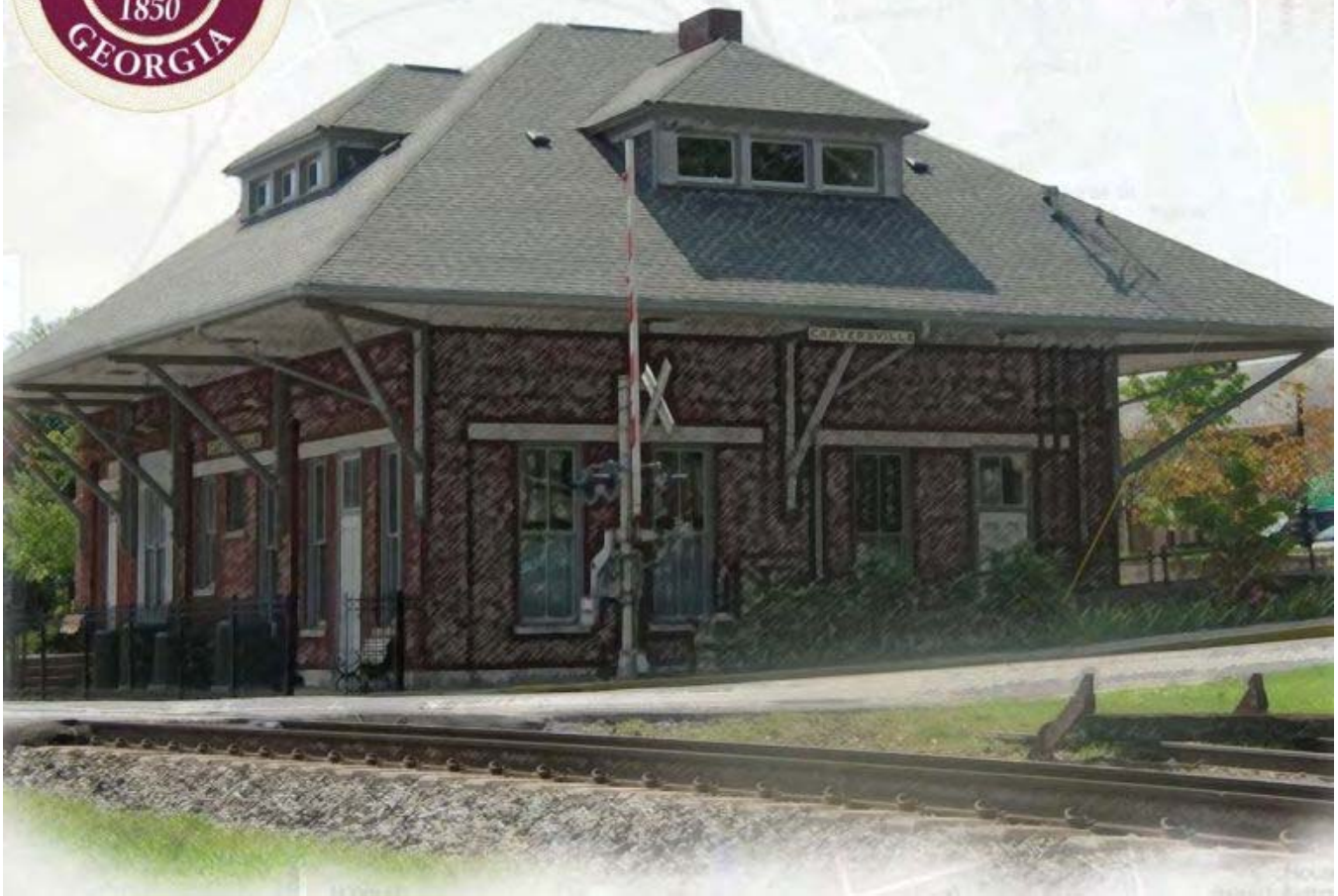


THE CITY OF CARTERSVILLE URBAN REDEVELOPMENT PLAN

CARTERSVILLE, GEORGIA



Prepared by:
Planning and Development Department
Exhibit "D"

September 2010

First Amendment: May 2011
Second Amendment: October 2013



NOTE

Information in this plan includes, but is not limited to, data from the following sources:

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Cartersville-Bartow County Economic Development

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INTRODUCTION

Located between two metropolitan southern cities, Atlanta and Chattanooga, Cartersville provides a quality of life that includes excellent recreation facilities, schools, retail services, and employment centers. Interstate 75 runs through Bartow County, and Cartersville is a full-service utility provider. During the last 20 years, the residential and commercial sectors of the local economy have grown exponentially as Cartersville and Bartow County have become more of a part of the metro Atlanta area. In addition to being less than an hour from Atlanta, Cartersville is just 25 minutes from the Kennesaw / Town Center area, a regional shopping and employment center. A vibrant supportive business climate complements Cartersville's strategic location, its affordable cost of conducting business, and its skilled workforce.

At the same time, there has been disinvestment in older residential neighborhoods; a mill village; industrial areas near downtown; older commercial properties at an interstate exit on the northern outskirts of town; and various commercial pockets throughout the City. As a result, once thriving neighborhoods are subject to depreciated property values, low owner occupancy rates, higher crime rates, and general blight. Many owners will not or cannot afford to repair their homes, resulting in dilapidated structures being used for rental property or, in many cases, elderly homeowners watching their lives' investments fall apart before their eyes. Private investment in these areas is curtailed by their condition, and when investment is made it is often incompatible with the existing character of the neighborhood. Because the future for many of Cartersville's older residential, commercial, and industrial areas is growing dim, the City Council has adopted an Urban Redevelopment Plan (URP), and continues to amend the plan to add potential redevelopment areas based on need.



PURPOSE OF A REDEVELOPMENT PLAN

The Urban Redevelopment Act (O.C.G.A. 36-61-1 et. seq.) was adopted in 1955 by the Georgia General Assembly as a powerful, flexible, and easy-to-use legislative tool to support successful public/private revitalization partnerships.

The Urban Redevelopment Act gives cities and counties in Georgia specific powers to rehabilitate, conserve, or redevelop any defined geographical area that is designated as a “slum area” per O.C.G.A. 36-61-2 (18). As a prerequisite to exercising these powers, the City Council must adopt a resolution finding that the area constitutes a “slum area” as defined by the Act and that redevelopment of the area is “necessary in the interest of the public health, safety, morals, or welfare” of the residents of the jurisdiction. In addition to designating by resolution an “urban redevelopment area” appropriate for redevelopment projects, the Act requires adoption by the local government of an urban redevelopment plan for the target area.

The Urban Redevelopment Act can be used alone, or in combination with many of Georgia’s other legislative redevelopment tools to support local comprehensive planning, revitalize faltering commercial corridors, recruit and nurture small businesses, rehabilitate older homes and neighborhoods, ensure architecturally compatible infill development, and generate new adaptive reuses for old industrial and agricultural facilities. The Act offers solid support for innovative and thoughtfully crafted development strategies needed to solve the problems of these designated target areas.

It should also be emphasized here that the majority of existing urban redevelopment plans implemented under this statute to date have entailed neither major displacement of residents nor the use of eminent domain to acquire private property. Most neighborhood residents have ended up with improved living conditions with equal or even lower housing costs. Home ownership opportunities have been expanded, and the vast majority of land transactions under these plans have been between willing buyers and sellers. In addition, many industrial and commercial areas have become more marketable following revitalization, resulting in the return of business investment and job creation.



PURPOSE OF A REDEVELOPMENT PLAN

Promising Uses for the Urban Redevelopment Act

- Deteriorating or underutilized sections of downtowns
- Brownfields
- Old warehouse or industrial districts
- Declining commercial corridors
- Deteriorating neighborhoods

Advantages and Powers of the Act

O.C.G.A. 36-61-1 et. seq. expands the normal powers of local governments in important ways. Specifically, adopting the required resolution and a qualifying urban redevelopment plan:

- Provides a detailed blueprint of the public sector's vision and goals for a mapped defined urban redevelopment area.
- Allows the implementing entity to attach design and use requirements or limitation to specific parcels as covenants which run with the land.
- Provides multiple options for designating the appropriate implementing entity. A local government may implement the plan directly, or assign it to a Downtown Development Authority (DDA), a Housing Authority, or a specially created Urban Redevelopment Agency appointed by the local government.
- Simplifies the assembly (and possible replatting) of large enough tracts of land to attract private developers.
- Protects the rights of private property owners to participate in and benefit financially from the redevelopment strategy.
- Permits the local government or its designated redevelopment agency to issue tax exempt bonds for redevelopment purposes. These may be secured by loans, grants, leases, and other development revenues and do not count in the local government's general indebtedness cap.
- Helps local governments plan, prioritize, and publicize local government infrastructure investments that will be provided to support revitalization of designated urban redevelopment areas.
- Allows a community to make exceptions to its development ordinances in order to achieve stated economic and aesthetic outcomes in the redevelopment area.
- Expands access to some state grant and loan programs and allows the community to expand incentives for private investors.
- Provides a legal framework for binding intergovernmental contracts in which communities elect to delegate redevelopment powers to a separate redevelopment agency.



CONSISTENCY WITH COMPREHENSIVE PLAN

The Urban Redevelopment Plan is based on the vision and implementation strategies of the Cartersville 2030 Comprehensive Plan, adopted in 2007. The URP is intended to complement the Comprehensive Plan, and does not override the existing plan. The URP encourages future rezoning, reuse, and new development of properties that are consistent with the Comprehensive Plan.

The Comprehensive Plan identifies the North Towne Revitalization Area as a character area in which infill opportunities are to be maximized. The Comprehensive Plan calls for the development and implementation of a revitalization plan for this area.

The Comprehensive Plan also notes that other potential redevelopment areas should be identified, and that programs should be created to assist in redevelopment. The Comprehensive Plan does not identify the Northwest Industrial, South Industrial, and Cass-White Road districts by name, but these areas are covered by the character area known as Workplace Center.

The following excerpts from the adopted Cartersville 2030 Comprehensive Plan serve as examples of the City's recognition of problems in its older neighborhoods and industrial sections, efforts to address these problems, and plans to increase efforts to alleviate deteriorating and substandard conditions.

Guiding Principles and Policies

- Encourage infill development within areas already zoned and serviced by infrastructure.
- Investigate ways to foster redevelopment of aging commercial centers and industrial buildings. Identify underutilized and vacant sites that are prime areas for redevelopment.
- Investigate incentives to encourage redevelopment.
- Development and enhancement of drainage/stormwater runoff infrastructure, especially in older, slope affected areas of the City where such planning was not routinely executed fifty (50) or more years ago, but that are heavily impacted by drainage related problems.
- Work to reduce any substandard living conditions within our boundaries.
- Work with the Etowah Area Consolidated Housing Authority as a partner for moving public housing residents into single-family homes.
- Assist seniors who want to remain in their homes through programs that will allow them to make the minor building adjustments that they need.
- Identify potential redevelopment areas, create programs to assist in redevelopment and look at available funding sources.
- Investigate potential programs to assist with maintenance and rehabilitation and make information on these programs available to residents.
- Increase code enforcement and physical infrastructure improvement within existing neighborhoods.
- Continue to work toward development of a long-range revitalization plan for the North Towne area.



CONSISTENCY WITH COMPREHENSIVE PLAN

Character Area: North Towne Revitalization Area

The Cartersville 2030 Comprehensive Plan describes North Towne as a residential and small-scale office area immediately to the north of downtown. Redevelopment of this area, much of which was developed prior to World War II, is encouraged to strengthen property values and maintain neighborhood character. The area includes rental properties and modest homes on a grid circulation system. Infill opportunities are to be maximized. A long range revitalization plan is encouraged to include neighborhood vision, articulation of neighborhood character, objectives, and neighborhood plan elements.

No current land use objectives of the Future Development Map of the adopted Cartersville 2030 Comprehensive Plan are known to be inconsistent with the purposes of the Urban Redevelopment Plan for the North Towne area. The Future Development Map describes the North Towne Revitalization Area as having full urban services for potential infill development opportunities. The future recommended zoning districts are R-7 (Single-family detached residential minimum 7,000 square feet lot size), RA-12 (Single-family attached and detached residential maximum 12 units per acre), and P-S (Professional Services). The dominant current zoning district in this area is R-D, which allows for single-family detached residential structures with minimum 7,000 square feet lot size or duplex dwellings.

Character Area: Workplace Center

The nonresidential areas addressed in the Urban Redevelopment Plan, the Northwest Industrial, South Industrial, and Cassville-White Road districts, are identified in the Comprehensive Plan with the character area known as Workplace Center. These districts are described as major employment centers utilizing a mixture of industry, commercial, office, and potential high-intensity residential. Surveying vacant or underutilized industrial buildings for future reuse and developing a marketing/incentive plan for these buildings are encouraged.

No current land use objectives of the Future Development Map of the adopted Cartersville 2030 Comprehensive Plan are known to be inconsistent with the purposes of the Urban Redevelopment Plan for the Northwest Industrial, South Industrial, and Cassville-White Road districts. The Future Development Map describes these areas as having full urban services for future redevelopment in a potential mixture of uses. The future recommended zoning districts are H-I (Heavy Industrial), L-I (Light Industrial), and P-D (Planned Development). The districts include a mixture of Heavy Industrial and Light Industrial zoned properties. The Cassville-White Road district also includes commercial zoned properties in unincorporated Bartow County.



DESIGNATION OF A REDEVELOPMENT ENTITY

The City Council has chosen to oversee implementation of the Urban Redevelopment Plan (URP). The Council shall meet on at least a quarterly basis to review items related to the URP. Meetings of the City Council shall be open to the public. The City Council shall keep minutes of its proceedings. A majority of the members shall be a quorum for the transaction of business. The City Clerk or his/her designee shall serve as the secretary for the City Council in its meetings related to the URP.

All meetings shall be governed by the Georgia Open Meetings Law (O.C.G.A. 50-14-1 et. seq.) and the Georgia Open Records Act (O.C.G.A. 50-18-70 et. seq.).

It shall be the responsibility of the City Council and/or City staff to study, investigate, counsel, and further develop and administer the Urban Redevelopment Plan and all legally appropriate implementation tools. The City Council shall consider, investigate, make findings, and report and recommend upon any special matter or question coming within the scope of its work.



REDEVELOPMENT AREA: NORTH TOWNE

The North Towne area, located immediately north of downtown, is the first priority of the URP. This area has been a focus for several years through the efforts of the North Towne Revitalization Task Force, formed in 2004, as well as through a visit of a Georgia DCA (Department of Community Affairs) Quality Growth Resource Team in 2005. In 2007, City officials completed multi-year resource planning training provided by the State through its Georgia Initiative for Community Housing (GICH). That same year, City staff conducted a North Towne survey of residents, business owners, and interested persons to help determine local priorities. Based on the survey results, City staff worked with residents and others to help address various issues of concern.

As part of the North Towne survey, a majority of the respondents voiced concerns about the safety of MLK Jr Park, located on MLK Jr Drive near the intersection with Gilmer Street. In 2007-2008, City staff formed a partnership with Rolling Hills Resource Conservation & Development (RC&D) Council and the UGA School of Landscape Architecture to create a master plan for the relocation of the MLK Jr Park to a more central and visible spot on a portion of the former Douglas Street School property. The building is currently used for non-profit offices, and the property also includes a recycling center. City Parks & Recreation staff subsequently developed the new North Towne park on this site with a local government investment of approximately \$75,000 plus in-house labor costs. A single-family house was subsequently built on the former park site on MLK Jr Drive by the Etowah Area Housing Authority.

During this time, North Towne residents formed their own neighborhood association, which has met frequently. Residents worked with the Cartersville Police Department to form a Neighborhood Watch group.

Since 2007, neighborhood clean-ups have occurred through the efforts of local residents, the Douglas Street United Methodist Church, Keep Bartow Beautiful, and City departments. In addition, City department representatives organized a North Towne Community Fair to improve awareness of City services. In an effort to improve traffic safety, a new four-way intersection has been installed at the intersection of Douglas Street and Mary Street. New speed limit signs have also been installed based on the request of residents.

Drainage problems have been a longstanding issue of concern for many of the residents, and it was mentioned as one of the concerns on the survey. Since 2007, City staff has been targeting this area for possible stormwater improvements. In 2009, the City received a Community Development Block Grant (CDBG) for \$500,000 for the Wells Street Stormwater Project. This project was a drainage improvement program that helped residents in the MLK Jr Drive – Johnson Street – Wells Street – Gilmer Street area. The City committed matching funds of \$125,000. The project, completed in 2011, also included replacement of deteriorated water, sewer, and gas lines.

Between 2010 and 2012, Habitat for Humanity built seven new single-family houses in or adjacent to North Towne in coordination with the City of Cartersville. The project was completed using Community Development Block Grant (CDBG) Supplemental Disaster Recovery funding for \$750,000 that the City had received.

Based on Bartow County property tax data, a majority of the houses were built between 1930 and 1960. The area, as defined for the purposes of the Urban Redevelopment Plan, includes two hundred forty-five (245) properties, most of which are zoned for residential purposes. The area has a high percentage of rental properties compared with the rest of the City. Based on a staff analysis of the two hundred twelve (214) residential properties with existing structures as of 2012, seventy-one percent (71%) were renter-occupied and twenty-nine percent (29%) were owner-occupied. Area properties are adjacent to a CSX rail line to the west as well as industrial properties to the west and northwest. Older public housing units are located in this area.



REDEVELOPMENT AREA: NORTH TOWNE

Issues of Concern

The following conditions cause the North Towne area to meet the statutory definition of “slum area” as defined in 36-61-2 of the Urban Redevelopment Act.

- *Property Maintenance:* The community is concerned about the lack of home and property maintenance. Many residents feel that this is the result of a high percentage of rental properties, irresponsible landlords, and general lack of pride in ownership. The community is also concerned about low-income and elderly residents who simply cannot afford the upkeep or are physically unable to maintain their properties. The lack of property maintenance is a nuisance to the neighborhood and also makes lot and home sales less attractive than other parts of the City.
- *Underutilization of Land:* There are many vacant lots, many of which are overgrown. These conditions are a disincentive for investment in the neighborhood, but this does provide an opportunity for significant infill development.
- *Infrastructure:* There are serious drainage concerns. Residents feel these problems have been exacerbated by the re-grading of streets and adjacent properties. Residents have expressed the need for water and sewer improvements. In an effort to help improve the situation, City officials have initiated a project to alleviate flooding in the MLK Jr Drive, Johnson Street, and Wells Street area.
- *Community:* Residents have expressed concerns that the strong sense of community that was previously present in the neighborhood has been lost. Some properties have been purchased under the assumption that they may become commercial, which further decreases home ownership and can increase property maintenance issues. In addition, residents have expressed a lack of attention to their issues from the City of Cartersville.
- *Urban Design:* Some of the residential properties are adjacent to industrial development, so a buffer would be helpful. There is also a need for design guidelines to ensure appropriate redevelopment and infill development for the neighborhood.
- *Crime:* This is a major concern for residents. City officials have worked with residents to create a Neighborhood Watch program, and a police substation has recently been constructed near this area.



REDEVELOPMENT AREA: NORTH TOWNE



The community is concerned about the lack of home and property maintenance.



The lack of property maintenance is a nuisance to the neighborhood.



Accessory structures with exposed metal are incompatible with this neighborhood.



Loss of former strong sense of community - example is closure of former area school.



Higher numbers of rental properties are a concern to North Towne residents.



Older single-family homes have been split into duplex rental situations.



This area contains sections of neglect.





REDEVELOPMENT AREA: NORTH TOWNE

Opportunities

- *Proximity:* The area is located close to downtown, so excellent opportunities exist to encourage residents to walk to downtown. Many younger home-buyers have a change in preferences – people want walkability – so North Towne is well-poised to capitalize on the younger home-buyers market because of its proximity to downtown.
- *Renovations:* Some homes are undergoing restoration and younger residents are moving in, so there is evidence to support North Towne’s opportunity for revitalization.
- *Infill:* An infill development program could provide incentives, such as reduced fees or taxes, streamlined regulations, and/or improvements to public facilities and infrastructure. Guidelines are important to ensure that infill development is appropriate in design, density, and location.
- *Assistance programs:* Home ownership could be promoted through first-time buyer assistance programs. Such programs may provide low-interest loans, down payment assistance, or other measures. These programs are especially important in disadvantaged neighborhoods such as North Towne where lack of credit availability may be a major issue.
- *Code Enforcement:* The North Towne area has been targeted for code enforcement efforts by the City, and the addition of a full-time enforcement officer in 2007 has improved the City’s ability to provide warnings and, when necessary, notices of violation.
- *Partnerships:* Opportunities exist to create partnerships with churches, youth, or volunteer groups to assist elderly or disabled residents with property maintenance
- *Community Policing:* The City of Cartersville police department has used various methods in the last few years to address crime concerns, such as establishing regular foot patrols, assigning neighborhood officers who get to know the people in the neighborhood, and working with area residents to set up a neighborhood watch program.

Design Guidelines

North Towne is a highly visible neighborhood connected to downtown. There are quantifiable reasons for design guidelines -- they give neighborhoods a way to manage growth and change, they protect viable housing stock, they preserve natural resources by conserving building materials. And there are less quantifiable, but equally important reasons for design guidelines -- they protect the past for future generations, nurture a sense of community identity, and provide a sense of place.

To protect its neighborhood resources, improve property values, and to create a stable climate for investment, the City Council authorizes staff to pursue creation of design guidelines for the North Towne Redevelopment Area. Any such guidelines would need to be reviewed by the City Attorney prior to possible adoption by the City Council.

Design review of an application, possibly to be called a Certificate of Construction, would be administered according to a set of guidelines providing direction for project applicants and ensure that the decisions, to be made by the City Council, would not be arbitrary or based on personal taste. The guidelines could protect the neighborhood from alterations to structures that could lessen their architectural significance, diminish area property values, or negatively affect the character of the neighborhood. It is noted, however, that innovation and flexibility in design would be considered and redevelopment would be encouraged within the framework of any approved set of guidelines.



NORTH TOWNE BOUNDARY MAP

Based on the currently available Census Block Group 2000 data, the designated North Towne area is located in block groups 130159607002, 130159607004, and 130159607005. The following maps show the boundary of the area, housing conditions, poverty by block group, and an aerial section.





HOUSING CONDITIONS MAP



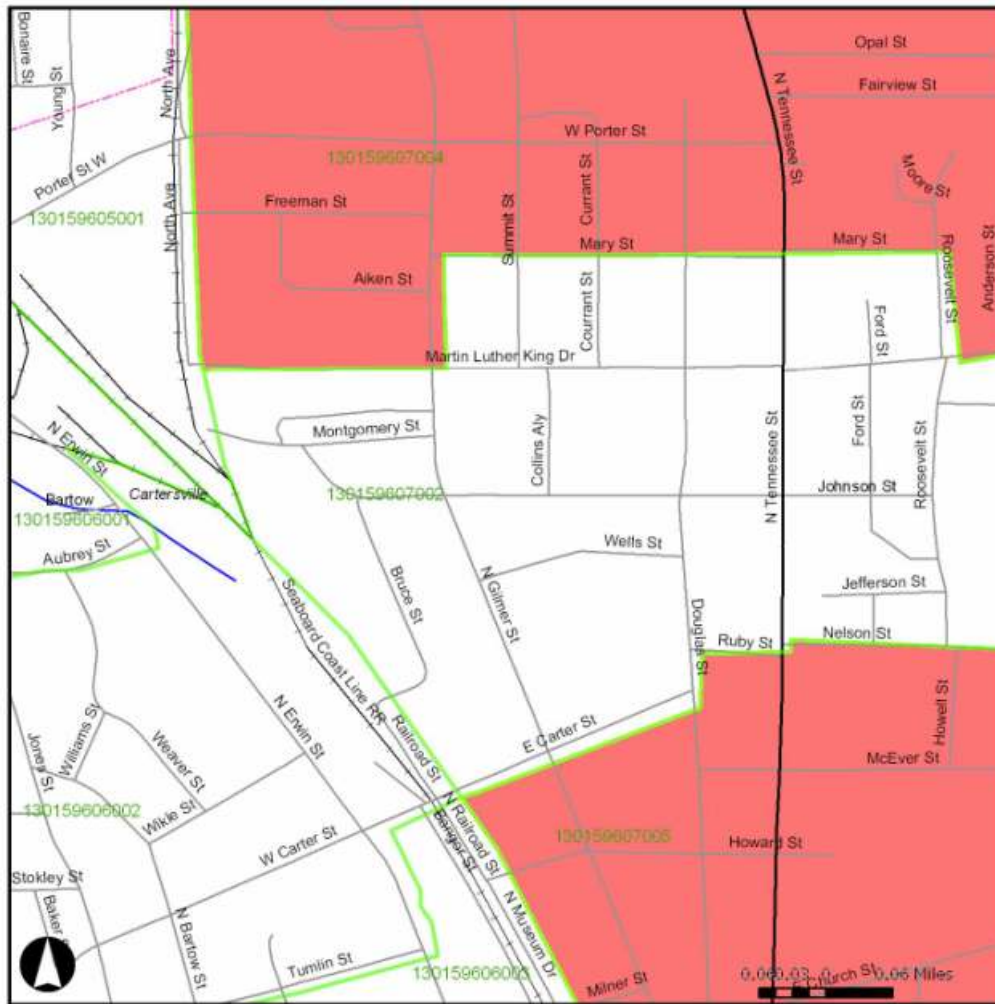


AREA MAP WITH POVERTY BY BLOCK GROUPS

Census 2000 Block Groups with 20% or Greater Poverty

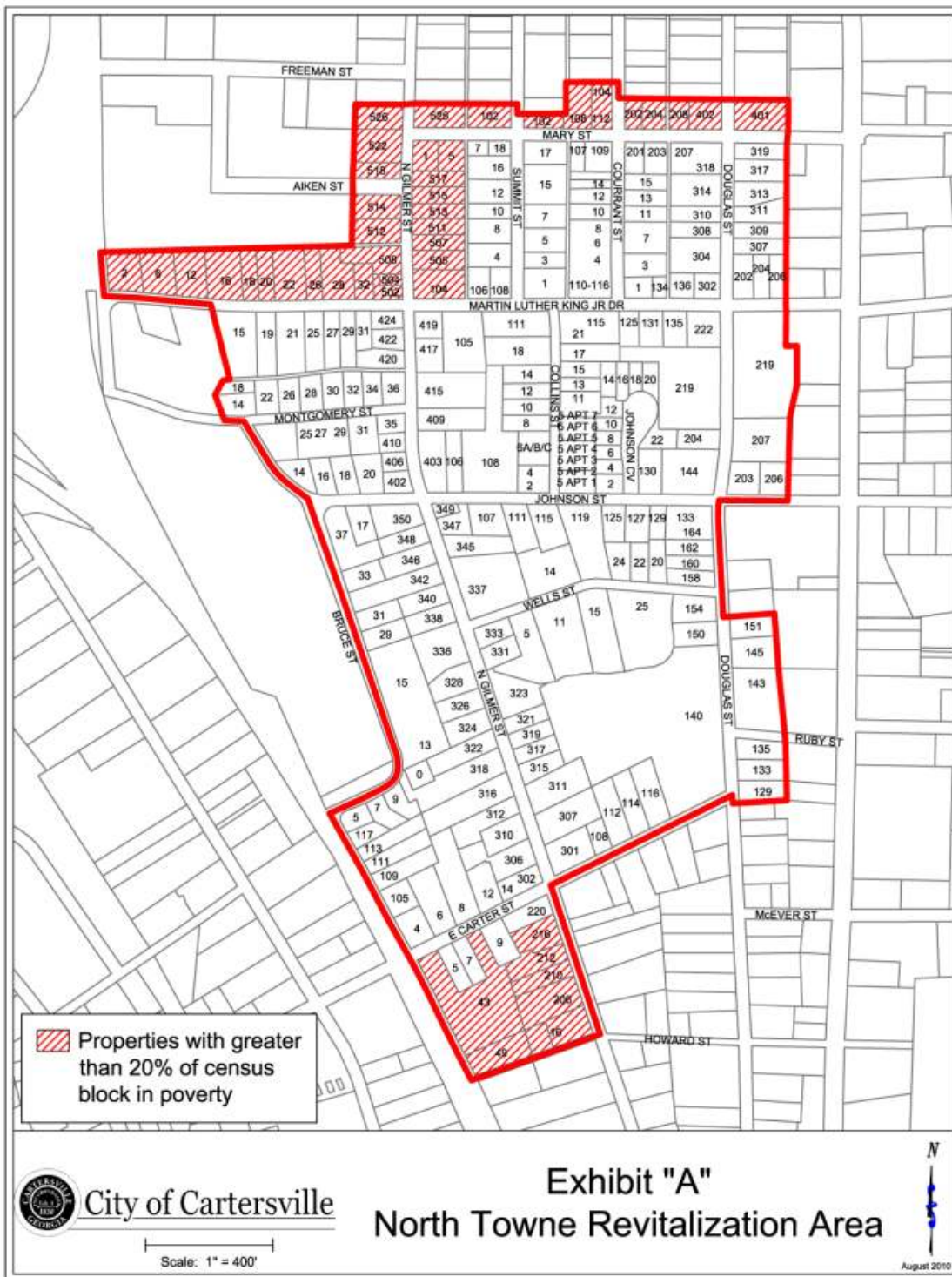
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Census 2000 Block Groups with 20% or Greater Poverty





BOUNDARY MAP WITH POVERTY BY BLOCK GROUPS

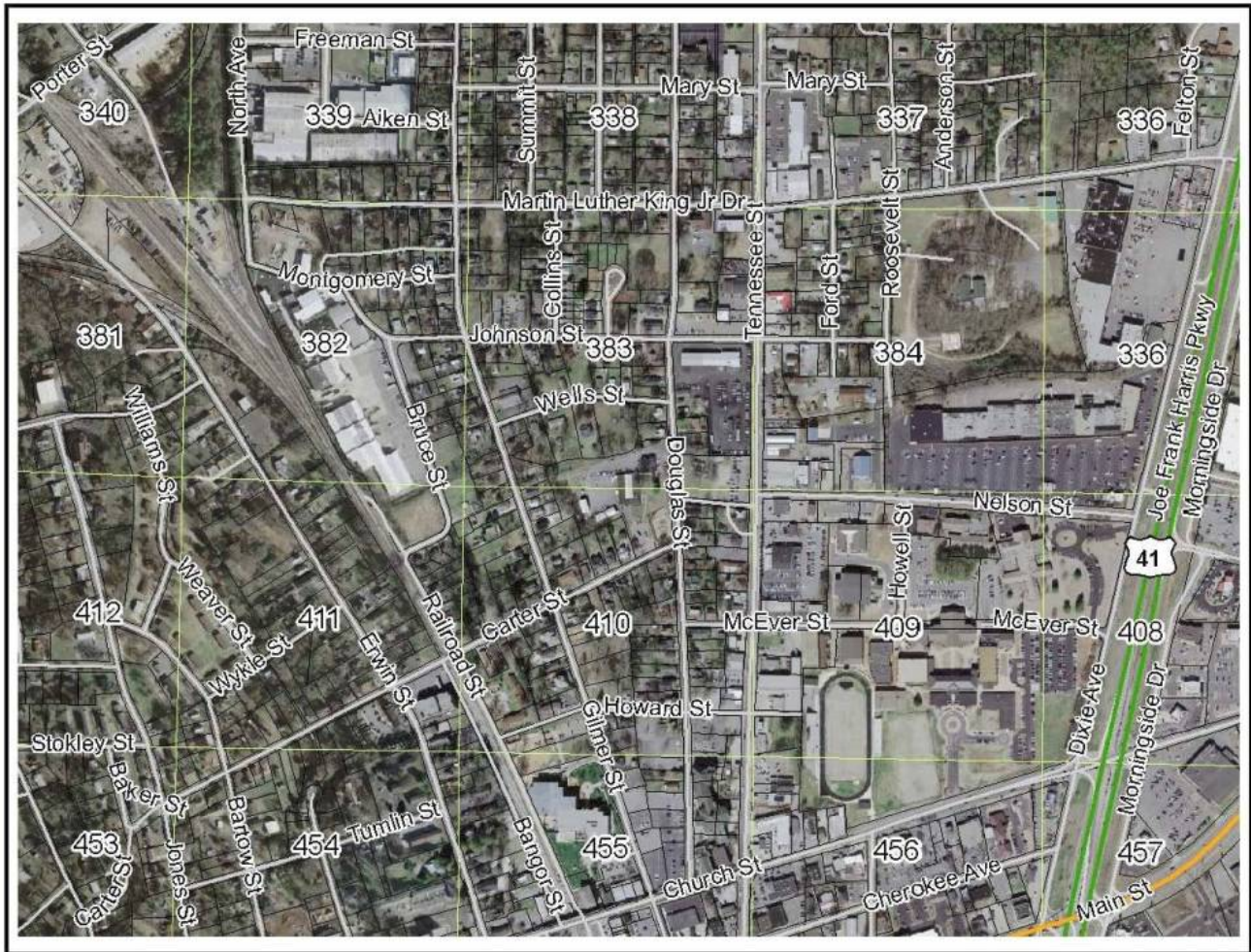




City of Cartersville

URBAN REDEVELOPMENT PLAN

AERIAL MAP OF AREA





OPPORTUNITIES FOR PRIVATE ENTERPRISE

The City Council encourages staff to study whatever tools and powers may be legally beneficial to encourage private enterprise. Therefore, staff will have the ability to review opportunity zones, enterprise zones, job tax credits, tax allocation districts, and/or a bond allocation program. Options may also include waiving or reducing local regulatory fees, including occupational taxes, license fees, and permit fees. Any proposed program, fee waiver or reduction, or otherwise, shall be reviewed by the City Attorney and must be approved by the City Council. To the largest extent possible, the City Council wants redevelopment to occur by private investment. Any tool used to promote private enterprise will require City Council approval.

Opportunity Zones: combination of three programs – Enterprise Zones, Urban Redevelopment Areas/Plans, and Job Tax Credits. Each program provides incentives for economic development, but together the trio serve as a power tool for new community investment.

Job Tax Credits: provide a tax credit on State income tax for eligible businesses that create new jobs in under-developed areas. Benefits increase when included within an Opportunity Zone.

Enterprise Zones: Ad valorem property tax abatement is possible for residential and nonresidential properties (minus taxes imposed by school districts and for general obligation debt). The local government may abate or exempt local taxes and fees (minus sales and use taxes) and may waive ordinances.

Bond Allocation Program: For individuals and businesses seeking long-term, low-interest rate financing for the construction or improvements of single and multi-family housing projects, tax exempt financing is available both at the State and local level. The Georgia Department of Community Affairs is responsible for implementing a system that allocates the use of private-activity bonds in order to further the provision of safe, sanitary, and affordable housing. This program is also applicable to some nonresidential projects.

Tax Allocation Districts (TAD): TADs help local governments in constructing certain public facilities and infrastructure improvements in association with business development projects in deteriorating areas of a community. Costs of the improvements are charged to the businesses that use them, rather than to the public at large. Businesses benefit from the construction of facilities that otherwise might not be available to them.



OPPORTUNITY ZONES

Local governments which undertake redevelopment and revitalization efforts in certain older commercial and industrial areas can qualify those areas for the State's maximum state job tax credit of \$3,500 per job. The incentives, available for new or existing businesses which create two (2) or more jobs, are credits that can be taken against the business's income tax liability and state payroll withholding. The credits are available for areas designated by the State Department of Community Affairs (DCA) as "Opportunity Zones." DCA will consider designations for areas that are within or adjacent to a census block group with fifteen percent (15%) or greater poverty where an Enterprise Zone or Urban Redevelopment Plan exists.

Opportunity Zone Tax Credit Incentives

- The maximum Job Tax Credit allowed under State law - \$3,500 per job created
- The lowest job creation threshold of any job tax credit program – two (2) jobs
- The use of Job Tax Credits against one hundred percent (100%) of income tax liability and withholding
- Expansion of the definition of "business enterprise" to include all businesses of any nature

Opportunity Zone designations include areas of cities such as Acworth, Covington, Griffin, Marietta, Milledgeville, Monroe, Norcross, Perry, Roswell, Tifton, Valdosta, and many unincorporated sections of counties across Georgia.

After adoption of the Urban Redevelopment Plan in September 2010, the City of Cartersville was successful in applying to the Georgia Department of Community Affairs (DCA) for the Northwest Industrial and South Industrial areas to be designated as Opportunity Zones. These Opportunity Zones have been active as of December 2010.

On May 19, 2011, City Council voted to adopt a resolution to amend the Urban Redevelopment Plan for the purpose of expanding the Northwest Industrial Opportunity Zone. The expansion, which was subsequently approved by Georgia DCA, includes a nearby large vacant brownfield site that had been continuously used for industrial purposes from approximately 1903 to 2003.

The second amendment to the Urban Redevelopment Plan includes the addition of a nonresidential redevelopment area that includes 36 parcels adjacent to Interstate 75 exit 296 (Cassville-White Road). After adoption of the amended Urban Redevelopment Plan, the City of Cartersville will work with Bartow County representatives on the submittal to Georgia DCA of a joint Bartow County–City of Cartersville Opportunity Zone (OZ) application. The proposed Cassville-White Road OZ includes one lot in the City limits, parcel C123-0001-002, which is owned by the Bartow-Cartersville Second Joint Development Authority. These nonresidential properties include deteriorating and dilapidated properties adjacent to the interstate exit as well as the Highland 75 Business Park.



OPPORTUNITY ZONE: NORTHWEST INDUSTRIAL

The Northwest Industrial area is located northwest of downtown Cartersville and adjacent to North Towne. This section of Cartersville includes the Spring City complex, a joined set of industrial buildings that date from the 1930s to the 1950s. Spring City, formerly the home of the large employer EZ Mills, now serves as an industrial incubator for small businesses. A variety of light and heavy industries operate just north of the complex adjacent to the older residences of North Towne. Farther north, off the major collector road Porter Street, various businesses operate in an industrial park developed approximately thirty (30) years ago.

In early 2011, City Planning and Development department staff held discussions with the property owner of a single fifty-three (53) acre tract of land located near the boundaries of the Northwest Industrial Opportunity Zone. The former Goodyear plant, located near the existing opportunity zone boundaries at the intersection of Cassville Road (State Route 293) and Goodyear Avenue, is zoned H-I (Heavy Industrial). This property has been used for industrial purposes since about 1903, when the Ohio owner of the American Textile Company, known as ATCO, purchased the greenfield property and constructed a plant to manufacture cotton drill cloth. In 1928, Goodyear purchased the plant from the owner and operated at this location until approximately 2003.

For nearly a decade, the Goodyear plant property has been idle, and the property owner is interested in recruiting industrial operations. Site work is ongoing to prepare the tract for manufacturing, processing, or other industrial operations that would continue the use of this land in its historical role as a place of employment. Adding this single tract to the existing Northwest Industrial Opportunity Zone serves as an incentive for future redevelopment.

Property maintenance, crime, and the closure of industrial operations are issues of concern in the Northwest Industrial area. Industries that no longer operate in this area include Benchmark Carpets, Beverage House, Goldkist, Goodyear, H Box, Knight Forest Products, Patriot Mark Cabinets, Southern Bell, Specialty Warehousing, and Woolworks (NOTE: some of these industries also closed operations in the South Industrial area).

On the north end of this area adjacent to (but not within the boundaries of) the 30-year old industrial park, an apartment complex has public safety concerns regarding minor incidents and major crimes.

Portions of the arterial Cassville Road (State Road 293) and the major collector roads N. Erwin Street and Porter Street pass through this district. Part of Porter Street includes an overpass for the CSX rail line. Along these roads, there are vacant lots, underutilized and vacant buildings, and deteriorating infrastructure.

Adjacent to the property of the former Goodyear plant, the ATCO mill village has numerous renter-occupied and vacant houses. Code enforcement staff targets this area as a priority spot and crime is a major concern. There has also been some loss in sense of community identity, including the relocation of the congregation of the Methodist church (now used as a low-income childcare facility) and the closure of the Goodyear plant.

The Northwest Industrial area is also located adjacent to Summer Hill, an historic African-American community off N. Erwin Street. The community continues today to serve as an authentic area of character with a mix of residences, churches, civic facilities, and small-scale commercial. A variety of housing, including small lot single family residences, public housing, and private apartment buildings, exists in the area.



OPPORTUNITY ZONE: NORTHWEST INDUSTRIAL



This area contains deteriorating older industrial buildings.



This area contains substandard outdoor storage yards.



This area contains deteriorating infrastructure.





OPPORTUNITY ZONE: NORTHWEST INDUSTRIAL



This area contains vacant and underutilized industrial buildings.



This area contains vacant industrial lots available for re-use.



OPPORTUNITY ZONE: NORTHWEST INDUSTRIAL

The former Goodyear plant site, a single tract of approximately fifty-three (53) acres, is being rehabilitated by the property owner for future industrial development.



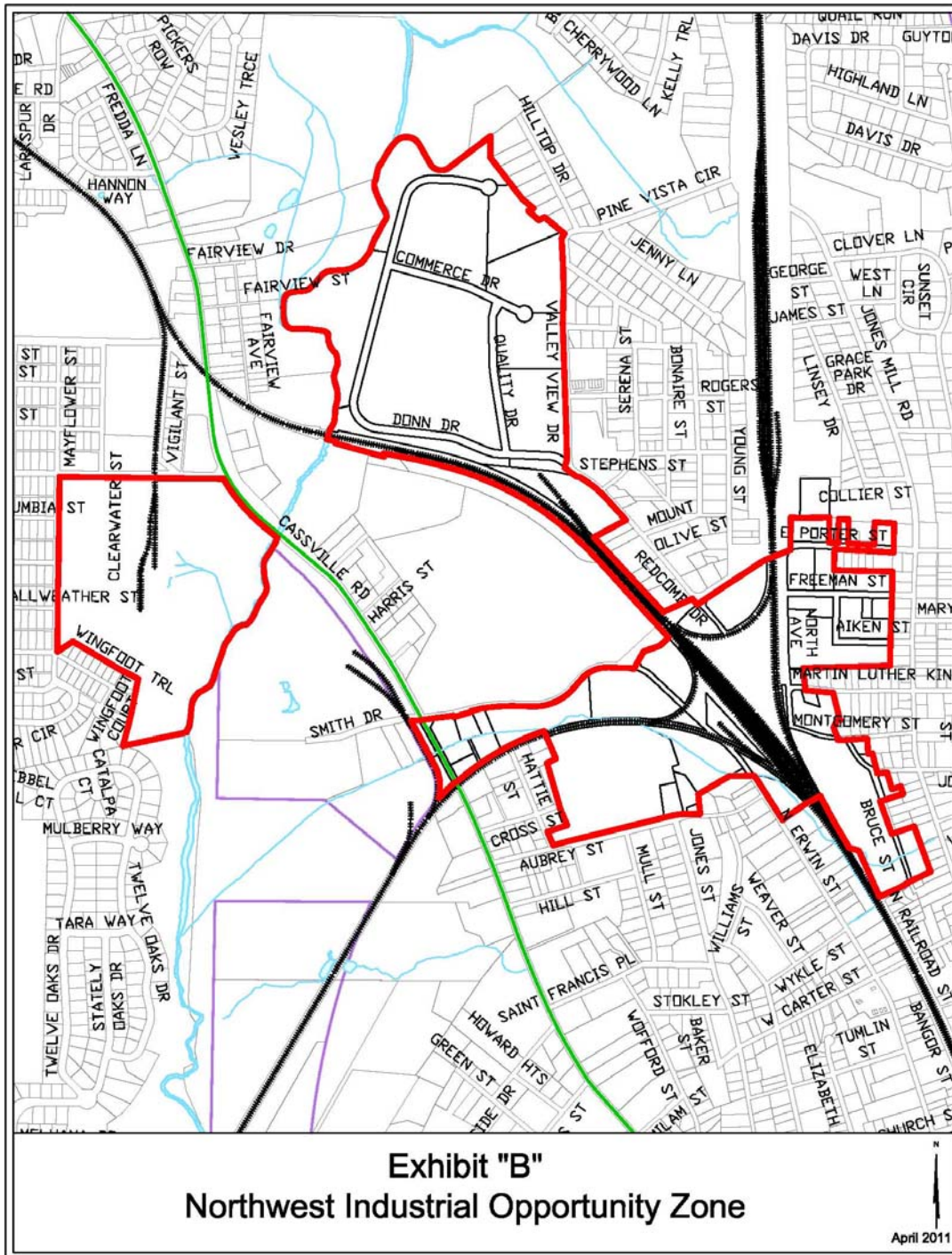
Aerial above faces north, below faces south.





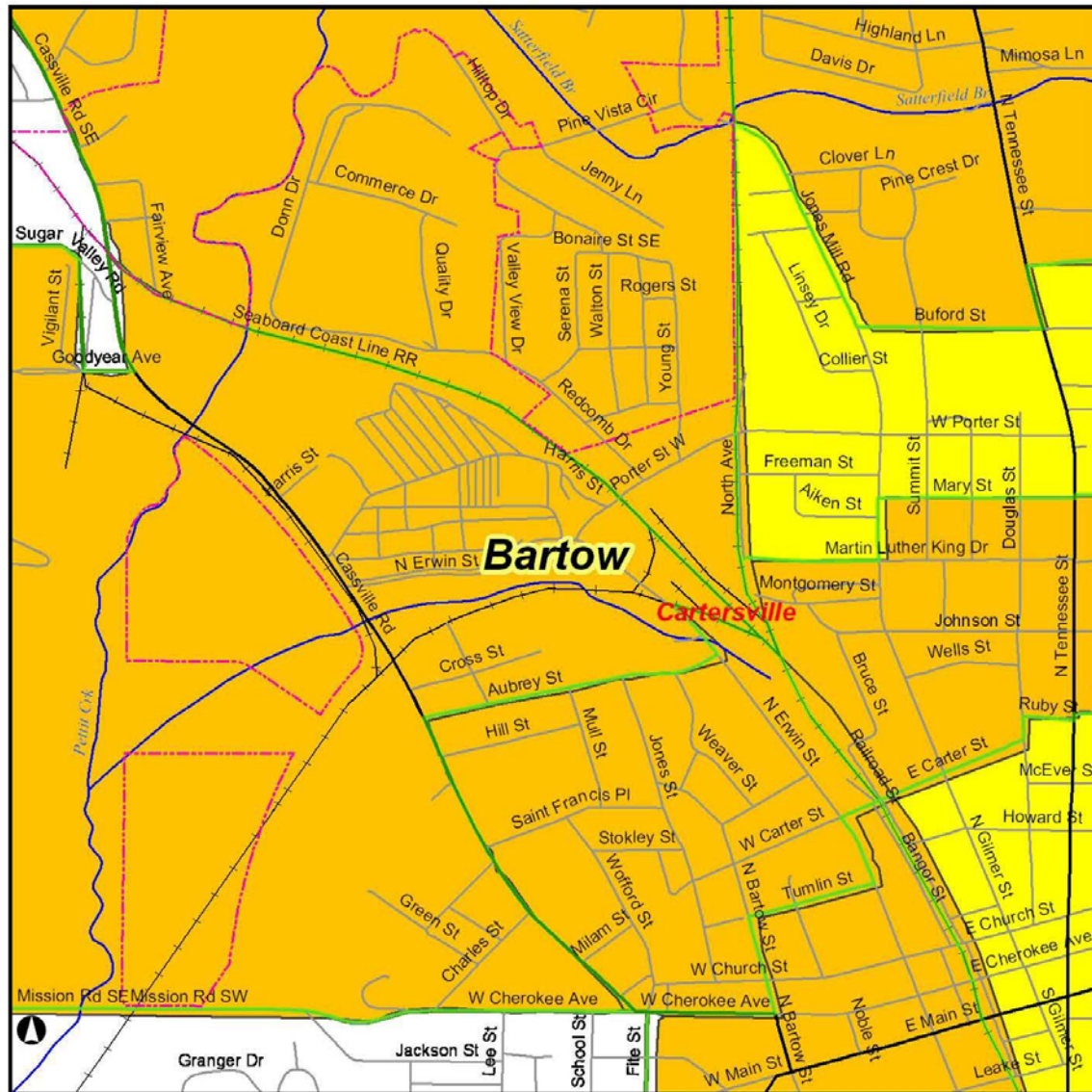
NORTHWEST INDUSTRIAL BOUNDARY MAP

Based on the currently available Census Block Group 2000 data, the designated Northwest Industrial area is located in block groups 130159605001, 130159606001, 130159607002, and 130159607004. The following maps show the boundary of the area, poverty by block group, and an aerial section.



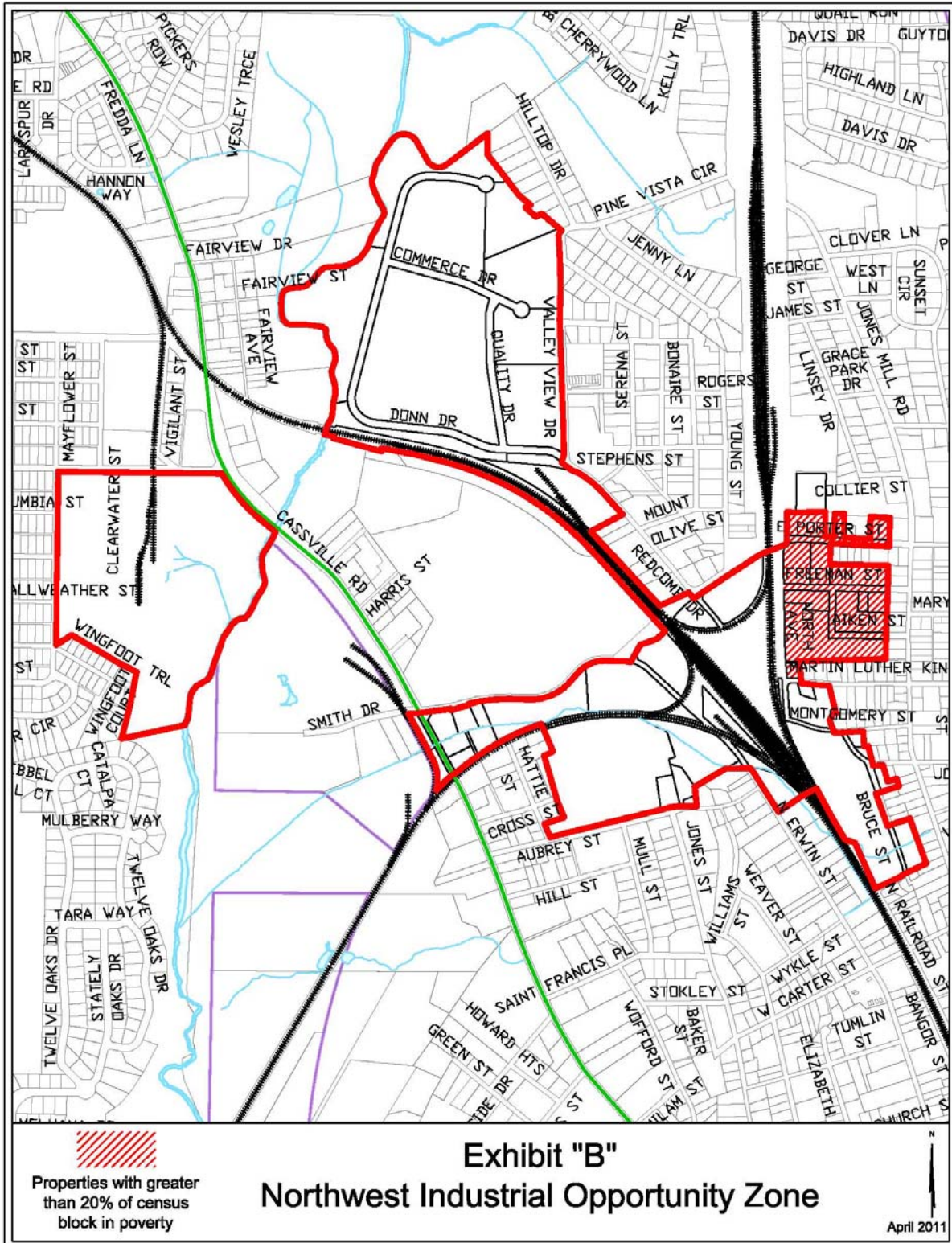


AREA MAP WITH POVERTY BY BLOCK GROUPS





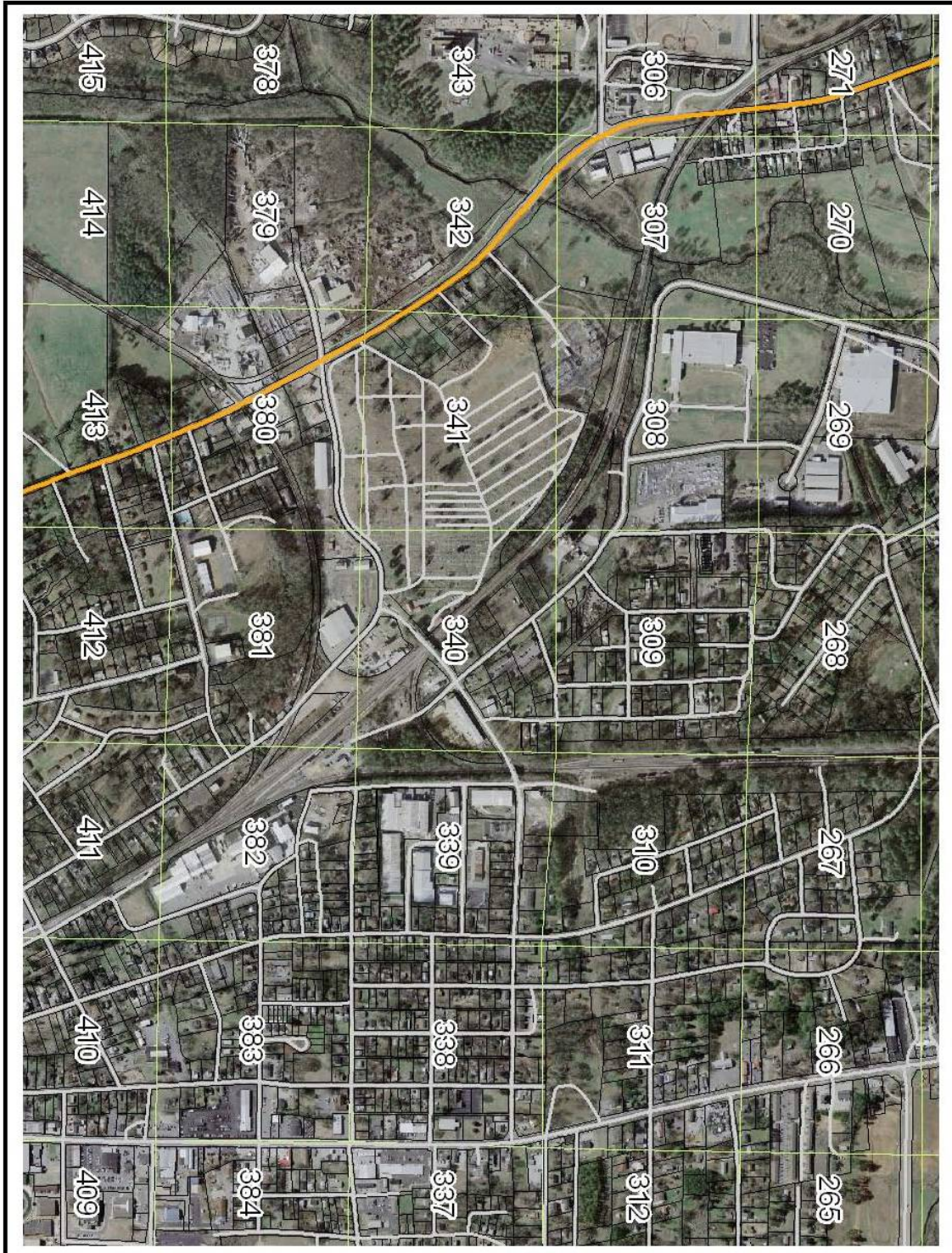
BOUNDARY MAP WITH POVERTY BY BLOCK GROUPS





AERIAL MAP OF AREA

Goodyear plant area is in Land Lot 343; Industrial Park in Land Lots 269, 308; Spring City in Land Lot 382.





OPPORTUNITY ZONE: SOUTH INDUSTRIAL

The South Industrial area, centered around the intersection of Old Mill Road and S. Erwin Street, served as one of the highest concentrations of large employers in Cartersville and Bartow County during the late 20th Century. During the last decade or so, however, numerous companies have vacated the area. Some of the former tenants of the now aging and underutilized or vacant buildings include Gold Kist, Commander Carpets, Benchmark Carpets, Orchids Paper Company, Union Carbide (First Brands), United Plastic Film, Cosco Furniture Inc, Maybank Industries, Nantucket Industries, Cartersville Undergarment, Hysan Corp, Engineering Films, American Carpet Mills, Dixie Bearings, Gossen Corp, Heuga USA, Cartersville Spinning, Floorgraphics Inc, Amrep Inc, National Poly Products, Dynaflux, Spring City, Wheelers Building Supply, Griptex, and Doane Pet Care (NOTE: some of these industries also closed operations in the Northwest Industrial area).

Although a re-routed overpass and designation as an alternate truck route have brought more through traffic to Old Mill Road in this area, the loss of industries has sent shock waves through the retail/service sector, and businesses have relocated to more active sections of the city. Residents of the nearby area and throughout the community have searched for employment in farther flung areas as a result of the dramatic decline in industries in the South Industrial area.

A variety of residential uses are adjacent to this industrial area, including apartments, a senior living condominium development, townhouses, and single-family residences. The City of Cartersville Electric, Gas, and Public Works facilities are also located in this area. Portions of the arterial S. Tennessee Street (SR 293) and major collector roads Old Mill Road and S. Erwin Street pass through this district. This area also includes South Bridge, an overpass for the CSX rail line.



This area contains vacant industrial buildings.



This area contains large underutilized buildings.



OPPORTUNITY ZONE: SOUTH INDUSTRIAL



This area contains vacant commercial buildings.



This area contains vacant industrial lots.



This area contains deteriorating rail spurs.



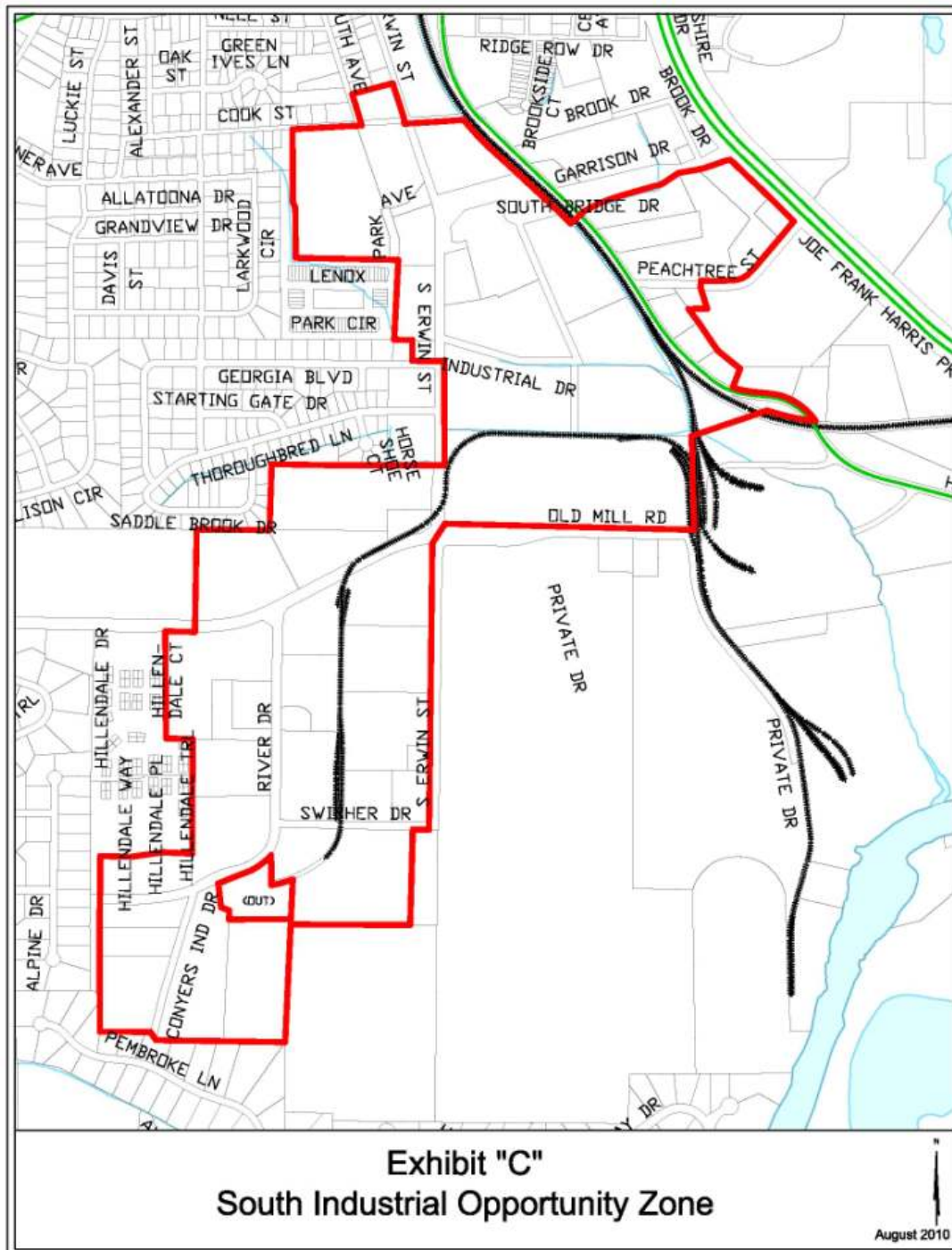
This area contains deteriorating infrastructure.





SOUTH INDUSTRIAL BOUNDARY MAP

Based on the currently available Census Block Group 2000 data, the designated South Industrial area is located in block groups 130159606003, 130159606005, 130159606006, and 130159607005. The following maps show the boundary of the area, poverty by block group, and an aerial section.

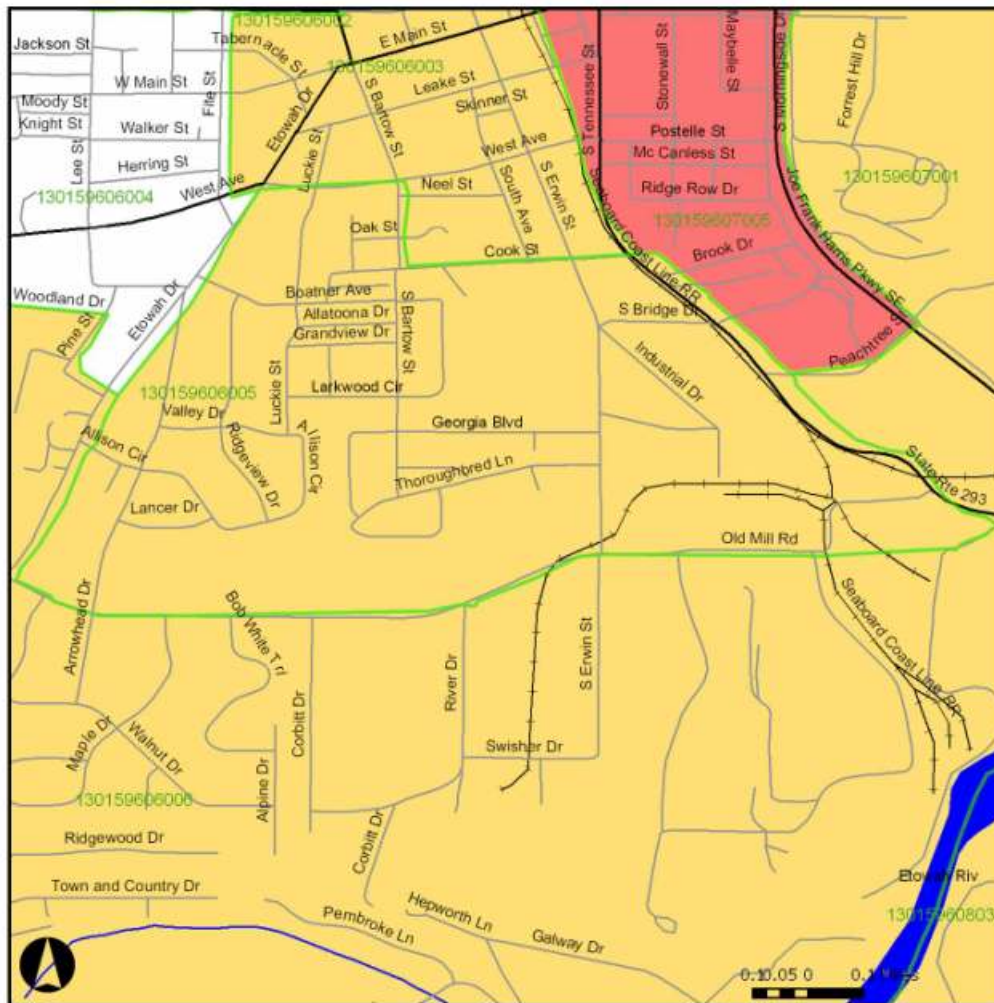




AREA MAP WITH POVERTY BY BLOCK GROUPS

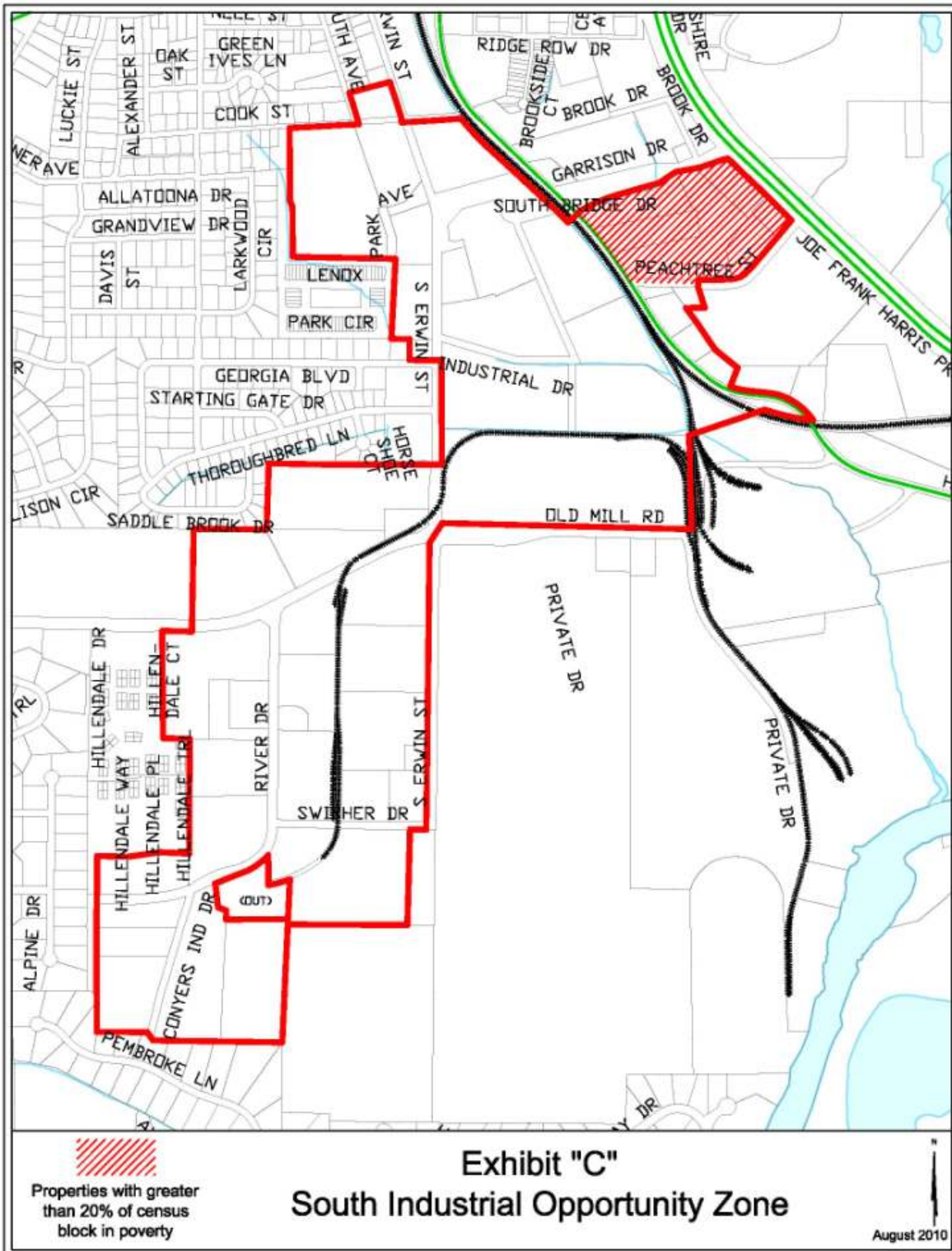
Census 2000 Block Groups with 20% or Greater Poverty and Adjacent to 15% or Greater Poverty Page 1 of 1

Census 2000 Block Groups with 20% or Greater Poverty and Adjacent to 15% or Greater Poverty



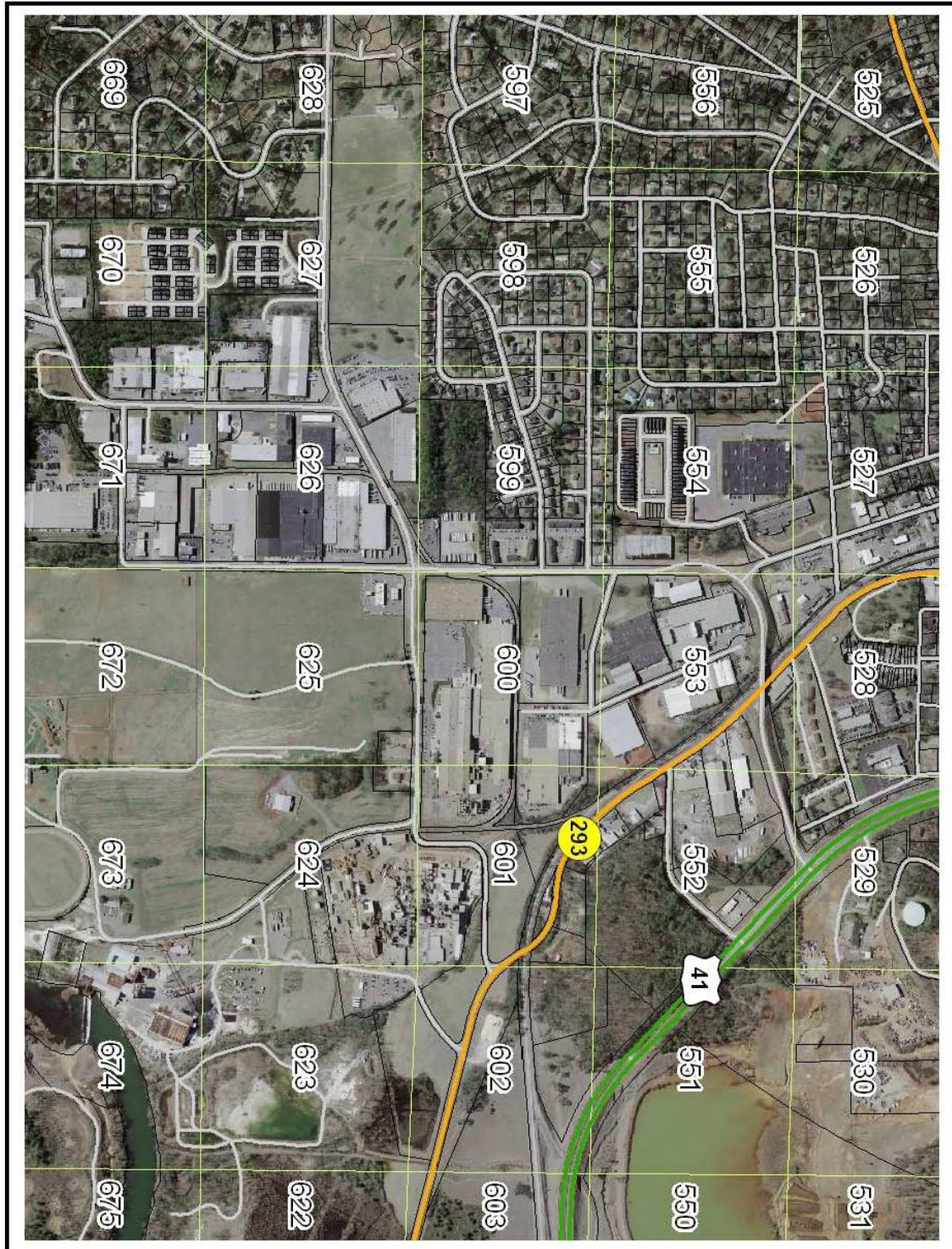


BOUNDARY MAP WITH POVERTY BY BLOCK GROUPS





AERIAL MAP OF AREA





OPPORTUNITY ZONE: CASSVILLE–WHITE ROAD

The Cassville-White Road area includes 36 parcels adjacent to Interstate 75 exit 296 (Census tract 9601.02), one of which is in the City limits. This area includes deteriorating and dilapidated commercial and industrial properties adjacent to the interstate exit. The area also includes the Highland 75 Business Park, located one mile east of the interstate exit near the intersection of Cassville-White Road and Great Valley Parkway.

This area includes distressed properties with dumpsites; vacant and deteriorating lots; abandoned and dilapidated commercial buildings; deteriorating and unused billboards; deteriorating infrastructure; and operating businesses that have been cited for delinquent payment of occupational tax certificate (business license). On Cassville-White Road, there is a former Red Roof Inn that has been condemned by the Bartow County Building Official under Section 18-391 of the Bartow County Building Ordinance since August 2011. Bartow County Sheriff's Deputies have cited persons on commercial properties in this area where operating and vacant businesses exist for a variety of minor incidents and major crimes. An adult novelty store also contributes to the blighted appearance of the commercial area.

Highland 75 is a collaboration of Bartow County, the City of Cartersville, and the Bartow-Cartersville Joint Development Authority. Highland 75 is a 707-acre planned development for manufacturing, distribution, call centers, technology and research & development. The property in the City limits that would be part of the Cassville-White Road OZ includes approximately 381 acres (tax parcel C123-0001-002) and is located in Highland 75. The property has frontage on Cassville-Pine Log Road and Great Valley Parkway. This parcel is underdeveloped (no buildings or substantial improvements) and exhibits general distress. This property has been used multiple times as a dumpsite, and the following have been found on this parcel: tires, roof shingles, a toilet, and appliances. The property owner, Bartow-Cartersville Second Joint Development Authority, is aware of the proposed revision to the URP and proposed OZ application and is amenable to the request.

The Cassville-White Road area includes tracts on Brown Loop, Carson Loop, Cassville-White Road, Cassville-Pine Log Road, Five Forks Road, Great Valley Parkway, Grogan Road, and Kent Drive, and Spring Place Road. The section of the Urban Redevelopment Area south of Cassville-White Road is in a block group with a poverty rate higher than twenty percent (20%). The entirety of the Cassville-White Road Urban Redevelopment Area is within or adjacent to a block group with a poverty rate of fifteen percent (15%) or higher.

Although the area adjacent to I-75 has developed as a commercial node, many of the parcels in the commercial area remain undeveloped or were previously developed but have since been cleared. Several buildings that once held commercial or industrial operations are now vacant. Buildings in the area currently vacant include the former Red Carpet Inn on Cassville-White Road; former Waffle House on Carson Loop; and former warehouses on Kent Drive. Additionally, industrial properties in the Highland 75 Corporate/Industrial Park remain vacant even though infrastructure has been constructed in the area.

This area has a higher crime rate than other areas of Bartow County. In 2010 there were 357 emergency response calls from the area; in 2011 there were 488; and in 2012 there were 442. Complaints included assaults; fights; domestic abuse cases; drugs use, possession, and sales; vehicle damage; thefts; trespassing; and burglary. Most of these complaints were on Cassville-White Road, Carson Loop, and Kent Drive.

Northwest Georgia Regional Commission (NWGRC) has prepared an Urban Redevelopment Plan for Bartow County. Once approved by Commissioner Steve Taylor, Bartow County representatives plan to submit an application to the Georgia Department of Community Affairs for the Cassville-White Road area to be an Opportunity Zone (OZ). As part of this effort, Cartersville Mayor Matt Santini will submit a letter of authorization to accompany the OZ application related to the property in the Cartersville city limits.



OPPORTUNITY ZONE: CASSVILLE-WHITE ROAD



This area contains vacant and condemned commercial buildings.



View of motels from Carson Loop



Collapsed structure on vacant lot, Carson Loop



Tires illegally dumped at a vacant industrial lot



Condemned hotel on Cassville-White Road



OPPORTUNITY ZONE: CASSVILLE-WHITE ROAD



This area contains dumpsites.



This area contains deteriorating infrastructure.



This area contains vacant and deteriorating sites.



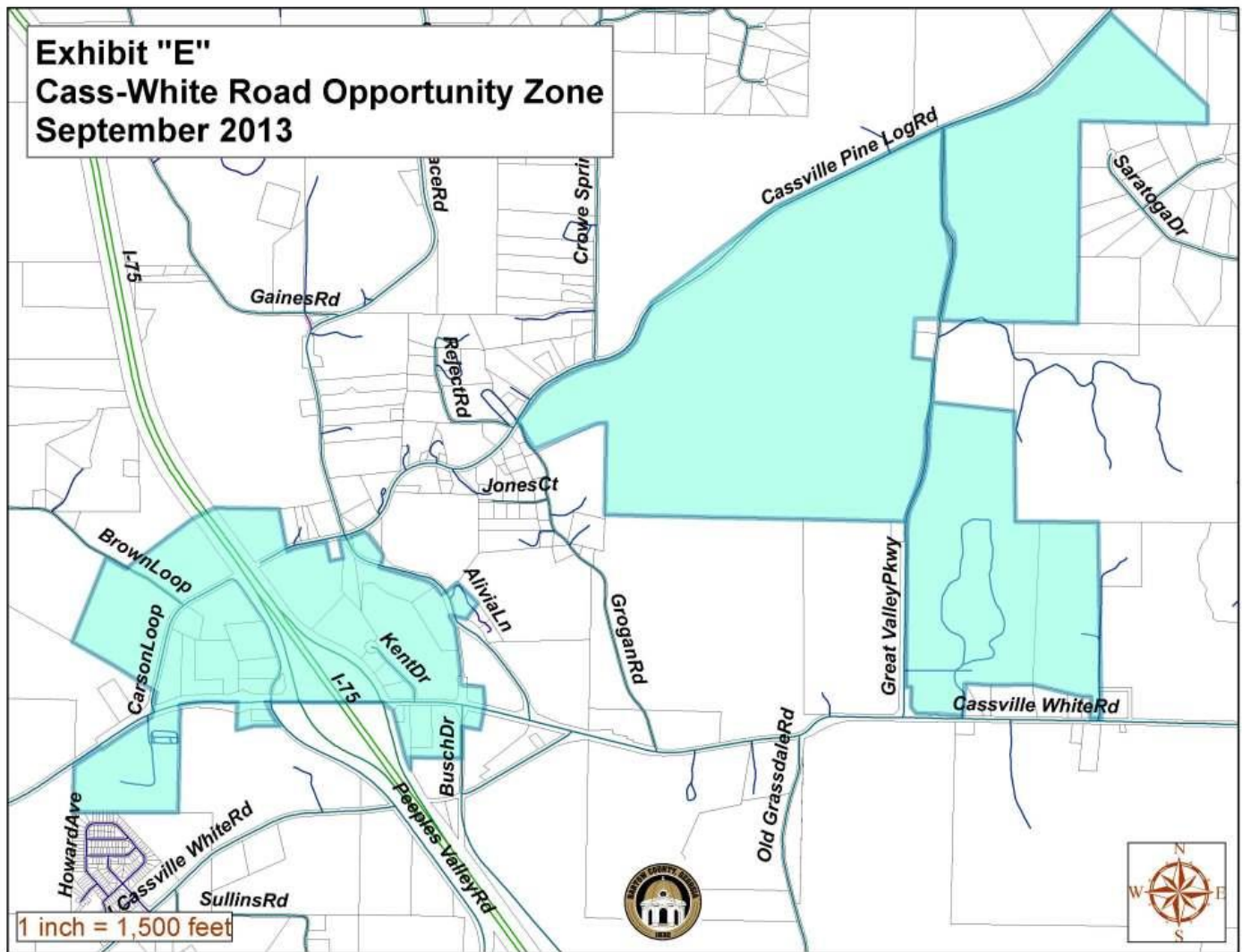
This area includes dilapidated and unused billboards.



This area includes overgrown lots for sale.

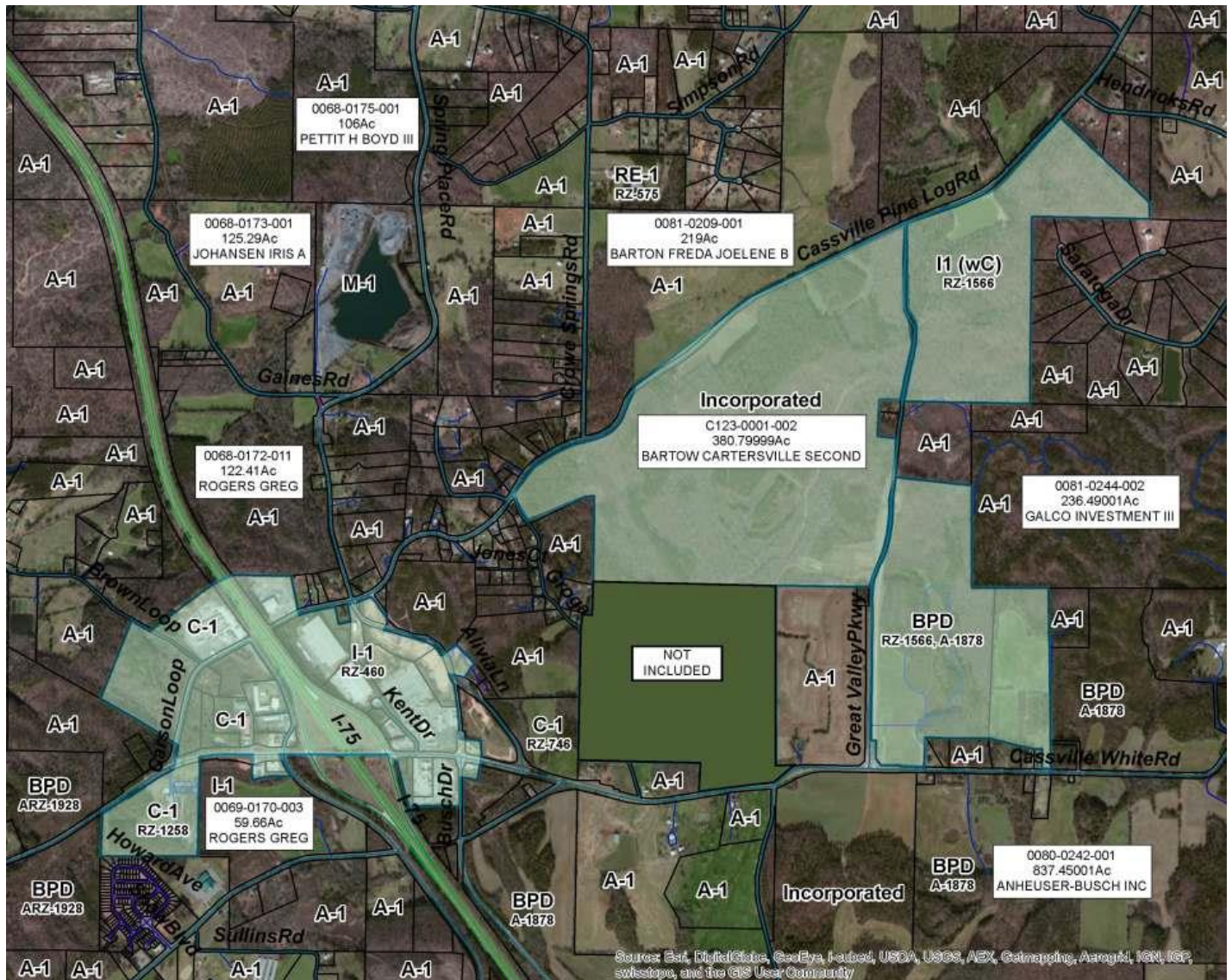


CASSVILLE-WHITE ROAD BOUNDARY MAP



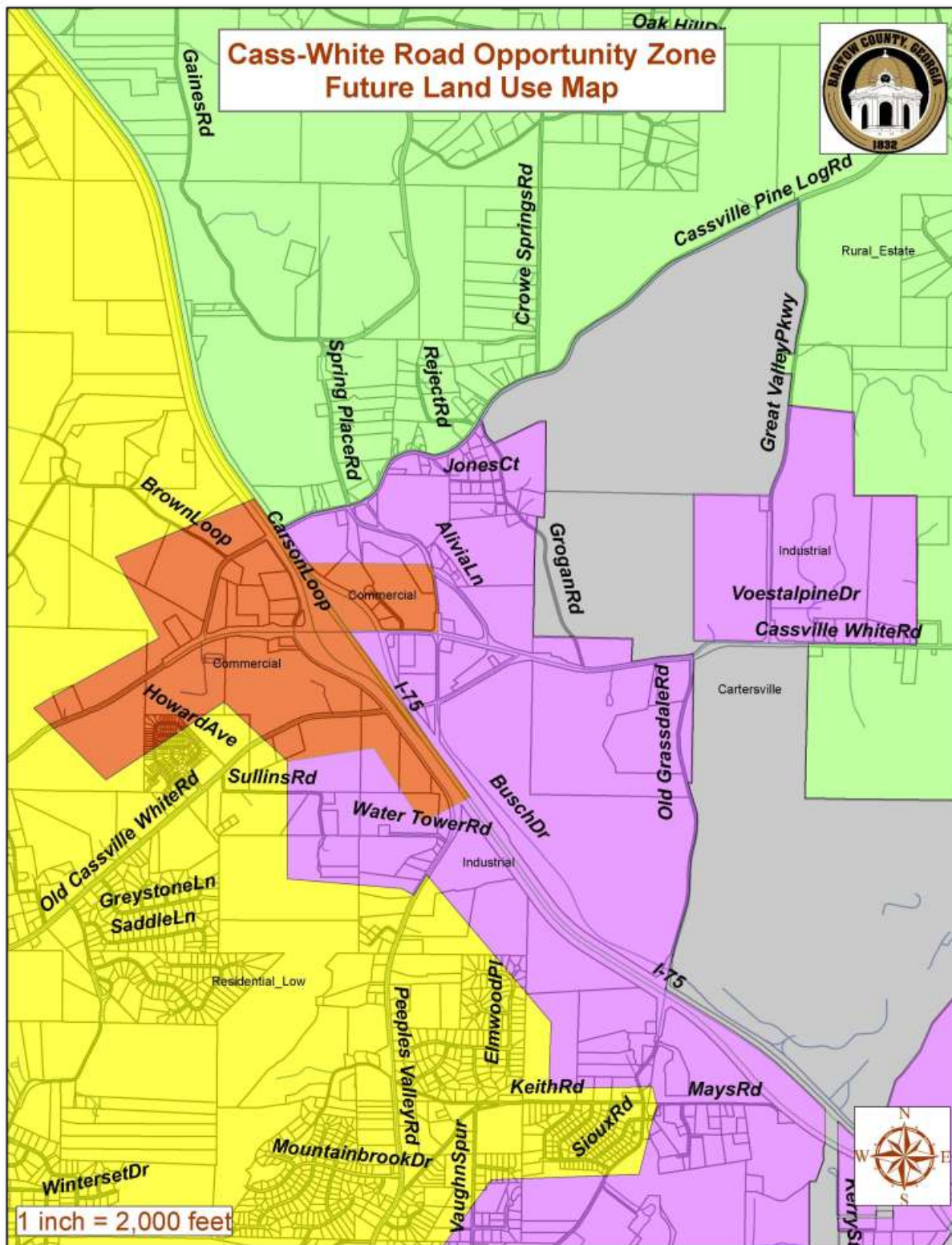


CASSVILLE-WHITE ROAD AERIAL MAP





CASSVILLE-WHITE ROAD FUTURE LAND USE MAP





CASSVILLE-WHITE ROAD CONDEMNED HOTEL





IMPLEMENTATION TOOLS

CDBG Revitalization Area Strategies

During 2004, representatives of the Georgia Department of Community Affairs (DCA) convened an advisory committee made up of elected and appointed local officials, planners and practitioners to discuss changes to the Community Development Block Grant (CDBG) program. A major initiative that resulted from their deliberations was the Revitalization Area Strategies (RAS) program. This program encourages planning for community development and to recognize the hard work of communities that are using CDBG as a way to meet larger community goals. The RAS program gives CDBG applicants bonus points, the ability to apply annually, and limited planning funds for projects within the Revitalization Area.

Communities that have been designated by DCA as RAS Communities include Barnesville, Fitzgerald, Griffin, LaGrange, Tifton, Thomson, Toccoa, and Waycross. The goal of the RAS program is for a community to show a strong commitment to community improvement through targeting an area in need of resources. Applicants show their commitment to targeted areas by developing a local investment program geographically aimed at census block groups of twenty percent (20%) or greater poverty and by incorporating a locally-driven collaborative approach to community and economic development.

It is the intention of the Mayor and Council to seek out possible projects that could benefit from RAS eligibility as part of CDBG grant applications to receive bonus points and to have the ability to apply annually for CDBG funding. There are areas of each of the North Towne, Northwest Industrial, and South Industrial areas that are within the required twenty percent (20%) or greater poverty areas for census block groups. Applications could be for individual districts or for an overlapping district project, such as an infrastructure project in North Towne and in the Northwest Industrial area. RAS eligibility will help City officials to achieve programs such as the CDBG-funded Wells Street Stormwater Project that help efforts in areas in need of redevelopment.

Land Acquisition, Demolition, Rehabilitation, and Construction

In order to accomplish the purposes of the Urban Redevelopment Plan, property may need to be acquired. While there are currently no plans for acquiring specific pieces of property, future acquisition is not outside the realm of possibility. Consequently, the City Council is bestowing the agency with all powers legally viable under the Urban Redevelopment Act that will enable the agency to acquire, receive, or otherwise obtain property. In the event that families may be displaced, requirements of the Uniform Relocation Assistance and Real Property Acquisition Act would be followed. Any potential use of eminent domain must be approved by the City Council prior to use. Other activities, such as demolition and rehabilitation, will also be carried out by the agency and have been approved for agency use by the City Council. Although no specific plans are yet known, all potential procedures remain subject to any and all applicable City rules, regulations, and ordinances.

Planning, Zoning, and Building Regulations

A benefit of using an Urban Redevelopment Plan is the ability to alter existing zoning and development regulations, in accordance with 36-61-8 of the Urban Redevelopment Act, for the purpose of achieving the maximum economic and aesthetic results in the redevelopment area. At this time, any potential alteration of existing requirements is unknown. It is likely, however, that some change or alleviation may be beneficial. Therefore, the City Council is allowing the agency to review all legal changes to existing zoning and development regulations that may be reasonable and/or necessary. Any proposed changes shall be reviewed by the City Attorney and must be approved by the City Council.



APPENDIX: FINDING OF NECESSITY

Resolution No. 19-10

A RESOLUTION TO STATE NEED FOR REDEVELOPMENT OF AREAS WITHIN THE CITY OF CARTERSVILLE; TO DESCRIBE THE BOUNDARIES OF REDEVELOPMENT AREAS; TO CAUSE A REDEVELOPMENT PLAN TO BE PREPARED FOR SAID AREAS; AND FOR OTHER PURPOSES.

CITY OF CARTERSVILLE, GEORGIA

WHEREAS, the Mayor and Council of the City of Cartersville, Georgia find that there exists within the corporate limits of said city one or more urbanized or developed areas in which the structures, buildings and improvements, by reasons of dilapidated deterioration, age or obsolescence, inadequate provision for ventilation, light, air, sanitation or open spaces, and the existence of conditions of disease, infant mortality, high unemployment, juvenile delinquency and crime and is detrimental to the public health, safety, morals and welfare; and

WHEREAS, the Mayor and Council of the City of Cartersville, Georgia find that there exists within the corporate limits of said city one or more urbanized or developed areas which by reason of the presence of a predominant number of substandard, slum, deteriorated, or deteriorating structures, inadequate parking, faulty lot layout in relation to size, adequacy, accessibility, and usefulness, unsanitary and unsafe conditions, deterioration of site and other improvements, tax delinquency exceeding the fair value of the land, diversity of ownership on defective or unusual conditions to title which prevent or encumber the free alienability of land, and the existence of conditions which endanger life and property by fire and other causes, substantially impair and arrest the sound growth of the community, retard the provision of housing accommodations and employment opportunities, and constitute an economic and social liability and is a menace to the public health, safety, morals and welfare in their present condition and use; and

WHEREAS, the Mayor and Council of the City of Cartersville, Georgia find that there exists within the corporate limits of said city one or more open areas located within urbanized or developed areas which because of the presence of factors enumerated in the first two paragraphs hereof, substantially impair and arrest the sound growth of the community; and

WHEREAS, the Mayor and Council of the City of Cartersville, Georgia find that there exists within the corporate limits of said city one or more urbanized or developed areas which are substantially underutilized by containing open lots and parcels of land or by containing a substantial number of buildings of relatively low value as compared to the value of structures or buildings in the vicinity of the area or in which there is a shortage of housing that is affordable for persons of low and moderate income which the Mayor and Council designate as appropriate for community development;

NOW THEREFORE, IT IS HEREBY RESOLVED, by the Mayor and Council of the City of Cartersville, Georgia, in a meeting duly assembled, pursuant to the authority granted by Official Code of Georgia Annotated Section 36-61-5, that the following described areas are hereby found to contain slum and declared to be urban redevelopment areas as defined by Official Code of Georgia Annotated Section 36-61-5:

Those certain areas lying within the corporate limits of the City of Cartersville and being enclosed by the boundaries identified in Exhibits "A", "B", and "C", City of Cartersville, Georgia Urban Redevelopment Areas.



APPENDIX: FINDING OF NECESSITY

BE IT FURTHER RESOLVED, by the Mayor and Council of the City of Cartersville, Georgia, that the designation of the above descriptions as urban redevelopment areas allows the Council to request the preparation of a workable urban redevelopment program in accordance with Official Code of Georgia Annotated Section 36-61-6 to address the presence of factors within the area and enumerated in the first four paragraphs hereof.

This Resolution is adopted this 19th day of August 2010.

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

ATTEST:

/s/ CONNIE KEELING
Connie Keeling
City Clerk



APPENDIX: ADOPTION RESOLUTION

Resolution No. 20-10

A RESOLUTION ADOPTING AN URBAN REDEVELOPMENT PLAN

CITY OF CARTERSVILLE, GEORGIA

WHEREAS, the City of Cartersville has prepared an Urban Redevelopment Plan in accordance with Official Code of Georgia Annotated Section 36-61-1 et. seq. to rehabilitate, conserve, or redevelop defined geographical areas; and

WHEREAS, the Urban Redevelopment Act can be used alone, or in combination with many of Georgia's other legislative redevelopment tools to support local comprehensive planning, revitalize faltering commercial corridors, recruit and nurture small businesses, rehabilitate older homes and neighborhoods, ensure architecturally compatible infill development, and generate new adaptive reuse for old industrial facilities; and

WHEREAS, the City of Cartersville has identified defined geographic boundaries that contain slum, which constitutes the Urban Redevelopment Areas, and can be described as:

Those certain areas lying within the corporate limits of the City of Cartersville and being enclosed by the boundaries identified in Exhibits "A", "B", and "C", City of Cartersville, Georgia Urban Redevelopment Areas.

WHEREAS, conditions in these delineated areas suffer from slum and blighting influences that are detrimental to the public's health, safety, and welfare and that the property's deterioration is negatively affecting the community; and

WHEREAS, the City of Cartersville desires to work with public and private sector partners to ensure the desired redevelopment is achieved; and

WHEREAS, the City of Cartersville hereby identifies the influences on the geographic areas designated and intends to work diligently to foster conditions conducive to redevelopment within these areas;

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



APPENDIX: ADOPTION RESOLUTION

This Resolution is adopted this 2nd day of September, 2010.

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

ATTEST:

/s/ CONNIE KEELING
Connie Keeling
City Clerk



APPENDIX: AMENDMENT: ADOPTION RESOLUTION

Resolution No. 10-11

A RESOLUTION ADOPTING AN URBAN REDEVELOPMENT PLAN

CITY OF CARTERSVILLE, GEORGIA

WHEREAS, the City of Cartersville has prepared an Urban Redevelopment Plan in accordance with Official Code of Georgia Annotated Section 36-61-1 et. seq. to rehabilitate, conserve, or redevelop defined geographical areas; and

WHEREAS, the Urban Redevelopment Act can be used alone, or in combination with many of Georgia's other legislative redevelopment tools to support local comprehensive planning, revitalize faltering commercial corridors, recruit and nurture small businesses, rehabilitate older homes and neighborhoods, ensure architecturally compatible infill development, and generate new adaptive reuse for old industrial facilities; and

WHEREAS, The City of Cartersville desires to amend the existing Northwest Industrial Area boundary indicated in the Urban Development Plan previously adopted on September 2, 2010.

WHEREAS, the City of Cartersville has identified defined geographic boundaries that contain slum, which constitute the Urban Redevelopment Areas, and can be described as:

Those certain areas lying within the corporate limits of the City of Cartersville and being enclosed by the boundaries identified in Exhibits "A", "B", and "C", City of Cartersville, Georgia Urban Redevelopment Areas.

WHEREAS, conditions in these delineated areas suffer from slum and blighting influences that are detrimental to the public's health, safety, and welfare and that the property's deterioration is negatively affecting the community; and

WHEREAS, the City of Cartersville desires to work with public and private sector partners to ensure the desired redevelopment is achieved; and

WHEREAS, the City of Cartersville hereby identifies the influences on the geographic areas designated and intends to work diligently to foster conditions conducive to redevelopment within these areas;

NOW THEREFORE, IT IS HEREBY RESOLVED, that the Mayor and Council of the City of Cartersville, Georgia do hereby adopt the attached Urban Redevelopment Plan (Exhibit "D") which is included herein by reference.



APPENDIX: AMENDMENT: ADOPTION RESOLUTION

This Resolution is adopted this 19th day of May, 2011.

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

ATTEST:

/s/ CONNIE KEELING
Connie Keeling
City Clerk



APPENDIX: AMENDMENT: ADOPTION RESOLUTION

Resolution No. 19-13

A RESOLUTION AMENDING THE ADOPTED URBAN REDEVELOPMENT PLAN

CITY OF CARTERSVILLE, GEORGIA

WHEREAS, the City of Cartersville has prepared an amendment to the adopted Urban Redevelopment Plan in accordance with Official Code of Georgia Annotated Section 36-61-1 et. seq. to rehabilitate, conserve, or redevelop the Cassville-White Road area; and

WHEREAS, the Urban Redevelopment Act can be used alone, or in combination with many of Georgia's other legislative redevelopment tools to support local comprehensive planning, revitalize faltering commercial corridors, recruit and nurture small businesses, rehabilitate older homes and neighborhoods, ensure architecturally compatible infill development, and generate new adaptive reuse for old industrial facilities; and

WHEREAS, the City of Cartersville has identified the geographic Cassville-White Road area boundary that contains slum, which constitutes one of the Urban Redevelopment Areas, 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 "E", City of Cartersville, Georgia Urban Redevelopment Area.

WHEREAS, conditions in this delineated area suffers from slum and blighting influences that are detrimental to the public's health, safety, and welfare and that the property's deterioration is negatively affecting the community; and

WHEREAS, the City of Cartersville desires to work with public and private sector partners to ensure the desired redevelopment is achieved; and

WHEREAS, the City of Cartersville hereby identifies the influences on the geographic area designated and intends to work to foster conditions conducive to redevelopment within this area;

NOW THEREFORE, IT IS HEREBY RESOLVED, that the Mayor and Council of the City of Cartersville, Georgia does hereby adopt the amended attached Urban Redevelopment Plan (Exhibit "D"), to include the Cassville-White Road Area.



APPENDIX: AMENDMENT: ADOPTION RESOLUTION

This Resolution is adopted this 17th day of October, 2013.

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

ATTEST:

/s/ CONNIE KEELING
Connie Keeling
City Clerk