

Johnson Ferry Design Standards

Cobb County, Georgia



Cobb County...Expect the Best!

April 2018

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A. Introduction

- **Applicability**

The design standards are intended to assist architects, engineers, planners, developers and community members to make more informed design decisions based on community preference.

These standards are to be applied to all new developments and major redevelopments within the Johnson Ferry Design Standards boundary as shown in the Streetscape Overall Improvement map in page 21, unless otherwise specified. It shall be applied to the review and approval of site plans and rezoning applications whenever rezoning related to new projects or redevelopments are being considered. The standards should also be used as a guide to the Department of Transportation when making transportation related investment decisions along the corridor. However it is not the intent of this document for the DOT to install streetscape, lighting or other features not related to transportation.

Whenever the standards recommend more restrictive requirements than the provisions of any other development standards, the requirements of the Johnson Ferry Design Standards shall take precedence. If any standards element is in conflict with County's ordinances and regulations, discussions will occur with the applicant.

The standards can be flexible, as long as any exceptions are approved by Cobb County Community Development and are compatible with the commercial character of the corridor.

- **Intent and Goals of the Design Standards**

The implementation of the design standards will help provide a direct physical and visual changes that gives Johnson Ferry Road a cohesive and distinctive look and identity for the future. The property owner will be responsible for installing and maintaining all features described in the standards. In addition, the design standards are a guide to assist community non-profit organizations on how they can be involved in the implementation process of the preferred streetscape framework.

The standards lay out a concept for the streetscape; identify street geometries; and a palette of materials. The intent is to provide consistency where needed, but to also allow flexibility for designers within the palette of materials, since part of the street's character results from the mix of materials and uses over time. In addition, the standards provide recommendations for architectural treatments of public and private buildings or structures.

The design standards are intended to provide the following:

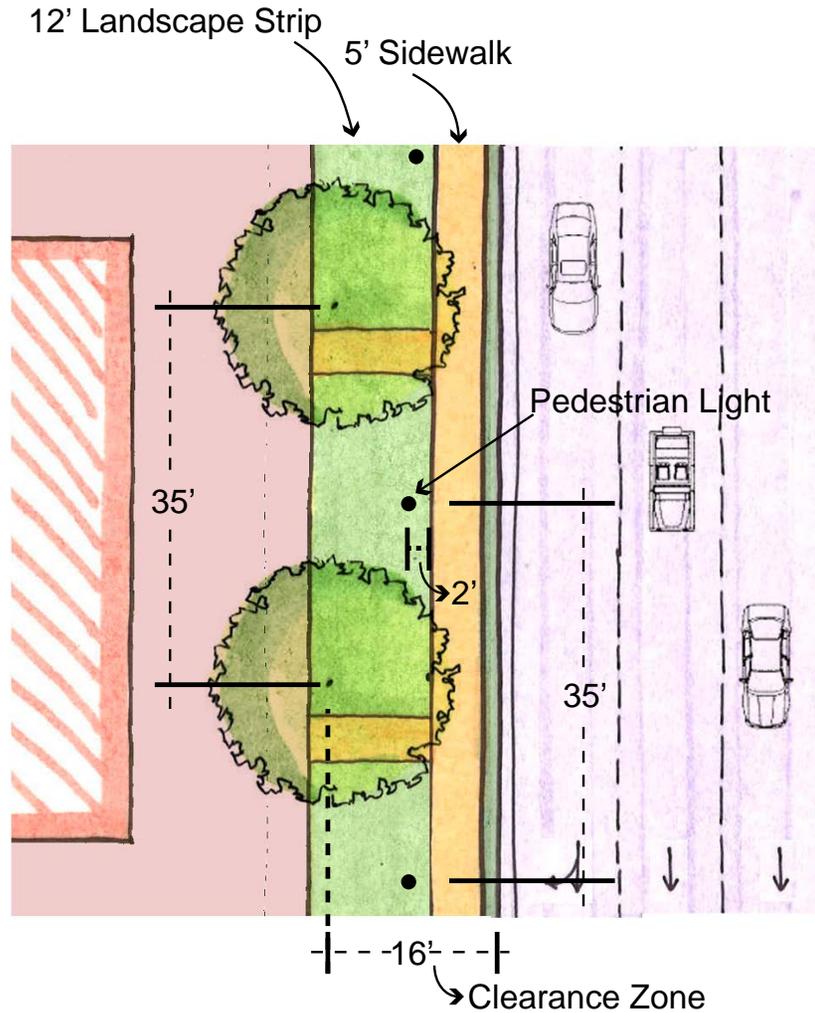
- Achieve and maintain a unified and pleasing aesthetic/visual quality in landscaping and streetscaping;
- Develop a distinct identity and street character for the corridor;
- Provide a safe, accessible and aesthetically pleasing pedestrian and automobile environment;
- Create a consistent public environment within the Johnson Ferry Corridor; and
- Preserve and expand the open public space and green space



Streetscape Design

B. Streetscape Design for Johnson Ferry Road and Lower Roswell Road

The Streetscape Design standards shall apply to the portion of Johnson Ferry Road and Lower Roswell Road and all commercial properties directly fronting to Johnson Ferry Road and Lower Roswell Road within the standards boundary.

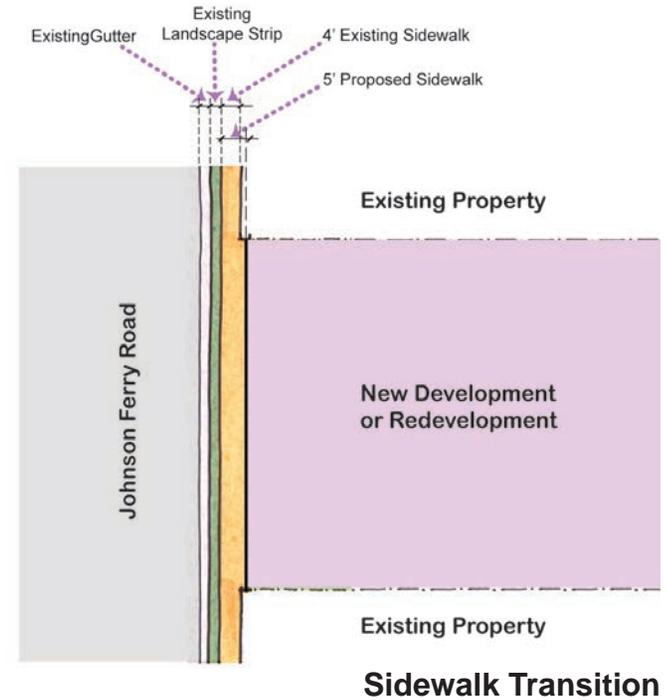


Streetscape Improvement Section

1. Pedestrian Walk

1.1 Sidewalk

- 1.1.1 Sidewalk shall be at least five (5) feet in width along the road frontages.
- 1.1.2 Concrete surface with DOT approved stamped concrete border to decorate and define the edges of the sidewalk is the suggested pavement style shown in the pictures below. The color and pattern shall be approved by the Community Development Agency and DOT for consistency.
- 1.1.3 If the sidewalk is in a good condition, stamped concrete should be added behind the existing sidewalk to widen it to at least five (5) feet. If the sidewalk is worn out or removed, a new five (5) foot sidewalk described above should be installed.
- 1.1.4 Applying for ADA standard to meet the need of disabled individuals is required; such as, handicapped access curb cuts, blind path, etc. See images below as examples.
- 1.1.5 Sidewalk transition: the new sidewalk should have a smooth and continued transition or connection to the adjacent existing sidewalk. The recommended transitions are shown in the map beside.



Handicapped Access Curb Cut



Blind Path



Sidewalk Pavement

Streetscape Design

1.2 Crosswalk

A crosswalk should be provided at the area where the vehicle entrance/exit is crossing the sidewalk. The crosswalk should be in a consistent color and pattern with sidewalks along the road which need to be approved by Cobb County Community Development and DOT.

1.3 Pedestrian Pathway

1.3.1 At least one minimum four (4) foot pedestrian path per non-residential buildings is needed to connect the street sidewalks with the entrance(s) of buildings;

1.3.2 The location of pedestrian paths should to be carefully selected to keep the paths as short as possible and to minimize conflicts with cars.

1.3.3 Matching the pavement style of sidewalks or crosswalks is recommended to create a consistent streetscape. See Image beside as a reference.

1.3.4 When the primary entrance of a building is more than 150 feet from the nearest point of a public sidewalk, and the entrance is accessed by a pathway traversing a parking lot, then an overhead shade structure or tree canopy is recommended along the pathway. Shade elements may include opaque structures (e.g., arbor, pergola, portico, awning, canopy, etc.) and/or shade trees planted with a minimum of one tree per every 25 feet of lineal pathway. The shade trees also can count towards parking lot tree placement requirements.



Pedestrian Pathway

2. Lighting

2.1 Parking Lot Lighting

Parking lot lighting will aid both pedestrians and motorists by creating a safe, well lit environment and add to the theme of the corridor. Lighting fixtures should be fully-shielded and downward facing with the intention of directing light where it is needed to prevent unnecessary and unwanted spillover of light to adjacent areas and properties. The lighting style should be selected in conjunction with the pedestrian lights on the street. Lighting pole should be metal material and in black color.

2.2 Pedestrian Lighting

2.2.1 Location (see maps on page 4 and page 21 for locations.)

- Pedestrian lights will only be located in front of commercial properties,
- Pedestrian lights should be installed two (2) feet away behind the sidewalk and in the landscape strip.
- Pedestrian lights need to be equally spaced between street trees and be installed per 35 feet on-center.

2.2.2 Breakaway bases for lighting poles are required.

2.2.3 Rather than installing individual pedestrian lights by themselves, applicants should enter into the Johnson Ferry Road Pedestrian Street Light District. Cobb County DOT and Georgia Power will install and maintain pedestrian lights in accordance with the county's pedestrian street light district ordinance. Once approvals of ¼ mile of property owners are obtained, the pedestrian



Pedestrian Light



street light district will be in effect. A pedestrian light district special revenue fund shall be collected from the involved owner on a monthly basis. Such revenues shall be used exclusively for any direct costs and expenses related to the pedestrian light district program.

2.2.4 Decorative lights fixture below which is currently used in Woodlawn Square Shopping Center and Woodlawn Point Shopping Center should be provided. The lantern should be the model of 33330BP and the finish of the lantern pole. The base should be black in color.



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NEWPORT

33300BP - 33330BP

FIXTURE SELECTION

UV STABILIZED ACRYLIC OR POLYCARBONATE REFRACTORS TYPE II or V



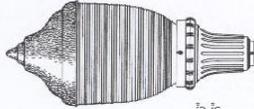
TOP VIEW

2 1/2" MIN. HENON LENGTH FOR 33300 SERIES

HEIGHT: 15 13/16"
WIDTH: 3" I.D.

FIXTURE NO.

MAX. WATTS - INC. 250W
M.V. 250W
H.P.S. 250W
M.H. 250W
E.P.A. 2.10



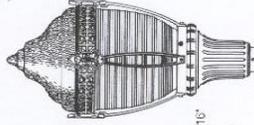
31 13/16"
15 13/16"
3" I.D.

33330BP

250W
250W
250W
250W
2.10

Sitescape

SITE • ROADWAY • AREA LIGHTING



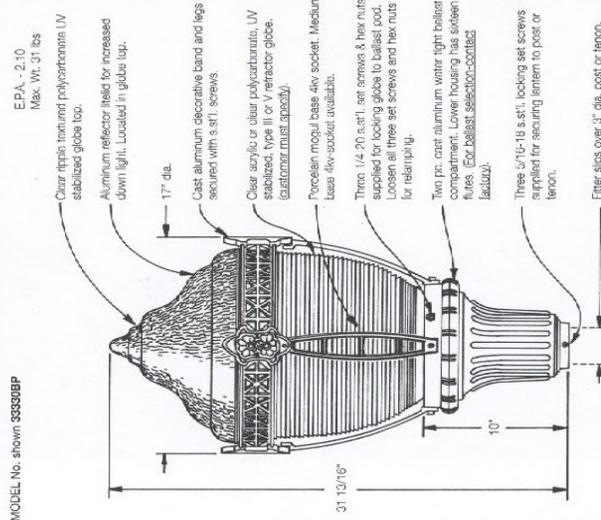
31 13/16"
17"
3" I.D.

33330BP

250W
250W
250W
250W
2.10

SPECIFICATIONS

MODEL No. shown 33330BP



FEATURES

SOURCES: (factory installed, prewired and tested).
INC. - (incandescent) 250 watt max.
MV - (mercury vapor) 50-75-100-175-250 watt.
S (high pressure sodium) 35-50-70-100-150-250 watt.
MH - (metal halide) 70-100-175-250 watt.

FINISHES:

All Hanover Lantern finishes available, see page 3 for selection.

FIXTURES:

33300BP
33330BP

GLOBES: (customer must specify).

CA-III - Clear acrylic refractive globe, Type III (max. watts- INC, MV, MH-175w. HPS-150w.)
CA-V - Clear acrylic refractive globe, Type V (max. watts- INC, MV, MH-175w. HPS-150w.)
CP-III - Clear polycarbonate refractive globe, Type III (max. watts- INC, MV, MH, HPS-250w.)
CP-V - Clear polycarbonate refractive globe, Type V (max. watts- INC, MV, MH, HPS-250w.)

VOLTAGES:

120-200-240-277- QUAD (contact factory for availability)

PHOTO CONTROL: (optional) factory installed.

No. 10-120 volt only.
No. 11-200 to 277 volt. (Must be installed in post only)

ORDERING GUIDE

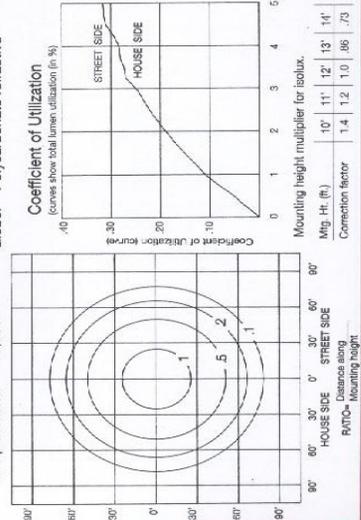
To ensure prompt and efficient processing of your order, Please follow the sequence listed in the example below.

- ① **SOURCE:**
INC. - incandescent
MV - mercury vapor
S - high pressure sodium
MH - metal halide
- ② **FIXTURE NO.:**
33300BP
33330BP
- ③ **GLOBES:**
CA-III - Clear acrylic refractive globe, type III.
CA-V - Clear acrylic refractive globe, type V.
CP-III - Clear polycarbonate refractive globe, type III.
CP-V - Clear polycarbonate refractive globe, type V.
- ④ **FINISH:**
See page 3 for selection.
- ⑤ **WATTAGE:**
MV-50-75-100-175-250
S-35-50-70-100-150-175-250
MH-50-70-100-175-250
- ⑥ **VOLTAGE:**
120V-200V-240V-277V.
- ⑦ **PHOTO CONTROL:** (optional)
No. 10 120 volt only.
No. 11 200/277 volt.

PHOTOMETRIC DATA

Symmetric Distribution

Fixture: 33330BP
Lamp: 150W H.P.S.
Lamp Lumens: 16,000



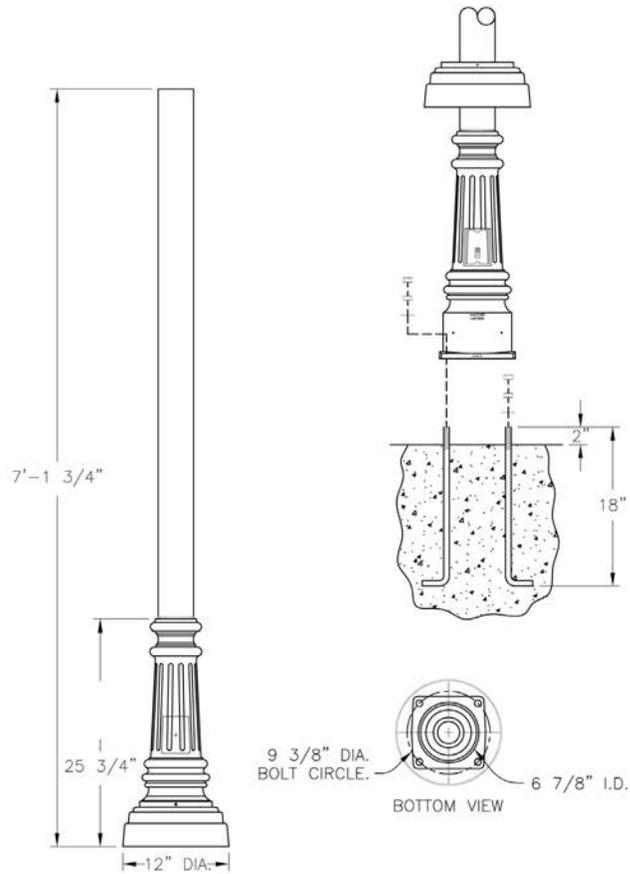
Hanover Lantern is a Philips group brand

350 Kindig Lane, Hanover, PA 17331
Phone: (717) 632-6464
Fax: (717) 632-5039
Email: sales@hanoverlantern.com
Web: www.hanoverlantern.com

Hanover
LANTERN
Handcrafted in the USA

PHILIPS

Pedestrian Light - Lantern Fixture



Ordering Guide

Example: 289- 6 ABS 3 B 1

Product Code	289-	Anchor Base Post
Height(s)	6 8 10 12	(6 ft.) (8 ft.) (10 ft.) (12 ft.)
Finish	ABS ACP ARD ASI BLK BRN BRZ FGN GRA IRN RBZ SRT VBZ VCP VGN VTC WBZ WHT	Antique Brass Antique Copper Antique Red Antique Silver Black Brown Bronze Forest Green Granite Ironstone Rustic Bronze Shadow Rust Verde Bronze Verde Copper Verde Vintage Copper Weathered Bronze White
Tenon Option	3 4	3" dia. 4" dia.
Photoeye (Optional)	B C D	120V 208V - 277V 120V only (for 3" OD Post)
Outlet (Optional)	1 2 0	4" from Top of Base 12" from Top of Pole For Direct Burial & Anchor Base

Specifications

CONSTRUCTION:

Cast aluminum anchor base. Cast aluminum removable access door. Straight post welded to base. Base cover included with post.

FINISH:

Resilient TGIC thermoset polyester powdercoat paint is electrostatically applied to every fixture. Specially formulated for Hanover Lantern, it provides UV protection, and the highest temperature rating in the industry. In addition to the standard color choices shown, a spectrum of custom colors is available.

WARRANTY:

Three-year limited warranty.

Tenon/Top:

4" O.D.

Bolt Circle:

9 3/8" dia.

Anchor Rods:

(4) 1/2" dia. x 18" long zinc plated steel

Pedestrian Light - Pole and Base

3. Landscaping

All landscaping within the street right of way will require approval of Cobb DOT, through a landscape agreement.

3.1 Landscape Strip

3.1.1 Keep the existing planting strips located between the curb or the edge of the road pavement and the sidewalk.

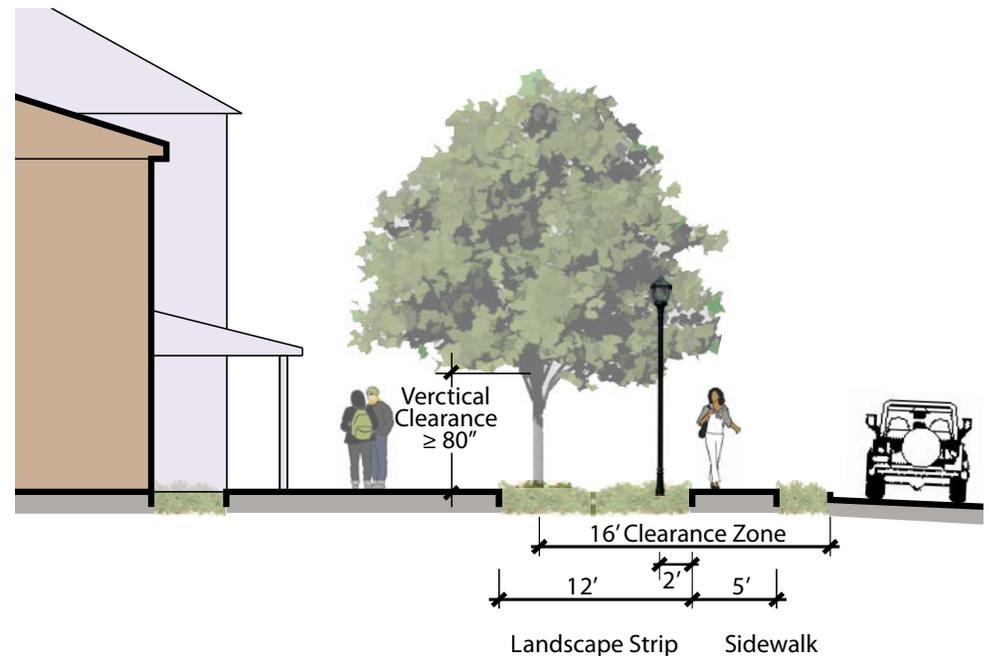
3.1.2 Provide a twelve (12) foot landscape strip behind the sidewalk. Grasses and street trees should be planted in the buffer. The pedestrian lights are located in this area too. It is encouraged to have bushes and flowers planted in the strip (See section 3.4 for plant species details on page 11).

3.2 Street Tree

3.2.1 Street trees shall be located within the landscape strip and sixteen (16) feet behind the curb of the street which is the vehicle clearance zone required by Cobb DOT.

3.2.2 Street trees shall be planted with 35 feet equal separation on both sides of the street. They should be equally spaced between street lights (See Streetscape Improvement Section on page 4).

3.3.3 The minimum vertical clearance of tree branches is 80 inches.



Streetscape Dimension

Streetscape Design

3.3 Parking Lot Landscaping

3.3.1 Parking lots adjacent to residential properties or visible from public right-of-ways should be landscaped and screened from view using shrubs and smaller trees;

3.3.2 Landscaped islands shall be provided throughout all surface-parking area. (See the figures below as reference)

- A minimum of eight (8) feet wide of a parallel landscaped island shall be provided between each 15 parking spaces. At least one large tree is required in each landscaped island.
- The minimum four (4) feet linear landscaped island should be placed between rows of parking spaces. Small trees with 30 feet spacing and bushes are recommended in the island.
- These landscaping islands are also suggested between automobile circulations and pedestrian paths as buffers.
- Pervious surface parking is encouraged at any surface parking areas.



Landscape Island in Parking Lot



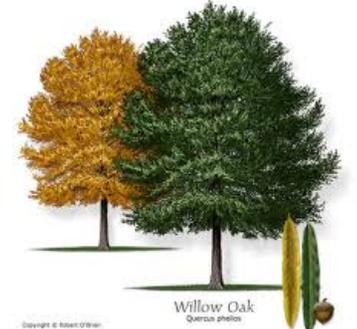
Pervious Parking



3.4 Tree species and planting techniques should be selected to create a unified image of the street. Recommended plant species are:

3.4.1 Large Trees (in the landscape strip behind the sidewalk, the landscape island in the parking lots):

<i>Name</i>	<i>Height X Spread</i>	<i>Description</i>
Willow Oak	40' X 30'	rounded shape, yellow fall color
Lacebark Elm	40' X 30'	vase shaped, grows quickly
Princeton Elm	60' X 40'	vase shaped, yellow fall color
Ginkgo	50' X 30'	yellow fall color, specimen
Red Maple	50' X 30'	red fall color, grows quickly



Willow Oak



Lacebark Elm



Red Maple



Ginkgo



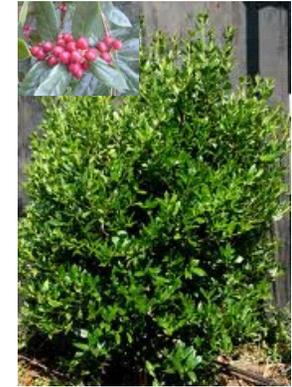
Princeton Elm



Streetscape Design

3.4.2 Landscape Buffer (in the landscape strip behind the sidewalk, the landscape island in the parking lot):
Sight distance for all transportation users shall be verified prior to installation.

<i>Name</i>	<i>Height X Spread</i>	<i>Description</i>
Needlepoint Holly	8' X 10'	evergreen, red berries during winter
Indian Hawthorn	3' X 5'	evergreen, white flowers in spring,
Inkberry	6' X 8'	evergreen, black berries during winter
Juniper	6' X 8'	evergreen, mass planting, slopes
Barberry	6' X 6'	evergreen, thorns, rich green foliage



Needlepoint Holly



Indian Hawthorn



Barberry



Juniper



Inkberry

3.4.3 Landscape Buffer (between the street and parking lots, between parking lots and residential properties):

<i>Name</i>	<i>Height X Spread</i>	<i>Description</i>
Little Gem Magnolia	40' X 15'	evergreen, large white flowers spring through fall
Nellie R Stevens Holly	20' X 15'	evergreen, pyramidal shape, red berries
Loropetalum	8' X 10'	evergreen, rounded, purple leaves, pink flowers
Tea Olive	8' X 8'	evergreen, very fragrant white flowers in late summer



Little Gem Magnolia



Tea Olive



Loropetalum



Nellie R Stevens Holly



Streetscape Design

3.4.4 Small Trees (strip between parking lot and roadway or residential properties, landscape islands in parking lot):

<i>Name</i>	<i>Height X Spread</i>	<i>Description</i>
Crape Myrtle	20' X 20'	white, pink, lavender, or red flowers in summer
Trident Maple	20' X 20'	rounded, yellow or red fall color
Bosque Elm	50' X 40'	very upright, good for narrow spaces
Zelkova	60' X 60'	upright vase shape, yellow or red fall color
Redbud	25' X 15'	oval shape, purple flowers in early spring
Goldenrain tree	20' X 10'	rounded shape, yellow flowers in spring
Flowering Cherry	30' X 25'	upright, pink to white flowers in spring



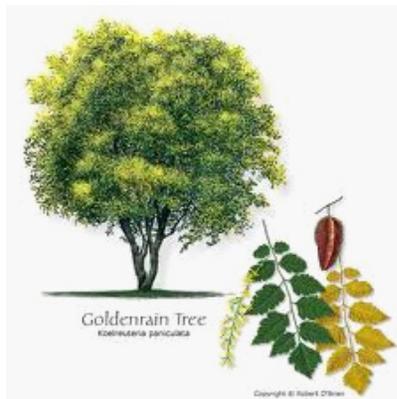
Crape Myrtle



Flowering Cherry



Trident Maple



Goldenrain Tree



Redbud



Zelkova



Bosque Elm

3.4.5 Flowering perennial shrubs for aesthetic improvements (Behind the sidewalk, in front of parking lots):

<i>Name</i>	<i>Description</i>
Knockout Rose	many varieties, size varies by variety, red, white, yellow flowers, blooms from spring through fall
Encore Azaleas	many varieties, size varies by variety, red, white, yellow flowers, blooms once in spring and once in fall
Dianthus	6" high, perennial, bright pink flowers in spring
Phlox	upright varieties, 4' X 3', perennial, pink or white flowers in summer
Lantana	upright varieties, 5' X 10', perennial, multicolored flowers in summer
Wild Indigo	5' X 5', perennial, blue, yellow, or white flowers in spring, black seed pods in summer
Verbena	6" X 3', perennial, bright purple flowers in late spring
Salvia	20" X 3' perennial, white or purple flowers on upright spikes from early summer until late fall
Daylily	many varieties, size varies by variety, red, white, yellow flowers during summer



Knockout Rose



Encore Azaleas



Dianthus



Salvia



Verbena



Lantana



Daylily



Wild Indigo



Phlox



Streetscape Design

4. Parking

- 4.1 Primary parking space is preferred to be located on the back or the side of buildings.
- 4.2 Parking Structure
 - 4.2.1 Parking deck and parking underground is encouraged to save the limited space and decrease impervious surfaces. Parking space also can be accommodated through mixed use parking structures such as building envelopes around parking decks or parking above commercial buildings.
 - 4.2.2 Parking structures must be architecturally compatible with the remainder of the development surrounding them, such as building façade styles, materials and colors.
 - 4.2.3 The façade of the parking structure on the main street should be carefully designed to have a commercial building look. Parking deck entrance is recommended to be on the side or back of the building. See pictures below as reference.



Parking Structure

5. Utility Location

- 5.1 Utility line should be placed only on one side of the street.
- 5.2 Utility poles is recommended to be located in the twelve (12) foot landscape strip behind the sidewalk.
- 5.3 Matching the material of utility poles to that of the street lighting and the pedestrian lighting is strongly recommended.
- 5.4 Utility lines crossing Johnson Ferry Road and connecting to each property should be buried underground.
- 5.5 Main utility lines are encouraged to be buried underground.

6. Building Requirements

6.1 Architecture Standard – apply on new commercial buildings or major renovations

- 6.1.1 It is required that the front of all buildings along Johnson Ferry Road be oriented toward the street. Building placement should consider site circulation and blend with the commercial characteristics of this district.
- 6.1.2 It is preferred that new commercial developments be kept to a neighborhood scale. The style, color and material of the building should be consistent with the surrounding building environment. Building Facades shall be of architectural treatments of brick, stone, architectural block, stucco and wood in natural color and texture that simulate the historic type of brickwork. Contrasting accent color of any wall, awning or other feature on the façade shall be limited to no more than 10% of the total area of each façade.
- 6.1.3 Buildings shall have no less than 70% of the non-glass area of the exterior façade(s). Multi-pane windows shall be used in individual window openings instead of large glass sheets.
- 6.1.4 To prevent large vertical or horizontal blank expanses on façades, architectural detailing is encouraged. Expanses can be broken up with windows, bays, materials, extending or stepping back façade, front porches or patios, balconies, alternating rooflines, awnings, landscaping or other similar features.
- 6.1.5 Building entrance should face to and be visible from the street and directly accessible from the pedestrian sidewalk area.
- 6.1.6 Use of canopies and awnings on storefront and office windows is permitted and strongly encouraged. Canopies and awnings should be at least 80 inches in height as the minimum vertical clearance when they are above the walkway.

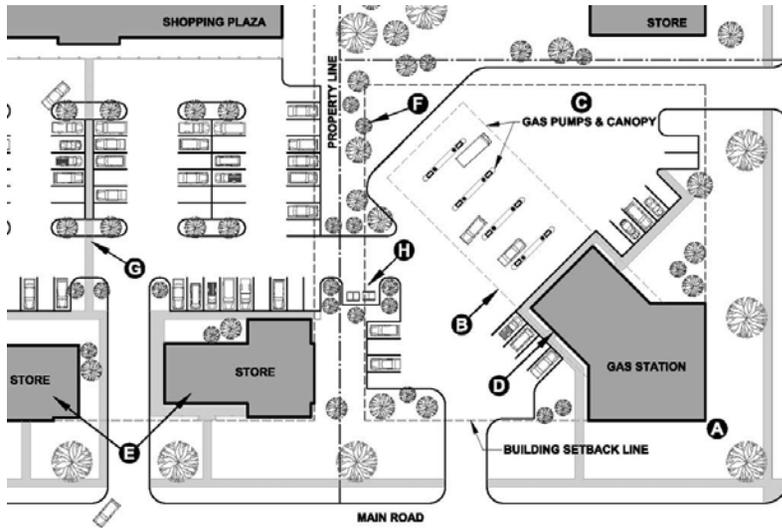
6.2 Car Related Business - gas station, car wash, car repair or similar types of uses

6.2.1 Position – apply on new buildings

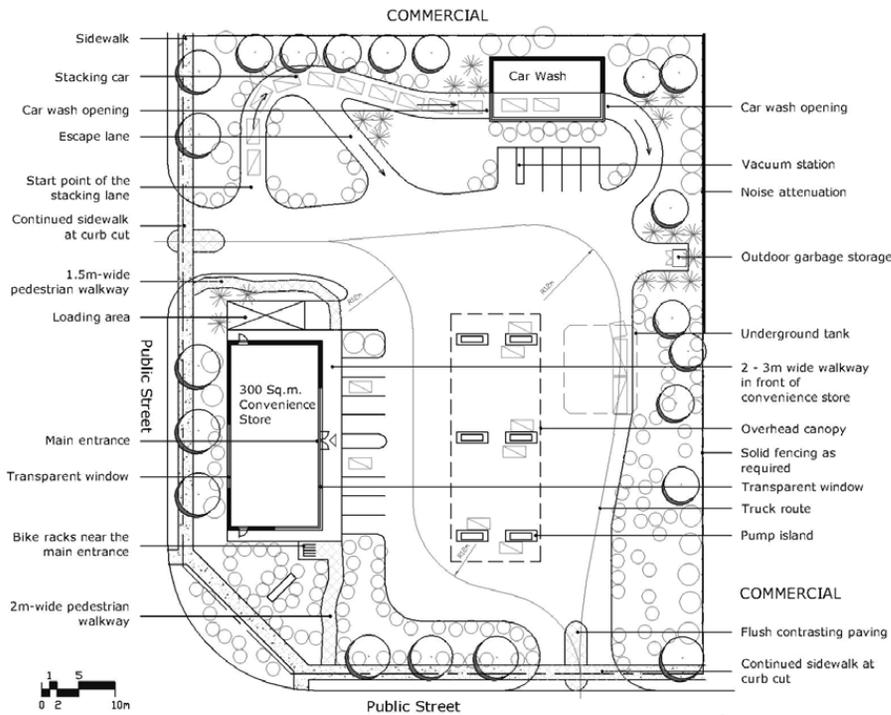
- The building mass or the store should be located near or close to street or intersection
- The gas pump, garage or car wash facility should be placed to the rear lot line and the back of the primary building. See pictures in next page as reference.



Streetscape Design



Enhanced visual experience and higher quality of streetscape



Gas Station Layouts

6.2.2 Buffer

Architectural walls, decorative fences, and planting should be used to enhance the streetscape and screen undesirable views along the street. See pictures below as examples.



6.2.3 Architectural

- The building should be designed as an integral part of the station architecture, and should be consistent with the surrounding building environment.
- Architectural treatments should be applied on the gas pump canopy and columns under the canopy in a manner that is complementary to the main building. There shall be no illuminated panels on the canopy.



- Light weight or sail like canopies shall be used for the car wash facilities. Light, natural or semi transparent color is recommended. High contrast colors such as purple vs. yellow, red vs. green and pastels are not allowed to be used. The material, color and style of the canopy should be well connected to the environment created by surrounding buildings. Natural color posts or columns are recommended. See below for canopy examples.



C. Implementation

1. Public sector

- Cobb County DOT and Georgia Power will install and maintain pedestrian lights in accordance with the county’s pedestrian street light district ordinance. Once approvals of ¼ mile of property owners are obtained, the pedestrian street light district will be in effect for that segment.
- If a county project removes a segment of the sidewalk, the sidewalk should be installed by the county in compliance with the design standards if budget and right of way allows.

2. Private sector

- Property owners are responsible for the improvement of the area outside of the street right-of-way.
- Landscape strips, sidewalks, street trees and plants, will be installed and maintained by property owners when new development or redevelopment occurs.
- If property owner removes a segment of the sidewalk, the sidewalk should be installed by the owner in compliance with the design standards.

D. Streetscape Overall Improvement

