



Cartersville Downtown Parking Management Report



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2014



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INTRODUCTION

The Downtown Parking Management Report is intended to be used by City Council and Downtown Development Authority (DDA) leaders to enhance downtown and encourage private investment. The report combines past planning efforts, stakeholder input, research, evaluation of facilities, and the desire to be flexible given that downtown demand for parking continually changes based on the mix of uses and other factors.

Based on research, stakeholder comments, evaluation of existing parking availability, and DDA input, recommendations have been proposed. Planning & Development and DDA staff recognize the importance of relying on the expertise of Cartersville Public Works staff and Cartersville Police Department officers in providing input into the process of potential implementation of parking management strategies.

It will be the responsibility of the Planning & Development and DDA staff to work cooperatively with Public Works and Police staff to study, investigate, develop, and administer all legally appropriate implementation tools related to downtown parking management.

The DDA Board will consider, investigate, make findings, and recommend any matter coming within the scope of its work. Any proposed initiative must be reviewed by the City Attorney; will be subject to funding availability; and must be approved by Council. Successful implementation depends on cooperative efforts between merchants & property owners, local leaders, and citizens.

This report also includes three maps. The Downtown Business District (DBD) map shows the boundary limits of downtown for purposes of historic preservation, sign standards, and zoning standards. The DBD Parking Inventory map consists of an inventory count of public and private spaces conducted by DDA and City staff in 2014. The Stakeholder Parking Addition map is the creation of a survey respondent to show an alternative lot reconfiguration to add parking spaces and green space in the existing footprint of downtown.

This report includes information from the following sources:

- American Planning Association – *Planning & Urban Design Standards* (2006)
- Auburn, WA Parking Plan (2014)
- Cartersville, GA Downtown Stakeholder Meetings, Survey, and Master Plan (2013)
- Cartersville, GA Parking Stakeholder Meetings and Survey (2014)
- Chicago Metropolitan Agency for Planning (CMAP) – *Parking Strategies to Support Livable Communities* (2014)
- Georgetown, TX Downtown Master Plan (2003)
- Monroe, NC Downtown Master Plan (2008)
- National Main Street Center and Institute for Transportation Engineers joint publication - *Parking Handbook for Small Communities* (1994)
- Oregon DOT & State DDA joint publication - *Parking Management Made Easy: Taming the Downtown Parking Beast* (2001)
- Springfield, OR Downtown Parking Plan (2010)



EXECUTIVE SUMMARY

Based on research, stakeholder comments, survey results, evaluation of facilities, and input from DDA representatives, recommendations are the following:

- DDA and City leaders should work to direct people effectively and efficiently to available parking through the installation of an aesthetically-pleasing wayfinding sign package that seeks to avoid sign clutter and confusion.
- DDA and City leaders should work with business owners to encourage able-bodied public and private employees to park away from prime “customer” spots on the square.
- For time-limit parking, there is no consensus. There are stakeholders who want to eliminate limits. Other stakeholders believe that enforcing 2-hour limits would improve the parking situation. There is consensus that keeping the status quo, in which signs are up all over downtown but rarely (if ever) enforced, is not a solution. Alternatives:
 - If the goal is to encourage leisurely dining, shopping, nightlife, and other activities, time-limit parking signs and Code references could be eliminated.
 - If the goal is to encourage long-term parkers (business owners, employees) to park away from establishments, clarify and enforce 2-hour limits. Downtown could have 2-hour parking from 11:00 AM to 4:00 PM, Monday to Friday.
- DDA and City leaders should continue to evaluate the possibility of adding spaces in the City Hall lot on Public Square to increase capacity on the west side of the rail line. DDA and City leaders should continue to evaluate the possibility of acquiring or leasing parking on the east side of the rail line.
- DDA and City leaders should evaluate supply and demand of parking at perceived peak weekday hours (11:00 AM – 4:00 PM) annually and comprehensively every 5th year.
- DDA and City leaders should continue to work to provide safe pedestrian crossings (especially on Main Street) and sidewalk connectivity downtown.
- DDA and City leaders should continue to provide construction alerts to interested persons through the City website, phone service, press releases, and other means so they are not caught off-guard when normally available parking becomes unavailable.
- DDA and City leaders should continue to maintain high levels of safety at all times to increase the perception that all public parking areas have accessible, useable spaces.
- DDA and City leaders should continue to evaluate handicapped and bicycle parking downtown to ensure a healthy mix of parking options.
- DDA, City, County, Chamber, and other leaders should coordinate long-term planning efforts for a parking deck. Traffic studies and funding mechanisms would be needed.



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. After the Civil War, during which the county seat of Cassville had been greatly damaged, a new county seat was to be chosen along the rail line - Cartersville or Cass Station. After voters chose Cartersville by a slim margin, the courthouse was built in 1869.

Downtown grew slowly in the late 1800s but was well-maintained. In 1885, a second depot was built downtown for the East & West Railroad of Alabama. Throughout the 1800s and into the early 1900s, downtown commerce relied on trains and horse-and-buggies.

In the 1920s and '30s, Cartersville's commercial activity began to center more around roads and vehicles than rails and trains. Dixie Highway, connecting northern states to Florida, ran through downtown from the 1920s to the '40s. By the 1940s, demand for parking spaces downtown along with other factors resulted in the installation of parking meters, which remained until the 1970s.



Public Square fountain area circa 1914



Public Square fountain area in 2014

Downtown continued to thrive in the 1950s and '60s. Parking spaces were added by reconfiguring lots for angled parking and reducing the park area in the fountain / oak trees area on Public Square. By the 1970s, however, competition from outlying businesses had diminished the importance of downtown commerce. 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.

Since 1990, Bartow County has nearly doubled – county population is now 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. Leaders continue to pursue excellence in quality of life by having a large, well-maintained parks & recreation program, high-achieving City schools, and industrial recruitment to give citizens the option of working near home.



Between 1976 and 2001, time-limit parking was added to the Cartersville Code of Ordinances for downtown. Parking time limits currently listed in the City Code are the following:

- Church St, from Railroad St to Gilmer St, is limited to 2-hour parking.
- Erwin St, from Church St to Main St, is limited to 2-hour parking.
- Erwin St, from Cherokee Ave to Church St, is limited to 1-hour parking.
- Erwin St, east side, the first 3 spaces and the 7th space north of Main St, is limited to 30-minute parking.
- Gilmer St, from Main St to Cherokee Ave, is limited to 2-hour parking.
- Main St, from Gilmer St to Bartow St, is limited to 2-hour parking, except that all property marked and signed handicapped parking spaces shall be exempt from this time limit, and that the 3 spaces in front of 141 and 139 West Main St and the two 2 spaces located in front of 144 West Main St shall be 15-minute parking.
- Public Square, west side, from Church St to Main St, and Public Square, east side, from Cherokee Ave to Main St, is limited to 2-hour parking.
- Public Square, west side, 4 spaces closest to Main St, is limited to 30-minute parking.
- Wall St, from Church St to Main St, is limited to 2-hour parking.



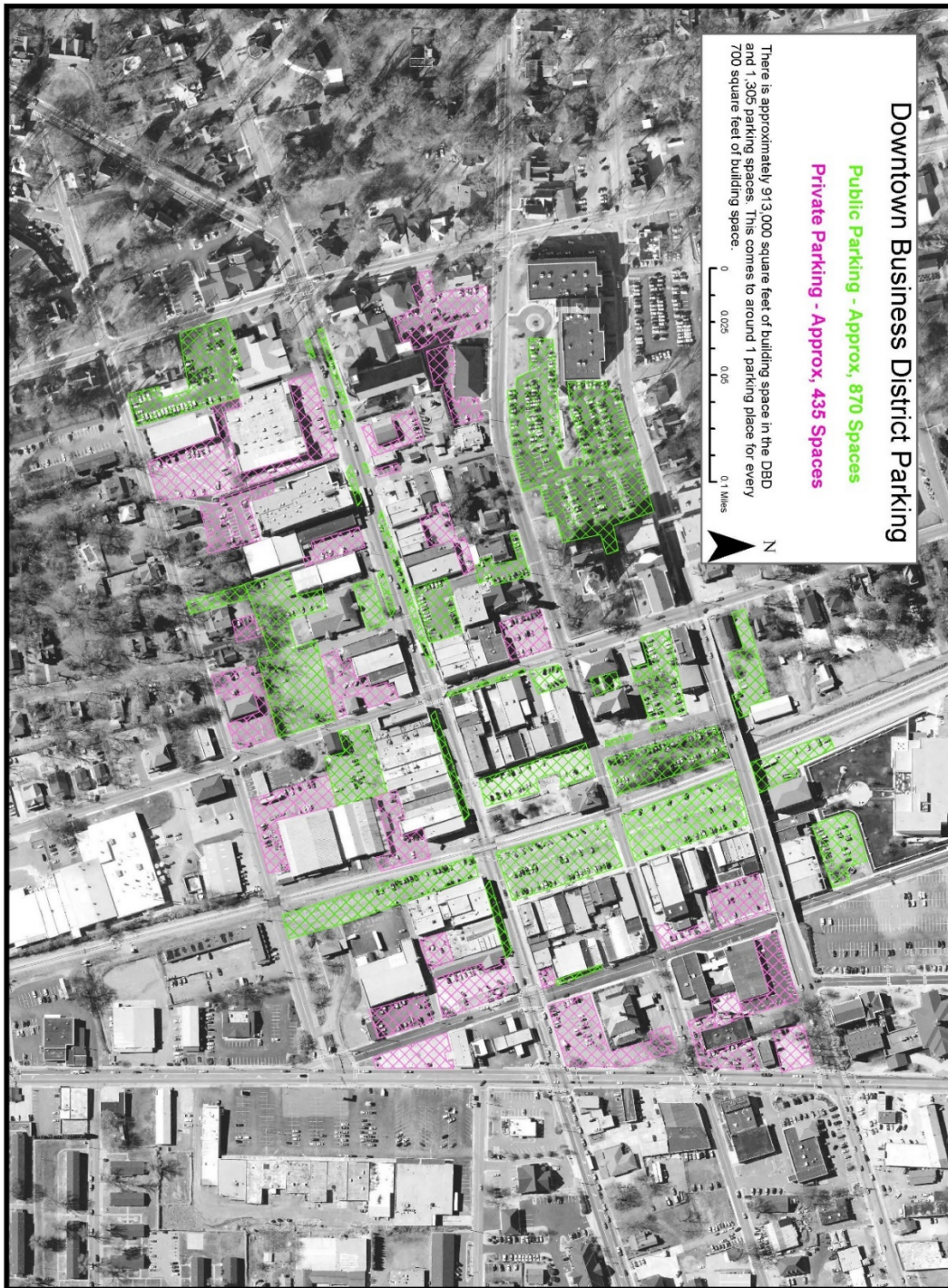
Parking time-limit signs are located throughout downtown.

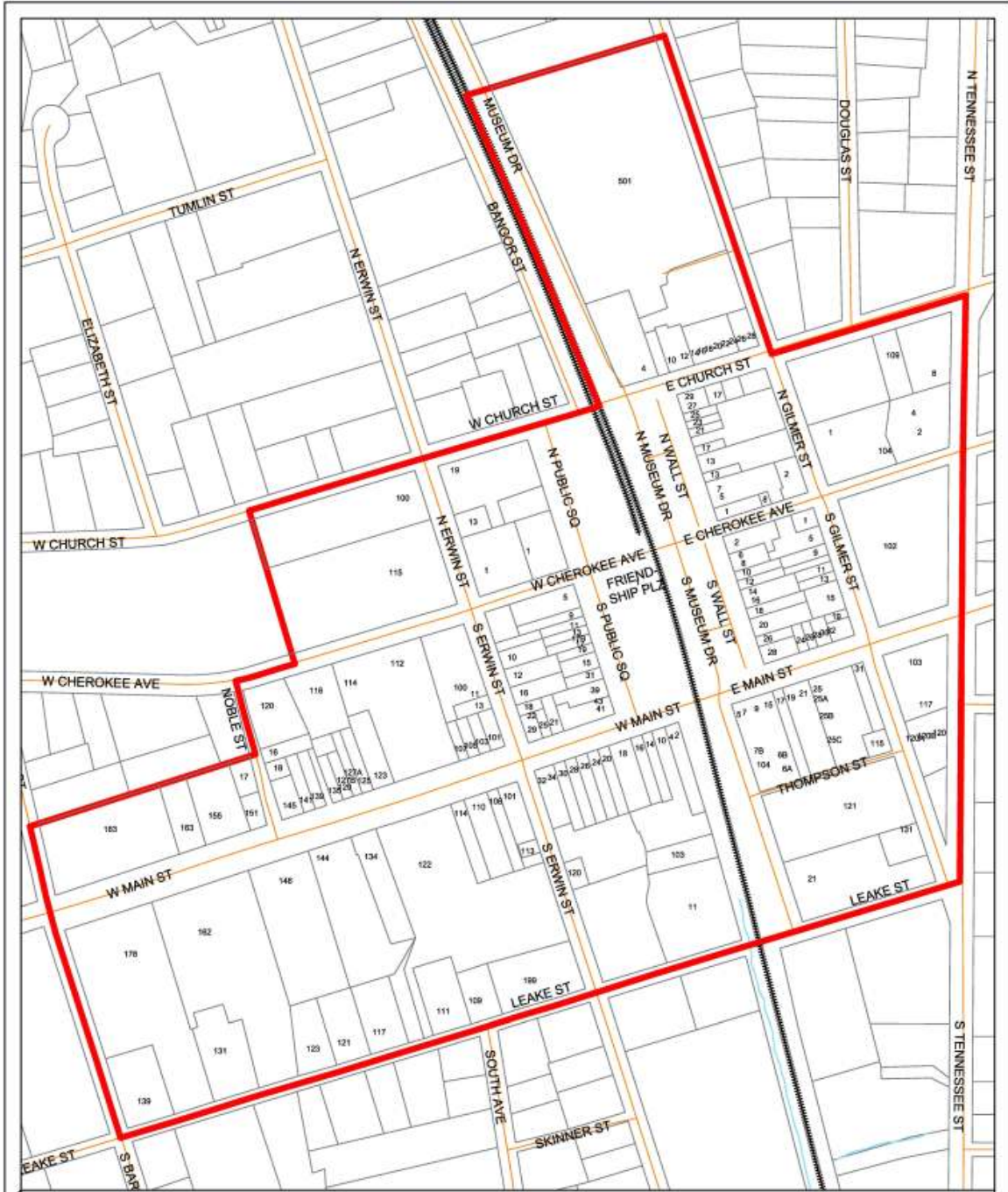
In recent decades, community leaders, downtown merchants, and property owners have renovated structures, improved infrastructure, and opened businesses catering to after-hours demands. The renovations of the Grand Theatre and Legion Theatre, opening of Booth Western Art Museum, and Under-the-Bridge redevelopment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

A significant factor related to downtown's evolution since 2000 is the place of residence of persons who dine downtown, 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 likely to be a Bartow County resident. In the 21st Century, residents of Bartow and adjacent counties spend money downtown on a daily basis. Restaurants, shops, and services continue to open, expanding the mix of uses.



The Downtown Business District (DBD) has defined limits for regulation and identification as a unique location in Cartersville. As of 2014, Planning & Development and DDA staff counted approximately 1,305 parking spaces (870 public and 435 private spaces). There is approximately 913,000 square feet of building space. Therefore, there is approximately one (1) parking space per 700 square feet of building space. The downtown parking inventory and boundary maps are below.





City of Cartersville

Downtown Business District
Historic District





In 2014, City staff conducted a survey of Georgia cities to compare requirements for adding parking spaces for new downtown developments. Cartersville is similar to other cities:

Cartersville	No new spaces required for commercial and institutional developments. Parking plan for residential must be approved by zoning administrator.
<u>Alpharetta</u>	No new spaces required for new developments.
<u>Canton</u>	No new spaces required for new developments.
<u>Carrollton</u>	Yes, new spaces required – 1 space per 400 sqft commercial, 2 spaces per residential unit. City manager can reduce requirement based on availability.
<u>Covington</u>	No new spaces required for new developments.
<u>Duluth</u>	No new spaces required for new developments.
<u>Gainesville</u>	No new spaces required for new developments.
<u>Kennesaw</u>	Yes, new spaces required – 1 space per 200 sqft new development, but shared parking is allowed and requirement can be reduced based on availability.
<u>Marietta</u>	No new spaces required for commercial and institutional developments. For residential, 1 space per unit required but can be on- or off-site.
<u>McDonough</u>	No new spaces required for new developments.
<u>Newnan</u>	No new spaces required for new developments.
<u>Rome</u>	No new spaces required for new developments.

The evaluation of downtown parking is also made in the context of train and vehicular traffic conditions. For the last 100 years, a mainstay of downtown has been the north-south train traffic and the east-west vehicular traffic. For economic development, the continuation of high traffic flow of both modes of traffic has been positive. This situation, however, also represents a challenge for parking. For pedestrians, parking on one side of the rail line or on one side of Main Street and walking to the other can be challenging at times.



Train and vehicular (especially Main St) traffic separate pedestrian & parking access downtown.



DOWNTOWN SURVEYS AND STAKEHOLDER COMMENTS

In 2014, 50 Cartersville stakeholders responded to a downtown parking survey. The survey was distributed to downtown merchants & property owners, City Council members, DDA board members, and residents who frequent downtown establishments. Below are the results:

1. What days are hardest to find parking spaces downtown?
 - Weekdays..... 45 (90%)
 - Weekends..... 5 (10%)

2. What time is the hardest to find parking spaces downtown?
 - Morning..... 1 (2%)
 - Mid-day..... 35 (70%)
 - Afternoon..... 10 (20%)
 - Night..... 4 (8%)

3. On any given day, how difficult is it for you to find a parking space downtown?
 - Very easy..... 5 (10%)
 - Easy..... 9 (18%)
 - Neither difficult nor easy..... 21 (42%)
 - Difficult..... 11 (22%)
 - Very difficult..... 2 (4%)

4. Would adding signs directing people to public parking help downtown parking?
 - Yes..... 40 (80%)
 - Maybe / Not sure..... 7 (14%)
 - No..... 3 (6%)

5. Would encouraging employees to park away from their businesses help downtown parking?
 - Yes..... 42 (84%)
 - Maybe / Not sure..... 3 (6%)
 - No..... 5 (10%)

6. Would enforcing 2-hour parking limits help downtown parking?
 - Yes..... 16 (32%)
 - Maybe / Not sure..... 11 (22%)
 - No..... 23 (46%)



In 2014, a stakeholder provided parking comments and submitted the following alternative for adding parking spaces on the downtown square:

Creation of Approximately 60 Parking Spaces and Green Space with Minimal Expense/Development



Proposal would include continuing Museum Drive (N. Rail Road St.) in a one way direction towards "The Cellar" to help with Main Street congestion and to provide sidewalks, lamp post and green space along this area which is currently "unenhanced". Would also encourage downtown "expansion" to the south.





In 2013, over 300 people responded to a general downtown survey. 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 and Downtown Facebook page. Below are the results for the questions applicable to parking:

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

- Helpful 130 (44%)
- Neither helpful nor unhelpful 98 (33%)
- Not helpful 70 (23%)

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.

2. 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 (35%)
- Traffic issues 93 (30%)
- Mix of uses 53 (17%)
- Parking 44 (14%)
- Other 10 (4%)

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.



Stakeholders have stated that parking is a challenge in certain areas (Main St, Public Sq, Wall St)

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

- Downtown Parking Survey completed in 2014.
- Two (2) stakeholder meetings to discuss parking concerns held in 2014.
- General Downtown Survey completed in 2013.
- Citizens Survey completed in 2013.
- Four (4) stakeholder meetings to discuss the future of downtown held in 2013.
- Interviews with 25 downtown property & business owners and local leaders in 2013.

Multiple responses are listed below.

- Parking deck(s) needed – public/private deck on City property between Erwin St and Public Square and/or deck on County lot between Cherokee Ave and Main St (31)
- Need more, better, and clearer public signs downtown, including pedestrian-scale directory signs and signs directing visitors to public parking areas (22)
- Owners and employees should park away from prime “customer” spaces in front (19)
- All time limit parking signs should be taken down and designated areas should be taken out of Code of Ordinances to encourage longer time for shopping, dining, services (11)
- Possible alternative lots for business owners and employees to park - Chamber, City Hall, lot behind Under-the-Bridge shops, Anverse lot on Gilmer St, Tabernacle lot (10)
- Parking deck is Not needed – there are some currently underutilized parking lots (10)
- Eliminate hazardous brick planters and recover previous parking spaces (10)
- Promote walking downtown and make crossings safe – especially Main St crosswalks (8)
- Existing 2-hour time limit parking areas should be enforced – but 9:00 to 6:00 may be too long of a time as busiest weekday time may be 10:00 to 4:00 (7)
- Demolish old fire station – add parking or build replica of 1917 portion for offices (5)
- Do NOT need parking meters downtown – discourages customers, visitors, etc. (5)
- County should sell / lease old First Baptist Church property – building could be café in old sanctuary, offices or lofts in main part; rear parking could be parking deck (5)
- Need more angled parking if they’re long enough (not long enough on W. Main St) (4)
- Add signs for business-only parking in front of stores/restaurants/offices (4)
- Need more small surface public parking lots, well-marked, all over downtown (4)
- Need more handicapped spaces (3)
- Need marked parking in strategic areas shown on downtown map posted hard-copy, on DDA website, and on DDA Facebook page (3)



Proactive downtown parking management could help enable similar future infill projects.



RECOMMENDATIONS

Based on research, stakeholder comments, survey results, evaluation of facilities, and input from DDA representatives, recommendations are the following:

Signs

Recommendation: DDA and City leaders should work to direct people effectively to available parking by installing an aesthetically-pleasing wayfinding sign package that avoids sign clutter and confusion. Downtown continues to evolve away from its previous economic mix as an office and service-dominated environment. Museums, theatres, restaurants, shops, etc. now offer more of a 24/7/365 atmosphere of activity in which users come from various parts of North Georgia.



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

The LakePoint Sporting Community & Town Center, located less than 10 miles from downtown, is quickly coming to fruition. Sports tournaments are bringing in out-of-town and out-of-state visitors. If visitors from LakePoint drive to downtown Cartersville and cannot easily find signage directing them to available public parking, there may be missed opportunities for tourist dollars. People unfamiliar with Cartersville should be able to easily find their destinations and available parking. Stakeholders noted that there was a need for better public signs downtown, including directory and parking signs. The Cartersville Short Term Work Program 2013-2017 recommends that destination signs pointing to and from points of interest should be created and installed.

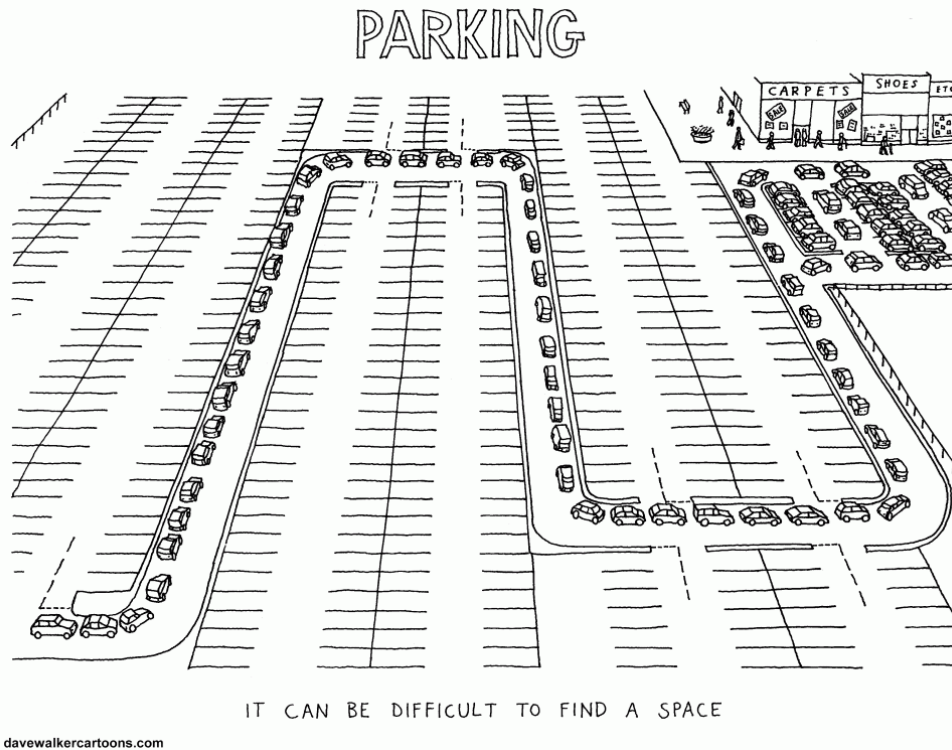
Employee Parking

Recommendation: DDA and City leaders should work with business owners to encourage able-bodied public and private employees to park away from prime “customer” spots on the square.

DDA and City leaders should take the lead in encouraging DDA staff and City staff who work downtown to park away from Public Square. A significant majority of 2014 parking survey respondents (many of whom were downtown business owners) stated that encouraging employees to park away from their businesses would help downtown. This low-cost initiative challenges mindsets of the desire to park as close as possible in all instances. However, this goal could provide economic benefits if customers and/or visitors were able to more easily find spaces in the perceived “hot spots” of Main Street, Public Square, and Wall Street.



Option based on research - Parking ambassadors: Assign parking ambassador responsibilities regarding encouraging employees to park away from businesses and providing other parking info. This reinforces a “customer-first” ethic by pointing people in the right direction in terms of destinations and parking, including alternatives when the desired parking lot or street is full. It decentralizes delivery of data. It provides additional transparency to parking policies.



Time-limit Parking

Recommendation: For time-limit parking, there is no consensus. There are stakeholders who want to eliminate limits. Other stakeholders believe that enforcing 2-hour limits would improve the parking situation. There is consensus that keeping the status quo, in which signs are up all over downtown but rarely (if ever) enforced, is not a solution. Alternatives:

- If the goal is to encourage leisurely dining, shopping, nightlife, and other activities, time-limit parking signs and Code references could be eliminated.
- If the goal is to encourage long-term parkers (business owners, employees) to park away from establishments, clarify and enforce 2-hour limits. Downtown could have 2-hour parking from 11:00 AM to 4:00 PM, Monday to Friday.

Option based on research if time-limit parking is enforced: Soft enforcement for first six months Develop and implement a parking enforcement policy in which the first six months consist of dismissible tickets and education on where to park. The policy generates good will and allows persons unfamiliar with downtown to park “correctly”. It reinforces a “customer-first” ethic among downtown employees who choose to park in the heaviest-use parking areas by providing impetus to park away from their businesses.



Option based on research – Use the 85% Rule

- The 85% Rule is a measure of parking utilization that acts as a benchmark against which parking management decisions are based. When an inventory of parking exceeds 85% occupancy in the peak hour, the supply becomes constrained and may not provide full and convenient access to its intended user. Once a supply of parking routinely exceeds 85% occupancy in the peak hour, the 85% Rule would require that parking management strategies be evaluated and/or implemented to bring peak hour occupancies below 85% to assure intended uses are conveniently accommodated.
- On-street parking in the heaviest-use zone should be designated as 2-hour parking and enforced. This is based on study findings that indicate the majority of “customers” in the heaviest-use zone stay between one and a half and two hours. Time designations of less than two hours do not allow adequate time for a customer trip. Time stays in excess of two hours are likely being used by employees. All other types of designated on-street parking (15, 30, 60, 90 minute, etc.) would be considered exceptions and would have to be requested by an affected business or property owner. City Council would approve or deny requests based on input from the City Manager, Police, Public Works, etc.
- Eliminate all time-limit parking in areas other than the heaviest-use zone. Requests for time limits in any other areas would be coordinated through an exception process.

Findings from Hinsdale, IL 2014 (Chicago suburb, 17,000 population)

- Poor user information and confusing signage detracts from economic development in downtown. Improve the parking experience for visitors and shoppers.
- Time limits are annoying to shoppers and don't deter employees from parking in prime spots. Improve long-term employee parking options and encourage edge area parking.
- Encourage active transportation options through greater accessibility to bike racks. Improve safety of pedestrian access for employees to easily walk farther from parking.

Adding Parking Spaces

Recommendation: DDA and City leaders should continue to evaluate the possibility of adding spaces in the City Hall lot on the west side of the rail line. Demolition of the vacant City-owned former dentist building and reconfiguration of spaces could result in added spaces in this lot. DDA and City leaders should continue to evaluate the possibility of acquiring or leasing parking areas on the east side of the rail line. There also may also be an opportunity for DDA and City leaders to work with Bartow County leaders to make the Cherokee Avenue county-owned lot (adjacent to former First Baptist Church) available during weekday evenings and weekends.



Possible added space locations: Erwin St City property and Cherokee Ave County property



Ongoing Parking Evaluation

Recommendation: DDA and City leaders should evaluate supply and demand of parking downtown at peak weekday hours (11:00 AM – 4:00 PM) annually and comprehensively every 5th year. By continually evaluating parking downtown, leaders will be better able to guide implementation of current parking best practices and modification or elimination of failing parking policies.

Continual evaluation of parking will help local leaders view the area in a larger economic development context. Downtown should represent the area in which the highest density of economic activity and access is intended to occur. Parking should be seen as a management tool that supports economic uses at different points in time as downtown develops, grows, and evolves. The desired economic activity and use of parking in downtown should guide the decision-making.

Safe Pedestrian Crossings

Recommendation: DDA and City leaders should continue to work to provide safe pedestrian crossings (especially on Main Street) and sidewalk connectivity downtown. 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 state that City leaders should implement pedestrian-friendly streetscape improvements. City leaders should review sidewalk connectivity to assure safe pedestrian linkages. Cartersville should have accessible pedestrian paths to connect downtown to other areas.

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

Option based on research: Regulations should encourage walking, focus on public spaces, allow a mixture of uses, and minimize parking requirements. All parking requirement changes should be considered based on local conditions, existing requirements, political realities, and community desires for the future. Developments that share parking result in better pedestrian connections. Parking needs to be addressed to ensure a vibrant, walkable, mixed-use community. Downtown should require fewer to no spaces based on existing on-street parking and public parking lots.

Ongoing Alerts

Recommendation: DDA and City leaders should continue to provide construction alerts to interested persons through the City website, phone service, press releases, and other means so they are not caught off-guard when normally available parking becomes unavailable.

Option based on research - Single contact for all City parking matters:

Designate one department or division as the primary contact for all parking-related matters in the City, despite whatever the organizational structure is behind-the-scenes. Possibilities include the DDA Manager, City Public Information Officer, or the Public Works Engineer. Reduces confusion of who is in charge of parking in City and increases transparency, as perceived by the public. Designation would result in a more user-friendly approach to interactions with the public.



Safe Parking Areas

Recommendation: DDA and City leaders should continue to maintain high levels of safety at all times to increase the perception that all public parking areas have accessible, useable spaces. All recommendations should be based on the City’s goals for future downtown development. All users, from the most familiar resident to first-time visitors, must perceive the area as safe. A downtown that is safe, from a data-driven perspective as well as a perception-driven perspective, results in a well-used, active environment in which commerce can thrive. Leaders are providing a “Parking Product” that must be of the highest quality to create a safe and positive customer experience.

Handicapped and Bicycle Parking

Recommendation: DDA and City leaders should continue to evaluate handicapped and bicycle parking to ensure a healthy mix of parking options. Although fewer in number than short-term and long-term spaces, handicapped spaces and bicycle parking must be present to ensure a variety of needs are met. As different segments of the population - by age, mobility, desires for modes of transportation, etc. - use downtown, leaders should help enable maximum use by all groups.

Parking Deck

Recommendation: DDA, City, County, Chamber, and other leaders should coordinate planning efforts for a parking deck. Traffic and parking studies would be needed. Possible spots for a two-story deck would be City property between Erwin St and Public Square (beside former fire station) or on County property between Cherokee Ave and Main St (behind former First Baptist Church).



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

Estimated 2014 Costs to add Parking based on research:

- \$4,000 - \$10,000 / space for a surface lot
- \$20,000-\$35,000 / space for an above-ground structure
- \$40,000-\$100,000 / space for an underground structure

Cartersville Vision 2030 recommends that a deck should be built. DDA leaders identified the need for a traffic study in the 2013 Main Street Community Work Plan. Stakeholders noted that there was a perceived advantage in having decks for visitors. Stakeholders said that, as downtown continues to become a destination, demand may reach a point at which some people avoid the area’s perceived lack of parking. A small deck can be two levels, with the lower level constructed into the grade. This allows the two levels to be accessed from the street by separate driveways without having ramps to connect the levels. The street edge should be designed to provide interest to pedestrians. The edge of the deck could be screened with decorative railings or plantings.