

SWOT ANALYSIS RESULTS – PLANNING WORKSHOP #1

(Numbers in parentheses indicate number of times a strength, weakness, opportunity, or threat was mentioned throughout the workshop)

STRENGTHS:

- Undeveloped, buildable land (4)
- GRTA park and ride (3)
- Location: close to airport, interstate, and a direct shot to metro Atlanta attractions (2)
- Silver Comet Trail (2)
- Flex bus (2)
- Strong single family housing inventory (2)
- Existing parks infrastructure and availability of green space (2)
- Park system, greenspace
- Land values are increasing
- Medium sized city
- Great trails and pedestrian access
- Decent arterials through the city
- Sidewalk inventory
- Rail system
- Strong and committed DDA and DPAS boards
- Railyard in Austell
- Reasonably priced housing
- Strong staff skill set
- Beautiful area, attractive, appealing
- Highly educated population
- Linear Park
- Senior services
- Medical facilities close by
- Low crime rate
- Museum
- Places of worship

WEAKNESSES:

- Lack of curb cuts (4), especially along Highway 278/CH James Parkway
- Lack of quality, diverse housing (3)
- Density is too low (2)
- Can't attract new residents or daytime population due to downtown inactivity (2)
- No main bus line (2)
- Not enough retail in the city, little opportunities for shopping (2)

- Scattered consistency in zoning
- City does not own enough property to leverage future development plans
- Available land is not contiguous
- Not developable
- Developers blocked due to residents
- Need more restaurants
- Underutilization of Powder Springs Park
- Public transit
- Some areas have a 25mph speed limit
- Lack of awareness of the flex bus
- Lack of major arterials
- The sidewalk that runs along Powder Springs Dallas Rd from the post office towards CH James Pkwy stops under the bridge.
- Morning traffic going towards Marietta St on Powder Springs Rd is always bad
- Overly stringent development process
- Vacant buildings—little or no upkeep
- Property owners seem to lack interest or motivation in fixing up their buildings
- Fear of spending money
- Parking
- School system: test scores are down.

OPPORTUNITIES:

- LCI Study (2)
- Transportation hub corridor study (2)
- Marketing and increasing efforts to recruit future residents, developers, and businesses (2)
- Identify ways to increase the tax base (2)
- Inventory of vacant buildings ripe for redevelopment (2)
- Zoning expanding (more business friendly)
- Updating our comprehensive plan
- More parks
- Targeting job creation opportunities through plan
- Development at Lynn Wilson property
- Promote Silver Comet Trail to bring people into the City
- More public transportation
- Braves development and shuttle buses
- Expand Cobb Linc into Powder Springs
- Annexation program
- Increase density inside city or as close to downtown as possible

THREATS:

- Complacent mindset of residents, resistance to change (3)
- Propensity of erosion and flooding (2)
- Poor planning and zoning
- Resistant land owners
- Inconvenience of underwater springs (at times)
- Property owners are not motivated to fix up their buildings
- Deterrent to jobs, people want to stay away
- Impact on traffic if overdeveloped
- Lack of funding
- Infrastructure does not keep pace with development
- Uncertainty regarding future economy
- Fear of having diverse housing types based on negative views of surrounding areas.
- Poor infrastructure
- Businesses will not come without the density to support them
- Loss of the small town feel
- Buildings in poor condition
- Little to no money in the budge to contribute to redevelopment
- Aging population