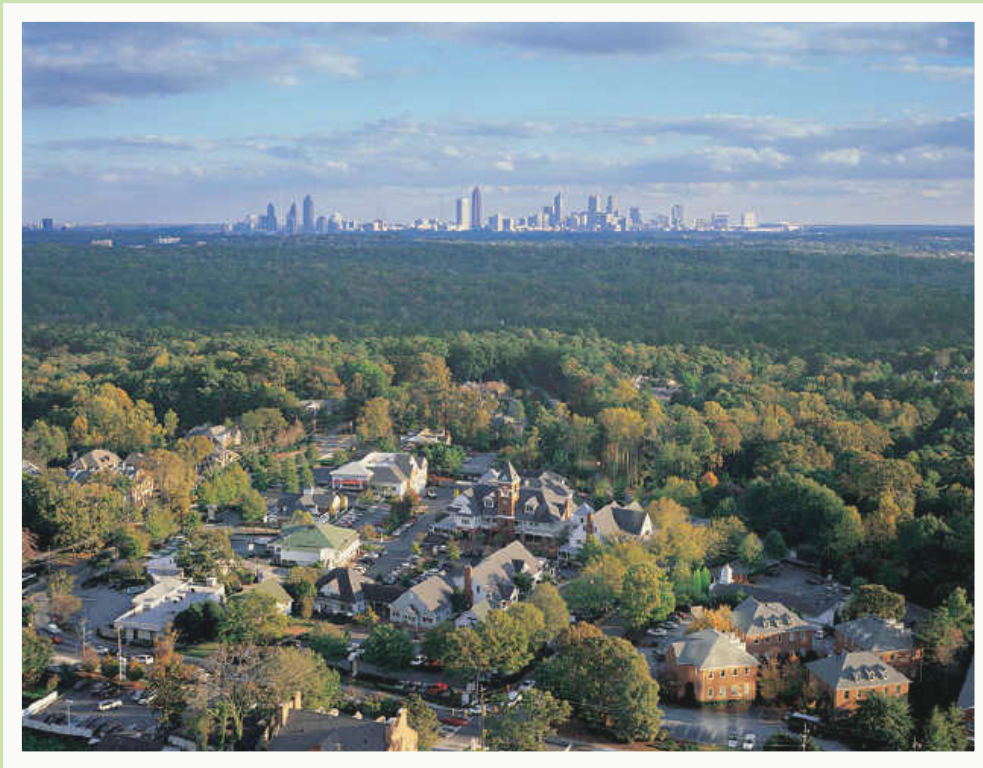


# Design Guidelines

For Vinings Village





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# Introduction

## A. Background

The Vinings Village Design Guidelines are a direct result of work done by Cobb County Community Development staff with significant input from Vinings Village residents, business owners, and other stakeholders in creating the Vinings Vision Plan, which the Board of Commissioners adopted on July 24, 2012. In addition to providing Architectural Standards, these guidelines implement several key projects identified in the Vinings Vision Plan and chosen by stakeholders and residents through a public engagement process. The key projects fall into four categories:

- Architectural Standards
- Gateways
- Streetscape Standards
- Intersections

In addition to making recommendations on how to incorporate ideas from the Vinings Vision Plan, implementation of these design guidelines will help to preserve the historic, traditional feel and charming character of Vinings Village, as well as create a unique sense of place and brand for the community, which is rich in history.

## B. Affected Areas

The area impacted by these design guidelines includes street frontages and non-residential properties along Paces Ferry Road, New Paces Ferry Road and Paces Mill Road within the Guidelines Area (See Figure 1 on the following page).

## C. Applicability

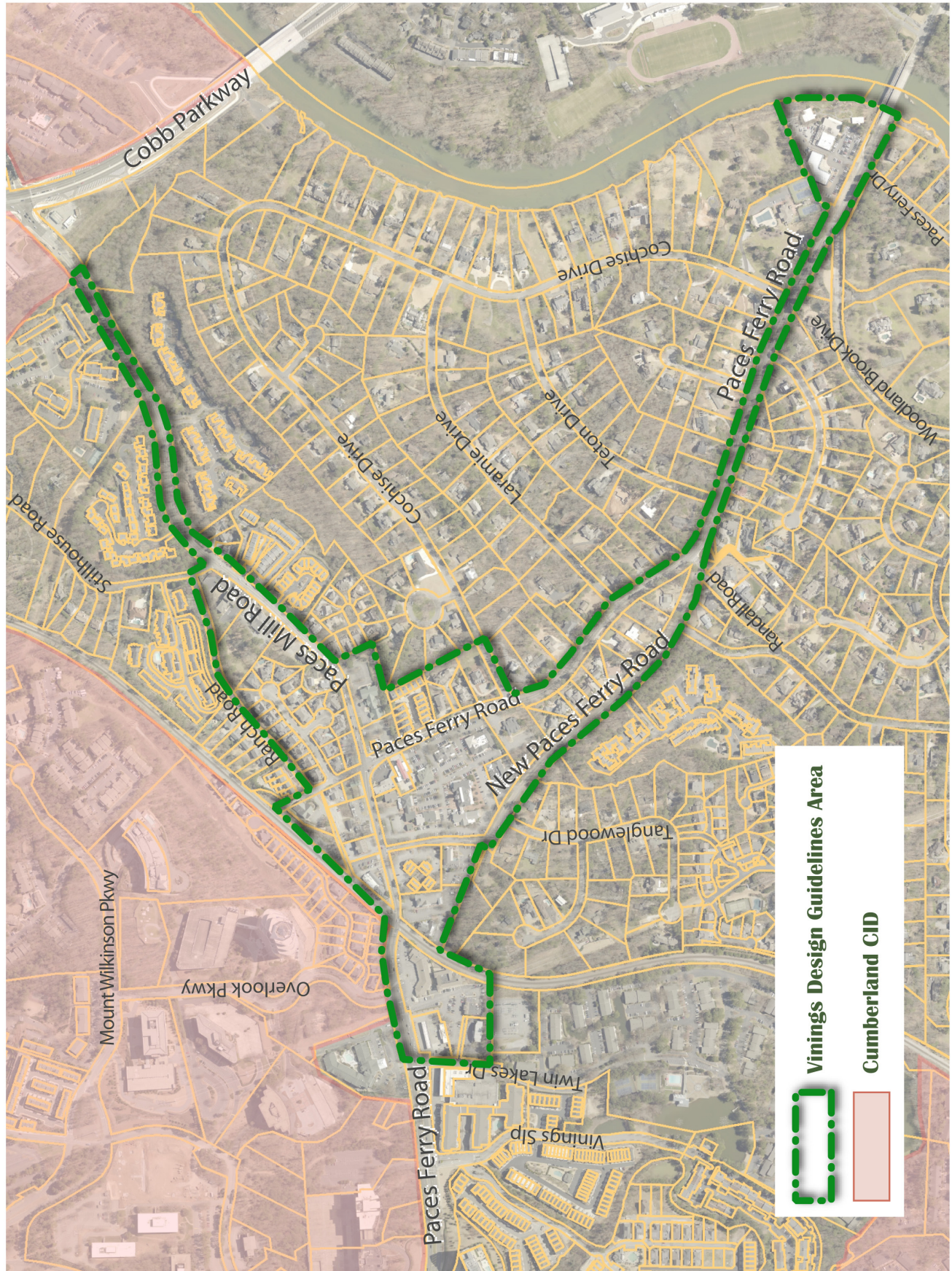
These design guidelines are applicable in the following instances:

1. Exterior rehabilitation or modifications to existing buildings, structures, signage, and all features that require building, land disturbance, and /or sign permits;
2. New construction, including additions to existing structures and buildings within the affected areas.



Figure 1

**Downtown Vinings Design Guidelines Area**





# Architectural Standards

The purpose of architectural standards for Vinings Village is to preserve and enhance the area's historic look and feel. The residents of Vinings wish to maintain the look of certain buildings, such as Vinings Center, Historic Pace House, The Vest House, and Old Vinings Inn. These guidelines should be applied under the following conditions:

- New commercial development, or redevelopment of an existing commercial site; and
- An exterior renovation or addition to an existing commercial building/site.
- In the event of a residential-to-commercial land use change on an abutting property, or property merged with an existing abutting property, that property would automatically become subject to the architectural standards.

1. **Materials:** Buildings should be primarily constructed of white clapboard siding, or a similar, durable material such as white HardiPlank siding, with accent materials such as stacked stone (durable faux, polyurethane stone is acceptable) or brick.



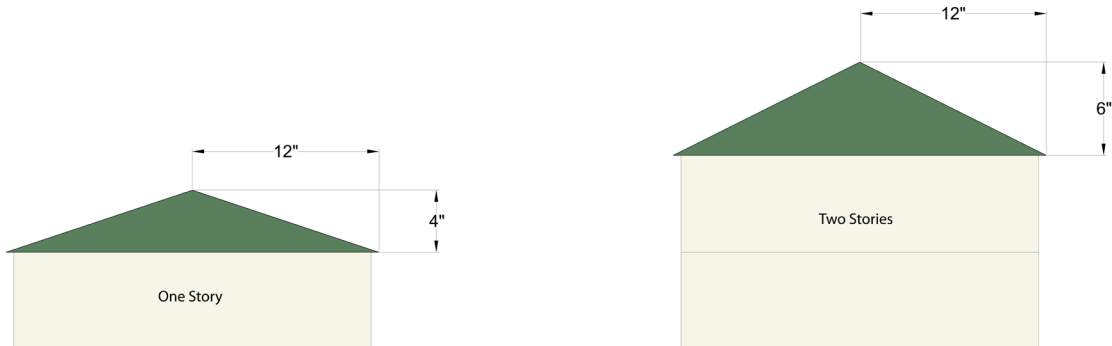
2. **Design:** Buildings should reflect a charming, historic shop look rather than that of a suburban "big box" or strip shopping center. Building facade greater than 100 feet horizontally in length shall incorporate changes such as recess or projections. Windows, bays, materials, porches, patios, balconies, alternating roof lines, awnings, landscaping or other similar features can also be used to break up the blank horizontal expanses.



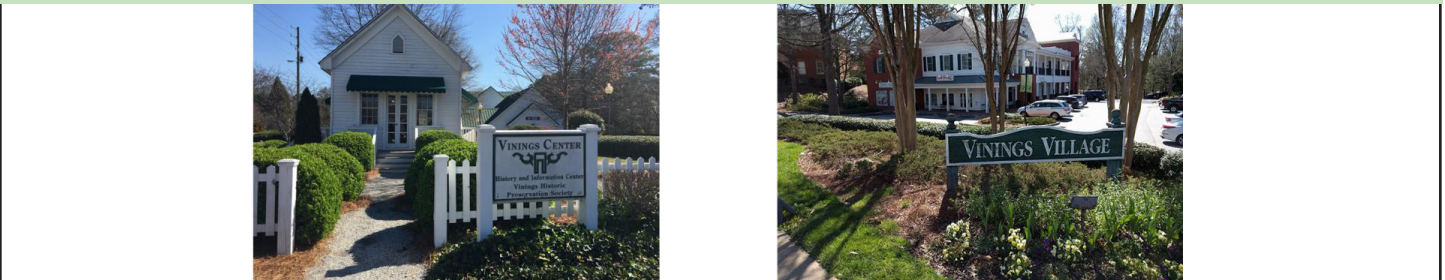
- 3. Maximum Height: Buildings should be no more than two stories in height.
- 4. Other Design Features:
  - a. Front porch or portico with wood columns (columns may be constructed of other durable material such as resembling wood)
  - b. Durable Cloth Awnings (no metal awnings allowed)
  - c. Windows constructed with wood panes or similar material
  - d. Shutters should be green (preferred) or black
  - e. Green (preferred) or black roof, constructed of standing seam metal or shingles; should match roof color.



- f. One story buildings should have a lower roof pitch with a minimum of 4 inches vertical elevation per one foot of horizontal distance, while two story buildings should have a higher roof pitch with a minimum of 6 inches vertical elevation per one foot of horizontal distance.



- 5. Signage: Commercial signage should follow Cobb County Sign Ordinance regulations when determining the amount/size of signage allowed per building and/or tenant. Signs should be constructed of durable wood or similar material with external lighting. The color scheme of the sign should mainly be the combination of white and green. The overall signage design should match the character of the main building.





6. Site Design:



- a. Buildings should be pulled up to the street/sidewalk for easy pedestrian access, and to encourage drivers through Vinings Village to lower their speed.



- b. Off-street parking should be on the side or to the rear of buildings.



- c. There should be heavy landscaping around buildings and in parking areas.



- d. Shared/cross access to adjacent parcels is encouraged and should be allowed, when possible.

# Gateway Signage

The following map indicates the location of the three proposed gateway signs for Vinings Village within the Design Guidelines Study Area:

**Gateway 1:**

Paces Ferry Road crossing the railroad

**Gateway 2:**

Paces Mill Road at Cobb Parkway

**Gateway 3:**

Paces Ferry Road at Woodland Brook Drive



*Figure 2*

The preferred logo for the proposed gateway signs is:



The following are two potential designs for the gateway signs, as indicated through the public input process. Main structure of the gateway sign should be white in color and wood or wood-like in material with a roof of green color or without roof. Please note that these are only suggestions. Slight changes may be made to the final design.

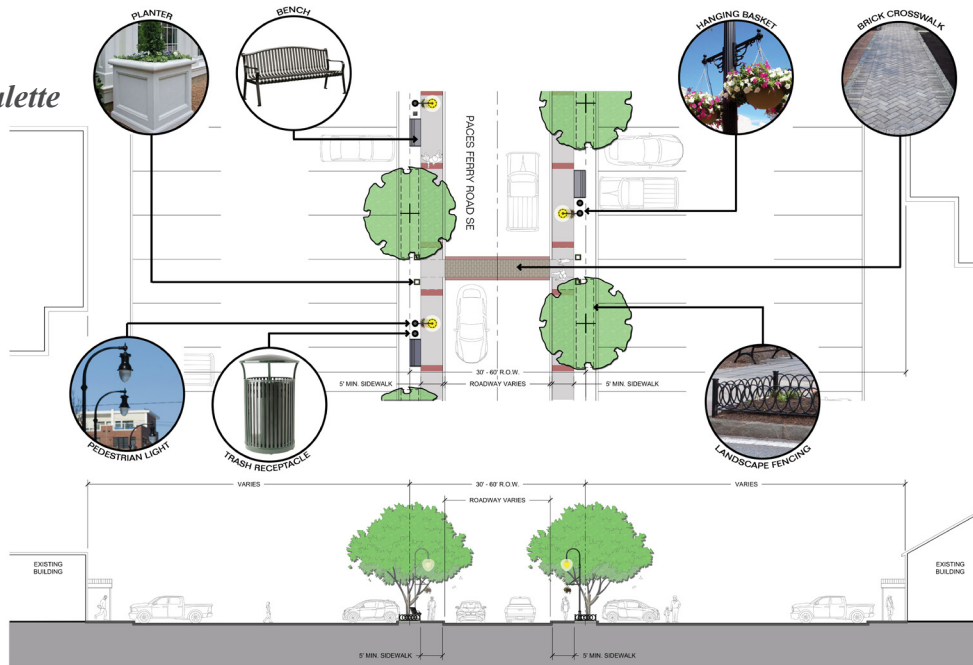


# Streetscape Standards

## 1. Street Palettes:

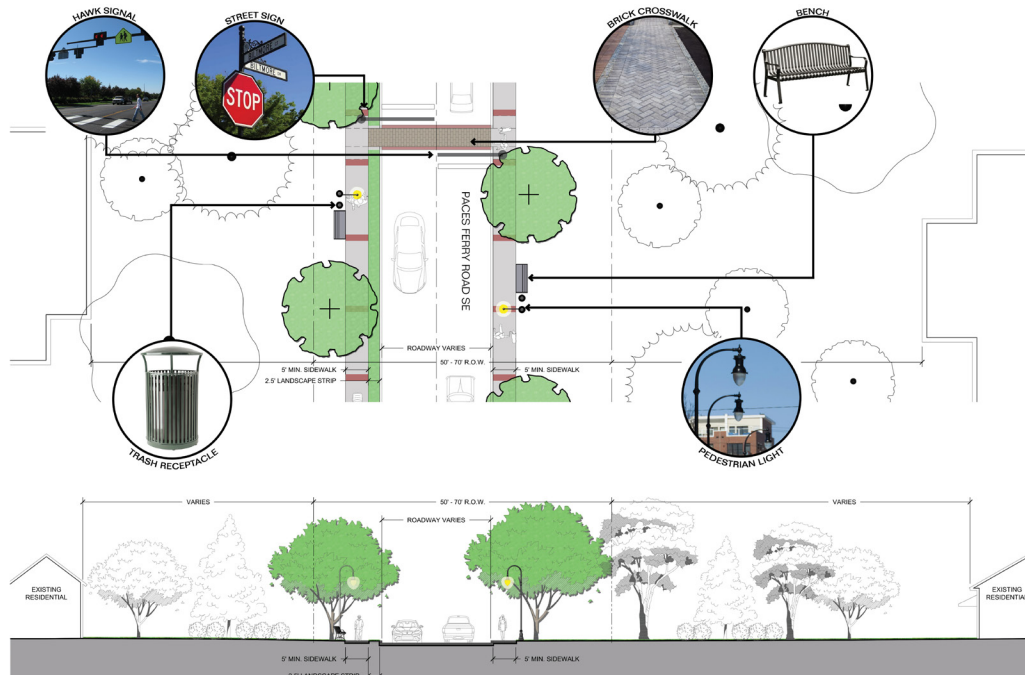
Paces Ferry Road and Paces Mill Road are the preferred commercial thoroughfares for making streetscape improvements.

**Figure 3**  
*Commercial Palette*



It is also recommended that streetscape improvements be made to residential streets throughout Vinings.

**Figure 4**  
*Residential Palette*





2. Street Elements:

- Sidewalks and pedestrian walkways connecting sidewalk to commercial building entrances are recommended and should be a minimum of 5 feet in width.
- It should be noted that the exact model of the streetscape elements including benches, trash cans, street signs, planters, landscaping fences, mast arms and crosswalks do not have to be used within the Village. However, elements of similar colors, material, style and character should be used in order to create the desired look of the area.
- Benches, trash cans and planters should be located behind the sidewalk.
- Bushes and/or flowers are encouraged to be planted under street trees surrounded with decorated landscape fences.
- HAWK signals and special paved or marked crosswalks are strongly encouraged at the locations where heavy pedestrian activity occurs.



*Bench*



*Trash Can*



*Street Sign  
(Reesidential)*



*Planter*



*Landscape Fence*



*Mast Arm  
(HAWK Signal)*



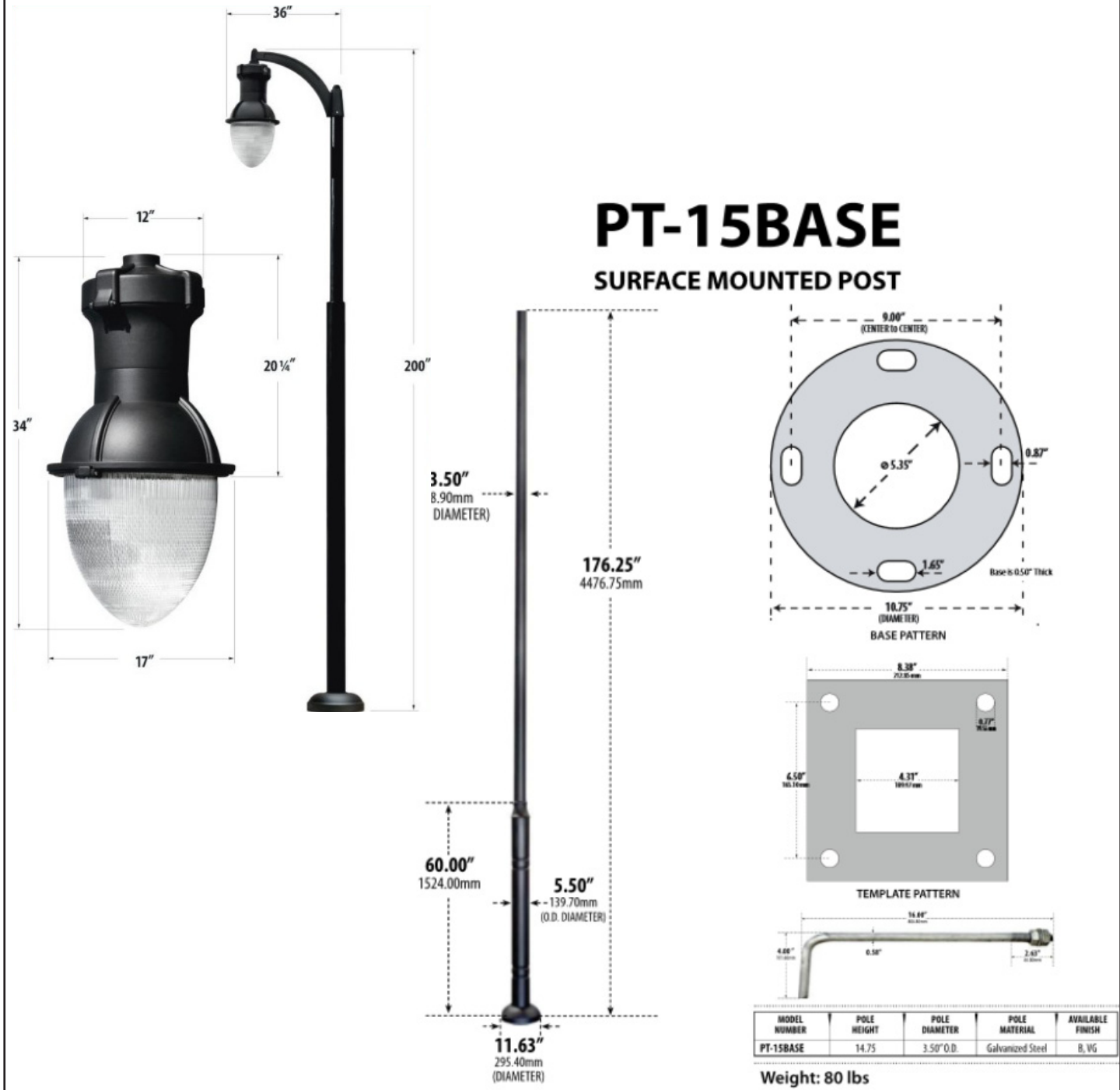
*Crosswalk  
with Pavers*

3. Pedestrian Lighting:

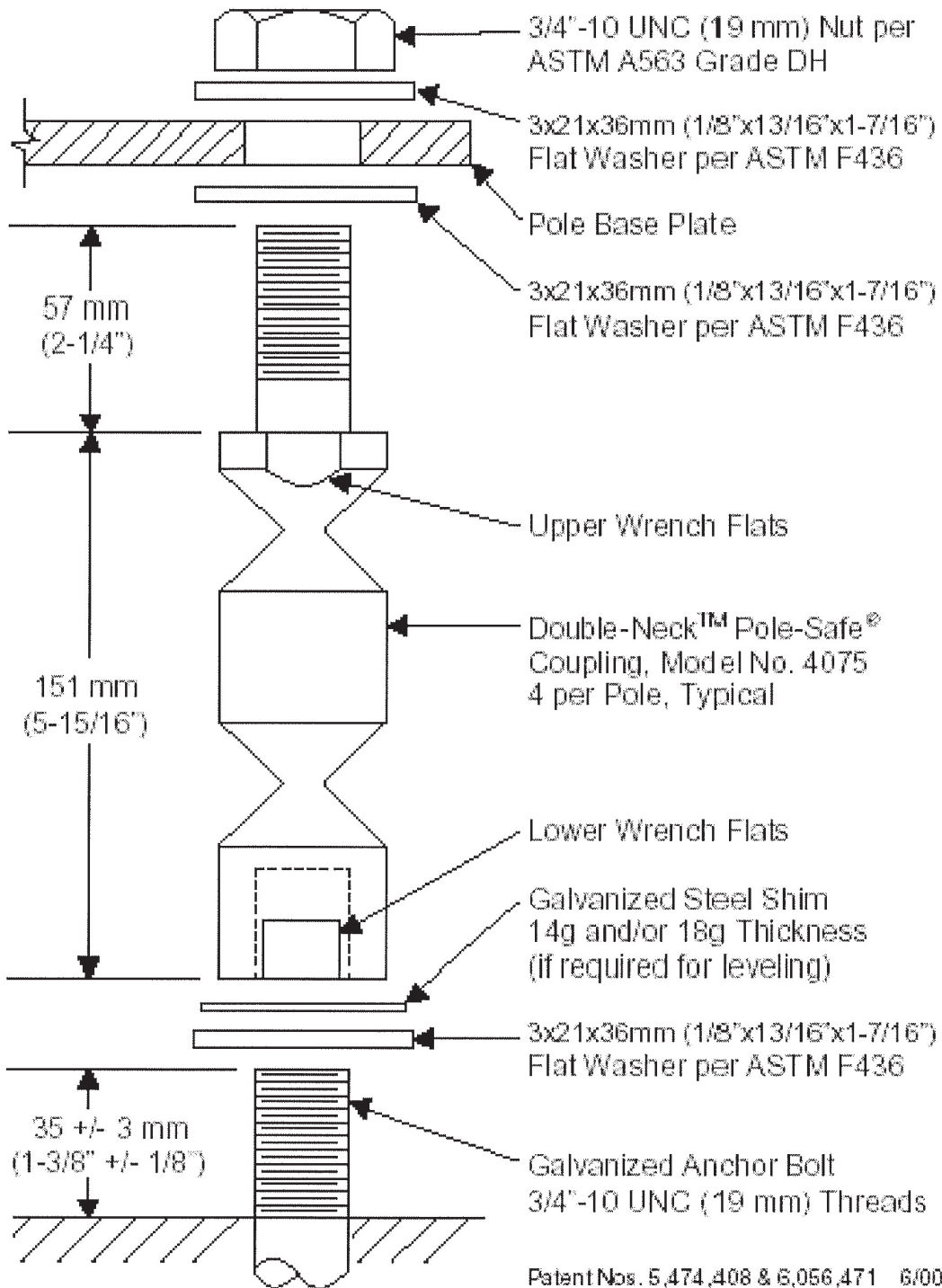
- In order to create a consistent streetscape, the following pedestrian lighting fixture provided by Cobb EMC is strongly recommended.

a. Fixture name:  
GM 9210 POWDER-COATED CAST ALUMINUM STREET LIGHT / PARKING LOT LIGHTING

b. Website Link:  
<http://www.illuminatorwholesaler.com/ecommerce/gm-9210.html>



- Breakaway base shall be used for safety purposes. (See appendix for details)







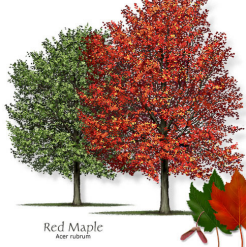
- Pedestrian lights should be located behind the sidewalk. Lights should be equally spaced with 35' separation in between at the commercial frontage and 70' separation at the residential frontage.
- Pedestrian lights and trees should be equally spaced.










4. Landscaping:

- Decorative street trees are recommended every 35' along both sides of the streets if possible. The spacing between trees should not be less than 20'. This requirement is applicable on all newly planted trees.
- Large street trees are strongly encouraged and should be located behind the sidewalk and outside of DOT's clear zone. Small street trees are acceptable if the space is limited in front of the property.
- Native and local tree species are strongly recommended.
- Recommended Landscaping Species






a. Large Street Trees (outside the Clear Zone)

Willow Oak	Lacebark Elm	Princeton Elm	Ginkgo	Red Maple
				
<b>Height X Spread</b>				
40' X 30'	40' X 30'	60' X 40'	50' X 30'	50' X 30'
<b>Description</b>				
rounded shape, yellow fall color	vase shaped, grows quickly	vase shaped, yellow fall color	yellow fall color, specimen	red fall color, grows quickly

b. Small Street Trees (inside the Clear Zone)

Crape Myrtle	Trident Maple	Bosque Elm	Zelkova	Redbud	Goldenrain tree	Flowering Cherry
						
<b>Height X Spread</b>						
20' X 20'	20' X 20'	50' X 40'	60' X 60'	25' X 15'	20' X 10'	30' X 25'
<b>Description</b>						
white, pink, lavender, or red flowers in summer	rounded, yellow or red fall color	very upright, good for narrow spaces	upright vase shape, yellow or red fall color	oval shape, purple flowers in early spring	rounded shape, yellow flowers in spring	upright, pink to white flowers in spring

c. Evergreen Hedge (landscape buffer)

Needlepoint Holly	Indian Hawthorn	Inkberry	Juniper	Barberry
				
<b>Height X Spread</b>				
8' X 10'	3' X 5'	6' X 8'	6' X 8'	6' X 6'
<b>Description</b>				
red berries during winter	white flowers in spring	black berries during winter	mass planting, slopes	thorns, rich green foliage

# Appendix

Intersection improvements at three locations, including the Paces Ferry Road and Paces Mill Road intersection, Paces Ferry Road and New Paces Ferry Road (south) intersection, and Paces Ferry Road and Woodland Brook Drive intersection will be listed as a reference and will not be included in these guidelines. It will be provided per the request.