



POWDER SPRINGS //  
COMPREHENSIVE PLAN UPDATE

City Council Work Session

July 12, 2017

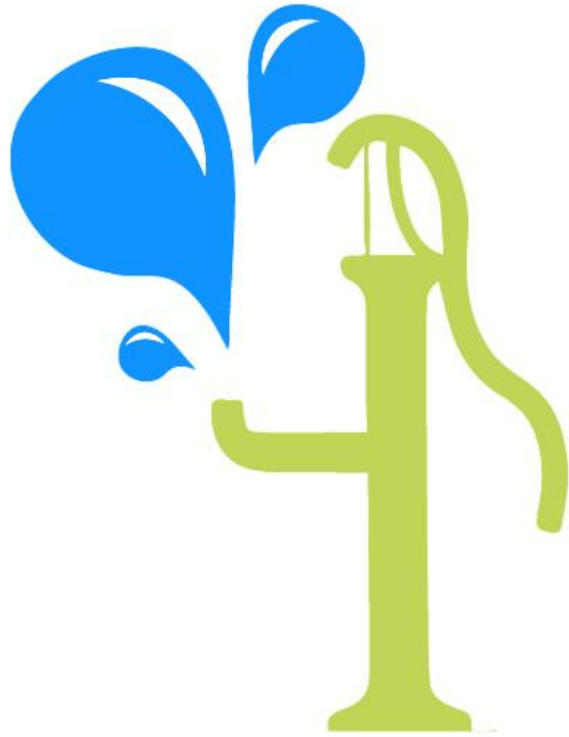
# JULY 17 PRESENTATION ITEMS

- Process
- Housing & Economy Summary: Trends & Forecasts
- Plan Highlights
  - Goals & Policies
  - Priority Projects
- Recommendations
- Next Steps
- Questions



# WHERE ARE WE IN THE PROCESS?





## RECOMMENDATIONS

# RECOMMENDATIONS OVERVIEW

Full project list includes the following:

- Projects from the recent LCI study
- Annexation of nearby unincorporated parcels
- Marketing and branding study
- Recruiting a catalytic business into downtown
- Unified Development Code update
- Signage and wayfinding study
- Bicycle and pedestrian improvements
- Transit system improvements
- Roadway improvements
- Curb cuts on C.H. James Parkway
- New traffic signals



# ECONOMIC & MARKET FORECAST

- Over the past decade, **Powder Springs has continued to improve its attractiveness to family households** – focusing on parks, trails, outdoor recreation facilities and cultural amenities
- When compared to forecasts contained in the 2005 Comprehensive Plan, **future housing demand, post-recession, is substantially lower for for-sale product and similar for rental products**
- Demand forecasts are sufficient to accommodate **roughly 284,000 SF of** new industrial, commercial, and office development based on historical capture rates of regional demand



# GOAL & POLICY DEVELOPMENT

- Project Team developed a list of potential goals
- The Core Team narrowed it down to **10 goals**
- At Planning Workshop #3, the community narrowed it down further to **5 goals**
- The goals were then refined, and a corresponding list of policies was developed for each goal
- **We need your input on goals and policies to further refine them and make them work.**



# GOALS & POLICIES

1. Create and implement a plan to revitalize and reactivate downtown, and bring in needed activity to the area
2. Redevelop older, underutilized strip shopping centers
3. Develop quality, diverse housing that can attract a wide range of people and lifestyles
4. Attract users of the Silver Comet Trail to Powder Springs via improved signage, wayfinding, connectivity, and facilities
5. Attract new residents, businesses, and development through improved communications, marketing, and branding





# PRIORITY PROJECTS

- Projects for the City to implement within the next year
- Focused on small-scale improvements to yield big results
- Three priority projects:
  - Town green expansion/renovation
  - Catalytic business
  - Trail improvements down Lynn Drive OR Old Lost Mountain Road into downtown with downtown trailhead at Oakview Drive and Jackson Way parking lot





# PRIORITY #1 // TOWN SQUARE IMPROVEMENT

- Improve the current Town Square



- Recreate it as the signature public space of Powder Springs





# PRIORITY #2 // TRAIL IMPROVEMENTS TO DOWNTOWN WITH TRAILHEAD

- Take advantage of existing 8' path along Lynn Drive OR Old Lost Mountain Road beginning at Jackson Way
- Create unique trail head with City attraction information at existing parking lot on Jackson Way





# PRIORITY #3 // CATALYTIC BUSINESS



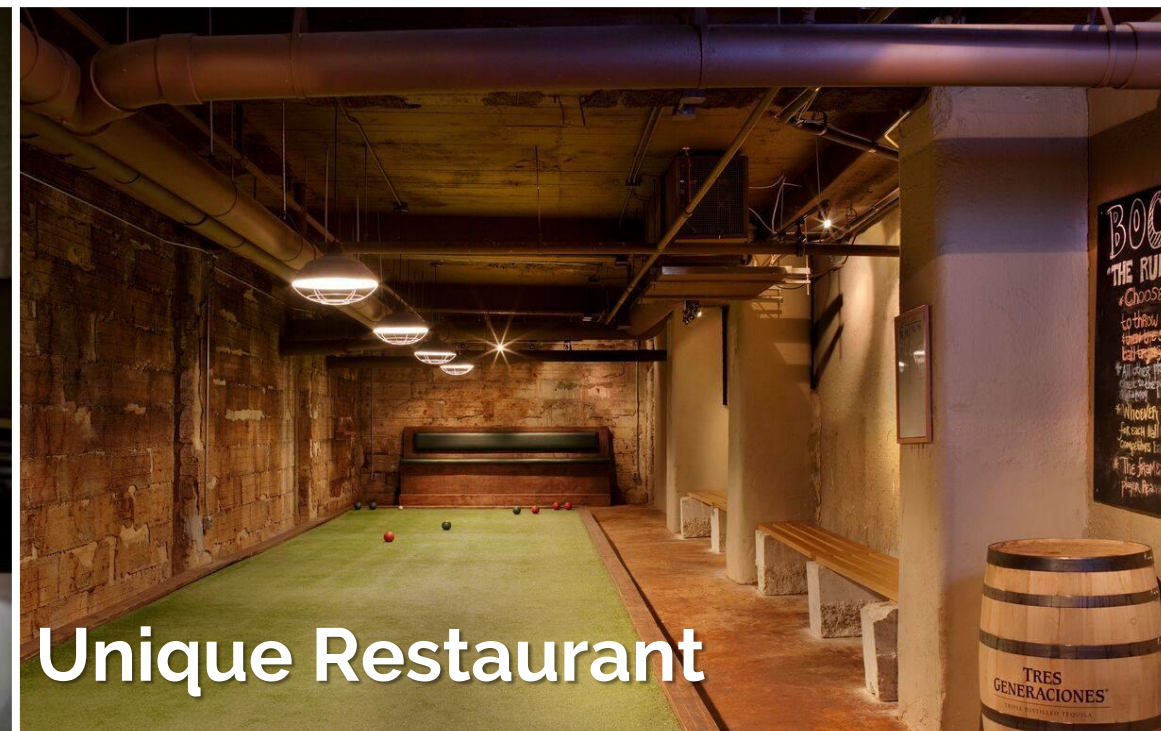
Brewery



Brew Pubs



Farm to Table Restaurant



Unique Restaurant





**THANK YOU!**