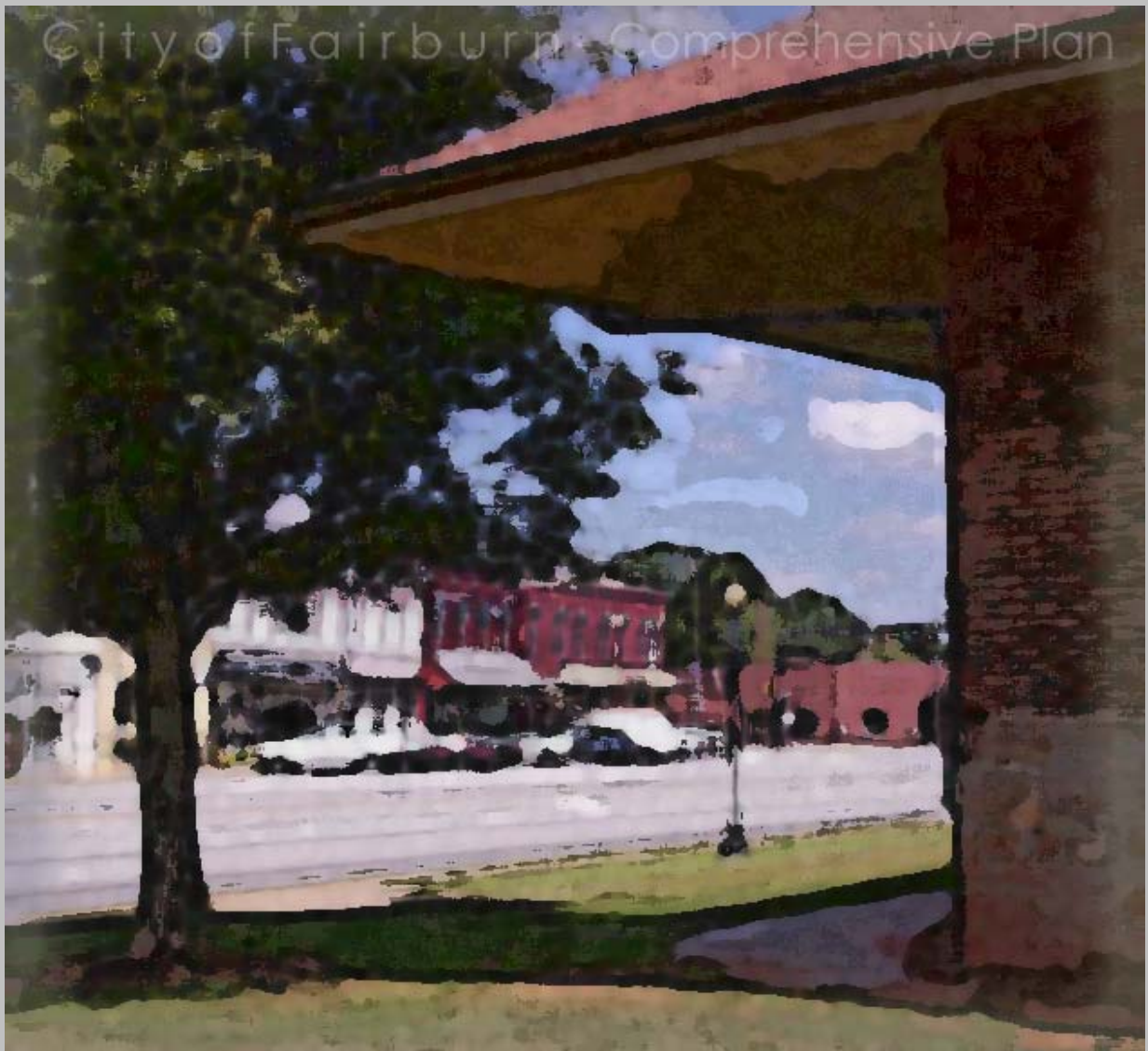


COMMUNITY AGENDA



Submitted to:

GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS

By:

CITY OF FAIRBURN, GEORGIA

August 31, 2006

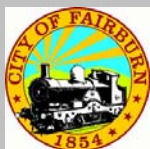


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Introduction

The Georgia Department of Community Affairs (DCA) administers Rules for Local Comprehensive Planning for all Qualified Local Governments in Georgia. The purpose of this program is to provide guidance for long range planning that will accomplish the following goals as outlined by the DCA:

- Involve all segments of the community in developing a vision for the community's future;
- Generate local pride and enthusiasm about the future of the community;
- Engage the interest of citizens in implementing the plan; and
- Provide a guide to everyday decision making for use by the local government officials and other community leaders.

The Chapter 110-12-1: Standards and Procedures for Local Comprehensive Planning, "Local Planning Requirements," were recently updated in May 2005. The updated guidelines require the completion of three major elements, the Community Assessment, Community Participation Plan, and Community Agenda as part of the Comprehensive Plan. The Community Assessment summarizes the local government's evaluation of its development patterns, issues and opportunities, and level of compliance with the DCA's Quality Community Objectives. The Community Participation Plan is a proposal for a community involvement program that will offer a wide range of opportunities to local citizens interested in participation in Comprehensive Plan development. Lastly, the Community Agenda includes an update of the material in the Assessment based on public input, as well as a Short and Long-Term Work Program and list of Policies for Land Use decision making.

The DCA defines the intent of the Community Agenda as follows:

"The purpose of the Community Agenda is to lay out a road map for the community's future, developed through a very public process of involving community leaders and stakeholders in making key decisions about the future of the community. The Community Agenda is the most important part of the plan, for it includes the community's vision for the future, key issues and opportunities it chooses to address during the planning period, and its implementation program for achieving this vision and addressing the identified issues and opportunities. The Community Agenda is intended to generate local pride and enthusiasm about the future of the community, thereby making citizens wish to ensure that the plan is implemented."

The Community Assessment and Community Participation Plan were submitted to DCA in November 2005. Upon approval of these documents in January 2006, the City began implementation of the Community Participation Plan and development of the Community Agenda. Fairburn's deadline for submittal of the Agenda is October 31, 2006.

This document is the Community Agenda for the City of Fairburn. It is being submitted to DCA at least 60 days in advance of the mandated deadline to allow for DCA review and City Council adoption prior to October 31, 2006.

This format of this document considers the outline proposed in the State Planning Recommendations, as well as Chapter 110-12-1-.05 of the Rules.

- Chapter 1 addresses the Community's Vision for the Future as established through the public involvement process. This chapter includes a summary of the public involvement, as well as a description of the Character Areas.
- Chapter 2 includes a summary of the Issues and Opportunities as developed in the Community Assessment and updated through the public involvement process.
- Chapter 3 contains an Implementation Plan that includes a Short-Term Work Program and Policies for Land Use.

1. Vision for the Future

The City of Fairburn has established a vision for their future through a comprehensive public involvement program. The public shared their views on future development and quality of life issues through participation in an online survey, as well as through representation on a Stakeholder Committee. The City encouraged additional public input and awareness by hosting an Open House, providing handouts, publishing newspaper articles, and by compiling a webpage that described the plan. Feedback gathered through these public involvement strategies was interpreted by the City and the following Vision for the Future was established:

The City of Fairburn is a unique community in the Atlanta metropolitan area centered on a vibrant and historic main street that provides an amenity to residents and a destination for tourists. It is essential to the quality of life in Fairburn to preserve its cultural and historic resources; to encourage the revitalization of the downtown area; to continue to support economic development; and to provide services, cultural activities, as well as employment and recreational opportunities to residents.

This vision is intended to communicate the City's pride in historic heritage, community facilities, and cultural events. Additionally, the vision reflects the City's commitment to the preservation and expansion of these resources through the implementation of the Community Agenda.

The public involvement and outreach that was conducted in an effort to establish a vision for the City is summarized in this chapter. This effort also enabled City staff to finalize the future land use (Character Areas), establish recommended development patterns, outline land use policies, and draft the Short-Term Work Program. Each element of the approved Public Participation Program is addressed, and any applicable documentation is included in Appendix A.

1.1 Public Participation Program

In developing the Community Agenda, the City found it essential to work with citizens to identify the issues and challenges unique to Fairburn. The public participation process began with an evaluation of the current strengths and needs of the community and led to development of a Vision for the Future. The programs described below were intended to provide citizens the opportunity to offer their opinions and provide feedback with regard to the Community Assessment. This approach has allowed the City to draft a Community Agenda that accurately reflects the overall vision for the community. The comprehensiveness of this public involvement program has ensured that the public will continue to feel vested in the results of the planning process.

The participation strategies outlined in this report were implemented to ensure that citizens understood and had the opportunity to participate in the planning process. The City provided multiple levels of public involvement so that citizens were able to contribute according to their desired level of participation.

In accordance with the approved Community Participation Plan, a Stakeholder Committee was convened to develop a vision, review the draft development strategies, and analyze the issues and opportunities presented in the Community Assessment. Educational materials have been available on the City's website and at City Hall to keep the public informed throughout the process. An online survey was conducted to provide an opportunity for the public at large to offer input and ideas regarding the City's future. The Project Team continues to meet as necessary to provide guidance to City staff as the development of the Agenda progresses. Finally, a second public meeting was held to present the Agenda to City Council and the public at the conclusion of the planning process and prior to submittal.

The following public involvement strategies have been implemented by the City as part of the public involvement strategy and are discussed in this report:

- Project Team
- Stakeholders Committee
- Community Open House
- Public Presentations
- Community Survey
- Handouts
- Website

1.1.1 Project Team

The Project Team is a technical advisory committee that was established to coordinate project staff, provide feedback to the project managers, and to ensure that the Comprehensive Plan accurately represents the City's Vision for the Future. The team included the following members (9 members):

- Mayor
- City Manager
- Planning Commission Chairman
- City Engineer
- Director of Zoning
- Development Authority Representative
- Planning Consultants (3)

The Project Team participated as full members of the Stakeholder Committee and then continued to meet upon completion of the Stakeholder Committee exercise to develop the Community Agenda. The Project Team met on July 19, 2006, and reviewed drafts of the Community Vision, Character Areas, Issues and Opportunities, Land Use Policies and the

Short-Term Work Program to ensure that they accurately reflected the City's Vision for the Future. Because the Project Team was largely composed of City staff and officials, they also reviewed the Short-Term Work Program for concurrence with the stated Issues and Opportunities and for feasibility of implementation.

1.1.2 Stakeholder Committee

Stakeholder involvement was an essential component in the development of a quality Community Agenda. Effective involvement from key individuals/groups from the community will ensure that the Agenda gains community wide support, addresses the issues and concerns of the general population, and is ultimately implemented.

The Stakeholder Committee was composed of the following members:

Adolph Snell	Katrina Johnson
Betty Hannah	Linda Scharko
Brennan Jones	Mark Shugart
Craig Brand	Melody Koppe
Edward DiTommaso	Mona Haywood
Gail Denman	Rick Sewell
J Barkley Russell	Ronald A. Feldner
Jack Sias	Russell Starrett
James B. Williams	Scott Vaughan
Jeff Couch	Stephanie Stovall
John Davis	Troy Besseche
John Palmer	

The Stakeholder Committee met four times throughout the planning process to review progress and provide feedback to the City of Fairburn. The City provided a copy of the Community Assessment to each Stakeholder, prior to the first meeting. Supplying this "read ahead" material was intended to ensure more productive meetings by allowing the Stakeholders to review pertinent information in advance. Stakeholder meetings were held in an informal but professional manner to create an environment that facilitated participation. Meetings were held from 6:30 PM to 8:30 PM on Thursday nights to reduce conflicts with other City functions.

The following is a description of the meetings including the date held and topics discussed:

- Meeting 1 – Visioning (February 23, 2006): The Stakeholder Committee participated in a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of the City as a whole, as well as each established Character Area. This meeting allowed City staff to develop a draft Vision of the Future and to outline the description of the future Character Areas. The Character Area descriptions were carried forward for review at the second Stakeholder Committee meeting. A summary of the SWOT analysis is included in Appendix B.

- Meeting 2 – Visioning, continued (March 30, 2006): The SWOT analysis was continued and completed at the second meeting. The Character Area descriptions developed at the first meeting were reviewed at this meeting. A summary of the SWOT analysis is included in Appendix B.
- Meeting 3 – Development Patterns and Strategies (April 20, 2006): The Stakeholder Committee was broken up into sub-committees that were tasked with reviewing the description, development patterns, and strategies for a subset of the City’s Character Areas. Three teams were created and each team reviewed three to four Character Areas. Sub-committees also made changes to the Character Area map and performed an assessment of the Quality Community Objectives as they applied to each Area.
- Meeting 4 – Issues and Opportunities, Policies, and Short-Term Work Program (May 25, 2006): The draft Issues and Opportunities, from the Community Assessment, were presented to the Stakeholder Committee. Stakeholders were encouraged to provide comments and suggest changes to better reflect their impression of issues faced by the City. These changes were incorporated and a draft of the Issues and Opportunities was developed. Project staff developed a preliminary draft of the Land Use Policies and the Short-Term Work Program and provided these documents to the Stakeholder Committee prior to this meeting. During the meeting, Stakeholders were asked to provide feedback and offer additional tasks and/or policies for inclusion in the final Agenda.

1.1.3 Online Survey

In an effort to increase public involvement, the City administered a community survey to gain feedback from citizens. The community survey has been an effective tool since it was available to a large population at a minimal cost. There were 35 respondents to the survey. The survey was posted on the City website in February and preliminary results were analyzed periodically throughout the public involvement process.

The results of the surveys were tabulated and a summary of some of the major points is included below. For a full description of the survey and results, please see Appendix C. Results of the survey were considered and incorporated into the final draft of the Community Agenda. The City’s Vision for the Future, development patterns and future work program are all-reflective of the goals expressed by the community.

The community survey reached out to a broad population base and provided valuable feedback to the Project Team. The survey gave residents the opportunity to rate the importance, level of satisfaction, and assign priority to various items that relate to the City. The survey also included a number of yes/no questions designed to evaluate the general population’s opinions with regard to other topics.

Based on the survey results, an overwhelming majority of residents place additional openspace / openspace preservation, employment opportunities, and commercial development and service related development at the top of the priority list. Over 90% of the respondents feel there is a need for more retail and restaurants in the City. Approximately 85% of the respondents feel there are inadequate employment opportunities within the City. Over 90% of the respondents would support programs to provide parks, trails, and other natural areas within the City. Lastly, three out of four people that took the survey favor setting aside portions of land within new subdivisions as protected greenspace. See Appendix C for detailed description of the survey and the results.

1.1.4 Public Information

In addition to the strategies identified above, the City utilized the following Public Information techniques:

- Open House: The City hosted an Open House on February 9, 2006 to inform and update the public on the comprehensive planning process. An estimated 50 people attended the event. The Open House was held at the recently refurbished “City Annex” building and allowed for informal interaction between the citizens and members of the Project Team. Citizens were able to view map displays and have one-on-one discussions with Project Team members about specific elements of the plan. Handouts, comment cards, and other information were distributed in an effort to educate the public and gather feedback. The City advertised the event in *The Citizen*, on the City website, the local cable channel, and provided information regarding the Open House at City Hall (please see Appendix D for *The Citizen*’s write up on the Open House).
- Public Presentations: Planning staff made presentations on the status of the Comprehensive Plan to two different civic groups in an effort to gather further input, including the Meadow Glen Homeowners’ Association on May 1, 2005 and the City of Fairburn Business Association on August 21, 2006. By presenting these presentations to civic groups, planning staff were able to involve citizens that otherwise may not have attended an event hosted specifically for the Comprehensive Plan. This form of public education can be very effective since it “brings the plan to the people” rather than waiting for the public to ask to participate.
- Media Coordination: The City has worked with local newspaper representatives and the local cable channel to ensure that the Comprehensive Planning process was well publicized. The local newspaper, *The Citizen*, is widely read, with a circulation of 11,050, which does not include those residents that access the paper online. A news article was published on November 28, 2005 to introduce the Comprehensive Plan to the public, and is also included in Appendix D. In addition, notice of public meetings has also been advertised in the *Citizen*.

- **Informational Handouts:** Several informational documents were developed and distributed throughout the Comprehensive Planning process. An information packet was created as a handout for City elected officials and attendees at both Public Hearings. These handouts provided a summary of the Community Assessment and Community Agenda documents. Handouts advertising the City's Comprehensive Plan Open House were also developed and made available at City Hall. Additionally, maps of the Character Areas, Current Land Use, and Areas Requiring Special Attention were mounted in City Hall for citizens to view.
- **Webpage:** A webpage dedicated to the Comprehensive Plan was developed and added to the City's website to allow for immediate dissemination of information related to the planning process. The webpage was posted in January 2006 and includes a link to the online survey, as well as electronic versions of the Community Assessment, Data Assessment, and Public Participation Plan.

1.1.5 Public Hearing

The State minimum standards require that a Public Hearing be held before City Council to inform the public that the update of the Comprehensive Plan is nearing completion, and to offer a final opportunity for public input. The Project Team staff presented the Community Agenda at two separate public hearings to both the City Planning Commission and the City Council prior to submittal of the document to the Georgia Department of Community Affairs. The presentation informed the elected and appointed officials, as well as the public about the scope of the plan and allowed them to provide feedback on the Agenda to the Project Team. The Project Team finalized the Community Agenda based on the comments received at the public hearing, and will now submit the Agenda to DCA for approval. The meetings were open to the public and advertised in accordance with City procedures. The meeting schedule was posted on the City's website and the agendas for the meetings were made publicly available at City Hall. The following items were presented at the public hearings.

- Community Vision
- Character Areas and Future Land Use
- Issues and Opportunities
- Land Use Policies
- Short-Term Work Program

1.1.6 Public Participation Program Summary

The Public Participation Program described above has directly and significantly contributed to the content of this Community Agenda. Through feedback from Stakeholders and the general public, the Project Team was able to develop a Vision for the Future, revise the Character Area map and development strategies, expand the Issues and Opportunities, and draft an implementation plan to achieve the goals outlined within this document.

1.2 Future Development Strategy

The City of Fairburn had devised a future development strategy based on the Character Areas included in the map in Figure 1. This map will be the basis for the development of a Future Land Use Map and Official Zoning Map that will be used by City staff and elected officials to guide new development. The Future Land Use Map will be developed and the Official Zoning Map will be updated, along with the Zoning Ordinance, as part of the Short-Term Work Program to ensure that land use regulations match the spirit of this plan. A narrative description is provided for each Character Area and includes the following items:

- Character Area Description
- Desired Development Patterns
- Recommended Development Strategies
- Quality Community Objectives Assessment

A guidebook of Desired Design Patterns and Architectural Styles is included as an appendix and will be utilized by the City as a stand-alone guidebook for new development and redevelopment.

1.2.1 Downtown Historic District

This area comprises the historic central business district, immediately surrounded by commercial and mixed-use areas. Surrounding residential areas includes older parts of the community with more traditional development patterns. Characteristics of this district include sidewalks, mature trees; on-street parking; small, regular lots; buildings close to or at the front property line; and neighborhood-scale and downtown businesses. The unique and defining features of this area are the historic row of shops and the numerous historic sites.

The vision for this area includes a vibrant downtown center with a focus on historic preservation and restoration. Architectural standards and property maintenance requirements should protect the aesthetics of the downtown historic area (DHD). The DHD should offer a variety of neighborhood retail and restaurant opportunities, as well as cultural activities to attract people from the downtown area, as well as the suburban periphery. The DHD should have connectivity with other areas and neighborhoods within Fairburn.

The DHD was broken down into six sub-areas to call attention to the unique character types that make up this district including the Historic Center, Historic Sites, and Historic Downtown Corridor (described below) as well as Traditional Neighborhood Infill Area, Downtown Commercial, and Open Space (described later in this chapter.)

Historic Center: This sub-area is unique to the DHD and incorporates the historic row of shops and residential lofts that line the two city blocks across from the historic railway stations. The formation of a Historic Downtown Committee to oversee restoration of this area is included in the STWP. Strict standards should be developed to ensure that all redevelopment and infill projects meet with the historic style and character of this area.

Historic Sites: This unique sub-area designation highlights the unique features of the downtown area including the Landmark Christian School and property, the historic railway stations, and the old courthouse. These sites should be protected and/or renovated to maintain the character of the DHD. Efforts should be made to integrate these sites into the DHD.

Downtown Historic Corridor: The Downtown Historic Corridor is made up of all developed and undeveloped land paralleling the route of Highway 29 through the Historic District. This corridor requires special attention such that historic architectural styles and design patterns are protected as it redevelops.

Desired Development Patterns

- Residential development should reinforce the traditional town center through rehabilitation of historic and traditional buildings in the downtown area and compatible new infill development.
- Provide a mix of housing types including single-family, townhomes, apartments, lofts, condominiums, upstairs residential/downstairs commercial.
- Downtown area should be very pedestrian-oriented, with strong, walkable connections between different uses.
- Downtown area should include neighborhood commercial uses, as well as cultural activities that are compatible with the existing uses to draw residents and visitors to the downtown area.
- Road edges should be clearly defined by locating buildings at roadsides with parking in the rear.

Recommended Implementation Strategies

- Encourage a relatively high-density mix of neighborhood retail, office, and services.
- Revise the downtown area zoning classification to allow for upstairs residential, downstairs commercial, as well as mixed-use in identified areas.
- Streamline the development/redevelopment process to encourage appropriate redevelopment and infill development.
- Enhance the pedestrian-friendly environment by extending sidewalks, installing streetscape improvements, and creating other pedestrian-friendly trail/bike routes linked to nearby neighborhoods and major destinations.
- Develop an inventory of historic resources in the downtown area.
- Encourage the restoration/preservation of historic structures in the downtown area.
- Promote/market the downtown area as a community focal point for residents and a destination for tourists.
- Architectural standards and downtown zoning categories should be revised and updated to ensure that all redevelopment and infill projects meet with the historic style and character of this area.
- Develop a program to provide education and assistance with downtown redevelopment/infill development efforts.

- Encourage stability within traditional neighborhoods through homeownership and property maintenance standards.
- Develop and enforce protective property maintenance standards.
- Promote and/or sponsor festivals, performances, and public events to attract residents and visitors to the DHD. Public spaces in the DHD should be developed and/or utilized to host these events.
- The Train Depot will be identified as the Community Welcome Center, and should house information for tourists and residents.

Quality Community Objective Assessment

The following table provides an analysis of each Quality Community Objective as applicable to the DHD.

Downtown Historic District - Quality Community Objectives			
Category	Yes	No	Comments
Traditional Neighborhoods	X		Traditional residential neighborhoods are an important feature of the DHD. These neighborhoods retain such features as sidewalks, connected street patterns, traditional architecture, and short front yard setbacks. These development patterns are viewed as desirable and their preservation is a priority in the DHD.
Infill Development	X		There are vacant and underutilized properties within the DHD, which provides a great opportunity for infill development that is compatible with the surrounding neighborhood. This development will bring residents and neighborhood businesses back to the downtown area. This critical density is an essential element of downtown revitalization.
Sense of Place	X		Revitalization of this area adds to the community's sense of place. In addition, signage directing people to and providing a history of Fairburn's unique features in the DHD, will also add to the sense of place.
Transportation Alternatives	X		Encouraging pedestrian traffic throughout the day and evening is important to the success of DHD businesses. Improving the pedestrian environment is essential to promoting more pedestrian/bicycle traffic.
Regional Identity	X		The City is part of the Atlanta Metro Area, and is identified as such. It also follows a similar pattern to other metro communities in that it has a historic "main street" area that is the focus of the community.
Heritage Preservation	X		One of, if not the most, important objective for the DHD. The DHD is the historic small-town center of Fairburn. Preserving the past is a defining goal for the City. Restoration and adaptive reuse of identified historic structures will provide for aesthetics and history, as well as residential housing, shopping and restaurant options that will make the DHD a vital City center and destination.
Open Space Preservation	X		There is very little open space to be preserved within the downtown area, although the potential of incorporating public spaces and small pocket parks is important for drawing people to the area.
Environmental Protection	X		While the DHD should have only low-intensity commercial uses, the density and amount of impervious surface associated with that requires consideration. Appropriate planning and stormwater controls are essential in this area.
Growth Preparedness		X	Lack of growth in the DHD is more of an issue than preparing for immanent growth.
Appropriate Businesses	X		It is essential that the City develop a program to attract neighborhood-scale businesses including restaurants, cafes, craft stores, etc. that will draw people to this area.

Downtown Historic District - Quality Community Objectives			
Category	Yes	No	Comments
Employment Options		X	While revitalization of the DHD will provide some job opportunities, the DHD will never be an "employment center."
Housing Choices	X		Empty-nesters, singles, childless couples are all looking for alternative housing options. Single-family detached housing is not appropriate or desirable for everyone. Quality, alternative residential development is needed and the DHD can provide these alternatives, from townhomes to condos, to lofts. The City should encourage these types of alternative developments including the adaptive reuse of historic homes.
Educational Opportunities	X		Public buildings in the DHD (the newly refurbished annex building) offer the opportunity for classes and/or continuing adult education.
Local Self Determination	X		The City needs the freedom and flexibility to make decisions regarding the DHD and programs designed to help preserve its history or encourage its revitalization.
Regional Cooperation	X		Regional cooperation is important, as there are many assistance and funding programs available for historic downtown revitalization. Additionally, Fairburn's Main Street is also a thoroughfare that runs through neighboring communities. Coordination with these communities is essential for improvements to Highway 29 that will encourage downtown revitalization.

1.2.2 Downtown Commercial

This is a commercial area adjacent to the DHD that provides general services and retail options to meet the needs of the community and draws residents to the downtown area. Development in this area will be compatible with the historic character and uses of the downtown area.

Desired Development Patterns

- Uses should reflect more of a regional market.
- Intensive commercial uses should be reserved for the regional commercial area.
- Discourage franchise architecture, big box development, and incompatible commercial and industrial uses.
- Road edges should be clearly defined by locating buildings at roadside with parking at the side or in the rear.

Recommended Development Strategies

- Design and architectural standards should be compatible with the DHD.
- Allow for commercial uses that are compatible with the downtown character including office, retail, restaurant, gallery, services, supermarkets, and similar uses.
- Allow for higher density housing including townhomes, apartments, lofts, condominiums, upstairs residential/downstairs commercial.
- Develop a program to encourage appropriate business development.
- Encourage redevelopment and reuse of existing structures and ensure it fits in with the intended uses for this area.

Quality Community Objective Assessment

The following table provides an analysis of each Quality Community Objective.

Downtown Commercial - Quality Community Objectives			
Category	Yes	No	Comments
Traditional Neighborhoods		X	The City wishes to incorporate lower intensity commercial uses in areas adjacent to the DHD.
Infill Development	X		Where appropriate, underutilized properties can be converted to downtown commercial uses.
Sense of Place	X		Improving the availability of services in and around the downtown area will add to the City's sense of place.
Transportation Alternatives	X		Connection of downtown commercial areas to the downtown center through sidewalks and bike paths.
Regional Identity	X		The addition of downtown commercial uses will improve the regional identity of the City.
Heritage Preservation	X		There is potential for some historic properties to be redeveloped into downtown commercial.
Open Space Preservation	X		Open space preservation opportunities are limited, but should be considered where possible.
Environmental Protection	X		Environmental protection should be addressed through the allowed level of developments, density, and intensity of uses.
Growth Preparedness	X		The addition of downtown commercial will provide better services to the increasing population and attract more people to the downtown area.
Appropriate Businesses	X		Restrictions will be in place to assure that only appropriate businesses are allowed in neighborhoods. Additionally, the City will develop a program to attract identified business to the downtown area.
Employment Options	X		Downtown commercial development has the potential to provide job opportunities for local residents.
Housing Choices	X		Affordable housing choices may be located in these areas due to the presence of higher density residential development.
Educational Opportunities	X		Opportunities for continuing adult/senior education may be incorporated through the development of community centers.
Local Self Determination	X		The City must determine the appropriate level and intensity of uses that will be allowed in this area
Regional Cooperation	X		Cooperation on a regional development may help facilitate the City's efforts. The downtown commercial route lies adjacent to Highway 29, and coordination with that regional planning effort is essential.

1.2.3 Industrial

This area is used in manufacturing, wholesale trade, and distribution activities, and identified for masterplanned industrial parks that provide jobs and a tax base for the City. Commercial uses that service industrial uses and workforce, such as restaurants and offices will be permitted in industrial areas.

Desired Development Patterns

- Facilitate better connection of existing industrial areas to major transportation corridors.

- Industrial parks/developments should be masterplanned to address infrastructure, appropriate planning, a mix of uses to serve industries and employees in the park, landscaping, connectivity, transportation, etc.
- Attractive landscaping and vegetated buffers should be required for redevelopment projects.

Recommended Development Strategies

- Develop or, where possible, retrofit industrial parks to ensure that they have adequate water, sewer, stormwater, and transportation infrastructure for all component uses at build-out.
- Incorporate landscaping and site design to soften or shield views of buildings and parking lots, loading docks, etc. from the street or adjacent residential areas.
- Incorporate signage and lighting guidelines to enhance quality image of development.
- Incorporate measures to mitigate impacts of external impacts on the adjacent built or natural environments.
- Connectivity between different uses within the park and connectivity between the park and other uses and transportation corridors must be considered during the planning phase

Quality Community Objective Assessment

The following table provides an analysis of each Quality Community Objective.

Industrial - Quality Community Objectives			
Category	Yes	No	Comments
Traditional Neighborhoods		X	Do not exist in this character area.
Infill Development		X	Reuse of vacant industrial sites should be encouraged.
Sense of Place		X	Typical industrial sites in Fairburn lack a sense of place, but industrial "park" developments can create a sense of place.
Transportation Alternatives	X		New industrial park developments should include multi-use paths and connectivity as part of the masterplan.
Regional Identity	X		It is important that the City draw appropriate businesses that will contribute to a regional identity.
Heritage Preservation		X	Do not exist in this character area.
Open Space Preservation	X		Open space preservation should be incorporated into the design of new developments to provide an amenity for employees and an area for stormwater management.
Environmental Protection	X		The City requires that environmental protection be taken into account for any development within this area.
Growth Preparedness	X		Targeting the right industries to locate in Fairburn will help the City provide employment opportunities to accommodate the anticipated population growth. Additionally, but requiring that new industrial development be masterplanned, the City can ensure that there will be adequate infrastructure to address a future growth within the industrial park.
Appropriate Businesses	X		It is essential that the City focus on attracting industries consistent with the vision for this area, as well as the available workforce.

Industrial - Quality Community Objectives			
Category	Yes	No	Comments
Employment Options	X		Industrial areas provide employment opportunities to people with a variety of educational backgrounds.
Housing Choices		X	Housing is not encouraged in this area.
Educational Opportunities	X		High tech industrial parks offer opportunities for coordination with higher educational facilities that provide training in these areas.
Local Self Determination	X		It is important that the City recruit businesses that are consistent with the future vision for this character area.
Regional Cooperation	X		A regional economic development plan would assist the City in achieving their vision for this area.

1.2.4 Regional Commercial

Regional commercial areas should contain a concentration of regionally marketed commercial and retail centers, office and employment areas, higher-education facilities, sports and recreational complexes. These areas should be masterplanned to address transportation, infrastructure, design standards and landscaping. These commercial centers will provide jobs, increase the tax base, accommodate the shopping needs of local residents, and bring in consumers from a regional market.

Commercial Corridor: Contained within the Regional Commercial area is the Commercial Corridor, which is made up of all the developed and undeveloped land along Highway 74 extending through this character area.

Desired Development Patterns

- This area should provide a mix of retail, office, services, and employment to serve a regional market area.
- “Big box” retail should be limited to these areas.
- Infill development of vacant commercial structures and redevelopment of “greyfields” should be pursued where possible.
- New regional commercial developments should be masterplanned to incorporate landscape design, connectivity, and adequate infrastructure.
- Adjacent commercial uses should be compatible with one another.

Recommended Development Strategies

- Promote mixed-use masterplanned developments that address transportation, connectivity, infrastructure requirements, design and architectural standards, and parking that can be shared with surrounding uses.
- Promote a diverse mix of higher-density housing types, including multi-family townhomes, apartments, lofts, and condominiums, including affordable housing located nearby.
- Encourage designs that include walkable connections between different uses.
- Provide bike lanes and bicycle parking within commercial developments and multi-

- family developments to encourage bicycling.
- Encourage compatible architecture styles that maintain the regional character, and discourage “franchise” or “corporate” architecture.
 - Encourage the establishment of major employers, such as day care, sports and recreational complexes, and back-office operations.
 - Warehousing or other industrial operations requiring heavy truck traffic should not be permitted in these areas.
 - Sign regulations should limit billboards and make them subject to appropriate design standards.
 - Incorporate landscaping and site design to soften or shield views of buildings, parking lots, loading docks, etc. from streets and/or adjacent residential areas.

Quality Community Objective Assessment

The following table provides an analysis of each Quality Community Objective.

Regional Commercial - Quality Community Objectives			
Category	Yes	No	Comments
Traditional Neighborhoods		X	The regional commercial character area does not contain traditional neighborhoods. These areas exist in high traffic volume areas, usually outside the downtown centers where traditional neighborhoods are more likely to be found.
Infill Development	X		Infill development exists in regional commercial areas, typically in the form of greyfield redevelopment opportunities. As businesses expand and/or relocate, they leave behind great potential for infill development and reuse of vacant structures.
Sense of Place	X		Commercial development in Fairburn should be done in a manner that incorporates landscape design and creates a sense of place.
Transportation Alternatives	X		Bicycle and transit access should be considered during the development of commercial masterplans.
Regional Identity	X		Commercial centers along major roads are served by a regional market.
Heritage Preservation		X	The lack of historic resources in the regional commercial area leaves little room for heritage preservation.
Open Space Preservation		X	Property demand and values limits open space preservation in this area.
Environmental Protection	X		Environmental protection measures are incorporated into commercial designs.
Growth Preparedness	X		Current and future regional commercial areas in Fairburn will be able to accommodate the projected residential population increase
Appropriate Businesses	X		Fairburn should identify and attract appropriate businesses to develop in regional commercial areas in order to prevent intensive or undesirable uses.
Employment Options	X		Regional commercial businesses provide employment options for people with varying educational backgrounds, income rages, and skill sets.
Housing Choices	X		Higher density, affordable, workforce housing can be located within multi-family developments located in regional commercial areas.
Educational Opportunities	X		Currently, there are not any educational opportunities available in the regional commercial centers. However, the City is pursuing the location of a satellite campus, which would likely be located in this area.
Local Self Determination	X		As no template can be used for every city, it is important that Fairburn determines the appropriate level of development for this area.

Regional Commercial - Quality Community Objectives			
Category	Yes	No	Comments
Regional Cooperation	X		Regional cooperation is important for any local government. The City understands the importance of working with the County and other localities in order to assure common goals.

1.2.5 Neighborhood Mixed-Use

Area near the downtown to develop in a manner to promote a live/work/shop mix of land uses. Commercial uses will be appropriate for a residential neighborhood, and will provide a destination for residents living in the neighborhood or adjacent areas. The inclusion of residential uses in designated commercial areas will provide a critical mass of people to make the areas more vibrant. The City will promote the development of these areas through appropriate zoning and the support of demonstration projects.

Desired Development Patterns

- Residential development and commercial uses should be designed to compliment each other and create a live/work environment.
- Development should reinforce the historic town center through a combination of rehabilitation of historic buildings and compatible new infill development.
- Road edges should be clearly defined by locating buildings at roadside with parking in the rear.
- Mixed-use area design should be very pedestrian-oriented, with strong, walkable connections between different uses.
- Varied residential uses should be allowed including townhomes, apartments, lofts, condominiums, upstairs residential/downstairs commercial.
- Neighborhood Commercial should include a mix of retail, services, and offices to serve neighborhood residents’ day-to-day needs.

Recommended Implementation Strategies

- Identify structures and property appropriate for restoration and adaptive reuse or infill development in the downtown area.
- Design and architectural standards should be developed or revised to be compatible with the surrounding area.
- The Zoning Ordinance should be revised to allow for appropriate mixed-use in identified areas. Allowable mixed-uses should include upstairs residential/downstairs commercial.
- Enhance the pedestrian-friendly environment through streetscape improvements.
- All new development and redevelopment, whether part of a common masterplanned development or located on a single parcel, should be required to connect to a sidewalk/multiuse trail network.
- Mixed-use developments should be masterplanned to include a variety of housing and commercial/office uses. Masterplan should address connectivity within the development and between the development and other areas.

Quality Community Objective Assessment

The following table provides an analysis of each Quality Community Objective.

Mixed-Use - Quality Community Objectives			
Category	Yes	No	Comments
Traditional Neighborhoods	X		Mixed-use character areas are not identified within the traditional neighborhoods; however, many aspects of traditional neighborhood design would be desirable in mixed-use areas, including sidewalks. Additionally many traditional neighborhoods had historical mixed-uses, such as corner stores. These types of uses that serve nearby residents' daily needs should be encouraged.
Infill Development	X		There are infill opportunities in areas identified as part of the Mixed-Use Character area. These opportunities should be inventories as part of the Short-Term Work Program.
Sense of Place	X		A vibrant mixed-use downtown area is part of Fairburn's vision for its future, and a feature for which Fairburn would like to be recognized.
Transportation Alternatives	X		Mixed-use development should provide for inter-parcel access through sidewalks/multiuse trails, as well as roadway connectivity.
Regional Identity	X		As mixed-use development is growing in popularity, and communities in the metro area move away from sprawling single-family residential developments, the mixed-use character area will become part of the regional identity.
Heritage Preservation	X		Mixed-use development will help Fairburn to retain its traditional small-town heritage by providing live/work neighborhoods with neighborhood commercial uses that serve residents' daily needs. Additionally, historic structures offer an opportunity for adaptive reuse that includes a mix of uses.
Open Space Preservation	X		Open space preservation is important in masterplanned mixed-use developments, and can be incorporated into masterplans in the form of passive/active recreation areas and multiuse trails.
Environmental Protection	X		Environmental protection should be addressed through the allowed uses and site design.
Growth Preparedness	X		Mixed-use development is intended as a tool to address anticipated growth. The varied housing options, mobility, and convenience of mixed-use development are intended to serve the expanded population that is trending toward older and "empty nester" families.
Appropriate Businesses	X		It is essential that appropriate businesses are incorporated into mixed-use development. Overly intensive commercial uses may adversely affect residential uses and detract from a development.
Employment Options	X		Mixed-use development provides job opportunities for the community within a live/work environment.
Housing Choices	X		Mixed-use development will provide a variety of housing options.
Educational Opportunities		X	The areas identified as mixed-use within the City are unlikely to provide for significant educational opportunities.
Local Self Determination	X		It is important that the City of Fairburn have and utilize the ability to determine the scale and type of mixed-use development for the community.
Regional Cooperation	X		Large parcel, masterplanned development may require regional cooperation to implement.

1.2.6 Traditional Neighborhood

This area consists of traditional neighborhoods in the older part of the community that prioritizes traditional characteristics including walkability, connectivity, preservation of historic homes and development patterns, and a feeling of community. Neighborhood-scale businesses may be scattered throughout the area to serve residents' daily needs.

To ensure these features are preserved and encouraged, the City will develop architectural and design standards for redevelopment and infill development. The City will encourage redevelopment and infill development where appropriate.

Desired Development Patterns

- Maintain the existing traditional neighborhood design patterns and aesthetics.
- Vacant or underutilized property will be developed/redeveloped such that it matches the traditional character of the area.
- The existing sidewalks and pedestrian network will be maintained and improved as needed.
- Neighborhood commercial uses will be incorporated into the area in accordance with the traditional character.

Recommended Development Strategies

- Develop an inventory of potential infill/redevelopment areas.
- Permit only compatible uses in infill development.
- Develop and implement design architectural standards for infill development/redevelopment.
- Develop incentives and review/revise zoning regulations to ensure that traditional patterns of development are encouraged.
- Encourage stability within existing traditional neighborhoods.
- Encourage continuation of roadway and sidewalk connectivity.
- Implement streetscape improvements to encourage continued high pedestrian orientation.
- Provide pedestrian/bike connectivity from traditional neighborhoods to other community amenities including greenspace and downtown center.
- Allow for compatible neighborhood commercial uses.
- Support the development of a Community Beautification program, neighborhood groups, and events that bring the community together.

Quality Community Objective Assessment

The following table provides an analysis of each Quality Community Objective.

Traditional Neighborhood - Quality Community Objectives			
Category	Yes	No	Comments
Traditional Neighborhoods	X		New development and redevelopment should maintain the existing grid pattern, street network, setbacks, design and architectural standards, and should also facilitate pedestrian mobility.
Infill Development	X		Infill development should take place in a manner consistent with the existing patterns and character of the traditional neighborhood.
Sense of Place	X		Older houses and architectural features make this area unique to Fairburn.
Transportation Alternatives	X		The grid street network, sidewalks, and proximity to downtown commercial area facilitate pedestrian/bicyclist movement.
Regional Identity	X		Older houses and architectural features make homes in this area unique to Fairburn, thus adding to the City's regional identity.
Heritage Preservation	X		The small-town heritage of Fairburn should be maintained through revitalization of historic structures and continuation of the traditional architectural and design patterns within this character area.
Open Space Preservation	X		Open space is limited in the traditional neighborhoods, but should be taken into consideration in instances of infill development. There is potential for the creation of pocket parks to serve the residents in this area.
Environmental Protection			Environmental protection should be addressed through the allowed level/densities of uses.
Growth Preparedness	X		As the population of Fairburn increases, traditional neighborhoods offer redevelopment opportunities and a downtown living environment that is likely to appeal to the changing demographics.
Appropriate Businesses	X		Neighborhood level businesses are encouraged and should compliment the surrounding area, as well as the DHD.
Employment Options		X	Few employment options exist in this character area.
Housing Choices	X		A variety of housing options are available for people wishing to live in a vibrant downtown area.
Educational Opportunities		X	There is little potential to locate new educational facilities within this area, however the City is looking at coordinating with Landmark School (located in the Traditional Neighborhood area) to identify additional educational opportunities.
Local Self Determination	X		It is important that the City of Fairburn have and utilize the ability to create policies and strategies to encourage preservation traditional neighborhoods.
Regional Cooperation	X		Cooperation on a regional development may help facilitate preservation/revitalization efforts.

1.2.7 Suburban Development

Area where pressures for suburban residential subdivision development are greatest or have already occurred. Development within these areas is encouraged to include high pedestrian orientation, transit and interconnection, and neighborhood-appropriate mixed-use. The goal is to promote more creative designs, improve connectivity between neighborhoods, and provide more public space within suburban developments.

New Suburban Development:

- There should be good vehicular and pedestrian/bike connections to:
 - Retail/commercial services
 - Adjacent properties/subdivisions
 - Regional network of greenspace and trails
- New development should be masterplanned with mixed-uses, blending residential development with schools, parks, recreation, neighborhood retail businesses and services, linked in a compact pattern that encourages walking and minimizes the need for auto trips.
- A variety of housing options should be incorporated into new suburban developments.

Existing Suburban Development:

- Permit infill development with compatible architectural systems and uses.
- Redevelopment should be consistent with existing character of the area.
- Neighborhood commercial development should be allowed within identified centers within existing suburban neighborhoods.
- Where feasible, developments should be retrofitted to include sidewalk and roadway connectivity.

Recommended Development StrategiesNew Suburban Development:

- Promote traditional neighborhood development, as well as conservation subdivision style residential subdivisions.
- Internal street connectivity and multiple access points should be encouraged.
- Encourage compatible architecture styles that maintain the regional character.
- Do not include “franchise” or “corporate” architecture within neighborhood commercial centers.
- All new developments should address internal/regional connectivity through sidewalks and multiuse trails that connect to a regional network.
- Promote street design that fosters traffic calming such as narrower residential streets, on-street parking, and the addition of bicycle and pedestrian facilities.

Existing Suburban Development:

- Foster retrofitting existing developments to better conform with traditional neighborhood development principles.
- Create neighborhood focal points by locating schools, community centers, or well-designed small commercial activity centers at suitable locations within walking distance of residences.
- Add traffic calming improvements, sidewalks, and increased street interconnections to improve walk-ability within existing neighborhoods.

Quality Community Objective Assessment

The following table provides an analysis of each Quality Community Objective.

Suburban - Quality Community Objectives			
Category	Yes	No	Comments
Traditional Neighborhoods	X		New development and redevelopment within suburban areas should be encouraged to incorporate traditional neighborhood principles.
Infill Development	X		Underutilized properties within suburban areas should be identified for infill development.
Sense of Place	X		Architecture of older developments and the designs of new suburban developments add to Fairburn's sense of place.
Transportation Alternatives	X		Transportation alternatives in the form of sidewalks, bike paths, and nature trails are desirable in suburban areas and should be incorporated into all new development and redevelopment.
Regional Identity	X		Creative suburban designs can add to the regional identity of Fairburn.
Heritage Preservation	X		Older suburban developments contain structures that should be restored and/or protected as the City develops.
Open Space Preservation	X		New suburban developments incorporate open space preservation into the design element. Conservation developments include permanently protected openspace as a required element of their design.
Environmental Protection	X		Environmental protection should be addressed and planned for in all new developments and site designs. The shift to more conservation oriented subdivision designs will be more protective of natural resources.
Growth Preparedness	X		New residential developments in Fairburn offer a wide range in housing options to accommodate the growing population.
Appropriate Businesses	X		Small-scale, neighborhood level businesses will be encouraged to develop in identified centers in suburban neighborhoods.
Employment Options		X	Few employment options exist in this character area.
Housing Choices	X		A range of housing options should be included in new development and redevelopment within this character area.
Educational Opportunities		X	Does not currently exist in this area, but continuing education classes could be offered at neighborhood centers/club houses.
Local Self Determination	X		It is the City of Fairburn's responsibility to determine the level and type of development appropriate for the City.
Regional Cooperation	X		Residential developments adjacent to the jurisdictional boundary of the City may require coordination with adjacent local governments.

1.2.8 Smart Growth

This area is intended to incorporate masterplanned developments that contain a combination of residential living and neighborhood commercial uses. These developments consist of smaller lots and focus on environmental preservation, connectivity, and public greenspace for residents. Smart Growth areas are appropriate for a Planned Development whereby the residential or mixed-use development is masterplanned to incorporate New-Urbanist or Conservation Development standards.

Desired Development Patterns

- Residential development and commercial uses should be designed to compliment each other.
- Designs should include permanent protected openspace that functions as a stormwater management and habitat preservation control while creating an amenity to residents.
- Residential development should include various housing types including townhomes, apartments, lofts, condominiums, and detached single-family residential homes.
- Neighborhood commercial areas should be included in the development masterplan and should include a mix of retail, services, and offices to serve neighborhood residents day-to-day needs.
- Smart growth design should be very pedestrian-oriented, with strong, walkable connections between different uses within the development.
- The development in this area should provide connections to neighboring communities and major destinations, such as libraries, neighborhood centers, health facilities, commercial clusters, parks, schools, etc. and adjacent neighborhoods.

Recommended Development Strategies

- Encourage new residential developments to include a mix of housing types.
- Allow for appropriate neighborhood commercial uses to be included in new developments.
- Develop standards for open space preservation in new residential development design.
- Develop new design standards for the PD zoning category that incorporate the desired development patterns listed here.
- Provide incentives for unique designs that incorporate the principles defined for this character area.
- Streamline development review of smart growth subdivisions.

Quality Community Objective Assessment

The following table provides an analysis of each Quality Community Objective.

Smart Growth - Quality Community Objectives			
Category	Yes	No	Comments
Traditional Neighborhoods	X		Smart growth areas incorporate the principles of traditional neighborhood design into new developments.
Infill Development		X	Large properties with the potential for infill could develop according to smart growth principals. Due to Fairburn's location within the Atlanta Metro region, all currently undeveloped property could be considered infill development.
Sense of Place	X		Unique designs for smart growth developments create a sense of place.
Transportation Alternatives	X		Transportation alternatives in the form of sidewalks, bike paths, and nature trails are encouraged within these areas.
Regional Identity	X		Unique designs of smart growth developments give Fairburn a regional identity.

Smart Growth - Quality Community Objectives			
Category	Yes	No	Comments
Heritage Preservation		X	As new developments, historic resources are not typically present in this character area; however, architectural styles should be compatible with traditional development.
Open Space Preservation	X		Smart growth developments by definition incorporate open space into their designs. Openspace provides an amenity that attracts residents to these developments.
Environmental Protection	X		Smart growth developments incorporate protection of environmental resources into designs. Openspace is often designated in environmental sensitive areas as a form of protection. Open space can also provide for treatment of stormwater runoff.
Growth Preparedness	X		Smart growth developments offer varying housing options, which is intended to provide for the anticipated growth.
Appropriate Businesses	X		Small-scale, neighborhood-scale businesses are appropriate for these areas and should be incorporated into the design to serve residents daily needs.
Employment Options		X	Employment options may be limited in this character area; however, mixed-use can be incorporated into these developments to create a live/work environment.
Housing Choices	X		A wide array of housing options should be included in this character area.
Educational Opportunities		X	Educational opportunities are limited in this area, but small-level classes could be offered at neighborhood centers/club houses.
Local Self Determination	X		The City of Fairburn needs to determine the most appropriate design standards and locations for smart growth developments.
Regional Cooperation	X		Developments adjacent to the municipal boundary of the City may require coordination with adjacent local governments.

1.2.9 Open Space

Area of protected open space established for recreation, alternative transportation, or conservation purposes. Open space can include ecological, cultural and recreational amenities.

Desired Development Patterns

- Greenspace property should be maintained in as natural a state as possible.
- Greenspaces should be linked by a functioning network of greenways, set aside for pedestrian and bicycle use.
- Greenspaces should be linked to schools, churches, recreational areas, city centers, residential neighborhoods and commercial areas.

Recommended Development Strategies

- Allow only for minimal development and impervious surfaces as is appropriate for recreational uses.
- Promote these areas as passive-use tourism and recreation destinations.
- Encourage new developments to incorporate tracts of openspace into site design.
- Explore the potential for the conversion of vacant lots to openspace.

Quality Community Objective Assessment

The following table provides an analysis of each Quality Community Objective.

Greenspace / Openspace - Quality Community Objectives			
Category	Yes	No	Comments
Traditional Neighborhoods		X	Does not apply to this character area.
Infill Development		X	Does not apply to this character area, although openspace can be incorporated into infill development projects.
Sense of Place	X		Attractive developments that set aside portions of land for openspace enhance the City's sense of place. Additionally, large openspace areas used by residents can be a defining feature of the City's sense of place.
Transportation Alternatives	X		Recreational use of parks and access to greenspace gives pedestrians a destination and can improve the overall quality of life. Greenways can provide an attractive route to encourage the use of alternative transportation.
Regional Identity	X		Large open space areas can provide recreational opportunities that will draw people from the surrounding region, which will improve the City's regional identity.
Heritage Preservation	X		With increasing development pressures, it is important that the City continue to preserve remaining greenspace.
Open Space Preservation	X		The City is working to identify potential tracks of land for preservation as greenspace and encourages the creation of openspace within new developments.
Environmental Protection	X		Environmental protection is a major component of both public and passive greenspace/openspace preservation in the City. It preserves habitat, protects environmentally sensitive areas, and provides for stormwater treatment.
Growth Preparedness	X		It is essential to plan for openspace preservation before the City is fully built out. Greenspace/Openspace should be considered as part of any new development in the City. The growing population will need additional areas for active and passive recreation. Additionally, the increased amount of impervious surface must be countered with additional areas for stormwater treatment and infiltration.
Appropriate Businesses		X	Does not apply to this character area.
Employment Options		X	Does not apply to this character area.
Housing Choices		X	Does not apply to this character area.
Educational Opportunities	X		Public parks offer educational opportunities for schools groups (i.e. outdoor classrooms) and other civic groups. Interpretive signage is another means of educating the public with regard to environmental issues.
Local Self Determination	X		The City should determine policies necessary to increase and preserve existing greenspace.
Regional Cooperation	X		Regional cooperation offers the opportunity to preserve larger tracts of land adjacent to the City.

1.2.10 Office Park

This area is set aside for a masterplanned office park with a mix of uses that potentially includes office, light industrial, commercial, medium to high-density residential, and greenspace. This area will provide a place of employment with a live/work environment, and can be marketed to encourage new businesses to locate in Fairburn.

Desired Development Patterns

- Develop masterplanned office park with adequate water, sewer, stormwater, and transportation infrastructure for all component uses at build-out.
- Plan for multi-functional office park development includes light industrial, office, commercial, and services in order to provide for the needs of the park’s businesses, employees, and residents.

Recommended Development Strategies

- Develop design standards for office buildings and landscaping to protect the aesthetics of the development.
- Develop signage and lighting guidelines to enhance quality image of development.
- Incorporate measures to mitigate impacts on the natural environment.
- If appropriate, allow for higher density housing including townhomes, apartments, lofts, condominiums, upstairs residential/downstairs commercial to create a live/work environment.
- Encourage mix of uses (such as retail and services to serve office employees) to reduce reliance on automobiles on site.
- Office park design should be very pedestrian-oriented, with strong, walkable connections between different uses within the development.
- Coordinate with higher educational institutions to locate a satellite campus or educational facility within the office park.

Quality Community Objective Assessment

The following table provides an analysis of each Quality Community Objective.

Office Park - Quality Community Objectives			
Category	Yes	No	Comments
Traditional Neighborhoods		X	Not present in this character area.
Infill Development	X		Infill development can occur in nearby areas in association with the development of the office park. Infill development could serve the office park development by providing services and residences for employees within the park.
Sense of Place	X		A well-designed and utilized office park will improve the sense of place for residents that live and/or work within the community. The additional businesses/employers that locate within the park will be a resource for the residents of Fairburn and nearby areas.

Office Park - Quality Community Objectives			
Category	Yes	No	Comments
Transportation Alternatives	X		Design should include pedestrian friendly corridors, transit stops, and roadway connectivity within the development, as well as to major transportation corridors.
Regional Identity	X		Proper design and marketing will bring in a mix of businesses and employers that will draw people from a regional market and will help to create a regional identity for the City.
Heritage Preservation		X	There are no historic resources within the identified area.
Open Space Preservation	X		Currently undeveloped, open space preservation will be incorporated into the masterplan and will likely incorporate City Lake.
Environmental Protection	X		Environmental protection will be addressed in the masterplan for the development.
Growth Preparedness	X		The addition of a mix of light industrial, small businesses, offices, etc. will add jobs to accommodate the growing population within the City without necessitating a long commute.
Appropriate Businesses	X		The City should develop a plan to identify and draw appropriate businesses that are consistent with the desired development plan for this area.
Employment Options	X		The main purpose of the office park is to provide additional employment opportunities for a wide range of people with varying education backgrounds and income levels.
Housing Choices	X		Moderate to high-density housing could potentially be included in the office park to create a live/work environment.
Educational Opportunities	X		There is potential for a satellite campus or continuing education facility within this park. As plans for the park move forward, the City should begin to coordinate with higher educational facilities to investigate the potential to include a satellite facility in the park.
Local Self Determination	X		It is important that the City be able to determine the best types of development for this area and the community. Additionally, it will be essential that the City works closely with the developer to identify and incorporate identified businesses, as well as educational facilities.
Regional Cooperation	X		The City understands the importance of working with the County and other localities in order to assure common goals. Since this park will serve a regional area, coordination with neighboring communities is essential.

1.2.11 Neighborhood Commercial

Neighborhood Commercial areas will be designated in the DHD, as well as in “commercial pockets” in the surrounding suburban periphery. These areas will provide a destination to encourage the use of alternative transportation, and will allow residents to run errands or take care of basic needs nearer to their homes. Neighborhood commercial areas will have standards for development, architecture, and commercial uses that will be protective of the surrounding uses. These areas will provide a location for “seasonal” activities, such as farmers or craft markets.

Desired Development Patterns

- Allowable uses should be compatible with neighborhood character and may include a mix of retail, services, and offices to serve neighborhood residents’ day-to-day needs.
- Residential development should reinforce the center through locating higher density

housing options adjacent to the center including townhomes, apartments, and condominiums.

- Architectural standards should reflect the local neighborhood character.
- Design for each center should be very pedestrian-oriented, with strong, walkable connections between different uses.

Recommended Development Strategies

- Require sidewalk and roadway connections to adjacent neighborhoods.
- Enhance the pedestrian-friendly environment through streetscaping improvements.
- Design and architectural standards should be in place to ensure development is consistent with the neighborhood.
- Revise zoning to allow for neighborhood level commercial uses in designated commercial pockets.
- Develop a plan to identify and attract appropriate business to these areas.
- Encourage the adaptive reuse/redevelopment of historic or underutilized properties into neighborhood level commercial uses.

Quality Community Objective Assessment

The following table provides an analysis of each Quality Community Objective.

Neighborhood Commercial - Quality Community Objectives			
Category	Yes	No	Comments
Traditional Neighborhoods	X		Traditional neighborhoods had neighborhood commercial uses such as corner stores that were intended to serve the daily needs of residents. The City wishes to explore opportunities to reincorporate neighborhood commercial uses within the existing traditional neighborhoods.
Infill Development	X		Infill development within existing traditional and suburban neighborhoods presents and opportunity for the City to develop neighborhood commercial uses in identified areas. Additionally, there is opportunity for neighborhood commercial infill development in vacant and underutilized properties in the DHD.
Sense of Place	X		The addition of commercial uses will give neighborhoods a sense of place by providing a meeting place for local residents.
Transportation Alternatives	X		Commercial uses in neighborhoods will reduce reliance on automobiles by providing convenient access to commercial uses. Alternative transportation should be considered in the design of new neighborhood commercial pockets.
Regional Identity	X		The addition of neighborhood commercial uses will vitalize the downtown, make suburban areas more attractive to future residents, and generally improve the City's regional identity.
Heritage Preservation	X		Vacant or dilapidated historic properties can be restored to provide space for neighborhood commercial uses.
Open Space Preservation		X	Open space preservation in neighborhood commercial areas is limited, but should be considered where possible.
Environmental Protection	X		Environmental protection should be addressed through the allowed level of developments, density, and intensity of uses and the implementation of environmental regulations.
Growth Preparedness	X		The addition of neighborhood level commercial uses will provide better services to the increasing population.

Neighborhood Commercial - Quality Community Objectives			
Category	Yes	No	Comments
Appropriate Businesses	X		The City must work to develop a plan to identify and attract appropriate businesses to areas identified as Neighborhood Commercial.
Employment Options	X		Neighborhood commercial establishments can provide employment opportunities, albeit somewhat limited, for local residents.
Housing Choices		X	Neighborhood commercial centers do not provide much in the way of housing choices, although a variety of housing choices can be located directly adjacent to neighborhood commercial establishments.
Educational Opportunities		X	Educational opportunities are limited in these areas, but could be included in community centers located within the neighborhood commercial pockets.
Local Self Determination	X		The City must determine the appropriate intensity of uses and design standards that will be allowed in these areas.
Regional Cooperation	X		Cooperation with regional entities may help facilitate the City's efforts in terms of marketing to appropriate businesses and guidance for ordinance updates.

1.2.12 Community Gateways

Community Gateways include attractively landscaped signs/features at appropriate entrance points throughout the City. These signs will communicate a message about the City and let visitors know that they have arrived in Fairburn.

Desired Development Patterns

- Utilize community access points along major roads entering the City of Fairburn to promote the City and create a sense of place.
- Community gateways should include attractive signage, landscaping and other beautification measures.

Recommended Development Strategies

- Install appropriate directory signage to community amenities and developments.
- Retrofit or mask unsightly features as necessary.
- Develop uniform standards for signage design, landscaping, lighting, etc.
- Create and communicate a message that better reflects the new community vision.
- Enhance the general appearance of existing signage along major entry points.

Quality Community Objective Assessment

The following table provides an analysis of each Quality Community Objective.

Community Gateways - Quality Community Objectives			
Category	Yes	No	Comments
Traditional Neighborhoods		X	Not present in this character area.
Infill Development		X	Not present in this character area.

Community Gateways - Quality Community Objectives			
Category	Yes	No	Comments
Sense of Place	X		Community gateways with attractive signage can help to create a sense of place for residents of Fairburn.
Transportation Alternatives		X	Not present is this character area.
Regional Identity	X		Signage at community entrance points lets visitors and citizens know they have arrived in Fairburn, and can help define unique community features.
Heritage Preservation		X	Not present is this character area.
Open Space Preservation		X	Not present is this character area.
Environmental Protection		X	Not present is this character area.
Growth Preparedness		X	Not present is this character area.
Appropriate Businesses		X	Not present is this character area.
Employment Options		X	Not present is this character area.
Housing Choices		X	Not present is this character area.
Educational Opportunities		X	Not present is this character area.
Local Self Determination		X	Not present is this character area.
Regional Cooperation		X	Not present is this character area.

2. Issues and Opportunities

A truly effective Comprehensive Plan will not only identify issues faced by the community as it continues to develop, but will also provide solutions in the form of recommended land use policies, development standards, and community-based projects and programs. Part 110-12-1-.05 of the DCA rules for development of the Community Agenda state,

This [Chapter] is the final, locally agreed upon, list of issues and opportunities the community intends to address...Each of these issues or opportunities must be followed-up with corresponding implementation measures in the Implementation Program.

Through the Public Involvement Program, the City reviewed the list of Issues and Opportunities submitted in the Community Assessment and amended this list as appropriate to better mirror the City's Vision for the Future. The Issues and Opportunities are organized by the major functional elements as defined in the Comprehensive Plan Rules. For each element, the major trends are outlined, followed by specific issues that result from the trends identified. Lastly, a list of potential opportunities is included.

2.1 Population Change

Major Trend: Population growth has exploded in the past five years, and is likely to continue to grow rapidly for the next five to ten years at which point it will begin to level off.

Issues:

- The ethnic diversity of the community will increase.
- The proportion of the population that is over 45 years of age will increase.
- There is a need for vocational and technical education/job training to help residents of Fairburn develop marketable skills.

Opportunities:

- Schools and public services should adapt to a wider array of language and cultural patterns.
- The City and local civic and community organizations should provide education and events tailored to a wider array of language and cultural patterns (i.e. – festivals, workshops, educational materials).
- Encourage the development of housing communities and services focused on older residents.
- Work with local technical colleges and higher educational institutions to develop a satellite campus/educational facility in Fairburn.

2.2 Economic Development

Major Trend: Fairburn's downtown historic district has not achieved its full potential as a focal point for the community.

Issues:

- Small, neighborhood-based businesses and mixed-use development are needed to vitalize the DHD.
- Commercial development in the DHD is perceived as risky.
- There is no marketing strategy to appeal to developers and potential residents of the DHD.
- Pedestrian traffic needs to be encouraged in the DHD during the day, as well as after work hours.
- Fairburn needs to be more proactive on redevelopment projects in the DHD.
- Adequate parking must be available and well signposted in the DHD.

Major Trend: There is disinvestment in key areas, which contributes to neighborhood decline and a low quality of life.

Issues:

- Redevelopment process can be prohibitive or perceived as difficult.
- Fairburn should provide resources and incentives for parties interested in redevelopment.
- Stability in existing neighborhoods needs to be encouraged.

Major Trend: Available activities/point of interest are not sufficient to meet the needs of Fairburn residents.

Issues:

- There are no services/activities to cater to residents after hours. Examples of the types of services needed include restaurants, ice cream parlors, bookshops, cafés, etc.
- Commercial uses/businesses must appeal to the demographics present in Fairburn.
- There is no community activity center.
- There is no regional activity center that caters to residents in Fairburn, as well as in the surrounding areas.

Major Trend: As the population grows, residents are forced to commute longer distances due to a lack of employment opportunities within the City.

Issues:

- There are limited employment options within the City.
- The tax base is not as strong as it could be due to a lack of commercial and light

- industrial development.
- Traffic congestion grows as more of the population commutes out of the City for employment.

Opportunities:

- Develop a formal Economic Development Plan with meaningful Stakeholder input. The plan should include the following:
 - An evaluation of the local market to ensure that any new downtown and neighborhood commercial development matches the available demographics.
 - An evaluation of the local and regional market to determine the level of office/industrial development that could be supported within the City.
 - A recruitment and retention strategy to attract and support small neighborhood-based businesses in the DHD and neighborhood commercial area.
 - An inventory of property available for commercial/office/industrial development/redevelopment.
 - Tourism development and promotion.
 - A marketing strategy to identify and attract appropriate businesses/industries to locate in the City.
 - Economic incentives to encourage redevelopment and revitalization in the DHD and other identified areas.
 - Participation of local business owners and potential investors to ensure that the plan addresses their concerns.
 - A long-term infrastructure and services plan that guides, directs, and supports appropriate development.
 - Establishment of an economic development organization to provide continuing support and oversee implementation of the plan.
- Provide better signage to identify the DHD to visitors and residents, include historic markers where appropriate.
- Encourage revitalization of existing neighborhood commercial structures and creation of future neighborhood commercial districts.
- Encourage the establishment of businesses in the DHD that will provide after hour activities to get people downtown after work (i.e. restaurants, bookstores, cafes, etc.).
- Encourage the restoration of historic structures in the DHD to provide additional residential and commercial spaces.
- Ensure redevelopment/infill process for residential, as well as commercial development is not prohibitive or perceived as difficult.
- Streamline the approval process for redevelopments projects that help to revitalize areas of disinvestment.
- Work with private landowner/developer(s) of the Office Park area to identify appropriate businesses/industries and plan for their needs as the Office Park is designed and built.
- Ensure that future office/industrial development does not adversely impact adjacent land uses or the environment.

2.3 Housing

Major Trend: The current trend is focused on single-family suburban housing and this may not provide a suitable mix of housing options for all income levels, lifestyles, and stages of life.

Issues:

- Fairburn does not have enough housing options available to meet future residents' needs at all stages of life.
- There is a need to encourage infill and re-development for creation of future housing.
- Stability of existing neighborhoods is a concern.

Opportunities:

- Encourage development of housing that meets the needs of a wider range of incomes and ages.
- Identify areas suitable for infill residential development.
- Develop design standards for infill housing in identified areas.
- Provide incentives for infill development.
- Identify areas where mixed-use development may be appropriate and amend regulations to allow mixes of residential and appropriate neighborhood commercial uses.
- Provide for continued development of affordable/workforce housing.
- Regulate to better protect stable residential areas by encouraging appropriate infill development and prohibiting intensive commercial and industrial land uses.
- Encourage homeownership through readily available homebuyer education programs.
- Allow for medium to high-density and multi-family residential development in appropriate locations near to downtown center or regional commercial areas.

2.4 Land Use

Major Trend: There is a need for small pockets of neighborhood commercial development to serve suburban areas.

Issues:

- Residents must travel long distances to run simple errands.
- Alternative travel is discouraged because there is no destination close enough to walk/bike.
- There are existing vacant and/or deteriorated commercial structures that are not being adequately redeveloped.
- Land use patterns and zoning should encourage the development of neighborhood commercial nodes.

- Commercial development must be appropriate for the surrounding land uses, i.e. intensive commercial uses are not appropriate for neighborhood commercial nodes.

Major Trend: Fairburn's development patterns do not create safe and pedestrian-friendly environments.

Issues:

- Suburban development patterns encourage dependence on automobiles.
- Public spaces and commercial/mixed-use areas do not have a sufficient presence from people during evening hours.
- Sidewalk development and streetscapes are needed to make walking safer and more attractive.

Major Trend: Development in Fairburn has not always fit with the community vision.

Issue:

- Fairburn must find a way to guide new development to meet the goals of this plan without infringing on private property rights.

Opportunities:

- Identify areas within residential areas that are appropriate for neighborhood commercial development/redevelopment.
- Develop a strategy to attract appropriate businesses to identified neighborhood commercial areas.
- Amend the zoning ordinance to allow for residential neighborhood development in identified areas.
- Develop standards for these areas so the commercial development does not adversely impact adjacent residential development.
- Require sidewalks and multi-use paths within new development/redevelopment and require that they connect to existing bikeways and trails and nearby uses.
- Encourage streetscape development to make walking safer and more attractive.
- Encourage the location of businesses/services that will attract pedestrian traffic during the evening.
- Provide incentives for conservation and new urbanist designs that address issues of connectivity.
- Create expedited approval processes and other incentives for quality community growth projects that address the land use issues above.
- Develop mix-used neighborhood zoning or overlay districts that allow for neighborhood commercial and upstairs residential/downstairs commercial mixed-use in appropriate areas.
- Provide tools for developers to help them understand the community vision, and how their development can be an asset to the community.

2.5 Transportation

Major Trend: The existing transportation network is not working to provide a useful network of roadways, connectivity, and alternative uses.

Issues:

- Fairburn has few alternatives to using a car for mobility, which causes traffic congestion.
- The community does not have enough sidewalks and bike trails and those that exist are not well-linked.
- Housing, jobs, daily needs and other activities are not within easy walking distance of one another in the community.
- Roadways within the City are increasingly congested.
- Public education is needed on existing transit and alternative transportation networks.

Major Trend: Commute time is increasing as more and more residents rely on automotive transport, which increased congestion.

Issue:

- Fairburn is not connected to MARTA, either through a local station, or express transportation to local station.

Opportunities:

- Provide connectivity to MARTA, either through a local station, or express transportation to local station.
- Develop a bikeway/sidewalk/multiuse trail plan for Fairburn.
- Implement streetscape improvements to create pedestrian/bicycle friendly corridors.
- Self-guided walking/bike tours in the historic downtown can be developed to encourage pedestrian traffic in the DHD.
- Require connectivity between roadways within new development and between developments.
- Provide sufficient parking in the DHD and insure that it has adequate signage.
- Develop education materials to inform the public about alternative modes of transportation and transit available within Fairburn.

2.6 Natural & Cultural Resources

Major Trend: Development has the potential to impact ecological integrity, historic integrity, and cultural significance of community resources.

Issues:

- There is no inventory of significant historic structures that should be targeted for restoration during redevelopment.
- Continued support for the downtown historic preservation effort is needed.
- Development entities, public officials, and citizens are not sufficiently aware of community resources or the need to conserve/protect those resources.
- There is not enough coordination with other local and regional governments, the State, non-profits, etc. to develop a regional plan for resource protection.
- Fairburn needs additional City parks/greenspace.
- There are not adequate linkages between greenspace, parks, cultural or historic interest points, local trail systems; state designated bike routes, and existing trails in neighboring communities.
- Land development activities are increasing stormwater runoff, which can affect water quality, increases demand on the existing stormwater infrastructure, and creates flooding problems.

Opportunities:

- An inventory of historic structures should be completed and used to prioritize revitalization projects.
- Work with historic preservation groups to obtain additional funding and assistance with revitalizations projects.
- Develop a historic district overlay with design standards and preservation requirements designed to provide protection for identified historic structures.
- Develop a Historic Preservation organization to oversee protection and restoration efforts.
- Require new smart-growth developments to set aside a required minimum amount of greenspace.
- Develop an educational program about resource conservation and protection that includes the public, local elected officials, developers, economic developers, etc.
- Develop a greenspace plan to identify, acquire and preserve greenspace/greenways within the City.
- The greenspace plan should identify linkages between greenspace; parks, cultural or historic interest points, and local trail systems.
- Implement SWMP in compliance with the City's Phase I MS4 NPDES permit.
- Masterplan the City by drainage basin, on a prioritized basis, to guide new development and plan the City's Capital Improvement/Replacement program.
- Utilize revenue from the City's stormwater utility to fund the SWMP, masterplanning, and capital programs.

2.7 Facilities and Services

Major Trend: New development has put a strain on existing facilities and services.

Issues:

- The capacity of existing community facilities and utilities should be evaluated and considered during future landuse planning.
- Wastewater capacity will be a limiting factor on new development.
- South Fulton County public schools are overcrowded and cannot support future anticipated growth.

Major Trend: There is a lack of public spaces, available to all residents, for city-sponsored activities.

Issue:

- There is no community center for residents to gather, attend classes, or other public activities.

Opportunities:

- Assess the capacity of existing and future planned services and facilities, and utilize this information when permitting new development.
- Implement Inflow & Infiltration and water conservation programs to open up existing wastewater capacity.
- Begin planning for additional wastewater capacity immediately.
- Protect existing infrastructure by encouraging infill, redevelopment, and compact development.
- Develop a community activity center for public use. Develop programming for the community center.

2.8 Intergovernmental Coordination

Major Trend: Fairburn could benefit from more coordination with other local, county, and State governments/agencies, regional agencies, private agencies, the business community, and the public.

Issues:

- Coordination is necessary to maximize economic opportunities, manage public facilities, and protect environmentally sensitive areas.
- It would be beneficial to Fairburn to strengthen liaisons and foster communication and coordination among residents, the business community and other local entities.
- The possibility of developing private partnerships should be more fully investigated.

Opportunities:

- Expand efforts or programs to build and strengthen relations with technical colleges/universities in the community and region.
- Fairburn should coordinate with other local governments in order to ensure maintenance of roads, delivery of utility services, efficient investment in schools, and other public buildings.
- Ensure consistency with the land use and development patterns in adjacent areas.
- Investigate potential or partnership with CSX, Landmark School, etc.

3. Implementation Program

The implementation program is the overall strategy for achieving Fairburn's Vision for the Future, encouraging compliance with the Character Areas and Future Land Use Maps outlined in this Agenda, and for addressing each of the Issues and Opportunities. It identifies specific programs and tasks to be undertaken by the City in order to implement the Agenda. A proposed schedule, list of responsible parties, and potential funding sources are outlined within this Plan. The Georgia Department of Community Affairs requires the following elements as part of a community's Implementation Program:

- **Short-Term Work Program:** Communities must develop a Short-Term Work Program to identify specific implementation actions the local government, or other entities, intend to take during the first five-year time frame of the planning period. This includes any ordinances, administrative systems, (such as site plan review, design review, etc.) community improvements or investments, financing arrangements, or other programs or initiatives to be put in place to implement the plan. The Short-Term Work Program must include the following information for each listed activity:
 - Brief description of the activity;
 - Timeframe for undertaking the activity;
 - Responsible party for implementing the activity;
 - Estimated cost (if any) of implementing the activity; and
 - Funding source(s), if applicable.

- **Policies:** Communities must develop a set of policies the local government will adopt to provide ongoing guidance and direction to local government officials for making decisions consistent with achieving the community vision or addressing identified Issues and Opportunities.

- **Supplemental Plans (optional):** Communities should incorporate by reference any supplemental plans that focus on special areas, situations or issues of importance to the community, such as plans for conservation or management of natural or cultural resources, redevelopment plans for particular areas of the community, masterplans for downtown development, neighborhood plans, corridor plans, gateway plans, rural preservation plans, recreation plans, or the community's required solid waste management plan (see definition in Chapter 110-12-1-.09).

3.1 Short-Term Work Program

Project	Year Starting	Year Completed	Cost Estimate	Funding Source	Responsible Party
Population Change					
Make public education materials available in Spanish.	2007	Ongoing	\$500	General Fund	Citywide
Work with local groups to expand local festivals and activities to include a wider range of cultures and languages.	2008	Ongoing	\$5,000/YR	General Fund	Community Development Department
Identify higher educational institutions that could establish a satellite campus/facility in Fairburn.	2007	2012	--	General Fund	Community Development Department
Work with local developer(s) of the Office Park to include the satellite facility in the new office park development.	2007	2012	--	General Fund	Community Development Department
Coordinate planning effort with local industrial and business leaders so that technical education and industry located within the park can benefit each other.	2007	Ongoing	--	General Fund	Community Development Department
Work with private developers to create housing and facilities that cater to an older population.	2006	Ongoing	--	General Fund	Community Development Department
Economic Development					
Complete inventory of property available for commercial and industrial development. Focus on infill and redevelopment opportunities.	2007	2008	\$4,000	General Fund / Grants	Community Development Department
Assess utility infrastructure needs and availability to properties listed in the inventory.	2007	2008	--	General Fund / Grants	Community Development Department
Create and staff a position for Director of Community Development. Job description will include responsibilities for the implementation of the Economic Development Short-Term Work Program	2007	2007	\$80,000/YR	General Fund	City Administrator
Coordinate efforts with Chamber of Commerce.	2007	Ongoing	--	General Fund / Grants	Community Development Department
Develop and implement a strategic citywide Economic Development Plan.	2007	2009	\$40,000	General Fund	Community Development Department
Develop a marketing campaign to promote Fairburn to new residents and tourists. Campaign should include branding, image, marketing, and incentives.	2008	Ongoing	\$5,000 – 15,000	General Fund / Grants	Community Development Department
Develop a small business recruitment and retention program.	2008	Ongoing	\$12,000	Local DTDA	Community Development Department

Project	Year Starting	Year Completed	Cost Estimate	Funding Source	Responsible Party
Identify desirable industries and develop a recruitment program to attract identified industries to locate in Fairburn.	2008	Ongoing	\$6,000 – 18,000	General Fund	Community Development Department
Identify incentives to encourage identified businesses and industries to locate in Fairburn.	2008	Ongoing	\$6,000 – 18,000	General Fund	Community Development Department
Streamline the permitting process for DHD redevelopment/restoration projects.	2007	2009	--	General Fund	Planning & Zoning Department
Work with private developer to facilitate the development of the office/industrial park at City Lake as identified in the Character Area Map.	2006	2012	--	General Fund	Community Development Department and Planning & Zoning Dept.
Housing					
Streamline site plan review and approval process for smart growth and mixed-use developments.	2007	2009	\$1,000/YR	General Fund	Planning & Zoning Department
Identify areas desirable for residential infill development and redevelopment.	2007	2008	\$2,000/YR	General Fund	Community Development Department
Work with development community to provide future housing through infill development and redevelopment.	2007	Ongoing	\$2,000/YR	General Fund / Grants	Community Development Department
Review zoning ordinance and design standards to ensure that they allow for and encourage a variety of housing options.	2007	2009	\$3,200	General Fund / Grants	Planning & Zoning Department
Work with local banks to provide education and assistance to increase the percentage of home ownership.	2009	Ongoing	--	General Fund	Community Development Department
Land Use					
Develop a Future Land Use Map that is consistent with the Character Areas Map.	2007	2009	\$6,000	General Fund	Planning & Zoning Department
Review and update zoning ordinance and map to ensure consistency with Character Areas Map.	2007	2009	\$18,000 – 25,000	General Fund	Planning & Zoning Department
Develop a plan for the DHD that addresses each of the sub-character areas.	2007	2009	\$3,200	General Fund / Grants	Planning & Zoning Department
Develop design and architectural standards for redevelopment, infill development, and/or new development in each of the Character Areas to assure consistency with surrounding land uses and architectural styles.	2007	2009	\$2,400	General Fund / Grants	Community Development Department
Revise the downtown zoning classification to allow for upstairs residential and mixed-use developments.	2006	2007	\$6,300	General Fund / Grants	Planning & Zoning Department

Project	Year Starting	Year Completed	Cost Estimate	Funding Source	Responsible Party
Develop a Hwy 29 overlay that is consistent with the City's goals for downtown revitalization and historic preservation.	2007	2009	\$2,300	General Fund / Grants	Planning & Zoning Department
Create a zoning classification for neighborhood commercial uses in identified neighborhood centers.	2007	2009	--	General Fund	Planning & Zoning Department
Develop and enforce citywide property maintenance standards.	2007	Ongoing	--	General Fund	Code Enforcement Officer
Transportation					
Assess current location of MARTA bus stops and identify areas that are in need of additional stops.	2007	2008	--	General Fund	City Engineer
Identify bus stops in need of improvement.	2006	2007	--	General Fund	City Engineer
Coordinate with MARTA and seek additional funding to make necessary improvements.	2007	2009	--	General Fund	City Engineer
Work with MARTA to locate an express bus stop (park and ride) near the interstate in the City of Fairburn.	2008	2012	--	Private Dev.	City Engineer
Educate residents and promote alternative transportation sources in the City.	2006	Ongoing	\$250	General Fund	City Engineer
Support traffic calming measures along congested roadways.	2006	Ongoing	--	--	City Engineer
Encourage connectivity between neighborhoods and roads in new development and redevelopment.	2007	Ongoing	--	--	City Engineer
Develop a pedestrian transportation plan that includes addition of new sidewalks, fixing existing sidewalks, community connections through trails/paths, etc. This plan should be developed in coordination with the Greenspace Plan.	2008	2009	--	General Fund	City Engineer
Identify areas where parking can be added and improved in the DHD.	2007	2009	--	General Fund	City Engineer
Work with DOT to design and implement streetscape improvements on Highway 29/Broad Street.	2007	2012	\$15,000	General Fund / Other	City Engineer
Seek funding for Broad Street (Hwy 29) Streetscape.	2007	2010	--	General Fund / Other	City Engineer
Natural & Cultural Resources					
Establish a Historic Preservation Board to oversee protection and preservation efforts.	2007	Ongoing	--	General Fund	City Administrator
Establish criteria for historic designation.	2007	2008	\$6,200	General Fund / Grants	Community Development Department
Complete an inventory of historic structures in the City.	2007	2008	\$6,200	General Fund / Grants	Community Development Department

Project	Year Starting	Year Completed	Cost Estimate	Funding Source	Responsible Party
Expand/Revise the historic district overlay to include design standards and preservation requirements to protect historic resources.	2007	2009	\$3,000	General Fund / Grants	Planning & Zoning Department
Identify funding sources and potential incentives available for historic restoration and adaptive reuse projects in the DHD.	2007	Ongoing	\$3,000	General Fund	Community Development Department
Complete an inventory of environmentally sensitive areas and significant environmental areas for (potential) preservation.	2007	2008	--	General Fund	City Engineer
Complete an inventory of existing sidewalks/multiuse trails and recreation areas.	2008	2009	--	General Fund	Public Works Department
Revise Openspace Plan to include protection of existing greenspace, establishment of greenways/multiuse trails, and identification/addition of new areas for preservation.	2008	2010	\$12,000	General Fund / Grants	Community Development Department
Identify funding sources to implement the Openspace Plan.	2009	2010	\$5,000	General Fund	Community Development Department
Begin to masterplan the City by drainage basin, on a prioritized basis, to guide new development and plan the City's Capital Improvement/Replacement Program.	2006	Ongoing	\$10,000/YR	Stormwater Utility	City Engineer
Implement Part V planning criteria.	Ongoing	Ongoing	--	General Fund	Planning & Zoning Dept.
Implement Stormwater Management Plan.	2004	Ongoing	\$100,000/YR	Stormwater Utility	Public Works Department
Closely monitor land disturbing activities to minimize effects on water quality and encourage more environmental designs to reduce runoff.	Ongoing	Ongoing	--	General Fund	Code Enforcement Officer
Facilities & Services					
Consider creating and staffing a Recreational Department that will supplement the Fulton County recreational department.	2008	2009	\$100,000 – 500,000/YR	General Fund	City Administrator
Work with Fulton County to purchase County-owned public park property in the City of Fairburn.	2009	2011	\$100,000	General Fund / Grants	City Administrator
Identify locations to establish a community recreational/multi-use center.	2009	2010	--	General Fund	Public Works & Recreation Department
Identify funding to design and build the community center.	2009	2011	--	General Fund	Finance Director
Develop an educational program for the recreational/multi-use center.	2010	Ongoing	\$50,000/YR	General Fund	Public Works & Recreation Department

Project	Year Starting	Year Completed	Cost Estimate	Funding Source	Responsible Party
Develop a plan that addresses additional wastewater capacity and water supply.	2007	2009	\$50,000	General Fund	Public Works Department
Work with the Fulton County School Board (FCBOE) to plan for future school development to accommodate the growing population.	Ongoing	Ongoing	--	General Fund	Planning & Zoning Department
Coordinate with FCBOE to pursue alternative educational opportunities, such as charter schools.	2007	Ongoing	\$10,000	General Fund	City Administrator
Facilitate the location of additional private schools to provide options for Fairburn residents.	2007	Ongoing	\$100,000	General Fund	Economic Development Department
Work with local technical schools, colleges, and universities to locate a satellite campus in Fairburn.	2007	2012	\$50,000	General Fund	City Administrator
Continue to implement the Capital Improvement Program.	2006	Ongoing	--	General Fund	City Administrator
Intergovernmental Coordination					
Establish relationship with CSX and begin discussion related to a potential commuter rail.	2006	Ongoing	\$50,000	General Fund	City Administrator
Coordinate DHD revitalization efforts with regional Hwy 29 revitalization effort.	2007	Ongoing	\$100,000	General Fund / Grants	Community Development Department
Continue to coordinate with Fulton County and other local government to provide services to citizens.	Ongoing	Ongoing	--	General Fund	City Administrator

3.2 Policies

The implementation strategies defined in this section include a list of policies that the City of Fairburn City Council, Planning Commission, and planning staff will consider when making land use and zoning decisions. The purpose of the State Planning Act is for Comprehensive Plans to be developed, implemented, and actively utilized by local governments. The policies will provide guidance to local officials to assure that future decisions reflect the community vision as defined in the Comprehensive Plan. The Short-Term Work Program addresses specific projects and includes a timeline, funding source, and assigns responsibility to ensure that projects move forward.

The policies and Short-Term Work Program that follow were established based on conclusions drawn from the community assessment and issues identified during the public participation process.

3.2.1 Population Change

Main Objective: Population growth is projected to continue at its current rate for the next five to ten years at which point the rate of increase will stabilize. In addition to this projected growth, the demographics are expected to change, as the population gets older and more diverse. The City will need to accommodate the shifts in population through the implementation of the following policies.

Policies for Population Growth

- Support the expansion of activities, festivals, etc. that appeal to a wider range of cultures and languages.
- Support new developments that provide housing/services for an older population.
- Ensure public education and basic services are accessible to people with English as a second language.

3.2.2 Economic Development

Main Objective: The quality of future economic development in Fairburn will have a direct impact on the quality of life of residents. Economic development, if appropriately planned, can provide jobs, increase the tax base, and improve the quality of life for residents of Fairburn. The policies and implementation plan will be used to facilitate continued economic development in accordance with the vision of this plan. Future economic development in Fairburn calls for a viable plan that facilitates downtown revitalization, supports regional commercial development along the Highway 74 corridor, and assists in the development of an office/industrial park. More specifically, the City will work to create a vibrant downtown with cultural activities and neighborhood business that attract people/tourism and will also continue to encourage business/industrial development to support the needs of current and future residents.

Policies for Economic Development

- Support the establishment of the City of Fairburn Development Authority.
- Encourage development of the downtown area as a vibrant community center.
- Support programs that promote retention and/or expansion of existing businesses.
- Seek new business development consistent with the vision outlined in the Plan.
- Support development and redevelopment opportunities in the DHD.
- Provide incentives, including a streamlined review process, for redevelopment projects in the DHD.
- Support development of the regional commercial corridor that is consistent with the character of the area and established design standards.
- Work with private land owner(s) and developer(s) of the Office Park area to facilitate the development of a mixed-use, masterplanned development that includes office commercial, light industrial, residential, and educational uses.

3.2.3 Housing

Main Objective: The City of Fairburn is projected to see a significant population increase and change in demographics in the years to come. A mix of housing options will be required if the City is to accommodate the changing population. The policies and implementation strategies will help the City promote a mix of housing options. The City will provide adequate housing units and various housing options to meet the needs of current residents and future residents as the population continues to rise.

Policies for Housing

- Identify opportunities for infill residential development and redevelopment of vacant/underutilized structures.
- Encourage a mix of residential types and densities.
- Provide adequate affordable housing opportunities.
- Encourage home ownership.
- Promote mixed-use development in appropriate areas.

3.2.4 Land Use

Main Objective: Development in the City of Fairburn is taking place at a rapid pace. Achieving the community vision outlined in this Plan will be directly related to the manner in which future development occurs. The City will take a management-minded approach to land use development. Focus will be placed on connectivity, appropriate neighborhood commercial development, mixed-uses, creatively designed developments, and infill development/redevelopment. It is essential that the City abide by these policies and implementation strategies to manage land use patterns.

Policies for Land Use

- Ensure that new development is consistent with the community vision.
- Promote walkable and pedestrian friendly residential developments that contain trails, paths, and open space.
- Promote developments that have convenient access to public features (parks, schools), public transportation, and businesses.
- Promote efficient and creative use of land by encouraging well-designed, pedestrian-friendly developments with a mix of uses.
- Support upstairs residential, downstairs commercial and other types of mixed-use development in the DHD.
- Promote residential and non-residential infill development in identified areas.
- Make a strong commitment to redevelopment and reuse of existing structures.
- Enforce design standards in new commercial developments.
- Encourage connection within new and existing developments.

- Support the development of neighborhood commercial centers in identified areas near existing suburban neighborhoods.

3.2.5 Transportation

Main Objective: The City will increase the availability of alternative forms of transportation and create a pedestrian-friendly network of movement in the City. Better connection between existing neighborhoods and within new neighborhoods is a priority for future development. The goal is to create an environment within the City that is more pedestrian and transit oriented. Pedestrian paths, multi-use trails, bike lanes, etc. are all components of this vision. The City will also improve the quality of public transportation to provide alternatives to automobile travel around the City and within the Atlanta Metro Area.

Policies for Transportation

- Support projects that minimize traffic congestion and improve traffic safety.
- Promote development of transportation corridors that support multiple modes of transportation.
- Encourage higher density developments in areas conducive to non-auto modes of transportation.
- Encourage corridors and connections between neighborhoods, commercial uses, recreational uses, and other public uses.
- Facilitate public transportation as a means for community and regional mobility.
- Encourage use of alternative forms of transportation.
- Support projects that improve the pedestrian environment.

3.2.6 Natural & Cultural Resources

Main Objective: The City of Fairburn has placed protection of natural and historic resources at the forefront of their planning efforts. To achieve this goal, the City has placed a high priority on the addition and connection of openspace throughout the community and identification of historic resources suited for restoration/preservation. The preservation of natural and cultural resources is an important component to consider as the City faces increasing development pressures. The implementation of these strategies will increase the overall quality of life for both current residents and future residents in the City.

Policies for Natural & Cultural Resource Protection

- Support development of a Greenspace Plan.
- Encourage design of new developments that incorporate openspace preservation.
- Seek and promote sidewalk/multiuse trail/greenway connections within and between existing and new developments.
- Support protection of sensitive habitats and natural features (flood plains, groundwater recharge zones, etc.).

- Minimize the impact new developments have on existing natural resources and undeveloped land.
- Support acquisition of new greenspace.
- Support the implementation of the Part V Planning Criteria.
- Support the implementation of the Stormwater Management Program.
- Protect surface water supplies by controlling pollution in water supply watersheds.
- Support the creation of the DHD.
- Support the preservation/restoration of identified historic structures.
- Encourage adaptive reuse of historic structures in accordance with the vision of this plan.

3.2.7 Facilities & Services

Main Objective: As the City of Fairburn continues to develop, it is important that the City provides quality services to residents. Implementation of these strategies and policies will help reduce the cost of new infrastructure, accommodate new development, and improve City services. Priority has been placed on creating community facilities for local residents to use and improving park and recreational opportunities in the City. Additionally, the City must constantly assess its infrastructure capacity and update as necessary to accommodate the growing population.

Policies for Facilities & Services

- Support the efficient use of existing infrastructure and facilities.
- Support the development of new public facilities that can be utilized by residents.
- Invest in appropriate capital projects to minimize the impacts of new development.
- Promote higher density developments in appropriate areas.
- Support investment to improve or add new parks and open space.
- Support implementation of sidewalk/multi-use trail/greenway projects that link to a regional network and provide connectivity between different landuses.
- Promote infill development and redevelopment in areas where infrastructure is already in place.
- Support programs that maximize existing wastewater and water supply capacity.
- Support the expansion of wastewater and water supply capacity as necessary to provide for future population growth.
- Support the development of a community multi-use recreation center and associated programs.

3.2.8 Intergovernmental Coordination

Main Objective: Intergovernmental coordination is essential for the successful implementation of this plan. The City must work with other local governments and regional agencies to ensure the efficient provision of services, coordination of adjacent land uses, and regional connectivity.

Policies for Intergovernmental Coordination:

- Support the development of partnerships that will benefit the City of Fairburn including, but not limited to CSX, local governments, state agencies, higher educational institutions, FCBOE, and Landmark School.

4. Supplemental Plans

4.1 City of Fairburn – Stormwater Management Plan

The Environmental Protection Division (EPD) requires Phase I communities to develop a comprehensive stormwater management plan (SWMP). The City of Fairburn's Stormwater Management Program addresses structural and source control measures, illicit discharge detection and elimination, industrial facility stormwater runoff control, and construction site runoff management. Also discussed within the Plan is the City's approach to impaired waterways/listed stream segments, highly visible pollutant sources, public education, and pollution prevention/good housekeeping.

The City's SWMP reflects Fairburn's commitment to effective water resources management, which ensures sustainable economic growth and quality of life for all residents. Addressing the issues in the SWMP allows the City of Fairburn to protect the aesthetics, ecological integrity, function, and recreational use of water resources within the City.

4.2 Service Delivery Strategy

The DCA web site states, "The 1997 Georgia General Assembly enacted the Local Government Services Delivery Strategy Act (HB 489). The intent of the Act is: a) to provide a flexible framework for local governments and authorities to agree on a plan for delivering services efficiently, effectively and responsively; b) to minimize any duplication and competition among local governments and authorities providing local services; and, c) to provide a method to resolve disputes among service providers regarding service delivery, funding equity and land use.

In brief, the Service Delivery Strategy addresses the following:

- Identification of all services presently provided in the county by cities, counties and authorities.
- Identification of which local government or authority will be responsible for providing which service in what area of the county in the future.
- Identification of funding sources for all services.
- Identification of intergovernmental contracts, ordinances, resolutions, etc. to be used in implementing the strategy, including existing contracts.
- If a duplication of services is found, an explanation for its existence and a timetable for the elimination of the duplication must be provided.
- Jurisdictions charging water and sewer rate differentials to customers outside their boundaries must be able to justify such differentials.
- Services provided primarily for unincorporated areas must be funded by revenues derived exclusively from the unincorporated area of counties.

- Conflicts in land use plans within a county, between the county and its cities, must be eliminated.
- A process must be established for resolving land use classification disputes between a county and city arising over property to be annexed.”

The DCA requires the periodic update of the Services Delivery Strategy in conjunction with the Comprehensive Plan Update. Fulton County’s Services Delivery Strategy was updated and submitted to DCA in 2005.

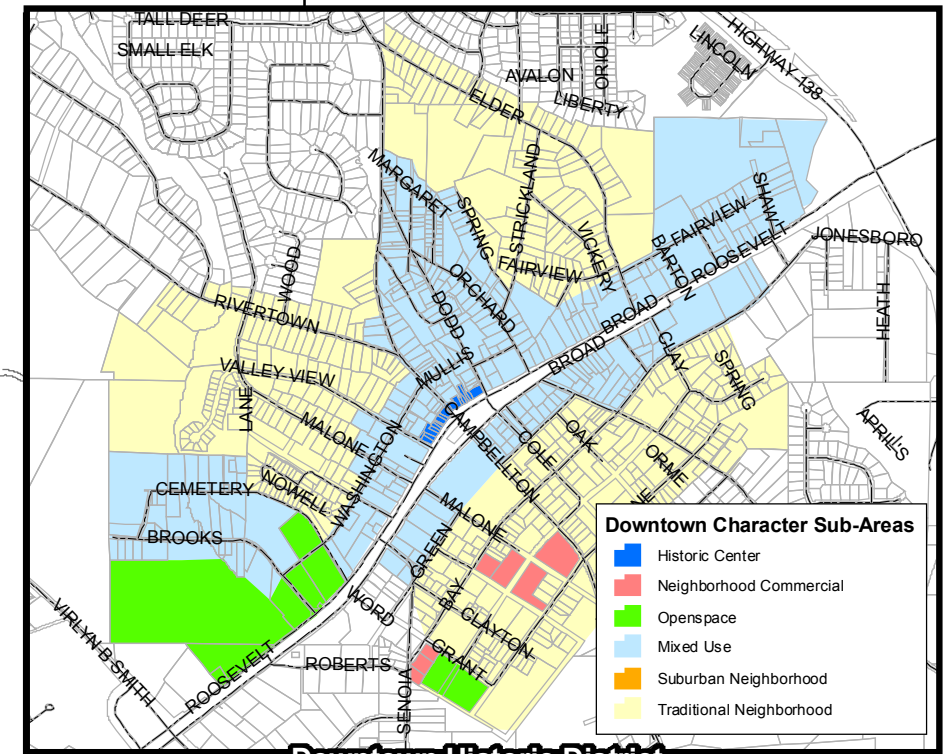
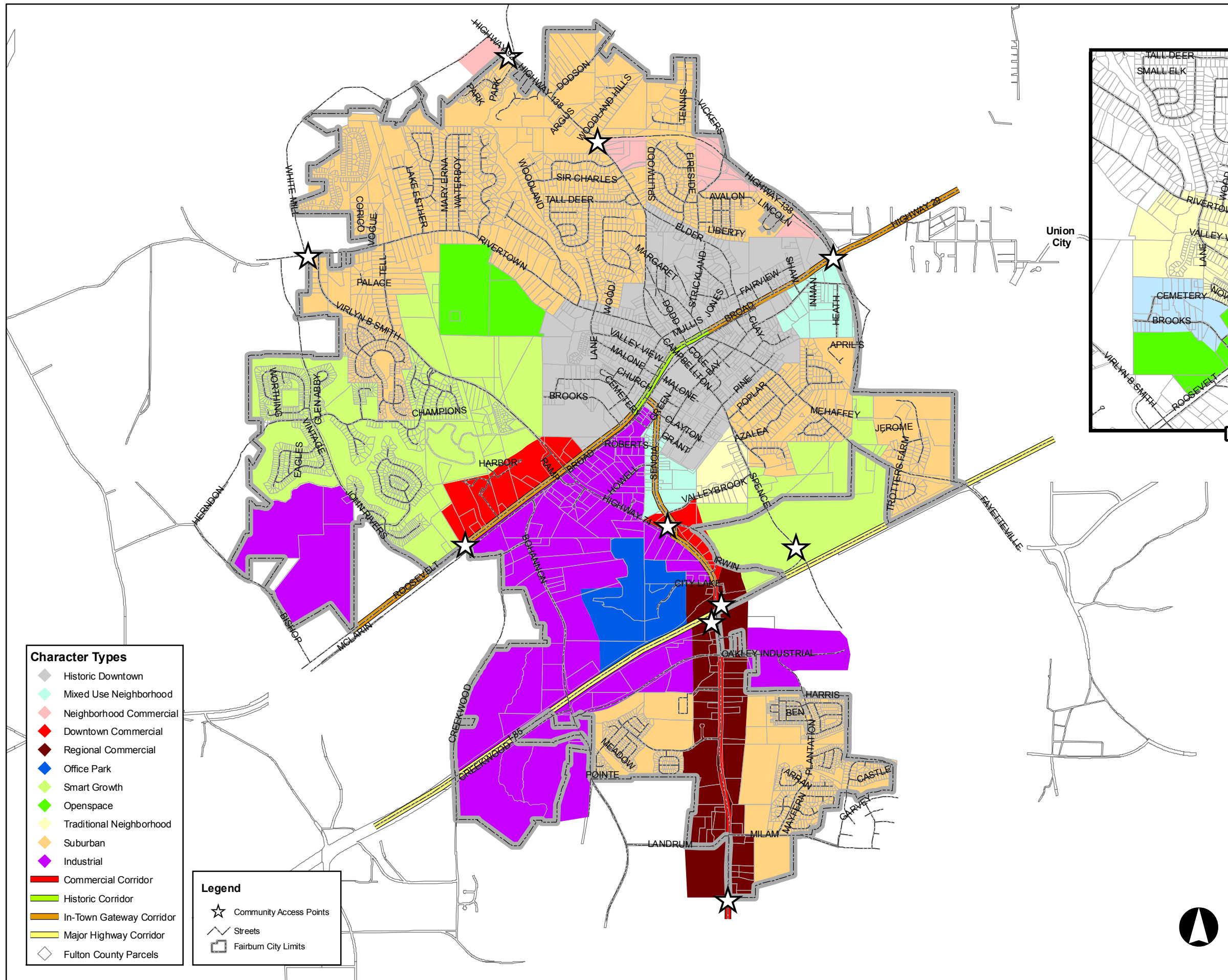
4.3 Solid Waste Management Plan

The Georgia Comprehensive Solid Waste Management Act was passed in order to guide solid waste management planning at both the local, regional and state levels. The Act requires that all communities create a local and/or regional Solid Waste Management Plan that achieves the States goals related to waste reduction, collection, disposal, land limitation, and public education. The Act stipulates that Solid Waste Management Plans be updated every ten years. The City of Fairburn is in the process of updating the Solid Waste Management Plan that was first submitted in 1992. A Short-Term Work Program update was submitted in 1999. The City intends to submit the updated Solid Waste Management Plan in 2006.

FIGURE

Character Area Map

Community Character Areas

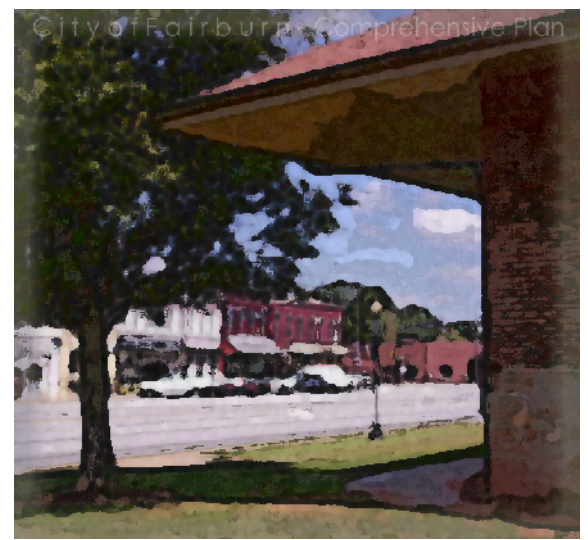


Downtown Historic District Sub-Areas

- Character Types**
- ◆ Historic Downtown
 - ◆ Mixed Use Neighborhood
 - ◆ Neighborhood Commercial
 - ◆ Downtown Commercial
 - ◆ Regional Commercial
 - ◆ Office Park
 - ◆ Smart Growth
 - ◆ Openspace
 - ◆ Traditional Neighborhood
 - ◆ Suburban
 - ◆ Industrial
 - ◆ Commercial Corridor
 - ◆ Historic Corridor
 - ◆ In-Town Gateway Corridor
 - ◆ Major Highway Corridor
 - ◇ Fulton County Parcels

- Legend**
- ☆ Community Access Points
 - Streets
 - Fairburn City Limits

- Downtown Character Sub-Areas**
- Historic Center
 - Neighborhood Commercial
 - Openspace
 - Mixed Use
 - Suburban Neighborhood
 - Traditional Neighborhood



APPENDIX A

Public Participation Program Documentation

City of Fairburn

Open House

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The City of Fairburn invites you to attend an Open House to learn about Fairburn's Plan for the future.

Public participation is critical in developing a plan that best represents the needs of the community.

Join us and join your community!

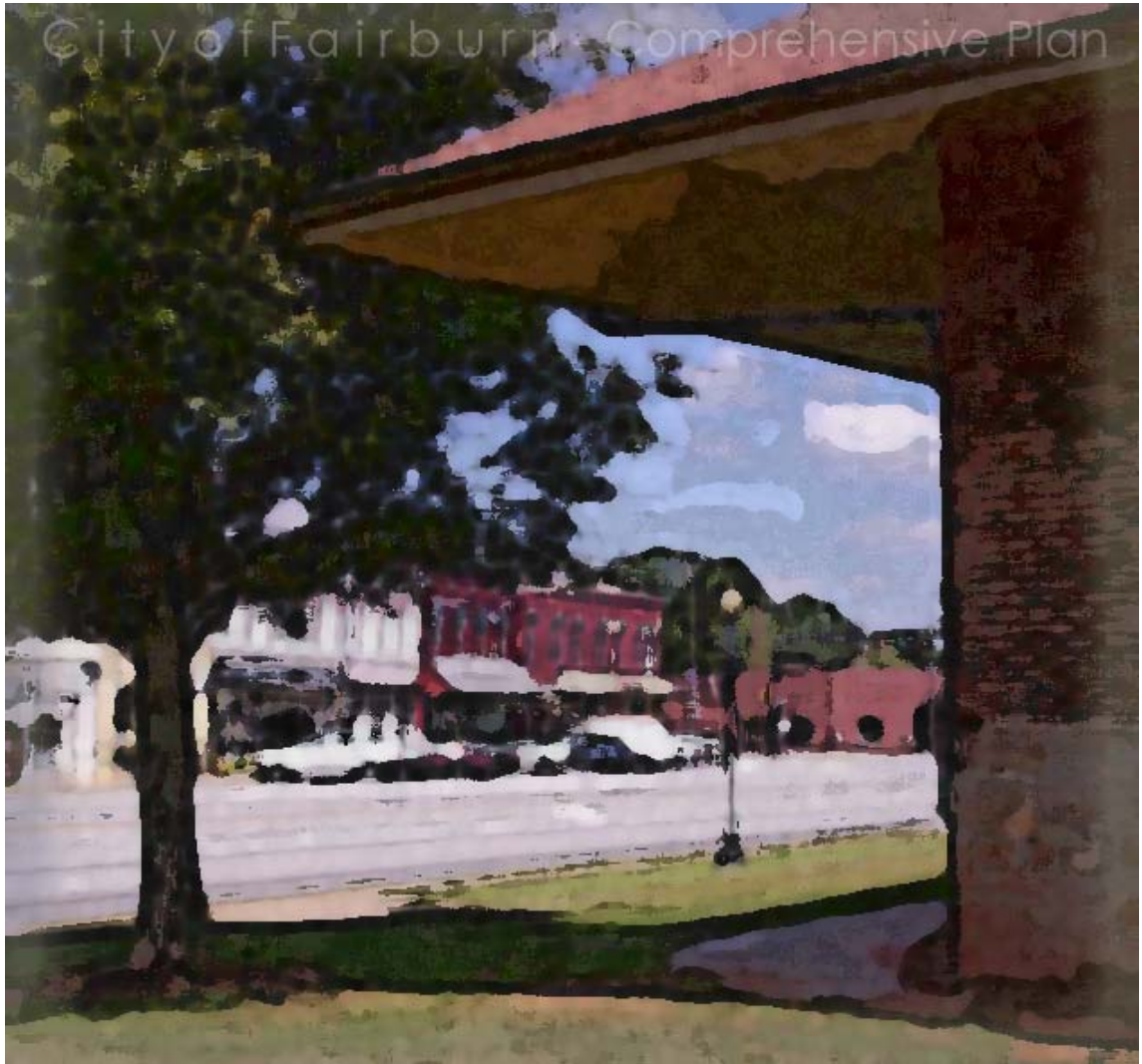
When: February 9th from 7:00-9:00pm

Where: City Annex Building
26 Washington Street
Fairburn, GA 30213

Refreshments will be served.

Learning from yesterday, Planning for tomorrow!

City of Fairburn Comprehensive Plan



Open House
February 9, 2006





Fairburn Comprehensive Plan

DCA Requirements

- Rules of Georgia Department of Community Affairs (DCA), Chapter 110-12-1
 - Updated May 2005
- Comprehensive Plan
 - Community Assessment
 - Public Participation Program
 - Community Agenda
- **Fairburn Submission deadline: October 31, 2006.**
 - Assessment and Participation Program: **November 2005**
 - Community Agenda Report: **August 2006**
- Project Approach
 - ISE contracted August 2005
 - Project Team (City Staff, Consultant, Planning Commission, Economic Development Rep.)



Fairburn Comprehensive Plan **Community Assessment**

- **Development Pattern Assessment**
 - Existing Land Use
 - Community Character Areas
 - Areas Requiring Special Attention
- **Census Data Assessment**
 - Technical Addendum
- **Community Issues and Opportunities**
 - Based on existing conditions and future vision
- **Quality Community Objectives**
 - Fifteen objectives proposed by DCA





Community Assessment Existing Land Use

- Current, parcel-based land use in September 2005
- Field GIS survey
- Land Use Categories:
 - Forest
 - Commercial
 - Industrial
 - Mixed Use
 - Multi-Family
 - Single-Family
 - Park/Recreation/Conservation
 - Transportation/Communication/Utilities
 - Undeveloped/Vacant





Community Assessment Character Areas

- Identify the defining and desirable character of the unique areas/neighborhoods within Fairburn.
- Develop recommended development strategies for each Character Area.
- Character Areas will influence future Land Use and Zoning decisions within the City.

OPENSOURCE	Area of protected open space established for recreation, cultural, alternative transportation, or conservation purposes.
SUBURBAN	Area where pressures for the typical types of suburban residential subdivision development are greatest or have already occurred.
TRADITIONAL NEIGHBORHOOD	Residential area in older part of the community with traditional design.
HISTORIC DOWNTOWN	This area comprises the historic central business district, immediately surrounded by commercial, residential, and mixed-use areas
MIXED USE	Area near to historic downtown center that has a mix of residential and neighborhood commercial uses.
NEIGHBORHOOD COMMERCIAL	Neighborhood focal point with uses such as restaurants, retail, service commercial, professional office, higher-density housing.
REGIONAL COMMERCIAL	Concentration of regionally marketed commercial and retail centers, offices, higher-education facilities, sports and recreational complexes
DOWNTOWN COMMERCIAL	Allows for an intensity of development between neighborhood commercial and regional commercial areas.
INDUSTRIAL	Area used in manufacturing, wholesale trade, and distribution activities.
OFFICE PARK	This area is set aside for an office park that will provide an employment center for residents.
SMART GROWTH	An area set aside for residential or mixed-use development that is masterplanned to incorporate New-Urbanist or Conservation Development standards.



Community Assessment Areas Requiring Special Attention

- Areas where current land use patterns and trends necessitate special attention
- DCA requirements:
 - Natural or cultural resources
 - Areas where rapid development is likely to occur
 - Areas where the pace of development has and/or may outpace the availability of **public** facilities and services
 - Redevelopment areas
 - Large abandoned structures or sites
 - Infill development opportunities
 - Areas of significant disinvestment and/or under-utilized areas

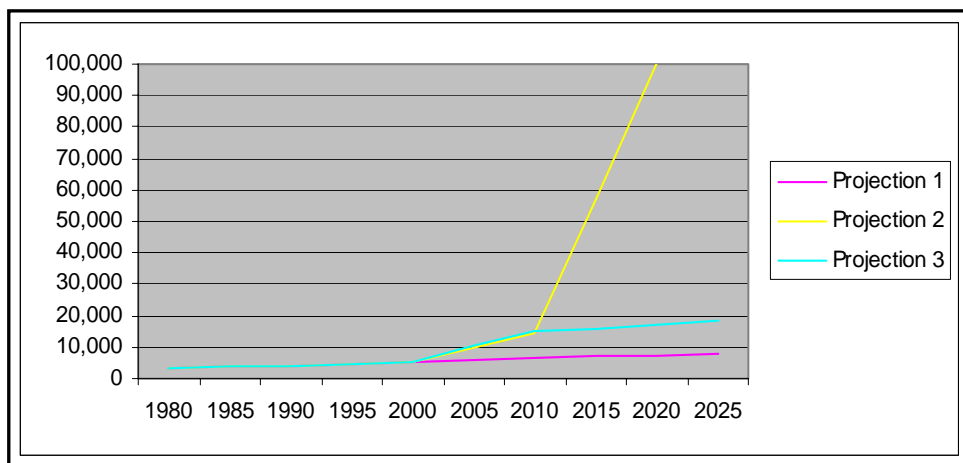


Community Assessment

Issues and Opportunities

- **Population Growth**

- Population growth has increased significantly in the past five years, and this trend is likely to continue for the next five to ten years.



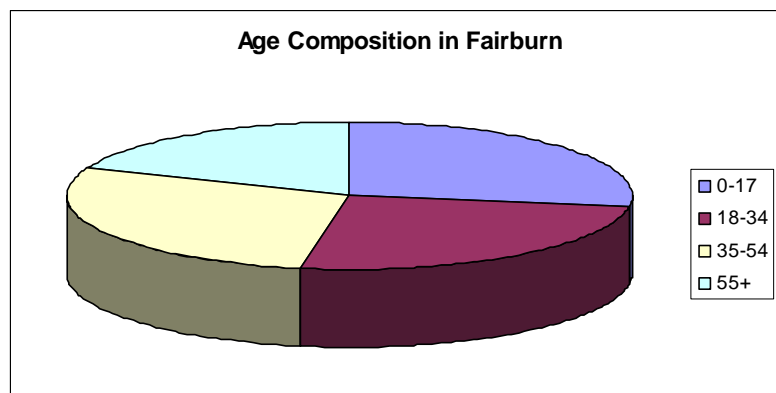
- **Economic Development**

- Fairburn's downtown historic district should be more of a focal point for the community.
- There is disinvestment in key areas, which contributes to neighborhood decline and a reduced quality of life for local citizens.
- Available activities/point of interest are not sufficient to meet the needs of Fairburn residents.



Community Assessment Issues and Opportunities

- **Natural & Cultural Resources**
 - Development has the potential to impact the ecological integrity, historic integrity, and cultural significance of community resources.
- **Facilities and Services**
 - New development has required the City to improve/expand existing facilities and services
 - The City should create more public spaces for community orientated, city-sponsored activities.
- **Housing**
 - The current trend is focused on single-family suburban housing may not provide a suitable mix of housing options and densities for all income levels, lifestyles, and ages.



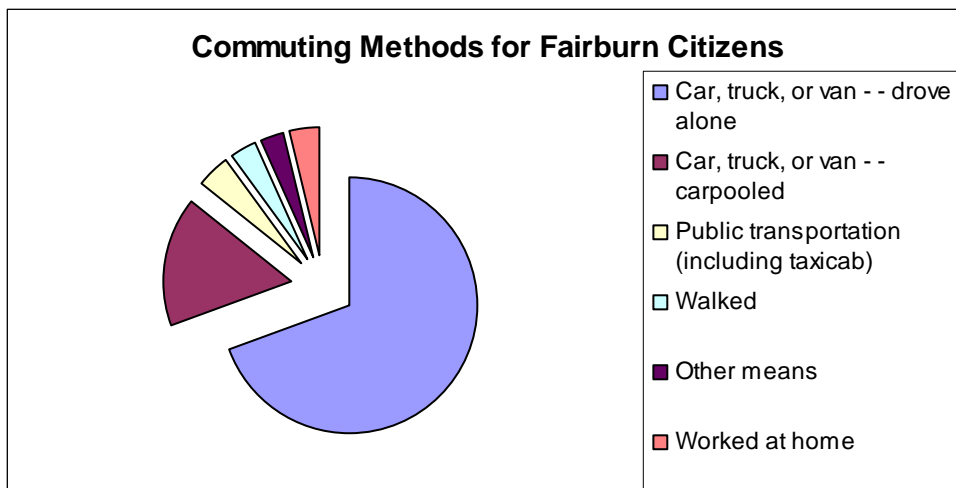


Community Assessment

Issues and Opportunities

- **Transportation**

- The existing transportation network needs improvement to provide a useful network of roadways, connectivity, and alternative uses.
- Most residents rely on solely on automobile transport, which increases congestion and commute times.



- **Land Use**

- There is a need for small pockets of neighborhood commercial development to serve expanding suburban areas.
- Fairburn's development patterns should promote safe and pedestrian-friendly environments.
- Development patterns in the City should be reflective of the community vision.



Community Assessment Quality Community Objectives (QCOs)

DCA adopted Fifteen QCOs:

1. Traditional Neighborhoods
2. Infill Development
3. Transportation Alternatives
4. Regional Identity
5. Resource Conservation
6. Open Space Preservation
7. Environmental Protection
8. Growth Preparedness
9. Appropriate Business
10. Employment Options
11. Housing Choices
12. Education Opportunities
13. Local Self-Determination
14. Regional Cooperation
15. Sense of Place

QCOs should be used as guidelines for future development patterns and policies to encourage sustainable, livable, vital communities.

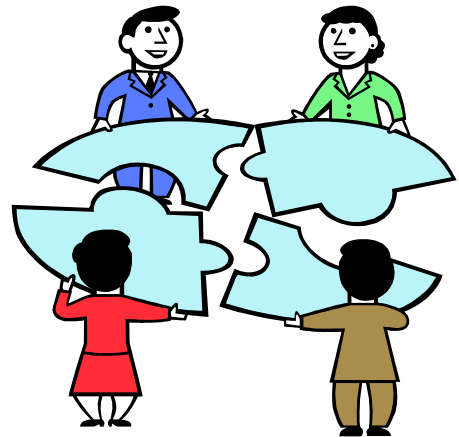


Fairburn Comprehensive Plan Community Participation

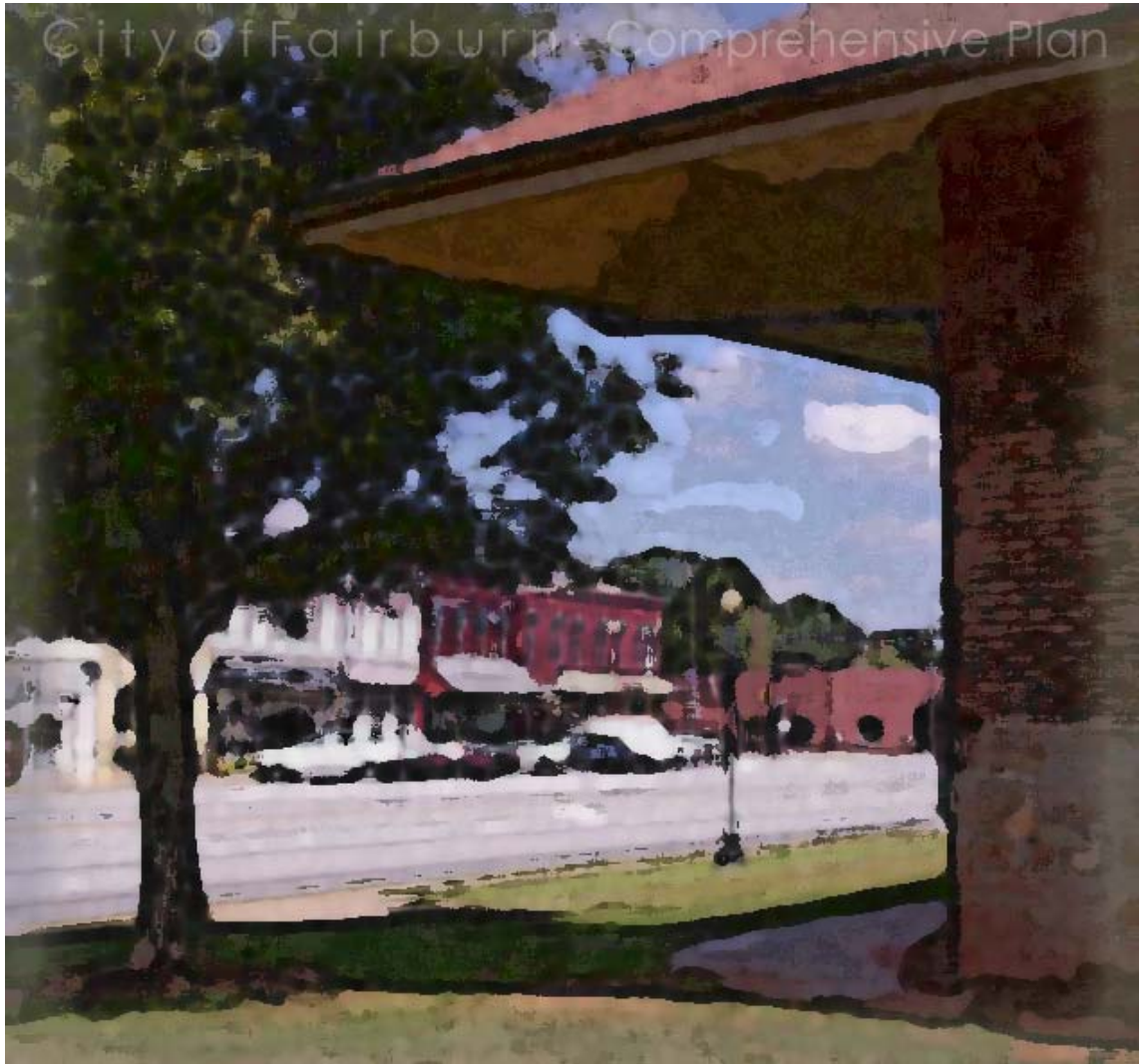
- Work with citizen stakeholders to identify issues, challenges & opportunities unique to their community
- Evaluate the current strengths and weaknesses of the area to develop a future plan and vision to guide future growth and development in a well planned manner.

Community Participation Strategies

- Project Team
- Public Meetings
- Stakeholders Committee
- Community Survey
- Open House
- Handouts
- Website



City of Fairburn Comprehensive Plan



Meadow Glen Homeowners'
Association

May 1, 2006



INTEGRATED
Science &
Engineering

APPENDIX B

Stakeholder Committee SWOT Analysis Summary



**CITY OF FAIRBURN
COMPREHENSIVE PLAN**

*Stakeholder Meeting #1
February 24, 2006 6:30 – 8:00 PM*

SUMMARY

ATTENDEES

The following Stakeholders were present:

Jim Williams
Gail Denman
Mona L. Haygood
John Palmer
Stephanie Stovall
J. Barkley Russell

Jeff Couch
Craig Brand
Jack Sias
Mark Shugart
John Davis
Linda M. Scharko

Meolody L. Koppe
Scott Vaughan
Betty Hannah
Rick Sewell
Katrina Johnson
Russell Starrett

Those present from ISE include:

Ed DiTommaso
Courtney Power

INTRODUCTION

Courtney Power provided the group with an introduction to the Comprehensive Planning Process and the City's work to date.

VISIONING

The Stakeholder Group began a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) of the Character Areas as outlined in the Community Assessment. Those character areas that were not completed during this meeting will be addressed at the March 30th stakeholders meetings. Overlapping themes between character areas will later be used to help formulate the overall vision for the City. The results of the analysis were as follows:

Downtown Historic District

The Stakeholders' general vision for this area includes a vibrant downtown center with a focus on historic preservation and restoration. The City should adopt architectural standards and property maintenance requirements to protect the aesthetics of the historic area. The DHD should have variety of neighborhood retail and restaurant opportunities as well as cultural activities to attract people from the downtown area as well as the suburban periphery. The DHD should have connectivity with other areas and neighborhoods within Fairburn. The City should work to promote festivals, performances, and public events for all ages. Public spaces in the DHD should be developed and/or utilized to host these events.

The Train Depot will be identified as the Community Welcome Center, and will house information for tourists and residents.

The specifics of the SWOT analysis are listed below.

Strengths & Opportunities

- Historic buildings/resources
- Historic buildings restored as Mixed Use
- Community facilities (Train Station/Annex/Theater)
- Downtown shopping/restaurants
- Commuter train opportunity w/CSX?
- Character of the area
- Work with CSX & DOT to improve streetscape appearance.
- Theatre, festivals
- Provide better signage to promote DT activities
- Promote/improve availability of community activities for variety of age groups.
- Develop property maintenance standards
- Marketing campaign for tourism and business development
- Welcome center (train depot)
- Neighborhood events, concerts
- Utilize public space (Duncan Park, Courthouse) / restaurants
- Promote youth activities
- General marketing campaign

Weaknesses & Threats

- Parking availability
- Connection to other neighborhoods
- Environment/streetscape
- Not enough or diversity of commercial businesses
- Not enough pedestrian traffic
- Restaurants / shopping options
- Not enough design guidelines for restoration projects, commercial and residential.
- Guidelines for new developments in DT
- Lack of parking options and traffic flow
- Market the area as a destination
- Lack of historic designation
- Connectivity (pedestrian movement / environment, streets).
- Streetscape, traffic lights.
- Safety
- Lack of sustainable after-work activity
- Need better maintenance of vacant/underutilized DT buildings

Traditional Neighborhood

The Stakeholders' general vision for this area is for a neighborhood that prioritizes traditional characteristics including walkability, connectivity, preservation of historic homes and development patterns, and a feeling of community. To ensure these features are preserved and encouraged, the City will develop architectural and design standards for redevelopment and infill development. The City will develop an inventory of infill/redevelopment areas, and develop incentives and zoning regulations to encourage

redevelopment and infill development where appropriate. To foster a sense of community the City will support the development of a Community Beautification program, neighborhood groups, and events that bring the community together.

The specifics of the SWOT analysis are listed below.

Strengths & Opportunities

- Sidewalks/walkability
- Trees
- Street Connectivity / Grid
- Sense of Community
- Historic houses
- Community Beautification program (grants, sponsor)
- Equitable Neighborhood Designations?
- Improving code enforcement, new codes
- Design guidelines (infill ordinance)
- Redevelopment incentives, flexibility
- Promote and develop inventory of vacant lots / deteriorating houses, buildings, developable spaces.
- Establish neighborhood watch groups and HOA
- “Know-Your-Neighbor” day

Weaknesses & Threats

- Neighborhood decline
- Safety/Crime
- Lack of standards for redevelopment
- Lack of investment
- Need for home-ownership
- Not always equal distribution of funding
- Lack of sense of community between downtown residential and suburban neighborhoods.

Mixed Use Neighborhood

The stakeholders’ general vision for this classification calls for areas near the downtown to develop in a manner to promote a live/work/shop mix of land uses. Commercial uses will be appropriate for a residential neighborhood, and will provide a destination for folks living in the neighborhood or adjacent areas. The inclusion of residential uses in designated commercial areas will provide critical mass of people to make the areas more vibrant. The City will promote the development of these areas through appropriate zoning and the support of demonstration projects.

The specifics of the SWOT analysis are listed below.

Strengths & Opportunities

- Upstairs residential/downstairs commercial in DHD
- Provides destination/Increases walkability
- Creates vibrant DHD areas (people present at all hours)
- Can provide a live/work environment
- Need to have defined commercial uses, guidelines
- Zoning exists (DC), needs revisions

- Need to get the ball rolling / demonstration projects
- Provides an alternative to sprawling development taking place on 74.

Weaknesses & Threats

- Increased noise/activity for residents
- Lack of understanding by residents
- Negative perception with mixed-use developments.
- Lack of lodging in the downtown area
- Zoning does not allow for this type of development

Neighborhood Commercial

The Stakeholders' vision for these areas is for neighborhood oriented commercial retail/services that will cater to surrounding neighborhoods. Neighborhood Commercial areas will be designated in the DHD as well as in "commercial pockets" in the surrounding suburban periphery. These areas will provide a destination to encourage the use of alternative transportation, and will allow residents to run errands or take care of basic needs nearer to their homes. The City will promote these areas by developing standards for development, architecture, and commercial uses, and will also allow for the potential of "seasonal" activities, such as farmers or craft markets.

Strengths & Opportunities

- Provides a destination
- Can eliminate need for car travel for simple errands
- Gathering area for neighborhood residents
- Standards for development
- Table of uses for neighborhood commercial
- Seasonal activities

Weaknesses & Threats

- Commercial activity/noise/traffic where there was none before
- Lack of redevelopment incentives

ADJOURN

The next stakeholders meeting will be held at the City Annex on March 30, 2006 at 6:30 PM.



**CITY OF FAIRBURN
COMPREHENSIVE PLAN**

*Stakeholder Meeting #1
March 30, 2006 6:30 – 8:30 PM*

SUMMARY

INTRODUCTION

The Stakeholder Group continued with the SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) of the Character Areas that began at the first stakeholder meeting on February 24, 2006. The results of the analysis were as follows:

Downtown Commercial

The stakeholder's general vision for this area is for a commercial center that provides general services and retail options to meet the needs of the community and draws residents to the Downtown area. Development in this area will be compatible with the historic character and uses of the downtown area.

The specifics of the SWOT analysis are listed below:

Strengths & Opportunities

- Meets most service/retail needs of the community
- Provide for development/design standards that match the downtown area
- Market options, can provide living opportunities
- Ability to provide a mix of uses (loft space, residential , use of upstairs)
- More creative use of available space
- Overlay district
- Façade grants
- Fairburn Business Association

Weaknesses & Threats

- Intensive uses that do not match the surrounding area
- Big box design standards
- Create traffic
- Need to have design standards
- Proper upkeep needs to be enforced
- Make signage consistent with surrounding area
- Needs maintenance standards
- Burden on newcomers

Regional Commercial

The stakeholders vision for this area is for larger scale commercial development and/or redevelopment that incorporates landscape designs. These shopping centers will provide jobs,

increase the tax base, accommodate the shopping needs of local residents, and bring in consumers from a regional market.

The specifics of the SWOT analysis are listed below:

Strengths & Opportunities

- Meet retail/service needs of entire community and surrounding area
- Provide jobs
- Provides a location for regional activity centers/educational institutions
- Brings people to the city
- Redevelopment opportunities (greyfields)
- Design/architectural/landscape standards
- Design review board (make design consistent through all character areas)
- Parking in front provides a feeling of safety

Weaknesses & Threats

- Can lead to strip development without standards
- Lack of connectivity / auto dependence
- Too much intensive commercial development
- Can out-compete downtown commercial areas
- Traffic control/planning
- Environmental degradation (tree removal)

Office Park

The stakeholder's vision for this area is for a mix of uses that includes light industrial, commercial, office, residential, and greenspace. This area will provide a place of employment and can be used to encourage new businesses to locate in Fairburn.

The specifics of the SWOT analysis are listed below:

Strengths & Opportunities

- Provides an employment center
- Potential live/work environment
- Can be planned to address aesthetics, convenience, and environment
- Interconnectivity
- Masterplanning
- Proximity to transportation avenues (rail, airport)
- Existing land uses
- Promotion of area as a desirable place for businesses to locate

Weaknesses & Threats

- Need ample land and willing developer
- Need to attract business/retail/services
- Not currently a history of office space in the area

Smart Growth

The stakeholders vision for this area is to create masterplanned developments that contain a combination of residential living options. These developments consist of smaller lots and focus on environmental preservation, connectivity, and public greenspace for residents.

The specifics of the SWOT analysis are listed below:

Strengths & Opportunities

- Provides for new residential development
- Protects natural resources
- Supports community development
- Provides walkable and connected communities
- Provides open space and recreational space
- Masterplanning
- Provides a mix of development options
- Design standards (quality developments, architectural standards)

Weaknesses & Threats

- Perceived as expensive or difficult to permit
- Not a requirement
- Lack of understanding (ie. Density, need for education of public)
- Existing zoning can be a constraint of deter developments

Open Space

The Stakeholders vision for open space in the community is to identify tracks of land for preservation of natural resources and to provide recreational opportunities for residents.

The specifics of the SWOT analysis are listed below:

Strengths & Opportunities

- Protects natural resources
- Provides for community recreation
- Better connection to community / neighborhoods
- Nature preserve
- Inventory of dedicated greenspace
- Require greenspace as part of new subdivisions
- Educational material based on inventory
- Grants

Weaknesses & Threats

- Not well connected to the community
- Not enough acreage
- Doesn't protect the most sensitive areas

Suburban

The stakeholders visions for this area is to promote more creative designs, improve connectivity between neighborhoods, and provide more public space within suburban developments.

The specifics of the SWOT analysis are listed below:

Strengths & Opportunities

- Provides single family residential
- Safe neighborhoods
- Minimal traffic in subdivisions
- Same developments are prohibited
- Promoting different types of developments
- Incentives for creative designs
- Allowing mix of density/types of housing within the same development
- Conservation subdivisions

Weaknesses & Threats

- Lack of housing options
- Open space vs. yard space
- Lack of connectivity . walkability
- High dependence on automobiles

Industrial

The stakeholder's vision for this area is for masterplanned industrial parks that provide jobs and a tax base for the City. Commercial uses such as restaurants and offices will be permitted in industrial areas.

The specifics of the SWOT analysis are listed below:

Strengths & Opportunities

- Provides jobs
- Tax base
- Allow public greenspace/regional activities in industrial areas
- Need for design standards and masterplanning
- Landscaping
- Brings people to the city
- Allow other uses in industrial areas (restaurants, offices)
- Marketing plan
- Public transportation (park and ride)

Weaknesses & Threats

- Too intensive for residential areas
- Needs to be monitored to protect environment and public health
- Aesthetics of industrial areas
- Appropriate buffers
- Appropriate locations
- Truck traffic
- Increase in traffic congestion
- Consideration for road design

Community Gateways

The Stakeholders vision for community gateways is for attractively landscaped signs/features at appropriate entrance points throughout the City. These signs will communicate a message about the City and let visitors know that they have arrived in Fairburn.

The specifics of the SWOT analysis are listed below:

Strengths & Opportunities

- Provide a sense of place
- Encourages visitors
- Shows civic pride
- I-85 ramp signage (potential use of existing signs)
- Points of interest signage
- Work with DOT
- Redefining gateways
- Landscaping around signs
- Consistency between entrance points
- Create designs, more than simply signs

Weaknesses & Threats

- Not many entrances on major routes are marked
- Signs outdated/not attractive
- Don't communicate a message about Fairburn

APPENDIX C

Online Survey Summary

City of Fairburn Comprehensive Plan

Online Survey Summary

Introduction

In an effort to increase public involvement, the City administered a community survey to gain feedback from citizens. The community survey has been an effective tool since it provided an opportunity to participate to most citizens at a minimal cost. There were 35 respondents to the survey. The survey was posted on the City website in February and preliminary results were analyzed periodically throughout the public involvement process to assist stakeholders during the formulation of the Community Vision.

The results of the survey was tabulated and an analysis of the results is included below. The results of the survey were considered and incorporated into the final draft of the Community Agenda. The City's Vision of the Future, development patterns and future work program are all-reflective of the goals expressed by the community.

The community survey reached out to a broad population base and provided valuable feedback to the Project Team. The survey consisted of 14 questions and gave residents the opportunity to prioritize issues that relate to the City. The survey also included a number of yes/no questions designed to evaluate the general population's opinions with regard to other topics.

Question 1. *Please rate the following characteristics according to how important they were to you when you moved to Fairburn.*

This question was designed to gain feedback by allowing residents to assign a level of importance to items related to why people originally moved to Fairburn.

	Most Important	Important	Not Important
Employment/Job	43.80%	28.10%	28.10%
The military	3.40%	10.30%	86.20%
To be close to family and friends	21.90%	43.80%	34.40%
To be located in the Atlanta metro region	40.60%	46.90%	12.50%
The general aesthetics and attractiveness of the area	45.50%	51.50%	3.00%
The variety of retirement living options	9.40%	28.10%	62.50%
The quality of health care	34.40%	34.40%	31.30%
The quality of schools	50.00%	31.30%	18.80%
The cultural activities available here	43.80%	34.40%	21.90%
The recreational activities available here	40.60%	37.50%	21.90%
The affordability of the area	66.70%	18.20%	15.20%

Based on the survey, the affordability, quality of schools, general aesthetics of the area, and proximity to the Atlanta metro area were the overwhelming items initially drawing people to the City of Fairburn. Roughly 85% of residents surveyed stated that the affordability of the area was influential in the decision to move to the City.

The general attractiveness and proximity of Fairburn to the Atlanta Metro area received the highest ratings in terms of why people originally moved to the City. Over 95% of the survey respondents rated the general attractiveness of the area with high importance and 87% stated that the proximity to Atlanta led to their decision to move to Fairburn.

Other high-ranking items include employment opportunities and being close to family and friends. These items were rated as being important by approximately 60-70% of residents that participated in the survey.

Question 2. *Please rate each of the following characteristics according to how important they were to you when you moved into your current neighborhood.*

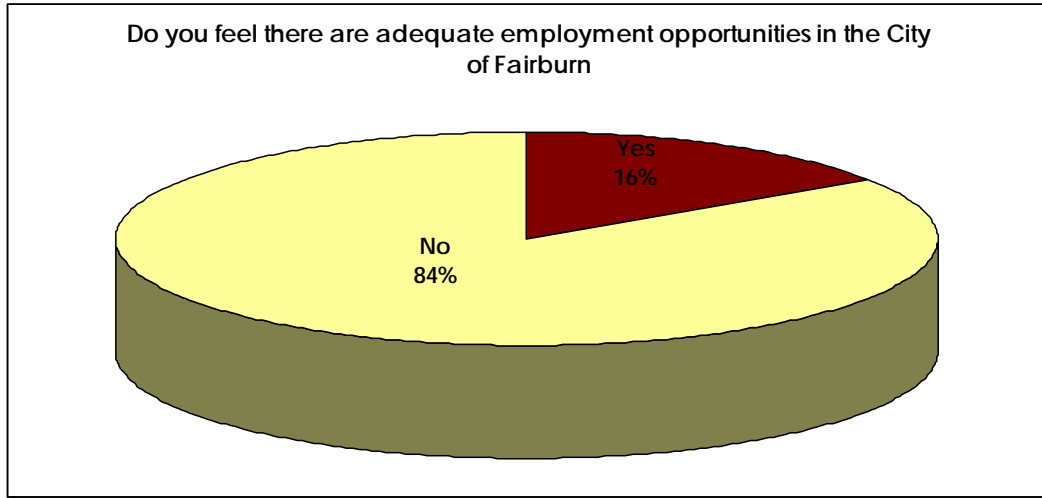
This question was designed to gain feedback from residents as to why they chose to move to a given neighborhood.

	Most Important	Important	Least Important
It's close to my job	46.90%	37.50%	15.60%
It's close to my family	37.50%	40.60%	21.90%
My friends live in this neighborhood	12.50%	25.00%	62.50%
I like the convenience of shopping in the neighborhood	38.70%	48.40%	12.90%
My place of worship is in the neighborhood	9.40%	34.40%	56.30%
I like the open spaces / parks	42.40%	42.40%	15.20%
I am close to a MARTA bus stop	18.80%	18.80%	62.50%
I am close to my children's schools	28.10%	25.00%	46.90%
The neighborhood is secure	69.70%	27.30%	3.00%
The houses or apartments are in my price range	60.60%	30.30%	9.10%

The results of the survey indicate that price of housing, neighborhood security, openspace, convenience of shopping, and proximity to place of employment were the main factors in choosing a neighborhood. These five items were rated as important or most important by over 80% of the population surveyed. The price of housing and neighborhood security yielded over 90% and ranked highest in the level of importance for residents selecting their current neighborhoods.

Question 3. *Do you feel there are adequate employment opportunities in the City of Fairburn?*

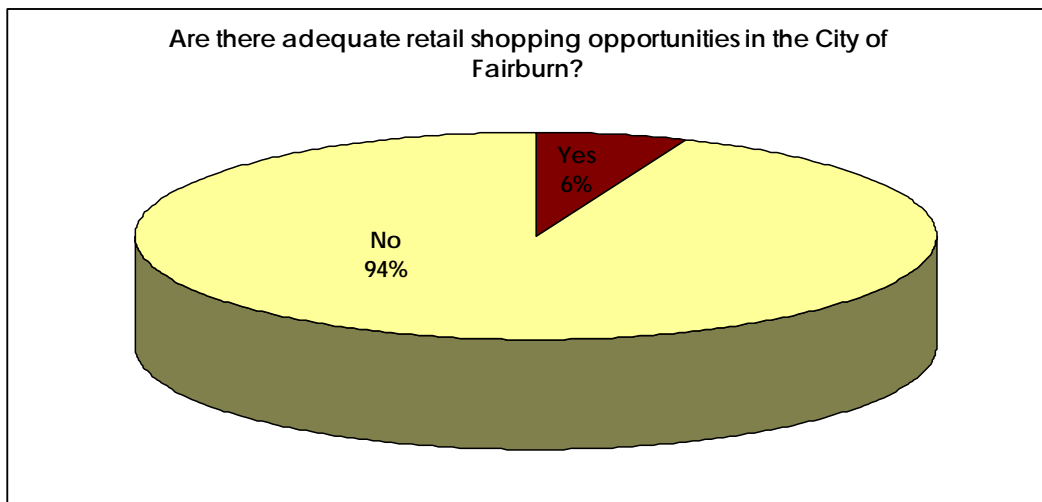
This question was intended to provide the Project Team with a general impression regarding how the population surveyed feels about the availability of employment opportunities within the City of Fairburn.



A total of 35 residents participated in the survey and 84% feel the City lacks employment opportunities. The City has placed economic development high on the list of priorities and has incorporated this need into the City’s vision for the future.

Question 4. *Are there adequate retail shopping opportunities in the City of Fairburn?*

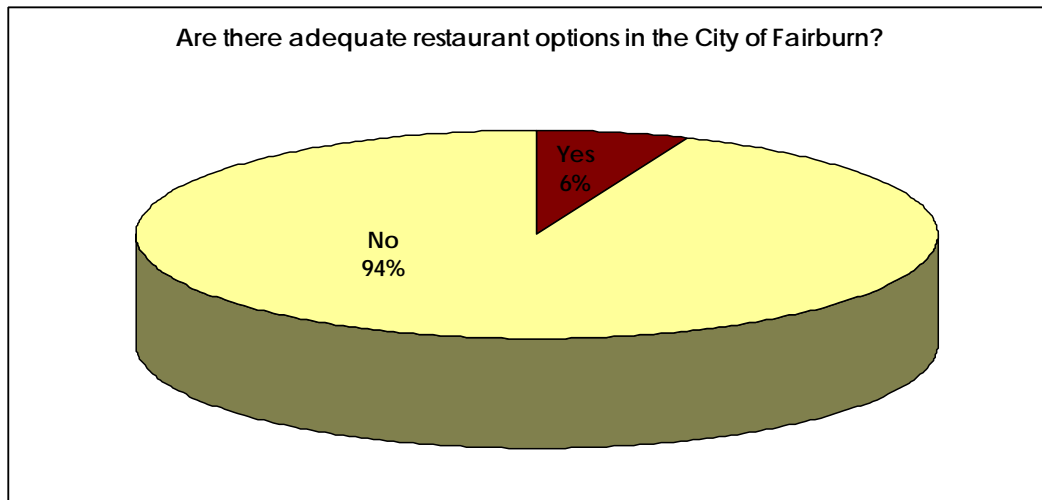
This question was intended to provide the Project Team with a general impression regarding how the population surveyed feels about the availability of retail shopping within the City of Fairburn.



The vast majority of people (94%) felt that the current level of retail and shopping available within the City does not meet the needs of residents. The City has been making efforts to draw service-related businesses to the area and has included detailed plans related to this item in the Short-Term Work Program.

Question 5. *Are there adequate restaurant options in the City of Fairburn?*

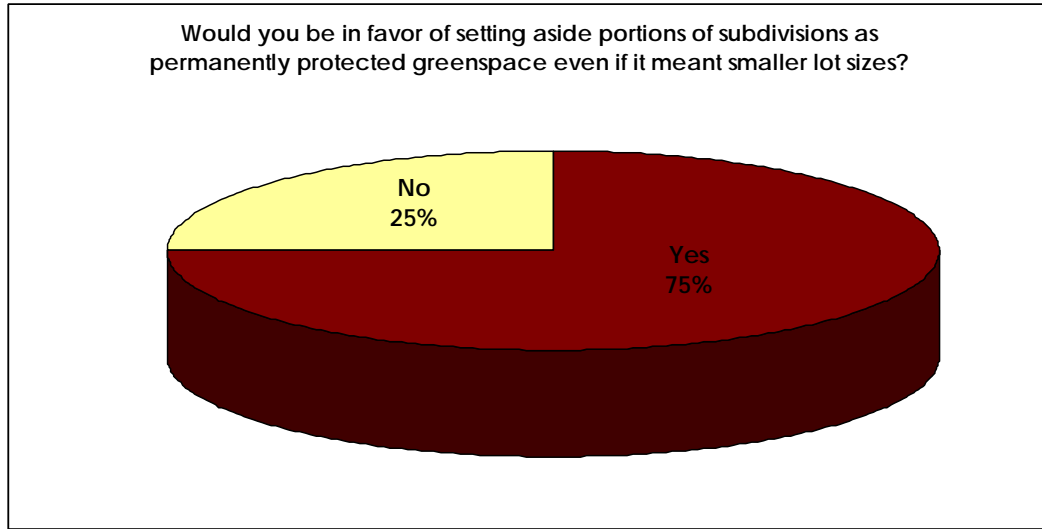
This question was intended to provide the Project Team with a general impression regarding how the population surveyed felt about the availability of restaurants within the City of Fairburn.



The majority of people (94%) felt that the current level of restaurants available within the City does not provide adequate options for residents. The City has been making efforts to draw service related businesses to the area and has included detailed plans related to this item in the Short-Term Work Program.

Question 6. *Would you be in favor of setting aside portions of subdivisions as permanently protected greenspace even if it meant smaller lot sizes?*

This question was designed to gain feedback from residents about the importance of greenspace versus smaller lot sizes.



Most residents that took part in the community survey (75%) were in favor of setting aside portions of greenspace as part of new subdivisions. The addition of greenspace and openspace has been given special attention throughout the process of producing the Community Agenda. The Short-Term Work Program contains specific projects that address this issue.

Question 7. *Please rate your level of satisfaction with each of the following.*

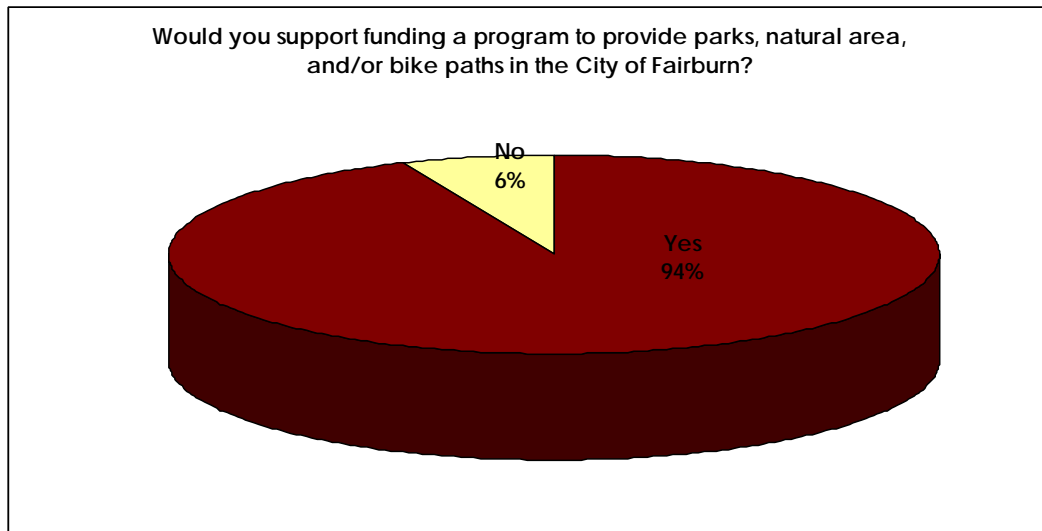
This question was designed to give residents the opportunity to rate their level of satisfaction with various City services in Fairburn.

	Very Satisfied	Satisfied	No Opinion	Dissatisfied	Very Dissatisfied
Tree protection efforts in your neighborhood	6.50%	48.40%	16.10%	22.60%	6.50%
Solid waste recycling facilities and/or services	9.70%	25.80%	35.50%	16.10%	12.90%
Parks	3.10%	25.00%	18.80%	40.60%	12.50%
Bike paths and biking trails	3.10%	12.50%	15.60%	50.00%	18.80%
Sidewalks	12.50%	28.10%	6.30%	43.80%	9.40%
Drainage systems	3.20%	22.60%	22.60%	38.70%	12.90%
Cleanliness of public spaces	0.00%	60.00%	3.30%	26.70%	10.00%

Residents who participated in the survey appear to be fairly satisfied with most of the items listed above. Parks, bike paths/trails, sidewalks, and the drainage system are specific items where over 50% of the general population surveyed felt the City needs some improvement. These issues are addressed with projects defined in the Short-Term Work Program.

Question 8. *Would you support funding a program to provide parks, natural area, and/or bike paths in the City of Fairburn?*

This question was intended to provide the Project Team with an idea of the level of support a program would receive for funding for parks, greenspace, and multi-use paths.



An overwhelming majority of the population surveyed (94%) indicated they would support funding a program that increases the amount of parks, greenspace, bike paths, and other recreational opportunities in the City. The addition of natural areas in the City has been placed at the forefront of the City's planning efforts. Protection and addition of natural resources and features is addressed in the City's Vision for the Future and will ultimately add to the quality of life for residents of Fairburn.

Question 9. *On the issue of parking in downtown Fairburn, which of the following best describes your views?*

This question was included to gain an understanding of how the general population felt about the availability of parking in and around the downtown area.

	Count	Percent
I think the City needs to provide more parking space in the downtown area	10	31.30%
I think the City needs more parking in outlying areas with more frequent shuttles to the downtown area	3	9.40%
Neither	11	34.40%
Both	5	15.60%
I don't know	3	9.40%

The City feels there is a perceived lack of parking available in the downtown area. The results indicate that over 50% of the residents surveyed felt there should be more parking downtown and in outlying areas or a combination of the two. The Short-Term Work Program addresses the addition of parking in the downtown historic district and other alternative forms of transportation.

Question 10. *Do you think the City needs more, less, or the same amount of the following types of housing?*

This question was designed to get an idea of what types of housing residents would like to see increased in number.

	More	Less	Same	Don't Know / No Opinion
Single-Family Residential	45.50%	24.20%	30.30%	0.00%
Apartments	9.40%	65.60%	21.90%	3.10%
Townhomes/Row House/Condominiums	18.80%	62.50%	12.50%	6.30%
Manufactured Homes	0.00%	75.00%	15.60%	9.40%
Mixed-Use Residential	36.40%	27.30%	27.30%	9.10%

Most residents surveyed felt there is a need for more single-family and mixed-use residential housing. An overwhelming percentage of residents participating in the survey felt there should be less emphasis placed on apartments (66%), townhomes (63%), and manufactured homes (75%). The Implementation Plan has developed a plan that encourages the development of single-family and mixed-use developments.

Question 11. *Do you feel there is a need for more of the following special housing in the City?*

This question was intended to provide feedback to the Project Team regarding the types of new housing the survey participants feel is important.

	Yes	No	Don't Know
Housing for young couples/families	45.20%	45.20%	9.70%
Housing for low income households (below \$15,000)	9.10%	78.80%	12.10%
Adult Housing (50+)	71.90%	21.90%	6.30%
Housing for disabled or individuals with special needs	64.50%	22.60%	12.90%

The majority of residents that participated in the survey felt there is a need for more adult housing and special needs housing. The City will see an increase in the population over 50 in the coming years and has developed programs to address this issue. A large percentage (79%) felt the City should focus less on housing for low income households.

Question 12. *Do you feel that the City should develop more design guidelines to improve the appearance of the following types of development?*

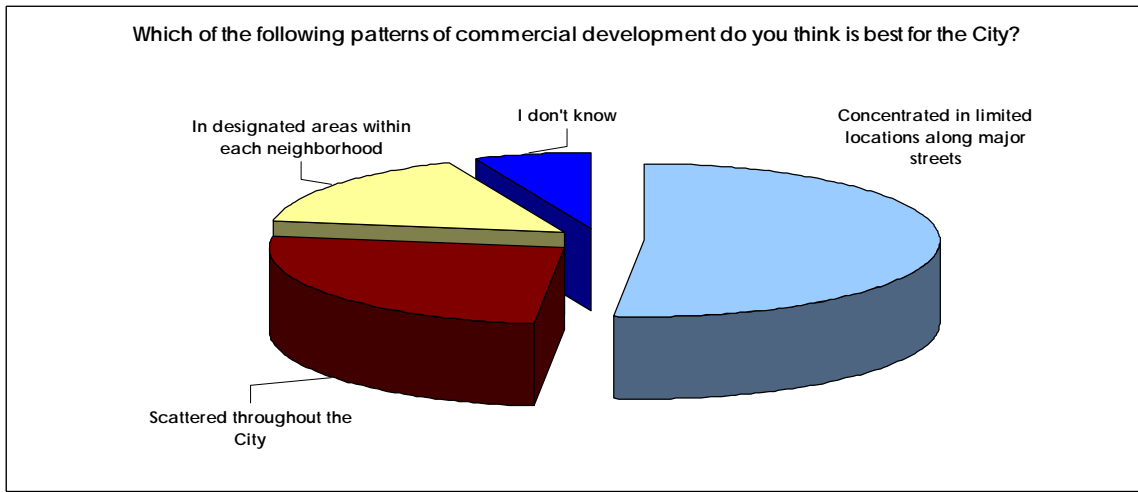
This question was designed to get an idea of how people felt about the general aesthetics of various types of current developments.

	Yes	No	Don't Know
Commercial Development	90.60%	6.30%	3.10%
Historic Development	90.60%	6.30%	3.10%
New Development	81.30%	12.50%	6.30%

The population participating in the survey clearly stated that design guidelines should be in place to improve the overall appearance of developments in the City. The development of design guidelines and standards has been addressed. The City has been working with the development community to produce better designs and will continue to do so as they move forward with the Implementation Plan.

Question 13. Which of the following patterns of commercial development do you think is best for the City?

This question was designed to get feedback from residents about where they feel commercial development is most appropriate.



Over 50% of residents participating in the survey felt commercial development should be contained along major roads within the City. This concept is consistent with the “regional commercial” area defined on the Community Character Map. About 40% believe commercial development should be scattered throughout the City or be allowed in designated areas within neighborhoods. These notions relate to the “downtown commercial” and “neighborhood commercial” areas illustrated on the Community Character Map. Commercial development has been given high priority and economic development is a component of the City’s future vision. The City will use the Implementation Plan to assure that future commercial development is consistent, and appropriate with the surrounding land uses.

Question 14. *How much of a priority do you feel the following issues are for the City of Fairburn?*

This question was designed to give residents the opportunity to prioritize various City issues.

	High Priority	Priority	Low Priority	Not a Priority
Community character	81.30%	9.40%	6.30%	3.10%
Downtown revitalization	75.00%	6.30%	15.60%	3.10%
Historic preservation of the downtown	59.40%	18.80%	12.50%	9.40%
Availability of cultural resources within the City	50.00%	28.10%	21.90%	0.00%
Alternate transportation	34.40%	25.00%	21.90%	18.80%
Creating a guideline for future development	51.60%	45.20%	0.00%	3.20%
Providing alternative housing types	9.40%	40.60%	37.50%	12.50%
Neighborhood commercial development	31.30%	37.50%	25.00%	6.30%
Walkable communities	56.30%	28.10%	15.60%	0.00%
Neighborhood revitalization/redevelopment	59.40%	28.10%	12.50%	0.00%
Environmental protection	62.50%	28.10%	9.40%	0.00%
Recreation	59.40%	28.10%	6.30%	6.30%
Community policing	71.00%	25.80%	3.20%	0.00%
Education opportunities	68.80%	21.90%	0.00%	9.40%
Traffic	35.50%	51.60%	9.70%	3.20%

Focus on the character of the City received the highest priority from residents that participated in the survey with 81% deeming it high priority. Other items residents regarded as high priority are downtown revitalization (75%), community policing (71%), educational opportunities (69%), and environmental protection (63%).

A number of other items received notable prioritization percentages from the residents that participated in the survey. Some of these items include: historic preservation of the downtown, availability of cultural resources, guidelines for future developments, walkable communities, recreation, and traffic. The sum of the 'high priority' and 'priority' categories was greater than 75% for these items.

Conclusions

The community survey was a valuable tool for the City of Fairburn in gaining an understanding of the issues most important to the public. Based on the results of the survey, the following items have been identified by residents with utmost importance and are addressed in the Community Agenda:

- *Greenspace.* Residents consider the expansion of greenspace, recreational areas, and multi-use trails within the City as important for the future Fairburn. Providing more recreational opportunities will improve the overall quality of life within the City and make Fairburn a desirable place for people to live, visit, and conduct business.
- *Economic Development.* Residents feel the City lacks employment opportunities, shopping, and dining options. The proximity of Fairburn to major transportation routes and to the Atlanta Metro Area offers an array of incentives to draw new business.
- *Downtown Revitalization.* Downtown Fairburn is a unique area that offers a variety of historic resources. This is an underutilized area with the potential to provide great downtown commercial/historic destinations to serve Fairburn residents and draw visitors from the Metro area.
- *Guidelines and Standards.* Residents feel there needs to be an effort made to further develop design guidelines and standards for residential, downtown, and commercial development that takes place in the City. Establishing guidelines will ensure that future developments meet the principles defined in the Community Agenda.

These items have been incorporated into the Community Agenda and Implementation Plan. Other items identified in the community survey have also been addressed in the final document.

APPENDIX D

News Articles from *The Citizen*

Fairburn hosts open house for Comprehensive Plan

Mon, 02/06/2006 - 11:00am

By: [The Citizen](#)

The City of Fairburn has been developing a Comprehensive Plan to foster sustainable development as the city grows. The plan addresses items such as population growth, development patterns, economic development, natural and historic resource preservation, and other issues as they relate to Fairburn.

The plan is broken down into three main elements: Community Assessment, Public Participation and Community Agenda. The Community Assessment evaluates the City's development patterns and identifies issues and opportunities within the community. The Public Participation element will offer a wide range of opportunities to local citizens interested in participation in Comprehensive Plan development. Lastly, the Community Agenda will include an update of the material in the Assessment based on public input, as well as a short and long term work program and list of policies for land use decision making.

The City will be hosting an Open House to introduce the Comprehensive Plan to the public. The Open House will be held Thursday, Feb. 9, from 7-9 p.m. at the newly refurbished City Annex Building located at 26 Washington Street in Fairburn. The event will offer citizens the opportunity to gather information about the plan and discuss their thoughts about the future of the City in an informal setting. The Mayor, City Manager, and other staff will be available to answer questions and discuss any concerns.

Fairburn starts planning for the future

Mon, 11/28/2005 - 4:29pm

[The Citizen](#)

By: [Ben Nelms](#)

Fairburn council members voted Nov. 14 to submit the Community Assessment and Public Participation portions of the Fairburn Comprehensive Plan to Georgia Dept. of Community Affairs (DCA) for approval. Public involvement in follow beginning in January.

Integrated Science & Engineering, the city's consultant for the project, headed the project team that completed the initial work on the first phase of the plan. The project team included representatives from ISE, city staff, planning commission and the development authority, said ISE's Courtney Powers.

Powers told council members that DCA had recently updated comprehensive plan requirements. Those changes will result in a more integrated and user-friendly plan, she said.

The Community Assessment components included a Development Pattern Assessment, Census Data Assessment drawn from a variety of available sources, Community Issues and Opportunities and Quality Community Objectives that include 15 objectives proposed by DCA.

Powers said the Development Pattern Assessment relied on the city's current Land Use Plan, on identified Community Character Areas, a new requirement by DCA, and identification of areas requiring special attention. Community Character Areas were categorized under headings such as historic downtown, traditional neighborhood, mixed use, industrial, downtown commercial, openspace and smart growth. Smart growth is defined as an area set aside for residential or mixed use development that is masterplanned to incorporate New Urbanist or Conservation Development standards. Areas requiring special attention was defined as those where current land use patterns and trends necessitate special attention. DCA requirements for those designated areas include consideration of natural or cultural resources, areas where rapid development is likely to occur, areas where the pace of development has or may outpace available public facilities and services, redevelopment areas, large abandoned structures or sites, infill development opportunities and areas of significant disinvestment and/or under-utilized area.

The Community Issues and Opportunities portion of the Community Assessment included a variety of areas such as population growth, economic development, natural and cultural resources, facilities and services, housing, transportation and land use.

Fairburn's population continues to show rapid growth since the 2000 census. With an April 2000 population of 5,464, the city grew steadily to a population of 10,002 in January 2005, with a current population estimated at 10,705. Powers said the family household size in Fairburn is also growing. Though households today are statistically based on 2.7 person per residence, Powers said Fairburn's households average 2.83 people.

In terms of economic development, the project team concluded that Fairburn's downtown historic district could be more of a focal point for the community. They also determined the existence of disinvestment in key areas that contribute to neighborhood decline and a reduced quality of life for residents. Additionally, the team found that available activities and points of interest were not sufficient to meet residents' needs.

In the area of transportation issues and opportunities, the project team said the existing transportation network needs improvement to provide a useful network of roadways, connectivity and alternative uses. Most residents rely solely on automobile transport that increases congestion and commute times. Within the land use section, three issues and opportunities were identified. The team said there is a need for small pockets of neighborhood commercial development to serve the expanding suburban areas. Fairburn's development patterns, they said, should promote safe and pedestrian-friendly environments and those patterns should be reflective of the community's vision.

A final component of the Community Assessment included a series of 15 DCA-proposed Quality Community Objectives. The objectives function as guidelines for future development patterns and policies to encourage sustainable, livable and vital communities. The proposed objectives include transportation alternatives, growth preparedness, infill development, resource conservation, traditional neighborhoods, regional identity, environmental protection, open space preservation, appropriate businesses, housing choices, education opportunities, regional cooperation, local self-determination, employment options and a sense of place.

The second portion of the submission to DCA, the Community Participation component, lays out a methodology that will make the public aware of the various aspects of the plan and provide a venue for residents to offer their input. Included in the Community Participation portion is the commitment to work with citizen stakeholders to identify issues, challenges and opportunities unique to the Fairburn community and to evaluate the current strengths and weaknesses of the area to develop a future plan and vision to guide future growth and development in a well-planned manner. Combined with the Community Assessment, the methodology of the Public Participation program will lead to the last phase of the comprehensive plan, the Community Agenda, to begin in January, Powers said.

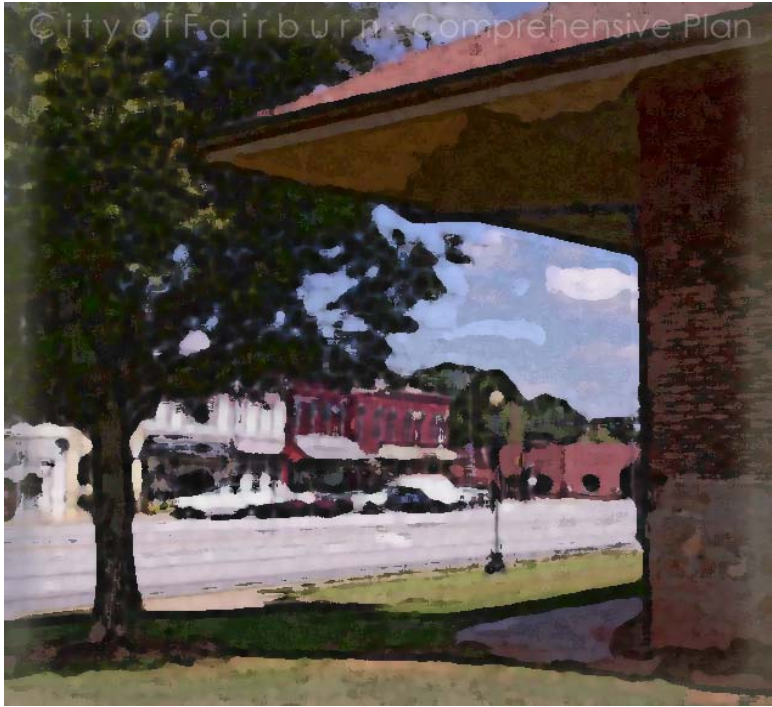
The Community Agenda constitutes the public process of the comprehensive plan, said Powers. The Community Agenda portion of the project will begin with

an open house to present the plan and solicit input from all stakeholders, said Powers. The strategy for soliciting input will come in the form of public venues such as the open house along with community surveys, stakeholder committee functions, public meetings, handouts and through information posted on the city's website.

The deadline for submission of the completed plan is Oct. 31, 2006.

APPENDIX E

Desired Design Patterns and Architectural Styles Guidebook



**DESIRED
DESIGN STYLES
&
ARCHITECTURAL
PATTERNS**



Traditional Residential

Desired Styles and Design Patterns

- Traditional architecture
- Preserved/restored historic structures
- Short front yard setbacks
- Front porches
- Sidewalks
- Mature trees
- Street tree canopy
- Traditional building materials
- Attractive landscaping
- Grid street pattern

Appropriate Character Areas

- Traditional Neighborhood
- Downtown Historic District
- Suburban



Single-Family Residential

Desired Styles and Design Patterns

- Neo-traditional development
- Short front yard setbacks
- Front porches
- Sidewalks
- Mature trees
- Traditional building materials
- Attractive landscaping
- Traffic calming street pattern
- Cluster development
- Differing architectural styles
- Rear or side entry garage

Appropriate Character Areas

- Traditional Neighborhood
- Suburban
- Mixed-Use



High Density Residential

Desired Styles and Design Patterns

- Mixed-use (commercial downstairs and residential upstairs)
- Short or zero front yard setbacks
- Front porches/patios
- Sidewalks
- Mature trees
- Traditional building materials
- Attractive landscaping
- Differing architectural styles
- Rear or side parking

Appropriate Character Areas

- Mixed-Use
- Downtown Historic District
- Office Park
- Regional Commercial



Neighborhood Commercial

Desired Styles and Design Patterns

- Adaptive reuse
- Historic preservation/restoration
- Low-intensity uses
- Restaurants/services
- Connected to nearby neighborhoods by sidewalks
- Mature trees
- Traditional building materials
- Attractive landscaping
- Differing architectural styles
- Rear or side parking

Appropriate Character Areas

- Traditional Neighborhood
- Neighborhood Commercial
- Mixed-Use
- Downtown Commercial
- Downtown Historic District



Downtown Commercial

Desired Styles and Design Patterns

- Adaptive reuse
- Historic preservation/restoration
- Uses consistent with surrounding neighborhood
- Restaurants/services
- Connected to nearby neighborhoods by sidewalks
- Building materials and architectural styles are consistent with Downtown area
- Street trees
- Differing architectural styles
- Rear or side parking
- Buildings front on street (no front setback)
- Attractive pedestrian environment

Appropriate Character Areas

- Downtown Historic District
- Downtown Commercial



Regional Commercial

Desired Styles and Design Patterns

- Differing architectural styles
- Brick and stucco facades
- Attractive landscaping
- Mature trees
- Alternative paving surfaces
- Attractive pedestrian environment
- Masterplanned development
- Attractive lighting fixtures

Appropriate Character Areas

- Regional Commercial



Office Park

Desired Styles and Design Patterns

- Masterplanned development
- Attractive landscaping
- Mixed-use (office, commercial, residential)
- Multi-use paths
- Connectivity

Appropriate Character Areas

- Business Park
- Regional Commercial



Industrial

Desired Styles and Design Patterns

- Masterplanned development
- Attractive landscaping
- Buffers
- Mixed-use (industrial, commercial)
- Connectivity
- Transportation access
- Attractive facades

Appropriate Character Areas

- Industrial
- Business Park



Open Space / Greenspace

Desired Styles and Design Patterns

- Masterplanned development
- Attractive landscaping
- Buffers
- “Tot lots”
- Multi-use trails
- Pocket parks
- Passive recreation

Appropriate Character Areas

- Residential
- Traditional Neighborhood
- Downtown Historic District
- Mixed-Use
- Business Park
- Industrial