

**City of Powder Springs Short Term Work Plan (2020-2024)**

#	Project	2019	2020	2021	2022	2023	2024	Responsible Party	Estimated Cost	Funding Source	Notes
<b>ECONOMIC DEVELOPMENT</b>											
ED1	Host annual downtown business open house; Host annual reception for downtown property owners.	x	x	x	x	X	X	Economic Development	TBD	TBD	Part of the City's 2016-2020 STWP
ED2	Recruit sustainable development on Lewis Road and near U.S. 278	x	x	x	x	X	X	Economic Development	TBD	TBD	Part of the City's 2016-2020 STWP
ED3	Market development of South Square	x	x	x	x	x	X	City Manager; Economic Development; DAPS; DDA	Staff	-	Part of the City's 2016-2020 STWP
ED4	Market redevelopment areas	x	x	x	x	x	X	City Manager; Economic Development; DAPS; DDA	Expired	-	Part of the City's 2016-2020 STWP
ED5	Public outreach: messenger; signage; brochures and cards, and website review to be conducted bi-monthly	x	x	x	x	x	X	City Manager; Economic Development; DAPS; DDA	Staff	-	Part of the City's 2016-2020 STWP
ED6	Work through DDA to solicit proposals consistent with LCI recommendations		X	X				City Manager; Economic Development; City Clerk	\$25,000	General fund	Part of the City's 2016-2020 STWP
ED7	Develop and continue to refine South Square redevelopment area	x	x	x	x	x	x	Community Development; SPLOST Program Manager; Economic Development	\$26,500	General fund	Part of the City's 2016-2020 STWP
ED8	Develop Economic Development Strategy – update annually, including evaluation of marketing to hits on city and economic development websites	x	x	x	x	x	x	Community Development; Economic Development	\$30,000	General fund	Part of the City's 2016-2020 STWP
ED9	Host annual meetings with local businesses, including those within industries recommended for recruitment in Fanning Report	x	x	x	x	x	x	City Manager; Economic Development; DAPS; DDA	TBD	General fund	Part of the City's 2016-2020 STWP
ED10	Identify and attend industry events occurring within the region	x	x	x	x	x	x	City Manager; Economic Development; DAPS	Staff	-	Part of the City's 2016-2020 STWP
ED11	Inventory and assess all potential and existing industrial and commercial properties	x	x	x	x	x	x	City Manager; Economic Development; DAPS	Staff	-	Part of the City's 2016-2020 STWP
ED12	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	x	x	Economic Development	TBD	TBD	Part of the City's 2016-2020 STWP

ED13	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
ED14	Examine areas for potential industrial use			x				Economic Development; DAPS; Consultant	TBD	TBD	Part of the City's 2016-2020 STWP
ED15	Continue training and strengthening capacity of DAPS and DDA	x	x	x	x	x	x	Economic Development; DAPS; DDA	Staff	-	Part of the City's 2016-2020 STWP
ED16	Continue expanding relationships with Cobb County and external partners	x	x	x	x	x	x	Economic Development	Staff	-	Part of the City's 2016-2020 STWP
ED17	Continue to refine and update incentives policy program		x		x			Economic Development	Staff	-	Part of the City's 2016-2020 STWP
ED18	Market the economic development office as the "go-to" for local business owners in solving problems	x	x	x	x	x	x	Economic Development	Staff	-	Part of the City's 2016-2020 STWP
ED19	Continue to widely publicize the programs and services available through the Powder Springs Economic Development Department	x	x	x	x	x	x	Economic Development	Staff	-	Part of the City's 2016-2020 STWP
ED20	Further develop the local business ambassador program	x	x	x	x	x	x	Economic Development	Staff	-	Part of the City's 2016-2020 STWP
ED21	Continue intentional, one-on-one outreach to local businesses	x	x	x	x	x	x	Economic Development; Community Development	Staff	-	Part of the City's 2016-2020 STWP
ED22	Develop and update an online business directory in partnership with the Powder Springs Business Group.	x	x	x	x	x	x	Economic Development	TBD	General fund	Part of the City's 2016-2020 STWP
ED23	Host business tours for community leaders	x	x	x	x	x	x	Economic Development; Consultants	TBD	TBD	Part of the City's 2016-2020 STWP
ED26	Continue helping local businesses engage with local schools	x	x	x	x	x	x	Economic Development	TBD	TBD	Part of the City's 2016-2020 STWP
ED27	Continue to convene downtown business and property owners together on a regular basis	x	x	x	x	x	x	Economic Development	TBD	TBD	Carried over from current STWP
ED28	Host a tour of available properties with regional developers	x		x				Economic Development	TBD	TBD	Part of the City's 2016-2020 STWP
ED29	Host a Developers Day	x	x		x		x	Economic Development	TBD	TBD	Part of the City's 2016-2020 STWP
ED30	Create an internship program	x		x				Economic Development	Staff	-	Part of the City's 2016-2020 STWP
ED31	Create a video on "Why Powder Springs?"	x	x					Economic Development	TBD	TBD	Part of the City's 2016-2020 STWP
ED32	Explore resources available through Kennesaw State University	x	x					Economic Development	Staff	-	Part of the City's 2016-2020 STWP
ED33	Convene real estate brokers and property owners for commercial and industrial properties	x		x		x		Economic Development	Staff	-	Part of the City's 2016-2020 STWP
ED34	Support efforts/activities of the Powder Springs Business Group	x	x	x	x	x	x	Economic Development	Staff	-	Part of the City's 2016-2020 STWP

ED35	Gather intelligence on “market holes” in Powder Springs		x					Economic Development; Consultants	TBD	TBD	Part of the City’s 2016-2020 STWP
ED36	Explore the feasibility of developing a co-working space	x	x					Economic Development; Consultants	TBD	TBD	Part of the City’s 2016-2020 STWP
ED37	Develop a tutorial on how to do business in Powder Springs	x	x					Economic Development; Community Development	Staff	-	Part of the City’s 2016-2020 STWP
ED40	Investigate the potential for a National Main Street and Georgia Main Street Designation	x	x					Economic Development; Community Development	Staff	-	Carried over from 2016 LCI Study
ED41	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	x	x				Economic Development; Community Development	\$40,000	General fund	
ED42	Recruit a catalytic business for the downtown	x		x				Economic Development; Community Development	Staff	-	
<b>LAND USE</b>											
LU1	Annex parcels identified in the comprehensive plan	x	x	x	x	x	x	All Departments	Staff	-	All Departments
LU2	Update City boundary map with actions through the General Assembly--annual submittals as appropriates	x	x	x	x	x	x	Community Development	Staff	-	Part of the City’s 2016-2020 STWP
LU3	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					Community Development; DAPS; DDA, Parks & Rec	\$5,310,000	SPLOST; reserve fund; bonds	Carried over from 2016 LCI Study
LU4	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	x	x	Community Development	Staff	General fund	
LU5	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	x	x	Administration; Community Development	\$5,000	General fund	Part of the City’s 2016-2020 STWP

C2	Facilitate functions and events on square	x	x	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, SPLOST Program Manager, Economic Development, DDA	\$3,600,000	SPLOST	Part of the City's 2016-2020 STWP
C5	Implement sidewalk improvements based upon study recommendations	x	x	x	x			Community Development; Public Works	TBD	TBD	
C6	Prepare appropriate redevelopment plan based on LCI study	x	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	x	x	Community Development; Public Works	TBD	General fund	Part of the City's 2016-2020 STWP
C8	Lancer Sidewalks Phase II					x		Public Works	TBD	General fund; SPLOST	Part of the City's 2016-2020 STWP
C9	Theatre and reception hall: market for events, schedule events, and maintenance	x	x	x	x	x	x	City Manager; Economic Development;Parks & Rec	TBD	TBD	Part of the City's 2016-2020 STWP
C10	Citizen survey	x	x	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 (5K; PD Bike Patrol; Cameras; etc.)	x	x	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 rating system to serve as basis for road improvement projects and update every 3-5 years		x					Public Works	\$43,000	General fund	Part of the City's 2016-2020 STWP
C13	Institute Community Policing Program to include CAP, Bridge Gap meetings, Business Watch, etc	x	x	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	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			x			Finance; Police; Public Works; City Manager;Parks & Rec	Staff	-	Part of the City's 2016-2020 STWP
C16	<b>Implement monthly Playground Safety Inspection Program</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>Parks &amp; Rec</b>	<b>\$2,000</b>	<b>General Fund</b>	
C17	<b>Develop and implement SOP's for the Downtown Park</b>	<b>X</b>	<b>X</b>					<b>Parks &amp; Rec</b>	<b>Staff</b>		
<b>NATURAL &amp; HISTORIC RESOURCES</b>											
NR1	Seven Springs Walking Tour 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
NR2	Linear Park						x	Community Development; Public Works; SPLOST Program Manager;Parks & Rec	\$1,464,000	impact fees; other including SPLOST funds	Part of the City's 2016-2020 STWP
NR5	Maintenance of Landscaping on parkway/roads & at newly landscaped areas	x	x	x	x	x	x	Public Works;Parks & Rec	\$10,000	General fund	Part of the City's 2016-2020 STWP
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 retime traffic signal
T2	C.H. James Parkway & Hill Road						x	Public Works	\$20,000	General fund; SPLOST	Project will include traffic study to retime traffic signal
T3	Richard D. Sailors Parkway & Old Lost Mountain Road						x	Public Works	\$20,000	General fund; SPLOST	Project will include traffic study to retime traffic signal
T4	Brownsville Road & Hiram-Lithia Springs Road						x	Public Works	\$40,000	General fund; SPLOST	Project will include traffic study to retime traffic signal and install protected left signal phases
T5	Powder Springs Road at Richard D. Sailors Parkway			x				Public Works	\$15,000	General fund; SPLOST	

ROADWAY											
T8	Murray Avenue A (Hotel Avenue to Atlanta Street): Remains one way, add 20' angled parking on both sides					x		Community Development; Public Works	\$245,000	General fund; SPLOST; LCI funding	Carried over from 2016 LCI 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; LCI funding	Carried over from 2016 LCI 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; LCI funding	Carried over from 2016 LCI Study
T11	Jackson Way Reconfiguration: two 10' travel lanes					x		Community Development, Public Works	\$120,000	General fund; SPLOST; LCI funding	Carried over from 2016 LCI Study
T12	Hotel Avenue Extension: Add 20' angled parking on both sides, add two 10' travel lanes					x		Public Works, Private Developers	\$235,000	General fund; SPLOST	Carried over from 2016 LCI 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 Oglesby 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 Publix and Home Depot					x		Public Works	\$120,000	General fund; SPLOST	Project will include signalization of New Macland Road at Publix and Home Depot shopping centers
T16	Brownsville Road at Kroger					x		Public Works	\$120,000	General fund; SPLOST	Project will include signalization of Brownsville Road at Kroger 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 CH James Parkway at Hopeland Industrial to connect to Shipp Road					x		Public Works	TBD	TBD	
T20	Curb cut off CH James Parkway to connect to Oglesby Road with signalization					x		Public Works	TBD	TBD	
T21	Curb cut off CH James Parkway near Hill Road					x		Public Works	TBD	TBD	

T22	Realignment of Flint Road at Powder Springs Road	x	x					Public Works	TBD	TBD	
T24	Curb cut off C.H. James Parkway at Paulding County line, with access road connecting to Sterlingbrooke Drive and traffic light			x				Public Works, GDOT	\$570,000	General fund; SPLOST	
T25	New traffic signal at C.H. James Parkway at Sweetwater Avenue			x				Public Works, GDOT	\$150,000	General fund; SPLOST	
BICYCLE/PEDESTRIAN IMPROVEMENTS											
T26a	10' Concrete Multi-Use Trail Alternative A: Retrofit sidewalk on Lynn Drive from Old Lost Mountain Road to parking lot off Jackson Way to serve as connector from Silver Comet Trail off Old Lost Mountain Road to downtown.					x		Community Development, Public Works;Parks & Rec	TBD	SPLOST, LCI funding	
T26b	10' 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, LCI funding	Carried over from 2016 LCI Study
T28	Designate 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, LCI funding, grant funding	
T29	Austell Powder Springs Road Pedestrian Improvements					x		Community Development; Public Works	\$3,600,000	General fund; LCI funding	From Marietta Street to City limits
T30	New Macland Road Pedestrian Improvements					x		Community Development; Public Works	\$8,500,000	General fund; LCI funding	From Marietta Street to City limits
T31	Macedonia Road Pedestrian Improvements					x		Community Development; Public Works	\$5,200,000	General fund; LCI 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; LCI funding	From Lucille Trail to Powder Springs Park and Ride Lot
T33	Hill Road Pedestrian Improvements					x		Community Development; Public Works	\$3,250,000	General fund; LCI funding	From City limit to Brownsville Road
T34	Carter Road Pedestrian Improvements					x		Community Development; Public Works	\$800,000	General fund; LCI funding	From Powder Springs Road to Silver Comet Trail

T35	Elliott Road Pedestrian Improvements					x		Community Development, Public Works	\$1,300,000	General fund; LCI funding; Cobb County	From Silverbrooke 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; LCI funding	From Powder Springs Dallas Road and Lucille Trail to Hill Road through Powder Springs Creek flood plain
T37	Lewis Road Landscape: median landscaping along whole corridor, inside median and at back of sidewalk							Community Development; Public Works;Parks & Rec	TBD	TBD	Carried over from 2016 LCI Study
T38	Butner Street Streetscape: landscaped planters, sidewalks							Community Development; Public Works;Parks & Rec	\$35,000	TBD	Carried over from 2016 LCI Study
T39	Jackson Way Streetscape: reconfiguration, landscaped planters, sidewalks, both sides							Community Development; Public Works;Parks & Rec	\$245,000	General fund, SPLOST, LCI funding, grand funding	Carried over from 2016 LCI Study
T40	Hotel Avenue Streetscape: landscaping, sidewalks from Murray Avenue to Butner Street							Community Development; Public Works;Parks & Rec	\$110,000	General fund, SPLOST, LCI funding, grand funding	Carried over from 2016 LCI Study
T41	Dillard Street Sharrow Markings: from Pineview Drive south to Atlanta Street							Community Development; Public Works	\$12,500	TBD	Carried over from 2016 LCI Study
T42	Atlanta Street Sharrow Markings: from Dillard Street to Old Austell Road							Community Development; Public Works	\$12,500	TBD	Carried over from 2016 LCI Study
T43	Marietta Street Sharrow Markings: from Dillard Street to Old Lost Mountain Road and Powder Springs Dallas Road intersection							Community Development; Public Works	\$18,500	TBD	Carried over from 2016 LCI Study
T44	Powder Springs/Dallas Road Sharrow Markings: from Old Lost Mountain Road to Lucille Creek Trail entrance							Community Development; Public Works	\$16,500	TBD	Carried over from 2016 LCI Study
T45	Grady Grier Drive Sharrow Markings: to Old Austell Road							Community Development; Public Works	\$17,500	TDB	Carried over from 2016 LCI 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
TRANSIT											
T48	MARTA connection bus			x				Public Works; MARTA; CobbLink	TBD	TBD	Project will include buss line connecting from Powder Springs Park & Ride Lot to Hamilton E. Holmes MARTA Station
T49	Flex Bus expansion		x					Public Works; CobbLink	TBD	TBD	Project will include expanding Flex Zone 1 service to the Powder Springs City Limits
<b>TOTAL</b>									<b>\$47,751,000</b>		