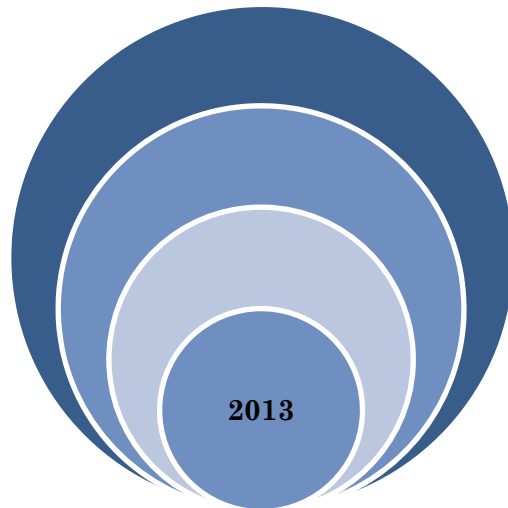




**Cartersville  
Downtown Master Plan 2024**



**Prepared by:**  
Cartersville Downtown Development Authority and Planning & Development staff  
Exhibit "B"





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## INTRODUCTION

The Downtown Master Plan 2024 is intended to be used by City Council and Downtown Development Authority (DDA) leaders to enhance downtown and encourage private investment. Downtown is built on a firm foundation which is the result of strong, collaborative leadership. The plan combines past planning efforts, stakeholder input, evaluation of programs & facilities, and the desire to be flexible given that market conditions continually change.

The plan has been created through a community-based process involving residents, downtown merchants & property owners, DDA board members, and elected officials. Input was obtained through surveys, stakeholder meetings, and interviews. The plan envisions a safe, clean, and beautiful downtown for dining, shopping, living, and enjoying attractions and nightlife.

Based on survey results, stakeholder comments, and DDA input, priority and secondary recommendations have been proposed. However, the priority recommendations have been established for 2014 only. DDA creates an annual Main Street Work Plan, submitted to the Georgia Department of Community Affairs on or before December 31<sup>st</sup>. As part of implementation efforts for the master plan, DDA Board members will annually incorporate portions of this plan into the Main Street Work Plan based on the priorities of the DDA Board in future years.

DDA has chosen to oversee implementation of the Downtown Master Plan. The DDA Board will meet on at least a quarterly basis to review items related to this plan and the Main Street Work Plan. DDA staff will keep minutes of its proceedings. DDA Board meetings will be open to the public. A majority of the members will be a quorum for the transaction of business. The DDA Manager or his/her designee will serve as the secretary for the DDA Board in its meetings related to this plan and the Main Street Work Plan. The DDA Manager or his/her designee will serve as a liaison between the DDA Board and City Council in matters related to this plan.

It will be the responsibility of the DDA Board and/or DDA staff to study, investigate, and further develop and administer the Downtown Master Plan and all legally appropriate implementation tools. The DDA Board will consider, investigate, make findings, and report and recommend upon any special matter or question coming within the scope of its work. Any proposed initiative (program, project, incentive, etc.) must be reviewed by the City Attorney; will be subject to funding availability; and must be approved by Council. All means to reduce barriers to development should be reviewed. Successful implementation depends on cooperative efforts between downtown merchants & property owners, local leaders, and citizens.

## EXECUTIVE SUMMARY

Based on survey results, stakeholder comments, and input from DDA representatives, priority recommendations for 2014 are the following:

- The former fire station should remain City property and be reused, potentially for special events, offices, and/or residential lofts.
- DDA and City leaders should review existing codes for possible changes that could encourage downtown to become a dynamic district for restaurants, retail, nightlife, and more temporary events.



- DDA leaders should coordinate and promote smaller, niche events (Bluegrass & Folk festival and possibly an arts expo are examples) each year to attract targeted groups.
- DDA and City leaders should continue to encourage commercial trucks to use routes around downtown by means such as adding signs on Main Street, Old Mill Road, Burnt Hickory Road, and Douthit Ferry Road.
- DDA and City leaders should coordinate efforts with representatives of Booth Western Art Museum, Bartow History Museum, Grand Theatre, Legion Theatre, and others to discuss ways to promote downtown arts. Examples include art exhibits, sculptures, small outdoor theatre and musical performances, and murals.
- DDA and City leaders should work to implement free, secure Wi-Fi access downtown.
- DDA and City leaders should install aesthetically-pleasing directory signs. Wayfinding signs directing visitors to public parking should also be installed.
- DDA and City leaders should continue to promote small-scale flowers and potted plants for businesses. For trees, the recommendations of the Community Forest Management Plan for downtown should be followed. A new landscape design plan should be created.
- DDA and City leaders should improve the Church Street Bridge and Under-the-Bridge areas. By working on functional and aesthetic improvements, this area will continue to be a focal point. Under-the-Bridge could be closed to traffic for events or permanently.

Secondary recommendations for 2014 are the following:

- DDA and City leaders should work with various groups (Bartow County, Chamber, interested citizens committee, etc.) to plan for one or two parking decks.
- DDA and City leaders should improve the quality of public spaces downtown. Friendship Plaza should include a covered pavilion and should link to the fountain area.
- The former police station should be sold for redevelopment.
- DDA and City leaders should continue to investigate the feasibility of a train whistle quiet zone for the crossings at Cherokee Avenue, Main Street, Leake Street, and West Avenue. The crossing at Carter Street may also be appropriate as a quiet zone.
- DDA leaders should promote downtown to visitors of the LakePoint development.
- City leaders should encourage downtown residential through density bonuses.
- Cartersville Police should promote the feeling of a safe environment by discouraging vagrancy, enforcing a low speed limit, and having a sufficient nighttime presence.
- DDA leaders, coordinating with the Chamber and other groups, should promote downtown businesses. Promoting local merchants should be a priority.
- Enlarging downtown may be beneficial. DDA and City staff should contact property owners to discuss the pros and cons of being in the Downtown Business District.
- DDA and City leaders should maintain higher design standards for downtown than for any other area.
- DDA and City leaders should work with representatives of Bartow History Museum, Cartersville-Bartow Chamber, Cartersville-Bartow Convention & Visitors Bureau, and others for strategies related to the promotion of heritage tourism for downtown.
- DDA and City leaders should continue to promote greater pedestrian access and walkability downtown.
- City leaders and CES staff should review the feasibility of continuing efforts to place downtown utilities underground or behind buildings.
- DDA and City staff should encourage outdoor dining areas by working cooperatively with restaurant representatives to coordinate placement of these areas.



## EXISTING CONDITIONS

From its beginnings, Cartersville has benefitted from transportation. Settled in anticipation of the 1840s construction of the Western & Atlantic Railroad, the town was named for Farish Carter, a Georgia entrepreneur. Downtown witnessed skirmishes in 1864 when troops at the depot held off Union forces while fellow Confederates escaped across the Etowah River. After the destruction of Cassville, a new county seat was to be chosen along the rail line - Cartersville or Cass Station. Town boosters swayed voters by offering to raise the \$20,000 courthouse costs, built in 1869.

Downtown grew slowly in the late 1800s but was well-maintained. A major cornerstone of downtown, both then and now, is First Presbyterian Church. Built prior to the Civil War, it was damaged during the war but was repaired and the historic sanctuary remains. In 1885, a second depot was built downtown for the East & West Railroad of Alabama. In 1894, the first outdoor Coca-Cola advertisement was painted on the side of the Young & Mays Drug Store. Visitors from across the South took trains to downtown and journeyed a half-mile west to hear the Methodist preacher Sam Jones speak at his outdoor tabernacle or see his home, Rose Lawn, now a museum.

Many early 1900s buildings now serve as downtown landmarks, including the 1903 gold dome courthouse, 1906 Sam Jones United Methodist church, 1914 former post office, and 1924 Grand Theatre. The town's economy relied on cotton, mining, and American Textile Company (after 1928, Goodyear) mill employment. Dixie Highway, connecting northern states to Florida, was a well-used route through downtown from the 1920s to the '40s.



*Gold dome courthouse*



*Public Square fountain - Grand Theatre in background*

Construction of Allatoona Dam, plus the creation of Lake Allatoona, stimulated the postwar economy. The 1950s and '60s brought industrial growth, providing employment for many residents. Although downtown continued to thrive, competition from outlying businesses began to erode the importance of public square commerce. By the 1970s, shopping centers, supermarkets, and other stores on the four-lane US 41 and other roads drew residents away from downtown.

By the 1980s, Interstate 75 made it easier for residents to choose employment, entertainment, and shopping in Cobb County and Atlanta. In downtown, this period may have marked the low point in the percentage of occupied space and number of prospering businesses. In the early 1980s, the Downtown Development Authority (DDA) was created to spur revitalization.



DDA uses the National Main Street Program approach. This program's success is based on a comprehensive strategy, tailored to local needs, in the *Main Street Four Point Approach*:

- *Design*: Enhance the appearance of downtown by rehabilitating historic buildings, encouraging new construction, developing sensitive design management systems, and long-term planning.
- *Organization*: Building consensus and cooperation among persons involved in revitalization.
- *Promotion*: Marketing downtown's assets to customers, investors, businesses, citizens, 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.

Cartersville Downtown Development Authority (DDA) operates as a function of the City of Cartersville. A full-time DDA manager, part-time assistant, and seven-member appointed board provide a variety of free annual events for the public and tourists to enjoy. DDA provides logistical support and on-site staffing for community events, civic club fundraisers, charity events, and church events held in Friendship Plaza.



In 2002, a Business Improvement District (BID) was passed, which is a special assessment (2.5%) levied against properties and businesses in the district. Approved by a majority of property owners, DDA staff and board coordinate the use of the funds to provide additional services and improvements. The BID was renewed for a 10-year period in 2007.

Monies collected have funded benches, trash cans, and advertising. DDA also offers a sign and façade grant program for businesses that pay their BID millage. For merchants making sign or façade improvements to their business, they may submit a grant application and receive up to \$500 in reimbursement for a sign, and \$1,000 for façade improvements.

The total improvement and activity plan budget for the Business Improvement District is approximately \$24,500 as of 2013. The proposed budget consists of the following components:

- *Downtown Improvements*: 50% of the total budget; covers the sign and façade grant program as well as other enhancements to downtown.
- *Downtown Promotion*: 35% of the total budget; covers the image, communications, marketing, and economic development program.
- *Management and Reserve/Contingency*: 15% of the total budget; covers the staffing costs for management of the day-to-day BID activities and a contingency.

DDA oversees the staffing of the Cartersville Welcome Center. DDA also works to educate business owners about available Federal and State grant and loan opportunities.

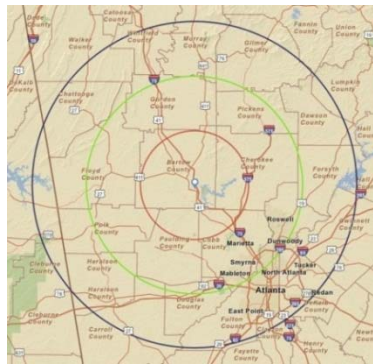


DDA offers three active committees. The Promotions committee helps promote downtown through organizing co-op advertisements, assembling goodie bags to distribute at events, and coming up with new events and activities that bring people downtown. The Design & Outreach committee works to continually improve the overall look of downtown, and also ensures that businesses stay informed through outreach. The Economic Restructuring committee assists with new business recruitment and keeping existing businesses informed on available loan and grant opportunities.

Since 1990, Bartow County has nearly doubled – 2013 county population is just over 100,000 and Cartersville has approximately 20,000 residents. Cartersville remains the county’s economic hub, and commercial growth has occurred throughout the city. Local leaders continue to pursue excellence in quality of life by having a large and well-maintained parks & recreation program, high-achieving City schools, and industrial recruitment to give citizens the option of working near home. Cartersville was selected for the 1993 edition of *The 100 Best Small Towns in America*, and in 2011 as one of the Southeast’s friendliest towns by *Blue Ridge Country Magazine*.

In recent decades, community leaders, downtown merchants, and property owners have renovated structures, improved infrastructure, and opened businesses catering to after-hours demands. Two significant landmarks, the Grand Theatre and Legion Theatre, were renovated in the 1990s. The addition of Booth Western Art Museum and Under-the-Bridge redevelopment in 2003 helped revitalize downtown. In 2011, despite being in the midst of a national recession, DDA reported that 80 new jobs were created and 20 new businesses opened downtown.

A significant factor related to downtown since 2000 is the place of residence of persons who eat in downtown restaurants, visit Booth Museum, and shop in stores. In the 1980s and ‘90s, downtown had a more office-oriented mix in which someone using a service was more likely to be a Bartow County resident. In the 21<sup>st</sup> Century, residents of all adjacent counties spend money downtown. In 2010, City officials obtained 2014 market forecast data from the Environmental Systems Research Institute (ESRI). Starting from the intersection of SR 113 and US 41 (just east of downtown), the following was predicted for areas within 15, 30, and 45 miles of the benchmark:



2014 Market Forecast	Radius: 15 Miles	Radius: 30 Miles	Radius: 45 Miles
Total Population	412,013	1,920,807	4,629,191
Housing Units	155,878	781,218	1,899,343
Median Household Income	\$81,013	\$75,588	\$70,334
Median Age	34.8	35.6	34.7
Population by Race/Ethnicity (largest groups)	White 83% Black 8% Hispanic 8%	White 72% Black 16% Hispanic 11%	White 58% Black 28% Hispanic 12%



Census 2010 lists the median City resident age as 35.9, with 52% females and 48% males. The average age of residents is increasing (35.9 in 2010, 35.6 in 2000, 35.2 in 1990). The largest ethnic groups are White (70%), Black (18%), and Hispanic (11%). For Cartersville residents age 25 and older, 80% are high school graduates, and 20% have obtained a bachelor’s degree. Between 2000 and 2010, City population grew from 15,925 to 19,731, a 19.3% change. However, the greater Cartersville area (defined by the US Census) grew from 33,685 to 52,477, a 55.8% change.

The Downtown Business District (DBD) has defined limits for regulation and identification as a unique location in Cartersville. In January 2013, a total of 229 units were identified. Of the total units, 167 or 73% were commercial spaces. For commercial, 24, or 14% of these spaces, were vacant. For residential, there were 37, or 16% of the total, units identified. Institutional or other uses represented 25 units, or 11% of the total. The database of uses is included as an appendix.

## DOWNTOWN SURVEY

In early 2013, over 300 people responded to a downtown survey. There were 336 responses to at least one question, and 288 people responded to all questions. The survey was distributed to downtown merchants & property owners, City Council members, DDA board members, and interested residents. The survey was published on the City website, [www.cityofcartersville.org](http://www.cityofcartersville.org), and Downtown Facebook page, <https://www.facebook.com/cartersvilledowntown>.

The responses helped City and DDA staff better understand the qualities of downtown that are important to stakeholders and citizens as well as the challenges and opportunities for the future. Below are the results for the multiple-choice questions. The final question, an open-ended request for comments, is discussed in the SURVEY AND STAKEHOLDER COMMENTS section.

1. The best thing about downtown is:

• Restaurants .....	114	(35.1%)
• Museums .....	83	(25.5%)
• Stores .....	60	(18.5%)
• Special Events .....	39	(12.0%)
• Nightlife .....	8	(2.5%)
• Other .....	21	(6.5%)

There was no consensus on this question.

2. When considering the things to do downtown, is there anything missing?

• There are not enough ___ downtown .....	158	(50.2%)
• Downtown has a good balance .....	98	(31.1%)
• Neither good nor bad .....	59	(18.7%)

A majority of respondents stated that there was something missing. Most common responses:

- Not enough Nightlife / entertainment (51)
- Not enough Family-friendly activities & entertainment (12)
- Not enough Diverse, quality stores (11)

If downtown becomes a unique entertainment district, it might need separate regulations and/or incentives from other parts of town. One example might be an ordinance allowing open containers during special events when a section of downtown would be blocked off to traffic.





3. How useful are downtown wayfinding/public signs in helping locals & visitors find services, parking, etc?

• Helpful .....	130	(43.6%)
• Neither helpful nor unhelpful .....	98	(32.9%)
• Not helpful .....	70	(23.5%)

There was no consensus on this question. However, respondents stated that there were not enough wayfinding/public signs or that existing signs were not in the most visible/useful locations.

4. When promoting downtown, what is the most important to be promoted?

• Local places to enjoy dining, shopping, nightlife ....	189	(56.3%)
• Heritage tourism (including museums) .....	86	(25.6%)
• Special events .....	41	(12.2%)
• Other .....	20	(6.0%)

A majority stated that local businesses, given the choices, were most important to be promoted.

5. Would you support or oppose enlarging the Downtown Business District?

• Support .....	205	(71.2%)
• Neither support nor oppose .....	49	(17.0%)
• Oppose .....	34	(11.8%)

A majority of respondents stated that they would support enlarging the boundaries of downtown. However, multiple respondents stated that limited expansion would be preferable.

6. Do you feel safe downtown?

• Yes .....	264	(86.3%)
• Neither safe nor unsafe .....	26	(8.5%)
• No .....	16	(5.2%)

A high number and percentage of respondents stated that they felt safe downtown. However, several respondents stated that night-time safety and vagrancy were still concerns.

7. Put the following in order of importance from 1 to 5, with 1 being most important: (results show what respondents chose as first in importance)

• Design/look of buildings and signs .....	107	(34.9%)
• Traffic issues .....	93	(30.3%)
• Mix of uses .....	53	(17.3%)
• Parking .....	44	(14.3%)
• Other .....	10	(3.3%)

There was no consensus. City and DDA staff were surprised that the largest number of respondents stated that the *Design/look of buildings and signs* was highest in importance and that only a small number of respondents stated that *Parking* was highest in importance to them.

## CITIZENS SURVEY

The National Citizen Survey™ (NCS) is a collaboration between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS provides a survey of resident opinions about community and services provided by local government. In 2013, as in every other year since 2003, a random selection of Cartersville residents completed the NCS. A total of 322 completed surveys were obtained with an overall response rate of 29%.



Most questions were citywide – however, a few were downtown-specific. Residents were asked to rate their feelings of safety downtown. Most gave positive ratings. Daytime sense of safety was better than nighttime safety.

#### RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

	2013	2011	2009	2007	2005	2003
Safety in Cartersville's downtown area during the day	93%	94%	93%	89%	94%	95%
Safety in Cartersville's downtown area after dark	72%	68%	70%	66%	66%	63%

#### 2013 COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	<u>National comparison</u>	<u>Southern region comparison</u>
In Cartersville's downtown area during the day	Similar	Similar
In Cartersville's downtown area after dark	Above	Above

#### 2013 CUSTOM QUESTION

Properties in Cartersville’s downtown business district are eligible for special grants and loans from various agencies including the Cartersville Downtown Development Authority. These properties pay a supplemental property tax dedicated to funding design and façade improvements in the district. Would you support or oppose expanding the boundaries of the downtown district?

	<u>Percent of respondents</u>
Strongly support	41%
Somewhat support	44%
Somewhat oppose	11%
Strongly oppose	4%
Total	100%

The results of this question were significant in that 85% of respondents stated that they would *Strongly support* or *Somewhat support* expansion of the downtown business district.

### SURVEY AND STAKEHOLDER COMMENTS

City and DDA staff received comments about the existing conditions downtown and suggestions for future priority actions as part of the following:

- Downtown Survey completed in early 2013.
- Citizens Survey completed in early 2013.
- Four (4) stakeholder meetings held in mid-2013.
- Interviews with 25 downtown property & business owners and local leaders held in mid-2013.

Multiple responses are listed below. The responses helped determine consensus on priority recommendations for future downtown projects and actions by City and DDA leaders:

- Need less offices and more places to spend money / mix of uses / destination / entertainment (35)
- City should keep, reuse old fire station potentially for offices; events in bay area; lofts (22)
- Need more smaller, niche events to attract target groups - arts festivals; wine & cheese events; St. Pat's Day party; food cook-offs; bluegrass and other types of music events; etc. (20)
- Allow alcohol-friendly temporary events / festivals / block parties (with rules and clean-up) but not more full-time bars – do not reduce required percentage food sales for businesses (20)
- Large trucks need to use alternate routes – need better signage on roads such as Old Mill Rd, E. Main St, Burnt Hickory Rd, Douthit Ferry Rd (18)



- Parking deck(s) needed – could have two-story deck on City property between Erwin St and Public Square and two-story deck on County lot between Cherokee Ave and Main St (17)
- Promote arts downtown – draw from Booth, have arts events, allow wall murals, etc. (17)
- Sell the old police station building (or demolish it) and lot for private redevelopment (15)
- Train whistle quiet zone must be adopted before DBD really takes off (15)
- Temporarily or permanently close off Under-the-Bridge area from Museum Dr to Gilmer St for pedestrian access. DDA to improve area - benches, lighting, flower vases, fountain, etc. (14)
- Find ways to connect LakePoint to downtown - marketing at location, any way DDA could promote downtown to visitors (12)
- Develop Friendship Plaza into a better venue with larger amphitheater and pavilion and expand it to better connect with the fountain area (11)
- For Church St bridge, improve look - decorative lights; paint bridge and columns; maybe ivy or murals on columns; improve walkability / pedestrian access (11)
- Allow more residential through density by right or with incentives (11)
- Free Wi-Fi for downtown district should be a priority (9)
- Keep Cartersville classy / well-designed / architecturally compatible (9)
- Eliminate hazardous brick planters and recover previous parking spaces (9)
- Safety is critical for businesses to flourish and pedestrians to want to walk downtown – maintain strong police presence and enforce very low speed limit (9)
- Consistently promote a *Buy Local* campaign on an ongoing basis (8)
- Need to promote walking downtown and improve areas where there is broken sidewalk, disconnected areas – especially Main St crosswalks (8)
- Clearly define and publicize the Downtown Business District. If expansion is desired, it should be limited in area and based on property owner request (8)
- Need viable boutique hotel that would have a restaurant on ground floor (8)
- Encourage trees, bushes, and other greenery / beautification in appropriate places (8)
- Car shows and other large events are good as long as an outside group manages them; DDA should just coordinate the process of ensuring that the group is responsible (7)
- Historic Preservation to help encourage / maintain quality in design and redevelopment based on acceptable materials is good / appropriate for downtown (7)
- Need better public signs in downtown, including pedestrian-scale directory signs and signs directing visitors to free parking areas (7)
- Downtown should be promoted for heritage/history but also being dynamic, progressive (7)
- Need Sunday business hours to draw more people downtown (6)
- Expand downtown in several areas potentially and have boundary on both sides of the street – north to Howard St, south across Leake St, east across Tennessee St, west across Bartow St (6)
- Balance appeal to tourists while also keeping locals coming back downtown (6)
- Keep existing max three (3) stories downtown building height – do not allow taller buildings (6)
- Place all utility lines underground downtown and add decorative light poles (5)
- Build stronger relationships among all businesses (5)
- Make downtown more business-friendly with less restrictions (5)
- Demolish old fire station and use area for parking or build replica of 1917 portion for offices (5)
- Good models for downtown: Acworth, Dahlonaga, Roswell, Woodstock (5)
- Put white twinkle lighting on trees for nighttime. Businesses could sponsor trees (4)
- County should sell or lease the former First Baptist Church property – building could be restaurant in old sanctuary, offices or lofts in main part; rear parking could be parking deck (4)



- Put pole banners on City utility and decorative light poles – maybe sell ad space to businesses but DDA would need to have trial period; might end up better as overall downtown promotion (4)
- Music continuously played throughout downtown through speakers on existing decorative light poles would be good (4)
- Parking deck is not needed – there are some currently underutilized parking lots (4)
- Do not expand downtown – keep it a unique, defined area (4)
- Need LED/electronic/neon signs downtown (3)
- Keep the ball rolling - changing customer attitudes downtown - more options now than before (3)
- Landlords should take good care of their buildings – helps entire district since restored buildings have higher occupancy rates (3)
- Downtown should be promoted more as a whole and less for individual businesses (3)
- Street vendors/artists would bring in people who would also shop/dine at existing stores (3)
- Need to expand and better promote the Farmer’s Market (3)
- Downtown concerts need to occur as part of the First Friday series (3)
- Billboard near I-75 advertising downtown would be good (3)
- Need better DDA signs for historic downtown – especially if it gets listed on National Register (3)
- Need better day-to-day communication, relationships between DDA, Chamber, City-County Economic Development, Booth Museum, Grand Theatre (3)
- DDA should better educate residents, businesses about what it does and does not do (2)
- Street vendors would have a negative impact on bricks-and-mortar businesses (2)

## PRIORITY RECOMMENDATIONS

### Former Fire Station

The former fire station (adjacent to City Hall) was evaluated. A majority of stakeholders recommended that the building and lot remain City property. City leaders, property owners, and merchants stated that vacancy of this prominent Public Square building was negatively affecting downtown. Efforts should be made to increase its viability as a usable structure. Also, many people stated that the older portion of the building, constructed around 1916, was worth saving. The building should be reused, potentially for special events, offices, and/or residential lofts.



*The old fire station was an important part of downtown; if appropriately reused, it could be again.*



**Recommendation:** The short-term goal is to improve the rear portion, added in the 1970s, to be used for special events. The rear portion includes the bays in which fire trucks formerly parked. With the large doors open, this space and the adjacent outside area could be used in sunshine or rain, hot or cold weather. DDA is sponsoring a trial event in late 2013 – a bluegrass festival with a stage inside this area. As an economic development project, improvements to better utilize the former bay area for temporary events may be an appropriate investment for upgrades such as better handicapped accessibility and restroom facilities.



*Reused former fire stations in Houston and Chicago*

**Recommendation:** The long-term goal is to stabilize the older section of the building. Consensus was obtained that public offices and/or residential lofts may be appropriate if overflow public space is needed or if there is market demand for residential units in the building. A majority of persons interviewed stated that it would be inappropriate to demolish or sell the structure.

### **Temporary Events**

Survey respondents and stakeholders stated that downtown needs to continue to evolve from the office-oriented environment of the late 20<sup>th</sup> Century into a dynamic district for restaurants, retail, and nightlife. As part of the desire to have a vibrant downtown, it may be appropriate for City leaders to review possible code changes to help promote temporary events. Written and enforced clean-up policies would be necessary. Based on survey results and interviews, there was consensus that stakeholders did not wish to ease alcohol restrictions full-time for businesses. Many stakeholders stated that downtown should not be filled with late-night bars.

**Recommendation:** City leaders, DDA board members & staff, and the City Attorney should review potential code changes to help promote temporary events. Downtown merchants and property owners should be notified in advance of possible changes.

### **Events**

Many stakeholders stated that DDA staff and board members should not solely focus on event management. During interviews, merchants and community leaders noted that, when DDA staff is responsible for directing larger events such as car shows and significant festivals similar to Taste of Bartow/Taste of Cartersville, staff gets stretched to the limit and other duties may be neglected.



Recommendation: DDA leaders should coordinate and promote smaller, niche events each year rather than one or two mega-events to attract targeted groups. Stakeholders listed the following as examples of possible niche events for downtown: arts expos showcasing adult talent and artwork of schoolchildren; the Cartersville Bluegrass & Folk festival; and a food-and-wine event. Large events, if desired, should be managed by private or non-profit organizations to maintain event viability. DDA leaders should evaluate on an annual basis the merits of monthly events (First Friday Downtown) and events that occur at various times during the year (concert series).

Example: The Main Street Music Festival in Albertville, Alabama began in 2010 (<http://www.mainstreetmusicfestival.com>) and has grown as a free event that includes national, regional, and local acts playing mostly Country and Christian music.

### **Commercial Truck Traffic Downtown**

Transportation helped establish Cartersville in the mid-1800s and has fueled growth ever since. Although residents and merchants understand the economic benefits of having a heavy-traffic arterial thoroughfare (Main Street) running through the middle of downtown, there is consensus that commercial truck traffic should use alternate routes. The initiative to encourage alternate routes was included in the DDA 2013 Main Street Community Work Plan. The need for large truck diversion was expressed in the downtown survey comments as well as in stakeholder interviews.

Recommendation: City and DDA leaders should continue to encourage commercial trucks to use alternate routes by means such as adding signs on Main Street, Old Mill Road, Burnt Hickory Road, and Douthit Ferry Road.

### **Arts Promotion**

Stakeholders noted that DDA leaders should promote arts in ways such as encouraging exhibits by adults and school children; encouraging murals (where appropriate); adding sculptures; and having tie-in projects with Booth Western Art Museum and Bartow History Museum. Arts promotion also includes music and theatre activities. The 2013 DDA Main Street Community Work Plan states: *Paint bridge columns; add murals and art projects.* The City Short Term Work Program 2013-2017 states that leaders should develop a public art program.



Cartersville Vision 2030 states the following: *Encourage Cartersville as a cultural arts community (museum, music, theater).* The Cartersville Comprehensive Master Plan 2030 recommends the following: *Develop a public art program for civic facilities and public spaces. Encourage and promote art appreciation and galleries.*



*Artist in Fredricksburg, Texas, a “Western Arts Town”; Sculpture in Scottsdale, Arizona*

**Recommendation:** Promoting public arts programs, murals, and other art projects have already been included in the 2013 DDA Main Street Community Work Plan and 2013-2017 City Short Term Work Program. However, stakeholders noted that murals should be reviewed for appropriateness based on location, context, and other factors. City Council should review and approve any proposed downtown mural prior to installation. DDA leaders should meet with Booth Museum and Bartow History Museum representatives, artists, school representatives, interested local merchants, City leaders, and others to discuss ways to promote downtown arts. Options include arts-related marketing; temporary and permanent arts exhibits; arts events; a public arts initiative; small outdoor theatre and musical performances; and tie-ins with Booth Museum.



*Some cities, like Winston-Salem, NC, brand a specific section of their downtowns as arts districts*



*Arts promotion includes a variety of activities, including local music; wall mural in Santa Fe, NM*

**Examples:** The Kingsport, TN Public Arts Initiative (<http://publicart.kingsporttn.gov/>) includes temporary and permanent artwork downtown and in other visible locations. Another example is Fredericksburg, TX, which markets itself as a “Western Art Town” as a way to draw tourists to see more than just its Pacific War Museum and heritage sites (<http://www.visitfredericksburgtx.com/>). Art galleries are open late on the First Friday of every month; two arts events are held annually; and the town has an Arts Guild and an Artists’ School. The Winston-Salem, NC Downtown Arts District (<http://www.dadaws.org>) is a section of downtown promoted by an arts-minded coalition that raises awareness of events and businesses.

### **Municipal Wireless Network (Wi-Fi)**

During stakeholder interviews, several leaders stated that free Wi-Fi for the Downtown Business District should be a priority. Municipal wireless network (Municipal Wi-Fi, Muni Wi-Fi or Muni-Fi) is the concept of turning an entire city into a Wireless Access Zone, with the ultimate goal of making wireless access to the Internet a universal service. This is usually done by providing municipal broadband via Wi-Fi to large parts or all of a municipal area by deploying a wireless mesh network. The typical deployment design uses hundreds of routers deployed outdoors, often on poles. The operator of the network acts as a wireless internet service provider.



*Examples of Wi-Fi using routers deployed outdoors, often on poles*





As of 2013, cities in the United States with municipal Wi-Fi include:

- Charleston, SC (free public Wi-Fi downtown)
- Hattiesburg, MS (free Wi-Fi downtown and in some intown residential areas)
- Kennesaw, GA (free Wi-Fi downtown and in parks, info from [www.kennesaw.com](http://www.kennesaw.com))
  - o The Kennesaw Wi-Fi network provides wireless Internet access free. You can check your email, browse the internet, access online classes, or communicate with the office.
  - o Kennesaw Wi-Fi hotspots are available in downtown near the train depot as well as Adams Park and Swift-Cantrell Park. To access the free wireless service, you must have your own wireless laptop or wireless device such as a PDA or iPhone. You also need to fill out a free registration form in order to obtain a username and password.
- Newton, NC (western NC, free Wi-Fi downtown and in parks)
  - o (info from [http://www.newtonnc.gov/departments/information\\_systems](http://www.newtonnc.gov/departments/information_systems))
  - o The City of Newton is committed to the development of a free outdoor Wi-Fi Internet Service in the downtown business district, city facilities, and city parks.
  - o City Wi-Fi project goals: attract more customers downtown, support small businesses, encourage use of public parks & facilities, enable citizens to access City services online.
  - o You need a functioning device (laptop computer, smart phone, iPad, etc.) with a properly configured wireless network adapter. Scan for Wi-Fi networks. Connect to "City of Newton Free". You must acknowledge the City's Internet use policy.
  - o All traffic transmitted between the City's Wi-Fi nodes and the internet is secure and encrypted. However, it is not possible for the City to protect you against malicious theft or the interception of data once you are on the Internet.
  - o The Internet connection for the Wi-Fi uses the same Internet filter that is in place for City employees. Adult content, gambling, virus/spam and other sites are not viewable.
  - o The City does not have access to your computer or collect any personal information of users connecting to the Wi-Fi. The system does however collect computer information such as type of computer, operating system, and Wi-Fi usage.
  - o City staff does not provide any technical support with this access. There are local computer service providers that can assist you with computer's wireless adapter.
  - o The City's Wi-Fi was constructed primarily for outdoor access. However, in some locations the signal is strong enough to reach indoors.
  - o Wi-Fi connections are terminated after four hours. The user must reconnect to continue.
- Peachtree City, GA (free Wi-Fi in City Hall/library plaza area and in parks)
- Ponca City, OK (north-central portion of state, citywide free Wi-Fi)
- Statesville, NC (western NC, citywide free Wi-Fi)

In 2013, Cisco Corporation issued a report regarding the evolution of municipal wireless networks: Wireless broadband initiatives for cities are receiving significant attention today. However, while some major cities have already announced citywide wireless networks, the market for municipal wireless broadband is still in the early stages. Most of these large networks will almost certainly experience numerous changes before they are fully deployed. Most of the existing municipal wireless networks are located in small rural towns and support a single application. The business models and the infrastructure technology for municipal wireless networks are still evolving at a rapid pace and are converging on a managed-service or public/private partnership model.

Factors driving the current evolution of municipal wireless networks:

- Mobility- Users are accustomed to mobile voice and now expect data access as well.
- Availability of Wi-Fi technology- Wi-Fi costs continue to drop, and Wi-Fi is increasingly built into smaller, more mobile devices such as phone handsets and portable games.



- Broadband evolution- The performance expectations of broadband access keep increasing, as a richer set of Internet applications consume more bandwidth.
- Cost of a wireless data bit- Broadband data consumes more bits than voice on digital wireless networks. Lower-cost wireless data bit is required for mobile broadband services users expect.
- Ubiquity of IP access- Different wireless access technologies such as 3G/4G cellular, digital cable, and WiMAX are all converging on IP, just as Wi-Fi and Ethernet did.
- Wireless spectrum availability- Success of wireless broadband in unlicensed bands has prompted regulatory agencies to make more of the unlicensed spectrum available. New licensed bands are also becoming available, as unused bands are being reallocated for new services.

#### Conclusions:

- Municipal wireless networks are just getting started. The broad market for citywide wireless infrastructure is still ahead. The first wave of municipal wireless used single-radio Wi-Fi mesh infrastructure. It validated the technology and helped cities and service providers define business models. This market is bigger than Wi-Fi access or Wi-Fi mesh.
- As municipal wireless networks evolve, they become multipurpose. Citywide wireless network infrastructure will support multiple applications. The same network that delivers automated meter reading for the utility company and mobile communications for police and fire can offer free Internet access in public parks, residential broadband, or commercial VoIP services in a city.
- Wireless mesh networks will help reduce the cost of the wireless data bit. Wireless mesh backhaul enables practical deployment of micro-cells for Wi-Fi, cellular, and WiMAX.
- Municipal wireless networks will increasingly be run by commercial service providers. A citywide broadband wireless infrastructure can augment the existing business of service providers and help them compete in the rapidly changing telecom business. Municipal wireless networks can be a mobility play for fixed-line service providers or a way to leverage both licensed and unlicensed spectrum to meet the needs of an increasingly bandwidth-hungry user base.
- The complexity of these citywide networks calls for the sophisticated management, security, and deployment capabilities that service providers already employ in their other networks. Service providers will require carrier-grade infrastructure hardware, end-to-end quality of service, client and infrastructure security, and centralized management and deployment tools.

Recommendation: DDA representatives have included a Wi-Fi initiative as a short-term priority. DDA leaders should discuss with City Council and staff the feasibility of implementation and other factors related to having free, secure Wi-Fi downtown. Merchants and other stakeholders should be notified and/or involved if this initiative becomes a priority. If this initiative occurs, it may need to be completed in stages – first for the Public Square, and later for the entire district. Merchants and other stakeholders could help determine priority locations – for example, one hot spot could be Booth Museum and Under-the-Bridge areas.

#### **Directory & Wayfinding Signs**

Downtown attracts visitors from adjacent counties, other areas of metro Atlanta, and beyond. People unfamiliar with Cartersville should be able to easily find their destinations (Booth Museum, restaurants, etc.) and available parking. Stakeholders noted that there was a need for better public signs downtown, including pedestrian-scale directory and parking signs.

It is essential that DDA and City leaders have ongoing efforts to improve signage into and around downtown. Gateway signs are critical to help identify and distinguish downtown from other parts of town. Finding one's way into downtown is also an issue. Although east-west traffic naturally flows through downtown on Main Street (SR 113), visitors coming into town from SR 20, US 41,



and US 411 may have difficulty finding downtown. DDA and City leaders should coordinate with GDOT to place signage to guide travelers from these highways into downtown.



*Wayfinding signs may be appropriate to help visitors find destinations and parking*

**Recommendation:** DDA leaders should work with City leaders, downtown merchants, and property owners to obtain aesthetically-pleasing directory signs. DDA leaders should also consider adding gateway signage. Wayfinding signs directing visitors to public parking should be installed in appropriate locations. The following City Short Term Work Program 2013-2017 recommendation should be used: *Create destination signs pointing to and from points of interest.*

### **Landscaping / Greenery**

Stakeholders noted that trees, bushes, and other greenery / beautification should be planted downtown - in appropriate places. During interviews, many persons lamented that the brick planters were often being hit, and that parking spaces could be recovered in locations where City staff was spending time repairing damaged planters. Merchants mentioned the desire to balance landscaping with visibility of downtown signs.

DDA Board members stated that careful consideration needed to be made regarding location and type of new tree plantings. A new landscape design plan could offer guidance for the entire district rather than on a tenant-by-tenant basis. Overall, stakeholders stated that plantings should give an aesthetically-pleasing appearance while being manageable and small in size.



*Appropriately located trees, bushes, flowers, and potted plants improve downtown's appearance*



**Recommendation:** DDA and City leaders should continue to promote small-scale flowers and potted plants for each business. DDA leaders should work with a landscape architect, certified arborist, or other qualified professional to create a new downtown landscape design plan.

### **Church Street Bridge and Under-the-Bridge areas**

The Church Street Bridge, serves as a functional but unappealing overpass to relieve traffic congestion from the Cherokee Avenue and Main Street rail crossings. By completing aesthetic upgrades, the ever-improving north side of downtown will continue to be a focal point of the area.



*Church Street Bridge*

**Recommendation:** Priority should be given to take down the cobra-head style lights and replace them with decorative lights similar to those on Public Square. Painting and/or pressure washing the bridge and columns should also be completed.

**Examples:** In Mt. Pleasant, Michigan, funding for bridge painting came from merchants, residents, non-profit groups, the local government, and the Michigan Department of Transportation (MDOT). Bridges have also been painted in Austin, Texas and in downtown Frederick, Maryland.



*Community Bridge Mural in Frederick, Maryland and painted bridge in Austin, Texas*

By working on aesthetic improvements, the Under-the-Bridge area will continue to be a focal point of downtown. Although DDA leaders would take the lead role, City leaders would need to be actively involved. Potential stakeholders include Booth Museum representatives, downtown merchants, and others. This area could be closed to traffic permanently to provide additional



outdoor dining space, benches, a fountain, or other feature. As an alternative, closing this area more frequently for temporary events would stimulate a mix of activities Under-the-Bridge.



*Under-the-Bridge is a unique downtown section where more temporary events may be appropriate*

**Recommendation:** DDA leaders should form a coalition group to plan for improvements to the Under-the-Bridge area. Benches, flower vases, a fountain, or other features are options. Besides using DDA funds, sources such as merchant funding, individual donations, non-profit funding, and grants DDA may be appropriate. Consensus was obtained that, whether permanently or more often for temporary events, the Under-the-Bridge area should be closed to vehicular traffic. If permanent closure is the goal to be pursued, closure of this area should be given a one-year test for City and DDA leaders, as well as property and business owners, to better understand the potential long-term effects of this closure. Analysis of potential traffic and parking impacts would be needed.

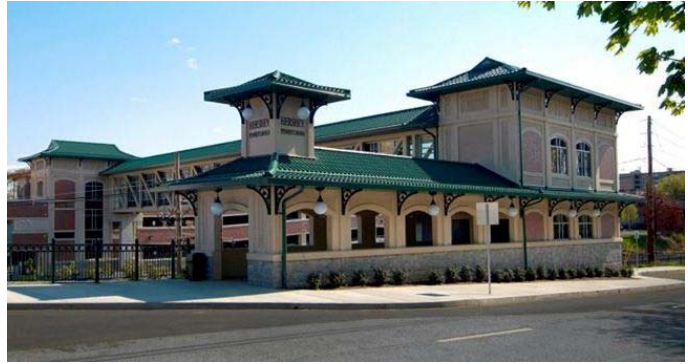


*Examples of dining area in former parking space in California and under-the-bridge in Arizona*

## SECONDARY RECOMMENDATIONS

### Parking Deck

Based on survey results, parking may not currently be the most important concern for downtown. Better signage and understanding of available public parking would help the perceived concern. In addition, some stakeholders noted that visitors should be encouraged to spend time downtown, and that the existing time-limit parking may discourage visitors from spending more time shopping, dining, etc. However, many stakeholders stated that leaders should plan for future construction of one or two parking decks. While not needed in 2013, decks would be needed in 2024. Cartersville Vision 2030 recommends the following: *Build a parking deck - blended into downtown.*



*Many stakeholders stated that, by 2024, at least one parking deck would be needed.*

As of 2013, there are no parking studies to review. The reasoning behind statements in favor of parking decks varied. Some stakeholders noted that there was a perceived advantage in having decks for visitors – examples in Georgia were Rome, Carrollton, and Newnan. Some stakeholders stated that, if downtown continues to become a destination for attractions and restaurants, there may be more employees and users than for stores or offices, resulting in a need for more parking.



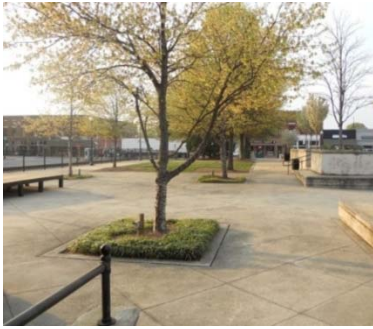
*Possible two-story deck locations: Erwin St City property and Cherokee Ave County property*

**Recommendation:** Leaders from the City, DDA, Bartow County, Chamber, and stakeholders should coordinate long-term planning efforts for one or more parking decks. Traffic and parking studies would be needed – DDA leaders have identified the need for a traffic study in the 2013 Main Street Community Work Plan. One possibility is to build a two-story deck on City property between Erwin St and Public Square beside the former fire station. A second location would be on the Bartow County lot between Cherokee Ave and Main St (behind the former First Baptist Church).

### **Friendship Plaza and Fountain Park**

Friendship Plaza is a public space that extends from the train depot to Main Street. The area contains items such as a monument, memorial, flagpole, plantings, and benches. The space is maximized when used as a music venue and for other temporary events.





*Friendship Plaza*

**Recommendation:** Installing a covered performance pavilion at Friendship Plaza has already been placed on the list of items to complete for the 2013-2017 City Short Term Work Program. DDA also listed this project as one of its priority items in the 2013 Main Street Community Work Plan. DDA leaders should complete a feasibility analysis based on cost, potential space that may be used, and best functional space for performers and attendees. The platform may need to be enlarged to provide a larger performing area; DDA leaders have proposed a 22 feet x 20 feet stage (two feet wider than current one). The seating area may need to be enlarged to provide for larger crowds.



*Covered pavilion in Rockmart, GA – roof shingles similar to depot; recalls early 1900s bandstand*

Fountain Park was established when the circa 1916 City Hall (former fire station) was built. The area was enlarged in the 1920s and reduced in the 1960s to allow for additional parking. A reproduction of the original fountain was constructed in the 2000s, and picnic tables and decorative lighting were placed in the area. Office workers, visitors, and others now enjoy this area. Many stakeholders noted that it may be appropriate to extend the pedestrian area from the fountain to Cherokee Avenue to better connect the fountain to the depot and Friendship Plaza.



*Fountain Park area today and as it appeared in the early 1900s*



**Recommendation:** The pedestrian feel of Friendship Plaza should be extended toward the fountain. Although Cherokee Avenue separates the fountain from the depot and Friendship Plaza, these spaces could be better linked by providing pedestrian space in the seven parking spaces adjacent to the railroad tracks from the fountain to Cherokee Avenue. Any reduction in the number of parking spaces would need to be based on additional spaces first becoming available elsewhere downtown.

The following project is proposed:

- *Phase One:* City demolishes vacant City-owned former dentist building (below, at left) in between City Hall and former Fire station. City reconfigures adjacent parking area to add parking spaces.



- *Phase Two:* City cordons off the area including the seven (7) parking spaces between the fountain and Cherokee Avenue. Cordoning is decorative and strong black metal that can be removed during temporary events. This area becomes a one-year test area for pedestrians only. City places black metal benches and planters on top of the pavement.
- *Phase Three:* If the one-year test does not hamper commerce and is successful in drawing pedestrians to safely congregate without causing a nuisance, City would consider sponsorships, grants, etc. to fund efforts to make the area a pocket park.



*Pocket Park examples in downtown areas*

### **Former Police Station**

The former police station (corner Main St and Bartow St) was evaluated. This intersection serves as a western gateway into downtown, defining or reinforcing features that create a sense of arrival. This gateway is important because it creates a visual footprint of character - it is usually the first experience for the visitor when entering downtown after having driven through the historic West End residential area. A majority of stakeholders stated that the structure, built in the 1960s as a funeral home, did not contribute significantly to the character of downtown.





A majority of stakeholders stated that the property could be sold and redeveloped privately. A portion of the building is currently occupied by municipal court and local probation services. Stakeholders expressed hesitation about the City participating in / funding public redevelopment of the building, and stated that private investment / new infill would be appropriate.



*Former police station property*



*Infill concept from Comprehensive Plan 2030*

**Recommendation:** The short-term goal is for municipal court and local probation services to remain in the former police station. The structure and lot should be maintained so that this western gateway into downtown does not have a negative impact on the area. The long-term goal is for City leaders to sell or lease the property. Any potential sale or lease would need to be based on a design proposal for new infill development that would be aesthetically appropriate for downtown. Consideration should be given for proposals that maximize the lot and offer the potential for uses that could provide significant benefits. A majority of stakeholders noted that preferred uses include space for a boutique hotel, restaurant, and/or residential. By 2024, if the building is determined to be a liability, City and DDA leaders could determine that demolition is necessary. The lot could be used as a park or, if needed, extra parking.



*The former 1966 downtown Aurora, Illinois police station was demolished and will be a park.*

### **Train Whistle Quiet Zone**

Survey results and interviews with stakeholders reveal that there is consensus that, if downtown was a train whistle quiet zone, it would help encourage more residential development. As a quiet zone, downtown would be easier to enjoy outdoor dining, concerts in Friendship Plaza, and discussions among friends. However, based on discussions with community leaders who are knowledgeable on this subject, there may be no federal or state funding assistance at this time.



*Occurring 50 or more times per day downtown, train sights and sounds are common.*

Leaders from nearby cities are working on locally funded initiatives. Below is a July 10, 2013 article from the *Marietta Daily Journal*:

Mayor Steve Tumlin wants to use part of a proposed \$68 million redevelopment bond to spend on silent railroad crossings downtown. To make all seven city railroad crossings quiet zones would cost about \$3.4 million, city manager Bill Bruton said.

Locomotive engineers begin to sound train horns at least 15 seconds in advance of all public grade crossings, according to the Federal Railroad Administration. Municipalities may stop the train horn noise by creating quiet zones where railroads are directed to cease routine sounding of horns when approaching public highway-rail grade crossings. To establish a quiet zone, a municipality must take steps to mitigate the increased risk caused by the absence of a horn.

“The cost in making quiet zones is rebuilding the gates and the railroad signals at each location,” city engineer Jim Wilgus said. In July 2012, at the request of Tumlin, City Council formed a citizens’ committee charged with examining issues impacting downtown. The group, chaired by Kee Carlisle, is the Vision 20/20 Committee. Carlisle said his group wants quiet zones at five of the crossings.

Councilman Johnny Sinclair said he believed many residents would love having the quiet zones. Sinclair also thought it was something the city would do eventually anyway. “I can’t think of a singular action by the city that would make it a more pleasant place to be,” Eubanks said. “Downtown is one of the defining characteristics of the city of Marietta. It makes sense to me.”

Committee member Carey Cox cited the positive impact quiet zones would have on downtown businesses, residences and churches. “If you have dined outside, attended a concert outside or gone to for example the Presbyterian Church, (the train horn) is a dominating negative feature of the Square, and the impact of it going away would be much more positive than people realize,” Cox said.

Acworth is also examining making its railroad crossings quiet zones. Acworth has five crossings. Mayor Allegood has estimated the conversion of each crossing will cost about \$1.2 million. Acworth and Marietta would join other cities in Cobb with silent crossings, including one crossing in downtown Powder Springs which is in the process of becoming a quiet zone. In unincorporated Cobb, there are two quiet crossings in Vinings, one in Smyrna, and two in north Cobb.

**Recommendation:** The City Short Term Work Program 2013-2017 states that the effort to obtain a quiet zone downtown should continue. City leaders and interested stakeholders should investigate the feasibility of a train whistle quiet zone for crossings at Cherokee Ave, Main St, Leake St, and West Ave. Progress of efforts to secure quiet zones in Acworth and Marietta should be monitored.



## Connecting LakePoint to Downtown

As of 2013, the LakePoint Sporting Community & Town Center (<http://www.lakepointsports.com/>) has been realized in architectural renderings and civil plans, but only grading has occurred. In 2024, however, much of this mega-development is likely to be completed. The development would be less than 10 miles from downtown. If even a small percentage of the estimated visitors venture north from Emerson, the impact would be significant. In the 2013-2017 Cartersville Short Term Work Program, community leaders were advised to promote sports-based tourism. The City Comprehensive Master Plan 2030 noted that promoting sports tourism should be a priority.



*LakePoint logo and rendering*

**Recommendation:** Downtown data should be easily accessible to LakePoint visitors. DDA staff and board members should work with Chamber, Visitor's Bureau, and Economic Development representatives to determine the best method of reaching visitors.

## Living Downtown

Since the mid-2000s, downtown mixed-use buildings have been allowed by right as part of the Zoning Ordinance. However, there are still only a small number of units in the area. As of 2013, there are less than 40 residential units downtown. Cartersville Vision 2030 recommends the following: *Encourage development of areas that inter-mix residential and commercial uses.* Density bonuses for quality new downtown residential developments may be appropriate. The viewshed of downtown, however, should not change. Based on stakeholder input, the current maximum building height of three (3) and one-half stories or 45 feet should remain.



*Downtown residential examples*



**Recommendation:** The current Zoning Ordinance allows a maximum of 14 units per acre for condos and apartments. The DBD section of the ordinance should be amended to allow 28 units per acre if the following items, taken from the Cartersville Comprehensive Plan 2030, are met:

1. Materials such as brick, natural stone, glass, clapboard and hard coat stucco are appropriate as the exterior cladding. Vinyl siding shall not be used on new infill residential development.
2. Sufficient daylight access, whether through windows or otherwise, must be provided to all new residential units. Courtyard configuration and building massing must maximize sun access to courtyard level including terracing of upper levels on the south side of courtyards. Where courtyards or light wells exist in adjacent developments, new developments must link open space with adjacent courtyards or light wells, yet maintain privacy.
3. Ventilation must be considered in the design of the building/space. Mechanical ventilation of commercial space (where present) must be exhausted at a location having the least impact on residential livability. This should ideally be at the roof, especially for restaurant kitchen exhaust.
4. Acoustic qualities must be considered in the design of the building/space. Orient bedrooms away from noise sources, provide mechanical ventilation (to allow choice of keeping windows closed), and use sound-deadening materials and techniques. Noise generated by the development itself, such as parking and loading activities, exhaust fans, and restaurant entertainment, must be mitigated by location and design.
5. Privacy and security must be considered in the design of the building/space. Unit orientation, window placement and screening must be used to enhance privacy. New development must provide a secure environment through attention to principles of crime prevention through design. Buildings must maximize opportunities for surveillance of sidewalks, entries, circulation routes, semi-private areas, and parking entrances. Avoid blind corners and deeply recessed entries. Visibility into stairwells and halls is desirable. Laundry facilities, amenity rooms and storage rooms should be grouped together and visible for surveillance.

## **Public Safety**

Based on survey results, citizens, merchants, and property owners feel safe downtown. However, the goal for this unique part of town is for persons of all ages and genders to feel safe to enjoy downtown at all hours. Public safety downtown is based on crime statistics, experiences of residents, and perceptions of visitors familiar with downtown areas in other parts of Georgia as well as other states. In addition to having a safe Public Square, critical for the success of downtown is enhancing safety in the neighborhoods within walking distance of Main Street.

**Recommendation:** Cartersville Police Department (CPD) officers should continue to monitor downtown (and roads that border the Downtown Business District) at all times to discourage vagrancy and to continue to have a sufficient nighttime presence when there is less traffic flow. If desired, it may be appropriate for merchants, DDA leaders, and other interested persons to meet with CPD officers to discuss public safety concerns specific to downtown. CPD officers are also asked to enforce a low speed limit in this area.

## **Promotion of Local Businesses**

Stakeholders noted that local business promotion should be a priority for downtown, as these restaurants, services, and shops help give downtown an authentic identity.



*Local business promotion has been identified as a priority initiative*

**Recommendation:** The 2013 Main Street Community Work Plan identifies the following initiatives related to local business promotion: *Coordinate co-op ads in North Georgia Living; First Friday events; Promote Merchant of the Month; Promote Small Business Saturday/shop local for holidays; Welcome packet for new businesses.* DDA leaders should work with Chamber representatives to use the existing Buy Bartow campaign for local business promotion. Local business promotion efforts, however, should be modified based on the desires of downtown merchants. DDA staff and board members should discuss needed goals with business owners for the best use of time and resources.

### **Expanding the Downtown Business District**

Enlarging the Downtown Business District (DBD) may be beneficial, based on survey results and input from stakeholders. Cartersville Vision 2030 states the following: *Encourage expansion of the downtown district.* When asked to name particular areas that might be appropriate to add to the downtown district, stakeholders stated most often that downtown could expand east adjacent to Main Street toward US Highway 41. After this section of town, the properties of Tabernacle Baptist Church (northeast of downtown) and properties southeast of downtown were mentioned. Any expansion would likely need property owner approval.



*Stakeholders mentioned that lots near Main Street east to US 41 could be in the downtown district.*

**Recommendation:** City and DDA staff should contact property owners adjacent to the district boundaries and discuss the pros and cons of the district.



## Appearance of Buildings and Signs

The appearance of buildings and signs, based on survey results and input, is critical to downtown's success. The Downtown Business District is the only part of town that has distinct standards in the Sign and Zoning ordinances. Stakeholders stated that higher standards should be maintained.



*Examples of signs that may be inappropriate downtown*



*Examples of infill buildings that may be appropriate downtown*

**Recommendation:** City and DDA leaders, in cooperation with merchants and property owners, should review existing standards to ensure that new signs, new infill, and changes to buildings are in keeping with the desire for higher quality in design than for any other part of town. If changes are needed to the downtown standards for signs, a proposal for revisions should be submitted to City Council from the DDA board. The following recommendations of the Comprehensive Plan 2030 are still appropriate: *Materials such as brick, natural stone, glass, clapboard and hard coat stucco should be encouraged as the dominant exterior cladding. Four-sided architecture is encouraged. A variety of materials should be used to provide interest and visual variety.*

## Heritage Tourism

The promotion of heritage tourism was recognized by stakeholders and survey respondents as being important for downtown. The Downtown Business District (DBD) is a designated local historic district. In the 2013-2017 Cartersville Short Term Work Program, community leaders were advised to promote heritage-based tourism. The City Comprehensive Master Plan 2030 noted that promoting historic-based tourism should be a priority.



*Downtown boasts historic landmarks such as the 1869 Courthouse and 1894 Coca-Cola sign.*

Historic resources have been important to Cartersville residents for decades. Since 1972, the Etowah Valley Historical Society (EVHS) has been a leader in promoting historical awareness and preservation in the community. EVHS sponsors an every-other-year Tour of Homes that began in 1983. In 1992, the Heritage Sign Program was established. Cartersville Vision 2030 states the following: *Cartersville will grow as a tourist destination with opportunities for cultural enrichment, including Cartersville's museums, rich history, historic homes and buildings in the downtown area.*

Bartow History Museum, located in the 1869 courthouse, documents the history of the county. Artifacts, photos, documents, and exhibits tell the story of settlement, Cherokee life and removal, Civil War strife, and lifestyles of years past. The museum provides educational opportunities for all ages. Also available is a research library with genealogy records and other data.

In 2000, staff from Kennesaw State University conducted a historic resource survey of downtown area properties and drafted a Historic Preservation Ordinance. The Historic Preservation Division of Georgia Department of Natural Resources approved the ordinance, and City Council adopted the ordinance in 2001. Since 2004, Council has adopted the Downtown Business District and four residential districts – Cherokee-Cassville, Granger Hill, Olde Town, and West End.

Recommendation: City leaders have applied to the National Parks Service (NPS) to list downtown on the National Register of Historic Places. Once listed, this designation should be promoted through marketing and signage. City and DDA leaders should work with Bartow History Museum staff; EVHS representatives; Chamber staff; and Cartersville-Bartow Convention & Visitors Bureau officials for heritage-related strategies for downtown. Tourism development should be promoted through recognition of landmarks that help define the charm and character of the town.

### **Walking Downtown / Pedestrian Access**

Pedestrian ways and streets should be considered in a broad context. They should be a means of circulation that strengthen business centers and link neighborhoods. Roadways, sidewalks and trails should be coordinated in a comprehensive system that assures continuity of circulation. The Cartersville Parks & Recreation Master Plan 2030 recommends greater connectivity of sidewalks and trails from downtown and neighborhoods to parks. Stakeholders noted that there was a need to promote walking downtown and improve areas with broken and disconnected sidewalk. Main Street crosswalks, on certain days and times, were noted as being difficult to cross.





**Recommendation:** In 2013, DDA and City staff, coordinating with GDOT representatives, installed pedestrian crossing signs on Main Street near the CSX rail line. Additional efforts should be made to provide safe crossings and better connectivity downtown. The Cartersville Comprehensive Plan 2030 and Vision 2030 stated: *City leaders should implement pedestrian-friendly streetscape improvements. City leaders should review sidewalk connectivity to assure safe pedestrian linkages downtown. Cartersville should have accessible pedestrian paths to connect downtown to other areas.*

### **Underground Utilities and Decorative Light Poles**

Moving utilities to the rear of buildings or placing them underground, as well as replacing cobra-head lights with decorative lights, were listed as worthwhile initiatives for downtown by several stakeholders. In the downtown section of Comprehensive Plan 2030, the following recommendation was given: *All utilities should be placed underground, and joint trenched where possible.*



*Some downtown utilities are underground or behind buildings, but visible overhead lines remain.*

**Recommendation:** In 2006, Cartersville Electric System staff placed some utilities underground or behind buildings for improved aesthetics. CES staff also removed cobra-head lights and replaced them with decorative poles. City and CES leaders should consider continuing these efforts.

### **Outdoor Dining**

Since 2000, there has been a positive trend in outdoor dining downtown. Newer restaurants as well as long-time favorites have added seating for patrons to enjoy an outside dining experience. This trend should be encouraged by City and DDA leaders.



*Outdoor dining in one of downtown's many patio areas*

**Recommendation:** City and DDA leaders should use the recommendation of the Comprehensive Plan 2030: *Outdoor dining areas should be encouraged and should be used to activate plazas, the edges of open space, building frontages and street frontages.* City staff should work cooperatively with restaurant representatives to coordinate placement of these areas.







## APPENDIX: ADOPTION RESOLUTION

### Resolution No. 24-13

#### A RESOLUTION ADOPTING A DOWNTOWN MASTER PLAN

#### CITY OF CARTERSVILLE, GEORGIA

WHEREAS, the City of Cartersville and Downtown Development Authority (DDA) have prepared a Downtown Master Plan to enhance downtown and encourage private investment; and

WHEREAS, the Downtown Master Plan can be used alone, or in combination with, other local, State, and Federal development and redevelopment tools to support comprehensive planning, revitalize commercial corridors, recruit and nurture small businesses, ensure architecturally compatible infill development, and generate adaptive reuse for old structures; and

WHEREAS, the City of Cartersville has identified the geographic Downtown Business District (DBD) area boundary, and can be described as:

That certain area lying within the corporate limits of the City of Cartersville and being enclosed by the boundary identified in Exhibit "A", City of Cartersville, Georgia Downtown Business District (DBD).

WHEREAS, the Downtown Master Plan has been recommended for adoption by the Downtown Development Authority (DDA) Board to the Mayor and City Council of the City Council; and

WHEREAS, the City of Cartersville desires to work with public and private sector partners to ensure that quality infill development and redevelopment are achieved; and

NOW THEREFORE, IT IS HEREBY RESOLVED, that the Mayor and City Council of the City of Cartersville, Georgia do hereby adopt the attached Downtown Master Plan (Exhibit "B").

This Resolution is adopted this 21<sup>st</sup> day of November, 2013.

/s/ MATTHEW J. SANTINI  
Matthew J. Santini  
Mayor

ATTEST:

/s/ CONNIE KEELING  
Connie Keeling  
City Clerk



# APPENDIX: INVENTORY DATABASE 2013

Downtown Business District properties as of January 2013

Street	Direction	Number	Suite	Occupant	Use	Owner	Owner Address	
Cherokee	E	8		Grand Theater	Institutional	ANVERSE	PO BOX 3248 Cartersville Ga 30120	
	E	104		Etowah Foundation	Institutional			
	W	100		White, Choate, Watkins Law	Commercial	WCW Properties	Po Box 2650 Cartersville Ga 30120	
	W	115		Old Court House	County Government	Bartow County	135 W. Cherokee Cartersville Ga 30120	
	W	112		Bartow County	County Government	Bartow County	135 W. Cherokee Cartersville Ga 30120	
	W	114		Bartow County	County Government	Bartow County	135 W. Cherokee Cartersville Ga 30120	
	W	116	a		Residential	Mary T. Shaw	Po Box 3693 Cartersville Ga 30120	
	W		b		Residential	Mary T. Shaw	Po Box 3693 Cartersville Ga 30120	
	W		c		Residential	Mary T. Shaw	Po Box 3693 Cartersville Ga 30120	
	W	120	a		Residential	Mary T. Shaw	Po Box 3693 Cartersville Ga 30120	
	W		b		Residential	Mary T. Shaw	Po Box 3693 Cartersville Ga 30120	
	W		c		Residential	Mary T. Shaw	Po Box 3693 Cartersville Ga 30120	
Church St	E	4		Bartow History Museum	Institutional	Cartersville Building Authority	Po Box 1390 Cartersville Ga 30120	
	E	10		Meg Pie	Commercial	John Lewis	11 E. Main St. Suite 201 Cartersville Ga 30120	
	E	12		Black Bear Bar	Commercial	John Lewis	11 E. Main St. Suite 201 Cartersville Ga 30120	
	E	14		Appalachian Grill	Commercial	John Lewis	11 E. Main St. Suite 201 Cartersville Ga 30120	
	E	17		Greg's Pawn Shop	Commercial	Doris Taylor	12 Forrest Hills Dr Cartersville, Ga 30120	
	E	18		Culinaria	Commercial	John Lewis	11 E. Main St. Suite 201 Cartersville Ga 30120	
	E	20		Lulu	Commercial	John Lewis	11 E. Main St. Suite 201 Cartersville Ga 30120	
	E	22		Periwinkle	Commercial	John Lewis	11 E. Main St. Suite 201 Cartersville Ga 30120	
	E	24		Asbury Station	Commercial	John Lewis	11 E. Main St. Suite 201 Cartersville Ga 30120	
	E	26		Haigler Architects	Commercial	Haigler Properties	26 E. Church St Cartersville Ga 30120	
	E	28		Willow Day Spa	Commercial	Haigler Properties	26 E. Church St Cartersville Ga 30120	
	E	109		Family Dentistry	Commercial	Northwest Ga. Development	10 Bowens Ct. Cartersville Ga 30120	
	W	100		Sam Jones Methodist Church	Institutional	Sam Jones Methodist Church	100 West Church St Cartersville Ga 30120	
	Erwin	N	1		City Managers Office	City Government	City of Cartersville	PO Box 1390 Cartersville Ga 30120
N		13		Vacant	City Government	City of Cartersville	PO Box 1390 Cartersville Ga 30120	
N		19		Vacant	City Government	City of Cartersville	PO Box 1390 Cartersville Ga 30120	
S		10		Cetti Law	Commercial	William Cetti	PO Box 752 Cartersville Ga 30120	
S		11		Vacant	Commercial	WCW Properties	Po Box 2650 Cartersville Ga 30120	
S		12	a	Occupied	Commercial	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120	
S			b	Laura J Designs	Commercial	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120	
S			c	The Jones Inc	Commercial	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120	
S			d	Eichler, PhD - Psychologist	Commercial	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120	
S		13		Vacant	Commercial	101 W. Main Corp	1 Pembroke Ln Cartersville Ga 30120	
S		16		Vacant	Commercial	Corbitt Properties	Po Box 216 Cartersville Ga 30120	
S		18		Sue Hopkins Yoga	Commercial	Susan Hopkins	PO Box 145 Cartersville Ga 30120	
S		22		Green Leaf Day Spa	Commercial	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120	
S		113		Supervision Services Inc	Commercial	Bockholt & Davis	113 S. Erwin St Cartersville Ga 30120	
S		120		E Street Tavern	Commercial	Providence Management	PO Box 1711 Cartersville Ga 30120	
S			Apt1		Residential	Providence Management	PO Box 1711 Cartersville Ga 30120	
S			Apt2		Residential	Providence Management	PO Box 1711 Cartersville Ga 30120	
Gilmer St	N	1		Teachers Resource Center	Institutional/City	ANVERSE	PO Box 3188 Cartersville Ga 30120	
	N	2		Grand Theater	Institutional	ANVERSE	PO Box 3188 Cartersville Ga 30120	
	S	1		Edward Jones Investments	Commercial	Olen Suire	1 S. Gilmer St. Cartersville Ga 30120	
	S	5		George Shropshire (occupied)	Commercial	George Shropshire	P.O. Box 2045 Cartersville Ga 30120	
	S	9		Church	Institutional	Bryson, Dewey & Lola	18 Geogia Blvd Cartersville Ga 30120	
	S	11		Vacant	Commercial	Estate of Miram Howard	4600 Hwy 411 NE Rydal Ga 30171	
	S	13		Southern General Contractors	Commercial	Marion Daniel	9 Hastings Dr. Cartersville Ga 30120	
	S	15		Harry Daniel Insurance	Commercial	Marion Daniel	9 Hastings Dr. Cartersville Ga 30120	
	S	19		Jax Supply	Commercial	Bernard Cahn	38 Hidden Valley Ln Cartersville Ga 30120	
	S	115		Coconut's Ice Cream	Commercial	Doris Helms	5380 Dallas Hwy Powder Springs Ga, 30073	
	S	131		All Star Barber	Commercial	Diane Pike	107 Ridgeview Dr. Cartersville Ga 30120	
	S	121		Mission Tire	Commercial	WSF Properties	2962 Lexington Trace Dr. Symrna Ga 30080	
	Leake St		11		Taylor Farm Supply	Commercial	Steve Taylor	12 Leake St Cartersville Ga 30120
			21		Hamilton State Bank	Institutional	Hamilton State Bank	
		107		Sonya Woodham	Residential	Sonya Woodham	107 Leake St Cartersville Ga 30120	
		111		Peachtree Planning	Commercial	Leake St LLC	124 Woodcrest Dr Cartersville Ga 30120	
		117				Christopher Ayers	173 Young Rd SW Cartersville Ga 30120	
		121				Christina Jenkins	Po Box 22 Adairville Ga 30103	
		123	A	MCCord Attorney		Faye McCord	PO Box 2486 Cartersville Ga 30120	
			B	Betty's Back Porch	Commercial	Faye McCord	PO Box 2486 Cartersville Ga 30121	
Main St		139		Bobby & Wanda Dye	Residential	Bobby & Wanda Dye	139 Leake St Cartersville Ga 30120	
	E	5		Swheat Market	Commercial	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120	
	E	7	A	Swheat Market	Commercial	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120	
			B		Residential	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120	
			C		Residential	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120	
			D		Residential	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120	
	E	9		Antique Gallery	Commercial	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120	
	E	11	A	Law Firms	Commercial	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120	
	E		B	Law Firms	Commercial	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120	
	E		C	Law Firms	Commercial	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120	
E	15		Spring Place Pottery	Commercial	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120		



E	17	Psycho Sisters	Commerical	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120
E	19	The Herb Shop	Commerical	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120
E	21	Carpets By Gregory	Commerical	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120
E	24	Beyond Your Ears	Commerical	Corbitt Properties	Po Box 216 Cartersville Ga 30120
E	25	A Lance McCoy Law Firm	Commerical	Doris Helms	5380 Dallas Hwy Powder Spring Ga 30073
E		B Woodmen of the World	Commerical	Doris Helms	5380 Dallas Hwy Powder Spring Ga 30073
E		C New York Life Insurance	Commerical	Doris Helms	5380 Dallas Hwy Powder Spring Ga 30073
E	26	Vacant	Commerical	Corbitt Properties	Po Box 216 Cartersville Ga 30120
E	28	Main Street Salon	Commerical	Corbitt Properties	Po Box 216 Cartersville Ga 30120
E	30	Vacant	Commerical	Corbitt Properties	Po Box 216 Cartersville Ga 30120
E	31	Four Way Diner	Commerical	Lillian Starnes	13 Hill Top Dr. While, Ga 30184
E	32	Harry Daniel Insurance	Commerical	Covenant Properties	PO Box 2077 Cartersville Ga 30120
E	103	Graham Commerical Cont.	Commerical	Mission Tire Company	Po Box 966 Cartersville Ga 30120
W	2	Young Brothers	Commerical	Dean Cox	2 W. Main St Cartersville Ga 30120
W	4	Yabdab Inc	Commerical	Dean Cox	2 W. Main St Cartersville Ga 30120
W	10	Vacant	Commerical	James Gilreath	1 Elm St Cartersville Ga 30120
W	14	Trends By Stiles	Commerical	Robert Landers Jr.	1290 Church St Smyrna Ga 30080
W	16	Evolution	Commerical	Corbitt Properties	Po Box 216 Cartersville Ga 30120
W	18	Blue Sky Outfitters	Commerical	Corbitt Properties	Po Box 216 Cartersville Ga 30120
W	20	Brazilian Ju Jit Su	Commerical	MNB & Associates	315 W. Main St Cartersville Ga 30120
W	21	Community Church Shop	Commerical	Cartersville Community Church	113 Arrowood Dr. Cartersville Ga 30120
W	24	Knight's	Commerical	24 W. Main LLC	24 W. Main St Cartersville, Ga 30120
W	25	Cindy Harter Photography	Commerical	Corbitt Properties	Po Box 216 Cartersville Ga 30120
W	26	WD Archary	Commerical	Corbitt Properties	Po Box 216 Cartersville Ga 30120
W	28	Jefferson's	Commerical	MNB & Associates	315 W. Main St Cartersville Ga 30120
W	29	Specialty Accounting	Commerical	22 S. Erwin Corp	P.O. Box 8345 Savannah Ga 31412
W	30	Jordon Scott Salon	Commerical	Clint Edwards	30 W. Main St Cartersville, Ga 30120
W	34	Egan Family Chiro.	Commerical	LNL Properties LLC	34 W. Main St Cartersville, Ga 30120
W	32	Vacant	Commerical	Covenant Properties	P.O. Box 2077 Cartersville, Ga 30120
W	101	Green & Green Attny	Commerical	101 West Main Corp	1 Pembroke Lane Cartersville Ga 30120
W	103	Appraisal Partners	Commerical	101 West Main Corp	1 Pembroke Lane Cartersville Ga 30120
W	105	Johnson Audiology	Commerical	WCW Properties	Po Box 2650 Cartersville Ga 30120
W	107	State Farm Insurance	Commerical		
W	108	Republic Finanace	Commerical	B. Green	PO Box 699 Cartersville Ga 30120
W	110	Love em and Leave em	Commerical	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120
W	114	A Pumphouse Players	Commerical	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120
		B Pumphouse Players	Residential	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120
		C Pumphouse Players	Commerical	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120
W	122	Chamber of Commerce	Institutional	Cartersville/Bartow Chamber	Po Box 307 Cartersville Ga 30120
W	123		Commerical	Chesapeake Properties	39 Cassville Rd Cartersville Ga 30120
W	125		Commerical	Mandy Baxter	125 W. Main St Cartersville Ga 30120
W	127	A Christian Commer Atty.	Commerical	127 W. Main St llc	7 Devon Ct Cartersville GA 30120
W		B Upstairs office - occupied	Commerical	127 W. Main St llc	7 Devon Ct Cartersville GA 30120
W	129	Hometown Financial	Commerical	Hometown Boy Properties	Po Box 201122 Cartersville Ga 30120
W	134	Cartersville Pawn and Shop	Commerical	Brennan Holdings LLC	134 W. Main St Cartersville GA 30120
W	135	Rehoboth Hair Braiding	Commerical	Bullneck LLC	21 Bob White Trail Cartersville Ga 30120
W	139	Iris Dry Cleaners	Commerical	Jeremy Roberson	30 River Oaks Dr. Cartersville Ga 30120
W	141	Agan's Bakery	Commerical	Jimmy Agan	7 Devon Ct Cartersville GA 30120
W	144	Franklin Furniture	Commerical	S K Franklin	144 W. Main St Cartersville Ga 30120
W	145	Olsen Law Firm	Commerical	Four Star Ventures	1000 Whitlock Ave PMB 343 Marietta Ga 30064
W	148	100 Vacant	Commerical	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		101 Vacant	Commerical	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		102	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		103 Cyber Tech Café	Commerical	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		104	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		105	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		106	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		200	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		201	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		202	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		203	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		204	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		205	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		206	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		207	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		208	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		209	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		210	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		211	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		212	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		213	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W		215	Residential	Integrity Plaza Retail, LLC	PO Box 2052 Cartersville, GA 30120
W	151	Findley's Butcher Shop	Commerical	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120
W	155	Turner's Dry Cleaning	Commerical	SB Moore Jr	27 Arrowhead Dr. Cartersville Ga 30120
W	162	101 Vacant	Commerical	162 W Main LLC	145 Tanglewood Dr. Athens Ga 30606
		103 Homestead Hospice	Commerical	162 W Main LLC	145 Tanglewood Dr. Athens Ga 30606
		104 Homestead Hospice	Commerical	162 W Main LLC	145 Tanglewood Dr. Athens Ga 30606
		105 SWBC Mortgage Corp	Commerical	162 W Main LLC	145 Tanglewood Dr. Athens Ga 30606





		106	Bartow Co. Republican HQ	Commerical	162 W Main LLC	145 Tanglewood Dr. Athens Ga 30606
		107	CHN	Commerical	162 W Main LLC	145 Tanglewood Dr. Athens Ga 30606
		108	CHN	Commerical	162 W Main LLC	145 Tanglewood Dr. Athens Ga 30606
		201	Vacant	Commerical	162 W Main LLC	145 Tanglewood Dr. Athens Ga 30606
		203	Vacant	Commerical	162 W Main LLC	145 Tanglewood Dr. Athens Ga 30606
		300	Vacant	Commerical	162 W Main LLC	145 Tanglewood Dr. Athens Ga 30606
		301	Vacant	Commerical	162 W Main LLC	145 Tanglewood Dr. Athens Ga 30606
		302	Vacant	Commerical	162 W Main LLC	145 Tanglewood Dr. Athens Ga 30606
		303	Cox PC	Commerical	162 W Main LLC	145 Tanglewood Dr. Athens Ga 30606
		304	Vacant	Commerical	162 W Main LLC	145 Tanglewood Dr. Athens Ga 30606
		305	Vacant	Commerical	162 W Main LLC	145 Tanglewood Dr. Athens Ga 30606
		306	Indepth Studios	Commerical	162 W Main LLC	145 Tanglewood Dr. Athens Ga 30606
	W	163	office	Commerical	Doris Brooks	163 W. Main St Cartersville Ga 30120
	W	178	City Municipal Court	City Government	City of Cartersville	Po Box 1390 Cartersville Ga 30120
	W	183	First Presbyterian Church	Institutional	First Presbyterian Church	183 W. Main St Cartersville Ga 30120
Museum Dr	N	501	Booth Western Art Museum	Institutional	ANVERSE	PO Box 3188 Cartersville GA 30120
	S	103	other	other		
	S	104	City Cellar	Commerical	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120
Noble St		11	storage	Commerical	Agan Holding Co LLC	7 Creekstone Ct SE Cartersville GA 30120
		17	repair shop	Commerical	LAR Properties LLC	100 W. Cherokee Ave Cartersville GA 30120
		18	art gallery	Commerical	Steven Buckner	2518 Stonegate Dr NW Acworth GA 30101
Public Sq.	N	10	City Hall	City Government	City of Cartersville	PO Box 1390 Cartersville Ga 30120
	S	5	101 Perrotta, Cahn & Prieto PC	Commerical	Perrotta, Cahn & Prieto PC	5 Public Sq Cartersville Ga 30120
	S		102 Vacant	Commerical	Perrotta, Cahn & Prieto PC	5 Public Sq Cartersville Ga 30120
	S		201 Vacant	Commerical	Perrotta, Cahn & Prieto PC	5 Public Sq Cartersville Ga 30120
	S		300 Perrotta, Cahn & Prieto PC	Commerical	Perrotta, Cahn & Prieto PC	5 Public Sq Cartersville Ga 30120
	S		303 McCoy Law Firm	Commerical	Perrotta, Cahn & Prieto PC	5 Public Sq Cartersville Ga 30120
	S	9	Akin & Tate Law	Commerical	William Akin	22 Alpine Dr Cartersville Ga 30120
	S	11	Akin & Tate Law	Commerical	William Akin	22 Alpine Dr Cartersville Ga 30120
	S	13	Fusion Dance Co	Commerical	Marim Howard Estate	PO Box 15 Rydal Ga 30171
	S	17	Vacant	Commerical	Charles Crawford	PO Box 520 Cartersville, Ga 30120
	S		B Cristina Jenkins Law office	Commerical	Charles Crawford	PO Box 520 Cartersville, Ga 30120
	S		½ Charles Crawford Law office	Commerical	Charles Crawford	PO Box 520 Cartersville, Ga 30120
	S	19	Locks Salon	Commerical	Tina Chung	38 Akron St Cartersville Ga 30120
	S	21	9 Stars Sports Management	Commerical	Bill Chandler	31 S. Public Sq Cartersville Ga 31020
	S	23	The Rock & Associates	Commerical	Bill Chandler	31 S. Public Sq Cartersville Ga 31020
	S	25	The Rock & Associates	Commerical	Bill Chandler	31 S. Public Sq Cartersville Ga 31020
	S	27	The Rock & Associates	Commerical	Bill Chandler	31 S. Public Sq Cartersville Ga 31020
	S	29	The Rock & Associates	Commerical	Bill Chandler	31 S. Public Sq Cartersville Ga 31020
	S	15	Jenkins & Bowen Law	Commerical	JNJ Associates	15 S. Public Sq. Cartersville Ga 30120
	S	31	Edward Jones	Commerical	Bill Chandler	31 S. Public Sq Cartersville Ga 31020
	S	39	Cohutta Fishing Company	Commerical	Flint Cyprus Properties	39 S. Public Sq Cartersville Ga 30120
	S	41	Maximum Body Training	Commerical	Cartersville School of Ballet	Cartersville School of Ballet
	S	43	Cartersville School of Ballet	Commerical	Cartersville School of Ballet	PO Box 603 Cartersville Ga 30120
Tennessee St	N	2	Autopro Title Pawn	Commerical	DB Shaheen	792 Dumbarton Rd Atlanta Ga 30327
	N	4	Taco's and Subs	Commerical	DB Shaheen	792 Dumbarton Rd Atlanta Ga 30327
	N	8	People's Inc	Commerical	People Financial Corp	PO Box Drawer H Marietta Ga 30062
	S	102	Bank of America	Commerical		
	S	117	Vacant	Commerical	Diane Pike	107 Ridgeview Dr. Cartersville Ga 30120
	S	120	A Vacant	Commerical	Anne Wheeler	
	S		B Vacant	Commerical	Anne Wheeler	
	S		C Vacant	Commerical	Anne Wheeler	
	S		D Pinky Toes	Commerical	Anne Wheeler	
Thompson St		6	A	Residential	John Lewis	11 E. Main St Suite 201 Cartersville, Ga 30120
			B	Residential	John Lewis	11 E. Main St Suite 201 Cartersville, Ga 30120
Wall Street	N	1	Grand Theater	Institutional	ANVERSE INC	P O BOX 3248 Cville 30120
	N	5	Grand Theater	Institutional	ANVERSE INC	P O BOX 3248 Cville 30120
	N	7	Grand Theater	Institutional	ANVERSE INC	P O BOX 3248 Cville 30120
	N	13	Downtown Gallery	Institutional	ANVERSE INC	P O BOX 3248 Cville 30120
	N	17	Ross' Diner	Commerical	Ross & Sons Café	17 Wall St Cartersville Ga 30120
	N	21	Canopy	Commerical	Evelyn Edmondson	2 Allison Circle Cartersville Ga 20120
	N	23	Bridges Insurance	Commerical	Phil Bridges	PO Box 205 Cartersville Ga 30120
	N	25	Ate Track Bar and Grill	Commerical	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120
	N	27	Ate Track Bar and Grill	Commerical	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120
	N	29	Tonsmeire Studio	Commerical	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120
	S	2	A Write Downtown	Commerical	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120
			B Trilogy Home	Commerical	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120
			C Apartment	Residential	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120
	S	6	Kings Knit Wit	Commerical	Evelyn Edmondson	2 Allison Circle Cartersville Ga 20120
	S	8	Edmondson's	Commerical	Robert Edmondson	8 Wall St Cartersville Ga 30120
	S	10	Kissing Frogs	Commerical	John Lewis	11 E. Main St Suite 201 Cartersville Ga 30120
	S	12	Sports Max	Commerical	Evelyn Edmondson	2 Allison Circle Cartersville Ga 20120
	S	14	Wall to Wall Frames	Commerical	Corbitt Properties	PO BOX 216 Cartersville Ga 30120
	S	16	B & B Antiques	Commerical	Corbitt Properties	PO BOX 216 Cartersville Ga 30120
	S	18	New To You	Commerical	Evelyn Edmondson	2 Allison Circle Cartersville Ga 20120
	S	20	Quizno's	Commerical	SKF INC	
	S	26	Robert's Realty	Commerical	Corbitt Properties	PO BOX 216 Cartersville Ga 30120
	S	28	Antonino's Italian Restaurant	Commerical	Corbitt Properties	PO BOX 216 Cartersville Ga 30120