

430 TOWN CENTER AREA – DESIGN GUIDELINES

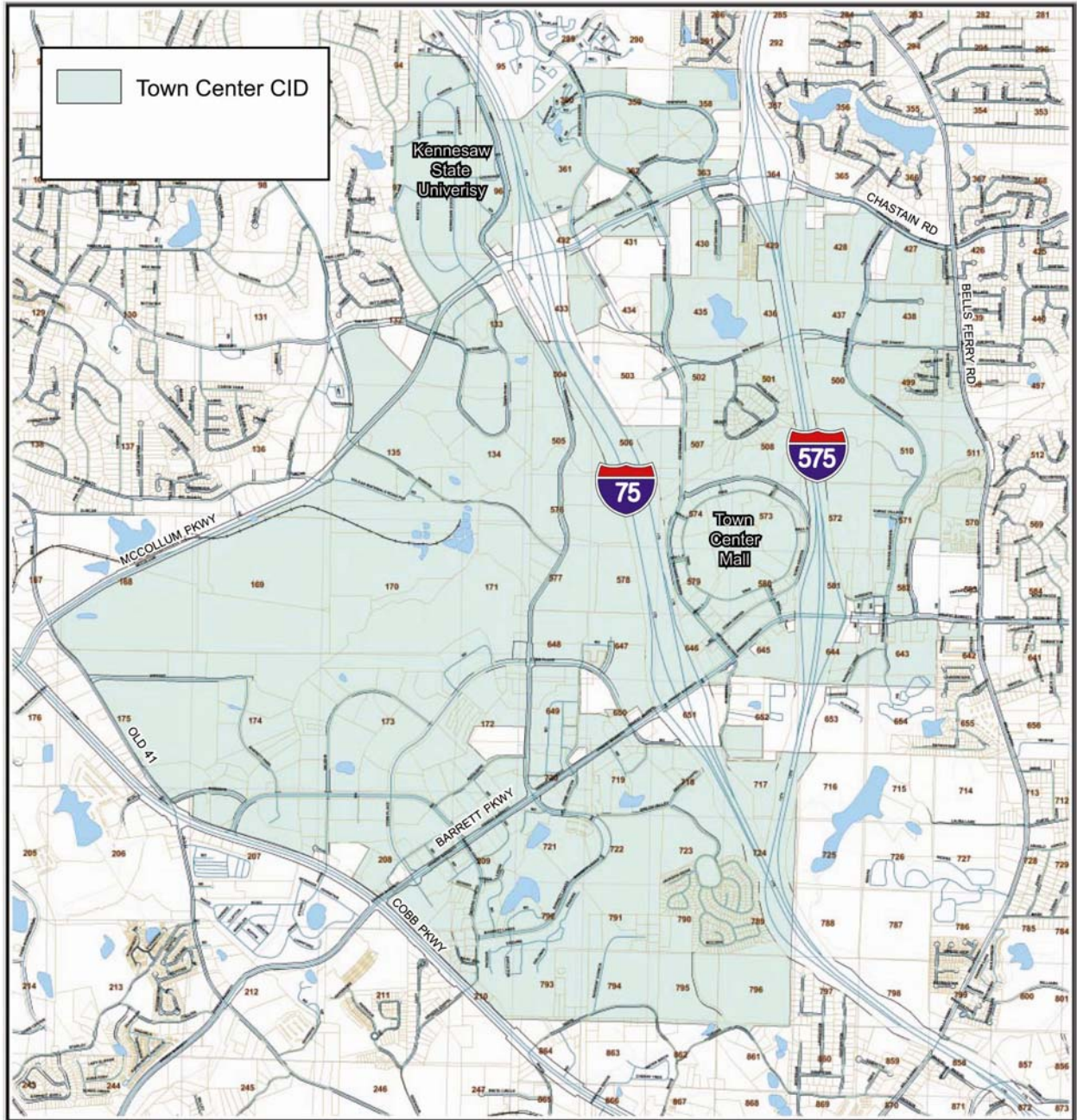
DESIGN GUIDELINES INTENT AND GOALS:

- Encourage the compatible mix of residential, commercial, entertainment, institutional and recreational uses within the district.
- Encourage the development of major commercial uses within the Town Center area.
- Preserve and expand the open space and trail system.
- Encourage the use of multi-modal transportation options.
- Provide a safe, accessible and aesthetically pleasing pedestrian and bicycle network.
- Provide multimodal connectivity between the area’s major residential, commercial and institutional locations.
- Encourage transit and provide connectivity to transit services.
- Encourage new local roads to improve roadway alternatives and connectivity.
- Encourage greenway paths, trails and public open spaces.
- Create a consistent public environment within the Town Center District.

APPLICABILITY:

The Town Center Area design guidelines (design guidelines) are intended to assist architects, planners, developers and community members to make more informed design decisions based on community preference.

The design guidelines are to be applied to all new development within the Town Center Community Improvement District Boundaries (Town Center District) as shown in the Town Center CID map on the following page, unless otherwise specified. These design guidelines shall be applied to the review and approval of site plans and rezoning applications whenever rezonings related to new projects or redevelopments are being considered.



430.01 PUBLIC SPACE STANDARDS

430.01.01 STREET CLASSIFICATION

The road network within the Town Center District varies from high-speed, multi lane connectors to smaller scale local streets limited to serving local communities and office parks. Existing and proposed streets within the district are classified according to their anticipated vehicular and pedestrian usage. Future usage was determined based on the recommendations of the LCI Plan and the Town Center RoadMap. This classification system allows the TCA CID to prioritize the limited funding available for pedestrian improvements. Streets are classified into the following five categories:

A. Boulevards : Primary vehicular routes that connect to the interstate system.

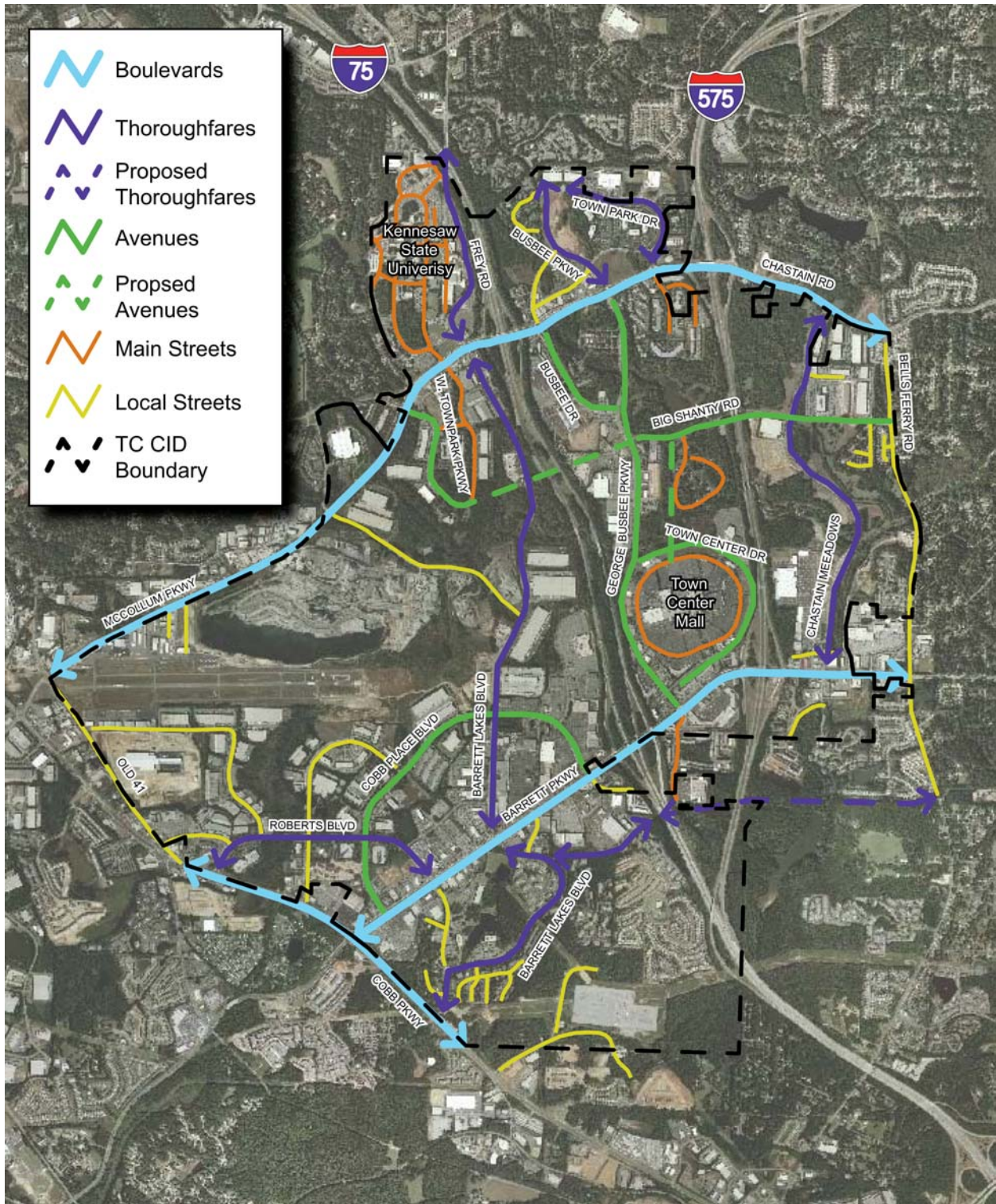
B. Thoroughfares : Primary vehicular routes that connect to Boulevards.

C. Avenues : Secondary vehicular connections linking Boulevards and Thoroughfares to the local street network. Avenues also carry heavy pedestrian movement.

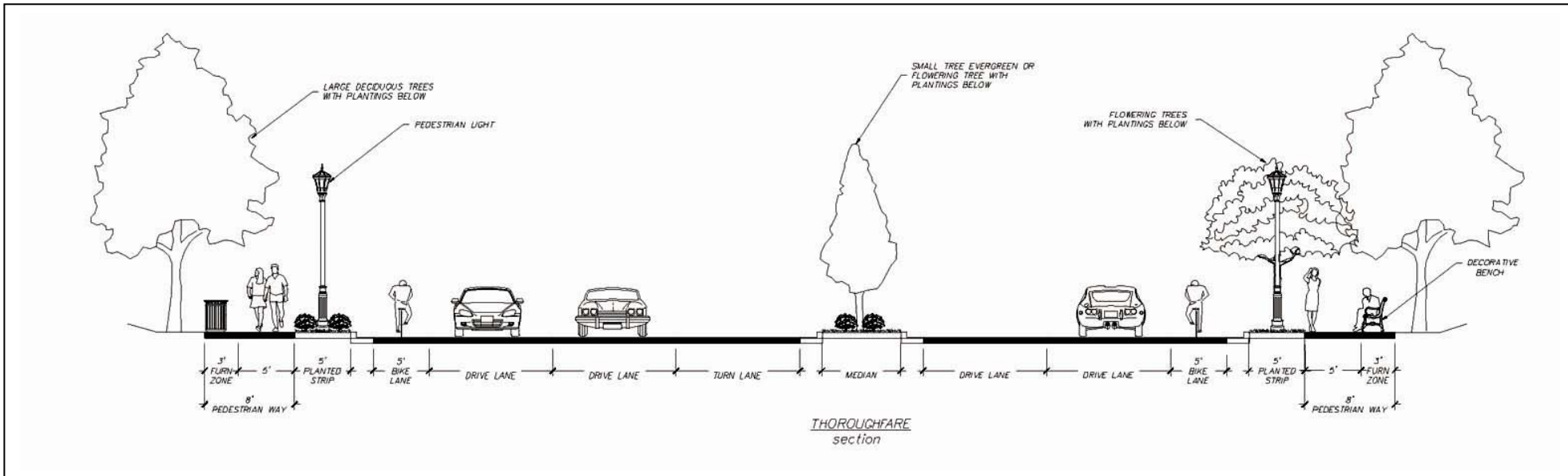
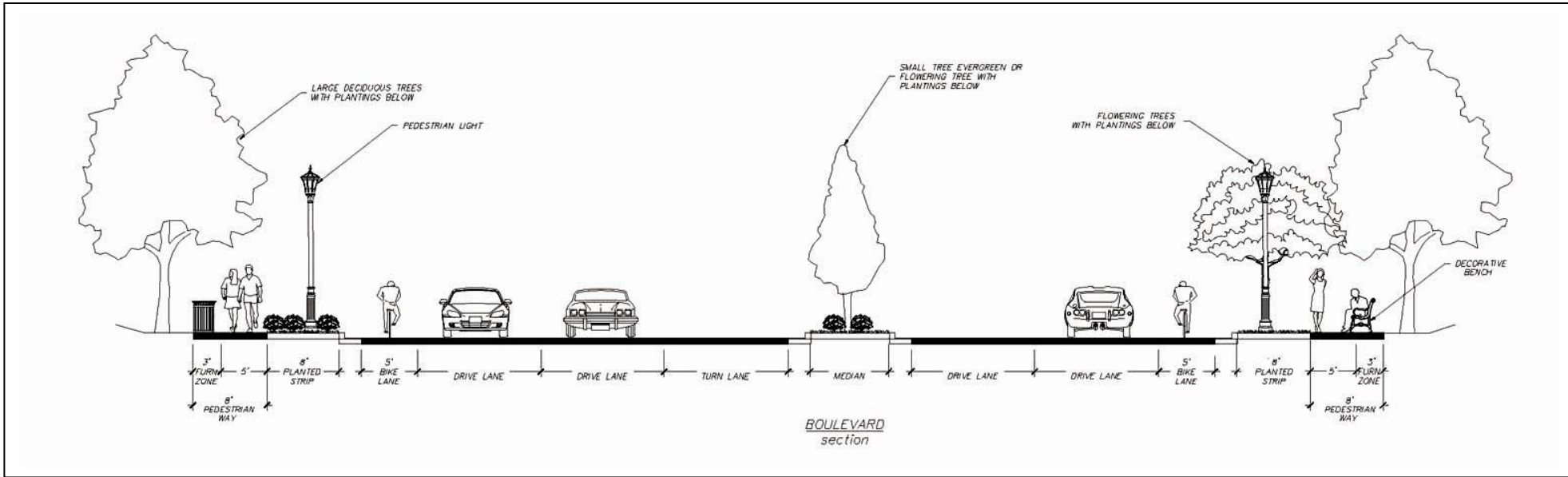
D. Main Streets : Smaller streets making up a connective network of streets within activity centers.

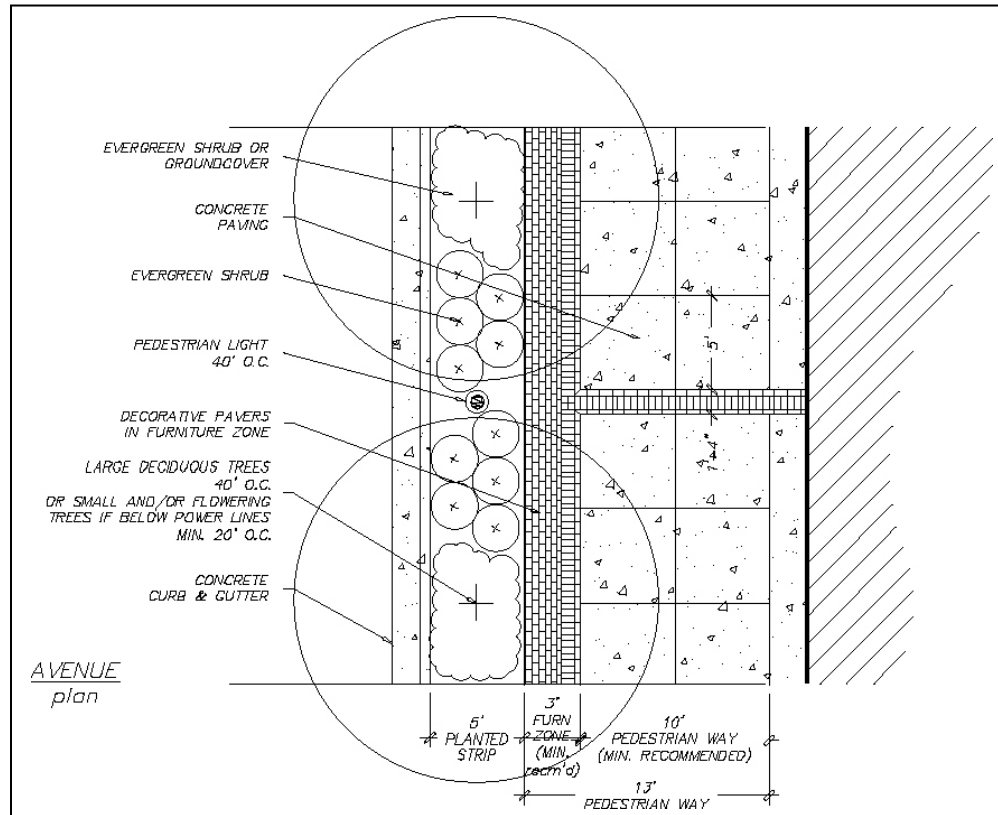
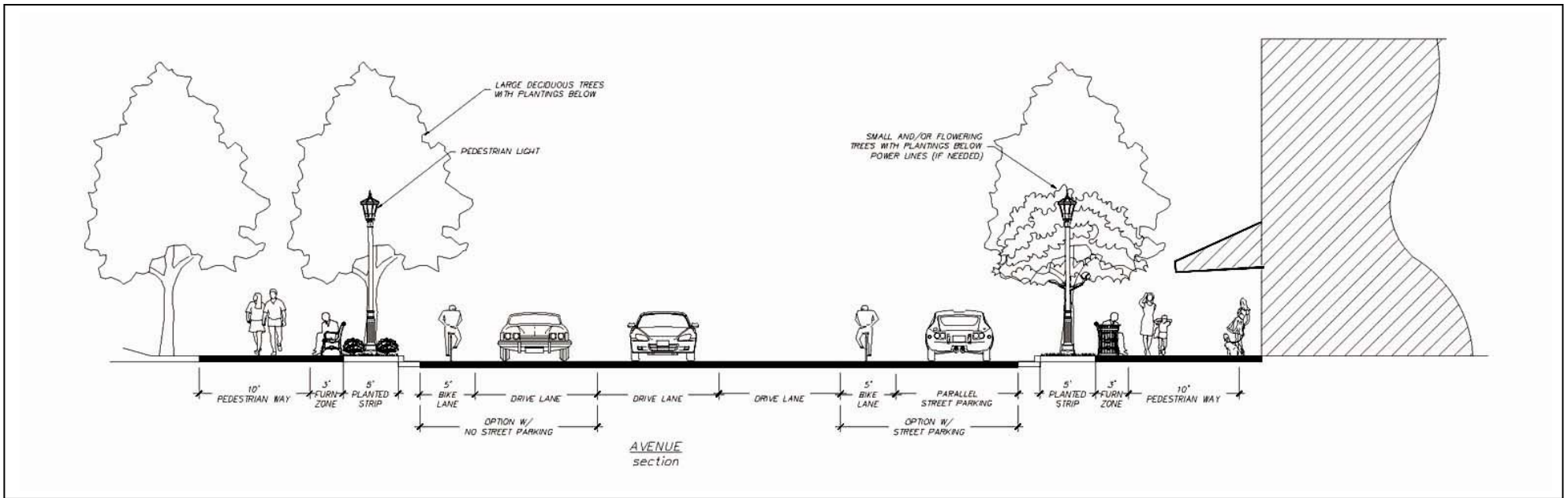
E. Local Streets: Remaining streets within the Town Center District connecting to office parks and residential communities; narrow width and slow vehicular movement.

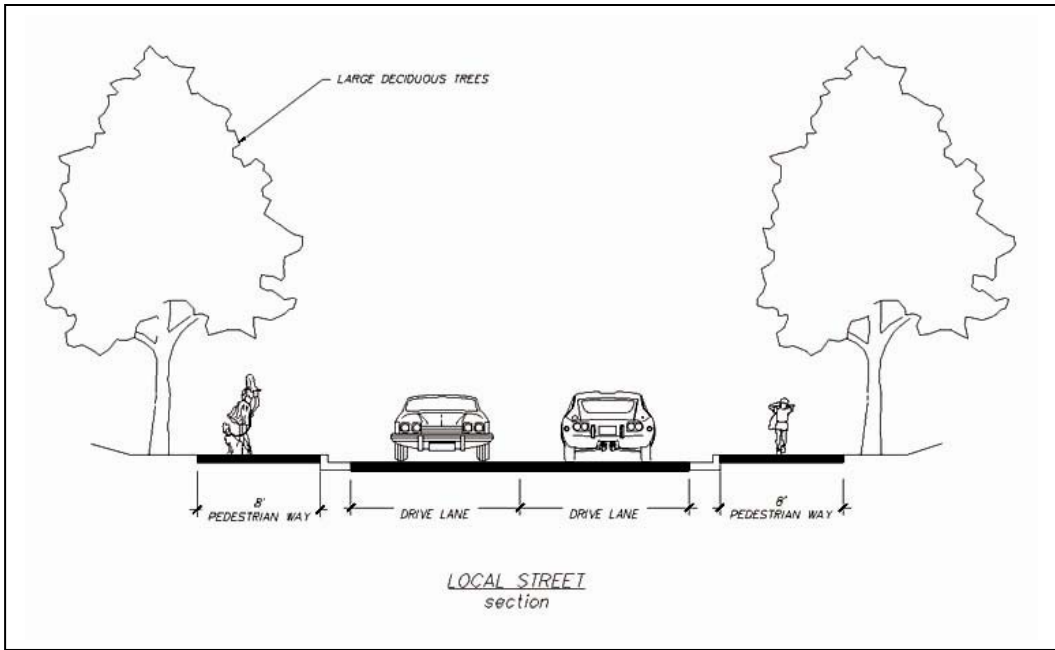
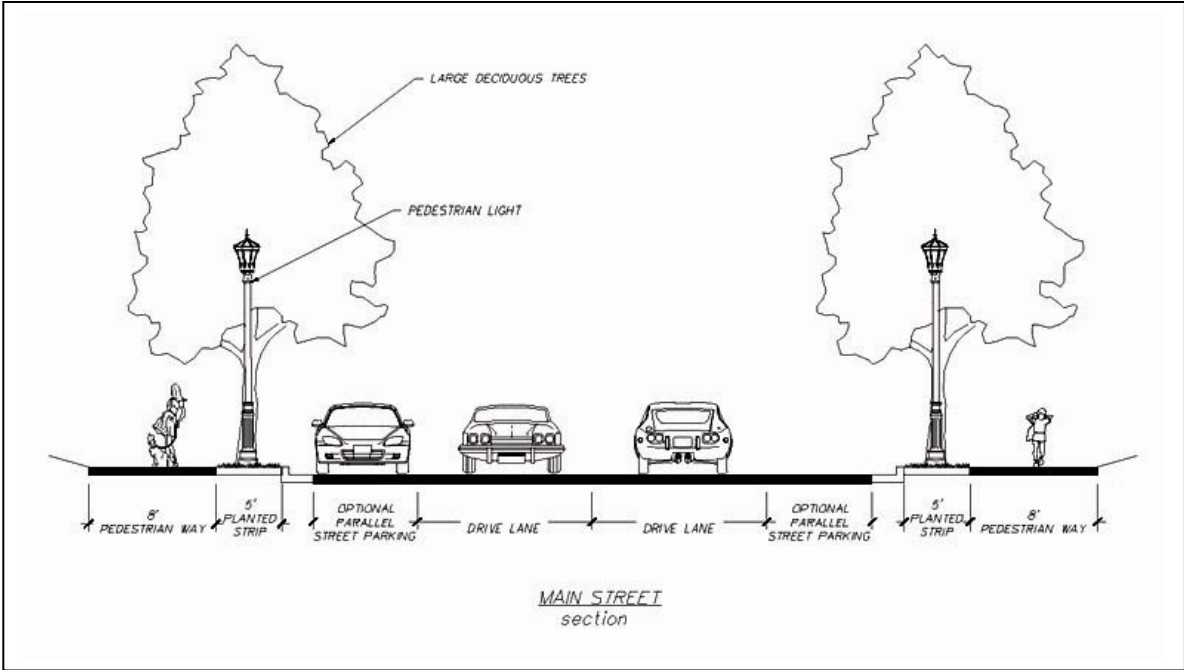
430.01.02 STREET CLASSIFICATION MAP








430.01.03 STREET TYPES







430.01.04 STREET CLASSIFICATION TABLE

STREET TYPE	CHARACTERISTICS	VEHICULAR LANES	PEDESTRIAN WAY	BIKE LANE	MEDIAN	EXAMPLES
Boulevard 	<ul style="list-style-type: none"> Primary vehicular routes Connected to interstate system Arterials 	4-7 lanes with turn lane at major intersections	<ul style="list-style-type: none"> 5 foot pedestrian way 8 foot planting strip Street lights and landscaping 	5 foot	Yes	Barrett Pkwy., Chastain Rd., McCollum Pkwy., Cobb Pkwy.
Thoroughfare 	<ul style="list-style-type: none"> Primary vehicular routes Connected to Boulevards Major Collectors 	4 lanes with turn lane at major intersections	<ul style="list-style-type: none"> 8 foot pedestrian way 5 foot planting strip Street lights and landscaping 	5 foot	Yes	Barett Lakes Blvd., Chastain Meadows Pkwy., Roberts Blvd., Frey Rd., Busbee Pkwy., Town Park Dr.
Avenue 	<ul style="list-style-type: none"> Secondary vehicular routes Destination Street High pedestrian volumes Located around transit Major Collectors 	2-4 lanes with turn lane at major intersections	<ul style="list-style-type: none"> 10 foot pedestrian way 5 foot planting strip 3 foot furniture zone Streetlights, street furniture, and heavy landscaping 	5 foot	Optional	Busbee Dr., Big Shanty Rd., Town Center Dr., New bridge and road connection over Noonday Creek, Cobb Place Blvd., George Busbee Pkwy.
Main Street 	<ul style="list-style-type: none"> Local traffic High pedestrian volumes Located in activity centers Minor Collectors or Local Streets 	2-3 lanes	<ul style="list-style-type: none"> 8 foot pedestrian way 5 foot planting strip Streetlights 	No	No	Roberts Ct., Hidden Forest Ct., Chastain Center Blvd., Mall Ring Rd., West Townpark Pkwy., All streets within KSU campus
Local Street 	<ul style="list-style-type: none"> Local traffic Primarily serving residential office parks or industrial areas Minor Collectors or Local Streets 	2-3 lanes	<ul style="list-style-type: none"> 8 foot pedestrian way Street trees 	No	No	All remaining streets within the Town Center District

430.01.05 STREETScape ELEMENTS

A. Lighting

Lighting within the Town Center CID shall be the following models unless a similar model with equivalent quality is approved by Cobb County Community Development.



1. Street Lights

Huntington Series

Base: HN-24AB

Base height: 24"

Pole: 16-Flat Flute

Pole height: 25'

Arm: 24th Avenue Long

Fixture: *Holophane Tear Drop Series,

Esplanade w/ deep skirt

Finial: Half Dome

Color: BK

Mfr: Valmont



2. Decorative Mast Arms & Pedestrian Signal Poles

Huntington Series

Base: HN-31AB

Base height: 24"

Pole: 16-Flat Flute

Arm: 36th Avenue Short
(double)

Fixture: *Holophane Arlington
Series Post Top (double)

Finial: Half Dome

Color: BK

Mfr: Valmont



3. Pedestrian Lights

Octagonal Lantern Series

Fixture: Arlington Series Post Top

Fixture height: 27 1/4"

Pole and base: Hamilton: H12C/10-CA fluted

Pole height: 12'

Color: CA/BK

Mfr: Holophane



B. LANDSCAPE

Landscape should be maximized in public right-of-way and private parcels. A mix of trees and shrubs should be provided for each area. Parking lots should be landscaped and screened using shrubs and smaller trees.

- Large street trees shall be planted 40' on-center. They should be equally spaced between street lights.
- Smaller understory street trees shall be planted 20' on-center. They should be spaced between street lights.

1. Planting strips and landscape areas should be landscaped with shrubs and flowering plants.

Suggested planting: Hemerocallis (Daylily) and Liriope Spicata (Monkey Grass), Trachelospermum jasminoides (Confederate Star Jasmine)



2. Understory Street Trees

Suggested trees: Crape Myrtle, Cherry, Way Myrtle, Redbud, Hawthorn, Dogwood



3. Shade Street Trees

Suggested trees: Willow Oak, Nuttall Oak, Red Maple, Elm, Zelkova, Hornbeam



4. Walls

Walls should be granite block, Tennessee field stone or brick. The walls should be mortar set.

**Wall should NOT be built of timbers, railroad ties, interlocking concrete block, concrete block (cmu), poured concrete (not faced), etc.

C. STREET FURNITURE

When street furniture is used on streets within the Town Center CID, the following models shall be used unless a similar model with equivalent quality is approved by Cobb County Community Development.



1. Trash Receptacle

The street trash receptacles will be a vertical slatted metal.

T Series Model T-32

Color: VS Black

Mfr: Victor Stanley



2. Bench

The street bench will be a vertical slatted metal.

Classic Series Model CR-138

Length: 6'

Color: VS Black

Mfr: Victor Stanley



3. Pavers

Manufacturer: Boral Pavers

Paver Color: Heartland Flashed

Paver Style: Beveled
(or equivalent)



4. Bike Rack

The bike rack will be a tubular steel, ribbon rack.

Prairie Sites Series BK-3

Length: varies

Color: VS Black

Mfr: Victor Stanley

Bike racks should be installed perpendicular to sidewalks, so that bikes do not encroach into pedestrian ways.



5. Bollard

Charleston Series with the dome top option

Bollard: BOL/CH44/12/DT-CA/BK or

BOL/CH44/12/DT/L-CA/BK (lighted)

Bollard height: 3'-7.5"

Color: CA/BK

Mfr: Holophane



6. Decorative Sign Post & Wayfinding Signage

Charleston Series with the dome top option

Base: SB-33

Base Height: 24"

Pole: 3" Smooth (height will vary)

Finial: FIN-A3

Color: Black

Mfr: Brandon Industries

430.01.06 PEDESTRIAN CROSSINGS

Pedestrian Crossings are required at all signalized intersections with white thermoplastic striping and safety islands within medians. Pedestrian Crossings are also required at any mid-block crossings along Avenues and in areas of high pedestrian volumes (e.g. KSU, planned BRT Station and Town Center Mall)

430.01.07 NEW STREETS

A. BLOCK SIZE

When large parcels are redeveloped, parcels shall be broken up with new streets to create smaller blocks with a maximum block length of 600 feet on any side measured from the back of the right-of-way containing the streetscape.

B. STREET TYPE

New Streets within the Town Center District shall meet the standards for either an Avenue, a Main Street or a Local Street as specified in Section 430.01.

430.01.08 CURB CUTS

A. NUMBER OF CURB CUTS

Curb cuts shall be kept to a minimum and shared whenever possible to reduce pedestrian-vehicular conflicts and to maintain effective traffic flow.

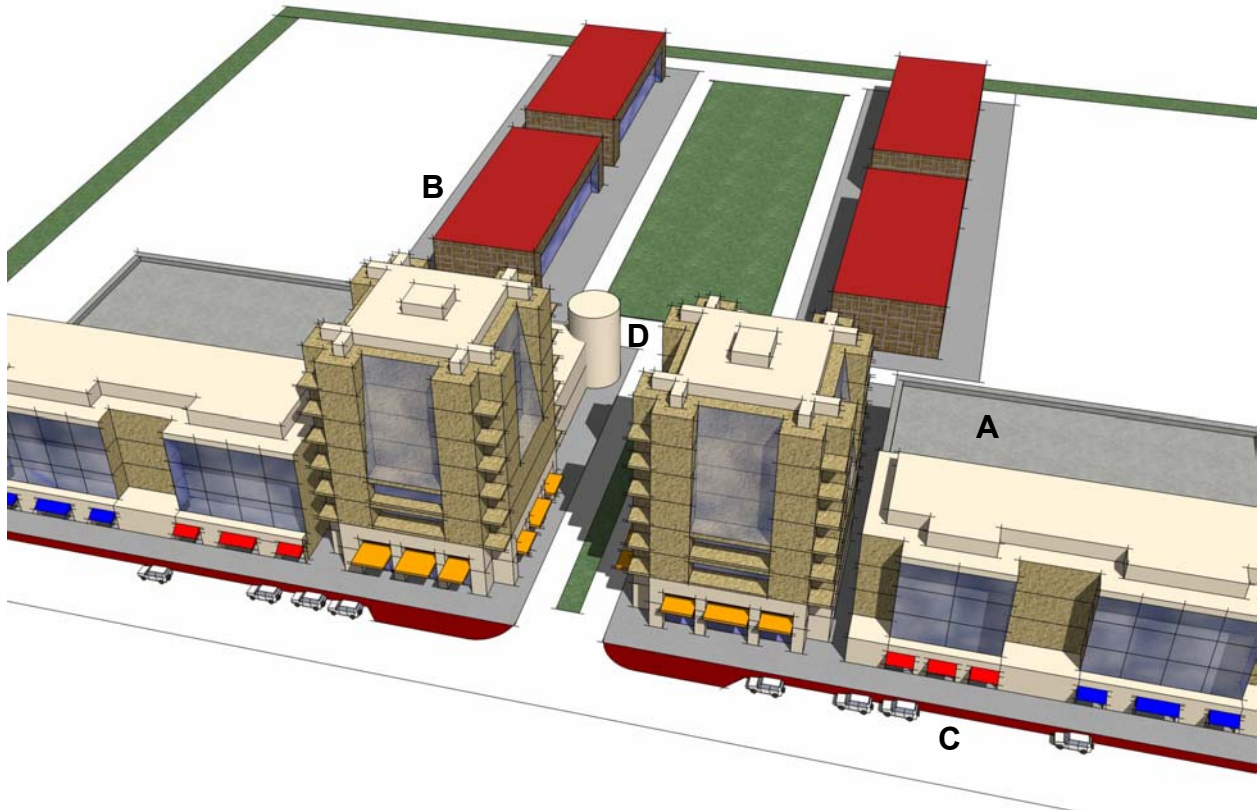
B. LOCATION OF CURB CUTS

Curb cuts shall be avoided on Boulevards, Thoroughfares or Avenues except for the creation of a new street. For each development, curb cuts shall be located on street(s) with the lowest classification in the following order: (Local or Main Streets, Avenues, Thoroughfares, Boulevards). The minimum distance between two curb cuts shall be 300 feet.

B. SIZE OF CURB CUTS

The maximum width of any curb cut shall be 24 feet.

430.01.09 SITE DESIGN



A. PARKING DECKS

Parking decks shall be visually concealed from the street.



B. SERVICE AREAS

Service areas shall be visually screened from the street with buildings or landscaping.



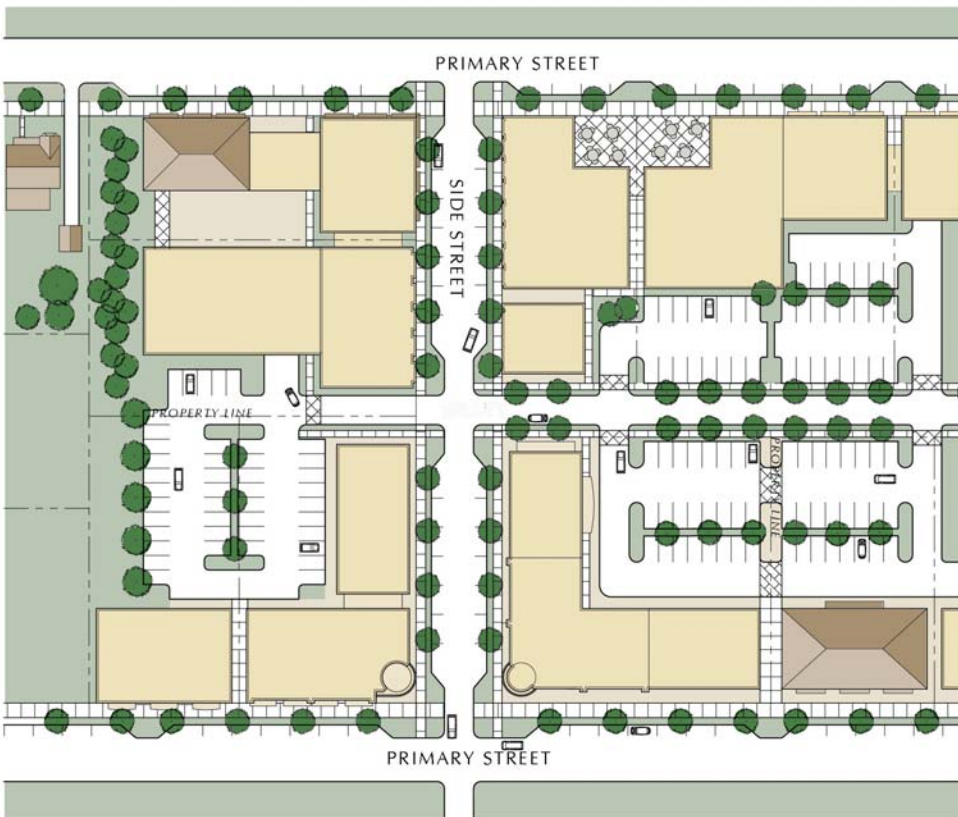
C. ON-STREET PARKING

On-street parking is permitted and encouraged on all streets except Boulevards.



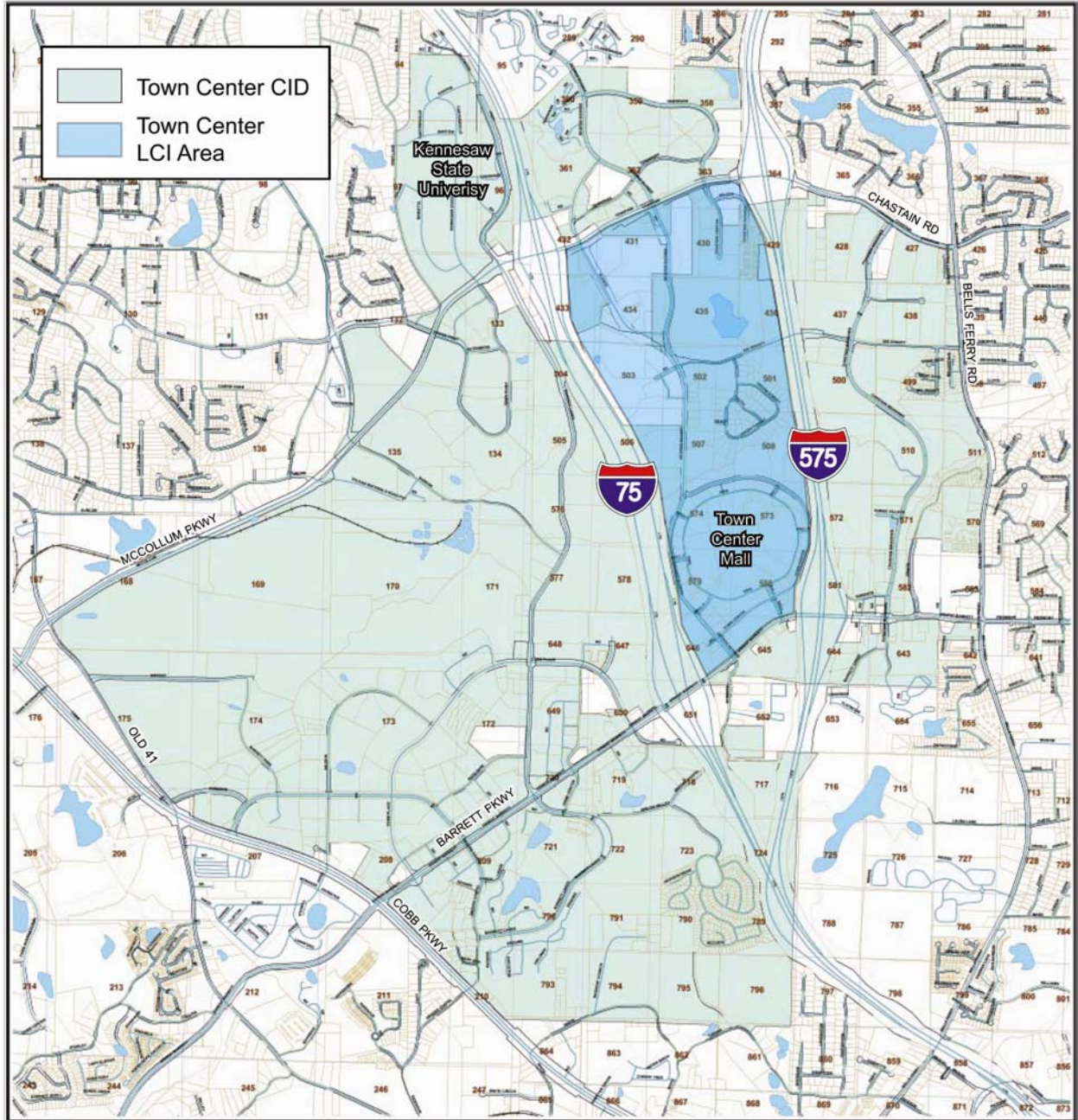
D. INTERPARCEL CONNECTIVITY

Adjacent non-single-family parcels shall provide both vehicular and pedestrian connections to adjacent parcels to reduce curb cuts and amount of traffic on the existing street network.



430.01.10 ADDITIONAL GUIDELINES FOR THE TOWN CENTER LCI AREA

In addition to all guidelines within this document, the following guidelines shall apply only to the Town Center LCI Area as indicated on the map below.



A. BUILDING ORIENTATION

Buildings shall front the public street with active ground-level uses.



B. PARKING LOTS

Parking lots shall be heavily landscaped.



C. PUBLIC OPEN SPACE & PLAZAS

Public open space and plazas shall be designed as an integral part of new development.



D. STOREFRONTS

Storefronts shall have large amounts of fenestration. 50% of ground level facades shall be transparent.



E. OUTDOOR DINING

Outdoor dining is permitted and encouraged.



F. CANOPIES AND AWNINGS

Canopies and awnings are permitted and encouraged.



G. BUILDING ENTRANCES

1. Primary pedestrian entrances shall be clearly visible and accessible from the public sidewalk.



2. Building entrances shall be designated as prominent elements.



H. BUILDING FACADES

Buildings facades shall be delineated with architectural detailing.



I. CORNER BUILDINGS

Corner buildings shall have distinctive architectural detailing.



J. PARKING DECKS

1. Parking decks shall have ground-level uses.



2. Parking decks shall have aesthetically pleasing facades.



K. SIGNAGE

Signage shall be clearly marked.

