

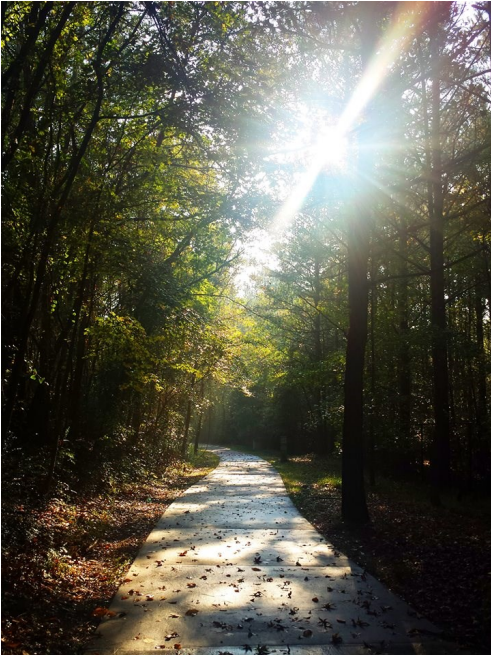


City Trail System, Parks and Green Spaces Create a Scenic Setting for Recreation and Annual Events

The City of Powder Springs has many beautiful parks that are connected to our city trail system, forming a walkable loop that links our historic downtown, city amenities, and many nearby neighborhoods to the region's Silver Comet Trail.

Part of this unique loop, the city's Linear Park is a popular location along the Silver Comet Trail. It has two playgrounds including an accessible playground, a concession stand, and restrooms, a circuit exercise area, and a covered outdoor basketball court. In 2018, an outdoor picnic area was added to further enhance this family-friendly amenity. Close to 100 participants from more than six area churches gathered together for the National Day of Prayer, held on May 3rd at the Linear Park basketball court.

The Wildhorse and Lucille trails are both USA Track and Field 5K certified and official qualifiers for the Peachtree Road Race. The city hosted several popular runs again in 2018. In April, the Police and Parks departments co-hosted 300 runners for the Spring Chicken 5K run to benefit the Sweetwater Mission. The 10th Annual Spooktacular Chase 10K and 5K were held in October for the second year to support Vision Rehabilitation Services. Proceeds from the Reindeer 5K Fun Run in December assists the city's Angel Tree program. The Reindeer Run had a 47% increase in online sign ups compared to 2017.



Festivals Grew Again in 2018



The Children's Trunk and Treat fall festival, held at the Ford Center on October 26th, nearly doubled in vehicles and guest attendance over 2017. We want to thank our dedicated vendors and newcomers who provided children's activities at the Holiday Tree Lighting on November 30th. Both the tree lighting and parade were enjoyed by more families and spectators again this year.

Arts & Culture: Wedding Expo Encore in 2019



The city's amenities include the spacious Ford Center Reception Hall, where the second annual Bridal Expo was presented by the Arts and Cultural Affairs Commission in February 2018. The "perfect wedding" event was designed to bring future brides, wedding planners, caterers, bridal shops, florists, DJs and other wedding resources together,

under one easy-to-rent roof. Last year's attendance included about 60 guests. If you are planning a wedding next year, mark your calendars! The successful Bridal Expo will have an encore performance at the Reception Hall on February 24, 2019.

Bow Hunting is a Seasonal Privilege

During Georgia's deer hunting season, 24 licensed and permitted bow hunters are allowed to harvest deer on city-owned wetlands along Powder Springs Dallas Road. Bow hunters must complete a hunter safety class to be eligible for a city permit. Applications open in August, and hunting areas are assigned by lottery. 2019 will be the city's fourth season.



Inspired. Invigorated. Innovative.

Powder Springs is Growing!

I thoroughly enjoy every chance to showcase the exciting opportunities to be found in Powder Springs. Over the past twelve months, our story has become even better. We worked together to sustain our small-town character, while gaining momentum on our initiatives and empowering a spirit of progress that binds us as a community. Such success is built upon collaborative partnerships, smart processes and a living-centered vision.

A century ago, our downtown cafes were community gathering places and local baseball teams drew fans to weekly games at Powder Springs Park. Remnants of our history still stand along Marietta Street, inspiring and guiding us as we prepare to break ground on our new downtown amenity. With Phase 1 planning, design and bidding behind us, we are ready to begin construction early in 2019, weather dependent. This amenity will provide inviting gathering spaces, a water feature, trailhead entry, and an entertainment stage -- in an attractive park setting. Once complete, it will be a major step forward in renewing the historic downtown of Powder Springs.

We are also invigorated by the beauty of our surroundings. Our scenic trails are US Track and Field 5K-certified. The Wild Horse Trail, Lucille Creek Trail, Marietta Street and the city's linear park form a walkable loop that links our historic downtown, city parks, and many nearby neighborhoods to the Silver Comet Trail. This beneficial connectivity is uniquely ours and we will continue to leverage its value for Powder Springs in every new project on the drawing board.

We can proudly say it takes a city to achieve our growth. The people of Powder Springs have been and will continue to be key players in our progress. From City Council and staff work sessions to board and commission meetings to volunteer projects and quarterly town halls, we are rich in ideas and strong in teamwork to find innovative solutions that improve our quality of life and position us for growth in the future. Together, we have looked at the issues and created meaningful initiatives to build trust in community policing, develop arts and cultural activities, clean up our city, provide more youth activities, improve city services and create new amenities.

Many of our accomplishments in 2018 are featured in this annual report and on our city website www.cityofpowdersprings.org. City Council sessions, public meetings and volunteer opportunities are also posted, and I invite you to participate whenever you can to learn more about Powder Springs' initiatives and support its growth in 2019.

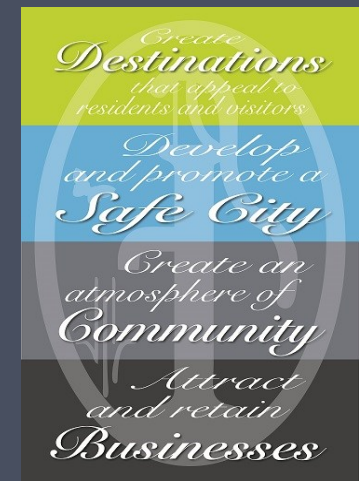
Al Thurman
Mayor, City of Powder Springs



cityofpowdersprings.org



Mayor Al Thurman



YEAR IN REVIEW

In this Issue:

- Council Partnerships
- City's Financial Position
- Economic Development
- Police Department
- Volunteers
- SPLOST
- Parks and Recreation



The Powder Springs City Council holds public hearings at 7:00 pm on the first and third Monday of each month, in Council Chambers, at 4488 Pineview Drive, next to City Hall. Meetings are posted on the city's website at www.cityofpowdersprings.org for the remaining months of the current fiscal year.

2018 City Council Members



Al Thurman

MAYOR



Patrick Bordelon

POST 1 - AT LARGE



Doris Dawkins

WARD 2



Patricia Wisdom

POST 2 - AT LARGE



Nancy Farmer

WARD 3



Henry Lust

WARD

2019 CITY COUNCIL MEETING SCHEDULE

January 7 & 22*
February 4 & 18
March 4 & 18
April 1 & 15
May 6 & 20
June 3 & 17

July 15
August 19
September 16
October 7 & 21
November 4 & 18
December 2

**Meetings are held Mondays @ 7:00pm
City Council Chambers
4488 Pineview Drive**

***Indicates a Tuesday Meeting**

Sustaining Our Water Utilities

The Powder Springs Water Distribution System has been operating since 1935. The city purchases pre-treated water from Cobb County Marietta Water Authority and distributes it via 153 miles of pipelines. **The Powder Springs Wastewater System** started operations in 1974 under a long-term agreement with Cobb County. The wastewater utility has 82 miles of gravity sewer pipelines.

Residences account for 84% of water users and commercial users comprise the other 16%. Usage rates are set by the Mayor and City Council. As of June 2018, water and sewer data shows:

- 7,832 active water accounts and an average daily consumption of 1.024 million gallons.
- 6,727 active sewerage accounts and an average daily sewerage of 0.867 million gallons.

Economy of Scale.

Homeowners know that water heaters require repairs and replacement. Similarly, the city keeps its water systems in good condition. But small systems like ours have fewer resources to cover operating costs. A recent review indicates that Cobb County can operate our systems at a lower cost and keep rates affordable because of its larger size. For example, an ongoing sewer project in Powder Springs would cost about \$113,000 less under Cobb County. Over the past five years, the city has spent \$2,903,511 million on water and sewer projects, and any one project can easily exceed \$500,000.

Financial Benefits.

The sale being considered would reduce rates for most customers and provide an annual payment of \$550,000 to the city for ten years. Other important terms include employment of Water Department staff and assurance of adequate water service to support city growth. The city has considered retaining the system, but the bottom line is that operating water utilities is very costly for a city of our size.

SPLOST Dollars Hard at Work

The Public Works Department had an aggressive agenda of SPLOST road improvements in 2018. Approximately \$145,457.97 SPLOST and GDOT safety dollars were used to complete a deceleration lane at the Deercreek subdivision entrance on Powder Springs Road. A joint project with Cobb DOT resurfaced Elliot Road with about \$41,749 in city SPLOST monies directed to this effort. Ten local roads were repaved with a total SPLOST investment of \$1,528,392.

This year, SPLOST funds were also used for specific facility improvements including:

- A new roof on the Bodiford House, \$12,846.
- An ADA emergency telephone and elevator door protection device at City Hall, \$2,535.
- Electrical panel replacement at the Court building, \$4,999.
- Erosion control at Police headquarters, \$4,825.
- Awning replacement at the Senior Center, \$2,800.
- Water heater replacements at City Hall, Community Development, Police headquarters, and the Senior Center, \$10,500.
- HVAC replacements at Police Station, Court facility, Public Works and City Hall, \$47,703



City's Water System

The Public Works Department has had ongoing water line problems on Sharon Drive, from Geraldine Street to Parks Drive. About 2,200 feet of existing 6-inch AC cast iron water pipe needed to be replaced with 6-inch ductile iron water lines and additional water valves were needed to improve maintenance. The engineering costs were \$142,000 and construction costs were \$461,909, making the total project cost \$603,909.

Throughout the city, 2,500 aged manual read water meters were replaced with more advanced and efficient radio read meters. All city water meters are now radio reading.

Did You Know...

Cobb County Water has the lowest rates in metro-Atlanta and an excellent reputation.

- 2018 rated by J.D. Power as one of nation's best water utilities in customer satisfaction
- 2017 & 2018 received EPA WaterSense® Excellence Award for promoting water efficiency

Celebrating Our Volunteers

The City of Powder Springs is very fortunate to have such a high level of volunteerism among its residents, churches, businesses, and employees. For a third year, each of the city's Ambassador teams continued to expand their initiatives and effectiveness in 2018.

The Police-Parks-Pastors Ambassadors added a fourth "P" to this team. Principals of area schools have officially signed on as members. Together, the entire team will continue to promote Bridge the Gap and other outreach programs to students, businesses and growing list of city partners.

The Community Ambassadors continued its citywide cleanup effort with the Pick It Up Powder Springs event in April and October. The Youth Ambassadors, AKA GIPS & GAPS, conducted an expanded youth summer camp for middle school students and completed bylaws and incorporation papers to establish itself as a 501(c)(3) to expand its youth related programs.

Beautification

Beautification goes hand-in-hand with our attractive parks and green spaces. Two volunteer initiatives were held in spring and fall 2018 to provide recycling opportunities for residents and to clean up our roadsides. The Keep Powder Springs Beautiful Board sponsored two public recycling days at the Powder Springs police station to shred and dispose of personal documents and papers safely and securely.

The Powder Springs Community Ambassadors led Pick It Up Powder Springs events in April and October. A total of 165 bags of trash and 10 tires were collected during the spring event. Participants typically number 100 to 150 at each Pick It Up event, with the largest group of volunteers consistently coming from McEachern High School and Tapp Middle School. Other volunteers represent Powder Springs First United Methodist Church, Powder Springs Elementary School, Keep Powder Springs Beautiful committee, and city staff.



Volunteers of the Year Named for 2018



The Annual Volunteer Reception is sponsored by the city and coordinated by City Clerk Kelly Axt to honor our volunteers for their time and talents so generously given throughout the year.

Volunteer of the Year: Alexander Shannon, (left) an educator at Tapp Middle School, organizes the school's annual holiday food drive. Active with the Youth and Community Ambassadors, Shannon helps with Pick It Up days, organizes property cleanup for seniors, and distributes food to those in need every Saturday. He has led the summer youth camps since their inception in 2016.

Volunteer of the Year: Jackie Schilling, (right) an employee of McEachern High School and a member of the Youth and Community Ambassadors, organized the largest group of Pick It Up student volunteers to

clean up almost ten miles of roadways. A graduate of the Citizen Police Academy, Jackie helps at the city's National Night Out and summer youth camp.

Two **Honorable Mentions** were added to this year's celebration: Randy Hardy, vice chair of the Downtown Development Authority, and Johnny Purify, member and chairman of the city's Planning and Zoning Commission.

Kicking Off the Annual Budgeting Process

It is the city's policy to keep enough funds on hand for about 6 months of operations -- higher than required by the state. Having a solid financial position gives the city options for flexibility in planning, budgeting and implementing projects and initiatives, while ensuring it can sustain its operations and respond to unexpected events. A strong, productive financial position comes from an effective combination of annual planning, budgeting and communication between the city leaders and residents.

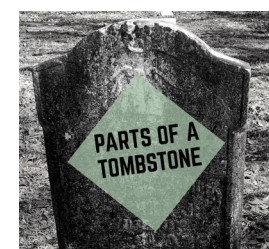
The City of Powder Springs' fiscal year covers 12 months, from July 1st to June 30th. We are midway in FY2019 so it is time to begin work on the budget for FY2020. The Town Hall meeting in January officially kicks off the annual budgeting cycle by inviting citizen input on initiatives being considered for action in 2020.

In general, a budget reflects the long-term and short-term priorities for the public services and programs the city provides. Operating budgets, program budgets, and city funds – supporting these goals – are carefully reviewed for inclusion in the annual budget. Finally, the proposed budget for the next year is sent to the Mayor and City Council for adoption.



South Cobb Arts Alliance Calls Powder Springs Home

Following a successful gallery opening in 2017 in Powder Springs, the South Cobb Arts Alliance (SCAA) relocated its home office to Powder Springs in 2018. The mission of the SCAA is to build the community by encouraging appreciation and active participation in the visual arts, performing arts and local heritage. The SCAA held its only 2018 Silent Auction in the City in December, offering artists' handmade items for sale as well as an opportunity to bid for an item. It will partner with the City with pop-up performances throughout the City in 2019, including a juried arts show and gala at the Patricia C. Vaughn Cultural Arts Center.



New Monument Respects Unmarked Graves at City's Oldest Cemetery

This year, the Powder Springs Historical Society installed a stone monument to honor 135 unmarked graves discovered in the oldest cemetery in Powder Springs. The small historic Baptist cemetery is at the corner of Jackson Way and Pineview Drive, on a hill behind city hall facing the site of the new city center park. Early settlers, miners, farmers, doctors, merchants and pastors are buried there. "This was a big effort by a lot of people," said Lowell Lovinggood, president of the Seven Springs Museum. "Our historical legacy provides the inspiration for our city's character and values. The Powder Springs Historical Society works diligently to preserve this history," Lovinggood said. The historic society has also assembled a collection of prized artifacts for public viewing at the Seven Springs Museum, located downtown at the Bodiford House on Marietta Street.

Once completed, the entire 2018 CAFR will be posted for public review at www.cityofpowdersprings.org.



Kudos to City Clerk Kelly Axt

In fall 2018, City Clerk Kelly Axt assumed management responsibilities of the day to day operations of the finance department. In addition to finance, Kelly works quietly behind the scenes to ensure everything runs smoothly. She attends all City Council meetings, work sessions and special called sessions, and provides the approved minutes of these meetings in compliance with the open meetings law. In 2018, Kelly managed 193 resolutions, 26 ordinances and fulfilled more than 150 open record requests. She is implementing an automated open records system to streamline this process.

In addition to oversight of city property auctions, Kelly managed front desk operations at city hall and is the IT "go to person" for all city departments and has oversight for the city's IT committee. In 2018, Kelly was responsible for MS Office 365 migration and training across all departments and iPad deployment to Planning and Zoning Board members. She provided technical communication support at Town Hall meetings and graphic support for the city's publications and surveys



PS – We're growing!

Powder Springs is a sweet spot for growth! With nearly 500 acres of land available for light industrial, commercial and residential development, plus access to major transit routes and nearby air, rail and intermodal centers, Powder Springs checks off many important boxes for investors and developers.

During the past 12 months, City Council, city development teams, Planning and Zoning Board, Development Authority of Powder Springs (DAPS) and Downtown Development Authority (DDA) worked together with developers, property owners, and citizens to ensure that development opportunities and incentives were well communicated and promoted. Initial studies of land use along Powder Springs Road and Austell Powder Springs Road are underway in order to develop these corridors to best advantage.

The city is moving forward with plans to realign Flint Hill Road and Pinegrove Road with a safer intersection. This project will also set the stage for commercial growth along Powder Springs Road, a major gateway to our city.

In 2018, the Downtown Development Authority purchased several vacant and underutilized or dilapidated properties for redevelopment. Two properties were sold and will be used to expand the Park Place townhome development with an \$11 million investment. Two other properties are currently under contract for retail and commercial development.



Ready to Launch: Downtown Phase 2

Excitement is growing! Developing our historic downtown has been on the city's planning agenda for many years. In 2018, the city and the DDA took steps necessary to create a central amenity to anchor our downtown. City leaders, the DDA, property owners, and developers have joined forces to acquire land, remove dilapidated structures, repurpose historic storefronts and build out townhome properties that will border the new amenity.

With Phase 1 activities complete, the city is receiving bids, and preparing to break ground in 2019. The grand opening is expected in 2020. Soon, historic buildings, businesses and city buildings along Marietta Street will be connected to a new bike-friendly park, creating a vibrant city center for outdoor gathering.

| Department | Director | 770-943-1666 | Email |
|-----------------------|-----------------|--------------|-----------------------------------|
| City Manager | Pam Conner | Ext. 313 | pconner@cityofpowdersprings.org |
| City Clerk | Kelly Axt | Ext. 312 | kaxt@cityofpowdersprings.org |
| Community Development | Tina Garver | Ext. 361 | tgarver@cityofpowdersprings.org |
| Court Administrator | Tracie Jackson | Ext. 233 | tjackson@cityofpowdersprings.org |
| Human Resources | Rosalyn Nealy | Ext. 317 | rnealy@cityofpowdersprings.org |
| Police | Tony Bailey | Ext. 209 | tbailey@cityofpowdersprings.org |
| Public Works | Dwayne Eberhart | Ext. 102 | deberhart@cityofpowdersprings.org |

Stay Safe!

Business Watch

Established to create a secure environment for shoppers and employees, Business Watch works to make crime unrewarding. A new Business Watch project is linking local businesses to the Powder Springs police through email. As program usage grows, it will enable the police to quickly notify businesses of criminal events that may impact them.

Craig's List Safe Zone

The front parking lot of the Powder Springs police department is under 24-hour video watch, providing a safe public place for Craig's List transactions. No appointments are needed. If someone has an issue with using our safe zone, then this person may not be someone with whom you should do business.



The Court Is in Session

The Municipal Court for the City of Powder Springs handles all traffic and city ordinance violations written by the Police Department and its code enforcement unit, and is a key component of local law enforcement. The Municipal Court is located on Pine View Drive behind City Hall. It will be part of the city services complex that will border the new downtown park.

The Municipal Court is open to the general public to observe court proceedings, according to Tracie Jackson, Chief Court Clerk. Court hours are 9:00 am to 4:50 pm Monday through Friday. On Wednesdays, Traffic Court and Code Enforcement Court both begin at 11:00 am. The Court is closed during holidays.

The city's Municipal Court uses professional standards to develop and implement methods for fair justice. The Court and its officers are dedicated to the principles of impartiality, fairness, integrity, separation of powers, and judicial independence.

By the end of November 2018, the Court completed 24 Municipal Court calendars including four trials and ten Quality of Life hearings. The Court also processed a total of 5,687 citations recorded by October 31st.

In addition to traditional court activities, Municipal Court staff work closely with Probation Officer Beth Ivey and Judicial Correction Services to complete open cases and monitor those in warrant status for probation violations. Municipal Court staff also regularly monitors inmates housed at the jail in Smyrna, an arrangement that helps to reduce city expenses.

Recruiting and Rewarding Talent

“The city’s hiring goals are to recruit the best qualified candidates, and to hire exceptional employees to help us achieve growth,” said Mayor Thurman. “We value talent and jobs well done, and responsibly reward the hard work of all city employees,” Thurman said.

Powder Springs operates with one of the leanest staffing counts found in Cobb County. In 2018, the city employed a total of 74 workers across all of its departments, including 65 full-time employees. According to Human Resources (HR) director Rosalyn Nealy, more than 17 job openings were posted and seven permanent jobs were filled, with more hiring expected in 2019. Several temporary positions were also filled at City Hall, in Community Development, and in Parks and Recreation.

Open positions and application information are advertised on the city's website throughout the year. The city also participates in Congressman David Scott's Annual Spring Career Fair to recruit well-qualified applicants for open positions.

The City of Powder Springs offers competitive compensation and benefits. In 2018, a review of sanitation positions across cities in Cobb County was conducted by HR to ensure salaries for this role stay competitive. Similar market studies are done by HR for other city positions to ensure roles, responsibilities and salaries are in step with what area employers provide.

Current benefits for full-time city employees include a pension plan, 401A plan, paid leave, credit union, and a range of health, dental, vision, life and long-term disability insurance options, plus health savings accounts, biometric screenings and individual wellness coaching. Training and development opportunities for employees, including online courses such as defensive driving and CDL testing, are also provided as part of the city's compensation package.

Throughout 2018, monthly departmental health and wellness sessions were scheduled, and WellStar Health Systems presented additional seminars on health topics at employee meetings. In November, a health fair for city employees and residents hosted approximately 30 health care providers, including local chiropractors, podiatrists, and pharmacies. Following this successful event, another coordinated health and benefits fair was held in December.

Public Safety Is a Community Priority

“Did you know that the Powder Springs police department was established in 1938 with only one officer?” asked Police Chief Tony Bailey. “We have come a long way and operate today with 31 full-time personnel and a civilian staff of three employees,” Bailey said.

Under the leadership of Chief Bailey, the Powder Springs police department provides professional law enforcement services daily to almost 17,000 residents and visitors. In March 2018, the police department received state re-certification through the GACP. It also restructured its service units into two divisions – Operations and Support Services -- and assigned staff accordingly. Through organizational changes, leadership and strategic focus, the department reduced overtime costs by 15% compared to 2017.

Staff development and certification were key goals during the past year. Beginning in January, Chief Bailey was elected as the 2nd vice president for the Georgia FBI – National Academy Association. Two officers completed the FBI Law Enforcement Executive Development Program (LEEDS) in August, and a third officer completed the ten-week FBI-National Academy program in December. In additional training, three officers graduated from the 120-hour Leadership Consortium in May, two officers completed the 120-hour IACP Leadership program in June, and many members of the police force attended the city's Employee Enrichment Academy last spring.

Community outreach is a visible and important service of our police department. The Pastors, Parks and Police Ambassadors team was expanded in 2018 to include area school principals. Officers also participated in career days and special events at local elementary, middle and high schools. The Coffee with Staff program was launched in January by the Police Chief and City Manager for residents who may not easily attend other public forums.

Silver Springs Village joined the Citizens and Police (CAP) program and hosted a neighborhood meeting in March. Each participating CAP neighborhood has an officer assigned to keep the neighborhood informed on important information like crime trends, safety tips and other community information.

In other activities, the police department completed a new policy manual in August. Through donations and funding, the department was able to purchase new portable defibrillators and add Narcan, a life-saving drug, to emergency response kits in October. An upgrade to the interview room video system was completed in November.



Mission Statement

*The Powder Springs Police
Department exists to
Enhance the quality of life
for the citizens of
Powder Springs by
implementing integrity
based,
progressive policing.*



Event Support

A year-long list of special events including the 2nd Annual SpringsFest on the 4th, Bicycle Rodeo, two National DEA Drug-take-back days, two Pick-It-Up Powder Springs days, National Night Out, Trunk-or-Treat, and a growing number of 5K runs were directly supported by the police department. Along with these, our officers participated in the Law Enforcement Torch Run, Dragon Boat Races, and Cobb EMC Steakout, and honored the service of present and past officers at the National Day of Prayer and Law Enforcement Memorial Service in May.

Smarter Processes Promote Growth

Innovative changes in permitting processes have created new energy in Powder Springs. In 2017, DAPS and our city development team launched a One-Stop Meeting so developers can efficiently complete city and county plan reviews. The state also agreed to allow Powder Springs to review erosion and sediment control plans, which saved developers 40 project days compared to the former process.



As a result of smarter processes, the surge in land development inspections and building permits continued in 2018, with 192 building permits issued for single family residences. The 8% increase in housing permits reflects new investment of approximately \$36 million in Powder Springs. Rezoning applications for commercial development were received from Paradise Car Wash, Shamrock, Sweetwater Townhouses and Springbrooke Unit 3. Land development and building permits were issued to Little Caesars and Extra Space Self-Storage.

During 2018, the city's Community and Economic Development teams continued concierge services to help new businesses get started. The Business Liaison Team coached two incubator businesses -Alliance Enterprises and Creative Tourism Solutions- to help get their operations up and running. Based on its success, this innovative service model will be adopted by Cobb County.

Proposals for building a hotel and climate-controlled storage facility on land next to Home Depot on Richard Sailors Parkway moved through zoning, permitting and City Council reviews. Construction has begun on the self-storage facility, with an estimated investment of \$6 million.



Build It, and They Will Come!

The Marietta Street Café and Grill opened in the former Tea Room spaces in December 2018. Owners Todd Kline and Susan Saar designed the restaurant with an historic ambience and offer casual dining and musical entertainment -- to the delight of patrons. Their goal is to become an established local eatery ahead of the new park opening. A microbrewery restaurant is also expected to open in 2019 -- bringing more dining venues to our downtown.



2019 Special Events

| | |
|------------------------------------|------------|
| Bring One for the Chipper | Jan. 5 |
| Bridal Expo | Feb. 24 |
| Spring Chicken 5K Run/Festival | Apr. 13 |
| Pick It Up Powder Springs (Spring) | Apr. 27 |
| National Day of Prayer | May 2 |
| Memorial Day | May 27 |
| Summer Camp 1 | June 17-21 |
| Summer Camp 2 | June 24-28 |
| Fourth of July | July 4 |
| National Night Out | Oct. 1 |
| Spooktacular Run | Oct. 12 |
| Fall Festival | Oct. 25 |
| Pick It Up Powder Springs (Fall) | Oct. 26 |
| Veteran's Day | Nov. 11 |
| Holiday Parade & Tree Lighting | Dec. 6 |
| Reindeer 5K Fun Run | Dec. 7 |

Powder Springs Corridor Study Promotes Connectivity

A significant project on the 2018 agenda, the City of Powder Springs partnered with the Atlanta Regional Commission, the Georgia Conservancy, and Georgia Tech's School of City and Regional Planning to conduct a study of the growth potential of Powder Springs.

"Georgia Tech and its School of City and Regional Planning are outstanding resources that provide municipal planning and technical analysis by post-graduate specialists in engineering, economics, finance, marketing, and administration. Having our project selected this year was an honor and we value the expertise and recommendations in this study," said Mayor Al Thurman.

"We also appreciate the support of the Atlanta Regional Commission and the Georgia Conservancy. A study like this can be the basis of a "master plan" to guide city growth over five, ten or even twenty years. It enables us to focus on the big picture and to integrate initiatives into cohesive long-term results," the mayor said.

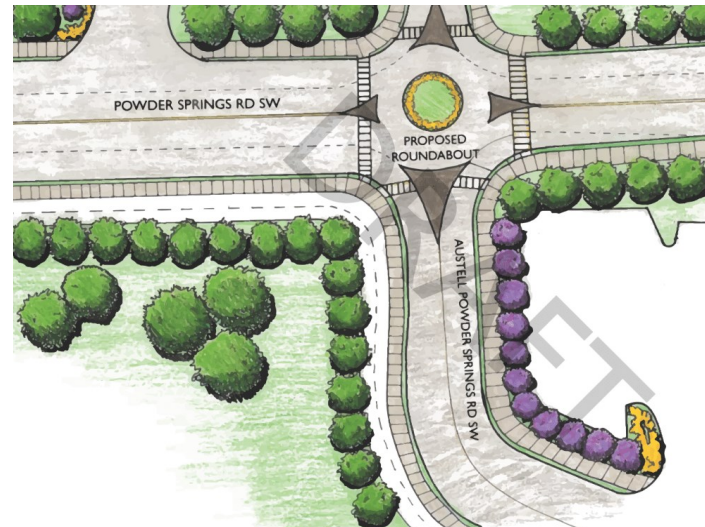
Work on the study began in August, with a kick-off hosted by the city's Community and Economic Development teams.

Community input was gathered at several city council and town hall meetings. Research included interviews with local leaders, site visits, traffic counts, and other essential data gathering. In November, the study was presented to Mayor Thurman, City Council, city administrators, and about 80 residents at a Town Hall meeting by Professor of Practice Michael A. Dobbins and specialists Clare Healy, Darian Agnew and Eric Scott.

According to the study team, Powder Springs has the premier downtown access to the Silver Comet Trail across metro Atlanta. In the 1900s, two main roadways provided access to the center of Powder Springs. But today, the Silver Comet trail is emerging as a third contender, with untapped potential to become Powder Springs' new main street. "Powder Springs benefits more than other cities by its proximity to the Silver Comet Trail," said Professor Dobbins. The study team identified connectivity as a key driver of city growth and highlighted ways to connect our neighborhoods with the Silver Comet Trail and our historic downtown, two assets unique to defining Powder Springs. Their suggestions center on four main concepts:



"According to the study team, Powder Springs has the premier downtown access to the Silver Comet Trail across metro Atlanta."



(Corridor Study cont.)

1. **Two established corridors** offer opportunity for growth through modified land use, economic renewal, and new development if links to the city's downtown and the Silver Comet Trail are improved.
2. Develop a **network of public pathways**, connected to neighborhoods, schools, and trails, to make citywide walking and cycling inviting ways to get around town.
3. Transform five main entry points into **gateways** to effectively support land use and strengthen city identity for pedestrians, cyclists, and motorists.
4. Align and incentivize redevelopment opportunities with market conditions for best outcomes and sustainable growth.

"Powder Springs' planning to date has largely focused on downtown common areas. The study team looked at existing conditions along Powder Springs Road and Austell-Powder Springs Road, and found ways to upgrade these corridors in step with current investments," said City Manager Pam Conner.

An initial task in the corridor review was to analyze local market conditions and land use. Next, a review of zoning, travel patterns, and streetscapes determined how well existing conditions match those of successful corridors elsewhere.

Retail follows rooftops so retailers want to locate where the market for their products is growing. In spite of a slowdown during the great recession, Powder Springs has doubled in size in less than 30 years – growing from about 7,000 people in 1990 to 14,334 in 2018. The study

showed Powder Springs added new households at an estimated rate of 1.5% per year since 2010. This growth rate is slower than either the East-West Connector (1.8%) or Hiram (3.8%).

Retailers also want accessible locations, highly visible to potential customers. In terms of accessibility and visibility, two nodes in particular show promise for retail land use while a third area supports additional residential growth:

1. **Sailors Parkway:** The best location in the city for new retail development offers more greenfield sites, which are attractive to big box and national retailers.
2. **Powder Springs Road at Sailors Parkway:** With good visibility to local traffic; this smaller node is suited for local businesses like restaurants. This area offers valuable connection to the Silver Comet Trail, downtown, and future residential growth.
3. **Austell-Powder Springs Road:** Due to low traffic volume and visibility, this corridor is best suited for new residential development, valued for its close proximity to downtown amenities and the Silver Comet Trail.

"Going forward, further review of the study by the Mayor, City Council, DAPS, DDA and planning groups is needed to digest the vast amount of information it contains," said City Manager Pam Conner. "We will put all of the findings and proposals to good use for a long time. Data will be shared with our boards, commissions, departments and with residents to facilitate future plans for growth and redevelopment," Conner said.

