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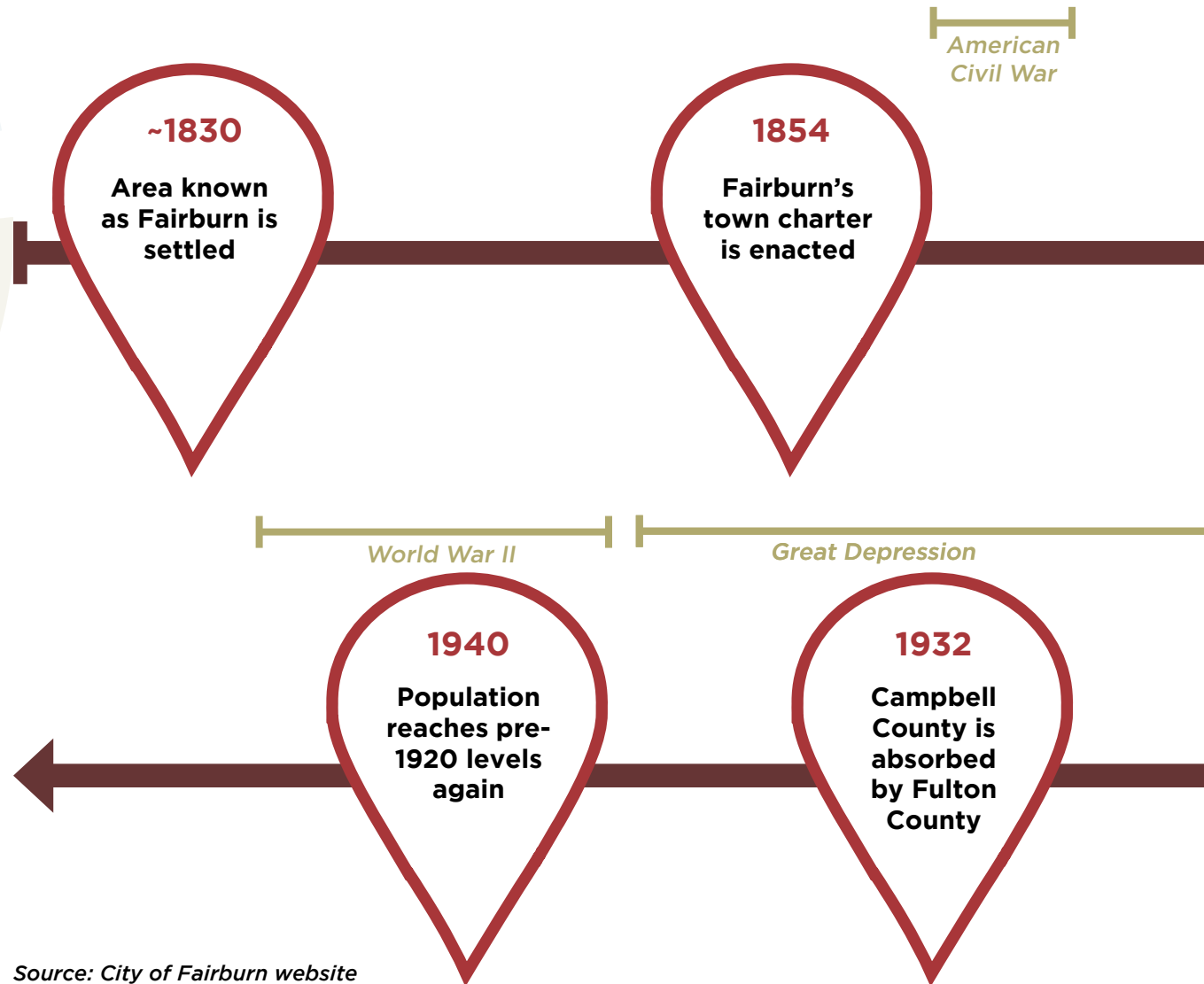
History

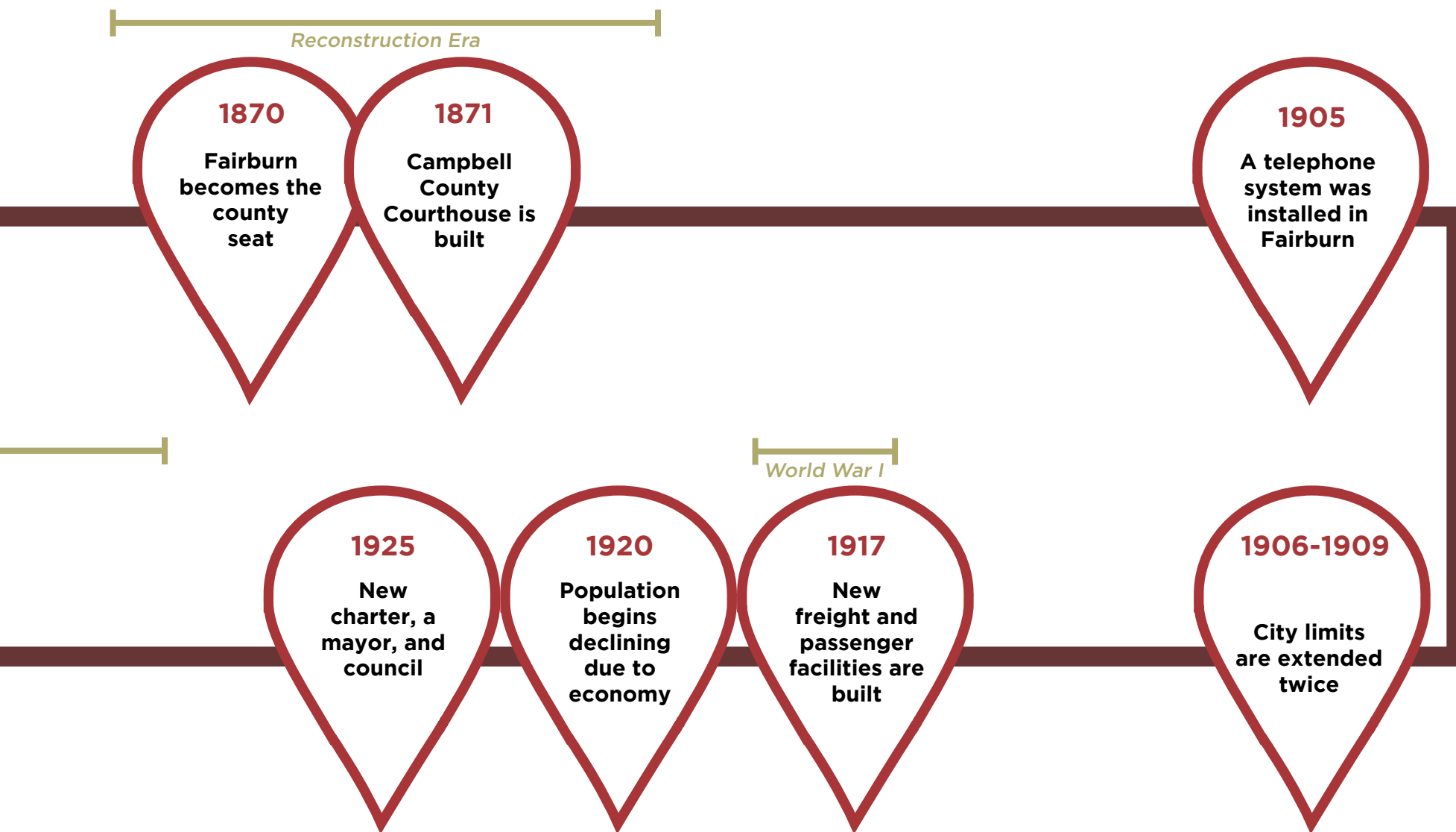
The area now known as Fairburn was settled as early as 1830. Initially founded as Cartersville in 1833, the town changed its name just a year later to Berryville. According to historian Lucian Lamar Knight, the name “Fairburn” was likely inspired by a township in Yorkshire, England.

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

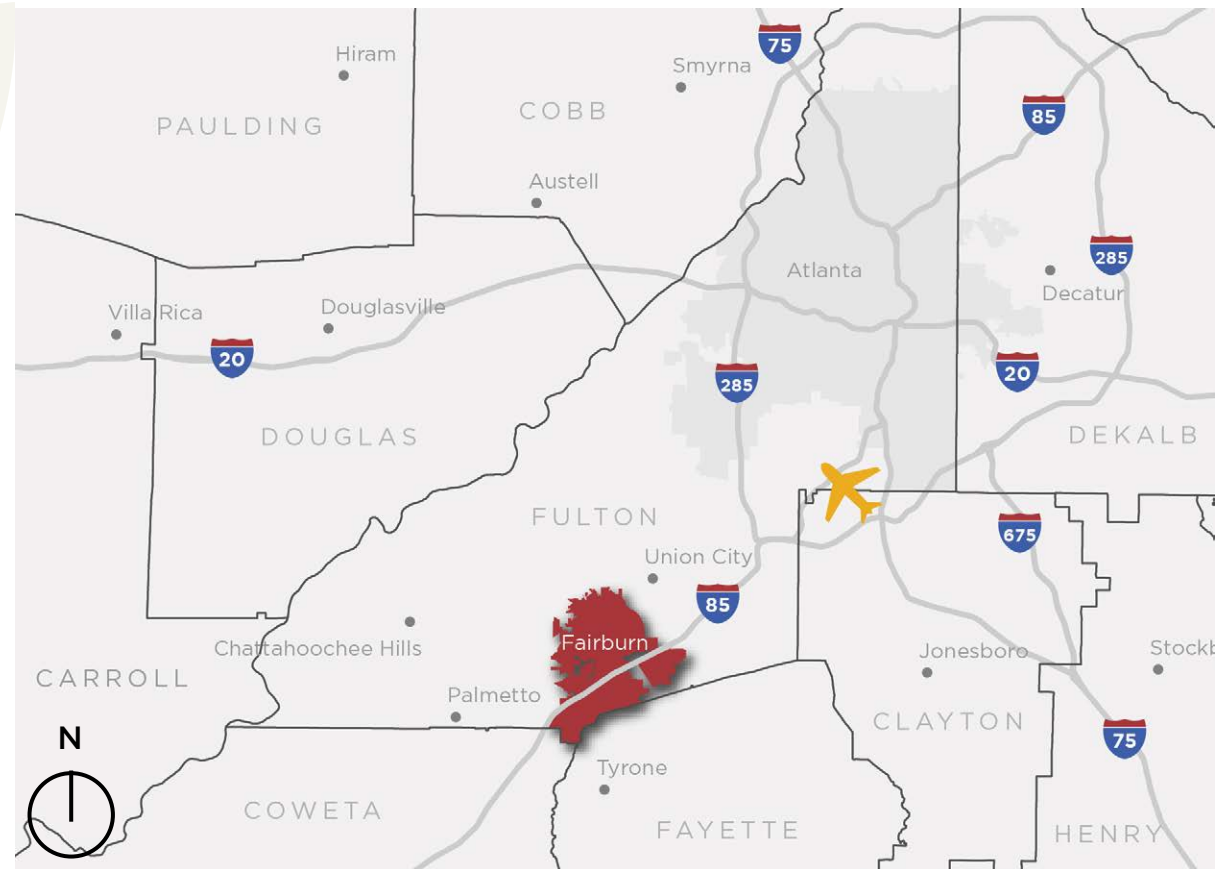
Median Household Income: \$68,820

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.**

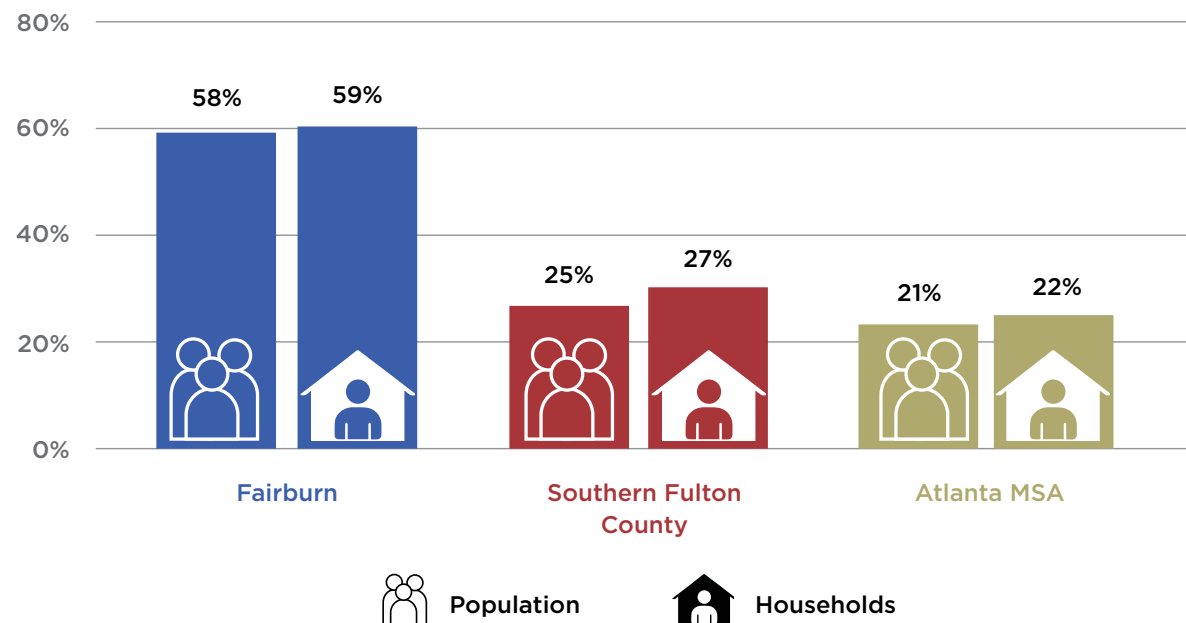
Although the pace of growth has slowed in recent years, Fairburn continues to expand at a faster rate than its surrounding areas.

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

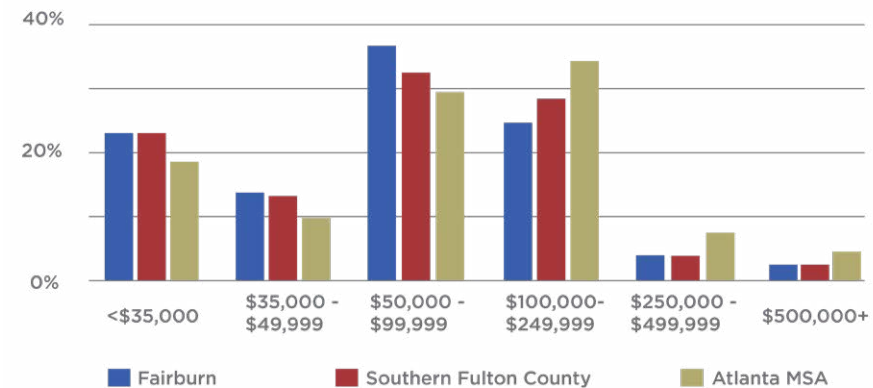
Household Income

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.

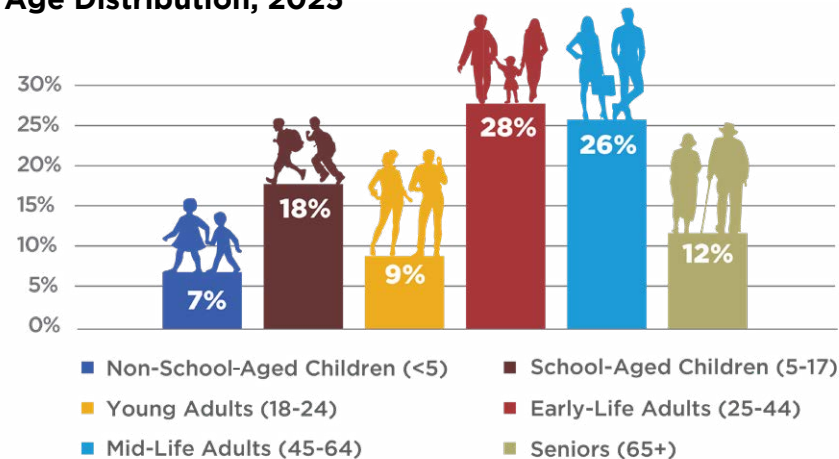
Age Distribution

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.**

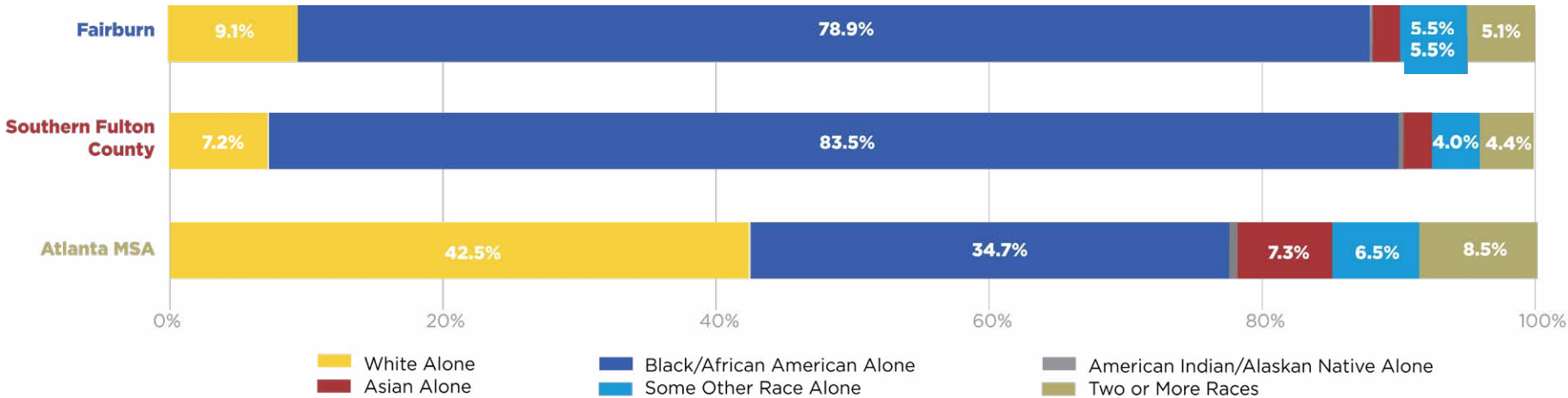


Racial Composition

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

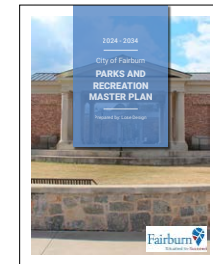
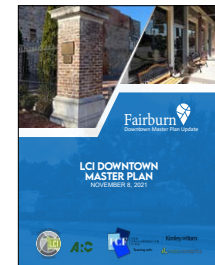
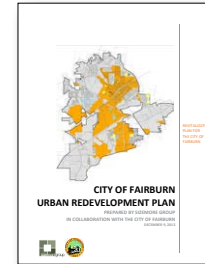
Overview

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.

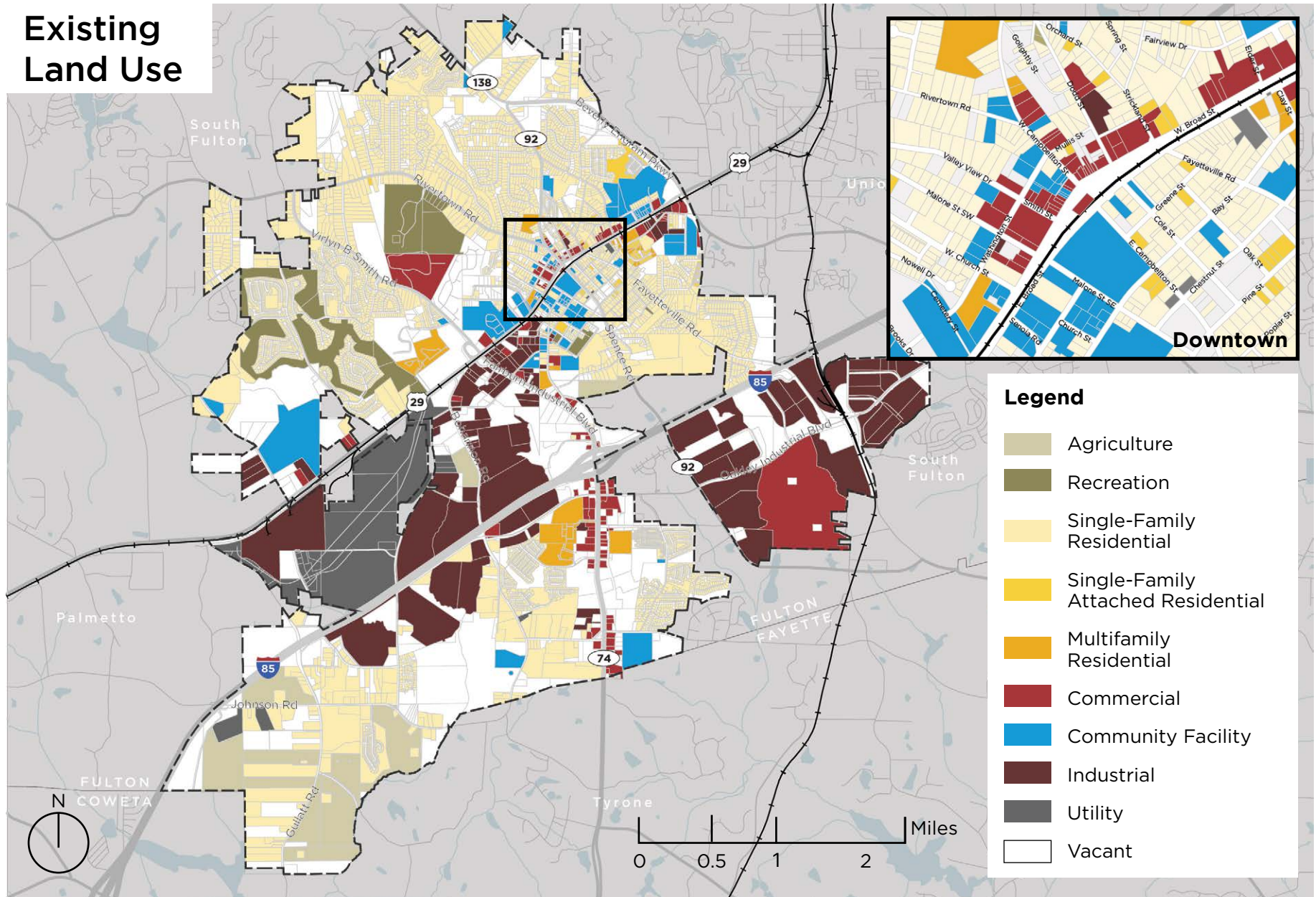
Most types of land use in Fairburn are clustered together rather than mixed. Most low-density uses, such as single-family residential, recreation, or agriculture, are north of the US-29/Roosevelt Highway/Broad Street corridor, south of I-85, or along Fayetteville Road between the two corridors. Commercial 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

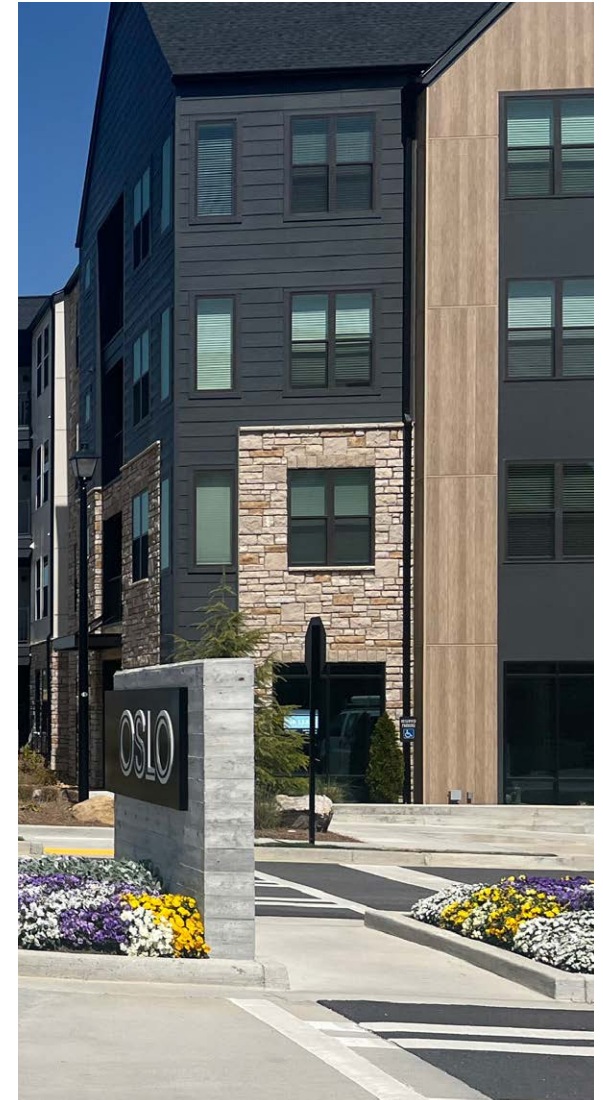
Zoning

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%.

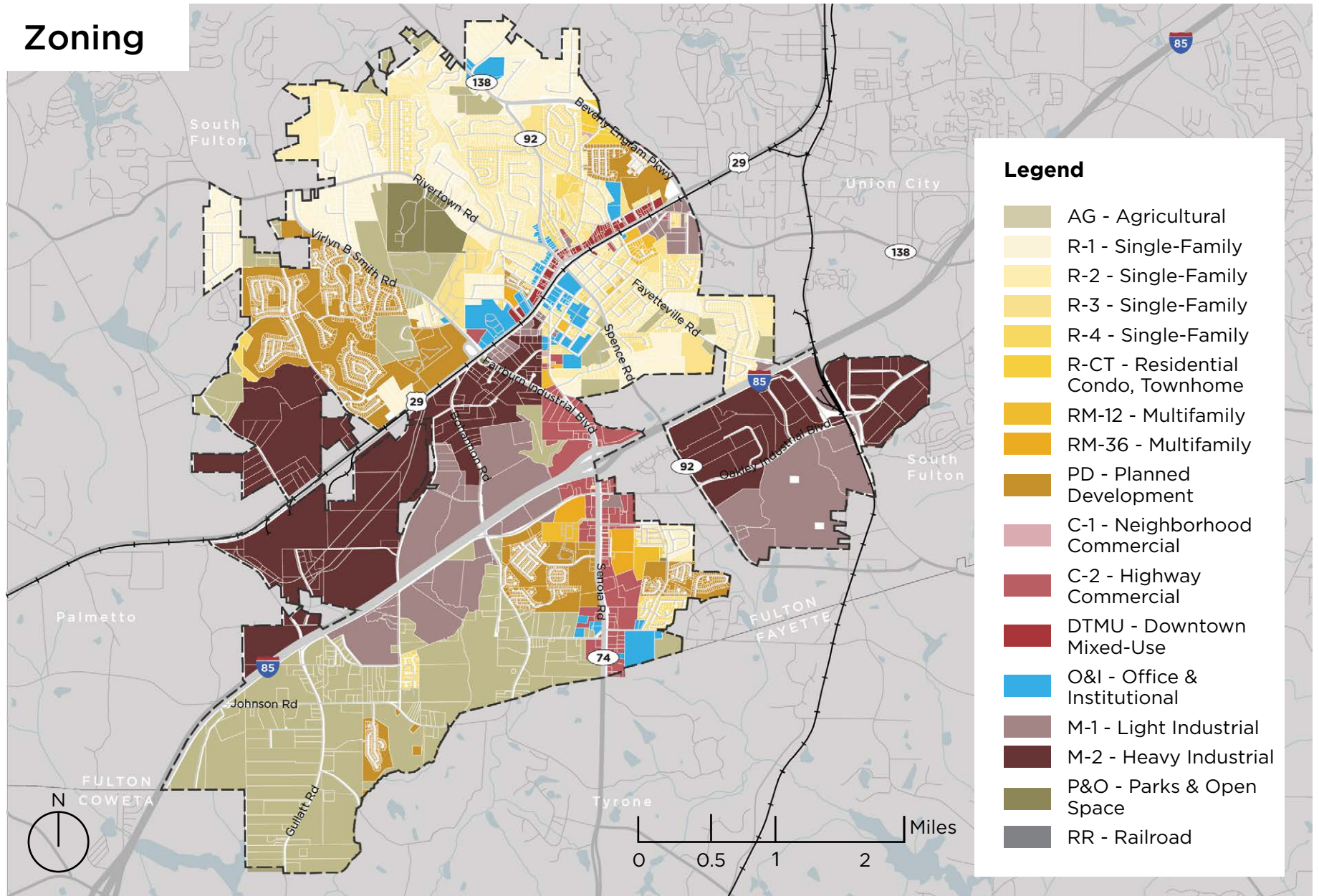
Fairburn's zoning ordinance reflects existing land patterns. One significant change is the expansion of heavy industrial uses north of US-29/Roosevelt Highway/Broad Street in the city's western area. However, the designated zoning for several areas of existing vacant land does not allow for a greater 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



Land Use & Development

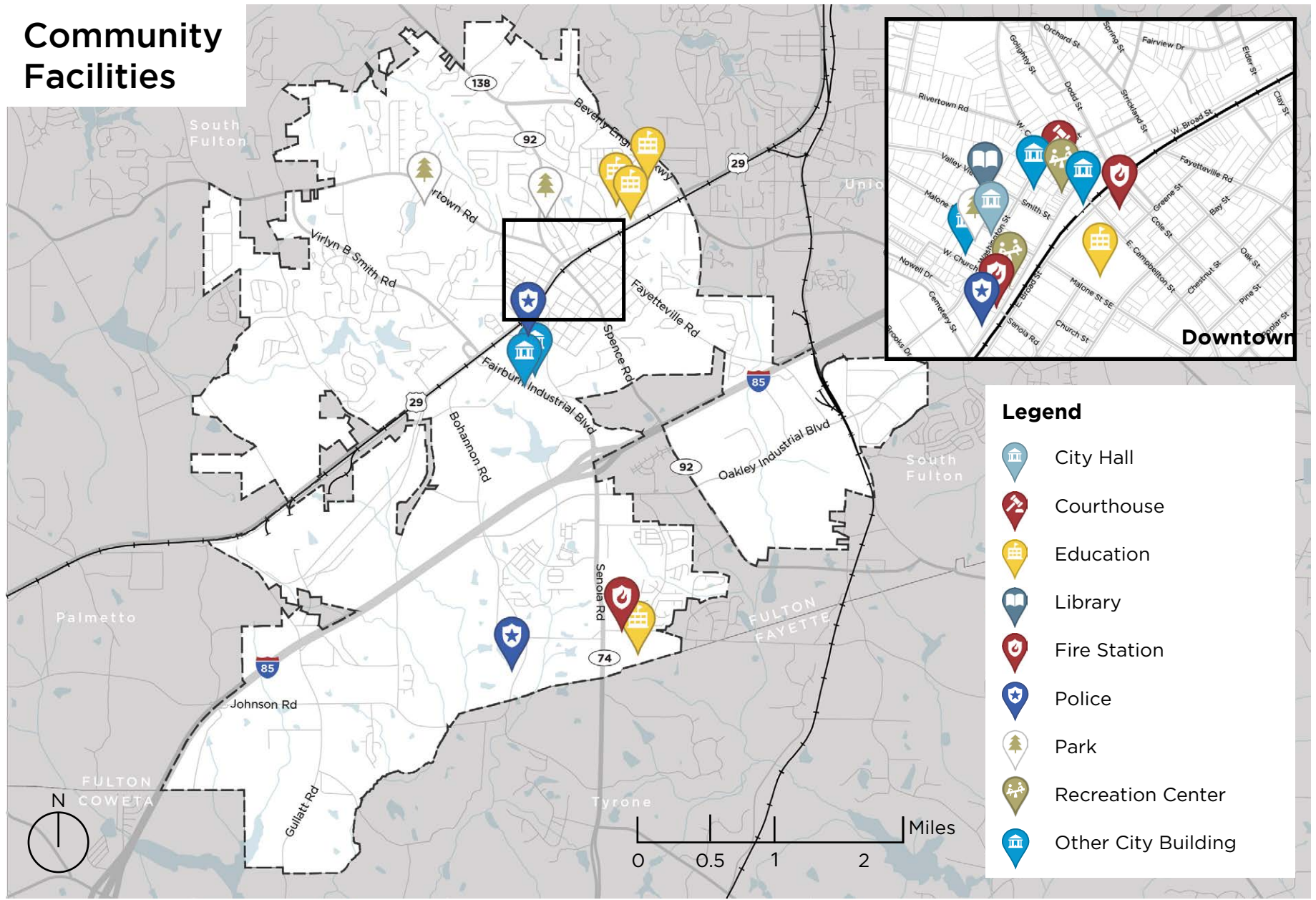
Community Facilities

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.

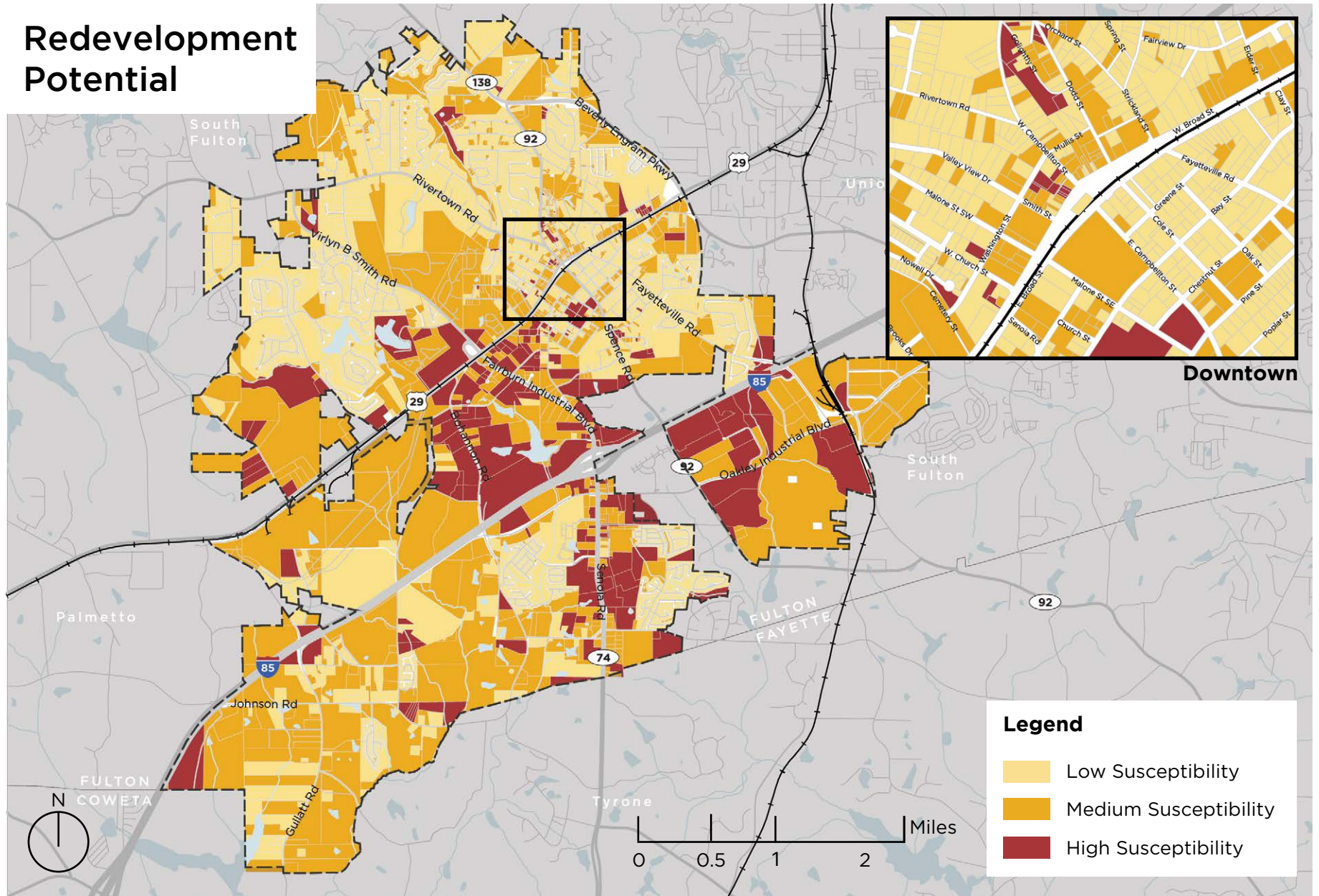
- Land value versus building/improvement value
- Proximity to I-85
- Ownership
- Location in a subdivision
- Presence of floodplains and/or water
- Acreage
- Existing land use
- Presence of steep slopes

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.

Redevelopment Potential



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.

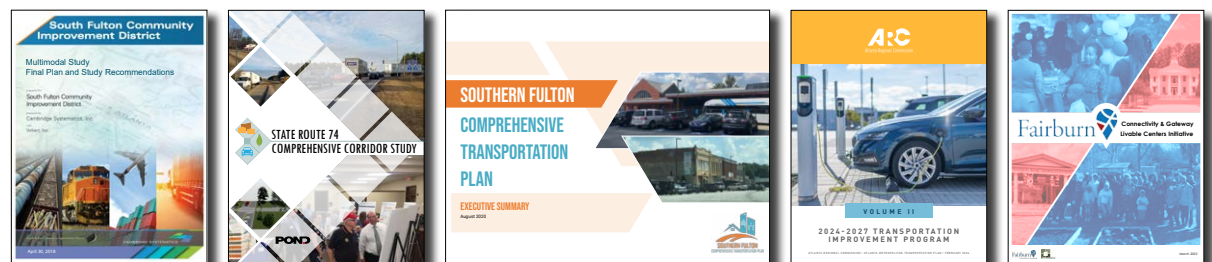
Previous Plans & Efforts

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

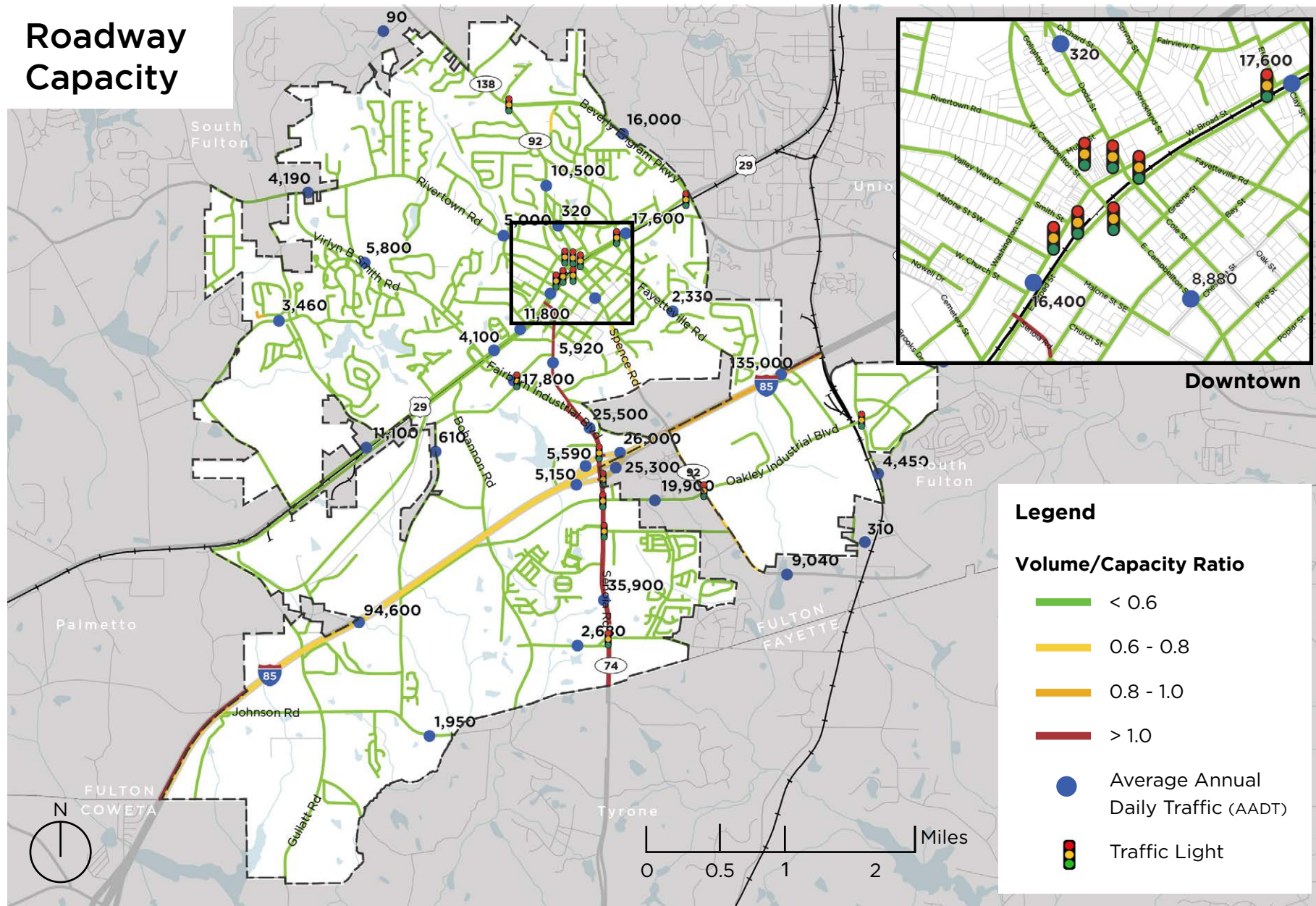
Based on the calculated volume-to-capacity (v/c) ratio, most roads are operating at less than 60% of their total capacity, meaning traffic volumes remain well within what the roadway can handle. While some roads do experience periodic congestion, the analysis shows that congestion is not widespread. 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

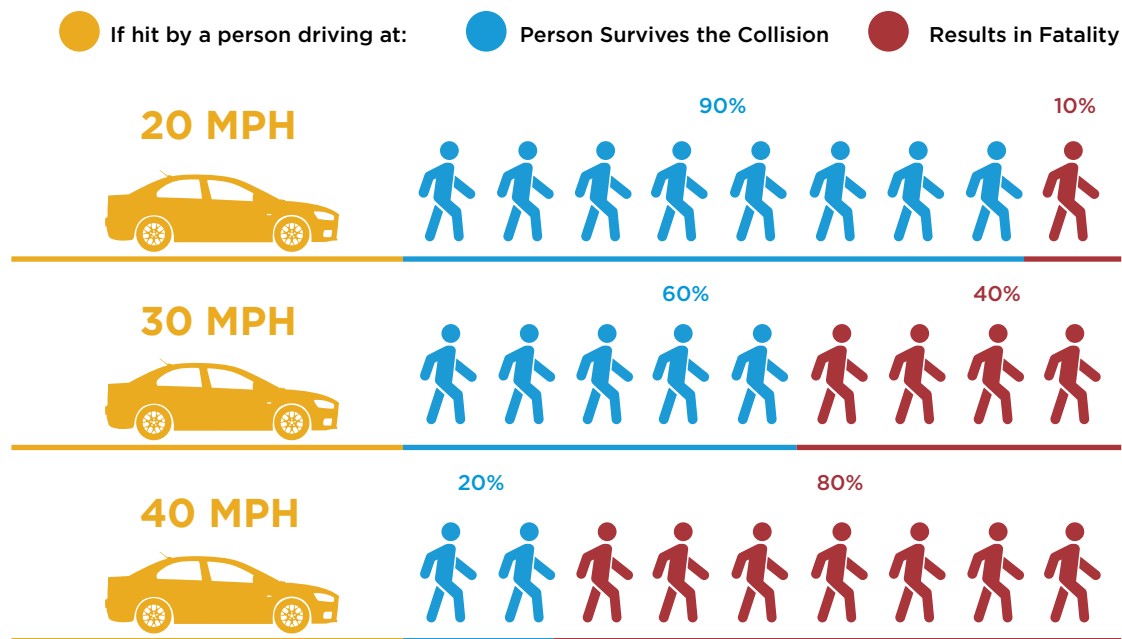


Transportation

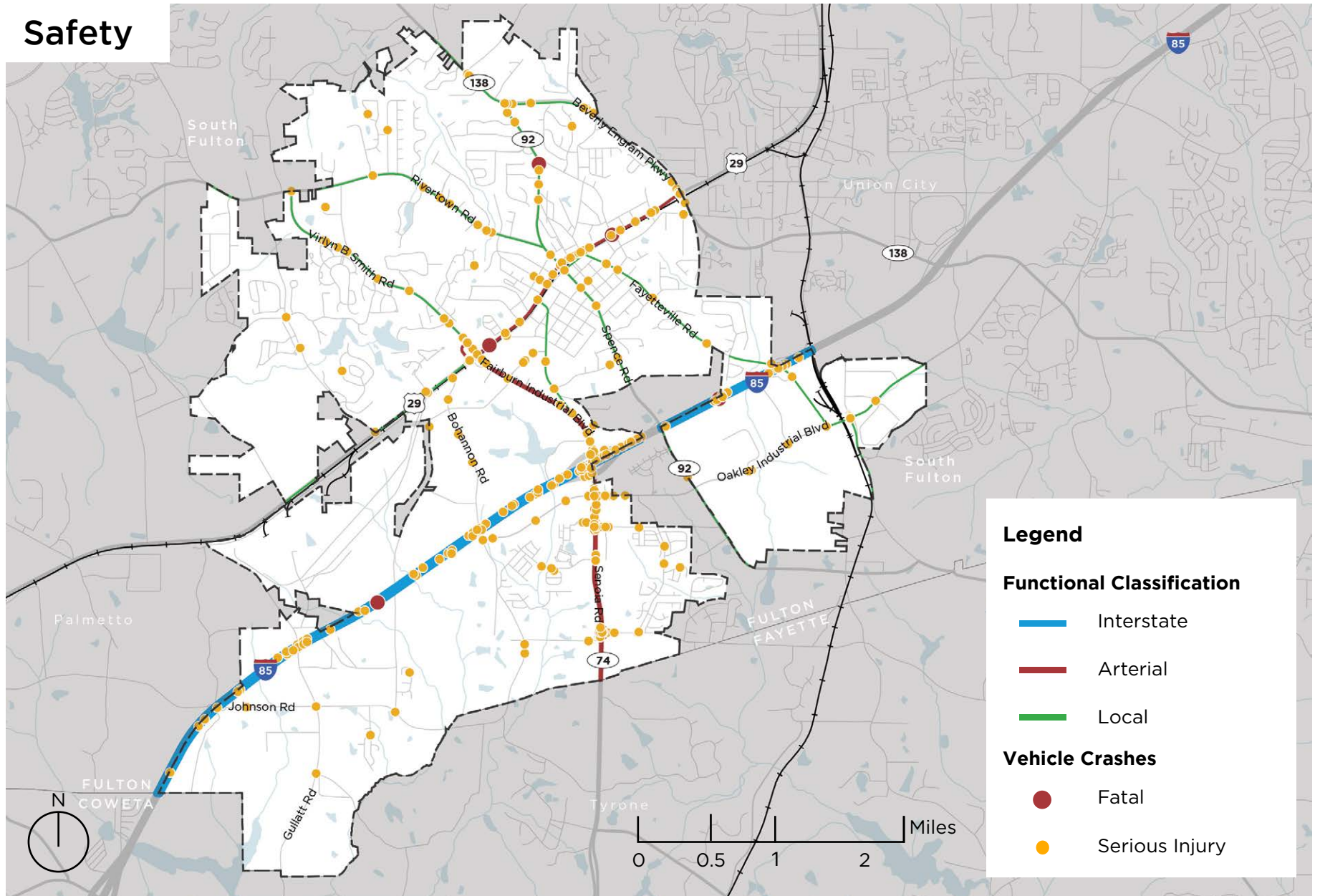
Network Safety and Infrastructure Gaps

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

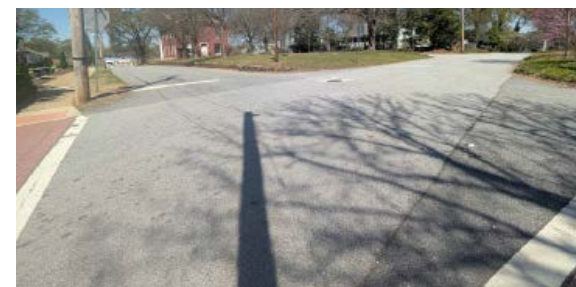
with more severe crashes. Low-intensity development, which results in longer block lengths and faster vehicle speeds, is another contributing factor. In contrast, high-density urban environments tend to moderate speeds due to congestion and shorter blocks, reducing crash severity.

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.

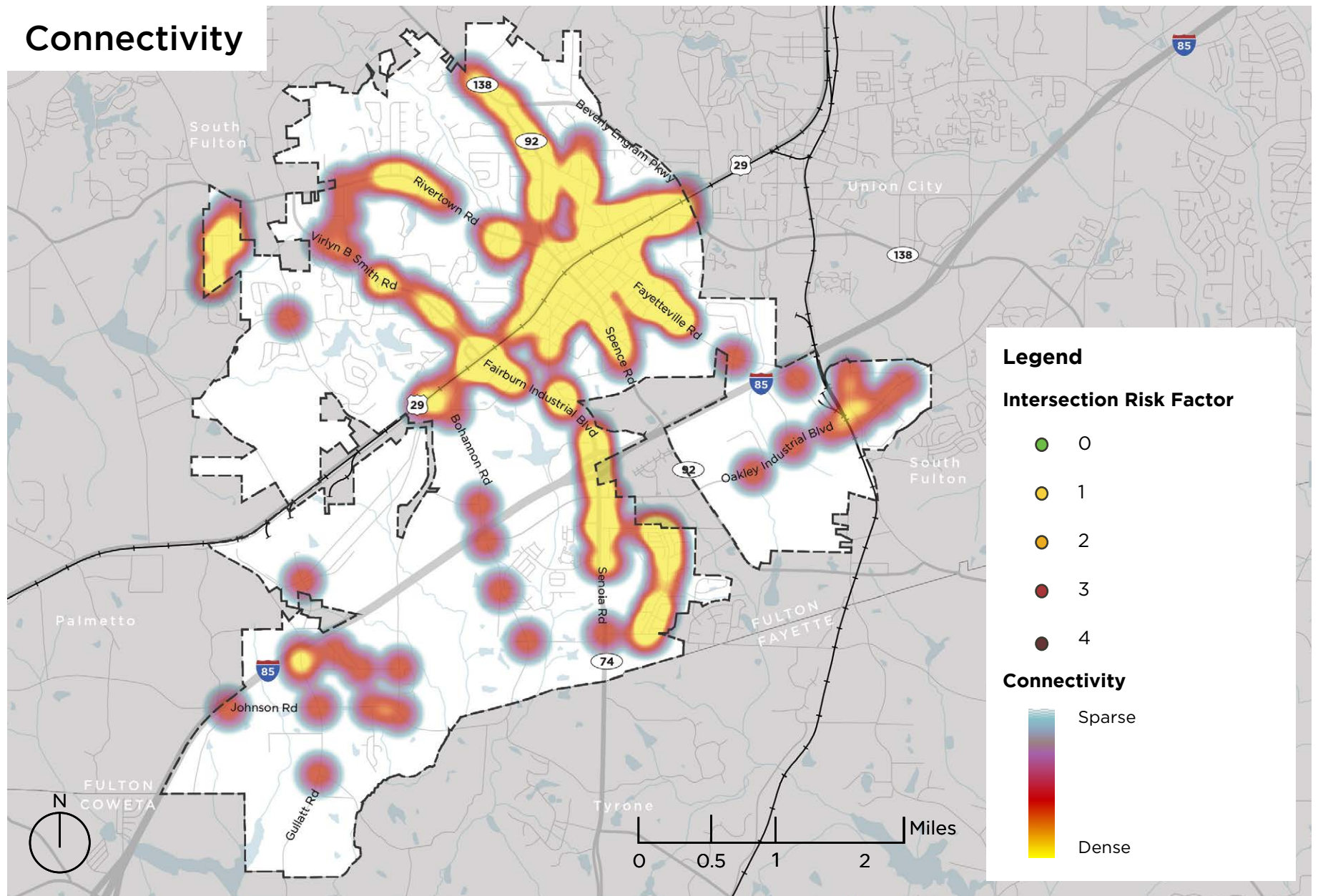
ARC Risk Factor Analysis

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.

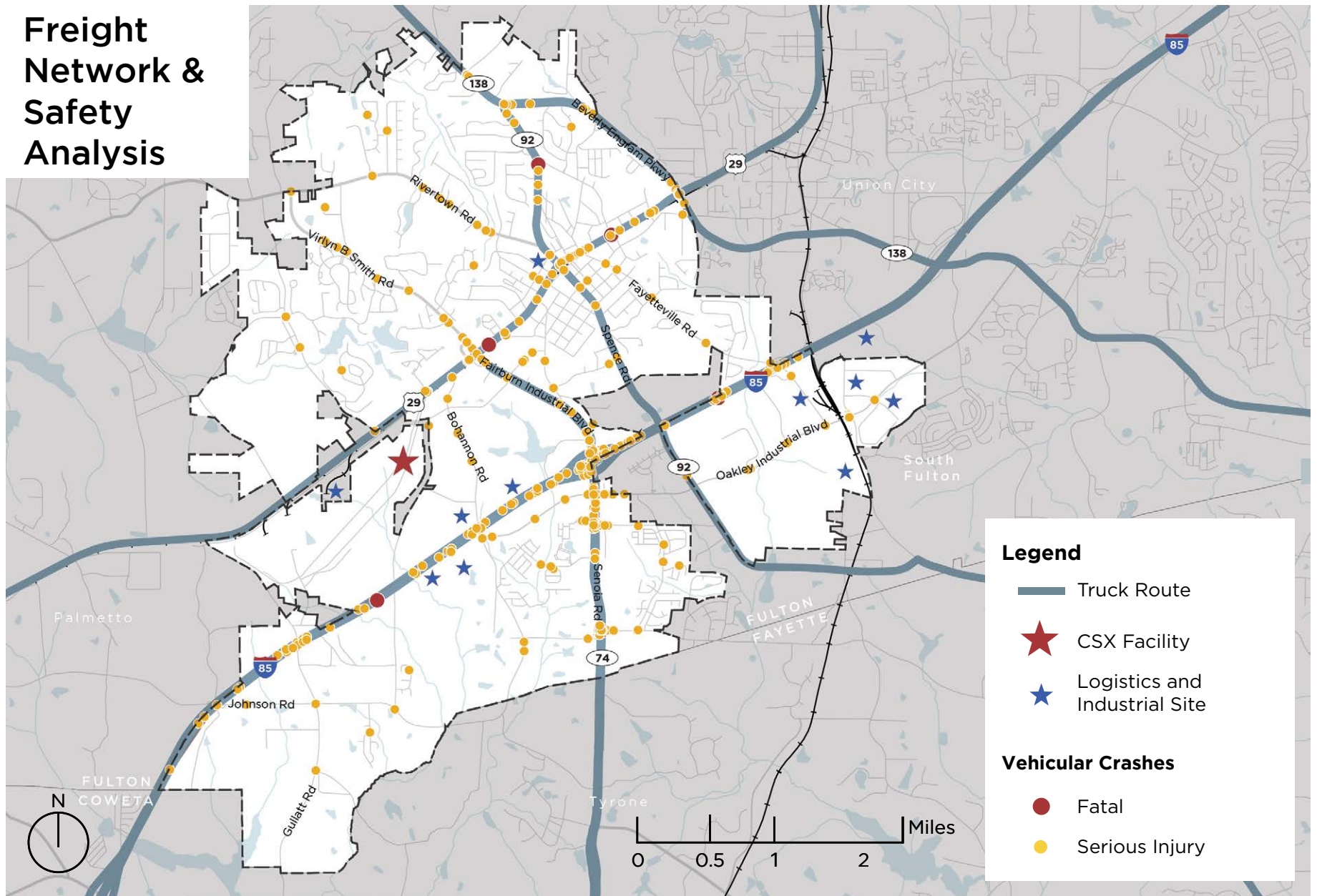


Heavy truck traffic on the SR 74/Senoia Road Corridor



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.

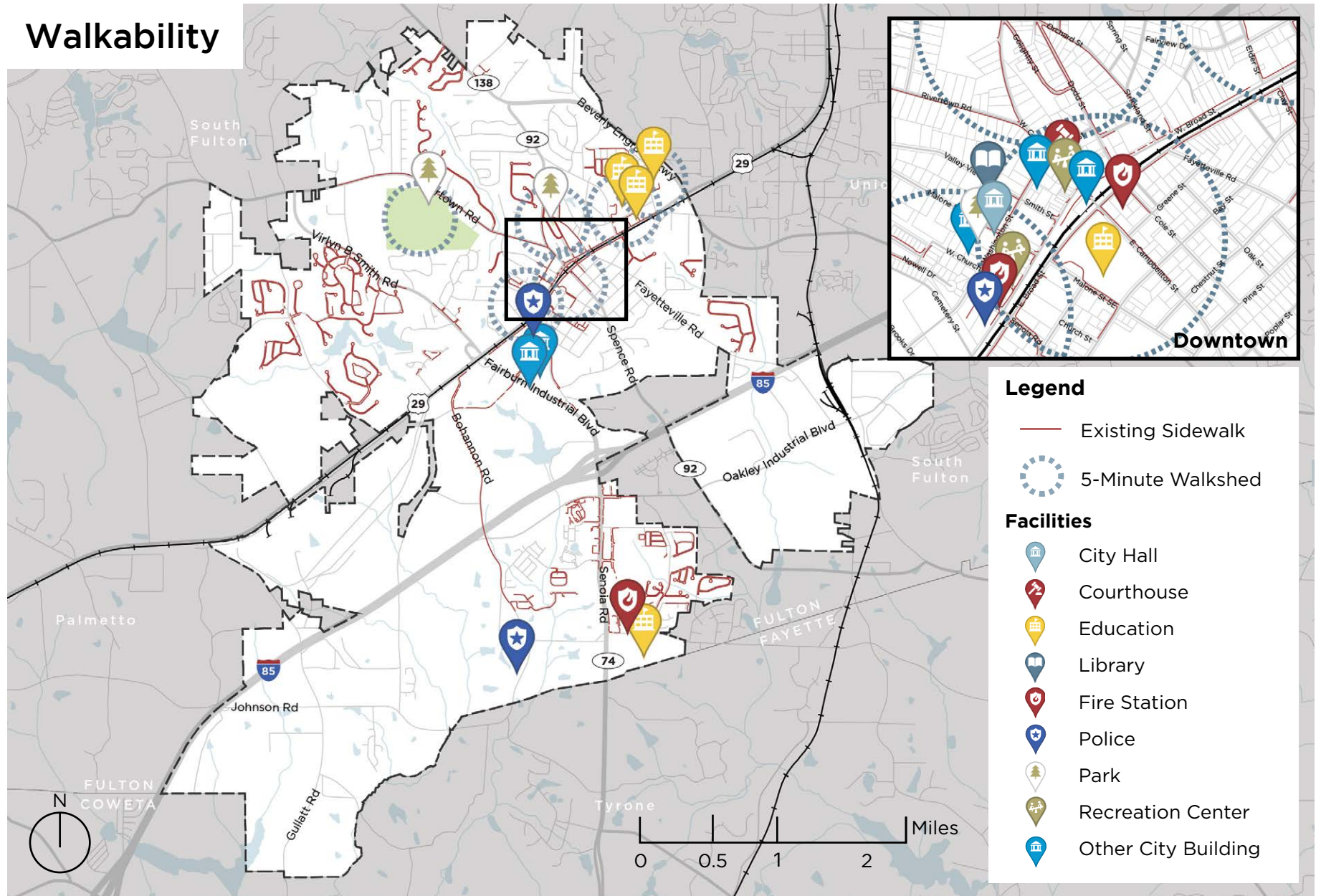
These findings point to a fragmented and inconsistent pedestrian network that limits walkability across much of Fairburn. Gaps in infrastructure, insufficient lighting, and missing crosswalks are common, especially beyond the city center. The lack of pedestrian-friendly design in many intersections and 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

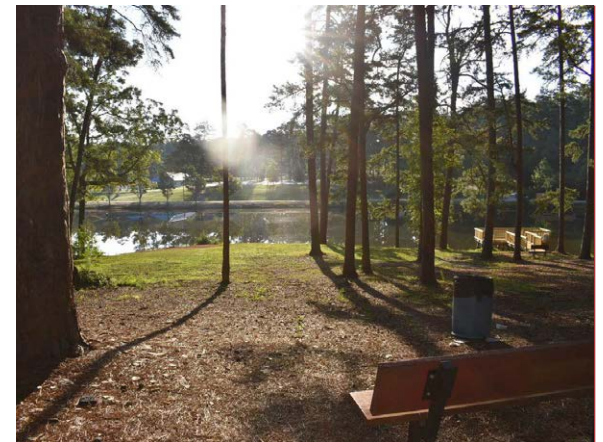
systems. However, many of these proposals are either partially completed or have yet to begin.

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.

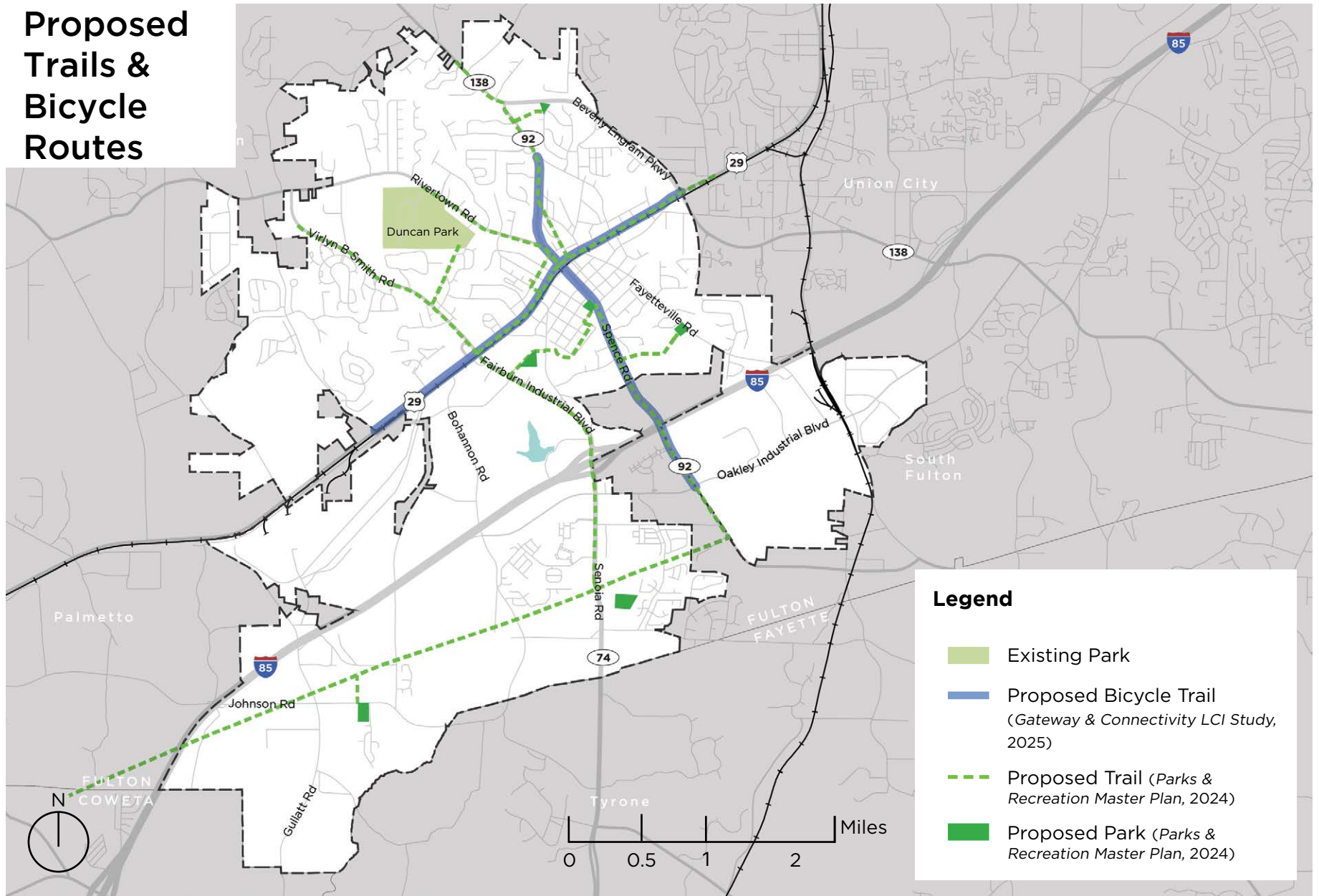


Sharrows on Washington Street



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.

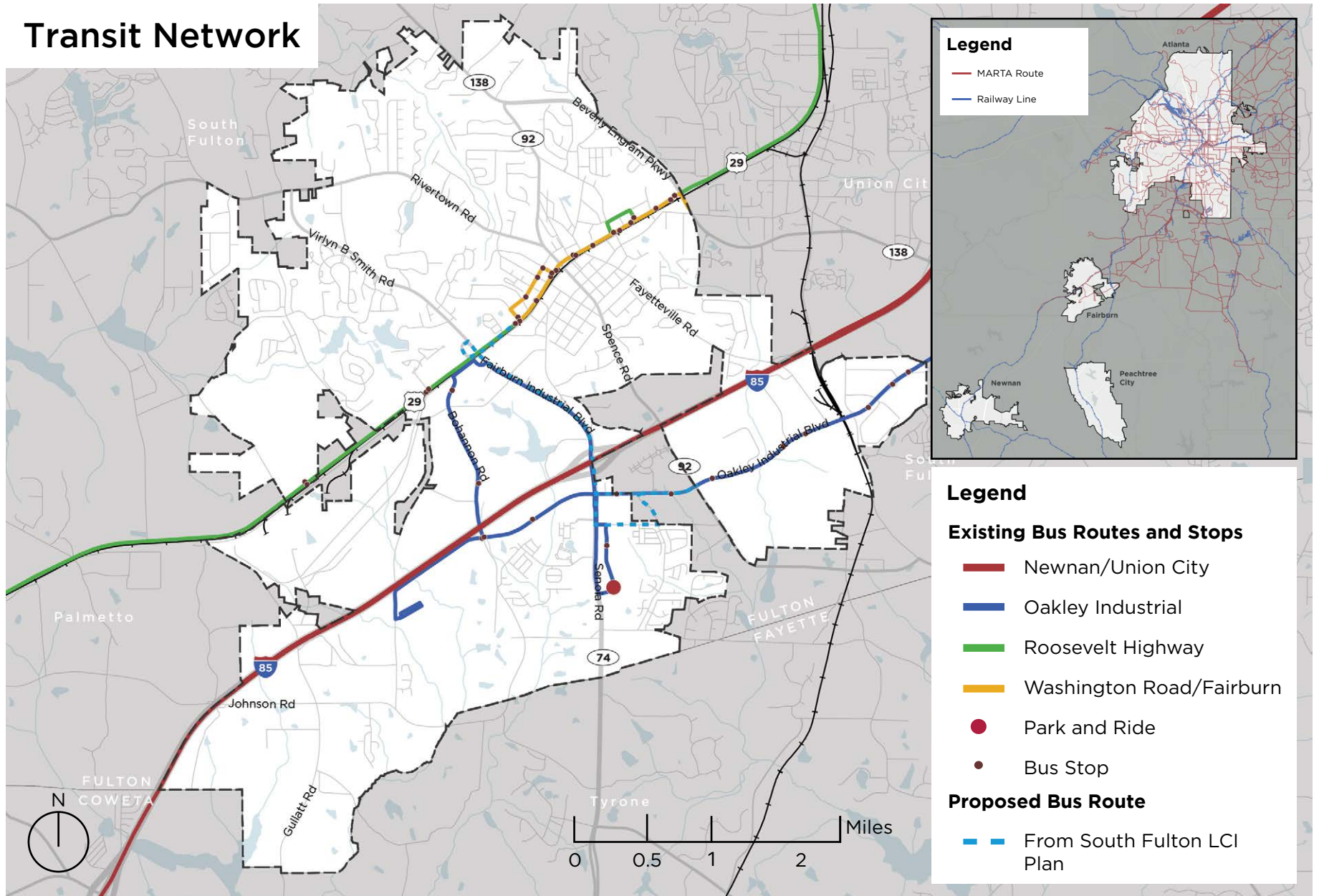
Bridging the Gap with Microtransit

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

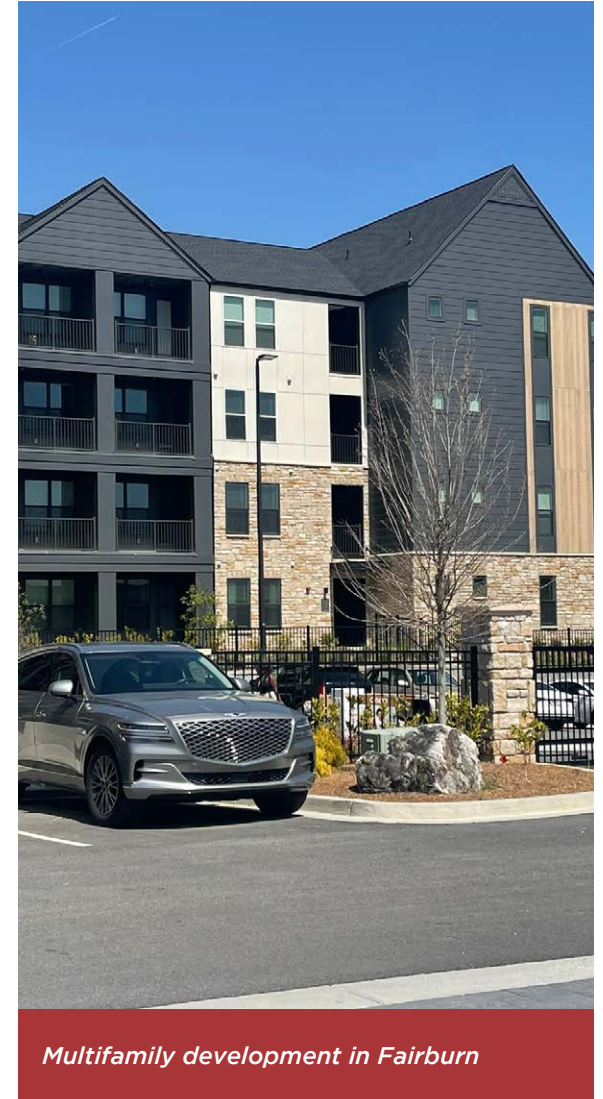
Previous housing planning efforts have been limited to the city's comprehensive planning process. However, given its recent population growth and housing demand, the City conducted a housing market analysis in 2024.

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

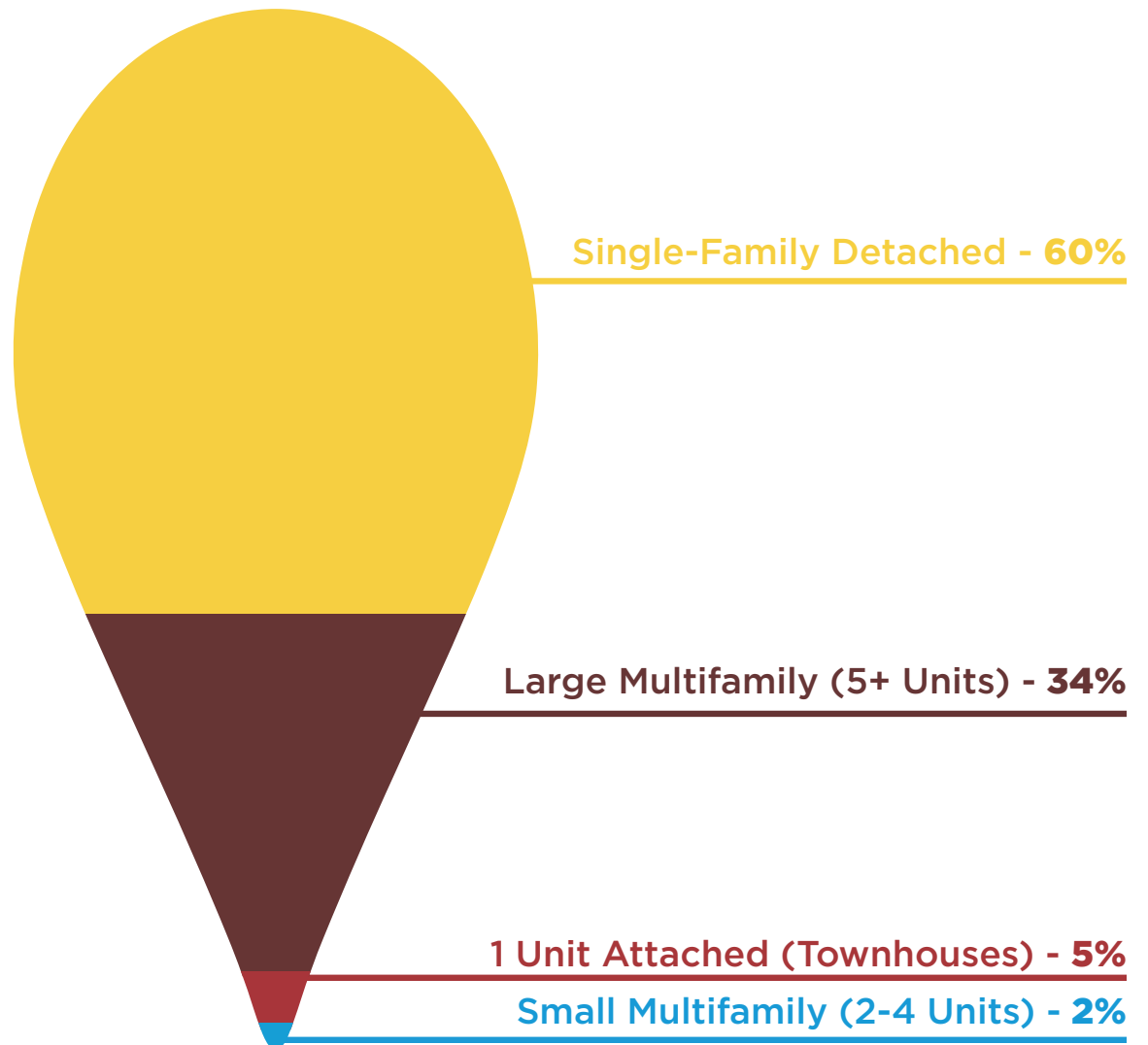
Fairburn has 6,631 total housing units, with 48% renter-occupied and 52% owner-occupied. Fairburn's median house value of \$296,000 is lower than southern Fulton County (\$326,000) and much lower than Atlanta MSA (\$423,000), highlighting the city's relative affordability for homeownership. Fairburn's 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.

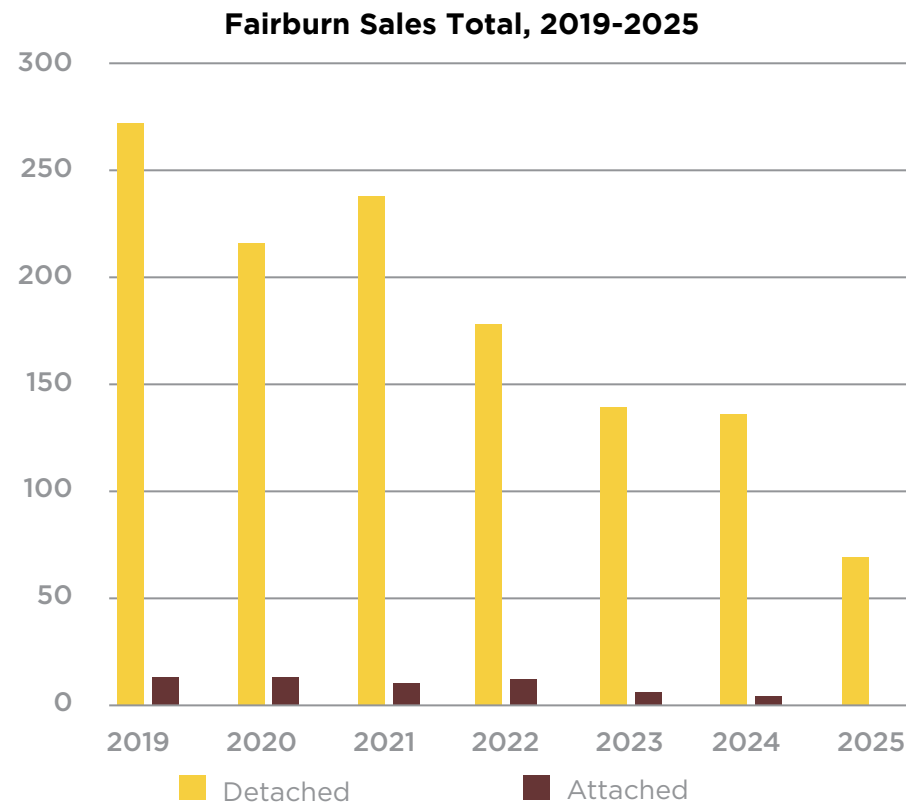
Multifamily Commercial Real Estate Overview

	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.



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

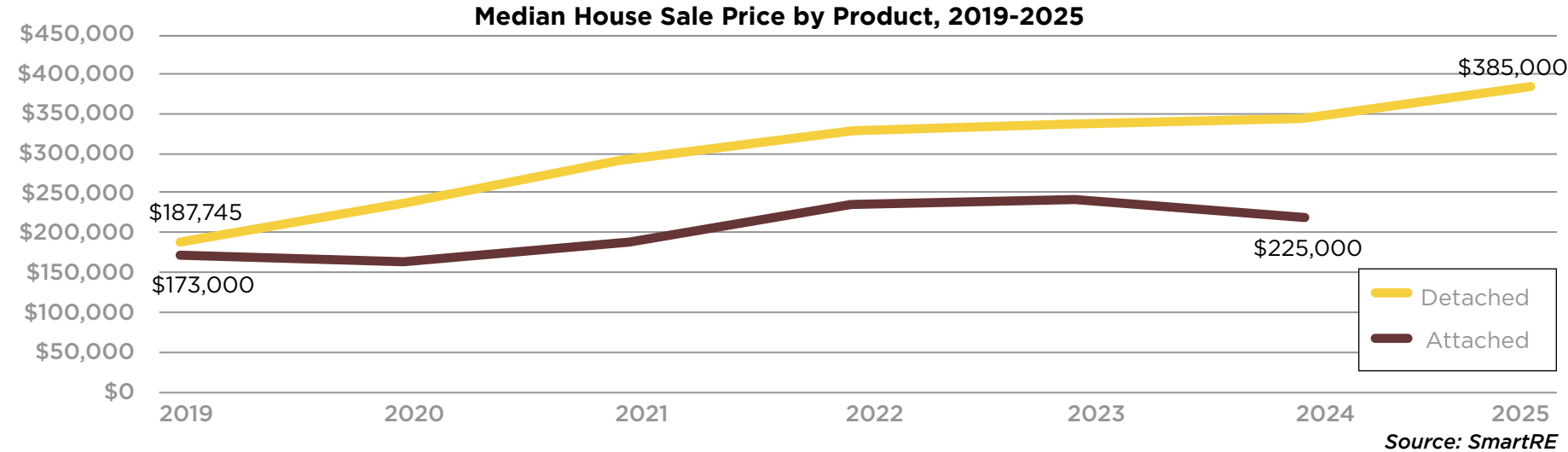
Fairburn House Sales by Price Range, 2019-2025

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

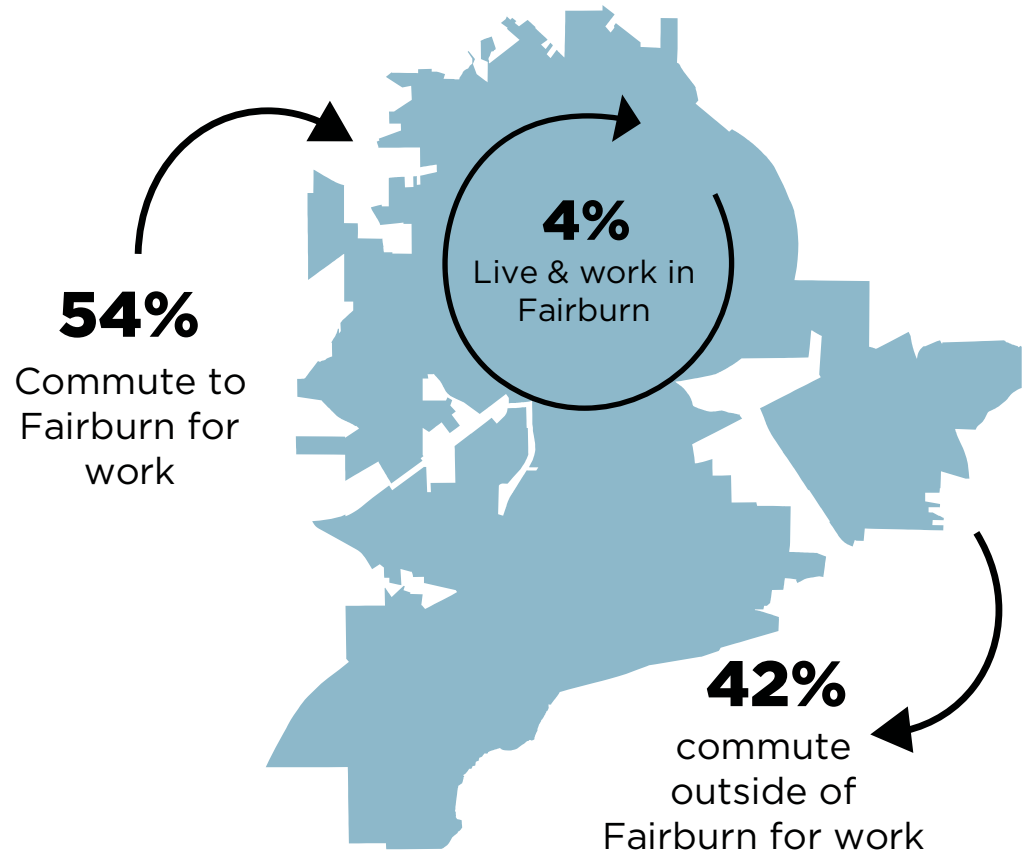


Custom manufacturing

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.

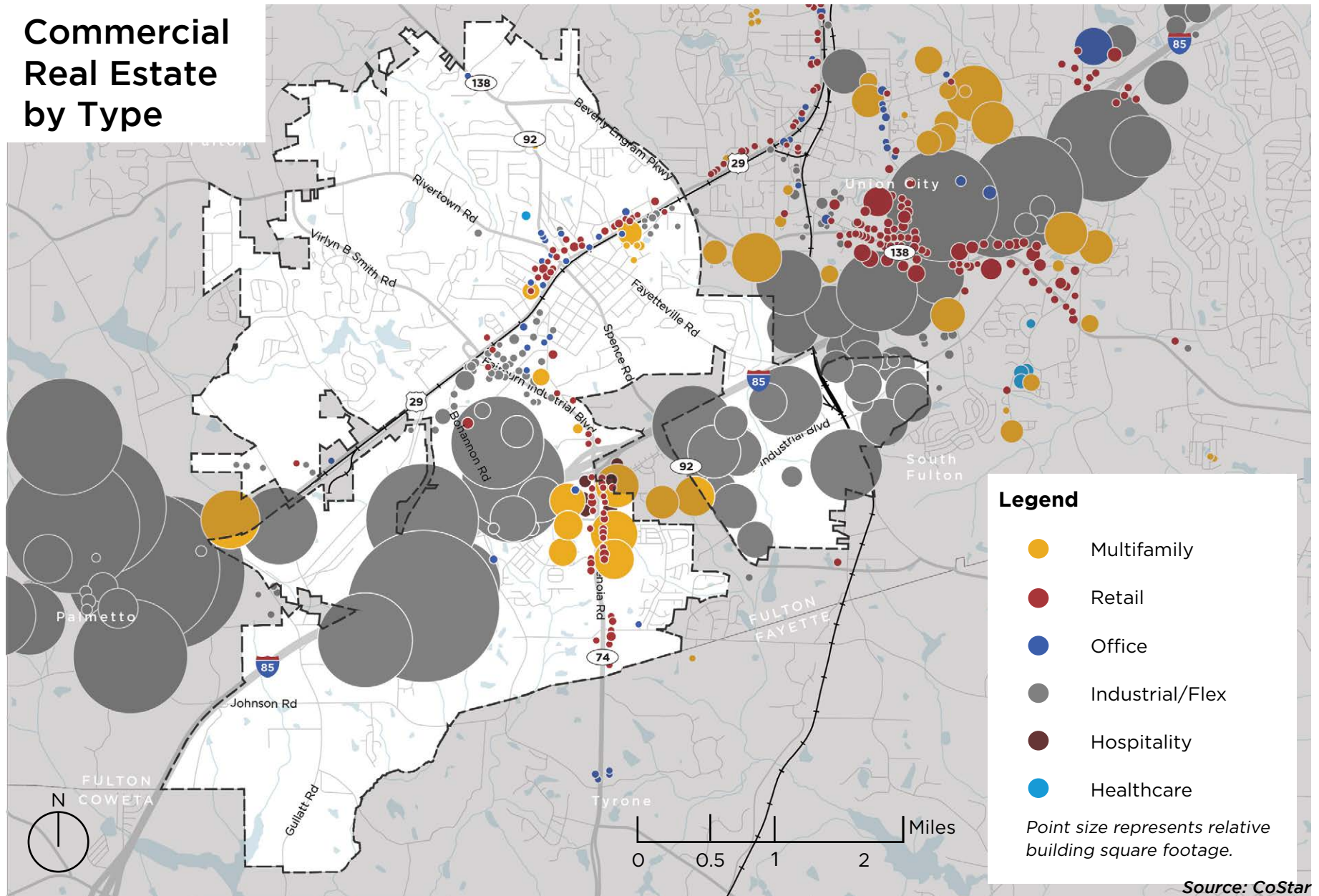
The map on page 71 illustrates the distribution of commercial real estate within the city and a 5-mile radius of downtown Fairburn. Development within Fairburn follows broader regional trends, with commercial properties clustered around major transportation corridors and larger buildings concentrated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

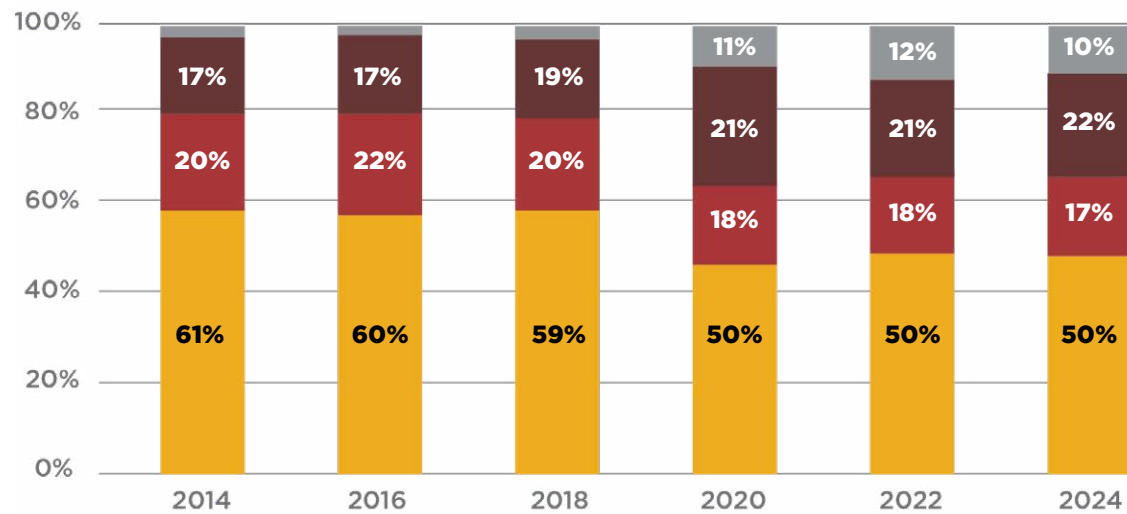
Hotels within Fairburn and southern Fulton have followed similar trends as the region overall. The average revenue per available room within Fairburn continues to remain below the region and southern portion of the county overall. Similar to the region, average revenue per available room has exceeded 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

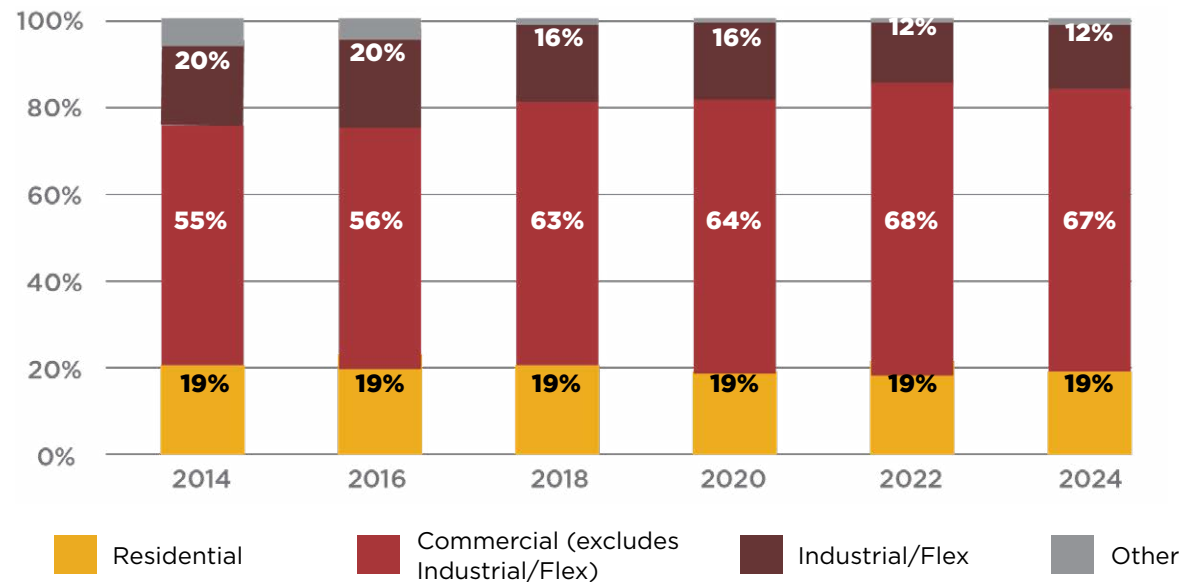
About the Tax Digest

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

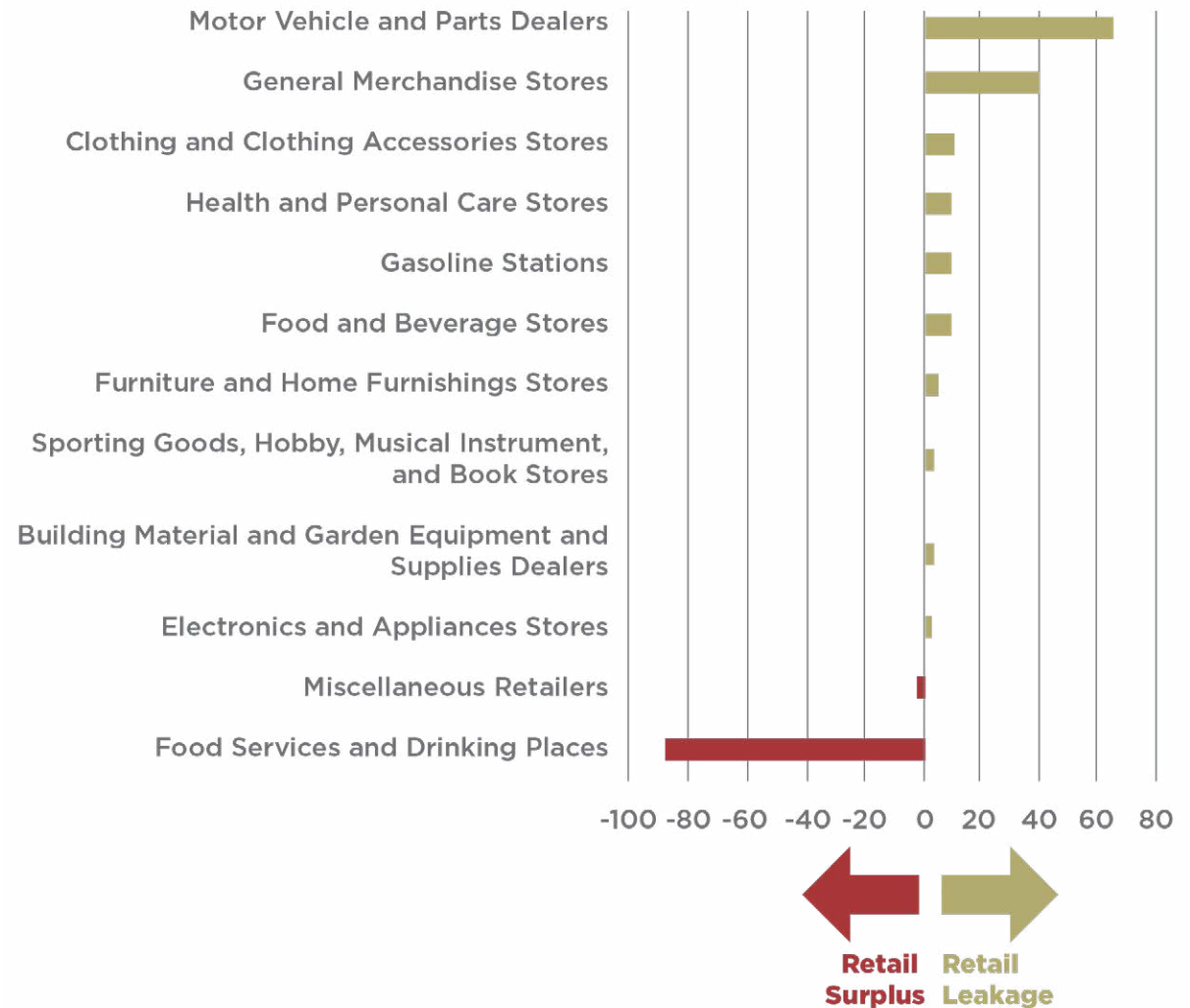
Retail Opportunity Gap

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)

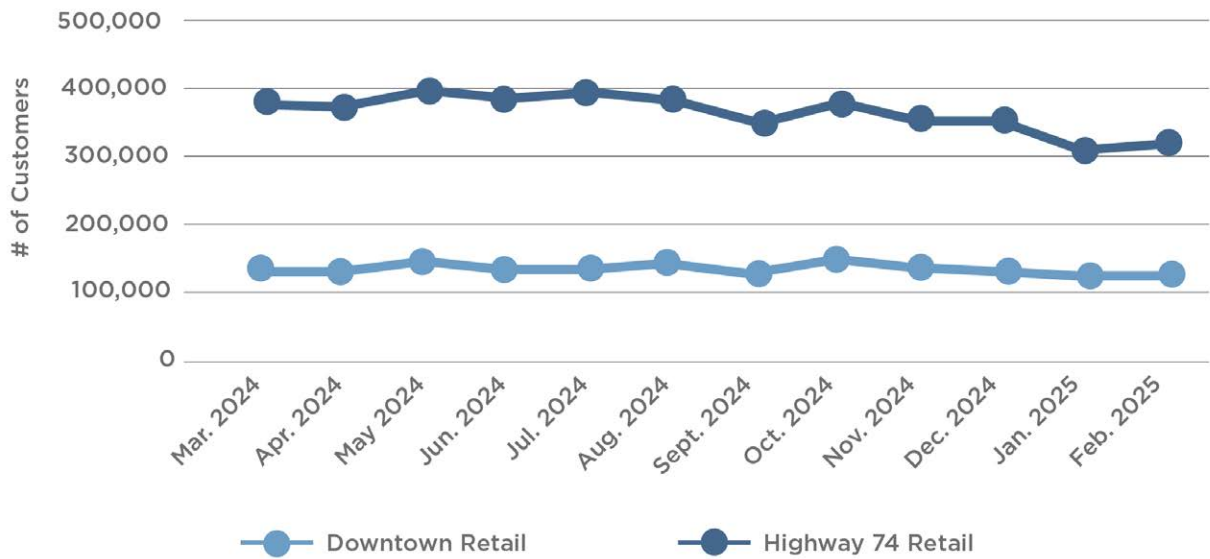


Source: Claritas

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

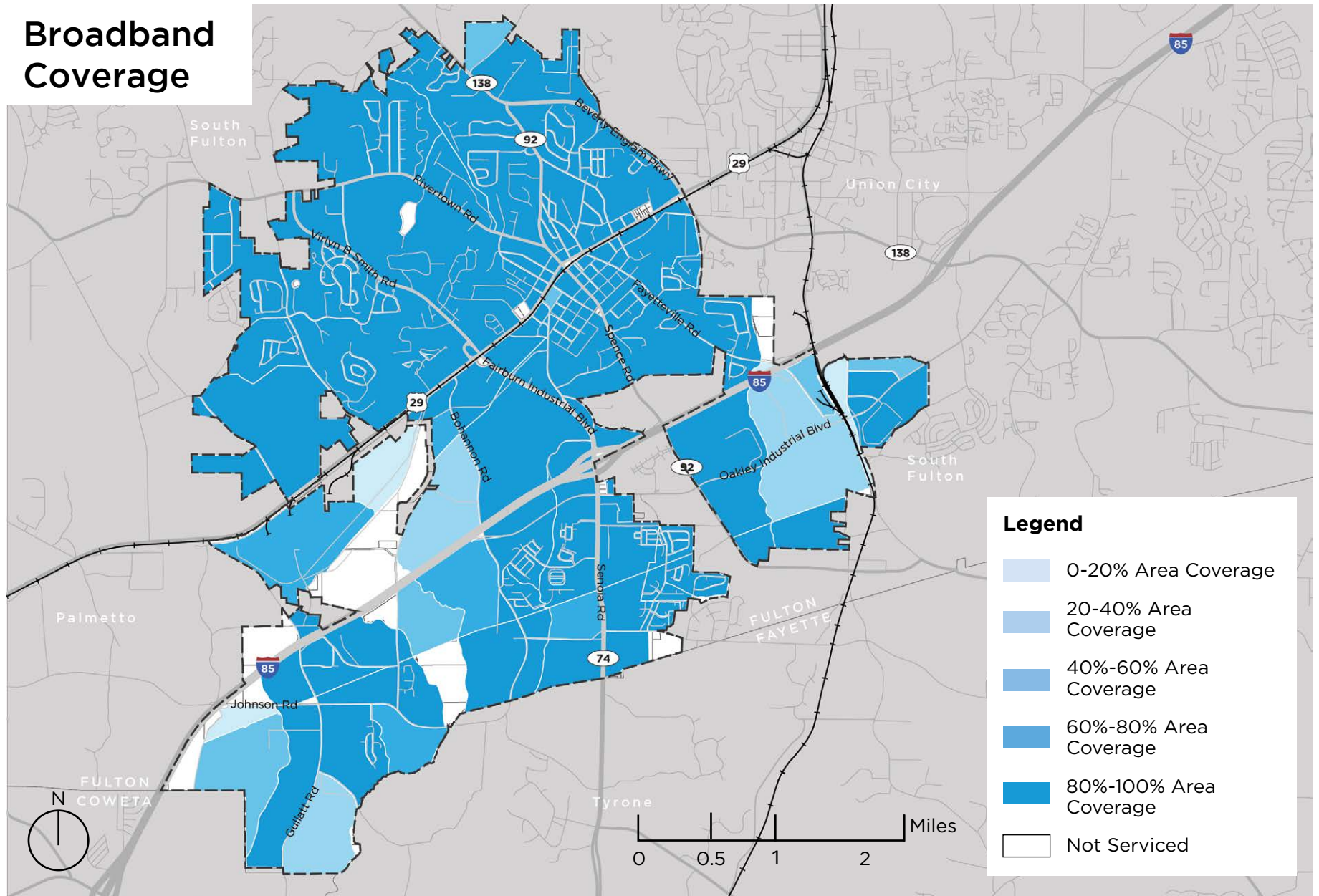
This analysis uses 2024 data from the Federal Communications Commission (FCC) to examine areas served, under-served, and unserved by broadband. It is also a basis for future initiatives and their contribution to the city's broadband coverage.

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.

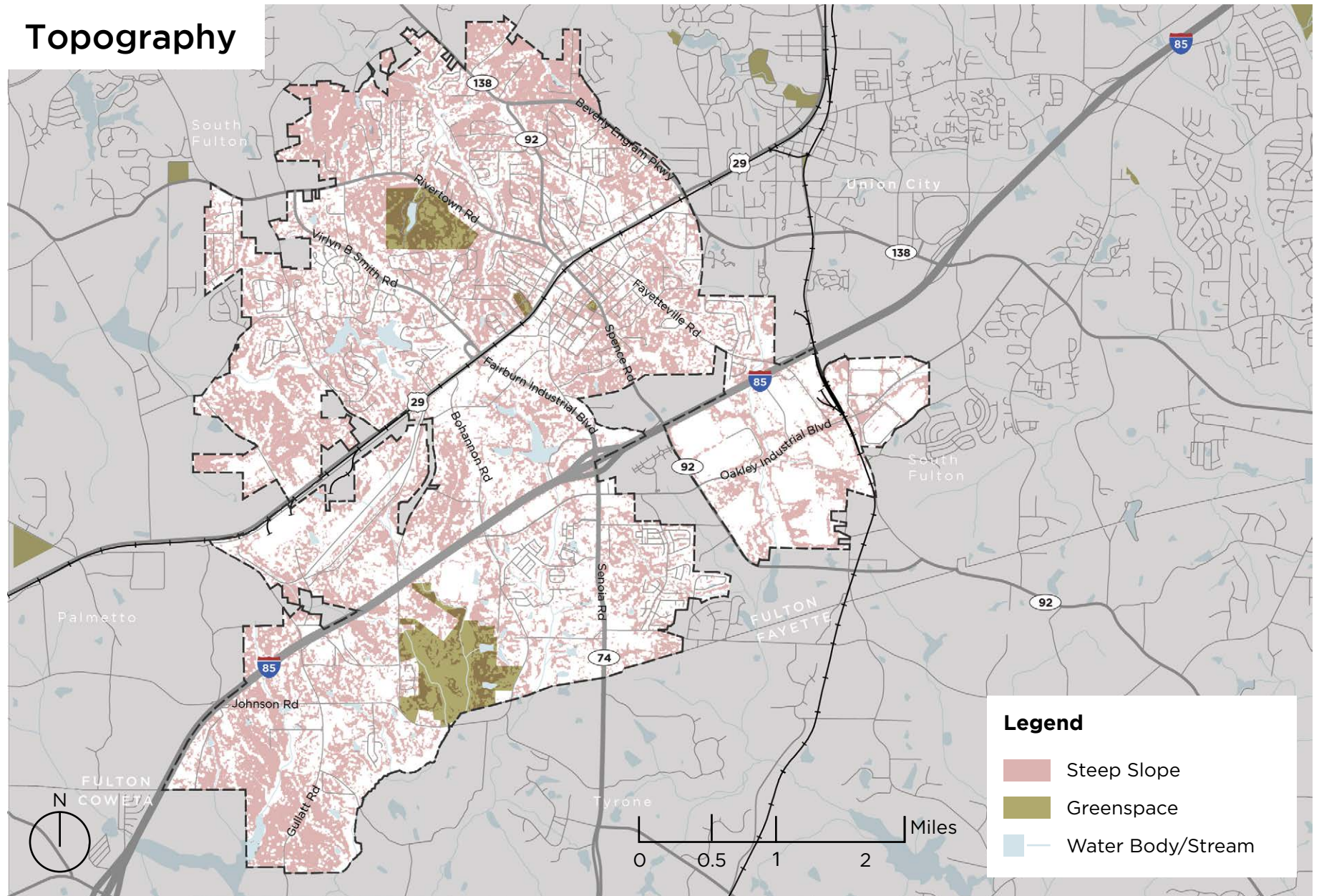
Topography

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

Water Features

South Fulton

Union City

South Fulton

Palmetto

FULTON

FAYETTE

Legend

- 100-Year Floodplain
- 500-Year Floodplain
- Water Supply Watershed
- Groundwater Recharge Areas
- Water Body/Stream

Miles

0 0.5 1 2

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

