Pre-Wiring Suburbia
Transportation & Urban Design Solutions for Emerging Suburban Areas

Fayette County

Pete Frisina, AICP
Community Development Director

Douglas County

Amy Brumelow, AICP,
Director of Planning & Zoning

Spalding County

Chuck Taylor, AICP
Community Development Director

Glatting Jackson Kercher Anglin, Inc.

Ed McKinney, AICP
Principal, Urban Designer

Joel Mann, AICP
Associate, Transportation Planner
Transportation investments are powerful and far-reaching.

19%

What the average household spends on transportation
(as much as food and health care combined)
The Regional Forecast Challenge

Anticipate

Land Use

generates

Travel

demands

Road Capacity

Accommodate

Region Solution

Based on a Limited Regional Network

as if nothing else mattered
Local Trips within the Corridor

Trips That Start or End in Corridor

Through Trips on the Corridor

Why Network?

61% Of trips could use other routes (Roswell, GA)

7% 52% 41%

No Network

Network

Of trips could use other routes (Roswell, GA)
Why Network: More Intersections

Less Capacity:
1 intersection

More Capacity:
6 intersections

Same Total Lanes
When Did We Forget?

Savannah

Alpharetta: Northpoint
Network = Land Subdivision
Block Structure does not limit development

Strasbourg Cathedral: 1811
Otis Elevator Brake: 1853
Steel Construction: 1871
Karl Benz Patents Automobile: 1885
Subway Opened: 1904
Empire State Building: 1931

Strasbourg Cathedral: 469'
Otis Elevator Brake: 600'
Steel Construction: 1250'

There Are Opportunities: Suburban Roswell (1993)
There Are Opportunities: Suburban Roswell
(1993)
There *Were* Opportunities: Suburban Roswell

(2003)
Suburban Atlanta Case Studies

Fayette County

Douglas County

Spalding County

Region

corridor

Center
Where is Regional Growth Going?

2000
1990
1970
1950

Douglas County: Corridor
Fayette County: Region
Spalding County: Center

Atlanta Urban Area Historical Growth (1950-2000), Source ARC
What is the Region Growth Policy?

Regional Places
Mega Corridors
Urban Neighborhoods
Suburban Neighborhoods
Rural Areas

Douglas County: Corridor
Fayette County: Region
Spalding County: Center

Atlanta Region Unified Growth Policy Map Version 3.0 (2008), Source ARC
Where do we typically focus?

Regional Places

3.4%
- Central City
- Regional Centers
- Station Communities
- Town Centers
- LCIs

Douglas County: Corridor
Fayette County: Region
Spalding County: Center
Why are these places important?

- 8.6% Mega Corridors
- 8.3% Urban Neighborhoods
- 50.1% Suburban Neighborhoods
- 33.0% Rural Areas

- Douglas County: Corridor
- Fayette County: Region
- Spalding County: Center
Why Are These Areas Important: **National Trends**

55% of built development in 2035 will be built between now and then.

70% “urban” (>10units/ac)

Source: Dr. Arthur C. Nelson, Director of the Metropolitan Research Center, University of Utah
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Fayette’s Plan Under the ARC Comprehensive Transportation Plan Assistance Program
Fayette at a Glance

Approximately 110,000 residents today

South of the City of Atlanta; Hartsfield-Jackson Airport

The only county in the Atlanta metro area without an interstate

Major growth since the airport reconstruction in the late 1970s

One of Metro Atlanta’s (and Georgia’s) wealthiest counties
Sense of Place: Celebrating Rural Character

Fayette was primarily an agricultural community prior to the 1970s.

Rural landscape has been a major attractor.

Open landscape preserved through zoning and land use policies.
What is important to the community?

County can fund and maintain projects (67% say this is important)

Safety (all say this is important or very important)

Maintain the County’s look and feel (50% say very important and 33% say important)
100% of respondents say they like this. What do they like?

- Limited commercial development (100%)
- Trees (67%)
- Streams, wetlands and other protected areas (67%)
- 1-acre min. lot sizes (67%)
Translating transportation to land use policy and vision
Major Challenges:
Balancing the Transportation System
Effective Network

Only 42% of the network is effective

The Real Street Network?
All of the currently-proposed Regional Transportation Plan Projects are located on these effective roads.
Land can still be subdivided

How will the roadway network accommodate new development?
The Plan’s Approach: Street Network
Street Network

**Blue Roads** are enhancements of existing roads

**Red Roads** are added street network as land develops
S.R. 85, looking north.
SR 92 & SR 85
SR 92 & SR 85
SR 92 & SR 85
Create network and create capacity

1. First Project Stubs Out

Strengthen and direct development towards existing communities
Strengthen and direct development towards existing communities

Create network and create capacity

2. All Traffic Forced Onto Arterials (No Network Yet)
Create network and create capacity

3. Second Project Built

Strengthen and direct development towards existing communities
Strengthen and direct development towards existing communities

Create network and create capacity

4. Planned But Unacceptable Traffic Flow

Strengthen and direct development towards existing communities
Strengthen and direct development towards existing communities

Create network and create capacity

5. All Traffic (Both Projects) Forced Onto Arterial - Root Of All Traffic Problems
Strengthen and direct development towards existing communities

Create network and create capacity

6. City (County) Maps
Connector Road Corridor

1/4 Mile
7. First Project Builds But Isolates Their Connector Segment

Create network and create capacity

Strengthen and direct development towards existing communities
Create network and create capacity

Strengthen and direct development towards existing communities

8. Second Project Builds and Exploits Connector Segment
Create network and create capacity

9. 60%-70% Of All Traffic Removed From Arterials - Less Internal VMT

Strengthen and direct development towards existing communities
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Background for the Study

Study Area & Municipal Boundaries
Existing Conditions and Analysis

Highway 92 Future Development with Current Overlay Standards

- 3-rail Fence
- Berm or landscaped hedge
- Shade Tree (every 40'-0"")
- 5'-0" Sidewalks
- 40'-0" Buffer

Highway 92 Douglas County - LCI Study
Existing Conditions and Analysis

Existing Street Network

Effective Street Network
Existing Conditions and Analysis
Recommendations

Highway 92 Douglas County - LCI Study
Recommendations

Lee Road Intersection

- New commercial development organized on streets and blocks to maximize connectivity and walkability.
- Lee Road extension forms a key second direct access between neighborhood and Highway 92 through the village center.
- New greenway and trail system along existing creek open space.
- New residential uses with a mix of housing types organized on a pattern of connected streets and blocks.
- Multi-family residential as a transition between single family neighborhood and commercial frontage on Highway 92.
- New neighborhood roads connect to existing stub-outs.
- Stormwater retention.
- Proposed future traffic signal.
- Office/commercial/mixed use development fronting along key streets.
- New 2-lane road, parallel to Highway 92, road provides local access for neighborhoods to destinations on the corridor.

Legend:
- Commercial/Retail
- Commercial/Office
- Multi-family Residential
- Single-family Residential
- Civic / Institutional / Religious
- Parks & Open Space
- Proposed New Streets
- Existing Streets
- Proposed New Trails

Highway 92 Douglas County - LCI Study
Recommendations

Bomar Road Intersection

New street connection parallel to Highway 92

New residential/commercial mixed use development fronting Highway 92

New residential development with a mix of housing types organized on a pattern of connected streets and blocks

New 2-lane parkway street connecting the Chestnut Log M.S. and the Mt. Carmel E.S.

Key street connection between the Douglas County Soccer Assoc. and Deerlick Park

Legend:
- Commercial Retail
- Commercial Office
- Multi-family Residential
- Single-family Residential
- Civic/Institutional/Religious
- Parks & Open Space
- Proposed/New Streets
- Existing Streets
- Proposed/New Trails

Highway 92 Douglas County - LCI Study
Recommendations

Midway / Hillcrest Intersection

Potential mixed-use neighborhood with housing connected to commercial uses along Highway 92

New street connection parallel to Highway 92

Private commercial development as part of a coordinated street and block pattern that organizes the City of Douglasville parcel.

Civic Square/Park as "Front Yard" to public building

Redevelop commercial strip centers

Key parallel street connection to Highway 92

Potential new Douglas County Administration Building

Proposed extension of Hillcrest Drive as Road and/or trail

Potential new Douglasville Police Station

Legend

Commercial Retail
Commercial Office
Multi-family Residential
Single-family Residential
Civic / Institutional / Religious
Parks & Open Space
Proposed New Streets
Existing Streets
Proposed New Trails

Highway 92 Douglas County - LCI Study
Recommendations

- Median landscaping with understory flowering trees and groundcover, design details to be coordinated with the Douglas County DOT and the GDOT. This will require the County to implement in coordination with GDOT with the County agreeing to maintain any landscaping.
Recommendations

**Hypothetical TND Neighborhood Development Program**
(based on proposed guidelines)

- **Site Area:** 80 acres
- **Units:** 640 units (8 units/gross acre)
- **Parks:** 4 acres (5%)

<table>
<thead>
<tr>
<th>Use</th>
<th>Land Area</th>
<th>Acres</th>
<th>Units</th>
<th>Gross Density</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family</td>
<td>25%</td>
<td>20 Acres</td>
<td>80 units</td>
<td>4 du/ac.</td>
</tr>
<tr>
<td>Town Homes</td>
<td>50%</td>
<td>40 Acres</td>
<td>240 units</td>
<td>6 du/ac.</td>
</tr>
<tr>
<td>Multi-family</td>
<td>25%</td>
<td>20 acres</td>
<td>320 units</td>
<td>16 du/ac.</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>80 acres</strong></td>
<td><strong>640 units</strong></td>
<td><strong>8 du/ac.</strong></td>
</tr>
</tbody>
</table>

**Prototypical Neighborhood Development Plan**

- Single Family Residential
- Townhomes
- Multi-family Residential
- Neighborhood Parks
- Retention
- Single Family Residential
- Higher Density Rear Loaded
- Duplex/Quad Apartments
- Mira Parks
- Mira Park
- Neighborhood Commercial
- 1/4 Mile Radius
- Watershed Natural Features
- Retention
- Single Family Residential
- Lower Density Front Loaded
- Townhomes

Highway 92 Douglas County - LCI Study
Recommendations

Primary Driveways: Key Characteristics

- 70 feet Right-of-Way (ROW)
- Two 11 foot travel lanes with bike lanes
- On-street Parking
- 5 foot planting area / street furniture zone
- 10 feet sidewalks of which 6 feet accommodated within the ROW and 4 feet within property setbacks abutting building edge
- Buildings “built-to” the street to support an active pedestrian environment

Parallel Commercial Street Frontage

Highway 92 Douglas County - LCI Study
Focus on this node first
- Cater to 5 mi demographic
- Let other nodes feed off of this success

Toughest node to develop
- Long term strategy
- Public investment

Accessibility foundations for quality neighborhood development
- Build on park system assets
**Top Ten Suggested Implementation Actions**

1. Complete a TIGER grant application for the Lee Road extension by the September 15th deadline.

2. Coordinate with the Atlanta Regional Commission (ARC) about the potential for LCI, TE funding and other funding sources.

3. Form an ad hoc committee of property owners and other interested parties to explore potential strategies and build momentum/support.

4. Conduct an internal scan to determine if any strategies are pending – SPLOST, impact fee, etc. Ensure that Highway 92 LCI projects are included.

5. Program funds for preliminary project phases (PE, ROW, etc.) for the most critical projects.

6. Monitor the Highway 92 Urban Design Overlay to confirm it achieves the vision set forth in the LCI Study.

7. Review proposed connectivity standards in the Unified Development Code to ensure they meet the spirit and intent of the LCI Study.

8. Program an access management study for Highway 92.

9. Program the conceptual design of the proposed Highway 92 parallel street for ROW acquisition purposes.

10. Identify local revenue sources for projects that require a local match.
Pre-Wiring Suburbia
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Study Area
Large Parcels with Potential to Develop

Potential to develop 500 acres
Spalding County’s Development Patterns

Highway 41

Griffin

Study Area
The Redevelopment Approach

Highway 41
This area will include small-scale office uses with some residential.

The Triangle
A mixed-use area with higher retail along the Highway 41 corridor that elements commerce and density commercial development.

The Quarry Node
Primarily commercial and light manufacturing, with the long-term potential for residential that centers on the development of the quarry as a park.

The Lake Area
Primarily a mix of commercial, along Highway 41, with some office and residential uses.
**Tri-County Crossing, Spalding County, Georgia**

The Tri-County Crossing Center is envisioned as a new walkable center in southern Spalding County built at the crossing of Highway 41 and Zebulon Road. The plan establishes a street grid that accommodates two big box retailers, outparcel retail, “main street” retail, residential and office.

- Over 200,000 sf. of retail.
- Opportunity of multistory mixed-use development along a “Main Street”.
- New townhome and/or multifamily residential development.
- Extension of Moreland Road to Zebulon Road.
Commercial Development Case Studies

These case study examples illustrate the implementation of the proposed design guidelines for commercial development. In every one of these case studies, connectivity and block sizes have been the key in making these successful retail and mixed-use environments.

Edgewood Retail Center, Atlanta, Georgia

The Edgewood Retail Center is surrounded by existing historic neighborhoods and has easy access to I-20 and Freedom Parkway. The development built off the existing street grid and has a mix of big box and local retailers.

- Approximately 500,000 square feet of retail.
- 2 to 4 story retail development.
- Town home and condo units form the transition between retail and residential neighborhood.
- Surface parking lots tucked away from the main streets.
Birkdale Village, Huntersville, North Carolina

Birkdale Village is a mixed-use 52-acre development in Huntersville, North Carolina, a suburb of Charlotte. The Town of Huntersville adopted an urban development ordinance to control the future development of the area.

- 285,000 square feet of retail and office.
- 320 apartments, many of which are located above retail shops.
- 4 to 5 story development with parking tucked away behind buildings.
- Main street anchored by large footprint building (a cinema theatre).

Aerial View of Birkdale Village

Retail along Main Street

The Main Street
Winter Park Village, Winter Park Florida

Winter Park Village is a redevelopment of a derelict 500,000 square feet mall in Orlando, Florida. The redevelopment reconnected the street framework and has a mix of residential/office above retail along the Main Street.

- Cinema theatre forms an anchor to the main street.
- Smaller scale retail shops abut main street with big-box anchors at the ends.
- Block sizes limited to 500 feet.
The “Triangle” : Mixed-Use Vision
Mixed-Use Vision: Main Street
Overall Network
The “Triangle” : Mixed-Use Vision
Recommendations

Guidelines for Commercial Development
(within the Village Overlay District)

These guidelines are intended to provide recommendations that should be included in the Village Overlay District standards to strengthen the corridor’s design standards and be consistent with the design principles developed as part of this corridor study.

Transformation and adaptability of a 360’ x 360’ block

The diagrams below show the transformation and adaptability of a 360’ x 360’ block.
- In a surface parking option, the block accommodates 6 parking bays with primary or secondary driveways on either side and parking access from the cross streets.
- The block supports a surface parking and development configuration by allowing the outer bays of the surface parking lot to be converted into development pads that can accommodate buildings 50 feet deep and at a minimum 150 cars within the parking lot.
- In a structured parking and development scenario, a higher intensity development can be accommodated on this block by converting the surface parking into a parking deck. This allows for a larger development pad that can accommodate multi-storied residential or office development with retail liners attached to the parking deck.

Connectivity and Block Structure

Adjacent shopping centers or office parks are often not directly connected. As a result, customers who wish to shop in both centers or visit both sites, must exit the parking lot of one site and travel along the major thoroughfare to access an adjacent site. A cross access easement reduces traffic on the major road and improves safety. This in turn, can have positive business benefits by providing easy access to one site from another.
- Large parcels should be organized into “blocks” that range in length from 360 to 600 feet. This structure should be used to organize internal parking lots and access and provide connections to adjacent parcels. When adjacent to undeveloped parcels, stub-outs should be provided for future connections.
- Every third double row of parking shall have a minimum 10’ wide continuous walkway dividing that row. The walkway shall either be patterned or colored material other than asphalt and may be at grade. In not case shall the walkway be diminished to less than 5 feet.
Recommendations

Mixed Use Commercial Development Blocks

Example of residential integrated into commercial development: Multi-family provides "liner" development to conceal rear of anchor retail

Potential civic or commercial use integrated into site plan

Retail Building Frontage: Creating a "main street" retail/mixed use, multi-story buildings, with retail space on ground level

Building height shall range from 1 to 4 stories

Front key streets or primary site entrances

Out-parcel frontages: minimum 25% of street frontage

Building height and massing used to articulate building entrances

Mixed use commercial

Highway 92 Frontage

Typical Block Length

300-600

Street

Street

Street

Street or Alley

Street Frontage

Driveway
Thoughts & Challenges

• Federal transportation funding does not recognize new street network

• Emerging growth areas do not show up as congestion needs in regional models (needs to have a problem to get $)

• Requires close coordination between local transportation & planning departments to be successful

• Implementation (new network) will typically occur at the local level through development

• Need a real master plan & work with landowners – can’t do it in the abstract