

GOALS & POLICIES

GOAL 1 // CONTINUE TO REVITALIZE AND REACTIVATE DOWNTOWN POWDER SPRINGS

- 1.1 Continue to develop the areas around the new Town Square
- 1.2 Attract catalytic businesses into downtown to jumpstart future development opportunities
- 1.3 Rehabilitate existing historic buildings
- 1.4 Create and implement architectural standards to give downtown a unique look and feel
- 1.5 Increase office and retail space to improve daily foot traffic
- 1.6 Work with regional businesses looking to expand to Southwest Cobb
- 1.7 Connect the existing trail system north to the Silver Comet and south to Lewis Road
- 1.8 Create financial and administrative incentives to attract developers to downtown
- 1.9 Continue to empower and utilize the Downtown Development Authority to strategically acquire and redevelop properties
- 1.10 Continue to streamline the business licensing process in order to attract and retain future businesses

GOAL 2 // REDEVELOP UNDERUTILIZED PROPERTIES TO THEIR HIGHEST AND BEST USE

- 2.1 Focus commercial zoning on areas that are closest to residential density and best suited for new retail development
- 2.2 Create an inventory of for-sale and lands likely to be up for sale in the next five to ten years
- 2.3 Create master plans for each redevelopment area with an economic analysis component
- 2.4 Create financial and administrative incentives to attract developers to redevelop targeted areas

GOALS & POLICIES

GOAL 3 // ENCOURAGE GROWTH THAT INCLUDES DIVERSE HOUSING OPTIONS WITHIN A RANGE OF PRICES ACCESSIBLE TO CURRENT AND FUTURE RESIDENTS

- 3.1 Increase residential density within and near commercial zones
- 3.2 Protect and enhance the quality of existing housing stock within the City
- 3.3 Ensure that policies and land development regulations allow for decent housing for all residents
- 3.4 Allow the development of housing types that address “missing middle housing” types, including multi-family buildings with under 20 units, townhomes, live/work, duplexes/triplexes/quadplexes, etc.
- 3.5 Encourage housing developments that provide workforce housing near existing and future employment centers

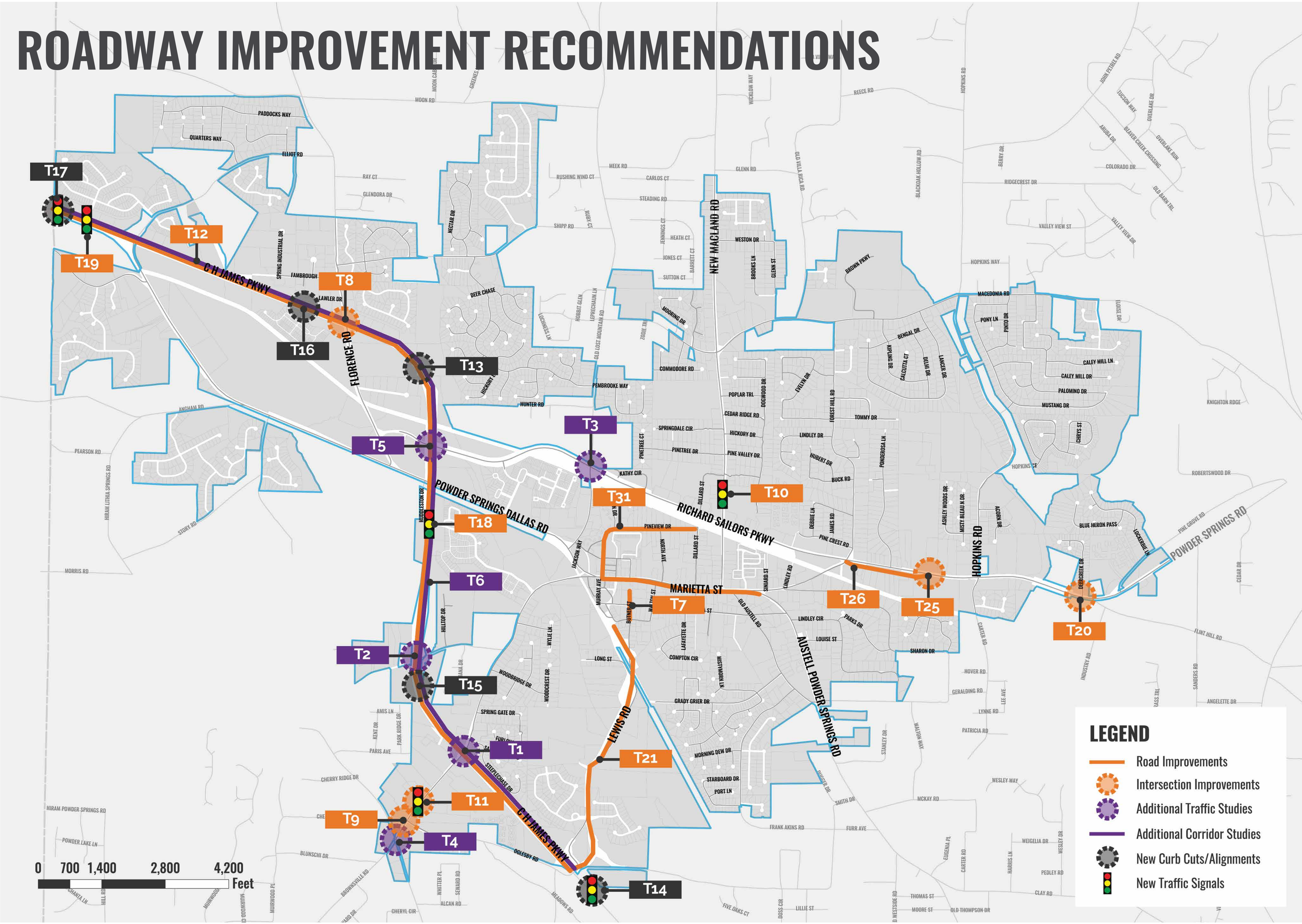
GOAL 4 // ATTRACT USERS OF THE SILVER COMET TRAIL TO POWDER SPRINGS VIA IMPROVED SIGNAGE, WAYFINDING, CONNECTIVITY, AND FACILITIES

- 4.1 Create attractive and informative signage and wayfinding to direct trail users and other visitors in and around Powder Springs
- 4.2 Upgrade existing facilities along the Silver Comet Trail
- 4.3 Place new facilities (i.e. restrooms, food stalls, lighting, dog waste disposal facilities, picnic areas, etc) near the Silver Comet Trail to improve user experience
- 4.4 Continuously identify how to connect the Silver Comet Trail to nearby, future developments and underserved areas of Powder Springs

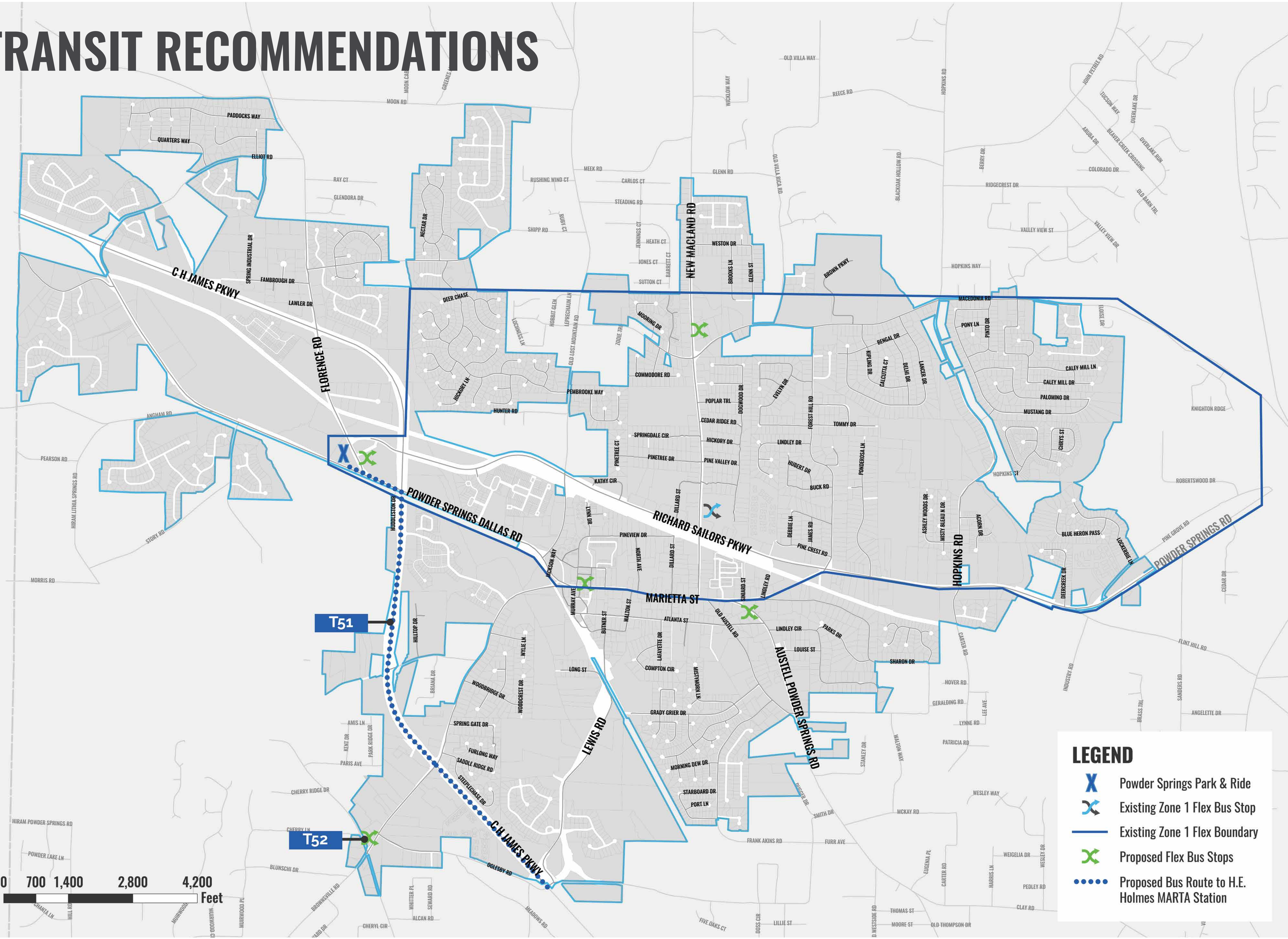
GOAL 5 // ATTRACT NEW RESIDENTS, BUSINESSES, AND DEVELOPMENT THROUGH IMPROVED COMMUNICATIONS

- 5.1 Annex nearby unincorporated lands to help increase the tax digest and attract new jobs into the City
- 5.2 Determine a set target demographics/audiences to market Powder Springs as a place to live, work, and do business
- 5.3 Create a marketing strategy tailored to target demographics
- 5.4 Refine outreach policies and strategies to better communicate with residents in and around Powder Springs

ROADWAY IMPROVEMENT RECOMMENDATIONS



TRANSIT RECOMMENDATIONS



X

Powder Springs Park & Ride

X

Existing Zone 1 Flex Bus Stop

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Existing Zone 1 Flex Boundary

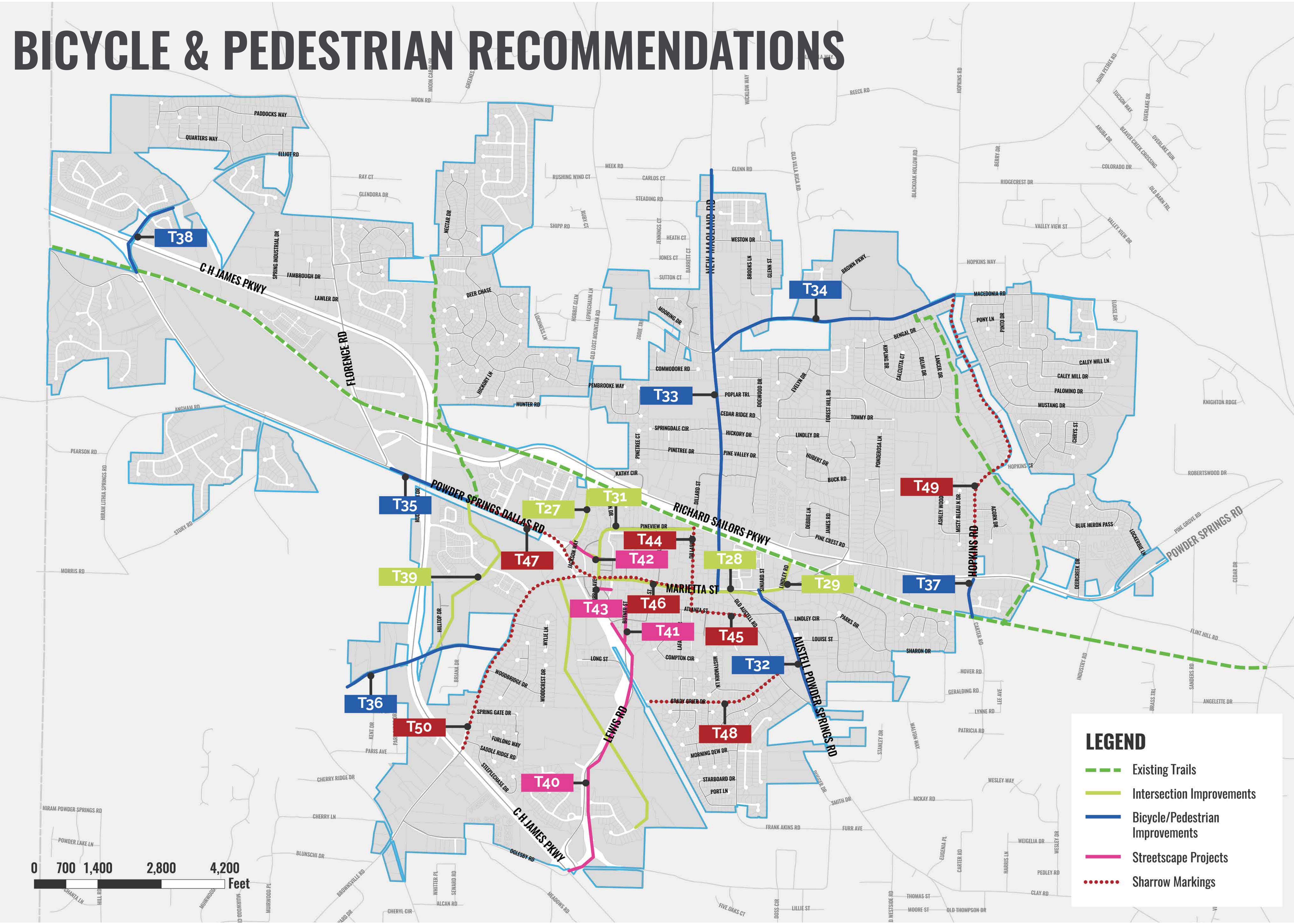
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Proposed Flex Bus Stops

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Proposed Bus Route to H.E. Holmes MARTA Station

BICYCLE & PEDESTRIAN RECOMMENDATIONS



LEGEND

Existing Trails

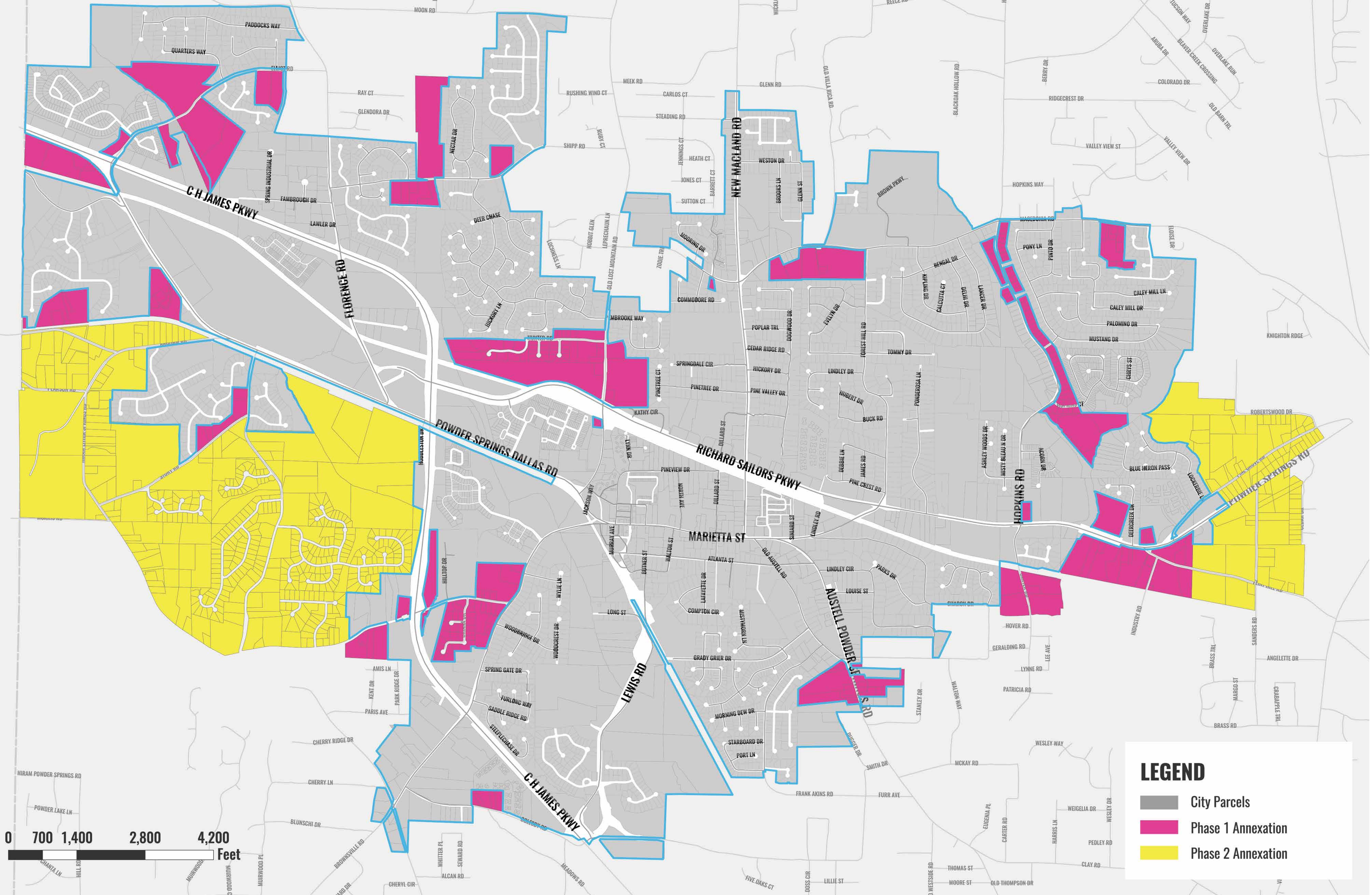
Intersection Improvements

Bicycle/Pedestrian Improvements

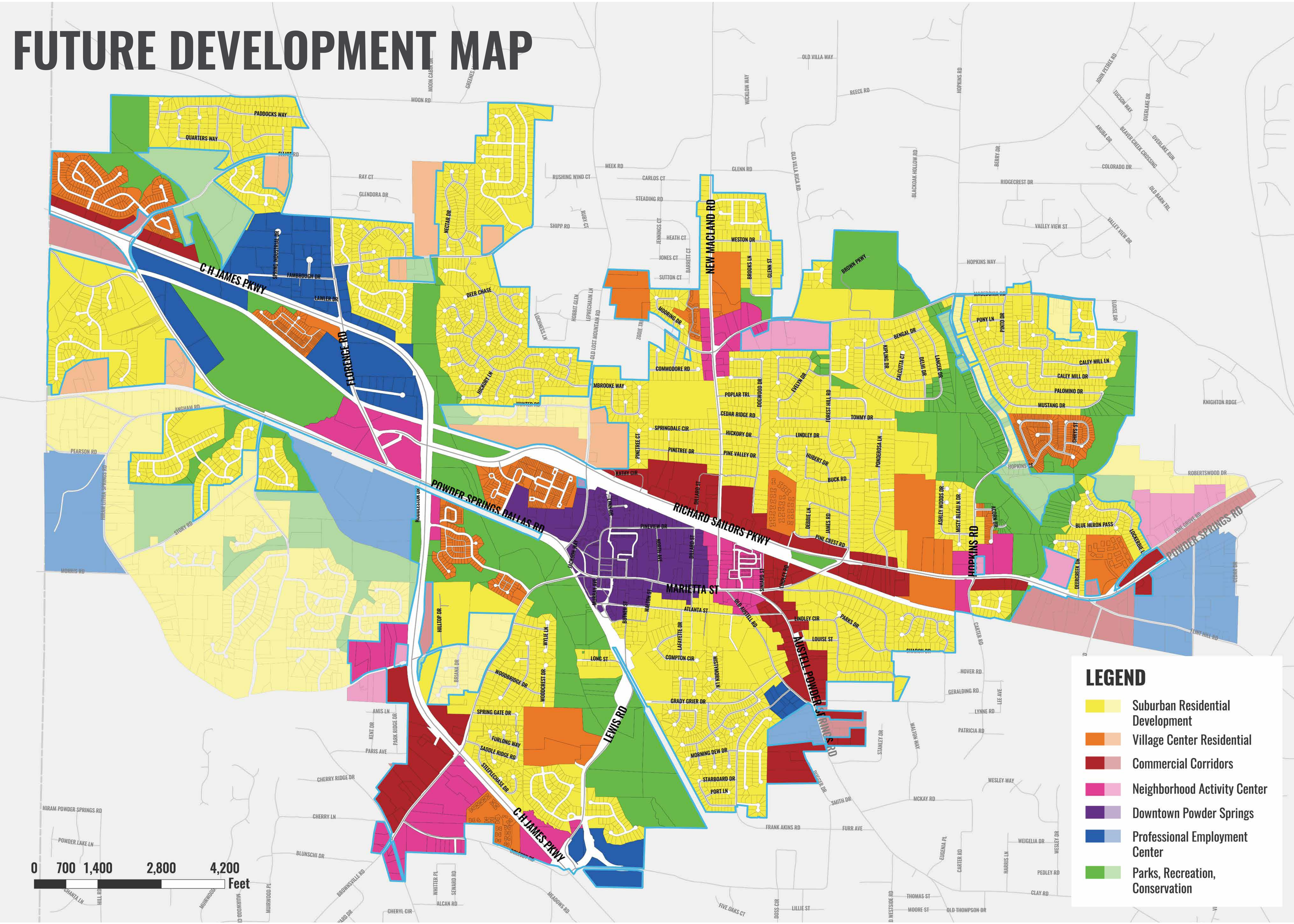
Streetscape Projects

Sharrow Markings

ANNEXATION PLAN



FUTURE DEVELOPMENT MAP



LEGEND

Suburban Residential Development

Village Center Residential

Commercial Corridors

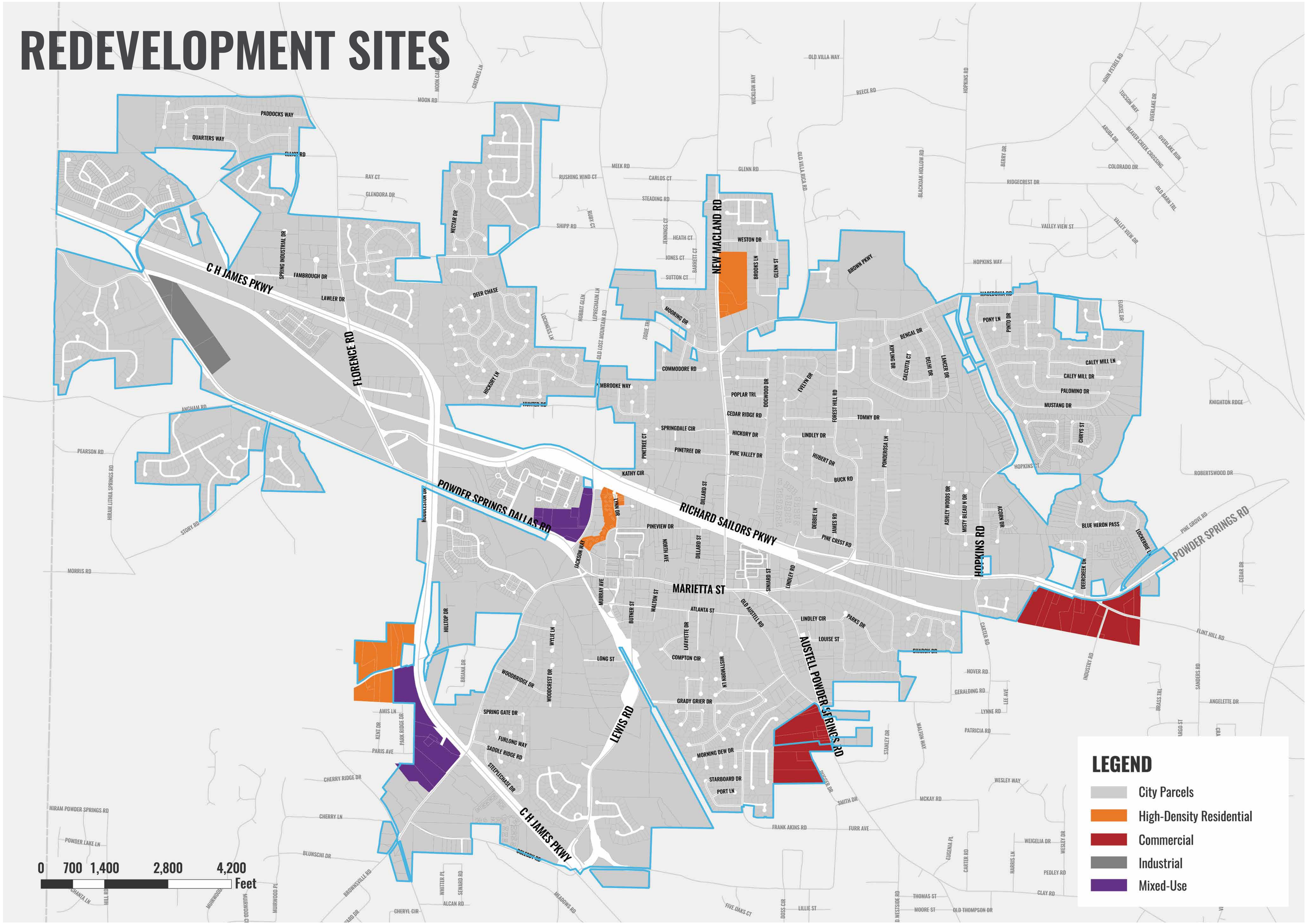
Neighborhood Activity Center

Downtown Powder Springs

Professional Employment Center

Parks, Recreation, Conservation

REDEVELOPMENT SITES



LEGEND

- City Parcels
- High-Density Residential
- Commercial
- Industrial
- Mixed-Use