



City of South Fulton Government

NEWS RELEASE

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South Fulton Plan Suggests Development Projects, Including a City Center

(CITY OF SOUTH FULTON, GA – January 30, 2020) – Housing affordability, proximity to Atlanta’s airport and a reputation as a “good community with good people” are among the City of South Fulton’s strengths identified by residents and business owners in a new draft economic development strategic plan unveiled by city officials Tuesday.

The plan lists a potential for high-scale restaurants and diversity of retail stores as opportunities for the city, along with its diverse landscape and ready availability of land for development.

“At your direction, we gathered extensive community input,” Mary Burkholder, vice president of BAE Urban Economics, the real estate development consultant that prepared the plan, told the City of South Fulton City Council. “That was the starting point for developing the plan.”

Based on that input, Burkholder identified five general action items to guide future economic development in the city. They include enhanced marketing, assistance for businesses looking to expand, strong partnerships with the business community, recruitment of more technology and professional services businesses and expansion of the city’s economic development efforts.

“We have started work on some of these fronts, namely the expansion of our economic development organization,” said Christopher Pike, director of economic development. “We have created the South Fulton Development Authority and a convention and visitors bureau. We also are opening Main Street offices in the Red Oak and Old National Highway districts.”

Those offices will include business resource centers to help entrepreneurs get new companies off the ground. The Old National office will house a welcome center and tourism manager.

Also included in the plan is a list of potential development and revitalization projects on which the city can partner with private companies. Burkholder categorized those according to the time needed to complete them.

“The immediate or short-term projects would take less than 18 months,” she said. Medium-range developments would take between 18 months and three years, while long-term projects would require more than three years.

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One of the long-term proposals – a 600-acre site city center including a new city hall as well as residential, commercial and office space – has drawn significant interest and excitement from residents and businesses, according to Burkholder.

Situated at the intersection of Camp Creek Parkway and Enon Road, the town center would house a hotel and conference center, along with a public space for concerts, a farmer’s market and other uses.

“This site provides easy access from Camp Creek Parkway and is convenient to most areas of the city,” Pike said, adding that the plans are in the very early stages. “We are considering it as part of the master plan, but that’s as far as we have gotten.”

Adjacent amenities include the Wolf Creek Amphitheater, which the city recently announced it was acquiring from Fulton County, and Vandiver Lake, an ideal water amenity. Development of the project could take up to five years through a private-public partnership.

The River Front District, another development in the draft plan, could happen sooner as a developer has secured 200 acres along the Chattahoochee near the intersection of Cascade-Palmetto and Fairburn roads. Plans for the project include a high-density, mixed-use development, including walkable blocks and streets with shopping, restaurants, residences, common spaces and public access to the river.

Other projects included in the proposed strategic plan include:

- An 85-acre passive park in the Sandtown Crossing District;
- Sixty undeveloped acres of Old National Park, which the city recently deeded to the South Fulton Development Authority and which has drawn interest from developer as the site of a \$350 mixed-use development with residential, retail and office space as well as a hotel and convention center;
- Three residential and commercial revitalization efforts on Old National Highway; and
- A partnership with the Chattahoochee Hills to revitalize the Campbellton community through development that would include a mixed-use village with shops, restaurants, businesses, housing and recreational opportunities.

The draft economic development master plan can be viewed at <https://bit.ly/2OrqbQ3>

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