



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

**DRAFT**  
**April 6, 2026**



# 03

## WHAT WE HEARD



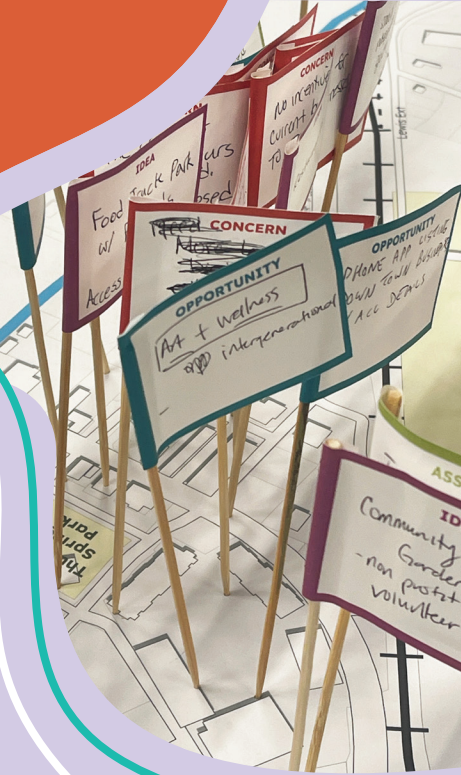
## WHAT'S IN THIS CHAPTER:

Outreach Process & Methods

Community Input Survey

Meetings & Events

Key Takeaways



# Outreach Process & Methods

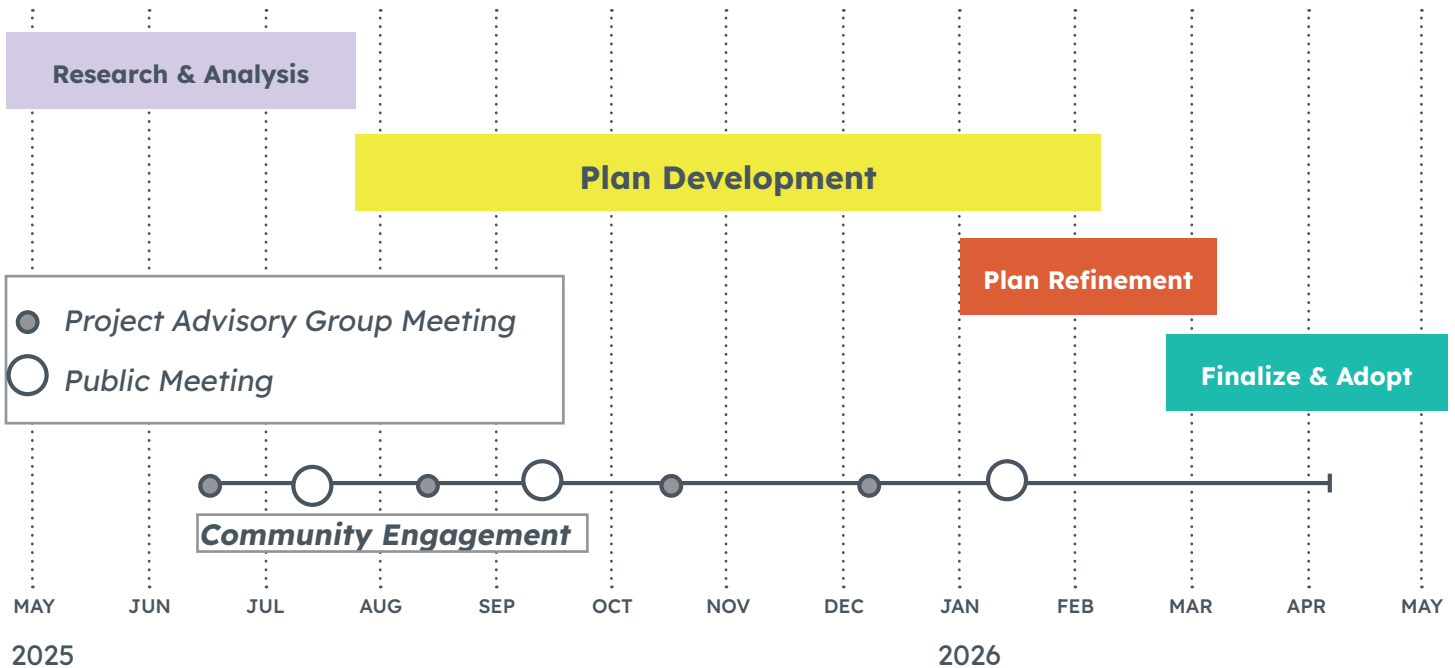
## Process

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

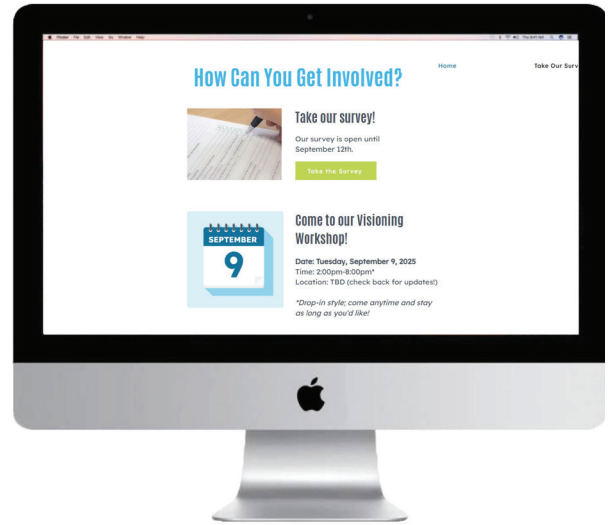
Summer 2025	Stakeholder Interviews and Focus Groups
June 26, 2025	Project Advisory Group Meeting #1
July 14, 2025	Public Kick-Off Open House
August 14, 2025	Project Advisory Group Meeting #2
September 9, 2025	Visioning Workshop
October 16, 2025	Project Advisory Group Meeting #3
December 4, 2025	Project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



# Methods

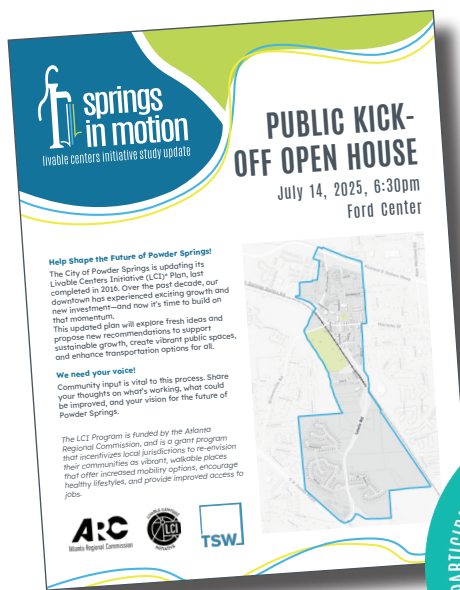
## Website

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.



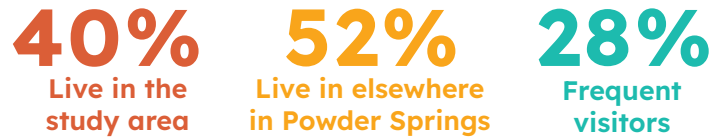
# Community Input Survey

## Who Took This Survey?

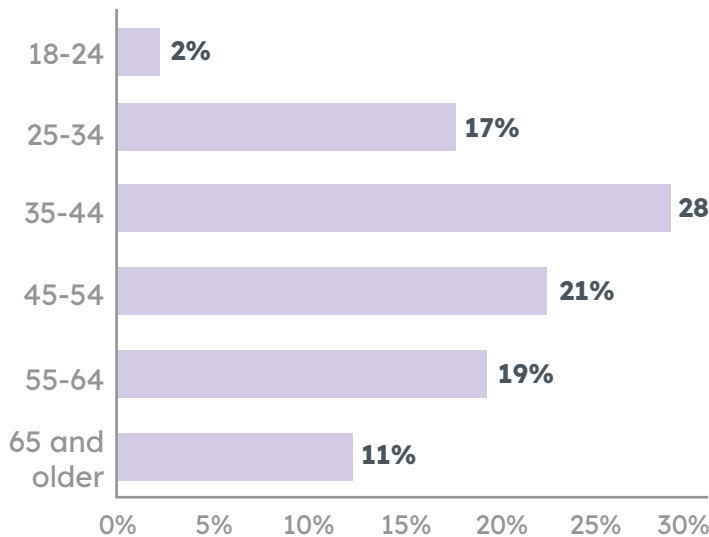
### Number of responses



### Relationship to Powder Springs and the study area



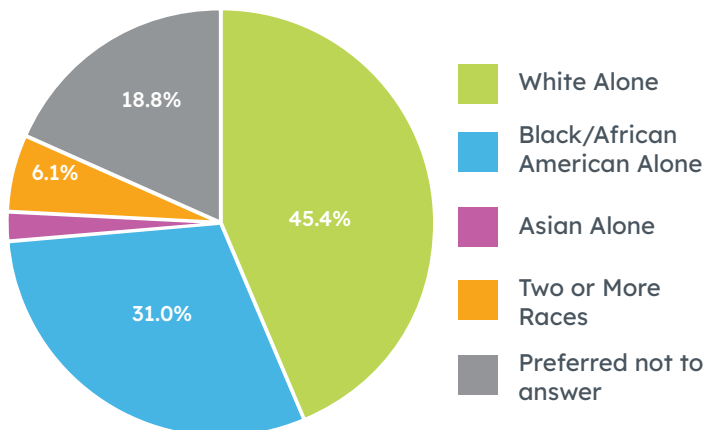
### Age of survey respondents



### 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?

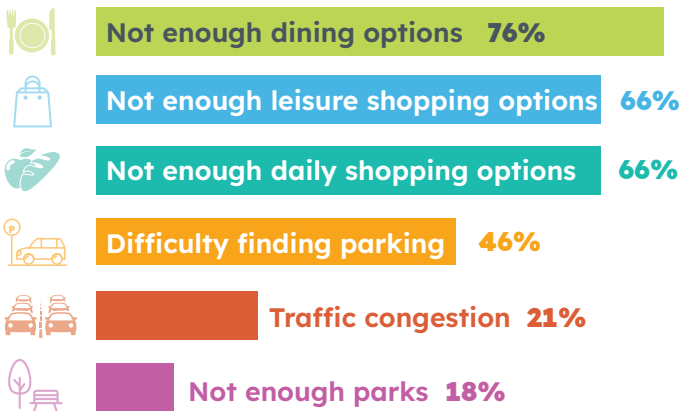


Never 5%    Less than once a month 21%  
 Once a month 19%    2-3 times a month 26%  
 4-5 times a month 29%

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?

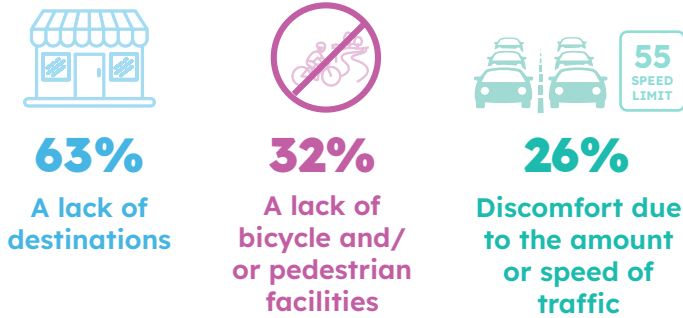


## WHAT DO THESE RESULTS INDICATE?

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?



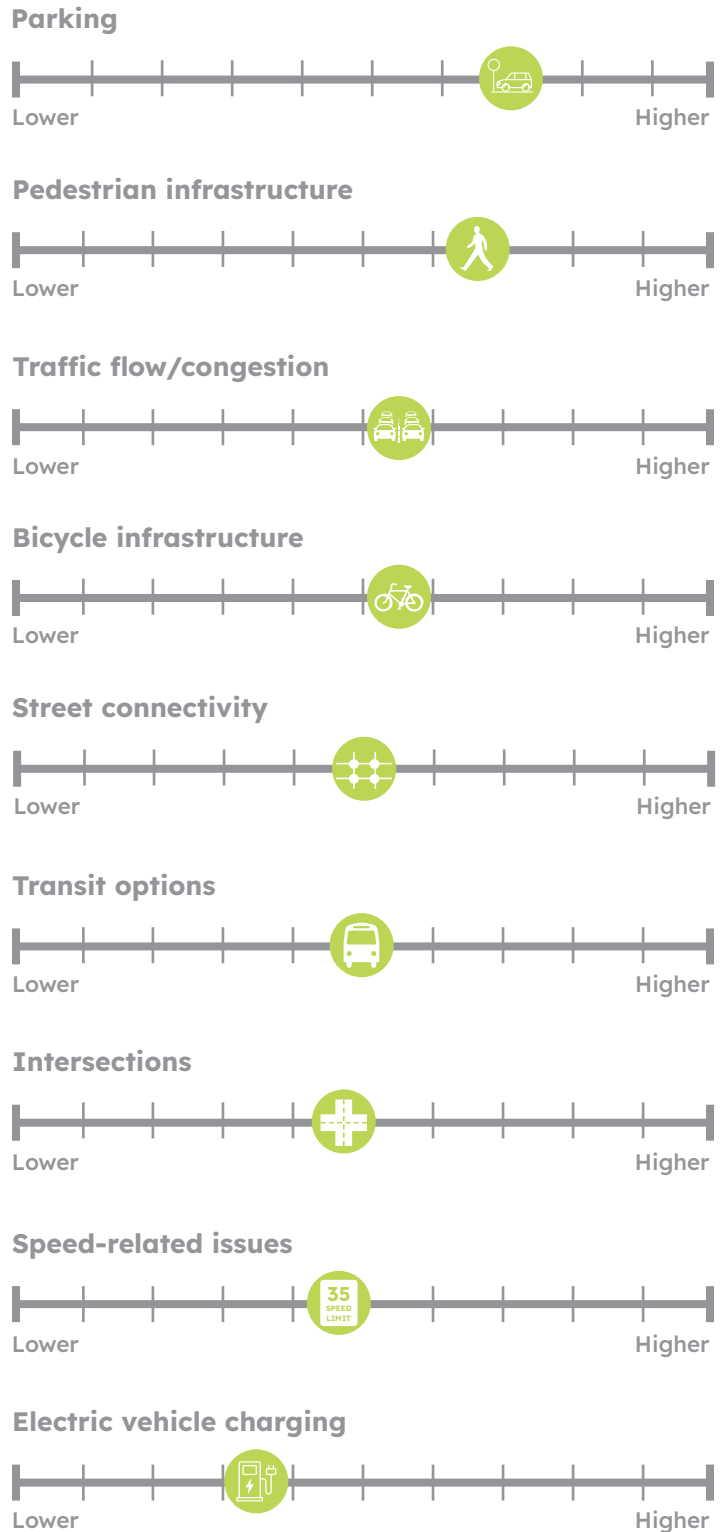
What would make it easier to walk and/or bike in downtown Powder Springs?



## WHAT DO THESE RESULTS INDICATE?

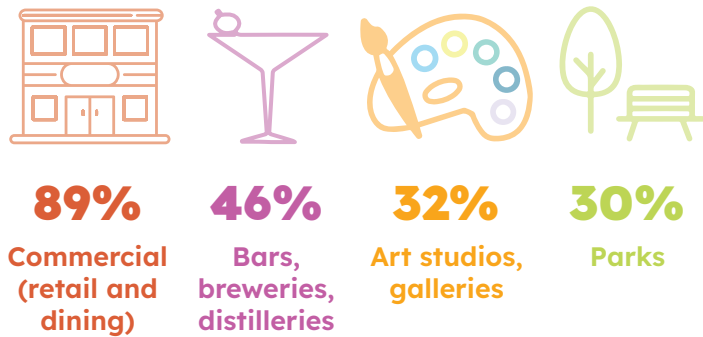
Overall, respondents want a more walkable, bike-friendly, and well-connected Powder Springs, with safe crossings, better lighting, and transit or shuttle options—while managing parking so cars don't dominate the downtown experience.

How would people prioritize various transportation improvements?

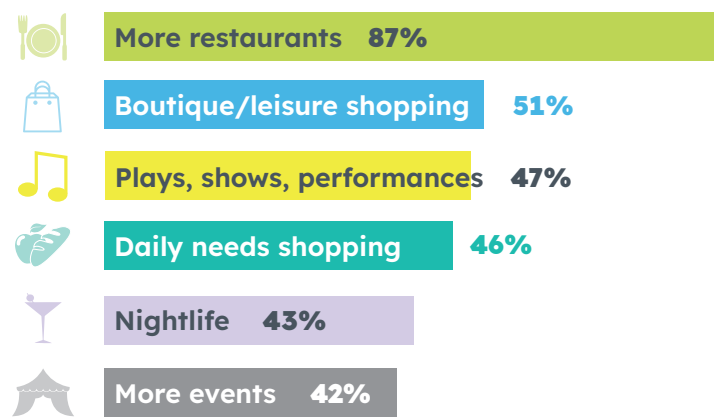


# Enhancing Downtown

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



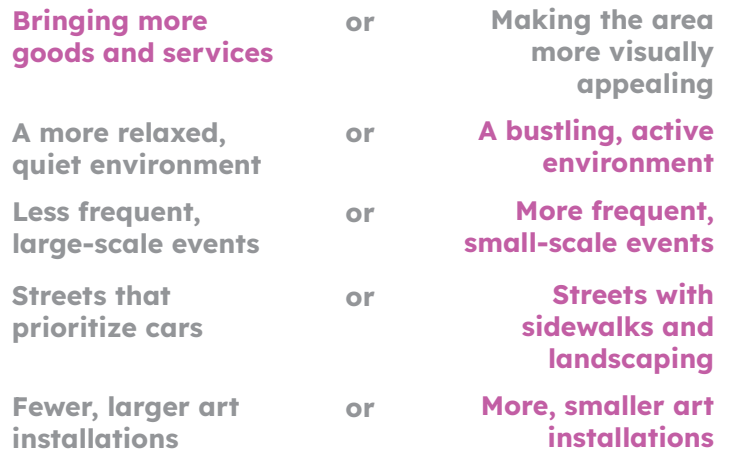
What are some things to add that would enhance daily life in Powder Springs?



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?

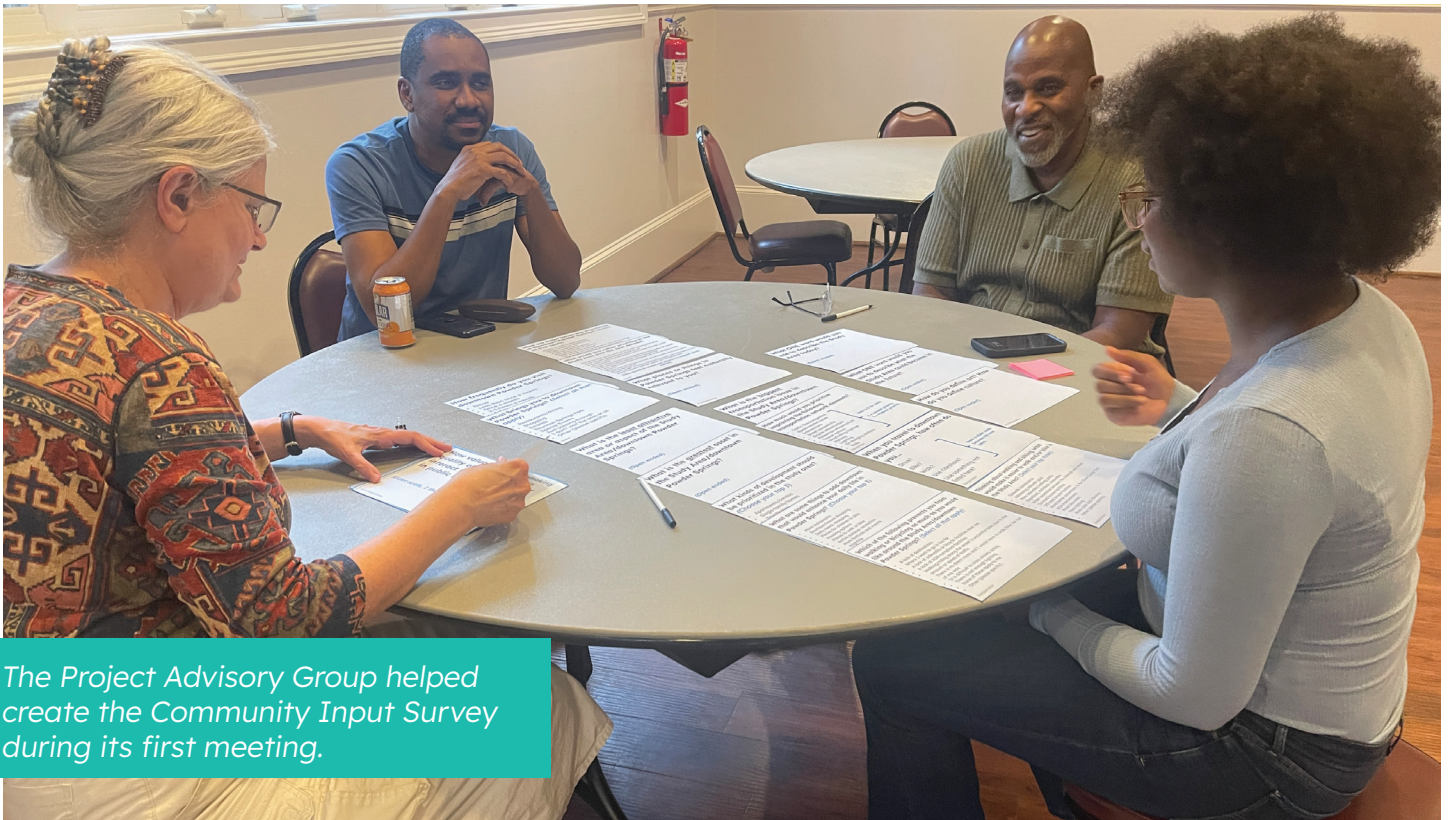
Residents and visitors are clearly signaling that they want downtown Powder Springs to become an everyday destination, not just a backdrop for occasional events. The survey shows a strong appetite for more restaurants and boutique shops, with nearly nine out of ten respondents calling for new dining 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.

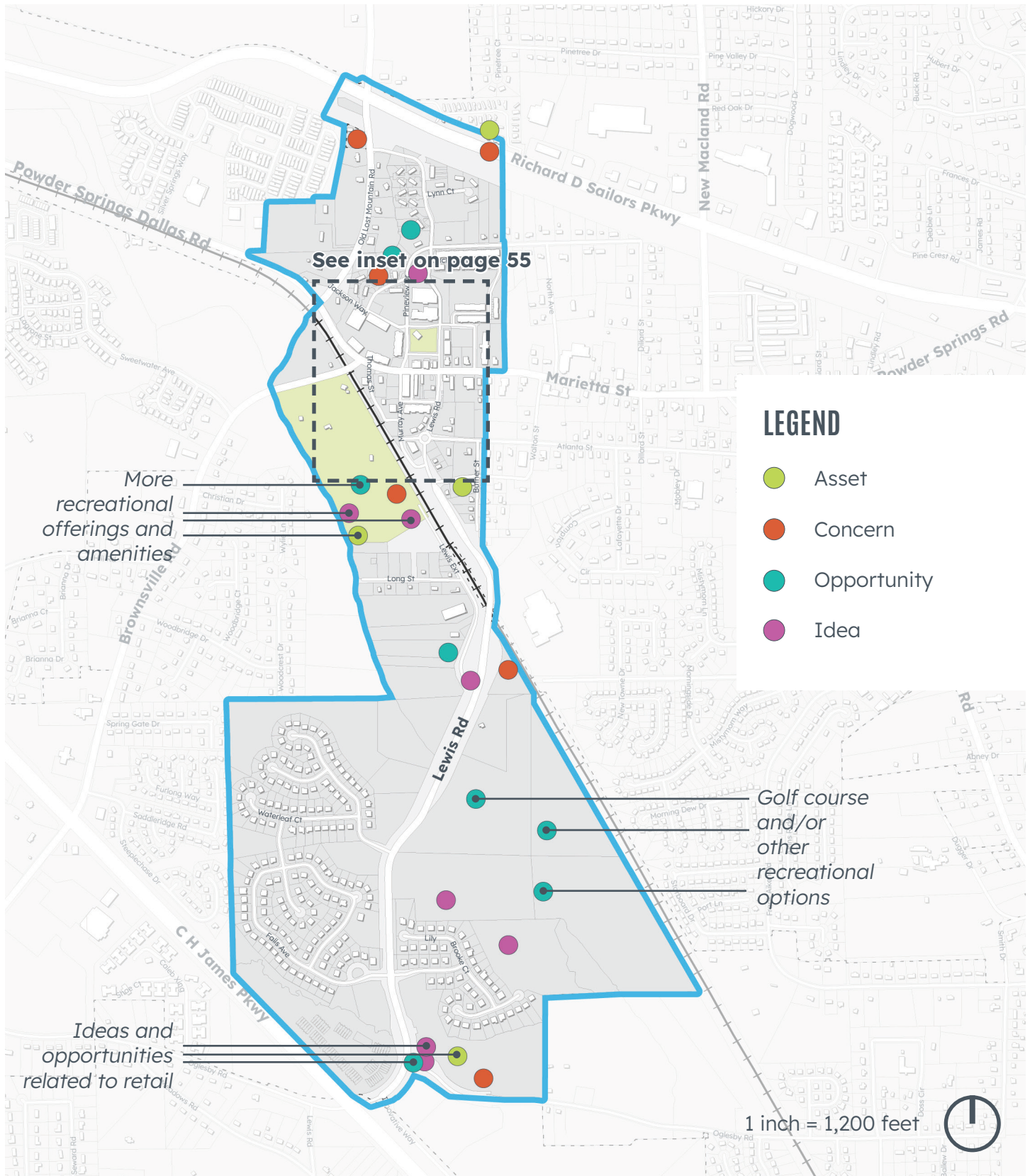
These aren't abstract ideas: they are direct calls to action. The community wants a downtown that offers more than just a place to pass through. They want a place to stay, to gather, and to support local entrepreneurs. Immediate priorities like adding single-story storefronts and specialty retail show 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

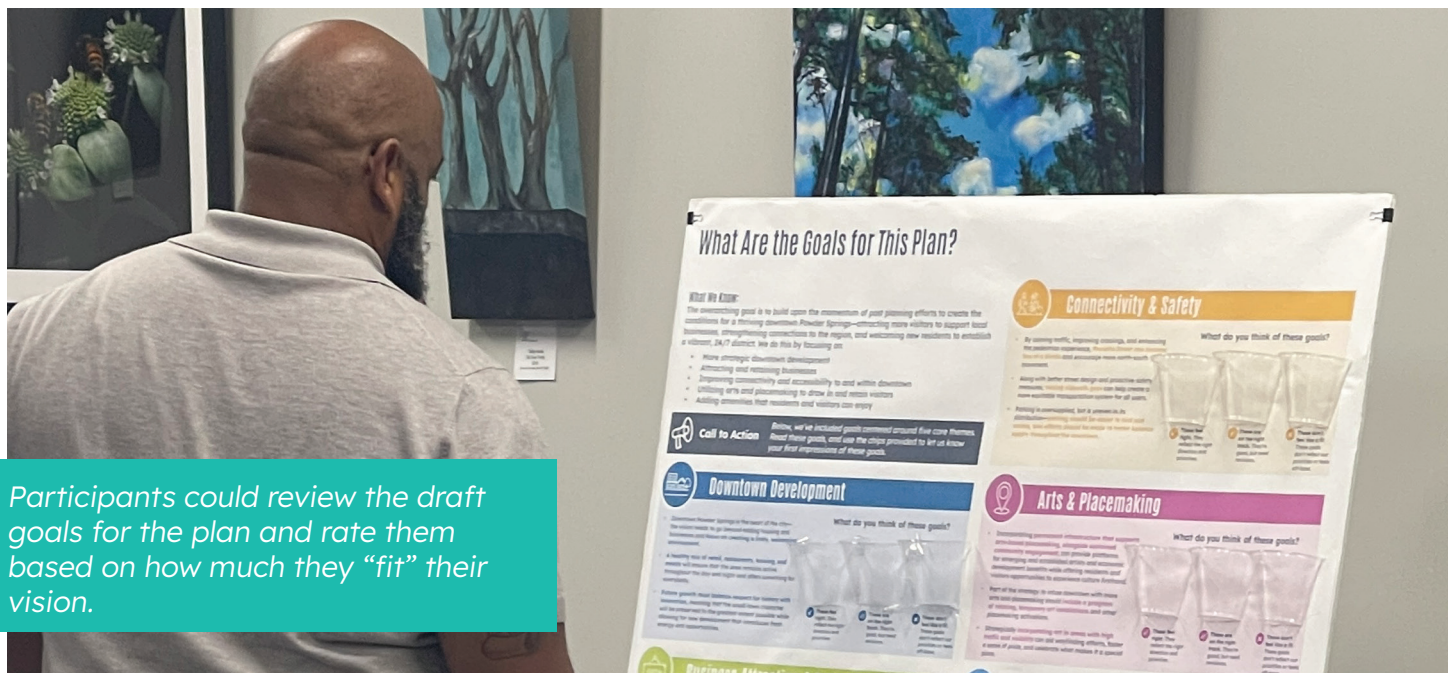
### Results

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

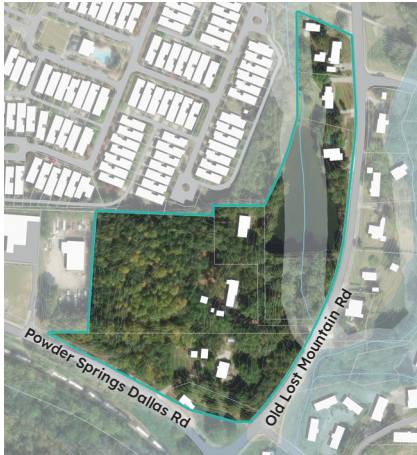
	These feel right and reflect our direction and priorities	These are on the right track, but need revisions	These don't feel like a fit or feels off-base
Downtown Development	12	3	0
Business Attraction & Retention	14	1	1
Connectivity & Safety	11	3	1
Arts & Placemaking	8	2	4
Amenities	10	3	2



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.



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.



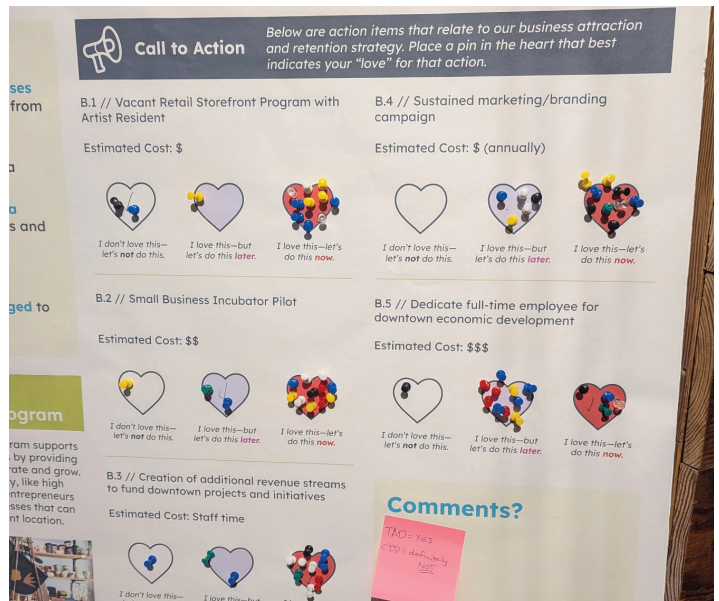
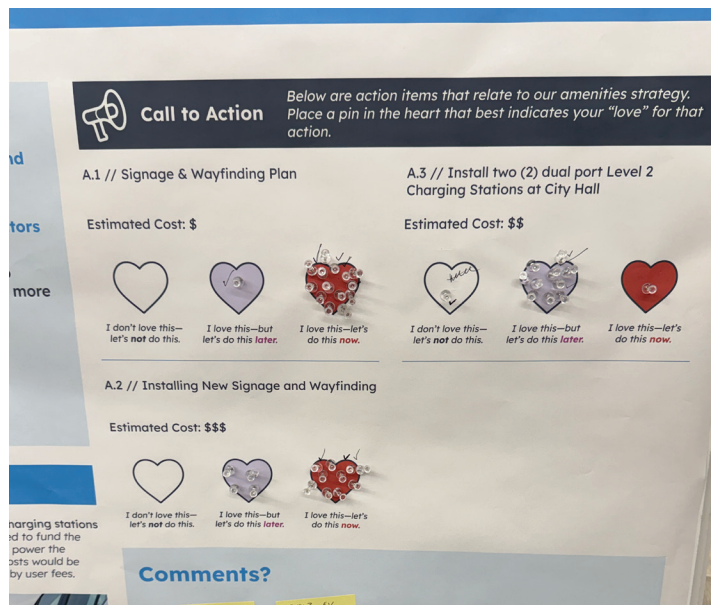
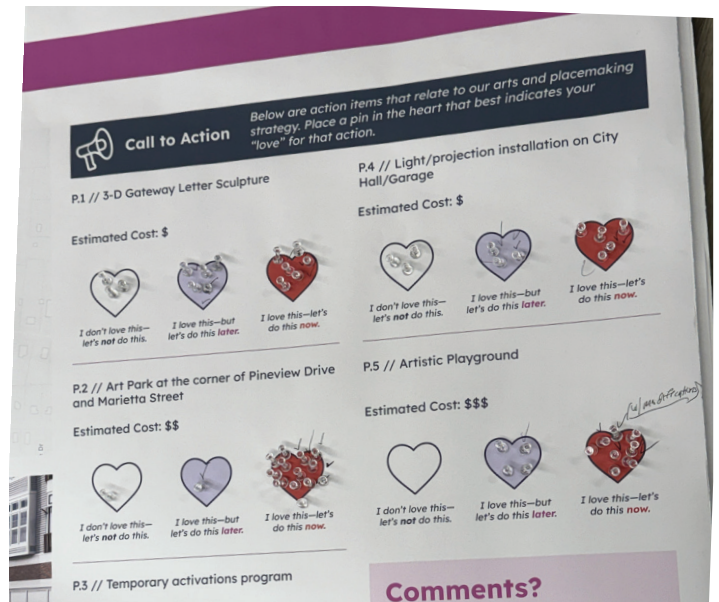
## Most loved recommendations

- 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.

