



**fs** springs  
in motion  
livable centers initiative study update

Adopted  
May 18, 2026



# Acknowledgments

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*Prepared in cooperation with the Department of Transportation, State of Georgia, and the Federal Highway Administration.*

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## PLANNING CONTEXT





## WHAT'S IN THIS CHAPTER:

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# Introduction

## What is This Study About?

This study is an opportunity to prepare a major update to the City of Powder Springs' 2016 Springs in Motion Livable Centers Initiative (LCI) study. LCI studies, sponsored by the Atlanta Regional Commission (ARC), focus on creating vibrant, walkable communities. The 2016 LCI study included recommendations for redevelopment, urban design, transportation, and economic development.

This update will implement action items from other planning efforts for the area. It will also consider how the City of Powder Springs can leverage the progress it has made since the previous LCI study was adopted, as well as parts of the previous study that were not completed but still have relevance to the community.

### WHAT IS AN LCI STUDY?

The Atlanta Regional Commission's Livable Centers Initiative (LCI) is a grant program that incentivizes local jurisdictions to re-envision their communities as vibrant, walkable places that offer increased mobility options, encourage healthy lifestyles and provide improved access to jobs and services.

Since 2000, the LCI program has invested \$254 million in over 120 communities throughout the Atlanta region, helping pay for planning studies and the construction of transportation projects, such as sidewalks and intersection improvements, to bring those visions to life.

The LCI program is funded with federal transportation dollars. The grants cover 80% of the cost of each study or transportation project, with the recipient making a 20% match.

# The Story of Downtown Powder Springs

From mineral springs and railroads to festivals and civic pride, downtown has always been the heart of Powder Springs.

**1838**

The town is founded as "Springville."

**1859**

Renamed Powder Springs after the seven mineral springs, which was believed to have healing powers.

**1880s-1940s**

The railroad comes to Powder Springs. Rail access strengthened trade and local businesses, making downtown a civic and commercial center in the region.

**1950s-1990s**

The arrival of the automobile in American culture leads to a loss in walkability and vibrancy in the downtown area.

**2000s-today**

Powder Springs is experiencing a renewed focus on walkability, festivals, and community identity, investing in civic spaces, parks, and programming.

**Then**



*Health tourism dominated Powder Springs*

**Now**



*It's the events that draw in visitors*



*The railroad created connection*



*Trails and walkable streets matter more than ever*



*Small businesses built the downtown*



*Local businesses remain the lifeblood of downtown*

## The Study Area

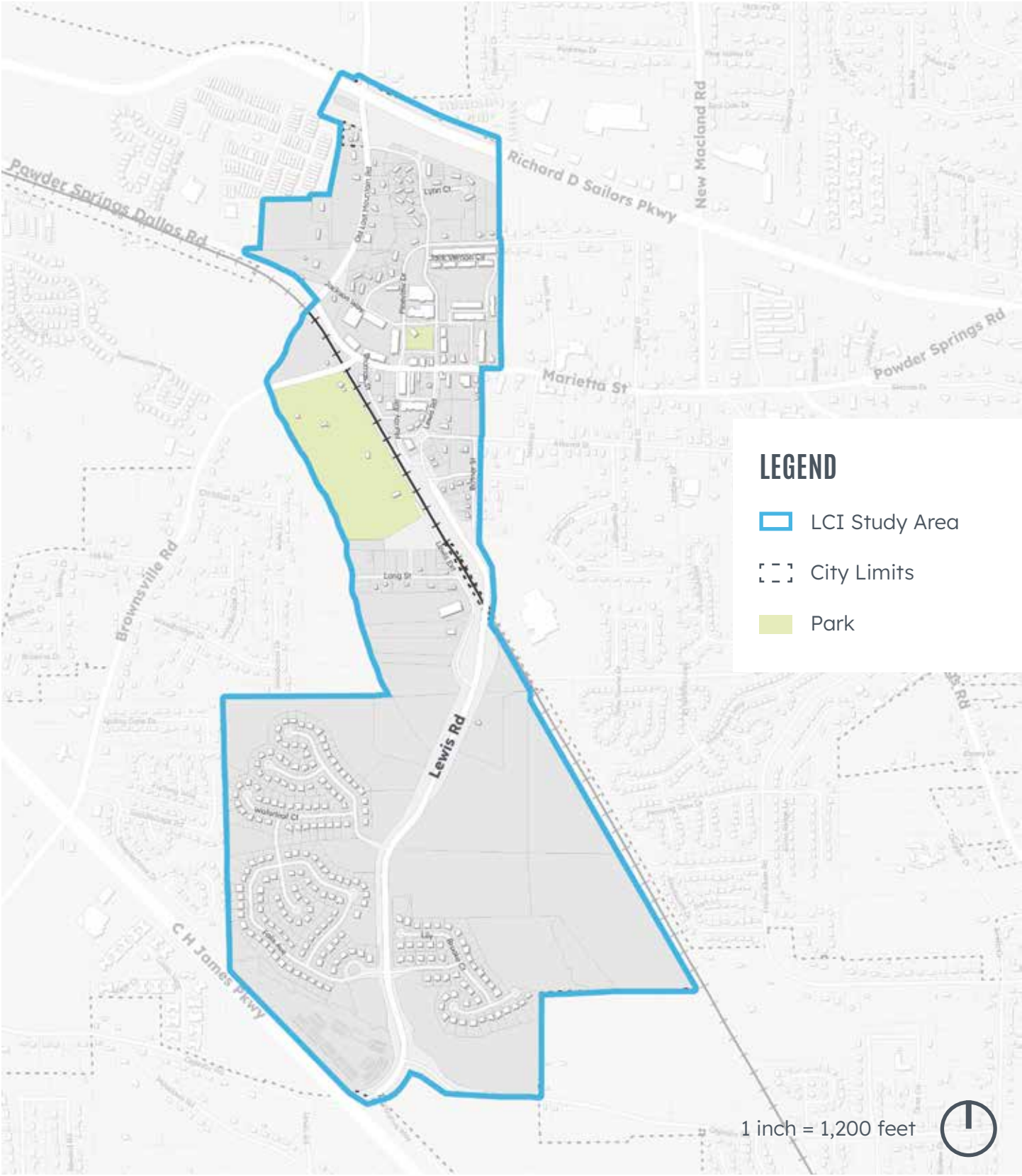
The study area is bound by Richard D. Sailors Parkway to the north, and C.H. James to the south; the boundary is shown on the map to the right with the light blue line. The area is primarily comprised of the historic Downtown and the Lewis Road corridor and surrounding properties.

Compared to the previous LCI study area, additional properties along Old Lost Mountain Road were added to account for the impacts that a programmed trail connection could have on surrounding properties.



*Thurman Springs Park is at the heart of the study area*

# Study Area



# Recent Developments

Since the last LCI study, Powder Springs’ downtown core has seen a lot of development, both public and private. Below are some notable examples of recent development.



## Building Renovations

A number of buildings in the LCI study area have seen transformation since the plan was last updated in 2016. These include the preservation and renovation of the historic Butner-McTyre General Store (1), the Milner Building (2), 4469 Marietta Street (3), and 3886 Broad Street (4), all of which are used for retail and dining.



## Thurman Springs Park

Thurman Springs Park was a primary recommendation from the previous LCI plan and 2017 comprehensive plan. The park wrapped construction in 2020 and officially opened in May 2021 with the city’s first Seafood Festival. The park has served as a focal point to downtown, and hosts many community events, including movie nights, concerts, festivals and holiday celebrations.



## Townhomes at Park Place

Ideally situated close to the downtown core, the earliest phases of the Townhomes at Park Place (along George David Way) are from the early 2000s. The development likely paused due to the Great Recession halting a lot of residential development. The development resumed in 2019 and the remaining townhomes were completed in 2022.



## Springside Apartments

Developed by Novare Group, BCDC, and PointOne Holdings, Springside Apartments opened in late 2024 to new downtown residents. The 226 units are housed in an eight-building mix of two-story carriage houses and apartment structures standing three or four stories. These apartments are expected to bring a critical mass of patrons to both existing and future downtown businesses.



## City Hall

In August 2025, the City of Powder Springs officially opened its new home. The building houses the municipal court, administration, economic development, community development, and human resources departments. It boasts a number of “citizen-focused” spaces, including an art gallery, community room, and atrium. The City Hall serves as another anchor to the growing downtown.

# Recent Developments



# Overview of Previous Plans

Several previous planning studies that affect the City of Powder Springs are the foundation of this LCI update. Key points of these plans are summarized on the following pages.

## Springs in Motion LCI Study (2016)

### Goals

The 2016 Springs in Motion LCI Study had four overarching goals:

1. Add mixed-use and commercial development to attract businesses, while retaining the historic, quaint character.
2. Create a comprehensive trail system throughout the study area that connects key destinations and the Silver Comet Trail.
3. Redevelop the Town Square and the entire Downtown area in order to function as a “real” town square with landscaping, programming, business frontage, and events.
4. Market and brand the image of Powder Springs as a “quaint” town.



3-D rendering of the final concept plan

## Needs & Opportunities

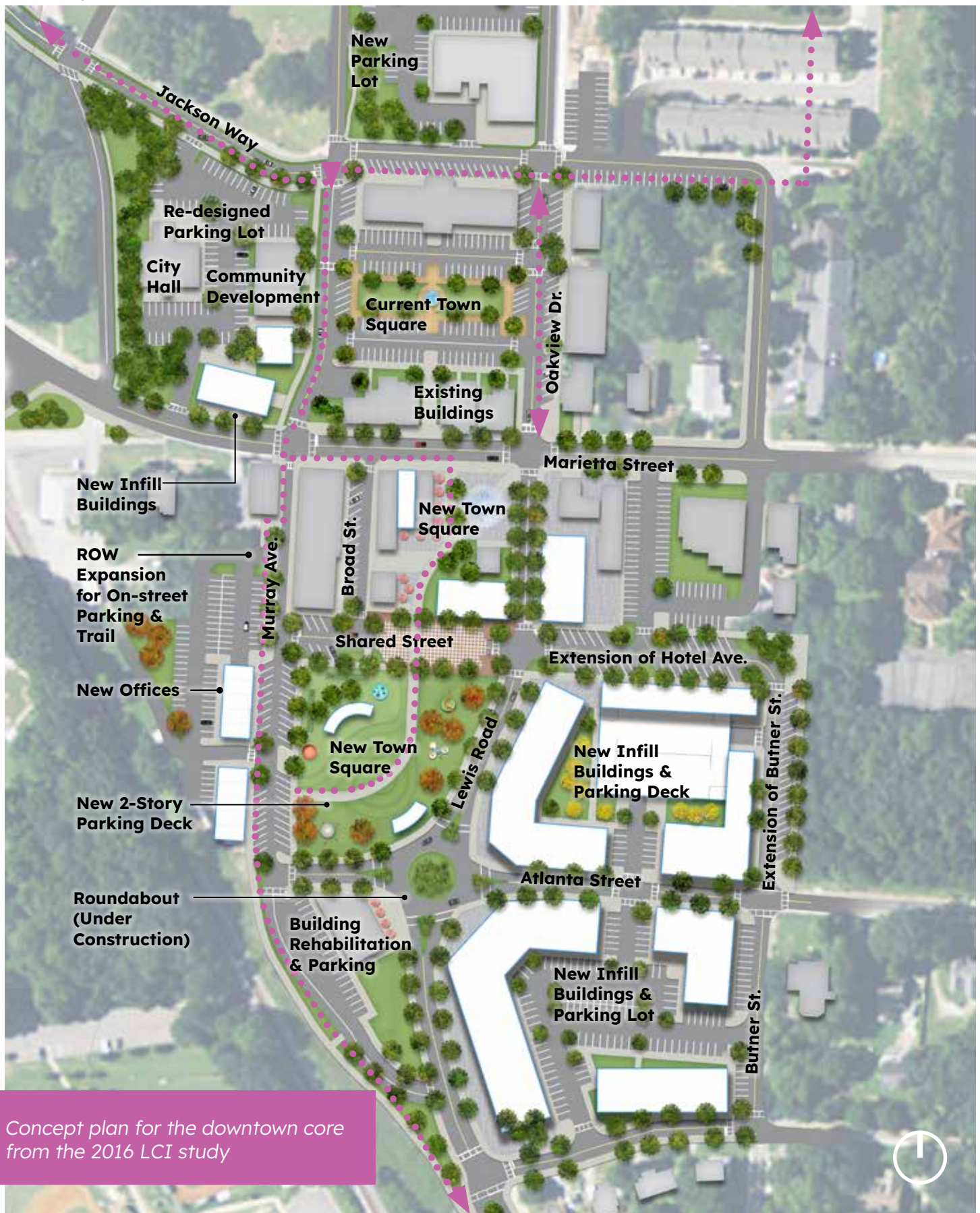
The plan identified a series of critical needs and strategic opportunities to guide the revitalization of Downtown Powder Springs and surrounding areas, summarized below:

1. **Revitalization of downtown.** At the time of the study, Downtown Powder Springs offered limited retail and dining options, featured numerous vacant storefronts, and a Town Square that lacked functionality for large community gatherings. The plan recognized a major opportunity to relocate and redesign the Town Square to meet the community's desire for a vibrant, central gathering place.
2. **Connectivity and accessibility.** Fragmented pedestrian and bicycle networks limited connectivity between key community assets such as the Silver Comet Trail, Powder Springs Park, and the Downtown core. Physical barriers such as the railroad, steep slopes, and major roadways further hindered walkability, along with a lack of clear, visible wayfinding and signage. The plan proposed expanding the trail network and bike lanes to establish direct links to Downtown and other destinations, encouraging active transportation.
3. **Housing diversity.** The housing stock within and around Downtown was overwhelmingly composed of single-family detached homes, limiting options for younger residents, renters, and empty-nesters looking to downsize. Multifamily development had been virtually absent in recent years, constraining housing choice and accessibility. The plan identified the potential for the area to absorb up to 900 new housing units over the next decade.
4. **Economic development.** A need was identified to attract more local businesses and broaden employment opportunities within the study area. The plan linked this need to the opportunity to introduce new housing, which would expand the customer base for businesses and support Downtown's economic vitality. Vacant and underutilized parcels were also identified as ideal sites for new commercial and mixed-use development.
5. **Policy and regulatory challenges.** The previous planning process uncovered barriers to fulfilling the plan's vision. Existing zoning codes and public policies did not support the development of mixed-use and impacted the success of new businesses.
6. **Public investment.** The plan emphasized the importance of strategic public investment in infrastructure and amenities as a catalyst for private development. Proposed enhancements such as new trails, streetscapes, civic spaces, and the redesigned Town Square were cited as improvements that would stimulate further investment and redevelopment within the study area.

## Key Recommendations

- Concept plans that can accommodate 565 new housing units.
- A design concept for the Town Square to help it function better as a space for community gatherings.
- Reconstruct Lewis Road and install a roundabout.
- Build a multi-use trail connecting the Silver Comet Trail to downtown.
- Pedestrian and bicycle infrastructure upgrades, including sidewalks, on-street bike lanes, and crossings.
- Improved wayfinding and signage.
- Enhancing regulatory frameworks to better align with the plan's vision and minimize development barriers.

# Planning Context



Concept plan for the downtown core from the 2016 LCI study

# What Has Powder Springs Accomplished Since 2016?

## Urban Design Projects

- Town Square Development

## Bicycle & Pedestrian Projects

- Trail Alignment Option A (10' Concrete multi-use trail from Silver Comet bridge south to Jackson Way on Old Lost Mountain Road)
- 10' Concrete Multi Use Trail along Jackson Way to Pineview Drive.
- Pineview Drive Multi-Use Trail

## Market Projects

- Investigating the potential for designating a Local Historic District and forming a Historic Preservation Commission
- Investigating the potential for a National Main Street and Georgia Main Street Designation



*Thurman Springs Park*

# Urban Redevelopment Plan (2020)

The Downtown Urban Redevelopment Plan outlines the City's strategies for land acquisition, demolition, redevelopment, and rehabilitation to support local goals related to appropriate land use, traffic improvements, and the expansion of recreational, community, and public facilities within the redevelopment area.

## Needs

- **Physical and economic blight.** The urban redevelopment area contains pockets of blight, including underutilized commercial land, obsolete buildings, and inefficient street layouts that limit its highest and best use.
- **Downtown activation.** Despite past and recent investments, the downtown core still lacks the density and vibrancy needed to function as a civic and economic hub.
- **Inadequate infrastructure.** Outdated infrastructure, fragmented land parcels, and limited public parking reduce the area's appeal for redevelopment and contribute to traffic congestion along Marietta Street.
- **Housing.** Existing housing stock in the area lacks variety, particularly in terms of modern, mixed-use, and multifamily options.
- **Limited public amenities.** Enhancements are needed to public facilities, pedestrian environments, and recreational spaces to support a thriving downtown.

## Opportunities

- The City and the Downtown Development Authority are assembling and controlling key properties, providing a foundation for catalytic development projects through public-private partnerships.
- With strategic improvements, downtown can better leverage its proximity to this regional asset to draw visitors and encourage related business growth.
- The area's central location and recent infrastructure improvements like the realignment of Lewis Road realignment enhance its potential to become a pedestrian-friendly, mixed-use destination.
- The historic core, when preserved and enhanced, will provide a strong identity and sense of place that can support community branding and tourism.

## Key Recommendations

- Continue to refine the recommendations from the 2016 LCI.
- A new City Hall, which would allow the City to convert other properties it owns to be re-purposed for private mixed-use development.
- Assemblage of properties that can be sold to private developers.
- Investments in streetscapes, lighting, public parking, and open spaces aim to create a more pedestrian-friendly environment and attract additional private investment.
- Creation of a new downtown grid through new development to improve circulation.

# Springs in Motion Comprehensive Plan (2021)

Since the adoption of the *2016 Springs in Motion LCI Plan*, the City of Powder Springs has completed two comprehensive plan updates: one in 2017 and another in 2021. The *2017 Springs in Motion Comprehensive Plan* built upon the momentum generated by the recently adopted LCI, reinforcing its vision and priorities. The 2021 update incorporated adjustments to reflect the progress the City had made in implementing its goals and to guide continued development, aligning them with evolving community needs.

The plan identified five goals:

- Continue to revitalize and reactivate Downtown Powder Springs
- Redevelop under-utilized properties to their highest and best use
- Encourage growth that includes diverse housing options within a range of prices accessible to current and future residents
- Attract users of the Silver Comet Trail to powder springs via improved signage, wayfinding, connectivity, and facilities
- Attract new residents, businesses, and development through improved communications

Through the assessment of current and previous plans, existing conditions, and public input, a list of needs and opportunities was created to guide the development of this plan. The following are those that relate to the LCI study area.

## Needs

- The City needs to increase residential density near established commercial areas to support walkability and economic vitality.
- There is a lack of continuous pedestrian and bicycle infrastructure in many parts of the city, which limits safe and accessible travel for non-motorized users, including downtown.
- Significant gaps in connectivity exist between neighborhoods, downtown, and the Silver Comet Trail, hindering movement throughout the community.

- There is a need to establish more businesses in the downtown area, with a particular emphasis on attracting new dining establishments.
- Redevelopment of vacant and under-utilized lands is needed to revitalize under-performing areas and encourage investment.
- The City must offer quality, diverse housing options that serve a variety of population groups and lifestyle needs.

## Opportunities

- There is an opportunity to pursue mixed-use development that includes commercial retail, office space, and multi-family residential units.
- Recent downtown revitalization efforts have sparked renewed interest from developers, opening the door to further investment.
- The new Thurman Springs Park presents opportunities to host more community events that can attract both residents and visitors.
- The Silver Comet Trail offers significant potential for adjacent development and improved regional connectivity.
- The City should continue to identify underutilized parcels for potential redevelopment that can supported by improved transportation access and infrastructure.

## Key Recommendations & Projects

- Additional planning for redevelopment areas in and near downtown
- Updates to the Unified Development Code
- Design guidelines for the downtown area
- Facilitate functions and events at the recently opened Thurman Springs Park
- Improvements to Powder Springs Park
- Implement transportation improvements identified in the 2016 LCI
- A new downtown trailhead and add user-focused amenities (e.g., restrooms, food vendors, picnic areas) near the Silver Comet Trail.
- Continue branding and marketing efforts.

# Downtown Area Traffic Analysis (2021)

The City of Powder Springs initiated the Downtown Area Traffic Analysis study to plan for infrastructure that supports a safe and efficient multimodal network, ensuring that as redevelopment occurs and land uses evolve, residents and visitors can move seamlessly throughout downtown.

The study had four major goals:

- Discourage cut-through traffic on Marietta Street.
- Foster safe pedestrian connectivity between north of and south of Marietta Street.
- Enhance access between downtown and the Silver Comet Trail.
- Promote multi-modal mobility in the downtown area.

## Needs

- Cut-through traffic on Marietta Street compromises pedestrian safety and disrupts the flow of local activity in the downtown area.
- There is a lack of safe and continuous pedestrian connectivity between the north and south sides of Marietta Street.
- Access between Downtown Powder Springs and the Silver Comet Trail is currently limited and indirect.
- Parking availability does not yet align with the needs anticipated under future redevelopment and land use scenarios.
- The absence of bikeshare stations and shuttle options limits support for a robust multimodal transportation network.

## Opportunities

- Redesigning Marietta Street with features like chicanes and median islands could help calm traffic and enhance safety for all users.
- Raised pedestrian crosswalks at key locations such as Thomas Street and Murray Avenue would improve walkability and support a more pedestrian-friendly downtown.
- Extending Pineview Drive and connecting Jackson Way Extension to Dillard Street would strengthen local street connectivity and improve circulation.
- Introducing bikeshare stations and exploring a downtown shuttle circulator could expand multimodal travel options and better connect key destinations.
- Enhancing parking through a new deck, on-street spaces along Cemetery Street, and improved wayfinding signage would help align parking supply with future redevelopment needs.

## Key Recommendations

- Implement chicanes, medians, and speed tables to calm traffic and prioritize pedestrian safety on Marietta Street.
- Develop a new trailhead at Pineview Drive with amenities like bike racks, benches, and public art, while improving access to the silver Comet Trail.
- Launch a bikeshare program and assess options for micro-transit-style shuttle service to connect the park-and-ride lot with Downtown.
- Create a one-way roadway pair using Pineview Drive and streetscape enhancements to improve pedestrian and bicycle infrastructure.
- Add new parking facilities, including parallel parking on Cemetery Street and temporary DDA lot, with pedestrian walkways and signage.

# Design Guidelines (2024)

Powder Springs' design guidelines aim to elevate the quality of its residential and commercial developments. The enhancement of architectural appearance and expansion of landscaping are a critical component to implementing Powder Springs' goal of attracting quality development. This document is intended to clarify expectations, inform and provide examples of best practices for developers, and guide the City's design review.

This document guides the following:

- **Building and site design.** Specifying design components that make for high-quality development city-wide and promote contextual design.
- **Architectural patterns.** The way that doors, windows, and building details are designed and organized on a facade of a variety of building types. Architectural styles are critical to establishing quality design and establishing a strong sense of place.
- **Landscaping and public space design.** Specifying the materials, plantings, and street furniture that should be used to create an attractive public realm.

These guidelines function as both a regulatory and aspirational tool for shaping downtown Powder Springs into a more walkable, connected, and visually cohesive environment. They reinforce previous planning efforts and set a strong design foundation for managing growth, supporting redevelopment, and improving transportation access in the urban core.

## Applicability to Downtown

While the *Design Guidelines* apply citywide, the guidelines may be used as conditions for receiving financial incentives from the Downtown Development Authority (DDA). Looking more broadly, these guidelines will promote high-quality, timeless architecture to preserve and enhance the city's historic character while allowing for thoughtful new construction and rehabilitation. The document supports mixed-use buildings in the downtown core, encouraging ground-floor commercial activity with upper-level residential or office uses. This aligns with broader goals of creating a vibrant, pedestrian-oriented downtown. The guidelines emphasize placing buildings close to the street, especially along major corridors like Marietta Street, to create active frontages and a cohesive public realm. Developments are encouraged to frame open spaces, promote walkability, and integrate with surrounding structures.

Regarding transportation, the guidelines promote the integration of multimodal transportation features, including bike lanes, sidewalks, and multi-use trails. There is a strong emphasis on safe, comfortable pedestrian infrastructure to support walkability. This includes wide sidewalks, landscape strips, pedestrian-scaled lighting, and street furniture. Shared driveways, interparcel access, and connections between adjacent developments are encouraged to reduce curb cuts and support efficient traffic flow while enhancing pedestrian safety. The guidelines promote on-street parking and parking deck design that preserves walkability and streetscape continuity. Guidelines ensure that parking areas do not dominate the street view and that parking structures include active uses along primary facades.

# 02

## EXISTING CONDITIONS SNAPSHOT





## WHAT'S IN THIS CHAPTER:

A look into Powder Springs, the LCI Study Area, and the things that will affect downtown's future.

# The Heart of Powder Springs

*Nestled in the core of the city, the LCI Study Area captures Powder Springs' small-town charm and growing momentum. With nearly 1,600 residents and over 550 households, the study area is thriving—growing faster than both the city and Cobb County overall.*

## About the LCI Study Area:

Population: 1,582

Households: 559

Median Household Income: \$103,563

Median age: 39 years old

12.6% population growth since 2020



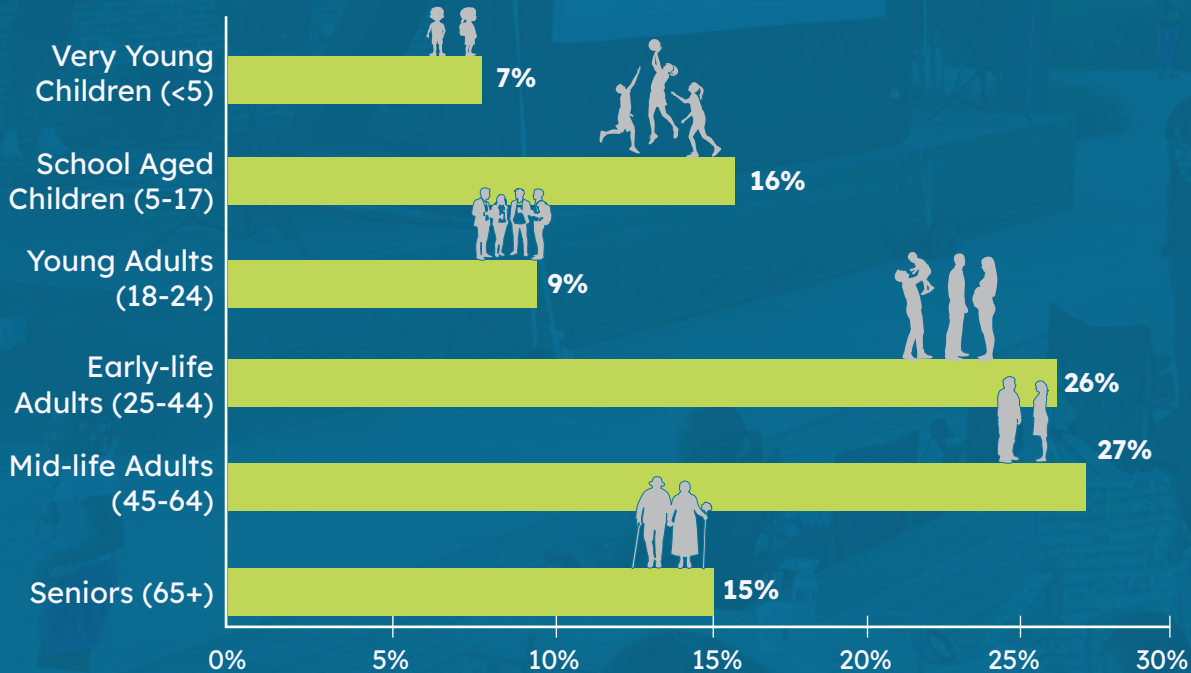
# Our People

## Powder Springs' population is becoming younger and more educated.

### At a Glance:

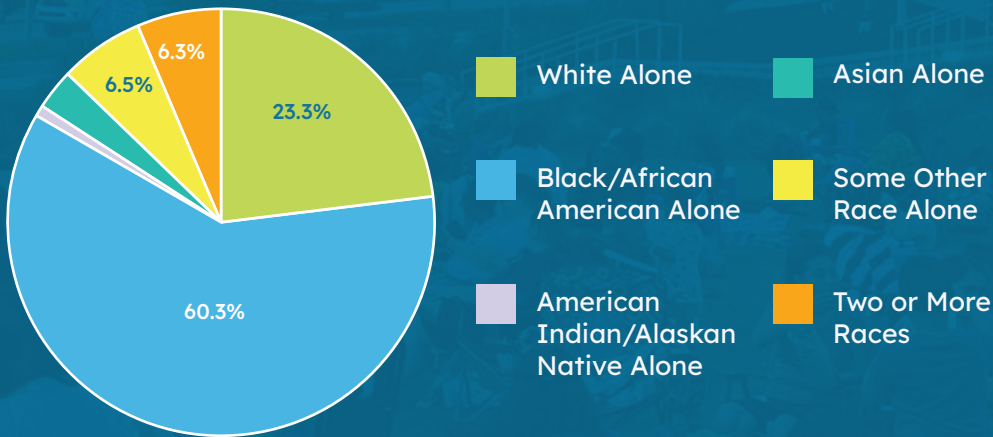
- The LCI Study Area is slightly younger than Cobb County's overall population—although the largest generational cohort is mid-life adults, there are a lot of families with school-age children and young adults living in the Study Area.
- More racially diverse than county average—73% of the LCI Study Area residents are non-white, compared to 52% of Cobb County residents.
- Smaller share of residents with only a high school diploma (13%).

Population by Age Cohort, 2025





### Population by Race, 2025



### Population 25+ by Highest Level of Educational Attainment, 2025



# Where We Live

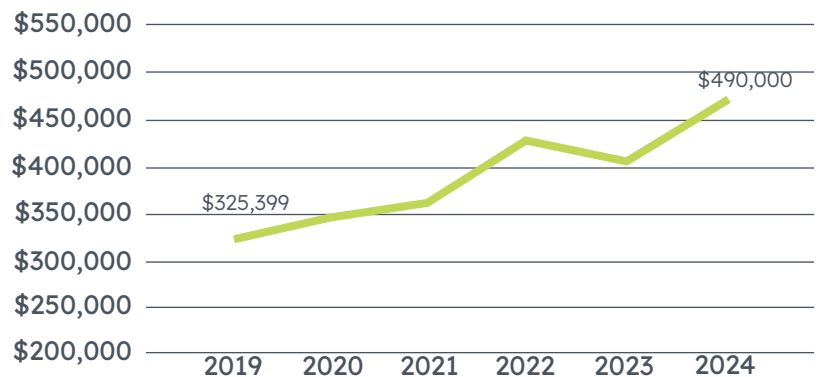


## At a Glance:

- 98% of housing in the LCI Study Area is single-family detached
- A third of homes were built after 2010.
- Median home value: \$330,000
- Apartment rent aligns with the county average
- 80% of homes are owner-occupied

Home prices in the study area are rising, a signal of ongoing demand and investment.

Average Home Sale Price 2019-2024



## AFFORDABILITY SNAPSHOT

Housing affordability is relative—it depends on how much people earn compared to the rental or sale price of the homes in that area. Area Median Income (AMI)—the midpoint of a region’s income distribution calculated annually by HUD—is a key measure of this relationship. In the LCI Study Area, most rental units are affordable to households earning at least 80% of AMI, while two- and three-bedroom homes for sale are affordable to those earning 100% AMI or more. **As a result, housing is largely attainable for middle- and upper-income households**, leaving lower-income residents with limited options and reducing socioeconomic diversity.

# Where We Work

Only 2% of residents both live and work within the study area, highlighting a classic “bedroom community” pattern.



## Top Resident Industries



Healthcare



Retail



Food Service

## Jobs in the LCI Study Area



Healthcare



Administration



Finance

# How We're Built

**A large portion of the study area is single-family residential neighborhoods north and south of the downtown core.**

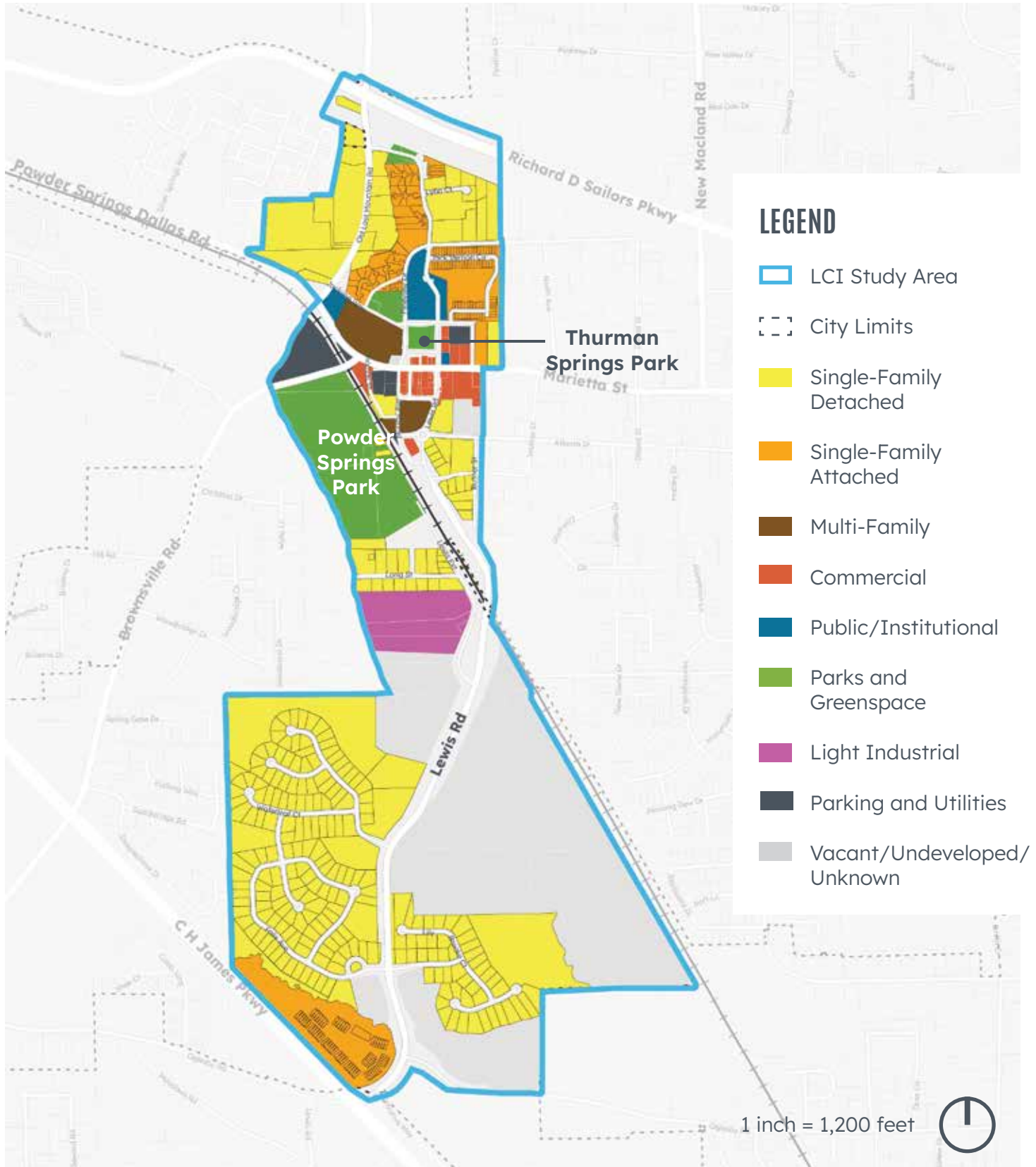
## At a Glance:

- An influx of new housing over the last decade has introduced a growing diversity of housing types.
- Most of the commercial is small scale retail, restaurants and cafes, and home-to-office conversions.
- Most of the vacant and undeveloped properties in the LCI Study Area are located within wetlands or are bisected by utility easements, which may limit their development potential. Southern Region Industrial Realty owns the majority of these properties and their future plans are unknown.
- The City and Downtown Development Authority own nearly 30 parcels in the area, investing in how the downtown core will be shaped.

**Locally owned businesses make up the majority of downtown's commercial landscape.**



# Existing Land Use



# What We Offer

There are many community facilities within a half-mile of the downtown core, serving both residents and visitors.



## Public Facilities

- 1 Powder Springs Municipal Complex
- 2 Seven Springs Museum
- 3 Powder Springs Library + Cultural Center
- 4 Powder Springs Elementary School
- 5 Post Office

## Cemeteries

- 1 Primitive Baptist Cemetery

## Parks

- 1 Thurman Springs Park
- 2 Powder Springs Park + Baseball Complex

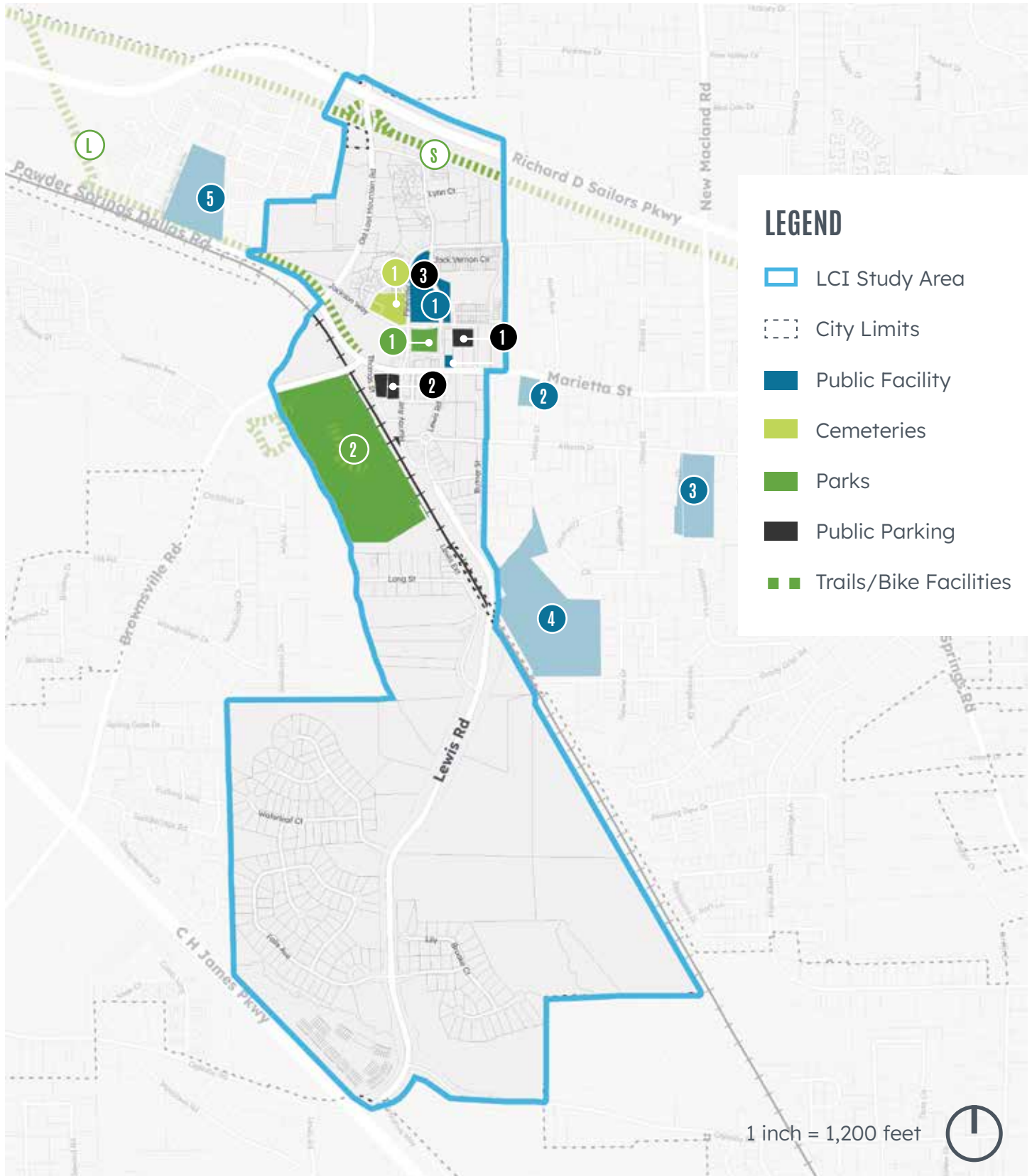
## Public Parking

- 1 Jackson Way Extension Public Parking
- 2 Marietta Street/Murray Avenue Public Parking
- 3 City Hall Parking Deck

## Trails/Bike Facilities

- S Silver Comet Trail
- L Lucille Trail

# Community Resources



# Safety is a Priority

## Our roads are ready for safer, more complete design.

### Key Issues

#### Richard D Sailors Parkway & Old Lost Mountain Road



Sidewalks are missing along gateway, which has wide lanes, high-speed (45 mph) design, and a sweeping curve that makes crossing unsafe. There is no bike infrastructure, shoulder space, or pedestrian refuge, and tree cover is limited.

#### Lewis Road



Sidewalks are present on both sides, though the right side is narrower. Neither side has a buffer or landscaping, leaving pedestrians close to fast-moving (45 mph) traffic. There are no bike lanes, sharrows, or safe crossing points.

#### Old Lost Mountain Road



A narrow sidewalk runs along one side of the road with no buffer from traffic, providing little protection or comfort for pedestrians. Although tree cover offers shade, the area remains neither walkable nor safe for biking.

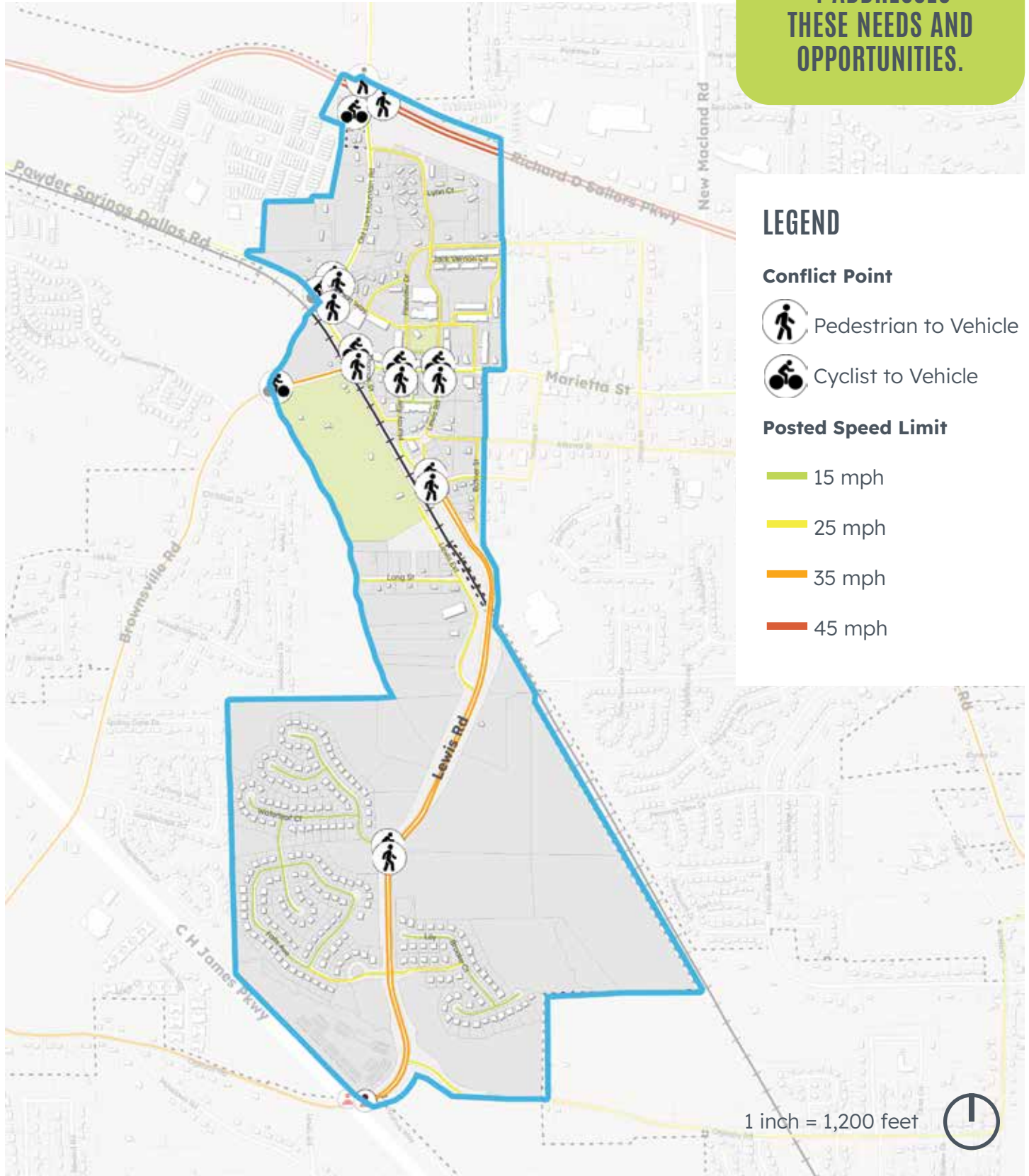
#### Pineview Drive



This residential street has a moderately wide sidewalk without separation from the road. With a 25 mph speed limit, it is relatively safe to cross, though marked crosswalks and ramps are limited. There is no bike lane, but low traffic volumes allow for shared use.

# Safety and Conflict Points

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OPPORTUNITIES.



# A Walkable, Connected Downtown

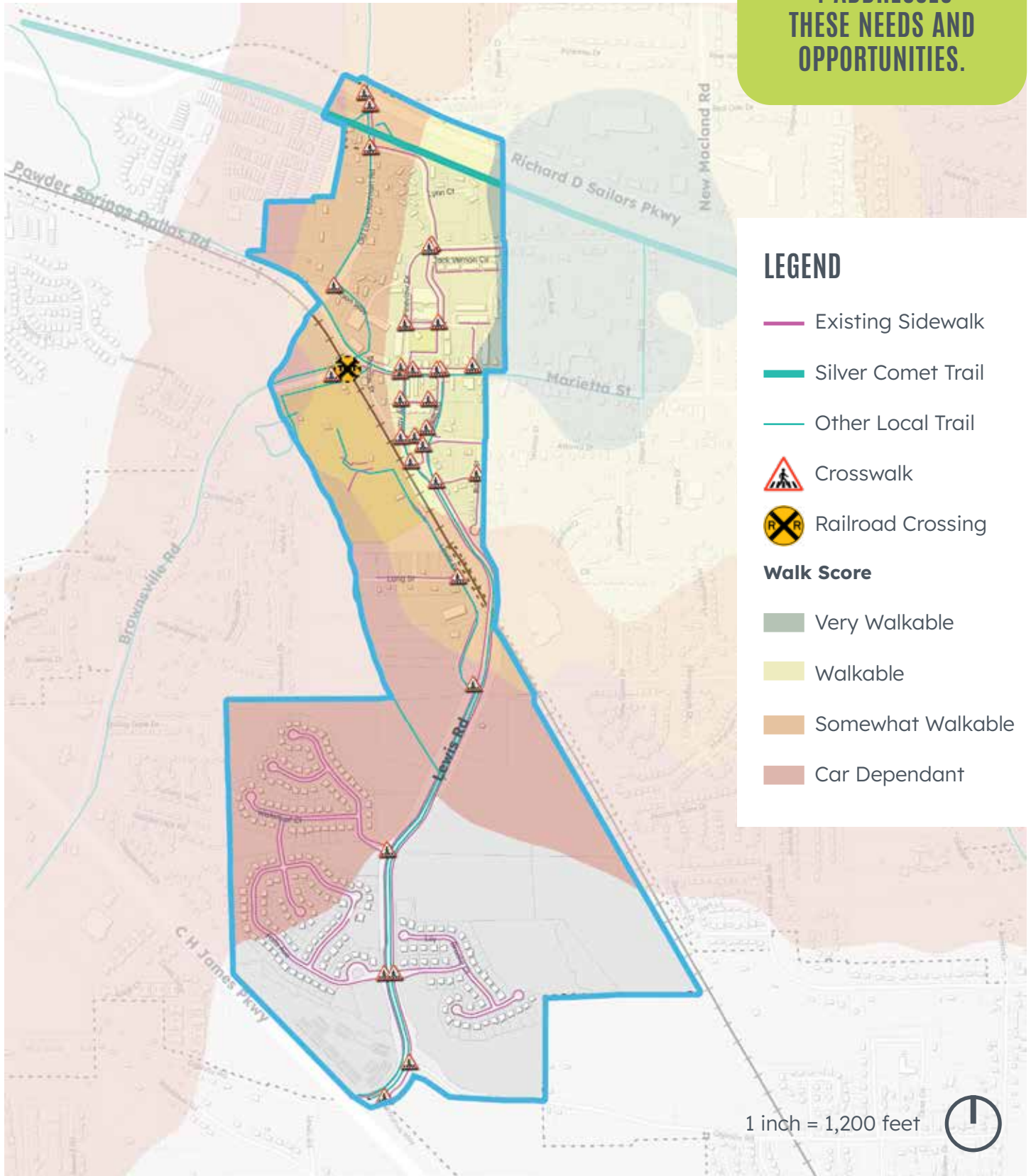
The Silver Comet Trail is a regional success story—now it's time to connect it locally.

*Downtown Powder Springs is walkable, but sidewalk gaps and rail crossings interrupt this connectivity throughout the study area. The Silver Comet Trail is a wonderful opportunity for recreation and mobility, yet safe, convenient local access remains limited.*



# Sidewalk, Trail, & Walkability Conditions

**PAGES 94-105  
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OPPORTUNITIES.**



# A Smarter Approach to Parking

There's plenty of parking—the challenges lies in its location and visibility.



Downtown Powder Springs has more than enough parking—nearly 390 spaces available compared to a peak demand of about 310. The real challenge isn't quantity; it's the uneven distribution, mismanagement, and lack of awareness from visitors about where they can (or can't!) park their cars.

## North of Marietta Street



307 Parking Spaces Supplied



106 Parking Spaces Demanded



201 Parking Spaces Excess Supply

## South of Marietta Street



82 Parking Spaces Supplied



321 Parking Spaces Demanded



122 Parking Spaces Excess Demand

# Downtown Retail: Room to Grow

Downtown has the charm—now it needs the customers.

## At a Glance:

- A majority of visitors live outside the city—they will continue to be important to downtown’s success.
- \$59 million in Powder Springs resident spending happening elsewhere.
- \$5.3 million unmet demand in the LCI Study Area.
- There’s potential for 29,000–39,000 square feet of restaurants and shopping by 2030.
- Downtown has enough vacancies today to back-fill about a third of this demand. The rest needs to be built!



Clothing & Accessories  
~\$1.4 million



Restaurants  
~\$900,000



Neighborhood Retail  
~\$800,000

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OPPORTUNITIES.



# Our Local Culture

From movie nights in the park to murals downtown—culture connects us.



## At a Glance:

- Key installations include the bike murals the Powder Springs mural on the side of Sangster’s, the Coca-Cola mural, and the Unity mural.
- The City adopted a Public Art Ordinance in 2024 to establish a formal process for reviewing and approving new art.
- Powder Springs hosts many big events that reach a variety of residents and visitors, including the Seafood Festival, the Hispanic Heritage Fiesta, Sound of the Springs and concert series, and holiday events.
- Thurman Springs Park is key resource for culture in the LCI Study Area.
- The City and South Cobb Arts Alliance collaborate on ongoing arts programming.



4th of July Celebration



Family Movie Night



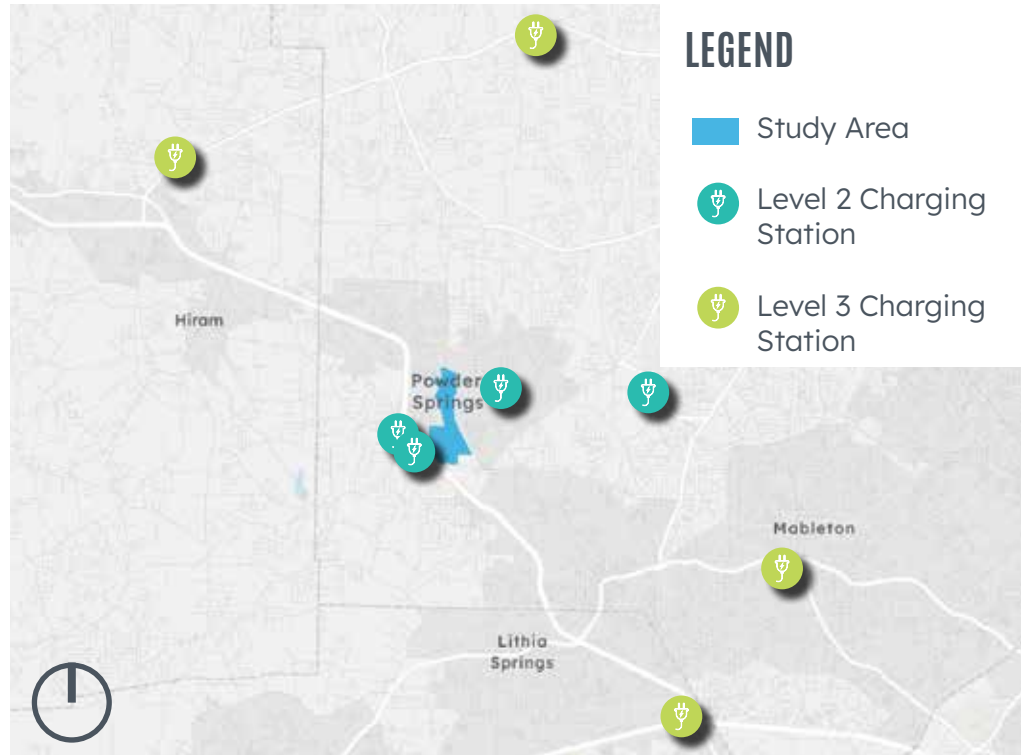
Seafood Festival

**PAGES 106-115  
IN CHAPTER  
4 ADDRESSES  
THESE NEEDS AND  
OPPORTUNITIES.**

# Toward a Cleaner Future

## At a Glance:

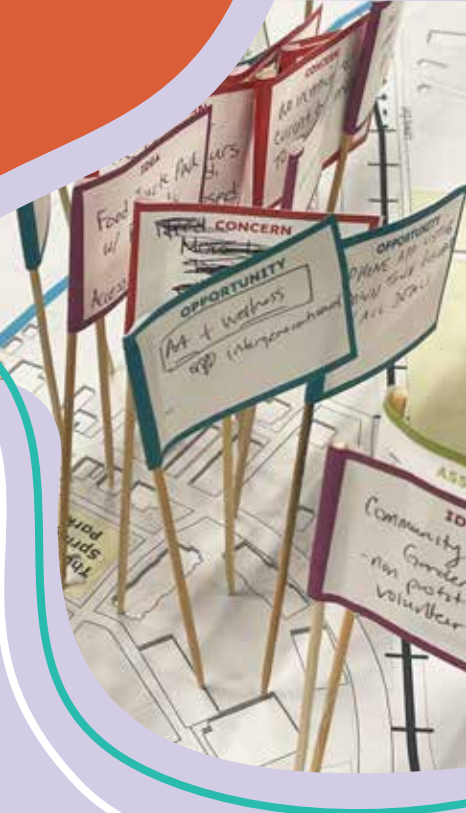
- By 2030, over half of new vehicle purchases in Georgia will be electric vehicles.
- There are four Level 2 charging stations near the LCI Study Area, and three, fast charging Level 3 stations within seven miles of Powder Springs.



# 03

## WHAT WE HEARD





## WHAT'S IN THIS CHAPTER:

Outreach Process & Methods

Community Input Survey

Meetings & Events

Key Takeaways

# Outreach Process & Methods

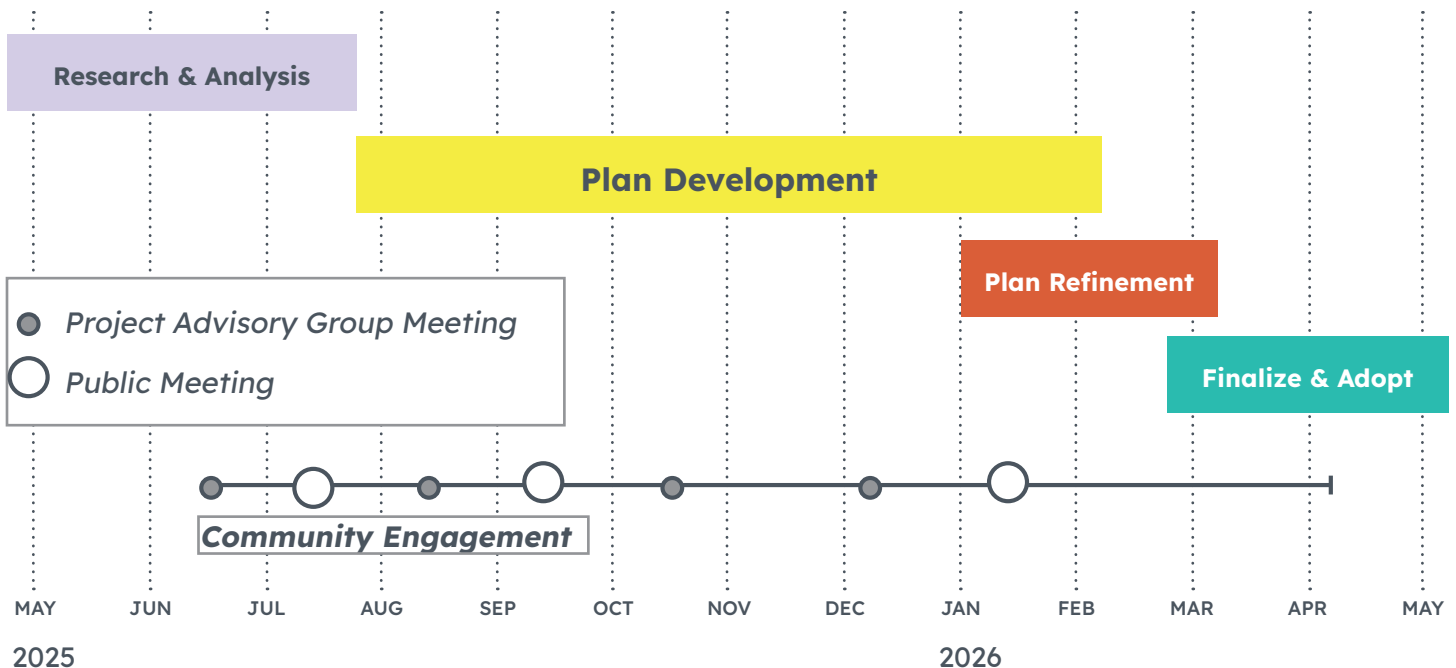
## Process

This process was split into four phases:

- **Research and Analysis.** This phase determined the focus for the study, initial site visits, analyzing previous and ongoing planning efforts, and documenting needs and opportunities.
- **Plan Development.** During this phase in the process, the planning team conducted additional site visits, identified potential sites for new development, began drafting the vision, and creating preliminary recommendations.
- **Plan Refinement.** This phase incorporated feedback into updated concepts and recommendations and identified a strategy for implementation.
- **Finalize and Adopt.** The final phase focused on refining the plan and its deliverables in preparation for adoption by City Council.

### OUTREACH DATES

Summer 2025	Stakeholder Interviews and Focus Groups
June 26, 2025	Project Advisory Group Meeting #1
July 14, 2025	Public Kick-Off Open House
August 14, 2025	Project Advisory Group Meeting #2
September 9, 2025	Visioning Workshop
October 16, 2025	Project Advisory Group Meeting #3
December 4, 2025	Project Advisory Group Meeting #4
January 15, 2026	Draft Plan Open House



# Methods

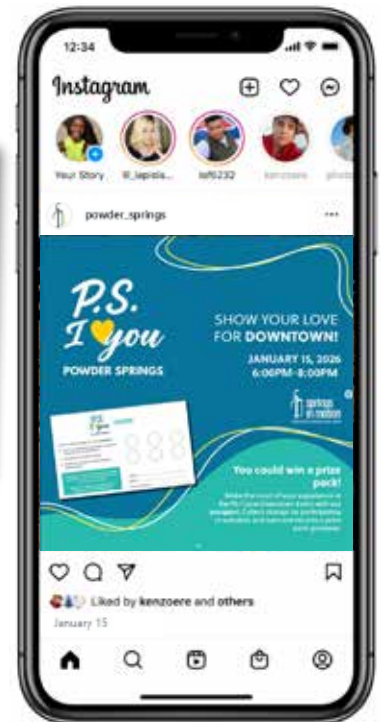
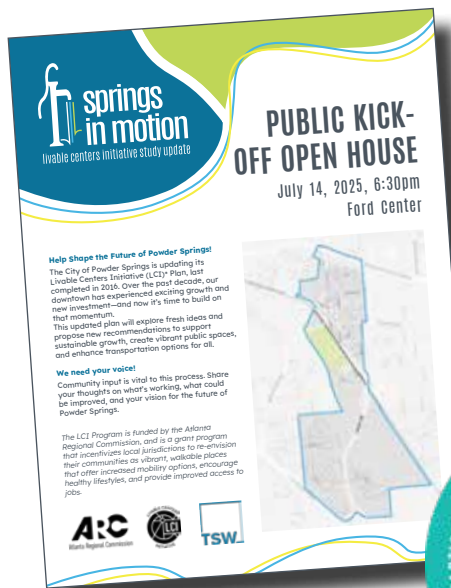
## Website

A website was created and maintained throughout the course of the study. It was important for the study to have one central location that community members could return to for information about the study and to track the study's progress. The website shared details about the LCI program, the purpose of the study, the areas the study would focus on, and a timeline for meetings and deliverables. Visitors were able to access the survey, review deliverables, and presentations from past meetings to review on their own time. Contact information was also listed for questions and comments.



## Advertising

Web-friendly graphics advertising the study, the Community Input Survey, and meetings were uploaded on the City of Powder Springs' website and social media pages, as well as the study website. Meeting notices were placed in utility bills, a QR code of the survey link was passed out at local events, and flyers were posted in high-traffic areas.



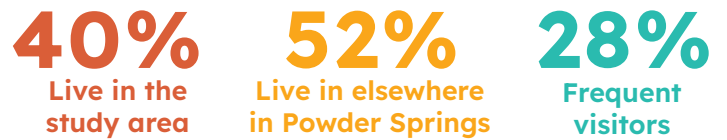
# Community Input Survey

## Who Took This Survey?

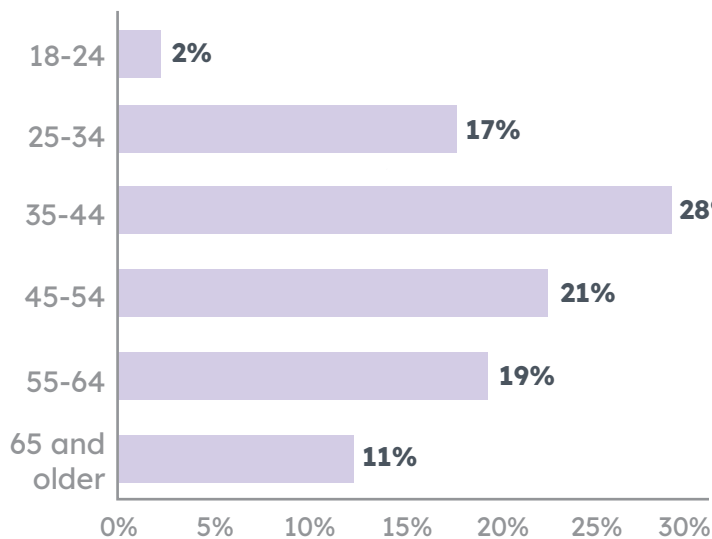
### Number of responses



### Relationship to Powder Springs and the study area



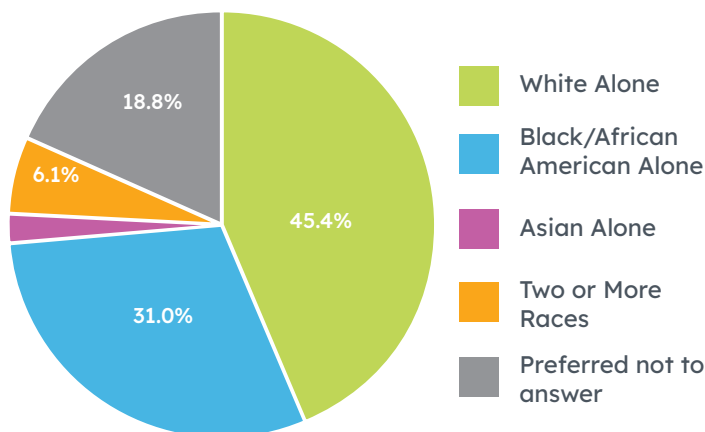
### Age of survey respondents



### Income of survey respondents



### Race/ethnicity of survey respondents



### WHAT DO THESE RESULTS INDICATE?

This input provides a meaningful, though partial, snapshot of who provided feedback throughout this process. Most responses came from older residents, higher-income households, and homeowners, with fewer respondents from younger residents, renters, and Black and other minority community members—groups that make up a larger share of the local population. As with many public engagement efforts, there is potential for response bias, as those who feel more invested or comfortable are more likely to participate and share demographic information.

# The Downtown Experience

How frequently do people visit downtown Powder Springs?

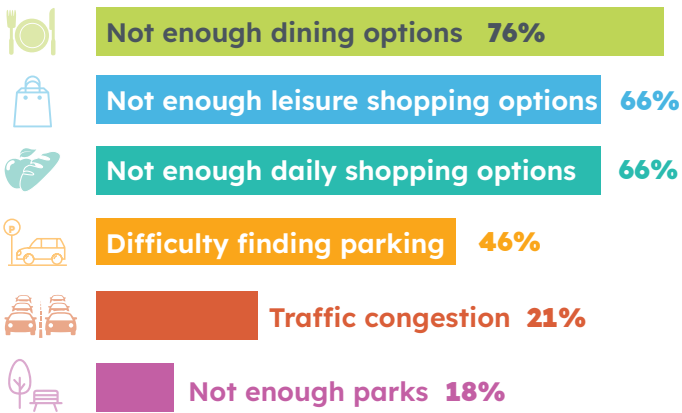


Never 5%    Less than once a month 21%  
 Once a month 19%    2-3 times a month 26%  
 4-5 times a month 29%

What draws people to visit downtown?



What challenges do visitors have when spending time downtown?



What are downtown Powder Springs' greatest assets?



What are the least attractive aspects of downtown Powder Springs?

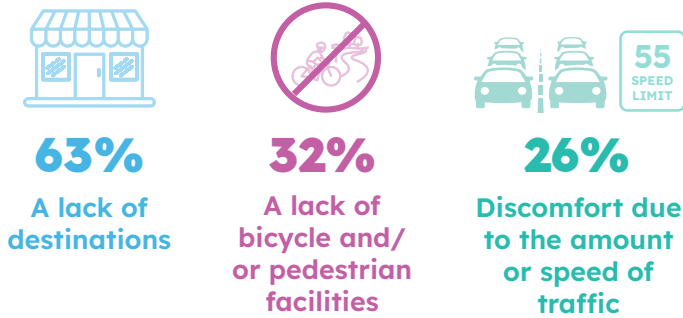


## WHAT DO THESE RESULTS INDICATE?

Residents and visitors want a livelier, more walkable downtown with a balanced mix of housing, shops, restaurants, and public spaces. They value the area's small-town character but see room for more activity and amenities. Many already visit downtown for events and dining, but many noted that limited dining/retail options, limited parking, and amount of traffic makes visiting downtown challenging. There is a strong support for mixed-use buildings, particularly housing units over ground-level retail, as well as infill development and redevelopment on under-utilized properties. The community sees restaurants, retail variety, and small business support as the keys to strengthening downtown's economy. They want Powder Springs to be a place where local businesses thrive, nightlife flourishes, and markets/events bring consistent foot traffic.

# Getting Around Downtown

What prevents people from walking or biking as much as they want to around downtown?



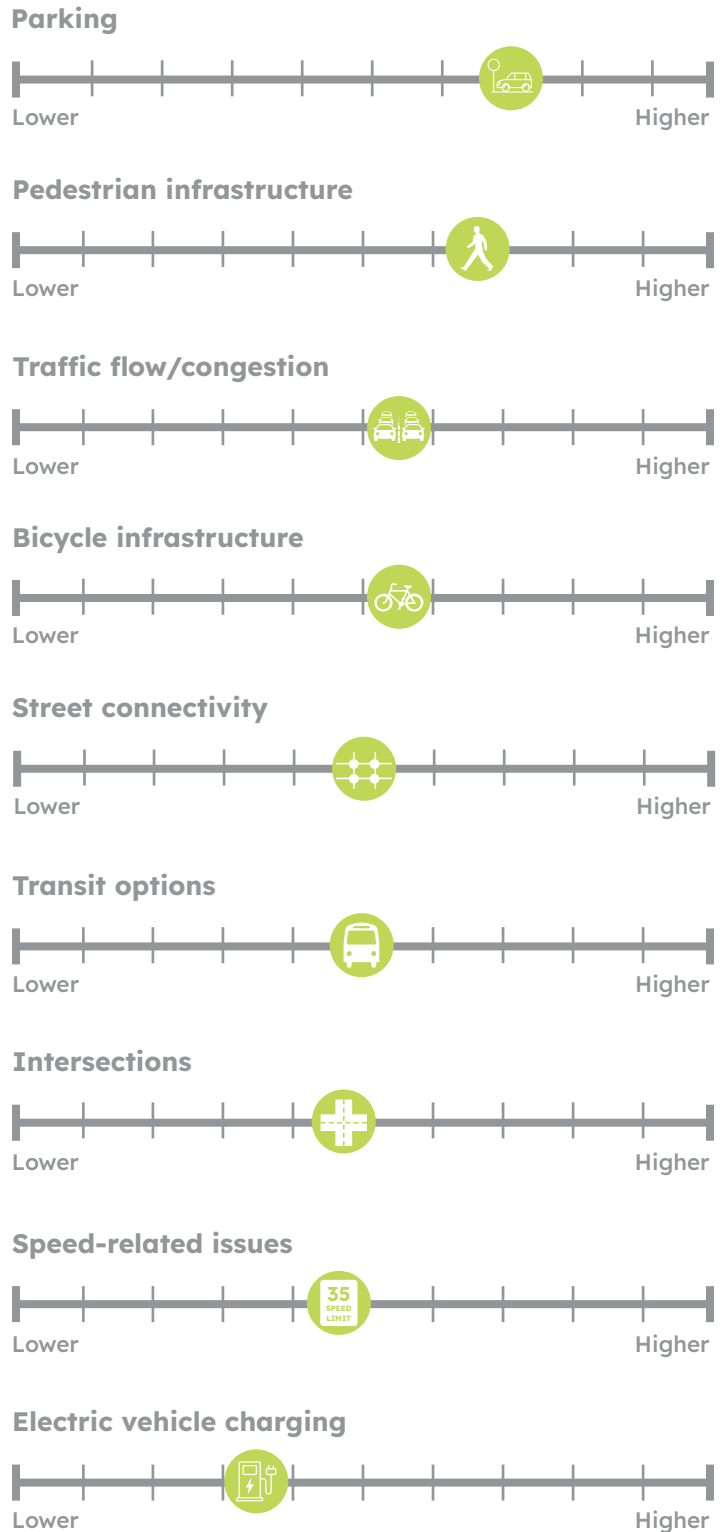
What would make it easier to walk and/or bike in downtown Powder Springs?



## WHAT DO THESE RESULTS INDICATE?

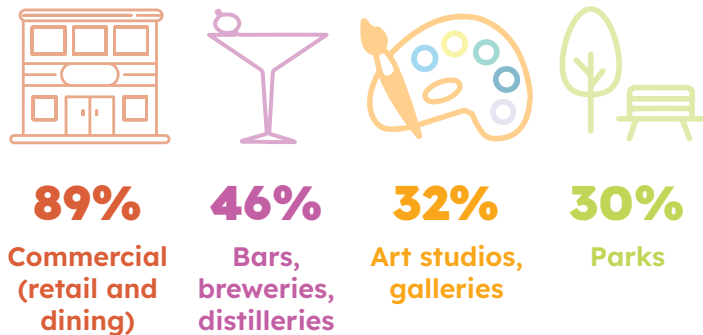
Overall, respondents want a more walkable, bike-friendly, and well-connected Powder Springs, with safe crossings, better lighting, and transit or shuttle options—while managing parking so cars don't dominate the downtown experience.

How would people prioritize various transportation improvements?

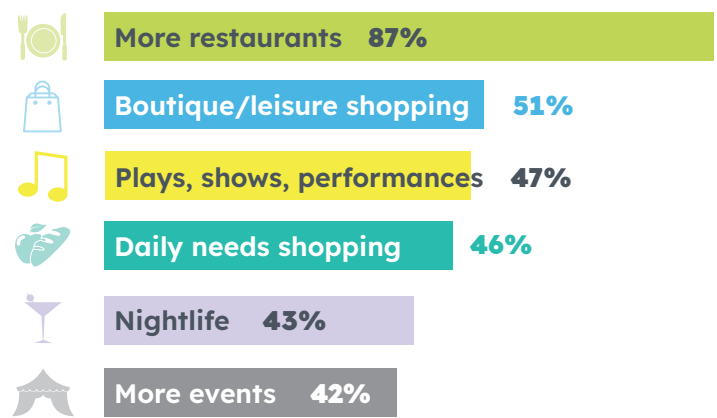


# Enhancing Downtown

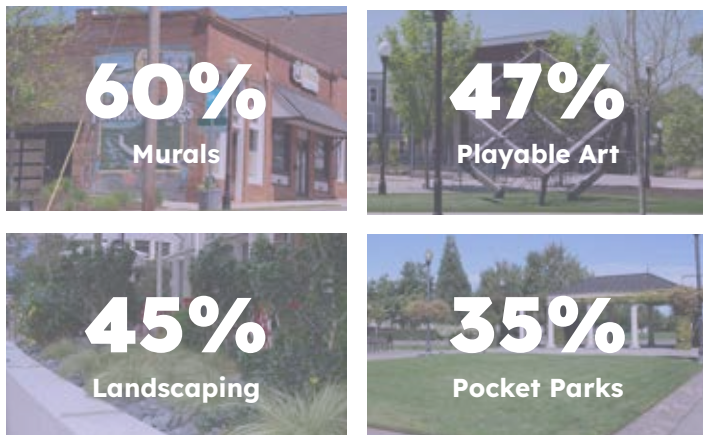
What kinds of development should be prioritized in downtown Powder Springs?



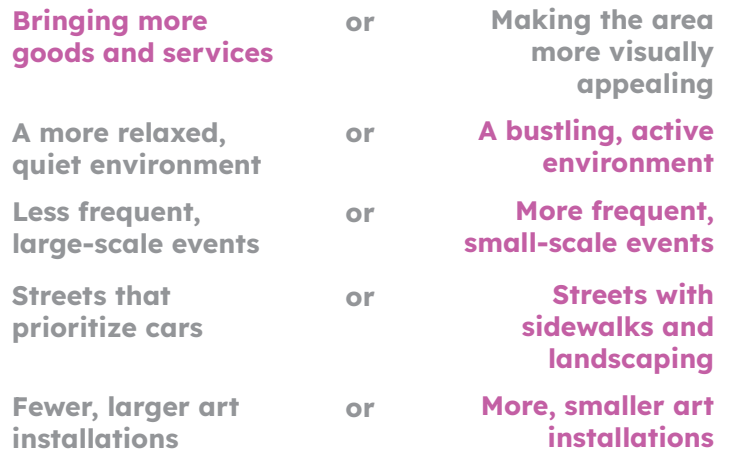
What are some things to add that would enhance daily life in Powder Springs?



What types of art and placemaking would people like to see downtown?



In the future, what would people prioritize overall in the entire study area?



## WHAT DO THESE RESULTS INDICATE?

Residents and visitors are clearly signaling that they want downtown Powder Springs to become an everyday destination, not just a backdrop for occasional events. The survey shows a strong appetite for more restaurants and boutique shops, with nearly nine out of ten respondents calling for new dining and retail. People also envision a downtown where art and activity are woven into the streetscape: murals, interactive installations, small performances, and frequent pop-up events would keep the area visually distinctive and socially engaging. Comfort and walkability matter just as much as programming. Shade, landscaping, pocket parks, and well-maintained sidewalks are viewed as essential for creating a place where people of all ages can linger. Overall, this indicates that investment should prioritize the everyday experience. A bustling environment rich with food, culture, and pedestrian-friendly design is what will transform downtown into a true community hub.

# Meetings & Events

## Project Advisory Group Meetings

The purpose of the Project Advisory Group (PAG) was to provide guidance, share insights, and ensure the comprehensive plan reflected the community’s needs and aspirations. The Project Advisory Committee represented a diverse cross-section of the community, including members from the Downtown Development Authority, City Council, Planning & Zoning Commission, the Development Authority of Powder Springs, the business community, downtown property owners, and residents. This group’s diversity ensured that a variety of perspectives were considered in the committee’s deliberations.

The Project Advisory Group met a total of four times throughout the process. The first meeting was held on June 26, 2025 at the George E. Ford Center and Reception Hall. The session opened with an introduction to the planning process and an overview of existing conditions in the study area. Attendees then shared their “big ideas” for the future, surfacing key themes such as downtown development, business attraction and retention, connectivity and safety, sustainability, arts and placemaking, and enhanced amenities. These ideas helped shape the core themes of the plan. Following the discussion, attendees took part in a collaborative “build-a-survey” activity. Working in small groups, they reviewed a list of potential questions for the upcoming Community Input Survey, selected those they felt were most important, and presented their surveys to the full group, explaining the reasoning behind their choices. This exercise directly informed the final survey design.



*The Project Advisory Group helped create the Community Input Survey during its first meeting.*

The second meeting was held virtually on August 14, 2025. During the meeting, the consultants gave the group an update on the process and schedule and reported out on public engagement efforts conducted to-date. The PAG heard a brief presentation on future retail demand, which sparked discussions on how this demand could be increased, where additional growth could be placed within the study area, the state of parking and how the perception of a parking problem could be mitigated, electric vehicle charging locations, and arts and placemaking. The group gave feedback on their preferred methods of increasing retail demand, how downtown expansion sites should be developed, where they wanted to place electric vehicle charging infrastructure and which types they preferred, and they types of public art and placemaking installations they wanted to see the most. The discussions and feedback they generated informed some of the preliminary recommendations that were shown as part of the Visioning Workshop.

The third meeting was held virtually on October 16, 2025. During the meeting, the consultants reported out on the survey results and Visioning Workshop. The PAG got an update on the future retail demand numbers presented at the

second meeting, which accounted for visitor data and broke down the types of retail that the downtown area could reasonably accommodate. Next, preliminary concepts for the catalytic redevelopment sites and increasing pedestrian connectivity were presented for feedback. Lastly, the group discussed ideas for increasing public participation through outreach. Ideas for future community engagement were suggested, along with methods for communicating with the public.

The fourth and final meeting was held on December 4, 2025 at City Hall. The meeting opened with a progress report and results from recent engagements. Then, the consultant team presented the draft recommendations and action items to the PAG, detailing estimated costs and potential partnerships, and answering any questions the group had. Then, the consultant team led an activity with the PAG where they sorted out the proposed action items into four piles, “yes,” “maybe,” “later,” and “no.” The intent of the activity was to decide which action items to propose to the community at the last public meeting to be held the following month, and which ones were non-starters. Following the activity, a discussion on partnerships was facilitated to inform where there may be gaps in the City’s capability to carry out some of the action items.



*The Project Advisory Group informed the action items for public review*

# Stakeholder Interviews

## Background

During the period between June 9th and July 16th, the planning team conducted a series of one-on-one interviews with the Project Advisory Group and focus groups with the City’s Downtown Development Authority and City Council to answer key questions:

- What do you envision in the next five to ten years?
- What are the biggest opportunities available downtown?
- What are the biggest challenges that downtown is facing?
- What is something that hasn’t happened over the last ten years that you’d like to see be accomplished?
- What are some things you like about downtown/the study area? Dislike?
- What would make this a more appealing area to live/work/do business/hang out?
- What kinds of businesses/shops/restaurants do you wish we had in Powder Springs (or have more of)?
- What kinds of businesses would you not want to see more of?
- What kinds of housing do you think are most needed in or around the downtown area?
- Are there areas in or around the study area we should consider as a potential development/redevelopment opportunity?

## Key Themes

After reviewing the notes gathered from each of these conversations, ten key themes were identified.

### 1 Balance Growth with Community Identity

There’s enthusiasm for revitalization but also concern about losing the city’s small-town charm. Growth should be thoughtful, avoiding over-commercialization and maintaining the city’s sense of safety, family-friendliness, and diversity. Residents want development that reflects Powder Springs’ values and addresses their needs—not just growth for growth’s sake.

### 2 Revitalize Downtown as a True Destination

There is strong consensus that downtown needs to evolve from a place people pass through into a place where people intentionally gather, shop, dine, and spend time, especially after working hours. Stakeholders want downtown to become more vibrant, with a mix of uses that support a “live-work-play” lifestyle and foster walkability.

### 3 Attract Locally-Owned, Family-Friendly Restaurants and Retail

The community is eager for more sit-down dining options (breakfast cafés, pizza parlors, steakhouses), shops, and hangout spots that appeal to families, teens, and working adults. There is a strong preference for “mom-and-pop” or boutique businesses over franchises and large chains.

## **4 Support Local Entrepreneurs and Business Longevity**

The early months are critical for small business survival. Stakeholders suggest creating incubator programs, offering marketing and capital support, and ensuring that City policies actively nurture local startups—especially those that fit Powder Springs’ values and character.

## **5 Broaden and Diversify the Downtown Experience**

Many people only associate downtown with Marietta Street and Thurman Springs Park, but there is interest in expanding the perceived footprint. Creating inviting public spaces and adding more specialty and niche businesses could help make downtown feel larger and more interesting.

## **6 Improve Foot Traffic and Visibility for Local Businesses**

Many businesses struggle due to low foot traffic, lack of visibility, and weak spillover from events. Solutions include better marketing, strategic clustering of businesses, wayfinding, and encouraging mixed-use development that brings more people downtown throughout the day and week.

## **7 Address Infrastructure Barriers: Parking, Traffic, and Access**

Limited parking and traffic congestion are hindering progress. Stakeholders want practical solutions like a shared parking deck (which will be addressed with the new municipal complex), more accessible parking, signage, and improved pedestrian access to unlock potential.

## **8 Sustain and Expand Event Programming**

Community events are a clear strength and opportunity. Stakeholders value concerts, festivals, and movie nights but want more frequent, varied programming, especially small-scale, recurring events like food truck nights or art shows. Events should be inclusive of all ages, and build on assets like the park and trail. There is a concern that the events don’t bring a lot of money to downtown businesses, especially to the restaurants. Programming strategies should consider how to support the businesses during the events.

## **9 Reinvigorate Youth Engagement and Belonging**

Teens and young adults feel overlooked by current programming and downtown amenities. Stakeholders suggested involving local schools, strengthening the Youth Council’s voice on planning-related items, and creating programs and spaces that are fun, relevant, and welcoming to younger residents.

## **10 Enhance Communication and Outreach**

Marketing and messaging were repeatedly flagged as weak points. Residents often don’t know about events, businesses, or even the existence of a “downtown.” A mix of traditional and digital outreach, including newer platforms like TikTok, could help bridge generational gaps and boost awareness.



# Public Kick-Off Open House

The Public Kick-Off Open House was held at the Cultural Arts Center on Monday, July 14, 2025 from 6:30pm until 8:00pm (after the monthly Downtown Development Authority meeting). Nearly 50 members of the community attended the Open House.

Participants were invited to participate in four activities:

- **Activity 1: What Do You Want to See Most in Downtown Powder Springs?** Participants were given 30 cards showcasing existing features of downtown, along with potential ideas and improvements suited for the area. They could select up to eight cards to use in Activity 2.
- **Activity 2: Let's Prioritize!** With the items they selected during the first activity, participants placed them on one of three boards that indicated priority:
  - Immediate priority (within the next year)
  - Shorter-term priority (within the next few years)
  - Longer-term priority (within the next five to ten years)
- **Activity 3: Flag It!** Participants were provided a map of the study area, along with four sets of flags to place onto the map to indicate:
  - Assets - what is working, valued, or unique here?
  - Concern - what are the problems, challenges, or issues to address here?
  - Opportunity - is there potential for something new or better here?
  - Idea - is there a specific suggestion or vision here?
- **Activity 4: Anything Else?** This activity functioned as a “parking lot” for additional comments or ideas not shared in the previous three activities. Participants could place a sticky note with their thoughts onto a board under six categories: downtown development, business attraction and retention, arts and placemaking, connectivity and safety, sustainability, and amenities.



Participants selected their top priorities for the study area

## Results

Feedback from these activities paints a vivid and consistent picture of what the community wants for downtown Powder Springs: a lively, welcoming, and distinctive place that reflects local character and meets everyday needs. Across activities, key priorities emerged: more local dining options, continued support for City events like the farmers market, expanded parks and recreational amenities, and a stronger sense of place through public art, murals, and better trail connectivity.

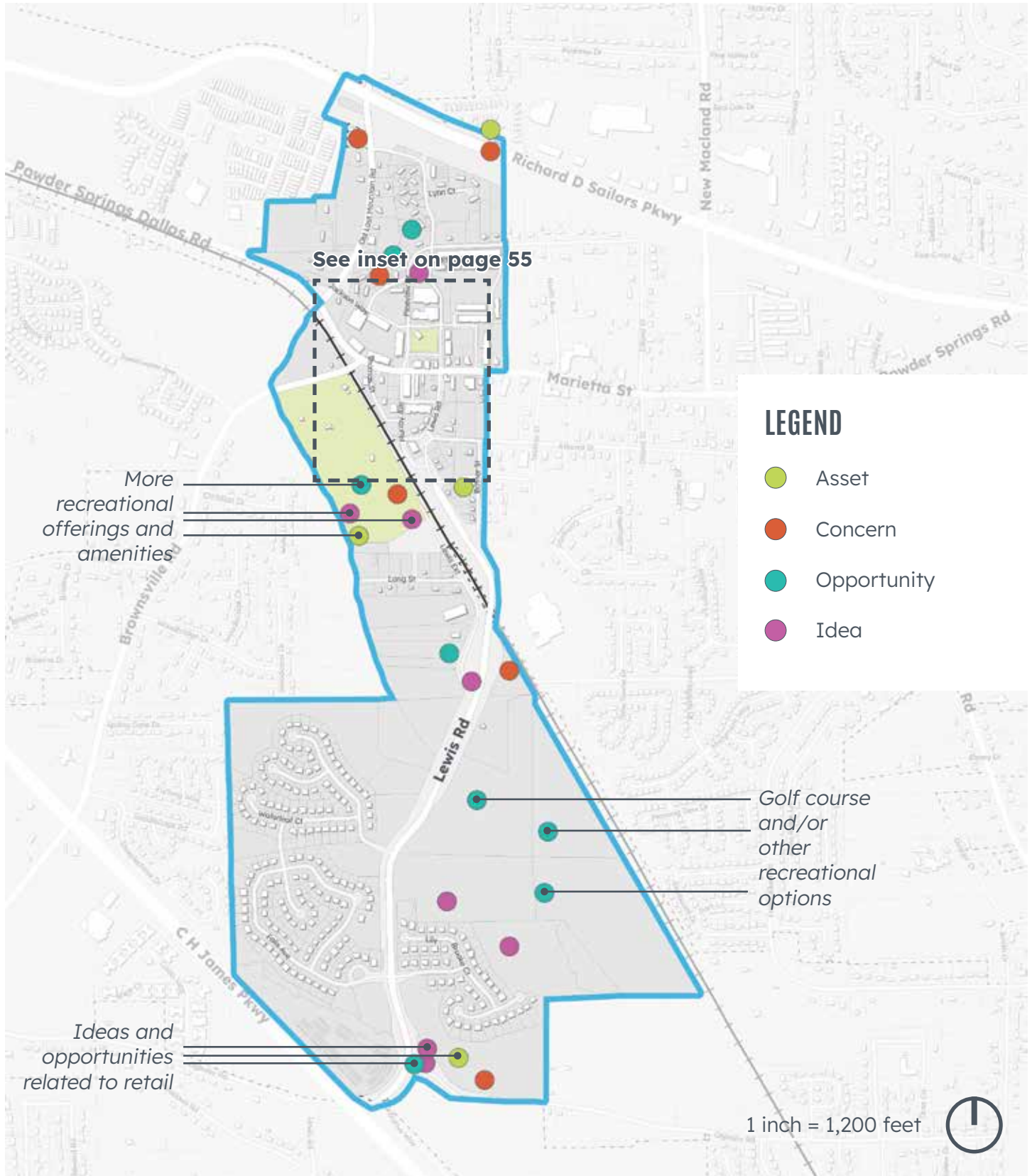
These aren't abstract ideas: they are direct calls to action. The community wants a downtown that offers more than just a place to pass through. They want a place to stay, to gather, and to support local entrepreneurs. Immediate priorities like adding single-story storefronts and specialty retail show a desire to grow without sacrificing character or walkability. Meanwhile, longer-term aspirations—like public art and expanded recreation—reflect a vision of downtown as both a cultural and social anchor.

But the input also came with urgency and concern. People expressed frustration with low-quality development and fear that existing businesses are being pushed out or neglected. Design quality, pedestrian infrastructure, and traffic were also recurring issues identified through the mapping activity. In short, participants believe that the community is at risk of undermining its own potential if growth is not intentional, coordinated, and rooted in community priorities.

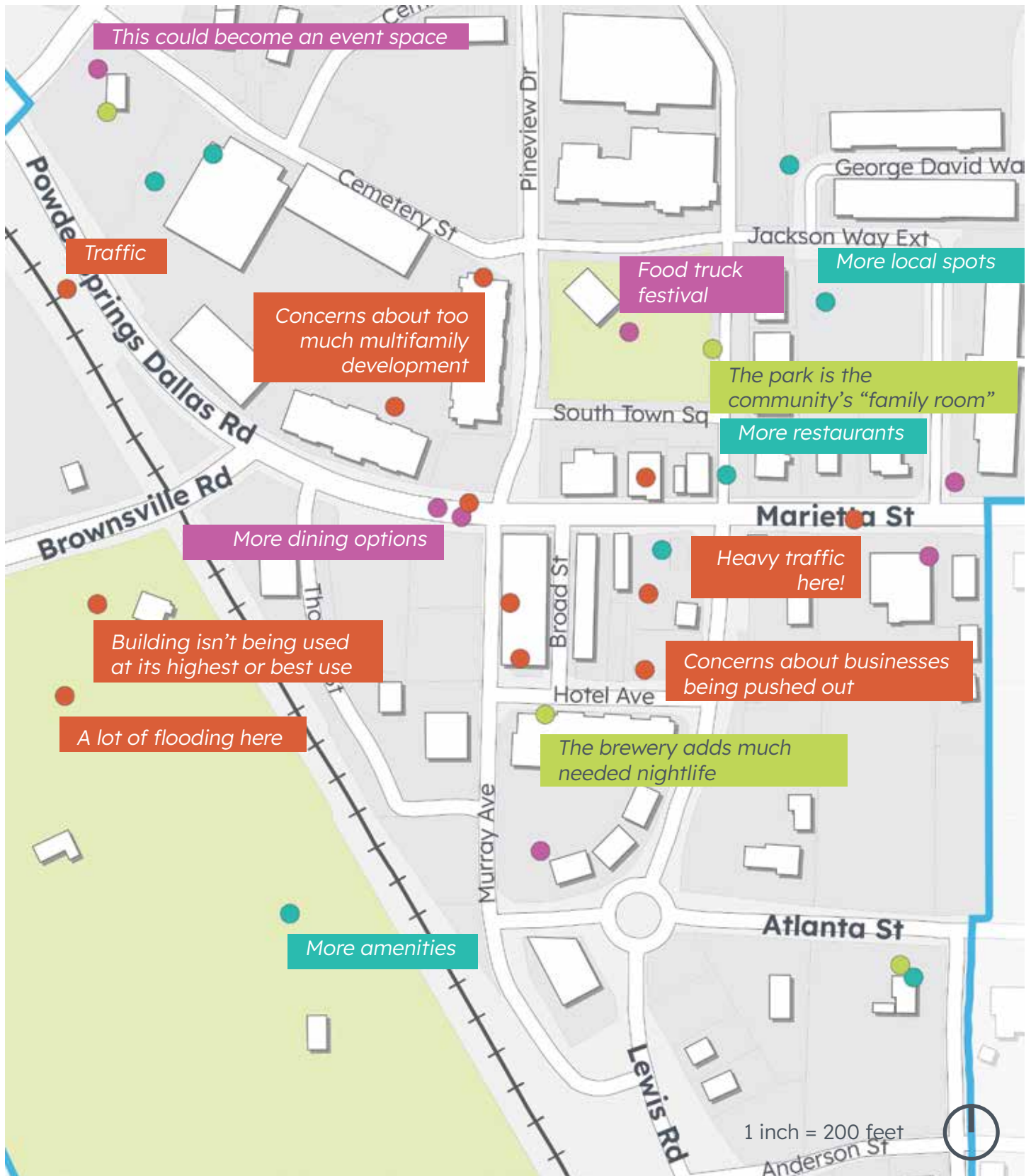


After selecting their cards, participants placed them on boards to indicate level of priority

# Mapping Activity Results



# Mapping Activity Results





# Visioning Workshop

The Visioning Workshop was held at the City Hall Gallery on Tuesday, September 9, 2025, from 2:00 p.m. to 8:00 p.m. Approximately two dozen community members attended in person. The Workshop was also made available in an online format, which generated additional feedback from 10 participants.

Participants had the opportunity to review the community survey results collected to date and were encouraged to take the survey if they had not already done so. Display boards illustrated the framework plan and highlighted active redevelopment efforts for several downtown properties, providing important context for discussion.

Feedback was gathered through a series of interactive voting activities using bingo chips:

- **Activity 1: What Are The Goals For This Plan?** Participants reviewed draft goals related to downtown development, business attraction and retention, connectivity and safety, arts and placemaking, and community amenities. For each category, participants indicated whether the goals:
  - Felt right
  - Were on the right track
  - Didn't feel like a fit
- **Activity 2: Our Catalytic Redevelopment Sites.** Three redevelopment sites were presented:
  - Site A: Old Lost Mountain Road
  - Site B: Northeast corner of Lewis Road at Atlanta Street
  - Site C: Southeast corner of Lewis Road at Atlanta Street

Each board included information about acreage, potential land uses (as identified in the Comprehensive Plan), and the rationale for redevelopment potential. Participants used BINGO chips to indicate preferences for each site's future direction:

- More residential than commercial
- A balanced mix of uses
- More commercial than residential
- Something else
- **Activity 3: Transportation Improvements.** Participants reviewed a preliminary concept for Marietta Street redesign, showing proposed improvements between Brownsville Road and Pineview Drive, and between Pineview Drive and Lewis Road. Concepts included a shared street ("woonerf") design. Participants indicated whether the recommendations felt right, were on the right track, or didn't feel like a fit.
- **Activity 4: Arts & Placemaking Opportunities.** A board presented three macro-level placemaking ideas for the downtown core: an art park, an art-based play area, and honoring Powder Springs' historic African American community in a catalytic redevelopment site. Each concept was accompanied by imagery and narrative descriptions. Participants again indicated whether the ideas felt right, were on the right track, or didn't feel like a fit.

- **Activity 5: Artistic Elements.** The framework plan was displayed alongside examples of micro-level arts and placemaking features, including:
  - Bike rack murals
  - Signage and wayfinding elements
  - Planters and landscaping
  - Artistic benches and sculptures
  - Murals and painted pavement

Participants placed colored pens on the map to show where they would like to see these features implemented.



*The consultant team was available to answer questions and listen to participants' feedback.*

## What We Heard

### Results

Feedback gathered during the Visioning Workshop reflected broad community support for balanced, context-sensitive growth and reinvestment in downtown Powder Springs. Across both the in-person and online formats, participants expressed enthusiasm for a mix of uses, walkable connections, and the recommended arts-based placemaking opportunities.

Feedback on the draft goals revealed strong support for the direction of the plan. Goals related to business attraction and retention and downtown development were especially well-received, with nearly all participants indicating that these “felt right.” The arts and placemaking goal generated the widest range of responses, suggesting a desire for more detail or clarification around implementation strategies, or the potential for other ideas.

### Goals

	These feel right and reflect our direction and priorities	These are on the right track, but need revisions	These don't feel like a fit or feels off-base
Downtown Development	12	3	0
Business Attraction & Retention	14	1	1
Connectivity & Safety	11	3	1
Arts & Placemaking	8	2	4
Amenities	10	3	2



Participants could review the draft goals for the plan and rate them based on how much they “fit” their vision.

Participants reviewed three potential redevelopment sites—Old Lost Mountain Road (Site A), the northeast corner of Lewis Road and Atlanta Street (Site B), and the southeast corner of Lewis Road and Atlanta Street (Site C). Across all sites, the majority of votes favored a balanced mix of uses, followed by commercial-oriented redevelopment. Site C, in particular, received the strongest overall interest for redevelopment potential. Very few participants selected “something else,” indicating general alignment with the concepts presented.

### Site A: Old Lost Mountain Road



### Site B: Northeast Corner of Lewis Road and Atlanta Street



### Site C: Southeast Corner of Lewis Road and Atlanta Street



## What We Heard

Arts and placemaking are one of the elements that have been cited as one that will bring more visitors to Powder Springs while increasing its sense of place. Participants responded positively to the arts and placemaking concepts presented. The ideas of establishing an art park and an art-based play area each received strong support, while the recommendation to honor Powder Springs’ historic African American community resonated deeply with many participants. These results highlight the community’s interest in creative expression that also reinforces local heritage and identity.

### Arts & Placemaking Recommendations



**Art Park**

<b>This feels right.</b> It reflects what we have in mind for drawing in more visitors.	<b>11</b>
<b>This is on the right track.</b> It’s a good idea but elements of it need some revision or more thought.	0
<b>This doesn’t feel like a fit.</b> This feels off-base or not what we have in mind.	2



**Art-Based Play Area**

<b>This feels right.</b> It reflects what we have in mind for drawing in more visitors.	<b>10</b>
<b>This is on the right track.</b> It’s a good idea but elements of it need some revision or more thought.	1
<b>This doesn’t feel like a fit.</b> This feels off-base or not what we have in mind.	2



**Art-Based Play Area**

<b>This feels right.</b> It reflects what we have in mind for drawing in more visitors.	<b>11</b>
<b>This is on the right track.</b> It’s a good idea but elements of it need some revision or more thought.	2
<b>This doesn’t feel like a fit.</b> This feels off-base or not what we have in mind.	2

The proposed redesign of Marietta Street—including shared street (“woonerf”) concepts and enhanced pedestrian features—was viewed very favorably. Nearly all workshop participants indicated that the recommendations “felt right” or were “on the right track,” showing widespread support for improved multimodal connectivity and a more inviting downtown environment. Some participants expressed general concerns about traffic and parking, as well as pedestrian safety in key areas.



# Trunk-or-Treat Event

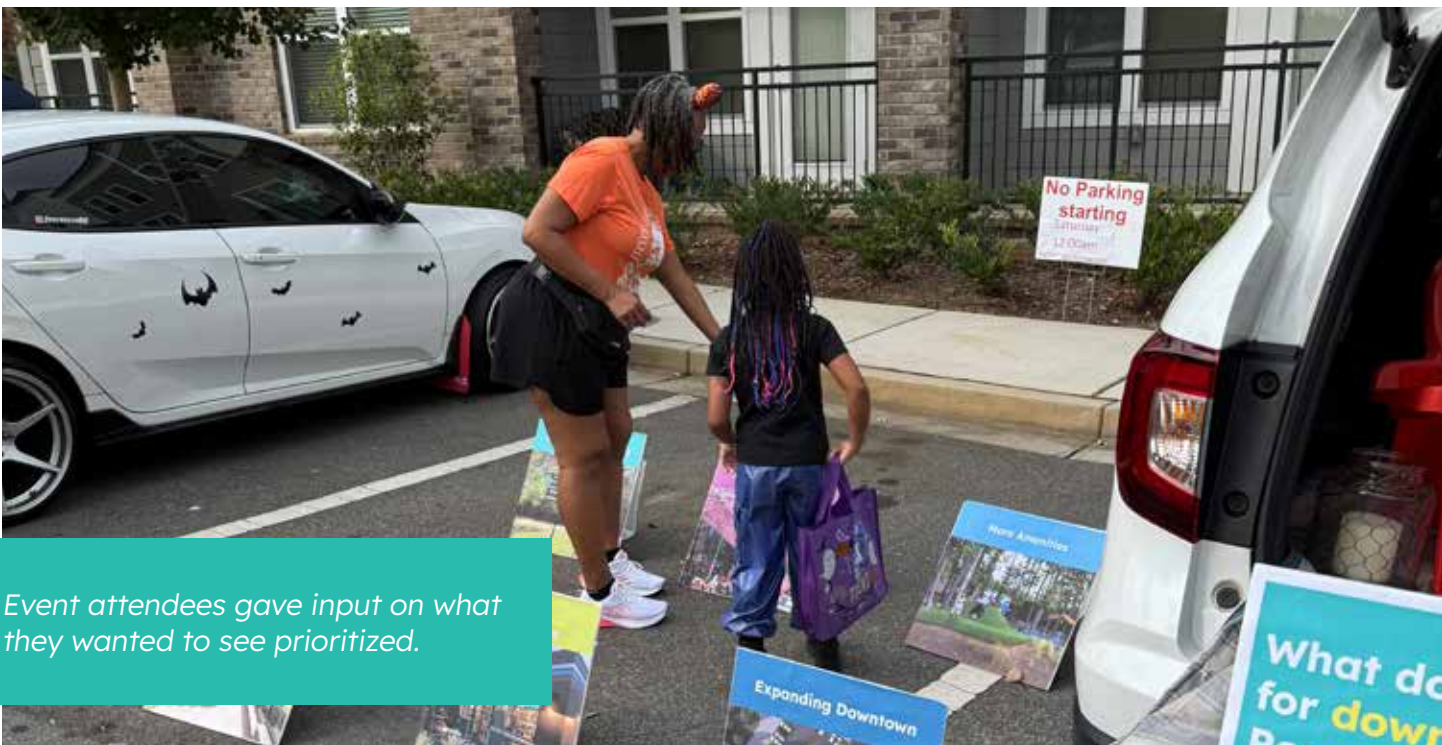
The consultant team participated in Powder Springs’ annual Trunk-or-Treat event at Thurman Springs Park, using the occasion to share information and gather input about the future of the study area. Team members handed out candy and spoke with approximately 300 residents and visitors, offering stickers with a QR code linking to the project website for those interested in updates and upcoming public meetings. A brief interactive activity invited participants to “vote” for their top priorities for downtown’s next phase of development by tossing a small pumpkin into a labeled basket: downtown expansion, attracting new businesses, enhancing walkability, arts and placemaking, and more amenities.

Each pumpkin represented a vote for what participants most wanted to see emphasized in the plan. The clear frontrunner was more amenities, followed by attracting new businesses and arts and placemaking. Conversations with attendees revealed a shared enthusiasm for the community’s recent growth and a strong desire for additional destinations and gathering places such as play areas, performance spaces, and new dining options that continue to draw people downtown. A number of children participated in the activity as well, with most casting their “votes” for more amenities (especially playgrounds) and arts-related features, underscoring the importance of family-friendly and creative spaces in the community’s vision for the future.



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Event attendees gave input on what they wanted to see prioritized.



## Show Your Love For Downtown Event (Draft Plan Open House)

The final community engagement touchpoint took place on Thursday, January 15, 2026, from 6:00 to 8:00 p.m. during a special event titled “Show Your Love for Downtown.” The event built on the City’s broader “PS I Love You” marketing campaign and was designed to celebrate local businesses while gathering meaningful feedback on the draft plan recommendations.

The City and consultant team partnered with downtown businesses to host the event, transforming storefronts into interactive engagement stations. Each participating business displayed boards highlighting key plan recommendations, allowing attendees to review proposals in a casual, accessible setting. Community members were invited to “vote” on each recommendation by indicating whether they loved it and wanted it implemented now, loved it but felt it could be pursued later, or did not support it. This format provided clear, prioritized input while keeping the tone fun and approachable.

To encourage participation and exploration of downtown, the event featured a passport system (passports also doubled as event maps). Attendees received a stamp for every participating business they visited, and completed passports were entered into a drawing for a downtown prize pack. The passports also included coupons to local businesses to encourage return visits.

More than 60 community members participated, providing valuable feedback on the plan while supporting downtown businesses. The event successfully combined celebration, marketing, and meaningful engagement—creating an energetic and positive conclusion to the public input process. The event had positive reception from the community, with some expressing interest in the City and DDA putting on similar events in the future.

### A BIG THANK YOU TO OUR EVENT PARTNERS!

- Acres & Oak Kitchen
- Hand-Me-Up’s
- PearTree Home.Floral.Gifts
- The Powder Springs Bistro
- Sangster’s Cafe
- Skint Chestnut Brewing Company



# Results

The feedback generated from the event was overall positive—many of the projects were well-loved by attendees. The results from the event informed which action items would be prioritized versus others that could be implemented in the longer term or possibly eliminated from consideration.



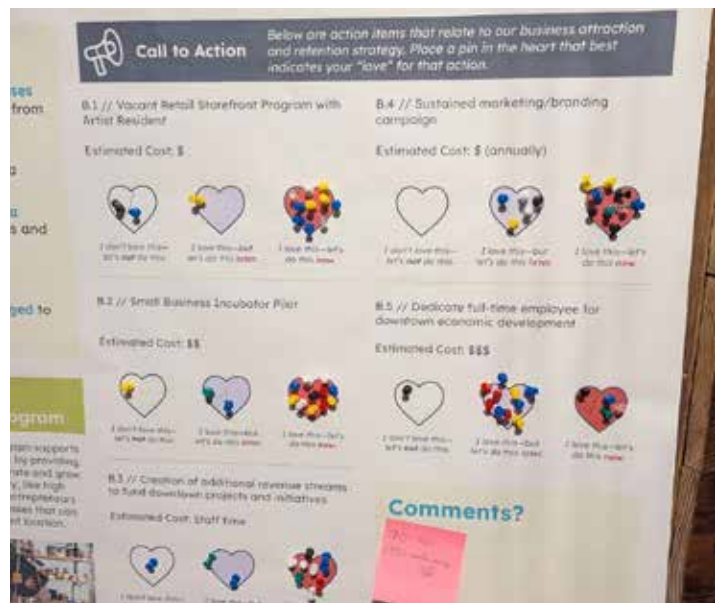
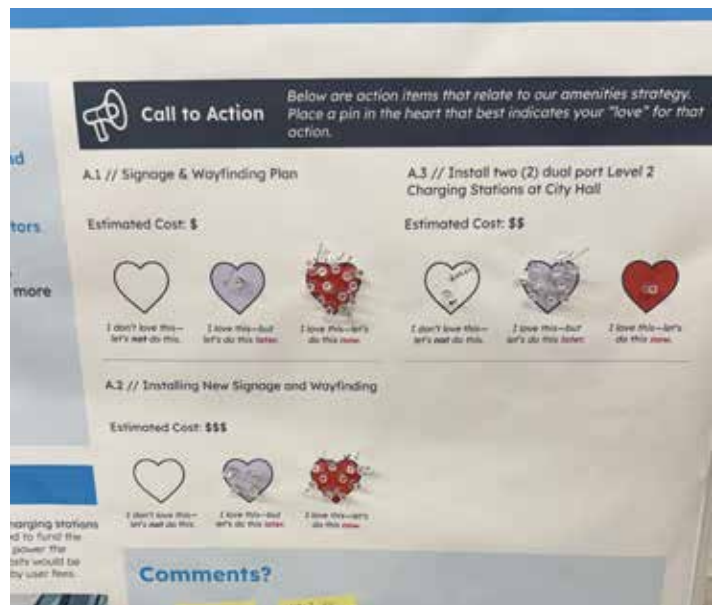
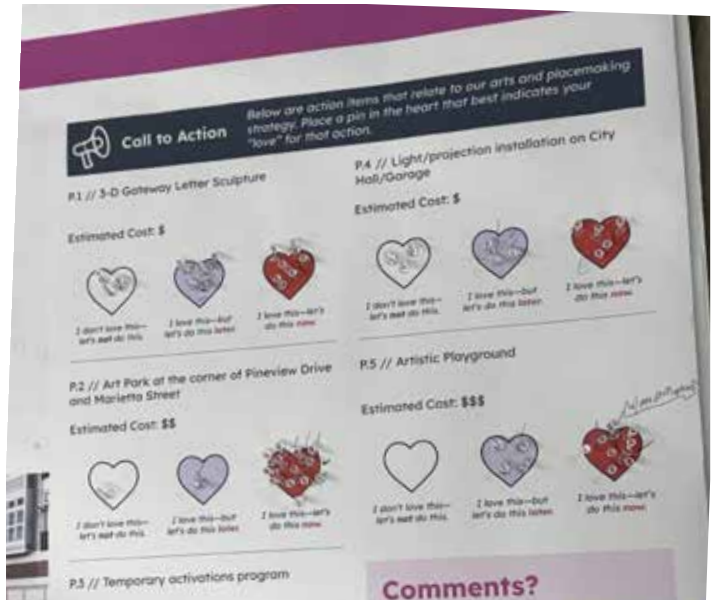
## Most loved recommendations

- Facilitating redevelopment/activation of the DDA property along Lewis Road
- Facilitating redevelopment/activation of the Primitive Baptist Church property
- Art park at the corner of Pineview Drive and Marietta Street
- Future study for bicycle and pedestrian connectivity from surrounding neighborhoods
- Signage and wayfinding plan
- Marietta Street Streetscaping



## Recommendations that were loved but were preferred for later

- Electric vehicle charging stations at City Hall
- Dedicating a full-time employee for downtown economic development
- Lewis Road landscaping



# Key Takeaways

The findings from the public engagement phase of this planning process paint a vivid picture of a community wanting to see its downtown continue to evolve into a vibrant destination. Residents and stakeholders alike expressed a deep desire for a downtown that balances small-town charm with modern, active amenities that support a true “live-work-play” lifestyle.

The following key takeaways summarize the collective vision for the future of Powder Springs:

## A Cultivated Destination for Dining and Retail

The community has issued a clear call for more sit-down dining and boutique retail options, with a specific preference for “mom-and-pop” businesses over large national chains. Survey data highlights this as a critical gap, as 76% of respondents noted a lack of dining and 66% cited a need for more leisure shopping. Future growth should prioritize these local storefronts to ensure downtown becomes an everyday destination for residents and visitors alike.

## Enhanced Connectivity and Walkable Infrastructure

A successful downtown must be easy and safe to navigate on foot or by bike. Participants prioritized pedestrian infrastructure and better connections to the Silver Comet Trail, viewing these as essential for creating an age-friendly environment where people can linger. There is broad support for innovative street designs, such as shared streets and road diets to reduce the dominance of cars and improve the overall pedestrian experience.

## Strategic and Balanced Redevelopment

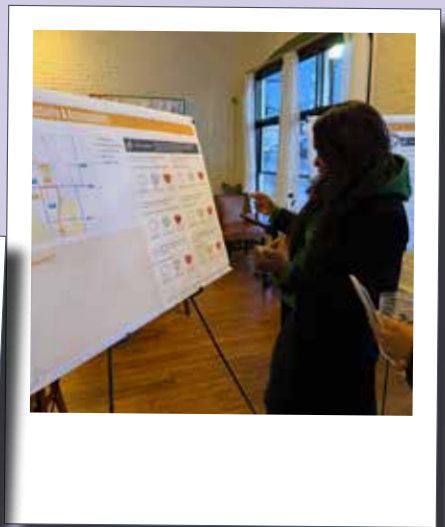
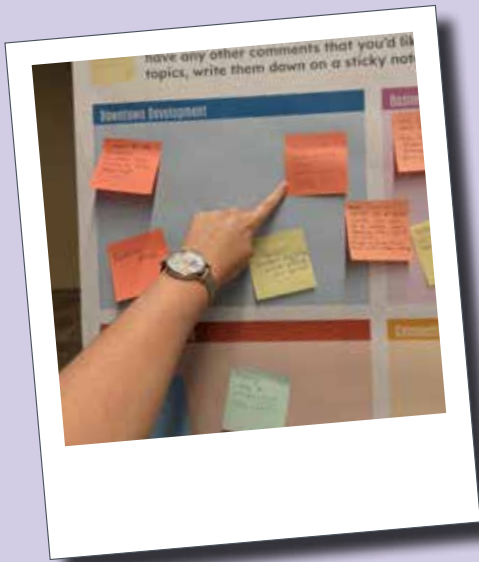
Growth in Powder Springs should be intentional and coordinated to avoid “growth for growth’s sake”. The community favors a balanced mix of residential and commercial uses for key “catalytic” sites, with some emphasis on attracting retail. These projects are seen as vital opportunities to activate under-utilized land while maintaining the city’s essential family-friendly character.

## Placemaking Through Arts and Heritage

Integrating art into the public realm is a primary strategy for increasing downtown’s “sense of place” and drawing in new visitors. Highly supported ideas include the creation of an art park at the corner of Pineview Drive and Marietta Street, as well as art-based play areas for children. Furthermore, there is a strong desire to honor the city’s heritage, specifically by recognizing Powder Springs’ historic African American community within future redevelopment projects.

## Improved Communication and Business Support

To sustain this vision, the City must bridge the gap between downtown offerings and community awareness. Marketing and outreach were identified as areas for improvement, as many residents are currently unaware of existing events and local businesses. Supporting local entrepreneurs, better wayfinding signage, and more sustained marketing will be critical to ensuring that new and existing businesses can thrive in a more active downtown.



# 04

## THE NEXT PHASE





## WHAT'S IN THIS CHAPTER:

The Vision

Core Themes

Downtown Development

Business Attraction & Retention

Connectivity & Accessibility

Arts & Placemaking

Amenities

# The Vision

**Downtown Powder Springs will evolve into a more connected and welcoming place that builds on its existing character while positioning itself for long-term vitality. This plan is centered around three key ideas:**

**Make it easier and safer to get around downtown and into downtown.**

Downtown will function as a cohesive place rather than a series of disconnected parts. Streets like Marietta Street will shift from barriers to connectors. Sidewalks, trails, and shared streets will make it easy and safe to move between shops, parks, neighborhoods, and civic spaces. Parking will be better balanced throughout the downtown. Better crossings, traffic calming, landscaping, and wayfinding will create a people-first environment that feels intuitive, comfortable, and accessible for all ages and abilities.

**Give people a reason to come and a reason to stay.**

The plan positions downtown as a destination, not just a pass-through. Arts, placemaking, events, storefront activation, and strategic business recruitment will create reasons to visit beyond routine errands. Leveraging anchors like Thurman Springs Park and the Silver Comet Trail, downtown can capture both local and regional visitors while also encouraging residents to stay local for dining, shopping, and entertainment.

**Add enough housing to support vitality without losing character.**

Additional housing will be introduced in a way that supports downtown businesses without overwhelming its scale or character. A modest increase in rooftops, through infill, small multifamily buildings, townhomes, and preservation of existing duplexes, helps diversify housing options and maintain affordability. Growth will be intentional, context-sensitive, and balanced with preservation.

The vision for downtown Powder Springs is intended to reflect the community's unique character, values, and priorities rather than replicate the identity or development pattern of another place. Throughout the planning process, community input highlighted a range of perspectives regarding growth, redevelopment, and preservation. The plan recognizes the importance of balancing these viewpoints by supporting thoughtful investment and revitalization while also respecting the qualities that residents value about the community today. As a result, the recommendations are intended to guide where and how growth occurs in a way that is context-sensitive, incremental, and aligned with the long-term vision for Powder Springs.

# Core Themes

## Everything is Connected

The action items in this chapter are the most important component of this plan. They are Powder Springs’ road map for implementing its vision. The structure of this chapter, and of the entire LCI Plan, was determined by the priorities emphasized by the community.

Action items are grouped into the five color-coded topics below, which reflect the themes that emerged from the outreach process. For each theme, a “deep dive” describes the needs and opportunities and the goals that this plan intends to fulfill.

It’s impossible to talk about one theme without touching on another, and the action items intentionally bridge multiple topics. Downtown development, for instance, has a big impact on business attraction and retention, and you can’t discuss business attraction and retention without acknowledging the role that arts and placemaking has in fostering it. For this reason, icons show how each action item may touch on multiple topics throughout this chapter.



**Downtown  
Development**



**Business  
Attraction &  
Retention**



**Connectivity  
& Safety**



**Arts &  
Placemaking**



**Amenities**

### WHY DOWNTOWN DEVELOPMENT?

Investing in downtown is not only about enhancing character and economic activity: it is also a fiscally responsible strategy centered on one of Powder Springs’s primary economic engines. Downtowns concentrate businesses, cultural destinations, and activity, generating significant economic output and tax revenue within a relatively small footprint. As these areas become more vibrant and attractive, they draw more visitors, increasing spending at local businesses and generating additional sales and hospitality tax revenues that can be reinvested into public projects and community initiatives. Compact, higher-intensity development further amplifies these benefits by producing more revenue per acre, resulting in a more resilient budget. By focusing growth downtown, the City can strengthen and diversify its revenue base and maximize the return on public investments.

# Downtown Development

Downtown Powder Springs is the heart of the city—the place where people come together to live, work, shop, eat, and celebrate. The vision for downtown goes beyond adding new housing or businesses; it focuses on creating a lively, welcoming environment that reflects the community’s identity and aspirations.

The future downtown will be walkable and people-friendly, with opportunities to move easily between cafés, shops, cultural venues, and public spaces. A healthy mix of restaurants, retail, housing, and events will ensure that the district remains active throughout the day and evening, offering something for residents and visitors alike.

At its core, downtown is envisioned as a true gathering place. Streets, sidewalks, and public spaces like Thurman Springs Park will be safe and inviting for people of all ages and abilities. Events, public art, and cultural programming will highlight the city’s diversity and foster a strong sense of belonging and community pride.

Future growth will balance respect for history with innovation. The small-town character that defines Powder Springs will be preserved to the greatest extent possible, while new development introduces fresh energy and opportunities.

## Downtown Development Goals

- Focus on creating a lively, welcoming environment.
- Foster a healthy mix of retail, restaurants, housing, and events to ensure that the area remains active throughout the day and night and offers something for everybody.
- Balance future growth with a respect for history, preserving the small-town character to the greatest extent possible.



# The Strategy

The strategy for downtown Powder Springs builds directly on the needs and opportunities identified through public engagement, market analysis, and prior planning efforts. Community members expressed a desire for more restaurants and retail, some additional housing options, enhanced walkability, and preservation of the small-town character that already defines Powder Springs. At the same time, the City has a unique opportunity to leverage publicly owned land, activate strategic gateway sites, and take advantage of upcoming trail connections to guide growth in a coordinated and intentional way.

This framework responds to those needs by concentrating new commercial space and housing within and adjacent to the existing downtown core. By focusing on catalytic sites and acknowledging properties already under public control, the City can shape development that reinforces walkability, strengthens downtown as a gathering place, and creates a healthy mix of uses that keeps the district active throughout the day and evening. Introducing new commercial square footage, multifamily units, townhomes, and single-family lots supports economic vitality while expanding housing choice.

Importantly, the strategy balances growth with preservation. New development is designed to complement historic assets, respect adjacent neighborhoods, and maintain the small-scale character residents value. Adaptive reuse projects, thoughtful infill, and context-sensitive housing types ensure that downtown evolves without losing its identity.

If this vision is built out, downtown Powder Springs could see...



**92,000 SF**  
new commercial space



**96**  
multifamily units



**34**  
townhomes



**32**  
single-family lots

...over the next 10+ years!

# Framework Plan

## Properties with Active Plans

The City of Powder Springs has previously commissioned studies to explore redevelopment opportunities on select downtown properties. Most recently, the Downtown Development Authority (DDA) completed a study in 2024 that evaluated concepts for DDA-owned properties. These efforts have helped catalyze private interest, with developers showing interest in redeveloping downtown buildings and creating infill development. The City and its partners are actively advancing the following.

**1 Primitive Baptist Church Adaptive Reuse.** Owned by the DDA, this historic church was included in the 2024 study, which established an initial development concept. An ongoing feasibility study is assessing the building’s potential for adaptive reuse as a community space or commercial retail destination.

**3 Jackson Way Extension & Marietta Street.** These sites were evaluated as part of the same 2024 study and include a concept featuring approximately 5,600 square feet of commercial retail and 18 multifamily residential units. The DDA issued an RFP for a master developer in 2025.

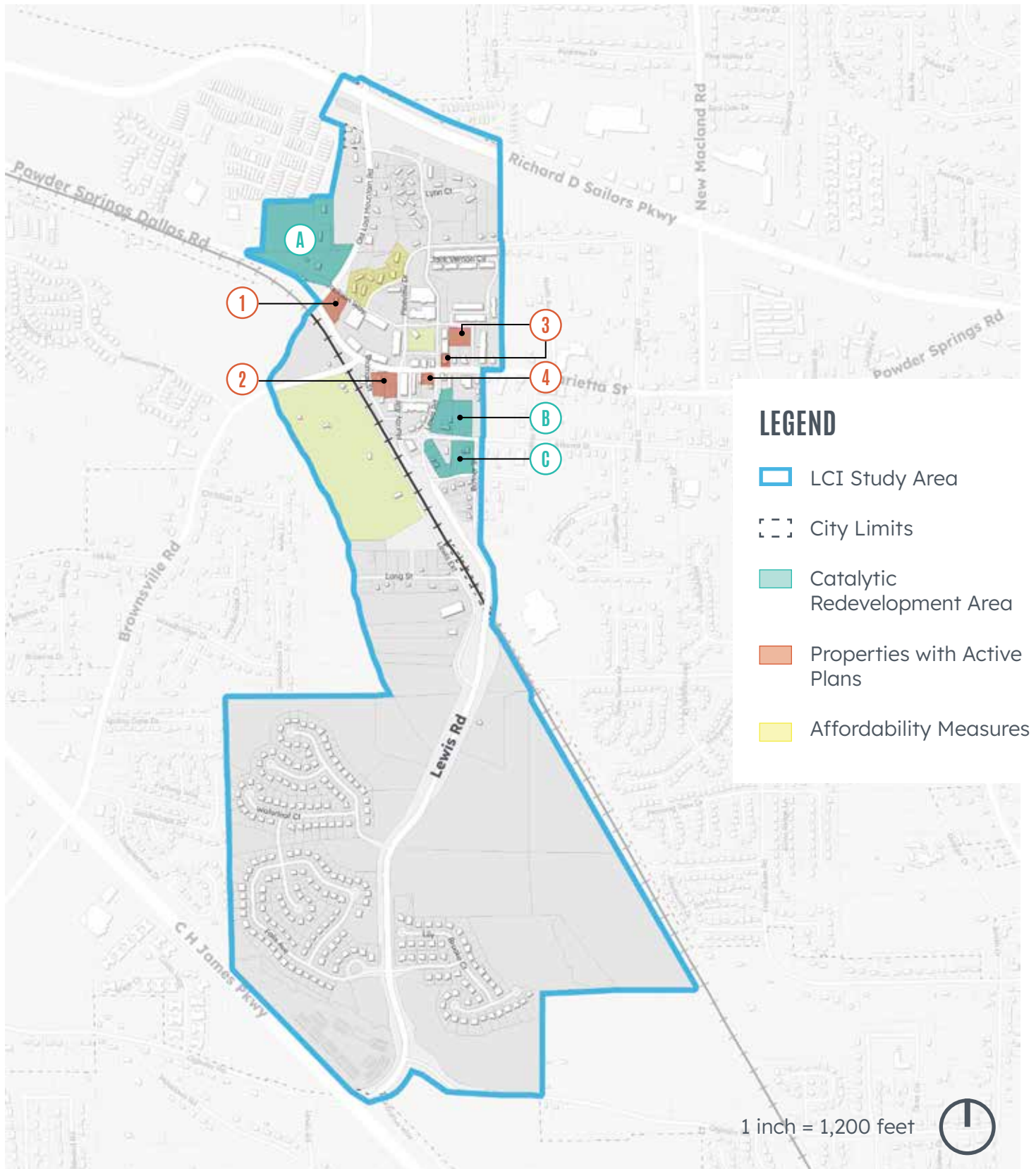


**2 Marietta Street at Murray Avenue.** Also included in the 2024 study, this concept envisions approximately 22,000 square feet of commercial retail and office space. The DDA issued a request for proposals (RFP) in 2025 for a master developer and is currently in discussions with the selected team.

**4 4437 Marietta Street.** Formerly used for public parking, this infill site is planned for a commercial building with over 4,000 square feet of retail space. Site preparation is underway, with construction anticipated to begin later in 2026.



# Framework Plan



## The Next Phase

### Catalytic Redevelopment Sites

In addition to properties with active plans, several other sites within the study area were identified as strong candidates for catalytic redevelopment and potential downtown expansion.

- A Old Lost Mountain Road.** This approximately 9-acre site, located at the corner of Old Lost Mountain Road and Powder Springs–Dallas Road, presents a significant opportunity for strategic growth. Its location complements the planned trail connection to the Silver Comet Trail along Old Lost Mountain Road, creating the potential for trail-oriented development. The site’s size allows for a range of design possibilities, from mixed-use to residential or civic-focused concepts.
- B Lewis Road at Atlanta Street (Northeast Corner).** This approximately 2-acre site sits in an area experiencing notable development activity. It has been the subject of multiple planning efforts, including the 2016 LCI Plan and the DDA-commissioned study in 2024. This planning process provided an opportunity to revisit the site and explore additional development scenarios that build on prior visioning.
- C Lewis Road at Atlanta Street (Southeast Corner).** Also approximately 2 acres, this site is positioned within the same emerging development area. With the DDA owning roughly half an acre at the northwest portion of the site and some property owners having expressed interest in selling, the site represents a prime opportunity to advance coordinated redevelopment and expand the downtown footprint.



3-D perspective of future development

# Rendered Framework Plan



# Site A: Old Lost Mountain Road

This concept plan on a 9.1-acre site envisions a future phase of development, allowing downtown to expand westward over time. The larger parcels are owned by a single owner, simplifying acquisition and enabling coordinated planning.

The design emphasizes a mixed-use, walkable community. Retail is strategically located at the corner to maximize visibility and capture both car and foot/bike traffic. A programmed extension of the Silver Comet Trail along the old Lost Mountain Road adds a valuable recreational amenity for residents and visitors alike.

Behind the retail, the plan provides a diverse mix of housing types, including small single-family homes, townhouses, and six-unit multifamily buildings. Parking is located behind the residential units, supporting a pedestrian-friendly streetscape. Multiple green spaces are incorporated to enhance community interaction and provide open, usable areas for recreation and relaxation.

Implementing this catalytic redevelopment will likely be long-term, requiring the willingness to sell by the current landowners and rezoning from R30 and NRC to either CRC or MXU.



**21,000 SF**  
new commercial space



**54**  
multifamily units



**34**  
townhomes

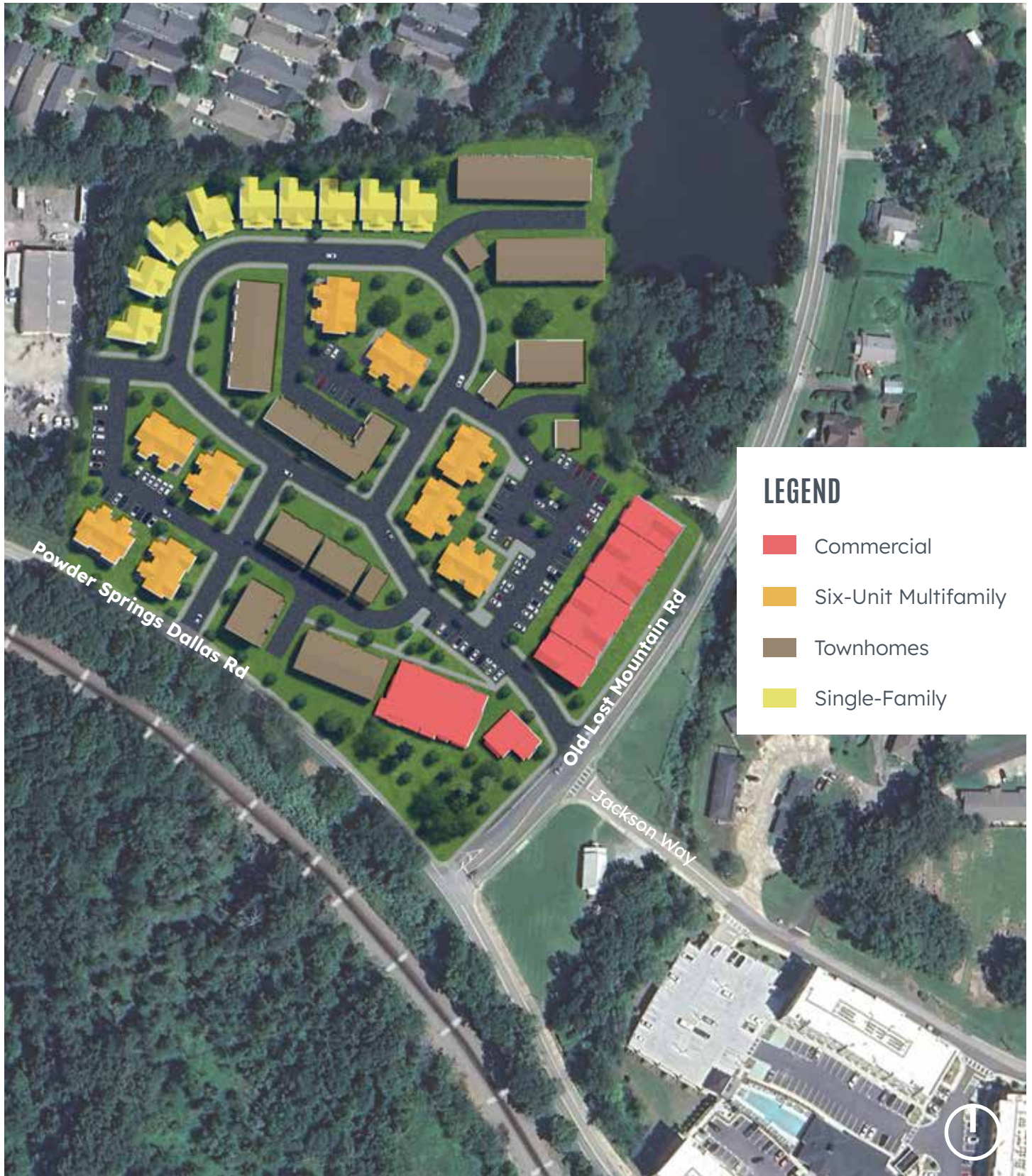


**14**  
single-family lots



3-D perspective of Site A redevelopment concept

# Site A Concept Plan



## Site B: Lewis Road at Atlanta Street (Northeast Corner)

The concept plan for the northeast corner of Lewis Road and Atlanta Street continues to reinforce the gateway presence into downtown along Lewis Road, creating a strong visual and functional arrival point. This parcel is under single ownership, simplifying potential acquisition and improving redevelopment feasibility.

The plan proposes two commercial buildings that expand downtown’s retail and business opportunities in response to community interest. Both buildings are positioned close to the street to strengthen the pedestrian experience and reinforce a walkable streetscape consistent with the existing downtown character.

A larger parking area with over 100 new spaces is incorporated to support the proposed commercial uses while also providing additional public parking on this side of Marietta Street to better balance the supply. This added capacity helps address broader downtown parking needs and supports continued economic growth in the district.

Implementing this catalytic redevelopment will likely be long-term, requiring the willingness to sell by the current landowners and rezoning by the new owner(s) from R15 to a commercial zoning district.



**13,000 SF**  
new commercial space



**100+**  
parking spaces



3-D perspective of Site B redevelopment concept

# Site B Concept Plan



# Site C: Lewis Road at Atlanta Street (Southeast Corner)

This redeveloped site establishes a gateway entrance into downtown along Lewis Road. This location was selected in part because several landowners have expressed interest in potentially selling their properties, and the DDA controls a key corner parcel that strengthens the feasibility of redevelopment. One property owner indicated they do not wish to participate—their property has been respectfully excluded from the plan. Implementing this catalytic redevelopment will involve the current owner(s) selling and rezoning by the new owner(s) to a commercial or mixed-use zoning district.

The proposal expands downtown commercial opportunities in response to consistent community feedback requesting additional retail space. The new commercial area remains contiguous with the existing downtown core, reinforcing walkability and maintaining a cohesive district rather than creating isolated development.

Behind the commercial frontage, the plan introduces thoughtfully scaled 6-unit multifamily buildings organized around a shared green space. This housing type offers an option for those who want proximity to downtown amenities. It also serves as an appropriate transition between the more active commercial corridor and the surrounding single-family neighborhood. The central green space functions as a shared community amenity, enhancing livability while softening the transition with adjacent homes.

Because this site was once the heart of Powder Springs’ African American community, this history should be honored through public art. As this area redevelops, interpretive installations, story walls, and reflective spaces can help preserve and share the memories rooted there. The city’s *Oral History Portrait of an African American Community* should be used as a primary source in developing these installations.



**20,000 SF**  
new commercial space



**42**  
multifamily units

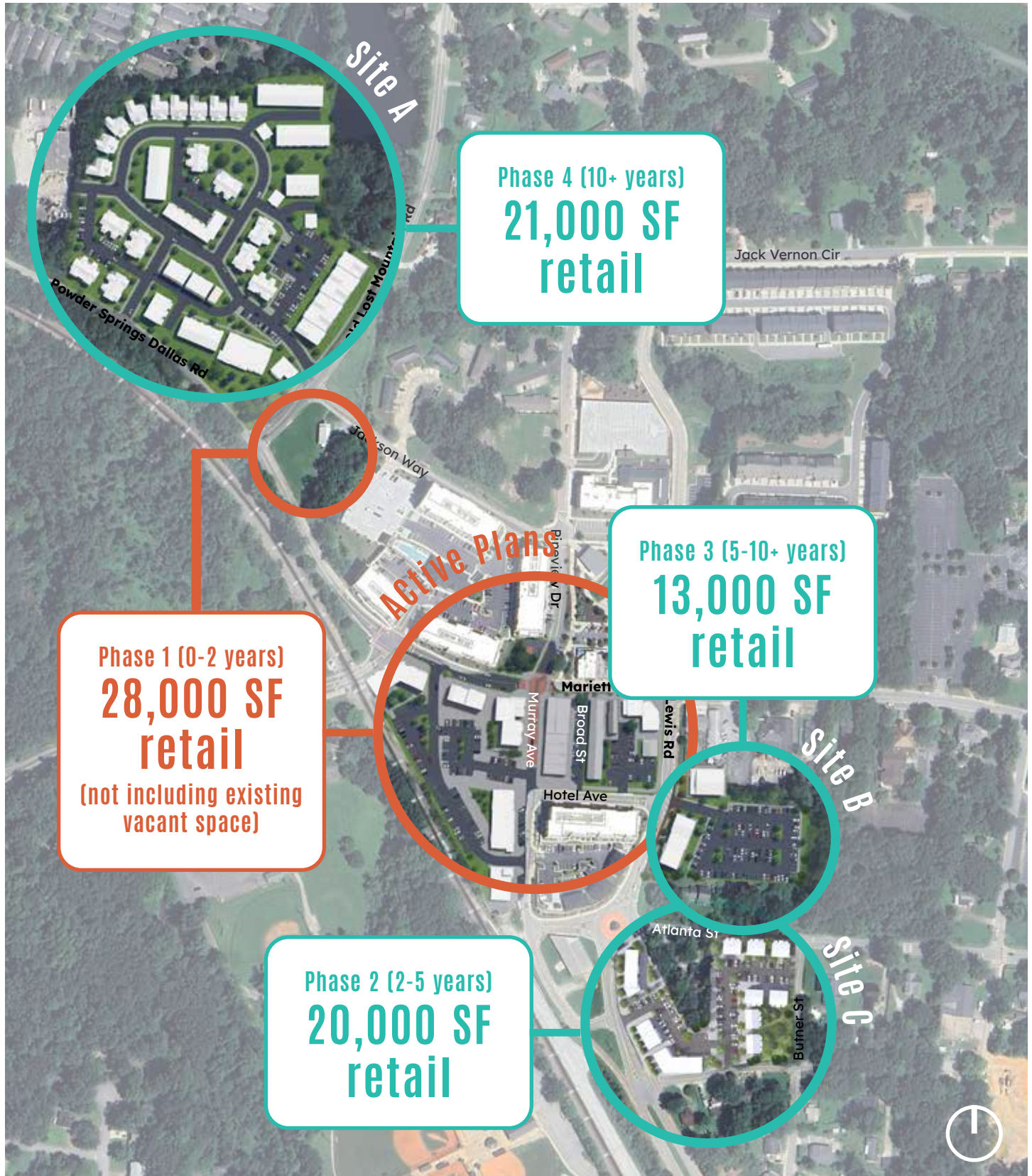


3-D perspective of Site C redevelopment concept































# Site C Concept Plan



# Build-Out Phasing Strategy



# Action Items

#	Action Item	Theme
D.1	<b>Facilitate redevelopment/activation of Primitive Baptist Church property.</b> The City is currently conducting a feasibility study for the exact use of this property.	    
D.2	<b>Facilitate redevelopment/activation of the DDA-owned property at Site C.</b> Developing this site represents an easy win for the City and DDA to start development efforts.	    
D.3	<b>Work with property owners interested in selling at Site C.</b> The City should continue conversations with prospective sellers to promote land assemblage efforts	    
D.4	<b>Duplex improvements.</b> Renovating the duplexes in the downtown core to make necessary improvements, while increasing their curb appeal.	    
D.5	<b>UDC “quick fixes”.</b> The City should make targeted updates to its UDC to eliminate potential barriers to new development.	    
D.6	<b>Development of site selection criteria.</b> The City should develop a list of criteria to use when selecting and prioritizing future development sites.	    



**Downtown Development**



**Business Attraction & Retention**



**Connectivity & Safety**



**Arts & Placemaking**



**Amenities**

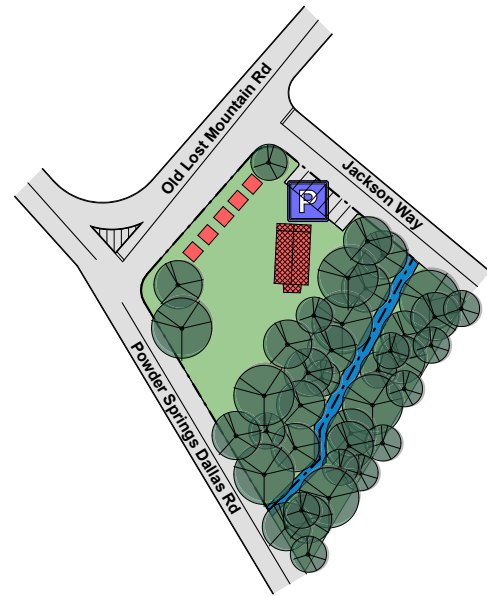
**It's all connected!**




These icons show how each action item meets the vision and connects with other topics.

## The Next Phase

### D.1 // Facilitate redevelopment/activation of the Primitive Baptist Church property

The City of Powder Springs commissioned a study to reimagine two downtown properties, including the Primitive Baptist Church site. The study identified three potential reuse scenarios for the historic structure: conversion into an indoor market, an incubator space, or an art gallery. Public input gathered through the LCI update process indicated a strong preference for an indoor market concept, with interest in incorporating small business incubator space as part of the program. Before committing to an approach, it is recommended that the City pursue a temporary activation strategy to test market demand and programming potential. Once a preferred use is confirmed, the City can move forward with a phased plan to rehabilitate and activate the property in a manner that aligns with community priorities and long-term goals.



Legend	Proposed Use
	Commercial Building (1,400 SF)
	Commercial Incubator Spaces (5 Units at 144 SF)
	Proposed Access & Parking

### D.2 // Facilitate redevelopment/activation of the DDA-owned property at Site C

The DDA's ownership of the two parcels at the northwest corner of the site presents low-hanging fruit for commercial retail development. Developing these two parcels would add around 5,200 square feet of space to house one to three new businesses.

### D.3 // Work with property owners interested in selling at Site C

Some of the property owners in this area have expressed interest in selling—the City should work with owner to sell the properties to get the land needed to fully develop the site.



## D.4 // Duplex improvements

The previous LCI plan looked to completely redevelop the duplexes along Lynn Drive and Lynn Court. Over the years, the City and DDA have become more interested in keeping the duplexes as part of an effort to keep naturally occurring affordable housing in the city. However, many of the duplexes are in need of improvements ranging from simple facade improvements, to potentially adding additional square footage to get more units. There are two ways this can be accomplished:

- **One-story option.** The one-story design maintains the home's original footprint while enhancing curb appeal with a deeper front porch and painted white brick exterior. By working within the existing structure and roofline where possible, this option keeps construction costs lower while delivering a fresh, updated look. The extended porch adds usable outdoor living space without significantly increasing structural complexity, making it the most budget-conscious approach.
- **Two-story option.** The two-story design builds vertically to maximize square footage without expanding the foundation. Windows are vertically aligned for clean proportions, and the exterior remains simple with painted white brick and a straightforward roof form to control costs. This option increases living space efficiently while maintaining a symmetrical, timeless façade. Though more investment than the one-story renovation, it provides long-term value by significantly increasing usable square footage.

The City should explore funding mechanisms that could help offset costs for property owners interested in make improvements.



The Next Phase



*One-story option*



*Two-story option*

## D.5 // UDC “quick fixes”

To better support redevelopment within the LCI study area, the City should update and refine key components of the Unified Development Code (UDC) beyond zoning and overlay districts. Several regulatory issues currently create uncertainty or inefficiencies that may hinder progress and should be addressed through targeted amendments.

### **The City should clarify standards within the Downtown Redevelopment Overlay to reduce ambiguity in the development review process.**

Currently, a mix of mandatory (“shall,” “must”) and advisory (“should,” “encouraged”) language can create confusion about requirements, leading to delays in permitting and increased costs for developers and end users. Clearly distinguishing between required and optional standards—and explicitly stating any limits on density or minimum development expectations—would improve predictability for applicants and transparency for the public regarding Council decision-making.

**The City should also streamline and consolidate architectural design standards within the UDC.** At present, multiple sections address design requirements, which can result in conflicting guidance and inconsistent application. While the adoption of the 2024 *Design Guidelines* is a positive step, the UDC should be updated to clearly reference and align with these standards by zoning district. This will ensure a more cohesive and user-friendly regulatory framework.

Finally, **the City should reduce its reliance on Planned Unit Developments (PUDs) as a primary implementation tool.** While PUDs can offer flexibility in certain contexts, they are often complex to administer, require site-specific approvals, and can take years to fully build out. This rigidity can limit a development’s ability to adapt over time and may necessitate additional approvals if project programming changes. Expanding by-right development options within standard zoning districts would provide greater flexibility, streamline approvals, and better support evolving market conditions.

## D.6 // Development of site selection criteria

The City should establish clear site selection criteria to guide redevelopment and public/private investment within the LCI study area and the rest of the city. A consistent, transparent framework will help prioritize sites that are most feasible for development while minimizing risk, cost, and implementation delays. The following list examples of criteria the City could establish and isn’t limited to just these considerations.

Criteria should consider physical characteristics such as topography, flood risk, environmental constraints, and infrastructure capacity. Sites with relatively flat terrain, limited floodplain impacts, and access to existing utilities and transportation networks with capacity should be prioritized to reduce development complexity and cost. Where constraints exist, the City should identify whether mitigation strategies are feasible and cost-effective.

Parcel characteristics should also inform site selection. Larger, contiguous sites or those with fewer ownership constraints are typically more viable for redevelopment, particularly for catalytic or mixed-use projects. The City should evaluate parcel assembly needs and prioritize locations where land acquisition is more straightforward.

Market readiness and ownership willingness are equally important factors. Sites with motivated sellers, clear title, and fewer legal or encumbrance issues are more likely to advance in the near term. The City and the DDA may consider proactive engagement with property owners to better understand interest in redevelopment and identify partnership opportunities.

Finally, site selection should align with broader community goals, including equity, access, and long-term economic development. Prioritizing sites that can support housing diversity, job creation, and improved connectivity will help ensure that redevelopment efforts deliver meaningful and lasting community benefits.

# Business Attraction & Retention

The future of business in Powder Springs is less about filling every storefront and more about curating the right mix of businesses that will fit the community, reflect its character, and draw visitors from across the region.

Retail demand in the study area is limited, meaning that adding more retail growth downtown will depend on incorporating housing into new development and, even more importantly, using arts, culture, and placemaking to draw visitors into the heart of the city.

Powder Springs is continuing to build its reputation as a business-friendly community, one that values both new ventures and long-standing businesses. Education will be a critical tool to help entrepreneurs adapt, expand, and build resilience in a changing market. Success is measured not by sheer numbers of businesses but by the strength, variety, and staying power of the ones that call downtown home.

The city's connection to the Silver Comet Trail adds another competitive edge, opening opportunities for trail-oriented businesses such as bike shops, outfitters, and quick-service dining and convenience shopping. When paired with cultural programming and events, this mix turns downtown into a destination that serves locals and draws regional visitors that has economic vitality.

Business attraction and retention here is about curation, education, and momentum. By focusing on quality over quantity, and on people as much as places, Powder Springs can shape a resilient economy that feels authentic, welcoming, and built to last.

## Business Attraction & Retention Goals

- Curate the right mix of businesses that fit the community, reflect its character, and draw visitors from across the region.
- Attract new retail growth by using arts, culture, and placemaking as tools to draw in visitors and adding a modest number of additional rooftops.
- Continue to build the downtown's reputation as a business-friendly community, one that values both new ventures and long-standing businesses.
- Improve external connectivity to downtown.
- Leverage the city's connection to the Silver Comet Trail to attract visitors from all over the region.



# The Strategy

**The need for both more and consistent visitation was a recurring thread throughout the public engagement process.**

Both supporting existing businesses and attracting new ones to downtown Powder Springs will require commitment to a strategy that focuses on downtown’s key commercial needs and opportunities. While Powder Springs has been viewed as a business-friendly community, historic retail turnover has not served to demonstrate to residents, visitors, and future investors that downtown is reaching its full competitive potential with downtown in the City’s sister communities. Overall, much of the retail spending from residents takes place outside of Powder Springs.

It with this in mind that the action items outlined in this section aim to assist the City with supporting a lively and organic downtown that can recapture both the unmet demand from residents as well as draw in external visitors. There are many approaches to a robust strategy that address on all the different facets of economic development and the ever-shifting market dynamics outside of the City’s control. Provided in more detail on the following pages, these actions range from combining placemaking with vacant spaces, expanding public financing tools, business education, and promotional activities.



# Action Items

#	Action Item	Theme
B.1	<b><u>Vacant Retail Storefront Program.</u></b> Artist residence program to activate vacant storefronts.	    
B.2	<b><u>Retail/Restaurant (Small Business) Incubator Pilot.</u></b> An avenue for local entrepreneurs to test out business concepts and services before moving to a brick-and-mortar storefront.	    
B.3	<b><u>Explore the creation of Downtown Tax Allocation District.</u></b> A public finance tool that can be used for specific projects and investments within a specific area.	    
B.4	<b><u>Explore the creation of a Downtown Business Improvement District.</u></b> A public finance tool that implements an additional property tax allocation used for certain enhancements within that district.	    
B.5	<b><u>Develop and sustain a marketing and branding campaign.</u></b> An organized, recognizable, and consistent campaign can help to support existing retailers through visitation and create future opportunities by attracting retailers.	    
B.6	<b><u>Establish multiple internal stewards of downtown.</u></b> The success of this downtown will be dependent on the dedication of internal City staff to assist in implementing this plan.	    



**Downtown Development**



**Business Attraction & Retention**



**Connectivity & Safety**



**Arts & Placemaking**



**Amenities**

**It's all connected!**

These icons show how each action item meets the vision and connects with other topics.

## B.1 // Vacant Retail Storefront Program

This program combines artistic placemaking and business recruitment/property investment in downtown through sponsoring an artist resident to use vacant storefronts or sides of buildings on participating properties as a canvas for inviting murals and artworks. By increasing the visual appeal of these storefront/buildings that would showcase their emptiness, they become more appealing to both potential new businesses looking to occupy space and visitors downtown.

## B.2 // Retail/Restaurant (Small Business) Incubator Pilot

While having the flexibility to take a multiple of different forms, an incubator pilot program would provide an avenue for local entrepreneurs to have access to the needed business know-how to start-up and grow their businesses and/or have more affordable temporary staff to test out their concepts and services before attempting to commit to a dedicated brick-and-mortar establishment. The City's involvement can range from hosting the space at publicly owned properties to offering small grants for retrofit any temporary spaces. In most instances, most programming is run and managed by a partner, such as a university or local technical school.

### CASE STUDY - MIDTOWN ALLIANCE, ATLANTA, GA

Midtown Alliance has implemented a "Heart of the Arts" program that includes storefront installations where local artists are invited to activate empty storefronts with temporary artwork. These have ranged from murals, sculptures, and video installations.



Image courtesy of Midtown Alliance

### CASE STUDY - D.R.I.P., DECATUR, GA

The Decatur Retail Incubator Program (The D.R.I.P.) was a partnership between the City of Decatur and the Decatur Downtown Development Authority (DDA) to provide six online, homegrown businesses temporary leased space for a six-month period. The DDA covered half the lease cost and provided monthly trainings and resources to the selected businesses as they worked through creating a physical space within the city. There was also a mentorship component with established, local brick-and-mortar business owners.



Image courtesy of Cathi Harris; Decaturish

### CASE STUDY - THE CIRCUIT, WOODSTOCK, GA

Housed at The Circuit, the co-working, innovation, and student gathering space in downtown Woodstock managed by the Cherokee and Woodstock Offices of Economic Development and Chattahoochee Technical College, Startup Cherokee focuses on providing resources and education to entrepreneurs and small businesses. Being located within a co-working space, entrepreneurs have access to a more flexible and affordable location option compared to a standard lease-agreement for their own space. Programming offered through Startup Cherokee includes networking mornings and a Small Business Advancement Series partnered through the Small Business Development Center (SBDC) at KSU.



*Image courtesy of Startup Cherokee*

### B.3 // Explore the creation of a Downtown Tax Allocation District

A Tax Allocation District (TAD) is a public finance tool that captures and reinvests the growth in property tax revenues within a designated district. The property tax collections are capped at the level they are the year that the TAD is created (referred to as the “base”) and all revenues associated at that level will continue to flow to the corresponding taxing entities. Any increment that is generated **above** the base amount is separated into a TAD Fund that can only be used for specific projects and investments granted in the Redevelopment Powers Law, mostly for infrastructure and externally facing property enhancements. Either a city or county can create a TAD itself, but the tool is most effective when all or most entities participate (including the local school district). TADs are temporary but are typically in place for 20-25 years. This tool is not a new tax, but rather a value capture to strategically capture new investment in a specific area. Since it is based on new value capture, its usefulness as a significant source of funds will be linked to the growth in property values for the parcels located within its boundary. In a scenario where property tax revenues become stagnant or decline, there would be limited or a lack of tax increment to reinvest back into the district.

### B.4 // Explore the creation of a Downtown Business Improvement District

A Business Improvement District (BID) is another public finance tool but originates from property owners and implements an additional property tax allocation. The increased property tax (or levy) can only be used for certain enhancements within that district. BIDs are also temporary and can last for a period of 5-10 years. In order for one to be created, a petition has to be submitted by 51% of the taxpayers in the proposed district or property owners that represent 51% of the proposed district’s taxable value. BID revenue can only be used to support public improvements or programs. Successful BIDs partner with municipalities to leverage their funds for further their reach, like attaining larger

grants by splitting matching funds or supporting the attraction of discretionary allocations. Since a BID involves adding another levy, it is different from a TAD that only collects funds from property tax collections above the year it was created. The full levy amount would become active the year the BID was created. However, it is still dependent on consistent or growing property values. Should property tax collections decline, then the BID would have less funds to contribute to projects.

## B.5 // Develop and sustain a marketing and branding campaign

A sustained marketing effort, similar to the Show Your Love for Downtown event that took place as part of the engagement phase of developing this plan, is the primary way to put downtown “on the map” in the minds of local residents and regional visitors. Structuring more events that are centered on visiting existing businesses over hosting general events downtown that involve outside vendors can more directly address the current challenges the business community is facing. An organized, recognizable, and consistent campaign can help to support existing retailers through visitation and create future opportunities by attracting retailers.

## B.6 // Establish multiple internal stewards of downtown

The success of downtown will be dependent on the dedication of internal City staff to assist in implementing the action items. Because there are multiple facets of placemaking, the City can integrate downtown-specific tasks into the purviews of internal staff across different departments. These tasks can include organizing events (Economic Development and Community Development), designing and marketing (Communications), business development and programming (Economic Development), and proactive redevelopment efforts (Economic Development; Downtown Development Authority). By having a collective effort of staff and partners dedicating time to downtown, no single staff member will be spread thin trying to achieve desired initiatives. This also allows the City to be flexible and delegate tasks to the staff member with the most relevant skills and capacity.

## ADDITIONAL IDEAS TO MARKET DOWNTOWN & ITS BUSINESSES

**Downtown mobile app.** Mobile apps for downtown areas can enhance the urban experience by facilitating navigation, parking, and shopping, and promote upcoming events. A mobile app for downtown Powder Springs could feature a business directory with hours, a map of public parking lots, an events calendar, and local deals.

**“Sip & Stroll” events.** An event that can be held regularly, the City could partner with the brewery and other merchants to offer drinks while customers browse retail stores, increasing the time they spend downtown. These events could be themed to upcoming holidays to increase participation.

**Sidewalk sales.** Another event that could be held seasonally, downtown stores could bring select merchandise outside for customers to browse. This could tie in with an existing signature event.

**Vending during events.** One concern raised during the engagement phase of developing this plan was that events do not bring extra dollars to downtown stores during or after the events. The City could encourage restaurants to sell concessions at events happening nearby at Thurman Springs Park. This would help expose the restaurants to potential new customers and help keep dollars spent in town. The City could assist by eliminating vendor fees for these businesses to entice participation.

**Downtown coupon books.** With the participation of local businesses, the City could put together coupon books with exclusive deals to local businesses to sell to residents and visitors. Proceeds could be used to fund a project, or donate to a local non-profit.

**Social media contests.** The City could run regular photo contests where participants visit a business and use a hashtag (#psilovedowntown) for a chance to win a prize.

# Connectivity & Safety

Connectivity is the backbone of a thriving downtown. For Powder Springs, that means transforming streets and sidewalks so they don't just move cars, but also welcome people, whether they are walking, biking, driving, or rolling in from the Silver Comet Trail.

A top priority is reimagining Marietta Street, which today functions more as a barrier than a connector, bisecting the downtown core. By calming traffic, improving crossings, and enhancing the pedestrian experience, this corridor can become less of a divide, better encouraging north-south movement.

Closing gaps in the sidewalk and trail network is equally critical. Safe, direct connections from neighborhoods, schools, and parks into downtown will make it possible for more people to access businesses, events, and civic spaces without needing a car. Along with better street design and proactive safety measures, these improvements can help reduce traffic-related crashes and create a more equitable transportation system for all users.

At the same time, Powder Springs faces not a shortage of parking but a perception problem. With the new City Hall parking deck and existing surface lots, downtown is already oversupplied. The real task is making this parking easier to find and reinforcing that downtown is walkable enough that visitors don't always need to park right at their destination.

Together, these efforts will build a connected, safe, and accessible downtown—a place where streets are shared, barriers are removed, and movement is as much about community life as it is about getting from point A to point B.

## Connectivity & Safety Goals

- Make Marietta Street less of a divide through redesign to encourage more north-south movement.
- Better connect downtown to surrounding neighborhoods and destinations.
- Parking should be balanced and easier to find and access.




























# The Strategy

The approaches taken in the planning process respond to the core connectivity and safety challenges identified through public engagement and existing conditions analysis. They focus on redesigning key corridors to reduce barriers, filling gaps in the sidewalk and trail network, strengthening links to surrounding neighborhoods and regional assets, and improving how parking is accessed and understood. The overall strategy prioritizes safer street design, clearer connections, and better use of existing infrastructure to support a more functional and accessible downtown.

The proposed projects implement these strategies through targeted corridor redesigns, new and expanded multimodal facilities, and improved streetscape treatments. Traffic calming and road reconfiguration along Marietta Street support north-south connectivity, while shared streets, sidepaths, and greenway extensions create direct links between downtown, nearby neighborhoods, parks, and the Silver Comet Trail. Landscaping and gateway enhancements improve comfort and sense of place, and planning efforts such as the proposed Neighborhood Connectivity Plan and the proposed North Avenue feasibility study position the City to address remaining gaps over time. Together, these actions advance the goals of reducing division, improving access, and making parking easier to find and use.



# Action Items

#	Action Item	Theme
T.1	<b>Marietta Street Streetscaping.</b> Expanded sidewalk width and tree-lined landscaped buffers (Brownsville Road to Lewis Road).	    
T.2	<b>Murray Avenue Shared Street and Multimodal Trail.</b> Curbless shared street with textured surface for traffic calming and pedestrian activation (Marietta Street to Lewis Road).	    
T.3	<b>Old Lost Mountain Road and Jackson Way Multimodal Trail.</b> Multimodal sidepath extending from the Silver Comet Trail to Thurman Springs Park. (Programmed already through the LCI program)	    
T.4	<b>Lewis Avenue Landscaping.</b> Street trees along and in the median of Lewis Avenue to provide shade for pedestrians and create a traffic-calmed aesthetic entrance to Downtown (C.H. James Parkway to Marietta Street).	    
T.5	<b>Brownsville Road Multimodal Trail.</b> Multimodal sidepath extending from Marietta Street to Sweetwater Avenue.	    



**Downtown Development**



**Business Attraction & Retention**



**Connectivity & Safety**



**Arts & Placemaking**

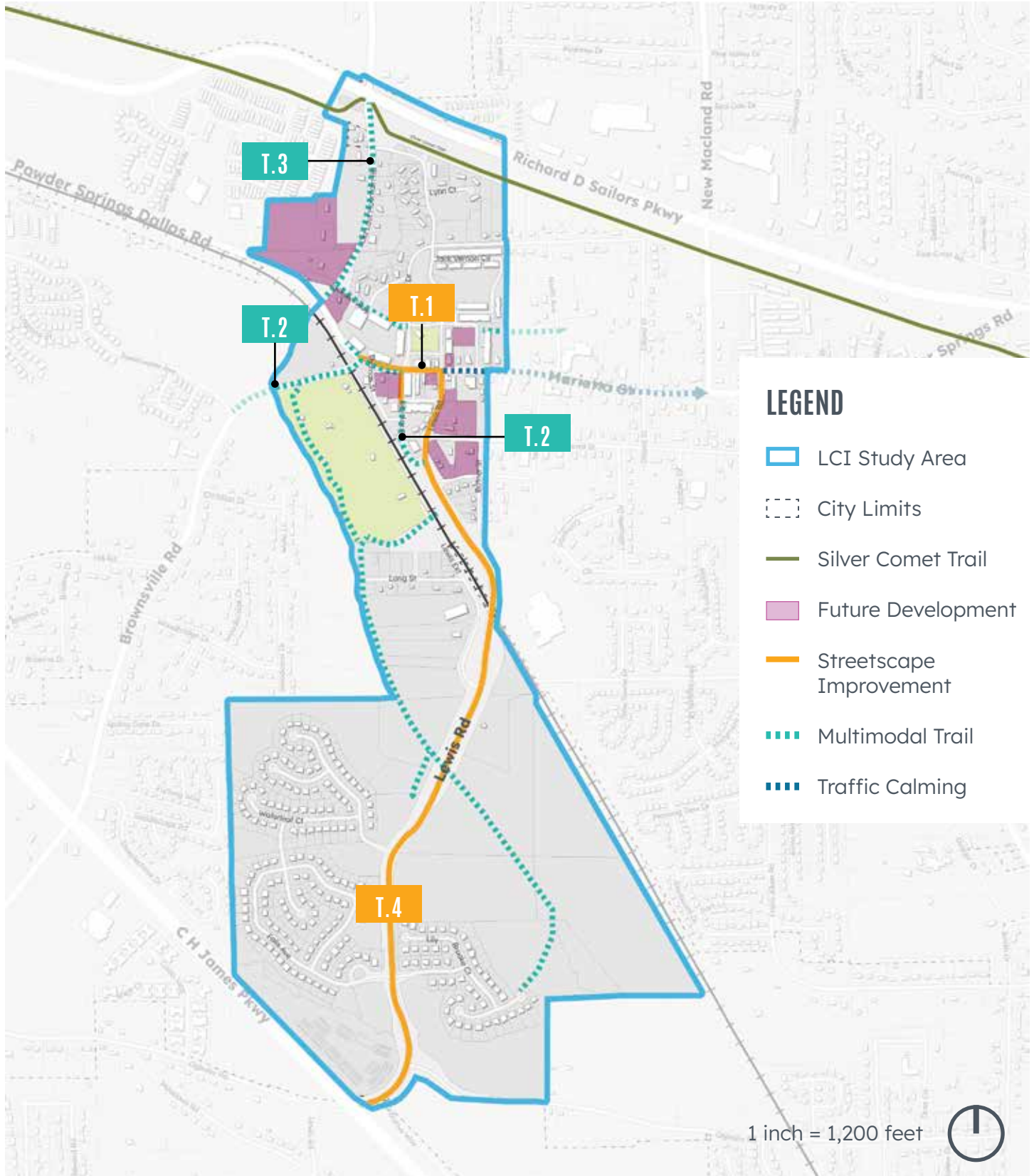


**Amenities**





















**It's all connected!**

These icons show how each action item meets the vision and connects with other topics.

# Connectivity & Safety Action Items



# The Next Phase

#	Action Item	Theme
T.6	<b>Eastern Connection to Austell Powder Springs Road.</b> Utilizing Marietta Street and Atlanta Avenue, the project will create multimodal connections from downtown to the future sidepath planned along Austell-Powder Springs Road, helping establish a broader regional connection.	    
T.7	<b>Powder Springs Creek Multimodal Trail.</b> Greenway trail that connects Brownsville Road to Lewis Road and Springbrook Estates.	    
T.8	<b>Feasibility Study for Connection to North Avenue.</b> Engineering analysis to connect Jackson Way Extension to North Avenue as a street or multimodal path only.	    
T.9	<b>Neighborhood Connectivity Plan.</b> Pedestrian and bicycle plan to connect downtown to existing neighborhoods in all directions.	    



**Downtown Development**



**Business Attraction & Retention**



**Connectivity & Safety**



**Arts & Placemaking**

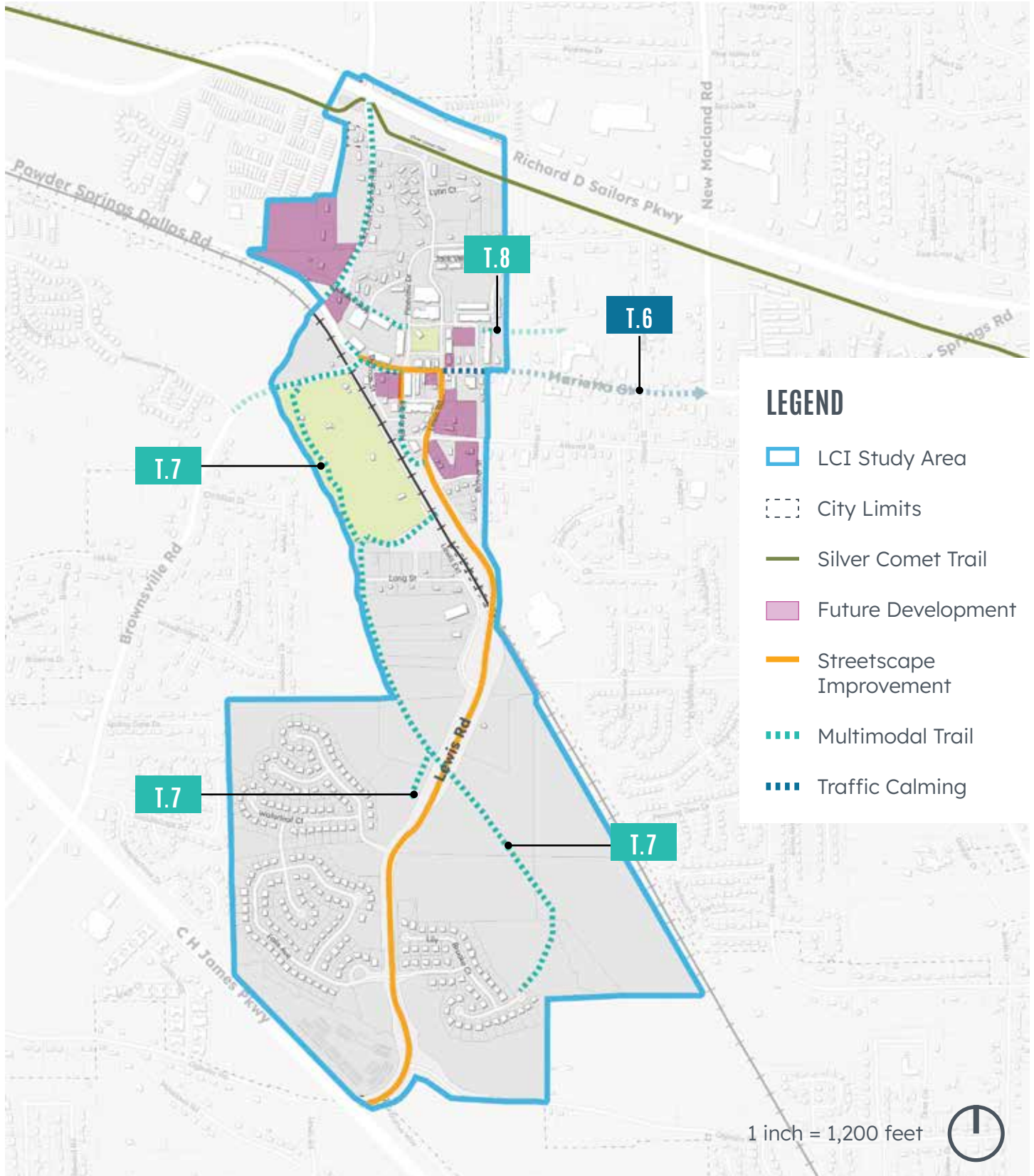


**Amenities**

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# Connectivity & Safety Action Items



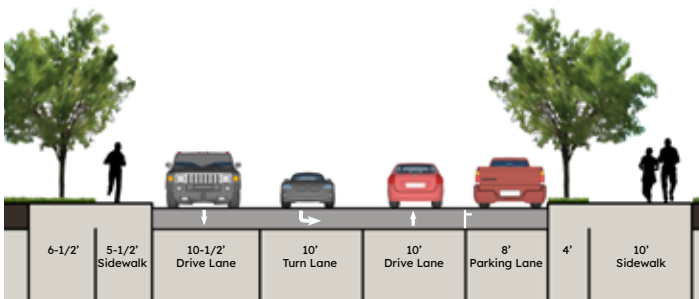
## The Next Phase

### T.1 // Marietta Street Streetscaping

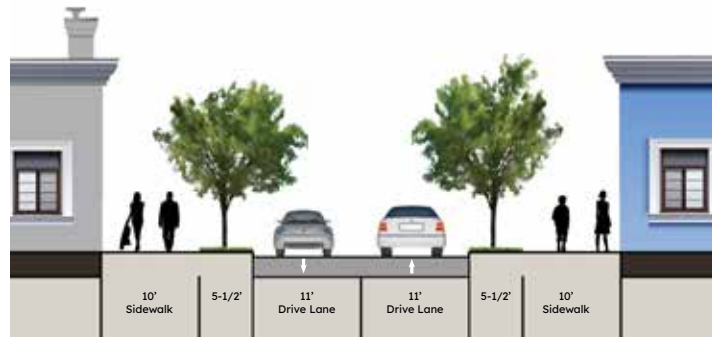
Marietta Street today is defined by wide pavement and fast-moving vehicle traffic, functioning more like a highway than a downtown main street and creating a barrier between the north and south halves of downtown. The proposed streetscape project will help stitch these two halves back together by shortening pedestrian crossing distances, installing a raised midblock crosswalk aligned with the paseo to the park, and constructing a raised intersection at Murray Avenue. This road rightsizing will create room to install street trees and landscaping, calming traffic and creating a safer, more comfortable environment for people walking to local shops. Along the segment between Murray Avenue and Brownsville Road, the redesign also includes a multimodal sidepath and on-street parking, further enhancing access and supporting adjacent businesses. Wider sidewalks with landscaped buffers will shift the corridor's character from an auto-oriented thoroughfare to a vibrant main street, opening opportunities for sidewalk activation such as café seating that can help local businesses thrive and incentivize new development.



**A** Brownsville Road to Pineview Drive



**B** Pineview Drive to Lewis Road





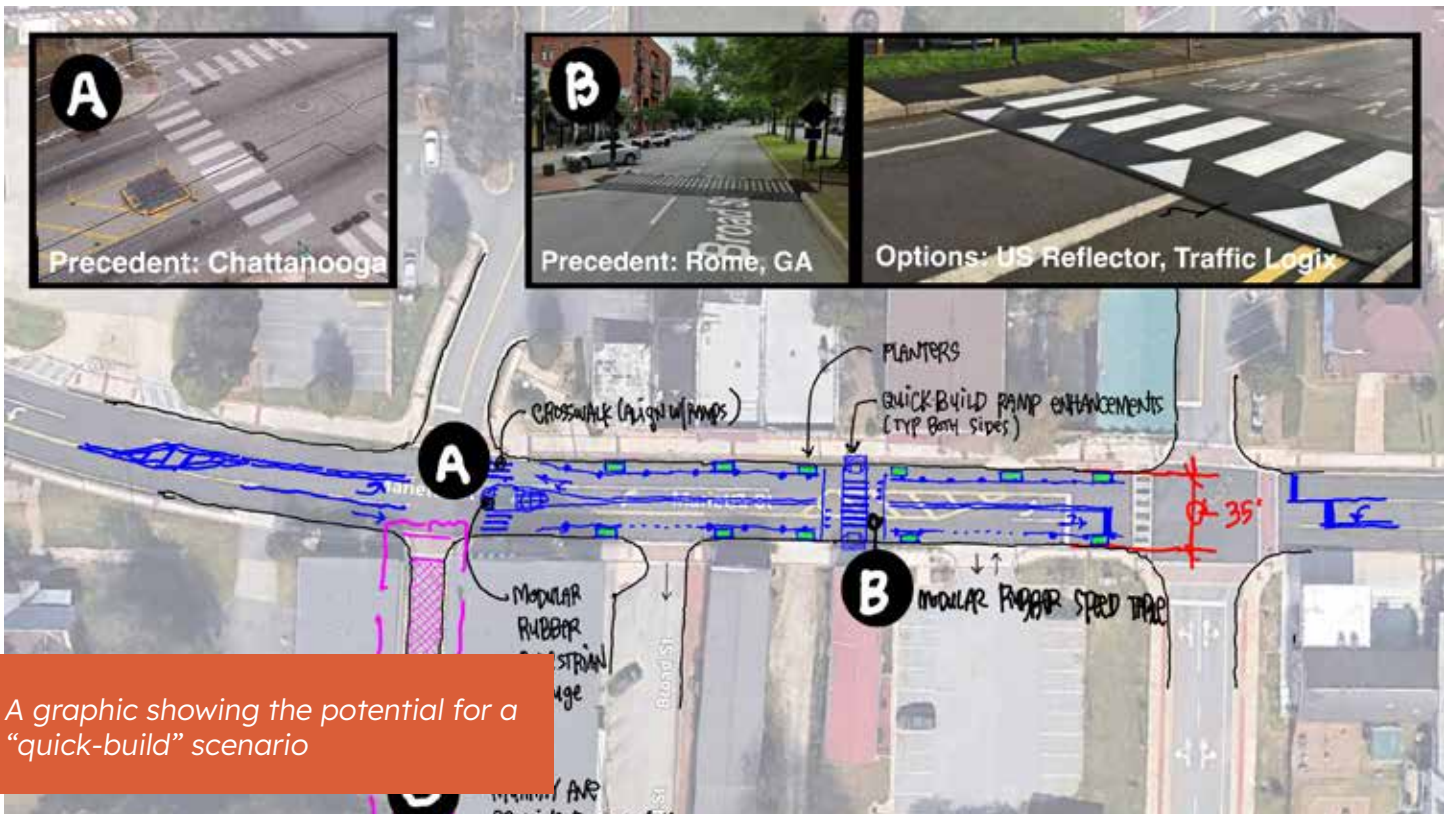
**1** 3-D perspective of Marietta Street Streetscaping from Brownsville Road to Lewis Road



**2** 3-D perspective of the raised crosswalk

## MARIETTA STREET REDESIGN: QUICK-BUILD SCENARIO

Before committing to permanent changes, the City should consider implementing a “quick-build” demonstration project to test the proposed redesign of Marietta Street. Using paint, temporary materials, planters, and movable elements, the City can simulate how the fully built-out concept would function in real time and gauge how it is experienced by residents, businesses, and visitors. This approach allows the City to monitor performance and overall perception before making significant investment. If the demonstration is positively received and performs as intended, the City can move forward with permanent construction. If adjustments are needed, the temporary elements can be easily modified or removed, allowing the street to revert to its previous condition while refinements are made.



A graphic showing the potential for a “quick-build” scenario

## CASE STUDY: DULUTH, GA

Duluth's Main Street was transformed from a vehicle-oriented corridor into a tree-shaded, pedestrian-focused streetscape that now serves as the center of downtown activity. Wider sidewalks, curb extensions, and continuous rows of street trees created a more comfortable and defined public realm while calming traffic and improving crossings. Sidewalk cafés and outdoor seating activate the corridor and have supported both existing businesses and new investment. This transformation demonstrates how similar streetscape improvements on Marietta Street in Powder Springs could reduce its barrier effect and strengthen downtown as a walkable commercial core.



## T.2 // Murray Avenue Shared Street & Multimodal Trail

Transforming Murray Avenue into a shared space will create a flexible, people-oriented environment that safely accommodates pedestrians and bicyclists while still allowing vehicle access. These curbsless streets, also referred to as woonerfs, use design elements such as planters and bollards to slow vehicles to appropriate speeds and clearly signal that people have priority. Shared spaces can also be easily closed for festivals and special events, providing a versatile public venue that encourages community gathering and activates adjacent storefronts.



## The Next Phase



*3-D perspective of the Murray Avenue shared street where it crosses Marietta Street*



*3-D perspective of the Murray Avenue shared street*

### T.3 // Old Lost Mountain Road & Jackson Way Multimodal Trail

Currently in the design phase, this sidepath extends multimodal access from the Silver Comet Trail directly into downtown and key civic destinations. By providing a safe, separated facility for walking and biking, it reduces reliance on short vehicle trips. The project strengthens Powder Springs' regional connectivity and supports access to parks and community spaces.

### T.4 // Lewis Road Landscaping

Street trees along and within the median of Lewis Road will create a shaded, traffic-calmed gateway into downtown. The landscaping improves pedestrian comfort and enhances the visual identity of this corridor. These changes help signal arrival into a slower, walkable environment and support safer vehicle speeds.



### T.5 // Brownsville Road Multimodal Trail

Utilizing Marietta Street and Atlanta Avenue, the project will create multimodal connections from downtown to the future sidepath planned along Austell–Powder Springs Road, helping establish a broader regional connection. Design options include rightsizing the roadway from three lanes to two, with reclaimed space used for on-street parking or bicycle lanes while maintaining turn lanes at signalized intersections. Atlanta Street could also function as a bicycle boulevard, providing a low-stress route through the area and complementing improvements along Marietta Street. The redesign would calm traffic, reduce vehicle speeds, and improve pedestrian crossing conditions in this area.

### T.6 // Eastern Connection to Austell Powder Springs Road

This segment would be rightsized from three lanes to two lanes, with space reallocated to on-street parking or bicycle lanes while maintaining turn lanes at signalized intersections. The redesign reduces vehicle speeds and improves crossing conditions in a historic section of town. By balancing vehicle movement with pedestrian safety, it supports both connectivity and downtown vitality.

### T.7 // Powder Springs Creek Multimodal Trail

This greenway trail creates an off-street connection linking key corridors, neighborhoods, and downtown. It provides a low-stress option for walking and biking while enhancing access to natural areas. The trail strengthens the overall network and supports equitable access across the community.

### T.8 // Feasibility Study for Connection to North Avenue

This engineering study would evaluate extending Jackson Way to North Avenue, either as a full street connection or as a multimodal path. If constructed as a street, the extension could also create potential public access to large church parking lots, helping address parking distribution and access challenges downtown. The analysis would identify the most feasible option to improve connectivity, reduce dead-end conditions, and strengthen the overall circulation network.

### T.9 // Neighborhood Connectivity Plan

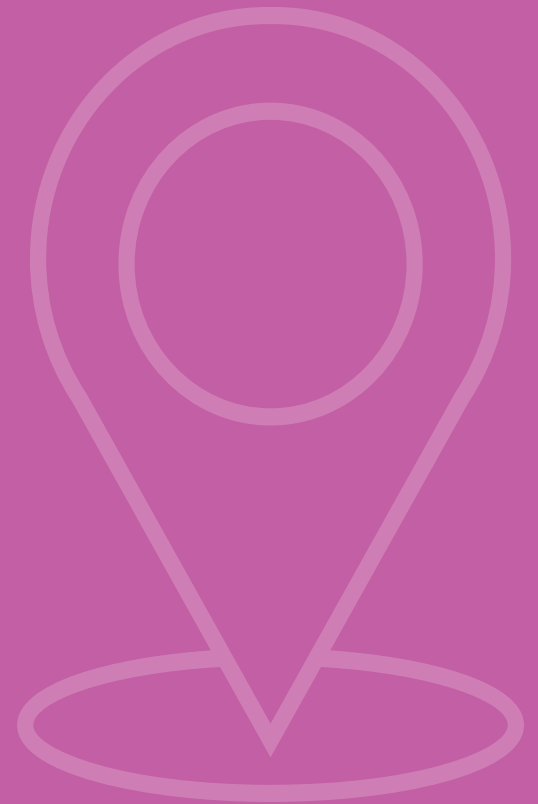
This plan will identify priority pedestrian and bicycle connections between downtown and surrounding neighborhoods in all directions. It will establish a framework for phased implementation and investment. By guiding future projects, it will ensure continued progress toward safer, more direct access to downtown for all users.

# Arts & Placemaking

Downtown Powder Springs is on the rise. Over the past 12 months, more than 158,000 people visited the area—a 6.8% increase—with Thurman Springs Park and Skint Chestnut Brewing leading the way as the most visited places. Building on this momentum, arts and placemaking can transform the downtown core into a vibrant, year-round destination that draws even more visitors while celebrating the community’s unique character. Events, festivals, and art installations can turn everyday spaces into cultural experiences. Permanent infrastructure can provide the backbone for these activations, giving artists and performers spaces to shine. Strategically placed public art in high-traffic areas can tell the story of Powder Springs, reflect its identity, and create photo-worthy moments that draw people in. Through thoughtful programming and creative placemaking, downtown can become more than a collection of shops and parks—it can be a cultural heart where residents and visitors alike gather, explore, and linger, sparking connections, economic activity, and a lasting sense of pride in the community.

## Arts & Placemaking Goals

- Incorporate permanent infrastructure to provide platforms for emerging and established artists.
- Create a program of rotating, temporary art installations and other placemaking activations.
- Strategically incorporate art in areas with high traffic and visibility to aid wayfinding efforts, foster a sense of pride, and celebrate Powder Springs.



# The Strategy

**With rising visitation and strong anchors like Thurman Springs Park and Skint Chestnut Brewing Company, the district already draws foot traffic, but the experience in downtown Powder Springs can be deepened for residents and visitors alike.**































This plan leverages arts and placemaking to create a more vibrant, immersive downtown that celebrates the city's identity, supports local creatives, and boosts economic vitality. By pairing permanent infrastructure with temporary activations, the strategy blends high-visibility installations with flexible platforms for experimentation, turning underutilized spaces into destinations, amplifying Powder Springs' identity, and offering visitors and residents new reasons to explore and linger.

Permanent infrastructure, like the 3-D letter sculpture and an art park, serve as visual anchors and identity-laden platforms for programming. Temporary activations and projection mapping offer low-barrier, high-impact entry points for community involvement and seasonal engagement. Interventions in high-traffic zones enhance navigation, increase dwell time, and foster pride. Together, these actions celebrate local culture, activate the public realm, and ensure downtown Powder Springs is not just a place to pass through, but a place to experience.

While each action item could stand alone as a distinct project, they will be most effective when pursued in concert with one another—and leveraged as a springboard for expanded community engagement and programming. For example, the 3-D letter sculpture could be sited at the art park or relocated among multiple downtown locations over time. Temporary activations should be distributed throughout downtown, including the art park and the art playground. A light or projection installation on City Hall could establish a thematic throughline for temporary activations. Taken further, art installations and temporary activations could align with events at Thurman Springs Park and serve as a catalyst for school curricula, lectures or workshops, and complementary arts programming at the Vaughn Cultural Arts Center or the City Hall gallery.



# Action Items

#	Action Item	Theme
P.1	<b>3-D Gateway Letter Sculpture.</b> Commission an artist or artist team to create large-scale, sculptural letters conceived as a work of public art that reflects the community’s character, history, and creative identity.	    
P.2	<b>Art Park.</b> Transform the underutilized lot at the corner of Pineview Drive and Marietta Street into a small-scale Art Park, reimagining this highly visible site as a downtown gateway, a canvas for artistic expression, and a magnet for activity.	    
P.3	<b>Temporary Activations.</b> Develop a seasonal calendar of temporary, artful and experience-based interventions that encourage people to explore the city in new ways.	    
P.4	<b>Light/projection installation on City Hall/Garage.</b> Install programmable lighting or projection equipment to transform City Hall and the adjacent garage into dynamic nighttime canvases, activating them as civic art landmarks.	    
P.5	<b>Art Playground.</b> Commission a park at Pineview Drive and Oakview Drive, that doubles as a public art installation	    
P.6	<b>Public Art Ordinance Improvements.</b> Add language that promotes incentives, encourages community partnerships, and connects the ordinance to broader arts and placemaking strategies.	    



**Downtown Development**



**Business Attraction & Retention**



**Connectivity & Safety**



**Arts & Placemaking**

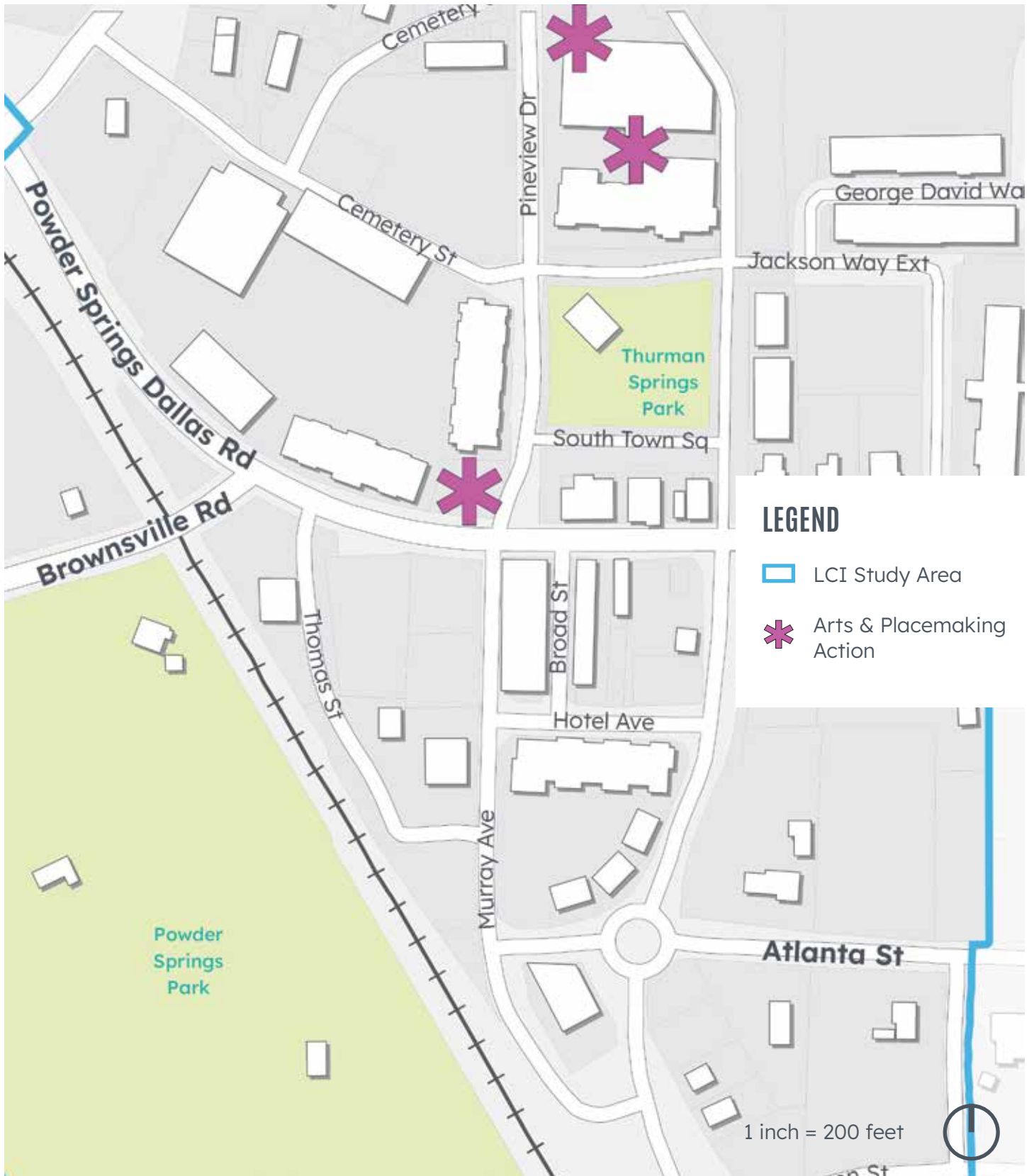


**Amenities**

**It’s all connected!**

These icons show how each action item meets the vision and connects with other topics.

# Arts & Placemaking Action Items



## The Next Phase

### P.1 // 3-D Gateway Letter Sculpture

The City should commission an artist or artist team to create large-scale, sculptural letters conceived as a work of public art that reflects the community’s character, history, and creative identity. Establishing a bold downtown gateway, this piece would function as both a placemaking landmark and a popular photo-op destination, inviting interpretation and interaction while anchoring the district’s visual identity.

Multiple pathways exist: the sculpture could be illuminated or themed seasonally and serve as a flexible backdrop for events and social media. This could be realized as a one-time, permanent installation or conceived as a rotating “mural” platform, treating the letters as a canvas rather than signage with different artists repainting the letters at set intervals. Depending on scale and construction, the entire sculpture could also be relocated periodically to highlight different areas of the downtown district.

#### CASE STUDY: HEART SF - SAN FRANCISCO, CA

A sculpture featuring a red heart nestled between an “S” and “F” was installed in August 2025 at Robert Frost Plaza in San Francisco as part of a project called Downtown Gateway developed to revitalize the plaza. The sculpture was meant to evoke Tony Bennett’s iconic song “I Left My Heart in San Francisco” and instantly became a social-media magnet. The sculpture cost about \$80,000 for sculpture as part of the total \$200,000+ project, including seating and lighting.



*Images courtesy of Downtown SF Partnership*



3-D perspective of the proposed art park

## P.2 // Art Park

The City should transform the underutilized lot at the corner of Pineview Drive and Marietta Street into a small-scale art park, reimagining this highly visible site as a downtown gateway, a canvas for artistic expression, and a magnet for activity. Artwork can be incorporated both permanently, through artist-designed functional elements such as fencing, seating, or shade structures, and temporarily, with infrastructure added to support rotating sculpture installations, murals, or a small performance nook. Over time, the site could evolve into a cultural microhub, hosting food trucks, pop-up vendors, artist-led workshops, or family-friendly programming.

### CASE STUDY: ARLETA TRIANGLE - PORTLAND, OR

A former traffic island was expanded and turned into a community gateway and gathering spot, reaping rewards for slowing traffic, increasing safety, and invigorating community engagement. The new parklet was created with a pavement mural, street furniture, landscaping, lighting, and a small performance and gathering area.



Site rendering courtesy of Portland City Commissioner

### P.3 // Temporary Activations

The City should develop a seasonal calendar of temporary, artful and experience-based interventions that encourage people to explore the city in new ways. Activations can be artist-led, such as sidewalk decals, creative crosswalks, small-scale sculptures, chalk murals, live performances, or mini pop-up galleries, as well as participatory experiences, including downtown shopping theme nights, scavenger hunts, oversized games, or interactive story walls.

Designed to be flexible, low-cost, and relatively low-lift to implement, these installations introduce moments of surprise and delight while creating meaningful opportunities for local artist participation and community engagement. Activation zones can rotate on a quarterly basis, keeping the experience fresh and encouraging repeat visits.

#### CASE STUDY: SCAD SIDEWALK ARTS FESTIVAL - SAVANNAH, GA

Each year, SCAD students in Savannah, GA, transform historic Forsyth Park into a massive open-air gallery of chalk art, creating an evolving public display that draws campus and community engagement with a festival including local food and music.



Image courtesy of SCAD

#### CASE STUDY: BEARFOOTIN' ART WALK - HENDERSONVILLE, NC

Like similar programs in many cities, this tour of painted fiberglass sculptures, coordinated by historic Hendersonville, NC's downtown association, combines local artists, nonprofits and the community to create an interactive art walk downtown and to raise funds for the community. These initiatives foster community pride, encourage public engagement with the arts, and stimulate local tourism and business. Costs are usually borne by sponsors.



Image courtesy of Downtown Hendersonville

## P.4 // Light/Projection Installation on City Hall & Parking Garage

The City should install programmable lighting or projection equipment to transform City Hall and the adjacent garage into dynamic nighttime canvases, activating them as civic art landmarks. This relatively modest up-front investment creates a reusable, flexible platform for art—allowing the City to present a greater volume and wider range of creative work than would be possible through one-time murals, sculptures, or other fixed installations. Artwork by professional artists can be easily rotated alongside locally produced content, including community-sourced art, historic imagery, or seasonal messages, without significant fabrication or installation costs.

This approach supports temporary, time-based artwork and rotating content, allowing the City to thoughtfully pilot ideas and observe community response before advancing permanent commissions. These digital interventions can be updated regularly and activated during festivals or special events, establishing a high-impact after-dark presence while keeping long-term programming costs low.

### CASE STUDY: DENVER CIVIC CENTER PROJECTION MAPPING - DENVER, CO

As part of holiday and cultural celebrations, buildings in Denver, like the Civic Center and Daniels & Fisher Tower, have been used as massive projection mapping canvases. Digital projection is used to envelop historic civic architecture in animated 3-D content, such as themed narratives projected onto the Civic Center's Greek Theatre's archways and columns during Fourth of July celebrations. These installations helped reimagine familiar civic spaces as dramatic, illuminated spectacles that attract evening crowds and boost nighttime activity.



*Image courtesy of WAVEFORM.exp*

## The Next Phase

### P.5 // Art Playground

The City should commission a park at Pineview Drive and Oakview Drive that doubles as a public art installation, where play structures and seating areas are designed in partnership with artists. With its siting behind City Hall, within a residential area, and near the Silver Comet Trail, this space should reflect how residents of all ages want to gather, play, and spend time together. This new park will add a sculptural element to the landscape, and reinforce the community’s commitment to creative exploration at every age, becoming a family draw with a child-friendly zone while also incorporating areas for casual adult recreation and socializing—such as lawn games, seating, and a shared fire feature—so the site functions as a true intergenerational gathering place.

#### CASE STUDY: ISAMU NOGUCHI PLAYSCAPE - ATLANTA, GA

Designed by renowned artist Isamu Noguchi and installed in 1976, the Playscape in Atlanta’s Piedmont Park blends art and play by reimagining playground equipment as sculptural forms. The geometric designs invite exploration, climbing, and imaginative play, blurring the line between functional playground and modern art. Unlike traditional playgrounds, Playscape encourages unstructured interaction with art itself, enriching the park experience for families and visitors of all ages.



*Image courtesy of WAVEFORM.exp*

#### OTHER CONSIDERATIONS FOR PROMOTING ARTS AND PLACEMAKING

There are a number of strategic and policy-level tools the City can use to promote public art without direct investment, such as:

- Public art vision statement or cultural arts statement
- Public art policy or guidelines separate from the ordinance
- Public art master plan
- The inclusion and incorporation of an arts and culture element in future updates to the Comprehensive Plan



## P.6 // Public Art Ordinance Improvements

The City of Powder Springs adopted its Public Art Ordinance in 2024 to establish a formal process for reviewing and approving “any artwork installed or maintained on public property or in public view on private property, including sculptures, murals, mosaics, installations, and other visual art forms.” This ordinance serves as a regulatory tool to manage the aesthetic and functional integration of public art, ensuring that such installations are consistent with community values, safety standards, and visual compatibility. The framework ensures that public art proposals undergo appropriate review, and it establishes a predictable process for approval, public review, and oversight.

To promote transparency and ensure that decisions regarding the approval or removal of public art are based on consistent standards rather than individual preferences or subjective judgment, some terms will need to be clearly defined and articulated:

a. Purpose and Intent

3. A certification from the director of the Parks Recreation and Cultural Affairs or designee that the work is consistent with the City’s public art goals.

**Recommendation: The City should amend this text to indicate that the appropriate designee should be a member of the City’s Planning & Zoning Commission or Arts & Cultural Affairs Advisory Commission**

f. Maintenance and removal:

2. The City reserves the right to remove or relocate public art if it becomes a safety hazard, is significantly damaged, or no longer meets the community’s needs or standards.

**Recommendation: The City should amend this text to expand upon what constitutes as a safety hazard or damage, and the process for removal and relocation.**

While the ordinance is sufficient for regulating the placement and appropriateness of artwork, its utility as a proactive placemaking tool is more limited. As the City continues to invest in creating a dynamic and inviting downtown environment, public art—supported by a more flexible and visionary ordinance—can be a powerful driver of placemaking and economic vitality. To further this goal and position Powder Springs as a cultural destination and visually engaging hub for residents and visitors alike, the ordinance presents an opportunity to evolve beyond regulation and actively encourage the creation of public art.

# Amenities

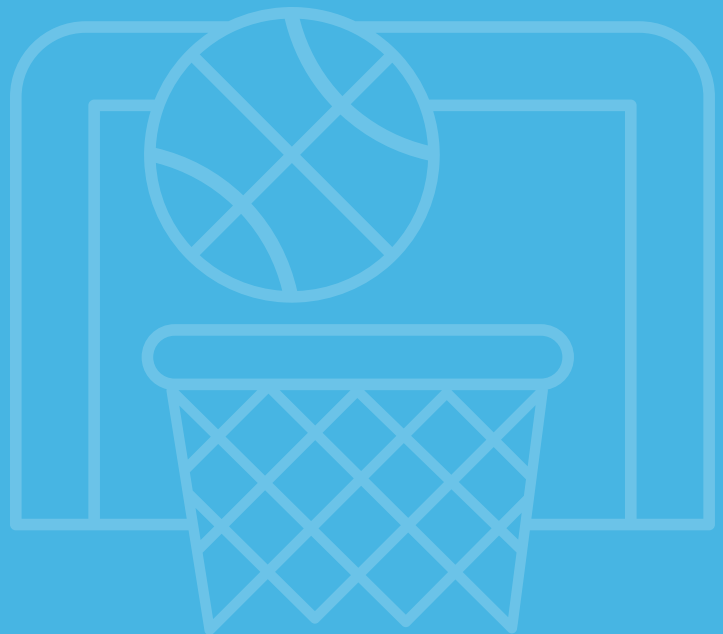
Downtown Powder Springs can become a place where residents and visitors of all ages come together to play, relax, and connect. Equitable access to parks, recreation, and community resources ensures that everyone can enjoy the benefits of a vibrant public realm. Inclusive amenities—such as playgrounds, trails, and youth-centered hangout spaces—create opportunities for physical activity, social interaction, and community belonging, making downtown a destination for families, teens, and seniors alike. Thoughtful parking and wayfinding improvements, including clear signage and accessible trailhead access, make it easy for visitors to explore and enjoy these spaces.

At the same time, modern infrastructure like EV charging stations must be part of the amenity package. By placing charging stations near recreational and cultural destinations Powder Springs can support the growing demand for electric vehicles while signaling its commitment to sustainability. The presence of this amenity not only makes downtown a more appealing place to visit, but it also encourages longer visits and potentially benefiting the businesses.

Developing new gathering spaces on underutilized parcels and building upon existing parks can further expand recreational opportunities and provide flexible areas for community events and outdoor fitness. By combining accessible, age-inclusive amenities with smart infrastructure and new gathering spaces, downtown Powder Springs can become a lively, engaging, and resilient heart of the community where people want to linger, explore, and return.

## Amenities Goals

- Become a place where residents and visitors of all ages come together to play, relax, and connect.
- Make downtown easy for visitors to explore and enjoy through parking and wayfinding improvements.
- Incorporate electric vehicle charging stations to support the growing demand for electric vehicles and encourage more time spent downtown.
- Develop new gathering spaces on underutilized parcels and building upon existing parks to further expand the City’s recreational opportunities.



# The Strategy
















The amenities strategy focuses on delivering practical, high-impact improvements that strengthen downtown Powder Springs as a welcoming destination. Rather than treating amenities as isolated features, this approach integrates wayfinding and modern infrastructure into development and other recommendations that supports everyday use and long-term vitality.

The strategy prioritizes investments that enhance the public realm, improve ease of navigation, and encourage longer visits, while responding to evolving needs such as the growing demand for electric vehicles. These tie into other recommendations set forth in this plan to create opportunities for people of all ages to play, relax, and connect, while coordinated parking and wayfinding improvements make downtown intuitive for both first-time visitors and regular users.

Modern infrastructure is a key component of this approach. The inclusion of Level 2 electric vehicle charging stations at City Hall supports sustainability goals, encourages extended stays, and reinforces downtown as a convenient and welcoming place to spend time. Together, these coordinated investments strengthen the public realm, expand recreational opportunities, and support local activity over time.



# Action Items

#	Action Item	Theme
A.1	<b>Signage &amp; Wayfinding Plan.</b> Establish a cohesive look and feel for downtown signage and identify locations for signage and preliminary costs.	    
A.2	<b>Signage &amp; Wayfinding Installation.</b> Install the signage per the Signage & Wayfinding Plan.	    
A.3	<b>Install two (2) dual-port Level 2 charging stations at City Hall.</b>	    



**Downtown Development**



**Business Attraction & Retention**



**Connectivity & Safety**



**Arts & Placemaking**



**Amenities**

**It's all connected!**  
 These icons show how each action item meets the vision and connects with other topics.

## A.1 // Signage & Wayfinding Plan

The City of Powder Springs has existing signage and wayfinding elements; however, these are not always consistent in appearance or located where they are most effective. Clear, readable, and visually engaging signage plays an important role in creating a positive experience for visitors navigating an unfamiliar place. A signage and wayfinding plan would establish a cohesive look and feel for downtown signage by defining a consistent palette of materials, colors, and imagery, reinforcing downtown’s brand and enhancing both resident and visitor experiences. The plan would address a range of signage types, including gateway, directional, parking, and artistic signage. It would also identify recommended sign locations and types, and provide preliminary cost estimates to support City budgeting, prioritization, and phased installation.



## A.2 // Signage & Wayfinding Installation

Upon completion of the signage and wayfinding plan, the City should install priority signage at key locations. This phased approach will address immediate wayfinding needs while establishing a cohesive, highly visible system. Installation may be coordinated with capital projects, streetscape improvements, and redevelopment activity to maximize efficiency and reduce costs. Over time, this approach will allow the City to systematically expand the signage system, ensure consistency in design and placement, and avoid incremental or “ad hoc” signage.

## The Next Phase

### A.3 // Install Two Dual-port Level 2 Charging Stations at City Hall

The community has expressed an interest in installing both Level 2 and Level 3 electric vehicle charging stations. As a first step, Level 2 charging stations would provide a balance of lower costs to the City and end-user, and the increased charging time would give patrons an opportunity to spend time downtown as they wait for their vehicle to charge. Out of a number of potential locations identified to install Level 2 charging stations, **City Hall was identified as the highest priority site due to its visibility, business support, and ease of power access.** This location could host two dual-port chargers, serving four spaces each. Regarding usage fees, it is recommended that this location, and any future locations, implement a tiered rate structure: \$1 per hour for the first two hours and \$5 per hour for subsequent hours, balancing accessibility with revenue generation. The tiered fee encourages charging while discouraging users from leaving a vehicle parked for extended periods of time.

The average cost to install a networked Level 2 dual-port charger in Georgia typically ranges from \$2,000 to \$6,000 per port, depending on several key factors such as hardware, labor, electrical upgrades, and the specific requirements for networking and payment capabilities. For dual-port commercial or public chargers, the all-in cost (including equipment and installation) can be at the higher end of this range. Utilizing available rebates and incentives from utilities or government programs can lower the net out-of-pocket expense by 20-50% or more.

The table below presents a summary of Level 2 electric vehicle charging for Powder Springs, delineating which entities are responsible for various components such as equipment, installation, service, electricity, usage fees, signage, and maintenance. Notably, the City would be primarily responsible for equipment, installation, service, electricity, and maintenance, with Georgia Power sometimes involved in installation and providing resources for rebates. It's recommended that the City include signage and striping, making the charging infrastructure easy to find while discouraging other vehicles from occupying the space.

	Level 2 Electric Vehicle Charging Infrastructure		Resources for Rebates
	Networked	Non-Networked	
Equipment and installation	City \$2,000-\$6,000 per dual-port station	City \$1,500-\$3,000 per dual-port station	Georgia Power
Network fees	City \$200-\$500 per year	-	-
Electricity	City \$470/month (assuming 4 chargers are utilized 4 hours every day of the month)		-
Equipment usage fees	User \$1-\$5 per hour	-	-
Parking space signage/striping	City	City	-
Maintenance	City \$350 per year per station	City \$350 per year per station	-

An alternative to this action would be for the City to grant a license or lease with an outside company to install, operate, and maintain dual-port stations in exchange for the revenues in the event the City cannot maintain the infrastructure.

## CASE STUDY: SAVANNAH, GA

Savannah was selected as a Georgia Power pilot program for EV chargers and approved by the Georgia Public Service Commission in 2019. The Savannah City Council partnered with Georgia Power via the Make Ready Program to pursue the construction and funding of new power infrastructures and related upgrades. The City purchased the chargers and other related equipment. This partnership enabled the installation and networking of charging stations at several hotels, including the Savannah/Hilton Head International Airport, at car dealerships like Critz BMW, Southern Motors Honda, and Vaden Nissan of Savannah, and at grocery stores such as Kroger, Whole Foods Market and Publix. The infrastructure upgrades support the expansion of an EV fleet within the city as well. Approximately 30 Level 2 electric vehicle charging stations have been built so far via this program and are available to the public.



## CASE STUDY: CHAMBLEE, GA

The City of Chamblee has a successful story of electric vehicle charging stations. It currently has seven Level 2 electric vehicle charging stations. In the early stages, the stations were free for the users. However, once the City decided to transfer the managerial, operational, maintenance, and repair responsibilities to ChargePoint, the charging stations were replaced with stations requiring payment.


According to the PlugShare website, the 12W charging stations cost \$0.25 per kWh used, with a guest fee of \$0.99 per session. The 6.48kW charging stations cost \$1 per hour during the first two hours and \$5 per hour for any usage exceeding the initial two hours.



# 05

## GETTING IT DONE





**WHAT'S IN THIS CHAPTER:**  
Potential Partners  
Funding Sources  
Action Matrix  
100-Day Action Plan  
Monitoring & Evaluation

# Overview

The implementation strategy in this section provides key next steps to realize the vision of this LCI plan. The projects and initiatives identified lay the groundwork for short- and long-term improvements for downtown Powder Springs and the surrounding areas. The projects and initiatives are divided into the five themes: downtown development, business attraction and retention, connectivity and safety, arts and placemaking, and amenities.

## Potential Partners

Implementing a plan requires not only the efforts of the City staff, but a number of local and regional partners who can provide resources and capacity.

### Downtown Development Authority (DDA)

The DDA embodies another of the city's economic development tools. Beyond transacting and operating properties, the DDA can pursue external funding and institute its own programming. With these capabilities, the DDA can be an integral partner for the vacant storefront program, incubator pilot, and the marketing campaign.

### Commercial Property Owners

The commercial property owners are the heart of the economic landscape of downtown. As such, their buy-in and involvement is just as important as the involvement from the businesses supported on their properties. With this in mind, their partnership will be required for certain action items, such as the vacant storefront program, the potential creation of a BID, the Marietta Street streetscape, and Murray Avenue shared street.

### Cobb County Universities

As educators of the future workforce, the universities and colleges within Cobb County are integral to economic development efforts. Similar to other communities in the region, these partnerships could be expanded to include permanent or ad-hoc staffing for events or programming of the incubator pilot.

## WHY ARE PARTNERSHIPS SO IMPORTANT?

Implementing a plan cannot be achieved by the City alone. A partnership is a collaborative relationship between the City and local and regional organizations and groups working toward shared goals. Those partners can take many forms, like local businesses, developers, nonprofits, interest groups, schools, civic groups, and community advocates. These collaborators can help activate public spaces through events and public art, support economic development and entrepreneurship, strengthen social inclusion and safety initiatives, amplify promotion and branding efforts, and even co-invest in infrastructure and redevelopment projects. As the plan moves forward, the City should continue to seek partners who are already doing meaningful work that aligns with their goals and have the expertise, energy, or resources to elevate an initiative. The City should also consider who might be excited to collaborate, and the value they could bring. Most importantly, partnerships do not have to be formal or long-term to be impactful; even small, creative collaborations can build momentum and expand the City's reach.

## **Cobb County & Cobb County Schools**

While not required for creation, it is best practice to engage and partner with both the county and local school system when pursuing the creation of a TAD. With millages much higher than cities, their partial or full millage participation can make a significant difference in the catalytic potential of the TAD.

## **Cobb Travel & Tourism**

As the Destination Marketing Organization (DMO) for Powder Springs, Cobb Travel & Tourism utilizes a portion of the hotel/motel tax revenue generated in Powder Springs to market the city for tourism. Expanding on these efforts could include the marketing campaign. The city can also use other portions of this revenue that are currently going to the general fund to help fund this effort.

## **Local Artists**

Local artists can serve as creative leads for installations, activations, and events, bringing original ideas and energy to downtown initiatives. They may also collaborate with the City to co-develop funding proposals and co-host community engagement efforts that ensure projects reflect local voices.

## **Cultural & Arts Organizations**

Cultural and arts organizations—such as the South Cobb Arts Alliance, Seven Springs Museum, and Cobb Landmarks and Historical Society—can program rotating exhibits and lead community storytelling efforts tied to temporary activations. These partners may contribute in-kind support, including space, materials, and labor, as well as provide funding or matching dollars, host programs, assist with communications, and help evaluate project outcomes.

## **Department of Parks, Recreation, and Cultural Affairs**

The Department of Parks, Recreation, and Cultural Affairs can provide logistical support, manage community engagement efforts, integrate art into recreational programming, and oversee the maintenance of installed works to ensure long-term quality and care. Currently, the Department is not staffed—in the short term, the City of Powder Springs should engage with the Cobb County PARKS department as a short-term partner for actions listed in this plan, until the City can assign staff or other resources.

## **Georgia Council for the Arts**

The Georgia Council for the Arts can serve as a resource for grant opportunities, technical assistance, and increased statewide visibility, helping elevate local initiatives and connect them to broader arts networks.

## **Local Businesses & Event Organizers**

Local businesses and event organizers can co-sponsor activations, host performances, provide venues, or contribute in-kind support such as lighting, materials, or refreshments, strengthening the connection between arts programming and economic activity.

## **Local Schools**

Local schools can play an important role by incorporating arts programs into downtown initiatives. Students may participate in creating temporary activations, contributing artwork for rotating displays, and engaging in co-curricular programming aligned with installations and pop-up events. Schools can also help promote events, performances, and art shows to their audiences, expanding community engagement and participation.

# Funding Sources

To develop a funding strategy, each action item was reviewed to determine compatible funding sources. All federal, state, and local funding sources were reviewed, including considerations for private funding sources, grants, rebates, and other creative sources. The following provides a list of identified funding sources that can be used to move all projects forward.

## Local Budget Allocations

Local budget allocations can serve as a foundational funding source, including the City of Powder Springs' general fund, SPLOST allocations, or any remaining ARPA funds designated for downtown infrastructure or public realm enhancements. The City's general fund is a principal source of funding for citywide improvement projects. This source takes in funding from property taxes, business taxes, franchise fees, licensing and permitting fees, special purpose taxes, fines and forfeitures, and other revenues. It is anticipated that many of the projects identified in the Action Matrix would utilize the general fund as a funding source.

## Taxes

Hotel and motel tax revenues may also be reinvested into tourism-promoting infrastructure, such as public art installations, event spaces, and other placemaking improvements that enhance the visitor experience. SPLOST funds can be used on any public infrastructure project, which encompasses roads, streets, bridges, trails, sidewalks, bike/pedestrian facilities, public art, streetscapes, gateways, and parks. These expenses include ROW acquisition, construction, rehabilitation/reconstruction, relocation, drainage improvements, repairs, and major equipment. GDOT coordinates with the local governments on SPLOST funded transportation projects. The 2022 SPLOST has some dedicated funding for this work in Powder Springs, but not enough to implement all aspects of the LCI. Such funding can be utilized to match federal dollars. The County is due to vote on its next SPLOST in 2028—there is an opportunity to propose some projects in this plan for funding.

## Grants & Assistance Programs

At the state level, grant programs such as the Georgia Council for the Arts Vibrant Communities Grants and the Georgia Department of Economic Development's Cultural and Historic Sites Grants can provide targeted funding for creative initiatives and cultural infrastructure. Federal funding sources may include the National Endowment for the Arts (NEA) Our Town program, as well as Community Development Block Grants (CDBG) when arts and placemaking efforts align with broader community revitalization goals. Private foundations can also play a role in funding action items. Organizations such as the Community Foundation for Greater Atlanta, the Mailchimp Community Fund (which focuses on arts, equity, and community spaces), and the Home Depot Foundation (which supports infrastructure and community spaces) may offer grant opportunities that align with downtown initiatives.

The Georgia Department of Community Affairs recognizes that redevelopment projects can be the most challenging economic and community development projects a local government may undertake. The Redevelopment Fund (RDF) was created as a set-aside of Georgia's non-entitlement Community Development Block Grant Program (CDBG). The RDF provides local governments access to flexible financial assistance for projects that cannot be undertaken with the usual public sector grant and loan programs. The RDF finances locally initiated public/ private partnerships to leverage investments in commercial, downtown, industrial redevelopment, and revitalization projects that may not proceed otherwise. Many small-scale projects in downtown areas may be eligible for RDF financing.

In 2018, the ARC launched its Community Development Assistance Program (CDAP), a technical assistance and grant program with the goal of helping cities, counties, and nonprofit organizations find solutions to land use and transportation planning issues. In addition to maximizing ARC resources directed towards communities, CDAP is also a partnership with external agencies looking to tackle similar issues. Four types of technical assistance are offered through CDAP, one of which includes implementation.

## **Livable Centers Initiative (LCI) Funding**

The ARC's LCI is a grant program that incentivizes local jurisdictions to re-envision their communities as vibrant, walkable places that offer increased mobility options, encourage healthy lifestyles and provide improved access to jobs and services. ARC's Community Development Department runs a Tactical Study program that can provide funds for studies, policy/zoning work, scoping studies, site plans, and other non-infrastructure activities that help advance the implementation of the LCI Plan. The City of Powder Springs could use supplemental and tactical study funding to produce additional plans. Completion of such plans would allow the City to access additional transportation funding through 2030 for projects identified in LCI studies.

## **Sponsorships**

Corporate sponsorships and naming opportunities provide another viable funding strategy. The City can partner with local businesses to underwrite elements such as gateway signage, playground features, lighting displays, or other public realm improvements, offering recognition in exchange for financial support.

## **Other Sources**

Crowdfunding and public match programs can be effective for smaller-scale, community-driven projects. Platforms such as ioby.org or Patronicity allow residents and stakeholders to contribute directly to initiatives, often with public-sector matching funds to amplify impact. This approach is particularly well-suited for projects designed to foster strong community engagement and ownership, such as the art playground.

### Transportation Funding Sources

Transportation projects identified as part of this LCI plan may be funded through a combination of the following funding sources. Because of the evolving situation at the federal level, some sources may not be available in the timeframe they are needed; exact sources for each action item will need to be determined on a case-by-case basis.

- **Georgia Department of Transportation (GDOT).** GDOT provides funding to maintain and improve their highways. They also provide funding to local projects through grants. GDOT's Quick Fix program can pay for small improvements on state highways quickly and cheaply. Example projects include signage, striping, pedestrian hybrid beacon or Rapid Reflecting Flashing Beacons (RRFBs), flexible posts, etc.
- **Local Maintenance & Improvement Grant (LMIG).** LMIG is a part of GDOT and can be used for a variety of projects, including but not limited to intersection improvements; signal installation or improvements; patching, leveling, and resurfacing a paved roadway; preliminary engineering (including engineering work for ROW plans and utility plans); roadway signs and striping; sidewalk adjacent (within the right-of-way) to a public roadway or street; turn lanes; and utility adjustments or replacement.
- **Georgia Transportation Improvement Bank (GTIB).** GTIB is a grant and low-interest loan program administered by the State Road & Tollway Authority (SRTA). Since its inception, GTIB has provided over \$216 million in loans and grants to highly competitive transportation projects that have enhanced mobility and driven economic development in communities throughout Georgia.
- **Congestion Mitigation and Air Quality (CMAQ).** Improvement Program This program funds transportation projects that reduce emissions and improve air quality. To score well, projects must demonstrate measurable reductions in pollutants. Successful examples often include transit improvements, fleet conversions to electric or cleaner fuels, and intelligent transportation systems (ITS) that reduce idling. Bicycle and pedestrian projects generally do not score well under this program.
- **Carbon Reduction Program (CRP).** CRP funds projects that reduce transportation-related carbon emissions. Like CMAQ, projects must demonstrate quantifiable emissions benefits.
- **Transportation Alternatives Program (TAP).** The Georgia Department of Transportation (GDOT) has partnered with the Federal Highway Administration (FHWA) to provide the opportunity for local governments to improve the quality of life for citizens in communities across the state by pursuing projects that might not otherwise be possible. Through the TAP, local governments pursue projects such as pedestrian and bicycle facilities, pedestrian streetscape improvements, safe routes to school, and other non-traditional transportation related activities. Eligibility for this program is subject to change on a yearly basis.
- **Surface Transportation Block Grant Program (STBG).** The STBG promotes flexibility in State and local transportation decisions and provides flexible funding to best address State and local transportation needs. Eligible activities include recreational trail construction, installation of electric vehicle (EV) charging infrastructure, installation and deployment of current and emerging intelligent transportation technologies, and various other transportation improvements.

## Financial Incentives for Electric Vehicle Charging Stations

Credits and rebates for electric vehicle charging stations require chargers to be operational within the designated program deadlines, frequently mandate prevailing wages for installation, and are often restricted to public-access or rural and underserved locations to access the highest benefit levels. Powder Springs can combine federal, state, and utility incentives, though the final amount received may depend on the timing and eligibility criteria specific to each program. Overall, the City can leverage these layered tax credits and rebates to offset up to 40–50% of eligible costs, provided it carefully follows geographic and operational rules and completes projects before incentive deadlines expire in 2026.

### **Alternative Fuel Vehicle Refueling Property Tax Credit (30C) - Federal Tax Credit**

- Covers 30% of installation costs (including hardware and labor), up to \$100,000 per charger for commercial/public projects.
- To qualify for the maximum credit, chargers must be installed in designated low-income or rural census tracts.
- The deadline for placing equipment into service and claiming the credit is June 30, 2026.

### **State Tax Credit**

- 10% of eligible costs, up to \$2,500 per charger, are available for non-residential installations by businesses or municipalities.
- Unused credits may be carried forward for up to three years after 2025.

### **Georgia Power Rebate**

- Up to \$2,000 total for commercial installations including five or fewer Level 2 chargers; for larger projects, \$250 per kWh (up to \$20,000 per project).
- Additional energy rate discounts and pilot programs for public charging sites.

### **Cobb EMC**

- Grants and rebates range from \$500 to \$5,000 depending on site size and availability of public access.
- Each charger installed may be eligible for additional \$250 to \$500 in utility rebates.

# Action Matrix

#	Action	Timeframe	Lead	Potential Partner(s)	Estimated Cost	Funding Sources
<b>Downtown Development</b>						
D.1	Facilitate redevelopment/ activation of the Primitive Baptist Church property <sup>1</sup>	2027	DDA	Community Development	Staff time	-
D.2	Facilitate redevelopment/ activation of DDA-owned property at Site C	2027	DDA	Community Development	Staff time	-
D.3	Work with Site C Property Owners for Acquisition	2028	DDA	Community Development	TBD	General fund, SPLOST
D.4	Duplex improvements	2030-2031	Community Development	DDA	Option 1: Up to \$80,000 per building Option 2: Up to \$600,000 per building	General fund, Grants
D.5	UDC “quick fixes”	2027	Community Development	DDA	Staff time	-
D.6	Development of site selection criteria	2027	Community Development	DDA	Staff time	-
D.7	Site B Acquisitions	Long-term	DDA	Community Development	TBD	General fund, SPLOST
D.8	Site A Acquisitions	Long-term	DDA	Community Development	TBD	General fund, SPLOST

**Notes:**

1. City is currently doing a feasibility study on the property to find the best use of the property (commercial, community use, etc)

#	Action	Timeframe	Lead	Potential Partner(s)	Estimated Cost	Funding Sources
<b>Business Attraction &amp; Retention</b>						
B.1	<b>Vacant Retail Storefront Program<sup>2</sup></b>	2028	Economic Development; Parks, Recreation, Cultural Affairs	DDA; Commercial property owners; South Cobb Arts Alliance; Arts and Cultural Affairs Advisory Commission	Up to \$2,500	General fund, Grants, HOST/MOST
B.2	<b>Retail/Restaurant (Small Business) Incubator Pilot</b>	2029	Economic Development	DDA; Cobb County universities	Up to \$50,000 annually	General fund, Grants
B.3	<b>Explore the creation of Downtown Tax Allocation District</b>	2027	Administration, Economic Development	Cobb County	Staff time	-
B.4	<b>Support the creation of a Downtown Business Improvement District (BID)</b>	2028	Administration, Economic Development	Commercial property owners	Staff time	-
B.5	<b>Sustained Marketing/Branding Campaign</b>	Ongoing	Economic Development	DDA; Cobb Travel & Tourism	\$15,000-\$40,000 annually	General fund, HOST/MOST
B.6	<b>Establish Multiple Internal Stewards of Downtown</b>	2027	Economic Development	Community Development, DDA; Parks, Recreation, and Cultural Affairs	Staff time	-

2. City provides a free space while partner provides staff.

## Getting It Done

#	Action	Timeframe	Lead	Potential Partner(s)	Estimated Cost	Funding Sources
<b>Arts &amp; Placemaking</b>						
P.1	<b>3-D Gateway Letter Sculpture<sup>3</sup></b>	2027	Economic Development	DDA; Arts and Cultural Affairs Advisory Commission; Private sponsors; South Cobb Arts Alliance	\$35,000	General fund, Grants
P.2	<b>Art Park at the corner of Pineview and Marietta<sup>4</sup></b>	2028	Economic Development; Parks, Recreation, Cultural Affairs	DDA; Arts and Cultural Affairs Advisory Commission; Private sponsors; South Cobb Arts Alliance; Schools; Community Organizations	\$25,000-\$35,000 per interval	DDA, Grants, HOST/MOST
P.3	<b>Temporary Activations</b>	Ongoing	Economic Development; Parks, Recreation, Cultural Affairs	DDA; Arts and Cultural Affairs Advisory Commission; Private sponsors; South Cobb Arts Alliance; Schools; Community Organizations	Up to \$50,000 annually	DDA, Grants
P.4	<b>Light/projection installation on City Hall/Garage</b>	2028	Economic Development; Parks, Recreation, Cultural Affairs	DDA; Arts and Cultural Affairs Advisory Commission; Private sponsors; South Cobb Arts Alliance	Up to \$50,000	General fund, Grants

#	Action	Timeframe	Lead	Potential Partner(s)	Estimated Cost	Funding Sources
<b>Arts &amp; Placemaking</b>						
P.5	<b>Art Playground<sup>5</sup></b>	2027-2028	Economic Development; Parks, Recreation, Cultural Affairs	DDA; Private sponsors; South Cobb Arts Alliance	\$75,000-\$150,000	General fund, Grants, Donations
P.6	<b>Public Art Ordinance Improvements</b>	2027-2028	Community Development; Parks, Recreation, Cultural Affairs	Arts and Cultural Advisory Commission	Staff time	-
P.7	<b>Honor African American history at Site C development</b>	Long-term	Community Development; Parks, Recreation, Cultural Affairs	Local artists; South Cobb Arts Alliance; Arts and Cultural Advisory Commission	TBD	Grants, Donations
<b>Amenities</b>						
A.1	<b>Signage/Wayfinding Plan</b>	2028-2029	Community Development; Economic Development	DDA; Consultant; South Cobb Arts Alliance	\$50,000	General fund
A.2	<b>Signage/Wayfinding Installation</b>	2029-2030	Community Development; Economic Development	DDA; Fabricator; South Cobb Arts Alliance	TBD	General fund
A.3	<b>Install two (2) dual-port Level 2 Charging Stations at City Hall<sup>6</sup></b>	2030-2031	Community Development; Economic Development	Georgia Power	\$4,000-\$7,000 annually	General fund, Grants

3. One-time permanent installation, with potential for a “rotating” mural option where artists are commissioned to repaint them seasonally.
4. Rotating sculpture installation/sculpture on loan program (Install pad & issue calls for artists at set intervals, such as 2 years) OR rotating public art program without permanent infrastructure (issue calls for site-specific public art at set intervals, such as 2 years).
5. Behind City Hall, potential for alternative location.
6. Assumes it’s networked. City would pay up to \$500/year per station in network fees, \$6,000/year in electricity, and \$700/year in maintenance. City could receive up to \$3,360 in revenue to offset these costs, which would mean the City will pay a net cost of \$4,000/year for this amenity.

## Transportation

#	Project	Type of Improvement(s)	ROW Year	ROW Cost	Engineering Year	Engineering Cost
T.1	<b>Marietta Street Streetscaping</b>	Bike and Pedestrian Safety	2026	\$62,000	2026	\$62,000
T.2	<b>Murray Avenue Shared Street and Multimodal Trail</b>	Bike and Pedestrian Safety	2027	\$124,000	2027	\$124,000
T.3	<b>Old Lost Mountain Road and Jackson Way Multimodal Trail</b>	Bike and Pedestrian Safety	2024	\$175,000	2024	\$450,000
T.4	<b>Lewis Road Landscaping</b>	Bike and Pedestrian Safety	2027	\$48,750	2027	\$48,750
T.5	<b>Brownsville Road Multimodal Trail</b>	Bike and Pedestrian Safety	2028	\$35,000	2028	\$35,000
T.6	<b>Marietta Street Traffic Calming</b>	Bike and Pedestrian Safety, Parking	2026	\$10,000	2026	\$10,000
T.7	<b>Powder Springs Creek Multimodal Trail</b>	Bike and Pedestrian Safety	2029	\$560,000	2029	\$560,000
T.8	<b>Feasibility Study for Connection to North Avenue</b>	Vehicular and Bike and Pedestrian Connectivity, Parking	2027	-	2027	-
T.9	<b>Neighborhood Connectivity Plan</b>	Bike and Pedestrian Safety	2027	-	2027	-

Construction Year	Construction Cost	Total Project Cost	Lead	Potential Partners	Funding Sources	Local Source	Match Amount
2027	\$310,000.	\$372,000	Public Works	Community Development	City, SPLOST, LCI	General fund	20%-100%
2028	\$620,000	\$744,000	Public Works	Community Development	City, Private, SPLOST	General fund	0%-100%
2029	\$1,080,000	\$1,705,000	Public Works	Community Development	City, SPLOST, LCI	General fund	20%
2028	\$325,000	\$373,750	Public Works	Community Development	City, SPLOST, LCI	General fund	20%-100%
2029	\$175,000	\$210,000	Public Works	Community Development	City, SPLOST	General fund	20%-100%
2027	\$30,000	\$40,000	Public Works	Community Development	City, SPLOST	General fund	20%-100%
2031	\$2,800,000	\$3,360,000	Public Works	Community Development	City, SPLOST, LCI	General fund	20%-100%
-	-	\$23,000	Public Works	Community Development	City, LCI*	General fund	20%-100%
-	-	\$68,000	Public Works	Community Development	City, LCI*	General fund	20%-100%

\* Through LCI Supplemental Study

# 100-Day Action Plan

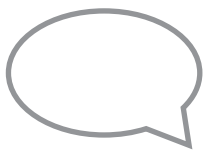
The following projects have been identified to be completed in the first 100 days following the adoption of this plan. These were selected based on their impact and the timeframe they could be completed.

- Begin auditing the UDC for quick fixes.
- Begin business outreach for vacant commercial spaces.
- Connect with higher education institutions to learn more about business incubators (KSU HatchBridge).
- Explore opportunities with Cobb Travel & Tourism to better leverage marketing materials.
- Connect with South Cobb Arts Alliance and the Georgia Council for the Arts to inventory existing arts and placemaking grants and plans for future ones.
- Identify a potential TAD area.
- Begin planning for a quick-build scenario for the Marietta Street redesign.
- Release Request for Proposals (RFP) for a Neighborhood Connectivity Plan
- Establish a committee or task force to develop an initial calendar for and implement temporary activations.
- Develop and distribute an RFP for local or regional artists to create the 3-D Gateway Letter Sculpture. An arts consultant can help draft this document and ensure all elements of the project are considered, including installation and future maintenance.
- Review the Public Art Ordinance and create a committee or task force to consider and put forth recommendations to establish municipal priorities around public art and placemaking through tools such as a public art vision statement and/or public art policy or guidelines, and consider goals for a future public art master plan.

# Monitoring & Evaluation

It is critical to set up a monitoring and evaluation program to assess the progress of the implementation of this LCI plan. It is recommended that the DDA, the Community Development department, and Economic Development department have joint responsibility in overseeing implementation. The City should develop a detailed work plan for the implementation of each project and initiative with budgets, schedule, assigned responsibilities, administrative, and management tasks with specific deadlines. Specific evaluation criteria should be developed against which the progress can be measured. Monitoring and evaluation on a periodic basis (monthly, quarterly, or annually) will ensure successful implementation of this plan to inform corrective measures for any difficulties or delays. Such monitoring will help keep up with any changes that might take place over the next five years. More importantly, this will help inform the next LCI update in the next decade.

The City should also do the following in mind as the plan is implemented:



## Communication

There should always be transparency in all matters regarding implementation of this plan. City staff, elected and appointed officials, citizens, and other important stakeholders should always be kept in the loop about the plan and its progress. The City could use its regular Town Hall events as an opportunity to keep the community updated on key milestones.



## Engage Community Champions

Just because the planning process ends does not mean the conservations have to end too. As the plan is implemented, the City should continue to engage with the members of the community who had a hand in shaping this plan to ensure forward momentum.



## Celebrate Progress

As projects and initiatives are completed, big or small, the City should honor and celebrate those achievements!



**springs**  
**in motion**

livable centers initiative study update

