



# City of Fairburn Work Session Agenda

November 10, 2025  
6:00 PM

## ***The Honorable Mayor Mario Avery***

The Honorable Mayor Pro-Tem Alex Heath  
The Honorable Ulysses J. Smallwood

The Honorable Linda J. Davis  
The Honorable Hattie Portis-Jones

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

City Administrator  
City Attorney  
City Clerk

I. Meeting Called to Order:

The Honorable Mayor Avery

II. Roll Call:

City Clerk

III. Agenda Items:

1. Special Services District (SSD) Discussion **(Economic Development)**

IV. Adjournment:

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



## CITY OF FAIRBURN WORK SESSION AGENDA ITEM

**SUBJECT:** Special Services District (SSD) Discussion

**ITEM TYPE:** Presentation

**SUBMITTED:** 11/05/2025    **WORK SESSION:** 11/10/2025    **COUNCIL MEETING:** N/A

**DEPARTMENT:** Economic Development

**BUDGET IMPACT:** N/A

**PUBLIC HEARING:** No

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### **PURPOSE:**

The purpose of this presentation is to discuss the proposed establishment of a Special Services District (SSD) in Downtown Fairburn. The SSD is envisioned as a strategic tool to support ongoing revitalization, infrastructure, and connectivity projects outlined in the Livable Centers Initiative (LCI) Gateway Connectivity Study, the City's Economic Development Strategic Plan, and the Comprehensive Plan.

The proposed district will allow the City and its Development Authorities to enhance and sustain redevelopment activities, foster placemaking, and create vibrant character spaces that strengthen the economic and cultural identity of Downtown Fairburn.

### **HISTORY:**

Downtown Fairburn holds a historical and cultural significance that has shaped the City's identity. The area has long served as the civic, cultural, and commercial heart of the community. However, like many small downtowns, Fairburn has experienced challenges related to infrastructure, connectivity, and investment momentum.

Recent planning initiatives, including the 2025 LCI Gateway Connectivity Study and the Economic Development Strategic Plan, emphasize downtown revitalization as a top priority for fostering sustainable economic growth. These documents identify downtown as the focal point for future redevelopment — a place where walkability, local commerce, housing diversity, and cultural activity intersect to attract both residents and visitors.

The proposed SSD will build upon these existing plans by providing a dedicated financial and administrative framework for implementing the vision outlined in those studies.

### **FACTS AND ISSUES:**

## Special Services District Overview

The proposed Special Services District will:

- Establish a defined boundary within the Downtown core, as identified in the LCI Gateway study.
- Generate dedicated revenues to support beautification, infrastructure, maintenance, marketing, and public programming.
- Enable the Downtown Development Authority (DDA) and Development Authority of Fairburn (DA) to reinvest locally collected funds into redevelopment initiatives.
- Support bond financing and public improvements through partnerships outlined in the Consulting Agreements with Sizemore Group and Ernst Legal Group.

This approach aligns with the City's ongoing strategy to create sustainable funding mechanisms for economic development, while enhancing downtown's competitiveness and quality of life.

### Alignment with City Plans and Studies

1. Economic Development Strategic Plan (2025 Update)
  - Identifies Downtown Fairburn as a priority redevelopment area.
  - Emphasizes the need for public-private partnerships and targeted investment tools such as an SSD to attract development.
  - Supports leveraging Development Authorities to drive redevelopment, placemaking, and business recruitment.
2. LCI Gateway Connectivity Study (March 2025)
  - Recommends the creation of vibrant, pedestrian-friendly corridors linking Downtown with educational campuses, Milo Fisher Park, and the Highway 29 corridor.
  - Proposes infrastructure improvements such as a pedestrian bridge, shared-use paths, and gateway enhancements to define Fairburn's identity and improve safety and accessibility.
  - Encourages use of funding mechanisms like special districts to maintain and enhance public spaces, events, and connectivity initiatives.
3. Comprehensive Plan & Downtown Overlay District
  - Encourages mixed-use redevelopment, historic preservation, and public realm improvements.
  - Endorses the concept of special districts to finance long-term maintenance and improvements for downtown infrastructure.

### **FUNDING SOURCE:**

N/A

### **RECOMMENDED ACTION:**

N/A

### **ATTACHMENTS:**

1. Fairburn SSD

**SPECIAL SERVICE  
DISTRICT (SSD) :  
FUNDING ALIGNMENT  
FOR CITIES**

**FAIRBURN**

# Historic Funding Strategy Foundations

General Funds

General Obligation Bond

SPLOST, TSPLOST

TADs

Grants (federal/state)

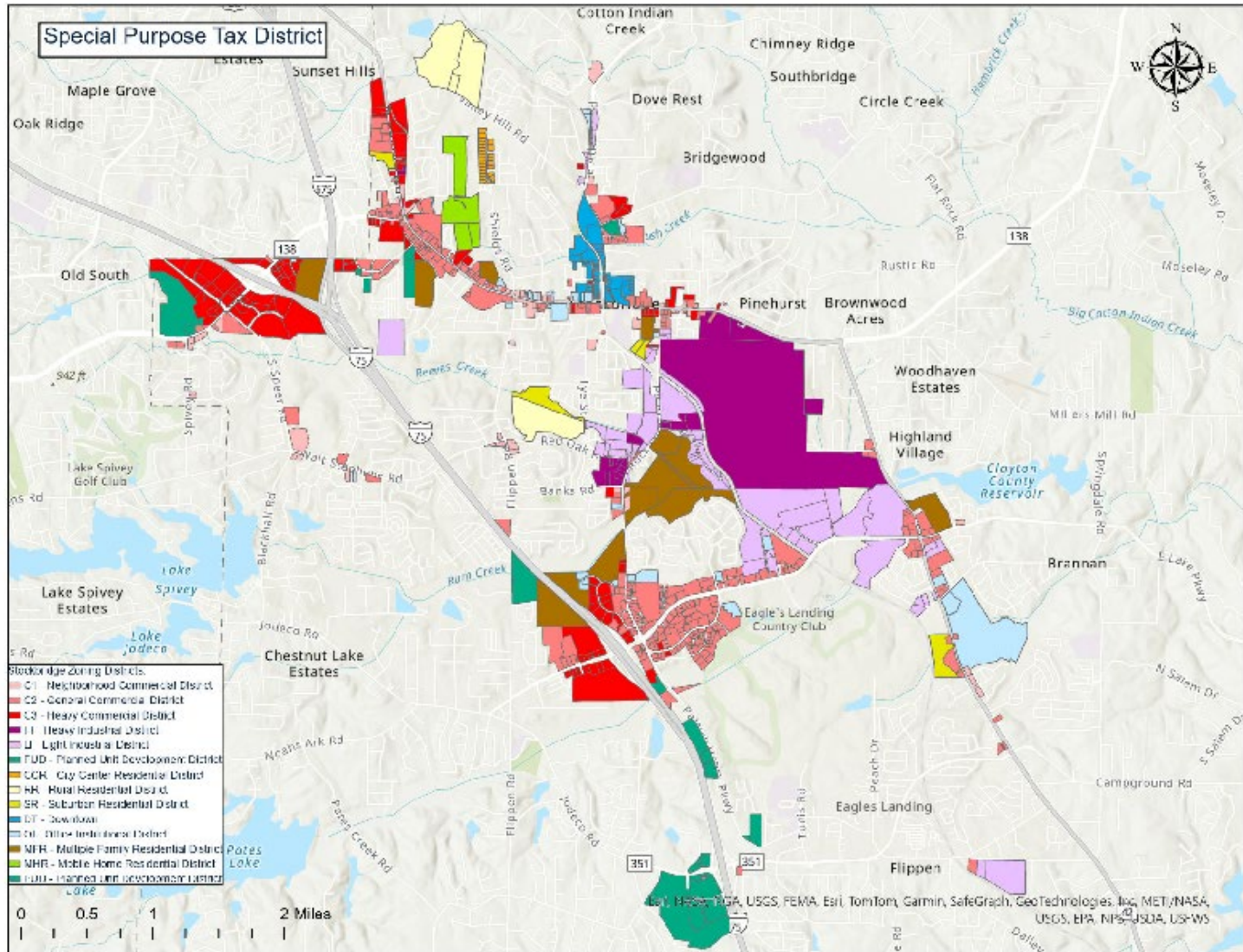
# Funding Strategy Foundations: **Special Service District (SSD)**

- A Special Service District (SSD) allows elected officials to provide or enhance services in specific community areas.

# Funding Strategy Foundations: Special Service District (SSD)

| Category                                      | Details                                                                                                                                                                                                                   |
|-----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Cost Burden & Equity                          | <ul style="list-style-type: none"> <li>• Community will directly benefit from the new service</li> <li>• Benefits for disadvantaged communities outside the SSD can also be measured</li> </ul>                           |
| Yield                                         | <ul style="list-style-type: none"> <li>• There is no maximum legal SSD rate limit</li> <li>• Bond amount is limited by the SSD digest</li> <li>• The maximum rate set by the city</li> </ul>                              |
| Legality                                      | <ul style="list-style-type: none"> <li>• Must be established by a county or city</li> <li>• Broad flexibility in structure and what is allowable under the SSD including all legal services a city can provide</li> </ul> |
| Administrative, Collection & Compliance Costs | <ul style="list-style-type: none"> <li>• District to be managed by City Staff</li> </ul>                                                                                                                                  |
| Revenue Reliability & Timing                  | <ul style="list-style-type: none"> <li>• Like a property tax, revenue will be consistent and yearly</li> <li>• Annual collection, would likely need a financing mechanism to begin work on the project</li> </ul>         |
| Ease of Implementation                        | <ul style="list-style-type: none"> <li>• Can be put in place by the vote of the City Council in one meeting thru ordinance</li> </ul>                                                                                     |

# Sample SSD Map (Stockbridge SSD)



# SSD Case Studies

- The Beltline
- The Stitch
- Brookhaven City Center
- Avondale
- Stockbridge

# Questions?

# THANK YOU!