

# THE MAIN STREET READER



## ABOUT US

The mission of Fairburn’s Main Street Program is to promote economic development and historic preservation in downtown Fairburn, building its central business district based on traditional assets of the community, to include business owners, governmental agencies, educational leaders, developers, residents, and the overall community.

## CREST JEWELERS

**\*\* TEMPORARY COVID-19 HOURS \*\***



*Open for business!*  
 Monday – Saturday  
 10:00 am – 4:00 pm  
 Closed on Sunday



99 SW Broad Street  
 Fairburn, Georgia 30213  
 770-964-3373

[www.crestjewelersfairburn.com](http://www.crestjewelersfairburn.com)

## Upcoming Events

- DDA Meeting  
 May 26<sup>th</sup> at  
 6:00 pm (virtual meeting)
- Merchants Association  
 Launch TBA

*We want to hear from you!*  
 Send us your pictures,  
 events, and story ideas.  
[sabernathy@fairburn.com](mailto:sabernathy@fairburn.com)

## Revitalizing Main Street for Future Growth

Article by Kalanos Johnson,  
 Director of Economic Development

Downtown revitalization efforts show a commitment to preserving the historic cores of many cities and towns, which can contribute to the economic vitality of downtown districts. Simple initiatives such as façade improvements, building rehabilitations, and streetscape improvements have been instrumental in generating more interest and investment in the downtown areas of cities. These downtown initiatives can help communities become more livable for people of all ages and backgrounds. They can lead to additional programs to improve housing, transportation, public space, and even technology.

Another important aspect of downtowns is the presence of local merchants and/or small businesses. Local small businesses are vital to local economies and invaluable assets of the communities and neighborhoods which they represent. Any vibrant downtown area in this country will be characterized by the success of its local small businesses. They are key cogs to the economic engines, by recruiting local talent and maintaining a local supply chain that can continue to further growth and prosperity, particularly for the merchants and business owners. *(Continued page 4)*

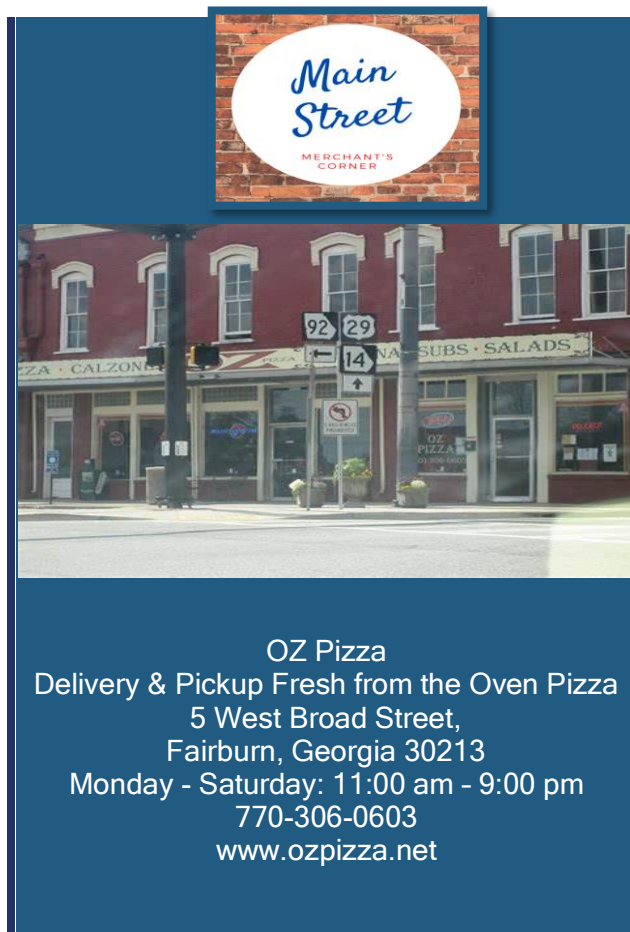


## Business Spotlight: Embracing Community Style with Hair Looms Salon



*“Fairburn’s charm makes my shop unique, a place where my customers are an extension of my family and can feel at home.”*

*~Hair Looms Owner, Mika Smith*



OZ Pizza  
Delivery & Pickup Fresh from the Oven Pizza  
5 West Broad Street,  
Fairburn, Georgia 30213  
Monday - Saturday: 11:00 am - 9:00 pm  
770-306-0603  
[www.ozpizza.net](http://www.ozpizza.net)

On any given day you will find Mika Smith at Hair Looms, her loft salon, located at 25 W Campbellton Street in the heart of Fairburn. With over 25 years in the haircare industry, Mika is known by many as a talented professional who gives her customers exactly what they want, but more than expected. Upon meeting Mika at her shop, we were greeted by one of her regulars. Kathy, a long-time resident of Fairburn, met Mika at one of the parent meetings at Chattahoochee Hills Charter School. Beaming with a larger than life smile, Kathy shared her thoughts about the salon, “Simply Amazing.”

*Professional, Personable, and Passionate* describe Mika’s commitment to her clientele. As a native of Georgia, she works with customers from all walks of life. Her passion as a stylist evolved from apprenticing at her sister’s salon in southwest Atlanta. Quickly, Mika became a rising star at some of the most successful salons in the metropolitan area, including Van Michael’s of Buckhead and The Moore Agency. Her work has been featured on Women’s Entertainment (WE) television network and on the cover of *Atlanta* wedding magazine. When looking for the ideal location, Mika was attracted to Fairburn’s downtown district. She loves the intimate quaint surroundings, which she believes is a part of the appeal of her location in Historic Downtown Fairburn. Mika enjoys her customers by providing a relaxing experience, offering high quality products and private rooms for specialty services. She is truly creating, as her motto states, “*A salon offering a new experience for all clients.*” Hair Looms is *Open for business* and conveniently located across from the Southside Theatre Guild. For appointment information call 678-760-0507 or visit: [www.instagram.com/hairloomssalon3/](http://www.instagram.com/hairloomssalon3/)





## From the Director's Desk

Tarika Peeks, Planning and Zoning Director

The City of Fairburn joined the Georgia Main Street network as an Affiliate in April 2017. The program follows the National Main Street Center's approach to downtown revitalization, which is a tried and true management strategy geared towards activating life into main streets across America. Since joining Main Street, we have made small tangible strides towards the revitalization of downtown. A new restaurant has opened in downtown Fairburn, Sliders Burger Joint. The passenger depot is now home to Armando's Mexican Kitchen and another restaurant is coming soon to the second train depot. The Downtown Streetscape Project is anticipated to start this summer and will drastically transform downtown into a pedestrian friendly corridor with vegetated medians, pedestrian street lighting and landscaping.

To help guide and facilitate the City's Main Street Approach, Ms. Sylvia Abernathy has been hired as the City's Main Street Manager. Ms. Abernathy will be instrumental in the development, execution and management of downtown historic preservation, revitalization and economic development. "We are excited to have Sylvia on our team,

said Mayor Elizabeth Carr-Hurst. "We're looking forward to working with her and the progression of downtown Fairburn into a growing and vibrant part of Fairburn's community."

We are super excited about downtown's future! The goal is for downtown Fairburn to become the heart and soul of Fairburn and a true example of small-town charm. To keep abreast of all the happenings in Main Street Fairburn, stay connected by visiting Main Street's website: [www.fairburn.com/730/Fairburn-Main-Street](http://www.fairburn.com/730/Fairburn-Main-Street) or follow us on Facebook at Main Street Fairburn Georgia, and Instagram.



*Now Open*  
For In-restaurant service  
Mon-Sat 2:00 pm – 10:30 pm, Closed Sunday  
Location: 22 NW Broad Street, Fairburn, GA 30213  
Phone: 678-489-2824  
Try Burger in A Bag Special!  
[www.slidersburgerjoint.com](http://www.slidersburgerjoint.com)

## Why saving Main Street Appeals to Banks

Exploring COVID-19 Funding for Small Businesses  
Article by Fairburn Main Street

Small businesses are important to our economy in creating jobs, building infrastructure, and strengthening local governments. However, the spread of the Coronavirus has placed in jeopardy, the neighborhood shops and services on which we rely; and are also the fabric of our community. Business operations have forever changed. Yet, as we remember that we are all in this together, it is equally important to explore funding opportunities that are available to navigate the uncharted waters we are currently experiencing. According to the Main Street America organization, small business has created more than 640,017 jobs since the 1980s. Banks are working with local and state

*(Continued next page)*



governments to make loans available to address economic injury due to this pandemic. In conjunction with the Downtown Development Authority (DDA), Fairburn’s Main Street is also putting together a Merchants’ Association that will strengthen the City’s responsiveness to area businesses. The goal is to create a network of merchants, financial institutions, media organizations, and others to promote recovery and increase revenues. The key is not to try and handle these issues alone, which can lead to frustration and, in some cases, limit the access to what is out there to help. For more information contact Sylvia Abernathy, Fairburn’s Main Street program office at 770-964-2244 ext.127 or via email: [sabernathy@fairburn.com](mailto:sabernathy@fairburn.com).



## Georgia Renaissance Festival set to Open in October 2020

Georgia Renaissance Festival is one of the most popular interactive arts and entertainment of its kind in the nation, that’s located right here in Fairburn, Georgia. Offering outdoor fun for families, the 16<sup>th</sup>-century European-styled Country Fair opens in Fairburn every Spring. It is combining theatre, entertainment, crafts, rides and unique food. Celebrated as Georgia’s Top 20 Events by the Southeast Tourism Society, the venue provides fun and enjoyment for diverse audiences, and visitors of all ages. In response to the ongoing Coronavirus pandemic the festival is postponing its 35<sup>th</sup> Annual Season until October 10th through November 22nd – Saturdays and Sundays, 10:30 am to 6:00 pm. All previously purchased tickets will be valid for the new season dates. To keep up to date with the latest news from the Georgia Renaissance Festival, please visit them on Facebook or at [www.garenfest.com](http://www.garenfest.com).

## Revitalizing Main Street (Article continued from page 1)



Proposed LCI Downtown Improvements

A strong downtown Central Business District (CBD) can be a sense of place for residents, merchants, artists, tourists, and students. This is beneficial to both our residents and visitors as the downtown CBD becomes more of a destination and source of pride. For the city of Fairburn, the historic downtown area is one of the city’s greatest assets. From the local merchants, to the restaurants and even chain establishments, the downtown Fairburn area was once a thriving destination for the surrounding community. Recent initiatives intend on making the area a focal point once again. The city’s Main Street Affiliate level designation, along with the new Main Street Program Manager, will work in concert with the local merchants and businesses in the downtown

area to develop a vision that reflects the culture, theme, and historic character of Fairburn. The Main Street Program will rebrand the downtown area and work with the local businesses to create a ‘group economics focus’ to reach a broader audience, and let residents know there are viable options here, versus travelling to other areas. This centralized focus and downtown campaign will generate a lasting impact on the prosperity of local businesses, while also promoting a better utilization of public spaces for community gatherings.

**COMING SOON!**

To Historic Downtown Fairburn

**CASABLANCA**

[casablancacafe.com](http://casablancacafe.com)  
770-629-5399

### Armando’s Mexican Restaurant

Call for pick-up orders or dine-in options:  
70 NW Broad St, Fairburn, GA 30213  
(770) 964-9909

“Amazing and delicious, every time. My family is so happy that Armando is back in business and better than ever!!!”  
~ Customer Review

