



# Dallas Highway Design Guidelines Corridor

**Review Process**

Artistic renderings of each side of the proposed building, along with the overall site layout (including landscaping components) will be submitted during a rezoning application process and/or when plans are being considered for Cobb County's Plan Review Process. The developer/architect will submit drawings to the Planning Division for review. The Division will provide a copy to the District Commissioner, as well as, People Looking After Neighborhoods (PLAN) for additional review and comment. The Planning Division will provide a five-day turnaround for comments back to the applicant. If needed, both staff and the applicant shall work with the District Commissioner on Issues of design.

**II. GUIDELINES FOR NEW DEVELOPMENT OR REDEVELOPMENT**

These guidelines will apply to new development on undeveloped parcels or redevelopment proposals involving demolition of existing structures. In the event of a large development proposal (multi-tenant shopping center), the overall streetscape of corridor requirements, Section III, shall apply only to any proposed out lots. All other design requirements within this section shall apply, along with requirements contained in the Community Retail commercial (CRC) Zoning District and the Neighborhood Activity Center (NAC) or Community Activity Center (CAC) Future Land Use Categories.

### III. OVERALL STREETSCAPE OF CORRIDOR FOR NEW DEVELOPMENT OR REDEVELOPMENT

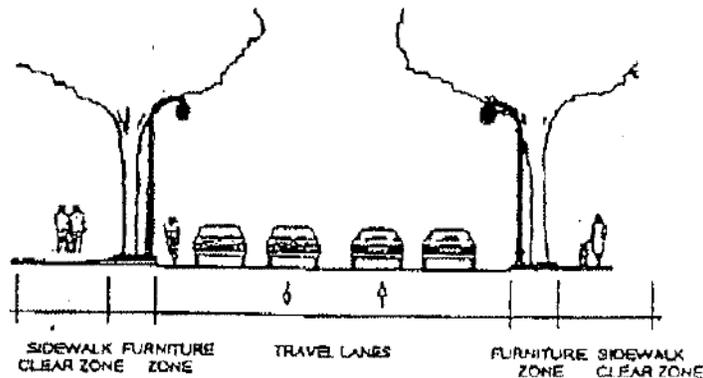
The overall intent of the design guidelines in this section is to develop a “village” atmosphere where buildings are similar in architecture and style, with green space at the front of the building and parking located at the sides and rear. By lining the corridor with attractive storefronts and aesthetic amenities such as landscaping, benches, sidewalks, street lamps, etc., a commercial strip can be transformed into a neighborhood center where pedestrian activity is encouraged. This section will provide a description of the intended streetscape along the Dallas Highway Corridor and briefly factors that attribute to a successful design. The following diagrams provide and overall look at the intent of a successful streetscape, which encourages pedestrian activity.

#### Building Façade/Front Setback Line

Building setback lines shall be in accordance with the Cobb County Zoning Ordinance or negotiated so as to ensure proper alignment of new buildings with those already developed.

#### Sidewalk/Clear Zone

Sidewalks shall be a minimum of five (5) feet and located along Dallas Highway and all public streets. A paved pathway of brick, limestone, etc. must lead from the sidewalk to the building’s entrance.



#### Street Furniture Zone

A street furniture zone of 10 feet shall be located adjacent to the right of way and is intended for the placement of trees, street furniture waste receptacles, bicycle racks, mass transit shelters, lighting, etc. The preferred tree is Red Maple and placed 20’ on center with a minimum 3 ½ caliper. At the location where a lamp post will be placed approximately every 150-200 feet, a rectangular 10X10 paved area will installed. The area will be enclosed on three sides by a two rail high fence and short stone columns and landscaping. This will serve as a sitting area for pedestrians and add character and connectivity to the lengthy corridor.

### **Front yard Area**

This area is located between the sidewalk/clear zone and the building's façade /setback.

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

### **Awnings/Canopies/Balconies**

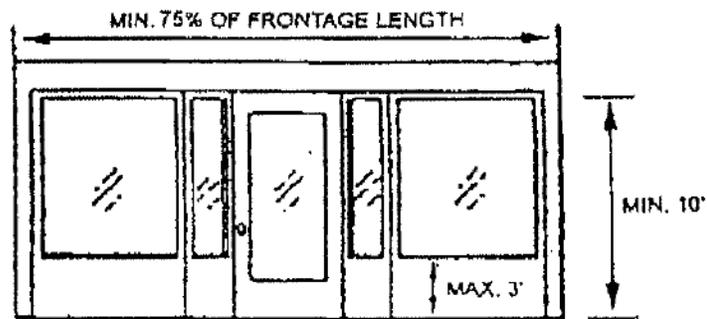
Shall encroach a maximum of 5 feet from the building's façade.

### **Storefront windows**

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

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

All front windows shall be clear of posters, signage, or any type of window displays. Posters, signage, or any type of window display shall cover no more than 25% of the cumulative area of the side and rear window(s).



### **Pedestrian Entrances**

Entrances shall face and be visible from the street and directly accessible from the pedestrian sidewalk area. To ensure an intentional flow of pedestrian traffic from the parking area to the store entrance, brick pavers, stone, etc. will be installed as parking lot crosswalks. Pedestrian entrances should be a focus point of the building's architecture and should be consists of porches, cornices, columns, molding, etc.

Building entryways shall open directly onto an outdoor dining area, courtyard, landing or public sidewalks.

### **Dumpsters/Loading Areas**

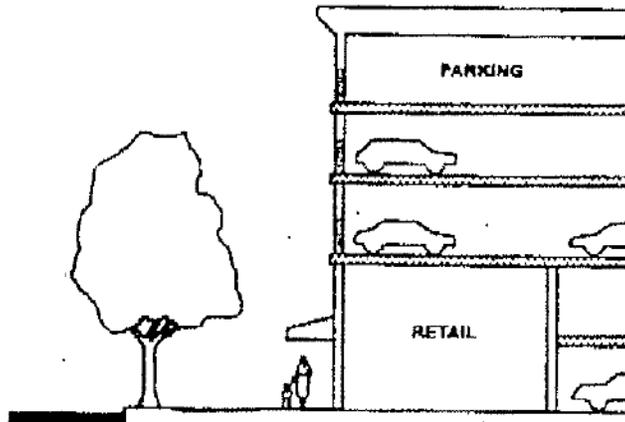
Areas should be located at the rear of building and not visible from public view. Should be screened/enclosed with a wall at a height of 6feet and constructed of masonry with metal or wood gates.

### **Parking Lots and Decks/Facades**

No parking spaces shall be between the structure and the roadway. No more than 50% of parking spaces may be located to the side of the structure and must not be within the front 1/4<sup>th</sup> of the building measured from the front/side corner. The remaining balance of spaces will be located to the rear of the structure. Shared parking will be encouraged for multi-tenant development.

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

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



### **Parking Lot Landscaping**

Provide landscaped islands throughout all surface-parking areas. Interior landscaped islands shall consist of at least 10-square feet of plantable area and two trees per 36 parking spaces. Planting islands may run parallel with the parking bay, centered over the line between parking spaces.

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

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

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

### **Signage**

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

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

Blinking neon, billboards, portable, inflatable and temporary signage, except for real estate marketing signs, shall be prohibited. No signage allowed on pedestrian benches.

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

## **IV. ARCHITECTURAL DESIGN**

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

- ❖ Building facades shall be of architectural treatments of glass and brick, stone, architectural block, stucco and wood (combining these finishes are allowed and encouraged). Seventy-five percent (75%) of a building's façade shall be of brick or rock, with the remaining portion of the exterior made of contrasting materials such as stucco, wood, etc. Painted block is prohibited.
- ❖ Contrasting accent colors of any wall, awning or other features shall be limited to no more than 15% of the total area for each façade side.
- ❖ Metal sided or portable buildings shall be prohibited.
- ❖ Buildings shall incorporate live plant material growing immediately in front of the building's front yard area, on the building (Ivy, window planters, etc), and other greenspace areas surrounding the building, where feasible.

- ❖ Buildings of less than 5,000 square feet of gross floor area shall be designed with pitched roofs, minimum pitch of 4 in 12.
- ❖ The preferred roofing materials for pitched or mansard roofs are metal, tile, slate, stone or wood shake. If typical shingles are used, such as asphalt, the appearance should be that of slate, tile metal, or shake.
- ❖ To lend the appearance of multi-tenant occupancy, facades of multi-tenant buildings shall be varied in depth or parapet height. Additionally, distinct architectural entry identity for individual tenant entrance shall be provided.
- ❖ Walls visible from roadways or parking areas shall incorporate changes in building material/color or varying edifice detail such as trellises, false windows or recessed panels reminiscent of window, door or colonnade openings, landscaping or storefront every 150 linear feet.
- ❖ Roof parapets shall be articulated to provide visual diversity. Parapets shall include articulations or architectural features at least every 100 linear feet. The minimum height of articulations or features shall be one foot, and may be provided in height offset or façade projections (porticos and towers are encouraged).
- ❖ Building design shall include minimum one-foot deep cornices, extending along the entire front of buildings and the sides of buildings at least ten feet from the front of the building.
- ❖ Building design shall include a minimum one-foot high contrasting base, extending along the entire front of buildings and the sides of buildings at least ten feet.
- ❖ All mechanical, HVAC and like systems located on the ground and rooftop shall be screened from all street, driveway, and pedestrian level views, from all sides of the building. An opaque wall, fence or parapet made of masonry, stucco, splitfaced block, wood etc. would provide adequate screening.
- ❖ Any accessories provided such as railings, benches, trash receptacles and/or bicycle racks, etc. will be reviewed to ensure they complement the building design, color and style.
- ❖ Fast Food establishments shall be prohibited from locating children play areas at the front of the buildings and instead shall situate them to the side/rear of the building, with a height no greater than ten (10) feet.

## **V. INFRASTRUCTURE FOR NEW DEVELOPMENT OR REDEVELOPMENT**

### **Utility Lines**

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

### **Street Lamps**

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

### **Parking Lot Lighting**

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

## **VI. GUIDELINES FOR EXISTING DEVELOPMENT**

The specific design guidelines will apply when the use/structure seeks to remodel, expand or make any significant exterior change that requires a Cobb County building permit. These guidelines will also apply if there is a change in type of business use, or the building has been vacant or discontinued for a period of six months or longer.

### **Dumpsters/Loading Areas**

Areas to be located at the rear of building and not visible from public view. Should be screened/enclosed with a wall at a height of six (6) feet and constructed of masonry with metal or wood gates. Masonry construction shall be consistent with that of the building façade.

### **Parking Lot Landscaping/Buffering**

Provide landscaped islands throughout all surface-parking areas. Interior landscaped islands shall consist of at least 100 square feet of plantable area and two trees per 36 parking spaces. Planting islands may run parallel with the parking bay, centered over the line between parking spaces. Linear island width shall be a minimum of seven feet from back of curb to back of curb. Parking bays adjacent to linear landscaped islands may be reduced to 17 feet. A shared parking arrangement with adjacent parcels is encouraged. If shared parking is not feasible and existing parking requirements cannot be achieved with landscaped islands, a landscaped buffer to include a combination of trees, berms, and plantings shall be required between the parking area and public road rights-of-way.

## **Signage**

All free standing signs will be grounded based, monument type. Construction material will be consistent with that of the building façade. Any permitted wall or awning signs will be constructed of materials consistent with that of the building façade.

## **Parking Lot Lighting**

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

## **VII. ARCHITECTURAL GUIDELINES FOR EXISTING DEVELOPMENT**

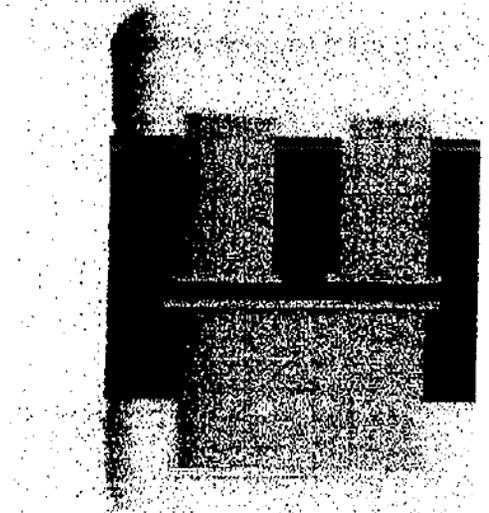
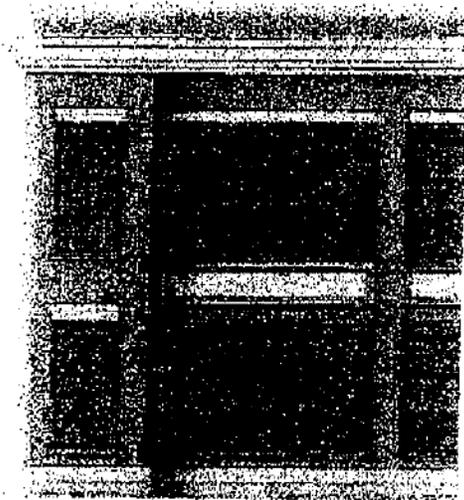
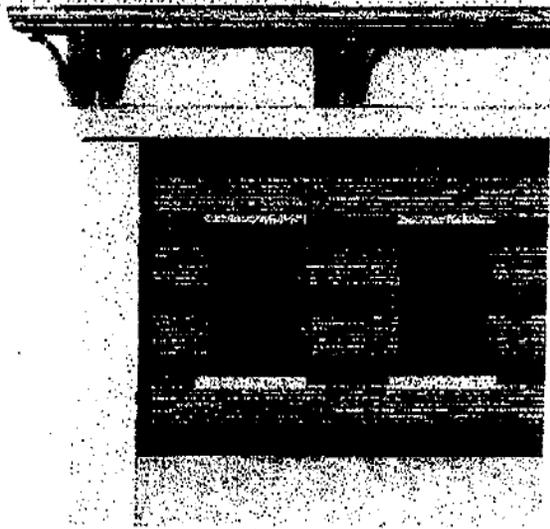
Architectural design of all buildings should comply with the following guidelines:

- ❖ Existing building facades (adjacent to public rights-of-way) shall be retrofitted (if necessary) for architectural treatments of glass and brick, and stone, architectural block, stucco, and wood (combining these finishes are allowed and encouraged).
- ❖ Contrasting accent colors of any wall, awning, or other feature shall be limited to no more than 15% of the total area for each façade side.
- ❖ Metal sided or portable buildings shall be prohibited, unless existing and not public road rights-of-way.
- ❖ Buildings shall incorporate live plant material growing immediately in front of the building's front yard area, on the building (ivy, window planters, etc.), and other greenspace areas surrounding the building, where feasible.
- ❖ All mechanical, HVAC, and like systems on the ground or roof shall be screened from all street, driveway, and pedestrian level views, from all sides of the building. An opaque wall or fence of masonry, stucco, splitfaced block, wood etc., consistent with construction materials of building façade, would provide adequate screening.
- ❖ Any accessories provided such as railings, benches, trash receptacles and/or bicycle racks, etc., will be reviewed to ensure they complement the building design, color, and style.

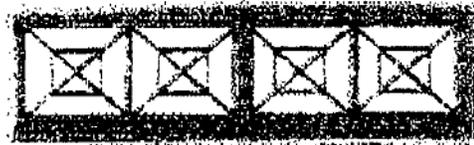
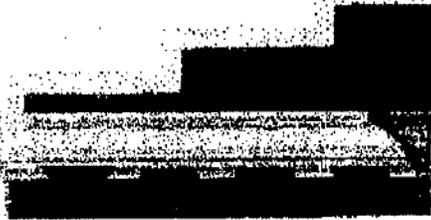
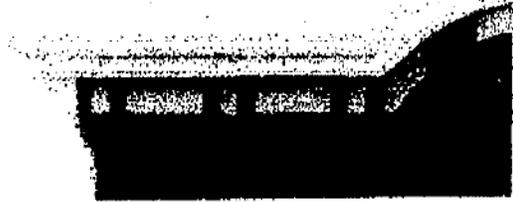
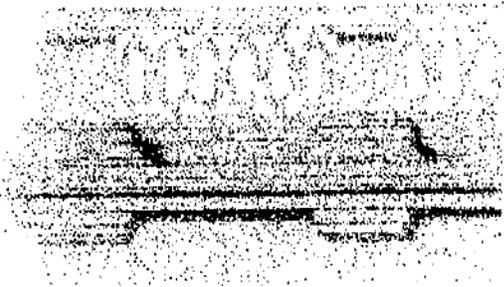
## V. SUGGESTED DESIGN ALTERNATIVES/COLORS/MATERIALS

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

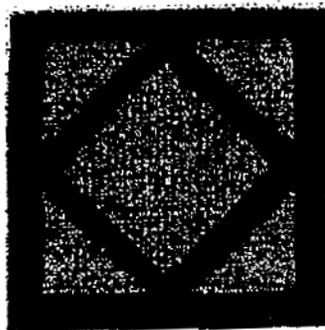
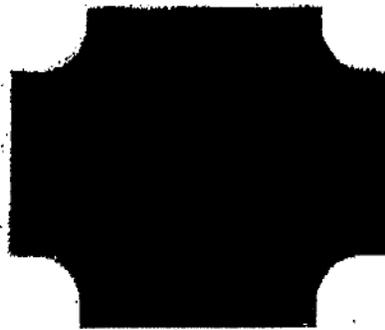
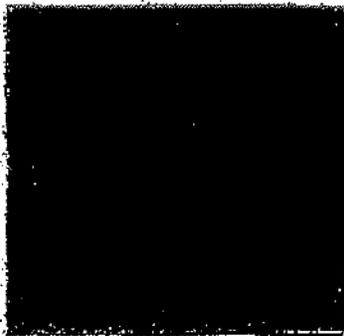
**Facades** should consist of combining material and architectural elements to minimize the expanse of walls.



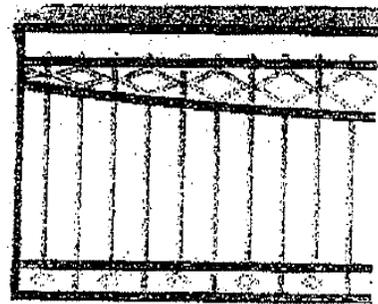
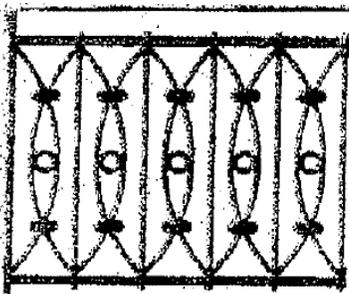
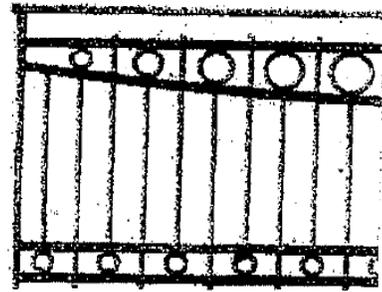
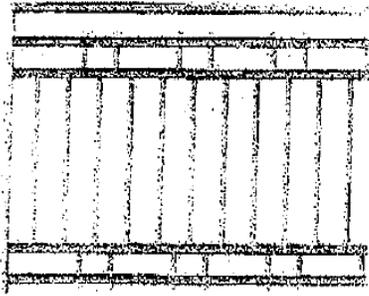
**Cornices/Parapets** enhance the character of buildings by adding height and depth, and providing scale to multi-storied buildings.



## Paving



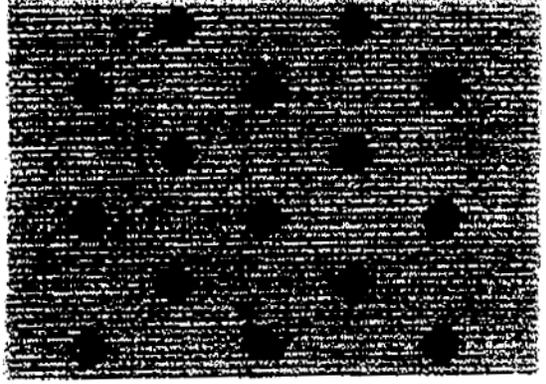
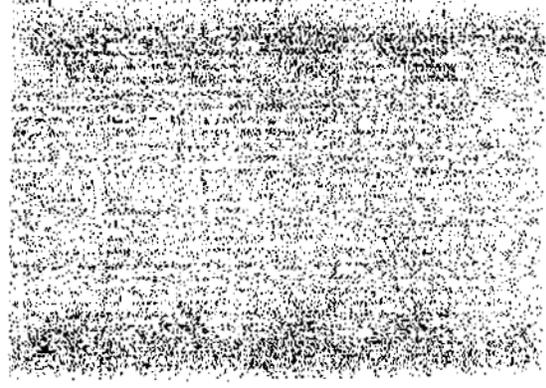
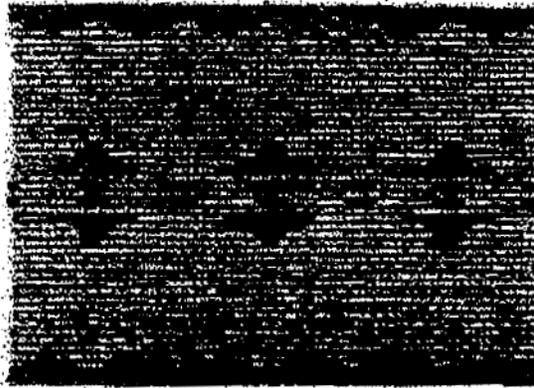
**Railings** can be used to enhance landscaping areas and to designate outdoor seating areas or verandas.



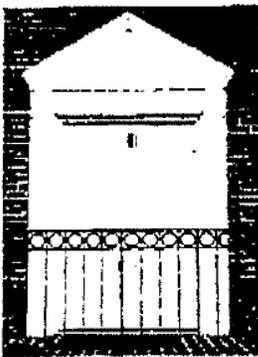
## Crown Molding



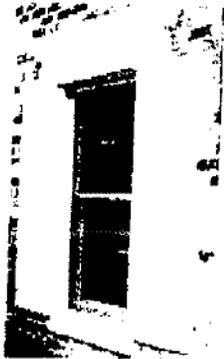
**Wall Patterns** serve to add character and minimize the aesthetic of large wall areas by using materials such as brick, stone, tiles, columns, etc.



## Entrance Pediment



# Window Molding



# Balust/Railing

