

# Home Town Takeover Application

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State: Georgia

Town: The City of Powder Springs

Population: 15,378

## Tell us about your town:

Powder Springs is Cobb County, Georgia's oldest city, and has grown 10.3% since the 2010 census. This growth rate is higher than both the county and even the entire United States. This increase in population is attributed to the growth in new residential construction in the city which has been wonderful, but what is still lacking is a vibrant downtown in Powder Springs. There are enough rooftops in the city to support a vibrant downtown, but much work is still needed to attract people to this charming place.

The goal of the city's leadership has been to pursue growth while retaining the character that makes Powder Springs special. The downtown is quaint and charming, and it has the potential to become a special place for the city's residents, and visitors alike.

A new downtown park is currently under construction and we will host our grand opening festivities in May of this year. This success story is a direct result of the comprehensive planning process. It has taken many years and planning cycles, and several comprehensive plan documents to arrive at this point. The Mayor, the Downtown Development Authority, and other stakeholders have been working to bring the downtown back to life. New investment has been slow even with the brand new park and amphitheater rising out of the ground as crews work to have it completed ahead of schedule.

HGTV selecting Powder Springs would bring new life to our City and help attract the necessary investment to get shops and restaurants in the empty store fronts. HGTV's help to restore some of the city's oldest homes and commercial properties — many of which were constructed in the 19th and early 20th centuries — would help to realize the true potential of this charming and historic place.

Powder Springs is the closest downtown to the Silver Comet Trail, which is the longest continuous trail in the state. It runs from the City of Smyrna to the east, all the way to the Alabama state line to the west. The Silver Comet Trail is the second most used trail in the state after the famed Atlanta Beltline. This is an asset that we want to leverage in Powder Springs. The proximity of our downtown to the trail would make it the perfect stopping point for trail users coming from communities all along the trail. This would enliven our community, attract new downtown business, and make downtown Powder Springs the walkable and vibrant community it has the potential of becoming.

We want to make Powder Springs a destination and a place where residents spend time with family and friends. The park, will help with that, but HGTV selecting Powder Springs is the catalyst we need. With the assets of Silver Comet Trail, the historic charm, and the warm and friendly residents, being selected by Hometown Takeover would push the revitalization progress into overdrive.

The City of Powder Springs is heading in the right direction, but a HGTV push would help us continue that progress and enhance our community for the benefit of our residents, and visitors, for generations to come.