

Highway 138 Design Guidelines

Prepared for Clayton County by The Collaborative Firm, LLC

Adopted 7/13/2010

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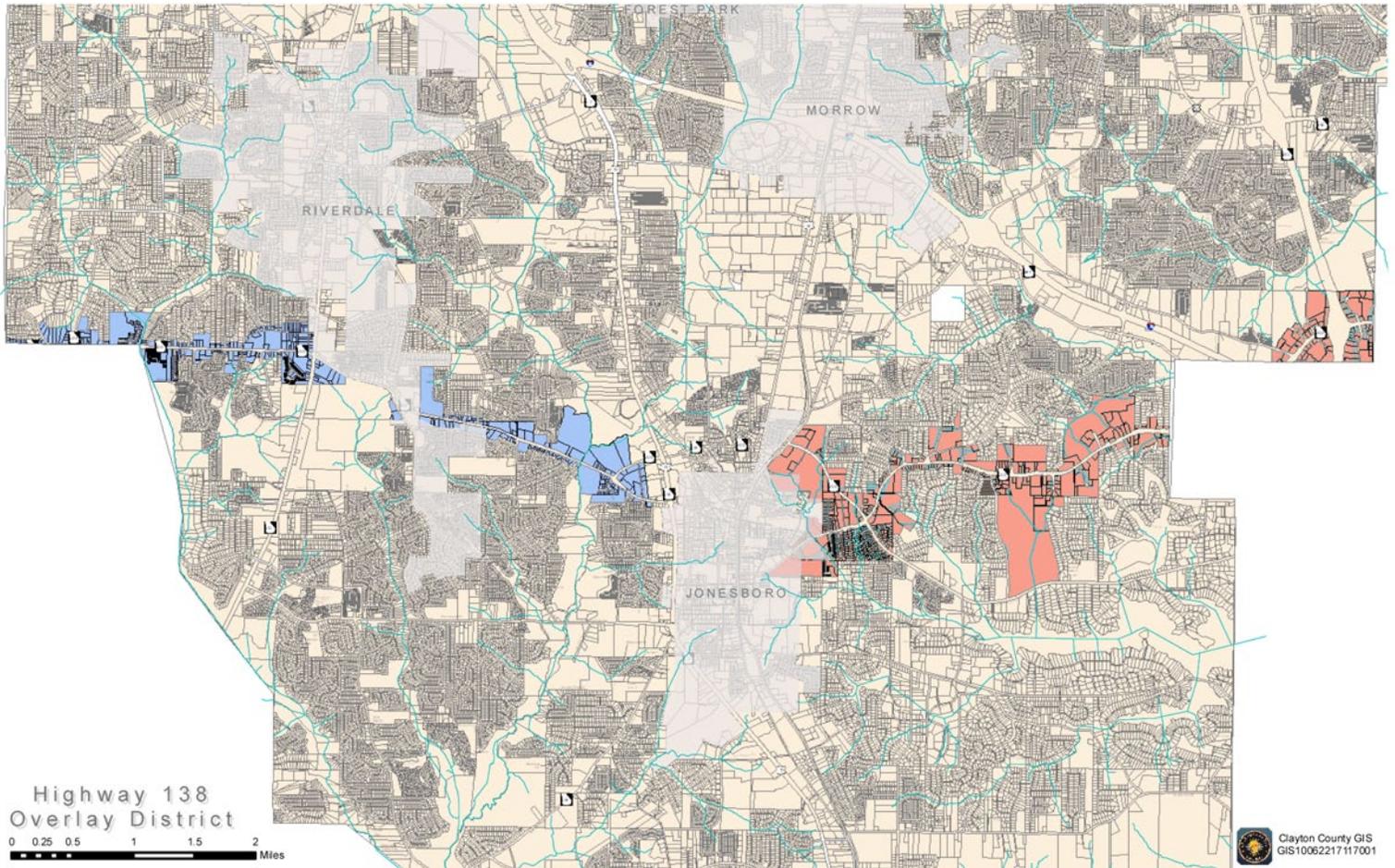
Purpose

The purpose of the Highway 138 Design Guidelines is to provide for quality development, while creating a sense of place along Highway 138, a critical corridor in Clayton County.

Intent

The Highway 138 Design Guidelines are intended to supplement the Highway 138 Overlay District, established in Article Four: Special Districts of Clayton County's Zoning Ordinance, amended July 24, 2008. More specifically, the Highway 138 Design Guidelines are intended to:

- ◇ Enhance standards for quality development along the Highway 138 corridor;
- ◇ Promote innovative, mixed-use developments in a more pedestrian-friendly and interactive environment;
- ◇ Provide consistent standards for the public realm along Highway 138, including sidewalks, streetscaping, lighting, and street furniture;
- ◇ Establish a high standard for aesthetically pleasing development that is compatible with the surrounding neighborhoods; and
- ◇ Encourage accessibility for both vehicles and pedestrians.



Map showing the parcels to which the Highway 138 Design Guidelines apply. The light blue areas are hereafter referred to as the area West of Jonesboro, those in red are referred to as the area East of Jonesboro

Glossary:

◇ **Articulation:** The revealing of how parts of the building fit into the whole by emphasizing each individual part. Commonly this effect can be accomplished through the use of physical offsets, material changes, architectural details, among many other techniques.



Cheek wall

◇ **Cheek walls:** A wall that is adjacent and connected to a stairwell.

◇ **Cornice:** A horizontal molded projection that is located at the very top of a building or wall.



Cornice

◇ **Façade:** The plane of the building that faces a public right-of-way, very important for determining the character of the urban space around it.

◇ **Luminaire:** A lighting fixture complete with a light source, a reflector for directing the light, an opening for light to pass through, an outer shell for protection, and a connection to a source of power.



Luminaire

◇ **Offset:** A ledge or recess in a wall formed by an adjacent reduction in thickness.

◇ **Orthogonal:** A condition of geometry where all the lines are perpendicular to one another, i.e. there are no diagonal lines.

◇ **Pilaster:** A column built into or applied to the face of a wall so that it projects slightly. Pilasters are often used in a decorative fashion.



Reveal

◇ **Public Right-of-way or ROW:** A publicly-owned strip of land set aside for transportation that encompasses public roadways as well as sidewalks and public space adjacent to those roadways.

◇ **Reveal:** A narrow opening, often between two architectural elements, on the surface of a wall showing the wall's thickness.



String course

◇ **Street furniture:** A collective term for objects installed on public sections of streets and roads for a variety of purposes, including benches, bike racks, mail boxes, street lamps, traffic lights, traffic signs, bus stops, taxi stands, recycling bins, and waste receptacles.

◇ **String course:** A continuous horizontal band of building material, usually along a wall.



Pilaster

◇ **Structural bay:** An architectural unit defined as the area between the outside edges of two columns, pilasters, or other vertical elements.



Structural bay

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 finished concrete with troweled joints. Each sidewalk shall be subdivided into an optional supplemental zone, a clear zone, and a planting strip/furniture zone as shown in Figure 1. Sidewalks must be located along all public streets. All commercial area sidewalks must connect to existing sidewalks in residential areas.
- Supplemental Zone (optional):** Areas designated as the supplemental zone can either be broom finished concrete to match the sidewalk clear zone or used by adjacent property owners for outdoor activities and seating as well as building entrances. The supplemental zone may contain railings, cheek walls, planters, or other devices to guide pedestrians to entryways or to permit level outdoor surfaces for dining or other purposes (See Figure 2 & Figure 3)
- Sidewalk Clear Zone:** The sidewalk clear zone shall be a minimum of 10 feet wide (measured from the planting strip to face of building or edge of the supplemental zone) in the area East of Jonesboro. 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 on either side of the roadway. Areas designated as a sidewalk clear zone shall be unobstructed by any permanent or nonpermanent element for a minimum clear height of 8 feet to allow the free flow of pedestrian traffic.
- Planting Strip/Street Furniture Zone:** Located adjacent to the travel lanes of local streets along the East side of Jonesboro, the street furniture zone shall have a minimum width of 6 feet as measured from the outside edge of the curb. Along Highway 138 East of Jonesboro the planting strip should extend to 30 feet in width. In areas West of Jonesboro the planting strip shall be at least 4 feet wide, due to smaller lot sizes. This zone is provided to accommodate trees and landscaping as well as street furniture, waste receptacles, bicycle racks, utility poles, fire hydrants, traffic signs, bus shelters, public information kiosks and other similar items as approved by the County. Along Highway 138, no tree or piece of furniture in the furniture zone shall be closer than 20 feet from the face to the curb in 45 mph zones and 22 feet in 50 mph zones, to comply with GDOT clear zone rules. Small shrubs are permitted in the clear zone. On all other roads in the overlay, trees and furniture can be placed as close as 4 feet from the face of the curb. Trees and shrubs planted in the landscaping zone shall be native and/or drought-tolerant to minimize or eliminate the need for irrigation, see section A.8 on page 11 for suggested plants.

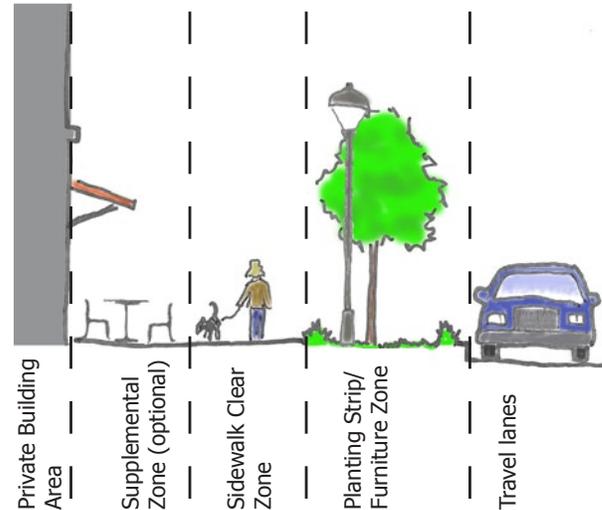


Figure 1: Street section showing the different types of zones



Figure 2: Outdoor dining creates pedestrian activity and interest



Figure 3: Outdoor seating starts at the street and flows to an interior courtyard

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.

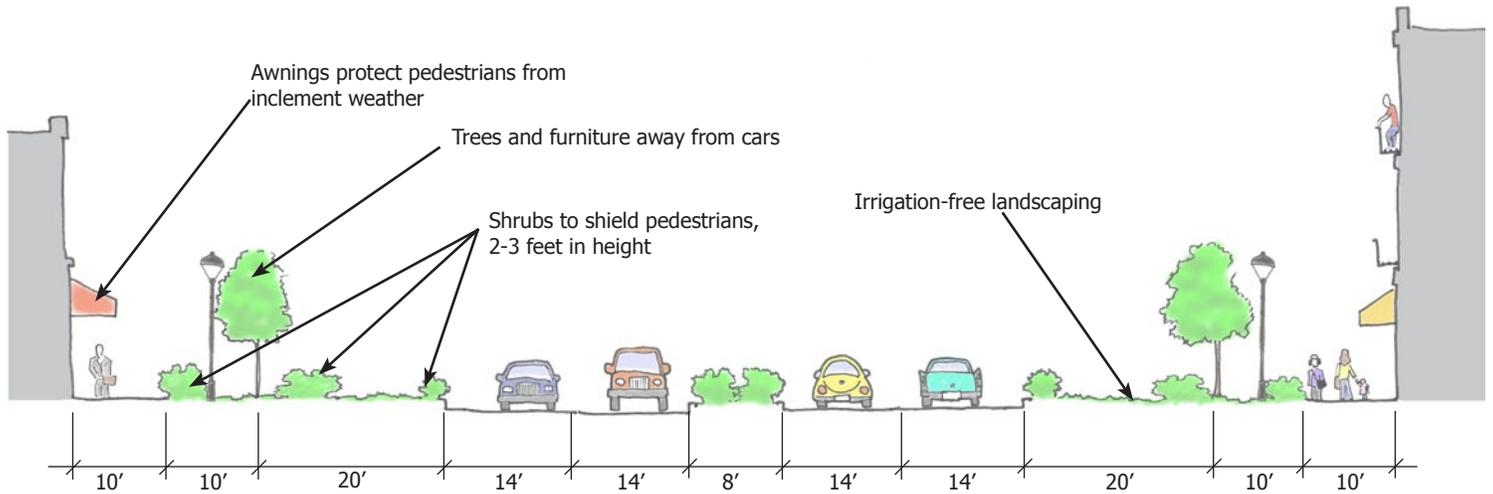


Figure 4: Section of Highway 138 East of Jonesboro

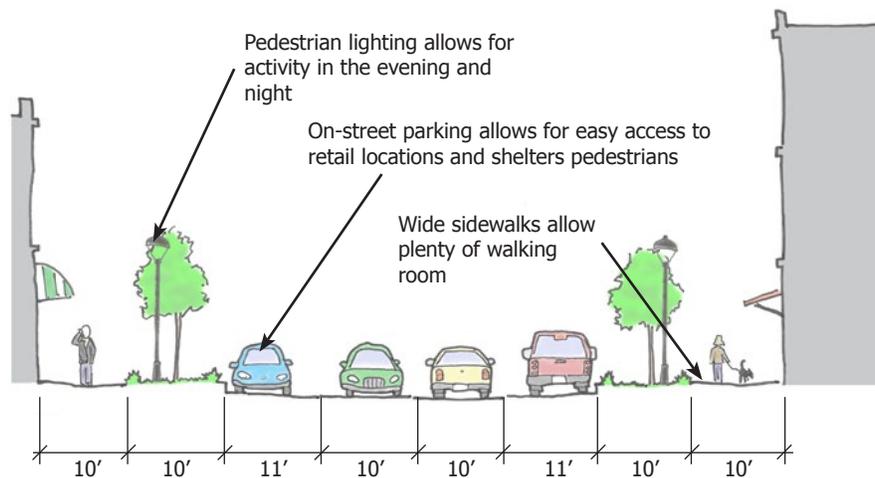


Figure 5: Section of secondary street

- Roadways:** Figure 6 shows an access easement which demonstrates the streets behind newer developments along Highway 138. Figure 7 shows the section of Highway 138 for the areas West of Jonesboro. The left-hand side of the figure shows an adaptation of existing developments, while the right-hand side of the figure shows a complete new development. Figure 8 on page 4 shows the character of development that may occur at a lower density, Figure 9 on page 5 shows a higher density use.

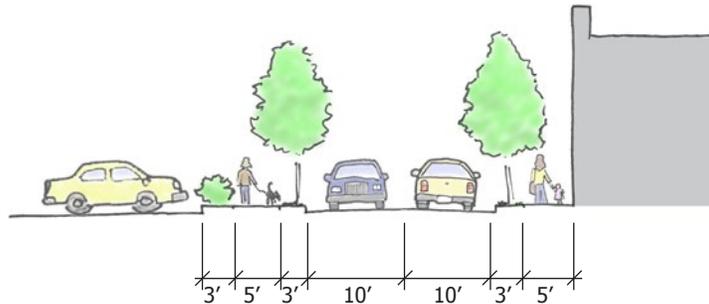


Figure 6: Section of an access easement

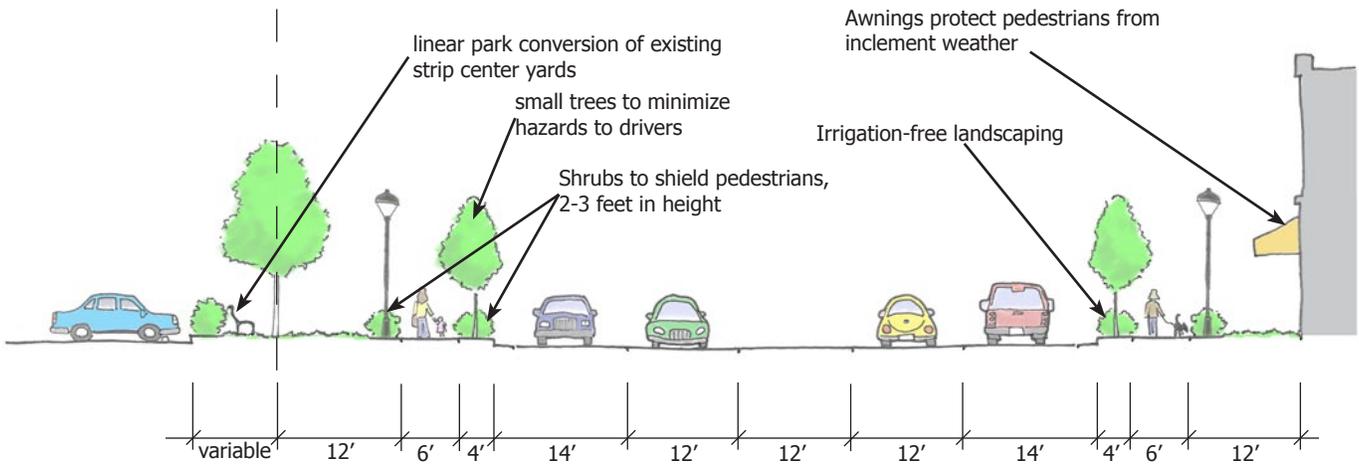


Figure 7: Section of Highway 138 West of Jonesboro

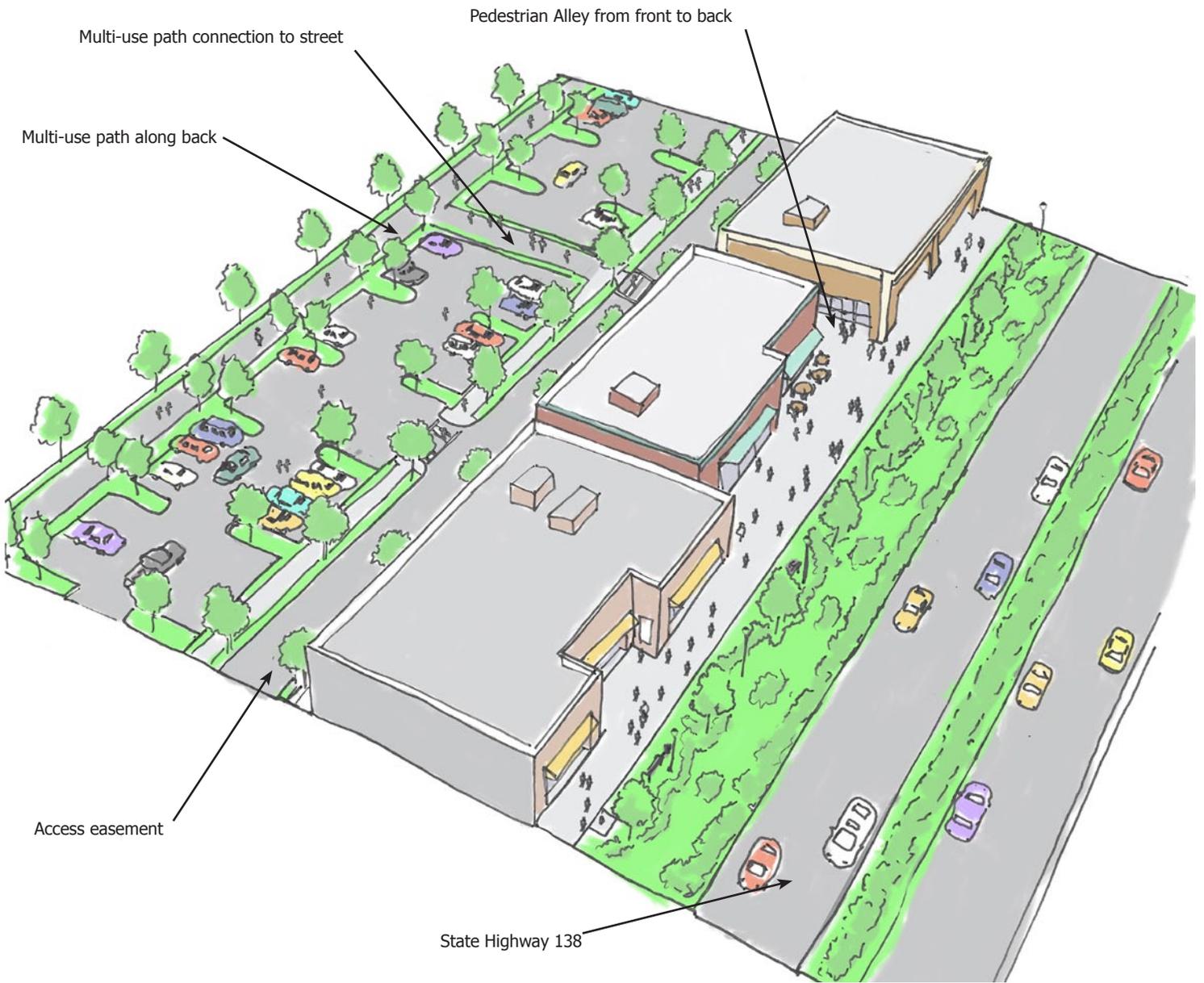


Figure 8: Low-rise development character

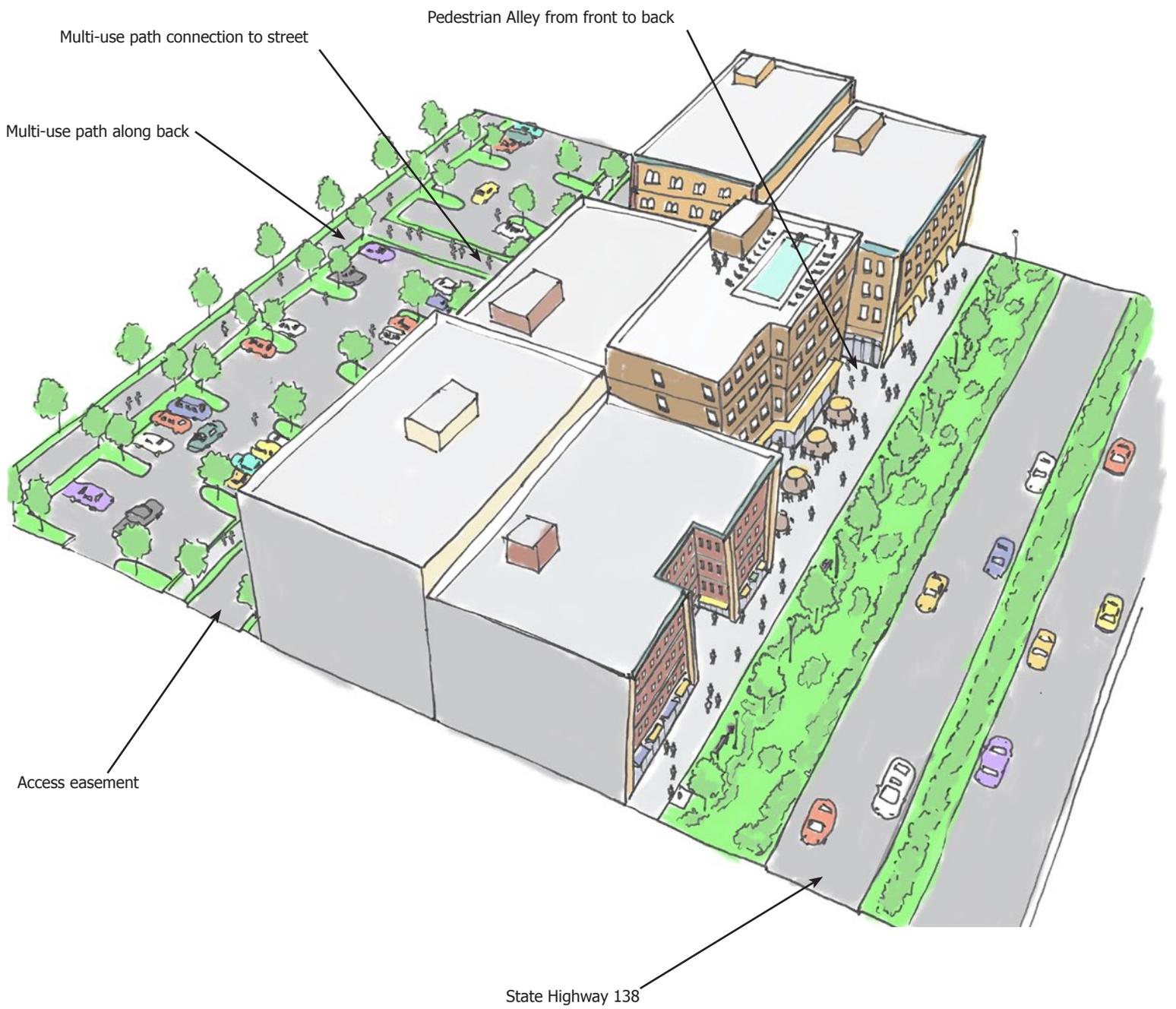


Figure 9: Mid-rise development character

A.3 On-Street Parking:

On-street parking of vehicles and bikes calms traffic and reduces the amount of surface parking needed.

- **On-street parking:** On-street parking shall be provided in parallel parking spaces at least 9 feet wide by 22 feet long. On-street parallel parking shall be located adjacent to commercial properties except along Highway 138 (See Figure 11). In the area West of Jonesboro on-street parking is optional but encouraged. On-street parking is expressly forbidden along streets within residential-only developments. Parallel parking shall be interrupted at pedestrian crossings.
- **Public Bicycle Parking:** Bicycle parking shall be provided in front of commercial properties with bike racks located at a maximum distance of 250 feet apart. The recommended racks should be inverted U-racks like the Dero "Hoop Rack" surface mounted with breakaway bolts on a concrete pad within the street furniture zone, as shown in Figure 10. For racks in the furniture zone The 4 feet of distance from the face of the curb is the most important dimension, if not all conditions can be met.

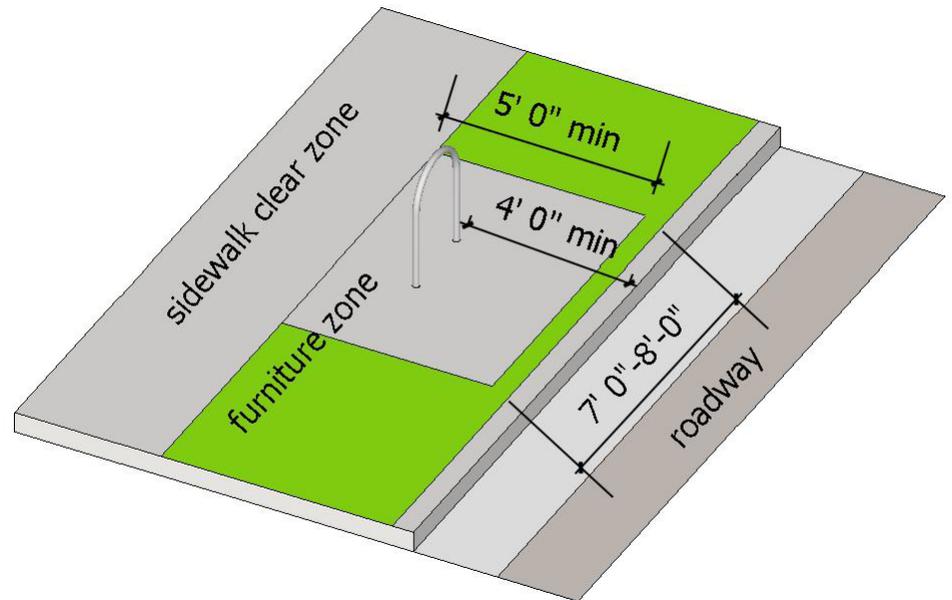


Figure 10: Public bicycle parking standards for hoop rack in street furniture zone



Figure 11: On-street parking protects pedestrians and allows for easy access to adjacent businesses

A.4 Pedestrian Crossing:

Crossing areas should provide safe accessible areas to cross the street.

- **Curb cuts:** Curb cuts shall be constructed of porous unit pavers or cast-in-place porous pavements or cast-in-place concrete to match the concrete sidewalks. One curb cut is permitted for each 300 feet of frontage. Property fronting State Highway 138 and a second street should avoid placing curb cuts on the highway frontage. The total number of curb cuts should be minimized, and adjoining properties shall be encouraged to share curb cuts to reduce interruptions to the sidewalks. Internal circulation is highly recommended between parcels by the construction of access easements behind the main buildings. Curb cuts shall be between 20 and 24 feet wide for two-way entrances. Curbs cuts shall be between ten and twelve feet wide for one-way entrances. Pedestrian medians will not be counted within these restrictions.
- **Pedestrian crossings:** All pedestrian street crossings shall be marked crosswalks that are 10 feet wide. They shall be constructed of brick-stamped asphalt with white painted edge bands on secondary streets (see Figure 12); crosswalks on Highway 138 should be "piano key" 5 inch parallel band pairs 2 feet apart (as shown in Figure 13). All crosswalks shall terminate with ADA-compliant aprons.



Figure 12: Stamped brick pattern makes crossing areas clear and reduces vehicle speed



Figure 13: Piano key crosswalks mark area clearly but do not interfere with vehicular traffic

A.5 Street Furniture:

Publicly accessible furniture should be aesthetically pleasing, durable, and contribute to a quality public realm.

- **Lighting:** Pedestrian lighting shall be placed a maximum of every 40 feet on center. King Luminaire's York full cut-off luminaires with the Providence base will be used consistently along the corridor, to enhance the visual coherence of the corridor as well as to reduce light pollution and save energy, see Figure 14. Roadway and parking lighting is also shown in Figure 14. Standard lamp wattages are of 150W are suggested, but higher wattages are allowed especially if configured to follow basic Illuminating Engineering Society (IES) guidelines.
- **Street Signs:** Street signs shall utilize Antique Street Lamps' Cast-Aluminum Curved Frames (model SS1CC19 SSCD4) bolted on King Luminaire's Providence poles used for street lights, as seen in Figure 14. Sign posts and other posts needed shall use the same post to maintain consistency.
- **Trash and Recycling Furniture:** Trash and Recycling Receptacles shall be placed simultaneously along the sidewalk edge of the furniture zone at street intersections and at a maximum of 500 feet apart from one another. The black King Luminaire 32 Gallon Fairview Trash Can is suggested for both recycling and trash receptacles, see Figure 15.
- **Benches:** Benches shall be placed in the furniture zone in front of retail locations at a maximum distance of 500 feet from one another. King Luminaire Fairview Bench in black is suggested throughout the corridor, see Figure 16.

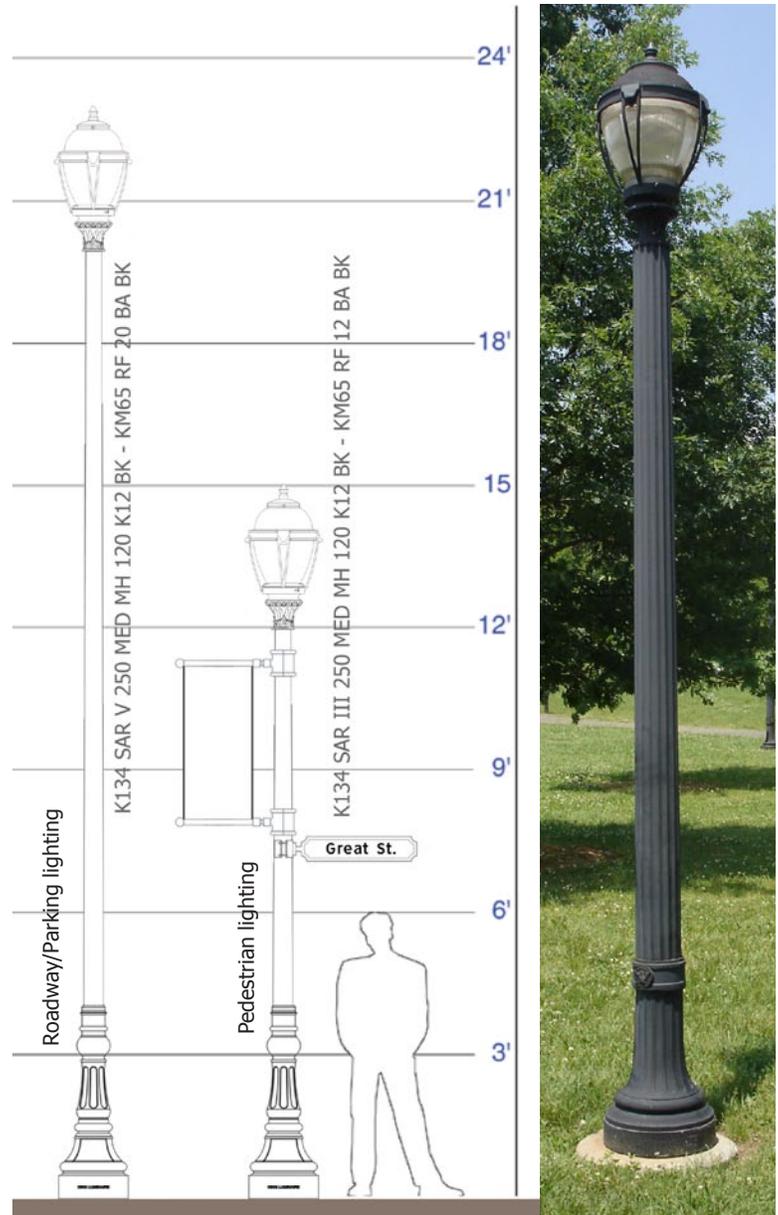


Figure 14: Street lights and street signage examples



Figure 15: Trash & Recycling Furniture



Figure 16: Bench Furniture allows places for people to sit and relax

A.6 Public Transit:

Transit options should be available to create a community accessible to everyone.

- **Bus Stops:** As needed, public bus stops shall be provided along 138 as a turn-off style entrance to allow the free flow of traffic and still allow plenty of time for ascending and descending the bus. On streets with lower speed limits a bus shelter is recommended. Each bus shelter shall be a minimum of 6 feet long and feature a bench and a top covering that shelters users from the elements, as well as a trash can. A plan view of a turn-off style bus-stop can be seen in Figure 17 and a photograph of an attractive public bus system can be seen in Figure 18.

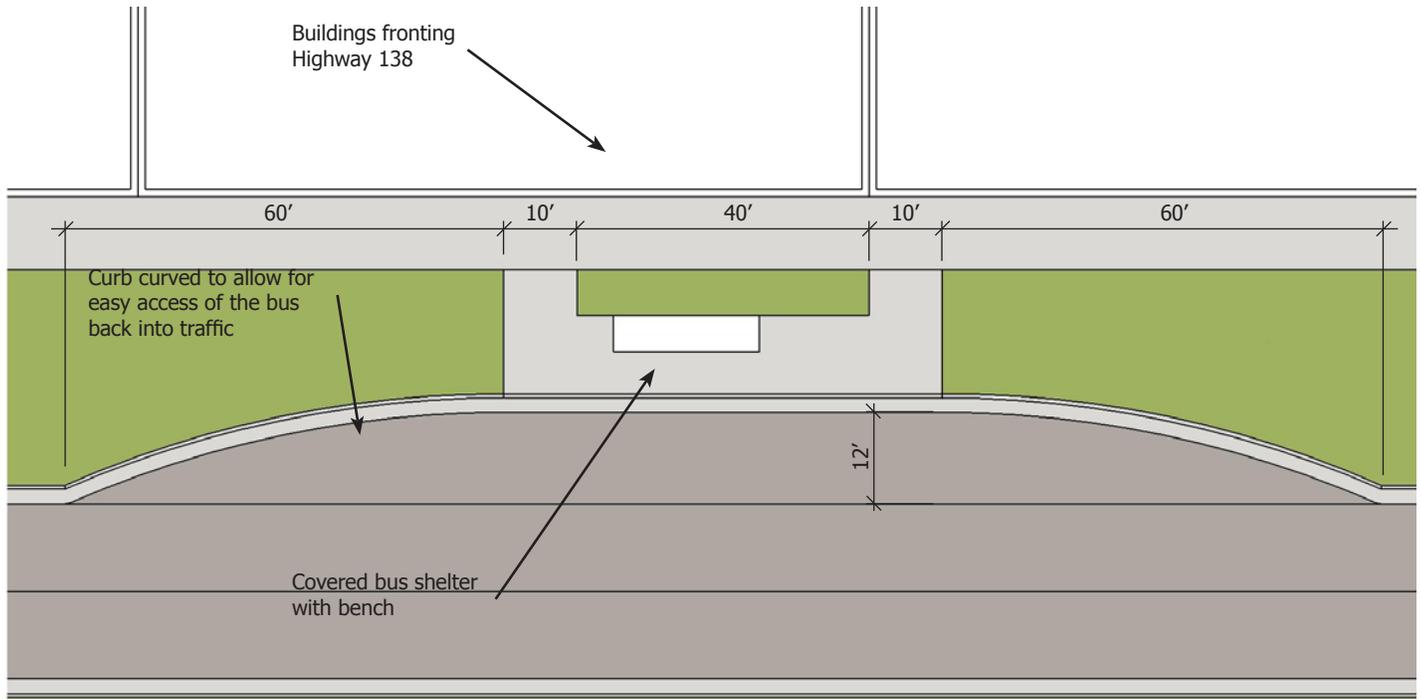


Figure 17: Plan view of a bus-stop along Highway 138



Figure 18: Buses provide an opportunity for people to travel easily without a car

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.

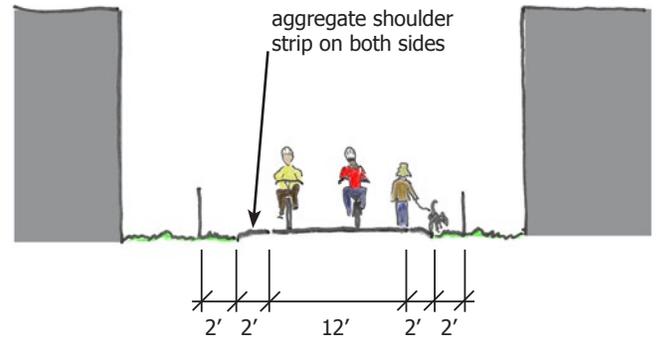


Figure 19: Section of multi-use path for areas East of Jonesboro



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 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 Hedge Maple		25-35 feet	5a-8b	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 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 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 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.

<p>Cotinus obovatus American Smoketree</p>		<p>20-30 feet</p>	<p>4-8</p>	<p>Zone 4-8. Scaly gray-black bark. Brilliant fall color, no two trees alike.</p>
<p>Crataegus viridis Winter King Hawthorn</p>		<p>20-30 feet</p>	<p>5a-9a</p>	<p>White flowers, red persistent fruit. Tolerant of wide range of soil types including high soil pH. Exfoliating bark in gray, green, and orange.</p>
<p>Ostrya virginiana American Hophornbeam.</p>		<p>25-40 feet</p>	<p>4-9</p>	<p>Tolerates dry, acid and higher pH soils. Prospers in full sun and is also a good understory tree. Grayish brown exfoliating bark.</p>
<p>Prunus x incam 'Okame' Okame Cherry</p>		<p>20-30 feet</p>	<p>5-8</p>	<p>Excellent heat and cold tolerance. Rich pink flowers appear before the leaves. Bronzy red fall color.</p>
<p>Prunus subhirtella 'Autumnalis' Flowering Cherry</p>		<p>20-40 ft</p>	<p>4-8</p>	<p>Tolerant of heat. Pinkish white flowers in fall and spring. One of the longest lived flowering cherries.</p>

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

Latin Name, Common Name	Picture	Height at Maturity	Zone	Comments
Callicarpa americana American Beautyberry		4 to 8 feet tall with a spread of 4 to 6 feet	7b, 8a, 8b	It will grow in most soils and prefers full sun for best fruit production. It is adaptable to a wide variety of sites. The coarse-textured leaves and showy fruit make this species desirable for naturalistic settings or mixed shrub borders. Plant in groups of three, five or seven for a dramatic statement.
Calycanthus floridus Sweetshrub		4 to 8 feet tall with a spread of 4 to 6 feet	7b, 8a, 8b	Use Sweetshrub as a specimen plant or in groups within a shrub border or woodland setting. It is a nice choice for a fragrance garden. It prefers moist, fertile soils in full sun to partial shade, but it is moderately tolerant of adverse conditions.
Clinopodium georgianum Georgia Basil		Up to 2 feet tall and the same width	7b, 8a, 8b	Georgia Basil is a good landscape plant for dry soils in full sun. It also naturalizes in deciduous woods as a ground cover in rocky, shaded areas. It often is found growing naturally where little else can survive. Shows potential for naturalizing on harsh, dry sites.
Illicium parviflorum Small Anise-Tree or Yellow Anise-Tree		8 to 15 feet tall with a spread of 6 to 10 feet	7b, 8a, 8b	Use Small Anise-Tree as a specimen plant and for screening or hedges. Some pruning will be necessary. It establishes easily in moist soils in full sun to light shade. Growth is more dense in the sun, and loose and open in the shade.

<p>Rhus copallina Winged Sumac</p>		<p>8 to 20 feet tall with a spread of 5 to 15 feet</p>	<p>7b, 8a, 8b</p>	<p>Winged Sumac is best used in mass plantings or roadside plantings. With training, it can be grown as a specimen tree. It is useful for stabilizing erodible soils. Full sun and well-drained soils are preferred. It is drought-tolerant and easy to transplant. Winged Sumac is a good shrub for highway medians.</p>
<p>Vaccinium arboreum Sparkleberry</p>		<p>15 to 20 feet tall with a canopy spread of 12 to 15 feet</p>	<p>7b, 8a, 8b</p>	<p>Use Sparkleberry as a flowering or specimen shrub in full sun to partial shade. It adapts to both moist and dry soils. Drought tolerance is good once the plant is established. Small plants transplant best.</p>
<p>Viburnum rufidulum Rusty Blackhaw</p>		<p>6 to 10 feet tall with an equal spread</p>	<p>7b, 8a, 8b</p>	<p>Use Rusty Blackhaw as an understory plant in partial shade or as a specimen plant in full sun. It grows more densely when planted in full sun. It has excellent drought and cold tolerance.</p>
<p>Abutilon Vitifolium Veronica Tennant</p>		<p>Up to 15 feet tall to 8 feet wide</p>	<p>8a, 8b</p>	<p>Grow in well drained, moderately fertile soil, in full sun.</p>
<p>Ballota Psedodictamnus</p>		<p>18 in tall to 24in wide</p>	<p>7b, 8a, 8b</p>	<p>Grow in poor, very well drained soil, in full sun.</p>

<p>Cytisus Battandieri</p>			<p>7b, 8a, 8b</p>	<p>Sun loving draught tolerant plant; Scented blossom; All round tough plant suitable for problem areas; Ideal for fast growing screening; Architectural plant – ideal as a 'stand out' plant; Suitable for exposed coastal planting; Fruit / berry producing; Attractive form or foliage for all year interest; Tolerates full sun and sandy, drought-prone soils; Tolerates heavy clay soils.</p>
<p>Rosemary Rosmarinus officinalis</p>		<p>3-6 feet high</p>	<p>8-10</p>	<p>Aromatic upright growth habit, narrow leaved with varying shades of blue flowers</p>

B. Site Design Standards

B.1 Parking:

Parking is necessary, but should be shielded from view and made as visually appealing as possible.

- **Parking:** To contribute to a more pedestrian-friendly environment, structured parking is encouraged where appropriate. In all cases parking should be as pedestrian friendly as possible, see Figure 23.
- **Bicycle Parking:** Both surface and structured parking should provide bicycle parking. One bicycle parking space shall be provided for every 20 automobile parking spaces, with no fewer than four bicycle parking spaces per parking facility. The bicycle parking should be located within 100 feet of the facility entrance in a visible location. Private bicycle spaces shall be a cluster of 2 or more inverted U-racks similar to the Dero "Hoop Rack" anchored into concrete 30 inches apart and 30 inches away from nearby walls or obstacles, providing a length of at least 83 inches, see Figure 24.
- **Motorcycle and scooter parking:** Parking for motorcycles or motorized scooters may be substituted for up to 5 spaces or 5 percent of required automobile parking, whichever is less. Automobile parking may be reduced by one space for every four motorcycle/motorized scooter parking spaces provided. Parking spaces for motorcycles or motorized scooters shall be a minimum of four feet wide by eight feet deep.
- **Golf Cart Parking:** A minimum of 2 standard parking spaces and a maximum of 5% of the parking requirements shall be designated Preferred Golf Cart Parking. These spaces shall be marked with a sign stating "Preferred Golf Cart Parking" and shall be placed within 100 feet of where the multi-use trails connect with parking areas.
- **Illumination:** Parking lots and structures shall follow basic Illuminating Engineering Society (IES) guidelines by providing even lighting of at least 0.2 foot-candles of horizontal intensity, but no more than 4 foot-candles (1 foot-candle average). Full cutoff luminaires shall be used to prevent wasted light and keep glare from reaching neighboring areas.



Figure 23: Pedestrian friendly surface parking

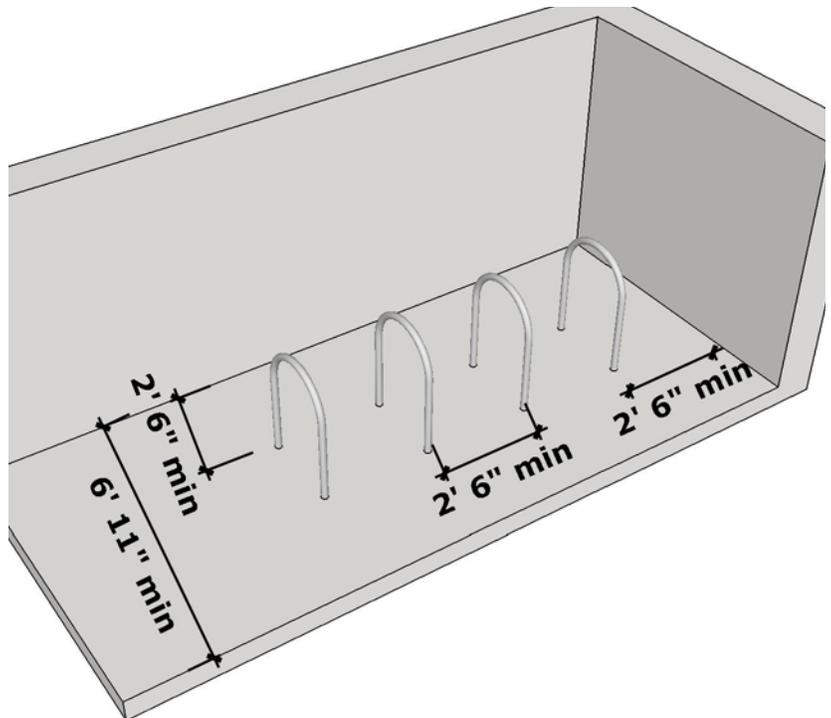


Figure 24: Multi bike private parking requirements

B.2 Surface Parking:

Surface parking is frequently used, but it needs to be screened and made pedestrian friendly.

- **Parking Location:** No surface parking is allowed between that portion of a building fronting a ROW and a public street, nor is surface parking permitted at corner lots, unless located in the corner farthest from both sidewalks. The only exception is developments West of Jonesboro which are permitted no more 25% of required parking between the building and the roadway.
- **Frontage:** Surface parking or access to surface parking shall not exceed 20 percent of building frontage. (Figure 25)
- **Paths:** Surface parking shall provide safe pedestrian passage by incorporating an efficient system of pedestrian paths at least 4 feet wide, see Figure 26.
- **Shading:** At least 30 percent of the paved surface area of each surface parking lot shall be shaded by mature landscaping within 5 years of construction to provide a cool environment (an example of a maturing landscape can be seen in Figure 27). An alternative is to construct parking with light colored materials having a solar reflectance of at least 0.30. Solar reflectance is the measured amount of sunlight reflected by a material, ranging from no reflectance at 0, to full reflectance at 1. Pavements with a high solar reflectance present a cooler environment in full sun.
- **Boundary Strip:** The area between a parking lot and the public ROW shall have a boundary strip of at least 5 feet. Trees within the boundary shall be planted a maximum of 40 feet on center, and no boundary shall have less than one tree. A brick or stone wall 30 inches tall, or shrubs maintained at a minimum mature height of 24 inches and a maximum height of 30 inches, shall be provided within the strip. See Figure 28 for an illustration. The area between an access easement and a parking lot shall be 3 feet wide minimum and shall maintain the same standards as the ROW boundary strip except that no wall is required.



Figure 26: Pedestrian paths make more hospitable parking lots



Figure 27: Landscaped parking strips soften visual impact

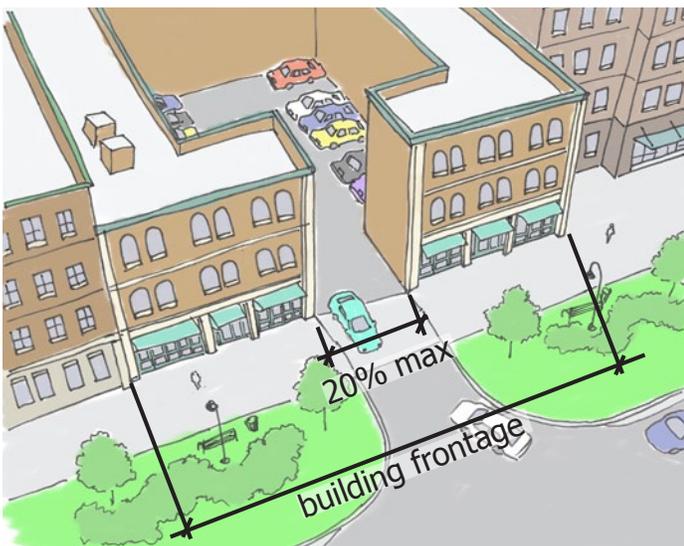


Figure 25: Maximum surface parking frontage

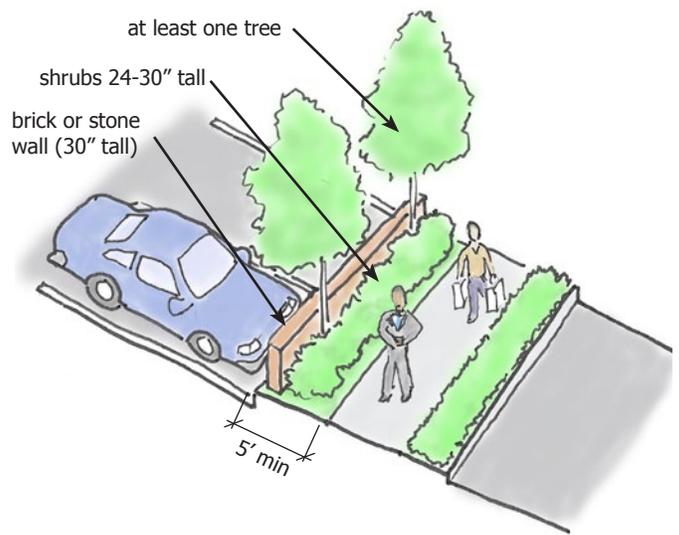


Figure 28: Boundary Strip requirements

B.3 Structured Parking:

Structured parking provides lots of spaces in a small area, but should be hidden from view.

- **Design:** Parking garages exposed to view should be subject to the same standards as buildings in terms of massing, materials, and they should match the character of the attached building, see sections C.1, C.3, C.5, and C.6 for applicable standards.
- **Frontage:** Exposed parking structures shall not exceed 20 percent of building frontage at the ground floor (see Figure 29).
- **Façades:** The façades of parking garages shall not show ramping systems and should aim to look like a building.
- **Ground Floor:** The ground floor of parking structures exposed to view and fronting a public street or open space shall be a minimum of 12 feet in height, as measured from grade to the second floor.
- **Location:** Structured parking should be located on the site in a way that minimizes its visual impact on adjacent residential areas.
- **Screening:** Vertical panels or walls shall be required to screen the view of parked cars and car headlights from the opposite side of the ROW. (Figure 30) Other architectural screening may be substituted for panels if it can be demonstrated that car headlights will not create glare as seen from the public ROW or by occupants of nearby areas.
- **Wrapping:** Where feasible, parking structures should be wrapped with or contain commercial or residential uses, especially at the ground floor, see Figure 31.
- **Lighting:** Rooftop parking deck lighting shall use full-cutoff luminaires and be limited to a height of 20 feet. Internal lighting should be designed to limit the visibility of light sources from the public ROW and nearby occupied spaces. Strategies may include providing full-cutoff fixtures for interior lighting near perimeter openings.

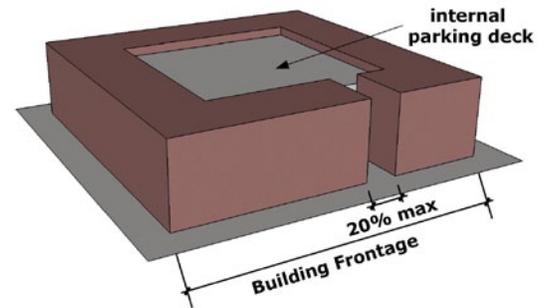


Figure 29: Parking deck entrances should not dominate

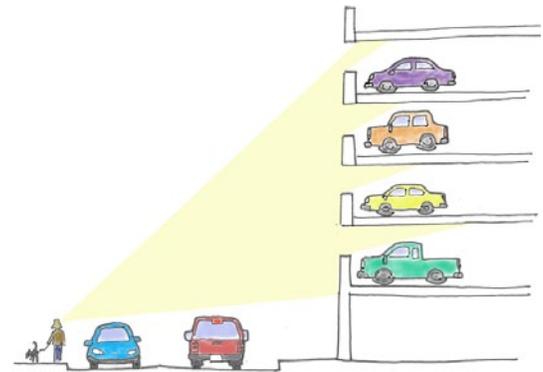


Figure 30: Parking decks should screen cars from pedestrian view



Figure 31: Parking deck hidden above a restaurant

B.4 Connectivity:

To make the area accessible there should be a variety of different connections throughout.

- **Access easements:** When possible, roads shall be constructed in both the front and back of buildings to enhance connectivity and to increase pedestrian appeal. These access easements shall have adequate ROW for two-way traffic (minimum 20 feet), as well as a small landscaping strip (3 feet minimum) between the ROW and sidewalks (5 foot minimum) on both sides of the street, see Figure 34. Aside from widths and on-street parking, access easements should follow all of the guidelines for public streets set out in sections A.1 through A.5. Connection of access easements between parcels is highly recommended and all should have a plan to connect with at least one public road.
- **Cul-de-sac:** Cul-de-sacs are strongly discouraged. All development should be encouraged to connect with surrounding streets to form a network of streets and avoid localized traffic congestion.
- **Shared Parking:** New commercial developments adjacent to existing development are encouraged to explore sharing parking with existing developments to enhance connectivity and reduce over-built parking areas.

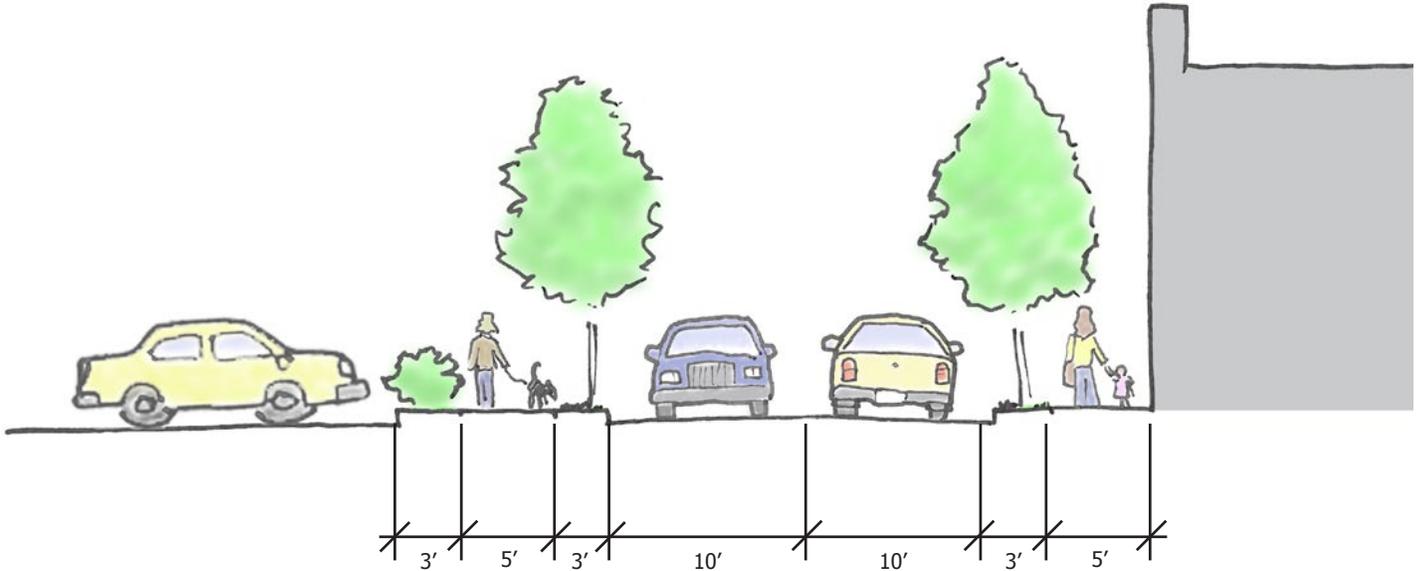


Figure 34: Access easements provide a secondary network of streets that are still pedestrian friendly

B.5 Landscaping:

Open areas along the corridor should provide pleasant greenery along the street and elsewhere.

- **Landscaping:** All areas along the corridor not developed with buildings or prepared surfaces for parking, circulation, utilities or the like, shall be landscaped and maintained with ornamental plantings. These plantings should be native or drought-tolerant plants to minimize the need for irrigation. Green field and wooded areas should be left as is, until developed into another use. Paved areas of the site shall be limited in size to the area required to accommodate the intended use. See Figure 32 and Figure 33 for examples.
- **Fencing:** chain link fencing is allowed provided it is not visible from the public ROW.



Figure 32: Landscaping between outdoor dining and the sidewalk

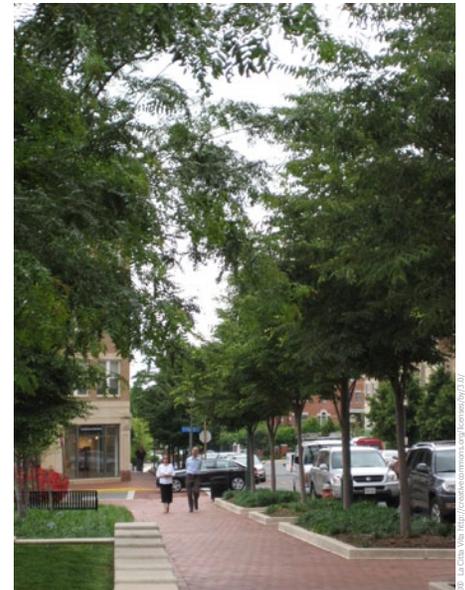


Figure 33: More extensive landscaping than the usual minimum

B.6 Drive-Throughs:

Drive-Throughs should be hidden from the public view, as well as residential neighbors.

- **Drive-throughs:** Each drive-through business may have only one road curb cut for access and egress. A second access or egress may be provided through a road curb cut shared with an adjacent use. Shared curb cuts are prohibited in the area West of Jonesboro. Drive-through windows and call boxes must be located no less than 50 feet from the public ROW. Outdoor speakers may not be directed at residentially zoned property or residential uses. Drive-throughs uses are limited to two lanes. Drive-through windows must be on the rear of the building they serve (see Figure 35 for example). In addition drive-through windows shall be screened from view by vegetation or other means from public rights of way, residentially zoned areas, or residential uses.
- **Corner Lots:** Drive-throughs on corner lots should provide a solid wall on each street frontage to present a consistent street edge, as shown in Figure 36. They are also allowed one road curb-cut for up to two streets they front. Portals for vehicle access should be provided in the street fronting walls and if possible, the walls should be integrated with the primary building.



Figure 35: Drive-throughs should be hidden from public view. This drive-through has one window and one access point on the rear of the building away from the street.

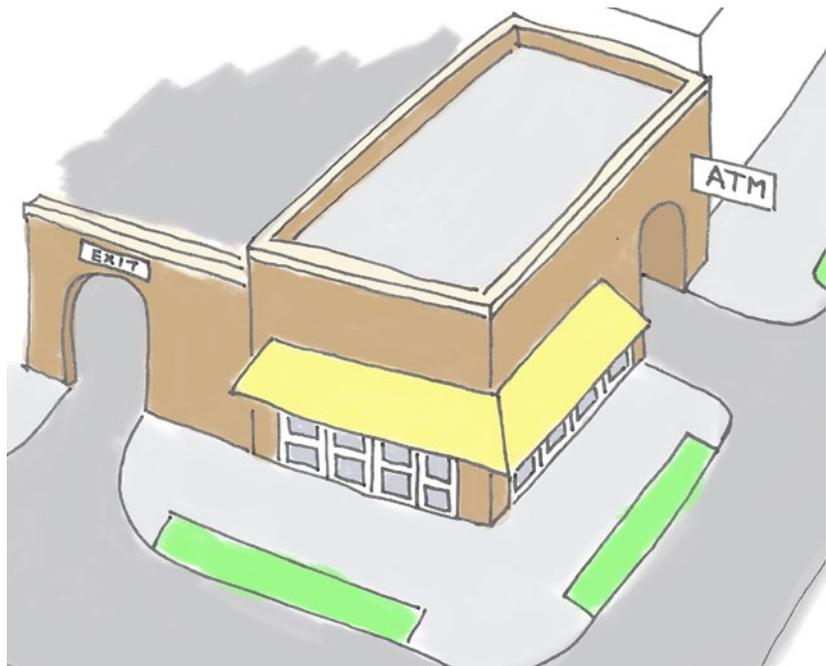


Figure 36: Diagram of a corner drive-through

B.7 Gas Stations:

Gas stations are a necessary part of the community, but they should be tastefully incorporated.

- **Gas Stations:** Gas pump islands are only permitted when they can be located between the rear lot line and the back of primary building. Pump islands shall be separated from residentially zoned property or residential uses by a 50 foot minimum landscaped strip as well as an opaque wall or fence that is a minimum of 6 feet tall. Corner lot gas stations must locate pumps in the furthest corner away from the street intersection and the primary building or a decorative wall consistent with the primary building must be located on each street-fronting edge of the property. The design elements of the pump island canopy and the primary building shall be aesthetically compatible, using similar colors, materials and architectural details, see Figure 37. The overall design of the gas station building, canopy, and all accessory structures shall be aesthetically compatible with surrounding properties. The building materials, massing, and overall design of the canopy structure shall reflect that of the primary building. The pump island canopy is encouraged to be integrated with the roof structure of the primary building. The sides of the pump island canopy shall reflect the color and building materials of the primary building. All pump island canopy supports shall be clad in brick, stone, or wood. Striping, neon and illuminated panels are not permitted on the pump island canopy. Pump island canopy lighting fixtures shall be completely recessed into the canopy, and shall be shielded such that the lamp source is not visible and glare is not created. No lighting shall be permissible on top or on the side (fascia) of the pump island canopy.

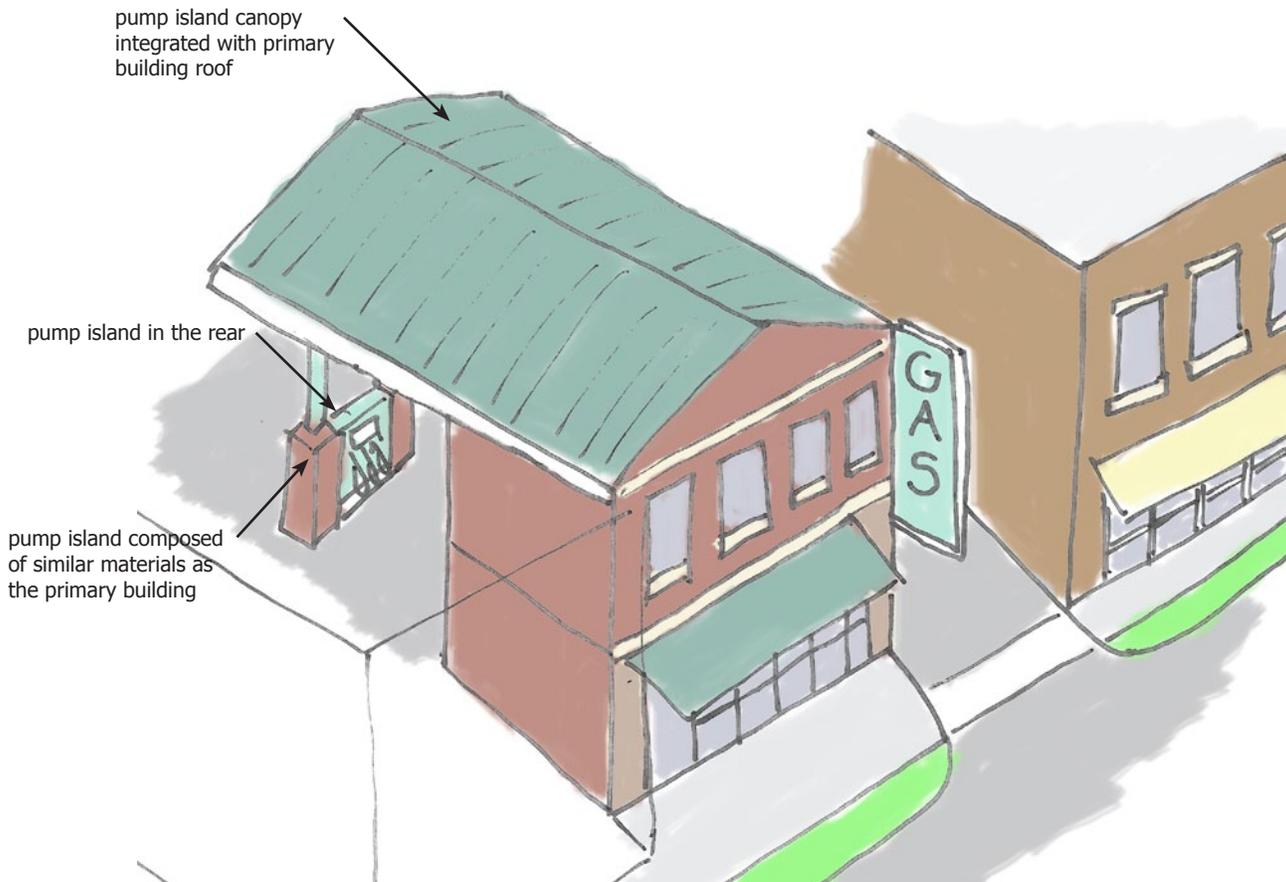


Figure 37: Diagram of an appropriate gas station

B.8 Commercial Center Rehabilitation:

Make existing commercial centers West of Jonesboro more walkable to fit in with the rest of the corridor.

- **Existing Commercial Centers:** Existing centers that precede the adoption of the Design Guidelines have other options for renovation in addition to outright redevelopment. Larger strip centers, like the one shown in Figure 38, can construct narrow buildings fronting the street as shown in the rendering in Figure 39 and the site plan in Figure 40.



Figure 38: Photo of large commercial center before conversion.

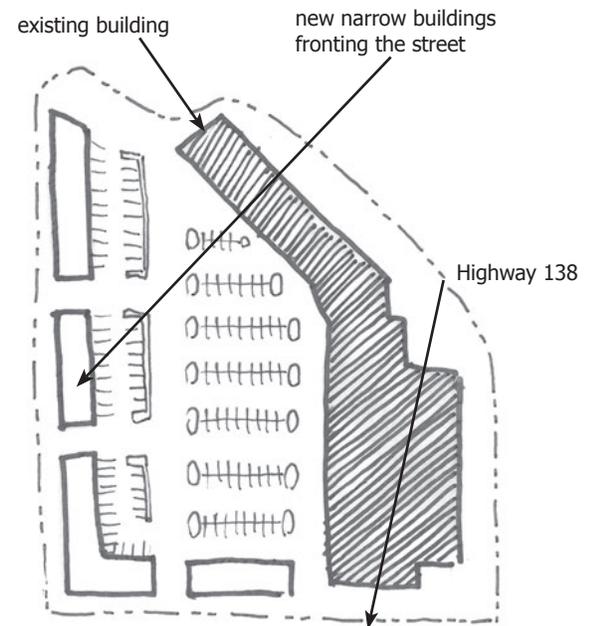


Figure 40: Proposed plan of large center conversion to more walkable environment



Figure 39: Diagram of large center conversion to more walkable environment through the use of narrow buildings and streetscaping along the highway. Note that trees have been omitted from the diagram for clarity.

- **Existing Small Commercial Centers:** Smaller commercial centers, like the one shown in Figure 41, are encouraged to develop some of their extensive setbacks into pocket parks, with the addition of attractive landscaping as well as benches and trees outside of the GDOT required clear zone. An example of small mall conversion can be seen in the rendering in Figure 42 and the site plan in Figure 43.



Figure 41: Photo of small commercial center before conversion.

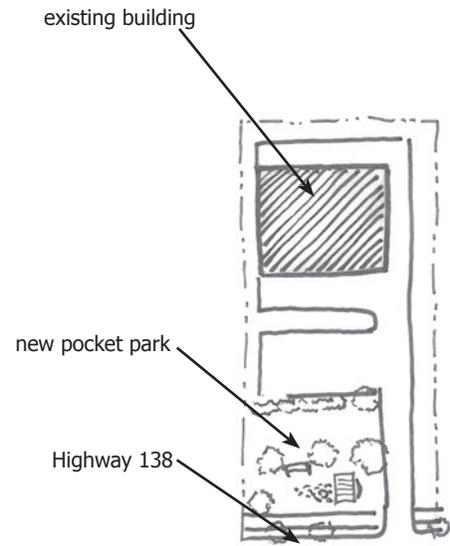


Figure 43: Proposed plan of small center conversion to more walkable environment



Figure 42: Diagram of small center conversion to a small park.

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 Figure 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 façade to reduce excessive variation.



Figure 45: 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.2 Building Updates:

Aging buildings can undergo some changes to fit into the neighborhood feel of the new corridor

- **Building façade updates:** Buildings on the West side of Jonesboro that precede the passage of the design guidelines can update their appearances through a variety of options. These options are not obligatory, but help contribute to a consistent feel without the expense of a complete renovation. Some of the easiest options are removing dated/aging features and replacing them with more appropriate details, adding a false facade of an approved material, removing signage that is no longer compliant with the guidelines, adding potted plants and landscaping, and adding awnings and other pedestrian friendly amenities. Some of these options can be seen in the potential properties shown in Figure 46 & Figure 48 and the corresponding updates shown in Figure 47 & Figure 49.



Figure 46: Existing property that may wish to renovate to fit better into the character of the design guidelines.



Figure 48: Existing property that does not match the current guideline suggestions.



Figure 47: Same property as above, but with modifications to the facade the reflect the character of the design guidelines



Figure 49: The same property as above, with a few modifications to the facade to update the look.

C.3 Building Massing:

Building forms should allow plenty of light into the street.

- **Building height and massing:** For buildings on highway 138, the facade of the building touching the sidewalk should not exceed 80 feet. For each additional 10 feet back from the facade the building may rise another 10 feet, or fraction thereof. This measure should allow sufficient light to reach the street below (see Figure 50). On roads more narrow than highway 138 the maximum facade height shall be limited to 50 feet. Buildings should also try to maintain harmonious height differences between individual buildings (see Figure 50 again). To achieve this, new buildings can build up to 20 feet above the tallest and closest edge of the existing building, for every 10 feet away from the shared edge the new building may reach another 10 feet up, or fraction thereof. Some examples of buildings with appropriate massing can be seen in Figure 51 & Figure 52.
- **Residential areas:** Buildings adjacent to residential uses or residentially zoned areas shall not exceed a height of 50 feet any closer than 50 feet from the shared property line. For each 10 feet further from the property line, the maximum height is raised another 10 feet or fraction thereof.
- **Accessory Structures:** all accessory structures along the corridor shall match the primary building with regard to articulation, color, and materials unless otherwise prohibited.



Figure 50: Buildings that step back allow for plenty of light



Figure 51: Building with appropriate massing



Figure 52: Building with appropriate massing

C.4 Building Entrances:

Pedestrians should be able to easily find and enter buildings.

- **Entrances:** All first story uses shall have a primary pedestrian entrance, which faces, is visible from, and is directly accessible from the sidewalk (see Figure 53, Figure 54, and Figure 55). All first story businesses with more than 60 feet of frontage along sidewalks shall provide one pedestrian entrance for every 60 linear feet of frontage or fraction thereof.



Figure 53: Pedestrian friendly entrance with overhang and potted plants to make it more appealing



Figure 54: Storefront entrances that face the street and have overhangs to shade pedestrians



Figure 55: A streetscape with a series of pedestrian friendly entrances

C.5 Building Articulation:

Buildings should have variation 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 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.

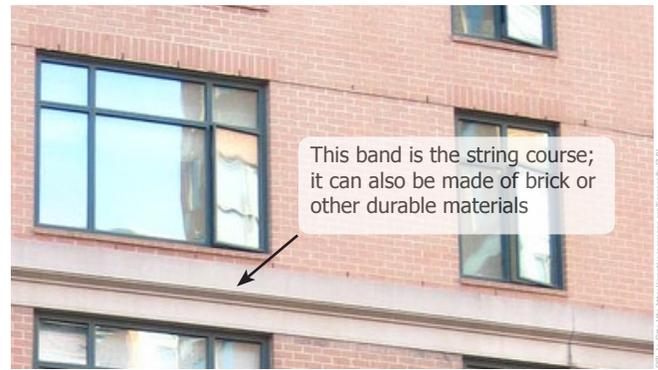


Figure 56: Examples of a string course



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

C.6 Building Materials:

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

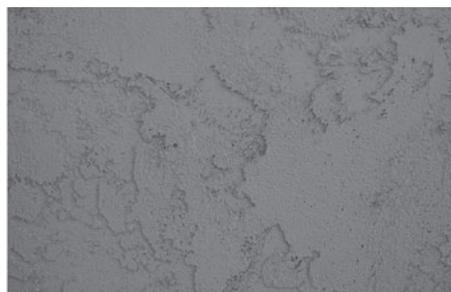
- Building Finish Materials:** Each building or accessory structure facade shall have an exterior finish of no less than two and no more than three of the acceptable materials listed in Figure 61, visual examples can be seen in Figure 62. Deeply tinted or mirrored glass is not permitted. If tinted glazing 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 Cementitious stucco Stone Architectural cast concrete Fiber cement board Decorative terra-cotta Clear glass panels	Concrete masonry units (CMU) Medium density fiberboard (MDF) Plywood Exterior Insulation Finish Systems (EIFS) Metal siding Vinyl siding Lightweight metal canopies

Figure 61: Table of acceptable materials for Highway 138 corridor



brick



stucco



stone



concrete variation



concrete variation



concrete variation



fiber cement board



terra cotta wall tile

Figure 62: Samples of acceptable materials to show different textures

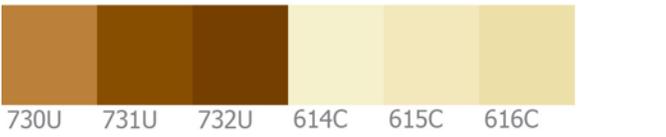
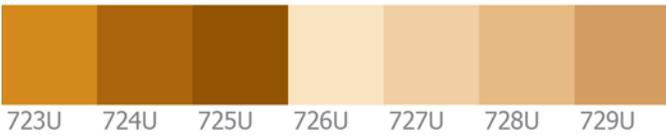
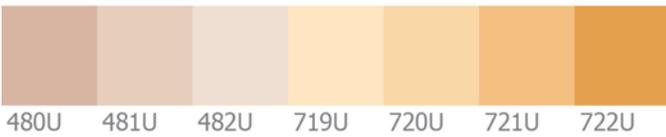
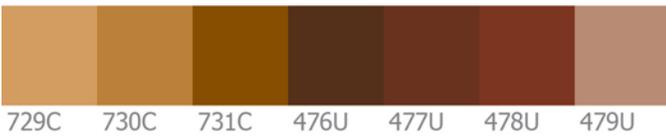
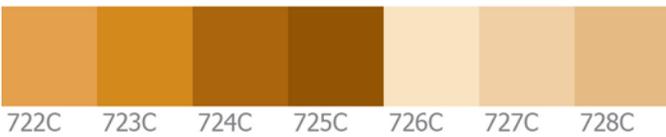
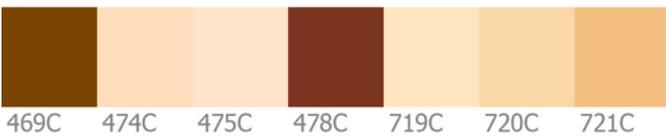
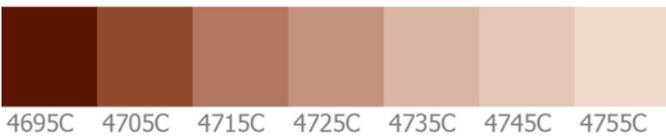
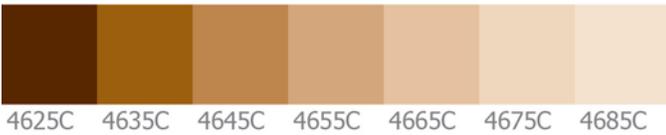
C.7 Color Palette:

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.

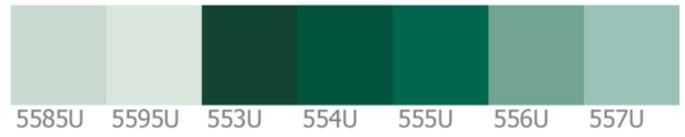
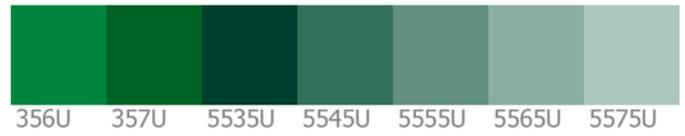
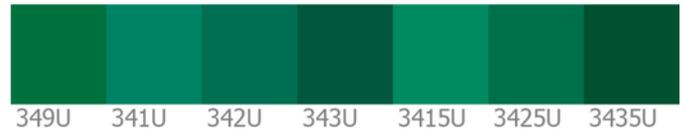
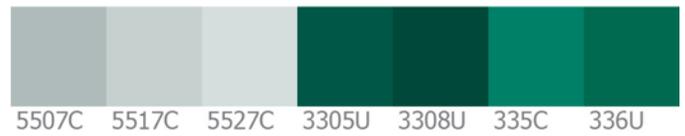
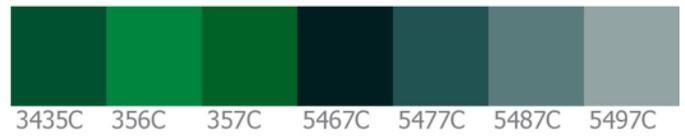
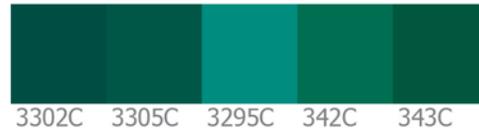
Exterior building walls, component, sign structures, accent and decorative elements

Browns, Beiges and Tans



Accent and decorative elements only

Greens



Grey-Green

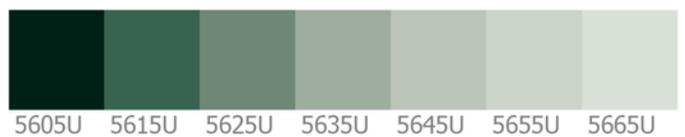


Figure 63: Color Palette along with Pantone matching system numbers

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

Red-Browns



154U 1395U 1405U

Reds



168C 181C 483C 484C 1685C 4975C

Accent and decorative elements only

Greys



429U 430U 431U 432U 433U 443U 444U



445U 446U 447U



Warm Grey 6U Warm Grey 7U Warm Grey 8U Warm Grey 9U Warm Grey 10U Warm Grey 11U Cool Grey 6U



Cool Grey 7U Cool Grey 8U Cool Grey 9U Cool Grey 10U Cool Grey 11U 5467U 5477U



5487U 5497U 5507U 5517U 5527U

Grey-Blue



5395U 5405U 5415U 5425U 5435U 5445U 5455U



621U 622U 623U 624U 625U 626U 627U



642U 643U 644U 647U 648U 649U 650U



654U 655U 656U 662U

Figure 64: Color Palette continued along with Pantone matching system numbers

C.8 Pedestrian Protection:

Storefronts should have structures to protect pedestrians from extremes in the weather.

- **Pedestrian Protection:** Some form of protection is required at all retail frontage along the corridor for relief from inclement weather. This can take the form of canopies, arcades, overhangs, or other structures as approved by the Zoning Administrator.
- **Storefront Canopies:** Canopies at least five feet in depth extending over the sidewalk. These should be architecturally consistent with the building and roofed with glass, metal, or fabric wholly supported by brackets or cables attached to the building façade. Columns to support canopies are not permitted in the public right of way. Awnings and canopies shall only include signage when such signage is located within an apron that is less than twelve inches in height and is subject to all other applicable sign requirements of this document. View Figure 65 and Figure 66 for visual examples of canopies.
- **Arcades or overhangs:** Arcades consisting of a row of columns along the facade with a covered pedestrian passage beneath are also permitted. Examples can be seen in Figure 67 & Figure 68. Overhangs are similar, but do not require columns of any sort. The passage should be a minimum of 6 feet deep, must be a minimum of 9 feet high and cannot overhang the public ROW.



Figure 66: Canopies provide shelter from the elements

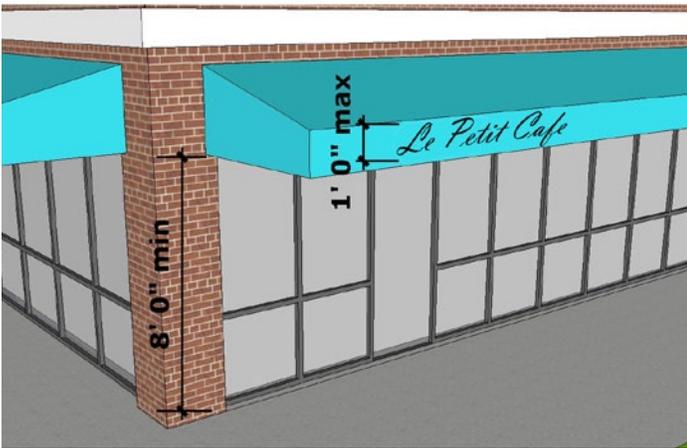


Figure 65: Canopy requirements



Figure 67: A more modern arcade in a recent development



Figure 68: A classic arcade view from inside

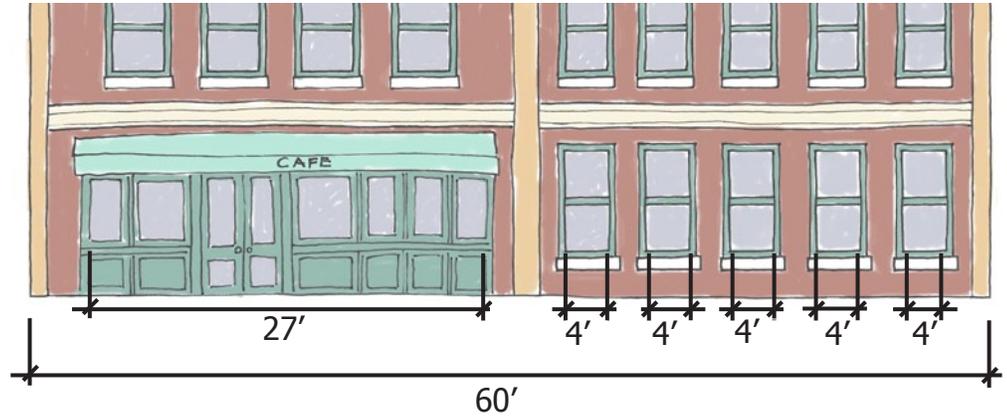
C.9 Windows:

Building should have windows that face the street and strengthen the connection between public and private.

• First Story Fenestrations:

All street-fronting first stories shall have windows that meet the following requirements along the portion of the building fronting a public street or public sidewalk. They shall be of clear, unpainted or similarly treated glass to allow views of store interior or display windows. Windows shall be located along a minimum of 75% of street frontage, see Figure 69 for an example calculation. They shall start a maximum of three feet above the sidewalks and shall have a minimum height of ten feet above the sidewalks. The maximum façade length without windows shall be ten feet. Glass doors may count towards fenestration requirements.

- ### • Upper story fenestrations:
- All building stories above the first story shall have windows and doors that equal a minimum of 30% of the total façade area, with each story being calculated independently. Additionally, all street-facing upper story windows shall be predominately arranged in a grid, subject to individual window variation. Refer to Figure 70 for a graphic explanation.



$$27' + (5 \times 4') = 47'; 47/60 = 78.3\%$$

Figure 69: Windows along the first floor must be 75% of the length of the facade

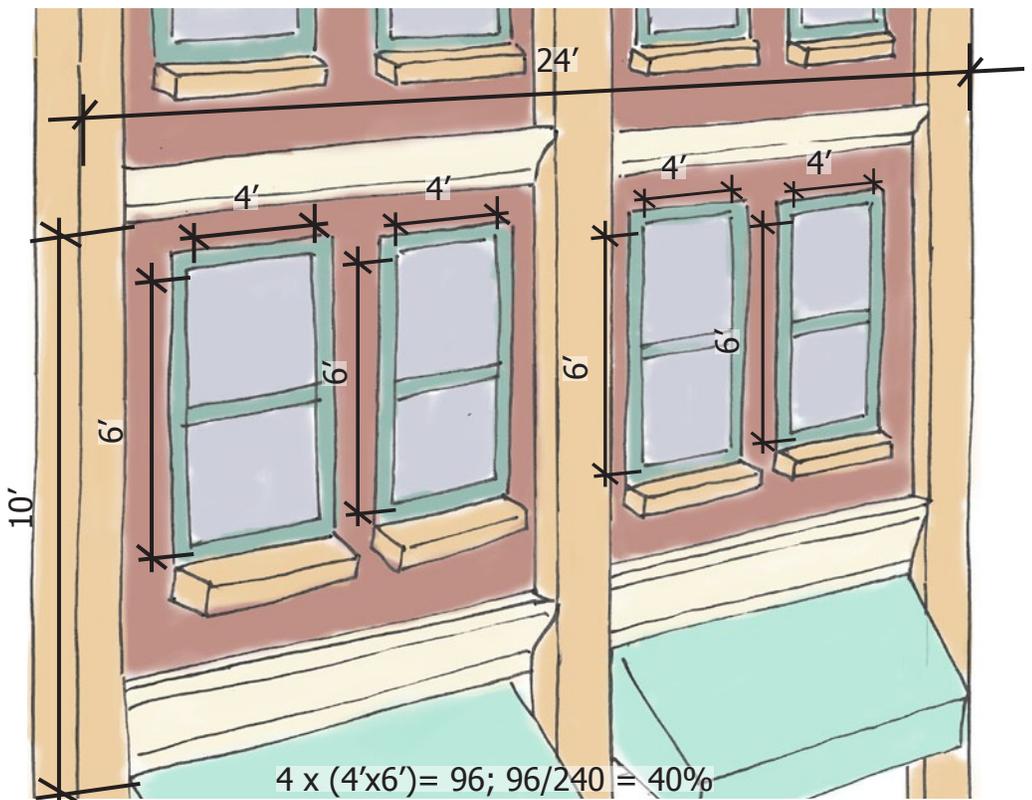


Figure 70: Upper stories must have at least 30% of its area covered with windows

C.10 Signs:

Signs should serve their purpose but should fit into the fabric of the street.

- **General:** The number, conditions, and sizes for signs are established for mixed-use zoning in the Clayton County Sign Standards, with the following modifications.
- **Height:** All signs, except wall and window signs, shall be located a minimum of 8 feet above the adjacent sidewalk.
- **The following signs are permitted:** Canopy signs (apron only), wall signs, projecting signs, and window signs. Refer to Figure 71 for clarification.
- **The following signs are prohibited:** Roof signs, portable signs, internally lit signs, electronic signs, and moving signs of any kind.
- **Other restrictions:** All projecting signs shall have a maximum area of 8 square feet per side and a maximum width of 3 feet. No projecting sign shall extend more than 4 feet from the building façade. See Figure 71 for a visual example.
- **Large Projection Signs:** Large projection signs may be placed on corner buildings at the vehicular entrance to developments along Highway 138 only. These signs shall be no higher than the height of the building and no wider than 6 feet, they must also be 10 feet off the face of the sidewalk below, see Figure 72.
- **Ground Signs:** Ground signs are permitted in the furniture zone given that they respect GDOT clear-zone restrictions. The structure for the sign must be faced with the building materials listed in section C.6 on page 29 and complementary in design to the applicable building. Ground signs placement should not interfere with use of street furniture. Landscaping is also required around the base of ground signs, see Figure 73.



Figure 72: An example of a large projection sign attached to a building



Figure 73: An example of an acceptable ground sign



Figure 71: Signs permissible along Highway 138 corridor

C.11 Building Services:

All the necessary, but unsightly, building services should be hidden from sight.

- **On-grade services:** Utility pads and similar “on-grade” building services shall not be located between a building façade and a primary public ROW or open space or entirely located in the public ROW. These services shall be located along an alley, service drive, or within a screened service area whose design is compatible with the building being served in terms of form, material, detail, and color. A picture of screening in action can be seen in Figure 74.
- **Rooftop services:** Rooftop mechanical units or other services and utilities located above grade shall be screened from the public ROW by implementing one or more of the following strategies: Hiding the utility with an architectural screen; Enclosing the utility within a roof that is integrated into the building form, (Figure 75); Locating the utility within an enclosed mechanical penthouse whose materials and detailing complement the building architecture, (Figure 76); Locating the utility far enough from the parapet so as to be effectively invisible from adjacent public rights-of way. (Figure 77).

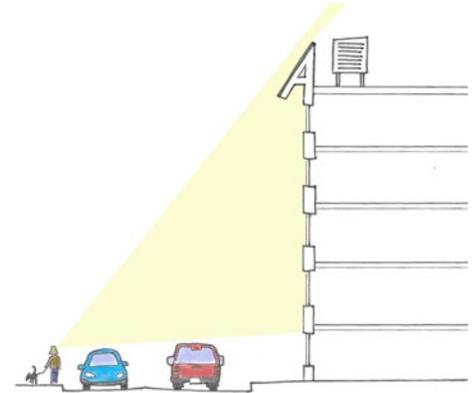


Figure 75: Roof line blocking pedestrian view

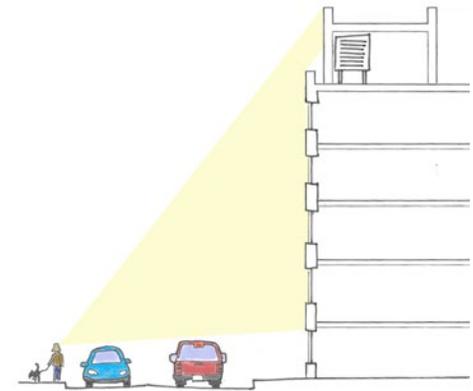


Figure 76: Penthouse blocking pedestrian view

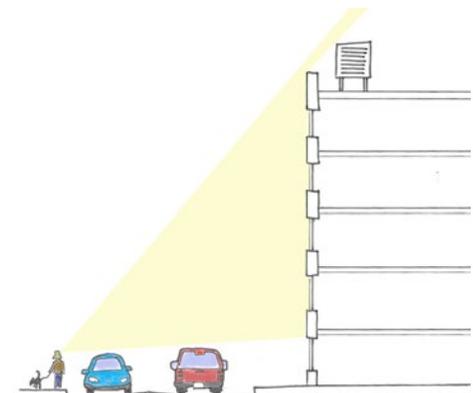


Figure 77: Parapet blocking pedestrian view



Figure 74: Metal screening hides the loading area from passing pedestrians even though it is located on an alley

C.12 Lighting:

Exterior lighting should be tasteful with minimal glare.

- **Exterior Illumination:** all exterior lighting fixtures shall use full-cutoff luminaires to reduce both energy usage and glare, as well as prevent light pollution. In addition, lighting shall be pointed at the ground or the building directly to prevent glare onto neighboring areas. The lighting plan will need to conform to photometric requirements stated in the Outdoor Lighting Standard. The use of light and motion sensors is also encouraged to further reduce excessive lighting and energy use. An example of tasteful lighting with minimal glare can be seen in Figure 78.



Figure 78: Outdoor lighting can be subtle and tasteful

C.13 Architectural Style:

A diversity of quality architectural styles creates a more vibrant place.

- **Architectural Style:** A diversity of building styles makes a more visually interesting and vibrant community. Therefore, a variety of styles shall be permitted provided they meet the other standards mentioned above. To ensure quality, buildings should be designed consistently within the architectural language chosen for each project, in terms of structural expression, scale, proportions and materials. For a good example of a aesthetically pleasing combination of styles see Figure 79.



Figure 79: A diversity of styles creates a more interesting place

C.14 Residences:

Residences should have some flexibility about style but should also have some features that fit into the fabric of the corridor.

- **Residential Buildings:** All new single-family residences and exterior renovations shall conform to the following guidelines. Some appropriate single-family homes can be seen in Figure 80, Figure 81, & Figure 82. Multi-family residential shall follow the same guidelines as commercial buildings.
- **Materials:** Brick, stucco, stone, cement fiberboard, and wood siding are permitted as building materials for residential structures, see Figure 62 on page 29. All others are forbidden unless explicitly allowed by the Clayton County Zoning Administrator.
- **Entry:** All single-family residences shall have a covered entry-way on the side of the building facing the ROW. The covering may also extend to the entire façade length if desired.
- **Setbacks:** Residences along the Highway 138 corridor are encouraged to have shallow front yards of 5 to 10 feet to minimize the disruption to the urban fabric. In addition the use of small walls and hedges along the property line are encouraged to divide the public ROW from private property. Walls should be composed of brick or stone and reach a height of 30 inches, while shrubs should have a minimum mature height of 24 inches and a maximum height of 30 inches.
- **Fenestration:** All residences shall have at least 20% of their front façade area made of glass that faces the public ROW.
- **Articulation:** There should be some articulation of the residential façade in either or both the vertical and horizontal dimensions. Refer to section C.5 for a discussion of appropriate articulation.
- **Garages:** Garages shall be located on the rear of residential buildings, effectively hiding them from view from the public sidewalk.
- **Exterior Illumination:** all exterior lighting fixtures shall use full-cutoff luminaires to reduce both energy usage and glare as well as prevent light pollution. The use of light and motion sensors is also encouraged to further reduce excessive lighting and energy use.
- **Architectural Style:** A diversity of building styles makes a more visually interesting and vibrant community. Therefore a variety of styles shall be permitted provided they meet the other standards mentioned above. To ensure quality, buildings should be designed consistently within the architectural language chosen for each project, in terms of structural expression, scale, proportions and materials.



Figure 80: An appropriate single-family home



Figure 81: An appropriate single-family home



Figure 82: An appropriate single-family home