

Completed STWP Projects FY 2020, 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		Evaluating an alternative in light of COVID or will postpone until we are beyond the pandemic.	Economic Development
Economic Development	Recruit sustainable development on Lewis Road and near U.S. 278		X				Economic Development
Economic Development	Market development of South Square		X				City Manager; Economic Development; DAPS; DDA
Economic Development	Market redevelopment areas		X				City Manager; Economic Development; DAPS; DDA
Economic Development	Public outreach: messenger; signage; brochures and cards, and website review to be conducted bi-monthly		X				City Manager; Economic Development; DAPS; DDA
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				Community Development; Economic Development
Economic Development	Host annual meetings with local businesses, including those within industries recommended for recruitment in Fanning Report			X		Postpone IN PERSON to post COVID.	City Manager; Economic Development; DAPS; DDA
Economic Development	Identify and attend industry events occurring within the region			X		Postponed due to COVID	City Manager; Economic Development; DAPS
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		x				Economic Development

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	development areas, vacant sites, and downtown properties. Create brochures for targeted industries.						
Economic Development	Recruit developer for mixed use remodel of existing town square		x				Economic Development; DDA
Economic Development	Continue training and strengthening capacity of DAPS and DDA		x				Economic Development; DAPS; DDA
Economic Development	Continue expanding relationships with Cobb County and external partners		x				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				Economic Development
Economic Development	Continue to widely publicize the programs and services available through the Powder Springs Economic Development Department		X				Economic Development
Economic Development	Further develop the local business ambassador program			X		COVID impacts.	City Manager Economic Development; DAPS; DDA
Economic Development	Continue intentional, one-on-one outreach to local businesses		x				City Manager; Economic Development; DAPS; DDA
Economic Development	Develop and update an online business directory in partnership with the Powder Springs Business Group.	x					City Manager; Economic Development; DAPS; DDA
Economic Development	Host business tours for community leaders			X		Postponed due to COVID.	City Manager; Economic Development; City Clerk
Economic Development	Explore the potential to develop a mobile application to feature local businesses				X	This project has been removed, because no longer needed.	Community Development; SPLOST Program Manager; Economic Development

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Economic Development	Continue helping local businesses engage with local schools		X				Community Development; Economic Development
Economic Development	Continue to convene downtown business and property owners together on a regular basis			X		COVID impacts; we did do coffee and donuts recently as outreach to downtown businesses.	City Manager; Economic Development; DAPS; DDA
Economic Development	Host a Developers Day			X		Planning underway but impacted by COVID.	Economic Development; Community Development
Economic Development	Create a video on "Why Powder Springs?"		X				Economic Development; Consultants

Economic Development	Explore resources available through Kennesaw State University		X				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
Economic Development	Explore the feasibility of developing a co-working space				X	COVID will change that environment of sharing spaces.	Economic Development; Consultants
Economic Development	Develop a tutorial on how to do business in Powder Springs		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

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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				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 user friendly, and review and revise regulations		X				Community Development
Community Facilities & Services	Community Rating System to lower flood insurance premiums		X				Administration; Community Development
Community Facilities & Services	Facilitate functions and events on square		X	X		Ongoing where we can (M2R art; trunk or treat drive through) but postponed large events	Community Development Parks, Rec & Cultural
Community Facilities & Services	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			X	RFP not completed, but the city has pursued completion of park projects. A new project has been added to the STWP to replace this one. "Continue to protect greenspace and continue implement park plans."	Community Development; Parks & Rec
Community Facilities & Services	Implement sidewalk improvements based upon study recommendations			X		Need to utilize existing sidewalk inventory and prioritize and plan sidewalk projects. This will be done with SPLOST 2022 if passed. If not passed, an alternate funding source will be needed.	Community Development; Public Works
Community Facilities & Services	Prepare appropriate redevelopment plan based on LCI study		X				
Community Facilities & Services	Infrastructure reporting implementation and repair/replacement schedule and completion.		x				Community Development; Public Works

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Community Facilities & Services	Theatre and reception hall: market for events, schedule events, and maintenance			X		Postponed because of COVID	Arts Commission; City Manager; Economic Development Park, Rec & Cultural
Community Facilities & Services	Citizen survey		X				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, 4P meetings, Business Watch, etc		X				Police Department Parks, Rec & Cultural
Community Facilities & Services	Institute Community Emergency Response Team program; update COOP		X				Finance; Police Department; Public Works; City Manager
Community Facilities & Services	Implement monthly Playground Safety Inspection Program	X				New project added to address ongoing program.	Parks & Rec
Community Facilities & Services	Develop and implement SOP's for the Downtown Park		X				Parks & Rec
Natural & Historic Resources	Seven Springs Walking Tour Markers; update and implement trail signage program.		X				Community Development; Economic Development; Parks & Rec
Natural & Historic Resources	Maintenance of Landscaping on parkway/roads & at newly landscaped areas		X				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		X				Community Development Parks & Recreation

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	create cohesive and attractive signage throughout the City.						
Natural & Historic Resources	Implement the recommendations of the signage and wayfinding study	X					Community Development Parks & Recreation
Transportation	Realignment of Flint Road at Powder Springs Road	X					Public Works
Transportation	Flex Bus Expansion			X		Work is underway with Cobb DOT to address transportation and transit needs as part of the CTP. Delays have occurred as a result of COVID	Public Works; CobbLink
Transportation	Designate a Trail Head at the intersection of Oakview Drive and Jackson Street at existing parking lot	x					
Transportation	Jackson Way Streetscape: reconfiguration, landscaped planters, sidewalks, both sides	X					
Transportation	Murray Avenue A (Hotel Avenue to Atlanta Street): Remains one way, add 20' angled parking on both side				X	Not consistent with current plans. Downtown park located in different area.	
Transportation	Murray Avenue B (Atlanta Street to Lewis Road): Add 18', 90 degree parking on one side				X	Not consistent with current plans. Downtown park located in different area.	
Transportation	Jackson Way Reconfiguration: two 10' travel lanes	X					
Transportation	Realignment of Flint Road at Powder Springs Road	X					
Transportation	Develop road rating system to serve as basis for road improvement projects and update every 3-5 years		X				
Land Use	Prepare appropriate redevelopment plan based on LCI study		X				