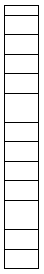


City of Powder Springs Short Term Work Plan (2019-2023)										
Project	Project				Responsible Party	Estimated Cost	Funding Source	Notes		
	area	land use	land use	land use						
<b>ECONOMIC DEVELOPMENT</b>										
E01	Host annual downtown business open house; Host annual reception for downtown business leaders	x	x	x	x	Economic Development	TBD	TBD	Part of the City's 2016-2020 STWP	
E02	Recruit sustainable development on Lewis Road and near U.S. 278	x	x	x	x	Economic Development	TBD	TBD	Part of the City's 2016-2020 STWP	
E03	Market development of South Square	x	x	x	x	City Manager, Economic Development, DAPS, DDA	Staff	-	Part of the City's 2016-2020 STWP	
E04	Market redevelopment areas	x	x	x	x	City Manager, Economic Development, DAPS, DDA	Staff	-	Part of the City's 2016-2020 STWP	
E05	Public outreach, messenger, signage, brochures and cards, and website review to be conducted by monthly	x	x	x	x	City Manager, Economic Development, DAPS, DDA	Staff	-	Part of the City's 2016-2020 STWP	
E06	Issue RFP for design engineering of the Powder Springs town center and redevelopment area	x				City Manager, Economic Development, City Clerk	\$25,000	General fund	Part of the City's 2016-2020 STWP	
E07	Develop and continue to refine South Square redevelopment area	x	x	x	x	Community Development, SPLDST Program Manager, Economic Development	\$26,500	General fund	Part of the City's 2016-2020 STWP	
E08	Develop Economic Development Strategy - update annually, including evaluation of marketing to 350 on city and economic development websites	x	x	x	x	Community Development, Economic Development	\$30,000	General fund	Part of the City's 2016-2020 STWP	
E09	Host annual meetings with local business, including those within industries recommended for recruitment in Planning Report	x	x	x	x	City Manager, Economic Development, DAPS, DDA	TBD	General fund	Part of the City's 2016-2020 STWP	
E10	Identify and attend industry events occurring within the region	x	x	x	x	City Manager, Economic Development, DAPS	Staff	-	Part of the City's 2016-2020 STWP	
E11	Inventory and assess all potential and existing industrial and commercial properties	x	x	x	x	City Manager, Economic Development, DAPS	Staff	-	Part of the City's 2016-2020 STWP	
E12	Create printed and electronic site information packets on potential development areas, vacant sites, and downtown properties. Create brochures for targeted industries	x	x	x	x	Economic Development	TBD	TBD	Part of the City's 2016-2020 STWP	
E13	Recruit developer for mixed-use remodel of existing town square	x	x			Economic Development, DDA	TBD	TBD	Part of the City's 2016-2020 STWP	
E14	Examine areas for potential industrial use	x				Economic Development, DAPS, Consultant	TBD	TBD	Part of the City's 2016-2020 STWP	
E15	Continue training and strengthening capacity of DAPS and DDA	x	x	x	x	Economic Development, DAPS, DDA	Staff	-	Part of the City's 2016-2020 STWP	
E16	Continue expanding relationships with Cobb County and external partners	x	x	x	x	Economic Development	Staff	-	Part of the City's 2016-2020 STWP	
E17	Continue to refine and update business policy program	x	x	x	x	Economic Development	Staff	-	Part of the City's 2016-2020 STWP	
E18	Market the economic development office as the "go to" for local business owners in other counties	x	x	x	x	Economic Development	Staff	-	Part of the City's 2016-2020 STWP	
E19	Continue to widely publicize the programs and services available through the Powder Springs Economic Development Department	x	x	x	x	Economic Development	Staff	-	Part of the City's 2016-2020 STWP	
E20	Further develop the local business ambassador program	x	x	x	x	Economic Development	Staff	-	Part of the City's 2016-2020 STWP	
E21	Continue intentional, one-on-one outreach to local businesses	x	x	x	x	Economic Development, Community Development	Staff	-	Part of the City's 2016-2020 STWP	
E22	Develop and update an online business directory in partnership with the Powder Springs Business Group	x	x	x	x	Economic Development	TBD	General fund	Part of the City's 2016-2020 STWP	
E23	Host business tours for community leaders	x	x	x	x	Economic Development, Consultants	TBD	TBD	Part of the City's 2016-2020 STWP	
E24	Explore the potential to develop a mobile application to feature local businesses	x				Economic Development	Staff	-	Part of the City's 2016-2020 STWP	
E25	Continue helping local businesses engage with local schools	x	x	x	x	Economic Development	TBD	TBD	Part of the City's 2016-2020 STWP	
E27	Continue to connect downtown business and property owners together on a regular basis	x	x	x	x	Economic Development	TBD	TBD	Carried over from current STWP	
E28	Host a year of available businesses with seasonal developers	x				Economic Development	TBD	TBD	Part of the City's 2016-2020 STWP	
E29	Host a Developers Day	x	x	x	x	Economic Development	TBD	TBD	Part of the City's 2016-2020 STWP	
E30	Create an incentive program	x				Economic Development	Staff	-	Part of the City's 2016-2020 STWP	
E31	Create a video on "Why Powder Springs?"	x				Economic Development	TBD	TBD	Part of the City's 2016-2020 STWP	
E32	Explore research and analysis through interviews from internally	x				Economic Development	Staff	-	Part of the City's 2016-2020 STWP	
E33	Convene real estate brokers and property owners for commercial and industrial properties	x	x	x	x	Economic Development	Staff	-	Part of the City's 2016-2020 STWP	
E34	Support efforts/activities of the Powder Springs Business Group	x	x	x	x	Economic Development	Staff	-	Part of the City's 2016-2020 STWP	
E35	Gather intelligence on "market holes" in Powder Springs	x				Economic Development, Consultants	TBD	TBD	Part of the City's 2016-2020 STWP	
E36	Explore the feasibility of developing a co-working space	x	x			Economic Development, Consultants	TBD	TBD	Part of the City's 2016-2020 STWP	
E37	Develop a tutorial on how to do business in Powder Springs	x				Economic Development, Community Development	Staff	-	Part of the City's 2016-2020 STWP	
E38	Develop a small business resource guide	x				Economic Development, Community Development	Staff	-	Part of the City's 2016-2020 STWP	
E39	Investigate potential for development of a TAD with county and school support	x				Economic Development, Community Development	Staff	-	Carried over from 2016 LO Study	
E40	Investigate the potential for a National Main Street and Georgia Main Street designation	x				Economic Development, Community Development	Staff	-	Carried over from 2016 LO Study	
E41	Conduct a marketing and branding study that will research Powder Springs' target demographics, and create strategies for attracting new residents, business owners, tourists, and development	x				Economic Development, Community Development	\$40,000	General fund		
E42	Recruit a catalytic business for the downtown	x				Economic Development, Community Development	Staff	-		
<b>LAND USE</b>										
L01	Amend parcels identified in the comprehensive plan	x	x	x	x	All Departments	Staff	-	All Departments	
L02	Identify City boundary parcels with activities through the General Assembly - annual submittal as appropriate	x	x	x	x	Community Development	Staff	-	Part of the City's 2016-2020 STWP	
L03	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	x	x	x	Community Development, DAPS, DDA, Parks & Rec	\$1,310,000	SPLDST; reserve fund, bonds	Carried over from 2016 LO Study	
L04	Continuously review the Unified Development Code and prepare additional updates as needed to eliminate discrepancies, make it more user friendly, and review and revise regulations	x	x	x	x	Community Development	Staff	General fund		
L05	Minor comprehensive plan update		x	x		City Manager, Community Development	Staff	-	To be completed 5 years after this plan's adoption. Needs to include updated demographics and market study, a Report of Accomplishments for this STWP, and a new STWP to reflect all changes.	
<b>COMMUNITY FACILITIES &amp; SERVICES</b>										
C1	Community Rating System to lower flood insurance premiums	x	x	x	x	Administration, Community Development	\$5,000	General fund	Part of the City's 2016-2020 STWP	
C2	Facilitate functions and events on squares	x	x	x	x	Community Development Parks & Rec	\$20,000	General fund	Part of the City's 2016-2020 STWP	
C3	Develop an RFP for planning services for a greenspace master plan to identify locations for future parks, programming needs, current levels of service, and funding mechanisms to fund all identified improvements.	x				Community Development Parks & Rec	TBD	TBD	Part of the City's 2016-2020 STWP	
C4	Construct parking garage downtown		x	x		Community Development, Public Works, SPLDST Program Manager, Economic Development, DDA	\$3,600,000	SPLDST	Part of the City's 2016-2020 STWP	
C5	Implement sidewalk improvements based upon study recommendations	x				Community Development, Public Works	TBD	TBD		
C6	Prepare appropriate redevelopment plan based on LO study	x				Community Development, Economic Development, DDA	TBD	General fund	Part of the City's 2016-2020 STWP	
C7	Infrastructure reporting implementation	x	x	x	x	Community Development, Public Works	TBD	General fund	Part of the City's 2016-2020 STWP	
C8	Issue Sidewalk Master Plan	x				Public Works	TBD	TBD	Part of the City's 2016-2020 STWP	
C9	Theatre and reception hall: market for events, schedule events, and maintenance	x	x	x	x	City Manager, Economic Development Parks & Rec	TBD	TBD	Part of the City's 2016-2020 STWP	
C10	Clean sweep	x	x	x	x	City Manager, City Clerk	Staff	-	Part of the City's 2016-2020 STWP	
C11	Develop marketing and use strategy for city trails (SK, PD Bike Patrol, Cameras, etc.)	x	x	x	x	Community Development, Police Department, Economic Development, City Manager Parks & Rec	\$40,000	General fund	Part of the City's 2016-2020 STWP	
C12	Develop road camera system to serve as basis for road improvement projects and	x				Public Works	\$45,000	General fund	Part of the City's 2016-2020 STWP	
C13	Institute Community Policing Program to include CAP, Bridge Gap meetings, Business	x	x	x	x	Police Department Parks & Rec	Staff	-	Part of the City's 2016-2020 STWP	
C14	Institute Community Emergency Response Team program; update COOP	x	x	x	x	Finance, Police Department, Public Works, City Manager	Staff	-	Part of the City's 2016-2020 STWP	
C15	Develop capital improvement plan for facilities, equipment, and infrastructure	x				Finance, Police, Public Works, City Manager Parks & Rec	Staff	-	Part of the City's 2016-2020 STWP	
<b>NATURAL &amp; HISTORIC RESOURCES</b>										
N01	Seven Springs Hiking Trail markers; update and implement trail signage program.	x	x			Community Development, Economic Development, Parks & Rec	\$70,000	General fund	Part of the City's 2016-2020 STWP	
N02	Linear Park					Community Development, Public Works, SPLDST Program Manager, Parks & Rec	\$1,464,000	Impact fees; other including SPLDST funds	Part of the City's 2016-2020 STWP	
N03	Maintenance of Landscaping on parkways/roads & at newly landscaped areas.	x	x	x	x	Public Works, Parks & Rec	\$10,000	General fund	Part of the City's 2016-2020 STWP	



#	Project	2018	2019	2020	2021	2022	2023	2024	Responsible Party	Estimated Cost	Fund/Source	Notes
NH8	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	x						Community Development, Parks & Rec	\$40,000	General fund	
NH9	Implement the recommendations of the signage and wayfinding study	x	x	x					Community Development, Parks & Rec	TBD	TBD	
<b>TRANSPORTATION</b>												
T1	C.H. James Parkway & Brownsville Road							x	Public Works	\$20,000	General fund, SPLOST	Project will include traffic study to retune traffic signal
T2	C.H. James Parkway & Hill Road							x	Public Works	\$20,000	General fund, SPLOST	Project will include traffic study to retune traffic signal
T3	Richard O. Salton Parkway & Old Lost Mountain Road							x	Public Works	\$20,000	General fund, SPLOST	Project will include traffic study to retune traffic signal
T4	Brownsville Road & Hiram-Lithia Springs Road							x	Public Works	\$40,000	General fund, SPLOST	Project will include traffic study to retune traffic signal and install protected left signal phases.
T5	Powder Springs Road at Richard O. Salton Parkway							x	Public Works	\$15,000	General fund, SPLOST	
T6	Corridor study for Powder Springs Road	x							Community Development, City Manager	\$90,000	General fund, SPLOST	Study will examine a 2-mile stretch of Powder Springs Road from Forest Hill Road to Anderson Farm Road. Partnership with City of Austell and Cobb County
T7	Corridor study for Austell Powder Springs Road	x							Community Development, City Manager	\$40,000	General fund, SPLOST	Study will examine a 1-mile stretch of Austell Powder Springs Road from Powder Springs Road to Clay Road. Partnership with City of Austell and Cobb County
<b>ROADWAY</b>												
T8	Murray Avenue A (Pitard Avenue to Atlanta Street): Remains one way, add 20' angled parking on both sides							x	Community Development, Public Works	\$245,000	General fund, SPLOST, LC Funding	Carried over from 2016 LC Study
T9	Murray Avenue B (Atlanta Street to Lewis Road): Add 18', 90 degree parking on one side							x	Community Development, Public Works	\$200,000	General fund, SPLOST, LC Funding	Carried over from 2016 LC Study
T10	Butner Street Extension: Add 20' angled parking each side, add two 10' travel lanes							x	Community Development, Public Works	\$135,000	General fund, SPLOST, LC Funding	Carried over from 2016 LC Study
T11	Jackson Way Reconfiguration: two 10' travel lanes							x	Community Development, Public Works	\$120,000	General fund, SPLOST, LC Funding	Carried over from 2016 LC Study
T12	Hotel Avenue Extension: Add 20' angled parking on both sides, add two 10' travel lanes							x	Public Works, Private Designers	\$235,000	General fund, SPLOST	Carried over from 2016 LC Study
T13	Florence Road at C.H. James Parkway							x	Public Works, GDOT	\$60,000	General fund, SPLOST	Project will include adding a right turn lane to southbound Florence Road
T14	Brownsville Road at Ogilby Road							x	Public Works	\$200,000	General fund, SPLOST	Project will include adding a left turn lane to southbound Brownsville Road
T15	New Macland Road at Public and Home Depot							x	Public Works	\$120,000	General fund, SPLOST	Project will include signalization of New Macland Road at Public and Home Depot shopping centers
T16	Brownsville Road at Kruger							x	Public Works	\$120,000	General fund, SPLOST	Project will include signalization of Brownsville Road at Kruger shopping centers or addition of two way left turn lane to Brownsville Road
T18	C.H. James striping and pavement marker improvements							x	GDOT	\$40,000	State of Georgia	Project will include replacing reflective pavement markers along C.H. James Parkway
T19	Curb cut off C.H. James Parkway at Hopeland Industrial to connect to Shipp Road							x	Public Works	TBD	TBD	
T20	Curb cut off C.H. James Parkway to connect to Ogilby Road with signalization							x	Public Works	TBD	TBD	
T21	Curb cut off C.H. James Parkway near Hill Road							x	Public Works	TBD	TBD	
T22	Realignment of Hill Road at Powder Springs Road							x	Public Works	TBD	TBD	
T23	Curb cut off C.H. James Parkway at Paulding County line, with access road connecting to Steed/Roberts Drive and traffic light							x	Public Works, GDOT	\$570,000	General fund, SPLOST	
T24	Re-align C.H. James Parkway at Sweetwater Avenue							x	Public Works, GDOT	\$150,000	General fund, SPLOST	
<b>BICYCLE/PEDESTRIAN IMPROVEMENTS</b>												
T25a	Install concrete multi-use trail alternative B from Silver Comet Trail Connector along Old Lost Mountain Road to Oakview Drive to Downtown/Lewis Road							x	Community Development, Public Works, Parks & Rec	TBD	SPLOST, LC Funding	
T25b	Install concrete multi-use trail alternative B from Silver Comet Trail Connector along Old Lost Mountain Road to Oakview Drive to Downtown/Lewis Road							x	Community Development, Public Works, Parks & Rec	TBD	SPLOST, LC Funding	Carried over from 2016 LC Study
T28	Investigate a Trail Head at the intersection of Oakview Drive and Jackson Street at existing parking lot	x							Community Development, Public Works, Parks & Rec	TBD	General fund, Cobb County, SPLOST, LC Funding, grant funding	
T29	Austell Powder Springs Road Pedestrian Improvements							x	Community Development, Public Works	\$1,800,000	General fund, LC Funding	From Marietta Street to City limits
T30	New Macland Road Pedestrian Improvements							x	Community Development, Public Works	\$8,500,000	General fund, LC Funding	From Marietta Street to City limits
T31	Macedonia Road Pedestrian Improvements							x	Community Development, Public Works	\$5,200,000	General fund, LC Funding	From New Macland Road to Hopkins Road
T32	Powder Springs Dallas Road Pedestrian Improvements							x	Community Development, Public Works	\$1,700,000	General fund, LC Funding	From Lucille Trail to Powder Springs Park and Ride Lot
T33	Hill Road Pedestrian Improvements							x	Community Development, Public Works	\$1,250,000	General fund, LC Funding	From City limit to Brownsville Road
T34	Carters Road Pedestrian Improvements							x	Community Development, Public Works	\$800,000	General fund, LC Funding	From Powder Springs Road to Silver Comet Trail
T35	Elliott Road Pedestrian Improvements							x	Community Development, Public Works	\$1,300,000	General fund, LC Funding, Cobb County	From Shawbrook Crossing to Silver Comet Trail, joint project with County
T36	Powder Springs Creek Trail							x	Community Development, Public Works, Parks & Rec	\$2,200,000	General fund, LC Funding	From Powder Springs Dallas Road and Lucille Trail to Hill Road through Powder Springs Creek Road plan
T37	Lewis Road Landscape: median landscaping along whole corridor, inside median and at back of sidewalks							x	Community Development, Public Works, Parks & Rec	TBD	TBD	Carried over from 2016 LC Study
T38	Butner Street Streetscape: landscaped planters, sidewalks							x	Community Development, Public Works, Parks & Rec	\$35,000	TBD	Carried over from 2016 LC Study
T39	Jackson Way Streetscape: re-configuration, landscaped planters, sidewalks, both sides							x	Community Development, Public Works, Parks & Rec	\$245,000	General fund, SPLOST, LC Funding, grant funding	Carried over from 2016 LC Study
T40	Hotel Avenue Streetscape: landscaping, sidewalks from Murray Avenue to Butner Street							x	Community Development, Public Works, Parks & Rec	\$110,000	General fund, SPLOST, LC Funding, grant funding	Carried over from 2016 LC Study
T41	Dillard Street Sharrows Markings: from Pineview Drive south to Atlanta Street							x	Community Development, Public Works	\$12,500	TBD	Carried over from 2016 LC Study
T42	Atlanta Street Sharrows Markings: from Dillard Street to Old Austell Road							x	Community Development, Public Works	\$12,500	TBD	Carried over from 2016 LC Study
T43	Marietta Street Sharrows Markings: from Dillard Street to Old Lost Mountain Road and Powder Springs Dallas Road intersection							x	Community Development, Public Works	\$18,500	TBD	Carried over from 2016 LC Study
T44	Powder Springs Dallas Road Sharrows Markings: from Old Lost Mountain Road to Lucille Creek Trail entrance							x	Community Development, Public Works	\$16,500	TBD	Carried over from 2016 LC Study
T45	Grady Greer Drive Sharrows Markings: to Old Austell Road							x	Community Development, Public Works	\$17,500	TDB	Carried over from 2016 LC Study
T46	Hopkins Road Sharrows							x	Community Development, Public Works	\$25,000	General fund	From Powder Springs Road to City Limits
T47	Brownsville Road Sharrows							x	Community Development, Public Works	\$20,000	General fund	From C.H. James Parkway to Marietta Street
<b>TRANSIT</b>												
T48	MARTA connection bus							x	Public Works, MARTA, CobbLinc	TBD	TBD	Project will include bus line connecting from Powder Springs Park & Ride lot to Hamilton E. Holmes MARTA Station
T49	Flex Bus expansion							x	Public Works, CobbLinc	TBD	TBD	Project will include expanding Flex Zone 1 service to the Powder Springs City Limits
<b>TOTAL</b>										<b>\$47,751,000</b>		