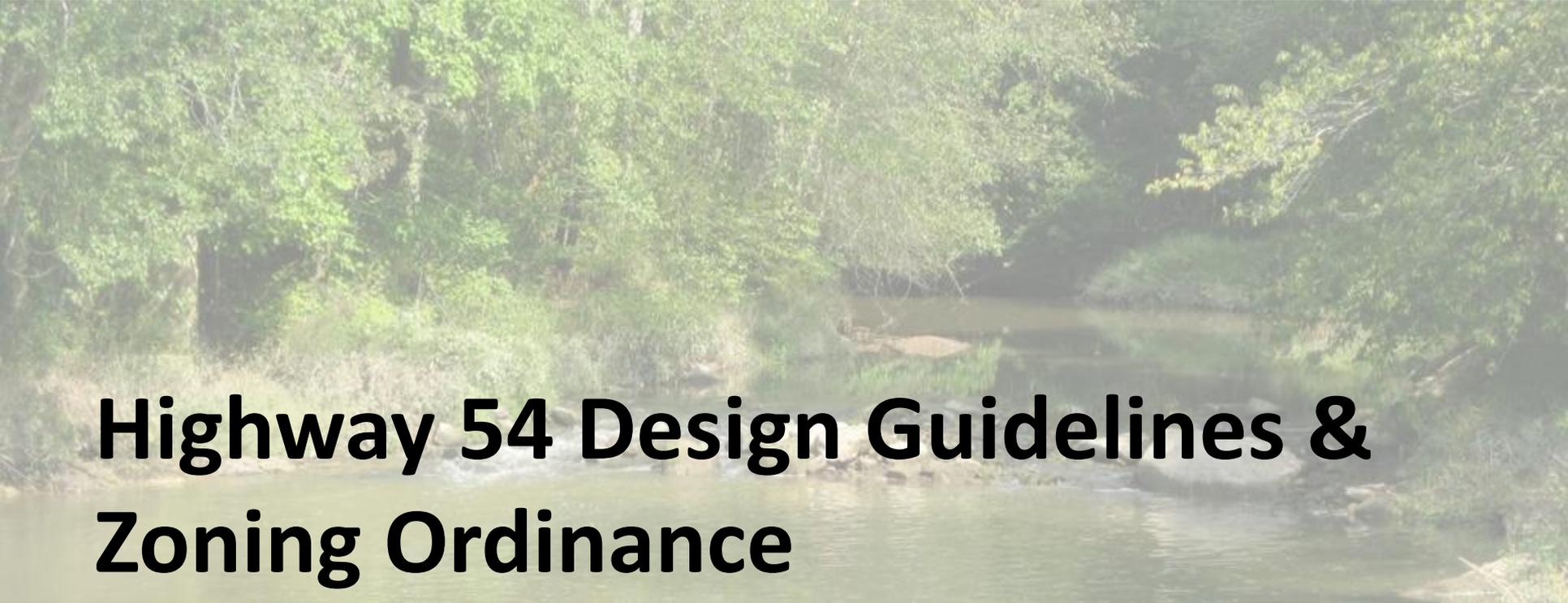




Highway 54 Community Meeting, March 12, 2012



Highway 54 Design Guidelines & Zoning Ordinance

Introductions



Highway 54 Community Meeting, March 12, 2012

Commissioner Wole Ralph – District 3

Steering Committee Members

Donald McCray, Citizen

Lee Kelley, Transportation & Development Department

Kc Krzic, Community Development Department

Linda Willis, Community Development Department

Prepared by

The Collaborative Firm

- Michael Woodman, Director of Planning
- Alex Fite-Wassilak, Urban Designer
- Jessica Guinn, Vice President

Agenda



Highway 54 Community Meeting, March 12, 2012

- **Planning Process**
- **Visual Preference Survey Results**
- **SWOT Analysis Results**
- **Comment Cards**
- **Summary of Community Input**
- **Draft Design Guidelines & Zoning Ordinance**

Planning Process



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Process

Highway 54 Design Guidelines Project

	Staff	Steering Committee	Public	Community Information Meeting	Zoning Advisory Group	Board of Commissioners
Current Conditions Analysis	✓					
Work Session		✓				
Visioning			✓			
Draft of Guidelines & Code	✓					
Review and refining of draft	✓	✓	✓			
Final Draft	✓					
Formal Review and Adoption				✓	✓	✓

- Steering Committee meetings
- Community meetings
- Ideas and feedback being incorporated into draft

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Highway 54 Design Guidelines Visual Preference Survey Results

Community Visioning Workshop
January 19, 2012



Methodology



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- **96 pictures**
- **New picture shown every 5 seconds**
- **Survey participants rated their “gut reaction” on a scale of 1 to 5**

I hate it	I do not like it	No opinion	I like it	I love it
1	2	3	4	5

Categories



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- **Commercial and Mixed Use**
- **Single Family Residential**
- **Parking**
- **Sidewalks**
- **Bikes and Walking**
- **Street Frontage Landscaping**
- **Screening and Fences**
- **Signs**
- **Multi-Family Residential**
- **Activities**

Commercial & Mixed Use



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Most Desired



- Living and/or office space above
- Human-scaled
- Pedestrian-friendly, wide sidewalks
- Landscaping
- Variations in building materials and height
- Limited signage
- Open Space
- Public Art

Score: 4.0

Desirable

- Brick building materials
- Architectural articulation and variation
- Awnings
- Balconies
- Landscaping
- Decorative lighting
- Limited signage

Score: 3.6



Score: 3.4

Score: 2.7

Undesirable

- Big-box feel
- No variation in use
- Uninteresting architecture
- No landscaping or green areas



Single Family Residential



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Most Desired



Score: 4.3

- High quality building materials (brick)
- Traditional Architecture
- Landscaping
- Large estate home
- Architectural emphasis on entrances
- Variation in façade and roof line

Desirable

- High quality building materials
- Windows
- Landscaping
- Porches
- Variation in façade and roof line

Score: 4.0



Score: 4.0

Undesirable

- Lower quality building materials
- Less landscaping and more paving
- Very little landscaping

Score: 2.4



Parking



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Most Desired



Score: 3.8



Score: 3.8

- Generous use of landscaping
- Trees and shrubs
- Screening of asphalt areas
- Landscaping and curbing facilitate predictable circulation

Desirable

Score: 3.7

- Trees and shrubs
- Landscaping and curbing facilitate predictable circulation



Undesirable

- Lack of landscaping, particularly shade
- No sense of predictable circulation
- Pedestrian unfriendly



Score: 1.9

Sidewalks



Highway 54 Community Meeting, March 12, 2012

Most Desired



Score: 4.4

- Street Trees with landscaping
- Variations in paving, including use of brick
- Paving materials continue into crosswalks
- Width allows for circulation and other activities
- Separation of pedestrians and vehicles

Desirable

- Trees and shrubs
- Sidewalks are separated from vehicle traffic
- Alternating landscaped areas provide visual interest



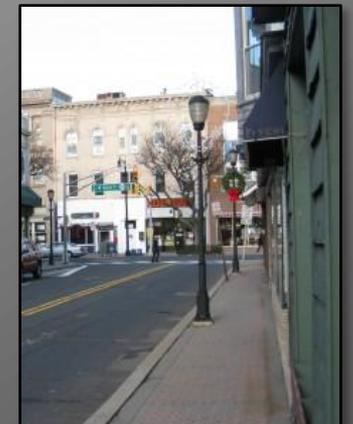
Score: 4.1



Score: 3.9

Undesirable

- Sidewalk is placed directly against curb
- Lack of street trees for shade
- Little separation of pedestrian and vehicles



Score: 2.5

Bikes & Walking



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Most Desired



Score: 4.0

- Separate path for all non-motorized transportation
- Location along greenway with trees

Desirable

Score: 3.5

- Separate path for all non-motorized transportation
- Landscaping
- Well-marked crossings



Undesirable

Score: 1.8

- No designated bike lane to provide separation from vehicles



Street Frontage Landscaping



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Most Desired



Score: 4.0

- Generous street frontage width and landscaping
- Screening with trees and shrubs minimizes visual impact of parking lot paving and vehicles
- Use of trees frame the corridor

Desirable

- Generous landscaping width buffers land uses from right-of-way
- Shrubs and flowers provide variation to street frontage
- Street trees frame the corridor



Score: 3.9



Score: 3.4

Undesirable

- Less width of landscaped frontage
- Grade change raises view of paving and cars higher for people traveling in the right-of-way
- Lacks shrubs



Score: 3.3

Screening & Fences



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Most Desired



Score: 3.9

- High quality materials (brick and wrought iron)
- Mix of materials creates visual interest
- Pillars create sense of varied height to create visual interest

Desirable

- High quality, opaque building material
- Vented coursing and pillars break up the wall
- Lighting as an architectural feature is appropriate and creates visual interest

Score: 3.6



Score: 3.6

Undesirable

- Lower quality materials
- Materials lack screening ability

Score: 1.8



Signs



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Most Desired



Score: 4.2

- Landscaping frames the sign and draws attention to the sign face
- High quality building materials
- Ornamental coursings and bond of stonework in the structure create visual appeal.

Desirable

- Uniformity of placement
- High quality building materials that relate to or compliment the building
- Landscaping



Score: 4.1



Score: 4.0

Undesirable

- Vertical display signs are not typical
- Too many tenant signs



Score: 2.3

atlanta-midtown.com

Score: 2.3

Multi-Family Residential



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Most Desired



Score: 3.6

- High quality building materials
- Parking is side loaded and recessed into building
- Variations in materials and architectural features
- Human-scale
- Sloped roof with variation
- Landscaping

Desirable

- Variations in building materials and building height
- Balconies and porches
- Buildings front on street or park space
- Parking located in the rear
- Landscaping

Score: 3.4



Score: 3.5



Undesirable

- Use of modern architecture is too specific
- Landscaping is limited to grass only

Score: 2.3



Activities



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Most Desired



Score: 4.6

- Multi-use park
- Amphitheater
- Open spaces/fields
- Landscaping
- Walking paths

Desirable

- Natural walking trails
- Outdoor playing fields



Score: 4.5



Score: 4.4

Undesirable



Score: 2.7

- Bar or lounge



Score: 2.9

- Gaming or arcade

Activities: Honorable Mention



Highway 54 Community Meeting, March 12, 2012



Score: 4.4



Score: 4.3



Score: 4.2



Score: 4.2



Score: 4.1



Score: 4.1



Score: 4.1



Score: 4.1

SWOT Analysis Results



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• Strengths

- Nice subdivisions
- Great high school
- Natural resources (lakes, rivers, wildlife, and wetlands)
- Large parcels
- Sidewalks
- Neighborhood watch and communication with neighbors
- Close to Jim Huie Recreation Center/Aquatic Center
- Relatively scenic corridor
- Historic battlefield
- Diversity of community
- Connection to Fayette County and surrounding community

• Weaknesses

- Lack of sidewalks, lighting, bike trails
- Widening of Highway 54 (noise, devaluation of property, increase GDOT maintenance, alignment needs reviewed, future median in road, possible increased speed limit, possible waste of money)
- School zone is too short
- Large parcels
- Some lot sizes too small
- Highway 54 (dangerous curve near Food Lion, longer to turn on Hwy 54 during rush hour, trash)
- Civil War soldier buried in yard
- Many vacant buildings along corridor
- Liquor store, pawn shops, check cashing
- High number of renters

SWOT Analysis Results



Highway 54 Community Meeting, March 12, 2012

• Opportunities

- Diversity of homes (sizes/values)
- Churches
- High school
- Police Station
- Plenty of vacant land for development
- Parks and nature/multi-use trails, Camp Creek trail, proposed trails on Master Plan, Nina Burnham Greenspace
- Job creation
- Property values increase
- Mundy's Mill spring & wetlands restored to its original state as a recreational lake, creek, waterfall (restored) mill, forest, and boulder area

• Threats

- Lack of street crossings, traffic lights, lights, noise barriers
- Threat to wildlife
- Crime (gangs, drug traffic, burglary)
- Foreclosures, vacant homes, and vacant Food Lion property
- Widening the Highway 54 (devaluation of property, increased speed limits/traffic/noise)
- Speeding
- Loss of Historic Battlefield, without exploring alternative alignments

Comment Cards



Highway 54 Community Meeting, March 12, 2012

The following comments should be addressed with GDOT District 7 (Area Office), located at 4125 Roosevelt Hwy, College Park, GA 30349, (404) 559-6699 or the Main Office: (770) 986-1011, Bryant Poole, District Engineer:

Q: Who is the primary GDOT contact for road widening project?

Q: Concern regarding the affect of road widening on Saint Andrew's subdivision sign, fence, and private property. Will the fence/sign be replaced?

Q: Noise barriers are needed.

Q: Wetlands and Civil War battlefields will be destroyed, if Highway 54 widening proceeds without exploring alternative alignments. Request to explore alternative alignments with GDOT and property owners. Environmental analysis is needed to determine impacts on wetlands and water quality for public fishing lakes.

Comment Cards (cont.)



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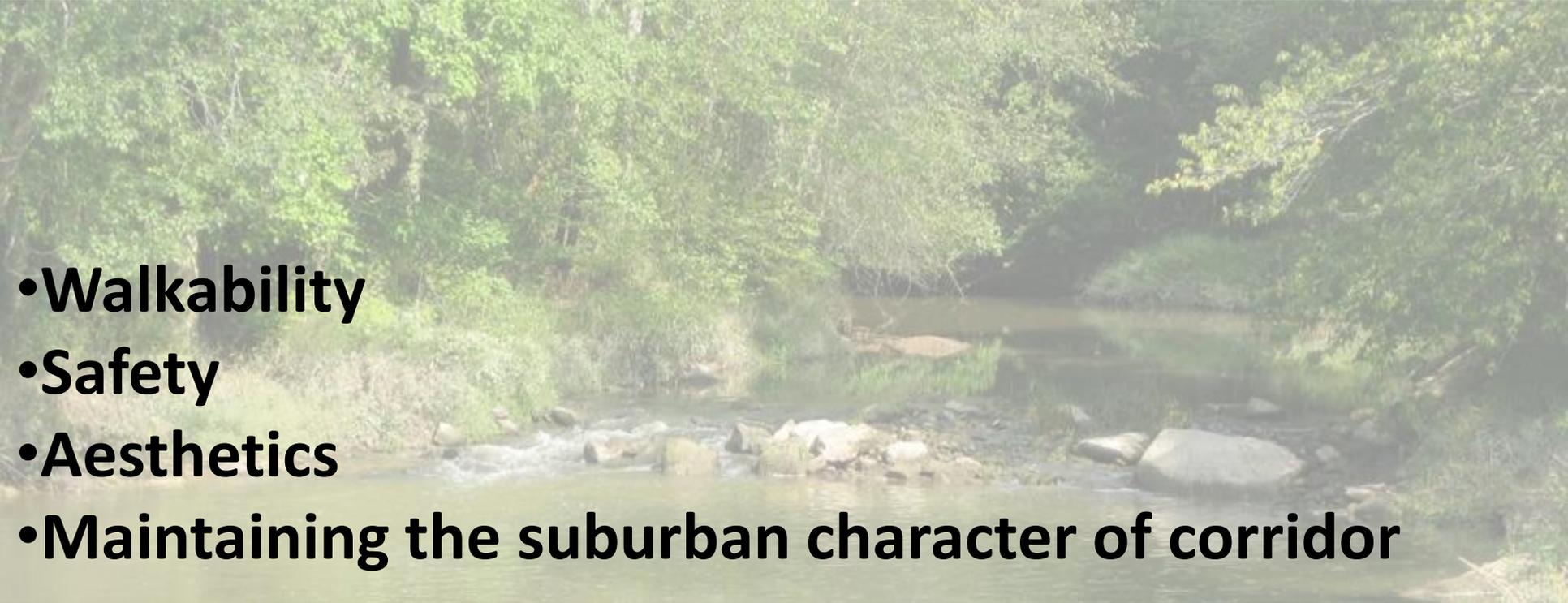
The following comments have been addressed in the Design Guidelines and Zoning Ordinance:

- Q: Add 10' sidewalks in front of MMHS and 5' sidewalks from Flint River Road to Highway 54. Need street lights and school crosswalks.**
- Q: Would like sidewalks on both sides of the road and crosswalks with proper crossing signs and lights. Bike trails are needed.**
- Q: Can we limit billboards and other business signs to street level?**
- Q: Don't want pawn shops, gun shops, or businesses that bring undesirables to the neighborhood.**

Community Concerns and Issues



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- 
- **Walkability**
 - **Safety**
 - **Aesthetics**
 - **Maintaining the suburban character of corridor**

Walkability



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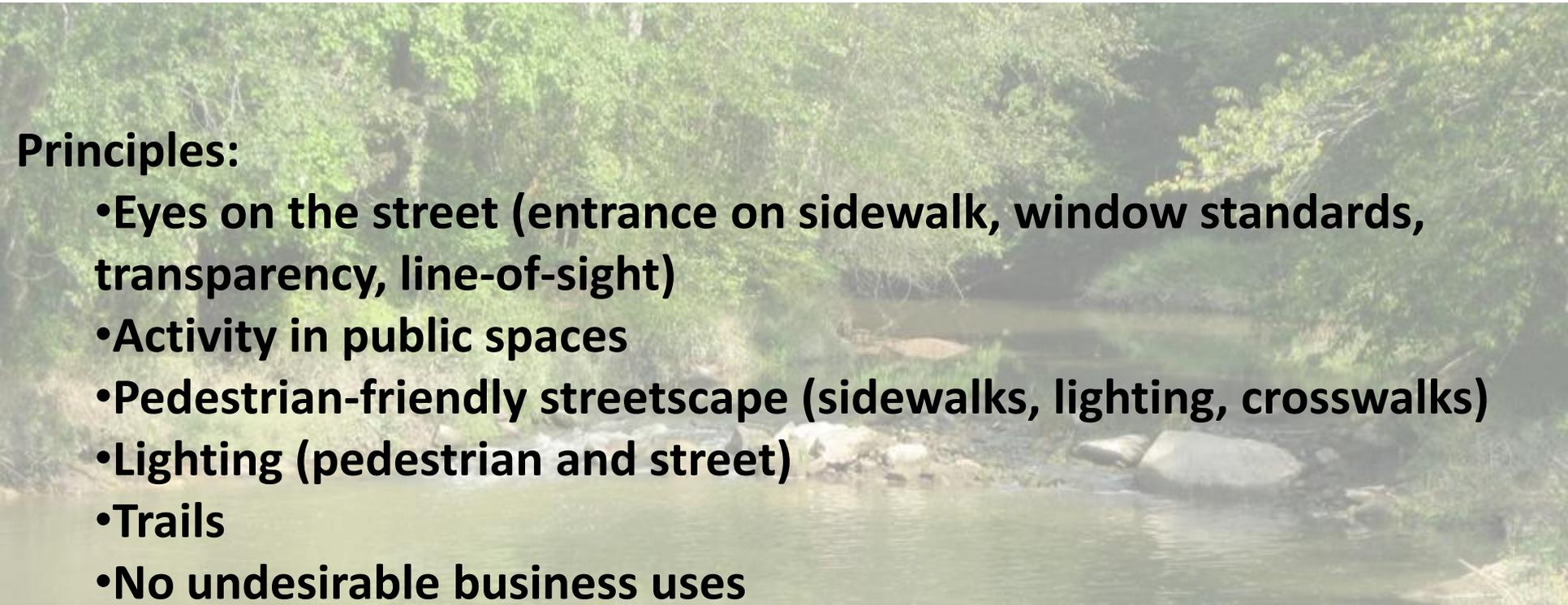
Principles:

- **Streetscape (sidewalks, landscaping, crosswalks, and bike lanes)**
- **Street Furniture (benches, trash receptacles, decorative lighting)**
- **Trails**
- **Pedestrian-friendly buildings (entries that relate to the street)**
- **Human-scale site design**
- **Building Massing and Articulation**
- **Parking**

Safety



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Principles:

- Eyes on the street (entrance on sidewalk, window standards, transparency, line-of-sight)
- Activity in public spaces
- Pedestrian-friendly streetscape (sidewalks, lighting, crosswalks)
- Lighting (pedestrian and street)
- Trails
- No undesirable business uses

Aesthetics



Highway 54 Community Meeting, March 12, 2012

Holistic Principles:

- **Architectural Style**
 - **Color Palette**
 - **Building Materials**
 - **Massing**
 - **Articulation**
- **Landscaping (beautification and screening)**
- **Fences and walls (beautification and screening)**
- **Signs**
- **Lighting**

Character of the Corridor



Highway 54 Community Meeting, March 12, 2012



Principles:

- Streetscape
- Restrictions on business uses
- Architectural styles
- Building Materials
- Protection of natural resources
- Landscaping

Highway 54 Design Guidelines



Highway 54 Community Meeting, March 12, 2012



Design Guidelines and Zoning Ordinance Standards:

- **Application of the Design Guidelines and Zoning Ordinance**
- **Developer Incentives**
- **Public Improvement Standards**
- **Non-Residential Standards**
- **Residential Standards**

Design Guidelines - Application



Highway 54 Community Meeting, March 12, 2012

1. **All new construction;**
2. **Alteration to facades visible from the ROW, public space, or access easement;**
3. **Development applications affecting Landscaping, Façade, Lighting, and Signage;**
and
4. **Additions to existing structures in Multi-Family, Commercial and Mixed-use zoning districts of 20 percent or 5,000 square feet, whichever is less, of the existing floor area within five (5) years of adoption of this Ordinance.**

Public Improvement Standards



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Corridor Characteristics:

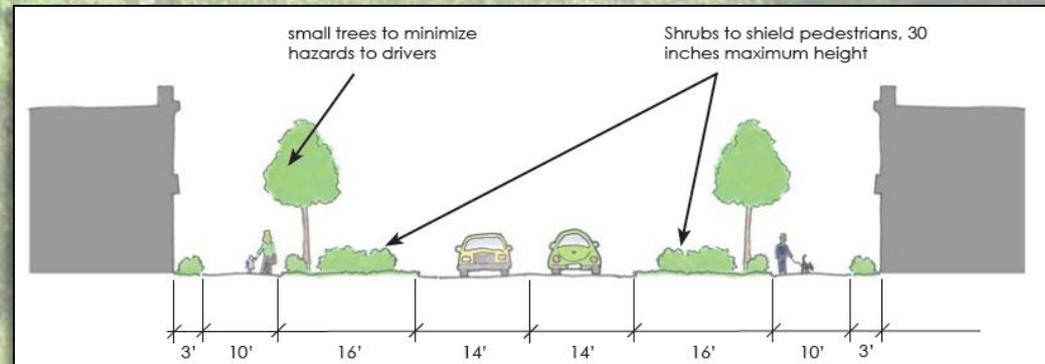
- **2-Lane undivided state highway, with suburban feel**
- **Lack of sidewalks**
- **Lack of bicycle lanes**
- **Lack of crosswalks**
- **Lack of pedestrian and street lighting**
- **Lack of street furniture and landscaping**
- **Lack of multi-use trails**

Public Improvement Standards



Highway 54 Community Meeting, March 12, 2012

- Streets
- Sidewalks
- Pedestrian/School Crosswalks
- Planting Strip/Street Furniture – street trees, benches, trash receptacles
- Street/Pedestrian Lighting



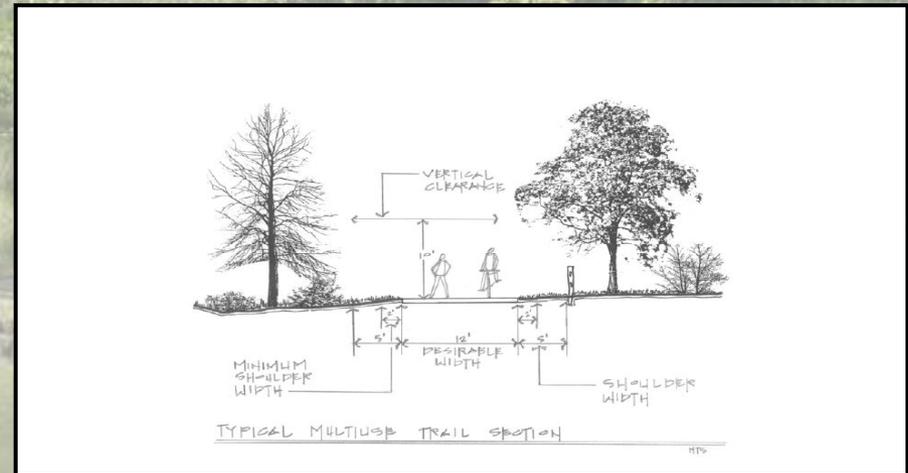
Public Improvement Standards



Highway 54 Community Meeting, March 12, 2012



- **Underground Utilities**
- **Bus Stops and Bus Shelters**
- **Buffer Yards - separation between uses**
- **Multi-Use Trails**
- **Planting List (Trees and Shrubs) – Drought-tolerant and/or native plants**



<p>Acer ginnala Amur Maple</p>		<p>15 – 18 feet</p>	<p>3-8</p>	<p>Excellent tolerance to dry and alkaline soils. One of the most cold-hardy and highly adaptable maples. Variable fall color.</p>
<p>Acer truncatum Shantung Maple</p>		<p>20 – 25 feet</p>	<p>4-8</p>	<p>Tolerant of acid, alkaline and dry soils. Yellow flowers emerge before leaves. Variable fall color. Drought Tolerant</p>

Non-Residential Standards



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Corridor Characteristics:

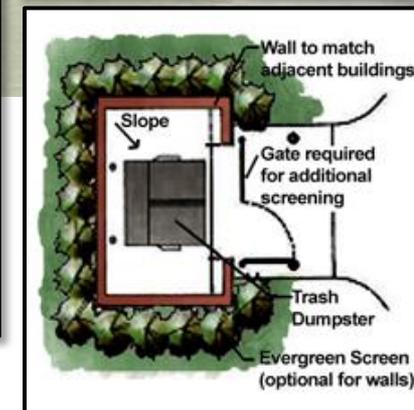
- Small mixed-use node at north end of corridor
- Near significant intersection (Tara Boulevard)
- Nearby undeveloped land makes this an ideal location for a mixed-use neighborhood activity center
- Walkable environment
- Enhanced connectivity
- Lack of neighborhood business uses (grocery store, convenience store, personal care, small restaurant, etc.)

Buildings (Non-Residential)



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- **Quality building materials, architectural details/styles, color palette**
- **Building massing, articulation, and varying heights**
- **Building facades oriented to the ROW - promote a walkable environment**
- **Building Entrances - overhangs and canopies**
- **Screen trash enclosures, utilities, rooftop equipment, and other accessory uses**
- **Window coverage**

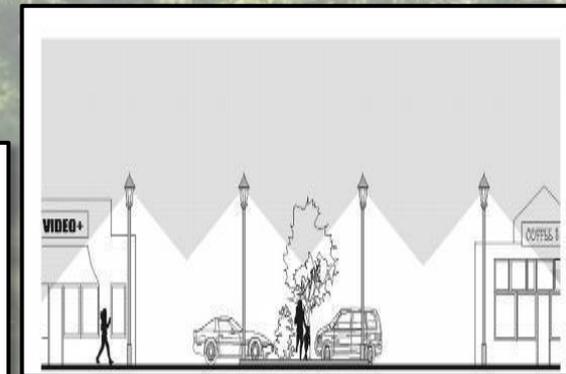
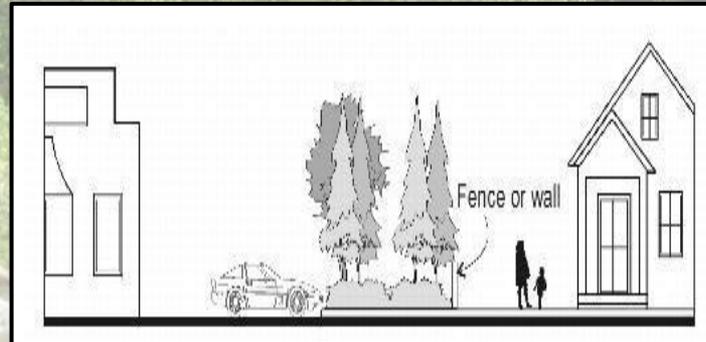
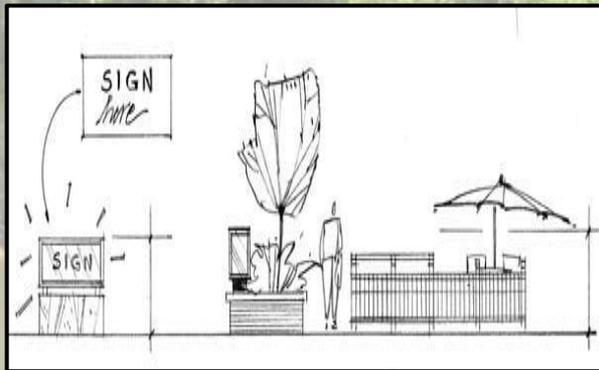


Site Design (Non-Residential)



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- Landscaping – building foundation planting strips
- Decorative fences and walls
- Human-scale signage
- Decorative lighting theme
- Separation of Uses



Parking (Non-Residential)



Highway 54 Community Meeting, March 12, 2012

- **Maximum parking in front of primary building**
- **Boundary landscape strip with low wall or shrubs**
- **Parking islands w/shade trees and shrubs**
- **Pedestrian paths provide connectivity to buildings**
- **Bicycle and motorcycle parking**
- **Lighting**

Surface Parking Standards	
Parking in front	One (1) row, one (1) travel lane, and maximum 25% of required parking
Parking along façade	Maximum 20% of building frontage
Path/Sidewalk	Minimum four (4) feet wide
Landscape Islands	1 per 8 provided spaces, min. 10 feet with 1 tree, 2 shrubs, and ground cover
Boundary Strip	3' - adjacent to access easement and 5' - adjacent to ROW



Other Standards (Non-Res.)



Highway 54 Community Meeting, March 12, 2012

- **Allowable Uses – Only those uses consistent with the Neighborhood Business (NB) zoning district.**

- **Does not allow Package (beer, wine, liquor) Store, Pawn Shop, Gun Store, Bar/Lounge, Night Club, gas stations, Gaming/Arcades, and restaurants with drive-through**

- **Drive-through Uses**

- **Hidden from public view**
- **Noise abatement**



Rehabilitation (Non-Res.)



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- Façade improvements on an existing building that reflect the intent of the design guidelines
- Options include building materials, landscaping, awnings, signs, and other pedestrian-friendly amenities
- Building additions shall meet guidelines and be sympathetic to existing architecture



Residential Standards



Highway 54 Community Meeting, March 12, 2012

Corridor Characteristics:

- **Predominantly residential corridor**
- **Many subdivisions and a few stand alone homes**
- **Subdivision abuts mixed-use property at north end of corridor**
- **Potential impact of proposed road widening on existing residential properties**
- **Potential growth impacts on existing residential properties**
- **Stabilize and protect existing neighborhoods**
- **Balance land use separation issues while encouraging a walkable community**

Single Family Residential



Highway 54 Community Meeting, March 12, 2012

- **Quality building materials**
- **Earth tones, no high contrast colors**
- **Traditional, Colonial, Ranch style architecture**
- **Porch and/or covered entrance**
- **Garages recessed, side-loaded, or at the rear**
- **Variation of architectural features**
- **Sloped roofs**
- **Low fences, walls, and/or hedges**
- **Decorative lighting theme**
- **Architecturally-consistent accessory buildings**
- **Subdivision Entrance Signs**



Single Family Rehabilitation



Highway 54 Community Meeting, March 12, 2012



Improvements consistent with the Corridor:

- Exterior painting
- Landscaping/sod
- Replace windows
- Add front porch/covered entry
- Update driveway and add walkway
- Streetscape – sidewalk, street trees

Multi-Family Residential



Highway 54 Community Meeting, March 12, 2012

- **Quality building materials, mix of Traditional architecture, color palette**
- **Parking Areas – behind buildings**
- **Covered and walk-up entry from street**
- **Porches and balconies**
- **Façade variations using architectural features - pillars, cupolas, bay windows, etc.**
- **Roofline variations with gables, cornices, bracketed eaves, etc.**
- **Window coverage**
- **Low fences, walls, and/or shrubs**
- **Decorative lighting theme**
- **Entrance Sign**



Next Steps in the Process



Highway 54 Community Meeting, March 12, 2012

Formal Review and Adoption (tentative schedule):

- **Legal Review - April 2012**
- **Community Information Meeting - June 2012**
- **Zoning Advisory Group - June 2012**
- **Board of Commissioners - July 2012**

Contacts



Highway 54 Community Meeting, March 12, 2012

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mwoodman@tcfatl.com



In Community Development Office Mon, Tues & Wed

Questions & Answers



Highway 54 Community Meeting, March 12, 2012

