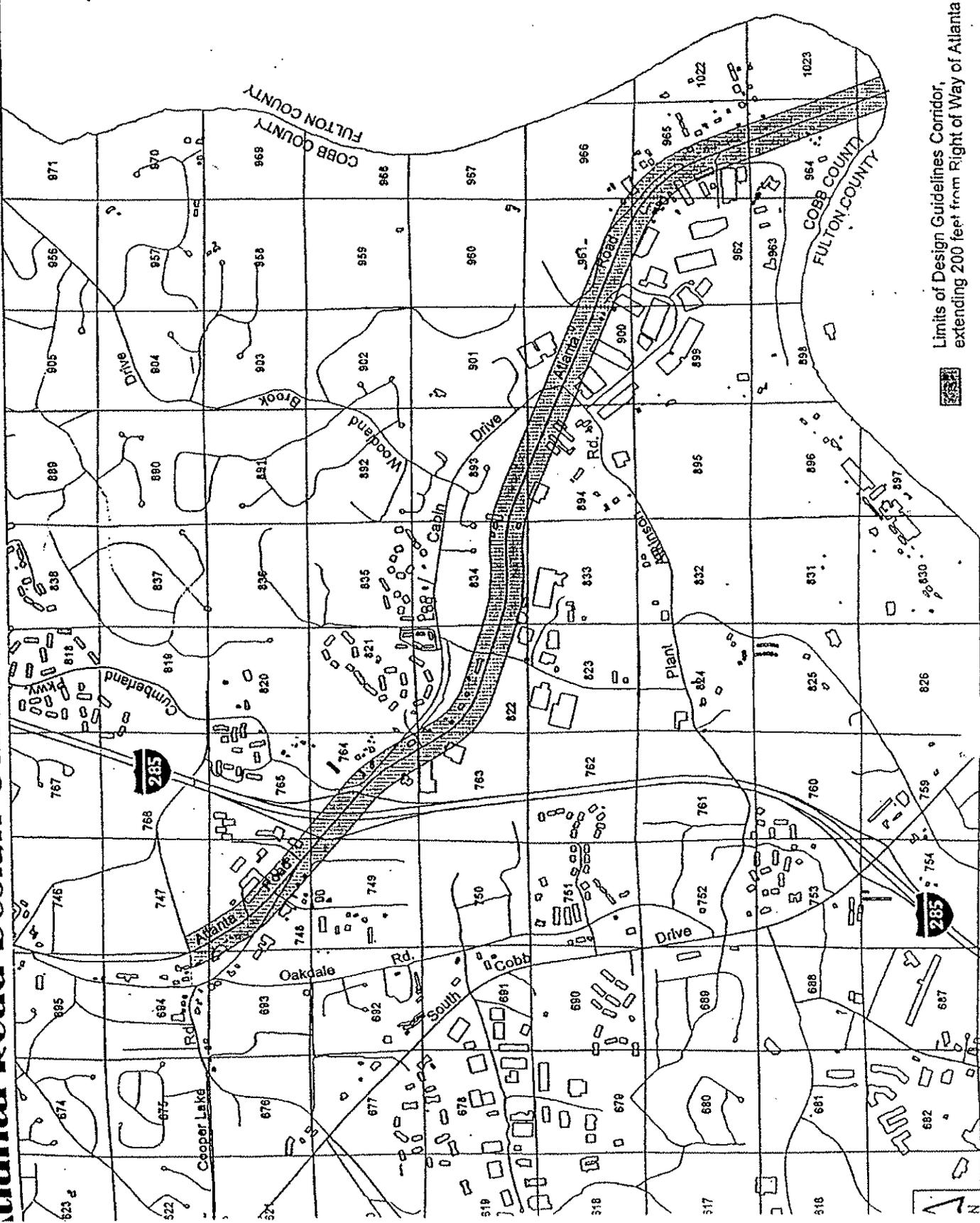


Atlanta Road Design Guidelines....

building communities
through design

Cobb County Planning Division
March, 2000

Atlanta Road Design Guidelines



Limits of Design Guidelines Corridor,
extending 200 feet from Right of Way of Atlanta Road

I. INTRODUCTION

Objective

As the Atlanta Road corridor begins to see increased development due to the extension of the East/West Connector, these design guideline initiatives will assist in providing a cohesive, distinctive, and common architectural design to the area. These guidelines will help create a corridor that is aesthetically pleasing and one that provides a visual harmony among the area. The result will be a corridor with an identifiable "village" atmosphere, and not an area that is the result of unplanned architectural development. The objective of the Atlanta Road Design Guidelines is to articulate community design principals, that assist site planners and designers in understanding the County's minimum design criteria for on-site development. It is not the intent of the Guidelines to limit design or be economically taxing on developers, and will therefore serve as strong recommendations to developers and property owners.

Parameters of the Overlay Corridor

These design standards have been prepared to create a synergistic environment for commercial and office development along Atlanta Road from Cooper Lake Road south to the Fulton County line. The area includes all land parcels located within 200' from the right-of-way of Atlanta Road, including developments along roadways feeding onto Atlanta Road and included within the 200' (see vicinity map). This area was identified due to the anticipated increase in growth relating to the extension of the East/West Connector, the amount of developable land that exists within the corridor, and proximity to the City of Atlanta.

Use of Guidelines

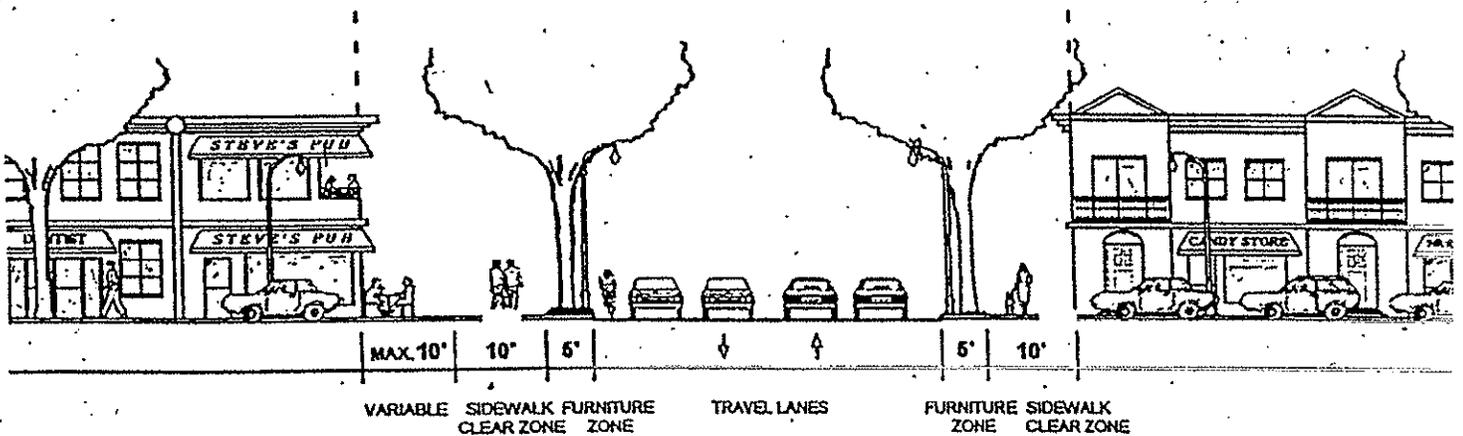
These Guidelines will be used in reviewing projects as they relate to overall design and architecture, and is but only a portion of the overall development review conducted by the County. The laws, ordinances and development standards of the County are not negated by these review guidelines, but are in addition to the adopted laws and ordinances of the Cobb County Code. The Cobb County Zoning Ordinance and all its applicable standards remain as the basis for all development within this identified corridor. These guidelines will be used in addition to County zoning regulations and development standards. If any guideline element is in conflict with, or is more stringent than, these ordinances and regulations, a determination will be made as to which requirement will be enforced.

Review Process

Artistic renderings of the proposed structures, along with the overall site layout (including landscaping components) will be submitted during a rezoning application process and/or when plans are being considered for Cobb County's Plan Review Process. The Planning Division will conduct the review and provide a copy to the district commissioner for review, and will provide a five-day turnaround for comments back to the applicant. If needed, both staff and the applicant shall work with the District Commissioner on issues of design.

II. OVERALL STREETScape OF CORRIDOR

The overall intent of these design guidelines is to develop a "village" atmosphere where buildings are moved closer to the street and parking is located at the sides and rear. By lining the road with attractive storefronts and aesthetic amenities such as landscaping, benches, sidewalks, street lamps, etc., a commercial strip can be transformed into a neighborhood center where pedestrian activity is encouraged. This section will provide a description of the intended streetscape within the Atlanta Road Corridor and briefly identify factors that attribute to a successful design. The following diagram provides an overall look at the intent of a successful streetscape, as it relates to building placement and pedestrian activity.



Building Façade/Front Setback Line

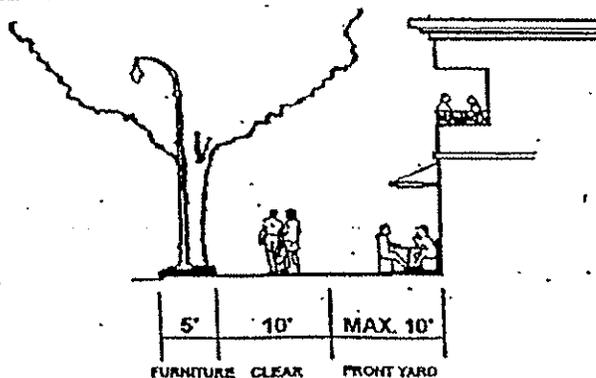
Not less than 15 feet and not more than 25 feet from the right of way, depending on the elective use of the 10' front yard zone

Sidewalk

Sidewalks shall be located along all public streets

Sidewalks shall be a minimum of 15 feet in width at the front of the building to accommodate the furniture/sidewalk zone and a minimum of 5 feet along all other building sides and pedestrian walkways.

A clear zone with a minimum width of 10 feet shall be used for a pedestrian walkway. Gradual tapering of the 5 foot and 10 foot sidewalk widths shall be realized when these adjoin.



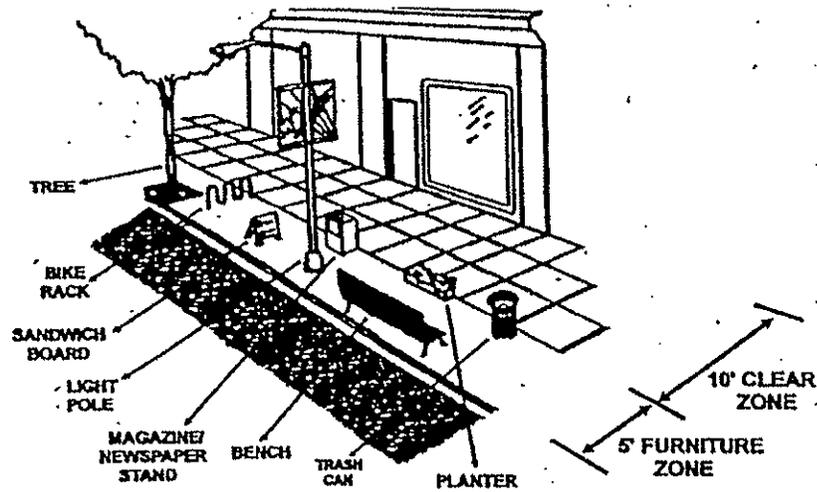
Street Furniture Zone

A street furniture zone of 5 feet shall be located adjacent to the right of way and is intended for the placement of trees, street furniture waste receptacles, bicycle racks, lighting, etc.

Front Yard Area

Located between the sidewalk and the building façade, with a maximum width of 10 feet.

Area to be hardscaped and used for public plazas/terraces/outside dining, with a maximum finished floor height of 24 inches above the sidewalk grade. Such terraces shall be surrounded by fencing that is no more than 36 inches in height. Fencing shall be made of rock, brick, metal, cement, etc, wood is not preferred.

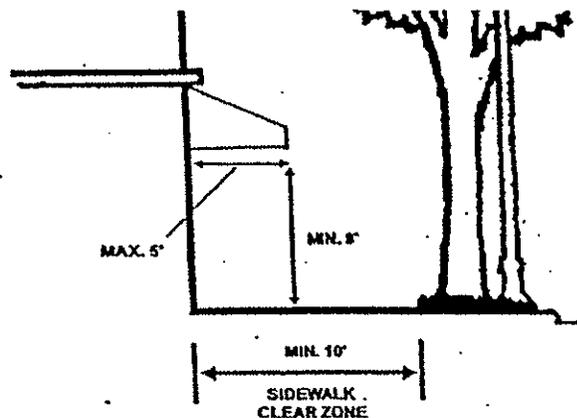


Clear Zone

Area to be unobstructed by any permanent or nonpermanent item for a minimum width of 10 feet and a minimum height of 8 feet.

Awnings/Canopies/Balconies

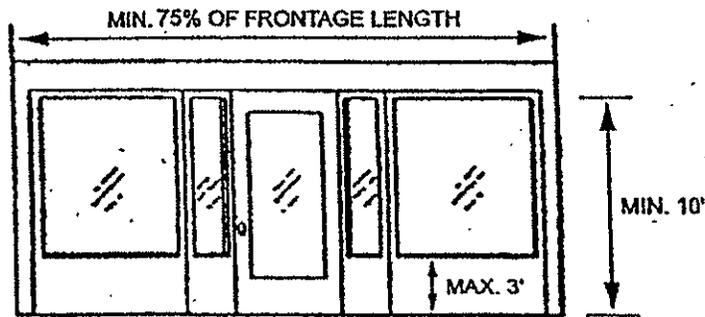
Shall encroach a maximum of 5 feet from the building's façade.



Storefront Windows

All ground level windows facing streets (with the exception of public safety buildings, churches; etc.) shall be of clear, unpainted glass to allow views of store interiors and display windows.

Windows shall cover 75% of street frontage, raised a maximum of 3 feet above the sidewalk, and no façade should have more than 10 linear feet without the presence of windows.



Pedestrian Entrances

Entrances shall face and be visible from the street and directly accessible from the pedestrian sidewalk area.

Entrances shall open directly *onto* an outdoor dining area, landing/plaza or public sidewalk.

Dumpsters/Loading Areas

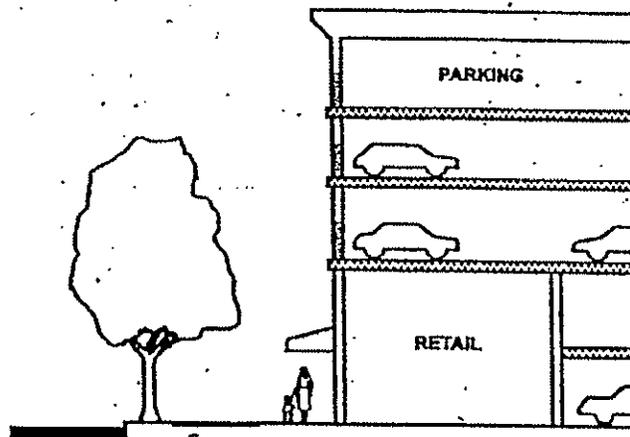
Areas to be located at the rear of building and not visible from public view. Should be screened/enclosed with an opaque fence or wall at a height of 6 feet and constructed of masonry with metal or wood gates.

Parking Lots and Decks/Facades

No parking spaces shall be between the structure and the roadway. No more than 50% of parking spaces may be located to the side of the structure and must not be within the front 1/4th of the building measured from the front/side corner. The remaining balance of spaces will be located to the rear of the structure.

Parking decks shall conceal automobiles from visibility and should appear as horizontal storied buildings. When possible, decks shall accommodate street level retail/commercial uses on the ground floor, with parking beginning on the second floor.

One bicycle rack shall be installed per building, located within the furniture zone and constructed of black metal/iron.



Parking Lot Landscaping

Provide landscaped islands throughout all surface-parking areas. Interior landscaped islands shall consist of at least 100-square feet of plantable area and two trees per 36 parking spaces. Planting islands may run parallel with the parking bay, centered over the line between parking spaces.

Linear island width shall be a minimum of seven feet from back of curb to back of curb. Parking bays adjacent to linear landscaped islands may be reduced to 17 feet in depth. The required trees shall be planted within the linear islands internal to the parking lot and in areas surrounding the perimeter of the parking lot.

End islands shall consist of a minimum of 100-square feet of plantable area and one large maturing shade tree or two small maturing evergreen or flowering trees. Required trees shall be a minimum of six feet in height at the time of planting. Landscape plans shall be submitted for review at the time building renderings are submitted for review.

If parking lots must abut a public roadway or drive, a minimum ten-foot wide landscaped strip between the rights-of-way and the back-of-curb will be required.

Signage

Ground signs shall be limited to monument-type signs. Base and sign structure shall be constructed of materials such as brick, stone, stucco, wood or metal consistent with the architecture and exterior treatment of the building.

Canopy and awning sign(s) shall be limited to 15 square feet per road frontage. If lighted, lettering shall be individually formed and lighted. No spreader bar signage shall be allowed, except as required by the State Fire Marshall.

Blinking neon, billboards, portable, inflatable and temporary signage, except for real estate marketing signs, shall be prohibited.

All other sign requirements shall be in accordance with the Cobb County Sign Ordinance.

III. INFRASTRUCTURE

Utility Lines

All utility lines shall be located underground from the location of the public utility to the proposed structure(s).

Street Lamps

Street lights will be placed within the 5 foot furniture zone along all roadways and drives, staggered 150 feet on-center. Exact placement will be decided on a case-by-case basis, so as to provide uniform placement. The style of lamp will be the simulated gas polelight provided by Georgia Power Company or equal.

Parking Lot Lighting

Lighting for parking lots shall be in accordance with the Cobb County Development Standards.

IV. ARCHITECTURAL GUIDELINES

Architectural Design

Architectural design of all buildings should comply with the following guidelines:

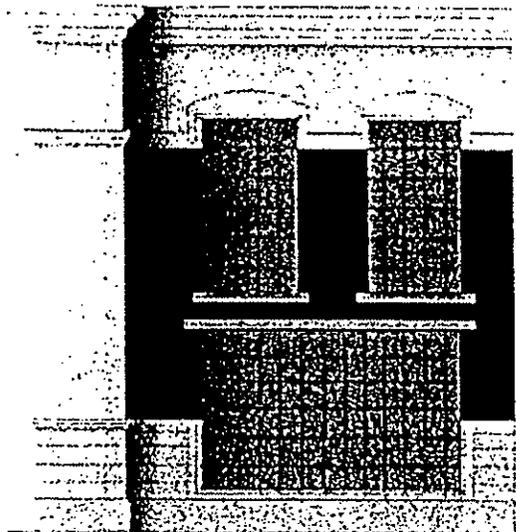
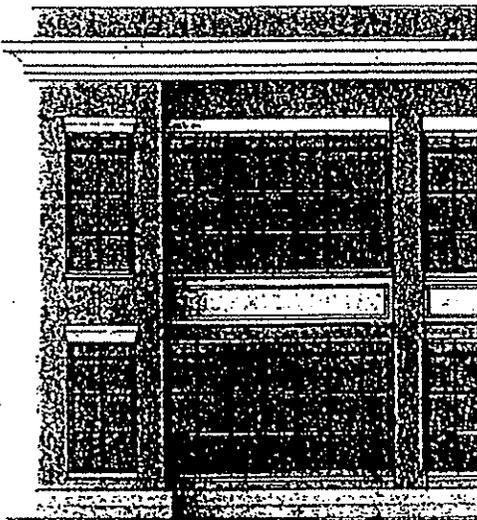
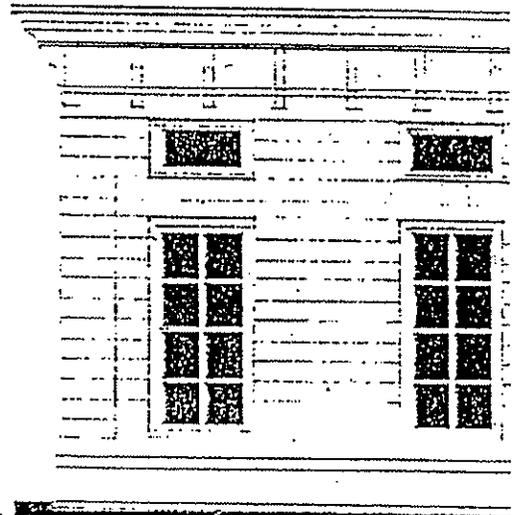
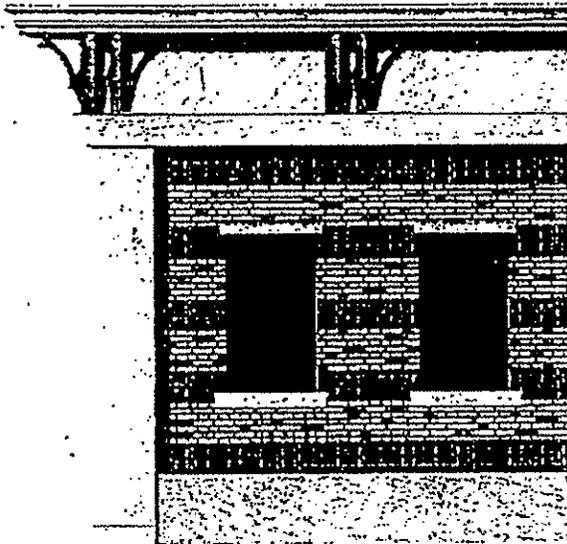
- ◆ Building facades shall be of architectural treatments of glass and brick, stone, architectural block, stucco and wood (combining these finishes are allowed and encouraged).
- ◆ Contrasting accent colors of any wall, awning or other feature shall be limited to no more than 15% of the total area for each façade side.
- ◆ Metal sided or portable buildings shall be prohibited.
- ◆ Buildings shall incorporate live plant material growing immediately in front of the building's front yard area, on the building (ivy, window planters, etc), and other greenspace areas surrounding the building, where feasible.
- ◆ Buildings of less than 5,000 square feet of gross floor area shall be designed with pitched roofs, minimum pitch of 4 in 12.
- ◆ The preferred roofing materials for pitched or mansard roofs are metal, tile, slate, stone or wood shake. If typical shingles are used, such as asphalt, the appearance should be that of slate, tile, metal, or shake.
- ◆ To lend the appearance of multi-tenant occupancy, facades of multi-tenant buildings shall be varied in depth or parapet height. Additionally, distinct architectural entry identity for individual tenant entrances shall be provided.

- ◆ Walls visible from roadways or parking areas shall incorporate changes in building material/color or varying edifice detail such as trellises, false windows or recessed panels reminiscent of window, door or colonnade openings, landscaping or storefront every 150 linear feet.
- ◆ Roof parapets shall be articulated to provide visual diversity. Parapets shall include articulations or architectural features at least every 100 linear feet. The minimum height of articulations or features shall be one foot, and may be provided in height offset or facade projections (porticos and towers are encouraged).
- ◆ Building design shall include minimum one-foot deep cornices, extending along the entire front of buildings and the sides of buildings at least ten feet from the front of the building.
- ◆ Building design shall include a minimum one foot high contrasting base, extending along the entire front of buildings and the sides of buildings at least ten feet.
- ◆ All mechanical, HVAC and like systems shall be screened from all street, driveway, and pedestrian level views, from all sides of the building. An opaque wall or fence of masonry, stucco, splitfaced block, wood, etc. would provide adequate screening.
- ◆ Any accessories provided such as railings, benches, trash receptacles and/or bicycle racks, etc. will be reviewed to ensure they complement the building design, color and style.

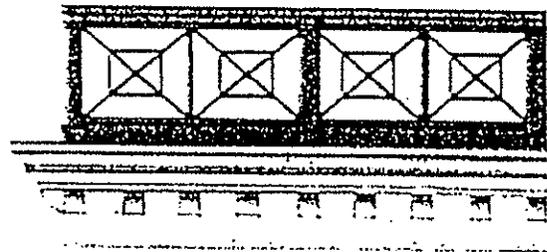
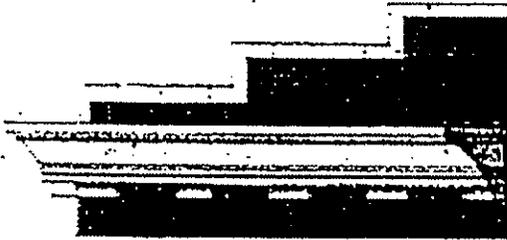
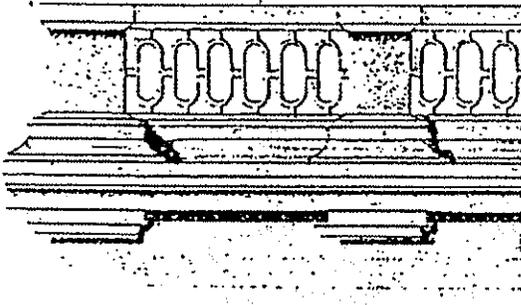
V. SUGGESTED DESIGN ALTERNATIVES/COLORS/MATERIALS

The following illustrations are provided to assist a developer/site designer/architect with ideas relating to exterior finishes and accessories. These examples do not include all of the architectural elements recommended for use within these guidelines, however, they do provide good examples of creativity and flexibility.

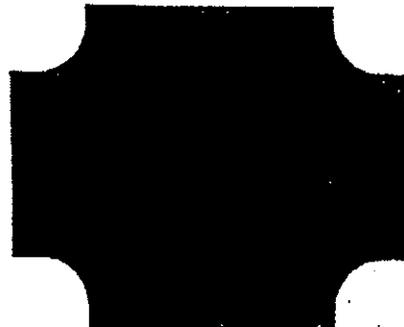
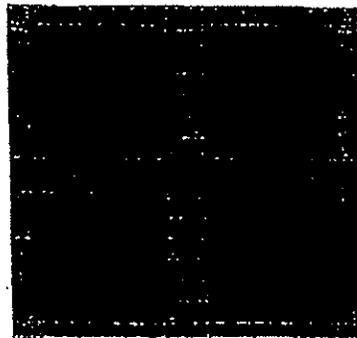
Facades should consist of combining materials and architectural elements to minimize the expanse of walls.



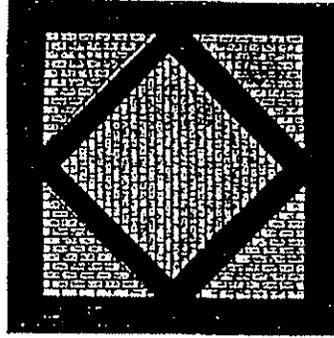
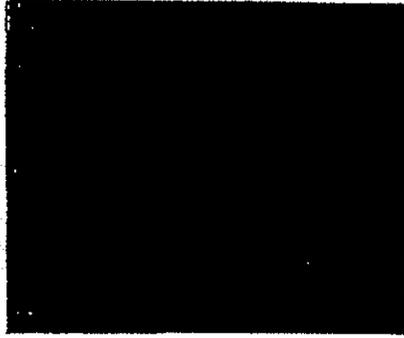
Cornices / Parapets enhance the character of buildings by adding height and depth, and providing scale to multi-storied buildings.



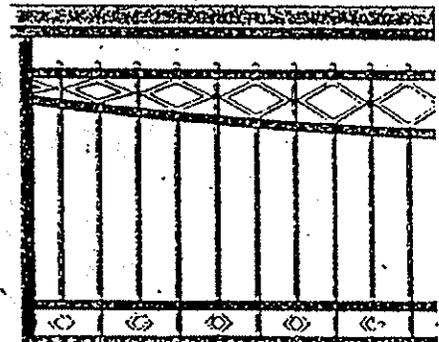
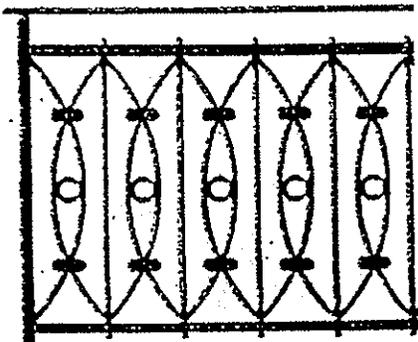
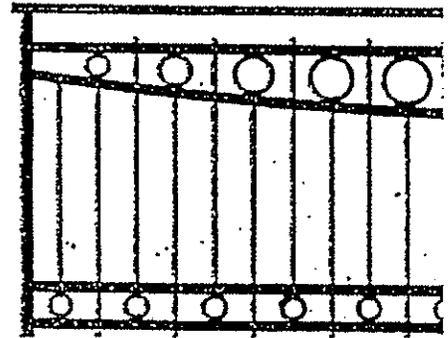
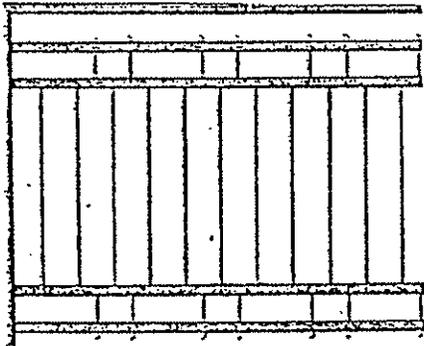
Paving patterns enhance entrances to businesses, pedestrian sidewalks/crosswalks and consist of brick, stone, slate, granite, etc.



Paving (cont'd)



Railings can be used to enhance landscaping areas and to designate outdoor seating areas or verandas.



Wall Patterns serve to add character and minimize the aesthetic of large wall areas by using materials such as brick, stone, tiles, columns, etc.

