

**Character Areas**

- |  |                           |  |                       |
|--|---------------------------|--|-----------------------|
|  | Lanier                    |  | Sawnee Mountain       |
|  | Big Creek                 |  | Etowah                |
|  | Haw Creek and Daves Creek |  | Campground            |
|  | Vickery Creek             |  | North Georgia 400     |
|  | South Georgia 400         |  | Chestatee/Jot Em Down |
|  |                           |  | McFarland             |

**Nodes**

- |  |              |
|--|--------------|
|  | Community    |
|  | Neighborhood |
|  | Regional     |

Proposed Hammond's Crossing Node Expansion  
 North Georgia 400 Character Area expanded to same area, Lanier Character Area reduced (proposed)

# 05 LANIER

## LOCATION:

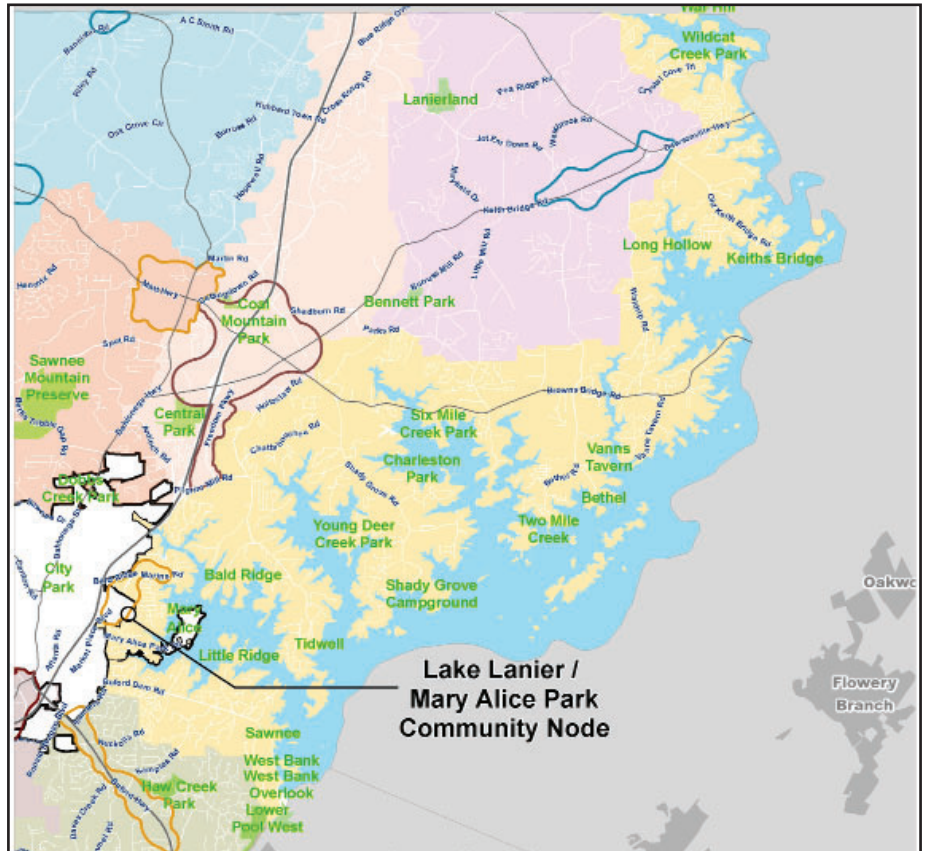
The Lanier character area consists of property in proximity to Lake Lanier.

## CHARACTER TODAY:

The Lanier character area is comprised almost exclusively of detached, single-family housing and conservation land protected by the U.S. Army Corps of Engineers (USACE). Housing here is predominantly in older, established communities along Lake Lanier.

## CHARACTER AREA GOALS:

- Infill areas and leverage redevelopment opportunities along and near the lake with lower- to medium-intensity residential.
- Create a town center/hospitality destination within the Lanier/Mary Alice Park Community Node to take better advantage of the lake’s assets.
- Require context-sensitive design that minimizes negative impacts on the lake.
- Increase public access to the lake in the design of new nonresidential and institutional uses.

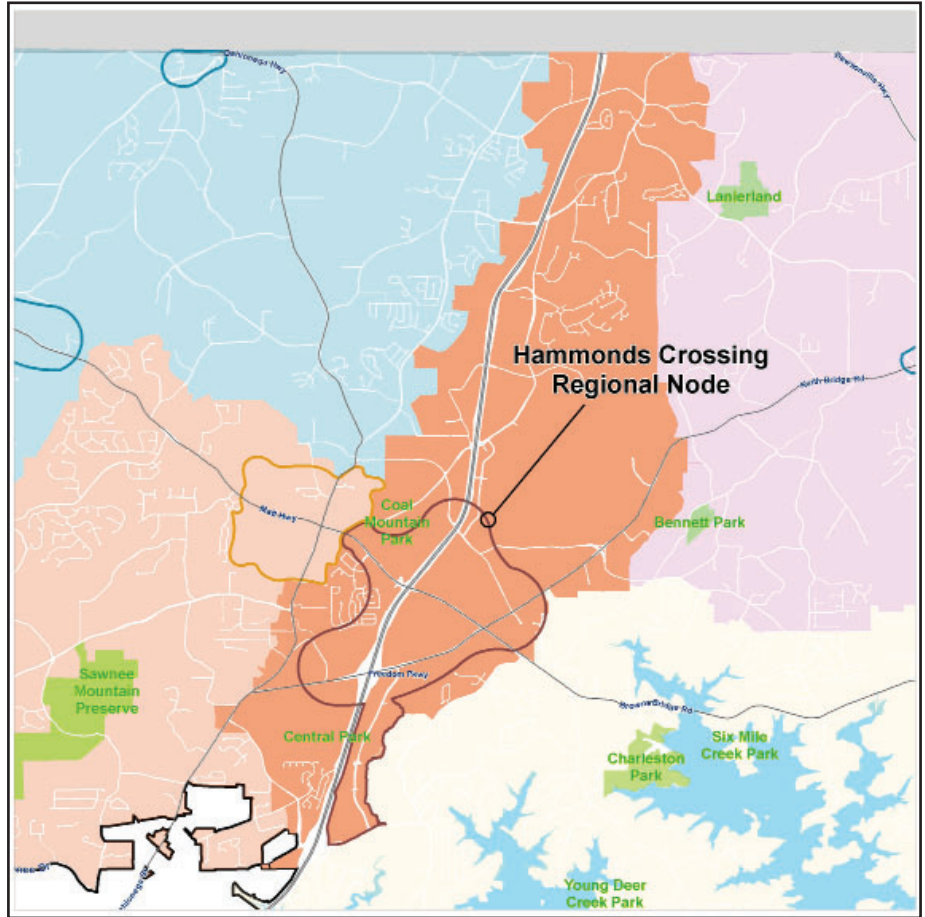


# 08

## NORTH GA 400

### LOCATION:

The North GA 400 character area runs along both sides of GA 400, from the northern edge of the City of Cumming to the northern border of Forsyth County.

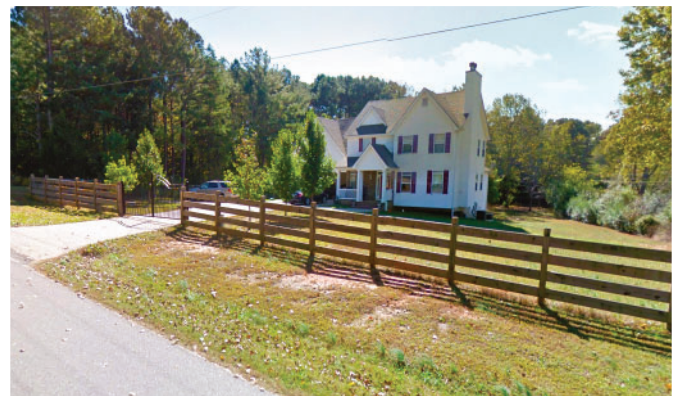


### CHARACTER TODAY:

The North GA 400 character area is mostly comprised of undeveloped and agricultural land, with some large-lot, detached, single-family properties off the main corridors.

### CHARACTER AREA GOALS:

- Create a mixed-use node with a focus on employment at the crossroads of GA 400 and Highways 369 and 309.
- Leverage GA 400 for business and industry growth.



## FUTURE CHARACTER:

The McFarland Node is appropriate for office and employment centers with higher intensity development along GA 400 and adjacent to major transportation corridors. With these employment centers comes the need for more housing integrated with and connected to job centers to alleviate some of the traffic burden that this character area faces. Residential development should be higher intensity near jobs and industry centers and transition to lower intensity neighborhoods to the north and west outside of the node and within the character area. As new development occurs, every effort should be made to enhance connectivity and integrate connections to local sidewalks and regional trail systems.

## APPROPRIATE ZONING CLASSIFICATIONS:

		McFarland	
		Ch. Area	Reg. Node
Residential	RES1	✓	
	RES2	✓	
	RES3	✓	✓
	RES4	✓	
	RES6		
	MHP		
Commercial	NS	✓	✓
	UV	✓	
	CBD	✓	✓
	HB	✓	
	HC	✓	✓
Office	BP	✓	✓
	O&I	✓	✓
	OR	✓	✓
	OCMS		✓
Industrial	M1	✓	✓
	M2	✓	✓
	MINE		
Agricultural	A1	✓	
	AgRES	✓	
Mixed-use	MPD		✓
	MU-C		
	MU-R		✓

## NON-RESIDENTIAL DESIGN GUIDELINES AND STRATEGIES:

- Future commercial development should primarily be located within identified development nodes. Outside of these nodes, commercial uses should be limited to designated commercial corridors.

Commercial uses along commercial corridors should be located at or adjacent to major intersections or adjacent to other commercial uses and where infrastructure is in place to accommodate higher intensity uses. Corridors that are currently designated as commercial corridors include Highway 9, McFarland Parkway, Union Hill Road, Shiloh Road (partial), McGinnis Ferry Road, Mullinax Road (partial), Post Road, and Ronald Reagan Boulevard.

- Shared driveways and inter-parcel connections are required.
- Transitions in development intensity should be designed as development moves from high intensity non-residential and mixed-use developments to residential areas. Where a gradual transition is unlikely to be achieved, buffering between development types through code requirements will be essential.
- Where feasible new streets and internal streets should follow a gridded pattern of small blocks for a more condensed form of development.
- Amenities such as (but not limited to) seating, public art, fountains and other outdoor landscape elements should be included within each development.
- Buildings should share similar design characteristics to provide repeating patterns, materials and colors to emphasize design integrity.
- Clustering of office and retail uses is encouraged. First floor retail and restaurant uses are desirable for both office and residential developments to promote a mix of uses.
- Buildings should be oriented close to the roadway with streetscape amenities for promotion of a high quality, live-play-work experience that has a defined sense of place.
- Deck parking is to be encouraged over large, surface parking lots.

### McFarland/Shiloh Rd. Regional Node

- Architectural character should be of a contemporary aesthetic that is congruent with current high tech development styles.
- Permit up to 6 stories for office structures and 5 stories in mixed-use structures. [Up to 9 stories may be permitted for office structures within nodal subarea as identified within the Forsyth County Unified Development Code.](#)
- Encourage retrofitting of existing commercial and retail strip development in areas that are likely to undergo renovation or potential demolition in the long-range planning period.
- Support lodging services and meeting facilities to provide further opportunities for visitors to enjoy local amenities.
- Support economic development activities, particularly office development, in an effort to increase and diversify the county's tax base.
- Encourage civic and cultural uses as well as entertainment establishments that will promote community interaction and public open space.