

# **DCA Quality Growth Resource Team Report**

**CITY OF PERRY**

**3/26/07-3/30/07**

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## **Executive Summary**

The Department of Community Affairs' Office and Planning and Quality Growth has found from their Resource Team Visit that Perry's current vision and strategy for the Regional Activity Character Area is sound and provides an excellent starting point for future planning.

Using this description as a foundation, we found four main topics to be addressed.

- A plan that emphasizes the transition of uses from the Interstate corridors to the urban center and from the interstate corridor to the rural countryside, gathering in density near the corridors.
- A stringent set of architectural controls throughout the Regional Activity Center character area, which will create pleasant and easy to use corridors.
- A more aggressive and complete landscape and tree ordinance to provide beauty, energy savings, and screening.
- A detailed and thorough revision of the current PUD ordinance

Planning for these four areas will provide efficient and attractive corridors that provide services for both visitors and residents of Perry.

## **Introduction**

### **What is Quality Growth?**

In many ways quality growth means returning to the way we used to build our communities and neighborhoods: places where people could walk to school or the corner drugstore, pursue recreational activities at a nearby park, or just sit on the front porch and get to know their neighbors. The following Quality Community Objectives, adopted by DCA, embody the ideals that quality growth practices are intended to promote.

### **Quality Community Objectives**

**(a) Regional Identity Objective:** Regions should promote and preserve an “identity,” defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics.

**(b) Growth Preparedness Objective:** Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer, and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.

**(c) Appropriate Businesses Objective:** The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.

**(d) Educational Opportunities Objective:** Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.

**(e) Employment Options Objective:** A range of job types should be provided in each community to meet the diverse needs of the local workforce.

**(f) Heritage Preservation Objective:** The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.

**(g) Open Space Preservation Objective:** New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors.

**(h) Environmental Protection Objective:** Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

**(i) Regional Cooperation Objective:** Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources.

**(j) Transportation Alternatives Objective:** Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.

**(k) Regional Solutions Objective:** Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.

**(l) Housing Opportunities Objective:** Quality housing and a range of housing size, cost, and density should be provided in each community, to make it possible for all who work in the community to also live in the community.

**(m) Traditional Neighborhood Objective:** Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.

**(n) Infill Development Objective:** Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.

**(o) Sense of Place Objective:** Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.

## **Does Quality Growth Matter?**

Quality growth can yield a number of benefits for your community:

- Residents will enjoy an improved quality of life, more affordable housing, cleaner water and air, more walkable neighborhoods, and reduced commuting times.
- Developers will experience reduced infrastructure and land costs and more predictability in the development approval process.
- Your local government will benefit from reduced service delivery costs, increased tax revenues, and enhanced economic development potential.

### **Cost Savings**

Studies show that sprawling development costs government in terms of provision of public services like water and sewer, emergency services, and transportation.

Research by the Real Estate Research Corp. shows that compact growth can be as much as 70 percent cheaper for governments than in areas with more dispersed growth patterns. Comparing the costs for governments in 10 counties, the University of Kentucky found that police, fire, and school services cost less in those counties where growth was concentrated and highest in those with scattered growth. In South Carolina, a study concluded that planned development could save 12 percent in infrastructure costs that would be spent providing the same infrastructure under sprawling growth projections. The development community saves costs as well through reduced per-unit costs for power and telephone lines, small streets, and more efficient service delivery.

### **Protecting the Environment**

Implementing quality growth principles like compact development, greenspace protection, better street connectivity, and greater opportunities for using alternative transportation lead to less urban runoff into streams to pollute our waters and less traffic exhaust to pollute our air. A 2000 study by the Natural Resources Defense Council (NRDC) and the Environmental Protection Agency (EPA) of three California neighborhoods suggested that the environmental benefits of quality growth are real and can be measured. A more recent study by NRDC and EPA in Nashville corroborates this study and further suggests that the combination of better transportation accessibility and a modest increase in land-use density can produce measurable benefits even in automobile-oriented suburban communities. These studies are the first to evaluate actual neighborhoods rather than conceptual models. In the Nashville study, a more densely populated neighborhood closer to downtown Nashville outperformed a suburban, lower density neighborhood in terms of land consumption, water consumption, air pollutant emissions, greenhouse gas emissions, and storm water runoff.

### **Economic Development**

The quality of life offered by quality growth development is important to residents, and contributes to economic development. Corporations are more mobile than ever, and quality of life is a big location factor for business. A case in point is Hewlett Packard's decision not to construct a second office tower in the Atlanta region because of its traffic congestion and air quality. Research also shows that

perceived decline in quality of life leads to lower retention of skilled workers. Recent surveys in Austin, Texas show that the more educated residents are, the more likely they are to perceive decline, and skilled residents who do perceive decline are more likely to leave the area.

### **Public Health Benefits**

Quality growth is an emerging issue in the public health field where significant research is starting to focus on the relationship between sprawl and obesity related diseases like diabetes and heart problems. Such research is underway now at the Centers for Disease Control and at Boston University's School of Public Health and is expected to demonstrate that better development patterns improve health on community residents. Active Living by Design, a joint program of the University of North Carolina at Chapel Hill and the Robert Wood Johnson Foundation is devoted to issues of public health and the built environment, financing both research on the issue, and actual projects testing the impact of community design that fosters daily activity.

### **Why Have a Quality Growth Resource Team?**

A Quality Growth Resource Team Visit is an important first step toward achieving more desirable development patterns in your community. If your community is showing signs of unplanned development, a Quality Growth Resource Team can help determine why, and what factors are under your control to change. Planning commissions, other local officials, community leaders, citizens, civic organizations, and the media can use the results of this report to guide planning and decision-making that will promote more quality growth in the community. A plan and vision for the area are developed during a Quality Growth Resource Team. This plan will relate to some or all of the traditional elements of quality growth including, but not limited to, proposed character areas, Quality Community Objectives, areas requiring special attention, economic development, housing, natural and cultural resources, and land use.

The plan and vision are developed based on identified issues and opportunities, Stakeholder input, and analysis of existing development patterns by a team of volunteer experts in quality growth related fields such as planning, architecture, housing, environmental protection, etc.

## **What are Character Areas?**

DCA defines character area as: “A specific geographic area within the community that:

- Has unique or special characteristics to be preserved or enhanced (such as a downtown, a historic district, a neighborhood, or a transportation corridor);
- Has potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation (such as a strip commercial corridor that could be revitalized into more attractive village development pattern); or
- Requires special attention due to unique development issues (rapid change of development patterns, economic decline, etc.)

Each character area is a planning sub-area within the community where more detailed, small-area planning and implementation of certain policies, investments, incentives, or regulations may be applied in order to preserve, improve, or otherwise influence its future development patterns in a manner consistent with the community vision.

## **What Resources Are Available to Implement Quality Growth Resource Team Recommendations?**

- DCA offers a variety of assistance with plan implementation, including:
  - Facilitated Priority Setting Meetings to get you started with implementing your plan. In these meetings, local officials are guided through an interactive process of identifying which plan implementation activities should be undertaken first and what’s needed to get these underway.
  - Direct, hands-on technical assistance for specific implementation projects.
  - Resource teams to develop detailed plans for particular character areas identified in your plan.
  - Workshops on plan implementation topics such as: alternative development regulations, impact fees, effective site plan review.

Call (404)-679-5279 or visit [www.georgiaplanning.com](http://www.georgiaplanning.com) for details about the above assistance resources.

- You may take your plan implementation questions directly to the experts by signing up for DCA-sponsored Advisory Clinics, offered at regular conferences of Georgia Municipal Association, Association County Commissioners of Georgia, and Georgia Planning Association, among others. Call (404)-679-5279 or visit [www.georgiaplanning.com](http://www.georgiaplanning.com) for details and schedule of upcoming events.

- Many of DCA's partner organizations offer assistance with planning and quality growth issues. Visit the assistance menu at <http://www.dca.state.ga.us/toolkit/directory.asp> for details.

### **Getting good ideas**

- The Quality Growth Toolkit provides a clearinghouse of information and resources about a broad range of plan implementation tools. It can be accessed thru the Georgia Quality Growth website at [www.georgiaqualitygrowth.com](http://www.georgiaqualitygrowth.com).

- Peruse the Quality Growth Resource Team Reports to see recommendations made by our "team of experts" on visits to various communities around the state. These can be accessed by choosing the "Resource Teams" link on our Georgia Quality Growth

- The *State Planning Recommendations* are designed to give you good ideas for all aspects of plan implementation. They include recommended development strategies for character areas; implementation best practices; recommended development patterns to encourage; and suggested policies. They are available at [www.georgiaplanning.com](http://www.georgiaplanning.com).

### **Guidebooks and other resources**

- **DCA offers several guidebooks on plan implementation topics, including:**
  - "Creating Plans for Small Areas in Your Community" focuses on how to plan in more detail for the character areas identified in your comprehensive plan.
  - "Effective Plan Implementation" provides an overview of techniques that can be used to ensure that the plan is accepted and implemented by key decision-makers in the community.
  - "Effective Development Review Process" focuses on designing your local development approval process to be an efficient

tool for implementing the plan.

**These guidebooks are available at [www.georgiaplanning.com](http://www.georgiaplanning.com) or by calling (404) 679-5279.**

- The Model Development Code provides a number of viable alternatives to conventional zoning. The code is presented as a relatively simple, modular, set of land use management techniques that can be pieced together to create unique regulations tailored to fit local circumstances. The Model Code may be accessed at [www.georgiaplanning.com](http://www.georgiaplanning.com).

## **Perry: Getting Started with Quality Growth**

City of Perry officials wrote the Department of Community Affairs, Office of Planning and Quality Growth in 2006 requesting a Resource Team visit Perry and study the area. The City was most interested in determining the proper course of action as related to the major corridors that come into the city. DCA spent a week with the community and its people studying these areas. The report that follows captures the findings of this week.

In the first section, you will find a narrative that explores the character, purpose, and proposed future for these areas. After that, you will find sections on the three specific areas we were asked to look at: architectural controls, landscaping, and PUD ordinances. The entire study area is currently designated the “Regional Activity Center” character area. The city has described its observations and goals about this area as follows:

### **Regional Activity Center**

The **Regional Activity Center** parallels Interstate 75 beginning approximately at Flat Creek in the south to Mossy Creek in the north and includes the area around Tolleson Lumber Company.

There is also a **Regional Activity Center** character area that parallels Highway 247 Spur from Highway 341 South to Highway 127.

### **Existing Development Patterns**

The existing development pattern in this character area is as follows:

- There are heavy commercial areas at the exits along Interstate 75.
- Near the intersection of Perry Parkway and Valley Drive are industrial uses in the Perry Industrial Park.
- Undeveloped land west of Interstate 75, north of Sam Nunn Boulevard, and along portions of Highway 247 Spur.

### **Recommended Development Patterns**

The Houston County Comprehensive Planning Committee has selected the following development patterns for this character area:

- Buildings in centers are architecturally integrated with the site and one another, and developed at a scale sufficient in size, bulk, and height to provide image identification for the center and the surrounding community;
- Residential development that offers a mix of housing types, densities, and prices in the same neighborhood;
- New developments that contain a mix of residential, commercial uses, and community facilities at a scale and proximity to encourage walking between destinations;
- Landscaping of parking areas to minimize visual impact on adjacent streets and uses;
- Reduced parking requirements for commercial and residential developments, particularly when nearby parking alternatives are available;

- Parking lots that incorporate on-site stormwater mitigation or retention features, such as pervious arrangements;
- Use of landscaped tree islands and medians to break up large expanses of paved parking; and
- Integrating appropriate mixed-use and/or housing development with new or existing school construction to increase walkability and reduce trip generation.
- Locating new industry and other major employers along major thoroughfares making jobs accessible to all residents.
- Infill development on vacant or underutilized sites.
- Greyfield redevelopment that converts vacant or under-utilized commercial strips to mixed-use assets.
- Driveway consolidation and inter-parcel connections between parking lots.

#### **Specific Land Uses Allowed in Character Area**

The specific land uses that will be allowed in the **Regional Activity Center** character area will be as follows:

- Industrial;
- Commercial;
- Single-Family Residential;
- Manufactured Homes;
- Multi-Family Residential;
- Mixed-Use Developments;
- Office;
- Institutional uses including hospitals, nursing homes, and assisted living facilities; and
- Public uses including schools, police and fire stations, library, post office, government and utility office buildings, and churches.

#### **Quality Community Objectives That Will Be Pursued**

- Appropriate Business Objective
- Employment Options Objective
- Environmental Protection Objective
- Regional Cooperation Objective
- Regional Solutions Objective
- Infill Development Objective

#### **Implementation Measures to Achieve Desired Development Patterns**

- Buildings in centers architecturally integrated with the site and one another, and developed at a scale sufficient in size, bulk, and height to provide image identification for the surrounding community.
- Accommodation of "big box" retail in a way that complements surrounding uses, such as breaking up the facade to look like a collection of smaller stores.
- Improvement of sidewalk and street appearance and amenities of commercial centers.
- Commercial structures (shopping, warehouses, offices, etc.) located near street front, with parking in rear of buildings, making community more attractive and more pedestrian friendly.
- Improvement of sidewalk and street appearance and amenities of commercial centers.

The Resource Team paid close attention to the intended goals for this character area. This report is an example of what is called "Small Area Planning". This means taking your character area and further developing it into a more detailed study. The recommendations contained in this report are ways to accomplish much of the vision outlined above.



## **Present and Future land use of Regional Activity Center Character Area**

Interstate highway interchanges and the highway corridors that surround them are magnets for development. Traditionally, lands near interchanges provide limited access to highways and major highway corridors generate stronger development interest and command high prices. These lands tend to be developed quickly for high revenue-producing activities. In some cases, developers attempt to maximize return on investment with little consideration to the long-term impact of their development on the surrounding community.

The purpose of this report is to provide a roadmap to harness the qualities of existing development within these area of Perry and channel future development in a way that complements the existing character of the City of Perry. This can be accomplished by implementing and adhering to a comprehensive set of development regulations. These regulations will be the result of the vision guiding your community's future, which you will develop. Effectively managing growth in new areas and successfully adapting and redeveloping areas that are already developed can bring lasting improvement to the city's quality of life by expanding the local economic base, building upon the community's social fabric, and conserving the wealth of Perry's environmental resources.

When thinking about these Interchange Areas in RAC (Regional Activity Center) there are some important questions to be asked: What is its purpose to the community? What present conditions prevent it from completely fulfilling that purpose? What could be done to help better serve its purpose?<sup>1</sup> This report presents an objective summary of the conditions observed on the ground in the study area followed by a set of rational recommendations which the city may find helpful in addressing its perceived issues and achieving its long-term goals. Additionally, this document provides practical examples of several of the

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<sup>1</sup> This three-step process is useful in understanding any of a community's assets. As Perry continues to grow it will, no doubt, face other challenges. Whether those challenges are future corridor issues, land developments, or infrastructure improvements, the level of understanding generated by exploring these three basic questions can provide a solid foundation for any decision-making process.

recommended tools and a number of high-quality sources for further information.

## **Observations**

### *Overview*

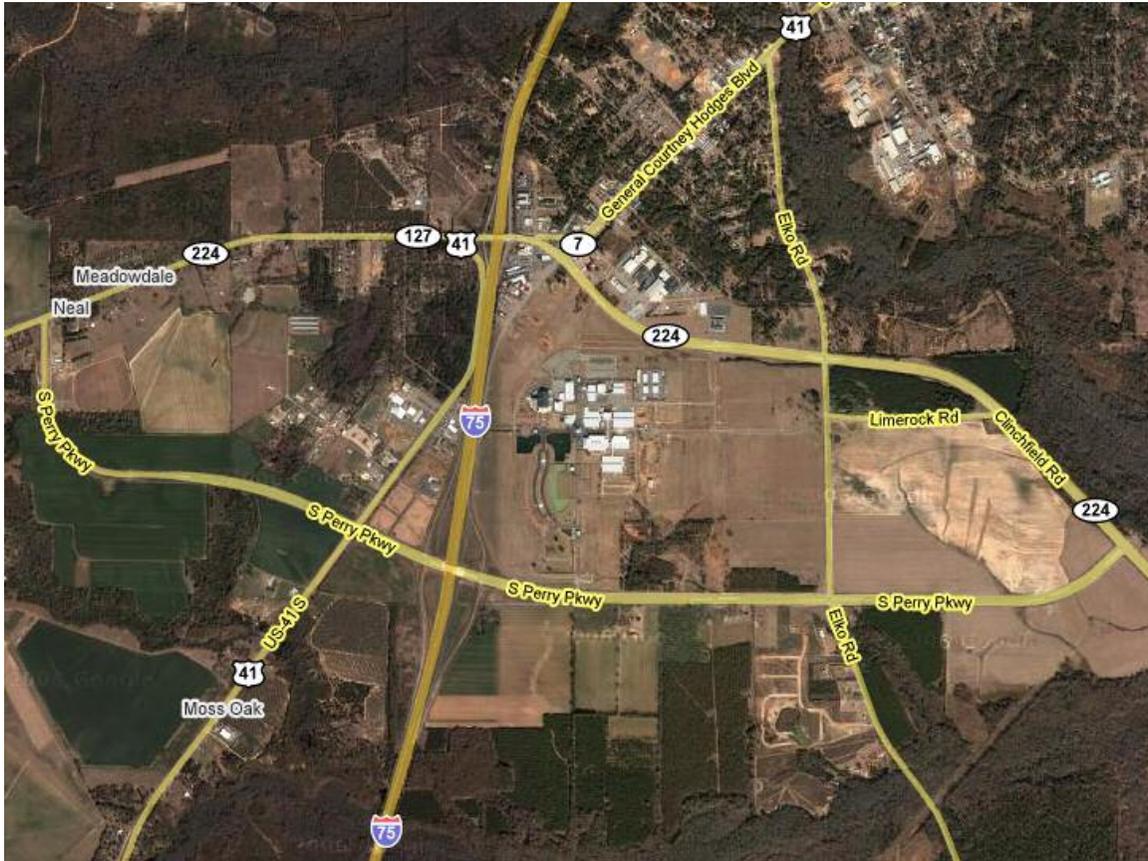
The City of Perry is centered upon a relatively intact historic core composed of several well maintained traditional neighborhoods and a vibrant central business district. This urban core is surrounded by a fringe development exhibiting a character consistent with the suburban expansion that occurred nationwide from the 1950's through current period.

Four major highway corridors exist on the west side of the city's boundaries, all of which intersect with Interstate 75, a major north-south thoroughfare that brings several million vehicle-trips annually through the municipality. From the south the corridors/interchange areas include: 1) South Perry Parkway, 2) Marshallville Road/General Courtney Hodges Boulevard, 3) Sam Nunn Boulevard, and 4) North Perry Parkway.

### *South Perry Parkway*

This interchange area offers prime access to the Fairgrounds. With the exception of the Fairgrounds in the northeast quadrant of the interchange area and the parcels in the northwest quadrant that are immediately west of the Fairgrounds, this region exhibits a primarily rural character consisting of agricultural and forestry uses interspersed with large-lot, single-family residences. The Fairgrounds occupies the entire northeast quadrant of the interchange area and exhibits development using well-designed landscaping, quality building materials, and effective, well-conceived architectural design. There are several highway commercial activities in the northwest quadrant that seem to take advantage of their proximity to the Fairgrounds and their high visibility from the interstate highway. The structures developed in this area are largely of low to moderate quality construction, with little attention paid to landscaping or design.

### *Marshallville Road/General Courtney Hodges Boulevard*



This interchange area also offers prime access to the Fairgrounds and secondary access to downtown Perry (via Gen. Courtney Blvd).

The western quadrants contain several small subdivisions, a number of single-family homes on large lots and a scattering of mobile homes and mobile home parks centered primarily upon the axis of the Marshallville Road corridor. Away from the Marshallville corridor the uses quickly shift to a more rural character exhibiting large tracts of agricultural and forested land.

The eastern quadrants exhibit a much denser development pattern. Between Courtney Hodges Blvd and the interstate uses are primarily highway commercial. To the east of Courtney Hodges lies a cluster of industrial uses, to the north, and the Fairgrounds complex, to the south. With the exception of the new, well-designed hotel developments on Lect Road (which would, ideally, go somewhere, rather than terminating in a dirt pit) and the attractive CVB/Chamber of Commerce Office, the quality of the structures is low-to-moderate, overall, and

establishes a generally unattractive aesthetic quality for the interchange area. Landscaping and design have been de-emphasized. The highway network is a confusing jumble of intersections which tends to discourage exploration of the surrounding community by outsiders and could easily become very congested during high-traffic periods, like those surrounding the Fairgrounds.

The General Courtney Hodges Boulevard Corridor from the Fairgrounds to Downtown Perry is a typical in-town corridor exhibiting an automobile oriented commercial mix. The quality of building materials and design is low. Though this thoroughfare is the prime conveyor for traffic between two major local economic engines at each end, the Fairgrounds which caters primarily to visitors who are unfamiliar with the area and the downtown, which caters primarily to locals but would like to expand its market, there is little sense of connectivity between the two. Though the highway itself is well-maintained, the visual and emotional sense of place lacks continuity and the poor aesthetic character of the corridor discourages exploration by outsiders. From the Fairgrounds end of the corridor, there is virtually no indication that the corridor leads anywhere that a visitor may wish to go.

## Sam Nunn Boulevard



The southwest and northwest quadrants of the area exhibit a mix of highway commercial and light industrial uses which are largely unattractive. This area shifts very quickly to a rural character with very little residential development and several very large tracts of agricultural and forested land—with two notable exceptions: 1) a large mobile home park on Warren Circle which is very effectively camouflaged by a wide buffer of trees, and 2) an isolated, unusually dense cluster of residential development called Houston Springs which is a Planned Unit Development (PUD) though it exhibits very few of the characteristics typically required of a planned unit development. Some recommendations on PUDs can be found later in this report.

To the east, this interchange area provides prime access to the heart of the City of Perry and its historic downtown. This corridor suffers from the blighting effects of pervasive visual and physical clutter. From the I-75 Corridor on the west to the Sam Nunn split at Washington and Ball Streets, this corridor is a moderate to high density commercial strip with a very high automobile orientation. What little vacant space still exists between the I-75/A Sam Nunn Interchange Area and the

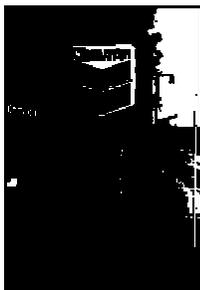
northwestern quadrant of Downtown Perry is being rapidly developed. Special attention must be made here to keep the important delineation between the two areas.<sup>2</sup> The overall quality of building materials is moderate but design is somewhat lacking.

The interchange itself is dominated by an over-abundance of extraordinarily large mono-pole signs advertising the commercial uses in the interchange area. The out-of-scale impact of these monolithic structures seem to overshadow the entire area. At ground-level the area displays such a vast number and array of styles as to be visually confusing—visitors easily become lost in a sea of signs. Business and street signage actually becomes self-defeating as variety and quantity increases.

Illustrations of Business Signage:



Existing

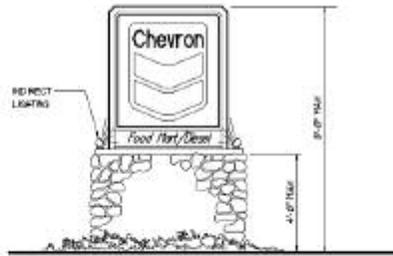


Preferred

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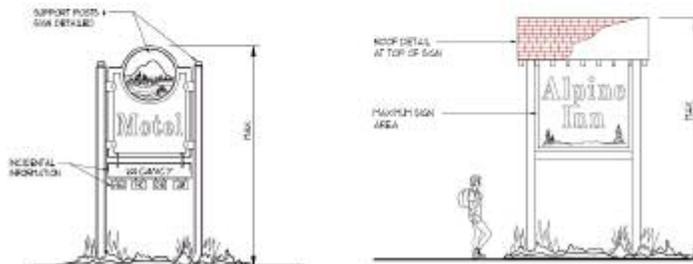
<sup>2</sup> The interchange area and the downtown area serve very different purposes for the community. Invasive commercial strip corridors seriously endanger the short and long-term economic viability of downtown areas and do irreparable harm to the historic character and resources of communities. Interchange areas do serve a valid purpose to communities and to travelers; however, their mushrooming nature warrants caution, control, and containment.

**Consistent:** Sign is not taller than 6 feet, base is not taller than 4 feet; sign is monument style with stacked stone; lighting, if permitted, is indirect only and not internally illuminated.



Source: Peirce County, Washington. Title 15J – Development Regulations – Design Standards and Guidelines.

**Consistent:** Sign composed of natural materials; unlighted unless externally illuminated; use of 4" by 4" support posts; detailing encouraged; pitched, shingled or metal roof over sign encouraged.

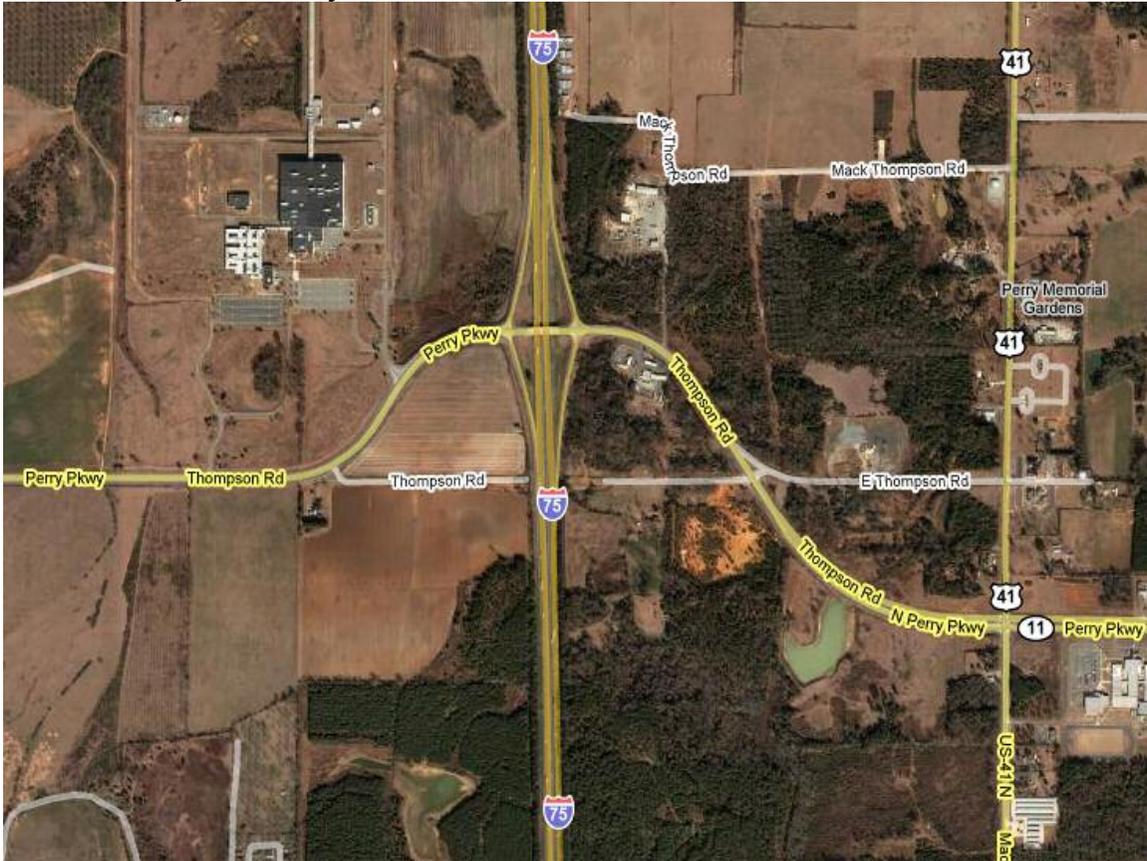


Source: Peirce County, Washington. Title 15J – Development Regulations – Design Standards and Guidelines.

Individual parcels in the interchange area are laid out in a confusing, seemingly haphazard fashion with no logical land-development plan. Interparcel connectivity and pedestrian access have been visibly deemphasized. Even within the interchange area pedestrians are discouraged from walking between nearby facilities by the near-absence of sidewalks and volume of automobile traffic. Walking from the interchange area to the downtown—an activity that would seem to be encouraged—is exceedingly difficult because of the lack of sidewalk access and the high traffic volume. To go anywhere safely—even from hotel to restaurant—one must use an automobile and go out to a street rather than going from one parking lot to another.

Though this area would seem to be the primary corridor delivering visitors from the interstate to the resources of Historic Downtown Perry, there is little sense of connectivity between the two. The highway itself is well-maintained; however, the visual and emotional sense of place lacks continuity and the poor aesthetic character of the corridor discourages exploration. The confusing highway pattern itself (at the Sam Nunn/Ball Street/Washington Street split) becomes a virtual wall to visitors.

## North Perry Parkway



This interchange is the key access point into the industrially zoned area in the northwest of the city as well as the rapidly developing areas to the north and northeast of the city.

To the west of the interchange are vast expanses of agricultural land spotted by two industrial facilities. According to city officials, much of this land is planned for industrial development, though to date very little has occurred. Further west the uses shift to include more forested parcels and intermittent large-lot residential parcels.

The two examples of industrial facilities close to the interchange offer contrasting examples of industrial land-use practices. The first example is the relatively new speculative building at the corner of Airport Road and Perry Parkway. Its presentation to the highway corridor is architecturally unadorned. No effort has been made to landscape the facility or to screen its bulk from the highway. The view presented to the viewer is of an odd box planted in an otherwise scenic

expanse of countryside. In contrast, the Northrop-Grumman facility located immediately adjacent to the interchange, though a much larger facility, blends into its surroundings and doesn't seem as out-of-scale. Obviously, there is no way to effectively hide an industrial facility of its magnitude, however, considerable effort was made to minimize its impact on the surrounding area. Its extensive fencing and expansive structure is largely hidden behind a wide buffer of greenspace including trees.

To the east of the interchange is a large expanse of rapidly developing land that, until recently, appear to have been devoted to agricultural and forestry uses with intermittent residential development. Observations of several new public facilities (new school and courthouse facility) and new subdivisions demonstrate a recent burst of development along this corridor. Further observations (the installation of massive new cement electrical poles for high-capacity lines, as well as steeply rising land costs at key intersections) hint that much more development is on the way. The new public facilities along the corridor are of excellent quality in material and design (though some locals express concern about the architecture of the new courthouse). With time, and growth of newly planted trees, the facilities should become real aesthetic assets to the corridor.

Several of the new subdivisions along this corridor demonstrate a very enlightened approach to land development by encouraging a mixture of price points (including relatively affordable options) and densities. A few notable exceptions to the generally high quality development along the corridor are: Pepo's gas station (a poorly designed holdover from a previous ordinance the likes of which should be prevented under the new regulations), a cinder-block detention facility surrounded by razor-wire and chain-link fences, and a complex of metal storage units at the corner of the North Perry Parkway and U.S. 41.

Discussions with community members and leaders reveal a lack of a cohesive vision for the future of this region of the city. Proceeding with development of this corridor at the current speed without a solid plan for the future could leave the citizens of Perry dealing with issues including traffic congestion, expanding costs of infrastructure maintenance, unattractive building styles, and unhealthy development patterns.

## **Recommendations**

### *Overview*

Because this phenomenon isn't localized, there are a number of helpful examples for meeting the challenges presented by the poorly built-out interchange areas. Tools that work already exist. None of them work overnight, however, and they require a long-term commitment to the philosophical underpinnings of quality growth and community planning. Communities change over time—what currently exists in these areas will not be there forever. It is the City of Perry's responsibility to determine its vision for the future and use it to determine the character of development and redevelopment.

It is imperative that the City of Perry put developers in the passenger seat while the community vision drives toward its future—both are going to the same place but the community should decide how to go and how fast to get there. The needs of the community cannot continue to take the back seat in land development decisions. There is nothing wrong with making a dollar—that's a great thing about capitalism—but, it is the ethical responsibility of the government to ensure that one citizen's efforts to make that dollar don't override the rights of other citizens to enjoy a healthy, vibrant, successful community. Below are our recommendations to help the City of Perry do just that. It is not a comprehensive discussion of every possible alternative; rather, it presents a recommended course which we feel will best fit the needs of the city.

### *Overall Concept*

Each of the corridors/interchange areas currently lacks a cohesive focus. The disparate building styles, disorganized development patterns, and confusing "feel" within each of the areas would be greatly reduced by identifying the specific purpose that each corridor serves to the community and basing development decisions upon their appropriateness within the selected corridor. Further refinement can be achieved by basing development decisions within each corridor upon their distance from the interstate and their location with respect to the Historic Downtown.

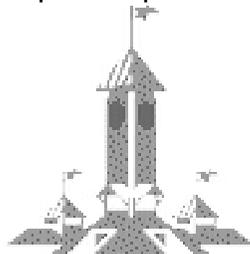
### *Purpose-Driven Themes for the Interchange Areas/Highway Corridors*

**SOUTH PERRY PARKWAY & MARSHALLVILLE ROAD/GENERAL COURTNEY HODGES BOULEVARD**

While both of these interchange areas do provide access to residences and businesses over a wide swath south of the city, their primary purpose is to provide access to the Fairgrounds. This area provides great potential for development as a secondary corridor for access to the city center, capitalizing on the large number of visitors to the Fairgrounds.

New buildings and structures immediately surrounding the Fairgrounds should be oriented toward serving the large crowds that utilize that area. This means continuing the development of hospitality services like that already occurring along Lect Road. Such development must gradually replace the low-quality motel establishments along the Hodges Corridor. Over the long-term, the city should aim to have similar commercial activities in this area as are currently found at the Sam Nunn exit; the development pattern and style should reflect much forethought and discipline. Additional commercial development should include businesses that relate to agriculture and agribusiness (headquarters and branch offices of agricultural businesses, retail stores selling horse wear and farm implements, tractor showrooms, etc) as well as those that display local character (museums, antique stores, and other specialty outlets, etc). Directional and informational signage should display graphics that coordinate with this theme (perhaps utilizing the familiar visual cue of the Fairgrounds logo).

Example Graphic for Fairgrounds area signage:



In the Fairgrounds area and along Hodges Boulevard directional and

informational signage should draw upon the cues described in the Sam Nunn Blvd discussion, below. Meaningful effort must be made to draw visitors from the Fairgrounds into downtown along that corridor. This will include not only signage and streetscape improvements but also serious redevelopment efforts of poorly or underdeveloped properties along its length (many of which are nearing the end of their useful lives).

**SAM NUNN BLVD**

Though this area has developed largely as a commercial node with services targeted primarily to through-travelers on the interstate, its primary importance to the City of Perry is as the main conduit for traffic to the city center, Historic Downtown Perry.

The city should strive to remove all physical and mental barriers between the interchange area and the downtown. This means reducing the visual clutter created by signs (see resources relating to sign ordinances provided below), improving the flow of foot and vehicle traffic within the area and between the area and downtown, effectively managing future development within the interchange area and along the corridor (see resources relating to “Interchange Development Ordinance” and redeveloping immediate area around the interchange --admittedly, a very long-term process but similar projects are occurring across the nation— see the reference, below, to the “Eastgate Mall Redevelopment”).

Illustration of Progressive Redevelopment of Unattractive Commercial Center (Eastgate Mall):



Future development in the area and along the corridor between downtown and the interchange should draw upon the local characteristics that make Perry special. Options for themes include using the city's ties to state and national politics as well as the importance of Perry's local history. Directional and informational signage could draw cues from these areas.

Examples:

"Statesman Concept" could use silhouette of Sam Nunn and/or other local political figures as backdrop.



*"Historical Concept" could use a silhouette of what is easily downtown Perry's most widely recognized landmark.*

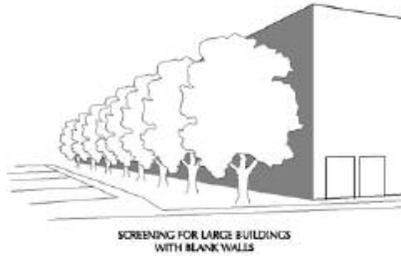


#### **NORTH PERRY PARKWAY**

The area surrounding the interchange at I-75 and North Perry Parkway has great potential to change and develop rapidly. The city seems to have

embraced a vision for an industrial future for the western portions of the area while the areas to the east have the opportunity to grow into a high-quality residential/commercial mix. The North Perry Parkway can serve both of these purposes in a coordinated fashion by developing the area immediately surrounding the interchange in a way targeted to serve the industrial components to the west (including land uses like Heavy Industry; Warehousing and Distribution; Auto and Truck Service Centers; Office Parks; and gasoline stations) behind screens of trees and planted berms and the residential uses to the east (served by a mix of commercial uses that includes well-designed big-box retailers, restaurants, etc) that benefit from a pedestrian-friendly parkway (including streetscape improvements like trees, sidewalks and trails, etc.).

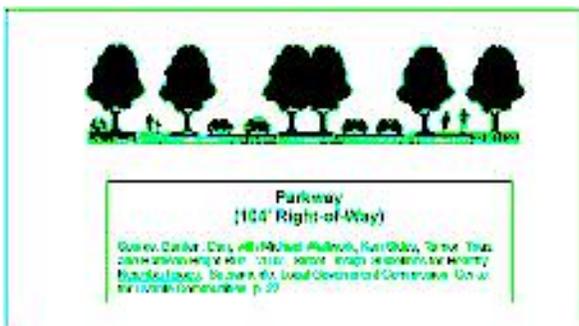
Example of Trees used to screen unattractive(industrial and large commercial/retail) buildings:



Example of Planted Berm to screen unattractive (industrial and large commercial/retail) areas:



Example of a well-designed parkway:



For the City of Perry we recommend a plan that emphasizes the transition of uses from the Interstate corridor to the urban center and from the interstate corridor to the rural countryside. Use patterns of greater density would be centered around the interstate interchange areas/corridor and downtown with transitional areas surrounding the two. Within each area the land uses would reflect the purpose/theme concept described above.

On the next page is a chart showing the differences in recommended land-uses based upon the proposed system. It is not an all-inclusive list, but is, rather, an illustration of the how the principles of the corridor purpose and tier levels should affect the delineation of uses. Any actual ordinances, code provisions, or changes to the comprehensive plan based upon this system would require greater depth and analysis and may differ substantially from the general guidelines presented here.

**OUTLINE OF RECOMMENDED USES**

Tier	North Perry Parkway	Sam Nunn	Agriculture Center
1 – Rural	<ul style="list-style-type: none"> <li>③ Farms</li> <li>③ Farm Supply</li> <li>③ Large Lot Residential</li> <li>③ Rural Service Centers</li> <li>③ Golf Courses and Country Clubs</li> <li>③ Recreation</li> </ul>	<ul style="list-style-type: none"> <li>③ Farms</li> <li>③ Farm Supply</li> <li>③ Large Lot Residential</li> <li>③ Rural Service Centers</li> <li>③ Golf Courses and Country Clubs</li> <li>③ Recreation</li> </ul>	<ul style="list-style-type: none"> <li>③ Farms</li> <li>③ Farm Supply</li> <li>③ Large Lot Residential</li> <li>③ Rural Service Centers</li> <li>③ Golf Courses and Country Clubs</li> <li>③ Recreation</li> </ul>
2 – Rural	<ul style="list-style-type: none"> <li>③ Large Lot Residential</li> <li>③ Office Park</li> <li>③ Warehousing and Distribution</li> <li>③ Recreation</li> <li>③ Neighborhood Shopping</li> <li>③ Light Industrial</li> </ul>	<ul style="list-style-type: none"> <li>③ Large Lot Residential</li> <li>③ Office Park</li> <li>③ Recreation</li> <li>③ Neighborhood Shopping</li> </ul>	<ul style="list-style-type: none"> <li>③ Office Park – Ag. Oriented</li> <li>③ Large Lot Residential</li> <li>③ Recreational</li> <li>③ Neighborhood Shopping</li> </ul>
3 – Interchange	<ul style="list-style-type: none"> <li>③ Heavy Industry</li> <li>③ Warehousing and Distribution</li> <li>③ Auto and Truck Service Centers</li> <li>③ Office Parks</li> <li>③ Big Box Retail</li> <li>③ Restaurants</li> <li>③ Hotels and Motels</li> </ul>	<ul style="list-style-type: none"> <li>③ Restaurants</li> <li>③ Hotels and Motels</li> <li>③ Bars and Entertainment</li> <li>③ Regional Commercial</li> </ul>	<ul style="list-style-type: none"> <li>③ Restaurants</li> <li>③ Hotels and Motels</li> <li>③ Bars and Entertainment</li> <li>③ Antique Shops and Bookstores and other forms of specialty retailing</li> <li>③ Museums and Libraries</li> <li>③ Travel Agents</li> <li>③ Convenience Stores with Gas</li> </ul>

<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>4 – Urban Transitional</b></p>	<ul style="list-style-type: none"> <li>③ Office Parks</li> <li>③ Multi-family Housing</li> <li>③ Schools and Public Buildings</li> <li>③ Churches</li> <li>③ Funeral Homes</li> <li>③ Nursing Homes</li> <li>③ Medical Facilities</li> </ul>	<ul style="list-style-type: none"> <li>③ Professional Offices</li> <li>③ Second Floor Residential</li> <li>③ Multi-family housing</li> <li>③ Specialty Retail and Services</li> <li>③ Churches</li> <li>③ Institutional Uses</li> <li>③ Funeral Homes</li> <li>③ Schools</li> </ul>	<ul style="list-style-type: none"> <li>③ Professional Offices</li> <li>③ Second Floor Residential</li> <li>③ Multi-family housing</li> <li>③ Specialty Retail and Services</li> <li>③ Churches</li> <li>③ Public Offices</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>5 - Urban</b></p>	<ul style="list-style-type: none"> <li>③ Pedestrian Oriented Retail</li> <li>③ In-town Residential</li> <li>③ Business and Profession Offices</li> <li>③ Government Offices</li> </ul>	<ul style="list-style-type: none"> <li>③ Pedestrian Oriented Retail</li> <li>③ In-town Residential</li> <li>③ Business and Profession Offices</li> <li>③ Government Offices</li> </ul>	<ul style="list-style-type: none"> <li>③ Pedestrian Oriented Retail</li> <li>③ In-town Residential</li> <li>③ Business and Profession Offices</li> <li>③ Government Offices</li> </ul>

**Architectural Design Standards:** for all commercial districts

Currently, the only architectural design standards used are:

1. no flat roof
2. The siding of the structure must be compatible with nearby structures. It is recommended that the siding be brick, vinyl, or wood siding. The siding of the structure shall not be prefabricated steel panels, smooth faced concrete block, or tilt-up concrete panels.
3. The height of the structure shall be limited to 2 stores or 40 feet, whichever is less.

We would recommend that the design standards be strengthened to include things such as:

1. Outside of pedestrian retail districts, building surfaces over two stories high or fifty feet in length should be relieved with changes of wall plane (i.e., recesses and projections) that provide strong shadow or visual interest.
2. Buildings should utilize natural building materials, such as wood, stone, and brick on building exteriors, except that roofing materials may be man-made. Steel or other metals shall not be used on building exteriors, except as may be necessary for roofing, window trim, gutters, and downspouts. Unpainted, smooth-faced concrete block, except when textured or tinted, shall not be used on building exteriors. Synthetic stucco shall not be used on building exteriors. All sides of a building may impact on its surroundings and should be considered for treatment with an architectural finish of primary materials (i.e., brick and stone), unless other materials demonstrating equal or greater quality are used. As a general rule, except in M-I zoning districts, front facades should be at least 80 percent brick and stone. Side facades should be at least fifty percent brick and stone. Rear facades do not have a minimum suggested standard for primary materials unless they are visible from a public right-of-way.
3. Material or color changes generally should occur at a change of plane. Piecemeal embellishment and frequent changes in material should be avoided. A horizontal accent stripe (e.g., a foot wide stripe of different color) should be used to help reduce the monotonous color and break up the appearance of large building walls.
4. Facade colors should be low reflectance, subtle, neutral, or earth tone colors. High intensity

colors, metallic colors, black, or fluorescent colors should not be used. Building trim and accent areas may feature brighter colors, including primary colors, provided that the width of the trim shall not exceed four (4) feet.

5. Building colors should be carefully chosen so that each building complements that of its neighbors. Colors can be classified as the “base” color (used on the majority of the building surface), “trim” color (used on the window trim, fascia, balustrades, and posts), and “accent” color (used on signs, awnings, and doors). The base color should consist of more subdued earth tones or brick shades. Trim colors should have contrasting lighter or darker shade than the base color. If natural brick is used, it should not be painted.

6. The use of awnings on buildings is recommended so as to provide much needed protection from sun, wind, and rain, and to improve aesthetics of the building exterior.

7. Awnings are recommended to be constructed with a durable frame covered by a canvas material. Awnings that are backlit through translucent materials may be acceptable but are not particularly encouraged. Aluminum and other metal canopies are acceptable in most instances, particularly when integrated into shopping center designs. Flameproof vinyl, canvas or metal awnings and canopies may be used.

8. Solid colors are preferred over striped awnings, but striping is permitted if colors compliment the character of the structure or group of buildings.

9. Awnings are encouraged for first floor retail uses to provide architectural interest and to encourage pedestrian activity. Where awnings are used, they should be designed to coordinate with the design of the building and any other awnings along the same block face.

10. The design of fences and walls shall be compatible with the architecture of the main building(s) and should use similar materials. All walls or fences fifty feet in length or longer, and four feet in height or taller, should be designed to minimize visual monotony through changes in plane, height, material or material texture or significant landscape massing. Except in M-I zoning districts, chain link fencing is discouraged. Use of special fencing design or materials should be discussed in cases where site security is paramount. If used, chain link fences should be vinyl coated (black or green colored vinyl encouraged).

11. All garbage dumpsters and other similar areas devoted to the storage of waste materials should be screened on three (3) sides of said dumpster or area with a minimum six (6) foot high solid wooden fence, or a wall constructed of

materials substantially similar in appearance to the building on site. In addition, said dumpster areas should be gated on the fourth side with a material that provides opaque screening.

12. Rooftop mechanical and electrical equipment shall be screened from public view by building elements that are designed as an integral part of the building architecture, or by a parapet wall.

#### Shopping Centers Including Automoblie-Related Establishments:

1. Within a shopping center, a logical hierarchy of building forms should be created. Building heights and masses should be greatest in the focus area and inner portion of the support area (the part closest to the focus area), and should transition to lower heights and less mass outward from the focus area to the outer edge of the support area. Building massing should be varied to create a logical hierarchy of building forms, to break up long expanses of façade, and to create shade and shadow. Buildings at the outer edge of an activity center's support area should be comparable in height and mass with the surrounding neighborhood beyond the support area.

2. Building location, setbacks, and orientation should be carefully considered so as to increase pedestrian comfort.

3. As far as practicable, buildings in activity centers should not be separated from fronting streets by large parking lots. At a minimum, placement of out-parcel buildings between a large parking lot and the street should be used to help define the streetscape, and lessen the visual impact of the parking lot from the street.

4. Auto service facilities should not have their service bays facing the street, and parking for all uses should be located to the side or rear of the building rather than in the front yard. Regardless, service areas and/or service bays shall be screened or sited so they are not visible from the street.

5. Vehicles under repair shall be kept either inside a structure or in an area which is screened from views from the street.

6. Service areas shall provide adequate queuing space that does not impede vehicle circulation through the site or result in vehicles stacking into the street.

7. Perimeter and security fencing, when needed, should be constructed of attractive materials which are compatible with the design and materials used throughout the project. Razor wire or electric fencing shall not be used, and chain link fencing is discouraged but if used shall be black, vinyl coated.

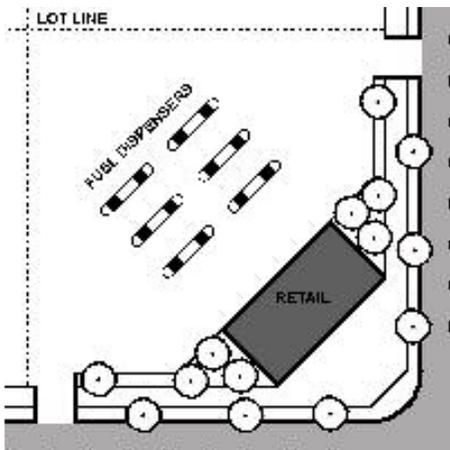
8. Separate structures (canopy, car wash, cashier's booth, etc.) on the site

should have consistent architectural detail and design elements to provide a cohesive project site. If a car wash is incorporated into the project, it should be well integrated into the design. The car wash opening should be sited so that it is not directly visible as the primary view from the street into the project site.

9. All areas devoted to the outside storage of vehicles, merchandise, and/or equipment not intended for display for public rent, lease, or sale, shall be screened from view from the right-of-way of the highway or public road along the entire property frontage, except in areas where access crossings have been approved. Screening may be accomplished by a natural vegetative buffer, by a building, by an earthen berm, by a 100 percent opaque, solid wooden fence or wall, or combination of these screening methods. The use of low-lying landscaping that does not screen the display areas from view from the public right-of-way shall not be deemed to comply with this policy.

#### Automobile Service Stations

1. Convenience stores should locate gas pumps behind the principal structure in order to effectively screen the pumps from view of the street.



#### Signage: for all districts

**Signs too close to the road can cause accidents.** Without additional regulation, signs can be placed dangerously close to rights-of-ways in locations where they might be struck by an oncoming vehicle using the road or having to veer off the road.

**Signs can impair visibility.** The placement of signs can interfere with the sight of motorists trying to exit a driveway onto a public road.

**Signs distract motorists.** Commercial signs, by their very nature, are designed to direct, if not distract, motorists to turn off the roadway and into a property to frequent a business. To the extent that commercial signage captures the sight and attention of a motorist, it distracts motorists from the primary purpose of safely maneuvering a vehicle along the road.

**Signs can confuse motorists by mimicking traffic safety signals and signs.** Motorists might confuse signs that contain flashing or blinking red, green, or yellow lights (such as a lighted portable sign adjacent to the road) with roadway traffic signals. Signs constructed of shapes like an octagonal “stop” sign might also impair public safety.

**The lack of sign controls causes uncertainty among prospective business owners.**

Specific sign recommendations:

1. No roof-top signs
2. One free-standing sign per parcel
  - sign should be a monument style sign
  - sign should be of the same architectural style and materials as the parent building
  - sign should be no taller than six feet (this includes the Parkway)
  - landscaping should be required around the base of sign
  - small directional signs should count as a free-standing sign (example is the McDonald’s signs)
3. Shopping centers with one sign for all businesses (including out-parcels) may increase sign height by 25%
4. No off-premises sign
5. Bring existing signs into compliance within 5 years

## **Specific Planned Unit Development Recommendations**

While Perry has the P.U.D. designation on the books, it does not have a specific set of requirements or recommendations that a P.U.D needs in order to “earn” this designation, so, of course, developers are jumping on this opportunity. What we would like to see is for Perry to have specific requirements of developers that keep the community character of Perry in mind when designing P.U.D. communities. The City of Perry may want to create a design review process for P.U.D. communities to ensure that new communities are consistent with local values, attitudes, and the community’s vision of Perry.

### **PUD Recommendations**

1. eliminate front load garages and suggest rear lanes and rear load garages
2. eliminate center streets and create meandering pathways with benches throughout community
3. encourage architectural diversity
4. recommend pervious material to be used for driveways and roads within PUDs to help alleviate water run-off

The City of Perry may want to replace the PUD ordinance with a TND ordinance.

TND or Traditional neighborhood developments refer to projects that have a mix of uses, housing types, and price ranges. TNDs also typically have an interconnecting street network, a town center, and formal meeting places. Many zoning and subdivision ordinances do not permit the development of TNDs because of the code requirements for large lots, large setbacks, wide streets, and separation of uses. In some cases, Planned Unit Development ordinances have been used to build TNDs, but now more and more municipalities are adopting specific TND ordinances.

### **Rear load garages**

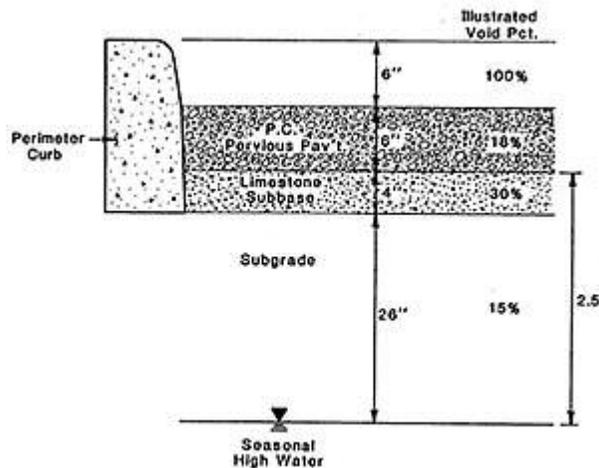
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Perry should consider requiring builders to construct communities with alleys in the back part of homes (units) for garage access rather than using driveways. By requiring rear load garage and alley access, the homes in the community would take on a more traditional look which would be more in line with the small town feel of Perry.

### **Pervious vs. Impervious surface coverage**

Due to the amount of impervious surface coverage created with housing this dense, percolation of runoff into the ground is slow. Intense storms can quickly generate large volumes of runoff over impervious surfaces. Impervious surfaces have higher thermal conductivities than do vegetated pervious surfaces.

We recommend that Perry consider requiring developers to use pervious concrete instead of asphalt to build roads and walkways in P.U.D.s. Pervious concrete is a structural concrete pavement with a large volume (15 to 35 percent) of interconnected voids. Like conventional concrete, it is made from a mixture of cement, coarse aggregates, and water. However, it contains little or no sand, which results in a porous open-cell structure that water passes through readily. When pervious concrete is used for paving, it can take in stormwater at a rapid rate of 3 to 5 gallons per minute per square foot of surface area, which exceeds the flow rate needed to prevent runoff in most rain events.



*Schematic of a typical pervious concrete pavement section.*

### **Cement Fiber vs. Vinyl Siding**

Due to the close proximity of homes in a PUD, the City of Perry should consider requiring builders to use a cement fiber board like Hardiplank© to help contain fires so they do not spread to adjacent homes. Vinyl siding will burn and melt when exposed to a significant source of heat or flame, whereas, cement fiber board is more durable and less expensive than wood as well as being fire resistant. Also, cement fiber board house siding can resemble stucco, wood clapboards, or cedar shingles depending on how the panels are textured.

## **Specific Landscape Recommendations**

The public and private benefits of trees and landscaping within the City of Perry include:

- Protecting property values and improving the aesthetic quality of the City buffering incompatible land uses
- Mitigating the adverse impact of vehicular use areas
- Reducing the glare of headlights and reflected sunlight from parked vehicles reducing noise
- Promoting air quality by increasing filtration of dust and fumes
- Mitigating harsh climatic conditions by absorbing heat and cooling the air enhancing wildlife diversity
- Reducing soil erosion
- Improving surface drainage and reducing the likelihood of flooding, and
- Establishing and preserving scale and spatial identity

The requirement of a high level of quality in the development of land is consistent with community standards and the economic necessity of maintaining the attractiveness of Perry as a desirable place to live and conduct business.

The purpose of these recommendations is to:

- a.** Emphasize the importance of trees and other landscaping and their contribution to health, welfare, beauty, safety, history and general wellbeing in all areas within Perry;
- b.** Encourage the proliferation of trees and other landscaping as well as their replacement; and
- c.** Establish reasonable minimum standards governing the preservation, planting, protection and maintenance of trees and other landscaping.

(The above recommendation comes from the City of Beaufort, South Carolina Unified Development Ordinance and slightly modified.)

Since, there are already landscaping recommendations on the book, the following section goes over the code as it is currently written.

## Section 71 Off-Street Parking

71.1.1 Change the size of a typical parking space to 9 x 18 (162 sf). Permit compact parking spaces (8 x 16), requiring a certain percentage of the total number of parking spaces be compact.

71.1.2 Permit shared parking with adjacent parcels.

71.1.3 Require a legal agreement between property owners that share parking spaces.

71.1.6 Require parking to come closer to compliance base on improvements to the development. If an existing development performs a specific amount of work then a certain amount of improvements to the parking and landscaping should be required.

71.2.1 (7) 1 space per 400 sf (max at 1/300)

71.2.2 (3) 1 space per 300 sf

71.2.3 (1) 1 space per 750 or 1000 sf. Unless there is a significant retail component to the business (like a Pep Boys or AutoZone type of establishment) then only the retail component should have 1/300 sf. Then one space per service bay.

71.2.3 (2) 1/300 sf

71.2.3 (3) Eliminate 1/100 sf option

71.2.3 (7) 3/1000 sf for any retail shopping center. This requirement should be coordinated with appendix "C" standards.

71.2.3 (9) Require different parking standards for sub stations (1 space per station, pervious)

71.2.4 (2) 1/300 sf of customer service area.

71.3.1 Off-street surface parking should not be required in the C-3 district. Off-street surface parking should not be permitted in the C-3 district. Any off-street parking should be in the form of structured parking. A parking structure should be investigated for the C-3 district.

71.3.2 Eliminate this section. Existing parking should be accessible from a street or alley.

71.4 Eliminate this section. If the City of Perry chooses to continue permitting off-site surface parking in the C-3 district using the current requirements then this section should be a subsection of 71.3.2. As it is written it is unclear that section 71.4 refers to section 71.3.2.

71.5.1 Impervious surfaces should not be required. Pervious surfaces should be encouraged as much as possible (especially in surface parking lots).

71.5.2 Require that the heights of parking lot lights not exceed 25'.

71.5.3 What is the reason for requiring a "bumper rail of wood, metal, or concrete? This seems excessive. If the reason for this is to keep automobiles from encroaching onto the landscape wheel stops would be adequate.

71.5.5 Eliminate this section

## Section 71.6

Should include in the intent paragraph "aesthetics" and to "enhance" the character . . .

### **71.6.1 Definitions**

71.6.1 (4) Street Tree. Require that the 40' height requirement be eliminated. This could simply say an overstory tree or a tree that provides shade. There may be appropriate street trees that would not achieve a 40' height. Also, many trees that may achieve this height in a more natural setting may not achieve this height in an urban location.

71.6.1 Street Planting Yard. Require that the public right-of-way not be used for this. All of this yard should be located on private property. The street planting yard could be reduced to 15' if the City chooses to pursue this recommendation.

71.6.2 (2) Require that the applicant install an irrigation system to ensure the health and vitality of the plant material. Also, there could be a "maintenance guarantee" required. This guarantee should be submitted prior to the issuance of a certificate of occupancy. It could be in the amount of 25% of the cost of the landscaping (a cost estimate or a bill could determine the cost). This guarantee could be held for one year at which time a follow-up inspection would be performed to see if the landscape is healthy. If the landscaping passes the follow-up inspection then the guarantee would be returned to the party that submitted it.

71.6.2 (3) (a) Require that the plant materials shall equal or exceed existing or future standards as set forth by the State of Georgia and/or the plant materials shall conform to the standards established by the American Association of Nurserymen in the "American Standard for Nursery Stock".

71.6.2 (3) (c) Eliminate this section. 100% of the trees should comply with section 71.6.2 (3)(c)

71.6.2 (4) Require that at least 35% of a parcel consist of pervious surfaces.

71.6.2 (5) Require landscaped medians in all parking lots. Overstory trees should be required in all medians. Recommend peninsulas at the ends of parking rows. Each peninsula should be at least 9 x 18 for single loaded parking aisles and at least 9 x 36 for double loaded parking aisles. Each peninsula shall contain one overstory tree per 162 sf. Each peninsula should contain at least 50% shrub coverage with turf or ground cover within the remaining space, minus the space for mulch around trees.

71.6.2 (6) Require that all street planting yards be within private property. Recommend that section 71.6.2 (7) be referenced in this section for street tree planting requirements.

71.6.2 (8) Require that the plants within a perimeter buffer be at least 6' in height.

71.6.2 (9) Require that all parking lots contain at least canopy tree every 10 spaces (or no more than 12 spaces).

71.6.2 (10) Require parking lot screening along all streets, not just arterials). Recommend that parking lot screening be at least 36" high. Earthen berms should be only be used for large and unattractive uses, not general commercial. Earthen berms tend to reduce the quality of the pedestrian experience along the road. With enhanced design standards, the buildings should be more attractive and not necessary to screen with a berm.

Appendix "C" Standards Section 3.04 (2): 3 spaces per 1000 sf with a maximum of 125% of the minimum.

Other recommendations:

- Require a maximum parking limit of 125% of the minimum requirement.
- Revise the development standards and design guidelines (including signage) for the C-1 and C-2 districts to create a more pedestrian oriented type of development while still providing adequate provisions for automobiles and larger vehicles. Particularly along the Sam Nunn and Courtney Hodges corridors since these appear to be the primary gateways to Perry's downtown.
- Place all parking requirements for all uses and districts in the same section.

## **Helpful Resources**

### DCA's Model Interchange Development Ordinance

[http://www.dca.state.ga.us/intra\\_nonpub/Toolkit/ModelOrdinances/AltZ/6\\_2.pdf](http://www.dca.state.ga.us/intra_nonpub/Toolkit/ModelOrdinances/AltZ/6_2.pdf)

### DCA's Model Scenic Corridor Overlay District

[http://www.dca.state.ga.us/intra\\_nonpub/Toolkit/ModelOrdinances/AltZ/4\\_8.pdf](http://www.dca.state.ga.us/intra_nonpub/Toolkit/ModelOrdinances/AltZ/4_8.pdf)

### DCA's Model Sign Ordinance

[http://www.dca.state.ga.us/intra\\_nonpub/Toolkit/ModelOrdinances/AltZ/3\\_7.pdf](http://www.dca.state.ga.us/intra_nonpub/Toolkit/ModelOrdinances/AltZ/3_7.pdf)

### City of Roswell's Parkway Village Ordinance

[http://www.roswellgov.com/files/docs/PDF/comdev/Zoning/Zoning%20Ordinace\\_Final/Article\\_12.2\\_Parkway\\_Village.pdf](http://www.roswellgov.com/files/docs/PDF/comdev/Zoning/Zoning%20Ordinace_Final/Article_12.2_Parkway_Village.pdf)

### City of Roswell's Sign Ordinance

[http://www.roswellgov.com/files/docs/PDF/comdev/Zoning/Zoning%20Ordinace\\_Final/Article\\_22\\_Signs.pdf](http://www.roswellgov.com/files/docs/PDF/comdev/Zoning/Zoning%20Ordinace_Final/Article_22_Signs.pdf)

### Placemakers

<http://www.placemakers.com/>

### SmartCode

<http://www.placemakers.com/info/SCdownloads.html>

### Congress for the New Urbanism

<http://www.cnu.org/>

### New Urbanism

<http://www.newurbanism.org/>

### Smart Growth

<http://www.smartgrowth.org/>

### Form Based Codes Institute

<http://www.formbasedcodes.org/>

## Eastgate Mall Redevelopment

[http://www.doverkohl.com/project\\_detail\\_pages/eastgate.html](http://www.doverkohl.com/project_detail_pages/eastgate.html)

## Smart Communities Network

<http://www.smartcommunities.ncat.org/>

## CharretteCenter

<http://www.charrettecenter.net/charrettecenter.asp?a=spf&pfk=7&gk=243>

## North Bend Zoning Ordinance

<http://mswa.org/mc/northbend/nobend18.html>