



Fort McPherson

RESEARCH PARK MASTER PLAN AND DISTRICT CONCEPTUAL PLAN

Acknowledgements

This master plan represents the fourth phase of work in an on-going effort to ensure that Fort McPherson becomes a flourishing and sustainable community. Fueled by the enthusiasm of McPherson Implementing Local Redevelopment Authority (MPLRA) and its board, the plan lays the groundwork for a thriving employment center and truly integrated mixed-use community.

The study incorporates input from MPLRA, the MPLRA Board, community stakeholders, and multiple consultants. The focus of the plan was to develop a viable strategy for redevelopment that would generate long-term growth and positive development for Fort McPherson and the surrounding community.

Project Team

We would like to thank the following partners who provided valuable collaboration and guidance throughout this process.

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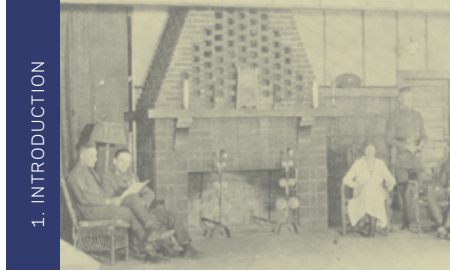
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Introduction

History of Fort McPherson

Fort McPherson became the first permanent Army installation in the southeast on May 4, 1889. Through its century of service to the country, the post was used as a general hospital during World Wars I + II, a prisoner of war camp, a training area for the Civilian Conservation Corps, and a separation center.

The headquarters for the Third U.S. Army was transferred to Fort McPherson in 1947. Fort McPherson then played a role in managing the training of soldiers for the Korean Conflict and Vietnam War. U.S. Army Forces Command was activated at Fort McPherson in 1973, which brought new prominence as home to a command with vast responsibilities.

In 2005 Fort McPherson was selected by the BRAC Commission for closure by 2011. At that time, the former fort will become an economic driver for the city and region.



History of the Redevelopment Effort

Effective November 9, 2005, the Base Closure and Realignment Commission voted to close Fort McPherson, a 488-acre installation located in southwest Atlanta. With the decision to close, the McPherson Planning Local Redevelopment Authority, Inc. (a nonprofit corporation) was formed to assume on behalf of the Cities of Atlanta and East Point, Fulton County, and the State of Georgia the responsibility and authority for “identifying local redevelopment needs and preparing a redevelopment plan for the Military Department to consider.” Since its creation on December 14, 2005, MPLRA has actively pursued its mission to identify the needs and wishes of the surrounding communities and develop an implementable plan for Fort McPherson.

During the first phase of the project, MPLRA set out to establish the early vision, mission and guiding principles for the new development with a 90-day visioning process that included various stakeholders.

The process formed the basis for the Phase Two: Outreach and Reuse Planning Study. The reuse plan was guided by market realities, built to adapt to changing conditions, and establish mixed-income neighborhoods, and economically uplift surrounding communities. This phase included a significant public participation process, consideration of homeless interests, as well as, state and local interests.

The third phase of work comprised an analysis of factors relating to the operation, rehabilitation, and capital improvements as outlined in Phase Two. It also provided an evaluation of the cost effectiveness of demolition, reuse, infrastructure improvements, and retrofitting facilities for ADA requirements.

During the third phase of this process, the global economy went into an unprecedented recession that had far-reaching effects on the real-estate and development market.

A new McPherson Implementing Local Redevelopment Authority was established in September 2, 2009 by state legislation to oversee the implementation of the plan.

In the fourth and current phase, the team reevaluated previous growth and development assumptions based on current market realities as it delved into a detailed master plan for the Employment Center and conceptual plan for the remainder of the site.

In addition to the Master Plan report, this phase includes a parallel effort focused on the Business Plan. The Business Plan supplements, complements, and completes this work by inserting the appropriate marketing, financial, and revenue data to arrive at a plan based on market reality.

Vision

Through the series of public meetings and stakeholder interviews conducted during Phase Two, MPLRA established vision, principles, and development guidelines for moving the redevelopment of Fort McPherson forward.

This vision was the basis for previous phases of work, shaped the plan revisions made during this effort, and will continue to guide future work at Fort McPherson.



Our Vision is to transform Fort McPherson and the surrounding neighborhoods into a nationally acclaimed, world class thriving community, where people work, live, learn and play.

The Redevelopment Plan will:

- Be **guided by market realities** and adaptable to changing conditions.
- Target **knowledge-based industries**.
- Generate a **variety of jobs** and **mixed-income** neighborhoods.
- **Economically uplift surrounding communities** and the region, enabling existing residents to benefit from the growth.
- **Enhance community services** and promote life-long learning.
- Develop through **collaborative processes**.
- **Honor the history** of the site.
- Promote sound **environmental and energy-efficient concepts**.
- **Promote green space**.
- **Coordinate closely with other regional developments** to complement rather than compete.

Guiding Principles

The principles established in phase two provided the framework for the development of the Science and Technology Center and adjacent development districts.

Community Building:

- Provide connections to surrounding neighborhoods
- Develop with respect to local community
- Create a place for everyone
- Think locally, act globally

Economic Development + Physical Design:

- A jobs generator, targeting knowledge based industries
- A thriving work / live / learn / play community
- Nationally acclaimed or world class
- Developed to complement other nearby redevelopment projects

Implementation:

- Guided by market realities
- Guided by a committed, influential board
- Managed by a small, highly-skilled development team
- Supported by community stakeholders
- Based on a flexible, adaptable plan

What is the Sustainable Urbanism?

In the past decade momentum has built in the design community around the significance of the principles of Smart Growth, LEED ND, and New Urbanism. While each of these design methodologies have their nuances, they all tell part of a larger story about the importance of designing to achieve the Triple Bottom Line. The Triple Bottom Line evaluates sustainability from environmental, economic, and social perspectives.

Sustainable Urbanism combines the principles of the above methodologies and focuses on an urban planning and transportation theory that concentrates growth in the center of a city to avoid urban sprawl; and advocates compact, transit-oriented, walkable land use, including neighborhood schools, complete streets, and mixed-use developments with a range of housing choices.

Sustainable Urbanism values long-range, regional considerations of sustainability over a short-term focus. Its goals are to achieve a unique sense of community and place; expand the range of transportation, employment, and housing options; equitably distribute the costs and benefits of development; preserve and enhance natural and cultural resources; and promote public health.

Keys to Achieving Sustainable Urbanism:

- Encourage community and stakeholder collaboration in development decisions
- Make development decisions predictable, fair, and cost effective
- Mix land uses
- Take advantage of compact building design
- Create a range of housing opportunities and choices
- Create walkable communities
- Preserve and restore open space, natural beauty, and critical environmental areas
- Strengthen and direct development towards existing communities
- Provide a variety of transportation choices

How does Sustainable Urbanism guide the development of Fort McPherson?

The principles of Sustainable Urbanism guided the planning team in making strategic design and programming decisions for the 488 acre site. The city and region's need for this project to be successful make a plan based on these solid design principles a necessity. This plan for Fort McPherson is rooted in the design principles that will bring long-term environmental, economic, and social sustainability to the development and surrounding communities.



Transportation Choices

The MARTA stations located at the northeast and southeast corners of the base link the community to Atlanta and the airport.



Walkable Community

Creating a block structure that lends itself to being more walkable helps connect the community within and to surrounding neighborhoods. Additionally, it encourages use of alternative transportation options.



Preserve + Restore Open Space

Preservation of open space is an amenity for residents, and part of the stormwater strategy for the redevelopment.



Mix Land Uses

The blend of office, residential, research, open space and retail uses give people the option to truly work, live, learn, and play in one place.

Process - Work Session

The HOK team which included planners, architects, developers, engineers, and consultants used the principles of Sustainable Urbanism, collective expertise, and stakeholder input to further develop the master plan.

The basis for this plan was the result of a five-day work session held in HOK's office. The team's primary goals were to:

- Develop a plan focused on the long-term sustainability of the redevelopment.
- Ensure that the plan is grounded in market reality.

Day one of the work session focused on review of previous versions of the plan, testing of previous assumptions, discussion of options for a viable economic catalyst, and examination of case studies and precedent projects. On the second day, the business and physical plan team took the key points from the previous day and delved into updates and minor design revisions. The third day involved open discussion on new plan alternatives and changes. The following day was used to further refine the physical plan and develop the business plan. Finally, the work session closed with a review of the master plan and business plan, and discussion of any further necessary refinements moving forward.



Key Plan Refinements

As a result of the five-day work session, the following plan refinements were made:

1. Realignment and internalization of Main Street.
2. Reallocation of the western portion of the Employment Center back to a residential use.
3. Addition of incubator / start-up space along Lee Street.
4. Inclusion of significant recreation components as part of the open space network.
5. Introduction of a community grocery store along Campbellton Road.





Constraints Analysis

Development Constraints Analysis

Since this is the fourth phase of the redevelopment effort, the majority of needed data collection and traditional site analysis was completed in earlier phases. The development constraints analysis, at this stage, was about establishing givens, evaluating the proposed plan against the principles of Sustainable Urbanism, and examining the plan based on the drastic change in economic conditions.

The givens that were established include:

- The Historic District should remain intact.
- Langford Parkway and Lee Street are considered project boundaries in terms of integrating the project into any existing framework.
- The street network should provide multiple north-south and east-west connections to distribute traffic flow.
- The one hundred plus acres of planned open space should remain and be restored as an amenity and part of an overall stormwater strategy.

Existing Condition Analysis

The 488 acre home of U.S. Army Forces is located between downtown Atlanta and Hartsfield-Jackson International Airport.

Oakland City MARTA Station to the northeast and Lakewood / Fort McPherson MARTA Station to the southeast provide the necessary transportation connections to

integrate the project with the City and surrounding communities. Additionally, there is a concentration of 40 buildings which are listed on the National Registry of Historic Places. Preservation of these structures gives character to the development and will help tell the story of the fort's history.



Staff Row consists of nineteen homes listed on the National Registry of Historic Places.



The eighteen-hole golf course occupies the majority of the western half of the site.

2007 Master Plan Analysis

The 2007 plan took the vision and guiding principles and translated them into a physical plan which is comprised of the following development zones:

- Employment Center: 170 acres
- Residential: 82 acres
- Open Space: 135 acres
- Mixed Use: 35 acres
- Historic Village: 65 acres

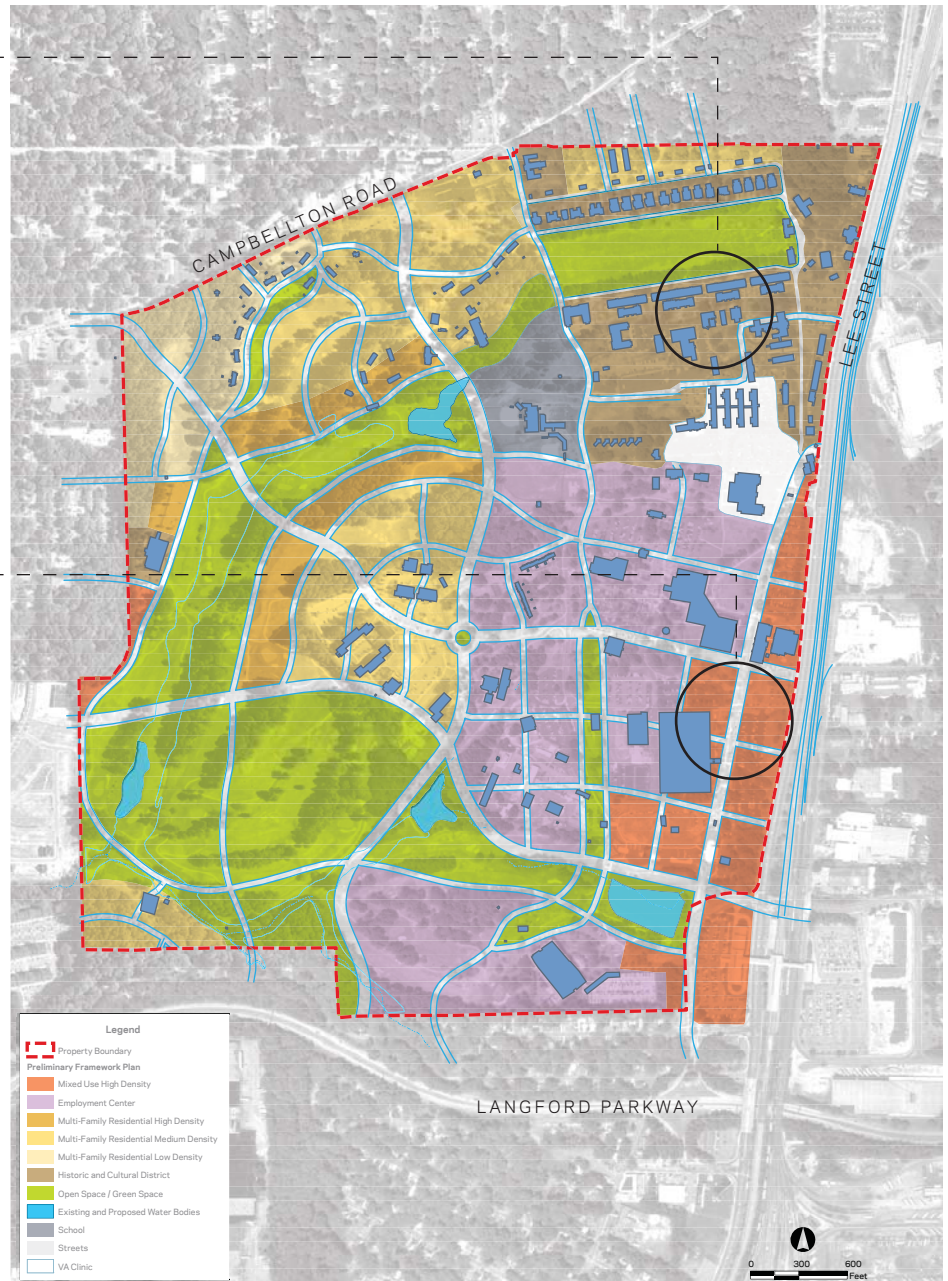
Redevelopment of the golf course and daylighting of the stream are part of an overall goal to develop open space as an amenity and part of the stormwater management strategy. The Historic Village establishes character for infill in the district. The flexible block structure on the remainder of the site is designed to accommodate a variety of end users.



The mix of single family, multi-family, and office buildings in the Historic Village establish the precedent for it continuing to develop as a low density, mixed-use district.



Main Street is envisioned as a mixed-use street with retail on the ground floor and residential units above the shops.



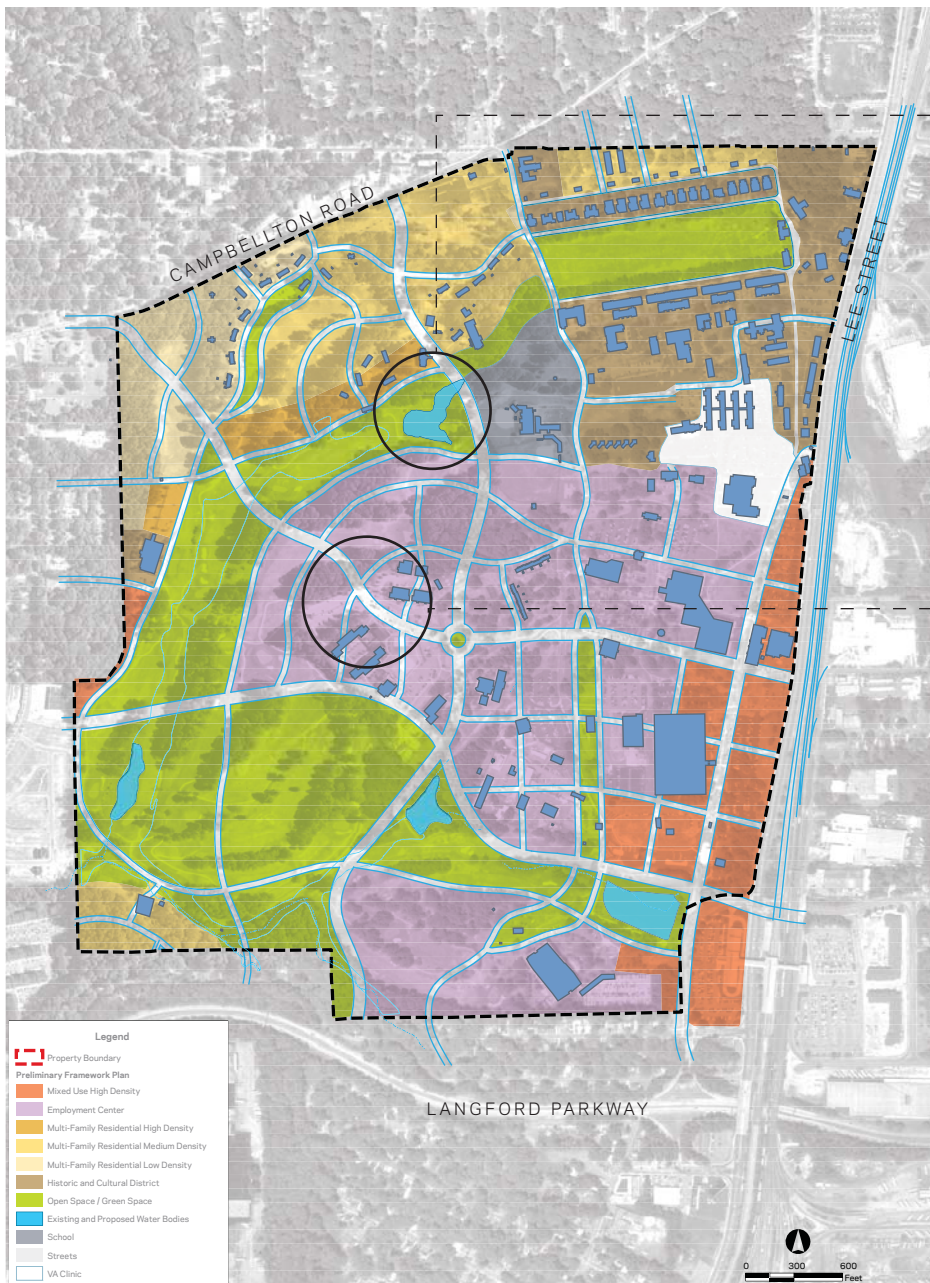
2009 Master Plan Analysis

The 2009 Operating and Infrastructure Analysis Report examined the operation, rehabilitation, and capital improvement costs associated with the redevelopment of the base.

While the primary focus of the report remained on the building and infrastructure assessment,

recommendations for the physical plan also surfaced.

During the course of this phase, the economy went into a global recession. Given the availability of housing stock and uncertainty about how much new product could be absorbed, the team proposed one of the residential neighborhoods to be reallocated to the Employment Center.



The Campbellton Neighborhood would be the only residential frontage onto the open space network, where the golf course was formerly located.



The area identified as a residential neighborhood in the 2007 plan was reclassified as part of the Employment Center.

Land Use Analysis

The plan evaluated reflects the changes made as a result of the 2009 report. This analysis focused on ensuring that there was an appropriate distribution of uses, adjacent uses were compatible, and the various uses were appropriately located.

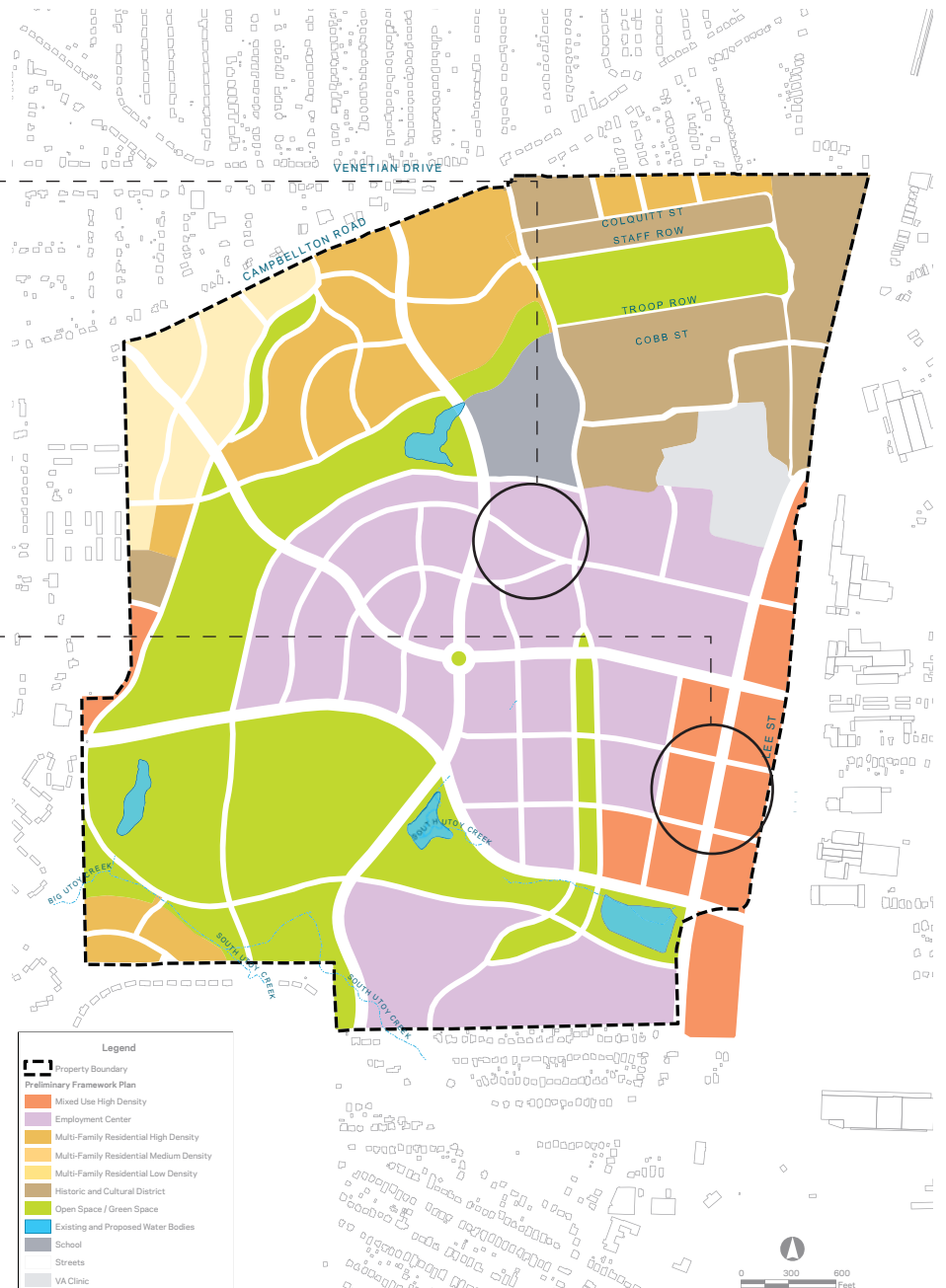
The significant recommendations resulting from this effort included bringing the mixed-use retail street to the interior of the site and reallocation of a portion of the employment center back to a single-family residential use.



The block structure within the Employment Center should be designed to support the buildings for research + development.



The location of the mixed-use residential district was reevaluated in this phase and suggested to be repositioned.



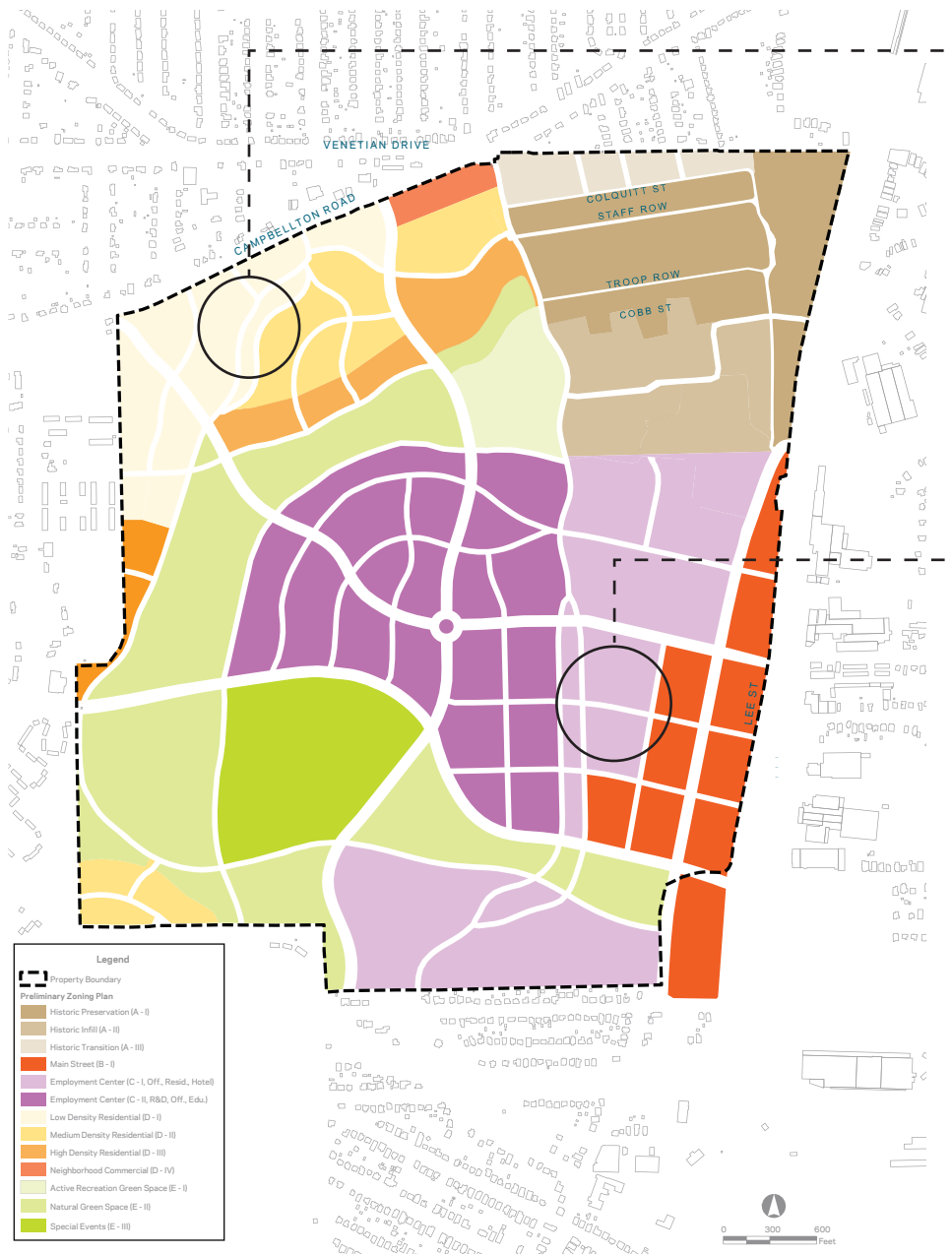
Zoning Analysis

An initial report for the SPI-2 District* was underway when this phase of the project began. Because physical plan alterations were expected, the City of Atlanta Bureau of Planning held off on completing the regulations until this phase was finished.

After reviewing the report, the team recommended that the regulations become less

prescriptive and more flexible given the length of time over which development would occur.

Additionally, the team carefully evaluated adjacent zoning conditions when deciding if plan adjustments should be made. This led to the recommendation that mixed-use zoning shift more internally and that residential uses front the open space network.



The residential neighborhood compliments the surrounding residential across Campbellton Road.



Accommodating the security requirements of some research companies could conflict with the guidelines recommended for a more walkable Employment Center.

* SPI-2 is special interest zoning district for For McPherson

Street Network Analysis

Fort McPherson’s street network has always been intended for use by modes of transportation beyond the car. Early phases of the plan called for development adjacent to MARTA to increase walkability. Multiple north-south and east-west connective roads were recommended to distribute traffic.

In addition to these earlier recommendations, the team suggests the following:

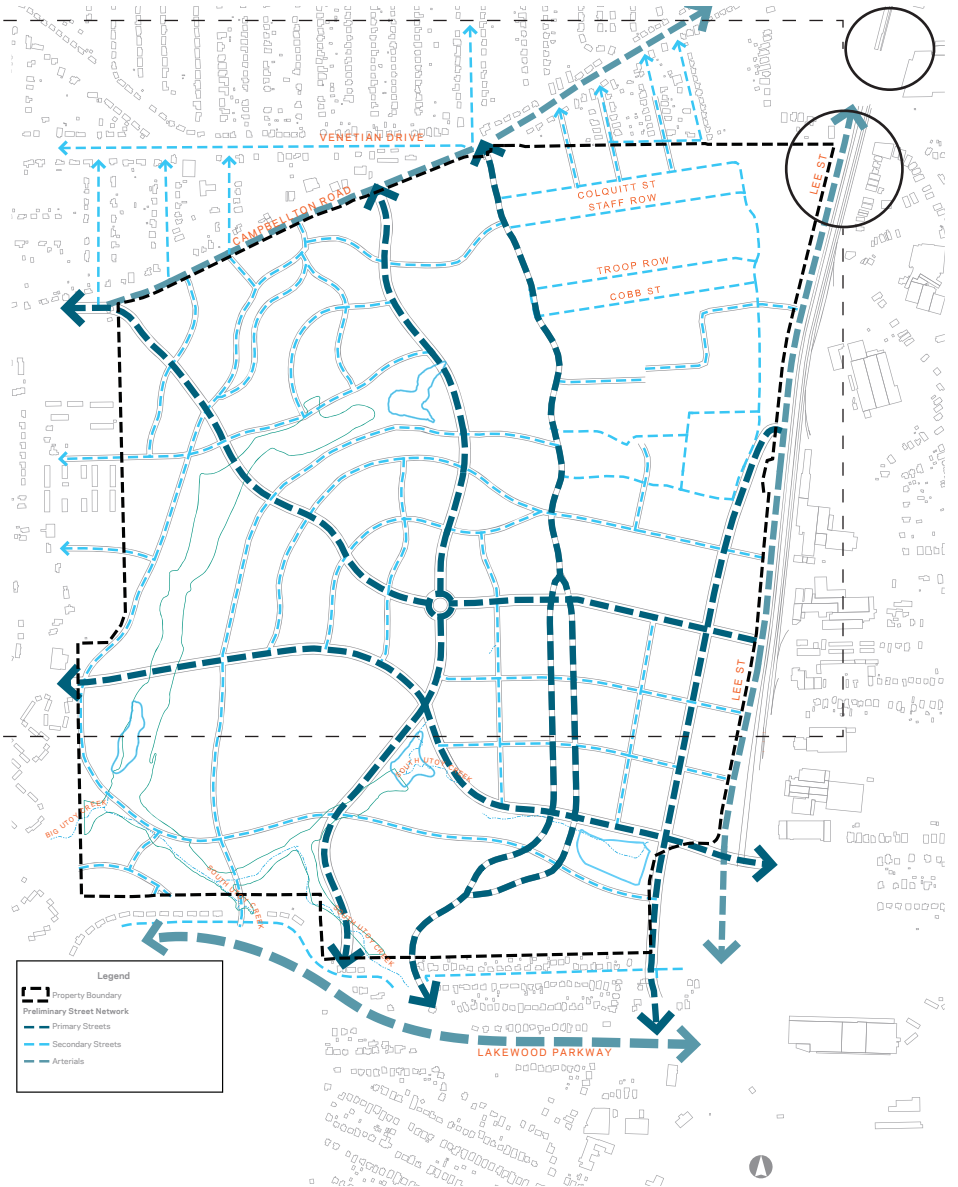
1. Consider inboarding the Peachtree Street Car to bring transit through the research district.
2. Lee Street and Lakewood Parkway form project edges that should not be integrated into the project.
3. Align access points with the existing off-street network.
4. Allow the internal grid to disperse traffic and serve as utility spines.
5. Explore alternative orientation and locations for “main street”.



Lee Street’s character is defined by primarily light industrial uses that line the corridor.



In addition to a connective street network, Oakland City MARTA station is accessible by foot, car, bus, or train.



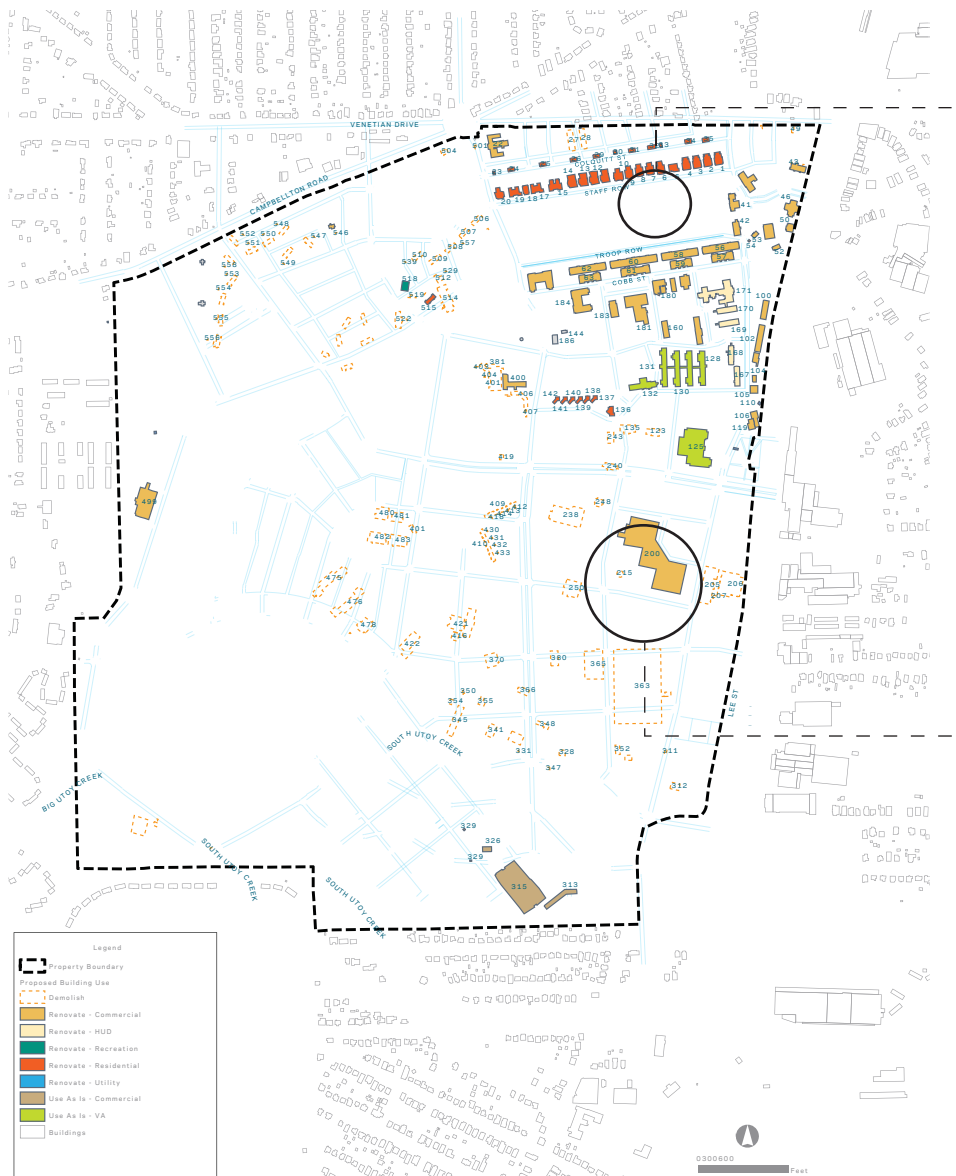
Buildings To Remain Analysis

Of the 211 buildings on site 40 are listed on the National Registry of Historic Places. The team supports protecting the buildings on the registry to preserve the history of the site and establish character for future buildings.

Outside of the Historic Village, careful consideration should be given to which buildings should remain to ensure the highest

and best use of the land. Forces Command and Reserve Command should be incorporated into future development.

Final direction on which historic buildings must remain will be dictated by the Memorandum of Agreement between the Army and MPLRA. Those findings are reflected in this master plan.



Staff row consists of nineteen turn of the century homes that front the historic parade grounds, Hedekin Field.



Forces Command will be incorporated into the framework of the Employment Center.

Open Space Analysis

The open space plan provides for a range of active, passive, formal, and informal activities while also linking the community.

The team also recommends designating specific areas for recreational use.

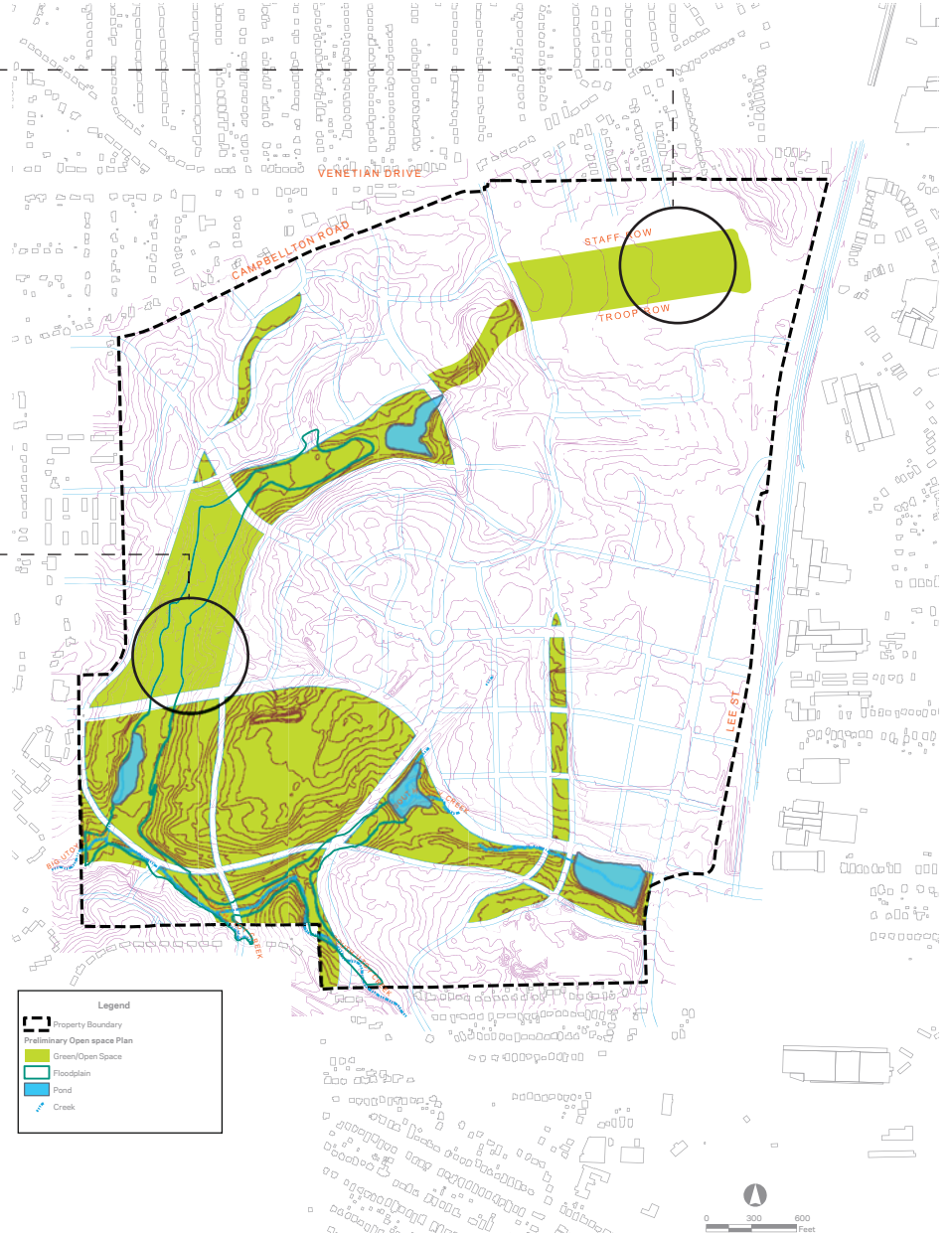
As proposed in previous reports, the team supports the redesign and reengineering of the golf course to become an amenity and part of the overall stormwater story.



The historic parade grounds are formally designed and programmed for active and passive uses.



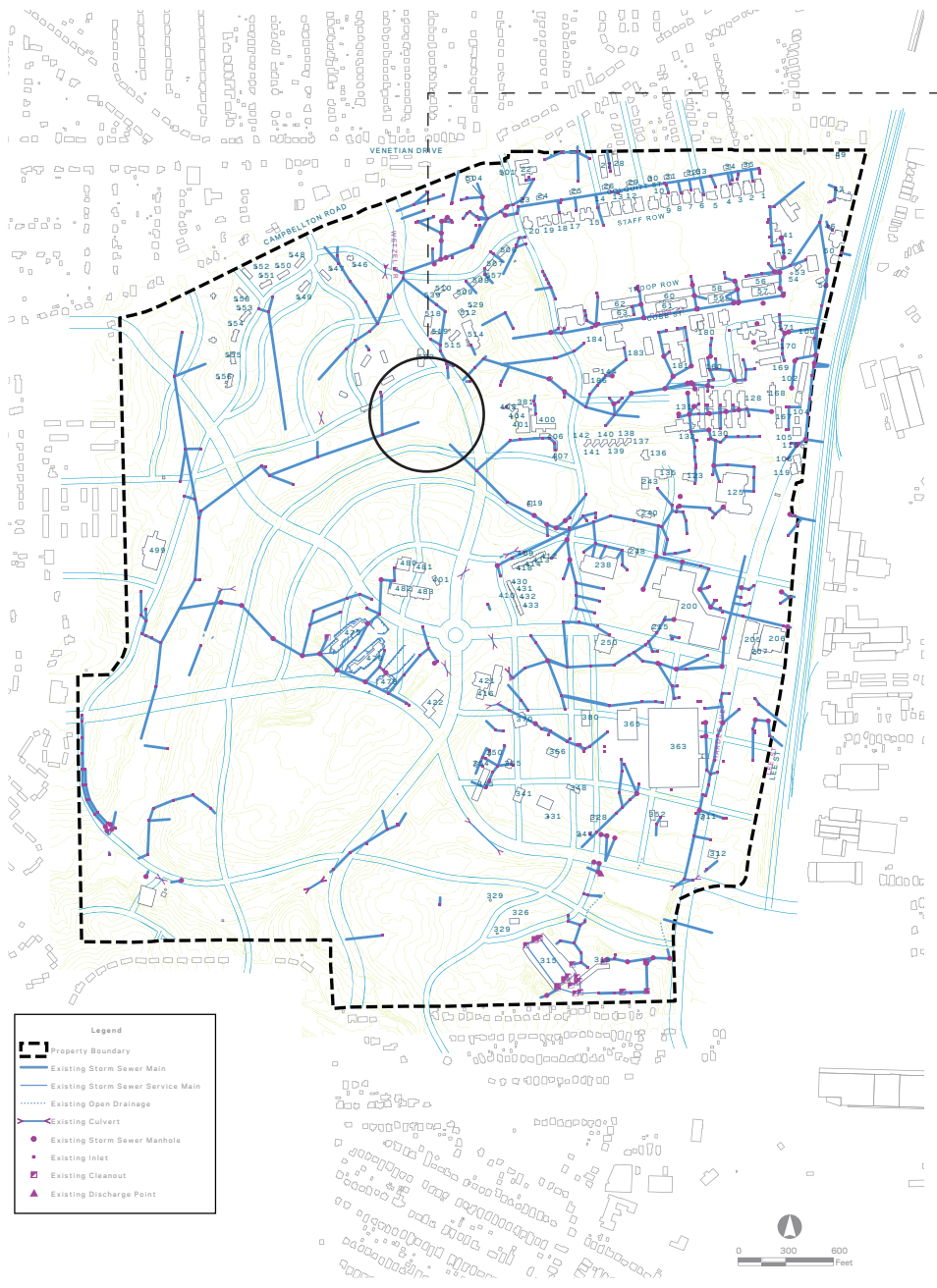
The golf course will be redesigned and used for passive recreation.



Infrastructure: Stormwater Analysis

Existing stormwater drainage is collected in two major basins that run through the golf course and exit into the open channel of the South Fork of Utoy Creek. Any stormwater plans moving forward will need to be implemented per city code.

Daylighting of the stream that runs under the golf course has been proposed as part of the overall stormwater strategy. The team supports this strategy; however, daylighting of the stream could prove to be cost prohibitive. If so, the team recommends implementing innovative alternatives to the stormwater management strategy.



Use of existing basins will continue to be part of the stormwater management strategy at the base.

* Some of the source information for infrastructure analysis is from the 2009 Operating and Infrastructure Report

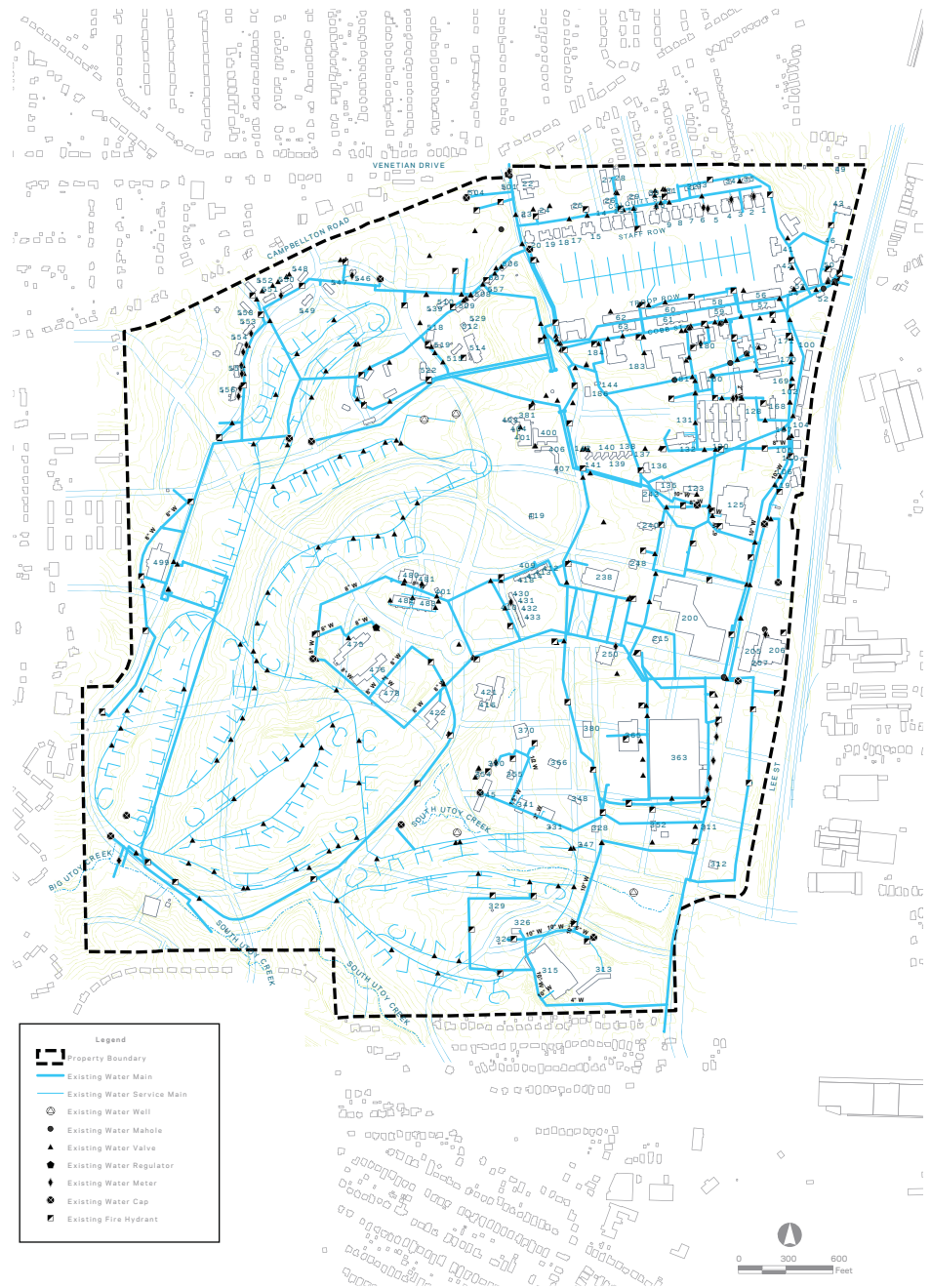
Infrastructure: Water Analysis

The existing water system was replaced in 1993-1994 and is currently considered to be in good condition. The base is served from three perimeter locations (two in City of Atlanta and one in City of East Point).

Based on the proposed master plan, the utility right-of-way for

District 11 and 12 can remain in place.

However, as the project develops over time, it is recommended that new utilities be installed within the proposed road right-of-way to create a utility spine that supports phased installation.

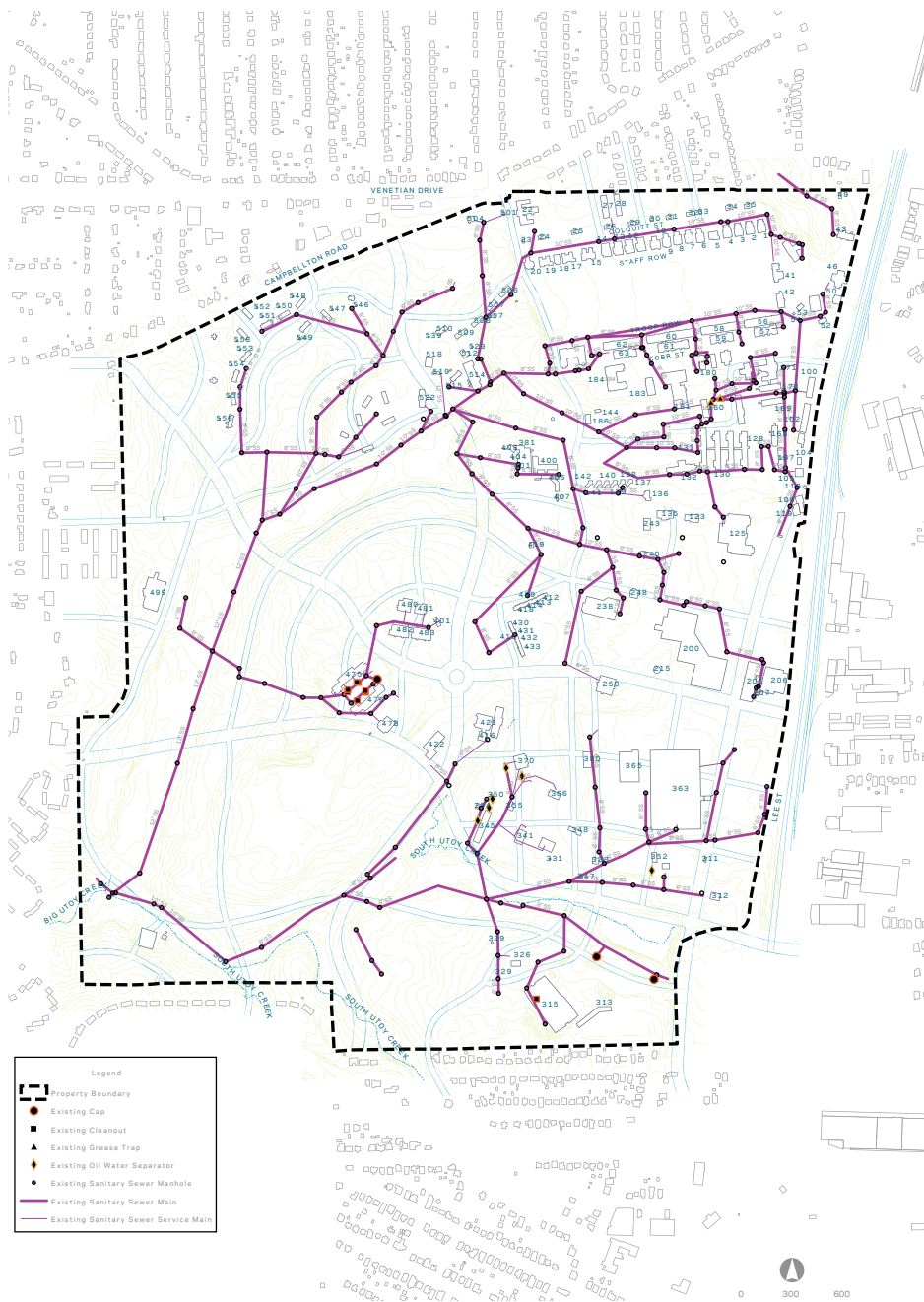


* Some of the source information for infrastructure analysis is from the 2009 Operating and Infrastructure Report

Infrastructure: Sanitary Sewer Analysis

The sanitary sewer is currently being handled by the base and the City of Atlanta. Through the "Clean Water Atlanta" program an assessment was completed evaluating necessary upgrades to the system.

The team supports implementation of upgrades, as well as having new sanitary sewer lines located within the proposed utility spine right-of-way.



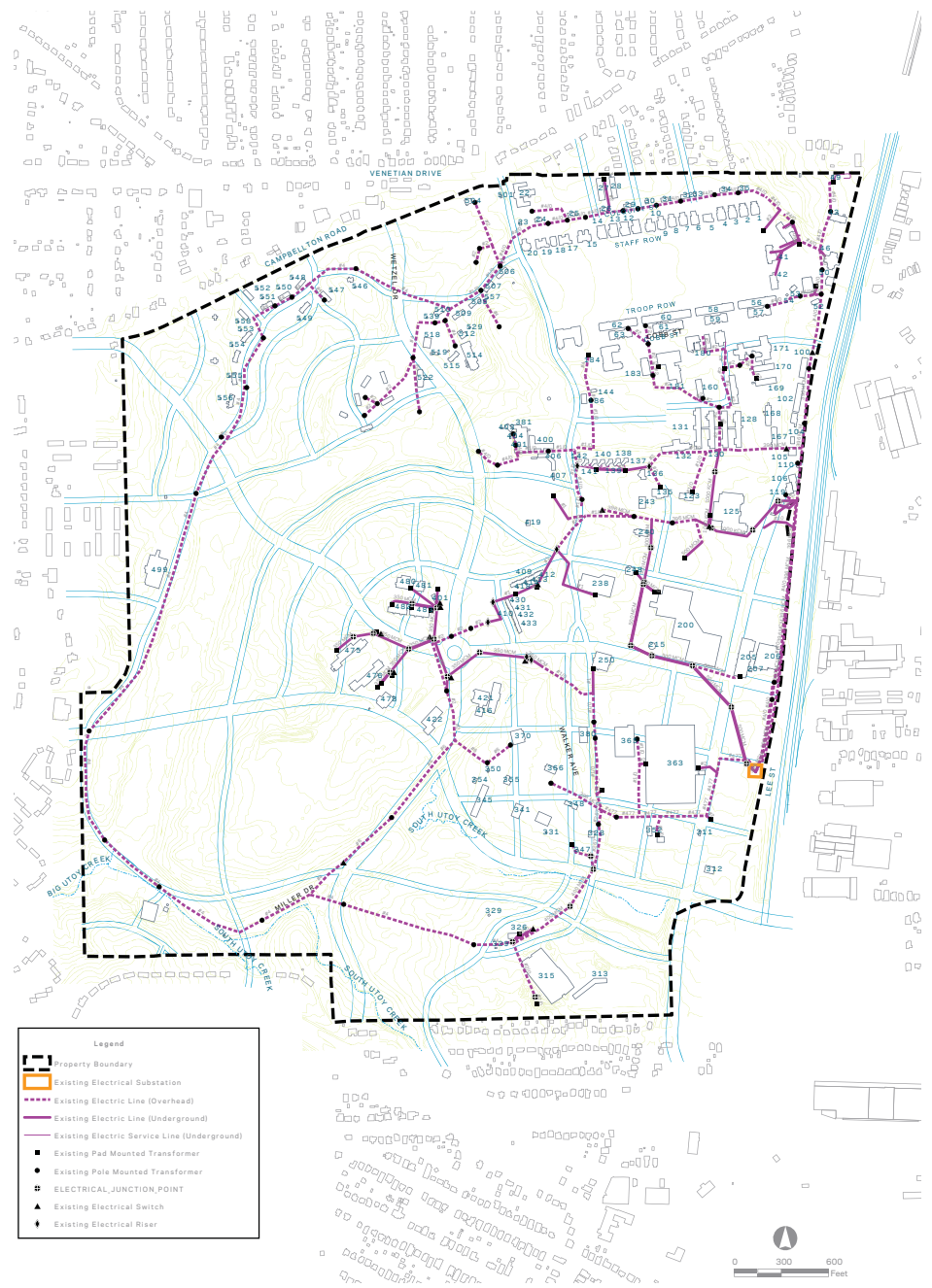
* Some of the source information for infrastructure analysis is from the 2009 Operating and Infrastructure Report

Infrastructure: Electrical Analysis

The current electrical system is typical of infrastructure operated by the Corp of Engineers for forts. When Fort McPherson is transferred it is expected that the Georgia Power Company will take control of operations.

the proposed utility right-of-way, the team recommends upgrade of the existing system and creation of redundancy that would be expected by research and bio-medical tenants.

In addition to locating new electrical infrastructure within

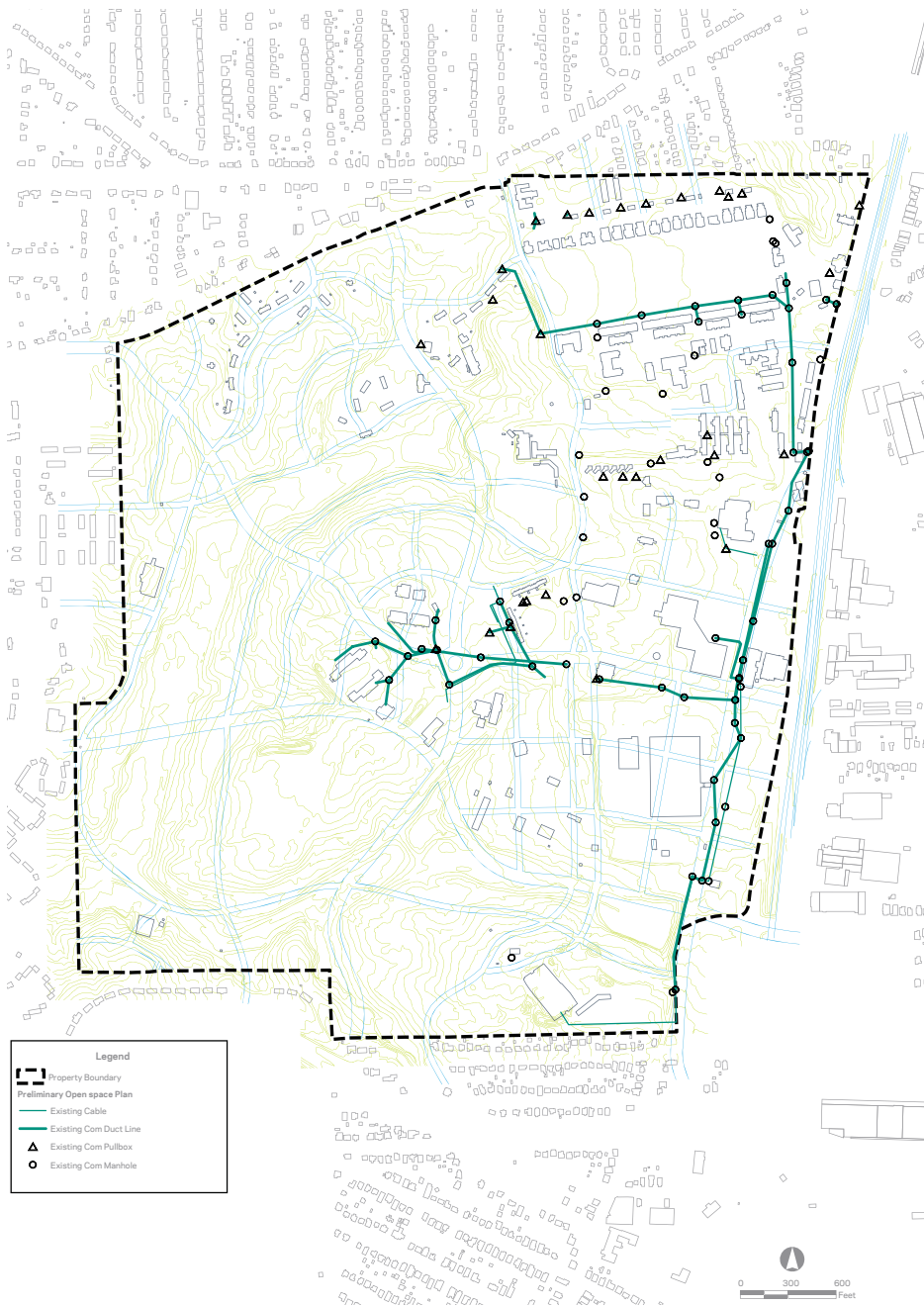


* Some of the source information for infrastructure analysis is from the 2009 Operating and Infrastructure Report

Infrastructure: Telecommunications Analysis

Overall, adequate telecom facilities with diverse routes are present for future development. Emergence of wireless technology will present new options over time as the project develops.

The team supports a telecommunications strategy that has the flexibility to adapt and innovate with the continuously evolving telecommunications industry.

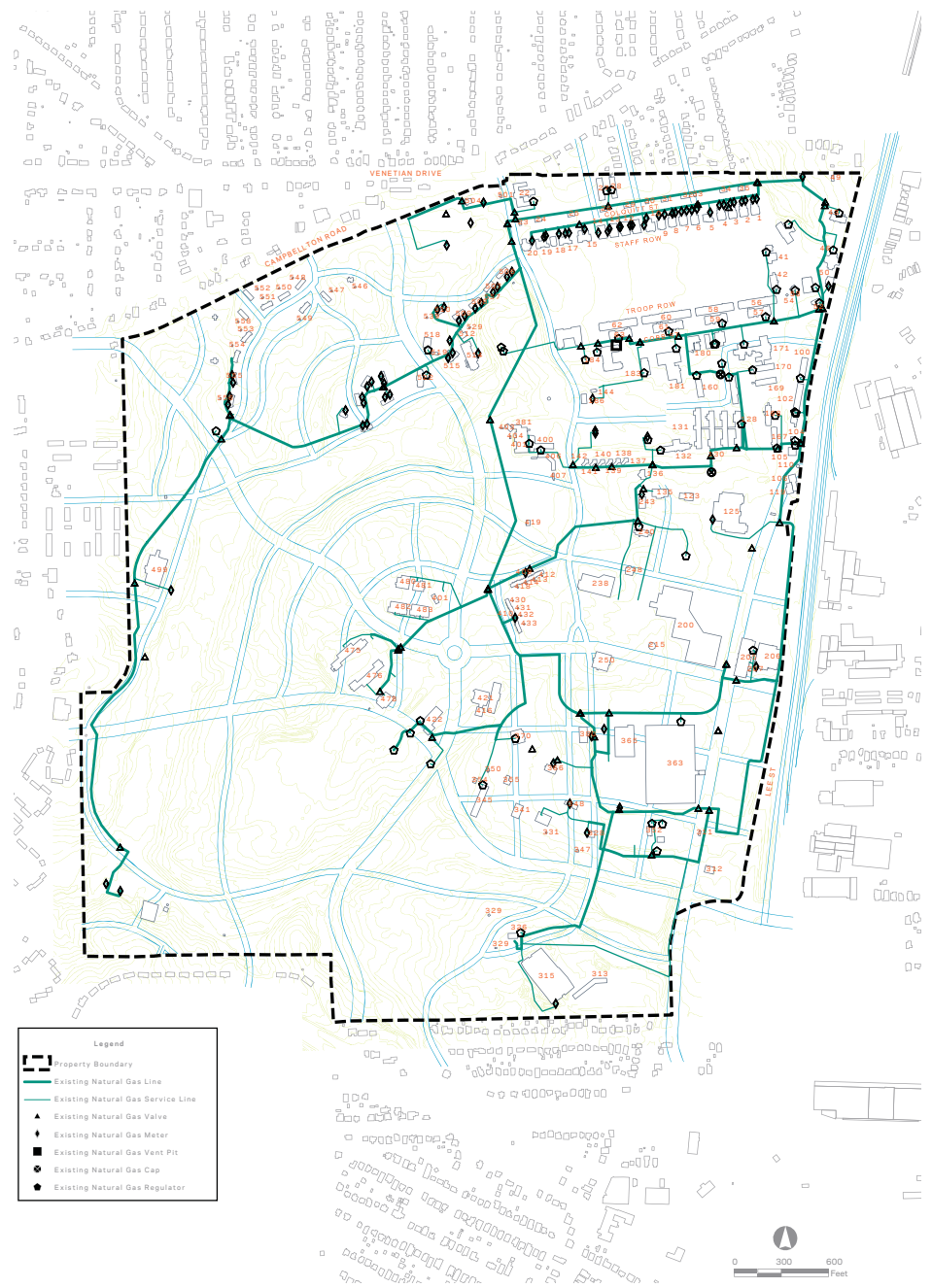


* Some of the source information for infrastructure analysis is from the 2009 Operating and Infrastructure Report

Infrastructure: Natural Gas Analysis

The gas tap from Atlanta Gas Light (AGL) at the northeast corner of the site is operated by the post.

As the system is transferred to AGL, each building would be individually metered. The team supports this recommendation.



* Some of the source information for infrastructure analysis is from the 2009 Operating and Infrastructure Report



Program Summary

Program Summary

The Master Plan is designed around the guiding principles of Sustainable Urbanism, and based upon the following program data. The data from this program was also used to develop and validate the development pro-forma found in the Business Plan. Gross building square footage, number of residential units and land area were key factors used to ensure the plan is based in market reality.

Summary by Use

INTEGRATED BIO-MEDICAL RESEARCH DRIVER		TOTAL SQUARE FOOTAGE
<i>Commercial Uses</i>		
Office		1,072,000
Research		1,506,379
Medical		560,000
VA		75,000
Amenities		164,000
Conference Center / Hotel		180,000
SUB TOTAL: Commercial Square Footage		3,557,379
<i>Residential Uses</i>		
		<i>Total Units</i>
Residential - Single Family Houses		201
Residential - Townhouse		229
Residential Historic		31
Residential - Multi-Family / Apartment (80 units)		560
Residential - Multi-Family / Apartment (160 units)		480
Residential - HUD		286
SUB TOTAL: Residential Units		1,787

Summary by District

DISTRICT	% TOTAL	DEVELOPABLE ACRES
Campbellton Neighborhood	8	41.46
Employment Center	26	127.41
Green Space / Recreational / Event Space	31	152.99
Historic Village	15	72.89
VA	4	21.32
Parkway Neighborhood	6	28.43
Roads	9	43.50
Total	100	488



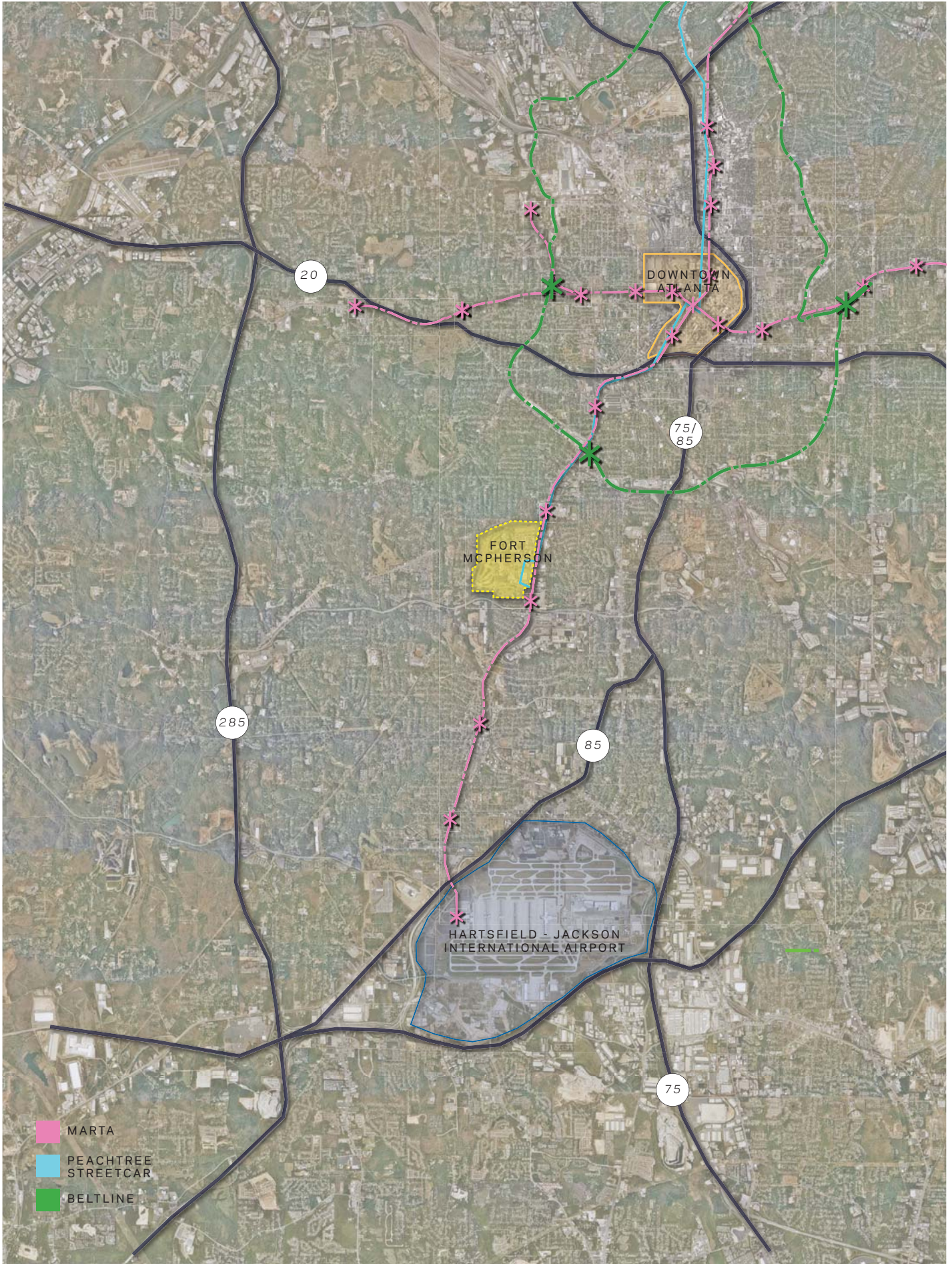
Master Plan Summary

Master Plan Context

One of the great strengths of Fort McPherson is its location. Its position within the City of Atlanta, four miles from downtown and five miles from the airport, as well as its proximity to regional transit via rail and car, have well-positioned the base for redevelopment.

While in an ideal location regionally, the area surrounding the base suffers from blight that began well before the current economic downturn. This master plan is more than an economic driver for the region; it is a catalyst for revitalization of deserving neighboring communities. The plan takes advantage of the fort's location by weaving its framework into the surrounding fabric of the region.





Master Plan Description

Metro Atlanta is expected to grow by another two million people by the year 2020. The 488 acre Fort McPherson redevelopment is being planned as an urban center that will provide a range of employment opportunities, retail, park space, and residential neighborhoods to help meet the demands of a growing city.

The redevelopment plan embodies the principles of Sustainable Urbanism by carefully mixing land uses, creating a framework for a walkable community, and develops amenities to share with surrounding neighborhoods. It also respects the history of the fort by retaining the Historic Village. This master plan is designed around five key elements: the Science and Technology Center, Historic Village, Main Street, open space, and a connective infrastructure.

The structural elements of the master plan are the Research Boulevard, McPherson Parkway, and the extensive open space network created by the conversion of the golf course. This framework helps sets up the grid within the Science and Technology Center and becomes more organic as it moves into the neighborhoods.

The Historic Village and Science and Technology Center blocks are strategically planned to take advantage of their locations adjacent to MARTA, and promote a multi-modal community. This focus activates these districts by the concentration of office and retail.

The master plan for Fort McPherson consists of organizing layers - development districts, land use, street network, transit and pedestrian circulation, civic amenities, and open space. This underlying framework for the master plan will help secure both public and private investments to create a livable urban place.

1	CANCER CENTER / MEDICAL USE	11	OPEN AIR MARKET	f	VA RESEARCH
2	FORCES COMMAND	12	VA CLINIC	g	BUNGALOW HOUSING
3	HOTEL / CONVENTION CENTER	13	STREETCAR STATION	h	LOW DENSITY MIXED-USE
4	RESERVE COMMAND	14	LAKESWOOD / FORT MCPHERSON MARTA STATION		SINGLE-FAMILY RESIDENTIAL
5	EVENT SPACE	15	OAKLAND CITY MARTA STATION		TOWNHOMES
6	RECREATION CENTER	a	BUILD-TO-SUIT OFFICE		MIXED-USE RESIDENTIAL
7	SCHOOL	b	RESEARCH / OFFICE		EXISTING BUILDINGS
8	GROCERY / NEIGHBORHOOD COMMERCIAL	c	LARGE FOOTPRINT / FLEX RESEARCH		NEW BUILDINGS
9	MEETING + CONFERENCE CENTER	d	TRANSLATIONAL RESEARCH		
10	HEDEKIN FIELD	e	VA EXPANSION		



Summary of Key Elements

The principles and parameters used to develop the master plan led to the design of key elements that bring the critical amenities which build a healthy community. The following five elements bring the vibrancy and diversity that will attract investors, developers, and ultimately residents.

SCIENCE AND TECHNOLOGY CENTER

The flexible block structure is designed around dimensions that encourage and promote walkability. In addition, the blocks support the variety of building and site requirements for a range of end users.

HISTORIC VILLAGE

There are already 40 buildings with protection by the National Register of Historic places. New development in the Historic Village will build upon the established scale, intimacy, and character of the existing structures.

MAIN STREET

The Main Street concept begins at the Lakewood / Fort McPherson MARTA station and runs east / west along the parkway. The combination of block sizes, planned development around MARTA, and retail on the parkway lends itself to an activated, urban experience.

OPEN SPACE

Conversion of the golf course to passive recreation space is one piece of an extensive open space network. The network includes recreation components, historic Hedekin Field, and an event space.

CONNECTIVE INFRASTRUCTURE

A hierarchy of streets distribute pedestrian and vehicular traffic through the development and merge the infrastructure into the fabric of existing communities.



SCIENCE AND TECHNOLOGY CENTER



HISTORIC VILLAGE



MAIN STREET



OPEN SPACE



CONNECTIVE INFRASTRUCTURE





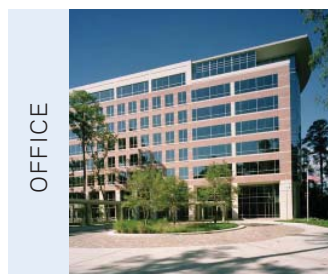
Land Use Plan

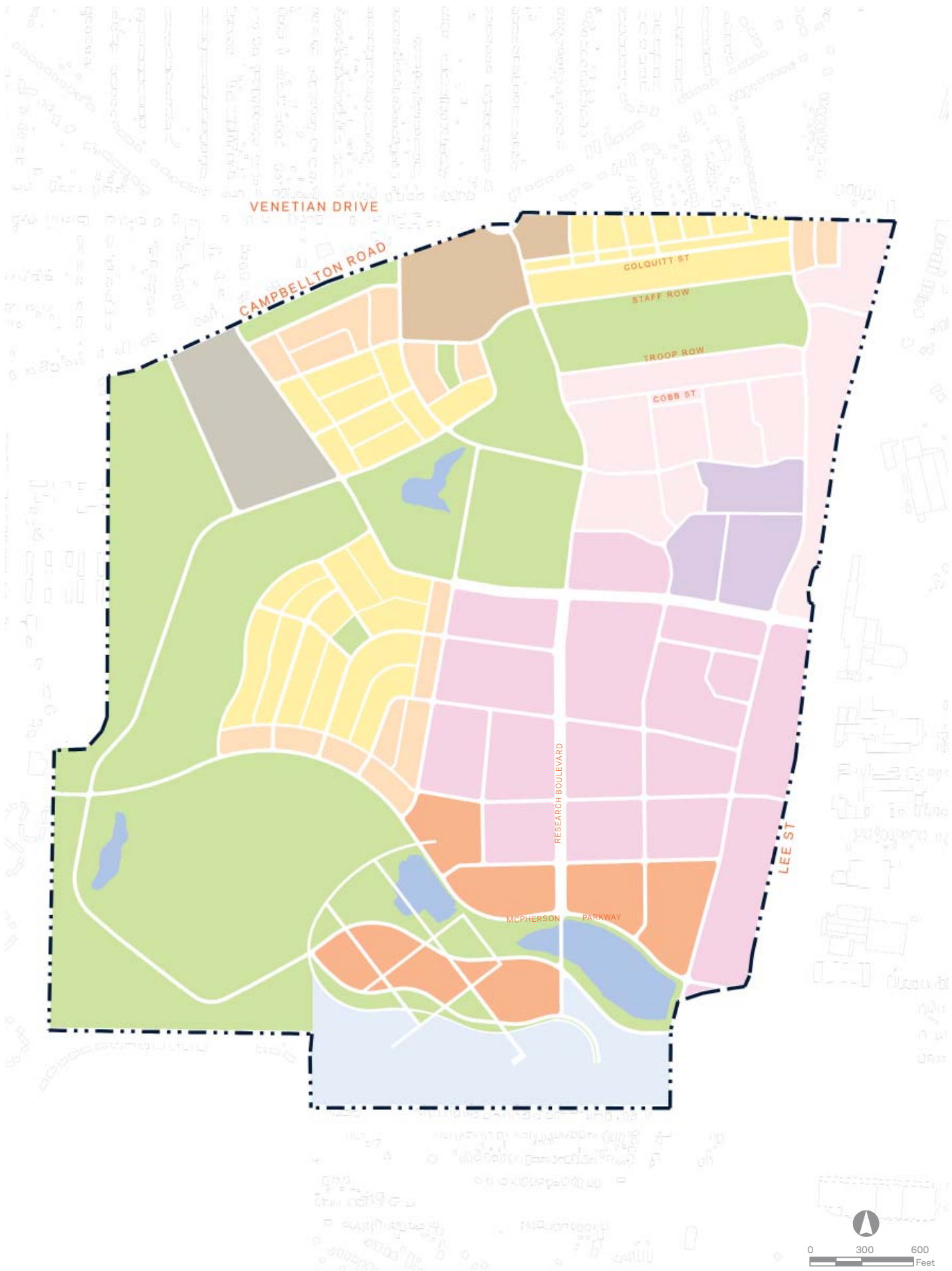
The right mix of land uses is one of the key components to achieving Sustainable Urbanism. The land use plan illustrates the various land uses and their organization that make up the redevelopment of Fort McPherson. This plan should be viewed in conjunction with the development program and design guidelines to understand the true use breakdown. For example, a building with a research or office primary use may have a retail component on the ground floor.

The land uses are distributed to maximize efficiency and infrastructure investments, define the character of the different districts, and create a high quality of life for the community.

Land uses have been categorized as follows:

- Research / Office* - 20%, 90.65 acres
- Neighborhood Commercial* - 2.4%, 11.04 acres
- VA District* - 3.1%, 14.3 acres
- Single-Family Residential* - 11.6%, 52.24 acres
- Multi-Family Residential* - 3.3%, 15.18 acres
- Historic Village* - 9.6%, 43.18 acres
- Mixed-Use Residential* - 6.8%, 30.53 acres
- Open Space* - 36.5%, 164.17 acres
- Office* - 6.3%, 28.29 acres



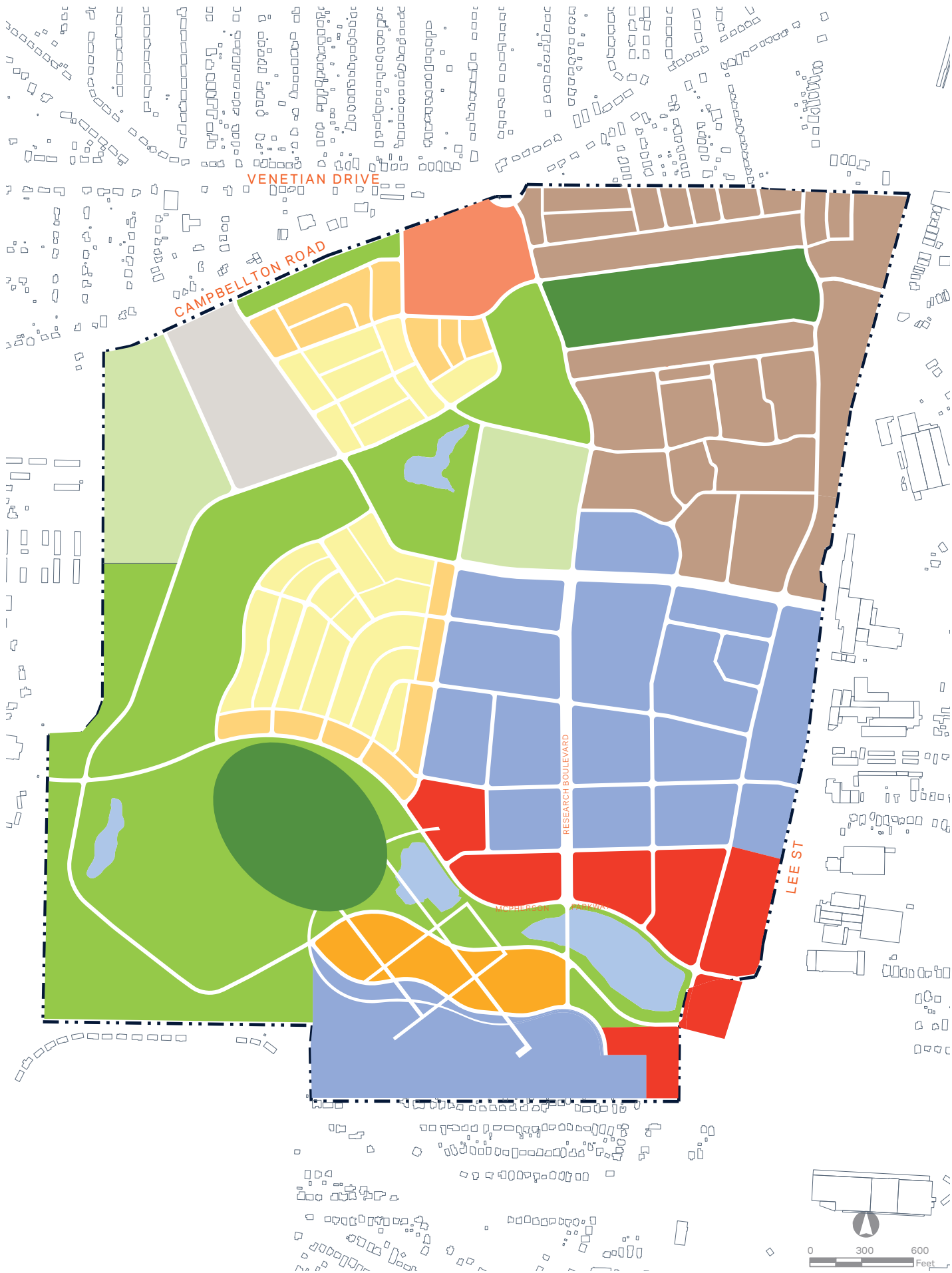


Zoning Plan

This zoning plan is an update of the draft version created by the City of Atlanta Bureau of Planning for the SPI-2 Fort McPherson District Regulations. The Bureau's draft report was based on the 2009 Operating and Infrastructure plan. The SPI-2 regulations were placed on hold until this phase of the master plan was complete. Therefore, this plan should only be used as a suggestion and reference tool. The Bureau of Planning should be consulted for official zoning regulations relating to Fort McPherson.

The team proposes flexibility within the zoning categories in order to accommodate the range of potential investors and end users, especially within the Science and Technology Center.





Transportation Network Plan

A connective street network that accommodates vehicles, people, bikes, and transit is the key to this diversified system. In addition to connectivity within the development, the plans weaves its street network into surrounding neighborhood roads.

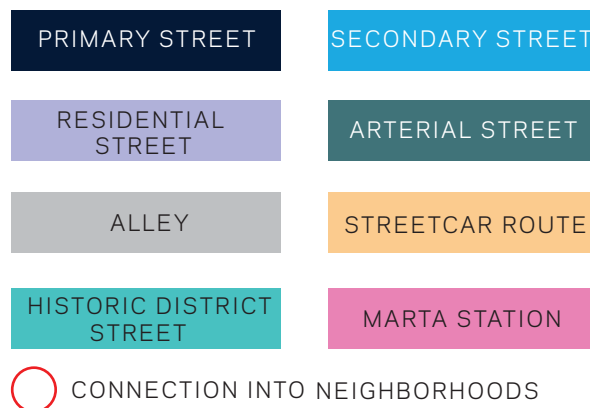
The road network is built upon existing roads that have been enhanced or extended to develop a proper road hierarchy that helps move traffic to and through the site. Once key north-south and east-west roads were established, secondary and residential streets were added to complete the network.

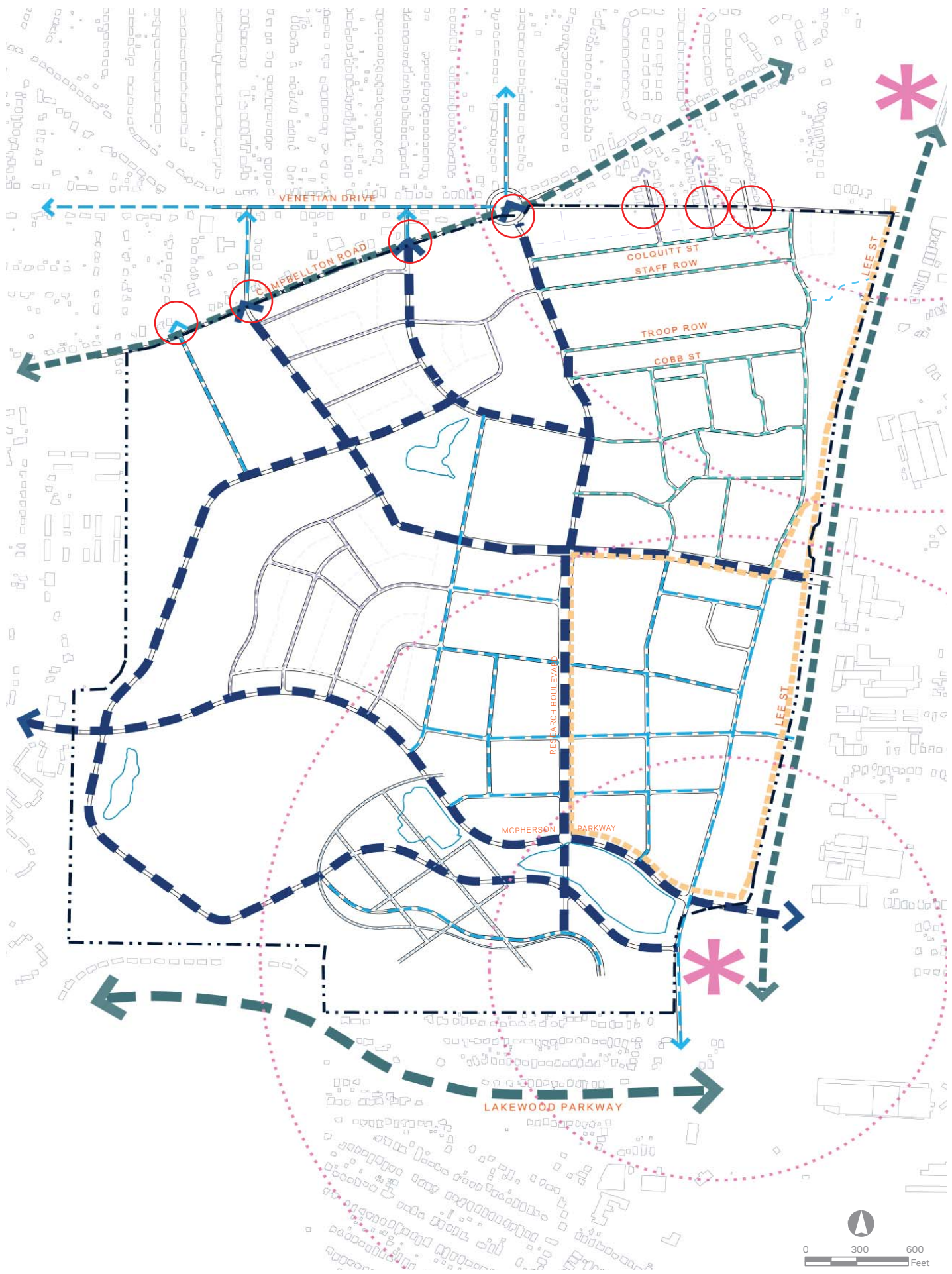
The entire transportation network is built upon the concept of a "complete street". Complete streets are designed to accommodate a combination of vehicles, transit, bicycles, pedestrians, and / or parking depending on the necessary function of the street.

The main boulevard, Research Boulevard, through the Science and Technology Center is designed as a 134 foot right-of-way with potential for rail transit, bike lanes, and a median. The median could act as the future travel lane of the Peachtree Street Car. In the meantime, it presents opportunities for the incorporation of green space and bio-swales. The boulevard is intended to lend itself to a rich pedestrian environment with wide sidewalks, street trees, and an active building edge.

McPherson Parkway begins at one of the primary vehicular entries enhanced by a quality pedestrian environment. The retail lined "Main Street" with residential above brings pedestrians from MARTA along the park to the Event Space. The parkway shifts into a more residential character as it continues into the neighborhoods.

The residential streets feed into the primary streets. Within the residential neighborhoods, homes front the street with an alley condition giving residents garage access. Streets within the Historic Village will remain relatively unchanged in order to preserve and then build upon the established character.





Street Sections

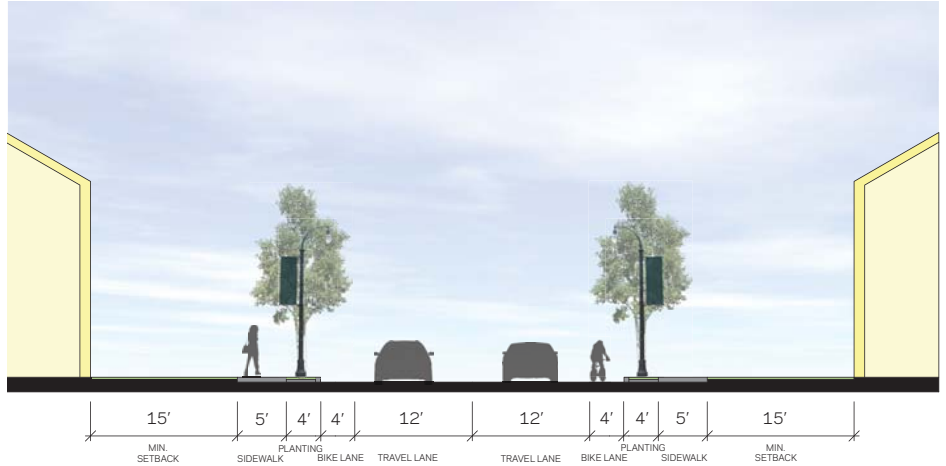
Residential Type A



Residential Type B



Residential Type C



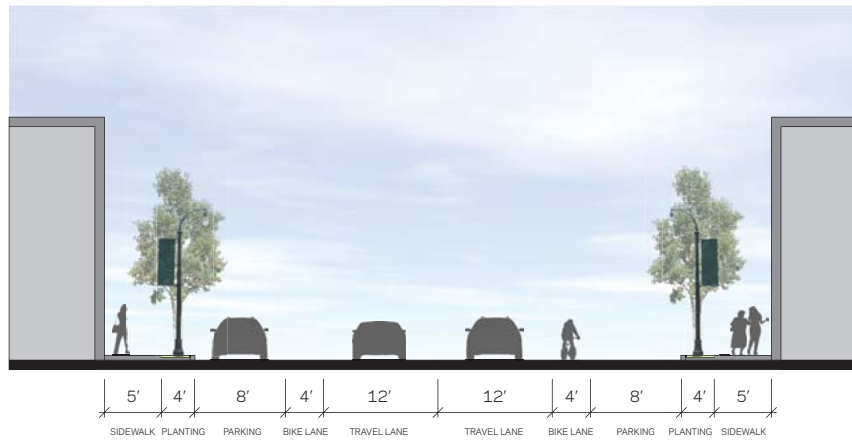
- SINGLE FAMILY RESIDENTIAL
- TOWNHOMES / LIVE-WORK
- COMMERCIAL / OFFICE/ RESEARCH

Street Sections

Research Center Type A: *Primary Street*



Research Center Type B: *Secondary Street*



Research Center Boulevard



Open Space Plan

The master plan for Fort McPherson boasts over 160 acres of open space. The conversion of the 18-hole golf course was part of an innovative stormwater strategy solution that adds close to 130 park acres to the city. The open space network is more than just the park system; it includes historic Hedekin Field, a large event space, recreation fields, and plazas in the Science and Technology Center and Historic Village. The series of spaces add another layer of connectivity within the development and surrounding neighborhoods.





Stormwater Management Strategy

Like many cities and regions, Metro Atlanta is facing a water crisis. A redevelopment the size of Fort McPherson must consider the effect the development will have on the regional stormwater system. Fortunately, Fort McPherson's size also allows any forward-thinking stormwater solutions to have a positive and far-reaching effect. In support of regional water quality initiatives, Fort McPherson should adopt principles for the stormwater system with the belief that every development project holds the potential to improve and regenerate the natural benefits and services provided by the natural systems that surround them.

Conversion of the golf course to passive open space by daylighting the stream has long been part of the solution for Fort McPherson's storm water strategy. Previous phases of the redevelopment effort recommended daylighting and restoring the creek through the green space. In this case, that would mean the restoration of approximately 2,000 linear feet of stream. Based on local experience, the team has concluded that because of cost, environmental permitting and the extent of excavation that the concrete pipes should stay in place. As an alternative, the team recommends developing a surface drainage feature that includes a linear bio-swale to collect and treat run off in the proposed green space. This system should be used in conjunction with other innovative systems to form the overall storm water strategy.

Implementing stormwater techniques that infiltrate, store, capture, and reuse rainwater result in less runoff, which in turn reduces sewer pipe sizes, maintenance and energy costs, relieves the pressure on the aging infrastructure and anticipates evolving local and federal regulations.

The team strongly recommends the incorporation of the following systems to contribute to the long-term viability of the Fort McPherson redevelopment effort. These systems reduce the rate and volume of stormwater runoff and would be incorporated into the proposed zoning overlay:

- Green roofs
- Rain gardens
- Bio-swales
- Pervious pavement



Green Roofs

Buildings within the Science and Technology Center would benefit from the incorporation of green roofs.



Rain Gardens

Rain gardens should be included within passive areas of the large open space, as well as in pocket parks in the residential neighborhoods.



Bio-swales

A large linear bio-swale will be implemented when the golf course is redesigned. Bio-swales should also be incorporated along streets and in surface parking lots.



PerVIOUS Pavement

PerVIOUS pavement would be appropriate in surface parking areas and large plaza spaces.

Stormwater Management Plan

Based on the master plan, the topographic layout will generally remain the same as the existing condition, therefore maintaining consistent flow patterns. On-site detention will be handled by a combination of the following methods:

- Storage volume on surface of the four existing lakes located on site based on an estimated three feet of storage depth
- Extended wet detention pond, bio-swale, rain garden or infiltration beds
- Site specific detention within the Science and Technology Center provided by others. Each Science and Technology Center block will require an average of 15,000 cubic feet of detention volume per proposed building structure.

Roadway drainage is assumed to be conveyed through curb inlets, down storm pipes and into the detention system within that particular basin.

EXISTING
STORM PIPE

NEW STORM PIPE

NEW HEADWALL

EXISTING LAKE



Infrastructure: Sanitary Sewer Plan

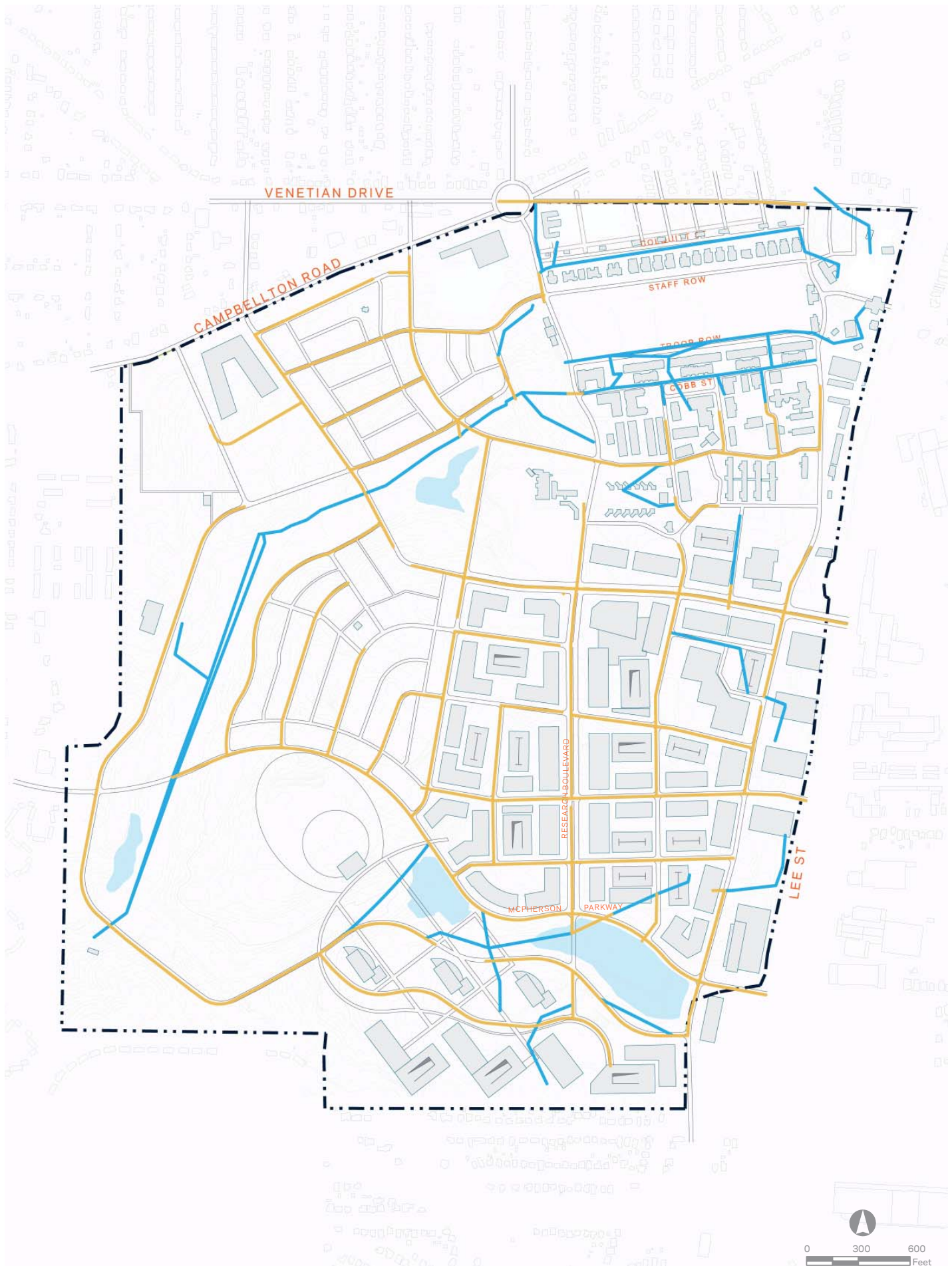
The proposed sanitary sewer system will generally be defined within the proposed roadway right-of-way with the discharge connection to the City of Atlanta sanitary sewer system to the South Utoy Creek Trunk sewer in the southwest corner of the site. The sewage is then treated at the Utoy Creek Sewage Treatment Plant. The plan includes proposed 8-inch or 12-inch ductile iron pipes in the roadway with manholes every 300 feet at a maximum depth of 8 feet.

Currently the Utoy Creek Sewage Basin is not considered capacity limited by the City of Atlanta downstream, but off-site improvements to the City's sanitary sewer system may be required to support build-out of the site.

EXISTING
SANITARY SEWER PIPE

NEW
SANITARY SEWER PIPE

EXISTING LAKE



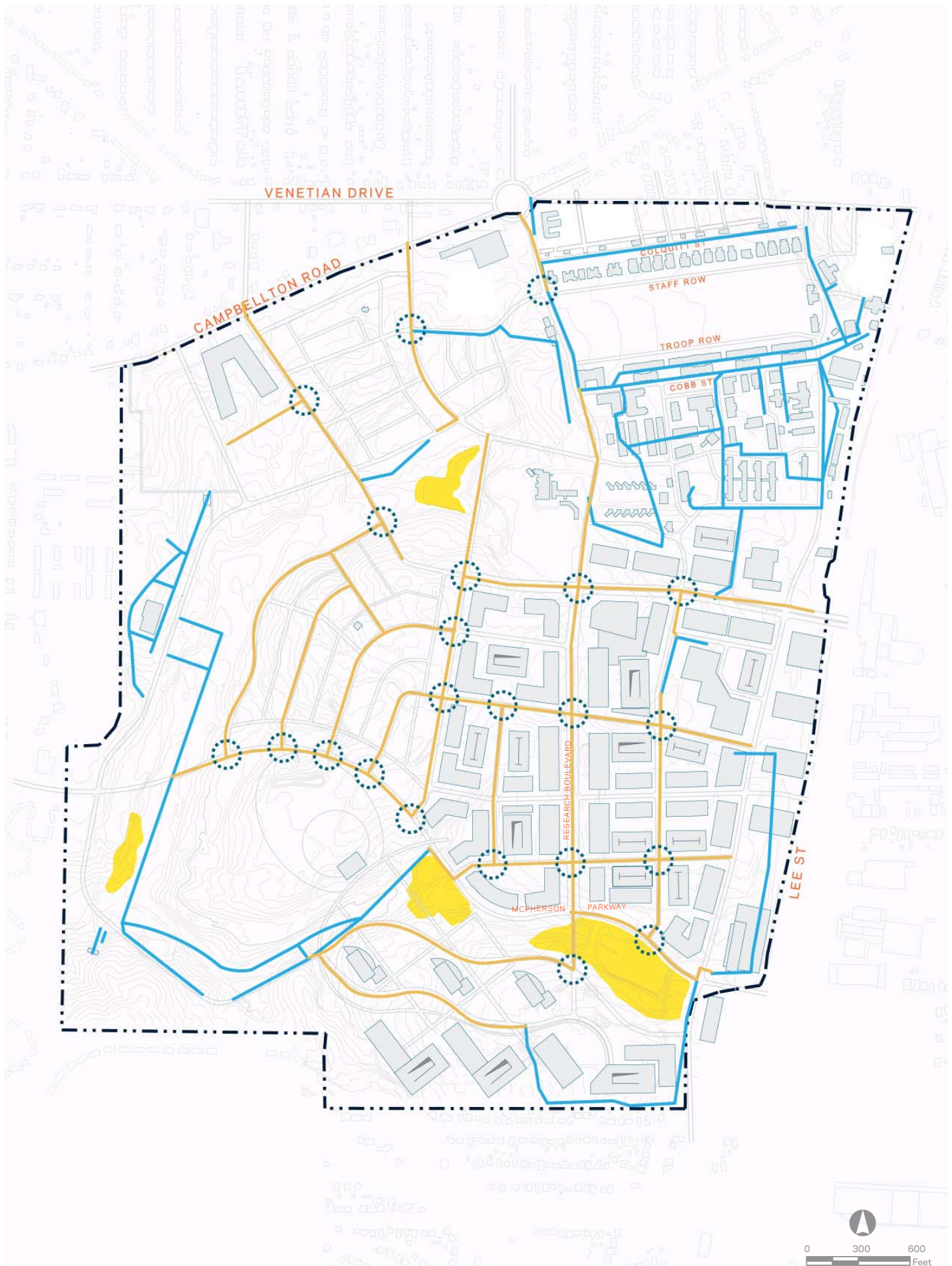
Infrastructure: Water Systems Plan

The proposed water distribution system will generally be defined within the proposed roadway right-of-way. There are three existing meters that will remain active with consideration for additional meters to support individual development facilities. Of the existing meters, two connect to the City of Atlanta water system and one connects to the City of East Point water system. The proposed water pipe is assumed to be 6-inch, 8-inch or 12-inch ductile iron pipe.

EXISTING
WATER LINE

NEW WATER LINE

EXISTING LAKE



Infrastructure: Gas Distribution Plan

The proposed gas distribution system will generally be defined within the proposed roadway right of way. The existing connection to Atlanta Gas Light will remain at Lee Street. We have assumed that new gas meters for individual metering will be secured by others as sites are developed. The proposed gas main is assumed to be a 4-inch steel pipe.

Infrastructure: Electrical Systems Plan

There is an existing Georgia Power sub-station located on site adjacent to Lee Street that feeds the base. Distribution within the base is through over head lines and underground conduits. The existing sub-station on site is used to convert the incoming 20 KV service to the existing 17 KV service on base. The existing sub-station will need to initially stay in place to power the existing buildings that will remain in service and billed to the LRA. As new tenants/owners occupy existing buildings and as new buildings are constructed, Georgia Power will provide new 20KV service and meter to the building. Eventually the existing sub-station can be phased out. There are three existing sub-stations within 1.5 miles of the site with a fourth site reserved for future use. There will not be a need for a second sub-station on site.



Development Districts

Development Districts

The plan is structured into six development districts each composed of unique elements that lend identity to the redevelopment effort.

SCIENCE AND TECHNOLOGY CENTER

This district is the employment hub formed by a concentration of research, office, and start-up office buildings. It occupies prime land within the redevelopment and takes advantage of its proximity to MARTA.

HISTORIC VILLAGE

The village builds upon the character and scale of the existing historic buildings. Focused around Hedekin Field, the village will be driven by low density, mixed-use development.

VA DISTRICT

The VA district is the transition zone between the Science and Technology Center and the Historic Village. The buildings are a combination of historic structures and new expansion space.

PARKWAY NEIGHBORHOOD

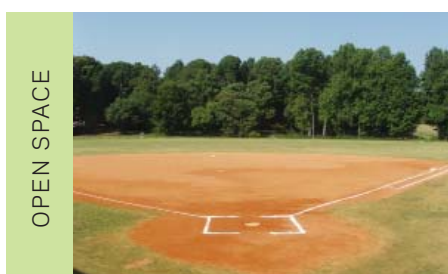
The Parkway Neighborhood is located just west of the Science and Technology Center, with 125 townhomes and 109 single family residences. The neighborhood gets its name from the expansive open space which it fronts on its south and west sides.

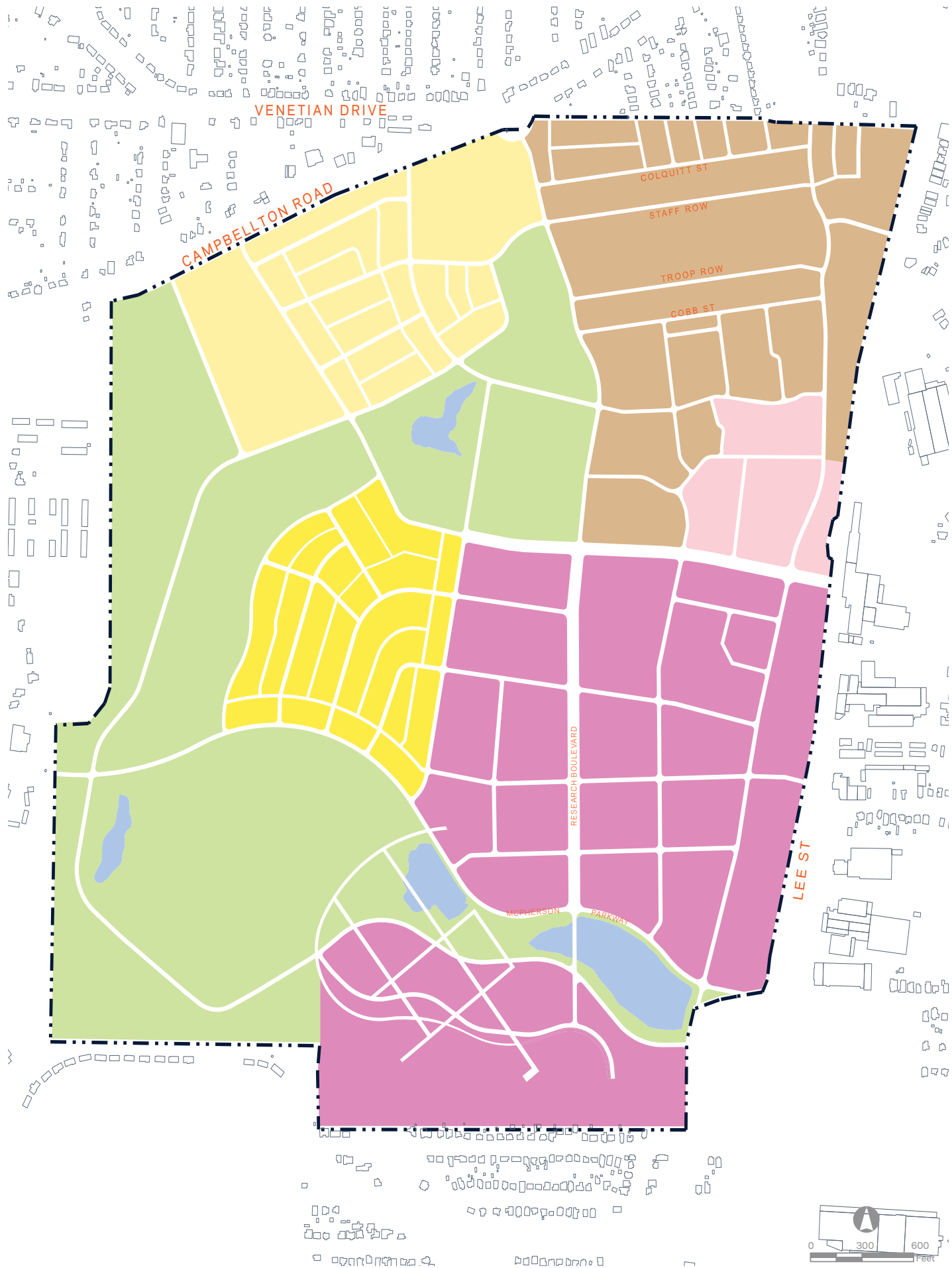
CAMPBELLTON NEIGHBORHOOD

The neighborhood compliments the residential use across Campbellton Road from Fort McPherson. In addition to 86 townhomes and 57 single family residences, the plan makes provisions for a school and neighborhood commercial center that would include a grocery store.

OPEN SPACE

The jewels of this expansive network are Hedekin Field, in the Historic Village, and new event space. The network also accommodates 130 acres of passive use and recreation fields





Science and Technology Center

The Research Center is anchored by a regional medical center that is supported by additional translational research facilities. This Center is expected not just to be an anchor, but an attractor for other research and bio-medical businesses that desire to be in close proximity to the facility.

Research Boulevard is the backbone of the district. The activated boulevard terminates into McPherson Parkway. This parkway begins at the MARTA station and feeds off the energy created by the station and Research District. The retail environment along the parkway is more targeted to residents and those visiting for events. Housing in the district is accommodated above the retail along McPherson Parkway and south of the park.

The flexibility of the block framework is designed to accommodate research and bio-medical companies of all sizes, from start-ups to established firms. As these businesses grow and expand, the master plan accommodates a more mature campus environment as well as a denser, urban development.

SCIENCE AND TECHNOLOGY CENTER PROGRAM SUMMARY

<i>Building Group</i>	<i>Total Building Area</i>
Amenities	164,000
Hotel / Conference Center	180,000
Medical	560,000
Office	1,072,000
Research	1,506,379
Mixed-Use Residential	280,000
TOTAL	3,762,379



District Elements

The Science and Technology Center is defined by the following elements:

1. Medical Use: The Medical Use is the hub and principal focus of the Science and Technology Center. In the past, the major obstacle preventing Atlanta from becoming a player in medical research has been sufficient land, funding and available facilities. Ability to attract such a center would provide universities, colleges, research entities, and others, the opportunity to co-locate and form a true research coalition. The Medical Use would consist of a primary tower and two supportive translational research buildings.
2. Main Street: Within the district, retail is permitted along Research Boulevard and the "Main Street" portion of McPherson Parkway. The character of Main Street is geared towards a walkable environment with unique plazas and retailers fronting the park.
3. Research and Development Flex Facilities: The concrete tilt-up facilities along Lee Street are designed to provide a home to emerging companies coming out of an incubator space at Fort McPherson or elsewhere.
4. Build-to-Suit Office: The southern portion of the district makes provisions for more established companies that have specific requirements for office space that can't be met in the office core. The existing Reserve Command building would remain, and two new Class A office buildings would be constructed. The vegetation buffer between the office buildings and neighborhood to the south would remain.





1. TRANSLATIONAL RESEARCH

DEVELOPMENT DISTRICTS



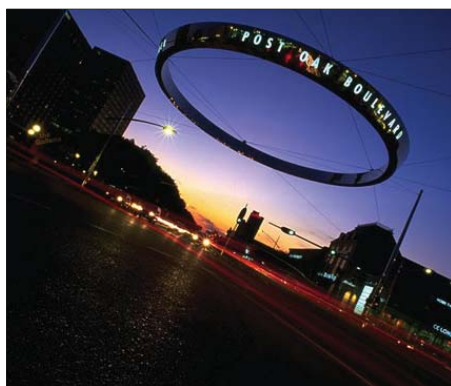
2. MAIN STREET



3. R+D FLEX FACILITIES



4. BUILD-TO-SUIT OFFICE



Signage at primary intersections is proposed to assist with wayfinding and draw attention to key elements.



A change in pavement detail at primary intersections, especially when pedestrian focused, reinforces a walkable environment.

Retail Strategy

In order to create an active and energized street environment, retail uses are concentrated in the ground floors of buildings along Research Boulevard and McPherson Parkway.

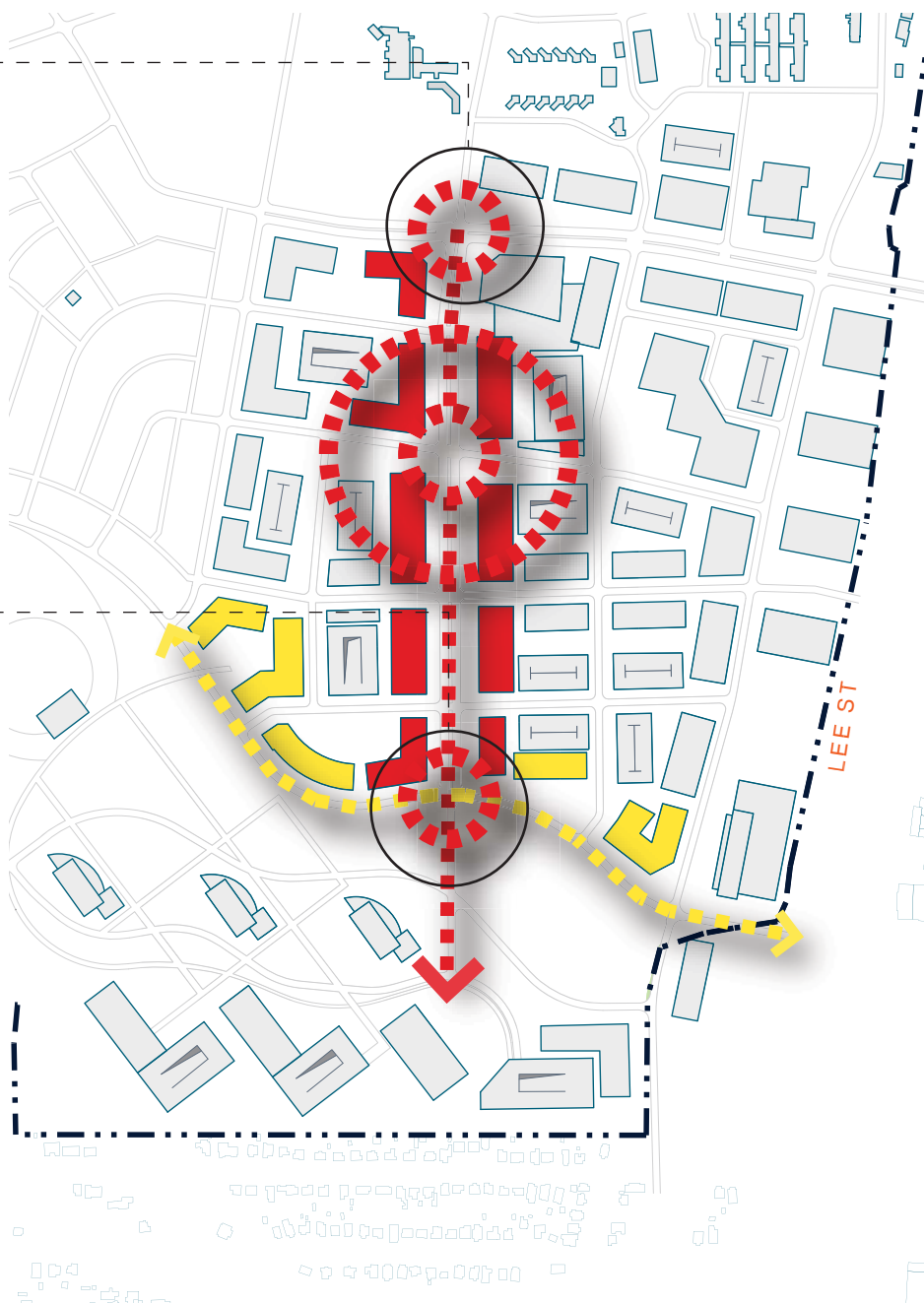
The retail character along Research Boulevard is geared towards the 8-to-5 professional.

As the boulevard reaches the parkway, the retail shifts focus from the professional to the resident and visitor. The personality along the parkway has generous plaza and pedestrian space which is more conducive to leisure activities. It also guides visitors from MARTA to the event space.

 RETAIL: PROFESSIONAL FOCUS

 RETAIL: RESIDENTIAL / LEISURE FOCUS

 KEY RETAIL NODES

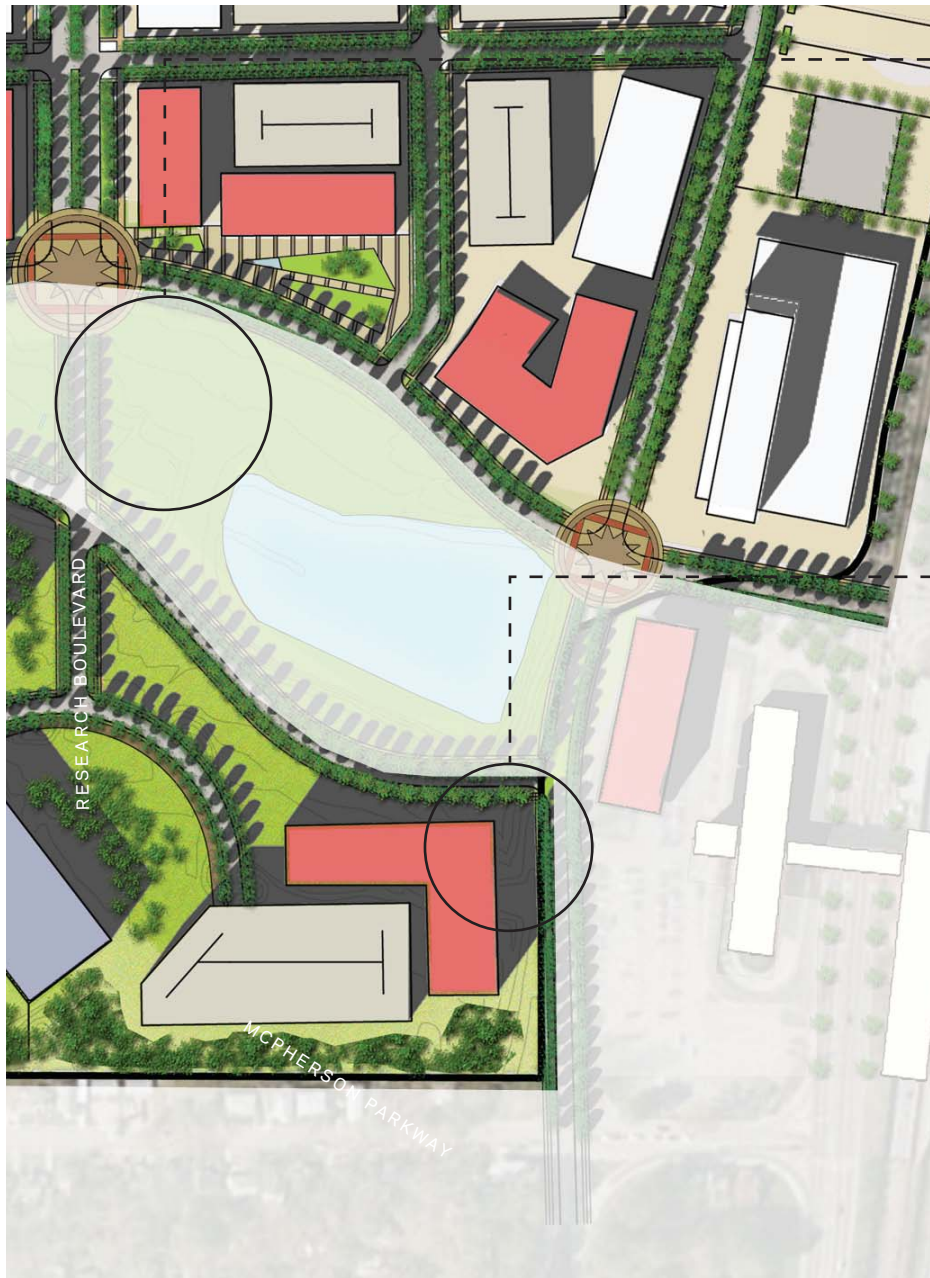


Block Structure

The Science and Technology Center is organized as a flexible system of streets and blocks. The block dimension established for the district is in the range of 350 feet to 450 feet. This dimension provides a high degree of adaptability to accommodate research and office buildings along with the necessary structured parking. For

the most part, parking needs are accommodated within the block as a multi-story parking garage.

The hierarchy of streets also allows facilities that have more substantial security needs to control access from secondary and service streets while still fronting the boulevard.



The block dimension has built in flexibility to accommodate a range of building types



While there is parallel parking on the street and some surface parking, the majority of parking in the district is handled by multi-story garages.

Historic Village

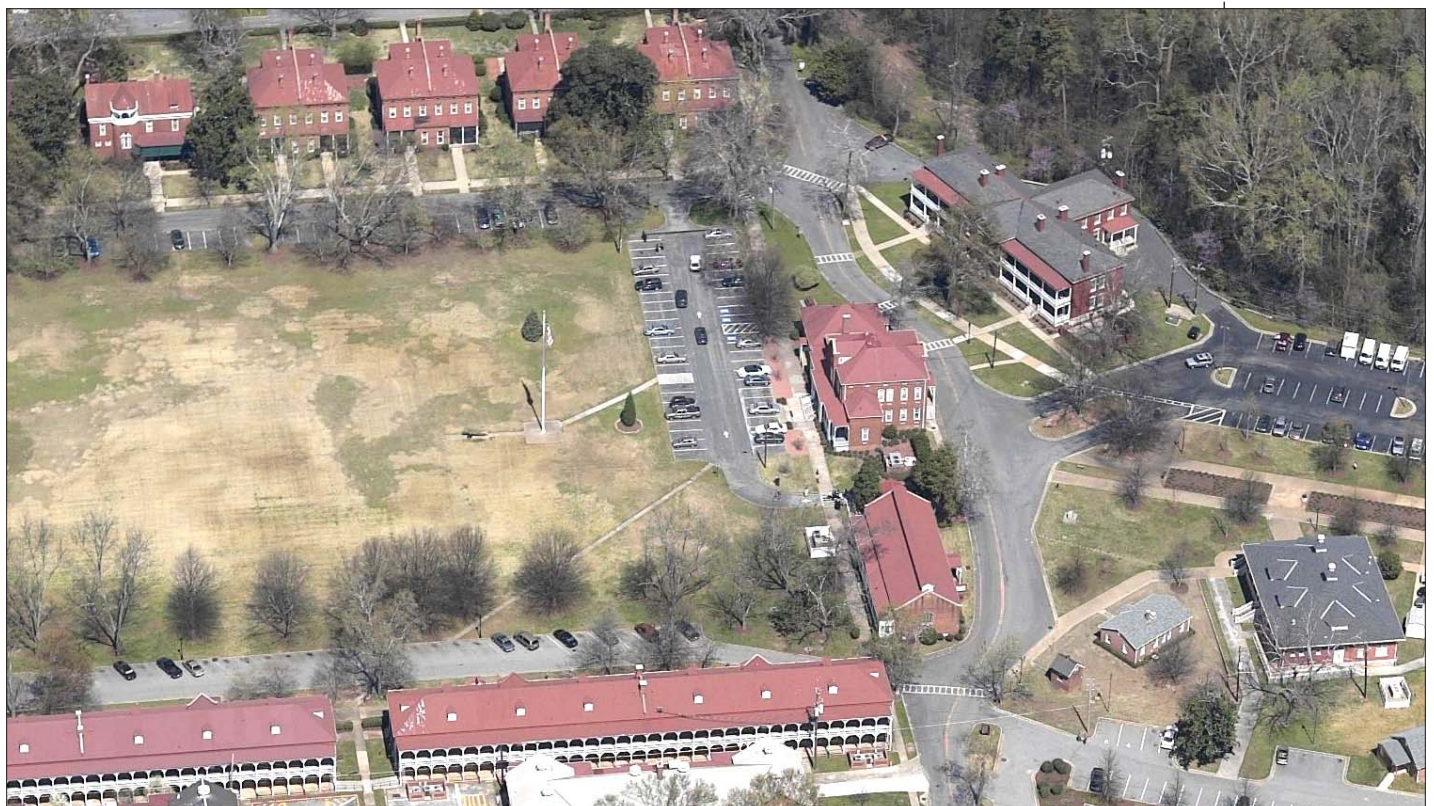
The Historic Village is built upon the character established by Hedekin Field and the historic homes and buildings which front the green. The scale and intimacy of these buildings are carried throughout the village as it transitions to the VA District to the south and Campbellton Neighborhood to the west.

The Village will be of a mixed-use, low density scale and the home to residences, inns, art galleries, restaurants, and retail. Because much of the framework already exists, the village could be an early catalyst for development opportunities.

HISTORIC VILLAGE PROGRAM SUMMARY

<i>Building Group</i>	<i>Total Building Area</i>
Residential - Townhomes	28,800
Residential - Single Family	166,500
TOTAL	195,300

The total building area shown in the program summary only refers to new residential building area. Infill buildings within the Historic Village will depend on the end use and specific block.



Village Elements

The Historic Village is defined by the following elements:

1. Historic Parade Ground: Hedekin Field, while formal in design, is used for a variety of active and passive recreation uses. These uses range from picnics to polo and should be continued and expanded as part of the redevelopment effort.
2. Artist Bungalows: The history of the Village is expected to be a draw for the creative community. It is anticipated that many of the existing historic buildings would be occupied by cafes, bed and breakfasts, art galleries and studios. The artist bungalows give artists the opportunity to live and create within this district.
3. Open Air Market: The open air market takes advantage of the open space created by existing buildings as well as its proximity to MARTA. The market helps activate the northeast corner of the redevelopment and draws in visitors via MARTA into the Village.
4. New Residential Housing: In order to marry the Fort McPherson redevelopment effort with the existing residential to the north, new residential housing is proposed to transition from the homes on Staff row to existing single family residential.





1. HISTORIC PARADE GROUND



2. ARTIST BUNGALOWS



3. OPEN AIR MARKET



4. NEW RESIDENTIAL HOUSING

Veteran's Affairs District

The primary entrance off of Lee Street will allow for faster and easier access to the Department of Veterans Affairs (VA) facility as well as the upper end of the Science and Technology Center. The VA will occupy Building 125, currently the Medicinal Clinic, and establish a prominent presences at one of the main entries into the redevelopment.

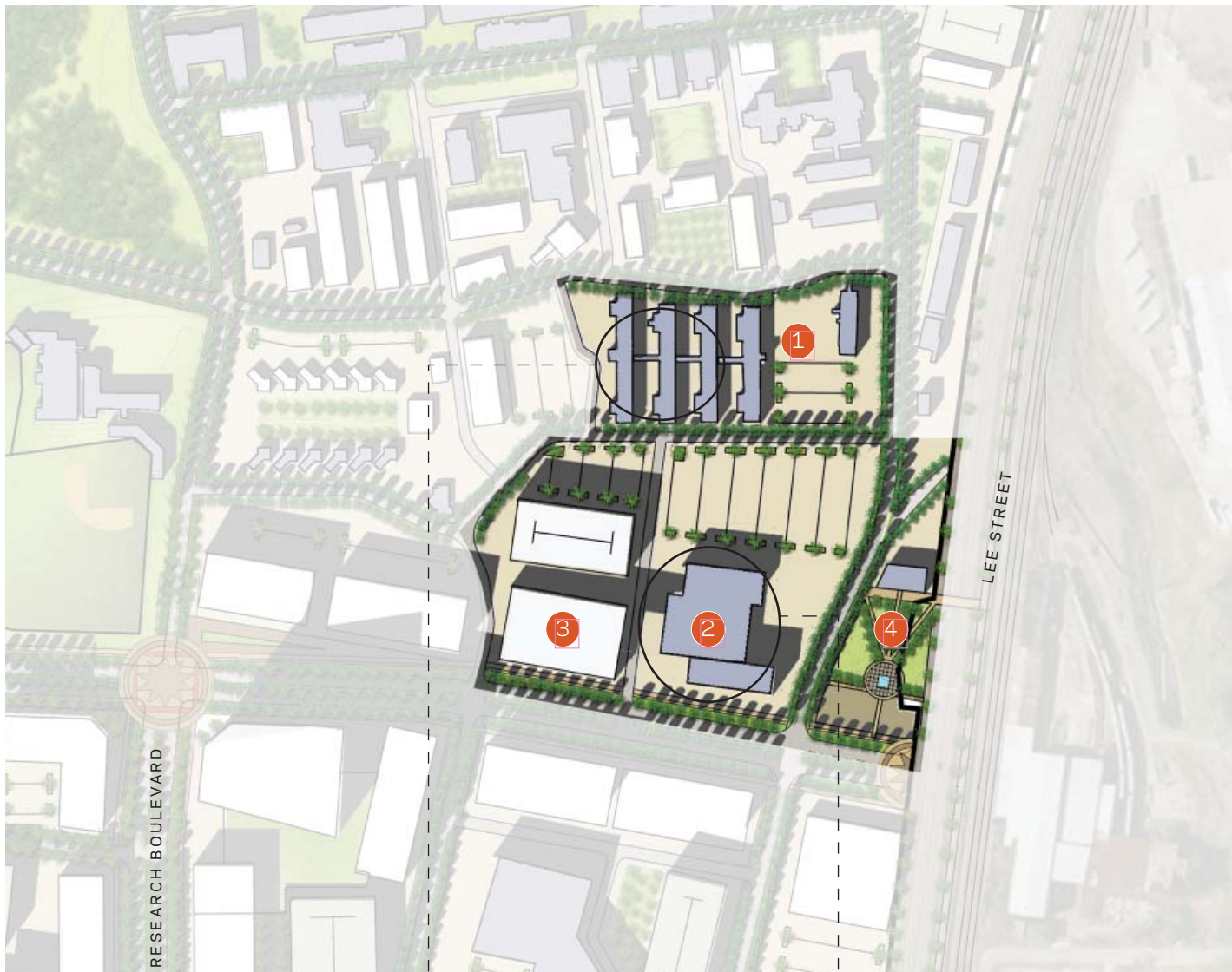
The VA will also house its office and administrative services in historic Buildings 128, 129, 130, and 131. A 135,000 square foot new building is planned for future VA expansion.

An important component of the VA is its location. It must be easily accessible for Veterans coming for care. In addition to convenient access by car off Lee Street, there is a planned Peachtree Street Car Station directly across the street from the clinic.

VA DISTRICT PROGRAM SUMMARY

<i>Building Group</i>	<i>Total Building Area</i>
VA (clinic, offices, administrative space, expansion space)	220,000
Research / Office	100,000
TOTAL	320,000

- 1 VA OFFICES + ADMINISTRATION
- 2 VA CLINIC
- 3 VA EXPANSION
- 4 PEACHTREE STREETCAR STATION



Office and Administrative uses will occupy Buildings 128, 129, 130, and 131.



The VA Clinic and 135,000 sf expansion space will primarily house treatment facilities and offices.

Parkway Neighborhood

Located west of the Science and Technology Center, the Parkway Neighborhood capitalizes on its access and frontage along the 130 acre park and greenspace. The density of the housing changes as the character of the open space transitions from active to more passive uses.

The community includes 125 townhomes and 109 single-family residences. The proximity of the townhomes to the Science and Technology Center makes them ideal candidates for live-work uses. Additionally, a community center and pocket park are located in the heart of the neighborhood. The neighborhoods access to the trail system in the open space and connection to the Research District because of the “complete streets” make this a truly walkable community.

PARKWAY NEIGHBORHOOD PROGRAM SUMMARY

<i>Building Group</i>	<i>Total Building Area</i>
Recreational	25,000
Residential - Townhomes	200,000
Residential - Single Family	228,900
TOTAL	453,900



The Parkway Neighborhood takes advantage of its location along the open space network.



The townhomes help transition from higher density residential in the Science and Technology Center to single family homes in the neighborhood.

Campbellton Neighborhood

The Campbellton District serves as the link between the Fort McPherson redevelopment and the surrounding residential fabric. The residential uses and community facilities compliment the adjacent land uses. The neighborhood offers 86 townhomes and 57 single family residences.

COMMUNITY COMPONENTS

Of significant importance is the inclusion of amenities that truly build community. In this case, not just critical for the redevelopment of Fort McPherson, but for the existing neighborhoods that suffer from a deficit of economic and social investment.

1. School: The school is located along Campbellton Road for convenient access of the community at-large. The school is based on the plans for Drew Charter School in East Lake, and has capacity for students from early childhood education through eighth grade.
2. Community Center and Pocket Park: The Community Center could be used for a neighborhood meeting or rented for events. The surrounding park could host neighborhood picnics, a playground, and a community garden.
3. Grocery Store and Neighborhood Commercial: For many years the existing communities have been severely underserved by quality retail and lack of a grocery store. The inclusion of the grocery and commercial is essential for success of the redevelopment and long overdue for the surrounding neighborhoods.

CAMPBELLTON NEIGHBORHOOD PROGRAM SUMMARY

<i>Building Group</i>	<i>Total Building Area</i>
Residential - Townhomes	137,600
Residential - Single Family	119,700
Neighborhood Commercial	45,000
School	90,200
	392,500



The single family residences are in close proximity to the school, open space, and neighborhood commercial.



The grocery store and neighborhood commercial would serve Fort McPherson and the surrounding community.

Open Space Network

The City of Atlanta provides less open space per person than other cities of comparable size. The open space network at Fort McPherson represents a significant open space opportunity.

The size of the network can be attributed to the conversion of the 18-hole golf course to a passive open space system. The open space can be divided among the following classifications:

1. Hedekin Field: Hedekin Field is the historic parade ground at the heart of the Historic Village. The formal character lends itself to a range of recreational activities.
2. Recreation Center: The Recreation Center will make its home in the existing golf club house and serve the new fields located in the northwest corner of the site. Currently, the area is underserved by recreation fields, and as development moves forward, further study should be done to determine the appropriate field mix.
3. Passive Open Space: The passive zone includes walking and bike trails that help connect the overall development. The zone is also a key component of the stormwater strategy.
4. Event Space: The Event Space is intended to host large outdoor festivals and concerts for the City of Atlanta and City of East Point. These events will help bring activity to the development and business to the Historic Village and retail within the Science and Technology Center. Creation of this amenity also helps conserve Piedmont Park and Chastain Park since they host the majority of these events for the City. When the event space is not being used for a large organized event, it will function as traditional park space on a day-to-day basis.
5. Urban Farming and Community Gardens: One of the primary goals of Sustainable Urbanism is to establish vibrant and healthy communities. The generous open space in the redevelopment of Fort McPherson provides many opportunities for the integration of urban farming and community gardens as part of the sustainability story.



The recreation fields are conveniently located next to the school for day-use and the neighborhood at other times.



The event space is designed to accommodate city wide festivals and concerts.



Phasing Strategy



Phasing Strategy

Given the current economic climate, redevelopment of the fort is going to be significantly more challenged than previous BRAC closures.

Additionally, BRAC redevelopment history shows that it takes time to get redevelopment off the ground. While Fort McPherson has the benefit of its regional location along with access to the airport and metro area, the disadvantage is that the communities surrounding Fort McPherson are severely depressed. Many housing units are empty or boarded up, businesses have closed, and crime is high. Fort McPherson has the advantage that many BRAC closures don't have in that it is in a major metropolitan city with great economic, educational, and infrastructure resources. The end result is that, it is believed that the advantages of Fort McPherson outweigh its disadvantages and will aid it in giving it an excellent chance at redevelopment. This also means the development phasing must be more strategic.

Like every other redevelopment of a former military base the early years will be hard. The redevelopment of McPherson into a bio-medical research park and an economic hub will take a significant amount of investment in infrastructure, demolition, and operation and maintenance funding to keep historic and other valuable facilities viable while MILRA attracts users locally, nationally, and internationally to its market.

** The Business Plan delves much further into the cost and timeline of the phasing effort. The master plan report focuses more on the physical plan results in the initial phases. The Business Plan should be consulted for more detailed phasing and cost information.*

- | | | | |
|----|---|---|--------------------------|
| 1 | CANCER CENTER /
MEDICAL USE | a | RESEARCH / OFFICE |
| 2 | FORCES COMMAND | b | POWER STATION |
| 3 | THIRD ARMY HEADQUARTERS | c | LARGE FOOTPRINT RESEARCH |
| 4 | RESERVE COMMAND | d | HISTORIC VILLAGE |
| 5 | EVENT SPACE |  | MIXED-USE RESIDENTIAL |
| 6 | RECREATION CENTER |  | EXISTING BUILDINGS |
| 7 | HEDEKIN FIELD |  | NEW BUILDINGS |
| 8 | VA CLINIC | | |
| 9 | OAKLAND CITY MARTA STATION | | |
| 10 | LAKWOOD / FORT MCPHERSON
MARTA STATION | | |



Phase 1A

Phase One of the Science and Technology Center starts with interim use and leasing out of Forces Command, Third Army Headquarters, and Reserve Command. Third Army Headquarters, if physically and financially feasible, would be ideal for use as the incubator location for the launch facility. The design and makeup of the building will allow the most efficient use of resources to renovate the building for various tenants interested in medical research facilities. Reserve Command is the only Class A office space on the installation, but its design does not lend itself to medical research without a significant investment of funds. Little is actually know about Forces Command, but indications are that it has the potential to provide space for the IT requirements necessary for medical use and translational medical research. Additionally, it appears to have the potential to serve as a data center for not only the above efforts and institutions but other organizations and agencies looking for a safe and secure environment to store and retrieve data.

Phase One also involves the opening up and redevelopment of two entrances. The first is the current Thorne Avenue entrance. This entrance will allow for faster and easier access to the Department of Veterans Affairs (VA) facility as well as the upper end of the Science and Technology Center. In addition to opening up that entrance, the road and infrastructure there will be redeveloped to allow for an increase in and ease of flow from east to west. The other entrance to be redeveloped will be the main base entrance on Walker Avenue and adjacent to MARTA. Similar to the road and infrastructure redevelopment of Thorne Avenue, Walker Avenue will be expanded to allow for increased flow and ease of access not only north into the Science and Technology Center but also east to west across the installation providing a logical access to the Event Space from both Lee Street and portions of East Point.

Phase One will be the initial focus of demolition, not only for the previously mentioned infrastructure, but for the initial phases of the Science and Technology Center. Buildings 300, 311, 328, 331, 341, 345, 348, 350, 353, 354, 355, 365, 366 370, and 380 will all be removed. This area of the Science and Technology Center is envisioned as a mixed-use development to include office, retail, research, and residential reuse. Over time in this central core of the Science and Technology Center, additional buildings will be demolished to allow for redevelopment. The current Phase One plan includes a major medical use and other significant facilities at the northern end of the Science and Technology Center at the intersections of the redeveloped Walker Avenue (McPherson Parkway) and Thorne Street with adjacency to the VA facility.

- | | | | |
|---|------------------------|---|--------------------|
| 1 | THORNE AVENUE ENTRANCE |  | EXISTING BUILDINGS |
| 2 | WALKER AVENUE ENTRANCE |  | PHASE 1A |
| | |  | PHASE 1B |





Development Guidelines

DEVELOPMENT GUIDELINES

Introduction and Intent

These Development Guidelines are intended to guide the built environment for the redevelopment of Fort McPherson by positively shaping the public and private realm through the use of good planning principles that have been addressed through this report.

Overall, principles of good urbanism should be employed at all levels to create a place that respects the natural environment, capitalizes on economic opportunities, and establishes a physical form that engages and nurtures visitors, employees and residents.

The primary principles guiding development include:

- Streets and thoroughfares should be designed in such a way that automobiles and alternative transportation modes may successfully coexist on the roadways and to establish a network that connects Fort McPherson to the larger community.
- Buildings should engage the street and define the public realm through careful building placement, thoughtful assignment of parking and service functions, and to define terminated vistas.
- Building form and character should be appropriate in scale and massing with clearly articulated features that engage the public realm and contribute to the visual interest of the area.
- Landscape and streetscape should provide visual continuity throughout the community.

Authority

The Development Guidelines are to be used as a companion piece to the Master Plan as they support and reinforce the form and pattern of development delineated in the pages prior. While the guidelines are intended to guide the built form, the SPI-2 Fort McPherson Special Public Interest District Regulations adopted by the City of Atlanta will be the ultimate set of criteria used to judge proposed development in the study area.

Organization of Guidelines

The Development Guidelines use graphics and imagery to convey the intended built form for the study area. Generally, the recommendations are divided into three primary categories:

- Permitted Building Types by District
- Urban Guidelines
- Architectural Guidelines

INTENT

The Development Guidelines are intended to supplement the principles outlined in the Master Plan and provide guidance and development regulations as Fort McPherson develops over the coming years.

The Master Plan acts as the guiding document while the Development Guidelines provide additional information to support the intended pattern and character of development.

The Special Public Interest Zoning regulations adopted by the City will be the ultimate criteria for evaluating proposed development in the study area.



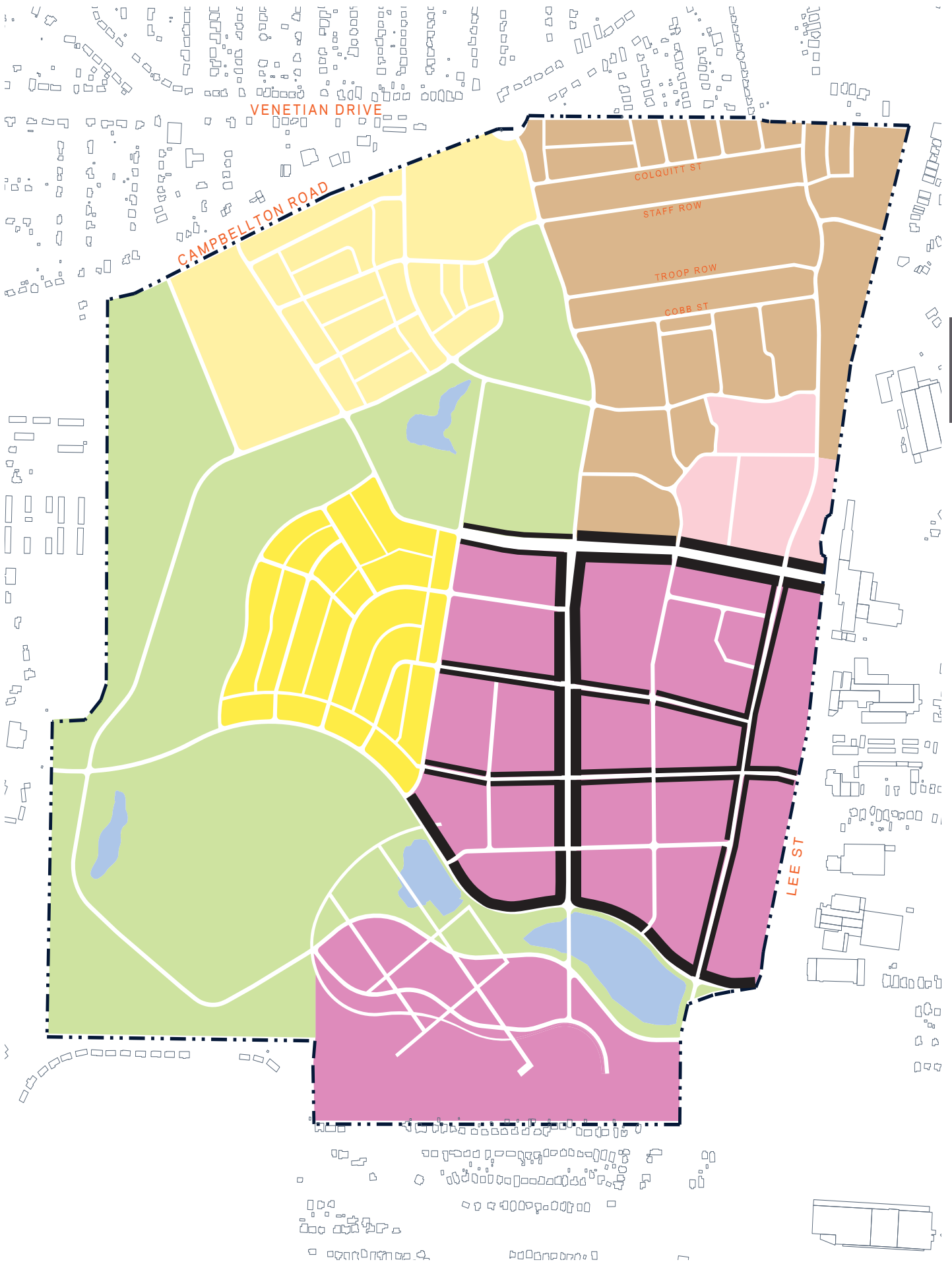
PERMITTED BUILDINGS BY DISTRICT

The matrix below outlines the appropriate building types for each of the five unique development districts indicated in the Master Plan. The “P” in the chart indicates the permitted building types. All proposed development in the Historic Village should refer directly to the SPI-2 Zoning regulations for more detailed information regarding development regulations.

		DISTRICT				
		Science and Technology Center	Veteran’s Affairs	Historic Village	Parkway Neighborhood	Campbellton Neighborhood
BUILDING TYPE	Single-Family Detached			P	P	P
	Townhouse			P	P	P
	Low-Rise	P	P			P
	Mid-Rise	P	P			
	High-Rise	P				
	Liner	P	P	P		
	Parking Structure	P	P			

FRONTAGES

- Primary Frontages** Buildings fronting a primary frontage line must include direct access to commercial space and the highest quality pedestrian experience. Primary frontage may not include parking garage building types fronting the street, nor may they include service or parking access, unless access cannot be provided anywhere else on the property.
- Secondary Frontages** Buildings fronting a secondary frontage line may include direct access to spaces within the buildings, and must be designed as per all standards in the architectural guidelines. Access for parking and service may be located along secondary frontages; however, commercial uses are not permitted and should be concentrated on primary frontages. Secondary frontages must be given appropriate design attention to ensure a pleasant pedestrian experience and appropriate architectural details. Parking structures enfronting secondary frontage lines must include uses as dictated by building types.



BUILDING TYPE	FRONTAGE	BUILDING HEIGHT
SINGLE FAMILY DETACHED	Stoops, dooryards and common lawns permitted Continuous frontage required, walls permitted Vehicular access from rear lane required	Minimum 1 story Maximum 2.5 stories
TOWNHOUSE	Stoops, dooryards and common lawns permitted Continuous frontage required, walls permitted Vehicular access from rear lane required	Minimum 2 stories Maximum 4 stories
LOW-RISE	Shopfronts and awnings required Continuous frontage required, screen walls permitted Clear, articulated entries Common lobby not permitted, direct access required Barrier free required	Minimum 1 story Maximum 2 stories
MID-RISE	Dooryards, stoops, porches, common lawns permitted <i>(residential applications)</i> Shopfront and awning required <i>(commercial + retail applications)</i> Continuous frontage not required, walls permitted Common lobby permitted Frontage requirements to engage sidewalk Barrier free required	Minimum 2 stories Maximum 4 stories No 4+ story buildings are permitted within 90 feet of existing single-family residential properties

USE

REFERENCE IMAGES

Residential only
 Accessory units permitted



Residential only
 Accessory units permitted



Ground floor: commercial office or retail* permitted
 Accessory units prohibited
 *Retail uses are only permitted along primary frontages
 as indicated on Page 95



Ground floor: commercial office or retail* permitted,
 residential permitted
 Upper floors: commercial office or retail permitted,
 residential permitted
 Accessory units prohibited
 *Retail uses are only permitted along primary frontages
 as indicated on Page 95



BUILDING TYPE	FRONTAGE	BUILDING HEIGHT
LINER	Dooryards, stoops, porches, common lawns permitted Continuous frontage not required, walls permitted Clear, articulated entries for lobby access	Minimum 2 stories Maximum 4 stories
HIGH-RISE	Shopfront and awning required Continuous frontage not required, walls permitted Common lobby for upper floor uses Individual entries for ground floor tenant spaces Frontage recommended to engage sidewalk Barrier free required	Minimum 5 stories Maximum 16 stories No 4+ story buildings are permitted within 90 feet of the property line of existing single-family residential properties
PARKING STRUCTURE	Shopfront and awning required Continuous frontage required, screen walls permitted Clear, articulated entries Common lobby not permitted, direct access required Barrier free required	No minimum or maximum required

USE

REFERENCE IMAGES

Ground floor: residential, commercial office or retail* required
Upper floors: residential, commercial office permitted

*Retail uses are only permitted along primary frontages as indicated on Page 95



Ground floor: commercial office or retail* required
Upper floors: commercial office or retail residential permitted
Accessory units prohibited

*Retail uses are only permitted along primary frontages as indicated on Page 95



Ground floor: parking, commercial office permitted
Upper floors: parking, commercial office permitted
Accessory units prohibited



TOWNHOUSE

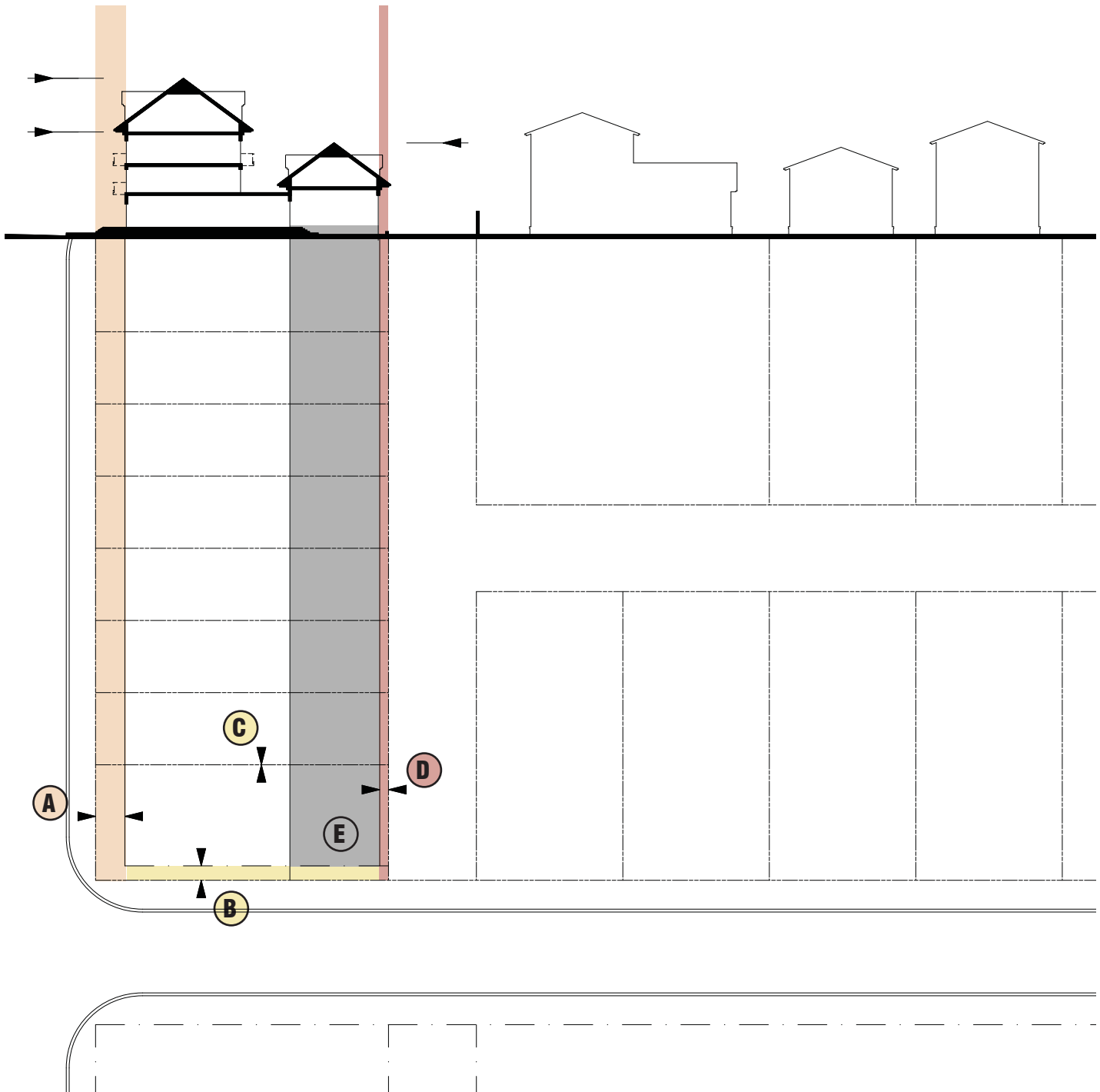
Urban Guidelines

Townhouses are a dense form of single family building. They are fee-simple and provide excellent transitions from single family residential houses to denser, more urbanized areas of the plan. These buildings fit on a variety of lot sizes. Parking for this building type must always be accessed from the rear of the lot.

Townhouses may be between 2 and 4 stories in height. All townhouses are permitted to be up to three stories to the eave, with a fourth floor permitted in the attic with dormer windows providing headroom at the top level. Townhouses are set above the sidewalk to provide some privacy from the sidewalk and street and to mark the transition between public and private properties. In areas where grading permits, townhouses may incorporate a second entrance to an accessory basement dwelling unit (an “english basement” scenario).

Yards typically consist of a modest front yard (see Building Type Frontages) and a modest rear yard. Garages may be attached or detached and may include rooms above for additional living space or an accessory apartment dwelling. Free-standing accessory buildings may not exceed 600 gross square feet in footprint. Parking is provided in the rear of the lot either in the basement, the garage or on parking pads.

A	FRONT SETBACK	5' - 10'	The Front Setback is measured from the property line along the primary frontage to the main facade of the building. Elements which contribute to the Public Realm may encroach into the Front Setback. These elements may include balconies, porches, stoops, and cornice and eave details.
B	SIDE STREET SETBACK	5' - 20'	Side Street Setback applies to lots at the intersections of streets. Side Street Setback is measured from the secondary frontage line along the side street to the facade of the building. Encroachments that contribute to the Public Realm may be considered, based on architectural merit.
C	SIDE LOT SETBACK	0' MIN	Side Lot Setback is measured from the side lot line to the side elevation of the building. Townhouses are “party wall” buildings (adjacent buildings that share a side wall) and have a 0 foot side lot setback requirement.
D	REAR SETBACK	2' MIN	Rear Setback is measured from the rear property line to the rear elevation of the nearest building. Encroachments in the Rear Setback are limited to eave overhangs and cornices.
E	PARKING		<p>Parking must be accessed from the rear of lots only. For corner lots, parking must be set back from the side street as per the Side Street Setback (“B”, above) and must be screened from view through the use of a 3' high wall, fence or evergreen hedge, installed in the side street setback.</p> <p>Parking may occur in the basement of the building (as the slope of the lot permits), in an attached or detached garage, or at the rear of the lot on a parking pad.</p>



LOW-RISE

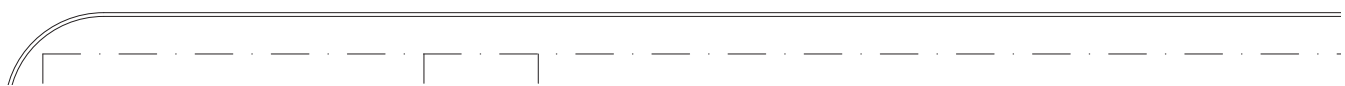
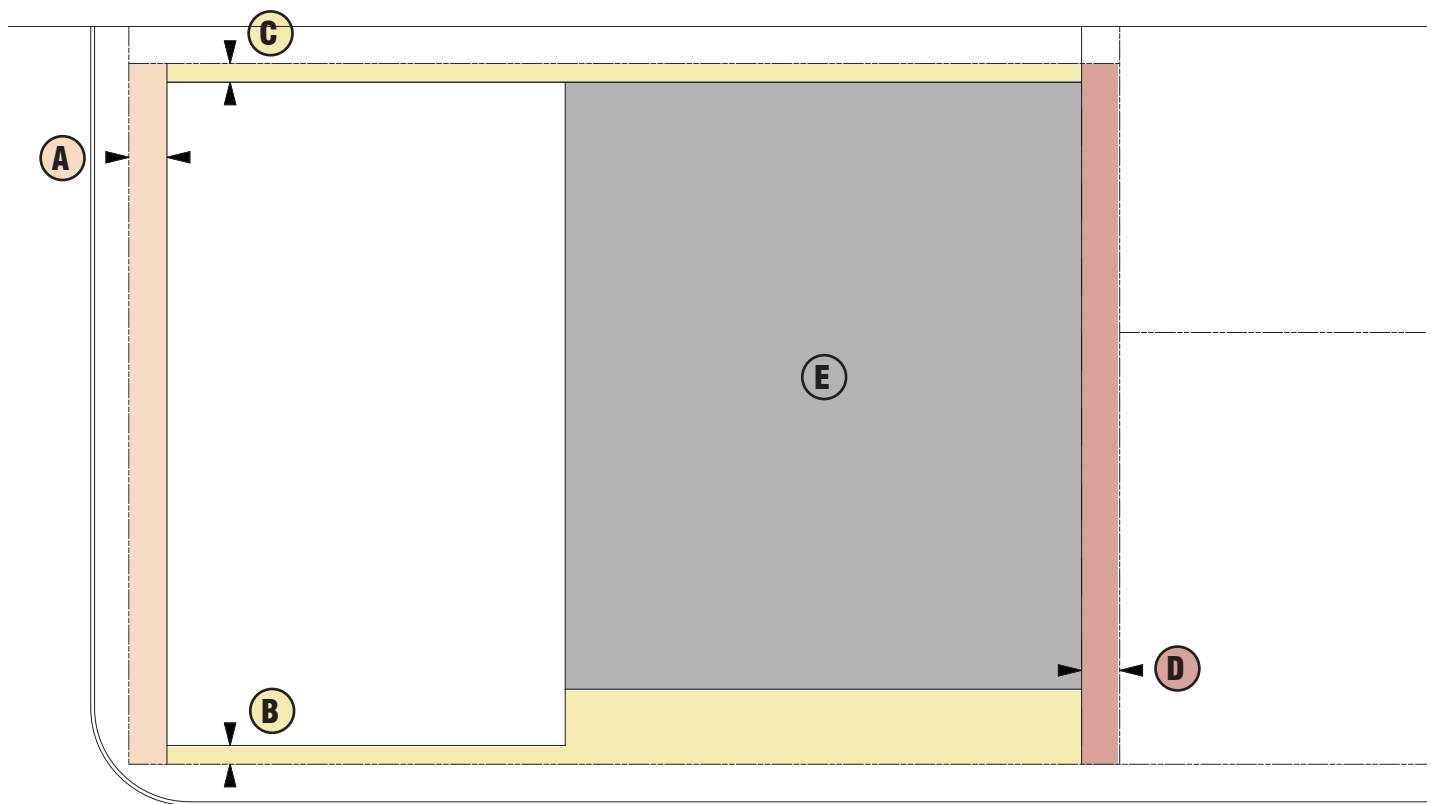
Urban Guidelines

Low-rise buildings are single-story buildings under single tenancy or divided into multiple storefronts. Low-rise buildings are not permitted on any property directly fronting Research Boulevard. Low-rise buildings are permitted in the West Gateway District under 2 conditions only:

- Low-rise buildings may be developed in any sector, provided the total site area does not exceed 1/2 acre.
- In a large development project (over 100,000 gross square feet), a total of 20,000 square feet (in one or multiple buildings), or 20% of the overall development (whichever is less) may be built according to low-rise building guidelines.

Low-rise buildings may include commercial retail and support uses only. Low-rise buildings are typically parked in surface lots, but may utilize structured parking. Low-rise buildings are either 1 or 2 stories tall, and must be no less than 26' in height from grade. A mezzanine level may be built inside the building, but must include windows facing streets. Entrances to Low-rise buildings shall be direct (rather than through a lobby), from both street side and parking lots. Parking must be provided in either a well-designed surface lot or a structured garage, not to exceed the height of the building, behind the building (away from the street).

A	FRONT SETBACK	0' - 10'	The Front Setback is measured from the property line along the principal frontage to the main facade of the building. Elements which contribute to the Public Realm may encroach into the Front Setback. These elements may include balconies, porches, stoops, and cornice and eave details.
B	SIDE STREET SETBACK	0' - 10'	Side Street Setback applies to lots at the intersections of streets. Side Street Setback is measured from the property line along the secondary frontage to the facade of the building. Encroachments that contribute to the Public Realm may be considered, based on architectural merit.
C	SIDE LOT SETBACK	0' MIN	Side Lot Setback is measured from the side lot line to the side elevation of the building. No encroachments in the Side Setback are permitted. The 0' minimum dimension is intended to encourage continuous facades along the street. Building Code requirements must still be met.
D	REAR SETBACK	0' MIN	Rear Setback is measured from the rear property line to the rear elevation of the nearest building. Encroachments in the Rear Setback are limited to eave overhangs and cornices.
E	PARKING		Parking is permitted in the rear of lots only, and may be accessed on side streets as dictated by the Regulating Plan. For interior, or non-corner lots, parking is permitted along the full width of the property in the rear, up to the rear of the building. For corner lots, parking must be set back 10-20' from a side street. A minimum 20' is required when properly landscaped and minimum 10' when screened from view through the use of a 4' high wall, fence or evergreen hedge, installed in the side street setback. Parking lots set back 40' or more from a side street do not require the wall, fence or hedge.



MID-RISE

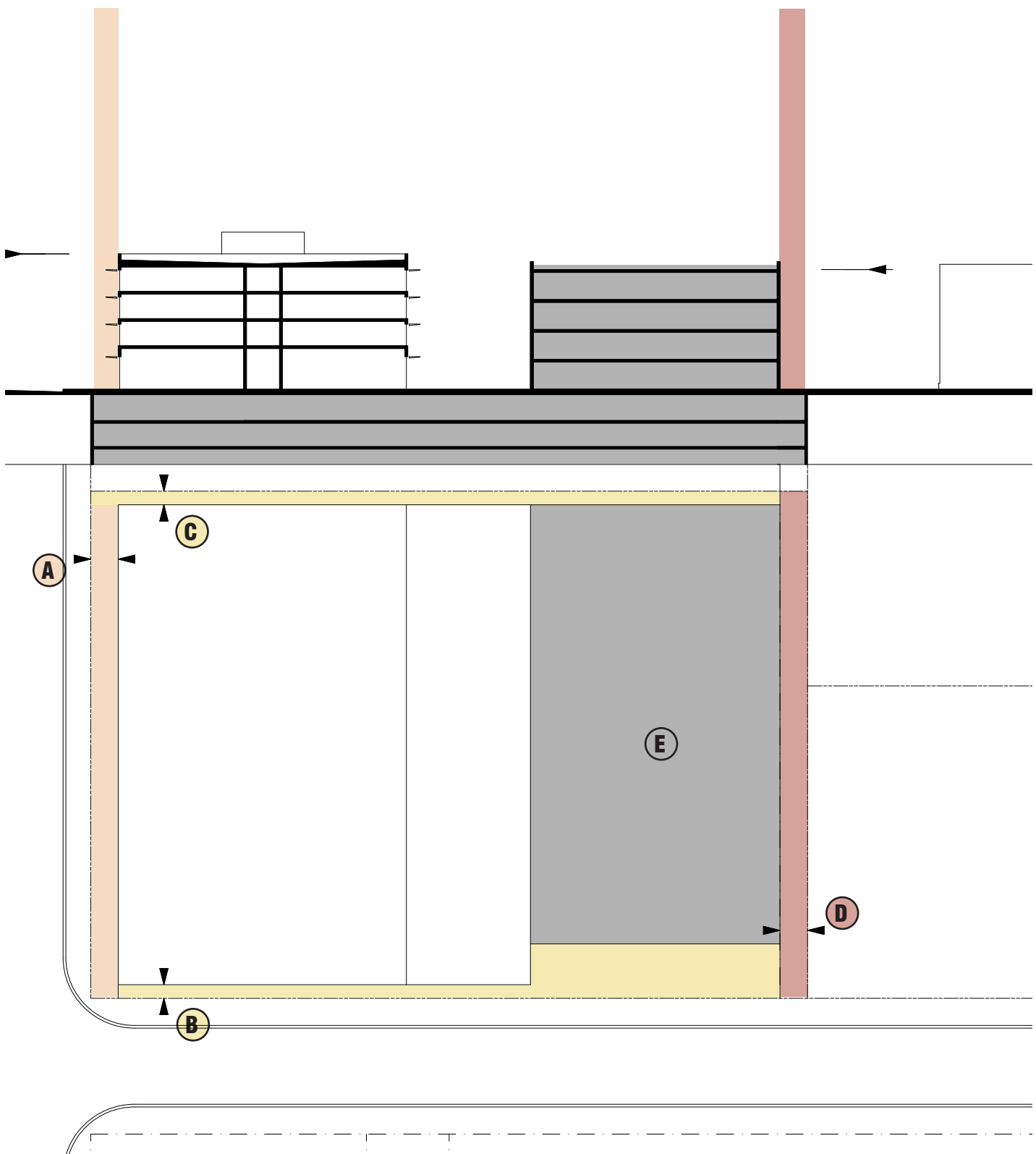
Urban Guidelines

Mid-rise buildings are single buildings that typically have one of two purposes - as residential buildings divided into multiple rental or for-sale units; or commercial office buildings, for either single or multiple-tenants. In addition, the buildings have the potential to accommodate retail at the ground level. Mid-rise buildings (which have less than 100,000 gross square feet of conditioned space) may include either residential and residential support use; or commercial office and commercial office lobby space only. These buildings are appropriate in moderately high density areas. Depending on lot size and block configuration, parking may be provided under the building (below grade), in a structured garage behind the building or in a well-designed surface lot behind the building.

Mid-rise buildings may be up to four stories tall, and should be constructed at grade. Entrances to mid-rise buildings should be in the form of a common lobby or external stairways leading to common hallways.

Outdoor common space is generally provided in a courtyard or front yard configuration (rear yards are permitted, but are often taken up by parking). The roof permits additional outdoor space in the form of roof gardens and the opportunity for green roof applications.

A	FRONT SETBACK	0' - 10'	The Front Setback is measured from the property line along the principal frontage to the main facade of the building. Elements which contribute to the Public Realm may encroach into the Front Setback. These elements may include balconies, porches, stoops, and cornice and eave details.
B	SIDE STREET SETBACK	0' - 10'	Side Street Setback applies to lots at the intersections of streets. Side Street Setback is measured from the property line along the secondary frontage to the facade of the building. Encroachments that contribute to the Public Realm may be considered on the basis of architectural merit.
C	SIDE LOT SETBACK	0' MIN	Side Setback is measured from the side property line to the side elevation of the building. Encroachments in the Side Setback may be considered, but are limited to eave overhangs and cornices.
D	REAR SETBACK	5' MIN	Rear Setback is measured from the rear property line to the rear elevation of the nearest building. Encroachments in the Rear Setback are limited to eave overhangs and cornices.
E	PARKING		Parking is permitted in the rear of lots only, and may be accessed on side streets as dictated by the Regulating Plan. For interior, or non-corner lots, parking is permitted along the full width of the property in the rear, up to the rear of the building. For corner lots, parking must be set back 10-20' from a side street. A minimum 20' is required when properly landscaped and minimum 10' when screened from view through the use of a 4' high wall, fence or evergreen hedge, installed in the side street setback. Parking lots set back 40' or more from a side street do not require the wall, fence or hedge.



HIGH-RISE

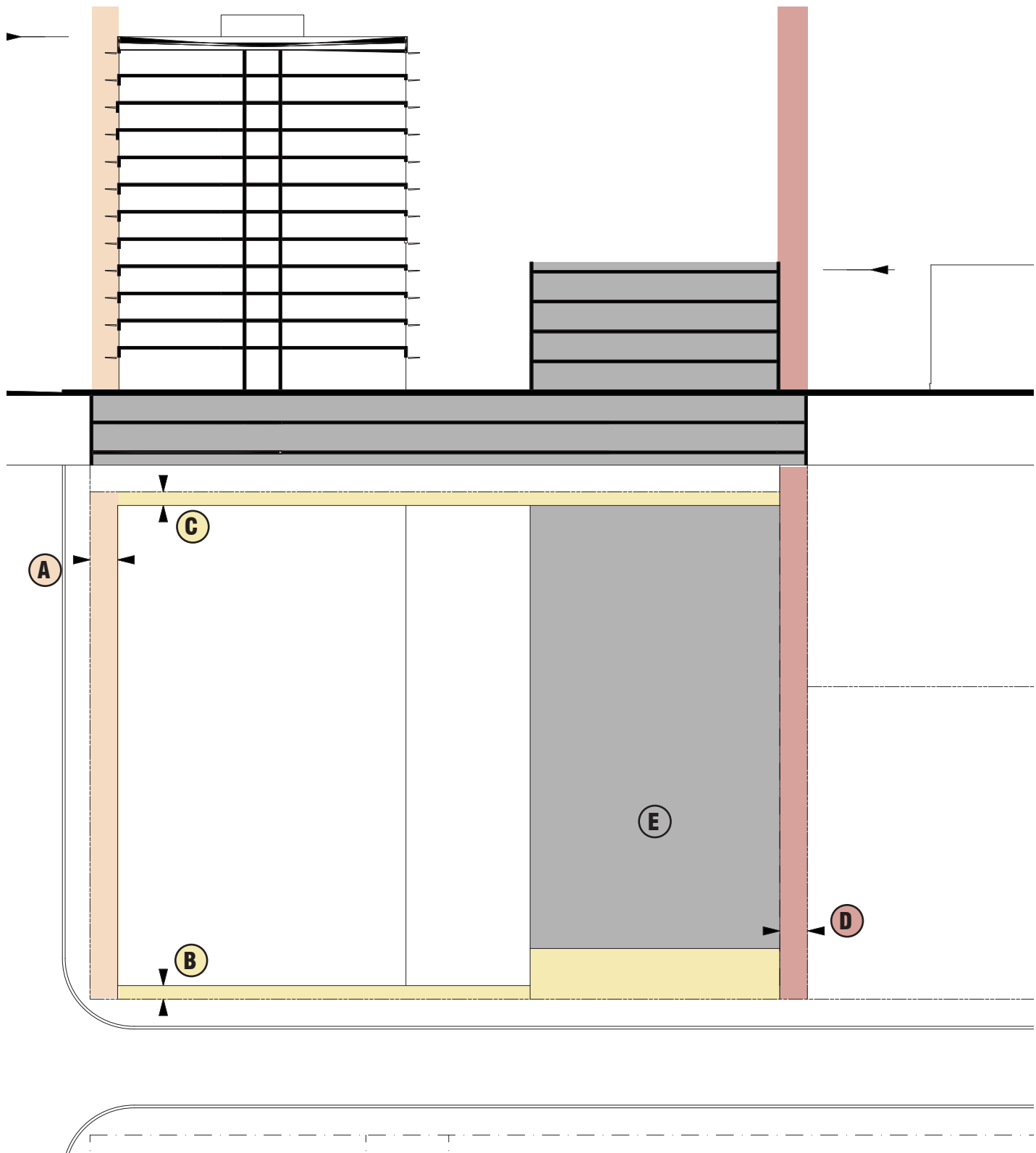
Urban Guidelines

High-rise buildings are single buildings that typically have one of two purposes - as residential buildings divided into multiple rental or for-sale units; or commercial office buildings, for either single, or multiple-tenants. High-rise buildings (which have more than 100,000 gross square feet of conditioned space) may include either residential or commercial office on upper floors, and may include commercial retail space at the ground floor. These buildings are appropriate in high density areas. Depending on lot size and block configuration, parking may be provided under the building (below grade), or in a structured garage wrapped by the building.

High-rise buildings may be up to 16 stories tall, and should be constructed at grade for ADA compliance. Entrances to upper floors of tower buildings should be in the form of a common lobby. Entrances to individual commercial retail spaces should be directly from the sidewalk, without having to access a common lobby.

Outdoor common space is generally provided in the form of plazas and courtyards. Rooftop gardens are permitted to provide outdoor common space in denser building types and allows the opportunity for green roof applications.

A	FRONT SETBACK	0' - 10'	The Front Setback is measured from the property line along the front street to the main facade of the building. Elements which contribute to the Public Realm may encroach into the Front Setback. These elements may include balconies, porches, stoops, and cornice and eave details.
B	SIDE STREET SETBACK	10' MAX	Side Street Setback applies to lots at the intersections of streets. Side Street Setback is measured from the property line along the side street to the facade of the building. Encroachments that contribute to the Public Realm may be considered.
C	SIDE LOT SETBACK	0' MIN	Side Setback is measured from the side property line to the side elevation of the building. Encroachments in the Side Setback may be considered, but are limited to eave overhangs and cornices. Buildings may be placed directly adjacent to each other but must meet all Building Code requirements.
D	REAR SETBACK	10' MIN	Rear Setback is measured from the rear property line to the rear elevation of the nearest building. Encroachments in the Rear Setback are limited to eave overhangs and cornices.
E	PARKING		Parking is permitted in the rear of lots only, and may be accessed on side streets as dictated by the Regulating Plan. For interior, or non-corner lots, parking is permitted along the full width of the property in the rear, up to the rear of the building. For corner lots, parking must be set back 10-20' from a side street. A minimum 20' is required when properly landscaped and minimum 10' when screened from view through the use of a 4' high wall, fence or evergreen hedge, installed in the side street setback. Parking lots set back 40' or more from a side street do not require the wall, fence or hedge.



LINER BUILDING

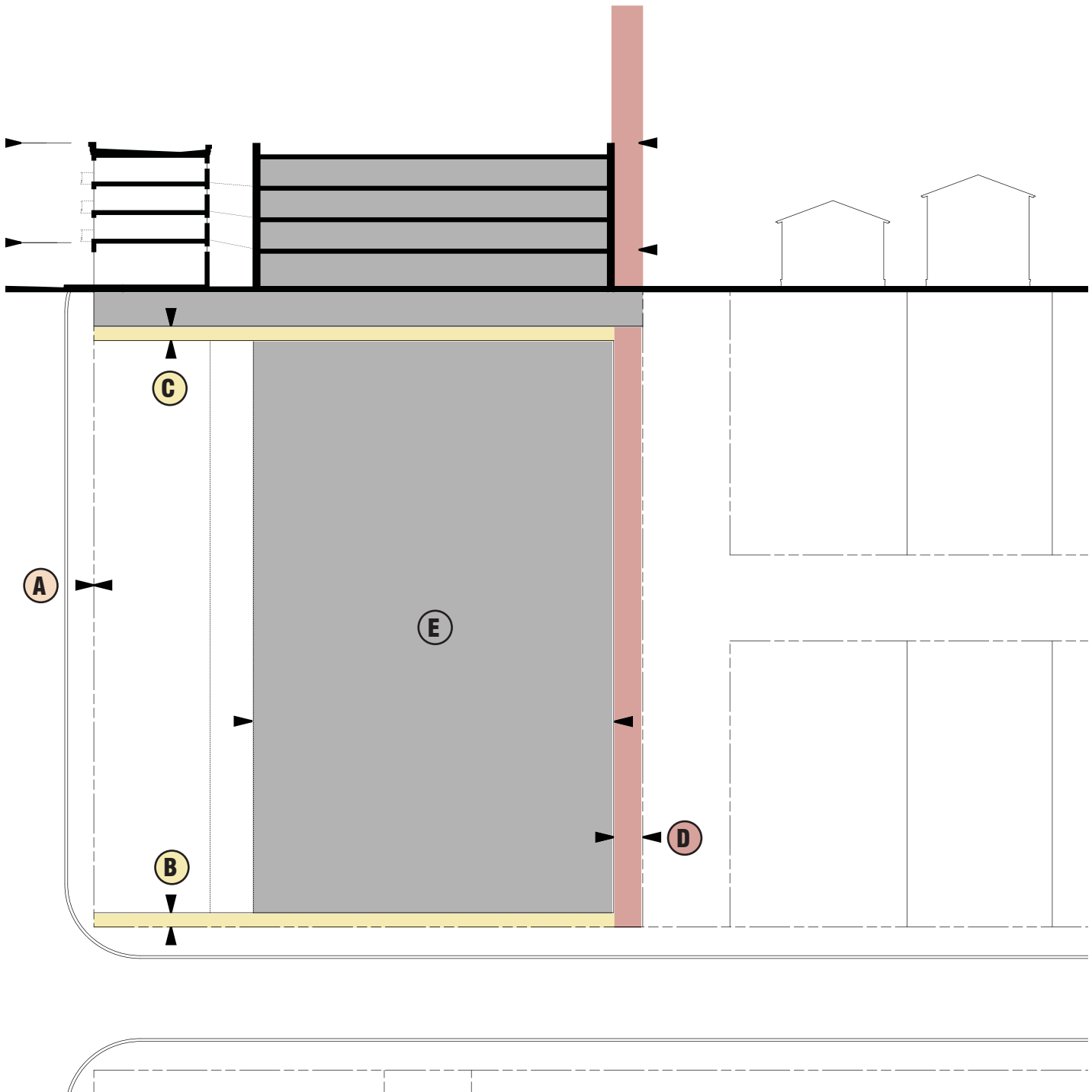
Urban Guidelines

Liner buildings are specialized buildings providing habitable space which mask larger parking structures. While liner buildings may include commercial or residential uses, their limited depth (from front to back) makes them more disposed to residential use. These buildings are most appropriate in higher density areas which include structured parking. Most liner buildings are approximately forty feet in depth. Liner buildings are typically simple and work well with “loft” or “industrial” architectural expression.

Liner buildings may be up to five stories tall. Because their purpose is to hide the view of parking structures, they should be as tall as required to serve this purpose. Liner buildings must be constructed “at grade” (barrier free) if the ground floor is designed for commercial use. They should be slightly elevated above grade if the ground floor is designed for residential uses. Entrances to liner buildings may be in the form of a common lobby or in the form of private front doors to access ground level units. Retail spaces at the ground floor must be entered directly from the outside rather than a lobby.

Liner buildings may have a small common front yard, but do not include individual private outdoor spaces. Parking is to be provided in the structure that the building masks. Direct access from structured parking spaces to units is important in this building type.

A	FRONT SETBACK	0'	The Front Setback is measured from the property line along the front street to the main facade of the building. Elements which contribute to the Public Realm may encroach into the Front Setback. These elements may include balconies, porches, stoops, and cornice and eave details.
B	SIDE STREET SETBACK	2'	Side Street Setback applies to lots at the intersections of streets. Side Street Setback is measured from the property line along the side street to the facade of the building. Encroachments that contribute to the Public Realm may be considered.
C	SIDE LOT SETBACK	2'	Side Setback is measured from the side property line to the side elevation of the building. Encroachments in the Side Setback may be considered, but are limited to eave overhangs and cornices.
D	REAR SETBACK	5'	Rear Setback is measured from the rear property line to the rear elevation of the nearest building. Encroachments in the Rear Setback are limited to eave overhangs and cornices.
E	PARKING	180' MAX	Parking is permitted in the rear of lots only. Parking is permitted along the full width of the property in the rear, up to a depth of 180'. Parking may be accommodated in structures of not more than 4 levels above grade at the surrounding sidewalk.



PARKING STRUCTURE

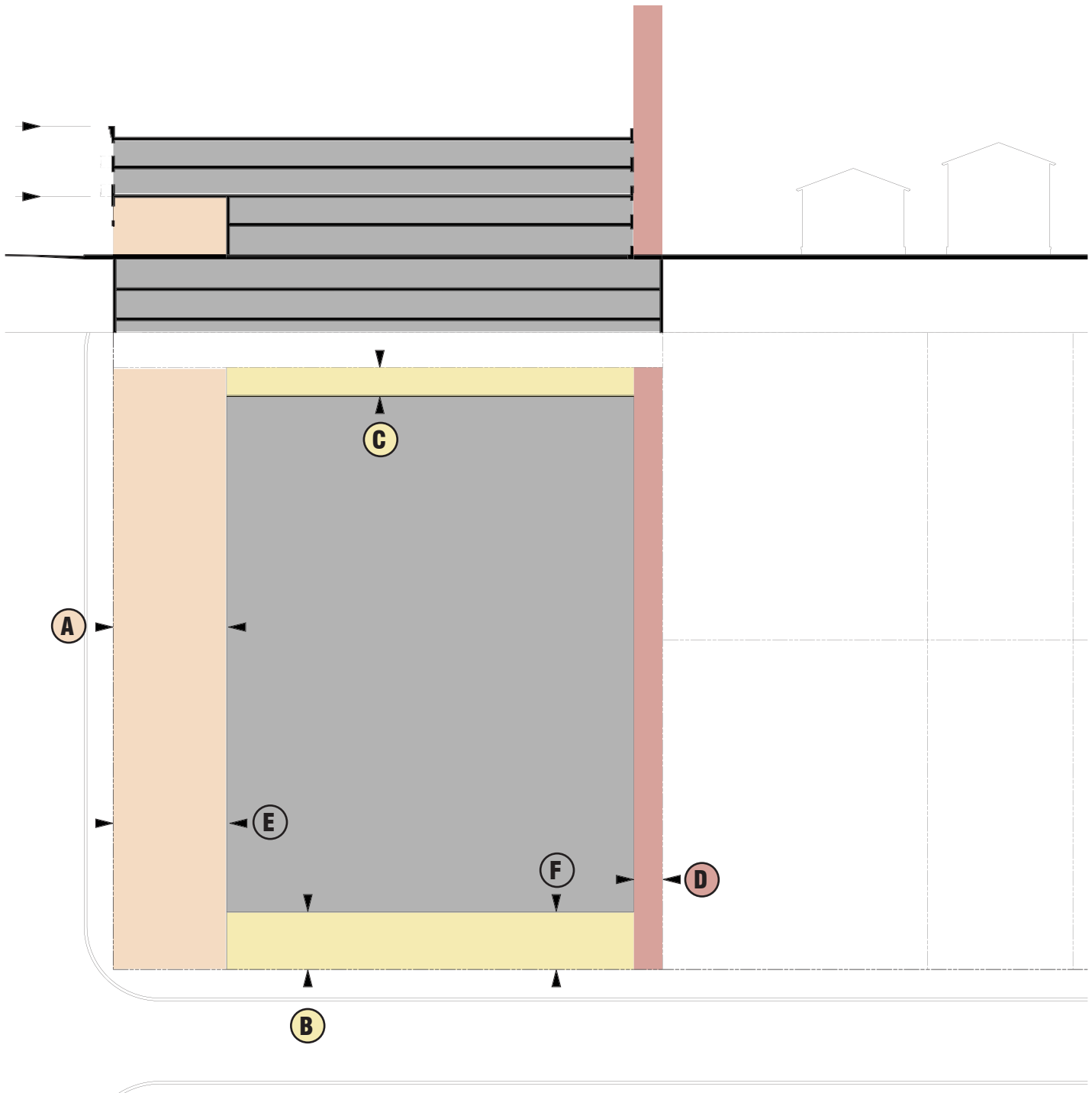
Urban Guidelines

Parking structures are buildings which are specifically designed to store vehicles. Parking structures will be necessary to provide enough parking to support a significant increase in density in the study area. Parking structures may be underground, above ground, or a combination of the two.

Underground parking structures that are completely below the grade along secondary frontages are permitted to be built up to the property lines (with no setback) in all directions.

Above-ground parking structures, which are not part of additional development, are not permitted on primary frontages; however, they are permitted on secondary and tertiary frontages. Above-ground parking structures are required to be set back from property lines according to the guidelines below. Above-ground parking structures must include a habitable, 20' high ground floor when fronting secondary frontage designations (see Regulating Plan). This space is required to be constructed to a minimum depth of 40' along the entire length of garage to accommodate a variety of uses. Upper floor uses may include commercial, residential or parking. All facades of parking structures must adhere to the standards for this building type found in the Architectural Guidelines. Any portion of parking structures that are visible from the public realm should be screened and designed to compliment surrounding buildings.

A	FRONT SETBACK	10' - 20'	The Front Setback is measured from the property line along the principal frontage to the main facade of the building. Elements which contribute to the Public Realm may encroach into the Front Setback, and may include architectural elements intended to mask the parking uses, cornice and eave details.
B	SIDE STREET SETBACK	10' - 20'	Side Street Setback applies to lots at the intersections of streets. Side Street Setback is measured from the property line along the secondary frontage to the facade of the building. Encroachments in the Side Setback are not permitted.
C	SIDE LOT SETBACK	10' MIN	Side Lot Setback is measured from the side property line to the side elevation of the building. Encroachments in the Side Setback are not permitted.
D	REAR SETBACK	0' MIN	Rear Setback is measured from the rear property line to the rear elevation of the nearest building. Encroachments in the Rear Setback are not permitted.
E	PARKING SETBACK AT SECONDARY FRONTAGE LINES	40' MIN	Parking setback at Secondary Frontage is measured from the property line along the secondary frontage line to the main facade of the building. The portion of the building extending along the secondary frontage must include a 40' deep and minimum 20' high first floor of non-parking use.
F	PARKING SETBACK AT TERTIARY FRONTAGE LINES	10' - 20'	Parking Setback at Tertiary Frontage is measured from the property line to the facade of the building. The facade of the building along the tertiary frontage may include parking to the setback line at all levels. All parking must be detailed as per the Architectural Guidelines.



BUILDING WALLS

Townhouse, Low-Rise, Mid-Rise

MATERIALS

- Walls may be finished in stone (natural or cultured stone that mimics local stone)
brick,
stucco,
wood siding,
fiber-cement siding
metal or lightweight concrete panels
- More than one material may be used in a single building, however, transitions from one wall material to another must occur along all visible sides of a building, and should always follow a horizontal and level line.

CONFIGURATIONS

- All elevations visible from the public realm shall be designed as "fronts". Buildings occupying corner lots have two frontages and each facade should be treated with equal design attention.
- Every building shall clearly express a base, a body and a top.
- Transitions from base to body or body to top should be made in one of two ways:
(1) Horizontally, through a shift in vertical plane toward the interior, or
(2) Vertically, through a change in building materials or the use of trim along a level line.
- In buildings which have more than one material, the "heavier" material should go below the "lighter" material. [a siding building with a stone foundation, e.g.]



SIMPLE DETAILING

A group of townhouses with a limited palette of wall materials helps focus attention on the public realm rather than the private buildings.

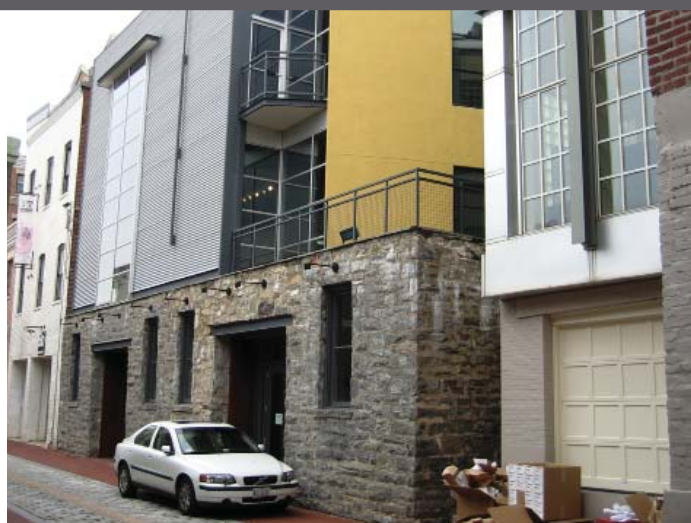


APARTMENT ENTRANCE

Clear demarcation of the building entrance, limited articulation and excellent proportions.

TECHNIQUES

- Building walls of masonry materials may be left unpainted. All other wall materials must be painted or stained. Colors must be submitted for review.
- Vents, air conditioners and other utility elements should not be placed on any building wall facing a street. If placing these on a street-facing elevation is unavoidable, then particular care must be taken to render these elements invisible from public view - by painting them, screening them or placing them on walls perpendicular to the frontage.



MULTIPLE WALL MATERIALS

A heavy stone base and lighter, more modern materials above may be mixed sensitively to provide unique architectural expression.

BUILDING WALLS

INTENT

Building walls of smaller buildings in the study area should reflect permanence - primarily through the use of masonry or metal. A combination of traditional and more modern materials will contribute to the creation of a memorable and unique streetscape - one that reflects a diverse community.



STYLISTIC CONSIDERATIONS

Smaller buildings in the West Gateway have more freedom to reflect diversity and local culture.

ROOFS

Townhouse, Low-Rise, Mid-Rise

MATERIALS

- Pitched Roofs shall be finished in asphalt shingles, slate, tile or commercial-grade metal roofing.
-
- Flat Roofs may be constructed of any material that is permitted by applicable building codes.
-
- "Green Roofs" are strongly encouraged and may be used in lieu of any other roofing material with appropriate review of the technical drawings.

CONFIGURATIONS

- Building roofs may be in the shape of simple, symmetrical gables and hips, with a slope between 6:12 and 12:12
- Building roofs may be flat or nearly flat, permitting proper drainage, but must be outfitted with a parapet and must be provided with access from the interior of the building for maintenance.
- Other roof shapes (domes, turrets and the like) may be used on a single portion of a building, not to exceed 500 square feet in plan.
- Secondary roofs may be in the form of simple sheds with a slope of no less than 4:12 and must be attached to an adjacent building wall.
- Skylights that are flat in profile may be used on pitched roofs, but may not face a principal or secondary frontage.



FLAT ROOFS ARE THE STANDARD
Simple roofs help keep the focus on the public realm near streets and plazas, rather than at the tops of buildings.



OTHER ROOF SHAPES
Turrets, domes, and other roof shapes may be permitted, provided they are sized correctly, and used at appropriate locations.

TECHNIQUES

- Roof penetrations (fans, exhausts, vents, etc.) must be finished to match the color of the roof.

ROOFS

INTENT

For smaller scaled buildings, these Guidelines promote simple roof forms over other roof forms. Buildings at this scale provide the study area with a consistency of simple roof lines. Special roof forms such as domes and turrets are permitted in limited instances, and are controlled by size.

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DEVELOPMENT GUIDELINES



GREEN ROOFS

Sustainable design at every scale should be considered for their ability to promote sustainability at every level.



ROOF FORM DIVERSITY

Flat and sloped roofs work well together when other elements of the architecture (window shapes and storefronts, e.g.) are kept consistent.

WINDOWS + DOORS

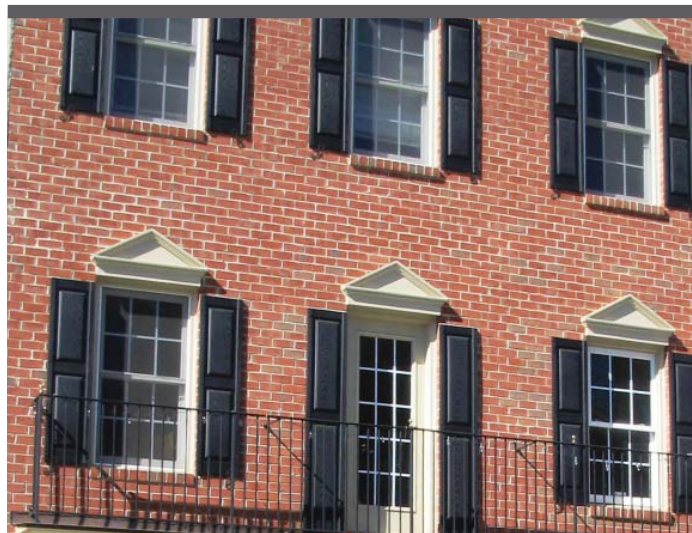
Townhouse, Low-Rise, Mid-Rise

MATERIALS

- Doors may be wood, clad wood or steel.
- Doors may include fixed glass lights.
- Doors along frontages should include glass and full operating hardware on the outside of the door.
- Window frames may be anodized aluminum, metal-clad or vinyl-clad wood, or steel.

CONFIGURATIONS

- All window and door openings should be square or vertical in proportion, and any subsequent divisions of openings (lights, sashes, etc.) should also be in the configuration of squares or vertically-oriented rectangles.
- Square or vertically-oriented rectangular windows may be grouped or “ganged” in a horizontal openings.
- All arcade openings and other building voids should be vertically-oriented rectangles.
- Service, security or garage doors may not be placed at frontages.
- Masonry buildings should have architecturally appropriate lintels and sashes at windows, doors and other openings.
- Doors may be overhead (in appropriate locations) or swing doors. Sliding patio doors are not permitted at frontages.



WINDOW PROPORTIONS

Vertical or square proportions for openings relate better to human proportions and feel more familiar and comfortable.



RESIDENTIAL PATTERNS

Solid doors reflect privacy. Grouped and “ganged” windows help bring maximum light into the building while reflecting a traditional style.

TECHNIQUES

- Windows and window lights should be clear glass. Black glass, “spandrel glass” and other “false window” techniques are discouraged.
- Window and door frames may be finished in any color that is complementary to the color palette of the building, or white.
- Masonry buildings should have architecturally appropriate lintels and sashes at windows, doors and other openings.

WINDOWS + DOORS

INTENT

Windows and doors will provide most of the articulation and detail of buildings in study area. It is important that all of the buildings follow some general standards regarding proportion and placement, and then are given the freedom to explore other design elements to infuse the street with variety and vitality. Windows and doors (and other openings or building voids) should be in the proportion of rectangles and squares. Windows should be set deep enough into window openings to provide a shadow line and express the depth of the building structure. Doors and other entrances are intended to be located appropriately to their use.



WINDOW AND DOOR MATERIALS

Grouped windows can also create a glass wall. This reflects a more modern design approach and is welcome in the Study Area.



WINDOW DETAILING

The color of the window frames and the clean lines of the lintels and sills provide a very plain building with high design elements.

STOREFRONTS

Townhouse, Low-Rise, Mid-Rise

MATERIALS

- + Storefronts should be made of brick, wood, metal or glass, or a combination of these materials.
- Windows and doors of commercial enterprises should be made of wood or aluminum finished with electrostatic paint, with clear (not frosted, textured or otherwise affected) glass providing an unobstructed view into the establishment of no less than 12 feet.
- Doors which are part of the storefront shall be more than 50% clear glass.
- Doors with no opacity (security and access doors) should not be located at frontages.
- Roll-up security grilles on the outside of storefronts are prohibited.

CONFIGURATIONS

- Windows and doors of commercial establishments should occupy no less than 60% of the total storefront, from sidewalk grade to a distance of 18' above the sidewalk grade.
- Windows should be set a maximum of 18 inches above the ground and within 12 inches of the finished ceiling.
- Transom windows are encouraged above doors and storefronts.
- Black glass, opaque glass and other "false window" techniques are discouraged.
- Garage, security and service doors should not face a major street.
- Doors which are part of the storefront shall be more than 50% clear glass.
- Doors with no opacity (security and access doors) should not be located at frontages.
- Roll-up security grilles on the outside of storefronts are prohibited.



STOREFRONT DESIGN

Large windows, high ceilings, and simple, unified design are elements of a successful urban storefront.



STOREFRONT STYLE

A more modern palette of materials follow the rules of proportion and unified design and create a very different, but acceptable, storefront.

TECHNIQUES

- Brick and metal storefronts may be left unpainted.
- Painted storefronts should have a high-gloss finish.
- Up to two (2) complementary trim colors may be used in addition to the principal color of the storefront system.

STOREFRONTS

INTENT

Storefronts are one the most important physical elements of a commercial enterprise, and should reflect that importance with careful design. Storefronts must be designed as a unified combination of windows and doors, signage, colors and awnings or canopies. Storefronts should utilize durable, low-maintenance materials and finishes and should permit unobstructed views into the space - increasing visibility and promoting the success of the business within.

Retail uses are only permitted along primary frontages as indicated in the diagram on Page 95.



STOREFRONT DESIGN SHOULD REINFORCE USE
Smaller windows and a more private entry make it obvious that this storefront houses an office rather than a retail shop.



HEALTHY VARIETY AND ECCLECTICISM
Storefront design should reflect the individual qualities of the services provided - which can reinforce the character of the study area.

SIGNAGE

Townhouse, Low-Rise, Mid-Rise

MATERIALS

- Signs shall be constructed of durable materials such as wood, high-quality plastics and/or metal.
- Structures used to support signage (brackets and other elements) shall be painted black to be less noticeable.

CONFIGURATIONS

- Signage may be attached directly to buildings in appropriate locations - above storefronts, applied to glass or painted on building walls.
- Signage may be placed flat on the face of the building, or may be placed at a 90 degree angle to the street, provided that the sign does not obstruct safe passage along the sidewalk.
- Signage not at a 90 degree angle can help add character to Fort McPherson but should be reviewed on a case by case basis.
- Signs may be lighted indirectly or internally illuminated.



INTERNALLY ILLUMINATED SIGNAGE
Channel letters made of metal, internally lit with neon tubes.



EXTERNALLY ILLUMINATED SIGNAGE
A more traditionally-inspired sign with lettering or logos lighted by fixtures mounted to the wall.

TECHNIQUES

- Signage should reflect the individual tenant, products for sale or services rendered.
- Signage advertising sales and special events must follow the City Ordinance.
- Sandwich boards and other temporary signage may be permitted.

SIGNAGE

INTENT

These Guidelines are presented to further refine the aesthetic intent of signage in at Fort McPherson - especially for smaller buildings, and in particular, for buildings along Research Boulevard.



"BLADE" SIGNS

Signs may be placed perpendicular to the storefront. These signs can be more visible to a person walking along the sidewalk.



HEALTHY VARIETY AND ECCLECTICISM

Interesting signage is another element that can help Fort McPherson maintain its diversity and charm.

AWNINGS + CANOPIES

Townhouse, Low-Rise, Mid-Rise

MATERIALS

- Internal awning structures should be metal, and awnings themselves should be made of canvas or solution-dyed acrylic fabric.
- Canopies may be made of glass, iron, steel or wood or a combination of these materials.

CONFIGURATIONS

- Awnings and canopies are permitted to encroach over the sidewalk.
- Awnings and canopies may be mounted inside window frames, above window openings and/or below transoms - but the installation of the awnings and canopies should be consistent for each building.
- Awnings and canopies are permitted on the ground floor of a building only, beginning at a height of 8 feet above the sidewalk and should not drop below a height of 7 feet above the sidewalk.
- Awnings should be triangular in section and may have side panels, but should be open on the underside.
- Canopies may be of any shape, but should principally project outward from the building in roughly rectangular shapes.
- Canopies may cantilever or be supported from the building wall by metal cables or chains.

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DEVELOPMENT GUIDELINES



AWNING STRUCTURE AND MATERIALS

Metal frames and canvas awnings provide shade to the storefront window. Awnings also bring the storefront closer to the public realm.



AWNING SIGNAGE

Simple lettering on the awning's leading edge provides the opportunity of advertising without compromising the design integrity.

TECHNIQUES

- Awnings may have lettering/icons on the valance or the slope.
- Canopies may include lettering on the leading edge of the canopy.
- Canopies may include light fixtures casting light downward, and may be lighted from above by shrouded fixtures mounted to the building wall.
- Awnings shall not be internally illuminated, but may be lighted from above by shrouded fixtures mounted to the building wall.

AWNINGS + CANOPIES

INTENT

Awnings and canopies may be used if their purpose is functional - to afford protection from the elements. Awnings and canopies traditionally provided shade to the storefront and sheltered doorways. New awnings and canopies are to be incorporated into building design for the same purpose as their historical precedent - and their design must reflect their utility.

While awnings and canopies may incorporate lettering and icons, they are not meant to be used as a primary location for commercial graphics.

Awnings and Canopies should be reserved for the lower stories of buildings and should not be used in residential applications.



CANOPY STRUCTURE AND MATERIALS
Metal support chains, wood and glass combine to provide shelter over the entrance to a restaurant. This canopy is also lighted underneath.



CANOPY VARIETY
Canopies (and awnings) often provide an additional opportunity to reflect individuality for buildings in the study area.

BUILDING WALLS

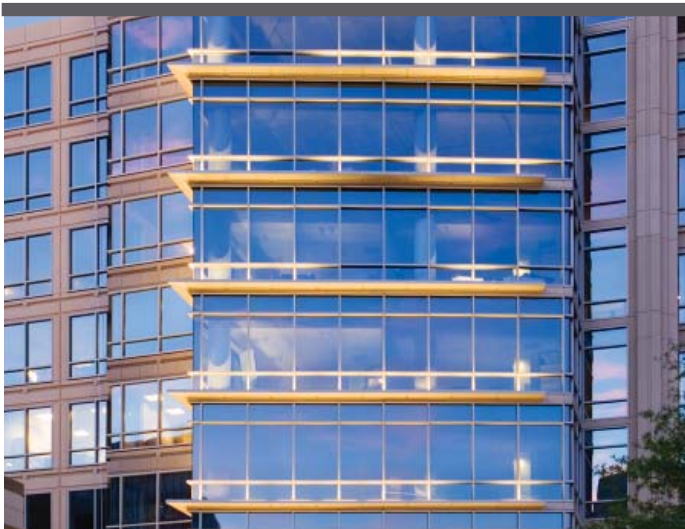
High-Rise, Parking Structure

MATERIALS

- Walls of larger buildings may be finished in stone (natural or cultured stone that mimics local stone) brick, metal or lightweight concrete panels, curtain wall
- More than one material may be used in a single building, however, transitions from one wall material to another must occur along all visible sides of a building, and should always follow a horizontal and level line.

CONFIGURATIONS

- All elevations visible from the public realm shall be designed as "fronts". Buildings occupying corner lots have two frontages and each facade should be treated with equal design attention.
- Every building shall clearly express a base, a body and a top.
- Transitions from base to body or body to top should be made in one of two ways:
 - (1) Horizontally, through a shift in vertical plane toward the interior, or
 - (2) Vertically, through a change in building materials or the use of trim along a level line.
- In buildings which have more than one material, the "heavier" material should go below the "lighter" material. [a curtain wall upper stories with a solid stone base, e.g.]



BUILDING WALL MATERIALS

Larger buildings may be clad in a variety of materials including precast panels and curtain wall (above).



BASE, MIDDLE AND TOP ARTICULATION

The base of the building is three stories tall and is clearly expressed through a change in the vertical plane toward the interior.

TECHNIQUES

- Building walls of masonry materials and concrete panels shall be left unpainted. All other wall materials must be finished in a manner consistent with the highest quality standard(s).
- Vents, air conditioners and other utility elements may not be placed on any building wall facing a street.

BUILDING WALLS

INTENT

Building walls of larger buildings in the study area should reflect permanence as well as high design - primarily through the use of masonry or metal.

Larger buildings in the study area should reflect their position in higher density areas with appropriately modern and urban styles.

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DEVELOPMENT GUIDELINES



LIGHTER MATERIALS ABOVE HEAVIER
This building has a base (the lower two floors) rendered in stone with a brick body. This illustrates proper materials configuration.



MATERIALS VARIETY
Metal, glass and stone combine with lighting to provide a modern eclectic streetscape that transcends a specific architectural style.

ROOFS

High-Rise, Parking Structure

MATERIALS

- Flat Roofs may be constructed of any material that is permitted by applicable building codes.
- “Green Roofs” are strongly encouraged and may be used in lieu of any other roofing material with appropriate review.

CONFIGURATIONS

- Building roofs shall be flat.
- In general, flat-roofed buildings require a parapet and other appropriate screening of rooftop equipment. Buildings above 6 stories in height, however, may not require a parapet if the roof, or any equipment on it, is not visible from the street.
- Green roofs (over principal or secondary roofs) are encouraged and assist in the creation of a sustainable future for Fort McPherson.

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DEVELOPMENT GUIDELINES



FLAT ROOF SHAPES

Larger buildings should have flat roofs. Other roof shapes may be permitted for limited areas in special locations



GREEN ROOFS

The lobby area of this building has been outfitted with a green roof, and helps promote sustainability.

TECHNIQUES

- Because taller buildings are more visible from below (at the street) than above (in the air), elaborated cornices, eave overhangs and other expressions should be used to provide additional architectural interest.

ROOFS

INTENT

For larger scaled buildings, these Guidelines promote flat roofs only. The design elements of these roofs should be enhanced by expressions of the eaves and cornices - both highly visible from the sidewalk.

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DEVELOPMENT GUIDELINES



ROOFTOP TERRACES AND OUTDOOR SPACES
In more dense areas, as opportunities for private ground-level open space are scarce, rooftops become great places for social interaction.



OPPORTUNITIES FOR SPECIAL EXPRESSION
Larger buildings may reflect corners, entries and other important plan locations with towers or other architectural expressions.

WINDOWS + DOORS

High-Rise, Parking Structure

MATERIALS

- Doors may be metal or metal and glass only.
- Doors should include fixed glass lights.
- Doors along frontages should include glass and full operating hardware on the outside of the door.
- Window frames must be architectural-grade metal with high quality finishes and hardware.

CONFIGURATIONS

- In general, window and door openings should be rectangular in shape. Other window shapes will be considered for approval based on architectural merit.
- More modern techniques of glazing walls is expected in larger-scaled buildings, due to their bulk and massing.
- All other building openings or voids should be rectangular in shape - either vertically- or horizontally-oriented.
- Service, security or garage doors may not be placed at primary frontages.
- Masonry buildings should have architecturally appropriate lintels and sashes at windows, doors and other openings.
- Windows may be operable to achieve proper fresh air requirements.
- Entry doors may be overhead (in appropriate locations), swing, or revolving doors. Sliding doors are not permitted.

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DEVELOPMENT GUIDELINES



RESIDENTIAL ENTRANCE TO LARGE BUILDINGS
A common lobby entrance with a more private feel.



GRAND LOBBY ENTRANCE
Large building with a more elaborate, publicly-oriented entrance.

TECHNIQUES

- Windows and window lights should be clear glass. Black glass, "spandrel glass" and other "false window" techniques are discouraged. Highly reflective glass is prohibited.
- Window and door frames should be finished in the same material as the storefront. Dark bronze, black or stainless steel are preferred.
- Masonry buildings should have architecturally appropriate lintels and sashes at windows, doors, and other openings.



PARKING STRUCTURES

Doors at the ground floor may access the garage functions or lead directly to 40' deep commercial spaces.

WINDOWS + DOORS

INTENT

For larger buildings, windows and doors offer transparency and lightness. Because the buildings are larger, they may explore more modern techniques - curtain wall over "punched windows", for example. Windows may be flush with walls, or may even replace walls in more contemporary buildings. Windows and doors of larger buildings should assist in expressing a more modern and more urban condition in appropriate sectors of the study area.



WINDOWS OF LARGER BUILDINGS

Awning windows in a wall of fixed lights permit modern facades and natural ventilation.

STOREFRONTS

High-Rise, Parking Structure

MATERIALS

- Storefronts should be made of brick, stone, metal or glass, or a combination of these materials.
- Windows and doors of commercial enterprises should be made of wood or aluminum finished with electrostatic paint, with clear (not frosted, textured or otherwise affected) glass providing an unobstructed view into the establishment of no less than 12 feet.
- Doors which are part of the storefront shall be more than 50% clear glass.
- Doors with no opacity (security and access doors) should not be located at frontages.
- Roll-up security grilles on the outside of storefronts are prohibited.

CONFIGURATIONS

- Windows and doors of commercial establishments should occupy no less than 60% of the total storefront, from sidewalk grade to a distance of 18' above the sidewalk grade.
- Windows should be set a maximum of 18 inches above the ground and within 12 inches of the finished ceiling.
- Transom windows are encouraged above doors and storefronts.
- Black glass, opaque glass and other "false window" techniques are prohibited.
- Garage, security and service doors may not face a principal frontage.

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DEVELOPMENT GUIDELINES



GROUND LEVEL STOREFRONT EXPRESSION
Larger buildings with retail space in the ground floor



PARKING STRUCTURE FENESTRATION
The large yellow building in the center of this image is a parking garage with a 40' liner of residential at the frontage.

TECHNIQUES

- Storefronts should be left unpainted.
- Highly reflective glass is prohibited.

STOREFRONTS

INTENT

Storefronts are one of the most important physical elements of a commercial enterprise, and should reflect that importance with careful design. Storefronts must be designed as a unified combination of windows and doors, signage, colors and awnings or canopies. Storefronts should utilize durable, low-maintenance materials and finishes and should permit unobstructed views into the space - increasing visibility and promoting the success of the business within.

The storefronts of larger buildings need not be designed in the same way as the middle of the building - assisting in the establishment of the retail level as the "base" of the building.

Retail uses are only permitted along primary frontages as indicated in the diagram on Page 95.



STOREFRONT DESIGN

Outdoor seating, unique entry canopy and large windows properly focus design attention to elements closest to the sidewalk..



OPPORTUNITIES FOR SPECIAL EXPRESSION

Larger buildings may reflect corners, entries and other important plan locations with towers or other architectural expressions.

SIGNAGE

High-Rise, Parking Structure

MATERIALS

- Signs shall be constructed of durable materials such as wood, high-quality plastics and/or metal.
- + Structures used to support signage (brackets and other elements) shall be painted black to be less noticeable.

CONFIGURATIONS

- Signage may be attached directly to buildings in appropriate locations - above storefronts, or professionally applied to the storefront glass.
- Signage may be placed flat on the face of the building, or may be placed at a 90 degree angle to the street, provided that the sign does not obstruct safe passage along the sidewalk.
- Signs may be lighted indirectly or internally illuminated.

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DEVELOPMENT GUIDELINES



CLARITY FOR UTILITY SIGNS

Simple, colorful signage can assist with circulation management and wayfinding.



MULTIPLE SIGNS

Less traditional but still following the guidelines - a simple channel sign above the storefront and a blade sign perpendicular to the frontage.

TECHNIQUES

- Multiple-tenants in a single building should follow a consistent and single design intent - color, or font or lighting technique, e.g., should be the same whether the tenant is “national” or local.
- Signage advertising sales and special events must follow the City Ordinance.
- Sandwich boards and other temporary signage may be permitted.

SIGNAGE

INTENT

These Guidelines are presented to further refine the aesthetic intent of signage in the study area - especially for smaller buildings, and in particular, for buildings along Research Boulevard.

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DEVELOPMENT GUIDELINES



SIGN PLACEMENT

Signs may be placed in a designated “channel” in the canopy, as well as on storefront glass.



LEVEL PLAYING FIELD

All tenants should follow the same signage standards - local and national alike.

AWNINGS + CANOPIES

High-Rise, Parking Structure

MATERIALS

- Internal awning structures should be metal, and awnings themselves should be made of canvas or solution-dyed acrylic fabric.
- Canopies may be made of glass or metal, or a combination of these materials.

CONFIGURATIONS

- Awnings and canopies are permitted to encroach over the sidewalk.
- Awnings and canopies may be mounted inside window frames, above window openings and/or below transoms - but the installation of the awnings and canopies should be consistent in color, shape and pattern for the entirety of the building.
- Awnings and canopies are permitted at the base of a building only, beginning at a height of 8 feet above the sidewalk and should not drop below a height of 7 feet above the sidewalk.
- Awnings should be triangular in section and may have side panels, but should be open on the underside.
- Canopies may be of any shape, but should principally project outward from the building in roughly rectangular shapes.
- Canopies may cantilever or be supported from the building wall by metal cables or chains.



MODERN EXPRESSION

Metal arbors - not traditional awnings - can help add ornamentation to buildings as banal as parking garages.



AWNING CONSISTENCY

Despite multiple tenants, the awnings of this ground floor reflect unified design by keeping awning color consistent.

TECHNIQUES

- Awnings may have lettering/icons on the valance or the slope.
- Canopies may include lettering on the leading edge of the canopy.
- Canopies may include light fixtures casting light downward, and may be lighted from above by shrouded fixtures mounted to the building wall.
- Awnings shall not be internally illuminated, but may be lighted from above by shrouded fixtures mounted to the building wall.

AWNINGS + CANOPIES

INTENT

Awnings and canopies may be used if their purpose is functional - to afford protection from the elements. Awnings and canopies traditionally provided shade to the storefront and shelter from the elements. New awnings and canopies are to be incorporated into building design for the same purpose as their historical precedent - and their design must reflect their utility.

While awnings and canopies may incorporate lettering and icons, they are not meant to be used primarily as a location for commercial graphics.

Awnings and Canopies should be reserved for the lower stories of buildings and should not be used on residential buildings.



CANOPY STRUCTURE AND MATERIALS
Cantilevered from a heavy stone base, this canopy provides a simple and strong solution to inclement weather for this entry.



CANOPY LETTERING
Larger buildings may be identified by street number - which may be attached directly to the lobby canopy.

