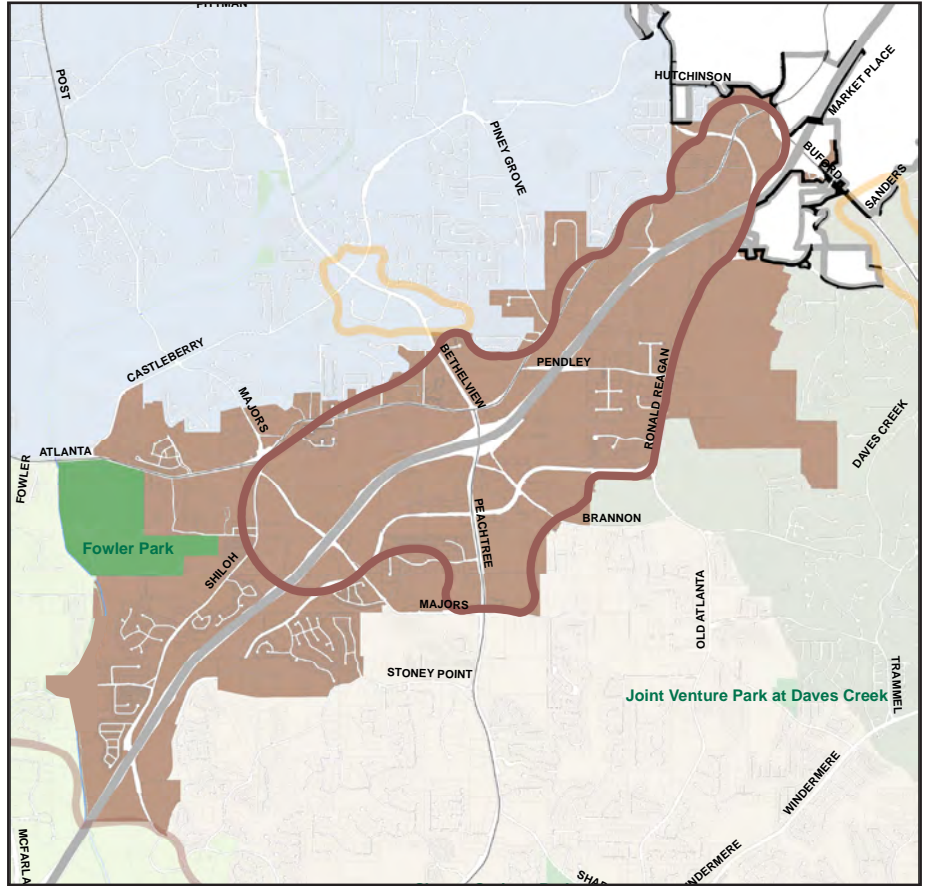


02

SOUTH GA 400

LOCATION:

The South GA 400 character area runs along both sides of GA 400 from north of McFarland Parkway to the limits of the City of Cumming.



CHARACTER TODAY:

The South GA 400 character area is mostly comprised of a mixture of industrial and commercial uses as well as some undeveloped land scattered along the corridor. The northern end of this character area includes the Vulcan Quarry. The Collection at Forsyth is located at Highway 141 (Peachtree Parkway) and GA 400, near the center of the character area.

CHARACTER AREA GOALS:

- Leverage GA 400 for business and industry growth.
- Create a mixed-use node with employment opportunities at the crossroads of GA 400 and Highway 141.
- Supplement commercial and business/industry nodes with appropriate, residential development that is well integrated with commercial and business/industry uses from a design and transportation perspective.



FUTURE CHARACTER:

The South GA 400 character area is envisioned as an area for larger scale, higher intensity business and office uses. This character area also is appropriate for expanded town center developments with a regional draw. New residential units should be integrated within town center developments, but generally play a secondary role.

APPROPRIATE ZONING CLASSIFICATIONS:

		South Georgia 400	
		Ch. Area	Reg. Node
Residential	RES1	✓	
	RES2	✓	
	RES3	✓	
	RES4	✓	
	RES6	✓	
	MHP		
Commercial	NS	✓	✓
	UV	✓	
	CBD	✓	✓
	HB		
	HC	✓	✓
Office	BP	✓	✓
	O&I	✓	✓
	OR	✓	✓
	OCMS	✓	✓
Industrial	M1	✓	✓
	M2		
	MINE		
Agricultural	A1	✓	
	AgRES	✓	
Mixed-use	MPD		✓
	MU-C		
	MU-R		✓

NON-RESIDENTIAL PERFORMANCE STANDARDS AND GUIDELINES:

- Future commercial development should primarily be located within identified development nodes. Outside of these nodes, commercial uses should be limited to designated commercial corridors. Commercial uses along commercial corridors should be located at or adjacent to major intersections or adjacent to other commercial uses and where infrastructure is in place to accommodate higher intensity uses. Corridors that

are currently designated as commercial corridors include Highway 9, Union Hill Road, Shiloh Road (partial), Bethelview Road, Ronald Reagan Boulevard, and Peachtree Parkway.

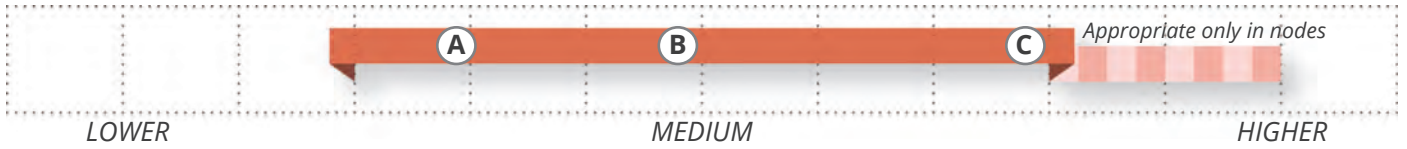
- Shared driveways and inter-parcel connections are required.
- Transitions in development intensity should be designed as development moves from high intensity non-residential and mixed-use developments to residential areas. Where a gradual transition is unlikely to be achieved, buffering between development types through code requirements will be essential.
- Where feasible new streets and internal streets should follow a gridded pattern of small blocks for a more condensed form of development.
- Amenities such as (but not limited to) seating, public art, fountains and other outdoor landscape elements should be included within each development.
- Buildings should share similar design characteristics to provide repeating patterns, materials and colors to emphasize design integrity.
- Clustering of office and retail uses is encouraged. First floor retail and restaurant uses are desirable for both office and residential developments to promote a mix of uses.
- Buildings should be oriented close to the roadway with streetscape amenities (benches, planters, streetlights, etc) for promotion of a high quality, live-play-work experience that has a defined sense of place.
- Deck parking is to be encouraged over large, surface parking lots.

South Georgia 400/Highway 141 Regional Node

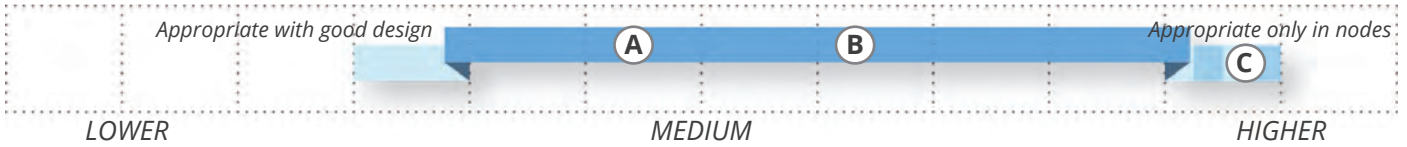
- Architectural character should use traditional building materials in a contemporary style and aesthetic that is compatible with developments currently in the character area.
- Permit up to 4 stories for Office and Mixed-use structures.
- Encourage retrofitting existing commercial and retail strip development in areas that are likely to undergo renovation or potential demolition in the long-range planning period.
- Support lodging services and meeting facilities to provide further opportunities for visitors to enjoy local amenities.
- Support economic development activities, particularly office development, in an effort to increase and diversify the county's tax base.
- Encourage civic and cultural uses as well as entertainment establishments that will promote community interaction and public open space.

NON-RESIDENTIAL INTENSITY SCALES AND VISUAL CHARACTER

Commercial and Town Center



Office and Industry



RESIDENTIAL DESIGN GUIDELINES AND STRATEGIES:

- Residential developments must front all adjacent street frontages and all residential units must front either a street or qualifying open space.
- Access to residential garages and parking pads are encouraged to be from a rear loaded alley.
- Higher intensity detached residential developments are encouraged to utilize shared parking arrangements, where feasible, to reduce impervious surfaces.
- Accommodate a mix of housing types and densities to allow a variety of options for residents.

South Georgia 400/Highway 141 Regional Node

- Residential units must address all streets by providing a building frontage towards the street, with shallower setbacks and streetscape amenities for the promotion of a high quality, live-play-work experience.
- All ground floor residential units must have a stoop or porch with direct sidewalk access and visible frontage to the primary street.
- New mixed-use development should use a variety of techniques to avoid the monotonous appearance of identical buildings. In addition, building materials shall be of high quality such as brick, stone, wood or cementitious siding.
- Multi-family residential units are only permitted as part of mixed-used developments with active commercial uses at street level.

RESIDENTIAL INTENSITY SCALES AND VISUAL CHARACTER

Residential

