

Vision

The Powers Ferry area is a vibrant community of residents and businesses containing a distinct blend of uses and scales connected using a human scaled transportation network all of which is established in a way that respects the natural environment.

Land Use

Goal: The Powers Ferry area is a vibrant community with a distinct blend of uses and scales which include public gathering areas, diverse housing choices and economically efficient buildings at the human scale.

Policy #1: Develop a unique and vibrant mixed-use pedestrian friendly village that incorporates community-serving uses, outdoor plazas and civic art with new residential and job producing uses.

Policy #2: Improve the overall quality of housing to ensure new developments and residential redevelopments meet high quality standards.

Policy #3: Stimulate a variety of sustainable housing choices that includes home ownership to meet the diverse and evolving needs of families and individuals in the Powers Ferry community.

Policy #4: Revise zoning ordinance and building codes to assist redevelopment efforts within underutilized commercial centers

Policy #5: Establish energy-efficient, healthier and environmentally sustainable building codes in the Powers Ferry community.

Transportation

Goal: The Transportation network within the Powers Ferry community is an inviting safe and convenient system of roadways and multi-use paths that advances the quality of life by providing mobility options, streetscaping and minimizes the impact on through-traffic

Policy #1: Promote connectivity of the road network by creating a smaller grid network of streets.

Policy #2: Utilize unique access management design that allows inter-parcel connectivity and on street parking for retailers while allowing minimal obstruction to through traffic along arterial roadways in the village center

Policy #3: Improve mobility by increasing transportation opportunities such as sidewalks, multi-use trails, and bike lanes

Policy #4: Improve parking facilities to ensure compatibility with urban character

Policy #5: Ensure planned bicycle and pedestrian networks are safe and connects to Brumby Elementary

Policy #6: Encourage developers to incorporate designs which promote pedestrian and bicycle activities

Economic Development

Goal: Businesses within the Powers Ferry area cultivate a balanced economy that capitalizes on the diverse population of the community

Policy #1: Encourage programs that attract and retain businesses within the Powers Ferry area

Policy #2: Increase the marketability of the Powers Ferry community by taking advantage of existing and future Business Associations, the Cobb Chamber of Commerce and the Cumberland CID.

Policy #3: Explore funding programs to assist retailers to market/promote their businesses

Policy #4: Stimulate a vibrant, sustainable and diverse economy with opportunities for employment and entrepreneurship.

Policy #5: Encourage specialty and diverse retail shops to attract shoppers to the area.

Open Space & Natural Environment

Goal: Open space and the natural environment is an asset to the Powers Ferry community by providing health, recreation and environmental benefits.

Policy #1: Encourage landmarks or gateway features to highlight access points to the Chattahoochee National Recreation Area

Policy #2: Utilize publically owned lands as open space, access points to programmed trails or neighborhood passive recreations areas

Policy #3: Enhance the quality of life through initiatives that respect the natural environment

Community Appearance

Goal: The Powers Ferry corridor is an engaged and attractive community with a sense of place

Policy #1: Develop a unique, desirable image for the community in coordination with the residential and business community

Policy #2: Encourage high standards of aesthetics and compatible design of public and private developments

Policy #3: Endorse business associations, home owner associations or other community organizations that develop community involvement programs to further enhance the quality of life of the Powers Ferry area

Policy #4: Promote the areas valued features and built environment as a means to trademark the Powers Ferry Community

Policy #5: Improve landscaping, lighting, signage, underground utilities and building design to add value to the community