

# Cartersville Quality Growth Hands-On Workshop

December 12 - 14, 2005

## Quality Growth Team Visits Cartersville

The Quality Growth Team for Cartersville was brought together in December 2005 through collaboration with the city of Cartersville, the Georgia Department of Community Affairs (DCA), and its Quality Growth Partners, a state-wide coalition of government agencies, universities, non-profits and business groups working to provide technical assistance on "smart growth" issues to Georgia communities. The team focused their study on the intown areas of Cartersville, generally bounded by Joe Frank Harris Parkway/Highway 41 to the east, East Main Street to the south, railroad tracks to the west, and to the rail crossing on Joe Frank Harris Parkway to the north.

The multidisciplinary team was made up of specialists in city planning, real estate development, urban design, architecture, resource conservation, and housing. Team members were chosen with the area's particular concerns in mind, which were initially defined in a meeting with the local officials held weeks in advance of the actual team visit.

The team spent approximately three days in the project area. The visit began with a facilitated meeting involving a broad cross section of community representatives,

designed to give the team members a deeper understanding of development issues and needs of the project area. During the week, the team toured the project area by bus, visited area buildings, spoke with local officials, reviewed local ordinances, conducted field surveys, prepared schematic design solutions, and formulated policy recommendations. The visit culminated with a review of the team's recommendations for the local officials on Wednesday, December 14th. The team's recommendations were then passed to DCA staff for formatting into this final report.

The team would like to thank the city staff, elected officials, and citizens for making us feel so welcome in the area. The ideas and solutions proposed here is only a beginning – intended to stimulate interest in redeveloping Cartersville so that residents may enjoy living in a vibrant and beautiful area. ♦

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## What is Quality Growth?

Quality Growth, in many ways, means returning to the way we used to build our communities and neighborhoods: places where people could walk to school or the corner drugstore, pursue recreational activities at a nearby park, or just sit on the front porch and get to know their neighbors. The following Quality Community Objectives, adopted by DCA, embody the ideals that quality growth practices are intended to promote. ♦

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### INSIDE THIS ISSUE

- 1 Quality Growth Team Visits Cartersville
- 1 What is Quality Growth?
- 2 Quality Community Objectives
- 3 Does Quality Growth Matter?
- 4 Why Have a Quality Growth Team Visit?
- 4 What Resources Are Available to Implement...
- 5 Meet the Team
- 6 Overall Development Concept
- 11 Recommendations
- 24 Images



Figure 1 - The image above illustrates quality growth best practices.

# Quality Community Objectives

**Regional Identity Objective:** Regions should promote and preserve an “identity,” defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics.

**Growth Preparedness Objective:** Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.

**Appropriate Businesses Objective:** The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.

**Educational Opportunities Objective:** Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.

**Employment Options Objective:** A range of job types should be provided in each community to meet the diverse needs of the local workforce.

**Heritage Preservation Objective:** The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community’s character.

**Open Space Preservation Objective:** New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors.

**Environmental Protection Objective:** Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

**Regional Cooperation Objective:** Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources.

**Transportation Alternatives Objective:** Alternatives to transportation by automobile, including mass transit, bicycle routes and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.

**Regional Solutions Objective:** Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.

**Housing Opportunities Objective:** Quality housing and a range of housing size, cost, and density should be provided in each community, to make it possible for all who work in the community to also live in the community.

**Traditional Neighborhood Objective:** Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.

**Infill Development Objective:** Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.

**Sense of Place Objective:** Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment. ♦

# Does Quality Growth Matter?

Quality growth can yield a number of benefits for your community:

Residents will enjoy an improved quality of life, more affordable housing, cleaner water and air, more walkable neighborhoods, and reduced commuting times.

Developers will experience reduced infrastructure and land costs and more predictability in the development approval process.

Your local government will benefit from reduced service delivery costs, increased tax revenues, and enhanced economic development potential.

## **Cost Savings**

Studies show that sprawling development costs government in terms of provision of public services like water and sewer, emergency services and transportation. Research by the Real Estate Research Corp. shows that compact growth can be as much as 70 percent cheaper for governments than in areas with more dispersed growth patterns. Comparing the costs for governments in 10 counties, the University of Kentucky found that police, fire, and school services cost less in those counties where growth was concentrated and highest in those with scattered growth. In South Carolina, a study concluded that planned development could save 12 percent in infrastructure costs that would be spent providing the same infrastructure under sprawling growth projections. The development community saves costs as well through reduced per-unit costs for power and telephone lines, small streets, and more efficient service delivery.

## **Protecting the Environment**

Implementing quality growth principles like compact development, greenspace protection, better street connectivity, and greater opportunities for using alternative transportation lead to less urban runoff into streams to pollute our waters and less traffic exhaust to pollute our air. A 2000 study by the Natural Resources Defense Council (NRDC) and the Environmental Protection Agency (EPA) of three California neighborhoods suggested that the environmental benefits of quality growth are real and can be measured. A more

recent study by NRDC and EPA in Nashville corroborates this study and further suggests that the combination of better transportation accessibility and a modest increase in land-use density can produce measurable benefits even in automobile-oriented suburban communities. These studies are the first to evaluate actual neighborhoods rather than conceptual models. In the Nashville study, a more densely populated neighborhood closer to downtown Nashville out performed a suburban, lower density neighborhood in terms of land consumption, water consumption, air pollutant emissions, greenhouse gas emissions, and storm water runoff.

## **Economic Development**

The quality of life offered by quality growth development is important to residents, and contributes to economic development. Corporations are more mobile than ever, and quality of life is a big location factor for business. A case in point is Hewlett Packard's decision not to construct a second office tower in the Atlanta region because of its traffic congestion and air quality. Research also shows that perceived decline in quality of life leads to lower retention of skilled workers. Recent surveys in Austin, Texas show that the more educated residents are, the more likely they are to perceive decline, and skilled residents who do perceive decline are more likely to leave the area.

## **Public Health Benefits**

Quality growth is an emerging issue in the public health field where significant research is starting to focus on the relationship between sprawl and obesity related diseases like diabetes and heart problems. Such research is underway now at the Centers for Disease Control and at Boston University's School of Public Health and is expected to demonstrate that better development patterns improve health on community residents. Active Living by Design, a joint program of the University of North Carolina at Chapel Hill and the Robert Wood Johnson Foundation is devoted to issues of public health and the built environment, financing both research on the issue, and actual projects testing the impact of community design that fosters daily activity. ♦

## Why Have a Quality Growth Team Visit?

A Quality Growth Team Visit is an important first step toward achieving more desirable development patterns in your community. If your community is experiencing symptoms of unplanned development, a Quality Growth Team can help determine why, and what factors are under your control to change. Planning commissions, other local officials, community leaders, citizens, civic organizations, and the media can use the results of this report to guide planning and decision-making that will promote more quality growth in the community. ♦

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## What Resources Are Available to Implement Quality Growth Team Recommendations?

**Quality Growth Funding Sources** - A variety of funding sources are available to assist with the implementation of quality growth best practices on the Georgia Quality Growth Partnership (GQGP) website. The link below will take you directly to the GQGP website Financial Sources Directory.

<http://www.dca.state.ga.us/toolkit/FinancialSources.asp>

### **Quality Growth Technical Assistance and Training**

**Opportunities** - A variety of resources are available to assist with the implementation of quality growth best practices on the Georgia Quality Growth Partnership (GQGP) website. The links below will take you directly to the GQGP website Technical Assistance Directory and Training Opportunities page.

Technical Assistance -

<http://www.dca.state.ga.us/toolkit/directory.asp>

Training Opportunities -

<http://www.dca.state.ga.us/toolkit/training.asp>

**Quality Growth Toolkit** - The Quality Growth Toolkit provides advice to local governments on tools that may be used to put quality growth principles into practice at the local level. The link below will take you directly to the Georgia Quality Growth Partnership (GQGP) website Toolkit page.

<http://www.dca.state.ga.us/toolkit/toolkit.asp>

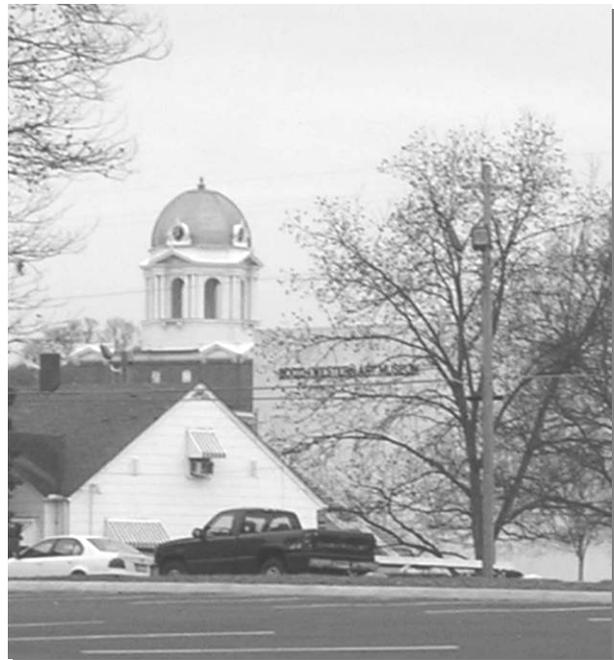
### **Other Resources**

Georgia's Urban Redevelopment Law

[http://www.legis.state.ga.us/cgi-bin/gl\\_codes\\_detail.pl?code=36-61-1](http://www.legis.state.ga.us/cgi-bin/gl_codes_detail.pl?code=36-61-1)

Georgia's Housing Source -

[http://www.dca.state.ga.us/housing/HOUSING\\_at\\_DCA.pdf](http://www.dca.state.ga.us/housing/HOUSING_at_DCA.pdf) ♦



# Meet the Team

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# Overall Development Concept

The Quality Growth Team developed six recommended character areas to identify both existing and potential character areas in the community.

**Character Area** means a specific geographic area within the community that:

- has unique or special characteristics to be preserved or enhanced (such as a downtown, a historic district, a neighborhood, or a transportation corridor);
- has potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation (such as a strip commercial corridor that could be revitalized into a more attractive village development pattern); or
- requires special attention due to unique development issues (rapid change of development patterns, economic decline, etc.).

Each character area is a planning sub-area within the community where more detailed, small-area planning and implementation of certain policies, investments, incentives, or regulations may be applied in order to preserve, improve, or otherwise influence its future development patterns in a manner consistent with the community vision.

The character areas are described below in Table 1 and mapped in Figure 2.

**Table 1 – Cartersville Quality Growth Character Areas**

Character Area	Description/Predominant Characteristics	Suggested Development Strategy
<b>Garden District</b>	A district or area that is a focal point for several neighborhoods that has a concentration of activities such as general retail, service commercial, professional office, higher-density housing, and appropriate public and open space uses easily accessible by pedestrians corresponding to areas of Cartersville, generally bounded by Joe Frank Harris Parkway/ Highway 41 to the east, East Main Street to the south, railroad tracks to the west, and to the rail crossing on Joe Frank Harris Parkway to the north.	Strategies for specific areas in the district are described in the following character areas.
<b>Neighborhood Parks and Greenways</b>	Area of protected open space that follows natural and manmade linear features for recreation, transportation and conservation purposes and links ecological, cultural and recreational amenities. Greenways can provide safe, efficient pedestrian linkages and at the same time give users an opportunity to enjoy the natural environment. Properly designed greenways can serve as an alternative transportation network, accommodating commuting to work or shopping as well as recreational biking, skateboarding, walking and jogging.	<ul style="list-style-type: none"> <li>• Link greenspaces into a pleasant network of greenways</li> <li>• Set aside land for pedestrian and bicycle connections between schools, churches, recreation areas, city centers, residential neighborhoods and commercial areas.</li> </ul>

**Social**

Activity areas for social interaction and retail corresponding to intersections along Tennessee Street and North Gilmer Street at the cross sections of Church Street, Nelson and Ruby Streets, Martin Luther King, Jr. Drive, Opal Street, Buford Street, Mockingbird Drive, Gentilly Boulevard, Quail Run, and Pointe North Drive.

**Intersections**

- Encourage compatible architecture styles that maintain the regional character.
- Wherever possible, connect to regional network of greenspace and trails, available to pedestrians, and bicyclists for social interaction.
- Can be designed for greater pedestrian orientation and access, more character with attractive clustering of buildings, leaving pocket parks with benches, fountains, and meeting spots within the center.

**Village****Nodes**

A neighborhood focal point with a concentration of activities such as general retail, service commercial, professional office, higher-density housing, and appropriate public and open space uses easily accessible by pedestrians corresponding to areas identified in the Garden District.

- Each node should include a mix of retail, services, and offices to serve neighborhood residents day-to-day needs.
- Residential development should reinforce the center through locating higher density housing options adjacent to the center, targeted to a broad range of income levels, including multi-family town homes, apartments and condominiums.
- Design for each node should be very pedestrian-oriented, with strong, walkable connections between different uses.
- Road edges should be clearly defined by locating buildings at roadside with parking in the rear. Include direct connections to the greenspace and trail networks.
- Enhance the pedestrian-friendly environment, by adding sidewalks and creating other pedestrian-friendly trail/bike routes linking to other neighborhood amenities, such as libraries, neighborhood centers, health facilities, parks, schools, etc.

**Garden  
District  
Corridor**

Developed or undeveloped land paralleling the route of a street or highway in town that is already or likely to experience uncontrolled strip development if growth is not properly managed corresponding to the Tennessee Street/ Highway 61 corridor.

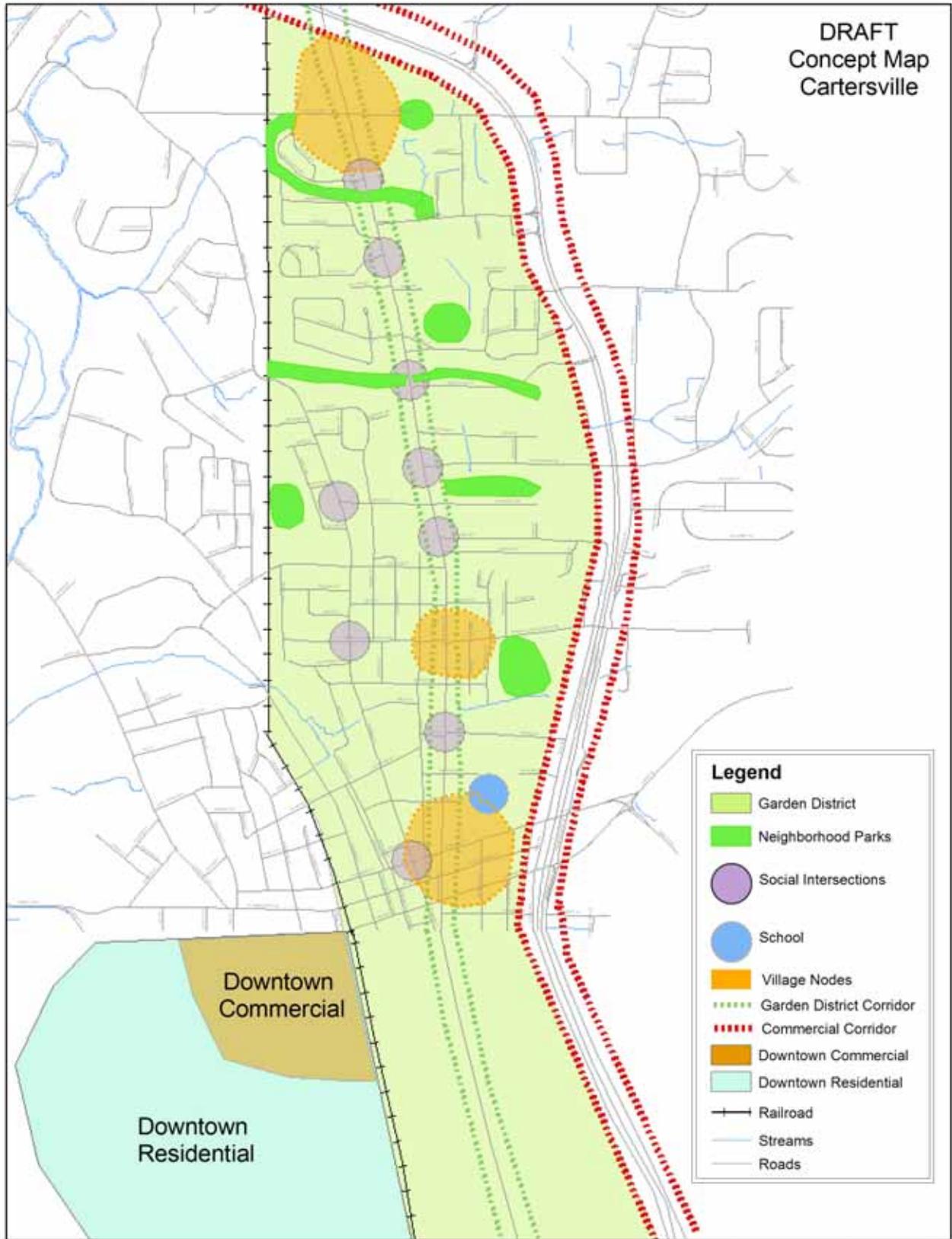
- Gradually convert corridor to attractive boulevard with signage guiding visitors to downtown and scenic areas around the community.
- The appearance of the corridor can immediately be improved through streetscaping enhancements (street lights, landscaping, etc.).
- In the longer term, enact design guidelines for new development, including minimal building setback requirements from the street, to ensure that the corridors become more attractive as properties develop or redevelop.
- Corridors leading to town centers or downtown, in particular, should be attractive, where development is carefully controlled (or redevelopment tools are used) to maintain or improve appearances.
- Reduce the role and impact of automobiles in the community by employing attractive traffic-calming measures along major roadways and exploring alternative solutions to parking congestion.
- Provide basic access for pedestrians and bicycles, consider vehicular safety measures including driveway consolidation and raised medians (which also improve safety for bike/pedestrians).
- Coordinate land uses and bike/pedestrian facilities with transit stops where applicable.

**Commercial  
Corridor**

Developed or undeveloped land on both sides of designated high-volume transportation facility, such as arterial roads and highways corresponding to the Joe Frank Harris Parkway/ Highway 41 corridor with declining, unattractive, vacant or under-utilized strip shopping centers. Characterized by high degree of access by vehicular traffic and transit if applicable; on-site parking; low degree of open space; moderate floor-area-ratio; large tracts of land, campus or unified development.

- Maintain a natural vegetation buffer (at least 50 feet in width) along the corridor.
- All new development should be set-back behind this buffer, with access roads, shared driveways or inter-parcel road connections providing alternate access to these developments and reducing curb cuts and traffic on the main highway.
- Encourage landscaped, raised medians to provide vehicular safety, aesthetics, and also pedestrian crossing refuge.
- Provide pedestrian facilities behind drainage ditches or curb.
- Provide paved shoulders that can be used by bicycles or as emergency breakdown lanes.
- Coordinate land uses and bike/pedestrian facilities with transit stops, if applicable.
- Manage access to keep traffic flowing; using directory signage to developments.
- Unacceptable uses: new billboards.
- Retro-fit commercial redevelopment areas to be more aesthetically appealing and, therefore, more marketable to prospective tenants by:
  - Building new commercial structures at the street front, taking up a portion of the oversize parking lot and creating a shopping “square” around a smaller internal parking lot.
  - Upgrading the appearance of existing older commercial buildings with façade improvement, new architectural elements, or awnings.
- Reconfiguring the parking lot and circulation routes for automobiles.
- Providing pedestrian and bicycling amenities, including covered walkways, benches, lighting and bike racks.
- Adding landscaping and other appearance enhancements, trees in parking lots to provide shade and help reduce storm water runoff.

Figure 2 – Cartersville Quality Growth Character Areas Map



# Recommendations

Character Area	Recommendation	Benefits	Further Details
Garden District	Create Tennessee Street Garden District Overlay.   <b>See Figure 3</b>	<ul style="list-style-type: none"> <li>• Stimulates development.</li> <li>• Increases overall connectivity.</li> <li>• Improves traffic flow.</li> <li>• Creates uniform aesthetically pleasing appearance.</li> <li>• Provides social intersections and connection to downtown.</li> </ul>	Develop the following Standards (similar to East side Overlay District): <ul style="list-style-type: none"> <li>• Architectural</li> <li>• Landscape</li> <li>• Parking</li> <li>• Density</li> <li>• Signage</li> <li>• Underground Utilities</li> <li>• Pervious area</li> <li>• Lighting</li> </ul>
Garden District	Provide incentives to stimulate quality growth.	<ul style="list-style-type: none"> <li>• Stimulates development.</li> </ul>	Incentives include: <ul style="list-style-type: none"> <li>• Meeting overlay requirements = No rezoning required.</li> <li>• Expedited review in the district.</li> <li>• Expedited vertical construction allowed.</li> <li>• Case specific incentives.</li> <li>• Possible city demolition of site for developer or existing land owner.</li> <li>• Facade grants for existing structures.</li> <li>• Reduce parking requirements for existing and future to add pervious surfacing.</li> <li>• Reduce setbacks for providing interconnectivity.</li> </ul>
Garden District	Encourage nodal development by concentrating density at intersections requiring businesses to connect driveways reducing cuts on the road.   <b>See Figure 4</b>	<ul style="list-style-type: none"> <li>• Increases overall connectivity.</li> <li>• Improves traffic flow.</li> <li>• Creates uniform aesthetically pleasing appearance.</li> </ul>	



Character Area	Recommendation	Benefits	Further Details
Garden District	Develop Architectural and Design Ordinance.   See Figure 8	<ul style="list-style-type: none"> <li>• Creates continuity in design throughout neighborhood</li> <li>• Fosters historic character and sense of place</li> </ul>	Ordinance to include: <ul style="list-style-type: none"> <li>• Architectural and design specifications based on historic character of older buildings throughout neighborhood.</li> <li>• Develop regulations for all zoning categories.</li> </ul> ** Provide supplementary materials such as photographs and illustrations to ordinance. Text only ordinances, without supplementary materials, often allow misunderstandings concerning the intended objectives of policy.
Garden District	Create Neighborhood Employment Program.	<ul style="list-style-type: none"> <li>• Fosters growth of community members to coincide w/ redevelopment.</li> <li>• Adds value to community by fostering tight-knit community with high degree of social capital.</li> <li>• Fosters sense of place.</li> <li>• Promotes live, work, play environment.</li> </ul>	Identify funding opportunities/develop incentives to encourage neighborhood business owners to hire from neighborhood work force.
Garden District	Create Neighborhood Business Ownership Program.	<ul style="list-style-type: none"> <li>• Encourage entrepreneurship among neighborhood residents.</li> <li>• Increases productivity of community members.</li> <li>• Reduces transient nature of community.</li> <li>• Increases standard of living.</li> <li>• Promotes live, work, play environment.</li> </ul>	Identify funding opportunities/develop incentives to encourage business ownership in neighborhood.
Garden District	Develop Public Space Use Program.	<ul style="list-style-type: none"> <li>• Fosters tight-knit community.</li> <li>• Fosters sense of place.</li> <li>• Increases foot traffic.</li> <li>• Increases patronage of retail areas.</li> </ul>	Encourage use of appropriate public spaces for festivals, markets, parades, concerts and cultural events.

Character Area	Recommendation	Benefits	Further Details
Neighborhood Parks and Greenways	Implement pocket park plan in district to serve the existing and proposed residential.  <b>See Figure 9</b>	<ul style="list-style-type: none"> <li>• Fosters tight-knit community.</li> <li>• Fosters sense of place.</li> <li>• Increases foot traffic.</li> </ul>	
Neighborhood Parks and Greenways	Improve American Legion Fairgrounds (ALF) as park to connect Garden District corridor to Highway 41 retail.  <b>See Figure 10</b>	<ul style="list-style-type: none"> <li>• Fosters tight-knit community.</li> <li>• Fosters sense of place.</li> <li>• Increases foot traffic.</li> <li>• Increases patronage of retail areas.</li> </ul>	
Neighborhood Parks and Greenways	Turn retail focus to the ALF park with possible mixed use.  <b>See Figure 10</b>	<ul style="list-style-type: none"> <li>• Fosters tight-knit community.</li> <li>• Fosters sense of place.</li> <li>• Increases foot traffic.</li> <li>• Increases patronage of retail areas.</li> </ul>	
Village Nodes	Open high school up for public use...walking jogging, etc.  <b>See Figure 11</b>	<ul style="list-style-type: none"> <li>• Fosters tight-knit community.</li> <li>• Fosters sense of place.</li> <li>• Increases foot traffic.</li> </ul>	
Village Nodes - Tabernacle Baptist Church	City should take an active part in the redevelopment of this property.	<ul style="list-style-type: none"> <li>• This property represents the gateway between Tennessee Street and the existing downtown area. It also serves as a link between the Booth Museum and the High School.</li> <li>• Provides an anchor for the existing downtown and Tennessee Street.</li> <li>• Stretches existing downtown development into the Tennessee Street corridor.</li> <li>• Stimulates downtown foot traffic</li> <li>• Provides opportunities for downtown living.</li> <li>• Increases tax base.</li> </ul>	Suggested steps to implement such a process are incorporated in the recommendations below.

Character Area	Recommendation	Benefits	Further Details
Village Nodes - Tabernacle Baptist Church	Create redevelopment team.	<ul style="list-style-type: none"> <li>• Allow Church and community to find common objectives</li> <li>• Plan for orderly transition for both</li> </ul>	Redevelopment team members should include: <ul style="list-style-type: none"> <li>• City</li> <li>• Church Leadership</li> <li>• Downtown Development Authority</li> <li>• Convention and Visitors Bureau</li> <li>• Private Developers</li> <li>• Neighborhood Leaders</li> </ul>
Village Nodes - Tabernacle Baptist Church	Set Goals for the redevelopment.	Allows community to establish a vision for redevelopment	Team should develop outreach process that includes transparent mechanism for gathering input from diverse community members and disseminating information about the project's progress to larger community.
Village Nodes - Tabernacle Baptist Church	Determine the type of development desired.   <b>See Figure 12</b>	Permits the community to present a development concept to private developers  Insures community value in redevelopment project  Creates compatible partnership with the private sector	1. Possible redevelopment uses: <ul style="list-style-type: none"> <li>• Hotel/Conference Center</li> <li>• Condos/Apartments</li> <li>• Retail</li> <li>• Park/Public Space</li> <li>• Landscaped Multi-use parking (deck parking)</li> </ul> 2. Establish parameters of the redevelopment: <ul style="list-style-type: none"> <li>• Preserve the buildings/Don't preserve the buildings.</li> <li>• Incorporate Conference Center/Don't incorporate Conference Center.</li> <li>• Create more greenspace/Don't create more greenspace.</li> <li>• Promote downtown residential/Don't promote downtown residential.</li> </ul>
Village Nodes - Tabernacle Baptist Church	Create a master plan for the development.  <b>See Figure 13</b>	<ul style="list-style-type: none"> <li>• Visual representation of concept.</li> <li>• Allows further discussion of redevelopment concept.</li> </ul>	Take such steps as are necessary to insure master plan can be accommodated in the City's zoning and development ordinances.

Character Area	Recommendation	Benefits	Further Details
Village Nodes - Tabernacle Baptist Church	Consider funding sources to facilitate reaching desired development pattern.	Public funding for portions of the project is likely necessary to encourage and direct the desired private participation.	Possible funding sources: <ul style="list-style-type: none"> <li>• Hotel/Motel tax</li> <li>• SPLOST funds</li> <li>• Tax increment financing</li> <li>• DDA ownership-leaseback tax abatement</li> <li>• Public and foundation contributions</li> <li>• Private investment</li> </ul>
Garden District Corridor/ Social Intersections	Create social intersections every 1200' with benches, fountains, meeting points, etc.  <b>See Figure 14</b>	<ul style="list-style-type: none"> <li>• Fosters tight-knit community.</li> <li>• Fosters sense of place.</li> <li>• Increases foot traffic.</li> <li>• Increases patronage of retail areas.</li> </ul>	
Garden District Corridor	Use existing side street Right-of-Ways (R.O.W.) to provide sidewalks to connect parks and corridors.   <b>See Figures 15, 16, &amp; 17</b>		<ul style="list-style-type: none"> <li>• 1st Option - Cross section to include 5' sidewalk, 5' beauty strip with street trees on both sides, 5' bike path on both sides, center turn lane, pedestrian scaled lighting. <ul style="list-style-type: none"> <li>- This would require R.O.W. acquisition which from cursory review would not impact the existing business dramatically.</li> </ul> </li> <li>• 2nd Option - Provide same as above but only have sidewalk on one side. <ul style="list-style-type: none"> <li>- This would be achievable with existing R.O.W.</li> </ul> </li> <li>• 3rd Option - One Way Pair that had been presented by DOT. <ul style="list-style-type: none"> <li>- This would allow for a streetscape that would have 2 sidewalks, 2 bike lanes, and 5' beauty strips with street trees.</li> </ul> </li> </ul> <p>** All options need to be implemented by the City at one time.</p>

Character Area	Recommendation	Benefits	Further Details
Garden District Corridor	<p>Create usable, landscaped sidewalks; drainage improvements; pedestrian lighting (interspersed w/ overhead); traffic calming devices; uniform architectural design standards; underground design and placement of utilities; pedestrian mini-parks; and curb-cut guidelines.</p> <p> <b>See Figure 18</b></p>	<ul style="list-style-type: none"> <li>• Managed growth.</li> <li>• Gateway into downtown.</li> <li>• Live-Work-Play corridor.</li> <li>• High-quality residential &amp; commercial mixed-use development.</li> <li>• Reinvestment in Tennessee Street corridor.</li> <li>• Fosters sense of place.</li> <li>• Enhance City of Cartersville's built environment and local historic character within Tennessee Street corridor.</li> </ul>	<p>Possible funding sources:</p> <ul style="list-style-type: none"> <li>• DOT TE/City/State Contract</li> <li>• SPLOST</li> <li>• General Fund</li> <li>• Developer Fee</li> <li>• Utilities</li> </ul>
Garden District Corridor	<p>Develop requirements for:</p> <ul style="list-style-type: none"> <li>• Overlay District-Greenspace</li> <li>• Landscaping</li> <li>• Minimal Setbacks(front w/ Landscaping)</li> <li>• Pervious Surface Standards</li> <li>• Shielded Parking (limit front and corner parking lots)</li> <li>• Site-specific Buffer Requirements</li> <li>• Approved Appearance Standards</li> <li>• Signage (restrict the use of billboards and electronic signs)</li> <li>• Restrict use of Certain Building</li> </ul>	<ul style="list-style-type: none"> <li>• Live-Work-Play corridor.</li> <li>• Managed growth.</li> <li>• Appropriate gateways into downtown.</li> <li>• High quality mixed-use development.</li> <li>• Fosters sense of place.</li> </ul>	<p>Developer incentives include:</p> <ul style="list-style-type: none"> <li>• Facade improvement grants for existing buildings.</li> <li>• Reduced frontage requirements.</li> <li>• Reduced side setbacks.</li> <li>• Fee abatements.</li> <li>• Expedited permitting, inspections &amp; plan review.</li> <li>• Demolition assistance.</li> <li>• Increased height allowance.</li> <li>• Increased density allowance.</li> <li>• Decreased parking requirements.</li> <li>• Low-interest local financing pool.</li> <li>• New markets tax credits.</li> </ul>

Character Area	Recommendation	Benefits	Further Details
	<p>Materials</p> <ul style="list-style-type: none"> <li>• Interconnectivity provisions (residential/commercial mix);</li> <li>• Expand the number of zoning districts permitted within the overlay district.</li> </ul>		
Commercial Corridor	<p>Create usable, landscaped sidewalks; drainage improvements; pedestrian lighting (interspersed w/ overhead); traffic calming devices; uniform architectural design standards; underground design and placement of utilities; and curb-cut guidelines.</p> <p> <b>See Figure 19</b></p>	<ul style="list-style-type: none"> <li>• Managed growth.</li> <li>• Reinvestment in Joe Frank Harris Parkway.</li> <li>• Fosters sense of place.</li> <li>• Enhance City of Cartersville's built environment.</li> </ul>	<p>Possible funding sources:</p> <ul style="list-style-type: none"> <li>• DOT TE/City/State Contract</li> <li>• SPLOST</li> <li>• General Fund</li> <li>• Developer Fee</li> <li>• Utilities</li> </ul>
Commercial Corridor	<p>Develop requirements for:</p> <ul style="list-style-type: none"> <li>• Overlay District-Greenspace</li> <li>• Landscaping</li> <li>• Minimal Setbacks(front w/ Landscaping)</li> <li>• Pervious Surface Standards</li> <li>• Shielded Parking (limit front and corner parking lots)</li> <li>• Site-specific Buffer Requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Live-Work-Play corridor.</li> <li>• Managed growth.</li> <li>• Appropriate gateways into downtown.</li> <li>• High quality mixed-use development.</li> <li>• Fosters sense of place.</li> </ul>	<p>Developer incentives include:</p> <ul style="list-style-type: none"> <li>• Facade improvement grants for existing buildings.</li> <li>• Reduced frontage requirements.</li> <li>• Reduced side setbacks.</li> <li>• Fee abatements.</li> <li>• Expedited permitting, inspections &amp; plan review.</li> <li>• Demolition assistance.</li> <li>• Increased height allowance.</li> <li>• Increased density allowance.</li> <li>• Decreased parking requirements.</li> <li>• Low-interest local financing pool.</li> </ul>

Character Area	Recommendation	Benefits	Further Details
	<ul style="list-style-type: none"> <li>• Approved Appearance Standards</li> <li>• Signage (restrict the use of billboards and electronic signs)</li> <li>• Restrict use of Certain Building Materials</li> <li>• Interconnectivity provisions (residential/commercial mix)</li> <li>• Expand the number of zoning districts permitted within the overlay district.</li> </ul>  <b>See Figures 20 &amp; 21</b>		<ul style="list-style-type: none"> <li>• New markets tax credits.</li> </ul>
Community Wide	Encourage Georgia Initiative for Community Housing Team to continue efforts.		The City of Cartersville is a participating city in the Georgia Initiative for Community Housing and has developed a very talented housing team to address housing issues in the city. Every effort should be made to utilize this group in the design and implementation to all issues related to housing and development of compatible uses of properties surrounding neighborhoods.
Community Wide	<p>Promote appropriate infill design.</p> <ul style="list-style-type: none"> <li>• Designs should be compatible with the neighborhood character in the community. Several cities around the state are working to maintain neighborhood</li> </ul>		One example is the program that is offered through the City of LaGrange through the DASH program. DASH has undertaken the redevelopment of existing neighborhoods adjacent to LaGrange College and one of their old textile mills near their downtown



Character Area	Recommendation	Benefits	Further Details
Community Wide	Develop a community wide tree ordinance.	<ul style="list-style-type: none"> <li>• Conserves community character.</li> <li>• Reduces stormwater runoff.</li> <li>• Decreases urban heat island.</li> <li>• Increases property values.</li> </ul>	<p>Ordinance to include:</p> <ol style="list-style-type: none"> <li>1. Develop a tree ordinance identifying: <ul style="list-style-type: none"> <li>• Minimum canopy coverage standards for commercial, office and industrial, single family, and multifamily developments.</li> <li>• Provide incentives for canopy cover conservation and incentives and requirements for specimen tree conservation.</li> <li>• Required minimum canopy coverage requirements for new parking lots.</li> <li>• Required minimum canopy coverage requirements for redeveloped parking lots.</li> <li>• Mesh streetscape / R-O-W ordinance with tree ordinance requirements.</li> <li>• Requirements for tree protection on public property.</li> </ul> </li> <li>2. Develop a city-wide community forest management plan.</li> <li>3. Ensure current and future park plan requirements exceed requirements for commercial office and industrial developments.</li> <li>4. Involve a certified arborist (in-house) in community forest management plan development, plan review, inspection, code enforcement.</li> <li>5. Ensure streetscape design incorporates “Georgia Model Urban Forest” specifications and guidelines for tree inclusion and establishment.</li> </ol>

Character Area	Recommendation	Benefits	Further Details
Community Wide	Develop Post-Construction Stormwater Management Ordinance.	<ul style="list-style-type: none"> <li>• Improves water quality.</li> <li>• Restores natural hydrology.</li> <li>• Protects aquatic habitat for endangered species.</li> </ul>	Ordinance to include: <ol style="list-style-type: none"> <li>1. Runoff volume limits (infiltration requirements).</li> <li>2. Stream channel protection.</li> <li>3. Flood control.</li> <li>4. Incentives for restoration/greenspace development (decrease infiltration requirement for restored/greenspace areas).</li> </ol>
Community Wide	Develop Erosion and Sediment Control Ordinance.	Prevents downstream sedimentation of waterways Protects aquatic habitat Minimizes loss of topsoil	Ordinance to include: <ul style="list-style-type: none"> <li>• Performance standard for sediment basins (capture efficiency).</li> <li>• Pre-development planning meetings w/ developer/landowner and all on-site professionals.</li> <li>• Required self inspection and maintenance.</li> <li>• Achievable inspection rate for local inspectors.</li> <li>• Allow building inspectors to deny inspections if erosion control is inadequate.</li> <li>• Erosion bond.</li> <li>• Emergency on-call numbers at all project sites.</li> </ul>
Community Wide	Develop Underground Utility Ordinance.	<ul style="list-style-type: none"> <li>• Reduces visual impact of above ground utilities.</li> <li>• Creates usable open space in utility right of way.</li> </ul>	Ordinance to include: <ul style="list-style-type: none"> <li>• Provisions to encourage shared trenches for multiple utilities.</li> <li>• Allow utility right of way (ROW) to be used as public open space (parks, greenspace, greenways, walking and bike trails).</li> <li>• Require horizontal directional drilling on all stream crossings.</li> </ul>

Character Area	Recommendation	Benefits	Further Details
Community Wide	Create Meeting Space/ Public Use Program.	Supplies funding for meeting and open space infrastructure.	<p>Program to include incentive program for development funded meeting and open space program.</p> <p>A. Developer fee to fund development of meeting/open space, or</p> <p>B. Density, height, or parking reduction for meeting space included in development.</p>
Community Wide	Create Conservation Program for Urban Greenspace Protection.	Supplies funding for neighborhood greenspace/park/greenway infrastructure.	<p>Program to include incentive program for development funded urban greenspace program.</p> <p>A. Developer fee to fund urban greenspace acquisition and development, or</p> <p>B. Density, height, or parking reduction for open space included in development.</p>
Community Wide	Develop language training programs.	<ul style="list-style-type: none"> <li>• Fosters integration of ethnic communities and current residents.</li> <li>• Increases productivity and standard of living of neighborhood residents.</li> <li>• Increases employment opportunities for neighborhood residents.</li> <li>• Decreases crime and ethnic conflict.</li> </ul>	Identify funding opportunities/develop language training programs for local residents.

# Images



Figure 3 – Tennessee Street (Before & After)





Figure 4 – Interparcel Access and Connectivity



Figure 5 – Pervious Pedestrian Path



Figure 6 – Signage





Figure 7 – Outdoor Storage Screening (Before & After)



Figure 8 – Architectural Character



Figure 9 – Pocket Park





Figure 10 – American Legion Park (Below – Aerial of park with amphitheater and retail from Highway 41 connections.)





Figure 11 – Pedestrian Paths



Figure 12 – Examples of Possible Reuse for Tabernacle



Figure 13 – Develop a Master Plan for Reuse of the Tabernacle

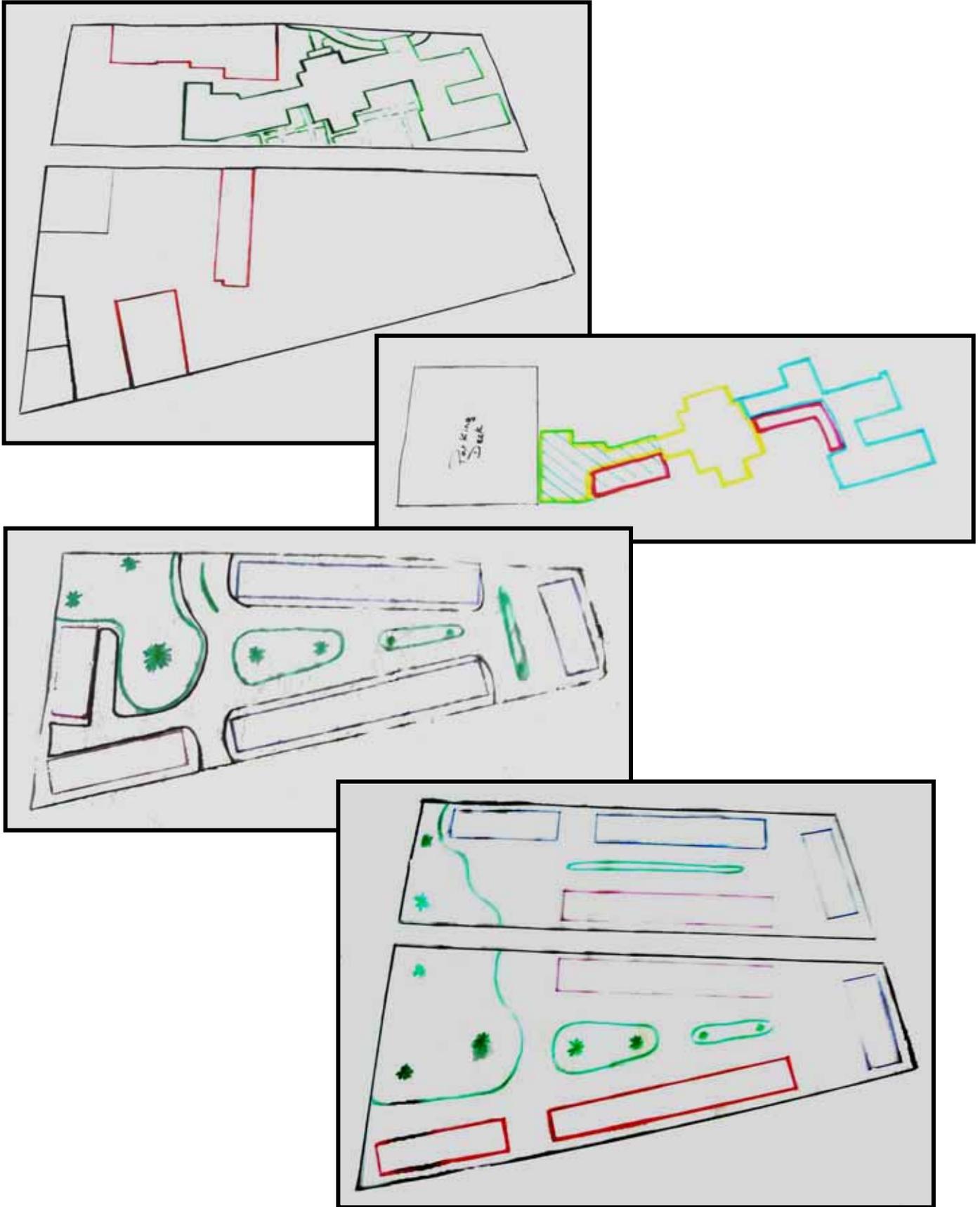


Figure 14 – Social Intersection



Figure 15 – Use of Right-of-Ways for Sidewalks and Streetscaping



Figure 16 – Bike Paths



Figure 17 – Possible Garden District Corridor Cross Sections

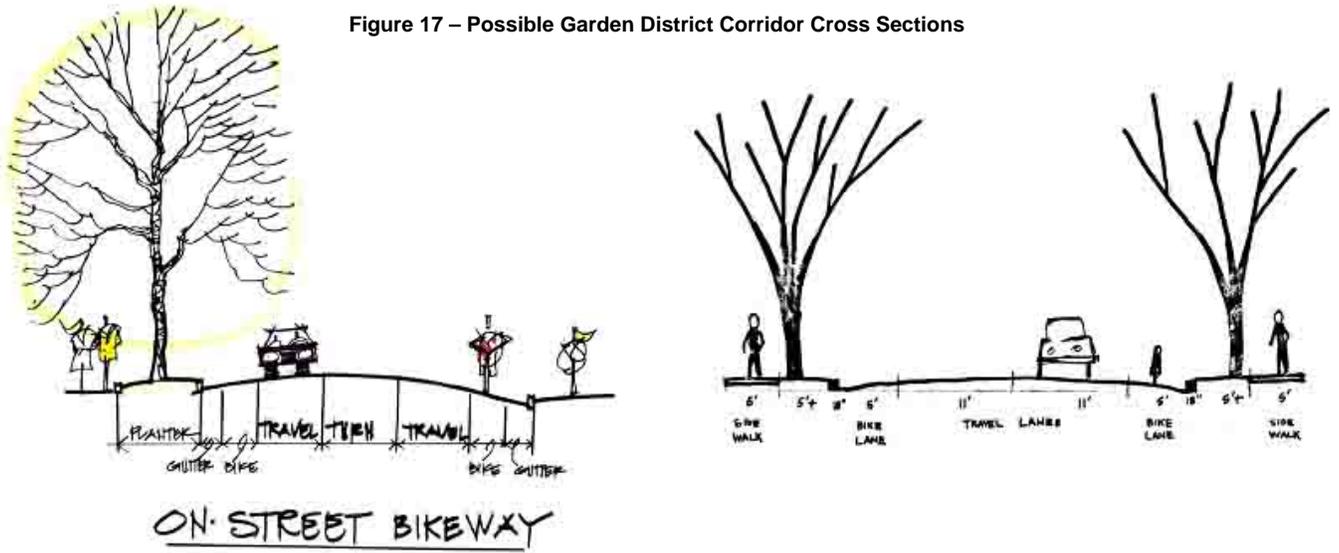


Figure 18 – Possible Garden District Corridor Design Standards





Figure 19 – Joe Frank Harris Parkway (Before & After)





Figure 20 – Interparcel Access Management

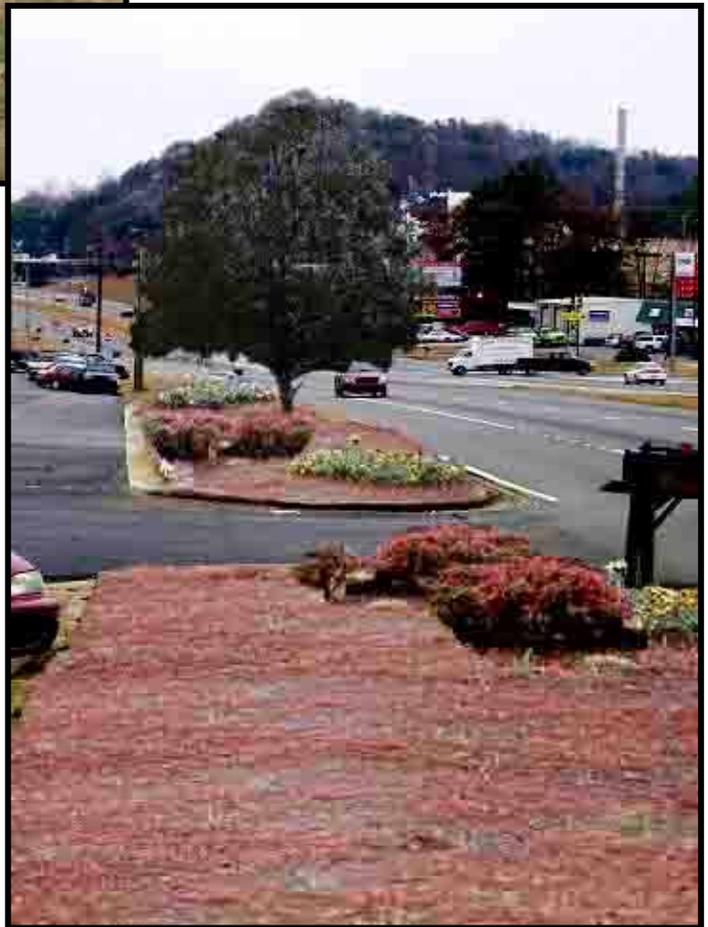




Figure 21 – Parking Area Screening





Figure 23 – Redeveloped homes in LaGrange



Figure 24 – Fayetteville's Jeff Davis Intown Condominiums  
(Before & After)



Figure 25 – Fayetteville's Jeff Davis Intown Condominiums



