Land Use Planning in Central Business Districts

Creating a long-term, resilient, economic asset for a community.
Why plan in your central business district?
Why?

- Historic Center
- Built Environment
- Major Industry
- Quality of Life
Why?

Because . . .

The reflection on the investment climate of a city may be the single greatest consideration in downtown development and it needs to give the impression that it a good place to leave investment dollars.
Land Use Planning Elements

- Understanding your community
- Creating an attractive, walkable space
- Diversifying economic uses
- Planning for equity
- Improving government regulations and processes
- Financing projects
- Establishing on-going place management
Land Use Planning for OUR central business district.

Inspired by the past. Invigorated by the present. Innovative about the future.

“The town center will remain the symbolic and economic heart of Powder Springs. The town center will increasingly become an active and dynamic mixed-use center offering multiple live, work and play options. It will provide an increased variety of housing options within the town center while also expanding the variety of retail, commercial and employment choices in and around that core.”
Land use planning while protecting small town charm

Goals
- Mixed use development - add to attract businesses, while retaining historic, quaint character
- Trail system - connect key destinations to the Silver Comet Trail
- Town Square makeover - redevelop town center area to function as a town square with business frontage, programming, events
- Branding and Marketing - create image of PS as a quaint town

Assets
- Small town character
- Silver Comet Trail
- Underdeveloped or underutilized public properties
- DDA-owned properties
- Easy access to airport, the Battery, Atlanta, etc.
- McEachern
What is underway in the CBD?

- Town center park under construction
- Catalytic businesses like Railcat Brewing, Broad Street Market, Rooted Trading Co. etc.
- Open container ordinance
- Branding guidelines with new logo completed
- Update signage
- Marketing campaign and expanded social media footprint
- Acquisition of properties
- Completion of Park Place townhomes
A closer look
Existing businesses in CBD
Maximizing & Leveraging our Assets
Attracting and keeping people in central business district
Creating Destinations
Events
Short term uses
Walkable, safe spaces

“I WOULD LOVE TO HAVE A VIBRANT CITY CENTER THAT IS VERY WALKABLE AND LIVABLE. I LOVE THE COVERED OUTDOOR WORKOUT FACILITY AT LINEAR PARK AND THE KIDS PLAY SPACES THERE. I SEE PEOPLE WHO HAVE BEEN USING THE SILVER COMET TRAIL STOPPING TO USE THE FACILITY. I HAVE YET TO SEE THE CONCESSION STAND OPEN.” // Survey Respondent
Multiple connections to trail
Making it easy to get to here
Keeping People in CBD

Missing element - Daytime and Nighttime Population

“Business recruitment usually occurs later in the process after a critical mass of urban entertainment and housing has been established.” “Retail follows Rooftops”
Leakage of retail opportunity.
Highest leakage value industries within 1-mile radius (encompassing CBD)

- Motor Vehicle & Parts Dealers - 71.3
  - Automobile Dealers - 100.0
  - Other Motor Vehicle Dealers - 100.0
- Furniture & Home Furnishings Stores - 50.7
  - Furniture Stores - 23.8
  - Home Furnishings Stores - 100.0
- Electronics & Appliance Stores - 100.0
- Specialty Food Stores - 100.0
- Beer, Wine & Liquor Stores - 100.0
- Clothing & Clothing Accessories Stores - 82.0
  - Clothing Stores - 74.1
  - Shoe Stores - 100.0
  - Jewelry, Luggage & Leather Goods Stores - 100.0
  - Sporting Goods/Hobby/Musical Instrument Stores - 100.0
  - Book, Periodical & Music Stores - 33.0
  - General Merchandise Stores - 50.7
  - Department Stores Excluding Leased Depts. - 100.0
- Nonstore Retailers - 100.0
  - Electronic Shopping & Mail-Order Houses - 100.0
  - Vending Machine Operators - 100.0
  - Direct Selling Establishments - 100.0
- Drinking Places - Alcoholic Beverages - 100.0
Mixed Uses around the park

**BUILDING SUMMARIES**

Building A:
1 story, 13,650 SF

Building B:
3 stories, 136,275 SF, ground floor retail/restaurant, apartments above

Building C:
1 story, 3,000 SF

Building D:
1 story, 2,400 SF

Building E:
1 story, 2,400 SF

**LAND USE & PARKING**

Total Retail: 23,125 SF * (1 space/275 SF)
Parking spaces: 84 spaces

Total Restaurant: 15,000 SF * (1 space/125 SF)
Parking spaces: 120 spaces

Civic: 13,650 SF * (1 space/300 SF)
Parking spaces: 37

Residential: 80 units * (1.5 spaces/unit + 0.1 space/unit)
Parking spaces: 128

Total Required Parking: 378 spaces
*uses City’s minimum parking requirements

**LEGEND**
- Red: Commercial
- Light Blue: Civic
- Light Blue: Mixed Use (retail + office)
- Yellow: Residential
- Purple: Central Business District
Adaptive reuses around park
Senior residential apartments or cottages in CBD near trail
Townhomes in CBD with commercial frontage on Marietta Street
Design Guidelines

Tools that provide both standards AND flexibility:

- Overlay
- CBD zoning
- Comprehensive Plan
- Livable Centers Initiative (LCI) plan

"PLEASE ENCOURAGE NEW BUILDINGS TO BE BUILT IN A STYLE SIMILAR TO THE HISTORIC STRUCTURES IN PLACE. MORE LOCAL BUSINESS AND LESS BIG BOX! MORE OUTDOOR GATHERING SPACES AND SHOPPING AREAS WOULD BE GREAT. CAFES WITH OUTDOOR SEATING, BREW PUBS WITH BEER GARDENS ETC WOULD BRING A LOT OF MUCH NEEDED AMBIANCE..." // Survey Respondent
The Event Station

Before

After
The Suite

Before

After
4456 Marietta Street

Before

After

rooted trading co. marietta street elevation
4462 Marietta Street

Before

After (under design)
Vision
Powder Springs, a city inspired by the past, invigorated by the present and innovative about the future.

Mission
The City of Powder Springs government, its residents, and businesses working together to promote a safe, economically secure and stimulating city where people want to visit and call home.