

# CHERRY HILLS DESIGN GUIDELINES

Community Visioning Workshop  
June 20, 2013

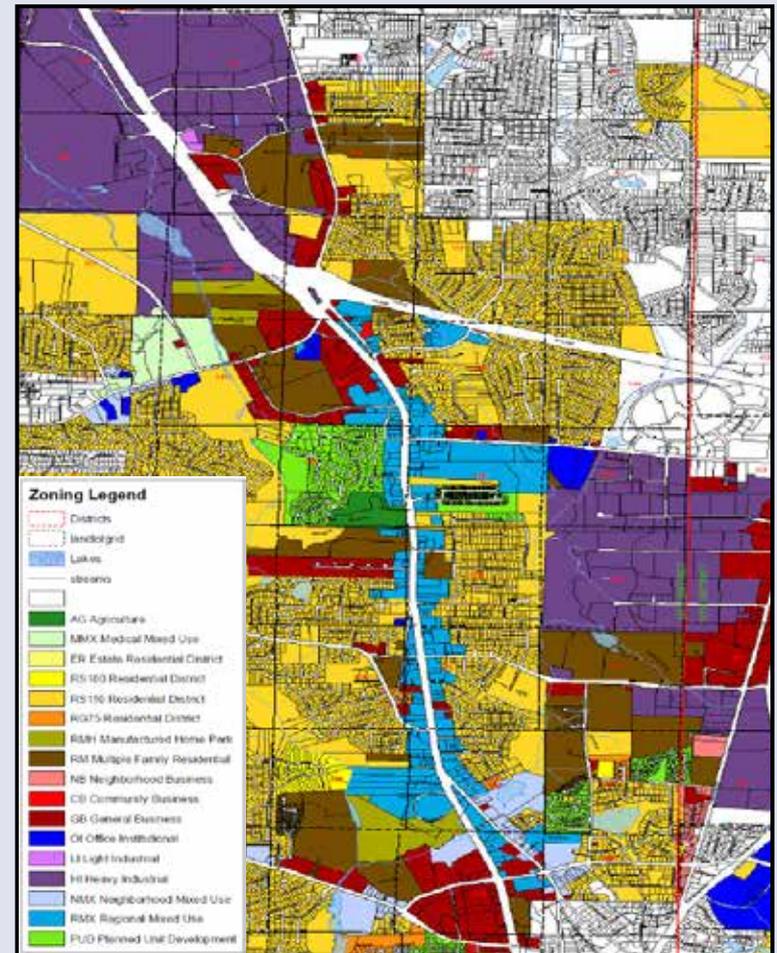
# Why are we here?



- Review existing Cherry Hills Overlay and create a new tool for implementation
- Need input from community
- Want standards to work for community
- Steering Committee helps
  - ✧ Get the word out
  - ✧ Verify we are on the right course
  - ✧ Help review the document

# Zoning and Overlays

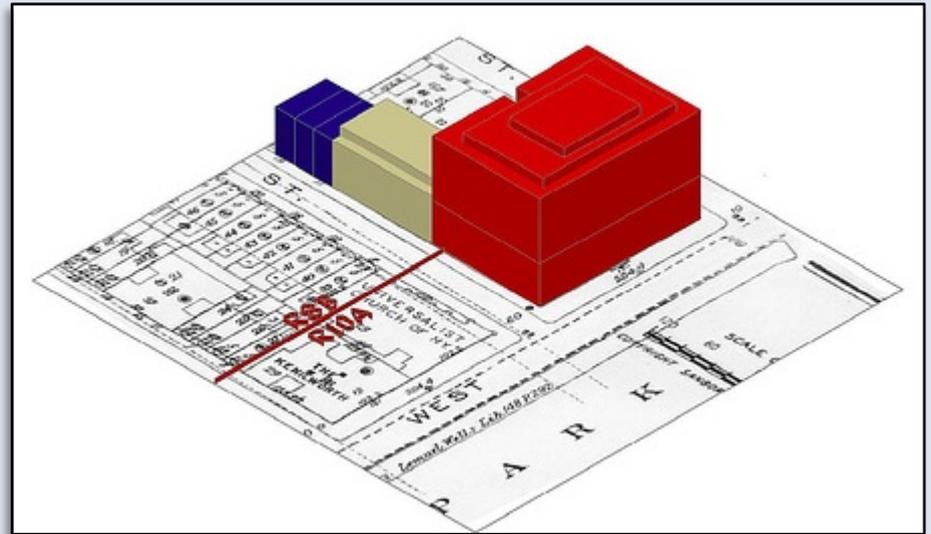
- Zoning is when a community is divided into different land use classifications
- Each land use classification has set development standards and permitted uses for properties in that zone.



# What does zoning regulate?

## Examples of standards:

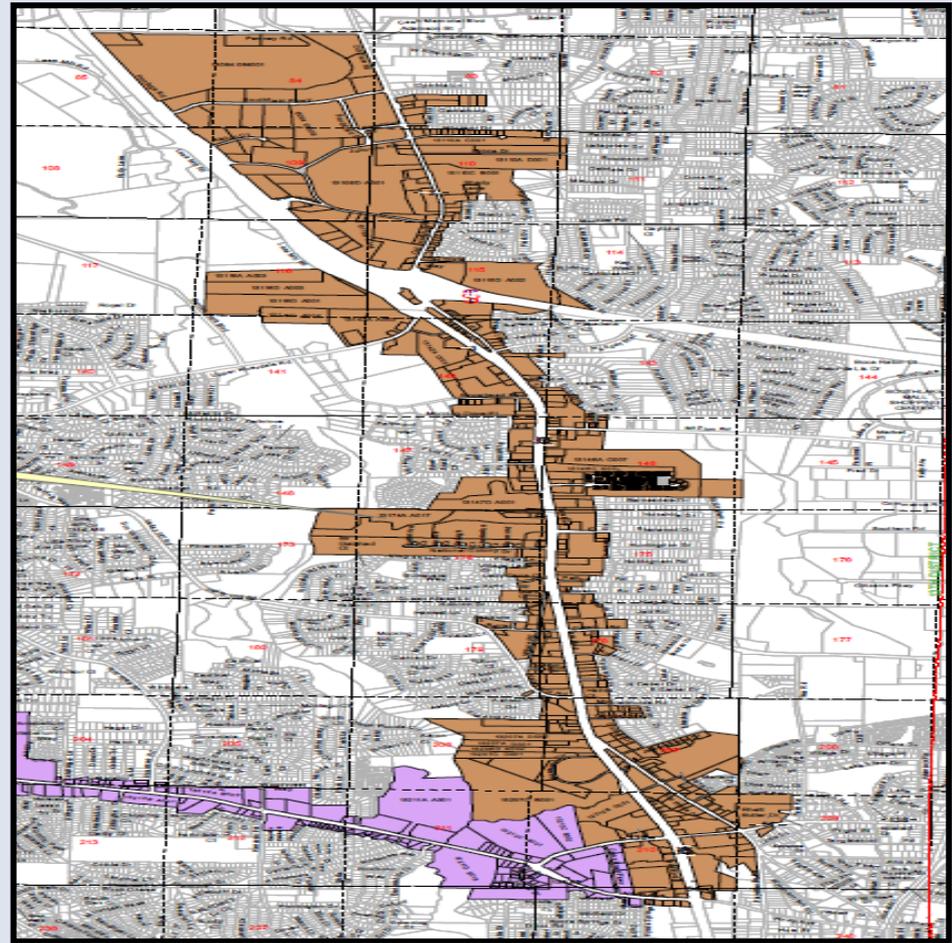
- .. Permitted uses
- .. Building heights
- .. Building setbacks
- .. Minimum lot sizes
- .. Required parking spaces
- .. Landscaping requirements



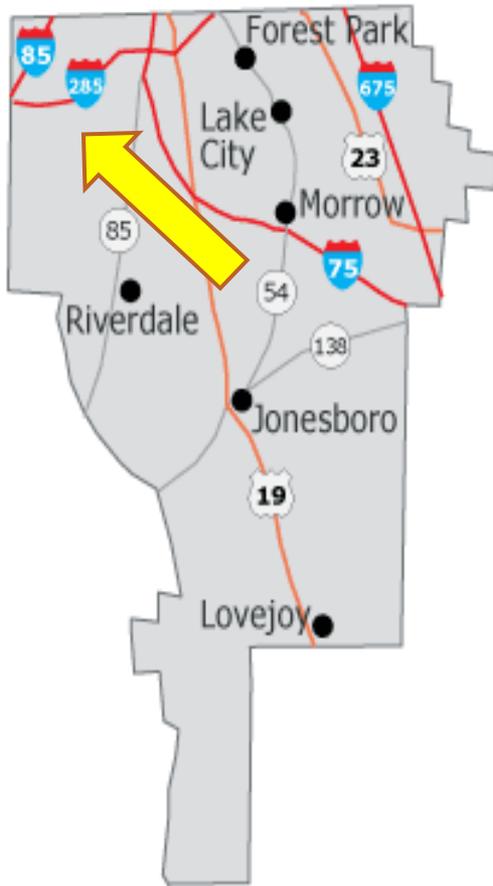


# What is an overlay district?

- Properties within the overlay are subject to additional standards above and beyond their “base” zoning.
- Design Guidelines are frequently adopted for an overlay district.



# Cherry Hills Community Overview



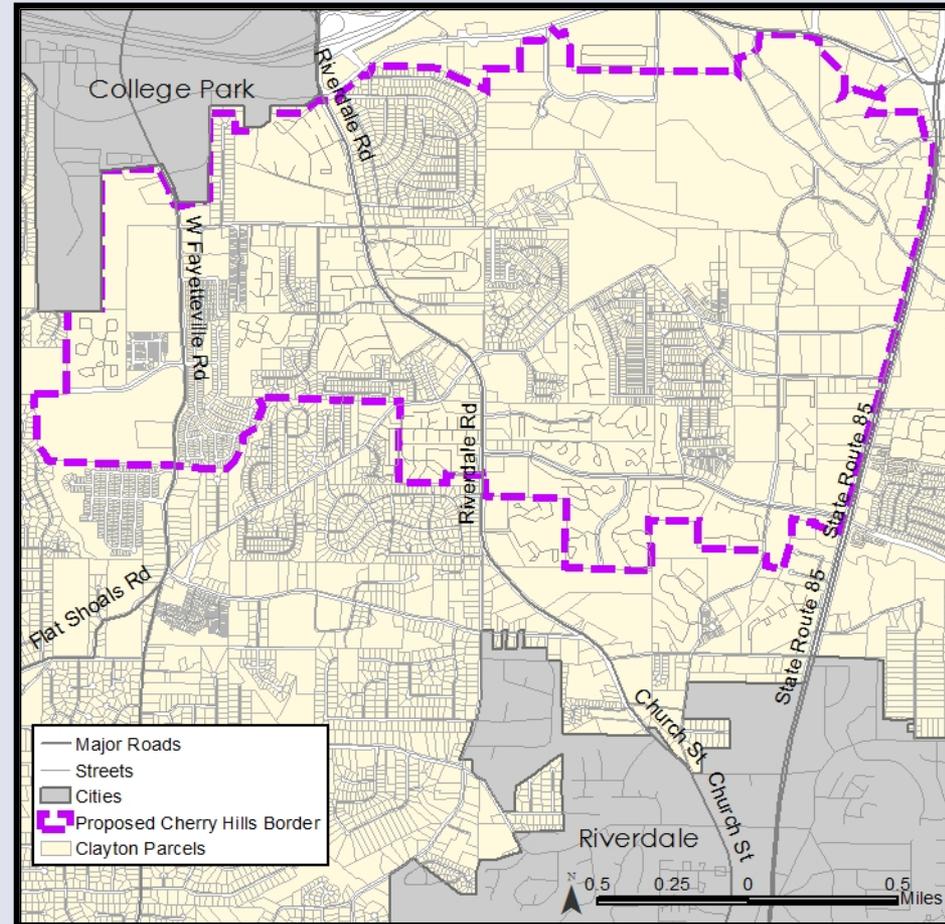
- Area boundaries are roughly Forest Parkway on the north to Garden Walk Blvd/ Flat Shoals on the south
- Close to Cities of College Park, Forest Park, and Riverdale.
- Provides gateway to County from Airport

# Overview of Cherry Hills Overlay

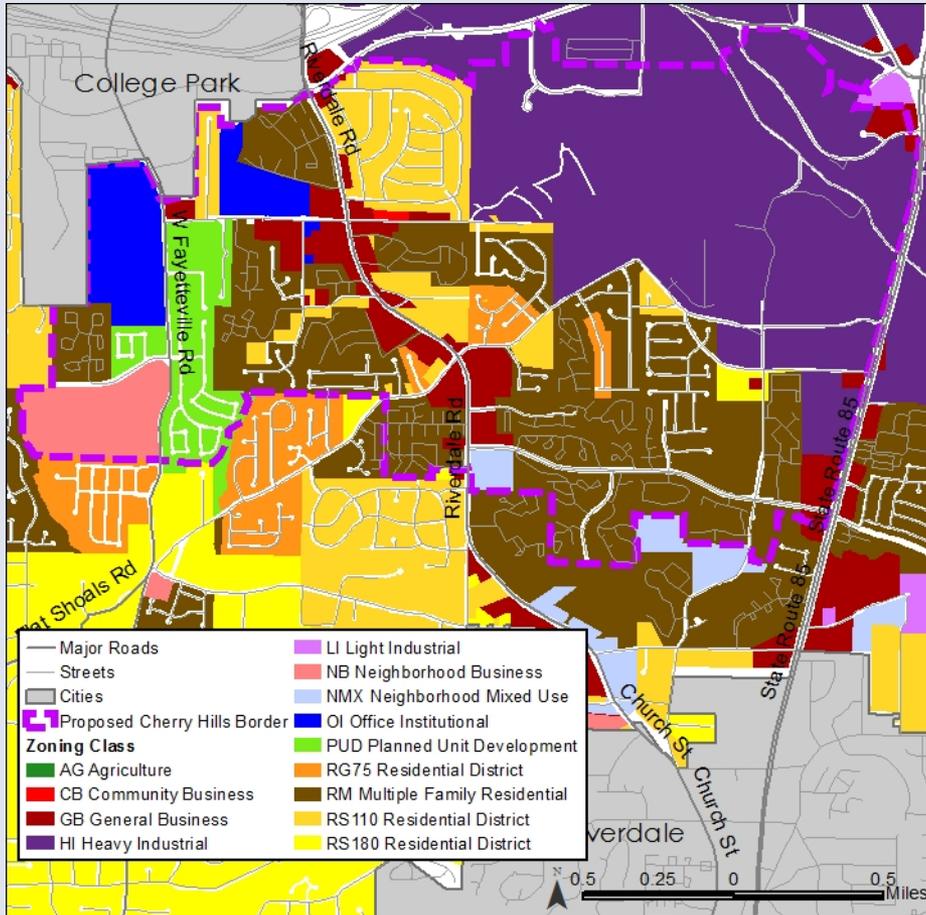
- Cherry Hills Overlay District was adopted in 2008.
- District uses same guidelines as for Tara Boulevard
- Involved changes to the County's Zoning Map and the Zoning Ordinance.
- Missing more detailed Design Guidelines.

# Overview of Cherry Hills Area

- Industrial properties in the Northeast near Airport
- Older single family residential and multi-family to the Northwest
- Commercial /Multi-Family corridors along Riverdale Road and Flat Shoals

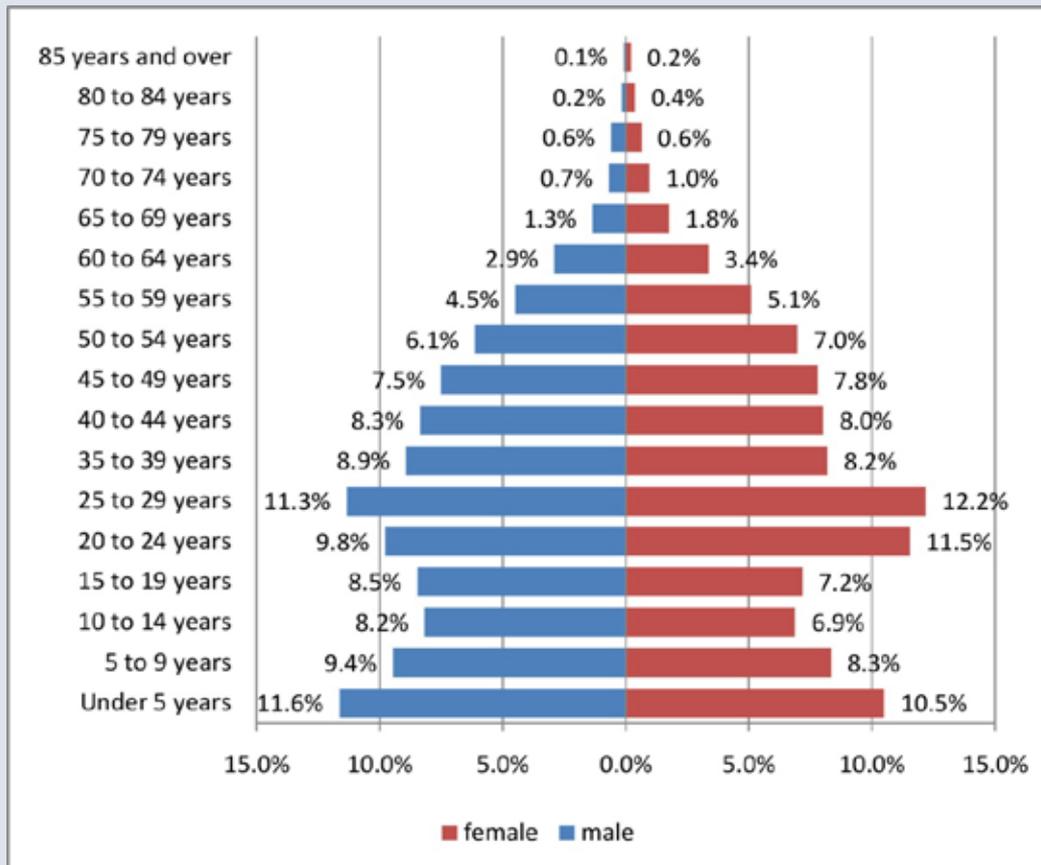


# Zoning



- Heavy Industrial (HI) / Light Industrial (LI)
- Community Business (CB)/ General Business (GB)
- Multiple Family Residential (RM)
- Residential District (RS-110 & RG-75)
- Office/Institutional (OI)
- Planned Unit Development (PUD)
- Neighborhood Mixed Use (NMX)

# Demographic Data



- .. Roughly 21,000 people in the affected census tracts.
- .. Mostly younger
- .. Spike in very young

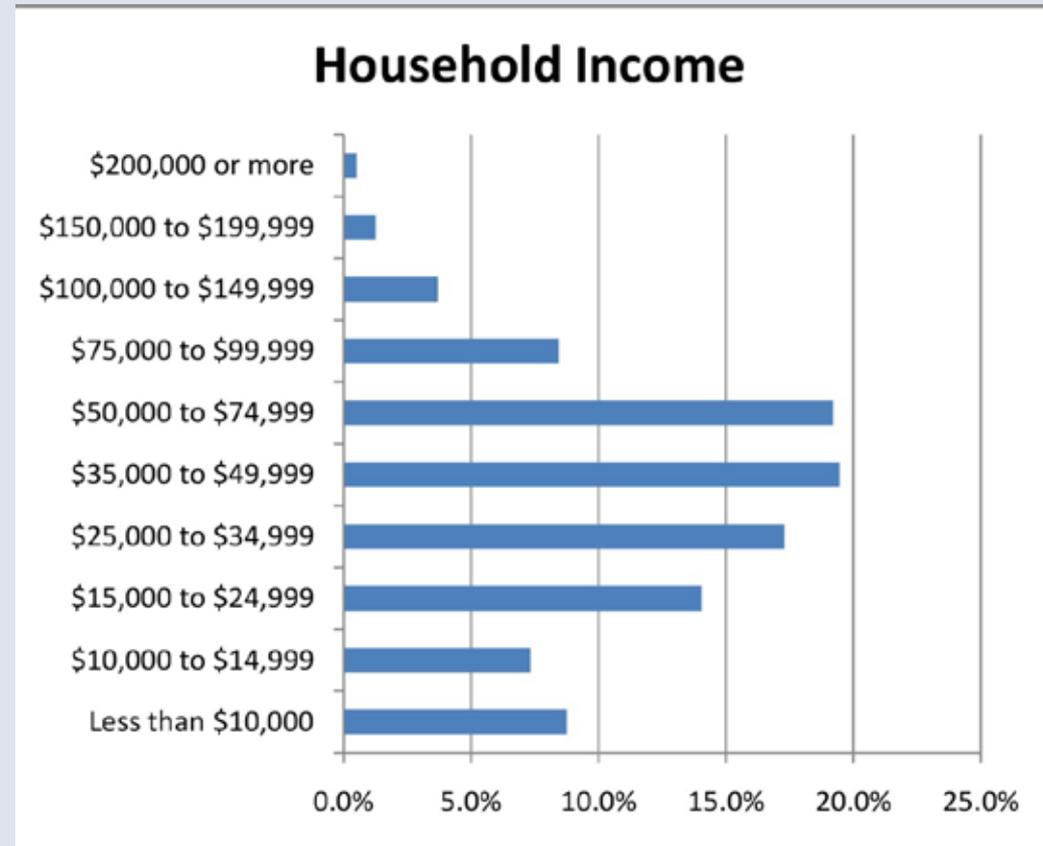
# Housing Data

- .. Just under 11,000 housing units
- .. 75% occupied
- .. Largely a rental area (75.8%)
- .. Only 24.2% owner occupied



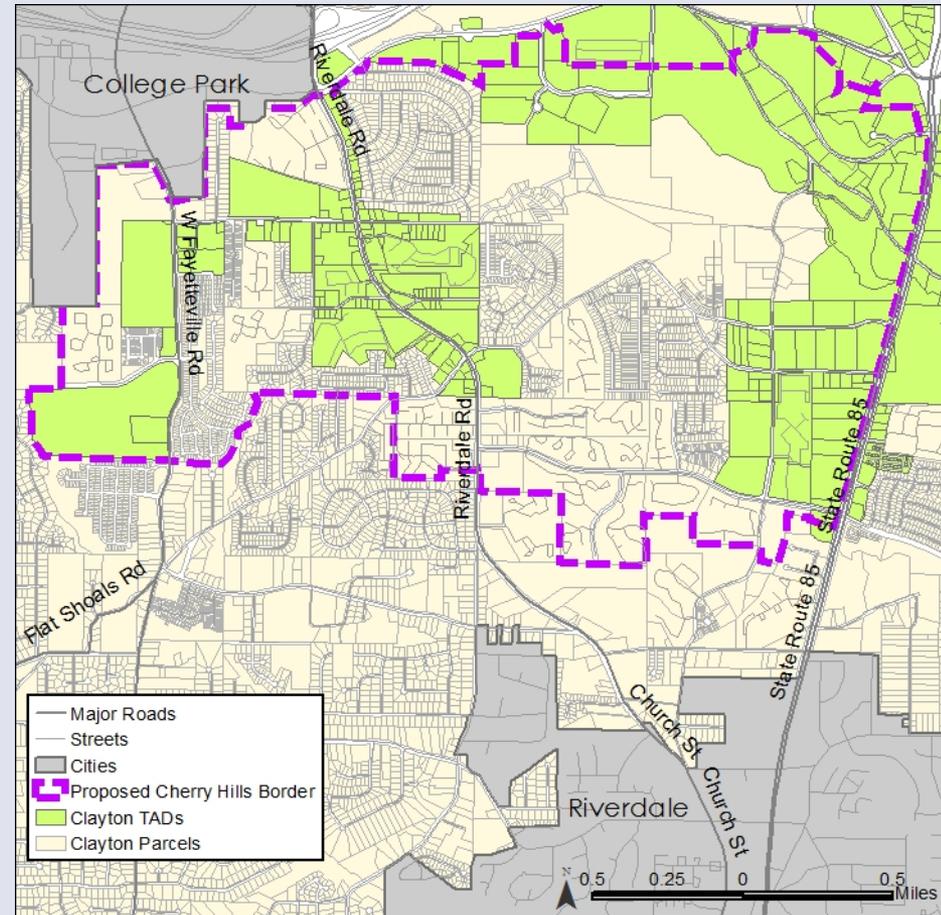
# Economic Data

- .. Lower income area
- .. Largest group  
\$35,000-\$49,000  
a year
- .. Median is roughly  
\$33,000
- .. Lower than County,  
Metro Atlanta, and  
State



# Past Studies

- Northwest Clayton LCI (2004)
- Northwest Clayton Redevelopment Plan (2008)
- Northwest Clayton LCI Update (2011)



# Within the Community

- .. Main commercial strip along Riverdale Road
- .. There is no consistent architectural theme, many buildings are in disrepair or vacant
- .. Heavy industrial uses that pose issues for adjacent uses

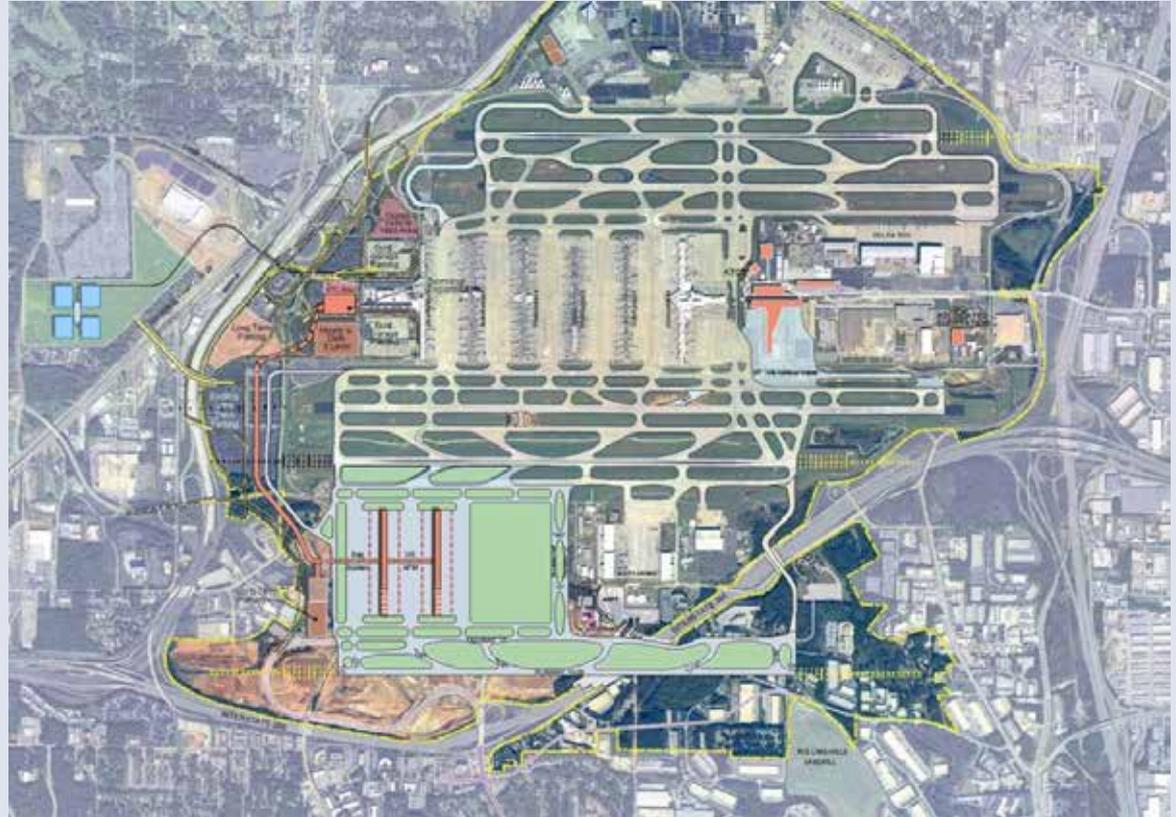


# Within the Community (cont.)

- Lacks pedestrian-friendly, mixed-use development and inter-connectivity between commercial uses & residential areas.
- Candidates for pedestrian-oriented, neighborhood mixed-use development:
  - ✧ Riverdale Road & Norman Drive
  - ✧ W. Fayetteville Road & Norman Drive

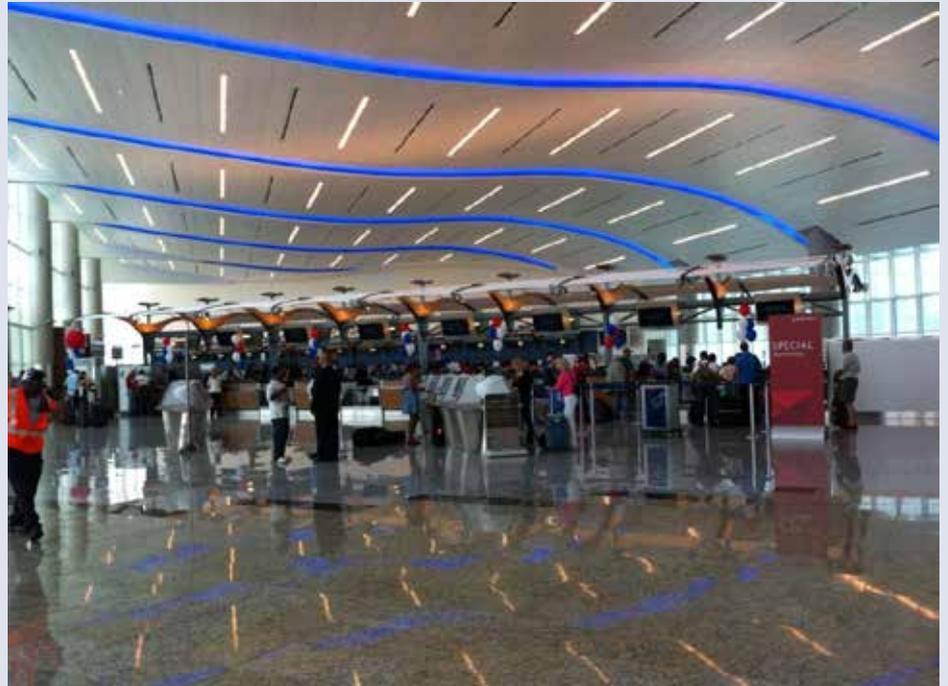
# Surrounding the Community

- ✧ Hartsfield Jackson International Airport
- ✧ Frank Bailey Senior Center
- ✧ Virginia Burton Gray Recreation Center



# Summary

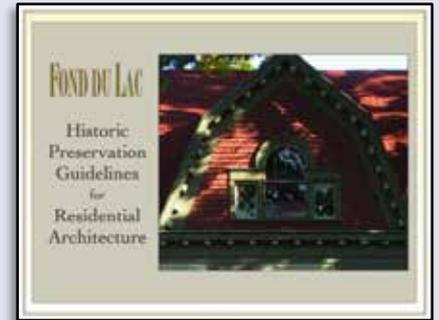
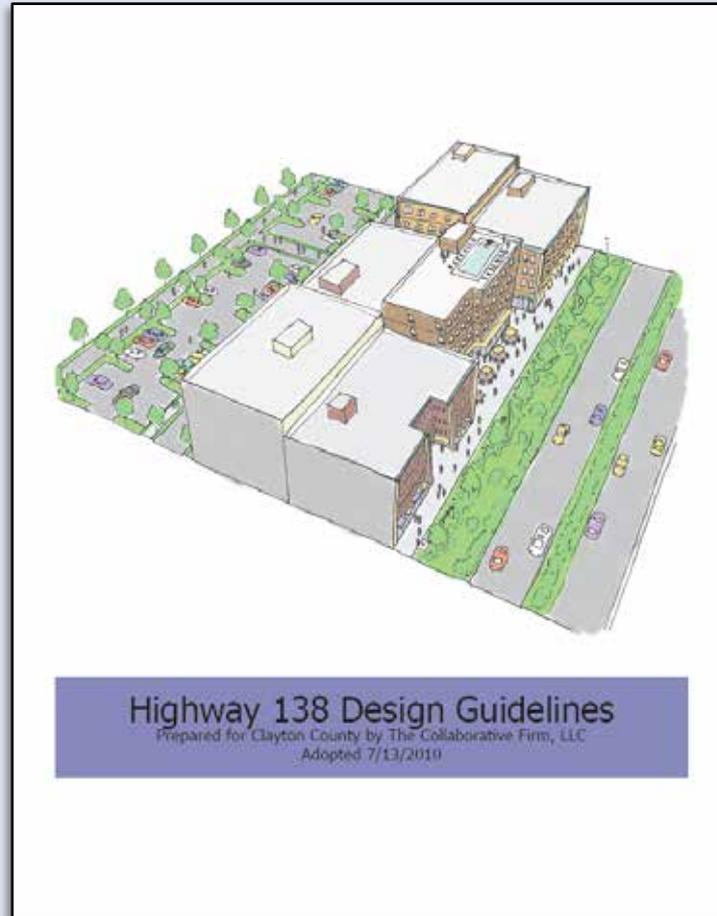
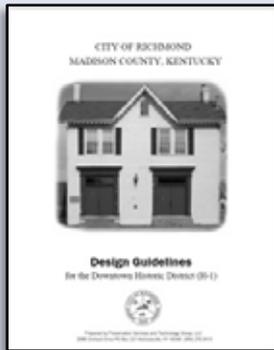
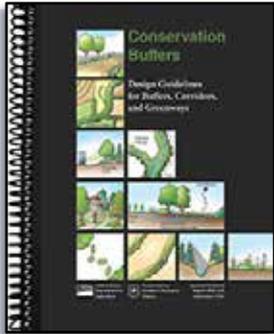
- ✧ Area is underutilized
  - n Vacant properties
  - n Low density
- ✧ LCI and TAD funding
- ✧ Potential for change



# Role of Design Guidelines

- A user-friendly development guidebook
- Typically applies to new development, additions, and changes to building fronts
- This process is driven by developers, private property owners, and infrastructure investment.
- May give higher priority in securing funding for public improvements, such as roads, sidewalks, trails, lighting, etc.
- Sets expectations to:
  - ✘ Help property owners in maximizing the use of their property;
  - ✘ Help developers to create development appropriate for the corridor; and
  - ✘ Assist staff in efficiently reviewing development projects.

# The final product?



# What's Inside: Improvements in rights-of-way

## A. Public Design Standards:

### A.1 Street Zones:

The pedestrian areas should have distinct zones of public space to allow for different uses at the same time.

- Sidewalks:** Sidewalks shall be ADA-compliant cast-in-place, broom finish concrete with troweled joints. Each sidewalk shall be divided into an optional supplemental zone, a clear zone, and a planting strip/furniture zone as shown in Figure 11. Sidewalks must be located along all public streets. Sidewalks and curbs must connect to existing sidewalks in adjacent areas.
- Supplemental Zone (optional):** Areas such as the supplemental zone may be either brick or concrete to match the sidewalk clear zone. The supplemental zone may contain railings, walls, planters, or other devices to guide pedestrians to entryways or to permit level outdoor surfaces for other purposes (See Figure 2 & Figure 3).
- Sidewalk Clear Zone:** The sidewalk clear zone shall be a minimum of 10 feet measured from the planting strip to face of building or edge of the supplemental zone in the area of the building. The clear zone for areas West of Jonesboro shall be a minimum of 6 feet wide. Access easements shall have sidewalk clear zones of at least 5 feet from the edge of the roadway. Areas designated as a sidewalk clear zone shall be unobstructed by any permanent or non-permanent element for a minimum clear height of 7 feet to allow the free flow of pedestrian traffic.
- Planting Strip/Street Furniture Zone:** Located adjacent to the travel lane, street furniture zones shall have a minimum width of 4 feet measured from the outside edge of the curb. Along the planting strip, the sidewalk shall extend a minimum of 30 feet from the curb. The planting strip shall be at least 4 feet wide, due to smaller lot sizes, a zone is provided to accommodate landscaping as well as street furnishings, waste receptacles, bicycle racks, utility poles, fire hydrants, signs, and information kiosks. Other similar items shall be approved by the County Administrator. The furniture zone shall be a minimum of 4 feet from the face of the curb in 35 mph zones and 2 feet in 50 mph zones, to comply with GDOT clear zone rules. Small shrubs may be planted in the clear zone. On all other roads in the overlay, trees and furniture can be placed as close as 2 feet from the face of the curb. Trees and shrubs planted in the planting zone shall be native and/or drought-tolerant to minimize or eliminate the need for irrigation. See page 11 for suggested plants.

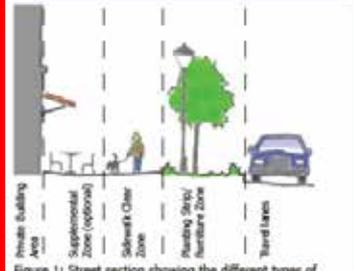


Figure 11: Street section showing the different types of zones.



Figure 12: Outdoor section view of the street and front yard.

### A.2 Sharing Streets:

Streets should allow for adequate travel of both vehicular and pedestrian traffic.

- Roadways:** Auto travel lanes shall be a maximum of 11 feet wide, except along Highway 138 which is subject to GDOT regulations. Bicycle lanes shall be at least 4 feet wide. Street sections shall conform to section diagrams shown. Figure 4 shows a section of Highway 138 East of Jonesboro. Figure 5 shows a detailed section through secondary streets that lead to Highway 138.

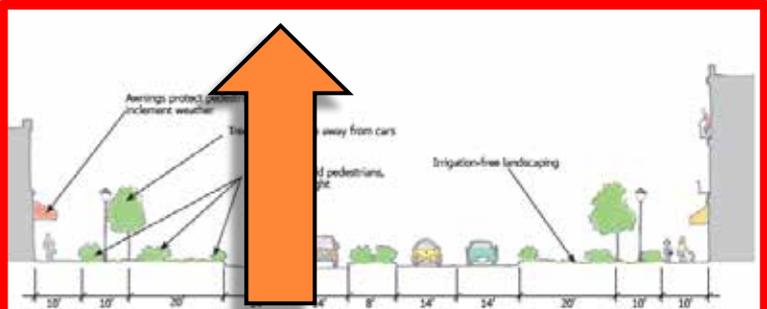


Figure 4: Section of Highway 138 East of Jonesboro



Figure 5: Section of secondary street

DESIGN

TEXT

PHOTOS

# What's Inside: Visualizations of alternatives

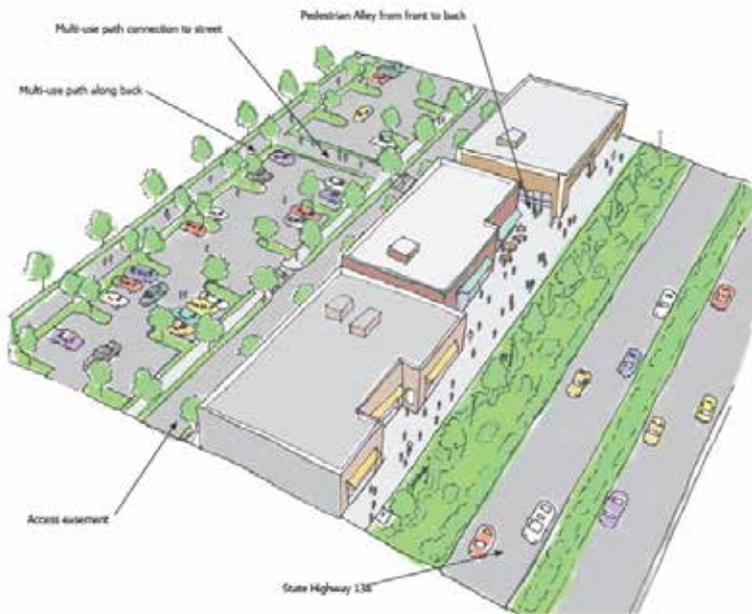


Figure 8: Low-rise development character

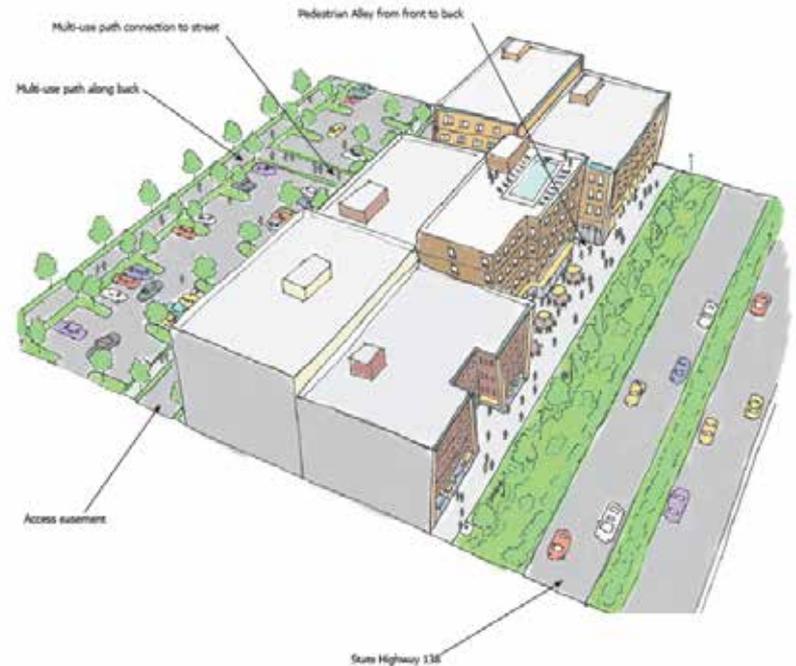


Figure 9: Mid-rise development character

# What's Inside: Trails and Landscaping

## A.7 Multi-Use Trails:

The corridor should provide trails for a variety of different uses and connect with existing neighborhoods.

- Multi-use Trails:** Multi-use Trails are required by the overlay zoning and are intended for bicycles, jogging, dog walking, and other recreational uses as approved by Clayton County. The trails East of Jonesboro shall be constructed of brushed concrete 12 feet wide with a 2 foot aggregate shoulder on both sides, see Figure 19. For trails West of Jonesboro, the concrete lane is reduced to 10 feet in width and the aggregate shoulders should be eliminated. Different examples of multi-use trails can be seen in Figure 20, Figure 21, and Figure 22. Trails must connect to existing trails and should travel along the back edge of the property with connections to the sidewalks adjacent the main road no further than every 1,300 feet apart. Additionally, pathways shall connect to surface parking and parking structure entrances to allow for bicycle access to parking. Commercial and Mixed-use developments are encouraged to make enhanced connections to the trails and are forbidden from erecting privacy fences immediately adjacent to the trail.
- Connections in Challenging Areas:** Due to smaller lot sizes in the areas West of Jonesboro and the build out condition of the areas East of I-75, only larger publicly accessible areas such as commercial centers and public buildings are required to connect to the overall trail system in these areas. A final determination about which properties require a trail connection shall be made by the zoning administrator. Other areas are encouraged to build connecting trails, but they are not compulsory.



Figure 19: Section of multi-use path for areas East of Jonesboro



Figure 20: An example of a multi-use path with ample landscaping



Figure 21: An example of a multi-use path through an existing neighborhood



Figure 22: An example of a multi-use trail between two pieces of property

## A.8 Landscaping:

Landscaping should use beautiful hardy plants to provide a pleasing low-maintenance environment.

- Trees:** The following pages provide a list of acceptable drought-tolerant and/or native trees for public landscaping in the Highway 138 overlay area.

| Latin Name, Common Name               | Picture | Height at Maturity | Zone  | Comments  |
|---------------------------------------|---------|--------------------|-------|---|
| Acer buergerianum<br>Trident Maple    |         | 20-25 feet         | 5-8   | Withstands drought and infertile soils and various temperatures. Exfoliating bark is quite striking, coloring gray, orange, and brown. Yellow and red in fall.      |
| Acer campestre<br>Hedge Maple         |         | 25-35 feet         | 5a-6b | Tolerates wide range of conditions including high soil pH and drought. Relatively pest-free. Moderate-good soil salt tolerance. Yellowish leaves drop late in fall. |
| Acer ginnala<br>Amur Maple            |         | 15-18 feet         | 3-8   | Excellent tolerance to dry and alkaline soils. One of the most cold hardy and highly adaptable maples. Variable fall color.   |
| Acer truncatum<br>Shantung Maple      |         | 20-25 feet         | 4-8   | Tolerant of acid, alkaline and dry soils. Yellow flowers emerge before leaves. Variable fall color. Drought Tolerant  |
| Cornus mas<br>Corneliancherry Dogwood |         | 20-25 feet         | 4-8   | Tolerates acid and high pH, as well as heavy clay soils, better than any dogwood. Bright yellow flowers in March and cherry-red fruit in June and July.             |

# What's Inside: Architectural Standards

## C. Building Design Standards

### C.1 Building Faces:

The facade of the building is its public face and should interact well with the street.

- Building façade line:** At least 75% of building façades on first floors shall align with the minimum setback or be within 15 feet of the setback, as shown in Figures 44. Any story above the first story may be set back another 5 feet from the façade. Overhangs and canopies are not counted in building façade line determination. Permanent structures other than buildings, such as ATMs and similar elements, shall not be located no closer to the street than the adjacent building façade lines. Buildings should match or complement existing setbacks while also providing variation in the building line, see Figure 45. Buildings on the West side of Jonesboro adjacent to developments that preceded the passage of the overlay may build a maximum of 20 feet from the line of the existing facade to reduce excessive variation.



Figure 43: Building facades should address the street and create a pleasing environment



Figure 44: Building facades should be close to the front setback line to promote a more walkable environment

### C.5 Building Articulation:

Buildings should have variation in their facade to provide visual interest and not look like a solid block.

- Minimum Façade height:** Facades on arterial and collector roads shall be a minimum of 18 feet high.
- Vertical Articulation:** Street-facing building facades shall be horizontally divided at least every third floor using architectural means such as string courses (Figure 56), recesses (Figure 57), reveals (Figure 58) or the like. There must be at least one horizontal division on every building façade.
- Horizontal Articulation:** Street-facing building facades shall also be vertically divided utilizing major and minor articulations to create visual interest and avoid monotony. Major articulations shall occur at least every 60 feet of horizontal façade length and may be accomplished through: a change of façade materials extending from grade through the cornice; physical offsets (Figure 59); and/or similar means intended to convey the impression of separate buildings. Minor articulations shall occur approximately every 30 feet of horizontal façade length and may be accomplished by: the use of pilasters (Figure 60); the use of smaller offsets; or similar means intended to create the appearance of structural bays.



Figure 56: Examples of a string course



Figure 57: Example of a recess



Figure 59: Example of a physical offset



Figure 58: Example of a reveal



Figure 60: Example of a pilaster

# What's Inside: Building Materials & Finishes

## C.6 Building Materials:

The materials for buildings should be durable materials that are aesthetically pleasing.

- Building Finish Materials:** Each building or accessory structure facade shall have an exterior finish of no less than two and no more than three of the acceptable materials listed in Figure 61, visual examples can be seen in Figure 62. Deeply tinted or mirrored glass is not permitted. If tinted glazing is used, light tints in shades of green, grey, or blue are recommended. Other building materials may be permitted along the corridor if included as part of a building system or assembly designed to improve building energy and/or environmental performance, or to limit adverse impacts of the building on the environment, or to limit airborne pollutants from the building.

|           | Allowed Materials           | Disallowed Materials                      |
|-----------|-----------------------------|---|
| Mixed-Use | Exterior brick              | Concrete masonry units (CMU)              |
|           | Cementitious stucco         | Medium density fiberboard (MDF)           |
|           | Stone                       | Plywood                                   |
|           | Architectural cast concrete | Exterior Insulation Finish Systems (EIFS) |
|           | Fiber cement board          | Metal siding                              |
|           | Decorative terra-cotta      | Vinyl siding                              |
|           | Clear glass panels          | Lightweight metal canopies                |

Figure 61: Table of acceptable materials for Highway 138 corridor



Figure 62: Samples of acceptable materials to show different textures

## C.7 Color Palette:

The colors for buildings should harmonize.

- Color Palette:** The color of structures along the corridor should match the palette shown in Figure 63 and Figure 64.

Exterior building walls, component, sign structures, accent and decorative elements

Accent and decorative elements only

### Browns, Beiges and Tans



### Greens



Figure 63: Color Palette along with Pantone matching system numbers

# Much has already been done for the Cherry Hills Area

## Current Overlay Addresses:

- Procedures for development
- Architectural standards
- Signs
- Parking
- Landscaping



**C.5 Building Articulation:**  
Buildings should have variations in their facade to provide visual interest and not look like a solid block.

- **Minimum Facade Height:** Facades on arterial and collector roads shall be a minimum of 25 feet high.
- **Vertical Articulation:** Street-facing building facades shall be horizontally divided at least every third floor using architectural means such as string courses (Figure 54), recesses (Figure 57), reveals (Figure 58) or the like. There must be at least one horizontal division on every building facade.
- **Horizontal Articulation:** Street-facing building facades shall also be vertically divided utilizing major and minor articulations to create visual interest and avoid monotony. Major articulations shall occur at least every 60 feet of horizontal facade length and may be accomplished through: a change of facade materials extending three stories through the cornice; physical offsets (Figure 59); and/or similar means intended to carry the impression of separate buildings. Minor articulations shall occur approximately every 30 feet of horizontal facade length and may be accomplished by the use of pilasters (Figure 60); the use of smaller offsets or similar means intended to create the appearance of structural bays.

Figure 54: Example of a string course

Figure 57: Example of a recess

Figure 58: Example of a reveal

Figure 59: Example of a physical offset

Figure 60: Example of a pilaster

Highway 138 Design Guidelines Building Design Standards  
Page 29



# Some overlay specifics include:

- Approved list of building materials and colors
- Architectural features and materials must vary every 100 feet.
- Loading area location and screening requirements
- Allow for reductions in required parking spaces
- Parking lot location and screening requirements
- Landscape buffers between neighboring uses
- Quality materials for signs
- Requirements for freestanding signs (monument style)

# Next steps

- **Draft Work** (July/August)
  - ✧ Guidelines
  - ✧ Zoning Text amendments
  - ✧ Zoning Map modifications, if any
- **Steering Committee Meeting #2** (late August)
- **Community Meeting #2** (September)
- **Formal Review** (September/October)
  - ✧ Community Information Meeting
  - ✧ Zoning Advisory Group
  - ✧ Board of Commissioners

# Contacts

## Kc M. Krzic

Planning and Zoning Administrator  
Clayton County Community Development  
770-477-3678  
kc.krzic@co.clayton.ga.us



## Alex Fite-Wassilak, AICP

Planning Consultant  
404-684-7031  
afitewassilak@tcfatl.com

