

**SPRINGS IN MOTION LCI PLAN COMMENTS WITH CONSULTANT TEAM  
RESPONSES  
RECEIVED FROM APRIL 6, 2026 TO MAY 6, 2026**

Comment:

Reading the motion LCI plan I like some ideas but on page 68 is where I see my major concern. About adding more houses therefore, increasing the density. As I mentioned multiple times in the emails I sent that I'm against increasing the population density which will have negative impacts to our environment. I prefer to keep powder springs a small town with a rural feel. I love the parks but I think keeping art work and murals in a museum is a better option. I think we should have more outdoor farm like activities to give powder springs a unique look and feel. Increasing the population density to an urban high density is highly unattractive to me. The apartments and townhomes are not my cup of tea. I would highly disagree on building night bars or clubs. All over powder springs I see nature getting destroyed to build more like on page 76 and 77. The reason why I moved my family to powder springs is for a nature rural feel. I'm not totally against Springs in Motion LCI plan for I like it. I'm just against increasing the population density which.

Response:

Thank you for your comment. The City recognizes the importance of preserving Powder Springs' small-town character and the rural qualities that are valued by many residents. At the same time, appropriate levels of density and walkability within targeted areas—particularly the downtown core—can support a more active, sustainable, and economically resilient development pattern.

These planning principles are not necessarily inconsistent. Concentrating development in appropriate locations can help strengthen downtown, support local businesses, improve pedestrian connectivity, and reduce pressure for dispersed sprawl in other parts of the community. This approach can allow the City to maintain open spaces, tree cover, and the natural features that contribute to its overall character.

In addition, the City's natural springs and wetlands function as both environmental constraints and community assets. These areas are generally more appropriate for preservation or limited development and can help define the City's distinctive landscape. As a result, a focused development pattern in the downtown core and other suitable areas is intended to accommodate growth while protecting environmentally sensitive areas and preserving the character of the community.

Comment:

Very professional looking. Appears strong relative to growth but weak regarding addressing outstanding issues. E.g., improvements to existing services and conditions...in the light of " how we are always trying to get better.

Response:

Thank you for reading the plan and providing your comments. To fully address your thoughts, we would benefit from more clarification. We would also like to note that the City will be updating its comprehensive plan next year, which will provide an opportunity to examine broader, long-range issues that may affect the LCI study area and identify recommendations for addressing them.

Comment:

I'm sorry but my husband and I are not able to get around so we will not give a feedback.  
Thank you all for your interest.

Response:

Thank you for providing your comment.

Comment:

My overall recommendation I would characterize the draft as: Support with targeted revisions before final adoption. Not because the plan is weak. It is not weak. It is actually quite good. The issue is that Powder Springs is now at the point where the next plan needs to do more than inspire. It needs to guide real entitlement decisions, capital prioritization, development negotiations, and public expectations. Top revisions I would make before adoption

1. Add a concise implementation matrix by year 1, years 2 to 3, and years 4 to 5.
2. Add a policy-to-code translation section identifying required zoning and UDC changes.
3. Strengthen the housing affordability toolkit with specific mechanisms and site expectations.
4. Add site-specific development criteria for the catalytic redevelopment areas.
5. Add performance measures and identify a single lead department for each action item.
6. Clarify the commercial phasing strategy so total buildout potential is not mistaken for immediate market support.
7. Add a more explicit parking and curb management strategy to complement the finding on page 36 that parking is primarily a distribution and awareness issue. Bottom line The plan has the right bones. It understands that Powder Springs' opportunity is not to imitate a larger city, but to become a more complete, walkable, economically active small downtown with stronger connections to its park, trail, and surrounding neighborhoods. The core strategic direction is sound. The remaining task is to make the document more operational, more regulatory, and more explicit about sequencing and accountability.

Response:

Thank you for your thoughtful comments. Regarding the relationship between policy and implementation, while we did not identify any major disconnects between the existing regulations and the recommendations proposed in the plan, we have included an action item that calls for targeted revisions to the UDC based on our initial analysis. We have also added an action item focused on establishing criteria to guide the selection of future catalytic redevelopment sites, recognizing that a consistent framework will be important as the plan is implemented and priorities evolve over time.

Per your suggestions, the updated draft now includes a page outlining the anticipated phasing of retail build-out, acknowledging both ongoing development activity and the long-term nature of redevelopment. We have also clarified that many redevelopment opportunities will depend on willing property owners, market conditions, and potential rezonings.

While housing affordability is outside the immediate scope of this study, the consultant team has discussed this topic with the City and Downtown Development Authority and has

provided insights on the City's options. Additionally, the City's upcoming comprehensive plan update next year will provide an opportunity to explore broader issues such as affordability and their relationship to the LCI study area in greater detail.

### Comment:

The draft Springs in Motion LCI Plan is strong overall and worth supporting, but it would benefit from a few targeted revisions before final adoption. It does a good job documenting Powder Springs' progress since 2016, grounding recommendations in existing conditions, and reflecting what the community has said it wants: a more walkable, active downtown with better dining, retail, trail connections, and public spaces. That is clear in the planning context, existing conditions, and public input sections, especially pages 6 to 19, 22 to 39, and 44 to 53.

My main feedback is that the plan is stronger as a vision document than as an implementation document. It still needs a clearer link between the vision and the actual tools the City will use to carry it out. In particular, it should more clearly spell out: what zoning or UDC changes are needed, how housing affordability will be addressed, how catalytic redevelopment sites should be guided, and which actions come first. Those issues are implied throughout the draft, but they need to be more explicit for future decision-making. Pages 13, 17, 19, and 135 point in that direction, but the final version should tighten that connection.

A few sections are especially strong. The parking analysis on page 36 correctly shows that downtown's problem is not total parking supply, but distribution and visibility. The retail analysis on page 37 gives a helpful picture of market opportunity, and the Marietta Street recommendations on pages 98 to 100 are among the most practical parts of the plan because they connect safety, walkability, and downtown vitality.

In short, I would say: support the plan with targeted revisions. The vision is sound, the community direction is clear, and the plan reflects real momentum in downtown Powder Springs. Before adoption, it should be tightened to be more specific about implementation, phasing, affordability, and regulatory follow-through so it can function as a real action document, not just a good planning narrative.

### Response:

Thank you for your comments. The plan is intended to provide the City of Powder Springs and its partners with a flexible framework for implementation while avoiding rigidity.

Regarding UDC updates, we have included an action item recommending targeted revisions to address issues identified through our initial review. We have also added an action item focused on establishing criteria to guide the selection of future catalytic redevelopment sites.

The City will also be updating its comprehensive plan next year, which will provide an opportunity to examine broader issues such as affordability, regulations, and citywide growth patterns, and how they may affect both the LCI study area and the community as a whole.

Comment:

Who cares. You did not follow the previous plan, so why should we care about this plan? The previous plan was radically different than the reality that has unfolded.

Response:

Thank you for your comment. While the proposed downtown park location was different in an earlier plan, it was changed in response to public feedback, which is exactly why community input remains important throughout this process.

As Council considers downtown revitalization, it must balance a variety of competing interests, priorities, and requests from residents, businesses, and other stakeholders. Because of that ongoing public interaction, the final outcome may differ from earlier concepts or plans.

We understand that changes to prior plans can be frustrating, but public feedback does play an important role in shaping the final product, and we appreciate all comments received as part of that process.

### Comment:

Overall, this is a strong and well-developed conceptual plan that reflects meaningful progress and a clear vision for downtown Powder Springs. However, many of the recommendations remain high-level, and the plan would benefit from more specificity around implementation, prioritization, and accountability. In addition, while the focus area is appropriate, many of the issues identified are not isolated to the study area and should be addressed through broader, citywide strategies to ensure consistency and long-term impact.

**Safe Streets and Road Design (pages 32–33):** The plan clearly identifies unsafe conditions such as high-speed roads, lack of buffers, and missing bike infrastructure, but should more explicitly commit to complete street redesigns, lower target speeds, and traffic calming measures with defined implementation timelines and goals.

**Trail Connectivity and Access (page 34):** The Silver Comet Trail is highlighted as a major asset, but the plan should include a more defined strategy for safe, convenient local access, including specific projects to connect neighborhoods to the trail and downtown. A focus on a connected bike network, throughout the city, would give people the opportunity to bike anywhere in the city for any reason, taking cars off the roads.

**Sidewalk and Walkability Gaps (pages 34–35):** The plan identifies gaps in sidewalks and connectivity, but should prioritize building continuous pedestrian networks and addressing barriers like rail crossings and major roads as near-term actions.

**Housing Diversity (pages 13 and 17):** While the need for additional housing types is acknowledged, the plan should more clearly define how zoning and policy changes will enable a broader mix of housing options, including smaller and multi-family housing near downtown. There is an opportunity for city-wide improvements on zoning to allow for missing middle and ADU-style developments.

**Housing Affordability (page 26):** The data shows housing is primarily accessible to middle- and higher-income households, so the plan should include strategies to maintain a range of price points and expand access for a wider range of residents.

**Mixed-Use Development and Density (pages 13 and 37):** The plan identifies retail demand and the need for downtown activation, but should more strongly emphasize increasing residential density near downtown to support local businesses and create a more active environment.

**Zoning and Development Barriers (page 13):** The plan notes that existing policies have limited mixed-use development, but should include more direct recommendations and timelines for updating zoning and removing barriers.

**Parking Strategy (page 36):** The plan correctly identifies that parking supply exceeds demand overall, so future efforts should focus on better distribution, wayfinding, and management rather than adding new parking infrastructure.

Retail and Economic Development (page 37): There is clear unmet retail demand, but the plan should better connect economic development strategies with land use and housing policies to ensure sufficient customer base growth.

Multimodal Transportation Options (page 18): Ideas such as bikeshare and shuttle services are mentioned, but should be developed into more concrete pilot programs with defined next steps and funding considerations. There is no mention of the local microtransit service operated by CobbLinc and integrating this service as both a mobility and economic development investment is a significant opportunity. (I serve on the Transit Advisory Board with the County so please let me know if there's any opportunity to discuss this)

Public Space and Downtown Activation (pages 10 and 38): Investments in parks and programming are strong, but the plan should include strategies to translate event-based activity into consistent daily use and economic activity. Implementation and Accountability (Chapter 5): The plan would benefit from clearer timelines, funding strategies, responsible parties, and measurable performance metrics to ensure that recommendations are carried out.

Citywide Coordination (multiple pages): Many of the issues identified, including safety, housing, and connectivity, extend beyond the study area, so the plan should more explicitly connect these recommendations to broader citywide policies and initiatives.

Fiscal Responsibility/Land Use Optimization: There is little mention of how improved development downtown can result in improved tax revenues and a more stable, secure, resilient budget that is less dependent on individual homeowners. I'd recommend looking at the future planning of the city in this lens to determine the fiscal impacts of planning, zoning, and future development.

In closing, this plan provides a solid conceptual framework and builds on important progress in Powder Springs, but its success will depend on stronger implementation details and a broader application of its principles across the entire city. By focusing on execution, prioritization, and citywide alignment, the plan can better translate its vision into meaningful, lasting outcomes.

#### Response:

Thank you for taking the time to provide such a thorough response. Regarding UDC changes, while we did not identify any major disconnects between the existing regulations and the recommendations proposed in the plan, we have included an action item recommending targeted revisions based on our initial analysis of the UDC.

We also appreciate your comments on the needs and opportunities identified in Chapter 2. In the updated draft, we have added references throughout these sections directing readers to related recommendations in Chapter 4.

In response to your additional comments, we have added a sidebar in Chapter 4 that more explicitly addresses the relationship between downtown development, land use optimization, and long-term fiscal impacts. We agreed that this connection should be stated more clearly.

Looking ahead, the City's comprehensive plan update next year will provide an opportunity to examine broader topics such as housing diversity, multimodal transportation, and citywide coordination, and to identify recommendations that support both the LCI study area and the larger community.

Comment:

The biggest overall comment is that the main priority should be connecting neighborhoods, both to trails and too each other. Specifically for pedestrians and bike riders. This will allow people to be more connected to their neighbors, allow kids to walk to schools or stores on their own safely (which frees up parents to not be permanent chauffeurs), and will drive up economic activity to stores near the trail network.

Response:

Thank you for reading the plan and sharing your feedback. The plan includes an action item recommending additional study to identify and prioritize pedestrian and bicycle connections between downtown and surrounding neighborhoods and destinations. We would also note that the City's upcoming comprehensive plan update next year will provide an opportunity to examine connectivity and mobility from a broader, citywide perspective.

Comment:

I don't agree with all the building and changing of things. You say you want citizen's feedback but then disregard it if it's not what the powers that be want. Many people live here because it's not a downtown Woodstock feel but it seems the city thinks that's what the citizens want and not all do.

Response:

Thank you for taking the time to share your perspective. We understand that not everyone has the same vision for the community, and concerns about change, especially when it relates to growth and development, are important to acknowledge. Our goal with this plan is not to replicate another community, but to define a vision that reflects the unique character and priorities of Powder Springs.

Community input is a critical part of that process. While not every idea can be incorporated exactly as expressed, all feedback helps shape a balanced approach that considers a range of perspectives, including those who value maintaining the community's existing character as well as those who support new investment and change. The final plan aims to reflect that balance by identifying where growth is appropriate and how to thoughtfully manage change over time.

Comment:

Do everything possible to revitalize and make the city more people friendly. Bus shelters, sidewalks, protected bike lanes, green way. Please.

Response:

Thank you for providing your feedback. A key goal of the plan is to promote a more human-centered approach to design and policy by prioritizing walkability, quality public spaces, accessibility, and development patterns that support the daily needs and experiences of residents and visitors.

Comment:

Looking at the Strategy on page 71, I was particularly pleased with the 3rd paragraph. Finding the balance between historic neighborhood and new facilities/amenities is the key to success, I believe. I've been to places like Canton, Woodstock, Acworth and Douglasville, and been very impressed with what they've done, esp. Woodstock. The concept plans that followed pg 71 were a bit hard to judge, but seemed cramped. I hope a priority is making it possible for businesses to stay in business. Policies like charging a business a higher rate for the same trash service as residents get (once a week, same size trash can) seems counter to this goal. Every time a business opens, they end up having to charge so much that people stop coming and then they go out of business.

Response:

Thank you for reading the plan and providing your comments. The City has expressed a desire to continue strengthening downtown's reputation as a business-friendly environment that supports both new ventures and long-standing local businesses. Part of this strategy includes attracting and supporting businesses that align with the community's character and are positioned for long-term success. We hope the recommendations in this plan help support that vision over time.