regional employment center including Hartsfield Jackson Atlanta International Airport (approximately 10 miles) and Atlanta's Central Business District (approximately 20 miles)
- Immediate interstate highway access from the SR 74 at I-85 interchange and the SR 138 at I-85 interchange providing access to the rest of the Metro Atlanta area
- Location along Broad Street (US Highway 29/ State Route 14), an ARC-identified "Regional Strategic Facility," linking the South Fulton area to the City of Atlanta
- Other ARC Regional Strategic Facilities either

pass through or are adjacent to the study area including SR 74, SR 92, and SR 138 providing connections to Peachtree City, Fayetteville, Riverdale, Douglasville, and other surrounding cities

- MARTA provides local bus service connecting the City of Fairburn to the MARTA rail system and the rest of Metro Atlanta
- The CSX Inter modal Terminal, located just south of the study area on McLarin Rd, provides freight rail access to the rest of the country

### 2.6.2 Prior Plans and Studies

Prior transportation plans and studies addressing the study area were reviewed as a starting point for this effort. The following section summarizes prior transportation-related analysis and recommendations as they apply to the current planning effort.

Fulton County Comprehensive Transportation Plan (CTP), 2001:

The Fulton County CTP is an effort to develop a comprehensive approach to transportation issues and future investments in the county. The CTP analyzed four possible scenarios for the county using the Atlanta Regional Commission's (ARC) travel demand model. These scenarios include the following:

- Existing + Committed (E+C) – Includes only those transportation projects in the ARC short-range Transportation Improvement Program (TIP)
- RTP Scenario – Includes all transportation projects in the ARC Regional Transportation Plan (RTP)

- Transit-Oriented Scenario – Includes all transportation projects in the RTP and focuses primarily on transit for additional projects
- Highway-Oriented Scenario – Includes all transportation projects in the RTP and focuses primarily on roadways for additional projects

Projects from all four scenarios were selected to develop a preferred scenario for further analysis and presentation to the public. From the preferred scenario a final project list was developed. This project list included a number of projects located just outside the Historic Downtown Fairburn LCI study area as well as a few projects in the study area. The most significant of these include the following:

- A commuter rail line passing through the city and a commuter rail station located in the city
- Reconstruction of the interchange at I-85 and SR 74
- Bike and pedestrian projects on a number of roadways leading into the city including US 29/Roosevelt Highway, Campbellton Street/ SR 92, Rivertown Road, and Fayetteville Road

A complete list of these projects is included in the table on the following page.

# Community Profile

Project Type	Type	Project Description	Fulton CTP Network Year	In Study Area?
HOV	HOV	Add I-85 HOV lanes from I-285 to SR 74/Senoia Road	2020	No
HOV	HOV	Add I-85 (south) HOV lanes from I-75/I-85 to I-285 <i>(Note: Partially located in the City of Atlanta)</i>	2020	No
Roadway	Bridge	Bridge at Fayetteville Road and CSX Railroad	2005	No
Roadway	Interchange	Reconstruct Interchange at I-85 and GA 74	2015	No
Roadway	New Road	Extend Oakley Industrial Boulevard from Senoia Road to Bohannon Road: 0 to 4 lanes	2005	No
Roadway	New Road	Add 2-lane I-85 frontage road from Senoia Road to Bohannon Road	2010	No
Roadway	Widen	Widen Oakley Industrial Boulevard from SR 138 to Senoia Road: 2 to 4 lanes <i>(Note: The roadway will be upgraded by the year 2005)</i>	2015	No
Roadway	Widen	Widen Senoia Road/SR 74 from I-85 to Fulton County Line: 4 to 6 lanes	2020	No
Roadway	Widen	Widen Rivertown Road from Fairburn city limits to Campbellton-Redwine Road: 2 to 4 lanes	2020	No
Transit	Bus	Additional bus service on a number of roadways, including Oakley Industrial Boulevard	2020	No
Transit	Rail	Commuter rail station in Fairburn	2020	Yes
Transit	Rail	Commuter rail from Newnan to downtown Atlanta with stops in Palmetto and Fairburn	2020	Partially
ATMS	ATMS	SR 74/Senoia Road from Roosevelt Highway to Fayette County line	2020	No
Bike & Ped	Bike Lane	Roosevelt Highway (US 29) from Palmetto city limits to Fairburn city limits	2005	No
Bike & Ped	Multi-Use Path (Greenway)	Bear Creek Greenway: from Johns River Road to Cochran Mill Park	2020	No
Bike & Ped	Multi-Use Path	Campbellton Fairburn Highway (SR 92) Path: Cascade Palmetto Highway (SR 154) to Fairburn City Limits	2010	No
Bike & Ped	Multi-Use Path	Campbellton Street Path from Fairburn city limit to I-85 overpass	2010	No
Bike & Ped	Multi-Use Path	Spence Road Path: I-85 Overpass to Fayette County	2010	No
Bike & Ped	Sidewalks	Rivertown Road from Cedar Grove Road to city limits	2005	No
Bike & Ped	Sidewalks	Herndon road from schools to Fairburn city limits	2005	No
Bike & Ped	Sidewalks	John Rivers Road from Rivertown Road to Roosevelt Highway	2005	No
Bike & Ped	Sidewalks	Fayetteville Road from Fairburn city limits to Union City city limits	2010	No

## Transit Planning Board Concept 3, 2008

The Transit Planning Board (TPB) is a joint venture between the Metropolitan Atlanta Rapid Transit Authority (MARTA), the ARC, and the Georgia Regional Transportation Authority (GRTA). It's primarily focused on the creation of a regional transit plan and identifying new regional sources of funds to implement and operate the system. In August 2008 the TPB approved Concept 3 as their Regional Vision for Transit in Atlanta and submitted it to the ARC for adoption as the transit portion of the Regional Aspirations Plan. No funding or time frame for the projects in Concept 3 have been identified yet.

Concept 3 includes three projects that pass through or near the LCI study area:

- Regional Suburban Bus along Broad Street/US 29/SR 14 connecting to Newnan, Riverdale, and Jonesboro
- A Transit Way generally following the alignment of Broad Street/US 29/SR 14
- Commuter Rail to Union City, Peachtree City, and Senoia (no station in Fairburn)

MARTA bus routes currently serve the City of Fairburn and connect to other destinations within Fulton County. The regional suburban bus would provide bus service to destinations near Fairburn, regardless of what county they are located in. The proposed transit way would provide exclusive right of way for operation of transit, preventing delay based on roadway traffic congestion.

One noticeable difference between the TPB Concept 3 and the Fulton County CTP is the TPB Concept 3 identifies a commuter rail route connecting to Union City, Peachtree City, and

Senoia, but not to Fairburn. The Fulton County CTP identified a commuter rail route passing through Fairburn with a station located in the city.

The map on the side shows the location of the TPB Concept 3 projects that pass through Fairburn.

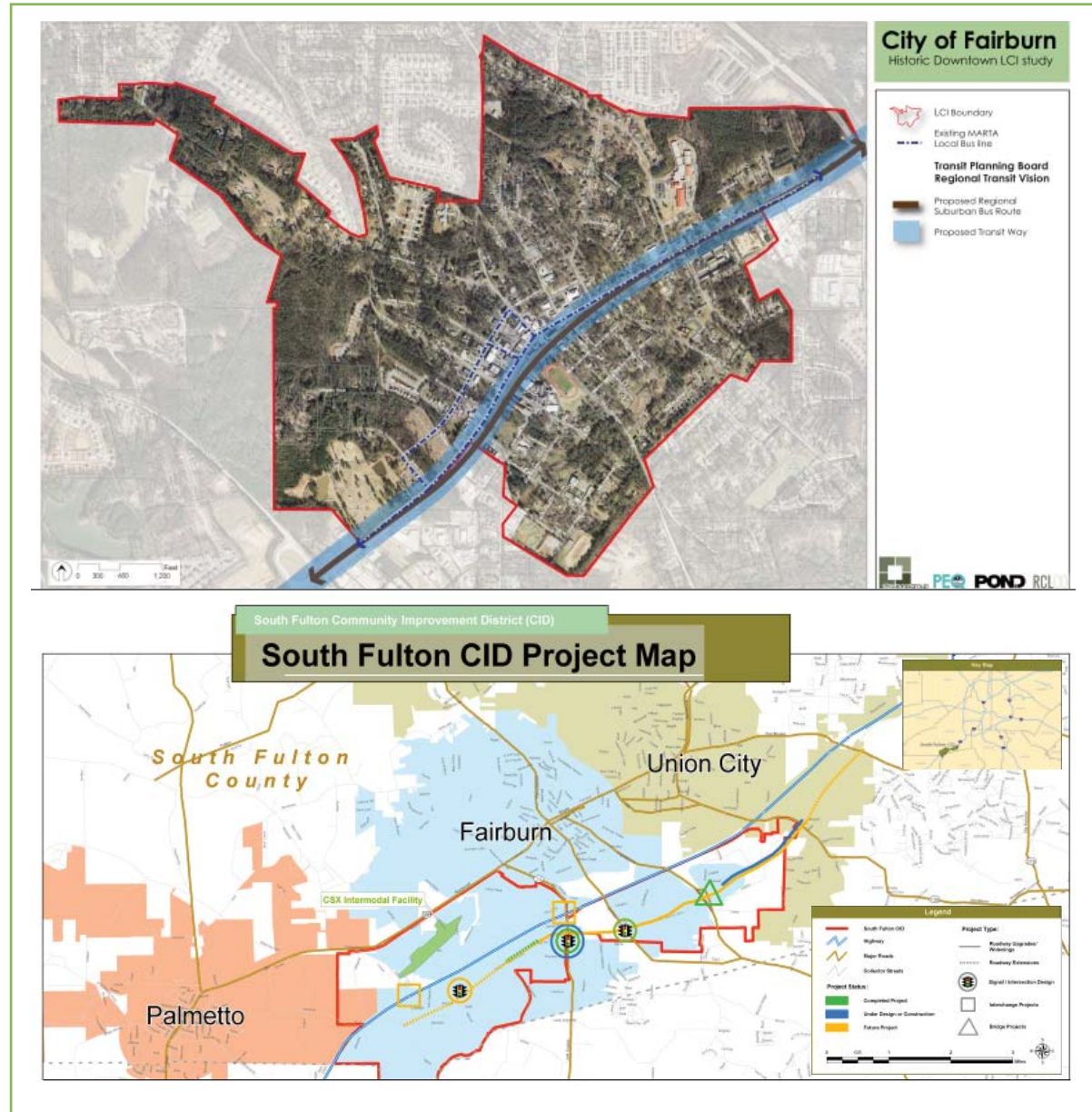
## South Fulton Community Improvement District (CID)

The South Fulton CID is a self taxing group of property owners that work to facilitate business and community development. The CID works with government officials, business professionals and members of the surrounding community to invest in needed transportation improvements in the area. The South Fulton CID is located just outside the LCI study area, primarily in the I-85 and Oakley Industrial Blvd corridors within unincorporated Fulton County, the City of Fairburn, and Union City.

The two projects that will have the most impact on the LCI study area include the following:

- Oakley Industrial Boulevard Upgrade – The CID has undertaken preliminary engineering design to upgrade the roadway from SR 138 to the bridge over the CSX railroad tracks. The upgrade will include wider travel lanes, a center turn lane and sidewalks.
- SR 74/I-85 Interchange – The South Fulton CID is working with local governments to identify funding for an Interchange Modification Report (IMR) for the SR 74/I-85 Interchange.

The locations of other completed, on-going, and planned projects are shown on the map below the TPB Concept 3 map.



# Community Profile

## 2.6.3 Programmed Improvements

The ARC Regional Transportation Plan (RTP) was investigated in order to assess the potential impact of regionally significant projects on the LCI study area. No projects in the RTP are located within the study area. Nearby RTP projects are located in the Oakley Industrial Boulevard corridor and at interchanges with I-85.

The following table provides additional details about these projects.

ARC ID	Project Type	Completion Date	Project Status	Project Description	Location/ Project Start	Project End
FS-202B1	Roadway Operations	2009	Programmed	Upgrade of Oakley Industrial Blvd to include a center turn lane, sidewalks, and improved shoulders	Jonesboro Road/SR 138 intersection	Fayetteville Road/Oakley Industrial Blvd grade separation
FS-202B	Roadway Capacity	2020	Long Range	Addition of one general purpose lane in each direction	Senoia Road/SR 74	Jonesboro Road/SR 138
FS-202C	Roadway Capacity	2020	Long Range	Addition of one general purpose lane in each direction	Bohannon Road	Senoia Road/SR 74
FS-AR-183	Interchange Upgrade	2020	Long Range	Addition of turn lanes on the exit ramps and widening of the SR 138 bridge to include turn lanes	I-85 and SR 138 Interchange	
FS-AR-182	Interchange Upgrade	2030	Long Range	Addition of turn lanes on the exit ramps and widening of the SR 74 bridge to include turn lanes	I-85 and SR 74 Interchange	

## 2.6.4 Transportation Systems- Existing Conditions

### User Characteristics

In order to assess the local transportation system it is necessary to consider the relationship of the system to its users. Readily available data regarding localized travel behavior is provided by the 2000 US Census which summarizes the commute behavior of working residents of the City of Fairburn. The following is a summary of relevant facts (2000 US Census, Fairburn City, and Atlanta,

GA MSA):

Approximately 62% of Fairburn's residents work in Fulton County

70% of residents drove alone to work (compared to 77% of Metro Atlanta residents)

17% carpooled to work (compared to 14% of Metro Atlanta residents)

4% used public transportation (compared to 4% of Metro Atlanta residents)

4% walked or biked to work (compared to 1% of Metro Atlanta residents)

4% worked from home (compared to 4% of Metro Atlanta residents)

The remaining 1% commuted by other means (compared to 1% of Metro Atlanta residents)

Commute times for the City's resident's are as follows:

- Less than 30 minutes: 52% of residents (compared to 51% of Metro Atlanta residents)
- 30 to 44 minutes: 25% of residents (compared to 25% of Metro Atlanta residents)
- 45 to 59 minutes: 11% of residents (compared to 12% of Metro Atlanta residents)
- 60 or more minutes: 11% of residents (compared to 12% of Metro Atlanta residents)

Additionally, Fairburn residents are slightly less likely to have a vehicle available to them, as nearly 9% of households in the city do not have access to a vehicle. Approximately 7% of the households in Metro Atlanta have no vehicle available.

## Roadway Facilities

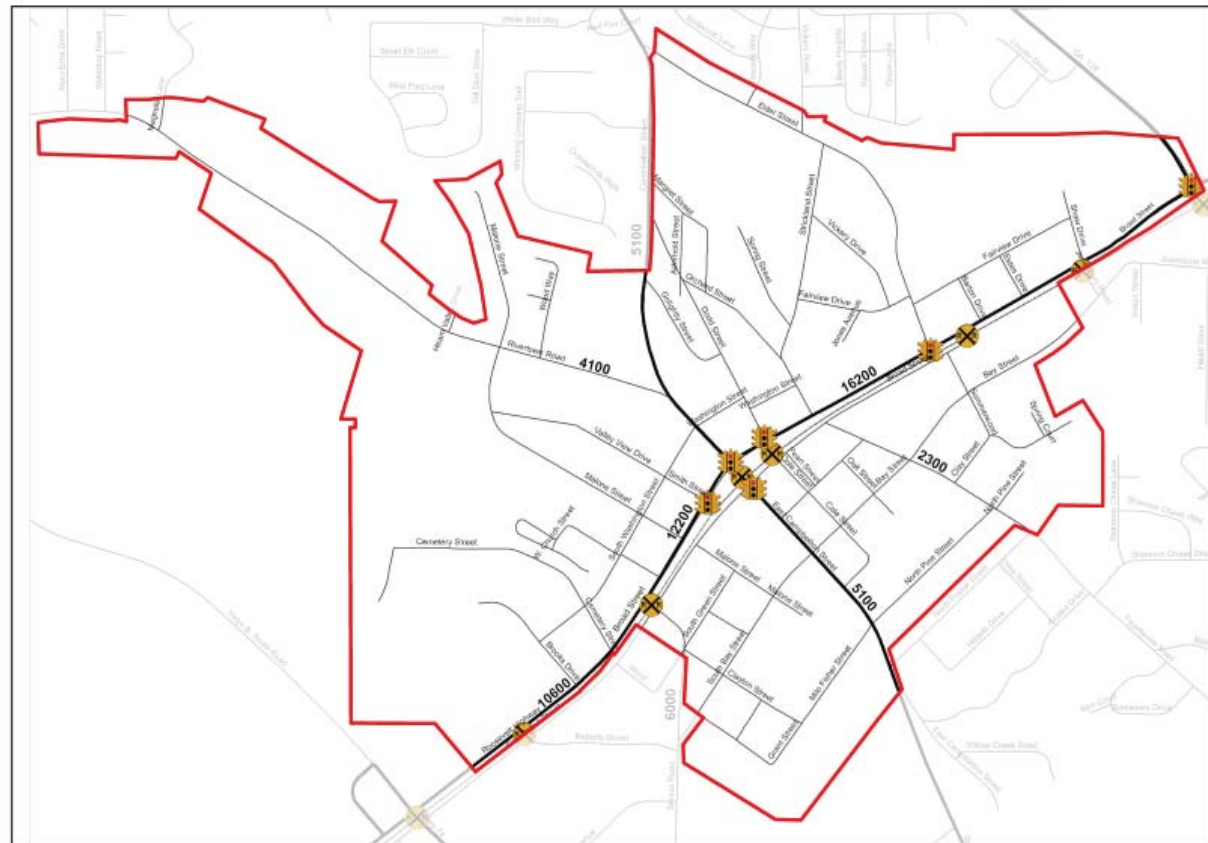
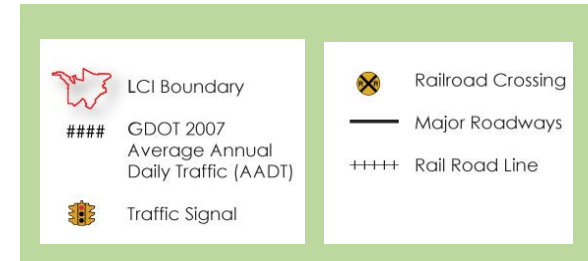
The map on the following page serves as a reference for the following section.

Like many cities in the State of Georgia, downtown Fairburn is a central point where a number of regional roadways converge. Broad Street/US 29/SR 14 is the primary roadway moving traffic into and through the city. Campbellton Street, Rivertown Road, Fayetteville Road, and Senoia Road all feed traffic from the surrounding area into downtown Fairburn. However, the downtown area has a fairly well developed street grid, providing a number of alternative routes, particularly for local trips.

Interstate 85 runs parallel to Broad Street/US 29/SR 14 and is located just to the southeast of the LCI study area. Access to I-85 is provided at two locations near the LCI study area, Senoia Road/SR 74 and Jonesboro Road/SR 138. While interstates provide good access to the region as a whole, they tend to divide communities due to a limited number of locations to cross the interstate. However, bridges at four locations (Senoia Road/SR 74, Jonesboro Road/SR 138, Spence Road/SR 92, and Fayetteville Road) help to connect the LCI study area to the surrounding region. This reduces the negative impact of I-85 while still providing good regional access.

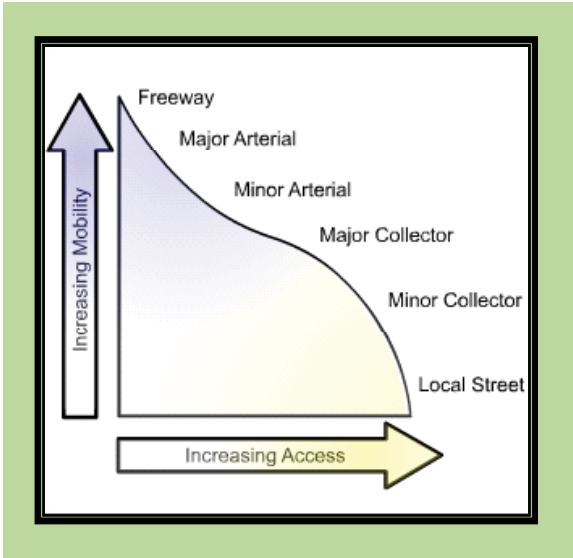
The study area is bisected by a CSX freight rail line. West Broad Street and East Broad Street are located adjacent to and on either side of the rail line. W Broad Street is fronted primarily by commercial development while E Broad Street is fronted primarily by residential development. Therefore, the rail line serves as a barrier between downtown's commercial development and the east side of downtown. There are 6 railroad crossings in the study area that accommodate

automobiles and pedestrians, two of which are not at grade. One railroad crossing in the study area, also not at-grade, accommodates pedestrians only. Two other crossings are located just outside the study area on Senoia Road/SR 74 and Jonesboro Road/SR 138. These crossings generally provide good access between the east and west sides of the city, reducing the negative impact of the rail line.





# Community Profile



Roadways are classified according to the degree to which they fulfill two purposes: movement of traffic, or mobility, and access to development. As expressed in the following diagram, these functions are inversely related in that the more traffic volume a roadway can accommodate, the less access it provides (and vice versa).

Thus, a functional classification system provides a hierarchical ranking based on the degree of mobility and accessibility that a street provides its users.

Broad Street/US 29/SR 14 is an urban principal arterial. GDOT Annual Average Daily Traffic (AADT) volumes on this roadway in 2007 ranged from 10,600 on the south end of the study area to 16,200 on the north end of the study area. Based on these volumes, the daily level of service (LOS) is C on this roadway. Excess capacity exists along this segment of Broad Street/US 29/SR 14 which

will allow it to accommodate future traffic growth. Broad Street/US 29/SR 14 is a 4-lane roadway with a center turn lane from Senoia Road to Strickland Street. Between Smith Street and Dodd Street the roadway is lined with historic buildings and on-street angled parking. The historic buildings and the businesses that inhabit them help bring visitors to downtown and create a sense of street life. However, the 5 lanes of traffic, angled parking, and buffer between the parking and the travel lanes result in a very wide roadway passing through the heart of downtown Fairburn.

SR 74/Senoia Road is an urban principal arterial located adjacent to the LCI study area that connects the area to I-85. In addition, a number of roadways in or adjacent to the study area are considered urban minor arterials. Most of these roadways, particularly within the study area, are 2-lane roadways with primarily residential development and low travel speeds. The urban minor arterials include the following roadways:

- Campbellton Street/Spence Road/SR 92
- Rivertown Road
- Fayetteville Road
- Senoia Road
- SR 138/Jonesboro Road (adjacent to study area)
- Virlyn B. Smith Road (adjacent to study area)

The intersections of these routes are critical transportation nodes. (Note that due to the increasingly competitive nature of federal and state funding, routes generally must be classified as arterials and collectors to qualify for federal assistance to fund improvement projects.)

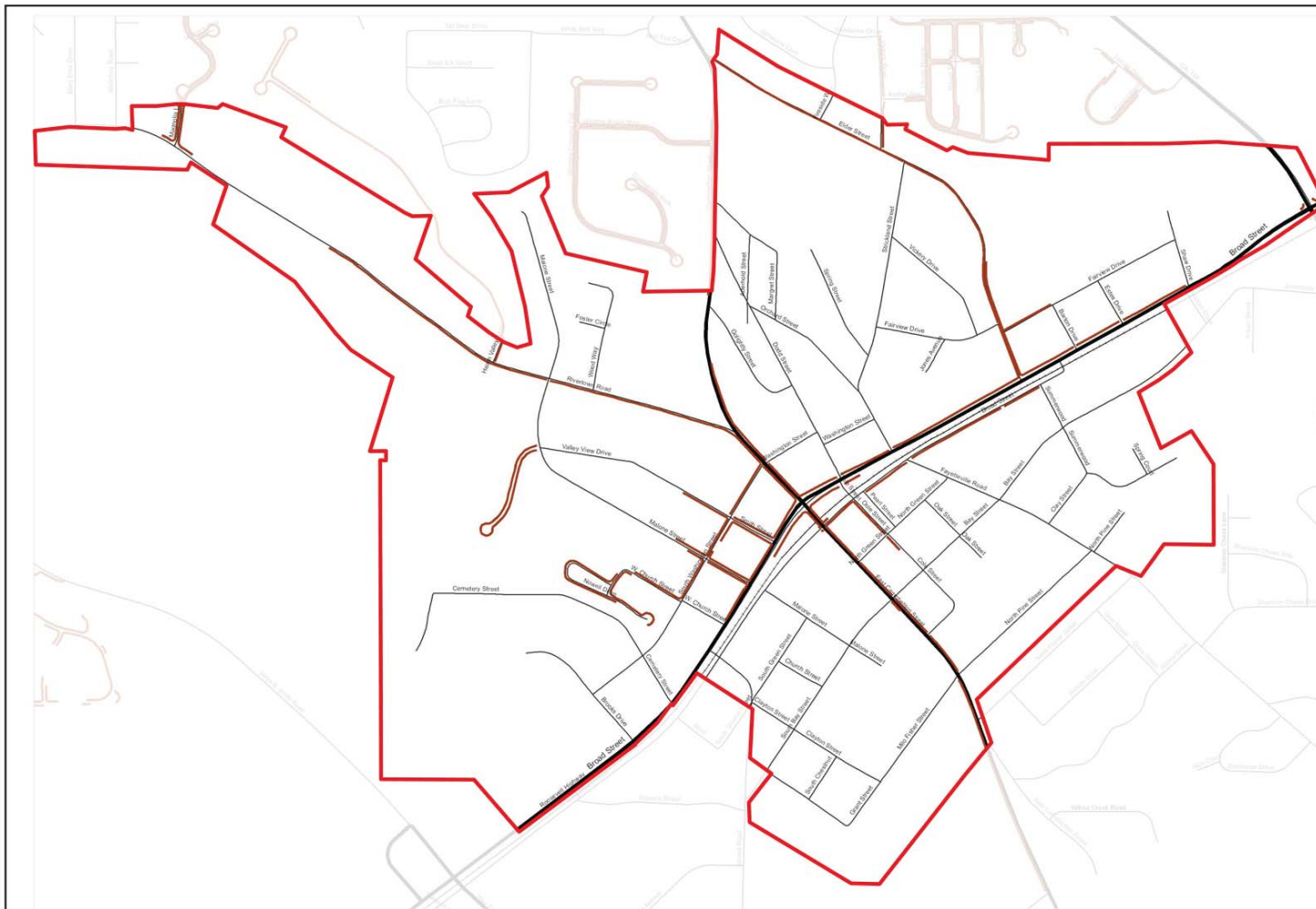


## Alternative Transportation





Alternative modes of transportation include any means of travel other than traveling in a single occupant vehicle. In the Metro Atlanta area this traditionally includes: pedestrian, bicycle, heavy rail, commuter bus, local bus, carpooling, and


van pooling. Within the study area, sidewalks are primarily located along major roadways including Broad Street/US 29/SR 14, Campbellton Street, and Rivertown Road. Elder Street, where Campbell Elementary school is located, is one of the few local roadways outside of downtown that has sidewalks. Most roadways downtown





have a sidewalk on at least one side of the street. Additionally, pedestrian infrastructure at the signalized intersections downtown includes bulb outs, ADA accessible ramps with tactile surfaces, and relatively new pedestrian signals. The map below shows the location of sidewalks throughout the LCI study area.



**City of Fairburn**  
Historic Downtown LCI study

-  LCI Boundary
-  Existing Sidewalks
-  Major Roadways
-  Railroad Line



# Community Profile

Most local roadways outside the downtown area do not have sidewalks. However, pedestrian activity is still viable along most of these roadways because traffic volumes are very low. Even with low traffic volumes on these roadways, the addition of sidewalks would improve the walkability of the area and increase pedestrian safety.

Dedicated bicycle facilities are rare in the metro-Atlanta region, thus it is not surprising that the study area is absent of bike lanes, shared-use paths, or multi-use trails. The following map shows bicycling suitability along roadways in the Fairburn area. This map shows that roadway conditions are primarily medium or difficult for bicycling with short segments of roadway considered to have the best conditions for bicycling.



Sizemore Group in collaboration with RCLCO, PEQ Inc. and Pond & Company

MARTA bus service in the City of Fairburn is fairly limited. MARTA serves Fulton County and DeKalb County, but does not serve adjacent counties. The City of Fairburn is located in south Fulton County, only a few miles from Douglas County, Coweta County, Fayette County, and Clayton County. The city's location near the edge of Fulton County limits the possible bus routes that MARTA can provide to the city. Additionally, much of south Fulton County consists of rural development, which keeps demand for transit use low.

The two bus routes serving the City of Fairburn both pass through downtown Fairburn on US 29/Broad Street, as shown on the map on the following page. These routes are:

#### Route 180

- From MARTA College Park rail station to Union City, City of Fairburn, and the City of Palmetto
- Weekday peak hour headway of approximately 20 minutes
- Off-peak headway of approximately 30 minutes

#### Route 181

- From MARTA College Park rail station to South Fulton Park and Ride, Shannon Mall, and the City of Fairburn
- Weekday peak hour headway of approximately 30 minutes
- Off-peak headway of approximately 40 minutes

Routes 180 and 181 both provide a connection to the MARTA College Park rail station. This rail connection provides transit access to all other points

along the rail system, including major job centers such as Downtown Atlanta, Midtown Atlanta, Buckhead, Perimeter Center, and Hartsfield-Jackson International Airport. Additionally, the headways on each of these routes are frequent compared to many other bus routes along the MARTA system. While transit coverage is limited within the city the existing routes connect to the MARTA rail system and provide frequent service.

The Georgia Regional Transportation Authority operates an express bus service known as Xpress that connects suburban parts of Metro Atlanta to Downtown Atlanta, Midtown Atlanta, and Buckhead. The Xpress system operates the following two routes on the southwest side of Metro Atlanta:

- Route 450 - Newnan to Downtown and Midtown Atlanta- Newnan park and ride lot, located approximately 18 miles south of Fairburn
- Route 455 - Union City to Downtown Atlanta- The Union City Park & Ride lot is located at Flat Shoals Rd, exit 66 on I-85 South. The lot is a Georgia Department of Transportation Rideshare lot located approximately 5 miles from downtown Fairburn.

Neither of these routes is located in the City of Fairburn. Route 455 has the closest Park & Ride Lot, located approximately 5 miles from downtown Fairburn. Driving to this Park & Ride Lot is a legitimate commute option, but it is too far from Fairburn to be accessible by pedestrians. MARTA bus route 181 provides a connection between downtown Fairburn and the Union City Park & Ride lot.

## 2.6.5 Issues and Opportunities

An assessment of transportation needs in the City of Fairburn was performed as part of the City's Comprehensive Plan Community Assessment and Community Agenda. This Transportation Needs Assessment includes automobile, transit, pedestrian, and bicycle travel modes. A wide range of planning tools, techniques and methods were employed to gain a thorough understanding of Fairburn's transportation needs. The following is a summary of the transportation trends and issues identified in the Comprehensive Plan. Major Trend: The existing transportation network is not working to provide a useful network of roadways, connectivity, and alternative uses.

### Issues:

- Fairburn has few alternatives to using a car for mobility, which causes traffic congestion.
- The community does not have enough sidewalks and bike trails and those that exist are not well-linked.
- Housing, jobs, daily needs and other activities are not within easy walking distance of one another in the community.
- Roadways within the City are increasingly congested.
- Public education is needed on existing transit and alternative transportation networks.

Major Trend: Commute time is increasing as more and more residents rely on automotive transport, which increases congestion.

### Issue:

- Fairburn is not connected to MARTA, either through a local station, or express transportation to local station.

### Opportunities:

- Provide connectivity to MARTA, either through a local station, or express transportation to local station.
- Develop a bikeway/sidewalk/multiuse trail plan for Fairburn.
- Implement streetscape improvements to create pedestrian/bicycle friendly corridors.
- Self-guided walking/bike tours in the historic downtown can be developed to encourage pedestrian traffic in the DHD.
- Require connectivity between roadways within new development and between developments.
- Provide sufficient parking in the DHD and insure that it has adequate signage.
- Develop education materials to inform the public about alternative modes of transportation and transit available within Fairburn.

The following table is a part of the Transportation Needs Assessment. This table shows significant population growth is projected for both Fairburn and South Fulton County between the year 2000 and the year 2020.

This additional population growth means additional transportation demand will also be created as these areas grow. The City must address this demand to prevent traffic congestion from getting worse.

The Transportation Needs Assessment also stated "In addition to satisfying the demand for improving the transportation network, the City needs to make decisions that do not comprise the main objective of creating a livable, pedestrian-friendly downtown." This policy is in line with the goals of the LCI program.

As such, the Transportation Needs Assessment, as well as the Historic Downtown Fairburn LCI study's public involvement process, are guides to the development of recommendations and projects during the Historic Downtown Fairburn LCI study process.

Population from 1995 - 2020				
	1995	2000	2020	% change between 2000 and 2020
Fairburn	4,739	5,464	17,192	68.2%
South Fulton County	48,094	49,060	62,312	21.3%

*Fulton County Transportation Plan*

# Community Profile

## Emerging Transportation Issues

Both the Fulton County CTP and the ARC RTP identify a number of projects near the Historic Downtown Fairburn LCI study area. Lack of funding has become a significant problem for implementation of transportation projects and may delay implementation for some or all of the projects planned for the Fairburn area. However, these plans are the best guide for what projects may happen in the future. Therefore, the LCI study should coordinate both land use and transportation planning with these project lists as much as possible. Planned projects that have the greatest potential impact on the study area network in the mid-term include:

- Bike lanes on Roosevelt Highway (US 29) from Palmetto city limits to Fairburn city limits (CTP)
- Campbellton Fairburn Highway Path: Cascade Palmetto Highway (SR 154) to Fairburn City Limits (CTP)
- Campbellton Street Path from Fairburn city limit to I-85 overpass (CTP)
- Spence Road Path: I-85 Overpass to Fayette County (CTP)
- Upgrade of Oakley Industrial Blvd to include a center turn lane, sidewalks, and improved shoulders from Jonesboro Road/SR 138 intersection to Fayetteville Road/Oakley Industrial Blvd grade separation (RTP)

Planned projects that have the greatest potential impact on the study area network in the long-term include:

- Commuter rail from Newnan to Atlanta with stops in Palmetto and Fairburn (CTP)

- I-85 and SR 138 Interchange – Addition of turn lanes on the exit ramps and widening of the SR 138 bridge to include turn lanes (RTP)
- I-85 and SR 74 Interchange – Addition of turn lanes on the exit ramps and widening of the SR 74 bridge to include turn lanes (RTP)

Based upon our review, the following problem statement, issues, opportunities, and challenges have been identified and must be addressed as the Historic Downtown Fairburn LCI Study moves forward.

### Problem Statement:

- Improve the transportation network by providing more bicycle and pedestrian connectivity
- Prepare for future enhanced transit service
- Coordinate transportation projects with land use changes to create a more vibrant, livable downtown

### Major Transportation Issues include:

- Broad Street/US 29/SR 14 is auto oriented and not pedestrian friendly
- Image, identity, and character of the arterial streets
- Sidewalk network and connectivity within the community is limited, especially outside of the downtown area
- Pedestrian environment: mobility, connectivity, safety, and experience – streetscape, sidewalk, cross walks, plazas, lighting, signage, street furniture and art work

- A lack of bicycle infrastructure – bicycle lanes, multi-use trails, greenways
- Perceived lack of parking in downtown area
- Truck traffic traveling on local roadways, particularly when detouring around the low bridge at the intersection of Campbellton Street/SR 92 and E Broad Street
- The CSX freight rail line bisects downtown Fairburn, splitting the city



Campbellton Street Underpass

## Major Transportation Opportunities include:

- Improve corridor mobility and walkability with programmed projects
- Provide for a safe pedestrian experience
- Create the foundation for enhanced transit service
- Good access to the interstate system
- Insure that adequate parking is provided to support redevelopment in the downtown area and to meet transit park and ride needs
- Identify ways to reroute truck traffic out of the historic downtown area
- Create a cohesive street image with streetscape, architectural controls, lighting, street furniture, sidewalks, and art work
- Improve existing CSX freight rail line pedestrian underpass at Smith Street
- Addition of GMC Liberal Arts College and baseball championship fields can bring more visitors to downtown Fairburn

## Challenges

- Can the large amount of commuter traffic on Broad Street/US 29/SR 14 continue to be accommodated while creating a more pedestrian friendly environment downtown?
- How can connections to downtown Fairburn be improved for all modes of travel?
- Can truck traffic be removed from the local streets in and around downtown?
- How best can students at the GMC Liberal Arts College and visitors to the baseball championship fields be attracted to downtown Fairburn

# 3. Market Analysis

3.1 MACRO DEMOGRAPHIC TRENDS AND  
CONTEXT

3.2 SUMMARY OF LOCAL DEMOGRAPHIC  
AND ECONOMIC TRENDS

3.3 SUMMARY OF REAL ESTATE TRENDS

## 3.1 Macro Demographic Trends and Context

Across the country large demographic shifts are currently taking place that will significantly affect future housing demand. Based upon extensive research conducted by RCLCO and others, the following trends will affect future housing choice throughout the country, and Atlanta region, including the City of Fairburn.

Between 1985 and 2000, just over two-thirds of household growth was comprised of one- and two-person households, and the U.S. Census anticipates that as approaching 90% of the household growth until 2025 may be comprised of one- and two-person households. According to U.S. Census data analyzed by the Brookings Institution, smaller households have demonstrated a preference for downtowns and other urban neighborhoods, where denser housing types typically predominate.

Much of this growth is being fueled by the aging Baby Boomers. As they become empty nesters and eventually retirees their lifestyle and corresponding housing needs change. This shift is significant as many of these aging households are becoming increasingly interested in simplifying their lifestyles and place increasing importance on convenience. Among the simplifications many are considering is their residence, with increasing numbers of Baby Boomers opting for townhouses, small lot single-family homes and rental apartments; all products appropriate for town center locations. In Fairburn, this is likely to represent a shift in housing demand from existing households as well as potential influx of new residents, many of them baby boomers. Approximately 30% of baby boomers, more so than the previous generation, indicates they will choose "affinity locations" such as college towns and small towns for retirement, and 43% indicate

that they prefer to live within walking distance of a variety of services including shopping, restaurants, and a doctor's office. Another major factor is Generation Y. This youngest cohort, the oldest of whom is turning 30 this year, is larger in size than their Baby Boomer parents and appears to have much more pronounced housing preferences. Their most preferred locations are downtowns in inner-ring suburbs; they value the ability to walk over almost all else; they seek diverse communities; and they value location and community over home. Within Gen Y there is still significant appetite for more suburban settings, the key being that they want the suburbs to be different – more walkable and with more variety of products. While this cohort is expected to be underrepresented in Fairburn (relative to Atlanta overall) in the near term, it will surely be an important market audience for Fairburn in 2015 and beyond as this group matures to prime home- purchasing and family-rearing ages.

Based on the growth in smaller households as well as growing preferences for high-density housing among all households, it is likely that the coming decades will be witness to increased overall demand for higher-density housing. Nationally, there may be as high as a 140% increase in demand for higher-density housing (over levels calculated by using the 2005 American Housing Survey distribution), approximately half of these units will likely be demanded in dense, mixed-use, walkable neighborhoods.

It is important to note that while RCLCO's research and related research highlight a growing preference for high-density living arrangements, RCLCO's data indicate that today traditional suburban-style development is still most preferred by almost 50% of potential home buyers nationally, a trend that is slightly higher in suburban locations such as Fairburn

## 3.2 Summary of Local Demographic and Economic Trends

### Key Market Segments

An overview of the demographic characteristics (size of the market, income characteristics, household types, etc.) of the Fairburn LCI area is the best way to determine the level of opportunity for various new land uses in downtown. The primary groups that will fuel demand for new development include:

- Fairburn LCI area households;
- South Fulton area households;
- Georgia Military College students, faculty and staff; and
- Commuters along US-29 and I-74

The current size, anticipated growth rate, income characteristics and a variety of other descriptors of these groups help determine the potential demand for new development in downtown. The group characteristics and the land uses they may support are summarized in the table below:



# Market Analysis

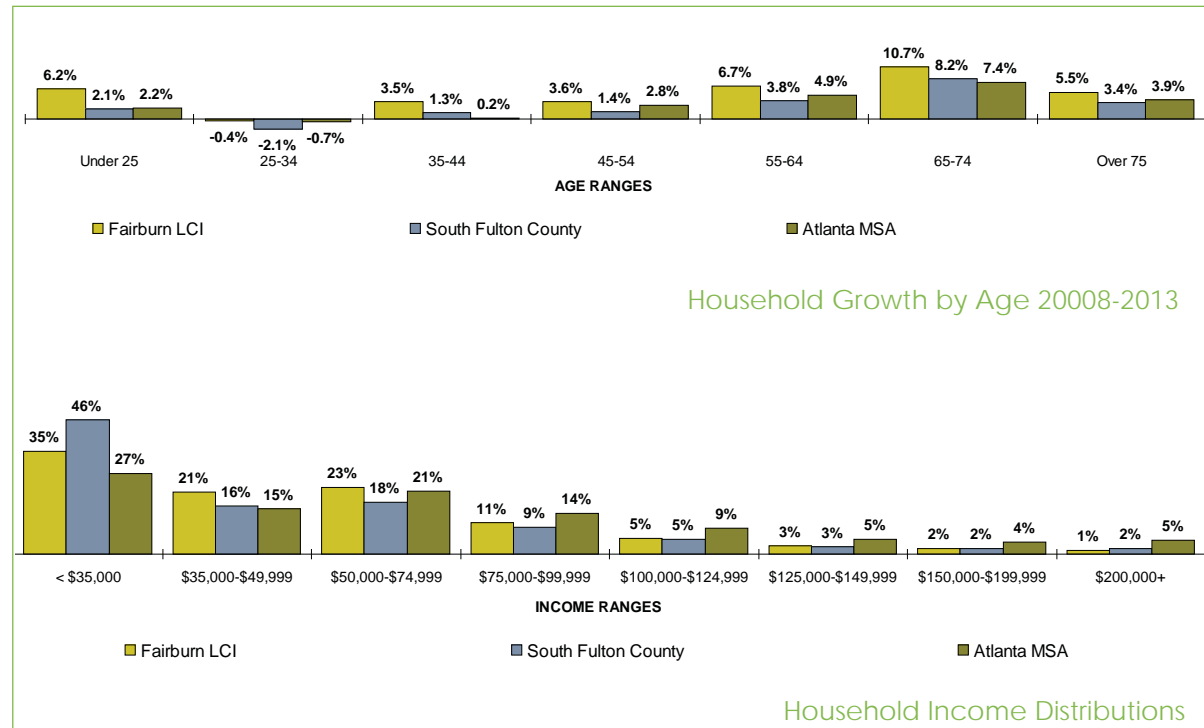
	FAIRBURN LCI HOUSEHOLDS	SOUTH FULTON PMA HOUSEHOLDS	GEORGIA MILITARY COLLEGE STUDENTS	COMMUTERS ALONG US-29 and I-74
<b>MARKET SIZE</b>	1,149 Households	Roughly 130,000 households	Approximately 548 students	12,100 AADT along I-74 (north of I-85) and 5,080 AADT along US-29 (E. Broad Street) .
<b>DESCRIPTION</b>	Majority aged 45+ with median income of \$45,000. Almost 65% of residents own their own homes.	More than 76% of the population in South Fulton is African American, with median incomes of \$52,000.	Co-educational, accredited, liberal arts junior college. Currently only 5% of students live on campus. The College employs 80 full and part-time teachers and staff.	Commuters traveling from Newnan and Peachtree City to Atlanta, alternative to I-85. Other commuters include students to Georgia Military College and families with children at Landmark
<b>GROWTH</b>	Claritas estimates suggest continued growth, at 5.6% annual household growth after the impressive 8.5% annual household growth rate from 2000 to 2008. ARC estimates a slower continued annual growth rate of 1.4% for the next 5 years.	Claritas estimates the South Fulton area add more than 3,000 new households yearly at a rate of 2.3-2.8%.	Projected to increase in size substantially with the addition of new classroom building in the process of development. Projected to double in size in the next 3 years.	Continued growth in South Fulton (especially in Fairburn and Peachtree City) could create more commuters along I-74 and US-29.
<b>CURRENT RELATIONSHIP TO FAIRBURN LCI AREA</b>	Residents from the LCI area are limited in terms of retail and housing options in the LCI area. Many residents are deterred from the area because of the lack of retail and appropriate service offices.	While only a very small percentage (1%) of South Fulton residents live within the LCI limits. Fairburn LCI could become an important retail, housing and service node for South Fulton.	Roughly 25% of students live or work within or nearby the Fairburn LCI area.	The Fairburn LCI could capture a number of commuters from Peachtree City and other towns along US-29. Potential to offer these commuters retail and service options.
<b>POTENTIAL SUPPORT FOR...</b>	Dining, Entertainment, Retail, Local Office, Housing, Services and Cultural	Dining, Services, and Entertainment	Dining, Housing, Office, Services, and Entertainment	Dining, Retail, and Services
<b>POTENTIAL RANK OF OPPORTUNITY/ IMPACT</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>

## 3.2.1 Demographic Overview

Demographic trend analysis of the Fairburn LCI area shows a rapidly growing area compared to metro Atlanta. The growth in the Fairburn LCI area and the greater Fairburn city limits is very strong compared to greater South Fulton County and the Atlanta metro area, growing substantially since 2000 with a compound annual growth rate of 8.6% for Fairburn versus 2.7% and 2.8%, respectively. Fairburn's growth rate suggests the trend in up-and-coming closer-in suburbs south of the downtown Atlanta, previously overshadowed by suburbs north of the city where opportunities for new development is now limited.

RCLCO's hypothesis is that South Fulton County will become increasing popular as a suburban location as the northern suburbs become less affordable and more built-out. Fairburn is starting to be recognized regionally as a value to other closer-in suburbs, with location that is convenient to downtown Atlanta and Hartsfield Jackson International Airport.

The Fairburn LCI area shows similar demographic trends to the South Fulton area. Generally, the areas have an aging population, comprised of mostly empty nesters or "never-nester" couples with middle incomes. In 2008, nearly 35% of residents in the Fairburn LCI and South Fulton were aged 55 or older, in comparison to 30% for the Atlanta metro area. Additionally, the over 55 age brackets within the Fairburn LCI are growing the fastest (see Figure 1), at rates between 6.6 and 10.7 percent, representing 81% of the total growth over the next five years. By comparison, the over 55 age brackets in the Atlanta metro represent 71% of the growth over the same period. In Atlanta and in Fairburn in particular, this will drive demand for lower-maintenance housing, including independent living.



The Fairburn LCI population has higher incomes than the rest of South Fulton, but more moderate than Atlanta as a whole. Median household income the area is \$45,658 (above the rest of South Fulton at \$39,033 and below metro Atlanta at \$57,730). Although Fairburn's incomes are moderate, it maintains a very low cost of living. Fairburn's residential options are considered a substantial value to the rest of metro Atlanta. The median home value is \$131,567 compared to \$132,717 in South Fulton and \$178,689 in the Atlanta metro. Most of these moderate homes have been built in the last decade with more than 50% of homes in Fairburn built since 1999. The rapid population growth in Fairburn has meant equally fast-paced residential development in the area.

Almost 65% of Fairburn LCI area households own their own home, similar to the Atlanta MSA yet much higher than the 52% of South Fulton households.

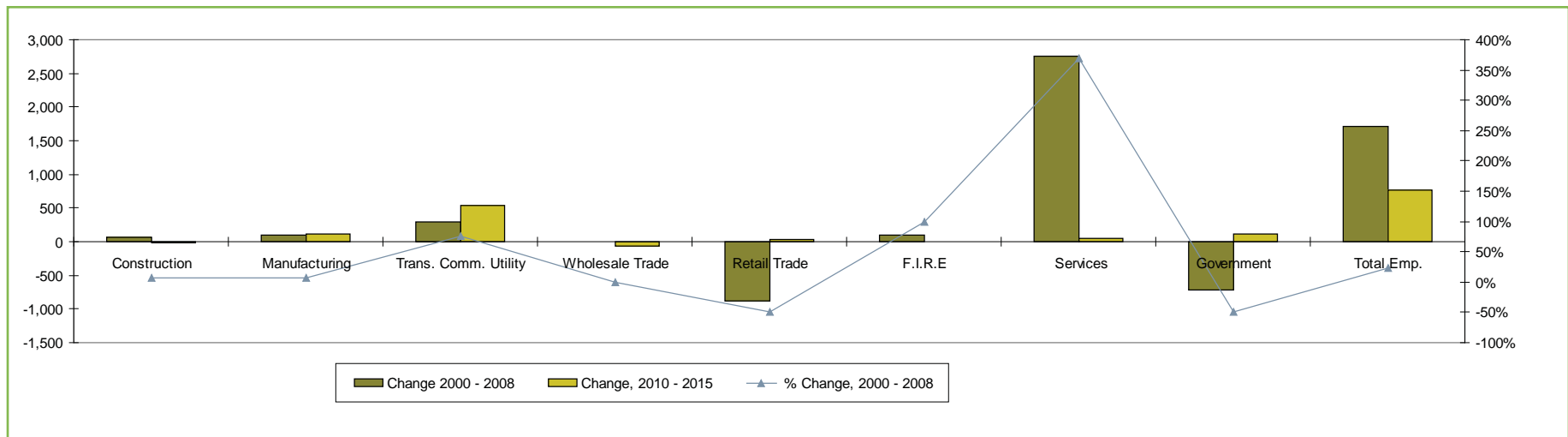
The Fairburn LCI area is very diverse racially and ethnically as is the rest of the Atlanta metro area. African-American population makes up roughly 45% of the population in Fairburn, less than the 76% in South Fulton overall yet more than Atlanta MSA at 31%. Within the Fairburn LCI area, Hispanic households also make up a significant portion of the population. In 2008, this group represented 18% of the total population. From 2000 to 2008 the Hispanic population in the LCI area grew at a rate of 15%, compared to 8% in the Atlanta MSA.

## 3.2.2 Employment Overview

The Atlanta economy has felt the brunt of the current recession, losing more jobs in 2008 than any other major metro area with the exception of Phoenix, but is expected to recover quickly and remain a destination for growth and relocation over the long term. The Georgia State Forecasting Center projects the Atlanta metro area will lose approximately 90,000 jobs in 2009 with continued job losses until growth returns in 2011. Consistent with the metro area overall, employment within the Fairburn LCI area (approximated by census tracts 105.13 and 105.14) grew rapidly between 2000 and 2008, adding 1,704 jobs for an annual increase of 3%. The growth was driven primarily by gains in the service sector which includes a wide variety of classifications including education and health care, along with social, personal, and business services. Meanwhile, the sector that contracted the most was retail, driven primarily by waning consumer confidence and many stores closings during the current recession.

In general the Fairburn area has seen continued interest from a variety of industry sectors due to its close proximity to downtown Atlanta and Hartsfield Jackson International Airport. Most notably, the recent relocation of J.M. Smucker Inc. distribution facility to Oakley Industrial Boulevard will likely bring more than 1,000 new jobs to the local economy. Additionally, Owens Corning (fiberglass manufacturer) has recently signed a leased for a 200,000 square foot distribution center along Oakley Industrial. Further, the emergence of Georgia Military College and the relationship with Bauder College will likely bring further education and educational services jobs to the area. The Atlanta Regional Commission is forecasting that the Fairburn LCI area will add an additional 760 jobs between 2010 and 2015, representing a healthy 2.2% growth per year. The majority of these are expected to be in the trade, transportation and utilities sector, as distribution facilities continue to locate in the area for its

ease of access to the airport. Over the next 20 years, the Atlanta Regional Commission (ARC) offers a propitious outlook for regional job growth. According to ARC, Atlanta is expected to remain among the top metropolitan areas in the United States for employment growth. The twenty-county area is anticipated to add approximately 1.7 million jobs between 2010 and 2030. Assuming that Hartsfield-Jackson International Airport continues to drive the expansion of a wide range of employment sectors, it is likely that areas in and around Fairburn will be able to capture a sizable portion of this projected growth. There is potential for Fairburn to capture a larger than “fair share” portion of job growth if needed transportation improvements are implemented in order to ease traffic congestion stemming from commercial activities along I-85. New jobs in areas surrounding the Fairburn LCI area will drive demand for new housing, goods, and services within the Fairburn LCI area’s boundaries.



## 3.3 Summary of Real Estate Trends

In order to measure the development opportunity for retail, for-sale residential, and rental residential uses, it is necessary to look at the LCI Area through a market context and to evaluate its unique strengths and challenges based on various characteristics pertaining to its location and physical landscape. Gaining a solid understanding of the current market fundamentals in the area provides for a more informed analysis of likely future market demand and informs the creation of a successful phase one development plan.

### For-Sale Residential Overview

Within the Fairburn LCI area, there has been limited residential development during recent years, as it is made up primarily of older single family homes in the downtown area both east and west of the railroad tracks. These homes were built in the mid 1900s with average selling prices of approximately \$100,000. These older homes, although rich in history, are in many cases outdated and provide a limited range of choices for the incoming residents of Fairburn.

Most of the newer developments are greenfield subdivisions that have occurred in the greater Fairburn area near Durham Lake and along Rivertown Road. At initial conception these homes consisted of a variety of neighborhoods and product-types and were priced in the high \$100,000 up to the \$400,000's. The current recession, job losses across metro Atlanta and declining income fundamentals in the area, have meant that many of these newer developments could not sell at the upper price points. Therefore, many of these newer developments have halted construction and some have been foreclosed upon entirely. Waning demand and rising foreclosures have placed downward pressure on pricing so that many communities have lowered pricing substantially

or been forced to "fire-sale" homes for prices ranging from \$125,000 to \$200,000. As a result of the current oversupply of new construction homes, the City of Fairburn has placed a moratorium on new home construction.

In addition to single-family homes, there is a small attached townhome market in the area. Prices for newer product range from \$100,000 to \$140,000. These townhomes are scattered through the greater Fairburn area and are targeted primarily to first-time home buyers as a price alternative to single-family. The closest community to downtown Fairburn is Avalon (constructed in 2005), located off Campbellton Fairburn road, originally offering 1,400 square foot homes priced between \$110,000 and \$130,000. Of the total 38 units 14 of the units are currently in foreclosure.

**Strengths:** Fairburn's main strength influencing residential demand is strong regional access via I-285 and I-85. Fairburn has close proximity to the employment around Hartsfield-Jackson Airport, along Oakley Industrial and in downtown Atlanta. An additional strength is Fairburn's home affordability. The downtown area has a rich history and small town charm that appeals to many relocators looking for a quiet Atlanta suburb, yet home prices are substantially lower than the metro overall (the median home price is Fairburn is \$131,567 versus \$178,689 for metro Atlanta). Proximity to educational institutions, including the new Georgia Military College and Landmark Christian Academy, could target educational employees, students and families to relocate to the area.

**Challenges:** Increases in traffic volumes along I-74 and US-29 could deter the attractiveness of the Fairburn area, lessening the convenience of the area. Additionally the lower quality of the existing homes adjacent to the downtown area is not as

attractive to new residential development. Lack of variety in types of residential product offered limits the options for many residents in Fairburn looking for something different. Excess inventory present in the newer neighborhoods north of the site along Rivertown Road has created an apparent oversupply and these developments will be selling for the next few years at lower price points to burn off existing inventory. Weaker performing schools (Fairburn schools perform below the Fulton County average) could deter families from locating within the LCI area. However, multiple groups are currently pursuing the possibility of charter schools within the city limits, which could significantly improve the perception of Fairburn.

**Anticipated Demand:** Based on demographics and the current situation in the local for-sale residential market, there is a moderate opportunity for attached for-sale development after 2011. Initially, the purchasers of for-sale residential in the Fairburn LCI area will be mostly first time home buyers or first time move-up buyers currently living in Fairburn or relocating to Fairburn. In the future, empty-nesters and retirees will begin to make up a more significant portion of for-sale demand as aging households in the local area seek housing that will allow them to "age in place."

In determining the depth of demand for for-sale housing in Fairburn RCLCO looked at demographic data, age by income data, household turnover rates, as well as demonstrated home sales over the past few years in the zip code (30213) immediately surrounding Fairburn as well as South Fulton greater area.

RCLCO has determined a range of expected home sales for the Fairburn LCI area for the next five years. After 2011, demand exists for approximately 36 townhomes or flats annually, priced from \$110,000 to \$175,000. These homes are

# Market Analysis

projected to be absorbed at 3 to 3.5 per month. As stated earlier, the new attached home pricing in the area is value-priced and there is very limited demand for homes priced above \$200,000. Due to demographic fundamentals, it is important to keep the pricing in the mid \$100,000 range, to reach the moderate income individuals interested in owning a home.

Additionally, after 2011, demand exists for approximately 20 single-family homes annually, priced from \$200,000 to \$300,000 (with 20% of the offerings priced above \$300,000). These homes are projected to be absorbed at 1 to 2 per month. RCLCO anticipates that these homes could be located near the Landmark School, potentially consisting of small lot product, or on infill sites near downtown.

## Rental Residential Overview

The apartment market in Fairburn is relatively small and the study area only offers one “true” apartment community, Audubon Town Center, located along Clay Street. These apartments are currently being renovated and offer units from \$600 to \$750 per month. Over the last several years, there has not been any new apartment development within this area, which contributes to the strong overall occupancy rate (approximately 93%) for all building classes.

The lack of true apartment units created a shadow market of for-rent homes in the area, leading to approximately 35% of residents in the LCI area renting homes (31% in Atlanta metro overall). These two- to three-bedroom homes rent for approximately \$400 to \$700 per month. The newer homes along Rivertown Road and Durham Lakes rent for slightly higher, up to \$1000 for a three-bedroom home.

**Strengths:** The downtown opportunity for rental

above retail will benefit from many of the same locational attributes as for-sale residential. These are close proximity to downtown and Hartsfield Jackson airport, regional access via I-74 and US-29, proximity to educational institutions and small town charm. Proximity to MARTA bus line which runs along US-29 will also raise the desirability of any new rental development in the area.

**Challenges:** There are several locational and physical factors that may present challenges for developing rental residential in the Fairburn LCI area. These include potential further traffic congestion along US-29, difficult pedestrian environment along main corridors, and the poor perception of rental housing in the area due to the dated nature of many existing offerings. Additionally the lack of retail and services within walking distance of the downtown could deter potential renters seeking the convenience of a mixed-use environment.

**Anticipated Demand:** Demand for apartments in the Fairburn LCI area will likely come from young singles and couples living within the Fairburn area, either attending or working at the local educational institutions or working at Hartsfield-Jackson Airport or in an office along Fulton Industrial Parkway. Based on demographic trends of these individuals coming into the area and propensities of those who wish to rent or buy, the Fairburn LCI area could likely support 25 market-rate units annually. This demand will likely increase once the job market stabilizes. Additionally, Fairburn could support another 25 units per year priced below \$600 per month, but delivering that price point with market-rate new construction product is challenging. These apartments will likely be flats above the retail in the downtown area and could potentially attract more renters wanting a new product offering in a mixed-use setting.

## Retail and Office Overview

The Fairburn LCI area retailers reside primarily in historic downtown buildings along US-29. Retail offerings are varied with the greatest majority made up of antique shops and restaurants. Two strip retail centers bookend the downtown core. The Hudson Plaza I (47,000 SF) consisting of a CVS (constructed in 2006) and a Family Dollar (constructed in 1970), lies on the south side of the main street retail and represents the newest occupied retail offering within the Fairburn LCI area. On the north side there is a small strip center featuring a Food Depot grocery store. In general much of the retail in the area, both in historic buildings and strip centers is under utilized and many convenience services and shops are missing from the market. The under utilized space is made up primarily of outdated retail centers that no longer represent the highest and best use of the site. According to CoStar shopping centers within Fairburn market (not including historic space) total 126,146 square feet and are 52% vacant. This high rate of vacancy is due to the fact that two of the centers are newly constructed and have not fully leased, while others are aging centers that are in need of redevelopment. In terms of future offerings, there are two newly built retail spaces located on the campus of Georgia Military College that will likely serve the students and employees with a coffee shop or other convenience goods. No additional new retail development is on tap in the area, largely due to the large quantities of under performing space, a factor that is likely to accelerate with the deterioration of the nearby Shannon Mall.

Small office offerings in Fairburn LCI area are limited. Most employment related development has occurred along Oakley Industrial and typically in business park format. Professional services and local-serving office represents an existing market opportunity. Much of the existing service space is currently located in retail centers surrounding the Shannon Mall or in the Publix Shopping Center at

Campbellton Fairburn Rd and S. Fulton Parkway. Many of these centers are aging and offer space that is substandard in comparison to new construction space that could be offered in the Fairburn LCI area.

**Strengths:** High commuter traffic along I-74 could be a benefit for service and convenience retailers locating in Downtown Fairburn. The growing Georgia Military College and Landmark Christian Academy could attract educators, students and families to retail in the downtown area. Additionally, the planned Championship Fields facility (training and tournament complex) is expected to bring hotel and retail sales within Fairburn. A study completed for the developers of the project estimates that Championship Fields will bring \$3.4 million in direct annual spending to the City of Fairburn, representing significant upside potential for Fairburn area retail.

**Challenges:** Lack of pedestrian environment along US-29 could deter many Georgia Military College employees and students from using the retail in the downtown area. Difficulty crossing US-29 from Landmark Christian during heavy congestion times could deter those families and students from frequenting shops, restaurants and cafes in the downtown area. The LCI plan will address the downtown pedestrian access challenges, which should result in improved access to retail and services in the downtown area.

**Anticipated Demand:** Support for retail in the Fairburn LCI area emanates from three major groups: households living in the Fairburn LCI area boundaries, students and employees of the Georgia Military College and households living within a 5-mile radius of the greater Fairburn area. Additional demand sources include drive-through traffic, and nearby office workers. Demand for local and regional-serving retail

space was determined by looking at consumer expenditure data for both the Fairburn LCI area and its broader trade area and translating that into a supportable amount of square footage. This number was then adjusted to determine the sales for goods that could potentially occur within the Fairburn LCI area. Based on this analysis, the net demand for additional retail space within the Fairburn LCI area is a total of 20,000 to 25,000 over the next five years. Support for local serving office will likely emanate from the same group of potential users. The level of local serving office demanded at the Fairburn LCI area was determined by relating the current number of local serving establishments currenting in the Fairburn LCI area to the average number of establishments per household in similar markets. According to

this analysis, Fairburn is under served by many small office retail providers and currently there is unmet demand for 15,000 to 20,000 square feet of space. Additionally in the next 5 years, there will likely be support for approximately 10,000 more square feet of space for a total of 25,000 to 30,000 square feet. This space will likely be occupied by medical professionals, professional services, and personal services such as a dry cleaner or salon. These tenants will likely only occupy a small amount of space, roughly 1,000 to 1,500 square feet per tenant. RCLCO estimates that new retail space will lease for approximately \$16-\$19 per square foot (on a triple net basis) and that local serving office will rent for approximately \$13-\$17 (on a triple net basis).

	Description of Opportunity	Timing and Level of Market Support
For-Sale Residential - Attached	Opportunity to offer moderate priced townhomes and some flats targeting empty nesters and singles, couple of all ages	After 2011, priced \$110,000 to \$175,000. Market to support 2 to 2.5 sales per month. First phase of 36 units, likely appropriate. Very limited opportunity above \$200,000.
For-Sale Residential - Detached	Opportunity to offer single-family homes targeting couples and families	After 2011, priced \$200,000 to \$300,000. Market to support 1 to 2 sales per month. First phase of 20 homes, likely appropriate.
Rental Residential	Small-scale apartment community and/or flats above commercial.	Market support for ~ 25 units annually plus another 25 below \$600 monthly rent once the job market stabilizes. Additional demand likely from students.
Retail	Restaurants, conveniences, services, and select apparel in a high quality design.	Over the next five years, estimated support for an <u>additional 20,000 to 25,000 square feet.</u>
Office	Medical professionals, professional services, and personal services such as dry cleaner and salon. Tenant size will typically be small (1k to 3k SF)	Current unmet demand for an estimated <u>15,000 to 20,000 square feet.</u> Based on projected growth, additional demand for ~10,000 square feet

# 4. Development Plan

The Development Plan section describes how the LCI plan was developed, the methodology used and what recommendations were made. It consists of the following sections

- 4.1 METHODOLOGY AND PUBLIC PROCESS
- 4.2 COMMUNITY VISION
- 4.3 DEVELOPMENT OPPORTUNITIES
- 4.4 DESIGN WORKSHOP
- 4.5 CONCEPT PLAN

## 4.1 Methodology and Public Process

Studies of this nature involve many participants and stakeholders. For a successful planning study it is imperative to hear all of the voices and integrate them in the planning process. We divided this large number of participants into three teams; Project Team, Core Team and Neighborhood Team.

**PROJECT TEAM:** Project Team was created to monitor the logistics of the study and schedule. The team consisted of representatives from City staff and the consultant team. The project management team met once a month with the core team to review documents, study findings and strategize the various elements of planning process.

**CORE TEAM:** This is a larger group of community stakeholders who have an interest in the Study and knowledge of the Study Area and its key issues. This team consisted of community leaders, business community, City staff, ARC and other governmental agencies and development community. This team provided guidance to the project management team through the planning process.

**NEIGHBORHOOD TEAM:** This is an extended group of all folks in the community that are influenced by the master plan.



As part of the Fairburn Historic Downtown LCI four-phase planning process, the project team conducted a community visioning process, in tandem with data gathering and analysis. The project team created various forums to engage the community to clearly understand the issues, attitudes, and concerns of the community and their needs, desires and aspirations to establish the goals and vision of the community. Concurrently the analysis of existing conditions and market study/potential were identified to inform the issues and the opportunities. The visioning, the analysis and the overall goals of ARC provided the platform for the development of recommendations and action plan that reflected the community vision. Following are the methodologies and public participation mechanisms utilized through the planning study:

**Community Survey:** As part of the visioning, a public questionnaire was prepared, distributed to the public to solicit input from the community on various issues of land use, transportation and other community concerns.

**Interviews:** The consultant team conducted interviews to understand the issues, opportunities and aspirations. This facilitated a good understanding of the community and market potential.

**Analysis:** Several field surveys were conducted to document the existing conditions; land use, building character, design character, transportation issues, pedestrian and vehicular circulation, safety and others. The Market study was conducted to understand the demographic profile and the market potential of the area. A variety of existing documents were reviewed; existing land use, future land use, zoning, comprehensive plan, historic photographs, TIP and regional transportation initiatives.

**Public Outreach:** The public outreach process included a series of outreach efforts. The process began with a stakeholder kick off meeting held on March 16, 2009 to introduce the stakeholder team to the purpose of the LCI study and solicit their inputs on key issues and their vision. A Community questionnaire was also prepared and handed out to the stakeholders in the same meeting to get more feedback on critical land use and transportation concerns. On March 19, 2009 the consultant team set up a booth at an open house to inform the citizens about the LCI process, get their input on community goals and vision and answer any questions related to the LCI plan. Visitors were also invited to fill out the community survey. This open house was part of a larger town hall meeting where the public was invited to see plans that the City has for on-going and future projects. A public design workshop was held on April 4, 2009. This was a forum created for the community to take 'hands-on' role in designing the Study Area. The consultants presented the analysis from the site visits and prior meetings and also administered a Character Preference Survey before the design charrette. During the charrette, the participants used base maps and markers to identify various issues and initiatives. The planning team used feedback from the design workshop with further analysis of current conditions and market opportunities to develop preliminary concept plans and recommendations. The planning team presented these initial concepts to the community on April 7, 2009 to get further feedback. The final LCI plan, recommendations and implementation strategies were shared with the community during two house open sessions on April 23, 2009 and on May 2, 2009. Community members and Visitors were welcomed to comment on the wall displays of various maps, sketches and 3D drawings. The consultant team and the stakeholders were present to answer any questions.





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## Community Questionnaire Summary

Citizens of Fairburn were asked to complete a community questionnaire to express in detail what they would like to see change and stay the same in the historic downtown district. The questionnaire included questions that ranged from the types of housing, retail, recreation and the types of transportation improvements that should be considered.

From the results of the surveys certain common themes began to emerge:

- When asked what citizens would like to see preserved in the Historic Downtown Fairburn most replied: the historic buildings
- Most popular types of land use for housing are: Townhomes, Live/Work developments and senior homes. Not many participants were interested in apartment complexes
- Most preferred type of office usage: medical services/ professional
- The types of retail ranged between the different participants but overall they all wanted supermarkets, franchised/non franchised restaurants, and clothing stores. Gas station was the least popular along with antique stores.
- For retail building configuration: Old Main Street style w/ housing or office above was the most preferred.
- For Recreation/Entertainment: Outdoor concert and festivals were the two most popular along with live theater. Clubs were the least favorite.
- Most popular Civic/Amenities were Recreation/athletic centers, Community centers, parks/playgrounds and outdoor public gathering places. The want for more outdoor activity seems to be the consensus for the participants.
- For the types of schooling, participants wanted private Elementary, Middle and High schools and day care. The participants would like these amenities/services at street level and as dispersed neighborhood retail clusters within a walking distance of 10-15 minutes from their homes.
- Majority of the participants would like to see improvements on the city's transportation infrastructure. The most common needs were: bus services for residents, bike lanes as a alternative means of transportation, sidewalks, traffic calming and surface parking.
- The biggest concerns amongst the participants involving transportation were: Safety, pedestrian/bicycle access, neighborhood interconnection and vehicular railroad crossing.
- The intersection with the greatest safety issue was the intersection of State Route 29(Broad Street) & 92 (Campbellton Street)
- When asked the distance participants travelled between residence and workplace, the distance was either very close (less than 2 miles) or very far (more than 12 miles). The most popular reason given for not living closer to their workplace was, the lack of employment opportunities and availability of amenities.

## 4.2 Community Vision - Issues, Concerns and Goals

At the Community visioning meeting and stakeholders meeting the residents and stakeholders of the City of Fairburn were asked to present their views on four questions: What would you like to see preserved, what would you like to see changed, What would you like to see created and how would you connect and enhance historic downtown Fairburn. The following is a summary of the responses from the community. This also includes responses from the Community Survey.

### What would you like to see preserved?

- Preserve & Restore the Freight Train Depot
- Historic Buildings
- Architecture & Charm
- The WWI Soldiers Monument
- Restore the Old Campbell County Courthouse
- Preserve and protect the trees, especially from utility companies
- Restore the bridges and railroad crossings
- Preserve and restore the historic character of downtown.

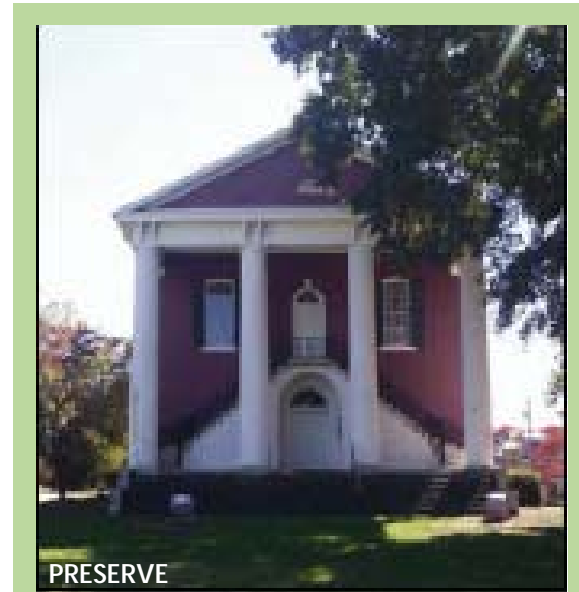
### What would you like to see changed?

- Easier truck trailer circulation through the downtown
- Eliminate some asphalt on Hwy. 29.

- Consider adding a roundabout at the intersection of Campbellton St. and Highway 29.
- Enhanced parking
- Pedestrian friendly sidewalks and paths
- Institute traffic calming
- Add left turn lanes especially on West Broad Street.
- No more new public schools in Fairburn
- Create quiet zones for the railroad
- Have more variety in retail along with other- mixed uses
- Narrow the width of intersections.
- Draw people into downtown
- Enhance the rear of the historic buildings.
- Revitalize Hudson Plaza
- Redevelop single family residential district behind Orchard Street
- Redevelop aging strip retail and apartments
- Restore facades of downtown historic buildings

### What would you like to see created?

- A village green/public gathering place
- City markers and signage



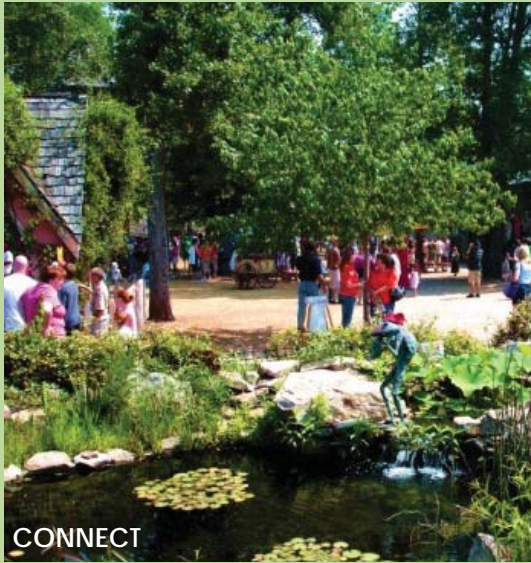
**PRESERVE**



**CHANGE**

Top: Old Campbell County Courthouse  
Below: Rear of Historic Buildings

# Development Plan



Top: Renaissance Festival Grounds  
Below: Town Green at Duluth

- Housing options in downtown
- Covered bus stops
- Sign ordinance
- Architectural design standards
- Sidewalks on both sides of the street
- New Civic Complex with City Hall, Community Center, Courts, Police and other administrative functions
- Street furniture and benches
- Cobblestone/ paved walkways
- More and efficient parking in downtown
- Create a unifying vision for the City
- Create a vision for the backs of buildings
- Create a realistic action plan
- Medians for pedestrian refuge
- Secondary way to detour Hwy 29 to re-route truck traffic
- Better pedestrian circulation
- Bike lanes and racks
- Diverse mixed uses including more eating establishments, book stores, lofts etc.
- New charter schools
- College – Potentially a branch of the

Atlanta Technical College

- Express bus/commuter rail stop
- Park and Ride
- A roundabout with a monument at the center
- Create/Enhance outdoor dining options
- Walking paths and trails

## How would you connect an enhanced historic downtown Fairburn?

- Identify linkages into downtown
- Connect the downtown population to the population south of the railroad tracks
- Provide linkages from the rear of buildings to the fronts of buildings
- Provide consistent way finding signage in the downtown area
- Park and Ride Facility to connect Fairburn to the rest of Metro Atlanta
- Walking/ bike paths connecting downtown to adjacent parks and green spaces
- Commute rail connection to Atlanta and Athens
- Provide pedestrian crossings
- Identify bus stop locations in downtown
- MARTA and GRTA bus routes

## 4.3 Development Opportunities

Following areas offer some major development and redevelopment opportunities in the Fairburn Historic Downtown area:

- **Under utilized areas of Historic Blocks-** The most significant areas for redevelopment in downtown are the backs of the two historic downtown blocks. The row of historic buildings facing Broad Street occupies less than 50% of the area of these blocks. The rest is currently used for surface parking and service/ delivery areas etc. The land offers potential for a "village green" and also some new mixed-use construction which will also vitalize the backs of the historic buildings.
- **City owned land near the current Police Precinct-** The city of Fairburn owns significant land at the intersection of Broad Street and Senoia Road. Portion of the land is occupied by police and recreation buildings. This area could be developed into a significant gateway into downtown.
- **Vacant Land near Fairburn Education Campus/ Campbell Elementary School**
- **Single stories/ aging retail/ commercial buildings/Vacant Lots in downtown-** Along with under utilized parcels and unleased spaces, there are several buildings in Downtown that are under utilized and aging. There are also vacant lots and surface parking, all of these offer potential for redevelopment.
- **Infill/ Residential consolidation opportunities in the neighborhoods**



SURFACE PARKING IN THE REAR OF HISTORIC BUILDINGS



VACANT LAND NEAR GMC



CITY OWNED PROPERTY AT SENOIA ROAD

## 4.4 Design Workshop

Once the Study Area analysis, stakeholder interviews and questionnaires were completed and synthesized and the issues identified, the stage was set for the public design workshop. The workshop was intended as a forum in which the development pattern, open space, parks, safety, connectivity issues, concerns and desires of the community could be addressed. The event was held on April 4th 2009, Saturday at Campbell Elementary School from 10 A.M. to 3 P.M. The process was outlined at the start of the workshop, and the community was briefed on the goals, issues and needs that were identified in the previous meetings along with the study area analysis. The intent of the design workshop was to solicit community ideas in the design of LCI Study Area. The workshop format was designed as a hands-on design process involving the community, in which the participants were organized into groups and assisted by professionals from the consultant team. The plan options were generated through a process of investigating the target area and addressing the following questions in the following order:

What would you preserve?

What would you change?

What would you create?

What would you connect?

The graphic results of these questions were recorded on transparent overlays on top of a base map of the Study Area. Once the overlays were created, master plan options began to emerge. The plans were then critiqued by each team and then further refined. At the end of the design workshop the refined plans were presented by a designated community member within each team. The pros and cons of each teams' plan were discussed. The following section presents a

consolidated summary of the design workshop and additional input from the core team members.

### What would you like to Preserve?

- Historic facades
- Depots
- Green spaces
- Schools
- Courthouse
- Housing on east/west of Broad Street
- Theater
- Churches
- Cemetery
- GMC

### What would you like to change?

- Gateways/Corridors
- Traffic in Downtown
- Parking
- Hudson Plaza
- Municipal Complex
- Retail/Apartments

### What would you like to Create/Connect?

- Civic Complex + monument
- Village Green - Outdoor gathering location
- New improved commercial/Lofts
- Expanded theatre
- Green connections
- Outside dining for restaurants
- Student/Adult housing near GMC/Senior Center
- Wider SW Broad street
- Improved pedestrian connections-overpass/walking trails/sidewalks
- Redesign Smith Street underpass for pedestrians-possibly stairs
- Fountains
- Bike lanes



## 4.5 Concept Plan

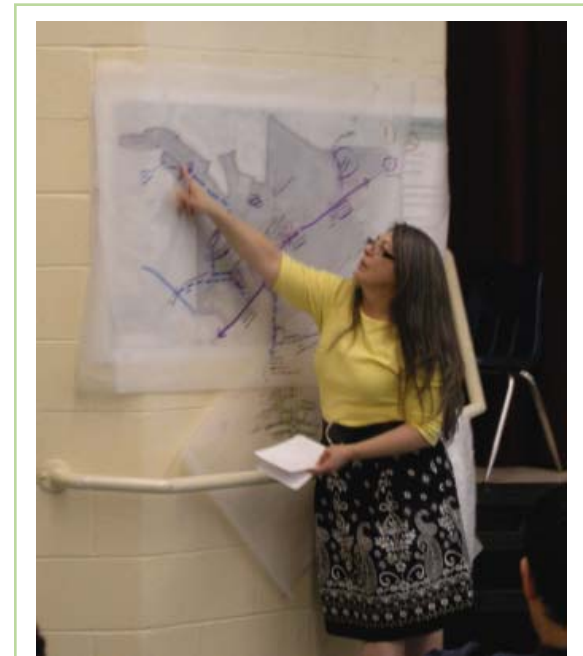
### 4.5.1 Overall Concept Plan

The concept plan for the Study Area was developed based on the vision and goals of the community: residents, businesses, property owners, stakeholders, city and other civic and social institutions.

The Concept Plan incorporates several private as well as infrastructure initiatives. These initiatives are designed to leverage the existing resources of the study area and to promote a vibrant and sustainable community with unique identity and a sense of place.

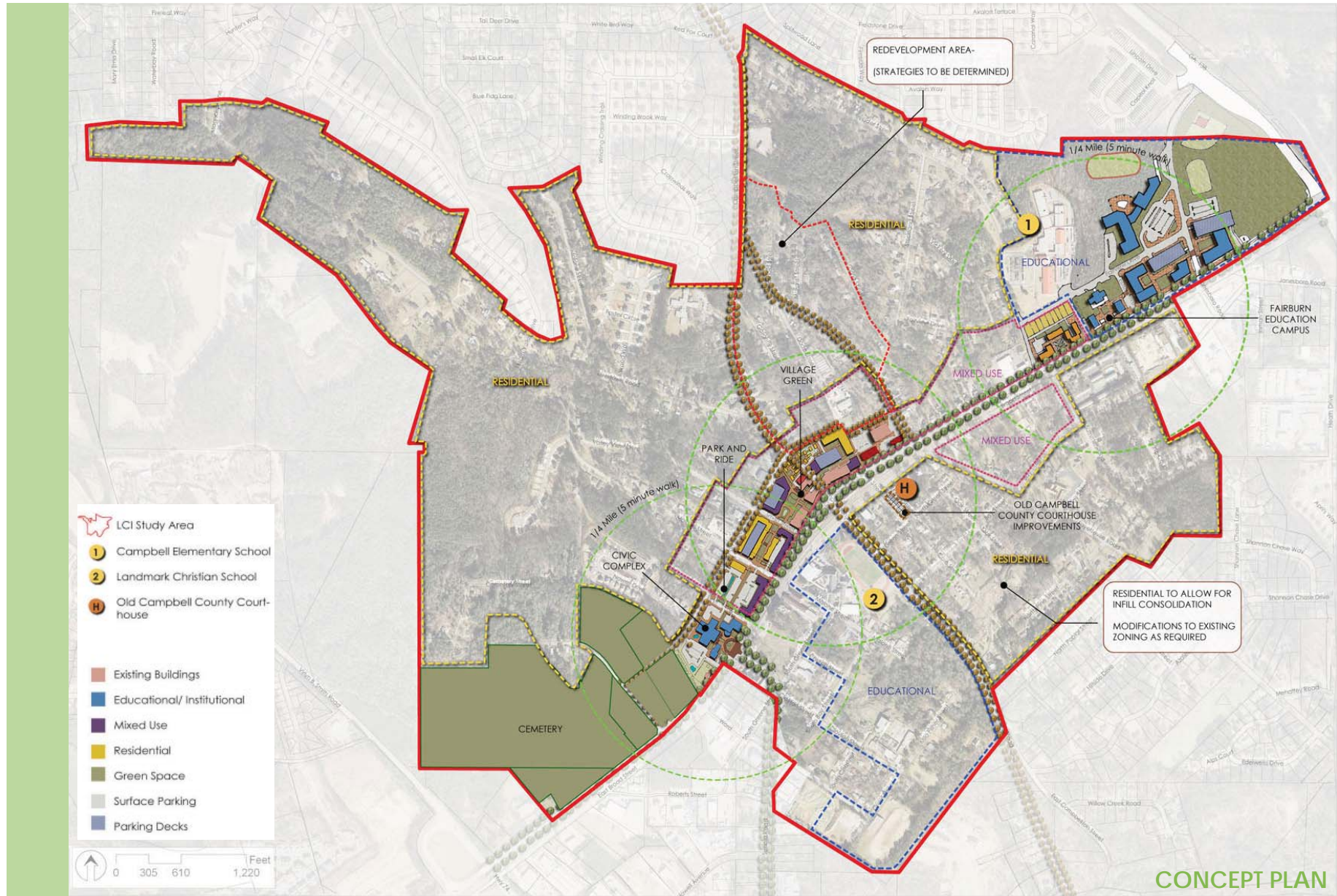
Following are the some of the key recommendations of the Concept Plan.

- Revitalize the Historic Downtown by adding more infill development/redevelopment.
- Restore the facades of the old historic buildings
- Restore and activate the back of historic buildings by creating a Town Green at the back of downtown buildings flanked by mixed use development and restaurants/retail at ground level
- Make Broad Street more pedestrian friendly by eliminating some of the asphalt and converting it into a linear park along the storefronts.
- Incorporate traffic calming measures on the intersection of Broad Street and Campbellton Street and other locations in downtown
- Provide more safer/ pedestrian friendly railroad crossings.
- Allow for mixed uses in downtown fronting Broad Street with parking in the back
- Preserve existing residential neighborhoods. Identify opportunities for infill Housing.
- Strengthen the Fairburn Education Campus into an Education node with more planned schools and higher education institutions
- Create a Civic Node (Government Complex) at the intersection of Senoia Road and Broad street on the existing City Property.
- Recommend land use and economic development strategies for the redevelopment of Lightning District
- Make Improvements to the area around old Campbell County Courthouse.
- Connect existing neighborhoods with downtown, Duncan Park and other community uses with a network of streetscapes and bike paths.
- Explore commuter rail feasibility to Fairburn and recommend potential locations for rail stations within the study area.
- Recommend a mix of uses on East Broad Street including service retail and offices



WORKSHOP PARTICIPANTS PRESENT THEIR CONCEPTS

# Development Plan



Sizemore Group in collaboration with RCLCO, PEQ Inc. and Pond & Company

## 4.5.2 Downtown Core

The downtown core consists of the two historic blocks on each side of Campbellton Street. The downtown consists of several one and two storied historic buildings facing Broad street. The backs of these buildings also offer unique architectural character with stone and brick facades. These backs however currently face a sea of surface parking and service alleys and are not well maintained.

The Concept Plan proposes to revitalize these downtown blocks by adding a town green at the back of block 1 on current surface parking lot . The town green will be flanked by new residential/ commercial uses. The town green will also act as a foreground for the existing theater and could be used for outdoor performances and gatherings. The green space will be opened to Broad street by punching though one of the existing buildings and providing a pedestrian connection. A series of linear green spaces and pedestrian paths will connect the town green to the proposed civic complex at Senoia Road . New streetscapes are proposed on Broad Street that will be discussed in detail in the recommendations section.

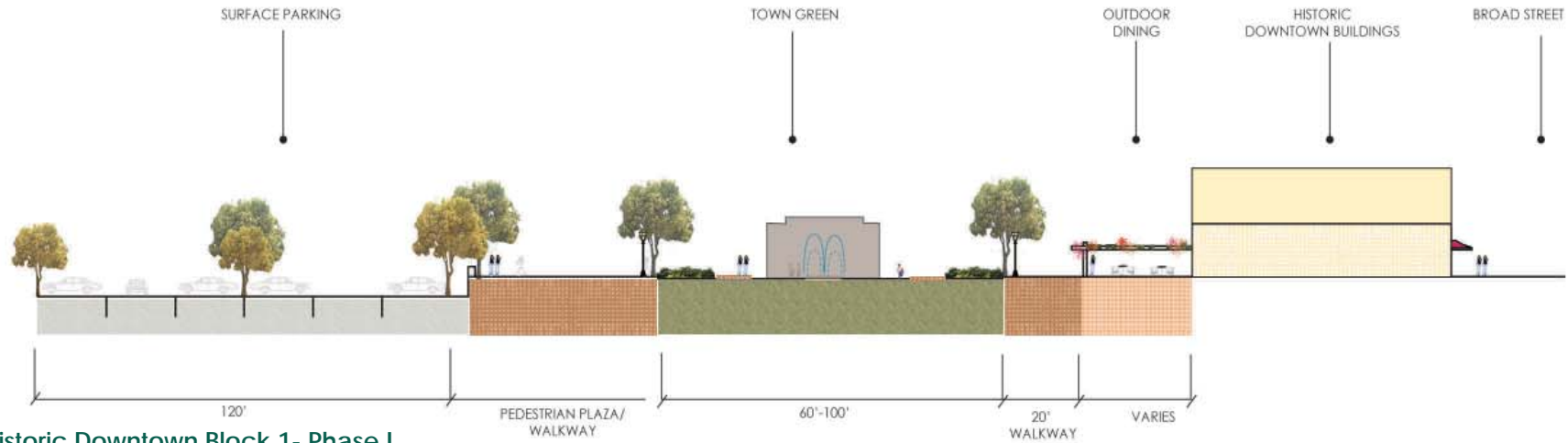
The drawings on the following page show alternate concepts of the new "town Green" and mixed use development around it. The sections on the facing page illustrate the phasing for the town green and adjacent development.



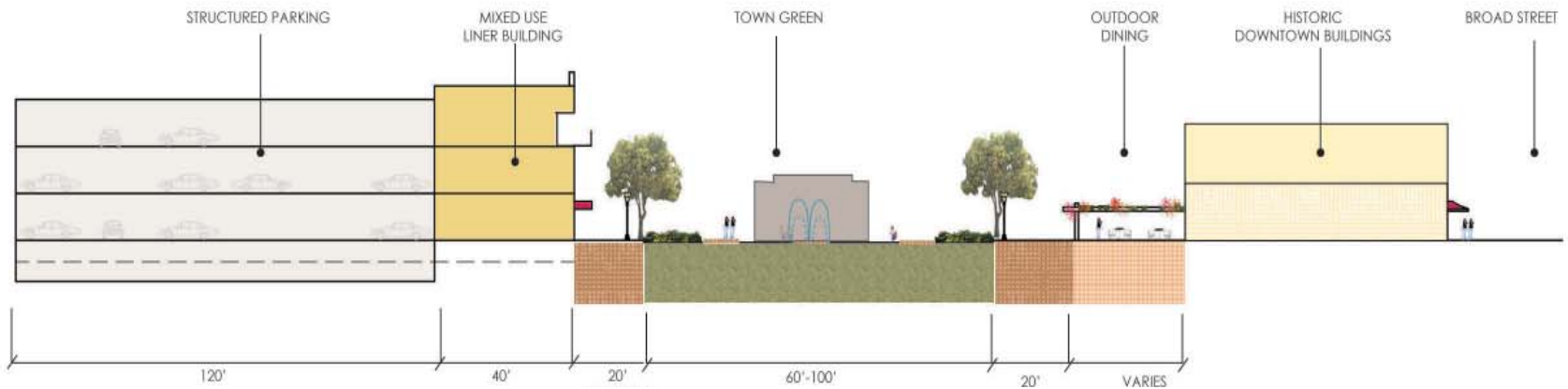
Alternate Concept for Development in Downtown Core



# Development Plan



Historic Downtown Block 1- Phase I



Historic Downtown Block 1- Phase II



Village Green Aerial View



Village Green Bird's Eye View



Village Green with theater in the background



Village Green Perspective View from Existing Theater



Village Green - Plan

# Development Plan



Broad street Perspective



Downtown Block- Aerial View



Village green opening on Campbellton Street



Opening on to Broad Street- Alternative 1



Opening on to Broad Street- Alternative 2

## 4.5.4 Civic Node

The Civic Node at the intersection of Senoia Road and Broad Street will act as a gateway into the downtown area from the south side. The city currently owns property at this location which houses the police precinct and the recreation building. Other civic/ government uses are currently spread out at various locations within the city. The city aspires to collocate all of these civic uses in one complex to function more efficiently and also to create a strong civic presence in the city. The civic complex is planned on the police precinct site which is located within a 5 minute walk from downtown.

The Concept Plan proposes the Civic Complex to be located in the center facing Broad Street with a public plaza and a fountain in foreground. The other civic and administrative buildings will flank the city hall on the two sides. Several traffic and pedestrian improvements are also proposed at this intersection including streetscape improvements on Broad Street crosswalks/ traffic calming measures and safe railroad crossings. There is an existing historic house on the site which will be integrated within the complex.

The civic complex will be linked to the historic downtown and the proposed town green/ through green pedestrian connections at the back of the block.

A public parking deck as well as more surface parking/ Park and ride facility is planned next to the civic complex. This is a proactive move by the city to attract future infrastructure investment into the city that focus on transit/commuter rail services.



CIVIC COMPLEX AT SMYRNA - EXAMPLES

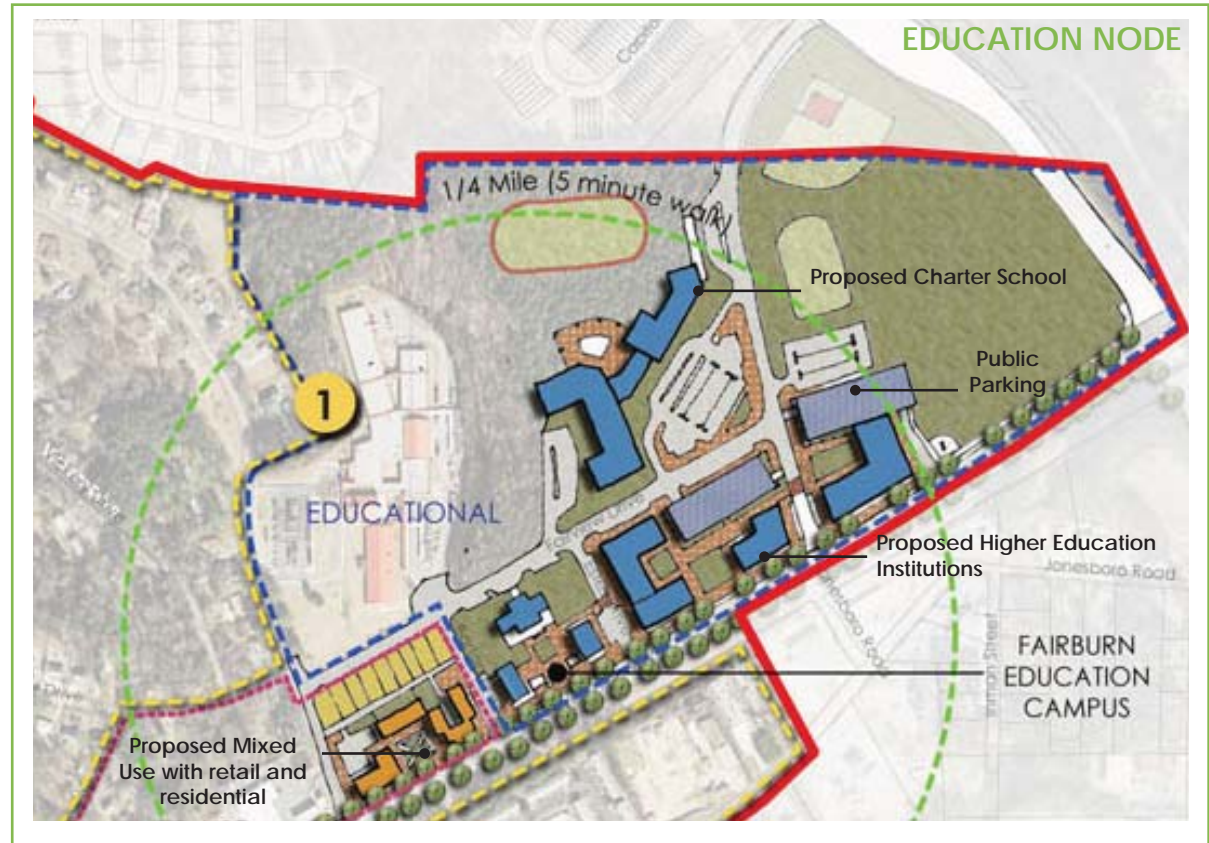


# Development Plan

## 4.5.3 Fairburn Education Campus

The city of Fairburn stakeholders and neighborhood residents expressed their desire of expanding the Fairburn Education Campus which currently houses the Georgia Military College into an education complex which can offer quality K-12 as well as higher education. The foundations of this future education node already exist with the presence of Campbell Elementary School and GMC in the area. This area lies within a 5 to 10 minutes walk from the historic downtown. The plan proposes a new charter school next to the elementary school and more higher education institutions facing Broad Street. Collocating various educational institutions in the same vicinity offers opportunities for shared facilities and infrastructure. The existing undeveloped areas are proposed to be utilized for playing fields and outdoor recreation activities. A new street connection is proposed on to HWY 138 from Fairview Drive for easy traffic and pedestrian flow along with several other streetscape improvements and traffic calming measures. This node holds the potential of becoming an important gateway into the historic downtown.

The land uses in this node are recommended to be educational and mixed use. This will allow for flexibility to locate service commercial and residential uses in this area catering to the campus community as well as nearby residents. Expansion of this education node with a public parking deck is also planned to provide additional parking for institutions and parking for transit commuters. This parking deck/park and ride could be further expanded in the future as the demand increase. The properties along Broad Street and Hwy 138 offers potential for mixed-uses. The type of mixed-uses will be driven by the market demand. Since the node lies at the intersection of two major thoroughfares, in the future this area also holds potential to become a major stop for commuter rail/ BRT or any other transit service.





# 5. Recommendations

Recommendations for implementing the Concept Plan is described in this section, which is organized in the three sections as mentioned below.

5.1 LAND USE AND ZONING

5.2 TRANSPORTATION

5.3 URBAN DESIGN

## 5.1 Land Use and Zoning

The following Land Use and Zoning considerations are put forth to encourage and promote the successful implementation of the Historic Downtown LCI Plan. The proposed land use reflects the Concept Plan developed based on the visioning and aspirations of the community. The commercial/ mixed land uses proposed in downtown, along US 29, and around the civic and educational nodes strengthen the three nodes and associated activities as articulated in the plan.

The proposed land uses build on existing land uses and activities and character areas as defined in the Fairburn Comprehensive Plan. The recommended land uses take into consideration the character of Fairburn and its historic assets and well established neighborhoods. It is also important for the City to take appropriate steps to update existing zoning regulations to strengthen infill development within the neighborhoods and promote pedestrian friendly walkable downtown. The following changes and additions to existing land use and zoning policies are recommended.

### 5.1.1 Land Use

The proposed land uses are built on strengthening the three nodes; downtown commercial core, civic node that houses primarily civic/ government uses and education node that focuses on primarily educational uses. Broad Street (US 29) is the main arterial corridor within the study area; the downtown is built along this road. The CSX railroad line along Broad Street (US 29) to the south separates the neighborhoods on the south from the arterial Broad Street (US 29). A parallel East Broad Street that runs along the railroad line acts as the front street to the neighborhoods to the south of the railroad line. The proposed land uses are

built on a layering system from commercial/higher intensity uses along the arterial Broad Street (US 29) to a block of moderate mixed-uses predominantly residential to purely residential established neighborhoods. This layering of uses and activities allows for smooth transition from commercial to residential. It also protects the neighborhoods in retaining their character, calmness, safety and scale. This transect approach in land uses is clearly indicated on the recommended land use map on the adjacent page.

The land uses along Broad Street & Hwy 138 within the education node needs to be flexible to allow for mixed-uses. The type and mix of uses will depend on the market demand. The two arterial roads offers potential for mixed-uses and a gateway to the city and downtown on the northern end. Along with the education node at GMC, land uses around the Landmark Christian school are also recommended to be primarily education to allow for future growth and expansion of the school.

The existing neighborhoods along Rivertown Road, Lightning District and to the south of the Rail Road line are proposed to be preserved and would remain primarily single family residential. The undeveloped land near Duncan Park is proposed to be classified as "Conservation Residential" which will preserve the existing woods and the natural characteristics of this area. The existing multi family residential uses near the eastern boundary will remain multi family and offer opportunities for providing quality rental units within the study area in the future.

### 5.1.2 Zoning

The current zoning codes of City of Fairburn limits the capacity to achieve the goals and vision identified through the LCI process. In order to

facilitate redevelopment to be in line with the vision of LCI Plan, zoning code modifications are necessary. Some of the modifications recommended are;

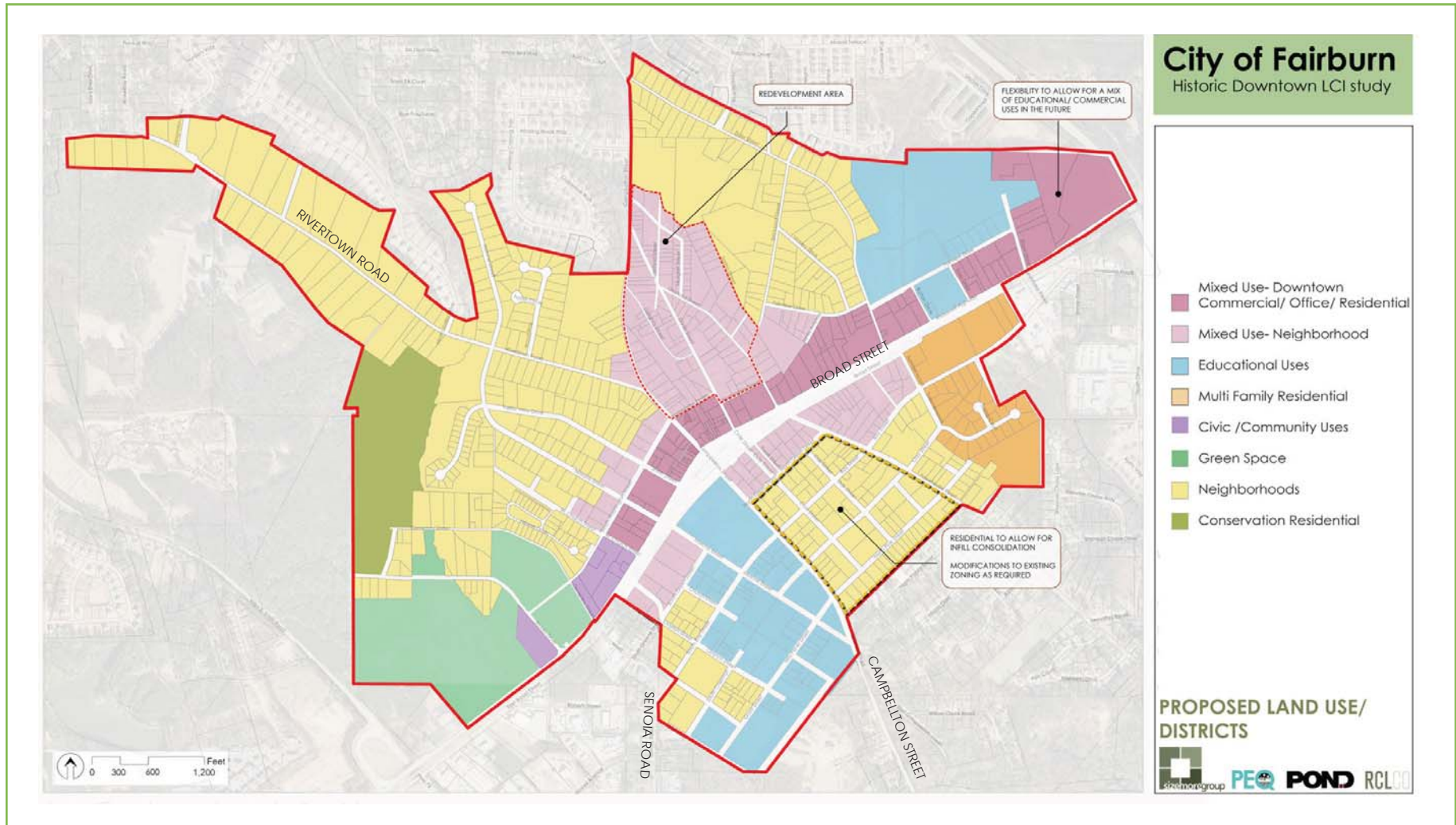
The current zoning categories for DC-1 and DC-2 limit the height of buildings to 35', depending on the terrain and the use this may be modified to reflect number of stories (3 or 4 stories or 3/ 4 split per the topography), the coverage for DC-2 is 50% this could be increased more to accommodate compact pedestrian friendly developments. The current O & I category requires minimum 20,000 square feet lots and requires large front, side and rear yards. Modifying with lesser minimum lot size with smaller lot width, and front yards and side yards will bring the buildings closer to the street and establish stronger relationship with street/sidewalks, create more contiguous building enclosure to the street and better pedestrian environment. Besides these, street sections, parking requirements, alternative transportation modes, materials, signage, etc. should also be coordinated to create cohesive downtown.

The residential neighborhood on the south side of railroad tracks adjacent to Landmark Christian School provides great opportunity for families to relocate closer to the school. The current zoning R-2 here requires half acre lots with large lot widths, front, side and rear yards, by allowing for smaller lots and compact homes, it will allow for good infill housing and more compact neighborhoods. Similarly changes to R-3 and R-4 will encourage more in-fill housing. This will not only contribute to compact and closely knit neighborhoods, but it will also provide population for businesses and services to locate in downtown. This will also allow for the city to provide more amenities to its residents. In order to make the appropriate zoning amendments, the city should engage in zoning analysis and develop the required changes.



# Recommendations

## PROPOSED FUTURE LAND USES



## 5.1.3 Recommended Strategies for Lightning District

This residential neighborhood boundary is as shown in the Map. This neighborhood is in poor condition and faces several challenges; deterioration, drugs, safety, visual blight, vacant lots, and poor maintenance issues. The city has taken initiatives to address some of these issues and they are continuing to work toward addressing them. As the redevelopment of downtown begins to take shape, this area can be very attractive for a host of diverse people to live. The neighborhood is compact with pedestrian scale streets, and quaint houses. The proximity of the area to downtown within walking distance offers potential for residents to walk to downtown to access various services and amenities. We recommend the following short term and long term strategies for city's consideration as they move forward to improve the area.

### Short Term Recommendations:

- To provide sidewalks on both sides and pedestrian lighting for Dodd Street from Washington to Campbellton Street
- To provide sidewalks on one side with pedestrian lighting for Orchard Street, Golightly, Margaret Street, and Aderhold Street
- Provide small monument markers at Strickland Street and Orchard Street, Dodd Street and Washington Street, Dodd Street and Campbellton Street and Washington Street and Orchard Street to mark the entry/access points into the neighborhood
- Expand on the existing park/playground; additional adjacent land, small loop trail for people to walk, additional lighting for safety, benches/seating for passive recreation and landscape. This can become the heart of the neighborhood.

- Cross walks at intersections as shown and traffic calming measure at Dodd Street and Golightly.
- Provide home improvement grants or loans for home owners to fix up the property to bring up to code and rectify visual blight. Improvements to façades, roofs, windows/doors, fencing, canopy/porches, and front yard landscape improvements.
- To demolish properties that do not meet code standards and beyond remodeling or repair
- Cleaning program - "Clean Up Lightning" - to clean the empty lots
- Stringent code enforcement to deal with poor maintenance and poor and unsafe buildings
- Enhance the neighborhood watch program
- Work with non-profit institutions/agencies such as Habitat and others to fix the housing and provide new housing.
- Pursue stimulus funds or incentives to improve the housing; weatherization program, solar energy use, and others.
- Set up a small police precinct within the neighborhood
- Develop master plan and design guidelines that preserve the quaint character of the neighborhood; scale of streets, pedestrian facilities, architectural character, building heights, and others.
- Develop community gardens on empty lots.

### Long Term Recommendations

- DDA or the City can acquire land as feasible for redevelopment
- Set up a CDC (Community Development Corporation) to focus on rebuilding this neighborhood.
- Set up tax incentives that promote restoration of houses to specific standards, redevelopment projects and new construction
- Offer tax incentives for affordable housing

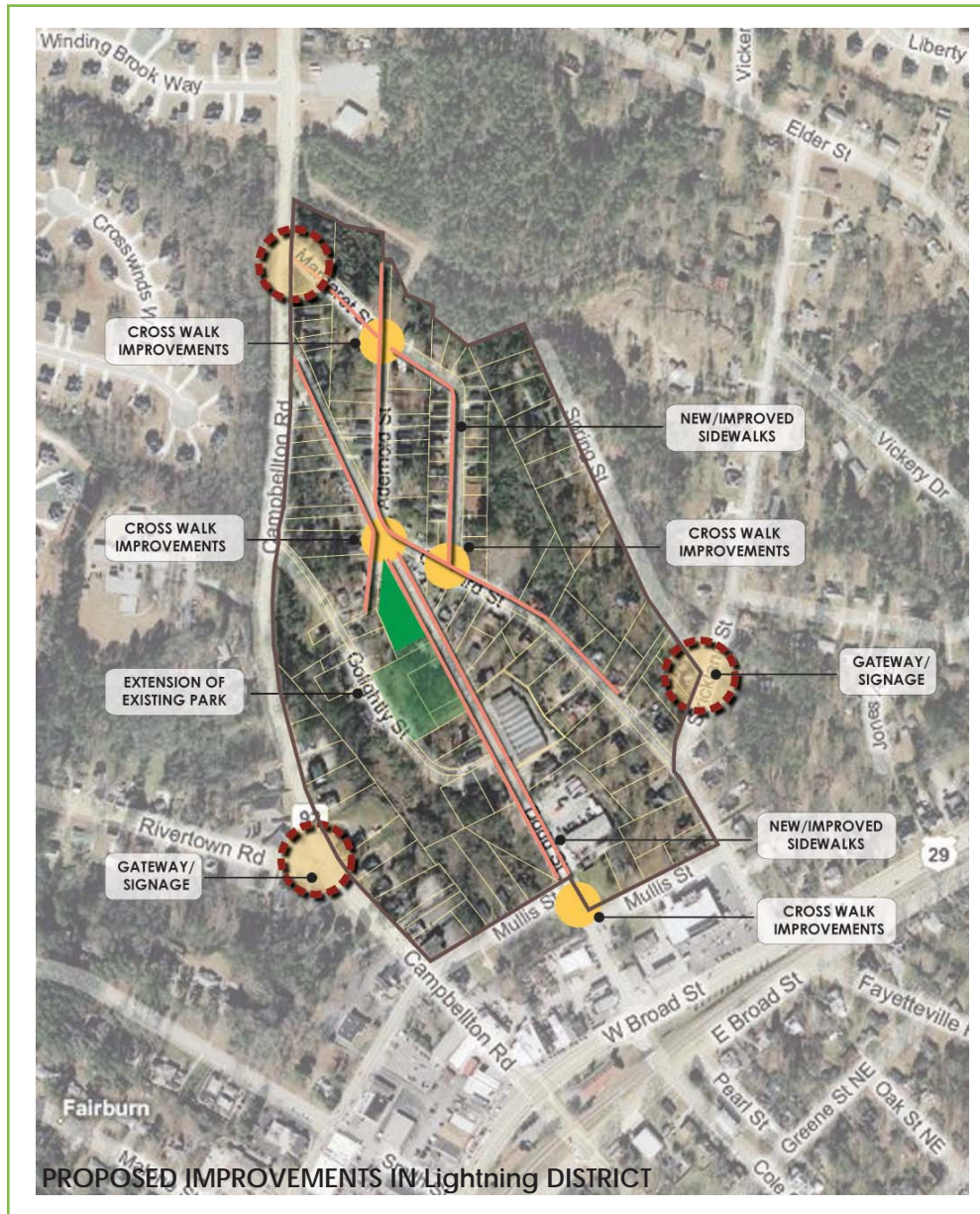
- and senior housing projects
- Offer infrastructure and/or subsidies for redevelopment projects
- Fast track approvals and one-stop shop approval for new development projects that can attract redevelopment.
- Develop specific social programs that can address social development of the residents; worker training program, day care, senior services, women services, summer camps, after school programs, and other social services.



Lightening Area - existing conditions

Sizemore Group in collaboration with RCLCO, PEQ Inc. and Pond & Company

# Recommendations



Strickland and Spring Street Intersection - Before



Strickland and Spring Street Intersection -After Gateway to Neighborhood

Sizemore Group in collaboration with RCLCO, PEQ Inc. and Pond & Company

# Recommendations



Dodd Street - Park Area - Before



Dodd Street - Park Area - After

# Recommendations



Dodd Street - Commercial Area - Before



Dodd Street - Commercial Area - After

## 5.2 Transportation

### 5.2.1 Introduction

The integration of land use planning, transportation planning and urban design is important in developing a unified approach to redevelopment in downtown Fairburn that has the potential to function as a live-work-play environment. The Transportation Plan portion of the LCI study identifies the long term vision for the way various transportation facilities can enhance mobility within and through the core of the City. As with the entire study effort, the elements of the transportation plan stem from public participation through a series of interviews, workshops, as well as research, field observation and technical judgment. One of the workshops included a Character Preference Survey that allowed for participants to interact with consultants to express the locations and types of enhancements desired. The range of enhancements included streetscapes, bicycle facilities, pedestrian amenities, street connectivity, roadway operational improvements, intersection safety (through design) and parking.

### 5.2.2 Methodology

The Fairburn LCI study moves beyond the traditional separation between land use and transportation improvements to address how a series of downtown transportation improvements can enhance redevelopment of the central core of the city. The primary goal of the transportation section is to identify an array of projects that can be implemented either in anticipation or in conjunction with downtown development efforts. The purpose of this planning effort is to evaluate multi-modal transportation improvements that improve the safety and operation of Broad Street and other corridors in the study area.

Considerations include surface parking reductions, intersection crossing improvements, pedestrian connectivity and underpasses, and bicycle routes. A defining characteristic of the Fairburn LCI study has been the level of cooperation achieved among affected area residents and businesses and internal departments involved in carrying out the study. With many stakeholders influencing the process and the trade-offs involved, accomplishing a set of implementation measures was a challenge. The city worked diligently to establish a process for early and continuing public involvement in the development of this study. Public involvement set forth a process for sharing information, airing concerns, and discussing issues of importance to the community in the study area.

### 5.2.3 Regional Policy Analysis

The study reflects an evaluation of existing public planning efforts and policies affecting the study area. This assessment provided insight into needed changes, as well as any existing policies and programs the City would like to improve upon. The Existing Conditions Analysis included a review and critique of the Fulton County Comprehensive Transportation Plan, the Transit Planning Board's Concept 3, and relevant ARC studies. Each document was reviewed to identify strengths and weaknesses of existing planning and regulatory programs with regard to redevelopment of downtown Fairburn.

### 5.2.4 Local Transportation Analysis

The Fairburn LCI study requires an understanding of travel patterns along the US 29 corridor for current conditions as well as potential future conditions. The transportation section considers the future use of alternative travel modes and provides the types of projects necessary for downtown connectivity

for those traveling to and from destinations in the study area and those traveling through the area. Certain aspects of the recommendations should be applied simultaneously. Implementing sidewalk, bicycle and intersection geometry upgrades are examples. However, the timing of these enhancements must be coordinated closely based on current and anticipated development, city policies and funding constraints.

### 5.2.5 Study Adoption and Implementation

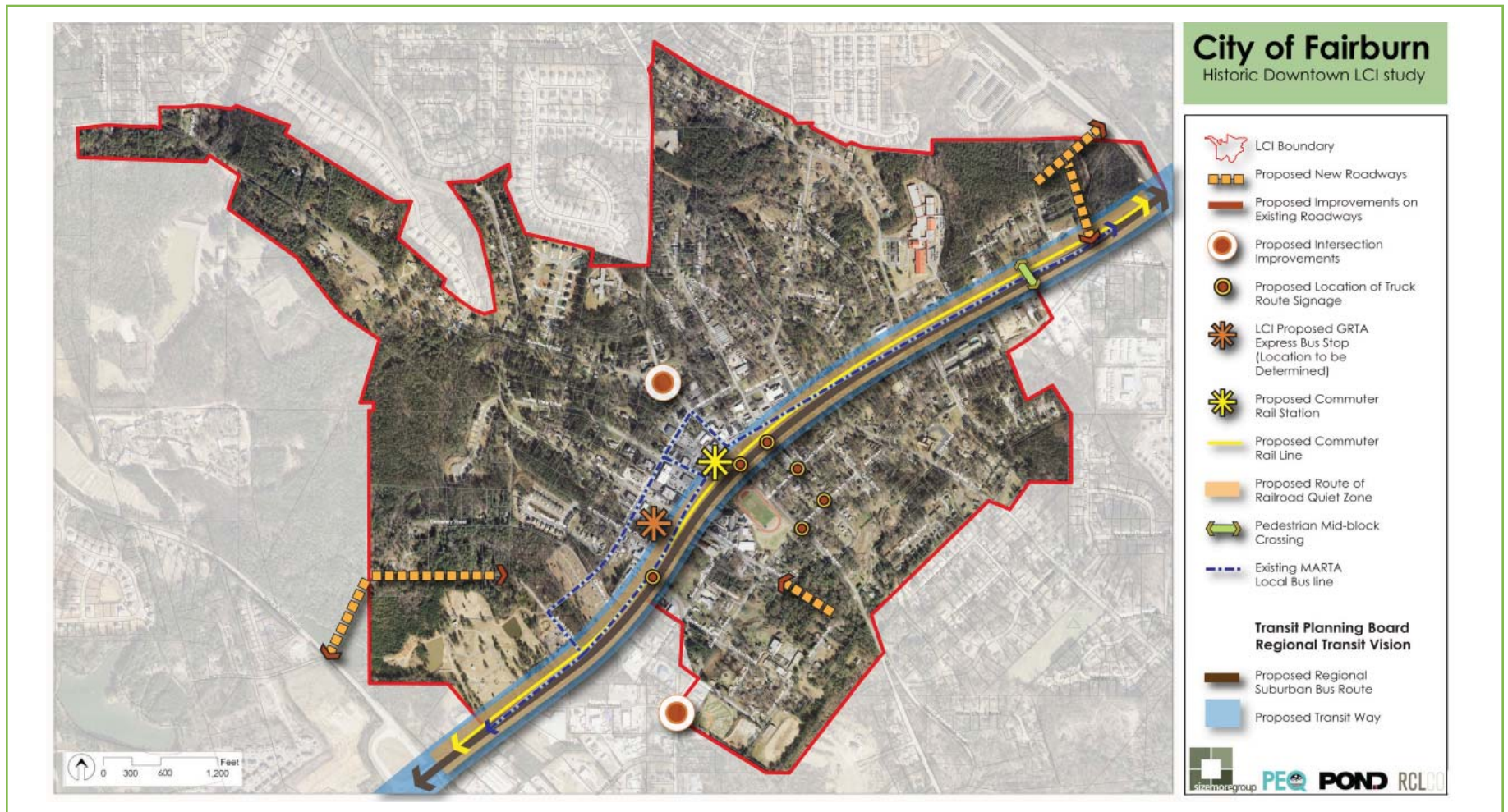
The adopted study serves as a guide for the City of Fairburn. It will also guide prospective property owners/developers as to the location and type of transportation efforts. The study contains an Action Plan identifying 5-year and long-term implementation strategies and the respective roles for several city departments and other governmental entities. Estimated cost, prospective funding source, and timeframe are specified for each transportation project. As conditions in the study area change over time, it is important to establish government entity roles and responsibilities, identify funding sources, create a phasing plan to implement recommendations, provide information to property owners, and establish all necessary monitoring systems. An implementation schedule was developed to help ensure that improvements are carried out systematically. The plan has immediate rapid-response components and incorporates long-term components, such as major capital improvements or changes to state and local policy. Full implementation of recommended improvements may take several years and depend on the availability of local, state, private, or federal funding, as well as on the support and action of different levels of government.

# Recommendations

## 5.2.6 Implementation

To best represent the results of the recommended transportation system, the maps on the following pages present proposed improvements for the study area as well for a larger area that includes some projects outside of the study area.

At the end of this section is the Action Plan which presents the recommended projects in a tabular form with the specifications for each project. Where appropriate, the consultant team has included cross-sectional illustrations of certain improvements.



## Historic Downtown

Historic downtown Fairburn is the focal point of this LCI study. The public participation process identified a number of important issues related to the historic downtown area. These include:

- Preserve the historic character of downtown
- Eliminate some of the asphalt on Hwy. 29
- Consider adding a roundabout at the intersection of Campbellton St. and Highway 29.
- Narrow the width of intersections
- Draw people into downtown
- Enhance parking at the rear of the historic buildings
- More parking in the downtown
- Get more people walking on sidewalks
- Add bike lanes and racks

Broad Street/US 29/SR 14 and a CSX freight rail line pass through the city. Broad Street/US 29/SR 14 is a 4-lane roadway with a center turn lane located on the east side of the downtown area. Land use along two blocks of Broad Street/US 29/SR 14, from Smith Street to Dodd Street, is characterized by historic buildings sited near the roadway. These two blocks are considered the core of the downtown area. Angled vehicular parking and sidewalks are located between the roadway and the historic buildings. Additional space is located between the angled parking spaces and the vehicular lanes to reduce crashes related to vehicles backing out of the parking

spaces. This space varies in width and is widest at the intersection with Campbellton Street where it is approximately 50 feet wide. This additional space, along with the angled parking spaces, makes Broad Street/US 29/SR 14 significantly wider than a typical 4-lane roadway.

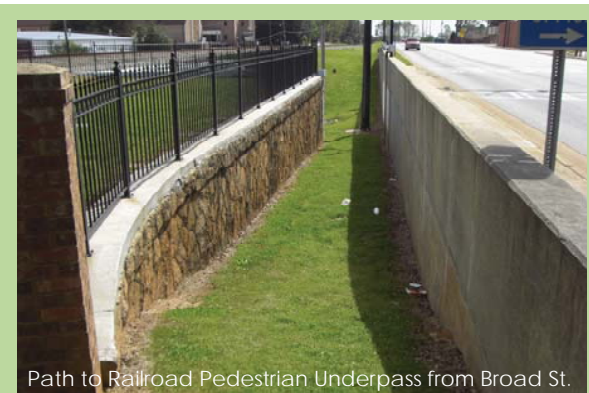
Projects R1 and R2 propose a number of changes for these two blocks of Broad Street/US 29/SR 14. These changes are shown in the Broad Street Typical Section and include the following:

- Reduce through lane width to 11-ft from 12-ft
- Change the angled parking to parallel parking
- Add 5-ft bicycle lanes
- Widen the sidewalks
- Add a linear park of variable width, depending on right-of-way
- Improve the pedestrian railroad underpass located at Smith Street

Changing the parking along these two blocks from angled parking to parallel parking would reduce the amount of available parking. Currently, there are 49 angled parking spaces along these two blocks. Changing to parallel parking would reduce the amount of parking to approximately 16-18 spaces. These on-street parking spaces will be replaced by a new parking lot located behind the historic buildings between Smith Street and Campbellton Street. This parking lot will be near the corner of Smith Street and Washington Street and will serve the retail in the downtown area as well as the proposed town green. Over time, as additional development is constructed in the downtown area, this parking lot can be converted into a parking deck to accommodate additional parking demand using the same amount of space. The pedestrian railroad underpass located at the intersection of Smith Street is not very inviting from an aesthetic perspective. More importantly, it is difficult to traverse because there are no stairs or ramps connecting the underpass to the higher grade at the intersection of Broad Street/US 29/SR 14 and Smith Street. There is currently only a sloping grass path connecting the underpass to street level. This path is difficult to walk and does not meet ADA requirements.



Existing Railroad Pedestrian Underpass



Path to Railroad Pedestrian Underpass from Broad St.



# Recommendations

The proposed improvements at this location include the addition of stairs and ADA compliant ramps. The stairs will be the width of the intersection. Concrete barriers currently separate the underpass from the roadway to prevent any vehicular traffic from falling into the underpass. These concrete barriers will be removed and replaced by bollards. Improved lighting and signage will also improve the usability of this underpass.

The proposed typical section at the intersection of Broad Street/US 29/SR 14 and Smith Street removes the existing northbound left turn lane at this intersection. This was done because right-of-way (ROW) at this intersection is narrower than at the intersection of Broad Street/US 29/SR 14 and Campbellton Street. During the planning process, the Georgia Department of Transportation (GDOT) stated that they are not willing to remove this left turn lane. Removal of this lane will increase traffic congestion and reduce safety at this intersection. Therefore, to remove this lane, it will be necessary to conduct a supplemental traffic study showing that the left turn lane is not needed. Approval from GDOT would then be necessary for removal of this lane.

The Broad Street typical section as shown would only be implemented from Smith Street to Dodd Street. However, segments of Broad Street/US 29/SR 14 located to the south and north of these two blocks would include some elements of this typical section. These segments of Broad Street/US 29/SR 14 include:

- Senoia Road to Smith Street
- Dodd Street to Strickland Street

Changes along these two segments include the following:

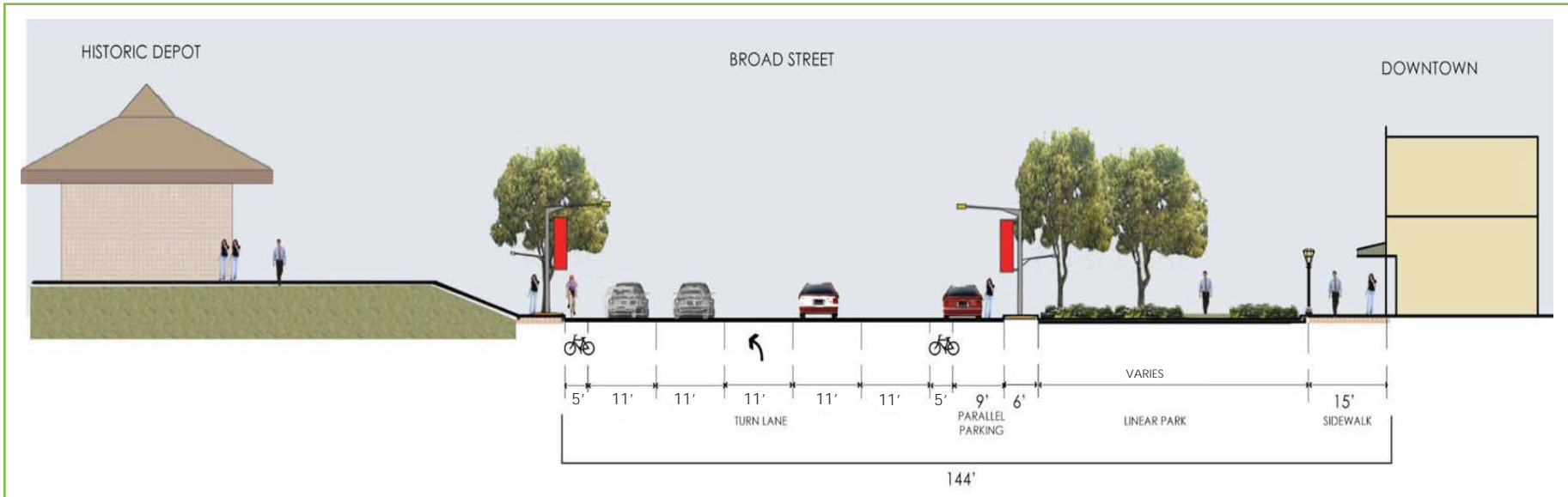
- Reduction of through lane width to 11-ft from 12-ft
- Addition of 5-ft bicycle lanes
- Widening the sidewalks and adding streetscapes

The intersection of Broad Street/US 29/SR 14 and Campbellton Street is the central intersection in the downtown area. During the public participation process, two concept alternatives were developed for this intersection. Both of these alternatives implement the changes to Broad Street/US 29/SR 14 discussed above.

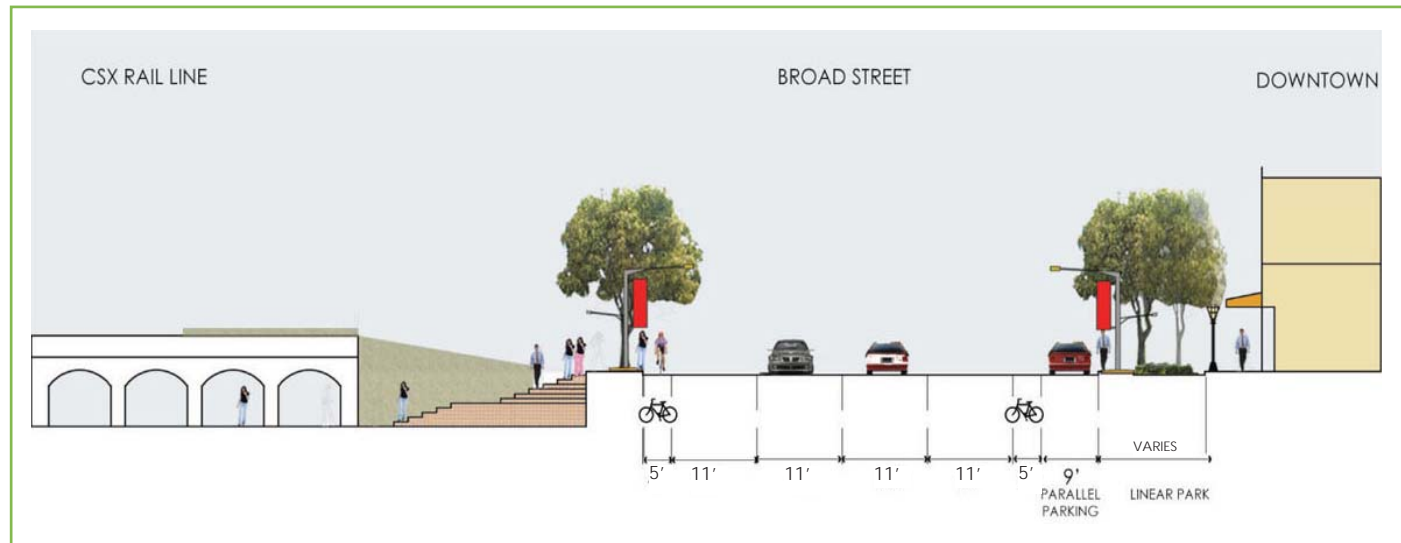
The proposed concept essentially keeps this same typical section through the intersection with Campbellton Street. However, no on-street parking is located near the intersection. This allows for an extension of the sidewalks and streetscape in front of the first storefront on Broad Street on each side of Campbellton Street.

The approaches to the intersection on Campbellton Street are currently over 30 feet wide due to the parking lanes on the roadway. Alternative 1 narrows the eastbound approach on Campbellton Street to 22 feet to slow vehicular traffic speeds and reduce the distance that pedestrians must traverse when crossing the street. The westbound approach is narrowed to 24 feet for these same reasons. On the westbound approach, Campbellton Street is also SR 92. Due to the additional demands on state routes, this approach is kept slightly wider than the eastbound approach.

# Recommendations



SECTION. A - BROAD



SECTION. B - BROAD STREET

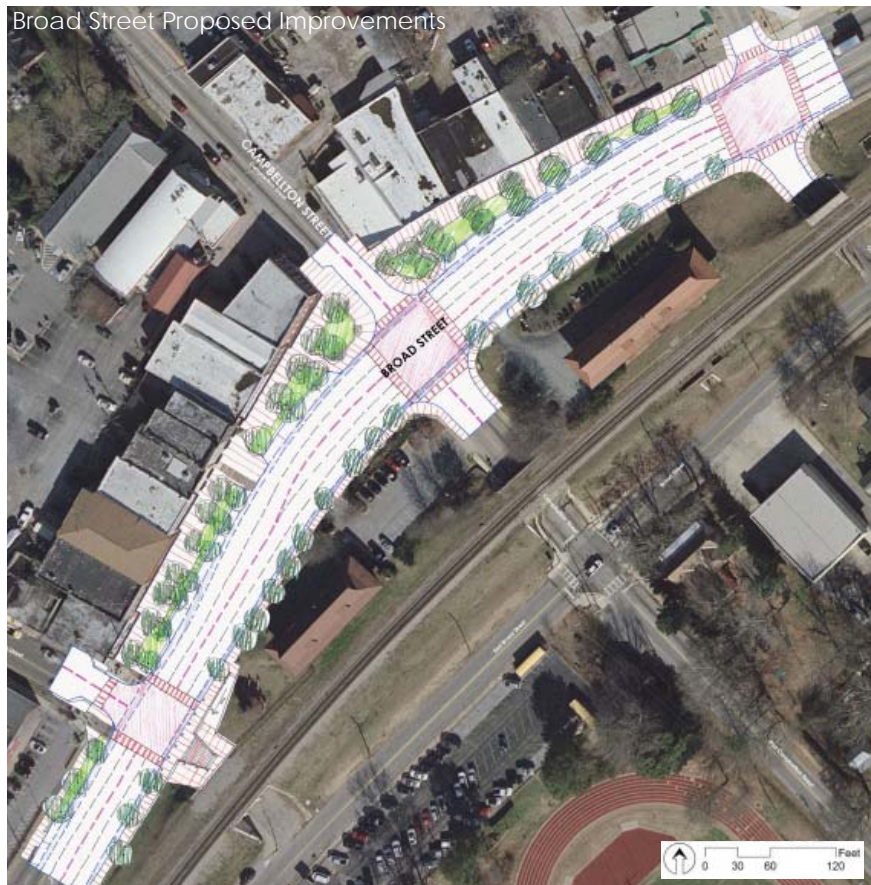
# Recommendations

## Broad Street Streetscape

Broad street is proposed to be re configured into a pedestrian friendly "Main Street" for Downtown Fairburn. The plan proposes eliminating some of the asphalt and making it into a 4 lane street with a turn lane, 5' bike lanes on both sides and parallel parking in front of the historic buildings.

The extra paving will be replaced with wide sidewalks and a linear green/park in front of the retail and commercial storefronts. The streetscape will include zones for street furniture, outdoor dining, and planting along with traffic calming at the intersection of Broad Street and Campbellton Street to make the whole area safe for pedestrians, bikers and visually attractive.

Broad Street Proposed Improvements



Sizemore Group in collaboration with RCLCO, PEQ Inc.  
and Pond & Company



Broad Street - Before



Broad Street - After

# Recommendations

A number of other smaller improvements will be implemented as a part of these projects that will affect the look and feel of the downtown area.

These include internally illuminated street name signs, wayfinding signage, and improved roadway and pedestrian lighting. Internally illuminated street name signs:

- Are street name signs with internal lighting on traffic signal mast arms
- Improve visibility at night and during inclement weather
- Distinguish the city from the surrounding area
- Include the city's logo



Internally illuminated sign, Sandy Springs, GA



Existing standard sign with Fairburn logo

Wayfinding signage creates a consistent look to signage within the city and accomplishes a number of other things, including:

- Directs visitors to their destinations
- More aesthetically pleasing than standard roadway signage
- Brands the City
- Identifies points of interest, including the following
  - » Shops and Restaurants of Downtown Fairburn
  - » City Hall
  - » Public Parking
  - » Historic Campbell County Courthouse
  - » GMC Liberal Arts College
  - » Championship Baseball Fields
  - » Landmark Christian School



Wayfinding Signage, Atlanta

Lighting along Broad Street must provide adequate lighting and should also be aesthetically pleasing.

- Roadway lighting along Broad Street:
  - » Serves multiple lanes of traffic
  - » Must be taller than pedestrian lighting
- Existing roadway lighting is a different style than the pedestrian lighting
- Recommendation to replace roadway lighting with a taller version of pedestrian lighting



Existing Roadway and Pedestrian Lighting, Fairburn



Ornamental Lighting Atlanta

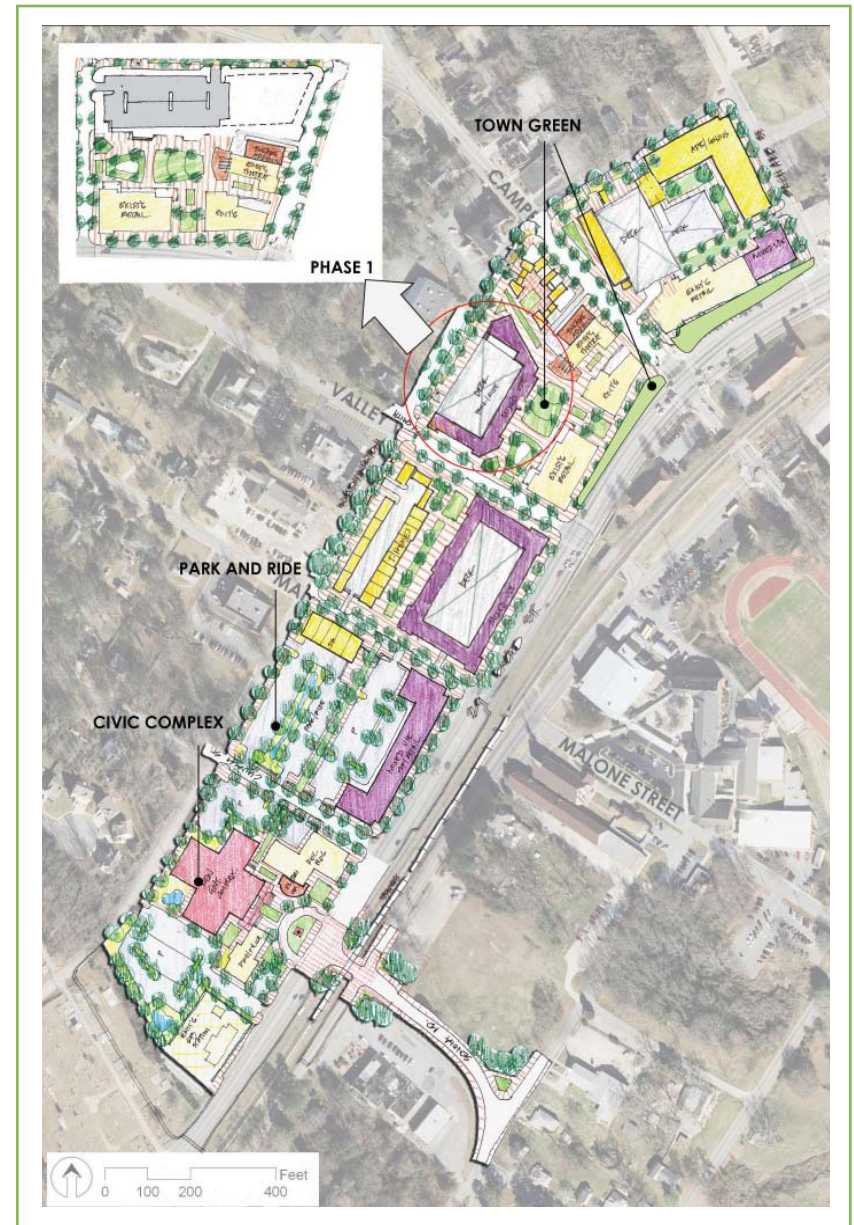
Sizemore Group in collaboration with RCLCO, PEQ Inc. and Pond & Company

# Recommendations

In addition to the proposed changes to Broad Street/US 29/SR 14, projects R1 and R2 will also implement changes to the block bounded by Broad Street, W Campbellton Street, Washington Street, and Smith Street. These changes include the following:

- Removal of existing non-historic structures
- Conversion of site to parking lot and town green
- Streetscapes on 3 sides
- Addition of on-street parking on Washington Street
- Removal of the interior of one structure on Broad Street to create a pedestrian connection

The changes to this block are shown on the adjacent Historic Downtown Infill Concepts map. This map shows proposed changes to other blocks in the downtown area, including other locations for proposed parking lots and parking decks. Land values in downtown Fairburn do not currently support the construction of parking decks. However, as the real estate market improves, additional growth in the downtown area may make parking decks viable from a financial standpoint at some point in the future.





Existing Parking at GMC



Existing Parking in Downtown



Existing Parking at police precinct

## Parking

The historic downtown is the primary area where more parking is needed. In addition to historic downtown Fairburn, more parking is needed at the GMC Liberal Arts College located along Broad Street at Barton Street and Estes Drive. Project P1 would construct a new parking deck at the college. This deck would serve the student body of the college and could also be used as a Park and Ride lot for existing transit users. If additional transit (commuter rail, express bus service) was implemented in the future then this parking deck could also serve those transit users.

## Broad Street

Projects R1 and R2 will make changes to Broad Street/US 29/SR 14 in the historic downtown, from Smith Street to Dodd Street. Projects R3 and R4 will make changes to the roadway throughout the rest of the study area, extending to SR 74 to the south and to SR 138 to the north. Project R3 will implement the typical section shown above from Dodd Street to SR 138 and will include the following elements:

- Reduction in width of through lanes to 11-ft
- Streetscapes from Dodd Street to Barton Street (west side only)
- Sidewalks from Shaw Drive to SR 138 (west side only)
- 5-foot bike lanes from Dodd Street to SR 138.
- Bulbouts on Strickland Street on the approach to Broad Street/US 29/SR 14

- Gateway Signage and Wayfinding Signage at Estes Drive and SR 138

Project R4 will implement the typical section shown above from SR 74 to Smith Street and will include the following elements:

- Reduction in width of through lanes to 11-ft
- Streetscapes from Public Safety Building (approximately 200 feet south of Senoia Road) to Smith Street (west side only)
- Sidewalks from SR 74 bridge to Public Safety Building (west side only)
- Bike lanes from SR 74 bridge to Smith Street.
- Addition of small landscaped median on SW leg of intersection with Senoia Road with Gateway Signage and Wayfinding Signage

These projects each include gateway signage and wayfinding signage. The locations of this signage, as well as other proposed signage, are shown on the map on the following page

# Recommendations

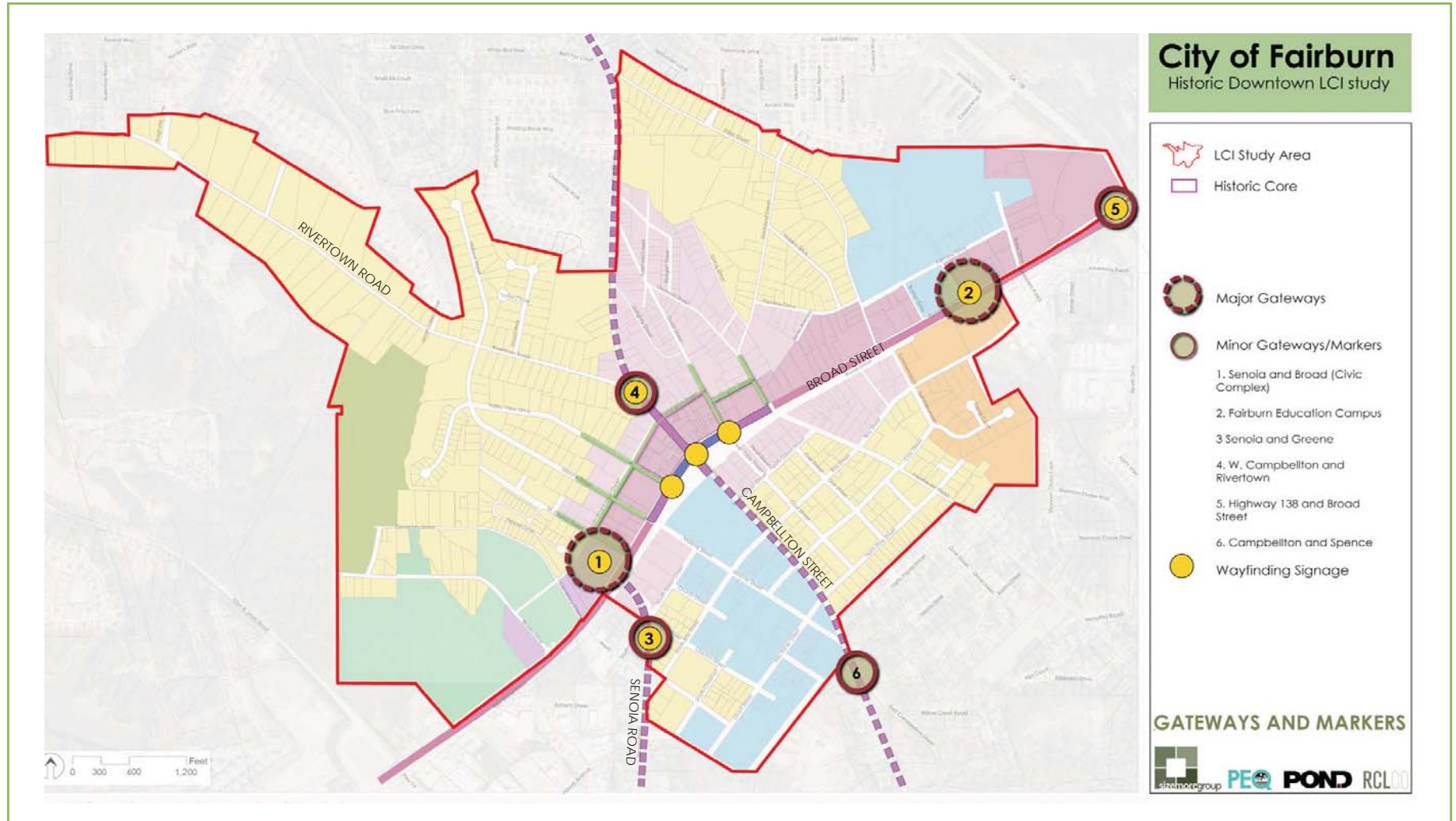
## Gateways and Markers

The following map shows the proposed locations for gateways, markers and way finding signage within the study area boundaries. The civic complex at Senoia Road and the education node at the Georgia Military College are planned as

two important gateways into Downtown Fairburn.

Along with these two major entry points, several minor gateways are proposed at key intersections. Along with gateways way finding signage is important, to allow for easy navigation

within the downtown that highlight locations of various downtown attractions and amenities. All these gateways and markers should reflect the same design vocabulary and should also be coordinated with other street furniture including bus stops, light poles, benches etc.



## Safety Improvements

Two intersections within the LCI study area were identified as having safety issues. These intersections are:

- W Campbellton Street at Rivertown Road
- Senoia Road at Bay Street

The intersection of W Campbellton Street at Rivertown Road is a 3-leg intersection. These roadways meet at an acute angle rather than the typical 90 degree angle, which creates a number of issues:

- The intersection is wider than a typical 3-leg intersection and impacts sight distances.
- The acute angle of the intersection makes left turn movements from Rivertown Road onto W Campbellton Street and right turn movements from W Campbellton Street onto Rivertown Road more difficult.
- Left turn movements from W Campbellton Street onto Rivertown Road are at less than a 90 degree angle. Since this movement is not stop controlled, traffic commonly travels at high speeds when, reducing safety for all modes of travel

Project R5, Intersection Safety 1, will resolve these issues. This project includes the following elements:

- Re-align the intersection so that the roadways meet at a 90 degree angle.
- Install a median and gateway signage on W Campbellton Street
- Install bulbouts on all approaches.

This project will improve sight distances, slow traffic, and narrow the roadways to make crossing easier for pedestrians. The change in design, as well as the gateway signage, will help indicate to traffic that the city is being entered. Additional

ROW will need to be purchases from the Christ Discipleship Ministries Church. No structures should be impacted by this ROW purchase.

The intersection of Senoia Road at Bay Street is a 3-leg intersection where Bay Street meets Senoia Road at an acute angle. This intersection faces the same basic issues related to sight distances, intersection width, and turning movements as the intersection of W Campbellton Street at Rivertown Road.

Project R6, Intersection Safety 2, will resolve these issues. This project includes the following elements:

- Re-align the intersection so that the roadways meet at a 90 degree angle.
- Install gateway signage on Senoia Road
- Install bulbouts on Bay Street

This project will improve sight distances, slow traffic, and narrow the roadways to make crossing easier for pedestrians. The change in design, as well as the gateway signage, will help indicate to traffic that the city is being entered. Additional ROW will be needed to complete this project. However, no structures should be impacted by this ROW purchase.

The map on the adjacent page shows the locations of additional safety improvements and traffic calming measures in the area.



W Campbellton Street at Rivertown Road



Senoia Road at Bay Street



# Recommendations

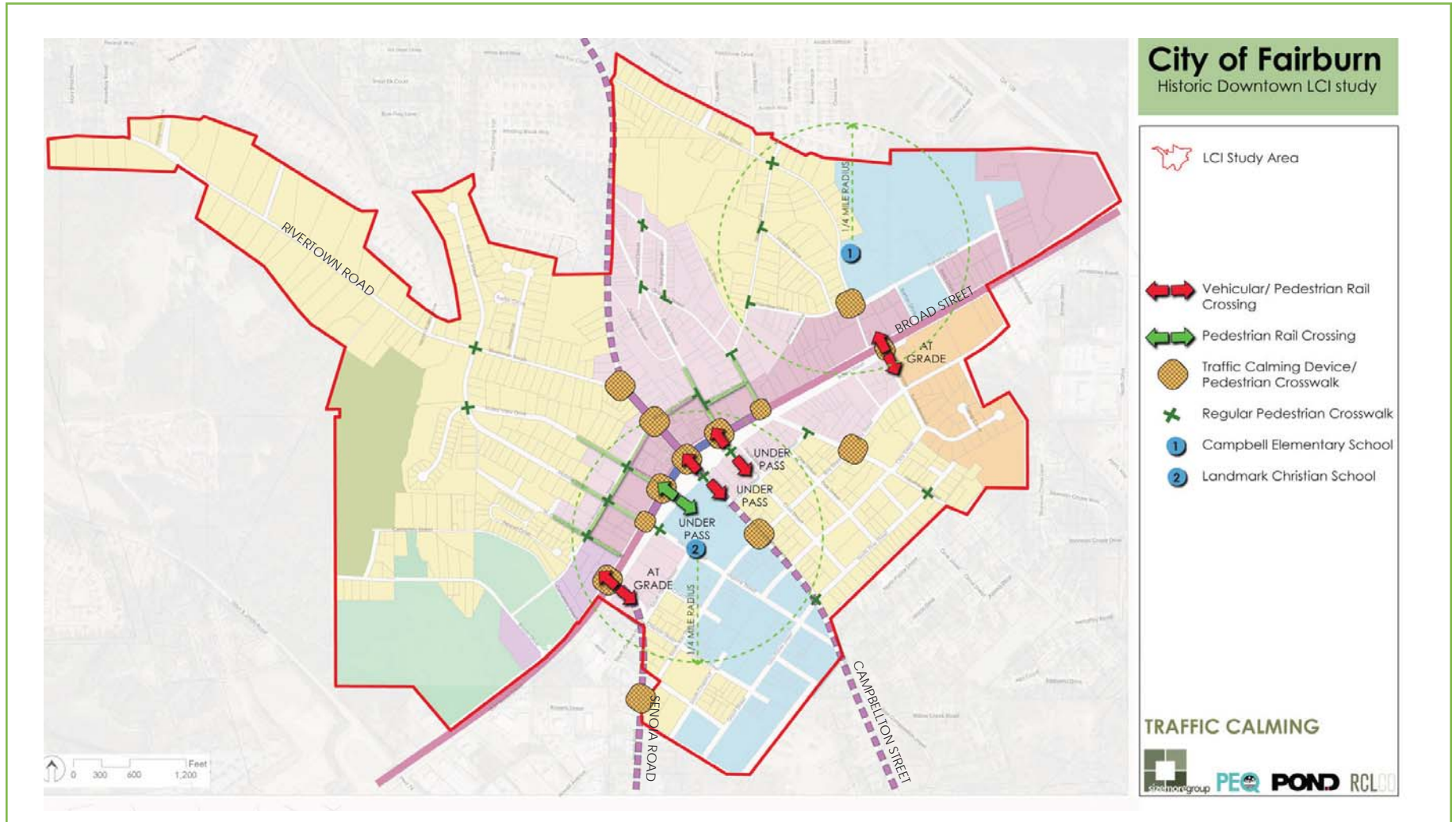
## Traffic Calming

Traffic calming refers to a set of strategies which aim to slow down or reduce traffic, thereby improving safety for pedestrians and bicyclists as well as improving the environment for residents. The intersections of Campbellton Street, Dodd

Street and Smith Street with Broad Street are three critical locations for implementing traffic calming measures. These are also locations for vehicular and pedestrian crossings across the rail road line. Measures such as raised crosswalks, paved intersections, and bulb outs are recommended at

these locations to slow traffic down.

The map also illustrated other intersections where traffic calming/ crosswalks are recommended. These are areas around the schools, churches civic complex and other community uses.



# Recommendations



Low bridge on E Campbellton Street



At grade RR crossing, Senoia Road



Existing Truck Signage



Existing I-85 Route Sign

## Freight Movement

Early in the public participation process, freight truck traffic on E Campbellton Street/SR 92 was identified as a problem. Truck traffic originates at the Oakley Industrial Boulevard area and travels northwest on Spence Road/SR 92, which becomes E Campbellton Street/SR 92. The freight rail bridge located on the west side of the intersection of E Campbellton Street/SR 92 and E Broad Street is 10 feet high. This height does not provide enough clearance to accommodate typical freight trucks. Trucks occasionally hit this bridge. More common problems consist of truck drivers that cross through the intersection and then realize the bridge does not have adequate clearance or truck drivers that realize this problem before entering the intersection but are unfamiliar with the area and do not know which direction to turn on E Broad Street.

There is nowhere for trucks to turn around once they reach this intersection. The only option for trucks is to turn left (southbound) onto E Broad Street and then cross the freight rail line at Senoia Road. Trucks that turn right (northbound) onto E Broad Street enter a residential area that has signage stating that no 3-axle vehicles are allowed. Some truck drivers become lost on these roadways and do not know how to return to E Campbellton Street/SR 92. Additionally, as these roadways are not designed for truck traffic, some of these trucks have caused property damage on these roadways.

A multi-pronged approach was developed to deal with this problem, including the following:

- Divert truck traffic before it ever reaches the intersection of E Campbellton Street/SR 92 and E Broad Street
- Direct truck traffic that reaches the intersection of E Campbellton Street/SR

92 and E Broad Street south on E Broad Street to Senoia Road

- Direct truck traffic that enters residential area back to E Campbellton Street/SR 92

These steps will primarily be accomplished through additional signage in Project S1. One new route to divert trucks from the area has also been proposed. However, it is located outside of the LCI study area and is discussed further in the following section.

The following locations are proposed for new signage directing traffic towards I-85 and away from downtown Fairburn. In the Manual on Uniform Traffic Control Devices (MUTCD), this type of sign is a combination of Route Sign M1-1 and Route Auxiliary Sign M4-5. These sites are located outside of the LCI study area. However, they are located within the city limits and are within the limits of the South Fulton Community Improvement District. These locations include:

- Oakley Industrial Boulevard at Spence Road
- At the driveway for the industrial development located on Spence Road/SR 92 approximately 450 ft from Oakley Industrial Boulevard
- At the driveway for the industrial development located on Spence Road/SR 92 approximately 1,700 ft from Oakley Industrial Boulevard

# Recommendations

The following locations are proposed for simple word/text message signage directing truck traffic towards the at-grade freight rail crossing at E Broad Street and Senoia Road:

- E Campbellton Street/SR 92 at E Broad Street
- E Campbellton Street/SR 92 at Bay Street
- E Broad Street at Senoia Road

The following locations are proposed for new signage directing traffic towards E Campbellton Street/SR 92 and out of the historic residential neighborhood. In the MUTCD, this type of sign is a combination of Route Sign M1-5 and Route Auxiliary Sign M4-5. The locations include:

- Cole Street at E Broad Street
- Cole Street at Greene Street
- Cole Street at Bay Street



Sizemore Group in collaboration with RCLCO, PEQ Inc. and Pond & Company

Truck traffic was also identified as a problem on Rivertown Road, although to a lesser extent than on Campbellton Street/SR 92. Additionally, there is no low bridge on Rivertown Road that blocks truck traffic. Therefore, the following location was identified for new signage directing traffic towards I-85 and away from downtown Fairburn:

- Rivertown Road and Virlyn B. Smith Road

The other significant freight issue identified in the Fairburn LCI study area is related to the CSX freight rail line. The Consultant Team understands the City would like to consider implementation of a Railroad Quiet Zone along the Broad Street corridor which would affect several downtown intersections and all points in between, as identified in Project RR1. This excellent program is not without challenges and obstacles. While the benefit to the city in terms of reducing noise pollution is clear and evident, the nature of an open railroad right-of-way makes this a program with many inherent dangers as well.

The information provided on the creation of quiet zones has been referenced from the Final Rule: 49 CFR Parts 222 and 229 – Use of Locomotive Horns at Highway-Rail Grade Crossings. The document first went into effect on June 24, 2005, and was amended on August 17, 2006. This federal document preempts all state documents regarding the use of locomotive horns at public highway-railroad crossings; however, it does not preempt state documents regarding private highway-rail crossings or pedestrian crossings. If a new quiet zone is created and includes within its boundaries one or more private highway-rail crossings or pedestrian crossings, the crossings must be included in the quiet zone as well, and therefore, would fall under the regulations set forth by it.

Diagnostic review teams must be created in order to review the private and pedestrian crossings and to provide recommendations. These crossings must have both cross-bucks and “STOP” signs at both approaches to the railroad crossing.

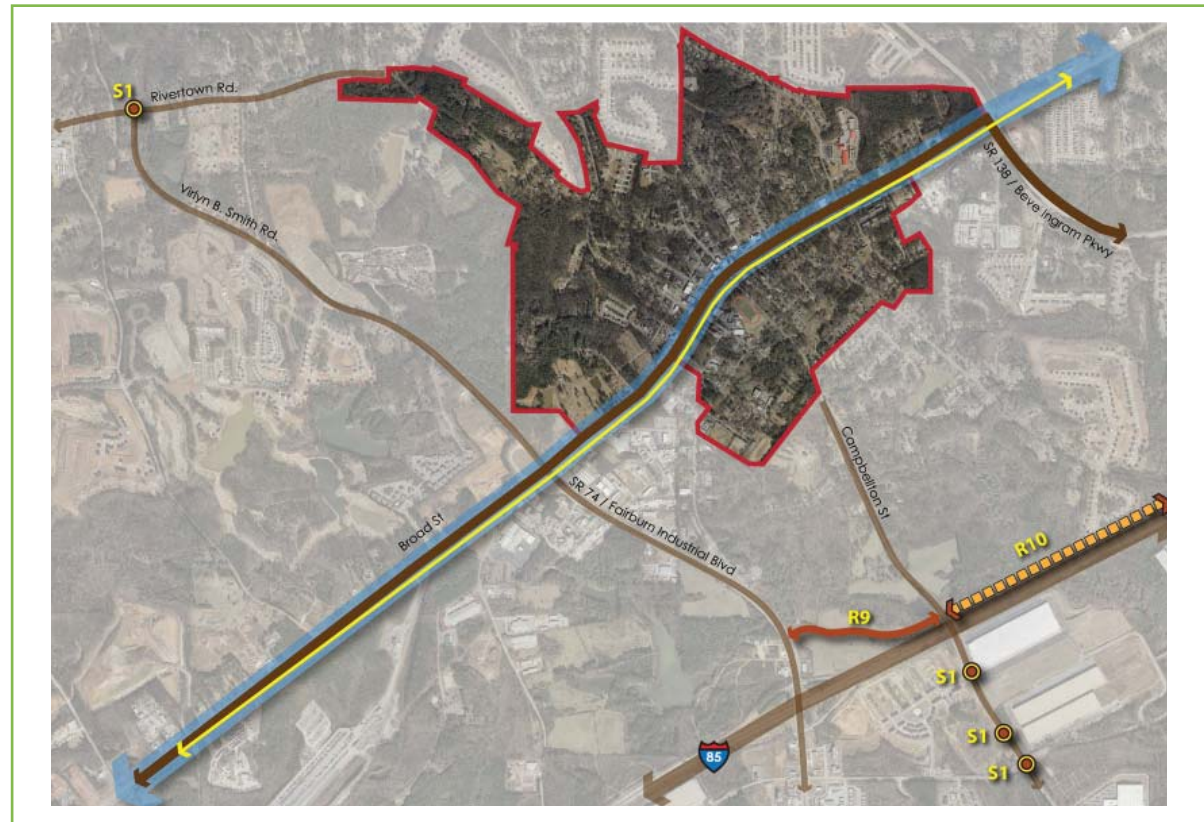
Four minimum requirements exist for all new quiet zones:

- The quiet zone must be a minimum length of one-half mile. The distance along the railroad corridor between the crossing at SR 74 to the crossing at SR 138 is approximately 1.9 miles. The quiet zone is permitted to cross jurisdictional boundaries as long as all affected parties are involved and in agreement.
- Flashing lights and gates must be installed at all at-grade crossings (public and private) as well as constant warning-time devices and power-out indicators.
- Advance warning signs must be installed that inform drivers that train horns are not being utilized at the crossings. These signs must be installed at all public and private crossings and must comply with all Manual on Uniform Traffic Control Devices (MUTCD) standards.
- All public, private, and pedestrian crossings within the quiet zone which have active automatic bells are required to maintain the use of these bells.

The final requirement that the City of Fairburn must meet is based on required safety standards which are determined by a group of calculations set forth by the FRA. If existing conditions do not meet the safety standards, any of three methods of meeting these criteria can be implemented which are:

- Supplementary Safety Measures (SSMs),
- Engineering Alternative Safety Measures (Engineering ASMs), or
- Non-Engineering Alternative Safety Measures (Non-Engineering ASMs).

If Fairburn is able to meet the criteria using one of these methods, it can apply to create a new quiet zone. It must update its record of existing conditions on the national inventory within six months of notification of the quiet zone, notify all involved parties, and install all necessary signage and horns. Depending on the level of criteria which the city is able to meet, it will need to update the FRA either every four and a half to five years (SSMs installed) or every two and a half to three years (all other criteria).



TRUCK SIGNAGE LOCATIONS OUTSIDE STUDY AREA

# Recommendations

## Connectivity and Operations

The LCI study recommends that the existing roadway system be maintained at its current capacity. Though there are several new street projects, these projects are less about additional capacity than better connectivity. A guiding principle in creating a livable town center does not generally include adding roadway capacity; especially when it is detrimental to pedestrian, bicycle, and transit supportive measures that create a more urban character for downtown Fairburn. Furthermore, neither the Fulton County Transportation Plan nor the Regional Transportation Plan includes any planned or programmed roadway capacity projects within the study area. Connectivity within the study area as well as into and out of the study area is important for all modes of travel. Creating new connections reduces the distance that people must travel between their origin and destination. Creating alternate routes to the primary roadways in the study area allows traffic to move even when the primary routes are congested. Additionally, having alternate routes allows each individual roadway to have less capacity (fewer through automobile lanes) which helps to keep the roadway friendly to bicycles and pedestrians.

Fairburn has a well established roadway grid in its downtown area. The roadway grid does not extend significantly outside of the downtown area. However, a number of roadways provide access to and through the city, giving the city better access than is typically found in suburban environments. Some additional roadways, roadway extensions and roadway operations projects were identified during the study process. These projects include the following elements:

- Project R7 Brooks Drive Operations Improvements and Extension
  - » From Broad Street to Washington

- Street – Addition of 5-ft bike lanes, 5-ft sidewalk on the northeast side of the roadway, and lighting
  - » From Washington Street to dead end – Addition of curb and gutter, 5-ft bike lanes, and 5-ft sidewalks with lighting
  - » Roadway extension from dead end to Virlyn B. Smith Road – New 2-lane roadway with 5-ft bike lanes, 5-ft sidewalks, and lighting
- Project R8 Shaw Drive Extension - From dead end to SR 138
  - » New 2-lane roadway with center turn lane to serve a proposed school at this location. Where left turn storage is not needed a landscaped median shall be built.
  - » 5-ft bike lanes
  - » Streetscape
- Project R9 Irwin Road Improvements – From SR 74 to Spence Road
  - » Upgrades to the existing roadway to handle truck traffic which includes paving, widening of lanes to 12-ft width, and addition of curb and gutter
  - » Re-alignment of roadway to directly connect to SR 74 instead of Old Senoia Road
  - » Addition of a multi-use path with lighting
- Project R10 Irwin Road Extension - Extend from Spence Road to Fayetteville Road at Goodson Road
  - » New 2-lane urban roadway with 12-ft travel lanes
  - » Includes a multi-use path with lighting

It should be noted that Project R9 and Project R10 are both located outside of the LCI study area. Segments of these projects are located outside of the Fairburn city limits in unincorporated Fulton County. However, both projects can have a positive impact on the LCI study area and so they are included in this study.

Project R9 is intended to serve as an alternate route for trucks traveling between the Oakley Industrial Boulevard area and I-85. As previously mentioned, the City would like to minimize truck traffic in the downtown Fairburn area, partly due to a low freight rail bridge on E Campbellton Street. Irwin Road would provide an alternate connection between Spence Road and SR 74 on the west side of I-85.

Trucks that leave the Oakley Industrial Boulevard area traveling towards downtown Fairburn on Spence Road could turn onto Irwin Road and avoid downtown Fairburn. However, the existing Irwin Road is a narrow, unpaved roadway. It must be upgraded to a level that can easily accommodate truck traffic to adequately serve as an alternative route for trucks. Project R10 extends Irwin Road north from Spence Road to Fayetteville Road at Goodson Road. This extension will provide an alternative route to I-85 between SR 74 and SR 138. This alternative route will help reduce traffic volumes on Broad Street/US 29/SR 14, particularly as congestion levels increase on I-85. It will also help reduce cut-through traffic on local residential roadways in the study area.

## Bicycle/Pedestrian Improvements

An inventory of existing sidewalks gaps and conditions was prepared by the consultant team. Overall, the existing sidewalk infrastructure is fairly comprehensive; however, the opportunity exists to greatly enhance the pedestrian environment. Gaps in the sidewalk system compromise the existing network while other portions of the pedestrian environment can be greatly improved through streetscape projects. In order to maximize investment in public infrastructure, the City should consider including requirements for sidewalks and other amenities in any overlay zoning districts, zoning code amendments or development regulations. These requirements can go a long way in the provision of infrastructure improvements that otherwise may be beyond Fairburn's budget or ability to implement in a timely fashion. These requirements and design standards also provide the City a mechanism to set a standard and consistent urban design theme.

The LCI Five Year Implementation Plan identifies multiple small sidewalk improvements recommended for the study area. Most of these projects are short in length and relatively low in cost. In order to better utilize available implementation funds, several sidewalk projects have been combined into single, comprehensive street projects. The consolidation of multiple small sidewalk improvements into one project reduces the logistical and bureaucratic hurdles that accompany federal grant programs and will allow certain street segments to occur in a holistic fashion. The first priority should be for the City to provide sidewalks within 2-miles of any public or private school with K-8th grade students. This policy is consistent with Federal Highway Administration (FHWA) and GDOT's Safe Routes to School program aimed at minimizing short and unnecessary vehicular trips and to promote walking. This program provides 100% federal

funding for eligible projects. While the study area has great bicycling potential, currently the study area has no dedicated bicycle facilities. The compact and mixed-use character of downtown Fairburn is conducive to accomplishing many trips by bicycle. Most local trips are of short distances and of the type conducive to bicycle usage (i.e., recreational, entertainment, and retail based trips). Several proposed routes were created on the premise of linking as many important and popular destinations as possible. These routes are included in the LCI Five Year Implementation Plan. Where appropriate, bicycle projects were included with pedestrian projects so that construction could take place concurrently.

All projects connect to some residential development. The following is a list of bicycle and pedestrian projects in the study area along with the primary points they connect in addition to residential development:

- BP1 - Downtown Area Sidewalks (Part of Priority Project 2) Washington Street from Church Street to Smith Street and from Campbellton Street to Orchard Street; Malone Street from Rivertown Road to Washington Street; Valley View Street from Malone Street to Washington Street; Dodd Street (both sides of roadway) from Broad Street to Washington Street, Campbellton Street (one side of roadway) from Washington Street to Broad Street; Bay Street/Jonesboro Road (one side of roadway) from Clay Street to SR 138; includes bulbouts and Wayfinding Signage at W Campbellton Street and Washington Street and crosswalks at all intersections
- BP2 - Bicycle Share the Road Signage (Part of Priority Project 2) - Washington Street from Brooks Drive to Orchard Street; E Broad Street from Word Street to

W Broad Street

- BP3 Rivertown Road Bike/Ped (Part of Priority Project 2) - sidewalks and bike lanes (City Limits to Campbellton Street) includes crosswalks at Malone Street
- BP4 Roadways connecting to Campbell Elementary School (one side of roadway): Orchard Street from Washington Street to Dodd Street; Strickland Street from Orchard Street to Elder Street; Margaret Street from Campbellton Street to Orchard Street; Aderhold Street from Margaret Street to Dodd Street; Fairview Drive from Strickland Street to Elder Street; Fairview Drive from Barton Street to Shaw Drive; Vickery Drive from Strickland Street to Fairview Drive; Dodd Street (both sides of roadway) from Washington Street to Campbellton Street and Orchard Street (one side of roadway) from Washington Street to Dodd Street, Shaw Drive from Broad Street to Fairview Drive; includes bulbouts at Elder St. and Fairview Dr. and crosswalks at all intersections
- BP5 Roadways connecting to Landmark Christian School (one side of roadway): Bay Street from Senoia Road to Clay Street; Greene Street from Senoia Road to Malone Street (some existing sidewalk); Greene Street from E Campbellton Street to Fayetteville Road; E Broad Street From Cole Street to Pearl Street; E Broad Street From Senoia Road to East Baptist Church; includes crosswalks at all intersections
- BP6 E Campbellton Street/Spence Road/SR 92 Bike/Ped sidewalks and bike lanes (E Broad Street to City Limits), includes bulbouts at Bay Street, crosswalks at all intersections, and Gateway Signage at Spence Road/Campbellton Street intersection
- BP7 Senoia Road Bike/Ped - streetscapes

# Recommendations

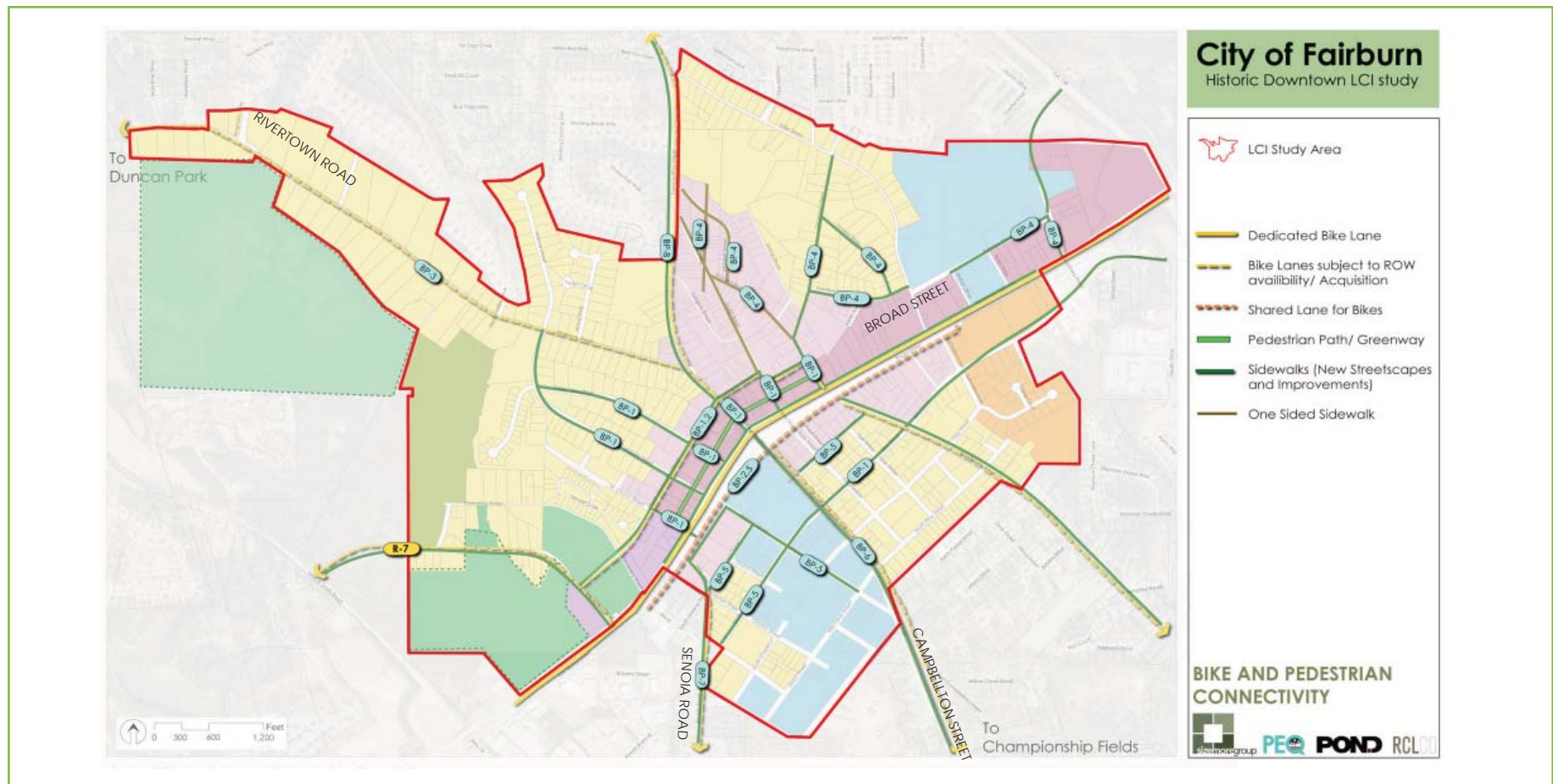
from E Broad Street to Bay Street, bike lanes (W Broad Street to SR 74), includes Wayfinding Signage at E Broad Street

- BP8 W Campbellton Street Bike/Ped - Sidewalks and bike lanes (from Rivertown Road to SR 138)
- Fayetteville Road Bike/Ped - Sidewalks on both sides of roadway and bike lanes (from E Broad Street to I-85 bridge),

includes bulbouts at Bay Street and crosswalks at all intersections

Bicycle parking is a major ingredient in promoting and accommodating bicycle ridership. The cost of providing parking amenities is very low relative to other transportation improvements. Bicycle parking can be provided in two ways – public investment and through zoning and development regulations. The City of Fairburn can install bicycle

parking on public property. With the reduction of parking in the downtown core, racks could be placed adjacent to sidewalks in the street furniture zone or in other public properties with the concern of not creating an obstruction or safety issue. It is also a reasonable idea to add a requirement for the installation of bicycle racks to the City’s building code to apply to commercial developments. This is a very effective way for Fairburn to make cycling a more attractive option.



## Transit

The City of Fairburn is currently served by two MARTA bus routes (180 and 181) both of which connect the city to College Park MARTA heavy rail station. No other bus or rail transit service is currently available in the city. The Transit Planning Board (TPB) is a joint venture between the Metropolitan Atlanta Rapid Transit Authority (MARTA), the ARC, and the Georgia Regional Transportation Authority (GRTA).

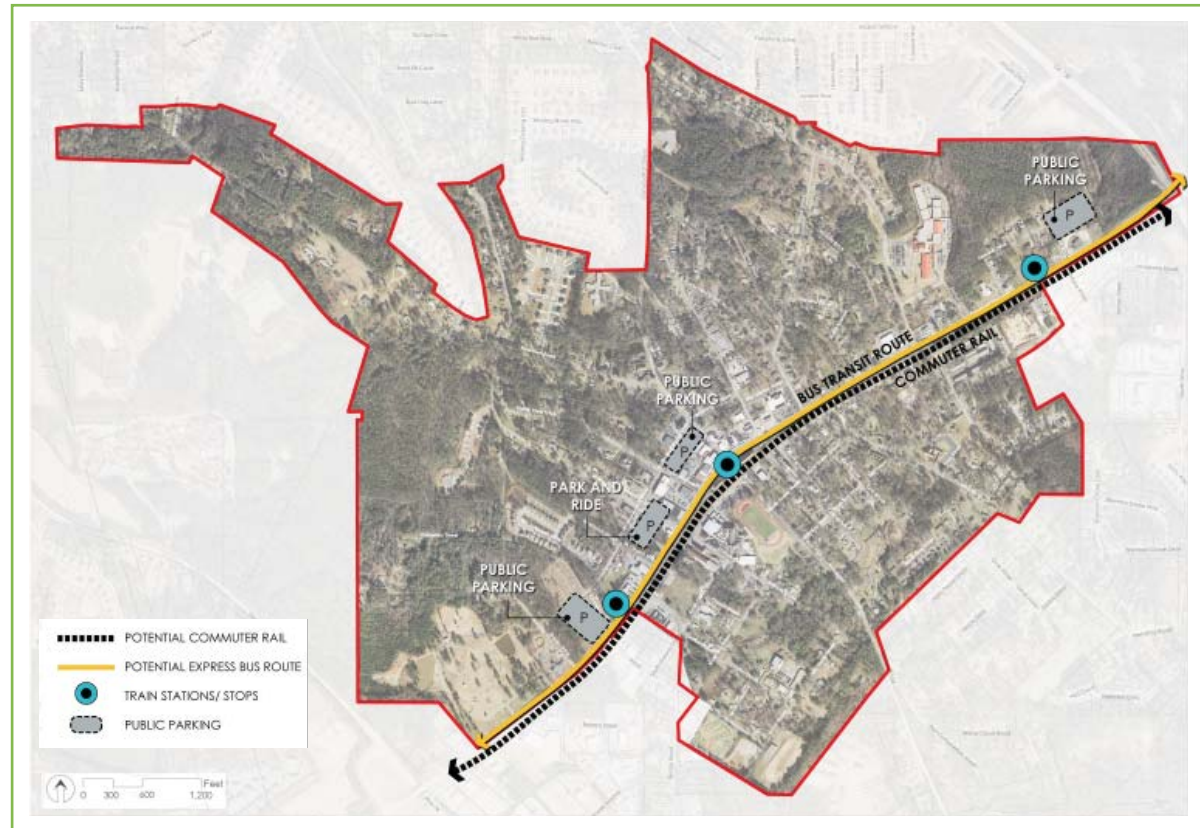
It's primarily focused on the creation of a regional transit plan and its adopted Concept 3 is considered the Regional Vision for Transit in Metro Atlanta. The Concept 3 identified the need for suburban bus service in Fairburn, connecting the city to Newnan, Riverdale, and Jonesboro. Concept 3 proposes commuter rail from Atlanta to Union City, Peachtree City, and Senoia. Fairburn is not included on this route. However, the Fulton County Comprehensive Transportation Plan (CTP) identifies the need for commuter rail connecting Atlanta to Union City, Fairburn, and Newnan.

Through the LCI study process, there was consensus that additional transit options were vital to future growth and mobility for the City of Fairburn. Commuter rail was identified as the preferred mode of transit, although the city is open to other modes as well, including express bus, bus rapid transit, and suburban bus routes. The transportation projects map at the start of this section identifies a location in downtown Fairburn for a proposed commuter rail station. This location would use the historic train depot as the rail station.

Specific details regarding this commuter rail line and train station are very preliminary. Identification of funding, construction, and implementation of one or more commuter rail lines to the southwest

side of Metro Atlanta will likely take many years. However, the LCI study process found that there is an interest in additional transit, particularly in the form of commuter rail, in the City of Fairburn.

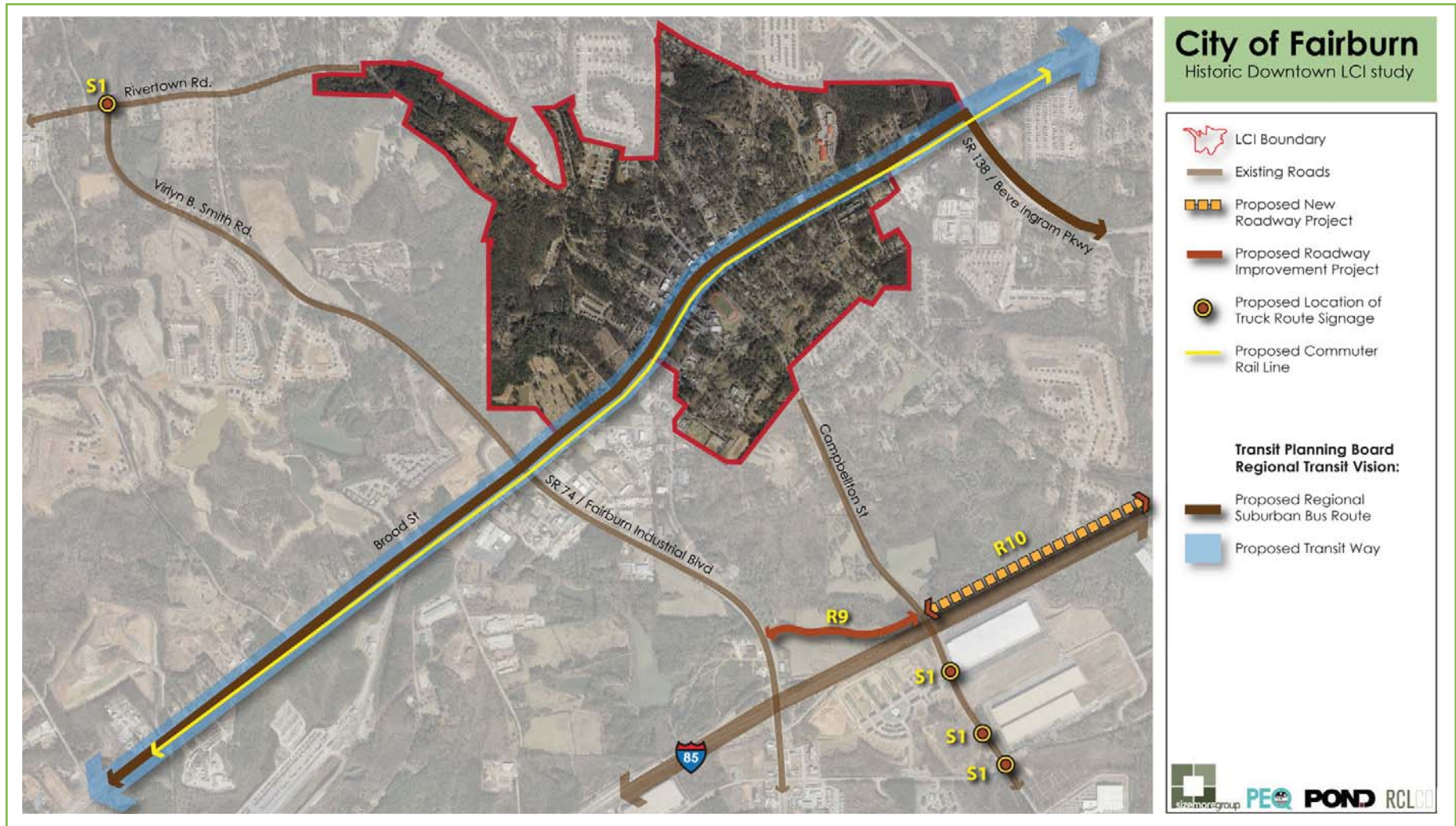
According to the last U. S. Census, residents have a higher use of alternative transportation modes when compared to the Fulton County. In fact, transit ridership is one of the highest rates in the county. Given the fact that 62% of Fairburn's population works in the county, providing additional transit options for the city's residents seems to make sense.





# Recommendations

## Proposed Regional Projects

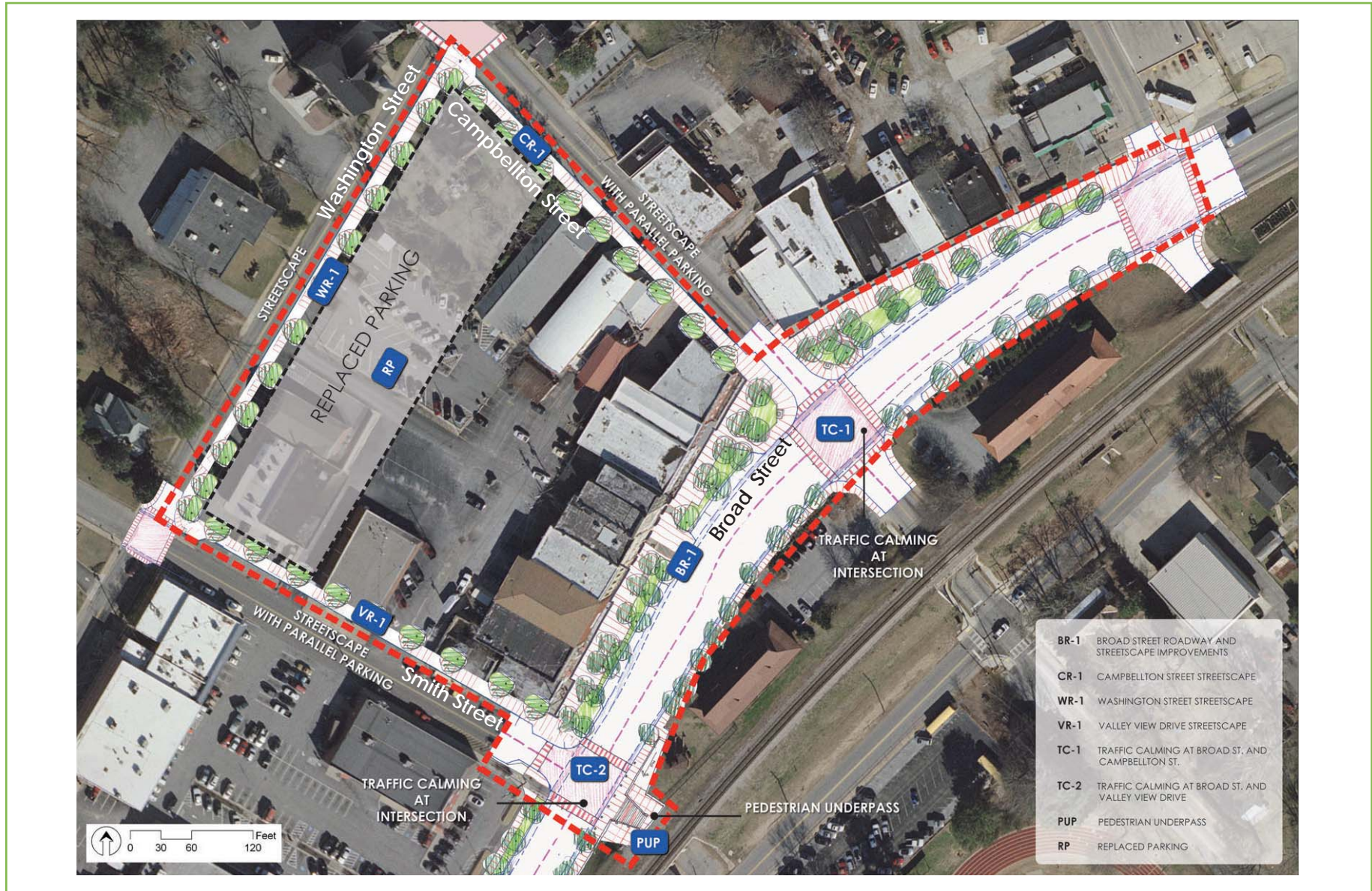


**FIVE YEAR IMPLEMENTATION PLAN**

Project ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source &	Match Amount
<b>Transportation</b>													
R1	Broad Street/US 29 Improvements Phase 1 - sidewalks, streetscapes, bike lanes, traffic calming, parking conversion, improved signage, RR pedestrian underpass (Smith Street to W Campbellton Street block)	Roadway Operations, Bike/Pedestrian, Parking	2010	\$280,000	2011	\$0	2012	\$1,975,000	\$2,255,000	City/GDOT	TIP, LCI	General Fund	\$451,000
R2	Broad Street/US 29 Improvements Phase 2 sidewalks, streetscapes, bike lanes, traffic calming, parking conversion, improved signage, (W Campbellton Street to Dodd Street)	Roadway Operations, Bike/Pedestrian, Parking	2010	\$80,000	2011	\$0	2012	\$460,000	\$540,000	City/GDOT	TIP, LCI	General Fund	\$108,000
R3	Broad Street/US 29 Improvements Phase 3 - sidewalks, streetscapes, bike lanes, includes bulbouts on Strickland Street and Gateway Signage and Wayfinding Signage at Estes Drive and SR 138 (Dodd Street to SR 138)	Roadway Operations, Bike/Pedestrian	2011	\$60,000	2012	\$45,000	2013	\$240,000	\$345,000	City/GDOT	TIP, LCI	General Fund	\$69,000
R4	Broad Street/US 29 Improvements Phase 4 - sidewalks, streetscapes, bike lanes, includes landscaped median on SW leg of intersection with Senoia Road, Gateway Signage and Wayfinding Signage at Senoia Road (Public Safety Building to Smith Street)	Roadway Operations, Bike/Pedestrian	2011	\$80,000	2012	\$50,000	2013	\$325,000	\$455,000	City/GDOT	TIP, LCI	General Fund	\$91,000
R5	Intersection Safety 1 (W Campbellton Street at Rivertown Road) re-align intersection so that roadways meet at a 90 degree angle, includes median and gateway signage on W Campbellton Street and bulbouts on all approaches	Intersection Safety	2013	\$35,000	2014	\$50,000	2015	\$170,000	\$255,000	City	TIP, GDOT Safety	General Fund	\$51,000
R6	Intersection Safety 2 (Senoia Road at Bay Street) re-align intersection so that roadways meet at a 90 degree angle, includes gateway signage on Senoia Road and bulbouts on Bay Street	Intersection Safety	2013	\$35,000	2014	\$35,000	2015	\$150,000	\$220,000	City	TIP, TE	General Fund	\$44,000
R7	Brooks Drive Operations Improvements and Extension - From dead end to Virlyn B. Smith Road, 2-lane roadway with bike lanes, 5-foot sidewalks, and lighting; upgrades to existing roadway	Roadway Capacity/ Operations	2014	\$165,000	2015	\$235,000	2016	\$1,500,000	\$1,900,000	City	TIP, LCI	General Fund	\$380,000
R8	Shaw Drive Extension - From dead end to SR 138, 2-lane roadway with center turn lane or landscaped median, bike lanes, and streetscape	Roadway Capacity	2014	\$110,000	2015	\$130,000	2016	\$900,000	\$1,140,000	City	TIP, LCI	General Fund	\$228,000
R9	Irwin Road Improvements - Includes paving, widening of lanes to 12-ft width, addition of curb and gutter, re-alignment to directly connect to SR 74, and a multi-use path with lighting	Roadway Operations	2015-2020	\$220,000	2015-2020	\$245,000	2015-2020	\$1,890,000	\$2,355,000	City	TIP, South Fulton CID, Fulton County	General Fund	\$471,000
R10	Irwin Road Extension - Extend to Fayetteville Road at Goodson Road as a 2-lane urban roadway with 12-ft travel lanes and a multi-use path with lighting	Roadway Capacity	2015-2020	\$320,000	2015-2020	\$665,000	2015-2020	\$2,950,000	\$3,935,000	City	GDOT Safety South Fulton CID, Fulton County	General Fund	\$787,000
P1	Parking Deck - GMC College/Park and Ride 400 Spaces	Parking	2015-2020	\$500,000	2015-2020	\$95,000	2015-2020	\$4,800,000	\$5,395,000	City	TIP, LCI	General Fund	\$1,079,000

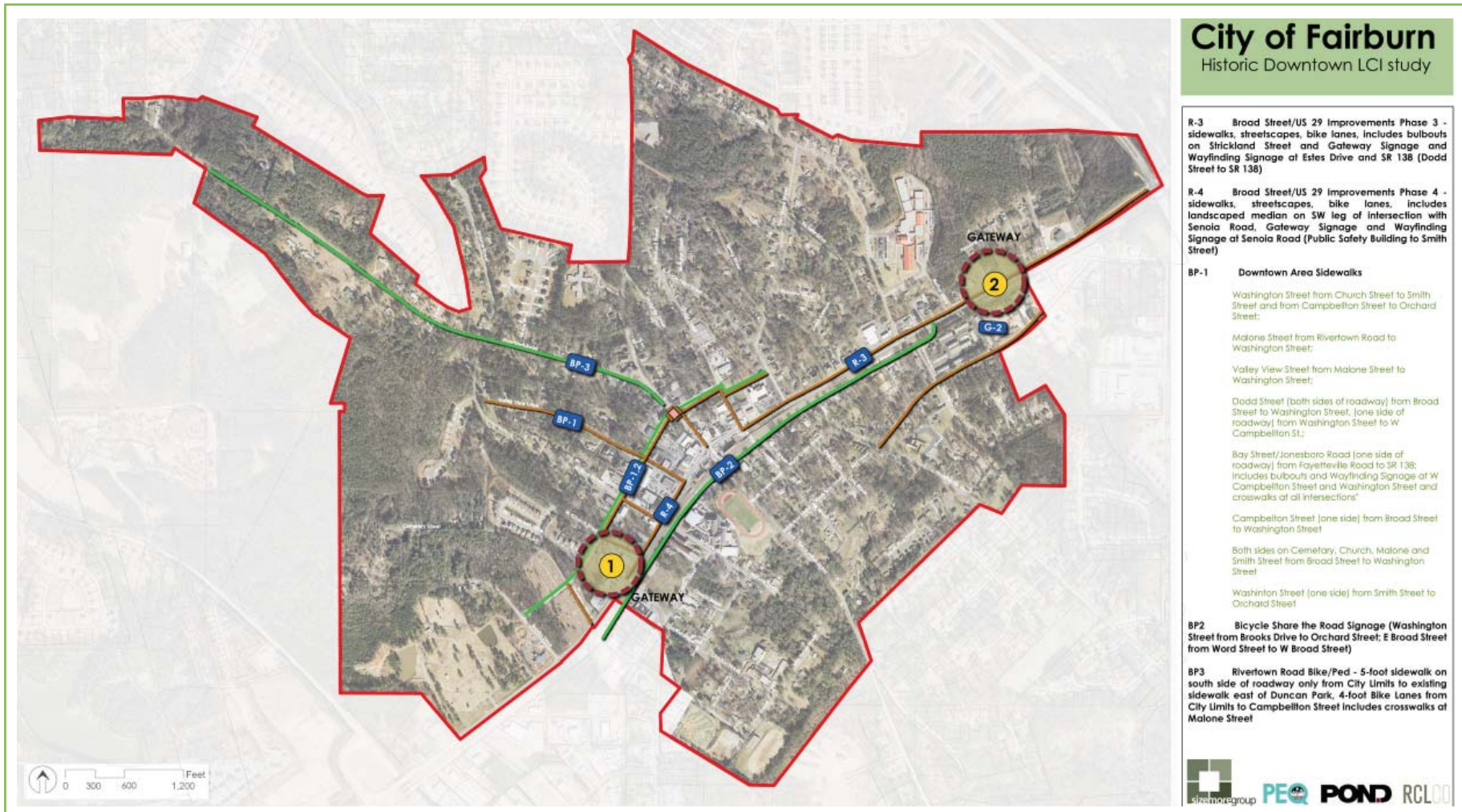
# Recommendations

## Transportation Priority Project # 1



Sizemore Group in collaboration with RCLCO, PEQ Inc. and Pond & Company

## Transportation Priority Project #2



### City of Fairburn Historic Downtown LCI study

- R-3** Broad Street/US 29 Improvements Phase 3 - sidewalks, streetscapes, bike lanes, includes bulbouts on Strickland Street and Gateway Signage and Wayfinding Signage at Estes Drive and SR 138 (Dodd Street to SR 138)
- R-4** Broad Street/US 29 Improvements Phase 4 - sidewalks, streetscapes, bike lanes, includes landscaped median on SW leg of intersection with Senola Road, Gateway Signage and Wayfinding Signage at Senola Road (Public Safety Building to Smith Street)
- BP-1** Downtown Area Sidewalks
  - Washington Street from Church Street to Smith Street and from Campbellton Street to Orchard Street;
  - Malone Street from Rivertown Road to Washington Street;
  - Valley View Street from Malone Street to Washington Street;
  - Dodd Street (both sides of roadway) from Broad Street to Washington Street (one side of roadway) from Washington Street to W Campbellton St.;
  - Bay Street/Jonesboro Road (one side of roadway) from Fayetteville Road to SR 138; includes bulbouts and Wayfinding Signage at W Campbellton Street and Washington Street and crosswalks at all intersections;
  - Campbellton Street (one side) from Broad Street to Washington Street
  - Both sides on Cemetery, Church, Malone and Smith Street from Broad Street to Washington Street
  - Washington Street (one side) from Smith Street to Orchard Street
- BP2** Bicycle Share the Road Signage (Washington Street from Brooks Drive to Orchard Street; E Broad Street from Word Street to W Broad Street)
- BP3** Rivertown Road Bike/Ped - 5-foot sidewalk on south side of roadway only from City Limits to existing sidewalk east of Duncan Park; 4-foot Bike Lanes from City Limits to Campbellton Street includes crosswalks at Malone Street



# Recommendations

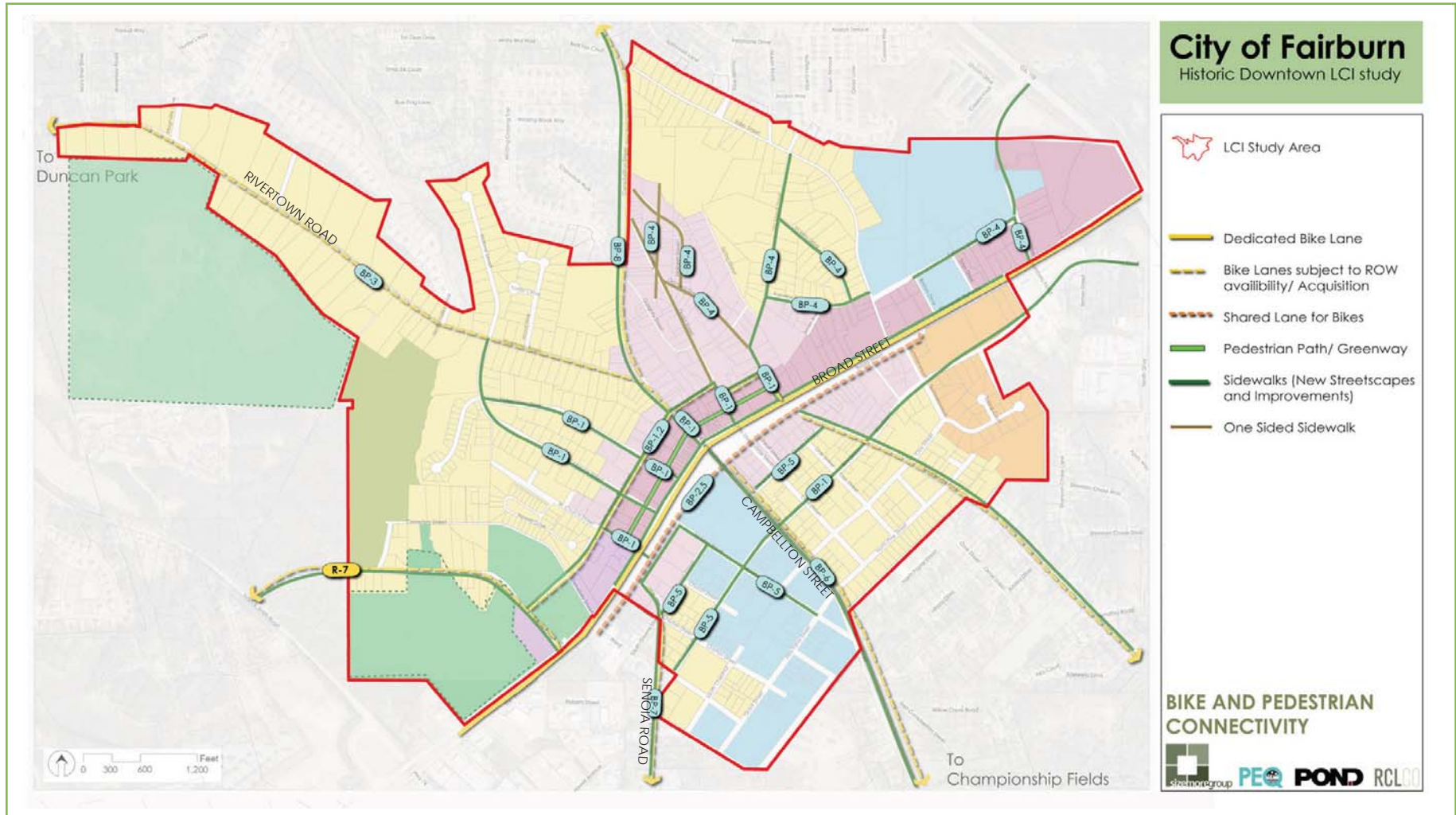
## Roadway and Signage Projects



FIVE YEAR IMPLEMENTATION PLAN													
Project ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source &	Match Amount
<b>Transportation</b>													
S1	Truck Route Signage - Multiple locations in the E Broad Street at East Campbellton Street intersection area, on Spence Road/SR 92 near Oakley Industrial Boulevard, and at Rivertown Road and Virlyn B Smith Road	Signage	2010	\$5,000	2011	\$0	2012	\$15,000	\$20,000	City	City, South Fulton CID	General Fund	\$4,000
BP1	Downtown Area Sidewalks Washington Street from Church Street to Smith Street and from Campbellton Street to Orchard Street; Malone Street from Rivertown Road to Washington Street; Valley View Street from Malone Street to Washington Street; Dodd Street (both sides of roadway) from Broad Street to Washington Street Campbellton St. (one side of roadway) from Washington St. to Broad St. Bay Street/Jonesboro Road (one side of roadway) from Clay Street to SR 138; includes bulbouts and Wayfinding Signage at W Campbellton Street and Washington Street and crosswalks at all intersections	Pedestrian	2011-	\$160,000	2012	\$100,000	2013	\$1,500,000	\$1,760,000	City	TIP, LCI	General Fund	\$352,000
BP2	Bicycle Share the Road Signage-Part of priority project 2 (Washington Street from Brooks Drive to Orchard Street; E Broad Street from Word Street to W Broad Street)	Bike	2011	\$5,000	2012	\$0	2013	\$20,000	\$25,000	City	Local	General Fund	\$5,000
BP3	Rivertown Road Bike/Ped (Part of Priority Project 2) - sidewalks and bike lanes (City Limits to Campbellton Street) includes crosswalks at Malone Street	Bike/Pedestrian	2011	\$150,000	2012	\$135,000	2013	\$1,400,000	\$1,685,000	City	TIP, TE	General Fund	\$337,000
BP4	Roadways connecting to Campbell Elementary School (one side of roadway): Orchard Street from Washington Street to Dodd Street; Strickland Street from Orchard Street to Elder Street; Margaret Street from Campbellton Street to Orchard Street; Aderhold Street from Margaret Street to Dodd Street; Fairview Drive from Strickland Street to Elder Street; Fairview Drive from Barton Street to Shaw Drive; Vickery Drive from Strickland Street to Fairview Drive; Dodd Street (both sides of roadway) from Washington Street to Campbellton Street and Orchard Street (one side of roadway) from Washington Street to Dodd Street Shaw Drive from Broad Street to Fairview Drive; includes bulbouts at Elder St. and Fairview Dr. and crosswalks at all intersections	Pedestrian	2012	\$100,000	2013	\$100,000	2014	\$850,000	\$1,050,000	City	Safe Routes to Schools	General Fund	\$100,000
BP5	Roadways connecting to Landmark Christian School (one side of roadway): Bay Street from Senoia Road to Clay Street; Greene Street from Senoia Road to Malone Street (some existing sidewalk); Greene Street from E Campbellton Street to Fayetteville Road; E Broad Street From Cole Street to Pearl Street; E Broad Street From Senoia Road to East Baptist Church; includes crosswalks at all intersections	Pedestrian	2012	\$80,000	2013	\$50,000	2014	\$720,000	\$850,000	City	Safe Routes to School	General Fund	\$50,000
BP6	E Campbellton Street/Spence Road/SR 92 Bike/Ped sidewalks and bike lanes (E Broad Street to City Limits); includes bulbouts at Bay Street, crosswalks at all intersections, and Gateway Signage at Spence Road/Campbellton Street intersection	Bike/Pedestrian	2013	\$85,000	2014	\$50,000	2015	\$750,000	\$885,000	City/GDOT	TIP,TE	General Fund	\$177,000
BP7	Senoia Road Bike/Ped - streetscapes from E Broad Street to Bay Street, bike lanes (W Broad Street to SR 74), includes Wayfinding Signage at E Broad Street	Bike/Pedestrian	2013	\$80,000	2014	\$60,000	2015	\$400,000	\$540,000	City	TIP, LCI	General Fund	\$108,000
RR1	Railroad Quiet Zone Application/ Implementation - From SR 74 to SR 138	Rail	2013	\$50,000	2014	\$0	2015	\$35,000	\$85,000	City	General Fund	General Fund	\$17,000
BP8	W Campbellton Street Bike/Ped - Sidewalks and bike lanes (from Rivertown Road to SR 138)	Bike/Pedestrian	2014	\$90,000	2015	\$140,000	2016	\$900,000	\$1,130,000	City	TIP, TE	General Fund	\$226,000
BP9	Fayetteville Road Bike/Ped - Sidewalks on both sides of roadway and bike lanes (from E Broad Street to I-85 bridge), includes bulbouts at Bay Street and crosswalks at all intersections	Bike/Pedestrian	2014	\$145,000	2015	\$290,000	2016	\$1,500,000	\$1,935,000	City	TIP, LCI	General Fund	\$387,000

# Recommendations

## Bike and Pedestrian Improvement Projects



Sizemore Group in collaboration with RCLCO, PEQ Inc. and Pond & Company

## 5.2 Urban Design Guidelines

In order to ensure that the new development initiatives are in-line with the vision and goals of the community to create vibrant pedestrian friendly, quality communities, it is imperative that these developments be well designed. As first order of business, we recommend that a study be commissioned to develop detail design guidelines for the Historic downtown LCI Study Area. However, it is essential to establish broad design principles that can guide the development of guidelines/standards.

It is difficult to foresee the future; hence it is important to provide the flexibility in land use, density and design. In this respect the design principles focus on the form and character of these developments rather than specificity with the goal of realizing a quality end product. Some of the guiding principles to successful urban spaces are: the scale and design of streets, relationship of buildings to streets, variety of uses and mix of activities, walkability and the design of public realm. These qualities create unique identity and sense of place for a community. The guiding design principles should be kept in mind as the detail design guidelines and standards are developed.

### Mix of Uses and Densities

Diverse mix of uses is important for the identity of the community. It enriches the quality of life and allows for social interaction and strengthens the community fabric. Various compatible and complementary uses feed off each other and support the functioning of each other. It draws a diverse clientele as well. As the various uses expand it generates more pedestrian traffic that adds to the vitality and quality of life. The size and location of these mixed use nodes is critical. Successful urban places thrive on density; they tend to locate in high-density areas. This allows for people to live, work and play in close proximity. It offers pedestrian friendly environments. A critical mass helps create self-sustaining community. The appropriate density depends on the location and the mix of uses that are desired. Mixed-use areas thrive on higher density. The densities decrease transitioning from mixed use nodes towards residential neighborhoods.

Examples





# Recommendations

## Streets and Street Life

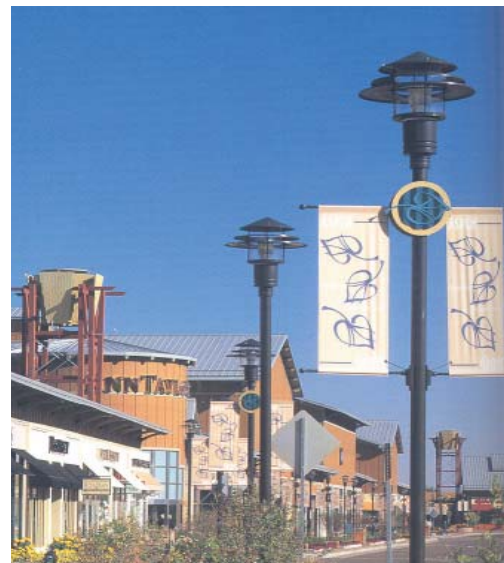
The quality of streets reflects the quality of the community and quality of life. The width of the streets, tree planting, sidewalks, street furniture, paving texture, bike lanes add to the pedestrian experience and make the environment safer. It not only enhances the pedestrian experience, it also enriches the vehicular experience. Lively streets are the hallmark of great urban places. It gives reason for the people to be on the street. The streets are not merely a two dimensional surface, but are public spaces, they are the nervous system of urban fabric. It is essential that the buildings and streets inter-relate to one another to facilitate the pedestrian experience.

The following images and illustrations describe some of the key important street features that enhance the street environment.

- Paved intersections act as traffic calming devices. They provide pedestrian safety, define the intersections and enhance the street image. These should adhere to ADA standards. Curbs should be designed to allow for drainage.
- Sidewalks allow for pedestrian access along streets and provide spaces for public and private to interact. The various zones of the sidewalk should be differentiated by paving patterns and colors and materials. Plaza areas in specific areas can expand the sidewalk to create an expanded public realm and provide spaces for social interaction. In mixed-use and retail areas a supplemental zone provides for dining/seating areas.



- Street trees enhance the quality of the natural and built environment. Along with providing shelter, trees provide a human scale to the public realm. Trees should be planted on both sides of the streets no more than 40' apart. The location of the trees should not interfere with the utility poles and street lighting. Adequate distance should be left at the intersections to ensure the sight lines for the drivers. Planting and landscaping in the sidewalk areas further enhances the aesthetic quality of the public realm.
- Proper illumination provides for safe visibility for vehicles and pedestrians. Lighting is an important element in safety and perception of safety for pedestrians. The Light poles and fixtures should be aesthetically pleasing and should be in scale with the pedestrian. Ornamental lighting fixtures integrated with banners and logos help define specific nodes and add to the visual quality of the environment. The street and pedestrian lighting could be combined or separated. The location of the light poles should be integrated with other street furniture elements and trees.
- On-street parallel parking should be provided in mixed-use and residential areas. Along with easy access to buildings, this provides a safety buffer for the pedestrians. Where needed, surface parking lots should be broken down into smaller areas and tree planting should be provided throughout. Trees help reduce the heat island effect a great deal



Examples

# Recommendations

- Street furniture zone provides for various public uses such as bicycle parking racks, water fountains, benches, news stands, bus stops, trash receptacles and bollards. Such details make the pedestrian and public realm rich. Attention to be paid for the selection of these items and the design should be cohesive and from one family of design selection. These elements should be free from advertising. Bus shelter locations should be coordinated and should be complementary to the street furniture elements.

## Historic Buildings

It is recommended that the City of Fairburn develop a historic preservation program and accompanying design guidelines to implement it. Recent studies have shown measurable benefits in real estate due to historic preservation in the form of new retail and commercial activities and higher selling prices for residential products. Historic Design Guidelines are intended to encourage orderly, creative and compatible development within historic areas.

- While restoring older buildings, the historic character of a property should be retained and preserved. Distinctive features, finishes and craftsmanship that characterize a historic property should be repaired or replaced.
- New construction in the historic district should harmonize with the downtown character and the existing historic buildings. Rather than being replicas of the older buildings, new buildings should respond to the present context, environment and the use for which they are intended. However they should not be incompatible with the existing fabric in terms of materials, massing and patterns of development.



Examples



## Public Spaces

Creating good and active public spaces is critical. A hierarchy of public spaces and gathering spaces should be provided that offer opportunity for an array of activities; public plazas, extended streetscape, pedestrian boulevards, civic greens and other elements facilitate public activities and social interaction. A well defined focal point gives unique identity, orientation and sense of place. Landscape elements such as fountains, water bodies, art installations, enhance the visual quality and experience of the public realm. Such spaces make the community sustainable over long periods of time. Spaces such as amphitheater or podium or civic greens for civic activities should be provided for recreation and entertainment.



Examples

## Parks, Open Spaces and Trails

Amenities such as parks and trails should be provided through out the community. Natural open spaces such as flood plains, buffers, etc. should be preserved. Creating a connected green space system would enhance the natural areas of the community. In residential areas, pocket parks should be provided within 5 minute walking radius for the residents. A larger community park that offers an array of active and passive recreation should be provided; activities such as ball fields, picnic areas, large open green space for festivals and large gathering. A good network of multi-purpose trails for bike and pedestrians should be provided that offer opportunity for connecting different parts of the neighborhood and community. This offers alternative mode of transportation for the residents to get around and increase their mobility.



# 6. Action Plan

The strategies for implementing the Concept Plan and Recommendations are described in this section. It includes various policy decisions and list of projects and priority projects both short term (five years) and long term (fifteen years). This section is organized in three parts as mentioned below.

6.1 IMPLEMENTATION STRATEGIES

6.2 WORK PROGRAM

6.3 25 YEAR PROJECTIONS

## 6.1 Implementation Strategies

The following are the implementation strategies for implementing the Concept Plan. They include economic, land use, zoning, urban design and transportation. These strategies focus on creating a vibrant livable, walkable downtown with housing options and connectivity between the three major nodes. It lays foundation for attracting regional rail and transit system that not only benefits the residents of Fairburn but the entire surrounding region.

### 6.1.1 Economic Strategies

These initiatives are geared toward attracting businesses, promoting businesses and promoting development. They are designed to enhance the potential of the downtown and increase revenues to the city.

- Historic downtown restoration – offer incentives/grants to restore the historic buildings.
- Assemble land for village green, parking, and new development for the first phase of LCI implementation as a priority
- Assemble land for park and ride/parking deck at the education node. Expansion of Fairburn Education Campus – phase II
- Assemble land as feasible in other locations for future phases of LCI Plan
- Create a CID (Community Improvement District) for downtown that can focus on development and management of downtown
- Recruit charter schools, technical colleges and other institutions: target and promote

the education node as a viable and desired location for variety of institutions.

- Prepare and launch a public/private partnership initiative aimed at facilitation of LCI compatible development projects.
- Develop and promote Fairburn as a tourist attraction; historic courthouse, renaissance festival, ball games and other seasonal activities.
- Work with developers, agencies and institutions that provide senior services to offer senior housing and services.
- Acquire properties in Lightning area to consolidate and improve redevelopment of the neighborhood. See additional recommendations mentioned in recommendations chapter.
- Make improvements to Historic Court House by providing parking, small visitor center to promote as a tourist attraction. This could be done in collaboration with historic society or other non-profit agencies

### 6.1.2 Land Use, Zoning and Urban Design

These initiatives are geared toward promoting cohesive land use and appropriate zoning to promote compatible LCI Plan and vision of the community.

- Adopt land use to reflect the LCI Plan and proposed future land use
- Amend zoning and design guidelines – overlay for the downtown/LCI area that would be consistent with the LCI Plan.

The design standards should be based on quality of life standards.

- Develop a downtown sector implementation plan-Phase I: Site Plan/design for the first phase of downtown historic block that focuses on creating a village green, improvements to Broad Street, Campbellton Street, Washington Street and Valley View and pedestrian tunnel across the CSX railroad.
- Develop Education Node – Fairburn Education Campus- implementation plan – phase II. A detail plan that focuses on parking deck feasibility, education campus expansion and phasing, other potential uses and phasing. This plan will explore the potential feasibility of integrating the charter schools and connectivity to Route 138
- Develop Civic Node implementation plan, a detail plan that focuses site design of creating a collocated civic complex, park and ride and gateway
- Lightning Area Plan – A detail plan that focuses on redevelopment and neighborhood stabilization. To focus on parcel consolidation, housing improvements, infrastructure – lighting, sidewalks, gateway/signage, traffic calming, drainage issues and park improvements.
- The city in collaboration with Union City, Tyrone and other cities in the region should create a joint task force to advocate for rail and transit connectivity.
- The city should work with surrounding communities and counties to coordinate

regional bike/trail improvements

- Develop a Fairburn Green Plan that would set up standards, initiatives to make the city green and sustainable. This would include strategies and guidelines to promote sustainable development, guidelines for water quality, storm management, pervious pavers, waste recycling, alternative energy, plant materials, LEED buildings and other. The city can consider offering density and/or other bonuses for those who implement these strategies.
- Develop design for the gateways and markers throughout the city. This would include the design for the various types of gateways and graphics and branding. The banners would include these graphics to promote consistent branding for the city. This should include the design for street furniture elements as well.

### 6.1.3 Transportation

- Submit pre-qualification application to ARC for the two priority projects per LCI Plan
- Work with DOT to implement the Broad Street/Campbellton Street improvements. Reconfiguration of the road and parking, bike lanes, additional lanes and intersection improvements and for other projects.
- Work with CID and other neighboring cities to address the truck traffic and to set up required management/monitoring steps
- Work with neighboring cities/counties and

ARC, GRTA, GDOT and MARTA toward transit solutions to address long term and regional issues of growth, mobility and sustainability

- Work with CSX railroad in improving the underpass pedestrian connectivity project, at grade crossings and silent crossings.
- Implement the recommended projects per the work program in Recommendations section.

### IMMEDIATE NEXT STEPS

To redevelop the Historic Block - Village Green

- Acquisition of properties in this block that include parking lots and business properties
- Detail Survey of the block and Phase I as required
- Develop Concept design/master plan for the block

Transportation Priority Project #1

Implementation

- DOT Consultation for Broad Street Concept
- Consultation with CSX Rail for underpass connection
- Concept design for the transportation improvement of the project

DDA to work with the business owners on the transition and parking accessibility plan and possibility of establishing "Main Street"

Establishing Design Guidelines for the historic restoration and downtown redevelopment

Develop a branding design for the downtown, gateways and signage.

Submit pre-qualification application to ARC for Priority Project #2

Adopt land use changes and amend zoning ordinances or design overlay for downtown area

Parking deck feasibility and concept design for parking deck and park and ride at the education node

Parking Plan for downtown area consolidation of parking, signage, accessibility.

## 6.2 Work Program

FIVE YEAR IMPLEMENTATION PLAN						
Project ID	Description / Action	Cost	Year	Responsible Party	Funding Source	
<b>Planning, Zoning and Design</b>						
PZ-1	Land Use: Adopt new land use for the LCI study area to accommodate mixed use and pedestrian friendly sustainable environments.	TBD	2009	City of Fairburn	City of Fairburn	
PZ-2	Zoning Regulations: Develop/Modify zoning regulations to complement the LCI Plan: use, height, setbacks, parking, inter parcel connectivity, streets, signage, lot sizes, open space to promote and encourage the desired character for the LCI area.	TBD	2009	City of Fairburn	City of Fairburn/ARC	
UD-1	Design Overlay Guidelines: To develop design guidelines for the downtown area to ensure the quality and character of development to reflect the community's vision as articulated in LCI study. The guidelines should ensure in preserving/enhancing the historic downtown core.	\$50,000	2009	City of Fairburn	City of Fairburn/ARC	
UD-2	Downtown Sector Implementation Plan - Phase-I: Site Plan/Design of Village Green, Streetscape & parking plan for Phase I - historic core -block I along with pedestrian underpass	\$100,000	2009-10	City of Fairburn	City of Fairburn	
UD-3	Parking Deck Feasibility Design - Educational Node: Conduct a feasibility design for a parking deck to serve the educational campus and flexibility for future expansion and integration of park and ride.	\$60,000 - \$80,000	2009-10	DDA/City of Fairburn	DDA/City of Fairburn	
UD-4	Educational Node Plan: To develop a master plan/design for this node	TBD	2010	City of Fairburn	City of Fairburn/Private Sector/ARC	
UD-5	Civic Node Plan: To develop a master plan/design for this node that would collocate the city services and provide a park & Ride	TBD	2012	City of Fairburn	City of Fairburn/ARC	
UD-6	Gateway Design: Design of the gateways and its hierarchy and location	TBD	2009-10	City of Fairburn	City of Fairburn/DDA/CID	
UD-7	Lightning Area Plan: A detail plan for the improvements of this neighborhood; sidewalks, lighting, park enhancement and others.	TBD	2009-10	City of Fairburn	City of Fairburn/DDA	
UD-8	Commuter Rail Advocacy: To initiate advocacy to bring commuter rail to this region through multi-jurisdictional joint task force effort	TBD	2009-on-going	City of Fairburn & other neighboring communities	City of Fairburn/State/GRTA	
UD-9	Transit Service/Connectivity: To initiate advocacy to bring transit - MARTA and/or GRTA buses with park & Ride facility.	TBD	2009-on-going	City of Fairburn & other neighboring communities	City of Fairburn/State/MARTA/GRTA	
UD-10	Regional Bike/Trail: To collaborate with neighboring cities, counties in creating a regional bike/trail system.	TBD	2009-on-going	City of Fairburn & other neighboring communities	City of Fairburn/PATH Foundation/ARC/	
UD-11	Historic Court House: Provide parking and small visitor center and promote tourism and other activities	TBD	2010-11	City of Fairburn	City of Fairburn/Private Donors/State Department	
UD-12	Fairburn Green Plan: To develop a citywide green and sustainable plan initiatives; infrastructure, development and operations.	TBD	2010-11	City of Fairburn	City of Fairburn	
UD-13	Incentives for LEED: To promote sustainable and energy efficient buildings	TBD	2010	City of Fairburn	City of Fairburn	



# Action Plan

FIVE YEAR IMPLEMENTATION PLAN					
Project ID	Description/Action	Cost	Year	Responsible Party	Funding Source
<b>Economic Development</b>					
ED-1	Historic District Restoration: provide incentives and grants to restore the historic buildings in downtown	TBD	2009-10	Economic Development/DDA City of Fairburn	City of Fairburn
ED-2	Assembling Land for Village Green/Parking/Private Development/Park & Ride	TBD	2009-15	DDA/City of Fairburn	City of Fairburn
ED-3	Create a CID for Downtown	TBD	2009	City of Fairburn	City of Fairburn
ED-4	Create an 'Economic, Marketing and Branding Campaign' to promote Fairburn downtown to recruit businesses; offices/retail/restaurants and development community and promote Fairburn in the media	TBD	2009-10	Economic Development/ DDA/CID/ City of Fairburn	City of Fairburn
ED-5	Establish a desired target list of business to recruit that are on top priority for active recruitment. These will include the services that community and city needs.	TBD	2009	Economic Development/DDA City of Fairburn	City of Fairburn
ED-6	Develop incentive plan/structure to attract businesses/corporations to the area	TBD	2009-10	Economic Development/DDA City of Fairburn	City of Fairburn
ED-7	Recruit Charter Schools/Technical College/Other Educational Institutions: to target and promote the city as a desired and viable location for a variety of institutions	TBD	2009-14	Economic Development/DDA City of Fairburn	City of Fairburn
ED-8	Prepare and Launch a Public/Private Partnership initiative aimed at facilitating the LCI compatible development projects	TBD	2009-11	Economic Development/DDA City of Fairburn	City of Fairburn
ED-9	Expansion of Fairburn Education Campus-Phase II: to add additional buildings, parking and services. Parking could serve as park & ride	TBD	2009-10	Economic Development/ DDA/ City of Fairburn	City of Fairburn
ED-10	Acquire properties in Lightning Area to consolidate and improve redevelopment of the neighborhood	TBD	2009-12	Economic Development/ DDA/ City of Fairburn	City of Fairburn
ED-11	Develop and Promote Fairburn as Tourist Attraction: historic court house, activities/festivals, ball games, etc.	TBD	2010	Economic Development/ DDA/ City of Fairburn	City of Fairburn
ED-12	Organize periodic developer's day to promote the city for business and development community: promote at other venue, and events in the region	TBD	2009-10	Economic Development/ DDA/ City of Fairburn	City of Fairburn

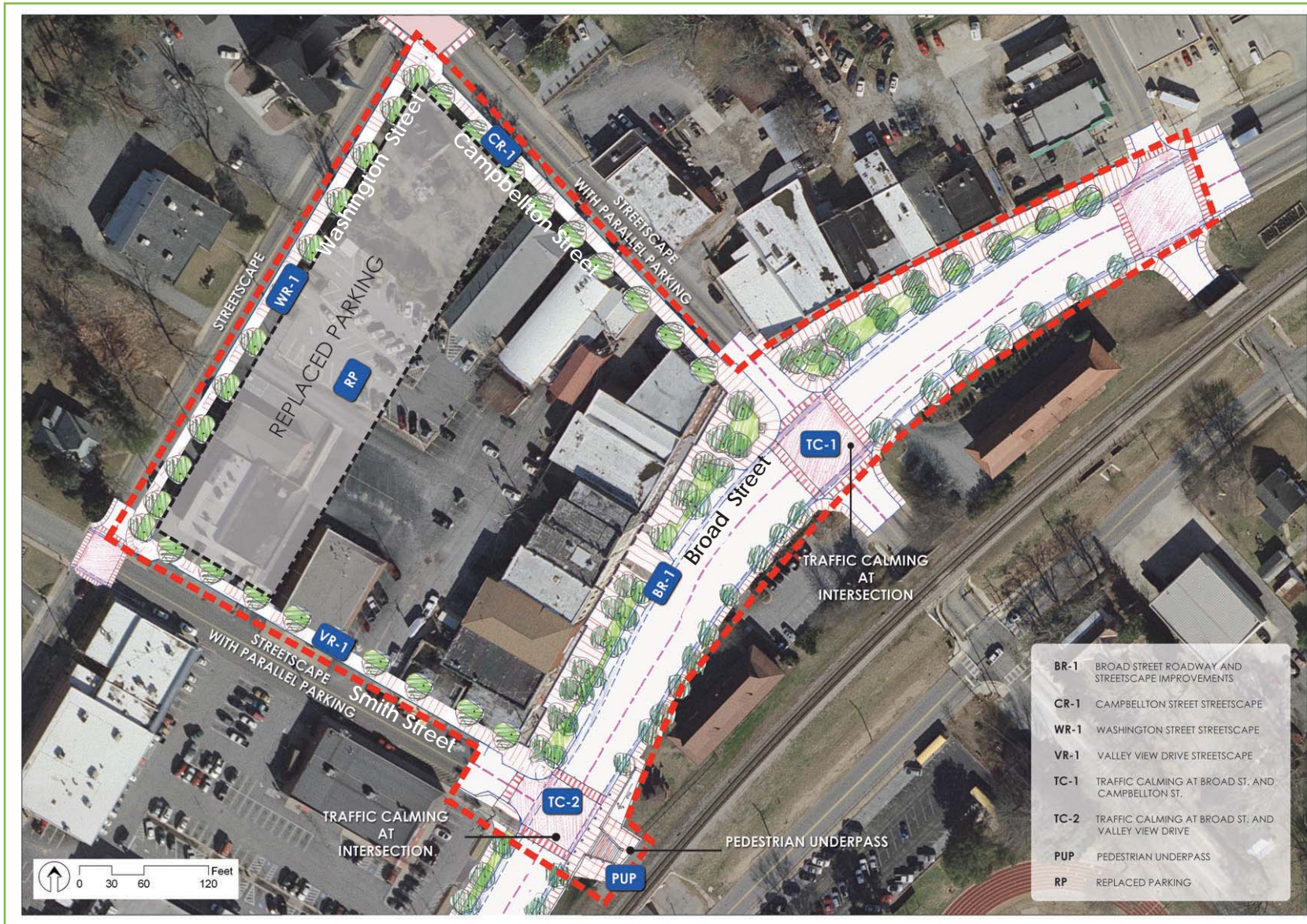
**FIVE YEAR IMPLEMENTATION PLAN**

Project ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source &	Match Amount
<b>Transportation</b>													
R1	Broad Street/US 29 Improvements Phase 1 - sidewalks, streetscapes, bike lanes, traffic calming, parking conversion, improved signage, RR pedestrian underpass (Smith Street to W Campbellton Street block)	Roadway Operations, Bike/Pedestrian, Parking	2010	\$280,000	2011	\$0	2012	\$1,975,000	\$2,255,000	City/GDOT	TIP, LCI	General Fund	\$451,000
R2	Broad Street/US 29 Improvements Phase 2 sidewalks, streetscapes, bike lanes, traffic calming, parking conversion, improved signage, (W Campbellton Street to Dodd Street)	Roadway Operations, Bike/Pedestrian, Parking	2010	\$80,000	2011	\$0	2012	\$460,000	\$540,000	City/GDOT	TIP, LCI	General Fund	\$108,000
R3	Broad Street/US 29 Improvements Phase 3 - sidewalks, streetscapes, bike lanes, includes bulbouts on Strickland Street and Gateway Signage and Wayfinding Signage at Estes Drive and SR 138 (Dodd Street to SR 138)	Roadway Operations, Bike/Pedestrian	2011	\$60,000	2012	\$45,000	2013	\$240,000	\$345,000	City/GDOT	TIP, LCI	General Fund	\$69,000
R4	Broad Street/US 29 Improvements Phase 4 - sidewalks, streetscapes, bike lanes, includes landscaped median on SW leg of intersection with Senoia Road, Gateway Signage and Wayfinding Signage at Senoia Road (Public Safety Building to Smith Street)	Roadway Operations, Bike/Pedestrian	2011	\$80,000	2012	\$50,000	2013	\$325,000	\$455,000	City/GDOT	TIP, LCI	General Fund	\$91,000
R5	Intersection Safety 1 (W Campbellton Street at Rivertown Road) re-align intersection so that roadways meet at a 90 degree angle, includes median and gateway signage on W Campbellton Street and bulbouts on all approaches	Intersection Safety	2013	\$35,000	2014	\$50,000	2015	\$170,000	\$255,000	City	TIP, GDOT Safety	General Fund	\$51,000
R6	Intersection Safety 2 (Senoia Road at Bay Street) re-align intersection so that roadways meet at a 90 degree angle, includes gateway signage on Senoia Road and bulbouts on Bay Street	Intersection Safety	2013	\$35,000	2014	\$35,000	2015	\$150,000	\$220,000	City	TIP, TE	General Fund	\$44,000
R7	Brooks Drive Operations Improvements and Extension - From dead end to Virlyn B. Smith Road, 2-lane roadway with bike lanes, 5-foot sidewalks, and lighting; upgrades to existing roadway	Roadway Capacity/ Operations	2014	\$165,000	2015	\$235,000	2016	\$1,500,000	\$1,900,000	City	TIP, LCI	General Fund	\$380,000
R8	Shaw Drive Extension - From dead end to SR 138, 2-lane roadway with center turn lane or landscaped median, bike lanes, and streetscape	Roadway Capacity	2014	\$110,000	2015	\$130,000	2016	\$900,000	\$1,140,000	City	TIP, LCI	General Fund	\$228,000
R9	Irwin Road Improvements - Includes paving, widening of lanes to 12-ft width, addition of curb and gutter, realignment to directly connect to SR 74, and a multi-use path with lighting	Roadway Operations	2015-2020	\$220,000	2015-2020	\$245,000	2015-2020	\$1,890,000	\$2,355,000	City	TIP, South Fulton CID, Fulton County	General Fund	\$471,000
R10	Irwin Road Extension - Extend to Fayetteville Road at Goodson Road as a 2-lane urban roadway with 12-ft travel lanes and a multi-use path with lighting	Roadway Capacity	2015-2020	\$320,000	2015-2020	\$665,000	2015-2020	\$2,950,000	\$3,935,000	City	GDOT Safety South Fulton CID, Fulton County	General Fund	\$787,000
P1	Parking Deck - GMC College/Park and Ride 400 Spaces	Parking	2015-2020	\$500,000	2015-2020	\$95,000	2015-2020	\$4,800,000	\$5,395,000	City	TIP, LCI	General Fund	\$1,079,000

# Action Plan

FIVE YEAR IMPLEMENTATION PLAN													
Project ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source &	Match Amount
<b>Transportation</b>													
S1	Truck Route Signage - Multiple locations in the E Broad Street at East Campbellton Street intersection area, on Spence Road/SR 92 near Oakley Industrial Boulevard, and at Rivertown Road and Virlyn B Smith Road	Signage	2010	\$5,000	2011	\$0	2012	\$15,000	\$20,000	City	City, South Fulton CID	General Fund	\$4,000
BP1	Downtown Area Sidewalks Washington Street from Church Street to Smith Street and from Campbellton Street to Orchard Street; Malone Street from Rivertown Road to Washington Street; Valley View Street from Malone Street to Washington Street; Dodd Street (both sides of roadway) from Broad Street to Washington Street Campbellton St. (one side of roadway) from Washington St. to Broad St. Bay Street/Jonesboro Road (one side of roadway) from Clay Street to SR 138: includes bulbouts and Wayfinding Signage at W Campbellton Street and Washington Street and crosswalks at all intersections	Pedestrian	2011-	\$160,000	2012	\$100,000	2013	\$1,500,000	\$1,760,000	City	TIP, LCI	General Fund	\$352,000
BP2	Bicycle Share the Road Signage-Part of priority project 2 (Washington Street from Brooks Drive to Orchard Street: E Broad Street from Word Street to W Broad Street)	Bike	2011	\$5,000	2012	\$0	2013	\$20,000	\$25,000	City	Local	General Fund	\$5,000
BP3	Rivertown Road Bike/Ped (Part of Priority Project 2) - sidewalks and bike lanes (City Limits to Campbellton Street) includes crosswalks at Malone Street	Bike/Pedestrian	2011	\$150,000	2012	\$135,000	2013	\$1,400,000	\$1,685,000	City	TIP, TE	General Fund	\$337,000
BP4	Roadways connecting to Campbell Elementary School (one side of roadway): Orchard Street from Washington Street to Dodd Street; Strickland Street from Orchard Street to Elder Street; Margaret Street from Campbellton Street to Orchard Street; Aderhold Street from Margaret Street to Dodd Street; Fairview Drive from Strickland Street to Elder Street; Fairview Drive from Barton Street to Shaw Drive; Vickery Drive from Strickland Street to Fairview Drive: Dodd Street (both sides of roadway) from Washington Street to Campbellton Street and Orchard Street (one side of roadway) from Washington Street to Dodd Street Shaw Drive from Broad Street to Fairview Drive: includes bulbouts at Elder St. and Fairview Dr. and crosswalks at all intersections	Pedestrian	2012	\$100,000	2013	\$100,000	2014	\$850,000	\$1,050,000	City	Safe Routes to Schools	General Fund	\$100,000
BP5	Roadways connecting to Landmark Christian School (one side of roadway): Bay Street from Senoia Road to Clay Street; Greene Street from Senoia Road to Malone Street (some existing sidewalk); Greene Street from E Campbellton Street to Fayetteville Road; E Broad Street From Cole Street to Pearl Street; E Broad Street From Senoia Road to East Baptist Church: includes crosswalks at all intersections	Pedestrian	2012	\$80,000	2013	\$50,000	2014	\$720,000	\$850,000	City	Safe Routes to School	General Fund	\$50,000
BP6	E Campbellton Street/Spence Road/SR 92 Bike/Ped sidewalks and bike lanes (E Broad Street to City Limits), includes bulbouts at Bay Street, crosswalks at all intersections, and Gateway Signage at Spence Road/Campbellton Street intersection	Bike/Pedestrian	2013	\$85,000	2014	\$50,000	2015	\$750,000	\$885,000	City/GDOT	TIP,TE	General Fund	\$177,000
BP7	Senoia Road Bike/Ped - streetscapes from E Broad Street to Bay Street, bike lanes (W Broad Street to SR 74), includes Wayfinding Signage at E Broad Street	Bike/Pedestrian	2013	\$80,000	2014	\$60,000	2015	\$400,000	\$540,000	City	TIP, LCI	General Fund	\$108,000
RR1	Railroad Quiet Zone Application/ Implementation - From SR 74 to SR 138	Rail	2013	\$50,000	2014	\$0	2015	\$35,000	\$85,000	City	General Fund	General Fund	\$17,000
BP8	W Campbellton Street Bike/Ped - Sidewalks and bike lanes (from Rivertown Road to SR 138)	Bike/Pedestrian	2014	\$90,000	2015	\$140,000	2016	\$900,000	\$1,130,000	City	TIP, TE	General Fund	\$226,000
BP9	Fayetteville Road Bike/Ped - Sidewalks on both sides of roadway and bike lanes (from E Broad Street to I-85 bridge), includes bulbouts at Bay Street and crosswalks at all intersections	Bike/Pedestrian	2014	\$145,000	2015	\$290,000	2016	\$1,500,000	\$1,935,000	City	TIP, LCI	General Fund	\$387,000

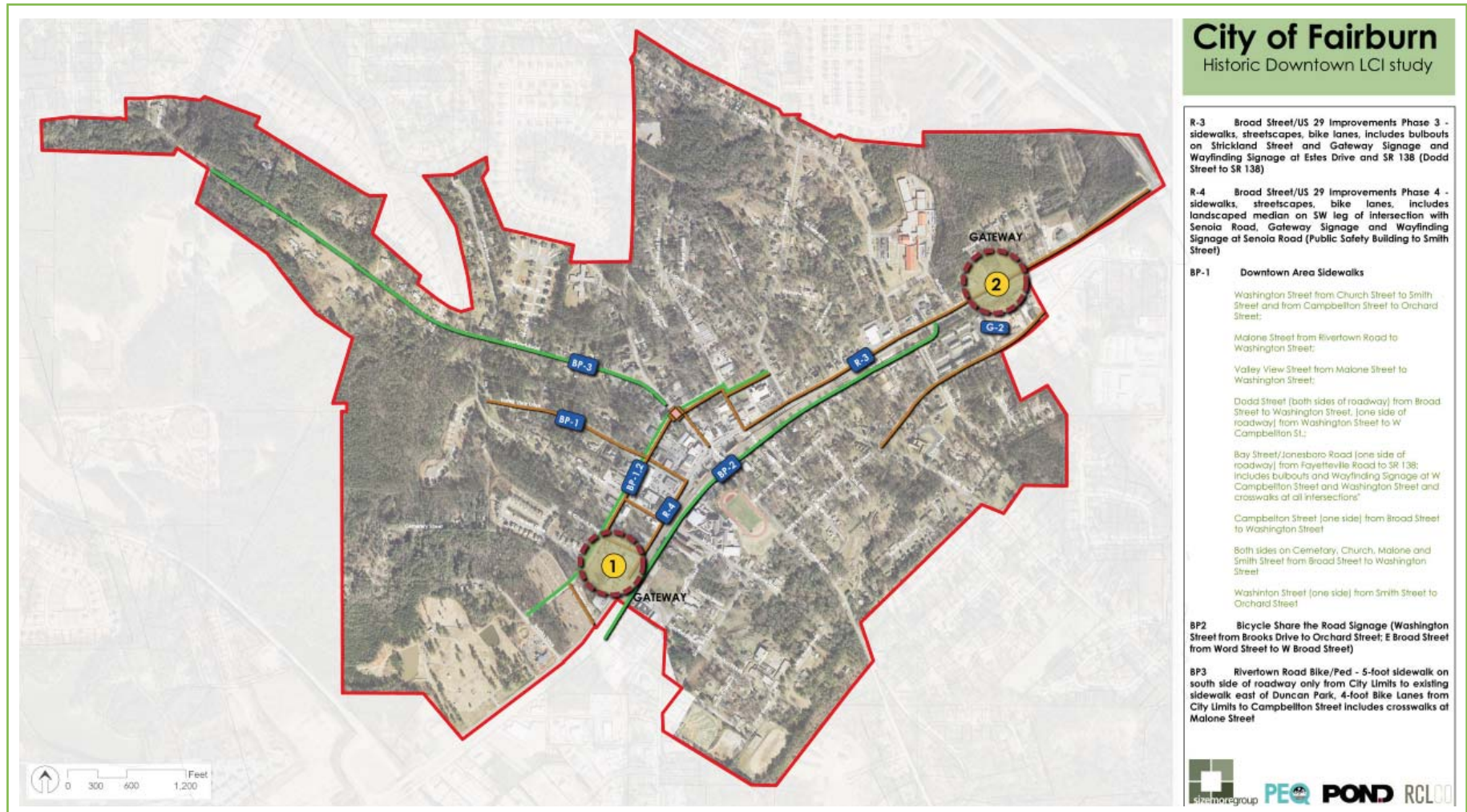
## Transportation Priority Project #1



- BR-1** BROAD STREET ROADWAY AND STREETSCAPE IMPROVEMENTS
- CR-1** CAMPBELLTON STREET STREETSCAPE
- WR-1** WASHINGTON STREET STREETSCAPE
- VR-1** VALLEY VIEW DRIVE STREETSCAPE
- TC-1** TRAFFIC CALMING AT BROAD ST. AND CAMPBELLTON ST.
- TC-2** TRAFFIC CALMING AT BROAD ST. AND VALLEY VIEW DRIVE
- PUP** PEDESTRIAN UNDERPASS
- RP** REPLACED PARKING

# Action Plan

## Transportation Priority Project # 2



## 6.3 25 Year Projections

### FAIRBURN LCI STUDY AREA

	2009	2014	2019	2024	2029	2034
Population	3,083	3,908	4,734	5,559	6,384	7,210
Households	1,127	1,555	1,983	2,412	2,840	3,268
Avg HH Size	2.68	2.47	2.36	2.28	2.23	2.19
Employment	692	863	1,035	1,207	1,379	1,551
Job/HH Ratio	0.61	0.56	0.52	0.50	0.49	0.47

### CENSUS TRACTS 105.13 & 105.14

	2009	2014	2019	2024	2029	2034
Population	20,009	22,251	24,861	27,677	30,358	33,195
Households	7,287	8,392	9,605	10,905	12,124	13,415
Avg HH Size	2.68	2.64	2.61	2.59	2.57	2.56
Employment	6,916	7,659	8,548	9,799	11,292	13,016
Job/HH Ratio	0.95	0.91	0.89	0.90	0.93	0.97





# 7. Appendix



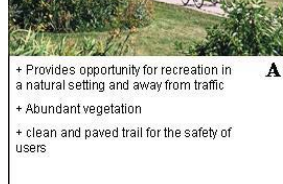

7.1 COMMUNITY QUESTIONNAIRE

7.2 CHARACTER PREFERENCE SURVEY RESULTS

## 7.1 Character Preference Survey Results

<p><b>Fairburn Historic Downtown LCI Study Parks and Gathering Places</b></p> <p>Public open spaces of all scales encourage social, civic, and recreational activities. All such spaces should be designed to encourage these activities and should be interconnected to provide a variety of experiences.</p>	<ul style="list-style-type: none"> <li>+ Appropriate scale for a community green</li> <li>+ Sculpture and Artwork provide interest</li> <li>+ Surrounded by residential development- safe and active</li> </ul>	 <p><b>A</b></p>	<p>RATING</p> <p>DESIRABLE</p>
<p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> <li>+ Appropriate scale for a community green</li> <li>+ Fountain acts as a central element and appeals to kids as well as onlookers</li> <li>+ Gazebo provides stage for concerts and community events</li> </ul>		<p>RATING</p>
	<ul style="list-style-type: none"> <li>+ Provides amenities for large concerts and gatherings</li> <li>+ Well landscaped and maintained</li> <li>- Scale not appropriate for a small downtown village green</li> </ul>	 <p><b>C</b></p>	<p>RATING</p> <p>NEUTRAL</p>
<ul style="list-style-type: none"> <li>+ Well maintained passive green space with abundant trees and vegetation</li> <li>+ Natural environment</li> <li>+ Calm and serene</li> </ul>			





<p><b>Fairburn Historic Downtown LCI Study Sidewalks/Streetscape Urban</b></p> <p>Walks and walkways should provide for sufficient pedestrian circulation without overcrowding. Overhangs, trees, textured paving, street furniture, chairs &amp; tables, green medians -- all contribute to a positive experience. Visual and physical buffers between pedestrians and traffic are encouraged.</p>	<ul style="list-style-type: none"> <li>+ Planters / benches / lighting at street edge</li> <li>+ Separation from traffic</li> <li>+ Wide enough for circulation</li> </ul>	 <p><b>B</b></p>	<p>RATING</p> <p>DESIRABLE</p>
<p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> <li>+ Clean, wide and safe sidewalks for pedestrian</li> <li>+ Physical buffer from traffic -- parallel parking provides buffer</li> <li>+ Outdoor Dining Areas separated from clear sidewalk zones</li> </ul>	 <p><b>B</b></p>	<p>RATING</p> <p>DESIRABLE</p>
	<ul style="list-style-type: none"> <li>- Lack of vegetation and street trees</li> <li>- Narrow Sidewalk does not offer opportunities for outdoor dining</li> <li>- Lack of street furniture</li> <li>- Exposed overhead utilities</li> <li>- Unregulated Signage</li> </ul>	 <p><b>F</b></p>	<p>RATING</p> <p>UNDESIRABLE</p>
<ul style="list-style-type: none"> <li>+ Shaded Pedestrian Walkways blend well with the historic downtown scale and aesthetic</li> <li>+ Brick Pavers</li> <li>+ Provides pedestrian access to back of historic buildings</li> </ul>			

<p><b>Fairburn Historic Downtown LCI Study Greenways, Trails and Bike Paths</b></p> <p>Greenways &amp; Trails should provide a variety of pedestrian, biking experiences through the natural and built environment. Periodic shade opportunities and sufficient open spaces contribute to comfort and perception of safety. Visual and physical buffers between pedestrians and traffic are encouraged.</p>	<ul style="list-style-type: none"> <li>+ Provides opportunity for recreation in a natural setting and away from traffic</li> <li>+ Abundant vegetation</li> <li>+ clean and paved trail for the safety of users</li> </ul>		<p>RATING</p> <p>DESIRABLE</p>
<p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> <li>+ Provides opportunity for recreation in a natural setting and away from traffic</li> <li>+ Pervious Surfaces</li> </ul>		<p>RATING</p> <p>DESIRABLE</p>
	<ul style="list-style-type: none"> <li>+ Provides opportunity for recreation in a natural setting and away from traffic</li> <li>+ Abundant vegetation</li> <li>+ clean and paved trail for the safety of users</li> </ul>		<p>RATING</p> <p>NEUTRAL</p>
<ul style="list-style-type: none"> <li>+ Provides separate access for bikers buffered from vehicular traffic</li> <li>- Not set in a park or natural environment</li> </ul>			




<p><b>Fairburn Historic Downtown LCI Study Sidewalk / Streetscape Suburban/Residential</b></p> <p>Shaded walkways and green median boulevards help the neighborhood scale and visual appeal of the streets/neighborhood. Overhangs, trees, green medians -- all contribute to a positive experience. Visual and physical buffers between pedestrians and traffic are encouraged.</p>	<ul style="list-style-type: none"> <li>+ Street trees along the sidewalk</li> <li>+ Paved and clean sidewalks</li> <li>+ Green Strip buffer</li> </ul>	 <p><b>B</b></p>	<p>RATING</p> <p>DESIRABLE</p>
<p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> <li>-Lack of clearly defined sidewalks</li> <li>+ Trees and vegetation provide visual relief</li> </ul>	 <p><b>C</b></p>	<p>RATING</p> <p>NEUTRAL</p>
<ul style="list-style-type: none"> <li>+ Shaded and buffered sidewalks</li> <li>+ Natural vegetation along the pervious sidewalk</li> <li>+ Compact and neighborhood/pedestrian scale street</li> </ul>	<ul style="list-style-type: none"> <li>-Lack of clearly defined sidewalks</li> <li>-Sidewalks overgrown and not well maintained</li> <li>- Exposure to vehicular traffic</li> </ul>	 <p><b>D</b></p>	<p>RATING</p> <p>UNDESIRABLE</p>







# Appendix






<p><b>Fairburn Historic Downtown LCI Study</b></p> <p><b>Office</b></p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> <li>+ Community scale office space</li> <li>- Does not define the street or corridor</li> <li>- Not compatible with Historic Downtown Aesthetic</li> </ul>		RATING	NEUTRAL
	<ul style="list-style-type: none"> <li>- Architectural Aesthetic and use of materials out of place in the historic district</li> <li>- Does not enhance the Pedestrian environment at street level</li> </ul>		RATING	UNDESIRABLE
<p></p> <ul style="list-style-type: none"> <li>+ Community scale office space</li> <li>- Too much Asphalt – Lack of any pervious surfaces and vegetation</li> </ul>	<ul style="list-style-type: none"> <li>- High rise building in residential neighborhoods</li> <li>- Architectural character different from the surrounding historic Districts</li> </ul>		RATING	UNDESIRABLE






<p><b>Fairburn Historic Downtown LCI Study</b></p> <p><b>Storefronts / Mixed Use Commercial / Retail / Residential</b></p> <p>Storefronts provide a critical element of visual variety to the pedestrian experience. Parallel parking is encouraged. Seating, street furniture, building edges, landscaping, canopies – all contribute to the shopping experience. Storefronts should reflect the human scale.</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> <li>+ Interesting storefronts and building façade</li> <li>+ Pedestrian scale</li> <li>+ Streetscaping</li> </ul>		RATING	DESIRABLE
	<ul style="list-style-type: none"> <li>+ Street oriented</li> <li>- lacks diversity in facades and storefronts</li> <li>- Does not engage the pedestrian at the street level</li> </ul>		RATING	NEUTRAL
<ul style="list-style-type: none"> <li>+ Mix of uses and activities create a vibrant environment</li> <li>+ Community scale stores and services close to residence</li> <li>+ Pedestrian oriented environment</li> <li>+ Dedicated Pedestrian Crosswalks</li> </ul>	<ul style="list-style-type: none"> <li>- Parking in front of the building</li> <li>- Does not contribute to the street environment</li> <li>- Not pedestrian friendly</li> <li>- Lack of vegetation</li> </ul>		RATING	UNDESIRABLE






<p><b>Fairburn Historic Downtown LCI Study</b></p> <p><b>Residential – Multi Family</b></p> <p><b>Lofts / Condos / Live-work</b></p> <p>Multi-family residential units located directly on the street are critical components in Smart Growth planning – often located above commercial retail storefronts. Balconies, historic detailing, rhythmic fenestration and quality materials contribute to this component.</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> <li>+ Appropriate architectural character and scale</li> <li>+ Parallel parking</li> <li>- Lacks vegetation</li> </ul>		RATING	DESIRABLE
	<ul style="list-style-type: none"> <li>+ Street oriented</li> <li>- Monotonous look for Apartment homes</li> </ul>		RATING	NEUTRAL
<ul style="list-style-type: none"> <li>+ Interesting architecture – variety : modern elements</li> <li>+ Shared open space</li> <li>+ Pedestrian friendly environment</li> </ul>	<ul style="list-style-type: none"> <li>- Modern aesthetic, not suitable for a Historic Downtown</li> </ul>		RATING	UNDESIRABLE

<p><b>Fairburn Historic Downtown LCI Study</b></p> <p><b>Residential - Town homes</b></p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> <li>+ Diversity in use of materials and architecture</li> <li>+ Presence of vegetation/ community green space</li> <li>+ Higher density look</li> <li>+ Appropriate scale</li> </ul>		RATING	DESIRABLE
	<ul style="list-style-type: none"> <li>+ Street oriented</li> <li>- Look of inactive neighborhood</li> <li>- Lack of vegetation</li> <li>- Unattractive front yard</li> </ul>		RATING	NEUTRAL
<ul style="list-style-type: none"> <li>+ Loft type look appropriate for Fairburn's historic district</li> <li>+ Presence of private yard and balconies</li> <li>+ Brick and stone provides a sense character to the building</li> <li>+ Surrounding vegetation</li> </ul>	<ul style="list-style-type: none"> <li>- Repetitive "cookie cutter" housing</li> <li>- Poor architectural character</li> <li>- Lack of vegetation and open space</li> <li>- Inappropriate Density and aesthetic for a historic downtown</li> </ul>		RATING	UNDESIRABLE


Fairburn Historic Downtown LCI Study <b>Surface Parking</b>			RATING
<p>Parking through necessary, should not drive the master plan. Vehicles should be clustered, and surrounded by landscaping. Visual screening is desirable along streets – either landscaped, walled or fenced</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p> 	<ul style="list-style-type: none"> <li>+ Parking under tree canopy</li> <li>+ Screened from main thoroughfares with vegetation</li> <li>Landscape-Planters/ Street lights integrated with the parking area</li> </ul>		DESIRABLE
	<ul style="list-style-type: none"> <li>+ Defined Parallel Parking Lane via change in material</li> <li>- Too much asphalt</li> <li>- Lack of continuous and dense vegetation</li> </ul>		NEUTRAL
	<ul style="list-style-type: none"> <li>- Parking in front of the building disrupts pedestrian environment and safety</li> <li>- Unattractive</li> <li>- Sea of Asphalt without any vegetation or pervious areas</li> </ul>		UNDESIRABLE
	<ul style="list-style-type: none"> <li>+ Use of interlocking Pavers provides a more environment friendly surface</li> <li>+ Planted islands with vegetation and trees acts as natural retention areas</li> <li>+ Trees provide shade and visual relief</li> </ul>		DESIRABLE

Fairburn Historic Downtown LCI Study <b>Parking Decks</b>			RATING
<p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p> 	<ul style="list-style-type: none"> <li>+ Attractive looking deck with use of brick on the façade and articulated corner</li> <li>+ Retail on ground floor level makes it more interesting and less like a deck</li> <li>+ Screened with street trees and vegetation</li> </ul>		DESIRABLE
	<ul style="list-style-type: none"> <li>+ "Suburban Mall" Parking Deck aesthetic</li> <li>- Less treatments to make it look interesting and pedestrian friendly</li> </ul>		UNDESIRABLE
	<ul style="list-style-type: none"> <li>- Ugly and boring structure</li> <li>- No visual screening</li> <li>- No vegetation screening</li> <li>- Not compatible with the historic downtown aesthetic</li> </ul>		UNDESIRABLE
	<ul style="list-style-type: none"> <li>+ Façade treatment makes it look less like parking deck and more a part of the historic district</li> <li>+ Diverse Use of materials breaks the monotony and makes it look compatible to neighborhood</li> <li>+ Little retail on ground floor relates well to the street</li> </ul>		DESIRABLE

Fairburn Historic Downtown LCI Study <b>Traffic Calming</b>			RATING
<p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p> 	<ul style="list-style-type: none"> <li>+ Colored/Paved Crosswalks delineate pedestrian zones on a high speed arterial</li> <li>+ Breaks down the monotony of asphalt roads and clearly defines an important intersection</li> </ul>		DESIRABLE
	<ul style="list-style-type: none"> <li>- Not a Pedestrian Friendly traffic calming measure</li> <li>- Unattractive and does not enhance the street environment</li> <li>- Lack of landscaping and vegetation</li> </ul>		UNDESIRABLE
	<ul style="list-style-type: none"> <li>- Does not act as a traffic calming device</li> <li>- Lack of landscaping and vegetation to define the monument and the pedestrian crossing zones</li> <li>- Feels too barren and unsafe</li> </ul>		UNDESIRABLE
	<ul style="list-style-type: none"> <li>+ Raised paving gives sense of pedestrian zone to drivers and slows down traffic speed</li> <li>+ Appropriate for residential neighborhoods</li> <li>+ Cohesive look to the sidewalks and pedestrian crossings</li> </ul>		DESIRABLE

Fairburn Historic Downtown LCI Study <b>Pedestrian Railroad Crossings</b>			RATING
<p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p> 	<ul style="list-style-type: none"> <li>+ Pedestrian only crossing</li> <li>- Unattractive and Unsafe</li> <li>- Not integrated in the streetscape/ landscape</li> <li>- Chain link fence to define the rail ROW, lack of vegetation or visual relief</li> <li>- Lack of pedestrian refuge areas</li> </ul>		NEUTRAL
	<ul style="list-style-type: none"> <li>- More a "make use" crossing for pedestrians, not designed keeping in mind the pedestrian</li> <li>- Unattractive and Unsafe</li> <li>- Lack of signage and clear direction</li> </ul>		UNDESIRABLE
	<ul style="list-style-type: none"> <li>- Seems unsafe and prone to vandalism</li> <li>- Does not define a clear pedestrian zone</li> <li>- Lack of vegetation and refuge areas</li> </ul>		UNDESIRABLE
	<ul style="list-style-type: none"> <li>+ Clearly defined and well maintained pedestrian crossing</li> <li>+ landscaped areas provide areas of refuge for pedestrians</li> <li>+ Trees provide shade and also absorb some of the noise</li> </ul>		DESIRABLE

## 7.2 Community Questionnaire



**COMMUNITY QUESTIONNAIRE**  
Fairburn Historic Downtown LCI Study

The City of Fairburn was awarded a Liveable Centers Initiative (LCI) study grant to help develop a master plan for the physical development of Downtown Historic District. The study will look at the present state of downtown Fairburn, and identify opportunities and projects that will enhance the town center.

We need your feedback! This survey will assist the Fairburn Community to chart its path to ensure that future development and transportation issues are compatible with the character and quality of kind of area you would like to see. Please take a moment to complete this survey.

1. What would you like to see preserved in historic downtown Fairburn?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. What would you like to see changed in historic downtown Fairburn? What is working/not working?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. What would you like to see created?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. How would you connect an enhanced historic downtown Fairburn?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5. What Land uses do you want to see in Fairburn?

Rate desirability by circling A, B, C, D, or F  
with 'A' being "most desirable", 'C' being "neutral", and 'F' not at all desirable

**HOUSING**

Single Family	A	B	C	D	F
Cluster Homes	A	B	C	D	F
Townhomes	A	B	C	D	F
Condominiums	A	B	C	D	F
Apartments	A	B	C	D	F
Seniors Housing	A	B	C	D	F
Live/Work	A	B	C	D	F
Other Housing Structures _____					

1

Rate desirability of the following by writing A, B, C, D, or F in the box,  
with 'A' being "most desirable", 'C' being "neutral", and 'F' not at all desirable

**OFFICE**

Professional Office                       Medical Services

Office Supply

**RETAIL**

<input type="checkbox"/> Supermarket	<input type="checkbox"/> Cleaners	<input type="checkbox"/> Antiques
<input type="checkbox"/> Drug Store	<input type="checkbox"/> Franchise clothing	<input type="checkbox"/> Franchised Restaurant
<input type="checkbox"/> Bank	<input type="checkbox"/> Dollar Store	<input type="checkbox"/> Non-Franchised Restaurant
<input type="checkbox"/> Toy Store	<input type="checkbox"/> General Store (mixed)	<input type="checkbox"/> Coffee Shop/Café/Bakery
<input type="checkbox"/> Postal Center	<input type="checkbox"/> Card/Gift Shop	<input type="checkbox"/> Bookstore
<input type="checkbox"/> Tea Room	<input type="checkbox"/> Deli	<input type="checkbox"/> Ice Cream Parlor/Soda Shop
<input type="checkbox"/> Video Store	<input type="checkbox"/> Boutique clothing	<input type="checkbox"/> Specialty Store _____
<input type="checkbox"/> Open Air Market	<input type="checkbox"/> Art Gallery	<input type="checkbox"/> Photography Studio
<input type="checkbox"/> Gas Station	<input type="checkbox"/> Neighborhood grocery	<input type="checkbox"/> Furniture
<input type="checkbox"/> High-end hardware	<input type="checkbox"/> Bike Shop	<input type="checkbox"/> Music Store
<input type="checkbox"/> Sporting goods / Outdoor Store		<input type="checkbox"/> Jewelry
<input type="checkbox"/> Other _____		

**Retail Building Configurations**

Freestanding (single story)                       With housing or office above

"Old Main Street" style (connected)                       Use Existing Structure

**RECREATION/ENTERTAINMENT**

<input type="checkbox"/> Movies	<input type="checkbox"/> Live Theater	<input type="checkbox"/> Concerts (indoor)
<input type="checkbox"/> Concerts (outdoor)	<input type="checkbox"/> Picnics	<input type="checkbox"/> Parades
<input type="checkbox"/> Festivals	<input type="checkbox"/> Museum (type?)	<input type="checkbox"/> Community Rooms to Rent
<input type="checkbox"/> Clubs	<input type="checkbox"/> Special Events facilities (banquet/meeting halls, etc.)	
<input type="checkbox"/> Private Gym	<input type="checkbox"/> Other _____	

**CIVIC/AMENITIES**

<input type="checkbox"/> Church	<input type="checkbox"/> Senior Center	<input type="checkbox"/> City Hall/Civic Center
<input type="checkbox"/> Recreation/Athletic	<input type="checkbox"/> Community Center	<input type="checkbox"/> Outdoor Public Gathering Place
<input type="checkbox"/> Center Green	<input type="checkbox"/> Govt. Offices	<input type="checkbox"/> Tag Office
<input type="checkbox"/> Library	<input type="checkbox"/> Fountain (Duluth type)	<input type="checkbox"/> Parks and Play Grounds

2

Open spaces/Preserves  Other \_\_\_\_\_

**EDUCATION**

Day Care  Public College  Technical College  
 Private Elementary  Public Elementary  Private Middle School  
 Public Middle School  Private High School  Public High School  
 Community College  Private College

**4. How would you most like the above amenities/services "packaged?". Select TOP TWO preferences.**

Open air or enclosed mall  Street level retail mixed-use  
 Dispersed neighborhood retail clusters  Strip development

**How far would you walk for these amenities?**

5 minutes  10 minutes  15 minutes  20 minutes  30 minutes

**5. What TRANSPORTATION changes would you like to see?**

	YES	No Opinion	NO	Why?
• More roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• More road capacity (add lanes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Surface parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• On-street parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Traffic calming (e.g. raised crosswalks, narrower streets)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• More traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Sidewalks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Bicycle/jogging paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Bike lanes (on street)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• More connected streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• More traffic signals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Bus service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Thru traffic routed around Crossroads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Streetscaping (landscaping seating, pedestrian lighting)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Other(s) – list _____				

**6. What TRANSPORTATION issues concern you the most?**

	Great Concern	Average Concern	Little Concern	No Concern	Why?
• Long commutes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Local Road Congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Pedestrian/Bicycle access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Bus Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Neighborhood interconnection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Vehicular Railroad Crossing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Pedestrian Railroad Crossing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Other(s) – list _____					
• Should there be a collocation (located together) between living and working in the area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		_____

**7. Which roads & Intersections in the Fairburn Study area have the greatest safety issues? Please number in order of priority.**

list \_\_\_\_\_  
list \_\_\_\_\_  
list \_\_\_\_\_  
list \_\_\_\_\_

**What is the distance between your residence and workplace?**

Less than 2 miles  2 - 4 miles  5 - 8 miles  9 - 12 miles  More than 12 miles

**What are your reasons for NOT living closer to your place of work?**

Housing cost  Lack of employment opportunity in the area  
 No housing options at place of employment  Desire to live closer to friends and/or family  
 Spousal employment considerations  Don't mind longer commutes  
 Desire to live in the community  Availability of amenities

**Submitted By: (Please Print)** \_\_\_\_\_

**Complete Address:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

**Submit comments to:**  
Fairburn Historic Downtown LCI Study  
c/o PEQ  
6067 Roosevelt Hwy  
Union City, GA 30291  
E-mail: [contact@peqatl.com](mailto:contact@peqatl.com)  
Fax: 770-306-7754



City of Fairburn Historic Downtown LCI study



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