

# Fairburn



Comprehensive Plan

**Planning Workshop #1**

February 27, 2025

# Today's Agenda

- ▶ Meet the Team
- ▶ Overview of the Plan and the Process
- ▶ How Can You Get Involved?
- ▶ Needs & Opportunities
- ▶ Activities
- ▶ Next Steps and Q&A

# Meet the Team

# Comprehensive Plan Team

## City Staff

**Denise Brookins**

Director of Planning & Zoning

**Chancellor Felton**

Planner

## Consultant Team



**Allison Sinyard**

Associate & Project Manager, TSW



**Allison Stewart-Harris**

Associate Principal, TSW



**Bert Kuyrkendall**

Senior Associate, TSW



**Christopher Myers**

Associate, TSW



**Roxanne Raven**

Community Planner, TSW



**Safae Hammer**

Transportation Planner, TSW



**Tate Wilson**

Director of Real Estate, KB  
Advisory Group

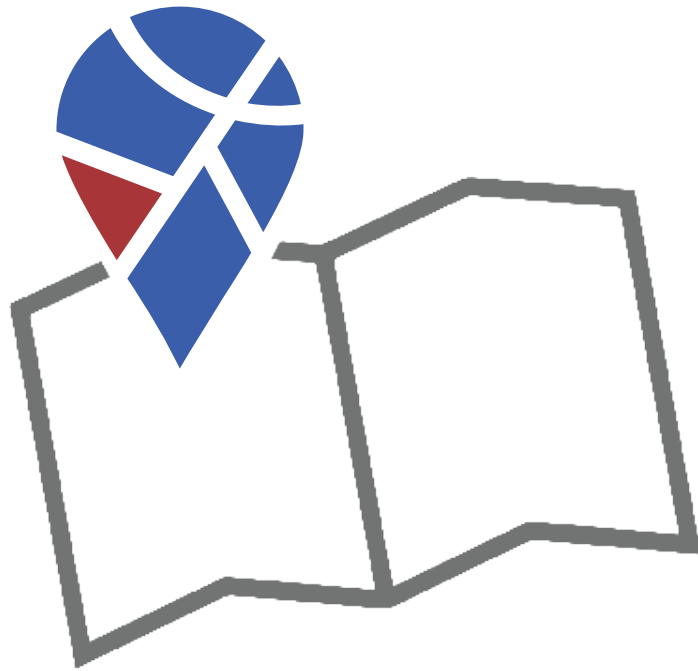


**Gabrielle Oliverio**

Consultant, KB Advisory  
Group

# Overview of the Plan & Process

# What is a Comprehensive Plan?

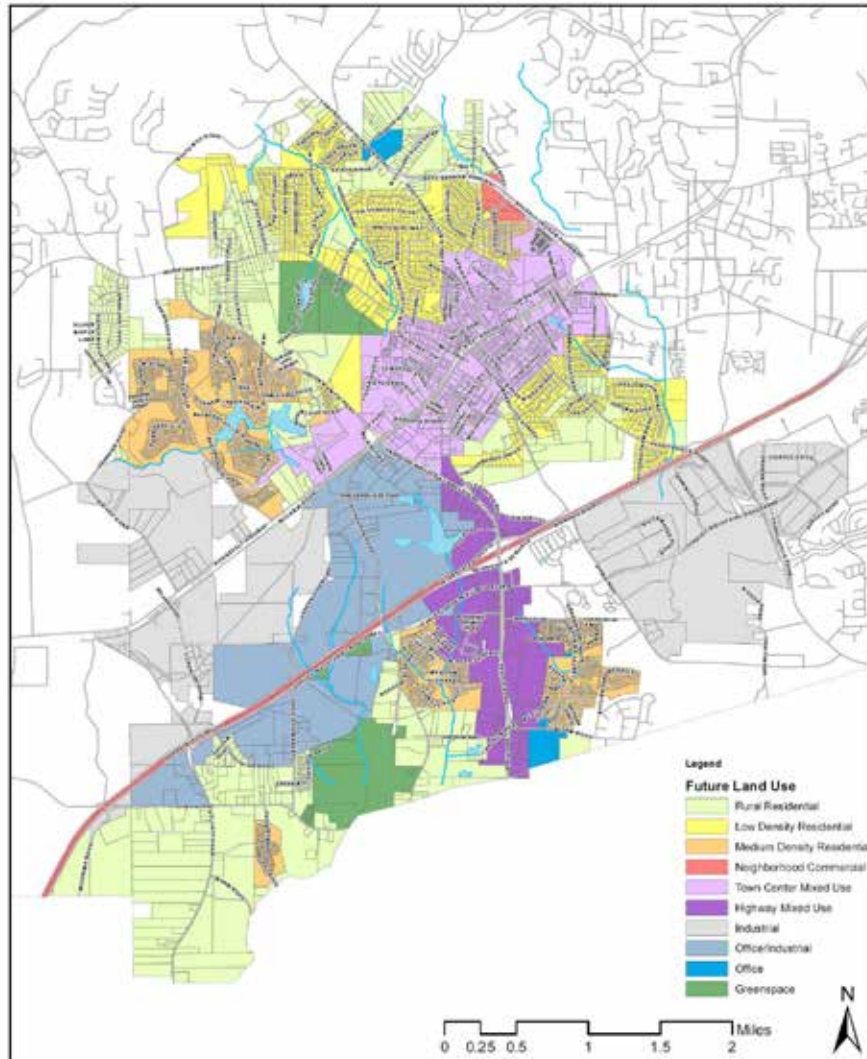


A comprehensive plan is a **guiding document** that outlines how a city's long-term vision for **land development** will be implemented over time.

It answers three big questions:

1. Where are we now?
2. Where do we want to go?
- 3. How do we get there?**

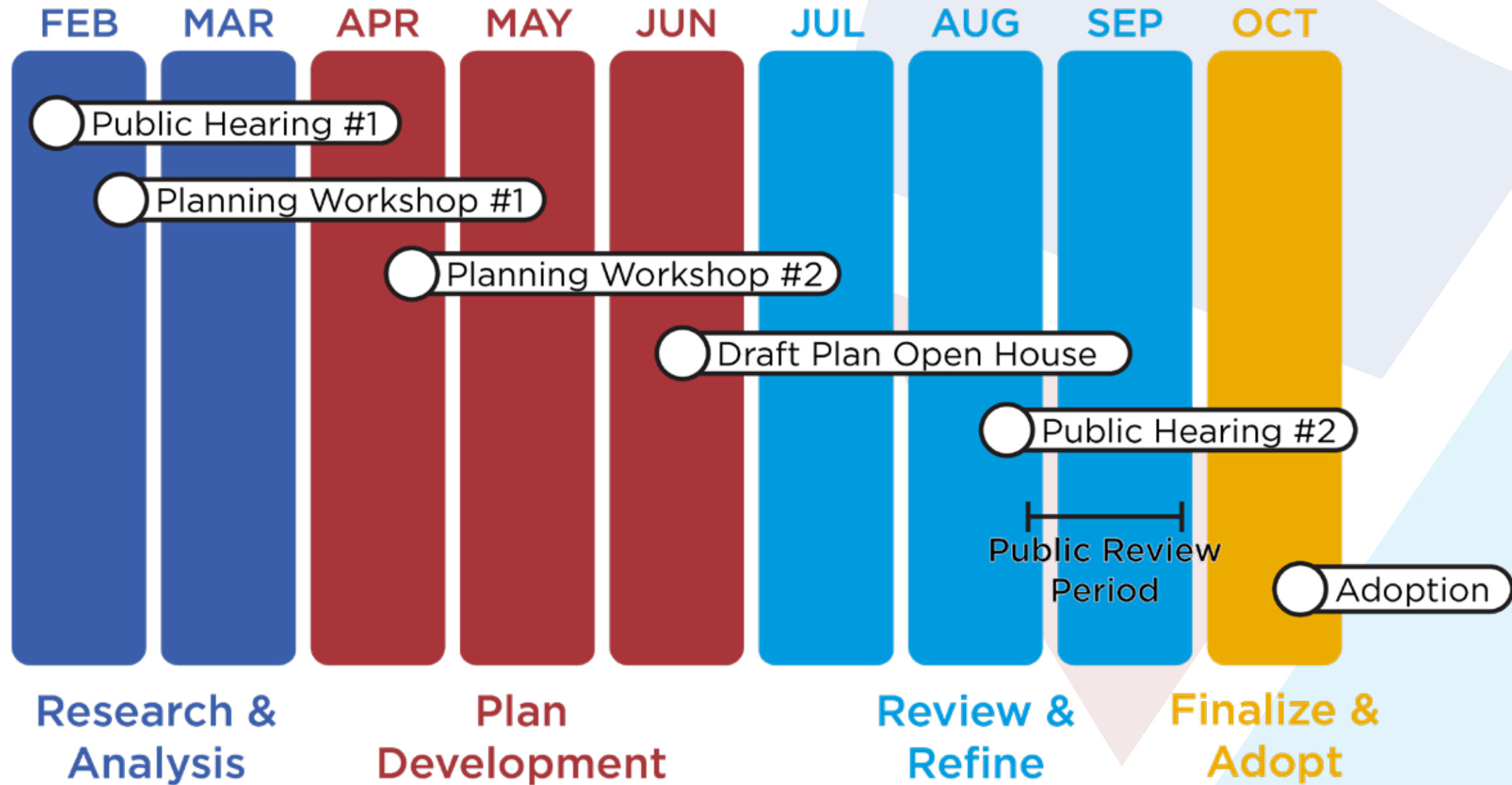
# The Role of a Comprehensive Plan



**2020 Comprehensive Plan  
Future Land Use Map**

- Guides future land use and development decisions in Fairburn
- Provides direction for related elements (housing, transportation, etc.)
- Sets long-term vision for the City's future

# Our Process



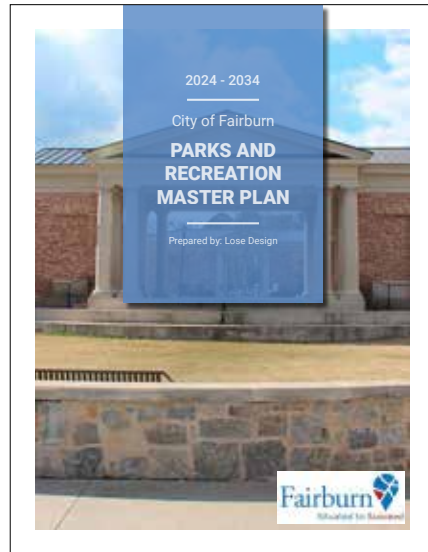


# What Are We Doing?



- ▶ Take inventory of what the City of Fairburn has accomplished since the last comprehensive plan was adopted in 2020.
- ▶ Update the City's future land use strategy.
- ▶ Audit the Zoning Ordinance and make recommendations to align it better with the Comprehensive Plan recommendations.

# What Are We Doing?



- Update the plan to reflect the results of recent planning studies
- Create a work program and action plan to implement the vision.
- Get input from the community on what they want to see for Fairburn's future.**

# Accomplishments

- Highway 74 expansion
- Completion of the Parks Master Plan and implementing some of those recommendations
- Updating the Economic Development Strategic Plan
- Placemaking initiatives
- Upgrades to the concert series
- Fire Station 24 is complete and operating
- Fire Station 23 is nearing completion (85%)

# How Can You Get Involved?



# Ways to Participate

- ▶ Stay informed through our website
- ▶ Take our survey
- ▶ Attend meetings
- ▶ Tell your friends and neighbors about the plan and the process we're undergoing



# Our Website



- ▶ Upcoming meeting dates
- ▶ Link to the survey and other online activities
- ▶ Presentations and materials from previous meetings
- ▶ Plan documents

Learn more at: [www.fairburncompplan.com](http://www.fairburncompplan.com)

# Survey



## **Launches next week!**

Asks questions about...

- ▶ Quality of life
- ▶ Growth
- ▶ Housing
- ▶ Transportation
- ▶ ...and more!

Optional demographic questions

# Upcoming Public Meeting Dates



- ▶ **Planning Workshop #2 (Visioning Workshop)**

April 24th, 6:00pm

City Hall Council Chambers

- ▶ **Outreach at Third Friday Event**

TBD (likely May)

- ▶ **Draft Plan Open House**

June 17th, all day

City Hall Council Chambers



# Needs & Opportunities

# BINGO!

**BINGO!**

1. Take a moment to visit the Existing Conditions boards and fill out the blank spaces on your BINGO card with **needs and opportunities** you think exist in Fairburn. (Use the back of this sheet if you need to expand on your ideas!)
2. During our presentation, we'll list off some needs and opportunities that we've already identified. When you hear one that's on your BINGO card, mark it off!
3. After the presentation, stop by the Needs & Opportunities board and finish marking off your BINGO card. When you have 5 in a row, you've hit BINGO!

B	I	N	G	O
Need: public art	Address declining property values	Need: more affordable housing	Improve aging roads	Need: museums
Opportunity: brewery	Expand senior housing	Update zoning codes	Opportunity: schools	Revitalize underutilized properties
Redevelopment of downtown	Need: connect to regional trails		Need: more grocery stores	Leverage economic development tools
Expand park investments	Opportunity: Youth Council	Opportunity for workforce housing	Renaissance Festival	Need: more rental housing
Opportunity: Film industry	Sidewalk enhancement	Need: more housing downtown	Improve tree canopy protection	Need: smart growth

**1. Fill out the blank spaces on your BINGO card with needs and opportunities you think exist in Fairburn.**

**2. We're about to list off some needs and opportunities that we've already identified. When you hear one that's on your BINGO card, mark it off!**

# Needs

**Economic Revitalization:** Address declining property values, business closures, and stagnant growth.

**Infrastructure:** Improve aging roads, sidewalks, drainage, and connectivity.

**Housing:** Expand senior housing, mixed-use developments, and affordable housing options.

**Land Use & Zoning:** Update zoning codes, prevent incompatible uses, and encourage smart growth.

**Downtown & Corridor Redevelopment:** Revitalize underutilized properties and improve walkability.

# Needs

**Parks & Recreation:** Increase park acreage, recreational facilities, and trail connectivity.

**Transportation:** Enhance sidewalks, bike lanes, transit access, and truck management.

**Placemaking & Public Spaces:** Strengthen public gathering spaces, creative placemaking, and wayfinding.

**Economic Development:** Improve business attraction, branding, and flexibility in property use.

**Sustainability:** Preserve greenspace, improve tree canopy protection, and manage industrial impacts.

# Opportunities

**Redevelopment Potential:** Downtown, on major corridors, and on underutilized properties

**Existing Economic Development Tools:** Opportunity zones, tax incentives, and public-private partnerships

**Public Infrastructure Investments:** Recent streetscape improvements, expanded parks, and new multimodal connections

**Housing Growth:** New demand for senior, workforce, and mixed-use housing near key areas

# Opportunities

**Creative Placemaking:** Existing public art, cultural programming, and historic preservation efforts

**Industrial Growth:** Leverage Fairburn's industrial base and location near major transportation hubs

**Tourism & Events:** Utilize the Renaissance Festival, film industry, and local historic assets

**Education & Workforce:** Expand partnerships with colleges and workforce training programs.

# Activities

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Expand park investments	Opportunity: Youth Council	Opportunity for workforce housing	Renaissance Festival	Need: more rental housing
Opportunity: Film industry	Sidewalk enhancement	Need: more housing downtown	Improve tree canopy protection	Need: smart growth

1. After the presentation, stop by the Needs & Opportunities board and finish marking off your BINGO card. When you have 5 in a row, you've hit BINGO! (First three to hit BINGO will get a prize!)

2. Leave your completed card with us.



# City Report Card

## Fairburn Report Card

**How's Fairburn Doing?** Let us know how you think Fairburn is performing in each of these planning subjects. Write down a grade (A-F) for each subject. If you have additional thoughts, leave a comment.

PLANNING SUBJECT	GRADE
<b>LAND USE.</b> Pace and Intensity of development, as well as the types of development built (residential, office, retail, civic, etc.)	
<b>HOUSING.</b> Amount, quality, affordability, and types of housing available in Fairburn	
<b>TRANSPORTATION.</b> The type and quality of infrastructure for driving, biking, walking, and taking transit	
<b>ECONOMIC DEVELOPMENT.</b> Business and job mix within the city that fosters vibrant local economy	
<b>BROADBAND.</b> The ability to connect to the Internet for business and personal use	
<b>NATURAL &amp; CULTURAL RESOURCES.</b> The physical features that shape the environment, and the sites, structures, and landscapes that are significant to Fairburn's culture and history	
<b>PUBLIC RELATIONS &amp; COMMUNICATIONS.</b> The City's relationship with the community and ability to communicate key information to residents.	

ADDITIONAL COMMENTS

### GRADING SCALE

- A** Exceeds Expectations
- B** Meets Expectations
- C** Satisfactory
- D** Needs Improvement
- F** Unsatisfactory

Stop by our City Report Card and grade your city's land use, housing, transportation, economic development, broadband, natural and cultural resources, and communications.

## GRADING SCALE

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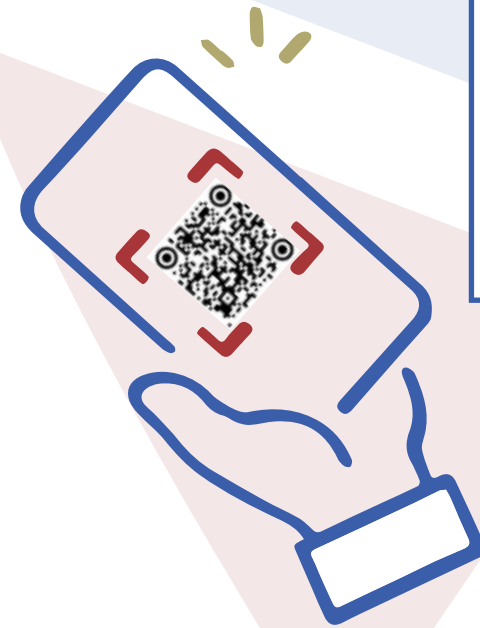
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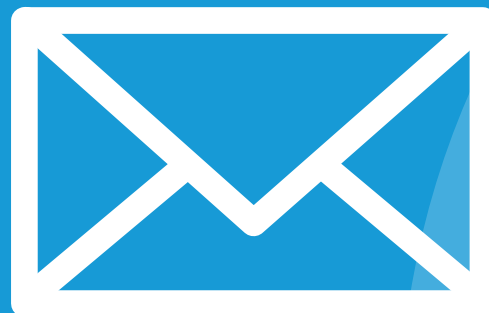
# Next Steps

- 1. Take the survey!**
2. Promote the website, upcoming engagement events, etc. to your networks!
3. Come to our next meeting on April 24th
4. Be on the lookout for information on the upcoming events.



[www.fairburncompplan.com](http://www.fairburncompplan.com)





Questions? Reach out to:

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City of Fairburn

[sbrookins@fairburn.com](mailto:sbrookins@fairburn.com)

Thank you!