

Character Areas - Future Development Map

Updated 9/06/07

Character Area	Description of Character and Primary Land Uses	Community Facilities & Infrastructure	Suggested Zoning Districts
Civic Village	Mixture of civic uses, office, and residential is located around a square. Mixed-use developments for residential, office, service, and recreational uses.	Full urban services	R-7, RA-12, P-S
Community Village Center	Small-scaled commercial designated to serve area neighborhoods with access and size restrictions. May be part of a residential development. 50,000 sqft maximum	Public water & sewer may be available. Good transportation access.	O-C, M-U, P-S
Downtown Business District	The revitalized historic downtown offers an appealing mix of visitor attractions, shopping and dining. Numerous shops & restaurants within walking distance of City Core.	Full urban services	DBD
Highlands	Planned traditional neighborhood development featuring a variety of commercial, residential and civic functions in a mixed-use setting at the intersection of US 411, US 41, and SR 20.	Public water and sewer	G-C, O-C, P-D
Historic Neighborhood	Residential areas in older parts of town typically developed prior to WWII, encouraged to maintain original character, with compatible infill development permitted. Includes ATCO Mill Village, Cherokee-Cassville, Olde Town, and West End historic districts. Within ATCO, revitalize through adaptive reuse of the original mill.	Urban facilities. Public water & sewer.	R-10, R-7, P-S for Cherokee-Cassville, Olde Town, and West End; ATCO district is R-7, P-S, P-D
Interchange Village	The Interstate 75 exit for US 411, known as the Interchange Village area, serves as the northern gateway entrance into Cartersville for motorists traveling from Chattanooga and other points north. The driving force for growth in this area is the expansion of the Weinman Mineral Museum to become the Tellus Science Museum, a 200,000 sqft attraction.	Full urban services	G-C, O-C, P-D, RA-12
Main Street Overlay District	Area near Main Street and I-75 with defined boundaries for zoning and design standards.	Urban facilities. Public water & sewer.	G-C, O-C, P-D, RA-12
Mining	Areas currently zoned and/or being used for mining.	Public water. Sewer may be available.	MN
Natural Conservation and Scenic Corridor	Undeveloped, natural lands with significant natural features, including views, steep slopes, flood plains, wetlands, conservation areas and other environmentally sensitive areas that may not be suitable for development.	Very low level of community facilities	AG, P-I
Neotraditional	All-inclusive, mixed use villages that utilize smart growth,	Urban facilities. Public water available,	P-D

Neighborhood Village	sustainable living concepts, foster pedestrian activity, and create a sense of community which contain a mix of housing types and includes civic space and semi-public uses that complement the overall neighborhood.	public sewerage available or planned; local public facilities	
Neighborhood Living	Urbanized existing moderate density single-family neighborhoods and growth oriented areas, outside identified activity centers with higher densities. Conventional subdivisions with possible commercial at intersections.	Urban facilities. Public water and sewer.	R-15, R-10, R-7, RA-12, P-S
North Towne Revitalization Area	Residential and small-scale office area to the north of downtown. Redevelopment is encouraged. Long range revitalization plan to include neighborhood vision, objectives, and plan elements.	Full urban services	R-7, RA-12, P-S
Parkway Corridor	US 41 Corridor. Encourage redevelopment of older commercial developments by adaptive re-use.	Full urban services	G-C, O-C, P-D, RA-12, MF-14
Regional Activity Center	High-intensity commercial with retail and mixed-use for services, restaurants, office, and residential.	Full urban services	G-C, O-C, P-D, RA-12, MF-14
Suburban Living	Preserves existing suburban neighborhoods and adjacent areas with suitable land use patterns.	Public water available. Public sewerage available or planned; local public facilities	R-20, R-15
Summer Hill	Historic neighborhood that includes the former Summer Hill School. Residential area accomodating small-lot houses and small apartment buildings.	Full urban services.	R-7, RA-12, MF-14, P-S
Tennessee Street Corridor	Predominately nonresidential area targeted for an infill and redevelopment strategy with design standards.	Public water and sewer.	O-C, M-U, P-S, P-D
Transitional Activity Village	Transition from residential to compatible commercial along major thoroughfares. Size, parking, and appearance standards apply to allow a smooth transition	Linear transitional areas along transportation corridors	R-7, RA-12, MF-14, M-U, P-S
Workplace Center	Major employment centers utilizing a mixture of industry, commercial, office, and high intensity residential.	Full urban services.	H-I, L-I, P-D