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Fayetteville officials envision Avalon-style downtown project



A rendering depicting a conceptual plan for a 38-acre development in Fayetteville. It would add residences, offices, shops, restaurants and a hotel to the downtown.

CITY OF FAYETTEVILLE



By [Tyler Wilkins](#) – Staff Reporter, Atlanta Business Chronicle
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Local leaders in a growing suburb to the south of Atlanta hope to infuse their downtown with hundreds of residential units as well as shops, restaurants, offices and a hotel.

Fayetteville officials are working with architecture and design firm Nelson Worldwide to craft a vision for a 38-acre town center along Grady Avenue. The city acquired the vacant property in 2023.

The project is an example of the push to create walkable, lively destinations in Atlanta’s suburbs. Several municipalities have reinvested in their historic downtowns or built town centers from scratch. [Johns Creek](#) and [Doraville](#) are among the cities in the metro area with major mixed-use ambitions.

A preliminary proposal for the Fayetteville project includes a 12,000-square-foot market or grocery store, 120-room hotel, 34,000 square feet of retail space, 14,000 square feet of loft offices, 700 units of multifamily units, 48 townhomes and 39 single-family homes, according to a developments of regional impact filing.

The DRI program allows state planning and transportation officials to provide feedback on projects deemed large enough to potentially strain local infrastructure. The final plan could deviate from the initial submission.



A rendering depicting a conceptual plan for a 38-acre development in Fayetteville. It would add residences, offices, shops, restaurants and a hotel to the downtown.

Nelson Worldwide specializes in mixed-use development. The local firm helped bring Avalon to Alpharetta, Trilith to the north of Fayetteville and The Battery Atlanta to Cobb County. Renderings depict a similar experience to those projects, with green space surrounded by restaurants and residences.

The Fayetteville project would link up with City Center Park, which the city completed in 2021. Residents and visitors would be within walking distance of existing shops and restaurants in downtown.

The first phase of the project could be built by 2027, while the entire development could be completed by 2030, according to the DRI filing. City officials held several public input meetings about the project earlier this year. It's unclear how the project would be funded and if or when the city would select partners to help build it.

Now home to more than 125,000 residents, Fayette County experienced population growth of almost 18% from 2010 to 2024, according to Atlanta Regional Commission estimates. The county is [poised for continued growth](#), with ARC forecasting its population to reach almost 144,000 by 2050.

Fayette County has attracted notable economic development projects, including the U.S. Soccer Federation's [national headquarters and training center](#) coming to Trilith. The southern suburbs have piqued the interest of developers and investors in recent years for their relative affordability, availability of land and proximity to the Atlanta airport.

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2	2	Legendary Events
3	3	Bold Catering & Design

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