CASE STUDY:
Vickery
CASE STUDY:
Glenwood Park
Dealing with State Agencies & Neighboring Localities

November 18, 2004
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ST-45-25
single family A

45' R.O.W.

15' setback
5' sidewalk
5' planting
25' shared pavement
5' planting
5' sidewalk
15' setback
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ST-32-17
single family close
Final Presentation

Objectives & Recommendations

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Vision

A series of distinct mixed use, village, community and town center nodes; that have a range of quality residences, supporting businesses and centralized parks; connected by an attractive, tree-lined boulevard; and surrounded by stable single-family neighborhoods.
Objectives

1. Quality Residential Neighborhoods
2. Nodal mixed-use development
3. Open Space Network
4. Transportation network
5. Infrastructure
Objectives

Quality Residential: Protect, enhance and create quality residential areas that ensure the long-term stability of current and future residents and their families within the corridor.
Protect Single-Family Neighborhoods

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Objectives

1. Quality Residential Neighborhoods
2. Nodal mixed-use development
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Objectives

Activity Nodes: Establish a series of mixed-use village, community and town center nodes along the Highway, which have pedestrian oriented, mixed-use character that emphasizes and reflects their function as social and economic centers for the local community.
Nodal development

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Nodal development
Nodal development

Yellow River
Nodal development
Highpoint

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• “Pulse” development makes the most sense from an economic perspective.
• Retail gains a sense of place
• Neighborhood anchors are built
Objectives

1. Quality Residential Neighborhoods
2. Nodal mixed-use development
3. Open Space Amenities
4. Transportation network
5. Infrastructure
Objectives

Open Space Amenities: Utilize remaining prominent natural features to create substantial value and vitality, by protecting remaining natural assets, and improving the quantity, quality, visibility and access of public open space and recreational opportunities.
Open Space Network

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The Market Supports these Objectives
Recommendations Context

• Retail over zoning impacts older strips by
  – extending commercial prematurely in discontinuous and inefficient ways
  – allowing them to deteriorate even before they have been fully developed when economic conditions change
  – leaving them unfinished indefinitely, at risk to competition from newer and more enticing shopping environments
  – making them difficult to revitalize because of their characteristic sprawl and lack of focus
Recommendations Context

• It is not economically viable for every major parcel along every arterial to be zoned for commercial or retail use.

• When communities designate everything along the arterial highway strip for commercial uses new development sprawls outward even as sites closer in remain vacant and older retail centers deteriorate.

– Example: Hwy 78 fades as Hwy 124 emerges.
Built Environment Based on Who We WERE

• In 70’s and 80’s families moved to the suburbs
  – Development appropriate to family stage of boomer HH’s
    • focus on single family home
    • strip commercial retail
  – What worked in the past may not work in the future
    • “although end-to-end shopping centers have become the norm along many suburban arterials…doesn’t represent the most convenient, livable, or efficient long-term arrangement” (ULI)

• In the 2000’s “who we are” is changing, as are our demands from the built environment
  – Greater diversity in household types and sizes, ethnicity and
  – Aging of the population
Gwinnett’s Getting Older

Between 1990 and 2000, the 65 and older population in the region increased by 30 percent. The share of the region’s population that is over age 60 is expected to double, from 10 percent in 2000 to 20 percent in 2030.

Housing needs change as we age. Gwinnett’s growth in the mature population is among the highest in the region.

Growth in Population Aged 65 and Over 1990-2000

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Atlanta Region</td>
<td>50%</td>
<td>40%</td>
</tr>
<tr>
<td>Rockdale</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Henry</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Gwinnett</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Fulton</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Fayette</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Douglas</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Dekalb</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Cobb</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Clayton</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Cherokee</td>
<td>40%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Percent Increase 1990-2000

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## Where Buyers Prefer

<table>
<thead>
<tr>
<th>Option</th>
<th>Most Preferred</th>
<th>Second Most Preferred</th>
<th>Third Most Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build New Homes in Outlying Areas</td>
<td>29%</td>
<td>26%</td>
<td>45%</td>
</tr>
<tr>
<td>Build New Homes in Existing, Partially Developed Suburban Areas</td>
<td>37%</td>
<td>51%</td>
<td>12%</td>
</tr>
<tr>
<td>Build New Homes on Vacant Land in the Central City or Inner Suburbs</td>
<td>35%</td>
<td>23%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Source: NAHB Study of 2,000 national homebuyers
Preferences by Age

- 24% of those over 55 prefer townhouse in a more convenient location over traditional suburban SFD.
Objectives

1. Open Space Network
2. Quality Residential Neighborhoods
3. Nodal mixed-use development
4. Transportation network
5. Infrastructure
Objectives

Local Transportation Network: Develop a long-term corridor design that emphasizes pedestrian and vehicular connectivity, provides access and convenience for local residents and reflects the character of the proposed adjacent land uses. Implement over time as financial and redevelopment opportunities arise.
Building Network Capacity

Priority Network
  – First Steps
  – Public investment
• Concurrent with Redevelopment
  – Private or Public/Private
  – Incentives and/or regulations
• Long Term
Context Sensitive Design

- Creating a Balance between local users and long-distance users.
- Emphasize walking, biking and transit equally as auto travel—start in the nodes.
Context Sensitive Design

"I think it's changing our industry. With the growth we know is coming, the transportation solutions of 20 years ago are not going to work in the next 20 years."

--Harold Linnenkohl, GDOT commissioner
speaking on CSD in the AJC February 15, 2004
Local Trips
- Both origin and destination are in corridor
- Makes turns into and out-of driveways
- Example: Trip from home to the grocery store to get milk
- Best candidate for local network capture

Semi-Local Trips
- Either origin or destination is in corridor
- Makes turns into and out-of driveways and into side streets
- Example: Trip from home to work
- Good candidate for local network capture

Through Trips
- Neither origin nor destination is in corridor
- Interested in quickest option, seeks fastest route
- Doesn't turn into or out-of driveways or side streets
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Dense Network

Same Lane-Miles

Greater Capacity

Sparse Hierarchy

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Hourly Lane Capacity

1000
750
500
250
0

Hourly Lane Capacity

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The first pedestrian-friendly buildings are "stepping stones" in a street still dominated by vehicles. The walking experience improves, owing to the occasional "oasis" along the sidewalk.

More pedestrian-friendly development begins to form a continuous "street wall." Walking becomes interesting.

Finally, a solid pedestrian-friendly zone evolves. People come just to walk and enjoy the scene.
Orient Buildings towards Street

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Pedestrians

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Park Place
Existing Network
Park Place
Priority Segments
Park Place
Growth Segments
Park Place
Long Term Segments
High Point/Britt Priority Segments
High Point/Britt  Growth Segments
Vecoma
Existing Network
Vecoma

Priority Segments
Vecoma
Growth Segments
Vecoma
Long Term Segments
SMH Corridor Character
Add a multi-use trail to existing conditions
Redevelopment opportunities

Residential section

TYP. 100' R.O.W. (VARIES)
Context Sensitive Design

Shared Use Path

Taken from: GDOT Pedestrian & Streetscape Guide

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Context Sensitive Design

Excessive access points require pedestrians to cross ingress/egress traffic more than necessary.

Reducing the number of access points improves safety and comfort for pedestrians.

Taken from: GDOT Pedestrian & Streetscape Guide

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Context Sensitive Design

Taken from: GDOT Pedestrian & Streetscape Guide

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Context Sensitive Design

Traffic Engineering

- Road widened
- No congestion on roadway

Landuse Planning

- Congestion develops
- Land further out become accessible
- Land prices rise, and farmers request rezonings to residential and commercial

More residents and shoppers now traveling further

Subdivisions and businesses develop and people move out to larger, cheaper homes

Under political and development pressure, land is rezoned
Objectives

1. Open Space Network
2. Quality Residential Neighborhoods
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Objectives

Infrastructure Network:
Provide water and sewer infrastructure to support the above goals.
Sewer Petition Policy

• County shares cost of sewer extensions with home owners
• Currently only available to residential properties
• Consider expanding to include other land uses
Vecoma Conservation District & Yellow River Node
Yellow River

Existing

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Yellow River

1. **Open Space Network**
2. Quality Residential Neighborhoods
3. Nodal mixed-use development
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Yellow River
1. Open Space Network
2. Quality Residential Neighborhoods
3. Nodal mixed-use development
4. Transportation network
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Yellow River
1. Open Space Network
2. Quality Residential Neighborhoods
3. *Nodal mixed-use development*
4. Transportation network
5. Infrastructure

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Yellow River
1. Open Space Network
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Yellow River
1. Open Space Network
2. Quality Residential Neighborhoods
3. Nodal mixed-use development
4. Transportation network
5. *Infrastructure*
Highway 411 – From Rome to Cartersville

HIGHWAY 411 STUDY AREA MAP

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