

DEVELOPMENT AND DESIGN GUIDELINES GEORGIA 400 CORRIDOR DAWSON COUNTY, GEORGIA



**Adopted by the Board of Commissioners
December 18, 2000**

Prepared Under Contract By:

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A RESOLUTION AMENDING THE LAND USE RESOLUTION OF DAWSON COUNTY, GEORGIA, APPROVED AND ADOPTED IN REGULAR SESSION BY THE BOARD OF COMMISSIONERS FEBRUARY 23, 1998, AS AMENDED, TO ADOPT BY REFERENCE THE DEVELOPMENT AND DESIGN GUIDELINES FOR THE GEORGIA 400 CORRIDOR, TO PROVIDE FOR VARIANCES AND APPEALS, TO PROVIDE FOR SEVERABILITY, TO REPEAL CONFLICTING ORDINANCES, AND FOR OTHER PURPOSES

WHEREAS, THE BOARD OF COMMISSIONERS APPOINTED A COMMITTEE OF INTERESTED CITIZENS TO STUDY AND RECOMMEND DEVELOPMENT AND DESIGN GUIDELINES FOR THE GEORGIA 400 CORRIDOR; AND

WHEREAS, THE BOARD HAS COMMISSIONED A CONSULTANT TO PREPARE DEVELOPMENT AND DESIGN GUIDELINES FOR THE GEORGIA 400 CORRIDOR; AND

WHEREAS, THE COMMITTEE HAS REVIEWED AND CONSENTED TO THE ADOPTION OF THE DEVELOPMENT AND DESIGN GUIDELINES PREPARED BY THE CONSULTANT FOR THE GEORGIA 400 CORRIDOR; AND

WHEREAS, THE DAWSON COUNTY PLANNING COMMISSION HAS CONSIDERED THIS MATTER; AND

WHEREAS, THE DEVELOPMENT AND DESIGN GUIDELINES ADDRESS GRADING AND SITE DEVELOPMENT, LANDSCAPING, PEDESTRIAN CIRCULATION, VEHICULAR ACCESS, ARCHITECTURE, SIGNAGE, OUTDOOR LIGHTING, AND OTHER ASPECTS OF SITE DEVELOPMENT;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF DAWSON COUNTY, GEORGIA, AND IT IS HEREBY RESOLVED BY THE AUTHORITY OF THE SAME THAT THE LAND USE RESOLUTION IS AMENDED IN THE FOLLOWING RESPECTS:

I.

ARTICLE V, "GENERAL PROVISIONS" IS AMENDED TO ADD A NEW SECTION 509, "DEVELOPMENT AND DESIGN GUIDELINES FOR THE GEORGIA 400 CORRIDOR" TO READ AS FOLLOWS:

509.1 Adoption by Reference. The "Development and Design Guidelines for the Georgia 400 Corridor, Dawson County, Georgia," pages 1-101, are hereby adopted by reference and made a part of this resolution.

509.2 Applicability. All development applications, except for single-family dwellings on individual lots, on properties lying wholly or partially within the Georgia 400 Corridor, shall be subject to the Development and Design Guidelines for the

- Georgia 400 Corridor. The boundaries of the Georgia 400 corridor shall be the north and south portions of the Georgia 400 Overlay District as shown on the Dawson County, Georgia Overlay Districts Plan on file in the office of the Planning Director, and as shown on a map within the Development and Design Guidelines. In the event that questions arise regarding whether a property lies within the Georgia 400 corridor, the Planning Director shall make the determination. In the event that a proposed development lies only partially within the Georgia 400 corridor, the entire development, including lands outside the corridor, shall be subject to the guidelines.
- 509.3 Interpretation and Administration. The guidelines shall be interpreted by the Planning Director. When the word “shall” is used in a particular provision, that provision shall be mandatory and the development must be consistent with that guideline. When the word “should” is used in a particular provision, that provision is a recommended practice, and development is encouraged to meet that guideline. Although guidelines with the word “should” are not regulations per se, applicants must demonstrate good faith effort to meet said guidelines and provide reasons why deviation from said guidelines is necessary. The Planning Director may approve developments that do not meet all non-mandatory guidelines, but the Planning Director shall not be authorized to approve a development that does not meet all mandatory guidelines. The Planning Director may also withhold development approval where, in his or her judgment, the development applicant has failed to present a good faith effort to meet the guidelines.
- 509.4 Variances. Variances to the mandatory guidelines may be made upon application to the Planning Director and approved by the Dawson County Board of Commissioners after a public hearing. Variances to the mandatory guidelines are not subject to the provisions of Article VIII of the Land Use Resolution; provided, however that the criteria established in Section 802 of the Land Use Resolution shall be used as a basis for considering variance requests.
- 509.5 Appeals. Any development applicant aggrieved by an interpretation or administrative action of the Planning Director pursuant to this section may file an appeal with the Dawson County Board of Commissioners on forms prescribed by the Planning Director. The Board may affirm or overturn the decision or interpretation of the Planning Director in the administration and interpretation of this section.

II.

THIS RESOLUTION SHALL TAKE EFFECT IMMEDIATELY UPON ITS ADOPTION BY THE BOARD OF COMMISSIONERS.

III.

ALL RESOLUTIONS AND ORDINANCES IN CONFLICT WITH THIS RESOLUTION
ARE REPEALED.

Adopted, this the 18th day of December, 2000.

Robert L. Wallace, Chairman

Shane Long, Commissioner, District 1

Tracey Phillips, Commissioner, District 2

Jim King, Commissioner, District 3

Julie Hughes Nix, Commissioner, District 4

Attest:

Bill Johnsa, County Manager

Approved as to Form:

Joseph Homans, County Attorney

**DEVELOPMENT AND DESIGN GUIDELINES
GEORGIA 400 CORRIDOR
DAWSON COUNTY, GEORGIA**

CONTENTS

CHAPTER ONE	INTRODUCTION AND OVERVIEW	4
1.1.	ABOUT URBAN DESIGN	4
1.2.	PURPOSE AND INTENT	4
1.3.	GEORGIA 400 CORRIDOR	5
1.4.	EXISTING CONDITIONS AND VISION FOR THE CORRIDOR	7
CHAPTER TWO	SITE PLANNING AND GRADING	8
2.1.	Site Planning	8
2.1.1.	Relate Design to Site and Surroundings	8
2.1.2.	Evaluate, Retain, and Incorporate Natural Features	8
2.1.3.	Protect Environmentally Sensitive Areas	9
2.1.4.	Create Public Spaces and Amenity Areas	9
2.2.	Grading	14
2.2.1.	Site Preparation, Filling, and Grading	14
2.2.2.	Drainage and Erosion Control	15
2.2.3.	Retaining Walls	16
2.2.4.	Utilities	16
2.2.5.	Berms	17
CHAPTER THREE	PEDESTRIAN CIRCULATION	18
	Pedestrian Systems Must Be Provided	18
CHAPTER FOUR	VEHICLE ACCESS AND CIRCULATION	22
4.1.	Principal Site Access	22
4.2.	Service Functions	29
4.3.	Off Street Parking	29
CHAPTER FIVE	LANDSCAPE	31
5.1.	Generally	31
5.2.	Buffers	32
5.2.1.	Buffers Abutting Residential Districts	32
5.2.2.	Buffers Along Georgia 400 Right-Of-Way in North Portion of Corridor	33
5.2.3.	Buffer Standards	33
5.3.	Right-of-Way Frontage Planting Strips	34
5.4.	Tree Protection	35
5.5.	Parking Lot Landscaping	41
5.6.	Street Trees	46
5.7.	Irrigation	47

CHAPTER SIX	ARCHITECTURE OF PRINCIPAL BUILDINGS	48
6.1.	Generally	48
6.2.	Style	48
6.3.	Exterior Materials	49
6.4.	Colors	53
6.5.	Awnings and Canopies	53
6.6.	Parapets	53
6.7.	Cornices	53
CHAPTER SEVEN	ACCESSORY STRUCTURES AND AREAS	57
7.1.	Generally	57
7.2.	Trash Enclosures	57
7.3.	Mechanical Equipment	57
7.4.	Fences and Walls	57
CHAPTER EIGHT	COMMERCIAL DEVELOPMENT	61
8.1.	Generally	61
8.2.	Pedestrian Retail Districts	62
8.3.	Automobile Sales, Parts, and Service Establishments	65
8.4.	Convenience Stores	68
8.5.	Commercial Display Lots	69
8.6.	Fast Food Restaurants	70
8.7.	Shopping Centers	72
CHAPTER NINE	INDUSTRIAL USES	74
9.1.	Industrial Districts	74
9.2.	Screening of Industrial and Storage Yards	74
CHAPTER TEN	MULTI-FAMILY RESIDENTIAL DEVELOPMENT	76
CHAPTER ELEVEN	EXTERIOR LIGHTING	78
11.1.	Generally	78
11.2.	Mounting Poles and Height	78
11.3.	Types of Lighting	81
11.4.	Architectural Lighting	81
11.5.	Maximum Illuminance Levels	82
CHAPTER TWELVE	SIGNAGE	83
12.1.	Generally	83
12.2.	Sign Placement	83
12.3.	Sign Type	83
12.4.	Sign Design and Materials	84
12.5.	Sign Lighting	84

12.6. Sign Programs	84
12.7. Flags	84
CHAPTER THIRTEEN APPLICATION REQUIREMENTS	88
13.1. Generally	88
13.2. Site Plan Requirements and Specifications	88
13.3. Landscaping Plan	88
13.4. Lighting Plan	88
13.5. Development and Construction in Accordance with Approved Plans	88
GLOSSARY	89
REFERENCES	97
APPENDIX: APPLICATION REVIEW CHECKLIST	98

CHAPTER ONE

INTRODUCTION AND OVERVIEW

1.1. ABOUT URBAN DESIGN

Urban design is a discipline that describes and evaluates the characteristics and interrelationships of all elements of the three-dimensional form of the urban environment. Urban designers use an interdisciplinary approach that combines architecture, landscape architecture, and urban planning. Urban designers interrelate and arrange various elements of the built environment—distance, materials, scales, views, building style, road alignments, vegetation and other items—to form an attractive built environment. In doing so, urban designers are concerned not only with people observing the built environment from fixed points with particular developments, but also with observers moving by and perceiving buildings from further distances.

Careful attention to attractive and pedestrian-friendly urban design is in the economic interests of the county, its citizens, and business owners. Attractive and integrated urban design features tend to improve an area's image, raise overall property values, attract new businesses and residents, and improve the quality of life. Research and experience have shown that there is a positive return on investment for design features, for both government and property owners. For example, the money a community spends on landscaped roadway medians, sidewalks, and street trees is likely to be amply returned in the form of increased tax revenue resulting from the overall increase in property values that accompanies attractive and desirable urban areas.

Design guidelines are a set of criteria, uniformly applied in the planning approval process, to evaluate the appropriateness of proposed changes to individual properties in a designated district. The ultimate goal of design guidelines is to direct physical and visual changes in the district to create an architecturally and physically cohesive area of specified character. Design guidelines are meant to create a strong identity for the area as a distinctive place to shop, visit, work, and live. Design guidelines are a means of bringing together the interests of individual property owners and the general public to achieve mutual benefits.

1.2. PURPOSE AND INTENT

The subject area, the Georgia 400 corridor, contains multiple property owners with differing interests. Developers in the corridor have commissioned or will commission different architects, each with their own unique motivations and styles. As projects are designed and developed in the corridor, designers tend to focus on their own site as a self-contained unit.

Left to its own workings, the real estate market has already shown signs that it will produce development that is dominated by single-function land uses, buildings that are not coordinated with adjacent buildings and isolated from other uses, and circulation systems that serve exclusively the automobile. The intersection of Georgia 400 and State Route 53 has already developed as the equivalent of a city center at a highway

interchange—shopping centers, restaurants, hotels, and apartments—one where buildings do not fully relate to one another and where the only way to get around is by car. The Georgia 400/ State Route 53 interchange development represents at least a partial example where urban design opportunities have been overlooked—a lost opportunity of sorts.

Without guidance from the county, future developments in the Georgia 400 corridor will likely be self-contained, fragmented compartmentalized, without coherence and relationship with other developments. Without guidance, developers are unlikely to interrelate streets, buildings, human uses, and natural systems in a manner that results in a coordinated, pleasing, and sustainable built environment across property lines. Unless additional guidance is provided, the corridor will most likely witness additional development that results in an uncoordinated jumble of box stores, repetitive parking lot entrances, and blank building walls.

The purpose of these guidelines is to help site planners and urban designers look beyond their individual buildings and single parcels of land to shape the physical features of their development in a manner consistent with preferred principles of community design. The guidelines seek to help unify what would otherwise become a disparate and irreconcilable collection of land uses and architectural traditions.

In presenting these guidelines, however, it is not the county's intent to adopt an overall architectural theme for the corridor. The corridor is not envisioned to become one monotonous strip where all shopping centers look the same, or are designed to provide one big festival marketplace. No single checklist can define what is good and bad design. Rather, the county intends to provide general guidance while allowing site designers the flexibility to propose multiple ways of meeting the letter and spirit of the guidelines. Furthermore, it is not the intent of these guidelines to try and convert what is surely an auto-related corridor into purely pedestrian friendly developments. However, elements of human scale and reasonable accommodations for pedestrians are integral components of the guidelines.

1.3. GEORGIA 400 CORRIDOR

The development and design guidelines contained in this document shall apply to the Georgia 400 overlay district shown on the following corridor boundary map. All parcels lying wholly or partially within the corridor boundary shall be subject to these guidelines.

1.4. EXISTING CONDITIONS AND VISION FOR THE CORRIDOR

The Dawson County Georgia 400 overlay zone addresses the area adjacent to Georgia 400. The southern part of the corridor is currently (Year 2000) undergoing intense development pressure. Since this area is the main gateway to Dawson County, the development within this zone will have an immediate impact on how residents and travelers view the community. While development is logically suited for this area, it must be done in a quality, well-planned manner.

High quality, mixed use development of commercial, light industrial, office, and residential is highly encouraged in this area. The southern portion of the corridor should have visual and functional designs that will create a pleasing environment for people to shop, conduct business, and reside. The long-term maintenance of this corridor as a place of distinctive character is in the vital interests of Dawson County.

The northern portion of the Georgia 400 corridor is still fairly rural in character. Development within this zone should attempt to retain a rural character through carefully planned site layout, landscaping, and architecture. Mixed use development of commercial, industrial, office, institutional, and residential that is compatible with the visual quality of this portion of the corridor is highly encouraged. Certain guidelines established herein apply only to the northern portion of the Georgia 400 corridor.



GA 400 North, north of commercial center at intersection of SR 53

The northern portion of the Georgia 400 corridor is still quite rural. The guidelines encourage the maintenance of a more rural landscape in the north portion of the corridor, through a buffer requirement along the right-of-way and a higher landscaped coverage ratio.

CHAPTER TWO

SITE PLANNING AND GRADING

2.1. SITE PLANNING

2.1.1. Relate Design to Site and Surroundings

A. The site plan, building design and landscaping of new development should achieve high quality and appearance, which will enhance and be compatible with the character of the surrounding area.



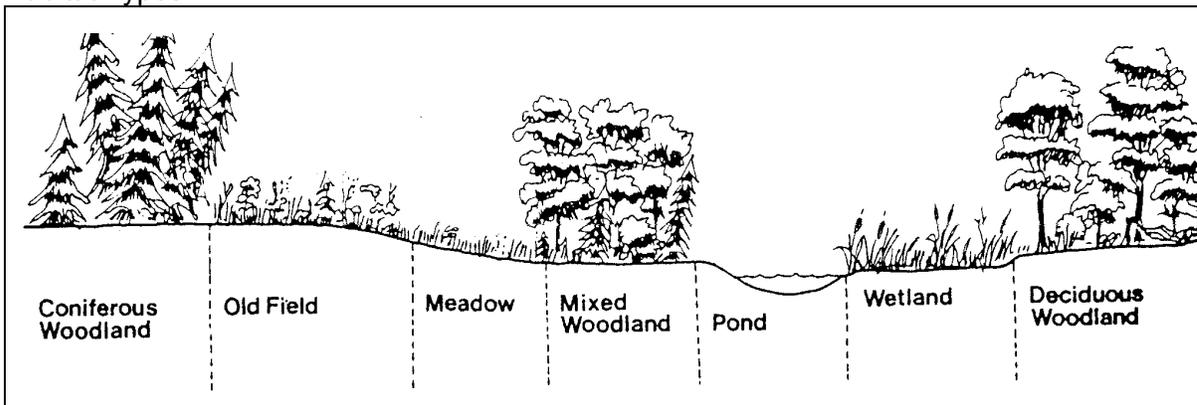
B. Site planning and design of projects proposed adjacent to dissimilar land uses should carefully address the potential undesirable impacts on existing uses. These impacts may include traffic, parking, circulation and safety issues, light and glare, noise, odors, dust control and security concerns.

2.1.2. Evaluate, Retain, and Incorporate Natural Features

A. Evaluate the proposed development's compatibility with the existing environment to determine the limitations and capabilities of the site for development. Development should be limited to a level that does not exceed the capabilities and requirements of a healthy environment.

B. Significant site features such as natural ground forms, large rock outcroppings; water and significant view corridors shall be identified and should be incorporated into development plans.

Habitat Types



Source: DeChiara and Koppelman 1984.

C. Riparian zones, stream corridors, and wetlands should be protected for their wildlife habitat and other values. Development plans for these areas should treat these components as assets. The alteration or improvement of significant natural resource areas may be permitted so long as relevant regulations are followed, potential losses are mitigated, and best management practices are employed to minimize permanent damage.

D. Preserve patches of high-quality habitat, as large and circular as possible, feathered at the edges, and connected by wildlife corridors.

E. The design of outdoor spaces should recognize and incorporate views, solar angles, climate, and the nature of outdoor activities which could occur in conjunction with the project.



2.1.3. Protect Environmentally Sensitive Areas

A. Conserve and protect natural resources, including air quality, trees, natural vegetation, existing topography, streams, creeks, wetlands, watersheds, water quality, and wildlife habitat.

B. Limit development in environmentally sensitive areas such as severe topography and areas with drainage problems. This guideline is considered particularly applicable in the northern portion of the Georgia 400 corridor.

C. Major considerations concerning water quality should include: organic pollution from infiltration and surface runoff; erosion and sedimentation; water temperature elevation; nutrients such as nitrogen and phosphorous; and toxic materials.

D. Flood plain storage should not be decreased from its present state. Utilize areas of flood plain for open space and recreational purpose, whenever possible.

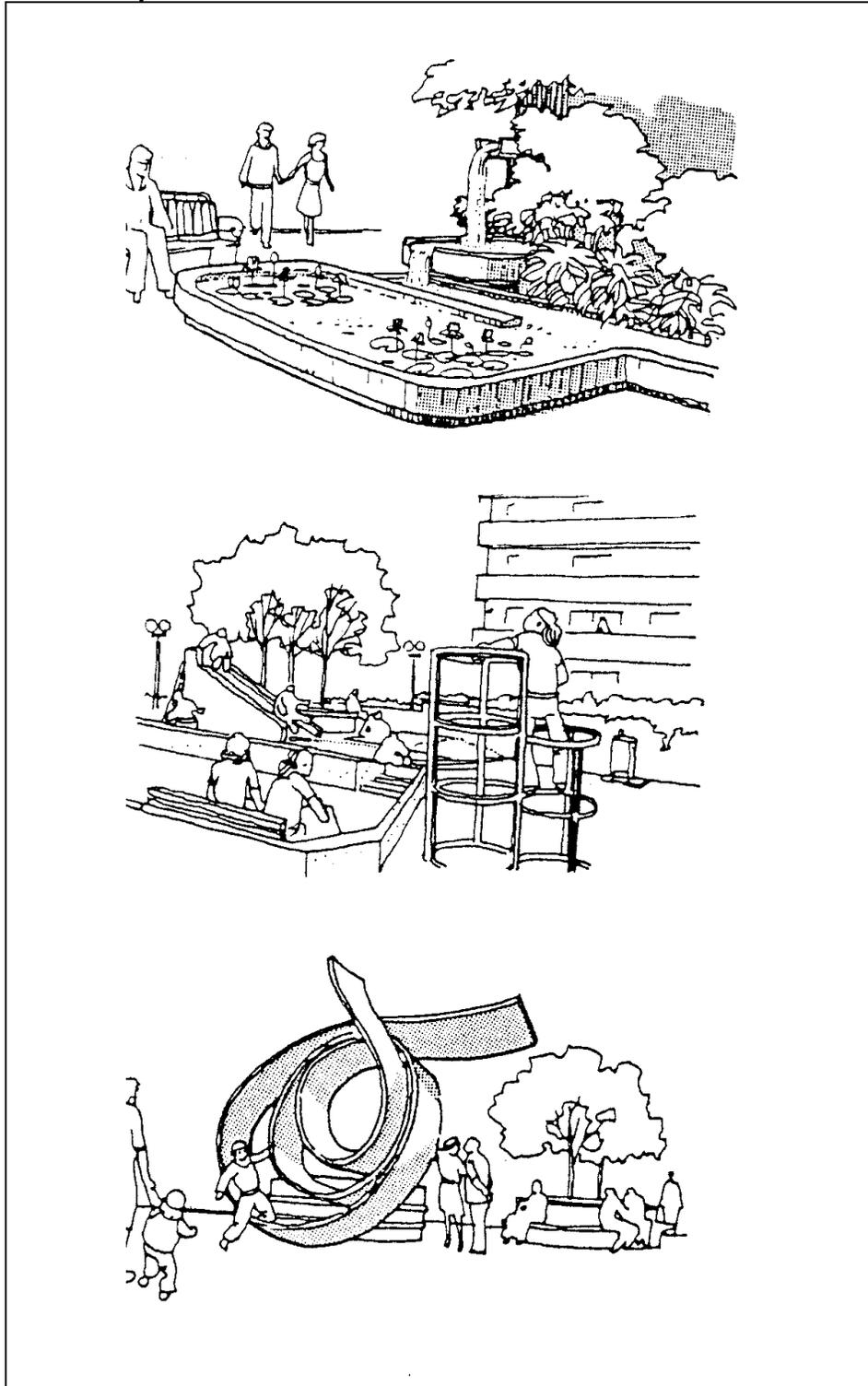
E. Restore and enhance environmental functions damaged by prior site activities.

2.1.4. Create Public Spaces and Amenity Areas

A. Development should include public plazas, courtyards, and similar amenities or public assembly areas that are visible from the street and accessible from the business or other use. Such amenities should be scaled appropriately to the size and location of the project.

B. Outdoor spaces, which are particularly encouraged, include courtyards, patios, plazas, covered walkways (arcades and colonnades), passages, gardens, and trellised areas.

Outdoor Spaces. Fountains, play equipment, and artwork add visual interest and functions to amenity areas.



Source: DeChiara and Koppelman 1984.



Play area at North Georgia Premium Outlets



Pedestrian Corridor at North Georgia Premium Outlets



Public Space and Pedestrian Amenities at North Georgia Premium Outlets



Close up of Pedestrian Features at North Georgia Premium Outlets



Trellises at North Georgia Premium Outlets



Dawson 400 shopping center

This clock tower at Century South Bank is an excellent amenity feature that adds visual interest to the shopping center. It is also well landscaped at the base (recommended practice).

2.2. GRADING

2.2.1. Site Preparation, Filling, and Grading

A. Abrupt or unnatural-appearing grading design is not allowed. Grading on new project sites should blend with the contours of adjacent properties with minimum alteration of the natural topography necessary to accomplish the development.

B. The area under the drip line of all existing trees to be retained should be fenced prior to construction with orange plastic tree fencing material. Grading under the drip line of trees to be retained on site is prohibited so as to prevent soil compaction and significant root damage.



C. Proposed cut and fill slopes should be rounded off both horizontally and vertically.

D. Balancing the cut and fill is highly encouraged.

E. No fill, removal, or modification of a riparian area should be approved unless there is no reasonable and feasible alternative, as determined by the county.

F. Preserve smooth flowing planes in the ground form; minimize steep slopes and avoid harsh, easily eroded banks.



Graded site adjacent to Kroger Shopping Center

This site has been graded level for development. Trees that may have contributed to the character of the development have not been saved. Grading should retain certain features of the natural topography, where possible.



Remax at Henry Grady Highway

- Grading practices on this site left a scarred, exposed cut adjacent to the site.
- Slopes should meet good engineering specifications (e.g., 2:1) and the exposed earth should be stabilized and covered to prevent erosion.

2.2.2. Drainage and Erosion Control

- A. All onsite drainage shall be collected and conveyed to an approved storm drainage system.
- B. Consider minimizing runoff by clustering development on the least porous soils. Consider using infiltration devices. Evaluate and if appropriate install permeable pavements for overflow and employee parking areas where possible.
- C. Natural on-site drainage patterns should be used where practicable. Detain runoff with open, natural drainage systems where possible.
- D. Design man-made lakes and storm water ponds for maximum habitat value.
- E. Best erosion control practices should be followed.

2.2.3. Retaining Walls

- A. The height and length of retaining walls should be minimized and screened with appropriate landscaping. Tall, smooth faced concrete retaining walls are discouraged—walls visible from the right-of-way should be faced with brick, stone, or other architectural treatment.
- B. Terracing should be considered as an alternative to the use of tall or prominent retaining walls, particularly in highly visible areas on hillsides.



Industrial Area, Dawson County

A highly visible, long, smooth, concrete retaining wall that should be finished with brick, stone, or other architectural finish, or otherwise screened from view from the public right-of-way.

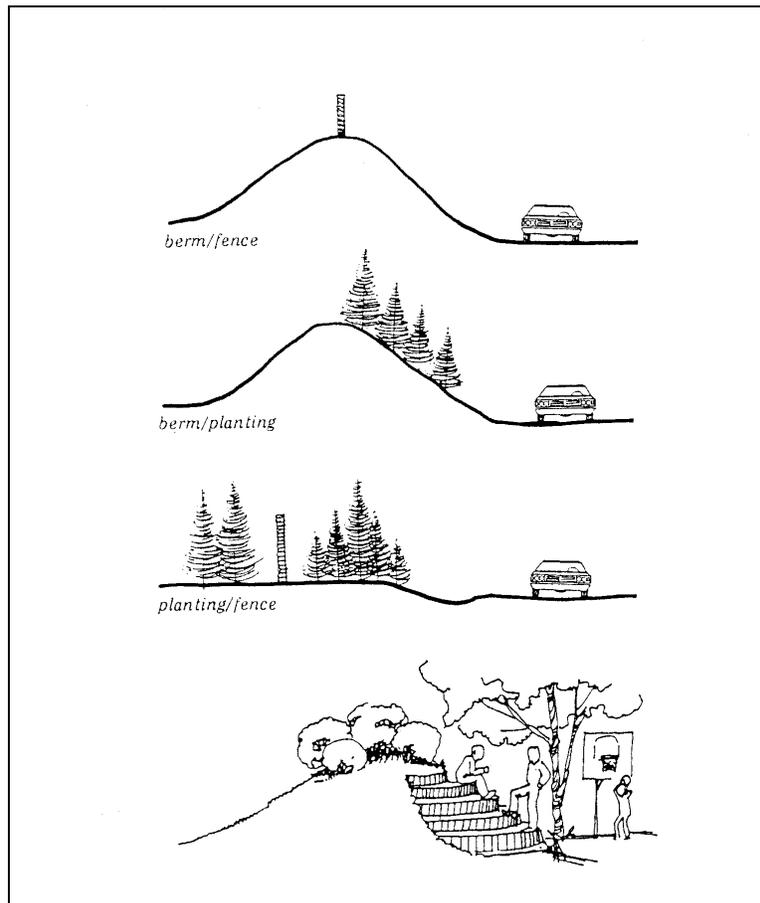
2.2.4. Utilities

- A. Any utility installation proposed should be carefully assessed to insure against physical and visual damage to the landscape.
- B. Utility easements should be coordinated and combined to minimize the number of additional easements and stream and road crossings needed.
- C. All individual utilities serving developments shall be installed underground.

2.2.5. Berms

Berms should be used to provide visual and acoustical separation from vehicle traffic and incompatible land uses. The height and slope of a berm should vary to provide for visual interest and a more natural effect.

When used for screening, berms can be combined with a fence or planting. Berms should be constructed of good quality soil (for planting) on top of landfill, separated by an impervious layer of clay. Berms can be used for other purposes, besides screening, too, like recreational seating.



Source: DeChiara and Koppelman 1984.

CHAPTER THREE

PEDESTRIAN CIRCULATION

PEDESTRIAN SYSTEMS MUST BE PROVIDED

A. All likely pedestrian routes should be identified in the design phase and provided for in the design process. These include linkages to individual buildings, neighboring properties, and access ways along public roads. Identifying pedestrian routes in advance will eliminate poor selection of landscape areas that become damaged due to pedestrian "short cuts."



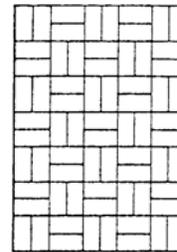
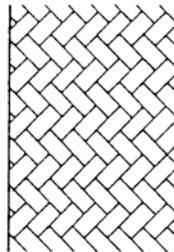
B. All site facilities and amenities shall be accessible to people with disabilities in accordance with the applicable federal and state codes.



C. Pedestrian circulation should take precedence over vehicular circulation.

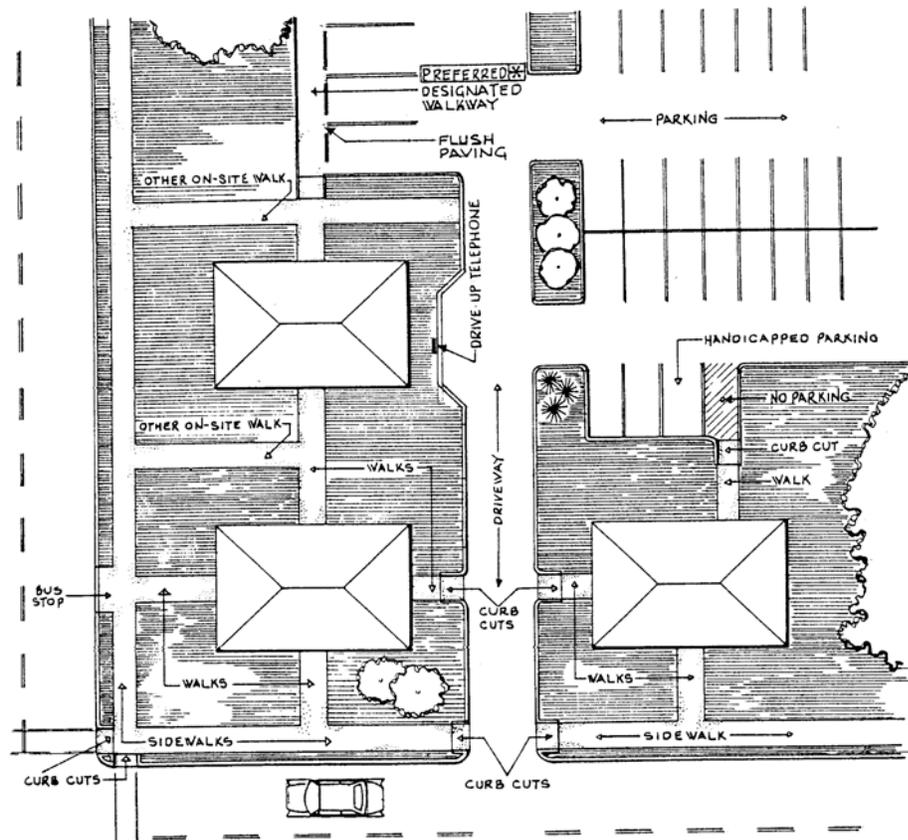
D. Where pedestrian circulation crosses vehicular routes, a change in grade, materials, textures or colors should be provided to emphasize the conflict point and improve its visibility and safety. Brick pavers and other special paving materials and overhead features are encouraged to distinguish pedestrian walkway surfaces and areas.

Herringbone and basket weave patterns are preferred.



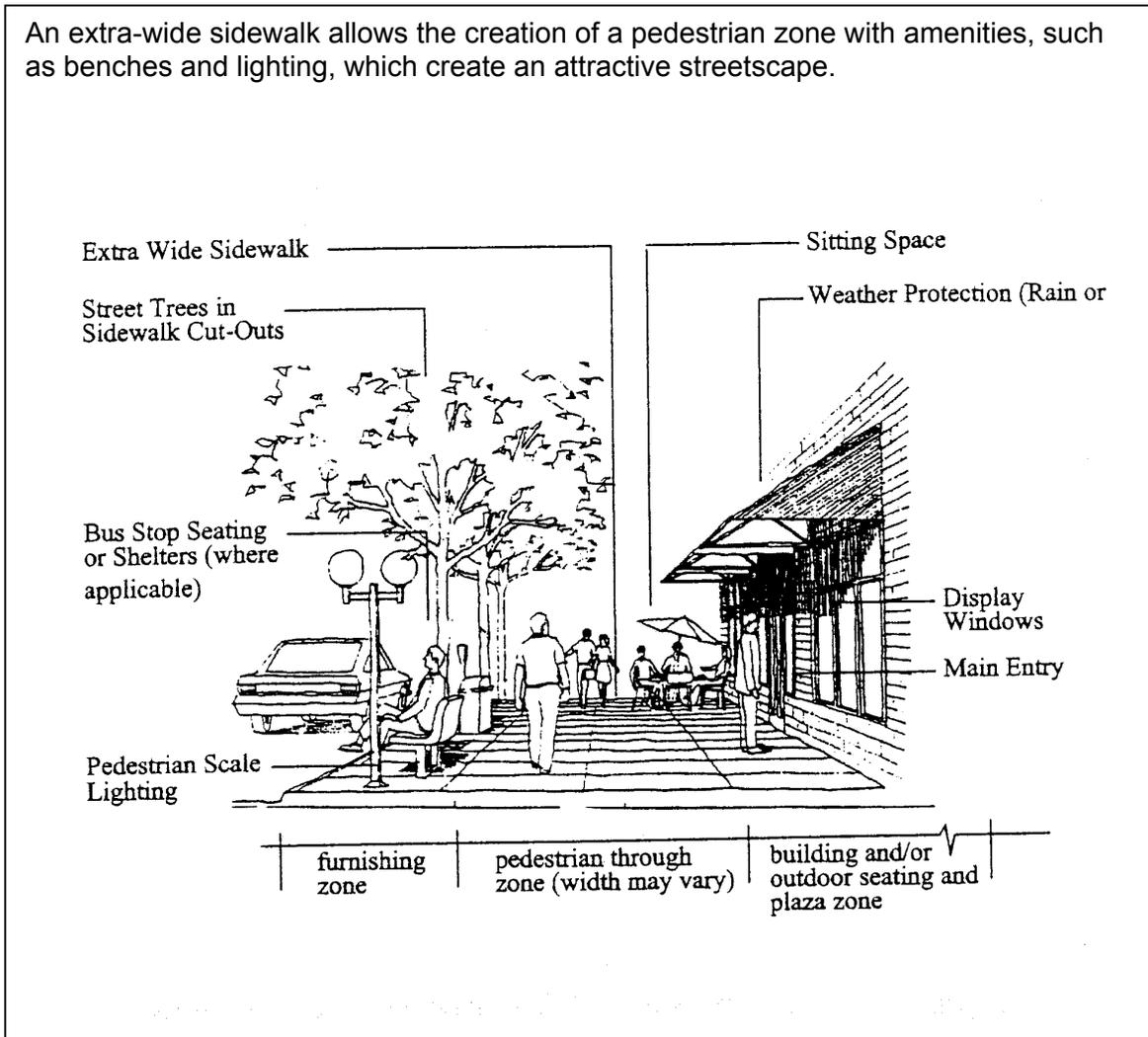
Source: DeChiara and Koppelman 1984.

Pedestrian Access. Multiple buildings should be linked with on-site and off-site walkways. Handicapped access shall be provided with curb ramps and designated handicapped parking.



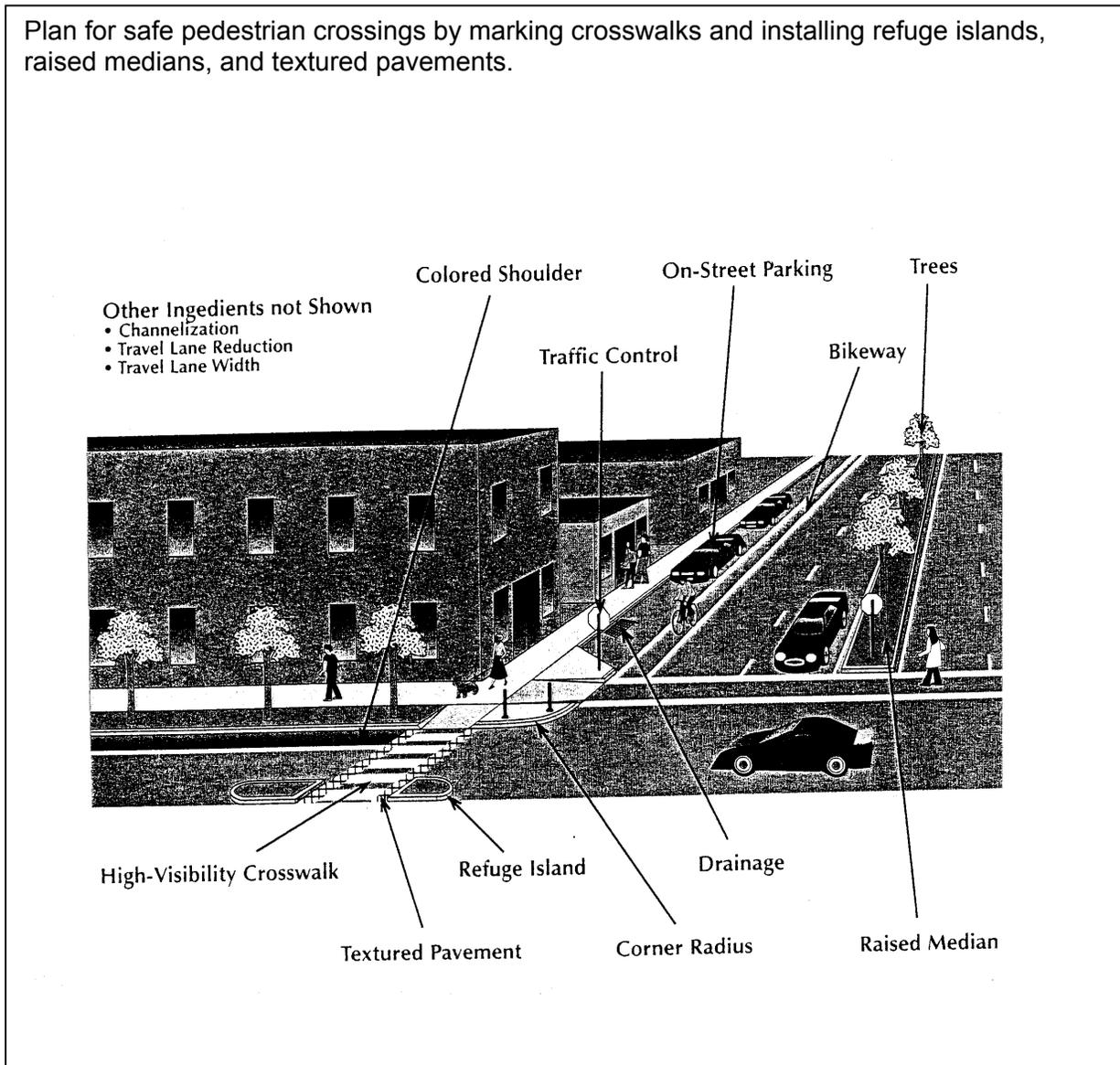
Source: DeChiara and Koppelman 1984.

An extra-wide sidewalk allows the creation of a pedestrian zone with amenities, such as benches and lighting, which create an attractive streetscape.



Source: Oregon Transportation and Growth Management Program. 1999c.

Plan for safe pedestrian crossings by marking crosswalks and installing refuge islands, raised medians, and textured pavements.



Source: Oregon Transportation and Growth Management Program. 1999a.

CHAPTER 4

VEHICLE ACCESS AND CIRCULATION

4.1. PRINCIPAL SITE ACCESS

A. The entire parcel, rather than simply a particular project, should be considered in formulating and approving access plans.



B. A public frontage road shall be required parallel to Georgia 400.

C. Parcels should not be subdivided such that they each require individual access to a state highway. If the parcel has frontage on a secondary or frontage road, access points shall occur there and not on a highway.

D. The number of driveways shall be minimized, consistent with appropriate principles of highway and road access management and traffic engineering. Curb cuts (driveway accesses) will generally be restricted in number to one entrance and exit drive per development, if no other access is available.

E. Inter-parcel site access should be provided to adjacent properties.

F. Shared driveways between two parcels, at the property line, may be required.

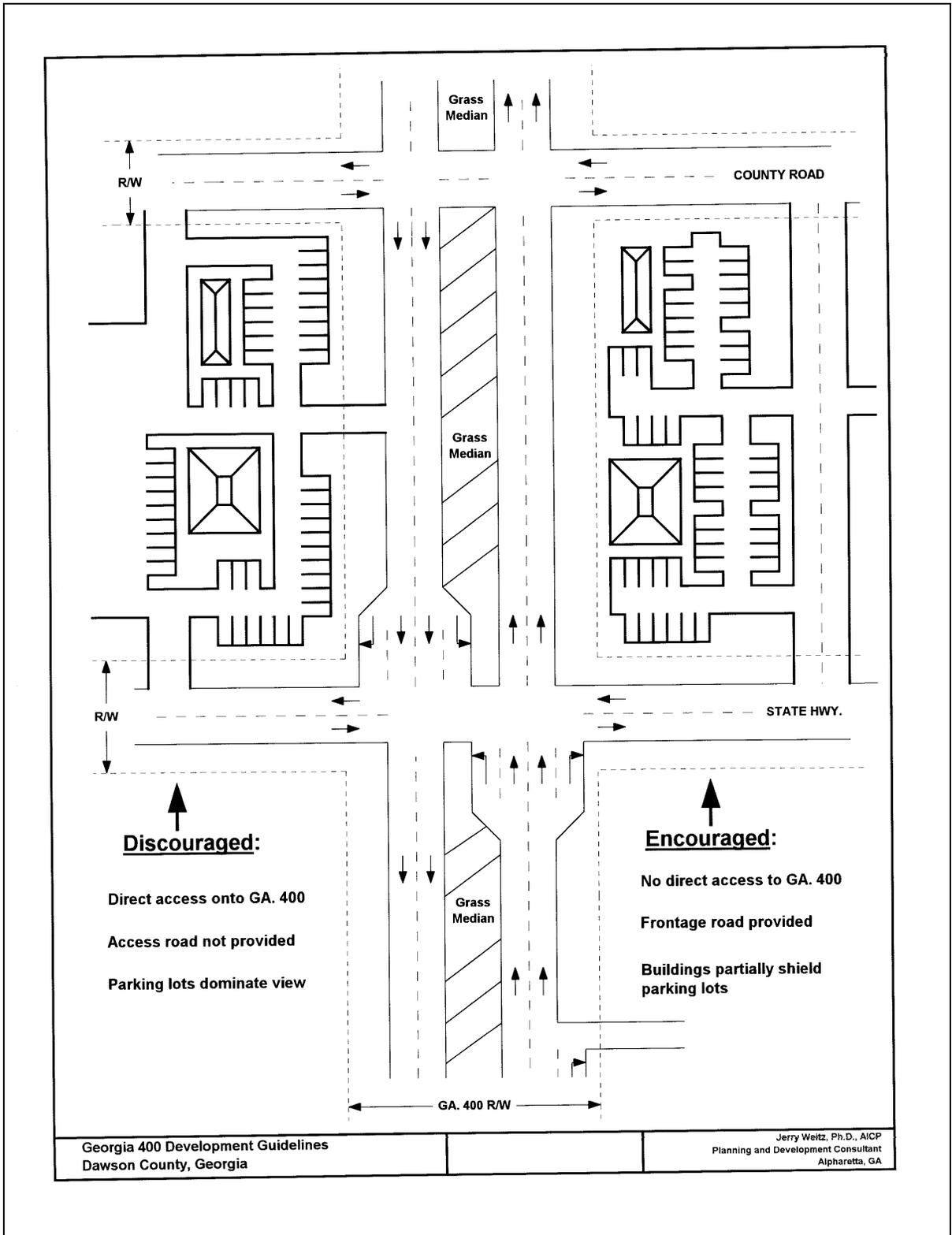
G. New driveways should be sited away from or immediately opposite street intersections.

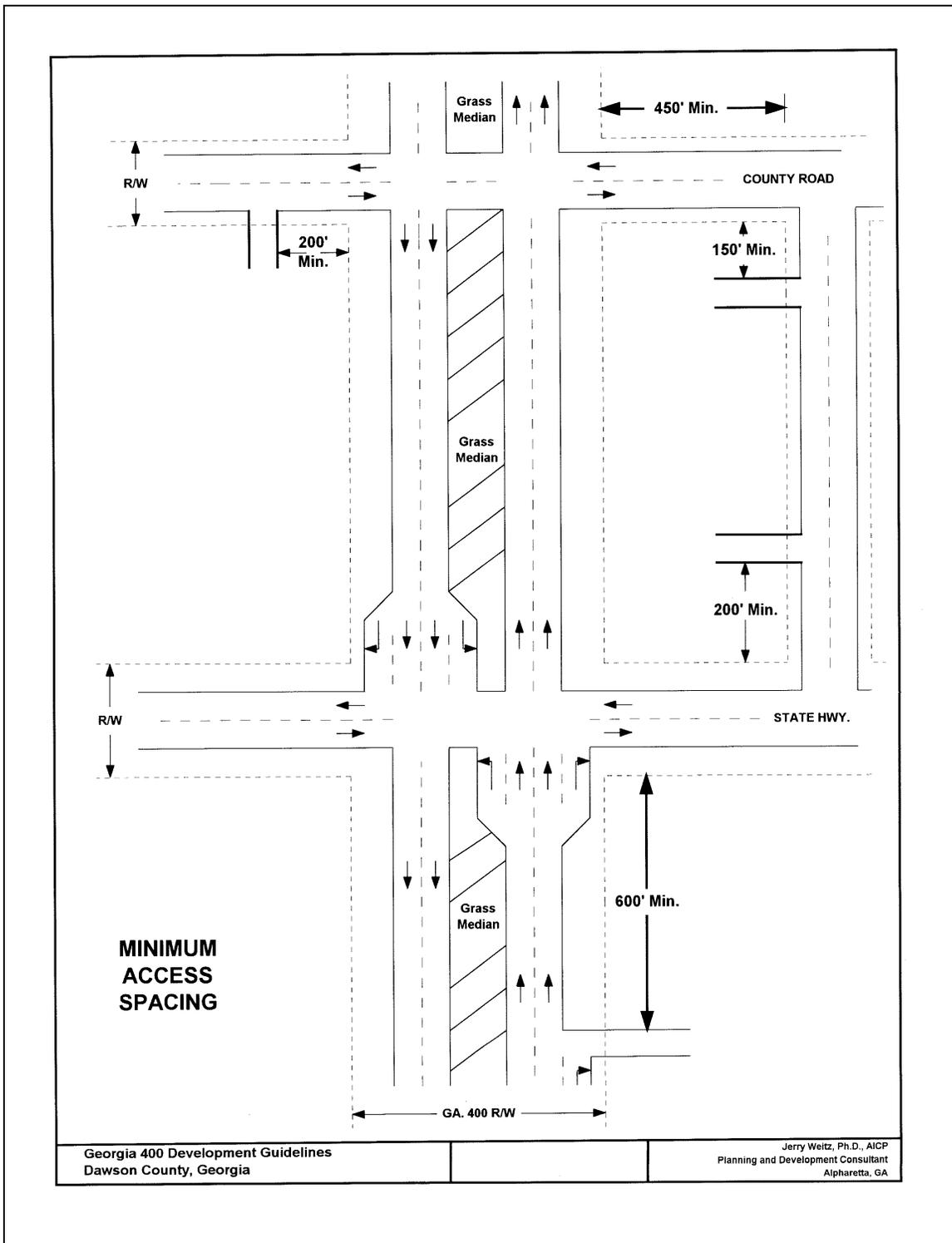
H. Provide adequate driveway length. Driveways should be long enough to allow adequate space for vehicles pulling off the road and stacking to enter the road.

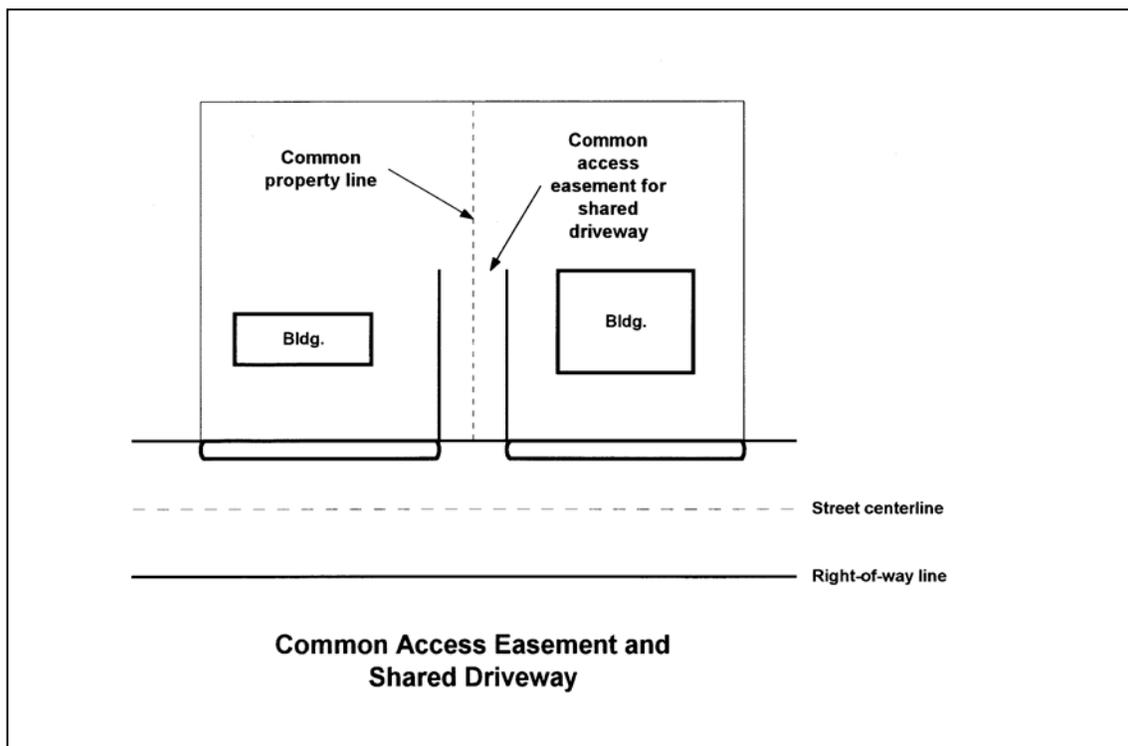
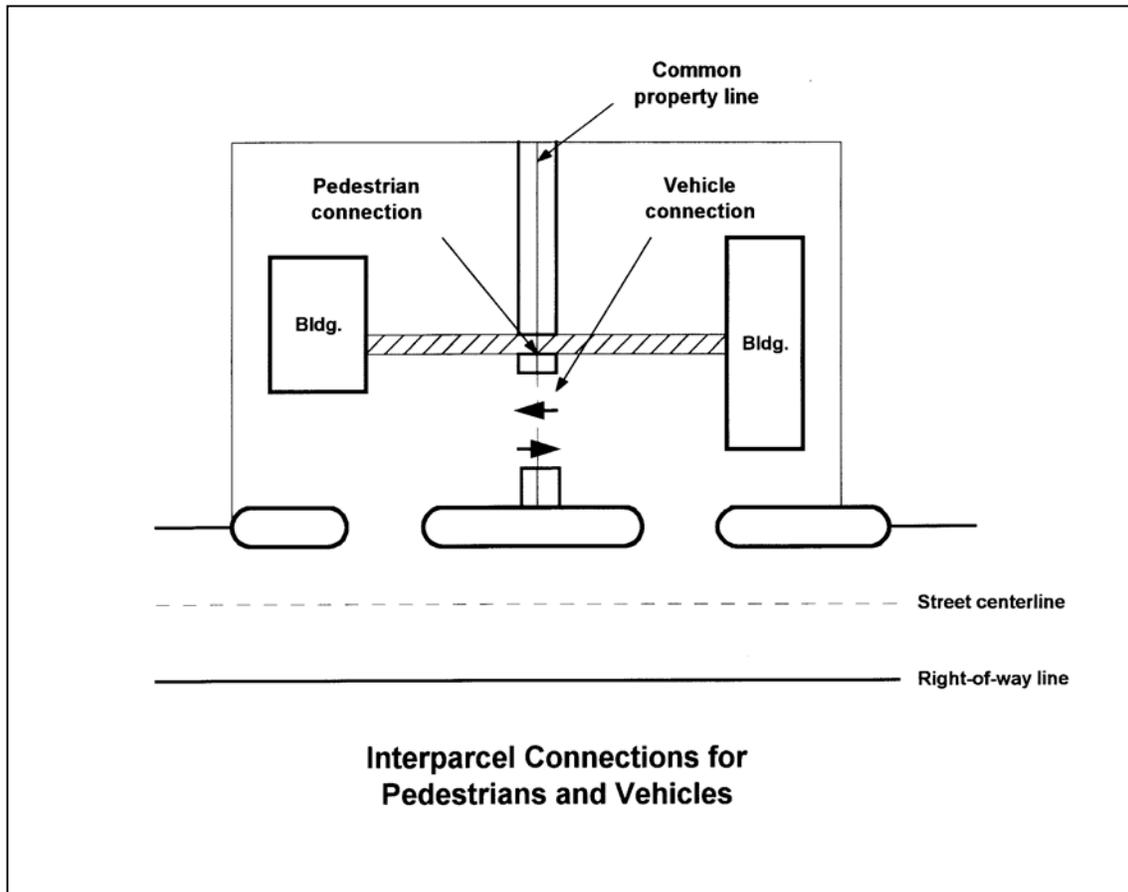
I. The width of curb cuts shall be minimized, but shall always meet the requirements of emergency service vehicles. A wider curb cut may be required on a higher speed highway.

J. All elements of the site design shall accommodate access requirements of emergency vehicles and services.

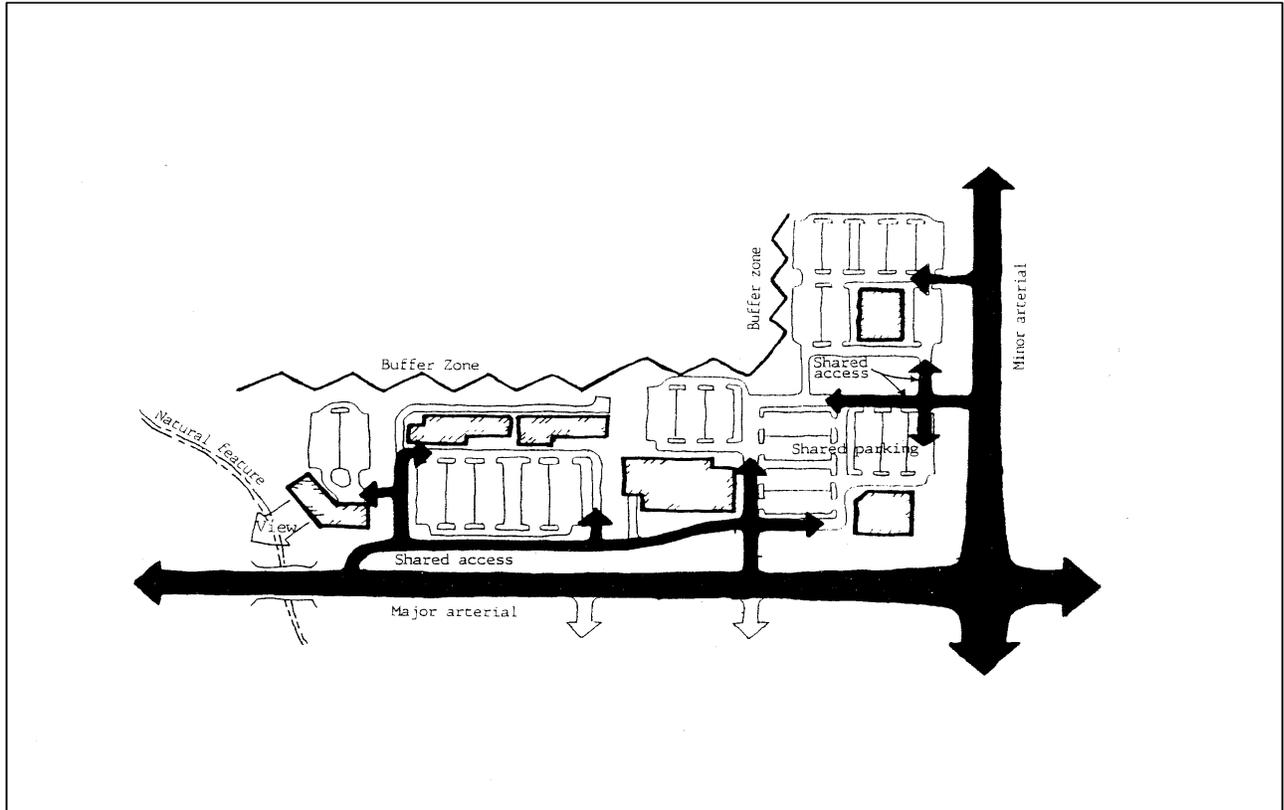
K. All access points and curb cuts shall meet minimum rules and regulations for driveway and encroachment control of the Georgia Department of Transportation, the Dawson County Engineer, and the specifications provided in these guidelines.



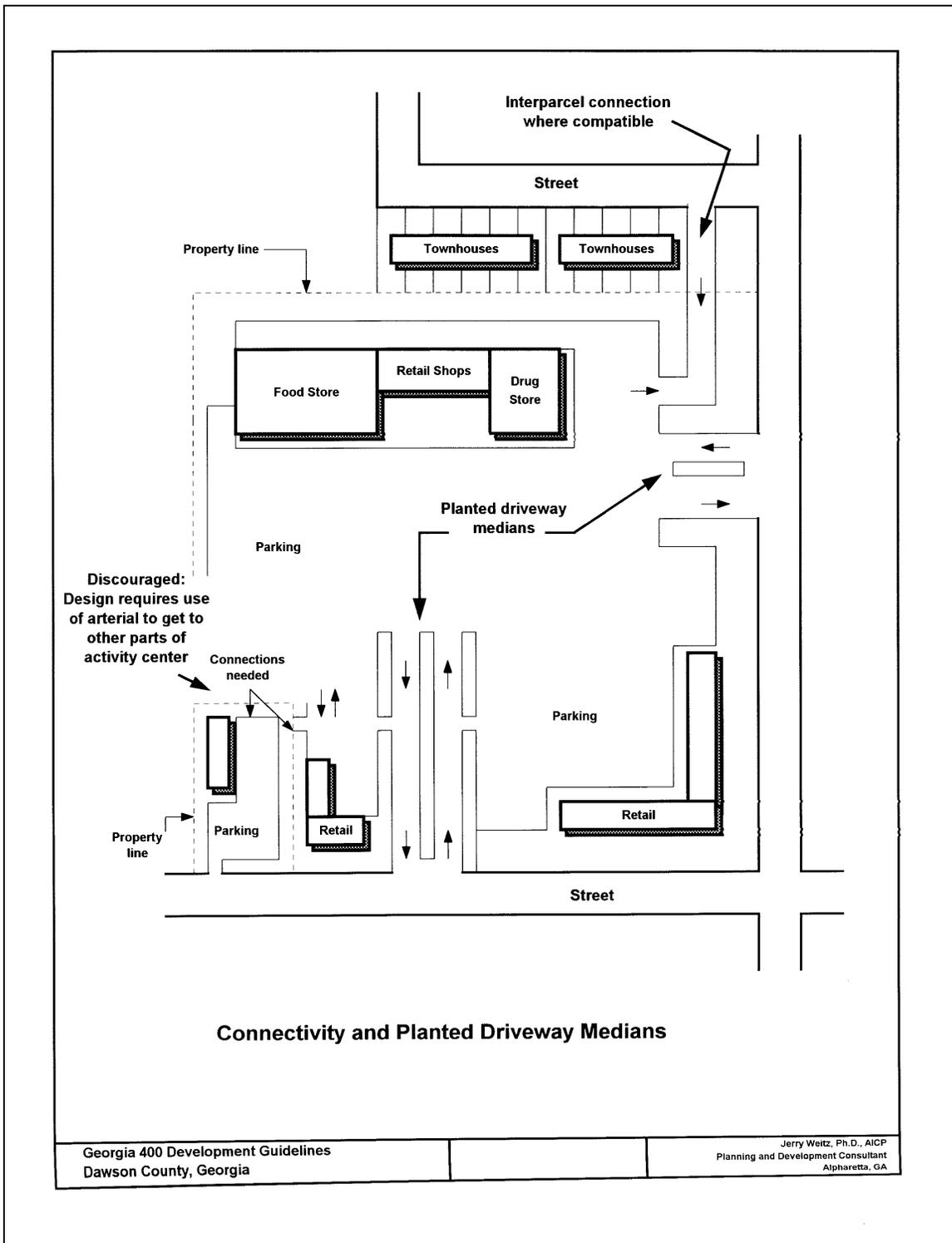




Interparcel Access. Properties within the district must provide shared access with adjoining properties to facilitate frontage roads and connections between parcels. Shared parking arrangements are also encouraged.



Source: Stover and Koepke 1988.





The Dawson 400 shopping center's frontage on the west side of Ga. 400

- This driveway entrance to Dawson 400 shopping center has a narrow but landscaped center median to separate traffic flows (recommended).
- Note that it stops shorter than it should—although a median break may be needed to cross between the outlots shown in this photo, the median should have been extended another 150-200 feet to add landscaping, reduce impervious surface, and provide better access control.
- The McDonalds uses low-lying groundcover at the entrance (acceptable).
- To the right side of the photo, the shrubs are growing to a height that may impair visibility (though that is a minor consideration in this case of one way traffic).
- Ideally, a pedestrian crossing would be striped on the pavement to alert drivers to the possibility of pedestrians crossing the driveway.

4.2. SERVICE FUNCTIONS

A. Service functions (e.g., deliveries, maintenance activities) should be integrated into the circulation pattern in a manner which minimizes conflicts with vehicles and pedestrians.

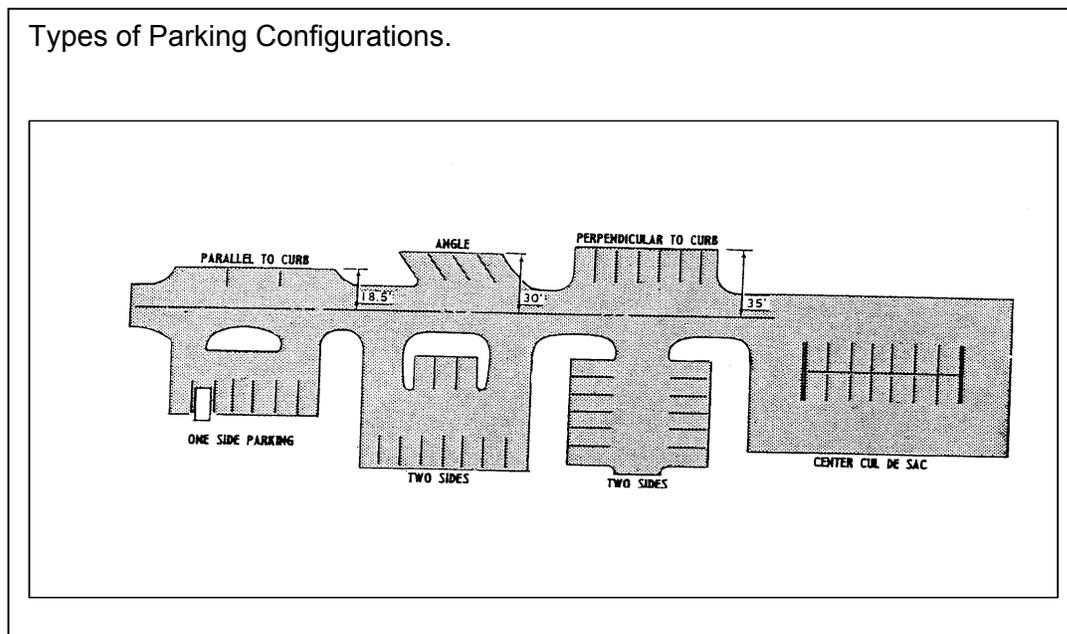


B. Access for service vehicles, trash collection and storage areas should be located on alleys where alleys exist. When no alley exists, access should be provided to the rear or sides of buildings being served.

C. Larger commercial developments should have service and loading areas separate from main circulation and parking areas.

4.3. OFF-STREET PARKING

A. Any type of off-street parking configuration may be appropriate in the district, depending on site-specific development circumstances and objectives.



Source: DeChiara and Koppelman 1984.

B. Driveway entrances should provide a 100 foot deep clear zone between the pavement of Georgia 400 and the first parking space. On any other state highway or county road, the clear zone should be at least 60 feet.

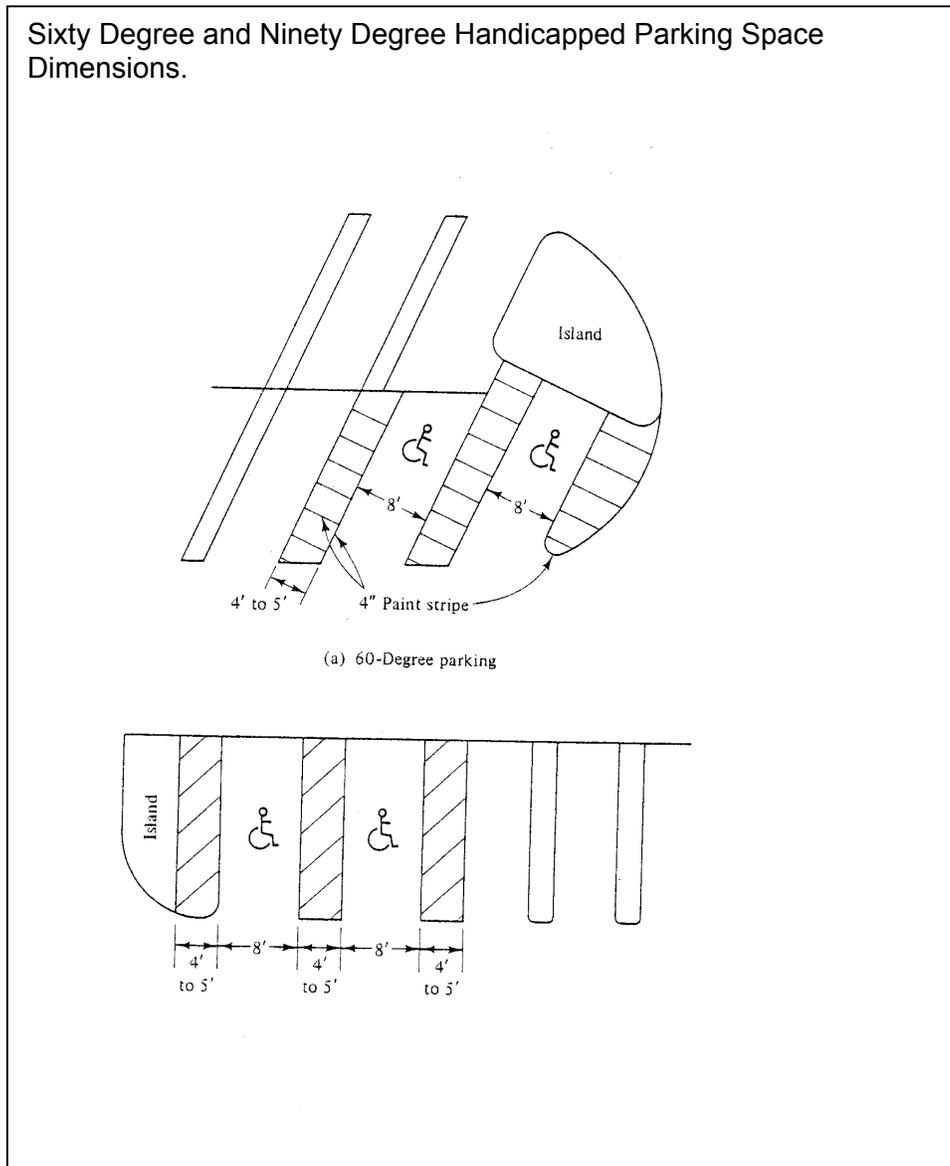
C. The driveway entry "throat" of large shopping center parking areas shall provide at least forty feet of clear zone before a turning movement occurs to provide sufficient queuing room for cars entering off the street.

D. The visual impact and presence of vehicles should be minimized, preferably by siting parking areas to the rear or side of the property rather than along the principal street

frontage, or if siting options are limited, screening parking areas with vegetation and berms from views exterior to the site.

E. Where a parking area fronts directly on a public street, a continuous opaque screen should be provided. Said screen should be a minimum height of two feet.

F. Parking for the handicapped shall be provided in accordance with applicable codes.

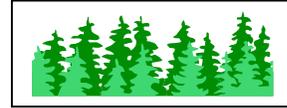


CHAPTER FIVE

LANDSCAPE

5.1. GENERALLY

A. Landscaped areas should be maximized within the viewshed of the highway and major streets.



B. All landscaping shall be continually maintained in a healthy and weed-free condition.

C. Tree and shrub planting should be grouped together to create strong accent points within the site plan unless circumstances dictate otherwise.

D. All plant materials should be sized so that the landscaping has an attractive appearance at the time of installation and a mature appearance within three years of planting.

E. Landscaping of the site upon completion of the development shall be consistent, in terms of plant location, species, and size, with the landscape plan for the development as approved by the Planning and Zoning Director.

F. In certain prominent public areas, trees larger than the minimum may be required to create a strong design element.

G. All proposed shrubs except accent, color or ground cover planting should be a minimum of three (3) gallon size. Shrubs and ground cover plants should be spaced close enough together to ensure an attractive and mature planting effect.

H. Landscaping should consider potential benefits of conserving energy in buildings. This can be done by recognizing the sun exposure on the site and providing appropriate tree species in advantageous locations: deciduous trees on the southern exposure, coniferous and broadleaf evergreen trees along the eastern and western exposures, and evergreens along the northern exposure.

I. Trees should be carefully selected and located where they will complement the building elevation and should not block all retail storefront signage from view.

J. Tree species should be selected with root growth habits that will not cause damage to sidewalks, or such tree species should be sited away from such hardscape areas.

K. Utility easements should be landscaped.

L. Dense landscaping and/or architectural treatments should be provided to screen unattractive views and features such as storage areas, trash enclosures, transformers, generators, and other similar appurtenances.

M. Standards for transplanting should be in keeping with those established in the International Society of Arboriculture publication, "*Tree and Shrub Transplanting Manual*" or similar publication. Reference the American Association of Nurserymen publication "*American Standard for Nursery Stock*" (ANSI Z60, 1973) for plant material quality specifications. Reference the "*Manual for Woody Landscape Plants*" (Michael Dirr, 1983, Castle Books) or similar publication for information on tree species site requirements.

N. Properties in the south portion of the Georgia 400 corridor shall require a minimum landscaped coverage ratio of twenty (20) percent. Properties in the north portion of the Georgia 400 corridor shall require a minimum landscaped coverage ratio of thirty (30) percent.



Chestatee State Bank, SR 53 east of Georgia 400

- Excellent landscaped area with variety of color and materials.
- Areas between the right-of-way and the parking area and/or building should be attractively landscaped.
- This is a very good example of a recommended practice for landscaping.

5.2. BUFFERS

5.2.1. Buffers Abutting Residential Districts

Where commercial, industrial, office, or institutional development abuts an existing residential zoning district along a side or rear property line, minimum building setbacks and buffers shall be established according to the following table:

Zoning District	Minimum Building Setback Along Side or Rear Yard Abutting a Residential Zoning District	Minimum Buffer Along Side or Rear Yard Abutting a Residential Zoning District
Office or institutional	40 feet	30 feet
Commercial	50 feet	40 feet
Industrial	60 feet	50 feet

Buffers required by this section shall be planted and maintained with sufficient density and vegetative material to effectively screen the adjacent residential use from the subject activities. Existing vegetation may be considered sufficient in meeting this requirement if the area is delineated on the landscape or development plan as a tree save area, is protected by the tree protection devices as prescribed by these guidelines, and provides sufficient screening. If an existing tree save area is proposed as a buffer but such area does not provide sufficient screening, said tree save area shall be supplemented with additional plantings until screening is achieved.

This buffer requirement shall not apply to residential development that is developed as a part of a mixed-use development.

5.2.2. Buffers Along Georgia 400 Right-Of-Way In North Portion of Corridor

Where a commercial, industrial, office, or institutional development abuts Georgia 400 in the north portion of the corridor, there shall be a minimum thirty (30) foot wide buffer (natural undisturbed, planted, or both) according to standards provided by these guidelines. The buffer shall provide a visual screen for at least sixty percent (60%) of the length of the property frontage.

5.2.3 Buffer Standards

Tree Type	Height	# of Rows & Spacing	Center to Center Spacing	Notes
Leyland Cypress	5-6 ft.	2 / 10-12' apart	10-12 ft.	Requires pruning after 2 years
Hemlock, White Pine	8-10 ft.	2 / 8-10' apart	8-10 ft.	Border line range
Virginia Pine	5-6 ft.	2 / 8-10' apart	8-10 ft.	
Eleagnus	42 in. min.	2 / 8' apart	8 ft.	Specify fruitland variety
Holly	6-8 ft. full	2 / 6-8' apart	6-8 ft.	Specify Standard Burford, Nellie R Stevens, American or Greenleaf variety
Magnolia	6-8 ft.	2 / 8-10' apart	10-12 ft.	

The above specifications are intended to be illustrative and not intended to be applied rigidly. Furthermore, the number of rows of landscaping needed depends on the required width of the buffer. Vegetative material used in meeting the requirements for buffering should be of a height and mass that meets or exceeds the vegetative material suggested in the buffer standards table above.

5.3. Right-Of-Way Frontage Planting Strips

This section applies to all properties fronting a public street, whether a county road, local public frontage road, or state highway, including Georgia 400; provided, however, that the buffer requirement in the north portion of the Georgia 400 corridor as specified in Section 5.2.2. of these guidelines shall supersede the requirement for a right-of-way frontage-planting strip specified in this section.

A. Provide a planting strip along the entire frontage of all road rights-of-ways with a minimum depth from the street right-of-way line into the interior of the property as follows.

Zoning District	Depth of Strip Adjoining Street Right-Of-Way (feet)
Multi Family Residential	20 Feet
Commercial	10 Feet
Industrial	10 Feet

B. Trees equivalent to at least one three inch caliper tree for every thirty (30) linear feet of length shall be saved or planted in such strips (trees may be planted in groups rather than in a single line). Any trees placed between the right-of-way line and the construction area (the buildings, accessory uses, and parking area) may be considered to be in the planting strips. (See Detail 1 – *Frontage Planting Strips*)



The Dawson 400 shopping center's frontage on the west side of Ga. 400

Some of the area shown is right-of-way. The grassed area is planted with a few trees, but the landscaping should be more dense and varied in high visibility areas of the corridor.

5.4. TREE PROTECTION

A. When a choice is available as to which existing trees to save, emphasis should be given to the preservation of significant trees, even isolated individual trees, over the retention of other trees. Non-significant trees, however, should be saved in stands rather than as individual trees scattered over a site.

B. All tree save areas must be delineated on the landscape plan.



Chestatee State Bank, SR 53 east of Georgia 400

- The developer of this site made a conscious effort to save two trees. Tree save areas should be identified for significant trees, and such areas should be integrated into the development (i.e., the parking lot and building are designed around the tree save area).
- The tree save area on this site is another very good example of a recommended practice.

C. All buffers with existing trees should be delineated on plans as tree save areas, unless the applicant clearly demonstrates the need for disturbance.

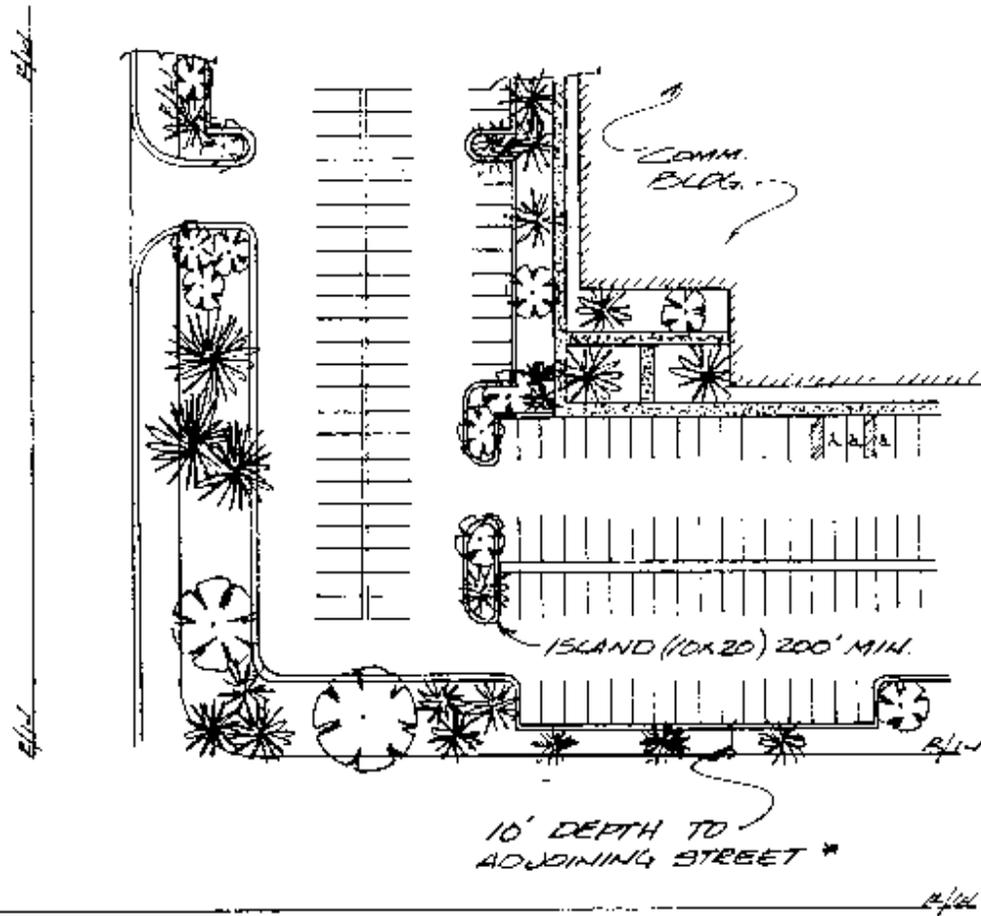
D. Tree protection devices are necessary to eliminate activities detrimental to trees and are strongly recommended to guard against: soil compaction in the critical root zone resulting from heavy equipment, vehicular or excessive pedestrian traffic, or storage of equipment or materials; root disturbance due to cuts, fills or trenching; wounds to exposed roots, trunks or limbs by mechanical equipment; and other activities such as chemical storage, etc. Tree protection devices should be installed as shown on the

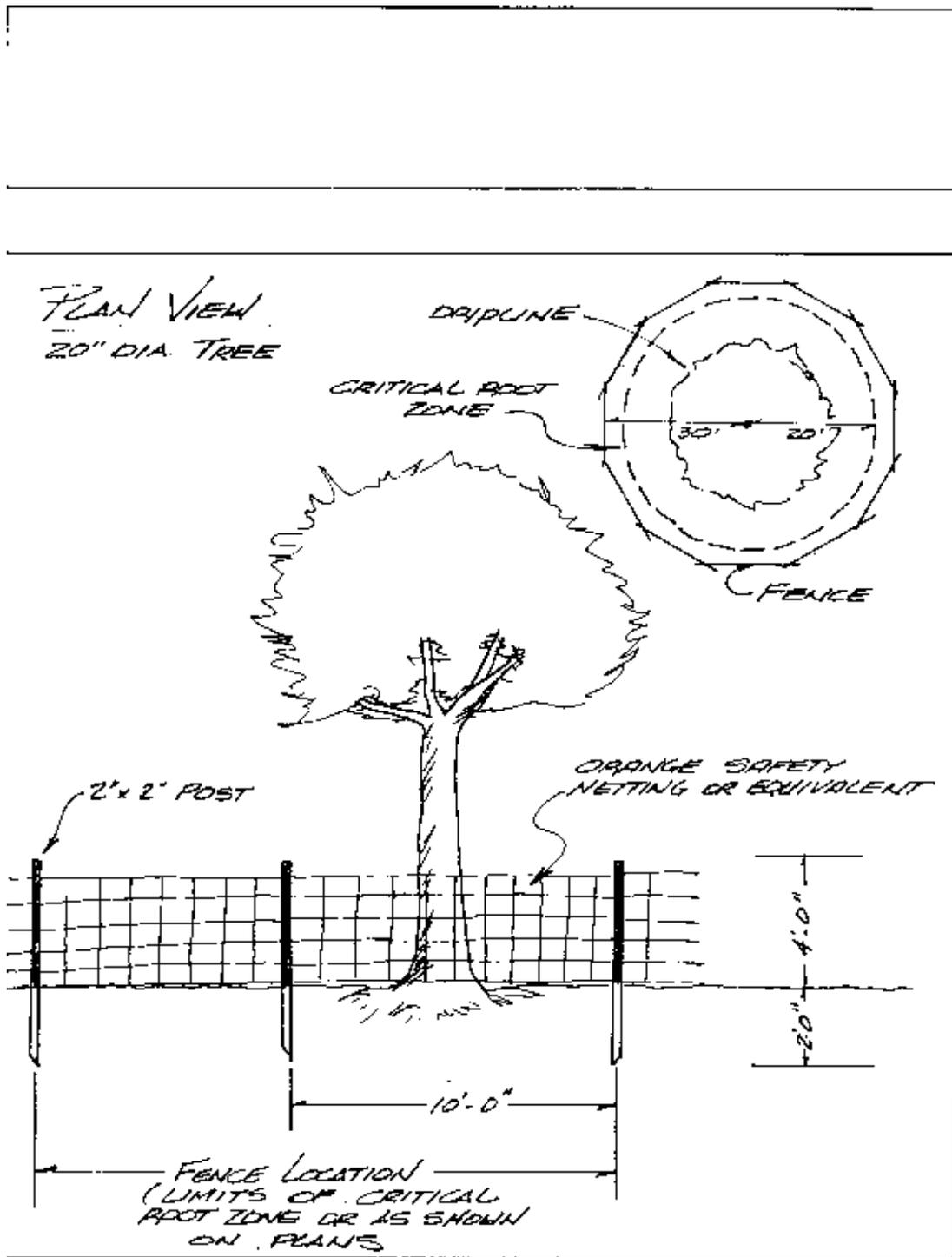
landscape plan or otherwise completely surrounding the critical root zone of all trees to be preserved. The location and installation of all tree protection devices should be installed prior to or concurrent with the issuance of the construction permit for clearing and/or grading.

E. Active tree protection should consist of chain link, orange laminated plastic, wooden post and rail fencing or other equivalent restraining material (See Details 2 & 3-- *Active Tree Protection & Active Tree Protection/CRZ*). Passive protection should consist of heavy mil plastic flagging of a bright color or equivalent signage on a continuous, durable restraint sufficient to delineate the bounds of any tree protection or save areas.

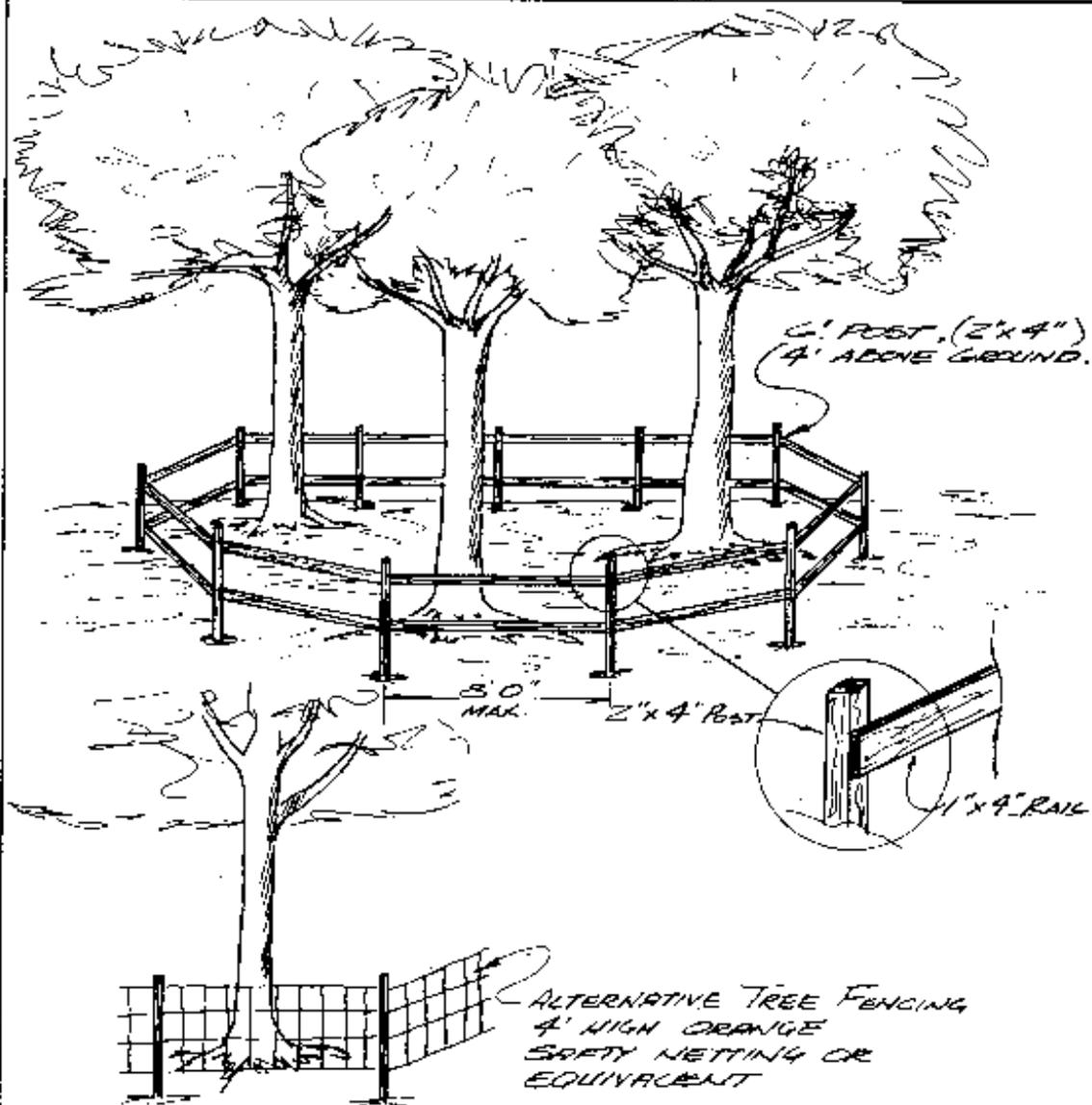
F. All tree protection devices should be installed prior to or concurrent with any clearing, grubbing or grading. Tree protection devices need to remain in functioning condition throughout all phases of development and may be subject to inspection by the county.

G. All tree protection zones should be designated as such with "Tree Protection Area" signs posted visibly on all sides of the fenced-in area. These signs are intended to inform subcontractors of the tree protection process. Signs requesting subcontractor cooperation and compliance with the tree protection standards are recommended for site entrances (See Detail 4, *Tree Protection Area Signage*).





Dawson County GA 400 Corridor Tree Preservation Standards Detail No. 3 Active Tree Protection

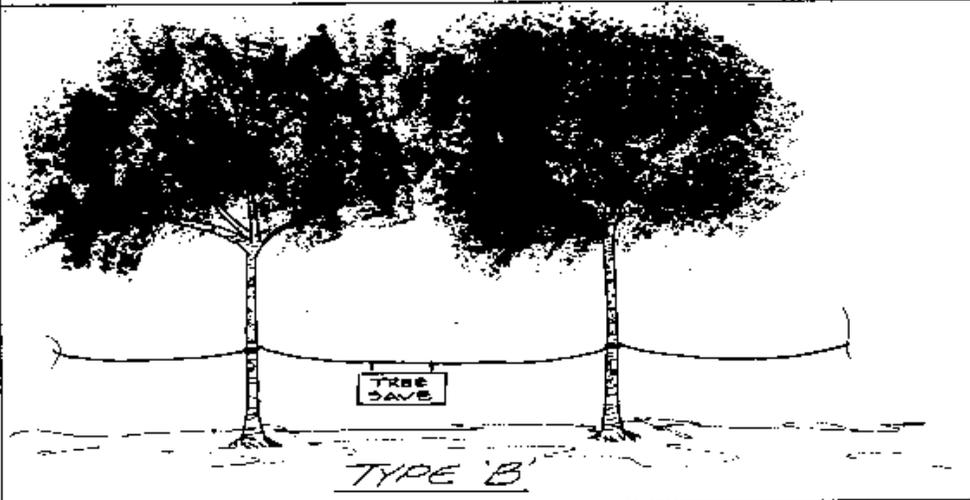


**Dawson County GA 400 Corridor
Tree Preservation Standards Detail No. 4
*Tree Protection Area Signage***



*HEAVY MILL PLASTIC, MIN. 4" WIDTH
DARK LETTERING ON BRIGHT BACKGROUND*

TYPE 'A'

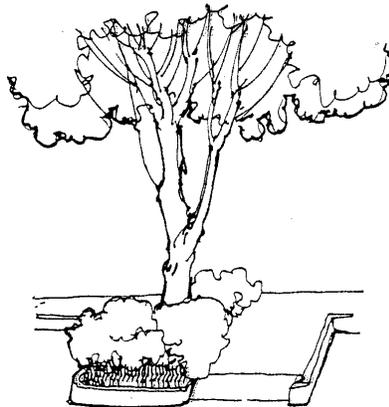


5.5. PARKING LOT LANDSCAPING

A. Parking lots that face a street should be partially screened from the street by a low fence, wall, hedge, berm, or vegetated buffer. If a parking lot fronts an arterial or major collector street, and is of such a size that it dominates views from the fronting arterial/collector street and detracts from the overall streetscape and community appearance, then the parking lot should be screened or buffered with vegetation in its entirety from view along the fronting roadway(s) within the required right-of-way frontage planting strip (see section 5.3).

B. Landscape islands containing at least one overstory tree or two understory trees planted in each landscape island, shall be provided within parking areas with ten (10) or more spaces and located in such a manner so as to divide and break up the expanse of parking area. Where required, one landscape island shall be located at the end of each row of parking spaces in the interior of the parking lot. In addition, one parking lot landscape island shall also be provided for every 150 linear feet of parking spaces, whether at the periphery or in the interior of the parking lot. Each landscape island shall be of sufficient shape and size so that one overstory tree or two understory trees will fit within the island. No portion of an island shall be less than three feet in width.

Each landscaped parking lot end island should have at least one overstory shade tree (shown), or two understory trees.



Source: DeChiara and Koppelman 1984.

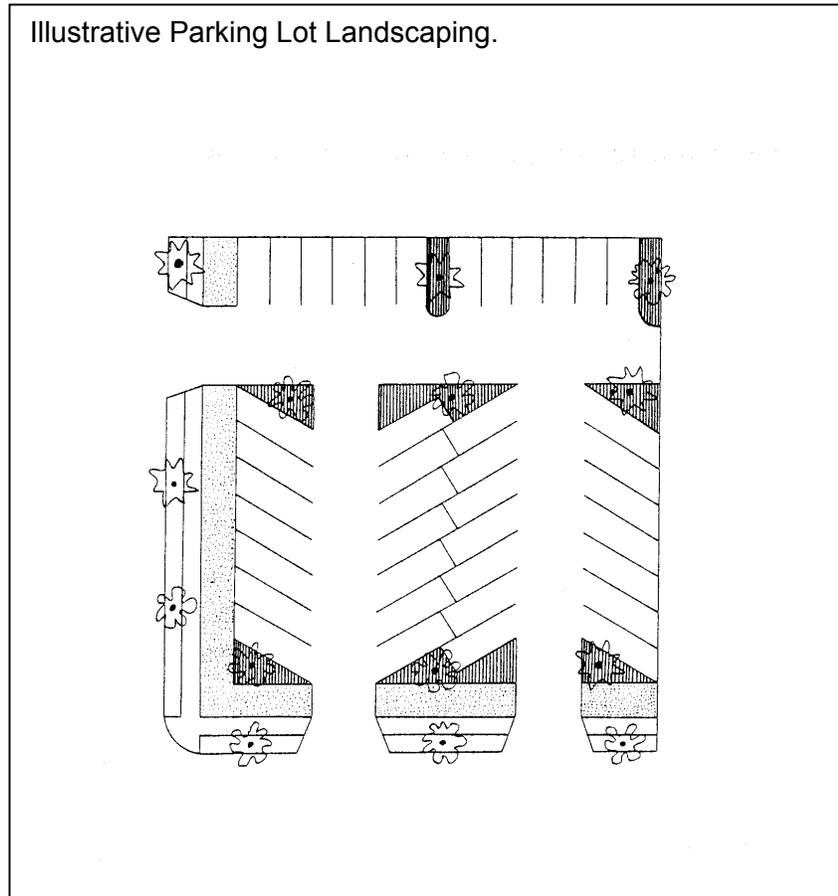


North Fulton Hospital, Roswell

An excellent example of a mature, evergreen screen between the highway and the front parking lot. Cars parked in this lot are not visible from the highway, a recommended practice.

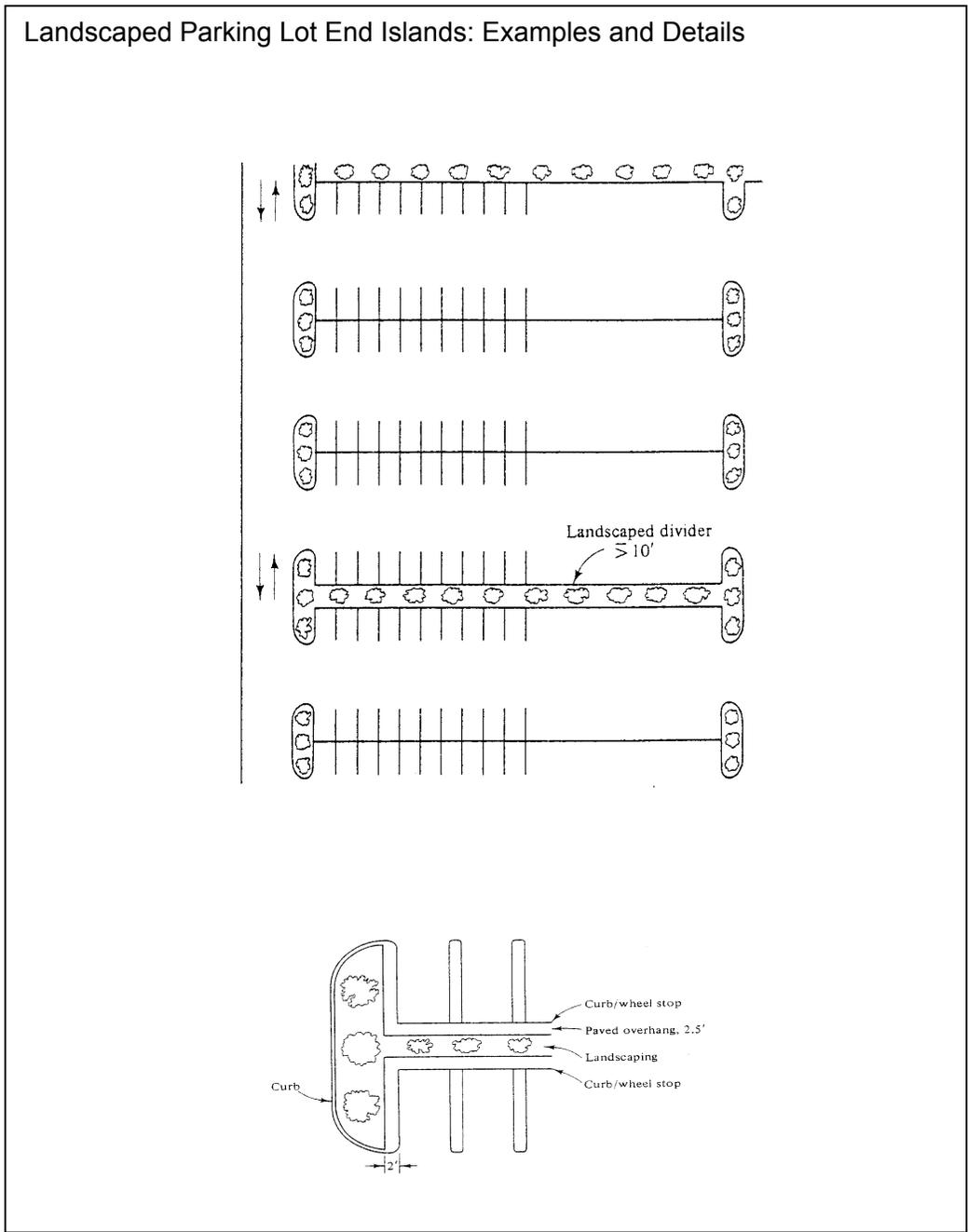


A second perspective on the mature, evergreen hedge that screens the front parking lot of the hospital.



C. Landscaping should permit adequate sight distance for motorists and pedestrians entering and exiting a site and should not interfere with circulation patterns.

D. Curbing should be used at the edges of all planters and paving surfaces adjacent to vehicle circulation or parking areas. Vehicle overhang above or into landscape areas should be avoided unless wider or larger planting areas are provided to accommodate such instances. Landscaping should not be installed in areas of potential vehicle overhang.



Source: Stover and Koepke 1988.



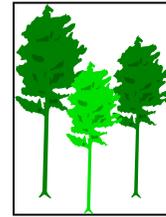
Kroger Shopping Center at GA 400 and SR 53

A close look at the stripe-painted parking stall end island. This area should have been curbed and planted with a street tree and shrubs to soften the impervious environment. Also note that a painted end island serves little if any purpose of access direction. Motorists will drive across painted end islands and also park in them if the lot is full, thereby restricting the vision of motorists.



Shopping center, Alpharetta Highway, Roswell

Contrast this shopping center parking lot with those typically found in Dawson County. Rather than being simply painted, the parking lot end islands are curbed, striped, and filled with low-lying shrubs and some shade trees (recommended practices).

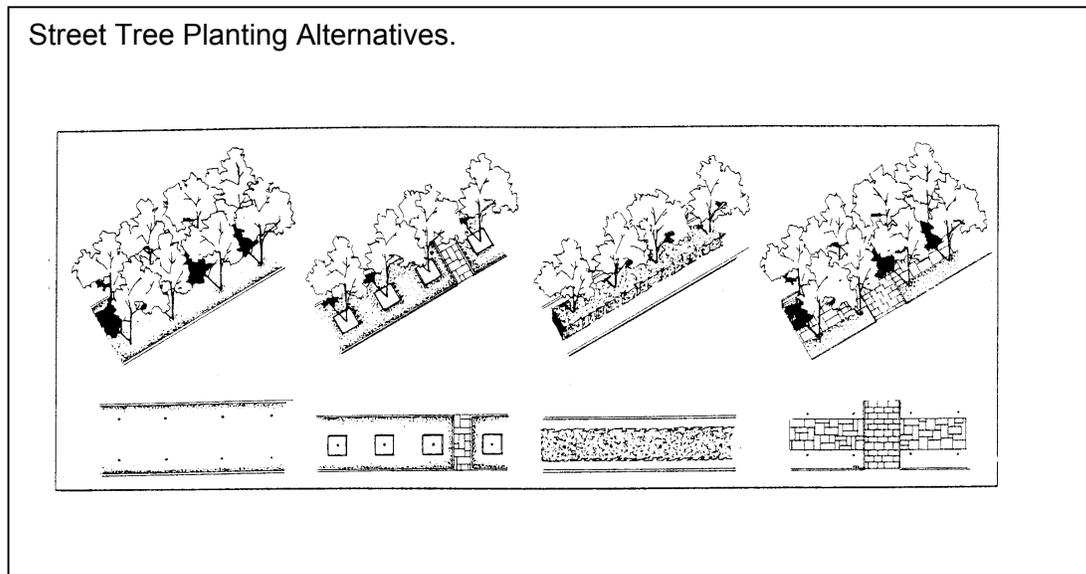


5.6. STREET TREES

A. In the north portion of the Georgia 400 corridor, street trees shall be installed in the public right-of-way of local streets for all development within non-residential districts, subject to the approval of the County Engineer.

B. Unless unusual circumstances prevail, all street trees or parking lot trees should be a minimum 15-gallon size. Street trees should normally be overstory, non-ornamental, with a minimum three-inch caliper planted at 75-foot intervals. Sugar maple is the preferred street tree. In the south portion of the Georgia 400 corridor, street tree planting should strive to achieve the look of a manicured landscape by planting; toward this end, street trees may be grouped rather than spaced at regular intervals.

C. In lieu of street trees in the south portion of the Georgia 400 corridor, a right-of-way planting strip as required by these regulations should contain landscaping with a minimum caliper of three inches planted thirty feet on center.



Source: Bishop 1989.

D. In commercial areas, street trees along driveways and other access roads should be provided in addition to any proposed on-site landscaping to provide shading, visual enhancement, and continuity for the streetscape.

E. Street tree placement should include consideration for vehicle line of sight, entrance and exit curb cuts, street light and traffic control devices, and other site specific conditions. Street trees should be planted in a manner so that when they reach maturity they will not conflict with the visibility of signs.

F. Street trees should be pruned from grade to a minimum height of seven feet, six inches to allow visibility of buildings and sufficient vertical clearance.



Northmeadow Office Park, Roswell

Recommended practices for business parks and access roads. An attractive, heavily landscaped road median in a business/industrial park. Trees planted some 15 years ago now have matured to provide an inviting canopy.

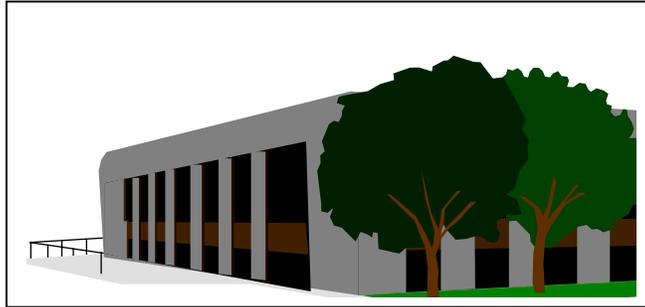
5.7. IRRIGATION

A. Water-intensive landscaping, such as turf grass, should be concentrated in areas of high visibility and use. The combined square footage of turf grass and decorative water (e.g. fountains, ponds, etc.) should be minimized to reduce water use and evapotranspiration.

B. Plant materials should be chosen which grow well in the localized climate and the given soil conditions without requiring excessive irrigation.

C. A plan for an automatic irrigation system should be provided as appropriate to insure that all plants receive adequate water for healthy growth. Irrigation systems should be provided for all planted areas that are under roof overhangs.

CHAPTER SIX ARCHITECTURE OF PRINCIPAL BUILDINGS



6.1. GENERALLY

A. Architectural design should be compatible with the developing character of the neighboring area. Design compatibility includes complementary building style, form, size, color, materials, and detailing.

B. The relationship of a building to its site, the public right-of-way and adjacent buildings is one of the most important components of successful urban design. The appearance of a building with respect to the street and other surroundings should be considered. If the building is much different in elevation from adjacent buildings and improvements, it will look out of place.

C. The designer should consider each of the following contexts as part of the design process:

1. Size (the relationship of the project to its site)
2. Scale (the relationship of the building to those around it)
3. Massing (the relationship of the building's various parts to each other)
4. Fenestration (the placement of windows and doors)
5. Rhythm (the relationship of fenestration, recesses and projections)
6. Setback (in relation to setback of immediate surroundings)
7. Materials (their compatibility with the historic district)
8. Context (the overall relationship of the project to its surroundings)

6.2. STYLE

A. Diversity of architectural design should be encouraged. "Theme" or stylized architecture which is characteristic of a particular historic period or trend is not encouraged, unless the existing building or site is historically important to the district or necessary for architectural harmony.

B. Multiple buildings on the same site should be designed to create a cohesive visual relationship between the buildings.

6.3. EXTERIOR MATERIALS

A. All sides of a building may impact on its surroundings and should be considered for treatment with an architectural finish of primary materials (i.e., brick and stone). As a general rule, front facades should be at least 80 percent brick and stone. Side facades should be at least fifty percent brick and stone. Rear facades do not have a minimum requirement for primary materials and can consist entirely of secondary materials (e.g., stucco). Tertiary materials (i.e., wood and metal) should be used for decorative elements and trim only.

B. Exterior building materials on the primary structure should not include smooth-faced concrete block, tilt-up concrete panels, or prefabricated steel panels.

C. The following types of building materials are highly discouraged: highly reflective, shiny, or mirror-like materials; mill-finish (non-colored) aluminum metal windows or door frames; exposed, unfinished foundation walls; exposed plywood or particle board; and unplastered, exposed concrete masonry blocks.

D. All exterior facades of a structure located on an outparcel of a larger development should be considered primary facades and should employ architectural, site, and landscaping design elements which are integrated with and common to those used on the primary structure on the site. Common design elements should include colors and materials associated with the main structure or structures on the larger development.

E. Buildings that are stylized in an attempt to use the building itself as advertising should generally be discouraged, particularly where the proposed architecture is the result of a "corporate" or franchise style.

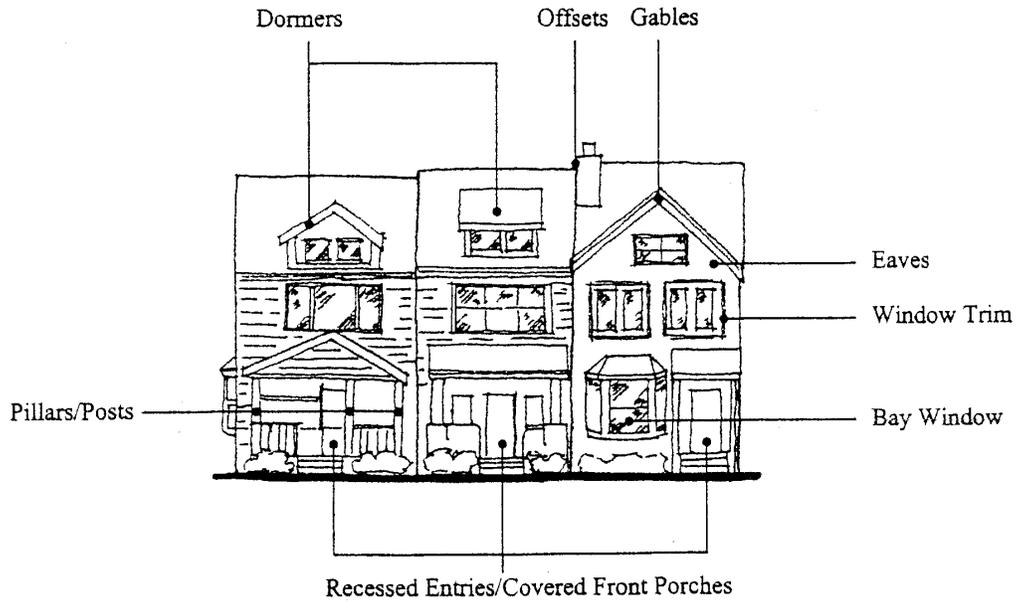
F. All vents, gutters, downspouts, flashing, electrical conduits, etc., should be painted to match the color of the adjacent surface, unless being used expressly as a trim or accent element.

G. Soffits and other architectural elements visible to the public but not detailed on the plans should be finished in a material compatible with other exterior materials.

H. Material or color changes generally should occur at a change of plane. Piecemeal embellishment and frequent changes in material should be avoided.

I. Approved address numbers should be provided so that they are legible to the public from the street fronting the property.

Illustration of Selected Architectural Details.



Source: Oregon Transportation and Growth management Program 1999b.



Kroger Shopping Center at GA 400 and SR 53

- The rear side of the shopping center consists of a finished but monotonous wall. Although not visible to the general public unless they drive around to the rear of the shopping center, because of the lack of visual screening, adjacent residents will be able to view this wall.
- A horizontal accent stripe (a 4-6 foot wide stripe of different color) could help to reduce the monotonous color and even give an appearance of breaking up the continuous nature of the building wall.



Former Sam's Club big box, Alpharetta Highway, Roswell

Recommended practice. An excellent example of a line of mature trees that almost entirely screen what would otherwise be a large, imposing side wall of a big box.



Chestatee State Bank, SR 53 east of Ga. 400

This building is well articulated. The façade varies in its setback and there are a variety of pitched rooflines. The columns help to define a welcoming entrance to the building.



Dawson 400 shopping center

Close up view of an attractive brick façade. Benches are strongly recommended to provide comfort to pedestrians. However, advertising on benches is strongly discouraged if not prohibited.

6.4. COLORS

A. Facade colors should be low reflectance, subtle, neutral, or earth tone colors. High-intensity colors, metallic colors, black, or fluorescent colors should not be used. Building trim and accent areas may feature brighter colors, including primary colors, provided that the width of the trim should not exceed four (4) feet.

B. Building colors should be carefully chosen so that each building complements that of its neighbors. Colors can be classified as the “base” color (used on the majority of the building surface), “trim” color (used on the window trim, fascia, balustrades, and posts), and “accent” color (used on signs, awnings, and doors). The base color should consist of more subdued earth tones or brick shades. Trim colors should have contrasting lighter or darker shade than the base color. If natural brick is used, it should not be painted.

6.5. AWNINGS AND CANOPIES

A. The use of awnings on buildings are recommend so as to provide much needed protection from sun, wind, and rain, and to improve aesthetics of the building exterior.

B. Awnings are recommended to be constructed with a durable frame covered by a canvas material. Awnings that are backlit through translucent materials may be acceptable but are not particularly encouraged. Aluminum and other metal canopies are acceptable in most instances, particularly when integrated into shopping center designs. Flameproof vinyl, canvas or metal awnings and canopies may be used.

C. Solid colors are preferred over striped awnings, but striping is permitted if colors compliment the character of the structure or group of buildings.

D. Awnings are encouraged for first floor retail uses to provide architectural interest and to encourage pedestrian activity. Where awnings are used, they should be designed to coordinate with the design of the building and any other awnings along the same block face.

6.6. PARAPETS

Parapets should not be unbroken on any given side of a building for more than one hundred feet. Parapets with greater distances should be articulated by indentations and modulations or by the additions of elements such as ballustrades or other exterior members.

6.7. CORNICES

Cornice lines should be provided at the appropriate story of multi-story buildings, with architectural detailing compatible with the building design.



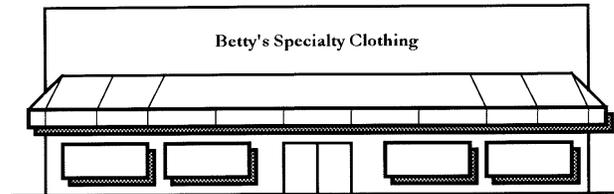
Dawson 400 shopping center at Ga. 400 and SR 53 (southwest quadrant)

- Attractive two story structure with an effective awning.
- Brick planter boxes in the front add attractiveness to the streetscape.
- Ground level windows in pedestrian retail districts should normally be larger than the windows for the second story use.

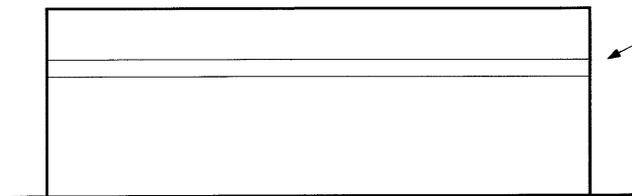


Shopping center northbound on Ga. 400 north of SR 136

- The gabled (pitched) roof of the canopy structure and the embellishment at the top of the structure add architectural interest, but the support beams are exposed.
- Canopy overlighting should be recessed into the roof structure rather than protruding below the plane of the canopy ceiling.



**Encouraged:
Shops Facing Street
With Awnings and Storefront Windows
Help Define Streetscape**



Colored
"accent stripe"
can break up
some of the
monotony

**Discouraged:
Monotonous Blank Building Walls
Facing Street**



Kroger Shopping Center at GA 400 and SR 53

The continuous building façade is broken up by varying the façade setback. While the awning does not necessarily need to be continuous, the same type of awning found in the left side of the picture could have been extended along the portion of the façade that houses the shopping carts and coke machines (the section of building to the left of the Kroger sign).



An attractive and well articulated façade at the Dawson 400 shopping center

- The entrance to Dollar General is a distinct architectural feature.
- Pitched metal colored roof with cornice and brick façade are appropriate (recommended practices).
- Use of gables adds further architectural interest. However, the gabled façade on the Ace Hardware tenant space is “false” in the sense that it is not fully integrated into the pitched roof (note the exposed support pole, discouraged practice).

CHAPTER SEVEN

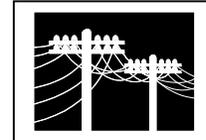
ACCESSORY STRUCTURES, USES, AND AREAS

7.1. GENERALLY

A. Unattractive project elements such as storage areas, transformers, generators and similar features should be sited in areas which are generally not visible from the street and must also be screened from view.

B. Electrical transformers which are installed as part of a new project shall be located to the rear of the site or other remote area, or placed underground. Existing transformers located at the front of the site shall be screened by substantial landscaping and/or an architectural barrier.

C. Utility lines are required to be undergrounded.



7.2. TRASH ENCLOSURES

A. Trash enclosures shall be constructed of sturdy, durable, opaque materials (with trash receptacles screened from view) which are designed to be compatible with the project architecture and should use similar materials.

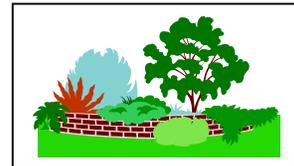
B. Trash enclosures should include adequate, accessible and convenient areas for collecting and loading recyclable materials.

7.3. MECHANICAL EQUIPMENT

Rooftop mechanical and electrical equipment shall be screened from public view by building elements that are designed as an integral part of the building architecture.

7.4. FENCES AND WALLS

A. All walls or fences fifty feet in length or longer, and four feet in height or taller, should be designed to minimize visual monotony through changes in plane, height, material or material texture or significant landscape massing.



B. Chain link fencing is discouraged. Use of special fencing design or materials should be discussed in cases where site security is paramount. If used, it should be vinyl coated (black or green colored vinyl encouraged).

C. Wooden fences should be painted or stained in an appropriate fashion and should not normally exceed a height of six feet.

D. The design of fences and walls should be compatible with the architecture of the main building(s) and should use similar materials.



Shopping center northbound on Ga. 400 north of SR 136

Dumpster is screened with a solid wooden fence. Although screening of dumpsters is a recommended practice, its disrepair has resulted in the trash enclosure becoming an eyesore. The mesh screen over the top adds to the unkempt appearance. Trash collection areas must be kept clean from debris.



Northmeadow Office Park, Roswell

Recommended practice for screening dumpsters. The dumpster is enclosed on three sides with a solid decorative block wall, approximately eight feet high, that matches the primary building on the site. Doors allow for the complete enclosure of the receptacle area. The dumpster area is kept free from debris.



CVS pharmacy on north side of SR 53 west of Ga. 400

- Dumpster area is screened with chain link fence containing inserts for partial screening. While it is well maintained, this type of enclosure does not provide 100 percent screening and is therefore not a recommended practice.
- The utility structure is not screened (discouraged practice) and should be located in a more remote portion of the site and screened.



Kroger Shopping Center at GA 400 and SR 53

Newspaper and magazine recycling collection boxes intrude on parking area. Recycling collection areas should be anticipated and better integrated into shopping center developments. Areas selected for recycling collection must have adequate truck access.



Dawson 400 shopping center

Utility structure is not screened (discouraged practice)



Shopping Center, Alpharetta Highway, Roswell

Recommended practice. The utility cabinet is barely visible, painted a dark green color to blend in with surroundings, and tucked into a remote location of a dense natural area.

CHAPTER EIGHT

COMMERCIAL DEVELOPMENT

8.1. GENERALLY

A. Commercial buildings should be compatible in scale, mass, and form with adjacent structures and the pattern of the surrounding area.

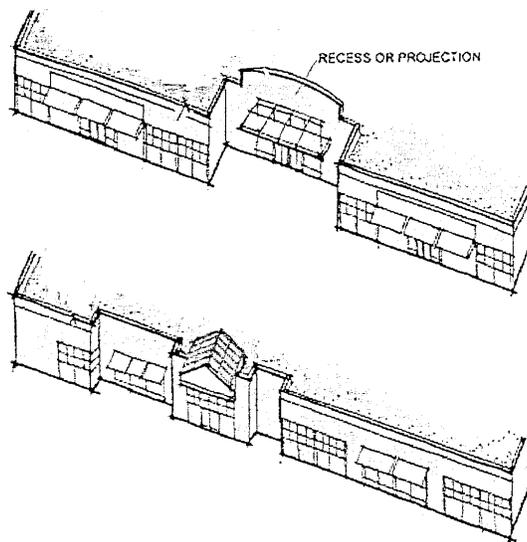
B. Efforts to coordinate the height of buildings and adjacent structures are encouraged. This is especially applicable where buildings are located very close to each other. It is often possible to adjust the height of a wall, cornice or parapet line to match that of an adjacent building. Similar design linkages such as window lines should be placed in a pattern that reflects the same elements on neighboring buildings.

C. Long or continuous wall planes should be avoided, particularly in the pedestrian activity areas, where buildings should exhibit more detail and elements appropriate for close range pedestrian view.

D. Outside of pedestrian retail districts, building surfaces over two stories high or fifty feet in length should be relieved with changes of wall plane that provide strong shadow or visual interest.



Recesses and Projections.



8.2. PEDESTRIAN RETAIL DISTRICTS

A. The urban design objective of pedestrian retail districts is to create a high quality, pedestrian scale, and walkable areas with a traditional downtown atmosphere. Site and building design should address pedestrian needs and develop creative approaches to improving pedestrian interest, access and enjoyment.



Residential uses when mixed with commercial shops provide for active neighborhoods.

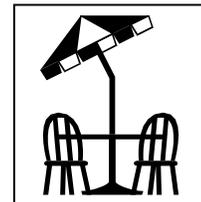


Source: Oregon Transportation and Growth Management Program 1999b.

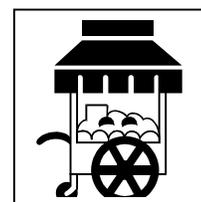
B. Frontage design and signage locations should be coordinated with streetscape landscaping and street trees.

C. Building frontages should be active, with large nonreflective minimally tinted window openings at ground level.

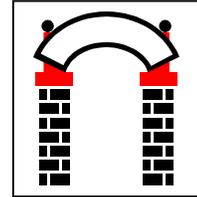
D. The ground level front elevation of the building, outdoor eating, and activity areas should be placed on or near the front property line to maintain the continuity of the street edge, or in alignment with adjacent property frontage. Outdoor seating and dining areas that face onto the street are encouraged.



E. Street vendors are encouraged to add activity and interest to pedestrian areas.



F. Pedestrian open spaces such as covered walkways, courtyards and plazas are encouraged, as well as the development of open and attractive passageways between buildings and blocks.

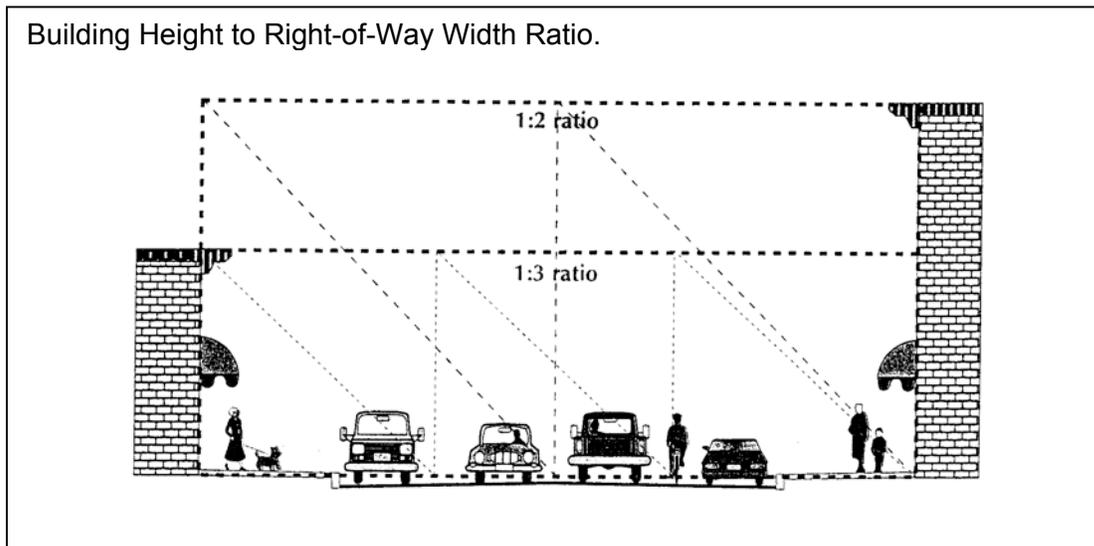


G. Gaps created in the street wall by parking or other breaks in buildings should be minimized or eliminated.

H. The sequence of continuous pedestrian activity should not be interrupted. Blank walls and other "dead" or dull spaces at the street level should be avoided. Visually interesting activities at the sidewalk edge should be maintained and/or established to engage pedestrian interest.

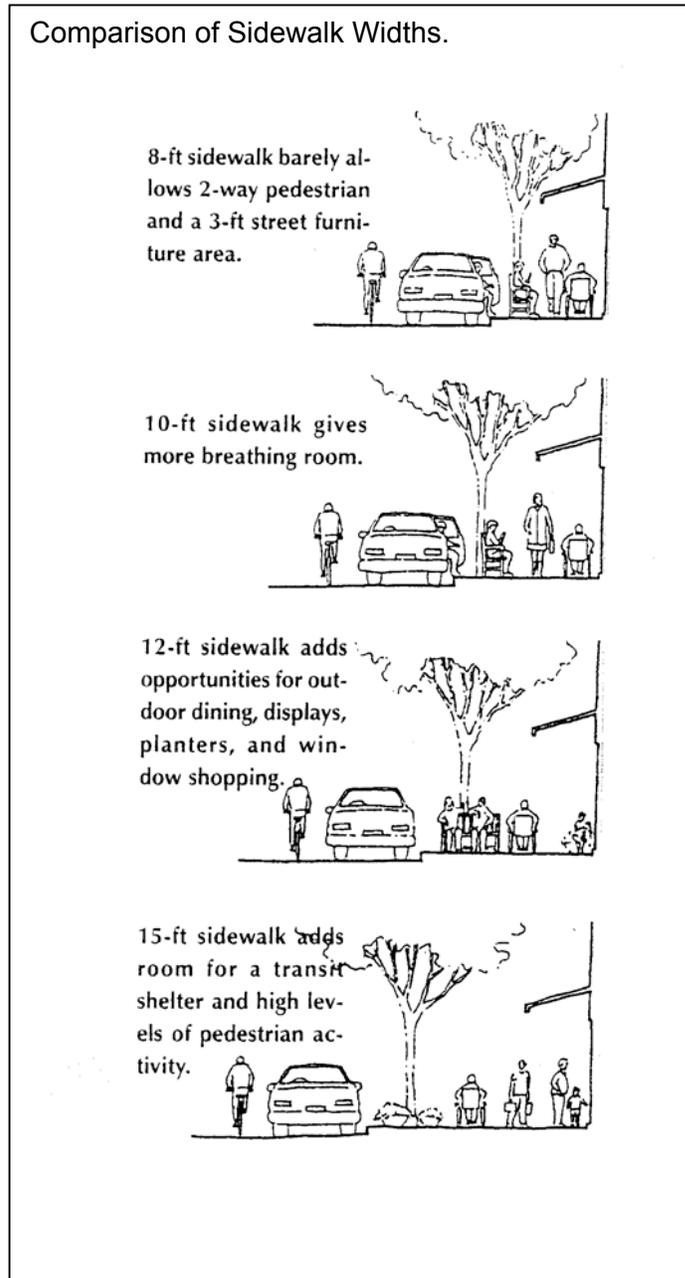
I. When alley access is not possible, driveway openings along public streets should be minimized and should be located on the street with the least traffic volume.

J. Large structures should be designed to reduce their perceived height and bulk by dividing the building mass into smaller-scale components. The ratio of building height to right-of-way width should not exceed 1:3.



Source: Oregon Transportation and Growth Management Program 1999a.

K. Sidewalk space should be at least ten feet in width, with street trees planted in a rhythmic pattern.



Source: Oregon Transportation and Growth Management Program 1999b.

L. All developed sites should provide at least one continuous, on-site intra-parcel walkway of at least five feet in width to connect sidewalks adjoining rights-of-way to the main entrance(s) of that property's building(s), in compliance with the Americans with Disabilities Act (ADA).

M. The rear of existing buildings should be enhanced, where appropriate, to improve public access from parking lots and service alleys.

8.3. AUTOMOBILE SALES, PARTS, AND SERVICE ESTABLISHMENTS

A. The service area and/or service bays should be screened or sited so they are not visible from the street.

B. Vehicles under repair shall be kept either inside a structure or in an area which is screened from views from the street.

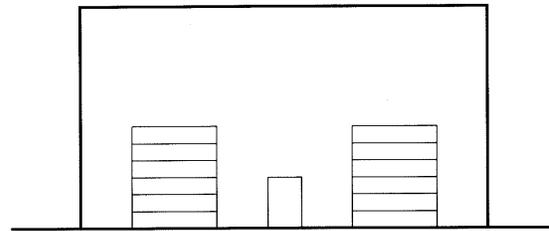
C. Service areas shall provide adequate queuing space that does not impede vehicle circulation through the site or result in vehicles stacking into the street.

D. Perimeter fencing, security fencing, or gateways shall be constructed of attractive materials which are compatible with the design and materials used throughout the project. Razor wire or electric fencing should not be allowed and chain link fencing is strongly discouraged.

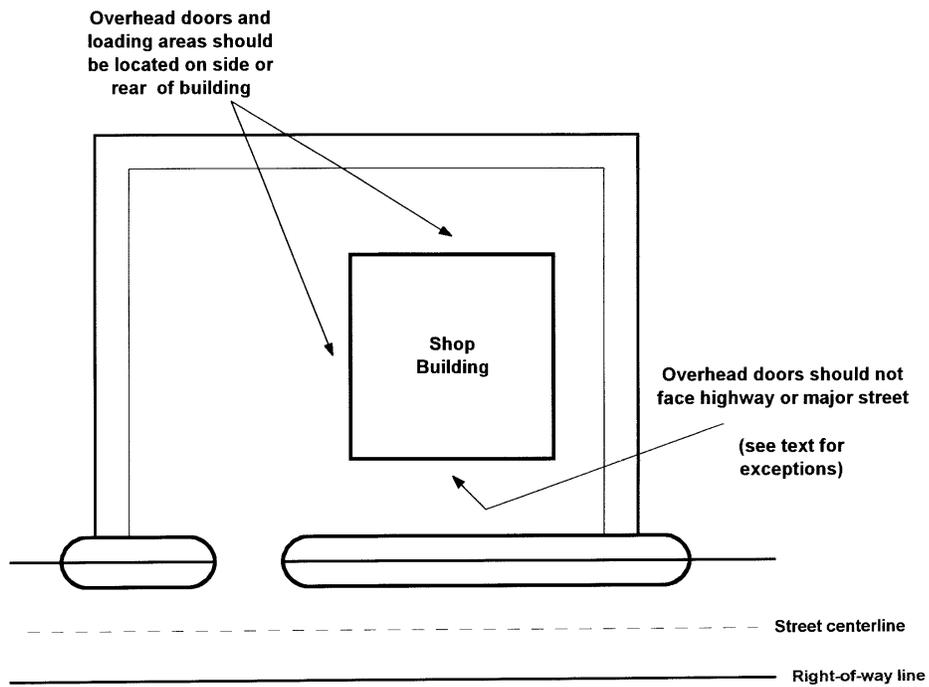


Express Lube, Alpharetta Highway, Roswell

Discouraged practice. Auto service facilities should not have their service bays facing street, and parking for all uses should be located to the side or rear of the building rather than in the front yard.



Elevation of Shop Building With
Overhead Doors



Location of Loading and Unloading Areas



NAPA auto parts store on the south side of SR 53 east of Ga. 400

The architecture fits the company's logo and design specifications, but the small awning adds very little articulation and interest to the building façade. The all-metal building should be broken up and treated with some different materials, such as a partial brick base.



NAPA Auto Parts Store, Mansell Road, Alpharetta

This NAPA store's building exterior has a more finished appearance (textured block as opposed to metal siding), the sign is monument style rather than erected on a pole, and the front yard is landscaped with shrubs and street trees.

8.4. CONVENIENCE STORES

- A. The on-site circulation pattern should include adequate driving space to maneuver vehicles around cars parked at the pumps, with special attention to the circulation of vehicles not involved in the purchase of fuel.
- B. The amount of unrelieved pavement or asphalt area on the site should be limited through the use of landscaping, contrasting colors and banding or pathways of alternate paver material. Extensive expanses of single color concrete pavement should be avoided.
- C. Building architecture should be designed to provide an attractive appearance which is compatible with the surrounding area. All architectural details should be related to an overall architectural theme.
- D. Separate structures (canopy, carwash, cashiers booth, etc.) on the site should have consistent architectural detail and design elements to provide a cohesive project site. If a car wash is incorporated into the project, it should be well integrated into the design. The car wash opening should be sited so that it is not directly visible as the primary view from the street into the project site.



Exxon convenience store with gas pumps and
car wash, Alpharetta Highway, Roswell

Recommended practices for building character into a convenience stores. The canopy over the gas pumps has brick support columns, a pitched, shingled roof and architectural detailing at the top of the structure. The car wash, located in the right part of the picture, has a brick façade and a pitched, shingled roof. Note that the materials for the canopy and car wash match the primary building on the site (convenience store). The developers have further softened the car wash building with second story windows.

8.5. COMMERCIAL DISPLAY LOTS

A. Where permitted, the outside storage or display of vehicles, equipment, and merchandise to be rented, leased, or sold, including manufactured home sales, should be visible along no more than thirty percent (30%) of the frontage of the property abutting the highway or major street, excluding approved driveway entrances and exits. Screening may be accomplished by a natural vegetative buffer, by a building, by an earthen berm, by a 100 percent opaque, solid wooden fence or wall, or combination of these screening methods. The use of low-lying landscaping that does not screen the display areas from view from the public right-of-way would not comply with this guideline.

B. Outdoor sales for department stores should be limited to a small percentage of the total area of the site, and if extensive in area, should be partially screened from view.



Fleetwood Homes site on GA 400 North

The view to this site, which displays and sells manufactured homes, needs to be mostly screened. Recommended practice is to screen approximately 70 percent of the frontage with landscaping, leaving a significant view corridor on part of the frontage.

8.6. FAST FOOD RESTAURANTS

A. Franchise or corporate style architecture and/or highly contrasting color schemes are discouraged. If the restaurant will occupy a pad within a shopping center, the building should be designed to be consistent with the "theme" or design of the center.

B. Where drive-through elements are appropriate, they should be architecturally integrated into the building. Drive-through elements should not be located on the street side of the building or else should be heavily screened from view.

C. The site design should accommodate a logical and safe vehicle and pedestrian circulation pattern through the site. Circulation needs to allow for adequate length of queuing lines for drive-through elements which do not interfere with the on-site parking for patrons entering the restaurant, nor result in traffic queuing into the street.

D. Free-standing restaurant buildings should be designed and detailed consistently on all sides, including the rear and side elevations.

E. Outdoor seating areas, play equipment, and perimeter fencing should be of compatible and attractive design that is integrated with the main building architecture.



Waffle House under construction on the south side of SR 53 east of Georgia 400

The building façade is broken up with regard to color and is composed of attractive materials. However, a pitched roof would have helped this building avoid a look of "shoebox" architecture. It has now been completed with awnings.



Arby's at Dawson Forest Rd. and GA 400



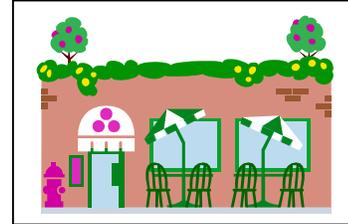
Arby's, Alpharetta Highway, Roswell

The shorter side of the building faces the street with all parking and the drive-through facility located in the side and rear yards. The front yard is landscaped with grass and shrubs (recommended practices). The neon banding is not recommended.

8.7. SHOPPING CENTERS

A. A unified architectural design should be incorporated into each commercial center, including freestanding pad buildings. However, this should not discourage variations in the facades of multi-tenant facilities to enhance the perception of individual places of business. Any such variations should be achieved without creating an uncoordinated appearance or disrupting the harmony of architecture created for the entire development.

B. Outdoor gathering areas and public eating areas are encouraged.



C. On larger commercial sites, a portion of the total building area should be located at the street perimeter, preferably on a corner location. Such siting, together with substantial landscape treatment, reinforces and strengthens the streetscape and helps to screen off-street parking areas.

D. Shopping cart storage areas should be incorporated into the building design to provide a visual screen of carts from the parking area.

E. Recycling collection boxes should be relocated in remote parts of the site and screened.



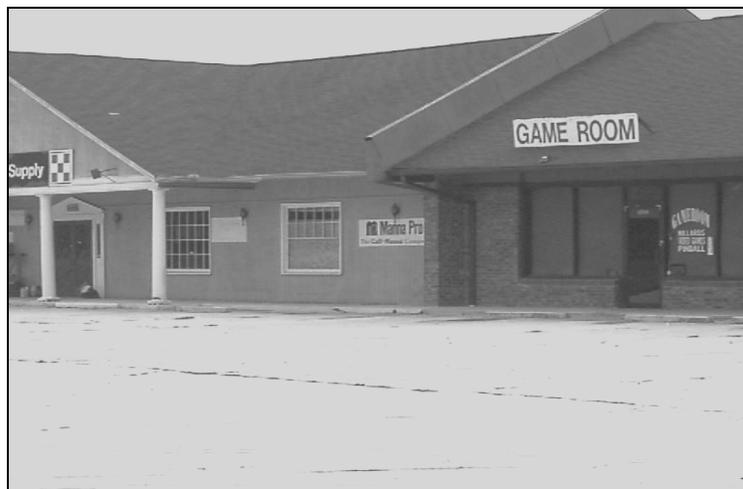
Kroger Shopping Center at GA 400 and SR 53

The parking lot lacks landscape islands. Box type lighting is appropriate and not too tall. No landscape strip exists along the side lot line. Most shopping centers are designed with parking to meet peak demands that rarely occur.



Kroger Shopping Center at GA 400 and SR 53

A grass strip separates the convenience store from the main shopping center. From the human scale, the signs oriented to capture the interests of motorists on Ga. 400 are tall and large. Note the Taco Bell restaurant in the left of the picture has multiple franchise flags flying from the roof. Flags used for advertising purposes add unnecessary visual clutter to the landscape. Notice the painted parking end island in the foreground; this area should have been curbed and landscaped with a street tree and shrubs to soften the impervious environment.



Shopping center northbound on Ga. 400 north of SR 136

Pitched roofs and use of brick in front building facades are recommended practices. However, architectural features lack harmony in the shopping center. Use of columns is appropriate. Note on the roof the metal protrusion that appears to have little if any practical function (it may be an extended fire wall) but unnecessarily introduces a distracting feature to the façade.

CHAPTER NINE

INDUSTRIAL USES

9.1. INDUSTRIAL DISTRICTS

Industrial districts are typically laid out in a gridiron of large blocks 1000 to 2000 feet long and 400 to 1000 feet deep. Road rights-of-ways should be 80-100 feet for major roads and 60 feet for secondary roads. Curves and radii must be large enough to accommodate large trailer trucks.

9.2 SCREENING OF INDUSTRIAL AND STORAGE YARDS

All areas devoted to the outside storage of vehicles, merchandise, and/or equipment not intended for display for public rent, lease, or sale, shall be screened from view from the right-of-way of the highway or county road along the entire property frontage, except in areas where access crossings have been approved. Screening may be accomplished by a natural vegetative buffer, by a building, by an earthen berm, by a 100 percent opaque, solid wooden fence or wall, or combination of these screening methods. The use of low-lying landscaping that does not screen the display areas from view from the public right-of-way shall not be deemed to comply with this requirement.



J & M Laboratories building

The rear side of J & M Laboratories provides a visible view of the loading and storage area (discouraged). This view should be at least partially screened with landscaping and/or a fence/wall.



J & M Laboratories building

The J & M Laboratories building is attractive architecture with appropriate use of columns and vertical articulation (generally good practice for business and industrial parks). However, the building is large enough that the building walls should also be broken vertically with recesses or projections to interrupt the continuous plan of the facade. Notice the reflection of the trees in the windows—while the windows are attractive they should not be too reflective.



Gainesville Welding and Maintenance, Henry Grady Highway

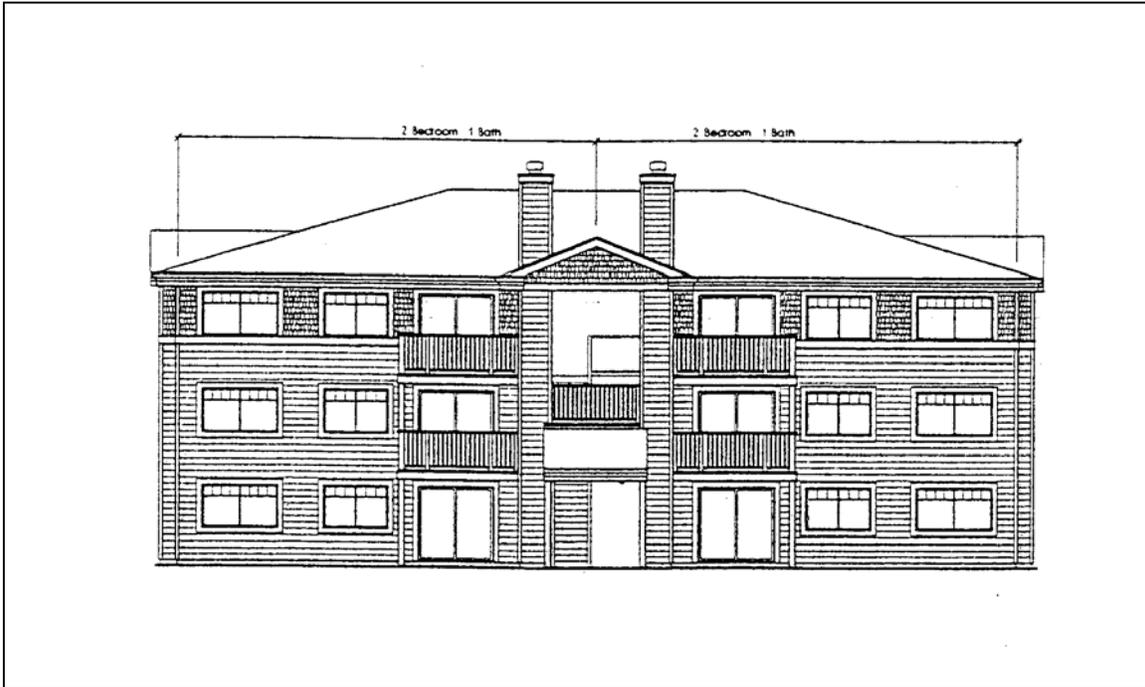
Chain link fencing with barbed wire top strands may be necessary for security purposes in light industrial zoning districts. If so, it should be coated with vinyl. The vehicle storage area is not screened (discouraged practice). Solid wooden fencing without barbed wire, with vegetated landscaping to soften the fencing, is a recommended practice. Inserting plastic or metal slats into the chain links for screening is not recommended because the inserts bend and break and are typically not very well maintained. The storage tank should be buried underground or at least screened.

CHAPTER TEN

MULTI-FAMILY RESIDENTIAL DEVELOPMENT

A. New multiple family residential developments should respect the scale and character of the adjacent residential neighborhood through attention to views, building scale and orientation, proximity to adjacent uses, location of driveways, noise, lighting and landscape.

B. Building facades should be articulated by using color, arrangement, or change in materials to emphasize the facade elements. The planes of the exterior walls may be varied in height, depth or direction. Long facades should be designed with sufficient building articulation and landscaping to avoid a monotonous or overpowering institutional appearance.



C. Exterior site design and landscaping should provide functional recreational spaces and/or community site amenities. Exterior spaces should be designed to enhance the overall appearance and compatibility of such development by providing privacy, buffering and daylight, and to provide a pleasant transition to the street.



Dawson Forest Apartments

Pitched roofs and good use of Recesses and Projections



Split rail fence is acceptable. Sidewalks and street trees would be a good addition.

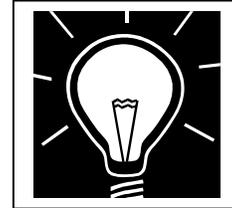
CHAPTER ELEVEN

EXTERIOR LIGHTING

11.1. GENERALLY

A. Exterior lighting should be architecturally compatible with the building style, material and colors.

B. Exterior lighting of the building and site should be designed so that light is not directed off the site and the light source is shielded from direct offsite viewing. All outdoor light fixtures shall be fully shielded or be designed or provided with light angle cut-offs, so as to eliminate uplighting, spill light, and glare.

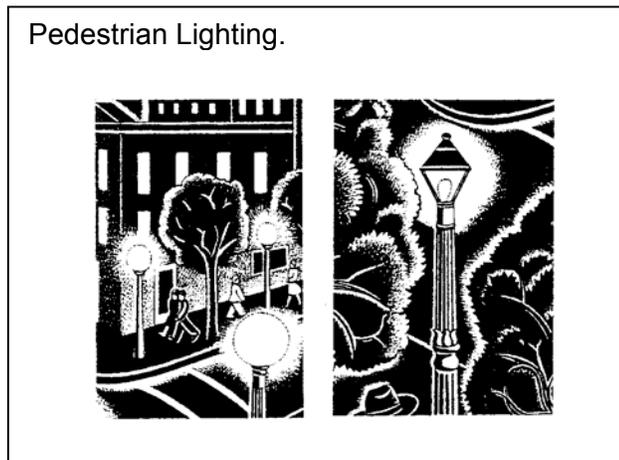


C. Excessive illumination of signage, building or site should be avoided. Roof lighting, down-lighting washing the building walls, and illuminated awnings are all strongly discouraged.

11.2. MOUNTING POLES AND HEIGHT

A. Fixture mounting height should be appropriate for the project and the setting. Use of low, bollard-type fixtures, 3-4 feet in height, are encouraged as pedestrian area lighting.

B. The mounting height of fixtures in smaller parking lots or service areas should not exceed twenty feet, with lower mounting heights encouraged, particularly where adjacent to residential areas or other sensitive land uses.



Source: Prouse 1992.

C. The placement of light poles within raised curb planter areas is encouraged, but conflicts with parking lot trees which can obscure the lighting should be avoided.



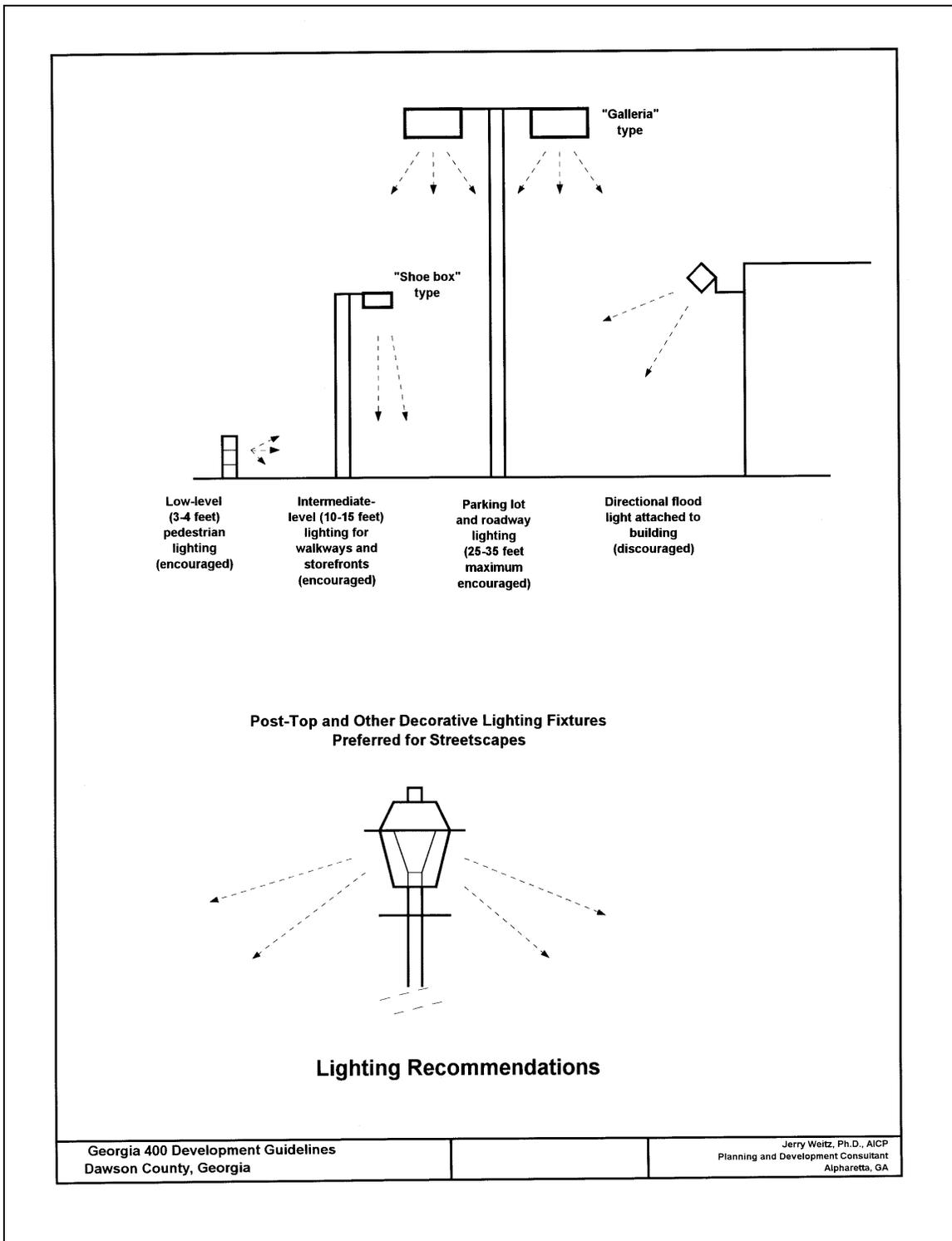
Dawson 400 shopping center

- The shoebox style lighting appears appropriate, although the light poles are of two different colors because the phased addition of the shopping center was not consistent with an earlier design theme.
- The Ingles in the background is an excellent example of architectural articulation with gables and pitched roofs, unique second story window treatments, and effective awnings along the façade. Note also the strong variation in the roof line (all recommended architectural practices for shopping centers).



Mattress King, Alpharetta Highway, Roswell

Discouraged lighting practice. Flood lights installed at the roof line on the building are pointed toward the highway. At nightfall, motorists are likely to experience glare from these lights.



D. Luminaries should be rugged for the application, adapted to the environment, and designed to give years of trouble-free service. Quality luminaries should be selected because, even though there is a higher initial cost, they will be paid back quickly in reduced maintenance costs and increased reliability. Pole mounted “lantern style” or post-top” luminaries are preferred.

11.3. TYPES OF LIGHTING

- A. Light fixtures that provide canopy overlighting should be recessed into the canopy.
- B. Yard lights shall be oriented downward; uplighting is not permitted.
- C. Roof top lighting is strongly discouraged.
- D. The use of excessive night-time security lighting is discouraged. Other security measures should instead be considered.
- E. The use of laser source light for outdoor advertising or entertainment is prohibited.
- F. High pressure sodium lighting is preferred over metal halide or other types of lighting for outdoor parking lots.

11.4. ARCHITECTURAL LIGHTING

- A. Well-designed and distinctive lighting of building facades is one of the best ways to attract attention and make a favorable impression with a minimal investment. Building façade lighting can help enhance the intrinsic charm, beauty, and utility of any given setting. Architectural lighting may include outlining, floodlighting, spotlighting, or any applicable combination of these techniques.
- B. The discrete lighting of a few key architectural features or details is preferred over uniform floodlighting of the entire building façade. Focal points can also be established through careful floodlighting of major buildings, with the lighting of secondary buildings keyed in turn to these focal points.
- C. Highly polished surfaces such as glass, marble, glazed tile, glazed brick, porcelain enamel, and various metals can reflect the image of the light source. Designers should avoid lighting these reflective surfaces directly. Glass buildings usually cannot be lighted for nighttime viewing.

11.5. ILLUMINANCE LEVELS

Illuminance levels for outdoor lighting fixtures should comply with the following standards, measured at three feet above the ground or finished grade.

At Property Lines Including Rights-of-Ways	Minimum Footcandles		Maximum Footcandles
At property line abutting a residential zoning district	None.		0.5
At property line abutting an office-professional zoning district	None		1.0
At property line abutting a commercial or light industrial zoning district	None		1.5
Off-Street Parking Lots	Minimum Footcandles	Average Footcandles	Maximum Footcandles
Residential districts	0.5	2	4
Office-professional districts	1.0	3	6
Commercial districts	2.0	6	12
Light industrial districts	1.0	4	8

Source: Derived from Illuminating Engineering Society of North America 1999.

CHAPTER TWELVE

SIGNAGE

12.1. GENERALLY

A. All signs should be architecturally integrated with their surroundings in terms of size, shape, color, texture, and lighting so that they are complementary to the overall design of the building and are not in visual competition with other signs in the area.

B. All signs should complement their surroundings without competing with each other, and shall convey their message clearly and legibly. If illuminated, signs should not be overly bright for their surroundings.

12.2. SIGN PLACEMENT

A. Signs should be proportionate to the dimensions of their location.

B. Wall-mounted signs should be framed to create a clearly defined edge, provide shadow relief and a substantial appearance.

12.3. SIGN TYPE

A. The use of roof signs is highly discouraged.

B. Rims of neon or use of neon in signs are highly discouraged.

C. Freestanding monument signs are appropriate for office, retail, and industrial uses. Freestanding signs should be a low height wherever site conditions allow for visibility. Monument sign materials should reflect the character of the use and the building(s) the sign identifies.

D. Freestanding sign bases should be made of permanent, durable materials such as concrete or brick. Bases made of texture-coated sheet metal are discouraged.

E. Pole-mounted freestanding signs are discouraged.



F. Driveway directional signs should only be used for projects where circulation is complex and traffic must proceed through the site along a specific path for service. Where the layout of the parking lot and driveways are obvious and clearly apparent to the driver entering from the street, directional signage is not appropriate. When not appropriate or needed, such signage can visually clutter the site and are discouraged.

12.4. SIGN DESIGN AND MATERIALS

- A. Dark colored backgrounds on signs are generally encouraged. Stark white or extremely bright background colors such as bright red, orange or yellow are discouraged.
- B. Where the design of the sign results in a large field of illuminated background, the use of white or off-white as a background color should be avoided in favor of a more suitable color.
- C. Exposed supports or guy wires to stabilize signs are strongly discouraged.
- D. Flat sheet signs (such as plywood) should have a trimmed edge or frame to improve the finished appearance of the sign.

12.5. SIGN LIGHTING

- A. External spot or flood lighting, if needed, shall be arranged so that the light source is screened from direct view by passersby, and so that the light is directed against the sign and does not shine into adjacent property or blind motorists and pedestrians.
- B. Illumination of individual letter signs by shining light upon them is discouraged for both skyline signs and signs placed high on building walls.

12.6. SIGN PROGRAMS

Sign programs that show how signs will complement the style, color and materials of the building are encouraged.

12.7. DIRECTIONAL SIGNS

Development applicants should provide, and the county may require, a program for off-premise directional signage to serve all businesses which do not directly access Georgia 400. These guidelines envision a system of “logo” directional signs, similar to the blue logo signs used on interstate highways, placed at corners of intersections, within or immediately outside public right-of-ways, to guide customers and patrons from the highway and along public frontage roads to their destinations.

12.8. FLAGS

The use of flags should be limited to the flying of one flag of the United States and one flag of the State of Georgia. Business logo flags or the use of multiple U.S. flags for purposes of advertising are strongly discouraged.



North Lanier Court, Ga. 400 northbound of SR 53

- This site has a uniquely shaped monument style identification sign that is appropriately sited and sized with regard to area and height.
- The size and height of the monument sign is a recommended practice. However, the real estate sign gives a billboard type of appearance to the site.
- The real estate sign does not need to be sized for Ga. 400 motorists, as appears to be the case here. Real estate signs should be considerably smaller in size.



Shopping center northbound on Ga. 400 north of SR 136

- Sign blight—a discouraged practice that sets a dangerous precedent and visually degrades the visual character of the corridor.
- Signs that pertain to businesses no longer operating in the shopping center must be removed.
- Portable signs are strongly discouraged if not prohibited.



Shopping center northbound on Ga. 400 north of SR 136

Another example of sign blight (discouraged practice) on the same site. Sign structures that used to provide signage for business that are no longer operating must be removed.



Shopping center northbound on Ga. 400 north of SR 136

Signs for the center should consist of one monument sign, not individual pole signs for multiple businesses as shown here (discouraged if not prohibited practice).



Dawson 400 shopping center at Ga. 400 and SR 53

The brick monument shopping center sign at Dawson 400, while massive in size, is attractive and landscaped around the base (a recommended practice). However, the top of the sign is not integrated into the masonry (a discouraged practice), and the changeable copy area is not appropriately scaled. The shopping center sign provides smaller areas for other retail tenants (e.g., Ace Hardware) (recommended practice). Notice the tall pole signs and billboards in the background contribute to the interchange's "strip" commercial appearance.



Dawson Forest Apartments

This monument entrance sign, with landscaping, is a recommended practice.

CHAPTER THIRTEEN

APPLICATION REQUIREMENTS

13.1. GENERALLY

A written design concept statement should be submitted as part of the design review application which identifies the significant site features, supports the reasoning behind the architecture and site plan proposed, and explains how important site features are incorporated into the project design. Among the elements that should be discussed include but are not limited to, the following: soils, vegetation, hydrology, climate, topography, aesthetics, historical significance, and existing land use.

13.2. SITE PLAN REQUIREMENTS AND SPECIFICATIONS

A site plan is required. It must be drawn to an engineering scale usually on a sheet or sheets no greater than 24 by 36 inches. It shall include surrounding streets (including rights-of-ways), driveways, parking, building locations, and surrounding property lines and uses within 100 feet of the subject site.

13.3. LANDSCAPING PLAN

Landscape plans shall be reviewed and approved by staff prior to the issuance of a building permit.

13.4. LIGHTING PLAN

Lighting plans shall be required for shopping centers, convenience stores, auto dealerships, and lighted commercial display lots of one acre or more in size. When required, lighting plans shall illustrate proposed lighting. The plan shall show areas of night illumination and the amount of light at various places measured in footcandles. When required, the lighting plan shall consist of either isofotcandles (connecting points of equal light illumination levels, similar to a topographic contour) or a photometric grid with individual spot readings. The lighting plan shall also indicate light pole height, type, and number of fixtures per pole, along with fixture type and style.

13.5. DEVELOPMENT AND CONSTRUCTION IN ACCORDANCE WITH APPROVED PLANS

All site development, landscaping, and improvements shall be carried out in accordance with approved plans. All building construction shall be carried out in accordance with approved elevations.

GLOSSARY

Amenity. Aesthetic or other characteristics that increase a development's desirability to a community or its marketability to the public. Amenities may differ from development to development but may include such things as recreational facilities, pedestrian plazas, views, streetscape improvements, special landscaping, or attractive site design.

Anchor tenant. The major store or stores within a shopping center.

Appearance. The outward aspect that is visible to the public.

Appropriate. Fitting to the context of a site, neighborhood or community.

Arcade, entry. An arcade that provides public access to a building entrance, retail space, and/or public space.

Architectural concept. The basic aesthetic idea of a structure, or group of structures, including the site, signs, buildings and landscape development that produces the architectural character.

Architectural features. Ornamental or decorative features attached to or protruding from an exterior wall, including cornices, eaves, gutters, belt courses, sills, lintels, bay windows, chimneys, and decorative ornaments.

Architectural recesses. Portions of a building wall at street level which are set back from the street line so as to create articulation of the building wall and/or to provide space for windows or doors.

Architecture. The art and science of designing and constructing buildings adapted to their purposes, one of which is beauty.

Attractive. Having qualities that arouse satisfaction and pleasure in numerous, but not necessarily all, observers.

Awning. A hood or cover that forms a roof-like structure, often of fabric, metal, or glass, designed and intended for the protection from the weather or as a decorative embellishment, and which projects from the wall or roof of a structure over a window, walk, door, or the like. Awnings may be retractable but are most often fixed with a rigid frame.

Awning, internally illuminated. A fixed awning covered with a translucent membrane that is, in whole or part, illuminated by light passing through the membrane from within the structure.

Balustrade. A railing consisting of a handrail or balusters.

Bollards. Luminaries having the appearance of a short, thick post, used for walkway and grounds lighting. The optical components are usually top mounted.

Brightness. The subjective sensation to measured luminance's. Brightness is affected by the environment in which the luminaire resides and is also a function of average luminance, luminous intensity, mounting height, beam angle, and background luminance. As the background luminance of a scene gets higher, the apparent brightness of a luminaire becomes lower. Brightness is difficult if not impossible to measure. However, higher luminous intensities generally mean higher brightness.

Buffer. A strip of land along a property, lease line, or other border, never less than 15 feet, between one use and another or between an environmentally sensitive area and another use, to screen, separate and shield one use area from another and obstruct noise, illumination, visual, and other incompatibilities or nuisances. A buffer may be a natural, undisturbed area of trees and undergrowth that provides opaque or near opaque screening. A buffer, where sparsely vegetated, is replanted with trees and shrubs to enhance its screening functions to opaque or near opaque conditions. A fence or wall can be included within a buffer but a fence or wall in itself does not constitute a buffer.

Build-to line. An alignment established a certain distance from the curb or right-of-way line to a line along which a building or buildings shall be built.

Building bulk. The visual and physical mass of a building.

Built environment. The elements of the environment that are generally built or made by people as contrasted with natural processes.

Caliper. A forest standard of tree trunk measurement for understory or replacement trees.

Canopy. A roof-like structure, supported by a building and/or columns, poles, or braces extending from the ground, including an awning, that projects from the wall of a building over a sidewalk, driveway, entry, window, or similar area, or which may be freestanding.

Character. The nature of a building.

Cohesiveness. Unity of composition among elements of a structure or among structures, and their landscape development.

Common area. Land within a development, not individually owned or dedicated to the public, and designed for the common usage of the development. These areas include green open spaces and yards and may include pedestrian walkways and complimentary structures and improvements for the enjoyment of residents of the development. Maintenance of such areas is the responsibility of a private association, not the public.

Compatibility. With regard to development, the characteristics of different land uses or activities that permit them to be located near each other in harmony and without conflict. With regard to buildings, harmony in appearance of architectural features in the same vicinity.

Continuity. The flow of elements or ideas in a non-interrupted manner.

Cornice. A horizontal element member, structural or nonstructural (i.e., molding), at the top of the exterior wall or projecting outward from an exterior wall at the roof line, including eaves and other roof overhang.

Curb cut. The providing of vehicular ingress and/or egress between property and an abutting street or road. Where a curb exists, curb cut means an opening along the road curb for an access driveway.

Design guideline. A standard of appropriate activity that will preserve or enhance the architectural character and site design and function of a building, structure, or development.

Detail. A small feature or element that gives character to a building.

Detention area. An area that is designed to capture specific quantities of stormwater and to gradually release the stormwater at a sufficiently slow rate to avert flooding or erosion.

Dormer. A window projecting from a roof.

Drainage. (1) the outflow of water from a site; and (2) the removal of surface water from land by drains, grading, or other means that include runoff controls to minimize erosion and sedimentation.

Driveway. A private roadway providing access for vehicles to a parking or loading area, dwelling, or other structure.

Driveway, common. A privately owned and maintained driveway shared by adjacent property owners.

Drip line. An imaginary vertical line of a tree's outermost branch tips down to the ground. The circular area of land surrounding the tree from the trunk to the outermost branches.

Earthen berm. A continuous mound of earth, normally landscaped, used to shield site objects from view and to provide visual interest.

Eave. The projecting lower edges of a roof overhanging the wall of a building.

Eave line. The extension of a roof line beyond the vertical wall of a building.

External design feature. The general arrangement of any portion of structures or landscaping, including the type, and texture of the materials, the type of roof, windows, doors, lights, signs, and fixtures of portions which are open to the public view.

Façade. Typically the front of a building; however, any building square on view is considered a façade (see definitions below).

Façade, front. Any façade with a main public entrance which faces one of the primary streets.

Façade, rear. Any façade without a public entry that does not face a public road.

Façade, side. Any façade without a public entry but facing a public street.

Fenestration. The organization of windows on a building wall.

Flag. Any fabric or other flexible material attached to or designed to be flown from a flagpole or similar device.

Flag, business. A flag displaying the name, insignia, emblem, or logo of a profit-making entity.

Footcandle. A unit of illuminance on a surface that is everywhere one foot from a uniform point source of light of one candle and equal to one lumen per square foot. One footcandle (FC) is the equivalent of 10.76 Lux (1 Lux = 0.0929 FC).

Footprint. The horizontal area as seen in plan, measured from the outside of all exterior walls and supporting columns. It includes garages, covered carports, and accessory structures.

Gable. The triangular upper portion of an end wall, underneath a peaked roof.

Glare. The sensation produced by luminance within the visual field that is sufficiently greater than the luminance to which the eyes are adapted to cause annoyance, discomfort, or loss in visual performance and visibility.

Grade, natural. The existing grade or elevation of the ground surface that exists or existed prior to man-made alterations, such as grading, grubbing, filling, or excavating.

Habitat. The physical location or type of environment in which an organism or biological population lives or occurs.

Harmony. A quality that represents an attractive arrangement and agreement of parts of a composition, as in architectural elements.

Hedge. A row of closely planted shrubs, bushes, or any kind of plant forming a boundary.

Illuminance. The area density of the luminous flux incident at a point on the surface. It is a measure of light incident on a surface, expressed in lux or footcandles.

Impervious surface. Any hard-surfaced, man-made area that does not readily absorb water, including but not limited to building roofs, parking and driveway areas, graveled areas, sidewalks, and paved recreation areas.

Irrigation. The methods of supply and application of water other than natural rainfall.

Irrigation system. A permanent, artificial watering system designed to transport and distribute water to plants.

Isofootcandle Plan: A site plan of a proposed development showing proposed outdoor illuminance with a series of isofootcandle lines that join points on a surface where the illuminance is the same.

Landscaped coverage ratio. The area of a property devoted to landscaping, including natural buffers, divided by the total area of the property.

Landscaping. The area within the boundaries of a given lot that consists of planting materials, including but not limited to, trees, shrubs, ground covers, grass, flowers, decorative rock, bark, mulch, and other similar materials.

Lighting, neon outline. Outline lighting formed in whole or part with neon.

Lighting, outline. An arrangement of lighting that outlines or calls attention to certain features of a building, such as its shape or the decoration of a window.

Lighting, pedestrian-scale. Light standards or placements no greater than 15 feet in height located along walkways.

Luminaire (light fixture). A complete lighting unit consisting of a lamp or lamps and ballasting (when applicable) together with the parts designed to distribute the light, to position and protect the lamps, and to connect the lamps to the power supply. This term shall be interpreted broadly as applying to all outdoor electrically powered illuminating devices, outdoor lighting or reflective surfaces, lamps and similar devices, permanently installed or portable, used for illumination or advertisement. Such devices shall include, but are not limited to, building façade and canopy lighting, recreational area lighting; parking lot lighting; landscape lighting; billboards and other sign (advertising or other) lighting; driveway and street lighting; and product display area lighting.

Luminaire, cutoff. A luminaire that provides a light distribution where the candela per 1000 lamp lumens does not numerically exceed 25 (2.5 percent) at an angle of 90 degrees above nadir, and 100 (10 percent) at a vertical angle of 80 degrees above nadir. This applies to all lateral angles around the luminaire.

Luminaire, full cutoff. A luminaire that provides a light distribution where zero candela intensity occurs at an angle of 90 degrees above nadir, and at all greater angles from nadir. Additionally, the candela per 1000 lamp lumens does not numerically exceed 100 (10 percent) at a vertical angle of 80 degrees above nadir. This applies to all lateral angles around the luminaire.

Luminance. Within the context of outdoor lighting, the quantity of light reflected or emitted toward an observer.

Massing. The overall visual impact of a structure's volume; a combination of height and width and the relationship of the heights and widths of the building's components.

Modularity. Design composition comprised of a rhythmic organization of parts.

Modulation. A measured setback or offset.

Natural drainage. Channels formed in the existing surface topography of the earth prior to changes made by unnatural causes.

Natural features. Components and processes present or produced by nature, including soil types, geology, slopes, vegetation, surface water, drainage patterns, aquifers, climate, floodplains, aquatic life, and wildlife.

Outdoor storage. The keeping of personal or business property or motor vehicles in an area outside of a building for a period of time greater than 24 hours, including items for sale, lease, processing, and repair.

Parapet. A low retaining wall at the edge of or along a roof.

Pedestrian-oriented development. Development designed with an emphasis primarily on the street sidewalk and on pedestrian access to the site and building, rather than auto access and parking areas. The building is generally placed close to the street and the main entrance is oriented to the street sidewalk. There are generally windows or display cases along building facades which face the street.

Portico. An exterior appendage to a building, normally at the entry, usually roofed.

Proportion. Balanced relationship of parts of a building, signs and other structures, and landscape to each other and to the whole.

Recessed Canopy Fixture. An outdoor lighting fixture recessed into a canopy ceiling so that the bottom of the fixture is flush with the ceiling.

Retaining wall. A wall or similar structure used at a grade change to hold soil on the up-hillside from slumping, sliding, or falling.

Retention pond. A basin to hold storm water runoff and to provide a gradual release of it through drainage facilities.

Ridge. The peak of a roof. Also, the horizontal member at the peak into which the rafters join.

Roof. The cover of a building, including the eaves and similar projections.

Roof, flat. A roof having no pitch or a pitch of not more than 2:12.

Roof, pitched. A shed, gabled, or hipped roof having a slope or pitch of at least one foot rise for each four feet of horizontal distance.

Safety lighting. Exterior lighting that involves ensuring proper levels of illumination to provide safe working conditions, safe passage, and the identification of outdoor hazards.

Scale. Proportional relationships of the size of parts to one another and to humans.

Scenic vista. A visual panorama with particular scenic value.

Security Lighting. Exterior lighting installed solely to enhance the security of people and property.

Sheet flow. Flow of liquid moving evenly over an area without being concentrated in swales.

Sign, abandoned. A sign or sign structure on a site where all buildings have been demolished or removed, or a sign or signs pertaining to a business or other use that has not operated on the site for a period of ninety days or more.

Sign, freestanding. Any sign supported wholly or in part by some structure other than the building or buildings housing the business to which the sign pertains, usually supported by a pole, mast, frame or other structure that is not itself an integral part of the sign.

Sign, monument. A freestanding sign supported primarily by an internal structural framework or integrated into landscaping or other solid structure features other than support poles.

Sign, pole. A sign that is mounted on a freestanding pole or other support that is not itself an integral part of the sign.

Sign, roof. A sign erected on a roof or any sign that projects above the highest point of the roof line, parapet, or fascia of the building.

Sign, wall. A sign mounted flat against and projecting no more than 12 inches from the wall of a building or structure.

Sign, window. A sign affixed to the interior or exterior of a window or placed immediately behind a window pane so as to attract the attention of persons outside the building.

Sky glow. Atmospheric or astronomical light pollution that deprives urban residents of the opportunity to stargaze and hampers astronomers' attempts to view the night sky through telescopes.

Spill light. Light emitted by an outdoor light fixture that falls outside the boundaries of the property on which the installation is sited.

Street furniture. Those features associated with a street that are intended to enhance the street's physical character and use by pedestrians, such as benches, trash receptacles, planting containers, pedestrian lighting, kiosks, etc.

Street hardware. Objects other than buildings or street furniture that are part of the streetscape. Examples are: non-pedestrian street light fixtures, utility poles, traffic lights and their fixtures, fire hydrants, etc.

Streetscape. The appearance and organization along a street of buildings, paving, plantings, street hardware, street furniture, and miscellaneous structures.

Trash enclosure. An accessory use of a site where trash and/or recyclable material containers, or any other type of waste or refuse container is stored.

Tree. Any self-supporting, woody perennial plant usually having a single trunk diameter of three inches or more which normally attains a mature height of at least fifteen feet.

Tree, overstory. A tree that composes the top layer or canopy of vegetation and that will generally reach a mature height of greater than forty (40) feet.

Tree, significant. Any tree deemed by a qualified arborist, registered forester or landscape architect to be of a rare or unusual species.

Tree cover. An area characterized by a dense vegetation canopy and limited views through woodlands.

Tree save area. An area composed of closely grouped trees designated for preservation.

Undergrounding. The placement of utility lines below ground, with the removal of above-ground poles, wires and structures as applicable.

Uplighting. Any light source that distributes illumination above a 90-degree horizontal plane of the light source.

View corridor. The line of sight identified as to height, width, and distance of an observer looking toward an object.

Viewshed. The area within view from a defined observation point.

Xeriscaping. Landscaping characterized by the use of vegetation that is drought-tolerant or a low water use in character.

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APPENDIX

APPLICATION REVIEW CHECKLIST

PROJECT NAME: _____

LOCATION: _____

**NAME OF PERSON
 COMPLETING THIS FORM:** _____

This checklist is intended for use by the designer as a summary of the development and design guidelines established in this document. It is not intended to serve as a substitute for a reading and application of these guidelines. This checklist will also be used by the county planning and zoning department as a means of determining compliance with specific guidelines. For more information, consult the actual text of these guidelines. The designer must demonstrate how the recommended guidelines are met or why they cannot be met.

GUIDELINE (reference)	YES	NO	COMMENTS
Does the proposed development relate to the site and its surroundings? (2.1.1)			
Does the project evaluate, retain, and incorporate natural features, where appropriate? (2.1.2)			
Are significant site features identified and incorporated into development plans? (2.1.2)			
Are riparian zones, wetlands, flood plains, etc. and other environmentally sensitive areas protected? (2.1.2, 2.1.3)			
Are amenity features incorporated into the development? (2.1.4)			
Does the grading plan avoid an unnatural site appearance, and are cuts and fills more or less balanced on the site? (2.2.1)			
Is grading prohibited underneath trees to be retained? (2.2.1)			
Does the plan avoid the filling of riparian areas? (2.2.1)			
Do plans reflect adherence to best erosion control practices? (2.2.2)			
Have permeable pavements been considered for parking lot overflow and employee parking areas? (2.2.2)			
Does the proposed development use the natural, on-site drainage system to the extent it is possible? (2.2.2)			

GUIDELINE	YES	NO	COMMENTS
Are stormwater ponds and lakes designed for maximum habitat value? (2.2.2)			
If retaining walls are visible from the public right-of-way, have they been faced with brick, stone, or some other architectural treatment, and/or screened with landscaping? (2.2.3)			
Are all utility installations serving the development installed underground? (2.2.4)			
Are utility easements combined where possible? (2.2.4)			
Are berms used to provide separation from vehicle traffic and incompatible land uses? (2.2.5)			
Has an analysis been made of the likely and necessary pedestrian routes, including linkages to individual buildings, neighboring properties, and access ways along public roads? (Chapter 3)			
Does the access plan meet state requirements and these guidelines, including interparcel access, driveway separation, and shared driveways? (4.1)			
Is a public frontage road incorporated into the site development plan and provided? (4.1)			
Is access provided only to the frontage road, or in cases where no other access is available, is access limited to one entrance/exit per development? (4.1)			
Is inter-parcel site access provided? (4.1)			
Do all driveway openings meet minimum access spacing requirements? (4.1)			
Are service functions separated from main circulation areas, or at least integrated into the circulation pattern in a manner that minimizes conflicts with vehicles and pedestrians? (4.2)			
Do off-street parking areas meet specifications? (4.3)			
Are clear zones and driveway entry throat distances sufficient to allow safe turning movements after exiting from the highway? (4.3)			
Is a continuous, opaque screen provided where parking areas directly front on a public street? (4.3)			
Does the plan provided for handicapped parking? (4.3)			
Is landscaping maximized within the viewshed of the highway and major streets? (5.1)			
Are all shrubs proposed to be at least three gallon size? (5.1)			
Are trees that are proposed to be planted located away from hardscape areas to avoid damage? (5.1)			
Are landscaping or architectural treatments used to screen unattractive views and features? (5.1)			

GUIDELINE (reference)	YES	NO	COMMENTS
Does the development provide for required buffers when abutting existing residential zoning districts? (5.2.1)			
In the north portion of the Georgia 400 corridor, does the plan provide for the required thirty-foot wide buffer along the highway right-of-way? (5.2.2)			
Are the right-of-way frontage planting strips provided according to specifications? (5.3)			
Are all significant trees protected as recommended, and are tree save areas delineated on plans? (5.4)			
Are tree protection devices provided? (5.4)			
Does the parking lot landscaping meet requirements? (5.5)			
Is curbing used at the edges of all paving surfaces to protect landscaped areas from vehicle encroachment? (5.5)			
Are street trees installed within the public right-of-way of local streets for all development within non-residential districts? (5.6)			
Is a plan for an irrigation system provided, where appropriate? (5.7)			
Does the landscaping plan integrate water conservation measures or reduce water use? (5.7)			
Does the application reflect and acknowledge the architecture of the neighboring area, as appropriate, and if so, is the architecture compatible? (6.1)			
Has the designer evaluated the proposed architecture with regard to size, scale, massing, fenestration, rhythm, setback, materials, and context? (6.1)			
Do the exterior materials of principal buildings include appropriate and recommended architectural finishes? (6.3)			
Are the following material types avoided: smooth-faced concrete block, tilt-up concrete panels, and prefabricated steel panels? (6.3)			
Do material and color changes occur at changes of plane? (6.3)			
Are address numbers provided and legible from the public street? (6.3)			
Do the building colors follow the recommendations with regard to base, trim, and accents part of the building? (6.4)			
Are awnings and canopies provided, as appropriate, and if so, do they meet the recommended guidelines? (6.5)			
Are parapets and cornices incorporated into the building design, as appropriate? (6.6, 6.7)			

GUIDELINE (reference)	YES	NO	COMMENTS
Are electric transformers located to the rear of the site or screened from view? (7.1)			
Do dumpsters/trash enclosures meet specifications for screening? (7.2)			
If located on the roof, is mechanical equipment screened from public view? (7.3)			
Do long fences or walls incorporate changes in plane, height, material, or texture to minimize visual monotony? (7.4)			
Do fences meet the recommended guidelines? (7.4)			
Are recesses and projections used appropriately to break up monotonous building facades? (8.1)			
If a shopping center or commercial development, does the site plan reflect consistency with guidelines established in Chapter 8?			
Are vehicle bays and service areas screened? (8.3)			
Are all loading areas and overhead doors on the side or rear of the building, or otherwise completely screened from view from the road? (8.4)			
Are accessory structures consistent in architectural detail and design elements to provide a cohesive architectural site design? (8.4)			
If a commercial display lot, does the site layout provide screening along the majority of the frontage abutting public rights-of-ways? (8.5)			
If a restaurant, does the plan meet all recommendations for architecture, color, drive-through circulation, etc.? (8.6)			
For shopping centers, is a unified architectural design provided? (8.7)			
For shopping centers, is a portion of the total building area located at the street perimeter, such as at a corner location? (8.7)			
For shopping centers, are cart storage areas an integrated part of the design? (8.7)			
For shopping centers, are recycling collection boxes located in remote areas and screened? (8.7)			
For industrial uses, are storage areas substantially screened from view of the right-of-way? (9.2)			
Is the location and type of lighting identified on plans, and does the lighting meet the guidelines for pole height, types of fixtures, and illuminance levels? (Chapter 11)			
Is architectural lighting, if provided, consistent with the recommended guidelines? (11.4)			
Is a lighting plan required? (13.4)			

GUIDELINE (reference)	YES	NO	COMMENTS
Are signs architecturally integrated with their surroundings in terms of size, shape, color, texture, and lighting? (12.1)			
Does the development proposal include a detailed sign program? (12.6)			
Are directional signs provided as may be required by the county? (12.7)			

Date Form Completed: _____

(For administrative use only)
