



Acknowledgments

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Executive Summary





A Culmination of Plans

Since completing its last comprehensive plan in 2021, the City of Fairburn has embarked on a number of planning studies and initiatives as “deep dives” into various topics: downtown revitalization, parks, economic development, and housing. A concurrent strategic planning process for the City further complemented this work, creating opportunities to align broader organizational goals with community-driven priorities. Some of these initiatives were developed alongside this comprehensive plan, allowing for coordination and alignment of recommendations.

This comprehensive plan is grounded in a series of community conversations that reflect both current needs and future aspirations. It serves as Fairburn’s opportunity to bring these individual efforts together into one unified vision.



Creating a Cohesive Vision

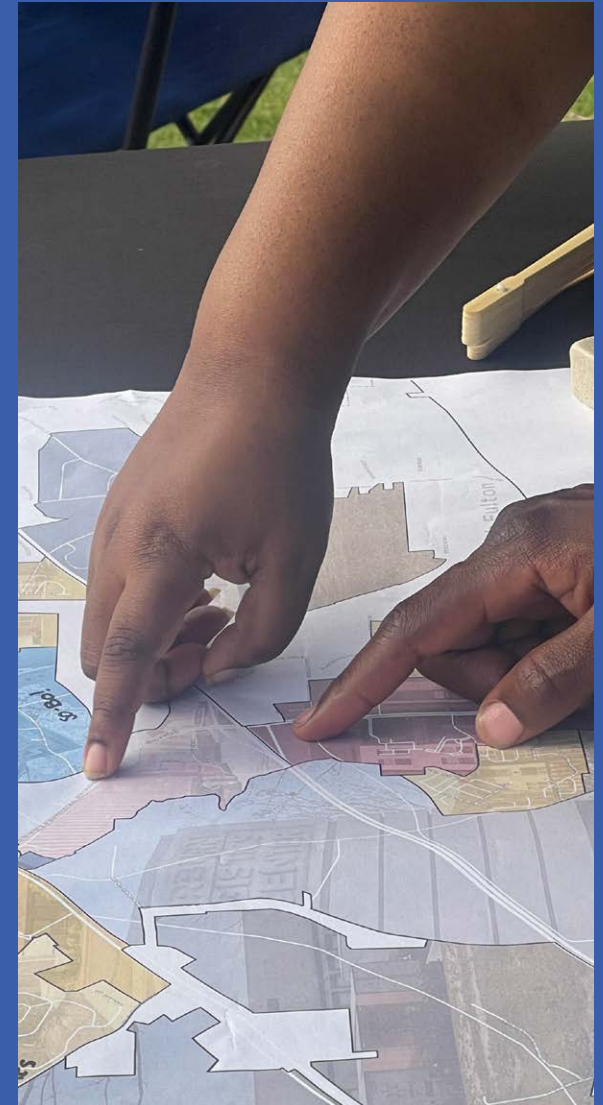
Fairburn's vision is rooted in aligning the community's aspirations with strategic, intentional planning to ensure a vibrant, livable, and sustainable future.

This comprehensive plan is **a grounded, forward-thinking roadmap** for Fairburn's continued growth, emphasizing the need to direct development in a way that builds upon the city's existing strengths while thoughtfully addressing its challenges.

At the heart of this vision is the goal of **balanced growth**, ensuring that new development occurs in areas with the infrastructure to support it and where the community sees the most benefit. This includes energizing downtown Fairburn with compatible housing and vibrant businesses, reimagining the SR 74/Senoia Road corridor as a more walkable and attractive mixed-use area, preserving the rural character of the southwestern end of the city, and managing industrial growth to minimize impacts on nearby neighborhoods.

Equally central is the theme of **connectivity and accessibility**. Fairburn aims to be a place where residents have more choices for how they get around their hometown—whether by car, bike, foot, or transit. Key strategies include filling sidewalk gaps, investing in safer and more efficient roads, minimizing the disruptive effects of truck traffic, and improving access to downtown, despite barriers like the railroad.

Fairburn is also committed to enhancing **quality of life**. This means expanding housing options for all stages of life, supporting educational opportunities, preserving the city's natural and cultural resources, and building a strong sense of community through placemaking, transparency, and inclusive public engagement. Together, these goals reflect a vision of Fairburn as a city that grows with purpose, connects with care, and invests in what makes it uniquely Fairburn.



Involving the Community

Numerous engagement methods were used to gather insights, spark ideas, and collect feedback from the community throughout the process. Public meetings, surveys, and focused discussions with the Steering Committee helped reach a wide range of participants, from lifelong residents to newcomers, and from those living in older neighborhoods to those in recently annexed areas. While the conversations often focused on specific topics, every participant brought a unique perspective on Fairburn and its future.

Community members consistently provided feedback on Fairburn's greatest needs and opportunities. These played a significant role in shaping the comprehensive plan's main goals:

- **Revitalize downtown.** Bring more housing, shops, and activities to downtown, making it a more vibrant destination.
- **Fix transportation issues.** Address traffic, improve road conditions, and add sidewalks and bike lanes.
- **Manage growth wisely.** Focus development where infrastructure exists and limit sprawl into rural areas.
- **Balance economic development.** Attract more retail and grocery stores while slowing industrial growth.
- **Upgrade infrastructure.** Invest in water, sewer, and other systems to support future growth.
- **Expand housing options.** Offer a wider mix of housing types and price points.
- **Improve quality of life.** Enhance parks, trails, green spaces, and support schools and public services.
- **Keep the community involved and informed.** Maintain transparency and provide opportunities for ongoing input.

“ Fairburn stakeholders say...

The greatest strength that should be protected is the rural feel. Many residents moved to this area for this reason.

We need to attract more small businesses.

Too many trucks and warehouses.

Please protect the small town feel. We are overcrowding the city with traffic and warehouses.

We need more family-friendly restaurants and activities.

I think Fairburn is a great city.

The city's strengths include its growing population, number of businesses, and the connection with its people and keeping people in the know and involved.

Too many apartments being built.

Would be nice to see some high end shopping areas.

One of the biggest weaknesses is the traffic, especially truck traffic. There's a lot of development and growth.

I hope we can bring in more small businesses and build the tax base with community instead of becoming industrial.

Our utilities need to be protected from data centers and industrial complexes driving them up!

I really appreciate the opportunity for feedback! I believe in Fairburn's future and am thankful for leadership that considers my perspective.

The city is growing. I want to make sure that we have smart development and growth, that is well thought out and planned.

All the development on SR 74 is fine. We need more of a focus on downtown, though.

More parks and areas of recreation for our communities.

Fairburn has been developing a lot of fast food restaurants and more apartments.

Please save the old courthouse!

We would like to see more to enjoy living in Fairburn and not to have to drive to neighboring areas to shop, dine, and enjoy city events.

There was so much growth in the SR 74 and I-85 area, but the traffic was clearly not thought through in advance.

With the increase in housing, it increases traffic.

More sit-down restaurants, please.

Potholes should be handled more quickly.

We need to move forward with a development plan for the downtown.

Fairburn has so much potential!

The citizens of Fairburn might not all be millionaires, but there is a strong work ethic and sense of pride that everyone takes in keeping Fairburn beautiful.

We need the trees and plants to clean the air.

I love to run or walk in town, but some places aren't connected, or they just don't feel safe with all the car and truck traffic.

Fairburn has to protect its reputation as being one of the safest cities in all of Georgia.

The infrastructure isn't able to handle an influx in people.

Too many reckless drivers on these streets.

We need dine-in restaurants, shops, and viable grocery shopping to improve life here and increase the tax base. We are too industrial and offer nothing for family and teens.

The traffic is outrageous.

Water is an issue and seems there's really no plan in place.

We have to capitalize on location.

Our city is being overrun by warehouses and data centers.

Infrastructure is a challenge.

The city welcomes all sorts of businesses and housing development without consideration for traffic.

I think the new interstate ramps will make a huge difference but will be a major headache until completed.

Grow a more vibrant downtown.

We need smaller, local businesses rather than more large businesses.

Need more parking options for downtown Fairburn.

Make the city walkable!

We need quality grocery stores.

I wish there were ways to get more cars to flow around downtown rather than through.

I have lived here over 40 years and I would not want to raise my family here now.

We need faster internet service.

Preserve downtown's historic character.

I'm grateful for our police department.

Love the community events.

I'm proud to be a Fairburn community member.

This is a great place to live, let's keep it that way!

”



Planning Context

In this chapter:

Introduction

About the Plan

The Planning Process

Plan Purpose

Welcome
City of Fairburn
Situating to S



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Fairburn

ucceed

Introduction

Fairburn's comprehensive plan is the City's blueprint for the future. It sets the tone for growth and development over the next 20 years by understanding the current needs and opportunities in the city while anticipating new ones. Most importantly, it is a tool that provides guidance to City staff, elected and appointed officials, and other leaders as they work to make Fairburn a city "situated to succeed."

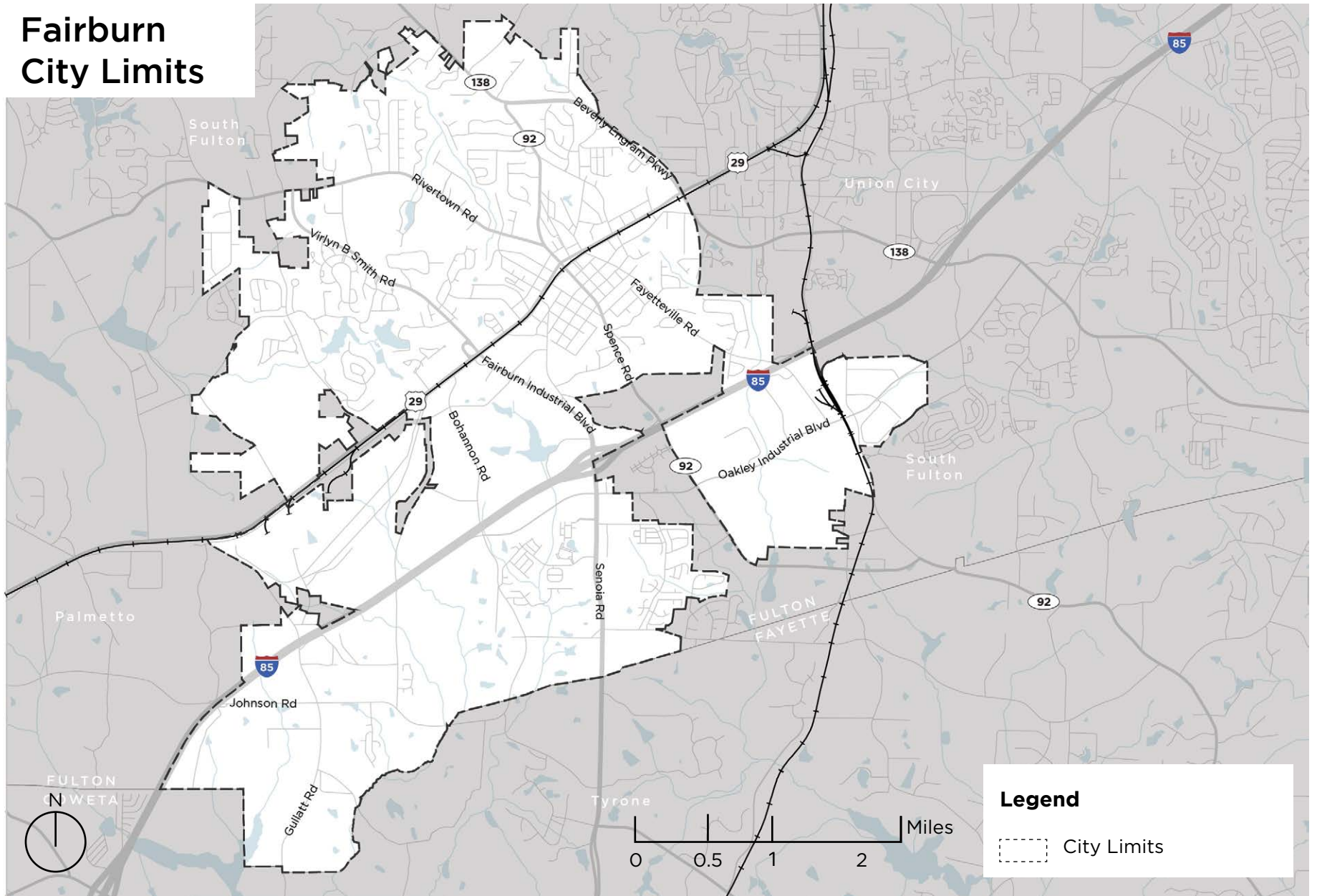
Fairburn has grown quickly over the last decade, outpacing the growth of its neighbors in the southern end of Fulton County. Its location off of I-85 and proximity to major employment centers makes it an attractive location for new residents and businesses. Alongside this growth, the city now has the opportunity to address common challenges seen in fast-growing communities: aligning infrastructure with new development, elevating the quality of what's built, and promoting more equitable investment across all areas of the city.

These themes consistently emerged throughout the planning process, highlighting the following key needs and opportunities:

- Downtown Fairburn, and the areas around it, are the best locations for directing residential growth.
- The SR 74/Senoia Road corridor needs a redirect—a clearer vision is needed to better leverage development interest to transform it into a more attractive, livable community.
- Industrial uses, while sometimes problematic in their impacts, are here to stay and are important to the economy.
- There is a keen desire to protect remaining rural/agricultural character, particularly in the southwest.
- Roadway congestion is a challenge, with limited alternatives to driving and growing concerns about safety for all users.
- There needs to be a clear commitment to transparent communications and dialogue as the city moves forward.

This comprehensive plan provides a clear framework for guiding Fairburn's growth in a way that responds to both current conditions and future needs. It represents a chance to balance growth, protect what makes the city unique, and invest in a future that serves all residents. As the city continues to grow, this plan will serve as a tool to help leaders make informed, forward-thinking decisions.

Fairburn City Limits



About the Plan

Plan Elements

The *Fairburn Comprehensive Plan* makes recommendations on seven elements: land use, transportation, housing, economic development, broadband, natural and cultural resources, and public relations and communications. While these elements are considered separately in this plan, it's important to remember they are interconnected. To envision where the City of Fairburn is headed, it is crucial to understand where the city is now regarding each of these elements.



Land Use

Fairburn's steady growth has been channeled to places where it could easily be accommodated: along major corridors like SR 74/Senoia Road. Meanwhile, downtown has not seen the investment residents want. This uneven growth has implications for infrastructure, service delivery, and long-term economic development. Land use decisions must also account for the limited availability of easily developable land, which makes redevelopment and infill increasingly important. Balancing residential, commercial, and industrial uses is a key factor in maintaining a healthy tax base and supporting the city's overall functionality.



Transportation

As Fairburn has grown in population, it has also become more congested—especially with truck traffic. Rapid growth has intensified this congestion, especially at key intersections like I-85 and SR 74/Senoia Road, and has strained capacity along some roads, especially during peak hours. Industrial expansion has increased truck traffic, placing stress on local roads and highlighting the need for effective freight movement. At the same time, gaps in sidewalk and bicycle infrastructure make walking and biking less accessible as a means for movement or recreation. Coordinated infrastructure investments play a role in supporting mobility, safety, and economic activity.



Housing

Although Fairburn has added new housing stock in recent years, it is already almost completely full and has not expanded housing options. There are limited options for households looking to transition out of rental housing, and housing tailored to older adults is also limited. Understanding the mix of housing types, locations, and access to services is critical to supporting all of Fairburn's residents.



Economic Development

Fairburn is well-positioned to be economically competitive, but must take advantage of its location by investing in making downtown strong. The city's industrial base is well established, but there is increasing interest in diversifying into higher-value sectors such as advanced manufacturing and technology. More importantly, downtown has not yet seen the same level of investment and continues to lack retail, dining, and entertainment options.



Broadband

While nearly all of Fairburn is served by broadband, small gaps remain, particularly in southern and industrial areas. Access to broadband is essential for economic competitiveness, education, and quality of life. Understanding where service gaps exist helps guide infrastructure planning and economic development efforts.



Natural & Cultural Resources

Fairburn's wetlands, sensitive watersheds, and tree canopy are critical environmental resources that should be protected and have a broader reach across the entire city. This reinforces the need for redevelopment and infill within areas of the city that are already built. The City has a limited portfolio of parks, recreation, and greenspace. Some areas are not well-served by these resources, affecting quality of life. The core challenge Fairburn will continue to face is how to provide more of these resources at scale with its growth.

Fairburn is rich with cultural assets, like the old Campbell County Courthouse, and downtown events contribute to Fairburn's sense of place and identity. Placemaking initiatives such as public art and community events have begun to establish downtown as a vibrant destination. Intentional planning that preserves and enhances these resources supports both livability and long-term sustainability.

Public Relations & Communications



Reaching all segments of Fairburn's population remains a challenge, particularly the city's growing Hispanic/Latino community.

Effective communication shapes public understanding of city planning efforts. This element promotes clear, timely, and inclusive communication, which is essential for building trust and ensuring residents are informed about how decisions are made. Past initiatives have sometimes lacked visibility or clarity, contributing to uncertainty about their outcomes. Information often reaches residents late in the process, especially around land use decisions and rezonings.



About the Plan

The Plan Document

The *Fairburn Comprehensive Plan* is organized into 12 chapters:

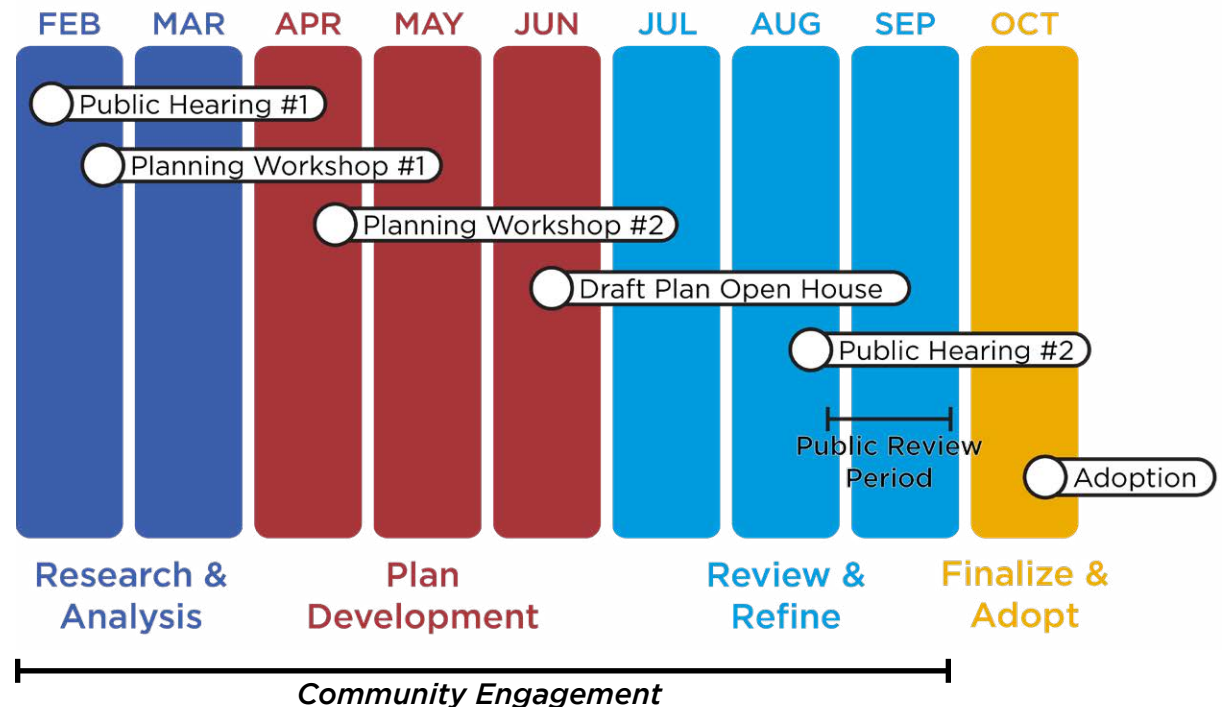
- Chapters 1 and 2 introduce the comprehensive plan and provide a snapshot of existing conditions.
- Chapter 3, “Community Engagement,” provides an inside look at how City staff, stakeholders, and consultants worked with the community to determine the vision and priorities. This chapter also summarizes the key takeaways from the input gathered.
- Chapter 4, “Plan Foundations,” establishes the topics most important to Fairburn residents and stakeholders and the three overarching goals of the plan.
- Chapters 5 through 11 are separated out by plan element. Each section provides the strategies and key recommendations that need to be implemented to satisfy the community’s vision and goals.
- The final chapter, “Implementation,” outlines the City’s plan of action when it comes to implementing this comprehensive plan through a Community Work Program (CWP). The CWP outlines the tasks at hand, who is responsible for ensuring their success, each task’s proposed timeline, and the estimated cost or resources needed to accomplish it. This section also provides a list of long-term actions that should be considered beyond the five-year horizon of this plan.
- The Appendix includes the Capital Improvement Element, a Report of Accomplishments from the previous comprehensive plan, and additional materials for reference.



The Planning Process

Developing the comprehensive plan occurred in four phases: Research and Analysis, Plan Development, Review and Refine, and Finalize and Adopt.

- **Research and Analysis.** This phase consisted of a review of the existing conditions in the city, focusing on demographics, land use, transportation, infrastructure, housing, employment, real estate, natural resources, amongst other topics.
- **Plan Development.** The feedback and ideas collected from the community, along with the findings from the Research and Analysis phase, were incorporated into the draft plan.
- **Review and Refine.** The draft comprehensive plan was made available for the public to review and provide input to refine the vision and recommendations.
- **Finalize and Adopt.** The plan went through one more round of final review and was adopted by City Council in October 2025.



Plan Purpose

What Is a Comprehensive Plan?

A comprehensive plan is a guide that establishes a place's long-term vision for land development and how it will be implemented over time. It answers three major questions: Where are we now? Where do we want to go? How do we get there?

Updating its comprehensive plan will bring many benefits to the City of Fairburn, including:

- Managing and directing future development
- Providing an opportunity for the community's voices to be heard
- Creating realistic goals and expectations
- Establishing a guide for decision making



Why Plan?

The comprehensive plan not only helps the City of Fairburn prioritize and strategize for the future, it also satisfies the Georgia Department of Community Affairs (DCA) requirement for Qualified Local Government (QLG) status, making the City eligible for state financial resources. Although the State requires the plan to be updated every five years, it should be revisited on a frequent basis to ensure it aligns with the community's current realities and goals.

Beyond its use as a guiding policy document for land development, a comprehensive plan addresses issues related to development and makes recommendations for how to overcome challenges, taking advantage of the city's assets and building upon them to grow sustainably.

This comprehensive plan for the City of Fairburn is also important for the following reasons:

- **More growth is anticipated in Fairburn.** Having the right land use and growth policies in place will help maintain growth in a way that is realistic and fulfills the goals of the community.
- **A city will not know where it is headed if it does not have a plan.** A lack of planning can result in unchecked growth and land development, which can compromise the infrastructure network and impact the level of service the City of Fairburn can provide its residents and employers.
- **Change is inevitable.** Local and regional population, employment, and market changes will impact needs and opportunities for development.
- **A plan records the community's vision.** When the community can see their goals both recorded and executed, they will be more likely to support new development and redevelopment, as well as any projects that would support the city's vision.

Plan Purpose

What Has Fairburn Accomplished?

Since its last plan was completed in 2021, the City of Fairburn has been working to achieve progress towards its goals. The list at right shows the tasks that the City has either completed or are currently underway.

Since 2021, Fairburn Has...

- ✓ Expanded State Route (SR) 74/Senoia Road
- ✓ Completed their *Parks & Recreation Master Plan*
- ✓ Established a local business association
- ✓ Updated its *Economic Development Strategic Plan*
- ✓ Become a “Georgia Film Ready” city
- ✓ Pursued funding for new pedestrian connections between the northern and southern halves of the city
- ✓ Conducted two planning efforts for its downtown
- ✓ Renewed its Transportation Special Local Option Sales Tax (TSPLOST)
- ✓ Improved its pedestrian infrastructure along McLarin Road and Rivertown Road
- ✓ Constructed a new fire station, with another one underway
- ✓ Added new public art around the city





About Fairburn

In this chapter:

History

City Snapshot

Land Use & Development

Transportation

Housing

Economic Development

Broadband

Natural & Cultural Resources



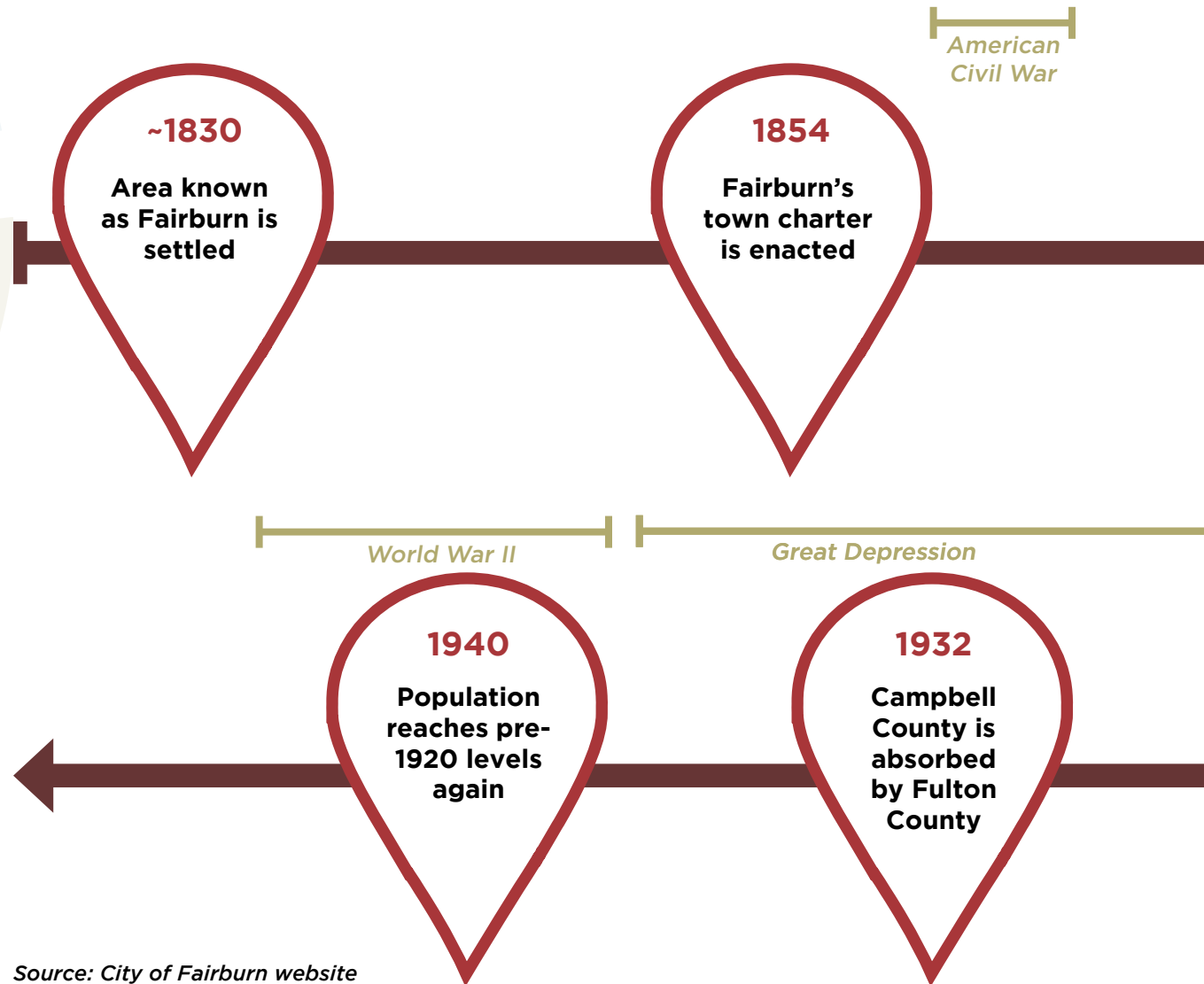
History

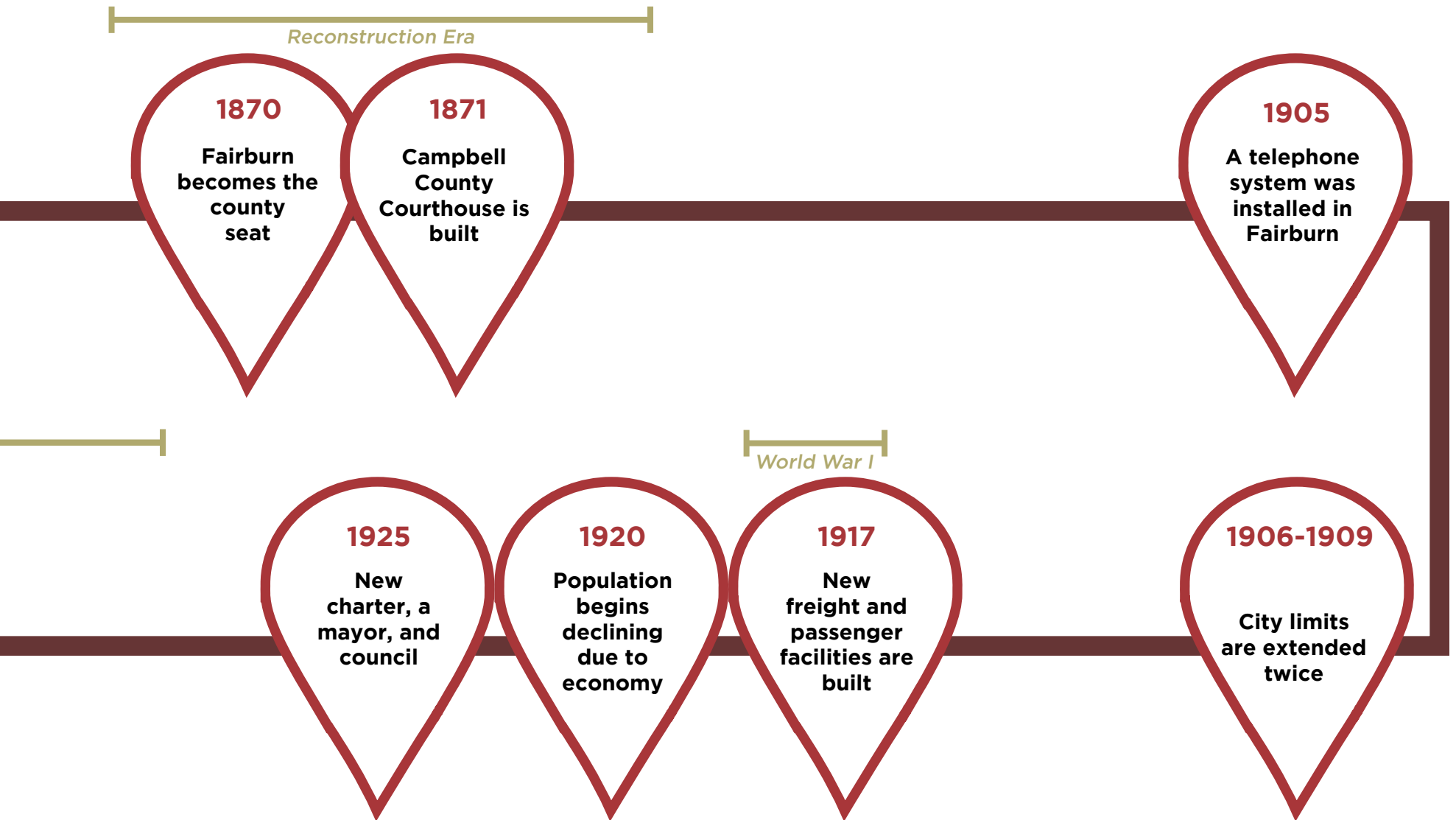
The area now known as Fairburn was settled as early as 1830. Initially founded as Cartersville in 1833, the town changed its name just a year later to Berryville. According to historian Lucian Lamar Knight, the name “Fairburn” was likely inspired by a township in Yorkshire, England.

Fairburn was officially established in 1854 within what was then Campbell County. Like many Georgia communities, its early growth was closely tied to the railroad. The promise of rail access drew merchants, business owners, and farmers to the area. In a pivotal moment, Fairburn became the county seat after Campbellton’s decision to not accommodate the railroad accelerated its decline, an opportunity Fairburn readily embraced.

Following the Civil War, Fairburn steadily expanded, with its population growing from 305 in 1870 to 700 by 1884, and reaching 1,600 by 1920. Over the 20th century, the city continued to attract new residents, businesses, and industry.

Today, Fairburn is a city that honors its rich past while moving boldly into the future. As part of an award-winning downtown revitalization effort, Fairburn has preserved its two historic train depots, which have since been adapted to host downtown businesses.





City Snapshot

Fairburn At a Glance

Population (2025): 17,897

Households (2025): 6,631

Average Household Size: 2.7 people

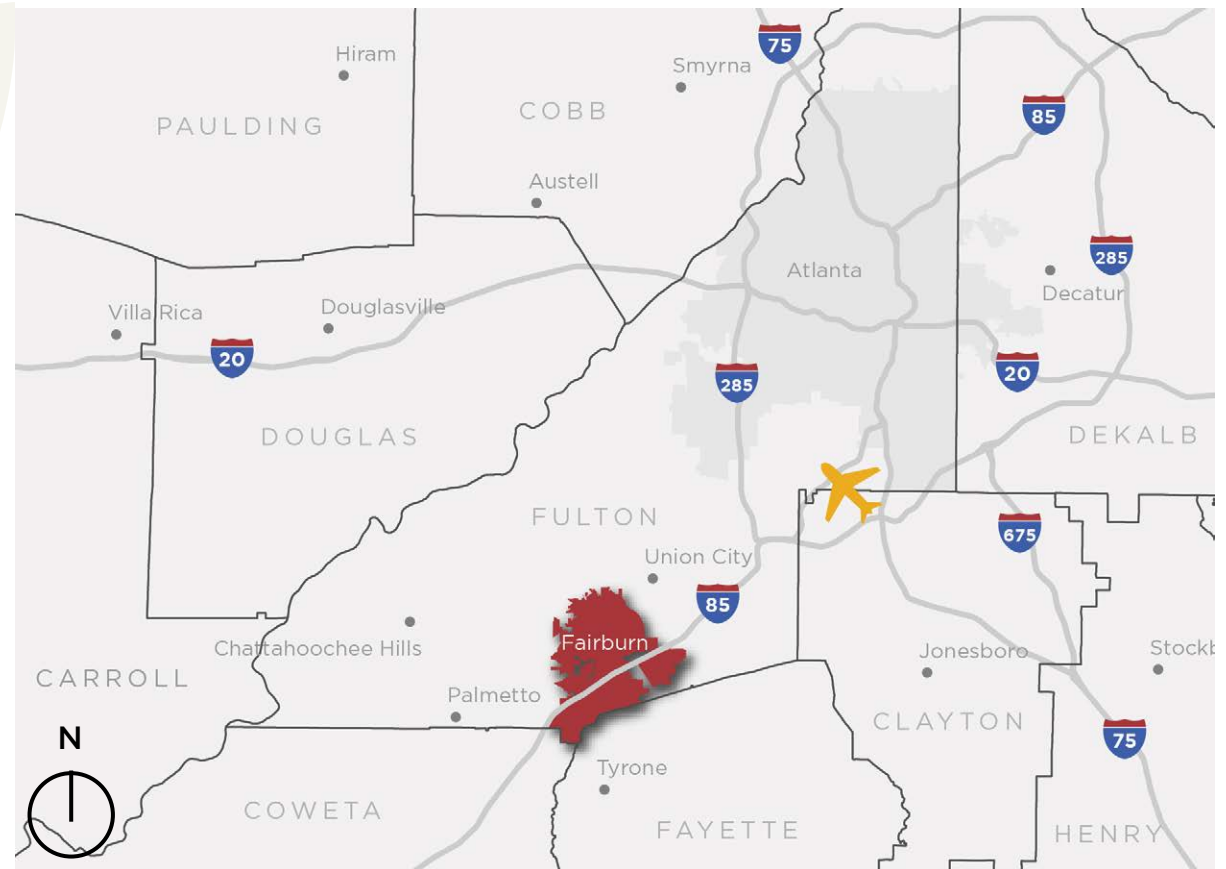
Median Household Income: \$68,820

Average Age of Residents: 32 years old

Percent with Post-Secondary Education: 48%



The City of Fairburn is a closely linked suburb of Atlanta, located just 20 miles south of Atlanta and 15 miles from Hartsfield-Jackson Atlanta International Airport in the southern half of Fulton County. Adjacent to I-85 and appropriately 16 miles from access to I-75 and 18 miles from I-20, Fairburn is ideally located and provides incomparable access to the interstate system that serves the southeastern United States.



Population & Households

Fairburn's population has grown significantly in recent years. Since 2010, the city's total population and number of households have each grown by nearly 60%, a rate that far exceeds southern Fulton County's 25% and the Atlanta MSA's 20%. As of 2025, the city is home to an estimated 17,897 residents across 6,631 households, reflecting a period of rapid expansion. Between 2010 and 2020, Fairburn's population surged by 46%, a growth rate that has outpaced both southern Fulton County and the Atlanta Metropolitan Statistical Area (MSA).

During the same timeframe, the city's household growth rate was more than double that of southern Fulton County and over three times higher than the regional average. This has been the result of both new development within the city and annexations. Unlike some communities where household formation outstrips population growth, **Fairburn has seen these trends progress in parallel, reinforcing its role as a thriving residential hub.**

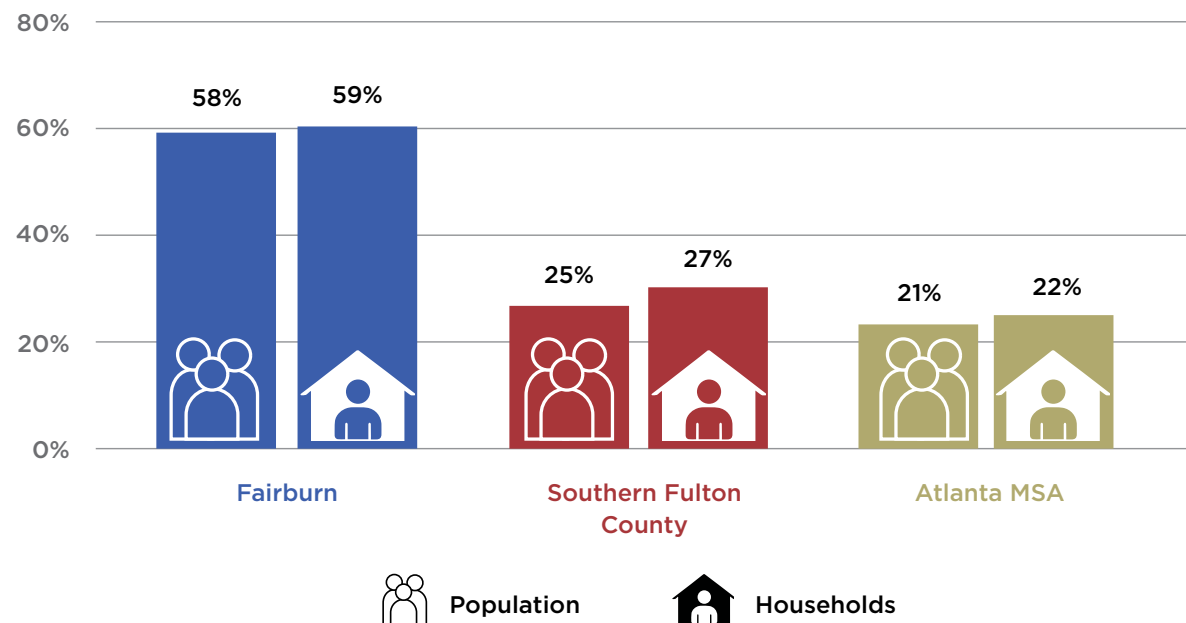
Although the pace of growth has slowed in recent years, Fairburn continues to expand at a faster rate than its surrounding areas.

Household Size

Household size in Fairburn mirrors broader trends across the region.

Approximately 46% of the city's households consist of three or more people, slightly exceeding the 43% seen in southern Fulton County and the 44% reported across the Atlanta MSA. However, smaller households (those with one or two residents) remain the most common household size in Fairburn at 54%, as is the case across the metro area.

Comparison of Population & Household Growth, 2010-2025



Source: Claritas

City Snapshot

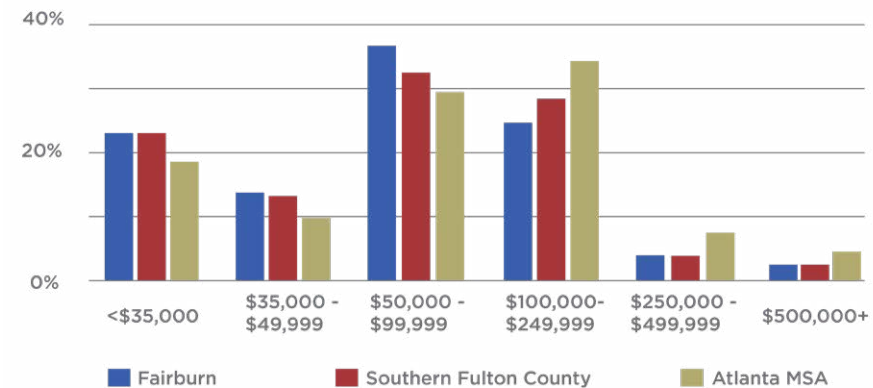
Household Income

Fairburn's median household income exceeds \$68,000, which is lower than the regional median income of \$87,352, but closely aligned with income levels in southern Fulton County. The difference between Fairburn and the broader metro area is largely driven by the income distribution among households. The largest share of Fairburn's households earns between \$50,000 and \$99,000 annually, whereas a significant portion of households in the wider region fall within the \$100,000-\$250,000 income bracket. This indicates that **Fairburn has a solid middle-income base**, but fewer high-earning households compared to the larger region, which accounts for the slight income gap.

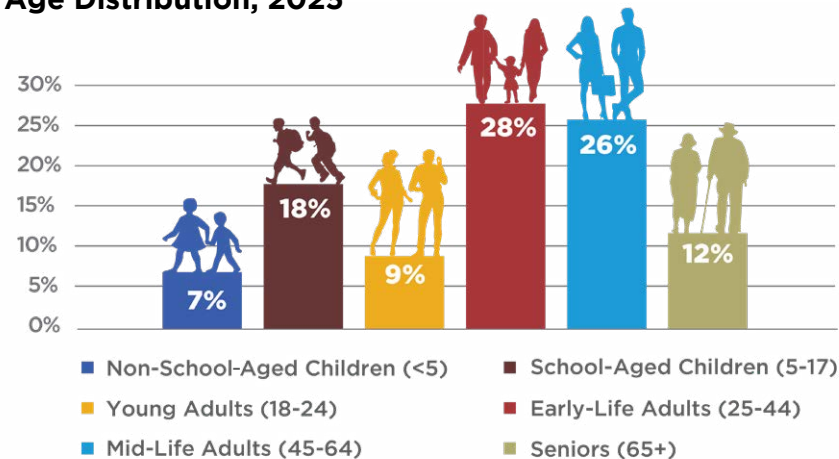
Age Distribution

Age distribution in Fairburn closely reflects regional trends. 62% of Fairburn's residents are under the age of 45, a figure that nearly matches the 60% share seen in southern Fulton County. Older adults make up a smaller portion of the population; individuals aged 65 and older comprise 12% of Fairburn's residents, slightly lower than the 14% in southern Fulton County and 15% across the Atlanta MSA. **Fairburn has a relatively young population, which suggests that the city is particularly attractive to younger individuals and families.** This could have an influence on the types of housing and services the area will need to provide in the coming years.

Comparison of Household Income Distribution, 2025



Age Distribution, 2025



Source: Claritas

Educational Attainment

Fairburn has a diversity of educational attainment. The share of residents with a high school diploma is nearly equal to those holding a bachelor’s degree, indicating a diverse talent pool. One notable distinction is that 14% of Fairburn residents have an Associate’s degree, which surpasses southern Fulton County’s 10% and the Atlanta MSA’s 8%. However, Fairburn has fewer residents with advanced degrees compared to its neighboring areas, where 15% of southern Fulton County’s population and 16% of the Atlanta MSA’s population hold graduate or professional degrees. While Fairburn has solid educational attainment, particularly at the two-year college level, **there may be opportunities to expand job access to or attract residents with graduate or professional education.**

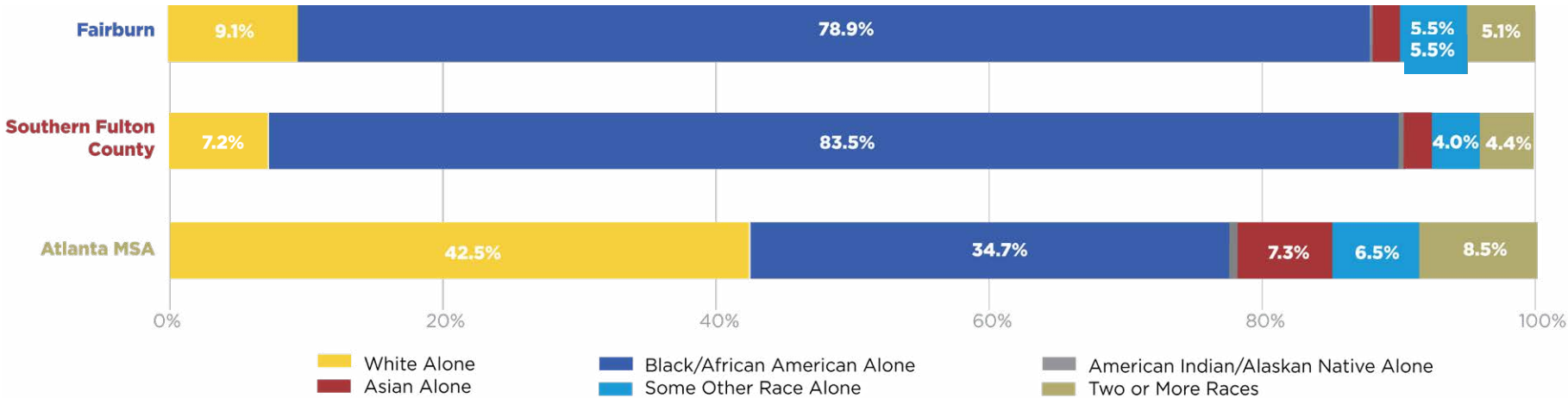


Racial Composition

Fairburn’s population is predominantly Black or African American, accounting for 78.9% of residents. The city’s racial composition is very similar to the rest of the southern part of the county, but drastically different from the rest of the region. The city also has a growing Hispanic/Latino community, which makes up 10% of the population—a higher share than in southern Fulton County (6.9%) but slightly lower than the Atlanta MSA (13.1%).

48% of Fairburn residents have education beyond high school

Comparison of Racial Composition



Source: Claritas

Land Use & Development

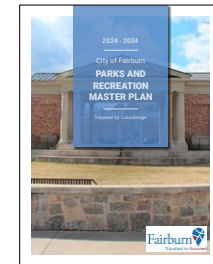
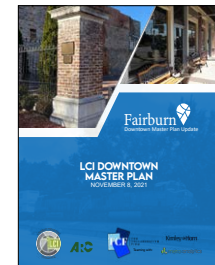
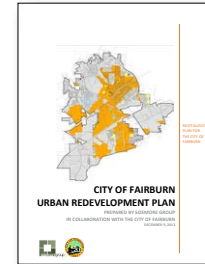
Overview

Land use policies, such as the Future Land Use map, impact all other elements by identifying what can be developed, how it can be used, and where it can go. Fairburn's future land use strategy will be shaped largely by what is already on the ground, what has been proposed by previous planning efforts, and what the community desires.

Previous Plans & Efforts

The City has completed or partnered in several planning efforts that serve as a foundation to this plan. Each of these plans identified needs and opportunities that were reviewed with the Steering Committee and broader community to ensure their relevancy. Some common themes identified include a need for revitalizing downtown Fairburn, coordinating policies and projects on both a local and regional level, more housing variety to accommodate shifting demographics, more parks and recreational areas, and taking advantage of opportunities to expand economic development.

Recommended projects from these plans that are not yet completed but necessary for meeting the remaining needs and opportunities are included in the Community Work Program in Chapter 12.



Previous Plans & Initiatives

Plan	Needs & Issues	Opportunities	Recommendations & Projects
2014 Urban Redevelopment Plan. Covers downtown, US-29/ Roosevelt Highway/ Broad Street, I-85, SR 74/Senoia Road.	<ul style="list-style-type: none"> Declining property values and stagnant growth, aging infrastructure, inefficient street layouts, and vacant and underutilized parcels were identified as the top issues. Fragmented subdivision layouts and poor corridor planning have had a negative effect on the city's urban form. There are a lot of underutilized properties along major corridors. There is a need for public-private partnerships to implement the City's goals. 	<ul style="list-style-type: none"> There are a lot of areas that are prime for redevelopment. Streetscape improvements would offer better connectivity. Investments in parks would enhance the city's available amenities. There are opportunities to add senior housing, workforce housing, and multifamily developments into the city's housing stock to improve housing choice. 	<ul style="list-style-type: none"> Over the long term, the plan recommends fully implementing corridor redevelopment, creating a vibrant town center, and attracting large-scale investments.
2020 Fairburn Comprehensive Plan. Covers the whole city limits.	<ul style="list-style-type: none"> Some issues identified included more parks, downtown development, improved pedestrian safety, and business-residential integration. There is a need to rehabilitate older areas. 	<ul style="list-style-type: none"> There's potential to expand downtown Fairburn. The City has a strong industrial base. The colleges downtown and the Renaissance Festival present opportunities for expanding economic development in Fairburn. There is growing demand for senior housing. 	<ul style="list-style-type: none"> The plan recommended a number of additional studies and included transportation recommendations from previous planning efforts.

Land Use & Development

Previous Plans & Initiatives (continued)

Plan	Needs & Issues	Opportunities	Recommendations & Projects
2020 AeroATL Regional Land Use Analysis. AeroATL Community Improvement District (CID): 2 counties and 13 cities near Atlanta.	<ul style="list-style-type: none"> The Federal Aviation Administration (FAA) has restrictions on redevelopment. Industrial and logistics land uses are causing traffic and environmental concerns. There is a lack of coordinated land use and zoning policies. 	<ul style="list-style-type: none"> There is potential to coordinate regional land use policies. The Georgia Renaissance Festival draws tourism to the city. 	<ul style="list-style-type: none"> The plan recommends regional land use coordination and aligning zoning and the comprehensive plan with the <i>Aerotropolis Blueprint 2.0</i>.
2021 Downtown Master Plan LCI Study. Covers downtown Fairburn.	<ul style="list-style-type: none"> There is a need for multifamily, senior, and missing middle housing. Gathering spaces, wayfinding, and creative placemaking would be welcomed. Outdated zoning regulations limit mixed-use development. 	<ul style="list-style-type: none"> There are catalyst sites for development. Creative placemaking and public art projects would establish a sense of place. Expanding the Fairburn Education Campus would bring more daytime visitors. Diverting freight traffic off of neighborhood roads will alleviate concerns from residents. 	<ul style="list-style-type: none"> The plan recommends revising zoning regulations to support downtown redevelopment. Restrictive overlay zoning classifications should be removed to promote flexibility. Design guidelines should be established to maintain the historic character of downtown.

Previous Plans & Initiatives (continued)

Plan	Needs & Issues	Opportunities	Recommendations & Projects
2024 Parks & Recreation Master Plan. Covers the whole city limits.	<ul style="list-style-type: none"> • More park land is needed to meet national standards. • A large percentage of residents use parks outside the city. • There are ADA, safety, and maintenance issues in existing parks. 	<ul style="list-style-type: none"> • Existing parks and facilities are well-used. • The City owns acreage for potential parks already. 	<ul style="list-style-type: none"> • The plan identified parks for redevelopment to meet nation-wide standards, land to be reserved for future park use, and continuing developing segments of the City's trail system.
2025 Gateway & Connectivity LCI Study. Covers downtown Fairburn.	<ul style="list-style-type: none"> • The area lacks a cohesive visual character or gateway that signals arrival into Fairburn. • Several underutilized or vacant parcels need a clearer vision for redevelopment to support housing, mixed-use, and economic growth. • Gaps in sidewalk infrastructure, limited crosswalks, and traffic volumes make portions of the area unsafe or unwelcoming for non-drivers. 	<ul style="list-style-type: none"> • There are key properties that could be re-purposed for commercial, residential, or mixed-use development. • Streetscape improvements and new public spaces could enhance the pedestrian experience and foster a more inviting environment. • Enhancing gateways and wayfinding can strengthen the area's identity and help guide visitors through the district. 	<ul style="list-style-type: none"> • The plan presented a detailed redevelopment framework for some of the key properties identified to guide investment. • The plan recommends design guidelines to ensure that future development is walkable, connected, and attractive. • A gateway and placemaking strategy would establish a stronger arrival experience.

Land Use & Development

Existing Land Use

Land use refers to the ways in which land is utilized for economic and social purposes. It is the basis of most planning exercises that will be undergone in any given area. Land use can significantly influence a community's health and well-being, access to goods and services, environmental impact, and the locations where people live, work, and conduct business.

The most common land use in Fairburn is single-family detached residential, at 33% of the city's total area, or approximately 3,250 acres. The second most common land use is vacant land at 26%, followed by industrial land at 15%. Utilities, agriculture, commercial, recreation, and community facilities range between 4% and 6% each. Multifamily and attached single-family residential (such as duplexes, triplexes, and townhouses) comprise the least amount of land at just 2% and 1%, respectively.

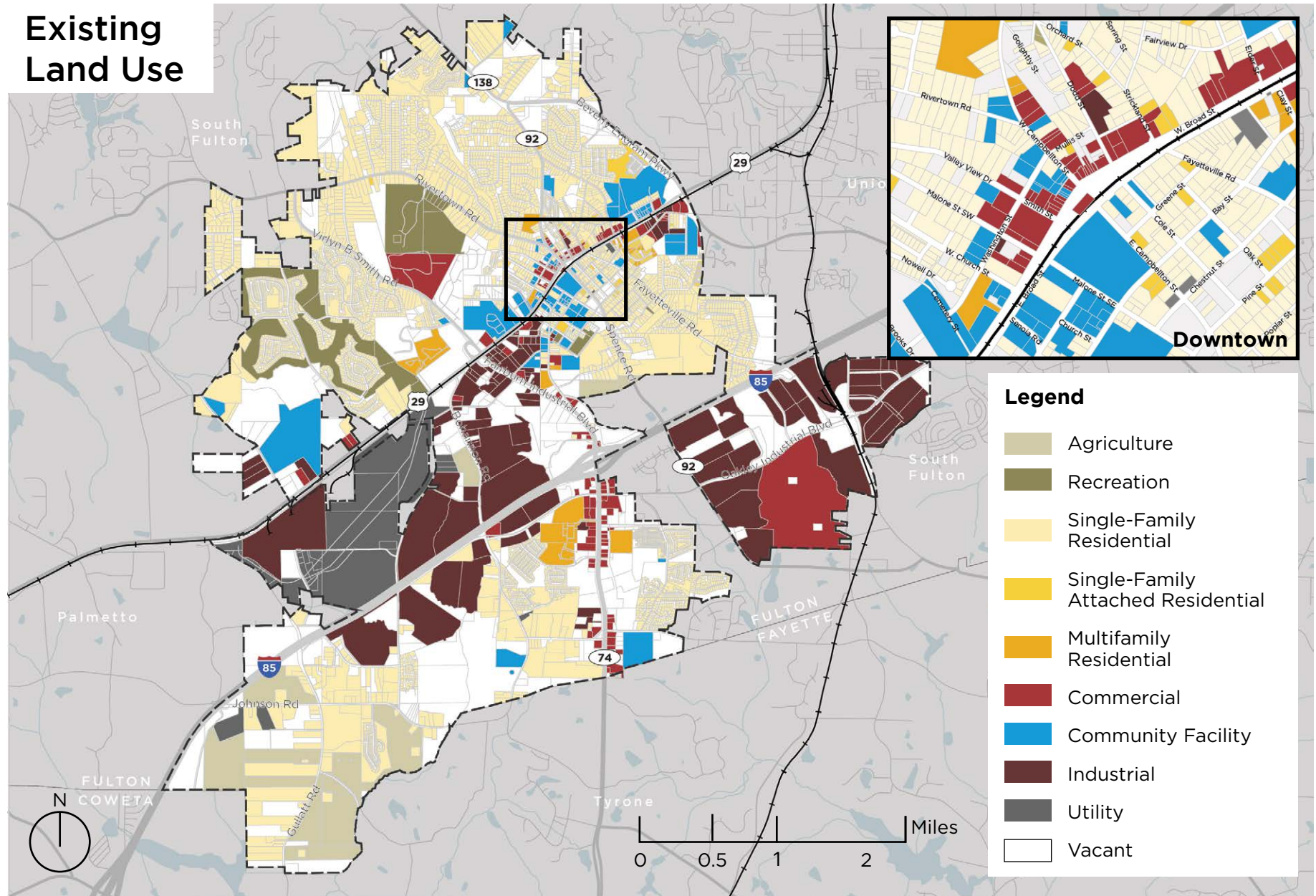
Most types of land use in Fairburn are clustered together rather than mixed. Most low-density uses, such as single-family residential, recreation, or agriculture, are north of the US-29/Roosevelt Highway/Broad Street corridor, south of I-85, or along Fayetteville Road between the two corridors. Commercial uses and land for community facilities create buffers around these major corridors between the highway and interstate, and the low-density uses. Industrial and utility uses are concentrated between the two corridors along and south of Fairburn Industrial Boulevard and a pocket south of I-85 around Oakley Industrial Boulevard. Vacant land can be found throughout the city within all the areas of other existing land uses.

Concentrating industrial uses away from commercial, residential, and agricultural areas helps minimize their potential negative impacts, such as heavy truck traffic and noise, while still contributing to a healthy tax base. However, **strict separation of commercial and residential uses can lead to increased car dependency**, as residents will have to travel further because this creates longer distances to services. Additionally, a lack of diverse housing options can drive up housing costs and make it more difficult for those entering the market and the growing senior population to find housing that meets their needs and budget.

To support a healthier, more accessible, and inclusive community, future planning efforts will need to integrate a broader mix of land uses and housing types throughout the city.



Existing Land Use



Land Use & Development

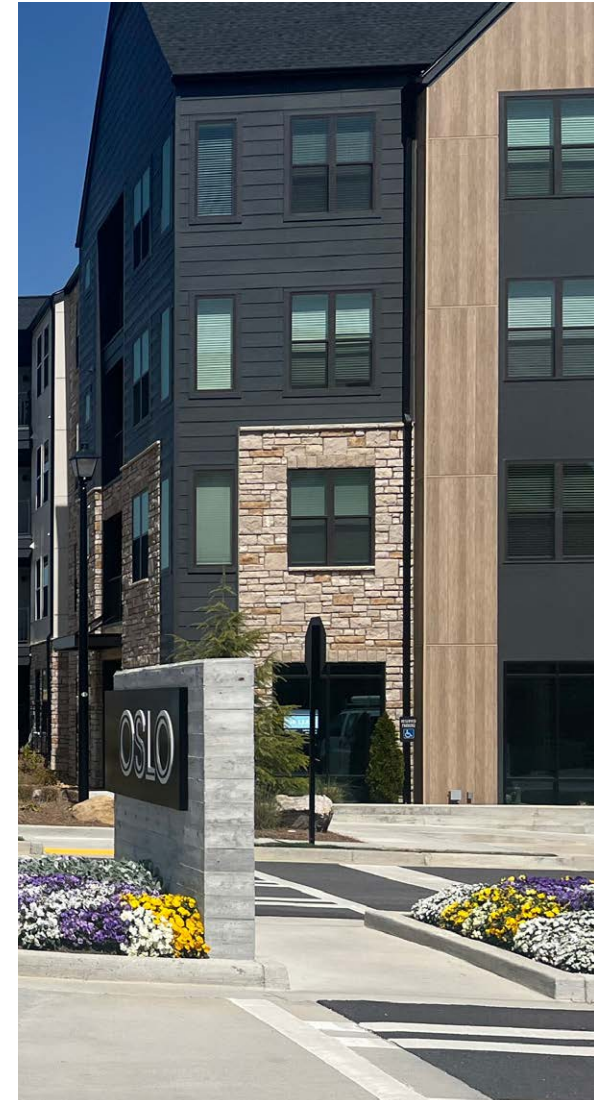
Zoning

Most of Fairburn's land is zoned for residential use, accounting for 41% of the city's total land coverage. Of the areas zoned residential, the majority are zoned PUD (Planned Unit Development), R-1 (Single-Family Residential, one acre), or R-2 (Single-Family Residential, Low to Medium Density, one-half acre). However, the largest single zoning district in acreage is Agriculture at 22%. Heavy Industrial and Light Industrial are also prominent districts, totaling 28%, split almost evenly between the two. Office and institutional, commercial, and mixed-use districts comprise a small portion of the city's land, ranging from 2% to 5%.

Fairburn's zoning ordinance reflects existing land patterns. One significant change is the expansion of heavy industrial uses north of US-29/Roosevelt Highway/Broad Street in the city's western area. However, the designated zoning for several areas of existing vacant land does not allow for a greater variety of housing types near commercial corridors to promote walkability and improve housing affordability. Adjusting the zoning ordinance will allow Fairburn to better balance economic development with a more connected and accessible community.

An audit of the zoning ordinance was conducted, which yielded the following findings:

- The presence of a planned development district is an indicator that the zoning ordinance is not producing the outcomes desired by the community.
- Excessive parking requirements in the zoning ordinance are reducing the potential for more open space in new developments, increasing the cost of development, and limiting the developers' ability to invest in other aspects of the development or pass down cost savings to the end-user.
- The zoning ordinance's minimum lot sizes and dwelling sizes limit the ability to add more diverse housing types.
- The overlay districts include some standards that can make certain investments infeasible, unintentionally hindering their stated purposes.



Zoning

Legend

- AG - Agricultural
- R-1 - Single-Family
- R-2 - Single-Family
- R-3 - Single-Family
- R-4 - Single-Family
- R-CT - Residential Condo, Townhome
- RM-12 - Multifamily
- RM-36 - Multifamily
- PD - Planned Development
- C-1 - Neighborhood Commercial
- C-2 - Highway Commercial
- DTMU - Downtown Mixed-Use
- O&I - Office & Institutional
- M-1 - Light Industrial
- M-2 - Heavy Industrial
- P&O - Parks & Open Space
- RR - Railroad

Land Use & Development

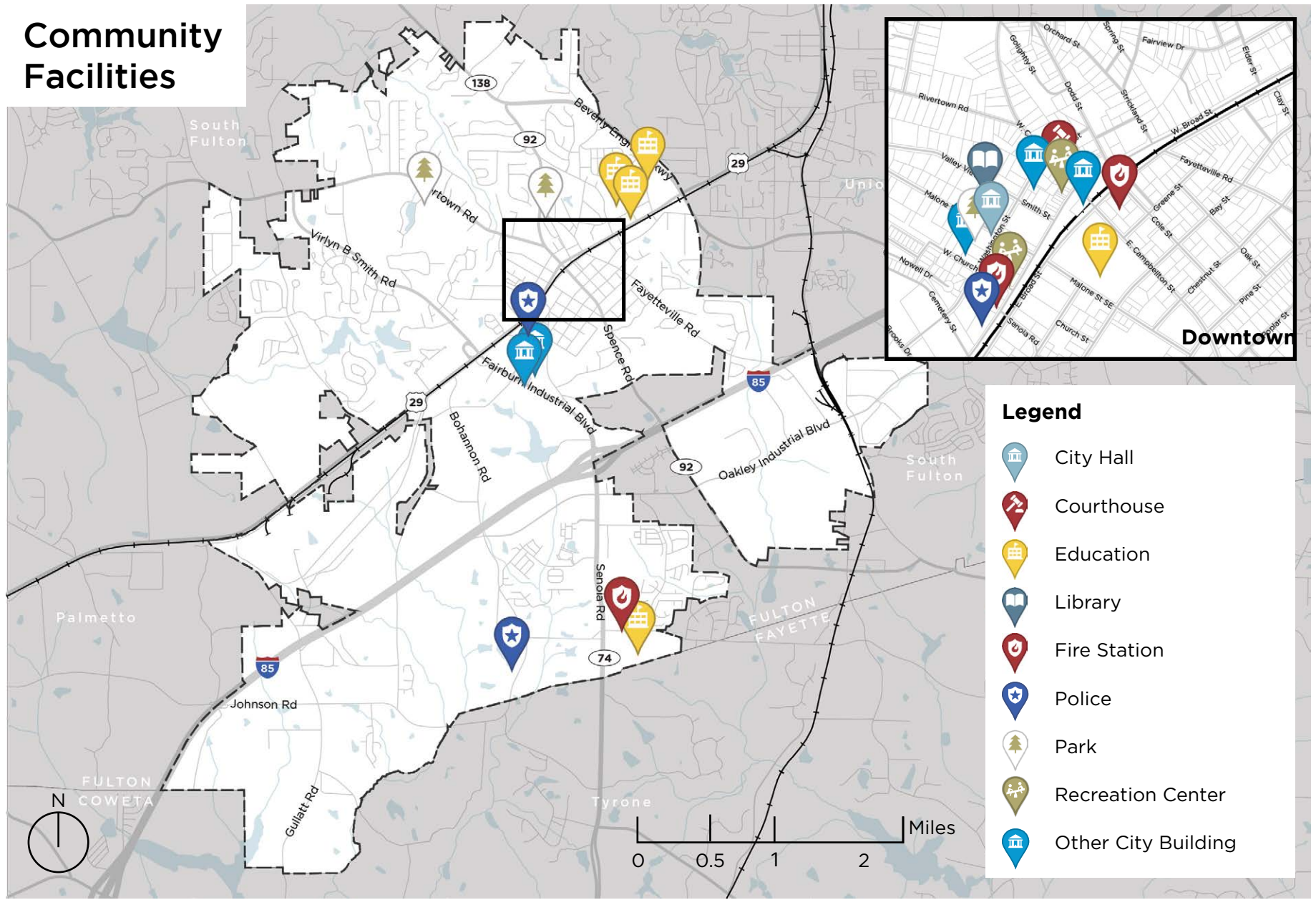
Community Facilities

Fairburn's community facilities are vital to the city's quality of life. The city has a wide array of community facilities, with most of them centrally located.

- **Fire.** The City has three fully operational fire stations. The Fire Department's headquarters are located at the City's Administration Building.
- **Police.** The City has one police station in the city center and operates a Public Safety Training Center in the southern portion of the town.
- **Schools.** There are five education facilities located in the city: Fairburn Educational Campus (home to the Atlanta Campus of Georgia Military College), Campbell Elementary School, Landmark Christian School, the Bedford School, and the Global Impact Academy. Each is along US-29/Roosevelt Highway/Broad Street, except for Bedford School, which is on the south side of SR 74/Senoia Road.
- **Parks and Recreation.** The City has four public parks: Cora Robinson Park, the Golightly Rain Garden, Mario B. Avery Park, and Duncan Park. It also has three recreation centers: the Fairburn Youth Center, the Fairburn Annex, and the Frankie Arnold Stage & Courtyard. The City's parks and recreation facilities are concentrated north of US-29/Roosevelt Highway/Broad Street, leaving the rural residential areas south of I-85 without convenient access to these amenities. This need was also identified in the City's *Parks & Recreation Master Plan*, which will guide the expansion of these facilities and their programming over the next 10 years.
- **City Buildings.** Several City buildings are concentrated in the downtown area. In addition to the City's courthouse and City Hall, there is also a library (operated by Fulton County), buildings for the utilities, public works maintenance, and an annex building. The City also retains two of its historic train depots, which have housed businesses over the years.



Community Facilities



Land Use & Development

Redevelopment Potential

Overview

Susceptibility to change refers to the likelihood that a property may undergo significant transformation in the near future, whether through new development, redevelopment, or a change in use. It considers the characteristics that can make any given property particularly attractive for future development. The analysis identified which properties in Fairburn are most likely to change, have some potential to change, and are unlikely to change. Understanding where new development may occur can help guide the creation of policies that define and support an overall vision for the city.

Methodology

Key factors influencing a property's susceptibility to change were evaluated using Fulton County's latest tax data. Properties received higher scores for features that enhance development attractiveness. Total scores were analyzed using natural breaks and categorized as low, medium, or high susceptibility. The resulting map was reviewed and adjusted for accuracy.

- Land value versus building/improvement value
- Proximity to I-85
- Ownership
- Location in a subdivision
- Presence of floodplains and/or water
- Acreage
- Existing land use
- Presence of steep slopes

Results

Parcels with low susceptibility to change include those with a higher building value than land value, those within a floodplain or stream buffer, or those owned by private individuals rather than by companies or government entities. Parcels with a high susceptibility to change include those with higher acreages, a non-residential use, and no improvements (buildings) on them. The map on page 41 shows the results of the analysis. Much of downtown Fairburn has a medium susceptibility to change, indicating that significant, future development is likely in the next decade under the right conditions. Many of the areas with higher susceptibility are south of the railroad, and along key roads like Bohannon Road, SR 74/Senoia Road, and Oakley Industrial Road east of SR 92/Spence Road.

Like much of metro Atlanta, Fairburn is running out of greenfield properties to develop, meaning that new development will likely be in the form of redevelopment or infill. Thoughtful planning and community input will be essential in determining which areas should be developed and what types of uses and intensities are most appropriate. By incorporating the community's priorities and long-term goals, these insights will help determine the future land use strategy.

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Transportation

Introduction

Since its inception, the City of Fairburn has been shaped by transportation— first by the railroad, and then later by state and interstate highways. Downtown developed close to the rail line, then the city expanded naturally as the automobile became the main form of transportation.

Today, the focal point of Fairburn’s transportation network is the interaction between I-85, US 29/Roosevelt Highway/ Broad Street, and the SR 74/Senoia Road corridors. The growing industrial sector has led to an immense amount of truck traffic, while making it difficult (and unsafe) to access parts of Fairburn’s historic downtown. Expanding connections and travel modes supports economic growth by reducing travel time, improving the movement of goods, and attracting business and visitors. It also plays a vital role in promoting public health and environmental sustainability by encouraging walking, biking, and transit use, thereby reducing traffic congestion and vehicle emissions.

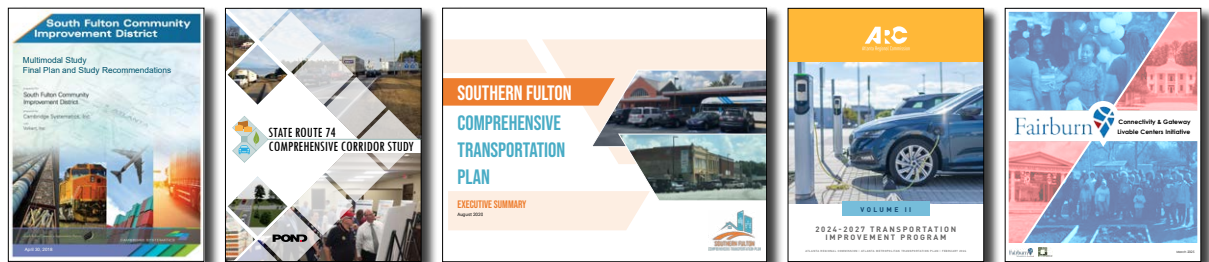
Previous Plans & Efforts

The City has completed or partnered in several transportation planning efforts. Each of these identified needs and opportunities that were reviewed with the Steering Committee and broader community to ensure their relevancy. Recommended projects from these plans that are not yet completed but necessary for meeting the remaining needs and opportunities are included in the Community Work Program in Chapter 12.

From the reviewed plans, several key insights emerge about the SR 74/Senoia Road corridor and surrounding areas. One common need includes addressing severe congestion, particularly at the I-85/SR 74 interchange and major intersections experiencing high crash rates.

All plans highlight inadequate infrastructure for pedestrians, cyclists, and transit users, such as sidewalk and bike lane gaps, lack of safe crossings, and limited transit amenities, which restrict non-vehicular travel and create safety concerns. Nearly all previous plans are in agreement that there is an opportunity to enhance multimodal connectivity through multi-use paths, upgraded transit services, and smart traffic management systems like adaptive signals and intelligent traffic systems (ITS).

While a necessity, freight traffic is a point of conflict, with large trucks straining local roads and clashing with nearby residential areas due to insufficient truck routing and staging areas. However, a recurring area of conflict lies in balancing industrial growth with residential quality of life, and in retrofitting auto-dominated corridors to meet new mobility and safety expectations. Overall, the plans collectively emphasize the need for integrated and equitable transportation solutions across modes.



Previous Plans & Initiatives

Plan	Needs & Issues	Opportunities	Recommendations & Projects
2018 SR 74 Corridor Study. Covers the corridor through Fairburn, Peachtree City, and Tyrone.	<ul style="list-style-type: none"> • Congestion resulting from increasing development and regional growth is a major issue that needs addressing. • Traffic operations and safety at intersections operating at or near Level of Service (LOS) F will need improvement. • Gaps in sidewalk and bicycle infrastructure along the corridor need to be filled. • Access points need to be consolidated and managed to reduce inefficiencies and enhance safety. 	<ul style="list-style-type: none"> • Innovative intersection designs to handle future traffic without widening the entire corridor can be introduced. • Opportunities exist to add multi-use paths, park-and-ride facilities, and improved transit options to support non-vehicle users. • The implementation of ITS, adaptive signals, and queue detection to optimize flow and improve safety should be introduced. 	<ul style="list-style-type: none"> • It is recommended to reconstruct the I-85 interchange at SR 74/Senoia Road to improve capacity and flow. • Intersections along SR 74/Senoia Road should be enhanced to reduce congestion and increase safety. • Traffic management solutions should be applied to minimize delays and enhance roadway safety.
2018 South Fulton CID Multimodal Study. Covers the South Fulton CID boundary.	<ul style="list-style-type: none"> • Rising freight congestion along key corridors (SR 74/Senoia Road and Oakley Industrial Boulevard) needs addressing. • Safety at major intersections and rail crossings with elevated crash rates needs to be improved. • Repairing and upgrading roads and bridges. • Conflicts between industrial growth and adjacent residential areas need to be resolved. 	<ul style="list-style-type: none"> • Smart technology and wayfinding can be introduced to ease freight delays. • Road upgrades and new roadways can help improve flow. • Transit expansion can boost workforce mobility. • Investments in trails and sidewalks can promote safer, active travel. • There is an opportunity to reduce conflicts and support growth through better land use planning. 	<ul style="list-style-type: none"> • New sidewalks are recommended along Bohannon Road from McLarin Road to Oakley Industrial Boulevard. • The addition of MARTA bus route 188 along Oakley Industrial Boulevard was a key recommendation. • Enhancements to truck wayfinding to support efficient freight navigation and improve safety are a key recommendation. • Oakley Industrial Boulevard resurfacing is a key project.

Transportation

Previous Plans & Initiatives (continued)

Plan	Needs & Issues	Opportunities	Recommendations & Projects
2020 Southern Fulton Comprehensive Transportation Plan. Covers the portion of Fulton County south of Atlanta.	<ul style="list-style-type: none"> • A major issue is congestion at key choke points. • There is a need to improve pedestrian safety with added crosswalks, medians, and traffic calming. • Better truck access and grade-separated crossings are needed to improve truck access. • Transit enhancements are needed, particularly more amenities and expanded service options. • Gaps in sidewalks and bike lanes inhibit accessibility and safety. 	<ul style="list-style-type: none"> • Neighborhoods should be linked via sidewalks, bike facilities, and transit corridors. • Signal upgrades can be implemented to boost traffic flow and safety. • Under-served areas should be prioritized to improve access and mobility. • Regional, state, and federal grants should be tapped into for project implementation. • The City should plan for electric vehicle infrastructure, autonomous vehicles, and pandemic-resilient design. 	<ul style="list-style-type: none"> • It is recommended to upgrade key intersections to improve traffic flow and reduce congestion. • Multi-use paths to promote alternative transportation modes should be developed. • Transit service improvements are recommended to increase accessibility and convenience for residents. • Strategies to facilitate efficient freight movement, thereby supporting local businesses and regional economic development are listed as important implementation items.

Previous Plans & Initiatives (continued)

Plan	Needs & Issues	Opportunities	Recommendations & Projects
2024 ARC Regional Transportation Plan. Covers the 20-county Metropolitan Planning Organization (MPO).	<ul style="list-style-type: none"> Alleviating congestion at the I-85 and SR 74 interchange is a necessity to reduce significant delays There is a need to upgrade infrastructure to support pedestrians, cyclists, and transit users and expand non-vehicular travel options. Safety should be enhanced by addressing high traffic volumes and improving pedestrian crossings. Incomplete pedestrian and cycling networks are an issue. There is a need to improve bus stop facilities and transit service options. 	<ul style="list-style-type: none"> The redesign of the I-85/SR 74 Interchange will help alleviate congestion. There should be a focus on enhancing connectivity by expanding access to diverse transportation modes. New and improved crossings and traffic calming measures should be implemented to address safety concerns. There's opportunity to improve bus stop amenities and explore options for microtransit and future rail services. 	<ul style="list-style-type: none"> It is recommended to enhance roads, sidewalks, bike paths, and public transit for safer, more efficient travel. Mixed-use developments are recommended to create balanced, accessible community spaces. Green infrastructure and energy-efficient designs for long-term environmental resilience should be implemented. The plan recommends strategies to expand access to various travel modes to create an integrated network.
2025 Connectivity and Gateway LCI Study. Covers downtown Fairburn.	<ul style="list-style-type: none"> There is a need to improve safety at intersections with frequent crashes, particularly on Broad Street and Campbellton Road. Pedestrian access across US-29/Broad Street and the railroad should be enhanced to enable safe connections to southern areas. Freight traffic needs to be directed off of local roads through improved wayfinding and designated truck routes. 	<ul style="list-style-type: none"> Gateway treatments and traffic calming should be designed to slow down drivers as they enter downtown There is opportunity to introduce freight ITS and dynamic routing to improve truck traffic flow and reduce conflicts. Better signage and wayfinding can help guide all road users while supporting downtown identity. 	<ul style="list-style-type: none"> The plan recommends strategies to enhance multimodal connectivity. It is recommended to build more mixed-use development to support walkability and reduce vehicle dependency. Sustainable growth is recommended to mitigate congestion, enhance air quality, and conserve natural resources.

Transportation

Calculating Roadway Capacity

The volume-to-capacity ratio (v/c) is a way to measure how busy a road is. It compares how many cars are using the road (volume) to how many cars the road can handle (capacity). If the ratio is 1.0, it means the road is full. If it is less than 1.0, traffic is flowing well. If it is more than 1.0, the road is too crowded and there will likely be traffic jams.

Planners use this number to determine which roads need help—like adding lanes, improving signals, or offering more transit options. A high v/c ratio shows that a road may need changes to keep traffic moving safely and smoothly.

Street Network Capacity

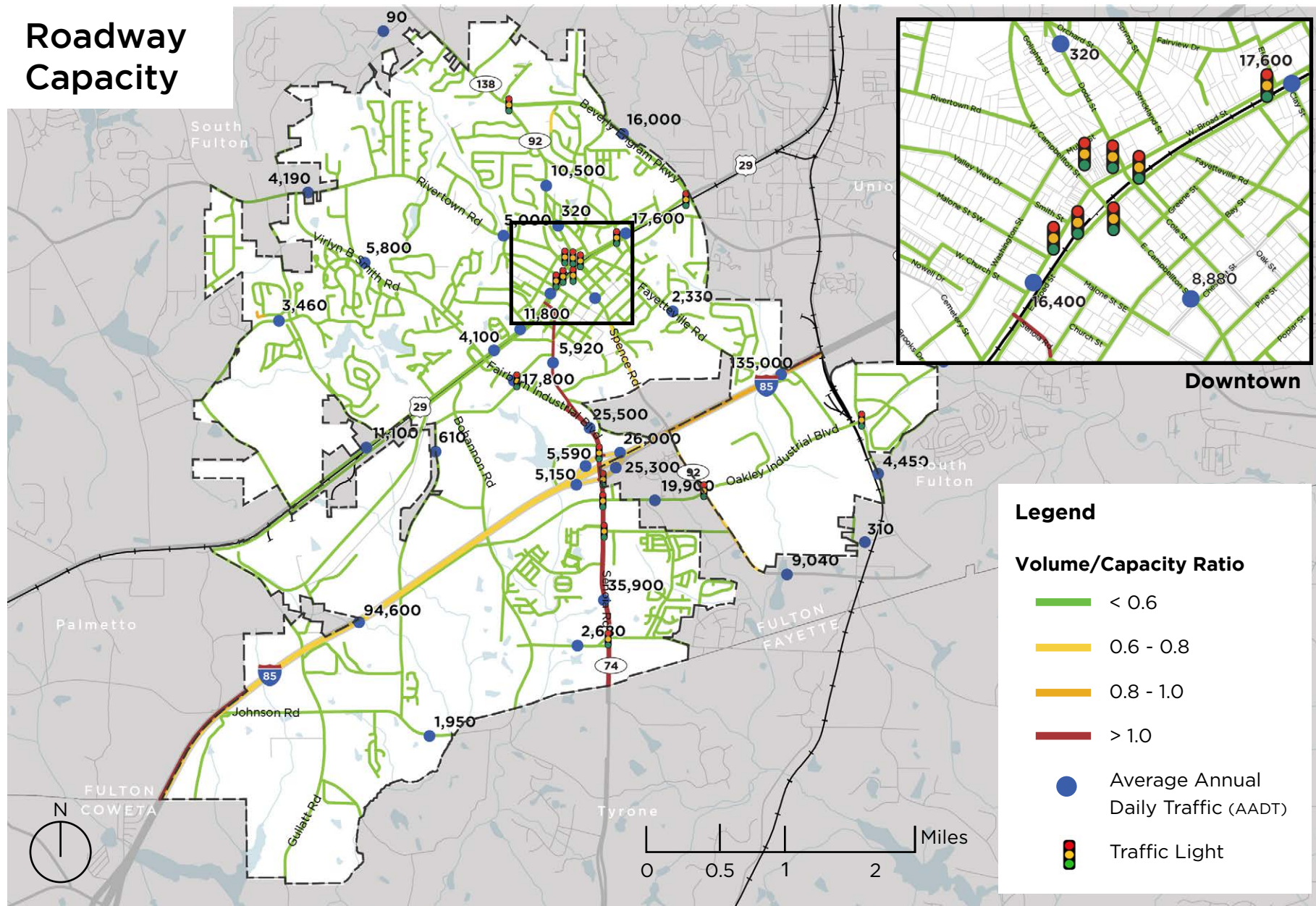
Based on the calculated volume-to-capacity (v/c) ratio, most roads are operating at less than 60% of their total capacity, meaning traffic volumes remain well within what the roadway can handle. While some roads do experience periodic congestion, the analysis shows that congestion is not widespread. Vehicles can generally move without major delays. However, while most of the network functions efficiently, a congestion “hotspot” at the SR 74/Senoia Road interchange on I-85 suggests still requires attention.

Additionally, truck traffic through neighborhoods poses a serious safety concern. Large trucks traveling on roads not designed to accommodate them create risks for pedestrians, cyclists, and other drivers, particularly in residential areas where traffic volumes are lower but the presence of heavy vehicles is much more noticeable. The slow-moving nature of trucks, especially during peak hours or at intersections, adds to traffic delays, further exacerbating congestion and reducing the efficiency of the road network for all users.

Several infrastructure projects are underway or in development. These include a new interchange at I-85 and Gullatt Road and a connector road between Oakley Industrial Boulevard and Gullatt Road to divert industrial traffic from congested corridors. Brooks Drive and key segments of US-29/Roosevelt Highway/Broad Street are being reconstructed or redesigned. Recent and proposed new connections like the Howell Avenue extension and future Malone Street extension aim to improve local circulation.

Intersection upgrades are planned or underway at Broad Street and Senoia Road, W. Campbellton Street and Rivertown Road, and Senoia Road at Bay Street. Roadway re-striping on US-29 and SR 92 is being pursued to support safer, narrower lanes and potential bike infrastructure. An ongoing truck route feasibility study complements these efforts to shift freight traffic away from residential areas.

Roadway Capacity

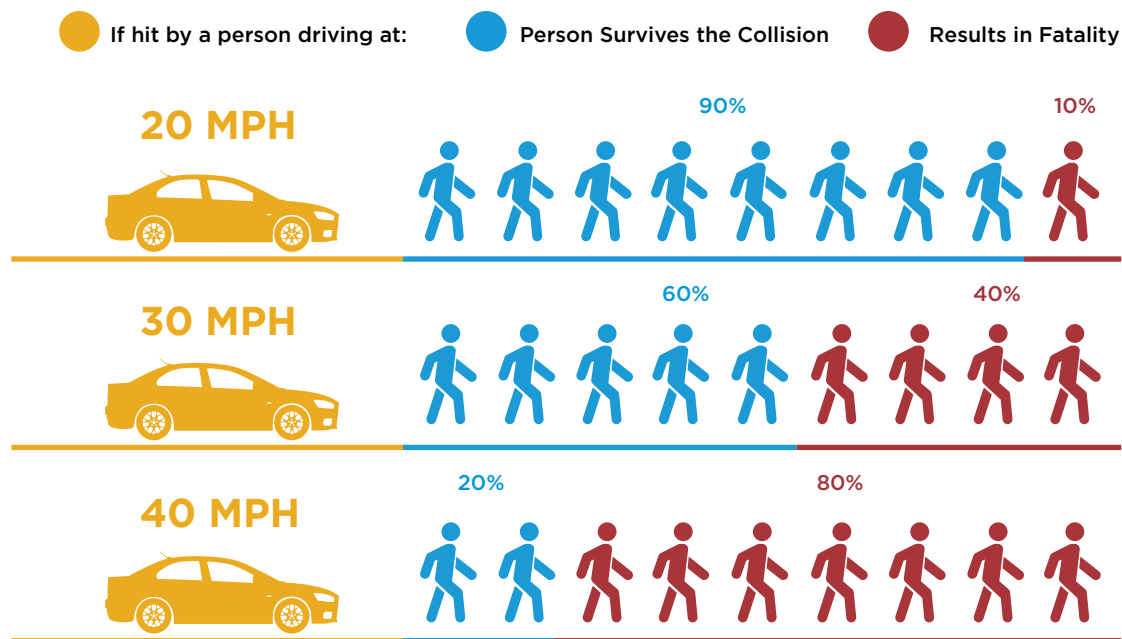


Transportation

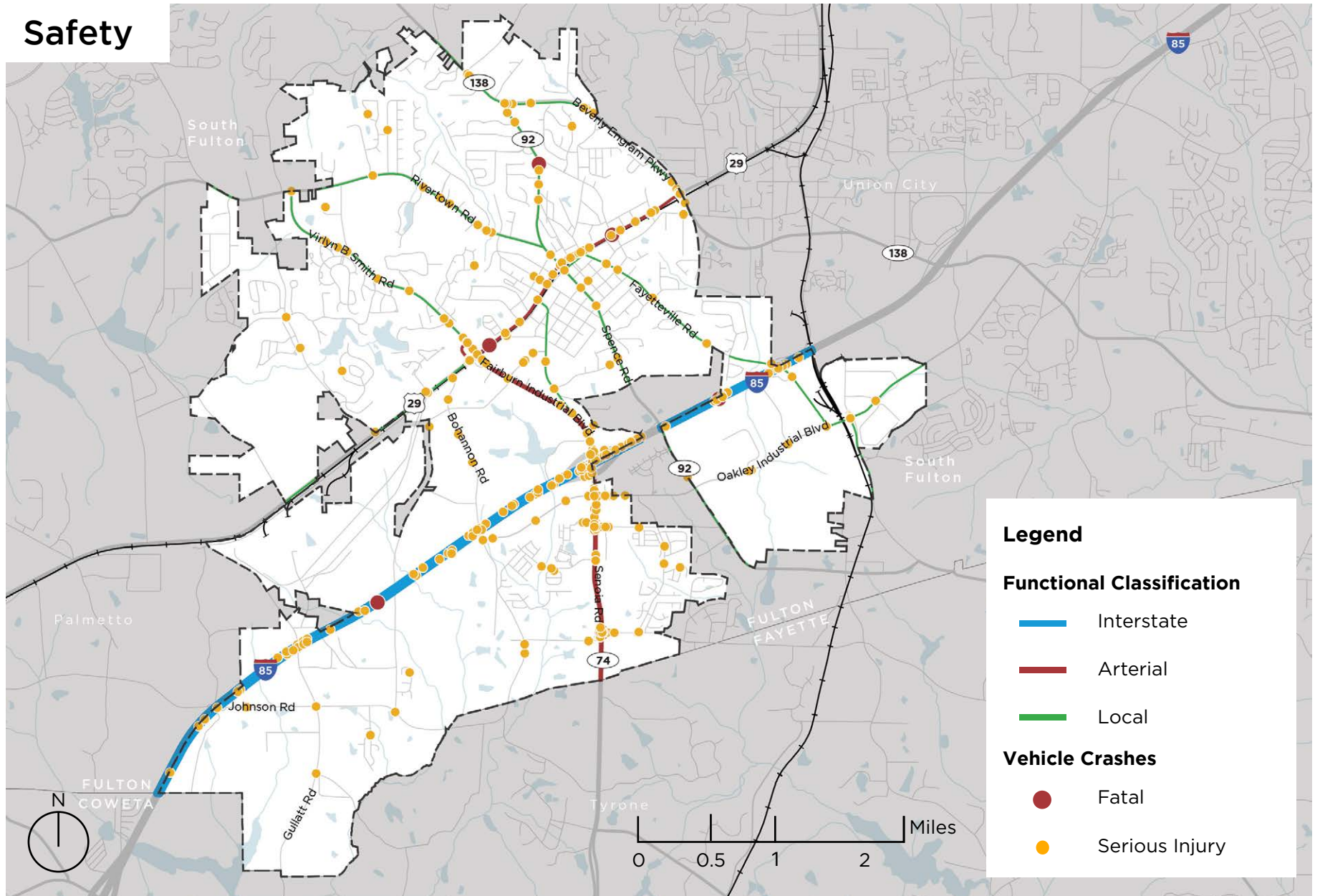
Network Safety and Infrastructure Gaps

Crash data from 2019 to 2023 highlights key areas in Fairburn where the largest number of serious and fatal crashes have occurred. The majority of these incidents were concentrated along the city's primary thoroughfares, with notable clusters along I-85, US-29/Roosevelt Highway/Broad Street, and SR 74/Senoia Road. These high-traffic corridors also experience a greater volume of vehicle traffic, increasing the likelihood of collisions. This suggests a need for targeted safety improvements, such as enhanced traffic control measures, intersection upgrades, and speed management strategies to reduce crash severity.

Pedestrian safety is also a concern, as significant gaps exist in the city's sidewalk network. While downtown Fairburn and select neighborhoods have some pedestrian infrastructure, much of the city lacks safe and continuous walkways. This lack of connectivity forces pedestrians to navigate roadways designed primarily for vehicles, increasing their vulnerability. Expanding and improving the sidewalk network, particularly along major roads and near key destinations, would enhance walkability and reduce pedestrian-related accidents.



Safety



Transportation

Connectivity and Intersection Safety Conditions

Connectivity plays a crucial role in reducing traffic bottlenecks, enhancing walkability, and improving emergency response times. A well-connected street network ensures smoother traffic flow, provides multiple route options, and supports a safer, more efficient transportation system.

The heatmap on page 51 shows that connectivity is particularly strong in the downtown area and along major thoroughfares like Virlyn B. Smith Road, SR 74/Senoia Road, and Campbellton Road, facilitating access to key destinations and supporting economic activity. However, while these areas benefit from a well-developed network, certain intersections require retrofits to improve safety and efficiency.

The map on page 51 also shows the ARC's Intersection Risk Factor Analysis, highlighting the many intersections in Fairburn which are at elevated risk for crashes and would require improvements to enhance safety for all users.

The analysis found that intersections with higher approach speeds of 30 to 35 mph are consistently associated

with more severe crashes. Low-intensity development, which results in longer block lengths and faster vehicle speeds, is another contributing factor. In contrast, high-density urban environments tend to moderate speeds due to congestion and shorter blocks, reducing crash severity.

Both signalized intersections on principal arterials and uncontrolled intersections on lower-class roads also present unique risks. The former often involve complex geometries and multiple conflict points, while the latter may allow unsafe vehicle movements due to a lack of traffic control and higher operational speeds.

Improving connectivity in Fairburn will require balancing access and mobility with targeted safety enhancements at high-risk intersections.

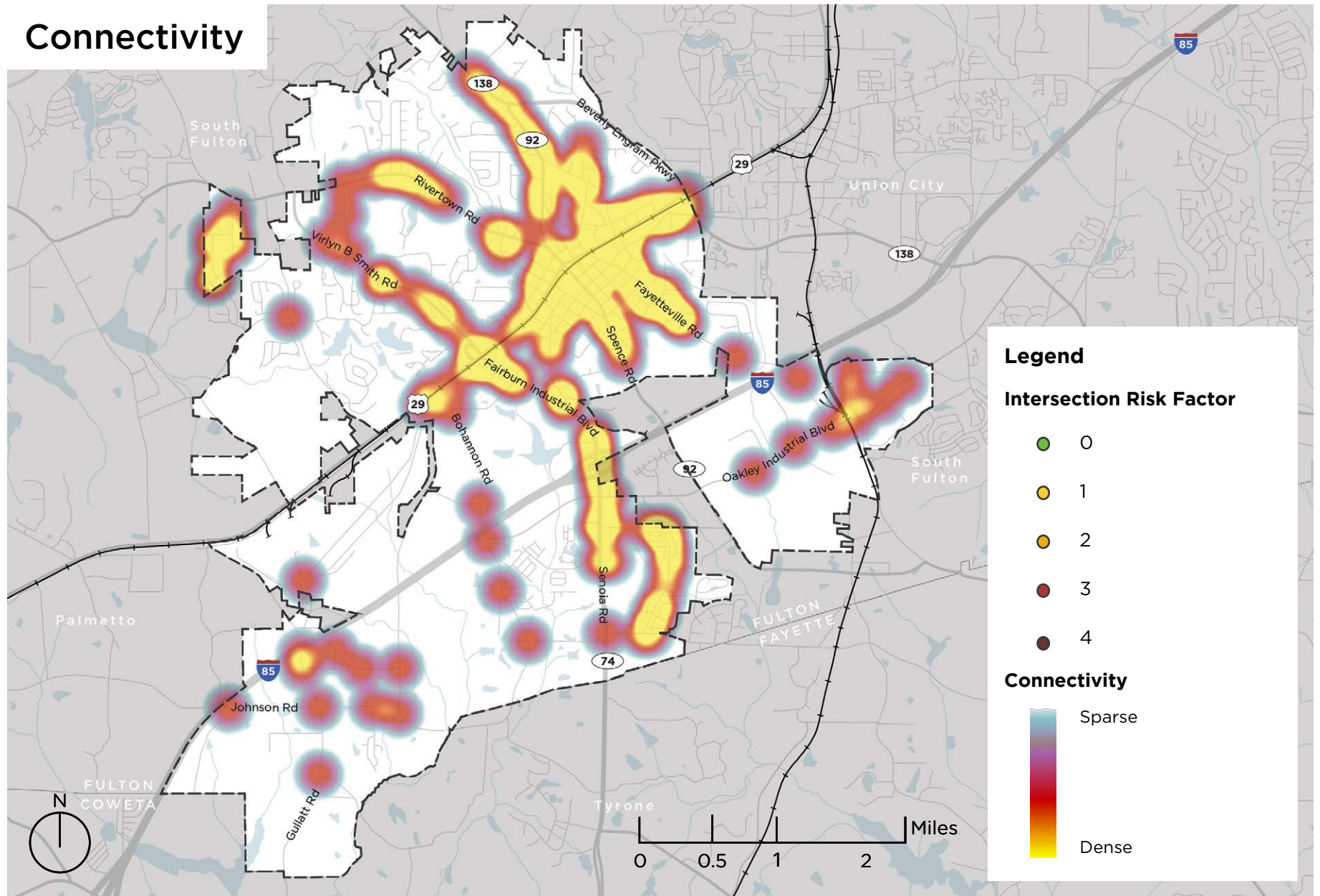
ARC Risk Factor Analysis

This analysis is a proactive tool that identifies high-risk intersections and roads based on five criteria: speed, intersection density, signalization, functional road class, and crash history. Unlike analyses that rely only on past crashes, this approach highlights areas with unsafe conditions even before serious incidents occur. It's especially useful for fast-growing areas like Fairburn, helping prioritize safety improvements.



Intersection with incomplete pedestrian infrastructure

Connectivity



Transportation

Freight Activity & Infrastructure Challenges

Freight has been a strong influence on Fairburn's development since its foundation. Its location adjacent to one of Atlanta's main logistics and transportation hubs—Hartsfield-Jackson Atlanta International Airport—along with connectivity to key highway and rail corridors helped establish Fairburn as a center for warehousing, logistics, and manufacturing. Freight movement continues to be a major economic driver, especially as the city's industrial footprint expands.

However, the benefits of freight movement are paired with challenges related to traffic and safety. There is a strong correlation between designated truck routes and clusters of serious vehicular crashes, particularly along SR 74/Senoia Road, Oakley Industrial Boulevard, and SR 138. These are high-volume freight corridors and key connectors between industrial zones and interstate access points. Fatal and serious injury crashes appear concentrated at critical intersections where freight routes intersect with commuter and local traffic, suggesting stress points in the road network tied to heavy truck presence and congestion. Logistics and industrial facilities are concentrated along

the SR 74/Senoia Road corridor and in the Oakley Industrial area. The CSX rail facility anchors this network and intensifies truck traffic in its vicinity. This configuration results in frequent and heavy truck turning movements, long vehicle queues, and pavement degradation, especially on roads not originally designed for such intensive freight use. As freight volumes increase, these impacts compound, reducing roadway lifespan, increasing maintenance costs, and exacerbating safety risks for all users, particularly where freight corridors interface with residential or commercial zones.

As industrial activity in and around Fairburn is expected to continue growing, dedicated freight routes, appropriate signage, improved signal timing, and design changes at critical intersections can help reduce conflict points and improve safety.

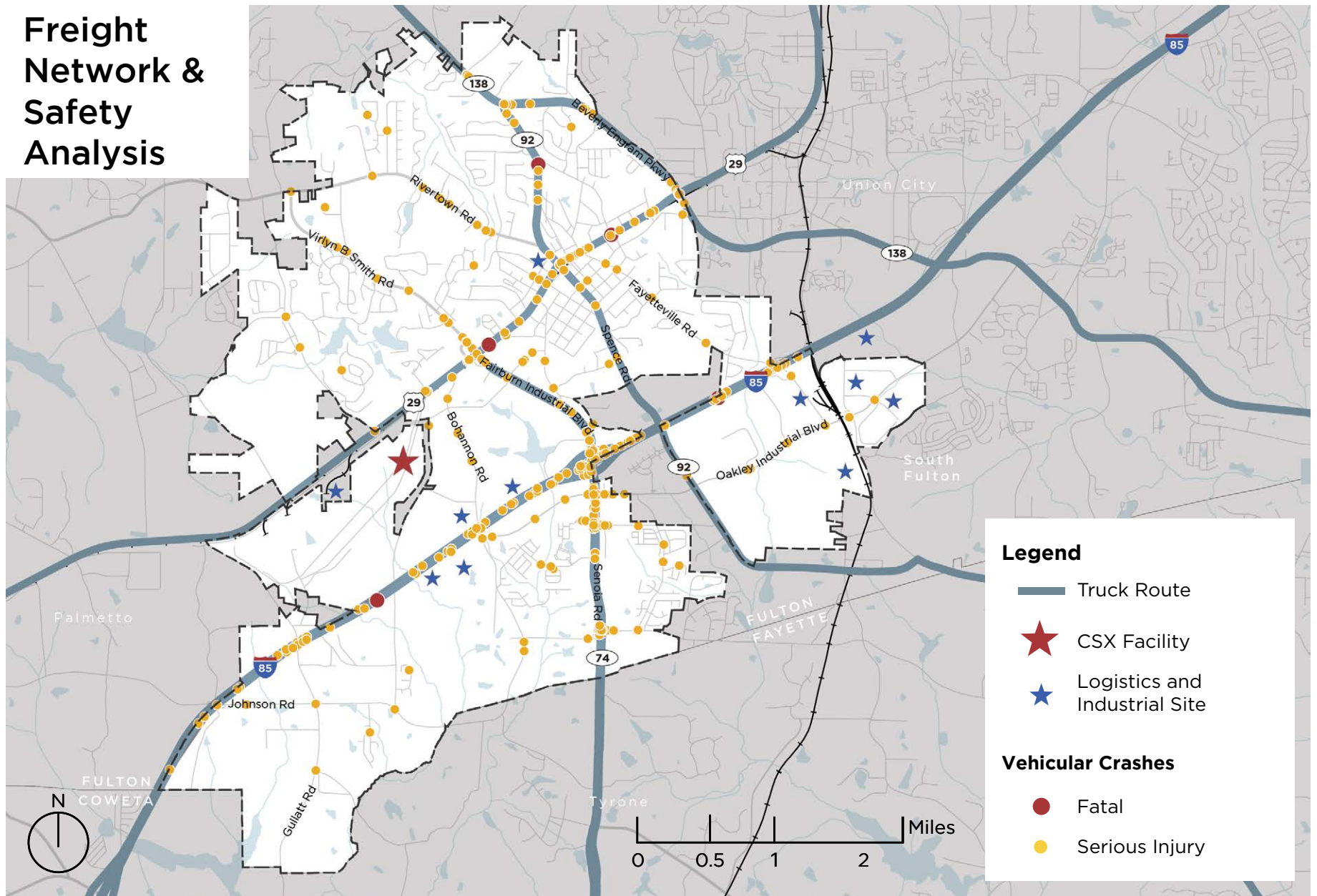


Heavy truck traffic on the SR 74/Senoia Road Corridor



Damaged road infrastructure due to heavy truck traffic within the city

Freight Network & Safety Analysis



Transportation

Walkability & Pedestrian Safety

Fairburn's pedestrian environment varies significantly across the city. Downtown offers a relatively well-connected sidewalk network that supports safe, accessible walking, while some newer residential developments include internal sidewalks. However, these subdivisions are often isolated, lacking connections to surrounding areas or key destinations like schools, parks, and commercial centers.

Outside the downtown core, many roads—particularly in residential and commercial zones—lack continuous sidewalks, forcing pedestrians onto shoulders or travel lanes and increasing safety risks. In addition, inadequate street lighting in several areas further reduces pedestrian safety and discourages walking, particularly at night.

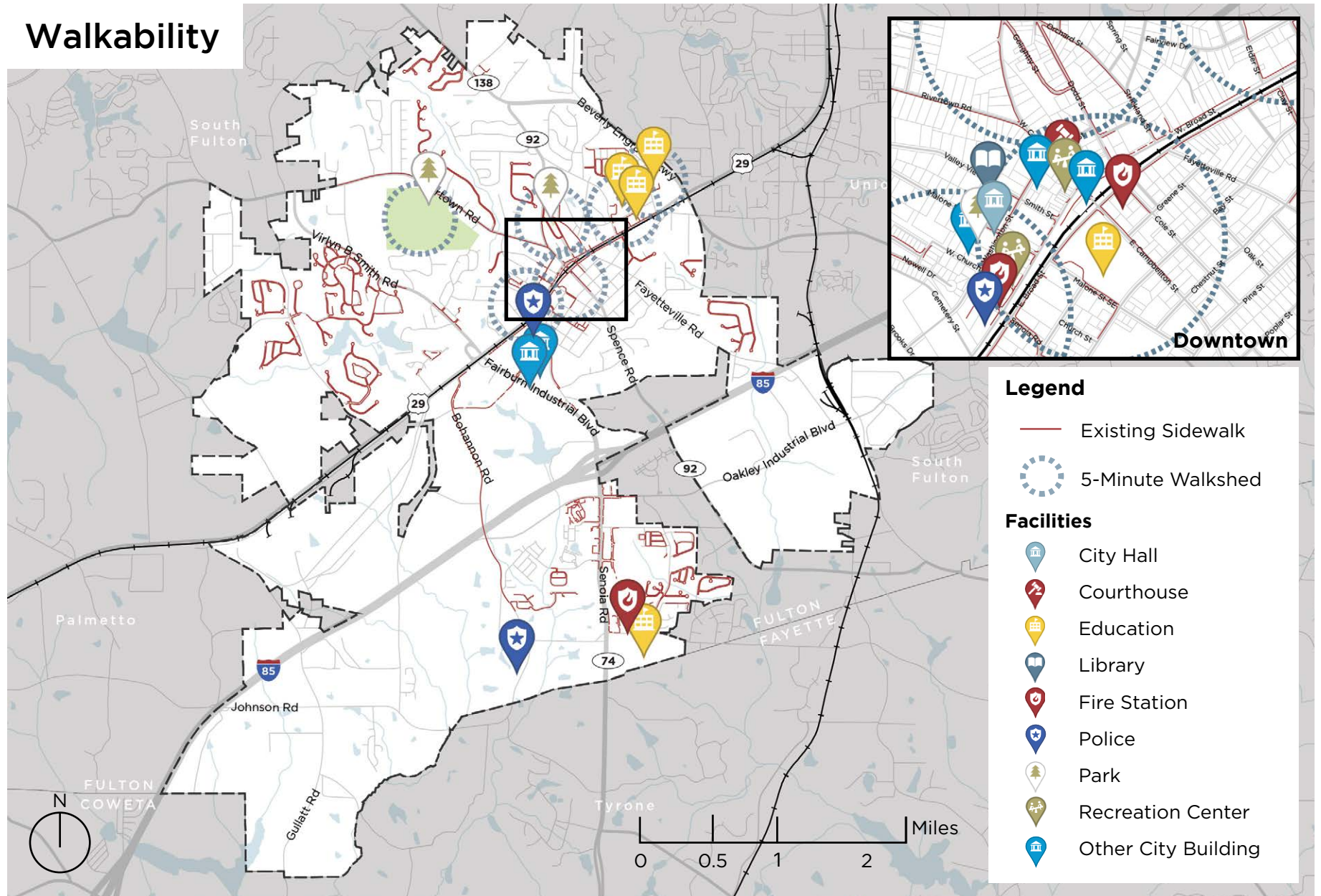
These findings point to a fragmented and inconsistent pedestrian network that limits walkability across much of Fairburn. Gaps in infrastructure, insufficient lighting, and missing crosswalks are common, especially beyond the city center. The lack of pedestrian-friendly design in many intersections and corridors compounds these challenges, making non-vehicular travel less viable and more dangerous.

To address these issues, ongoing and past efforts—such as those led by ARC's Livable Centers Initiative—have identified targeted improvements, including filling sidewalk gaps, enhancing pedestrian crossings, calming traffic, and improving lighting. Implementing these strategies, particularly in under-served areas, would significantly enhance walkability, reduce reliance on cars, and support safer, more connected access to local destinations and transit.



Points of interest in the walkable downtown

Walkability



Transportation

Trails & Bicycle Routes

The existing road network primarily serves vehicle traffic, making it challenging for cyclists to navigate safely, especially along major thoroughfares with high-speed traffic.

While some residential areas have lower traffic volumes that can accommodate cycling, the lack of designated bike lanes, signage, and protected paths discourages broader use. Additionally, the city currently lacks greenways or multi-use trails within the city, limiting opportunities for safe, off-street travel. This lack of dedicated infrastructure means that critical destinations such as schools, parks, and commercial areas are not safely or conveniently accessible by bike.

Previous planning efforts, including the *Gateways & Connectivity LCI Study* and the *Parks & Recreation Master Plan*, identified the need for a connected trail and bicycle network. The *Gateways & Connectivity LCI Study* proposed multi-use trail segments to connect the town center to surrounding neighborhoods and employment areas, while the *Parks and Recreation Master Plan* emphasized trail extensions to link major parks and green spaces. These plans included off-street trail alignments, improved crossings at major roads, and connections to future regional trail

systems. However, many of these proposals are either partially completed or have yet to begin.

As a result, gaps persist in the network. There are few continuous routes for bicycles that avoid major traffic corridors. Transitions between car-heavy roads and off-street trails are often undefined or missing entirely. Safe crossings at high-volume intersections have not been addressed, and no comprehensive signage or wayfinding system exists to guide cyclists.

To implement an accessible and successful bike and trail infrastructure, the City must fill existing network gaps, implement a connected trail system, and retrofit existing roads with protected bike lanes, intersection improvements, and consistent signage. Without these steps, cycling will remain a marginal and unsafe option for most residents.

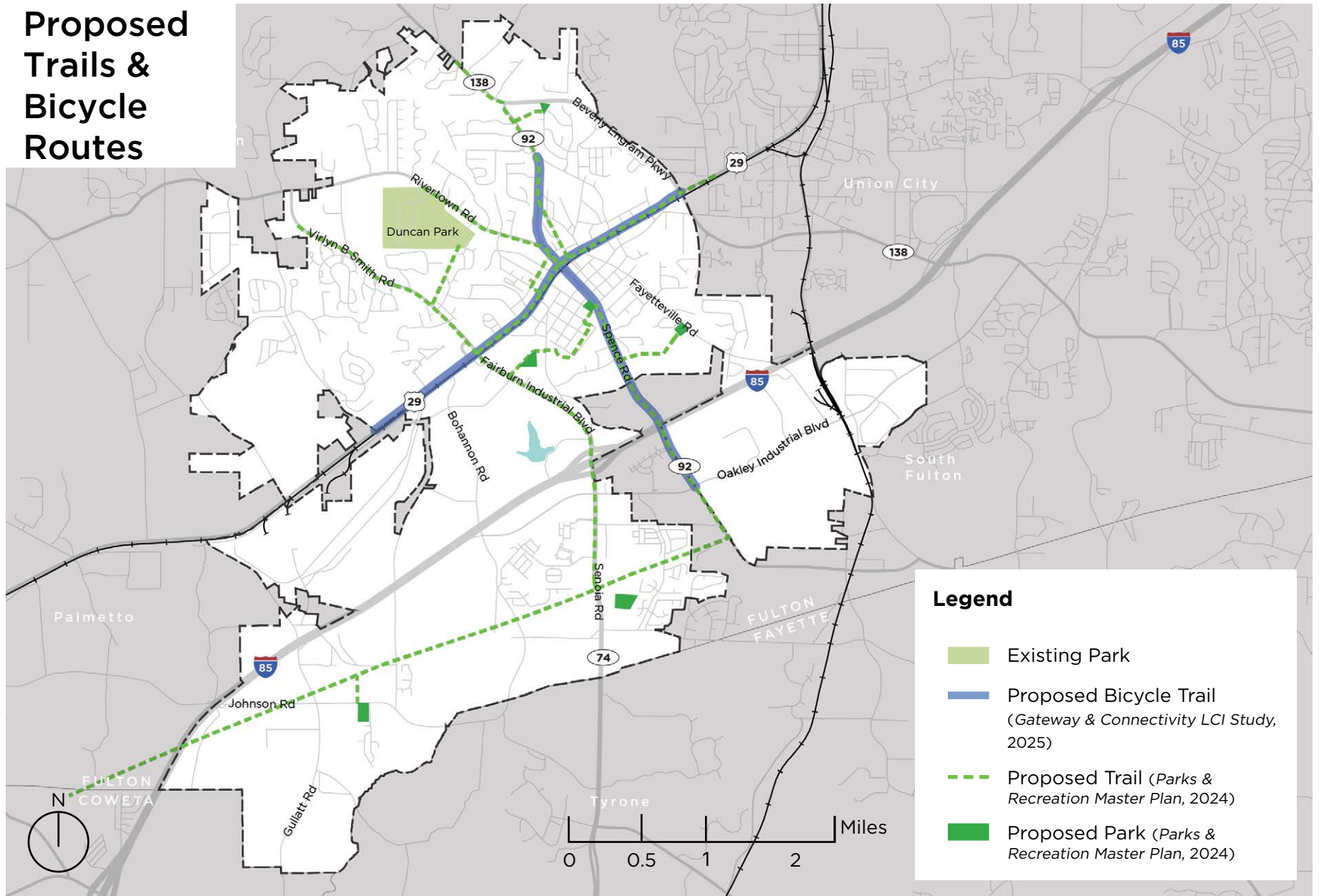


Sharrows on Washington Street



Duncan Park (Source: mypacer.com)

Proposed Trails & Bicycle Routes



Transportation

Transit Accessibility

Transit services in Fairburn are limited but play an important role in connecting residents to the broader Atlanta metropolitan area. The city is primarily connected to other cities in the Atlanta region through MARTA bus service and access to major highways. MARTA Bus Route 180 provides the main transit link, connecting Fairburn to the College Park MARTA rail station, which in turn offers access to Atlanta's broader rail and bus network. This connection allows residents to travel to downtown Atlanta, Hartsfield-Jackson Atlanta International Airport, and other key employment and service centers in the region.

However, the reach of transit within Fairburn is limited, and many areas are not within walking distance of a MARTA stop. Downtown Fairburn remains the only area where accessibility to services is notably high, with several MARTA bus routes and stops that provide convenient access to the regional transportation network. As a result, downtown Fairburn is well-positioned to support transit-oriented development, with its relatively high pedestrian traffic and proximity to key commercial and residential areas.

Outside of the downtown core, transit accessibility becomes sparse or even non-existent in many parts of the city. Many neighborhoods and key destinations are not well-served by transit, which can limit mobility for residents who rely on buses or other forms of public transportation. There are no micro-transit services that serve outlying neighborhoods, and regional connectivity relies heavily on MARTA's bus network and private vehicle access to the Park & Ride on SR 74/Senoia Road.

Additionally, bus stops along major thoroughfares like Broad Street lack safe pedestrian crossings and are missing basic comfort amenities such as shelters and seating, making transit less accessible and less appealing, particularly for those with mobility challenges or during inclement weather.

Improving transit in Fairburn requires addressing both coverage and user experience. Expanding service to outlying neighborhoods, introducing micro-transit solutions, and enhancing first- and last-mile connectivity would significantly improve access.

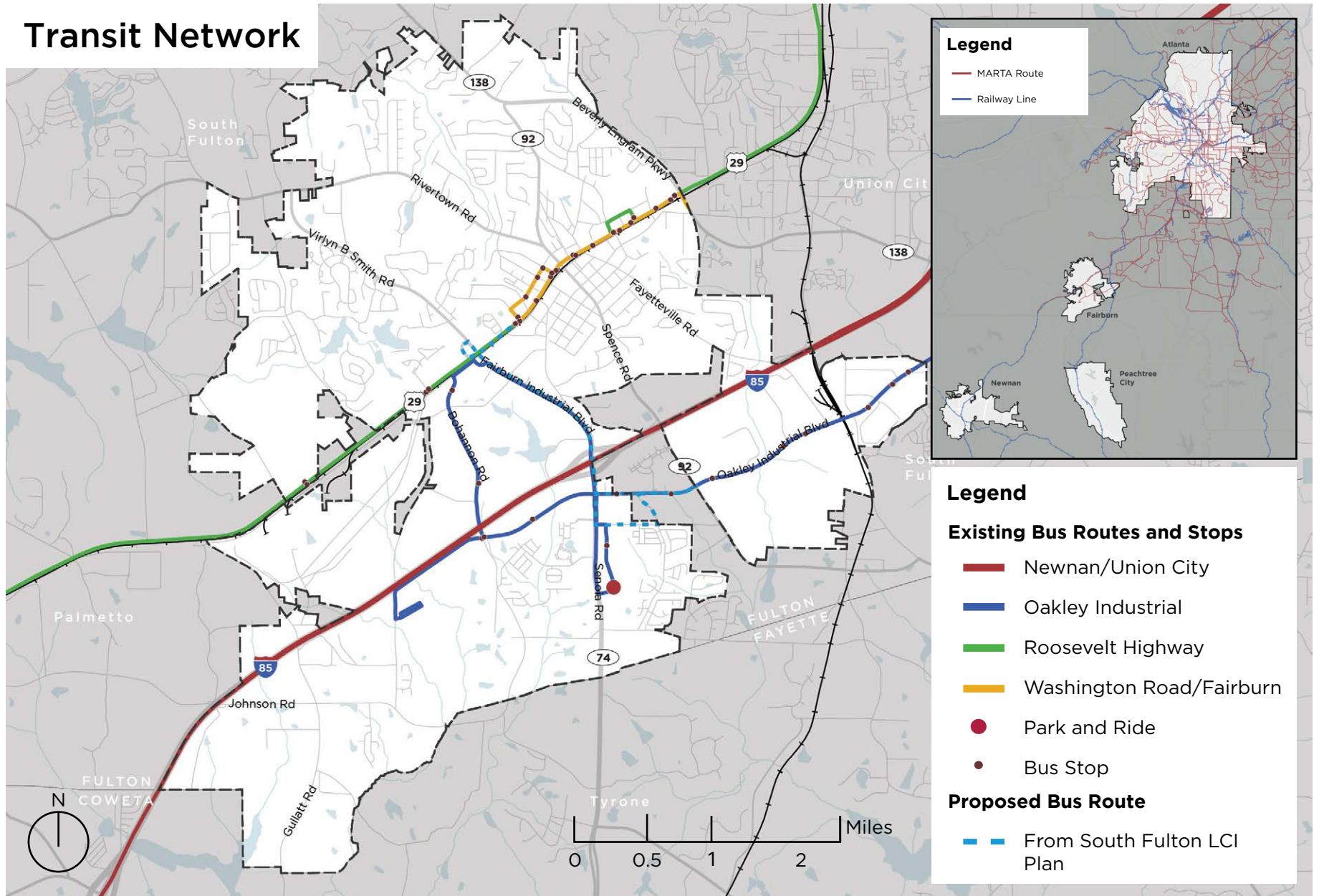
Bridging the Gap with Microtransit

Micro-transit is an on-demand, flexible transit service that uses smaller vehicles and dynamic routing to connect riders to key destinations and transit hubs. It complements fixed-route transit by filling first- and last-mile gaps and serving areas with limited coverage.



An example of a bus stop lacking shelter and safe pedestrian crossing (Source: Google Earth)

Transit Network



Housing

Overview

Although Fairburn has been growing steadily, this growth has not kept pace with demand for (1) a greater variety of housing types and (2) housing options closer to destinations. Between Fairburn's investments along SR 74/Senoia Road, as well as the desire to strengthen downtown, there is an opportunity for Fairburn to channel this unmet demand into strategic areas tied to its overall land use vision.

Previous Plans & Efforts

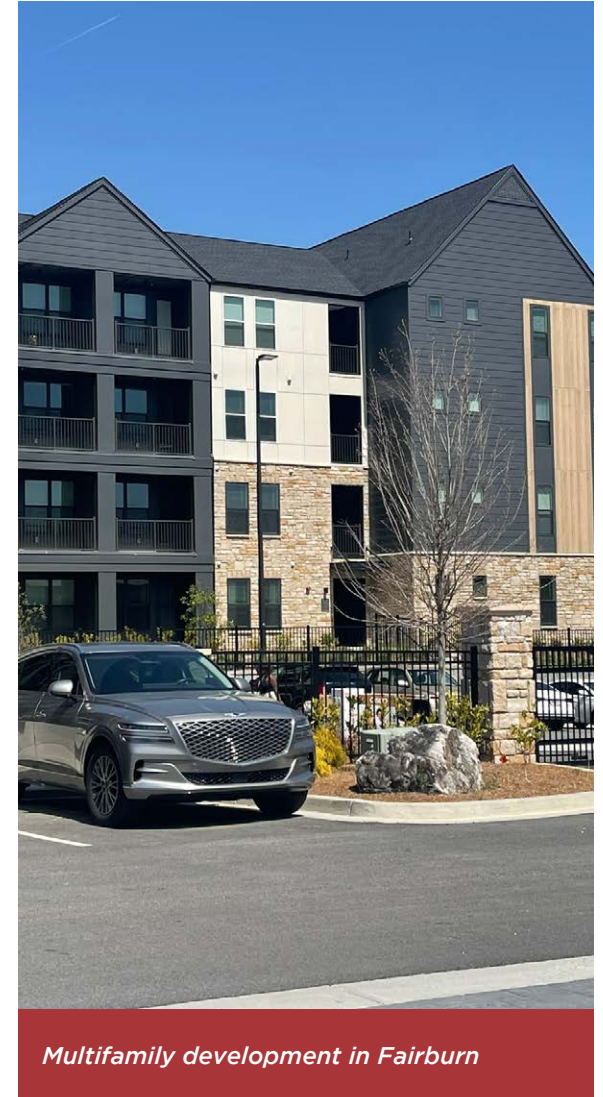
Previous housing planning efforts have been limited to the city's comprehensive planning process. However, given its recent population growth and housing demand, the City conducted a housing market analysis in 2024.

2024 Housing Market Analysis

The City of Fairburn commissioned this analysis of its housing market to better understand the opportunities for new housing and the factors driving the market in this area of metro Atlanta. The study examined the city's demographics, job market, commute patterns, accessibility to amenities, and existing and projected housing demand.

The results of this analysis determined the following:

- Fairburn's for-sale market has capacity for 870 detached houses and nearly 250 attached houses through the year 2029.
- The local rental market can accommodate an additional 1,400 market-rate units ranging from single-family detached houses to mid-rise apartments and around 370 age-restricted apartments and independent living/assisted living units for seniors.
- Higher-density housing should be located near downtown Fairburn or near the SR 74/Senoia Road corridor.
- Lower-density housing is best suited at the city's edges, with the potential to offer new single-family houses in the southern portion of the city that is more rural and agricultural in character.



Multifamily development in Fairburn

Housing in Fairburn

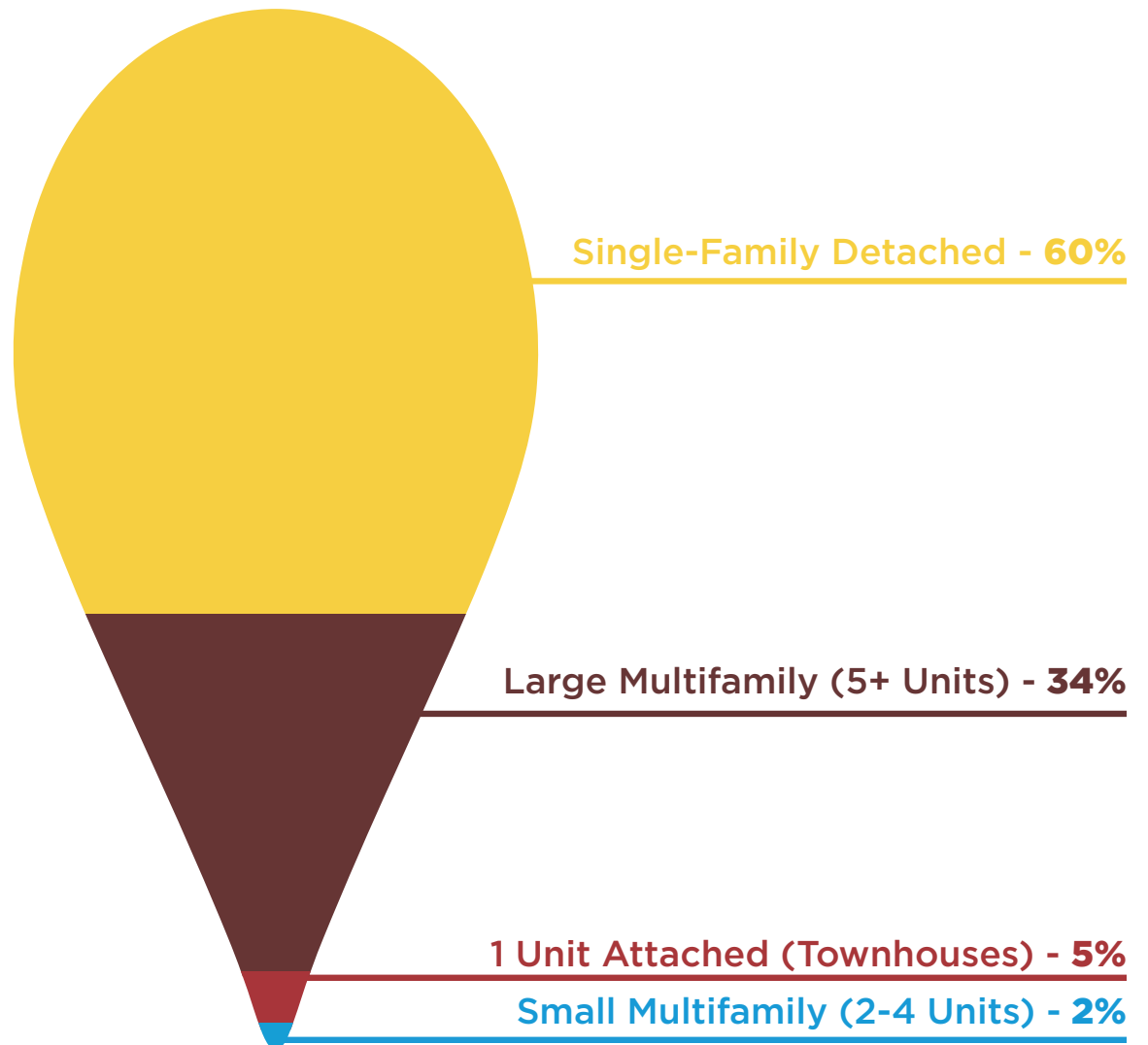
Fairburn has 6,631 total housing units, with 48% renter-occupied and 52% owner-occupied. Fairburn's median house value of \$296,000 is lower than southern Fulton County (\$326,000) and much lower than Atlanta MSA (\$423,000), highlighting the city's relative affordability for homeownership. Fairburn's housing stock is also newer than other areas in the region—more than 65% of units were built after 2000.

Housing Types

The majority of housing in Fairburn is single-family detached houses at 60%, which is lower than regional trends. The next most common housing type is large multifamily apartments, which comprise 34% of Fairburn's housing. Other housing types, commonly called "missing middle housing," are limited. For example, townhouses only account for 5% of Fairburn's housing, a common finding across Fulton County and the wider Atlanta MSA.

Multifamily Housing

Compared to unincorporated southern Fulton County, Fairburn's share of multifamily housing is low. Only 1,600 (7%) multifamily units are located within Fairburn, compared to almost 25,000 within southern Fulton County. There are also over 900 units in development in unincorporated southern Fulton County.



Source: Claritas

Housing

Multifamily rents within Fairburn have consistently been slightly below the regional average but higher than in the southern part of the county. Multifamily vacancies within Fairburn have been less consistent than in the region and southern part of the county overall, but this has been tied to the delivery of new units. Vacancy rates tend to spike following the immediate addition of apartments in the rental market, which are quickly absorbed by the existing demand. Following this absorption, vacancy rates in the area have been returning to levels that are more on par with the region.

Multifamily Commercial Real Estate Overview

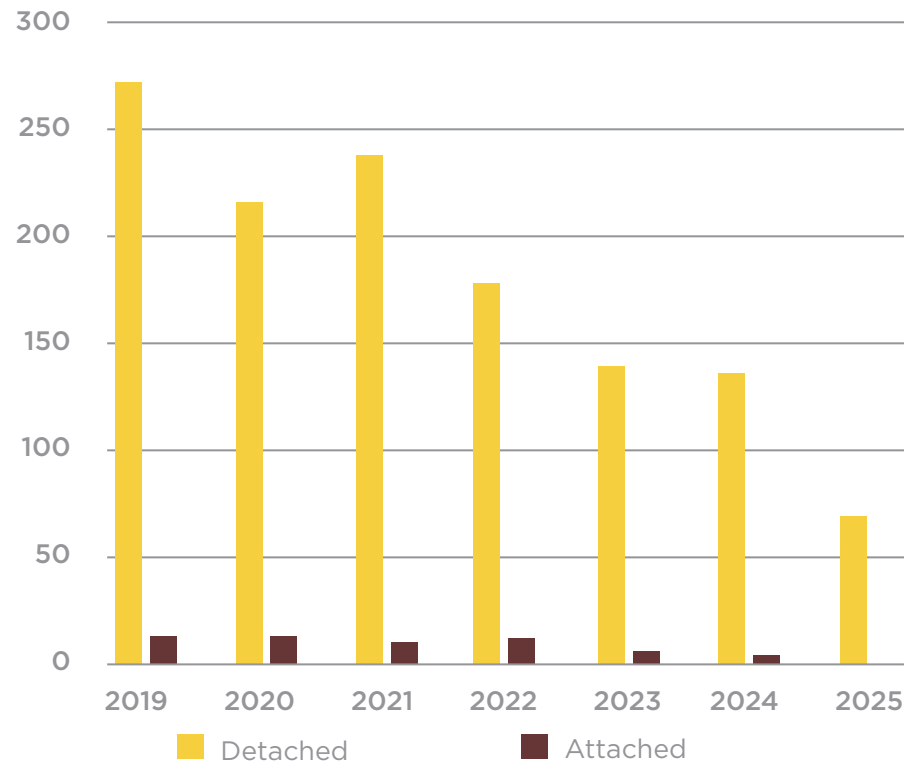
	Fairburn	Southern Fulton County	Atlanta MSA
Properties	13	308	5,298
Existing Units	1,640	24,998	628,968
Vacancy %	15.6%	17.3%	12.1%
Average Rent/SF	\$1.46	\$1.35	\$1.59
Average SF/Unit	993	1,023	1,007
Average Rent/Unit	\$1,511	\$1,357	\$1,596

Source: CoStar

For-Sale House Sales

Peaking in 2019 at 285 sales, Fairburn has averaged 187 sales per year since 2019. On average, new houses make up 18% of total sales. Single-family detached houses represent a majority of sales, averaging 96% of total houses sold. Since 2019 there have been no new attached house sales within the city, meaning that all new attached houses are rental properties.

Fairburn Sales Total, 2019-2025



Source: SmartRE

House sale prices have increased dramatically since 2019. Houses selling for less than \$300,000 have declined from in the last six years, dropping from 80% of sales in 2019 to just 25% of sales in 2025. Meanwhile, houses priced between \$300,000 and \$600,000 have increased, representing over half of all houses sold year over year since 2022

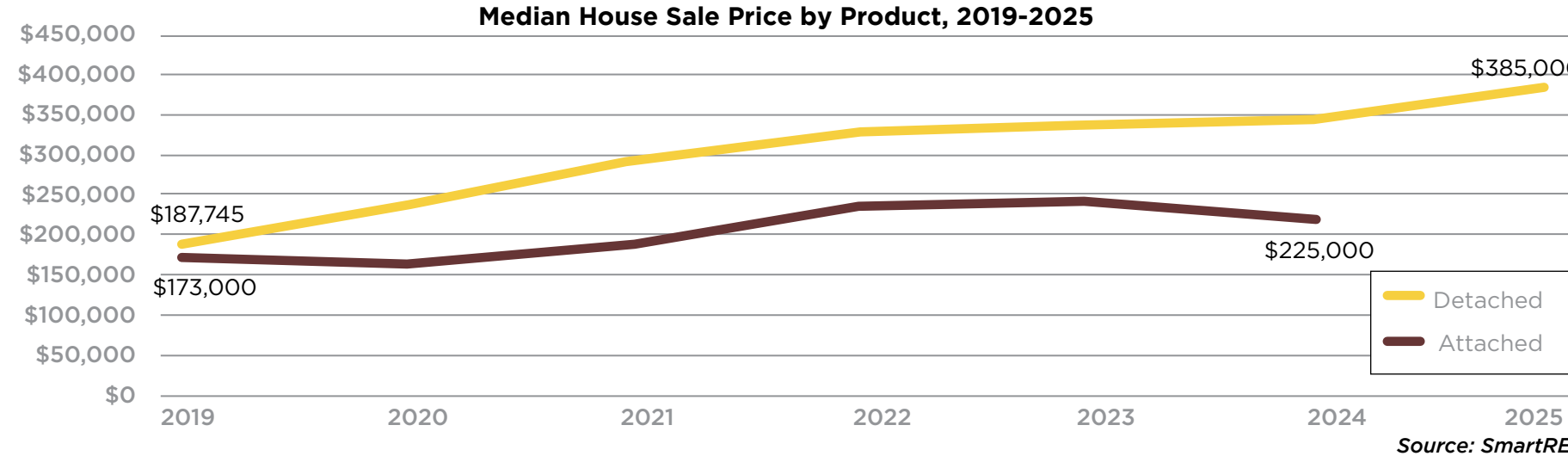
Fairburn House Sales by Price Range, 2019-2025

Price Range	2019	2020	2021	2022	2023	2024	2025
Less than \$299,999	80%	72%	54%	33%	32%	29%	25%
\$300,000-\$600,000	14%	22%	42%	62%	61%	63%	64%
More than \$600,000	5%	6%	4%	6%	7%	8%	12%

Median sales prices within Fairburn grew the most from 2019-2020, rising by 25%. Prices grew less substantially between 2021-2022, at a rate of 11%, then reduced to 3% between 2023-2024.. While detached houses have made up a majority of sales since 2019, they have also consistently maintained a higher price than attached houses.

Median House Sales Price, 2019-2025

Year	Median House Sale Price
2019	\$187,745
2020	\$235,600
2021	\$293,156
2022	\$324,725
2023	\$331,038
2024	\$341,571
2025	\$385,000




Housing

Housing Affordability

Only for-sale, 3-bedroom units are affordable to those earning 100% AMI or above. On average, rental housing is generally affordable to those earning 80% AMI or below. The chart below compares Metro Atlanta's area median income (AMI) affordability by household size to the average rental and ownership costs within the city.

Household Size	Rental				For-Sale		
	30% AMI	60% AMI	80% AMI	100% AMI	80% AMI	100% AMI	120% AMI
Efficiency	\$600	\$1,199	\$1,599	\$1,999	\$191,880	\$239,850	\$287,820
1-person	\$643	\$1,285	\$1,714	\$2,143	\$205,680	\$257,100	\$308,520
2-person	\$771	\$1,542	\$2,056	\$2,570	\$246,754	\$308,443	\$370,132
3-person	\$895	\$1,798	\$2,385	\$2,981	\$286,182	\$357,728	\$429,274
4-person	\$994	\$1,987	\$2,649	\$3,312	\$317,930	\$397,412	\$476,894
Average Housing Costs in Fairburn							
Efficiency	\$608				-		
1-bedroom	\$1,422				\$275,000		
2-bedroom	\$1,586				\$321,833		
3-bedroom	\$2,082				\$357,167		
4-bedroom	-				\$438,212		

 Denotes that Fairburn is meeting this affordability level.

What Is Area Median Income?

Area median income—often referred to as AMI—is a key metric in affordable housing. AMI is defined as the midpoint of a metropolitan statistical area (MSA)'s income distribution and is calculated on an annual basis by the Department of Housing and Urban Development (HUD). Generally, households earning 80% AMI or below are considered low-income. At 60% and 30%, households are considered very low- or extremely low-income, respectively. While it is a metric widely used by federal housing programs, it also plays a role in local initiatives, like the inclusion of AMI-based affordability requirements for new housing. AMI is also a way of measuring affordability within a community, identifying population groups that may be unable to attain housing at the current market rate and influencing local policy.

Sources: CoStar, SmartRE

Housing Cost Burden

Households experience a housing cost burden when they spend more than 30% of their income on housing costs. In Fairburn, renters are more likely to be cost-burdened than their homeowner counterparts: 44% of Fairburn renters are cost-burdened compared to 28% of homeowners.

While the percentage of homeowners experiencing cost burden is slightly higher than the regional percentage of 26%, the percentage of renters experiencing cost burden is lower in Fairburn compared to the region's 52%.

Spending

>30%

on housing makes
a household
“cost-burdened”



44%

of renters

28%

of homeowners



Housing

Future Housing Capacity

The 2024 Housing Market Analysis found that Fairburn has capacity for the following additional housing units over the next 5 to 10 years.



1,400 market-rate rental units across all types



870 detached houses



370 age-restricted apartments or assisted living units for seniors



250 attached houses

Economic Development

Introduction

While Fairburn has historically been considered a small town with a vibrant downtown business district, it has not been immune to changing regional economic trends, particularly increased industrial development. That sector, while very strong, needs to be balanced against small-scale local economic development efforts that would help Fairburn nurture its downtown, encouraging residents to spend their money locally and drawing visitors from the surrounding metro

To benefit from the region's economic growth while addressing its implications, Fairburn needs economic development policies that align with its land use vision and infrastructure capacity.

Previous Plans & Efforts

Fairburn's previous economic development plans and efforts culminated in the adoption of its *Economic Development Strategic Plan* in 2024.

2024 Economic Development Strategic Plan

The City's *Economic Development Strategic Plan* outlines focused economic development goals and action items for the next five years. The plan's goals included promoting and supporting the growth in Fairburn's business community, investing in Fairburn's public infrastructure and placemaking, investing and growing Fairburn's workforce, and supporting and leveraging initiatives and assets that improve quality of life.

The study identified a number of weaknesses that lend themselves to needs: developing and investing in concentrated areas; creating more gathering spots and live-work-play environments; and addressing barriers to starting a new business. Opportunities identified by the study included a supportive local government; infrastructure improvements; access to funding or financial incentives, and clear and direct communication between the business community and the City.

Key recommendations from the study include:

- Develop a marketing and recruitment strategy supported by city-wide placemaking efforts
- Update and activate key sites for development potential
- Monitor infrastructure needs and improve capacity and connectivity
- Develop partnerships that aid Fairburn in identifying infrastructure constraints or funding investment projects
- Market existing workforce development programs and establish connections to bring workforce training to Fairburn
- Leverage the Renaissance Festival to spur economic activity throughout the rest of Fairburn
- Continue to support the development of and investment into downtown Fairburn
- Ensure that future developments are equitably distributed across the city

Economic Development

Targeted Industries

The *Economic Development Strategic Plan* identified the following industries to help guide the City in business recruitment efforts or have the potential to generate economic momentum in Fairburn

Development Infrastructure & Manufacturing



Residential and non-residential building construction



Utility and infrastructure construction



Site preparation



Veneer, plywood, and engineered wood manufacturing



Architectural and electrical equipment manufacturing

Distribution Logistics



Recyclable material merchant wholesalers



Grocery and related product wholesalers



Lumber and other construction material wholesalers



Freight transportation and support services



Couriers and delivery services

Entertainment & Leisure



Full-service restaurants



Visitor accommodations



Film and digital design



Sound recording and production

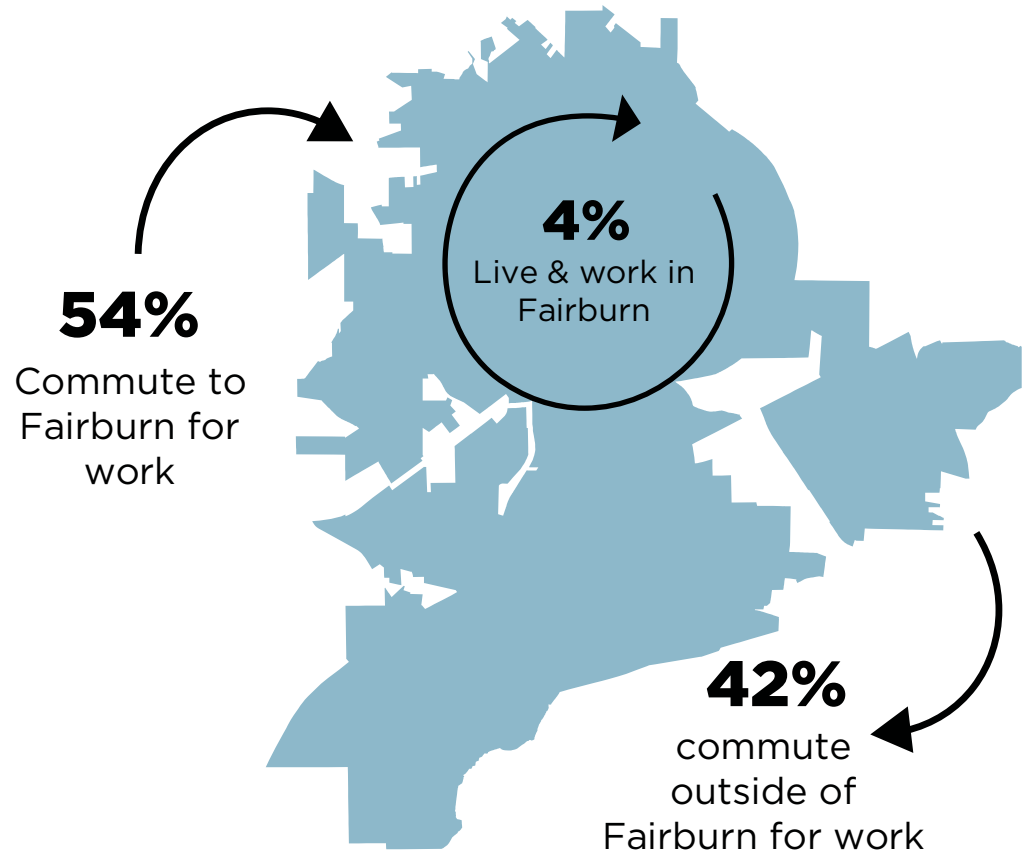


Custom manufacturing

Employment, Jobs, & Workforce

The City of Fairburn has 7,386 jobs, representing 8% of all jobs within southern Fulton County. Manufacturing is the leading sector in Fairburn, accounting for over 1,400 jobs (nearly 20% of the city's total employment and 12% of southern Fulton County's employment in this industry). Wholesale trade is the second largest sector, comprising 1,166 jobs (15.8% of Fairburn's workforce and 9.8% of the county's). The third largest sector, accommodation and food services, includes 847 jobs (12% of the city's employment and 12% of the county's in this field).

Due to Fairburn's location within the metropolitan region, workers frequently commute to and from nearby areas. Only 4% of working residents both live and work within the city limits. The most common destination for Fairburn commuters is Atlanta (19%), while 10.1% commute to neighboring cities such as College Park or Union City.



Sources: US Census Bureau, Claritas

Economic Development

Real Estate Assessment

An analysis of development patterns reveals distinct concentrations of commercial real estate:

- Retail and multifamily properties are primarily located along the SR 74/Senoia Road and US-29/Roosevelt Highway/Broad Street corridors.
- Industrial properties are dispersed along I-85, US-29/Roosevelt Highway/Broad Street, and the areas in between.
- Office uses are concentrated in downtown Fairburn and the city's center.

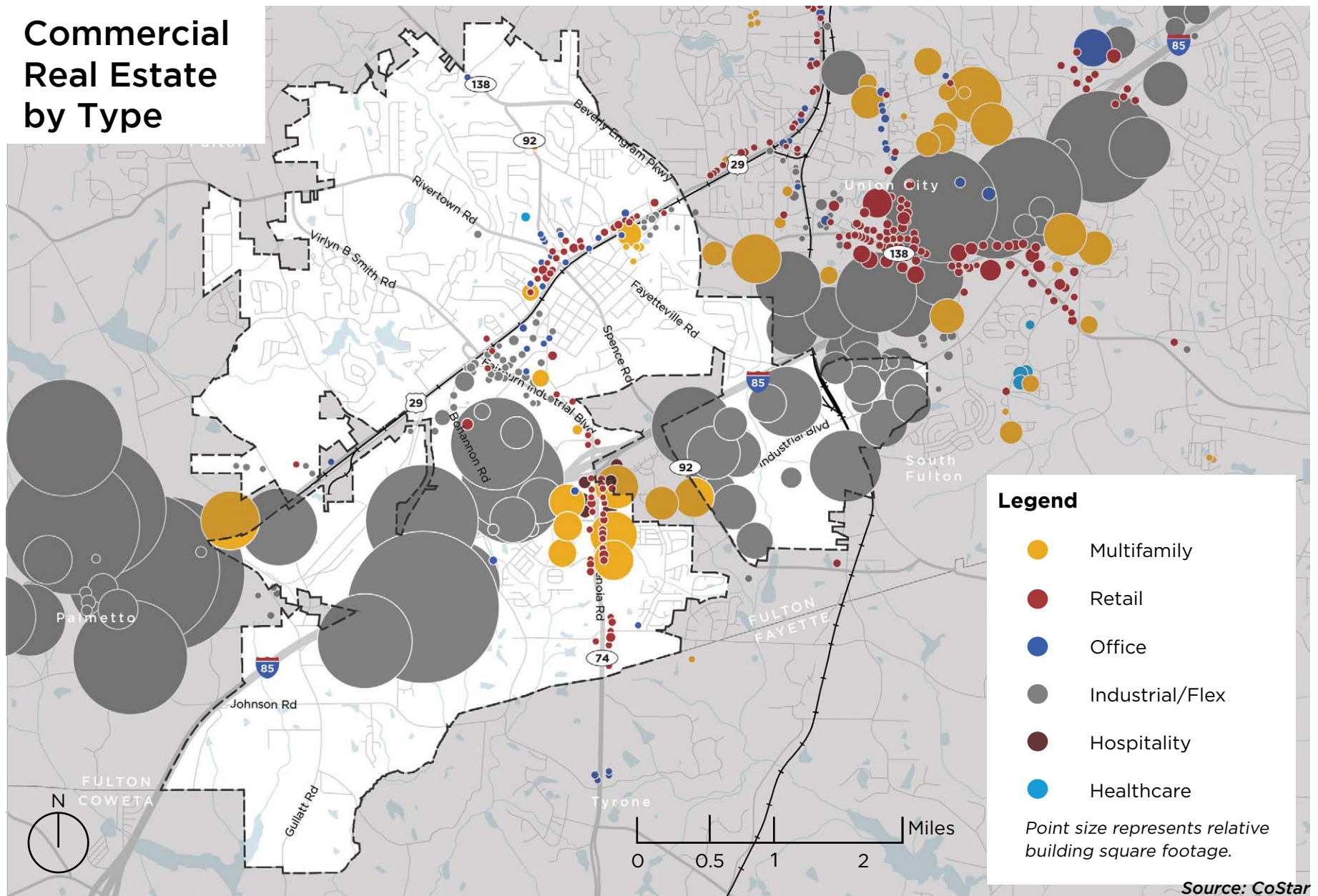
The map on page 71 illustrates the distribution of commercial real estate within the city and a 5-mile radius of downtown Fairburn. Development within Fairburn follows broader regional trends, with commercial properties clustered around major transportation corridors and larger buildings concentrated among industrial and multifamily properties.

Development Patterns Over Time

Industrial/flex space has been the most consistently developed commercial real estate type in Fairburn. **As of February 2025, over 85% of the city's commercial real estate is designated as industrial/flex space.** Of the 19 million square feet of industrial/flex space, 40% was delivered between 2010 and 2019. Since 2000, multifamily development has grown steadily as a share of new construction.



Commercial Real Estate by Type



Economic Development

Commercial Real Estate Inventory: Comparative Overview

Fairburn remains a comparatively affordable location for both residents and businesses across most commercial real estate types. Outside of industrial/flex space, average commercial rents in Fairburn are lower than regional averages.

Industrial/Flex

Fairburn hosts almost 2.5% of all the industrial/flex space within the Atlanta region and over 15% of southern Fulton County's inventory of this space. Through 2021, average rental rates for industrial/flex space closely followed region-wide and southern Fulton County averages. Rental rates spiked in 2022 during the post-pandemic recovery and have maintained a rental premium over the region as a whole. Vacancy rates for industrial/flex were more sporadic until 2020 compared to the region and southern portion of the county. Since then, vacancy rates have maintained levels below those averages and have followed similar trends.

Retail

Approximately 6% of retail space within southern Fulton County is concentrated in Fairburn. Fairburn has over 600,000 square feet of retail space, compared to almost 10 million within southern Fulton County overall. Like this part of the county, retail rents within Fairburn have historically remained below the region average, increasing the relative affordability for retail tenants. These lower rents have contributed to lower retail vacancies than the region overall, except for 2018 and 2023. However, in this context, vacancy and utilization are not synonymous, and these numbers will not reflect a retail space with an active lease but not being actively occupied or utilized by a tenant.

Office

Fairburn currently has very little office space. Its existing office inventory is mostly small spaces, averaging 4,135 square feet. Rental and vacancy rates have been well below the region and southern Fulton County average. However, vacancy and utilization rates are not synonymous.

Hospitality

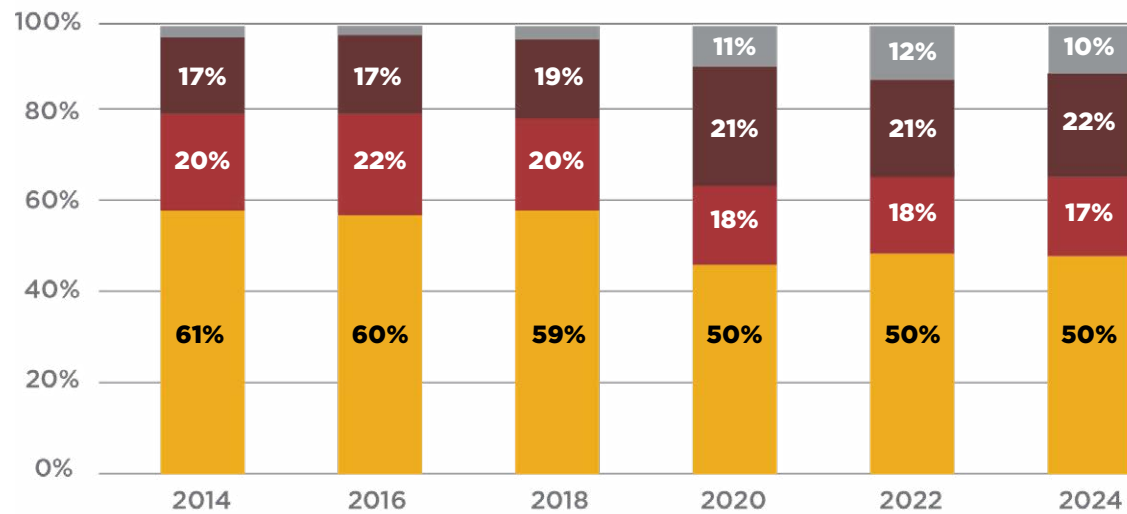
Hotels within Fairburn and southern Fulton have followed similar trends as the region overall. The average revenue per available room within Fairburn continues to remain below the region and southern portion of the county overall. Similar to the region, average revenue per available room has exceeded pre-pandemic levels. The hospitality sector within Fairburn has maintained lower vacancy rates than the region since 2020. Unlike the region overall, the average vacancy in Fairburn has been able to recover to its pre-pandemic level.

Source: CoStar

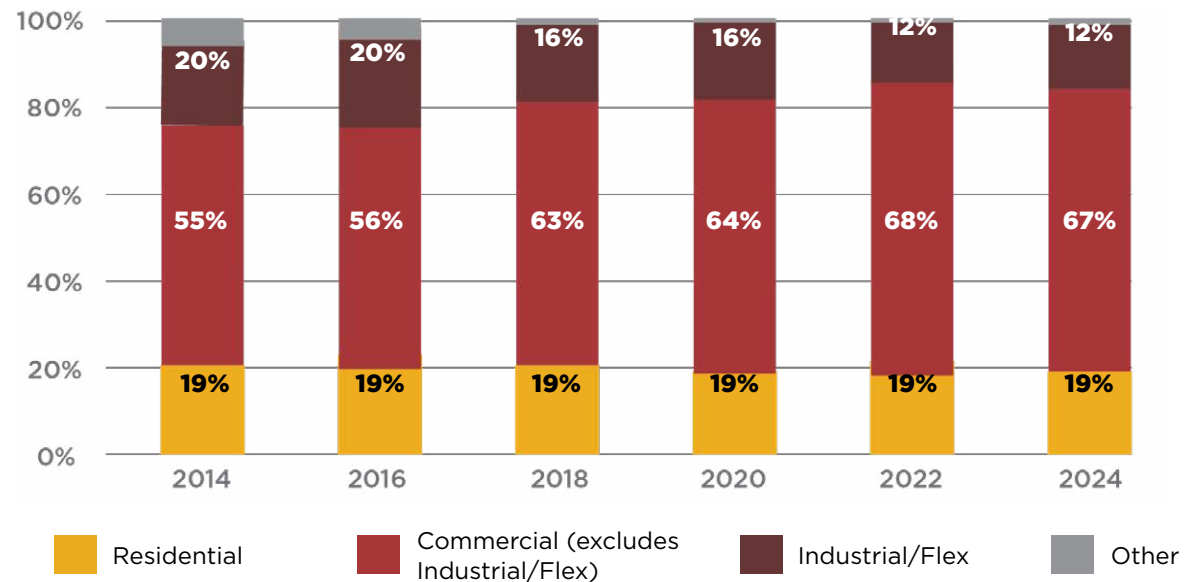
About the Tax Digest

When analyzing Fairburn's commercial real estate trends, it is important to distinguish between share of gross acres by use and gross digest value by use. Gross acres by use refers to the area occupied by different property types, while gross digest value represents the total tax-assessed value of those properties. For example, residential properties with fewer than four units comprise approximately 50% of the city's total land area, making it the most extensive land use category by acreage. However, this same residential category contributes only 19% of the gross digest value. In contrast, commercial properties, including multifamily, occupy less land but generate a disproportionately higher share of the taxable value. This discrepancy highlights that land uses with a smaller physical footprint, such as industrial, flex, or multifamily developments, can have a much greater fiscal impact. Understanding this distinction is crucial for strategic land planning and ensuring a balanced tax digest.

Share of Gross Acres by Use, 2014-2024



Share of Gross Digest Value by Use, 2014-2024



Source: Georgia Department of Revenue

Economic Development

Consumer Journey

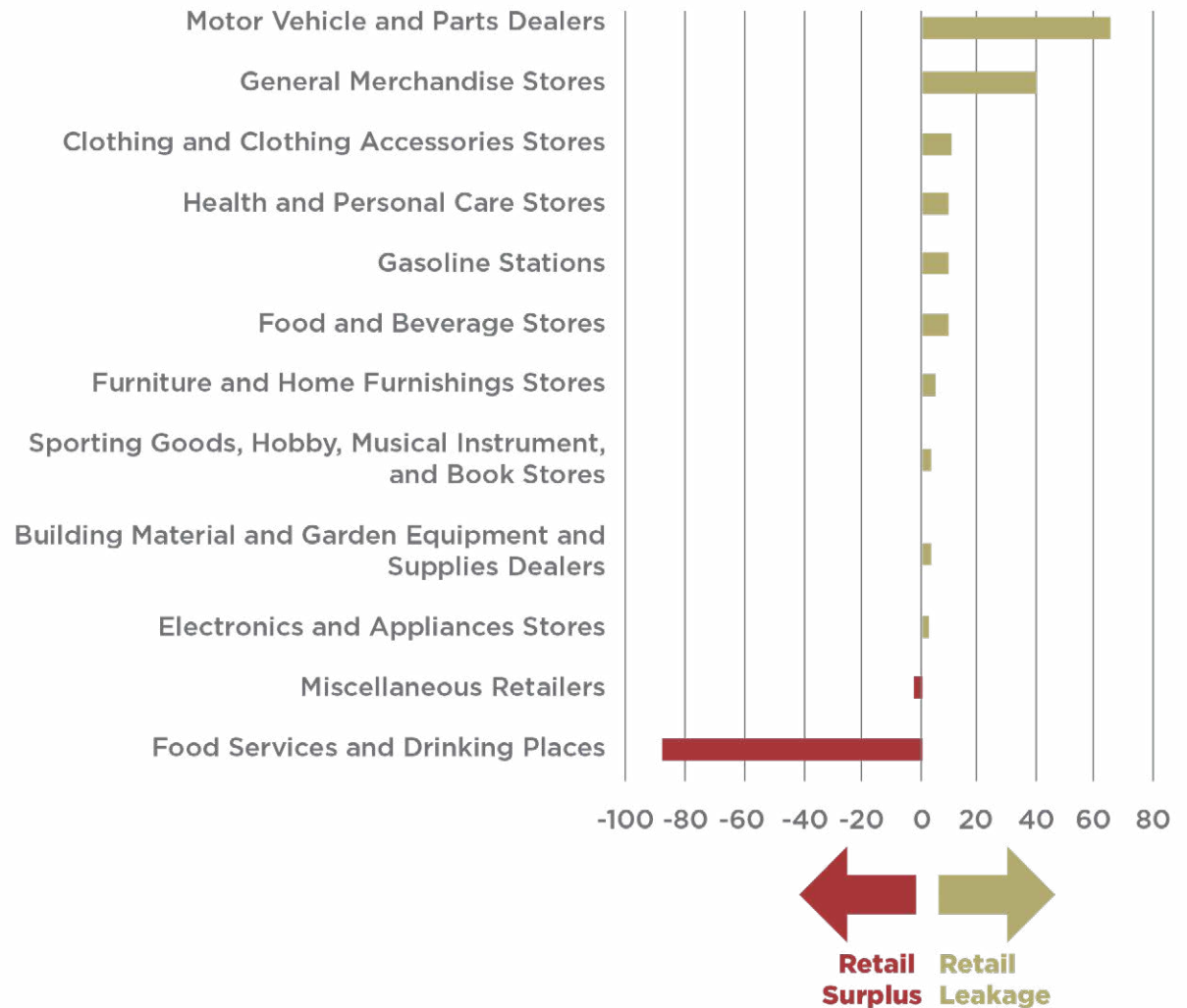
Retail Opportunity Gap

Households in Fairburn are estimated to spend \$339 million in annual retail purchases. Retail sales within Fairburn are estimated at \$261.7 million. The difference, \$77.7 million, is the retail “opportunity” gap within Fairburn. This represents unmet demand or consumer retail spending “leaking” outside the city. Its largest non-auto-related retail leakage (where there is unmet local demand) is in general merchandise stores. Fairburn’s largest retail surplus (where the supply exceeds local demand) is in food services and drinking places.

It is important to note that these are high-level retail industry classifications. For example, while this shows that there is not any unmet demand for food and drinking places more broadly, this is heavily skewed by the number of fast-food establishments within Fairburn and their sales capture from interstate drivers. It also does not indicate that demand for specific products or services is being met.

This data most likely indicates a likely market for services and merchandise with green bars, and a surplus of retail in the red.

Retail Gap Analysis (2025)

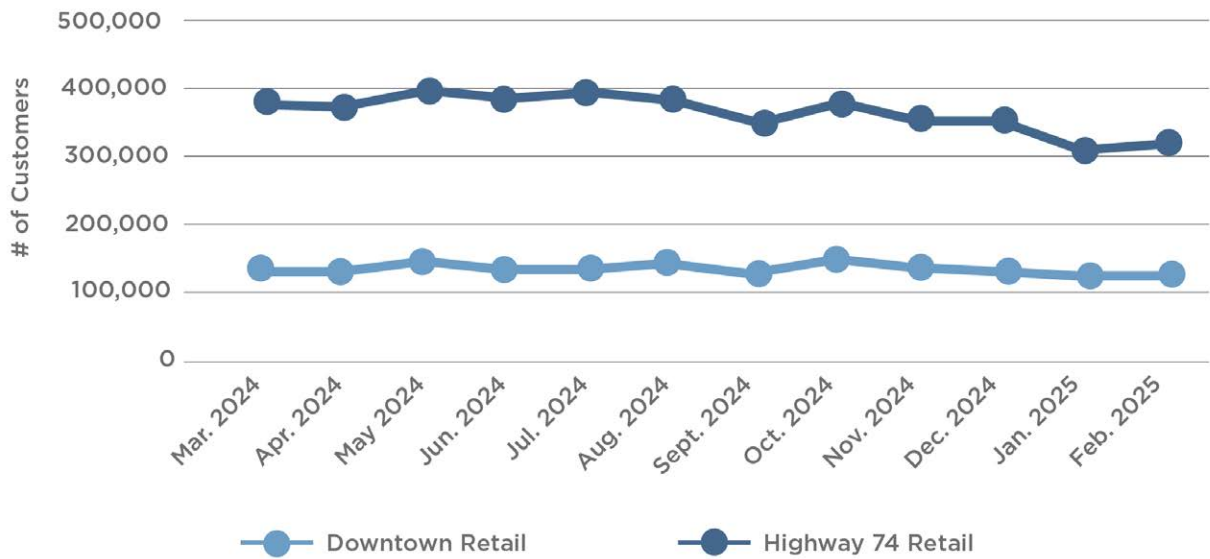


Source: Claritas

Retail Visits

Fairburn has two primary retail nodes: downtown and SR 74/Senoia Road. Over the past 12 months, downtown Fairburn recorded 192,000 visitors, while SR 74/Senoia Road attracted 965,000 visitors (excluding gas stations). Compared to three years ago, annual visitation increased 10.3% in downtown Fairburn and 2.6% along SR 74/Senoia Road, though recent year-on-year growth has stagnated. Given the different nature of the two major retail nodes, their activity contrasts throughout the day. Downtown visitation peaks from 2–6 p.m., but declines significantly after 6:00 pm. SR 74/Senoia Road visitation is more evenly distributed, with peaks from 11:00 am to 1:00 pm, likely influenced by its proximity to I-85. Despite higher visitor frequency downtown, the average dwell time for both retail nodes is approximately 20 minutes, reinforcing that downtown Fairburn remains a quick-stop destination rather than a gathering place. This suggests an opportunity to enhance downtown Fairburn as a gathering place by increasing evening activity and encouraging longer visits from visitors.

Customer Monthly Visit Trends over the Past 12 Months



Source: Placer.ai

Broadband

Overview

In 2018, the State of Georgia launched the Georgia Broadband Deployment Initiative (GBDI) to recognize how vital broadband is to communities' economic and social strength. The State defines a high-speed broadband internet connection as a 25 megabits per second (Mbps) download speed and a 3 Mbps upload speed. Like other forms of utilities, broadband access and infrastructure can significantly shape land use patterns, influencing where residential, commercial, and industrial development may occur.

For example, areas with strong broadband internet, especially supported by fiber optic infrastructure, are more likely to attract businesses that rely on the internet, such as tech startups and e-commerce companies. This can attract cleaner industries over more heavy industrial uses that potentially increase freight traffic. These also align with Fairburn's target industries, which are identified on page 68. Broadband can also offer opportunities for economic development through the digital marketplace or support work-from-home solutions for those living in Fairburn's more rural areas.

Currently, Fairburn enjoys a high level of broadband coverage. However, reaching 100% broadband coverage can help the City achieve its economic development goals and accommodate growth through various community resources. It will be vital to ensure future developments are aligned with high-coverage areas.

Broadband in Fairburn

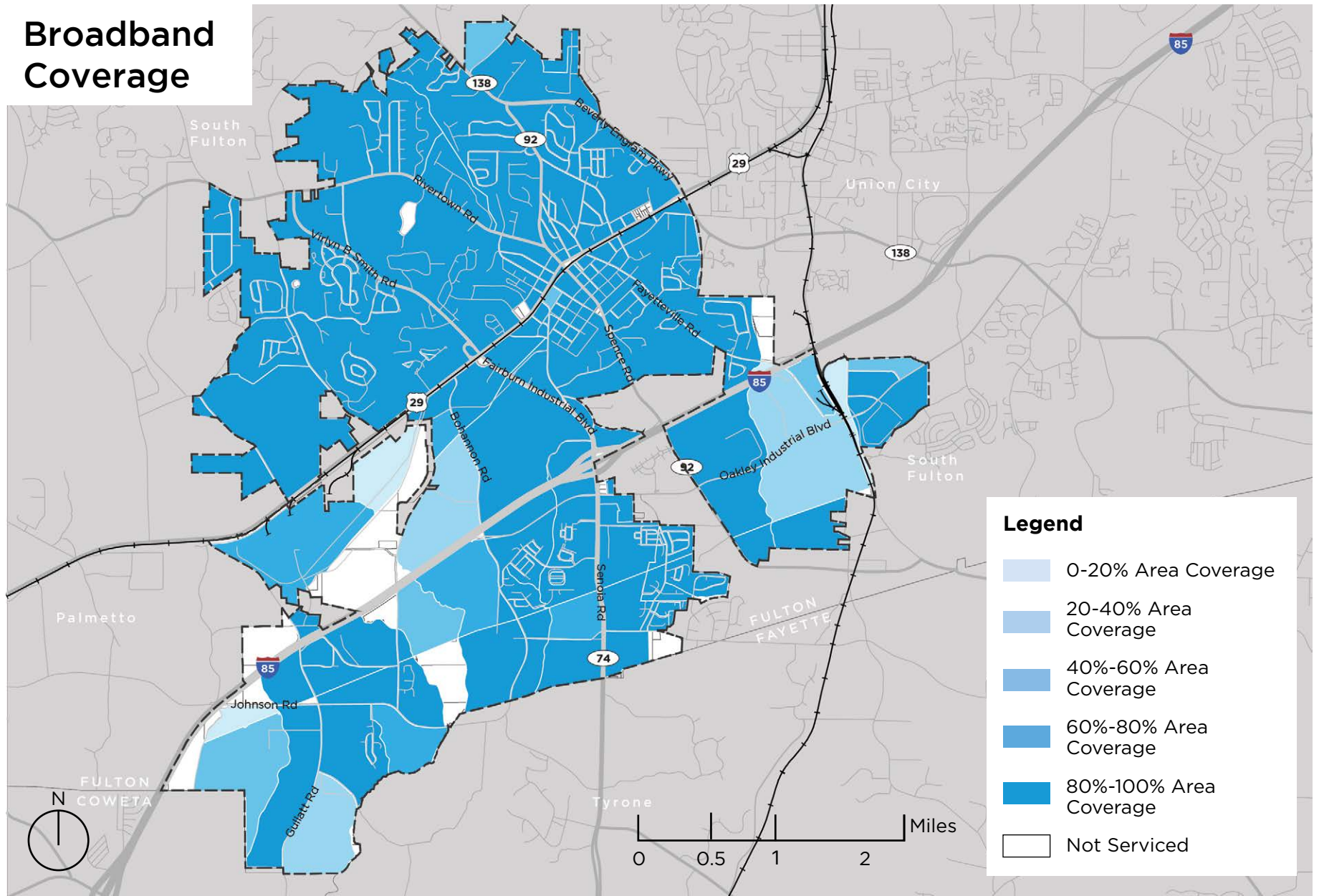
This analysis uses 2024 data from the Federal Communications Commission (FCC) to examine areas served, under-served, and unserved by broadband. It is also a basis for future initiatives and their contribution to the city's broadband coverage.

Fairburn is fortunate to enjoy extensive broadband coverage, with only 2% of the city going unserved. That equates to 7,234 served locations, 130 under-served, and 30 unserved areas. The map on page 77 shows where these served and unserved areas are located. The areas within the city that are neither served nor unserved are classified by the FCC as "no location," meaning there is no commercially available source for the data.

High service areas are concentrated in the city's main residential neighborhoods north of US-29/Roosevelt Highway/Broad Street and along SR 74/Senoia Road. Census blocks with lower service coverage rates are concentrated in the city's more rural areas along its southern border, in the heavily industrial area by the CSX rail yard between US-29/Roosevelt Highway/Broad Street and I-85, and in its eastern industrial corner.

Increasing broadband coverage in these industrial areas could help attract development infrastructure and manufacturing, distribution logistics, and entertainment and leisure industries as the city's industrial landscape changes.

Broadband Coverage



Natural & Cultural Resources

Overview

Fairburn faces several environmental constraints that limit development in certain areas—either due to high construction costs or the need to protect valuable natural resources. However, the parts of the city not impacted by these constraints, such as downtown Fairburn and the SR 74/Senoia Road corridor, present the most logical opportunities for growth. At the same time, Fairburn is rich in cultural resources that contribute to its identity and make it a meaningful place for those who call it home.

Previous Plans & Efforts

Fairburn has not taken on any planning efforts directly related to natural resources outside its previous comprehensive plans. The City began planning for cultural resources in 2019 with the passage of its *Creative Placemaking Strategy* and has recently begun planning for the future of the 150-year-old Campbell County Courthouse, which suffered damage from a fire in the fall of 2022. Each of these identified needs and opportunities from these plans were reviewed with the Steering Committee and broader community to ensure their relevancy. Recommended projects from these plans that are not yet completed but necessary for meeting the remaining needs and opportunities were added to the Community Work Program in Chapter 12.



Window art in downtown Fairburn

Previous Plans & Efforts

Plan	Needs & Issues	Opportunities	Recommendations & Projects
2019 Creative Placemaking Strategy. Covers the whole city limits.	<ul style="list-style-type: none"> • Greenspace for recreation, events, and attracting visitors needs to be preserved and expanded. • There is a need to support business-friendly policies to attract new retail that would enhance downtown's vibrancy. • Local capacity for creative placemaking needs to be strengthened. 	<ul style="list-style-type: none"> • There are educational institutions and arts organizations already in Fairburn. • There are vacant buildings and properties that could offer space for arts, events, and education. • Fairburn has plenty of existing venues for festivals and performances. • Fairburn's position as a growing hub for the film industry provides an opportunity for the future. 	<ul style="list-style-type: none"> • The plan recommends updates to the stage and courtyard to add shade structures, street furniture, murals, interactive art, and lighting. • A pedestrian underpass across from Landmark Christian School can be built to include lighting, signage, wayfinding, murals, programming, and connective stairs. • The City should continue expanding its mural program and continue installing functional public art.
2024 Old Campbell County Courthouse Study. Ongoing study.	<ul style="list-style-type: none"> • The damaged courthouse is in need of a solution that is supported by local historic preservation advocates, as well as the rest of the community. 	<ul style="list-style-type: none"> • One opportunity is demolition, although that is not the most popular solution. • Other opportunities include stabilizing the structure by restoring the exterior and leaving the interior blank; adding a stage and pavilion to the exterior; restoring both the exterior and interior, and use as an event center; and developing all or a portion of the site for new housing. 	<ul style="list-style-type: none"> • No official recommendations have been made as of the writing of this report.

Natural & Cultural Resources

Natural Resources

Natural Resources & Limitations on Development

The ARC has identified wetlands, water supply watersheds, and groundwater recharge areas within Fairburn as Regionally Important Resources. In addition to these, Fairburn has several natural and environmental limitations to development, mostly around its topography (how hilly it is) and hydrology (how wet it is). However, these aspects of the city's natural environment are assets to the broader region.

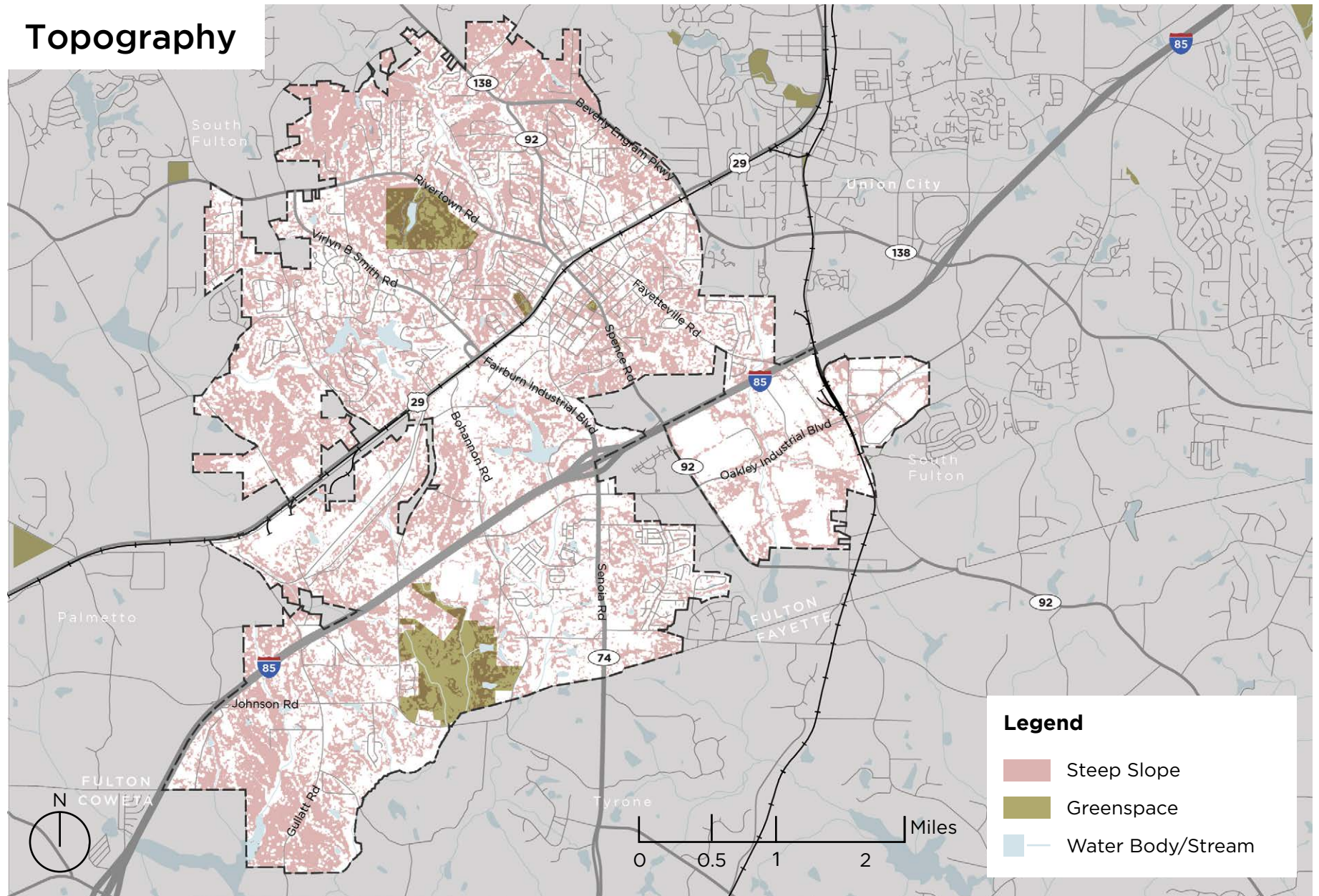
Topography

Steep slopes, defined as areas with a slope greater than 15%, make up 38% of Fairburn's land area. Steep slopes can make some properties, especially smaller ones, difficult to develop or redevelop as they may require expensive regrading efforts or other work on-site before construction can begin.



Fairburn has a high level of tree canopy throughout the city

Topography



Natural & Cultural Resources

Wetlands

Wetlands are areas of land that are saturated or covered by water all year or for varying periods of time throughout the year. Wetlands are significant because they provide food and habitat for a diverse array of plants and animals, serve as a buffer to flooding and erosion, and form a major part of the water cycle. Fairburn contains 450 acres of wetlands, about 4% of its total area. Developing on a wetland is often not recommended, as it can disrupt the wetland's ecological function by exacerbating flooding issues, reducing wildlife habitat, and putting more strain on the area's stormwater infrastructure.

Floodplains

Only a small amount of the city's land—approximately 220 acres—is located in a floodplain and/or stream buffer. Similar to wetlands, vacant or underutilized properties located in floodplains or stream buffers is often not recommended, due to flooding being destructive to property, or prohibited due to local regulation.

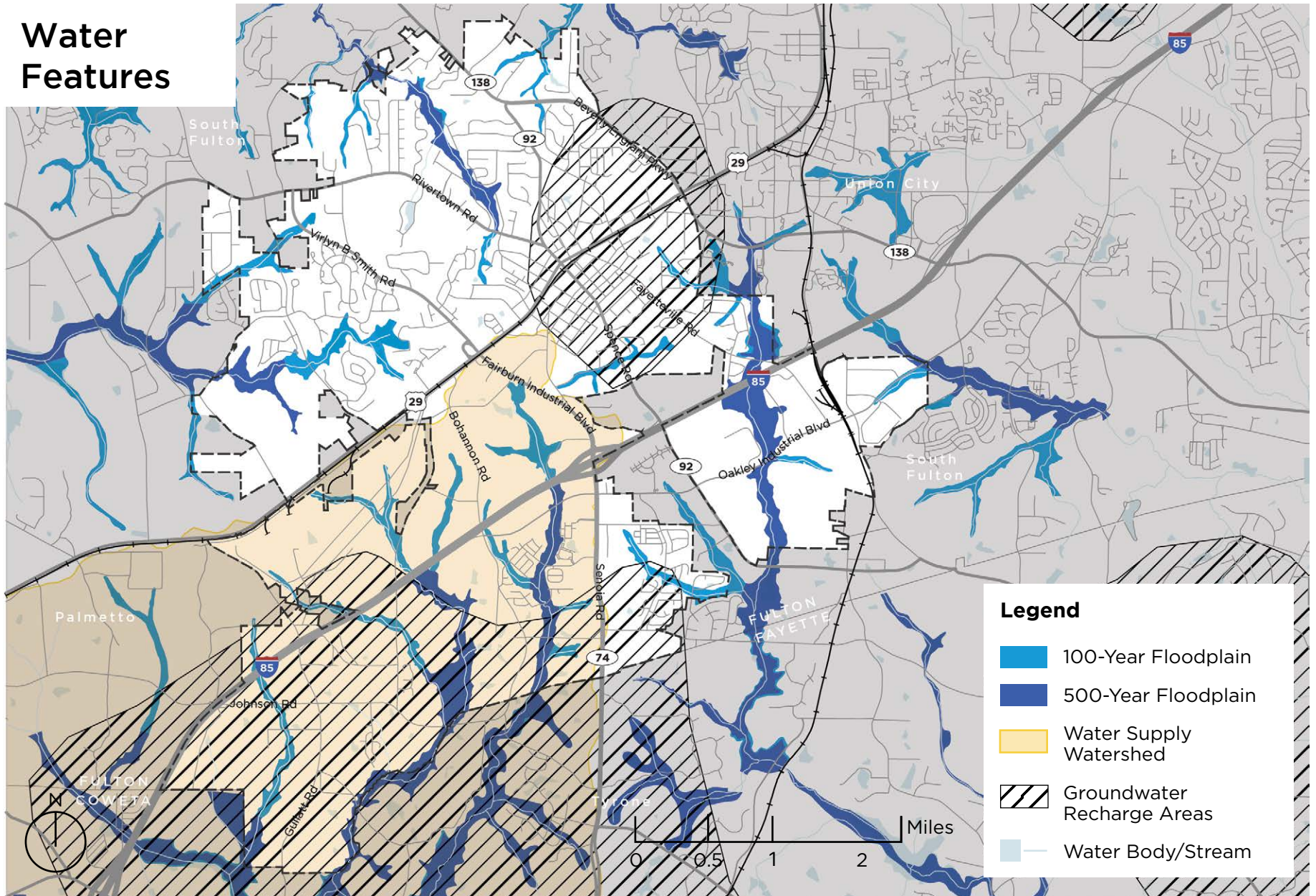
Water Supply Watersheds

Small water supply watersheds are watersheds that have less than 100 square miles of drainage area upstream of a drinking water supply intake or a non-federal water supply reservoir. Two small water supply watersheds—the Line Creek watershed and Lake McIntosh-Line Creek watershed, both part of the Upper Flint River basin—intersect in the southwestern corner of the city, totaling 4,210 acres and covering about 38.5% of the city. Development within water supply watersheds is possible, but it requires careful planning to minimize negative impacts on water quality and quantity.

Groundwater Recharge Areas

Groundwater recharge areas are places where water seeps into the ground and replenishes the groundwater stored in aquifers. It is important to protect these areas from pollutants and to ensure that they remain suitable for recharging to maintain a healthy supply of groundwater. Approximately 34% of the city is within a groundwater recharge zone. These zones account for 3,661 acres dispersed throughout the city. While development can occur in a groundwater recharge area, efforts must be taken to incorporate strategies that promote water infiltration, avoid excessive stormwater runoff, and protect the groundwater from contamination.

Water Features



Natural & Cultural Resources

Cultural & Historic Resources

Natural Register of Historic Places

Fairburn has two historic resources on the National Register. The first listing is the former Campbell County Courthouse, built in 1871. It is located at the intersection of E. Broad and Cole Streets. In fall of 2022, the courthouse suffered significant interior damage from a fire, affecting both the interior and exterior of the building.



Old Campbell County Courthouse

The second listing is the Fairburn Commercial Historic District, added in 1988. It extends along W. Broad Street from Smith Street to Dodd Street. This area has an intact collection of late 19th and early 20th century buildings and structure that represent typical small town commercial architecture of the time. These historic buildings, all arranged in along angled streets, once housed general stores, specialty stores, banks, and services that were part of residents' everyday life during that period. Also in the district were two rail depots that represent the significant link that the railroad played in Fairburn's growth and development.

Additional Cultural Resources

- **Frankie Mae Arnold Stage and Courtyard.** Named for Fairburn's first African American councilmember and prolific member of the community, this "pocket park" off of US-29/Roosevelt Highway/Broad Street is a gathering place where concerts, festivals, and other events, are held on a regular basis.
- **Southside Theater Guild.** Founded in 1973, the Southside Theatre Guild aims to benefit the surrounding South Metro Atlanta communities through entertainment

and education. In its 50+ years of operation, more than 200 productions have taken place in the former movie theater in downtown Fairburn.

- **Georgia Renaissance Festival.** Over the course of the late spring and summer, the 32 acres next to Duncan Park in Fairburn transforms into the Georgia Renaissance Festival, transporting visitors to 16th-century England. The festival offers artisan booths, performances, and food and drinks.
- **South Fulton Studios.** South Fulton Studios Performing Arts School, located in downtown Fairburn, offers a range of performing arts programming and education. The studio collaborates with artists, organizations, schools, and the community to encourage the creation, appreciation, and understanding of the arts.
- **Public art.** Public art is largely carried out by the City's Arts Advisory Council. The council serves as the review body for all projects throughout the city and decides if proposed public art enhances or benefits the city and community.

Cultural & Historic Resources



A photograph of a community meeting with several people standing and talking. In the background, there is a Coca-Cola vending machine and a sign that says "801A".

Community Engagement

In this chapter:

Introduction

Marketing the Plan

Engagement Touchpoints

Key Takeaways



1 Strategic Priorities

We have provided you with 6 sticky notes. On the sticky notes, write down what you want to focus on.

NOTE: Use 2 sticky notes for each priority.

NOTE: Use 2 sticky notes for each priority.

Place your 6 sticky notes on any of the priorities listed on this chart.

Remember, actions and focus are needed NOW. This is important, but we'll just PAUSE what we have here.

This is important, but we'll just PAUSE what we have here.

Improve public safety

Enhance parks, culture, and recreation

Improve transportation, sidewalks, trails, road quality

Citizen engagement and transparency

Beautifulness and environmental sustainability

Improve quality of city department services/customer service

Growth in economic development

Increased housing and affordability

Long-term financial stability

Recognizable city brand and image

Quality of life

Improve public safety

Enhance parks, culture, and recreation

Improve transportation, sidewalks, trails, road quality

Citizen engagement and transparency

Beautifulness and environmental sustainability

Improve quality of city department services/customer service

Improve public safety

Enhance parks, culture, and recreation

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Enhance parks, culture, and recreation

Improve transportation, sidewalks, trails, road quality

Citizen engagement and transparency

Beautifulness and environmental sustainability

Improve quality of city department services/customer service

Introduction

Community engagement was critical to developing Fairburn's comprehensive plan. As part of the planning process, the City of Fairburn and the consultant team facilitated a number of opportunities for public engagement, such as the establishment of a steering committee; a series of public meetings, including a "pop-up" meeting at the annual summer concert series; a community input survey; and online engagement. The input gathered, both from in-person and online participation, guided the planning process and is directly reflected in the plan's goals and recommendations. **A total of 1,098 comments were provided across all outreach efforts, demonstrating a strong commitment from the community to shaping the future of Fairburn.**

Some of the major themes identified throughout the process include:

- A stronger strategy for growth management
- A better framework for land use planning
- Furthering economic development initiatives, like attracting more retail and grocery options
- More investment in infrastructure
- More broad-reaching public involvement
- A higher quality of life
- A greater diversity of housing options

Engagement by the Numbers



~Community Meeting Attendees



Project Website Visits



Completed Surveys



Flags used during the Visioning Workshop

Participants by Meeting Type:

- Stakeholder Interviews: **16**
- Kick-off Meeting: **93**
- Visioning Workshop: **61**
- Pop-up: **13**
- Draft Plan Open House: **26**

Marketing the Plan

Strategy

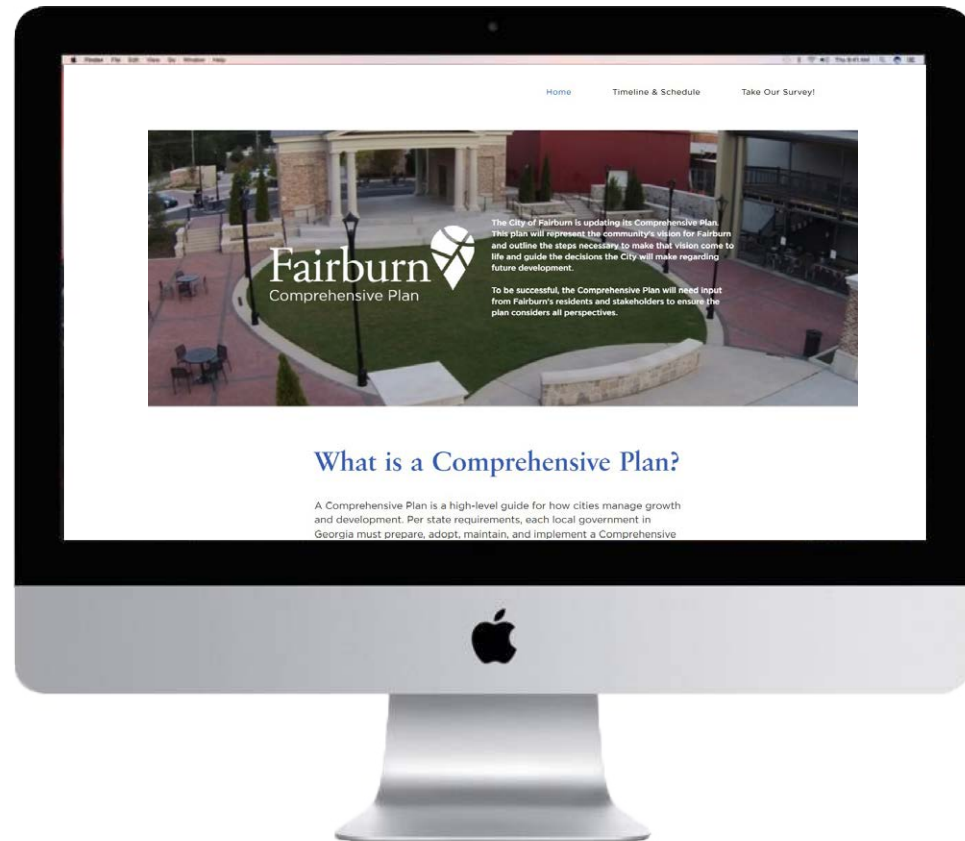
A multi-faceted marketing strategy was implemented to make the community aware of the planning process. This included a combination of digital and traditional methods such as:

- Promoting meetings via the City's website and dedicated comprehensive plan website
- Passing out flyers at community events
- Press releases to the local media
- Social media posts
- Email blasts



Website

A website, www.fairburncompplan.com, shared updates and information throughout the plan's development. It served as a central hub for meeting notices, plan documents, and opportunities to participate. The site also featured interactive tools to support online engagement.



Community Input Survey

Overview

The community input survey was posted on the website and was live from April

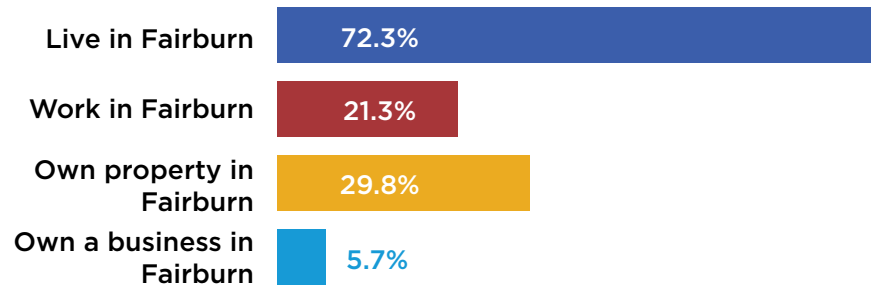


141
responses!

4 until May 3, 2025 and received a total of 141 responses. The survey featured 31 total questions, including optional questions intended to get demographic data from respondents. The survey was done in conjunction with the concurrent strategic plan effort. Hard copy versions of the survey were available in addition to the online survey, as well as a version in Spanish intended to reach the Latino/Hispanic population.

Who Took the Survey?

The majority of survey respondents said they live in Fairburn.



Only 57% of respondents answered the demographic information:




- The median age was 47 years old.
- 78% identified as homeowners.
- 46% of respondents said that they live in a household where children under 18 also lived.
- 55% of respondents identify as Black, 35% as White, and about 3% as Hispanic/Latino.

This input provides a meaningful, though partial, snapshot of who provided feedback throughout this process. Most responses came from older residents and homeowners, with fewer respondents from younger residents, renters, and Black community members—groups that make up a larger share of Fairburn’s population. As with many public engagement efforts, there is potential for response bias, as those who feel more invested or comfortable are more likely to participate and share demographic information.




Survey Feedback

Strategic Priorities

Top Priorities for Now

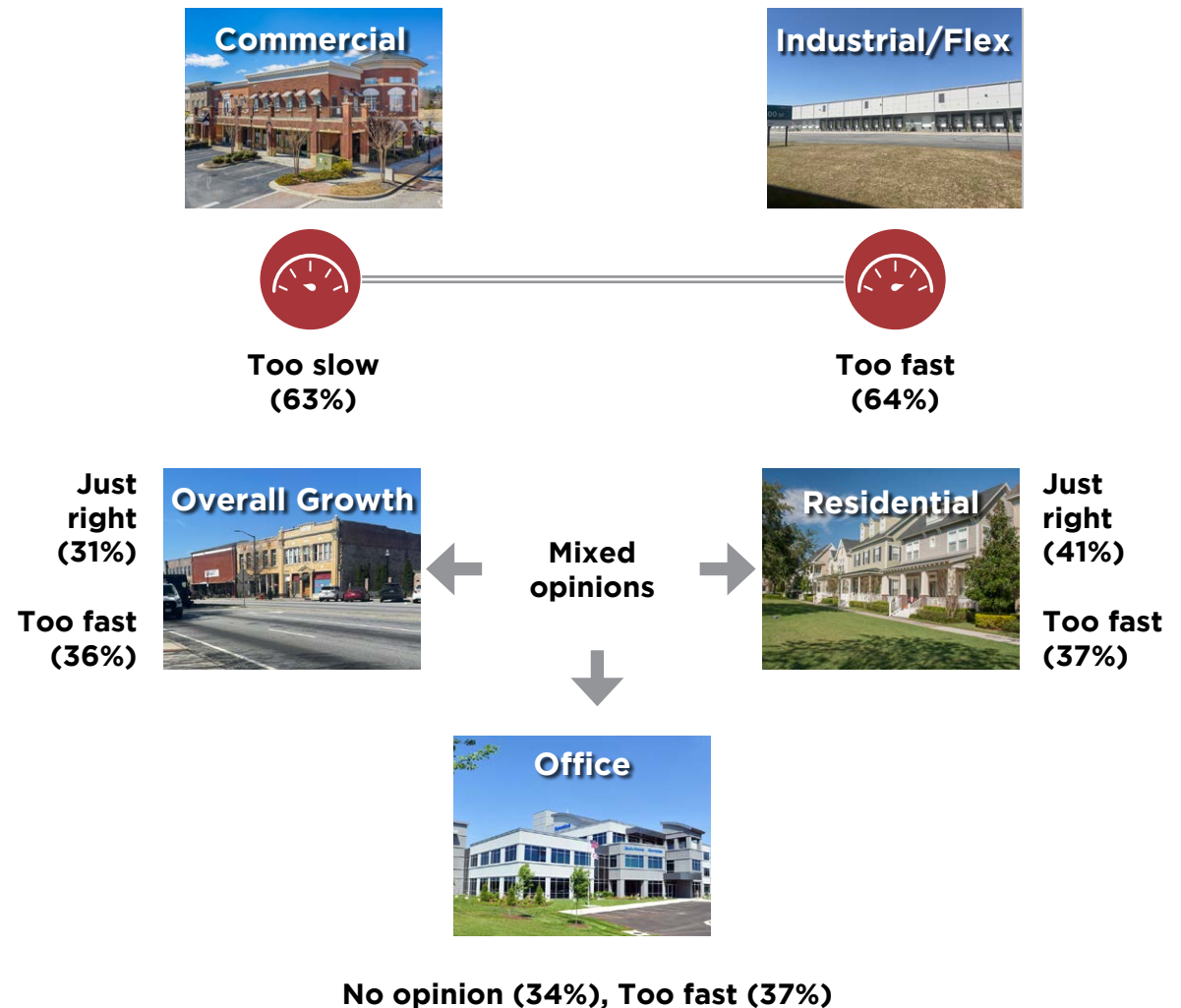
-  1. Enhancing Downtown - 57%
-  2. Improving Parks, Recreation, and Trails - 34%
-  3. Walkability - 32%

Top Priorities for the Future

-  1. Infrastructure Availability - 4.65/5
-  2. Public Safety - 4.59/5
-  3. Roadway Improvements - 4.54/5

Growth

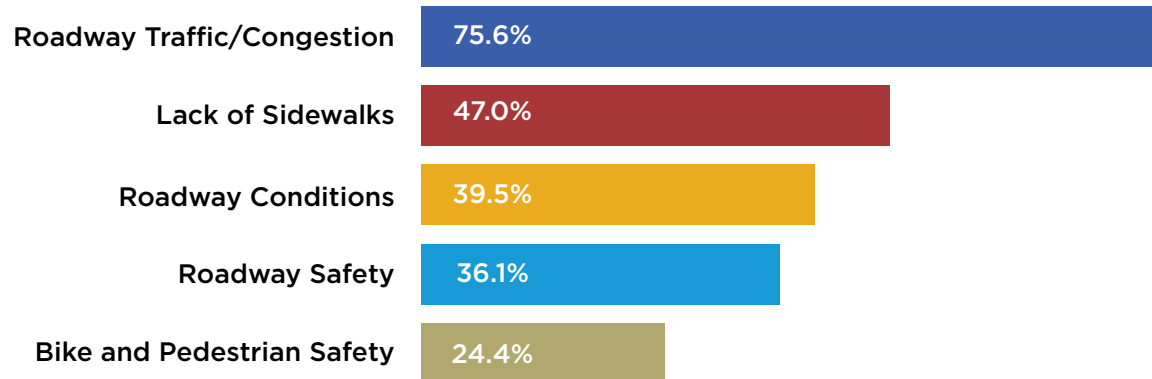
Survey respondents clearly indicated that they perceived commercial development is growing too slowly, while industrial/flex development is growing too fast. There was a mixed opinion about the pace of overall growth and residential growth—it was evenly split between too fast and just right. Respondents were also split on office growth, expressing that they either had no opinion or felt that it was too slow.



Community Input Survey

Transportation

When asked about what they felt were the greatest transportation concerns in Fairburn, survey respondents listed roadway traffic and congestion, lack of sidewalks, and roadway conditions as the top answers, followed by safety concerns.



Survey respondents used the survey's open-ended questions to make many suggestions across these issues to improve Fairburn's transportation system, summarized to the right.

Recommended Solutions

Roadway Issues

- Widen key roads near industrial areas by adding lanes
- Redesign major intersections
- Prioritize road maintenance and curb/pothole repairs

Truck Traffic Management

- Create truck-free lanes and restrict truck access on local roads
- Re-route trucks away from neighborhoods and downtown
- Introduce truck tolls to help fund road upkeep
- Enforce truck route policies

Transit

- Improve sidewalks and crosswalks near bus stops
- Expand pickup locations and operating hours
- Explore micro-transit options

Safety & Enforcement

- Install signals and crossings at intersections
- Add speed control measures like humps and roundabouts
- Improve lighting on roads and trails

Housing

According to the community survey, there is a mixed opinion on housing affordability in Fairburn. Over a quarter (27%) thought housing was somewhat unaffordable, while 24% thought it was somewhat affordable. The remaining half was also split between housing prices being just right, very affordable, or very unaffordable. When asked how important certain outcomes were for the future, survey respondents stated that housing affordability was somewhat important, while respondents felt that housing choice was still important, but slightly less so than affordability.

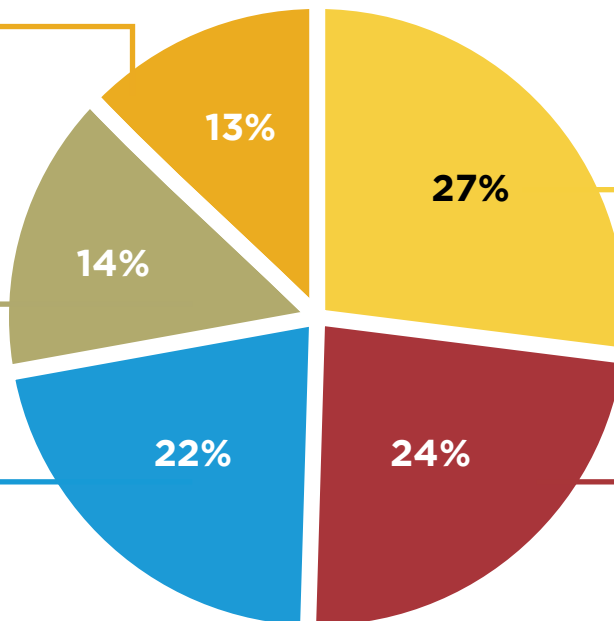
Very unaffordable - it seems like everyone is struggling to find something in their price range.

Somewhat unaffordable - housing costs are relatively high, but not too bad.

Very affordable - it's easy to find housing for every budget.

Neither affordable nor unaffordable - housing costs seem to be just right.

Somewhat affordable - housing costs are relatively low, but they could be better.



Community Input Survey

Economic Development

Survey respondents rated economic development and downtown development/redevelopment as very important to Fairburn's future. They repeatedly mentioned the need for more sit-down restaurants and retail shops, particularly to revitalize downtown. Some reported driving outside of the city for shopping, dining, and entertainment. The primary recommendation for remedying this was more City support for small businesses.

Broadband

While broadband was not a central focus of the survey, several residents voiced concerns about slow internet speeds in the southern part of the city. These comments align with FCC broadband availability data, with Virlyn B. Smith Road specifically identified as an area facing connectivity challenges. Despite its secondary focus, residents clearly understand the importance of reliable broadband. One survey comment, in particular, captured the essential connection between quality of life, economic development, and internet and cell service.

“ I believe that our household dollars are mostly spent outside of Fairburn. I would love to spend my money in the city I reside in. ”

“ The City of Fairburn needs to invest in the latest internet technology available for citizens and get updated wireless technology, namely cell phone towers. Most people do not have landlines anymore, and the cell phone signals in Fairburn are horrible. You can barely use the phone at your own home. Also, the children need the internet, as well as people who work from home. And for all our basic needs, we need faster internet service. ”

Natural & Cultural Resources

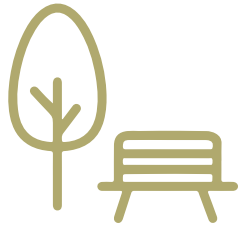
Fairburn's natural and cultural resources were frequently mentioned in the community input survey as some of the city's best assets and strong contributors to the quality of life in Fairburn.

Respondents especially love the city's tree canopy, ample greenspace, and natural beauty. Half of respondents cited parks and recreation as very important to Fairburn's future, and nearly half said the same for historic preservation. Furthermore, in response to the survey question about the city's greatest strengths to protect, 20% of the comments praised the strong sense of community culture throughout the city.

How important do you think historic preservation and parks and recreation are for Fairburn's future?

50%

said parks and recreation is "very important."



41%

said historic preservation is "very important."



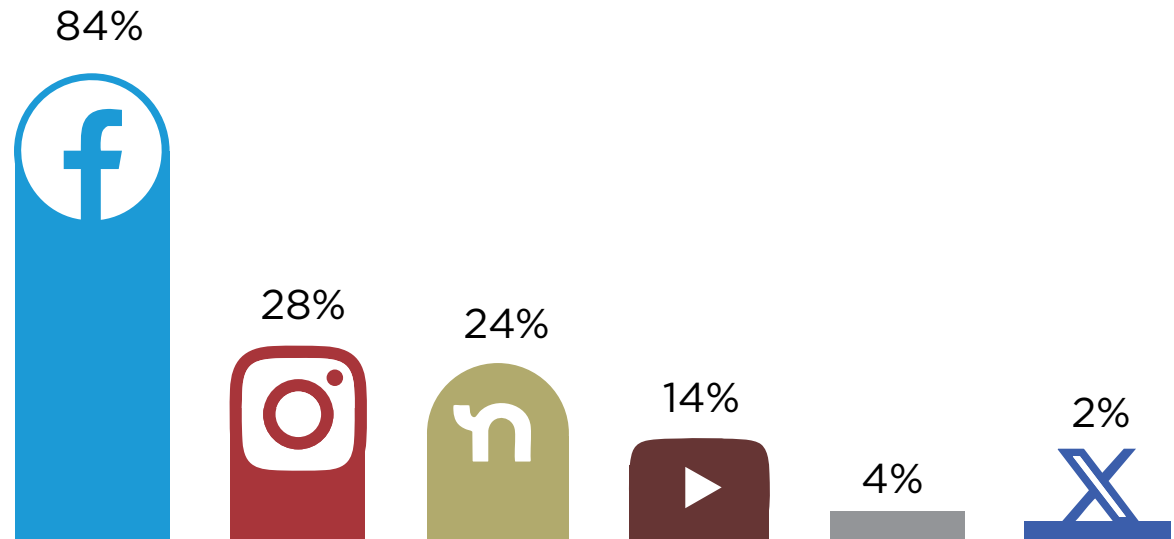
Public Relations & Communications

Many survey participants said they feel informed about what is happening in Fairburn, with 37% saying they often feel up to date on City news, policies, and initiatives. Over half of respondents found the City's communications to be somewhat clear (33%) or very clear (24%)—a positive sign that outreach is working, though there's still room for improvement.

Most people expressed interest in receiving updates more often across all types of information: emergency alerts, economic development, public works projects, City Council decisions, upcoming events, public safety, and ways to get involved in the community. The most preferred methods were weekly or monthly emails (61%), updates on the City's website (56%), social media (50%), and text messages (49%).

Over 70% of respondents reported that they follow the City on social media. Facebook was by far the most popular platform, followed by Instagram, Nextdoor, and YouTube. Twitter/X was the least used. Many respondents also shared written comments praising City staff and leadership for their helpfulness, thoughtfulness, and strong communication.

Which social media platforms are people using to get information about Fairburn?



Steering Committee

Overview

The purpose of the Steering Committee was to provide guidance, share insights, and ensure the comprehensive plan reflected the community's needs and aspirations. The Steering Committee represented a diverse cross-section of the community, including members from the City Council, Planning Commission, City staff, business community, and residents from all areas of the city. This group's diversity ensured that a variety of perspectives were considered in the committee's deliberations.

Meetings

The Steering Committee met a total of four times throughout the process:

- The first meeting was held on February 13, 2025 at Fairburn City Hall. During this meeting, the plan and the process to develop the plan were introduced. The committee was asked their opinion on how to boost outreach efforts and what they felt were the most pressing needs for the city.
- The second meeting was held on March 20, 2025 over Microsoft Teams. The agenda for this meeting was focused on reporting the results of community input to date, discussing emerging conflict points, and getting feedback on draft community values.
- The third meeting was held on May 8, 2025 at the Fairburn Administration Building. This meeting was the most participatory of the four: the committee participated in a hands-on “charrette” focused on polishing the plan’s goals and future development strategy.
- The fourth and final meeting was held on June 5, 2025 over Microsoft Teams. During this meeting, the committee was updated on the results of recent community input touchpoints and reviewed the revised community goals and future development strategy, with special attention paid to the most important things to guide and avoid.



Engagement Touchpoints

Stakeholder Interviews

Outreach began with 16 one-on-one stakeholder interviews conducted early in the planning process. Participants included residents, business owners, community leaders, City officials, and representatives from local schools, offering a broad cross-section of Fairburn's perspectives. These conversations focused on the city's key needs and opportunities. Common themes included:

- Growth management
- Strategic land use
- Economic development
- Public engagement
- Investments in infrastructure—especially the transportation network and water system

While there was general agreement on many priorities, opinions differed on the desired balance of residential, industrial, and downtown growth, as well as the best strategies for improving mobility. These differences were brought to the steering committee for further discussion and guidance.

Kick-Off Meeting

On February 27, 2025, over 60 participants gathered at Fairburn City Hall for the Kick-Off Meeting. The meeting introduced the planning process, shared early findings of the existing conditions analysis, and collected input on needs and opportunities through two interactive activities.

First, participants completed a bingo-style card, filling in their ideas for Fairburn's needs and opportunities, then marking off items as they were mentioned during the presentation. Gift cards were awarded to the first three participants to call "Bingo!" The most frequently mentioned themes are summarized to the right.

Following the presentation, participants graded how Fairburn is performing across each plan element. Lower scores (transportation and economic development) aligned with the most cited needs, while the highest score, public relations and communications, reflected strong trust in the City's transparency and responsiveness to issues. An additional 30 residents participated in the activities virtually.



One of the many BINGO cards filled out at the meeting

Kick-Off Report Card Results

Land Use	D+
Transportation	D
Housing	C-
Economic Development	D
Broadband	C-
Natural & Cultural Resources	C-
Public Relations & Communications	B-

Engagement Touchpoints

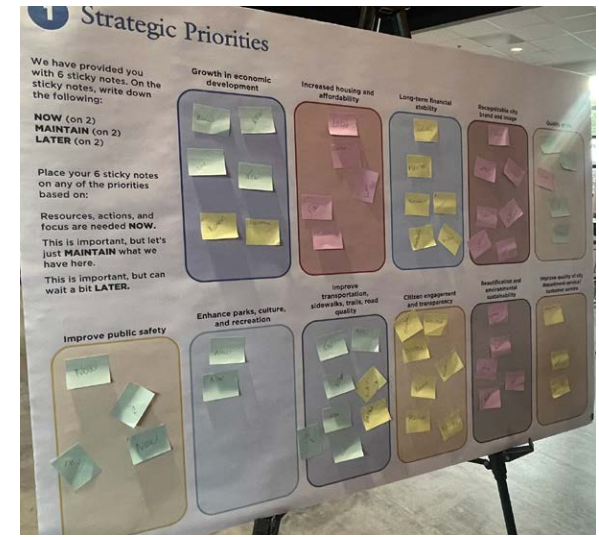
Visioning Workshop

The Community Visioning Workshop was held in conjunction with the Strategic Plan effort on April 24, 2025, at Landmark Christian High School. Over 50 participants came to discuss strategic priorities, where and how the city should grow, and how to improve transportation. The participants broke out into four small groups to complete four interactive activities. An additional 10 participants completed the activities online.

Activity 1: Strategic Priorities

Participants used sticky notes to identify which of the City's 11 strategic priorities should be addressed now, which should be maintained, and which could wait until later.

Improving transportation, road quality, sidewalks, and trails stood out as the most urgent, along with economic development and overall quality of life. Public safety, financial stability, and community engagement were essential to maintain overtime.



Activity 2: Directing Growth

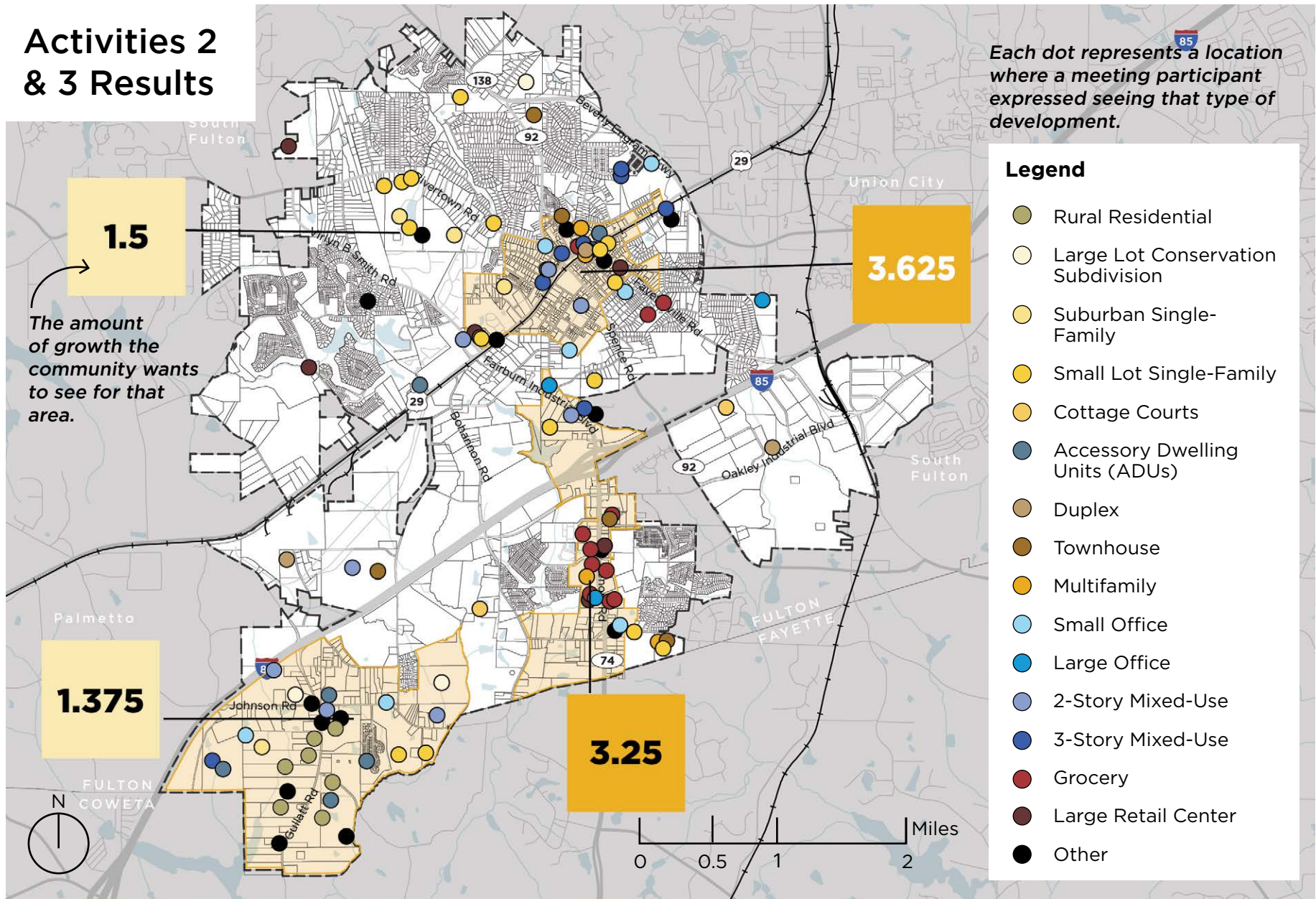
Each group was asked to allocate a limited number of growth "points" (1 through 5, with 1 being little to no growth and 5 being as much growth that can be accommodated) to different areas of the city, encouraging strategic thinking about where growth and new development should occur. **Participants directed the highest levels of growth to downtown (3.625) and the SR 74/Senoia Road corridor (3.25), while recommending minimal growth in the rest of the city (1.5).**

Activity 3: What Growth Looks Like

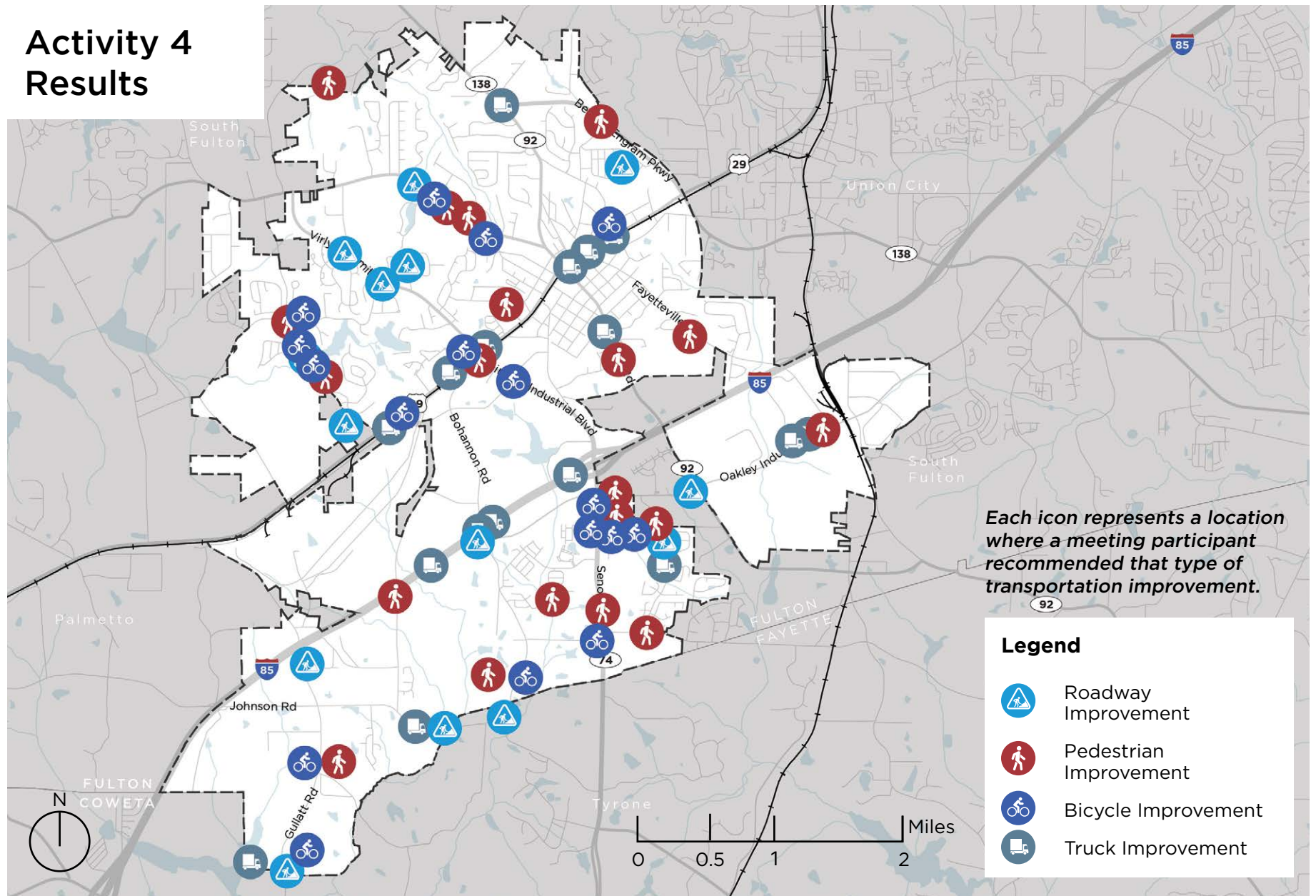
Using flags with images of various housing, commercial, and industrial types, participants showed what kinds of development they envision throughout the city. **The results reinforced a desire for mixed-use development and townhouses in downtown, commercial and medium- to high-density housing along SR 74/Senoia Road, and dispersed single-family housing in the city's more rural areas.** The map on page 99 shows the location of where participants envisioned different types of development, with each dot representing a flag.



Activities 2 & 3 Results



Activity 4 Results



Engagement Touchpoints

Activity 4: Transportation Improvements

Participants used flags to mark priority areas for transportation investments. Top concerns included reducing truck traffic through neighborhoods, repairing roads with potholes and large amounts of wear and tear, addressing sidewalk gaps, and extending the trail and bike lane network beyond downtown and SR 74/Senoia Road. **The results from this activity reinforced consensus that enhancing street connectivity, reducing congestion at key intersections, and increasing multi-modal options are important to the Fairburn residents and stakeholders.**



Pop-Up Meeting

Pop-up events can reach people that don't normally participate in community planning efforts by meeting them where they are, ensuring their voices are heard. A pop-up meeting was conducted at the Third Friday concert series on May 16, 2025. Event attendees were invited to participate in a voting exercise to indicate the goals most important for the immediate future. The attendees indicated the following as crucial to prioritize:

- Minimizing truck traffic
- Investing in walkability
- Energizing downtown and improving access
- Diversifying housing options
- Supporting education

This input influenced the timing of recommendations related to these goals in the plan's Community Work Program.



Engagement Touchpoints

Draft Plan Open House

The Draft Plan Open House was held on June 17, 2025. Despite summer storms, 25 residents and business owners dropped by the City's Administrative Building between 4:00 PM and 8:00 PM to provide input on the plan's draft strategies for each element and help prioritize which elements' implementation strategies the comprehensive plan should address first in the Community Work Program.



Activity 1: Draft Plan Strategies Report Cards

Boards provided condensed versions of each element's implementation strategies and the grades they received from the exercise at the Kick-Off Meeting. Participants were asked to review the draft implementation strategies and how they aligned with the community goals drafted throughout the public input process and provide a new grade for the element based on how well they thought Fairburn would perform if the draft strategies were implemented. If they did not think the strategies would get the element to an "A," they were asked to provide comments on what would need to be added or changed to the draft strategies to boost the element's grade.

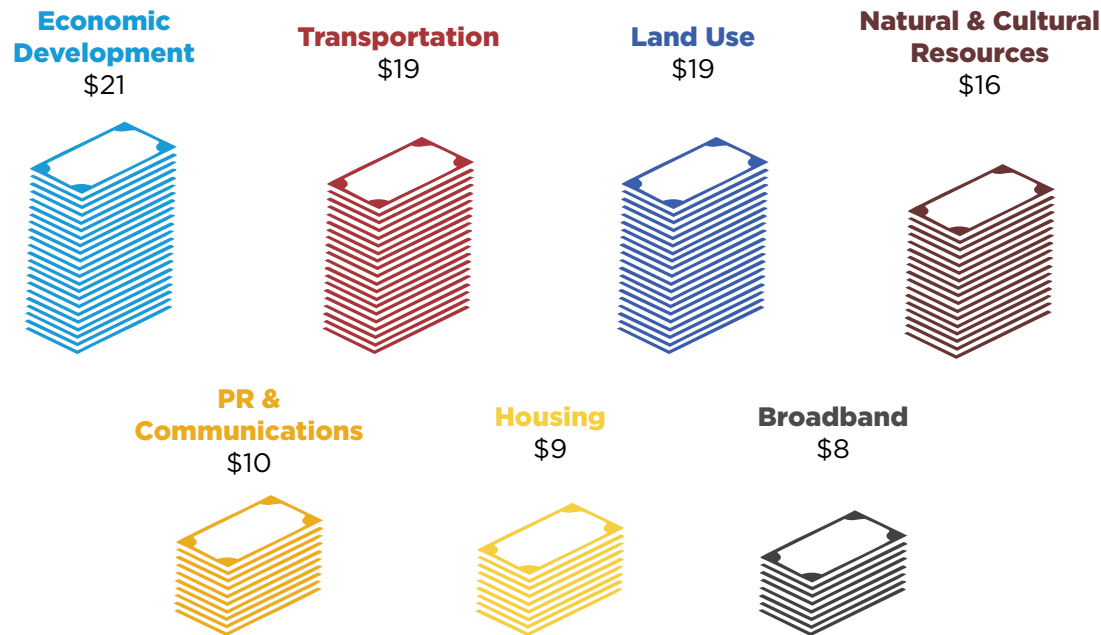
Each of the plan elements' grades improved by one to two letter grades, with land use, transportation, and economic development making the most improvement, jumping from a D to a B. Each element's improved grades are summarized below:

Element	Grade from Kick-Off Meeting	New Grade Based on Draft Strategies
Land Use	<i>D+</i>	<i>B</i>
Housing	<i>C-</i>	<i>B</i>
Transportation	<i>D</i>	<i>B-</i>
Economic Development	<i>D</i>	<i>B</i>
Broadband	<i>C-</i>	<i>B+</i>
Natural & Cultural Resources	<i>C-</i>	<i>B</i>
Public Relations & Communications	<i>B-</i>	<i>A-</i>

Activity 2: Invest in Fairburn










































The second activity at the Draft Plan Open House asked participants how they would invest in the city's future by giving them a "wallet" of money to invest. Each wallet contained five "Fairburn Funds" that participants could place in any of the plan elements. They could place all of the funds in one or spread them across the elements. Participants were also able to write specific implementation projects they wanted to advocate for on the back of each Fairburn Fund.

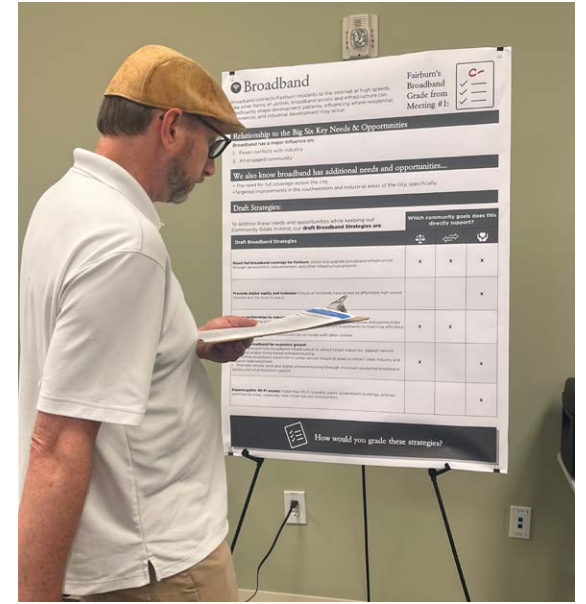
Economic development received the highest amount of "Fairburn Funds" at \$21, closely followed by land use and transportation, both at \$19, and natural and cultural resources at \$16.



Key Takeaways

The Fairburn community is passionate about a wide variety of issues within the city, spanning all plan elements. At each public engagement touchpoint, issues of growth management, strategic land use planning, increased economic development, and investment in infrastructure (particularly, transportation infrastructure) were the most frequently mentioned needs. Support for strong public engagement processes, improving the city's quality of life, and diversifying housing options were also regularly mentioned during engagement activities. The following matrix highlights the key takeaways from the public engagement activities and the times when they were mentioned.

Takeaway	Engagement Touchpoint						
	Stakeholder Interviews	Steering Committee Meetings	Community Input Survey	Kick-Off Meeting	Visioning Workshop	Pop-Up	Draft Plan Open House
Create a strong strategy for growth management							
Develop a better framework for strategic land use planning							
Further existing economic development initiatives like attracting retail and a grocery store							
Increase investment in infrastructure - especially freight management and walkability							
Prioritize broad-reaching public engagement							
Continue to improve quality of life for residents							
Diversify housing options							





4 Plan Foundations

In this chapter:

Overview

Key Needs & Opportunities

Community Goals



Overview

The foundation of any plan begins with a clear understanding of the community's needs and opportunities, identified through analysis and engagement with residents and stakeholders. These insights form the basis for developing focused goals, strategies, and actions that will guide future decision-making and investment. By grounding the plan in real-world conditions and aligning it with a shared community vision, each action becomes intentional, measurable, and capable of delivering lasting impact.

This chapter defines the foundations of Fairburn's comprehensive plan—the needs and opportunities and the community goals that guide the vision. The chapters that follow explore the core elements of the plan: land use, transportation, housing, economic development, broadband, natural and cultural resources, and public relations and communications. Each of these sections includes specific strategies that define what needs to be accomplished to achieve the broader goals, along with the actions and initiatives that describe how those strategies can be accomplished.

In Chapter 12, Implementation, a detailed action plan outlines the concrete steps the City can take to bring the vision to life.



Key Needs & Opportunities

1 Downtown Fairburn and the areas around it are the clear locations for directing residential growth.

Downtown has the best infrastructure, and a higher density of residents are needed there to support the overarching goal to support more retail and redevelopment.

One of the strongest areas of consensus is a desire for downtown Fairburn to thrive.

The City has already made impressive infrastructure investments, from public art to high-quality streetscapes. While these improvements are important and necessary, they have not been enough to fuel substantial development. For downtown Fairburn to become a true destination, there needs to be a broader variety of retail, restaurants, and things to do. To attract these businesses—and keep them—there needs to be a critical mass of customers frequenting them.

The best way to grow the customer base of downtown is to add residents in close proximity, preferably within walking distance. This residential growth does not have to come in the form of large, 300-unit multi-family apartments. There is a broad variety of housing types that could be compatible with historic Fairburn such as small footprint single-family houses, cottage courts, and “missing middle” houses (like duplexes and triplexes). These houses can add residents downtown without significantly changing its historic charm and scale. Additional residents will not only help supply downtown businesses with customers, but can locate in or near downtown where infrastructure is already strongest.



Key Needs & Opportunities

2 The SR 74/Senoia Road corridor needs a redirect.

A clear vision is needed to better leverage development interest in southern Fairburn into a more attractive, livable community.

In 2010, SR 74/Senoia Road in Fairburn functioned as a conventional interstate exit from I-85, with few distinguishing features: the corridor had a few suburban-sized blocks of highway-serving commercial uses like gas stations and fast-food restaurants. Over the last 15 years, growth accelerated dramatically. Development has nearly doubled down the length of the corridor and changed its scale, with several multi-family projects and new suburban-style shopping centers.

These developments are meeting a demand for housing in the region, and auto-oriented commercial uses are continuing to serve travelers from I-85. Ironically, this growth has made SR 74/Senoia Road feel more generic, leaning into the “anywhere USA” character that commercial development along corridors naturally have. Traffic congestion has become a significant issue, particularly due to heavy truck traffic, which contributes to bottlenecks, delays, and safety concerns for pedestrians, cyclists, and drivers alike. The prevailing auto-oriented development pattern has also led to the construction of non-pedestrian-friendly intersections, gaps in the sidewalk network, and a lack of safety buffers separating people from fast-moving vehicles.

To address these challenges, the area should prioritize pedestrian-friendly infrastructure, including continuous sidewalks, safer intersections, and landscaped buffers between vehicles and pedestrians. Streetscape enhancements and green space investments will also help restore a sense of place and livability.



3 Industrial uses, while sometimes problematic in their impacts, are here to stay and are important to the economy.

Even if the community says “no” to more industrial development in Fairburn, it will still be built in the surrounding communities, and those impacts will be felt in Fairburn anyway. There is a need to find a way to live alongside each other better.

Industrial land uses provide jobs and contribute significantly to the City of Fairburn’s tax base. However, these uses typically attract substantial freight traffic, causing congestion and wear and tear on roadways. Many residents expressed frustration about these impacts, and are wary of allowing more industrial into the city as a result.

However, southern Fulton County is a major industrial hub not just for Atlanta, but for the entire southeast. Its location south of the city, its proximity to the airport, and its relatively cheap land prices make it prime real estate for this land use. Even if Fairburn were to begin denying all new industrial uses, these projects would find locations in nearby jurisdictions. Fairburn would still experience their more negative impacts, but receive far fewer benefits.

With this reality in mind, it is important to find a way to live with industrial uses more harmoniously. Although there is no “silver bullet” solution, there are several approaches that, taken together, can improve these conflict points.

For existing conflicts between industrial uses and non-industrial uses, there needs to be better enforcement of truck routes. Additionally, there needs to be a better mechanism for keeping up with wear and tear on local roadways from the truck.

New industrial development should only be allowed where there is direct access to an official truck route; where it is not adjacent to residential neighborhoods; and where it does not “open up” previously rural land to a potential cascade of new land use changes and development.



Key Needs & Opportunities

4 There is a keen desire to protect remaining rural/agricultural character, particularly in the southwest.

These areas are becoming increasingly attractive for development—this plan is the opportunity to set public policies to make sure rural character is preserved to the extent possible.

Many people are attracted to Fairburn for its small-town, rural feeling. Yet rural land is often very appealing for new development—both in terms of industrial and residential uses. If development continues on its current trajectory, the community risks losing its rural character over the coming years.

Conservation of rural land is the best mechanism to protect the landscape, but must be something that landowners willingly opt into. However, the comprehensive plan is an opportunity to set policies that encourage growth in parts of Fairburn where there is already infrastructure and it is more desirable, such as downtown. In rural areas like southwest Fairburn, future land use policy that reinforces a low-growth vision could help keep this area rural while respecting any current property rights.

A related strategy is to limit new infrastructure improvements in areas where growth is not desired. Extending new streets and sewer lines makes development more attractive; sewer, especially, is necessary for most development types. Like land use policy that makes it easier to build in other parts of Fairburn, infrastructure investment should also be directed to areas where this growth is most desired—and limited to maintaining existing infrastructure where the community wishes to discourage growth.



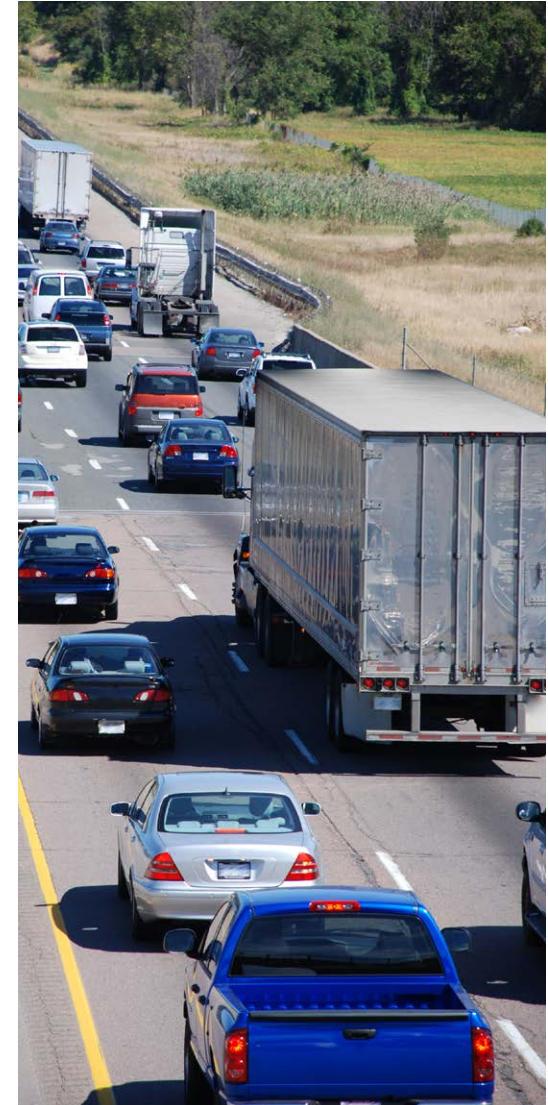
5 Roadway congestion is a challenge, with limited alternatives to driving and growing concerns about safety for all users.

Like most communities in the region, Fairburn suffers from traffic bottlenecks. Although the City has limited control over regional traffic flow, there are opportunities to improve local connectivity, expand travel options, and address safety concerns through targeted interventions that help reduce crashes and protect all road users.

Much of the local congestion is caused by a limited number of routes through the city, combined with high volumes of regional and freight traffic. As Fairburn continues to grow, the strain on major corridors like SR 74/Senoia Road and Broad Street (also known as US-29 or Roosevelt Highway) is expected to intensify. While large-scale solutions may be beyond the City's control, there are opportunities to improve local street connections, reduce pressure on key intersections, and manage traffic more effectively, while also enhancing safety for drivers, pedestrians, and cyclists by minimizing conflict points and improving roadway design.

Targeted investments in roadway improvements, such as intersection upgrades, better signal timing, and strategic new connections, can go a long way to improve flow and reduce delays along troublesome road corridors. Preventing trucks from entering neighborhood streets, reinforced through clear "No Truck Through Traffic" signage and active police enforcement, and prioritizing pavement maintenance in heavily traveled areas will also be critical to addressing concerns and ensuring long-term mobility.

In addition, implementing traffic calming measures in residential neighborhoods and near schools and parks can improve safety and quality of life for residents. These local improvements, while incremental, can make a meaningful difference in how residents and visitors experience getting around Fairburn.



Key Needs & Opportunities

6 This is a community that wants to be involved!

Fairburn residents love their community and are eager for a place at the table. There needs to be a clear commitment to transparent communications and dialogue as the city moves forward.

Fairburn residents and stakeholders consistently demonstrated a deep interest and care for their community. When citizens take the time to come to meetings and engage in comprehensive planning processes, it suggests a long-term level of commitment to community and its wellbeing.

Having engaged citizens is a multi-faceted opportunity to not only craft a comprehensive plan that truly reflects the concerns and desires of the community, but help create political will to implement its recommendations. An involved community helps hold the City accountable, keeps things transparent, and ultimately moves Fairburn forward.



Community Goals

Throughout the planning process—most notably the analysis of existing conditions and touchpoints with the community—three themes were consistent: balancing growth, expanding connectivity and accessibility throughout the city, and maintaining Fairburn’s high quality of life. These themes provide the backbone of Fairburn’s vision.

These themes are reflected in a series of challenge statements—concise descriptions of the key issues that must be addressed for Fairburn to reach its full potential as a community “situated to succeed.” Nested within each challenge statement are community-driven goals that articulate both the aspirations of Fairburn’s residents and the necessary steps to overcome the identified challenges. Together, these statements and goals form a bridge between the community’s vision and the specific actions needed to achieve it.

Balanced Growth

Fairburn will manage its growth by directing it where there is (or will be) infrastructure to support it, prioritizing development where the community most supports it, and being cognizant of economic, environmental, and fiscal impacts.

Connectivity & Accessibility

Fairburn aspires to expand its sidewalk and bicycle network for more connectivity, while also improving its roadways to maximize access to other areas around the city and metro Atlanta, increase safety, and minimize the impacts of truck traffic.

Quality of Life

Fairburn strives to maintain and improve quality of life for existing and future residents by ensuring quality public services, housing that serves a wide range of needs and price points, businesses that meet the needs of both residents and visitors, and access to a variety of amenities.

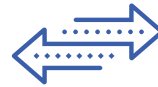


Community Goals



Balanced Growth

- **Energize downtown.** Increase the amount of compatibly scaled housing and infrastructure downtown to bring vibrancy to the area and support new and existing businesses.
- **Build a better Senoia Road.** Manage growth along the SR 74/Senoia Road corridor to support its future role as a mixed-use center with improved livability and walkability.
- **Respect rural character.** Support intentional, context-sensitive growth in the southwestern part of Fairburn that preserves its rural character, open landscapes, and community identity.
- **Target strategic industrial growth.** Support the health and viability of target and emerging industries while minimizing impacts on nearby neighborhoods.
- **Promote infill.** Support neighborhood vibrancy with compatible infill where there is infrastructure to support it.



Connectivity & Accessibility

- **Minimize impacts of truck traffic.** Address conflict points between trucks and non-truck traffic, protect and improve paving conditions, and enforce use of truck routes.
- **Improve traffic and safety.** Address congestion and safety hotspots.
- **Invest in walkability.** Fill missing sidewalk gaps between neighborhoods, particularly in and near downtown and the SR 74/Senoia Road corridor, and expand the system of multi-use paths.
- **Expand mode options.** Improve the accessibility, comfort, and safety of public transit.
- **Improve access to downtown.** Address barriers caused by the railroad and ensure an adequate amount of parking is available in balance with good urban design and walkability.



Quality of Life

- **Diversify housing options.** Ensure housing options for all ages, income levels, and lifestyles.
- **Support education.** Through planning, bolster access to a broader range of quality educational opportunities and support the success of Fairburn's educational institutions and their unique campuses.
- **Embrace a sense of place and community.** Support placemaking, arts, and historic preservation efforts to create a cohesive, small-town identity.
- **Protect our environment and greenspace.** Preserve critical natural resources, cultivate a widespread urban tree canopy, and expand access to parks and greenspaces.
- **Communicate!** Build trust, commit to transparent communications, and foster an inclusive community.

Tying it Back to the Key Needs & Opportunities...

Community Goals	Which needs and opportunities do these goals address?					
	A vibrant downtown Fairburn	A better SR 74/ Senoia Road	Fewer conflicts with industry	Maintaining rural character	Improved mobility	An engaged community
Balanced Growth						
Energize downtown	X					
Build a better Senoia Road		X				
Respect rural character			X	X		
Target strategic industrial growth			X	X		
Promote infill	X					
Connectivity & Accessibility						
Minimize impacts of truck traffic			X		X	
Improve traffic and safety					X	
Invest in walkability					X	
Expand mode options					X	
Improve access to downtown	X				X	
Improve safety and comfort of transit stops					X	
Quality of Life						
Diversify housing options	X					
Support education						X
Embrace a sense of place and community	X	X		X		
Protect our environment and greenspace				X		
Communicate!						X



Land Use & Development

In this chapter:

**Land Use Strategies
Future Development Strategy
Actions & Initiatives
Proposed Zoning Ordinance Amendments**



Land Use Strategies

Overview

As Fairburn continues to grow, so does the complexity of managing that growth effectively. Analysis and public input revealed several guiding themes:

- Growth should be context-sensitive and supported by adequate infrastructure—roads, utilities, and public services must keep pace with development.
- A balanced approach to residential, commercial, and industrial uses is essential. While housing drives demand for retail and services, excessive residential growth can limit industrial opportunities that provide critical revenue for public investments.
- Downtown revitalization will require activating key sites with mixed-use development to bring vibrancy and economic activity to the area.
- Redevelopment and infill should be prioritized over greenfield expansion to make the most of existing infrastructure and preserve open space.

The strategies outlined on page 121 offer a framework for guiding this growth, grounded in Fairburn's overarching goals of balanced development, improved connectivity, and enhanced quality of life.















Future Development Strategy Approach

Over the years, Fairburn's City Council has been committed to ensuring that all future development decisions align with the City's comprehensive plan. Therefore, it is imperative that Fairburn's Future Development Strategy reflects the needs and aspirations of its residents and stakeholders, while also providing the level of detail necessary to guide well-informed decision-making.

The approach to the Future Development Strategy is twofold: direct more residential growth to downtown and the areas adjacent to it, and protect rural areas from excessive growth.

Pages 122-144 describe the City of Fairburn's Future Development Strategy in detail. In revising this strategy from the previous comprehensive plan, the planning team focused on the following goals:

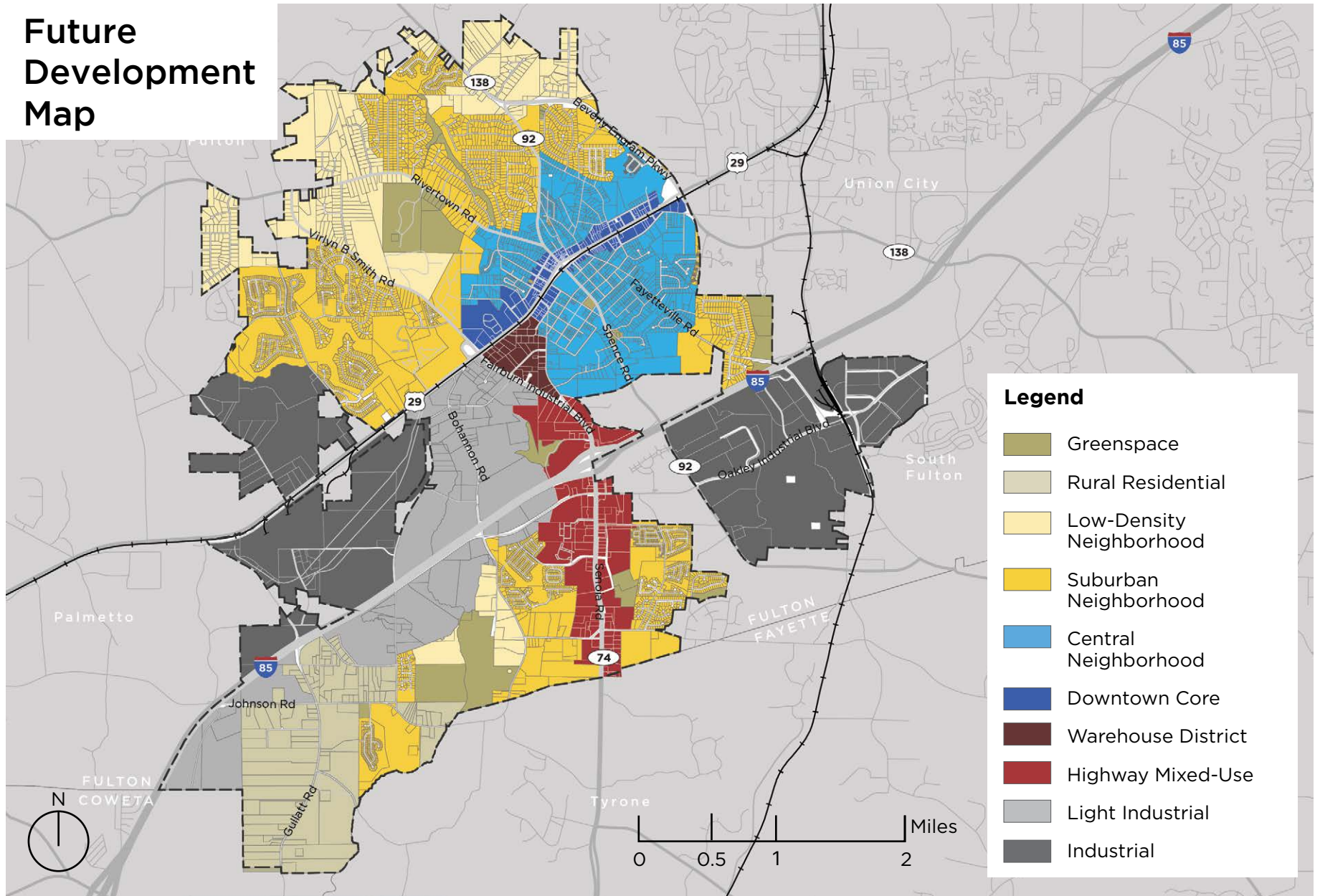
- Enhance rather than overhaul the existing strategy, building on strengths and addressing areas for improvement;
- Draw insights from previous plans to maintain continuity and informed direction;
- Evaluate the capacity for growth to ensure development is appropriate and sustainable;
- Incorporate community input; and
- Apply recognized planning best practices to ensure a forward-thinking strategy.

Strategies	Which community goals does this directly support?		
	Balanced Growth	Connectivity & Accessibility	Quality of Life
Direct residential growth at a scale that is compatible to its small-town character to and near downtown. This takes advantage of the most connected transportation infrastructure and will provide “rooftops” to better support small businesses.			
Ensure that greenspace is incorporated throughout the city and new greenspaces are embedded in all types of development.			
With the exception of projects already underway/approved, limit additional development in the SR 74/Senoia Road corridor until a specific plan for the area is established. This plan should consider infrastructure needed to accommodate recent growth, better streetscapes, and opportunities to create a better sense of place.			
Direct any future industrial growth to areas already served by established truck routes and infrastructure. <ul style="list-style-type: none"> Do not approve additional industrial uses adjacent to residential areas without significant buffering and transportation infrastructure in place. Do not allow industrial growth to occur in rural, undeveloped areas. 			
Beyond what is already underway, permitted, and/or zoned, limit additional suburban-style residential growth in rural areas.			
Coordinate downtown revitalization efforts with regional improvement efforts along US-29/Roosevelt Highway/Broad Street.			
Use fiscal impact assessments to ensure development is financially sustainable for the City.			

Future Development Strategy

Color	Designation	Description
	Greenspace	Greenspace areas protect natural resources and provide passive and active recreational opportunities. They contribute to community well-being, environmental sustainability, and scenic beauty.
	Rural Residential 0 to 1 dwelling unit/acre	This area intends to preserve Fairburn's pastoral landscapes, providing a low-density living environment that blends seamlessly with the surrounding rural areas.
	Low Density Neighborhood 0 to 3 dwelling units/acre	Serving as a transition between rural areas and more suburban neighborhoods, this area supports suburban living with a focus on preserving open space and providing a buffer to more intense development.
	Suburban Neighborhood 3 to 8 dwelling units/acre	This area promotes walkable, community-focused neighborhoods with a slightly higher intensity than low-density residential areas.
	Central Neighborhood 6 to 18 dwelling units/acre	This transitional area supports a range of residential types near the core of downtown, with a focus on walkability, housing diversity, and neighborhood-scale infill.
	Downtown Core 12 to 36 dwelling units/acre	The Downtown Core is the heart of the city, blending historic character with vibrant, mixed-use development.
	Warehouse District 12 to 18 dwelling units/acre	This area blends in with the downtown and its surrounding (and growing) residential areas, while maintaining its "warehouse" feel. It can house small-scale production, art studios, brewing/distilling, and community resources.
	Highway Mixed-Use 12 to 36 dwelling units/acre	Located along SR 74/Senoia Road, this area is a regional commercial and mixed-use corridor that serves residents, commuters, and visitors.
	Light Industrial	This area supports low-impact industrial and office development that complements nearby residential areas.
	Industrial	This area is designated for traditional and heavy industrial uses that drive economic development through manufacturing, processing, and logistics operations.

Future Development Map



Future Development Strategy

Greenspace

Description

Greenspace areas protect natural resources and provide passive and active recreational opportunities. They contribute to community well-being, environmental sustainability, and scenic beauty. These spaces are often integrated throughout the city, in both public and private settings, and reflect the locations of existing parks, parks identified by the *Parks & Recreation Master Plan*, and areas that would not be able to be developed due to presence of water or steep slopes.

Implementation Strategies & Policy Considerations

- Protect City-owned greenspaces and improve their usability
- Preserve natural features such as waterways and steep slopes
- Create inviting, well-designed public spaces with trees, trails, and landscaping
- Prioritize converting reclaimed land into usable greenspace and conservation areas

Typical Character



Intensity

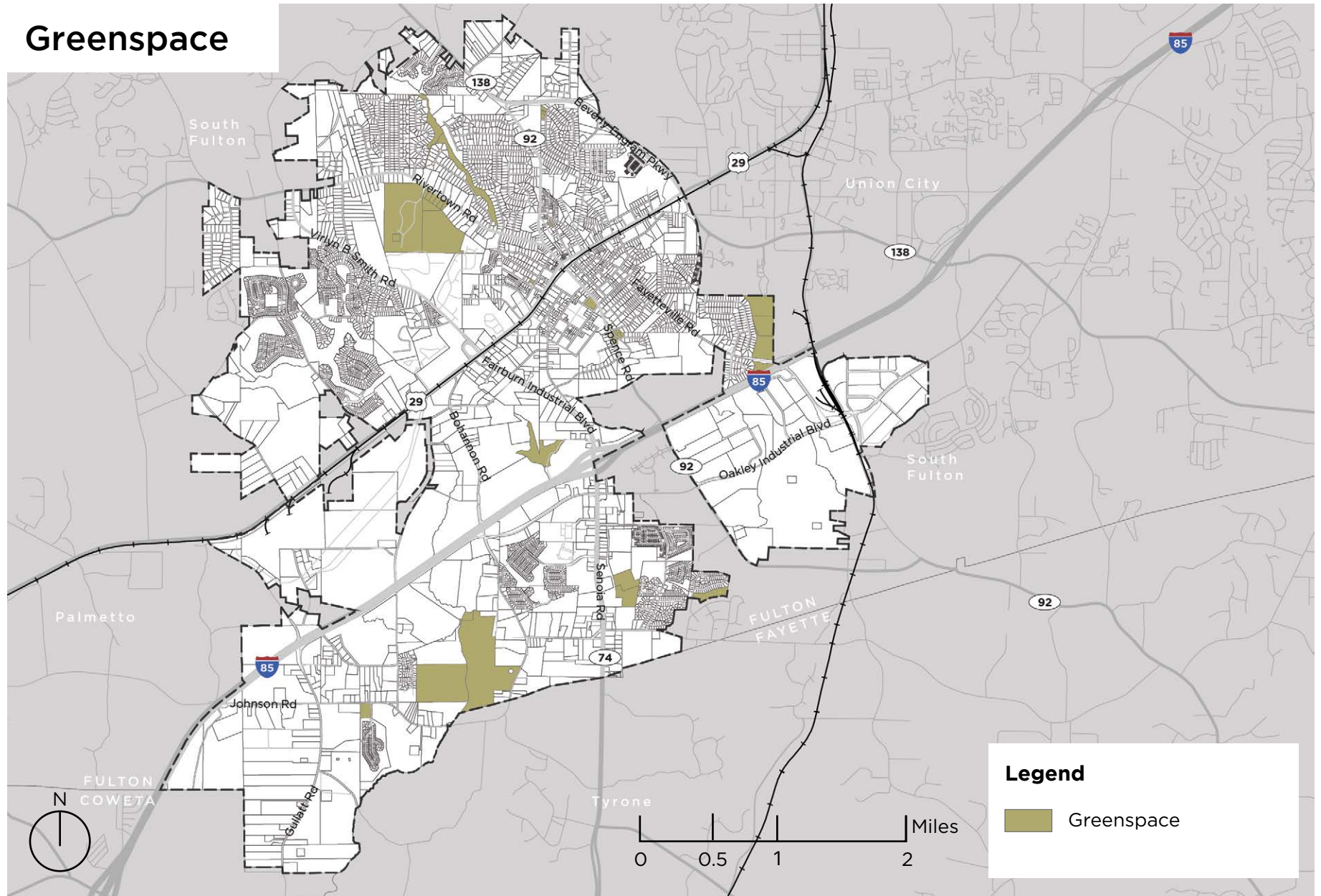


Image Source: Google Earth

Greenspace Details

Appropriate Development Types	Conservation; parks and recreation
Density/Intensity	N/A
Appropriate Zoning District(s)	All zoning districts

Greenspace



Future Development Strategy

Rural Residential

Description

This area intends to preserve Fairburn's pastoral landscapes, providing a low-density living environment that blends seamlessly with the surrounding rural areas. The area promotes minimal urban development and generous open space.

Implementation Strategies & Policy Considerations

- Promote conservation design and clustered development to retain open space
- Limit infrastructure expansion
- Encourage large lot sizes to maintain rural character
- Allow low-impact neighborhood-serving retail at key crossroads
- Emphasize architectural consistency and place-based design
- Enhance zoning tools to support rural development

Typical Character



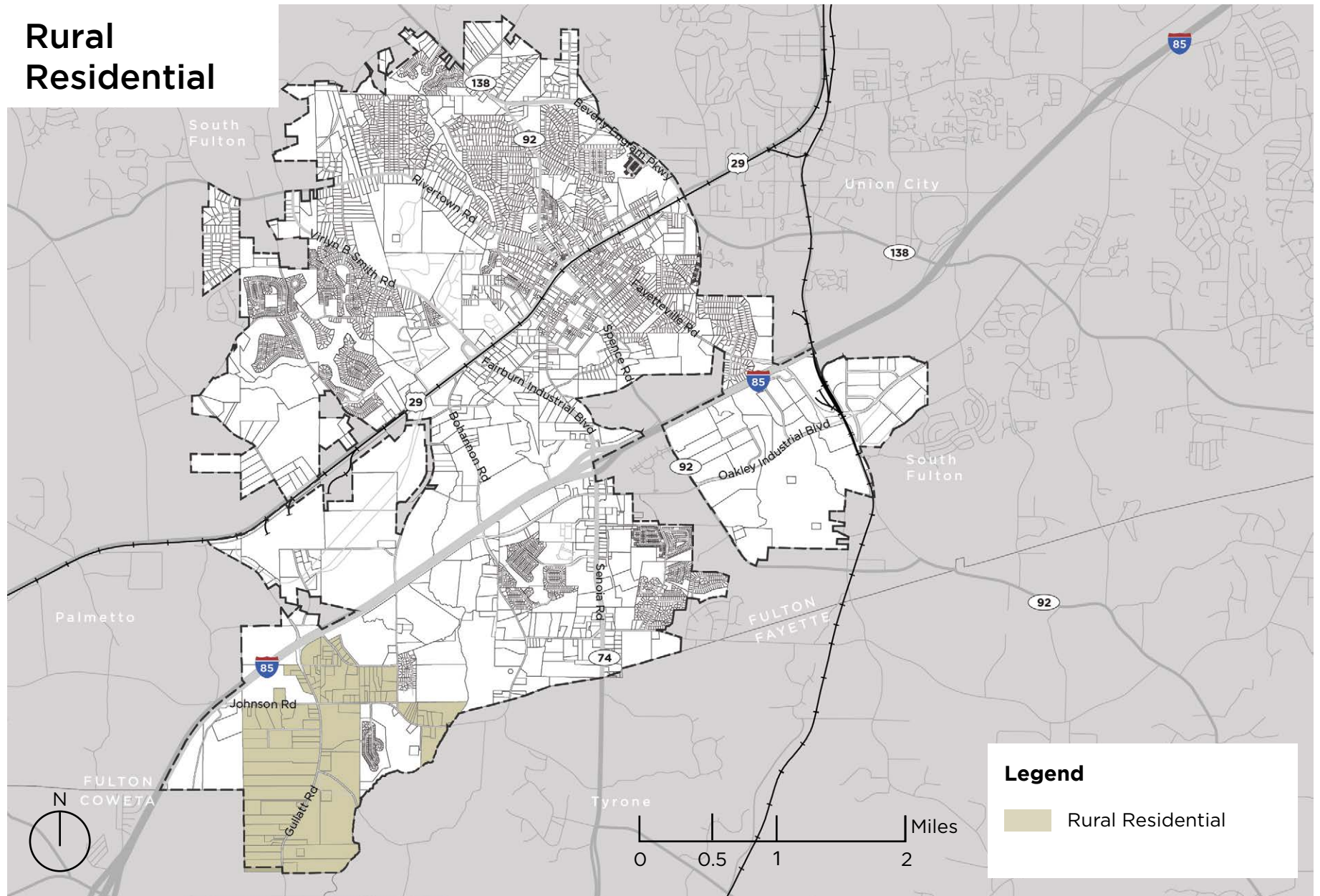
Intensity



Rural Residential Details

Appropriate Development Types	Conservation; parks and recreation; public/institutional uses (schools, places of worship, and civic facilities); large-lot single-family detached houses; conservation subdivisions; small retail; agriculture; accessory dwelling units (ADUs).
Density/Intensity	0 to 1 dwelling units/acre
Appropriate Zoning District(s)	AG, R-1, C-1, PD, P&O

Rural Residential



Future Development Strategy

Low-Density Neighborhood

Description

Serving as a transition between rural areas and more urban neighborhoods, these areas support low-density suburban living with a focus on preserving open space and providing a buffer to more intense development. Neighborhoods are predominantly single-family and designed to offer recreational amenities.

Implementation Strategies & Policy Considerations

- Promote conservation and tree preservation in new developments
- Limit infrastructure expansion
- Allow low-impact neighborhood-serving retail at key crossroads

Typical Character



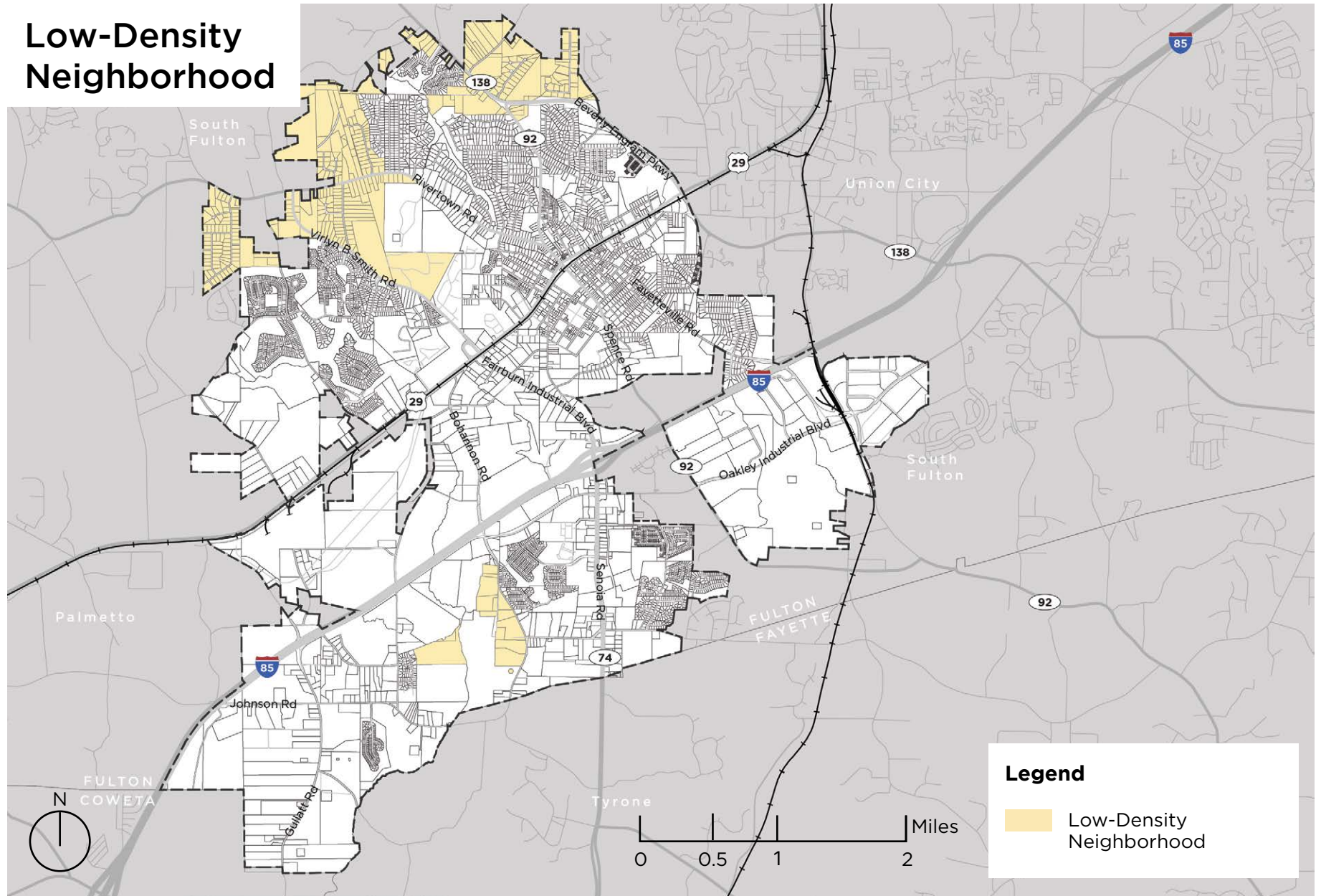
Low-Density Neighborhood Details

Appropriate Development Types	Conservation; parks and recreation; public/institutional uses (schools, places of worship, and civic facilities); medium- to large-lot single-family detached houses; conservation subdivisions; suburban single-family subdivisions; small retail; accessory dwelling units (ADUs).
Density/Intensity	0 to 3 dwelling units/acre
Appropriate Zoning District(s)	R-1, R-2, C-1, PD, P&O

Intensity



Low-Density Neighborhood



Future Development Strategy

Suburban Neighborhood

Description

This area promotes community-focused neighborhoods with a higher intensity than low-density residential areas. It supports a variety of housing styles to meet the needs of a diverse population, while still maintaining a suburban feel.

Implementation Strategies & Policy Considerations

- Promote conservation and tree preservation in new developments
- Emphasize neighborhood cohesion, reduced parking visibility, and inter-neighborhood connectivity
- Provide pedestrian and bike infrastructure to reduce car dependency

Typical Character



Suburban Neighborhood Details

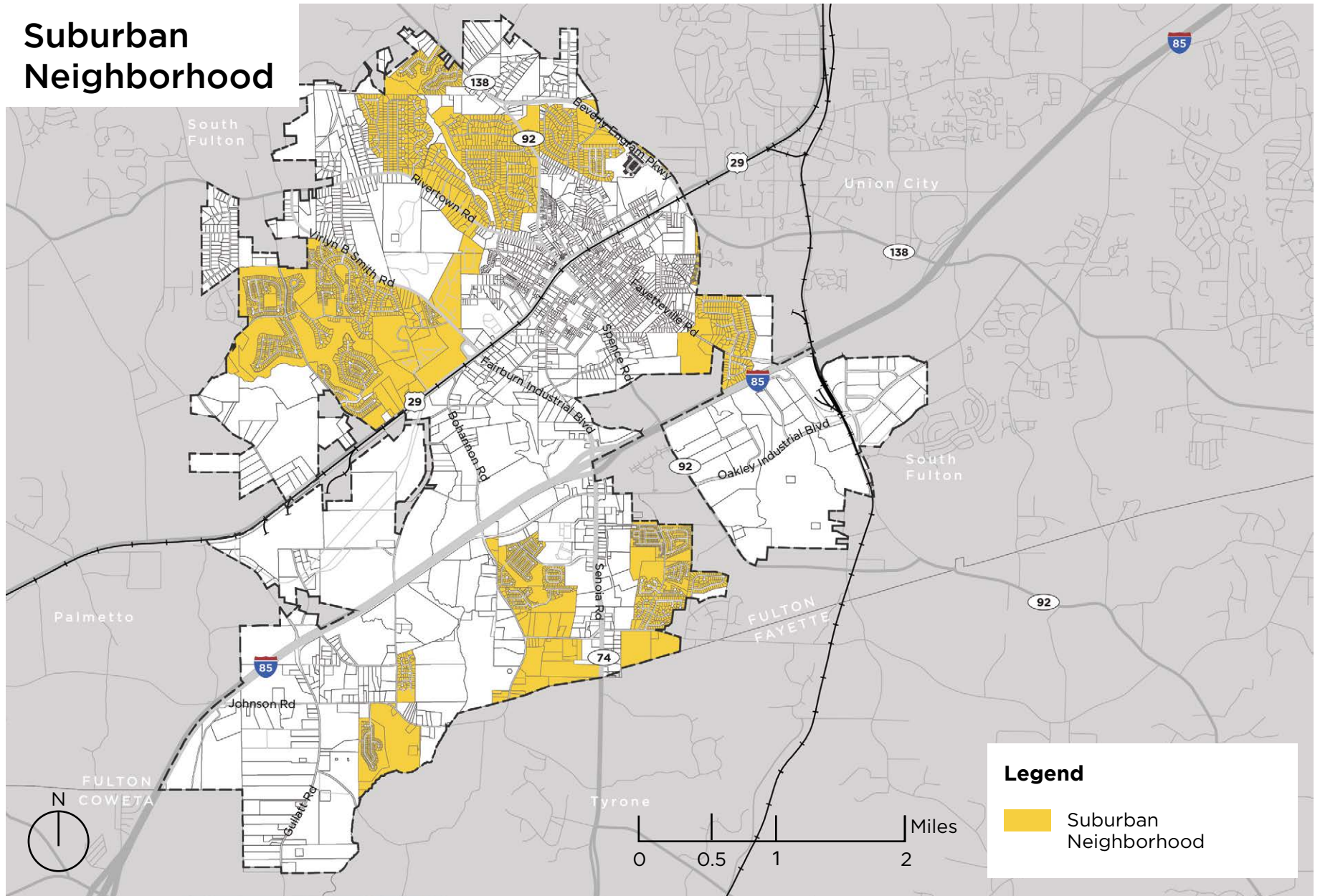
Appropriate Development Types	Conservation; parks and recreation; public/institutional uses (schools, places of worship, and civic facilities); small- to medium-lot single-family detached houses; conservation subdivisions when located in an area with significant tree canopy or presence of water; suburban single-family subdivisions; cottage courts; accessory dwelling units (ADUs).
Density/Intensity	4 to 8 dwelling units/acre
Appropriate Zoning District(s)	R-3, R-4, R-CT, PD, P&O

Intensity



Image Source: Google Earth

Suburban Neighborhood



Future Development Strategy

Central Neighborhood

Description

This area supports a range of residential types near the core of downtown, with a focus on walkability, housing diversity, and neighborhood-scale infill. It encourages incremental density while keeping with the character of Fairburn's more historic neighborhoods.

Implementation Strategies & Policy Considerations

- Promote a variety of housing types
- Preserve existing historic character and tree canopy
- Ensure new and infill development complements existing neighborhood scale and character, while adding needed density
- Prioritize walkability and connectivity to downtown

Typical Character



Intensity

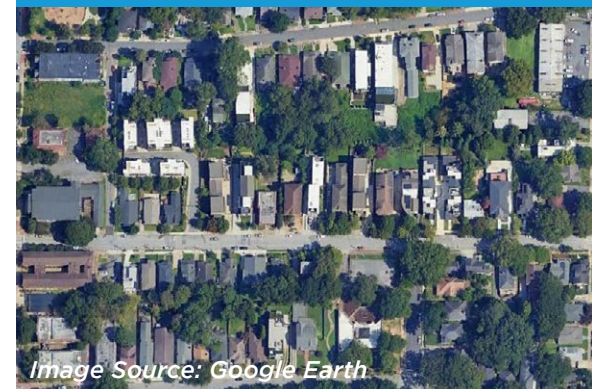
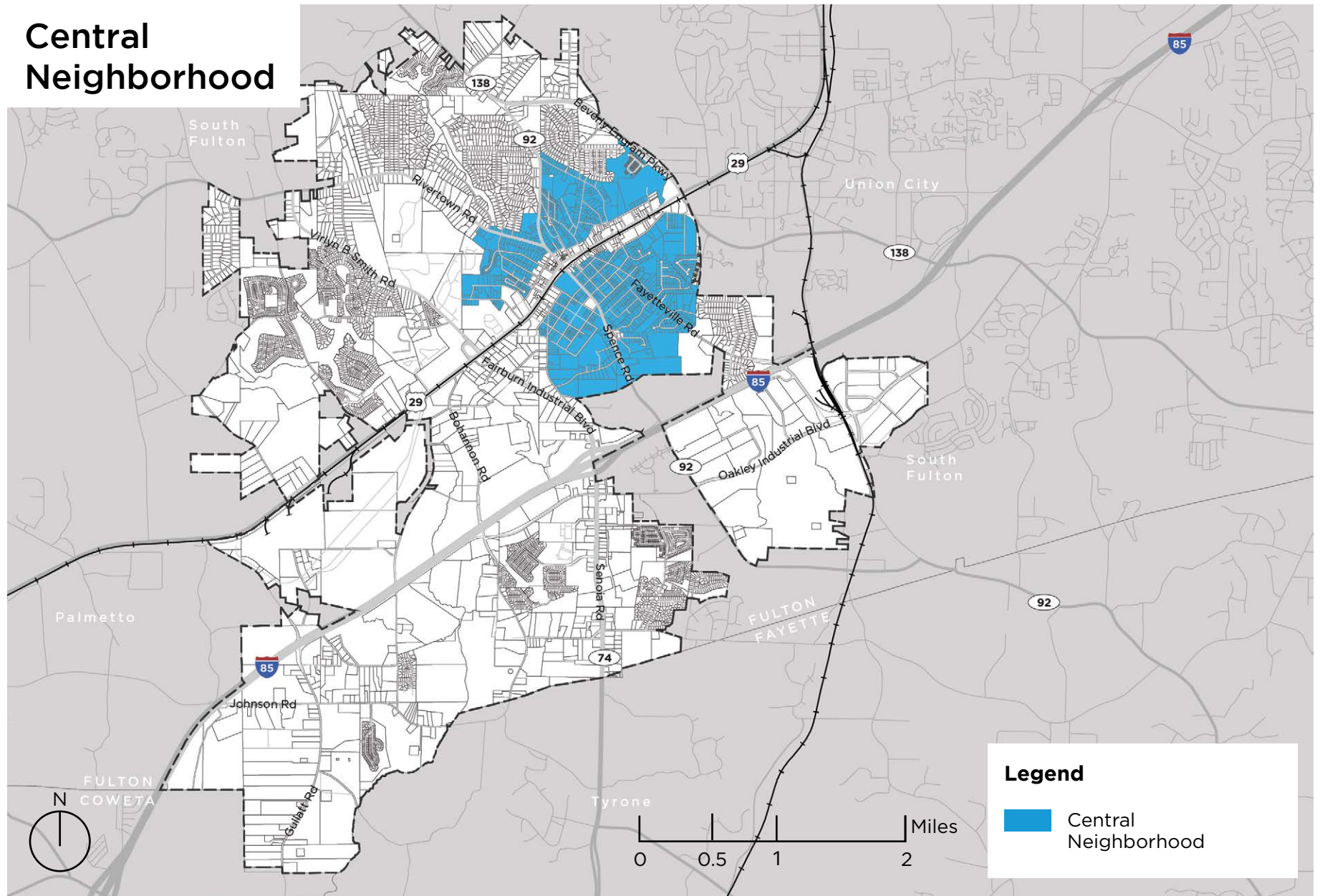


Image Source: Google Earth

Central Neighborhood Details

Appropriate Development Types	Parks and recreation; public/institutional uses (schools, places of worship, and civic facilities); small-lot single-family detached houses; house-scale multiplexes; cottage courts; townhouses; house-scale, converted office/retail; accessory dwelling units (ADUs).
Density/Intensity	6 to 18 dwelling units/acre
Appropriate Zoning District(s)	R-4, R-CT, RM-12, C-1, PD, P&O

Central Neighborhood



Future Development Strategy

Downtown Core

Description

The Downtown Core is the heart of the city, blending historic character with vibrant, mixed-use development. This area is intended to be the most walkable and economically diverse part of Fairburn, offering a variety of housing, retail, and cultural amenities in a compact setting.

Implementation Strategies & Policy Considerations

- Implement the *Downtown Master Plan LCI Study* and *Gateway & Connectivity LCI Study*
- Revitalize vacant storefronts
- Maintain street grid and enhance pedestrian infrastructure
- Encourage and incentivize infill development of undeveloped/underdeveloped lots downtown into high-quality, mixed-use buildings
- Promote placemaking, public art, and vibrant architectural design

Typical Character



Intensity

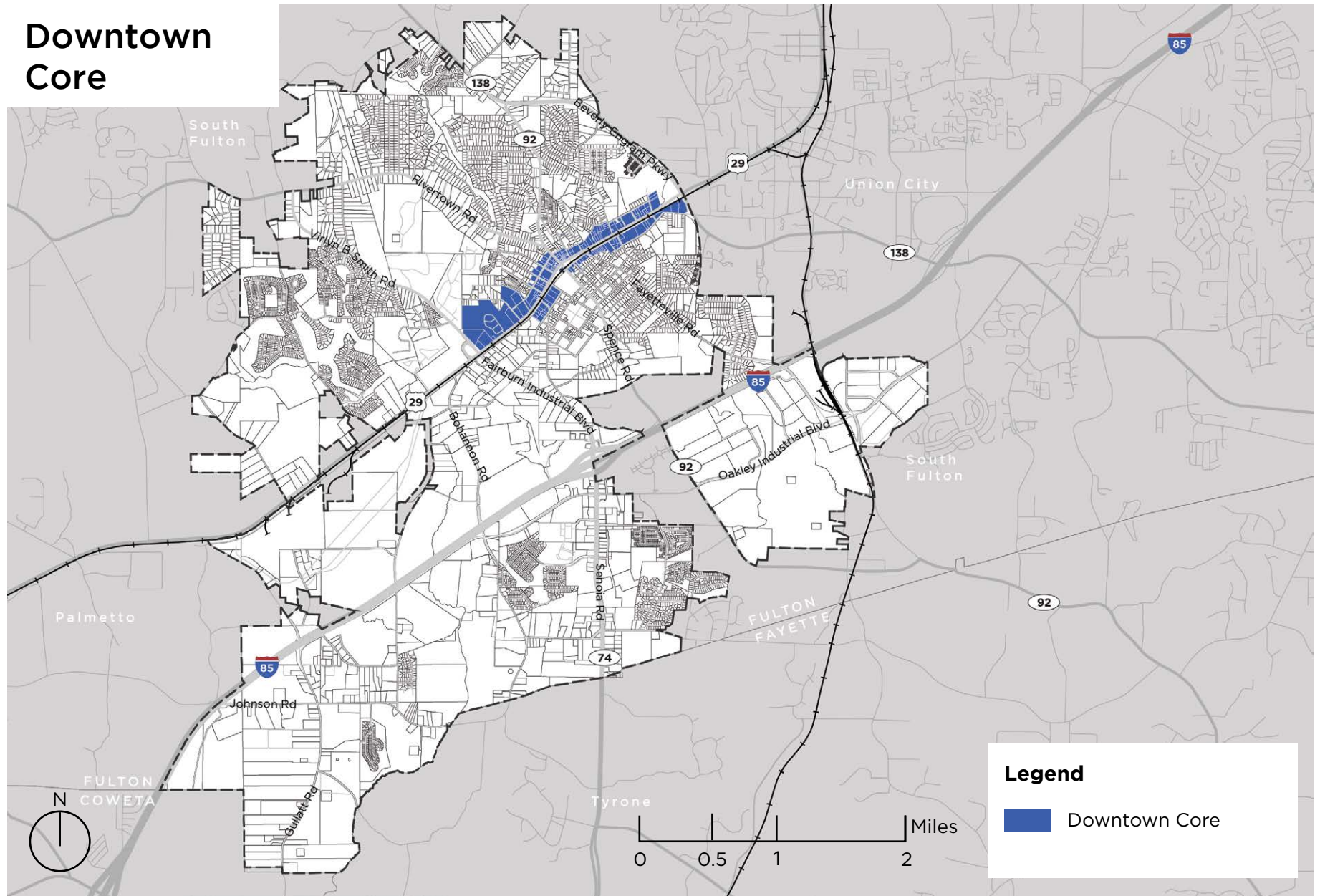


Image Source: Google Earth

Downtown Core Details

Appropriate Development Types	Parks and recreation; public/institutional uses (schools, places of worship, and civic facilities); small-lot single-family detached houses; townhouses; house-scale multiplexes; multifamily; vertical mixed-use up to four stories; small retail; office; large retail centers with grocery anchor.
Density/Intensity	12 to 36 dwelling units/acre
Appropriate Zoning District(s)	R-4, R-CT, RM-12, RM-36, O&I, C-1, C-2, DTMU, P&O

Downtown Core



Future Development Strategy

Warehouse District

Description

The long-term vision for this area is one that blends in with the downtown and its surrounding (and growing) residential areas while maintaining a creative identity. It promotes adaptive re-use to retain the “warehouse” feel. While it currently houses many of the City’s utility operations, with the proper buffers and transitions, it can have spaces for small-scale production, art, brewing/distilling, and community resources. These uses could also be configured in a mix of uses that also include housing.

Implementation Strategies & Policy Considerations

- Support creative business innovation and unique commercial centers
- Provide transitions and buffers between utility and commercial/residential uses
- As City utility buildings need upgrading, explore their relocation
- Explore the feasibility of a zoning overlay district
- Improve public right-of-way to mitigate truck traffic
- Improve multi-modal connections to downtown

Typical Character



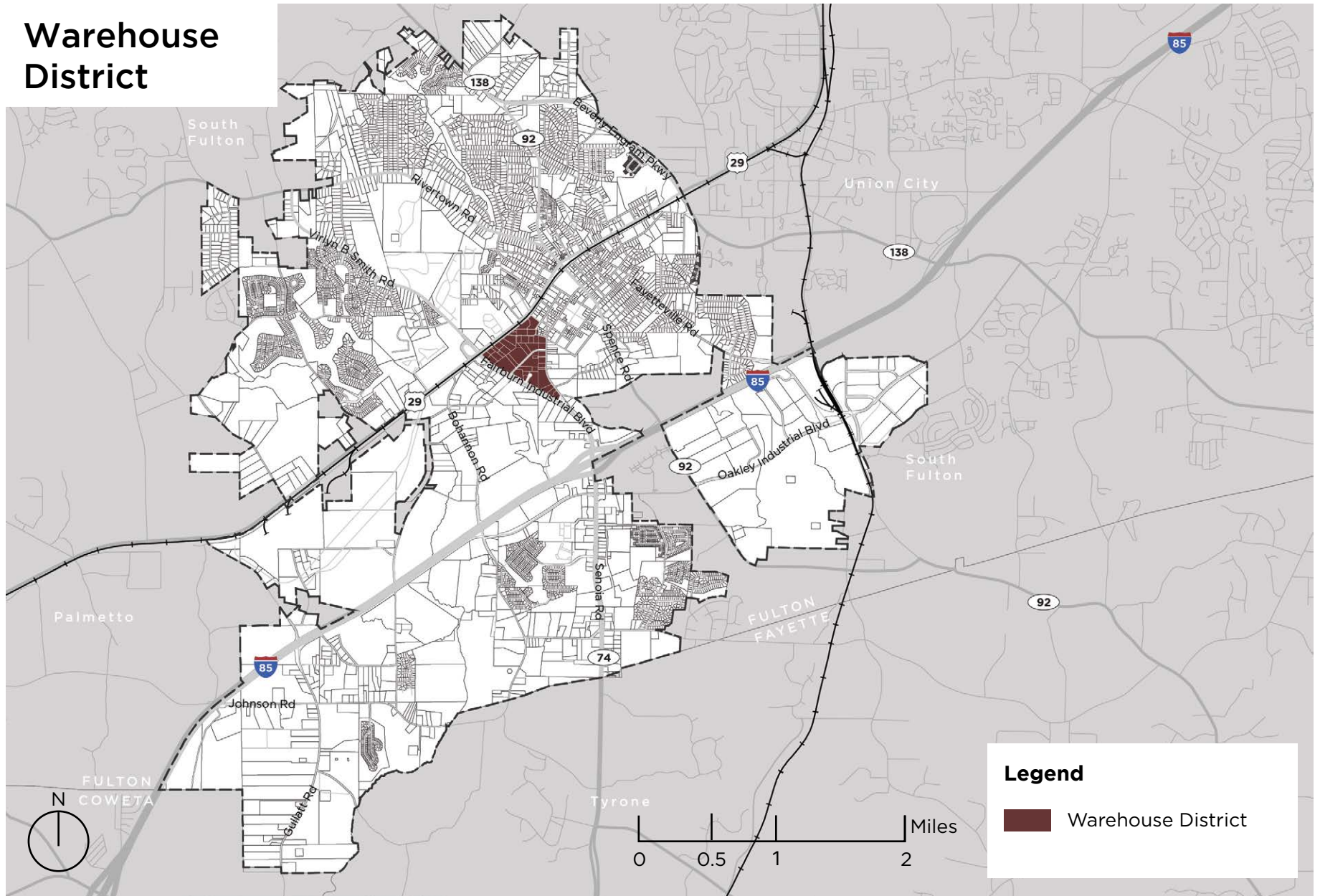
Intensity



Warehouse District Details

Appropriate Development Types	Parks and recreation; public/institutional uses (schools, places of worship, and civic facilities); small-scale production (breweries, makerspaces, food processing, etc.); converted retail; converted office; flex space; converted multifamily; mixed-use; utilities.
Density/Intensity	0 to 18 dwelling units/acre; 1 to 2 stories
Appropriate Zoning District(s)	RM-12, O&I, C-1, C-2, DTMU, M-1, P&O

Warehouse District



Future Development Strategy

Highway Mixed-Use

Description

Located along SR 74/Senoia Road, this area is a regional commercial and mixed-use corridor that serves residents, commuters, and visitors. Development should balance high visibility, infrastructure capacity, and accessibility with compatibility for adjacent neighborhoods.

Implementation Strategies & Policy Considerations

- Emphasize placemaking and design standards to create a walkable, attractive corridor
- Prioritize sit-down restaurants, grocery, and entertainment retail options
- Provide safe multimodal access
- Use multifamily as transitions from commercial to suburban residential areas

Typical Character



Intensity

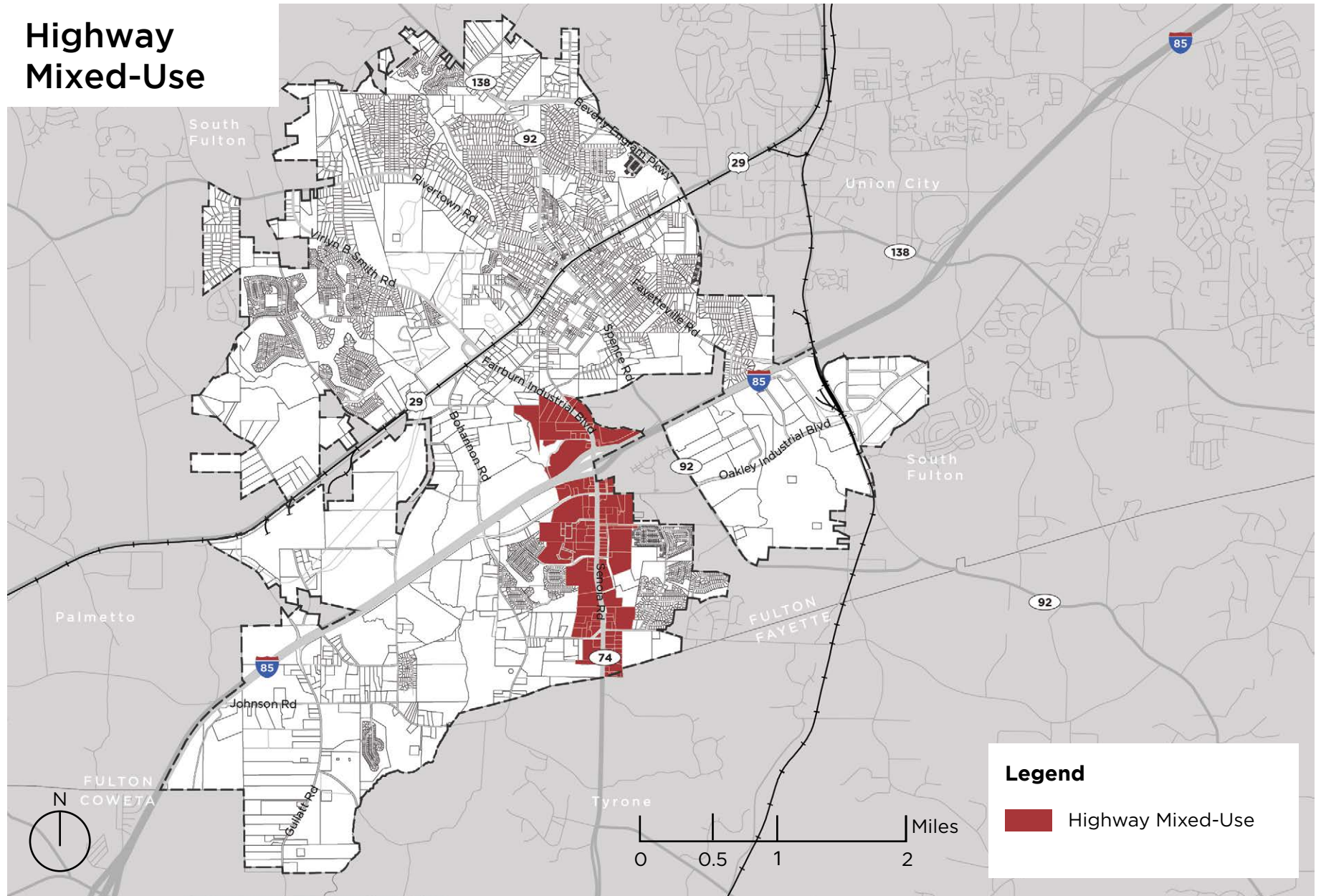


Image Source: Google Earth

Highway Mixed-Use Details

Appropriate Development Types	Conservation; parks and recreation; public/institutional uses (schools, places of worship, and civic facilities); multifamily; vertical and horizontal mixed-use up to four stories, small to medium retail; large retail centers with grocery anchor; large office; hospitality.
Density/Intensity	12 to 36 dwelling units/acre
Appropriate Zoning District(s)	RM-12, RM-36, O&I, C-1, C-2, P&O

Highway Mixed-Use



Future Development Strategy

Light Industrial

Description

This area supports low-impact industrial and office development that complements nearby residential areas. It emphasizes modern business parks, innovation hubs, and clean industries.

Implementation Strategies & Policy Considerations

- Support business innovation and employment centers
- Design industrial parks with high-quality site planning and landscaping
- Provide transitions and buffers to nearby residential areas

Typical Character



Intensity

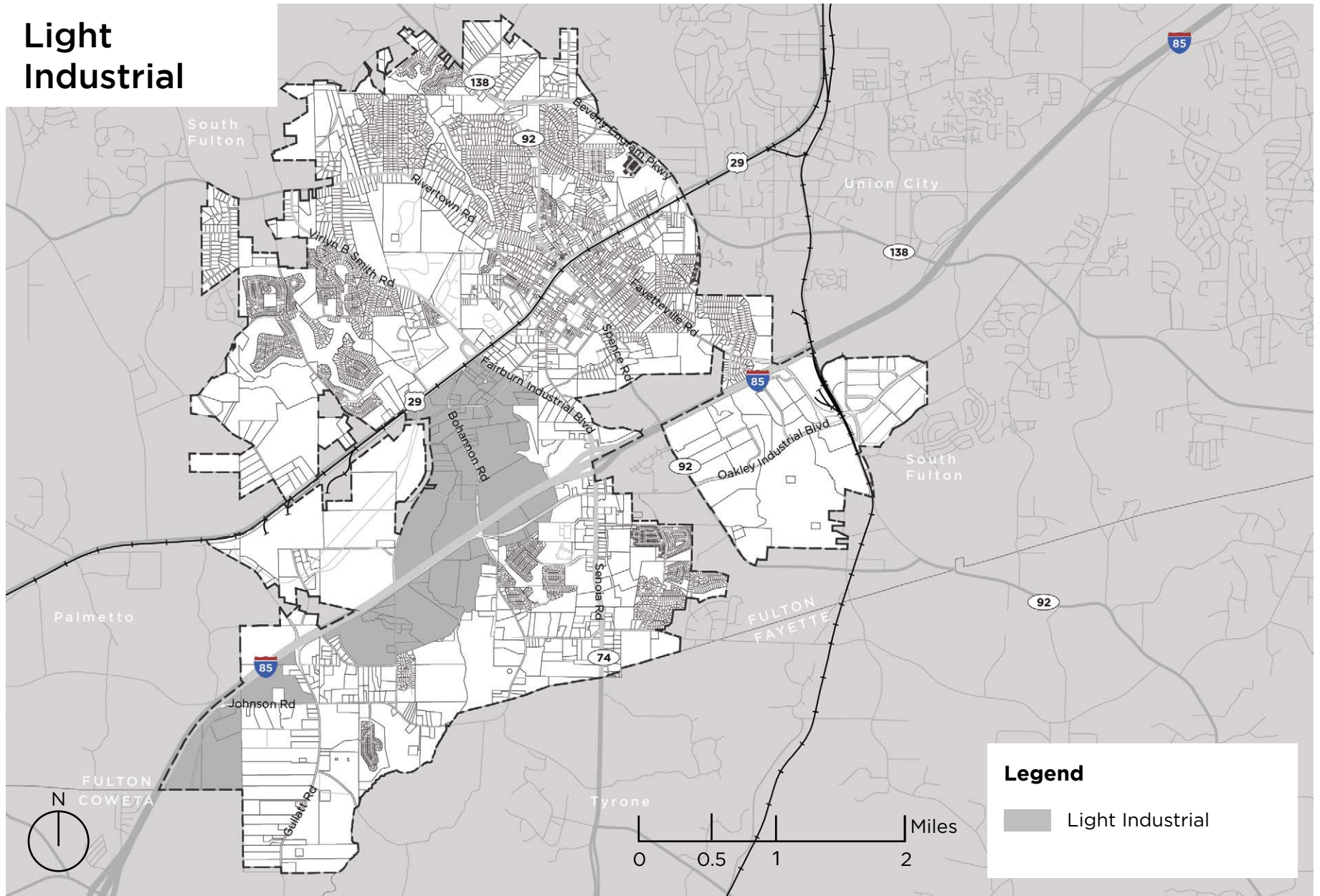


Image Source: Google Earth

Light Industrial Details

Appropriate Development Types	Conservation; parks and recreation; public/institutional uses (schools, places of worship, and civic facilities); large office; small-scale production (breweries, makerspaces, food processing, etc); flex space; commercial storage; warehousing, utilities.
Density/Intensity	1 to 2 stories
Appropriate Zoning District(s)	O&I, C-1, C-2, M-1, P&O

Light Industrial



Future Development Strategy

Industrial

Description

This area is designated for traditional and heavy industrial uses that drive economic development through manufacturing, processing, and logistics operations. It supports regional employment and logistics infrastructure.

Implementation Strategies & Policy Considerations

- Encourage aesthetic improvements along public rights-of-way to create visually pleasing corridors with high-quality design elements, building materials, and landscaping
- Look for public right-of-way improvements to mitigate truck traffic
- Ensure connectivity to I-85 and freight corridors.

Typical Character



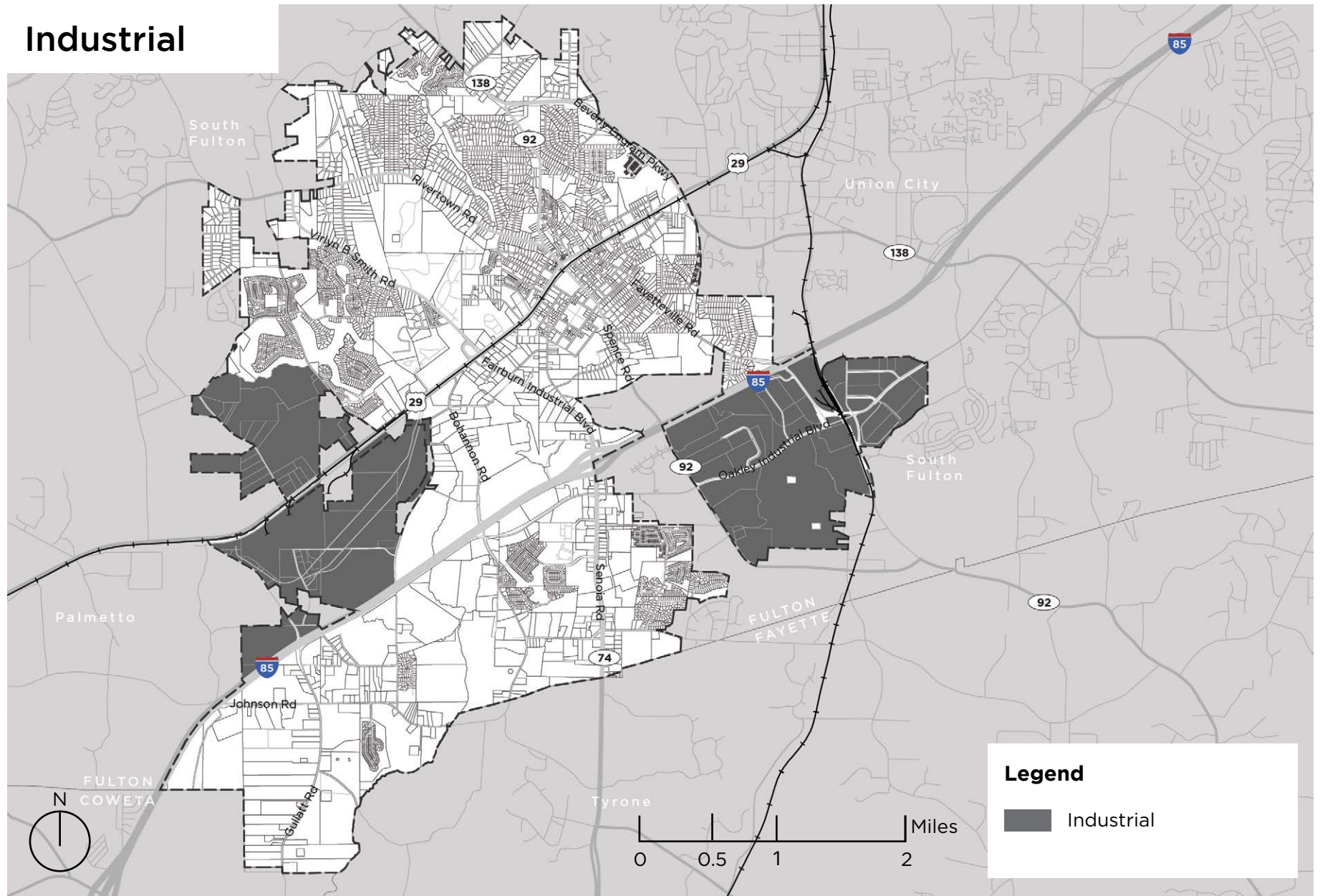
Intensity



Industrial Details

Appropriate Development Types	Conservation; parks and recreation; public/institutional uses (schools, places of worship, and civic facilities); large office; warehousing; manufacturing; utilities.
Density/Intensity	1 to 2 stories
Appropriate Zoning District(s)	O&I, C-2, M-1, M-2, P&O

Industrial



Future Development Strategy

Future Development & Zoning Compatibility Table

	Residential Base Districts									Non-Residential Base Districts							Overlay Districts	
Future Development Category	AG	R-1	R-2	R-3	R-4	R-CT	RM-12	RM-36	PD	O&I	DTMU	C-1	C-2	M-1	M-2	P&O	GA Highway 74 Overlay	US Highway 29 Overlay
Greenspace	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Rural Residential	X	X							X			X				X		
Low-Density Neighborhood		X	X						X			X				X		
Suburban Neighborhood				X	X	X			X							X		
Central Neighborhood					X	X	X		X			X				X		
Downtown Core					X	X	X	X	X	X	X	X	X			X		X
Warehouse District							X		(X)	X	X	X	X	X		X		
Highway Mixed-Use							X	X	(X)	X		X	X			X	X	
Light Industrial										X		X	X	X		X		
Industrial										X			X	X	X	X		

X = Indicates that this zoning district implements the corresponding Future Development Category

Actions & Initiatives

Based on the technical analysis, community input, and conversations about land use strategy, one thing has remained clear: Fairburn needs to achieve balanced growth that directs investment to downtown, considers the positive impacts of industry, and limits excessive development in the more rural areas of the city. To do this, the City must promote development that is strategically located, aligned with the community's needs, and supported by the appropriate infrastructure.

The following are actions and initiatives the City of Fairburn should take to implement this land use vision and its overarching goals of balanced growth, connectivity and accessibility, and quality of life.

- **Zoning Ordinance Rewrite.** A rewrite of Fairburn's zoning ordinance would implement recommendations from multiple plans. See pages 146-147 for more information.
- **Downtown Fairburn Infill Strategy.** Consistent with other efforts in this comprehensive plan and other planning efforts since 2021, this strategy would:
 - Identify publicly owned land for catalytic development or redevelopment and match it with needs and demands demonstrated by the market;
 - Identify privately owned, undeveloped or underdeveloped land that could accommodate "missing middle" housing; and
 - Create straight forward infill design guidelines for the Downtown Core and Central Neighborhoods future development areas.
- **Placemaking Plan.** The SR 74/Senoia Road corridor (Highway Mixed-Use future development areas) is in need of a redesign. A placemaking plan will create a vision for the area that promotes walkability and good urban design principles that would transform the corridor into a place where there is a "there" to visit.
- **Impact Fees.** The City should consider levying impact fees for developments in the Light Industrial and Industrial future development areas with emphasis on uses with high truck traffic to fund improvements to fix roads with heavy wear and tear.

Proposed Zoning Ordinance Amendments

Overview

The City's zoning ordinance plays a critical role in carrying out the comprehensive plan and must be closely aligned with its goals to guide appropriate land use and development. Misalignment can result in outcomes that contradict community values and hinder effective planning. In addition to aligning with the comprehensive plan, zoning ordinances must be written and laid out in a manner that is clear and easy to use.

A comprehensive rewrite of the zoning ordinance is recommended to improve clarity, ensure consistency with the plan, and build public trust in the decision-making process. An updated ordinance will help ensure zoning outcomes reflect Fairburn's current values and long-term vision.

For more information and context for these recommended amendments, see "Zoning Audit: Best Practices Scan" beginning on page 270, and "Zoning Audit: Vision Alignment" beginning on page 279 of the Appendix.

High-Level Recommendations

The following are high-level, recommended amendments that are necessary for improving the zoning ordinance's clarity and usability.

- Set clear, pass/fail, measurable standards that can be administered by professional staff.
- Reorganize objective standards (allowed/not allowed) and dimensional standards (minimum required dimension/maximum allowed dimension) into user-friendly tables with clear headings and a logical layout.
- Bring all definitions into the definitions article, organized alphabetically.
- Illustrate large amounts of information across multiple sets of graphics with clear, user-friendly labels and titles. Consolidate repeated information and build logical cross-references into strategic locations of the ordinance.
- Consolidate similar types of information into intuitively named headings.

Alignment with the Comprehensive Plan

Below is a summary of amendments, grouped by topic, that can be made to the zoning ordinance to help Fairburn achieve the vision in its comprehensive plan.

- **Pedestrian and bicycle infrastructure gaps.** The zoning code generally does not adequately require or support pedestrian and bicycle facilities across most zoning districts. Improved standards for sidewalks, cross-access, and bike infrastructure are needed to align with walkability and multi-modal goals.
- **Barriers to housing diversity and infill.** Many districts limit smaller-scale or diverse housing types through excessive minimum dwelling sizes, narrow use permissions, unclear regulations, and gaps in infill standards. These barriers make it harder to achieve the City's goals for mixed-income and age-friendly neighborhoods.

- **Lack of tools for compact and clustered development.** Many zoning districts do not explicitly allow for preservation of open space via compact development on a site. This hinders the development of efficient infrastructure. Tools like cluster subdivisions or reduced setbacks are needed in appropriate areas.
- **Underdeveloped public realm and urban design standards.** There is little zoning guidance on active frontage, street trees, street furniture, public art, or other features that create vibrant public spaces. The guidance currently in place is not consistent across zoning districts in potential walkable areas. Stronger design expectations are especially needed in the downtown and community-focused nodes.
- **Limited flexibility for commercial and employment uses.** Use-specific zoning lists are overly narrow, making it difficult to accommodate evolving businesses, shared-use spaces, or neighborhood-scale commercial activity. A shift toward broader use categories would help support economic adaptability.
- **Poor alignment with infrastructure capacity goals.** Development standards do not consistently account for current and/or planned infrastructure capacity. Private development may outpace public service and infrastructure capacity—particularly in suburban areas. The City needs zoning tools that help manage growth in line with the long-term vision of various areas and the present and planned availability of roads, utilities, and services.
- **Inadequate buffers and transitions in industrial and warehouse areas.** Buffering, screening, and design requirements are minimal in zones where industrial uses are allowed near neighborhoods or key corridors. Strengthening standards for landscaping, access management, and aesthetics can reduce conflicts, simplify access and maneuvering for trucking, and improve compatibility with neighboring land uses.



6 Transportation

In this chapter:

Transportation Strategies

Transportation Framework for Future Growth

Actions & Initiatives



Transportation Strategies




Overview

As Fairburn continues to grow, so do the challenges of managing that growth in a way that preserves safety, livability, and access for all residents. Through a combination of detailed analysis and community engagement, key concerns emerged, including the intensifying impact of freight traffic, the ongoing gaps in pedestrian safety and infrastructure, and the lack of multimodal travel options:




- Residents voiced a clear desire for stronger enforcement of designated truck routes and protections to keep heavy vehicles out of residential areas.
- Many residents pointed to unsafe intersections, poor signage and traffic calming measures, and the need to redesign roadways to reduce conflict points between trucks, cars, cyclists, and pedestrians.
- Just as urgently, residents called attention to the lack of walkable infrastructure, especially in under-served neighborhoods where missing sidewalks, inadequate crossings, and nonexistent buffers from traffic continue to compromise basic mobility and safety.

This plan builds upon a strong foundation of earlier efforts, including the ARC Livable Centers Initiative (LCI) studies, the South Fulton Comprehensive Transportation Plan, and the previous comprehensive plan. This plan unifies these efforts in a transportation framework that integrates those past priorities with updated strategies designed to improve safety, expand multimodal options, and align transportation investments with land use and community goals.

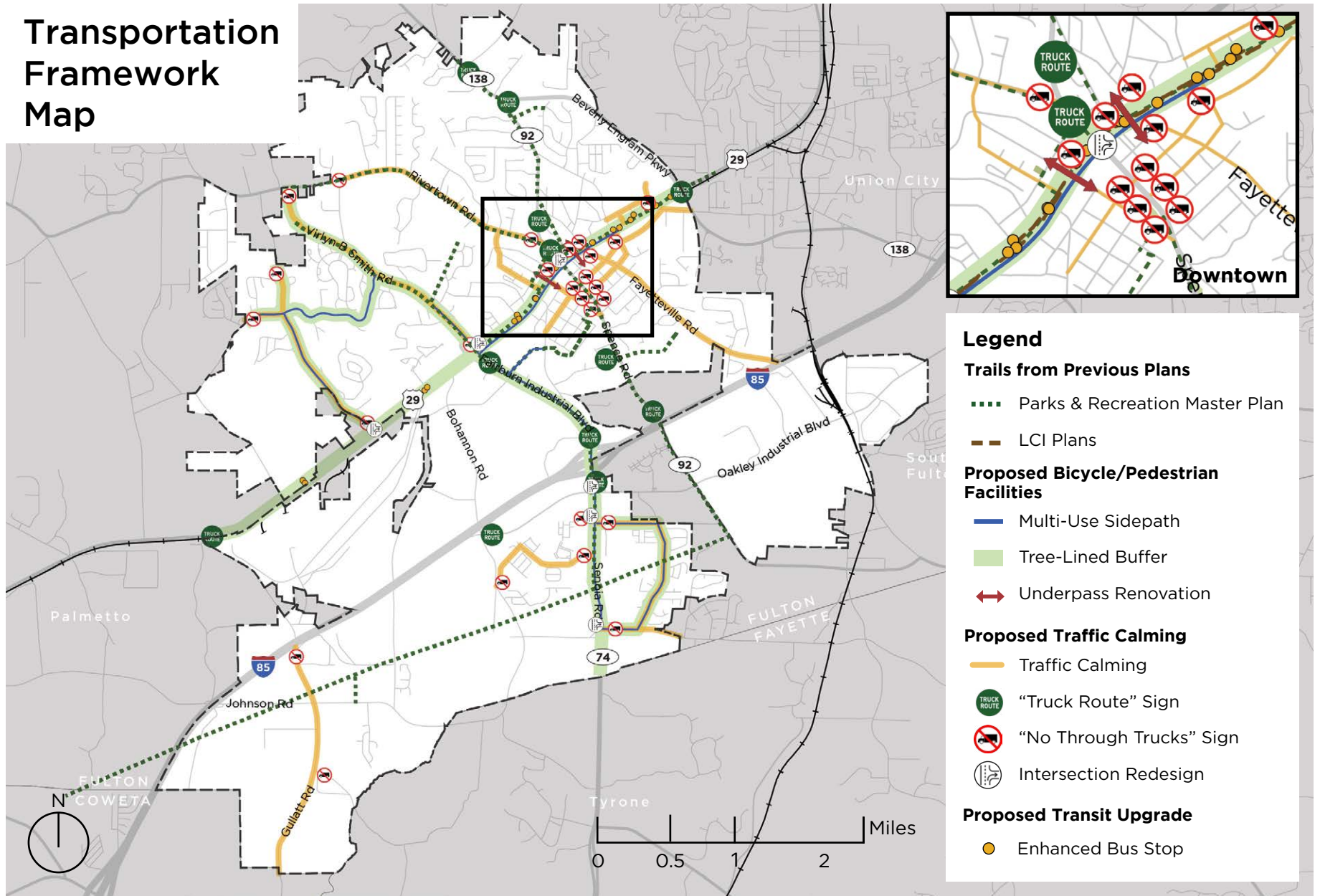
The transportation strategies that follow provide a focused and actionable roadmap shaped directly by public input. From enhancing truck route enforcement and improving pedestrian crossings to expanding multi-use trails and upgrading transit facilities, each recommendation aims to tackle current deficiencies while preparing Fairburn for a more connected, resilient future. By anchoring these strategies in the broader goals of balanced growth, accessibility, and quality of life, this plan ensures that every transportation investment serves the evolving needs of the community it is designed to support.

Strategies	Which community goals does this directly support?		
	Balanced Growth	Connectivity & Accessibility	Quality of Life
Reduce the negative impacts of truck trips to, from, and within the City of Fairburn. <ul style="list-style-type: none"> • Add more truck wayfinding signage and place clear traffic signs to prevent trucks from using prohibited roads. • Increase enforcement of truck routes. • Redesign key intersections to promote safety and reduce truck traffic on non-designated routes. • Evaluate options to levy additional fees for land uses that attract large numbers of heavy vehicles. • Set an achievable—yet responsive—goal for repairing potholes and other pavement issues once identified. • Engage in intergovernmental coordination with Fulton County, other southern Fulton County cities, and nearby communities in Fayette and Coweta Counties to ensure a strong, regional approach to transportation planning, especially as it relates to truck traffic. 			
Improve the safety and performance of Fairburn’s roadway network through targeted infrastructure upgrades. <ul style="list-style-type: none"> • Encourage connectivity between neighborhoods and roads in new development and redevelopment. • Support traffic calming measures along designated roadways. • Continue to partner with South Fulton CID to improve roadways in Fairburn. • Coordinate roadway improvement efforts along key corridors, such as US-29/ Roosevelt Highway/Broad Street, SR 74/Senoia Road, and Oakley Industrial Boulevard. 			

Transportation Strategies

Strategies	Which community goals does this directly support?		
	Balanced Growth	Connectivity & Accessibility	Quality of Life
Expand and improve pedestrian and bicycle infrastructure to promote safe and accessible alternatives to car travel. <ul style="list-style-type: none"> • Prioritize pedestrian and bicycle improvements in Downtown Fairburn, including filling sidewalk gaps, improving pedestrian crossings, and creating protected bicycle facilities instead of sharrows. • Fill gaps in the sidewalk network, particularly along SR 74/Senoia Road and between neighborhoods. • Improve pedestrian crossings in high-crash areas. • Evaluate the feasibility of bike and pedestrian bridges near the CSX facility and along E. Broad Street to improve connectivity and enhance multimodal access. 			
Improve the quality of public transit in Fairburn. <ul style="list-style-type: none"> • Coordinate with MARTA to improve facilities at bus stops. • Create safe pedestrian crossings at bus stops. • Promote programs that incentivize the use of public transit and provide education. 			

Transportation Framework Map



Transportation Framework for Future Growth

The Framework

The transportation framework outlined in this plan is designed to achieve four core objectives:

- Manage freight and local traffic where feasible;
- Fill critical gaps in pedestrian networks near schools, parks, and transit stops;
- Upgrade intersections with high crash volumes;
- Design and retrofit corridors to support a broader range of users, including non-drivers and freight vehicles.

These strategic priorities form the foundation for the actionable steps that follow, each tailored to address specific challenges identified through data analysis and community input. From truck route enforcement and improved signal timing to sidewalk expansion, pedestrian crossing enhancements, and multimodal corridor upgrades, these actions represent a practical roadmap for creating a safer, more connected, and more inclusive transportation system in Fairburn.

Proposed Bicycle & Pedestrian Facilities

1 Adding multimodality into the Virlyn B. Smith and SR 74/Senoia Road corridors

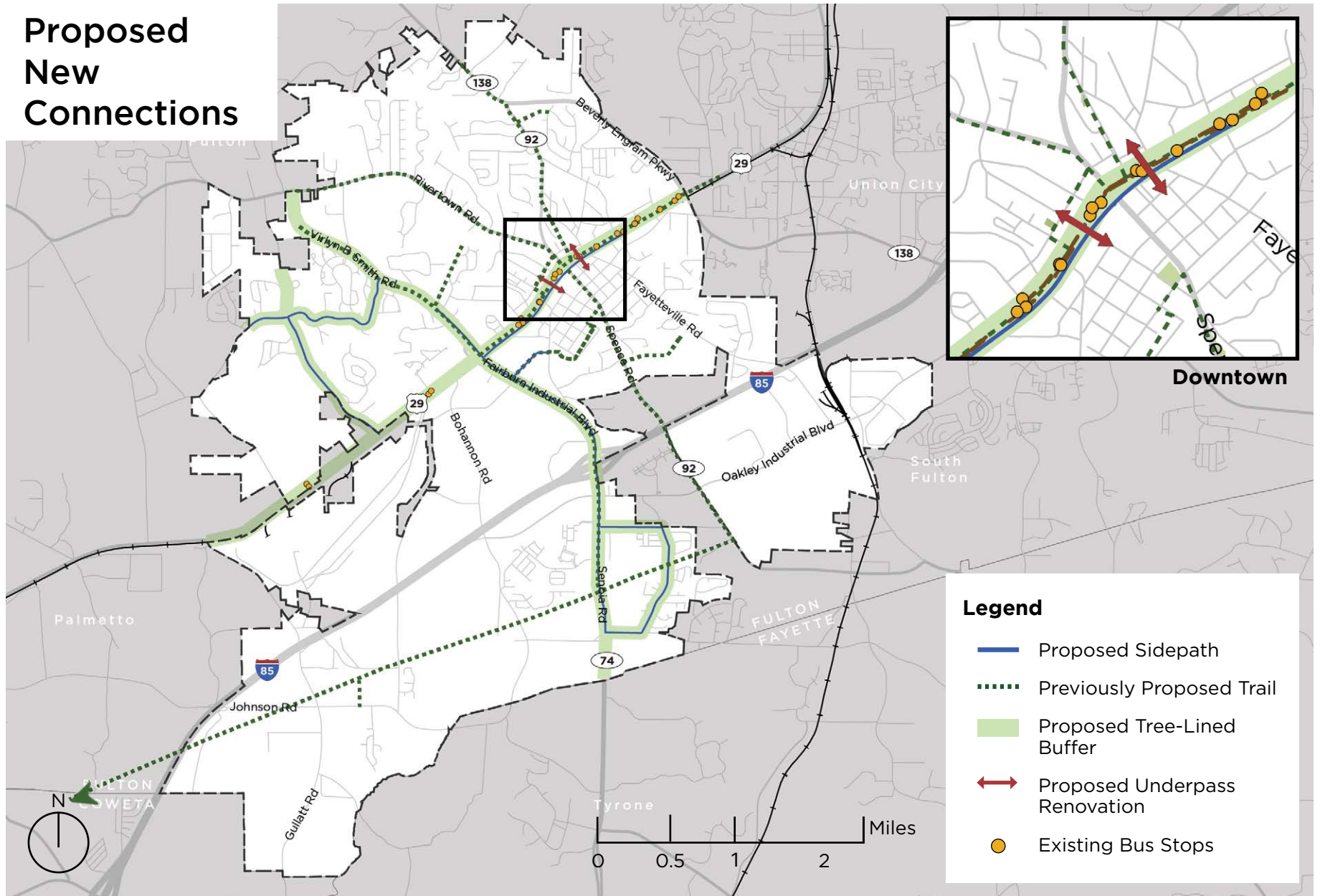
These corridors present a high-impact opportunity for multimodal investment:

- Support the area's transition to walkable, mixed-use development with safer, more connected infrastructure.
- Prioritize 8-foot sidepaths to improve walkability, bike access, and reduce short car trips.
- Enhance access to transit and increase pedestrian activity to strengthen future retail and housing.
- Link to planned greenways from previous studies, reinforcing a city-wide network of accessible, connected trails.



Multi-use sidepath (Source: Minneapolis Public Works, Transportation Planning and Programming)

Proposed New Connections



Transportation Framework for Future Growth

2 Strengthening Fairburn's connectivity through sidepaths

The construction of sidepaths on key westside corridors will improve access and safety:

- Install 8-foot sidepaths along John Rivers Road and Durham Lake Parkway to close sidewalk gaps and link neighborhoods to Fairburn's larger greenway network.
- Enhance walkability in under-served residential areas with safe, non-motorized connections to parks, schools, and commercial centers.
- Add a sidepath along Herndon Road near Bear Creek Middle School to support student and family access, and to address a critical infrastructure gap and improve safety around this key community destination.

3 Building the Green Loop: A multi-use trail connecting SR 74/Senoia Road to its eastern neighborhoods

The Green Loop would strengthen corridor connectivity and supports multimodal travel.

- Build on the Virlyn B. Smith and SR 74/Senoia Road sidepaths to create critical north-south and east-west trail connections

- Link neighborhoods east of the corridor to Fairburn's growing trail network.
- Enhance first- and last-mile access to transit along the MARTA-served corridor.
- Support walkable, mixed-use development by encouraging foot traffic to new businesses and housing.

4 Connecting Broad Street to Senoia Road through a multi-use sidepath

Prioritizing the Broad Street Trail Extension will connect downtown to nearby neighborhoods:

- Strengthen connectivity between the downtown core and neighborhoods south of the rail line by building a sidepath, south of the tracks, along NE/SE Broad Street to avoid high-speed traffic and improve walkability and multimodal access.
- Upgrade the Smith Street and Cole Street underpasses with lighting, public art, and widened walkways.
- Create safer, more inviting crossings on Roosevelt Highway, that reinforce downtown as a walkable, connected hub.

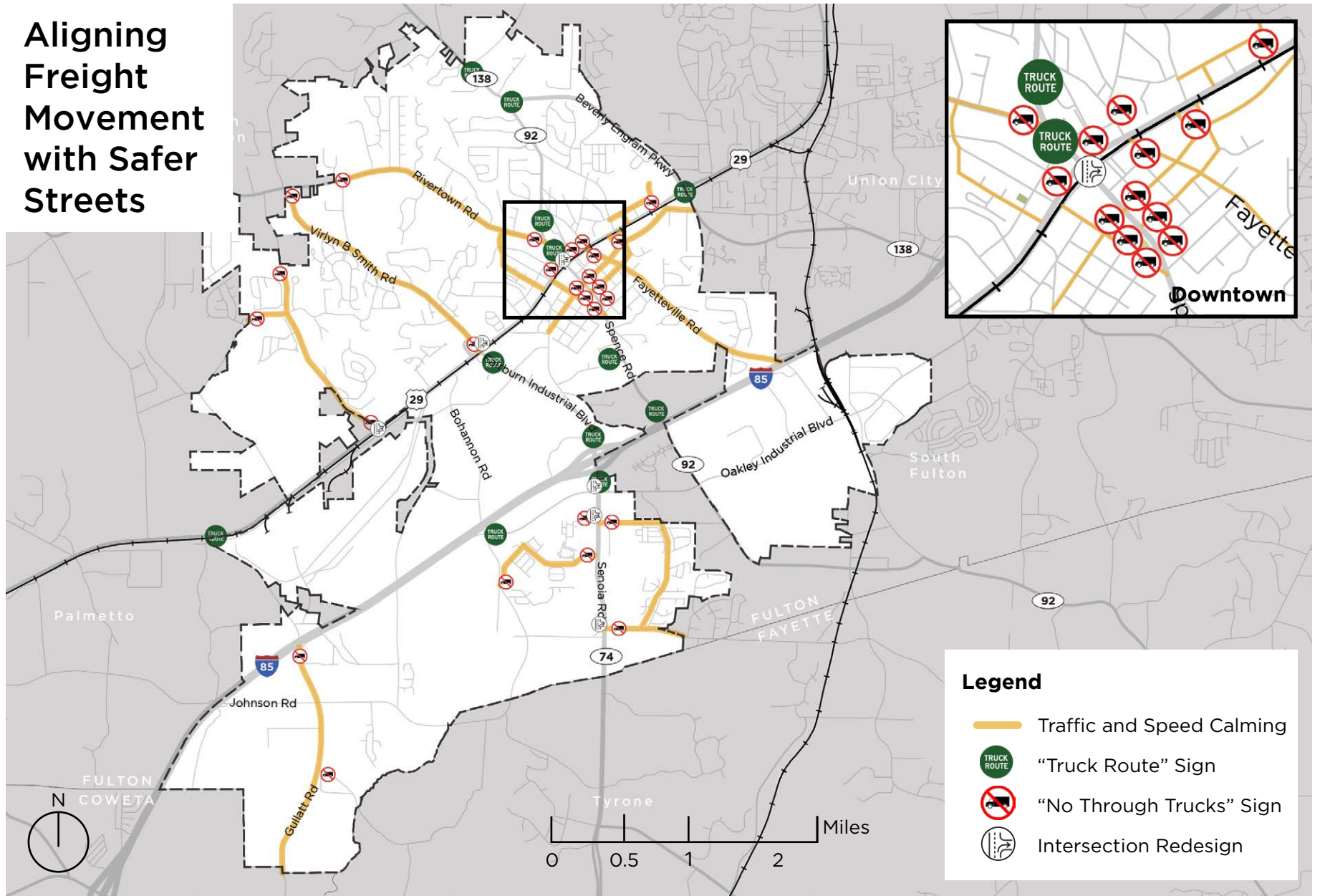


The underpass on E. Campbellton Street is currently designed for vehicles, offering limited space, safety, and comfort for pedestrians



Case Study: The Rainbow Light Tunnel in Birmingham transforms a neglected underpass into a safer, more inviting route for pedestrians and cyclists. Source: Christopher Jobson, www.thisiscoolossal.com

Aligning Freight Movement with Safer Streets



Transportation Framework for Future Growth

5 Incorporating tree-lined buffers to support safety, comfort, and corridor identity

Integrating landscape buffers with trees between roads and sidewalks or sidepaths improves safety, comfort, and visual appeal, especially along multimodal corridors. These buffers separate pedestrians from traffic, calm vehicle speeds by reducing the cone of visibility, and elevate the urban environment. To do so, streetscape upgrades in these locations should be prioritized:

- **Virlyn B. Smith Road and SR 74/Senoia Road.** A planted median would help calm traffic by narrowing the perceived roadway, reducing left-turn conflicts, and signaling a transition to a more walkable, mixed-use corridor. It would also provide safe pedestrian refuge, enhance visual quality, and support safer, slower driving.
- **John Rivers Road and Durham Lake Parkway.** Located in under-served areas, these corridors would connect neighborhoods to parks, schools, and downtown. Buffers would improve safety and encourage walking and biking, especially for families and children.
- **Broad Street (North, South and Southeast Extension).** This corridor would benefit from buffers that strengthen its identity, increase comfort, and improve safety near trail nodes and underpasses.

Proposed Traffic Calming

1 Implement a targeted truck routing and traffic calming strategy to improve neighborhood safety

To reduce conflicts between freight and local traffic in Fairburn, a formal truck routing system and neighborhood traffic calming plan should be prioritized, focusing on the following:

Truck route signage and enforcement

- Install wayfinding signage at key freight access points, namely at the I-85/SR 74 interchange, Oakley Industrial Boulevard at Bohannon Road, and US-29/Broad Street.
- Post clear “No Through Trucks” signs on residential streets such as Milam Road, Valley View Drive, Bay Street, and Virlyn B. Smith Road.
- Enforce with patrols and technology such as license plate recognition.

Deploy traffic calming along vulnerable local streets

- Use speed cushions, raised crosswalks, curb extensions, pedestrian priority signals, and neighborhood roundabouts to reduce vehicle speeds and enhance pedestrian safety.
- Begin implementation on high-priority streets near schools, parks, and residential areas.

Pursue specific traffic calming projects on recommended corridors

- **Fayetteville Road.** Raised crosswalks and “No Through Trucks” signage to emphasize residential character.
- **Virlyn B. Smith Road.** Mini-roundabouts, raised crosswalks, and “No Through Trucks” signage near pedestrian zones and trail access.
- **Rivertown Road.** Raised crosswalks and “No Through Trucks” to alleviate stress and bolster safety for pedestrians.
- **Gullatt Road.** Mini-roundabouts to calm traffic and discourage truck intrusion, “No Through Trucks,” and street lighting upgrades.
- **Malone Street to Rivertown Road.** Speed cushions, pedestrian signage at key crossings, and “No Through Trucks” signage to dissuade trucks from going through this residential corridor.
- **Bay Street, Harris Road, and Milam Road.** Speed cushions, raised crosswalks, and “No Through Trucks” signage due to freight detours.
- **Shaw Drive, Fairview Drive, Barton Street, and SE Malone Street.** Speed tables and school-zone signage near schools.



Example of a mini-roundabout

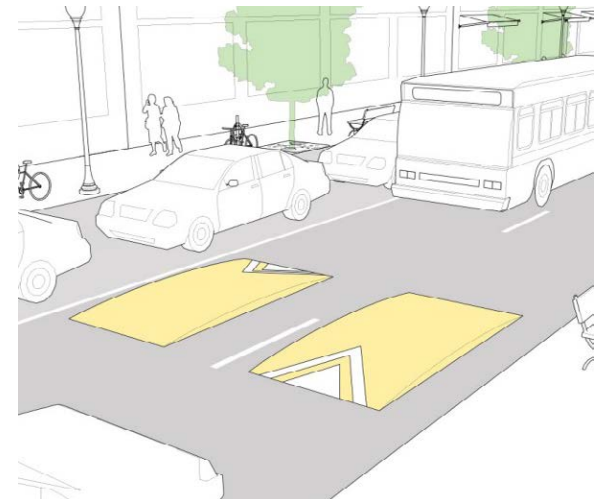


Illustration of speed cushions (Source: NACTO)

Transportation Framework for Future Growth

2 Redesign high-risk intersections to reduce conflicts and improve safety

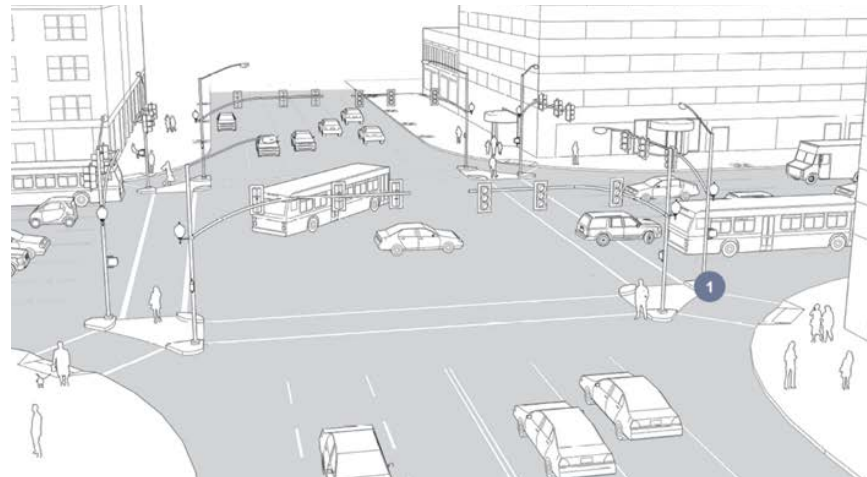
To address conflicts between freight and local traffic and improve safety, Fairburn should prioritize redesigning key intersections where local streets meet major corridors:

Broad Street at Campbellton Street

- Tighten turning radii with curb extensions.
- Add high-visibility crosswalks and advance stop bars.
- Improve safety near downtown by slowing turning vehicles.

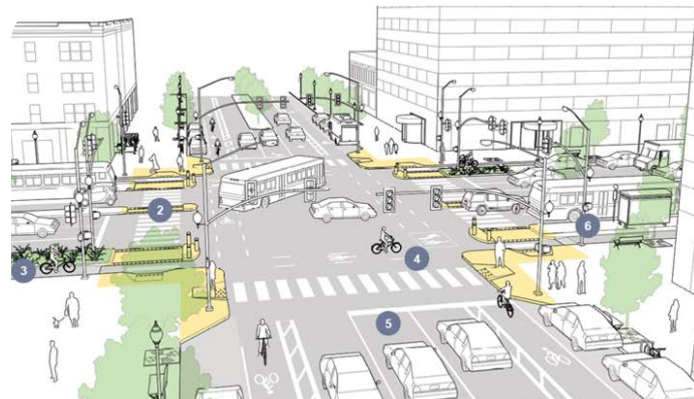
Broad Street at John Rivers Road

- Install pedestrian refuge islands, curb extensions, and marked crosswalks.
- Upgrade nearby transit stop with shelter, lighting, and sidewalk access.
- Improve visibility and support multimodal travel.



- 1 Large intersections are often oversized, making navigation difficult and enabling unsafe, high-speed turns, especially at channelized right turns.

Typical Minor Intersection Design (Source: NACTO)



- 2 Use LPIs to give pedestrians a head start. Add safety islands, remove channelized right turns, and slow turning speeds with curb extensions, tight radii, and cycle tracks. Include right-turn pockets where needed.
- 3 At large intersections, use bike signals or mixing zones to accommodate cyclists. Prefer bike signals for safety, but balance against added delay. Avoid or limit mixing zones where high turn volumes endanger cyclists.
- 4 Bicyclist left turns may be facilitated using intersection crossing markings and a 2-stage turn queue box.
- 5 Consider banning left or right turns where they are problematic or create safety conflicts.
- 6 Use transit signal priority to reduce delays. Place stops based on destinations, transfers, and routes. Prefer far-side stops and use bus bulbs to improve efficiency and passenger space.

Major Intersection Redesign Example (Source: NACTO)

SR 74/Senoia Road at Oakley Industrial Boulevard

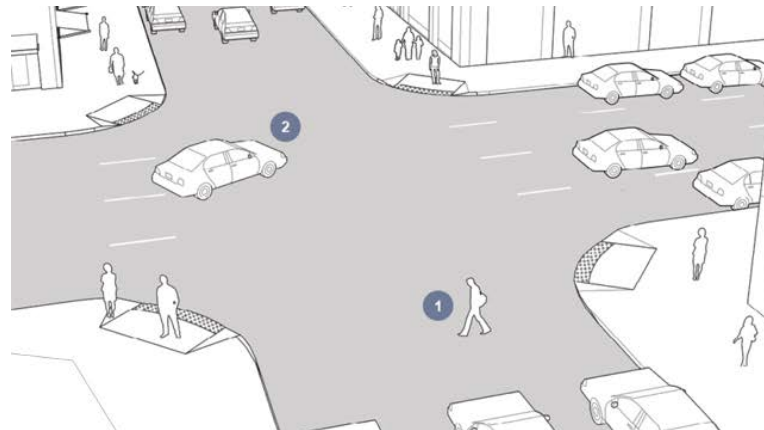
- Widen turn lanes and create truck staging areas.
- Add protected signal phases and reinforce pavement edges.
- Safely manage high truck volumes at key freight junction.

SR 74/Senoia Road at Harris Road

- Narrow entry into Harris Road and raise crosswalks.
- Improve signage to separate freight and residential directions.
- Reconfigure intersection angles to reduce truck speeds.

Senoia Road at Milam Road

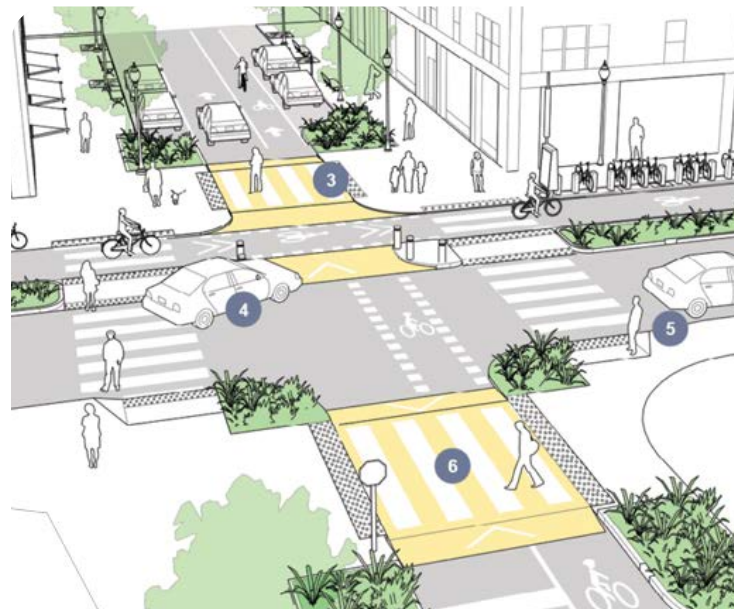
- Add protected crossings, refuge islands, and high-visibility striping.
- Include wayfinding signage and gateway elements.
- Modify geometry to slow trucks and connect trail network.



- 1 High traffic volumes discourage pedestrian and bicycle crossings.

The lack of crosswalks and signage on the minor street fails to alert drivers to crossing activity.
- 2 Cars turn at high speeds onto the minor street, compromising the slow-speed, residential environment.

Typical Minor Intersection Design (Source: NACTO)



- 3 Use raised crossings and curb extensions to slow turns and highlight pedestrian and cyclist priority.
- 4 Slow turning speeds from major to minor streets. Prioritize yielding to pedestrians and cyclists. Allow minor street turns with minimal delay. Use bollards to protect crossings and prevent conflicts.
- 5 Use short signal cycles and coordinated timing to create regular gaps in traffic. On long unsignalized corridors, consider all-way stops to support safe crossings.
- 6 Mark crosswalks at unsignalized crossings and assess the need for enhanced treatments like safety islands, signage, beacons, or signals to improve pedestrian safety.

Minor Intersection Redesign Example (Source: NACTO)

Actions & Initiatives

Projects from the Previous Plan

Informed by the previous comprehensive plan, the City identified a range of projects (many of which were identified as underway or postponed) that are part of this plan's Community Work Program (CWP). Actively funded projects include:

- Oakley Industrial Boulevard Improvements, a high-priority freight corridor that received resurfacing and signal upgrades to accommodate truck traffic and improve safety;
- Multimodal streetscape upgrades along SR 74/Senoia Road and US-29/Roosevelt Highway/Broad Street, including pedestrian and sidewalk improvements supporting safe crossings and downtown accessibility; and
- Intersection enhancements at SR 138 and SR 92, where prior crash data and traffic volumes flagged safety and congestion issues.

It should be noted that the projects proposed in 2020 that have remained were likely the result of delays related to the COVID-19 pandemic.

Projects Informed by Other Plans

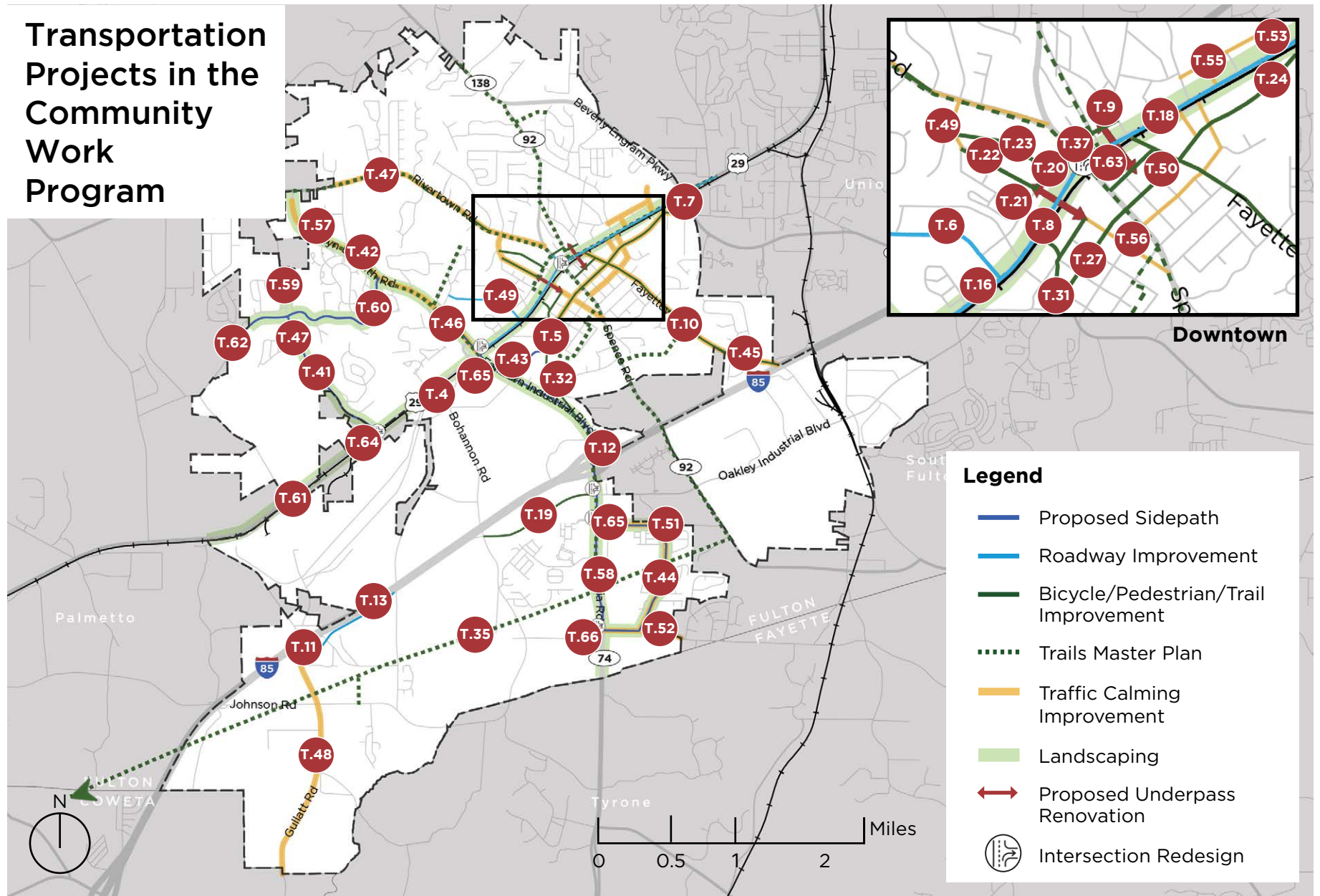
The *Downtown Master Plan LCI Study* and the *Gateway & Connectivity LCI Study* include a number of projects that seek to improve safety, operations, and multimodal mobility options in Fairburn that have been incorporated into this plan's CWP. These include:

- Intersection improvements
- New and improved sidewalks
- Bike lanes
- Road diets
- New and improved signage and wayfinding

Newly Recommended Projects

This comprehensive plan has identified a number of projects that are complementary to the efforts already undertaken in Fairburn. Pages 136-143 describe these initiatives in more detail.

Transportation Projects in the Community Work Program





Housing

In this chapter:

**Housing Strategies
Actions & Initiatives**









Housing Strategies

Overview

Fairburn is at a pivotal point in addressing its evolving housing needs. Analysis of the housing market and community feedback show a clear gap between current offerings—mostly large-lot single-family houses or large apartment complexes—and what’s needed: a wider range of options for young families, professionals, and older adults.

Downtown Fairburn, in particular, holds great potential to absorb new growth in a way that supports both economic development and walkable, vibrant neighborhoods. However, barriers such as zoning misalignments, permitting delays, and public resistance to change have hindered progress. To address this, Fairburn must take proactive steps to modernize its policies, pursue partnerships, and remove procedural roadblocks to help guide new housing into the areas where it is most needed—and most desired.

The strategies on page 167 aim to expand housing options, improve affordability, and ensure that people of all ages, incomes, and lifestyles can find a house in Fairburn. Through targeted policy updates, partnerships, and infill development, the City can support thoughtful, inclusive growth.

Strategies	Which community goals does this directly support?		
	Balanced Growth	Connectivity & Accessibility	Quality of Life
Increase the amount of housing in downtown Fairburn to bring vibrancy to the area and support new and existing businesses. <ul style="list-style-type: none"> • Work with developers to build multifamily as a part of mixed-use developments. • Work with developers to provide future housing through infill development and redevelopment. • Prioritize missing middle housing options (see page 168). • Explore “permit-ready plans” or pre-approved housing plans to expedite permitting for missing middle housing types. • Partner with the East Point & Fairburn Housing Authority to leverage publicly owned land for affordable housing. • Simplify policies and procedures to encourage housing development in the Downtown Core and Central Neighborhoods, while making it relatively more difficult to build housing in other areas. This approach helps focus growth where it is most supported by the community. 			
Ensure housing options for all ages, income levels, and lifestyles. <ul style="list-style-type: none"> • Work with developers to create housing and facilities that cater to seniors. • Provide missing middle housing through infill and redevelopment. • Legalize the commercialization (long-term rental) of ADUs. • Ensure that the Zoning Ordinance allows for a greater variety of housing options to be built. 			
Preserve “naturally occurring affordable housing” in established neighborhoods to maintain existing affordable housing options. <ul style="list-style-type: none"> • Incentivize property owners to bring properties up to code. • Work with local banks to provide education on home financing. 			

Actions & Initiatives

Housing is central to quality of life. Fairburn's housing strategies emphasize expanding options downtown to create a critical mass of daily activity, increasing housing choice through missing middle and senior housing, and preserving the city's existing stock of affordable housing.

Many of the housing strategies on page 167 are integrated into the Future Development Strategy. To implement these strategies, the City must focus on promoting infill development, educating elected officials and residents, developing strategic partnerships, and leveraging financing tools.

Most of the action items in the Community Work Program come from the City's *Downtown Master Plan LCI*, which focused on downtown Fairburn. However, many of these action items can be applicable to the whole city:

- Identifying and acquiring areas desirable for residential infill development and redevelopment.
- Hosting a Housing Workshop to educate officials and residents on the current state of the housing market, popular housing terms, and the need for additional and varied housing types.
- Developing and strengthening partnerships with housing organizations to build housing in locations that connect residents to amenities and services.
- Identifying and leveraging public-private partnerships (PPPs) to provide financial resources to make affordable housing developments more viable.

Missing Middle Housing

The term “missing middle housing” refers to housing types that have become less common over time. They are denser than single family detached houses, but less dense than large apartment complexes. Duplexes, triplexes, above retail units, and small-scale standalone multifamily buildings all fall under this umbrella term. The reason these types are missing is because they are often not allowed by local land use and zoning policy. In recent years, there has been growing consensus that they fulfill an important niche in the housing market.

Planning for more missing middle housing can help increase residential density in select areas and be a strategy for achieving infill development, while providing residents more housing choice to better their quality of life.







Economic Development

In this chapter:

**Economic Development Strategies
Actions & Initiatives**






Economic Development Strategies

Overview



Fairburn's economic future hinges on a more balanced, targeted approach to growth: one that supports small businesses, attracts investment in key industries, and strengthens core areas like downtown. While past industrial growth has added to the tax base, residents have consistently voiced a need for more everyday amenities such as restaurants, retail, and grocery options—particularly in downtown, where much of the city's economic potential remains untapped.

The strategies that follow are rooted in the City's *Economic Development Strategic Plan*, which outlines a clear path toward a more resilient, diversified local economy. They reflect key findings from community input and analysis: the need to expand commercial offerings, improve infrastructure, support local entrepreneurs, and shift industrial recruitment toward higher-paying, lower-impact industries. These strategies also emphasize leveraging City-owned assets, financial tools, and partnerships to unlock new development opportunities.

By aligning day-to-day efforts with the long-term vision in the strategic plan, Fairburn can create a more vibrant business environment that serves residents, attracts visitors, and fosters sustainable economic growth.

Strategies	Which community goals does this directly support?		
	Balanced Growth	Connectivity & Accessibility	Quality of Life
Promote and support the growth of Fairburn’s business community. <ul style="list-style-type: none"> • Advance marketing and recruitment efforts to attract new businesses and investments in target industries. • Continue to host activities and events to bring in visitors. • Leverage the Renaissance Festival to spur economic development throughout the rest of Fairburn. • Work with Code Enforcement and other City departments to ensure existing commercial spaces are suitable for businesses. • Explore options to purchase vacant lots and/or buildings in the downtown area as a means to transform them as a positive economic asset. • Utilize the recently approved Blight Tax. 			
Invest in Fairburn’s infrastructure. <ul style="list-style-type: none"> • Continue to monitor the infrastructure needs of new and existing businesses and future development. • Support city-wide studies and efforts that improve capacity and connectivity. • Foster and maintain partnerships with organizations, such as the Middle Chattahoochee Regional Water & Sewer Authority, the South Fulton CID, and Electric Cities of Georgia. • Explore state and federal funding programs to update sewer and water capacity. • Explore the creation of Tax Allocation Districts in downtown and/or the SR 74/ Senoia Road corridor to support and propel development and redevelopment. 			

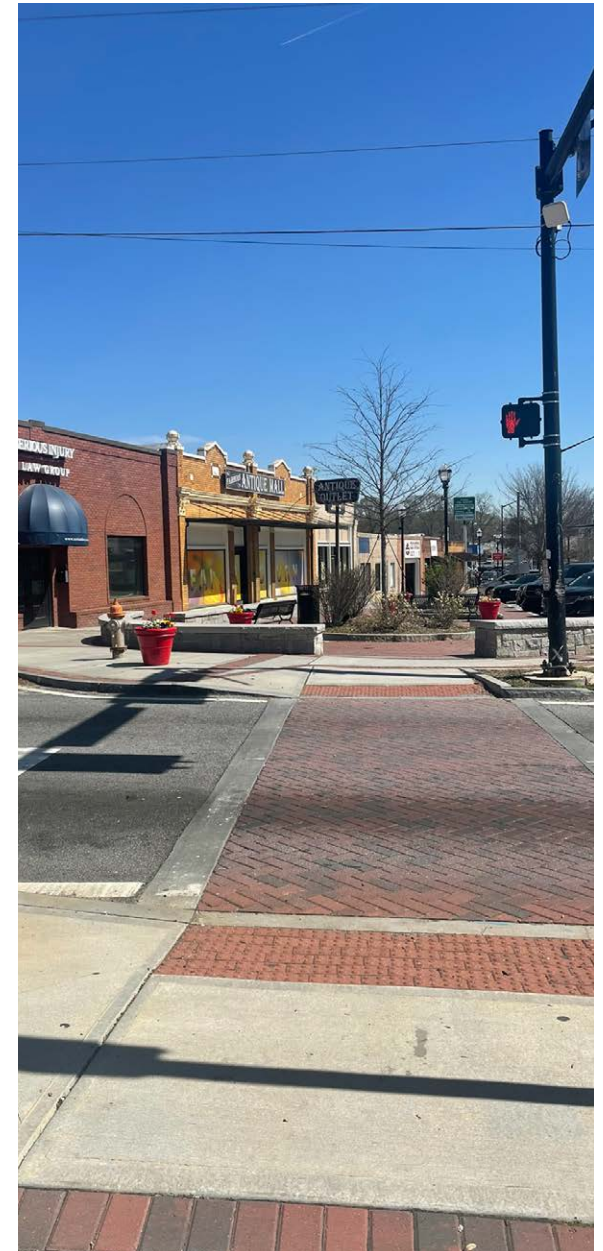
Economic Development Strategies

Strategies	Which community goals does this directly support?		
	Balanced Growth	Connectivity & Accessibility	Quality of Life
Invest and grow Fairburn's workforce. <ul style="list-style-type: none"> Collaborate with local high schools and businesses to establish better local industry knowledge and workforce opportunities. Coordinate with local industrial and business leaders on technical education. Market existing workforce development programs and establish connections with organizations that can bring workforce training to Fairburn. 			
Support and leverage initiatives, tools, investments, and partnerships that would improve the quality of life in Fairburn. <ul style="list-style-type: none"> Use Development Authorities bonds to assist in financing major projects. Coordinate with the Fulton County Development Authority on the use of New Market Tax Credits. Identify and prioritize properties for acquisition by the City. Leverage City-owned property and land swap deals for new development and redevelopment. Continue to work with property owners downtown to invest in buildings and recruit businesses to occupy vacant space. Continue to pursue public/private partnerships. 			

Actions & Initiatives

The following action items align with the plan's goals by channeling growth downtown, improving the City's ability to manage and support new development, ensuring economic growth, and coordinating infrastructure planning with the needs of existing and future businesses:

- Identifying property available for commercial and industrial development, paying special attention to catalytic and infill development.
- Developing resources to attract businesses, including financial resources and grants.
- Creating an Economic Development Incentive ordinance tied to the City's targeted industries.
- Collaborating with regional and local partners on infrastructure needs, promotional efforts, and workforce opportunities.
- Creating a "Welcome to Fairburn" pamphlet for new businesses that contains key contact information and City resources.
- Developing internal metrics to track and monitor business retention efforts.
- Hiring a Business Coordinator/Business Development Manager to manage programming efforts and City resources related to business development.
- Conducting annual surveys of businesses to assess the city's business climate.
- Hosting regular "lunch and learns" with businesses with rotating focus topics and guest speakers.
- Utilizing the new City Center for incubation space and networking events for the business community.
- Work with local businesses to determine opportunities that can be marketed to local high school students and recent graduates.
- Implementing and enforcing the vacancy tax ("blight tax") for speculative or commercial space that has remained inactive or vacant past a certain grace period.





Broadband

In this chapter:

**Broadband Strategies
Actions & Initiatives**












Broadband Strategies

Overview

Reliable, high-speed internet is no longer a luxury—it is essential infrastructure. While 98% of Fairburn is currently served by broadband, gaps remain in the southern and industrial parts of the city. These under-served areas limit opportunities for residents, workers, and businesses alike. Conversations with community members expressed concerns about slow speeds, poor cell service, and the growing importance of digital access for work, school, and daily life.

To address these challenges, the following strategies on page 179 draw from data analysis, community input, and best practices—many of which are reflected in the City’s broader economic and infrastructure goals. These strategies aim not only to close coverage gaps, but to promote digital equity, enhance economic competitiveness, and support the coordination of broadband expansion with redevelopment and utility projects. Through these strategies, Fairburn can ensure efficient investment while making high-speed internet more accessible and affordable for all. Ultimately, expanded broadband access will help Fairburn attract clean industries, support remote workers and entrepreneurs, and improve quality of life across the city.

Strategies	Which community goals does this directly support?		
	Balanced Growth	Connectivity & Accessibility	Quality of Life
Reach full broadband coverage for Fairburn by installing and upgrading broadband infrastructure through development, redevelopment, and other infrastructure projects.			
Promote digital equity and inclusion, ensuring all residents have access to affordable high-speed internet and the tools to use it.			
Pursue partnerships to reduce costs: <ul style="list-style-type: none"> • Access funding and technical assistance through the passing of ordinances and partnerships. • Coordinate broadband expansion with other infrastructure investments to maximize efficiency and reduce costs. • Identify where fiber infrastructure can co-locate with other utilities. 			
Leverage broadband for economic growth: <ul style="list-style-type: none"> • Install and promote broadband infrastructure to attract target industries, support remote work, and enable home-based entrepreneurship. • Prioritize broadband expansion in under-served industrial areas to attract clean industry and support redevelopment. • Promote remote work and digital entrepreneurship through improved residential broadband access and small business support. 			
Expand public Wi-Fi access by installing free Wi-Fi in public parks, government buildings, and key commercial areas, especially near under-served communities.			

Actions & Initiatives

Though most of the city has broadband coverage, reaching the last corners can be achieved through working with providers to help expand economic development opportunities or improve quality of life. Opportunities to upgrade existing infrastructure to include fiber optic connections should be taken advantage of during redevelopment projects or updates to existing utilities such as roadways, sidewalks, or other utility lines. This will take coordination between City departments, with Fulton County, GDOT, and national broadband providers.

The City of Fairburn should implement the following action items to help further broadband access, which also support its three overarching goals:

- **Pass a “Broadband Ready” model ordinance to unlock Georgia funds and technical assistance.** Though the City of Fairburn does not currently qualify as a “Broadband Ready Community” as designated by the State of Georgia, it has taken the first step toward this designation by including broadband as part of this comprehensive plan. The next step toward joining other cities in the state that enjoy this designation is passing the model ordinance, as outlined in O.C.G.A. §50-40-40. The designation aims to show that the City has taken steps to reduce obstacles to broadband infrastructure investment.
- **Map existing conduit and utility corridors.** Mapping existing infrastructure will help the City of Fairburn identify where fiber infrastructure can be co-located with other utilities.
- **Monitor FCC broadband coverage maps annually.** This monitoring will track service changes and determine the City’s eligibility to fund future broadband initiatives.



Natural & Cultural Resources

In this chapter:

**Natural & Cultural Resources Strategies
Actions & Initiatives**








Natural & Cultural Resources Strategies

Overview

Fairburn's natural and cultural resources are among its most cherished assets, shaping both its identity and its quality of life. From its tree canopy and wetlands to its historic buildings and vibrant arts scene, these features are key to what residents value most. Community input made it clear that residents want to protect greenspaces, preserve rural character, and celebrate local culture as the top priorities.

However, challenges such as steep topography, limited access to recreational amenities, and underutilized historic structures must be addressed thoughtfully. As the City works to balance development with conservation, there is a strong opportunity to lead with sustainability—whether through adaptive reuse, green infrastructure, or stronger protections for natural areas.

The strategies on page 185 reflect that vision. They emphasize the preservation and celebration of Fairburn's natural and cultural assets, while integrating environmental sustainability into future development. Together, these actions aim to protect what makes Fairburn unique, foster a deeper connection between residents and place, and ensure that future growth enhances the city's character.

Strategies	Which community goals does this directly support?		
	Balanced Growth	Connectivity & Accessibility	Quality of Life
Advance historic preservation efforts throughout Fairburn. <ul style="list-style-type: none"> Conduct a survey of historic resources and historic preservation plan for downtown. Determine the vision for the Old Campbell County Courthouse and its ideal adaptive reuse. Engage with local historic preservation advocates. 			
Develop and enforce measures to promote environmental sustainability in Fairburn's future projects. <ul style="list-style-type: none"> Expand access to natural areas through parks and trails. Ensure that the Zoning Ordinance reflects sustainability best practices. Plan for effective tree canopy preservation and invest in its enhancement. Strengthen requirements for parks, open spaces, and natural areas for large developments. Incorporate green infrastructure in public projects. Increase awareness and education around environmental sustainability. Explore partnerships with local and regional groups to advance environmental sustainability. Continue to enforce sediment and erosion control requirements to mitigate negative impacts of construction runoff in Fairburn's waterways and closely monitor land disturbing activities. 			
Support placemaking efforts. <ul style="list-style-type: none"> Promote and integrate public art into city-wide placemaking initiatives. Engage and collaborate with community groups to market arts and cultural programming throughout Fairburn. 			

Actions & Initiatives

Along with the strategies listed on page 184, recommendations for natural and cultural resources consider other planning efforts undertaken in recent years, including the *Parks & Recreation Master Plan*, the *Economic Development Strategic Plan*, and the recently adopted *Gateway and Connectivity LCI Study*. These actions and initiatives ultimately address the need to preserve Fairburn's unique character while enhancing public amenities and quality of life. By focusing on historic preservation, community partnerships, and park improvements, they ensure that growth does not come at the expense of the city's cultural identity or livability. These efforts help balance growth by investing in the places and experiences that make Fairburn attractive to both residents and visitors to support a more vibrant, well-rounded community as the city continues to grow.

- **Establishing a Historic Preservation Board.** While the exact details are yet to be determined, this board would oversee protection and preservation efforts throughout the city.
- **Completing a preservation plan.** This plan would inventory historic sites in Fairburn, identify funding sources and incentives for restoration/adaptive reuse, and finalize a concept for the old Campbell County Courthouse.
- **Continuing collaborative efforts with the Renaissance Festival.** This would include working with the operators of the festival to circulate marketing materials, sponsor performances from local groups, and other initiatives with a mutual benefit.
- **Making improvements to Mario B. Avery Park, the Fairburn Youth Center, and Duncan Park.** The *Parks & Recreation Master Plan* provides more detail to these initiatives, but these projects are those the City is interested in implementing first.
- **Designing and constructing a neighborhood park along Johnson Road.** This new park would replace a former Fulton County recreation center and add nature trails and other amenities. The City has identified the potential to add a fire station at the site.
- **Campaigning for a SPLOST program.** Funding all expansion and improvement efforts for parks and recreation will require levying a special tax.



THE BETTY HANNAH BUILDING

Public Relations & Communications

In this chapter:

**Public Relations & Communications Strategies
Actions & Initiatives**



Public Relations & Communications Strategies

Overview

Building trust through consistent leadership and clear communication is essential to Fairburn's long-term success. While many residents report feeling informed and have praised the City's communication efforts, there is still a strong desire for greater transparency, more regular updates, and meaningful opportunities to shape decisions. Past planning efforts that were never fully implemented have led to community frustration, making it all the more important that this plan results in visible progress.

The strategies on page 191 emphasize the need to keep residents engaged throughout the life of the plan, not just during its creation. They aim to improve access to information; expand outreach to underrepresented populations; and create inclusive, multilingual, and accessible materials. They also support ongoing branding and storytelling efforts that reflect the community's identity and aspirations. By strengthening communication channels and demonstrating consistent follow-through, Fairburn can continue to build trust, improve participation, and ensure that future development reflects the vision of the community.

Strategies	Which community goals does this directly support?		
	Balanced Growth	Connectivity & Accessibility	Quality of Life
Continue to engage the public in planning processes to ensure new development aligns with the community's vision. <ul style="list-style-type: none"> • Develop campaigns that make planning efforts more accessible to residents. • Establish multiple channels for feedback. • Regularly share updates on how community input is shaping what is happening around Fairburn. • Publish Fairburn's progress on implementing the Comprehensive Plan's Community Work Program. 			
Expand outreach efforts to under-represented populations. <ul style="list-style-type: none"> • Make public education and outreach materials available in Spanish. • Ensure that all public education and outreach materials use inclusive language and are accessible to those with auditory and/or visual impairment. • Continue to coordinate with Fulton County and other local governments to educate and provide quality of life services. • Continue to support the Fairburn Youth Council and encourage their involvement and participation in City outreach efforts. 			
Continue to build Fairburn's brand. <ul style="list-style-type: none"> • Elevate existing community events into media-friendly, regional draws with clear branding and PR support. • Expand out-of-home marketing strategies in public spaces. • Develop campaigns focused on storytelling. • Continue to maintain relationships with local and regional news outlets. 			

Actions & Initiatives

This new element of Fairburn’s comprehensive plan reinforces the City’s commitment to transparent communication, increased civic awareness, and meaningful community engagement—especially when it comes to new development coming to the city. These recommendations build on the strategies listed on page 188, addressing the need for stronger communication, civic education and engagement, and internal coordination. These actions support more transparent governance and a clearer public identity. They align with balancing growth and quality of life by ensuring residents remain informed and involved in decision-making while promoting Fairburn as a desirable place to live, work, and invest. Strengthening internal collaboration also ensures that future development aligns with shared goals across departments.

Recommended actions include:

- Reviewing and updating the City’s charter to include more modernized language.
- Creating and executing a downtown marketing and branding campaign.
- Creating a “pitch kit” to market and promote the City of Fairburn.
- Regular spotlights on local businesses through Fairburn’s marketing channels.
- Educating residents on alternative transportation sources and safe walking and cycling practices, including tips for drivers.
- Recruiting a team of diverse local ambassadors to help share updates about city planning efforts and gather feedback from neighborhoods.
- Creating a Public Engagement Toolkit to offer guidance and tips for City staff, developers, and consultants looking to undertake meaningful engagement with the community.
- Holding joint meetings between the Planning & Zoning Commission, Development Authority, and Downtown Development Authority to discuss common goals and interests.

Case Study: Lexington, Kentucky Public Engagement Toolkit

In the fall of 2019, the City of Lexington, Kentucky’s Division of Planning formed an advisory panel made up of developers, community representatives, and residents to help define “meaningful engagement” and development of a Public Engagement Toolkit (PET). The goal of the Toolkit is to offer developers guidance and tips for success, while simultaneously empowering Lexington residents to understand the development review process, know where to find information about proposed developments, and recognize appropriate stages in the process to provide valuable input. Ultimately, the Toolkit aims to move the needle from more passive methods to more active methods where developers are reaching out directly to stakeholders.



12 Implementation

In this chapter:

Next Steps

Priority Actions

Community Work Program

Long-Term Actions



Next Steps

How to Get It Done

To successfully implement this plan, the City of Fairburn will need to bring together many people, organizations, and tools. This chapter translates the plan's recommendations into actionable projects and initiatives, summarized in the Community Work Program beginning on page 198. The table outlines expected timeframes, identifies responsible departments and potential partners, estimates costs, and specifies funding sources for each project or initiative over the next five years. It is organized by the plan elements for clarity. Additionally, the Long Term Actions List beginning on page 236 identifies projects beyond 2030 that will help the City fulfill the vision of this comprehensive plan.

Recognizing that comprehensive plans can feel overwhelming due to their long-term scope, this chapter also highlights 16 key actions to prioritize within the first 5 years. Focusing on these initiatives early on can build momentum and provide clear direction for realizing the plan's overall vision. The following pages offer detailed insights into these key actions.

Who's Involved in Implementing This Plan?

The Role of Government Agencies

The City of Fairburn has taken the lead in developing an updated comprehensive plan. However, a number of partners within and outside of the city will contribute significantly to realizing the plan's recommendations. One of the City's key roles is to consistently monitor the progress of the plan's recommendations and advocate for their implementation. Some partners will hold a critical position, serving as the key decision-maker or funding source for some of the actions listed in the Community Work Program.

The Role of Public Investment & Private Development

Public investments follow a deliberate process, often starting with budget allocations for planning and design. While some public investments may yield quick results, many capital improvements are long-term endeavors that begin with the allocation of funding for initial studies. The pace of property development will be influenced by market conditions and numerous public and private considerations. Given the cyclical nature of market conditions, changes in the built environment may occur in intermittent waves. It is important to note that while construction may appear swift, the process involves years of preliminary work, including site planning, financing, and permitting, which often occurs behind the scenes.

The Role of Community Groups

Community groups, serving as advocates and stewards, play a key role in the execution of the plan. These community groups can put the plan into action by organizing community programs and events, supporting social and economic initiatives, providing community-level services, advocating for future planning efforts, and participating in public processes. Their dedication is central to fostering community engagement and ensuring the effective realization of the plan's goals.

Priority Actions

Of the nearly 120 action items listed in the Community Work Program, 17 items were identified as potential “priority actions.”

These priority actions are those that have already been funded or programmed, can be implemented rather quickly, or those that, if implemented, will be catalytic to other actions on this list or in the Community Work Program.

- **Adoption of the Capital Improvement Element (LU.4).**
- **Zoning ordinance rewrite (LU.5).** See pages 146-147 for more details.
- **Pursue funding for a Phase II Downtown Streetscape (T.1).** This action item includes a number of projects. The City has applied for funding through the Transportation Alternatives Program (TAP).
- **Intersection improvement at Senoia Road at Bay Street (T.5).** This involves realigning the intersection so that the roadways meet at a 90-degree angle.
- **Widening and reconstruction of Brooks Drive (T.6).** This project is currently in the design phase, with most recent plans received in June 2025.
- **Acquire key properties from Georgia Department of Transportation (GDOT) to create gateway elements (T.7).** A letter has been drafted requesting the acquisition, which is awaiting final approval from Administration.
- **Construct intersection improvements for Broad Street at Senoia Road (T.8).** A traffic engineering report for a potential traffic signal at US-29 at Senoia Road is under development for submission to GDOT. If approved, the signal would include significant pedestrian improvements.
- **Alternative Truck Route Feasibility Study (T.38).** This would examine the feasibility of putting an interchange at I-85 at Gullatt Road to provide an alternative exit for industrial truck traffic and relieve congestion at the I-85 at SR 74/Senoia Road interchange.
- **Explore options to address blighted buildings in the downtown area (H.2).** This may help the city increase its stock of buildings that can house needed businesses downtown.
- **Host a housing workshop (H.3).** This will educate elected and appointed officials and residents on the current housing market, popular housing terms, and the need for additional and varied housing types.
- **Develop a small business incubator program for startups and recently opened businesses (ED.3).**
- **Identify property available for commercial and industrial development (ED.4).**
- **Establish a Historic Preservation Board (NC.1).** This group would oversee protection and preservation efforts related to the city’s historic, cultural, and natural resources.
- **Mario B. Avery Park improvements (NC.9).** An application has been submitted for State and Federal DNR funds.
- **Update the City’s Charter (PR.1).** The City should continue efforts to include more modernized language.
- **Create a Fairburn “Pitch Kit” (PR.3).** This will help market and promote the city to outside stakeholders and potential new businesses.
- **Create a Public Engagement Toolkit (PR.8).** This toolkit will offer guidance and tips for city staff, developers, and consultants looking to undertake meaningful engagement with the community.

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Land Use & Development							
LU.1	Implement the Capital Improvement Program which includes installation of sidewalks, facilities improvement, park improvements, and the development of new parks.	X	X	X	X	X	All Departments
LU.2	Create a Downtown Fairburn Infill Strategy that identifies publicly owned land for catalytic redevelopment and matches it with market-based needs/demand; identifies privately owned undeveloped/underdeveloped parcels that could potentially accommodate missing middle housing; and creates straight forward, basic infill design guidelines for downtown neighborhoods.	X					Planning & Zoning
LU.3	Develop a placemaking and streetscape design plan for the SR 74/Senoia Road corridor.		X				Planning & Zoning
LU.4	Adopt a Capital Improvements Element as part of an impact fee program to help fund future public safety and parks and recreation projects (including a multi-use path system).	X					Planning & Zoning
LU.5	Rewrite Zoning Ordinance.	X	X				Planning & Zoning

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
-	Staff time	-	X					
ULI	\$10,000	General fund, ULI						Apply to ULI Technical Assistance Program (TAP, low cost) or miniTAP (mTAP, free) for technical assistance
Community Development, Planning & Zoning, Parks & Recreation, ARC	Staff time, \$5,000	ARC CDAP				X		Apply to ARC's Community Development Assistance Program (CDAP)
Public Works, Parks & Recreation, Fire Department, Police Department	Staff time	-						Underway
Consultant	\$200,000	General fund	X					Consolidated from numerous action items

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Transportation							
T.1	Based on the Future Development Strategy, evaluate potential growth in Fairburn by drainage basin to determine additional infrastructure needs.	X					Public Works
T.2	Pursue funding for a Phase II Downtown Streetscape to connect the Phase I LCI Streetscape Project to the Gateway Project.	X	X	X	X	X	Public Works
T.3	Implement intelligent transportation system (ITS) measures to better manage freight demand through information-sharing and improved traffic operations.	X	X	X	X		Public Works
T.4	Construct pedestrian bridge over the railroad near Harbor Lakes and Bohannon Road to accommodate workers.	X	X				Public Works
T.5	Intersection improvement at Senoia Road at Bay Street: Realign intersection so that roadways meet at a 90-degree angle, and include gateway signage on Senoia Road and bulbouts on Bay Street.	X	X				Public Works
T.6	Widening and reconstruction of Brooks Drive from Ferndale subdivision to Washington Street.	X	X				Public Works

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
Planning & Zoning	Staff time	-	X					
-	\$2,000,000	General fund, LCI, TAP	X	X				Includes several projects from the 2021 <i>Downtown Master Plan LCI Study</i> , including Broad Street Improvements (Phases 3 and 4), new sidewalks on the south side of Broad Street from MARTA bus stop to Strickland Street, and pedestrian improvements from Manor at Broad Street to Brooks Drive.
SFCID	\$1,008,000	General fund, SFCID; RAISE Grant	X					Funded
SFCID	\$1,000,000	General fund, SFCID; RAISE Grant						Funded
ARC	\$42,330	General fund, LCI		X				
ARC	\$1,850,000	General fund		X				Design underway; 60% plans received June 9, 2025. The project will be put out to bid as funding allows.

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Transportation (continued)							
T.7	Acquire key properties from Georgia Department of Transportation to create gateway elements.	X					Administration
T.8	Construct intersection improvements for Broad Street at Senoia Road.	X	X	X			Public Works
T.9	Construct Mullis Street pedestrian improvements project.	X	X				Public Works
T.10	Construct sidewalks and bike lanes along Fayetteville Road on both sides of roadway from E. Broad Street to Trotters Farm subdivision.	X	X	X			Public Works
T.11	Interchange Justification Report for new interchange at Johnson Road or Gullatt Road.	X					Public Works

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
Public Works, GDOT	TBD	General fund, TSPLOST					X	Letter drafted requesting the acquisition of GDOT surplus property associated with gateway development aspirations. Awaiting Mayor's approval and signature; positive feedback received from GDOT District Engineer.
GDOT	\$250,000	General fund, GDOT, ARC					X	Traffic engineering report for potential traffic signal at US-29 at Senoia Road under development for submission to GDOT. If approved, signal design would include significant pedestrian improvements.
-	\$200,000	General fund	X					The project was put out to bid March 12, 2025; bid opening date was April 11, 2025; notice to proceed issued June 2, 2025.
ARC	\$6,804,000	General fund, SPLOST, LCI		X				Design underway for pedestrian improvements only; 60% plans received June 3, 2025. The project will be put out to bid as funding allows.
GDOT, SFCID	\$150,000	GDOT	X					Report is underway, however, construction will be a long-term project.

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Transportation (continued)							
T.12	Construct the I-85 at SR 74/Senoia Road Interchange Project.	X	X				Public Works
T.13	Design and construct roadway connection from Oakley Industrial Boulevard to Gullatt Road.	X	X				Public Works
T.14	Continue to coordinate the Railroad Quiet Zone Application/ Implementation - From SR 74/Senoia Road to SR 138.	X	X	X	X	X	Public Works
T.15	Assess current location of MARTA bus stops and identify areas that are in need of additional stops.	X	X	X	X	X	Public Works
T.16	Re-stripe of travel lanes on US-29/Roosevelt Highway/Broad Street to 11-foot wide lanes with reconstruction of curb and gutter from Brooks Drive to Shaw Drive.	X	X				Public Works

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
FHWA, GDOT	\$45,000,000	General fund, GDOT	X					
SFCID	\$4,251,000	General fund, SFCID	X					Design underway with right-of-way acquisition commencing soon. The project will be put out to bid as funding allows. Estimated cost is as of February 2025.
ARC	\$750,000	General fund, LCI, TSPLOST		X				Currently coordinating with CSX and FRA. Anticipated 2-4 years for implementation.
MARTA	Staff time	-	X					The MARTA Roosevelt Highway Transit Project is currently underway. The City attends periodic Technical Advisory Committee (TAC) meetings.
GDOT	\$439,200	GDOT, LMIG		X				GDOT Safety Group is looking into possible roadway width reduction to accommodate the installation of protected bicycle facilities.

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Transportation (continued)							
T.17	Conduct a downtown parking study to identify strategic investments in surface and on-street parking that can attract private development and create the urban form and pedestrian environment desired by the community. Parking needs in downtown Fairburn should be assessed based on how parking locations are serving existing and future businesses.	X					Public Works
T.18	Install mid-block crossing at the Fairburn Educational Campus near Barton Street.	X	X				Public Works
T.19	Construct pedestrian improvements on Oakley Industrial Boulevard	X	X	X			Public Works
T.20	Construct sidewalks on both sides of Washington Street from Church Street to Manor at Broad Street, including crosswalks.			X	X	X	Public Works
T.21	Construct sidewalks along Malone Street from Valley View Drive to Washington Street, including crosswalks.			X	X	X	Public Works
T.22	Construct sidewalks along Malone Street from Valley View Drive to Rivertown Road, including crosswalks.			X	X	X	Public Works

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
Planning & Zoning, Economic Development	\$100,000	General fund		X			X	
-	\$350,000	General fund	X					May change in connection with the LCI Gateway and Connectivity Study, which recommended multi-lane double roundabouts at Estes Road and Shaw Drive in association with the proposed Education Campus Mixed-Use Development.
SFCID	\$350,000	TSPLOST, SFCID	X					
ARC	\$138,000	General fund, TSPLOST, LCI		X				Completed the installation of pedestrian improvements on Washington Street, from W, Campbellton Street to Malone Street in 2025.
ARC	\$424,000	General fund, TSPLOST, LCI		X				
ARC	\$147,000	General fund, TSPLOST, LCI		X				

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Transportation (continued)							
T.23	Construct sidewalks along Valley View Street from Malone Street to Washington Street, including crosswalks.			X	X	X	Public Works
T.24	Construct sidewalks along Bay Street/Jonesboro Road (one side of roadway) from Clay Street to SR 138, including crosswalks.			X	X	X	Public Works
T.25	Wayfinding signage at W. Campbellton Street and Washington Street, including crosswalks.			X	X	X	Public Works
T.26	Bicycle Share the Road Signage along E. Broad Street from Word Street to W. Broad Street.			X	X	X	Public Works
T.27	Construct sidewalks along Bay Street from Senoia Road to Clay Street, including crosswalks.			X	X	X	Public Works
T.28	Construct sidewalks along Greene Street from Senoia Road to Malone Street, including crosswalks (some existing sidewalk).			X	X	X	Public Works
T.29	Construct sidewalks along Greene Street from E. Campbellton Street to Fayetteville Road, including crosswalks.			X	X	X	Public Works
T.30	Gateway signage at Spence Road/Campbellton Street at Poplar Street.	X					Public Works
T.31	Construct bicycle and pedestrian facilities along Senoia Road from E. Broad Street to Bay Street.		X	X	X		Public Works
T.32	Construct bike lanes along Senoia Road from W. Broad Street to SR 74/Senoia Road.		X	X	X		Public Works

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
ARC	\$457,000	General fund, TSPLOST, LCI		X				
ARC	\$6,243,000	General fund, TSPLOST, LCI		X				
ARC	\$3,000	General fund, TSPLOST, LCI		X				
ARC	\$3,000	General fund, TSPLOST, LCI		X				
ARC, SRTS	\$1,030,000	General fund, TSPLOST, LCI, SRTS		X				
ARC, SRTS	\$206,000	General fund, TSPLOST, LCI, SRTS		X				
ARC, SRTS	\$275,000	General fund, TSPLOST, LCI, SRTS		X				
ARC	\$3,000	General fund, TSPLOST, LCI		X				
ARC	\$403,000	General fund, TSPLOST, LCI		X				
ARC	\$3,600,297	General fund, TSPLOST, LCI		X				

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Transportation (continued)							
T.33	Wayfinding signage at E. Broad Street.	X					Public Works
T.34	Install elevated/lighted pedestrian tables with pedestrian-actuated flashing amber signals (HAWK) at 3 mid-block crossings on Broad Street.			X	X	X	Public Works
T.35	Develop a pedestrian, bicycle, and trails plan that includes recommendations from the 2021 <i>Downtown Master Plan LCI Study</i> , the 2024 <i>Parks & Recreation Master Plan</i> , and the 2025 <i>Gateway and Connectivity LCI Study</i> , as well as additional recommendations for new pedestrian and bicycle facilities, repairing and maintaining existing facilities, and adding community connections through trails and paths.			X	X		Public Works
T.36	Identify design and location for truck route signage for the City’s truck routes. Multiple locations could include along the E. Broad Street at E. Campbellton Street intersection area, on SR 92/Fayetteville Road near Oakley Industrial Boulevard, and at Rivertown Road and Virlyn B. Smith Road.	X					Public Works
T.37	Re-stripe of travel lanes on SR 92 to 11-foot wide lanes with reconstruction of curb and gutter from US-29/Roosevelt Highway/Broad Street north to Rivertown Road.	X	X				Public Works

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
ARC	\$3,000	General fund, TSPLOST, LCI		X				
ARC	\$291,000	General fund, TSPLOST, LCI		X				
Parks & Recreation, Planning & Zoning	\$150,000	General fund	X					
Community Development	Staff time	-		X				
GDOT	\$128,100	GDOT, LMIG		X				

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Transportation (continued)							
T.38	Conduct an Alternative Truck Route Feasibility Study.	X	X				Public Works
T.39	Conduct a signal study and build signal or pedestrian hybrid beacon at the intersection of Broad Street and Strickland Street.			X	X	X	Public Works
T.40	Consolidate bus stops on south side of Broad Street near intersections, existing sidewalks, and protected pedestrian crossings.			X	X	X	Public Works
T.41	Construct new sidepath along John Rivers Road and Durham Lake Parkway to connect to the proposed trails on Virlyn B. Smith Road.				X	X	Public Works
T.42	Construct a multi-use sidepath along Virlyn B. Smith Road to SR 74/Senoia Road.				X	X	Public Works

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
ARC	\$150,000	LCI		X				An alternative truck route for the Howell Avenue extension was recently constructed. In addition, the I-85 at Gullatt Road interchange, if found feasible and is constructed, will provide an alternate exit for industrial truck traffic and relieve congestion at the I-85 at SR 74/Senoia Road interchange, which is currently under reconstruction.
GDOT	\$250,000	General fund, GDOT, ARC, TSPLOST					X	
GDOT	Staff time	General fund, GDOT, ARC, TSPLOST					X	
SFCID, Fulton County Schools	\$2,200,000 - \$2,750,000	General fund, TSPLOST, CDBG, LCI						Includes 8-foot sidepath along John Rivers Road and 8-foot sidepath along Herndon Road towards Bear Creek Middle School
Parks & Recreation, GDOT	\$7,000,000 - \$8,750,000	General fund, LCI, STBG, TAP						8-foot sidepath

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Transportation (continued)							
T.43	Extend the Virlyn B. Smith Road and SR 74/Senoia Road sidepaths to NE Broad Street via a new sidepath along Howell Avenue and Senoia Road				X	X	Public Works
T.44	Develop a sidepath loop linking neighborhoods east of SR 74/Senoia Road to the SR 74/Senoia Road sidepath.				X	X	Public Works
T.45	Install signage and traffic calming along Fayetteville Road.	X	X				Public Works
T.46	Install signage and traffic calming along Virlyn B. Smith Road.	X	X				Public Works
T.47	Install signage and traffic calming along Rivertown Road.	X	X				Public Works
T.48	Install signage and traffic calming along Gullatt Road.		X	X			Public Works
T.49	Install signage and traffic calming along SW Malone Street to Rivertown Road.		X	X			Public Works
T.50	Install signage and traffic calming along Bay Street.		X	X			Public Works
T.51	Install signage and traffic calming along Harris Road.		X	X			Public Works

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
GDOT, Community Stakeholders	\$2,000,000 - \$2,250,000	General fund, LCI, HSIP, Greenway Trail Grants						Connect to Downtown Core (double sidewalk to 8- to 10-foot sidepath); connect through Campbellton Street, Cole Street, and Smith Street
Parks & Recreation, MARTA	\$2,000,000 - \$2,250,000	General fund, LCI, CMAQ, MARTA						Convert sidewalk to sidepath (double widen to sidepath)
SRTS, CID, Fulton County Schools	\$20,000 - \$60,000	General fund, TSPLOST, SS4A, CDBG						"No Through Truck Traffic" signage; raised crosswalks
SRTS, CID	\$900,000 - \$1,300,000	General fund, GTIB, SRTA, SS4A						Mini-roundabout; "No Through Truck Traffic" signage; raised crosswalks
SRTS	\$65,000 - \$105,000	General fund, TSPLOST, SS4A						Raised crosswalks; "No Through Truck Traffic" signage; striping and markings
SRTS, GDOT, Community Organizations	\$65,000 - \$105,000	General fund, SS4A, GTIB						Mini-roundabout at Johnson Road; "No Through Truck Traffic" signage; lighting upgrades
SRTS, GDOT, Community Organizations	\$30,000 - \$70,000	General fund, TSPLOST, CDBG						Speed cushions; pedestrian signage; striping and markings
SRTS	\$20,000 - \$60,000	General fund, SS4A,						"No Through Truck Traffic" signage; striping and markings
SRTS, Property Owners	\$50,000 - \$90,000	General fund, TSPLOST, SS4A						Raised crosswalks; "No Through Truck Traffic" signage; striping and markings; speed cushions

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Transportation (continued)							
T.52	Install signage and traffic calming along Milam Road.		X	X			Public Works
T.53	Install signage and traffic calming along Shaw Drive.			X	X		Public Works
T.54	Install signage and traffic calming along Fairview Drive.			X	X		Public Works
T.55	Install signage and traffic calming along Barton Street.			X	X		Public Works
T.56	Install signage and traffic calming along SE Malone Street.			X	X		Public Works
T.57	Virlyn B. Smith Road landscaping.				X	X	Public Works
T.58	SR 74/Senoia Road landscaping.				X	X	Public Works
T.59	John Rivers Road landscaping.				X	X	Public Works

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
SRTS, GDOT	\$140,000 - \$170,000	General fund, GTIB, SS4A						Entry narrowing/geometry; raised crosswalks; "No Through Truck Traffic" signage
SRTS, Fulton County Schools	\$5,000 - \$9,000	General fund, GDOT, TAP, SS4A						School zone signage; speed cushions; "No Through Truck Traffic" signage
SRTS, Fulton County Schools	\$11,000 - \$15,000	General fund, TSPLOST						Speed cushions; speed signage; striping and markings
SRTS	\$11,000 - \$15,000	General fund, TSPLOST, SS4A						Speed cushions; speed signage; striping and markings
SRTS, Fulton County Schools	\$30,000 - \$70,000	General fund, TAP, CDBG						Speed cushions; curb extensions; "No Through Truck Traffic" signage
GDOT	\$300,000 - \$375,000	General fund, ARC, LCI, TAP, TSPLOST						Tree-lined buffer along both sides; includes street trees, planting strips, and irrigation
GDOT, MARTA, SFCID	\$700,000 - \$875,000	General fund, GDOT, LMIG, CMAQ, LCI, Federal STBG						Enhanced median and side landscaping, gateway markers near I-85. Includes decorative elements, tree buffers, lighting, and hardscape gateway sign near major arterial junction.
SFCID	\$300,000 - \$375,000	General fund, LCI, TAP, TSPLOST						Residential tree buffer with ornamental planting (linear tree planting on both sides, minimal hardscape)

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Transportation (continued)							
T.60	Durham Lakes Parkway landscaping.				X	X	Public Works
T.61	Broad Street landscaping.				X	X	Public Works
T.62	Herndon Road landscaping.				X	X	Public Works
T.63	Intersection improvement at Broad Street at Campbellton Road.		X	X			Public Works
T.64	Intersection improvement at Broad Street at John Rivers Road.		X	X			Public Works
T.65	Intersection improvement at SR 74/Senoia Road at Harris Road.		X	X			Public Works
T.66	Intersection improvement at SR 74/Senoia Road at Milam Road.		X	X			Public Works

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
Homeowners Associations, SFCID	\$500,000 - \$625,000	General fund, TAP, TSPLOST, Private funds						Tree-lined median and parkway-style buffer. Includes both sides and median, focused on aesthetics for residential frontage and traffic calming.
MARTA, GDOT	\$300,000 - \$375,000	General fund, LCI, TSPLOST		X		X		Tree buffer near downtown, ornamental planters near civic buildings
Fulton County Schools	\$70,000 - \$87,500	General fund, TAP, LMIG, TSPLOST				X	X	Landscaping with tree buffer near school zone (focused around Bear Creek Middle School, includes small planting area, and no major gateway)
GDOT, CID	\$350,000 - \$390,000	General fund, HSIP, LMIG, TSPLOST						Pedestrian refuge island, curb extensions, and lead pedestrian interval
MARTA, GDOT	\$700,000 - \$740,000	General fund, LCI, HSIP, MARTA		X				Pedestrian refuge island, raised median, bus shelter, traffic sign
GDOT	\$300,000 - \$340,000	LMIG, TSPLOST, ARC						Raised crosswalks, pedestrian refuges, narrowed entry
MARTA, GDOT	\$400,000 - \$440,000	LCI, STBG, Greenway Trail Grants						Protected crossing, pedestrian refuges, trail head, speed signage

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Housing							
H.1	Identify and acquire areas desirable for residential infill development and redevelopment.	X	X	X	X	X	Community Development
H.2	Explore acquiring vacant lots and/or buildings in the downtown area, redeveloping them, and returning to a positive economic asset.	X	X	X	X	X	Community Development
H.3	Host a Housing Workshop to educate elected and appointed officials and residents on the current housing market, popular housing terms, and the need for additional and varied housing types.	X	X	X	X	X	Community Development
H.4	Develop partnerships with housing organizations to identify sites and promote the development of housing options in locations that connect residents to amenities and services.	X	X				Community Development
H.5	Identify and leverage Public-Private Partnerships (PPPs) to provide a framework for complex development projects or provide additional public resources to make a project viable. In all three concept locations, the City should actively seek opportunities to partner with communities to bring quality housing options, both for-sale and rental, to support Fairburn residents.	X	X	X	X	X	Community Development

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
Downtown Development Authority	TBD	TBD	X					
Planning & Zoning, Economic Development, Downtown Development Authority	Staff time	-	X					
-	\$10,000	General fund		X				
Economic Development	Staff time	-		X				
Fairburn Main Street	TBD	General fund		X				

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Economic Development							
ED.1	Implement impact fee program to raise funds for capital improvements.	X					Administration
ED.2	Coordinate with local employers to create a supplier diversity and local hiring event.		X				Economic Development
ED.3	Develop a Small Business Incubator Program for startups and recently opened businesses.		X				Economic Development
ED.4	Identify property available for commercial and industrial development, with a focus on catalytic and infill development, and host an interactive map of the sites on the City's website.	X	X	X	X	X	Economic Development
ED.5	Develop business incentive package, financial resources, and grant opportunities to attract new businesses, and to promote businesses offering services to residents (e.g. salon, grocery store, coffee shop, dining).	X	X	X	X	X	Economic Development
ED.6	Develop property owner database and business inventory.	X	X	X	X	X	Economic Development
ED.7	Create an Economic Development Incentive Ordinance tied to the city's target industries.	X	X				Economic Development
ED.8	Collaborate with regional and local partners for local and regional promotional efforts such as bus tours and site visits.	X	X				Economic Development

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
Economic Development, Planning & Zoning, Public Works, Parks & Recreation	Staff time	-						
-	Staff time	-	X					
-	Staff time	-	X					
Communications, Electric Cities of Georgia, Fairburn Development Authorities	Staff time	-	X			X		
Main Street, Development Authorities	\$50,000	General fund, Development Authorities	X					
-	Staff time	-	X					
-	Staff time	-	X			X		
ATL Airport CIDs, Select Fulton, South Fulton Chamber of Commerce, SFCID	Staff time	-				X		

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Economic Development (continued)							
ED.9	Create a 'Welcome to Fairburn' pamphlet for new businesses that contains key contact information and City resources.	X	X				Economic Development
ED.10	Hire a Business Coordinator/Business Development Manager whose responsibility is to conduct monthly site visits with local businesses to discuss needs and city resources and manage programming.	X	X				Economic Development
ED.11	Develop internal metrics to track and monitor business contacts and retention efforts using software such as Salesforce and Monday.	X	X				Economic Development
ED.12	Establish a point of contact and relationship with Fairburn's largest employers.			X	X	X	Economic Development
ED.13	Conduct an annual survey of businesses to assess the city's business climate.	X	X	X	X	X	Economic Development
ED.14	Host quarterly or semi-annual business Lunch & Learns with rotating topics and industry/partner speakers.	X	X				Economic Development
ED.15	Utilize the new City Center for both incubation space and networking events for the business community.			X	X	X	Economic Development

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
-	Staff time	-				X		
-	TBD	General fund				X		
-	Staff time	-				X		
-	Staff time	-				X		
Fairburn Merchants Association, Fairburn Main Street	Staff time	-				X		
ATL Airport CIDs, ARC, Select Fulton, South Fulton Chamber of Commerce, SFCID, Worksource Fulton	TBD	General fund				X		
-	Staff time	-				X		

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Economic Development (continued)							
ED.16	Coordinate with local businesses in Fairburn across multiple industries to take part in industry tours for local students, teachers, and parents.	X	X	X	X	X	Economic Development
ED.17	Work with local businesses to determine work-based learning and apprenticeship opportunities that can be marketed to local high school students and recent graduates.			X	X	X	Economic Development
ED.18	Market Georgia QuickStart and Worksource Georgia to both local residents and businesses.	X	X				Economic Development
ED.19	Continue to implement a vacancy tax or fee for speculative commercial space that has remained inactive or vacant past a certain grace period.	X	X	X	X	X	Administration
ED.20	Identify areas for possible brownfield and greyfield areas and develop incentives to encourage redevelopment.	X	X	X	X	X	Economic Development
Broadband							
B.1	Pursue Broadband Ready Community Designation (i.e. establish a Broadband Ordinance).		X				Economic Development
B.2	Monitor FCC broadband coverage maps annually to track service changes and determine eligibility for grants.		X	X	X	X	Community Development
B.3	Map existing conduit and utility corridors to identify where fiber infrastructure can be co-located with other utilities.			X	X	X	Community Development

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
Aerotropolis Atlanta Alliance, Creekside High School, Global Impact Academy, Landmark Christian Academy, Sandy Creek High School, Worksource Fulton	Staff time	-				X		
Worksource Fulton	Staff time	-				X		
-	Staff time	-				X		
Economic Development	Staff time	-				X	X	
Community Development	Staff time	-	X					
-	Staff time	-	X					
-	Staff time	-						
Public Works	\$0.65/ft of utility	BEAD, State grants, Federal grants						Estimate from USDOT FHA

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Natural & Cultural Resources							
NC.1	Establish a Historic Preservation Board to oversee protection and preservation efforts.			X	X	X	Administration
NC.2	Complete an inventory of historic structures in the city and identify funding sources and incentives available for historic restoration and adaptive reuse, with focus on assisting with the renovation of the Old Campbell County Courthouse.				X		Administration
NC.3	Review available grants and incentives to encourage property owners to make facade improvements and restore historic buildings.	X	X	X	X	X	Community Development
NC.4	Collaborate with operators of the Renaissance Festival to circulate marketing materials leading up to the events and on-site for other areas and businesses of Fairburn.	X	X	X	X	X	Economic Development
NC.5	Collaborate with the operators of the Renaissance Festival to sponsor performances and events at the Southside Theatre Guild.			X	X	X	Economic Development
NC.6	Work with local businesses and vendors to host a themed market or service pop-ups in downtown concurrent with Festival weekends or on off-weekends so visitors can extend their experience off-site.			X	X	X	Economic Development
NC.7	Mario B. Avery Park improvements.	X	X				Parks & Recreation
NC.8	Fairburn Youth Center improvements.	X	X				Parks & Recreation

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
Planning & Zoning, Community Development	Staff time	-						
Planning & Zoning, Community Development, Consultant	\$50,000	General fund						
Fairburn Main Street	Staff time	General fund		X				
Renaissance Festival, Communications	Staff time	-				X		
Fairburn Art Advisory Council, Renaissance Festival, Southside Theatre Guild	Staff time	-				X	X	
Fulton County Arts & Culture Division, Fairburn Merchants Association, Renaissance Festival	\$7,500	General fund, Grants, HOST, MOST				X	X	
-	\$900,000	General fund, DNR			X			Application has been submitted for State and Federal DNR funds.
-	\$700,000	General fund			X			

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Natural & Cultural Resources (continued)							
NC.9	Design and construct neighborhood park at 6760 Johnson Road.			X	X	X	Parks & Recreation
NC.10	Duncan Park improvements.				X	X	Parks & Recreation
NC.11	Create campaign for SPLOST program to fund expansion/ improvement of parks and recreation system.		X	X	X	X	Administration
NC.12	Coordinate with Fulton County and other local governments to provide intergovernmental public safety services to citizens.	X	X	X	X	X	Police, Fire
Public Relations & Communications							
PR.1	Update the City's Charter.	X	X				Administration
PR.2	Create and execute a Downtown Marketing and Branding Campaign based off the Creative Placemaking Strategy from 2019.	X	X	X	X	X	Communications
PR.3	Create a Fairburn 'Pitch Kit' to help market and promote the city to external stakeholders and potential new businesses.	X	X				Communications
PR.4	Create a rotating monthly spotlight on the City's marketing channels on different Fairburn businesses.	X	X	X	X	X	Communications

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
-	\$3,750,000	General fund, bonds, SPLOST, impact fees, TIF, grants, donations			X			"Neighborhood Park 1" in the <i>Parks & Recreation Master Plan</i> . Potential to include new fire station at this site.
-	\$68,500,000	General fund, bonds, SPLOST, impact fees, TIF, grants, donations			X			
Parks & Recreation, Planning & Zoning	Staff time	-						Need a major funding source to implement <i>Parks & Recreation Master Plan</i>
-	Staff time	-	X					
All Departments, Carl Vinson Institute	\$25,000	General fund						
Administration, Economic Development, Community Development	Staff time	-		X				
Economic Development	Staff time	-				X		
Economic Development	Staff time	-				X		

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Public Relations & Communications (continued)							
PR.5	Host educational events or distribute materials on safe walking and cycling practices, including tips for drivers.		X	X	X	X	Communications
PR.6	Educate residents and promote alternative transportation sources in the city.			X	X	X	Communications
PR.7	Recruit a team of diverse local ambassadors ("Community Champions") to help share updates and gather neighborhood feedback.	X	X	X	X	X	Communications
PR.8	Create a Public Engagement Toolkit to offer guidance and tips for City staff, developers, and consultants looking to undertake meaningful engagement with the community.		X	X			Communications
PR.9	Hold joint meetings between the Planning and Zoning Commission and the Development Authority/Downtown Development Authority to discuss common goals and interests for the City.	X	X	X	X	X	Planning & Zoning
Public Safety							
PS.1	New fire station #24					X	Fire Department
PS.2	Relocation of Fire Station #21				X	X	Fire Department
PS.3	Additional ambulance for emergency services	X					Fire Department

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
Public Works, Advocacy Groups	Staff time	-					X	
Public Works, Advocacy Groups	Staff time	-	X					
-	Staff time	-						
Administration, Planning & Zoning	\$25,000	General fund						
Development Authorities	Staff time	-	X					
-	TBD	General fund, impact fees, SPLOST, bonds						
-	TBD	General fund, impact fees, SPLOST, bonds						
-	\$410,000	General fund, impact fees, SPLOST, bonds						

Community Work Program (2026-2030)

#	Action	Timeline					Lead
		2026	2027	2028	2029	2030	
Public Safety							
PS.4	New mobile command vehicle	X					Police Department
PS.5	Training Center Improvements		X	X			Police Department
PS.6	Drone program	X	X	X	X	X	Police Department
PS.7	New public safety facility	X	X	X			Police Department

ARC	Atlanta Regional Commission	CMAQ	Congestion Mitigation and Air Quality Program	GDOT	Georgia Department of Transportation
BEAD	Broadband Equity Access & Deployment	DDA	Downtown Development Authority	GTIB	Georgia Transportation Infrastructure Bank
CDAP	Community Development Assistance Program	DNR	Department of Natural Resources	HSIP	Highway Safety Improvement Program
CDBG	Community Development Block Grant	FHWA	Federal Highway Administration	HOST	Homestead Option Sales Tax

Potential Partner(s)	Estimated Cost	Potential Funding Source(s)	Source(s)					Note(s)
			2021 CP	DMP LCI	PRMP	EDSP	GC LCI	
Fire Department	\$300,000	General fund, impact fees, SPLOST, bonds						Shared use with Fire Department.
Fire Department	\$61,000,000	General fund, impact fees, SPLOST, bonds						To include upgraded firing range pavement, driving track, burn building, etc. Will have shared use with the Fire Department.
-	\$150,000/year	General fund, SPLOST, bonds						
-	\$30,000,000	General fund, impact fees, SPLOST, bonds						

MARTA	Metropolitan Atlanta Regional Transportation Authority	RAISE	Rebuilding American Infrastructure with Sustainability and Equity	STBG	Surface Transportation Block Grant Program
LCI	Livable Centers Initiative	SFCID	South Fulton Community Improvement District	TAP	Transportation Alternatives Program
LMIG	Local Maintenance & Improvement Grant	SRTS	Safe Routes to Schools	TIF	Tax Increment Financing
MOST	Municipal Option Sales Tax	SS4A	Safe Streets and Roads for All	(T)SPLOST	(Transportation) Special Purpose Local Option Sales Tax
				ULI	Urban Land Institute

Long-Term Actions

Action	Timeline	Lead
<i>Transportation</i>		
Add sidewalks and bike lanes along E. Campbellton Street/Spence Road/SR 92 from E Broad Street to city limits, includes bulbouts at Bay Street, crosswalks at all intersections.	Long-Term	Public Works
Construct sidewalks and bike lanes along W. Campbellton Road from Rivertown Road to SR 138.	Long-Term	Public Works
Extend Malone Street to Milo Fisher Street.	Long-Term	Public Works
Study the feasibility of a pedestrian/bicycle underpass that connects Broad Street, Strickland Street, and Fayetteville Road, and build a rectangular rapid flashing beacon to new railroad underpass at E. Broad Street.	Long-Term	Public Works
W. Campbellton Street at Rivertown Road Intersection improvement. Realign intersection so that roadways meet at a 90-degree angle, includes median and gateway signage on W. Campbellton Street and bulbouts on all approaches that roadways meet at a 90-degree angle, includes gateway signage on Senoia Road and bulbouts on Bay Street.	Long-Term	Public Works
<i>Economic Development</i>		
Develop a Small Business Recruitment and Retention Program.	Long-Term	Economic Development
Work with private developers to facilitate the development of the City Lake Road area.	Long-Term	Economic Development
Partner with educational institutions for workforce development in the film industry.	Long-Term	Economic Development

Potential Partners	Estimated Cost	Funding Sources	Note(s)
ARC	\$3,981,000	General fund, SPLOST, LCI	From 2021 <i>Downtown Master Plan LCI Study</i> (cost reflective of 2021 dollars)
ARC	\$2,931,000	General fund, SPLOST, LCI	From 2021 <i>Downtown Master Plan LCI Study</i> (cost reflective of 2021 dollars)
Community Development	TBD	General fund, SPLOST, ARC	From 2025 <i>Gateway and Connectivity LCI Study</i>
GDOT	\$500,000	General fund, GDOT, ARC	From 2025 <i>Gateway and Connectivity LCI Study</i>
ARC	\$65,330	General fund, LCI	From 2021 <i>Downtown Master Plan LCI Study</i> (cost reflective of 2021 dollars)
-	Staff time		Carried over from previous comprehensive plan
Planning & Zoning	Staff time		Carried over from previous comprehensive plan
Main Street, Fairburn Education Campus institutions	Staff time		Carried over from previous comprehensive plan

Long-Term Actions

Action	Timeline	Lead
<i>Economic Development (continued)</i>		
Conduct marketing analysis to identify downtown marketability (i.e. existing business gaps and new opportunities); identifying businesses that support the “Fairburn experience.”	Long-Term	Economic Development
Provide/identify grants to downtown businesses to support interior renovations.	Long-Term	Economic Development
Establish a mentorship program that connects start-up entrepreneurs in Fairburn with existing businesses in the community.	Long-Term	Economic Development
Work towards recruiting another technical school to City Center or the surrounding area.	Long-Term	Economic Development
Work with local and regional businesses and partners to establish a Junior Achievement Center in Fairburn focusing on entrepreneurship and work readiness.	Long-Term	Economic Development
<i>Natural & Cultural Resources</i>		
Update the Creative Placemaking Strategy to identify new projects/opportunities that would help establish a physical sense of place within Fairburn.	Long-Term	Planning & Zoning
Examine the feasibility of a 1% for the arts program, where 1% of new development construction cost is given towards the arts on site or to the City's arts programming.	Long-Term	Economic Development
Host temporary or pop-up markets or art spaces (cargo containers or temporary market structures) in the parking lot of the Educational Campus site to promote awareness of future development of the site and generate interest and traffic.	Long-Term	Economic Development

Potential Partners	Estimated Cost	Funding Sources	Note(s)
Main Street, Downtown Development Authority	\$30,000	General fund, DDA, ARC CDAP	Carried over from previous comprehensive plan
Main Street, Downtown Development Authority	Staff time		Carried over from previous comprehensive plan
Fairburn Youth Council, Fairburn Merchants Association	Staff time		From 2024 <i>Economic Development Strategic Plan</i>
Aerotropolis Atlanta Alliance, Georgia Military College, Worksource Fulton	Staff time		From 2024 <i>Economic Development Strategic Plan</i>
Aerotropolis Atlanta Alliance, Junior Achievement Center, Worksource Fulton	Staff time		From 2024 <i>Economic Development Strategic Plan</i>
Economic Development, Parks and Recreation, Fairburn Merchants Association, ARC	\$100,000	General fund, CDAP	From 2024 <i>Economic Development Strategic Plan</i> and 2025 <i>Gateway and Connectivity LCI Study</i>
Community Foundation of Greater Atlanta, Fulton Arts, Fairburn Art Advisory Council, Fairburn Main Street	Staff time	-	From 2024 <i>Economic Development Strategic Plan</i> and 2025 <i>Gateway and Connectivity LCI Study</i>
Developers	\$50,000	General fund, Grants, Private funds	From 2025 <i>Gateway and Connectivity LCI Study</i>

Long-Term Actions

Action	Timeline	Lead
<i>Natural & Cultural Resources (continued)</i>		
Pursue Public Private Partnership for the establishment of a downtown performing arts festival and/or film festival.	Long-Term	Economic Development
Design and construct mini park along Spence Road.	Long-Term	Parks & Recreation
Design and construct mini park at E. Campbellton Street, Milo Fisher Street, and Malone Street ("Milo Fisher Park").	Long-Term	Parks & Recreation
Design and construct neighborhood park at 8140 Senoia Road.	Long-Term	Parks & Recreation
Design and construct neighborhood park along Fayetteville Road.	Long-Term	Parks & Recreation
Design and construct community park at 8563 Bohannon Road.	Long-Term	Parks & Recreation
Design and construct special use park at Georgia Military College.	Long-Term	Parks & Recreation
Design and construct greenways identified in the <i>Parks & Recreation Master Plan</i> .	Long-Term	Parks & Recreation

Potential Partners	Estimated Cost	Funding Sources	Note(s)
Community Development, Fairburn Art Advisory Council, Fulton Arts, Southside Theatre Guild	TBD	TBD	From 2021 <i>Downtown Master Plan LCI Study</i>
-	\$900,000	General fund, bonds, SPLOST, impact fees, TIF, grants, donations	From 2024 Parks and Recreation Master Plan ("Mini Park 1"); requires an assemblage of parcels 09F170100741954, 09F170100741962, 09F170100741970, and 09F170100741988
-	\$900,000	General fund, bonds, SPLOST, impact fees, TIF, grants, donations	From 2024 Parks and Recreation Master Plan ("Mini Park 2"); requires an assemblage of parcels 09F100400531326, 09F100400531334, 09F100100460198, 09F100100460206, and 09F100200471335
-	\$2,700,000	General fund, bonds, SPLOST, impact fees, TIF, grants, donations	From 2024 Parks and Recreation Master Plan ("Neighborhood Park 2"); requires an assemblage of 09F020100121113 and 09F020100121170
-	\$2,500,000	General fund, bonds, SPLOST, impact fees, TIF, grants, donations	From 2024 Parks and Recreation Master Plan ("Neighborhood Park 4")
-	\$105,000,000	General fund, bonds, SPLOST, impact fees, TIF, grants, donations	From 2024 Parks and Recreation Master Plan; requires an assemblage of 07 390001781392 and 09F010000090591
-	\$1,050,000	General fund, bonds, SPLOST, impact fees, TIF, grants, donations	From 2024 Parks and Recreation Master Plan
-	\$12,000,000	General fund, bonds, SPLOST, impact fees, TIF, grants, donations	From 2024 Parks and Recreation Master Plan

Long-Term Actions

Action	Timeline	Lead
<i>Natural & Cultural Resources (continued)</i>		
Cora M Robinson Park improvements.	Long-Term	Parks & Recreation
Frankie Arnold Stage Improvements.	Long-Term	Parks & Recreation
Create and implement a facility design standards manual for Fairburn's parks and recreation centers.	Long-Term	Parks & Recreation
Develop recreation programs identified in the <i>Parks & Recreation Master Plan</i> .	Long-Term	Parks & Recreation
Explore the potential funding mechanisms for new park and amphitheater near the Fairburn Education Center.	Long-Term	Parks & Recreation
Acquire key properties for expanded Frankie Arnold Stage/Courtyard.	Long-Term	Parks & Recreation
Acquire key properties for multi-use path to Duncan Park.	Long-Term	Parks & Recreation

Potential Partners	Estimated Cost	Funding Sources	Note(s)
-	\$60,000	General fund, bonds, SPLOST, impact fees, TIF, grants, donations	From 2024 Parks and Recreation Master Plan
-	\$500,000	General fund, bonds, SPLOST, impact fees, TIF, grants, donations	From 2024 Parks and Recreation Master Plan
-	\$50,000	General fund, bonds, SPLOST, impact fees, TIF, grants, donations	From 2024 Parks and Recreation Master Plan
-	TBD	General fund, bonds, SPLOST, impact fees, TIF, grants, donations	From 2024 Parks and Recreation Master Plan
Administration	Staff time	-	From 2025 <i>Gateway and Connectivity LCI Study</i>
Administration	TBD	TBD	From 2025 <i>Gateway and Connectivity LCI Study</i>
Administration	TBD	TBD	From 2025 <i>Gateway and Connectivity LCI Study</i>