



STATE OF THE CITY ADDRESS 2012

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Council: Ron Alderman
Alex Heath
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The City of Fairburn

We are a great place to live, work and play whether you are a resident, business owner or visitor. My objective is to explain what has been accomplished by this governing body in 2011 that will show the progress made despite all the tough decisions and conditions of our economy. My focus is not only the next few years to elections but it's about the next 10-15 years. The groundwork currently being discussed, analyzed and implemented by city staff and consultants will help create a place that enriches the lives of our citizens and their children for years to come.

AGENDA

- Achievements in 2011
 - Financial Stability
 - Downtown Area
 - Lightnin' Community and Blighted Areas
 - Modifying and Updating City Zoning Ordinances
 - New Business and Development
 - Acquisition of Duncan Park
 - Improved Communication Through Outreach
 - Improvement of City Streets and Infrastructure
- Goals for 2012
- Challenges for 2012
- Closing Remarks

FINANCIAL STABILITY

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- Presented first balanced budget in the last five years.
- Reduced wasteful spending while maintaining service levels.
- Avoided lay-offs despite loss of revenue due to the present economic conditions (foreclosures & drop in tax digest by Tax Assessor).
- Addressed the financial shortfall in the educational campus 2008 contract by refinancing the loan that previously produced a net loss of \$400,000 per year.
- Restructuring the campus loan will produce revenue as new college/university programs relocate here.

DOWNTOWN AREA

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- The Mayor & Council, Planning & Zoning Commission, and the Development Authority participated in a tour of various downtown areas (Duluth, Douglasville, and Dallas) to acquire ideas on marketing and increasing interest in the downtown area by our residents and the business community.

DOWNTOWN AREA

- The Governors Policy Advisor for Economic Development, accompanied by County and local liaisons, visited Fairburn to tour potential economic possibilities during a fact finding tour of South Fulton County. The tour was part of the City's Site Selectors Tour initiative seeking commercial businesses not currently located in the City.

DOWNTOWN AREA

- Donation of burned out parcels: City is currently in the bid process to convert this area for future multi-purpose uses.
- Assembled public committee (members consisted of staff, residents, and business owners) to participate in the development of the Highway 29 Overlay District plan to standardize codes for new and existing businesses.

DOWNTOWN AREA

- City awarded \$3.1 Million for Livable Centers Initiative (LCI) by the Atlanta Regional Commission (ARC) to help implement the quality growth plan for the downtown area. The creation of the scope of work plus the engineering will commence in 2012. The construction phase will commence in late 2013/2014.

DOWNTOWN AREA

The City and the Downtown Development Authority, assisted by the Economic Development Consultant, hosted a Georgia Economic Developers luncheon attended by over 200 business leaders. The luncheon showcased the City's attractions (proximity to Hartsfield-Jackson International airport, the CSX Intermodal Terminal, easy access to Interstate 85, coupled with a business friendly government and staff).

**THE LIGHTNIN' COMMUNITY
AND
BLIGHTED AREAS**

THE LIGHTNIN' COMMUNITY AND BLIGHTED AREAS

- Started acquisition process of land – successfully negotiated the donation of seven properties.
- Conducted public meetings that focused on assistance to homeless residence, displacement and housing assistance. Director of Fulton County Housing attended to offer assistance with questions and available programs.

THE LIGHTNIN' COMMUNITY AND BLIGHTED AREAS

- Fulton County submitted a request for Neighborhood Stabilization Program (NSP) funding of \$1 Million Dollars to help renovate this community. Limited funding is available due to the economy.
- Fulton County awarded Community Development Block Grant (CDBG) funds to assist with streetscape improvements in the Lightnin' Community.
- Sidewalk pavement to commence in January 2012.

MODIFYING AND UPDATING CITY ZONING ORDINANCE

MODIFYING AND UPDATING CITY ZONING ORDINANCES

- The City Attorney's office and Planning & Zoning staff spent 2011 editing the zoning ordinance. Project is 85% completed with an expected completion for the end of 1st quarter 2012.
- Modify Planning & Zoning (P&Z) procedures to ensure Commission operates fully within the standards established for P&Z Commission. This will include giving the Commission the authority to establish new ordinances and ensure new developments are in alignment with the Comprehensive Plan.

NEW BUSINESS AND DEVELOPMENT



ATTRACT NEW BUSINESS AND DEVELOPMENT TO FAIRBURN

- Over 2 million square feet of commercial space has been leased or sold to three firms (Aaron Rents, Electrolux and Clorox).
- City approved the rezoning of the “Shugart Farm Lake Project” for the construction of a distribution company that should potentially increase the City’s financial position in future years.

ATTRACT NEW BUSINESS AND DEVELOPMENT TO FAIRBURN

- QuikTrip currently being constructed along with median cut.
- RaceTrac construction plans approved.
- Site plans and sign ordinance submitted and approved for Cracker Barrel.
- Presently seeking other new developments for Hwy 29 & Hwy 74.

DUNCAN PARK

DUNCAN PARK

- Purchased 140 acres of park space with no restrictions in October 2011 for \$2.1 Million.
- Negotiated purchase price prior to newly renovated football field, which certainly increased property value of the park.
- Conducted public meetings to obtain resident's input for proposed Master Plan. Master Plan will be made public 1st quarter 2012.

IMPROVED COMMUNICATIONS

The image features a light gray background with a fine, white dotted pattern. Centered in the upper half is the text "IMPROVED COMMUNICATIONS" in a bold, black, sans-serif font. The text is arranged in two lines: "IMPROVED" on the top line and "COMMUNICATIONS" on the bottom line. At the bottom of the image, there is a decorative graphic consisting of a blue gradient shape that tapers to a point at the bottom center, set against a darker blue background.

IMPROVED COMMUNICATION THROUGH OUTREACH

- Conducted over 12 outreach meetings to discuss Duncan Park, the downtown area, Hwy 29 Overlay, and courtyard.
- Effort to increase residents participation and interest through entertainment by providing mini-concerts at Freight Depot gazebo and with our annual Fairburn Festival that brought over 2500 people to the downtown area.

CITY STREETS AND INFRASTRUCTURE

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- Began paving of streets mostly used by residents. Improve our downtown area using cosmetic construction techniques (Washington Street for example)
- Improving landscaping on Hwy 74 and Duncan Park by the Street Department.
- Construction of sidewalks in the Lightnin' community.

GOALS FOR 2012

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- Start on the construction of the downtown courtyard project.
- Present Master Plan for Duncan Park.
- Complete Zoning Ordinance to ensure proper zoning that will maintain the quality of life in Fairburn.
- Implement new standards for the Planning & Zoning Commission thus increasing credibility and retention of commissioners.
- Continue to review key staff positions and make recommendations for changes.

GOALS FOR 2012

- Continue rebuilding of the overall downtown area by: eliminating blighted homes in Lightnin', neighborhood stabilization program implementation if awarded; continue with the LCI plan; and continue to initiate conversation with additional restaurant owners to bring their business to Fairburn.
- Install newly appointed judge for city court (effective March 2012) to execute new efficient economic procedures for processing criminals under 21 years of age. Establish updated standard policies for court procedures. Create better compliance with violators as it relates to environmental issues (code enforcement & builders).

CHALLENGES FOR 2012

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- Analyze and discuss ways to address the 2001 Water Authority project's financial issue \$100-120M (Fairburn responsible for 33%-35%). Targeted completed date of 2013.
- Address City of Atlanta's water bill rate that continues to increase annually driving up the residents' water bills.
- Address the need for sewer capacity for future development purposes (residential & commercial).
- Address the required insurance issues and recreation staff needed for the Duncan Park renovation project.
- Address continued revenue loss due to foreclosures and the drop in the tax digest by the Tax Assessor's Office.

CLOSING STATEMENT