



## City of Fairburn Work Session

### Agenda

January 8, 2024

6:00 PM

### *The Honorable Mayor Mario Avery*

The Honorable Linda J. Davis  
The Honorable Samantha Hudson  
The Honorable Ulysses J. Smallwood

Mr. Tony Phillips  
Mr. Rory Starkey  
Ms. Brenda B. James

The Honorable Alex Heath  
The Honorable Hattie Portis-Jones  
The Honorable James Whitmore

City Administrator  
City Attorney  
City Clerk

- I. Meeting Called to Order: The Honorable Mayor Avery
- II. Roll Call: City Clerk
- III. Agenda Items:
  - 1. Future Land Use Update **(Planning & Zoning)**
  - 2. Parks Master Plan Project Update **(Parks & Recreation)**
- IV. Adjournment:

When an Executive Session is required, one will be called for for the following Issues:  
**(1) Personnel (2) Real Estate or (3) Litigation**



## CITY OF FAIRBURN WORK SESSION AGENDA ITEM

**SUBJECT:** Future Land Use Update

**ITEM TYPE:** Presentation

**SUBMITTED:** 01/02/2024    **WORK SESSION:** 01/08/2024    **COUNCIL MEETING:** N/A

**DEPARTMENT:** Planning & Zoning

**BUDGET IMPACT:** N/A

**PUBLIC HEARING:** No

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**PURPOSE:**

Discuss the development of a process and standards for Future Land Use amendments.

**HISTORY:**

N/A

**FACTS AND ISSUES:**

The purpose of the Comprehensive Plan is to guide the intensity, location, and timing of development and to ensure compatibility with existing uses, infrastructure, and economic trends while protecting natural and cultural resources. By state mandate, all local governments are required to create and use the planning document to guide community growth and resources for the next 20 years.

Local governments must have certain elements within the plan to ensure an adequate planning effort has been performed, and the document has sufficient public involvement. The current City of Fairburn Comprehensive Plan contains the following elements: Executive Summary, Economic Development, Transportation, Broadband, Land Use, and the Community Work Program. It is important to note the plan serves as a guide for development and does not bind zoning decisions. The future land use map is one of the many elements in the comprehensive plan.

Most municipalities have a process to consider future land use amendments, typically using standards similar to rezoning requests. The current zoning ordinance does not have guidelines for future land use amendment requests.

**FUNDING SOURCE:**

N/A

**RECOMMENDED ACTION:**

N/A

**ATTACHMENTS:**

1. PZ\_Presentation\_FLU\_01.2024



PLANNING AND ZONING DEPARTMENT

MONDAY, JANUARY 8, 2024



# FUTURE LAND USE AMENDMENTS

# Future Land Use & Zoning

Every parcel in the City of Fairburn has a Zoning and Future Land Use designation

## Future Land Use



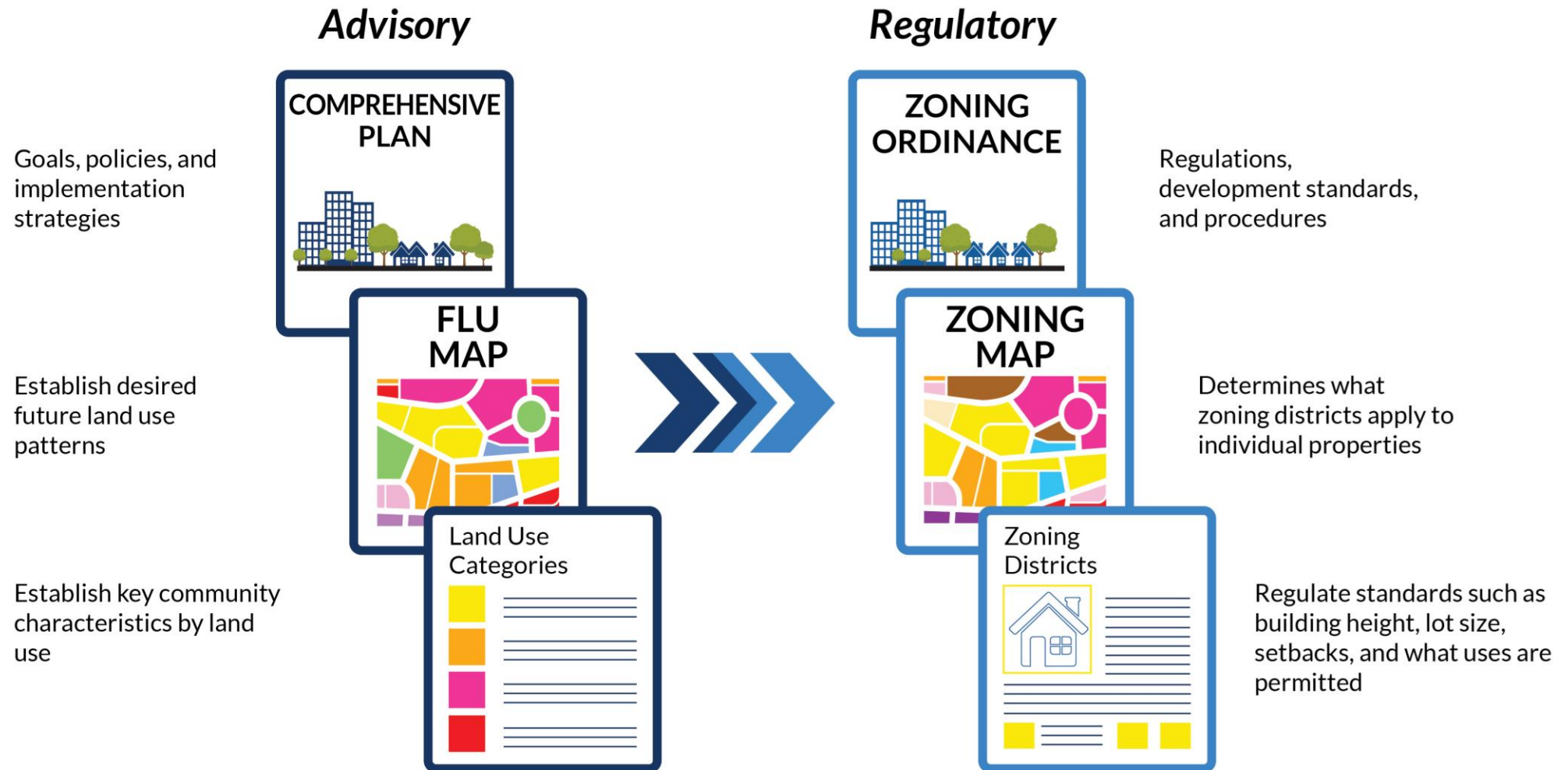
- Establishes the land use policy and density/intensity
- Contains designations such as “Commercial”, “Highway Mixed Use” and “Low Density Residential
- Governed by the Comprehensive Plan

## Zoning Regulations



- Regulates lot sizes, building heights, setbacks, design standards, and limits uses
- Contains classifications such R-1, C-1, C-2
- Implements the land use and establishes regulations governed by Chapter 80

# Role of the Future Land Use Map





## OVERVIEW

A **comprehensive plan** lays the foundation for **zoning codes**, the legal tool for implementing the vision of the future contained in the comprehensive plan.

# FUTURE LAND USE AMENDMENTS

## PROPOSED UPDATE



Submittal Guidelines  
/Deadlines



Establish the process



Public Participation



Standard for Review



## UPCOMING CODE AND PLAN UPDATES

TEXT AMENDMENT  
PARKING LOTS  
(GRAVEL)

SUSTAINABILITY PLAN  
UNDERWAY  
ELECTRIC VEHICLE

HOUSING MARKET STUDY  
UNDERWAY  
AFFORDABLE  
HOUSING/DENSITY  
BONUS

SEEKING FEEDBACK  
DATA CENTERS



## CITY OF FAIRBURN WORK SESSION AGENDA ITEM

**SUBJECT:** Parks Master Plan Project Update

**ITEM TYPE:** Presentation

**SUBMITTED:** 12/29/2023      **WORK SESSION:** 01/08/2024      **COUNCIL MEETING:** N/A

**DEPARTMENT:** Parks & Recreation

**BUDGET IMPACT:** N/A

**PUBLIC HEARING:** No

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**PURPOSE:**

For Lose Design to provide a project update of the Parks Master Plan.

**HISTORY:**

N/A

**FACTS AND ISSUES:**

The City of Fairburn has seen significant growth over the past 10 years. The Parks and Recreation Department is in the process of creating our comprehensive long-range plan with the assistance of Lose Design.

**FUNDING SOURCE:**

N/A

**RECOMMENDED ACTION:**

N/A

**ATTACHMENTS:**

1. Parks Master Plan Update 1.8.24

# Fairburn, GA CPRMP

## Project Status Update

January 8, 2024



# Agenda

- Public Input Update
- Community Profile Overview
- Facility Assessment Update
- Staff SWOT Analysis and Assessment
- Project Schedule Update

# Public Input Update



# Public Input

- 1 Public Input Meeting
  - Fairburn Youth Center (9/6/2023)
  - Approx. 30 participants
- 2 Intercept Events
  - Fairburn Fall Festival (10/7/2023)
  - Fairburn Annual Tree Lighting (12/9/2023)
  - Approx. 200 participants



# Public Input

- **Social Pinpoint (web)**
  - **Online Survey**
  - **Mapping Exercise**
  - **210 Survey Responses (as of 12/29/2023)**
  - **Ongoing through 1/26/2024**
- **Over 400 participants have provided feedback to date!**

### Ways to Participate

Please participate in any or all of the following activities. This will help our team understand the recreational needs and desires of Fairburn, GA residents.



#### Community Survey

Community survey input will be open until Friday, January 26th. Please participate until then.

[Take The Survey](#)



#### Where do you want it?

Please comment on the map using the tools provided. Tell us where you think a facility should be located or what improvements are needed to existing facilities.

[See Project Map](#)

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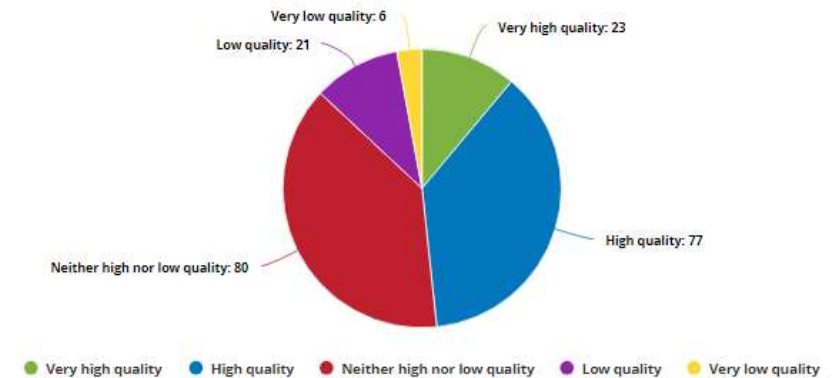
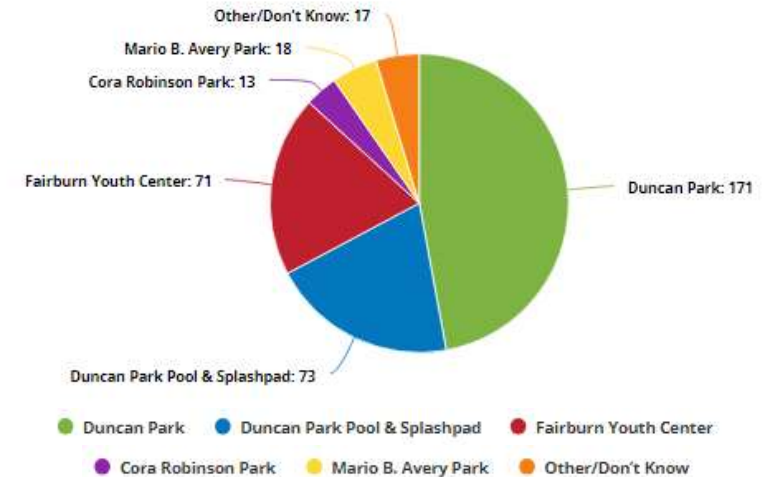
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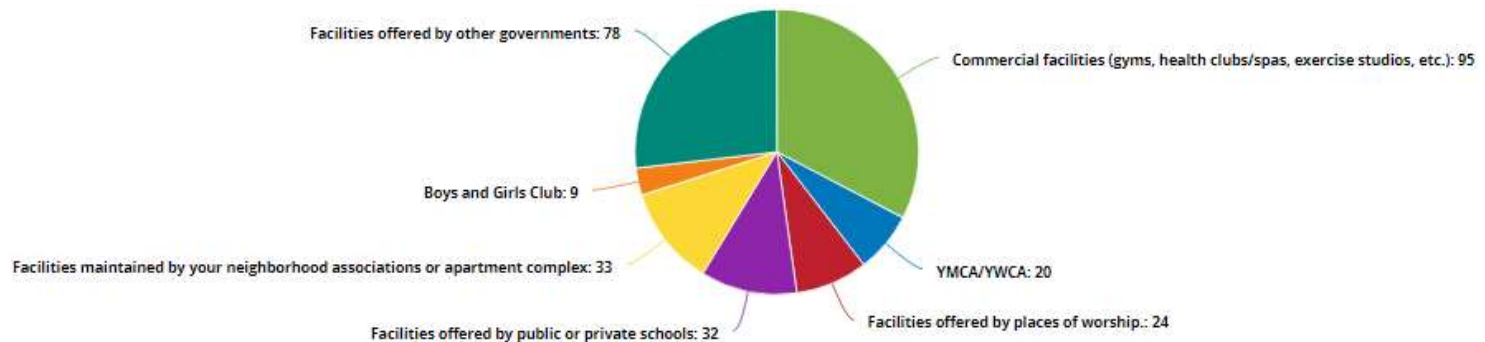
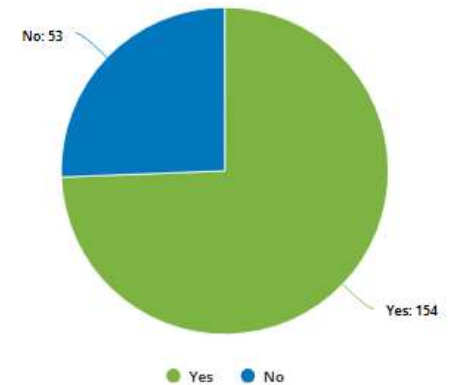
# Public Input Trends

- Duncan Park, Duncan Park Pool & Splashpad, and Fairburn Youth Center are the highest used facilities
- Over 50% of survey participants thinks that the City's parks and facilities are high quality.



# Public Input Trends

- Nearly 75% of participants indicate that they travel outside of Fairburn for facilities offered by other providers
- The largest preferences for other providers are commercial facilities and facilities in other governments. Primary reasons are more diversity, better quality, and lack of sufficient program diversity in Fairburn



# Public Input Trends

## Top 10 Requested Programs

- 1) Fitness Classes
- 2) Swim Lessons/ Education
- 3) Run/Walk Groups
- 4) Water Fitness
- 5) Special Events/Festivals
- 6) Family Leisure Swim/Play
- 7) Dance/Theater Classes
- 8) Cooking Classes
- 9) Summer Camps
- 10) Before/After School Programs

## Top 10 Requested Facilities

- 1) Exercise/Fitness Room
- 2) Indoor Walking Track
- 3) Trails/Greenways
- 4) Playgrounds
- 5) Outdoor Water Park
- 6) Therapy Pool
- 7) Amphitheater
- 8) Dance Studio
- 9) Performing Arts Center
- 10) Picnic Pavilions

# Community Profile Overview



# Total Population

- Approx. 25% growth in total population from 2010.
- The City's rate of growth is outpacing Fulton County and the State of Georgia
- Fairburn's population density is lower than surrounding communities, but has increased 25% since 2010

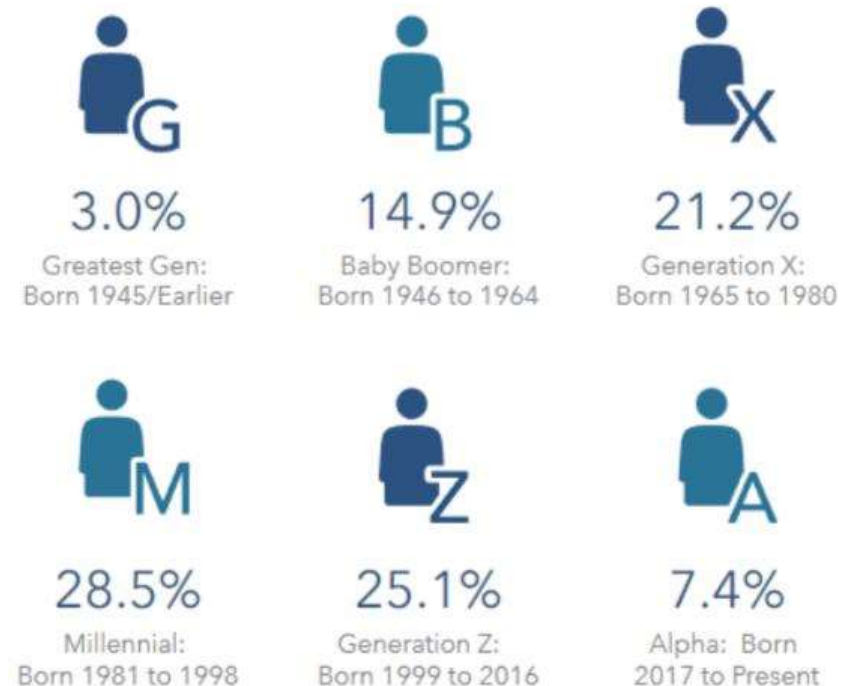
| Community     | 2010        | 2023        | % Change 2010 to 2023 |
|---------------|-------------|-------------|-----------------------|
| Fairburn      | 13,594      | 16,985.00   | 25%                   |
| Fulton County | 925,622     | 1,081,158   | 17%                   |
| Georgia       | 9,687,653   | 10,912,876  | 13%                   |
| United States | 308,745,538 | 333,287,562 | 8%                    |

| Community                     | Land Area (sq. miles) | Density (persons per sq. mile) |
|-------------------------------|-----------------------|--------------------------------|
| <b>Benchmark Communities:</b> |                       |                                |
| East Point                    | 14.7                  | 2,611.29                       |
| Sandy Springs                 | 38.52                 | 2,797.69                       |
| Douglasville                  | 23.03                 | 1,647.50                       |
| Carrollton                    | 23.05                 | 1,182.82                       |
| South Fulton                  | 86.25                 | 1,288.71                       |
| Fairburn                      | 17.12                 | 992.11                         |
| Georgia                       | 59,425                | 183.64                         |
| United States                 | 379,700               | 87.78                          |

# Population by Age

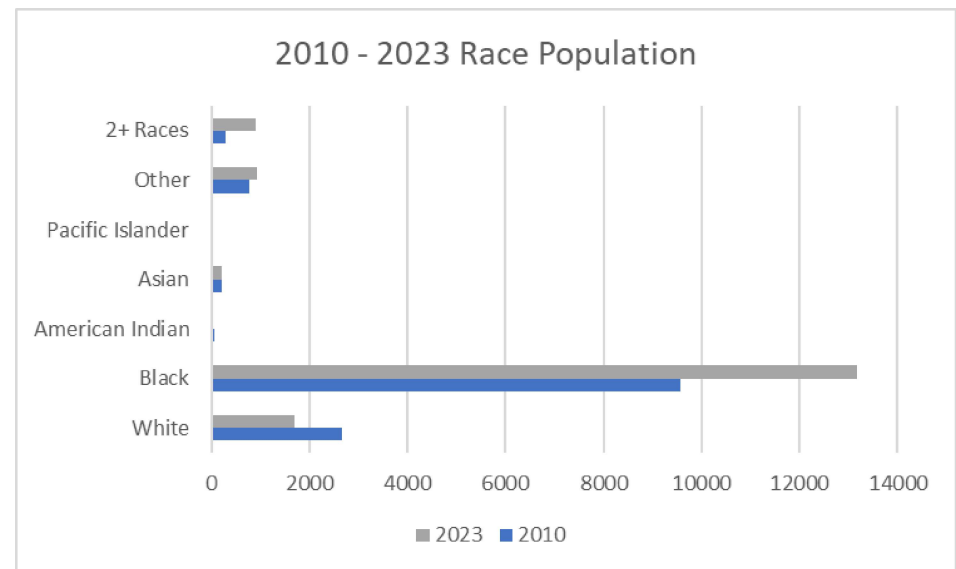
- Fairburn's largest population segment (by age) are Millennials
- Senior adults compose approximately 18% of the City's population
- Both of these segments of the population have seen the highest rates of growth since 2010.

## POPULATION BY GENERATION



# Population by Race/ Ethnicity

- The City's population is predominantly **Black/African American**
- **Significantly low rates of other minority groups**
- Current estimates show that the **Hispanic or Latino segment of the population is approximately 12.5%**



# Population by Economics/ Income

- Fairburn's Median Household Income is \$65,202 (2022)
- This is an increase of 24% since 2010
- The rate of change in Median Household Income is less than the State of Georgia and the United States

| Community     | Median Household Income 2010 | Median Household Income 2022 | % Change |
|---------------|------------------------------|------------------------------|----------|
| Fairburn      | \$ 52,449.00                 | \$ 65,202.00                 | 24%      |
| Georgia       | \$ 46,430.00                 | \$ 72,837.00                 | 57%      |
| United States | \$ 50,046.00                 | \$ 74,755.00                 | 49%      |

# Facility Assessment Update



# Initial Findings

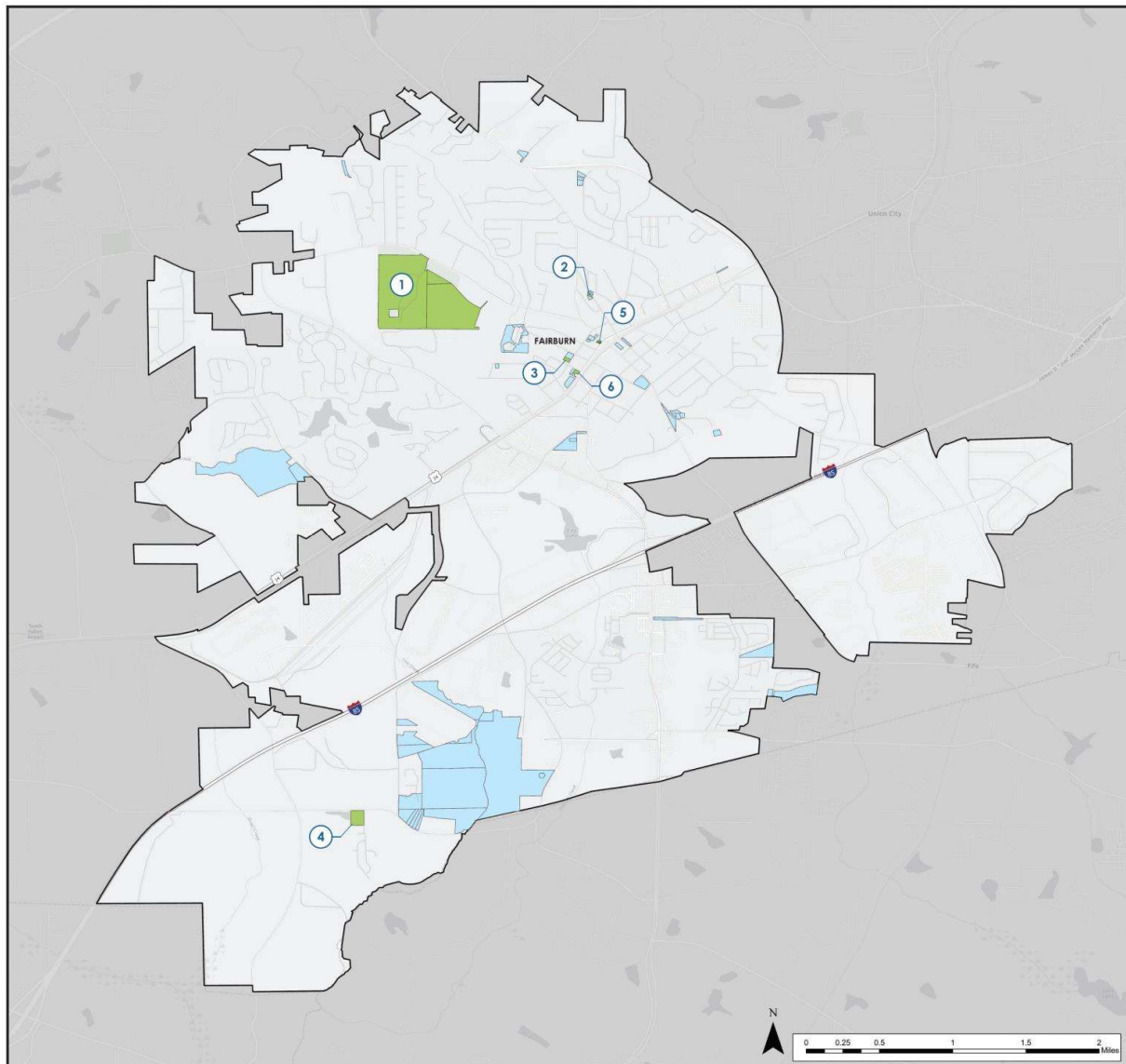
- Duncan Park and its facilities are the most heavily utilized.
- Several facilities are in need of repairs that are beyond regular maintenance
- A lack of facility diversity/quantities is a limiting factor for programming and overall service delivery



# Initial Findings

- ADA compliance issues observed
- Isolated safety issues observed
- Signage/ amenity standardization needed (branding)
- Park/facility distribution disparity (north vs. south)





## OVERALL PARK MAP

- FAIRBURN PARK PROPERTIES
- OTHER FAIRBURN PROPERTIES
- FAIRBURN CITY LIMITS
- ROADS

## EXISTING PARK PROPERTIES

- ① DUNCAN PARK
- ② CORA ROBINSON PARK
- ③ MARIO B. AVERY PARK
- ④ FUTURE PARK SPACE
- ⑤ FRANKIE ARNOLD STAGE & COURTYARD
- ⑥ FAIRBURN YOUTH CENTER



# Staff SWOT Assessment





# **Fairburn, GA**

## **Comprehensive Parks and Recreation Master Plan**

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SWOT Analysis and Assessment  
November 30, 2023

# FAIR BURN PLAN 2040

City of Fairburn Comprehensive Plan 2020-2040

## VISION STATEMENT

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

How Fairburn intends to become that desired destination:

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



## City of Fairburn Parks and Recreation Department Mission Statement:

***To promote physical activity, positive social interaction, and outdoor exploration through leisure activities and recreation programs.***

## What is a Mission Statement?

***Who are we today, what we do, and who we serve right now.***

***A statement of purpose/ a reason for why we exist.***

***What differentiates us from other organizations.***

***Reflects our values and supports our vision.***



## What is a Vision Statement?

***Who do we want to be?***

***Where are we going?***

***How can we do that?***

***Short Term (5 yrs) vs. Long Term (10yrs)?***

## Visioning Statement Development (Group Discussion)

- Education
- Health/Wellness
- Technology
- “Catalyst of Change”
- Environmental Stewardship (long term?)
- Adaptability/Versatility
- High-Quality Services and Customer Service
- Safe place for meeting individual needs
- Draw for quality recreation opportunities
- Relationship/community building
- Improve quality of life/ experiences

## Visioning Statement Development (Group Discussion)

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- Safe place for meeting individual needs
- Draw for quality recreation opportunities
- Relationship/community building
- Improve quality of life/ experiences
- Connect w/ schools to determine the need. Joint use agreements?
- More staff certifications
- Computer classes for seniors
- Connect with HOAs/ community organizations. Increased marketing.
- Simplify/streamline department website. Make easy to register. End-user survey. Response rate.
- Do unique fitness classes (virtual?). Expand hours.
- Rewards/incentive program

# S.W.O.T.

## *Strengths (Internal)*

- Staff personalities
- Family orientated
- Adaptable
- Cohesion/Team Mentality
- Resourceful
- Creativity
- Energy!!!!
- Relationships outside the Dept.
- Diversity
- Make it happen
- Special Events
- Strong Leadership
- Understanding
- Football/Track Programs
- Senior Programs/Interaction
- Park landscape
- Facility Reservations (Pavilions)
- Pool (summer)
- Sufficient Parking
- Duncan & Stage/Courtyard
- Relationships w/ participants
- Internal communication

# S.W.O.T.

## *Weaknesses (Internal)*

- Lack of facilities for programs
  - Gymnasium w/ walking track
  - Bigger teen facility
  - Special needs facilities
  - Full time senior facility
  - Meeting/Education facilities
  - Kitchen/Laundry Facility
  - Fitness/Cardio Facility
  - Food/Clothing Pantry
  - Multi-purpose rooms
- Need for more parks (distribution)
- Greenspace
- Multipurpose fields
- Dog Park
- Innovative/diverse playgrounds
- Indoor therapy pool
- Trails (Bike), Greenway
- Outdoor fitness equipment
- Size of staff
- Limited budget
- Need more specialized training for staff

# S.W.O.T.

## *Weaknesses (Internal)*

- Marketing (process, technology)
- Inadequate vehicles/equipment
- General technology for staff/services
- Staff space (limiting factor)
- Spread thin- impacts internal meetings/celebrations
- Lack of competitive salaries (recruitment/ retention)
- Older facilities. Renovations needed. (This includes other departments)

# S.W.O.T.

## *Opportunities (External)*

- Proximity to airport
- Opportunity for sports tourism
- Access to interstate
- Public transportation
- Easy to partner with other cities
- Public/private partnerships
- Connection to Beltline/Air-tropolis
- WORLD CUP 2025!
- Cultural Arts (performance venue, exhibit space)
- Council support and visioning for the Department's growth
- Lots of City-Owned property
- Leverage grants
- Repurpose existing City-buildings. (HR bldg. for seniors)
- XL Fairburn (indoor sports)
- New Beginnings (Fulton County)
- Johnson Rd Community Center
- Indoor track facility (regional draw)
- Community support (youth rec)

## S.W.O.T.

### *Threats (External)*

- Timing of sale of XL Fairburn
- Competition with surrounding communities (new facilities)
- Budget limitations
- Lack of understanding of impacts/process of master planning
- Community support/ participation.  
Also lack of feedback/input.

## Goal Setting

*Goals should be a reflection of the department's mission, vision, and values. They are used to guide the department's outcomes:*

- *Provide guidance and direction*
- *Facilitate Planning*
- *Motivate and Inspire*
- *Evaluate and Control Performance*

## What are the Department's Goals?

- *Increase reach and program offering. (Ex sports: lacrosse, tennis; also non-sports)*
- *Develop facilities for programs- 1) Indoor Rec Center (immediate), 2) Pavilions (more/new, immediate), 3) Renovate fields, courts, etc. (immediate),*
- *Expand on staff specialization*
- *Better communication/engagement with community.*
- *Retain current low/no costs for community participation. Meet needs across economic spectrum.*
- *Have appropriate levels of staffing to facilitate programs, maintenance, facilities, staff retention (upward mobility).*
- *Increase training of aquatics staff.*
- *Increase funding to support service delivery (high-quality).*
- *Expand diversity in programs to reach different segments of the population.*

# Next Steps

- Steering Committee Workshop (1/9/2024)
- Focus Group Sessions (1/10/2024- 1/11/2024)
- Closeout Online Survey (1/26/2024)
- Public Input Reporting (Early February)
- Development of Initial Recommendations
- Presentation of Initial Recommendations (Late March)



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Project Schedule (12/29/2023)

## City of Fairburn Parks and Recreation Master Plan



# Fairburn, GA CPRMP

## Project Status Update

January 8, 2024

