



**CITY OF FAIRBURN**  
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MAYOR

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November 25, 2014

Atlanta Regional Commission  
40 Courtland Street  
Atlanta, GA 30303

RE: Comprehensive Plan Update Submittal

The City of Fairburn has completed an update of its comprehensive plan and is submitting it with this letter for review by the Atlanta Regional Commission and the Department of Community Affairs.

I certify that we have held the required public hearings and have involved the public in development of the plan in a manner appropriate to our community's dynamics and resources. Evidence of this has been included with our submittal.

I certify that appropriate staff and decision-makers have reviewed both the Regional Water Plan covering our area and the Rules for Environmental Planning Criteria (O.C.G.A. 12-2-8) and taken them into consideration in formulating our plan.

If you have any questions concerning our submittal, please contact Jahnee Prince at 404-684-7031 or [jprince@tcfatl.com](mailto:jprince@tcfatl.com)

Sincerely,

Mayor Mario Avery  
City of Fairburn

STATE OF GEORGIA  
COUNTY OF FULTON

RESOLUTION NO. 2014-14

RESOLUTION AUTHORIZING TRANSMITTAL OF THE CITY OF FAIRBURN  
COMPREHENSIVE PLAN 2015-2035 FOR REVIEW BY THE ATLANTA REGIONAL  
COMMISSION

WHEREAS, the City of Fairburn is a member of the Atlanta Regional Commission, an agency created to provide regional planning and intergovernmental coordination among certain county and city governments in the metropolitan area of Atlanta; and

WHEREAS, the City initiated a process with community involvement to update the Comprehensive Plan 2015-2035 and certifies that public participation and other procedural requirements have been met; and

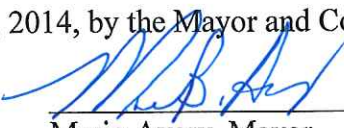
WHEREAS, in order to maintain Qualified Local Government status, the City of Fairburn has updated its Comprehensive Plan 2015-2035, has held the required public hearings and now must transmit the document to the Atlanta Regional Commission for review in accordance with procedures prescribed by state law; and

WHEREAS, the Comprehensive Plan 2015-2035 was prepared according to the Standard and Procedures for Local Comprehensive Planning effective March 1, 2014, and established by the Georgia Planning Act of 1989, and the required public hearing was held on November 10, 2014;

NOW, THEREFORE BE IT RESOLVED, by the Mayor and City Council, and it is hereby resolved by the authority of same, as follows:

Section 1. The Fairburn Mayor and City Council hereby transmit the Comprehensive Plan 2015-2035 to the Atlanta Regional Commission for official review as required by the rules governing the Georgia Planning Act of 1989.


APPROVED this 10th day of November, 2014, by the Mayor and Council of the City of Fairburn, Georgia.

  
Mario Avery, Mayor  
City of Fairburn, Georgia

ATTEST:

  
Brenda James, City Clerk

APPROVED AS TO FORM:

  
William R. (Randy) Turner, City Attorney

# FAIR BURN PLAN 2034

The City of Fairburn's Comprehensive Plan 2034

# DRAFT









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# EXECUTIVE SUMMARY





# EXECUTIVE SUMMARY

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

Fairburn's Comprehensive Plan includes the following required elements:

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

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

The [Land Use Element](#) is a key element of the Comprehensive Plan. It includes the City's Future Development Map and accompanying Character Area descriptions. These should be referenced as decisions about land use and development are made, as well as in determining areas for infrastructure upgrades and additional services. It reflects the community's vision for growth and development, as determined through the community participation process, and a review of existing land uses and market conditions. Within each Character Area, there are a number of appropriate land uses listed, implementation strategies, and photos of the preferred types and style of development. While the Future Development Map is intended to guide development for the entire twenty-year planning period, it is important to review the Map on a regular basis, as market and demographic trends constantly shift, thereby changing the demands for development. It is also recommended that, should a rezoning of a parcel be granted which does not fit the designated Character Area of the parcel, an amendment to the Future Development Map should be considered in order to accurately reflect the use of the parcel.

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

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

The **Transportation Element** looks at the adequacy of the local transportation network in serving the community, including the following:

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

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







# COMMUNITY PARTICIPATION



The image shows a group of five people (three men and two women) gathered around a table, engaged in a community planning meeting. They are looking at a large map of the City of Fairburn Comprehensive Plan, which includes a legend and various photos. A man in a white sweater is pointing at the map, while others look on. A large aerial map of Fairburn is visible on the wall in the background. The text 'COMMUNITY PARTICIPATION' is overlaid at the top of the image.

# COMMUNITY PARTICIPATION

A number of community participation tools, meetings and activities were used throughout the development of the City of Fairburn's Comprehensive Plan. The intention of these various activities was to ensure that meaningful community input was the driving force of this plan. A Steering Committee, comprising Home Owner Association representatives, community leaders and business owners, guided the development of the Comprehensive Plan.

## STEERING COMMITTEE

The first task in developing the community participation plan for the City of Fairburn was the identification of the Steering Committee.

The following individuals made up the steering committee for the plan:

John Culbreth	Tony Smith
George Hart	Gary Taylor
Jesse Hightower	Johnny Todd
Derek Jones	Violet Todd
Donna Phipps	Rusty Todd
Jean Barkley Russell	Lorenzo Williams
Ellen Samuels	

The role of the Steering Committee members was to provide ongoing input throughout the development of the plan to ensure the plan was in line with the City of Fairburn's vision for the City. The steering committee met on a monthly basis from January 2014 – August 2014 to review public input and community data in order to draft a Comprehensive that reflects the true desires of the residents and business and property owners within the City of Fairburn. At each phase of the planning process, they provided the planning team with a valuable perspective that helped refine the comprehensive planning process.

Below is meeting schedule the steering committee followed throughout the process of developing the Comprehensive Plan.

Meeting Number	Meeting Date
1	Thursday, January 23, 2014
2	Thursday, February 20, 2014
3	Thursday, April 17, 2014
4	Thursday, May 15, 2014
5	Thursday, June 19, 2014
6	Tuesday, July 8, 2014
7	Thursday, July 24, 2014
8	Thursday, August 7, 2014



## OUTREACH

Several methods of outreach were used to advertise community meetings to the residents and business owners throughout the City of Fairburn. The backbone of comprehensive planning is gathering the desires of the members of the community at large to ensure that the plan truly reflects citizens' wishes accurately. Below is a list of outreach activities that took place throughout the development of the Comprehensive Plan:

- Emails to the Mayor and City Councilmembers that were forwarded on through individual contact lists
- Flyers passed out to businesses and churches throughout the City
- Emails to Home Owner's Associations
- Emails to City of Fairburn Staff that were forwarded on through individual contact lists
- Emails to City of Fairburn Planning and Zoning Commission that were forwarded on through each one's individual contact lists
- Emails to the Steering Committee that were forwarded on through each one's individual contact lists
- Advertisement on the City of Fairburn's main page of their website
- Advertisement on the City of Fairburn's Facebook social media page
- Flyers posted at City Hall
- Advertisement in the South Fulton Neighbor newspaper
- Advertisement of upcoming meetings during community meetings
- Advertisement of upcoming meetings during City Council meetings
- Signs posted to advertise Community Meetings

## COMMUNITY MEETINGS

Throughout the development of the City of Fairburn's Comprehensive Plan, two community meetings were held to gather input from residents and business owners to assist in determining their desires for the future of Fairburn.



### COMMUNITY MEETING #1

The first of the two community meetings was held on February 27, 2014 at the City of Fairburn's City Hall. During this meeting attendees were asked to participate in a number of different activities. After signing into the meeting, attendees were asked to provide feedback to the following three questions:

- What is your vision for the City of Fairburn?
- What do you like about the City of Fairburn?
- What would you change about the City of Fairburn?

Participants were asked to write their response to each question on a large post-it note and stick it on each respective poster.

Next, attendees were asked to locate on a map of the City where they live and work and denote them with a red and blue dot, respectively. This exercise was used to better understand which areas of Fairburn were most represented in the feedback that was gathered.

Following the first two activities, participants were asked to complete a survey which asked questions about demographics and questions regarding the types of land uses, facilities, and activities they felt the City of Fairburn needed more or less of.



Next, the meeting attendees were walked through a brief presentation on the importance of Comprehensive Planning to the City, the importance of receiving their input and feedback as the plan is developed, and informed about upcoming opportunities for them to participate more.

Lastly, meeting attendees participated in an image preference survey. The survey was separated into six categories. These categories included:

- Commercial and Mixed Use
- Residential
- Office
- Development Patterns
- Bicycles, Walking, Parks and Recreation

Participants were asked to rate each of the 88 pictures they saw on a scale of 1 to 5, with 1 representing undesirable and 5 representing very desirable.

The image preference survey was also available online through a link on the City of Fairburn website. All of the attendees of Community Meeting #1 participated in the survey, as well as 38 additional people online.

## COMMUNITY MEETING #2

The second community meeting was held on March 20, 2014 at Open Word Christian Ministries. During this meeting attendees were asked to participate in four activities. If they had not done so during the first meeting, attendees were asked to complete the survey and to indicate on the map of the City where they live and work with the respective dots.

Next, meeting participants were asked to provide feedback by writing their responses to the following questions on large post-it notes and placing them on the respective posters:

- What are your concerns about Housing?
- What are your concerns about Transportation?
- What are your concerns about Land Use?
- What are your concerns about Economic Development?

After being seated, meeting attendees were walked through a presentation on the importance of Comprehensive Planning to the City, the importance of receiving their input and feedback as the plan is developed, and provided the results from the Visual Preference Survey.

Lastly, the participants were broke up into five groups and asked to participate in a mapping exercise where they identified where within the City they would like to see the most popular photos selected from the VPS. Following this exercise a representative from each group presented to the group at large about the desires of their respective group.

## MAYOR AND CITY COUNCILMEMBER MEETINGS

In addition to receiving feedback from the residents and business owners within Fairburn, it was important to gain the perspective and feedback the governing body of the City. Individual meeting were scheduled with the Mayor and each City Councilmember and they were asked the following questions:

- What is your vision for Fairburn?
- What would you change about Fairburn?
- What type of housing does Fairburn need more of? What type of housing does Fairburn need less of?
- What types of transportation improvements does Fairburn need?
- What type of land use changes does Fairburn need?
- What type of recreational facilities does the Fairburn need?
- What types of businesses should Fairburn seek to attract?
- Is there a specific topic that citizens raise the most concern about related to Fairburn?
- What are your concerns about the future of Fairburn for future generations?

The purpose of these meetings was to solicit input from the Mayor and City Councilmembers as to the goals, visions, and needs and opportunities for the City.

## COMMUNITY SURVEY

Although two community meetings were held to gather input from Fairburn's citizens, a community survey was created so that people who were unable to attend the community meetings could contribute to the planning process. The Steering Committee was instrumental in creating a survey to capture the community's concerns and their desires for growth and change in the future. One hundred and five people responded to the Community Survey which was available in paper form at the community meetings and at City Hall and was available on line through a link on the City's website. Links to the community were sent out in each email blast. The survey results are incorporated into the Appendix of this document.



## COMPREHENSIVE PLAN REVIEW

Prior to the draft being submitted to the Department of Community Affairs (DCA), the following meetings will occur to ensure that the appropriate stakeholders have an opportunity to review the plan prior to submission.

- Presentation of Goals and Objectives to Mayor and City Council – August 11, 2014
- Submit Draft Comprehensive Plan to City staff for distribution to the Planning and Zoning Commission and Mayor and City Council – August 21, 2014
- Community Meeting – Tuesday, September 9, 2014 at 7:00pm
- Presentation to Planning and Zoning Commission – October 7, 2014
- Presentation to Mayor and City Council – October 27, 2014
- Public Hearing at City Council meeting – November 10, 2014

The goal of these meetings is to allow for the governing bodies of the City as well as the citizens to see the plan and provide any last minute feedback to make sure the plan is reflective of their desires and wishes for the future development of the City of Fairburn.



# NEEDS & OPPORTUNITIES

What do you like about Fairburn?

The  
small  
town  
vibe

FAIRBURN  
ED.  
CAMPUS

CSX  
INTERMODAL

Location,  
Small  
town/  
Community  
atmosphere

Proximity  
to  
Downtown  
Atlanta

RENN  
POST

Proximity  
to  
Atlanta  
Not  
crowded

Family  
and  
business  
friendly

Close  
to  
Airport



# NEEDS AND OPPORTUNITIES

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

## LAND USE NEEDS

### PARKS

1. Build a City park downtown
2. Preserve existing and increase overall green space in the City
3. Use the Line Creek undeveloped land as park space
4. Renovate or rebuild the pool at Duncan Park
5. Preserve greenspace in the southern area of the city
6. Build more parks, recreation facilities and walking trails
7. Build a park on the south side of town

### DOWNTOWN

1. Pursue more development and small businesses downtown
2. Require better quality development downtown
3. Integrate business and residential uses, have them in closer proximity downtown and around the colleges
4. Bring mixed use development, including housing (lofts and townhomes) and vitality to downtown
5. Require new downtown development to fit in aesthetically with historic buildings and have the same scale
6. Create redevelopment incentives to redevelop Hudson Plaza and liquor store/Stop 'N Go/Food Depot corridor
7. Promote infill development and historic renovation in Lighting area as an extension of downtown
8. Maintain the small town atmosphere
9. Protect our historic structures
10. Implement the LCI Plan

### HIGHWAY 74

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

### OTHER LAND USE

1. We don't want any more landfills
2. Keep rural agricultural feel in southwest part of the city
3. Need a community where folks can live, work, and play
4. Need gateways to the city
5. Need better facades on buildings throughout the city



## LAND USE OPPORTUNITIES

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

## HOUSING NEEDS

1. Build more senior housing for all income levels
2. Promote rehabilitation and build out of existing neighborhoods
3. Build homes with larger lot sizes in areas outside of downtown
4. Locate townhomes downtown, near the colleges
5. Build historic style homes in the downtown area

6. Allow apartments only in the downtown as part of mixed use developments

## HOUSING OPPORTUNITIES

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

## ECONOMIC DEVELOPMENT NEEDS

1. Need to become an economically thriving community where people can live, work, and play
2. Create a variety of entertainment options throughout City, particularly downtown
3. Need more sit-down upscale restaurants
4. Post points of interest signs to be placed at street corners downtown for visitors
5. Attract businesses that will cater to people living in Fairburn
6. Improve competitiveness with other communities
7. Need branding and more marketing of the city
8. Need the city government to be more business friendly
9. Clean and spruce up Main Street
10. Create an identity for the Fairburn section of I-85
11. Need flexibility with use of buildings and property to accommodate trends or economic swings
12. Revitalize the downtown area with attractive mixed use development - residential on second floor, commercial/restaurants/cafes/coffee shops/office/art gallery on the street level
13. Preserve historic homes downtown and possibly convert them to office use
14. Attract more industrial and office development, particularly around the 74/I-85 interchange
15. Revitalize and expand the downtown area
16. Need a community downtown market
17. Draw people to the community with businesses that offer good jobs
18. Need technology oriented businesses in a small town environment
19. Need a larger area of the city dedicated to businesses and industry
20. Need to inventory all vacant land
21. Need moderate growth building population in order to support better shopping (including major re-tailers), movie theatres, hotels
22. Host more events, festivals, concerts, etc. downtown
23. Locate a museum in Campbell County Courthouse
24. Build attractive offices near the college.
25. Build nice gateway signs/entries at the main entrances to Fairburn
26. Inventory all the vacant land





## ECONOMIC DEVELOPMENT OPPORTUNITIES

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

## TRANSPORTATION NEEDS

1. Build a better sidewalk to Duncan Park
2. Install a stop light at 92 and 138
3. Improve bike and pedestrian friendliness throughout city
4. Need better streets
5. Need more parking downtown
6. Build a park and ride lot
7. Downtown Fairburn needs curb appeal
8. Need improved streetscapes throughout downtown
9. Need bike lanes along Main Street and Highway 92
10. Build more sidewalks near all schools

11. Need access from Virlyn B Smith to Duncan Park
12. Need to figure out if we have enough and the right kind of public transportation

## TRANSPORTATION OPPORTUNITIES

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





# COMMUNITY GOALS



# COMMUNITY GOALS

## VISION STATEMENT

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

How Fairburn intends to become that desired destination:

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

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

## LAND USE GOALS

1. Increase activity Downtown
  - A. Recruit residential and mixed use developers to Downtown to increase housing stock
    - I. Update Zoning Ordinance to allow loft apartments over stores and townhouses Downtown, and to not allow apartments elsewhere in the city
    - II. Update Zoning Ordinance to accomodate single family residential infill development Downtown
    - III. Update Zoning Ordinance to allow transit supportive density development Downtown
  - B. Recruit businesses to locate Downtown, especially around the colleges
  - C. Have more activities and events Downtown
    - I. Survey surrounding communities for planned events so that there are no conflicts
    - II. Survey residents about events and activities that should be pursued
  - D. Make Downtown more appealing and more walkable
    - I. Streetscape improvements
      - a. Build new sidewalks with areas where there is a path worn as the highest priority locations
      - b. Fix existing sidewalks and fill gaps in sidewalks
      - c. Improve lighting fixtures and poles to match upgraded lighting in Highway 29 streetscape project
      - d. Include bike racks in city streetscape improvements
    - II. Develop wayfinding systems for driving and walking
    - III. Finish development of Downtown Plaza
2. Improve quality of development Downtown
  - A. Audit the Zoning Ordinance and Zoning Map in order to



- I. Ensure that new commercial and mixed use Downtown development fits in aesthetically with historic buildings downtown and has the same scale
- II. Ensure that residential and commercial development are allowed to locate in close proximity
- B. Create redevelopment incentives for underperforming properties
- 3. Participate in joint Highway 74 study with Tyrone, Peachtree City and Fayette County with the following objectives
  - A. Make Highway 74 mixed use with retail, compact homes and townhouses while still meeting the demand for goods and services for the travelling public
  - B. Locate sit down restaurants and entertainment along Highway 74 near the southern city limit
  - C. Locate high end office at 74/85 interchange
- 4. Disallow landfills and transfer stations in all zoning districts
  - A. Make any necessary updates to the Zoning Ordinance
- 5. Keep the rural agricultural feel in the Line Creek area of the City
  - A. Make any necessary updates to the Zoning Ordinance to maintain the character of the area
  - B. Consider this area for passive park location
- 6. Audit the Zoning Ordinance and Official Zoning Map to determine inconsistencies with the Comprehensive Plan and its Future Development Map and create action plan for Zoning Ordinance and Zoning Map amendments



## PARKS, RECREATION AND GREENSPACE GOALS

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

## HOUSING GOALS

1. Ensure housing options for all ages
  - A. Recruit developers to build more senior housing both for rent and for sale
  - B. As the Downtown colleges expand, revisit the need for student housing near the campuses
  - C. Audit the Zoning Ordinance to ensure all needed housing types are allowed in the City of Fairburn
2. Increase the number of housing units in Downtown Fairburn to support the number and types of businesses desired in our vibrant downtown and to support continued and enhanced transit service.
  - A. Update Zoning Ordinance and Map to allow Downtown residential development to be built at transit supportive densities
  - B. Recruit developers to build loft apartments as a part of mixed use developments downtown
  - C. Implement the LCI study

## TRANSPORTATION GOALS

1. Make the entire city more walkable
  - A. Prioritize new city built or funded sidewalks as follows: 1. Where paths are worn, 2. Downtown, 3. Connecting homes to schools and parks, 4. Connecting homes to MARTA bus stops, 5. Other locations
  - B. Develop a prioritized list of crosswalks and pedestrian crossing signals to be installed.

- I. Survey all of the major intersections in Fairburn to determine the needs for crosswalks and pedestrian crossing signals
- II. Consult intersection accident data
- C. Make it more fun and interesting to walk downtown through use of streetscape improvements and the addition of more stores and attractions downtown
- D. Add pedestrian connections between the north and south sides of the City with bridges and sidewalks similar to the 14th Street bridge in Midtown Atlanta
- E. Improve vehicular and pedestrian safety at SR 92 and SR 138
  - I. Install a stop light at 92 and 138
  - II. Install pedestrian signals, pedestrian refuge, and other safety improvements



- 2. Have more and better public transit
  - A. Work with MARTA to improve bus frequency
  - B. Work with MARTA to investigate the necessity of additional bus routes
  - C. Improve bus stops with concrete pads, shelters and connecting sidewalks
  - D. Build a park and ride lot
  - E. Update Zoning Ordinance and Map to allow Downtown residential development to be built at transit supportive densities
  - F. Conduct a feasibility study for a local bus circulator system to connect with MARTA routes 180 and 181
- 3. Make it easier to bike throughout the city
  - A. Install bike racks at city facilities
  - B. Revise Zoning Ordinance to require installation of bike racks with construction of new parking lots for businesses, churches, schools and other places of assembly
  - C. Review pavement widths on all collector and arterial roads in the City to determine where there is sufficient space to add bike lanes, add bike lanes in those locations identified in the public meetings as the first priority, pursue grant funding
  - D. Add bike lanes in locations identified in the public meetings as the first priority, pursue grant funding

4. Improve pavement quality throughout the city
  - A. Develop pothole website page, with map of city limits, to inform city of potholes
  - B. Create pothole guarantee so that once informed the city will fix potholes in a set amount of time.
  - C. Review placement of truck route signs and replace as necessary
5. Conduct a Downtown Parking Study to determine if there is enough parking downtown
  - A. Develop Downtown parking map showing locations where parking is available
  - B. Distribute Downtown parking map to all downtown merchants
6. Ensure that residents and visitors can easily identify the city limits and can easily navigate the city
  - A. Develop wayfinding systems for vehicles and for pedestrians
  - B. Create and install City street signs that are different from Fulton County and neighboring cities' street signs to show that they are in the City of Fairburn
  - C. Add street sign toppers for all named neighborhoods
  - D. Create gateways to the city
  - E. Install city limit signs at every entrance to the City
7. Improve roadway and pedestrian lighting
  - A. Throughout the entire Downtown character area, improve street lighting fixtures and poles to match upgraded lighting in Highway 29 streetscape project
  - B. Develop lighting vehicular and pedestrian lighting fixtures and poles standard for areas outside of Downtown Fairburn

## ECONOMIC DEVELOPMENT GOALS

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



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







# POPULATION & DEMOGRAPHICS



# POPULATION AND DEMOGRAPHICS

The City of Fairburn has seen substantial growth over the last decade. According to the 2000 United States Census, the City's population was 5,464. Based on calculations generated by the 2010 United States Census, the population of the City of Fairburn increased substantially, to 12,950 people. In 2012, the City's estimated population was 13,720, which accounts for a 5.95% increase over a two year period. The overall growth in population accounts for a 136% increase from 2000 to 2010 and a 151% increase from 2000 to 2012.

Table 1 Growth in Population 2000 to 2010

Jurisdiction	2000	2010	Change
Fairburn	5,464	12,950	+137%
Union City	11,621	19,456	+67%
Fulton County	816,006	920,581	+13%
Georgia	8,186,453	9,687,653	+18%

Source: United States Census Bureau

## AGE DISTRIBUTION

According to the 2010 U.S. Census calculations, the median age of residents in the City of Fairburn is 32. Residents in the 25-44 year old age group account for the largest percentage of the total population, at 31.8%. As seen in Table 2, the greatest change has been in age groups between 0-19 and 25-64, while the elderly population has increased at a lower rate of 42.8%.

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

Age Distribution	Stage of Life	Number of Fairburn Residents (2000)	Percentage of Total Population (2000)	Number of Fairburn Residents (2010)	Percentage of Total Population (2010)	Percentage Change from 2000 to 2010
Under 5 years old	Pre-School	443	8.1%	1,026	7.9%	+131.6%
5 – 14 years old	Elementary to Middle School	822	15.0%	2,221	17.1%	+170.2%
15 – 19 years old	High School	379	6.9%	992	7.7%	+161.7%
20 – 24 years old	College	395	7.2%	782	6.0%	+98.0%
25 – 44 years old	Family Forming	1,675	30.7%	4,113	31.8%	+145.6%
45 – 64 years old	Peak Earning	1,124	20.6%	2,922	22.6%	+160.0%
65+ years old	Seniors	626	11.5%	894	6.9%	+42.8%
Total		5,464	100%	12,950	100%	-

Source: United States Census Bureau

## RACE AND ETHNICITY

The largest racial group in Fairburn is Black or African American, accounting for approximately 70% of the total population of the city. This demographic has also seen the greatest increase in terms of numbers, going from 2,603 in 2000 to 9,050 in 2010. The Hispanic population has also seen a significant increase of 117.3% in the ten years since 2000. While the Asian or Pacific islander group has seen the largest relative

increase at 469%, they still only account for 1.7% of the population in 2010. Table 3 shows the changes in race and ethnicity distribution from 2000 to 2010 in the County.

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

Race	2000	2010	Percentage of Total Population (2000)	Percentage of Total Population (2010)	Percentage Change from 2000 to 2010
White Alone	2,354	2,603	43.1%	20.1%	+10.6%
Black or African American Alone	2,603	9,050	47.6%	69.9%	+247.7%
Hispanic Origin	711	1,545	13.0%	11.9%	+117.3%
American Indian and Alaska Native Alone	16	57	0.3%	0.4%	+256.3%
Asian or Pacific Islander	39	222	0.7%	1.7%	+469.2%
Other Race	353	754	6.5%	5.8%	+113.6%

Source: United States Census Bureau

## INCOME

According to the 2000 Census, the median household income in Fairburn was \$39,679. The 2010 Census did not capture income levels for the City of Fairburn; however, the 2008-2012 American Community Survey estimated the City's median income to be \$50,855. This increase accounts for a 28% increase in the median income over a twelve year time span, not accounting for inflation. According to E-forecasts provided by esri – a Geographic Information System (GIS) software company – the median income of the City of Fairburn is expected to continue to increase, and in 2018 the is predicted to be \$59,913.





# LAND USE



# LAND USE

## CURRENT LAND USE PATTERN

In the nearly 11,000 acres that makes up Fairburn, the area is dominated by open space and residential. Greenspace, which includes parks, park lands, forests, and golf courses make up about 32% of the total area of the city, much of it south of Roosevelt Highway. Agricultural uses, which also take up large areas of land account for another 9% of the total land area. Single Family Residential between quarter acre and 1 acre lots (Medium Density) make up the largest percentage of residential land use at 13%. Single Family Lots greater than an acre in size (Low Density) make up the second largest residential land use at 10%. Note that nearly 5% of the area of the city is transitional, developments that started but have not finished, which represent a possible asset for the County if they can be restarted or repurposed.

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

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

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

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

In 2009, the City of Fairburn received a Livable Centers Initiative grant from the Atlanta Regional Commission to do a study of Downtown. The outcome of the LCI Downtown Study was the desire to transform Fairburn from a bedroom community to a '*thriving town center*'. The community vision was to have a thriving, compact historic downtown with good services; retail, restaurants, entertainment and offices and housing



options. The community wanted a walkable and pedestrian friendly downtown with a village green and connectivity to neighborhoods; sidewalks and bike lanes/multi-paths. Transit was desired for better connectivity to the region. The community wanted to build on the quaint, historic, unique character of Fairburn.

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

## FUTURE DEVELOPMENT MAP

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

It should be noted that the Future Development Map does not change the existing land use or current zoning of any property. The Map, like the entire Comprehensive Plan, is intended to guide policy decisions for a twenty-year planning period, and development should proceed in a manner and a timeframe that is consistent with the needs of the population, market demands, environmentally appropriate, and sustainable.

## CHARACTER AREAS

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

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





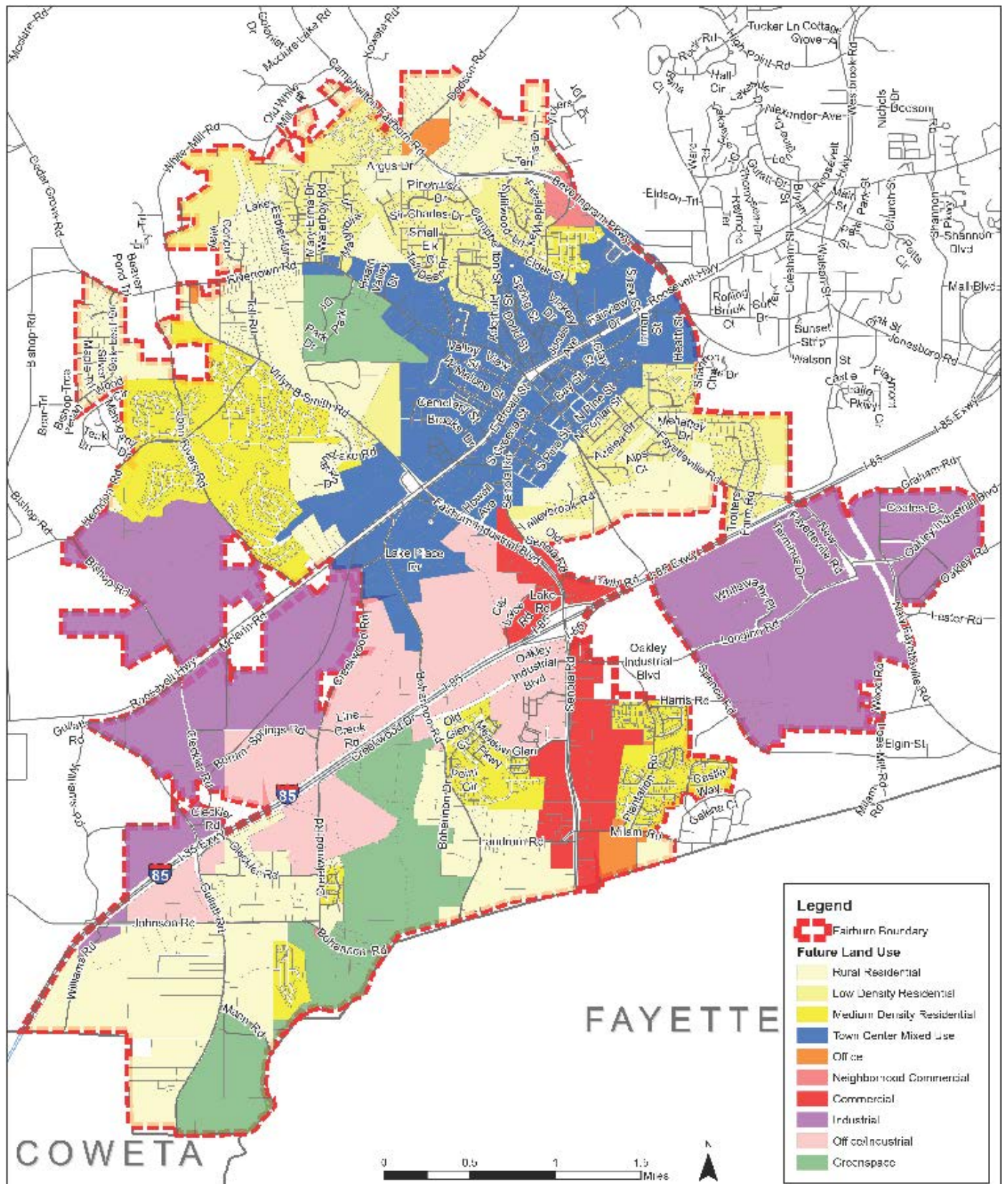


Figure 1 City of Fairburn Future Development Map



## TOWN CENTER MIXED USE

The Town Center Mixed Use character area centers on Downtown Fairburn. Downtown is the historic core of city, with traditional, commercial land uses and limited residential development. Neither the downtown area, nor any of its older buildings, is registered on the National Register of Historic Places. Lots in Downtown Fairburn are typically small, with zero-lot line buildings, and shallow or no setbacks from the street right-of-way. There is an interconnected street grid, with the heaviest activity along Highway 29/East Broad Street. Downtown Fairburn is easily accessible from I-85. There are also several civic/institutional uses in Downtown, including Fairburn City Hall, Landmark Christian School, Campbellton Elementary School, First Baptist Church, and Georgia Military College.

### DEVELOPMENT STRATEGIES

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

The centralized location of Downtown Fairburn is ideal for denser town center mixed-use development patterns, with residential, commercial, civic/institutional/ office, educational, and certain low intensity industrial uses all within this character ar-



ea. The goal is for the Downtown/Town Center Mixed Use Character Area to become the center of daily life in the city.

Appropriate zoning districts in the currently adopted Zoning Ordinance for Downtown include DC-1, DC-2, R-3, R-4, RM-4, RM-8, R-CT, O&I and M-1 (with limitations based on building scale and design). However, the Zoning Ordinance and Map may be amended after the adoption of the Comprehensive Plan to more closely reflect the the desired land use pattern for the area.

#### APPROPRIATE USES

- Mixed Use
- Civic/Institutional/Educational
- Residential (all types)
- Commercial/Retail/Office
- Small scale low Intensity Industrial that fits into appropriately scaled and designed structures





## RESIDENTIAL

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

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

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

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

## DEVELOPMENT STRATEGIES

- Stable, safe, well maintained neighborhoods that maintain their value over time
- Allow for a variety of home styles, materials, and lot sizes





- Accommodating pedestrians and cyclists to allow for alternative access to Downtown

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

#### APPROPRIATE USES

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



## COMMERCIAL

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

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



### DEVELOPMENT STRATEGIES

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

Appropriate zoning districts in the Commercial Character Area include C-1, C-2 and O&I.

### APPROPRIATE LAND USES

- Retail Sales of Goods (Clothing, Shoes, Accessories, Gifts, Sporting Goods, etc.)
- Grocery Stores
- Restaurants/Cafés
- Drug Stores/Pharmacies
- Dry Cleaners
- Medical and Professional Offices/Other Service Providers
- Theaters

## NEIGHBORHOOD COMMERCIAL

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



### DEVELOPMENT STRATEGIES

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

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

### APPROPRIATE LAND USES

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



## OFFICE

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

### DEVELOPMENT STRATEGIES

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

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

### APPROPRIATE LAND USES

- Private Sector Business and Professional Offices
- Government Buildings and Offices
- Banks
- Churches and Other Places of Worship
- Child Day Care Centers





## OFFICE/INDUSTRIAL

The Office/Industrial Character Areas lie along the I-85 corridor. These areas consist of a mix of light and heavy industrial uses, as well as office uses. Industrial uses may include manufacturing, processing plants, factories, warehouses and wholesale trade facilities. Office uses may be associated with or support surrounding industrial uses.

### DEVELOPMENT STRATEGIES

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

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

### APPROPRIATE LAND USES

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



## INDUSTRIAL

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

### DEVELOPMENT STRATEGIES

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

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

### APPROPRIATE USES

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



## GREENSPACE

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



## DEVELOPMENT STRATEGIES

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



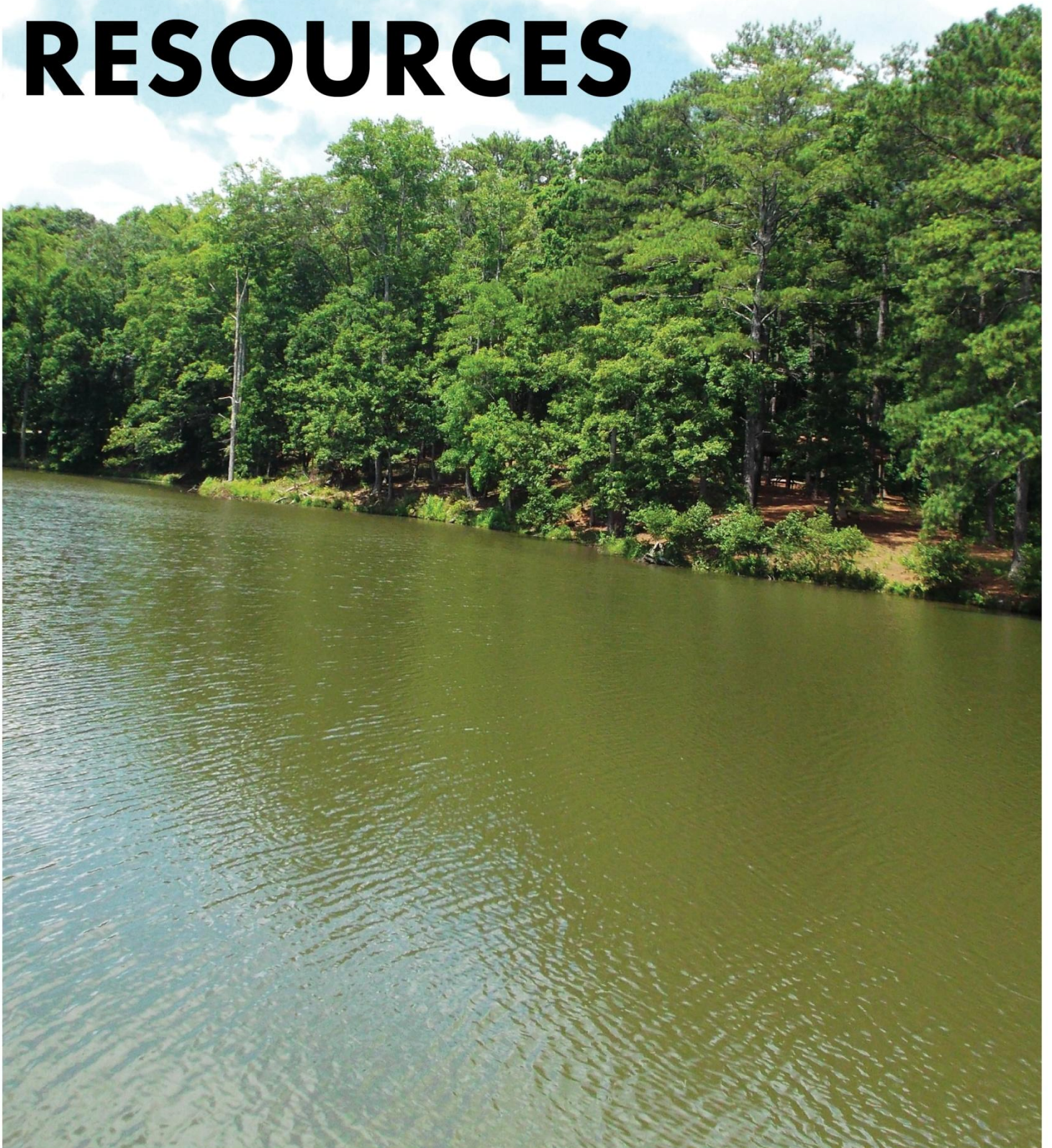
## APPROPRIATE USES

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





# **NATURAL & CULTURAL RESOURCES**





# NATURAL AND CULTURAL RESOURCES

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

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



Figure 2 Campbell County Courthouse

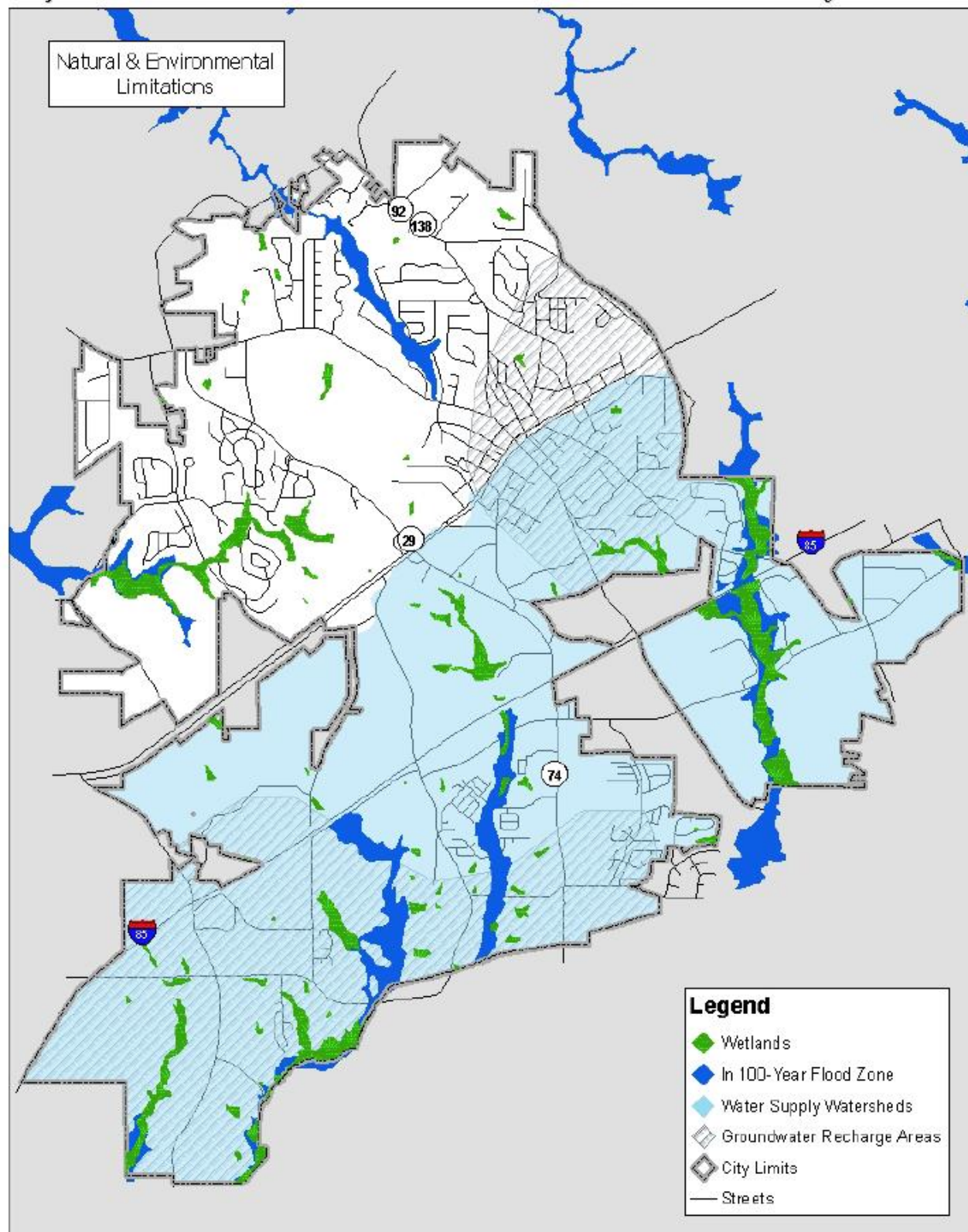


Figure 3 Natural and Environmental Limitations 2006





# HOUSING



# HOUSING

The housing stock within the City of Fairburn has seen a significant increase, which is consistent with the increase in population. In 2000, the U.S. Census reported the City had 2,005 total units of housing, and in 2010 the total number housing units increased to 5,430 (See Table 4). This increase accounts for a 171% change in the number of housing units.

Table 4 Housing Occupancy

Housing Occupancy	2000	Percentage of Total (2000)	2010	Percentage of Total (2010)	Percentage Change from 2000 to 2010
Total Housing Units	2,005	-	5,430	-	170.8%
Occupied Housing Units	1,879	93.7%	4,691	86.4%	149.7%
Vacant Housing Units	126	6.3%	739	13.6%	486.5%

Source: United States Census Bureau

## HOUSING OCCUPANCY

As seen in Table 4, the housing occupancy rate has remained above 80% between 2000 and 2010. However, it is worth noting that the vacancy rate increased from 6.2% to 13.6% between 2000 and 2010.

In 2000, the majority of the housing within the City of Fairburn was owner-occupied, and this trend continued to hold true. Rental housing in Fairburn experiences a higher vacancy rate than owner-occupied housing, as seen in Table 5.

Table 5 Housing Occupancy Characteristics

Housing Tenure	2000	Percentage of Total Housing Units (2000)	2010	Percentage of Total Housing Units (2010)	Percentage Change from 2000 to 2010
Owner-Occupied Housing	1,224	61.0%	2,945	54.2%	140.6%
Rental-Occupied Housing	655	32.7%	1,746	32.2%	166.6%
Owner-Occupied Vacancy Rate	2.2%	-	4.6%	-	-
Rental-Occupied Vacancy Rate	4.8%	-	18.8%	-	-

Source: Source: United States Census Bureau

## NUMBER OF UNITS IN OCCUPIED HOUSING STRUCTURES

As shown in Table 6, the dominant type of housing in the City of Fairburn is single-family detached. This trend has remained consistent between the 2000 Census and the 2009 American Community Survey.

Table 6 Number of Units in Occupied Housing Structures

Units In Structure	2000	Percentage of Total (2000)	2009	Percentage of Total (2009)
1-unit, detached	1,530	77.7%	3,243	73.9%
1-unit, attached	65	3.3%	75	1.7%
2 apartments	57	2.9%	105	2.4%
3 or 4 apartments	108	5.5%	97	2.2%
5 to 9 apartments	165	8.4%	461	10.5%
10 or more apartments	44	2.2%	391	8.9%

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



## HOUSING AGE AND CONDITION

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

Table 7 Age of Housing Stock

Year Structure was Built	2000	Percentage of Total (2000)	2009	Percentage of Total (2009)	Percentage Change from 2000 to 2009
1939 or earlier	155	7.9%	149	3.4%	-3.8%
1940 – 1959	528	26.8%	162	3.7%	-69.3%
1960 – 1979	740	37.5%	724	16.5%	-2.1%
1980 – 1999	546	27.7%	1036	23.6%	+89.7%
2000 to present	-	-	2,321	52.9%	+52.9%

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

## HOUSING VALUE

The median value of owner-occupied housing in the City of Fairburn in 2012 was \$143,700. This reflects housing value estimates provided by the U.S. Census' 2008 – 2012 American Community Survey, which indicates that the majority (57.5%) of owner occupied housing units had a value of \$100,000 to \$199,000. (See Table 8)

Table 8 Median Home Values

Value, Owner Occupied Units	2012	Percentage of Total (2009)
Less than \$50,000	113	4.2%
\$50,000 - \$99,999	491	18.3%
\$100,000 - \$149,999	849	31.7%
\$150,000 - \$199,999	692	25.8%
\$200,000 - \$299,000	445	16.6%
\$300,000 - \$499,999	72	2.7%
\$500,000 - \$999,999	8	0.3%
\$1,000,000 or more	7	0.3%
Total number of units	2,677	-

Source: U.S. Census Bureau, 2008 – 2012 American Community Survey

## JOBS-HOUSING BALANCE

Table 9 illustrates the balance between housing and jobs within the City of Fairburn. As the balance becomes more even, Fairburn will become more of a live/work community where people can live closer to their jobs, and traffic congestion will be reduced. A balanced community generally has a jobs-housing ratio of 1.25 to 1.75. Fairburn had a ratio of 1.2 in 2010 (using 2012 projected employment data), which has increased from 1.14 in 2000, but is still lower than 1.31 in 1990.

Table 9 Jobs-Housing Balance

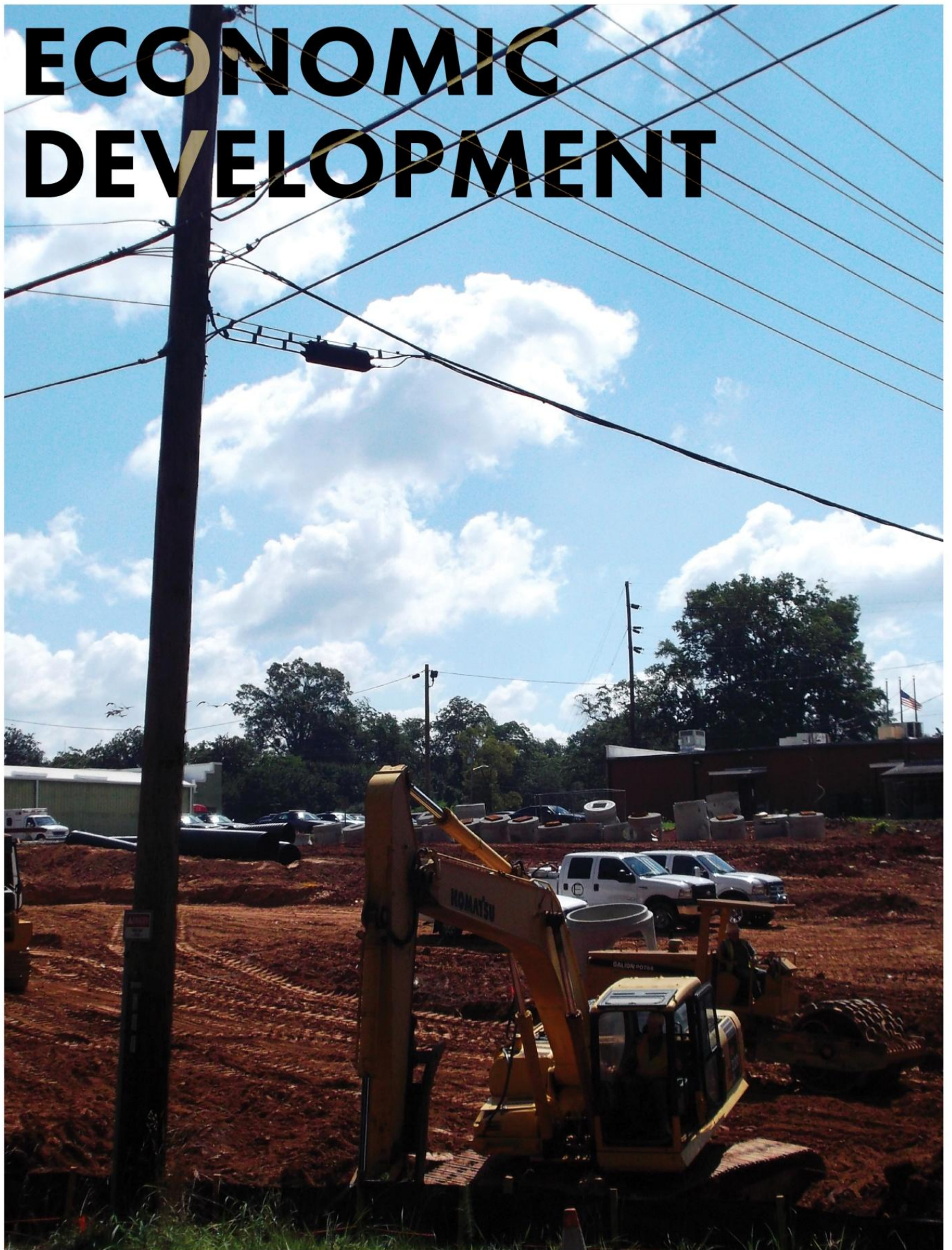
Category	1990	2000	2010
Population	4,013	5,464	12,950
Average Household Size	2.7	2.85	2.74
Number of Households	1,223	1,486	4,691
Housing Units	1,593	1,969	5,430
Employment	2,090	2,249	6,506
Employment/Population Ratio	0.52	0.41	0.5
Employment/Housing Unit Ratio	1.31	1.14	1.2

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

## HOUSING FOR SPECIAL POPULATIONS

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

According to the results of the 2000 and 2010 Census, the population over the age of 65 has seen a decline from 11.5% to 6.9% between 2000 and 2010. A Senior Housing Project currently under construction on Washington, Broad and Church Street will provide 88 Units of Senior Housing for ages 55 and older, through a selection of 1 and 2 bedroom units.



# ECONOMIC DEVELOPMENT



# ECONOMIC DEVELOPMENT

The City of Fairburn is home to over 830 businesses, according to Dun and Bradstreet. Of those businesses, the top three employers are US Food-service, which employs over 800 people; Nestle Purina Pet Care, which employs over 315 people; Owens Corning, which employs over 350 people; and Porex, which employs over 300 people.

According to the 2007 U.S. Economic Census, the dominant industry within Fairburn is Retail Trade. The second dominant industry is Wholesale Trade, followed by Administrative and support and waste management and remediation services. In Figure 4, "Other" (23%) encompasses five sectors: Manufacturing; Information; Real estate and rental and leasing; Professional, scientific and technical services; and Arts, entertainment, and recreation.

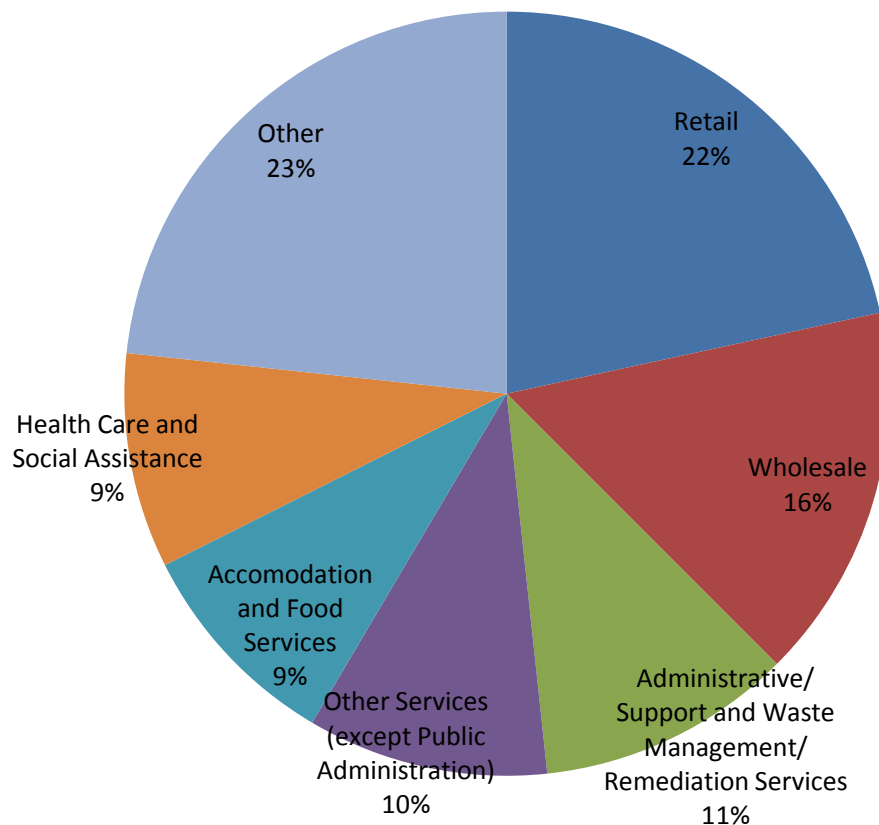


Figure 4 Employment Sectors in Fairburn

## EMPLOYMENT STATUS

Of the total 2000 population of the City of Fairburn, the percentage of the population that was 16 years and over was 69.8%. The percentage of the population that was 16 years and over increased slightly over the following nine years, to 70.3%, according to the 2009 American Community Survey. Although the percentage of employed residents of the City increased slightly over time, the unemployment rate has increased significantly from 2000 to 2009.

Table 10 Employment Status of residents aged 16 and over

Employment Status	2000	Percentage of Total (2000)	2009	Percentage of Total (2009)	Percentage Change from 2000 to 2009
Population 16 years and older	3,815	-	9,105	-	-
In Labor Force	2,249	59%	6,506	71.5%	189.3%
Civilian Labor Force	2,240	58.7%	6,470	71.1%	188.8%
Employed	2,122	55.6%	5,604	61.5%	164.1%
Unemployed	118	3.1%	866	9.5%	633.9%
Armed Forces	9	0.2%	36	0.4%	300%
Not In Labor Force	1,566	41%	2,599	28.5%	66.0%

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

Over the nine year time span, the percentage of the population not participating in the labor force decreased relative to the number of residents eligible to work. However, compared to other local jurisdictions, the City of Fairburn experienced a higher unemployment rate based on the results of the 2009 American Community Survey. (See Table 11)

Table 11 Unemployment Rate

Jurisdiction	Percentage of Unemployed Residents
Fairburn	9.5%
Union City	5.9%
Atlanta	8.1%
Fulton County	7.4%
State of Georgia	6.8%

Source: 2008-2012 American Community Survey

## COMMUTING

According to the U.S. Census Bureau's State and County QuickFacts, the average commute time to work for Fairburn residents is 29.5 minutes. This is slightly less than Union City residents' average commute time of 31.4 minutes, and more than the average commute time for City of Atlanta residents of 25.5 minutes. Fairburn residents' average commute time is higher than both Fulton County (26.9 minutes) and the State of Georgia (27 minutes)





# TRANSPORTATION



# TRANSPORTATION

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

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

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

## TRANSPORTATION DATA

### CAR OWNERSHIP

Although the City of Fairburn is serviced by MARTA bus service (Routes 180, 181), vehicular transportation is heavily relied on by working residents of the City. According to the 2009 American Community Survey, less than one percent (1%) of workers over the age of 16 did not own a vehicle. On the contrary, 41% of workers over the age of 16 had access to two vehicles. In 2000, according to the Census data 8.8% of workers over the age of 16 did not have a vehicle available to them and 38.3% of workers over the age of 16 had access to two vehicles.

### TRAVEL TO WORK

The results of the 2009 American Community Survey indicated that 4.4% of working Fairburn residents 16 years and older utilized public transportation as a means of transportation to work. The large majority of workers over the age of 16 drove alone to work, which accounted for 79.7% of the working population.

The average commuting time from home to work for Fairburn residents in 2009 was 29.5 minutes, based on the results of the 2009 American Community Survey.

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

Travel Time	Percentage of Total Working Population
Less than 10 minutes	8.0%
10 to 14 minutes	7.2%
15 to 19 minutes	9.1%
20 to 24 minutes	18.9%
25 to 29 minutes	9.3%
30 to 34 minutes	21.2%
35 to 44 minutes	6.3%
45 to 59 minutes	10.1%
60 or more minutes	10.0%

Source: 2008-2012 American Community Survey



## ROADWAY FUNCTIONAL CLASSIFICATION

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

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

## SOUTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

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

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

To address the transportation needs of south Fulton, a lengthy aspirational list of transportation projects was created. To develop this list, numerous sources of information were drawn upon including previously completed studies and plans, traffic and crash data, needs assessment analyses, and stakeholder and community input. The county and cities of south Fulton have completed comprehensive plans, Livable Centers Initiative (LCI) funded small area studies, corridor studies, and other planning studies. A review of all these plans was completed early on to understand previously identified transportation needs in the county. The plans and Capital Improvement Programs of the county and cities were reviewed again during the recommendations phase to identify the projects that have already been proposed. The Atlanta Regional Commission's (ARC) current RTP/TIP was also reviewed to establish a list of regionally significant projects.





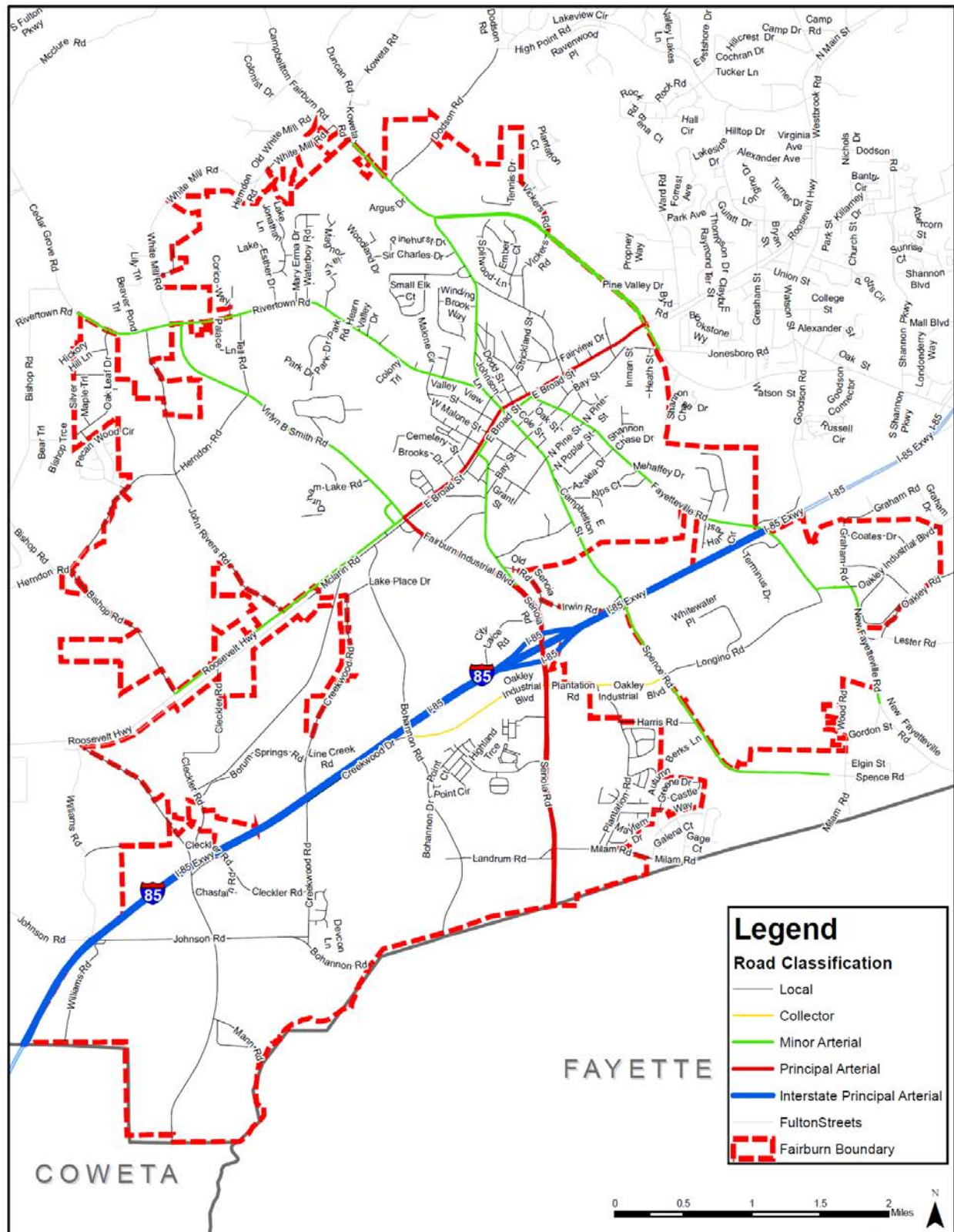


Figure 5 City of Fairburn Road Classifications

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

The aspirations list of transportation projects included hundreds of projects. The next steps involved a great deal of technical assessment and collaboration to refine the project list into the final prioritized list of regional project recommendations documented in this report. Regional projects were evaluated and prioritized based on the methodology described in the report. Regional projects are those projects that are multi-jurisdictional and/or important to regional travel. Local and multi-jurisdictional projects are considered local in nature. The highest priority projects are in the short term implementation phase and include the first 5 years of the plan (2014-2019). Regional projects recommended in the short term should be considered first when funding is available. Short term projects were identified as being at least one of the following: top priority for the south Fulton study area, able to be easily implemented, or low cost.

## COMPREHENSIVE TRANSPORTATION PLAN RECOMMENDATIONS FOR THE CITY OF FAIRBURN

### INTERSTATE 85 INTERCHANGE REDESIGN

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

### OAKLEY INDUSTRIAL AND SENIOA ROAD

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

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

## TRANSIT

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

The following list summarizes Concept 3 recommendations in south Fulton:

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

There are two MARTA bus routes that service Fairburn:


- MARTA Route 181 begins at the College Park Station, goes through downtown Fairburn, connecting to Highway 138 and ends at the South Fulton Park and Ride, serving South Fulton Parkway, Buffington Road, and Flat Shoals Road. Service is provided on weekdays, Saturdays, and Sundays, but not holidays.
- MARTA bus route 180 runs along US 29 (Roosevelt Highway), Washington Road, SR 6 (Camp Creek Parkway) and connects Palmetto, Fairburn, Union City, East Point, and College Park to the College Park MARTA station. With 3,380 weekday riders, route 180 ranks third in the study area in terms of ridership. To improve service along this important route, queue jump lanes and transit signal priority improvements are recommended at major intersections on US 29 (Roosevelt Highway), Washington Road, and SR 6 (Camp Creek Parkway).

## ROADWAYS

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

Stamped concrete crosswalks can improve the pedestrian environment and give an area a unique look. Placing traffic signals on mast arms reduces visual clutter and improves the aesthetic appeal of an intersection. Where feasible, roundabouts are an intersection design option that allows for landscaping in the cen-





ter. Besides beautification, roundabouts have several other important benefits. Studies have shown that roundabouts are safer than traditional stop sign or signal controlled intersections. They also reduce delay and improve traffic flow. They do this by allowing a continuous flow of traffic that is not required to stop, thus the intersection can handle more traffic in the same amount of time. Roundabouts eliminate hardware, maintenance and electrical costs associated with traffic signals, and they are also more effective during power outages.

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

## BIKE AND PEDESTRIAN FACILITIES

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

## OTHER RECOMMENDATIONS

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

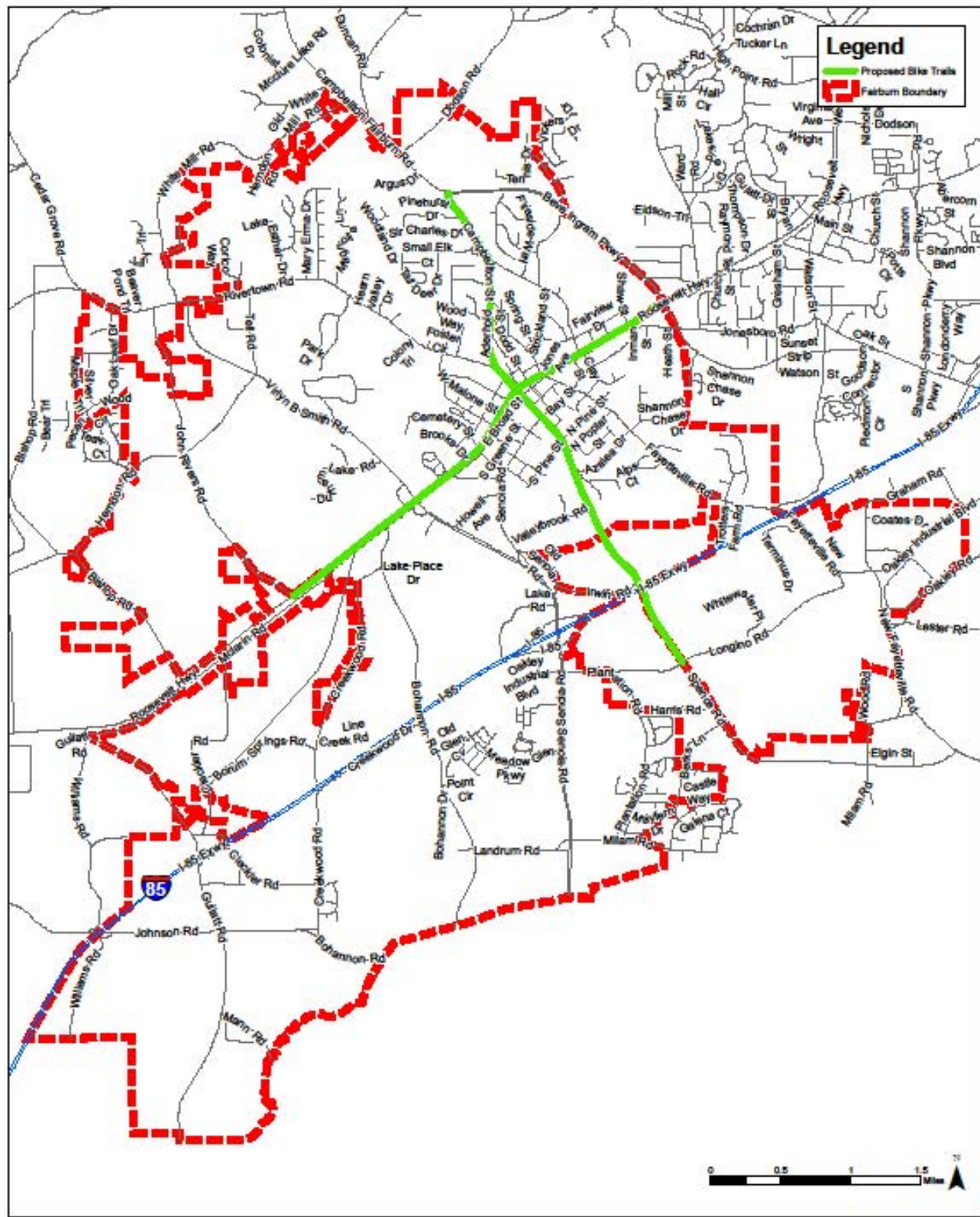


Figure 6 Proposed Bike and Pedestrian Trails

## TRANSPORTATION FUNDING

### LMIG

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

### COMMUNITY IMPROVEMENT DISTRICT

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

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





# COMMUNITY WORK PROGRAM



# COMMUNITY WORK PROGRAM

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

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

- The Short Term Work Program which outlines specific measures to be undertaken by the City of Fairburn to implement the Comprehensive Plan in Fiscal Years 2015 – 2019.
- The Long Term Work Program which lists strategies to be implemented after Fiscal Year 2019 to assist in the implementation of the Comprehensive Plan.

## SHORT TERM WORK PROGRAM

Goal	Action/ Implementation Strategy	2015	2016	2017	2018	2019	Responsible Party	Cost Estimate	Funding Source
Land Use	Audit the Zoning Ordinance and Official Zoning Map to ensure consistency with goals of the Comprehensive Plan and create action plan for Zoning Ordinance and/or Map amendments	X	X	X			City Planner		
Land Use	Develop streetscape construction program with prioritization of projects based on Comp Plan		X				City Engineer		
Land Use	Hire consultant to develop wayfinding system plan for driving and walking				X		City Planner		
Land Use	Participate in Highway 74 study	X					City Planner		
Parks, Rec, Greenspace	Develop Community Greenspace Plan				X		City Planner		
Parks, Rec, Greenspace	Create access to Duncan Park from Virlyn B Smith				X		City Engineer		
Parks, Rec, Greenspace	Duncan Park Pool Renovations					X	City Engineer		
Parks, Rec, Greenspace	Construction of Downtown Plaza	X					City Engineer		
Parks, Rec, Greenspace	Conduct Active Recreation Study to create a Parks Development Plan		X				City Engineer		
Parks, Rec, Greenspace	Develop plan for gateway entrance features		X	X			City Engineer		
Housing	Recruit developers to build more senior housing	X	X	X	X	X	Economic Development		
Housing	Audit the Zoning Ordinance and Official Zoning Map to ensure	X	X	X			City Planner		



Goal	Action/ Implementation Strategy	2015	2016	2017	2018	2019	Responsible Party	Cost Estimate	Funding Source
	consistency with goals of the Comprehensive Plan and create action plan for Zoning Ordinance and/or Map amendments								
Housing	Recruit developers to build loft apartments downtown	X	X	X	X	X	Economic Development		
Transportation	Develop streetscape construction program with prioritization of projects based on Comp Plan		X				City Engineer		
Transportation	Work with MARTA to improve transit service and transit stops	X	X	X	X	X	City Engineer		
Transportation	Build a park and ride lot			X	X		City Engineer		
Transportation	Conduct feasibility study for local bus circulator system to connect with MARTA 180 route					X	City Engineer		
Transportation	Create pothole webpage to inform City of potholes		X				City Engineer		
Transportation	Conduct Downtown Parking study			X			City Engineer		
Transportation	Create new City street sign design, replace old signs with new		X	X	X	X	City Engineer		
Transportation	Add street sign toppers to street signs in all named neighborhoods				X	X	City Engineer		
Transportation	Install city limit signs at every entrance to the City		X				Public Works		
Transportation	Replace lighting fixtures and poles throughout Downtown to match Highway 29 streetscape project standards			X	X	X	Public Works		
Transportation	Develop vehicular and pedestrian lighting fixture and pole standard for areas outside of Downtown			X			City Engineer		
Transportation	Review pavement widths on all collector and arterial roads in the City to determine where there is sufficient space to add bike lanes			X			City Engineer		
Transportation	Add bike lanes in locations identified in Comp Plan meetings as first priority, pursue grant funding				X		City Engineer		
Transportation	Create walking/ biking trail improvement program with locations identified in Comp Plan meetings as first priority		X				City Engineer		

Goal	Action/ Implementation Strategy	2015	2016	2017	2018	2019	Responsible Party	Cost Estimate	Funding Source
Transportation	Pursue grant funding for walking/ biking trails			X	X	X	City Engineer		
Transportation	Crosswalks and pedestrian signals?						City Engineer		
Transportation	Install bike racks at City facilities			X	X		City Engineer		
Transportation	Revise Zoning Ordinance to require installation of bike racks with construction of new parking lots for businesses, churches, schools and places of assembly	X	X	X			City Planner		
Economic Development	Conduct Marketing and Branding Study	X					City Manager		
Economic Development	Develop Economic Development Strategic Plan		X				Economic Development		
Economic Development	Create Communications staff position to maintain City website, issue press releases, etc.				X		City Manager		
Economic Development	Develop specific maintenance plan for Downtown	X					Public Works		
Economic Development	Work with Fulton County to develop a museum in the old Campbell County Courthouse				X		Economic Development		
Economic Development	Develop a year round Saturday market day		X				Economic Development		
Economic Development	Create redevelopment incentives for underperforming properties			X			City Manager/ Economic Development		

## LONG TERM WORK PROGRAM:

Add Pedestrian connections between north and south side of the city with bridges and sidewalks –

- To be added to the scope of planned bridge reconstruction at GA 74 and Interstate 85 which is scheduled for construction in Fiscal Year 2021.



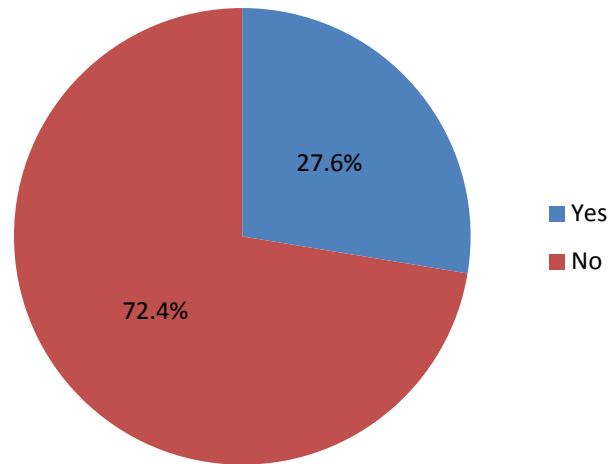
# APPENDIX A: COMMUNITY SURVEY RESULTS





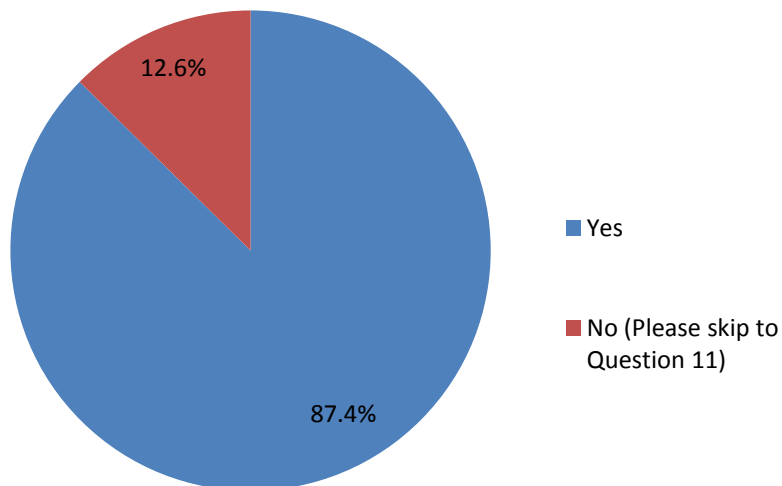
# COMMUNITY SURVEY RESULTS

## 1. Do you work in Fairburn?



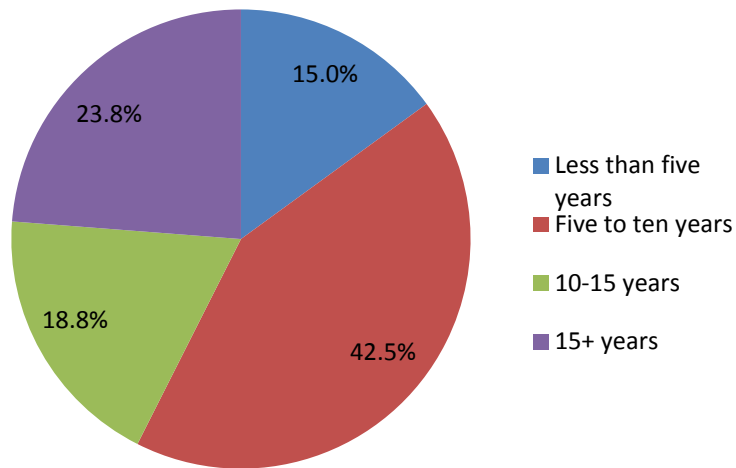
Answer Options	Response Percent	Response Count
Yes	27.6%	29
No	72.4%	76
<i>answered question</i>		105

## 2. Do you live in the City of Fairburn?



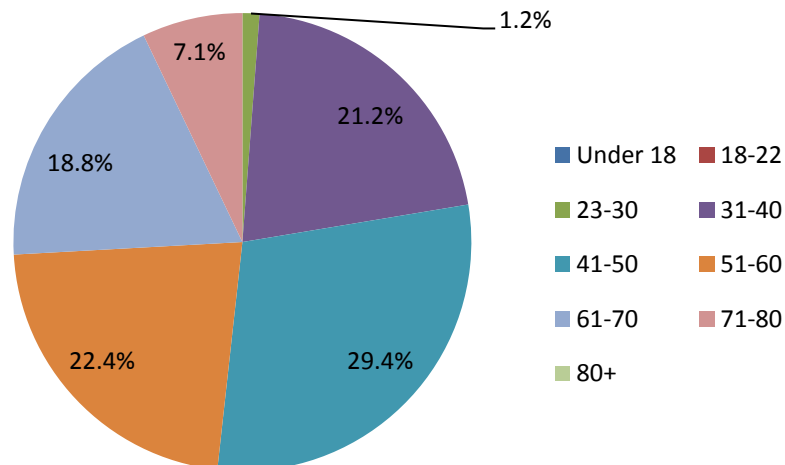
Answer Options	Response Percent	Response Count
Yes	87.4%	90
No (Please skip to Question 11)	12.6%	13
<i>answered question</i>		103

### 3. How long have you lived in the City of Fairburn?



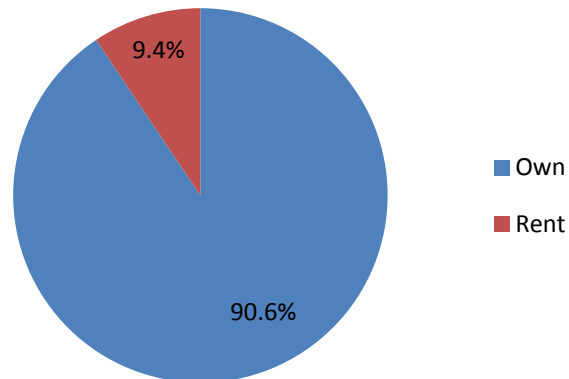
Answer Options	Response Percent	Response Count
Less than five years	15.0%	12
Five to ten years	42.5%	34
10-15 years	18.8%	15
15+ years	23.8%	19
<b>answered question</b>		<b>80</b>

### 4. How old are you?



Answer Options	Response Percent	Response Count
Under 18	0.0%	0
18-22	0.0%	0
23-30	1.2%	1
31-40	21.2%	18
41-50	29.4%	25
51-60	22.4%	19
61-70	18.8%	16
71-80	7.1%	6
80+	0.0%	0
<b>answered question</b>		<b>85</b>

## 5. Do you own or rent?



Answer Options	Response Percent	Response Count
Own	90.6%	77
Rent	9.4%	8
<i>answered question</i>		85

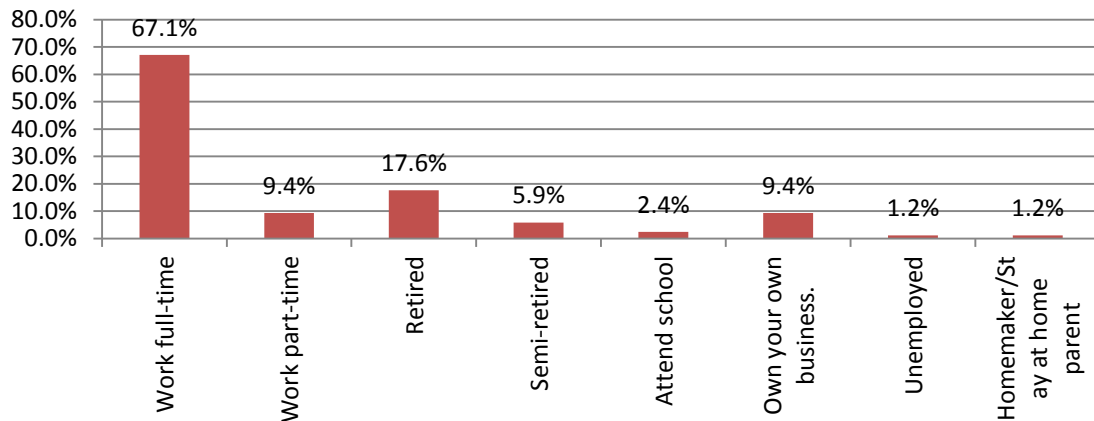
## 6. What is the name of your street?

Street Name	Total	Street Name	Total	Street Name	Total
Algerine Court	1	Buckingham Lane	2	Kirkly Way	1
autumn green dr.	1	Buckingham Terrace	1	Lake Joyce	1
Avalon Terrace	1	Cole Street	1	Landrum Road	1
Azalea Dr	1	Delaware Bend	1	Liberty Heights	1
Bay	1	Durham Lake Parkway	3	Meadow Glen Parkway	1
Blue Flag Ln.	1	Estonian Drive	1	Munn Road.	1
Bluegrass View	2	Fieldstone Dr	1	Muscadine Court	2
Broadleaf	1	Greyhawk Way	1	Muscatine CRT s	1
Broadmoor Way	1	Gullat Road	1	Oak Leaf Drive	1
Strickland	1	Hall Road	1	Oak Street	1
Tall Deer Drive	1	Harbor Links	1	Orchard	1
Hudson Ridge	1	Highland Parkway	1	Parkway Drive	1
Honeysuckle Lane	1	Highland Trace	1	Pennant	1

Street Name	Total	Street Name	Total
Poplar	1	Valley Drive	1
Poplar Street	1	Village Green Drive	3
Preserve Pass	1	Waterboy Road	1
Raven Trace	1	Waterlace Dr.	1
Redtop Loop (Vickers Mill)	1	West Broad Street	1
Riverton Road	1	White Mill Road	3
Rivertown Road	1	Winding Crossing Trail	2
Shannon Chase	1	Windsor Place	1
Shannon Chase Ct	1	Windsor Way	1
Sir Charles Drive	1	Woodland Hills Drive	4
Spence Road	2	Lake Esther Drive	1
Spoletto Loop	1	Petal Place	2
St. Agnes Way	1	Pointe Circle	1

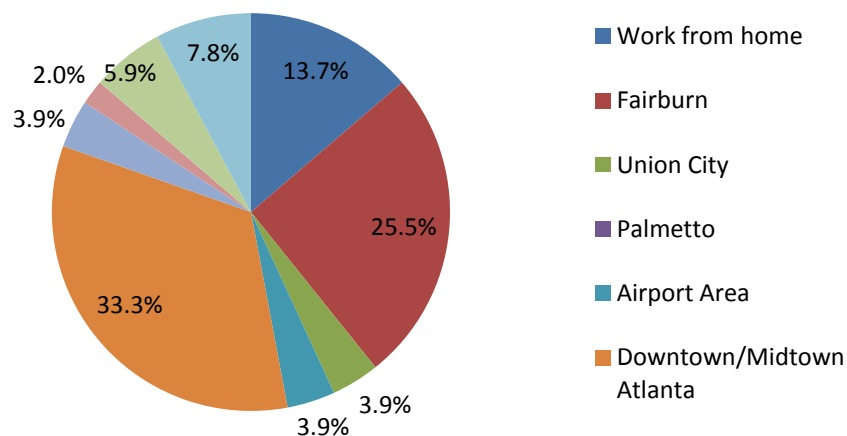


## 7. What is your work status? Please check all that apply.



Answer Options	Response Percent	Response Count
Work full-time	67.1%	57
Work part-time	9.4%	8
Retired	17.6%	15
Semi-retired	5.9%	5
Attend school	2.4%	2
Own your own business.	9.4%	8
Unemployed	1.2%	1
Homemaker/Stay at home parent	1.2%	1
<i>answered question</i>		85

## 8. Where do you work or go to school?

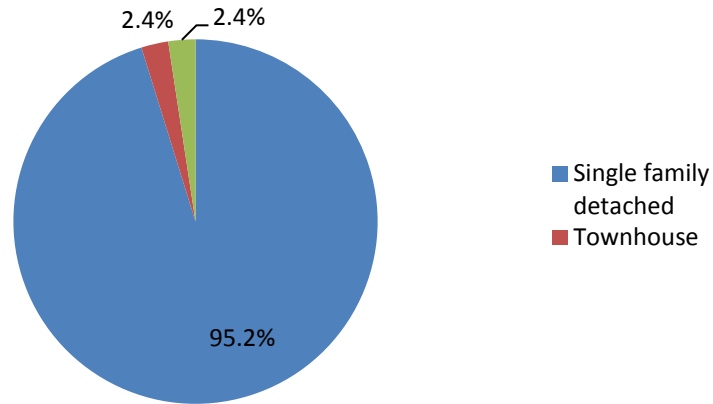


Answer Options	Response Percent	Response Count
Work from home	13.7%	7
Fairburn	25.5%	13
Union City	3.9%	2
Palmetto	0.0%	0
Airport Area	3.9%	2
Downtown/Midtown Atlanta	33.3%	17
Buckhead	3.9%	2
Douglas County	2.0%	1
Coweta County	5.9%	3
Carroll County	0.0%	0
North Metro Atlanta	7.8%	4
Other (please specify)		26
<i>answered question</i>		51

**9. How many miles is your commute one way?**

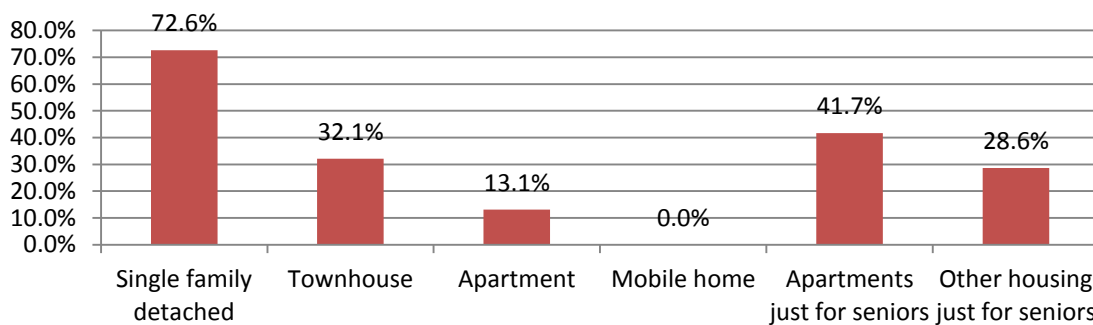
0 miles	3
1 mile	1
1 miles	2
10 miles	3
12 miles	1
13 miles	1
14 miles	1
15 miles	7
16 miles	1
19 miles	1
2 miles	1
20 miles	3
25 miles	5
28 miles	3
3 miles	2
30 miles	1
30 miles	2
40 miles	1
42 miles	1
5 miles	5
50 miles	1

## 10. What kind of home do you live in?



Answer Options	Response Percent	Response Count
Single family detached	95.2%	79
Townhouse	2.4%	2
Apartment	2.4%	2
Mobile home	0.0%	0
<i>answered question</i>		83

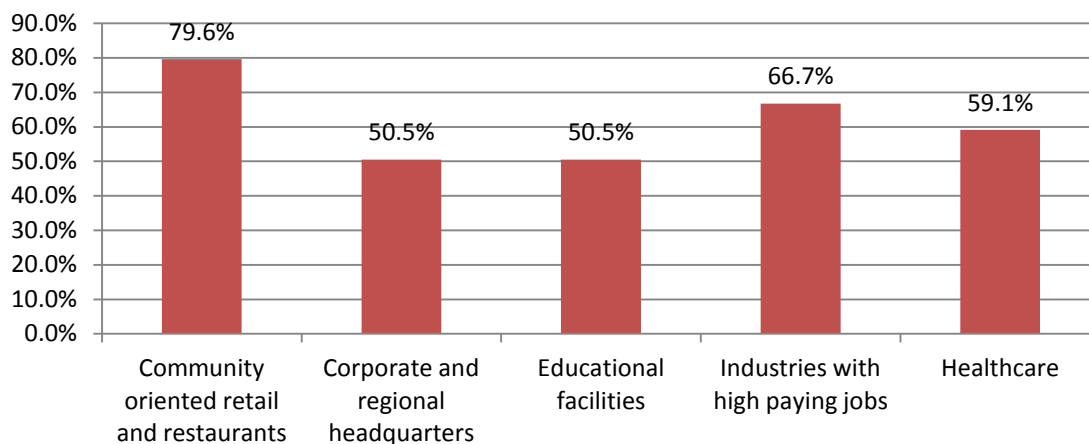
## 11. What kind of housing do you think is needed in the City of Fairburn? (Check all that apply)



Answer Options	Response Percent	Response Count
Single family detached	72.6%	61
Townhouse	32.1%	27
Apartment	13.1%	11
Mobile home	0.0%	0
Apartments just for seniors	41.7%	35
Other housing just for seniors	28.6%	24
Other (please specify)		9
<i>answered question</i>		84

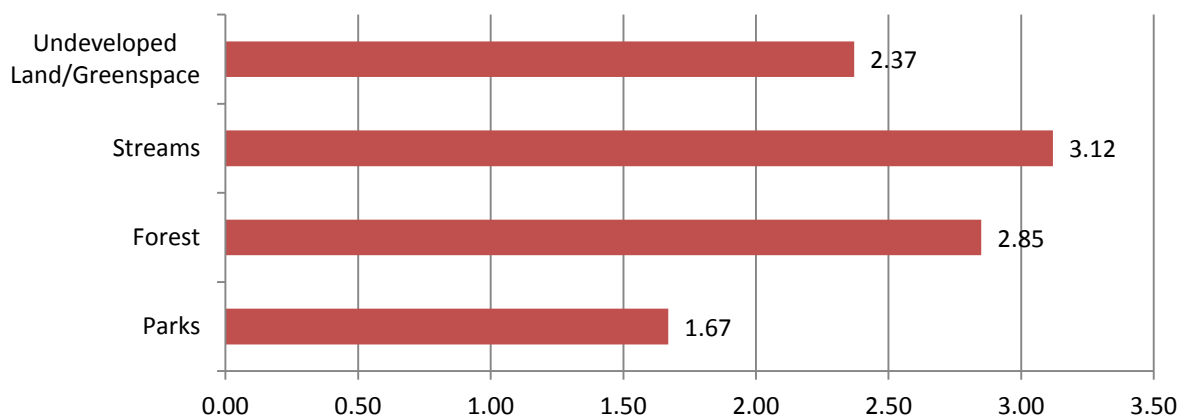


12. What kinds of businesses should the city try to grow and attract? (check all that apply)



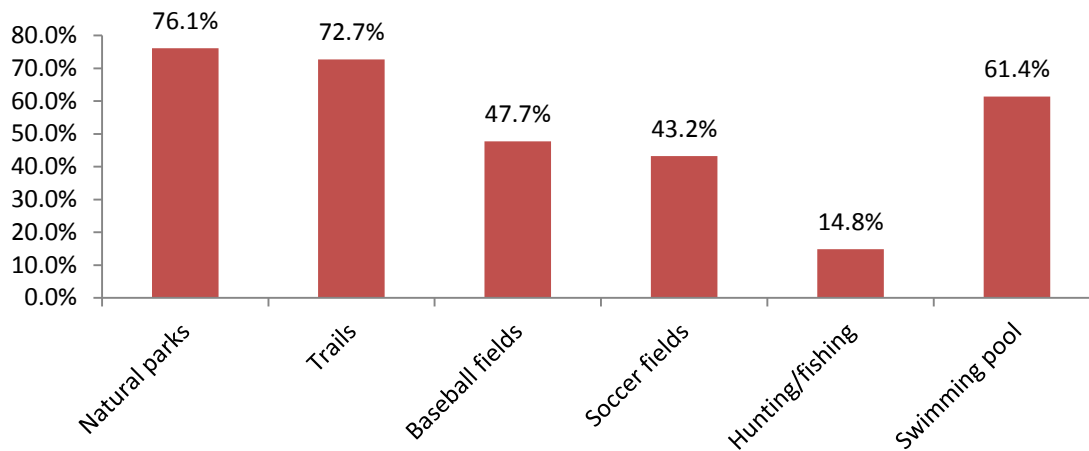
Answer Options	Response Percent	Response Count
Community oriented retail and restaurants	79.6%	74
Corporate and regional headquarters	50.5%	47
Educational facilities	50.5%	47
Industries with high paying jobs	66.7%	62
Healthcare	59.1%	55
Other (please specify)		8
<i>answered question</i>		93

13. What are our most valuable natural resources? Please rank your top two with a 1 and 2



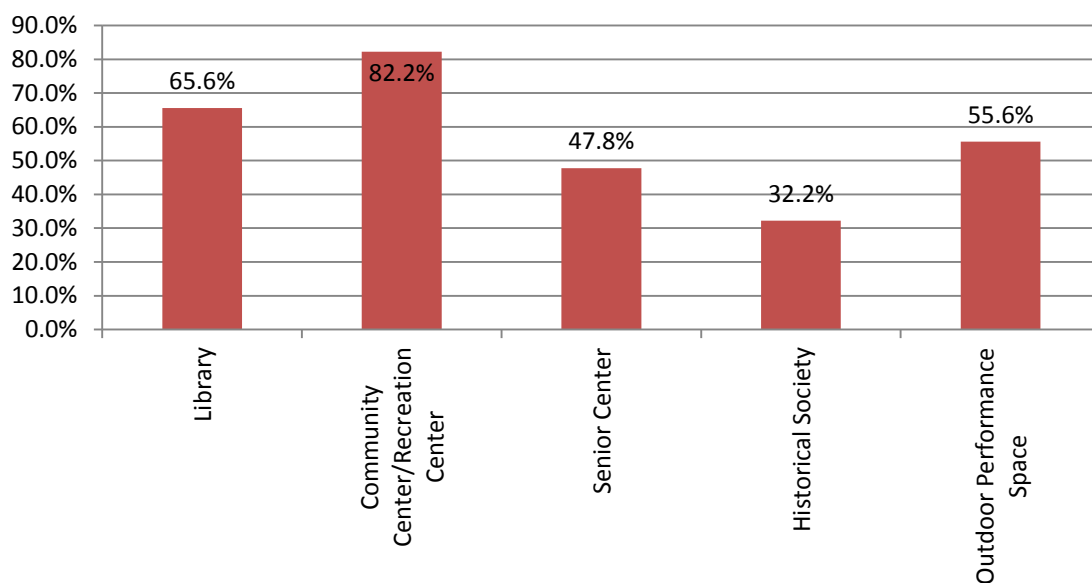
\*Please note that the lower the average the higher the natural resource ranks amongst responders

14. What types of recreational activities should the City have? (check all that apply)



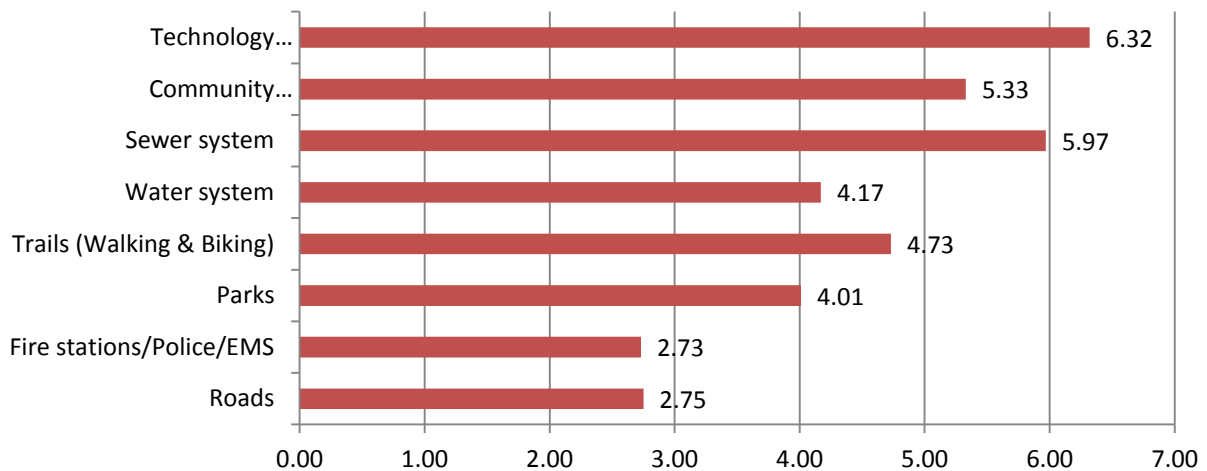
Answer Options	Response Percent	Response Count
Natural parks	76.1%	67
Trails	72.7%	64
Baseball fields	47.7%	42
Soccer fields	43.2%	38
Hunting/fishing	14.8%	13
Swimming pool	61.4%	54
Other (please specify)		27
<i>answered question</i>		88

15. What kind of cultural resources/activities should the city have?



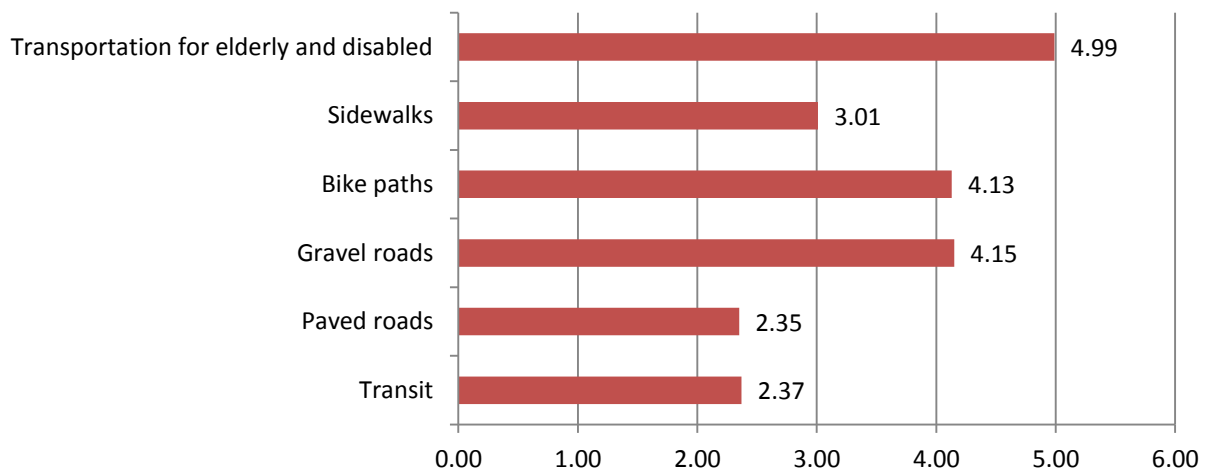
Answer Options	Response Percent	Response Count
Library	65.6%	59
Community Center/Recreation Center	82.2%	74
Senior Center	47.8%	43
Historical Society	32.2%	29
Outdoor Performance Space	55.6%	50
Other (please specify)		12
<i>answered question</i>		90

**16. What should be the City's top three infrastructure funding priorities? Please indicate with a 1, 2, and 3.**



\*Please note that the lower the average, the higher the infrastructure type ranks amongst responders

**17. Which two types of transportation projects should have top priority for funding? Please indicate with a 1 or 2**



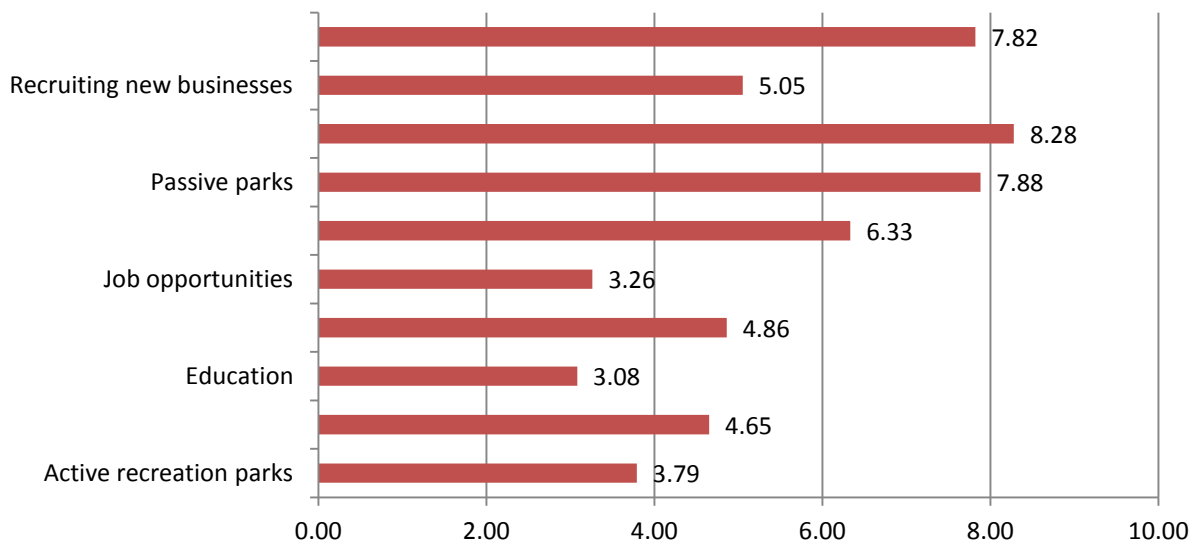
\*Please note that the lower the average, the higher the transportation project ranks amongst responders



**18. What are the highest priority locations for the responses given in question 16?**

Area	Responses
Downtown	13
Highway 92	5
Highway 74	6
Oakley Industrial Parkway	4
Highway 29	3

**19. What are your top five concerns, for future generations, about the following? Please indicate with a 1, 2, 3, 4, 5**



\*Please note that the lower the average, the higher the concern ranks amongst responders



# **APPENDIX B: VISUAL PREFERENCE SURVEY RESULTS**





# VISUAL PREFERENCE SURVEY RESULTS

## COMMERCIAL, INDUSTRIAL AND MIXED USE

### COMMERCIAL



4.23



3.17



3.61



3.39



3.65



3.06



3.81



3.53



## COMMERCIAL AND MIXED USE



4.69



4.30



4.10



3.79



3.32



3.39



3.10



3.61





4.68



2.80

## NEIGHBORHOOD COMMERCIAL



3.43



2.32



3.94



3.30

## RESTAURANT



3.97



3.30



## OFFICE



3.77



4.00



3.17



3.83



4.00



3.93

## INDUSTRIAL



2.76



4.00



## RESIDENTIAL

### SINGLE FAMILY RESIDENTIAL



4.00



3.17



3.79



3.90



3.41



4.29





3.55



4.06



3.97



3.90



4.31



4.03



1.5



2.36





2.87



3.79



3.83



3.28



4.07



3.26

## TOWNHOUSES



2.72



3.57





3.03



2.90

## APARTMENTS



3.83



3.24



2.90



3.32



3.29



3.35



## DEVELOPMENT PATTERNS



3.74



2.13



4.00



3.16

## BICYCLES, WALKING, PARKS AND RECREATION

### BIKES AND WALKING



4.63



2.23



## SIDEWALKS



4.71



3.07

## TRAILS



4.23



4.16

## PARKS AND PLAY AREAS



4.39



4.40





4.06



4.32



4.19



4.30



3.29



3.35



4.26



4.42



RECREATION



4.48



4.48



4.52



3.90



4.29



4.13



## RESULTS

### COMMERCIAL

The highest ranked commercial images were mixed use and town center styles of development.



### OFFICE AND INDUSTRIAL

The highest ranked office images were larger buildings.



### SINGLE FAMILY RESIDENTIAL

Most of the single family homes scored high regardless of lot size and house size. This indicates that a variety of lot and house sizes are appropriate for Fairburn.



## TOWNHOUSES

Townhouses did not score as high as single family (highest score 3.57)

The best liked townhouses fronted on the street, indicating that residents preferred designs that are integrated into the fabric of the community.



## APARTMENTS

The best liked apartments were part of a mixed use development.

Accessory dwelling units, like garage apartments were also well liked.

Apartment buildings did not score as high (landscaping and architecture appeared to be a factor).



## DEVELOPMENT PATTERN

There was a preference for clustered development that preserves green space.



## BIKING AND WALKING

The preference was for separating bikers and pedestrians from cars. No preference was shown on paved vs natural trails.





## PARKS

Active parks, passive parks and formal parks were all well liked.



## RECREATION

All of the activities and entertainment images scored very high.





# APPENDIX C: MEETING SUMMARIES



# MEETING SUMMARIES

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## **City of Fairburn Comprehensive Plan Community Meeting #1**

Thursday, February 27, 2014 at City of Fairburn City Hall 6:30pm

### **Meeting Attendees:**

Mayor Mario Avery

**City of Fairburn City Councilmembers:** Ron Alderman, Alex Heath, Marian Johnson

**City of Fairburn staff:** Tom Barber, Troy Besseche, Toussaint Kirk

**The Collaborative Firm staff:** Jahnee Prince, Raquel Obumba, MaLika Hakeem

### **Summary**

Before the meeting officially started, attendees were asked to indicate on a map of the City of Fairburn where they live and work using identifying stickers. Attendees were also asked to answer three questions “What is your vision for Fairburn?”, “What would you like to change about Fairburn?”, and “What do you like about Fairburn?” Participants wrote their answers to the questions on 5” by 8” post it notes and placed them on the posters, underneath the questions.

### **Poster Questions and Answers:**

What is your vision for Fairburn?

- “Great city with small town feel”
- “More small town events, festivals, concerts, etc. with small town feel”
- “(1) Points of interest signs to be placed at street corners downtown for visitors; (2) Keep the old structures and mix in with new”
- “More recreation facilities; walking trails”
- “Live, work, play”
- “Gateways, better facades, more sit-down restaurants”
- “Live, work, play with easy access to Atlanta”
- “Moderate growth”
- “More town traditions; May Day; Picnic basket charities; Founder’s Day”
- “More sit down upscale restaurants”
- “Better library; Better jobs; Better commerce base”
- “More parks”
- “Small town, but technology oriented; See Reston, VA”
- “To see it expand; Businesses, etc. like other cities like it”
- “Major location; New 85 expressway; To have major retailers, movie theatres, hotels”
- “Better connection to the local college”
- “A great place to raise a family”



- “Fair grow to be competitive with other communities such as Peachtree City”
- “A thriving diverse community where people can live, work, prosper, and play with a stable economic fabric”
- “Pedestrian friendly; Find a way to attract young adults”

What would you like to change about Fairburn?

- “Public transit needed; Get a local newspaper; Clean up and spruce up Main Street”
- “1) Small town atmosphere; 2) Bigger business section ;3) More industry and jobs”
- “Great city; Hard to do business; Need to be more friendly”
- “More clarity with postal, fire, and police; Too many 911 calls become fights/confusion over territory”
- “1) Bike racks; 2) Need to be more small business friendly”
- “Better streets in my community”
- “More parking downtown”
- “I would like to see more sit down eating places”
- “Not really changes, but upgrade to more family-oriented affairs/establishments”
- “More greenspace”
- “Improve look of Hudson Plaza; Improve look for liquor store/Stop ‘N Go/Food Depot corridor”
- “Move; Place to go”
- “More things for the children of all ages; Entertainment for adults; Movies, etc.”
- “Preservation of small town feel but stronger business community”
- “The entrance to the city”
- “Better sidewalk to Duncan Park”
- “Place a stop light on the 92 and 138; Better shopping establishments”
- “More restaurants; Sit down type”
- “Great place to live; continue to the great changes that has begun”
- “Better walking paths” – Ditto (2)
- “We need branding – more marketing of the city”
- “Nothing I love it here”
- “Law enforcement hours; Old historic Fairburn ‘Lightening’ area renovation”
- “I would like to change Hudson Plaza”

What do you like about Fairburn?

- “Small town with big city access”
- “Close to airport”
- “Small town feel; lots of green space and horses”
- “Family and business friendly”
- “Very well ran”
- “Proximity to Atlanta; Not crowded”
- “Proximity to downtown Atlanta”
- “Renn Fest”
- “Love the small town feel”

- “Small town close to Atlanta”
- “Location; Small town; Community atmosphere”
- “Small town; I like to walk to my destination; Not a lot of traffic”
- “People”
- “Great people”
- “Location for great potential growth”
- “Charming city with the feel of innocence but with the willingness of growth”
- “Love the small town environment”
- “Real hometown and rural atmosphere; A downtown that can be revived/improved and developed appropriately”
- “CSX intermodal”
- “Fairburn Ed. Campus”
- “Fairburn is a relatively quiet town without too much public transportation”
- “The small town vibe”
- “Great small town feel and great people”

Additionally, attendees were handed a clipboard with the community survey and the score sheet for the visual preference survey.

The meeting was opened with a welcome from Mayor Mario Avery. Jahnee Prince introduced The Collaborative Firm staff, City of Fairburn staff and the Comprehensive Plan Steering Committee members. Jahnee Prince began her presentation with an explanation of the night’s planned activities. First she explained that a Comprehensive Plan is a 20 year plan for the City’s growth and development and that every city in Georgia is required to have a Comprehensive Plan. She then explained the importance of having a Comprehensive Plan.

After the overview of the comprehensive plan, Ms. Prince explained to meeting attendees that they would participate in a visual preference survey, which would allow them to visualize different types of development and allow them to determine if that development is appropriate for the City of Fairburn. Ms. Price provided instructions to attendees to rate each photo on a scale of one (1) to five (5), with one (1) meaning very inappropriate and five (5) meaning very appropriate, on the visual preference survey score sheet provided to attendees when they signed in.

Attendees were then shown 44 slides of pictures, each with two photos, in the categories of commercial and mixed use, residential, and bicycles, walking, parks and recreation.

At the conclusion of the visual preference survey, attendees were thanked for participating. Ms. Prince explained that information from tonight’s meeting would be used to write the Comprehensive Plan. She informed about the next community meeting scheduled for March 20, 2014 at Open Word Christian Ministries. She then asked all attendees to please sign in, if they hadn’t already, so that they could be contacted when a draft of the Plan is ready for their review, and to answer the three questions “What is your vision for Fairburn?”, “What would you like to change about Fairburn?”, and “What do you like about Fairburn?” if they had not done so already.

## **City of Fairburn Comprehensive Plan Community Meeting #2**

Thursday, March 20, 2014 at Open Word Christian Ministries 6:30pm

### **Meeting Attendees:**

**City of Fairburn City Councilmembers:** Elizabeth Hurst, Marian Johnson, Lydia Glaize, Hattie Portis-Jones

**City of Fairburn staff:** Tom Barber, Troy Besseche, Toussaint Kirk

**The Collaborative Firm staff:** Michael Hightower, Jahnee Prince, Alex Fite-Wassilak, Raquel Obumba, Lauren Blaszyk, MaLika Hakeem

### **Summary**

Before the meeting officially started, attendees indicated on a map of the City of Fairburn where they live and work. The following questions were printed on large posters placed throughout the room. “Tell us your concerns about Land Use.” “Tell us your concerns about Housing.” “Tell us your concerns about Economic Development.” “Tell us your concerns about Transportation.” Participants wrote their answers to the questions on 5” by 8” post it notes and placed them on the posters, underneath the questions.

### Poster Questions and Answers

Tell us your concerns about Land Use:

- Inventory all vacant land
- Keeping green space
- Need more development and small businesses downtown
- Need better quality development downtown
- Need walking trails and parks
- Would like to see Aldi’s on 74
- No more landfills
- Renovate or rebuild the pool at Duncan Park
- Need more integration of business and residential uses, have them in closer proximity
- Identify passive park potential in non-buildable land
- Increase the tree density

Tell us your concerns about Housing:

- We don’t have enough senior housing
- Need rehabilitation of existing neighborhoods
- Would like to see mixed income senior housing instead of just low income senior housing



Tell us your concerns about Economic Development:

- Need more quality jobs in Fairburn
- Need more upscale sit down restaurants
- The Fairburn section of I-85 needs an identity. Other sections of I-85, like the downtown connector, spaghetti junction, and the Grady curve, are easy to identify. We need a name from just below the airport, possibly down to LaGrange.
- The City needs to promote the resources it already has
- Need specialty stores, bread bakeries, fish mongers, butcher establishment
- Need flexibility with use of buildings and property to accommodate trends or economic swings
- We need businesses that cater to people living in Fairburn so that the bucks stop in Fairburn

Tell us your concerns about Transportation:

- Roadways need to be resurfaced
- We have too many pot holes
- Consider having park and ride lots
- Downtown Fairburn needs curb appeal
- Need more bicycles, bike racks and bike trails
- Need a golf cart shuttle between school parking lot and downtown
- Need sidewalks
- Why do the sidewalks on Oakley Industrial go nowhere?

The meeting was opened with a welcome from Fairburn City Councilmember Elizabeth Hurst. Jahnee Prince introduced The Collaborative Firm staff, City of Fairburn staff and the Comprehensive Plan Steering Committee members. Jahnee Prince began her presentation with an explanation of the night's planned activities. First she explained that a Comprehensive Plan is a 20 year plan for the City's growth and development and that every city in Georgia is required to have a Comprehensive Plan. She then explained the importance of having a Comprehensive Plan.

Ms. Prince then listed all of the public outreach activities undertaken to date and gave a recap of the previous public meeting held on February 20. The February 20 meeting recap included the results of the three questions asked at the meeting which were "What do you like about Fairburn and want to preserve?" "What would you like to change about Fairburn?" and "What is your vision for Fairburn?" Ms. Prince also showed meeting attendees the results of the visual preference survey and the analysis of those results.

After the visual preference survey results and analysis were presented, Ms. Prince told meeting attendees "You've told us what you want to have in Fairburn, now we'd like you to tell us where you want it." Meeting attendees were then divided into five groups, each with a facilitator to guide the discussion. Each group was provided with a map of the city, a list of the answers to the questions from the February 20 public meeting, and the results and analysis of the visual preference survey. Each group worked for 35 minutes to create their vision of Fairburn for the next 20 years. Each group appointed a spokesperson to present their vision to all of the meeting attendees.

## Group Exercise Notes

### Group 1:

- Downtown is a critical area for expansion and growth
- Broad Street is an attractive area
- Need development around the college to capitalize on population and activity there
- On Highway 74 need the right mix of commercial, compact homes and townhouses while still meeting the highway demand for goods and services
- Use the Line Creek undeveloped land - 300 acre tract in southwest portion of city with a proposed sewer treatment plant for park land
- Main focus is downtown and the Main Street corridor, bring mixed use and vitality
- Need mixed use, housing or office on top and commercial on bottom
- Downtown should blend together housing (lofts and townhomes), commercial, and office
- New downtown development should fit in aesthetically

### Group 2:

- We need to take advantage of the colleges
- Need tech jobs, technology center
- Need a museum
- Need improved streetscapes with walking area and bike area
- Need more commercial areas and hotels
- Split traffic between 74 corridor and downtown
- Revitalization of the downtown area with attractive mixed use - residential on second floor, commercial/restaurants/cafes/coffee shops/office/art gallery on the street level. Would also like to see some of the historic homes preserved and possibly converted to office use. Also bike lanes along Main Street.
- Develop townhomes just to the east of the downtown area, near the college.
- Build attractive office parks, also near the college.
- Build nice gateway signs/entries at the four main entrances to Fairburn (indicated on the map).
- Preserve Duncan Park.
- Attract sit down restaurants and perhaps a movie theater along Highway 74 as you near the southern city limit.
- Preserve greenspace in the southern area of the city (see map for reference)
- Keep industrial development and office parks along Oakley Industrial Boulevard.
- Keep rural agricultural feel in southwest part of the City

### Group 3:

- Build more sidewalks near all schools
- Need a variety of entertainment options throughout City, particularly downtown
- Build senior housing /apts. closer to services in town and an interstate
- Homes with larger lot sizes should be built in areas outside of downtown
- Do not want apartments anywhere but downtown
- Townhomes should be located closer to downtown

- More historic style homes in the downtown area
- Want to see mixed use in town
- Felt downtown was limited in the ability to expand commercial development because of space
- Want more uniform buildings downtown
- Want more industrial office development
- Several areas were identified for bike lanes and trails (see map)
- Need more active parks around the City
- Build a City park downtown
- Need to stop economic drain to Union City
- Need a new police department building
- Need a much stronger tree ordinance like they have in Fayetteville
- Need more senior living
- Need apartments downtown
- Need more sit down restaurants

Group 4:

- Revitalize the downtown area
- Need upscale lofts
- Need to get rid of Hudson Plaza
- Need nice places to shop
- Need a community downtown market
- Need good jobs that will draw people to the community
- Need bike trails on 29 and down Rivertown Road
- Need homes in agricultural area
- Expand downtown
- Redevelop Hudson Plaza
- Need access from Virlyn B Smith to Duncan Park
- Build sidewalks/bike lanes throughout the city (marked on map)
- Downtown very important
- Promote infill Development in Lighting area – an extension of downtown
- Promote Hwy 74 development – restaurants, office space, entertainment
- Preserve green spaces

Group 5:

- Redevelop Hudson Plaza
- Redevelop downtown
- Repurpose industrial area
- Add brownstone type houses
- Add office buildings like those in Tyrone area (one story)
- Build townhouses down 138



- Need recreation for the Highway 74 side of town
- Need high end office at 74/85 interchange
- Completely build out the planned unit developments
- Inventory all the vacant land
- Find places for passive parks

When the groups finished their presentations, Ms. Prince explained that information from tonight's meeting and from the February 20 meeting would be used to write the Comprehensive Plan. She then asked all attendees to please sign in, if they hadn't already, so that they could be contacted when a draft of the Plan is ready for their review.

## **City of Fairburn Comprehensive Plan Community Meeting #3**

Thursday, September 09, 2014 at City of Fairburn City Hall 6:30pm

### **Meeting Attendees:**

**The Collaborative Firm staff:** Michael Hightower, Jahnee Prince, Lauren Blaszyk, Kathy Hood

### **Summary**

- Welcome and Introductions by Jahnee Prince (JP).
- Presentation made by JP.
- Resident, who is a transient, asked “What does the city wants to be known for?” Councilman said that a branding and marketing plan is being created.
- Resident asked what is happening with development on Hwy. 74, with land clearing. Do not want to become another Union City with lots of strip malls. Jahnee answered, mentioning trend is changing, getting away from strip malls. Barkley Russell stated strong encouragement to get types of businesses wanted.
- Resident asked what’s in place to stop tree cutting. Touissant answered that the tree ordinance is place – can move trees but must replace.
- Resident asked about plans to build a YMCA like in Newnan and Ashford Dunwoody. Councilman stated that he visited Newnan and Dunwoody establishments; Fairburn is not large a large enough county to bring a YMCA. Resident compared what Fairburn has to Welcome All Park; Councilman mentioned looking at Splash Pad for smaller kids. Resident mentioned daughter’s swimming and life guard skills received from Duncan Park; Councilman stated that Fulton County drained pool and closed park. Refurbishing park is a costly and slow process. John Culbreth advised to look into a bond referendum for other revenue to add to budget. Councilman Hurst wants to look for grants and stated city should hire grant manager and that Fairburn must be innovative.
- Residents complained about Hwy 74 traffic lights and mass traffic. If more development is brought in, how will city handle traffic? Touissant stated city is looking at traffic light situation.
- Resident asked what is going to be done to stop too many warehouses being built. (Jahnee)
- Resident stated she doesn’t want to see any adult entertainment or novelty shops come to the area.
- Resident asked about a short-term plan. (Jahnee)
- Resident asked what percentage of the 14,000 residents is telling what they want for Fairburn. (Jahnee)
- Resident asked that the studies be virtualized.

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

Thursday, January 23, 2014 at City of Fairburn City Hall 6:30pm

### **Meeting Attendees:**

#### **Steering Committee Members:**

- John Culbreth
- George Hart
- Jesse Hightower
- Derek Jones
- Donna Phipps
- Jean Barkley Russell
- Ellen Samuels
- Tony Smith
- Gary Taylor
- Rusty Todd
- Violet Todd
- Johnny Todd

**City of Fairburn staff:** Troy Besseche, Toussaint Kirk

**The Collaborative Firm staff:** Jahnee Prince, Raquel Obumba

### **Summary**

- Jahnee Prince gave a presentation on Comprehensive Planning that covered the following topics:
  - What is a Comprehensive Plan?
  - The components of a Comprehensive Plan
  - The role of the Steering Committee
  - How the public will be involved
- Steering committee members would like to see a copy of the current comprehensive plan
  - The Collaborative Firm will provide the steering committee members with a copy of the plan
- Steering committee members would like to have a digital copy of the PowerPoint slides reviewed during the meeting
  - The Collaborative Firm will provide the steering committee members with a copy of the presentation
- Within the data report a steering committee member asked to see the breakdown of the housing vacancy rate
- The members of the steering committee agreed that the 3<sup>rd</sup> Thursday of each month would be the designated day for their monthly meetings. Meetings will begin at 6:30pm.
  - If a committee member is unable to be in attendance they will be provided with the materials from the meeting and able to ask any questions or provide input via phone or email to The Collaborative Firm
  - Meeting materials will be provided to the committee members prior to the meetings for their review
- If the community meetings outgrow the City Hall chamber, Pastor Gary Taylor offered his church as an alternate location to host community meetings.



- Troy Besseche also mentioned the elementary school as an additional alternate location
- Steering committee members were asked to review the draft Fairburn Comprehensive Plan Survey, which will be sent out to residents, property owners and business owners in Fairburn to gather their feedback in case they are unable to participate in the community meetings. The committee's requested changes are as follows:
  - Question 10: Provide examples of other types of senior housing
  - Question 10: Add "Check all that apply" to provide survey responders to select multiple responses
  - Question 14: Change the word "Amphitheater" to "Outdoor Performance Space"
  - Question 14 & Question 15: Change the option "Community Center" to "Community/Recreational Center"
  - Question 15: Specify the option of "Trails" with "Walking & Biking Trails"
  - Question 16: Add an option for "Transportation for elderly and disabled"
  - Question 17: Should relate back to question 16 and provide responders to designate where they would like to see the various options located (e.g. sidewalks)
  - A question should be added to ask "What type of events residents, property owners, and business owners would like to see in Fairburn?"
- Steering committee members asked how the survey will be disseminated to residents, property owners, and business owners in Fairburn
  - Surveys will be online using Survey Monkey
  - A link to the survey will be on the City's website
  - Paper surveys will be placed at City Hall
  - Steering committee members are asked to disseminate surveys (via paper and email) to members of their neighborhoods and network.
  - A suggestion was provided to put surveys in the utility bills
- The survey will be ready by the public meeting on Thursday, January 30<sup>th</sup>
  - Any additional suggestions, comments, or concerns about the survey from the steering committee are asked to be turned into The Collaborative Firm by midnight on Tuesday, January 29<sup>th</sup>
- Steering committee members asked when the plans developed in the comprehensive plan will be implemented
  - The Community Work Plan will spell out when things will happen within the 20 year time span of the plan
- Per the suggestion of a committee member, each steering committee member should write down what they would like to see happen in Fairburn, to give each member a better understanding of each other's perspective
  - This will assist with the development of the vision statement of the comprehensive plan. The vision statement will be developed during the next steering committee meeting
- The steering committee would like for a Google group to be set up to allow a free flow of information amongst all of the members of the committee.
- Fairburn's demographic data/data report will be provided to the steering committee by the next meeting for their review.

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

Thursday, February 20, 2014 at City of Fairburn City Hall 6:30pm

### **Meeting Attendees:**

#### **Steering Committee Members:**

- John Culbreth
- George Hart
- Derek Jones
- Donna Phipps
- Jean Barkley Russell
- Ellen Samuels
- Gary Taylor

**City of Fairburn staff:** Troy Besseche, Toussaint Kirk

**The Collaborative Firm staff:** Jahnee Prince, Raquel Obumba

### **Summary**

- Jahnee Prince opened the meeting
  - Reviewed the agenda and outlined goals of the day's meeting
  - Recapped last meeting
- Went through the Visual Preference Survey
  - What you want, where you want it
  - Will be at the second meeting
- Resident asked how the slides were going to be displayed
  - Powerpoint in Council Chambers
- Questions/ comments about VPS:
  - Fairburn does a festival, tree lighting and a parade (Possibly event photos)
  - Example of neighborhood commercial nodes are needed
  - Will any indicators for EDI job creators be shown? E.g. office buildings/ industrial etc.
  - Other than parks, are there other entertainment use options (movie theaters/ arcades)
  - Pictures that integrate conforming and non-conforming uses would be good
  - Examples of repurposing of buildings would be good.
  - How do you represent agricultural areas in VPS?
- Alter zoning to allow for a convenience store in large residential communities with the right design guidelines
- Outline the process from VPS concept to altering the zoning ordinance to accommodate community desires indicated in the process.

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

Thursday, April 17, 2014 at City of Fairburn City Hall 6:30pm

### **Meeting Attendees:**

#### **Steering Committee Members:**

- Ellen Samuels
- George Hart
- Derek Jones

**City of Fairburn staff:** Toussaint Kirk

**The Collaborative Firm staff:** Jahnee Prince and Raquel Obumba

### **Summary**

Despite the low turnout of steering committee members, City staff instructed to continue with the meeting as planned.

The meeting began with an overview of the 2<sup>nd</sup> community meeting held at Open Word Christian Ministries. Jahnee Price reviewed the visual preference survey (VPS) results with steering committee members to determine if there were any surprises from the results. Each steering committee member agreed that the results from the VPS were consistent with what they thought the community desired to see in the City.

Next, Raquel Obumba walked the steering committee through the community survey results. The steering committee agreed that the results from the community survey and the VPS survey were fairly consistent with one another, although there were some conflicting results with regards to parks between the two surveys.

Then, Jahnee Prince reviewed the Needs and Opportunities document with the steering committee. Throughout the review some Needs and Opportunities were removed based on either repetitiveness or based on the steering committee agreeing that they did not meet the true desires of the citizens.

Next, the steering committee members were asked to begin to develop the vision statement for the comprehensive plan. Steering committee members were asked to come up with short statements that would shape the overall vision. The steering committee members came up with the following statements:

- The feeling of “Thank goodness, I’m home”
- Live, work, play
- Thriving downtown
- Economic growth from a diversified base
- Home for all ages



- Embracing diversity

The meeting was closed out by reviewing the next steps involved in the development of the comprehensive plan which included: fine tuning the Needs and Opportunities document, further review of the outcomes of the community meetings, and beginning to piece together the structure of the comprehensive plan.

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

Thursday, May 15, 2014 at City of Fairburn City Hall 6:30pm

### **Meeting Attendees:**

#### **Steering Committee Members:**

- Donna Phipps
- George Hart
- Jean Barkley-Russell
- Lorenzo Williams
- Violet Todd
- Rusty Todd

**City of Fairburn staff:** Toussaint Kirk

**The Collaborative Firm staff:** Jahnee Prince and Raquel Obumba

### **Summary**

The meeting began with an overview of the 3<sup>rd</sup> steering committee held on April 17, 2014.

Since the April steering committee meeting was not well attended, the steering committee members were asked to add additional statements that describe their vision for the City in an effort to incorporate more feedback into the vision statement. The following statements came out of the exercise.

- Thank goodness I am home
- Busy around the clock
- Live, work play
- Accessible throughout the region
- Thriving downtown
- Economic growth from a diversified base
- Home for all ages
- Embracing diversity
- Economically independent
- Thriving diverse residential
- Logistical hub
- Destination
- Employment center
- Land for future growth

Jahnee advised the steering committee that Raquel Obumba and her would take the statements that they came up with and begin to shape the vision statement for the plan and have it ready for them to review during the next meeting.

Next, the steering committee was asked to review the draft Future Development Map, which incorporated the feedback from the 2<sup>nd</sup> community meeting on where specific land uses should be located throughout the city. The steering committee provided feedback that they wanted to expand the downtown area and add a commercial mode in the southwestern portion of the city (Lion Creek area).

Following the review of the map, the steering committee was walked through reviewing the refined list needs and opportunities and asked to develop goals related to them. The goals developed are below:

**Need:** Increase activity downtown

**Goals:**

- More activities downtown
- More events downtown
- More people living downtown
- Streetscape improvements

**Need:** Increase use of existing parks

**Goals:**

- More activities

**Need:** Create Gateways

- Consider public art
- Involve community design

**Need:** Make City more walkable

**Goals:**

- New sidewalks
- Fix sidewalks
- Lighting
- Wayfinding system
- Safe Routes to school

**Need:** Housing for all ages/lifecycle

**Goals:**

- Recruit developers to build more senior housing
- Recruit developers to build student housing
- Recruit developers to build loft apartments

Lastly, the steering committee was informed that the next step would be to continue to fill in the outline based on their feedback and develop the draft comprehensive plan further. They then would review the updated draft for the next steering committee meeting scheduled for Thursday, June 19, 2014.



## **City of Fairburn Comprehensive Plan Steering Committee Meeting #5**

Thursday, June 19, 2014 at City of Fairburn City Hall 6:30pm

### **Meeting Attendees:**

#### **Steering Committee Members:**

- Gary Taylor
- George Hart
- Tony Smith
- Ellen Samuels
- Jean Barkley Russell

**City of Fairburn staff:** Toussaint Kirk

**The Collaborative Firm staff:** Jahnee Prince, Raquel Obumba

### **Summary**

- Jahnee Prince provided a recap of the previous Steering Committee Meeting held on Thursday, May 15, 2014.
- Steering Committee members were presented with a draft of the Comprehensive Plan that included the vision statement, which was developed based on the feedback received during the previous Steering Committee meeting. The draft also combined the Needs and Opportunities statements and incorporated goals associated with the Needs and Opportunities. Steering Committee members were asked to review each goal to determine if it accurately captured the goals of the citizens.
- The Steering Committee agreed that the Vision Statement accurately captured their vision for the City of Fairburn.
- The outcome of the review of the goals is as follows:

#### **Land Use Goals:**

- Combine the goals: Have more activities downtown and Have more events downtown
- Add "Recruit housing developers"
- Specify where lighting should be improved (Highway 29)
- Implement safe routes to school program (city wide and for any educational facility)
- Community Work Program Line Item: Participate in the Highway 74 study – Associated with the "Make Highway 74 mixed use with commercial, compact homes and townhomes while still meeting the highway demand for goods and services" goal.
- Add a goal related to developing loft apartments

#### **Parks Goals:**

- Note: Finish what has already been started versus starting something new, related to the parks within the City

- Community Work Program Line Item: The City needs to do a study to ensure there is enough of the right type of recreation based on the needs and desires of the City's residents – Associated with the "Build a City park downtown (active recreation or passive?)" goal.
- Make a list of the gateways to the City – Associated with the "Create gateways to the City" goal
- Add "Branding of the City"

#### **Housing Goals:**

- No notes or changes

#### **Transportation Goals:**

- Sidewalks: Should be located wherever the paths are worn
- Community Work Program Line Item: Create a map of walking and biking trails throughout the City – Associated with the "Add walking and biking trails throughout the City, with areas identified in the public meetings as the first priority, pursue grant funding" goal.
- Refer to the South Fulton Transportation Plan to see if there are plans to expand MARTA service to Fairburn – Associated with the "Need more and better public transit" goal.
- Add – Create City website map and instructions on how to report pot holes
- Remove the following goals: "Develop a golf cart or trolley type shuttle between school parking lot and downtown" and "Internally illuminated street name signs"
- Update "Need bike lanes on Highway 29 and down Rivertown Road" to "Need bike lanes on Highway 29 and down Rivertown Road where there is room on the street."

#### **Economic Development Goals:**

- Update goal to state "Attract young adults to Fairburn through jobs, housing and entertainment."
- Add manufacturing to the list of "good jobs" being attracted to the City.
- Community Work Program Line Item: Evaluate City policies and procedures – Associated with the "Need the City government to be more business friendly" goal
- Community Work Program Line Item: Street Sweeping – Associated with the "Clean and spruce up Main Street" goal
- The steering committee would like for the Community Work program to be realistic.
- Jahnee informed the steering committee that due to the loss of time related to the two snow storms that required the community meeting to be cancelled, the steering committee would need to meet twice in July to allow for more input from the steering committee. Steering committee members agreed to meet on Tuesday, July 8, 2014 and Thursday July 24, 2014.

## **City of Fairburn Comprehensive Plan Steering Committee Meeting #6**

Tuesday, July 8, 2014 at City of Fairburn City Hall 6:30pm

### **Meeting Attendees:**

#### **Steering Committee Members:**

- George Hart
- Jean Barkley-Russell
- Lorenzo Williams
- Derek Jones

**City of Fairburn staff:** Toussaint Kirk

**The Collaborative Firm staff:** Jahnee Prince, Lauren Blaszyk and Raquel Obumba

### **Summary**

The meeting began with an overview of the Steering Committee meeting held on June 19, 2014.

The Steering Committee was then provided with an overview of the remaining events and meetings. The next meetings are as follows:

- Steering Committee Meeting - Thursday, July 24, 2014 at 6:30pm
- Presentation to Mayor and City Council – Monday, August 11, 2014
- Submit Draft Comprehensive Plan to Planning Commission – Thursday, August 21, 2014
- Community Meeting – Thursday, August 28, 2014 at 7:00pm

The Steering Committee wanted to ensure that the turnout for the final community meeting was similar to the second community meeting. Jahnee Prince said that she would review the outreach done for the second community meeting and ensure that the same outreach takes place for the final community meeting. Steering Committee members suggested outreach should also include schools and churches.

The Steering Committee members were then asked to review the revised vision statement for the overall plan. The Steering Committee suggested that a new word for “diverse” be used in the bulleted portion of the statement.

Next, the Steering Committee was walked through the Community Goals section of the draft Comprehensive Plan. Within each element of the Plan a goal was identified, objectives associated with the goal were identified and sub-objectives were outlined (which will guide the Community Work Program).

Following the Community Goals review, the Steering Committee reviewed the updated Future Development map. One revision came out of the review and that was a commercial node in the south western portion of the city (Lion’s Creek area). Steering Committee members wanted to see the CID boundary notated on the map.



Lastly, Jahnee told the Steering Committee that they would receive a copy of the updated draft plan five (5) days before the next Steering Committee meeting scheduled for Thursday, July 24, 2014. The Steering Committee members asked for a version of the draft that included all of the edits notated and a clean copy to be able to easily identify the sections of the plan that were revised.

## **City of Fairburn Comprehensive Plan Steering Committee Meeting #7**

Thursday, July 24, 2014 at City of Fairburn City Hall 6:30pm

### **Meeting Attendees:**

#### **Steering Committee Members:**

- Violet Todd
- Ellen Samuels
- Jean Barkley-Russell

**City of Fairburn staff:** Toussaint Kirk

**The Collaborative Firm staff:** Jahnee Prince and Lauren Blaszyk

### **Summary**

Jahnee Prince provided a recap of the previous meeting and outlined the agenda.

The Steering Committee members then went through the current draft of the Comprehensive plan in detail and made the following comments:

- Land Use Needs: Check map location for 300 acre tract (Line Creek undeveloped land)
- Land Use Goals: Rewording from “Build” to “Encourage development of”
- Economic Development Goals: “Market Day” changed from “first” to “second or fourth” Saturday of the month

The following general comments were made:

- There is a need for a Parks Map and details about the parks study
- Highway 74 study: we are pro-development
- Include details about MARTA and the Fairburn festival

## **City of Fairburn Comprehensive Plan Steering Committee Meeting #8**

Thursday, August 07, 2014 at City of Fairburn City Hall 6:30pm

### **Meeting Attendees:**

#### **Steering Committee Members:**

- Violet Todd
- Jean Barkley-Russell
- Lorenzo Williams
- Derek Jones

**City of Fairburn staff:** Toussaint Kirk

**The Collaborative Firm staff:** Jahnee Prince, Lauren Blaszyk, Alex Fite-Wassilak

### **Summary**

Jahnee Prince provided a recap of the previous meeting and outlined the agenda.

The Steering Committee members then went through the current draft of the Comprehensive Plan Community Goals in detail and made the following comments:

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- Clear that not just lofts apartments over business.
- Survey of what is going on in reguion.
- Survey residents regarding downtown activities

Pg. 23

- What is the cost of maintenance of greenspaces?
- Duncan Park: is the main building open?
- What are the other activities that can take place?

Pg. 24

- Recruiting loft/ retail developers
- Look at Midtown for loft/retail
- Infill housing in downtown: refer to LCI and transportation plans
- Crosswalks addressed in LCI
  - Survey needs and develop a list
- Trails map: being worked on by Alex Fite-Wassilak
- Add accident-prone intersections
- Add sidewalks with 85 intersection
  - 14<sup>th</sup> St and 17<sup>th</sup> St are good examples
  - Survey intersections



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- Charging stations may not be ready
- Speed limit and truck path signs are hard to find

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- Add partnership/ outreach with site selectors at state level
- Who is involved with the process
- Incentives: Unique to fairburn
- Comparison to Smyrna
- Cities outside Seattle have made it easier for people to build knowledge of the process

Pg. 27

- Consider the retirees
- Make downtown more attractive for everyone
- Redevelop incentives for Short Term Work Program

MAP

- Transit supportive density
- Height restrictions 48ft
- Neighborhood commercial in LCI

Points not on plan: Re-outline downtown area and add to STWP.

The next meeting was scheduled for the 28<sup>th</sup> of August where the Steering Committee would be expected to act as facilitators.