

## Request for Proposals (RFP)

### For Redevelopment of DDA-Owned Properties

### Downtown Development Authority | City of Powder Springs, Georgia

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#### 1. Overview and Invitation

Located just 20 miles west of downtown Atlanta, **Powder Springs, Georgia** is a dynamic and fast-growing community that blends small-town charm with big opportunity. With a population of over **18,000 residents**, Powder Springs is known for its welcoming atmosphere, strong sense of community, and strategic access to major transportation corridors including U.S. 278 and Interstate 20.

Over the past few years, the city has invested heavily in its **downtown district**, including the construction of a new **City Hall, a parking deck, downtown park and amphitheater**, and an expanded trail network that connects directly to the renowned **Silver Comet Trail**. These enhancements have sparked renewed energy and foot traffic, setting the stage for future private-sector investment. We have a new brewery, seafood restaurant, and coffee shop along with other retail options in our growing downtown.

Powder Springs offers an attractive environment for businesses and developers seeking to tap into a growing, family-oriented market while benefiting from proximity to the broader Metro Atlanta economy.

The Downtown Development Authority of Powder Springs invites qualified development teams to submit proposals for the purchase and redevelopment of multiple DDA-owned land parcels (outlined in red in **Exhibit A**) located in the heart of Downtown Powder Springs, Georgia. The selected development partner(s) will have the opportunity to deliver transformative projects that further enhance the vibrancy, livability, and economic strength of our city center.

The DDA seeks proposals that reflect high-quality urban design, embrace placemaking, and support active, pedestrian-oriented uses. The available properties include parcels along **Jackson Way Extension, Marietta Street, and Murray Avenue**—each offering unique opportunities for mixed-use development, retail, dining, housing, and public-private partnerships.

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#### 2. Site Descriptions

##### Parcel Group 1: Marietta Street / Murray Avenue Cluster

- **Parcel IDs:** 19087500320, 19087500340, 19087500350
- **General Location:** Murray Avenue and Marietta Street
- **Acreage:** Approximately 1.04 acres
- **Zoning:** *Central Business District*
- **Current Structures:** All three parcels are currently being used for parking for events and the local businesses. They are located across from the city's award-winning new apartment development, Springside.

#### **Parcel Group 2: Marietta Street / Jackson Way Extension**

- **Parcel IDs:** 19087500140, 19087500130
- **General Location:** Jackson Way Extension and Marietta Street
- **Acreage:** Approximately .95 acres
- **Zoning:** *Central Business District*
- **Current Structures:** Parcel 19087500140 is a 2,061 square foot building that was built in 1910 on the corner of Marietta Street and Oakview Drive. Former bookstore and nail salon; currently used as temporary city administration office. Parcel 19087500130 is currently a .74-acre temporary parking lot.

These properties are in an emerging commercial corridor adjacent to new residential development, civic buildings, and the downtown amphitheater.

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### **3. Development Objectives**

The Downtown Development Authority seeks proposals that achieve one or more of the following goals:

- Enhance downtown vibrancy through active ground-floor uses
- Support downtown housing, dining, boutique retail, or entertainment
- Encourage walkability, public interaction, and placemaking
- Complement adjacent public investments and infrastructure
- Present a financially feasible, design-forward development

**Preferred development features include:**

- Mixed-use developments with housing, retail, or services
  - Activation of Murray Avenue and Marietta Street with pedestrian-friendly design
  - Public amenities or streetscape enhancements aligned with the LCI Plan and the Downtown Plan by TSW
  - Shared downtown parking plan
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#### **4. Proposal Requirements**

Each proposal must include the following components:

##### **A. Development Concept and Vision**

- Proposed uses and conceptual site plan(s)
- Renderings or precedent imagery
- Narrative explaining compatibility with Downtown Powder Springs and surrounding area

##### **B. Experience and Qualifications**

- Developer team background and key personnel
- A history of past projects, especially in infill or downtown redevelopment in cities of similar sizes

##### **C. Financial Proposal**

- Purchase offer or lease structure for identified parcels
- Development cost summary and financing strategy
- Statement of financial capability, including strong credit history and demonstrated ability to finance the proposed development on commercially reasonable terms from equity or debt from bona fide financial institutions

##### **D. Implementation Plan**

- Project timeline and phasing plan
- Due diligence, permitting, construction, and expected completion

##### **E. Community Impact and Partnerships**

- Local hiring or small business / entrepreneurial opportunities
- Integration with existing businesses or civic uses
- Public realm or placemaking enhancements

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## 5. Evaluation Criteria

Proposals will be evaluated according to the following weighted criteria:

Criteria	Weight
Alignment with City Vision & Plans	25%
Development Team Experience	25%
Financial Offer & Project Feasibility	25%
Community and Economic Impact	15%
Project Readiness & Timeline	10%

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## 6. Submission Instructions

### Proposal Deadline:

June 28, 2025, by 4:00 PM EST

### Submit Proposals To:

Marsellas Williams  
Economic Development Director  
City of Powder Springs  
mwilliams@cityofpowdersprings.org  
770-943-1666 ext. 356

### Pre-Submission Questions:

All questions must be submitted in writing by June 14, 2025, at 4:00 PM EST to  
mwilliams@cityofpowdersprings.org.

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## 7. Terms and Conditions

- The Downtown Development Authority reserves the right to reject any or all proposals.
  - Final selection is subject to negotiation and approval by the Downtown Development Authority.
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## Attachments

- **Exhibit A:** Site Map of Available Properties (outlined in red)
- **Exhibit B:** Downtown Master Plan Renderings from TSW (excerpt)
- **Exhibit C:** Aerial Images of the downtown

19087500300

JACKSON WAY

3849

19087500130

3855

4485 19087500240

SOUTH TOWN SQ

4456 4448

OAKVIEW DR

4426

4416 4406

MARIETTA ST

87500310

3889

4491

4477

3892

4469

3886

BROAD ST

4455

LEWIS RD

4425

4405

19087500460

4421

3902

19090200090

MURRAY AVE

HOTEL AVE

3915 19090200580

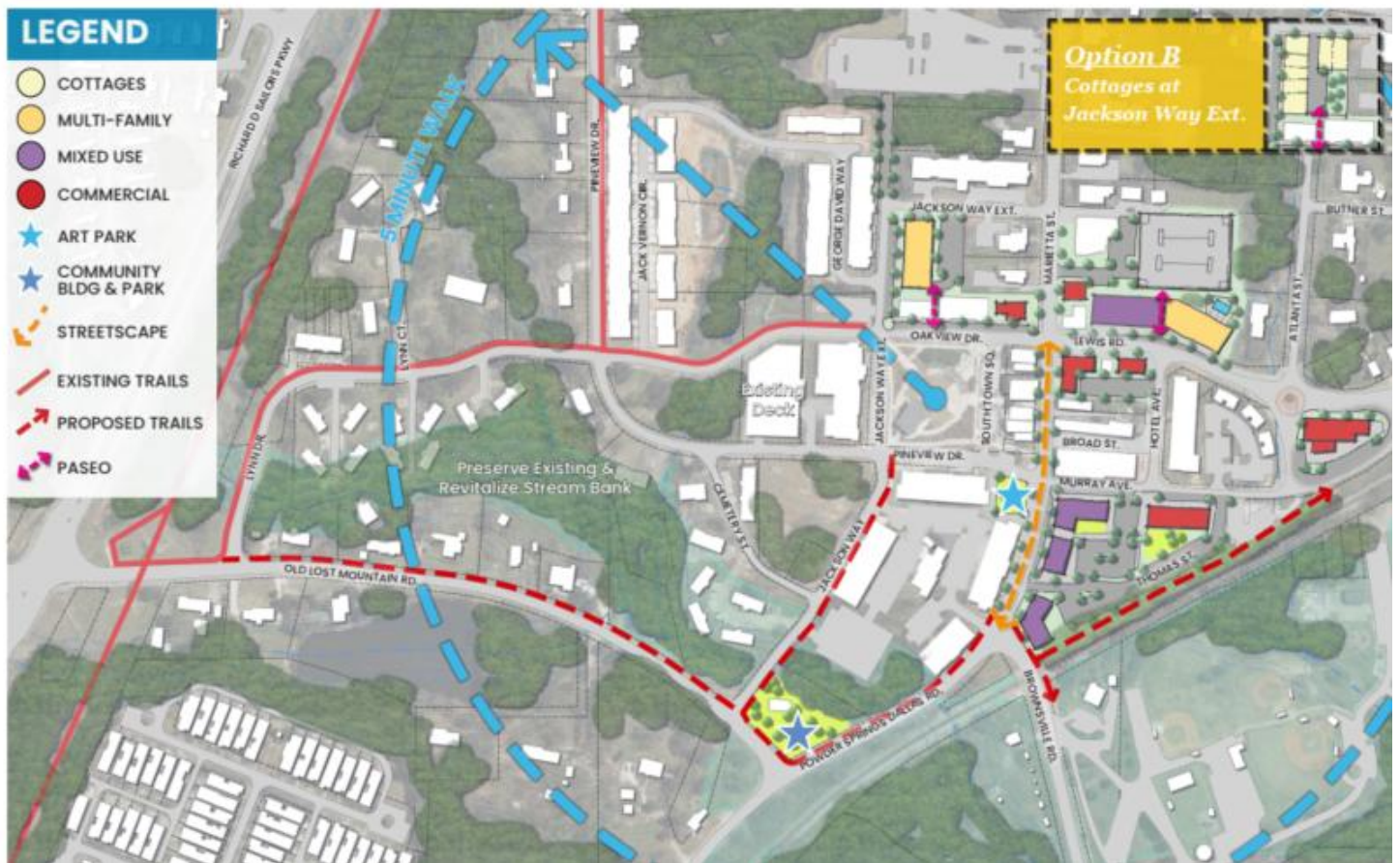
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**Exhibit B:** See renderings and map from the TSW Downtown Plan













**Exhibit C: Aerial Images of the Downtown**

