



Fairburn

Downtown Master Plan Update



LCI DOWNTOWN MASTER PLAN

NOVEMBER 8, 2021



THE
COLLABORATIVE
FIRM

Teaming with:

Kimley»Horn



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EXECUTIVE SUMMARY

Executive Summary

Introduction

The City of Fairburn, in conjunction with Atlanta Regional Commission (ARC), commissioned the Livable Centers Initiative (LCI) Downtown Master Plan Update to revise the current LCI plan to provide a strategically focused, goal-driven blueprint for the growth and development of Fairburn's historic downtown. In order to update the current study completed in 2009, Fairburn sought and was awarded one of the eleven ARC's Livable Centers Initiative Study Grants for 2020 in the Metro Atlanta region. The pursuit of the LCI grant came as a result of Fairburn's planning efforts, local citizens, the Community Development and Economic Development Departments, Downtown Development Authority and the Mayor and City Council's support help the city invest in the pride of Fairburn and its Historic Downtown District by creating a vibrant and connected downtown where the people of Fairburn can live, work, and play.

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 community meetings and developer roundtables. The rich community participation and input helped articulate a cohesive plan and the vision for the study.

The consultant team was led by The Collaborative Firm in collaboration with Kimley-Horn and Metro Analytics. 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.

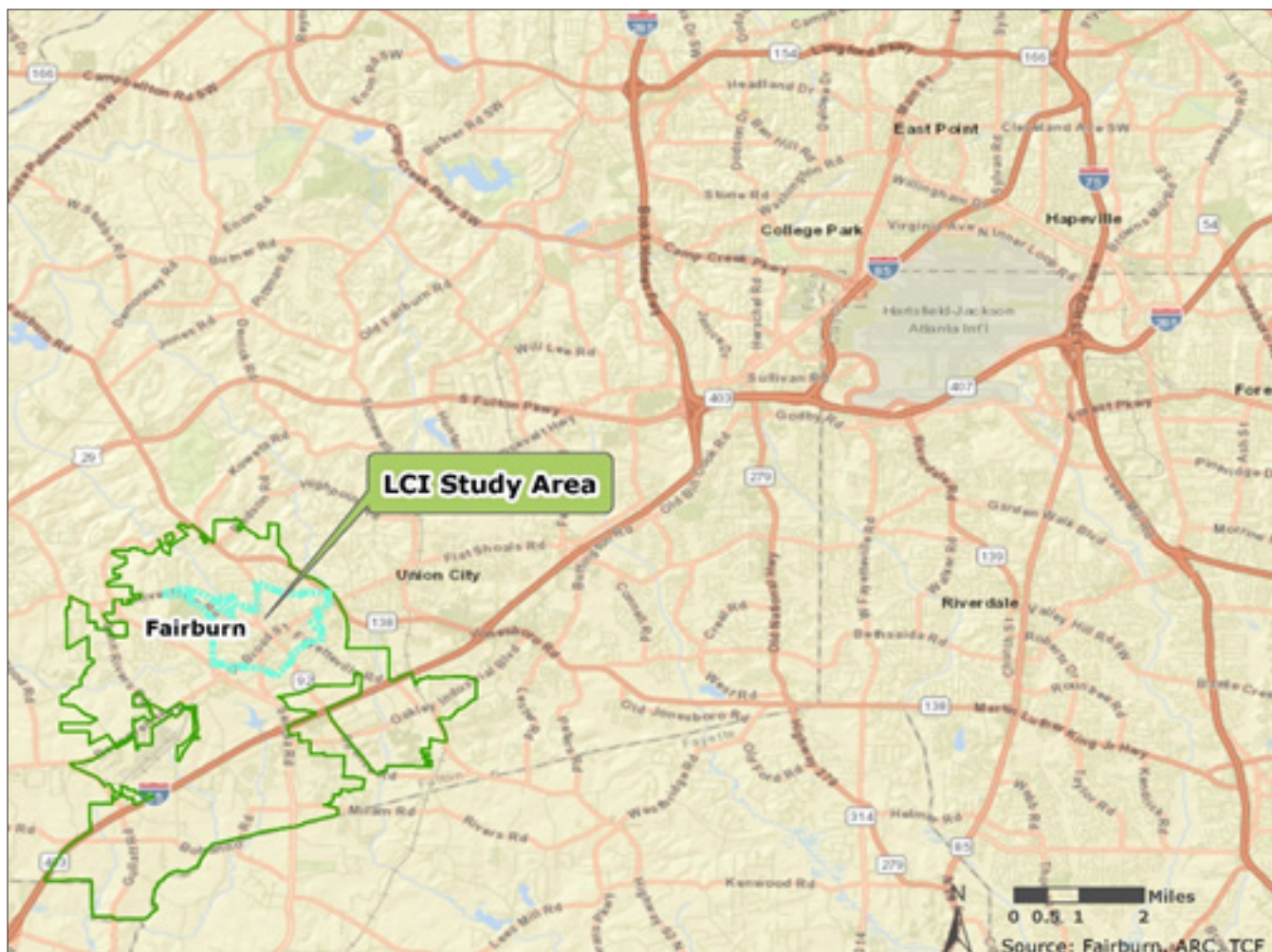
Figure i: Welcome Sign for the City of Fairburn



Background

The City of Fairburn is located in southwest Fulton County along Highway. Fairburn lies around 10 miles south of the City of Atlanta and one of the world's busiest airports, Hartsfield-Jackson Atlanta International Airport, Fairburn's adjacent sister-cities include Union City (to the northeast), Palmetto (to the southwest) and Tyrone (to the south) Fairburn's Historic Downtown District is listed in the National Register of Historic Places. The map below shows the location for the LCI study area within the context of neighboring cities and major expressways. The area is easily accessible by Interstate 85 which runs parallel to Roosevelt Highway to the south.

Figure ii: Locator Map for Study Area



Downtown Fairburn offers shopping, dining and entertainment. The surrounding neighborhoods are within close proximity to the historic downtown area. Fairburn enjoys many other historic assets, including the newly acquired Old Campbell County Courthouse and historic train depots. Educational opportunities at all levels are located throughout the city including the Christina Landmark School, Campbell Elementary School, the innovative four-acre Education Campus, which is currently the home of Brenau University and

the Georgia Military Academy, and the brand-new South Fulton STEM School, called the Global Impact Academy. The City also boasts an active Main Street Program and a newly formed Art Advisory Council that both work to promote economic development and creative placemaking in Fairburn.

Vision and Goals

An extensive public involvement program was undertaken to involve all stakeholders in the study process. Through this effort, an articulated and community supported vision for the study area was identified, along with six goals to guide the Fairburn LCI Downtown Master Plan. This involved community meetings, core committee meetings, discussions with City staff, a developer roundtable, and a design workshop. This collaborative effort was an integral part of gaining consensus and defining the guideline for this study.

The vision the Fairburn Downtown Master Plan seeks to have a thriving, vibrant historic downtown that provides access to a diverse array of retail, restaurants, entertainment, office, and housing options. The City of Fairburn strives for a walkable and pedestrian friendly downtown with connectivity via all modes of transportation to the surrounding neighborhoods and commercial nodes. The community seeks to leverage the existing quaint, historic character that is uniquely Fairburn by enhancing public art investment and utilizing creative placemaking and design strategies.

Six goals were created to help support the Plan's overall vision. The Plan's goals include:

- Determine catalyst sites throughout public input that a further the community vision for the study area and create innovative investment strategies to activate catalyst sites in partnership with private development.
- Encourage a diversity of residential, employment, shopping, and recreation opportunities in the study area with a focus on capitalizing on local business development
- Provide mobility access that is inclusive of a range of travel modes including transit, roadways, walking, and biking throughout the study area.
- Utilize public arts program and creative placemaking to establish a sense of place.
- Improve connectivity to surrounding neighborhoods.
- Create safe travel environment for pedestrians, bicyclists, and motorized vehicles

Figure iii: Locations in Downtown Fairburn



Research & Analysis

The team conducted a research and analysis process for areas that affected the study area prior to making any planning decisions, which included:





- Reviewing all previous, relevant plans for the study area, including plans undertaken by the City of Fairburn and by the agencies in the surrounding regions
- Visiting and documenting the study area;
- Meeting with the City of Decatur, Main Street Manager, Art Advisory Council, and Downtown Development Authority (DDA)
- Mapping the study area's connectivity, Highway 29 Overlay Zoning District, current zoning and land uses, and parcels susceptible to change.

Recommendations

Housing and Marketing Opportunities

Based on demand forecasts for the various real estate sectors, the Study Area could support a variety of land uses through the 20-year planning horizon. Demand is most heavily weighted towards residential opportunities in the short-term. It should be noted that multi-family residential includes all attached units' types, including duplexes, tri- and quadraplexes, townhouses, and apartments. The success of future retail and office development hinges on bringing more residents to the area to increase rooftops and consumer spending potential.

Figure iv: 20-Year Real Estate Demand Summary for the Study Area (rounded)

	 SINGLE-FAMILY	 MULTI-FAMILY	 RETAIL	 OFFICE
Low Growth	115 units	385 units	30,000 SF	45,000 SF
High-Growth	175 units	500 units	46,000 SF	54,000 SF

Additionally, we heard from developers that the review approval process needs to be predictable and easily navigated by applicants. Developers also implored the City to invest in quality of life and placemaking. As a result of market analysis and research and the public input process, the following recommendations were determined:

- Need more for “rooftops” to attract more restaurants and businesses to help grow the downtown
- Residential development mostly single-family and multi-family – “Missing Middle”
- A wider variety of housing types can help address affordability, aging in place and provide housing for all stages of life.
- Growing demand for senior housing in Fairburn
- Continue to advance the DDA and Main Street organization

Development Opportunities

The Focus Area and Catalytic Sites map as shown in Figure v. illustrates areas that either are or have the potential to serve as nodes of activity, as well as potential catalytic sites and redevelopment locations. It also identifies key residential areas and downtown’s historic core of as places of particular focus and attention, as well as the key gateways into the community. The Master Plan Update process will work with the community to consider strategies for maximizing these assets and development opportunities.

Figure v: Fairburn Historic Downtown LCI Plan Update – Focus Areas & Catalytic Sites



Catalyst Sites

Downtown Expansion

Concept Context

Downtown Fairburn, centered around the intersection of Broad Street (US 29) and Campbellton Road (SR 92), is the heart of the community, and home to a variety of small businesses, public spaces, and community assets. Three downtown blocks, bounded by Broad Street (US 29), Washington Street, Campbellton Road (SR 92), and West Church Street, offer opportunities for redevelopment that can provide new housing options, expand the core downtown area, and catalyze new activity and development.

Concept Overview

The northernmost block of the downtown redevelopment concept includes the "Art Alley" located between the Southside Theater Guild and the city office building, and enhancement of the Stage and Courtyard from City of Fairburn's Creative Placemaking Strategy. In addition to the enhancements to existing spaces, the City can extend the Art Alley from the back of the Stage and Courtyard, behind the Broad Street buildings and connecting to Smith Street. The two blocks southwest of the downtown core are envisioned to redevelop as a mix of residential and low-density commercial, with commercial uses facing Broad Street (US 29) and residential uses, such as townhomes and apartments or senior living, oriented towards Washington Street.

Figure vi: Downtown Expansion Concept Rendering



Fairburn Education Campus Expansion

Concept Context

Fairburn's Education campus is located on Broad Street, just over half a mile northeast from the center of Downtown. The area is a primary gateway into Fairburn's downtown and is adjacent to several other educational facilities including Campbellton Elementary School and the brand-new STEM focused Global Impact Academy. The concept site is focused on two locations, the existing campus and surface parking and the former restaurant and undeveloped parcels to the northeast.

Concept Overview

The concept envisions the larger unused parking lot being redeveloped as part of a build-out of the campus, with new buildings fronting Broad Street and Shaw Drive, some campus serving retail located at high visibility corners and angled parking provided around the edges of a new campus green space in the middle of the site. The northernmost parcels could be redeveloped as multifamily and student housing that could provide housing for students and faculty. A large network of internal sidewalks and planting areas would give the site a campus feel and provide additional greenspace for this area of Fairburn.

Figure vii: Fairburn Education Campus Expansion Concept Rendering



South of Broad Neighborhood Concept

Concept Context

Only a third of a mile south of downtown, the South of Broad concept may be the greatest short-term opportunity for new development near Downtown and provide quality housing that is reflective of the diverse housing already found in the South of Broad Neighborhood. The site is located at the western corner of Campbellton Road and Milo Fisher Street. The property is mostly undeveloped and is walking distance to Landmark Christian School's main campus and Downtown Fairburn.

Concept Overview

The City owns the eastern portion of this site and thus is in a position to direct the type of development envisioned in this plan. By extending public roads through the site, adding park space, sidewalks and trails, the City can position this site for infill development. The concept is organized around walkability, with the street grid reconnected and sidewalks provided throughout. Most homes would have rear alley access and off-street parking, creating a more traditional streetscape. New housing is envisioned as a mix of single family, two-family, and accessory dwelling units with a neighborhood park along Campbellton Road.

Figure viii: South of Broad Neighborhood Concept Rendering



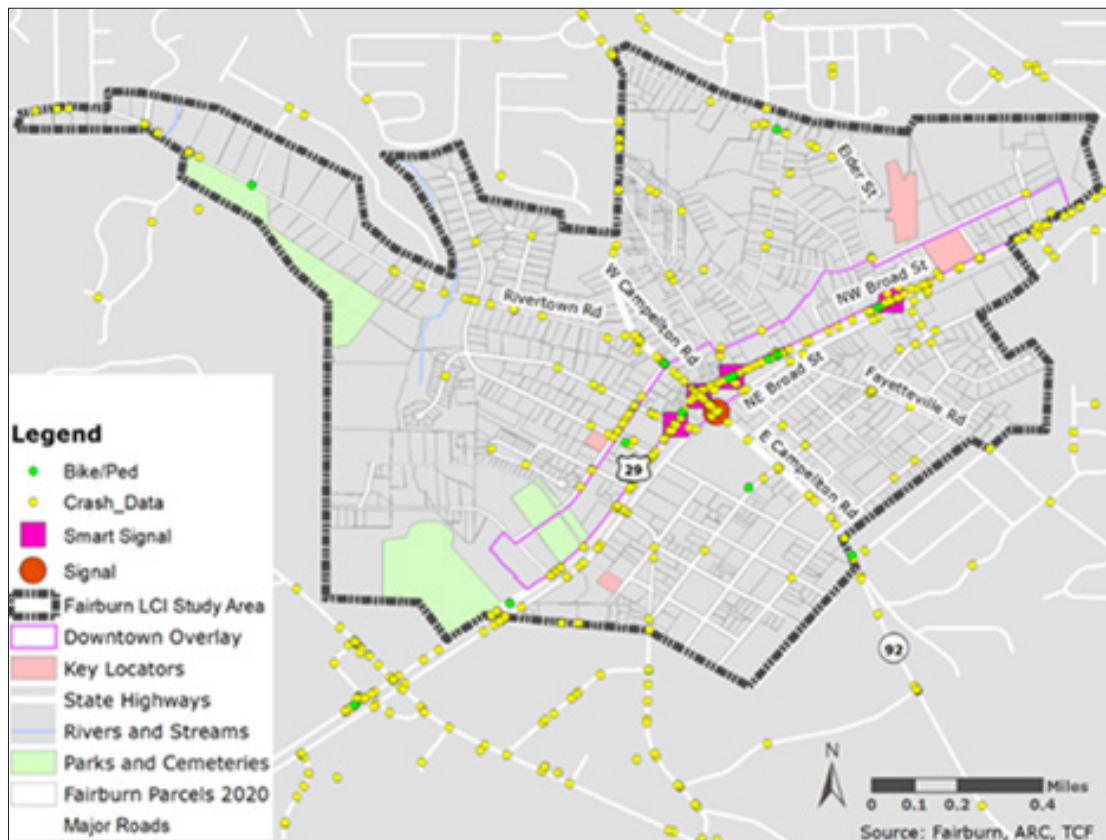
Transportation

Safety

A detailed analysis for safety issues was conducted to identify problem areas for both auto and pedestrian travel. The principal findings derived from the safety analysis include:

- Rear-end collisions will only be reduced by reducing speed differential. Angle collisions will only be reduced by reducing the number of intersections and access points.
- Bicycle and pedestrian crashes are found throughout the study area at both intersection and mid-block locations.
- The influence areas of the signalized intersections on Broad Street (US 29) from Smith Street through Campbellton Road (SR 92) through Cole Street represent the most significant concentrations of bicycle and pedestrian crashes.
- Signals tend to increase the numbers of crashes, though severity of crashes may be reduced by signals. As shown in Figure ix., significant clustering of crashes are displayed at signalized intersections, even where “smart signals” are installed. Given the preponderance of rear-end collisions, the introduction of more signals is not likely to be an effective safety countermeasure.

Figure ix: Crash Locations



Freight Management

In response to input from the community, several options were explored to reduce Downtown truck traffic. Issues that influence rerouting of truck traffic include:

- The industrial district south of I-85 along Campbellton Street/Spence Road (SR 92) is a major generator and destination of truck traffic through downtown.
- Campbellton Street (SR 92) is a state roadway that is a major source of truck traffic downtown. Because of the low bridge clearing under the CSX rail bridge, truck traffic often is diverted to nearby crossings as Senoia Road and NE Broad Street (US 29).
- Potential bypasses around the city would need to be coordinated with the City of South Fulton given their jurisdictional boundaries with the City of Fairburn.
- The following strategies are aimed at diverting trucks from Campbellton Street (SR 92) to Fairburn Industrial Boulevard (SR 74):
- Developing a northern bypass alignment connecting Fairburn Industrial Boulevard (SR 74) to Beverly Engram Parkway (SR 138) north of the City. While this would allow a complete diversion of trucks through Downtown, the alignment would need to utilize the Virlyn B. Smith Road corridor. Given the residential nature of the roadway, this option was eliminated from consideration.
- Working with GDOT to shift the designation of Campbellton (SR 92) to the Fairburn Industrial Boulevard (SR 74) corridor via an existing or new roadway connection.

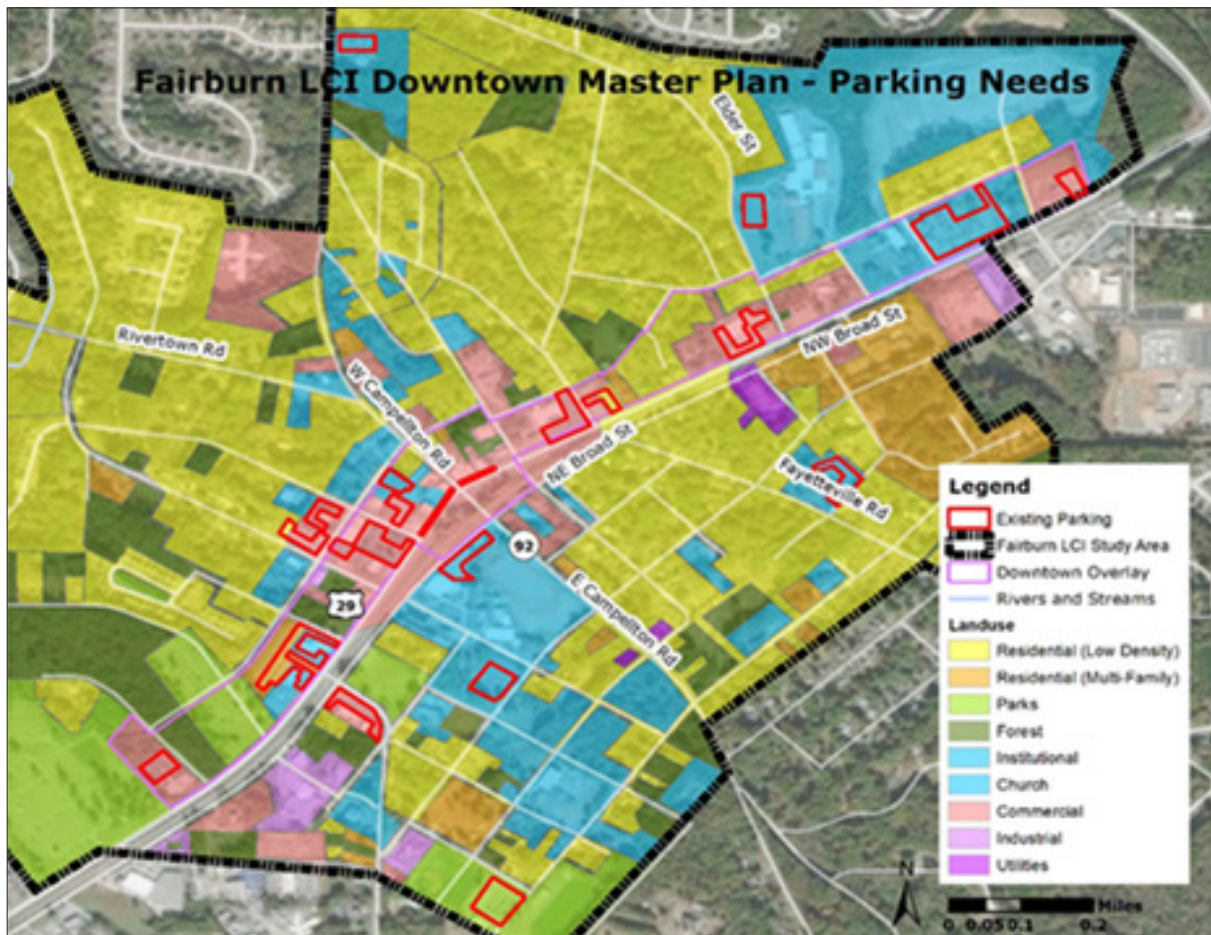
Connectivity Opportunities

There are several incomplete and unconstructed streets on apparently platted rights of way (ROW) that present opportunities for enhanced connectivity – either for auto or non-auto related travel. The City should confirm their ownership and intent for these rights-of-way. These ROWs include:

- Malone Street to Milo Fisher Street (Part of South Broad concept)
- Chestnut Street NE (Minus portion within South Broad concept)
- Cole Street to Pine Street
- Oak Street to Pine Street
- Orme Street to Chestnut Street
- Chestnut Street NE to Clayton Street
- West Church Street to Lane Drive

Parking

While parking is a perceived problem in Downtown, there is an abundance of parking supply in the Study Area. The most efficient way to supply parking in the Downtown is to provide wayfinding and improved sidewalk connectivity. Wayfinding signs that direct people to parking opportunities, such as the Fairburn Park & Ride facility and the public parking for the Southside Theater Guild area should be located as vehicle approach decision points. A map of the available parking in the Downtown area is provided below.



Creative Placemaking

The City of Fairburn's Creative Placemaking Strategy from 2019 informs the creative placemaking recommendations for the LCI study area. Three of the identified catalyst sites in that report, which includes the rail underpass, stage and courtyard, and the "art alley" between the Southside Theatre Guild and the municipal court building, are already being activated and implemented by the City. The three remaining identified catalyst sites, which includes Mario Avery Park, the Lightning Neighborhood, and the Education Campus, should also be pursued and activated by the City for placement of cultural arts or markers. The additional identified public art projects, which includes creative sidewalks, transmission tower art, and signal box murals should also be pursued.

Figure xi: Creative Placemaking Project Examples



The City should join the ATL Airport District, which currently includes the nearby cities of Union City, East Point, Hapeville, and College Park. Additionally, the City should coordinate with the same nearby cities in promotion of murals and art installations. More long term creative placemaking recommendations include expanding the existing and thriving creative sector in the City of Fairburn. The City should consider tapping into the surrounding film industry in the Atlanta region. Moreover, the City can harness the existing creative sector of fashion, festivals, and food by utilizing talent-based entrepreneurs that contribute to the economy of local communities.

Land Use and Zoning

Zoning Code

The following recommended zoning code modifications are put forth to encourage and promote the successful implementation of the Fairburn LCI Downtown Master Plan. South of Broad Neighborhood Concept is currently zoned as R-2, which permits single-family residential that is low to medium density on one-half acre. The current zoning of R-2 should be changed to either R-3 or work directly with a future developer to design a master plan for rezoning to PD, Planned Development

Therefore, throughout the City of Fairburn, a greater diversity of housing options should be permitted in order to provide for “missing middle” housing options. This initiative promotes more varied housing options that exist along a spectrum of size and density. There are many types of housing that fall under this residential use:

- Cottage courts
- Duplexes and triplexes with units either stacked or placed side-by-side
- Multiplexes (4+ units), with units either stacked or placed side-by-side
- Courtyard apartments
- Live/work units
- Accessory dwelling units (ADUs)

In order to continue the momentum around the Lightning District Neighborhood, the City should formalize the creation of Design Guidelines for this Neighborhood as identified in the three reports and assessments previously undertaken by the City. In conjunction with the Creative Placemaking recommendations, language should be added to the zoning code to specifically allow for public art installations throughout the city.



Highway 29 Overlay Zoning District

The current Highway 29 Overlay Zoning District should be modified in order to better reflect the vision and goals for the LCI study. The three different nodes, Educational, Downtown, and Civic, should be removed from the zoning code. Since the uses and standards are already streamlined between the nodes and to help encourage uniformity within the overlay district, the three different nodes should be removed.

Additional trending permitted uses that should be allowed and potentially have limits placed on them include:

- Drive-thru restaurants
- Hookah or cigar lounges
- Pick-up window restaurants or stands
- Brewpubs and micro-distilleries
- Work and Business incubator flex-spaces
- Business technology services
- Pop-up operations for food trucks, urban gardens, and markets

Policy

The City should move its unique and successful implementation of the BrandPrint Report forward by formalizing the creation of a Downtown Marketing and Branding Campaign. A specific component of this campaign should be the creation of an annual downtown event. Assistance to existing business should also include continuing to coordinate with Main Street program to stimulate local investment and business development. The City of Fairburn should increase communications between business owners and developers by establishing a community forum to discuss the great things happening in downtown Fairburn and to educate small business owners on startup and marketing strategies. In addition to working with developers and local business owners, the City of Fairburn needs to work with its elected and appointed officials and residents by creating a Housing Workshop to provide education on the current housing market, popular housing terms, and the need for additional and varied housing types.



1. PLANNING CONTEXT

1.1 Purpose of the Plan

1.2 Background

1.3 Study Area Boundaries

1.4 Review of Prior Plans

1.5 Accomplishments from Prior Plans

1.1 Purpose of the Plan

Figure 1: Welcome Sign for the City of Fairburn



In 2009, the City of Fairburn completed the Fairburn LCI Historic Downtown Master Plan for its historic downtown, the neighborhood areas immediately adjacent to it and its Fairburn Education Campus. That effort generated an ambitious Work Program for pedestrian, bicycle, and road projects, as well as a set of economic development and regulatory action items to achieve the goals and vision of the 2009 Master Plan.

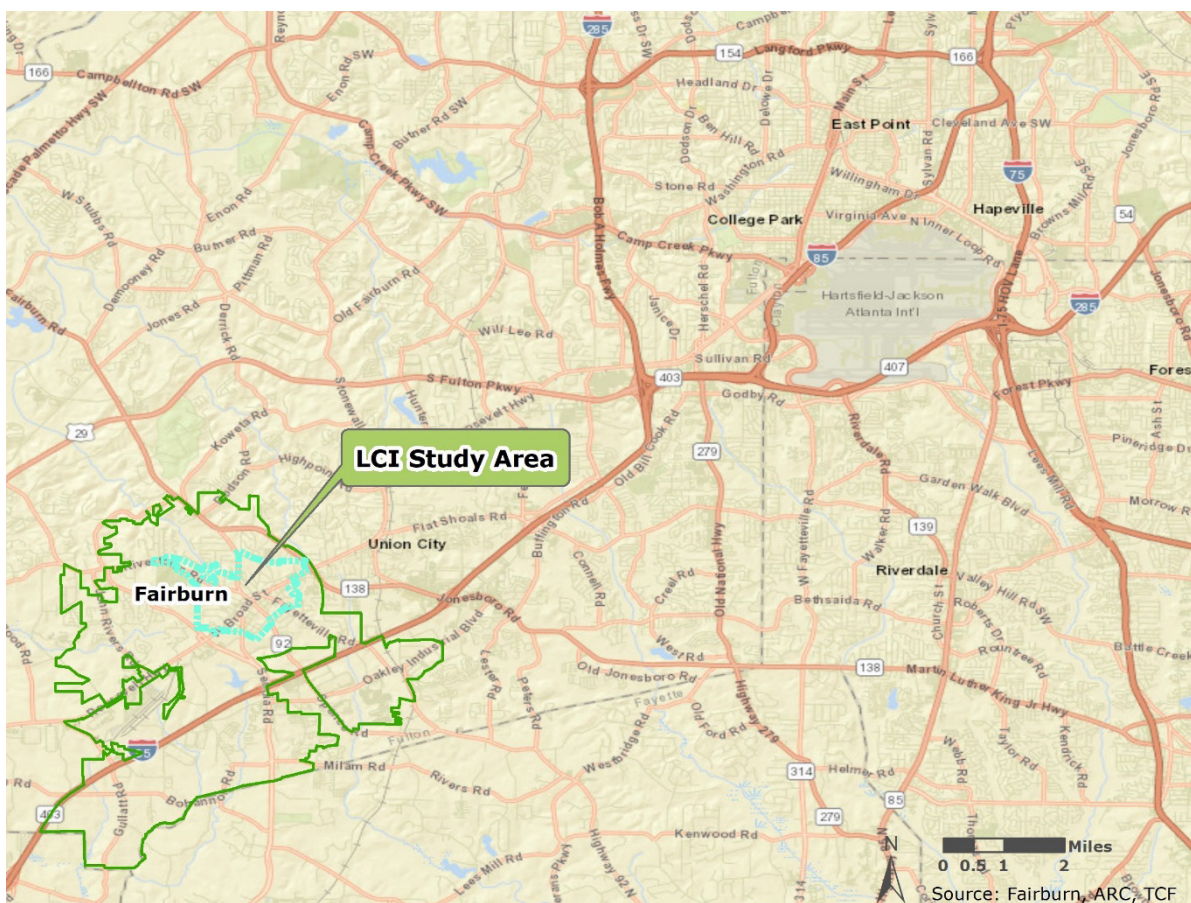
Since then, the City has demonstrated the art of executing a plan. By dedicating investment, resources and Staff time, Fairburn can celebrate completing many of the projects from the 2009 Master Plan project list and initiating several more, currently underway. Over a decade old now, however, the plan needs to be evaluated by the community and its stakeholders to decide what elements of the prior 2009 effort still meet Fairburn's needs and what aspects need to adjust to accommodate current conditions.

With funding through the Atlanta Regional Commission's Livable Centers Initiative (LCI) program and local matching funds, this LCI Master Plan Update brings together a technical team of transportation, urban design, land use and market experts to work with the community to update the original plan. This Assessment and Inventory document reports the achievements made since the original plan. The findings will inform the study, building on other prior studies targeted at specific neighborhoods and programming. The 2021 Master Plan Update will include a strategy for achieving revitalization, addressing housing needs, and enhancing the public realm with pedestrian-oriented improvements and the arts.

1.2 Background

The City of Fairburn is located in southwest Fulton County along Highway. Fairburn lies around 10 miles south of the City of Atlanta and one of the world's busiest airports, Hartsfield-Jackson Atlanta International Airport, Fairburn's adjacent sister-cities include Union City (to the northeast), Palmetto (to the southwest) and Tyrone (to the south) Fairburn's Historic Downtown District is listed in the National Register of Historic Places. The map below shows the location for the LCI study area within the context of neighboring cities and major expressways. The area is easily accessible by Interstate 85 which runs parallel to Roosevelt Highway to the south.

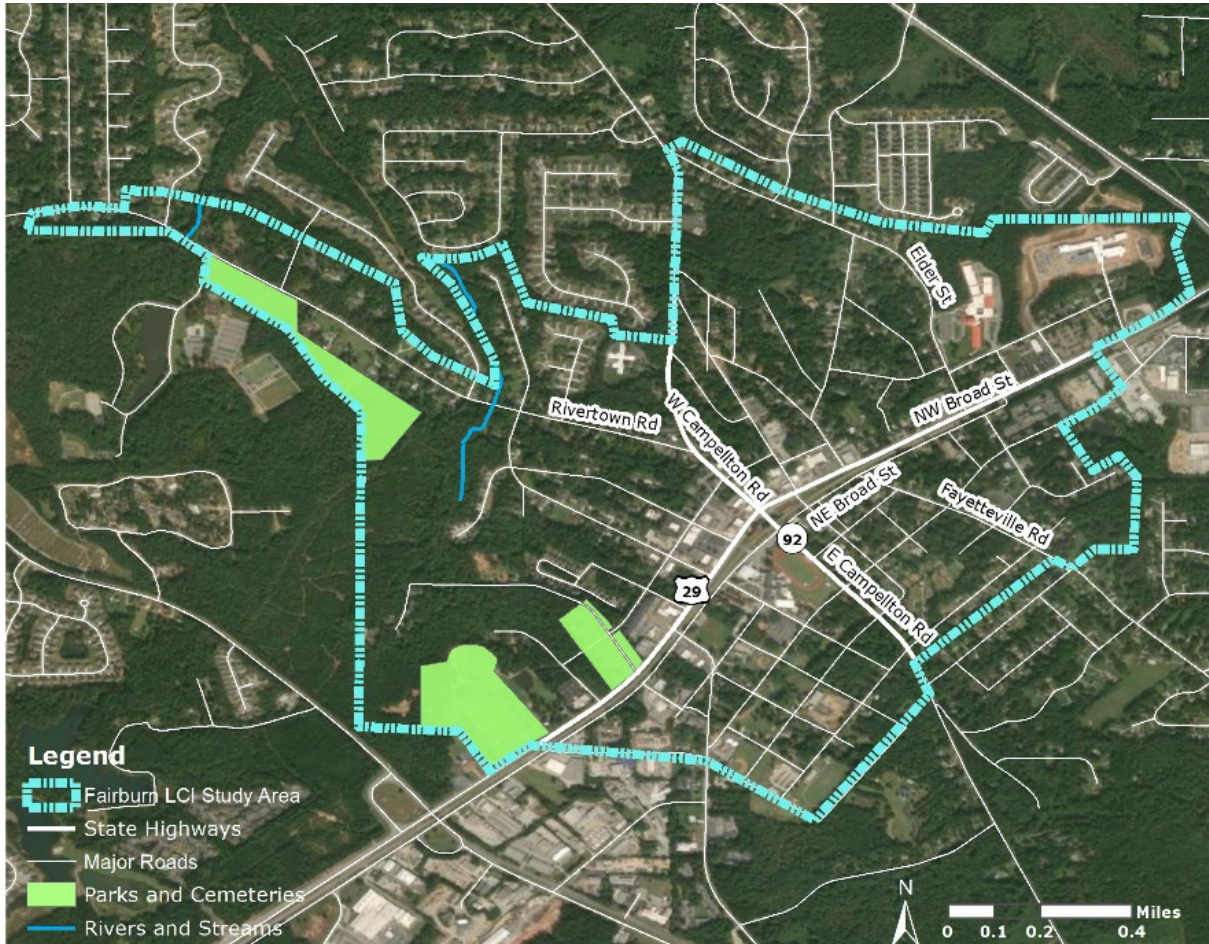
Figure 2: Locator Map for Study Area



Downtown Fairburn offers shopping, dining and entertainment. The surrounding neighborhoods are within close proximity to the historic downtown area. Fairburn enjoys many other historic assets, including the newly acquired Old Campbell County Courthouse and historic train depots. Educational opportunities at all levels are located throughout the city including the Christina Landmark School, Campbell Elementary School, the innovative four-acre Education Campus, which is currently the home of Brenau University and the Georgia Military Academy, and the brand-new South Fulton STEM School, called the Global Impact Academy. The City also boasts an active Main Street Program and a newly formed Art Advisory Council that both work to promote economic development and creative placemaking in Fairburn.

1.3 Study Area Boundaries

Figure 3: Study Area Boundaries and Features Map



The study area consists of Historic Downtown and its vicinity including the Fairburn Education Campus, civic facilities, Holy Hill Memorial Park, and historic neighborhoods on the south and north side of railroad tracks. 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 Police Precinct at Senoia Road, the Holy Hill Cemetery, and the Fairburn Education Campus. North of the Fairburn Education Campus is the Campbell Elementary School and the brand-new Global Impact Academy which will now both serves the City of Fairburn.

Nevertheless, Broad Street is an arterial road with several lanes of travel; these conditions complicate the vision and desire for a pedestrian friendly downtown. The CSX railroad that separates the south side of the study area from the north further complicates the City's goals; however, the City has completed design for **improvements on the underpass** that will activate the space connecting the two sides. Additional art installations will further help achieve the unifying and inviting public space desired.

On the south side of the railroad line, the study area extends to Senoia Road. To the north, the study area encompasses large residential tracks along Rivertown Road. The boundary also includes the Lightning Neighborhood, characterized by a mix of charming historic homes, smaller aging rental homes, some neglected properties as well as indicators of recent rehabilitation. The 2019 *Creative Placemaking Strategy* for the neighborhood, investment in Cora Robinson Park and recent purchase of property by the Housing Authority all reflect the city's commitment to restoration and revitalization of the area.

1.4 Review of Prior Plans

The following relevant plans and studies have been prepared for and/or influenced the City of Fairburn and impact this LCI study. This LCI study builds on these plans by reviewing recommendations and incorporating them into this final plan.

- 2009 LCI Historic Downtown Master Plan
- Creative Placemaking Strategy
- BrandPrint Report
- Economic Development Strategic Plan: Phase 1
- Urban Redevelopment Plan
- Lightning Community Strategic Plan
- Lightning Community Housing Assessment
- Lightning Community Zoning Code Audit Report
- City of Fairburn Comprehensive Plan 2015 – 2035
- Aerotropolis Atlanta Blueprint
- AeroATL Greenway Plan
- Aerotropolis Atlanta Land Use Analysis and Recommendations
- South Fulton CTP
- South Fulton CID Multimodal Plan
- Fulton County Transit Master Plan
- SR 74 Corridor Study
- ATL Regional Transit Plan
- South Fulton Transit Feasibility Study
- ARC Walk, Bike, Thrive

2009 LCI Historic Downtown Master Plan: Summary and Assessment

In 2008, the City of Fairburn was awarded a grant through the Atlanta Regional Commission's (ARC) Livable Centers Initiative (LCI) to study the revitalization of the historic downtown. The study identifies a mixture of uses, pedestrian- and bicycle-friendly infrastructure, greenspace and connectivity, and preservation of Fairburn's history as key steps toward creating a thriving town center. Particular areas for development opportunities highlighted in the plan include any vacant or City-owned land in and around the historic downtown. The plan also referred to the Comprehensive Plan policies regarding the Downtown Historic District to focus on appropriate mixed-use development and walkable connectivity between downtown and surrounding residential neighborhoods.

Recommendations – Highlights

A concept plan for the LCI Study Area was developed based on the vision and goals of the community. The initiatives for the Concept Plan are designed to leverage the existing resources of the LCI Study Area and to promote a vibrant and sustainable community with unique identity and a sense of place. The Concept Plan outlined the following key recommendations:

- Revitalize the Historic Downtown by adding more infill development/redevelopments.
- 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.
- 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.
- Reconfiguration and improvements to the Broad Street Streetscape in the Downtown node, including new parklets, amenity zones for street furniture, plantings, and outdoor dining, improvements to lighting, and a cohesive signage and wayfinding system
- 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 Neighborhood.
- Develop detailed urban design guidelines
- 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.
- Recommend a mix of uses on East Broad Street including service retail and offices.
- Create a connected green space system and a larger community park that offers an array of active and passive recreation activities
- Focus the Lightning Neighborhood by improving and increasing the number of sidewalks, expanding existing playgrounds, developing community gardens on empty lots, and developing a master plan and design guidelines that preserve the neighborhood's character.

Creative Placemaking Strategy (2019)

In 2018, the City of Fairburn worked with the ARC to craft a *Creative Placemaking Strategy*. This strategy acts as a unified plan for creative placemaking initiatives in the City by creating an inventory of the City's existing cultural assets and events and a list of recommendations and initiatives. There are six sites recommended by this strategy to help revitalize and attract visitors and residents to the Downtown. The three priority sites are the alley between the Southside Theatre Guild and the municipal court building, the stage and courtyard on SW Broad Street, and the underpass where Smith St meets SE Broad St. These sites have identified as underutilized spaces in downtown with potential for creative placemaking and are prioritized due to their location and connection to one another. The recommendations for these sites include incorporating pedestrian scale amenities and signage, installing public art or murals, improving lighting and visibility, and building performance spaces.

BrandPrint Report

In 2015, the City of Fairburn completed the *BrandPrint Report*, which defines a unique brand for the City. The report highlights opportunities such as improving walkability in downtown, establishing Fairburn as a higher education destination, taking advantage of Fairburn's history, utilizing the grounds of the Renaissance Festival throughout the year, and embracing the local film industry.

Economic Development Strategic Plan: Phase 1

The purpose of the Fairburn Economic Development Strategic Plan is to establish a guide and blueprint for improving the City of Fairburn's economic well-being. Through creating goals, objectives and strategies that support the implementation of specific economic development actions and programs, the overall intention is to attract and recruit new businesses, retain existing businesses, create new job opportunities for City residents and market the City's assets and amenities to local, regional, national, and international markets.

Urban Redevelopment Plan

According to Fairburn's 2013 Urban Redevelopment Plan, the majority of disinvestment and redevelopment opportunities are focused around downtown, where the City has experienced a decrease in real estate values and an increase in vacancy rates. The plan highlights improved pedestrian infrastructure, preservation of historic buildings, and enhanced signage as key land use objectives. The plan identifies an Urban Redevelopment Area (URA) that consists of approximately 3,200 acres and has been divided into 5 sub areas.

Lightning Community Strategic Plan

The *Lightning Community Strategic Plan* is a strategic plan for the community-based vision of the small-scale neighborhood node just one block off the northwest side of downtown Broad Street. The plan aims to guide the growth of and change in the neighborhood by preserving and building on the neighborhood's strengths, addresses its challenges and weaknesses, and taking full advantage of it's potential. Key desired community improvements were resolving the drainage issues coming from stormwater flow from Broad Street, managing the design of the roadways for the neighborhood, providing better lighting and safety improvements for pedestrians, expanding Cora Robinson Park to enhance safety and social activities, and resolving zoning issues for non-conforming lots.

Lightning Community Housing Assessment

The City of Fairburn applied for and was selected by the ARC's Community Choices Program to receive assistance in conducting a housing inventory of the Lightning Neighborhood and the Highway 29 Overlay District. This housing inventory produced an extensive information database upon which to build a comprehensive strategy for addressing housing and community revitalization throughout the City of Fairburn. Both the entirety of the Lightning Neighborhood and the majority of the Highway 29 Overlay are located within the LCI Study Area.

Lightning Community Zoning Code Audit Report

The City of Fairburn applied for and was selected by the ARC's Community Choices Program to receive assistance in conducting an audit of the zoning code in the Lightning Neighborhood. The entirety of the Lightning Neighborhood is located within the LCI Study Area. The zoning code audit determined that the City's zoning code has a strong basis for supporting the Lightning Neighborhood but could be improved by aiming to maintain the Lightning Neighborhood's small lot single family residential neighborhood, clarifying its district regulations, illustrating its district intent and style, incorporating historic property demolition protocol, and including design guidelines or a pattern book.

City of Fairburn Comprehensive Plan 2015 -2035

The *City of Fairburn Comprehensive Plan 2015 – 2035* is a major update to its 2006 Comprehensive Plan and serves as a 20-year policy guide that assesses current conditions, projects future trends, develops strategies and goals, and creates a work program to achieve these goals. Specific land use assets identified in this plan include the Campbell County Courthouse, Fairburn Education Campus, existing greenspace, and Georgia Renaissance Festival. The following Character Areas identified by the Comprehensive Plan are relevant to the LCI Study Area in guide its future development: Town Center Mixed Use, Residential, and Greenspace. These Character Area have appropriate types of development and land uses to be pursued and include recommended development strategies to help guide implementation.

Aerotropolis Atlanta Blueprint

Aerotropolis Atlanta Blueprint is a unique strategy for the Atlanta region that leverages the airport as a major asset to drive economic investment, job growth, and quality of life in the areas around Hartsfield-Jackson Atlanta International Airport. The assets identified are interstate access (I-85), Georgia Military College, South Fulton CID, and industrial-warehousing activity and the opportunities Recommendation included enhancing existing connection to the airport the CSX Intermodal Terminal, strengthening historic downtown cores and town centers, and develop a Greenway Corridor.

AeroATL Greenway Plan

The *AeroATL Greenway Plan* provides a framework for trail connectivity across the Aerotropolis region. This study integrates previous plans and identifies needs and opportunities in order to develop a multi-modal network that will provide connectivity and access to the world's busiest airport. In order to translate this goal into a physical trail framework, the plan proposed opportunities at both regional and local connections level. Although not directly a part of this study, the City of Fairburn would benefit from the creation of a physical trail framework around the Aerotropolis region due to its proximity to this region and potential to connects its own trails to this network of trails.

Aerotropolis Atlanta Land Use Analysis and Recommendations

The *Aerotropolis Atlanta Land Use Analysis and Recommendations* is a multi-jurisdictional land use assessment of Aerotropolis Atlanta. The purpose of this assessment is to analyze current and future land use designations and policies, to focus on key transportation corridors and jurisdictional boundaries, and to prioritize key geographies and corridors where interjurisdictional coordination and collaboration is recommended. The Industrial Focus Area is the only subarea the City of Fairburn is directly involved, and the major recommendation for this subarea warrant a further land use study of Broad Street/Roosevelt Highway due to its proximity to largescale warehousing operations and MARTA heavy rail and its role as Main Street to several town centers.

South Fulton Comprehensive Transportation Plan (SFCTP)

The South Fulton Comprehensive Transportation Plan (SFCTP) was developed in 2020 and serves as the most recent reflection of City of Fairburn transportation policy. The SFCTP served to update local transportation plans that are used as input into the regional transportation planning process. The plan contains several assessments specific to the study area and the City of Fairburn and provided results on sidewalk locations, lack of bicycles facilities, regional transit access, and commuter patterns.

ARC Transportation Improvement Program (TIP)

The *ARC Transportation Improvement Program (TIP)* serves to document all of the projects programmed for funding within next five years. The ARC TIP contains only one project within the current TIP. Initially scheduled for completion in 2019, the project consists of the construction of bicycle and pedestrian facilities along West Broad Street from Smith Street to SR 138. This project was developed from Project R-1 and R-2 from the previous LCI study.

South Fulton CID Multimodal Plan

Completed in 2018, the *South Fulton Community Improvement District (CID) Multimodal Plan* served to develop and prioritize a strategic set of short- and long-term investment needs for the CID area south of Downtown along I-85. Given the study area, most of the improvements recommended are outside of the study area. However, the following projects will influence mobility to Downtown Fairburn: developing 10-foot multiuse path on U.S. 29 from Smith Street to Hobgood Road, adding an audible overhead clearance warning bar along SR 92 between Greene Street and E. Broad Street, and adding wayfinding signs in downtown warning of the 10-foot clearance on the underpass under CSX.

Fulton County Transit Master Plan

The *Fulton County Transit Master Plan* was developed in 2018 to investigate the potential for transit solution in the portions of Fulton County outside of the City of Atlanta. The plan recommended on on-road transit solutions, such as arterial rapid transit and dedicated express lanes, along US 29 and South Fulton Parkway.

ATL Regional Transit Plan

The *ATL Regional Transit Plan (ARTP)* synthesizes local transit plans and projects from across the 13-county Atlanta region and evaluates those projects seeking federal or state discretionary funding. Projects are evaluated quantitatively and qualitatively as detailed in the performance framework. With an estimated the costs of implementation at \$221.3 million, the Plan identified the US 29/Roosevelt Highway Arterial Rapid Transit as a low priority not targeted for discretionary transit funds.

SR 74 Corridor Study

Undertaken in 2017, the *SR 74 Corridor* was developed to establish a Unified Vision for the Corridor. The transportation findings and recommendations that would influence mobility in the Downtown area included that the current operational analysis revealed no issues at SR 74 and US 29, yet projected conditions for greater congested operations in 2040 in the PM peak hour. Other recommendations included signaling the intersection of SR 74 and US 29 ramp and developing a 10-foot multi-use path on SR 74 from City Lake Road to US 29.

ARC Walk, Bike, Thrive

ARC's "*Walk. Bike. Thrive!*" plan is the active transportation plan for the region and, as such, developed strategies and recommended projects to promote bicycling and walking. In the context of the LCI program, the most relevant section of the plan are recommended policies and procedures for local governments to implement to promote active transportation, including establishing a walking network and bicycling network and developing support infrastructure for walking and cycling. Guidance provided for developing local ordinances that support bicycling and walking included updating land use and development and parking codes and adopting a Complete Streets policy.

1.5 Accomplishments from Prior Planning Efforts

The study area benefits from established, compact grid-system within Fairburn's historic downtown, with improvements to its bicycle and pedestrian network currently underway or planned for.

Summary of Completed Work:

- Created Central Community Green Space for events/activities
- Improvements to the streetscape along Broad Street, including upgrades to the 3 railroad underpasses and additional parking along East Broad Street
- Stabilization of the Lightning Neighborhood
 - Construction of sidewalks, intersection improvements, and lighting
 - Continued expansion of Cora Robinson Park in progress
 - Demolition of blighted properties and construction of new affordable housing (ongoing)
 - Construction of signage and wayfinding along Broad Street (partially implemented)
- Improvements and Restoration of the Historic Train Depots
- Acquisition of the historic courthouse
- Attracting a STEM/Magnet School to the community (Fulton County Global Impact Academy)
- Re-established the Main Street program, hired staff, added board members and the board is now certified
- Adopted the Highway 29 Overlay District

Transportation Projects Currently Underway:

- Downtown LCI Streetscape Project (Projects R-1 and R-2)
- Dodd Pedestrian Improvements Project (20-003)
- Howell Avenue Extension Project (20-004)
- Fairburn Train Depot Parking Lot Expansion Project (20-006)

As indicated by the many completed projects, the City has generated great momentum for continued success. Select projects underway are show-cased in *Figure 4*.

Figure 4: Fairburn LCI Downtown Master Plan Update – Select Projects Underway



Figure 14: Study Area Median Household Income Comparisons

2. COMMUNITY VISION AND GOALS

2.1 Community Vision

2.2 Six Goals

An extensive public involvement program was undertaken to involve all stakeholders in the study process. Through this effort, an articulated and community supported vision for the study area was identified, along with six goals to guide the Fairburn LCI Downtown Master Plan. This involved community meetings, core committee meetings, discussions with City staff, a developer roundtable, and a design workshop. This collaborative effort was an integral part of gaining consensus and defining the guideline for this study.

Figure 5a: Locations in Downtown Fairburn



2.1 Community Vision

The Community Vision for the Fairburn LCI Downtown Master Plan seeks to have a thriving, vibrant historic downtown that provides access to a diverse array of retail, restaurants, entertainment, office, and housing options. The City of Fairburn strives for a walkable and pedestrian friendly downtown with connectivity via all modes of transportation to the surrounding neighborhoods and commercial nodes. The community seeks to leverage the existing quaint, historic character that is uniquely Fairburn by enhancing public art investment and utilizing creative placemaking and design strategies.

Figure 5b: Locations in Downtown Fairburn



2.2 Six Goals

Six Goals were created to help support the Downtown Master Plan's overall vision. The Six Goals are as follows:

- Determine catalyst sites throughout the public input process that a further the community vision for the study area and create innovative investment strategies to activate catalyst sites in partnership with private development.
- Encourage a diversity of residential, employment, shopping, and recreation opportunities in the study area with a focus on capitalizing on local business development.
- Provide mobility access that is inclusive of a range of travel modes including transit, roadways, walking, and biking throughout the study area.
- Utilize public arts program and creative placemaking to establish a sense of place.
- Improve connectivity to surrounding neighborhoods.
- Create safe travel environment for pedestrians, bicyclists, and motorized vehicles

Figure 5c: Locations in Downtown Fairburn



3. EXISTING CONDITIONS

3.1 Demographics and Market Analysis

3.2 Potential Catalytic Sites

3.3 Transportation

3.4 Land Use

3.5 Creative Placemaking

3.1 Demographics and Market Analysis

The Fairburn LCI Downtown Master Plan Update provides a new roadmap for how to revitalize Fairburn's Downtown into a pedestrian-friendly mixed-use district. A successful transformation of Downtown Fairburn will foster opportunities for economic and community development. This market analysis is a critical tool in initial planning phases to ensure that future development opportunities are sensitive to the surrounding neighborhoods while being based in market reality.

Analysis Geographies

This analysis reviews data for multiple geographies, allowing for a more comprehensive understanding of trends. The demographic and employment profiles focus on a custom-defined Study Area surrounding Downtown Fairburn. Additionally, relevant trends in geographies based on Census-designated boundaries for the Atlanta-Sandy Springs-Roswell metropolitan statistical area (MSA), Fulton County, and City of Fairburn are also considered.

Atlanta-Sandy Springs-Roswell MSA & Fulton County

The Atlanta-Sandy Springs-Roswell MSA (referred to as the "Atlanta MSA") is located in northwest Georgia and is anchored by the City of Atlanta. As of the 2010 U.S. Census, the Atlanta MSA contained twenty-nine counties, with Fulton County at the center. Demographic, economic, and real estate data focus heavily on the Atlanta MSA to provide regional context.

City of Fairburn & LCI Study Area

The City of Fairburn is located southwest of Atlanta in southern Fulton County. The city limits straddle US 29 and I-85, which run northeast-southwest. The LCI Study Area encompasses downtown Fairburn and the surrounding area. As shown in *Figure 6*, the study Area is bisected by US 29/Broad Street and Georgia State Route (SR) 92/Campbellton Road.

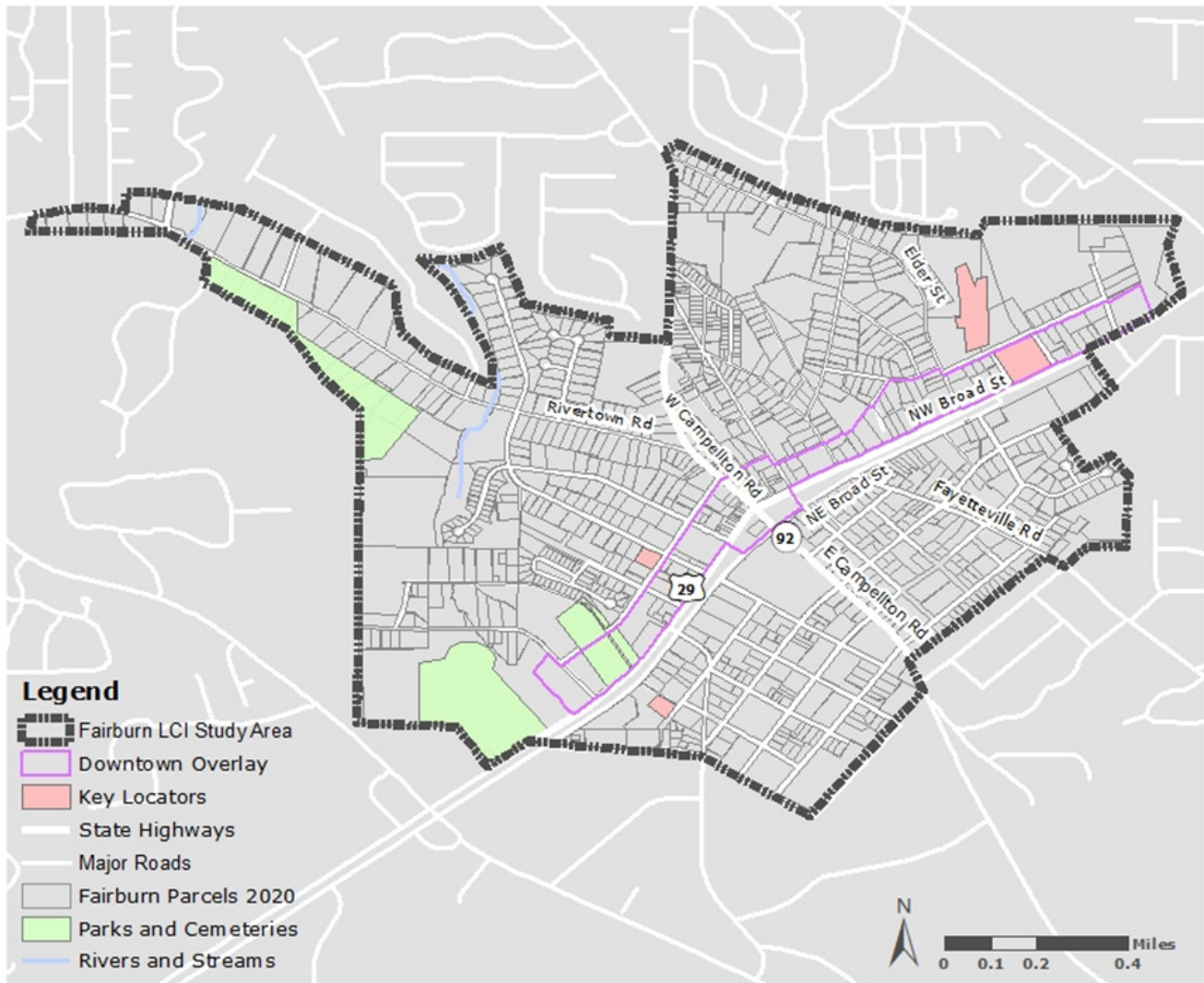
Area Considerations

Historic Downtown Fairburn

Fairburn's downtown area is centrally located along US 29 and is home to several restaurants and boutique shops that are housed in traditional nineteenth and early twentieth century brick buildings. Downtown also features a courtyard and stage that is used to host concerts, special events, as well as the Fairburn Farmers Market. The commercial historic district is listed on the National Register of Historic Places. It includes twenty buildings and two train depots located along West Broad Street between Smith Street and Dodd Street, and those adjacent to the Atlanta and West Point railroad. Architectural styles represented include Neoclassical, Italianate, and simple utilitarian.

For over a decade, the City of Fairburn has been actively focused on revitalizing its downtown area. Two organizations, Fairburn Main Street and the Downtown Development Authority (DDA), work together and independently to promote and enhance Fairburn's downtown business climate and built environment by leveraging local assets and placemaking initiatives. Fairburn Main Street was created in 2017 as part of Georgia's Main Street Program. The organization models its programs on National Main Street's four-point approach, which includes enhancing organization, promotion, design and economic development for local merchants. Fairburn Main Street's primary focus is to encourage investment in the historic downtown area, including encouraging more pedestrian friendly infrastructure. A Main Street Manager was hired in 2020 to oversee programming.

Figure 6: Fairburn LCI Downtown Master Plan Study Area, 2021



Source: Fairburn, ARC, TCF

The DDA is a public corporation established by the Mayor and City Council with the purpose of promoting the general welfare of the City of Fairburn through development of trade, commerce, industry, and employment opportunities. The DDA's primary responsibility is to support and facilitate economic development within the downtown area through capital investments and internal revenue bonds. Some of the projects spearheaded by the DDA and Fairburn Main Street Program are highlighted in the following sections.

Figure 7: Campbellton Street (SR 92) and Broad Street (US 29) Intersection in Downtown Fairburn



Fairburn Educational Campus

With a dual goal of making educational opportunities more available to local residents and helping catalyze sustainable growth and economic development in Fairburn's historic downtown area, the City of Fairburn pursued the development of the Fairburn Educational Campus on West Broad Street. The multi-use development sits on a four-acre infill site that was previously the location of a farm equipment facility and represents a successful redevelopment of a brownfield. The first phase was funded by \$9 million in municipal bonds.

The Fairburn Educational Campus consists of an Administrative Building that is the focal point of the site, as well as four classroom buildings and two small commercial ancillary buildings surrounding a central lawn. Altogether, the campus contains 52,500 square feet of office, institutional, and retail space. It is home to Fairburn's administrative offices, the Atlanta campus of the Georgia Military College and Brenau University. The complex was designed to promote connectivity between the campus and the downtown historic district.

Figure 8: Fairburn Educational Campus



Infrastructure and Placemaking Improvements

Since the 2009 LCI plan, Fairburn has completed several roadway improvements and resurfacing projects. The City continues to be proactive in investing in improvements to enhance the historic downtown area, including enhancements to pedestrian infrastructure, cultural amenities, and public art to create a more attractive and vibrant environment.

Improving walkability and the pedestrian experience is also a key goal for increasing improving the attractiveness of downtown Fairburn. In 2020, the Georgia Department of Transportation executed the construction agreement for a major streetscape project that encompasses enhancements along Broad Street (US 29) from Malone Street to north of Strickland Street. Several improvements are planned along the eastbound and westbound side of Broad Street (US 29), which will remain a four-lane roadway. Planned improvements include a vegetated median, street trees, raised planter beds, and expansion of pedestrian facilities, including brick paver sidewalks, grass buffer strip and landscaping, and new street lighting.

Figure 9: 2009 Fairburn LCI Streetscape Improvements



The City of Fairburn has led other planning and programming initiatives in recent years. With support from ARC, Fairburn completed the City's Creative Placemaking Strategy in 2019, which provides a unified plan for investing in arts and culture to promote economic vitality and enhance Fairburn's desirability as a destination. To guide public art offerings, Fairburn has created an Art Advisory Council that will work with city staff to plan and execute public art projects throughout the City.

Influence of Aerotropolis Atlanta

Aerotropolis Atlanta is an area planned for mixed-use development adjacent to the Hartsfield-Jackson Atlanta International Airport, which is a primary driver of the region's economy that generates an economic impact of approximately \$34.8 billion annually. With more than 63,000 jobs on-site, the Airport is the state's largest employer. It is about a 10-mile drive northeast of the Study Area along I-85.

The Aerotropolis Atlanta Alliance (Alliance) is a public-private partnership created in 2014 with the goal of improving the area's vibrancy and diversification of uses by attracting international corporations, logistics companies, and others that benefit from proximity to the Airport. The Alliance focuses on marketing Aerotropolis for investment, facilitating solutions for workforce challenges, partnering with educational institutions, and championing the south side of the Atlanta metro, including the historic downtowns of local municipalities and corporate headquarters. Major corporations that have been attracted to Aerotropolis include Chick-Fil-A, Delta Airlines, and Porsche Cars North America. In 2016, the Alliance Board of Directors adopted the Aerotropolis Atlanta Blueprint, which is the final report for a planning effort led by ARC, area CIDs, local governments, and the Alliance that has a one- to five-year planning horizon. The document provides a framework and guidance for the strategic planning and development of economic activities and real estate in Aerotropolis by leveraging the Airport to drive investment, job growth, and quality of life improvements. As a follow up to the original plan, Blueprint 2.0 is expected to be completed in 2021 with a capital campaign to follow. Blueprint 2.0 will pay special attention along key corridors and local jurisdictions, enhancing the central business district in the Aerotropolis core, and unlocking the Mountain View area in Clayton County west of the Airport.

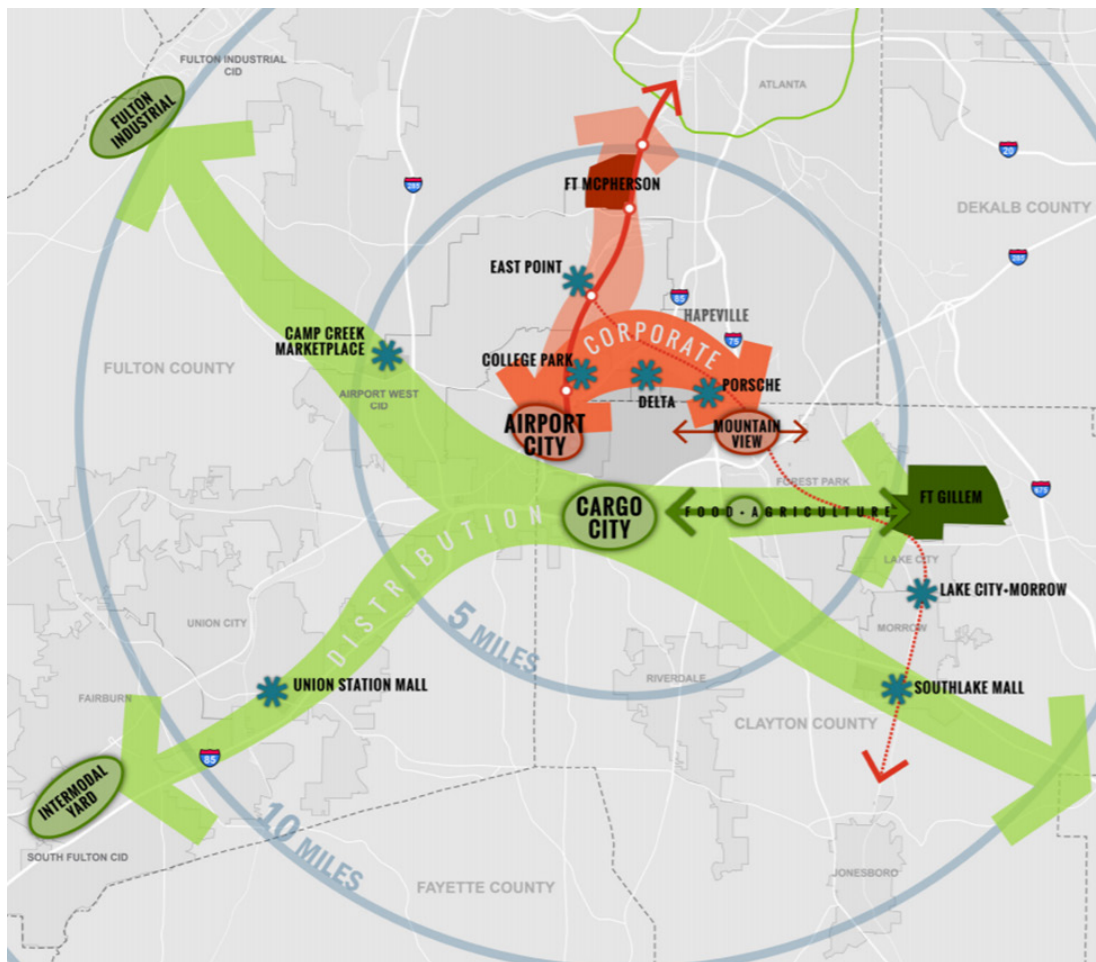
Several catalyst areas are recommended in Aerotropolis Atlanta Blueprint. Most relevant to the LCI Study Area is the identification of I-85 as a distribution corridor. Industrial development has been a major driving force in Aerotropolis. Located approximately ten miles from the Hartsfield-Jackson Atlanta International Airport, the City of Fairburn has emerged as an attractive place for warehouse and distribution companies to locate and has experienced development momentum spreading outward from the Airport along I-85, with several industrial projects in the pipeline and recently constructed in proximity to the interstate. Going forward, the Alliance and local jurisdictions hope to be more intentional in locating new industrial development to minimize potential land use or zoning conflicts. It is likely that this momentum will persist, and

Fairburn will continue to see new development along its major regional transportation corridors.

Proximity to the airport, major transportation corridors, including a CSX rail line, and access to a skilled labor force are all key metrics that have contributed to the attractiveness of Fairburn for this type of development. According to the *2016 City of Fairburn Economic Development Strategic Plan (Phase 1)*, Fairburn comprised 1.3% of all new Fulton County industrial space construction in 2015, notable given the size of the community.

This trend has continued. In fact, based on data provided by the City of Fairburn, more than 4.4 million square feet of industrial space has been completed or approved since 2015. Nearly all of this recent activity is concentrated near I-85.

Figure 10: Aerotropolis Catalyst Areas, 2016



Population Trends

The Study Area has grown by approximately 235 residents since 2010, reaching nearly 1,500 residents in 2020 (*Table 1*). This equates to an 18.7% increase between 2010 and 2020. Comparatively, the City of Fairburn grew at a rate of 21.7%, adding more than 2,800 new residents to reach a total population of 15,727. Fulton County and the Atlanta MSA have grown at slower rates than the Study Area and City of Fairburn during this period. Although the Study Area comprised 9.5% of the City's population base in 2020, it only captured 8.4% of the Fairburn's ten-year population growth.

Table 1: Fairburn Downtown Study Area Population Trends, 2010-2020

Area	2010	2020	2010-2020 Δ		
			#	%	CAGR
Study Area	1,256	1,491	235	18.7%	1.7%
City of Fairburn	12,925	15,727	2,802	21.7%	2.0%
Fulton County	920,581	1,074,841	154,260	16.8%	1.6%
Atlanta MSA	5,286,728	6,049,686	762,958	14.4%	1.4%
Study Area % City	9.7%	9.5%	8.4%		

Source: ESRI BAO, Kimley-Horn

Population by Age

As shown in *Table 2*, population growth in the Study Area between 2010 and 2020 was driven primarily by Baby Boomers, represented by the age cohorts 55 to 74, which reported the strongest absolute and percentage growth. The largest age cohort are children under age 15, making up 23.1% of the population. Millennials (represented by portions of the 25 to 34 and 35- to 44-year-old age segments) are a key demographic in the Study Area, comprising nearly 30% of residents.

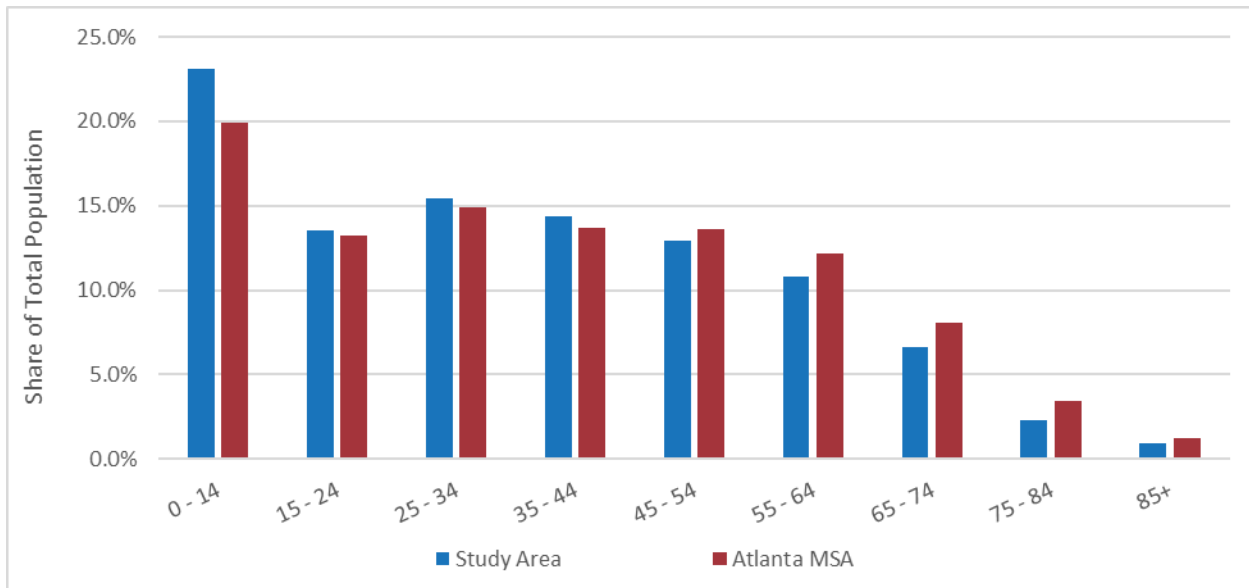
Table 2: Population by Age Cohort, Study Area, 2010-2020

Cohort	2010	2020	2010-2020 Δ	
			#	%
0 - 14	322	344	23	7.1%
15 - 24	168	201	33	19.6%
25 - 34	201	230	29	14.3%
35 - 44	202	215	12	6.2%
45 - 54	162	192	30	18.7%
55 - 64	112	161	49	44.1%
65 - 74	51	98	47	91.1%
75 - 84	25	34	9	36.5%
85+	10	13	3	33.5%
Total	1,256	1,491	235	18.7%

Source: ESRI BAO, Kimley-Horn

The age distribution of the populations living in the Study Area and City of Fairburn generally follow a very similar pattern. When compared with the Atlanta MSA, the Study Area has higher shares of younger residents as shown in *Figure 11*. While children under age 15 represent the largest age cohort in both geographies, they make up larger share of the Study Area's population. In comparison, the MSA has greater shares of all age cohorts above 45 years old.

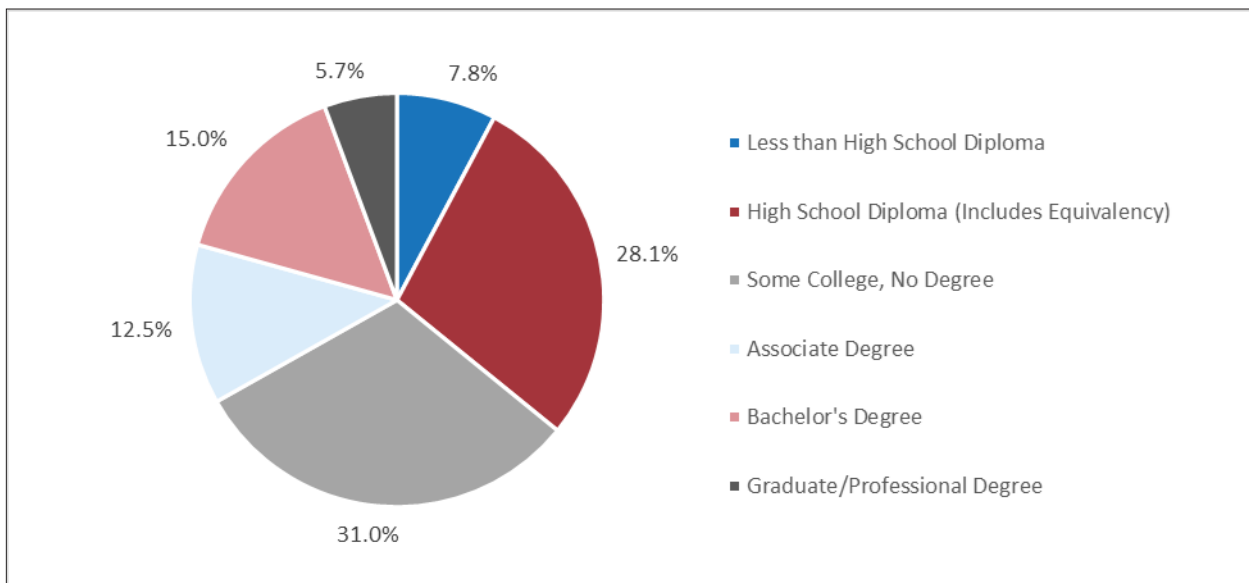
Figure 11: Comparison of Age Cohorts, 2020



Educational Attainment

For Study Area residents over the age of 25, approximately 28.1% have achieved a high school diploma or equivalency degree as shown in *Figure 12*. Another 31.0% have some college experience, but no degree. Approximately 33.2% have obtained a degree higher than a high school diploma, compared with 34.9% in the City of Fairburn and 47.9% in the Atlanta MSA.

Figure 12: Educational Attainment, Study Area, 2020



Source: ESRI BAO, Kimley-Horn

Household Trends

The Study Area had an estimated 557 households in 2020, comprising 9.7% of the City total (*Table 3*). Households in the Study Area increased 18.0% from 2010 to 2020. Comparatively, Fairburn increased by 22.3%. The Compound Annual Growth Rates, or CAGRs, were 1.7% in the Study Area and 2.0% in the City. The Study Area captured 8.1% of the City's household growth since 2010.

Table 3: Comparison of Household Trends, 2010-2020

Area	2010	2020	2010-2020 Δ		
			#	%	CAGR
Study Area	472	557	85	18.0%	1.7%
City of Fairburn	4,680	5,723	1,043	22.3%	2.0%
Fulton County	376,377	444,643	68,266	18.1%	1.7%
Atlanta MSA	1,943,885	2,229,119	285,234	14.7%	1.4%
Study Area % City	10.1%	9.7%	8.1%		

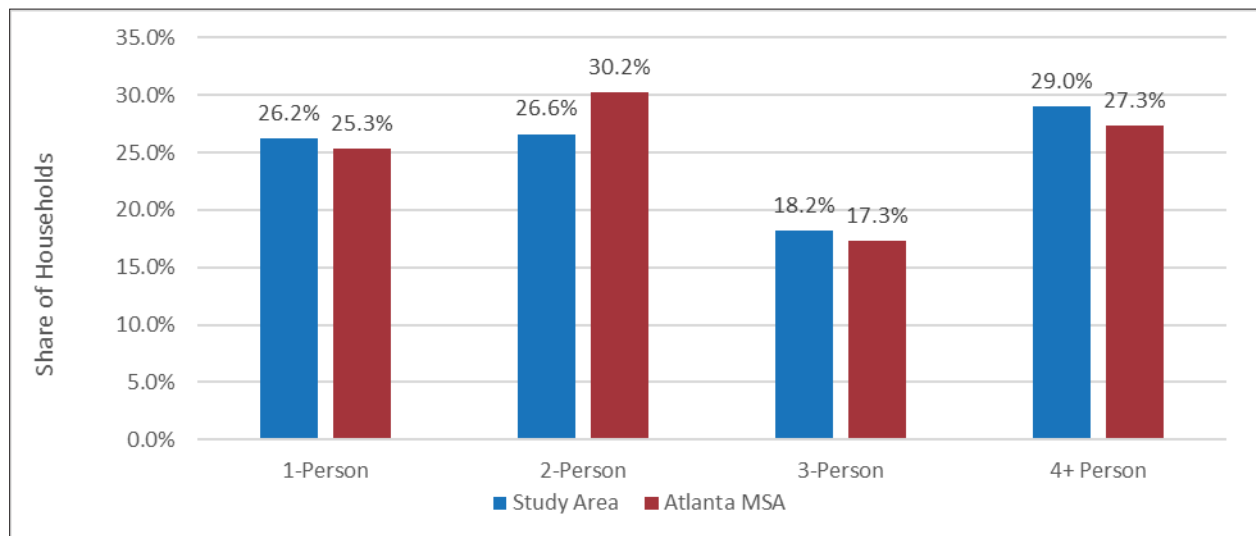
Source: ESRI BAO, Kimley-Horn

As of 2020, Fulton County had an estimated 444,643 households and the larger Atlanta MSA reported nearly 2.3 million households. The MSA grew by a slower rate than the three smaller areas, while the County grew at nearly the same rate as the Study Area.

Household Size

Households in the Study Area grew at a slower rate than population between 2010 and 2020, indicating a growing household size over the time period. Based on the 2010 Census, the distribution of household sizes in the Study Area and Atlanta MSA follow a similar pattern as shown in *Figure 13*. Together, one- and two-person households make up more than half of the populations in both geographies, with two-person households comprising the largest share. The MSA has a larger share of two-person households, while the Study Area has a higher share of singles and households containing three or more people. The City of Fairburn has a similar distribution of household sizes as the Study Area.

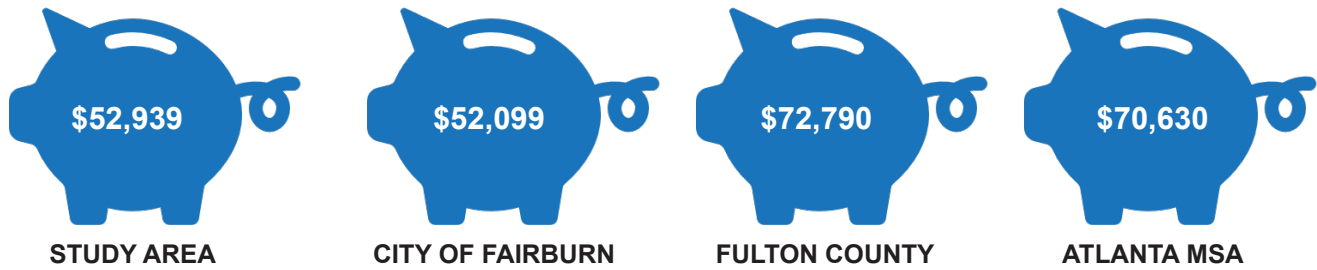
Figure 13: Comparisons of Households by Size, 2010



Household Income

The Study Area has an estimated median household income of \$52,939 in 2020, slightly higher than the median for the City of Fairburn (\$52,099). The Study Area's median is notably lower than the measures reported for Fulton County (\$72,790) and Atlanta MSA (\$70,630). While the median income levels are ex-

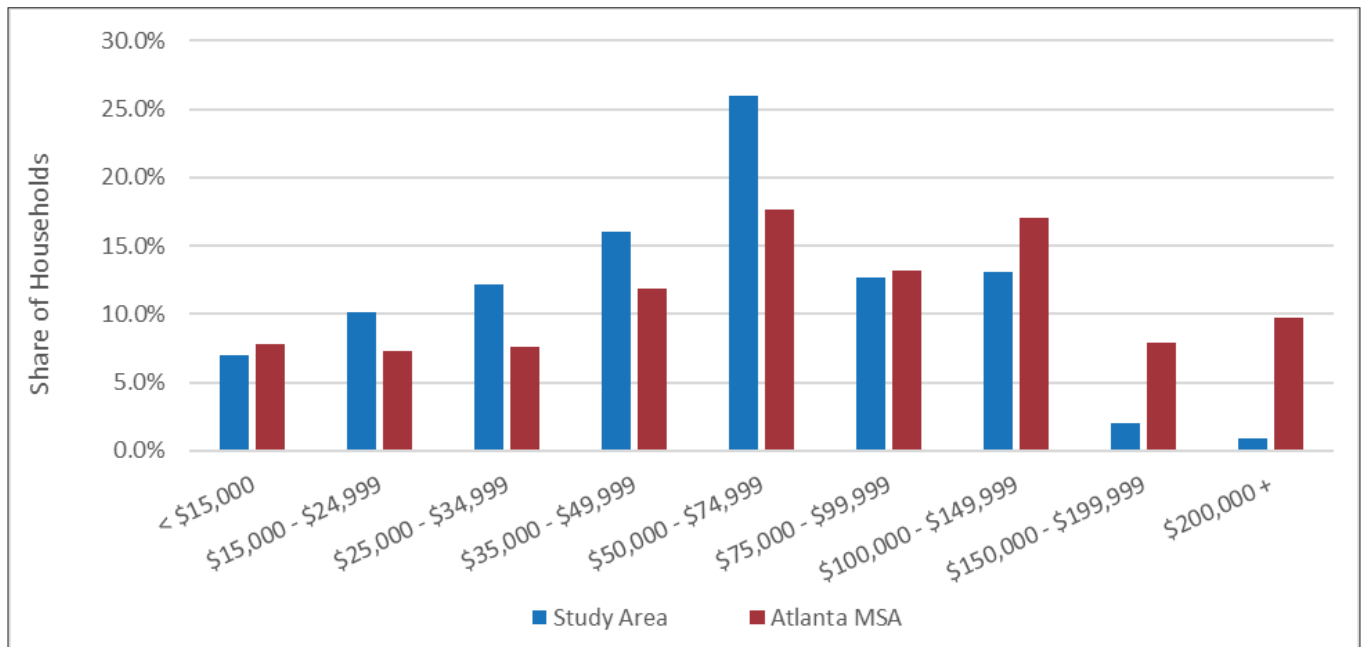
pected to increase in all three geographies over the next five years, the MSA will likely continue to outpace the Market Area and Fulton County.



Source: ESRI BAO; Kimley-Horn

As shown in *Figure 15*, the Study Area has larger shares of households earning less than \$75,000 annually. Higher-earning households are more prevalent in the Atlanta MSA, reflecting the higher median income when compared to the Study Area. The income cohort representing households with annual incomes between \$50,000 and \$74,999 comprises the largest share in both geographies. Comparatively, the City of Fairburn follows a similar distribution of income cohorts as the Study Area.

Figure 15: Comparison of Income Cohorts, 2020



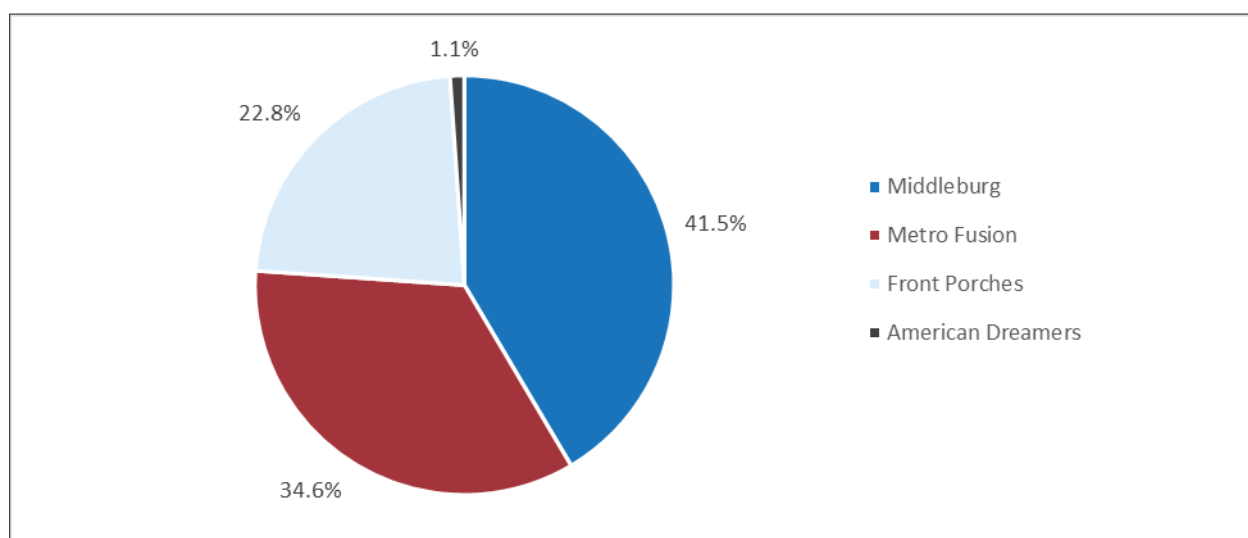
Source: ESRI BAO; Kimley-Horn

Tapestry Segmentation

In addition to traditional demographic data analysis, another useful technique for better understanding the profile of the Study Area is market segmentation, which classifies consumers according to shared characteristics. Tapestry segmentation, provided by Environmental Systems Research Institute (ESRI), divides households into 67 groups based on consumer spending patterns and lifestyle attributes. Data provided in this type of analysis is increasingly being used by developers, builders, and retail tenants in the site selection and due diligence process.

As shown in *Figure 16*, all of the households in the Study Area are represented by four segments: Middleburg, Metro Fusions, Front Porches, and American Dreamers. Profiles of the four Tapestry segments are provided.

Figure 16: Share of Households by Tapestry Segment, Study Area, 2020



Source: ESRI BAO; Kimley-Horn

MIDDLEBURG (41.5%)

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Neighborhoods changed rapidly with the addition of new single-family homes. This market is younger but growing in size and assets.

Housing Preference: Single-Family

Defining Traits

- Median household income (\$55,000) and median net worth (\$89,000) are both above the US medians
- Education: 66% with a high school diploma or some college
- Greater share of homeowners than US average (74.3% vs. 63.6%), and median home value (\$158,000) is less than US median
- Unemployment rate lower at 7.4% and labor force participation typical of a younger population at 66.7%
- Residents are conservative, family-oriented consumers



METRO FUSION (34.6%)

This segment is typically comprised of well-educated young professionals, some of whom are still completing their education. They are regularly employed in professional or technical occupations. This segment ranks in the top five for renters, movers, college enrollment, and labor participation.

Housing Preference: Multi-family

Defining Traits

- One of the youngest markets in the United States; half are less than 35
- Primarily single-person households
- Highly mobile as they begin their careers, changing addresses frequently
- Apartment rentals are popular with over 70% seeking buildings containing five+ units
- High labor force participation at over 75%
- Two out of three have some college



AMERICAN DREAMERS (1.1%)

Located on the periphery of the largest metro areas in the South and West, most American Dreamers households include younger married-couple families with children, and frequently, grandparents. Diversity is high; many residents are foreign-born, of Hispanic origin. Hard work and sacrifice have improved their economic circumstance as they pursue a better life for themselves and their family.

Housing Preference: Single-family

Defining Traits

- The majority hold a high school diploma only or spent some time at college or university
- Most residents derive income from wages or salaries, but the rate of poverty is a bit higher than average in this market
- Money is spent carefully with spending focused more on necessities for the members of the household than the home
- This market is connected and adept at accessing what they want from the Internet



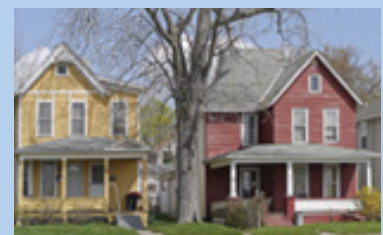
FRONT PORCHES (22.8%)

Neighborhoods defined as Front Porches blend household types, with more young families with children or single households than average. This group is also more diverse than nationwide. More than half of householders are renters, and many of the homes are older town houses or duplexes. Friends and family central to these residents and help influence household buying decisions.

Housing Preference: Single Family; Multi-family

Defining Traits

- Older, established neighborhoods, three-quarters of all homes were built before 1980
- Composed of blue-collar workforce with a strong labor participation rate, but unemployment is slightly high
- With limited incomes, these are not adventurous shoppers; price is more important than brand names or style
- Prefer cellphones over landlines, and use their mobile devices for entertainment like streaming and music



Population Forecasts

Population forecasts in this section are based on data provided by the Atlanta Regional Commission (ARC) with a forecast horizon of 2050. The forecasts are prepared as part of ARC's Traffic Demand Model based on the geographic unit, traffic analysis zones (TAZs), which encompass areas with similar land uses and commuter travel. Based on the planning horizon of this project, population forecasts have only been presented through 2040.

Population forecasts presented for the City of Fairburn are based on the TAZs that contain the city limits. It is important to note that the TAZs do not match precisely with the city boundaries. As shown in *Figure 17*, population in the Study Area is expected to steadily increase between 2020 and 2040, growing from 12,925 residents to 21,570. This equates to a growth rate of 37.2% over 20 years.

Figure 17: Population Forecast, City of Fairburn, 2020-2040

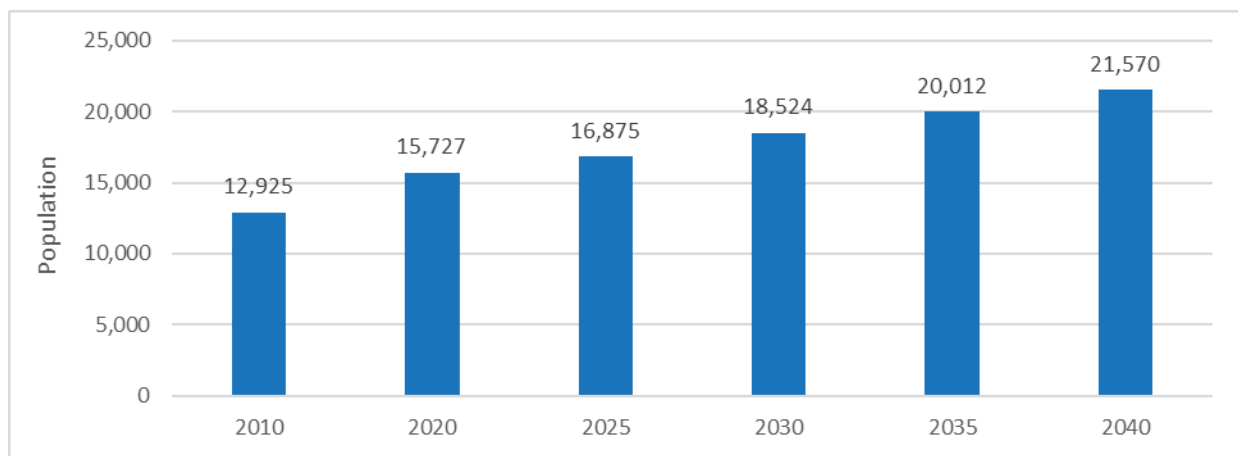


Figure 34: Apartment Performance Trends, South Fulton Submarket, 2016-2020

Source: ARC, Kimley-Horn

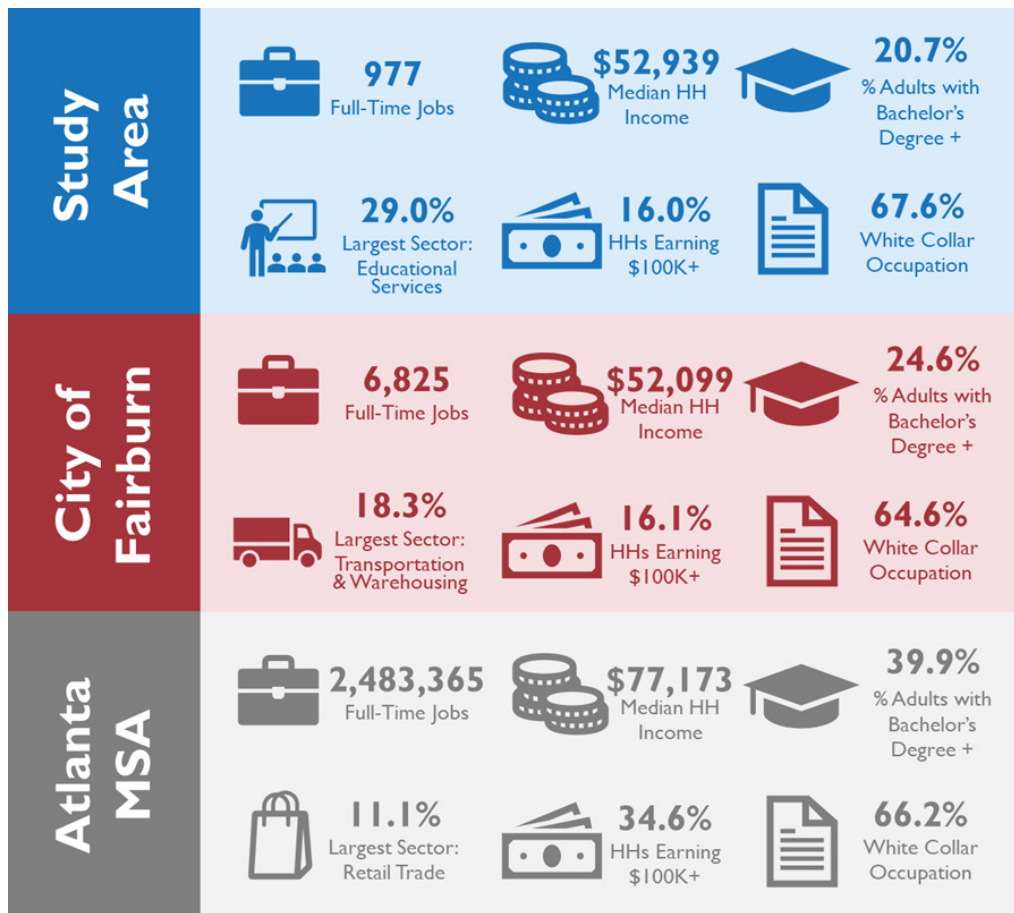
Economic Profile

This section analyzes employment trends for the twenty-nine-county Atlanta MSA, and more specifically for the Study Area. Major industry sectors and commuting patterns are also presented. Forecasts provided by ARC through 2050 for the City of Fairburn and Fulton County are provided.

Economic Overview

As of 2018, there were an estimated 977 total, full-time jobs in the Study Area, with Educational Services representing the largest sector comprising 29.0% of all jobs. The largest employment sectors in the City of Fairburn and Atlanta MSA comprise lower shares of overall employment, indicating more diverse economies. When compared with the City of Fairburn, the Study Area has similar measures of household income levels. On average, Study Area residents are less educated, but there is a higher share of residents with an occupation considered white collar than the City. Households in the Atlanta MSA have comparably higher incomes, with a greater share earning more than \$100,000 annually, and higher levels of educational attainment than the Study Area.

Figure 18: Population Comparison for Study Area, City of Fairburn, and Atlanta MSA

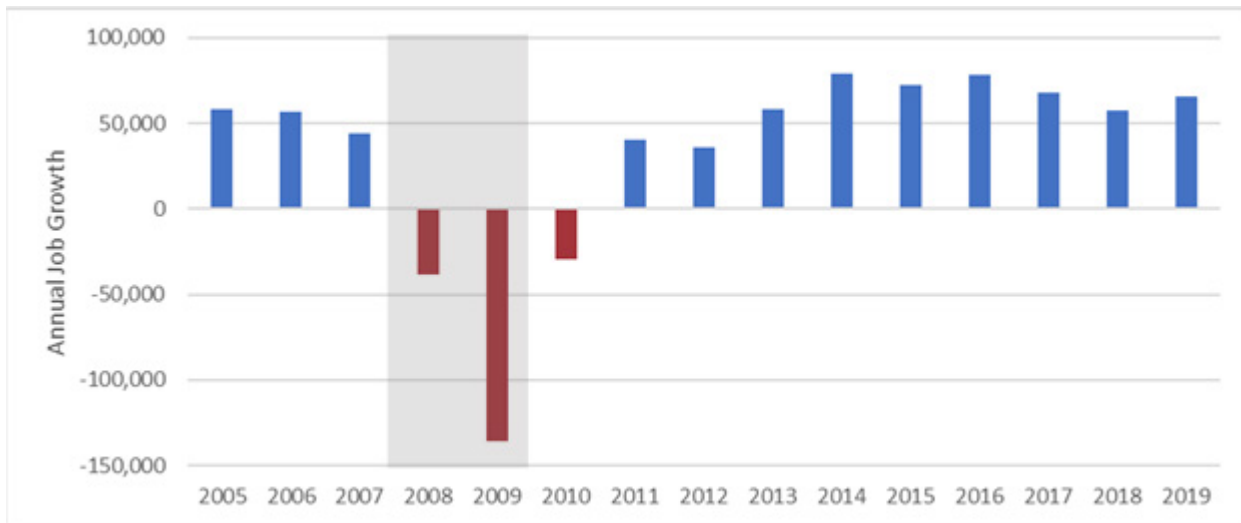


Source: ESRI BAO, Kimley-Horn

Annualized Regional Employment

Consistent with national trends, the Atlanta MSA economy was interrupted by the 2007-2009 Great Recession, reporting significantly reduced job growth and annual net job loss during and immediately after this period as shown in *Figure 19*. The largest annual loss was demonstrated in 2009 with a net loss of nearly 40,000 jobs across the region. In the years since 2010, the MSA has strongly rebounded, posting annual net job gains averaging more than 61,500 jobs per year.

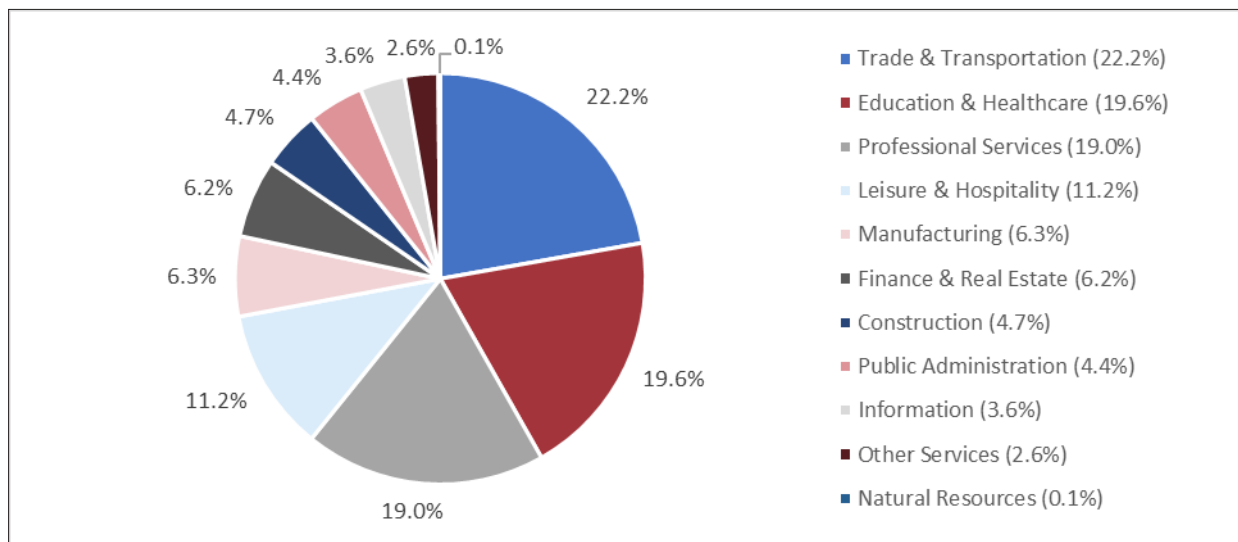
Figure 19: Annual Net New Job Growth, Atlanta MSA, 2005-2019



Source: Georgia Dept. of Labor, Kimley-Horn

In 2019, the twenty-nine-county Atlanta MSA hosted more than 2.68 million jobs. As shown in *Figure 20*, the MSA's largest supersector as defined by the North American Industry Classification System (NAICS) was Trade & Transportation, nearly half of which were in the Retail Trade industry. The next largest sectors include Education & Healthcare (19.6%), followed by Professional Services (11.5%).

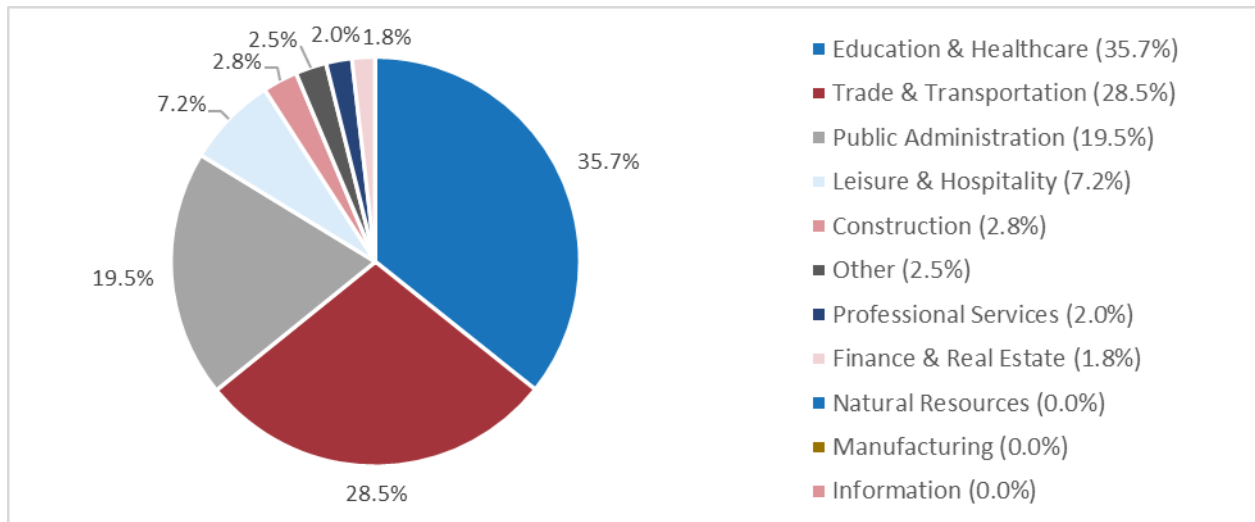
Figure 20: Estimated Shares of Employment by NAICS Supersector, Atlanta MSA, 2019



Study Area Employment

The Study Area currently hosts approximately 977 jobs. As shown in *Figure 21*, the largest NAICS supersector by total employment is Education & Healthcare, comprising 35.7%, a majority of which are in Educational Services. Trade & Transportation (28.5%) and Public Administration (19.5%) represent the second and third largest sectors. Combined, these three sectors comprised approximately 83.7% of all jobs in the Study Area.

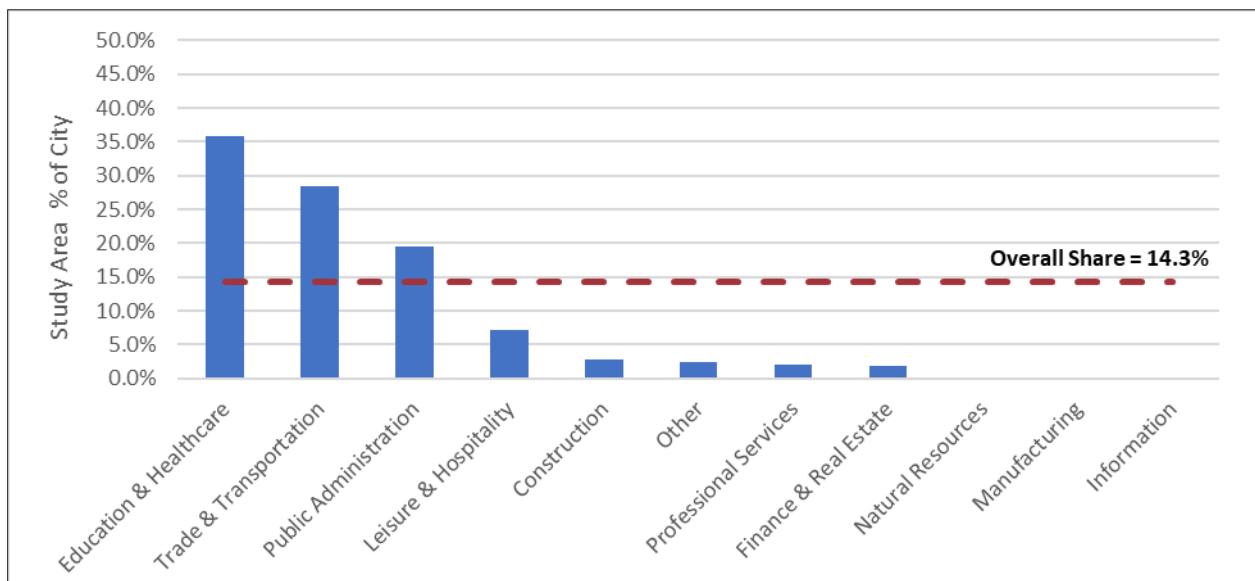
Figure 21: Estimated Shares of Employment by NAICS Supersector, Study Area, 2018



Source: US Census LEHD On the Map; Kimley-Horn

As shown in *Figure 22*, the approximately 977 jobs in the Study Area comprise 14.3% of the City of Fairburn's total employment. The supersectors with the largest share of local employment include Education & Healthcare (35.7%), Trade & Transportation (28.5%), and Public Administration (19.5%).

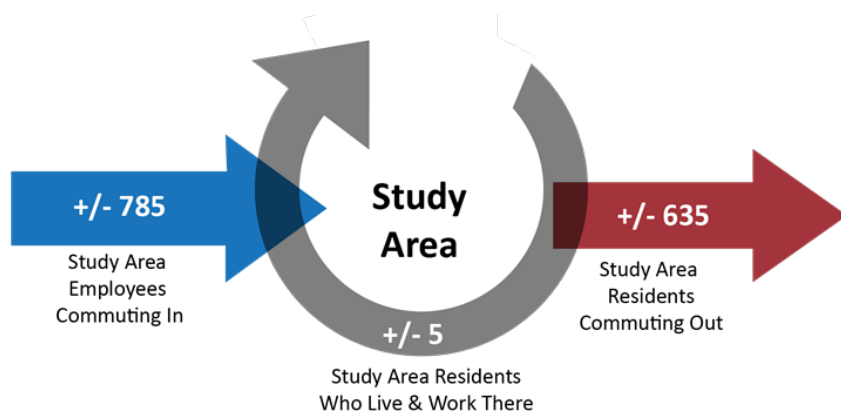
Figure 22: Study Area Share of City of Fairburn Jobs, 2018



Commuting Patterns

Based on data from the US Census's LEHD data set, an estimated 785 people travel into the Study Area for employment daily and more than 635 of the employed population commuted out as shown in *Figure 23*. The Study Area has an estimated 5 people that live and work there, making up approximately 0.5% of those who work there. These figures are based on the most recent commuting patterns as presented by the U.S. Census.

Figure 23: Inflow/Outflow Job Counts, Study Area, 2018



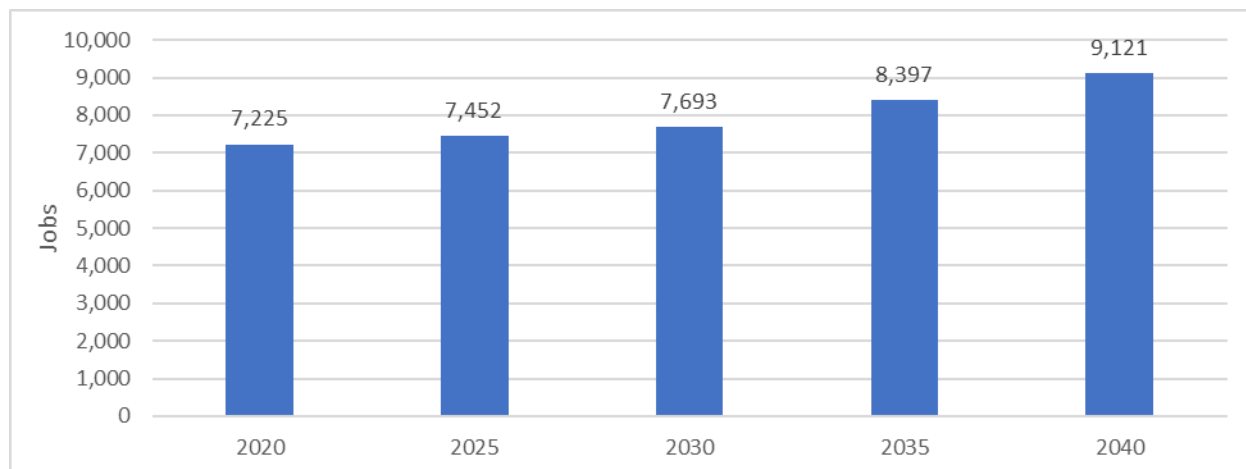
Source: US Census LEHD On the Map; Kimley-Horn

Approximately 46.3% of the Study Area's employed residents work within Fulton County, with nearly one-quarter commuting to Atlanta. The next most popular out-commuting locations are Dekalb County (10.0%), Cobb County (9.5%), and Clayton County (8.3%). For employees commuting into the Study Area, 26.7% live within Fulton County, 14.4% live in Coweta County, and 13.0% live in Fayette County.

Employment Forecasts

Like the population forecasts, the job forecasts presented are based on data provided by ARC. Over the next 20 years, employment in the City of Fairburn is expected to grow from more than 7,200 jobs in 2020 to 9,100 in 2040, equating to a rate of 26.2% as shown in *Figure 24*.

Figure 24: Employment Forecast, City of Fairburn, 2020-2040



Source: ARC, Kimley-Horn

Real Estate Profile

This section presents real estate performance profiles for residential, retail, and office real estate sectors. To give high-level indications of market momentum, this analysis presents five-year performance trends for the larger South Fulton Submarket, as well as Fulton County. Performance trends are based on data provided by REIS, a third-party commercial real estate data company, and various online commercial real estate marketplaces. The trends are coupled with descriptions of local product and price points to determine opportunities and strategies focused on the Study Area's positioning in the region.

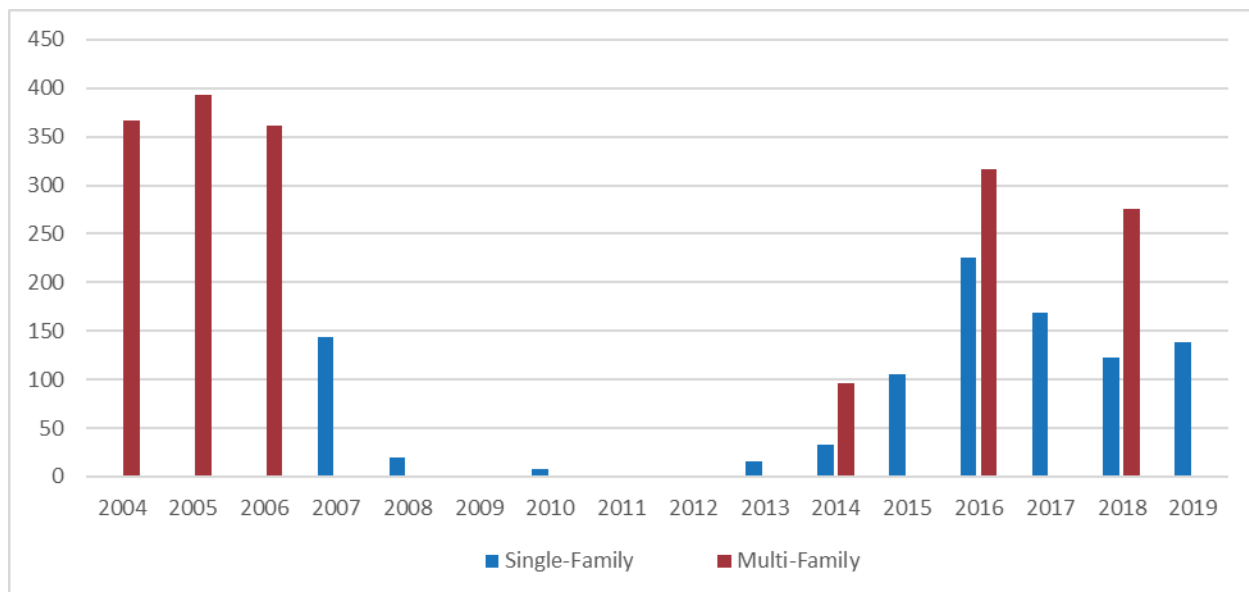
Residential

This section provides an overview of the residential market in the Study Area and surrounding area. Data points include building permitting activity, housing units by type and value, and a review of the for-sale and rental residential markets.

Building Permits

During the years leading up to the 2007-2009 Great Recession, the City of Fairburn averaged nearly 375 residential building permits per year, all of which were for multi-family structures containing at least five units. However, as shown in *Figure 25*, permitting activity was interrupted by the Recession and years immediately following it. Between 2007 and 2013, only single-family permits were issued and at much lower rates. Since 2013, the City has averaged nearly 250 residential permits per year. Single-family permits have been issued in every annual period since then, ranging from 33 in 2014 to 226 in 2016. Multi-family residential permits have been concentrated in 2014, 2016, and 2018, all of which were in structures containing five or more units (projects included Solstice, Manor at Broad Street, Crofthouse). No permits for structures containing two to four units were issued between 2004 and 2019.

Figure 25: Residential Building Permit Trends, City of Fairburn, 2004-2019

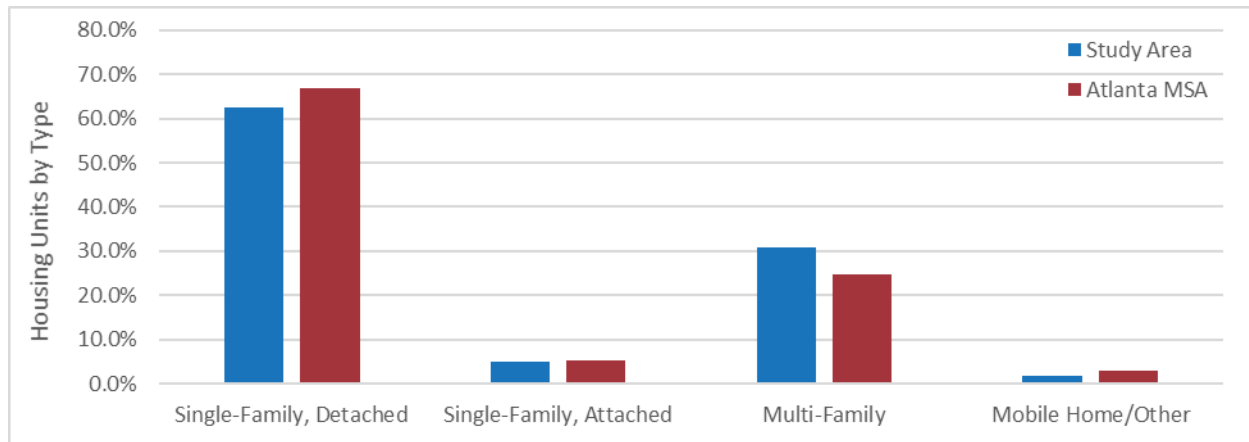


Source: ESRI BAO; Kimley-Horn

Housing Units by Type

Nearly 63% of all the housing units in the Study Area are detached single-family, lower than the almost 67% share reported for the Atlanta MSA, which encompasses more suburban areas as shown in *Figure 26*. Comparatively, multi-family units are more prevalent in the Study Area, which is focused on Fairburn's downtown area. The MSA has slightly larger shares of townhouse and mobile home/other units. The City of Fairburn has a slightly larger share of detached single-family units at 65.0% and slightly lower share of multi-family units when compared with the Study Area.

Figure 26: Comparison of Shares of Housing Units by Type, 2018

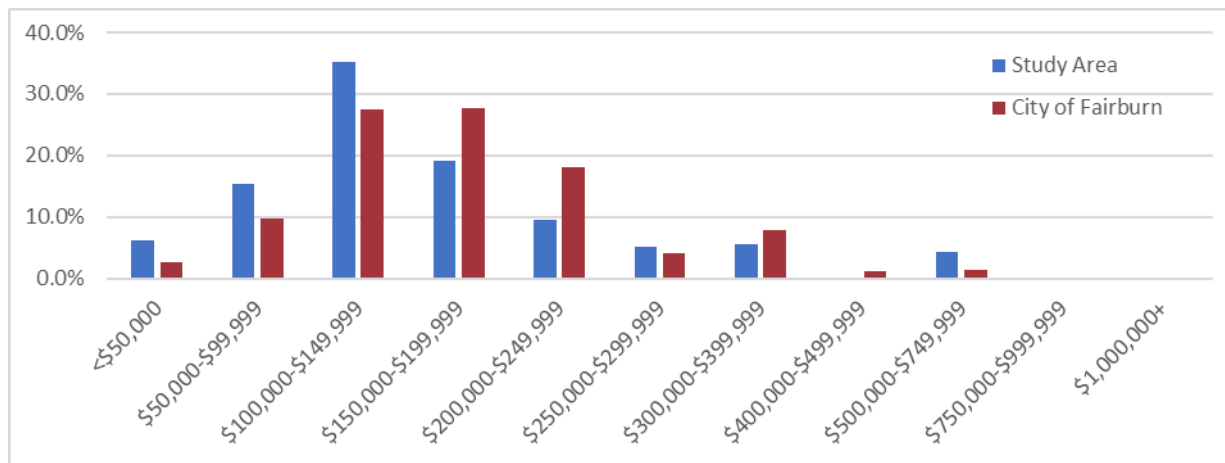


Source: US Census 2014-2018 American Community Survey, Kimley-Horn

Median Home Value

The median home value in the Study Area was \$140,720 in 2020, 16.3% lower than the \$168,220 for the City of Fairburn and 67.2% lower than \$235,337 for the Atlanta MSA. The most common range of housing value in the Study Area is between \$100,000 and \$149,999, comprising 35.1% of all housing units as shown in *Figure 27*. In comparison, the most prevalent range of housing value for the City is between \$150,000 and \$199,999. The Study Area has higher shares of units below \$150,000, as well as some ranges on the higher end of the spectrum, including homes valued between \$500,000 and \$749,999.

Figure 27: Comparison of Shares of Housing Units by Value, 2020



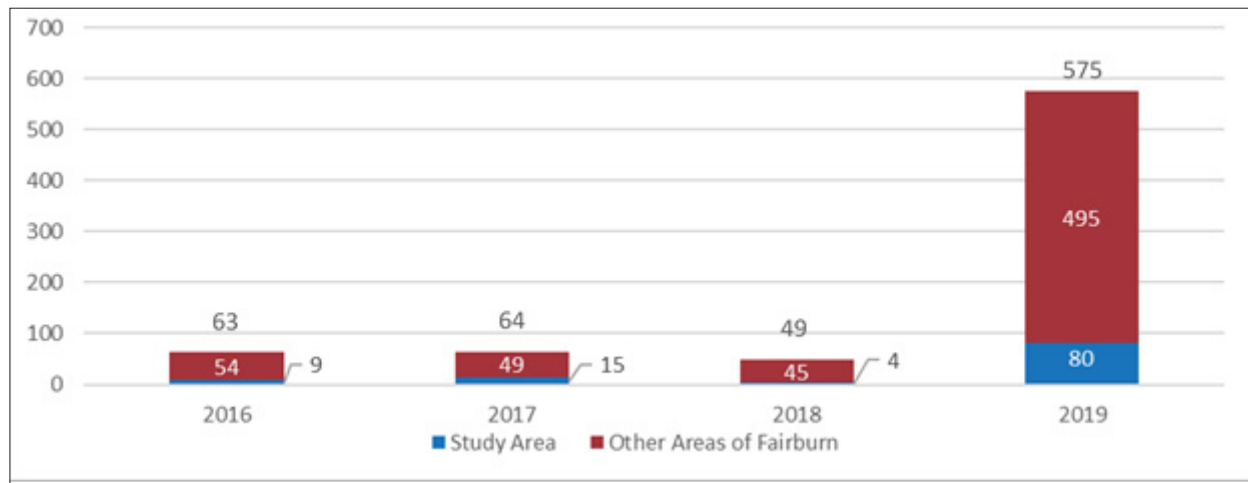
Source: ESRI BAO; Kimley-Horn

As reflected in the higher median home value, nearly 60% of the housing stock in the Atlanta MSA has a home value above \$200,000, compared with almost one-quarter of the Study Area's inventory.

For-Sale Residential

Data on recent residential sales in the Study Area and City of Fairburn was obtained from the Fulton County Board of Assessors, which is available through year-end 2019. Based on this data, sales between 2016 and 2017 were relatively stable Citywide, with a slight dip in 2018, before increasing significantly in 2019 as shown in *Figure 28*. The Study Area followed a similar pattern, reaching 80 sales in 2019. Approximately 13.9% of sales within the City in 2019 occurred in the Study Area.

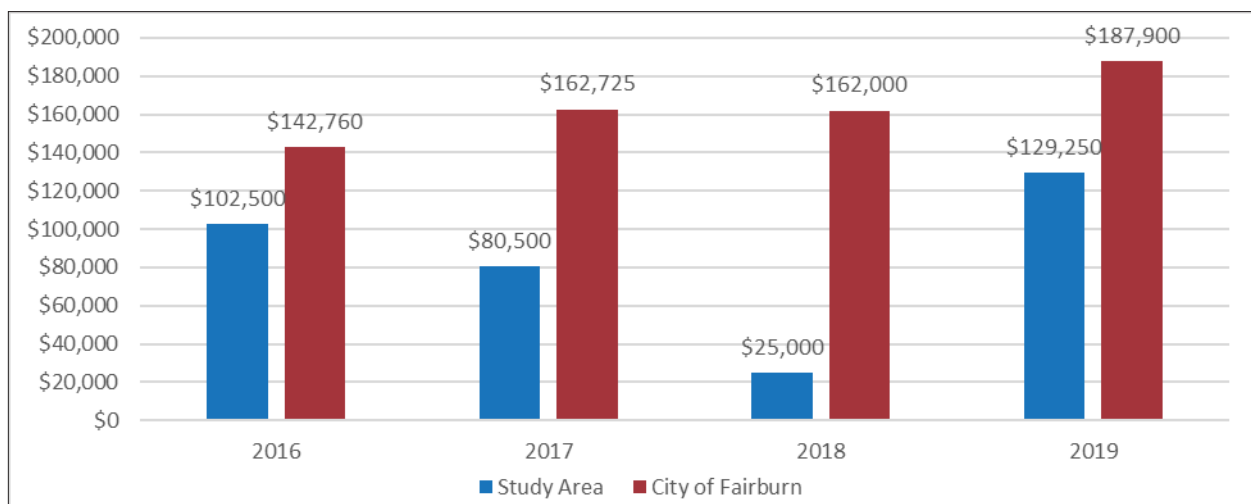
Figure 28: Comparison of Detached Single-Family Closing Trends, 2016-2019



Source: Fulton County Board of Assessors; Kimley-Horn

Overall, the median closing price in Fairburn increased 31.6% from \$142,760 in 2016 to \$187,900 in 2019 as shown in *Figure 29*. The price trend in the Study Area is more reactive than the Citywide total, in part due to the smaller inventory of sales. The City, which encompasses a more diverse stock of housing, has maintained a premium over the Study Area in all four years. In 2019, the Study Area's median of \$129,250 was 45.4% lower than the City's measure.

Figure 29: Comparison of Detached Single-Family Median Sale Price Trends, 2016-2019



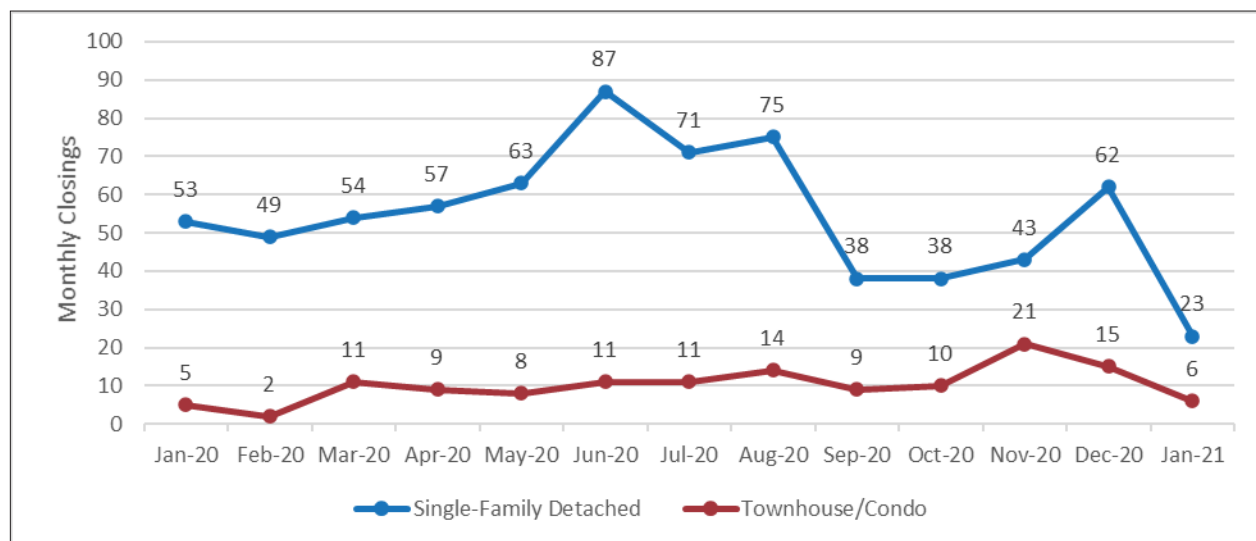
Source: Fulton County Board of Assessors; Kimley-Horn

There were no sales of attached single-family product identified in the Study Area in recent years. In 2019, there were 22 sales of townhouse-style units reported City-wide, an increase from no sales identified in the three preceding years. The median sales price in 2019 was \$131,250.

The Georgia Multiple Listing Service (MLS) data has data that can be used to understand market momentum in the for-sale residential market in the last 12 months. Note that the data reflected in the charts below are for all properties in zip code 30213, which includes Fairburn, but also extends northwest, incorporating portions of South Fulton and Campbellton. This area does not align with the City limits or the Study Area, so data points should not be used for comparative purposes to the historic trends. However, the information from MLS does indicate continued market momentum through 2020 for the for-sale market in the area.

As shown in *Figure 30*, the 30213-zip code reported more than 50 closings per month between January 2020 and August 2020. Closings were highest, between 70 and 85 units per month, during the summer, which is typically a high-volume period. It should be noted that closings in the Fairburn are remained strong despite the COVID-19 pandemic. Closings for detached units dropped off in the fall and winter, consistent with typical cycles that slow following the start of a school year. Attached units, primarily townhouses in this area, remained steady with five to 15 closings per month over the last year.

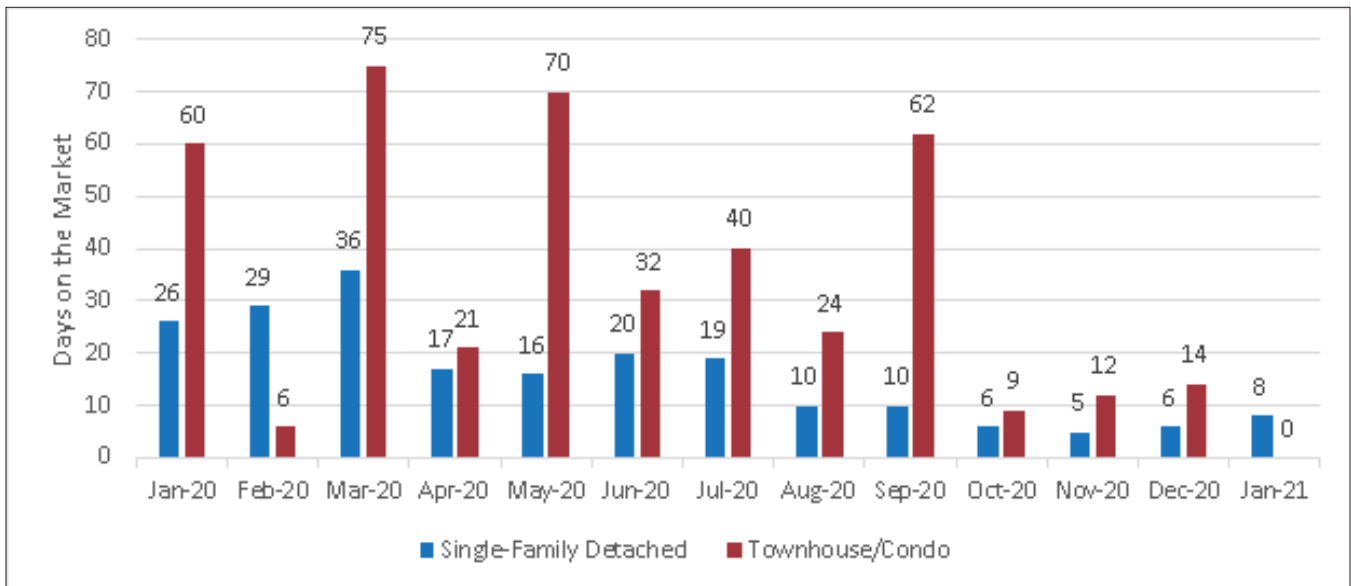
Figure 30: For-Sale Residential Closings, Zip Code 30213, 2020-2021



Source: Georgia MLS

Figure 31 depicts the number of days on the market for for-sale detached and attached units in zip code 30213. Single-family detached units have a comparatively fewer number of days on the market, reaching less than 10 in the last four months of the year. This indicates that inventory is limited, and new listings are purchased quickly. Attached product, primarily townhouses in this area, had longer lead times for sales in the first half of 2020, averaging more than 40 days on the market. However, the number of days on the market declined rapidly, falling in line with detached units in late-2020.

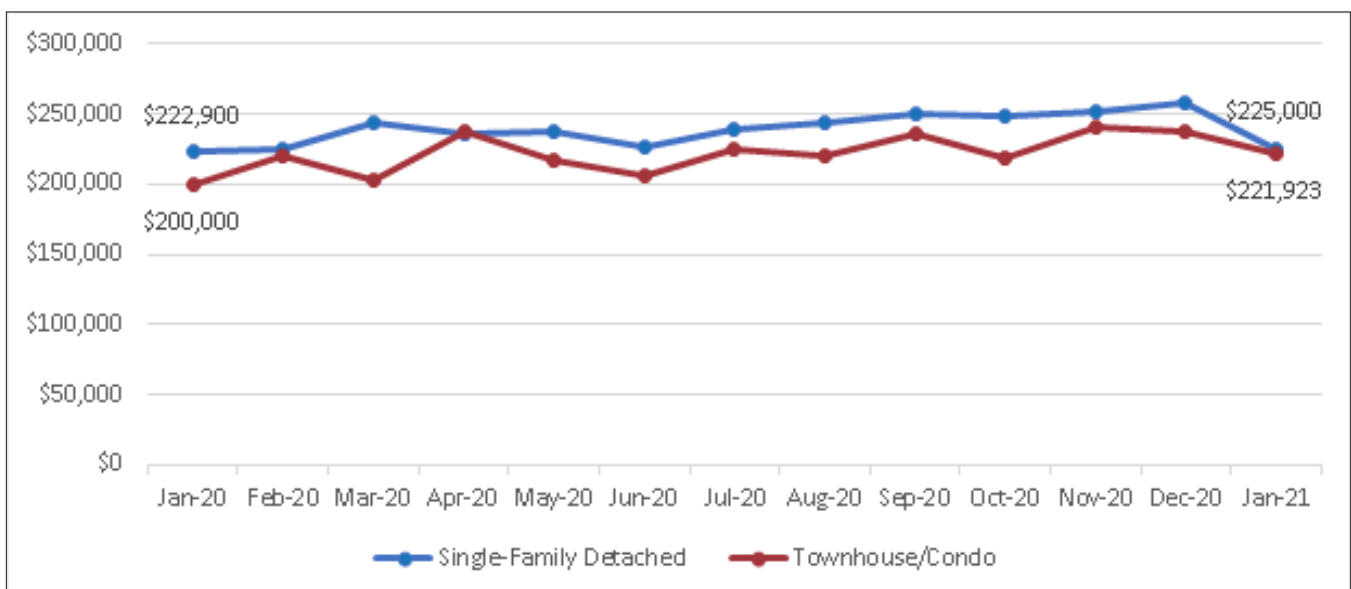
Figure 31: For-Sale Residential Days on the Market, Zip Code 30213, 2020-2021



Source: Georgia MLS

The median closing price in zip code 30213 remained relatively stable for single-family detached units throughout 2020. The median price was \$225,000 in January 2021, the most recently month that data is available. This represents a 0.9% increase over the January 2020 measure as shown in *Figure 32*. Attached product experienced a more notable increase over the last 13 months, growing from a median price of \$200,000 in January 2020 to more than \$221,000 in January 2021.

Figure 32: For-Sale Residential Days on the Market, Zip Code 30213, 2020-2021



Source: Georgia MLS

Lightning Community Strategic Plan

For-sale residential units in the Study Area are largely contained in long-established neighborhoods that have been fixtures of the community for decades. The Lightning Neighborhood is one of these, characterized by narrow streets, empty lots suitable for infill, small cottage craftsman style homes, and some light commercial parcels. It is in the northwest corner of the City of Fairburn near the intersection of West Campbellton Street and West Broad Street.

The City of Fairburn sponsored the development of a housing analysis in 2016, followed by a community strategic plan in 2019. Key findings of those studies have been incorporated into this analysis, as follows:

- There are 137 parcels of land in the Lightning Community with most either single-family detached or vacant
- Of the 99 parcels with structures in the community, 74% of the homes were considered adequate, 3% were deteriorating, and 23% were classified as dilapidated
- The housing market in the Lightning Community has historically been slow; there were 16 transactions between August 2017 and September 2018 with an average sales price of nearly \$37,000
- The priorities that were established by the studies were to maintain and enhance the quality of life of the community residents and visitors and to preserve the character of the Neighborhood
- Several improvements/investments were identified to help the community achieve their goals:
- Resolve drainage issues from stormwater flow
 - Manage the design of roadways for the Neighborhood and provide better lighting and
 - Safety improvements for pedestrians
 - Expand the Park to enhance safety and social activities
 - Resolve zoning issues for non-conforming lot sizes and uses

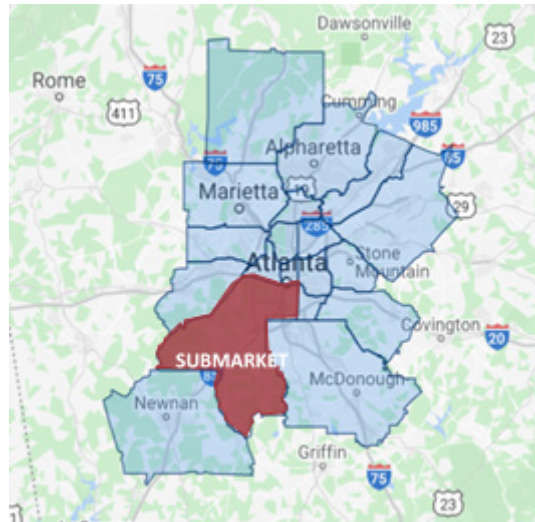
Multi-Family Rental Residential

South Fulton Submarket Performance

There are approximately 34,570 market-rate units in professionally managed apartment communities in the South Fulton Submarket as shown in *Figure 33*. Units completed since 2010 comprise an estimated 10% of the total inventory.

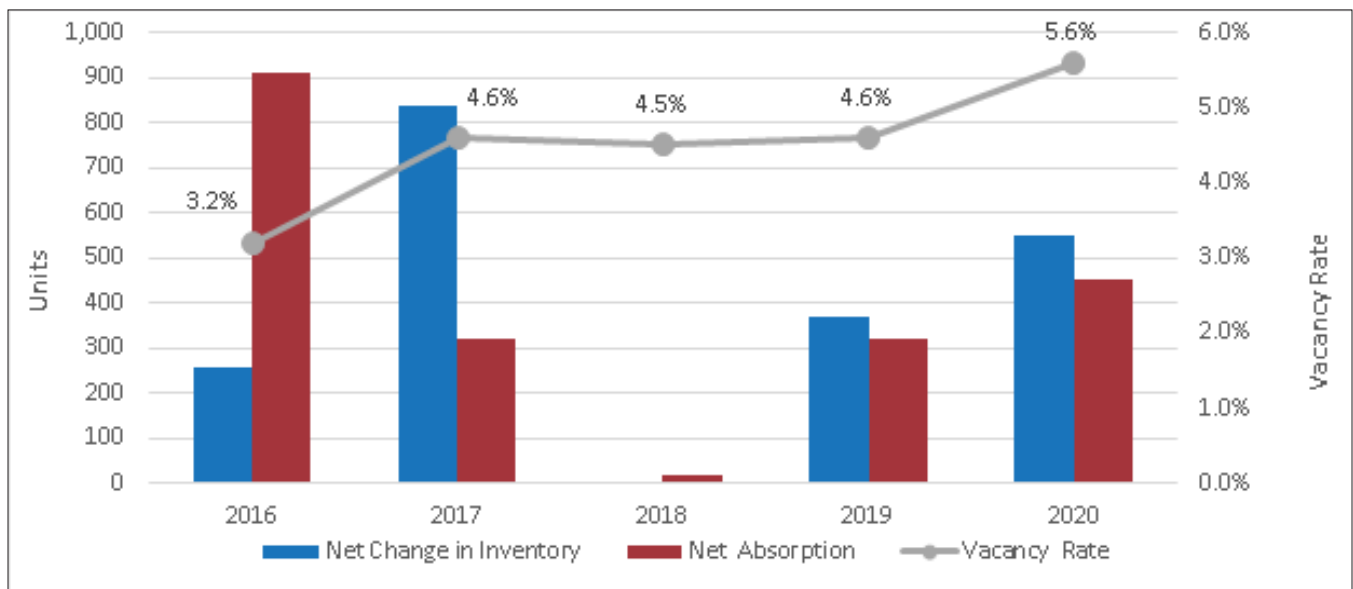
Since 2016, there have been nearly 2,020 new multifamily units completed, averaging approximately 400 deliveries annually as shown in *Figure 34*. Net absorption fell behind annual deliveries in 2020, resulting in an increase in vacancy rate across the Submarket. It should be noted that multi-family vacancy in the region has remained below the 7% industry-standard representing a healthy, or fluid, market in the last several years.

Figure 33: South Fulton Apartment Submarket



Source: REIS

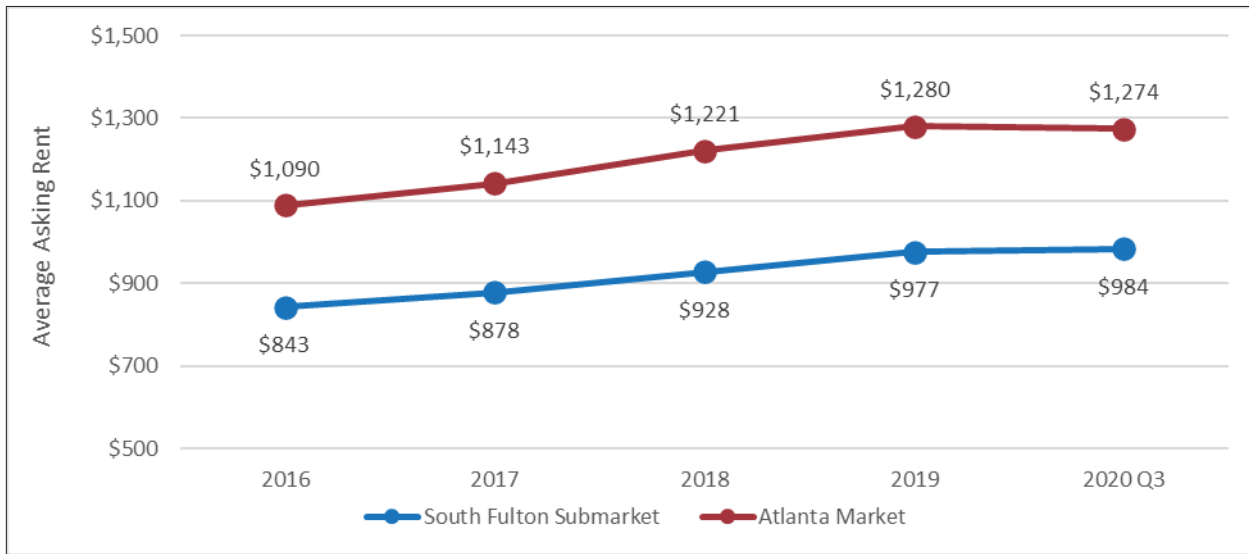
Figure 34: Apartment Performance Trends, South Fulton Submarket, 2016-2020



Source: ESRI BAO; Kimley-Horn

Between 2016 and the third quarter of 2020, the Atlanta MSA has consistently maintained a premium over the South Fulton Submarket as shown in Figure 35. The average asking monthly rent for the South Fulton Submarket was estimated at \$984 in third-quarter 2020. This represents a 16.7% increase from the 2016 measure of \$843. At 16.9%, asking monthly rent in the larger MSA grew at a similar rate as the Submarket, from \$1,090 in 2016 to \$1,274 in 2020 Q3.

Figure 35: Comparison of Asking Monthly Rent Trends, 2016-2020 Q3



Source: ESRI BAO; Kimley-Horn

Representative Local Multi-Family Communities

Recently constructed multi-family rental product is limited in Fairburn, and especially in the Study Area. The only professionally managed multi-family community identified in the Study Area is Village Gardens Apartments, located across Broad Street from the Fairburn Educational Campus. The apartment complex contains a total of 134 units in 14 two-story buildings. The community was originally built in 1971 and was renovated in 2014. The current occupancy rate is 95.5%, which equates to 6 available units. *Table 4* overviews the unit mix and current performance of Village Garden Apartments.

Total Units	BR	BA	SF	Ask. Rent	Rent/SF
134	2	1.5	1,139	\$872	\$0.77



Source: ESRI BAO; Kimley-Horn

Figure 36: Village Gardens Apartments



To provide an indication of local market-rate performance, two apartment developments from outside the Study Area in Fairburn were identified and profiled in *Figure 37*. These communities represent the most recently completed and renovated product that is offered near the Study Area.

Figure 37: Representative Local Multi-family Communities, 2021

Description	Density/ Stories	Average Rent/SF	Occupancy
 <p>Peachtree Landing:</p> <ul style="list-style-type: none"> 7915 Senoia Rd Built in 2008/Reno in 2016 219 units in 11 buildings Garden-style complex Updated finishes 1-, 2-, 3-BR floorplans Surface parking & detached garages 	8.27 UNITS/ACRE 3 Stories	\$1.29 PSF	97.3% OCCUPIED
 <p>Solstice:</p> <ul style="list-style-type: none"> 1111 Oakley Industrial Blvd Built in 2017 396 units in 35 buildings Garden-style complex with elevators Luxury finishes & elevated amenities 1- & 2-BR floorplans Surface parking & detached garages 	20.5 UNITS/ACRE 3-4 Stories	\$1.43 PSF	97.4% OCCUPIED

Source: REIS; Apartments.com; Kimley-Horn

Residential Development Pipeline

The City of Fairburn provided an inventory of projects that were approved for development since 2015. Three of the recent projects were new construction single-family detached subdivisions, including Durham Lakes (827 lots) Legend Creek (134 lots), and Fern Dale (172 lots). Each of these projects are in various stages of development, but all have some units that have been completed. In addition to the single-family projects, two multifamily developments have been approved and completed in the last five years, containing a combined total of 516 units. The multifamily projects are focused on the I-85 corridor, south of the Study Area. There are currently no multifamily projects in the pipeline.

Residential Demand Forecast

Residential demand in the Study Area is based on the population projections presented earlier in this document. Residential demand projections for the Study Area are based on population and household forecasts prepared for the City of Fairburn, which were based on data provided by ARC.

As previously demonstrated, the City of Fairburn is expected to add more than 5,800 people through 2040, equating to a 37.2% growth rate as profiled in *Table 5*. Residential demand forecasts are based on average household sizes and estimated vacancy rates. This analysis assumes that the average household size will remain relatively constant over the next 20 years at approximately 2.74 people per household. Household unit vacancy was estimated at 8.5%, slightly lower than the current average of 8.8%. For the purpose of projections, a more sustainable vacancy rate was utilized, which assumes that outdated houses are either demolished or renovated supporting occupancy. Based on these assumptions, the City of Fairburn could add approximately 2,300 new housing units over the next 20 years.

Table 5: Residential Demand Forecast, City of Fairburn, 2020-2040

Measure	2020	2025	2030	2035	2040	2020-2040	
						#	%
Population	15,727	16,875	18,524	20,012	21,570	5,843	37.2%
Households	5,723	6,150	6,761	7,304	7,872	2,149	37.6%
Housing Units	6,248	6,692	7,335	7,924	8,541	2,293	36.7%

Source: US Census; ESRI; ARC; Kimley-Horn

The Time is Right for Suburban Locations

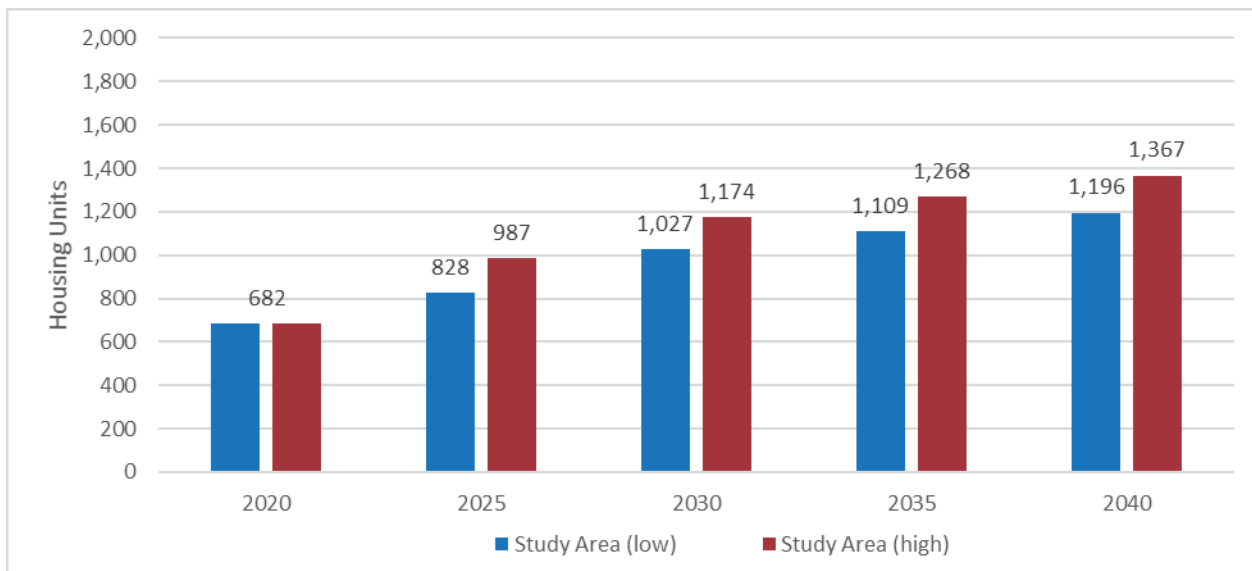
Nationally, demographics have begun to strongly favor the suburbs. Millennials are currently aged 23 to 39 and includes over 72 million people nationally. A decade ago, no Millennials were over the age of 30. Now, nearly half are. They have entered, or are about to enter, a stage in their life when they are more likely to be settling down, forming families and buying homes. There is a sizeable wave of buyers about to enter the housing market for the first time and they want it all: quality housing options, quality of life, including access to good schools, and quality amenities.

On the other end of the spectrum, Active Adults are driving demand for locations that offer centralized housing, services, and entertainment options. And, if their grandchildren are nearby, all the better. Users are prioritizing the desire for walkability, sociability, healthy living, and sustainability. Data strongly suggests that while these demographic trends were already elevating the position of the suburbs; however, COVID has only accelerated interest in balancing healthy living and more space with urban-style amenities.

As shown in *Figure 38*, housing in the Study Area could increase by approximately 500 to 685 units between 2020 and 2040. Study Area projections consider a capture rate of growth in the City of Fairburn. This analysis assumes the Study Area could capture between 14% and 16% of the growth in the City, resulting in low- and high-growth scenarios. Presenting future demand in a range is a way to mitigate for uncertainties in the market moving forward related to the current COVID-19 pandemic, future economic cycles, as well as local policy decisions, development appetites, and investments that could change over the next 20 years.

Housing units in the Study Area currently represent 9.8% of the total in the City. For the reasons described above, this analysis accelerates future growth potential based on Fairburn's easy accessibility to regional employment centers and established quality of life. The Study Area could increase from an estimated 682 residential units in 2020 to between 1,196 and 1,367 in 2040. This represents an increase of approximately 500 to 675 units over the next 20 years.

Figure 38: Residential Demand Forecast, Study Area, 2020-2040



Source: US Census; ESRI; ARC; Kimley-Horn

COVID-19 and Residential

While the full impact of COVID-19 remains to be seen, it is certain that the pandemic will influence growth and development in the near-, and likely, long-term. Industry experts across the country have provided guidance on the potential for the pandemic to influence different real estate sectors. Residential is expected to be modestly impacted in the short-term.

In most markets, for-sale residential inventories were low before the pandemic, and demand has remained consistent. Established long-term trends influencing for-sale residential demand are unlikely to be significantly impacted by COVID-19. The biggest question that could influence future demand for lower-density residential is if there will be a reversal in the desire for urban living by people seeking more space.

One of the biggest questions that could influence future demand for multifamily residential, particularly in suburban and rural markets, is if there will be a reversal in the desire for urban living by people seeking more space. Rental multifamily residential has experienced notable momentum in recent years as Millennials form new households. These young people have typically been more willing to rent longer-term than previous generations.

Future residential demand in the Study Area could be accommodated in a variety of product types. Based on ESRI's interpretation of American Community Survey data, more than 60% of the existing housing stock in the Study Area are single-family detached and multifamily units, including townhouses and apartments, comprise 35.0% of the total. Residential building permits have been on the rise in Fairburn following recovery from the Great Recession, indicating increasing momentum in this real estate sector.

Based on the established land use pattern of the area, recent demographic trends, and market performance indicators the following break-out of the forecasted net new residential demand could be assumed:

- **Single-family residential:** 30% of total 20-year Study Area demand
- **Multifamily residential:** 70% of total 20-year Study Area demand

As the community grows expanding the types, tenures, and price points of available housing stock will become important in attracting new residents and businesses and meeting affordability goals. If approximately 70% of the future housing demand was in a multifamily format, including townhouses and traditional apartments, this would equate to approximately 385 to 515 new multifamily units through 2040. Single-family detached would comprise the balance of the demand, focusing on smaller infill opportunities in the established neighborhoods.

Retail

This section of this report provides an overview of the retail real estate market. There is limited third-party data for retail land uses in the Study Area. The analysis relies on high-level performance indicators for the South Atlanta/Airport/I-85 Retail Submarket as shown in Figure 40 and highlights a snapshot of product in and around the Study Area. A retail gap analysis for the City of Fairburn is presented to identify future demand potential based on supply and demand in the local area.

Retail Leakage Analysis

Retail leakage refers to the difference between the retail expenditures by residents living in a particular area and the retail sales produced by the stores located in the same area. If desired products are not available within that area, consumers will travel to other places or use different methods to obtain those products. Consequently, the dollars spent outside of the area are said to be “leaking.” If a community is a major retail center with a variety of stores it will be “attracting” rather than “leaking” retail sales.

The graphic above shows the most recent data on retail sales and consumer expenditures in the City of Fairburn. The City had a surplus of \$46 million over the previous year, meaning consumers were attracted from outside the area. The numbers are not meant as accurate accounts of individual stores, but, taken as an aggregate, they provide reasonable estimates of expenditures and sales. Equally important, this type of data is reviewed by national chains when deciding whether to move into a new area.

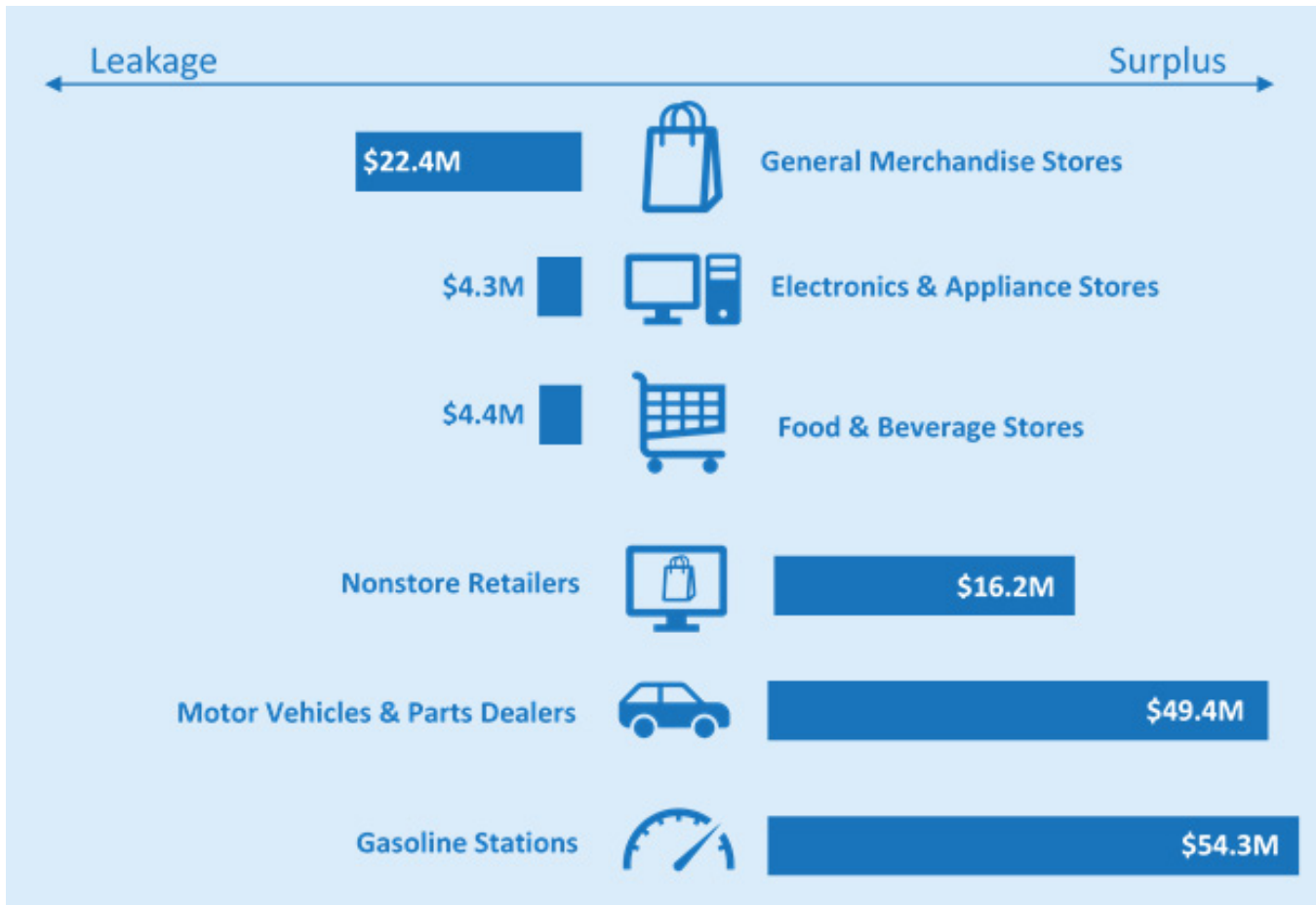
The graphic below provides retail market opportunities for Fairburn by category based on existing retail leakage. It also shows the categories that reported a surplus of sales, indicating they draw customers from outside the City limits. The categories with the biggest leaks (where the most money is lost outside Fairburn) are the following:

- General Merchandise Stores
- Food & Beverage Stores
- Electronics & Appliance Stores

Figure 39: City of Fairburn Profile



Figure 40: City of Fairburn Retail Market Analysis



Source: ESRI BAO; Kimley-Horn

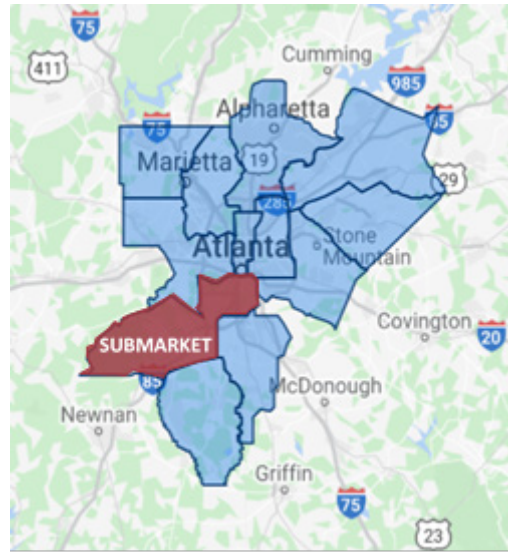
While this data can reveal opportunities for new businesses, it should serve only as a starting point and does not guarantee a “sure thing.” It should be noted that this list does not represent a complete listing of retail categories but focuses on those that have the largest leakage and surplus.

To identify optimal locations, retailers depend on certain indicators of commercial success. Three primary criteria considered when selecting a location include income, density, and traffic. As the scale of the retail development increases so must the measures of income, rooftops, and traffic to support the larger supply. A traditional rule of thumb is the 50/50/50 rule which proposes the ideal urban or “Main Street” retail location as having access to 50,000 people within a reasonable distance, with a median income of at least \$50,000, and 50,000 average daily traffic (ADT); however, this is not applicable to all scenarios. Rather than a one-size-fits-all formula, it is important to understand the relationship between the indicators. While the most successful retail locations will have high numbers for all three indicators, some businesses can survive by relying on only one or two. If a location is weak in one category, it must offset the deficiency by strong measures for the others.

South Atlanta/Airport/I-85 Submarket Performance

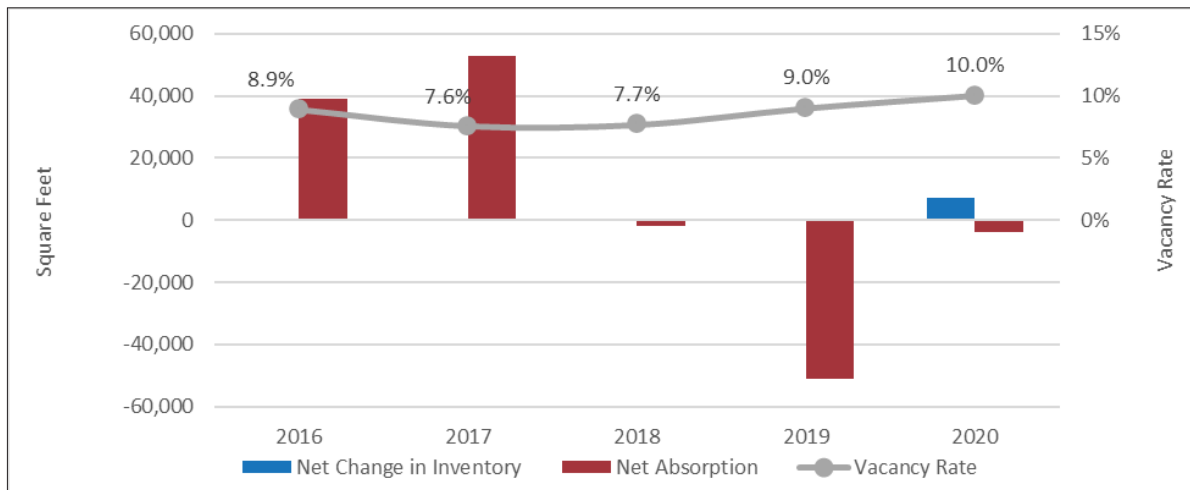
Retail performance presented by REIS focuses on multi-tenant shopping center spaces, excluding free-standing, often owner-occupied buildings. There has been very little retail development in recent years across the South Atlanta/Airport/I-85 Submarket, which contains the Study Area. Over the last five years, approximately 7,000 square feet of multi-tenant space was built, all of which delivered in 2020. While there was strong absorption in 2016 and 2017, the market experienced negative net absorption during the last three years. Annual periods with negative net absorption have had more tenants move out of their spaces than move in. Multi-tenant retail space vacancy rate increased since 2017, reaching 10% in 2020.

Figure 41: South Atlanta/Airport/I-85 Retail Submarket



Source: REIS

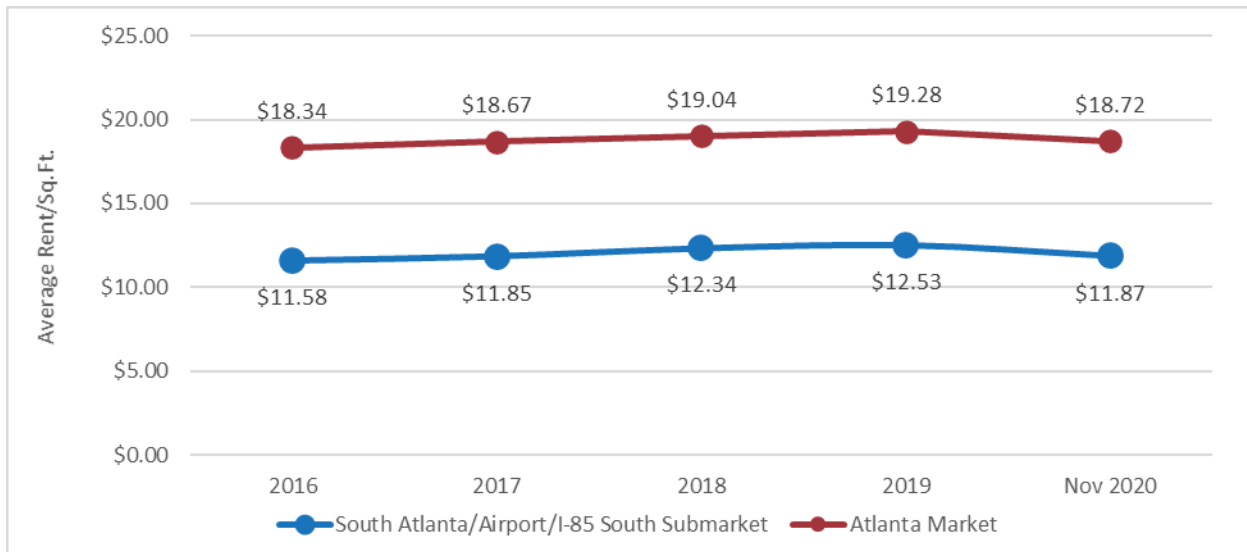
Figure 42: Retail Performance Trends, South Atlanta/Airport/I-85 Submarket, 2016-2020



Source: REIS; Kimley-Horn

As of November 2020, the South Fulton/Airport/I-85 Retail Submarket hosted nearly 4.3 million square feet of multi-tenant retail space. The average retail lease rate for neighborhood and community shopping centers in the Submarket declined from \$12.53 per square foot in 2019 to \$11.87 per square foot as of November 2020 as shown in *Figure 43*. This is in part due to concessions offered as a result of the COVID-19 pandemic. Since 2016, the average lease rate had steadily increased before the decline in 2020. Over the five-year period, the Submarket reported an overall increase of 2.5%. During this period, the Atlanta retail market has followed a similar pattern while maintaining a premium of 53.9% in 2019 to 58.4% in 2016.

Figure 43: Comparison of Retail Rent Trends, 2016-2020






Source: REIS; Kimley-Horn

Representative Local Space

Retail in the Study Area is primarily located within one block of US 29 in historic one- and two-story brick buildings. Major shopping trips by residents are primarily completed outside the Study Area. Only one multi-tenant retail center in the Study Area is tracked by third-party data sources. Hudson Plaza is located off Broad Street between Smith Street and Malone Street. It contains 54,000 square feet. Major tenants include Family Dollar, El Amigos Supermarket, and CVS Pharmacy. It is comprised of multiple buildings with anchor and in-line space and offers surface parking. The shopping center was originally built in 1963 and was updated in 2006. The current asking rent is \$8.14 and vacancy rate is 14.7%.

Similar to the section on multi-family residential, retail centers from Fairburn and Union City have been profiled to give a sense of local performance as profiled in *Figure 44*.

Figure 44: Representative Local Retail Space, 2020

	Description	Size/ Density	Average Rent/SF	Vacancy
	<p>Shannon Square:</p> <ul style="list-style-type: none"> 4720 Jonesboro Rd, Union City Built in 1986 Community shopping center Mix of anchor & in-line space Key tenants: Planet Fitness, Dollar Tree, Hibbett Sports Access/Visibility: I-85 	<p>209,714 SF 0.52 FAR</p>	<p>\$7.21 PSF</p>	<p>2.9%</p>
	<p>Village Shoppes at Cedar Grove:</p> <ul style="list-style-type: none"> 6015 Lynmark Way, Fairburn Built in 2006 Neighborhood shopping center Key tenants: Locally-owned restaurants, nail salon, insurance agency Access/visibility: Fulton Pkwy 	<p>25,586 SF 0.53 FAR</p>	<p>\$14.42 PSF</p>	<p>4.7%</p>
	<p>Shannon Crossing Shopping Center:</p> <ul style="list-style-type: none"> 4550 Jonesboro Rd, Union City Built in 1981/Reno in 1998 Grocery-anchored shopping center Primarily anchor & in-line space Key tenants: Kroger, Chase Bank, Advance Auto Parts Access/visibility: I-85 	<p>102,539 SF 0.24 FAR</p>	<p>\$17.75 PSF</p>	<p>5.8%</p>

Source: REIS; Kimley-Horn

Retail Development Pipeline

Based on data provided by the City of Fairburn, several retail projects have been approved and many completed since 2015. Most of the approved projects are free-standing retailers focusing on access to I-85 via Senoia Road. A sample of recent developments include a Bojangles (3,727 square feet), Dairy Queen (2,612 square feet), Family Dollar (8,320 square feet), RaceTrac Gas Station (5,488 square feet), and a Sherwin Williams (4,025 square feet). Four projects were identified that remain in the pipeline, all approved in the last two years. These four development projects are planned to contain a combed 40,000+ square feet of new retail space. None of these planned development projects will be located in the Study Area but will increase the amount of retail in the surrounding area.

Retail Demand Forecast

Retail demand for the Fairburn and the Study Area considers increases in population density and area income to estimate future spending potential through 2040. The methodology for determining future retail demand is based on a combination of population growth, income levels, and inflow/outflow purchases from the influx of employees and visitors that travel into the area.

Based on data provided by ESRI, the expenditure potential of local households in the City of Fairburn could increase from \$64.5 million in 2020 to nearly \$128 million in 2040 (*Table 6*). These forecasts are derived from percentages of income spent on specific types of goods and services, as reported by ESRI from interpretation of U.S. Census data. As previously noted, these sales reflect Fairburn household and income increases. The sales also consider the performance of retail already existing in the area, as well as impacts from spending by employees and visitors.

Table 6: Consumer Spending Forecast, City of Fairburn, 2020-2040

Business Category	Consumer Spending (2020)	Forecasted Demand (2040)	2020-2040 Δ	
			#	%
Apparel and Services	\$8,860,963	\$17,448,452	\$8,587,489	96.9%
Computer/TV/Video	\$809,170	\$1,594,016	\$784,846	97.0%
Pets	\$2,570,050	\$5,062,866	\$2,492,816	97.0%
Toys/Games/Crafts/Hobbies	\$521,571	\$1,028,207	\$506,636	97.1%
Sports/Exercise Equipment	\$912,396	\$1,801,109	\$888,713	97.4%
Reading	\$412,501	\$812,922	\$400,421	97.1%
Food at Home	\$23,925,816	\$47,103,545	\$23,177,729	96.9%
Food Away	\$15,458,972	\$30,802,580	\$15,343,608	99.3%
Furniture/Furnishings/Household	\$5,665,889	\$11,166,404	\$5,500,515	97.1%
Drugs/Personal Care/Housekeeping	\$5,405,558	\$10,644,884	\$5,239,326	96.9%
Total	\$64,542,886	\$127,464,986	\$62,922,100	97.5%

Source: ESRI; Kimley-Horn

Based on defined retail categories that are most likely to be represented in the Study Area, capture rates were applied to the City of Fairburn projections. This analysis forecasts 20-year spending potential for the Study Area ranging from \$10.2 million to \$15.6 million. Based on average sales per square foot figures, this analysis equates to net square footage demand of approximately 30,000 to 46,000 net new square feet in the Study Area through 2040 (*Table 7*). Consistent with the residential demand forecasts, future retail potential is presented in a range. Note that this household-generated demand could be spent anywhere, but a substantial portion would be spent within or close to the Study Area, particularly for food, convenience, and drug store purchases.

Table 7: Retail Demand Potential, Study Area, 2020-2040

Business Category	2020-2040 Fairburn Spending Potential	Study Area Capture (Low)	Study Area Capture (High)	Sales per Sq.Ft.	Square Feet Demand	
					Low-Scenario	High-Scenario
Apparel and Services	\$8,587,489	\$1,288,123	\$2,146,872	\$280	4,600	7,667
Computer/TV/Video	\$784,846	\$94,182	\$156,969	\$400	235	392
Pets	\$2,492,816	\$299,138	\$498,563	\$225	1,330	2,216
Toys/Games/Crafts/Hobbies	\$506,636	\$75,995	\$126,659	\$300	253	422
Sports/Exercise Equipment	\$888,713	\$133,307	\$222,178	\$200	667	1,111
Reading	\$400,421	\$48,051	\$80,084	\$150	320	534
Food at Home	\$23,177,729	\$2,781,328	\$4,635,546	\$420	6,622	11,037
Food Away	\$15,343,608	\$3,835,902	\$5,370,263	\$360	10,655	14,917
Furniture/Furnishings/Household	\$5,500,515	\$660,062	\$1,100,103	\$275	2,400	4,000
Drugs/Personal Care/Housekeeping	\$5,239,326	\$943,079	\$1,309,831	\$325	2,902	4,030
Total	\$62,922,100	\$10,159,166	\$15,647,069	\$2,098	29,985	46,328

Source: ESRI; Kimley-Horn

Most of the demand under both scenarios is expected to be focused under food-related business categories, reflecting the leakage these categories demonstrated as well as the historic downtown setting. It is important to note that these forecasts represent net retail demand growth, and do not capture sales that would transfer internally from within the Study Area. As the retail market evolves, some locations and retail concepts could become more successful and capture sales from existing competitors, particularly those that are obsolete.

COVID-19 and Retail

Retail is widely expected to be one of the most impacted industries during and following the COVID-19 pandemic. Not only were retail businesses and restaurants required close in many states across the country to support social distancing, but they have also often had to reopen to capacities that are 50% or less than pre-pandemic levels. Local, or independent, retailers have been hit particularly hard, with many having to shutter their doors as consumer spending and store traffic plummeted. It should be noted that some retailers, primarily grocery, pharmacy, and building supply stores that offer essential services, have fared well during this time.

On top of the direct closure impacts related to COVID-19, it is not disputed that consumer preferences were already shifting. COVID-19 has amplified trends that were already impacting retail, particularly as it relates to the influence of online shopping. Online shopping has increased rapidly since the beginning of March. As local economies reopen, brick and mortar sales will rebound. That can already be demonstrated in retail receipt indexes. However, online retailers will be positioning to sustain their newfound capture. Locations that offer experiential retail options will be well positioned to attract initial momentum during recovery from the COVID-19 pandemic.

Consumer Profiles

Consumer profiles highlight the key groups that will drive demand for commercial space in the Study Area. These high-level groupings are not intended to be inclusive of all households that will shop, dine, and recreate in the Study Area, but, rather, can be used as a guide to consider future opportunities for retail offerings based on the groups consuming them. The consumer profiles are based on demographics of the market, development patterns, and consider the ESRI Tapestry Segmentation reports.

1. **Fairburn area residents.** These are residents of the immediate Study Area and Fairburn proper. These consumers will seek daily goods and services as close to home as feasibly possible. However, many are likely to leave the area to shop elsewhere given the limited retail inventory in the City. Residents in the immediate area typically drive demand for general retail services, including groceries, dining, and entertainment.
2. **South Fulton County residents.** Given Fairburn's accessibility to South Fulton County via I-85 and I-285, residents of southern Fulton County are potential demand drivers for goods and services within the Study Area and the surrounding area. These residents, traveling further distances, are more likely to seek out unique, experiential retail offerings, creating a dynamic opportunity for Fairburn's historic downtown.
3. **Fairburn area employees.** Fairburn has experienced strong momentum in development of industrial space along the I-85 corridor. These new employees to the area, coupled with existing jobs throughout the community, will drive demand primarily for dining and convenience options that they can utilize during breaks. Much of this demand would gravitate towards location close to where they work, cutting down on travel time.

4. **Commuters on I-85 and US 29.** This group includes commuters traveling from Newnan and Peachtree City into Atlanta. Commuters will primarily drive demand for highway-oriented goods and services, including dining and convenience offerings. They will primarily seek to remain close to major thoroughfares, but could be directed further into Fairburn, including the Study Area, by unique and experiential offerings.

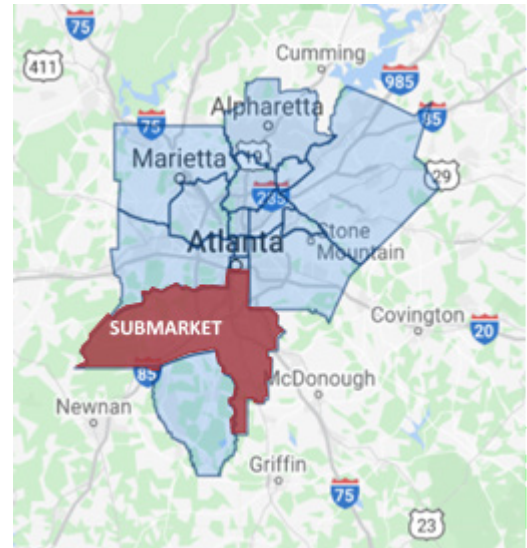
Office

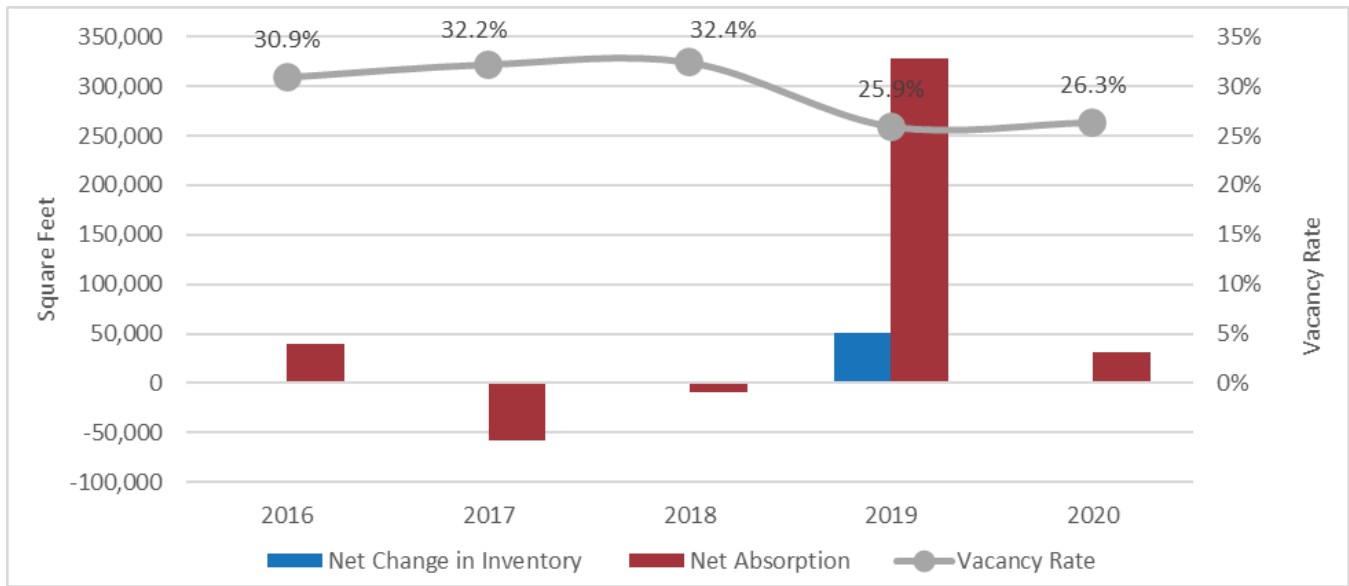
This section of this report presents office performance trends including completions, net absorption, vacancy and average rent per square foot for the Airport/South Atlanta Office Submarket, which is defined by REIS and encompasses the Study Area as shown in *Figure 45*. There is limited office product in the Study Area. To provide a sense of performance, a summary of competitive office product in and near the City of Fairburn has also been prepared to determine current lease rates and occupancy.

Airport/South Atlanta Submarket Performance

Given the extremely limited inventory of office space in Fairburn, performance trends for this sector are provided for the larger Airport/South Atlanta Submarket. In 2020, the Submarket contained 4.5 million square feet of multi-tenant office space and reported a 26.3% vacancy rate for multi-tenant office space in July 2020, a slight increase from the 25.9% measure in 2019 as shown in *Figure 46*. Over the last five years, the Submarket reported an overall decline in vacancy of 460 basis points. New construction activity has been minimal since 2016 with only 51,000 square feet completed since then, all of which delivered in 2019. Overall, demand outpaced supply with an undersupply of 332,000 square feet between 2016 and 2020, equating to an annual shortage of 56,200 square feet.

Figure 45: Airport/South Atlanta Office Submarket

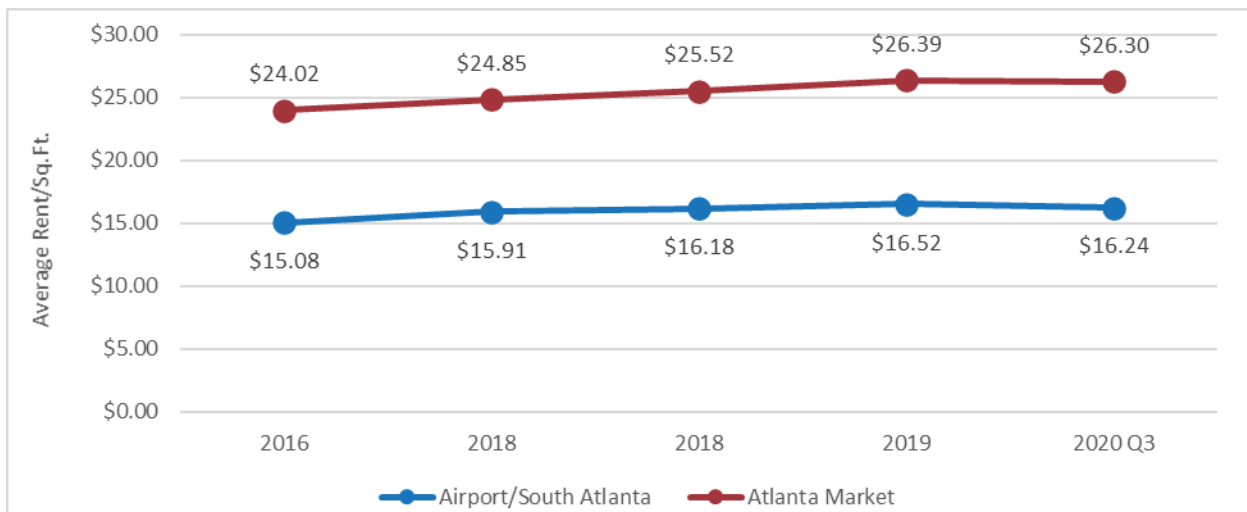




Source: REIS; Kimley-Horn

As shown in *Figure 47*, the average asking office lease rate for both the Airport/South Atlanta Submarket and larger Atlanta market followed a similar pattern. Rent in both areas increased steadily between 2016 and 2019 before declining in 2020, likely due to the offering of concessions as a result of the impacts of the COVID-19 pandemic. Rent fell from \$16.52 per square foot for the 2019 annual period to \$16.24 in the third quarter of 2020. Overall, rent increased 7.7% since 2016 in the Submarket. In comparison, the Atlanta office market reported an increase of 9.5% over the same period.

Figure 47: Comparison of Office Rent Trends, 2016-2020






Source: REIS; Kimley-Horn

Representative Local Space

There is a limited offering of office product in Fairburn. There are no multi-tenant office properties tracked by third-party data sources in the Study Area or greater Fairburn. *Figure 48* summarizes multi-tenant office developments located in Union City to help provide an indication of local office performance.

Figure 48: Representative Local Office Space, 2021

	Description	Size/ Density	Average Rent/SF	Vacancy
	Union Square: 6703 Shannon Pkwy, Union City Built in 1999 Class BC Typical floorplate: 16,500 SF Access/visibility: I-85 & Shannon Pkwy	16,500 SF 0.47 FAR	\$14.25 PSF	36.8%
	Union Crossing: 4910 Jonesboro Rd, Union City Built in 2007 Class BC Typical floorplate: N/A Access/visibility: Beverly Engram Pkwy/Hwy 138	33,790 SF 0.25 FAR	\$15.01 PSF	5.2%
	Shannon Tower: 4405 Mall Blvd, Union City Built in 1976 Class BC Typical floorplate: 6,400 SF Access/visibility: I-85	38,400 SF 0.29 FAR	\$18.08 PSF	7.2%

Source: REIS; LoopNet.com Kimley-Horn

Office Development Pipeline

Only one office development has been approved in the City of Fairburn based on City Planning and Development Staff. The Fairburn Medical Center was approved on Senoia Road in 2015. The project has not been completed to date and no information was given regarding the potential build-out size of the property.

Office Demand Forecast

The office demand forecast for the Study Area is based on employment growth projected for the City of Fairburn through 2040. The employment forecast, estimated at over 1,800 new jobs over the next 20 years, is used to project office demand by considering the types of jobs that would require new space.

Between 2020 and 2040, the City of Fairburn is projected to experience an increase of an estimated 315 office-occupying employees. Finance and Insurance, Professional and Technical Services, Management of Companies and Enterprises, and Real Estate and Rental and Leasing have the highest shares of office-occupying employment with shares ranging from 85% to 90%.

Table 8 demonstrates the shares applied to the various sectors and the resulting office-occupying job growth for the high growth scenario.

Table 8: Office-Occupying Job Forecast, City of Fairburn, 2020-2040

Total Industry	Office Share			2020-2040 Δ	
		2020	2040	#	%
Forestry, Fishing, and Related Activities	5.0%	0	0	0	0.0%
Mining	5.0%	0	0	0	0.0%
Utilities	5.0%	3	4	1	27.1%
Construction	5.0%	27	36	9	31.8%
Manufacturing	5.0%	62	77	14	23.3%
Wholesale Trade	15.0%	202	260	58	29.0%
Retail Trade	5.0%	13	16	3	19.4%
Transportation and Warehousing	15.0%	203	261	59	28.9%
Information	40.0%	3	4	1	43.6%
Finance and Insurance	90.0%	19	25	6	29.2%
Real Estate and Rental and Leasing	75.0%	61	55	-6	-10.5%
Professional and Technical Services	85.0%	121	155	34	27.6%
Management of Companies and Enterprises	90.0%	37	49	12	32.6%
Administrative and Waste Services	65.0%	85	107	21	25.1%
Educational Services	15.0%	148	185	36	24.4%
Health Care and Social Assistance	30.0%	28	36	8	28.7%
Arts, Entertainment, and Recreation	10.0%	1	2	0	26.2%
Accommodation and Food Services	10.0%	44	57	12	28.3%
Other Services	15.0%	35	41	6	18.3%
Government	70.0%	157	198	41	26.0%
Total		1,250	1,565	315	25.2%

Source: ARC; Woods & Poole, Kimley-Horn

Overall, office-occupying jobs could account for approximately 16.6% of all new jobs added in the City through 2040. The balance is heavily weighted towards warehouse/distribution employers seeking locations with easy access to I-85, the Atlanta airport, and major population centers, as well as service-sector industries.

Office-occupying jobs were estimated to project future demand for office space in the region. Long-established trends indicated that companies have been gradually seeking to more efficiently utilize space, demonstrating a declining amount of office space per employee. Given the uncertainties relate to COVID-19, this analysis uses a standard 250 square feet per employee and holds it constant over the forecast horizon.

The City of Fairburn is forecasted to add 315 new office-occupying jobs between 2020 and 2040. At an average space per employee of 250 square feet, this finding equates to demand of 78,800 square feet of new office space (Table 9). Additionally, it is important to account for vacant space to support inter- and intra-market moves. This analysis assumes an average vacancy rate of 15% to determine total net new office space demand, roughly consistent with the market-wide measure. Applying this vacancy rate, Fairburn could support over 90,000 square feet of new office space through 2040.

Table 9: Net New Office Space Demand, City of Fairburn, 2020-2040

Measure	Net New Office Demand
Office-Occupying Jobs	315
<i>Square Feet/Employee</i>	<i>250</i>
Net Demand (Sq.Ft.)	78,769
<i>Vacancy Rate</i>	<i>15.0%</i>
Net Office Space Demand	90,584

Source: ARC; Woods & Poole; Kimley-Horn

When considering an appropriate capture rate for the next 20 years, this analysis relies on the Study Area's anchoring land uses, including downtown and the Fairburn Educational Campus. This analysis assumes that the Study Area could capture 50% of the forecasted City demand under the low scenario and 60% for the high-growth scenario (*Table 10*). Based on these capture rates, the Study Area could generate demand for 45,000 to 54,000 square feet of net new office space over the next 20 years.

Table 10: Net New Office Space Demand, Study Area, 2020-2040

Measure	Net New Office Space Demand	
	Low-Growth	High-Growth
Fairburn Total	90,584	90,584
Capture Rate	50.0%	60.0%
Net Study Area Office Demand	45,292	54,350

Source: ARC; Woods & Poole; Kimley-Horn

COVID-19 and Office Space

As the COVID-19 pandemic began, many companies moved to a remote platform to allow for social distancing. For those companies that were able, allowing employees to work from home provided maximum flexibility to respond to the pandemic. However, industries are craving the benefits that come from idea sharing and collaboration that can only truly be realized through face-to-face interaction. It is certain that the office sector will not stay fully remote in the long-term.

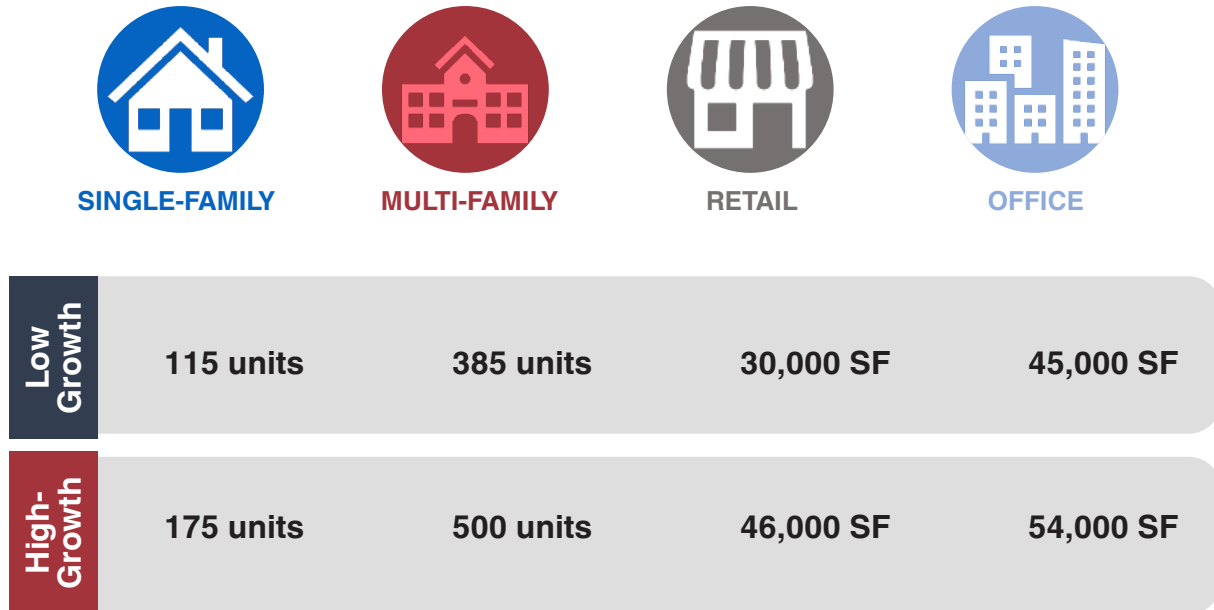
While companies are highly likely to retain space to support collaboration, it is unlikely to return to the same format prior to the COVID-19 pandemic. Now that companies know that their employees can work remotely, it is expected that many will offer this as a benefit moving forward. The results in the longer-term may be a reduced amount of space that a company needs. Organizations had already been shrinking their space footprints, so they had less than one desk per person and the COVID-19 pandemic is likely to accelerate that. What makes this situation unique is that while companies were previously shrinking their space per employee, they now may seek more space per employee, but with fewer people occupying the office.

Future Demand Summary

Based on demand forecasts for the various real estate sectors, the Study Area could support a variety of land uses through the 20-year planning horizon. Demand is most heavily weighted towards residential opportunities in the short-term. It should be noted that multi-family residential includes all attached units' types, including duplexes, tri- and quadraplexes, townhouses, and apartments. The success of future retail

and office development hinges on bringing more residents to the area to increase rooftops and consumer spending potential.

Figure 49: 20-Year Real Estate Demand Summary for the Study Area (rounded)



3.2 Potential Catalytic Sites

The Potential Focus Areas and Catalytic Sites map was developed by reviewing and analyzing existing land use, current zoning, future land use, existing parks, locations of city-owned properties, and previous planning initiatives. Five potential focus areas have been identified within the LCI study area. They each have existing assets and may present opportunities for development and strategic public investment. These focus areas are the Downtown Core, West Downtown Neighborhood, Education Campus, Lightning Community, and Southwest Downtown.

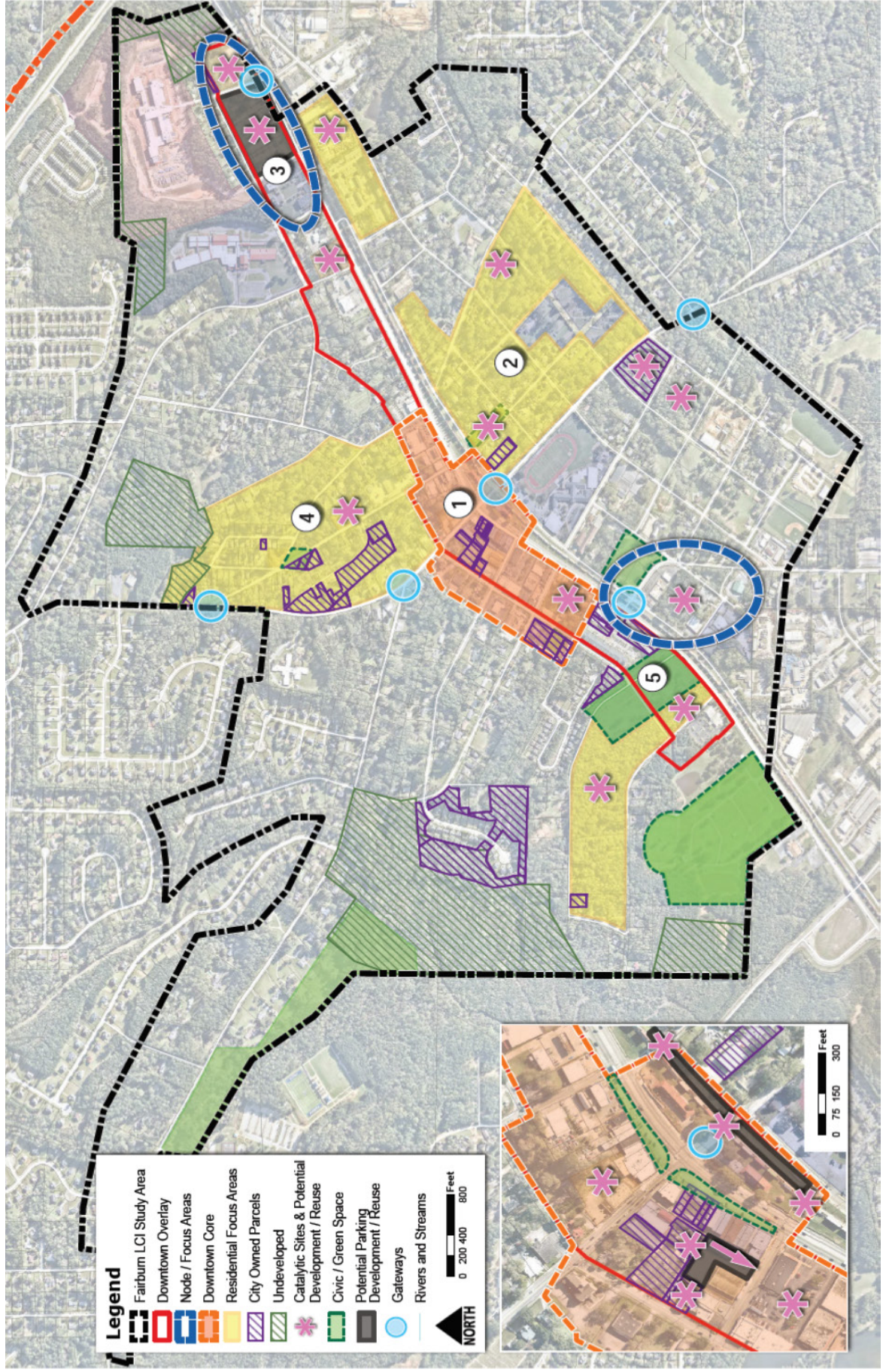
The Downtown Core

The downtown core is the heart of Fairburn, encompassing both the community's historic commercial buildings near the intersection of Campbellton and Broad streets, as well as several adjacent blocks of more recent commercial development on either side. The downtown core is roughly bounded by Broad Street to the south and the parcels fronting Washington Street to the north and stretches from Church Street to Strickland Street.

Existing Assets or Projects

- Stage and Courtyard
- Southside Theatre Guild
- Alley improvements
- New streetscape, underpass connections to link to the West Downtown Neighborhood
- 3 Gateway/underpasses to downtown
- Historic depots
- Municipal offices

Figure 50: Potential Focus Areas & Catalytic Sites for Consideration



Opportunities

- Surface parking behind Broad Street buildings and Stage and Courtyard (expansion of civic space, alley improvements)
- Reinvestment in Broad Street buildings (targeted investment to support business, retail, restaurant attraction)
- Improvements and programming of Stage and Courtyard
- Improvements to underpasses (access, art, lighting)
- City-owned properties
- New retaining wall near historic depot (branding or art)
- Church site to the northwest for sale
- City Hall, Mario Avery Park, adjacent city-owned property
- Block to the southeast (vacant lots, low density development)

West Downtown Neighborhood

Fairburn's West Downtown Neighborhood is one of the community's oldest neighborhoods and contains some of the town's most beautiful and historic properties. This neighborhood is roughly bounded by Fayetteville Road to the northeast and Campbellton Street to the southwest, extending from Pine Street all the way to the borders of the downtown core at Broad Street.

Existing Assets or Projects:

- Historic homes and small town character
- Scharko Farm
- 3 Gateway/underpasses to downtown
- Strong street grid pattern
- Additional street parking is being installed along SE Broad Street

Opportunities:

- Branding and signage
- Historic Campbell County Courthouse (recently purchased, could be used to host community events and provide a neighborhood green space)
- Residential development sites (4 sites)
- Improved connection to downtown (sidewalks, signage)

Education Campus/District

The Education Campus is one of Fairburn's greatest assets, a community driven effort to provide higher educational opportunities to residents. The campus is located along Broad Street just a few blocks north-east of the downtown core.

Existing Assets or Projects

- Education Campus
- Campbell Elementary School
- Global Impact Academy

Opportunities

- Education campus (vacant building, building site, large parking areas could support additional development)
- Large parcel on northeast corner of Shaw Drive and Broad Street could support additional uses
- Southwest block (former service center, vacant lots, lower density development)
- Apartments and industrial areas southeast of Broad street could be linked more strongly to the area
- Improved connections to downtown

The Lightning Neighborhood

The Lightning Neighborhood is located directly north of the historic downtown core. This neighborhood has historically struggled from disinvestment and blight but is poised for revitalization thanks to its proximity to downtown and recent investments in infrastructure, parks, and removal of blighted structures. The neighborhood is bounded by Spring Street and Strickland to the east and Campbellton Street to the west, while sharing a border with downtown to the south along Mullis Street. The northern end of the neighborhood is separated from Elder Street by a large, wooded area.

Existing Assets or Projects

- Cora Robinson Park
- Historic homes
- New sidewalk upgrades

Opportunities

- Expanded and new parks
- Five Points intersection improvements
- Trail connection between greenspaces
- City-owned properties offer redevelopment opportunities
- Infill of vacant parcels
- Old commercial/church sites are revitalization opportunities
- Improved connections to downtown
- Branding and signage

Southwest Downtown

The Southwest Downtown area is one of the largest and least well-defined focus areas. This area is roughly bounded by Church Street, Bay Street, Fisher Drive and Roberts Street. This area consists of residential areas, historic cemeteries, and large undeveloped tracts to west of Broad Street near the intersection with Senoia Road, while the properties wedged between Broad Street and Senoia Road to the south of the intersection are largely industrial and commercial.

Existing Assets or Projects

- Historic cemeteries
- Cochran Mill Brewing Company

Opportunities

- Residential development sites (southwest and southeast across tracks)
- Improved connections to downtown
- Large greenspaces could be repurposed as community parks

3.3 Transportation

The following section represents the key transportation findings based on the review of previous studies and assessment of transportation issues within the LCI study area. For ease of review, these findings have been organized by the following areas:

- Safety Issues
- Bicycle and Pedestrian Facilities
- Transit Considerations
- Freight Considerations

Given the existing and projected volumes and congestion along the roadways within Downtown, there appears to be no need for capacity improvements within the study area throughout 2030. Therefore, investment strategies to improve mobility should be focused on operational improvements. Furthermore, the overall lack of existing and projected congestion presents a more favorable environment for implementing more on-road solutions for bicycle and pedestrian mobility. As a parallel reliever to I-85, the need to preserve capacity along the roadway to promote overall regional system resiliency should also be considered moving forward into the overall process.

Safety Issues

The analysis showed that crashes within the City are fairly widespread throughout the study area but are higher along US 29/Broad Street and SR 74/Campbellton Street and reflective of traffic volumes within Downtown.

- Of the 54 commercial vehicle crashes, a great majority are along US 29/Broad Street and SR 74/Campbellton Street which is also consistent with locations of truck routes. However, one segment of East Campbellton Road experienced a cluster of accidents that will be investigated in the next phases of the study. Commercial vehicle crashes concentrated around the railroad crossings.
- Of the 13 bicycle and pedestrian crashes, the distribution showed roughly half were along US 29/Broad Street. The remainder were distributed throughout residential neighborhood streets.
- Given the high percentage of non-injury crashes (fender benders) within the study area, it can be assumed that the study area is characterized by lower travel speeds.

Given the characteristics above, the next phase of the analysis will include a more detailed assessment of specific corridors within the LCI study area, as shown in *Table 11*.

Table 11: Observations/Considerations from Corridor Assessment

Corridor	High-Level Observations/Considerations
(1) US 29/Broad Street – Senoia Road to Smith Street	Cluster of crashes at Senoia, including truck crashes. Two bicycle/pedestrian crashes within the corridor. Corridor also served by transit. Signal at Senoia in work program.
(2) US 92/W. Campbellton Road – Rivertown Road to US 29/Broad Street	High cluster at Rivertown Road, project proposed in baseline strategy. Multiple crashes between Mullis Street and US 29/Broad/
(3) US 29/Broad Street – W Campbellton Road to E. of Strickland Street (Family Dollar)	Highest number of crashes on the study area. Cluster of accidents at W. Campbellton – including truck crashes. Corridor also served by transit. Streetscape project will help bike/ped safety.
(4) US 29/Broad Street - West of Elder Street to east of NE Broad Street	Cluster of auto crashes throughout. Corridor also served by transit.
Corridor	High-Level Observations/Considerations
(7) Rivertown Road – Between Duncan Park and US 74/W Campbellton Road	Cluster of auto crashes in neighborhood setting.
(9) Elder Street – E of Strickland Street to West of Vickers Road	Cluster of auto crashes in neighborhood setting.
(9) US 29/Broad Street – Near Holly Hill Memorial Park and at-Grade RR crossing	Cluster of auto and truck crashes at RR crossing.
(10) Washington Street – Senoia Road to Smith Street	Cluster of auto crashes in Downtown setting. Served by transit.

Bicycle and Pedestrian Facilities

The assessment generated the following findings:

- The ongoing streetscaping project along US 29/Broad Street will dramatically improve the attractiveness of Downtown for pedestrian travel. The baseline investment strategy includes extensions to this project that will be assessed.
- There are currently no trail or on-road facilities within the LCI study area. Based on community input, focus of the LCI moving forward will be to identify appropriate roadways to provide better connection from nearby neighborhoods to Downtown.
- There are three highly used transit stops that are in need of better connectivity:
 - NW Broad Street at Dodd Street
 - NW Broad Street at NE Broad Street
 - NW Broad Street at Elder Street
- The Creative Placemaking Strategy pedestrian connections are in the baseline investment strategy and will be a high priority moving forward.

It is also important to recognize that active transportation has become a more popular mode choice than it was in 2009 when the last LCI was completed. Therefore, it is anticipated that several potential improvements will be identified during the outreach process.

Transit Considerations

As noted within, there are three issues related to transit for consideration when developing the LCI analysis:

- General lack of amenities at transit stops – The next phase of the study will investigate if more shelters and/or “simme” seats are needed in the area.
- Plans for premium transit – the baseline investment strategy includes future plans for premium transit along the US 29/Broad Street corridor. Recommendations moving forward need to consider a potential station area and ROW so as not to preclude the implementation of the service in the future.
- Connections to Park and Ride facility – The baseline investment strategy also recommends a transit connection to the Park and Ride facility at I-85.

Freight Considerations

Ensuring freight connectivity to Downtown is vital to the local economy. Most of the issues related to freight travel are concentrated along US 29/Broad Street and US74/Campbellton Road. As such, the following issues will be addressed in the LCI process:

- Based on the concentration of commercial vehicle crashes along SR 92/East Campbellton Street, more efforts should be made to reroute northbound truck traffic to access Downtown via SR 74/Fairburn Industrial Boulevard since it is better designed to accommodate trucks than Downtown area streets. Given the 10’ underpass under the CSX line, truck restrictions may be needed along SR 92/East Campbellton Street. As an alternative, the wayfinding improvements within the baseline investment strategy will also be considered.
- There are a few locations that have a high concentration of freight crashes – including the CSX overpass and several locations along US 29/Broad Street. More analysis on the cause of these crashes will take place in the safety analysis the study will undertake.

3.4 Land Use

Inventory of Assets and Gateways

The study area benefits from having several sets of properties owned and controlled by the City via the Fairburn Housing Authority. The most recent acquisition by the city is the historic Old Campbell County Courthouse in 2020. The map below identifies all city properties within the study area. Notable of which is a set of properties within the Lightning Neighborhood, a tremendous opportunity for redevelopment.

Figure 51: Fairburn LCI Downtown Master Plan – City Owned Properties

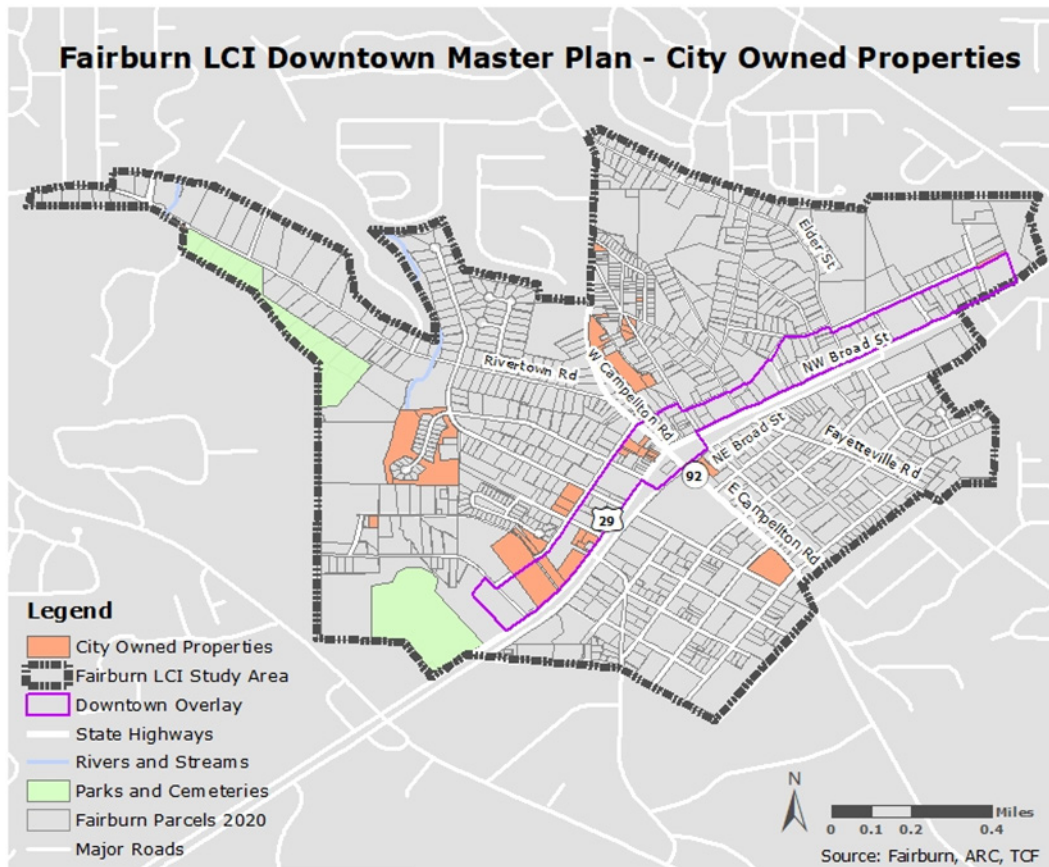
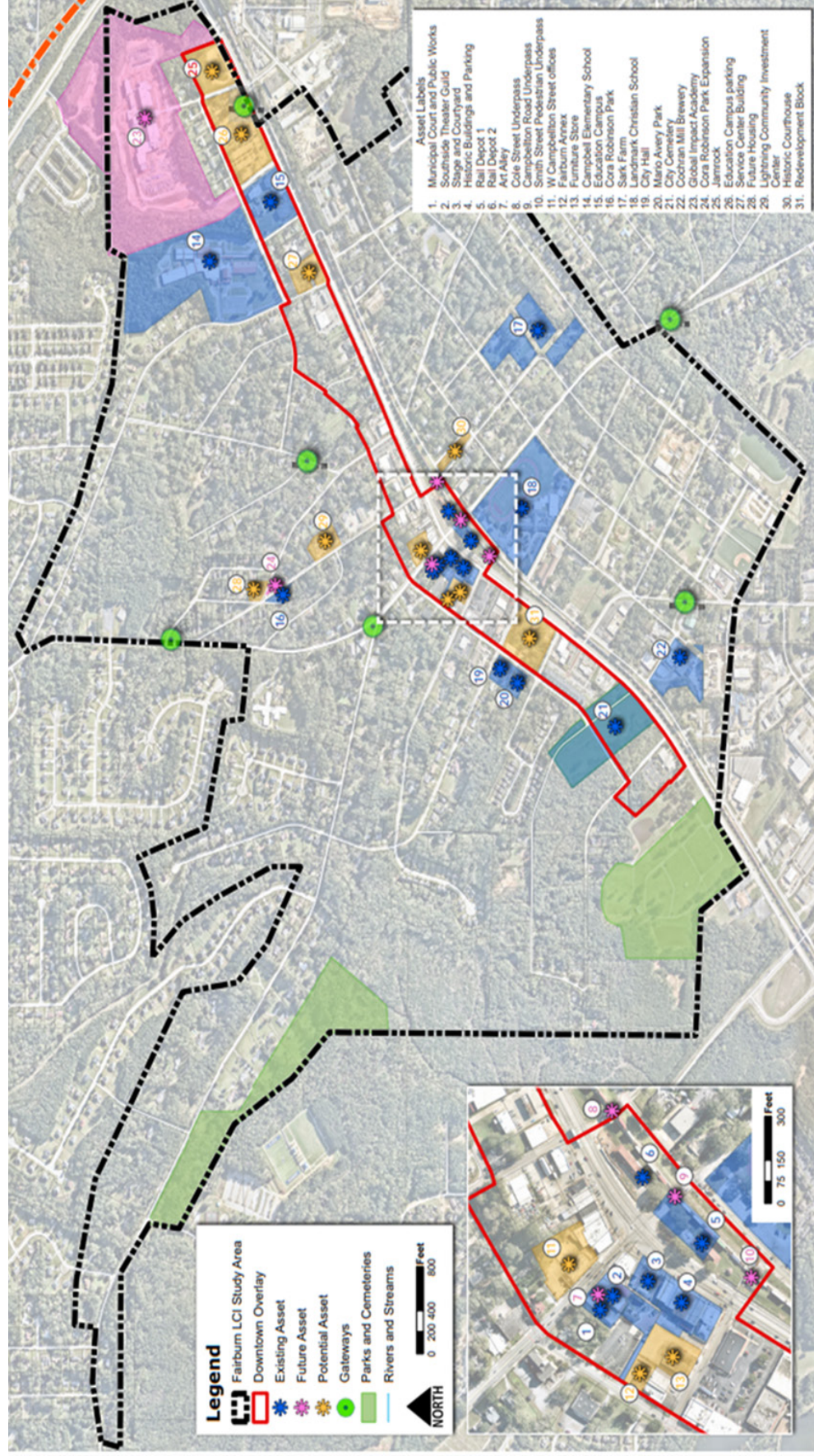


Figure 52 illustrates a consolidated set of additional, major assets within the community, both existing and future (items either under construction or planned), as well as locations of places with the potential to serve as larger assets to the community. The map includes a list of numbered markers for reference. Item number 7, for example is “Art Alley”, a concept detailed in the Creative Placemaking strategy discussed further below. Meanwhile, the gateways shown on the map are the gateway locations identified in the original 2009 LCI study, two of which have already been built.

Figure 52: Fairburn Assets and Gateways

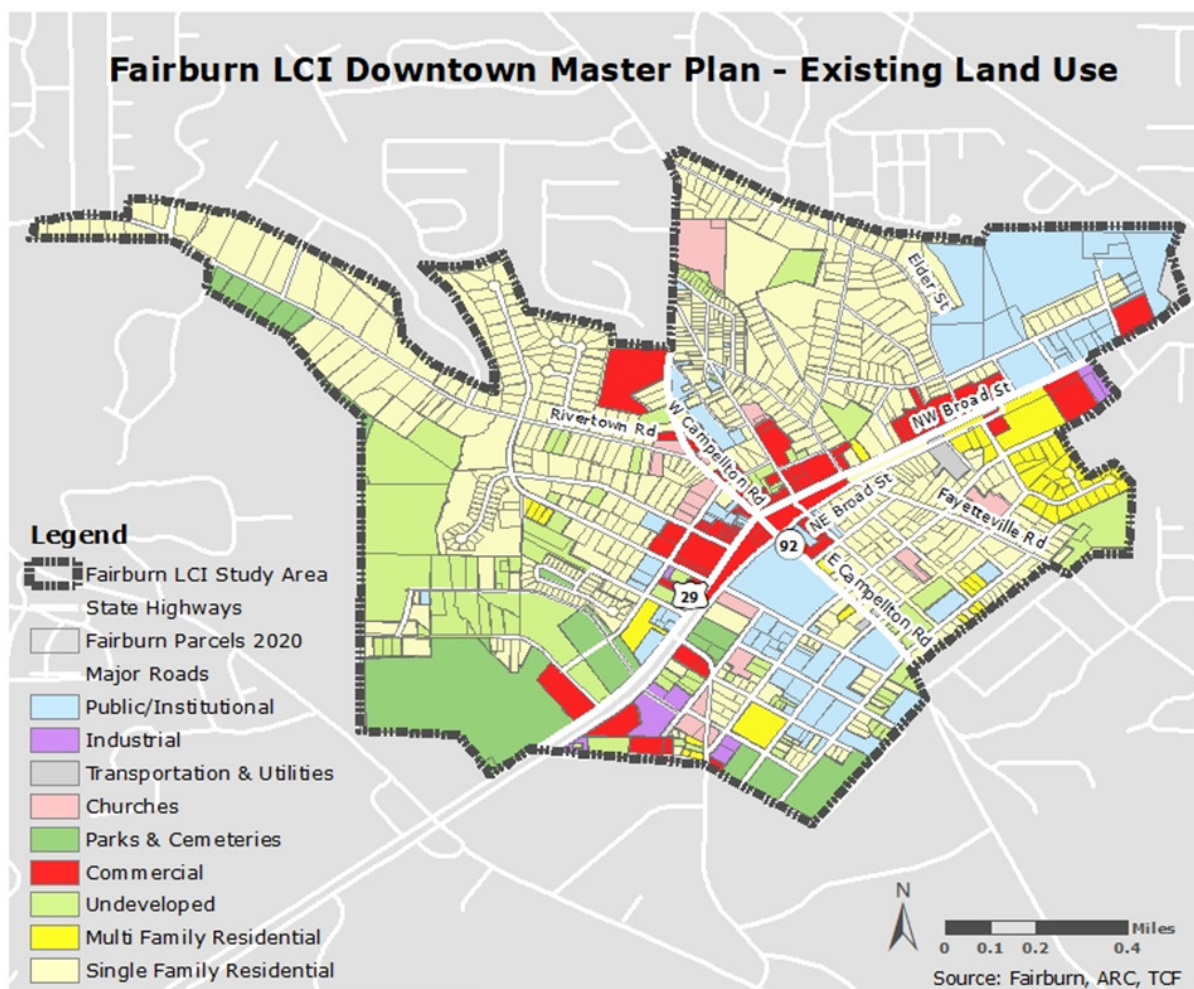


Existing Land Use

Figure 53 shows the existing land uses in the Fairburn LCI Study Area. Commercial land uses are mainly clustered along both sides of Broad Street near the Historic Downtown core or spread out further along from down Broad Street. The Public/Institutional land includes properties owned by the City of Fairburn, such as the youth center, fire and police stations, city hall, municipal courts, etc.; these land uses are also found near both sides of Broad Street and within the Historic Downtown core.

Other Public/Institutional uses scattered throughout LCI Study Area include schools and higher learning institutions. The Landmark Christian School, Campbell Elementary School, the Fairburn Education Campus, which currently houses the Georgia Military College (GMC), and the under-construction Global Impact Academy are all highlighted on the map. Residential land uses, which includes single and multi-family, are heavily concentrated within the LCI Study Area. A very small portion of land is dedicated to industrial uses, such as space for warehouses and industrial storages, and several churches are present throughout the LCI Study Area.

Figure 53: Fairburn LCI Downtown Master Plan – Existing Land Use Map



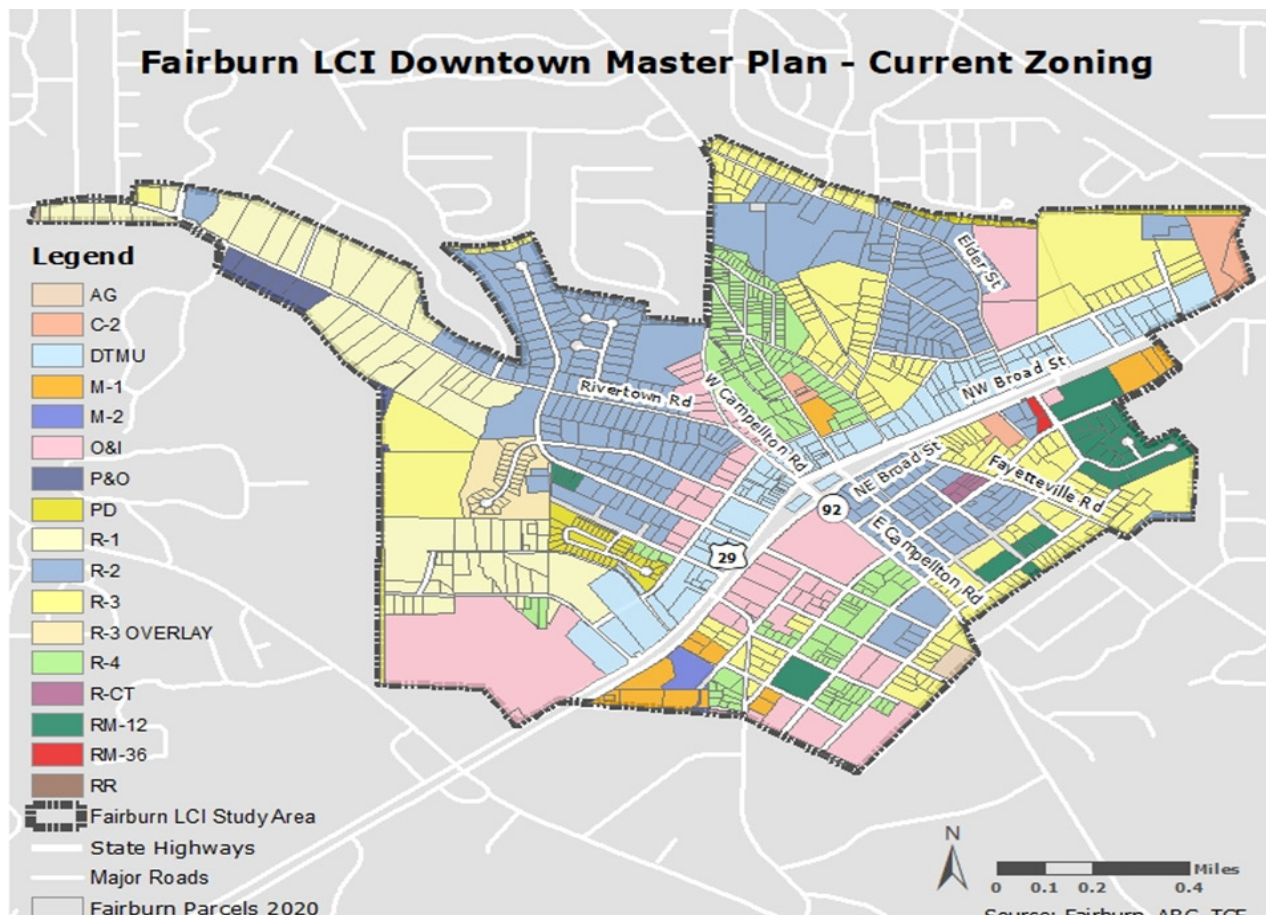
In comparison to the previous LCI Study from 2009, there have been several changes in the existing land use in the LCI Study Area. There has been an increase in the amount of Public/Institutional land use. The increase in this land use is due to the expansion of properties owned by the Landmark Christian School and the construction of the new Global Impact Academy. Parks and cemeteries land uses have also expanded within the LCI Study Area, particularly with the expansion of the Holly Memorial Park Cemetery along SW Broad Street. Additionally, undeveloped properties from 2009 have been developed, such as the

new Global Impact Academy, while other developed properties from 2009 are now undeveloped, such as the land near Village Garden Apartments.

Current Zoning

The City of Fairburn is comprised of twenty (20) different zoning districts. The number of zoning districts is a decrease in quantity from twenty-seven (27) different zoning districts when the previous LCI Study was completed. The decrease in quantity is the result of combining districts, including combining AG-1 and AG-2 and combining C-2 and C-3, and the removal of districts, including removing RM-8, ER, PS, DC-1, DC-2, and DP6.

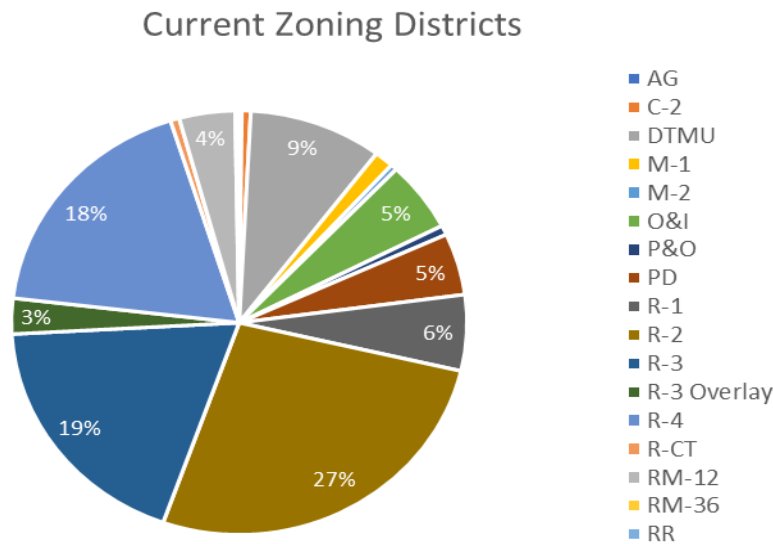
Figure 54: Fairburn LCI Downtown Master Plan – Current Zoning Map



The Fairburn LCI Study represents seventeen (17) of the twenty (20) zoning districts. The above map shows the location of the zoning districts. DTMU (Downtown Mixed Use) district lies entirely within the boundary of the Highway 29/Downtown Overlay and encompasses the majority of the historic and commercial downtown Fairburn. O&I (Office and Institutional) districts are located adjacent to or near DTMU districts. The sections of Agricultural, Highway Commercial, and Professional Office districts are zoned minimally throughout the LCI Study Area. Nevertheless, the vast majority of the LCI Study Area contains various residential zoning districts.

Moreover, *Figure 55* provides a further breakdown of the percentage each zoning districts in the LCI Study Area. Over 75% of the LCI Study Area is zoned as residential districts. Of the eight (8) residential zoning districts in the LCI Study Area, five (5) are single family and encompass over 70% of the total residential zoning districts and in the LCI Study Area.

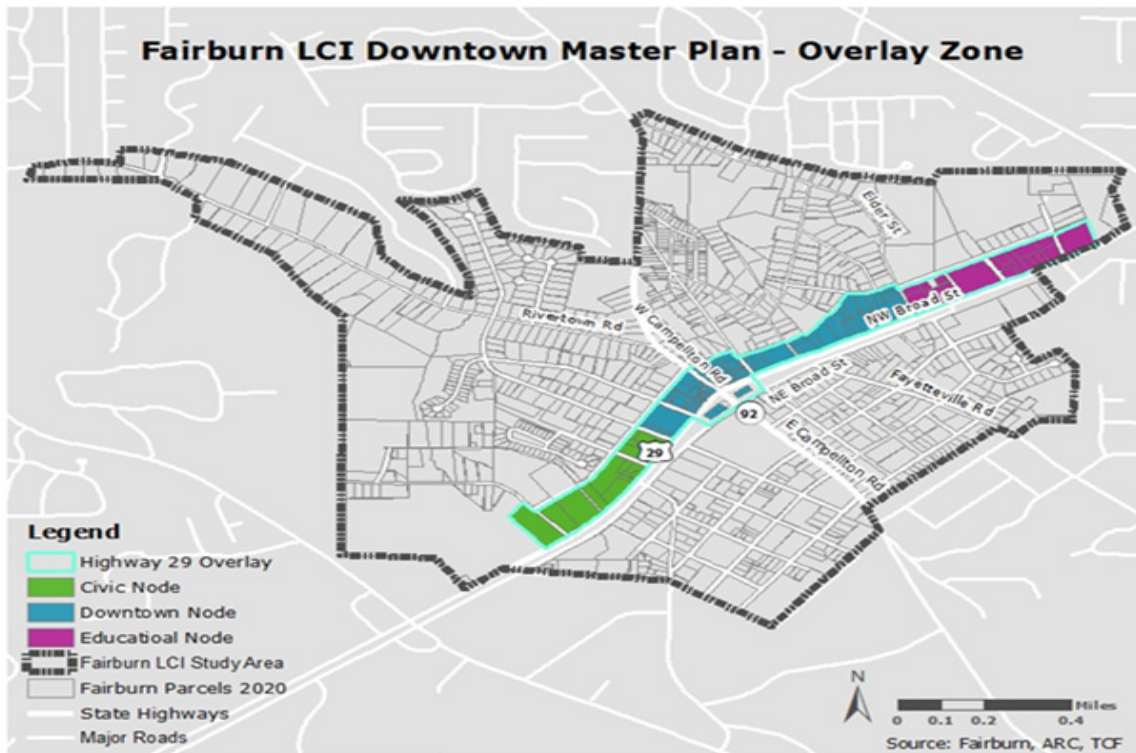
Figure 55: Fairburn LCI Downtown Master Plan – Current Zoning Districts in the LCI Study Area



Traditional zoning segregates land uses from one another and places them into categories such as single-family, multi-family, office, and commercial. Contemporary zoning allows for more flexibility through a mixture of land uses. The DMTU and Professional Development (PD) are two instances of more contemporary zoning in the LCI Study Area that allow for a more flexible mixture of land uses. The PD district was included in the previous LCI Study and allows for the combination of three or more of the following uses: single-family residential, multi-family residential, commercial, office, institutional, and conservation. The intent of the PD district is to encourage flexible and creative concepts in site planning, to encourage functional open areas, and to provide for an efficient use of land. Similarly, the DMTU district was added in 2019 and is intended to promote and preserve downtown Fairburn. This district's regulations and permitted uses are intended to complement the retail and office uses in the historic downtown core while still promoting a vibrant activity center with opportunities for social interaction and new complementary development.

Highway 29 Overlay Analysis

Figure 56: Fairburn LCI Downtown Master Plan - Overlay Zone



The City of Fairburn adopted the Highway 29 Overlay Zone to implement the policy recommendations in the 2009 LCI Master Plan. In general, the Overlay provides appropriate scale, design, and prohibited uses. The underlying zoning district for all parcels within the Overlay is DTMU – Downtown Mixed Use. The Overlay and underlying zoning districts function as a consolidated unit, therefore both are considered in this review.

The Overlay establishes the guidelines for mixed-use products as the preferred form of use, in alignment with the three “nodes” identified in the Master Plan (Civic, Educational and Downtown). Each of the three nodes includes an identical set of permitted uses. The underlying DTMU allows appropriate uses, except for large recreational facilities, such as bowling alley, motels, although hotels would remain appropriate, and the special uses requiring a permit always need evaluation whether they are appropriate

Design Standards Assessment

- **Setback standards:** There are zero set back standards for both the underlying DMTU and the Overlay. They appropriately include an exception for properties adjacent to residential.
- **Building heights:** Both the DMTU and the Overlay allow for the same building height maximum of 4 stories. It remains appropriate to provide for a Conditional Use Permit for taller stories, although the height variable should be made explicit earlier in the code section.
- **Lot Area and Coverage:** Similarly, both DMTU and the Overlay provide for zero lot area. The Overlay provides for zero lot coverage providing yard and/or buffers to determine the building envelope. This meets best practices for the mixed-use, urban development desired for downtown.
- **Landscaping:** The Overlay appears to have adequate landscaping for compact, urban environments, namely a 5’ perimeter landscape strip with specifications for tree planting. The 10’ landscape screening parking lots may be excessive; knee walls and shrubs can screen effectively within a 5’ landscape strip.
- **Architectural Standards and Signs:** While the architectural standards appropriately identify that

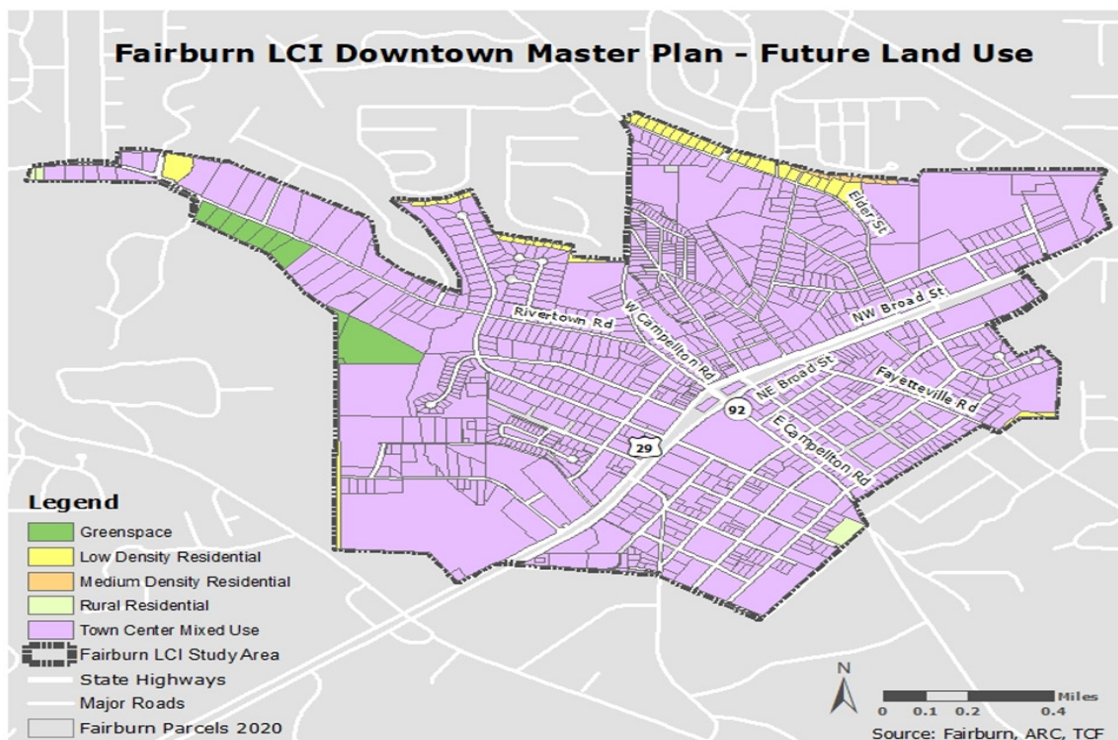
materials and colors need to reference either the original historic structure or adjacent materials and styles, it should more explicitly identify acceptable materials for new build (brick, stone, stucco, or fiber cement siding).

- **Common Space.** The 10% common space required by the Overlay includes the flexibility to ‘transfer’ to another site if needed.

Future Land Use

The City of Fairburn has adopted ten (10) Future Land Use policies intended to guide its vision for its land uses as the City redevelops over time. The Fairburn LCI Study Area represents five of the ten policies; the following policies are in the LCI Study Area: Greenspace, Low Density Residential, Medium Density Residential, Rural Residential, and Town Center Mixed Use. The following map shows where the Future Land Use policies are located throughout the LCI Study Area. The bulk of the LCI Study Area is intended to be Town Center Mixed Use; the other four intended policies are spaced sparsely and sporadically throughout the LCI Study Area.

Figure 57: Fairburn LCI Downtown Master Plan – Future Land Use



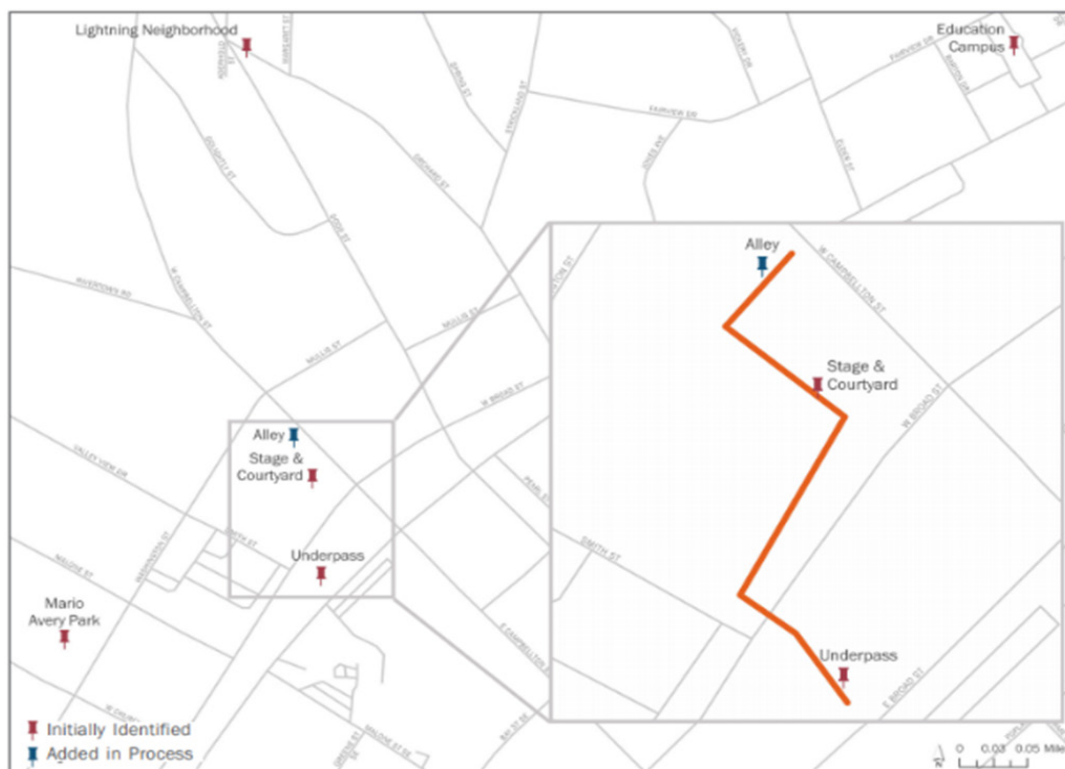
In comparison to the Current Zoning map and analysis from previous sections, there are some inconsistencies between the Current Zoning and Future Land Use policies. There are policy areas intended to be Greenspace but there are no Greenspace-related zoning districts located in the LCI Study Area or included in the current zoning districts. There is an Agricultural zoning district, but this use and intensity differs from Greenspace. The overwhelming majority of the LCI Study Area is intended to be Town Center Mixed Use, which demonstrates a goal of uniformity within this designated area. However, the Current Zoning of the LCI Study Area is mainly residential with a smaller corridor of DTMU and an even fewer instances of large range of other zoning districts. The DTMU most easily aligns with this intended policy due to its existing mixed-use configuration. Similarly, the small sections of Planned Development (PD) allow for a combination of three or more of the following uses: single-family residential, multi-family residential, commercial, office, institutional, and conservation. The other zoning districts are residential, office, commercial, industrial and institutional-related and could be updated to have an intensity and use more similar to mixed-use zoning districts.

3.5 Creative Placemaking

Creative placemaking establishes the analytical framework that will drive the Master Plan Update effort. Completed in 2019, Fairburn's Creative Placemaking Strategy plan was created with the intention of economically and aesthetically revitalizing its downtown and attracting people and businesses to the area. By investing in arts and culture, creative placemaking strategies will help address the overarching goal of creating a vibrant downtown that attracts and retains small and large job providing businesses.

These strategies will also serve to represent the diverse and growing population of the city and provide recreational opportunities that fit the community's needs. The elements of creative placemaking that are the focus of these strategies include public Infrastructure to represent the community, public art, such as murals, sculptures, and installations, solidifying a community identity, and creative wayfinding and signage. The following map shows sites identified as **potential locations for public art and creative placemaking**:

Figure 58: Potential Public Art and Creative Placemaking Locations



Progress on Implementation

The project recommendations in the Creative Placemaking Plan reflect the collaboration of elected officials, City staff, the steering committee, residents, and arts patrons in Fairburn. Each project is in line with the vision of the creative placemaking plan, which is to creatively and sustainably revitalize Fairburn's downtown. The City has taken many steps towards creative placemaking and activating these projects since the previous LCI Study. The City now has a Main Street Manager who is supporting the arts initiative. An Arts Advisory Council has been created from members of the Creative Placemaking Strategy stakeholder group, who are meeting on a regular basis to develop a work plan and guide decisions on art implementation.

Ongoing and Planned Projects

Stage and Courtyard Enhancements and Programming

Improvements in the planning stage for the stage and courtyard include adding additional shading, pedestrian scale amenities, site furniture, mural art on blank walls, additional lighting, and programming for the stage to showcase local performers.

Figure 59: Image of Stage and Courtyard and Rendering of Stage and Courtyard



Underpass Redesign

Part of the 2009 LCI Master Plan study identified the underpass across the street from Landmark Christian Academy, which is not accessible to vehicles, as a potential pedestrian crossing from SE Broad Street to SW Broad Street. Improvements in the planning stage include adding additional lighting, signage that highlights key destination, additional seating, murals on blank walls, programming for performance, and stair connection.

Figure 60: Image of Underpass and Rendering of Underpass



Alley Redesign

The space between the Southside Theatre Guild and the municipal court building (on the right) leads from the parking lot behind Broad Street onto Washington Street and is typically trafficked by pedestrians throughout the day and into the evening. The alley has been prioritized due to its high visibility in downtown Fairburn and the existing support for creative placemaking initiatives from the Southside Theatre Guild and the City. Actions that are currently in progress are allotting funding in the planning budget and buildings

budget and applying for Fulton County Arts & Culture Grant for additional funding. Planned actions include hardscape improvements, removing bushes, reconstructing the stairs, ramp, and entrance to the city building, adding string lights and decorative wall lighting, and adding new windows with window planters.

Figure 61: Image of Alley and Rendering of Alley



Lightning Neighborhood Enhancements

The Lightning Neighborhood is currently undergoing enhancement efforts. The Cora Robinson Park, located in the Lightning District Neighborhood, has undergone updates as recommended in the previous LCI Study. There is a Lightning Community Plan currently underway. The City of Fairburn has received grant to progress with park enhancements (Phase 2), which includes six community garden boxes.

Figure 62: Cora Robinson Park Improvements



Mural Program

There are many blank walls throughout downtown Fairburn which offer an opportunity to establish a mural program. A city grant was awarded for the Go Georgia Mural trail, which is still in the planning stages, but planned for the large blank wall along Smith Street or Annex Building. The planning stages is also underway for the walls by the train depots for mural design.

4. COMMUNITY PARTICIPATION

4.1 Core Team

4.2 Community Meetings

4.1 Core Team

The Fairburn LCI Downtown Master Plan Core Committee is made up by a group of local residents and business owners that provided guidance during the planning process for the Fairburn LCI Downtown Master Plan. The Core Committee supplied a broad range of perspectives to the planning process and offered a comprehensive outlook for the overall development of the Plan. During the Plan, the Core Committee – due to COVID-19 restrictions – met three times virtually.

Table 12: Fairburn LCI Downtown Master Plan Core Team Members

NAME	AFFILIATION
Tarika Peeks	City of Fairburn – Director of Planning and Zoning
Lester Thompson	City of Fairburn – Director of Community Development
Sylvia Abernathy	City of Fairburn – Director of Economic Development and Main Street Manager
Elizabeth Echols	Planning and Zoning Commission
Anatavia Benson	Art Advisory Council
Mika Smith	Downtown Business Owner – Hair Loom Salon
Jett Hattaway	Downtown Business Owner – Cochran Mill Brewing Company
Chris Wiley	Downtown Business/Property Owner – Oz Pizza
John Davis	Downtown Business/Property Owner – Green Oil Company
John Cook	Downtown Business/Property Owner – Green Oil Company
Rachel Will	Atlanta Regional Commission Representative
Debra Stephens	Fairburn Housing Authority – Senior Project Manager
Inga Kennedy	Lightning Community Resident

Core Team Meeting #1 – February 5, 2021

The first Core Team meeting was held on February 5th, 2021, via a Zoom virtual conference meeting. The project consultant team TCF oriented the Committee to the project with a presentation. The ARC representative explained the purpose and structure of the Livable Centers Initiative (LCI) program. The following project items were outlined:

- Scope and purpose of the study
- Project structure and roles of City officials, stakeholders, Core Committee and Consultant team
- Introductions and focus interest of members present
- Project Schedule
- Review of Original Study
- Accomplishments and additional studies (Creative Placemaking Strategy; Lightning Community Strategic Plan and Housing study)
- Demographics and Growth data snapshot

In addition to being provided with the above outline of the project, the Core Committee was given the chance to have an open discussion on issues and opportunities within the study area. The following issues and opportunities were discussed:

- Zoning requirements impact the study area – need more information, especially about design and the overlay
- Interested in making Live/Work/Play development a reality
- How to engage the community to enjoy downtown; when we succeed in generating destination, make sure to plan for the parking we need
- Be sure to highlight the completed projects when engaging the public; gives people reason to participate, gains buy-in
- Focus on Main Street – attract new businesses; new amenities will attract residents
- Motivate residents who work elsewhere to bring their business here; people will engage more if you can work where you live
- Beautification on Broad Street; businesses need resources to help them beautify their own spaces
- Work to get more residents to enjoy the restaurants we do have.
- Revitalization of downtown through catalytic, mixed-use development

Core Team Meeting #2 – June 4, 2021

The second Core Team meeting was held on June 4th, 2021, via a Zoom virtual conference meeting. The project consultant team presented the results of the Design Workshop with the Core Committee. The team walked through the preliminary concepts and the development assumptions behind them. The preliminary concepts focused on downtown, the education campus and the property in the neighborhoods “South of Broad.” Additionally, the following items were discussed with the Core Team:

- In order to attract development activity, need more residential; there’s a lot of activity down by the Interstate but need to generate it downtown
- The preliminary concepts focused on the two strategic blocks, capped by the park across the street (Mayor’s Park)
- The committee liked the idea but was concerned that the city did not control. Discussed ways to partner with owners to gain control or develop. Consider recruiting a developer to come partner
- The Council really frowns on multi-family – what about Live-Work instead? The Townhouse could transition to Live-work units
- Better if it mixed-use with retail on the bottom and residential on top. Some of the buildings could transform to residential/mixed use
- Consider re-streetscaping to account for dimensions proposed
- Pushing sidewalk forward means better foot traffic
- The Committee discussed the issue of the auto-repair shops and what it would take to find an alternative property outside of downtown and partner with them to get them to move
- Need to walk through the strategy with Council and the DDA – need to communicate their return on investment
- Need communication strategy for residents; to discuss how changes happens either planned or unplanned. There will be pressures for change but this would be proactive
- Core Committee members felt that: All of the concepts reflected the insights from the community and developers, with the additional parking and commercial frontage that help with the overall design and continuity of downtown district
- The South of Broad concept is particularly appealing because it is on property owned by the city and offers the residential component that will help to promote the downtown area. Innovative approach and helps promote development in the Landmark area
- The new connection road (Malone) is a great idea. If the city puts it in, that creates new road frontage for development

Core Team Meeting #3 – July 23, 2021

The third Core Team meeting was held on July 22nd, 2021, via a Zoom virtual conference meeting. The consultant team presented the final recommendations to the Core Committee. The presentation began with a review of the project vision and goals. The recommendations were presented in the following order:

- Housing/Market Analysis
- Catalyst Sites
- Transportation and Pedestrian Access
- Creative Placemaking
- Policy and Land Use

An overview of the implementation plan and the next steps in the adoption process were detailed next. The Core Committee was then given the opportunity to provide feedback and the following items were discussed:

- Housing
 - Need for missing middle concept but need to educate DDA and community on its benefits
 - Concern about housing mix and future development perspectives in the Lightning Community
- Transportation
 - Need for signage to restrictive truck travel on residential roadways
 - Need for crosswalks at the MARTA stops
 - Issue of people crossing the railroads tracks illegally
 - How do you ease the burden of travel for cars in downtown Fairburn?
- Design
 - Interest in campus infill strategy with the potential to infuse a younger population into the Fairburn community
 - Interest redevelopment of Hudson Plaza
- Cultural Placemaking
 - There's a need for comprehensive wayfinding for the Fairburn community
 - Active DDA to develop strategies to engage Fairburn businesses
 - Wayfinding is one of these strategy items
 - Creation of more events downtown to attract more people to Downtown Fairburn
 - Provide incentives to attract more businesses downtown
 - Develop strategies for public/private partnerships downtown
 - Temporary/pop-up stores in Downtown Fairburn to infuse energy into the community
 - Use of vacant storefronts with decorative art displays

4.2 Community Meetings

Due to COVID-19 restrictions, the community meetings conducted for the Fairburn LCI Downtown Master Plan were held virtually. The community meetings were intended to inform the community on the process of the plan, plan details, and gather input from community stakeholders on plan recommendations.

Community Meeting #1 – February 18, 2021

A Community Meeting was held on February 18th, 2021, from 6:00pm to 7:30pm, via a Zoom virtual conference meeting. The purpose of this meeting was to introduce the project to the public and to educate them on the LCI study process. After introducing the project, a series of polling questions were asked in order gauge who from the community was present and their initial thoughts on housing, transportation, and public arts related issues. The consultant team provided an overview of the previous 2009 LCI Study and its accomplishments and currently active projects. The existing urban design and creative placemaking features and conditions were discussed as well as current strategies and implementation methods. Next, the consultant team provided a detailed marketing and housing analysis for the study area. The public was able to place their written comments in the chat box throughout the presentation and were given the opportunity to provide live verbal responses during the closing discussion session.

*Figure 63: Announcement flyer
for Community Meeting #1*



Figure 64: Zoom Screenshot from Community Meeting #1



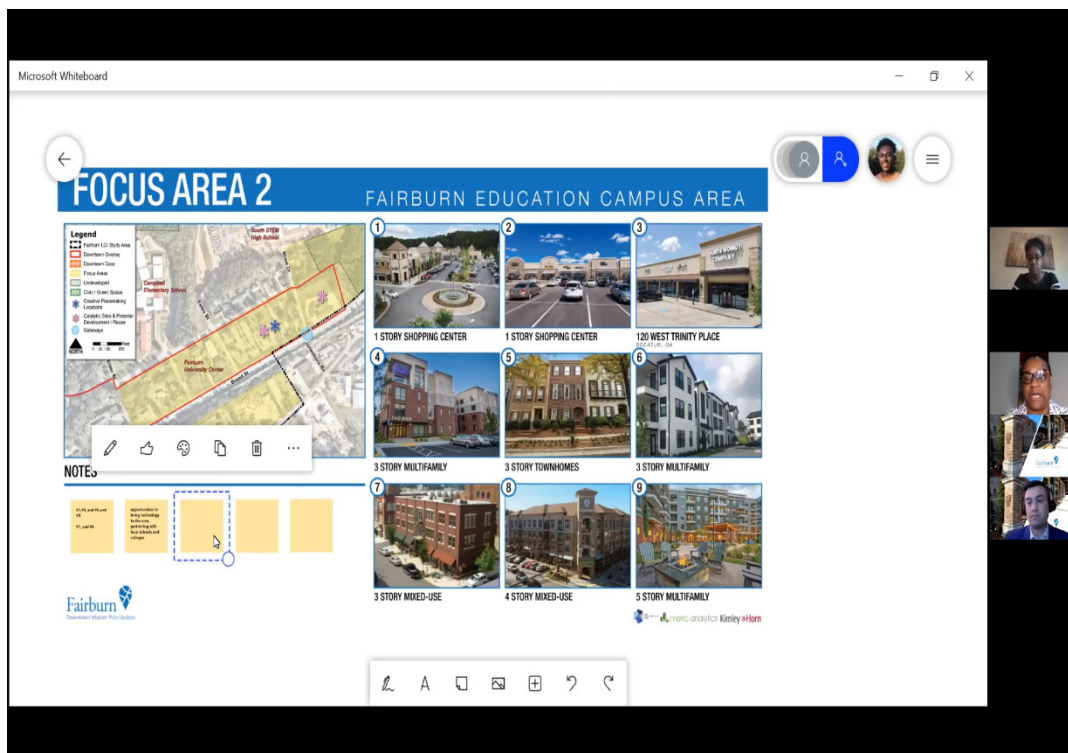
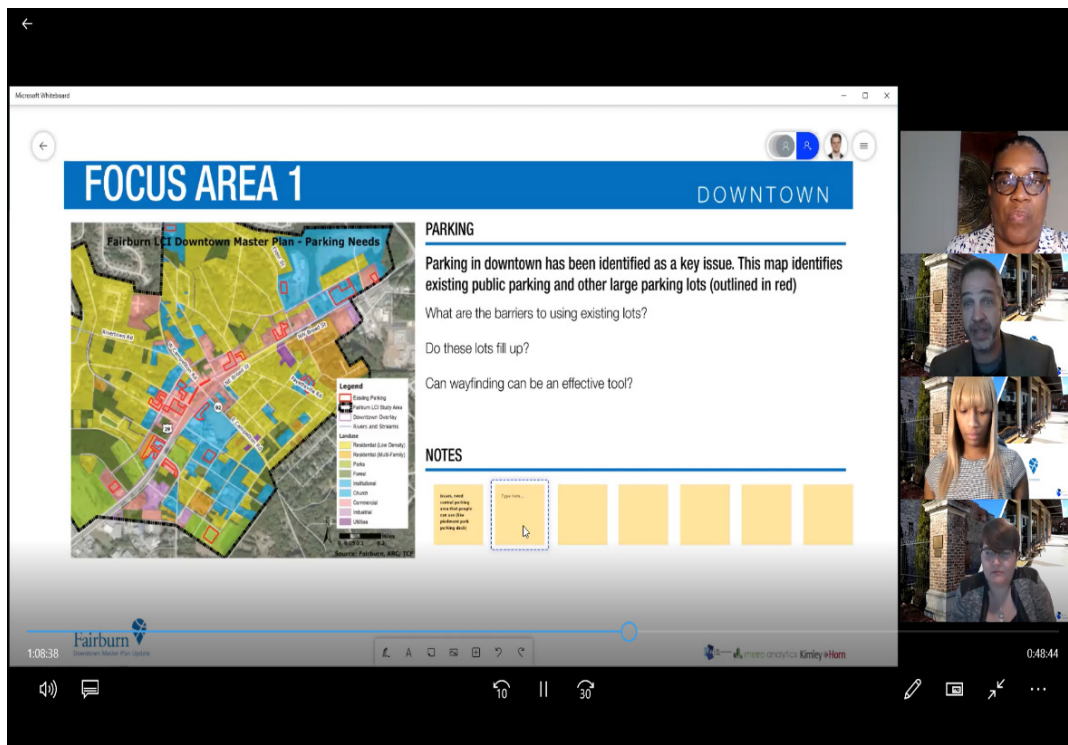
Design Workshop/Community Meeting #2 April 15, 2021

A Design Workshop was held on April 15th, 2021, from 6:30pm to 8:00pm, via a Zoom virtual conference meeting. The design workshop was an opportunity for the community and stakeholders to learn about the Fairburn LCI Downtown Master Plan and to provide guidance on the desired future for downtown development. The workshop began with a welcome and agenda and polling session to learn more about the community and stakeholder members present. The consultant team then gave a presentation with an overview of the LCI study, review of the accomplishments and viable assets in the City of Fairburn, examples of successful LCIs in other cities, and review of the transportation assessment results. The workshop then shifted gears to an open discussion of downtown Fairburn as a focus area. A whiteboard exercise was used to gather the feedback from the attendees about the existing conditions, future design, safety issues, and parking concerns in the area. Two different breakout group session began next with attendees having previously chosen which singular breakout group they wanted to attend. The two focus areas for the breakout groups were the Education Campus and the South Downtown Neighborhood. Whiteboard exercises were again used to gather the feedback from the attendees about the existing conditions, future design, safety issues, and parking concerns in the area.

Figure 65: Announcement flyer
for Design Workshop/Community Meeting #2



Figure 66: Zoom Screenshots from Design Workshop/Community Meeting #68



Community Meeting #3 – August 12, 2021

A Community Meeting was held on August 12th, 2021, from 6:00pm to 7:30pm, via a Zoom virtual conference meeting. The purpose of this meeting was to present the final recommendations to the public. The presentation began with the results from the previous community meeting and the design workshop and a review of the project vision and goals. The recommendations were presented to the public in the following order:

- Housing/Market Analysis
- Catalyst Sites
- Transportation and Pedestrian Access
- Creative Placemaking
- Policy and Land Use

An overview of the implementation plan and the next steps in the adoption process were detailed next. The public was then given the opportunity to provide live verbal feedback and place their comments in the chat box.

Figure 67: Announcement flyer for Community Meeting #3



Figure 68: Zoom Screenshot from Community Meeting #3



4.3 Developer Roundtable

A Developer Roundtable was held on May 14th, 2021, from 10:00am to 11:30am, via a Zoom virtual conference meeting. The purpose of the meeting was to discuss the Fairburn LCI Downtown Master Plan with local developers and business owners in order to gain their perspective on the future development of Fairburn. The consultant team presented an overview of the project, the current market, including residential and commercial, in the LCI Study Area, and Fairburn downtown properties and occupancy rates. An open discussion began based on the following development subjects in Fairburn: current investment potential and barriers to investment and how to enable new development. Additionally, the following items were discussed with the local developers and business owners:

- Need to lure people away from the major transportation corridors by using creative placemaking
- Need social media support for businesses to get the word out and to help advertise
- Demand and opportunities on the southside of Atlanta are clear, but income disparities will likely require subsidies to build projects that are successful
- Retail and restaurants can act as an amenity to Downtown Fairburn
- Developers need to understand what drives Downtown Fairburn
- Need to offer small business loans or grants to support early businesses
- Dynamics of downtowns need constant review and consideration – How can restaurants survive and what do they need from a support standpoint?
- Talk and survey business owners regularly to better understand where customers are coming from and how are they doing financially
- Public greenspace can help spur interest for Downtown Fairburn
- Streetlights can be useful in extending the hours that people can work
- Consider using a TOD District to increase flexibility
- Remove hurdles in specific locations you want to encourage growth in
- Consider hosting an educational forum for elected officials so they can see growth and development from a developer's perspective

5. RECOMMENDATIONS

5.1 Housing and Marketing Opportunities

5.2 Catalyst Sites

5.3 Transportation

5.4 Land Use and Zoning



5.1 Housing and Marketing Opportunities

Single-Family Residential

Residential units of all types, tenures, and price points should be incorporated into the Study Area. Given the existing land use pattern of the Study Area, coupled with accessibility and visibility, approximately 30% of the future demand will likely be in a single-family detached format. Based on the forecasts, this would result in demand for 115 to 175 new residential units. It should be noted that the Lightning Strategic Plan made note of reinvestment potential for rundown or dilapidated structures. Demand forecasted in this analysis are focused on net new units and not renovation of existing structures.

Households earning between \$50,000 and \$74,999 annually comprise more than one-quarter of the Study Area, making it the most common income cohort. More than 97.0% of all Study Area households earn less than \$150,000. Finding opportunities to create quality, but affordable, housing will be a critical consideration as Fairburn continues to grow. Focusing on infill opportunities in existing neighborhoods is one strategy to help meet this need.

Development of single-family detached units in the Study Area will happen organically over the 15-year analysis period but will be heavily focused on infill opportunities in the existing neighborhoods. Inclusion of new residential properties will bring new rooftops to the area and be effective in enhancing the surrounding historic neighborhoods without comprising character.

Figure 69: Development Opportunities Scale for Single-Family Residential



Multi-family

Multi-family residential, including attached for-sale product and rental apartments, represents a strong development opportunity for the Study Area. This analysis assumes that 70% of the future residential demand in the Study Area will take the form of townhouses and apartments. This would equate to demand of approximately 385-500 total multi-family units.

Apartment-style multi-family units would be appropriate near the Fairburn Educational Campus or as a component to an integrated downtown. While units near the Educational Campus could take a more suburban form in the short-term, multi-family in the historic downtown would require increased density or a vertical integration of uses. Most indicators suggest that demand for mixed-use, both suburban multi-use developments and vertically integrated downtown product, will continue. Enhanced investment is likely to continue to drive development of mixed-use neighborhoods throughout the 20-year analysis period.

Figure 70: Development Opportunities Scale for Multi-Family Residential



While Fairburn currently has a limited supply of townhouse properties, the urban land use pattern of the Study Area would be an attractive fit for this type of residential units. These projects could take the form of small-scale infill properties in existing neighborhoods or near downtown or larger-scale greenfield opportunities on the outskirts of the Study Area. The Study Area also offers a unique opportunity to host “Missing

Middle” multi-family housing options.

As shown in *Figure 71*, “missing middle” product includes duplexes, triplex and fourplexes, smaller multi-family developments, and townhouses. These product types, which can more easily be part of an in-fill strategy, will enable residents who want to live in a walkable community to do so at the budget that best meets their needs. Nationally, more consumers are opting for smaller homes in a walkable environment, over larger units that require long commutes and more personal vehicle trips. This development pattern can not only be applied near an urban core, but with proximity to any commercial center that offers pedestrian and/or transit accommodations.

Figure 71: Example of Missing Middle Housing



Retail

The Study Area is generally underserved in retail, with consumer spending exceeding local sales. This indicates that customers are traveling outside the area to access retail goods and services. This analysis forecasted Study Area demand for approximately 30,000 to 46,000 square feet of retail space. Retail developed in the Study Area would likely be focused on smaller users in and near historic downtown Fairburn. Retail opportunities in the Study Area are likely to be slow to matriculate. However, as additional residential units are delivered, in the Study Area and the City of Fairburn, retail providers will be attracted to the area to serve new residents.

Figure 72: Development Opportunities Scale for Retail



Office

The Study Area has experienced little new office development in recent years. From a financing perspective, existing vacant office space would have to demonstrate leasing momentum to increase the attractiveness of an investment in new office development in Fairburn and southern Fulton County. Even with the opportunity to leverage a historic downtown, office would be a longer-play than other land uses. Likely requiring an improvement in the local market dynamics.

The Study Area is forecasted to have 20-year office demand of approximately 45,000 to 54,000 square feet. Demand will likely gravitate to smaller office space offerings in and immediately around the downtown or to the area near the Fairburn Educational Campus. As previously noted, office space will likely gravitate to the area on the backend of the forecast period as other uses have gained traction.

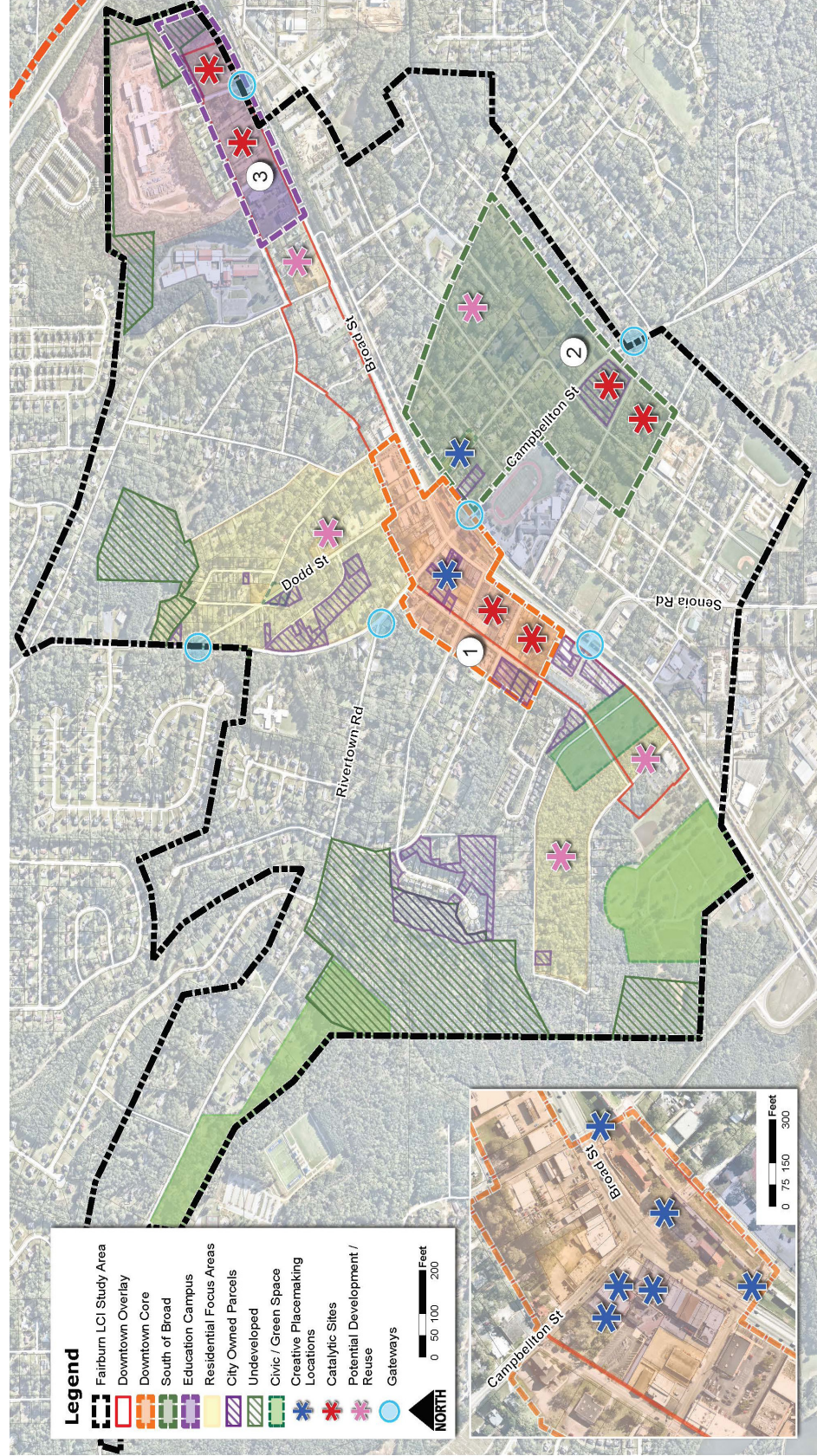
Figure 73: Development Opportunities Scale for Office



Development Opportunities

The Focus Area and Catalytic Sites map as shown in *Figure 74* illustrates areas that either are or have the potential to serve as nodes of activity, as well as potential catalytic sites and redevelopment locations. It also identifies key residential areas and downtown's historic core as places of particular focus and attention, as well as the key gateways into the community. The Master Plan Update process will work with the community to consider strategies for maximizing these assets and development opportunities.

Figure 74: Fairburn Historic Downtown LCI Plan Update – Focus Areas & Catalytic Sites



5.2 Catalyst Sites

Downtown Expansion

Concept Context

Downtown Fairburn, centered around the intersection of Broad Street (US 29) and Campbellton Road (SR 92), is the heart of the community, and home to a variety of small businesses, public spaces, and community assets. Three downtown blocks, bounded by Broad Street (US 29), Washington Street, Campbellton Road (SR 92), and West Church Street, offer opportunities for redevelopment that can provide new housing options, expand the core downtown area, and catalyze new activity and development.

The northernmost of the three blocks is 4.3 acres and contains a row of historic buildings along Broad Street (US 29) and the Stage and Courtyard. The remainder of this block is occupied by low rise commercial and warehouse-style buildings and surface parking. The central block, bounded by Broad Street (US 29), Malone Street, Smith Street and Washington Street, is 3.6 acres and one of the most active blocks in downtown, occupied by a shopping center and surface parking. A Latin American grocery store, CVS, and several smaller businesses and restaurants keep the shopping center well utilized. The southernmost block is also 3.6 acres and the least developed of the three, with only a few small buildings along Broad Street (US 29) and Washington Street. This is despite the block's ideal location between active businesses to the north, senior apartments to the south, and a park and city hall to the west.

Concept Overview

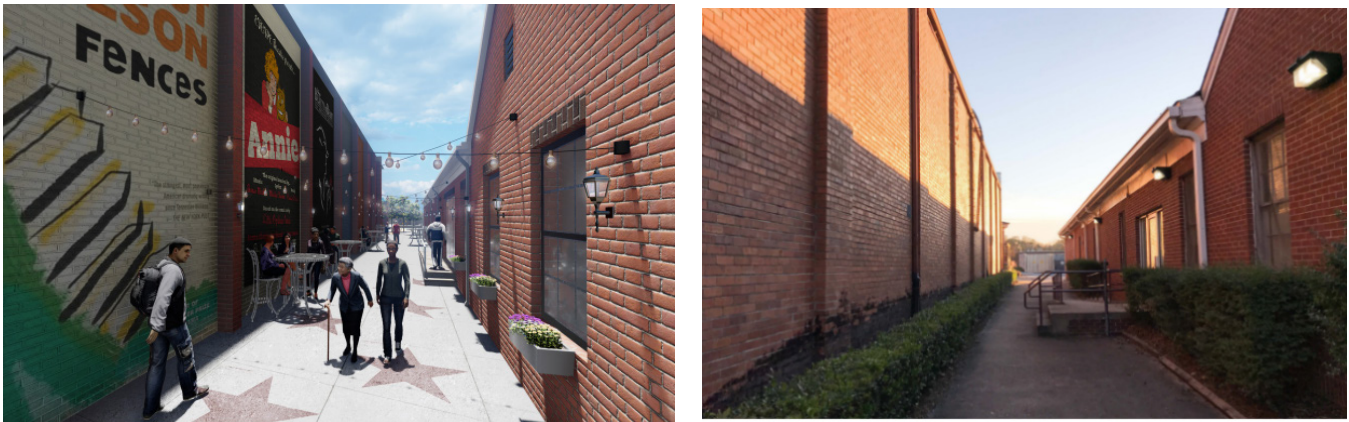


Figure 75: Image of Alley and Rendering of Alley

The downtown redevelopment concept has several components, the first of which is centered on the northernmost block. Building on the City of Fairburn's *Creative Placemaking Strategy*, the City should first focus on the "Art Alley" located between the Southside Theater Guild and the city office building, and enhancement of the Stage and Courtyard.

In addition to the enhancements to existing spaces, the City can extend the Art Alley from the back of the Stage and Courtyard, behind the Broad Street buildings and connecting to Smith Street. This new space would include a new "alley streetscape", murals and locations for small art installations, providing a new "pedestrian spine" connecting Downtown Businesses, Southside Theater Guild and Stage and Courtyard to the new development and civic space to the southwest.

The two blocks southwest of the downtown core are envisioned to redevelop as a mix of residential and low-density commercial, with commercial uses facing Broad Street (US 29) and residential uses, such as townhomes and apartments or senior living, oriented towards Washington Street. Surface parking would be pulled to the interior of the block, allowing buildings to be placed directly facing the sidewalk. This preserves the traditional small-town feel established by Fairburn's original historic blocks. The orientation of the buildings along the outside of the blocks also allows for the new art alley to continue south all the way to West Church Street, linking the redeveloped blocks to the historic core.

Programming

The scale of redevelopment potential downtown ultimately depends upon several factors, chief among these is the city's willingness and capacity to invest in or support the rehabilitation of existing historic buildings and to acquire all or portions of the southwestern blocks, or work with a developer to partner on acquisition and redevelopment.

Redevelopment of the southwestern-most block may be the best short-term opportunity for redevelopment, given that it is mostly undeveloped. While the City currently does not own any parcels on this block, acquisition or partnering with a developer is possible and relatively straightforward, when compared to other blocks downtown. Redevelopment of the center block may be the most challenging, hinging upon the capacity and willingness to renegotiate lease agreements held by current tenants. Additionally, many of the businesses within the shopping center are popular and seen as part of what makes Fairburn unique. Any redevelopment of the shopping center should include arrangements to keep some of these businesses in Downtown.

Figure 76: Downtown Expansion Concept Rendering



Figure 77: Example Development Images for Downtown Expansion Concept



Fairburn Education Campus Expansion

Concept Context

Fairburn's Education campus is located on Broad Street, just over half a mile northeast from the center of Downtown. The area is a primary gateway into Fairburn's downtown and is adjacent to several other educational facilities including Campbellton Elementary School and the brand-new STEM focused Global Impact Academy. The concept site is focused on two locations, the existing campus and surface parking and the adjacent parcels containing a restaurant and undeveloped land to the northeast. Together, these properties offer developable property of approximately 17 acres. The majority of the site is occupied by the education campus buildings and large, under-utilized surface parking.

Concept Overview

The large surface parking lot for the education campus occupying the middle of the site offers the largest redevelopment opportunity, as it is under-utilized and owned by the City. The concept envisions the parking being redeveloped as part of a build-out of the campus, with new buildings fronting Broad Street and Shaw Drive, some campus serving retail located at high visibility corners and angled parking provided around the edges of a new campus green space in the middle of the site. The northernmost parcels could be redeveloped as multifamily and student housing that could provide housing for students and faculty.

A large network of internal sidewalks and planting areas would give the site a campus feel and provide additional greenspace for this area of Fairburn. Investments in new wider sidewalks or multiuse trails along Broad Street and Fairburn Drive would link the campus directly to the downtown core.

Programming

The success of the Education Campus expansion concept depends on the expansion of existing educational programming, introduction of new education, workforce training and small business programming, and the redevelopment of the large surface parking lot. The City should work with the existing schools located at the campus to determine what programs could be expanded or added and what additional cam-

pus improvements would be needed. Additionally, the City could pursue new educational uses, including the addition of a technical school, the establishment of a workforce training center, the creation of a small business training, and incubator space. Additional analysis is needed, but several industries or focus areas identified during the process that could be targeted include film, television, music and entertainment as well as restaurants and culinary training. This may necessitate changes or reinterpretation of the terms governing the property for the city to partner with entities bringing in non-educational uses, such as campus supportive retail or restaurants. Another key factor for success is the need to create stronger mobility links between the education campus and other parts of the city, including both downtown and across Broad Street and the railroad tracks to the south.

Figure 78: Fairburn Education Campus Expansion Concept Rendering



Figure 79: Example Development Images for Fairburn Education Campus Expansion Concept



South of Broad Neighborhood Concept

Concept Context

Only a third of a mile south of downtown, the South of Broad concept may be the greatest short-term opportunity for new development near Downtown and provide quality housing that is reflective of the diverse housing already found in the South of Broad Neighborhood. The site is located at the western corner of Campbellton Road and Milo Fisher Street and would connect to Malone Street. The property is mostly undeveloped and is walking distance to Landmark Christian School's main campus and new high school campus as well as Downtown Fairburn, offering an ideal opportunity for infill development.

Concept Overview

The City owns the eastern portion of this site and thus is in a position to attract and direct the type of development envisioned in this plan. By extending public roads through the site, adding park space, sidewalks and trails, the City can position this site for infill development. The concept is organized around walkability, with the street grid reconnected and sidewalks provided throughout. Most homes would have rear alley access and off-street parking, creating a more traditional streetscape. New housing is envisioned as a mix of single family, two-family, and accessory dwelling units, providing a wide mix of square footages and affordability that more closely match the existing fabric and housing stock found in the surrounding community. The concept also includes a neighborhood park along Campbellton Road, providing new greenspace and a gathering spot for the wider South of Broad community. Sidewalks already exist along Campbellton Road linking the property to downtown, but repairs may be necessary in locations to ensure a seamless connection.

Programming

This redevelopment concept will necessitate a few key actions by the City. Site analysis will need to be conducted to determine the feasibility of extending streets and developing within the site. Then the City will need to secure funding for streets, sidewalk and park improvements. The City will also need to identify a development partner to assist with the planning and development of the eastern block of the concept. Since the western block within the concept is not owned by the City, that area may need to be acquired or developed in a later phase. Rezoning of parcels within this development site may need to be considered to allow for the proposed zoning and density. Additionally, the City may need to repair some sidewalk infrastructure along Campbellton Road to ensure good pedestrian connectivity to downtown.

Figure 80: South of Broad Neighborhood Concept Rendering



Figure 81: Example Development Images for South of Broad Neighborhood Concept



5.3 Transportation

The transportation recommendations are a mixture of carrying forward recommendations from the 2012 Livable Centers Initiative (LCI) Study that have not yet been implemented and new projects developed through the planning process. Primarily focused on the Downtown area, the recommendations provided serve to promote a safer and more connected environment that promote a more walkable community. As part of this strategy, options to reduce truck traffic and create better bicycle connections to the area were also considered. The recommendations within focus on the following:

- Sidewalk and Pedestrian Projects
- New Roadway Connections
- Locations for Streetscaping to Promote Placemaking
- Other Policy Recommendations

Project and policy recommendations were driven from three sources:

1. **Technical analysis to assess the overall needs for the downtown area, as provided in the Existing Conditions Report.** Because congestion is not a major issue in the areas, most recommendations are driven by safety needs.
2. **Input from public outreach and coordination with City.** Throughout the course of the study, input received from the public forums and CORE Team meetings has been vetted with the City and incorporated herein. In this regard, most of the input from the community have been related to conflicts with freight. There are both short- and long-term recommendations to alleviate this issue.
3. **Supporting the overall land use and development concept recommendations.** Transportation improvements to support the three concept plans developed for the catalyst sites in the area - expansion of downtown, education campus expansion and the South Broad neighborhood project.

Major Conclusions

Pedestrian Needs

The overall pedestrian needs in the Study Area have been identified through review of the previous LCI projects and coordination with City staff. Based on this review, several gaps were in the network were discussed and re-assessed. These needs are reflected in the project recommendations at the end of this section. It is understood that additional signals along Broad Street (US 29) in the Study Area are not likely to be approved. However, installation of elevated pedestrian tables controlled by pedestrian-actuated flashing amber beacons should be considered on either side of the signals already in existence on Broad Street (US 29).

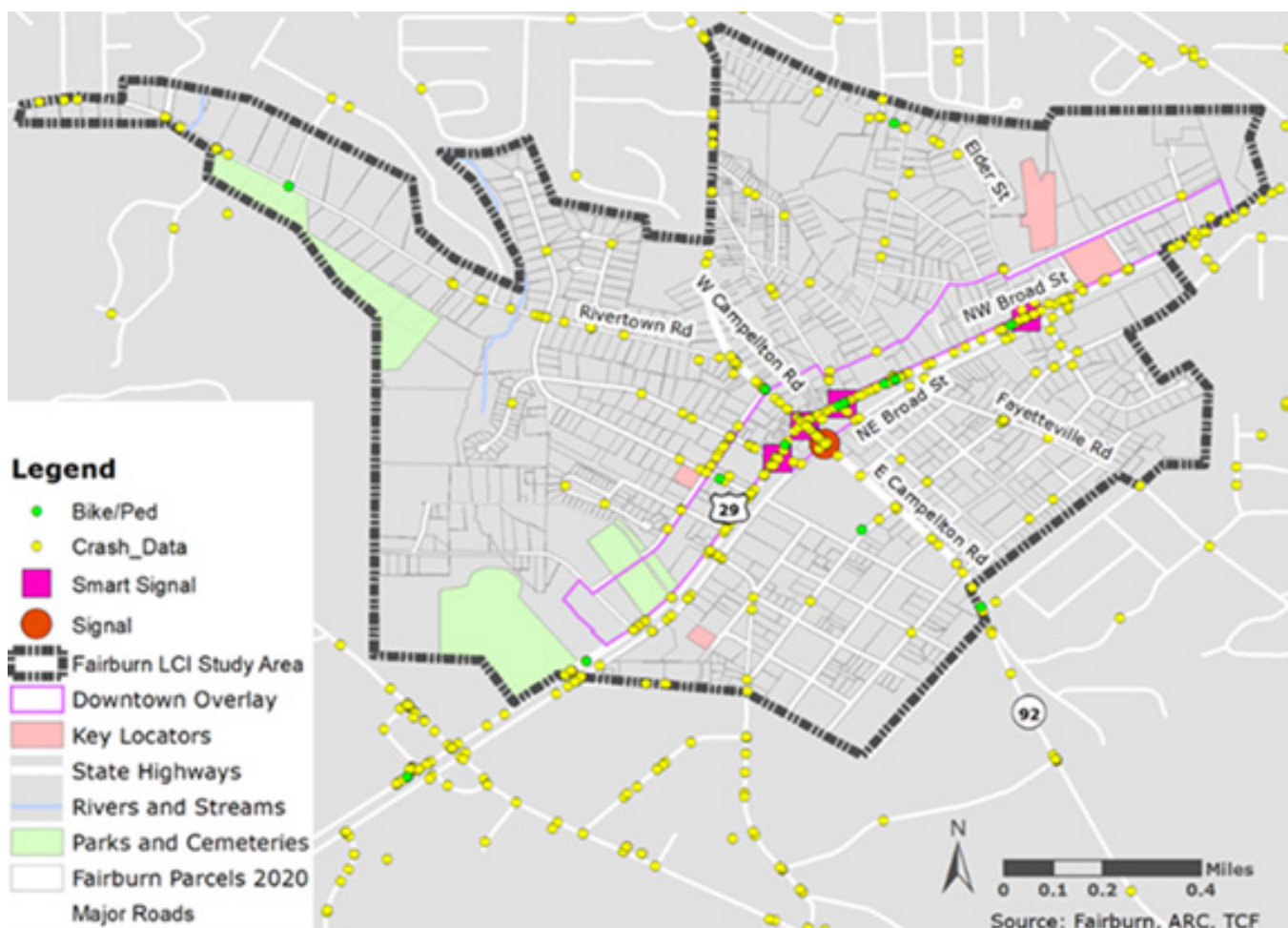
Another project that can benefit the Downtown is a viable connection to the Aerotropolis Greenway, which is planned to be constructed at Stonewall Tell Road and Broad Street (US 29) and provide a network of trails throughout South Fulton County. An alternative to connect via an alignment north of Broad Street (US 29) was identified and validated through the public outreach process.

Safety

A detailed analysis for safety issues was conducted to identify problem areas for both auto and pedestrian travel. The principal findings derived from the safety analysis include:

- Rear-end collisions will only be reduced by reducing speed differential. Angle collisions will only be reduced by reducing the number of intersections and access points. Fairburn should further explore opportunities in both.
- Safety analysis reveals that speed differential is the primary driver of safety problems within the study area. Simply installing traffic calming measures to slow traffic will not directly address this issue, as speed differential is primarily created through the number of intersections and access points, and the control of those intersections and access points.
- Bicycle and pedestrian crashes are found throughout the study area at both intersection and mid-block locations.
 - The influence areas of the signalized intersections on Broad Street (US 29) from Smith Street through Campbellton Road (SR 92) through Cole Street represent the most significant concentrations of bicycle and pedestrian crashes.
- Signals tend to increase the numbers of crashes, though severity of crashes may be reduced by signals. Shown in *Figure 82*, significant clustering of crashes are displayed at signalized intersections, even where “smart signals” are installed. Given the preponderance of rear-end collisions, the introduction of more signals is not likely to be an effective safety countermeasure.

Figure 82: Crash Locations



Freight Management

In response to input from the community, several options were explored to reduce Downtown truck traffic. Issues that influence rerouting of truck traffic include:

- The industrial district south of I-85 along Campbellton Street/Spence Road (SR 92) is a major generator and destination of truck traffic through downtown.
- Campbellton Street (SR 92) is a state roadway that is a major source of truck traffic downtown. Because of the low bridge clearing under the CSX rail bridge, truck traffic often is diverted to nearby crossings as Senoia Road and NE Broad Street (US 29). However, as a rule of the Georgia Department of Transportation (GDOT), truck restrictions are not allowed along state roadways.
- Potential bypasses around the city would need to be coordinated with the City of South Fulton given their jurisdictional boundaries with the City of Fairburn.
- The interchange of Fairburn Industrial Boulevard (SR 74) at I-85 is being reconstructed.
- Given these characteristics, strategies to divert trucks from Campbellton Street (SR 92) to Fairburn Industrial Boulevard (SR 74) became the focus of freight strategies for alleviating trucks from downtown. As such, strategies considered include:
 - Developing a northern bypass alignment connecting Fairburn Industrial Boulevard (SR 74) to Beverly Engram Parkway (SR 138) north of the City. While this would allow a complete diversion of trucks through Downtown, the alignment would need to utilize the Virlyn B. Smith Road corridor. Given the residential nature of the roadway, this option was eliminated from consideration.
 - Working with GDOT to shift the designation of Campbellton (SR 92) to the Fairburn Industrial Boulevard (SR 74) corridor via an existing or new roadway connection. While this option would allow the City to restrict trucks along Campbellton Road (SR 92), the City would be responsible for future maintenance of the roadway. Irwin Road presented a favorable option for a connecting roadway. The roadway corridor is currently undeveloped and the industrial areas south of Irwin Road (that would accommodate high levels of truck traffic) would remain under state maintenance.

Connectivity Opportunities

In the City of Fairburn, there are several incomplete and unconstructed streets on apparently platted rights of way (ROW) that present opportunities for enhanced connectivity – either for auto or non-auto related travel. Given that, adverse possession (§ 44-5-161 - Adverse possession; effect of permissive possession) is a consideration. As such, the City should confirm their ownership and intent for these rights-of-way. This is particularly relevant to the South Broad area of Downtown. These ROWs include:

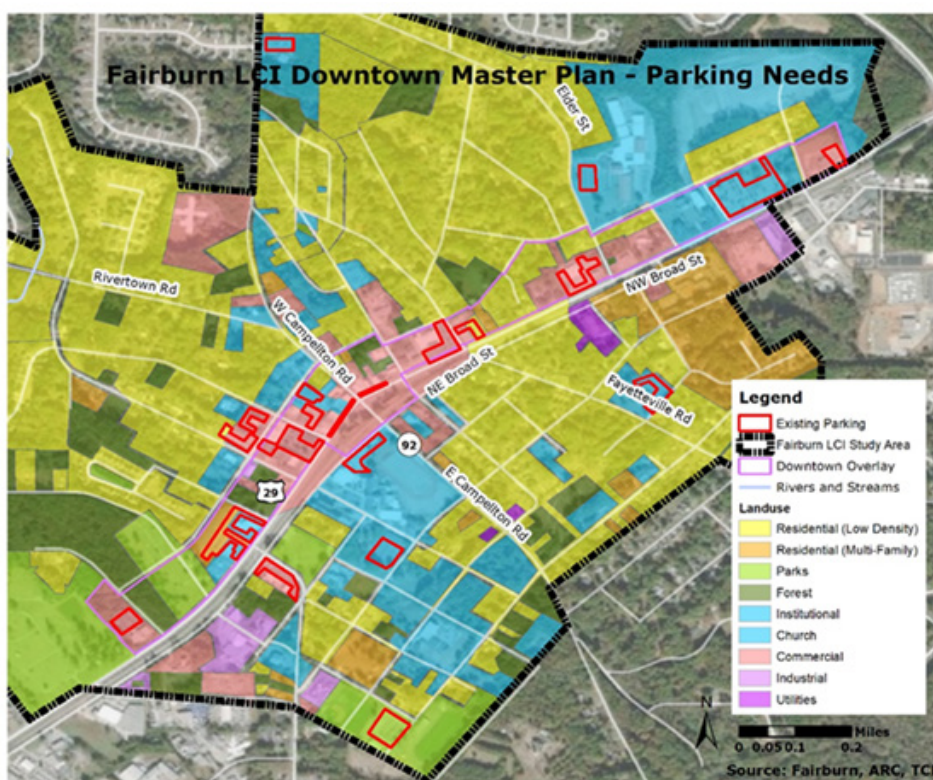
- Malone Street to Milo Fisher Street (Part of South Broad concept)
- Chestnut Street NE (Minus portion within South Broad concept)
- Cole Street to Pine Street
- Oak Street to Pine Street
- Orme Street to Chestnut Street
- Chestnut Street NE to Clayton Street
- West Church Street to Lane Drive

Parking

While parking is a perceived problem in Downtown, there is an abundance of parking supply in the Study Area. The most efficient way to supply parking in the Downtown is to provide wayfinding and improved sidewalk connectivity. Wayfinding signs that direct people to parking opportunities, such as the Fairburn Park & Ride facility, and the public parking for the Southside Theater Guild area (focused upon private vehicles) should be located as vehicle approach decision points such as the intersection of Broad Street (US 29) and Campbellton Street (SR 92). Fairburn should also investigate the possibility of incorporating wayfinding on logo signs on I-85 for the Fairburn Park & Ride facility.

A map of the available parking in the Downtown area is provided below. It should be noted that any new street connections or extensions, as noted in the previous section, provide opportunities for on-street parking.

Figure 83: Parking Needs



Transportation Projects

The following maps illustrate the projects determined based on the major transportation conclusions. These projects are categorized by bicycle and pedestrian projects and roadway and railroad projects. The Project ID's in the legends of the maps below correlate to Table 15 and Table 16 in the Implementation Plan Section

Figure 84: Bicycle and Pedestrian Projects

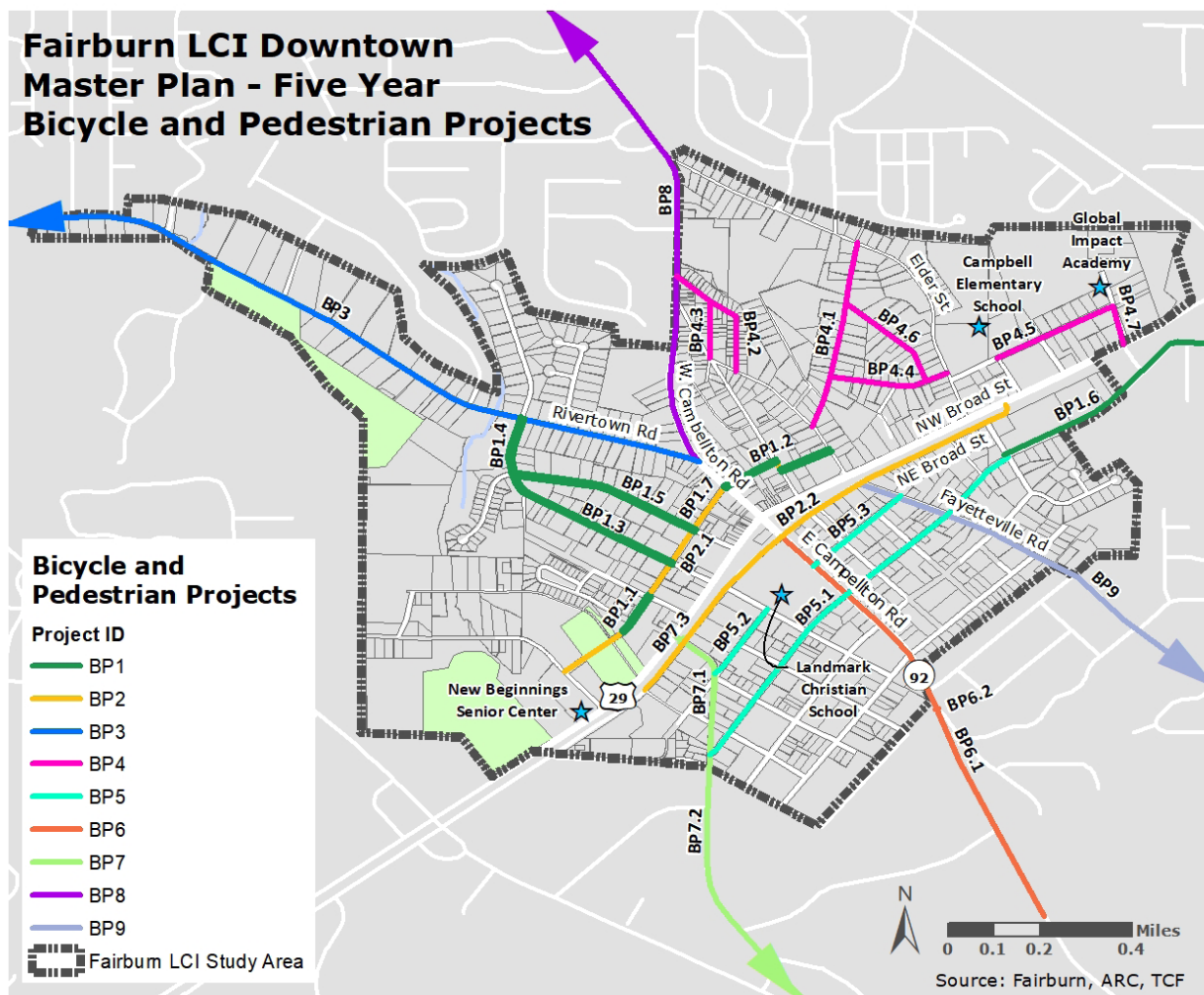
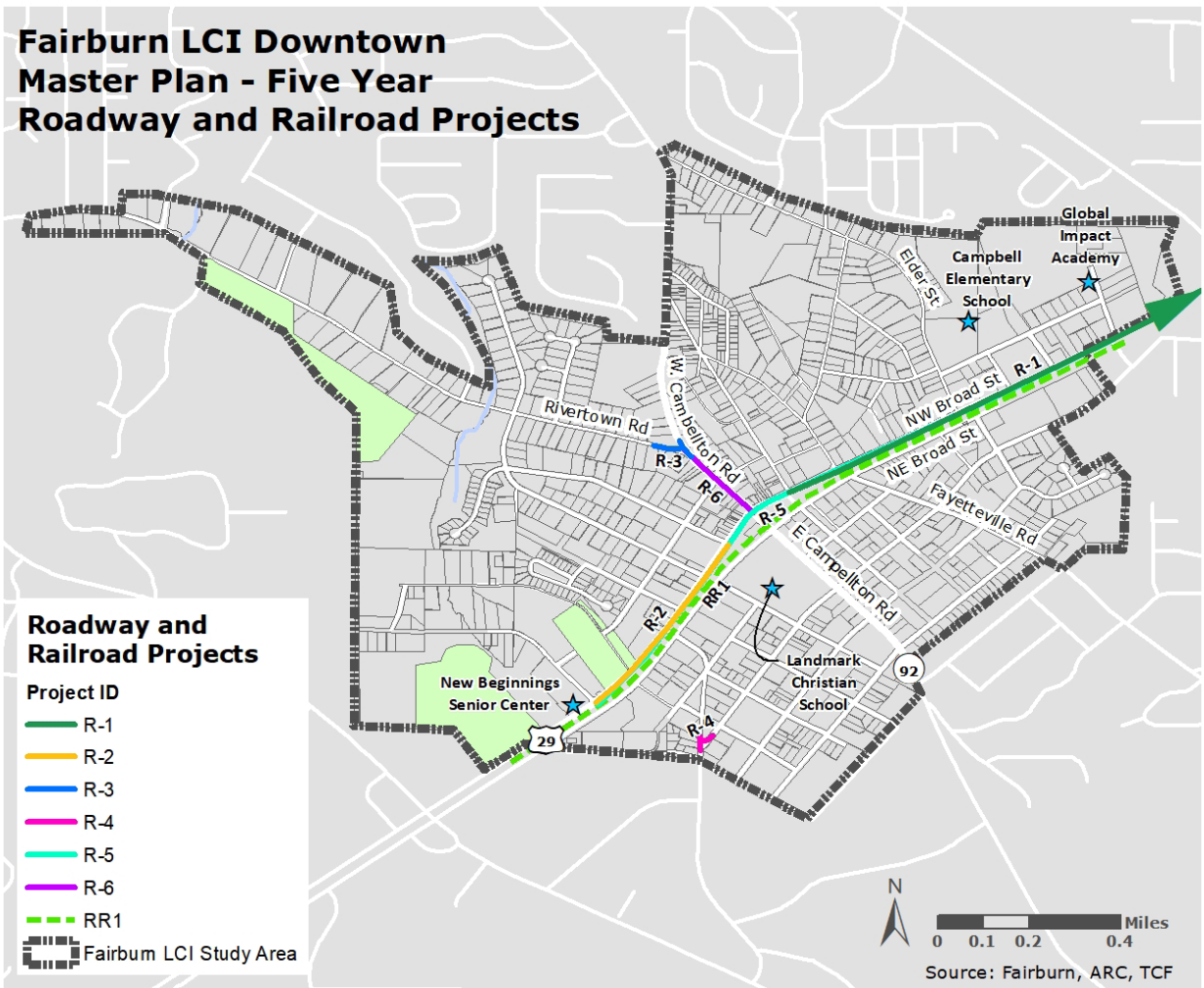


Figure 85: Roadway and Railroad Projects



5.4 Creative Placemaking

The City of Fairburn's Creative Placemaking Strategy from 2019 informs the creative placemaking recommendations for the LCI study area. The report noted that the City hopes to revitalize downtown Fairburn and attract people and businesses to the area. Implementing creative placemaking strategies by investing in arts and culture will help to address this overarching goal of ensuring economic vitality and creating a vibrant downtown. Three of the identified catalyst sites in that report, which includes the rail underpass, stage and courtyard, and the "art alley" between the Southside Theatre Guild and the municipal court building, are already being activated and implemented by the City. The three remaining identified catalyst sites, which includes Mario Avery Park, the Lightning Neighborhood, and the Education Campus, should also be pursued and activated by the City for placement of cultural arts or markers. The additional identified public art projects, which includes creative sidewalks, transmission tower art, and signal box murals should also be pursued throughout the City to foster a unique sense of place.

Figure 86: Creative Placemaking Project Examples

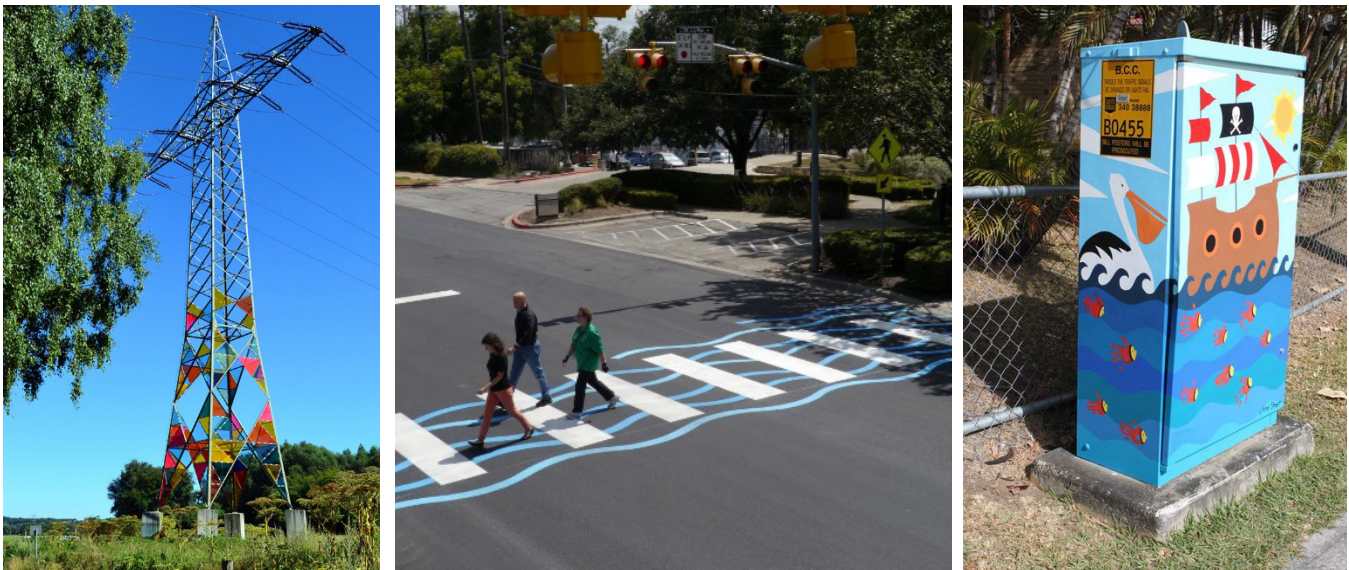


Figure 87: Main Street Program Initiatives



Additional creative placemaking efforts being undertaken by the City of Fairburn include the endeavors of the Main Street Program. Fairburn's Main Street program is part of the Georgia Main Street's Downtown Affiliate Network that includes other communities, neighborhoods, and non-traditional business districts that have a strong commitment towards downtown development but have a desire for a more flexible approach in the revitalization of their downtown. The active and successful Main Street program in Fairburn has a wide a range of current and upcoming initiatives to help promote

both business development and creative placemaking. These current and upcoming initiatives include but are not limited to the following:

- Formalize an active business association
- Create community event cards
- Provide business incentives
- Dress up Empty buildings in downtown area
- Set up monthly shop-local events

- Support the beautification of downtown areas
- Provide business development opportunities
- Establish Parent & School Appreciation Nights
- Hold block parties
- Establish National Night Out in Fairburn



In addition to the current LCI Streetscape improvements, street trees should also be considered as an element of creative place-making. While ongoing maintenance costs are always a consideration with “living street art”, street trees in the downtown area will also provide a more pleasant walking and bicycling environment and will provide shade during summer months. The City of Fairburn can also utilize elevated pedestrian tables (crosswalks) as opportunities for placement of arts. The placements at the pedestrian tables should be limited areas outside the curb line and should each be distinct and clearly identifiable. Placement of vertical arts and markers at each end of these tables generate the benefits acting as aesthetically pleasant “rally points” for pedestrians and acting as lateral clearance restrictions for motor vehicles and allow for better speed management.

Figure 88: Example of Streetscape with Street Trees



The City of Fairburn should look outside of its city limits for creative placemaking strategies. The City should join the ATL Airport District, which currently includes the nearby cities of Union City, East Point, Hapeville, and College Park. Membership in the ATL Airport District would provide the City with promotional, marketing, and economic development benefits that would attract visitors to the City. Additionally, the City should coordinate with the same nearby cities in promotion of murals and art installations. This inter-city coordination will strengthen the arts districts for all of the cities involved.

More long term creative placemaking recommendations include expanding the existing and thriving creative sector in the City of Fairburn. The City should consider tapping into the surrounding film industry in the Atlanta region. The film and television industry can be provided with points of contact to local filming activities and available locations for filming in the City. Tactics for filming and guides for filming in the City can be provided through local conditions, locations, talent, and relationships with area businesses and with the state film office and will position the City as the concierge to the production companies. Additionally, the City can harness the existing creative sector of fashion, festivals, and food by using the diverse portfolio of talent-based entrepreneurs that contribute to the economy of local communities. The fashion industry is an unusually vibrant cluster that can be tapped with the cooperation of universities and community colleges.

5.5 Land Use and Zoning

Zoning Code

The current zoning code of the City of Fairburn supports the vision and goals of this LCI study, but some modifications are necessary to better align with the vision and goals and to enact greater change and development. The following recommended zoning code modifications are put forth to encourage and promote the successful implementation of the Fairburn LCI Downtown Master Plan.

South of Broad Neighborhood Concept is currently zoned as R-2, which permits single-family residential that is low to medium density on one-half acre. The current zoning of R-2 should be changed to either R-3 or work directly with a future developer to design a master plan for rezoning to PD, Planned Development. R-3 zoning permits single-family residential that is medium density on one-third acre and would better reflect the desired density and lot size for the South of Broad Neighborhood Concept.

The City has existing single-family detached and multi-family housing stock, but like a lot of other communities, there is a gap of “missing middle” housing, which refers to a range of multi-unit or clustered housing types compatible in scale with single-family homes. These product types, which can more easily be part of an infill strategy, will enable residents who want to live in a walkable community to do so at the budget that best meets their needs. This development pattern can not only be applied near an urban core, but with proximity to any commercial center that offers pedestrian and/or transit accommodations.

Offering a wider variety of housing types can help address affordability concerns and provide housing for residents of different ages and income-levels. These units can either be rented or owner-occupied, which make them flexible to changing markets. With these types of housing, residential density will increase; however, the zoning code is limited to single-family residential from one half acre to one-third acre to one-fourth acre, residential condominium/town house at one acre, and multi-family residential at 12 units per acre or 36 units per acre. In order to build the types of housing this plan recommends, the zoning code should permit medium residential densities.

Therefore, throughout the City of Fairburn, a greater diversity of housing options should be permitted in order to provide for “missing middle” housing options. This initiative promotes more varied housing options that exist along a spectrum of size and density. There are many types of housing that fall under this residential use:

- Cottage courts
- Duplexes and triplexes with units either stacked or placed side-by-side
- Multiplexes (4+ units), with units either stacked or placed side by-side
- Courtyard apartments
- Live/work units
- Accessory dwelling units (ADUs)

Figure 89: Examples of “Missing Middle” Housing Options



In order to continue the momentum around the Lightning Neighborhood, the City should formalize the creation of Design Guidelines for this Neighborhood as identified in the three reports and assessments previously undertaken by the City. These Design Guidelines would include design standards that are specifically tailored the needs of the Neighborhood and to help manage its future development. Elements in the Design Guidelines would also include maintaining the Neighborhood’s small lot single family residential neighborhood, clarifying its district regulations, illustrating its district intent and style, and incorporating historic property demolition protocol.

In conjunction with the Creative Placemaking recommendations, language should be added to the zoning code to specifically allow for public art installations throughout the city. The language should specifically reference the involvement of the Arts Advisory Council to review standards, including the establishment of a maximum size threshold of installations above which the Arts Advisory Council’s approval is required.

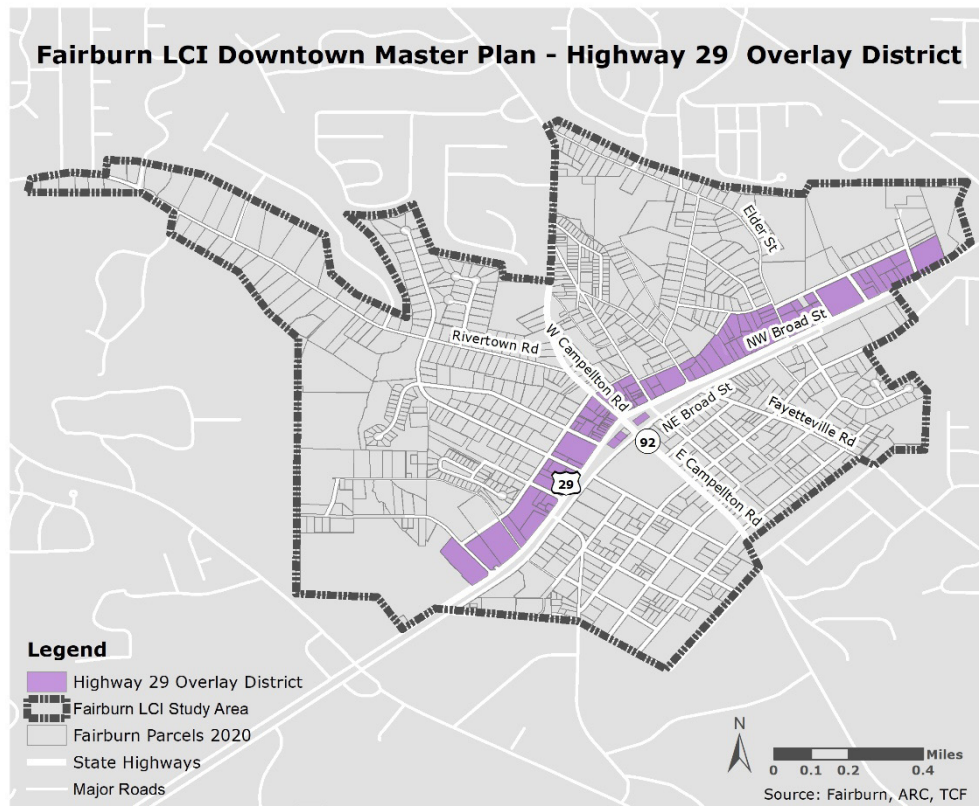
More generalized zoning recommendations include streamlining the permitting process for downtown developments and identifying ordinances. The permitting process for downtown should be streamlined by updating applications, processes, and fee schedules and to improve city staff and applicant ease and understanding. Ordinance incentives to help encourage new development could include but is not limited to shared parking incentives and density bonuses.

Highway 29 Overlay Zoning District

The current Highway 29 Overlay Zoning District should be modified in order to better reflect the vision and goals for the LCI study. The three different nodes, Educational, Downtown, and Civic, should be removed from the zoning code. The prohibited uses and standards are the same for all three nodes and the permitted uses are all the same with the exception of the exclusion of institutional uses in the Downtown node.

Since the uses and standards are already streamlined and to help encourage uniformity within the overlay district, the three different nodes should be removed.

Figure 90: Highway 29 Overlay Zoning District



In conjunction with previous recommendation for permitting “missing middle” housing options throughout the study area, “missing middle” housing options should also be include in the Highway 29 Overlay Zoning District. This initiative promotes more varied housing options that exist along a spectrum of size and density. Additionally, this initiative supports the intent of the overlay district to include mixed-use options and a diversity of multi-family residential uses. Additionally, the zoning code indicates no single use should occupy more than 70% of the site. This should be revised to allow stand-alone commercial and only apply to proposed multi-family development. However, the percent of mix should increase to 85% mix, to accommodate market realities that mixed-use products require more complex financing and typically need a dedicated champion in the City to help broker a mixed-use development.

Additional permitted uses that should be allowed and potentially have limits placed on them in the Highway 29 Overlay Zoning District include new and trending restaurant, office, and entertainment uses. Trending restaurant uses include drive-thru restaurants, brewpubs and micro-distilleries, and restaurants with pick windows, stands, or models for increased flexibility for outdoor dining. Trending office uses include work and business incubator flex spaces and business technology services. Trending entertainment uses include hookah or cigar lounges and pop-up operations for food trucks, urban gardens, and markets by right.

5.6 Policy

Policy recommendations for the LCI study were developed from the current policy accomplishments and initiatives being undertaken by the City of Fairburn. Regarding the current future land use policy, the current designation for the LCI Study area is Town Center Mixed Use and supports the vision and goals of the study. The City should moves its unique and successful implementation of the *BrandPrint Report* forward by formalizing the creation of a Downtown Marketing and Branding Campaign. A Downtown Marketing and Branding Campaign would help support existing business and help attract visitors to the City. A specific component of this campaign should be the creation of an annual downtown event, such as seasonal

festivals or local music/arts festivals, for residents to enjoy and to help bring visitors to City. Assistance to existing business should also include continuing to coordinate with the Main Street program to stimulate local investment and business development.

Figure 91: BrandPrint Report Design Concepts

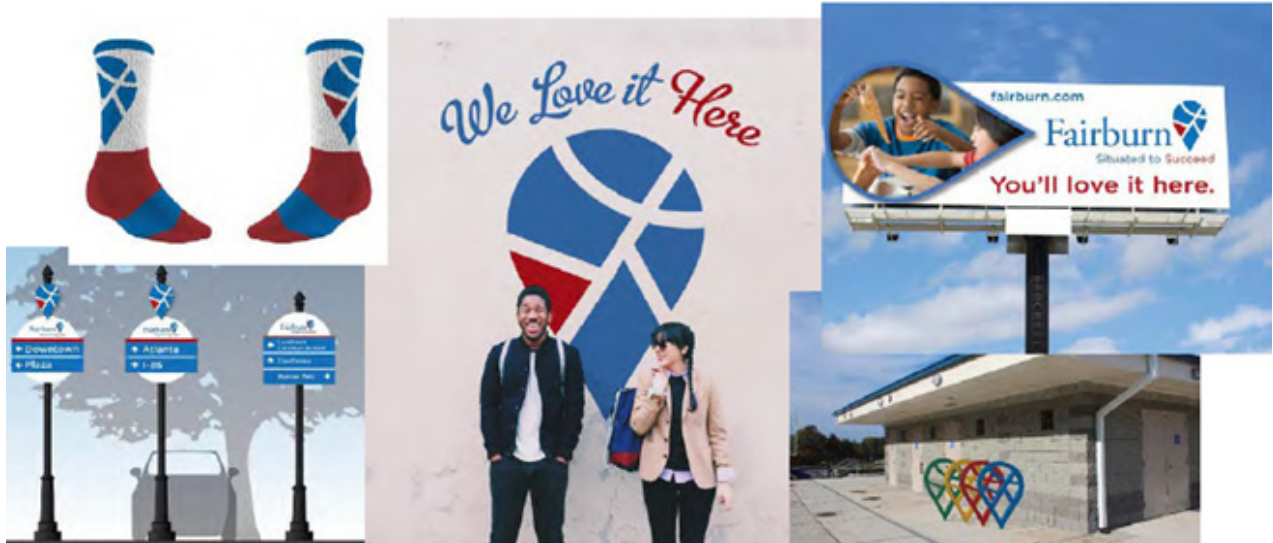


Figure 92: Examples of Downtown Festivals in Georgia



The City of Fairburn should increase communications between not only themselves and existing downtown business owners, but also need to find ways to reach prospective business owners and developers. One way to increase communications would be to establish a community forum to discuss the great things happening in downtown Fairburn and to educate small business owners on startup and marketing strategies. Additionally, individual local businesses could be spotlighted to highlight their accomplishments and to answer questions.

Hosting Annual Developer Days and conducting business development workshops could help increase communication with prospective business owners and developers. Annual Develop Days should include a luncheon to invite realtors, developers, and property owners to tour Fairburn and learn about available

properties and future development opportunities. Information and resources for prospective business owners would be provided along with listings of commercial buildings and vacant properties that are available for rent or purchase. Moreover, a workshop should be conducted with the City Council, Downtown Development Authority (DDA), other City leaders, and developers to provide information and tools on real estate financing decision making and the benefits of public investment. Both of these strategies would help the City create relationships with prospective developers.

In addition to working with developers and local business owners, the City of Fairburn needs to work with its elected and appointed officials and residents. In conjunction with recommendations for “middle housing” options and an increase in the variety of housing densities, a Housing Workshop should be created to educate elected and appointed officials and residents on the current housing market, popular housing terms, and the need for additional and varied housing types. Time can be allotted for individuals to ask questions, voice their concerns, and receive information on popular housing misconceptions. An emphasis should be placed on how the community and elected and appointed officials can help manage new and future residential development in Fairburn.

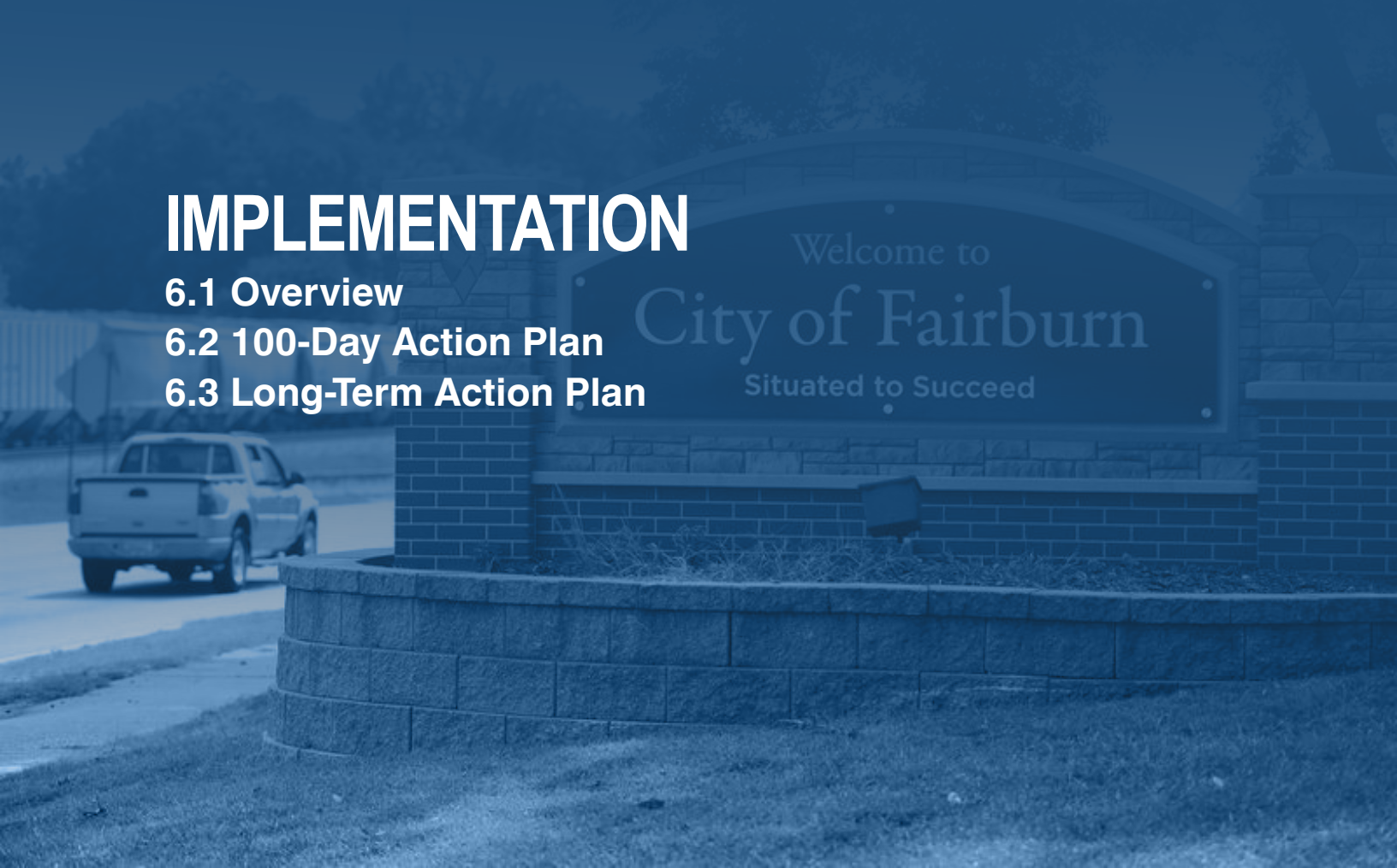


IMPLEMENTATION

6.1 Overview

6.2 100-Day Action Plan

6.3 Long-Term Action Plan



6.1 Overview

Figure 93: Involvement in the Implementation Process



While the implementation of the LCI Downtown Master Plan may take as long as 25 or more years, a schedule of projects and programs is laid out that focus on the first five years and priorities. The lists of specific projects and programs laid out to implement the vision and goals of the Fairburn LCI Downtown Master Plan are divided by estimated project length. Short term projects fall under the 100-Day Action Plan while more extensive programs and projects fall under the Long-Term Action Plan. These programs and projects provide direction on how to make the recommendations a reality. Ultimately, these projects focus on helping the City invest in the pride of Fairburn and its historic downtown by creating a vibrant and connected downtown where the people of Fairburn can live, work, and play.

Making any of these projects a reality requires precise coordination and the inclusion of all affected parties. The implementations of programs and projects includes City Staff and agencies, elected officials, community partners, and the private sector as noted in *Figure 93*. While specific projects within the private sector may rely on market conditions, developer interest and funding, there are projects that may and can be undertaken by the public sector that can provide catalyst for the public/private development, infrastructure and civic facilities, regulatory framework and organizational structure.

6.2 100-Day Action Plan

The 100-Day Action Plan items are intended to provide initial steps of implementing the project and program recommendations. These Action Plan Items are intended to be low- to no-cost tasks that can be pursued immediately. The City of Fairburn should take the lead on many of these Action Plan items, but coordination with other public agencies, the private sector, and state and local governments will be vital for execution.

Table 13: List of 100-Day Action Plan Items

Action Plan ID	Description/Action	Cost	Responsible Party	Funding Source
1	Post plan on website	Staff time	Community Development Department	City of Fairburn
1	Draft and send out press release of master plan update and completion	Staff time	Communications Department	City of Fairburn
2	Educate elected officials/public on plan	Staff time	Community Development Department	City of Fairburn
3	Initiate a forum for annual Developer Days	Staff time	Community Development Department	City of Fairburn
4	Strengthen partnerships with schools (public/private) to communicate on needs and attainments for future growth and education expansion	Staff time	Economic Development Department	City of Fairburn
5	Create a quarterly meeting between Main Street, Downtown Development Authority, City of Fairburn Economic Development, City of Fairburn Community Development and Planning, and City of Fairburn Administration	Staff time	Community Development Department	City of Fairburn
6	Review Right of Way currently unused by the City of Fairburn	Staff time	Community Development Department	City of Fairburn
7	Initiate discussion with GDOT District 7 about the pedestrian crossings on Broad Street	Staff time	Community Development Department	City of Fairburn
8	Assess and evaluate permitting and development processes for zoning, land development, building, and licensing	Staff time	Community Development Department	City of Fairburn
9	Initiate partnerships with housing organizations and senior groups to identify housing options and demand for the senior population in Fairburn	Staff time	Economic Development Department	City of Fairburn
10	Seek available grant and incentive to encourage private property and business owners to make improvements in alignment with the concept visions, such as enhancements to building facades through a façade improvement grant program and incentives to restore historic buildings	Staff time	Economic Development Department	City of Fairburn

11	Identify design and location for truck route signage for the City's truck routes - Multiple locations in the East 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	Staff time	Community Development Department	City of Fairburn
12	Begin the process for requesting a Railroad Quiet Zone Application/Implementation - From SR 74 to SR 138	Staff time	Community Development Department	City of Fairburn

6.3 Long-Term Action Plan

The Long-Term Implementation Plan provides specific projects and programs intended to assist the City of Fairburn with implementing the goals and vision for the Fairburn LCI Downtown Master Plan Update. The timeframe of the implementation recommendations and programs are identified and include party responsible and potential funding sources for the project.

The recommendations identify the parties who may be involved for their successful implementation, including public agencies, the private sector, and state and local governments. Coordination between these parties will be critical in building a consensus towards final implementation. The recommendations identified in *Table 14* represent the following categories:

- Housing Strategies;
- Economic Development Strategies;
- Zoning Strategies; and,
- Creative Placemaking Strategies.

The transportation recommendations are shown in two separate tables. *Table 15* highlights the Bicycle and Pedestrian projects while *Table 16* highlight the Roadway and Railroad projects.

Table 14: List of Implementation Plan Projects (Non-Transportation)

Priority	Description/Action	Cost	Year					Responsible Party	Funding Source
			2022	2023	2024	2025	2026		
Housing Strategies									
H1	Host a Housing Workshop - Educate elected and appointed officials and residents on the current housing market, popular housing terms, and the need for additional and varied housing types.	\$2,000	X	X	X	X	X	Community Development Department	City of Fairburn
H2	Update the City of Fairburn's 2016 Housing Inventory Report to further determine opportunities and challenges, demand, and partnerships for housing development in the City.	\$20,000	X					Economic Development Department	City of Fairburn

H3	<p>Review and update current zoning ordinances for appropriateness in the Downtown LCI area to support a diverse range of housing types and densities, including single-family detached units, townhouses/small-scale attached options, multi-family, accessory dwelling units, and housing for seniors.</p> <p>Special attention should be given to urban form and public space improvements.</p>	\$30,000	X	x				Community Development Department	City of Fairburn
H4	<p>Continue to support the Downtown Development Authority (DDA).</p> <p>The Fairburn DDA can be utilized to attract and incentive new development, acquire land, or raise funds for public infrastructure and other investments.</p>	\$200,000	X	X	X	X	X	City Administration/ Economic Development Department	City of Fairburn
H5	<p>Identify Opportunities for Senior-Focused Housing. Partnerships with housing organizations should be established to identify sites and promote the development of housing options in locations that connects residents to amenities and services.</p>	Staff Time		X	X			City Administration/ Economic Development Department/ Community Development Department	City of Fairburn
H6	<p>Acquire Properties for Infill Development that could support infill housing opportunities, including in the Lightning Neighborhood.</p>	TBD (Land Cost Specific)			X	X	X	DDA/ City of Fairburn	DDA/ City of Fairburn
Priority	Description/Action	Cost	Year					Responsible Party	Funding Source
			2022	2023	2024	2025	2026		
Housing Strategies Cont.									
H7	<p>Identify and Leverage Public-Private Partnerships (PPPs) to provide a framework for complex development projects or provide additional public resources to make a project viable.</p> <p>In all three concept locations, the City should actively seek opportunities to partner with communities to bring quality housing options, both for- sale and rental, to support Fairburn residents.</p>	TBD (Project Specific)		X	X	X	X	City Administration/ Economic Development Department/ Community Development Department	City of Fairburn

Economic Development Strategies									
ED1	Host annuals Developer Days - Invite realtors, developers, and property owners to tour Fairburn and learn about available properties and future development opportunities	\$2,000	X	X	X	X	X	Community Development Department	City of Fairburn
ED2	Host economic development workshops - Educate the City Council, the DDA board, other City leaders, and developer on the state of the current market, tools for real estate financing decision making and on the benefits of public investment	\$2,000	X	X	X	X	X	Community Development Department	City of Fairburn
ED3	Establish a community forum to discuss the great things happening in downtown Fairburn and to educate small business owners on startup and marketing strategies. Include spotlighting of individual local businesses	\$2,000	X	X	X	X	X	Community Development Department	City of Fairburn
ED4	Continue to support the Main Street Association by identifying key impediments to attracting or retaining businesses to downtown and partner with other organizations to identify possible solutions.	Staff Time	X	X	X	X	X	City Administration/ Economic Development Department/ Community Development Department	City of Fairburn
ED5	Review Available Grants and Incentives to stimulate private establishments to make improvements in alignment with the concept visions, such as improvements to building facades through a façade improvement grant program. This should also include incentives to restore historic buildings.	Staff Time	X	X	X	X	X	Community Development Department/ Main Street Association	City of Fairburn

Priority	Description/Action	Cost	Year					Responsible Party	Funding Source
			2022	2023	2024	2025	2026		
Economic Development Strategies Cont.									
ED6	Assess Parking Need with strategic investments in surface and on-street parking that can attract private development and create the urban form and pedestrian environment desired by the community. Parking needs in Downtown Fairburn should be assessed that parking locations are serving existing and future businesses.	\$25,000			X			Community Development Department	City of Fairburn
ED7	Identify and Leverage PPPs to facilitate development, redevelopment, and rehabilitation projects in Downtown. This includes identifying a strategy to rehabilitate historic buildings adjacent to the Stage and Courtyard area.	TBD (Project Specific)			X	X	X	Community Development Department/ Main Street Association	City of Fairburn
ED8	Create a Campus Plan to determine current and future needs. The updated campus plan should review the potential to partner with technical schools, county and regional workforce boards, and key industries to provide activated space.	\$45,000			X			Economic Development Department	City of Fairburn
Zoning Strategies									
Z1	Change zoning on South of Broad catalyst site from R-2 to either R-3, or work with future developer to design master plan for rezoning to Planned Development.	Staff Time	X					Community Development Department	City of Fairburn
Z2	Permit diversity housing options to provide for “missing middle” <ul style="list-style-type: none">Cottage courtsDuplexes and triplexes with units either stacked or placed side-by-sideMultiplexes (4+ units), with units either stacked or placed side by-sideCourtyard apartmentsLive/work unitsAccessory dwelling units (ADUs)	Staff Time	X					Community Development Department	City of Fairburn

Priority	Description/Action	Cost	Year					Responsible Party	Funding Source	
			2022	2023	2024	2025	2026			
Zoning Strategies Cont.										
Z5	Add language to specifically allow public art installations, with reference to review standards of the Arts Advisory Council and establish maximum size threshold of installations above which Council approval is required.	Staff Time		X				Community Development Department	City of Fairburn	
Z6	Update the Highway 29 Overlay Zoning District based off the recommendations, such as: <ul style="list-style-type: none">• Incorporate “middle housing” options• Permit trending restaurant, office, and entertainment uses• Increase 85% from 70% of any single use to provide more flexibility for a potential mixed-use product	Staff Time		X				Community Development Department	City of Fairburn	
Z7	Streamline the Land Development Process - Fairburn should review their current Zoning, Land Development, and permitting processes and fee schedules. Create easily navigable forms and reviews with clear process steps to reduce development holding time and reduce risk. All information on permitting should be accessible through the City website.	Staff Time	X	X				Community Development Department	City of Fairburn	
Z8	Create Design Guidelines for the Lightning Neighborhood, including: <ul style="list-style-type: none">• Maintaining the small lot single family residential• Illustrating the District intent and style• Incorporating historic property demolition protocol.	Staff Time	X					Community Development Department	City of Fairburn	
Creative Placemaking Strategies										

CP1	Joining the ATL Airport District, which currently include Union City, East Point, Hapeville, and College Park, in order to reap the promotional, marketing and economic development benefits	Staff Time	X						Economic Development Department	City of Fairburn
CP2	Install street trees throughout the Downtown	Staff Time	X						Community Development Department	City of Fairburn
CP3	Coordinate with nearby cities in promotion of murals and art installations	Staff Time	X	X	X	X	X		Community Development Department/ Main Street Association	City of Fairburn
CP4	Create and execute a Downtown Marketing and Branding Campaign based off the Creative Placemaking Strategy from 2019.	Staff Time	X	X	X	X	X		City Administration/ Economic Development Department/ Community Development Department	City of Fairburn
CP5	Activate the three remaining catalyst sites (Mario Avery Park, the Lightning Neighborhood, and the Education Campus) that were identified in the Creative Placemaking Strategy from 2019.	TBD (Project Specific)	X	X	X	X	X		Community Development Department	City of Fairburn
CP6	Assess locations for and implementation strategies for adding public art projects, including creative sidewalks, transmission tower art, and signal box murals, throughout the City.	TBD (Project Specific)	X	X	X	X	X		Community Development Department	City of Fairburn
CP7	Pursue Public Private Partnership for the establishment of a downtown performing arts festival and/or film festival	TBD (Project Specific)	X	X	X	X	X		Community Development Department	City of Fairburn

Table 15: List of Bicycle and Pedestrian Implementation Plan Projects

Project ID	Description	PE Year	PE Cost	ROW Year	ROW Cost	CST Year	CST Cost	Total Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
BP1	LCI Downtown Area Sidewalks – Consolidated	2023	\$210,000	2023	\$0	2024	\$7,674,000	\$8,145,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$1,629,000
BP1.1	Sidewalks on both sides of Washington Street from Church Street to Manor at Broad Street, including crosswalks	2022	\$11,000	2022	\$0	2023	\$113,000	\$138,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$27,600
BP1.2	Sidewalks on both sides of Mullis Street from Campbellton Street to Orchard Street, including crosswalks	2022	\$58,000	2022	\$0	2023	\$603,000	\$733,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$146,600
BP1.3	Sidewalks along Malone Street from Valley View Drive to Washington Street, including crosswalks	2022	\$34,000	2022	\$0	2023	\$348,000	\$424,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$84,800
BP1.4	Malone Street from Valley View Drive to Rivertown Road, including crosswalks	2023	\$12,000	2023	\$0	2024	\$120,000	\$147,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$29,400
BP1.5	Valley View Street from Malone Street to Washington Street, including crosswalks	2023	\$36,000	2023	\$0	2024	\$376,000	\$457,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$91,400
BP1.6	Bay Street/Jonesboro Road (one side of roadway) from Clay Street to SR 138, including crosswalks	2023	\$59,000	2023	\$0	2024	\$6,111,000	\$6,243,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$1,248,600
BP1.7	Wayfinding signage at W. Campbellton Street and Washington Street, including crosswalks	NA	\$0	NA	\$0	2024	\$3,000	\$3,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$600
BP2	Bicycle Share the Road Signage – Consolidated	2023	\$0	2023	\$0	2024	\$6,000	\$6,000	City of Fairburn	NA	SPLOST, General Fund	\$6,000

BP2.1	Bicycle Share the Road Signage- Washington Street from Brooks Drive to Orchard Street	2023	\$0	2023	\$0	2024	\$3,000	\$3,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$600
BP2.2	Bicycle Share the Road Signage- E Broad Street from Word Street to W Broad Street	2023	\$0	2023	\$0	2024	\$3,000	\$3,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$600
BP3	Rivertown Road Bike/Ped - sidewalks and bike lanes (Virilyn B. Smith to Campbellton Street), includes crosswalks at Malone Street and pedestrian crossing at Duncan Park	2023	\$381,000	2024	\$10,000	2025	\$4,125,000	\$5,008,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$1,001,600
BP4	Sidewalks along roadways connecting to Campbell Elementary School (one side of roadway, unless specified) - Consolidated	2023	\$129,000	2023	\$0	2024	\$1,342,000	\$1,631,000	City of Fairburn	ARC LCI Funds, Safe Routes to School, City of Fairburn	SPLOST, General Fund	\$326,200
BP4.1	Strickland Street from Orchard Street to Elder Street, including crosswalks	2022	\$38,000	2022	\$0	2	\$396,000	\$481,000	City of Fairburn	ARC LCI Funds, Safe Routes to School, City of Fairburn	SPLOST, General Fund	\$96,200
BP4.2	Margaret Street from Campbellton Street to Orchard Street, including crosswalks	2022	\$24,000	2022	\$0	2023	\$248,000	\$302,000	City of Fairburn	ARC LCI Funds,	SPLOST, General Fund	\$60,400
Safe	SPLOST, General Fund	\$60,400	\$11,000	2023	\$0	2024	\$118,000	\$143,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$28,600
BP4.3	Aderhold Street from Margaret Street to Dodd Street, including crosswalks	2023	\$11,000	2023	\$0	2024	\$118,000	\$143,000	City of Fairburn	ARC LCI Funds, Safe Routes to School, City of Fairburn	SPLOST, General Fund	\$28,600
BP4.4	Fairview Drive from Strickland Street to Elder Street, including crosswalks	2022	\$2,000	2022	\$0	2023	\$19,000	\$23,000	City of Fairburn	ARC LCI Funds, Safe Routes to School, City of Fairburn	SPLOST, General Fund	\$4,600
BP4.5	Fairview Drive from Barton Street to Shaw Drive, including crosswalks	2022	\$23,000	2022	\$0	2023	\$235,000	\$286,000	City of Fairburn	ARC LCI Funds, Safe Routes to School, City of Fairburn	SPLOST, General Fund	\$57,200

BP4.7	Shaw Drive from Broad Street to Fairview Drive, including crosswalks	2022	\$8,000	2022	\$0	2023	\$87,000	\$105,000	City of Fairburn	ARC LCI Funds, Safe Routes to School, City of Fairburn	SPLOST, General Fund	\$21,000
BP5	Sidewalks along roadways connecting to Landmark Christian School (one side of roadway, unless specifically noted) – Consolidated	2022	\$119,000	2022	\$0	2023	\$1,244,000	\$1,511,000	City of Fairburn	ARC LCI Funds, Safe Routes to School, City of Fairburn	SPLOST, General Fund	\$302,200
BP5.1	Bay Street from Senoia Road to Clay Street, including crosswalks	2022	\$81,000	2022	\$0	2023	\$848,000	\$1,030,000	City of Fairburn	ARC LCI Funds, Safe Routes to School, City of Fairburn	SPLOST, General Fund	\$206,000
BP5.2	Greene Street from Senoia Road to Malone Street, including crosswalks - some existing sidewalk	2022	\$16,000	2022	\$0	2023	\$170,000	\$206,000	City of Fairburn	ARC LCI Funds, Safe Routes to School, City of Fairburn	SPLOST, General Fund	\$41,200
BP5.3	Greene Street from E Campbellton Street to Fayetteville Road, including crosswalks	2022	\$22,000	2022	\$0	2023	\$226,000	\$275,000	City of Fairburn	ARC LCI Funds, Safe Routes to School, City of Fairburn	SPLOST, General Fund	\$55,000
City of Fairburn	SPLOST, General Fund	\$55,000	\$303,000	2025	\$10,000	2026	\$3,278,000	\$3,981,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$796,200
B6	E Campbellton Street/Spence Road/SR 92 Bike/Ped from E Broad Street to City Limits – Consolidated	2024	\$303,000	2025	\$10,000	2026	\$3,278,000	\$3,981,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$796,200
BP6.1	E Campbellton Street/Spence Road/SR 92 Bike/Ped side-walks and bike lanes from E Broad Street to City Limits, includes bulbouts at Bay Street, crosswalks at all intersections	2024	\$303,000	2025	\$10,000	2026	\$3,275,000	\$3,978,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$795,600
BP6.2	Gateway Signage at Spence Road/Campbellton Street	2024	\$0	2024	\$0	2024	\$3,000	\$3,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$600

BP7	Senoia Road Bike/Ped – Consolidated	2022	\$24,297	2022	\$0	2023	\$3,479,000	\$4,006,297	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$801,259
BP7.1	Streetscapes from E Broad Street to Bay Street	2022	\$24,000	2023	\$0	2024	\$259,000	\$403,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$80,600
BP7.2	Bike lanes from W Broad Street to SR 74	2022	\$297	2023	\$0	2024	\$3,217,000	\$3,600,297	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$720,059
BP7.3	Wayfinding Signage at E Broad Street	2024	\$0	2024	\$0	2024	\$3,000	\$3,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$600
BP8	W Campbellton Street Bike/Ped - Sidewalks and bike lanes from Rivertown Road to SR 138	2024	\$223,000	2025	\$5,000	2026	\$2,415,000	\$2,931,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$586,200
BP9	Fayetteville Road Bike/Ped - Sidewalks on both sides of roadway and bike lanes from E Broad Street to Trotters Farm	2024	\$518,000	2025	\$10,000	2026	\$5,608,000	\$6,804,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$1,360,800
BP10	Elevated / Lighted Pedestrian Tables With Pedestrian-Actuated Flashing Amber Signals (HAWK) - 3 midblock crossings	2022	\$22,000	2023	\$0	2024	\$240,000	\$291,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$291,000
BP11	Trail Connection to Aerotropolis Greenway	Long-Term	\$161,000	Long-Term	\$4,840,000.00	Long-Term	\$1,614,000	\$6,809,000	City of Fairburn	TBD	TBD	TBD
TR-1	Arterial BRT along US 29 - Support Implementation	Long-Term	TBD	Long-Term	TBD	Long-Term	TBD	TBD	City of Fairburn	TBD	TBD	TBD
*Reflects 2021 dollars -			\$2,665,594		\$4,885,000		\$40,374,00	\$52,258,594				\$8,542,119

Table 16: List of Roadway and Railroad Implementation Plan Projects

Project ID	Description	PE Year	PE Cost	ROW Year	ROW Cost	CST Year	CST Cost	Total Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
R-1	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)	2022	\$26,500	2022	\$0	2023	\$265,000	\$323,300	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$323,300
R-2	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 (Brooks Drive to Malone Street)	2022	\$13,000	2022	\$12,000	2023	\$130,000	\$170,600	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$170,600
R-3	Intersection Safety 1 (W Campbellton Street at Rivertown Road) - Realign intersection so that roadways meet at a 90-degree angle, includes median and gateway signage on W Campbellton Street and bulbouts on all approaches	2023	\$25,650	2024	\$10,000	2024	\$26,500	\$65,330	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$65,330
R-4	Intersection Safety 2 (Senoia Road at Bay Street) - Realign intersection so that roadways meet at a 90-degree angle, includes gateway signage on Senoia Road and bulbouts on Bay Street	2024	\$2,650	2025	\$10,000	2025	\$26,500	\$42,330	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$42,330
R-5	Restriping of travel lanes on US-29 to 11' width with reconstruction of curb & gutter from Brooks Drive to Shaw Drive	2022	\$36,000	2022	\$0	2023	\$360,000	\$439,200	City of Fairburn	GDOT LMIG	SPLOST, General Fund	\$87,840
R-6	Restriping of travel lanes on SR-92 to 11' width with reconstruction of curb & gutter from US 29 north to Rivertown Road	2022	\$10,500	2022	\$0	2023	\$105,000	\$128,100	City of Fairburn	GDOT LMIG	SPLOST, General Fund	\$25,620
R-7	Alternative Truck Route (Rerouted SR 92) via Irwin Road/Fairburn Industrial Boulevard/Broad Street*	Long Term	\$640,000	Long Term	\$150,000	Long Term	\$6,400,000	\$7,958,000	GDOT/City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$1,591,600
R-8	Alternative Truck Route Feasibility Study	2022	\$0	NA	\$0	2022	\$150,000	\$150,000	City of Fairburn	ARC Special Studies	SPLOST, General Fund	\$30,000

R-9	Widening and Reconstruction of Brooks Drive from Ferndale Subdivision to Washington Street	2022	\$150,000	2023	\$20,000	2024	\$1,500,000	\$1,850,000	City of Fairburn	NA	SPLOST, General Fund	\$1,850,000
RR1	Railroad Quiet Zone Application/ Implementation - From SR 74 to SR 138	2021	\$0	2021	\$0	2022	\$750,000	\$750,000	City of Fairburn	ARC LCI Funds, City of Fairburn	SPLOST, General Fund	\$750,000
	Totals		\$904,300		\$ 202,000		\$9,713,000	\$11,876,860				\$4,936,620
*2021 dollars												

APPENDIX

PUBLIC ENGAGEMENT PLAN

A.1 Public Engagement Plan

A.2 Community Meeting #1 Results

A.3 Design Workshop/Community Meeting #2 Results

City of Fairburn

Livable Centers Initiative (LCI)
Master Plan Update

Public Engagement Final Report

Prepared for:
City of Fairburn in partnership with
Atlanta Regional Commission

August 2021

PUBLIC ENGAGEMENT PLAN OVERVIEW

The Public Engagement Plan (PEP) entailed techniques for interactive community involvement designed to educate, inform, and engage the public and stakeholders for the City of Fairburn Livable Centers Initiative (LCI). Obtaining input from community stakeholders in the study area was vital to the success of the plan as it helped to garner buy-in from residents and stakeholders, attracted a variety of new ideas, and maintained public satisfaction. The PEP included digital engagement tactics which utilized a variety of online platforms and interactive tools that assisted in building public awareness and obtaining public feedback. The digital approach tactic of social media engagement helped to expand the reach and disseminate project-related information, share technical considerations, and highlight the positive impacts of the project. Social Media was an effective tool used to reach a targeted community and allowed for better engagement, as people with a common interest are often easier to engage with through social platforms.

The City of Fairburn is investing in its Livable Centers Initiative (LCI) Downtown Master Plan which was last updated in 2009. The study adjusted the prior plan and focused on strategic investment, targeted economic programming, and forged real estate partnerships. The study built on the Creative Placemaking Strategy and continued to revitalize and invest in the Pride of Fairburn and its Historic District. This helped to create a vibrant and visually aesthetic Downtown which included increased connectivity and stimulation of economic growth. The project included creating an artistically motivated Downtown district with enhanced character and identity, as well as implementation of street improvements. This will create space for a safer pedestrian environment that includes strategic walkable and biking infrastructures, and multi-modal traffic operations. The study also focused on attracting the market, creating smart housing investment strategies, and creating a space where citizens and visitors can live, work, and socialize.

Figure 1. Study Area Map



COVID-19 PANDEMIC GUIDING PRINCIPLES

COVID-19 has posed serious challenges, and its severity is unprecedented. This pandemic has changed the face of public engagement as we know it today. Digital platforms have replaced traditional engagement tools, and in-person meetings have nearly dissipated. The project team has extensive experience conducting meetings and engaging stakeholders in a virtual environment.

- The project team adhered to the following guiding principles during COVID-19:
- All outreach activities associated with this project were virtual unless otherwise authorized by the City of Fairburn.
- Project events were conducted in compliance with federal, state, and local executive orders, laws, ordinances, and regulations related to COVID-19.
- The project team in consultation with The City of Fairburn adjusted planned meetings as required resulting from COVID-19 requirements pertinent at the time of event to meet the needs of any given activity.

Any reference to “meetings” in this document were virtual and not in-person unless otherwise stated and was amenable to change if needed.

Listed below are the various virtual platforms the project team utilized for public engagement activities:

PUBLIC ENGAGEMENT PLAN VIRTUAL PLATFORMS

Virtual Platform	Capabilities & Use
ZOOM	Video Conferencing <ul style="list-style-type: none"> Meetings: Individual, Small Groups, Project Team & Strategy Sessions (White Board), Polling Questions
Microsoft Teams	Video Conferencing <ul style="list-style-type: none"> Meetings: Project Team
Social Media Platforms	City of Fairburn Social Media Platforms <ul style="list-style-type: none"> Facebook, Instagram, Twitter, YouTube, Next Door App Meetings: Community Forums, Town Halls, and Workshops were able to be shared via Social Platforms
Project Website	Project Webpage Development <ul style="list-style-type: none"> Utilized the City of Fairburn's existing website

PUBLIC ENGAGEMENT PLAN

Public engagement was essential in the planning process, as it garnered input from a broad spectrum of community members and diverse voices to help gain a variety of new ideas and perspectives from residents and stakeholders. Participation from the public enriched the planning and implementation process by encouraging interactive participation from the public and listening to their needs and desires for the project.

The PEP provided a framework that guided the project team's community engagement efforts utilizing the fundamental principles of public involvement. It included communication platforms to educate, engage, and inform the community about the City of Fairburn LCI Master Plan Update.

The project team's strategic approach was to develop and implement a PEP utilizing traditional and non-traditional media. It included digital integration and social media to help broaden the audience. In addition, the PEP provided strategies that engaged segments of the City of Fairburn's population affected by Environmental Justice concerns and ensured reaching Non-English, Limited English Proficiency, and Disabled Advocacy Group populations.

PUBLIC ENGAGEMENT STRATEGIC IMPLEMENTATION

The implementation process brought the engagement activities in the Public Engagement Plan (PEP) to life to achieve the projects goals. The Public Engagement Toolkit was equipped with a variety of techniques that aligned with the strategic pillars set forth in the PEP, and activation of designated initiatives were utilized based on the project objectives. Listed below are some definitions of the PEP toolkit techniques.

PUBLIC INVOLVEMENT PLAN STRATEGIC PILLARS

EDUCATE

Stakeholder engagement was an essential component of the outreach process, as it helps to translate stakeholders' needs into project goals. Discovering the point of consensus to shared motivation helped stakeholder groups arrive at decisions that resulted in meaningful outcomes.

ENGAGE

Maintaining on-going communication with stakeholders minimized the potential for misunderstandings and dissemination of inaccurate information about the City of Fairburn LCI Downtown Master Plan Update. Providing internal and external stakeholders balanced and objective information demonstrated a sense of collaboration that equated to success.

INFORM

Educating stakeholder and citizens about the Fairburn LCI Master Plan Update was an important part of the process. Education and outreach activities gave the Project Team direct interaction with the community and provided an opportunity to garner support for the project.

EDUCATE	ENGAGE	INFORM
<ul style="list-style-type: none"> Virtual Meetings Presentations Digital Media Stakeholder Committee Project Website QR Codes 	<ul style="list-style-type: none"> Stakeholder Interviews Workshops Online Surveys Polls Virtual Charrettes Stakeholder Interviews 	<ul style="list-style-type: none"> News Release / Media Alert Newsletter/Public Service Announcements Project Flyers Literature Drops E-Mail Marketing Facts Sheets / FAQs

DIGITAL MEDIA TECHNIQUES

VIRTUAL MEETINGS

Virtual community meetings were conducted as a forum to convene the public and stakeholders with a common interest in the City of Fairburn LCI Master Plan Update. Meetings included in-depth discussions of feedback, issues, and concerns regarding the project. Three (3) virtual meetings were conducted in the beginning of the project development phase and continued through various phases of the project. The Project Team facilitated the virtual meetings which included presentation materials tailored for the audience.

The intent of the virtual meetings was to ensure that local governments, citizens, and other stakeholders stayed informed, provided input, and remained engaged throughout the project. Over 150 active attendees participated in the virtual meetings including Mayor Elizabeth Carr-Hurst, residents, City Council members, city staff, Georgia State Representatives, and community influencers. *Refer to Figure 2A-2B.*

Figure 2A- Virtual Community Meeting



Figure 2B-Virtual Community Meeting



Date	Stakeholder Group
#1 February 18, 2021	Virtual Community Meeting #1
#3 August 12, 2021	Virtual Community Meeting # 3

FEEDBACK - City of Fairburn Community

- More parks and recreation areas for our children/families
- Sidewalks are an issue throughout most residential areas
- There are not enough street lights and many times people are walking on sides of dark roads
- It was recommended to stop replacing sidewalks that could be pressure washed that are not broken and in bad shape
- Cap the school population off until a certain number and let it gradually grow into larger classifications.
- In the plan, it was recommended to include Campbell Elementary and the neighborhood which adjoins our downtown
- We have plenty affordable housing (apartments). We need nice housing for single families
- Key transportation issue: big trucks cutting through small historic streets, damaging streets, utilities, and properties. Greene St, Cole St., Bay St., etc.

- The MARTA stops should be congruent with our upgrades/changes to downtown
- Expand the exit on 74 so it's not as jammed up
- Updated signage would help to route trucks away from neighborhood streets. Truck traffic is increasing on Orchard Street and other streets that are not designed to accommodate large trucks. Much of the signage is faded or has fallen down.
- The new curbing is imposing and seems really to be unnecessary and dangerous. It narrows the streets, to the point, but I can't even imagine that people would want to come into Downtown Fairburn

VIRTUAL DESIGN WORKSHOP

The Project Team facilitated a virtual design workshop and invited key stakeholders to participate. This meeting was a collaborative sharing exercise in which the project team shared project-related information and sought feedback from participants. The virtual meeting platform had breakout rooms and white board capabilities, which was instrumental in achieving the engagement goals established by the project team. Over 40 active participants attended the virtual design workshop, inclusive of Fairburn business owners, Mayor Elizabeth Carr-Hurst, City Council members, city staff, and City of Fairburn residents.

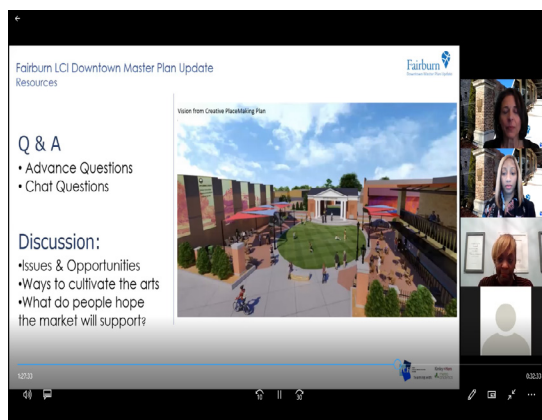
Most participants were age 35 and older, lived in or near the City of Fairburn, and expressed that what they liked most about the city was accessibility and its small-town charm. Attendees provided feedback on several topics including safety and parking concerns, in addition to freight, pedestrian, and bicycle connectivity needs.

Overall, attendees expressed excitement about the current projects underway in the City of Fairburn and the limitless potential for more development and growth. *Refer to Figure 3A-3B.*

Figure 3A- Event Flyer



Figure 3B- Virtual Design Workshop



Date	Stakeholder Group
#2 April 15, 2021	Virtual Design Workshop #2

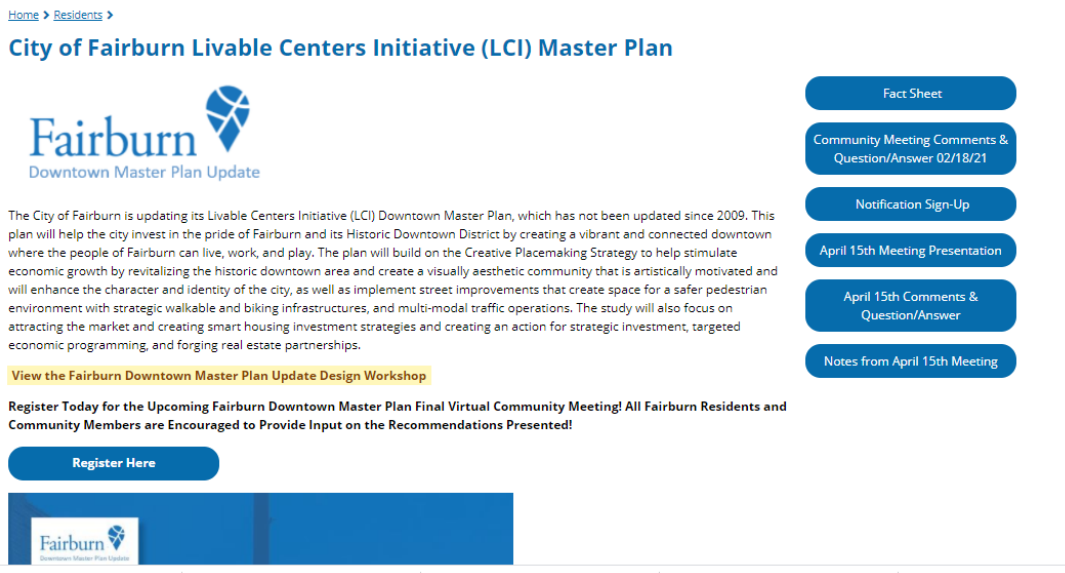
FEEDBACK- City of Fairburn Community

- Looking forward to being a part of the new development for Downtown Fairburn
- It was recommended to finish the sidewalk from Dodds Street to 275 West Campbellton
- It was recommended to add a “name brand” (i.e. Dunkin Donuts or Starbucks) coffee shop in the downtown area w/drive-through convenience. For good return on consulting firm’s fee, the city should receive fact-based feedback as the feasibility for this/other quality businesses
- A City of Fairburn community member mentioned they are hoping for direction pertaining to citizen opportunities to contribute to the direction of the planning and implementation

PROJECT WEBSITE

A project web page was created that lived on the City of Fairburn’s website and served as a communication and educational tool regarding the City of Fairburn LCI Master Plan Update. The page included updated information for the project and its milestones. The Project Team created content and made sure to send information on a consistent basis to ensure that information remained current. The web page increased awareness of the project, shared positive exposure and information, and provided stakeholders and residents access to information regarding the project. *Refer to Figure 4.*

Figure 4- Project Webpage



PUSH POLLS

Public opinion polls were launched during virtual community meetings and other engagement activities. Polls were not statistically valid and were used for informational purposes only.

SOCIAL MEDIA

Social Media Marketing was used to expand the reach and provide an avenue to capture a diverse group of audiences and influencers which helped generate buzz around the City of Fairburn LCI Master Plan Update. All social media posts were facilitated through the City of Fairburn's social media channels, including Facebook, Instagram, Twitter, and the NextDoor App. The social platforms were used to leverage established and focused engagement with City of Fairburn's residents. The Project Team prepared content for publishing with the help of the City of Fairburn's Communications Team, who were available to disseminate information regarding the project. *Refer to Figure 5A-5C.*

Figure 5A- City of Fairburn's Facebook Page

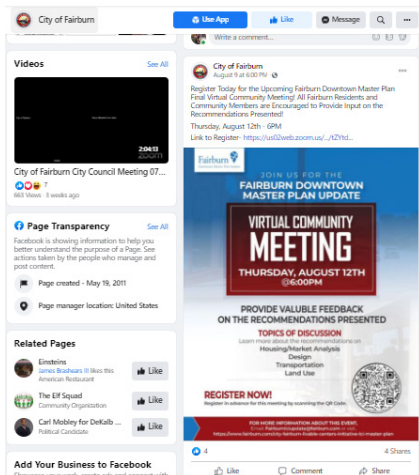


Figure 5B- City of Fairburn's Instagram Page



Figure 5C- City of Fairburn's Twitter Page

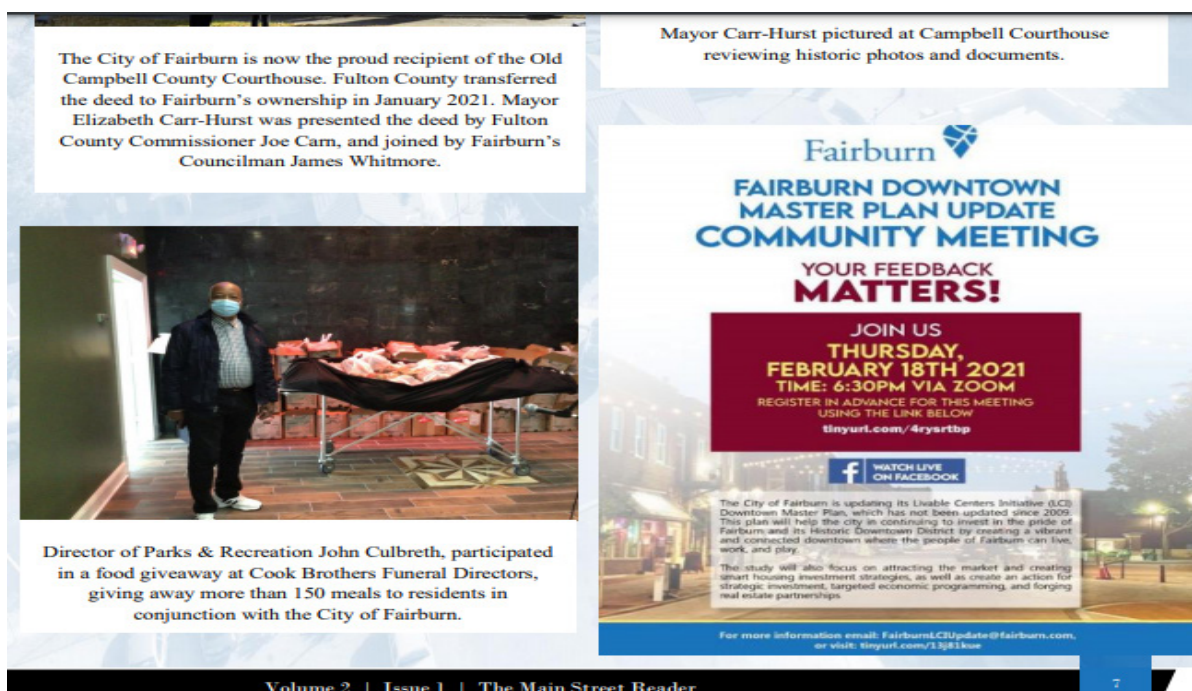


E-MAIL MARKETING

The Project Team used email marketing to directly connect with residents and stakeholder groups in a personalized way. This helped to provide an opportunity to keep the public informed about the City of Fairburn LCI Master Plan Update and keep them engaged throughout the project. The Project Team worked with the City of Fairburn Communications Team for inclusion of content about the project in the City's monthly newsletter and bi-monthly Mainstreet Newsletter as updates became available.

The Project Team worked with community partners to help disseminate information within the community by sharing information through their respective platforms. *Refer to Figure 6.*

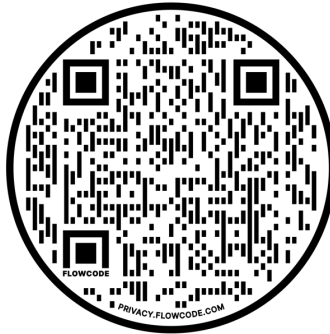
Figure 6- City of Fairburn's (Streetscape Email Newsletter)



QR CODES

QR Codes were created and placed on select communication materials to drive stakeholders to the project website and/or other digital destinations to promote various public outreach initiatives, such as community meetings and project updates. *Refer to Figure 7.*

Figure 7- QR Code



TRADITIONAL MEDIA AND NON-DIGITAL OUTREACH TECHNIQUES

NEWS RELEASES / MEDIA ALERTS

The Project Team utilized its relationships with local media outlets to gain positive news coverage for the City of Fairburn LCI Master Plan Update. New releases and media alerts were developed when there was newsworthy information to share about the project. The Project Team worked in collaboration with the City of Fairburn's Communications Team to disseminate information to print and broadcast media (when appropriate) and pitched the designated outlets to request coverage. *Refer to Figure 8A-8B.*

Figure 8A- Press Release

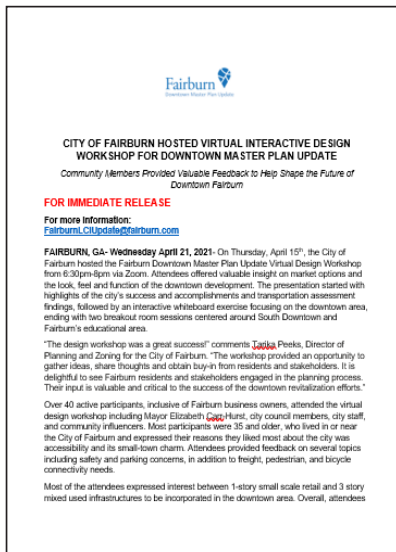
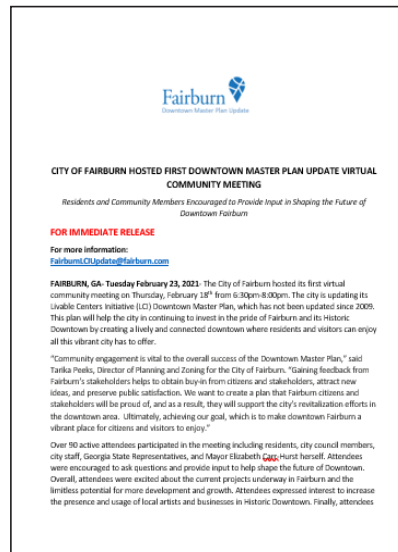


Figure 8B- Press Release



COLLATERAL AND INFORMATIONAL MATERIALS

Project design templates, collateral, and informational materials such as the project Fact Sheet and event flyers were created to share important information about the project. The project Fact Sheet was developed and clearly defined the City of Fairburn LCI Master Plan Update and provided an overview of the plans. Other project related collateral and informational materials were developed as needed such as event flyers, presentations, maps, polling questions, and renderings. Refer to *Figure 9A-9B*.

Figure 9A-Project Fact Sheet



Figure 9B- Design Workshop Event Flyer



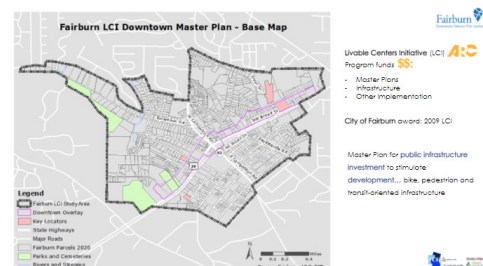
PRESENTATIONS

City of Fairburn residents and stakeholder groups were engaged throughout the project in various outreach activities, including community meetings, virtual charrettes, and stakeholder group sessions. A standard high-level PowerPoint presentation was developed and presented in small and large virtual gatherings to provide updates regarding the City of Fairburn LCI Master Plan Update, and other pertinent information surrounding the project. Refer to *Figure 10A-10B*.

Figure 10A-Presentation



Figure 10B-Presentation



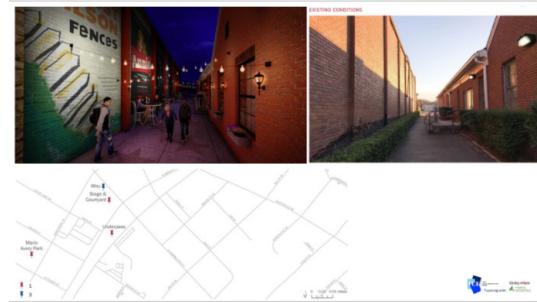
VISUALIZATIONS

A variety of visualization tools were used for presenting complex technical information to the stakeholders and the public. Examples of visualization techniques include artist renderings, videos, interactive mapping tools, and computer simulations. *Refer to Figure 11A-11B.*

Figure 11A- Images from presentation



Figure 11B- Images from presentation



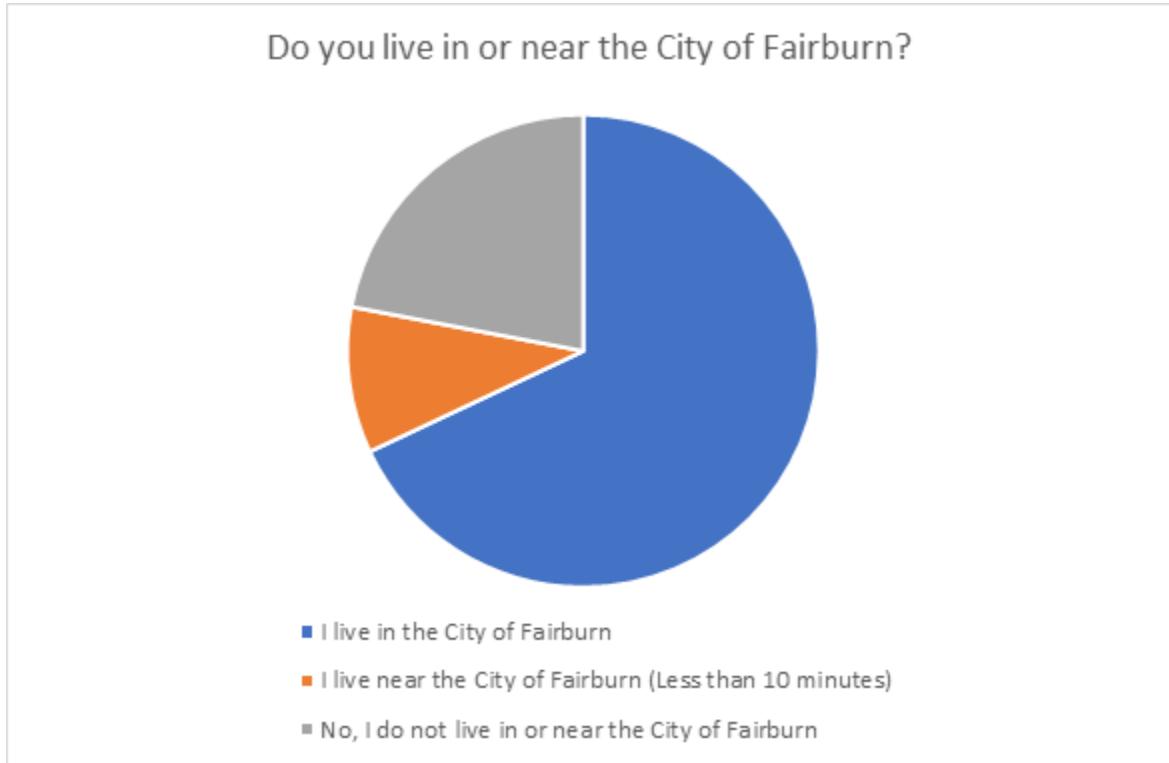
PROJECT SCHEDULE

The estimated timeline below included various Public Engagement Tasks that were implemented from November 2020 through August 2021.

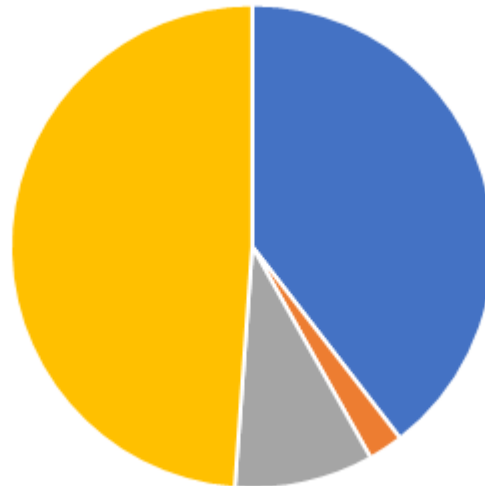
DATE	MILESTONE
November 20, 2020	Project Kick-Off
January 22, 2021	Assessment Draft
February 18, 2021	Public Involvement Event #1
March 1, 2021	Assessment / Market
April 2, 2021	Public Involvement #2 Design Workshop
April 16, 2021	Roundtables
May 28, 2021	Concept Draft
July 26, 2021	Investment Strategy
August 12, 2021	Public Involvement #3 Recommendations
August 30, 2021	Concepts Final
September 28, 2021	Master Plan Package
November 2, 2021	Plan Communication
November 8, 2021	Adoption

A.2 Community Meeting #1 Results

Community Meeting Poll Questions and Responses



What is the distance between your home and your work?



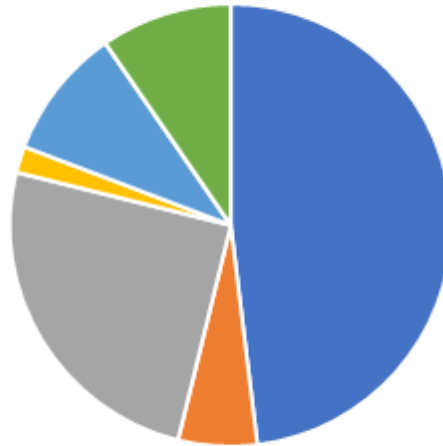
■ Less than 2 miles ■ 2-4 miles ■ 5-6 miles ■ Greater than 12

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



■ Desire/preference to live in Fairburn ■ Housing cost ■ Lack of employment in Fairburn area

If you had to choose, which transportation issue concerns you the most?



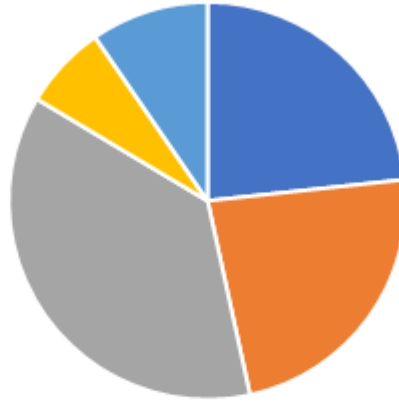
■ Congestion ■ Long commute ■ Pedestrian/sidewalk access
■ Railroad crossings ■ Safety ■ Transit access

What type of housing is needed most in the study area?



■ Single family
■ Townhome
■ Multi-family flats (2-story with only 8 or 10 apartment units)
■ Multi-family urban (3-4 stories with 18 or more units)

If you could choose one priority for art and culture in the City of Fairburn, which one would you select?



- Arts related festivals (post-covid)
- Community Performance facilities
- Pop-up performances (music, theater, visual arts, etc)
- Places to create art/provision of art instruction
- Public art installations

Community Meeting Comments & Question/Answer

Community Meeting #1 Questions/Responses by Category

CATEGORY	QUESTIONS	RESPONSE
Streetscape	Does the plan include fixing Hwy 29 (Roosevelt) pot holes/condition in Fairburn (at least to John Rivers Rd)	The plan does not address maintenance like paving and potholes (it addresses new infrastructure)
	Does the plan include placing a light at John Rivers and Hwy 29 (Roosevelt) in Fairburn?	
	Are there any plans for Strickland Street? Speed bumps (much needed) or sidewalks?	<p>There is proposed brick paver crosswalk and a small brick paver plaza area near the intersection of Strickland Street & W. Broad Street associated with the current LCI Streetscape Project.</p> <p>Speed bumps are not supported by City policy due to the potential negative impacts associated with them.</p>

Streetscape	Are they going to do any more road service in the lighting community?	Yes, both pedestrian and roadway improvements will continue in the Lightning District as recommended in the previous study. The proposed improvements will take place on Orchard Street, Golightly, Margaret Street, and Washington Street (Mullis Street).
	Are the sidewalks on Rivertown from 92 to the park going to be replaced or worked on?	
	Can you include sidewalk on W. Campbellton between Pinehurst and Sir Charles Dr.? This has been a request since 1996 to accommodate safe walking between the streets for persons walking in the community.	
Mixed use	Will there be any mixed use housing or facilities?	Plans for new mixed-use projects, including housing and facilities, in the Downtown Fairburn and throughout the study area will be considered a part of the urban design, land use, and market analysis sections of the LCI Plan Update.
	What is the plan, if any, for a mixed-use project in downtown?	Plans for new mixed-use projects in the Downtown Fairburn and throughout the study area will be considered a part of the urban design, land use, and market analysis sections of the LCI Plan Update.
Schools	Would it be possible to create our own “city” schools district? Like the city of Buford	The State Constitution prohibits any new Georgia cities from forming their own school district
	How are [you] going to attract families if you don’t have good schools that are not overcrowded?	The planning process will take this issue into account
	What is your plan for schools since all the new construction in the area will bring a lot of new residents? Especially Middle school.	The School Board of Education (BOE) operates as an independent government with their own facilities planning operations. The City and County staff work with the School board to exchange information and cooperate on growth planning. The Comp Plan Work Program includes coordination as an action item.

Business/ New Development	Are there any incentives for new business coming to Fairburn?	Our new Main Street manager along with the consultant team for the Master Plan will coordinate to consider appropriate incentives for the office of Economic Development.
	What businesses would you like to see downtown?	The planning process will address the question with the consulting team and community stakeholders. Recommendations have not yet been formed.
	Is the city of Fairburn interested in a 4-star/5-star hotel and conference center?	The planning team will assess the market for this recommendation.
Business/ New Development	To enhance the purpose of planned lighting, seating, and artwork near the Oz and the open-air stage area, is it possible to attract a national chain coffee shop, such as a small-scale Dunkin' Donuts or Starbucks?	The market analyst will assess the viability of recruiting national chain and weigh the alternative of local coffee ownership with stakeholders as well.
	I know Hudson Plaza (CVS) is private but can a partnership with the city be established to upgrade?	The team will explore key redevelopment sites for options.
	Does "retail" include restaurants?	Yes, "retail" includes restaurants.
	Is there a plan for a new city hall?	Not to our knowledge but the planning team will assess with city officials.
	To encourage cultural youth activities and talent development, is it possible to utilize, in cooperation with the present facility, a vacant store front building as a center for monthly workshops in writing, public speaking (ie. Youth Toastmasters chapter), adolescent or teen book clubs, art, crafts, etc.?	The City of Fairburn currently has a Fairburn Youth Center located on 149 SW Broad St that hosts a variety of activities, including recreational. Considerations can be made to include other types of activities like book clubs, arts and crafts and professional development. Considerations can also be made to development a more flexible and diverse model.

Housing	With a rise in home valuation, taxes would increase as well, correct?	If the tax assessor determines an increase in value, then a person's total tax will go up. Millage rates may change however and there may be programs to freeze rates. The planning team will review.
	Are any new Subdivisions in the current planning stages?	Within the study area, not to our knowledge
	When was the study of the household income and size completed?	The study on household income and size for the study area was completed using 2020 estimates (ESRI-BAO)
Transportation	Union City's additions of ware-houses have negatively impacted Fairburn/ Can ordinances be written/passed to limit which streets 18wheelers use?	The planning team will consider options with staff. Sec. 56-93. - Truck routes designated. Sec. 56-94. - Truck travel restricted to truck routes; exceptions.
	Is there room for a bypass for commercial/industrial traffic?	Costs for this option tend to be prohibitive; however, the planning team will consider this option.
	What is the volume of vehicles passing through downtown on Hwy 29?	
	Why is the speed limit 25mph on west Campbellton street?	The speed limit on W. Campbellton Street is 35mph.
	Will, there be any transportation expansions near the Senioa Rd exit off of I-85?	The I-85 @ SR 74/Senoia Road Interchange Project is currently under design. This project is an interchange reconstruction at I-85 and SR 74 designed to reduced congestion and provide capacity; Partial cloverleaf interchange (ParClo). The project is currently in the right-of-way acquisition phase. Construction is anticipated to begin late 2022.
Greenspace	Do you have any plans for greenspace in the town?	Plans for new greenspace will be considered in both the urban design and land use sections of the LCI Plan Update.
	Can we establish a comprehensive urban tree policy?	This may be very appropriate for the study area. The planning team will consider this with staff and the community. Comprehensive for the city would be more appropriately addressed in the Comprehensive Plan.

Infrastructure	Are streetlights and 5G towers included in the plan? Will above ground utilities be going below ground?	Both street lighting and pedestrian lighting are captured in the current LCI Street Project. The planning team will look at extending this effort beyond the project limits.
Socioeconomic	What plans or suggestions to address extremely [low] income families that tend to support hospitality, grocery stores & fast-food restaurants?	The planning team will keep the question of housing and balanced development an important part of the study.
	Real question, is this going to lead to gentrification?	These concerns will be integral to the assessment and discussion with the community.

Current/Future City Projects	Can citizens download the list of projects from 2009 LCI project which shows what projects have been completed?	A list of projects from 2009 LCI Plan that shows what projects have been completed has been included in the Assessment Report for the LCI Plan Update. The full plan will be made available for the public to view and download in the future.
	What's included in the present streetscape project and is a copy available?	The project includes streetscape enhancements along US 29 from Malone Street to approximately 175 ft north of Strickland Street. US 29 will remain four lanes. Improvements include a vegetated median, removal of southbound right turn lane onto Campbellton Road, expansion of pedestrian facilities along the westbound side of US 29 & signal upgrades at Smith Street, Campbellton Road, & Dodd Street. Pedestrian improvements along the west of US 29 include new granite header curb, brick paver sidewalks, street trees, raised planter beds, & new pedestrian street lighting. The east side of US 29 will include brick paver sidewalk, grass buffer strip, new street lighting, & landscaping. The project also includes the rehabilitation of the former Smith Street underpass into a pedestrian walkway & plaza space. This will include a brick staircase, ADA ramp, and aesthetic improvements to the underpass. More details on the Streetscape Project can be found on the City of Fairburn website.
	Is there list of potential construction and design projects that the city is focusing their efforts on for the future- both public and private?	Yes, please see the city web page for the LCI Streetscape work and capital improvements projects web page. Private delivery infrastructure is required by ordinance and a zoning overlay with design standards.

Community Meeting #1 Comments

Category	Comments
Streetscape	Stickland Street-It is adjacent to the community of Lighting and we have a strong need for speed bumps in the residential area, much like Lighting. Sidewalks would make it a pleasant stroll from our new downtown area as well.
	There are not enough street lights and many times people are walking on sides of dark roads.
	Sidewalks are an issue throughout most residential areas
	We are replacing sidewalks that could be pressure washed that are not broken and in bad shape.
	John Rivers & Hwy 29 needs a light.
	John Rivers and Hwy 29 could definitely use a traffic light. It's a complicated intersection to get out of at times. In addition, I feel that more attention to Hwy 29's pot-holes cause by larger trucks more frequently would be nice.
	Great work being done on the streetscape!
	Street trees and benches would be nice
Parks	More parks and recreation areas for our children/families
Schools	For schools we need to make sure that parents get more involved with the schools PTA or SGC programs to see the schools change
	Cap the school population off until a certain number and let it gradually grow into larger classifications. They have to start as a Single or Two AA School.
	In the plan, we should include Campbell Elementary and the neighborhood which adjoins our downtown. Also there is Clifton's which needs highlighting in our plans.
	Yes I work at Bear Creek, therefore, overcrowding is a concern.
	I am a local developer and would be interested in exploring opportunities with the city.
	I am a licensed Real Estate Agent, I would LOVE to see more growth in housing
Housing	Regarding Lightning, we want to have a mix of housing types and not all of one type.
	We have plenty affordable housing (apartments). We need nice housing for single families.
	First time homeowner in Fairburn and I see the industrial roads with more homes being built in the midst of warehouse/factories. A lot going on. There's so much potential here in Fairburn.
Transportation	Key transportation issue: big trucks cutting through small historic streets, damaging streets, utilities and properties. Greene St, Cole St., Bay St., etc. I've been told that "Google led me here..."
	the Marta stops should be congruent with our upgrades/ changes downtown.

Transportation	Semi trucks are destroying our streets
	I agree about the trucks. They are killing our streets. Too many holes.
	To stop the trucks you have to stop allowing so many warehouses
	Cant forget about the trucks that get caught on the underpass too.
	I think the solution is in the 85 corridor. for the big trucks.
	Expand the exit on 74 so its not as jammed up.
	Updated signage would help to route trucks away from neighborhood streets. Truck traffic is increasing on Orchard Street and other streets that are not designed to accommodate large trucks. Much of the signage is faded or has fallen down.
Warehouses	Trucks and warehouses have increased
	Union City's addition of warehouses have negatively impacted Faiburn
Local economy	Unfortunately residents of Fairburn have to spend their dollars in other nearby communities
	I frequent Peachtree city and Fayetteville.
Community assets	Key community asset/historic preservation issue: Old Campbell County Courthouse. Currently not used, locked up, and deteriorating condition. Must be preserved, restored and used in a manner sensitive to the surrounding community as well as beneficial for the whole community.
Local business	It could be a food truck park
	Utilize local artists
	We should try to incorporate more small business
City Hall	A new city hall aint gonna benefit nobody
Youth Development	More city focus is needed on providing activities, skills, and talent development for youth. Consider space and volunteer opportunities to support youth and fitness for the future. Mediocre schools hold us back and need community support to do a better job.
Infrastructure	Infrastructure updates are needed; especially to accommodate new growth. Stormwater management is important to the City's future.
Retail/ Restaurants	A major area of downtown designated to "no traffic" More pedestrian walking & sitting space to enjoy downtown Cafe style dining for local restaurants More HEALTHY food and retail options vs. fast food Hope these suggestions will be considered... TY

A.3 Design Workshop/Community Meeting #2 Results

Breakout Exercise Results

FOCUS AREA 1
DOWNTOWN



Legend

- Fairburn LCI Study Area
- Downtown Overlay
- Downtown Core
- Focus Areas
- Undeveloped
- Civic / Green Space
- Creative Placemaking Locations
- Catalytic Sites & Potential Development / Reuse
- Gateways


NOTES

3 - mixed use, open opportunities for both retail and residences to support each other	3 - walkability and convenience of walking	Maintaining a mix of both historic downtown, but also housing retail and restaurants	1 - love the quiet, charming, honey feel, small town feel with an upscale look	architecture that is reminiscent of historic influences. keep the small town look and character	keep quality retail spaces in the mix	I think we need quality retail options and a desirable space to spend evenings and weekends
can there be connectivity from the south to downtown, right now feels travel to past/present city to east	Mixed use and adaptable to community needs.	Pedestrian Oriented	I echo the sentiments on the "small town feel" with an upscale look.	Don't lose the small town charm through overdevelopment	Not a fan of townhomes, brings too many people	#7 - no parking in front and strip style development
		I would like to see more walking area like benches, more flowers and greenery	need more greenspace, gathering spaces	I would love to see a food truck park near downtown	need a variety of shops	backing out into traffic is difficult
					Parks and Open Space	greener interior and coffee shops

Coffee Shops




1 STORY SMALL-SCALE RETAIL



1 STORY SHOPPING CENTER



2 STORY SHOPPING CENTER



1 STORY SMALL-SCALE RETAIL



3 STORY MIXED-USE



3 STORY TOWNHOMES



1 STORY SHOPPING CENTER



SMALL-SCALE MIXED USE



2 STORY TOWNHOMES

FOCUS AREA 1
DOWNTOWN



Fairburn LCI Downtown Master Plan - Crash Analysis Areas

Legend

- Commercial Vehicles
- Bike/Red Crashes
- Vehicle Crashes
- Fairburn_LCI_Study_Area
- Downtown Overlay
- Key Locators
- State Highways
- Major Roads
- Rivers and Streams
- Parks and Cemeteries
- Fairburn Parcels 2020

Source: Fairburn, ARC, TCF, Numeric

QUESTIONS

What is going on? What is your experience?

Area 1: US 29/Broad Street – Senoia Road to Smith Street

Area 2: US 92/W. Campbellton Road - Rivertown Road to US 29/Broad Street

Area 3: US 29/Broad Street – W Campbellton Road to E. of Strickland Street (Family Dollar)

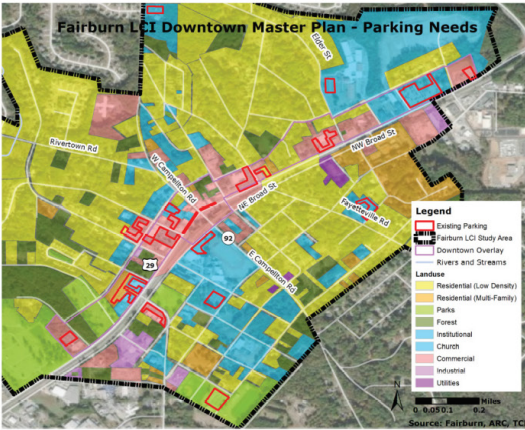
NOTES

Most truck drivers not used to the shopping and starting on 29, more lights and crossings - trucks start go around?	traffic signals at crosswalks (intersections)	There are no left turn lights.				
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FOCUS AREA 1

DOWNTOWN



PARKING

Parking in downtown has been identified as a key issue. This map identifies existing public parking and other large parking lots (outlined in red)

What are the barriers to using existing lots?

Do these lots fill up?

Can wayfinding can be an effective tool?

NOTES

combination of
issues, need
central parking
area that people
can use (like
pedestrian park
parking deck)

visible parking is
an street with
heavy traffic, lots
behind buildings
event visible (just
feel safe)

would walk
instead of driving
to downtown if
the sidewalks were
in better shape

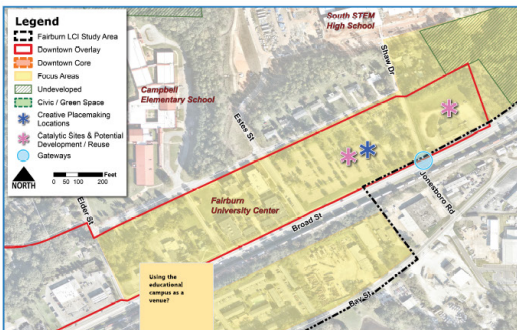
Most visible
parking is on
street with heavy
traffic, so some
safety concerns.
There are lots
behind buildings,
but they aren't as
visible as probably
not used as much.
Directional
signage may help

Traffic makes it
hard to get in and
out of traffic
spaces.

If the space is well
developed and
pedestrian
friendly people
don't mind
parking and
walking

FOCUS AREA 2

FAIRBURN EDUCATION CAMPUS AREA



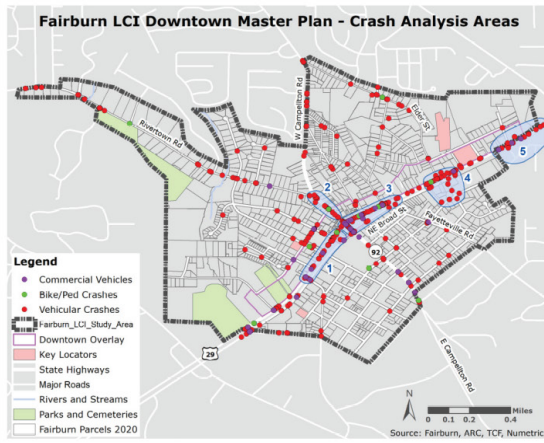
NOTES

#1, #4, and #6 and #8	There should be opportunities to bring technology to the area, partnering with local schools and colleges	Art should be infused into this area, collaborating with local schools, Creative Creek, CC West, and local impact	"Inkable Space" for recent graduate seeking work and affordable housing	"Open yet accessible space" and green space	Infusing more walkability and other opportunities to walk with existing educational infrastructure	The character imagery doesn't necessarily fit the small town feel of Fairburn	Look at downtown history area as a case study example, small scale feel with livable space integrated
The Tech center should also include the technology that the theater/movie industry meet	It is talked about as an art education, it doesn't seem to be a release movie, which could appear there	Alliance Theater has extensive Community Programming which may have a fit into this area	Add workforce training and technical schools to the campus, could partner with Atlanta Technical College	Like the look of #1 with the roundabout, openness and accessibility	Workforce opportunities will benefit working space	Bike patrol on campus	
		Amphitheater for Fairburn for the arts	Space for local Art	Art Fairs			



FOCUS AREA 2

FAIRBURN EDUCATION CAMPUS AREA



QUESTIONS

What is going on? What is your experience?

Area 4: US 29/Broad Street - West of Elder Street to east of NE Broad Street

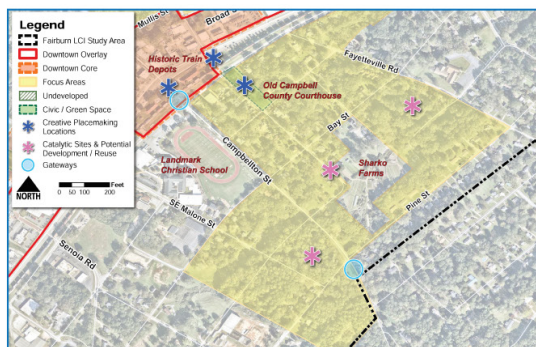
Area 5: US 29/Broad Street - East of Georgia Military College

NOTES

More crosswalks	Excellent lighting	A pedestrian bridge	Trails, bike access, crosswalks, bike public safety, signage, lighting	Bike lanes
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FOCUS AREA 3

SOUTH DOWNTOWN NEIGHBORHOOD



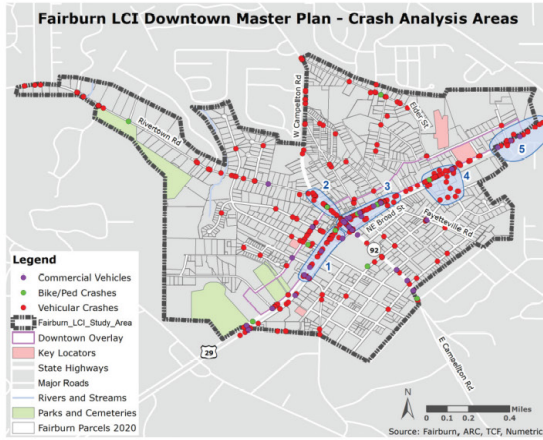
NOTES

Don't see any trees or lawn, could add trees and lawn	Lots of 2 & 7 - the most traditional patterns	Important for residents that residential feel, lots of 2 & 7 like it, but concerned that it could be too concentrated	would like to see modern bungalow	2 corners the residential feel and walkability	Not number 8 or 9. More single-family rather than walkability	no demolition of existing homes for denser or more modern houses	concerns that crosswalks in the most important connection to downtown
Could there be an installation of art? could be coordinated with a parker park or other area of public art	concerns are an installation of art? could be coordinated with a parker park or other area of public art	Landmark Christian School is adjacent - could be used into the neighborhood school attracting general interest to move to Fairburn	a name - South of Broad?	A gathering space to bring the neighborhood together, dog park or small park, community garden	potentially 3rd plus to preserve affordability, but well designed to look like single family	lighter pedestrian walking sidewalks and greenways to get to downtown	bike lanes and walking bridges?
		parklet space or greenway	activities at the courthouse to catalyze connectivity	I think you need to keep the residential feel of the existing homes	Residential feel and walkability	Modern bungalow would look great	Scholar's farm is a great but under-recognized asset in this area, large version of community garden



FOCUS AREA 3

SOUTH DOWNTOWN NEIGHBORHOOD



QUESTIONS

What is going on? What is your experience?

Area 1: US 29/Broad Street – Senoia Road to Smith Street

Area 3: US 29/Broad Street – W Campbellton Road to E. of Strickland Street (Family Dollar)

General safety concerns?

NOTES

The low bridge covers problems in this portion of the city	Lots of traffic on Campbellton - lots of traffic on a street and sometimes walk in the street behind the sidewalk	I like connectivity in the downtown - the primary street point for downtown for pedestrian access	Could all large truck traffic be kept on 74 for cross the bridge, not allowed on smaller streets	A lot of people walk on 74 for parallel to Campbellton, due to much less traffic, safer	pedestrian lighting	wide sidewalks and great lights	pedestrian access - sidewalk to downtown
sidewalk, greenways							



Fairburn

Downtown Master Plan Update