



ADAIRSVILLE DOWNTOWN MASTER PLAN





ADAIRSVILLE DEPOT
HISTORY MUSEUM & WELCOME CENTER

CITY OF ADAIRSVILLE

Downtown Master Plan &
10-Year Strategic Plan



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INTRODUCTION

1.0 INTRODUCTION

LOCATION & CONTEXT

The Downtown Adairsville Master Plan is a planning study led by The Adairsville Downtown Development Authority, in partnership with the City of Adairsville. This study seeks to establish short, middle, and long-term economic development strategies to revitalize Downtown Adairsville. The Master Plan focuses on beautification/placemaking, parking needs, traffic flow, Logtown improvements, and economic development strategies.

Adairsville lies halfway between Chattanooga, TN and Atlanta, GA in the foothills of Northwestern Georgia. The study area encompasses 90 parcels from about King Street, south past Chestnut Street, including the old gin. The boundary extends just west of Railroad Street and east of Lawrence Street, including residential parcels.

The rich cultural history, beautiful landscapes, and strong social networks make Downtown Adairsville a uniquely engaging community and gives it the potential to be a regional draw. Challenges in the study area do remain. The construction of highways SR140, US-41, and I-75 drew traffic and development away from the Downtown. Thus, making Downtown Adairsville easy to find and access, along with reinvigorating commercial spaces are the main priorities.

In addition, based on a Nextsite market study, there is market demand for commercial and entertainment development in Downtown Adairsville. See Figure 1.1a. Public Square and its historic buildings create the perfect setting for an active entertainment and shopping destination. Currently there is demand for a 30,000 square foot grocery store, 45,000 square feet of food services and drinking places, and 30,000 square feet of retail options.

MARKET DEMAND

2018 Nextsite Market Study for Trade Area (Adairsville - Regional) Opportunity Gap (\$)		
Grocery Stores	\$13,414,980	30,000 sf
Speciality Food Stores	\$830,741	3,000 sf
Food Services and Drinking Places	\$18,954,206	45,000 sf
Restaurants		
Drinking Places		
Caterers		
Mobile Food Service		
Sports, Hobby, Musical Instrument, and Book Stores	\$4,524,511	15,000 sf
Miscellaneous Store Retailers	\$4,856,609	15,000 sf
Florist		
Art Dealers		

FIGURE 1.1A

1.1 SUMMARY OF RECOMMENDATIONS

This plan takes a multifaceted approach to catalyze economic development in Downtown Adairsville. It provides an ambitious master plan for these 90 parcels based on market understandings, development potential, and stakeholder and city goals.

The Master Plan addresses stakeholder and city goals by developing a plan that:

- Revitalizes Downtown Adairsville into a regional destination
- Creates safe, walkable streets for all transportation modes
- Provides comprehensive economic development strategies

PLACEMAKING

Placemaking is a key step to identifying and enhancing the character of Downtown Adairsville and its unique districts. Building from unique Adairsville attributes, placemaking recommendations were developed for the Downtown study area. For the Downtown Adairsville study area, placemaking recommendations focus on gateways, signage, and lighting, and beautifying the backs of the buildings on Main Street to create more inviting and exciting spaces. See Figure 1.1b for a proposed rendering.

TRANSPORTATION

The Downtown Adairsville Master Plan focuses on two key transportation functions closely tied to downtown's revitalization and economic success: traffic circulation and parking. The Master Plan has approached addressing both of these simultaneously by considering new traffic patterns through Public Square while proposing a program to expand downtown parking to accommodate new economic growth. The first of these two steps is intended to bring more visibility to downtown through traffic in front of buildings at appropriately slow speeds, and the second recognizes that Public Square parking is finite and may need to be supplemented with other public supply if downtown businesses and other land uses become more active through revitalization.



FIGURE 1.1B

SUMMARY OF RECOMMENDATIONS

LOGTOWN

Logtown is a city-owned gathering spot just south of the Public Square. This treasured community resource brings residents together during festival season, but it has the potential to be a beautiful and practical centerpiece of Downtown Adairsville year-round. To encourage more use of Logtown, this plan proposes establishing a more direct connection to Downtown and improving performance capacity for live music events and movie nights. The City is currently looking into the structure of the Hambright Building in order to potentially renovate it to house a movie screen or a larger stage. See Figure 1.1c for a proposed rendering.

ECONOMIC DEVELOPMENT

All of the strategies in this master plan strive to catalyze economic development that will transform the study area into a thriving downtown. In addition to the proposals above, development, renovation, and marketing will be critical elements to accomplishing the City's goals. There are many funding mechanisms available to the City and its residents to foster development and preserve the existing historical structures. Applying for Federal/State/Regional/Private grants or loans will be critical to facilitating redevelopment in Downtown Adairsville.



FIGURE 1.1C





EXISTING CONDITIONS

2.0 EXISTING CONDITIONS

This section identifies existing study area conditions, including assets and opportunities; property owners; existing land use, zoning and land conditions; and transportation conditions.

2.1 ASSETS & OPPORTUNITIES

Figure 2.1a focuses on assets and opportunities in Downtown Adairsville study area. Downtown Adairsville is rich with community assets. Following are a few of these assets that are key to the successful future development of Downtown Adairsville:

Adairsville Public Library is a part of the Bartow County Public Library system. In addition to books and computer access, the library provides meeting spaces, and events and programs for adults, teens, and children.

Logtown is a city-owned gathering spot just south of the Public Square, which is the heart of many of the City's festivals.

Adairsville Welcome Center & Train Depot is a museum and welcome center located in the W&A Railroad Depot with displays including the Civil War's Great Locomotive Chase and Georgia's early peach and chenille industries.

Boys and Girls Club is one of two clubs in Bartow County. It provides a wide range of educational and enrichment programs and prevention and intervention services to children ages 6-18.

STUDY AREA ASSETS & OPPORTUNITIES

1. Inspire Community Tutoring & Wellness Center
2. Adairsville Public Library
3. Adairsville Inn Restaurant
4. Vision Baptist Church
5. Adairsville United Methodist Church
6. Adair Manor Bed & Breakfast
7. Adairsville Police Department
8. Celtic Acres Farm Store
9. Hometown Karaoke
10. Part Time Artist, Inc.
11. General Store Cafe/General Store & Mercantile
12. Adairsville City Hall
13. Elite Jewelry & Fashions
14. 1902 Stock Exchange/Maggie Mae's Tea Room
15. Logtown
16. Adairsville Gin
17. Peacock Junction Antique Mall
18. Adairsville Depot History Museum & Welcome Center
19. Site of Future Boys and Girls Club

Historic Public Square is the crowning jewel of Downtown Adairsville. Historic buildings line the Square with local shops, cafes, and entertainment options.

Adairsville City Government is based in the Historic Public Square. City Hall and the Police Department are housed in two of the buildings lining the Square.

ASSETS & OPPORTUNITIES MAP

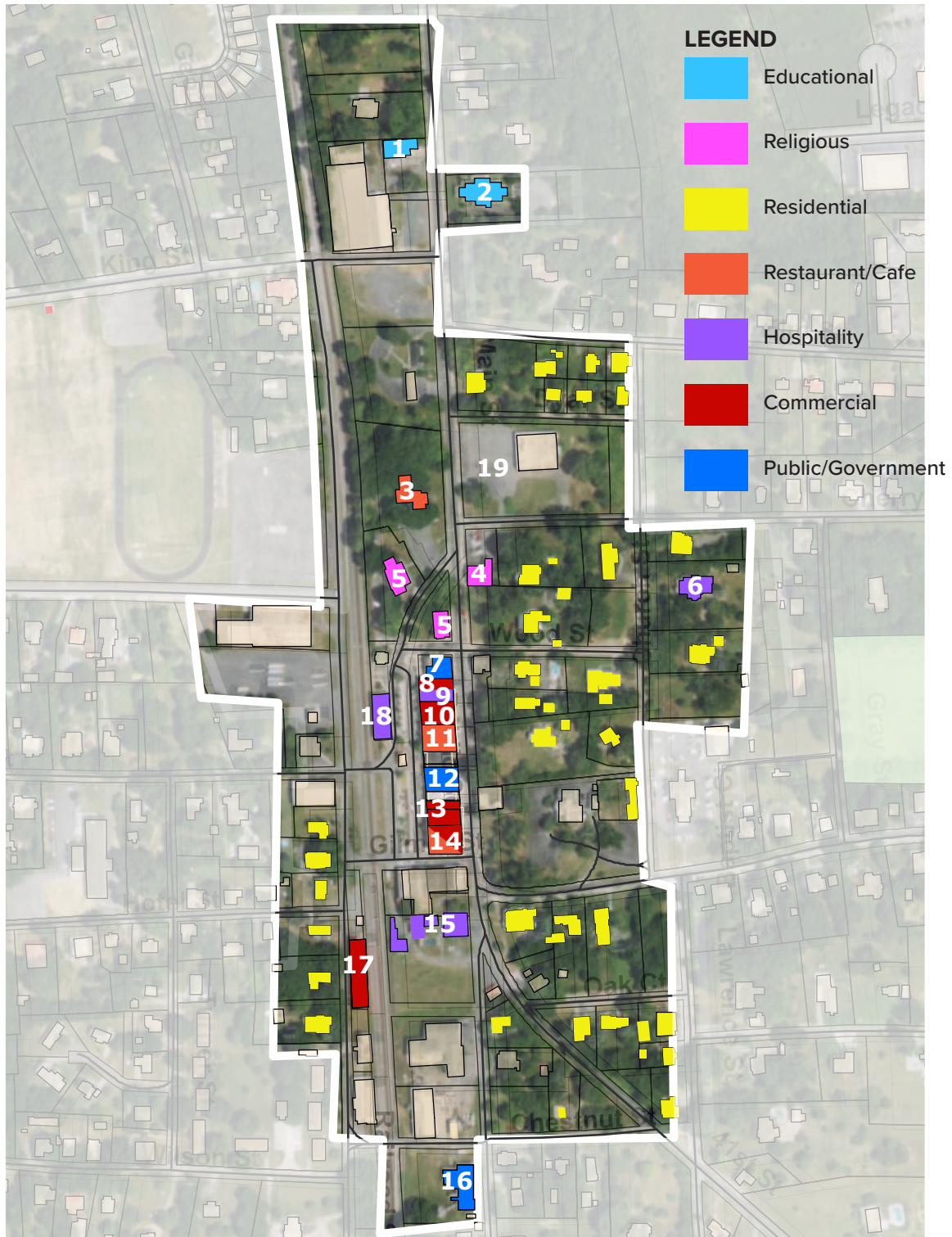

















FIGURE 2.1A

2.2 PROPERTY OWNERS

Figure 2.2a depicts the study area land owners. Property owners with at least two properties were included.

Many of the parcels in the study area are publicly owned by either the City of Adairsville, Adairsville Development Authority, Adairsville UMC, and Bartow County Board of Education. Individuals and LLCs own the remaining properties.

CURRENT OWNERS MAP LEGEND

	Adairsville Development Authority
	Adairsville UMC
	Annelle Holcomb
	Bartow County Board of Education
	Chuck Shropshire
	City of Adairsville
	Damian & Lindsay Bellamy
	Dana Dockery and Robert Harris
	Evan King
	Harvey & Denise Villaester
	JOTS Properties LLC
	Janice Pullam
	Jennifer Pasley
	Jeremy & Amber Thomas
	Larry & Doris Greenhaw
	Oothcalooga-RPTG-TK LLC
	Ovelle Barton
	Steve Sorrow

This is an aerial map of the City of Lawrence, Kansas, showing various colored and patterned parcels. The map includes street names: King St, Elm St, Main St, Dyar St, Cherry St, College St, Railroad St, Church St, Wood St, Park St, Public Sq, Gilmer St, Hotel St, Oak Ct, Lawrence St, Wilson St, Chestnut St, and 41st St. The parcels are color-coded and patterned: yellow, orange, red, green, blue, purple, pink, brown, and grey. The map is oriented with North at the top.

●●●●●● EXISTING CONDITIONS

2.3 ZONING MAP

A total of four zoning codes are represented in the study area: Central Business, General Industrial, Office & Institutional, and Residential. Refer to Figure 2.3a.

Central Business and Residential cover almost all of the study area - splitting it close to 50/50.

C-1 Central Business

The C-1 district is established primarily to encourage the development of general commercial uses.

IND-G General Industrial

The IND-G district is established primarily to encourage the development of general industrial uses, as distinct from heavy industrial uses.

R-1 Residential

The R-1 residential district is established primarily to encourage the development of smaller lot single-family developments, for conventional or industrialized homes. The R-1 district is a residential district.

O-I Office & Institutional

The O-I district is established primarily to encourage the development of office and institutional type uses.

ZONING MAP LEGEND

	Central Business (C-1)
	General Business (C-2)
	General Industrial (IND-G)
	Heavy Industrial (IND-H)
	Office & Institutional (O-I)
	Planned Unit Development (PUD)
	Residential (R-1)
	Residential (R-2)
	Residential (R-3)
	Multi-Family Residential (MF)

2.4













CURRENT LAND USE MAP

Figure 2.4a illustrates the existing land use in the study area.

The majority of the land within the study area is used for residential. However, this majority is located on the edges of the study area. The center contains an existing mix of commercial, public/institutional, and vacant commercial buildings. This mix emphasizes the many potential uses Downtown Adairsville can utilize to strengthen its economic development by re-utilizing and/or reviving these areas.

During the community meetings, many expressed a desire to see more public space and greenspace in the area. Just east of the northern end of the study area the City is embarking on the construction of a grand Veteran's Memorial Park.

CURRENT LAND USE LEGEND

	Commercial
	Industrial
	Mixed Use
	Multi-Family Residential
	Park/Recreation
	Public/Institutional
	Residential
	Transportation/Communication/Utilities
	Vacant Residential
	Vacant Industrial
	Vacant Public
	Vacant Commercial

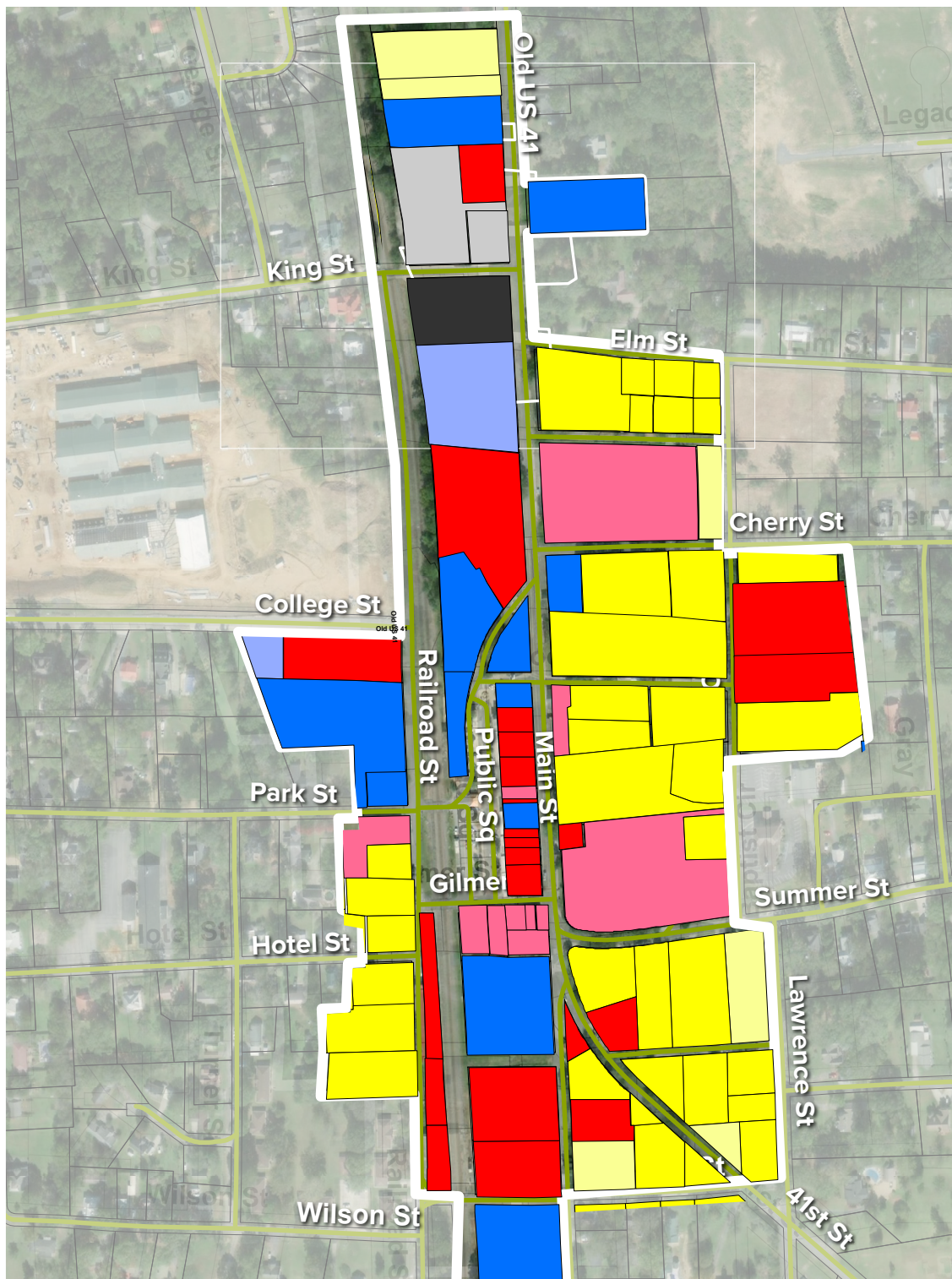


FIGURE 2.4A

2.5

TOPOGRAPHY/HYDROLOGY

Figure 2.5a shows the existing topography and hydrology in the study area.

The CSX railroad follows the lowest area which is parallel to Main Street and is the center of the majority of Downtown Adairsville. Hills rise up east from Main Street. The highest point being where the structure once belonging to the Barton and Son Funeral Home stands.

There are no major water bodies or flood zones in the study area.

FLOODPLAIN ZONES DESCRIPTIONS

BFEs: Base Flood Elevation is the computed elevation to which floodwater is anticipated to rise during the base flood.

ZONE A: 100-year flood zone with no base flood elevations

ZONE AE: 100-year flood zone with established base-flood elevations

TOPOGRAPHY/ HYDROLOGY MAP



FIGURE 2.5A

2.6 TRANSPORTATION PLANNED AND COMPLETED PROJECTS

Figure 2.6b shows ongoing and completed transportation projects in the study area. The data below was provided by City of Adairsville Staff. Figure 2.6a below corresponds with and explains the projects shown on Figure 2.6b.

Proj No.	Road Name	Segments		Intersections		Length	Improvement
		Begin Point	End Point	N-S Street	E-W Street		Made*
1	Church Street	Cherry Street	Summer Street	None	Wood Street	690 ft.	Widened shoulder and curbed gutter. Replaced water and gas lines. Added sidewalk on one side of the road.
2	Lawrence Street	Summer Street	Bruce Street	None	Oak Ct, Noland St, 41st St, Cline St, Bruce St	2,000 ft	Widened shoulder and curbed gutter. Replaced water and gas lines. Added sidewalk on one side of the road.
3	Railroad Street	Hotel Street	Park Street	-	-	-	Drainage improvements to occur in 2019-2020 period
4	King Street at CSX RR Crossing Signal Upgrades		-	-	-	-	Timeframe 2019; Responsible Party: GDOT, CSX, Adairsville; Funding Source: RR, State Funds

FIGURE 2.6A

PLANNED AND COMPLETED PROJECTS

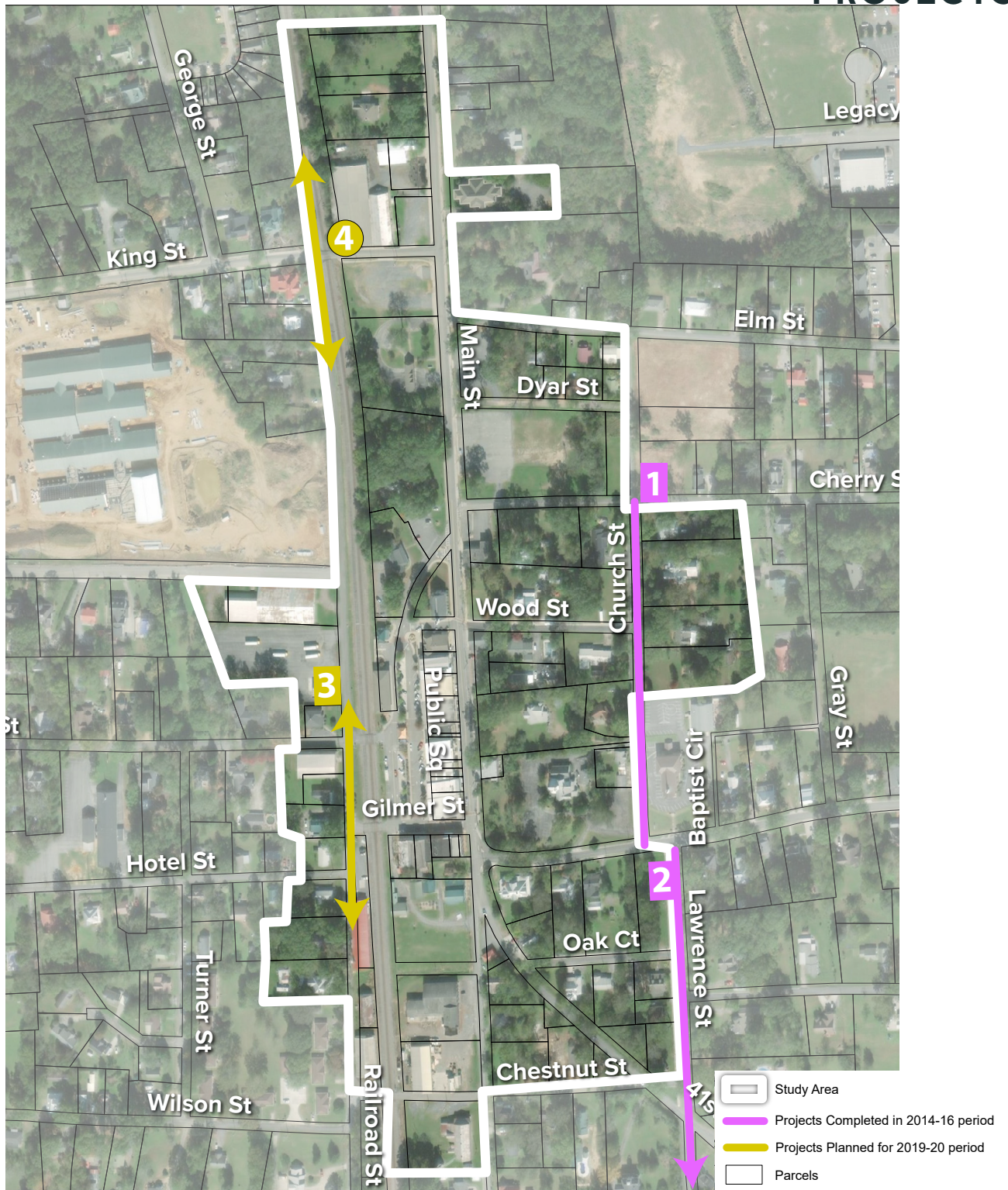


FIGURE 2.6B

ROAD CLASSIFICATIONS AND TRAFFIC COUNTS

Figures 2.6c and 2.6d illustrate traffic counts and road classifications and sidewalk widths.

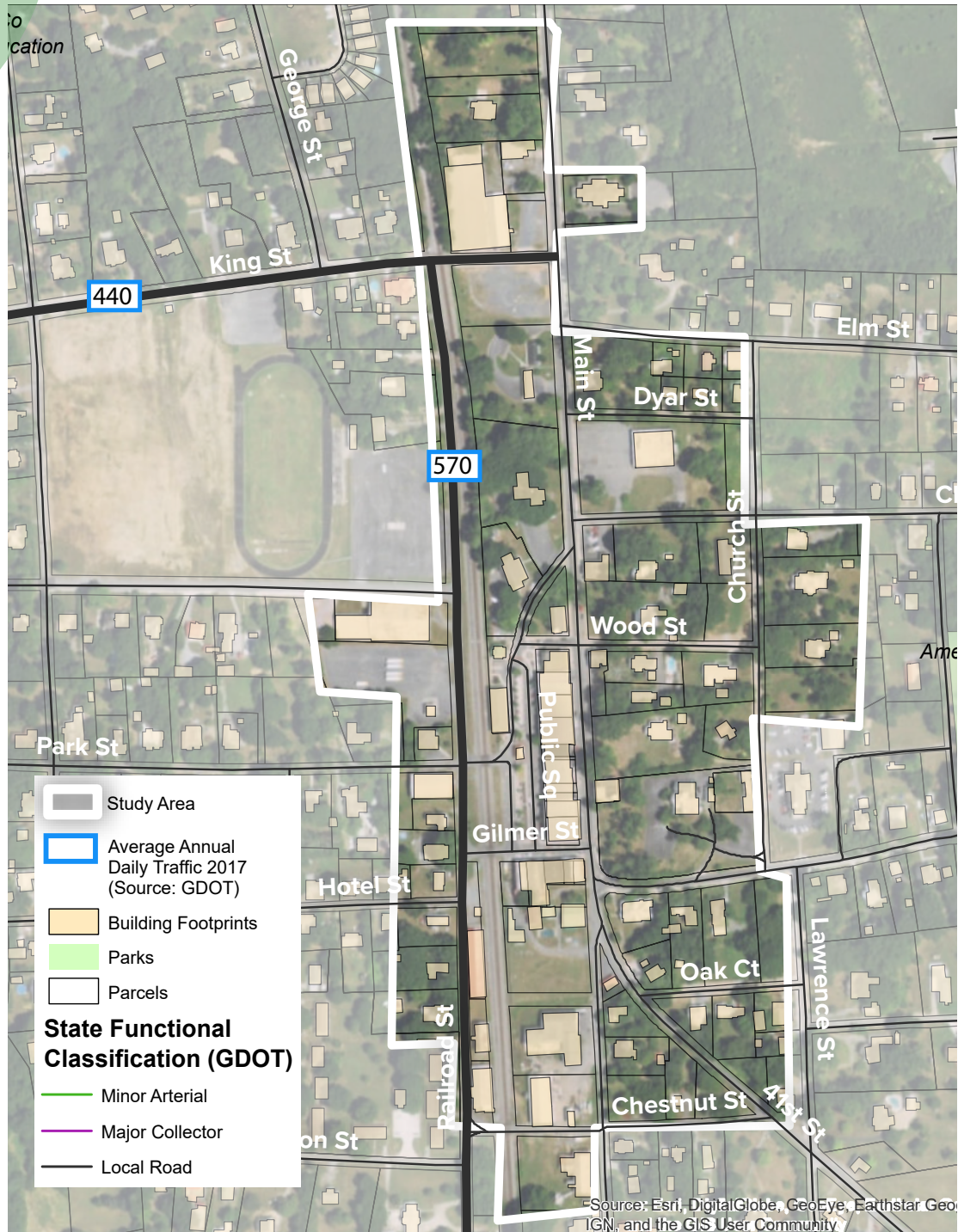


FIGURE 2.6C

SIDEWALKS MAP

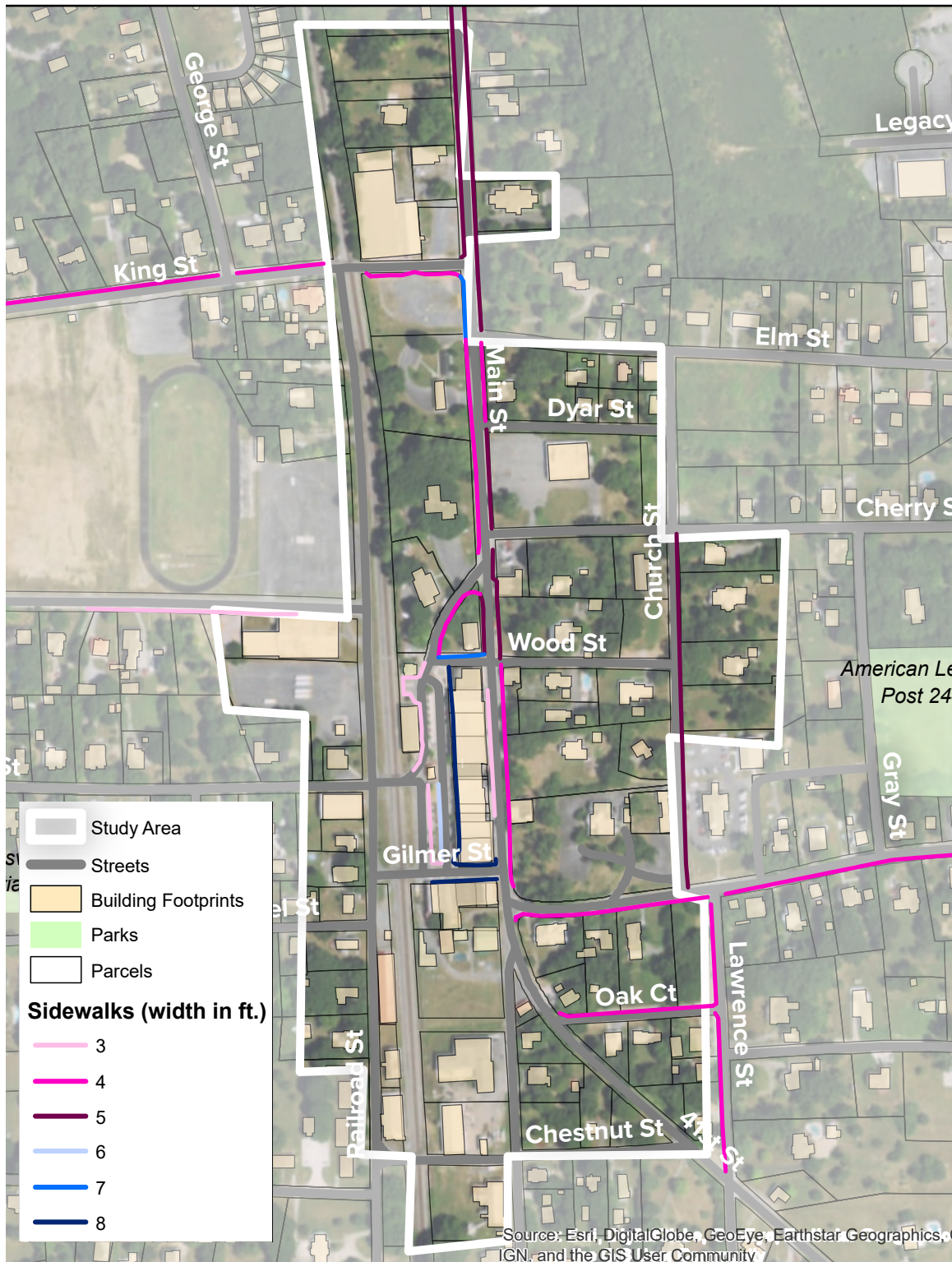


FIGURE 2.6D





VISION

3.0 VISION

STAKEHOLDER INPUT

Engaging with the public, sharing of information and the collection of feedback were essential components of this Downtown Adairsville master planning process. Public involvement is critical for an in depth understanding of the vision, goals and needs of the Adairsville community. As such, this study involved the public in a meaningful way at key study milestones.

The public participation process for the Downtown Adairsville Master Plan engaged stakeholders through two Master Plan Committee meetings, one Community Meeting, stakeholder interviews, and a Community Design Workshop. The key stakeholders group shared knowledge and expertise that could enhance and inform the master plan process and consisted of City staff, community leaders, and property owners within the study area.

The following is a summary of the public engagement process conducted for the Downtown Adairsville Master Plan.

Master Plan Committee Engagement

The Downtown Adairsville Master Plan Committee was formed to help guide the process and provide input and strategic planning milestones. The Master Plan Committee provided guidance, assisted in advertising public meetings, distributed information to the larger community, and provided feedback on materials to be presented to the public prior to each public meeting/workshop.

The following community leaders were members of the Core Team:

- **Ahmad Hall**, DDA, Musician
- **Beth Smith**, DDA/Sans Souci
- **Carol Robson**, DDA Chair/General Store and Mercantile
- **Adena Harper**, Events Planning Board/Sans Souci
- **Marion Antonio**, Historic Preservation Commission
- **Kris Timm**, Vision Contractors
- **Terry Timm**, Vision Contractors
- **Chad Smith**, Jenny Smith and Associates
- **Jenny Smith**, Jenny Smith and Associates
- **Dan Wade**, Peacock Junction Antique Mall
- **Cindy Wade**, Peacock Junction Antique Mall
- **Erwin Holcomb**, City Council
- **Susan Gilliland**, Celtic Acres Farm Store
- **Lee Castro**, City Council
- **Patricia Eastin**, Artist
- **Susan Gilmore**, Historic Preservation Commission

The Master Plan Committee engaged in two meetings throughout the study process. The initial meeting was held on March 13, 2019 and served as the official kickoff. The purpose of the study and how the public would be engaged throughout the process was outlined. The majority of the discussion focused on the broad vision for the community; community assets and strengths that should be preserved; areas of potential improvement; and, creating new opportunities for other land uses and assets within the study area.

COMMUNITY MEETING 1



Location: General Store Cafe

VISION

Stakeholder Input

The second Master Plan Committee meeting was held on June 10, 2019. At this second Master Plan Committee meeting, the Consultant Team presented an overview of the project schedule and goals with a focus on the draft master plan recommendations. The team received feedback from the attendees and discussed next steps.

Community Engagement

The general public, which includes the study area community at large, was engaged at two opportunities: at the community meeting and the community design workshop. All outreach opportunities were designed to inform, invite and communicate with stakeholders about the Downtown Adairsville Master Plan.

The first community meeting for the Downtown Adairsville Master Plan was an open house style input gathering session held on April 8, 2019. City staff and Sizemore Group kicked-off the meeting with a brief presentation of the project scope, schedule, and purpose of the meeting – to gather vision and goals from the community. Following the presentation, attendees were asked to answer the following questions on boards set up around the room.

“What do you want to **PRESERVE** in Downtown Adairsville?”

“What do you want to **CHANGE** in Downtown Adairsville?”

“What do you want to **CREATE** in Downtown Adairsville?”

“What do you want to **CONNECT** in Downtown Adairsville?”

“What are your Five-Year **PRIORITIES** for Downtown Adairsville?”

“What is your **VISION** for the next 10 years? What does Downtown Adairsville look like for the next generations?”

Comment cards were also made available for residents who would prefer to share ideas more privately.

The second community meeting was the Design Workshop held on May 6, 2019. At this Design Workshop, the Consultant Team presented on Study Area and Scope, Project Schedule, Project Goals, and next steps. Then, concerns heard from previous community engagement meetings and potential solutions were proposed for discussion with the attendees. The Consultant Team discussed and then asked attendees for their feedback on the following items:

- Gateways, Signage and Lighting
- Beautification to back of Public Square Buildings
- Traffic Flow Through Downtown
- Parking
- Economic Development

Stakeholder Interviews

Prior to the Design Workshop, the consultant team conducted stakeholder interviews. These interviews helped to promote a clear understanding of the goals, objectives, existing market opportunities and socioeconomic characteristics of the study area. The interviews also provided insight into the overall vision for the study area from those living and/or working within the study area. Interviews were consistent in format, utilizing a prepared questionnaire that included a range of discussion points.

COMMUNITY MEETING 1



Location: General Store Cafe

Each interview began with an introduction to the study followed by background information prior to beginning the interview. From the interviews, stakeholders provided insight into their overall vision for the study area. Major transportation and land use needs and concerns were also discussed.

A total of 7 stakeholder interviews were conducted. Those interviewed include:

- **Beth Smith**, DDA/Sans Souci
- **Sarah Prueter**
- **Carol Robson**, DDA Chair/General Store and Mercantile
- **Chuck Shropshire**, Property Owner
- **Pam Madison**, City Manager
- **Cindy Wade**, Peacock Junction Antique Mall

COMMUNITY GOALS

SUMMARY

01

Preserve the **small town, historic charm** of Downtown.

02

Make the **Public Square a destination** and market the attractions.

03

Attract **family-friendly entertainment and restaurants**.

1. Music
2. Play areas
3. Bowling, Skating, Arcade

04

Enhance lighting on buildings and street lights along gateway streets.

05

Improve **gateway signage** and **wayfinding** into Downtown.

06

Beautify **backs of buildings** along Main Street.

07

Attract or **divert Main Street cars** into Public Square.

08

Address **parking** for events.

09

Improve the **stage/amphitheater** in Logtown.



ADAIRSVILLE CELEBRATES AMERICA FESTIVAL
THE DAILY TRIBUNE NEWS





RECOMMENDATIONS

4.0 RECOMMENDATIONS

4.1 OVERVIEW

This section provides an overview of the proposed master plan for the Downtown Adairsville study area. It provides an ambitious master plan for these 90 parcels based on market understandings, development potential, and stakeholder and city goals. This plan takes a multifaceted approach to catalyze economic development in Downtown Adairsville.

The Master Plan addresses stakeholder and city goals by developing a plan that:

- Revitalizes Downtown Adairsville into a regional destination
- Creates safe, walkable streets for all transportation modes
- Provides comprehensive economic development strategies

The following sections provide more detail on these strategies:

4.1 Overview

4.2 Placemaking

4.3 Transportation

4.4 Logtown

4.5 Economic Development

STUDY AREA MAP



FIGURE 4.1A

PLACEMAKING

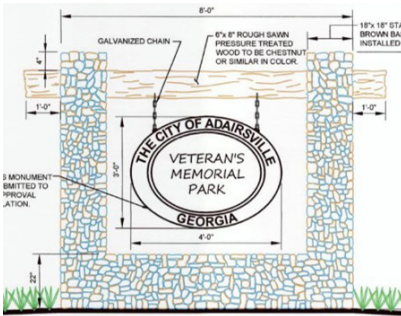
Gateways, Signage, and Lighting

Placemaking is a key step to identifying and enhancing the character of Downtown Adairsville and its unique districts. Placemaking capitalizes on the existing assets of the community and creates public spaces that promote community well-being and branding. Building from unique Adairsville attributes, placemaking recommendations were developed for the Downtown study area. Placemaking preserves and enhances a community's sense of identity. It is a community-led process that results in physical or programmatic interventions, such as painted crosswalks, signage, and art.

For the Downtown Adairsville study area, placemaking recommendations focus on gateways, signage, and lighting, and beautifying the backs of the buildings on Main Street to create more inviting and exciting spaces.

Following are recommended placemaking strategies for the Downtown Adairsville study area:

A critical placemaking element identified through stakeholder and community input was the need for improved wayfinding at the gateways into and around the study area. In addition to more efficiently directing visitors, signage and wayfinding can act as a visual branding mechanism for Adairsville. Gateway arches, information boards, neighborhood street toppers, and seasonal decorations would delineate Downtown Adairsville and add to its charm. This is especially critical at major intersections on US41 and SR140 because of the heavy traffic. Improved signage would help passersby and visitors more easily locate the amenities Downtown Adairsville has to offer.



Monument Sign

Appropriate at gateway entrances.



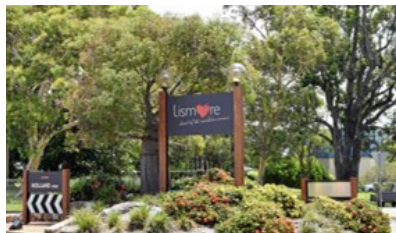
Overhead Signage

Appropriate at traffic lights on major roadways (would need coordination with GDOT)



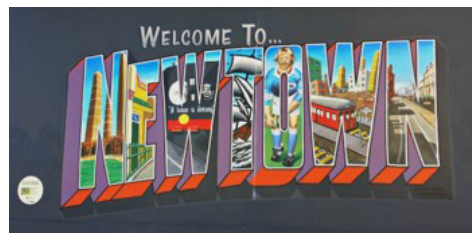
Digital Monument

Appropriate at signalized intersections on major gateways



Landscaped Wayfinding

Appropriate to indicate proximity to downtown at key intersections



Welcome Mural

Appropriate at buildings on the edge of downtown



Wayfinding Sign

Appropriate at non-signalized intersections

SIGNAGE EXAMPLES & POTENTIAL LOCATIONS

Figure 4.2B lays out potential locations for gateway and wayfinding signage.

Wayfinding signage directing to downtown on:

- Horse Show Road
- Hall Station Street
- Summer Street
- Cherry Street
- Main Street
- King Street

Electronic or Marquee signs at major gateways at:

- 140 at Main Street
- 41 at Horse Show Road
- Summer Street and Cherry Street at 41
- King Street and Park Street at Hall Station Road

Overhead signage at traffic signals at:

- 140 at 41 (or Billboard type sign)
- 140 at Hall Station

Landscaped Wayfinding Signage at:

- King, Elm, Cherry at Main Street
- Main Street at Lawrence Street and Chestnut
- Main Street at Old U.S. 41

Welcome Murals:

- On side of Gilmer Street Buildings
- Back of Public Square Buildings
- Side of Peacock Junction Building

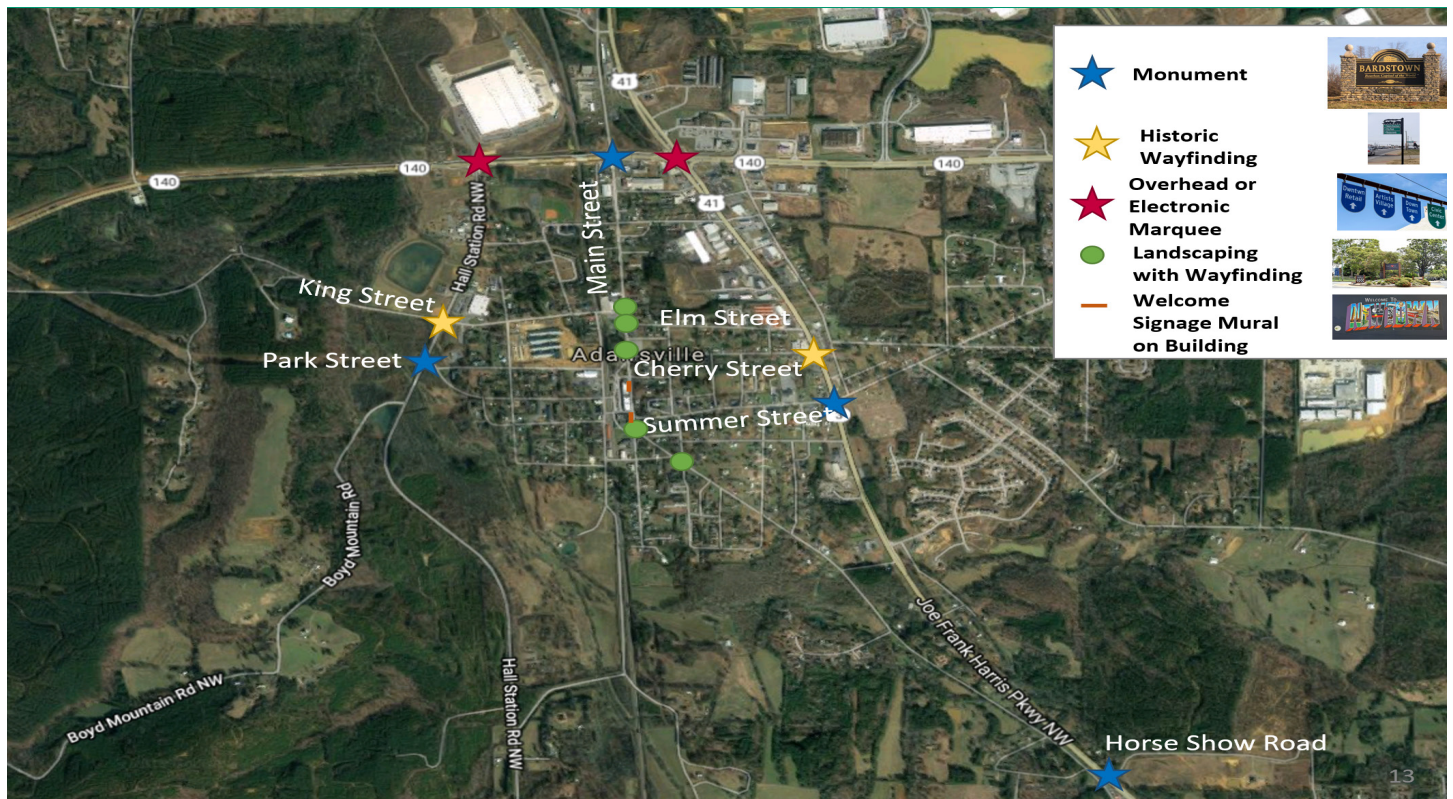


FIGURE 4.2B

HISTORIC WAYFINDING

Cherry Street at US41



FIGURE 4.2C

MONUMENT SIGNAGE

Summer Street at US41



FIGURE 4.2D

HISTORY TRAIL

Downtown Adairsville's rich cultural history and historic buildings are crucial parts of what make Downtown Adairsville so unique. In addition to the buildings directly facing the square, historic spaces and places can be found throughout downtown.

This plan proposes highlighting Downtown Adairsville's history with a walking trail and signage. See Figure 4.2f. In fact, Bartow County has already begun a Bartow County African American Heritage Trail and Downtown Adairsville is the first stop. See Figure 4.2e. Signage can be used all over Downtown Adairsville to tell the stories of its past and present. Understanding Downtown Adairsville's past is critical to preserving its future. Plaques, signs, murals, and artwork could highlight local landmarks and influential residents. As an example, there could be an informational sign or plaque on or near the Butler Shoe Store building on Gilmer Street to commemorate its historic importance to the community.

10	George Washington Carver Park - 900 Bartow Carver Road - Acworth 30101	34.142105, -84.668046
9	Zion Masonic Lodge - 21 Aubrey Street Cartersville, GA 30120	34.173502, -84.803782
8	Summer Hill Foundation - 129 Aubrey Street Cartersville, GA 30120	34.173458, -84.804728
7	Vinnie's Cabin - 118 Erwin Street - Cartersville, GA 30120	34.167666, -84.798589
6	Black Pioneers Cemetery - 61 Covered Bridge Road - Euahlee, GA 30145	34.148165, -84.934124
5	Euahlee Covered Bridge - Covered Bridge Road - Euahlee, GA 30120	34.142689, -84.931068
4	St. James A.M.E. Church - 1718 Cassville Road Cassville, GA 30123	34.245921, -84.852187
3	Noble Hill Wheeler Foundation- 2361 Joe Frank Harris Parkway, NW- Cassville, GA 30123	34.247019, -84.858505
2	Melvinia Shield Gravesite - Kingston Cemetery - 74 Johnson Street - Kingston, GA 30145	34.230763, -84.947190
1	Butler's Shoe Store- 105 Gilmer Street- Adairsville, GA 30103	34.366197, -84.934543

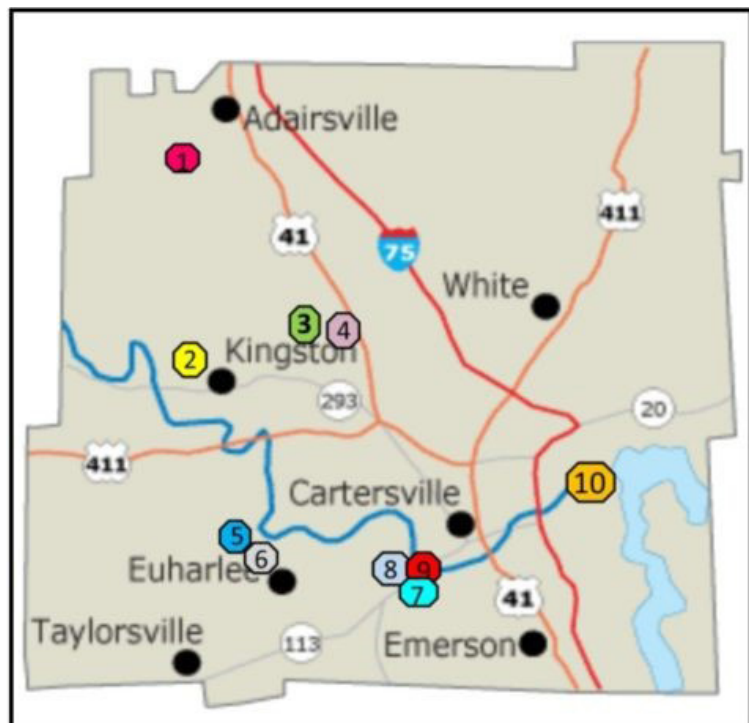


FIGURE 4.2E

EXAMPLE HISTORY TRAIL



FIGURE 4.2F

Street Lighting

Adairsville's history and events. In the same vein, string lights line the tops of the historic buildings on Public Square. The community expressed a desire to see more lighting on the buildings and more buildings with lights to draw attention to Downtown Adairsville and add to the ambience.



48 RECOMMENDATIONS ● ● ● ● ●

STREET LIGHTING

Main Street at Campbell Drive



FIGURE 4.2H

PLACEMAKING

Beautifications of Backs of Buildings

The beautiful historic buildings of Public Square create the charming environment of Downtown Adairsville. They are a unique and defining asset of the community. The backs of these buildings line Main Street, which also happens to be the first view into Downtown Adairsville. See Figures 4.2i and j. Currently, the backs of the buildings lack the same charm as their facades. They contain trash cans, exposed HVAC units, and utilitarian entrances that abut into the sidewalk. The existing backs of the buildings have the potential to be an inviting and functional backdoor into Downtown Adairsville.

This plan proposes beautifying and activating the buildings facing Main Street to attract visitors and display the charm that is fundamental to Adairsville.

To spotlight Adairsville’s amenities and further promote branding efforts for the area, the plan recommends coordination with local artists, students, and arts organizations to place artwork on the Main Street buildings. The buildings have the potential to be more inviting and engaging by creatively utilizing artistic murals, sculptures, lighting, and signage. In addition, aesthetically pleasing trash cans currently on the Public Square side could be placed on the Main Street side. Art could also conceal trash and utilities. Balconies and seating - similar to the back of the Stock Exchange - could be added to serve the businesses. A passageway connecting Main Street to Public Square could also be considered in the future.



FIGURE 4.2I

EXISTING ASSETS
Buildings Lining Main Street



FIGURE 4.2J

**CONCEALED/CONSOLIDATED
TRASH**

STREET TREES & LIGHTS

ANGLED PARKING

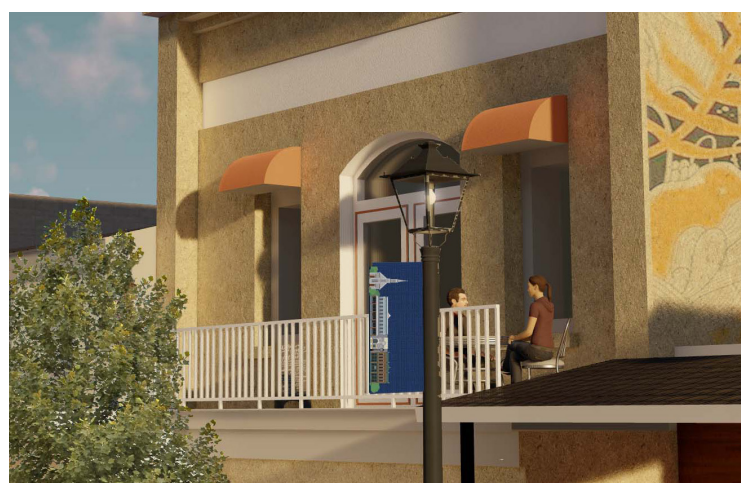


FIGURE 4.2K BACKS OF BUILDINGS ON MAIN STREET

BALCONIES WITH SEATING

WELCOME MURALS

WIDENED SIDEWALK



4.3 TRANSPORTATION

The Downtown Adairsville Master Plan focuses on two key transportation functions closely tied to downtown's revitalization and economic success: traffic circulation and parking. Public Square and its historical fabric of commercial buildings are the focal point of downtown, although they are not currently at the center of the overall mobility network. Traffic through downtown moves along Main Street, which passes behind the main Public Square buildings, and traffic enters Public Square primarily to use it for parking. This in turn has greatly increased pressure on Public Square as the main parking destination downtown, as it is the main public parking supply that is always available to customers.

The Master Plan has approached addressing both of these simultaneously by considering new traffic patterns through Public Square while proposing a program to expand downtown parking to accommodate new economic growth. The first of these two steps is intended to bring more visibility to downtown through traffic in front of buildings at appropriately slow speeds, and the second recognizes that Public Square parking is finite and may need to be supplemented with other public supply if downtown businesses and other land uses become more active through revitalization.

MAIN STREET AND TRAFFIC FLOW CONVERSION

The Master Plan proposes a pilot program to convert traffic flow from Main Street to Public Square. This is based on diversion of southbound traffic only, and it leaves

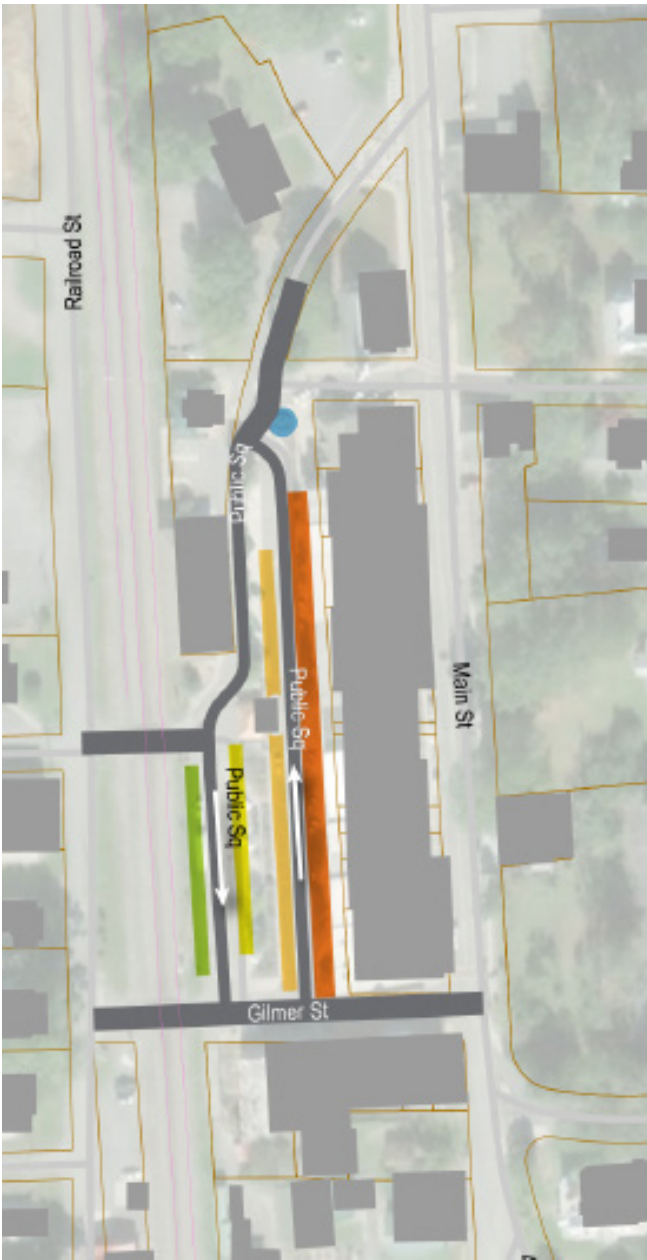
northbound traffic on Main Street. The planning team does not recommend a full diversion of traffic from Main Street to Public Square due to the extensive reconstruction of Public Square that would be required, although one portion of the Public Square parking area, specifically the eastern drive aisle along the commercial buildings, could be used to move southbound traffic.

The diagrams shown here illustrate how this pattern could function. Refer to Figure 4.3a. Southbound traffic would be diverted from Main Street north of the Methodist Church and into Public Square, where it continues through the eastern drive aisle to Gilmer Street, from which it is directed eastward back to Main Street. Northbound traffic continues on Main Street, which would be reduced to one regular travel lane with existing space for today's southbound lane repurposed for on-street parking, loading, or other auxiliary uses.

The following are main points outlining the pilot program and traffic diversion:

- **Traffic volumes on Main Street today are not high by urban thoroughfare standards,** typically under 1,000 vehicles per day. Although bringing this traffic in front of the Public Square commercial buildings would increase exposure to these businesses, this volume alone may not justify a costly and extensive capital project to reconstruct the street completely. For this reason, the Master Plan recommends a lighter-touch approach that uses existing roadway geometries as they are constructed today—especially leaving existing curbs and

CURRENT & POTENTIAL PUBLIC SQUARE LAYOUTS



Current layout of Public Square parking. Different colors represent different parking locations, as indicated in the legend below:

- West Parallel Spaces (7 spaces)
- West Angle Spaces (6 spaces)
- Middle Spaces (parallel and angle; 12 spaces)
- East Spaces (19 spaces)



The Master Plan recommends that southbound traffic diversion to Public Square remove the middle row of parking spaces to ensure an adequate lane width and preserve ability for emergency response vehicles to pass and stop along this extent if needed.

- West Parallel Spaces (7 spaces)
- West Angle Spaces (6 spaces)
- East Spaces (19 spaces)

FIGURE 4.3A

TRANSPORTATION

Traffic Flow & Parking

drainage intact—to test the effectiveness of more traffic in front of the Public Square commercial buildings and the market exposure that results from it.

- **A pilot program can be applied using traffic cones, temporary barriers, and signs**, though a more permanent installation will require reconstruction of the north entry into Public Square from Main Street and reconstruction of the Main Street/Gilmer Street intersections. Refer to Figures 1 and 2, which outline a basic travel flow pattern and potential roadway and intersection reconstructions (from designs needing further engineering study and development).
- **There are changes to Public Square parking.** With Main Street's southbound traffic diverted to Public Square, the existing angle parking on the east side of the parking area (along Public Square's existing commercial buildings) will be converted to back-in angled parking - vehicles will load into spaces in reverse and exit them moving forward. Back-in angled parking has safety benefits over traditional parking in that drivers can see oncoming traffic.
- **The fountain at the north end of Public Square is currently placed in a curb extension that diverts the flow of traffic entering the square**, although this may create complication for larger vehicles (such as trucks) that would need to pass through the square. This should be studied in further detail and the curb extension redesigned as needed. The fountain may not need to be removed or relocated, but the curb beyond it may need to be reduced in its extent to enable a more direct path to allow larger vehicles to maneuver.

PARKING MANAGEMENT

The core downtown area around Public Square includes all of the area's public parking—parking that is available for any use and does not have restrictions to customers of adjacent businesses. Today, this area does not see high levels of utilization, but many of downtown's commercial spaces are also vacant. Furthermore, reconfiguring traffic flow through Public Square may result in the loss of some spaces, reducing the supply of the most desirable spaces in downtown.

The Master Plan's analysis of parking took counts of utilization displayed in Figure 4.3b, which includes the core public parking spaces on streets and in Public Square, as well as the two privately-owned lots that informally allow public parking today. The inventory and sampled utilization of these spaces is shown in Figure 4.3b below. At no times are any of these facilities more than 50 percent utilized, suggesting ample capacity to bring other customers. However, the plan analysis also compares these to existing land uses and rates of parking generation that would be expected of them using national industry research (from the Institute of Transportation Engineers Parking Generation and Urban Land Institute Shared Parking reference guides), shown in the following Figures 4.3 c and e. If parking were provided and used thoroughly on a land use-exclusive basis, downtown's supply would not be sufficient to meet demand. However, parking does not operate this way: it is used when businesses or other establishments are active, and a set supply can be shared among

PARKING INVENTORY

multiple land uses much as Public Square is today. Actual utilization levels are even below what would be expected of downtown's spaces.

The gap between the shared demand expected of downtown's existing land uses and the amount of parking available in current supply suggests that Adairsville has ample capacity of parking to grow and add new businesses and economic activity. As the Master Plan's development and placemaking strategies are implemented, however, increased economic activity is expected to put more pressure on downtown parking supply.

FIGURE 4.3B: Parking Inventory and Utilization of Today's Publicly Available Spaces

INVENTORY (Number and Nature of Spaces)				UTILIZATION (Occupied Spaces on a Typical Weekday)				
Facility ID	Classification	Description	Number of Spaces	10:00 AM	11:30 AM	1:00 PM	2:30 PM	4:00 PM
P001	Private Lot	Adairsville Inn	25	5	10	9	5	5
P002	On-Street	Gilmer Street	6	3	-	5	-	1
P003	On-Street	Wood Street	5	4	3	2	-	1
P004	On-Street	Public Square from Wood St. to Gilmer St.	44	8	5	7	16	7
P005	Private Lot	Adairsville First United Methodist Church family life building	15	2	1	1	-	-
P006	On-Street	Public Square from Wood St. to Main St.	7	0	-	-	-	-
P007	On-Street	Main St. from Wood St. to Gilmer St.	27	10	12	11	14	8
P008	Off-Street	Main St. East	10	-	0	1	1	1
P009	On-Street	Main St. from Wood St. to Cherry St.	7	0	0	0	-	-

TRANSPORTATION

Parking Management

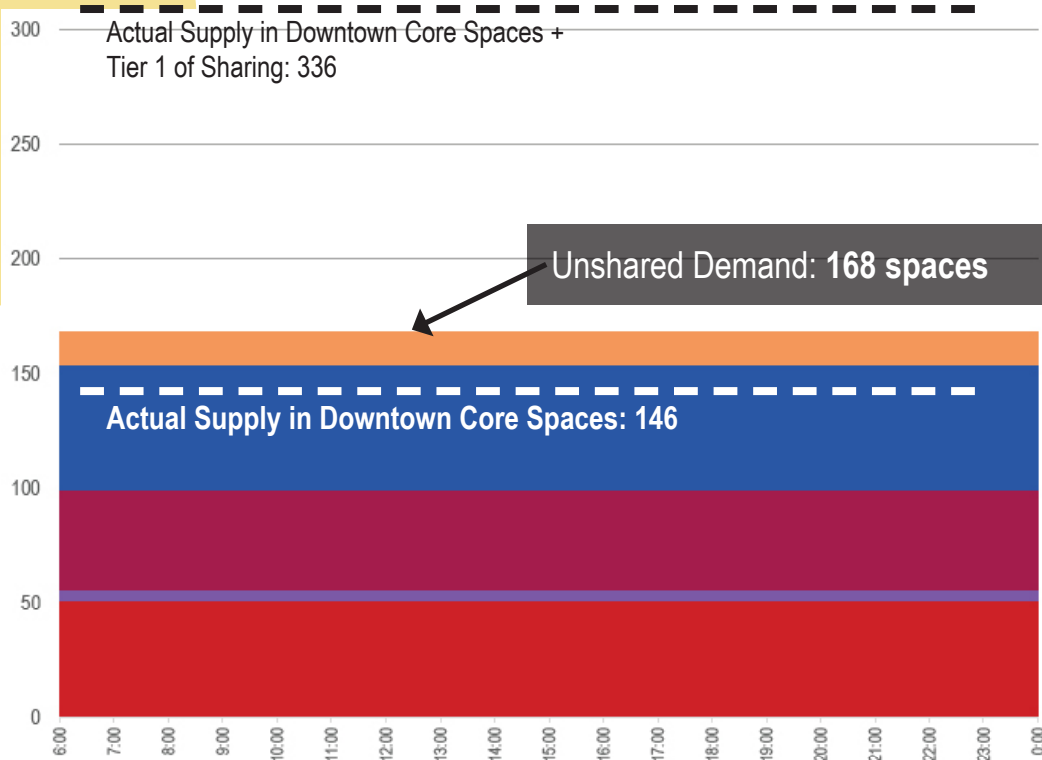


Figure 3: Estimate of exclusive (unshared) parking, in which every land use provides its own parking, under current land use conditions

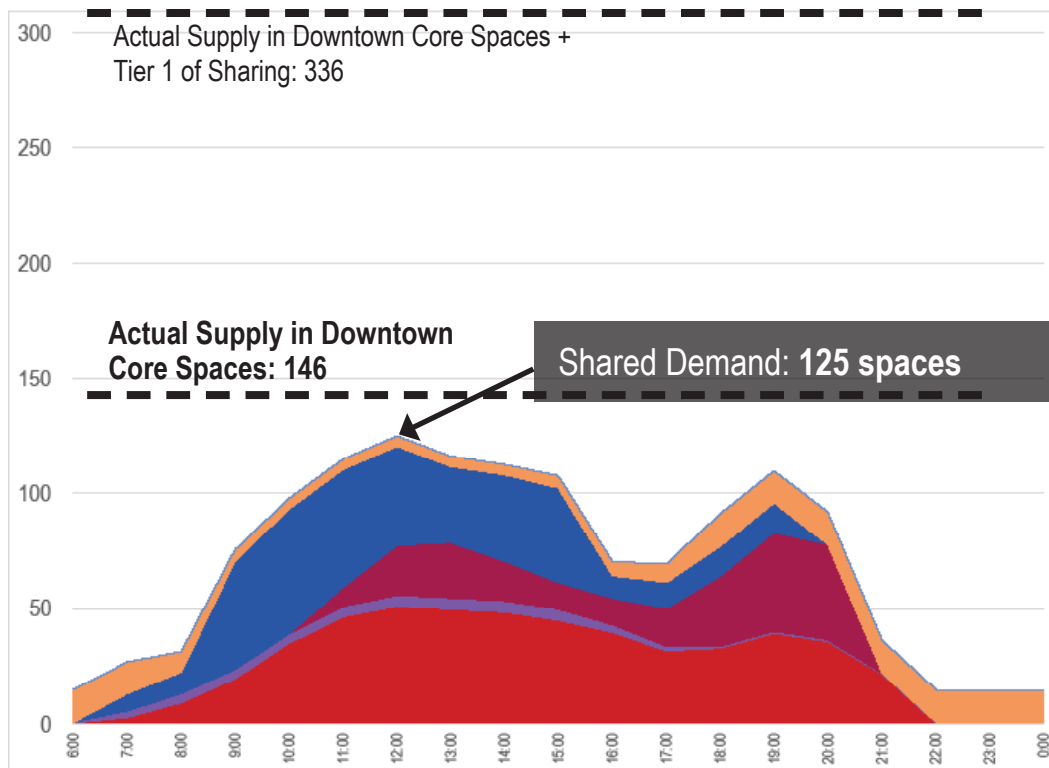


Figure 4: Shared, real parking demand reflecting the dynamics of different uses and their individual parking demand patterns, under current land use conditions

CURRENT DOWNTOWN PARKING



FIGURE 4.3D

TRANSPORTATION

Parking

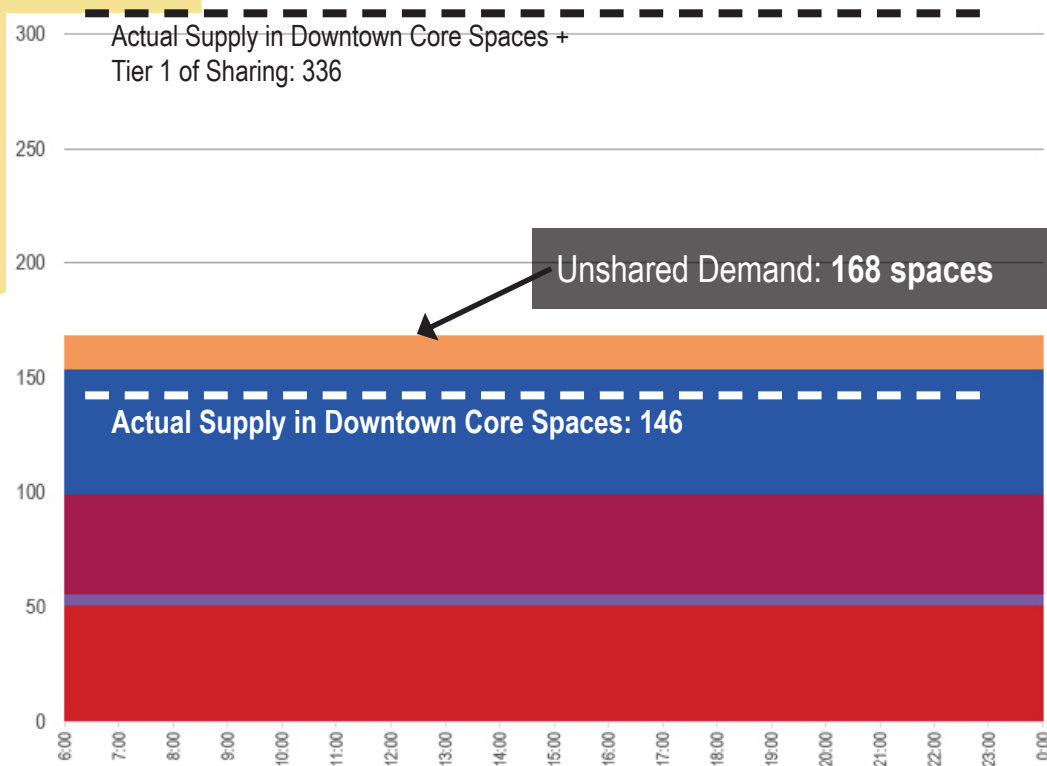


Figure 3: Estimate of exclusive (unshared) parking, in which every land use provides its own parking, under current land use conditions

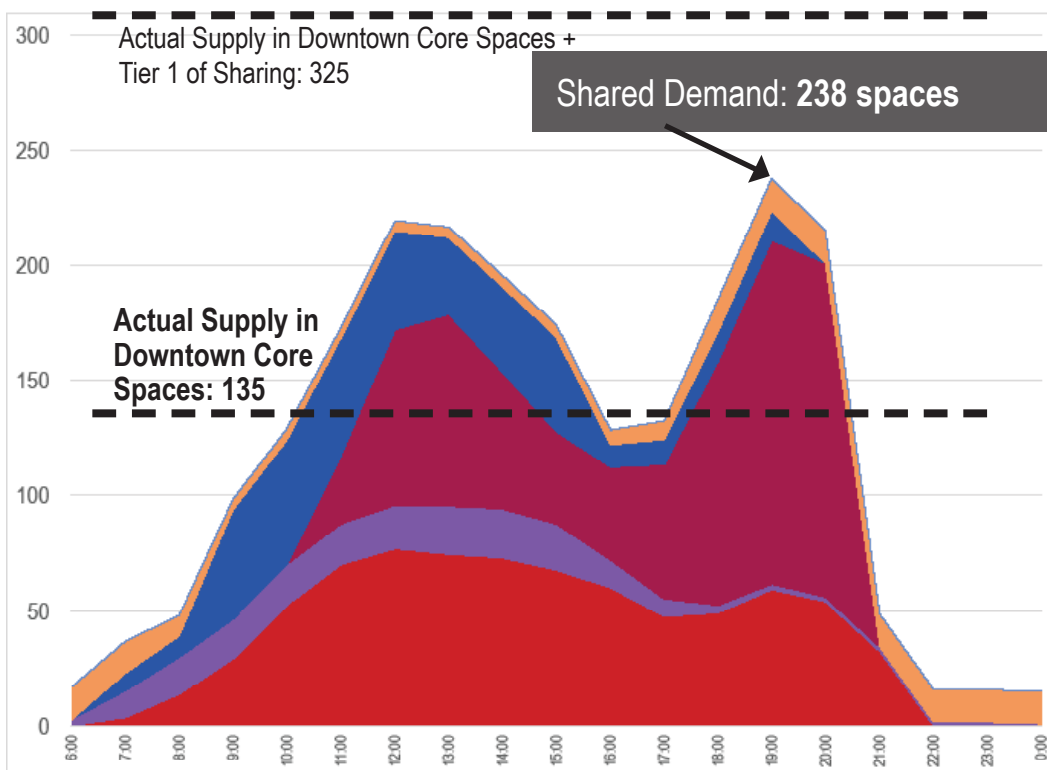


Figure 6: Shared, real parking demand reflecting the dynamics of different uses and their individual parking demand patterns, under estimated future land use conditions

Potential Added Parking Supply with Recommended Priority Tiers

	Facility ID	Classification	Description	(Estimated) Number of Spaces
CORE SPACES	P.001	Private Lot	Adairsville Inn	25
	P.002	On-Street	Gilmer Street	6
	P.003	On-Street	Wood Street	5
	P.004	On-Street	Public Square from Wood St. to Gilmer St.	44
	P.005	Private Lot	Adairsville First United Methodist Church family life building	15
	P.006	On-Street	Public Square from Wood St. to Main St.	7
	P.007	On-Street	Main St. from Wood St. to Gilmer St.	27
	P.008	Off-Street	Main St. East	10
	P.009	On-Street	Main St. from Wood St. to Cherry St.	7
TIER 2	P.010	School Property	SE corner of school lot (1.9 acres)	207
	P.011	Private Lot	Main/King (0.55 acres)	60
	P.012	Private Lot	Boys and Girls Club (0.65 acres)	71
TIER 1	P.013	Private Lot	Baptist Church: 65 existing spaces	65
TIER 2	P.014	Private Lot	AME Church (1.85 acres)	201
TIER 1	P.015	Private Lot	1.15 acres	125
TIER 2	P.016	Private Lot	Logtown (0.45 acres)	49
	P.017	Private Lot	Chestnut/Main (0.43 acres)	47

FIGURE 4.3F

EXPANSION PARKING FACILITIES

CURRENT & PROPOSED

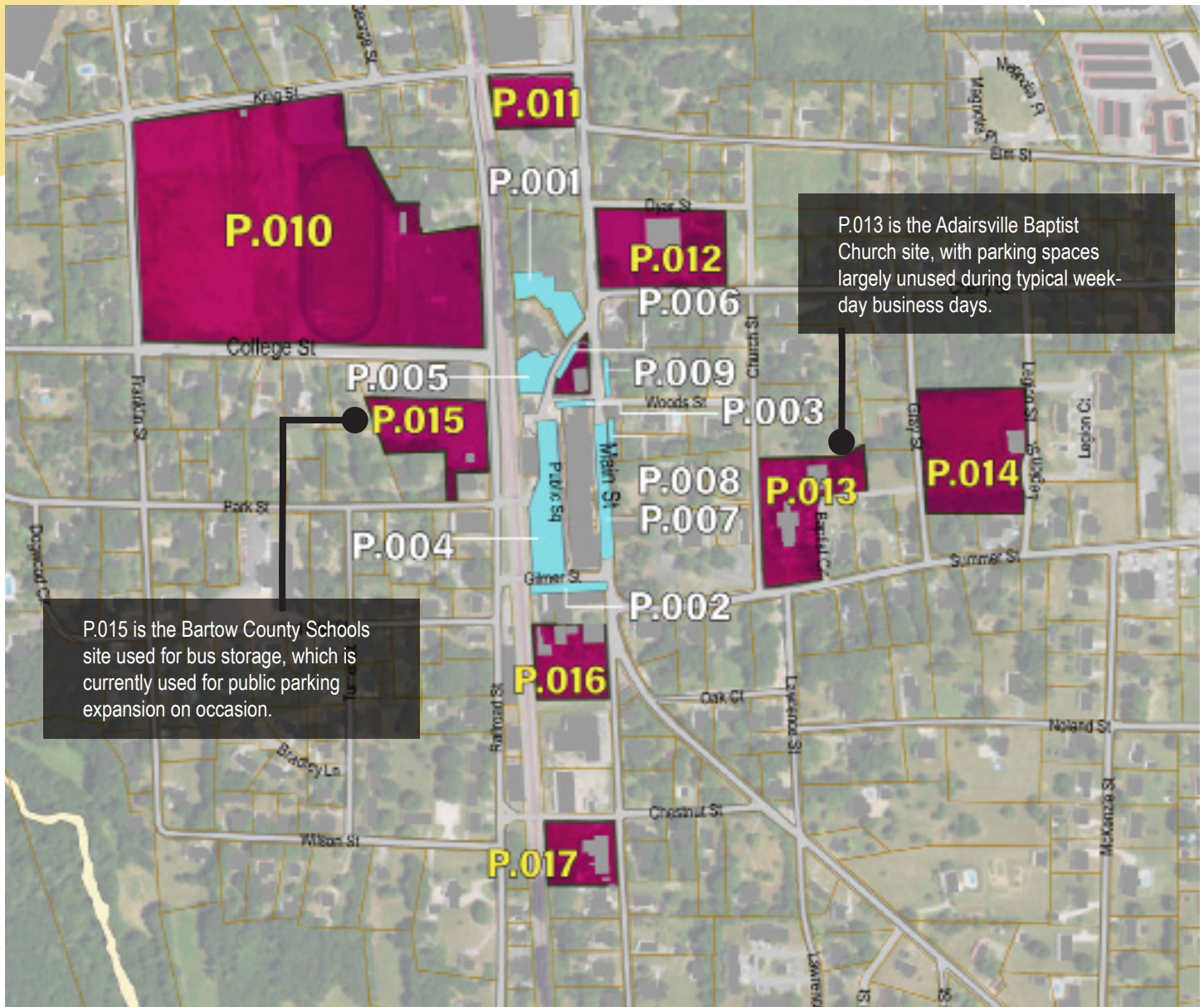


Figure 4.3G

To help downtown be prepared for future growth in land uses, the Master Plan proposes using a management system to add parking supply as needed through leasing and other cooperative arrangements with private property owners. Although the current supply allows only around 150 parking spaces, use of underutilized parking and sites could increase this amount three- or four-fold, and selected sites (the Adairsville Baptist Church and Bartow County Schools bus staging site) are recommended as a first priority for formalizing these agreements.

- **Implement parking regulations at appropriate times.** There is no regulation of existing parking today - no time limits or pricing. However, if parking does consistently reach high levels of utilization, the City should be prepared to implement time limits and eventually pricing to manage these spaces and ensure availability at them. Only high-demand spaces need regulation- spaces that are consistently at 75 percent utilization or greater throughout a business day.
- **Create a two-tiered system with large-scale overflow parking identified and ready for use.** Other overflow parking spaces identified in Figure 4.3g may be engaged to help support special events. The City should create a standard working agreement with these property owners and provide schedules on events expected to demand higher levels of parking.
- **Enhance signage and wayfinding.** Signage and wayfinding should be used to guide customers from businesses to more remote parking locations.
- **Reach out to businesses and stakeholders early.** The City should engage in education campaigns with businesses and other organizations to advise them where parking is available for customers and their own employees. This should include attention to employee parking, as employee ‘overuse’ of public desirable places (such as those in Public Square) suppresses availability and leads to public concerns about insufficient parking supply.

4.4 LOGTOWN

Logtown is a city-owned gathering spot just south of the Public Square. See Figure 4.4a. The historic Hambright building and Lions Club buildings surround an open green, which is the heart of many of the City's festivals. Water and electricity hookups line the perimeter of the green for vendors to use during events. This treasured community resource brings residents together during festival season, but it has the potential to be a beautiful and practical centerpiece of Downtown Adairsville year-round.

To encourage more use of Logtown, this plan proposes establishing a more direct connection to Downtown and improving performance capacity for live music events and movie nights. The City is currently looking into the structure of the Hambright Building in order to potentially renovate it to house a movie screen or a larger stage.

Figure 4.4b illustrates potential updates to Logtown, such as: creating access through buildings to Public Square, constructing outdoor seating for future restaurants,

enlarging and enhancing the Hambright stage, retaining open greenspace for overflow parking (as appropriate), updating restrooms, and adding trees or shrubbery and a canopy to provide shade. More detailed renderings can be found in Figures 4.4 c and d.

1. Trees/Shrubbery or canopy to provide shade in seating area
2. Trees or shrubbery near railroad
3. Consider future access through buildings to Public Square
4. Outdoor seating for future restaurants
5. Enlarge and enhance stage for performance and movie screening
6. Retain open greenspace. Consider parking for overflow events, as appropriate



FIGURE 4.4A EXISTING LOGTOWN

LOGTOWN
PROPOSED UPDATES

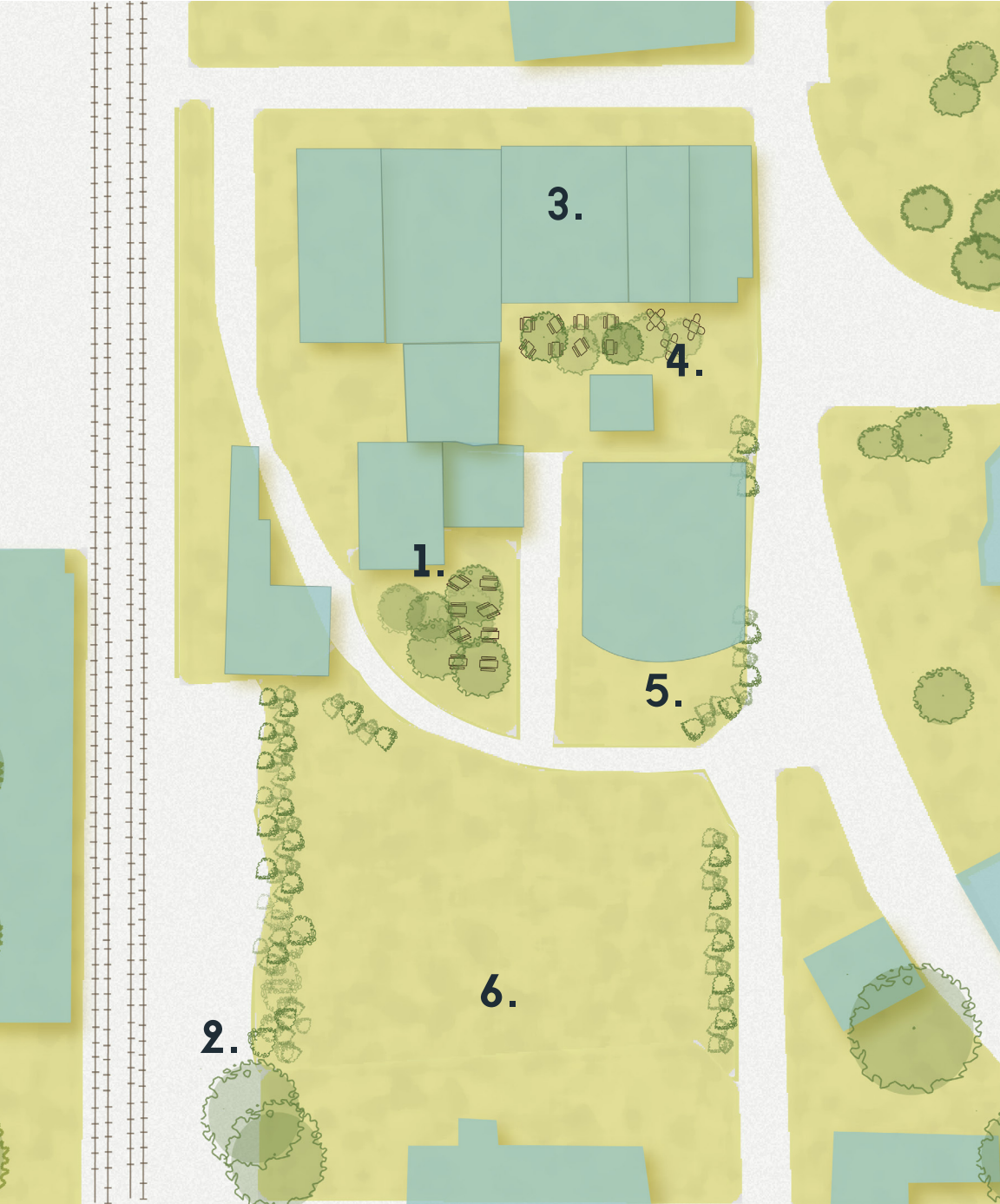


Figure 4.4B





FIGURE 4.4C MOVIE NIGHT AT LOGTOWN



— LOGTOWN —



FIGURE 4.4D MOVIE NIGHT AT LOGTOWN

4.5

ECONOMIC DEVELOPMENT

Making A Destination

All of the strategies in this master plan strive to catalyze economic development that will transform the study area into a thriving downtown. Through the community engagement process, stakeholders proposed ideas to bring visitors and investment to the area. It became clear that attracting restaurants and entertainment was a major priority to draw people in and keep them in Downtown Adairsville. Likewise, enhancing greenspaces would beautify the community and provide playspaces and activity centers. The City could improve on the existing greenspaces like Hayes Park, and look to construct a splash pad or train playground in the study area. In addition, transforming vacant storefronts or office spaces into shared offices, co-working spaces, classrooms, or creative maker space would entice all types of residents and visitors to enliven the area.

In addition to the proposals above, development, renovation, and marketing will be critical elements to accomplishing the City's goals. There are many existing assets within the community that the City should seek to foster. This includes supporting local businesses and potential/future small business owners with technical assistance. Furthermore, the City should continue learning from and working with peer cities to develop an economic development plan. This could help the City in creating a marketing plan, building a strong web presence, and designating an Economic Development City Staff Person to do outreach, which would facilitate reinvestment in Downtown Adairsville.

There are many funding mechanisms available to the City and its residents to foster develop-

ment and preserve the existing historical structures. Applying for Federal/State/Regional/Private grants or loans will be critical to facilitating redevelopment in Downtown Adairsville.

Options include:

Federal

- Rehabilitation Investment Tax Credit
- Charitable Contribution Deduction
- Historic Preservation Fund Grant Program
- Economic Development Assistance Programs
- Transportation Alternatives Program (USDOT)
- Rural Business Opportunity Grants (USDA)

State

- State Preferential Property Tax Assessment for Rehabilitated Historic Property
- State Income Tax Credit for Rehabilitated Historic Property
- Georgia Heritage Grant Program
- Tourism Product Development Resource Team
- Georgia Main Street
- State Rural Zone Designation
- State PlanFirst Community Designation
- Downtown Development Revolving Loan Fund

Regional

- Appalachian Regional Commission – Business Development Revolving Loan Fund
- Northwest Georgia Regional Commission

City

- Tax incentives

Private

- Foundations
- Non-profits

● ● ● ● ● ● RECOMMENDATIONS



CITY OF ADAIRSVILLE

Downtown Master Plan &
10-Year Strategic Plan

