

Completed STWP Projects FY 2019, City of Powder Springs

Plan Element	Project or Activity	Completed	Currently Underway	Postponed	Not Accomplished	Explanation for Postponed or Not Accomplished Project	Responsible Party
Economic Development	Host annual downtown business open house; Host annual reception for downtown property owners.				X		Economic Development
Economic Development	Recruit sustainable development on Lewis Road and near U.S. 278		X			Ongoing	Economic Development
Economic Development	Market development of South Square		X			Ongoing	City Manager; Economic Development; DAPS; DDA
Economic Development	Market redevelopment areas		X			Ongoing	City Manager; Economic Development; DAPS; DDA
Economic Development	Public outreach: messenger; signage; brochures and cards, and website review to be conducted bi-monthly		X			Ongoing	City Manager; Economic Development; DAPS; DDA
Economic Development	Issue RFP for design/engineering of the Powder Springs town center and redevelopment area				X	Work through DDA to solicit proposals consistent with LCI recommendations	City Manager; Economic Development; City Clerk
Economic Development	Develop and continue to refine South Square redevelopment area		X				Community Development; SPLOST Program Manager; Economic Development
Economic Development	Develop Economic Development Strategy – update annually, including evaluation of marketing to hits on city and economic development websites			X		Postponed due to lack of ED staffing in FY 19	Community Development; Economic Development
Economic Development	Host annual meetings with local businesses, including those within industries recommended for recruitment in Fanning Report			X		Postponed due to lack of ED staffing in FY 19	City Manager; Economic Development; DAPS; DDA
Economic Development	Identify and attend industry events occurring within the region	X	X			Ongoing – Next Site is contracted with the City and attends industry events.	City Manager; Economic Development; DAPS

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Economic Development	Inventory and assess all potential and existing industrial and commercial properties		X				City Manager; Economic Development; DAPS
Economic Development	Create printed and electronic site information packets on potential development areas, vacant sites, and downtown properties. Create brochures for targeted industries.		X				Economic Development
Economic Development	Recruit developer for mixed use remodel of existing town square		X				Economic Development; DDA
Economic Development	Examine areas for potential industrial use			X		Postponed due to lack of ED staffing in FY 19	Economic Development; DAPS; Consultant
Economic Development	Continue training and strengthening capacity of DAPS and DDA	X	X			Ongoing	Economic Development; DAPS; DDA
Economic Development	Continue expanding relationships with Cobb County and external partners	X	X			Ongoing	Economic Development
Economic Development	Continue to refine and update incentives policy program		X				Economic Development
Economic Development	Market the economic development office as the "go-to" for local business owners in solving problems		X			Ongoing/Staffing	Economic Development
Economic Development	Continue to widely publicize the programs and services available through the Powder Springs Economic Development Department		X			Ongoing/Staffing	Economic Development
Economic Development	Further develop the local business ambassador program		X			Working with DAPs. Ongoing	City Manager Economic Development; DAPS; DDA
Economic Development	Continue intentional, one-on-one outreach to local businesses	X	X			80 surveys completed in FY 19	City Manager; Economic Development; DAPS; DDA
Economic Development	Develop and update an online business directory in partnership with the Powder Springs Business Group.	X	X			Online Business Directory Available.	City Manager; Economic Development; DAPS; DDA

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Economic Development	Host business tours for community leaders			X		Postponed due to lack of ED staffing in FY 19	City Manager; Economic Development; City Clerk
Economic Development	Explore the potential to develop a mobile application to feature local businesses				X	Use existing social media outlets to feature local businesses.	Community Development; SPLOST Program Manager; Economic Development
Economic Development	Continue helping local businesses engage with local schools			X		Postponed due to lack of ED staffing in FY 19	Community Development; Economic Development
Economic Development	Continue to convene downtown business and property owners together on a regular basis			X		Postponed due to lack of ED staffing in FY 19	City Manager; Economic Development; DAPS; DDA
Economic Development	Host a tour of available properties with regional developers			X		Postponed due to lack of ED staffing in FY 19	Economic Development
Economic Development	Host a Developers Day			X		Postponed due to lack of ED staffing in FY 19	Economic Development; Community Development
Economic Development	Create an internship program			X		Postponed due to lack of ED staffing in FY 19	Economic Development
Economic Development	Create a video on "Why Powder Springs?"			X		Postponed due to lack of ED staffing in FY 19	Economic Development; Consultants
Economic Development	Explore resources available through Kennesaw State University			X		Postponed due to lack of ED staffing in FY 19	Economic Development
Economic Development	Convene real estate brokers and property owners for commercial and industrial properties			X		Postponed due to lack of ED staffing in FY 19	Economic Development
Economic Development	Support efforts/activities of the Powder Springs Business Group		X				Economic Development
Economic Development	Gather intelligence on "market holes" in Powder Springs		X				Economic Development; Consultants

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Economic Development	Explore the feasibility of developing a co-working space		X				Economic Development; Consultants
Economic Development	Develop a tutorial on how to do business in Powder Springs		X				Economic Development; Community Development
Economic Development	Investigate potential for development of a TAD with county and school support	X					Economic Development; Community Development
Economic Development	Investigate the potential for a National Main Street and Georgia Main Street Designation		X				Economic Development; Community Development
Economic Development	Conduct a marketing and branding study that will research Powder Springs' target demographic(s), and create strategies for attracting new residents, business owners, tourists, and development.		X				Economic Development; Community Development
Economic Development	Recruit a catalytic business for the downtown	X					Economic Development; Community Development
Land Use	Annex parcels identified in the comprehensive plan		X				All Departments
Land Use	Update City boundary map with actions through the General Assembly-annual submittals as appropriate		X			Update not completed in FY 2019, this is an ongoing project.	Community Development
Land Use	Town Square Development: trail head, land acquisition and development of multi-use trail, amphitheater lawn, stage, play art, fountain, shared space with pavers, bocce		X				Community Development, DAPS, DDA
Land Use	Continuously review the Unified Development Code and prepare additional updates as needed to eliminate discrepancies, make it more	X	X			Ongoing	Community Development

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	user friendly, and review and revise regulations						
Community Facilities & Services	Community Rating System to lower flood insurance premiums	X	X			Annual	Administration; Community Development
Community Facilities & Services	Facilitate functions and events on square	X	X				Community Development Parks, Rec & Cultural
Community Facilities & Services	Implement sidewalk improvements based upon study recommendations		X				Community Development; Public Works
Community Facilities & Services	Infrastructure reporting implementation		X				Community Development; Public Works
Community Facilities & Services	Theatre and reception hall: market for events, schedule events, and maintenance	X					Arts Commission; City Manager; Economic Development Park, Rec & Cultural
Community Facilities & Services	Citizen survey	X	X			Engagement Surveys will continue	City Manager; City Clerk
Community Facilities & Services	Develop marketing and use strategy for city trails (5K; PD Bike Patrol; Cameras; etc.)		X				Community Development; Police Department; Economic Development; City Manager, Parks & Rec
Community Facilities & Services	Institute Community Policing Program to include CAP, Bridge Gap meetings, Business Watch, etc	X	X			Ongoing, CAP program is being re-developed with new officers assigned to neighborhoods.	Police Department Parks, Rec & Cultural
Community Facilities & Services	Institute Community Emergency Response Team program; update COOP	X	X			Will be updated through online platform annually.	Finance; Police Department; Public Works; City Manager
Community Facilities & Services	Develop capital improvement plan for facilities, equipment, and infrastructure	X	X			Three year CIP was developed and adopted with annual reviews.	Finance; Police; Public Works; City Manager Parks, Rec & Cultural
Community Facilities & Services	Implement E-billing option for residents to receive their monthly water bill				X	Water System sold to Cobb County Water System.	Utilities; Finance

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Natural & Historic Resources	Maintenance of Landscaping on parkway/roads & at newly landscaped areas	X				Ongoing	Public Works, Parks & Recreation
Natural & Historic Resources	Conduct a signage and wayfinding study that builds off the branding study from ED41 and creates a strategy to increase awareness of Powder Springs for Silver Comet Trail users, increase wayfinding capabilities throughout the City's trail system, and create cohesive and attractive signage throughout the City.		X				Community Development Parks & Recreation
Transportation	Corridor study for Powder Springs Road	X					Community Development
Transportation	Corridor study for Austell Powder Springs Road	X					Community Development
Transportation	Butner Street Extension: Add 20' angled parking each side, add two 10' travel lanes		X				Community Development; Public Works
Transportation	Realignment of Flint Road at Powder Springs Road		X				Public Works
Transportation	Designate a Trail Head at the intersection of Oakview Drive and Jackson Street at existing parking lot		X			Trailhead developed as part of park project. This item can be removed.	Community Development; Public Works, Parks & Rec