

Powder Springs Downtown Land Use Feasibility

Urban Land Institute Atlanta TAP Program 2020 Proposal

Project Proposal

The City of Powder Springs and the Powder Springs Downtown Development Authority are requesting technical assistance through the Urban Land Institute Atlanta Technical Assistance Panel (TAP) in determining feasibility of land use in the city's commercial core, focusing on assemblage and development opportunities south of Marietta Street. The City and DDA plan to pursue a partnership with the Community Development team at Georgia Power to achieve the project goal of enhancing development opportunities in the historic downtown district.

Background Information

Downtown development has been in the forefront of planning by city leadership since the 1990s. In recent years, the Powder Springs Downtown Development Authority (DDA) has initiated discussions relating to the type of development members would like to see in the downtown. In August 2019, the DDA, along with the City Council, Planning and Zoning Commission and the Development Authority of Powder Springs, engaged in a workshop entitled 'Land Use Planning in the Central Business District'. Members collaborated in break-out groups to develop downtown land use priorities. Discussions fell in line with 2016 LCI Plan Update recommendations, however, members identified challenges in acquiring land necessary for build-out in the project area.

Since then, the DDA has been active in acquiring properties for redevelopment and rehabilitation opportunities. Much of the focus thus far has been on properties surrounding the new downtown park, Thurman Springs Park, in an effort to encourage commercial and residential development and increase downtown activity. In November 2020, the City Council adopted the Urban Redevelopment Plan that outlines the city's strategies for potential land acquisitions, demolitions, redevelopments, improvements, and rehabilitations in the urban redevelopment area, which is defined as the boundaries set forth in the 2016 LCI Plan. With city leadership committed to downtown redevelopment efforts, the next step will be determining the highest and best use for properties owned by the city and DDA.

Budget and Timeline

The project will begin at the start of 2021 with an expected completion in September 2021. The City and DDA are requesting \$10,000 in funding from Georgia Power and will match \$10,000 for the total project cost of \$20,000.

Geographic Boundary

The geographic boundary of the proposed project includes the Urban Redevelopment Area defined in the Urban Redevelopment Plan as generally following the LCI study area boundaries approved in 2016.

Organization

The City of Powder Springs is a municipal government that was established in 1838. The city operates under a Council-Manager form of government. The City Council consists of the Mayor and five elected council members, with three council members representing wards and two elected at-large. City

operations are managed by the City Manager and the city employs 68 full-time staff across 8 departments.

The Mayor and City Council appoints members to 7 boards and commissions, including the Powder Springs Downtown Development Authority (DDA). The DDA is an organization created by the Constitution of the State of Georgia to coordinate the development and improvement of the city's downtown. Six members are appointed by City Council and their mission is to preserve and add to the unique beauty and hometown charm of Powder Springs and create a destination of choice.

Office Location

Powder Springs City Hall is located downtown at 4484 Marietta Street, Powder Springs, GA.

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