



Community Assessment

Volume 1:
Issues and Opportunities



Comprehensive Master Plan
2 • 0 • 3 • 0
City of Cartersville, Georgia



Community Assessment Issues and Opportunities

Introduction	1
■ Purpose of this Report	1
■ Components of the Comprehensive Plan	2
Community Participation	2
Community Assessment	2
Community Agenda	2
■ Community Overview	3
■ History	4
Strengths, Weaknesses, Threats	7
■ Quality of Life Indicators	7
■ Strengths	8
■ Weaknesses	9
■ Threats	9
Land Use	10
■ Existing Land Use	10
■ Quality Growth	13
■ Growth Patterns	16
■ Downtown Revitalization	17
■ Areas of Significant Disinvestment, Levels of Poverty or Unemployment	19
The Hobby Lobby Shopping Center	19
Tennessee Street Corridor	19
Upper North Towne Economic Development Area	19
North Towne Revitalization Area	20
■ Potential Growth Areas	22
ATCO-Goodyear Mill Village	22
Dellinger Property	23
Industrial Park (north of Cartersville)	23
Carter Grove Plantation	23
411 Corridor	24
Interchange Village	24
■ Areas Where Development Outpaces Infrastructure	24
■ Land Use Compatibility	25

■	Areas of Significant Natural or Cultural Resources _____	25
Issues _____		26
■	Small Town Character and Sense of Place _____	26
■	Growth Management and Quality Growth _____	27
■	Increasing Diversity _____	28
■	Increase Economic Opportunities _____	29
■	Housing Choice _____	30
■	Designing with the Environment _____	31
■	Preserve the City’s Heritage _____	32
■	Infrastructure availability _____	32
■	Ensure connectivity and mobility _____	33
■	Intergovernmental Coordination _____	34
Community Quality Objectives _____		35
Potential Character Areas _____		46

Introduction

The City of Cartersville is very proactive in planning its future. Since the completion of the 1991 Joint Comprehensive Plan with Bartow County, the City has completed several planning related initiatives to gauge the issues relevant and important to residents, including: the development of new historic districts and regulations; the initiation and creation of the Cartersville Historic Preservation Commission; an interim update to its development regulations; a 2002 Land Use Plan Amendment to reflect changing conditions in the Plan; a countywide strategic plan; numerous visioning programs and two community wide citizen surveys. Areas that have been identified for further analysis and future planning include pass-through and commuter traffic, workforce development and employment, and community character. This proactive stance to planning has influenced the City's decision to maintain a cooperative arrangement with the County while at the same time to develop a stand-alone comprehensive plan to better address specific issues as they relate to the City.

In order to maintain their Qualified Local Government status (that is, to remain eligible for a wide range of State grants, assistance and permitting programs), the plan must be updated from time-to-time—in the case of Cartersville, by the end of October 2007. This current update is characterized by the State as the 'tenth-year update,' which, because of the significant changes that have occurred in Cartersville over the past decade, coupled with the adoption of new planning standards by the State, requires a complete reevaluation, reorganization and rewrite of the Plan elements.

Planning requirements for the preparation and adoption of Comprehensive Plans are adopted by the State's Board of Community Affairs pursuant to the Georgia Planning Act, and administered and supplemented by the Department of Community Affairs (DCA). The most recently applicable planning standards took effect May 1, 2005, and establish the minimum standards that must be met for DCA approval.

■ Purpose of this Report

The purpose of this Community Assessment report is to present a factual and conceptual foundation upon which the rest of the comprehensive plan is built. In the view of the Department of Community Affairs, preparation of the Community Assessment is largely a staff or professional function of collecting and analyzing data and information about the community and presenting the results in a concise, easily understood format for consideration by the public and decision-makers involved in subsequent development of the Community Agenda (i.e., the "Plan"). The preparation of this Community Assessment, however, has greatly benefited from input and active participation by the Visioning Subcommittees and from general public surveys.

This Community Assessment is comprised of two volumes:

- This Volume 1 is focused on issues and opportunities facing the City now and anticipated in the future that result from growth and development.
- Volume 2 is an 'addendum' to the Community Assessment, containing detailed data and analyses that relate to the issues and opportunities discussed in Volume 1.

The following topical chapters are included in this Volume:

- Demographics
- Housing
- Economic Development
- Natural Resources
- Historic and Cultural Resources
- Community Facilities and Services
- Transportation
- Intergovernmental Coordination

■ **Components of the Comprehensive Plan**

A comprehensive plan meeting the planning requirements of the Georgia Department of Community Affairs must include the following three components:

Community Participation

The first part of the comprehensive plan is the Community Participation Program (CPP) that is adopted in order to take advantage of ongoing citizen participation activities throughout the planning process. The Community Participation Program describes the strategy for ensuring adequate public and stakeholder involvement in the preparation of the Community Agenda portion of the plan.

Community Assessment

This part of the comprehensive plan is an objective and professional assessment of data and information about the City of Cartersville. This following are included in the Community Assessment's two volumes:

- a list of potential issues and opportunities the City may wish to take action to address;
- analysis of existing development patterns, including a map of recommended character areas for consideration in developing an overall vision for future development;
- evaluation of current community policies, activities, and development patterns for consistency with DCA's Quality Community Objectives; and
- Analysis of data and information to check the validity of the above evaluations and the potential issues and opportunities.

Community Agenda

The third part of the comprehensive plan is the most important, for it includes the community's vision for the future as well as its strategy for achieving this vision. The Community Agenda will include three major components:

- a list of issues and opportunities identified by the assessment and policies and guiding principles to address these issues;

- a vision for the future physical development of the City of Cartersville, expressed in map form indicating unique character areas, each with its own strategy for guiding future development patterns;
- An implementation program to achieve the vision for the future and to address the identified issues and opportunities.

In addition to the three components above, and in concert with preparation of the Comprehensive Plan, the City must review and possibly amend and recertify their previously adopted **Services Delivery Strategy**, and update the State-mandated **Solid Waste Management Plan**.

Some goal highlights achieved since the City's last plan update include:

- Updated the Cartersville Future Land Use Map to ensure that changing conditions on the fringes of the City were identified and incorporated.
- Coordinated with representatives of the other incorporated areas in the county and with Bartow County officials to maintain a positive relationship regarding the Comprehensive Plan for 2007, utilities service, and other functions.
- Pursued implementation of additional zoning districts and overlay areas that allowed for creativity in design and use within parameters of progressive development that contributes to the character of Cartersville.
- Developed additional recreational properties in various parts of the community to improve the quality of life for residents. In addition, the City fostered positive development around the recreation facilities.
- Expanded the recently created stormwater initiative through education and enforcement efforts.
- Improved the landscaping, sidewalks, and parking on the side streets running perpendicular to Main Street.
- Encouraged underground utilities, additional lighting, and additional sidewalks on State Route 61 (N. Tennessee Street.)
- Worked with the Etowah Housing Authority as a partner for moving public housing residents into single-family homes.
- Worked with representatives from the public and private sectors on the recently begun effort to revitalize the neighborhood located just north of downtown that is home to a growing number of Hispanic families.
- Developed an impact fee program to pay for improvements necessary for new growth.

The assessment provides a starting point to guide the community public participation program and provides valuable information for the development of a vision for City.

■ **Community Overview**

In 1850, when the town was incorporated, Cartersville had about 150 citizens; within two years, its population exceeded 2,400. A steady increase until 1880 was

followed by sixty years of stagnation, as the population remained consistently near 5,000. From 1940 to the early 1990s, industry and tourism more than doubled the population to 12,035. Cartersville was selected for the 1993 edition of the book *The 100 Best Small Towns in America*. This recognition, coupled with the growth of metropolitan Atlanta, probably accounts for the almost 25 percent growth to 15,925 persons by the year 2000.

Located between two metropolitan southern cities, Atlanta and Chattanooga, Cartersville provides a quality place to live, work and do business. During the last 15 years, both the residential and commercial sectors of the local economy have grown exponentially as Cartersville and Bartow County have become more of a part of the metro Atlanta area. With the Kennesaw/Town Center area only twenty minutes away and Atlanta only 45 miles from downtown Cartersville, the growth will continue unabated in the near future. A vibrant supportive business climate complements Cartersville's strategic location, affordable cost to do business and skilled workforce. Equal to the population growth of the last decade of the twentieth century has been Cartersville's growth in size, from 23.9 to 35 square miles.

■ History

Immediately after the Cherokee Removal in 1838-39, Cartersville was settled in anticipation of the construction of the Western and Atlantic Railroad (W&A) through the Etowah Valley. Supposedly named for Farish Carter, a wealthy Georgia planter and entrepreneur, Cartersville was incorporated in 1850. Migration via Alabama Road, originally an Indian trace leading west through the Cartersville area, accounted for much of its early growth, as did the W&A, which allowed the exportation of natural resources. An abundance of iron ore in the region sparked an early, though short lived, iron industry pioneered by ironmasters Jacob and Moses Stroup.

During the Civil War, on May 20, 1864, when Confederate troops under the command of General Joseph E. Johnston occupied the depot, holding Union forces at bay while fellow confederates escaped south across the Etowah River. The depot fell to Union fire by nightfall, and occupation followed. After the destruction of the original county seat of Cassville in 1864, Cartersville became the new seat of government in 1867.

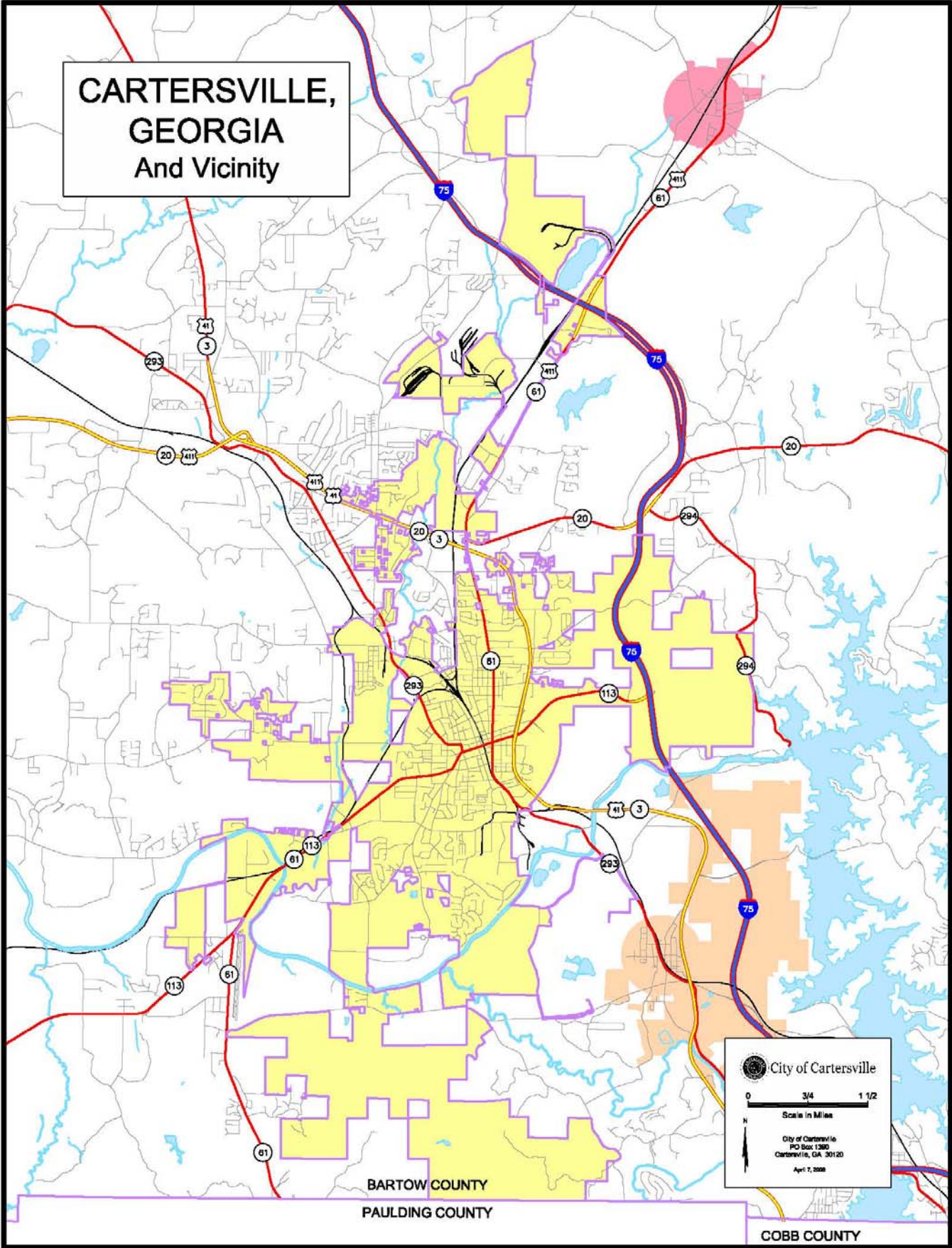
Cartersville's economy had long relied heavily on cotton. Infestation by the boll weevil in 1917 devastated cotton production, causing a depressed economy that, even though supplemented with state road projects, remained weak until the construction of Allatoona Dam, a few miles east of the City, in 1950. The subsequent creation of Lake Allatoona and nearby Red Top Mountain State Park further improved the economy.

By the mid-1970s, Cartersville's agrarian economy had given way to an industrial and mining economy, supplemented by increasing tourism. New Riverside Ochre (ochre mining and processing), Vulcan Materials (construction aggregate mining), and Chemical Products (barite ore processing) are the only mining industries left that take advantage of the area's natural resources. Cartersville is following the national and state trend of becoming a more service-oriented economy. The sector of the community that has been most anemic in growth during the last 15 years

has been employment in the areas of manufacturing and warehousing. Although there have been promising ventures, such as the new Toyo Tires facility in north Bartow County and the business park adjacent to the I-75 Cass-White Road exit, facilities such as Glad Manufacturing, Goodyear Tire, Interface Flooring, Unilever, United Plastics, and several smaller industries have closed in the last decade. Several major manufacturers remain, including Shaw Industries (carpets), Anheuser Bush (beverages), Thrall Car (rail boxcars), and Birmingham Steel. Cartersville also serves as the corporate headquarters for Phoenix Air, an international air charter company operating out of Cartersville Airport, and Midway Phoenix Corporation, managers of Midway Island, a key post in the Pacific theater of World War II and now a National Wildlife Refuge.

Cartersville is the county seat of Bartow County, and the hub for economic development within the County. This has been primarily because of Interstate Highway 75 and previously, U.S. Highway 41 transiting directly through or adjacent to Cartersville. It has also been related to a long-term commitment on the part of successive City governments to attract industrial development by developing needed infrastructure and utilities that were designed to facilitate industrial use.

CARTERSVILLE, GEORGIA And Vicinity



 City of Cartersville

0 3/4 1 1/2
Scale in Miles

N

City of Cartersville
PO Box 1380
Cartersville, GA 30120
April 7, 2008

Strengths, Weaknesses, Threats

The City of Cartersville has a long history of public involvement to guide its path into the future. Although the official Community Participation Program has not begun, it was felt that past participation efforts provide invaluable information on issues facing the community. Among other avenues, the City participated with the County on the development of a strategic plan and administered the National Citizens Survey (the NCS) in 2005. The NCS is a collaborative effort between the National Research Center, Inc. and the International City/County Management Association. The NCS was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret residential opinion about important community issues. Results offer insight into residents' perceptions about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. Specific methodology and survey validation is available in the "*National Citizens Survey, 2005, Report of Results for the City of Cartersville, Georgia.*" Results from this survey were used as the initial issue phase of this assessment to assist in guiding data gathering and types of analysis.

■ Quality of Life Indicators

The National Citizen Survey contained many questions related to the life of the residents of the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Cartersville. They also evaluated characteristics of the community, and gave their perceptions of safety. Below is the summary of major topics.

In 2005, the highest rated characteristics of Cartersville were sense of community recreational opportunities and overall appearance of Cartersville. When asked to rate the overall quality of life in Cartersville, 22% of respondents thought it was "excellent." Only 1% rated overall quality of life as "poor." Cartersville as a place to raise children received an average rating of 75 on a 100-point scale.

Below are selected and relevant results of the survey. Topics are compared and rated against similar jurisdictions to show an appropriate benchmark. Rating comparisons include above the norm, similar to the norm and below the norm. Any topic that was reported as "below the norm" will be listed in the "issues" section of this report for further study.

a. Quality of Life and Community Characteristics			
Cartersville as a place to live	above	Access to affordable quality housing	Similar
Neighborhood as a place to live	Similar	Access to affordable quality health care	above
Cartersville as a place to raise children	Above	Ease of car travel in Cartersville	above
Cartersville as a place to retire	Below	Ease of bicycle travel in Cartersville	below
The overall quality of life in Cartersville	Similar	Ease of walking in Cartersville	Similar
Sense of community	Above	Shopping opportunities	Similar

Openness and acceptance	Similar	Air Quality	Below
Overall appearance of Cartersville	Similar	Recreational opportunities	above
Opportunities to attend cultural activities	above	Job opportunities	Similar
Public Facilities and Services			
Public safety	similar	City Parks	Above
Fire protection	similar	Recreation programs or classes	Similar
Street repair	similar	Range/variety of recreation programs and classes	Above
Street cleaning	similar	Recreation centers/facilities	Similar
Street lighting	similar	Accessibility of parks	Above
Sidewalk maintenance	similar	Appearance/maintenance of parks	Similar
Traffic signal timing	Below	Public library services	Similar
Amount of public parking	above	Variety of library materials	Below
Garbage collection	Similar	Drinking water	Above
Yard waste pick-up	Similar	Sewer services	Above
Storm drainage	Similar		
b. Quality of Planning and Code Enforcement Services			
Land use, planning and zoning	Similar	Public information services	Similar
Code enforcement	Below	Municipal courts	Similar
Animal control	Similar	Public schools	Similar
Economic Development	Similar	Overall direction that the City is taking	Similar
I receive good value for the taxes I pay	Above	Citizen involvement is welcomed	Above
The City listens to its citizens	Similar		

Potential Problems

Survey participants were asked to rate potential future problems. The three major problems that were identified were Drugs 54%, Traffic congestion 39%, and Too much growth 25%.

■ Strengths

- Cartersville is unique - industry, education, arts
- Diversified employment base - different industries available, originally only two textile mills
- Physical beauty (need to protect), natural resources
- Excellent leadership in politics and business
- Talented students
- Community spirit - sense of pride
- Like the way it feels and looks
- New people are participating within the community
- Sense of place – downtown, quaintness, small town atmosphere
- Thriving downtown that is getting better
- City of Cartersville School System, Technical schools/Colleges
- Racial relations
- Surrounded by Cartersville is County seat and a regional center
- Proximity to I-75 and Atlanta, and other good areas (i.e. Adairsville)
- Young and old generations want to stay generational continuity
- Lake Allatoona
- Water supply and good utilities

- Dellinger Park, Etowah Indian Mounds and River, Historic/Natural Resources
- Excellent government services
- Police – feel safe here, patrols
- Strong medical facilities and personnel

■ Weaknesses

- Traffic and street conditions
- Mixing industrial traffic downtown
- Only 4 arteries going east and west
- Difficult to widen streets
- Old Alabama Road
- Traffic on Tennessee and Main Streets
- Putting traffic (truck) into somebody's neighborhood
- Railroad dissects the town
- Must coordinate with County land use and infrastructure and with State on roads
- Aging infrastructure
- Need good development regulations
- Specify conditions on rezoning
- Use design standards
- City not actively expanding utilities
- City lacks Single family detached zoned land
- City does not annex Single family areas
- Too much rental property
- School system is being affected – transient rate = 35% due to renter occupied
- City limits boundary is confusing – Service delivery is difficult
- Need white collar jobs, Research & Development, Headquarters
- Far away from international airport

■ Threats

- Higher taxes – schools growing
- Deregulation of utilities
- Decreasing utility revenue
- Too much apartment growth
- Annexing areas that are served by non-City utilities
- High home prices / lack of starter homes
- How do we get the market to provide housing for the low and moderate incomes?
- Pollution
- Waste management
- Georgia Power (pollution)
- Loss of trees due to development
- Loss of natural resources
- Inability to grow/annex due to County preventing
- Atlanta (being a bedroom community to)

Land Use

The City sees itself as a series of integrated villages where live, work and recreational land uses are seamless and accessible. The City promotes a mix of uses and infrastructure that highly integrated with land use goals and policies. The City encourages greater use of alternative modes of transportation, interconnectivity within and outside of individual projects, intends to offer greater housing options, aims to reduce vehicle trips, and provide an exciting and cultural community. The land use vision of the City includes:

- Integrated land uses that help direct market forces;
- Increased concentration and integration of various housing types to accommodate diverse life cycle and life styles in appropriate locations;
- Higher densities in appropriate locations;
- Protected and enhanced a sense of history and heritage;
- Build on its historic downtown as a major strength to bind the community together;
- Accessibility for retail services in linked locations that offer local and regional economic development opportunities;
- Employment opportunities within its industrial parks;
- A diversity of economic development opportunities;
- Preserved and enhance open space and trail connectivity as a total development vision;
- Compatibility between historic resources and new development, emphasizing Cartersville's past as a roadmap to the future;
- Efficient public services that concentrate resources on focal points and communities, and that is linked directly to growth; and
- Increase reliance on urban design and land use compatibility.

The City of Cartersville is continuing to develop and define itself as population, demographic and land use changes occur. Today, Cartersville continues to evolve away from manufacturing roots and towards adaptive reuse of industrial sites, a service and professional economic base, and residential infill development. Underdeveloped properties are going through a transition that includes the mixing of uses and a priority on human linkages.

■ Existing Land Use

The following land use categories were used during the last Plan update for the existing land use map:

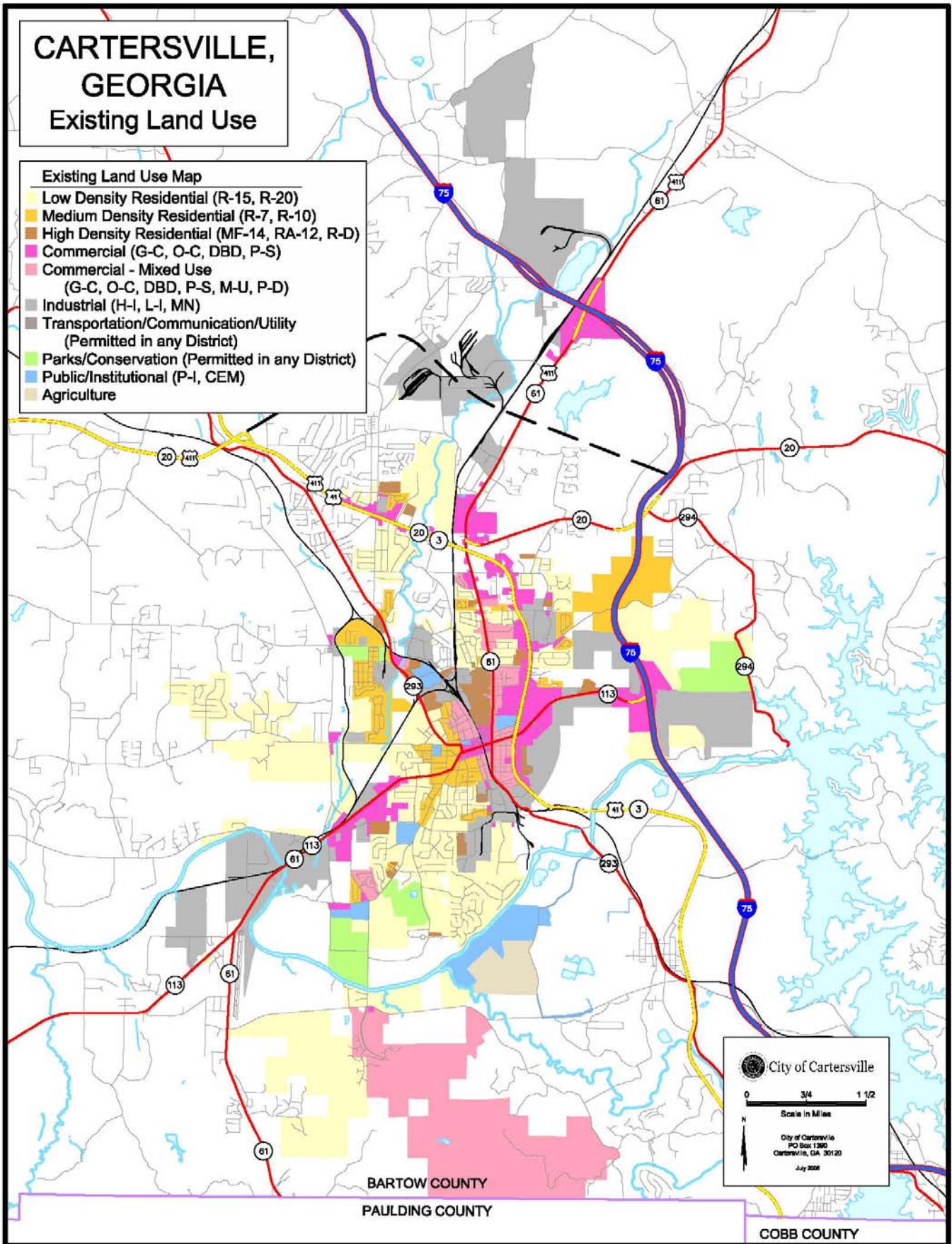
- **Residential**: single, duplex, and multi-family dwelling units, manufactured housing.
- **Commercial**: retail sales, office, and service facilities.


- **Industrial:** manufacturing, processing plants, factories, warehousing, or other similar uses.
- **Public/Institutional:** includes a local government's community facilities, general government, and institutional land uses. Examples of land uses in this category include schools, general government administrative facilities (e.g., city hall, county courthouse, etc.), landfills, health facilities, churches, cemeteries, libraries, police and fire stations, and similar uses.
- **Transportation/Communication/Utilities:** includes such uses as power generation plants, sewage and water treatment facilities, railroad facilities, radio towers, public transit stations, telephone switching stations, airports, port facilities, or similar uses.
- **Parks/Recreation/Conservation:** park or recreation use or are designated as open space.
- **Agricultural/Forestry:** active crop production, agribusiness, and/or forests used for harvesting. Agricultural and forestry is not currently a land use within the corporate limits of Cartersville and is not depicted on the land use map.
- **Undeveloped:** applies to land that has never been developed for a specific use and is used as general pastureland, forestland, or land that was developed for a particular use but has been abandoned by the property owner.

CARTERSVILLE, GEORGIA Existing Land Use

Existing Land Use Map

- Low Density Residential (R-15, R-20)
- Medium Density Residential (R-7, R-10)
- High Density Residential (MF-14, RA-12, R-D)
- Commercial (G-C, O-C, DBD, P-S)
- Commercial - Mixed Use
(G-C, O-C, DBD, P-S, M-U, P-D)
- Industrial (H-I, L-I, MN)
- Transportation/Communication/Utility
(Permitted in any District)
- Parks/Conservation (Permitted in any District)
- Public/Institutional (P-I, CEM)
- Agriculture



 City of Cartersville

0 3/4 1 1/2
Scale in Miles

City of Cartersville
PO Box 1380
Cartersville, GA 30120
July 2008

Table 9.1			
Land Uses - 2003 to 2005			
City of Cartersville			
	2003	2004	2005
Annual Annexations Acres	25.56	1860.66	1261
Land Uses, Acres			
Residential	6,586	6,784	6,987
Residential/Mixed use	642	740	854
Commercial	840	871	904
Comercial Mixed use	163	170	176
Public/Semi Private	555	571	587
Industrial	1,636	1,683	1,731
Ag/Forest/Mining	345	369	423
Park & Open Space	937	963	1,019
Vacant/Undeveloped	6,077	5,795	5,486
Total	17,807	19,807	19,428
Land Use, Percentage			
Residential	37.0%	37.8%	38.6%
Residential/Mixed use	3.6%	4.1%	4.7%
Commercial	4.7%	4.9%	5.0%
Comercial Mixed use	0.9%	0.9%	1.0%
Public/Semi Private	3.1%	3.2%	3.2%
Industrial	9.2%	9.4%	9.6%
Ag/Forest/Mining	1.9%	2.1%	2.2%
Park & Open Space	5.3%	5.4%	5.5%
Vacant/Undeveloped	34.1%	32.3%	30.3%
Estimated Square Feet of Developed Property			
Residential	7,259,198	7,556,673	7,875,322
Commercial	12,120,175	12,571,581	13,039,803
Public/Semi Private	10,154,870	10,154,870	10,154,870
Industrial	9,403	9,670	9,946
Total	29,543,645	30,292,765	31,079,942
Source: City of Cartersville Planning Department, 2006			

Table 9.1 identifies the breakdown of the types of land uses within the City, annual annexation acreages, the percentage of each land use and the estimated square feet of developed property.

■ Quality Growth

The City of Cartersville has used mixed use, overlay and historic district and other progressive land development methods over the last five years. These ordinances are in place and allow innovative development “by-right” so that developers do not have to go through a long variance process.

During the 2000 Strategic Plan, the City stated that, “Cartersville will develop land-use polices that combine beauty and functionality that enhance and protect the historic and natural areas.” To achieve this goal, the City has been protecting

its unique way of life by encouraging developers, citizens and business owners to work together to protect the community through prudent ordinances and policies. The City is also encouraging development that creates an expectation of excellence. Impact fees are also being developed to develop necessary infrastructure in the most efficient and fair way as possible.

Two major planned developments in Cartersville, the recently completed Grove Park and Carter Grove Plantation, have numerous agreements regarding infrastructure, community improvements, amenities, and density to create quality development within the City. In the Carter Grove Plantation, a new intermediate school will be built to house fourth and fifth graders, a new public safety complex will also be constructed on site and an 8-mile trail system will be installed to increase internal and external connectivity.

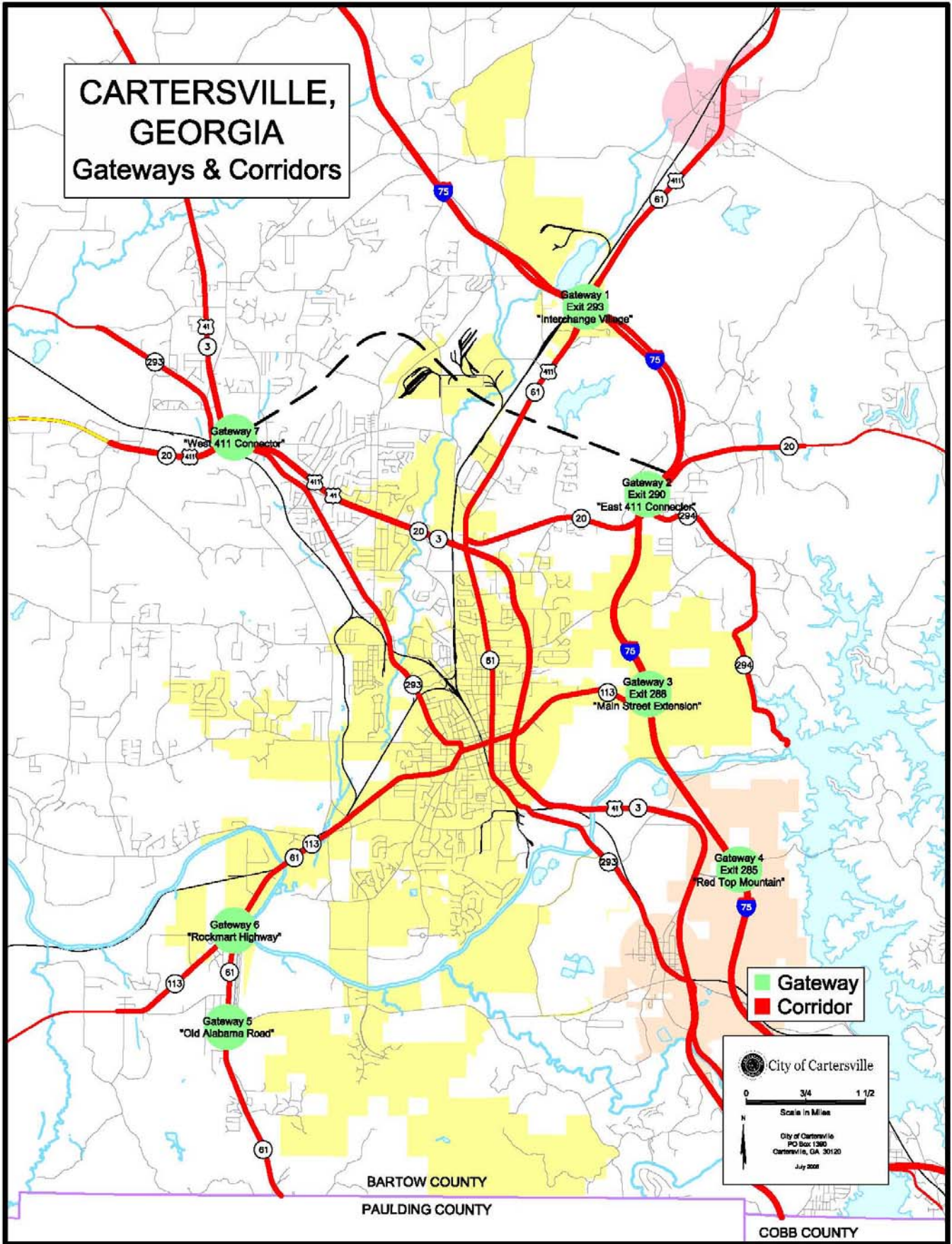
Although Cartersville's residential development is primarily single-family residential, there is a trend towards encouraging a mixing of housing units and types and including mixed use within residential developments. The trend toward varied types of uses and densities for quality growth developments is exemplified in the new multi-story downtown lofts infill building that will include condominiums, retail space, and office suites. The structure, which has an all-brick finish and is built in a style similar to other downtown buildings, is well incorporated into the surrounding area.

During 1995, sign and landscape ordinances were adopted to foster quality growth in Cartersville. During the subsequent decade, these standards have been effectively used to improve the look of commercial and industrial projects, especially those that have occurred on high-visibility thoroughfares. The ordinances have also been updated during the last few years to improve further the quality of developments in this fast-growing city. The City's other development ordinances will be reviewed against the community vision as part of the Agenda section of the Comprehensive Plan update.

A major goal of the community is the use of existing infrastructure and to minimize the conversion of undeveloped land along the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core. The City has also identified redevelopment sites and brownfield sites for redevelopment. As the growth in Cartersville becomes more diverse in density, mix and types of uses, local leaders are working to maintain the quality of life and sense of place in Cartersville.

CARTERSVILLE, GEORGIA

Gateways & Corridors



■ Growth Patterns

The current development patterns of Cartersville are a result of historic events, natural features, and location of the rail line and highway system. Cartersville was severely damaged in the Civil War, but was rebuilt. It became the County seat and served as the economic center for the area with rail service directly serving Alabama, Tennessee, and Atlanta. Topography forced development to occur between the steeply sloped ridges in the area. Residential areas originally developed to the south and west of the active downtown area.

Natural features continue to shape development today. Development is constrained by the steeply sloped areas and floodplains. Relatively flat lands to the north, used for industry, have been annexed into the City. Areas to the northwest have developed significant residential densities, but have not been annexed. Land development to the west used for residential construction has passed by the floodplain areas.

The annexation process also shapes the City limits. Newly incorporated areas have given Cartersville an irregular shape, with many holes of unincorporated land. The City limits reach out in some areas making it difficult to provide services or even distinguish lands within the County or City jurisdiction. This pattern is a result of some residents not wishing to be incorporated into the City and industrial or commercial interests wishing to obtain utility service.

Between 2000 and 2005, 1,069 housing units were built. The majority of units were single-family residential. The new housing communities include:

- The Villas at Pine Grove subdivision—53 units
- Wingfoot Park subdivision (phase I) Sugar Valley Road—100 units
- Waterford subdivision addition—93 units
- Lenox Park townhouses—61 units
- Grove Park subdivision—103 units
- Collins Place townhouses—7 units
- The Plantation (Mission Road) subdivision—165 units
- Carter Grove Plantation subdivision—3000 - 3350 units (max 300 per year)
- Wingfoot Park subdivision (phase 2) Sugar Valley Road—99 units
- Mayflower subdivision extension—5 units
- Cook Street Commons @ Lenox Park subdivision—7 units
- Autumn Canyon at the Overlook—79 units
- Center Road subdivision—290 units
- Bear Woods subdivision—315 units

The following four projects constitute the 175 multi-family units that have been permitted.

- Main Street Lofts—15 units

- East Felton Road Senior Apartments (Etowah Valley Housing Authority)—14 units (approved for 34)
- Mockingbird Heights—24 units
- Opal Street—122 units

An additional 983 single-family units and 50 multifamily units are currently in the zoning process, awaiting approval. These include:

- Mission Estates—78 units
- Wingford Park subdivision—61 units
- Dellinger Property—844 units
- Madison Square Apartments—50 units

How future growth occurs is important to the viability of the downtown area and to the city as a whole. If not properly planned, the commercial center can be pulled away from the center of Cartersville. The main gateways to downtown Cartersville are shown on the map. These gateways should emphasize Cartersville's unique character and help direct travelers towards the City center.

■ Downtown Revitalization

In March of 1982, a Downtown Development Authority (DDA) was created to initiate renovation, restructuring and revitalization of the central business district. Street front facades were renovated, sidewalks were refurbished, parking areas (away from the main traffic flow) were created, and older buildings were renovated for new uses (a Georgia History Center, a Science/Teacher Resource Center, a Community Arts Museum and two theaters for community acting groups). The Old Train Depot has been renovated for use as the Welcome Center and office space for the DDA. A Marketing Plan for downtown Cartersville was developed in March 1992 through the Small Business Administration's Small Business Institute Program. Many of the recommendations from that study have been implemented during the last decade. A visioning session open to the public and interested community leaders is held annually with facilitators from the Office of Downtown Development of the Georgia Department of Community Affairs.

Downtown Cartersville utilizes the Main Street approach to downtown revitalization. The Main Street Program's success is based on a comprehensive strategy of work, tailored to local needs and opportunities, in four broad areas, called the *Main Street Four Point Approach*:

- **Design:** Enhance the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems and long-term planning.
- **Organization:** Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process.
- **Promotion:** Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens and visitors.

- **Economic Restructuring:** Strengthening the district’s existing economic base while finding ways to expand it to meet new opportunities and challenges from outlying development.

Recommendations and the results of those recommendations are listed, as follows:

Establish an Architectural Design and Review Board: The Cartersville Historic Preservation Commission was established in 2000, and the Historic Downtown Business and the Olde Town Historic Residential Districts were established in 2004 with guidelines for historic preservation.

Establish an educational program for downtown merchants: The Chamber of Commerce offers an annual schedule of “brown bag lunches” featuring topics pertinent to small business owners. The Main Street Coalition, a nonprofit membership organization of the Cartersville Downtown Development Authority, offers monthly “First Thursday Merchant Coffees” for downtown merchants.

Creation of a Church Street dining complex: Property owners renovated buildings under the Church Street Bridge to house shops and restaurants. A \$250,000 Community Development Block Grant for slum and blight elimination was completed to improve the rear of the buildings and make improvements.

Improve traffic flow through downtown: Construction of the South Bridge has relieved truck traffic downtown. The Design Committee of DDA is currently developing recommendations to educate heavy trucks and concrete trucks to select alternate routes.

Increase retail shops and restaurants downtown: As of 2005, there were 46 retail establishments, 11 restaurants and 158 downtown businesses. In comparison, the downtown hosted only two restaurants and a much smaller number of active businesses in 1992.

Reduce the number of empty storefronts: In the downtown district, dozens of storefronts have been redone in the past 10 years. The downtown currently maintains an occupancy rate of 92 percent.

Improve upon the tourist population: The opening of the Booth Western Art Museum in August 2003 resulted in an influx of 18,000 visitors in the first five-month period. The first “Downtown Shop and Dine Brochure” was published in 2003 and 35,000 copies were distributed.

Improve the appearance of downtown: Dozens of downtown buildings have been renovated in the past decade. A Business Improvement District (B.I.D.) was passed with monies from the increased tax milage earmarked for façade and sign grants to merchants, and downtown design improvements.

Address apathy of absent landlords in restoring deteriorating buildings: Local property owner Ron Goss Jr. has renovated a previously deteriorated block of Main Street, with four Square Ventures renovating the Stein Building into a restaurant.

Promote Cartersville as a historical, cultural, & environmental community:
 1) Historical: Establishment of the Historic Preservation Commission and research into the founding of each downtown business has created an awareness of the history of downtown properties. 2) Cultural: Establishment of a countywide Cultural Arts Alliance occurred in 2002. The Alliance promotes arts, history, and

museums in Bartow County. 3) Environmental: A major national fishing tournament was held at Lake Allatoona with support of the Chamber of Commerce, Convention and Visitors' Bureau and other entities as a way to attract tourists to the lake.

■ **Areas of Significant Disinvestment, Levels of Poverty or Unemployment**

During the Strategic Plan for Barrow County, the City identified a goal to “encourage use and restoration of existing commercial and residential properties to preserve Cartersville’s appearance, improve blighted areas, and better use valuable properties.” In order to achieve these goals, the City has worked closely with business owners and operators to educate them on the benefits of the restoration and revitalization of Cartersville. Historic districts and ordinance have been adopted as a tool for revitalization and funding sources.

Particular areas of concern include the following:

The Hobby Lobby Shopping Center

This shopping center on South Tennessee Street/US 41 is showing signs of decline and abandonment.

Tennessee Street Corridor

Tennessee Street Garden District has been studied as a redevelopment area. An overlay district is proposed to stimulate development and to increase overall connectivity to improve traffic flow, to create a uniform aesthetically pleasing appearance, and to provide social interactions and connections to downtown. A DCA Resource Team came to study this area earlier this year and have recommended design guidelines to encourage redevelopment. In conjunction with the Comprehensive Plan Update, the City will undergo an ordinance rewrite to reflect quality growth standards in areas such as signs, landscaping and architectural design.

Upper North Towne Economic Development Area

In 2000, the City of Cartersville applied for a CDBG Grant from the Georgia Department of Community Affairs for the “Economic Development/Alleviation of “Spot” Slum and Blight Conditions.” The focus area was a portion of the North Towne Revitalization area, on the north side of Church Street.

The commercial/business area has been in existence since 1890. The neighborhood was originally constructed as a central focus for the City. The original county courthouse was adjacent to this area. Prior to the construction of the bridge, which currently passes above much of the subject infrastructure, the central focus of the community had moved away from the area, to the west and south. Housing in the area is primarily occupied by low/moderate income and minority residents. Small single-family detached wooden homes in the area have been allowed to deteriorate and, in many cases, have been converted into duplexes or triplexes. A major problem with the commercial structures was the rear facades of the buildings.

North Towne Revitalization Area

In 2004, the North Towne Revitalization Task Force was formed to encourage the participation of homeowners. The City of Cartersville's Planning and Development Department, in conjunction with the State's Department of Community Affairs, has formed the North Towne Revitalization Task Force, comprised of 25 members. The team is comprised of individuals from several organizations within the community; including non-profit organizations, developers, government departments and officials, bankers, mortgage companies, federal and state agencies, churches and other agencies, along with private funding sources.

North Towne is connected to the downtown and is a visible area that people see every day. In addition, the City has received comments from long-term residents to preserve and enhance this neighborhood. The Task Force was formed to improve neighborhood safety and identify areas in need of attention.

Potential benefits of this Task Force include increasing property values; improving appearance; decreasing crime; improving residents' awareness of police services; increasing communication with neighbors; and highlighting awareness of potential grant funds from state or federal governments that are available for home improvements. The long-range revitalization plan will include:

- Neighborhood Vision
- Neighborhood Character
- Objectives
- Neighborhood Plan Elements:
 - The North Towne Traditional Neighborhood District/Overlay Zone;
 - Removal of substandard structures;
 - Code enforcement;
 - Community Development Corporation - 501c3;
 - Streetscape enhancements;
 - Park and recreation enhancements;
 - Gateways; and
 - Housing mix.

The first steps in this process were to create the North Towne Neighborhood profile, and hold neighborhood meetings. The Neighborhood Profile included the development of a historic overview, demographics, zoning, land use, housing, and conditions, identification of neighborhood institutions, identification of historic structures and an assessment of infrastructure.

The predominant type of housing unit is single-family dwellings, representing 66.8% of total housing units, followed by duplexes at 16%, and multifamily at 8.4%. Garage or accessory apartments were the smallest unit type representing just .5% of the total units in the area. A designation included in the housing assessment, although not a dwelling unit is the designation of parking/vacant lot. This is a significant indicator for disinvestment and for potential infill

redevelopment opportunities. There were 30 parking/vacant lots surveyed which account for 8.2% of the total unit breakdown.

The second part of the housing analysis was to identify ownership statistics and current condition of dwelling units. Ownership and rental statistics were identified in 1990 and 2000, and compared to

Table 9.3			
Housing Tenure - 1990 and 2000			
City of Cartersville and State of Georgia			
Ownership/Rental	1990	2000	State 2000
Owner Occupied	57%	60%	67.50%
Renter Occupied	34%	40%	32.50%
Source: U.S. Census 2000			

statistics for 2000 in the State of Georgia. These statistics were taken from Census data, and unfortunately, the 1990 statistics do not add up to 100% of all dwelling units, most likely as a result of the baseline universe, where vacant properties are included in the total as compared to only “occupied” units being used as the

baseline in 2000. Therefore, although it appears that both ownership and renter-occupied dwelling units increased, we cannot clearly tell what might be the cause of this increase. What we can surmise from this data is that owner-occupied units still constitute the majority of units within the study area. However, when we compare these State of Georgia stats we

Table 9.4			
Type of Unit - 2000			
North Towne Revitalization Area			
Type of Unit	Standard	Current Condition	
		Deteriorating	Substandard
Duplex	46	11	2
Garage Apartment	2	0	0
Multi-Family	30	1	1
Single Family	197	48	3
Total	275	60	6
Percent of Total	81.36%	17.75%	1.78%
Source: North Towne Neighborhood Profile, 2004			

clearly see that ownership levels in this area are below those of the State. The last piece of statistical data that was collected was to categorize the quality of units, using the classifications of standard or deteriorating by ownership as the measure. Clearly, the majority of owner occupied units are considered standard, with only a small percentage, 4.44% considered deteriorating. Of the breakdown in owner occupied units considered deteriorating, the 15 properties identified were single-family housing.

Table 9.5		
Current Condition by Ownership - 2000		
North Towne Revitalization Area		
Type of Unit	Standard	Deteriorating
Duplex	1	0
Garage Apartment	0	0
Multi-Family	0	0
Single Family	104	15
Total	105	15
Percent of Total	31.07%	4.44%
Source: North Towne Neighborhood Profile, 2004		

Overall, The North Towne housing assessment showed that the community contains a good mix of unit types, has a higher percentage of rental occupied units

than typically found statewide, and although the majority of housing units are considered “standard,” 17.75 % of the units, (60) are considered to be in a deteriorating state. Of the total deteriorating units, all but one duplex unit are single-family units.

The purpose of the neighborhood meetings was to inform residents in the area about the efforts, get feedback as to what is important to them, and to encourage participation.

This initial analysis provided the base upon which the North Towne Revitalization Task force would develop a long-range revitalization plan that includes the following elements:

- North Towne Neighborhood Guidelines;
- Introduction;
- General Guidelines: Code Enforcement/Maintenance issues
- Streetscape guidelines: Commercial and Residential
- Village Guidelines: General, Commercial, Residential
- Commercial Mixed-use Guidelines
- Residential Guidelines
- Guidelines Administration
- Probable Cost Estimate for Implementation

■ **Potential Growth Areas**

Potential growth areas include infill opportunities, opportunities for mixed use, and redevelopment areas for commercial, residential, and large vacant parcels that are prime development areas. Overall, it is expected that the City will see major growth south of Old Alabama Road due to the availability of several large undeveloped land holdings and water and sewer connections.

ATCO-Goodyear 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 that contained 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 should look 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 younger couples have been buying the existing mill housing and fixing them up. The City is encouraging a renaissance of

this area through adaptive reuse of the original mill for a mixed-use community focus.

Dellinger Property

The Dellinger Property is a 600-acre parcel, currently under single entity control. This development is located east of I-75, on the Southside of Old Alabama Road between Douthit Ferry Road and SR 61. A mixed-use development was proposed on the property that contained 644 single-family homes, 100 townhouses, 100 senior adult attached housing units, and 16 acres of community amenities and recreational fields. In addition, the development was to contain approximately 250,000 square feet of retail space, 80,000 square feet of office space, and 170,000 square feet of business park space.

Although this project has fallen through, the City will pursue and plan for this type of project on the property. The City has a traffic study to show impact, and will plan future infrastructure needs based on this proposals impact.

Industrial Park (north of Cartersville)

The Bartow-Cartersville Joint Development Authority (JDA) is developing an approximately 845 acre master planned corporate park for industrial development. The industrial park is located north of the City off the exit 296 interchange of Interstate 75. Access will be from Cass-White Road, as well as from Cass-Pine Log Road. More than 500 acres of the development is within the City's jurisdiction. The development is intended to be for light manufacturing to help replace the almost 3,000 manufacturing jobs lost in recent years. The project has been initially financed by community issued bonds for the purchase of the property and utility expansion to the site. Bonds will be repaid via property sales and related revenues.

Carter Grove Plantation

The development that will most affect the Cartersville area in the immediate future and the next decade is Carter Grove Plantation. This master-planned community, located south of the Etowah River near the Paulding County line, is proposed to add up to 3,300 houses to the City of Cartersville. As an integrated village, this project will include a residential component, public facilities, commercial, and greenspace. Commercial uses will be constructed within easy walking distance of the residences and will be connected with sidewalks and a trail system to encourage walking and bicycling as an alternative to driving. A new intermediate school for grades 4 and 5 will be built in this community to serve the increased demands on the City school system. In addition, a public safety facility will be constructed to serve this area of the city. Commercial tracts have also been designated as part of this planned development. A little over 29% of the development will be set-aside for greenspace. This greenspace set-aside will be designed for both private and public use. Approximately 699.1 acres will be contained within the residential pods and approximately 296 acres will be developed as trails for residents and the public. The trails will consist of approximately 8.5 miles of unpaved walking trails and 6.77 miles of ten-foot wide sidewalk along boulevard areas. The City may connect the trails to the existing city park north of the Etowah River.

This project has been designed after extensive input from the City. A Development Agreement has been drawn up that outlines specific traffic system improvements; restricting the use of Bates Road as an access point to reduce the overall impact on existing residential development; environmental protection measures including minimizing project impacts on Cherokee darters; establishment and maintenance of a larger buffer along all flowing water inside the project; wetlands mitigation; requirement to conduct a Phase I Environmental Assessment; and soil and erosion control measures.

The infrastructure, public safety, schools, and other aspects of the community will be dramatically changed because of this new community within Cartersville.

411 Corridor

Although this area is not currently within the City limits, there is a large 1,500 acre undeveloped tract of land held in single ownership in the vicinity of the proposed 411 corridor. It is expected that once this major transportation corridor is established, there will be pressure and opportunity to develop this parcel.

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 areas to the north of the city. Mixtures of general commercial properties surround this area, including hotels and gas stations. Recent additions include a large Harley Davidson dealership, a John Deere lawnmower and tractor distributor, and a 47-unit senior condominium community currently under construction. The driving force for growth in this area is the expansion of the Weinman Mineral Museum, a 10,000 square foot local attraction. Expansion Plans will reconstruct this museum into a 100,000+ square foot Tellus Science Museum. The new facility will include a planetarium as well as science related exhibits on various subjects such as dinosaurs, astronomy and a continued focus on the historic mining and mineral industry in Cartersville and Bartow County. Future development is expected to more closely tie this area with Cartersville, especially new growth related to the proposed US 411 Connector that will link US 41 and I-75

■ Areas Where Development Outpaces Infrastructure

The City of Cartersville is very proactive in the coordination of public facilities and future development. In anticipation of the Carter Grove development for instance, a public safety facility, recreation area, connecting trails and two schools will be built to satisfy the impact of this development. Although construction of these facilities will commence as needed, the land and funds are currently set aside.

Bartow County water improvements for the west side of the County are planned for full implementation by January 2007. These should resolve water issues previously experienced in the West End Mission street area.

■ Land Use Compatibility

Several areas within the City are going through land use transition due to commercial encroachment and transportation changes. Conversions of single-family dwellings are occurring along Tennessee Street, within the North Towne revitalization area, and will potentially occur along the 411 Corridor after this transportation facility is built. Transitional areas are identified on the Character Area Map to ensure a smooth movement from one land use to another.

■ Areas of Significant Natural or Cultural Resources

A portion of the Etowah Valley Historic District is within the City of Cartersville. In order to protect this area, Barrow County has adopted the Etowah Valley Historic District as a special district. The purpose and intent of this special district is to provide for the identification and protection of historical and cultural artifacts and sacred locations of the Muscogee (Creek) Nation and the Eastern Band of Cherokee Nation, which are two Native American nations that are historically connected to the Etowah River Valley.

Bartow County has included specific requirements within this District for any property applying for rezoning or a Land use Map Amendment. Several steps must be followed to ensure the integrity of the District. Since the City of Cartersville administers its own zoning, these steps do not apply to property located within the City. However, the City does coordinate and cooperate with the County on any parcel within the District by requiring several steps to be completed when a water permit is requested. Following are the requirements:

- Prior to filing, an application and applicant must send notice to the Native American Nations along with a copy of any proposed application.
- Other than the development of a single family dwelling on a single lot, all applicants must commission an archaeological survey. A copy of the completed survey must be sent to the Native American Nations for comments. If the Nations desire to dispute the recommendations of the applicant's archaeological survey, they may submit their own survey.
- If any archaeological survey reveals any significant sites, historic sites, or artifacts, or prehistoric sites or artifacts, the archaeologist preparing the survey shall make a recommendation as to what action should be taken on the site.
- In the event that there is a dispute between the applicant's archaeologist and the Nations' archaeologist, both surveys will be submitted to the Georgia Department of Natural Resources Historic Preservation Division.

Other areas that need protection are streams and rivers, wetlands, flood plains, steep slopes, water supply watersheds, groundwater recharge areas, conservation areas, and census blocks containing known archeological sites. These sensitive resources are addressed more fully in the Natural Resources section of this report.

With changing patterns of land use and the demographic composition of the community, the City faces challenges and opportunities to position its self to take advantage of these changes and determine its path. It is essential that the qualities that form the sense of place of current day Cartersville be protected and enhanced in the future. Enhancing the community and small town feel of the City forms the backbone of the City's planning efforts.

A number of critical issues relating to development and land use patterns were identified during the assessment phase. The following issues surfaced as a repetitive theme

■ **Small Town Character and Sense of Place**

The term "community" is not always tangible or always apparent. This term refers to the "features" of social organizations, such as networks, norms, values and trust that facilitates coordination and cooperation for mutual benefit." Sense of place is another term for community. Land use patterns, infrastructure and service investment, as do institutions such as churches, social clubs and heritage all contribute to this sense of place and the sustainability of the community. A sense of timelessness, a connection to heritage and organic roots, and most of all the people all contribute to Cartersville's sense of place. It is common to know your neighbors, to walk down the street and bump into someone you know, and to address your elected officials by first name. Rural character is also a key strength of the City. It is still possible to drive through the City and see farmland and livestock. The natural beauty and mountainous topography also add to the rural feel of the community. As the City embarks on this Comprehensive Plan, this sense of place forms the base of any Vision for the future. This Vision can be supported with a foundation of high quality development that protects the openness and cohesiveness of the community. Existing Community character should be identified, protected, and enhanced.

- Preserve the downtown atmosphere, Cartersville's high tradition, the history, heritage and small town community feel;
- Hold onto the small-town feel as the population doubles;
- Don't lose site of locals
- Address the growing crime problem;
- There is a need to protect, enhance and rehabilitate established neighborhoods from negative growth impacts and blight;
- The City needs to create more active and interactive public intersections;
- Dispersed nonresidential development may take away the importance of the downtown as the City's core.

■ Growth Management and Quality Growth

During the planning horizon, the City will double its population, and substantially increase its employment. Accommodating and managing this growth is important for the City. The City is establishing a vision for where and how growth should occur, and developing a plan to assure that roadways and other public infrastructure, such as schools and public services should be adequate to accommodate the additional growth. A common theme is that the City should control growth and not allow growth to control the City.

The Cartersville City Council supports and actively pursues growth in the area. Cartersville supports growth and believes it is predominantly beneficial if it:

- Occurs at a reasonable rate;
- Does not generate demands for services in excess available to residents; and
- Does not significantly increase the costs borne by existing residents.

Cartersville believes that smart growth simply means good planning. By being prepared for growth, Cartersville will be positioned to continue to provide excellent services.

- Seek to balance growth: residential, industrial and commercial;
- There is a lack of mixed uses and the inclusion of commercial in residential developments;
- The City needs to be proactive in projecting growth and developing the land use patterns that support desired growth;
- The City needs to monitor the quality of development that the City's vision is trying to achieve;
- There is a lack of overall design guidelines and guiding principles to guide new development to achieve the City's vision for residential and nonresidential developments;
- There is a need for quality incentives to achieve the City's goals;
- All new communities should be sustainable in a village like setting.
- Overhead utilities create sight clutter and should be reduced.
- The current Sign Ordinance does not sufficiently provide standards to reduce visual impact of sign clutter, to create continuity in design throughout neighborhoods and to continue to foster the historical character and sense of place in the City
- The community needs to determine what the appropriate target land uses are and capitalize on those opportunities.
- Potential growth areas include infill opportunities, opportunities for mixed use, and redevelopment areas for commercial, residential, and large vacant parcels that are prime development areas. Overall, it is expected that the City will see major growth south of Old Alabama Road due to the availability of several large undeveloped land holdings and water and sewer connections.

- Annexation patterns are irregular and lead to confusion over service provisions.
- There are areas in the City that have developed as continuous strip commercial corridors.

■ **Increasing Diversity**

As the City's age and demographics continue to diversify, special planning attention should be aimed towards community facility improvements, "live, work, play" environments, linkages and housing to meet the needs of a wide range of incomes, ages and lifestyles.

- Cartersville is experiencing a growing and Diverse Population
- Cartersville should strive for inclusively with regard to age, lifestyle and lifecycle
- Population is anticipated to double by 2030. The number of dwelling units will more than double.
- The number and types of households that are attracted to the City will likely continue to change based on the types of development and potentially types of jobs.
- Cartersville sees itself as lifetime home for its population—birth to death and everything in between. To continue this vision, services, housing, economic development and infrastructure must provide for this diversity.
- It is anticipated that the community will attract a large number of younger couples. This segment of the population requires attention to infrastructure and services in education, job training, and entry level housing as school age residents enter the work force.
- By 2030, the mid-life range of 25 to 54 years old portion of the community is still anticipated to be the primary aged segment of the population, although it has decreased from 60% to 54%. The City will also continue to gear infrastructure and services to the segment, such as cultural and entertainment programming and single-family houses. Developing a wide range of economic development opportunities is also important to this segment of the population.
- The senior population will remain stable over the planning horizon. Existing households are aging in place. This growth is influenced by a nationwide macro trend of aging baby boomers. Facilities, services and housing should be sufficient to meet this demand. Alternative housing products include lower maintenance housing, assisted living, and aging in place services to retrofit existing housing. Senior services and faculties should also be provided such as alternative modes of transportation, walkable communities, and health services.
- The Hispanic population is rapidly increasing. Programs and services need to be developed to address this population's needs in concert with the particular needs of all minorities in the city.

- Although incomes are steadily rising, Cartersville’s income distribution shows a continued need for a diversity of housing and programs to serve its diverse income characteristics.
- There are multiple opportunities for stable employment for “workforce” level individuals, and these opportunities are likely to expand in the next ten years. Given this as a premise, these individuals will need housing that meets their income parameters.
- Many elderly residents have trouble aging in place. 92% of seniors reported a disability. This may be as simple as design modification, or the provision of other types of housing products, such as group homes and assisted living facilities.
- A niche that is not being addressed is the “active adult” community, typically patio homes, attached ranch units (such as a fourplex) or small lot/0 lot line type detached units, where the basic home and landscape maintenance is handled by an association, and special community activities and social events are promoted.
- There is a lack of long-term and inpatient treatment centers for special needs persons facing mental retardation, drug addiction or mental illness.
- There is a lack of transitional housing for the homeless.
- School curriculums should be developed that address the increasing Hispanic populations.
- Recreation program should be developed that encourage Hispanic participation.

■ **Increase Economic Opportunities**

Located between, two metropolitan southern cities, Atlanta and Chattanooga, Cartersville provide a quality place to live, work and do business. During the last 15 years, both the residential and commercial sectors of the local economy have grown exponentially as Cartersville and Bartow County have become more of a part of the metro Atlanta area. With the Kennesaw/Town Center area only twenty minutes away and Atlanta only 45 miles from downtown Cartersville, the growth will continue unabated in the foreseeable future. A vibrant supportive business climate complements Cartersville’s strategic location, affordable cost to do business and skilled workforce. Nationally, there are major shifts in the economy and real estate market from manufacturing towards a “knowledge”/service economy. However, the City of Cartersville is also unique in that the Manufacturing sector is anticipated to remain the second largest employment sector within the City.

- In order to create a stable funding source, the city should strive for a diverse economic balance;
- Cartersville continues to evolve away from industrial development, and towards adaptive reuse of industrial sites and residential infill development. Underdeveloped properties are going through a transition that includes the mixing of uses and a priority on human linkages.

- Consider targeting types of industry: higher paying, cleaner, high tech, medical field, insurance
- The nationally emerging shift in industry from a more blue collar workforce type to more highly skilled and education dependent industries indicates that the City has been attracting such types of households with its expanding move-up and executive level housing.
- In 2000, 50% of Cartersville commuters work outside of Bartow County. This statistic alerts us to the possibility of a population, education, skill, job availability mismatch.
- Neighborhood-based employment is necessary in order to improve coordination between housing, transportation, and employment.
- The Board of Education should continue to strive to decrease high school drop out rates and promote secondary education. An educated population will move the city towards its economic development goals.
- A Neighborhood Business Ownership program should be developed to encourage entrepreneurship among neighborhood residents in order to increase productivity of community members, reduce transient nature of community and to increase standards of living.
- Alleviate “spot areas” of slum and blight, especially as they negatively influence the City of Cartersville’s ability to attract economic prospects that will provide job and/or tax revenue that may be used to provide enhanced living conditions for individuals of low and moderate-income status.
- There is a need for increased and improved lodging choices and meeting sites within the City.
- There is a need for larger convention type space to accommodate trade shows and larger events.
- Lack of Sunday liquor sales has handicapped economic development efforts.
- Employment growth is lower in places where the housing supply is more constrained. If Cartersville is to increase its employment opportunities outside of reliance on manufacturing, a much greater percentage of executive and move-up housing. Jobs follow executive housing.
- Specialized job training venues (perhaps through North Metro Technical College or the developing Highlands College campus) need to be developed.
- Continued expansion of the airport is important to maintain and attract economic development opportunities.

■ Housing Choice

Within the Northwest Georgia region, Cartersville is a relatively inexpensive place to own and rent a home. The provision of housing choices for the senior population, workforce housing, housing for households with incomes below the median area income, larger rental units to meet the needs of larger family sizes often associated with the increasing Hispanic population, and expansion of the

stock of move up and executive housing to support economic development intensification must be addressed.

- Continue to work with the North Towne Revitalization Task force to develop a long-range revitalization plan.
- The most prevalent type of households in the City is small, with over 57% comprised of a single or two persons. This indicates that although the majority of the population falls within the workforce age group of 25 to 65, a large proportion of this group are single and two person households, either couples without children, young persons entering the workforce, single persons, or empty nesters below the retirement age. As well, seniors over 65 typically are single or live in two person households. Housing type needs to address this need.
- The issue of providing workforce housing and other types of affordable housing options will require significant attention and potential revisions to the Future Land Use Map and Zoning Code to accommodate additional mixed-use developments with residential components and areas of higher density residential. This may also involve the added application of density bonus and incentives in exchange for inclusion of residential units within the cost limitations of the workforce community.
- A large amount of single-family housing is being rented.
- There is a lower proportion of executive and move-up housing in Cartersville than in Cobb and Cherokee counties.
- Those households experiencing the most constraints in finding adequate housing tend to be renters in the lower income brackets, particularly those with incomes which are 30% and below the HUD MFI for the metropolitan area. A disproportionate amount of rental property is located within the City. Rental needs should be addressed and coordinated with the County.
- Although only a small portion of the citywide population, the elderly and disabled populations present unique needs in terms of mobility, architectural and structural elements, public services and accessibility. Accommodation of the increase in the City's elderly population as they seek housing locations that are close to service providers, such as those located in the City should be a focus.
- Several areas within the City need for housing rehabilitation.
- Safe and sanitary public housing is a critical infrastructure need for persons in the very-low income category.

■ Designing with the Environment

It is important to preserve natural areas, i.e., streams, wooded areas, wildlife habitats, areas of steep slope and watersheds, and open spaces throughout the community. As the City contains a wealth of historic resources, it is also important to identify and protect historic districts and sites.

- Developer should be required to preserve greenspace

- There is a need for a clear cutting ordinance to protect against the removal of natural vegetation before the issuance of a development permit.
- The environment needs to be protected more during the pre-development phase.
- The City needs to consider adoption of a stronger erosion and sedimentation control ordinance.
- The City should participate fully in the Etowah Basin Habitat Conservation Plan. The outcome of the Plan is that local governments (the City of Cartersville and Bartow County among them) adopt policies so that activities they conduct (such as road construction) would have minimal impact on imperiled species. In addition, zoning codes and development regulations will need to be amended to ensure that new private construction would have minimal impact.
- The City needs a stronger conservation program for Urban Greenspace protection.
- The current Tree Ordinance does not protect specimen trees, adequately conserve the overall tree canopy and promote urban forest practices;
- The City should identify targeted areas for conservation proactively, and not just react to their disposition when faced with a development request.
- Additional measures are recommended to further assess and protect the natural and historic resources of the City, particularly in the pre-development assessment phase.

■ **Preserve the City's Heritage**

Cartersville is blessed with an active and vibrant historic downtown, and with a wealth of historic in-town neighborhoods.

- The City should continue to monitor the status of inventoried historic structures and properties located outside of the protected Historic Districts to ensure consideration for preservation, adaptive re-use or incorporation into a development plan when development proposals are reviewed.
- Nomination of individual properties identified as potential candidates for the Historic Register should continue to be pursued.

■ **Infrastructure availability**

In order to preserve Cartersville's quality of life, infrastructure needs to keep pace with projected growth, and funding sources need to be identified.

- Growth needs to be in line with the City's ability to provide infrastructure: water & sewer, transportation, connectivity and services.
- There is a lack of coordination between land use expectations and sewer and water expansions.

- Expansion of the sewer and water system is important to community's tax base. A service expansion plan should be developed to increase the current base, and therefore the City's revenue stream.
- Ensure that capacity upgrades to the sewer system to meet future needs.
- Expansion of the City's public utilities is important to community's tax base.
- Funding sources need to be identified for necessary infrastructure improvements.
- A Park and Recreation Master Plan should be developed to address the needs and desires of residents.
- Although the school age population actually decreased between 1990 and 2005, this trend will experience a reversal over the planning horizon. The proportion of school age children is forecast to increase from 19% in 2005 up to 25% of the population by 2030. School, recreation and medical infrastructure and services need to be reviewed to provide for this segment of the population.
- Create a post-construction Stormwater Management Ordinance to improve water quality and restore natural hydrology and to protect aquatic habitat. The ordinance should include runoff volume limits (infiltration requirements); stream channel protection; flood control; incentives for restoration/greenspace development.
- Development and enhancement of drainage/stormwater runoff infrastructure, especially in older, slope affect areas of the city where such planning was not routinely done 50 or more years ago, but that are heavily impacted by drainage related problems.
- The school board should utilize the adopted forecasts to design school capacity for the next 20 years.
- A school site and construction funds should be identified for a new primary school to support the Carter Grove Plantation development.
- A mixing of uses and an increased emphasis on non-residential development will stabilize funding and school capacity issues.
- The City needs more green and open space;
- Utility rights-of-ways are underutilized.
- The City must continue to anticipate the needs of potential commercial/industrial businesses by expanding existing infrastructure relative to industrial development and exploring avenues for the development of new or additional infrastructure designed to make the City more attractive to corporate citizens.

■ **Ensure connectivity and mobility**

The road network and its ability to handle existing traffic volumes is a major issue in the City. There is a concern that the rural road network is having difficulty keeping up with growth. The City has undertaken traffic studies, incorporating

growth anticipated from the Carter Grove planned community, to proactively plan for roadway improvements.

- Rail traffic causes delay for drivers in the downtown area due to frequency of at-grade intersections.
- Street improvement in older neighborhoods is heavily impacted by excessively narrow lanes, a lack of existing curbs, sidewalks and poor provision for off road parking that leads to vehicular congestion.
- The City needs to ensure the provision of adequate housing opportunities for low and moderate-income individuals, which are close enough to work sites to reduce local congestion.
- Develop a city/county system or join into the MARTA system—conduct a feasibility study;
- Many residents commute outside the city, while many employees commute into the city—investigate the possibility of a commuter systems, rail or express bus.
- Internal and short trip movements need to be improved--Look into the possibility of a Trolley Service—downtown people mover.
- The City needs to further identify future land use and transportation linkages and connections in order to promote alternative accessibility throughout the City.
- Improve connectivity within existing neighborhoods.

■ **Intergovernmental Coordination**

- Boundary and service coordination are very important during this 10th year update, and the Joint Comprehensive Plan.
- Transportation, annexation borders and utility provision are issues that need to be addressed with the City of Emerson.
- In order to better anticipate the cost of growth, the associated need for city services and the cost of serving an annexed area suggests the need for an annexation plan and cost/benefit criteria analysis to be developed.

Community Quality Objectives

The following is a description of how the City of Cartersville current meets the Department of Community Affairs, “Community Quality Objectives (CQO).” This assessment included an evaluation of the community’s current policies, activities and development patterns for consistency with the CQOs contained in the State Planning Goals and Objectives.

This initial assessment is meant to provide an overall view of the community’s policies, not an in-depth analysis. There are no right or wrong answers to this assessment. Its merit lies in completion of the document, and the ensuing discussions regarding future development patterns, as governments undergo the comprehensive planning process.

<i>Development Patterns</i>			
Traditional neighborhood development patterns should be encouraged, including use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.			
	Yes	No	Comment
If we have a zoning code, it does not separate commercial, residential and retail uses in every district.	X		Multiple uses are permitted by right in three districts – the Multiple Use, Professional Services, and Office/Professional Districts. The Multiple Use District permits residential with densities up to 14 du/ac for multi-family products.
Our community has ordinances in place that allow neo-traditional development “by right” so that developers do not have to go through a long variance process.		X	Mixed-use developments are permitted by right, as well as adaptive reuse in historic districts and other innovative techniques. A TND Character area is proposed as part of this Plan Update.
We have a street tree ordinance that requires new development to plant shade-bearing trees appropriate to our climate.	X		A Landscape ordinance was adopted in 1995. Applicable in historic districts, for non-residential development, as part of master planed developments, and parking requirements.
Our community has an organized tree-planting campaign in public areas that will make walking more comfortable in the summer.		X	
We have a program to keep our public areas (commercial, retail districts, parks) clean and safe.	X		Keep Bartow Beautiful (KBB) is a nonprofit organization that is operated in partnership with Bartow County Government and serves both the county and its municipalities.
Our community maintains its sidewalks and vegetation well so that walking is an option some would choose.	X		Particularly in the downtown and historic districts. The new Carter Grove Plantation master planned community incorporates pedestrian circulation as a feature of the community.

In some areas, several errands can be made on foot, if so desired.	X		Particularly in the historic downtown area. The Carter grove Plantation is designed as a walkable community that includes commercial development.
Some of our children can and do walk to school safely.	X		Increased connections between the schools and neighborhoods are a major goal of this plan. The new Carter Grove community incorporates this objective.
Some of our children can and do bike to school safely.	X		Increased connections between the schools and neighborhoods are a major goal of this plan. The new Carter Grove community incorporates this objective.
Schools are located in or near neighborhoods in our community.	X		
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.			
	Yes	No	Comment
Our community has an inventory of vacant sites and buildings that are available for redevelopment and/or infill development.	X		
Our community is actively working to promote brownfield redevelopment.	X		
Our community is actively working to promote greyfield redevelopment.	X		An example is the North Towne Redevelopment Area and Tennessee Corridor Overlay area.
We have areas of our community that are planned for nodal development (compacted near intersections rather than spread along a major road).		X	The development of character areas that include villages and centers is part of this plan update.
Our community allows small lot development (5,000 square feet or less) for some uses.	X		Minimum single-family detached lot size is 6,000 sq. ft in the PD district. Attached single family and townhomes are allowed on 2,000 sq. ft. lots in all districts in which they are permitted.
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 serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.			
	Yes	No	Comment
If someone dropped from the sky into our community, he or she would know immediately where he or she was, based on our distinct characteristics.	X		The City has a distinctive small town feel and identity that they wish to preserve, enhance and protect.

We have delineated the areas of our community that are important to our history and heritage, and have taken steps to protect those areas.	X		The City has taken steps to emphasize, enhance and protect its historic areas with adoption of a Historical Preservation Ordinance. All three districts require approval from the Cartersville Historic Preservation Commission for building alternations and changes.
We have ordinances to regulate the aesthetics of development in our highly visible areas.	X		Historic Districts and the Main Street Overlay
We have ordinances to regulate the size and type of signage in our community.	X		
We offer a development guidebook that illustrates the type of new development we want in our community.		X	
If applicable, our community has a plan to protect designated farmland.		X	The Natural Conservation and Country Estates character areas of this Plan Update are designated to protect rural character.
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.			
	Yes	No	Comment
We have public transportation in our community.		X	There is limited public transportation in the City. Bartow Transit provides limited transit service within Bartow County, primarily for seniors. The program is sponsored by GDOT. The following are objectives that the City would like to further examine during the planning horizon: (1) Develop a city/county system or join into the MARTA system - a feasibility study needs to be conducted; (2) Look into the possibility of commuter rail; and (3) Look into the possibility of a Trolley Service—downtown people mover.
We require that new development connect with existing development through a street network, not a single entry/exit.		X	
We have a good network of sidewalks to allow people to walk to a variety of destinations.	X		
We have a sidewalk ordinance in our community that requires all new development to provide user-friendly sidewalks.	X		New streets within subdivisions are required to include seven-foot sidewalks on at least one side of the street. In addition, they are required on all existing streets where new building construction occurs.
We require that newly built sidewalks connect to existing sidewalks wherever possible.		X	

We have a plan for bicycle routes through our community.	X		The State of Georgia has designated two bicycle paths through the City. One path (State Bicycle Route 70) runs from the Cobb County line to Emerson, where it turns west to Stilesboro and connects to State Bicycle Route 70, which connects Euharlee, Kingston and Adairsville. Proposed improvements include: (1) Complete the Dellinger Park multi-purpose trail with turn lanes between Pine Grove Road and Etowah Drive; 2) Serve all schools with bike lanes within a one mile radius; (3) Develop a multi-use trail on Woodland Drive at Euharlee Road;
We allow commercial and retail development to share parking areas wherever possible.	X		
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.			
	Yes	No	Comments
Our community is characteristic of the region in terms of architectural styles and heritage.	X		Officially created in 1850, the City of Cartersville is a mix of historic properties, including residential, farming, industrial and commercial, institutional and transportation facilities, a historic downtown, an Olde Town and a historic residential area (West End) with mid 19th to turn of the century traditional design.
Our community is connected to the surrounding region for economic livelihood through businesses that process local agricultural products.		X	The City's livelihood is no longer based on agriculture.
Our community encourages businesses that create products that draw on our regional heritage (mountain, agricultural, metropolitan, coastal, etc.).		X	Historically, the area was dependent on agriculture. An abundance of iron ore in the region sparked an early, though short lived, iron industry in the 1800's. Manufacturing, services and retail are now the primary employment sectors on the City.
Our community participates in the Georgia Department of Economic Development's regional tourism partnership.	X		The City has a strong objective to maximize tourism opportunities and utilizes available resources to achieve that objective.
Our community promotes tourism opportunities based on the unique characteristics of our region.	X		
Our community contributes to the region, and draws from the region, as a source of local culture, commerce, entertainment and education.	X		Cartersville's cultural and historic attractions provide a regional Draw
Resource Conservation			

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.			
	Yes	No	Comments
We have designated historic districts in our community.	X		Three Districts – Olde Town, Historic Downtown Business District, and West End.
We have an active historic preservation commission.	X		The Historic preservation ordinance established the Historic Preservation Commission.
We want new development to complement our historic development, and we have ordinances in place to ensure this.	X		
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 greenbelts/wildlife corridors. Compact development ordinances are one way of encouraging this type of open space preservation.			
	Yes	No	Comments
Our community has a greenspace plan.	X		The City of Cartersville is an active partner with Bartow County Government in the countywide Greenspace Program.
Our community is actively preserving greenspace, either through direct purchase or by encouraging set-asides in new development.	X		There are some current funding limitations.
We have a local land conservation program, or we work with state or national land conservation programs, to preserve environmentally important areas in our community.	X		The City works with Bartow County and through the County, land trusts where applicable.
We have a conservation subdivision ordinance for residential development that is widely used and protects open space in perpetuity.	X		
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.			
	Yes	No	Comments
Our community has a comprehensive natural resources inventory.		X	Although there are separate maps and resource materials identifying natural resources, not all resources have been inventoried and there is not a comprehensive database. The creation of such an inventory is recommended.
We use this resource inventory to steer development away from environmentally sensitive areas.		X	It is recommended that subsequent to the creation of a resource inventory, it be used as a preliminary step of the planning process.

We have identified our defining natural resources and taken steps to protect them.	X		The current development patterns of Cartersville are a result of historic events, natural features, and location of the rail line and highway system. Topography forced development to occur between the steeply sloped ridges in the area. Natural features continue to shape development today. Development is constrained by the steeply sloped areas and floodplains. Relatively flat lands to the north, used for industry, have been annexed into the City. Areas to the northwest have developed significant residential densities, but have not been annexed. Land development to the west used for residential construction has
Our community has passed the necessary "Part V" environmental ordinances, and we enforce them.	X		The City meets, and in some circumstances, exceeds the DNR Part V requirements.
Our community has a tree preservation ordinance that is actively enforced.		X	The City has a landscape ordinance in place, but it does not protect specimen trees, adequately conserve the overall tree canopy and promote urban forest practices. It is recommended that a Tree Preservation ordinance be drafted and adopted.
Our community has a tree-replanting ordinance for new development.		X	
We are using stormwater best management practices for all new development.	X		
We have land use measures that will protect the natural resources in our community (steep slope regulations, floodplain or marsh protection, etc.).	X		
<i>Social and Economic Development</i>			
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, and 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.			
	Yes	No	Comments
We have population projections for the next 20 years that we refer to when making infrastructure decisions.	X		
Our local governments, the local school board and other decision-making entities use the same population projections.		X	This is a major goal of this plan update.
Our elected officials understand the land-development process in our community.	X		
We have reviewed our development regulations and/or zoning code recently, and believe that our ordinances will help us achieve our QCO goals.		X	The City plans on revisiting its ordinances at the end of the comprehensive plan process in order to further enhance guiding principals.

We have a Capital Improvements Program that supports current and future growth.	X		
We have designated areas of our community where we would like to see growth, and these areas are based on a natural resources inventory of our community.	X		The City already has identified existing growth areas, including Grove Park and Carter Grove Plantation, as well as potential growth areas such as the ATCO-Goodyear Mill Village, the Dillinger property, the Industrial Park, the 411 Corridor, and the Interchange Village. Additional areas are being identified as part of this process.
We have clearly understandable guidelines for new development.	X		Additional guidelines will be developed in conjunction with the Character Areas.
We have a citizen-education campaign to allow all interested parties to learn about development processes in our community.	X		The City's website provides information from Council meetings, presents drafts of relevant planning documents for review, and makes available the City's municipal code. Active and personal public participation is a hallmark of any process within the city.
We have procedures in place that make it easy for the public to stay informed about land use issues, zoning decisions, and proposed new development.	X		The City's website provides the most updated information base. See above.
We have a public-awareness element in our comprehensive planning process.	X		City Council has adopted an inclusive Community Participation Plan.
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.			
	Yes	No	Comments
Our economic development organization has considered our community's strengths, assets and weaknesses, and has created a business development strategy based on them.	X		The City participates in the Cartersville-Bartow Joint Development Authority, for which an economic development strategy has been prepared.
Our economic development organization has considered the types of businesses already in our community, and has a plan to recruit businesses and/or industries that will be compatible.	X		The Cass-White Industrial Park, of which 500 acres is within the City, is a development of the Cartersville-Bartow County Joint Development Authority (JDA). The development is intended to be for light industrial and manufacturing to replace the more than 3,000 manufacturing jobs lost in recent years. Tourism is also an important focus in the City. The City fosters, in all ways appropriate and feasible, private investment in tourism product development. The City dedicates 40% of the Hotel-Motel Tax collected within the city limits for out-reach marketing by the Cartersville-Bartow County Convention and Visitors Bureau (CVB)
We recruit firms that provide or create sustainable products.		X	Recruitment activity is moving away from manufacturing to more knowledge-based economic opportunities.

We have a diverse jobs base, so that one employer leaving would not cripple our economy.		X	The City, in concert with the Cartersville-Bartow Joint Development Authority, is developing programs to increase management and higher skilled employment. In addition, the Cass-White Industrial Park, of which 500 acres is within the City, is a development of the Cartersville-Bartow County Joint Development Authority (JDA). The development is intended to be for light industrial and manufacturing to replace the more than 3,000 manufacturing jobs lost in recent years.
--	--	---	--

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

	Yes	No	Comments
Our economic development program has an entrepreneur support program.	X		<p>The Downtown Cartersville Development Authority provides outreach activities. The DCDA also promotes economic development through new business assistance and project groups, business recruitment and master plan development. The Design Committee reviews applications for sign/façade grants under the Business Improvement District and works to improve the overall look of downtown.</p> <p>It is recommended that a Neighborhood Business Ownership program should be developed to encourage entrepreneurship among neighborhood residents in order to increase productivity of community members, reduce transient nature of community and to increase standards of living</p>
Our community has jobs for skilled labor.	X		Manufacturing and unskilled labor opportunities remain the second largest employment sector in the City. Attracting additional opportunities for higher skilled and professional level employment needs to be a focus.
Our community has jobs for unskilled labor.	X		Employment opportunities for the “workforce” population are plentiful in Cartersville and Bartow County, and these opportunities are likely to expand in the next ten years. The carpet/textile industry still composes a significant portion of the community’s industrial base, employing 12.5% of the County’s total labor force according to Georgia Department of Labor information
Our community has professional and managerial jobs.	X		Although there has been a shift following national trends, the supply of professional and managerial jobs does not meet current demands.

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.

	Yes	No	Comments
--	-----	----	----------

Our community allows accessory units like garage apartments or mother-in-law units.	X		
People who work in our community can also afford to live in the community.	X		Within the Northwest Georgia region, Cartersville is a relatively inexpensive place to own and rent a home.
Our community has enough housing for each income level (low, moderate and above average).	X		Yes, but there needs to be an expansion of executive and higher end housing.
We encourage new residential development to follow the pattern of our original town, continuing the existing street design and maintaining small setbacks.	X		
We have options available for loft living, downtown living, or “neo-traditional” development.	X		The zoning code and downtown development guidelines establish standards and zones where such product types are permitted.
We have vacant and developable land available for multifamily housing.		X	Cartersville currently contains more than its demographic share of low cost and rental housing. The needs of this population should be addressed at the regional and county level.
We allow multifamily housing to be developed in our community.	X		
We support community development corporations that build housing for lower-income households.	X		We support Habitat for Humanity.
We have housing programs that focus on households with special needs.	X		A niche that is not being addressed is the “active adult” community, typically patio homes, attached ranch units (such as a fourplex) or small lot/0 lot line type detached units, where the basic home and landscape maintenance is handled by an association, and special community activities and social events are promoted.
We allow small houses built on small lots (less than 5,000 square feet) in appropriate areas.	X		Minimum single-family detached lot size is 6,000 sq. ft in the PD district. Attached single family and town homes are allowed on 2,000 sq. ft. lots in all districts in which they are permitted.
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.			
	Yes	No	Comments

Our community provides workforce-training options for its citizens.	X		An on-going partnership between local government, business, and industry and area educational institutions reflects our flexible commitment to employee training. These progressive collaborations help create seamless educational opportunities for the Cartersville-Bartow County workforce, now and in the future. Working with customized training programs through Georgia's QuickStart, our state-of-the-art technical colleges offer progressive curriculums designed with one goal in mind – to meet the needs of local business. In addition, local and regional colleges and universities provide an unsurpassed asset to the community as a whole.
Our workforce training programs provide citizens with skills for jobs that are available in our community.	X		
Our community has higher education opportunities, or is close to a community that does.	X		Yes
Our community has job opportunities for college graduates, so that our children may live and work here if they choose.		X	The majority of jobs are currently manufacturing, retail and service, but expansion of higher skilled and managerial jobs is part of the focus of the economic development plan.

Governmental Relations

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.

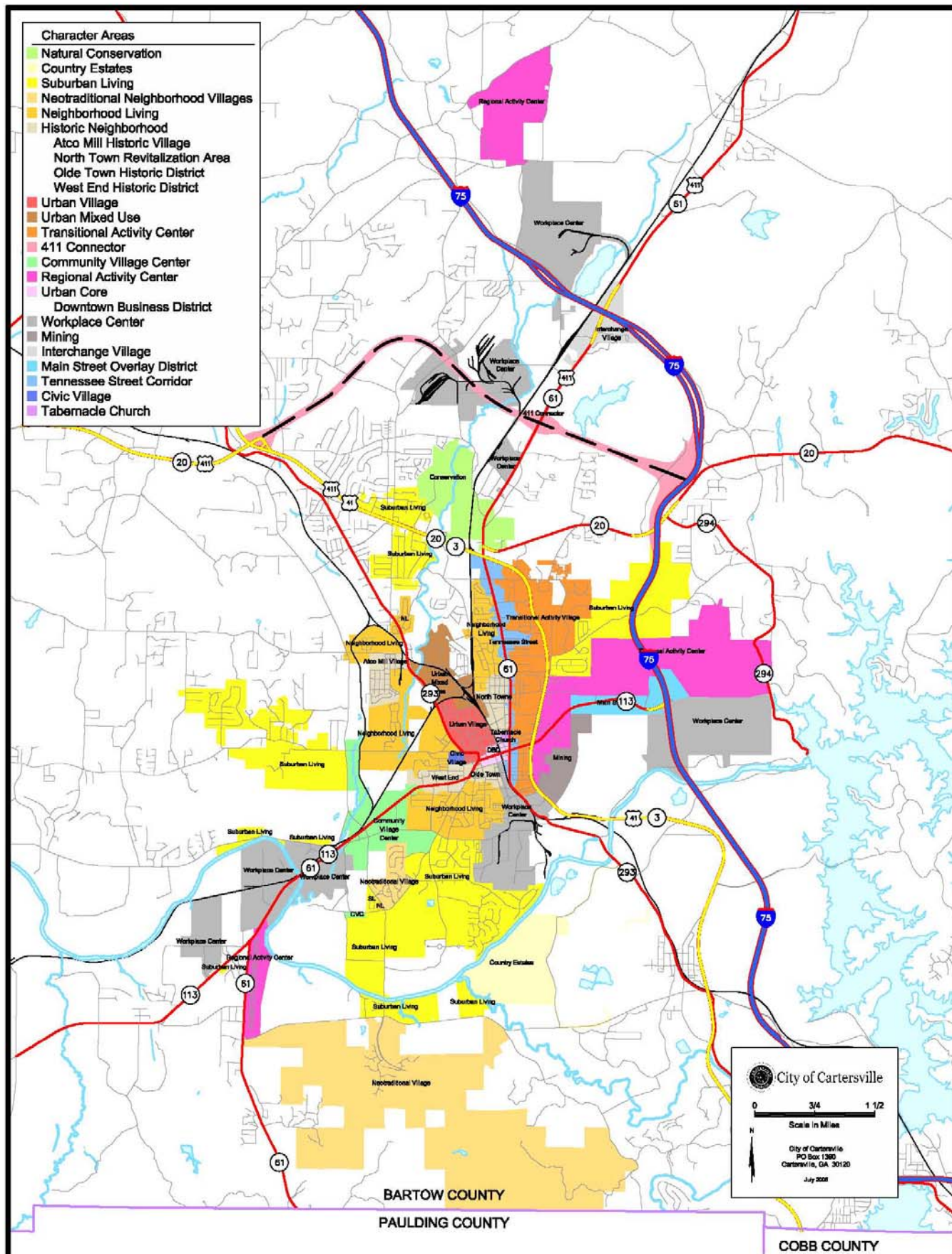
	Yes	No	Comments
We participate in regional economic development organizations.	X		The City works with the Cartersville/Bartow County Joint Development Authority. To foster tourism, The City dedicates 40% of the Hotel-Motel Tax collected within the city limits for out-reach marketing by the Cartersville-Bartow County Convention and Visitors Bureau (CVB).
We participate in regional environmental organizations and initiatives, especially regarding water quality and quantity issues.	X		
We work with other local governments to provide or share appropriate services, such as public transit, libraries, special education, tourism, parks and recreation, emergency response, E-911, homeland security, etc.	X		Although the City is completing a stand-alone plan, the City still actively participates within the Joint Planning process with both the County and surrounding cities.
Our community thinks regionally, especially in terms of issues like land use, transportation and housing, understanding that these go beyond local government borders.	X		

Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources or development of a transportation network.			
	Yes	No	Comments
We plan jointly with our cities and county for comprehensive planning purposes.	X		Although the City is completing a stand-alone plan, the City still actively participates within the Joint Planning process with both the County and surrounding cities.
We are satisfied with our Service Delivery Strategy.	X		The City strives to maintain adequate level of service in all facets, and continually monitors and updates its service delivery plans.
We initiate contact with other local governments and institutions in our region in order to find solutions to common problems, or to craft region wide strategies.	X		It is the goal of the City to work with these surrounding entities for mutually beneficial solutions to improve quality of life. To achieve this goal, the City has been identifying regional needs and cooperatives/authorities that may provide services and/or expertise to facilitate the availability of resources for governmental use.
We meet regularly with neighboring jurisdictions to maintain contact, build connections and discuss issues of regional concern.	X		The city is quite active in coordination with other agencies of a local and regional nature.

Potential Character Areas

The following preliminary list of character areas has been mapped within the City.

- Natural Preserve
- Country Estates
- Suburban Living
- Traditional Neighborhood
- Neighborhood Living
- Historic Neighborhood
- Residential Row
- Urban Living
- Transitional Corridor
- Neighborhood Village Center
- Community Village Center
- Development Corridor
- Regional Village Center
- Urban Core
- Highway Business Corridor
- Workplace Center



A large, ornate sign with a circular seal at the top containing the text 'CARTERSVILLE GEORGIA'. Below the seal, the words 'Welcome to Cartersville' are written in a cursive font. The sign is set against a background of a stone wall.

Community Assessment

Volume 2:
Technical Analysis



Comprehensive Master Plan
2 • 0 • 3 • 0
City of Cartersville, Georgia



Community Assessment Technical Analysis

Demographic Overview _____	1
■ Historic Population _____	1
■ Population Forecasts _____	2
■ Age Characteristics _____	3
■ Race _____	5
■ Income _____	6
■ Education _____	10
Housing _____	13
■ Housing Forecasts _____	13
■ Housing Type _____	14
■ Household Size _____	16
■ Quality of Housing _____	17
■ Affordability and Demographics _____	17
■ Special Need Populations _____	31
■ Available Housing Programs _____	35
■ Lifecycle and Lifestyle Housing and Service Needs _____	37
Economic Development _____	39
■ Economic History _____	39
■ Historic Employment _____	40
■ Employment Forecasts _____	40
■ Labor Force Participation _____	41
■ Economic Base _____	41
■ Economic Trends _____	42
■ Economic Programs _____	45
Natural Resources _____	47
■ Mineral Resources _____	47
■ Topography, Steep Slopes and Soils _____	47
■ Protected Mountains _____	50
■ Agricultural Land _____	50
■ Conservation Areas _____	50
■ Endangered Plants and Animals in Bartow County _____	51
■ Water Resources _____	52
■ Environmental Programs _____	54

Historic and Cultural Resources	56
■ City History	56
■ Historic Surveys	57
■ Historic Districts	57
■ Potential Historic Districts	60
■ Federally and State Registered Sites	60
■ Archeological Resources	61
■ Cemeteries	62
■ Preservation Resources	62
Community Facilities and Services	63
■ Water and Wastewater Supply and Treatment	63
■ Other City Utilities	67
■ Public Safety	68
■ Parks and Recreation	72
■ Public Works	77
■ Stormwater Management	77
■ Libraries and Cultural Facilities	78
■ Social Services	79
Transportation	80
■ Roads	80
■ Commute Characteristics	90
■ Alternative Transportation	90
■ Railroads	91
■ Airport	91
Intergovernmental Coordination	93
■ Adjacent Local Governments	93
■ Independent Special Authorities and Districts	94
■ Schools and School Boards	94
■ Federal, State or Regional Programs	94
STWP Accomplishments	95

Demographic Overview

Population growth and characteristics are important to the overall land use demand, land use patterns and the services and infrastructure to service this demand. The purpose of assessing Cartersville's demographics is to:

- Look at past population trends and how they relate to the future;
- Project the rate of growth and actual growth in order to determine the demand for land use types and infrastructure needs;
- Determine where those needs are currently;
- Analyze household characteristics to determine housing type and cost, retail and employment market, and special needs populations; and
- Look at types of public facilities and level of service that will be required.

Year	Pop	% Change	
1980	9,508		
1990	12,035	1980 to 1990	26.60%
2000	15,925	1990 to 2000	32.30%

Source: US Census 2000, STF-1

■ Historic Population

Since 1980, Cartersville has experienced an annual population growth rate of over 2%, with Bartow County experiencing an annual population growth rate of a little over 3%. In 2000, the City's population totaled 15,925 while the County's was 76,888.

Table 1.1 summarizes the historic trends of population change within the City from 1980 to 2000. As can be seen from this table, not only is population increasing within the City, the percentage of that change is also increasing. Between 1980 and 2000, the City saw a population increase of 67.5%.

Bartow County and the counties surrounding Cartersville have not all experienced the same rate of growth. Those counties furthest away from the Atlanta area, such as Floyd, Chattooga and Polk counties, have had an annual growth less than 1% for the past 30 years. Counties closest to Atlanta, such as Paulding and Cherokee Counties have experienced over 5% annual growth over the past twenty years.

Table 1.2
Historic Population - 1970 to 2000
Bartow and Surrounding Counties

County	Census Year				Annual Percent Change		
	1970	1980	1990	2000	1970 - 1980	1980 - 1990	1990 - 2000
Bartow	32,663	40,760	55,911	76,019	2.20%	3.20%	3.10%
Chattooga	20,541	21,856	22,242	25,470	0.60%	0.20%	1.40%
Cherokee	31,059	51,699	90,204	141,903	5.20%	5.70%	4.60%
Cobb	196,793	297,718	447,745	607,751	4.20%	4.20%	3.10%
Floyd	73,742	79,800	81,251	90,565	0.80%	0.20%	1.10%
Gordon	23,570	30,070	35,072	44,104	2.50%	1.60%	2.30%
Paulding	17,520	26,110	41,611	81,678	4.10%	4.80%	7.00%
Pickens	9,620	11,652	14,432	22,983	1.90%	2.20%	4.80%
Polk	29,656	32,386	33,815	38,127	0.90%	0.40%	1.20%

Source: US Census, STF-1

■ Population Forecasts

Although the usual plan horizon is 20 years, this Plan has made forecasts for 24 years to 2030 in order to coincide with water, sewer and transportation improvement projections. According to forecasts, Cartersville's population is projected to increase to 23,668 people by 2010, and 44,121 by 2030. Population will increase by 111%; in absolute numbers, the City will add approximately 23,232 persons over the next 24 years. To accommodate this growth, the number of dwelling units will more than double. Table 1.3 shows yearly population, households, and dwellings to 2030, as well as growth in the number of people working in the City.

The more recent population growth is closely tied to the City's continuing transformation from a rural community to an urbanizing bedroom community, and its connection with Metropolitan Atlanta. In addition, growth can be attributed to the City's concentrated efforts on historic preservation and downtown revitalization, and with its history of striving to become a more self-encompassing community in terms of the jobs/housing ratio. Over the last decade, the City has promoted itself to attract commercial, business and employment opportunities to support its residents, and increase quality of life indicators such as parks and recreation and cultural amenities. Location, quality of life, availability of relatively affordable housing, economic opportunities and proactive infrastructure will ensure that population growth will be sustained into the future.

Table 1.3
Population Forecasts - 2006 to 2030
City of Cartersville

Year	Population	Households	Dwelling Units	Employment
2006	20,889	7,788	8,133	19,710
2007	21,551	8,044	8,607	20,173
2008	22,235	8,308	8,890	20,646
2009	22,940	8,581	9,182	21,128
2010	23,668	8,862	9,482	21,620
2011	24,418	9,152	9,793	22,122
2012	25,193	9,451	10,113	22,634
2013	25,992	9,760	10,443	23,157
2014	26,817	10,079	10,785	23,690
2015	27,667	10,407	11,135	24,233
2016	28,545	10,747	11,499	24,787
2017	29,450	11,096	11,873	25,351
2018	30,384	11,457	12,259	25,927
2019	31,348	11,830	12,658	26,514
2020	32,343	12,214	13,069	27,112
2021	33,369	12,611	13,494	27,721
2022	34,427	13,019	13,930	28,341
2023	35,515	13,440	14,381	28,970
2024	36,638	13,874	14,845	29,611
2025	37,796	14,321	15,323	30,261
2026	38,988	14,782	15,817	30,923
2027	40,216	15,256	16,324	31,594
2028	41,480	15,745	16,847	32,275
2029	42,781	16,248	17,385	32,966
2030	44,121	16,765	17,939	33,667

Source: ROSS+associates, 2006

Residential demand for future services is based on population size expressed as either numbers of persons or number of housing units. Nonresidential demand for services is based on number of employees. Projections guide us in the development and programming of necessary services.

■ Age Characteristics

Current Population

The age breakdown for the residents of the City of Cartersville has been analyzed by major segments of the population for accuracy and relevance of analysis, for example, coordinating the capacity requirements for the school's population segment. Another major item to note is that the City prepared independent population forecasts, whereas the age breakout trend and 2005 estimates are directly from Census data. There are slight discrepancies between these two totals, but we will be utilizing the percentages of each age segment by total percentage of the

population, not actual numbers, so these discrepancies will not affect our analysis. Table 1.4 shows historical age trends and current 2005 estimates.

As can be seen on Table 1.4, the percentage breakdown of segments has been relatively stable over the last 15 years. There has been a notable decrease in the school age population and an increase in the economic provider category. This is not an unusual shift and represents the aging of the baby boomers. What is a little surprising is the slight decrease in the senior population; this shift is notably different from the state and national trends of an aging population.

Age Segments	1990		2000		2005	
	Number	%/Pop	Number	%/Pop	Number	%/Pop
Pre school (0 to 4)	799	7%	1,107	7%	1,248	7%
School Age (5 to 24)	3,352	28%	4,403	28%	3,256	19%
Economic Providers	5,840	48%	8,127	51%	10,539	60%
Senior (65 and over)	2,055	17%	2,288	14%	2,489	14%
Total	12,046	100%	15,925	100%	17,532	100%

Source: US Census

The percentage breakdowns confirm that the City of Cartersville is primarily a mid-life age community. Currently, the growing segment of the population is from age 25 to 54, which is the primary workforce cohort in the City. In addition to being the primary economic provider within the City, this segment also tends to be married with children. However, the shift from a heavily “family-oriented” population to a distinct rise in “empty nesters” is clearly evident. Comparing preschool and school age children to economic providers, in 1980 there were 0.71 children for every adult in the city in 1980; 0.68 children per adult in 2000; and, .043 children per adult in 2005. This trend is expected to reverse in the future as more (and younger) families with children are attracted to the city. To provide for this segment of the population the city should further investigate the availability of appropriate housing, park and recreation services and schools.

Projected Population

By 2030, the mid-life range of 25 to 54 years old portion of the community is still anticipated to be the primary aged segment of the population, although it has decreased from 60% to 54%. The age segment that is forecast to experience the greatest increase from 2005 is the school age population, which is projected to increase from 19% of the population to 25%. The preschool segment and the senior population are expected to change very little. The increase in the school population has many implications for the City over the next two decades concerning school capacity, parks and recreational programming, job training and entry level housing for graduating residents. The City will also continue to gear infrastructure

and services to the Economic Provider segment, such as cultural and entertainment programming and single-family houses.

■ Race

As the City and Bartow County continue to urbanize along primary circulation corridors, with housing prices anticipated to remain moderate, a slow increasing representation of the racial and ethnic composition of the City and County is occurring. However, the City remains primarily Caucasian as young professionals, young families and established households seek the various housing and economic opportunities that Cartersville offers.

In 1990, the minority population in Bartow County comprised 9.8% of the total population. By 2000, this percentage had risen to 12.2%. By way of comparison, in 1990 minorities comprised 18.7% of the City's total population. By 2000, the

Indicator	Cartersville		% Of County
	Number	Percent	
2000 Population			
Total	15,925	100.0%	20.9%
Black	2,714	17.0%	41.1%
White	12,187	76.5%	18.3%
Other	1,024	6.5%	38.1%
Hispanic	1,160	7.3%	46.0%
2002 Census Estimate	17,169	100.0%	20.8%
Population Change Since 2000	1,244	7.8%	18.9%
Families	4,130	100.0%	19.6%
Female Headed families with children under 18	458	11.1%	27.1%
Source: US Census			

City's minority population had risen to 23.5% of the total. It is clear that even though the percentage of minority population is increasing countywide, the concentration of minority population is occurring within the City, as seen on Table 1.5.

The increase in the Hispanic population of the City has been dramatic over the past 10 years, as suggested by the increased enrollment in the city's school system. As shown on Table 1.6, enrollments of Hispanic children have doubled since 2000 in terms of percentage, while the percentage of African Americans has fallen slightly.

Table 1.6
School System Racial Enrollment by Percentage: 1994-2005
City of Cartersville School System

	White	African American	Hispanic	Native American	Multi-racial	Asian	Total
1994-1995	79.30%	18.90%	0.80%	0.40%	0.00%	0.60%	2946
1999-2000	68.50%	24.90%	6.30%	0.30%	0.80%	0.30%	3457
2004-2005	60.20%	23.20%	12.90%	0.40%	2.60%	0.40%	3855

Georgia County Guide, 2005

Persons who identify themselves as Hispanic/Latino are a part of the schools, recreation, workforce, commercial sector, and other parts of daily life in Cartersville. By creating and expanding programs for Hispanics, citizens will be able to participate in a two-way dialogue in which all residents can learn from each other. In addition, the City seeks to improve the accessibility of government services to Hispanics/Latinos and to break down any barriers that might impede them from becoming successful, contributing members of the community.

The City is currently identifying potential funding sources to achieve selected initiatives by expanding the visionary and practical portions of programs designed to help improve access for members of the Hispanic/Latino community to government and community resources. Funding assistance in the form of grants and reduced loan rates will help local leaders implement selected initiatives in a timely manner. As stated previously, the number of Hispanics in the Cartersville area has increased from a little over 100 persons in 1990 to well over 1,000 in 2000, and has continue to increase at a dramatic rate. Issues related to improving access to government and community resources and improving relations between Hispanics and other members of the community must be addressed sooner rather than later to assure the same accessibility to all residents of the city, including other minorities.

The Agenda portion of the 2007 Comprehensive Plan will expand the 1991 goals to include information about the need to address community issues and opportunities regarding the growing Hispanic population and envision improved access to government services for Hispanics and other minorities. Reaching out to the fast-growing Hispanic community and to other minorities to inform residents of issues regarding utilities, public safety, land use and community development will be an important part of the Cartersville community vision.

■ **Income**

In 1990, the median household income in Cartersville was \$25,384, lower than in Bartow County at \$27,544 and the State at \$29,021. However, median family income was slightly higher in the City as compared to the County at \$31,778 and \$31,291 respectively, reflecting the City’s higher proportion of single-person and other “non-family” households. Both were lower than the State’s median family income at \$33,529. By 2000, median household income in the City had increased to \$41,162; still slightly lower than Bartow County at \$43,660 (94.3% of County income). Cartersville household income was also slightly below the State’s median household income of \$42,433. Family incomes represent typically higher incomes, although the City remained slightly lower, at \$48,219 for the City as compared to

\$49,198 and \$49,280 respectively for Bartow County and the State (Source: 2000 Census, STF-3)

According to the Georgia County Guide, in 2002 median household income within the County increased to \$44,669. Assuming that the median household income for the city remains at approximately 94.3% of the Bartow County median household income, it may be estimated that the 2002 income is around \$42,123.

Four household income categories are typically used to evaluate housing cost burden, consistent with definitions of very-low, low and moderate-income households used in various federal and state housing programs, e.g. housing choice vouchers, HOME, and other income based assistance programs. HUD uses an Atlanta Metropolitan Area income figure for several of the counties in the extended ARC area, and does not break out Bartow County (and the City of Cartersville) individually in terms of Median Family Income classifications. The 2005 HUD Median Family Income (MFI) for the Atlanta Metropolitan Area was \$69,300. These median income figures appear quite high as compared to the City’s estimated median household income of \$42,123 (in 2002 dollars). However, cost burden analysis looks at income potential in terms of rent or monthly mortgage expended in relation to the local Cartersville and Bartow County housing prices, which is more reflective of the income characteristics of the population.

Table 1.7
HUD Income Classifications - 2005
City of Cartersville

Classification	Annual Income (2005)	% of Population (2000)*	Maximum Affordable Rent (2005)	Maximum Affordable Purchase Price (2005)
Very Low	0 - \$34,650	39.7%	\$866	\$126,500
Low	\$34,650 - \$55,440	21.4%	\$1,386	\$202,500
Moderate	\$55,441-\$83,160	18.7%	\$2,079	\$303,500
Above Moderate	Above \$83,160	20.2%	\$2,080+	\$304,000
Median	\$69,300		\$1,732	\$253,100

Source: HUD Median Family Income Limits, 2005, for Atlanta MSA
Note: % of population based on 2000 MFI limits and 2000 Income distribution

Table 1.7 identifies the income ranges, based on the HUD MFI guidelines, and the rent or home purchase price affordable to each group in 2006. The proportion of persons in each income category is based on 2000 income classification breakdowns and the 2000 HUD MFI. The table assumes a 7% interest rate, a 10% down payment, and 1% property tax and property insurance tax added into the monthly payment.

The U.S. Department of Health and Human Services defines the poverty level for a family of four as an income of \$20,000 and below. The Georgia County Guide estimates that as of 2002, 10.2 % of the total Bartow County population was in poverty. In terms of persons living in poverty in the City, there were 1,755 persons, representing 11.0 % of the total City population, living in poverty in 2000. There were 695 Female Headed Families in the city, 395 of which were living with their own children, and 524 Female Headed Families with related children. Married

Table 1.8 US Poverty Guidelines 2006	
# in H.H.	Income
1	\$9,800
2	13,200
3	16,600
4	20,000
5	23,400
6	26,800
7	30,200
8	33,600

Source: Federal Register, 1/24/06

couple families comprised 33.1% of the total, with the remaining 30% being non-family, or male headed families. Of the number of families living below poverty, 76.3 % had children under age 18 residing with them. The rate of children living in poverty (636 children) was 8% of total children under age 17 in the county.

In terms of individuals living in poverty, the City's 1,755 individuals represent 21.2% of the county's 8,266 persons living in poverty. This percentage compares to the City of Cartersville's 20.9% of the total County population. The rate of children living in poverty (573 children) in Cartersville was 3.6% of the total City population and 15.7% of the County's 3,658 children. In the instance of Female

Table 1.9 Economic Indicators - 2000 Cartersville and Bartow County					
Indicator	Cartersville		Bartow County		% County Total
	Number	Percent	Number	Percent	Percent
Median Family Income	48,219	-	49,198	-	98.0%
Median Household Income	41,162	-	43,660	-	94.3%
Persons Below Poverty Level	1,755	100.0%	8,266	100.0%	21.2%
Children in Poverty	573	32.6%	3,658	44.3%	15.7%
Female Headed Families ⁽¹⁾ Below Poverty Level	196	4.7%	519	2.5%	37.8%
Female Headed Families with Children ⁽²⁾ Under Age 18 Below Poverty Level	170	4.1%	445	2.1%	38.2%

*Note (1) Percent of Female Headed Families below Poverty Level and their portion of the City of Cartersville's Total Families (4,130) or Bartow County's Total Families (21,028) from the 2000 Census count
* Note (2) Percent of Female Headed Families with children under 18 Below Poverty Level is based on their portion of the City of Cartersville's Total Families (4,130) or Bartow County's Total Families (21,028) from the 2000 Census.
Source: U.S. Census Bureau, 2000 STF-3

Headed Families Below the Poverty Level, the City's percentage of all families was nearly double that of the County (1.1% and .6% respectively). In the context of percentage comparison, the City's total of 196 Female Headed Families Living Below the Poverty Level represents 37.8% of the County total of 519 families. The numbers as well as the comparison of percentage of the overall number of families living within the two governmental entities reinforce this disparity. The City's 170 families represent 38.2% of the County's total 445 families.

In 1990, 942 people, or almost 20% of the total population, reported earning below \$9,999. This can be attributed to the loss of industry during the decade before, and the economic transformation that the City was about to make. The second highest percentage of income breakdown was between \$20,000 and \$29,999. This is considered lower middle income. Only 4.9% of the population earned over \$100,000.

Table 1.10
Income Distribution - 1990 and 2000
City of Cartersville

	1990		2000	
	Number	%	Number	%
Income less than \$9999	942	19.80%	592	10.10%
\$10000 - 14999	493	10.40%	402	6.90%
\$15000 - 19999	430	9.10%	460	7.90%
\$20000 - 29999	817	17.20%	763	13%
\$30000 - 34999	396	8.30%	355	6.10%
\$35000 - 39999	284	6%	265	4.50%
\$40000 - 49999	384	8.10%	740	12.70%
\$50000 - 59999	247	5.20%	472	8.10%
\$60000 - 74999	342	7.20%	621	10.60%
\$75000 - 99999	181	3.80%	518	8.90%
\$100000 - 124999	68	1.40%	265	4.50%
\$125000 - 149999	71	1.50%	188	3.20%
\$150000 and above	93	2.00%	203	3.50%

Source: US Census 2000, STF-3

In 2000, the income distribution shifted dramatically. The lowest income distribution, below \$9,999, was reduced by almost half to 10.10% of the population. The highest income distribution percentage became 12.70% for incomes between \$40,000 and \$49,999. Overall the incomes have steadily risen. The percentage of incomes over \$100,000 has more than doubled to 11.20%.

Per Capita Income has been steadily increasing over the last few

decades from \$6,569 in 1980 to its current \$23,329. Per capita income is expected to increase to \$40,089 by 2030. Since 1980, the City's per capital income has always been slightly higher than the County's. This is expected to continue into the future.

The 2000 Census provides data on the sources of income for the City's households. As of 2000, 87.5% of the households in the City had some kind of earnings, with 83% earning a wage or salary income. Social Security income was cited as a resource by 5.8%, decreased from 6.6% in 1990. Only 6% of the total households in the City reported public assistance income as a source of income. Persons citing retirement income doubled from 3% in 1990 to 6.1% in 2000.

Table 1.11
Per Capita Income, 1980 to 2030
City of Cartersville & Bartow County

	1980	1990	2000	2005	2020	2030
Bartow	5,699	11,748	18,989	22,312	32,279	38,924
Cartersville	6,569	14,086	19,977	23,329	33,385	40,089

Source: US Census

■ Education

Educational Attainment

Bartow County and the City of Cartersville maintain separate school systems. Table 1.12 summarizes different segments of educational attainment of the adult population. The major indicators of education levels within the community are highlighted, including the number of high school and college graduates.

	1990	2000	2005	2010	2020	2030
Less than 9th Grade	1,944	1,167	973	779	390	2
9th to 12th Grade (no diploma)	1,372	1,626	1,690	1,753	1,880	2,007
High School Graduates (inc. GED)	1,480	2,824	3,160	3,496	4,168	4,840
some College (no Degree)	551	2,026	2,395	2,764	3,501	4,239
Bachelor's Degree	386	1,579	1,877	2,176	2,772	3,369
Graduate or Professional Degree	181	757	901	1,045	1,333	1,621
Total attending school	5,914	9,979	10,996	12,013	14,044	16,078

Source: Dataviews, Woods and Poole, 2000

Education levels have drastically increased within the city since 1990, and are projected to continue to increase during the planning horizon. In 1990, 32.9% of the adult population that attended school had less than a ninth grade education. In 2005, this percentage has been reduced to 8.8%; it is anticipated that this education level will be eliminated by the year 2030. The City has also experienced almost a tripling in the number of college graduates from 6% in 1990 to 17.1% in 2005. By 2030, it is anticipated that almost 21% of the population will hold at least a bachelor's degree, while another 10% of the population will continue onto graduate or professional school.

In comparison with the County, the percentage of the adult population with less than a ninth grade education is slightly lower than the City in 2005 at a little over 7%, although by 2030, both the County and the City are forecast not to have any of their school age population within this category. The County has a much larger percentage of people who only graduated high school in 2005, at 36.8% of their school age population. At the next level of major educational attainment, the

	1990	2005	2030
Less than 9th Grade	32.9%	8.8%	0.0%
9th to 12th Grade (no diploma)	23.2%	15.4%	12.5%
High School Graduates (inc. GED)	25.0%	28.7%	30.1%
some College (no Degree)	9.3%	21.8%	26.4%
Bachelor's Degree	6.5%	17.1%	21.0%
Graduate or Professional Degree	3.1%	8.2%	10.1%

Source: Dataviews, Woods and Poole

county and city flip flop in their comparisons. The percentage of the county’s adult population that graduated from college is almost half that of the City at 10.9%. This trend will continue into the future with the County having a higher high school graduation rate, and a lower college graduation rate than the City.

Cartersville Board of Education

The goals of the Cartersville School System are to lead in preparing students for the challenges of progress and change. The School System includes four facilities: Cartersville Primary, Cartersville Elementary, Cartersville Middle and Cartersville High School. Since the last plan update, the following renovations or additions have been made:

- Cartersville Elementary School: 17 additional classrooms; additional P.E. gym.
- Cartersville Middle School: A new building opened 1996 - relocated from current Primary School campus; A band room addition was completed in 2001; 15 additional classrooms were added in 2004.
- Cartersville High School: a technology classroom was added; the media center was modified; an auxiliary gym was added; 38 additional classrooms; addition of media center; new kitchen & cafeteria; a new band room is currently under construction; renovation of '5010' building classrooms & offices.

In addition to the above renovations and additions, the Cartersville Board of Education is scheduled to begin construction on an Intermediate School in Spring 2007, which is scheduled for completed for opening Fall 2008. This school is being developed to provide for the impact of the Carter Grove development. A 62-acre site near the entrance of the development has been set aside for the new school, and a second school as the need arises. This school will have a capacity of 750 students.

Table 1.14 shows each school’s current estimated enrollment and capacity, and available capacity by facility. Currently, Cartersville Middle and High Schools have available capacity. Cartersville Primary and Elementary are slightly over capacity, at 60 and 115 students respectfully, although the construction of the Cartersville Intermediate School in the near future will alleviate this problem.

Table 1.14
Board of Education Level of Service Indicators-2005
City of Cartersville Board of Education

Facility	2005		Available Capacity
	Enrollment	Capacity	
Cartersville Primary	1060	1000	-60
Cartersville Elementary	865	750	-115
Cartersville Intermediate	0	750*	750
Cartersville Middle	885	1200	315
Cartersville High	1043	1250	207

Source: City of Cartersville Board of Education

As part of A *Countywide Strategic Plan for Bartow County* in 1999, the Cartersville school board listed “Respond Proactively to Community Growth” as a goal. This goal included the following action steps:

- Fund the construction of a new high school facility and additional facilities as growth dictates through a SPLOST;

- Participate in the development of Community Growth Strategic Plan/Impact Plan, including the following actions: Communicate facility capacity; communicate school demographic data; monitor and project growth; encourage collaboration between education planners; incorporate zoning commission and land use patterns into decisions; and
- Educate the public to the impact community growth has on educational programs/institutions: including teacher/pupil ratio, facility needs and financial projections.

Housing

Due to the desirability of the region, Cartersville faces increasing development pressures as both a bedroom community to the Atlanta metropolitan area and as a potential employment center. The housing assessment promotes a mix and balance of residential development options available to existing and future residents of the City, in the spirit of maintaining the small town character as desired by many residents.

The purpose of assessing Cartersville's housing stock is to:

- Assess the current housing stock in terms of overall population demographics, special needs populations, economic development and affordability characteristics;
- Determine the City's future housing needs in conjunction with population projections, economic development and community goals and policies;
- Discover and investigate any local housing problems such as substandard housing, over building, infrastructure and land use suitability;
- Assess whether an adequate, appropriate, affordable and varied supply of housing is being offered in Cartersville to meet the future needs of its citizens; and
- Develop an implementation plan to promote the City's vision and to provide the adequate provision of housing for all sectors of the population in the future.

■ Housing Forecasts

In 2003, there were 7,828 housing units within the City, with a vacancy rate of 7%. Forecasts were made from the year 2006 to the year 2030 utilizing the current vacancy rate of 7% as a constant. Starting at the baseline year of 2006, there were 8,133 units. This translated into 7,788 households. The number of housing units is expected to more than double to 17,939, (for a net increase of 9,806 units), and 16,765 households.

Year	Households Forecast	Vacancy Rate	Dwelling Units
2006	7,788	0.07	8,133
2007	8,044	0.07	8,607
2008	8,308	0.07	8,890
2009	8,581	0.07	9,182
2010	8,862	0.07	9,482
2011	9,152	0.07	9,793
2012	9,451	0.07	10,113
2013	9,760	0.07	10,443
2014	10,079	0.07	10,785
2015	10,407	0.07	11,135
2016	10,747	0.07	11,499
2017	11,096	0.07	11,873
2018	11,457	0.07	12,259
2019	11,830	0.07	12,658
2020	12,214	0.07	13,069
2021	12,611	0.07	13,494
2022	13,019	0.07	13,930
2023	13,440	0.07	14,381
2024	13,874	0.07	14,845
2025	14,321	0.07	15,323
2026	14,782	0.07	15,817
2027	15,256	0.07	16,324
2028	15,745	0.07	16,847
2029	16,248	0.07	17,385
2030	16,765	0.07	17,939

Source: ROSS+associates, 2006

■ Housing Type

Housing Trends

In 1990, the City of Cartersville had 4,762 dwelling units. Of this total 3,364 were considered single family attached or detached, and 1,398 were duplex, manufactured housing or multifamily. Single-family housing units are the principal housing type of the area, constituting 71.7% of the total City housing stock. Multifamily constituted 29.8% of all units. Owner occupied units constituted 57% of all housing units, while renter occupied constituted 43% of the total housing units. Census data shows a very large decrease in vacancy rates between 1990 and 2000 from 7.91% to 4.48%.

By the 2000 Census count, the City had 6,088 total housing units (both occupied and vacant), representing an increase of 1,326 new housing units since 1990. Of

	1990			2000		
	Units	%	% of Total	Units	%	% of Total
Owner Occupied						
Single Family Detached	2,575	94.0%	54.1%	3,369	97.2%	57.8%
Single Family Attached	30	1.1%	0.6%	18	0.5%	0.3%
Duplex	29	1.1%	0.6%	8	0.2%	0.1%
Multi-Family	7	0.3%	0.1%	0	0.0%	0.0%
Manufactured Home	79	2.9%	1.7%	72	2.1%	1.2%
Other	18	0.7%	0.4%	0	0.0%	0.0%
Total Owner Occupied	2,738	100.0%	57.5%	3,467	100.0%	59.4%
		1990			2000	
Renter Occupied						
Single Family Detached	712	35.2%	15.0%	867	36.7%	14.9%
Single Family Attached	47	2.3%	1.0%	156	6.6%	2.7%
Duplex	235	11.6%	4.9%	286	12.1%	4.9%
Multi-Family	963	47.6%	20.2%	979	41.5%	16.8%
Manufactured Home	33	1.6%	0.7%	72	30.5%	1.2%
Other	34	1.7%	0.7%	0	0.0%	0.0%
Total Renter Occupied	2,024	100.0%	42.5%	2,360	100.0%	40.5%
Total Occupied Units	4,762		100.0%	5,827		100.0%
Source: U.S. Census Bureau, 1990 and 2000						

this total: 71% were single family detached; 5.9% were either single family attached or duplex; 17.4% were considered multi-family; and 2.5% were considered Manufactured Housing. This represents an increase in the proportion of single-family units, both attached and detached, although there was a slight decrease in duplex housing types. The proportion of multi-family units decreased from 20% to 17.4%, although numerically there was an increase of 27 units. Mobile home stock experienced an increase of 31 units, from 2.3% to 2.5% of the total stock. As shown in Table 2.2, owner occupied housing units have increased by 26.6% between 1990 and 2000, while the number of rental units increased 16.6%. As a

share, the owner occupied units for 2000 represented 59.4% and the renter occupied represented 40.5% of the total, a shift in owner occupancy over 1990.

The distribution of housing units is anticipated to remain constant through the planning horizon period, with slight adjustments. The proportion of single-family homes is anticipated to increase numerically by 58.6%, but decrease proportionately to 68.1% by 2030. In addition, a slight decrease in the representation of single-family attached units (inclusive of attached units and duplexes) is anticipated, from 7.9 % in 2000 to 7.4 % in 2030, although numerically there will be an increase of potentially 238 units.

Table 2.3			
Housing Unit Type Projections - 2010 to 2030			
City of Cartersville			
Unit types	2010	2020	2030
Single Family detached	5,074	5,827	6,581
Single Family attached	226	277	329
Duplex	335	362	390
multifamily	1,431	1,724	2,019
Manufactured Home	215	278	342
Other	0	0	0
Total Housing Units	7,281	8,468	9,661
Source: DataViews, Woods and Poole, 2000			

The proportion of single-family homes is anticipated to increase numerically by 58.6%, but decrease proportionately to 68.1% by 2030. In addition, a slight decrease in the representation of single-family attached units (inclusive of attached units and duplexes) is anticipated, from 7.9 % in 2000 to 7.4 % in 2030, although numerically there will be an increase of potentially 238 units.

Table 2.4								
Total Units Permitted by Year 2000 to 2005								
City of Cartersville								
Type of Unit	2000	2001	2002	2003	2004	2005	Totals	Percent
Single Family	277	79	76	25	131	86	674	63.0%
Multi Family	0	234	21	68	38	23	384	35.9%
Duplex	8	0	0	2	0	1	11	1.0%
Total	285	313	97	95	169	110	1069	100.0%
Source: City of Cartersville Planning Department, 2006								

Over the last 6 years, 1,069 units were granted building permits, categorized as single-family, multi-family and duplex. The actual permit numbers showed dramatic fluctuations from the norm. Although single-family dwellings were still the predominant unit type at 63%, multifamily units accounted for almost 36% of the total dwellings permitted. This substantial increase is due in part to several large developments in 2001 and 2003 and is not expected to be a significant deviation from past trends. The housing mix available in Cartersville today is likely to be very similar to the mix recorded in the 2000 Census.

■ Household Size

The average household size is steadily decreasing in Cartersville, as following the trends of the State and Nation as a whole. In 1980, the household size was 2.63. The current household size for 2005 is 2.58. This household size is lower than Bartow County at 2.72 and Paulding County at 2.87. Household size is projected to decrease to 2.53 in 2030. A lower household size represents a more diverse population that includes not only family households, but also single person households and empty nesters.

**Table 2.5
Household Size, 2000
City of Cartersville**

Size of Household	Number	Percent
Total:	5,827	100.0%
1-person household	1,509	25.9%
2-person household	1,856	31.9%
3-person household	936	16.0%
4-person household	857	14.7%
5-person household	374	6.4%
6-person household	102	1.8%
7-plus-person household	193	3.3%

Source: 2000 Census STF-3

The most prevalent type of households in the City is small, with over 57% comprised of a single or two persons. This indicates that although the majority of the population falls within the workforce age group of 25 to 65, a large proportion of this group are single and two person households, either couples without children, young persons entering the workforce, single persons or empty nesters below the retirement age. As well, seniors over 65 typically are single or live in two person households. Smaller households are more flexible in their housing choice, seeking condominiums, townhouses, apartments and smaller houses. Medium sized households, comprised of three to four persons, are typically

accommodated in a minimum of two to three bedroom homes, and therefore may have more options to choose between single-family detached, attached or multi-family housing types. Medium sized households, representing of couples with children, or single headed households with children, constitute 30.7% of the households in the City. Just over 11% of the population is considered large households with five or more persons, which usually require homes with three or more bedrooms.

Looking at household size by tenure, over 55% of the owners are comprised of single and two person households, slightly lower than, but consistent with the citywide proportion. Over 60% of the renters are comprised of single and two person households, higher than the citywide proportion. In contrast, a higher proportion of medium sized households are owner-occupied than renters, at 33.8% owners compared to 26.3% renters. A higher proportion of renters are large households, with 13.4% of the

**Table 2.6
Household Size by Tenure - 2000
City of Cartersville**

Type/Tenure	Number	Percent*
Total	5,827	
Owner occupied:	3,467	59.5%
1-person household	718	20.7%
2-person household	1,226	35.4%
3-person household	615	17.7%
4-person household	558	16.1%
5-person household	195	5.6%
6-person household	71	2.0%
7+person household	84	2.4%
Renter occupied:	2,360	40.5%
1-person household	791	33.5%
2-person household	630	26.7%
3-person household	321	13.6%
4-person household	299	12.7%
5-person household	179	7.5%
6-person household	31	1.3%
7+person household	109	4.6%

*Note: Percent is calculated on total within tenure
Source: 2000 Census STF-3

renter households having five or more persons. In comparison, 10.0% of the owner households were comprised of five or more persons. This indicates a need for larger rental units of three bedrooms or more, typically accommodated either by three bedroom apartments, three or four bedroom attached townhome or duplex products, or single family homes with three or more bedrooms.

Quality of Housing

In 2000, 634 of the City’s 6,088 housing units were constructed prior to 1939, which amounted to 10% of all housing units. By way of comparison, Bartow County’s 1,651 housing units built prior to 1939 comprise only 5.8% of all housing units within the County. The City’s pre-1939 units comprised 37.7% of the County total. In the case of Cartersville, older homes are considered an asset as witnessed by the City’s three Historic Districts, and therefore this statistic should not automatically be assumed to represent substandard quality. Although there are still structures that need to be updated and renovated, many of the city’s older residences have been renovated or are undergoing renovation.

There were very few homes within either the City or County lacking adequate plumbing facilities in the 2000 Census, with 0.2% of the units located in Cartersville and 0.3% located in Bartow County. Most of the older homes within the City were constructed either with plumbing or have been upgraded.

Affordability and Demographics

Housing Costs

The median property value in Cartersville increased from \$69,300 in 1990 to \$106,600 in 2000. By 2003, the average home value for existing units and re-sales had risen to \$135,236 in the City of Cartersville (source: www.buybartow.com) More recent 2005 data for Bartow County indicates an average resale housing value of \$147,900, which is most likely reflective of the housing conditions in the City. In 2005, the average value of sales of new homes and townhouses was

Table 2.7 Median Housing Value - 2000 City of Cartersville and Bartow County					
Indicator	Cartersville		Bartow County		% of County Total
	#	%	#	%	%
Median Value	\$106,600	N/A	\$99,600	N/A	107.0%
Less than \$200.00	152	6.4%	316	4.8%	48.1%
\$200.00 to \$299.00	134	5.7%	334	5.1%	40.1%
\$300.00 to \$499.00	454	19.2%	1,425	21.6%	31.9%
\$500.00 to \$749.00	1,111	47.1%	2,791	42.4%	39.8%
\$750.00 to \$999.00	312	13.2%	1,030	15.6%	30.3%
1000.00 to \$1400.99	106	4.5%	247	3.8%	42.9%
\$1500.00 or more	-	-	-	-	-
No Cash Rent	91	3.9%	438	6.7%	20.8%
TOTALS	2,360	100.0%	6,581	100.0%	35.9%

Source: U.S. Census 2000, STF-3

\$214,315 for single family and \$95,735 for townhouses. This average sale price is higher than the average sales price of \$99,600 in the County.

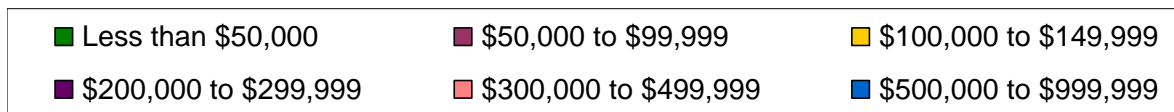
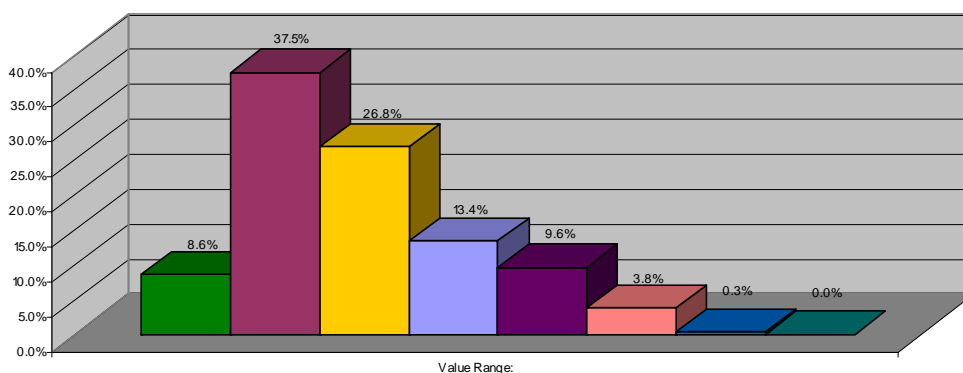
The median rent in the City of Cartersville increased from \$373 in 1990 to \$574 in 2000. As of 2003, the average rent for a two bedroom home had risen to \$692. The median rent is comparable to the County as a whole, at \$574 in 2000 and \$575 in

Table 2.8 Rental Housing Rates - 2000 City of Cartersville and Bartow County					
Indicator	Cartersville		Bartow County		% of County Total
	#	%	#	%	%
Median Rent	574.00		575.00		99.8%
Value Range:					
Less than \$50,000	280	8.6%	943	6.2%	29.7%
\$50,000 to \$99,999	1,214	37.5%	6,725	44.3%	18.1%
\$100,000 to \$149,999	867	26.8%	4,683	30.8%	18.5%
\$150,000 to \$199,999	437	13.4%	1,634	10.8%	26.7%
\$200,000 to \$299,999	310	9.6%	948	6.2%	32.7%
\$300,000 to \$499,999	124	3.8%	235	1.5%	52.8%
\$500,000 to \$999,999	9	0.3%	32	0.2%	28.1%
\$1,000,000 or more	0	0.0%	2	-	0.0%
TOTAL	3,241	100.0%	15,202	100.0%	21.3%

Source: U.S. Census 2000, STF-3

2003, but higher than any other incorporated area in the County. This is not unusual due to newer multi-family units constructed in Cartersville. Median rental rates within the City and the County are almost exactly equal all along the rental rate continuum. One factor that is highly significant, however, is that the City's

Graph (5)
Housing Values in the City of Cartersville:
As of Census 2000



percentage of rental housing is higher in comparison to the County as a whole. While containing only 20.9% of total County residents, Cartersville contained 35.9% of all rental housing. Although this statistic stands out, on further exploration, it is common for higher density and multi-family land uses to be clustered in the vicinity of a city where infrastructure and services may be more readily available, than unincorporated portions of counties.

An internet survey of rental housing in July and September 2006 yielded limited results:

- There were 2 one-bedroom homes listed at \$550 per month.
- A one-bedroom home was listed at \$900 and a three-bedroom home at \$1,250.
- Two-bedroom townhomes were listed at \$600, \$625, \$650, \$795 and \$995 respectively.

The internet search also yielded apartment listings, summarized in Table 2.9.

Table 2.9 Representative Rental Complexes - 2006 City of Cartersville		
Apartment Name	Bedrooms	Rental Range
Alexandria Landing	1 to 3	1 bed = \$499 2 bed = \$595 3 bed = \$699
Avonlea Highlands	1 to 3	1 bed = \$635-785 2 bed = \$755-985 3 bed = \$945-\$1,035
Somerset Club	1 to 4	1 bed = \$549-\$650 2 bed = \$649-\$710 3 bed = \$799-\$870 4 bed = \$995-\$1,095
Rosewood	1 to 3	1 bed = \$560 2 bed = \$670 3 bed = \$750
Vineyards of Cartersville	1 to 3	1 bed = \$595 2 bed = \$685 3 bed = \$795
Amberwood Apartments (income restricted)	0 to 2	studio = \$413 1 bed = \$537 2 bed = \$644
Source: Internet Listings, July 2006		

Based on this limited sample, there are a number of rental opportunities within the affordability range of households earning incomes 50 percent and below the county median, based on the HUD MFI. There also appears to be a range of unit sizes, from studios to four-bedrooms, although only one complex inventoried had four-bedroom units. A number of the complexes were income restricted, where the occupant could not earn above a set limit in order to qualify for the rate.

Within the Northwest Georgia region, Cartersville is a relatively inexpensive place to own and rent a home. In comparison to counties adjacent to Bartow County within the northern Atlanta metropolitan region, such as Cherokee and Cobb County, the City had one of the lowest median home values in 2000, as well as the

lowest median rent. The average home value in Cherokee and Cobb Counties in 2003 was \$210,750 and \$262,662 respectively, and the average rent was \$850 and \$835 respectively, as compared to \$135,236 and \$692 (2003 costs) in Cartersville. The median mobile home value was also one of the lowest in the northwestern Atlanta metropolitan region, at \$35,400. This indicates the City represents an affordable ownership and rental opportunity just on the outskirts of the Atlanta metropolitan region. Paulding County to the south had a comparable home cost of \$135,741, although average rent in 2003 was higher at \$850.

Price Range	Cherokee County		Cobb County		Paulding County		Floyd County		Bartow County		Cartersville	
	#	%	#	%	#	%	#	%	#	%	#	%
Up to \$125,000	16,751	40%	56,508	36%	16,804	69%	17,195	76%	14,794	72%	2,149	62%
125,000 – 199,000	15,623	36%	58,725	38%	5,887	24%	3,543	16%	3,911	19%	831	24%
200,000 - 299,000	6,212	15%	25,386	16%	1,227	5%	1,304	6%	1,230	0%	345	10%
300,000+	2,917	7%	14,456	9%	465	2%	698	3%	509	3%	142	4%
Total	41,503	100	155,075	100	24,383	100	22,740	100	20,444	100	3,467	100

Source: 2000 Census STF-3

However, compared to other counties adjacent to Bartow County outside of the Atlanta metropolitan area, such as Floyd County to the west, Gordon County to the north, and Polk County to the southwest, the City is a slightly more costly place to live. Although Cartersville had a much higher proportion of homes in the lower price ranges as compared to Cobb and Cherokee Counties, where 62% of the units were below \$125,000, (which is generally affordable to households earning up to and above 50% of the median income), as compared to 36 and 40% respectively, it had a lower percentage than Bartow County, Floyd County, Polk County (not shown) and Paulding County. Conversely, it had a higher proportion of units in the upper price ranges than the surrounding counties to the north, west and southwest, but a lower proportion of executive and move-up housing than Cobb and Cherokee counties in the northern portion of the Atlanta metropolitan area.

An overview of home prices listed on MLS in July 2006 indicates appreciation has occurred since the 2000 Census. The following findings were made:

- Out of a sample of 94 listings on the MLS in July 2006, there were eight units (8.5% of sample) offered for under \$99,000. Three of these units were two-bedroom townhomes;
- 18 units (19.1% of sample) were listed between \$99,000 and \$126,900, the majority of which were small and/or mature three bedroom detached homes;
- There were 37 units (39.4% of sample) listed between \$127,000 and \$200,000, indicating a large stock of moderately priced units, most with three bedrooms;
- In the move-up price range, there were 13 units (13.8% of sample) between \$201,000 and \$300,000. The 16 remaining units were valued between \$300,000 to \$469,850, with a single unit at \$895,000. This indicates that a proportion of the move-up and executive housing is still within the range of moderate-income households in the City.

- A sample of 22 townhome and condominium listings revealed that the majority of attached products on the market are reasonably priced, with 18 (81.2% of sample) of the listings below \$120,000. However, there were none listed below \$100,000. The majority of the townhomes had two bedrooms.

Table 2-11 presents representative new home prices in the City, based on internet listings. There were two listings of new products, both townhomes, under \$100,000. Two of the new home projects presented homes with asking prices of less than \$126,000, one of which is a townhome project. Three of the new home communities offered homes between \$127,000 and \$200,000. There were eight new communities with prices in the mid-\$200,000's, and one starting in the mid-\$400,000's.

Table 2.11 Representative New Housing Communities - 2006 City of Cartersville			
Neighborhood Name	Bedrooms	Price Range	Type
North Village	3 and 4	from \$220,000's	SFD
The Villas at Middlebrook	2 and 3	from \$109,000	SFD
Eagle Glen Townhomes	2 and 3	\$110,000 - \$120,000	TH
Middlebrook Townhomes	2 and 3	\$95,500 - \$108,000	TH
Fairview Terrace	2 and 3	\$89,900 - \$97,900	TH
Clearview	3 and 4	from the \$170,000's	SFD
Woodvine	3 and 4	from \$137,900	SFD
Hamilton Crossing	4 bed	from \$179,000	SFD
Roland Springs Estates	4 bed	mid \$200,000's	SFD
Stone Gate	3 and 4	from the \$260,000's	SFD
Griffin Manor	4 bed	\$229,000-\$260,000's	SFD
Grove Park	3 bed	\$239,000-\$250,000's	SFD
Winfield at Carter Grove	3 and 4	\$230,000-\$253,900	SFD
Carter Grove (Grace Venture homes)	3 and 4	\$265,000-\$285,000	SFD
Carter Grove (J. Rutenbert homes)	4 and 5	from the \$400,000's	SFD
Eagles Lake	4 bed	from the \$240,000's	SFD
Source: MLS Listings, July 2006			

Although essential to meeting housing needs, the provision of a sufficient number of dwelling units will not in itself ensure that the entire population will be adequately housed. For example, households with insufficient income to purchase or rent quality housing may be denied a choice of housing location, adequate size, or type because appropriate housing at acceptable cost is not adequately dispersed throughout the community. Historically, the private sector generally responds to the majority of the community's housing needs through provision of market rate housing. However, due to economic conditions and trends within the State, the affordability of market rate housing is declining.

Households in Need/Cost Burdened Households

The State Department of Community Affairs has compiled information on households reporting some kind of housing problem. These include persons with AIDS, persons having sustained family violence, the elderly, persons with a disability, and persons encountering substance abuse. The characteristics of persons with housing problems are further evaluated by size of household, income, tenure, household type, age and race. Using income guidelines as provided by the Department of Community Affairs, households paying between 30% and 49% of their income are considered “cost-burdened” and households paying over 50% are “severely cost-burdened.”

The Department of Community Affairs data indicates that 1,563 households (26.6% of total City households) reported some kind of housing problem. Of these, 965 (40.8% of all renters) were renter households and 580 (16.8% of all owners) were ownership households. Of the total, 983 households were extremely low income (incomes less than 30% of the MSA median); 807 were considered very low income (30 and 50 of the MSA median); and 1,179 were considered low income, (between 50 and 80% of the County median). A greater proportion of the lower income households were also renters, with almost one-half of the renters reporting incomes less than 50% of the median as compared to only 19.7% of the owners.

Table 2.12
Households Reporting Housing Problems
City of Cartersville

Category	Total Cost Burdened	Severely Cost Burdened	Total Problems	Total Households	Total < 50% MFI
Total City	21.4%	9.1%	26.6%	5,819	
Total City Renter	29.5%	13.0%	40.8%	2,365	
Total City Owner	15.8%	6.5%	16.8%	3,454	
Total City @ 30% MFI	61.6%	41.9%	64.2%	983	1,790
Total City @ 30-50% MFI	38.2%	11.0%	46.1%	807	
Total Renter @ 30-50% MFI	43.6%	10.4%	55.0%	433	1,110
Total Renter @ 30% MFI	63.2%	38.8%	66.9%	677	
Total Owner @ 30-50% MFI	31.8%	11.8%	35.8%	374	680
Total Owner @ 30% MFI	48.7%	58.2%	58.2%	306	
Elderly Renter @ 30-50% MFI	54.5%	36.4%	54.5%	55	380
Elderly Renter @ 30% MFI	33.8%	50.8%	55.4%	325	
Elderly Owner @ 30-50% MFI	29.8%	12.8%	29.8%	235	449
Elderly Owner @ 30% MFI	39.7%	51.4%	51.4%	214	
Large Family Renter @ 30-50% MFI	41.2%	0.0%	100.0%	34	319
Large Family Renter @ 30% MFI	85.2%	29.6%	85.2%	27	
Large Family Owner @ 30-50% MFI	0.0%	0.0%	50.0%	30	350
Large Family Owner @ 30% MFI	100.0%	100.0%	100.0%	15	
Small Family Renter @ 30-50% MFI	37.90%	6.70%	50.90%	224	424
Small Family Renter @30% MFI	52.5%	77.5%	82.5%	200	
Small Family Owner @ 30-50% MFI	43.8%	4.5%	43.8%	89	156
Small Family Owner @ 30% MFI	73.1%	79.1%	79.1%	67	

Note: Cost burdened is 30-50% of income for housing. Severely cost burdened is over 50% of income for housing.
Source: Dataviews and HUD CHAS reports, 2000

The DCA data also provides insight into other characteristics of households reporting housing problems. Over 59% of owners with housing problems fall within the workforce age (age 25 to 59), with 21.9% (343) of all households with problems within this age cohort. Ownership households with the head of household over age 59 comprise 39% (226) of the owners reporting problems, representing 14.5% of all households with problems. This corresponds with the proportional representation of the senior population in the City, at 14%. Renters with housing problems are also primarily in the workforce age group, at approximately three times greater proportion than the senior renter households, at 384 and 128 respectively. However, these proportions generally follow the distribution of age in the City.

In terms of household type, 64.9% of owner households reporting a problem were married-couple families; female heads of household constituted 14% of the owner households. Non-family households made up 17% of the owner households with problems. Among renters, non-traditional family types (female headed and male-headed households) and non-family households comprised 63.2% of the renter households with problems. Female-headed family households represented 21.9% of renter households with problems, and another 22.2% were non-family female households. Married couple families represented 36.8% of renter households with problems.

Almost 100% of the owners reporting housing problems resided in single-family detached units and mobile homes. In contrast, renter households reporting problems resided in a variety of housing unit types, although almost 50% lived in a single family detached unit, and another 12.3% resided in a mobile home. Approximately 9% resided in single-family attached and duplex units, and the remaining 29.6% lived in multi-family rentals.

Four household income categories are typically used to evaluate housing cost burden, consistent with definitions of very, low and moderate-income households used in various federal and state housing programs, e.g. housing choice vouchers, HOME and other income based assistance programs. HUD uses an Atlanta Metropolitan Area income figure for several of the counties in the extended ARC area, and does not break out Bartow County (and the City of Cartersville) individually in terms of Median Family Income classifications. The 2005 HUD Median Family Income (MFI) for the Atlanta Metropolitan Area was \$69,300. These median income figures appear quite high as compared to the City's estimated median household income of \$42,123 (in 2002 dollars). However, cost burden analysis looks at income potential in terms of rent or monthly mortgage expended in relation to the local Cartersville and Bartow County housing prices, which is more reflective of the income characteristics of the population.

Table 2.13 identifies the income ranges, based on the HUD MFI guidelines, and the rent or home purchase price affordable to each group in 2006. The proportion of persons in each income category is based on 2000 income classification breakdowns and the 2000 HUD MFI. The table assumes a 10 % down payment, 1 % property tax and P&I. Almost 40 % of the City's population falls within the very low-income category with incomes below 50 % of the Atlanta MSA median income. Another 21.4 % falls within the low-income classification, with an income between 50 and 80 % of the Atlanta MSA median. Overall, just over 61 % of the total City households are considered lower income.

Based upon the distribution of housing prices in 2000, there appears to be an adequate stock in the income range affordable to Very Low income households (less than 50% of MFI) with a notable proportion located in the incorporated areas. According to the Census, the County also has a wealth of homes in the range affordable to persons in the low income classifications (between 50 and 80% of the MFI) and a growing inventory of homes affordable to moderate and above moderate income households, with the bulk of higher priced homes located in the unincorporated portions of the County.

Classification	Annual Income (2005)	% of Population (2000)*	Maximum Affordable Rent (2005)	Maximum Affordable Purchase Price (2005)
Very Low	0 - \$34,650	39.7%	\$866	\$126,500
Low	\$34,650 - \$55,440	21.4%	\$1,386	\$202,500
Moderate	\$55,441-\$83,160	18.7%	\$2,079	\$303,500
Above Moderate	Above \$83,160	20.2%	\$2,080+	\$304,000
Median	\$69,300		\$1,732	\$253,100

Source: HUD Median Family Income Limits, 2005, for Atlanta MSA
Note: % of population based on 2000 MFI limits and 2000 Income distribution

Two indicators are used to determine cost burdened households: overpayment and overcrowding. Overpayment refers to renters and owners who must pay more than 30 percent of their gross income for shelter. Using a disproportionate share of income may cause a series of related financial problems which may result in deterioration of housing stock, because costs associated with maintenance must be sacrificed for more immediate expenses (e.g. food, medical care, clothing, and utilities), or overcrowding results in the use of inappropriate housing types or sizes to suit the needs of the households.

Review of the number of households paying more than 30% of their income for housing, both ownership and rental, provides an indication of households in need. Utilizing the CHAS Households in Need data, there were 1,245 households, 21.4% of total City households, reporting a housing cost burden of between 30% and 50%. Approximately 15.8% of ownership households (545 households) in the City are considered cost burdened, and 29.5% of renter households (698 households) reported a cost burden. Renter households at any income classification in the City appear to experience a higher incidence of cost burden. Based on the above information, 61.6% (605) of the households earning less than 30% of the median are considered cost burdened, with another 38.2% (258) of the households earning between 30 and 50% of the median reporting a cost burden. Interestingly, 209 of these cost burdened households (16.8%) fell within the low income category, with incomes between 50 and 80% of the median, and 120 of the cost burdened households (9.6%) were considered moderate and above moderate households.

While the severely overburdened category includes approximately 530 persons, the percentage is still relatively low, at 9.1% of total County households, with the ma-

majority earning below 50% of the median. Approximately 41.9% of the households with incomes below 30% of the median (412 households), and 11% of the households with income between 30 and 50% of the median (89 households) reported a severe cost burden. The City is actively working to reduce this problem with both their North Towne Revitalization Program and their partnership with the Housing Authority to move renters into single-family homes.

Cost Burdened Renters

Although proportions differ slightly from DCA data, the Census reports by both tenure and income category, households that paid over 30% of their income for housing costs. The Census reports approximately 34.5% of the renters (815) were considered cost burdened. This constitutes 14.1 % of the total City households. Approximately 26.4% (623) of the cost burdened renters had incomes under \$20,000 (less than 30% of the median City income), and 6.3% of the overpaying renters had incomes of between \$20,000 and \$34,000 (between 30% and 50% of the City median), which indicates that 32.7% of cost burdened renters had incomes of less than 50% of the median. This is 13.3 % of all households in the City. As a proportion of the lower income groups, 68.7 % of the extremely low income households (incomes of 30% and below the County median), and 26.2% of the households with incomes between 30 and 50% of the median overpaid for housing, constituting 52.4% of the workforce renter households. Almost 10% of the households in the low-income category experienced overpayment, which constitutes 1% of all renters, and less than 1% of all households in the City. There were no moderate or above moderate-income households reporting overpayment of rent.

Category	Number	% of Renters	% Income Group
TOTAL Renters	2,360		
Less than \$10,000	371	15.7%	
30% or more	287	12.2%	77.4%
\$10,000 to \$19,999	536	22.7%	
30% or more	336	14.2%	62.9%
\$20,000 to \$34,999	564	23.9%	
30% or more	148	6.3%	26.2%
\$35,000 to \$49,999	454	19.2%	
30% or more	44	1.9%	9.7%
\$50,000 to \$74,999	323	13.7%	
30% or more	0	0.0%	0.0%
\$75,000 to \$99,999	51	2.2%	
30% or more	0	0.0%	0.0%
\$100,000 to \$149,999	61	2.6%	
30% or more	0	0.0%	0.0%
Total Paying over 30%	815	34.5%	

Source: 2000 U.S. Census, STF-3

Cost Burdened Owners

The U.S. Census also tabulates overpayment by income group. Over 15% of the owner households overpaid for housing, the majority of which fell within the parameters of lower income classifications per HUD Income Limits. Approximately 14.6 % of the owner households had incomes under \$20,000 (considered extremely low income - less than 30% of the median income), 14.3% of the cost burdened owners had incomes between \$20,000 and \$35,000 (very low income - between 30 and 50% of the median), and 13.8% had incomes between \$35,000 and \$50,000 (low income - between 50 and 80% of the median), representing 42.7% of total City households. Of these lower income households, 30.9% paid more than

30% for mortgage costs, which constitutes 13.2% of the total City households. The highest proportions of households overpaying fell within the extremely low-income group, where 46.6% paid over 30% for mortgage costs. As well, 31.1% of the households in the low-income classification were considered cost burdened.

Category	Number	% of Owners	% Income Group
TOTAL with a Mortgage	3,421		
Less than \$10,000	202	5.9%	
30% or more	102	3.0%	50.5%
\$10,000 to \$19,999	298	8.7%	
30% or more	131	3.8%	44.0%
\$20,000 to \$34,999	489	14.3%	
30% or more	72	2.1%	14.7%
\$35,000 to \$49,999	472	13.8%	
30% or more	147	4.3%	31.1%
\$50,000 to \$74,999	755	22.1%	
30% or more	36	1.1%	4.8%
\$75,000 to \$99,999	474	13.9%	
30% or more	23	0.7%	4.9%
\$100,000 to \$149,999	380	11.1%	
30% or more	16	0.5%	4.2%
\$150,000 and above	171	5.0%	
30% or more	0	0.0%	0.0%
Total Paying over 30%	527	15.4%	

Source: U.S. Census, STF-3, 2000

These low-income households are the population that merits consideration, as households in the higher income ranges may be over-extending themselves for the privileges of home ownership, such as a greater investment return and larger home.

Comparison of Housing Cost to Affordability

Table 2.16 indicates that 32.5% of the renters in the City pay more than 30% for their housing. When comparing the need of 1,471 total households requiring rents of \$866 or less per month (for households incomes up to 50% of County median) with the findings of the representative rental unit survey of apartment complexes only, all but one of the six apartments surveyed offered one, two and three bedroom units with rents below \$866 per month. The sixth complex offered one and two bedroom units within this price range. Four bedroom units existed at rents affordable only to households with incomes between 50 and 80 % of the Atlanta MSA median income. However, 907 of those households require rents of \$524 or lower per month, for households with incomes up to 30% of the median. There were two apartment complexes reporting rents of less than \$499 per month, and these lower cost rental units were either studio or one-bedroom units. One of the complexes offered one-bedroom units for \$537 per month, which could be consid-

Table 2.16
Gross Rent as a Proportion of Income
City of Cartersville, 2000

Percentage	Number	%
Total:	2,360	100.0%
Less than 10 percent	140	5.9%
10 to 14 percent	222	9.4%
15 to 19 percent	487	20.6%
20 to 24 percent	308	13.1%
25 to 29 percent	306	13.0%
30 to 34 percent	173	7.3%
35 to 39 percent	129	5.5%
40 to 49 percent	145	6.1%
50 percent or more	320	13.6%
Not computed	130	5.5%

Source: 2000 Census, STF-3

ered within this price range. Internet listings yielded findings of townhomes and a one-bedroom single-family home with rents below \$688 per month rent, but none less than \$550 per month. The shortfall of rental units at rents below \$500 per month contributes to the finding that 68.7% of the extremely low-income group overpaid for housing.

Although the exact numerical distribution of the units with the rents or housing costs is not available, nor was this an all-inclusive survey, it can be deducted that there are sufficient rental units to meet the

needs of the workforce households with incomes between 30 and 50% of the Atlanta MSA median. However, there is likely a shortfall of units, which offer rents affordable to households with annual incomes below \$20,000. However, although none was found in recent listings, the stock of mobile homes in the City may offer a lower cost alternative to apartment complexes and townhome rentals. Of the 72 households residing in mobile homes, 20% reported overpayment, with the remaining 80 % paying below 30% of their incomes. In addition, there are currently 298 income assisted living apartments operated by the Etowah Area Consolidated Housing Authority. The primary aim of the Authority is to assist and facilitate public assistance individuals with a move into owner occupied housing.

In evaluating the affordability gap between incomes and mortgages for owner households, 44.2% of the cost burdened owners had incomes under \$20,000 (less than 30% of the median City income), and 13.7 % of the owners had incomes of between \$20,000 and \$34,500 (between 30% and 50% of the City median), which indicates that 57.9% of cost burdened owners had incomes less than 50% of the City median income.

When comparing approximately 500 households requiring homes with mortgages of \$99,000 or lower (households with incomes up to 30% of City median) with the findings of the representative housing unit survey of new and resale housing currently on the market, it is clear that the extremely low income household's needs will not be met by the private market, and that government assistance is necessary. There were four new home communities with unit costs at less than \$126,000, two of which offered townhomes at costs below \$99,000. In the resale market, out of a sample of 94 units, 8.5% were listed below \$99,000, and therefore affordable to households with incomes below 30% of the Atlanta MSA median, although 14.6% of the ownership households require units listed at this price point. Mobile homes provide an affordable alternative, as the median value is \$35,400, but no units were listed on the market at this time. When comparing the need of 989 total households requiring homes of \$126,500 or less (for households with in-

comes up to 50% of City median), just over 19% of the units in this survey were listed between \$100,000 and \$126,000, and over 81% of a survey of 22 townhomes were listed between \$100,000 and \$126,000, indicating that there are sufficient units available on the market to satisfy the income requirements of the upper range of the workforce population with incomes between 30 and 50% of the Atlanta MSA median. Those households earning between 50 and 80% of the Atlanta MSA median should have less trouble finding units within their affordability range, as almost 40 % of the resale units, and three new housing communities, offered units between \$127,000 and \$202,500, in addition to the available units with prices below \$126,000.

The ability of a resident to become a “first time home buyers” is based on availability of adequate housing in a price range that they can afford. Based on the 2000 Census count, there were 1,494 houses in the City of Cartersville whose value/price was \$99,999 or less. When raised to \$149,999 the number of single-family residences increased by 867 to 2,631. In the price range of \$99,999 or less, the 1,494 units represented 46.1% of all housing units; housing units less than 149,999 represents 72.9% of all housing units in Cartersville. However, local real estate agencies are reporting a 4.6% annual appreciation rate, which could add almost \$23,000 to a previously \$99,000 home, and therefore would reduce the number of units available within each of the value categories as reported by the 2000 Census. When compared to Bartow County housing values, all units in the County with values less than \$99,999 (7,668) represent 50.5% of the County’s housing stock, and housing units valued at \$149,999 or less includes 12,351 housing units, or 81.3% of the total County housing stock.

A distinction between renter and owner overpayment (paying 30% or more of income for housing) is important because, while homeowners may overextend themselves financially to afford a home purchase, the owner maintains the option of selling the home and may realize tax benefits and appreciation in value. Renters, on the other hand, are limited to the rental market, and are generally required to pay the rent established by that market. The discrepancy between owner and renter households is largely reflective of the tendency for year round renter households to have lower incomes than do owner households. Although this is not an overwhelming problem in the City, as this segment of the population represents 5.3% of the total households in the City, efforts to reduce the cost burden of ownership housing should be considered, particularly workforce income ownership households with incomes below 50% of the median.

Overcrowding

In response to higher housing prices, lower income households must often be satisfied with smaller, less adequate housing for available money. This may result in overcrowding. Overcrowding places a strain on physical facilities, does not provide a satisfying environment, and eventually may cause conditions which contribute both to deterioration of the housing stock and neighborhoods in general.

The Bureau of Census defines overcrowded housing units as “those in excess of one person per room average.” Overcrowding is often reflective of one of three conditions: 1) either a family or household is living in too small a dwelling; 2) a family is required to house extended family members (i.e. grandparents or grown children and their families living with parents, termed doubling); 3) a family is renting inadequate living space to non-family members, also representing doubling.

The number of rooms available in a residence, and the proportion of larger or smaller units in a jurisdiction influence the incidence of overcrowding. The majority of housing units (70.1%)

Table 2.17 Rooms Per Unit - 2000 City of Cartersville		
Size	Number	%
Total:	6,088	
1 room	64	1.1%
2 rooms	182	3.0%
3 rooms	545	9.0%
4 rooms	1,021	16.8%
5 rooms	1,379	22.7%
6 rooms	1,185	19.5%
7 rooms	786	12.9%
8 rooms	474	7.8%
9 or more rooms	452	7.4%
Source: 2000 Census, STF -3		

Table 2.18 Bedrooms by Tenure - 2000 City of Cartersville			
Number of Bedrooms	Number	% of Total	% of Tenure
Total:	5,827	100.0%	
Owner occupied:	3,467	59.5%	100.0%
No bedroom	0	0.0%	0.0%
1 bedroom	78	1.3%	2.2%
2 bedrooms	494	8.5%	14.2%
3 bedrooms	2,068	35.5%	59.6%
4 bedrooms	682	11.7%	19.7%
5 or more bedrooms	145	2.5%	4.2%
Renter occupied:	2,360	40.5%	100.0%
No bedroom	82	1.4%	3.5%
1 bedroom	637	10.9%	27.0%
2 bedrooms	1,018	17.5%	43.1%
3 bedrooms	586	10.1%	24.8%
4 bedrooms	37	0.6%	1.6%
5 or more bedrooms	0	0.0%	0.0%
Source: 2000 Census, STF-3			

in the City have five or more rooms, with the median number of rooms per unit at 5.4. Over 28% of the units are considered large, with seven or more rooms. Analysis of the number of bedrooms in a unit also provides insight into overcrowding issues.

The proportion of ownership homes with four or more bedrooms, comparable to units with seven or more rooms, was 11.7 % of the total housing stock in 2000,

and 23.9% of owner units. Recent development trends some 2000 of move-up and executive housing has increased the proportion of units with more rooms. Conversely, the proportion of units with smaller number of bedrooms (none, one and two) which correlates to homes with less than four rooms was 9.8%, constituting 16.4% of all of the owner units. Although this proportion may have decreased somewhat since 2000, a number of the new townhome products consist of two-bedroom units. The majority of units in the City in 2000 had three bedrooms, at 35.5% of total occupied housing stock, and 56.9% of owner occupied housing stock.

In 2000, the proportion of larger rental units with four or more bedrooms was less than 1%. With the construction of an apartment complex offering four bedroom rental units since 2000, this proportion may have increased slightly. Although larger units are not numerous within the multi-family housing product, a large proportion of renters choose older single-family homes to meet their needs. As outlined in the above statistics, units with three bedrooms are well supplied in the overall housing market. Two bedroom rental units remain the predominant unit size, comprising 17.5% of total occupied housing stock and 43.1% of rental units.

Table 2.19			
Occupants per Room - 2000			
City of Cartersville			
Number of Occupants	Households	% of Total	% of Tenure
Total:	5,827	100.0%	
Owner occupied:	3,467	59.8%	100.0%
0.50 or less occupants	2,635	45.2%	76.0%
0.51 to 1.00 occupants	788	13.5%	22.7%
1.01 to 1.50 occupants	28	0.5%	0.8%
1.51 to 2.00 occupants	16	0.3%	0.5%
2.01 or more occupants	0	0.0%	0.0%
Renter occupied:	2,360	40.2%	100.0%
0.50 or less occupants	1,314	22.6%	55.7%
0.51 to 1.00 occupants	748	12.8%	31.7%
1.01 to 1.50 occupants	213	3.7%	9.0%
1.51 to 2.00 occupants	47	1.0%	2.0%
2.01 or more occupants	38	0.7%	1.6%
Source: 2000 Census, STF-3			

According to the Census, approximately 6.2% of all households (342) in the City reported overcrowded housing conditions, of which 12.9% were owner occupied units and 87.1 % were renter occupied units. Proportionately, renters experienced overcrowding at a higher rate than owners did – with 12.6% of renters living in overcrowded units as compared to 1.3% of owners. This is reflected in the fact that within the City, owners experiencing overcrowding comprised 0.8% of the total households, while renters experiencing overcrowding comprised 5.4% of the total households, although proportionately renters represented 40.2% of the total households.

Although the proportions and actual numbers among homeowners are low and not considered an extremely pressing issue, the higher proportion of renters experiencing overcrowding may be an indication that renters are not finding suitable housing with adequate number of rooms with rents affordable to their incomes. In some cases, renters may choose to share rooms, where four or more persons may share a one or two bedroom housing unit. Based on the cursory internet review, there was only one apartment complex with four or more bedrooms. Single family detached and townhome/condo units which have been converted to rentals apparently are the only other resource for four or more bedroom rental options, although the majority of such rentals are typically found to be at the higher ranges of the rental prices.

Revitalization Areas

There are two primary areas within Cartersville that show disinvestment, deteriorating conditions, overcrowding and a concentration of cost-burdened households. These two areas are the Tennessee Street corridor and North Towne Revitalization area. Redevelopment efforts are underway at both locations, and are described more fully in the Land Use Section of this report.

■ **Special Need Populations**

Individuals and households with “special needs” are those whose housing requirements go beyond just a safe and sanitary dwelling at an affordable price and include either unique physical or sociological requirements, or both. The special needs of the elderly and handicapped, who have particular physical needs as well as sociological needs unique to their group; large families who need four, five or more bedrooms in a dwelling; families with female heads of households, who may be faced with economic and family support issues; and the homeless, who cannot find adequate permanent housing are among “special needs” populations which require additional attention in the provision of housing. Not all persons and households in the City with “special needs” are faced with economic challenges. However, it is assumed that where sufficient income is available, these special needs can be satisfied. The Comprehensive Plan should target special needs groups with limited incomes.

Disabilities

Within the City, 5,205 persons, or 35.1% of the population over age five were reported as having a disability. It should be noted that the reporting of a disability does not equate to the actual number of persons reporting disabilities. A single person may have reported more than one kind of disability. For example, a person may report a physical disability that in turn results in a self-care disability and an inability to work, resulting in being counted in three categories. In terms of age, 55.5% of the persons reporting a disability were between 16 and 64 years of age, and 40.7 % were over 65, although persons over 65 represent only 14% of the total population. In other terms, over 92% of seniors reported some kind of a disability. Over 20% of reported disabilities in the workforce age were an employment disability.

Table 2.20
Disabilities By Age - 2000
City of Cartersville

Type of Disability	Number	%
Total disabilities tallied:	5,205	
Total disabilities 5 -15 years	201	3.9%
Sensory disability	34	0.7%
Physical disability	45	0.9%
Mental disability	98	1.8%
Self-care disability	24	0.5%
Total disabilities 16 - 64 years	2,888	55.5%
Sensory disability	167	3.2%
Physical disability	498	9.6%
Mental disability	346	6.6%
Self-care disability	94	1.8%
Go-outside-home disability	728	14.0%
Employment disability	1,055	20.3%
Total disabilities 65 years +	2,116	40.7%
Sensory disability	314	6.0%
Physical disability	787	15.1%
Mental disability	324	6.2%
Self-care disability	245	4.7%
Go-outside-home disability	446	8.6%
Source: 2000 Census STF-3		

Many of these disabilities simply require design modification to existing residences. Persons with disabilities need housing that offers accessibility features; in addition, suitable access to treatment facilities must also be considered. Transportation to distant treatment facilities is often more difficult, as well. Other populations, such as individuals with extreme mental disabilities, or self-care limitations, require long-term residential care. Within the Atlanta metropolitan area specialty housing, such as residential group homes and shelters exist to meet the needs of this group. There are shelters for victims of domestic

violence and their families, rehabilitation centers for individuals recovering from drug addiction or mental illness, and transitional housing for homeless families. There are a number of services available in the County and surrounding jurisdictions.

Homeless and Housing Needs

The Georgia Planning Association provides some general information on homelessness and contributing factors. According to this information, the Census Bureau has released a special report that presents the count of homeless people in shelters during Census 2000.

The special report, entitled “Emergency and Transitional Shelter Population: 2000,” shows that 4,774 persons, or 2.8% of the total shelter population in the United States, were counted at Georgia shelters in March 2000. In the Atlanta MSA, 3,736 persons in emergency and transitional shelter were counted, with 1,653 counted in the City of Atlanta. The typical person was an adult male that reported being White or African American.

According to the United States Conference of Mayors 16th annual “Status Report on Hunger and Homelessness in America’s Cities,” the average demand for emergency shelter that went unmet in 2000 was 23%. The demand for emergency shelter housing increased by 15% from 1999—the highest one-year increase of the decade. On average, single men comprise 44% of the homeless population, families with children at 36%, single women at 13%, and unaccompanied minors at 7%. Lack of affordable housing, substance abuse, mental illness, domestic violence, poverty, low paying jobs, and changes in public assistance were cited as causes of

homelessness. However, nearly every city in the survey cited the lack of affordable housing as the primary cause of homelessness.

Georgia family violence programs served approximately 18,000 adults and 10,000 children during 1999, including providing shelter for 3,299 women and 3,742 children. In a survey conducted by the U.S. Conference of Mayors, 56% of cities surveyed cited domestic violence as a primary cause of homelessness. Approximately 29% of women return to abusive environments because they are unable to find safe and affordable housing.

There are a number of resources in Bartow and Gordon Counties that serve the City's homeless, nearly homeless and victims of domestic abuse. The primary coordinating entity for provision of homeless and supportive housing needs is the Georgia Coalition to End Homelessness and the Bartow County Department of Family and Children's Services. These include:

- Good Neighbor Homeless Shelter, Cartersville Advocates for Bartow's Children – Flowering Branch Children's Center
- Cherokee Judicial Circuit Victim-Witness Assistance Program
- Christian League for Battered Women, Inc. – Tranquility House
- Douglas Street United Methodist Church
- Georgia Diversified Industries
- Peach Early Intervention Program

The primary recipient of homeless persons in the City is the Good Neighbor Homeless Center. The Good Neighbor Homeless Shelter, housed in a temporary location on Church Street (across from the back of the new Bartow County Courthouse), received its first guests on Friday, February 2, 1996 on the night of the year's first ice storm. The shelter had only 12 beds. The Bartow County Commissioner, Clarence Brown, allowed the shelter use of this county owned building rent-free while the Board of Directors searched for a permanent location.

In September 1996, the Board of Directors secured a new location on Porter St, which needed a number of renovations before it could house the shelter. In the fall of 2000, representatives from the Georgia Coalition to End Homelessness, a private foundation, approached the Board of Directors with a proposal. If the Good Neighbor agreed to become a 24-hour facility, the foundation would build a new facility on the Porter St. property to relieve crowding and provide adequate meeting, storage, office space and parking. The Board of Directors agreed and an adjacent lot was purchased to provide adequate space for the facility and yard.

Construction began in the spring of 2001 and was completed that fall. The 4,600 square foot building was occupied in November, after which the old shelter was razed to make room for parking. The new facility has a 20-bed capacity with 2 men's dorm rooms, 2 women's dorm rooms, Extended Housing rooms, and a family room. In 2005, 221 persons were sheltered, constituting 4,433 bednights. The facility housed 122 men, 41 women and 58 persons in families, aided by almost 250 volunteers over the year. The average length of stay in the shelter is 20 days. Thirty-one persons participated in the Extended Housing Program, which supports a 42 plus day stay while the participant gains employment and saves for transition to a permanent residence.

Elderly

According to the Georgia Department of Human Resources, “Georgia has the fourth fastest growing 60+ population and the third fastest growing 85+ population in the United States.” The population of 60 and older is expected to increase 52.6% between 1990 and 2010. In Census 2000, persons 65 and over occupied 16.5% of housing units in Georgia.

Residents require different accommodations throughout their lifecycle. The needs of a single person are very different to that of a family and again to someone we would consider an “empty” nester. According to Census data, median age in the City has increased to 35.6 as of the year 2000.

A study conducted by AARP in 2000 found that home ownership among Americans age 55 and over is at its highest level since the AARP studies began in 1986. In addition, 89% of survey participants age 55 and over expressed agreement that they would like to stay in their current residence as long as possible. Climbing up and down stairs was the most commonly reported functional problem (35%). Most survey participants (86%) had made at least one simple modification to their home. However, “When asked why they have not modified their home, or have not modified it as much as they would have liked, respondents most often cite not being able to do it themselves (37%) and not being able to afford it (36%).” More than half of the survey participants would like to receive information about staying in their own home, as they get older.

There are two senior centers in the City of Cartersville, one on Zena Drive and one on Beavers Drive. The goal of the senior services division of Bartow County is to provide a constructive program of leisure time pursuits that benefit the whole person including mental, physical, social, spiritual, educational and cultural needs. It also promotes a continuation of community awareness and involvement.

Type of Household	Number	%
Total:	2,154	
In households:	1,914	88.6%
In family households:	1,221	56.7%
Householder:	658	30.5%
Male	496	23.0%
Female	162	7.5%
Spouse	469	21.8%
Parent	37	1.7%
Other relatives	57	2.6%
Nonrelatives	0	0.0%
In nonfamily households:	693	32.2%
Male householder:	135	6.3%
Living alone	128	5.9%
Not living alone	7	0.3%
Female householder:	558	25.9%
Living alone	558	25.9%
Not living alone	0	0.0%
Nonrelatives	0	0.0%
In group quarters:	240	11.1%
Institutionalized population	210	9.7%
Noninstitutionalized pop.	30	1.4%

Source: 2000 Census, STF-3

■ Available Housing Programs

Over the last few decades, Affordable Housing was thought of as federally assisted rental housing administered in enclaves located in established municipalities. In recent years however, the concept of residential assistance has evolved to the point that homeownership has become a goal to which many low-income residents may aspire.

Etowah Area Consolidated Valley Housing Authority (EHA)

On April 1, 1998, the Housing Authority of the City of Cartersville and the Housing Authority of the City of Adairsville merged to form the Etowah Area Consolidated Housing Authority. With new leadership and new HUD directives, a change in the way housing assistance is administered has been the focus of this agency. The new and current emphases for the Authority were to stress quality of life dynamics for its low-income residents, including social services, recreational amenities and housing choices. As part of this emphasis, there has been a shift away from the notion that the only option available to Authority residents was assisted rental housing. To assist in homeownership opportunities, the Authority established the Housing and Development Corporation for Bartow County in June of 1997. This Non-Profit Corporation's purpose is to assist current and potential assisted rental residents in the community to move from rental housing status to homeownership. The Mission Statement of the Etowah Area Consolidated Housing authority is to be the leader in making excellent affordable housing available for low and moderate-income persons through effective management and the wise stewardship of public funds.

One of the most important programs of the EHA in recent years is the Summer Hill School. The school was built in 1954 and abandoned in the 1980's. In 2001, the Etowah Area Consolidated Housing Authority took over ownership of the former school and the adjacent seventeen-acre recreational complex. This property, which had been dormant for many years, now includes a newly renovated baseball field, a nature walk, a new educational facility, a fully equipped gymnasium, tennis court, swimming pools, public picnic areas, and more. The project is a partnership of the EHA, City of Cartersville, Bartow County, Cartersville Parks & Rec., local schools of higher learning, and more. A recent documentary aired on PBS profiles the school and the community. This documentary has established the school site as an important African American heritage location. It has stirred a longing in the hearts of the graduates of Summer Hill High School to see a part of their heritage renewed, preserved, and made useful.

The Etowah Area Consolidated Housing Authority and the City of Cartersville developed service delivery linkages that have led to collaborative strategies designed to accomplish commonly held objectives. Among those commonly held strategies is a desire to move as many residents as possible into homeownership status and to provide these residents with the assistance needed to assure that their tenure as homeowners is successful.

Community Home Investment Program (CHIP)

The City of Cartersville organized a successful Community Home Investment Program (CHIP) initiative in 2001 and 2004. These were implemented with the assistance of The Housing and Development Corporation of Bartow County. As a part of the 2004 initiative, the City provided down payment and closing cost assistance to 26 low income families, as defined by DCA eligibility criteria for Bartow County (below \$56,500 for a family of four). A second integral part of the City's CHIP program is home-buying education. The Corp. sponsors a series of Home Buyer Workshops that have as their purpose the goal of working with low-income residents to provide them with the knowledge, skills, tools, and assistance needed to become homeowners. Through these workshops, prospective first-time homeowners are brought into contact with lending institutions, attorneys and other entities to provide them with a broad-based understanding of the home buying process.

While there are some individuals who by virtue of their age or physical/mental disability are in need of permanent support from the government and community, this group is relatively small. The vast majority of individuals of low-moderate income status are interested in being upwardly mobile.

Since the implementation of the City's CHIP project, the City of Cartersville has made strides in other areas related to housing for low-income families. A major element of these new activities has been the formation of the Revitalization Task Force. Revitalization was named one of the top three priorities for 2004 by the Cartersville City Council.

Georgia Initiative for Community Housing

In 2004, the City of Cartersville was selected by the Georgia Department of Community Affairs, the Georgia Municipal Association and the University of Georgia as one of six communities to participate in the inaugural Georgia Initiative for Community Housing. Over a three-year period, City officials and other local revitalization committee members will develop long-range plans and implementation procedures for improving affordable housing opportunities. At this time, a housing team consisting of city staff and several agencies has been assembled to address housing issues in a holistic way. In addition, the task force is arranging neighborhood meetings to look at short and long-range issues, and will continue to promote public involvement as the long-range plan is outlined.

Other projects and initiatives include:

- North Towne Pride Neighborhood Clean Up;
- Douglas Street United Methodist Church hands for Christ After-school Program;
- North Towne Summer Clean Up;
- Survey of North Towne Revitalization area to assess property conditions; and
- Housing donation program to create infill development

In addition to serving on the Georgia Initiative for Community Housing, the task force will be used to design and implement all issues related to housing and development of uses for prospective redevelopment areas.

Operation Neighborhood for Cartersville

Operation Neighborhood program was launched in May of 2006. Operation neighborhood is a joint effort among City departments to improve the quality of life in neighborhoods by removing blight. In addition to focusing on the overall elimination of blight, the City focused on areas such as debris, abandoned vehicles, vacant and dilapidated buildings, overgrown lots, and graffiti, safety checks and education. For example, the Gas Department provided a scratch and sniff gas cards and Public Works handed out materials about mosquito prevention. The first Operation Neighborhood event took place on May 6 in the North Towne neighborhoods. This is program will be an annual initiative.

Other City Housing Initiatives

- A housing survey of the City of Cartersville's Housing Stock and Vacant Lots was conducted and its results are used to determine in-fill locations for Revitalization efforts;
- A meeting was held with representatives of lending institutions; and
- A series of meetings—both combined and separately—were held with the Etowah Area Consolidated Housing Authority/representative of their Non-Profit Housing and Development Corporation and with a representative for the local Habitat for Humanity affiliate.

■ Lifecycle and Lifestyle Housing and Service Needs

Residents require different accommodations throughout their lifecycle. The needs of a single person are very different to that of a family and again to someone we would consider an “empty” nester. According to Census data, median age in Cartersville has increased to 35.6 in the year 2000.

An increase in job opportunities will become a crucial component of the City's future economic development if it is to retain working individuals within the City and continue to attract a resident population. As households continue to age, they may begin to seek low maintenance housing alternatives and specialized public services. They may also become more dependent on alternative transportation. The majority of the residential development in the city is single-family detached products (71.0%), although in comparison to other communities in the region the City has a large percentage of alternative housing types, including townhomes and duplexes at 7.9% of total stock, and multi-family units at 18.7% of the total housing stock. At 2.5% of the stock, mobile homes constitute a small portion of the housing choices. Although the majority of residents in the City, 59.8% of the households, own their own residences, the City also has a sizeable rental community, at 40.1% of all households.

Family households usually prefer single-family detached products, when within financial attainment, relative to one- and two-person households, and are assumed the future market audience to the majority of new residential development, which for the past five years have been predominantly single-family detached and attached units. The development industry is beginning to offer a wider range of new home communities, particularly in the move-up and executive type housing, the inventory of which has been limited in the past. Typically, one and two-person

households represent the primary market audience for condos, townhomes and rental apartments, as well as some of the smaller two bedroom detached units. A number of the new products under development are townhome and attached products, most offering two and three bedrooms. However, a niche that is not being addressed is the “active adult” community, typically patio homes, attached ranch units (such as a four-plex) or small lot/0 lot line type detached units, where the basic home and landscape maintenance is handled by an association, and special community activities and social events are promoted.

Various housing types will be required to meet the lifestyle characteristics of the area. Master planned developments that incorporate a non-residential component and special considerations to linkages, and mixed uses within village centers will enable people of all ages to remain within the City. Not only will diversified housing stock (such as duplex, multi-family, townhouse, etc.) be important to younger families, single persons, older “active” adults and empty nesters as affordable housing alternatives, they will provide construction jobs and available housing for an increasing labor market.

Economic Development

Located between two metropolitan southern cities, Atlanta and Chattanooga, Cartersville provides a quality place to live, work and do business. During the last 15 years, both the residential and commercial sectors of the local economy have grown exponentially as Cartersville and Bartow County have become more of a part of the metro Atlanta area. With the Kennesaw/Town Center area only twenty minutes away and Atlanta only 45 miles from downtown Cartersville, the growth will continue unabated in the foreseeable future. A vibrant supportive business climate complements Cartersville's strategic location, affordable cost to do business and skilled workforce. The purpose of this economic development assessment is to:

- Identify economic development needs and relate this need to land use;
- Identify employment trends and participation; and
- Identify programs to target appropriate and beneficial economic development opportunities.

■ Economic History

Cartersville's economy had long relied heavily on cotton. Infestation by the boll weevil in 1917 devastated cotton production, causing a depressed economy that, even though supplemented with state road projects, remained weak until the construction of Allatoona Dam, a few miles east of the City, in 1950. The subsequent creation of Lake Allatoona and nearby Red Top Mountain State Park further improved the economy.

By the mid-1970s, Cartersville's agrarian economy had given way to an industrial and mining economy, supplemented by increasing tourism. New Riverside Ochre (ochre mining and processing), Vulcan Materials (construction aggregate mining), and Chemical Products (barite ore processing) are the only mining industries left that take advantage of the area's natural resources. Cartersville is following the national and state trend of becoming a more service-oriented economy. The sector of the community that has been most anemic in growth during the last 15 years has been employment in the areas of manufacturing and warehousing. Although there have been promising ventures, such as the new Toyo Tires facility in north Bartow County and the business park adjacent to the I-75 Cass-White Road exit, facilities such as Glad Manufacturing, Goodyear Tire, Interface Flooring, Unilever, United Plastics, and several smaller industries have closed in the last decade. Several major manufacturers remain, including Shaw Industries (carpets), Anheuser Bush (beverages), Thrall Car (rail boxcars), and Birmingham Steel. Cartersville also serves as the corporate headquarters for Phoenix Air, an international air charter company operating out of Cartersville Airport, and Midway Phoenix Corporation, managers of Midway Island, a key post in the Pacific theater of World War II and now a National Wildlife Refuge.

Cartersville is the county seat of Bartow County, and the hub for economic development within the County. This has been primarily because of Interstate Highway 75 and previously, U.S. Highway 41 transiting directly through or adjacent to Cartersville. It has also been related to a long-term commitment on the part of suc-

cessive City governments to attract industrial development by developing needed infrastructure and utilities that were designed to facilitate industrial use.

Planning done by successive City administrations to accommodate economic development has led to the development of highly sophisticated departments within the city’s governmental structure devoted to the provision of utilities (electricity, natural gas, and fiber-optic data transmission) and water/waste water treatment needed to facilitate economic growth. The payoff for City residents has been low property taxes, excellent schools, quality city services and the provision of quality work opportunities within their home community.

■ Historic Employment

In 1900, the City had 14,162 employees. This increased to 15,745 in the year 2000. The net change over that ten-year period was 19%, and the annual change was 2%. During this decade, the City lost some manufacturing and industrial employment and saw a shift in its employment base to service sectors, as did the majority of the nation.

Table 3.1 Historic Employment Ratio - 1990 to 2000 City of Cartersville			
Year	Population	Employment	Ratio - Employment to Population
1990	12,035	14,162	1.17673
2000	15,925	15,745	0.98870
Net Change (1990 - 2000):			(0.18804)
Annual Change (1990 - 2000):			(0.01880)
Source: ROSS+associates, 2006			

■ Employment Forecasts

Employment forecasts have been developed specifically for this report. First, known employment data from the U.S. Census for the years 1990 and 2000 have been refined to produce “value added” employment figures. Given the observed population and “value added” employment figures for 1990 and 2000, the ratio of employment to population is calculated. The net change in this ratio is annualized to produce a “per year” or annual rate of change figure. Utilizing the following methodology, current employment figures (2005) are estimated to be 19,256.

The second step in preparing the employment forecast is to apply the annual rate of change to the employment-to-population ratio in order to forecast the ratio for each year to the planning horizon 2030. Note that the observed change from the previous table is negative. This indicates that the population of the City is growing faster than employment, but that both are continuing to grow. It is unrealistic to expect that the resulting negative annual change will continue indefinitely. Given that some major employment was lost in the period between 1990 and 2000, and that the City is expected to continue to grow jobs in the service and retail sectors (among others), it is prudent to expect to see a smaller annual change in the ratio. For this reason, the employment ratio is calculated based on 40% of the average annual change, rather than the full-observed annual change figure. Finally, the employment-to-population ratio is applied to the population forecast to produce a “value added” employment forecast. Employment is expected to increase to 33,667 by the year 2030.

■ **Labor Force Participation**

In 1990, Cartersville had a labor force of 6086 persons, representing 64% of the potential workforce over the age of 16. The labor force consisted of 52% males and 48% females. By 2000, the civilian labor force had increased to 7,538 persons, representing 61% of the potential workforce over the age of 16. The labor force allocation between males and females also changed, with males comprising 55% and females comprising 45%. This participation rate is lower than both the State (66%) and the nation (64%) as of 2000. The overall unemployment rate within the County is 6%.

■ **Economic Base**

Over the past ten years employment in Cartersville’s workforce (the employed persons in the labor force residing in the City but not necessarily working in the City) has shifted from Manufacturing and Transportation, Warehousing and Utilities to employment in: the Professional, Scientific, Management, Administrative and Waste Management economic sector; the Educational, Health and Social Services sector; and the Arts, Recreation and Entertainment Services sector, combined with Other Services. Shifts from the commercial goods sectors have occurred over the past 10 years, with decreases in both Wholesale Trade and Retail Trade. Possibly these industries were overbuilt in the 1990’s and the population demand has now caught up with the facilities. As well, although representing a small proportion of the City’s workforce, Agriculture and Mining have decreased to less than one percent. Construction and FIRE (Finance, Insurance, and Real Estate) have remained constant. The nationally emerging shift in industry from a more blue collar workforce type to more highly skilled and education dependent industries indicates that the City has been attracting such types of households with its expanding move-up and executive level housing.

Table 3.2
Employment Forecast - 2005 to 2030
City of Cartersville, GA

Year	Population	Employment Ratio*	Employment
2000		0.98870	
2001		0.98118	
2002		0.97365	
2003	19,021	0.96613	
2004	19,624	0.95861	
2005	20,246	0.95109	19,256
2006	20,889	0.94357	19,710
2007	21,551	0.93605	20,173
2008	22,235	0.92853	20,646
2009	22,940	0.92100	21,128
2010	23,668	0.91348	21,620
2011	24,418	0.90596	22,122
2012	25,193	0.89844	22,634
2013	25,992	0.89092	23,157
2014	26,817	0.88340	23,690
2015	27,667	0.87587	24,233
2016	28,545	0.86835	24,787
2017	29,450	0.86083	25,351
2018	30,384	0.85331	25,927
2019	31,348	0.84579	26,514
2020	32,343	0.83827	27,112
2021	33,369	0.83075	27,721
2022	34,427	0.82322	28,341
2023	35,515	0.81570	28,970
2024	36,638	0.80818	29,611
2025	37,796	0.80066	30,261
2026	38,988	0.79314	30,923
2027	40,216	0.78562	31,594
2028	41,480	0.77810	32,275
2029	42,781	0.77057	32,966
2030	44,121	0.76305	33,667

*Employment-to-population ratio change over time is based on 40% of the observed annual change from 1990 to 2000.
Source: ROSS+associates, 2006

Table 3.3
Employment by Sector - 1990 to 2030
City of Cartersville

	1990	2005	2010	2020	2030
Total Employed Civilian Population	5,725	7,823	8,549	10,001	11,453
Agriculture, Forestry, Fishing, hunting & Construction	0.51%	0.51%	0.41%	0.23%	0.10%
Manufacturing	7.65%	7.24%	7.57%	8.07%	8.45%
Wholesale Trade	32.10%	22.83%	21.02%	18.17%	16.05%
Retail Trade	2.76%	4.41%	4.55%	4.77%	4.93%
TCU	15.14%	12.76%	12.55%	12.23%	11.99%
FIRE	4.86%	4.13%	3.85%	3.40%	3.07%
Professional	3.41%	5.00%	5.06%	5.17%	5.25%
Educational, health & Social Services	3.49%	6.37%	6.78%	7.43%	7.92%
Arts, entertainment, recreation	13.83%	16.94%	17.72%	18.93%	19.84%
Other services	1.99%	8.76%	8.95%	9.26%	9.49%
Public Administration	8.38%	4.40%	4.54%	4.74%	4.90%
	4.09%	5.06%	5.26%	5.59%	5.83%

Source: Dataviews, Woods and Poole

It is anticipated that the City's share of the workforce employed in Manufacturing, TCU and Agriculture will continue their declining trend as a proportion of the labor force, although manufacturing will remain the second largest sector within the City at 16.05%. The top sector will be in education, health and social services. Emerging sectors include, wholesale trade; arts, entertainment and recreation and professional services.

A strong and diverse economy is important because it creates jobs, increases income and provides a more stable tax base, and thereby provides a better quality of life. The City of Cartersville follows many of the nation's economic trends in its shift to the Health and Social Services sector as the baby boomers age, the Wholesale and Professional Service sectors as Americans have more disposable income. However, the City of Cartersville is also unique in that the Manufacturing sector is still the second largest sector within the City. Manufacturing jobs have typically provided both skilled and unskilled jobs, good benefits and a competitive wage. Cartersville is, and will continue to be an economic destination in the future.

■ Economic Trends

City-level data more recent than the 2000 Census is not available, so county-level data is used as a benchmark where applicable. In 1990, 61.2% of City residents worked within Bartow County. The number of residents who lived and worked within the County decreased to 46.7% of the workforce in 2000. This figure is lower than both the state of Georgia at 58.5% and the United States at 73.3%. The rural nature of much of Georgia, and the fact that most of the states have much larger counties, greatly skews the statewide and national statistics.

Table 3.4				
Place of Work - 1990 and 2000				
City of Cartersville				
	1990		2000	
Total Workforce	5,576		7,036	
Worked in state of residence	5,576	100.0%	7,036	100.0%
Worked in county of residence	3,411	61.2%	3,289	46.7%
Worked outside of county of residence	2,165	38.8%	3,747	53.3%
Worked outside of state of residence	0	0.0%	0	0.0%

Source: U.S. Census 2000, STF-3

The City's most recent industrial employer has been the development of a site on the east side of I-75 for Komatsu, Inc., a producer of heavy equipment. This facility is the major production and marketing site for Komatsu, Inc., on the east coast of the United States.

Table 3.5		
Largest Public and Private Employers - 2006		
City of Cartersville, GA		
Name	Product/Service	# of Employees
Shaw Industries Inc.	Carpet Manufacturer	2005
Bartow County Schools	Education	1618
Trinity Rail Operations	Rail Cars	906
Cartersville Medical Center	Healthcare	750
Anheuser-Busch	Beverage	706
Bartow County	Government	555
Cartersville Schools	Education	503
M.A. East	Auto Brakes	400
Georgia Power Plant Bowen	Electricity	400
Wal-Mart	Retail Sales	390
Gerdau Ameristeel	Steel Products	311
City of Cartersville	Government	275

Source: Cartersville Chamber of Commerce, 2006

Jobs/Workforce Housing

Employment opportunities for the "workforce" population, typically individuals/households with incomes below 50% of the HUD MFI for the applicable metropolitan area, abound in Cartersville and Bartow County. The carpet/textile industry still composes a significant portion of the community's industrial base, employing 12.5% of the County's total labor force according to Georgia Department of Labor information. Bartow County initiated one EIP grant to assist with the con-

struction of a 22 million dollar commercial carpet tile factory for Shaw Industries where roughly 72% of individuals employed met low-income guidelines. This industry has a history of employing and training individuals who initially start out as low-skilled employees. This facility has made one expansion and is preparing for another. The community has also supported the construction of a 14 million dollar Tyson Foods automated feed mill facility that was funded through ARC funds. This facility also employs low-income eligibility individuals, which comprise more than 51% of the total employee base.

There are multiple opportunities for stable employment for “workforce” level individuals, and these opportunities are likely to expand in the next ten years. Given this as a premise, these individuals will need housing that meets their income parameters.

The City of Cartersville has a disproportionate percentage of Bartow County’s low-income eligible residents and a disproportionate percentage of the County’s minority population. This may be due in part to the availability of older, low cost rental property within the City limits of Cartersville. Many of these individuals may be ready for homeownership after 3 to 5 years of stable employment, but fail to pursue the opportunity to buy a home possibly due to lack of information pertaining to the process for home acquisition, or possibly a lack of initial resources readily at hand with which to make a down payment and cover closing costs, or a combination of the two. These individuals are often paying rent equal to a house payment but are intimidated by the complexity and resource requirements associated with homeownership. Several programs, as outlined in the Housing section, have been developed to address these problems.

Industrial Park

The Cass-White Industrial Park is a development of the Cartersville-Bartow County Joint Development Authority (JDA). The park encompasses 845 acres, with more than 500 acres within the City’s jurisdiction, of which 310 have been annexed into the City. The industrial park is bounded by the Anheuser-Busch plant and Cass-White Road to the south, and Cassville-Pine Log Road to the north. The I-75 Cass-White Road exit lies just to the west of this property. The JDA also owns property to the northeast of this tract, which may be incorporated into the park in the future. The development is intended to be for light industrial and manufacturing to replace the more than 3,000 manufacturing jobs lost in recent years.

Tourism

Cartersville encourages the development of tourism to establish the community as a destination for visitors seeking a variety of recreational, historical, and cultural opportunities. This focus enhances the City’s economy through increased taxes collected on commercial sales and lodging, property taxes, employment and utility consumption. The City fosters, in all ways appropriate and feasible, private investment in tourism product development. The City dedicates 40% of the Hotel-Motel Tax for out-reach marketing by the Cartersville-Bartow County Convention and Visitors Bureau (CVB).

Historical and Cultural Attractions

Cartersville's cultural and historic attractions include the Booth Museum of Western Art, Bartow History Center, Etowah Indian Mounds State Historic Site, the Friendship Monument and Friendship Plaza, Rose Lawn Museum, the Wienman Mineral Museum, the World's First Coca-Cola Wall sign and two performing theaters: the Grand Theatre and the Legion Theatre. Notable historical and cultural attractions contributing to tourism within the City include Allatoona Pass Battlefield, Barnsley Gardens and the Euharlee Covered Bridge.

Recreation and Nature Based Tourism Attractions

Cartersville's sporting facilities for softball, baseball, soccer and gymnastics significantly influence tourism in the City. Nature-based tourism attractors within the City, or the sphere of influence of the City, include Lake Allatoona, Red Top Mountain State Park, Pettit Trail and Pine Mountain Hiking Trail.

Downtown Cartersville

The revitalized historic downtown offers an appealing mix of visitor attractions, shopping and dining. Both the Grand Theatre and Legion Theatre are located downtown, as well as Friendship Plaza. There are more than thirty shops and a dozen restaurants within walking distance of the City Core. Downtown is a safe, visitor-friendly environment with appealing landscaping, consistent garbage collection, designated crosswalks, free public parking, and a courteous police presence. The City provides, free of rent, the historic depot in Friendship Plaza to the Cartersville-Bartow County CBV for the operation of a local visitor information center. This center is open six days per week and services approximately 10,000 visitors annually. Moreover, the City supports the Cartersville Downtown Development Authority for the purpose of continuation and enhancement of the downtown visitor amenities, as well as the implementation of special events in historic downtown.

Special Events

The City recognizes the importance of special events to draw visitors into Cartersville and supports special events implemented by the Downtown Development Authority not only financially, but also with manpower supplied by various City Departments. In addition, the City collaborates with the CVB and the Booth Western Art Museum in the implementation of "Cowboys and Indians" throughout the month of October.

■ Economic Programs

Downtown Cartersville Development Authority

The Downtown Cartersville Development Authority provides outreach activities including membership development; ribbon cuttings for new businesses; First Thursday Merchants Coffees; decorated window contests; Spring and Fall "Best Blooming" Pot Contests. Other promotions and events include the Wachovia Summer Concert Series on the First Saturday; classic car shows; and holiday activities. The DCDA also promotes economic development through new business assistance and project groups, business recruitment and master plan development. The Design Committee reviews applications for sign/façade grants under

the Business Improvement District and works to improve the overall look of downtown.

Natural Resources

Natural features play a significant role in the development of land. Development is difficult or restricted in areas of high slopes, poor soil conditions or flooding. Some areas have existing state and federal regulations such as water supply watersheds and wetlands. Additionally, groundwater recharge areas should be protected from extensive development.

During the last 10 years, the City has increasingly worked to ensure that local, state, and federal requirements regarding environmental management have been complied with and fully enforced.

■ Mineral Resources

Mineral resources are abundant in the hills running on the east side of Cartersville. Current Oker and Barrite are actively mined in the City. Once the resources are extracted, the land can be used for other purposes. A reclamation project is currently being developed on East Main Street.

■ Topography, Steep Slopes and Soils

Three factors that generally determine soil type -the slope of the land on which the soil develops, the percent of rock material and the length of time the soil is allowed to develop without disturbance. Specific soil data for the city is unavailable, so countywide data was used in this analysis.

Nearly 40% of the soil in Bartow County is of a soil association that limits development primarily to non-farm uses. These soils are associated with steeper slopes, lands that are easily eroded, floodways, and areas where depth to hard rock cannot support certain uses. Bartow County is in the Piedmont and Valley and Ridge province. These provinces are characterized by high rugged ridges in the eastern portion to parallel and alternating valleys and low ridges in the remainder of the county. There are very few large expanses of relatively flat land in the county. Slope characteristics mean that residential, commercial and industrial developers must select properties carefully, design their developments more thoughtfully and invest more extensively in site preparation. Slope in Bartow County does not preclude development, but rather acts as a factor limiting the range and extent of developmental possibilities.

Slope severity, depth to bedrock, water table and limitation for septic tank drain fields also determine the soil's suitability for development. Soil limitations for urban uses are classified as slight, moderate or severe. The USDA is currently in the process of re-defining the maps and soil associations for Bartow County, last surveyed in 1926. Since then, erosion, and/or development have removed much of the original surface layers of the predominant soils of the County. According to the 1991 Comprehensive Plan prepared for Bartow County and its cities, including Cartersville, there were 34 general types of soils, condensed from the over 100 soils types listed by the USDA. However, the categories used in the 1991 document are not directly comparable to the newer data available by the USDA, so the

newer data is used for this Comprehensive Plan document, and can be augmented as the update progresses.

**Table 4.1-A
Potential Suitability of Soils Associations for Selected Land Uses
Bartow County as Applicable to Cartersville**

Soil Type	Land Use					
	Farmland	Picnic Area	Playground	Septic	Foundation*	Commercial**
Allen Fine Sandy Loam, 2-6% slope	PF	NL	SL	SL	NL	NL
Albertville fine sandy loam, 2-6% slope	PF	SL	SL	VL	SL	VL
Aragon fine sandy loam, 2-6% slope	PF	SL	SL	VL	SL	SL
Euharlee silt loam, 2-6% slope	PF	NL	SL	VL	NL	NL
Shack gravelly silt loam, 2-6% slope	PF	SL	VL	VL	NR/SL*	NL
Conasuaga silt loam, 1-6% slope	PF	SL	SL	VL	SL	SL
Decatur silt loam, 2-6% slope	PF	NL	SL	SL	SL	SL
Emory silt loam	PF	NL	NL	SL	VL	VL
Etowah Loam, 0-6% slopes	PF	NL	SL	SL	NL	NL
Farragut silt loam, 2-6% slope	PF	NL	SL	SL	SL	SL
Fullerton cherty silt loam, 2-6% slope	PF	SL	VL	SL	SL	SL
Ennis cherty silt loam	PF	SL	VL	VL	VL	VL
Holston fine sandy loam, 2-6% slope	PF	NL	SL	SL	NL	NL
Leadvale silt loam, 0-2% slope	PF	SL	SL	VL	VL	VL
Sequatchie loam, 0-2% slope	PF	NL	SL	VL	VL	VL
Cunningham silt loam, 2-6% slope	PF	VL	VL	VL	SL	SL
Talbott silt loam, 2-6% slope	PF	SL	SL	VL	VL	SL
Waynesboro fine sandy loam, 2-6% slope	PF	NL	SL	SL	NL	NL
Rome fine sandy loam, 0-2% slope	PF	NL	SL	VL	VL	VL
Rome fine sandy loam, 2-6% slope	PF	NL	SL	SL	VL	VL
Staser silt loam	PF	NL	SL	VL	VL	VL
Whitewell silt loam	PF	NL	SL	VL	VL	VL
Dewey silt loam, 2-6% slope	PF	NL	SL	SL	SL	SL
Wolftever silt loam, 0-2% slope	PF	SL	SL	VL	VL	VL
Wolftever silt loam, 2-6% slope	PF	SL	SL	VL	SL	SL
Tidings gravelly loam, 2-6%	PF	SL	VL	VL	SL	NL
Alavista fine sandy loam, 0-2% slope	PF	SL	SL	VL	VL	VL
Alavista fine sandy loam, 2-6% slope	PF	SL	SL	VL	VL	SL
Appling sandy loam, 2-6% slope	PF	NL	SL	SL	NL	NL
Cecil sandy loam, 2-6% slope	PF	NL	SL	SL	NL	NL
Helena sandy loam, 2-6% slope	PF	SL	SL	VL	VL	VL
Gwinnett sandy loam, 2-6% slope	PF	NL	SL	SL	NL	NL
Madison gravelly sandy loam, 2-6% slope	PF	SL	VL	SL	NL	NL
Wickham fine sandy loam, 2-6% slope	PF	NL	SL	VL	NL	NL
Wickham fine sandy loam., 6-10% slope	PF	SL	VL	VL	SL	VL

Legend
 NL = No Limitation; SL = Somewhat Limited; VL = Very Limited; NR = Not Ranked; PF = Prime Farmland; SI = farmland of statewide importance
 Source: USDA Soil Survey Manual
 * first letters of NL/SL represent residential with no basement

Table 4.1-B
Potential Suitability of Soils Associations for Selected Land Uses
Bartow County as Applicable to Cartersville

Soil Type	Land Use					
	Farmland	Picnic Area	Playground	Septic	Foundation*	Commercial**
Riverview fine sandy loam	PF	NL	SL	VL	VL	VL
Allen fine sandy loam, 6-10% slope	SI	SL	VL	SL	SL	VL
Pacolet sandy loam, 2-10% slope	SI	NL	VL	SL	NL	SL
Albertville fine sandy loam, 6-10% slope	SI	SL	VL	VL	SL	VL
Townley silt loam, 2-10% slope	SI	SL	VL	VL	SL	SL
Wax loam, 0-2% slope	SI	SL	SL	VL	VL	VL
Wax loam, 2-6% slope	SI	SL	SL	VL	SL	SL
Aragon fine sandy loam, 6-10% slope	SI	SL	VL	VL	SL	VL
Euharlee silt loam, 6-10% slope	SI	SL	VL	VL	SL	VL
Shack-cherty silt loam, 6-10% slope	SI	SL	VL	VL	SL	VL
Conasauga silt loam, 6-10% slope	SI	SL	VL	VL	SL	VL
Decatur silt loam, 6-10% slope	SI	SL	VL	SL	SL	VL
Etowah Loam, 6-10% slopes	SI	SL	VL	SL	SL	VL
Fullerton cherty silt loam, 6-10% slope	SI	SL	VL	SL	SL	VL
Holston fine sandy loam, 6-10% slope	SI	SL	VL	SL	SL	VL
Hamblen silt loam, overwash	SI	NL	SL	VL	VL	VL
Cartecay silt loam	SI	VL	VL	VL	VL	VL
Sublingna gravelly loam	SI	SL	VL	VL	VL	VL
Toccoa fine sandy loam	SI	NL	SL	VL	VL	VL
Cunningham silt loam, 6-10% slope	SI	VL	VL	VL	SL	VL
Cedarbluff loam	SI	VL	VL	VL	VL	VL
Talbott silt loam, 6-10% slope	SI	SL	VL	VL	VL	VL
Tupelo clay loam, frequently flooded	SI	SL	VL	VL	VL	VL
Waynesboro fine sandy loam, 6-10% slope	SI	SL	VL	SL	SL	VL
Waynesboro clay loam, 6-10% slopes, eroded	SI	SL	VL	SL	SL	VL
Cunningham silty clay loam, 2-6% slopes, eroded	SI	VL	VL	VL	SL	SL
Dewey silt loam, 6-10% slope	SI	SL	VL	SL	SL	VL
Tidings gravelly loam, 6-10%	SI	SL	VL	VL	SL	VL
Sullivan silt loam, occasionally flooded	SI	NL	SL	VL	VL	VL
Chewacla fine sandy loam, frequently flooded	SI	VL	VL	VL	VL	VL
Appling sandy loam, 6-10% slope	SI	SL	VL	SL	SL	VL
Cecil sandy loam, 6-10% slope	SI	SL	VL	SL	SL	VL
Augusta fine sandy loam	SI	SL	SL	VL	VL	VL
Helena sandy loam, 6-10% slope	SI	SL	SL	VL	VL	VL
Gwinnett sandy loam, 6-10% slope	SI	SL	VL	SL	SL	VL
Gwinnett sandy clay loam, 6-10% slope	SI	NL	SL	SL	NL	NL
Louisburg-Wedowee complex, 2-10% slope	SI	NL	VL	VL	SL	SL
Madison gravelly sandy loam, 2-6% slope	SL	VL	SL	SL	VL	
Wedowee sandy loam, 2-10% slopes	SI	NL	VL	SL	NL	SL

Legend

NL = No Limitation; SL = Somewhat Limited; VL = Very Limited; NR = Not Ranked; PF = Prime Farmland; SI = farmland of statewide importance

Source: USDA Soil Survey Manual

* first letters of NL/SL represent residential with no basement

Because of the soils data updates currently underway, soil types specific to the City and total acreage of each soils type are not available through the available resources as of this writing. Tables 4.1-A and 4.1-B list the potential soils in Bartow County, and subsequently are applicable to the City of Cartersville. Countywide, a large number of the soils pose severe limitations to septic drain fields.

Soils indicated as having high water tables are those for which the water table is less than 6 feet below the surface for a continuous period of more than 2 weeks out of the year. Information about the seasonal high water table helps in assessing the need for specifically designed foundations, the need for specific kinds of drainage systems and the need for footing drains to ensure dry basements. There are 35 soils types associated with a high water table (shallow depth to bedrock or shallow depth to saturated zone) potentially existing in Bartow County.

As part of the development process, a soil survey is required. Specific water table and soil types are addressed at that time.

■ **Protected Mountains**

There are no state protected mountains in the City.

■ **Agricultural Land**

Although Cartersville is more urban than Bartow County, active farming is still operating within the City. In addition to large land holdings that may also contain some farming activity, there are 3 active farms within the City: a 142 acre sod farm, a 130 acre thoroughbred breeding farm, and an 80 acre horse farm.

In 2004, there was a total of 173,500 acres of forestland in Bartow County, according to a survey conducted by the Georgia Forestry Commission. This represents 59% of the total acreage in the County. Of this acreage, 70,600 acres were classified as saw timber, 45,800 were classified as pole timber, and 56,000 were classified as sapling/seedling. Data specific to the City of Cartersville, which most likely is more built out than unincorporated areas of the County, is not available. However, based on existing land uses and zoning, approximately 38% of the land in the City is designated as Parks/Open Space, Undeveloped, or Ag/Forestry/Mining. Presently, there are a number of primary wood using industries in Bartow County, consisting of cabinet shops, pulpwood, and firewood industries.

■ **Conservation Areas**

There are several conservation/open space areas within the City of Cartersville, including Milam Farm, 235.04 acres; The Etowah Riverwalk, currently 1.5 miles with an additional 1.6 miles under construction; Pine Mountain Recreation Area with 1.95 miles of hiking trails; Pettit Creek Trail Project and a portion of the 111-acre public Delinger Park has 40 acres of undeveloped green space.

Greenspace Program

The City of Cartersville is an active partner with Bartow County Government in the countywide Greenspace Program. The Greenspace Program, begun in 2001 as an outgrowth of the Etowah River Greenway Project, was funded initially by the Georgia Department of Natural Resources. Since that time, the county has found alternate sources of funding for Greenspace preservation purposes, including a \$2,000,000 commitment passed as part of the SPLOST initiative in the November 2003 referendum.

■ Endangered Plants and Animals in Bartow County

The Georgia Department of Natural Resources (GA DNR) has identified a number of plants and animal species deemed to be in need of protection or of special concern. In addition, the U.S. Fish and Wildlife Service of the Department of Interior also have identified endangered animal species and plant life in Bartow County. There is no citywide data available. Please refer to the Bartow County Comprehensive Plan for a complete listing of countywide endangered plants and animals.

The Georgia Department of Natural Resources has created the Georgia Natural Heritage Program to focus on natural elements of concern within the states. Elements of the program include plant species, animal species, or natural community types that are especially rare or threatened.

Table 4.2 Federal and State Protected Aquatic and Wetland Species in Etowah River Basin City of Cartersville/Coosa Basin Area			
Vertebrate Animals	U.S. Rank	State Status	Ranking
Myotis grisescens: Gray Myotis Bat	LE	E	Critically imperiled in state because of extreme rarity
Cyprinella callitaenia: Bluestripe Shiner		T	Critically imperiled in state because of extreme rarity
Etheostoma brevirostrum: Elijah Darter		T	Imperiled or critically imperiled in state
Etheostoma etowahae: Etowah Darter	LE	T	Critically imperiled in state because of extreme rarity
Etheostoma scotti: Cherokee Darter	LT	T	Imperiled or critically imperiled in state
Hypbopsis amblops: Bigeye Chub		R	Demonstrably secure in state
Noturus munitus: Freckleberry Madtom		E	Rare or uncommon in state
Noturus nocturnus: Freckled Madtom		E	Historic occurrence in state, not verified in 20 years
Percina antesella: Amber Darter	LE	E	Critically imperiled in state because of extreme rarity
Percina lenticula: Freckled Darter		E	Critically imperiled in state because of extreme rarity
Plants			
Platanthera integrilabia: Monkeyface Orchid		T	Imperiled or critically imperiled in state
Xyris tennesseensis: Tennessee Yellow-eyed Grass	LE	E	Critically imperiled in state because of extreme rarity
Legend			
E = Endangered	R = Rare	L= Listed	T = Threatened
Source: Coosa Basin Management Plan			

Etowah Basin Habitat Conservation Plan

The Etowah River corridor is considered to have the largest number of imperiled species in Georgia, four of which are federally protected. The fragile nature of the Etowah River is being addressed in a multi-jurisdictional effort to prepare a Habitat Conservation Plan, which will necessitate the City to adopt regulations and

standards for development as recommended by the HCP where lands adjacent to the Etowah River lie within the City's boundaries.

Protected areas, such as those along the Etowah River, provide sanctuary to protected species. The Etowah River is estimated to contain more imperiled fishes and invertebrates than any other river system of similar length in the southeastern United States. According to Neves et al. (1997) 26 of the 82 species of aquatic gastropods (snails) historically known in the Coosa River Basin (of which the Etowah River is a part) are now considered extinct. There are 87 species of fish, representing 17 families, found throughout the entire Coosa River Basin, and 28 documented species of amphibians and frogs that require fresh water for all or part of their life cycle. Thirteen fish species occurring in the Coosa River Basin (as well as a myotis bat) have been listed for protection by Federal or State agencies as endangered, threatened or rare. The majority of these species occurs in the Etowah River basin area, and are listed in the following Table 4.2.

The cities and counties of the Etowah Basin are working hard to protect imperiled aquatic species in the basin through a provision of the Endangered Species Act that allows them to write a Habitat Conservation Plan. The local governments have formed a Steering Committee made up of representatives from each jurisdiction in the Etowah Watershed. This group, with help from scientists, policy analysts and educators from the University of Georgia, GA DNR, Kennesaw State and the Nature Conservancy, among other groups and resource management agencies, is working to create a plan for the watershed that protects the habitat the endangered darters live in. Rather than trying to stop growth in the area, this group seeks to structure it in an environmentally responsible way. They are meeting regularly with local government officials, area developers and other citizen groups to create a plan that works for all concerned.

Examples of requirements of the HCP might include riparian buffers adjacent to streams (in areas that don't have them), or stormwater management ordinances to reduce levels of pollutants in runoff. Participants in the HCP are also eligible to compete for additional federal funding for land acquisition or other land protection programs. The outcome of the Plan is that local governments (the City of Cartersville and Bartow County among them) adopt policies so that activities they conduct (such as road construction) would have minimal impact on imperiled species. In addition, zoning codes and development regulations will need to be amended to ensure that new private construction would have minimal impact. In the participating jurisdictions, consultations with the Fish and Wildlife Service would be expedited and the need for individual HCPs eliminated. It is recommended that the City/County continue as a participant in the HCP process, and amend zoning codes/development regulations to reflect the requirements in the HCP.

■ Water Resources

Water Supply Watersheds

For the most, Cartersville lies within the Etowah River - Pettit Creek watershed. This watershed does not serve as part of an existing water supply in the region. A small portion of Cartersville on the east side is within the Etowah River - Lake Allatoona watershed. Water from his area flows into the Allatoona Lake; the Lake provides for a water intake to many local jurisdictions. This area of Cartersville is

currently undeveloped. Due to the high slopes of this area, any development should have adequate soil erosion and sediment control devices to prevent damage to Lake Allatoona.

Flood Prone Areas

Development in flood prone areas is at risk for flood-related damage. These areas should be reserved for open space, limited development parks, overflow parking and other uses where flood damage would be minimized.

In 2005, Cartersville was recognized by FEMA for its successful participation in the National Flood Insurance Program (NFIP) Community Rating System. Cartersville has undertaken a series of meaningful activities to protect its citizens from losses caused by flooding and has significantly exceeded the requirements for NFIP participation and effective floodplain management.

Groundwater Recharge Areas

Part 5 Environmental Regulations regulate limitations on impervious surfaces and septic tank drain fields. Suitable land uses include low-density housing, parks, open space, or planned developments that retain a high percentage of permeable land surfaces.

Wetlands

The wetlands map is based on the National Wetlands Inventory (NWI). The accuracy of this map is limited at the local scale, and its use should be guided by local discretion. Wetland delineation should be performed for any development where wetlands may be an issue. NWI wetlands were removed from the supply of vacant land to determine suitable land for development.

Protected Rivers and Bodies of Water

Etowah River Corridor

The Etowah River is of regional importance because it is a source of water and electrical power for communities in the northwestern part of Georgia and northeastern Alabama. Under State law, a 100-foot wide undisturbed buffer is required on either side of the river. Counties and surrounding jurisdictions within the Coosa Basin Management Plan area have begun to look at ways to buffer the corridor to protect scenic resources and wildlife habitat. Much of the river's pristine condition has been maintained near Cartersville, in some section very low-density residential and agricultural/forested land uses border the banks.

Lake Allatoona

Nearby Lake Allatoona offers water sports and mountain recreation. The Lake Allatoona Reservoir was completed in 1955 by the Army Corps of Engineers for the purposes of power generation and flood control. The lake holds back the floodwaters of the upper Etowah and Upper Coosa River. At normal pool level, the lake contains 12,010 surface acres of water and has a shoreline of 270 miles within both Bartow and Cherokee Counties.

Corps owned reservoirs are specifically exempted from buffer requirements placed on other public water supply reservoirs and watersheds by state law: however, under the Corps' Lake Management Plan, Lake Allatoona is protected to a higher degree, for the most part, than specified by state law.

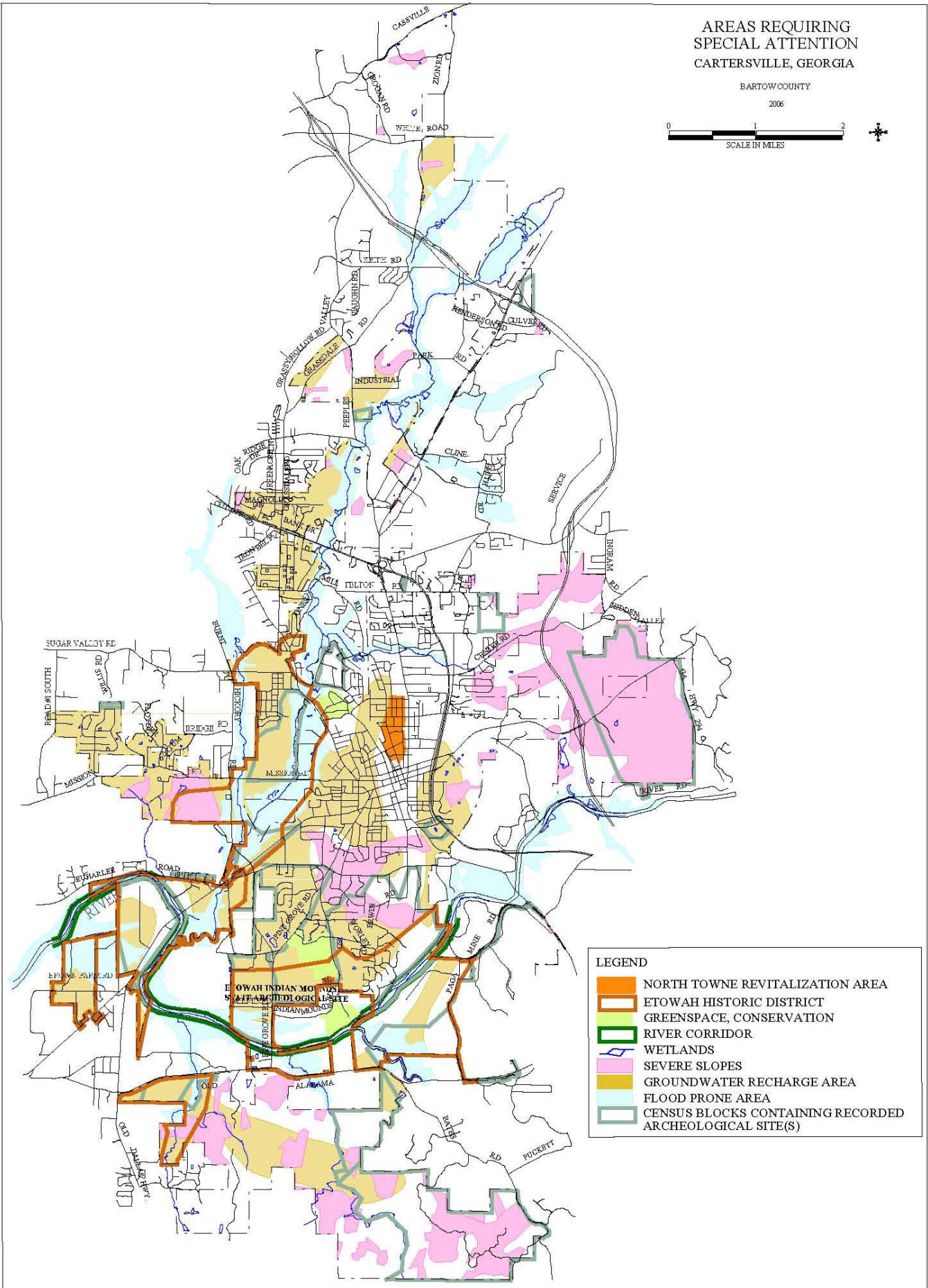
The Corps has developed and operates many public recreation sites around the lake and leases acreage to county and municipal governments and to private and non-profit organizations as park and recreation areas.

■ **Environmental Programs**

Keep Bartow Beautiful (KBB) is a nonprofit organization that is operated in partnership with Bartow County Government and serves both the county and its municipalities, including the City of Cartersville. KBB organizes and executes a myriad of volunteer opportunities throughout the year related to environmental stewardship. These include the Great American Clean-Up, Arbor Day Tree Giveaway, Adopt-a-Stream, Rivers Alive!, and others.

AREAS REQUIRING
SPECIAL ATTENTION
CARTERSVILLE, GEORGIA

BARTOW COUNTY
2006



LEGEND

- NORTH TOWNE REVITALIZATION AREA
- ETOWAH HISTORIC DISTRICT
- GREENSPACE, CONSERVATION
- RIVER CORRIDOR
- WETLANDS
- SEVERE SLOPES
- GROUNDWATER RECHARGE AREA
- FLOOD PRONE AREA
- CENSUS BLOCKS CONTAINING RECORDED ARCHEOLOGICAL SITE(S)

Historic and Cultural Resources

The City of Cartersville feels that the historical, archaeological and architectural heritage of the City is among its most valued and important assets and that the preservation of this heritage is essential to the promotion of the health, prosperity and general welfare of its citizens. Among those that have called Cartersville home are evangelists Sam Joes and Lotti Moon, confederate generals P.M.B Young and William Wofford, politicians William and Rebecca Latimer Felton, humorist Bill Arp, railroad and iron industrialist Mark Cooper, U.S. Attorney General Amos Akerman, Georgia governor Joe Frank Harris and Chief Justice Robert Benham of the Supreme Court of Georgia. Cartersville has two historic courthouses, thirteen properties listed on the National Register of Historic Places and three historic districts.

The City has an adopted Historic Preservation Ordinance to ensure protection. This Ordinance set up the Historic Preservation Commission to oversee the established guidelines within the Historic Districts. This Ordinance also sets out the criteria for the consideration of other Historic Districts in the City:

“A historic district is a geographically definable area which contains buildings, structures, sites, objects, landscape features and works of art or a combination thereof, which

- Have special character or special historic significance;
- Represent one or more periods, styles or types of architecture typical of one or more eras in the history of the city, county, state or region; and
- Cause such area, because of such factors, to constitute a visibly perceptible section of the City.”

■ City History

Immediately after the Cherokee Removal in 1838-39, Cartersville was settled in anticipation of the construction of the Western and Atlantic Railroad (W&A) through the Etowah Valley. Supposedly named for Coronal Farish Carter, a wealthy Georgia planter and entrepreneur, Cartersville was incorporated in 1850. Migration via Alabama Road, originally an Indian trace leading west through the Cartersville area, accounted for much of its early growth, as did the W&A, which allowed the exportation of natural resources. An abundance of iron ore in the region sparked an early, through short lived, iron industry pioneered by ironmasters Jacob and Moses Stroup.

During the Civil War, on May 20, 1864, when Confederate troops under the command of General Joseph E. Johnston occupied the depot, holding Union forces at bay while fellow confederates escaped south across the Etowah River. The depot fell to Union fire by nightfall, and occupation followed. After the destruction of the original county seat of Cassville in 1864, Cartersville became the new seat of government in 1867.

■ Historic Surveys

As part of the 1990 Comprehensive Plan process, Bartow County and the City of Cartersville received an historic resources survey grant from the Historic Preservation Section of the Department of Natural Resources. The survey was sponsored by Roselawn Museum and partially funded by the County and Cartersville. The survey, completed in 1991, identified 1,290 historic sites; 59% of those sites were located in the City of Cartersville.

In 2004, in anticipation of the development of the Comprehensive Plan update, the Etowah Valley Historical Society took on the task of updating the 1990/91 survey results. This survey was completed in 2006. All historic sites documented by the 1991 and 2006 Inventory Surveys are on record in the EVHS office in the Gold Dome Courthouse on Cherokee Avenue in Cartersville. While there are too many sites to list individually in the Comprehensive Plan, findings are summarized below.

The City of Cartersville has sponsored several additional surveys since 1991, including one in 2005 completed by John Kissane. Cross-referencing the results of these efforts with the results of the 1990/1991 survey indicate:

- 499 historic sites were identified in 1991;
- 457 of these sites are still in existence;
- 107 new historic sites were identified.

■ Historic Districts

Preservation of character-defining elements of historic buildings is a priority within the Cartersville historic districts. There are currently three: The Downtown Business District, the Olde Town and the newly adopted West End District. All three districts require approval from the Cartersville Historic Preservation Commission for building alternations and changes. Guidelines are intended to identify the characteristic features of the designation to be used in determining the compatibility of new construction or alteration of size, location, materials, style, rhythm and any other quality deemed by the Cartersville Historic Preservation Commission to contribute to the character of a historic property. A Certification of Preservation (COP) is required.

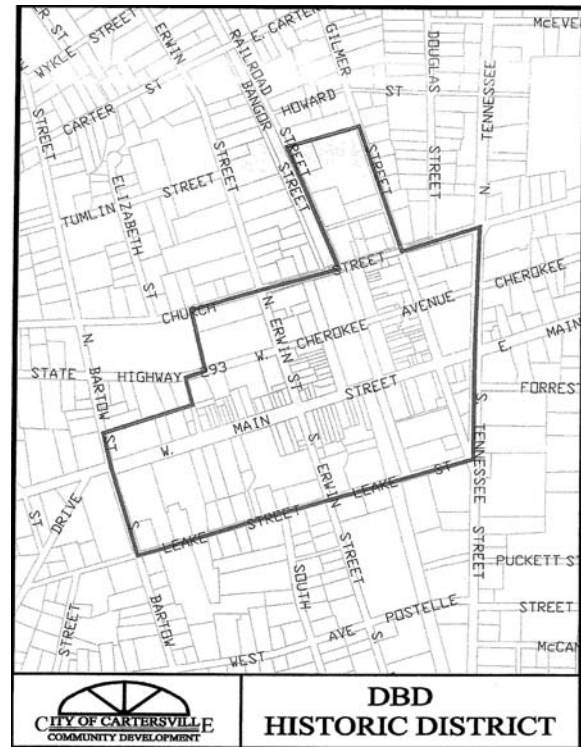
The intent of the design guidelines is that alterations and repairs should accurately represent the historic qualities of the buildings. Original documentation should be used for restoration work whenever possible. Where original documentation is unavailable, interpretations of similar elements that occurred in the area may be considered.

Downtown Business District

The Downtown Business District is an excellent example of late 19th century and early 20th century commercial areas of small towns in Georgia. Cartersville's beautiful and historic downtown was built around the completion of the railroad in 1845. As Cartersville grew, so did its dependence on the railroad to transport people and products such as cotton. The railroad did present some problems to early

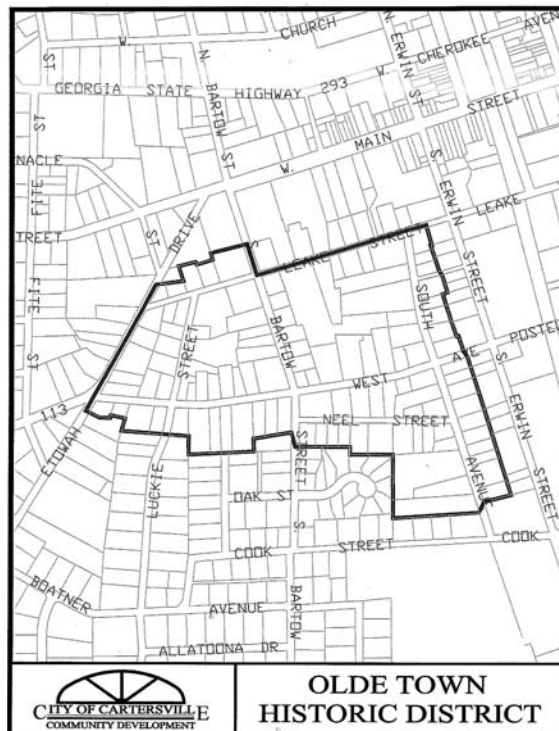
residents in Cartersville. In 1867, at a cost of \$20,000 a courthouse was constructed on Church Street. It was called one of the “finest edifices” in the state. However, praise could not stop the distracting noise from the trains, and in 1902, a new courthouse was built on a hilltop several hundred yards from the tracks.

Initially, commercial as well as residential structures in the Downtown Business District were built around the railroad. These early areas often had mixed uses. Shops, hotels, warehouses, stables and residences all shared a densely populated area. The Downtown Business District retains many of these characteristics today. Several buildings are individually listed on the historic register, including the 1873 courthouse and the 1853 First Presbyterian Church. Another downtown historic treasure is Young Brothers Pharmacy on Main Street at the railroad track. The Italianate style structure, built in 1889, features the world’s oldest existing outdoor advertisement.



The Downtown Business District contains within its confines a high concentration of intact, historic commercial structures that reflect architectural styles and building types found throughout the late nineteenth and twentieth centuries.

Built during the period from 1873 to 1930 the architectural styles range from Greek Revival and Italianate to Art Deco. Several of the commercial buildings were constructed during the 1880s with others primarily built in the 1930s and 1940s. The commercial and community buildings are predominately constructed of brick with varying rooflines.



Olde Town

At the end of the Civil War, Olde Town was about the only residential area remaining within the City. Much of the east side of the City was burned after General Sherman left for his tour to the sea. Although not densely populated, the Olde Town area was bedrock

for residential development in the years to come. Many of the homes were built by Robert and Eugene Smith (father and son). Olde Town has remained unchanged throughout the years and has maintained its integrity and Southern small-town appeal despite the growth and progress constantly taking place around it.

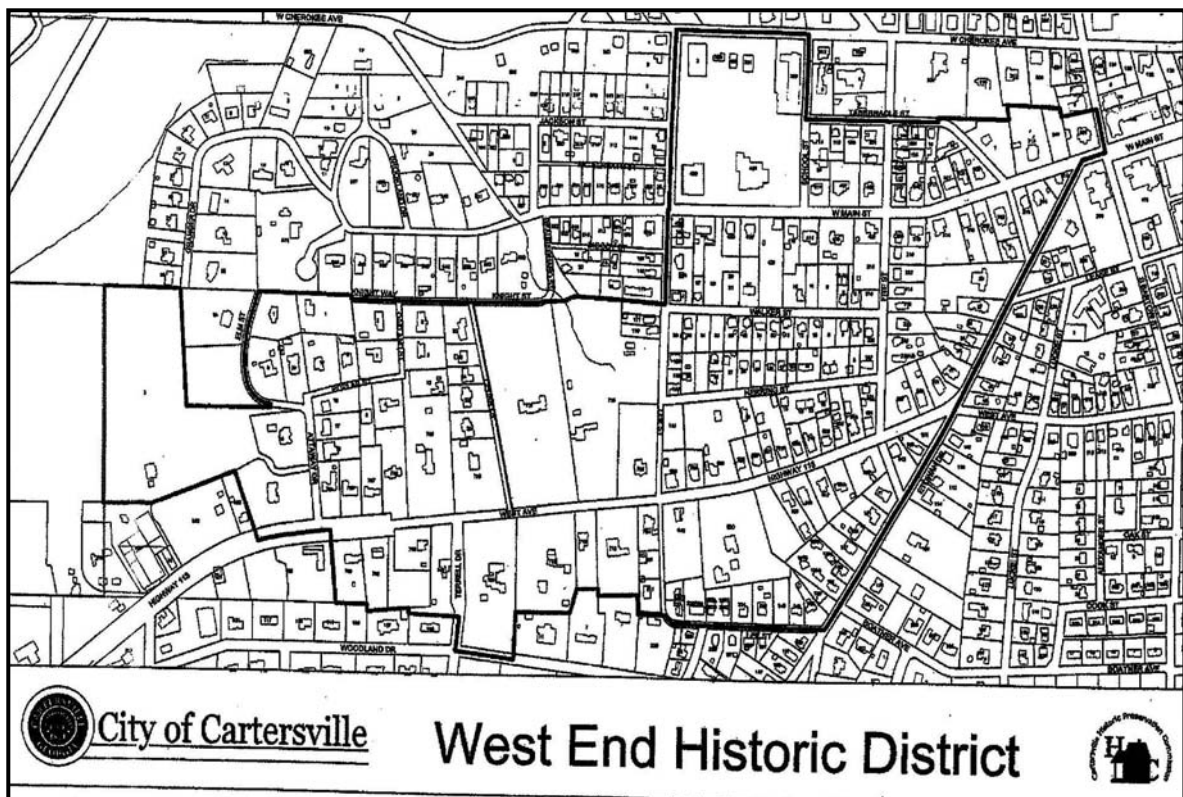
Olde Town contains a high concentration of intact, historic residential structures that reflect architectural styles found throughout the late nineteenth and early twentieth centuries. Built during the period from 1850 to late 1940, the architectural styles range from Italianate, English and Colonial Revival, Queen Anne, and new South Cottage to Craftsman. The structures are predominately wooden with varying roof styles appropriate to the house style and period.

West End

The Preservation Commission was successful in the creation of a third historic district, called West End, in early 2006. The West End District is primarily residential. It contains 212 homes on such roads as West Avenue, Etowah Drive, West Main and Fite Streets.

The West End Historic District represents a major period in the development of Cartersville. The property on West Avenue was once farmland, owned by John and Sally Holland Leake, who came to Cass (now Bartow) County in the 1840's. Their property contained hundreds of acres and the road itself was once known as Rowland Mill Road for the family that operated a mill southeast of Euharlee. The name was later changed to Rowland Street. Their home was located in the general vicinity as the Kinsel/Lussier home at 602 West Avenue.

The Hall builders built the present house on the property around 1908 for Robert



and Lula Adair. When Mr. Adair died, his wife inherited the property, which later passed to their daughter Frances, a noted educator and author. A great deal of the Adair property was developed into what are now Olde Town and the downtown area of Cartersville.

Much of the east side of the City was burned after General Sherman left for his tour to the sea. Some say a skirmish developed between the Union and Confederate troops in and around West End with a Confederate hospital located near West End District.

West End contains a high concentration of intact, historic residential structures that reflect architectural styles found throughout the late nineteenth and early twentieth centuries, and is an excellent example of residential areas found in small towns in Georgia. Built during the period from mid to late 1800s to mid to late 1980s, the architectural styles range from Craftsman, Colonial Revival, Folk Victorian, Neoclassical Revival, English Vernacular Revival, Gothic Revival to Prairie. Some of the structures could be individual candidates for the National Register of Historic Places.

■ **Potential Historic Districts**

Atco Mill Village

The Atco community is a textile industry community established in 1903 by the American Textile Company. This “mill village” was a carefully planned area with wide tree lined streets, frame housing, school and plant area that dates from the turn of the century. Goodyear purchased the mill town in 1929. Although the community was later incorporated into the City of Cartersville, Atco retains a strong sense of historical character. In 1991, 254 historic sites were identified in the Atco community. The more recent 2005/2006 survey found:

- 251 of the historic sites are still in existence;
- 29 new historic sites were identified.

■ **Federally and State Registered Sites**

Rose Lawn Museum

The Rose Lawn Museum on Cherokee Avenue is the former house of evangelist Sam Jones, for whom Nashville’s Union Gospel Tabernacle (Ryman Auditorium) was built. The house was placed on the National Register of Historic Places in 1973.

Rebecca Latimer Felton house

This residence is an antebellum farmhouse known for its significance as the home of Rebecca Latimer Felton from 1853 to 1905. A powerful orator and writer, Ms. Felton gained national attention in 1922 when she became the first woman to serve in the United States Senate.

Bartow County Courthouse

This Courthouse, a Neoclassical Revival building designed by Kenneth McDonald and J.W. Golucke, was built in 1902.

Old Bartow County Courthouse

This Italianate building served as the County Courthouse from 1869 to 1902. This Courthouse was recently acquired and rehabilitated with ISTEA TEA funds.

R.W. Jackson House

The Jackson House on Mission Road is a 20th century frame Victorian era structure placed perpendicular to an earlier 19th century cottage style structure.

■ **Archeological Resources**

Etowah Mounds

A fortified ceremonial center that thrived during the Mississippian Period, from 1000 to 1500 A.D., the site consists of three large platform mounds, two plaza areas, and surrounding ditches attached to large borrow pits. The largest mound is sixty-three feet high and covers three acres.

Etowah Valley District

This district follows the Etowah River and its major creeks from Allatoona Dam in Bartow County to Reynolds Bend in Floyd County. This district contains a well-defined record of life spanning the archaic period of prehistoric into the twentieth century. The District contains more than sixty-five archaeological sites, twenty-four historic and prehistoric fish weirs, three communities – Kingston, Euharlee and Atco, numerous historic buildings, ruins of two industrial areas, Civil War fortifications, early roads, an abandoned rail line and several areas of scientific interest. A small portion of this district is located within the city boundaries of Cartersville.

From Cartersville to Rome the river goes through flat country with almost no gradient. In this broad valley, the river – until it was dammed east of Cartersville in 1949 – deposited the sandy loam it had picked up in its mountain and hill corridor. This loam had been a part of the Paleozoic and Precambrian schist and gneiss formations. The distance from Cartersville to Rome by highway is 28 miles. The Etowah River loops and bends for 41 miles from Cartersville to Rome, which is in adjacent Floyd County.

Bartow County is rich in minerals and there are extensive areas in the valley where chert was worked into tools. On the south side of Two Run Creek, following the curve of the creek, is a large lithic site that Robert Wauchope called Paleo. There are also archaic sites, with shells evident as a reliance on the river as a major source of food.

Listed in NRHP in 1975, the Etowah Valley District has been affected over the last two decades by inappropriate land uses, new construction and the loss or altera-

tion of historic buildings and structures to the point that the district's overall integrity and boundaries need reevaluation.

■ **Cemeteries**

Oak Hill Cemetery

Oak Hill Cemetery has been serving the needs of the residents of Cartersville since 1838. The Cemetery was acquired in 1850 from the former Ebenezer Methodist Church and is now owned and operated by the City of Cartersville as a perpetual care cemetery.

■ **Preservation Resources**

Cartersville Preservation Commission

The Cartersville Historic Preservation Commission was created to ensure that alterations of designated historic properties and districts maintain the character of both the building and the surrounding neighborhood. The Commission was established in September 2001.

Community Facilities and Services

■ Water and Wastewater Supply and Treatment

The Service Delivery Strategy prepared by Bartow County and the cities allows Cartersville to provide water and sewer within its corporate boundaries and some areas outside the city limits, primarily on a wholesale basis. The Utility Department of the City does not have a formal master plan for extending or expanding service. However, some parts of the incorporated areas do not have water or sewer lines; extension of these services into these areas is intended on an as-needed basis.

The first City of Cartersville Water Department began with the purchase of the Cartersville Water Works Company in 1893. The original water supply was a large spring on the north side of the Etowah River next to the Thompson Weinman Dam. The facilities consisted of two steam driven pumps, several miles of pipe and a 125,000-gallon water tank. The system now obtains its water from Lake Allatoona, a Corps of Engineers lake.

Water is taken from one of three elevations on the face of Lake Allatoona Dam and it flows by gravity to the Clarence B. Walker Water Treatment Plant. The water is treated to drinking water quality by state certified operators 365 days a year. The water is then pumped out of this facility to the consumers through 156 miles of distribution lines. The spent water of the community is collected in over 114 miles of sewer lines and it is transported to the Water Pollution Control Plant. There the wastewater is treated to meet water quality standards set by the Environmental Protection Division of the State of Georgia before it is discharged to the Etowah River.

Distribution Systems

The 19 personnel of the Distribution & Collection Division work diligently to maintain the water and sewer lines of Cartersville's 28 square mile service area. The crews perform the daily preventative maintenance needed on the system such as making sewer & water taps, renewing and upgrading services, videoing sewer lines to check for blockages, replacing old lines and maintaining a backflow prevention program.

The Utility Department has a state certified laboratory that is considered one of the best municipal laboratories in Georgia. This facility does control testing and compliance monitoring for the water plant, wastewater plant and the distribution and collection system. Highly trained technicians are individually certified by the State of Georgia, a rigorous quality control program system. A State approved pre-treatment program is in place that helps monitor, track, and regulate pollutants that might go into the sewer system. This protects the biological process in the wastewater plan as well as the quality of biosolids for land applications.

Water Treatment Systems

The Cartersville water plant, the Clarence B. Walker Water Treatment Plant, is a high rate drinking water treatment facility, which utilizes anthracite coal filters, 10 sedimentation basins and chemical feed system. Raw water from Lake Allatoona gravity flows into the plant where it is treated with alum, chlorine, carbon, polymer and lime before flash mixing. It then proceeds through sedimentation tanks and multimedia (sand and anthracite coal) high rate filters. These filters will process 6 gallons per minute per square foot. The water then goes through chlorination, fluoridation and pH adjustment and phosphate before it spends at least 30 minutes in a holding well for disinfection. High service pumps then pump the water to the water system. The plant's water pressure ranges between 95 and 100 PSI.

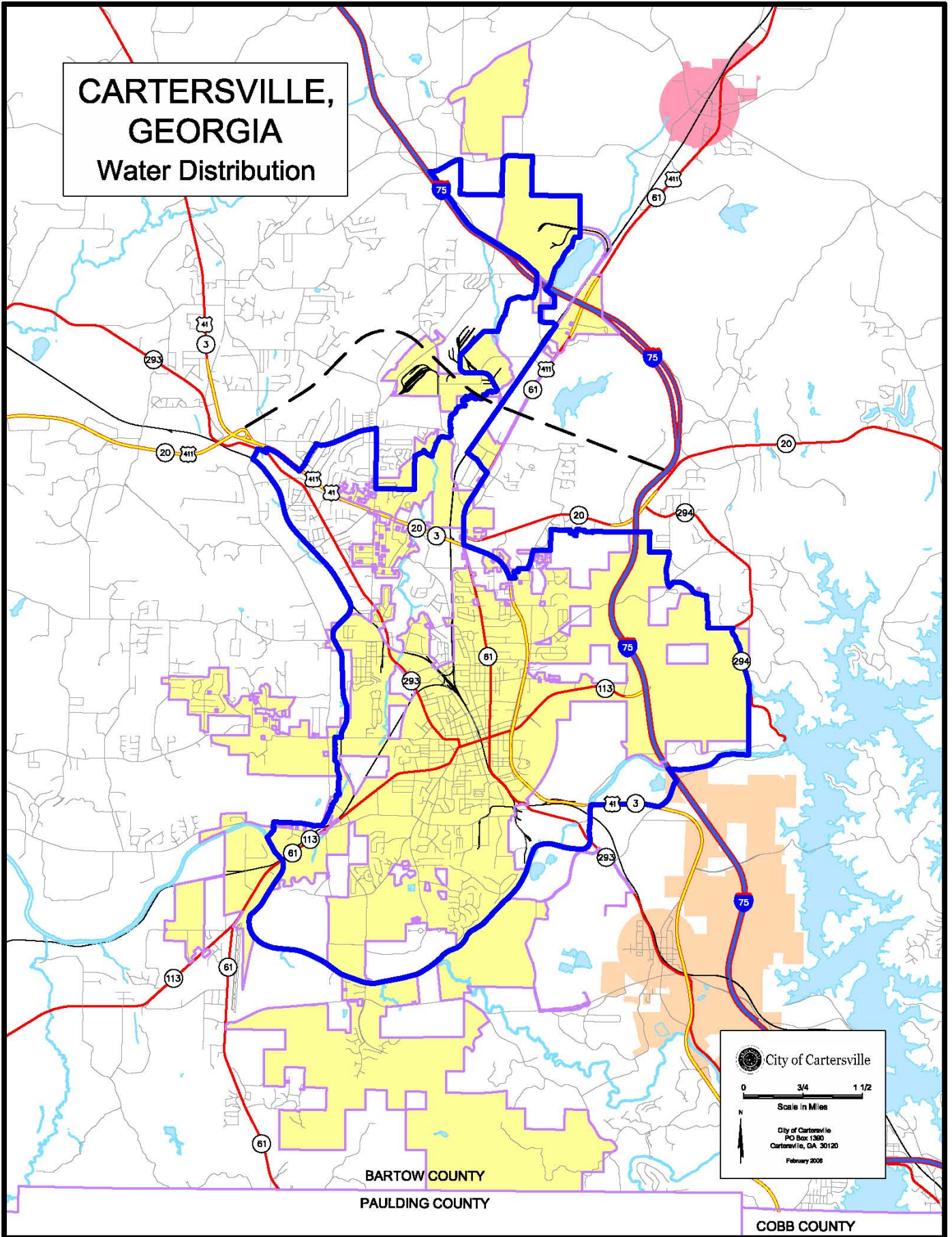
The City has treatment capacity of 27 MGD. Average Daily Flow is approximately 13 MGD. Although some of the distribution system is already in place, such as some of the piping, chemical feed systems and metering, the City will complete its expansion of the water treatment plant to 45 MGD in 2006 to provide water resources to its customers to approximately 2035. Currently the City can pump 40 MGD with a 20MGD back up pump in place.

Wastewater Treatment Plant

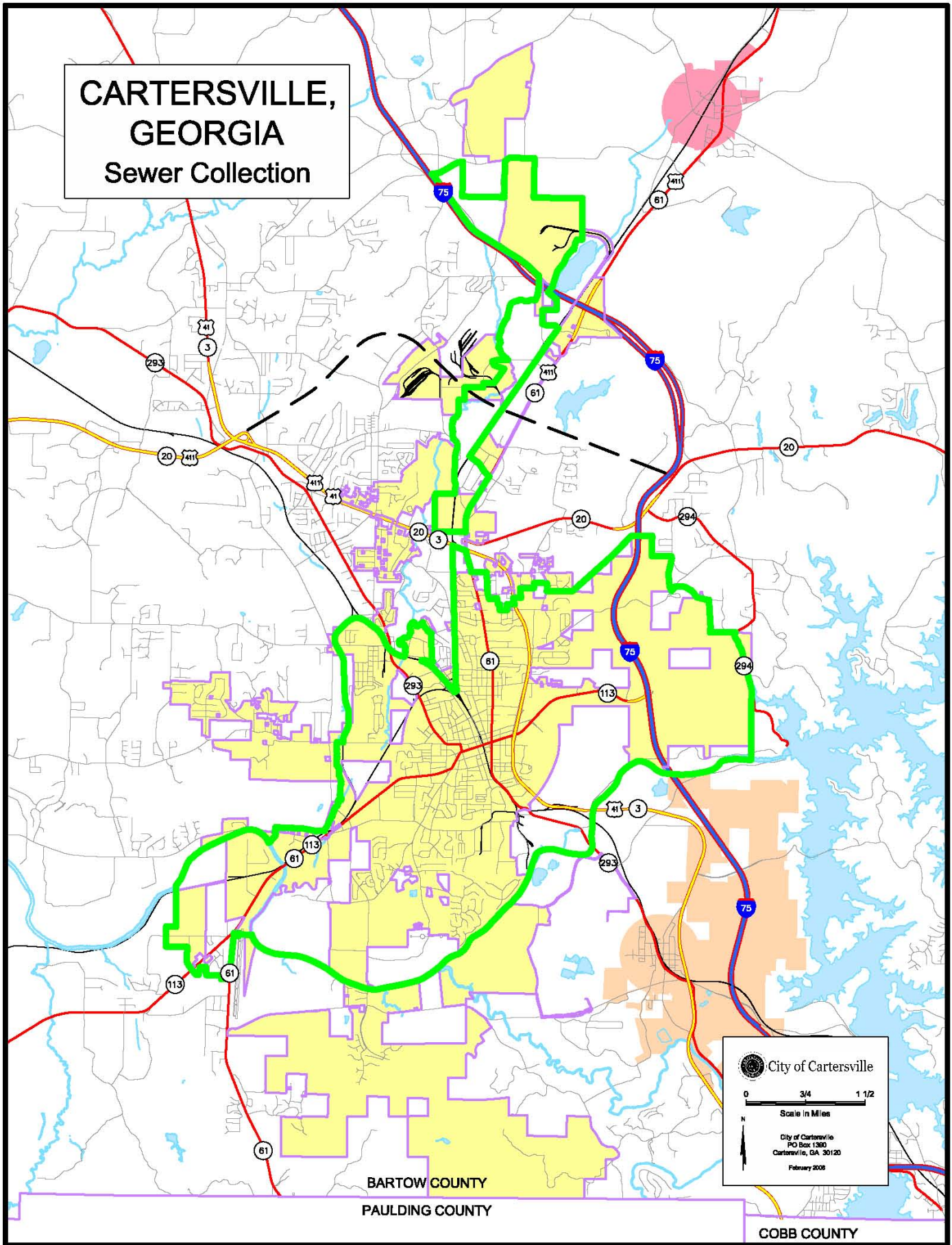
The spent water of the community goes to a 15 MGD activated sludge facility where it is treated to an acceptable level before discharging to the Etowah River. The average daily flow into this facility is approximately 9MGD. This is a biological process that reduces the organic and solids content of the water to meet a Georgia Environmental Protection Division discharge permit. The plant consists of a bar screen, lift stations, three aeration basins (total 10 million gallon capacity), clarification, chlorination and de-chlorination. Chlorination is accomplished with gaseous chlorine and de-chlorination is done with sodium bisulfate. The biosolids generated in this plant are digested and applied to farmland for ultimate disposal. This state approved land application program has been ongoing for over 20 years. This program has received state and national recognition and many farmers have benefited from it.


The City is currently taking bids to increase the capacity of its treatment plant from 15 MGD to 20 MGD. The City is also looking to modify the treatment process with a unique process in anticipation of increased nutrient standards issued by the State in three to five years. This process will also reduce operating costs by 25%.

CARTERSVILLE, GEORGIA Water Distribution



CARTERSVILLE, GEORGIA Sewer Collection



 City of Cartersville
PO Box 1260
Cartersville, GA 30120
February 2008

0 3/4 1 1/2
Scale in Miles

N

■ Other City Utilities

In addition to water and sewer, the City provides electricity and natural gas inside and outside the City limits. These services are readily expanded within the service territory to meet most new development demands.

Cartersville Electric System (CES)

The Cartersville Electric System (CES) is a local, publicly owned municipal electric utility that began in 1904. CES is the fourth largest municipal electric utility in Georgia. CES helped form MEAG (Municipal Electric Authority of Georgia) Power, which is a State authority and the largest joint action agency in the country. MEAG Power is an owner of the Integrated Transmission System, a power grid that furnishes power throughout the State of Georgia and a member of The Energy Authority (TEA), which buys and sells power in bulk.

Infrastructure improvements during the last 10 years include:

- Added approximately 51 pole line miles.
- Added approximately 1,443 electric customers.
- Initiated a pole inspection and change out program.
- Initiated a transformer inspection and change out program.
- Initiated a meter testing and change out program.

In the next 10 years, CES plans to:

- Complete a system coordination study; and
- Complete a street lighting/area lighting audit.

Cartersville Fibercom

The City of Cartersville and MEAG Power launched the development of a communications infrastructure to connect local municipal networks. The municipals and MEAG Power planned to offset existing telecom expenses and create an additional revenue stream for the communities. A number of member municipalities, including the City of Cartersville, have received Competitive Local Exchange Carrier (CLEC) certificates from the Georgia Public Service Commission and are quickly becoming a part of the advanced telecommunications fabric of the State of Georgia. This group of 31 cities and 1 county has grown into a statewide fiber network that covers the state.

Cartersville recognized this as an opportunity to not only serve internal needs, but also bring affordable and 21st Century technology to the community that might otherwise be years away. Through this process, the City created an additional enterprise operation that generates revenues to fund both the project itself as well as assist in covering costs in other City operations.

In 1997 Cartersville began the planning, design and implementation of a Synchronous Optical Network (SONET) for Telephony type services, a Gigabit (IP) based Intranet, and Voice Over IP (VoIP) for city and county government usage. The City also built the fiber optic infrastructure and developed the Fibercon Department to

meet the growing telecommunication needs of area governments, schools, industries, and businesses.

Cartersville Gas Department

Cartersville is one of 85 cities in Georgia that own and operate municipal natural gas systems. Today the system delivers clean, efficient natural gas to residential, commercial and industrial customers in Cartersville, Cassville, Kingston, White, and parts of Floyd County. Today the system consists of over 280 miles of distribution mains that serve more than 9,000 customers. Cartersville Gas has historically offered natural gas rates that are competitive compared to other suppliers. There is also a program for persons constructing new homes known as the Gas Advantage Home Program.

■ **Public Safety**

Cartersville has excellent public safety services. Separate departments of the City provide police and fire protection services. Emergency Medical Services (EMS), 911, rescue services, and jail facilities are provided to Cartersville by Bartow County.

Fire

For many years, the City of Cartersville relied on volunteer firefighters. In the 1870’s and 1880’s “reel” or “running” teams provided fire protection for the community. These teams were made up of some of the most prominent young men of the community, and to belong to the team was an honor; to be dismissed from it was a disgrace. By 1909, firefighting became a little easier when the City made use of horses pulling fire wagons carrying barrels of water. Finally in 1918, the City purchased its first motorized fire truck, an American La-France model. The City recently refurbished this old truck, and proudly brings it out for parades and other special occasions.

Description	Address	Existing Square Feet	Heavy Vehicles
1	North Erwin St.	14,500	2
2	MLK Jr. Dr.	6,657	2
3	West Ave.	6,000	3
Total		27,157	7

Source: City of Cartersville Fire Department, 2006

In the City of Cartersville, fire protection and emergency medical services are provided by the Department to all portions of the City. The Cartersville Fire Department strives to minimize the loss of life and property by providing effective fire suppression, fire prevention, rescue service and public education to the community. This is accomplished by employing a high degree of professionalism, training, operational readiness and public education. The Fire Department has a staff of 59 employees. Fifty-two fire fighters work on a three-platoon system, working 24 hours on duty and 48 hours off duty. Seven administrative staff members work on 8-hour sifts. In 2005, the Cartersville Fire Department responded to 2,520 emergencies within the City limits.

For most of the City's firefighting history, a fire station of some sort has been located at the corner of Church and Erwin Streets. The current two-story brick station at that location was erected in 1916. This building was erected to house the Fire and Police Departments, as well as City Hall. An addition in 1979 provided additional space for modern day fire trucks and equipment. As the City grew, greater fire protection was needed, and now three fire stations protect the town.

Station No. 1

Station No. 1 was built in 1916, and is a 14,500 square foot building in the center of the City at 19 North Erwin Street. As headquarters, Station No. 1 houses the Fire Chief, Assistant Chief, three Trainers, three Fire Inspectors, and an Administrative Assistant.

Station No. 2

Station No. 2 is a 6,657 square foot building located at 90 Peoples Valley Road in the northern portion of the City. Four fire fighters are assigned to each of the three shifts with a minimum of three on duty at all times.

Station No. 3

Station No. 3 is a 6,000 square foot building located at 1200 West Avenue in the southwest portion of the City. Four fire fighters are assigned to each of three shifts with a minimum of three on duty at all times.

For planning purposes, ISO ratings are used as indicators of the current and desired levels of service. ISO ratings depend, in part, on availability of water and response times—two things that can be affected by actions outside the control of the Fire Department. Drought, road congestion, and patterns of new development can affect the insurance ratings. The ISO rating is 3. Average response time is 3:58 minutes per call.

Fire Department personnel attend leadership classes given through the Fire Academy in Forsyth, Georgia, and attend training classes provided by the City Fire Department and Bartow County Fire Department. A Citizens' Advisory Board provides and receives input from local citizens.

The Fire Department serves the entire city. Each station does not act alone; instead, the stations operate as a network to provide fire protection services. Not all stations serve the same types of land uses, nor do they all have the same apparatus. For most fires, two stations respond with fire apparatus. Station No. 1 responds to all alarms with the engine-service and the rescue unit. One engine responds from either Station No. 2 or No. 3 depending on the location of the fire. The strategic placement of personnel and equipment is the backbone of good fire protection.

Plans for Capital Improvements

In 1998, the Cartersville Fire Department contracted the consulting firm of Mizelle, Hodges & Associates to conduct a fire protection study to assess current and future needs to maintain or improve the City's ISO rating at the time of 4, which has since been improved to a 3. The Department has identified a number of future capital projects, many of which are potentially impact fee eligible. The system is

assumed to need one pumper truck per station, plus two older spare vehicles. A ladder truck with a 105-foot ladder is needed to fight fires in the taller buildings such as schools, churches and industries.

Table 6.2
Fire Protection Level of Service
City of Cartersville

Level of Service Measure	Current Inventory	Future Demand Based on LOS	Future Demand
			Based on Desired LOS
Square Feet	27,157	15,634	15,310
Heavy Vehicles	7	4	3

Source: Needs Assessment - Mizelle, Hodges & Associates

To keep fire protection at the existing level of service throughout the planning horizon, two additional fire stations will be needed. Preliminary assessment indicates that one should be located east of I-75 near Main Street, and the other South of Old Alabama Road. An impact fee based on the current level of service (LOS) would result in a future demand of 15,634 additional square feet and 4 new heavy vehicles. A LOS standard based on the Department’s capital plans would result in a future demand of 15, 310 additional square feet and 3 heavy vehicles to serve new growth.

Police Department

The City Police Department provides primary law enforcement to the City. This Department consists of 60 professionals. The men and women who serve as Cartersville’s law enforcement officers are dedicated, focused, and responsive to the needs and wishes of the community. The Department proactively strives to improve services through innovative uses of technology, continuing education, training and the ever-present desire to make the Cartersville Police Department the best it can be. The Cartersville Police Department is structured around two major divisions:

Uniform Division

The Uniform Division is responsible for traffic enforcement, crime suppression, and crime prevention. Specialty units include a three officer Traffic Enforcement Team and a one-officer, one dog Canine (K-9) Unit. Services are provided 24 hours a day with four officers on duty at all times.

Criminal Investigations Division (CID)

The CID has nine staff members. The CID is responsible for the investigation and prosecution of criminal offenses. CID’s Drug Interdiction Unit is responsible for cases involving controlled substances.

The Cartersville Tactical Team is comprised of officers from each of the two divisions. Team members are trained to serve on an entry/security, counter-

Table 6.3
Inventory of Police Facilities - 2006
City of Cartersville

Facility	Square Feet
Police Department	11,484
Weight Room	364
Storage Buildings (2)	320
Class Room (Firing Range)	1,200
Storage (Firing Range)	180
Storage (Weight Room)	364
Storage (City Shop)	1,000
Total	14,912

Source: Cartersville Police Department, 2006

sniper or negotiation team, and may perform specialized roles such as tactical medic, chemical munitions officer or team commander.

The Cartersville Police Department is dedicated to the training and leadership development of its officers. The Department uses a combination of in-service training and state and federal academy training, as well as other private facilities to maintain the professional capabilities of the Department. By dedication to training and leadership development, the department is able to meet its objective of providing competent, efficient law enforcement to Cartersville residents.

Other services provided by the Cartersville Police Department include a uniformed School Resources Officer assigned to Cartersville High School. Cartersville Police Department also conducts a citizens' Police Academy to provide interested parties with an opportunity to learn what the police do. The "academy" is an excellent opportunity for Cartersville PD to interact with the public to make the community a better and safer place to live.

Table 6.4
Police Department Level Of Service
and Future Demand - 2006
City of Cartersville

Level of Service Measure	Current Inventory	Future Demand Based on LOS
Square Feet	14,912	8,585
Hand Guns	69	40
Shot Guns	44	25
Sub Guns	5	3
Rifles	2	1
Gas Gun	1	1
Shields	2	1
SWAT Helmets	10	6
Radios	52	30
Vests	52	30
Gas Masks	52	30
Riot Helmets	42	24

Source: Cartersville Police Department, 2006

Police station headquarters is centrally located at 178 West Main Street in an 11,484 square foot brick building. All police services, including Municipal Court are based out of this facility. The facility was built in 1957 as a funeral home and was acquired by the City in 1993.

Plans for Capital Improvements.

Police headquarters is adequate in size at this time. About 20 percent of the floor space is being used for records storage. As the staff grows, the City will need to procure storage space at other locations to free up the more valuable office and station

space for the department.

It is expected that future expansions or replacement of the facility will be required as the City continues to grow. An impact fee based on the current level of service would provide funding for 8,585 additional square feet of facility space. In addition, at the current LOS, 191 pieces of equipment would be demanded. The preliminary plan is to add a second floor to the flat-roofed parts of the existing buildings. The building is adequate in quality at this time, although minor renovations are needed to improve internal storage, locker rooms and shower facilities.

In conjunction with the Carter Grove development, a development agreement was negotiated to provide for the direct impacts of public safety for this development.

The developer is contributing both the site and program costs to locate a public safety facility within the development boundaries.

■ **Parks and Recreation**

Cartersville has one of the preeminent parks systems in Georgia. The City of Cartersville operates park and recreation services throughout the city without any restriction based on place of residence. The Cartersville Parks and Recreation Department manages a broad range of beautiful, functional and well-maintained facilities that are conveniently located across the City. With an average of over 11 acres of developed parkland per 1,000 population, Cartersville exceeds the “ideal” standard of 10 acres set by the National Recreation and Parks Association. Recreations opportunities abound for biking, hiking, jogging, swimming, tennis, participation in a variety of organized leagues, and other activities. However, reaching the Hispanic population continues to be an issue of concern. As a group, Hispanics are underrepresented in sports leagues organized by the City of Cartersville. The Youth Athletic Mission Statement is to provide quality “recreational” athletic programs for the youth of our community where participation, instruction, sportsmanship and teamwork and achievement in a safe and enjoyable environment. The Cartersville Parks and Recreation Department is a member of Georgia Recreation and Park Association and National Recreation & Park Associations.

Facility	Park Acreage
Milam Farm	212.8
Pine Mountain	225.0
Dellinger Park	111.2
Baseball Complex	31.9
Deerfield	18.0
Soccer Complex	12.0
Clearwater Street Park	7.8
Gymnastics Center	3.0
Old Iron Bridge Park	2.8
Aubrey Street Gym	2.0
Jones Street Park	1.0
MLK Street Park	0.6
Fite Street Park	0.5
Etowah River Trail Link	3.6
Total Acreage	632.1

Source: Cartersville Parks & Recreation Department

The Cartersville Parks and Recreation employs 24 full-time, 12 part-time and up to 35 seasonal employees. A 7-member Recreational Advisory Board provides citizen insight to the Parks Department and makes recommendations on park-related issues to the City Council. This Board meets at least six times per year. To ensure high quality instruction, the Parks Department sponsors training and certification programs for all coaches in its youth programs.

Recent Improvements

The following information includes representative additions and improvements to the Cartersville Parks & Recreation Department system that have occurred during the last decade:

- Indoor batting facility for Cartersville High baseball complex has been built.
- 1.379 acres were acquired to add to the Goodyear Clubhouse & parking lot.
- Sidewalks/walking trails were poured for fields 4, 5 & 6 of Dellinger Park.

- The portion of the Etowah Riverwalk trail from Dellinger Park to the Etowah River was installed.
- The Gymnastics Plus gymnastics center was opened.
- The playground system at Jones Street Park was replaced.
- 235.2 acres for the Milam Farm Park were acquired as well as the completion of a sidewalk/walking trail.
- 3.10 acres were acquired from Shaw Family Holdings for a pedestrian walkway along the Old Iron Bridge, and ornamental fencing was installed.
- 225 acres for hiking and archery in the Pine Mountain area was acquired; hiking trails were completed.

Table 6.6	
Park Facilities Component Type- 2006	
City of Cartersville	
Component Type	Current Inventory 2005
Ball Fields	15
Track/Trail*	4
Tennis Courts	16
Playgrounds	3
Pavilion/Shelters	5
Soccer Fields	5
Pool	1
Basketball Courts	2
Multi-use Fields	2
Gyms/Centers	1
*Includes jogging or running track, walking trail and Vita Course.	
Source: Cartersville Recreation Department, 2006	

Park and Recreation Facilities

Dellinger Park

Dellinger Park is Cartersville’s premier park facility and is the location of the main office for the Cartersville Parks and Recreation Department. Dellinger Park has a total of 111 acres, plus the 18-acre “Deerfield Practice Fields.” Entrances to the park are on Pine Grove Road and Etowah Drive. The park was originally built in 1975 on a 40-acre tract of land donated to the City by the Dellinger Family. The park was expanded in 1980 on an additional 10-acre tract of land donated by the Dellinger Family. A third expansion was completed in 1983, on a 61-acre tract of land purchased by the City. In addition to 40 acres of undeveloped green space, Dellinger Park has:

- Thirteen lighted tennis courts;
- Six softball fields;
- A football/soccer field with 440 yard track;
- Two playground areas;
- Two outdoor basketball courts;
- An Olympic size swimming pool;
- 2 mile and 1.3 mile walking/running trail with exercise stations;
- A nineteen hole putt-putt golf course;
- A 4 acre lake and an island gazebo; and
- Four large picnic shelters and a gazebo.

Clearwater Street Park

Clearwater Street Park is 7.8 acres. Facilities include:

- Four baseball fields, also known at the ATCO facility. These include the Rudy York Field, the Joe Frank Harris Field, and two new fields;
- Three tennis courts;
- Five batting cages;
- Comfort/concession stand; and
- A clubhouse.

Cartersville Soccer Areas

Soccer areas include two non-adjacent facilities:

- The Deerfield Practice Fields—18 acres that are used for both soccer and football. These fields are grassed, but unlighted.
- The Cartersville Soccer Complex includes four new regulation soccer fields. These facilities are adjacent to, and on 13 acres of land owned by the Cartersville Middle School are a joint-use project of the Parks Department and School Board. Concession stands are available. These fields have minimal seating and restroom facilities, and only two fields are grassed at this time.

Cartersville Baseball Complex

The baseball complex on Sugar Valley Road is a 32-acre facility, built in 1992, that has:

- Five baseball/soccer fields;
- Two batting cages;
- A concession stand with restrooms;
- A walking/running 1-mile trail with 18 exercise stations; and
- A handicap-accessible playground and picnic tables.

Level of Service Measure	Current Inventory	Future Demand Based on LOS	Future Demand Based on Desired LOS
Acres	632	423	N/A
Ballfields	15	10	9
Track/Trail	4	3	3
Tennis Courts	16	11	7
Playgrounds	3	2	N/A
Pavilion/Shelters	5	3	N/A
Soccer Fields	5	3	4
Pool	1	1	1
Basketball Courts	2	1	N/A
Multi-Use Fields	2	1	N/A
Gyms/Centers	1	1	1

Source: Cartersville Parks and Recreation Department, 2006

Gyms

The Aubrey Street Recreation Gym and the John H. Morgon Gym sponsor such programs as youth basketball, adult basketball and free play basketball.

Civic Center and Gymnastics Complex

Cartersville’s Civic Center and Gymnastics Complex are located adjacent to one another in town between West Main Street and Cherokee Street.

- The 12,000 square foot Civic Center can seat 700-auditorium style and is used for a wide variety of events and meetings.
- The Gymnastic Center and Gymnastics Plus on Cherokee Street are well equipped with quality apparatus. The Belarus National Men’s Gymnastic Team chose Cartersville as their practice site during the 1996 Olympics. Programs are offered for boys and girls ages 2 and up and include developmental and competitive gymnastics.

Summer Hill School Recreation Facility

In 2001, the Etowah Area Consolidated Housing Authority took over ownership of the former school and the adjacent seventeen-acre recreational complex. This property, which had been dormant for many years, now includes a newly renovated baseball field, a nature walk, a new educational facility, a fully equipped gymnasium, tennis court, swimming pools, public picnic areas, and more. The project is a partnership of the EHA, City of Cartersville, Bartow County, Cartersville Parks & Rec., local schools of higher learning, and more. It has stirred a longing in the hearts of the graduates of Summer Hill High School to see a part of their heritage renewed, preserved and made useful.

Neighborhood Parks

Three one-acre “vest-pocket” parks, outfitted with playground equipment and basketball courts, are popular places for children and families.

- Fite Street Park
- Jones Street Park
- Martin Luther King Jr., Drive Park

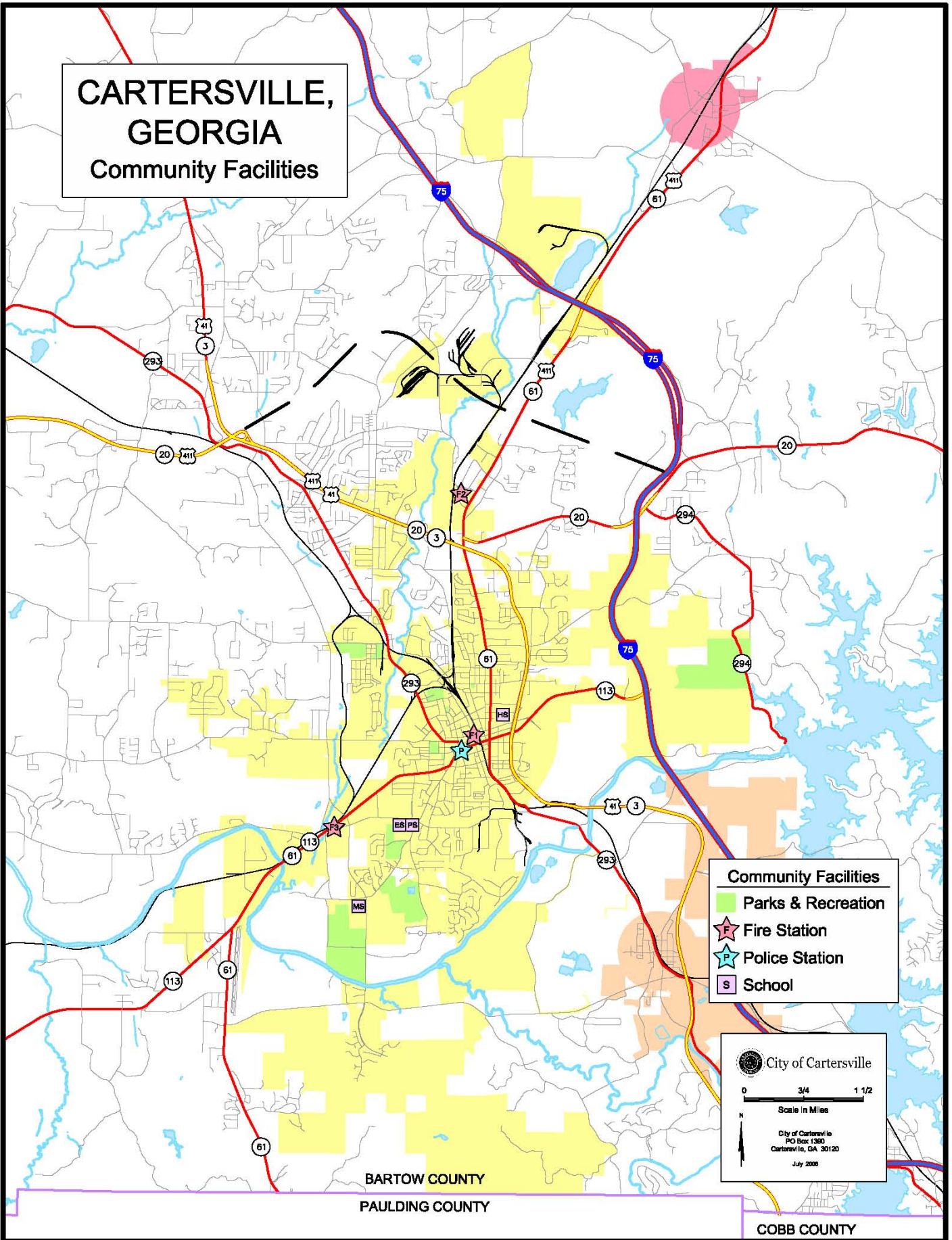
Plans for Capital Improvements

Cartersville Parks Department’s facilities are so well used that they are now to the point of overcrowding. Registration in youth league programs is nearly at capacity. Adult league programs have been shifted to late evenings, with start-times as late as 10PM, in order to accommodate the burgeoning youth programs. The public has spoken out strongly in support of new facilities. As the City continues to grow it is anticipated that future park projects will be required in order to serve that growth. Parks acreage and facilities that serve new growth can be impact fee eligible. An impact fee based on the current level of service would provide funding for 423 additional acres of parkland and a total of 36 park facilities. The “desired” demand figures are based on current capital plans of the Department. It should be noted that not all categories are included in those capital plans. Compared to the future projects planned by the Department, the current LOS would result in some impact fee eligible projects in excess of those being considered in some categories (ball fields, tennis courts), and one category where the plans result in a demand beyond that based on the current LOS (soccer fields).

In conjunction with the Carter Grove Plantation development, a development agreement was negotiated to provide for the direct impacts of parkland and connectivity for this development. The developer is contributing both the site and program costs for a future recreation facility.

CARTERSVILLE, GEORGIA

Community Facilities



■ Public Works

The Public Works Department's focus is to provide an environmentally sound, visually attractive and safe place to live, work and enjoy life. The Department contains eight divisions and employs approximately 45 people.

Public Works is responsible for:

- Sign maintenance;
- Street Sweeping;
- Potholes;
- Mowing and trimming of right-of-way;
- Drainage maintenance;
- Sidewalks;
- Garbage service for residential and commercial;
- Maintenance of Oak Hill Cemetery;
- Maintenance and landscaping of all City owned facilities.

Solid Waste Management (including recycling)

The Solid Waste Division is responsible for the removal of household garbage, junk items, along with limb and leaf removal. This Division also runs a commercial garbage route, and picks up and disposes of dead animals found on city streets.

■ Stormwater Management

The City of Cartersville formed the Stormwater Action Committee (SWAC) in April 2005. The SWAC consists of 21 members from a broad range of perspectives regarding stormwater. There are homebuilders; developers; housewives; industry, Chamber of Commerce, school, and business representatives; local engineers and scientists; a church leader, and public officials who volunteer their time to review numerous written materials and meet together to discuss the stormwater issues of the community. This included a series of five directed meetings to explore the community's concerns and requirements to address coming regulations and stormwater issues. Public involvement is a critical component to moving forward in assessing needs for the City. To pursue non-point source pollution, education of each individual about how individual activities affect the stormwater system as a whole was considered crucial. A Stormwater Program Manager was put in place in April 2006 to help support the SWAC's activities and to actively become involved in public education about stormwater issues. This includes speaking to civic groups, writing weekly editorials in the local newspaper, local radio interviews, and spots, general contact with the public, and input into related planning and engineering decisions. Other efforts, already in place, continue, such as monitoring erosion, routine street sweeping and catch basin cleaning, system repairs and improvements, and planning efforts in new development.

■ **Libraries and Cultural Facilities**

Cartersville Public Library

The Cartersville Public Library, located on Main Street just outside of the downtown core is part of the Bartow County Library system. The facility is 44,200 square feet and includes a Community Wing with meetings rooms available for rent. Currently the collection includes 66,665 materials. The Mission of the Bartow County Library System is to provide all citizens of the county with resources and services to help meet their informational, educational, cultural, and recreational needs. The library system is the primary self-directed learning resource for Bartow County and offers extensive literary collections, current and reliable reference collections, and exciting children’s collections that encourage citizens to develop an interest in reading and lifelong learning.

Level of Service Measure	Current Inventory	Future Demand Based on LOS
Square Feet	44,200	29,561
Volumes	66,665	44,586
Source: Cartersville Public Library		

Plans for Capital Improvements

It is anticipated that, as the City grows in population, increasing demands on the library system will prompt construction of new facilities and/or expansion of some current libraries. In addition, collection material demands will increase with population growth. Both facility space and collection materials can be impact fee eligible. To serve future growth, 29,561 square feet of facility space and 44,586 volumes of collected materials will be needed.

Cultural Facilities

Cultural and historic attractions include: four museums - the Booth Museum of Western Art, the William Weinman Mineral Museum, the Rose Lawn House Museum, and the Etowah Foundations History Center; two natural resources - Oak Hill Cemetery, and the Etowah Indian Mounds; two performing arts centers -the Legion Theatre and the Grand Theatre; and two theatrical companies - the Pump House Players and the Cartersville Opera company. The Bartow History Center is also located in Downtown Cartersville.

Downtown Cartersville

The downtown area offers a wide selection of cultural and entertainment options, including restaurants, art classes, the Main Street Writers Association and art galleries. Two unique features are located in its revitalized historic downtown: the Friendship Monument, originally erected at Etowah in 1860 by Mark Cooper to pay tribute to the friends who helped him through financial crises, and the first outdoor painted wall advertisement for Coca-Cola painted in 1894.

Tellus: the Northwest Georgia Science Museum

Ground has been broken on a 100,000 square foot museum, which will be Georgia's newest group tour offering when it opens. Tellus, whose namesake was the Roman goddess of the Earth, will include exhibits of Space, Physical Science, Fossils, Minerals and a Planetarium. Construction should be completed within three years. This facility is located adjacent to the existing Weinman Mineral Museum at I-75 and Exit 293.

■ **Social Services**

In 1997, the City of Cartersville utilized a CDBG-Public Facilities grant from the Department of Community Affairs to construct a 7,506 square foot Children's Emergency Shelter designed to serve "at-risk" runaway or homeless children from Cartersville, Bartow County or surrounding counties. Other social services are provided by Bartow County.

Transportation

Cartersville is committed to the development and implementation of a transportation plan, in cooperation with local, state and federal agencies to ensure safe, efficient movement of people and commerce in and around the community. In 1999, Bartow County and Cartersville prepared a countywide transportation study entitled “*City of Cartersville Bartow County Short-Term Transportation Study*” by the consulting firm of Jordon Jones & Goulding. The purpose of this study was two-fold: 1) to identify transportation planning projects that are immediately necessary based on current deficiencies in the local transportation network and public input, and 2) to identify future transportation needs based on projected growth in the cities and County for the next 25 years. Based on that detailed inventory of existing conditions, the study team used a variety of methods to analyze that inventory and complete an Identification of Needs for transportation improvements. The Identification of Needs included community and staff input, a field review of the road network, and analysis of all traffic data, currently planned improvements, and existing system deficiencies. The planning horizons for the projects are short term, covering the next 5 years, or long term, addressing the subsequent 5 to 10 years. Two meetings were held in Cartersville, one in November 1999 and another in January 2000 to gather citizen input. The City and County are about to embark on an update to this Study.

This report is referenced and made a part of this Comprehensive Plan Assessment. Highlights from the *City of Cartersville Bartow County Short-Term Transportation Study, November 2000* (“Transportation Plan”) are summarized in the following sections.

■ Roads

Roads in the City of Cartersville form a network of interlinked and inter-related segments, each of which may have its own capacity or surface condition issues. The City has identified current and future needs of the road network, as well as potential service areas.

Roadway Descriptions

To determine existing traffic conditions in the City, an inventory was made of the major roads and connections. The Federal Functional Classification system was used to classify the different streets and highways according to the character of the service they are intended to provide. This process recognizes the individual facilities do not serve travel independent from the rest of the system. Functional Classification defines the roles that each type of facility plays in this process.

Interstate

- I-75 is a six-lane median divided freeway with a posted speed limit of 70 mph. Interchanges within the City include Red Top Mountain Road, Main Street State Highway 20, and US Highway 41. The land uses at each intersection include:
 - Red Top Mountain -- Unsignalized ramps at Red Top Mountain Road are undeveloped.

- Main Street — Mostly undeveloped with small out parcels of commercial.
- State Hwy 20 -- mostly developed retail, restaurant, and service establishments.
- US Hwy 411-- developing area for retail, restaurant, service and the future Tellus Science Museum.

Arterials

- SR 61 (West Avenue/Dallas Highway): This road runs north from Dallas to Cartersville and beyond. This road is primarily a two-lane road with left and right turning lanes at intersections. It has posted speed limits of 45 mph at Douthhit Ferry Road and 55 mph at Old Alabama Road. Land uses along SR 61 are primarily residential with some commercial and undeveloped and/or agricultural. In addition, the Cartersville/Bartow County airport is located at the intersection of SR61 and Old Alabama Road.
- US 41: This is a four-lane median divided road with a speed limit of 55 mph that runs northwest-southeast from Cartersville through Emerson and beyond. The adjacent land uses near the unsignalized intersection with Red Top Mountain Road are industrial and undeveloped/agricultural.
- Old Alabama Road: This is currently a two-lane road with a speed limit of 45 mph. It runs east-west from SR 61 through Emerson to SR 293. The adjacent land uses are primarily residential and undeveloped/agricultural. The 3,000 acre Carter Grove Plantation is adjacent to this roadway.
- Douthhit Ferry Road: This is currently a two-lane road with a speed limit of 35 mph. It runs north-south between Old Alabama Road and Burnt Hickory Road. The adjacent land uses are primarily residential and institutional with a commercial node near the intersection with Old Mill Road and West Avenue.
- Old Mill Road: Old Mill Road is a two-lane road with a posted speed limit of 35 mph that runs northeast-southwest from downtown Cartersville to Walnut Grove Road. The land uses along Old Mill Road are primarily light industrial and commercial.
- SR 293 (Tennessee Street/Cassville Road): This route is a two-lane road with a posted speed limit of 55 mph that runs northwest-southeast from Kingston to Cartersville to Emerson and beyond. The adjacent land uses are a mixture of commercial, residential, industrial and undeveloped/agriculture.
- Pine Grove/Walnut Grove Road: This is a two-lane road with a posted speed limit of 30 mph. It runs northeast to southwest from Etowah Drive, then northwest to Old Mill Road. The adjacent land uses along Pine Grove are primarily residential with middle, elementary, and primary schools at the intersections of Douthhit Ferry Road and Etowah Drive. There is a mixed-use commercial and residential development under construction in the northeast quadrant of the intersection of Douthhit Ferry Road.
- SR20 (Canton Highway): The SR 20 runs East-west from Rome to Cartersville to Canton and beyond. In the Cartersville area, this road is mostly commercial development, especially near the Cartersville hospital and the I-75 at exit 290. Very little of SR20 is within the City limits.

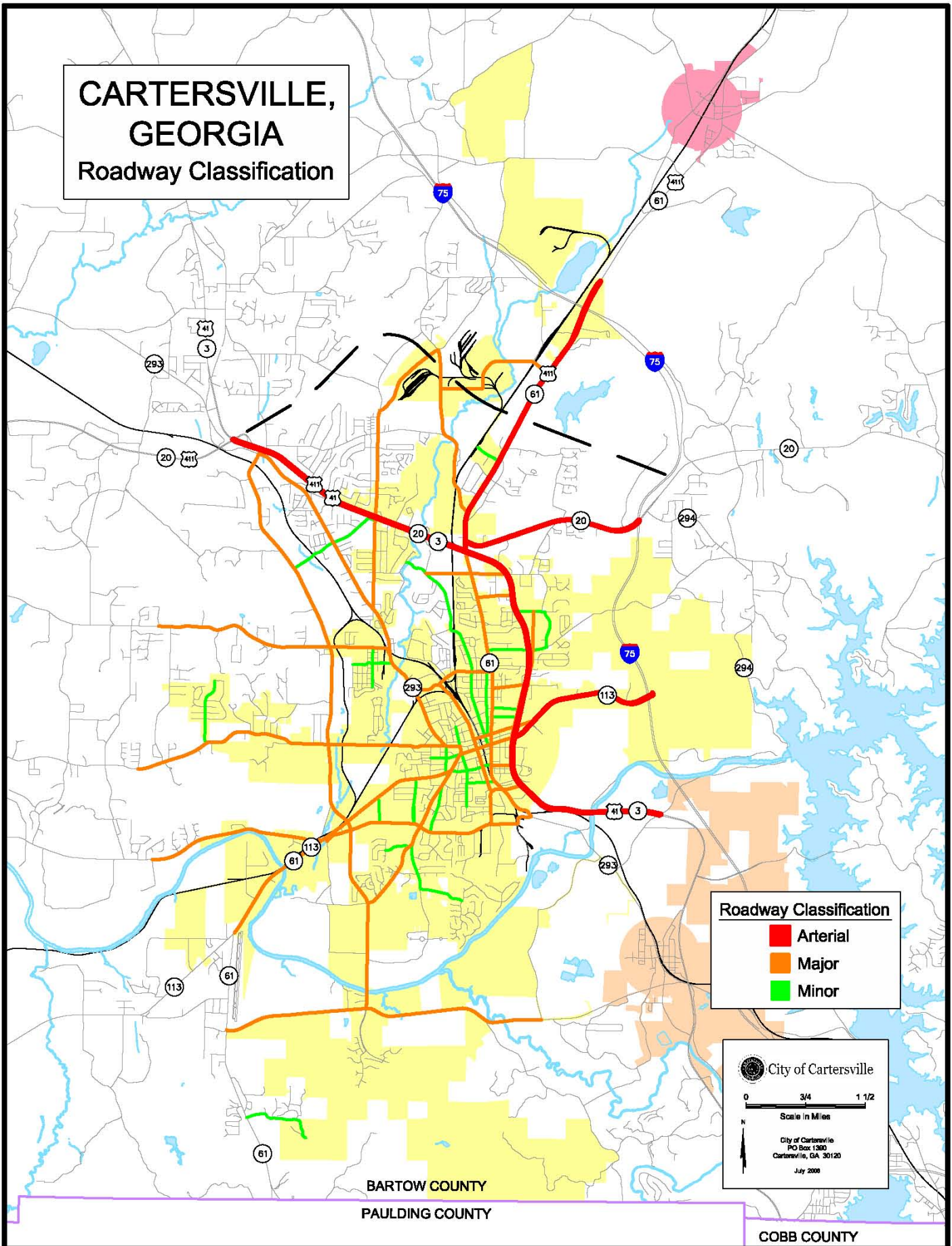
- SR 113: This route runs through the downtown area (Main Street) on an east to west basis, beginning at the I-75 and heading west toward Rome. Land use is a combination of residential and commercial.
- Burnt Hickory Road: This route runs north-south and serves as a connector road on the west side of Cartersville from the south side of town to points north, including access to US 41 North and SR 20/US 441 West. Land use is mostly residential with nodal commercial development. This road is partially within the City and partially in the County.

Collectors

- Etowah Drive: This road runs north to south, beginning downtown at the intersection with Main Street (SR113) and ending near Dillenger Park, the Etowah Indian Mounds and an area of single-family residential development. The road runs through mostly low-density residential properties.
- Porter Street: This road runs east to west, beginning at the intersection with Tennessee Street in a commercial area and ending at Erwin Street in an industrial area. This road runs through an older residential area of single family and multifamily properties.
- Erwin Street: This road runs north to south, beginning at the intersection with Cassville Road (SR 293) in an industrial area and ending at Old Mill Road in an industrial area. This road runs through industrial, older residential, downtown commercial, back to older residential, and then back to industrial properties.
- Martin Luther King Drive: This road runs east to west, beginning at a dead end east of US 41 and ending at a dead end in a mixed-use area of older residential and industrial uses. This road runs through mostly older residential, with some commercial properties.
- Church Street: This road runs east to west, beginning at the intersection with Main Street (SR 113) and ending at Wolford Street, a small road in an older residential area just west of downtown. This road runs through commercial, public/institutional (city and county governments, churches), and older residential areas. This road serves as an important overpass for the railroad downtown to alleviate heavy traffic, especially during morning and afternoon rush hours as well as lunchtime.
- Sugar Valley Road: This road runs east to west, beginning at the intersection with Cassville Road (SR 293) and ending in west Bartow County. This road runs through the older residential area of the ATCO mill village, newer single family residential development, and some commercial development.

CARTERSVILLE, GEORGIA

Roadway Classification



Level of Service

Level of Service (LOS) is a qualitative measure used to describe traffic conditions. There are six Levels of Service, given letter designations, A through F. LOS A represents the best traffic conditions and LOS F represents the worst. Level of Service is a function of traffic demand, roadway geometry (number of lanes, lane widths, etc.) traffic control, vehicular mix, terrain and other factors. These system-wide planning levels of service are based on 24-hour traffic volumes, but imply traffic conditions for peak periods of the day. This type of analysis frequently is used in area-wide transportation studies as an indicator of capacity deficiencies in the roadway network.

Daily traffic volumes were obtained from the GDOT Roadway Characteristics File Highway Database. Interstate 75 is the major traffic carrying facility through the City, with current traffic volumes ranging from 45,000 to 63,000 vehicles per day.

For planning purposes, future projects Level of Service D or better is desirable in urban areas and LOS C is desirable in rural areas.

Intersection Levels of Service are determined a little differently than roadway segments. Deficiencies can be related to capacity, safety, or both. Often the capacity and safety deficiencies are interrelated. Three criteria were used to identify deficient intersections and “spots” (.3 miles or less) within the network:

- Problem locations identified by City staff, officials and the public, for which field surveys were conducted;
- High-crash frequencies compiled from 1995-1997 crash data; and
- Intersections of two or more roads having relatively high daily traffic volumes and/or poor levels of service.

High crash intersections were identified as the following:

- US 41 between Martin Luther King Drive and Church Street;
- SR 293 between Kignston and Tennessee Street (US 61);
- Tennessee Street (SR 61) between US 41 and SR 113;
- Etowah Drive between Pine Grove Road and Glen Cove Drive;

Intersection AM and PM peak hour turning movement counts were recently analyzed as part of the “Traffic Impact Study for the Dellinger Tract,” as referred to and referred to herein. Counts were collected

at 11 intersections on August 31, 2004, and September 1, 2004, and again on September 9 and 10, 2004 for the following intersections:

- SR 61 and Summit Ridge Drive;

Intersection	LOS	
	AM	PM
Douthit Ferry Road at SR 61 (West Avenue)	D	D
Red Top Mt. Rd. at NB I-75	D	F
SR 61 at Old Alabama/Carnes Road	F	C
Source: City of Cartersville-Bartow County Short Term Transportation Study - 1999: Jordan, Jones& Goulding		

- Old Alabama Road and SR 61;
- Old Alabama Road and Douthhit Ferry Road;
- Old Alabama Road and Bates Road;
- US 41 and Red Top Mountain Road;
- I-75 Northbound Ramps and Red Top Mountain Road;
- I-75 Southbound Ramps and Red Top Mountain Road;
- SR 293 and Allatoona Dam Road;
- Douthhit Ferry Road and Pine Grove Road;
- Douthhit Ferry Road and Old Mill Road; and
- Douthhit Ferry Road and SR 61 (West Avenue).

Table 7.2 Roadways and Intersections - Current Identified Issues (1999) City of Cartersville		
Location	Description	Planning Horizon
Center Road	Road Widening	Short
Church Street	Connect to Cassville Road @ Cherokee	Long
Downtown Intersections	Short Radii Corrections	Long
Downtown Railroad Barrier	Options for E-W traffic in Downtown due to tran blockages	Short
Industrial Park Road	Fix horizontal alignment	Short
Main Street @ I-75	Signal warrant analysis	Short
Porter Street Bridge	Signage on Bartow and Main Streets/train	Short
Porter Street Extension	Extend Porter Street to US 41	Long
Terrell @ West Avenue	Consider left turn lane to Terrell Drive	Short
Truck Traffic	Truck route desingation and signage for downtown	Short
West Avenue	Overpass at Railroad	Long
Source: City of Cartersville-Bartow County Short Term Transportation Study - 1999: Jordan, Jones& Goulding		

The turning counts for the above intersections were analyzed for Level of Service. Most of the study intersections are currently operating at acceptable levels of Service during both the AM and PM peak hours, although three intersections were found to have LOS deficiencies. Installation of traffic signals would be expected to mitigate these delays. Studies would be needed to determine if in-

Table 7.3 Selected Intersections Background Traffic LOS (2011) City of Cartersville		
Intersection	AM	PM
SR 61 at Old Alabama/Carnes Road	F	F
Douthit Ferry Road at Old Alabama Road	F	F
Old Alabama Road at Bates Road	F	F
Red Top Mountain Road at SB I-75	F	F
Red Top Mountain Road at NB I-75	F	F
Douthit Ferry Rd. at Walnut/Pine Grove Rd.	F	D
Douthit Ferry Road at SR 61 (West Avenue)	D	E
Source: City of Cartersville-Bartow County Short Term Transportation Study - 1999: Jordan, Jones& Goulding		

stallation at these locations are warranted.

As part of the public input and transportation study, several potential deficiencies were identified. A summary of these site investigations for the City of Cartersville, their probable causative factor and potential corrective measures are listed as follows:

Cherokee Avenue

- Bartow Street Intersection—Peak hour congestion is experienced. All approaches are one lane, with a STOP control. A signal warrant study should be conducted to determine the feasibility of installing a traffic signal.
- Cassville Road/Fite Street/Wofford Street—Safety and congestion problems due to this effectively being a five-legged intersection. Sight distance restrictions on the SB Cassville Road approach contribute to a high accident rate. A signal warrant study should be conducted. In addition, the feasibility of lowering the crest vertical curve on Cherokee Avenue west of Cassville Road should be examined.

Etowah Drive

- Old Mill Road Intersection—Peak hour congestion associated with school traffic. All approaches are one lane. The roadway should be widened to add turn lanes on approaches and signalized.

North Erwin Street

- Porter Street Intersection—Accident problems due to sight distance restrictions. The intersection is located in a combined horizontal and crest vertical curve. Vegetation on the west (inside horizontal curve) side of North Erwin obstructs vision for NB vehicles. Install flashing lights.

Tennessee Street

- Felton Road—Safety and sight distance restrictions. There is a crest vertical curve on Tennessee Street, just north of Felton Road. In addition, signals are not configured to provide protected left turn phases on Tennessee Street Approaches. The crest curve on Tennessee Street north of Felton Road should be lowered and signals modified to include protected dual left turn phases. “Intersection Ahead” signs should be installed on Tennessee Street.

West Avenue

- Fite Street—Accidents and peak hour congestion due to heavy traffic on West Avenue. There is a STOP control on the minor street (Fite Street) only. A signal warrant study should be conducted to determine feasibility of installing traffic signal. Also, the possible closing of portions of Fite Street should be investigated.
- Terrell Drive—Peak hour congestion due to turning movements and no separate turn lanes. The road should be widened in order to add WB left turn lanes.

Truck Traffic

- Etowah Drive and Main Street—Problems with truck routing through this corridor, which is narrow and mostly residential. Lack of positive guide signing and delineation results in truck drivers making wrong turns.

Sugar Valley Road

- Overall roadway capacity is low.

Old Alabama Road

- The eastbound and westbound approaches to the intersection of Old Alabama Road and SR 61 are currently operating at a Level of Service F in the AM peak hour. A traffic signal would be expected to mitigate these delays.
- The Peak hour delays at Old Alabama Road and SR 61 are expected to increase unless additional traffic control signals are installed at the following intersections:
 - Old Alabama Road and SR 61;
 - Douthhit Ferry Road and Pine Grove Road;
 - Red Top Mountain Road and the I-75 ramps; and
 - Old Alabama Road and Bates Road.

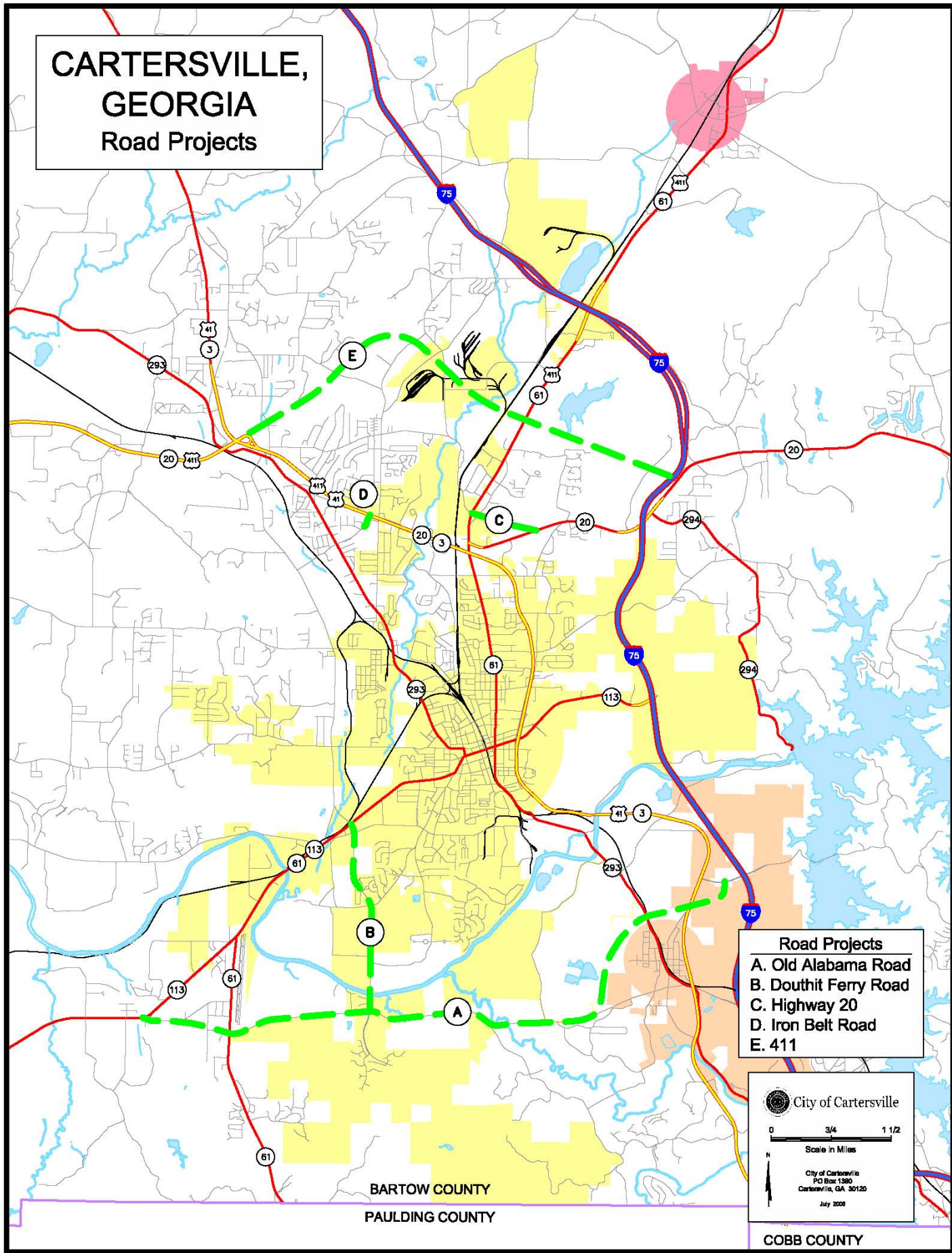
Douthhit Ferry Road

- The intersection of Walnut/Pine Grove Road and Douthhit Ferry Road will operate with unacceptable delays by the year 2011 with the existing four-way stop sign control. A traffic signal would be expected to mitigate the delays.
- The intersection of Douthhit Ferry road at SR 61 (West Avenue) is expected to operate with unacceptable delays by the year 2011. In addition to the planned widening Douthhit Ferry Road to four through lanes through the intersection with SR 61 (West Avenue), the addition of a southbound right-turn overlap phase would be expected to mitigate the delays.


Red Top Mountain Road

- At the intersection of the I-75 northbound exit ramp and Red Top Mountain Road, the northbound left turn existing movement is currently operating at a level of service F in the PM peak hours. A traffic signal would be expected to mitigate these delays.
- Both the northbound and southbound ramps of I-75 at Red Top Mountain Road will be expected to operate with unacceptable delays in the peak hours, unless traffic signals are installed.


CARTERSVILLE, GEORGIA Road Projects



- Road Projects**
- A. Old Alabama Road
 - B. Douthit Ferry Road
 - C. Highway 20
 - D. Iron Belt Road
 - E. 411


City of Cartersville
 PO Box 1380
 Cartersville, GA 30120
 July 2006

0 3/4 1 1/2
 Scale in Miles

N


BARTOW COUNTY
PAULDING COUNTY

COBB COUNTY

Future Conditions

In addition to the Transportation Plan, a traffic impact analysis was completed in September 2004 in anticipation of a major development proposal. This study not only looked at the impacts of the specific large development proposal, but at existing conditions and future background volumes that included the recently permitted Carter Grove development. This large development will contain 3,335 single-family homes and approximately 214,000 square feet of retail space on the south side of Old Alabama Road. Build out is anticipated in the year 2011.

Adjustments were made to the calculated background volumes to account for the expected reassignment of east-west traffic from the existing SR 113 (West Avenue) to the Emerson Bypass and improving Old Alabama Road. Since Old Alabama Road is to be extended west to SR 113, adjustments were also made in the projected volumes at the SR 61 intersection.

An annual growth rate of 2% was applied to the existing volumes for 21 and 23 years and added to the total of traffic volumes expected from both the proposed project and the previously approved adjacent development. These derived volumes were then compared to the 2025 and 2027 design volumes provided for the improvements to Old Alabama Road and the construction of the Emerson Bypass. Additions and reassignments of turning movement volumes were made to the background volumes, where possible to approximate the design volumes in the years 2025 and 2027.

Using the above methodologies, the Level of Service at each of the selected intersections was determined for the City with the existing lanes and controls, except for the intersections of the Emerson Bypass. As presented in Table 7.4, most selected intersections are expected to operate at unacceptable Levels of Service during both the AM and PM peak hours in 2011 without improvements.

Intersection	LOS	
	AM	PM
SR 61 at Old Alabama/Carnes Road	F	F
Douthit Ferry Road at Old Alabama Road	F	F
Old Alabama Road at Bates Road	F	F
Red Top Mountain Road at SB I-75	F	F
Red Top Mountain Road at NB I-75	F	F
Douthit Ferry Rd. at Walnut/Pine Grove Rd.	F	D
Douthit Ferry Road at SR 61 (West Avenue)	D	E

Source: City of Cartersville-Bartow County Short Term Study - 1999: Jordan, Jones and Goulding

Capacity Assessment

The latest traffic impact analysis are based on the programmed construction of the Emerson Bypass from Red Top Mountain Road (existing I-75 Interchange) with an overpass at US 41, a grade-separated interchange at SR 293, and continuation as Old Alabama Road to existing SR 113 west of SR 61. In conjunction with the widening of this portion of Old Alabama Road to four lanes, it is assumed that left and right turn lanes at the intersections will be constructed. Because of the large volumes of existing vehicles on the northbound I-75 ramps turning left on Red Top Mountain Road, traffic signals will probably need to be installed at the intersections of both ramps with Red Top Mountain Road. The timing of these signals should be coordinated. In addition, the stop sign control of eastbound Old Ala-

bama Road at SR 61 will need to be changed when Old Alabama Road is widened to four lanes and extended west to existing SR 113. This should result in more vehicular trips through this intersection on Old Alabama Road and less trips on SR 61, resulting in the potential need for a traffic signal. Signal warrant studies would be needed to determine if signals should be installed.

Douthhit Ferry Road is also analyzed in the widened configuration as a four-lane road from Old Alabama Road to SR 61 (West Avenue) with left and right turn lanes at intersections and a traffic signal installed at the intersection with Walnut/Pine Grove Road (currently controlled by a four-way stop sign).

■ Commute Characteristics

Cartersville and Bartow County's economic development opportunities are a regional draw, via I-75. Although there is still cross commuting in and out of the City, Cartersville residents, have more economic options within their boundaries than many other communities do. Still, in 2000, 50% of Cartersville commuters work outside of Bartow County. This statistic alerts us to the possibility of a population, education, skill, job availability mismatch.

■ Alternative Transportation

The City is in the process of developing a system of connectivity between neighborhoods and public facilities and destinations. Currently the City requires all new subdivisions to construct sidewalks on one side. The City is also investigating the impacts of requiring sidewalks on both sides, and its impact on the size of required right-of-way. The State of Georgia has designated two bicycle paths through the county. One path (State Bicycle Route 70) runs from the Cobb County line to Emerson, where it turns west to Stilesboro and connects to State Bicycle Route 70, which connects Euharlee, Kingston and Adairsville.

The following are proposed in order to provide alternative mode connectivity:

- Tennessee Street north or Porter Street—Pedestrian safety is an issue, due to lack of sidewalks. Worn pathways are visible along both sides of Tennessee Street. Sidewalks should be constructed along both sides of Tennessee Street between Porter Street and Felton Road.
- Complete the Dellinger Park multi-purpose trail with turn lanes between Pine Grove Road and Etowah Drive;
- Serve all schools with bike lanes within a one mile radius;
- Develop a multi-use trail on Woodland Drive at Euharlee Road;
- Retrofit ADA on all sidewalks; and
- Require all new road improvements to provide sidewalks and bikelanes and to connect, where appropriate, into existing systems.

Streetscape Projects

In early 2005, the City initiated the Main Street Streetscape project from Tennessee Street to Bartow Street utilizing GADOT TE funding. This project was esti-

mated to cost \$625,000 and to be completed in 2006. The project concept is to unify the downtown streetscape, following a 6-block Main Street gateway corridor that runs through the heart of the historic downtown business district. Enhancements include new sidewalks, installation of historic style streetlights with new electrical service underground, street furniture (benches, trashcans, bicycle racks), improve handicapped accessibility and additional landscaping. This project has been endorsed by the Bartow County Chamber of Commerce, Downtown Development Authority, Bartow County Commission and the business owners along Main Street. General public information meetings have also been held.

Public Transportation

Except for the City's efforts on improving interconnectivity, public transportation options are currently limited. Bartow Transit provides limited transit service within Bartow County. The program is sponsored by GDOT. Its service includes transportation for senior citizens throughout the County to local shopping centers, and grocery stores, as well as senior citizen centers. The following are objectives that the City would like to examine further during the planning horizon.

- Develop a city/county system or join into the MARTA system - a feasibility study needs to be conducted;
- Look into the possibility of commuter rail; and
- Look into the possibility of a Trolley Service—downtown people mover.

■ **Railroads**

In addition to roads, Cartersville is benefited by the location of rail service. CSX owns the rail lines that converge in the downtown area from the north, northwest, southwest and southeast. The existing rail lines in Cartersville are comprised of the Etowah Line, the W and A Line, and the Cartersville Subdivision Line. All these lines are in use. The 1998 figures reveal that 76 million tons of gross freight is transported between Atlanta and Chattanooga.

- Etowah Line – 89.3 miles in length and connects Cartersville to Etowah Tennessee;
- W and A – 122.3 miles in length and connects Marietta to Chattanooga; and
- Subdivision Line – 22.8 miles in length and connects Cartersville to Rockmart.

Rail traffic causes delay for drivers in the downtown area due to frequency of at-grade intersections. It is estimated that 55 to 60 trains transverse the city during the peak season and as many as 90 trains per day can be entering/leaving Cartersville during peak economic conditions. There have been accidents at several at-grade crossings over the last decade. The worst of these crossings is Cook Street with three accidents in the past 10 years.

■ **Airport**

A third component of the City's transportation system is its airport. Cartersville-Bartow County has a single public airport located southwest of the City. The airport is classified as B-II, allowing for small recreational and business airplanes.

The Airport has a significant economic impact of over \$15 million to the local community. The airport serves as an important economic recruitment asset in attracting new businesses to our area as well as maintaining and expansion of existing businesses.

An Airport Layout Plan was approved by the FAA in May of 1997. The plan includes adding 750 feet to the runway, extending a parallel taxiway, adding hangars and an access road, and removing an existing hanger within the building restriction line. The runway extension has been completed making the runway length 5,750 feet long; however, because of obstacles to the south, a displaced threshold is used, making only 5,000 feet available for landing from the south. The full 5,750 runway can be used for take-offs and landing from the north.

The keep pace with the County's growth rate, airport expansion is imperative to the economic growth of the community. The Airport is currently at full capacity and needs to be able to grow with the community. The following capital improvements are planned:

- 2007--\$350,000 for drainage analysis, design/documents for a detention facility and construction of an apron;
- 2008--\$345,000 for land acquisition of east terminal area;
- 2009--\$578,000 for construction of a taxiway and of Corporate Hanger #3, East Terminal Apron – Phase I;
- 2010--\$1,01,000—Access road to north and east apron and partial parallel taxi-way to runway 19 on the east side; and
- 2011--\$375,000—Apron and hanger taxi lanes expansion and partial parallel taxiway to runway 01.

Intergovernmental Coordination

The City is not an island. It is a primary goal to work with surrounding governments and entities for mutually beneficial solutions. Intergovernmental cooperation and the identification regional needs is important for quality of life, as is taking advantage of the availability of regional resources.

■ Adjacent Local Governments

Cartersville is within Bartow County. Bartow County is located adjacent to the counties of Cobb, Gordon, Floyd, Pickens, Cherokee, Paulding and Polk. Many of these adjacent counties are used for comparison in the tables and figures within this report. In addition to Cartersville, there are six other municipalities: Euharlee, Emerson, White, Taylorsville, Kingston and Adairsville. These six municipalities are participating in a Joint Comprehensive Plan with Bartow County. Although the City is completing a stand-alone plan, the City is an active participant in the Joint Planning Process, and will continue to work diligently during this process to assure that service delivery, boundaries and adjoining land use are coordinated.

Particular attention will be given to the relationship between the City of Emerson and Cartersville. Issues such as annexation boarders, the provision of public utilities and a coordinated transportation system will be addressed during this update.

Bartow County

The City participated with Bartow County on a countywide Strategic Plan in 2000. As part of this plan, efforts have been underway between Bartow County and the City to implement HB 489 and to provide all residents with more efficiently operated governments. These efforts are ongoing to assure the citizens that the highest level of efficiency will be obtained and maintained in government operations for the benefit of all. To compliment this process the City Council meets yearly for a visioning retreat to review and update the existing strategic plan. Other planning initiatives in which the City participates with the County are affordable housing, senior services and health care.

Emergency Medical Services (EMS), 911 Service, rescue services, and jail facilities are provided to Cartersville by Bartow County. All prisoners from Cartersville and the other cities and unincorporated areas in Bartow County are housed in the Bartow County jail, built in 1992. Bartow County charges the City \$18.00 per prisoner per day for this service.

Paulding County

Cartersville currently has a development agreement with Carter Grove Plantation, LLC to perform project transportation improvements from the impact of their development. This major development project is close to the Paulding County line and will be affected by traffic from this development. Therefore, the transportation plan for this project was developed in coordination with Paulding County.

■ **Independent Special Authorities and Districts**

- Chamber of Commerce;
- Development Corporation of Bartow County, a nonprofit agency affiliated with the Etowah Area Housing Authority;
- Cartersville/Bartow County Convention & Visitors Bureau;
- Historic Societies;
- Active Neighborhood Associations—Waterford and Wellington;
- DDA; and
- North Avenue Revitalization Task Force.

■ **Schools and School Boards**

- City of Cartersville;
- Bartow County;
- Highlands College; and
- North Metro Tech.

■ **Federal, State or Regional Programs**

- Coosa Valley RDC;
- Cartersville-Bartow County JDA;
- DCA Housing Assistance;
- HUD—First Time Homebuyers Program; and
- DCA Resource Team.

STWP Accomplishments

The 1991 Bartow County Joint Comprehensive Plan was prepared using the planning process required by the Minimum Planning Standards and Procedures. Based upon the statement of goals and policies, a strategy to put the plan into action was prepared as the City's STWP. A full and detailed listing of this short-term work program is provided following this summary. Based on the Plan, the following completed projects include:

- Developed information packets for industrial recruitment efforts.
- Created incentives to support downtown development.
- Participated in Statewide red carpet industrial tour.
- Conducted a community-wide manufacturing survey.
- Adopted measures that comply with the Georgia Department of Natural Resources for protecting wetlands, water supply watershed, and groundwater recharge areas.
- Adopted a Solid Waste Management Plan.
- Completion of the GA 113 connector 4-lane highway from US 41 to I-75.
- Reconfigured the intersection of SR 61/113, West Ave., and Etowah Dr. to improve East-West traffic flow.
- Reconfigured the intersection of Old Mill Rd. and Etowah Dr. to improve traffic flow in this area adjacent to Cartersville Elementary School. In addition, curb and gutter and sidewalk improvements have been added to Old Mill Rd.
- Developed additional recreation areas and facilities.
- Completed a new middle school.
- Expanded the natural gas system.
- Expanded the Wastewater Treatment Plant.
- Placed the E-911 system online.
- Revised the City zoning ordinance.
- Updated building inspection program to comply with State Minimum Standard Codes.

In addition, based on the Plan, the City continually collects background information on such factors as population, economic development, natural and historic resources, community facilities, housing and land use. City officials assess these factors to determine their adequacy in light of projected population increases and anticipated development patterns.