



INTRODUCTION

The City of Powder Springs Downtown Urban Redevelopment Plan (the “Plan”) shall constitute an Urban Redevelopment Plan of the City of Powder Springs, Georgia (“Powder Springs” or “City”) within the meaning of the “Urban Redevelopment Law,” Title 36, Chapter 61 of the Official Code of Georgia Annotated, as amended. This Plan meets the requirements of O.C.G.A § 36-61- 2(24). This Plan conforms to the general plan for the physical development of the City as a whole (giving due regard to the environs and metropolitan surroundings). This Plan describes the City’s strategies for potential land acquisitions, demolitions, redevelopments, improvements, and rehabilitations as may be proposed in the hereinafter described urban redevelopment area. This Plan furthers definite local objectives respecting appropriate land uses, improved traffic, the creation or expansion of recreational and community facilities, and other public improvements in the urban redevelopment area.

DESIGNATION OF URBAN REDEVELOPMENT AREA

The Mayor and City Council of the City did by resolution adopted on October 19, 2020, determine that certain property located in the City, which is described in Exhibit A attached hereto, contains “pockets of blight,” within the meaning of Section 36-61-2(15) of the Official Code of Georgia Annotated, and did designate such area as appropriate for urban redevelopment projects. The property described in Exhibit A attached hereto is the “Urban Redevelopment Area” for purposes of this Plan.

COMPREHENSIVE PLAN

This Plan furthers the City’s Comprehensive Plan, as adopted in 2017 following public involvement throughout the months preceding adoption (see sample public involvement photos below). The Comprehensive Plan lists the following goals for the community: 1. Create and implement a plan to revitalize and reactivate downtown and bring in needed activity to the area; 2. Redevelop older, underutilized strip shopping centers; 3. Develop quality, diverse housing that can attract a wide range of people and lifestyles; 4. Attract users of the Silver Comet Trail to Powder Springs via improved signage, wayfinding, connectivity and facilities; 5. Attract new residents, businesses, and development through communications, marketing and branding. Several priority projects were recommended and approved to jump start the above goals, including a Silver Comet Trail spur and trailhead, Town Green expansion and Recruitment of a catalytic business to help with the revitalization of the town core. This Plan will assist in pursuing redevelopment projects and partnerships that will support all of the above goals and will conserve and rehabilitate the urban redevelopment area.

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OTHER PLANNING DOCUMENTS

The City has completed other plans that are helpful in providing context for the redevelopment of the City's downtown.

- Downtown Livable Centers Initiative Plan – Adopted in 2002 and updated in 2016, these plans were partially funded by the Atlanta Regional Commission with key recommendations to focus mixed use development around the downtown, encourage residential development, improve street sections, enhance the trail and bike network, expand the downtown grid and connectivity and create destinations for cyclists to the center square. The plans included recommendations to link transportation planning and land use decisions to create a more walkable and urban center (see public involvement photos below).

LCI public involvement photos



- Community Enhancement Master Plan - Adopted in 1996, this plan focused on downtown and its linkages to the community and recommended projects and initiatives to bring a renewed focus to the downtown as the ‘physical and symbolic heart of the community’.

REDEVELOPMENT OF THE URBAN REDEVELOPMENT AREA

This area consists of vacant and underdeveloped properties in the historic downtown core. The area also includes City Hall, Community Development and Municipal Court as well as Thurman Springs Park, Powder Springs Park and connections to the regional Silver Comet Trail. The historic core is directly connected with a realigned and improved Lewis Road and railroad overpass opened in 2010 to facilitate economic development opportunities and transportation movements between US278 and downtown Powder Springs. Several office and commercial uses exist within the historic commercial core, including vacant or underutilized parcels within the central business district. The area also includes a duplex site, an industrial site, and properties encumbered by floodplain, wetlands and electric and gas easements. Redevelopment opportunities exist for the older rental housing stock that exists in the downtown and the City has partnered with the Downtown Development Authority (the “DDA”) to assemble properties to enable the partnership to promote development and induce private investment.

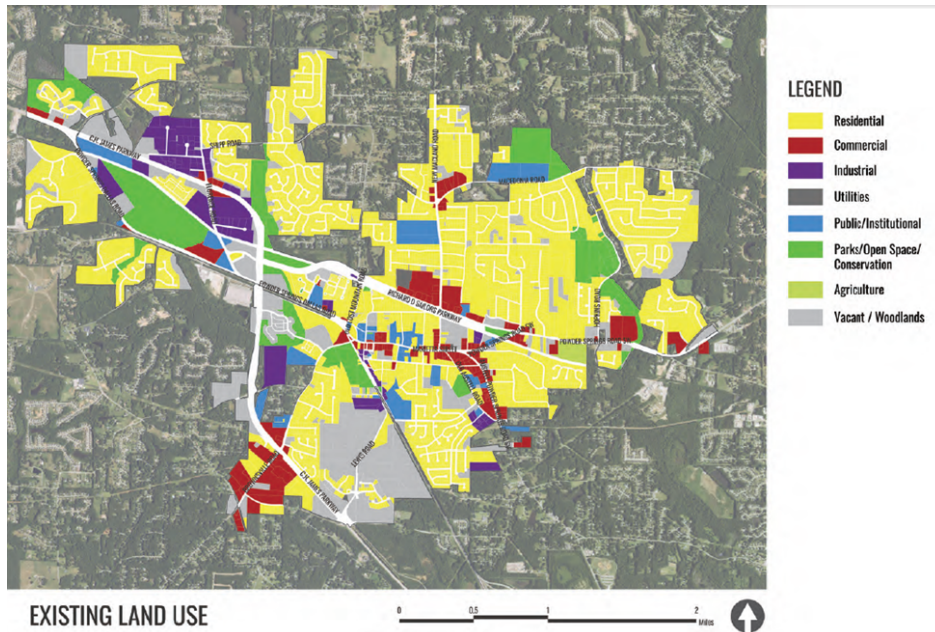
Despite the development of Sailors Parkway, traffic volume remains on Marietta Street, with most of it commuter traffic. A long-term goal of the City has been to encourage traffic whose destination is downtown and to discourage those who view Marietta Street as a short cut. Thus, creation of public parking in locations within easy walking distance of the historic commercial core would help remove some local traffic from Marietta Street and could reduce access points on the main thoroughfare. Local traffic familiar with these parking areas could access them via local streets and help remove traffic from Marietta Street.

The area does not include the full extent of Marietta Street with its ‘stately old homes that personifies that hometown feeling’ that the City desires to preserve and enhance.

This plan would enable the City and the DDA to encourage and partner with the private sector to develop diverse housing products within the core area and infill development or redevelopment under a development agreement that would establish desired uses and development standards. By assembling and owning property, the City and DDA could ensure that major investments reflect the historic context of the downtown and facilitate a pedestrian sense of place, including new or renovated public buildings and parking improvements.

NEGATIVE CONDITIONS WITHIN THE URBAN REDEVELOPMENT AREA

The urban redevelopment area has economic potential, however it has been determined to have pockets of blight – in other words, the area contains underutilized commercial land and structures; obsolescent buildings or facilities; inefficient street layout; and fragmented, inappropriate or commercially nonviable lot layout. (see existing land use map below).



LAND USE OBJECTIVES

- **Types of Land Uses** - land uses in the urban redevelopment area will be a mixture of commercial, residential, and mixed-use. The existing allowable land uses in the urban redevelopment area are diverse enough to permit a wide range of commercial and residential uses.
- **Building Requirements** – the City will utilize the existing building requirements and life-safety regulations in the Unified Development Code (UDC) as well as the Overlay requirements for the urban historic core to preserve and enhance the historic character of the downtown.
- **Zoning Changes** - existing zoning classifications should be appropriate to drive redevelopment. If zoning changes are proposed to individual parcels, those changes will conform to O.C.G.A. Title 36 Chapter 66, known as “The Zoning Procedures Law.”
- **Development Densities** – there are no changes to existing development densities currently allowed in the UDC proposed in this Plan.
- **Description of Parcels to be Acquired** (see parcel assemblages and ownership maps below) - The DDA is under contract to acquire parcels on Murray Avenue and Marietta Street and has acquired parcels on Jackson Way, Hotel Avenue and Murray Avenue. The DDA has extended offers to acquire property on Oakview Drive and has considered properties on Hotel Avenue and Broad Street. The City and DDA do not anticipate acquiring any additional property at this time. In the future, the City or its designee may act to acquire one or more properties at which time this Plan will be amended.

PLAN IMPACTS

- **Historic Preservation Considerations.** The City values its local history and heritage, and this Plan seeks to preserve as many historic structures as possible. No historic properties will be impacted by this Plan and new construction or renovation would be governed by the historic preservation guidelines of a recently approved urban core overlay.
- **Strategy for Relocating Displaced Residents.** The City has determined that the development of a relocation strategy is not necessary at this time. In the event displacement of residents becomes necessary at a later date, this Plan will be amended to incorporate a plan for relocating displaced residents in accordance with all local and state statutory requirements.
- **Strategies for Access to Affordable Housing.** Revitalization efforts in the urban redevelopment area will focus on promoting mixed-use development and redevelopment. The residential component of this development should promote a variety of housing types.
- **Covenants and Restrictions to be Placed on Properties.** The City and DDA plan to negotiate a development agreement that identifies the permitted uses, design guidelines, demolition and development standards that achieve consistency with the recommendations of the Livable Centers Initiative Plan. Should circumstances arise where making use of additional covenants and restrictions are necessary, this Plan will be amended.
- **Strategy for Leveraging Private Resources for Redevelopment** The purpose of this Plan is to encourage private redevelopment to the greatest extent possible. Implementation of this Plan will focus on master planning efforts and funding mechanisms for necessary public infrastructure to attract increased private development.
- **Public Infrastructure to be Provided.** The City will work to provide the public infrastructure necessary to promote private redevelopment in these areas, including provision of a municipal complex. The City's Capital Improvement Plan (CIP) will be a guide for transportation enhancements, lighting, streetscapes, public recreational space, and public parking in the urban redevelopment area.

URBAN REDEVELOPMENT PROJECT SPECIFICS

The City will partner with the DDA to further refine the 2016 LCI plan as a master land plan for the acquired properties in the urban redevelopment area. The goal is to stimulate more real estate activity in the downtown in order to attract more private development and businesses, in order to conserve and rehabilitate the urban redevelopment area. This refined master plan will evaluate the property and market in order to provide the City/DDA with guidance on the properties' highest and best use, and to offer insight regarding achievable value of the various assemblages. Work will include a computer rendered concept, with related land use summaries, outlining the strategy for future growth and will include feedback from public input relating to uses and aesthetics.

The specifics of this Plan include renovation of a city-owned building to house several City departments. The City Hall and Community Development functions are proposed to be moved to a renovated or new building at the municipal court, which would be adapted for expanded public uses provided by City Hall, Community Development and Municipal Court. The current City Hall and Community development would then be relinquished and assembled with nearby properties and sold to a private developer to

develop a mix of residential and commercial uses, which may include adaptive reuse and/or demolition of existing structures and construction of new. Parking improvements would exist adjacent to the new municipal complex. If acquired, the property along Oakview could be assembled with the DDA-owned property to the rear that fronts Jackson Way to be sold to one or more private developers to develop a mix of residential and commercial uses. Property south of Marietta Street on Hotel Avenue and Murray Avenue could be sold for private development of residential and commercial uses and connection to Broad Street that would provide public space for placemaking and outdoor events. These redevelopment projects could contribute to a new street-grid system and provide access to Lewis Road and directly to Marietta Street. See map below of the potential commercial core opportunities within the Redevelopment Area depicted on the final page of this Plan.

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