

Implementation

Land Use

Goal:

- To encourage mixed-use: light industrial, business park, retail, and office.

Policies:

- Prohibit residential use as the primary or exclusive use of land in the retail-industrial designated areas.
- Residential use shall be accessory to retail development.

Goal:

- To provide for the appropriate location of residential, retail, office, institutional, open space, and industrial land uses.

Policies:

- Encourage commercial uses along Fulton Industrial between MLK Jr. Drive and Patton Drive. Discourage commercial uses outside of areas designated as retail-industrial.
- * ▪ Retain and promote industrial uses.
- Provide an appropriate transition between commercial uses along the corridor and heavy industrial uses.

Goal:

- Maintain and encourage greenspace and greenways along the river and in new developments.

Policies:

- Promote and enhance connectivity to existing greenspace along the Chattahoochee River
- Promote the creation of greenway opportunities to link greenspaces through the study area by utilizing abandoned rail spurs.



- Provide open space within developments containing residential components.

Strategies:

- Create a new land use category Retail-Industrial.
- Designate the County owned land as green space along the Chattahoochee River.
- Update the 2025 Southwest Fulton Land Use map to reflect the new land use designation.
- Adopt an industrial preservation policy.

Economic Growth

Goal:

- Attract and promote the creation of new businesses by improving the quality of life and the business climate.

Policies:

- Provide for housing in designated areas.
- Improve road and building aesthetics.
- Improve safety and security.

Goal:

- Retain existing business by improving the business climate.

Policies:

- Identify incentives.
- Remove the criminal element.
- Improve enforcement.



Goal:

- Create public private partnerships to facilitate infrastructure improvements.
- Improve Fulton Industrial's competitive business edge.

Policies:

- Upgrade and refurbish facilities to align with the current and long term industry needs.
- Create a positive marketing campaign.
- Attract diverse uses.
- Promote capacity building through education and training.
- Attract uses that capitalize on FIB's location and accessibility to airport, rail and interstate access.

Goal:

- Provide a diverse job base.

Policies:

- Improve capacity building efforts within the county through education and training.
- Improve the job-housing balance.
- Recruit county residents.
- Create partnerships between schools and businesses.

Strategies:

- Create a special assessment district (i.e. Community Improvement District (CID)).
- Conduct a market analysis for the redevelopment area.
- Develop a targeted industry marketing plan for the corridor.



- Create an Opportunity Zone.
- Market Charlie Brown Airport to companies headquartered and/or located in metro Atlanta with air transport needs.
- Market Charlie Brown Airport to non-flying aviation end users.
- Create a land assemblage strategy.
- Conduct an inventory of vacant and tax delinquent properties.
- Create a new hotel and conference facility near Charlie Brown.
- Develop a website to promote the availability of land within the district.
- Develop an incentive program to encourage the redevelopment of properties.
- Develop an incentive program for retaining existing businesses and attracting new businesses.
- Create a special airport assessment tax for all hotels and motels to generate additional funds for infrastructure improvements or beautification.

Physical Form and Character

Goals:

- To create uniform design standards.
- To improve the appearance of buildings and signage within the Fulton Industrial corridor.
- To enhance Fulton Industrial by making it a green industrial area.
- To protect the beauty and function of the natural environment.

Strategies:

- Create and adopt a Fulton Industrial overlay district.
- Create gateways at the I-20 interchange and the County line at MLK Jr. near the Chattahoochee River and along Camp Creek Parkway.
- Utilize tree planting funds to enhance landscaping along the MLK Jr. corridor on County owned property.



Transportation

Goals:

- To improve pedestrian safety.
- To improve and facilitate freight movement within the corridor.
- To promote and encourage transit use.

Strategies:

- Conduct an access management study
- Update the Fulton County Bicycle and Pedestrian Plan to incorporate additional sidewalks on both side of FIB
- Encourage the extension of MARTA's Rapid Bus Line.
- Use the Atlanta Regional CMS to determine the need for signal upgrades, signal timing, pedestrian phasing, and other types of traffic control devices that may be warranted.
- Conduct a rail accessibility inventory.

Environment

Goals:

- To maintain and encourage environmentally sound industrial, residential, and commercial uses and new development.
- To encourage a green industrial district.

Strategies:

- Conduct a Brownfield inventory and create clean-up measures that will lead to new Brownfield redevelopment opportunities
- Develop and implement a Commercial Green Building Program



Housing

Goals:

- To encourage affordable and workforce housing where appropriate.
- To encourage and promote the involvement of public/private partnerships through the availability of funding under the HOME and CDBG Program.
- To reduce inherent compatibility conflicts between industrial and residential developments.
- To reduce the number of homeless men, women and children living in the Fulton Industrial Boulevard area.
- To provide affordable housing options for the families living in hotels on Fulton Industrial Boulevard.
- To create mixed income development where appropriate.

Objectives:

- Provide the homeless population access to Health and Human Services inclusive of housing.
- Improve the quality of families by providing affordable mixed income housing in safe neighborhoods.

Strategies:

- Renovate an abandoned small to moderate size apartment building that can be rehabilitated and used to temporarily house intact homeless families, intergenerational families, homeless women and children and other displaced residents.
- Provide permanent affordable housing options outside of the Fulton Industrial Corridor.
- Partner and collaborate with external entities that provide assistance to the homeless population.
- Conduct housing assessment needs for families living in hotels on Fulton Industrial Boulevard



Health and Human Services

Community Outreach

Community Outreach will be a component of each area within Health and Human Services.

Goal:

- To promote health and quality of life through programs that help reduce health risk behaviors through health education and prevention programs.

Objectives:

- Improve access to prevention and treatment programs.
- Provide on-going outreach and education services.

Strategies:

- Create a Neighborhood Education Program
- The Fulton County Public Library Bookmobile to serve the community and to provide a safe place for children to read and provide literature on available health and human services programs (such as job training, housing assistance, etc.).
- Create a satellite Health and Human Services office in the Fulton Industrial Boulevard corridor.
- Partner and collaborate with other Fulton County departments and agencies to provide diversion services to minors involved in prostitution.

Poverty (Low-Income)

Goal:

- Provide programs to needy and at-risk populations that enhance quality of life and support the development of families, children and youth.

Objectives:

- Enhance infrastructure to support the quality delivery of prevention services to needy and at-risk populations.



Strategies:

- Provide workforce development programs such as job training, job readiness, resume preparation, G.E.D. testing program, etc., as well as work with the area businesses to provide job placement opportunities.
- Renovation of Cottage 2 at the Oak Hill Campus to serve as the “one stop shop” for services for youth and their families.

Medical Conditions

Goal:

- Provide care and treatment to individuals living in hotels and the homeless population who are otherwise unable to obtain treatment.

Objective:

- Increase access to health programs and services.

Strategy:

- Renovate the Adamsville Health Center which will provide public health and primary health services to the community.

Public Safety

Goal:

- To maintain a safe environment by enhancing public safety.

Strategies:

- Coordinate and conduct enforcement sweeps along the corridor with police, fire and code enforcement.



Goal:

- Reduce the criminal activity on the Fulton Industrial Corridor by conducting highly visible joint operations to arrest drug violators and other vice related crimes as well as addressing the businesses which cater to these criminals.

Strategies:

- Form a joint task force consisting of Police, Sheriff, Marshall, Fire, Code Enforcement, District Attorney personnel, and other available county entities.
- Conduct hotel code inspections with task force members to address code violations and other criminal violations as these items are usually present in tandem.
- Pursue RICO and Nuisance abatement statutes to reduce the businesses that make profits from criminal enterprise.
- Weekly covert operations to include all vice related crimes.
- Create a liaison with citizens for quality of life issues.

Goal:

- While reducing crime, change the image of FIB as it appears on internet websites from a national hub of prostitution back to a national shipping corridor.

Strategies:

- Implementation of a Police Vice website showing photos of arrested people on FIB in an effort to reduce suspects that are attempting to remain covert in their criminal behavior.

Goal:

- Alert the criminal element on FIB that a zero tolerance policy is in effect, while instilling to business owners and law abiding citizens the dedication of the County to improve the quality of life along the corridor.

Strategies:

- Purchase billboard that is visible from I20 that aggressive enforcement of these crimes are in progress and to advise of the Police Vice website.



- Through a partnership with business owners, share space on existing billboards with the same message as our own billboard.
- Adopt a zero tolerance policy for all crimes in the Fulton Industrial Corridor.

Goal:

- Increase crime detection and observation of high crime areas by use of current technologies commercially available.

Strategies:

- Installation of pole mounted video surveillance cameras at strategic locations along the corridor.
- Installation of mobile covert cameras that can be moved in a moments notice to areas where crime has spiked.

