Appendix x: Character Areas

■ Future Development Map

The 2018 Future Development Map was developed through the analysis of current and projected land use patterns as illustrated on the previous Future Development Map, the Current Zoning Map, current development trends, topographic characteristics, natural resource sensitivity, the availability of infrastructure, infrastructure programming and needs demonstrated by residential and employment forecasts. These analyses provided an essential base of information for Character Area development. This base was used to provide background data to the public for the development of the Vision and Guiding Principles(2007). Utilizing the community's Vision and Guiding Principles, distinct areas were outlined and developed into Character Areas. The Future Development Map:

- ✓ Will apply the overall Vision, guiding principals and policies to land use patterns of the Comprehensive Plan to Cartersville;

- ✓ Visualizes build-out projections within the Land Demand and Capacity Analysis for residential, retail, commercial, office and industrial needs;

- ✓ Was developed in conjunction with infrastructure planning and availability, land use compatibility and existing zoning;

- ✓ Acknowledges projected growth and provides for capacity for this growth in appropriate areas of the county and cities;

- ✓ Provides for strong "edges" to stop residential and retail "creep," incompatible uses and denigration of infrastructure capacity;

- ✓ Acknowledges and accommodates corridors currently or proposed to go through residential/commercial transition;

- ✓ Identifies specific corridors and areas that are appropriate for redevelopment activities and further study;

- ✓ Provides strong emphasis on integrated design, beneficial mixing of uses and connectivity; and

- ✓ Utilizes local area character to provide a richer description of how an area should function, look and feel.

- ✓ The use of Character Areas in addition to the Future Land use Map i strengthens City's ability to conceive, encourage and assist and support the city's vision for growth, redevelopment and preservation. Using Character Areas.

Why Use Character Areas?

- ✓ Provides a strong link between a community's Vision, Guiding Principles, Policies and the Future Land Use Map;

- ✓ Provides additional protection, enhancement and clarification for zoning and land development;

- ✓ Provides additional guidance to developers regarding the qualitative is-

Direct Link between the Plan, Map and Zoning

sues the City will consider during the rezoning process; and

✓ Provides the first step towards urban design guidelines and realization of the objectives of the City for quality growth.

What are the Benefits of Character Areas?

✓ Provides for strong land use compatibility and transitional standards;

✓ Looks at an overall area for both internal and external connectedness, with an emphasis on the mixing and integration of appropriate and complementary uses;

What kind of development are we trying to achieve?

✓ Identifies intensity levels, compatibility considerations and infrastructure considerations;

✓ Illustrates and describes the "feel" or "character" of an area into quantitative terms, thereby giving decision makers additional guidance during the rezoning and development process; and

✓ Coordinates economic development, natural resource and capital facility policies with land use planning.

Interpretation

This plan is developed with the concept that the Future Development Map (FDM) and the text are to be used as an integrated whole, with the map being a graphic representation of the text. The FDM is one of many tools to assist with planning guidance and decision making.

Interpretation of the FDM is a process, which rests on the guiding principals, goals and policies expressed in the text. The Character Area designations on the map, both in terms of overall definition and intensity of land use types, require that policies and intent statements regulating the development and the location of each land use type, be evaluated and applied in the process of plan implementation.

Plan implementation is carried out through the application of regulations such as the Zoning Ordinance and through projects and programs outlined in the Short Term Work Program. The City Council administers the Map, with input from the Planning Commission and planning staff. The procedure involves checks for plan policy and map consistency as part of the review for rezonings, issuance of subdivision approvals development and building permits. The initial contact for plan interpretation begins with the Staff. It is at this point that the proposal is evaluated for its conformity and compliance with the Comprehensive Plan and other functional plans. In the event a use or development proposal is inconsistent with the FDM or Comprehensive Plan policies, that fact is addressed as one of the Standards for Zoning Review already adopted by the City in the Zoning Ordinance.

Character Area Descriptions

The following provides detailed descriptions and offers strategies to guide development that will maintain or create the intended "character" of each Character Area.

■ Civic Village

The Civic Village is envisioned as a place where a compatible mixture of civic, office, residential and recreational uses are located around a public space and linked together by a comprehensive circulation system. Currently, the Civic Village area is anchored by the public library. County and State government offices are located in the old school house. The Civic Village is part of the West End historic district which extends to the south and east. The Cherokee-Cassville historic district extends north from the Civic Village. Future redevelopment will need to be sensitive to the historic districts.

In addition to the historic components and potentially remaining home to the library and county-state government offices, the area should include a choice of housing options, small business offices, mini-parks or playgrounds, plazas or open spaces that combine to create a fulfilling sense of community where it may be possible to live, work and play. Land uses should exist as part of a comprehensive approach to creating a neighborhood that is safe, attractive and convenient for pedestrians and motorists alike. Improved pedestrian connections and amenities radiating outward from this area into the surrounding historic neighborhood blocks could serve to bridge the new with the old.

Development Strategies

- Every principal building should front directly on a street, public courtyard or plaza.

- Residential uses should be integrated into the village concept. Mixed-use projects that feature vertical integration are encouraged, such as ground floor offices with living units above;

- Design for the Civic Village should be pedestrian-oriented, with walkable connections between different uses. Buildings should be designed at a pedestrian scale that also complements the surrounding historic neighborhoods.

- The pedestrian-friendly environment is achieved by providing well-lit sidewalks and other pedestrian amenities like benches and trash receptacles that provide a visual and functional connection to other neighborhood amenities. Outdoor seating should include benches and seatwalls with wide cap stones. Tables and chairs should be associated with eating establishments.

- Buildings located adjacent to public right-of-ways should have parking provided behind the buildings or as on-street parking.

- All principal buildings should have a front door opening directly onto a roadway, square or plaza;

- Small civic uses and gathering places should be placed throughout the Village;

- The design of a building that occupies a pad or portion of a building within a planned project should share similar design characteristics and design vocabulary with other buildings. Precise replication is not desirable, instead, a development should utilize similar colors, materials and textures as well as repeating patterns; rhythms and proportions found within the architecture of other buildings can be utilized to achieve unity;

- New buildings should be restricted to two connected space levels on the area's edges, and three levels internal to the area, and contain a mix of overall uses and shop or office size;

- Principal buildings should be no more than 600 feet walking distance from a public square or park, measured from the front door. The public square or park should be at least ¼ acre in size;

- If additional streets are needed for a development, streets should visually align with a focal point, which may be civic building, principle use, church, bell tower, gazebo, etc.;

- Buildings should be clustered with at least two stories and should respect the predominate scale of development of the adjacent neighborhoods by designing with elements of similar scale and architecture; and,

- Mechanical equipment should be screened from public view and sited so as not to cause noise impacts on adjacent properties. Trash and garbage enclosures should be restricted to rear yard areas;

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

- ▪ **Traditional Neighborhoods** – Traditional neighborhood development patterns should be encouraged, including the use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian safety.

- ▪ **Appropriate Businesses** – The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long term sustainability, 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.

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

- ▪ **Housing Choices** – 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 (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.

- ▪ **Transportation Alternatives** – 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.

- ▪ **Growth Preparedness** – Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.

- ▪ **Regional Identity** – Each region should promote and preserve a regional "identity" or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.

▪ ***Sense of Place*** – 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 serves 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.

■ Community Village Center

Community Village Centers are places where small-scaled commercial and professional office uses, are arranged in a village-like (compact cluster) setting that might include a neighborhood park or public space. Thus, a Community Village Center is envisioned as a compact assortment of convenience–oriented retail stores, services and open space to address the demands of near-by residents.

From a community design perspective, sidewalks or pedestrian paths are important access features in Community Village Centers. Site design elements such as pedestrian level lighting, standardized signage, and landscaping contribute to the quaint character of Community Village Centers and create a sense of place in what may have once been little more than a crossroads. Given a Community Village Center's small scale and emphasis on local-serving stores, the scale and size of individual businesses and the village center as a whole are most important. Adaptive re-use of existing structures and buildings is encouraged where feasible. Examples of uses within a Community Village Center include produce markets, drug stores, bakeries, cafes; personal services such as laundromats, dry cleaners, barber/beauty shops; professional services such as lawyers, accountants, insurance agents, physicians and dentists; and small scaled semi-public/institutional community services.

Development Strategies

- Community Village Centers should be located adjacent to residential development;

- Each Community Village Center should include a mix of retail, services and offices that are oriented to serve neighborhood residents with their day-to-day needs. A retail development anchored by a national chain drug store would be an example of an appropriate use. Community Village Centers are designed to serve 5,000 people with a service radius of up to 1 mile;

- There should be a minimum separation between Community Village Centers of 1 to 2 miles;

- Community Village Centers should be approximately 1-2 acres, with no individual or stand-alone store greater than 35,000 square feet total;

- Buildings should be clustered and limited to two stories in height. New buildings should be compatible in scale, massing and materials with adjacent buildings on and off site.

- Design for each center should be pedestrian-focused with clearly defined, walkable connections between adjacent neighborhoods.. All principal buildings should have a front door opening directly onto a roadway, square or plaza;

- The use of coordinated and identified elements such as awnings, varying shingle styles or other natural materials, archways and landscaping are encouraged;

- Mechanical equipment should be screened from public view and sited so as not to cause noise impacts on adjacent properties. Trash and garbage enclosures should be restricted to rear yard areas; and,
- Buildings located adjacent to public right-of-ways should have parking provided behind the building.

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

- ▪ **Appropriate Businesses** – The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long term sustainability, 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.

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

- ▪ **Transportation Alternatives** – 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.

- ▪ **Growth Preparedness** – Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.

- ▪ **Regional Identity** – Each region should promote and preserve a regional "identity" or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.

- ▪ **Sense of Place** – 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 serves 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.

Implementation

- Plans developed as required.

■ **Downtown Business District**

The historic downtown district, which is recognized on the National Register of Historic Places, offers a diverse mix of shopping, dining, culture, and entertainment. There are galleries, museums, theatre, 15 restaurants and over 40 shops just a few minutes' walk from the center of downtown. Friendship Plaza, which is home to the famous Friendship Monument, sits adjacent to the historic Western & Atlantic train depot and is a key location for the frequent concerts, car shows, and other events that take place downtown.

Downtown is a safe and engaging environment with free public parking, an appealing streetscape, and deep historical roots. The historic train depot, which is one of the oldest buildings in Cartersville, is home to the local visitor information center. This center is open six days per week and sees over 10,000 visitors annually. The old depot also houses the Downtown Development Authority, which exists to facilitate the continued preservation and economic development of the downtown district.

The Downtown Development Authority (DDA) was created by the city in March of 1982 as a means for catalyzing the renovation, restructuring, and revitalization of the historic downtown district and character area. As part of its ongoing work the DDA has assisted with the renovation of building facades, refurbished streets and sidewalks, created parking areas, improved greenspace and landscaping, added events and programming, and engaged in business retention and recruitment efforts. A 20-year comprehensive plan was created in 2014 and the DDA also holds annual visioning sessions where yearly priorities are set and strategies for future development are discussed. A yearly "State of the Downtown" meeting is also held to offer the community an opportunity to see what the DDA has worked on, and is working on moving forward.

Development Strategies

- Promote the downtown to residents and visitors to highlight the many resources and amenities that can be found in the district.

- Position downtown as the social and cultural heart of the community by offering a range of events and activities that draw people into the district.

- Increase the viability of a live-work-play model of downtown development by identifying potential areas for residential growth in the district.

- Implement silent RR crossings to encourage downtown living.

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

- ▪ ***Regional Identity*** – Each region should promote and preserve a regional "identity" or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.

- ▪ ***Heritage Preservation*** – The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new de-

velopment 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.

- ▪ **Infill Development** - 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** – 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 serves 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.

- ▪ **Traditional Neighborhoods** – Traditional neighborhood development patterns should be encouraged, including the use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian safety.

- ▪ **Appropriate Businesses** – The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long term sustainability, 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.

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

- ▪ **Educational Opportunities** – 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.

- ▪ **Transportation Alternatives** – 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.

- ▪ **Housing Choices** – 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 (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.

Implementation

- • Follow the regulations and guidelines for the Downtown Historic District.

■ The Highlands

The Highlands character area is a lineal area along the re-aligned Highway 20 corridor from near Roving Road/ Smith Cline Road to Hwy 411 and extending west to Pettit Creek and the Country Club. Though character areas are limited to the city, recent discussions with the County, Georgia Highlands College, and local property owners reveal that interest exist to include unincorporated

parcels in this character area for the purpose of establishing development policies that would reflect a shared vision for this key gateway. Efforts to establish and define this vision shall be on-going. References to key unincorporated parcels are only for reference and do not necessarily reflect a measurable level of contribution or commitment to this character area at the time this plan is adopted.

This character area has three distinct sub-areas. The Hwy 20 subarea is primarily located along the Highway 20 corridor from the Clarence Brown Conference Center and Georgia Highlands College to Highway 411. It is envisioned as a comprehensive, mixed-use destination featuring a variety of commercial and residential components in combination with civic and institutional land uses. Utilizing principles of New Urbanism, this subarea is imagined as a campus-like gateway welcoming visitors, and building connections between the Conference Center, Georgia Highlands College, the Hospital campus and adjacent sites.

The second sub-area is located between Highway 411 and the CSXT rail line to the west. A mix of retail is envisioned that may have an auto-centric focus, but pedestrian facilities will be incorporated.

The third sub-area is located between the CSXT rail line and the country club. Development opportunities are limited by topography, access and a Georgia Power easement. This area may be more suited to a combination of park space, land preservation or a low to moderate density housing component.

The vision for The Highlands includes tree lined streets, multi-use public spaces, auto and pedestrian level lighting, wide sidewalks, public art, and specific site details for benches, bike racks, trash receptacles and signage. These and other details, many not yet conceived, will work together to create the sense of place that defines The Highlands.

Development and Implementation Strategies

- Master plan the area and site amenities. Implement the master plan in phases and share the plans with key stakeholders for the purpose of collaboration.

- Evaluate recommendations, if any, received through zoning or annexation processes.

- Include private stakeholders, Georgia Highlands College, Cartersville Hospital, the Clarence Brown Conference Center, Bartow County, and the Department of Transportation in discussions and planning for the area. Provide development updates to and request feedback from all stakeholders, as needed.

- Pursue private-public partnerships for development and maintenance of the area.

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

- **Infill Development** - 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.

- **Housing Choices** – 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 (thereby reducing commuting distances), to promote a mixture of income and age

groups in each community, and to provide a range of housing choice to meet market needs.

- **Traditional Neighborhoods** – Traditional neighborhood development patterns should be encouraged, including the use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian safety.

- **Transportation Alternatives** – 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.

- **Growth Preparedness** – Each community should identify and put in place the pre-requisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.

- **Sense of Place** – 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 serves 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.

◼ Historic Neighborhood

This Character Area includes residential areas in older parts of the community typically developed prior to WWII. Characteristics include pedestrian orientation, sidewalks, street trees, street furniture (such as benches, trash receptacles, bicycle racks, bollards, planters, etc.), on-street parking, small regular lots, limited open space, buildings close to or at the front property line, predominance of alleys, low degree of building separation, and neighborhood-scale businesses scattered throughout the area. These older neighborhoods should be encouraged to maintain their original character, with only compatible infill development permitted. There are three types of historic neighborhoods that each call for their own redevelopment strategies: stable, declining and redevelopment.

- Stable: A neighborhood having relatively well-maintained housing, possessing a distinct identity through architectural style, lot and street design, and has high rates of homeownership.

- Declining: An area that has most of its original housing stock in place, although housing conditions are worsening due to low rates of homeownership and neglect of property maintenance. There may be a lack of neighborhood identity and gradual invasion of different type and intensity of use that may not be compatible with the neighborhood residential use.

- Redevelopment Area: A neighborhood that has declined sufficiently that housing conditions are poor, there may be large areas of vacant land or deteriorating, unoccupied structures.

There are four neighborhoods encompassed within this Character Area: ATCO Historic Mill Village, Olde Towne Historic District, Cherokee-Cassville Historic District, and West End Historic District.

Development Strategies (all areas)

- Maintain the historic character and integrity of each neighborhood;

- Infill pocket parks should be retrofitted to facilitate more passive recreation for empty nesters, retirees and young families where possible, or be developed as part of a larger infill project; and

- For all areas but ATCO, new development, redevelopment and infill development shall follow the procedures, regulations and design standards as outlined for each historic district.

ATCO Historic Mill Village

In 1903, the American Textile Company (ATCO) purchased 600 acres to construct a plant to manufacture cotton "drill" cloth. To support the workers of this mill an adjacent mill village was developed with about a hundred neat wooden homes, a community church, a multipurpose building that was used as a general meeting facility, parks, ball fields, a swimming pool and a school for the village's children. This community was located outside of Cartersville and was known as the community of ATCO. In 1928, the Goodyear Tire and Rubber Company purchased the original mill. Goodyear still owns this facility, although production has ceased. The future of the plant is uncertain. Much of the original village still stands. The plant looks just like a hundred year old industrial plant and the narrow tree lined streets contain most of the original worker homes. Recently this historical area has been discovered and has seen rebirth as an attractive residential opportunity as some younger households have been buying the existing mill housing and fixing them up. The City encourages redevelopment of this area through adaptive reuse of the original mill for a mixed-use community focus.

ATCO Historic Mill Village Development Strategies

- Infill development should be sensitive to the scale and style of the neighborhood;

- Infill development should occur within the existing historic street pattern;

- Encourage a mixed use loft type development within the old mill.

- Fund public infrastructure as necessary within the historic neighborhoods;

- Target code enforcement effort in these areas;

- Target public investment within the ATCO Historic Mill Village area to facilitate redevelopment, such as upgrades to the parks, sidewalks, streets;

- Continually assess the ATCO Historic Mill Village area with respect to vacancy, dilapidated structures and maintenance issues; and

- Create design standards for the ATCO Historic Mill Village area.

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

- *Heritage Preservation* – 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.

- *Infill Development* - 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.

- *Housing Choices* – 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 (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.

- *Traditional Neighborhoods* – Traditional neighborhood development patterns should be encouraged, including the use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian safety.

- *Transportation Alternatives* – 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.

- *Growth Preparedness* – Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.

- *Regional Identity* – Each region should promote and preserve a regional "identity" or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.

◼ Tellus Interchange Commercial

The US Hwy 411 interchange serves at the northern gateway into Cartersville from I-75. The area is anchored by the 200,000 square foot Tellus Science Museum (Museum) which includes a planetarium, the Weinman Mineral Museum, and science related exhibits on a variety of subjects including dinosaurs and space exploration.

As of 2017, the adjacent areas are still rural and agricultural in nature with large lot heavy industrial sites located to the north and to the west. Commercial businesses supporting agriculture and industrial enterprises are conceivable for the area as is heavy duty truck and tractor trailer traffic on Hwy 411. Because of these realities, this character area is not likely to incorporate the housing components conceived in the last comprehensive plan update; However, high density residential development should be considered. Pedestrian access across Hwy 411 in this area will also be a

major challenge; however, installation of pedestrian and bike facilities adjacent to Hwy 411 and linking The Highlands character area to the south may be feasible.

Future development of this area should include projects compatible with and supportive of the institution and educational components of the Museum. Retail, lodging and restaurants components are expected and anticipated to not only support the Museum and surrounding areas but to provide alternative living and lodging options for the Lake Point sporting community located 10 miles to the south.

Primary Land Uses

- Professional offices;
- Banking institutions Hotels and Motels;
- Retail stores
- Medium to high density residential
- Restaurants
- Civic and Educational Institutions
- Parks and Recreation
- Cultural arts and Entertainment

Development Strategies

- Residential components should only include moderate to high-density housing types within or on adjacent properties, including apartments over retail or office, townhouses, apartments, lofts and condominiums.
- Sidewalks should be wide and developed with street trees and landscaping and traditional lighting. Seating and gathering areas should be worked into the overall design; all pedestrian areas should be inviting and safe and designed with appropriate furniture, landscaping, and amenities;
- A development circulation system should include adjacent properties and connect to other public rights of way;
- Provide bike lanes or multi-use trails or sidewalks to encourage bicycling and provide additional safety, provide conveniently located, preferably sheltered, bicycle parking at retail and office destinations and in multi-family dwellings;
- Projects are not meant to be stand-alone or isolated; rather they should integrate with the development around them;
- Large commercial structures shall be designed so that their facades are subdivided into smaller units of scale to give the appearance of a number of smaller attached buildings;
- Shop windows, entrances, colonnades, columns, pilasters and other details shall be designed to to complement the human scale;
- Arcades should be provided between buildings and from parking areas. Arcades are covered walkways connected to, or separate from, the principal building.

- All entrances should be obvious and welcoming. Main entrances should be oriented to the street with secondary entrances oriented towards internal public spaces or pedestrian facilities. A unified design plan is required for multiple building developments. This plan should include exterior facade colors and materials, signage and landscaping. This unified design plan should be reviewed for its compatibility with the surrounding site context, particularly if there are strong or dominant architectural styles;

- Encourage compatible architecture styles. .

- Encourage new development to include amenities such as benches, landscaping, public art, and water features;

- Shared access should be implemented where possible. Parking deck facades should, at last, partially conceal automobile visibility from any public right-of-way or private drive or street that are open to the general public, while allowing for police surveillance from the street, and shall have the appearance of a horizontal storied building;

- Parking should be located to the rear of a building

- Mechanical equipment should be screened from public view and sited so as not to cause noise impacts on adjacent properties. .

- Trash and recycling enclosures should be restricted to rear yard areas.

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

- **Transportation Alternatives** – 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.

- **Growth Preparedness** – Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.

- **Regional Identity** – Each region should promote and preserve a regional "identity" or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.

- **Traditional Neighborhoods** – Traditional neighborhood development patterns should be encouraged, including the use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian safety.

- **Housing Choices** – 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 (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.

- **Appropriate Businesses** – The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required,

long term sustainability, 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.

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

▪ **Sense of Place** – 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 serves 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.

▪ **Regional Solutions** – 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.

▪ **Regional Cooperation** – 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 natural resources or development of a transportation network.

Implementation

● Develop design guidelines for the Tellus Interchange Commercial Character Area.

■ Main Street Overlay

This Character Area is located along East Main Street beginning near Hwy 41 eastward to and including parcels on the east side of I-75. The area has defined boundaries for zoning and design standards.

Development Strategies

● All elements of the Main Street Overlay Character Area are controlled by the zoning overlay district and associated zoning standards.

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

▪ **Transportation Alternatives** – 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.

▪ **Growth Preparedness** – Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.

- ▪ ***Regional Identity*** – Each region should promote and preserve a regional "identity" or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.

- ▪ ***Appropriate Businesses*** – The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long term sustainability, 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.

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

- ▪ ***Sense of Place*** – 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 serves 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.

- ▪ ***Regional Solutions*** – 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.

- ▪ ***Regional Cooperation*** – 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 natural resources or development of a transportation network.

Implementation

- • Refer to the zoning overlay district and associated zoning standards for development guidelines in this Character Area.

■ Mining

Areas currently zoned and/or being used for mining.

Primary Land Uses

- • Mining operations.

Development Strategies

- • Rezoning and development opportunities may be presented if all zoning operations have ceased.

- • Encourage reforestation of mining properties if development is unlikely in the short-term.

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

- **Infill Development** - 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.

- **Open Space Preservation** – 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 greenbelt/wildlife corridors. Compact development ordinances are one way of encouraging this type of open space preservation.

- **Environmental Protection** – Environmentally sensitive areas should be protected from negative impacts of development, 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** – 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 natural resources or development of a transportation network.

- **Heritage Preservation** – 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.

Implementation

- Establish guidelines for mining activities to protect adjacent development from the characteristics associated with mining; and

- Establish local guidelines for remediation of the site when operations have ceased.

■ Community Parks, Recreation and Conservation

This character area has been expanded to include all community parks, regardless of passive or active recreational uses, undeveloped land with significant or protection-worthy features such as scenic views, steep slopes, flood plains, wetlands, conservation areas and other environmentally sensitive areas which may not be suitable for development. This Character Area may also include greenways and open space.

Primary Land Uses

- Active farming, timbering and conservation uses;

- Active and Passive recreation;

- Greenways, trails and path systems; and

- Semi-public and institutional uses.

Development Strategies

- Maintain natural, rural character by discouraging new development and promoting use of conservation easements;

- Permit semi-public and institutional uses;

- Widen roadways in these areas only when absolutely necessary and carefully design the roadway alterations to minimize visual impact;

- Use this character area to protect ground and surface water sources and water supply intakes to ensure adequate supplies of quality water;

- Pedestrian linkages within neighborhoods should connect to any public trail or greenway system; and

- Outdoor recreation should utilize open space and should not be intrusive to the residential and environmental nature of this Character Area.

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

- **Infill Development** - 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.

- **Open Space Preservation** – 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 greenbelt/wildlife corridors. Compact development ordinances are one way of encouraging this type of open space preservation.

- **Environmental Protection** – Environmentally sensitive areas should be protected from negative impacts of development, 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** – 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 natural resources or development of a transportation network.

- **Heritage Preservation** – 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.

Implementation

- Establish development guidelines to protect the characteristics deemed to have scenic and conservation value; and

- Develop a pedestrian/greenway plan. This may also be a trail plan or blueway plan, if adjacent to or inclusive of the Etowah River and its' tributaries.

■ Neotraditional Neighborhood (New Traditional)

The Neotraditional Neighborhood Character Area is defined as the modern, denser populated version of pre-WWII neighborhoods that featured a mixed-use core of residential, commercial and civic uses within a quarter mile, or five minute walk, of one another. Development patterns focused on walkable, self-contained communities that fostered a sense of community. Civic and commercial uses were intertwined with residential developments. Street patterns allowed travel route options for both pedestrian and autos. There was a distinctly defined character for these areas in terms of architecture, building style and materials, landscaping, and public site amenities (i.e. benches, light posts, mailboxes). Employment opportunities were often located within walking distance of homes. This type of development is also called a Traditional Neighborhood Development (TND).

Neotraditional Neighborhood character areas attempt to re-introduce the TND components of denser populations, walkability, sense of community, architectural character, and local access to daily-use products and services, like a grocery or drug store. Neotraditional neighborhood projects typically manifest as in-fill development and new subdivision developments. In-fill development projects should blend architecturally and by site design with the existing and adjacent land uses, lot size and structures, utilizing the existing transportation and utility infrastructure.

New subdivision projects may not have the design constraints of in-fill development regulations but should seek to:

- Blend in with the surrounding land uses and architecture;

- Be located within a reasonable walking distance of daily-use products and services;

- Capitalize on existing transportation and utility infrastructure;

- Include civic and recreation space;

- Provide a mix of housing choices; and,

- Incorporate architectural and site amenity details that create an identifiable sense of place and community.

Primary Land Uses

- Low to moderate density housing on a variety of lot sizes;

- Other types of housing—live-work, townhouses, lofts and apartments as part of a commercial development;

- Senior and active adult housing or communities;

- Corner Markets; and

- Community Village Centers.

Development Strategies

- Promote Neo-Traditional style residential subdivisions when new subdivisions are being considered, particularly the closer one is to the DBD; Encourage master planning for multi or large lot projects;

- Allocate 20% open space to set-aside within these developments. Open space may be accessible to the public, where feasible;

- The neighborhood is defined by an easy walking distance from the edge to the center, ranging from a quarter to a half mile;

- Encourage a variety of housing choices to serve varying ranges of incomes and lifestyles;

- A variety of business types are accommodated, from retail and professional offices to live-work units and outbuildings for start-up businesses. The office stock serves a range from home occupations to conventional office buildings. The retail stock includes a range from the corner store to small supermarkets;

- When appropriate, reserve space for civic buildings to serve as symbols of the community, creating or enhancing community identity;

- Open space takes the form of parks, greenspaces, squares, or plazas for civic interaction;

- New or improved roads and streets are designed to accommodate the pedestrians, bicycles and automobiles. Buildings mask parking lots;

- Block sizes reflect intensity of use for each area;

- Vehicular and pedestrian/bike connections are required for internal streets and to adjacent properties/subdivisions;

- Preferential location for parking for residential uses is to the rear of the structure, accessed off an alley;

- Residential buildings should be no more than 1,300 feet (quarter mile) in walking distance from a public square or park, measured from the front door. Civic spaces should be at least ¼ acre in size. It is encouraged that residences in new development have porches along a portion of the front of the building or balconies, to enhance public interactions;

- Principal buildings should front on a street or a public square. Side and rear yard fencing should not be metal chain link and should be no more than six feet in height;

- Where possible, connect new trails, sidewalks and greenspace to the local network of green space and trails; and Encourage architectural design and features to reflect local historic styles and materials.

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

- **Infill Development** - 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.

- **Housing Choices** – 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 com-

munity (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.

- ▪ ***Traditional Neighborhoods*** – Traditional neighborhood development patterns should be encouraged, including the use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian safety.

- ▪ ***Transportation Alternatives*** – 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.

- ▪ ***Growth Preparedness*** – Each community should identify and put in place the pre-requisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.

- ▪ ***Sense of Place*** – 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 serves 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.

Implementation

- • Allow development and zoning codes to support accessory apartments;

- • Replace the Planned Development District within the zoning code with a TND ordinance;

- • Require master plans for multi- lot or large lot development.

◼ Neighborhood Living

The Neighborhood Living areas generally contain single family subdivisions and associated commercial, civic and institutional land uses. These area have relatively well-maintained housing, possess a distinct community identity through architectural style, lot and street design and have high rates of homeownership. These neighborhoods encompass housing on smaller lots, and smaller front setbacks for both attached and detached dwellings. The intent of this Character Area is to protect existing moderate density single-family neighborhoods through focusing on reinforcing stability by encouraging more homeownership and maintenance or upgrade of existing properties.

The interior of these neighborhoods will remain single family residential on sewered lots, relying on connecting neighborhood commercial for services. Infill or redevelopment of parcels within these neighborhoods will provide greater lifestyle housing choices, but should be compatible with the neighborhood as a whole. Larger infill projects could contain a more varied mixing of housing as long as there is no negative impact to existing residences. Sensitivity to surrounding residences in terms of light, bulk, setbacks, landscaping and mass should be reviewed.

This Character Area is also appropriate within newly developing neighborhoods, and will serve to create new moderate density housing to provide for empty nesters, singles, small families, retirees, stable workforce housing and moderate income residents. Although primarily residential in nature, small Corner Markets and Community Village Centers (CVC), as well as small mixed-use buildings may be permissible in these neighborhoods to provide for close and convenient services. Parking should be secondary to the façade of a building and pedestrian access.

Primary Land Use

- A mix of residential housing types; and
- Corner markets, Community Village Centers and small mixed-use buildings.

Development Strategies

- Preserve and protect existing neighborhoods and their character.
- Infill development and redevelopment should respect the character of the neighborhood and adjacent properties in terms of setbacks, scale, siting, building styles and materials.
- Sidewalk and/or trail connectivity is encouraged as an upgrade for existing neighborhoods.
- Allow for the conversion of sites to more intensive residential use when appropriate;
- Allow smaller lot development and moderate densities;
- Permit multi-family housing developments which are consistent with growth policies of the City and which blend into the overall fabric of the adjacent area;
- Develop residential areas that utilize innovative urban design principles that encourage community, pedestrian linkages and mixed-use environments;
- Appropriate multi-family housing should be small in scale, and limited to 50 units per site;;
- Non-residential development within a mixed-use development should conform to the square footage requirements of a Neighborhood Village;
- Mixed-use projects should contain a civic space;
- Foundation plantings should be provided along all building frontages. Planting should be of sufficient quantity and spacing to provide complete coverage of the entire length of the building;
- On-street parking should be part of the overall street design, and include bump-outs, pavers and other aesthetic streetscape treatments;
- Street trees are encouraged along any right-of-way;
- Landscaping and a green edge are encouraged, such as street trees planted inside wide parkways (the areas between the curb and sidewalk);
- All developments and new housing should connect to adjacent public right-of-ways and the neighborhood;
- Within new developments, neighborhood civic spaces, such as parks, greens and squares should be provided; Parking should be located to the sides or rear of residential and non-residential buildings; and

• Street design within new developments will follow the historic grid system of this Character Area. Block length should be no more than 600 feet.

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

- **Infill Development** - 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.

- **Housing Choices** – 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 (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.

- **Traditional Neighborhoods** – Traditional neighborhood development patterns should be encouraged, including the use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian safety.

- **Transportation Alternatives** – 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.

- **Growth Preparedness** – Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.

■ North Towne Revitalization Area

The North Towne Revitalization Area is located in close proximity to downtown, and includes Tennessee Street. The area includes owner-occupied and rental properties, modest homes, c1940, and a grid circulation system. The City and County did invest in the area following the last Plan Update, but the area is still in need of investment for the upkeep of properties, buildings, and infrastructure. The long range revitalization plan developed in 2010 includes neighborhood vision, articulation of neighborhood character, objectives, and neighborhood plan elements. The plan should be reviewed and updated due to the length of time since its' adoption and completion of several projects.

Development Strategies

• Maintain the historic character and integrity of each neighborhood;

- Infill pocket parks should be retrofitted to facilitate more passive recreation for empty nesters, retirees and young families where possible, or be developed as part of a larger infill project; and

- New development, redevelopment and infill development shall follow the procedures and regulation as outlined for each historic district.

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

- **Heritage Preservation** – 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.

- **Infill Development** - 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.

- **Housing Choices** – 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 (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.

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- **Regional Identity** – Each region should promote and preserve a regional "identity" or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.

Implementation

- Review and update the North Towne Revitalization Plan until a significant number of original or revised goals, if not all, have been achieved; and

- Target code enforcement efforts in this area.

■ Parkway Corridor

The Parkway Corridor is the 5.5 mile section of Highway 41, Joe Frank Harris Parkway, through the city limits. The entire length of the corridor is generally abutted by commercial, industrial or mining land uses. Residential land uses are more prevalent near the northern limits, but are generally, at least one parcel removed from abutting the corridor. The buildings and businesses along the corridor are an eclectic mix of new and old. The need for beautification efforts was identified in the 2007 Plan and most of those implementation strategies are still relevant following the Recession.

Since the corridor is also a State highway, the Department of Transportation is responsible for most of the transportation and Right-of-Way activities and improvements. Construction seems to be on-going for the section of highway between Felton Road and Grassdale Road. Improvements to the southern end of the corridor near South Bridge Drive and East Main Street seem to be sufficient for the immediate future.

The goal for the Parkway Corridor Character Area is to create, through coordinated transportation, land use, streetscape and other physical enhancements, a distinctive "Sense of Place", not merely a safe and attractive transportation corridor. The parkway character area includes only parcels that abut the highway (one parcel deep) on each side.

Though the focus of this character area is to beautify and update the existing commercial structures and infrastructure through redevelopment opportunities, opportunities to introduce medium to high density housing options should not be overlooked.

Primary Land Uses

- Shopping and retail opportunities;

- Office and services;

- Medium and High density residential development.

Development Strategies

- Focus redevelopment at nodes or intersections to capitalize on the availability of the transportation network;

- Greenspace, plazas and gathering places should be incorporated into all new developments;

- Mechanical equipment should be screened from public view and sited so as not to cause noise impacts on adjacent properties.

- Trash and garbage enclosures should be restricted to rear yard areas.

- Provide for mixed uses and higher densities than surrounding areas with direct access to the highway

- Redesign existing commercial strip development into pedestrian scale, interconnected nodes;

- Plan for a community street network that is as friendly to alternative modes of transportation as to the automobile (Smart Streets);

- Encourage master planning and shared access driveways to limit curb cuts and interconnections;

- Coordinate with the DOT to plan and design transportation improvements that fit with community character;

- Utilize residential development between commercial centers along this corridor to interrupt strip retail development patterns.

- Eliminate strip patterns.

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

- **Transportation Alternatives** – 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.

- **Growth Preparedness** – Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.

- **Regional Identity** – Each region should promote and preserve a regional "identity" or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.

- **Appropriate Businesses** – The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long term sustainability, 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.

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

- **Sense of Place** – 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 serves 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.

- **Regional Solutions** – 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.

- **Regional Cooperation** – 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 natural resources or development of a transportation network.

Implementation

- Develop standards and requirements limiting the types of uses permitted by: regulating the square footage allowed; establishing pedestrian oriented setbacks and parking lot layouts; specifying site layout and building orientation; recommending design features such as façade treatments, landscaping and streetscape elements; and instituting buffer requirements to protect the residential uses behind the Corridor;

- Develop a corridor management plan or corridor overlay district. Review current access within the Corridor for increasing connectivity between uses, closing existing curb cuts, aligning driveways, increasing spacing between driveways, and increasing shared parking opportunities;

- Develop maximum parking restrictions to eliminate any unnecessary parking and consider shared parking arrangements;

- Periodically review and update zoning and sign ordinances for relevance.

- Look at setback and buffer standards to increase the amount of green space within this corridor.

■ Mixed-Use Activity Center

The Mixed Use Activity Center replaces the area previously known as the Regional Activity Center. This area has been downsized and restricted to the west side of I-75 and north of E. Main Street. The land in this area is or has been largely used for mining. As mining activities cease, large acreage lots will be available for large scale or subdivided development. Borrowing from ideas identified in the last Plan, this area should be developed as a mixed use development that focuses on certain retail sectors and blends mixed uses such as services, restaurants, offices and residential. These centers are pedestrian friendly where residents, employees and visitors can gather in public spaces and feel part of the community. These areas will be characterized by a high degree of access by vehicular traffic, and possibly high transit use, including stops, shelters and transfer points.

The original Plan identified a large-scale technology park west of I-75 at the Overlook. Though not based on a technology park concept, the potential for this area to serve as a live-work-play Employment Center is a possibility given the proximity to I-75 and Hwy 41, accessibility on E. Main Street, and it's location to a viable retail core along E. Main Street and Hwy 41. Higher density condominium and rental residential complexes, townhomes, brownstones, live-work units, lofts, senior housing, and residential over retail, including workforce housing are appropriate to support the previously identified uses. This character area should be a vibrant place where people can pursue all aspects of their lifestyle.

The Mixed Use Activity Center should promote planned commercial development standards and requirements such as square footage allowed; establishing pedestrian oriented setbacks and parking lot layouts; specifying site layout and building orientation; recommending design features such as façade treatments, landscaping and streetscape elements; and instituting buffer requirements to protect the adjacent residential uses.

The intent this Character Area is to:

- Provide a high intensity of mixed uses, size of uses, and types of uses. Redesign traditional strip development into pedestrian scale, interconnected nodes;

- Promote pedestrian scale, connectivity, interconnection within, and external to the village;

- Require master planning to address land use and access management;

- Plan and design transportation improvements that fit with community character; and

- Include civic and cultural uses to promote human interaction.

Primary Land Uses

- Professional offices;

- Office complexes such as "office condominiums," financial institutions and other service providers;

- Hotels;

- Department stores, large marketers and individual retail stores;

- High density residential development within a mixed use master planned environment;

- Senior housing developments;

- Assisted living developments;

- Civic, institutional and semi-public uses, such as religious organizations, educational facilities; medical offices, senior centers.

- Recreational facilities

- Entertainment and restaurants

Development Strategies

- This area should include a diverse mix of higher-density housing types within it or on adjacent properties, including apartments over retail or office, townhouses, apartments, lofts and condominiums.

- Workforce housing and senior developments are also appropriate within this Character Area;

- all parcels should be interconnected wherever topography allows, along streets, squares and plazas with sidewalks, street trees, traditional lighting, sitting areas, and kiosks;

- Sidewalks should be at least six feet wide and developed with street trees, landscaping and traditional lighting. Seating and gathering areas should be worked into the overall design; all pedestrian areas should be inviting and safe and designed with appropriate furniture, landscaping, furniture and amenities;

- A development circulation system should connect to adjacent properties and other public right of way;

- Provide bike lanes or wide curb lanes to encourage bicycling and provide additional safety, provide conveniently located, preferably sheltered, bicycle parking at retail and office destinations and in multi-family dwellings;

- Streets should follow traditional urban patterns, such as small blocks within a grid system. The development should connect within the overall Character Area and to the surrounding existing street pattern. Projects are not meant to be stand-alone or isolated; rather they should integrate with the development around it;

- Large commercial structures shall be articulated so that their facades are subdivided into smaller units of scale (in units of no more than 60 feet horizontally) so that they give the appearance of a number of smaller attached buildings;

- Shop windows, entrances, colonnades, columns, pilasters and other details shall be designed to break down dimensions to human scale;

- Buildings should be designed in a manner which provides architectural depth to the building and includes covered areas for relief from the weather. Buildings should feature an arcade/structural canopy along the front façade of the building;

- The design of a building that occupies a pad or portion of a building within a planned project or shopping center should share similar design characteristics. Precise replication is not desirable. Instead, utilization of similar colors, materials and textures as well as repeating patterns, rhythms and proportions found within the architecture of other buildings in the center can be utilized to achieve unity;

- A unified design plan is encouraged for multiple building developments. This plan should include exterior facade colors and materials, signage and landscaping. This unified design plan should be reviewed for its compatibility with the surrounding site context, particularly if there are strong or dominant architectural styles;

- Encourage compatible architecture styles that maintain the local character.

- Civic gathering places should be distributed throughout the development.

- Shared access should be required where possible. Parking deck facades should partially conceal automobile visibility from any public right-of-way.

- Parking should be located in the rear of buildings and adequately landscaped; and

- Mechanical equipment should be screened from public view and sited so as not to cause noise impacts on adjacent properties. Trash and garbage enclosures should be restricted to rear yard areas.

Community Quality Objectives

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- **Growth Preparedness** – Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.

- ▪ ***Regional Identity*** – Each region should promote and preserve a regional "identity" or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.

- ▪ ***Traditional Neighborhoods*** – Traditional neighborhood development patterns should be encouraged, including the use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian safety.

- ▪ ***Housing Choices*** – 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 (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.

- ▪ ***Appropriate Businesses*** – The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long term sustainability, 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.

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

- ▪ ***Sense of Place*** – 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 serves 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.

- ▪ ***Regional Solutions*** – 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.

- ▪ ***Regional Cooperation*** – 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 natural resources or development of a transportation network.

Implementation

- • Develop design guidelines or master plans as needed.

■ Suburban Living

As Cartersville continues to experience growth in both residential and commercial development, traditional large lot residential subdivision development is expected to remain in demand, but is expected to be balanced by demand for smaller lot detached, senior and multi-family housing options.

The intent of this Character Area is to preserve existing neighborhoods, while supporting new and compatible residential development. New development should be compatible in terms of land

use, land use patterns, infrastructure investment, and establishing a sense of place, human connectivity and safety.

This Character Area does and will continue to generally consist of detached single-family homes on medium to large lots. Recent trends also place single family detached homes on lots under one-quarter acre. Dependence on the automobile will remain high for local and regional trips, so new development will continue to consider automobiles in the planning and design of subdivisions. At the same time there is demand for sidewalks, trail, park and greenspace connectivity that should be implemented with new developments. Though automobile dependent there is also an expressed need to limit the time spent in autos and in traffic; therefore, Community Village Centers adjacent to suburban neighborhoods are appropriate where existing and planned infrastructure can support it.

Primary Land Uses

- Single Family Detached Housing;
- Community Village Center.

Development Strategies

For existing residential subdivisions

- Preserve and protect existing neighborhoods and their character.
- Infill development and redevelopment should respect the character of the neighborhood and adjacent properties in terms of setbacks, scale, building siting, building styles and materials.
- Sidewalk and/or trail connectivity is encouraged as an upgrade for existing neighborhoods.

For new residential subdivisions

- Promote residential development that fosters a sense of community and provides internal pedestrian connectivity, recreation and open space;
- Provide pedestrian connectivity to existing sidewalks or provide this element for future connectivity.
- Whenever possible connect to regional network of green space and trails, available to pedestrians, bicyclists, and equestrians for both tourism and recreational purposes;
- Larger neighborhoods, should include civic amenities and focal points such as parks, and recreation, community centers and Community Village Centers linked in a compact pattern that encourages walking and minimizes the need for auto trips.
- New subdivision developments are encouraged to include housing choices that may provide sustainability elements such as an age restricted housing area in addition to traditional, non-exclusionary housing.
- On-street parking should be provided.

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

- **Infill Development** - 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.

- **Housing Choices** – 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 (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.

- **Traditional Neighborhoods** – Traditional neighborhood development patterns should be encouraged, including the use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian safety.

- **Transportation Alternatives** – 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.

- **Growth Preparedness** – Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.

Implementation

- Implementation requirements will vary based on location and availability of public infrastructure and utilities.

◼ Tennessee Street Corridor

The Tennessee Street Corridor is a predominantly commercial corridor which connects downtown to the north side of Cartersville. The corridor is generally defined as all parcels fronting Tennessee Street on either side of the right-of-way. Streetscape improvements, signage, non-vehicular circulation options, development guidelines for consistent setbacks, implementation of traffic controlling measures, pedestrian enhancements, underground utilities, and targeted infill and redevelopment strategy will be utilized to create an attractive commercial corridor with multiple circulation alternatives. Social Intersections should be established, which are activity areas for social interaction and retail corresponding to intersections along Tennessee Street. Consider 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.

A study was performed by DCA between 2005-2008 to create an overlay district for this corridor. The recommendations of the study should be reviewed and implemented, if still feasible. Tennessee Street is a State Highway, Hwy 61. GA DOT will need to be included in projects impacting the Right-of way.

Development Strategies

- Encourage compatible architecture styles and materials that maintain the local character;

- Wherever possible, connect to regional network of greenspace and trails, available to pedestrians, and bicyclists.

- Create small public spaces at pre-identified nodes to serve as meeting points, focal points or landmarks.

- Design 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;

- Convert the Corridor to an attractive boulevard with signage guiding visitors to downtown and scenic areas around the community;

- Mechanical equipment should be screened from public view and sited so as not to cause noise impacts on adjacent properties. Trash and garbage enclosures should be restricted to rear yard areas;

- Provide basic access for pedestrians and bicycles, consider vehicular safety measures including driveway consolidation and raised medians (which also improve safety for bike/pedestrians); and

- Coordinate land uses and bike/pedestrian facilities with transit stops, where applicable.

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

- *Regional Identity* – Each region should promote and preserve a regional "identity" or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.

- *Heritage Preservation* – 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.

- *Infill Development* – 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* – 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 serves 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.

- *Traditional Neighborhoods* – Traditional neighborhood development patterns should be encouraged, including the use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian safety.

- ▪ ***Appropriate Businesses*** – The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long term sustainability, 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.

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

- ▪ ***Transportation Alternatives*** – 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.

Implementation

- Identify infrastructure and utility issues or deficiencies and develop a corrective action plan.

- Review, revise and implement the Overlay District study recommendations completed in 2008.

- 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 miniparks; and curb-cut guidelines;

- Establish the Tennessee Street Garden District Overlay and associated development of the following standards: greenspace; minimal setbacks; improved appearance standards; architectural and building materials; site specific buffer requirements; landscape; shielded parking; density; signage; underground utilities; interconnectivity; pervious surface area; and lighting;

- Expand the number of zoning districts permitted within the Tennessee Street Corridor;

- Provide incentives to stimulate redevelopment;

- Promote interconnectivity between commercial uses throughout the district to minimize curb cuts;

- Develop the following ordinances: architectural and design; sign; and outdoor storage;

- Identify funding opportunities/develop incentives to encourage neighborhood business owners to hire from neighborhood work force through the creation of a Neighborhood Employment Program.

■ Transitional Use Area

Areas suitable for designation as Transitional Use Areas are those originally developed for single-family homes that have or will become impacted by adjacent thoroughfares and commercial encroachment and may no longer be suitable primarily for residential use. In the past, individual properties have been rezoned and converted in a way that has often been disruptive from an urban design sense: parking lots have replaced front lawns; houses have been remodeled unprofessionally, resulting in structures with incoherent design elements; and signage has often been out of proportion to the structure and use advertised.

In order to propose an orderly, safe and aesthetic transition, properties within designated Transitional Use Area corridors can be considered for nonresidential use at an intensity compatible with

surrounding residential areas that maintain the essential residential "look" and feel of the area. Designation of this corridor is meant to encourage public and private investment that will promote vitality, activity and safety in the area, by controlling aesthetics, site planning and limiting nonresidential uses that will not overly impact existing residential neighborhoods adjacent to the site.

Transitional Use Areas are, generally, located along or adjacent to arterial or collector thoroughfares.

Development Strategies

- A new use should be compatible with the adjoining neighborhood and not attract a high volume of traffic or visitors, have late night or early morning hours of operation, produce outdoor sound or other distractions, or serve a market area that extends beyond the adjacent neighborhoods and passers-by. Generally, professional and business office uses, personal services and local-serving retail sales establishments, small-scale religious and other non-profit institutions, and other low-intensity neighborhood services are compatible with houses;

- The conversion's remodeling should be architecturally compatible with the neighborhood and must upgrade or at least be consistent with the basic architecture of the structure. Architectural integrity and compatibility considerations include siting of the building, massing, proportion, scale, materials, colors, details, façade treatment, lighting and signage;

- New building design should take into consideration the unique qualities and the dominant character of the surrounding area;

- New occupancies in converted houses should be limited to one business enterprise (with one business entrance) for structures under 2,000 square feet of gross leasable area;

- Signs should be consistent with the form and materials of the building. Illuminated signs would not be permitted when adjacent to existing residential uses;

- Mechanical equipment should be screened from public view and sited so as not to cause noise impacts on adjacent properties. Trash and garbage enclosures should be restricted to rear yard areas; and

- Landscaping must be installed in areas not designated for parking and circulation.

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

- **Heritage Preservation** – 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.

- **Infill Development** - 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.

- **Transportation Alternatives** – 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.

- ▪ ***Housing Choices*** – 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 (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.

- ▪ ***Growth Preparedness*** – Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.

- ▪ ***Regional Identity*** – Each region should promote and preserve a regional "identity" or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.

- ▪ ***Regional Cooperation*** – 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 natural resources or development of a transportation network.

Implementation

- • Adopt design and use requirements to guide new construction and adaptive reuse and conversion of existing structures that will assure compatibility with remaining residences on the road and with surrounding neighborhoods;

- • Develop design guidelines for Lower Hwy 41; and

- • Develop design guidelines for any large area targeted for redevelopment.

■ Summer Hill

Summer Hill is an historic African American community located northwest of downtown Cartersville. The community continues today to serve as an authentic area of character with a mix of residences, churches, civic facilities, and small-scale commercial. A variety of housing, including small lot single family housing as well as small apartment buildings may be accommodated.

The Summer Hill School was built in 1954 and closed in the 1980s, abandoned and left to decay. In 2001 the Etowah Area Consolidated Housing Authority (EHA) took over ownership of the former Summer Hill School and the adjacent 17 acre recreational complex located on Aubrey Street, and facilities have been renovated. The 2006 Summer Hill Project, partially supported by a grant from the Anheuser Busch Corporation, is a partnership between Kennesaw State, the Etowah Valley Consolidated Housing Foundation and the Summer Hill Foundation to assist the neighborhood in recovering and preserving its history.

Primary Land Uses

- • A mix of residential with limited small scale commercial.

Development Strategies

- The former Summer Hill School and property, which is the heart of the neighborhood, should be enhanced and preserved;

- Maintain the historic character and integrity of the neighborhood;

- Target code enforcement efforts in this area.

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

- **Heritage Preservation** – 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.

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- **Regional Identity** – Each region should promote and preserve a regional "identity" or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.

Implementation

- Develop and pursue implementation of redevelopment strategies.

■ **Workplace Center**

This Character Area entails major employment centers located relative to major transportation connections and having a high level of access. The Workplace Center Character Area includes large employment centers that incorporate many aspects of commerce such as: manufacturing; warehousing; wholesale and light industrial; professional office buildings; corporate offices; regional offices; high-tech and research facilities; small office complexes; educational services and recreation. Retail and residential are secondary uses that compliment these employment centers. Internal housing would provide a customer base for offices, cafés, restaurants, and retail uses located in the area, and enhance the safety of the area by maintaining a continuous population base in a location that is typically unpopulated in the evening hours. Residential uses are considered an accessory use to non-residential uses and as such should be fully integrated into a center, and monitored closely so that large residential developments do not become a primary land use, therefore substantially reducing the non-residential character of the area.

Primary Land Uses

- Employment generators, such as office buildings, small office complexes such as "office condominiums" and industrial, warehousing, and light manufacturing that will not have an adverse impact upon the environmental quality of the village;

- Mixed use projects that feature vertical integration (such as ground floor retail with office or living units above), with an emphasis on greater street presence; and

- Retail and residential as accessory uses to employment uses.

Development Strategies

- Enforce appropriate development standards to ensure adequate site plans and landscaping;

- Buffers are critical between incompatible uses and guidelines. Guidelines that address signage and lighting will help to mitigate the negative impacts of a high concentration of commercial and industrial uses;

- Service areas should be located at the rear of the building. Vast amounts of parking and truck loading/unloading areas should be located to the rear and sides and screened from view;

- Where possible, the parking areas should be distributed to two or more sides of the business to "visually scale down" the size of the parking lot, or within a "wrapped" parking deck;

- Internal transportation systems like trolleys and shuttles are encouraged;

- Grouping or "clustering" of shops, office and retail uses with co-mingled parking, landscaping and pedestrian areas are encouraged;

- Accessory, temporary, or outdoor storage of retail goods should be shielded from public view.

- Master planning is encouraged to address access and circulation issues. Inter-parcel access between sites should be used whenever possible;

- Ground floor spaces should present a pedestrian façade. Ground floor retail is encouraged;

- Buildings set in a campus setting should have internal pedestrian circulation system that makes travel between buildings convenient; and

- Appropriate sidewalks, street trees, landscaping and lighting should be provided along both sides of any street.

Community Quality Objectives

The following Quality Community Objectives, or elements thereof, as established by the Georgia Department of Community Affairs, are achieved by implementation of this Character Area:

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- *Appropriate Businesses* – The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long term sustainability, 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.

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

- *Educational Opportunities* – 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.

- *Growth Preparedness* – Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.

- *Transportation Alternatives* – 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* – 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.

- *Regional Cooperation* – 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 natural resources or development of a transportation network.

Implementation

- Survey vacant or underutilized industrial buildings for potential reuse; and
- Develop a marketing/incentive plan to encourage reuse of existing buildings. Coordinate with the Cartersville-Bartow County Department of Economic Development.