

2013

Roswell Urban Redevelopment Plan



City of Roswell

Originally adopted 2010, amended

11/6/2013

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Resolution of Support

Introduction

The City of Roswell Urban Redevelopment Plan, as authorized by O.C.G.A. sec. 36-61-1 et. seq., is intended to address areas in the City's aging commercial core that are in need of redevelopment. The area in question centers on census block groups with the highest percentage of poverty in North Fulton County. Once a thriving retail district, it is now plagued by disinvestment, aging housing and commercial structures, obsolete building uses, and other indicators of blight. The City of Roswell has a State Opportunity Zone that is contained within the boundaries of the 2010 Urban Redevelopment Area boundaries. Once the updated Urban Redevelopment Plan is approved, the City will apply to amend Opportunity Zone 1 to include the commercial areas.

Even though this plan has been in effect for only three years, the City of Roswell decided an update is in order because of changes that affect the plan. Reasons for this update include the following activities that impact the Urban Redevelopment Area:

- The City completed its 2030 Comprehensive Plan.
- The City is undergoing a zoning update that involves creation of a Unified Development Code.
- The 2010 Census (ACS) poverty rates were revised, which changed Roswell's distribution of poverty in block groups (see Attachment 1).
- The City completed a Strategic Economic Development Plan. Most of the City's commercial areas are within the URA.
- The Historic Gateway Master Plan has introduced some new concepts to the Atlanta Street corridor.
- The City has completed a study at the Georgia State Route 400 and Holcomb Bridge Road interchange that is being considered for grandfathering into the Atlanta Regional Commission's Livable Centers Initiative program for transportation funds.
- The Roswell Downtown Development Authority was reactivated, and their focus area is within the URA.
- The City started administering an Entitlement Program for CDBG. All of our CDBG projects have been within the URA.
- The Roswell Housing Authority changed leadership and is planning new projects.
- The Mayor and City Council passed a Hybrid Form-Based Code for the Grove Way neighborhood.
- The City was selected to participate in the Georgia Initiative for Community Housing.
- The City is applying for amendments to Opportunity Zone 1.
- The Roswell Business Alliance was created to facilitate economic development.

Consistency with General Plan

The Urban Redevelopment Plan is consistent with the City's current Comprehensive Plan. The City of Roswell completed its 2030 Comprehensive Plan in 2011 using the State's updated planning standards and adopted the URA as part of that plan. The Comprehensive Plan refers to the URA in several places emphasizing its role in economic development and housing.

The Vickery Creek National Recreation Area is near the center of the Urban Redevelopment Area; however, there is no intention to change the zoning or use of any parkland (City or Federal). Rather, they are included in the plan because the City's historic center is anchored by this area, and as such, these important resources must be considered when undertaking redevelopment projects and infrastructure improvements. These natural areas have been included in the Groveway Charrette and the Historic Gateway Master Plan. They are part of the City's trail network, and new connections have been proposed that involve other areas of the URA.

Additionally, there are residential areas included in the plan. In this Update, the plan needed some adjusting in areas where residences should have been included, and one area where some homes need to be removed from the map. Some included neighborhoods are in transition, and their inclusion reflects the redevelopment potential of such areas as targets for future mixed use, mixed income, workforce housing and lifelong housing development. Neighborhoods were also included in areas where targeted code enforcement is desirable.

Other more established neighborhoods exist in the city center and are part of or adjacent to the downtown historic district. Depending on the proximity to existing commercial uses, these homes may be appropriately converted to office and retail uses or as live-work space. Their inclusion is intended to provide appropriate treatment of sensitive properties.

In addition to the Comprehensive Plan, several other planning studies impact the Urban Redevelopment Area. Among these plans are the Historic Gateway Master Plan, Midtown Roswell Livable Centers Initiative, Atlanta Street and Town Square Livable Centers Initiative, Town Square Charrette, Groveway Community Charrette, Holcomb Bridge Road East Revitalization Study, Mimosa Boulevard Report, Mansell Road Extension Public Participation Meeting, Northwest Quadrant Economic Development Analysis, and the Transportation Master Plan. In addition, the DDA completed a Downtown Development Master Plan for properties in the historic downtown core.

Boundaries of the Urban Redevelopment Area

The Urban Redevelopment Area follows the commercial corridors with the most redevelopment needs in the City. It is bounded by the intersection of West Crossville Road and Crabapple Road to the West, Old Roswell Road and Hembree Park Drive to the North, Holcomb Bridge Road (SR 9) and Terramont Drive to the East and Atlanta Street and Riverside Drive and Azalea Drive to the South at the Chattahoochee River. With the addition of new Census poverty data, the City is adding the commercial area along the Marietta Highway (SR120) corridor. Another residential area is being added to the southwest of the SR 9 and Holcomb Bridge Road intersection, bounded on the south by Prospect Street and to the west by Canton Street at Minhinette Dr. The revised URA also includes an office complex at Crabapple Rd and Macy Dr. Additionally some subdivision parcels to the west of Atlanta Street which were inadvertently included because they follow the boundary of the historic district guidelines are being deleted from the URA. Please see the map in Attachment 2 for details.

The City reactivated its Downtown Development Authority in January 2012. Prior to this time the DDA had been inactive since the mid-1990s. The appointed board members have spent time this year getting organized and setting up their structure. They have also been actively identifying “catalyst properties” and assembling a property inventory. The DDA board has divided the large downtown development area into four discrete zones. They are prioritizing their efforts on the Village zone, which includes Historic Roswell from the River to Strickland Road and Alpharetta Street.

Conditions Assessment

The Roswell Urban Redevelopment Area can be described as an older suburban retail, office, and light industrial district, with an historic downtown. As is the case in most redevelopment areas, many of the properties are blighted. Significant disinvestment, decay and obsolescence exist, especially along the commercial strip corridors that anchor this area.

“The City of Roswell’s nonresidential development patterns are a product of previous administrations’ decisions to resist more intense development patterns. Nearly 47% of all non-residential space is retail space, with shopping centers accounting for half of this total... with stable hotel and dining markets that have not shown strong growth indicators... There is very limited class “A” office space in Roswell despite the substantial success of North Fulton County within this market segment. Overall, Roswell’s noncommercial uses reflect its location as a suburban bedroom community.”

-- Roswell Strategic Economic Development Plan, 2012.

The Georgia Urban Redevelopment Law (O.C.G.A. 36-61-1 et. seq.) defines a redevelopment area as “a slum area which the local governing body designates as appropriate for an urban redevelopment project.”

A slum area is defined in the law as an area, in which there is a predominance of buildings or improvements, whether residential or nonresidential, which by reason of:

- Dilapidation, deterioration, age, or obsolescence;
- Inadequate provision of ventilation, light air sanitation, or open spaces;
- High density of population and overcrowding;
- Existence of conditions which endanger life or property by fire and other causes, or;
- Any combination of such factors,
- Is conducive to ill health, transmission of disease, infant mortality, juvenile delinquency, or crime and is detrimental to the public health, safety, morals or welfare.

Slum area also means an area which by reason of:

- The presence of a substantial number of slum, deteriorated, or deteriorating structures;
- Predominance of defective or inadequate street layout;
- Faulty lot layout in relation to size, adequacy, accessibility or usefulness;
- Unsanitary or unsafe conditions;
- Deterioration of site or other improvements;
- Tax or special assessment delinquency exceeding the fair market value of the land;
- The existence of conditions which endanger life or property by fire and other causes;
- Having development impaired by an airport and related transportation noise or by related environmental factors; or
- Any combination of such factors,
- Substantially impairs or arrests the sound growth of a municipality or county, retards the provisions of housing accommodations, or constitutes an economic or social liability and is a menace to public health, safety, morals and welfare in its present condition and use.

When the Urban Redevelopment Area was first designated in 2010, it contained the most significant pockets of poverty in the North Fulton. These were the only such block groups in Fulton County north of the Chattahoochee River, and the only ones within a six-mile radius in any direction. In addition, the area includes CDBG target neighborhoods with a high proportion of low- to moderate-income households. (See map at Attachment 3). Single-family neighborhoods and multi-family dwelling units in these segments have numerous code enforcement and structural issues.

**Roswell Police Department – Apartment Activity for 2012
Complexes in the URA out of the total 26 complexes reported**

Complex	Number of Units	# of Calls for Service*	Ranking ***	# of Index Crimes**	Ranking ***
Arium North Point	236	190	10	7	22
Aspen Pointe	300	294	5	31	3
Concepts 21	304	456	2	23	6
Crossings at Woodbridge	268	354	4	36	2
Eagles Crest	200	139	15	6	21
Frasier Street Apt	152	208	3	6	16
Grande Oaks	270	113	24	11	15
Marquis Trace	312	564	1	32	4
Park 83	664	440	16	251	18
Riverwood	340	223	17	19	7
Rosemont	270	171	20	11	14
Roswell Creek	508	367	13	50	5
Wood Creek	340	309	7	49	1

* Traffic Stops that referenced the above complexes were removed.

**Index Crimes: Rape, Robbery, Murder, Aggravated Assault, Burglary, Theft (includes Larceny and Entering Auto), Motor Vehicle Theft, and Arson.

*Calls for Service: All activity handled by the Roswell Police Department, including criminal activity, traffic/roadway situations, disturbance calls and primarily requests for information or services.

“I whole-heartedly support the establishment of an Opportunity Zone in Roswell. The area identified for the zone contains neighborhoods with the highest crime rates in Roswell. Many of the people living in these areas are unemployed or under-employed, and the abandoned buildings in the area serve as a gathering point for drug use and gang activity. Unless the City is able to reclaim these areas, the problems of crime, drug use and gang activity will only grow.”

-- 2010, then Roswell Chief of Police Ed Williams

Major growth in the City of Roswell occurred during the 1970s, concentrated along State Route 9. The opening of GA 400 in the early 1980s precipitated the spread of development into the area during the 1980s and 1990s. Today at the crossroads of the Urban Redevelopment Area, Holcomb Bridge Rd/Crossville Rd (Hwy 140/92) and Alpharetta Highway (Hwy 9), the prevailing characteristics are half-empty shopping centers and high traffic volumes as the corridor has become a regional thruway to SR 400.

Several factors contribute to the decline in Roswell’s commercial corridors. Once a regional shopping destination, Roswell has seen its retail capacity overtake demand. This trend was

documented as early as 2003 in the City's Redevelopment Strategy, which reported an average 60 square feet of retail space per capita. At that time, the national average of retail space per person in shopping centers was 20 square feet according to statistics published by the National Research Bureau Shopping Center Database. In addition to finding that Roswell has too much retail space, the report also found that relative to surrounding areas, average retail rents are lower, retail structures are in need of updating, and the limited lifespan of big box retail stores and deliberate vacancies hurt neighboring retail and contribute to blight.

Roswell's Strategic Economic Development Plan completed in 2012 corroborates the impact of abundant aging retail uses:

"The opening of North Point Mall was a substantial turning point for retailing in North Fulton County and has continued to impact the City of Roswell's retail market. Prior to the Mall development, Roswell was the premier destination for retail goods and services in North Fulton. As a result, Roswell had more retail space than could be supported just by the residents of the City. The opening of the Mall and the critical mass developing around it has shifted regional consumption patterns, attracting several retailers to relocate from Roswell just across the border into Alpharetta."

The following section describes the slum and blighting conditions in the Roswell Urban Redevelopment Area with attention to individual segments.

GEORGIA 400 AND HOLCOMB BRIDGE ROAD

The GA 400 and Holcomb Bridge Road segment includes areas that were studied in the Holcomb Bridge East Revitalization Study in 2005 (GA 400/Old Alabama Node) and the Northwest Quadrant Economic Analysis in 2007 (Northwest of Georgia 400 and Holcomb Bridge Road). It is important to note that the conditions observed in these studies preceded the recent economic recession. Retail and housing markets continued to decline since the analysis was completed. The recent recession caused dramatic downturns.

Predominately a commercial area, the residential offerings in this segment are low- to moderate-income and primarily multi-family. Apartment complexes in this area include Marquis Trace at Old Alabama Road and Raintree Drive, as well as Wood Creek and Concepts 21 at Old Holcomb Bridge Road. These complexes are notorious for their code violations and crime statistics. The area also includes single family, townhome and duplex neighborhoods that vary in price, size and condition with those subdivisions closest to the corridor being on the lower end of price.

The Transportation Department contracted a study of the Holcomb Bridge Road and State Road 400 interchange with consulting team Pond Co. and ARCADIS. The study resulted in a Master Plan completed in August 2012, and made observations about the interchange.

- Nearly one third of the traffic crossing the Chattahoochee River on SR 400 travels to and from HBR.
- HBR faces heavy congestion and safety issues along most of its segments, especially the segments in the vicinity of the HBR/SR 400 interchange.
- These issues create a formidable barrier to pedestrian and bicycle movement, which are key to connecting the community at a human scale.
- The HBR/SR 400 interchange serves as the primary gateway to Roswell, but lacks the aesthetics deserving of a gateway to the City.

Issues identified in the Corridor Study include:

- Congestion
- Safety
- Bike/Pedestrian usage high
- No transit service east of SR 400
- Connectivity
- Aesthetics

GEORGIA STATE ROAD 400 AND OLD ALABAMA NODE

The GA 400/Old Alabama Node is the commercial and office activity center that extends along Holcomb Bridge Road for approximately one mile from the GA 400 interchange to (and slightly beyond) Holcomb Woods Parkway. The area identified as the 400/Old Alabama Node also extends along approximately two miles of the frontage of Georgia 400.



Holcomb Bridge Road westbound about 1 mile east of GA 400

The eastern part of Holcomb Bridge Road is a five-lane state highway linking roads to the southeast—Peachtree Industrial Boulevard, Buford Highway, I-85—with GA 400 and Alpharetta Highway to the northwest. Although a significant portion of the traffic on this corridor bypasses most of the corridor area as it heads to and from the office and retail concentrations

farther to the north along Mansell and Haynes Bridge Roads and along GA 400, the roadway's high traffic volume and the presence of large residential areas nearby spurred the development of large strip-style commercial centers along the corridor. However, as the suburbs of Atlanta have pushed further north, newer commercial centers such as North Point Mall, The Avenue at East Cobb and the Forum on Peachtree Parkway have drawn shoppers away from Holcomb Bridge Road and led to the continuing and rapid decline of older commercial centers along the corridor. Current economic conditions have accelerated this decline.



(Left) Beverly Hall, vacated in 2009 became (right) ABRA Glass, opened 2011

Despite the variety of housing types and commercial shopping opportunities in the corridor there is little connectivity between the neighborhoods and retail outlets. Although most shopping centers and other commercial and office developments have sidewalks along their roadway frontage, these centers are not well integrated with nearby residential, employment, educational or civic uses. The residential developments along the corridor also lack roadway connectivity with other residential areas and the commercial centers. The current lack of connectivity between the retail, office, and civic uses and the residential areas of the corridor has contributed in part to the decline of the retail environment and is a key factor in the traffic congestion experienced throughout the corridor.

The 400/Old Alabama Node is recognized as a location for corporate and professional offices as well as for large retailers. Major corporations, such as Kimberly -Clark, have made long-term commitments to office properties in this location, which has strong assets of accessibility to the transportation system and a highly educated workforce.

The two largest existing commercial centers, King's Market and Holcomb Woods Center, have experienced significant amounts of vacancy in recent years. King's Market experienced a significant tenant loss when Home Depot moved from its present location to a site on Holcomb Woods Parkway that was a Wal-Mart site. The long term prospects of both of these centers are uncertain due to their aging infrastructure and the general design of the centers, which has become outdated in comparison with contemporary high-end retail environments. Since the

analysis was issued, ownership of King's Market has changed, which along with Opportunity Zone tax credits has assisted in refilling the center.



King's Market: (left) Former CompUSA, now seasonal charity collection center, (right) Former Home Depot, now Sky Zone.

Secondary to retail commercial in the 400/Old Alabama Node is professional office use. Based on market surveys, there are approximately 600,000 square feet of office space in the area currently, not including the Kimberly-Clark corporate campus. Due to location advantages such as immediate access to SR400, there is great potential for additional future office redevelopment.

The multi-family apartment buildings in this section of the redevelopment area are older properties. Conditions of slum and blight are presented below.

CONDITIONS AT MARQUIS TRACE APARTMENTS

The Marquis Trace apartment complex is one of the aging, garden-style apartment complexes that is the predominant multifamily housing style in Roswell. The complex has had its share of code enforcement issues as seen in the photos below. These issues were identified in a code enforcement sweep in February of 2008, which was re-inspected in 2009. Since then the management and ownership has changed.



Water and mold in a vacant unit



Faulty wiring



Debris, shearing under pad, rotten door



Broken window and rotting sill

In addition to the conditions pictured above, there were dangerous decks with posts not anchored in the ground or pads below, water leaks into walls, debris and trash in the property and in the pond, and significant drainage problems that lead to severe erosion. At the time of these photos, then-called King's Bridge was about 50 percent vacant. Ownership changes hands frequently, and even the most well-intentioned management company has challenges with keeping the units maintained. The complex has again changed ownership since the original Urban Redevelopment Plan, and the complex is currently ranked 1st out of the 26 complexes listed in the city's 2012 crime statistics.

NORTHWEST QUADRANT OF GEORGIA SR 400

The Georgia State Road 400 and Holcomb Bridge Road interchange is one of the most congested and challenging in the City of Roswell, so much so that SR 400 has become a dividing line between East and West, which many residents do not dare to cross. Fears of density, intense uses, and increased traffic have become barriers to redeveloping the node around this interchange. Apartments, hotels and commercial uses predominate in the Northwest quadrant. Since the recession, the area has experienced some of the City's highest foreclosure rates, and includes neighborhoods targeted in the City's CDBG and Neighborhood Stabilization Program. Population rose to the point where according to the most recent census, one census block group was split into two block groups. The predominate characteristics are:

- Dominant and growing Hispanic population of 70 percent
- 31-33 percent poverty
- Low incomes with a median household income of \$37,786
- Housing stock that is mainly multifamily, 72 percent rental and lower than average value with a median home value of \$134,200
- Sixty-seven percent of the population has at least a high school diploma

CONDITIONS AT ROSWELL CREEK APARTMENTS

Roswell Creek is a large property with 498 units. This complex has changed ownership and management several times during its existence. Following a 2009 flood, units were vacated from a flooded building that was situated within a stream buffer with erosion issues. The day these photos were taken, shards of tempered auto glass in a parking space indicated that there had been a recent car break-in. Roswell Creek ranked 1st in the 2010 city index crime statistics. Since instituting a Crime-Free housing program with the Police Department the crime rate has dropped, and it ranks 5th in the 2012 statistics for index crimes.



Erosion caused by flooding



Graffiti is a common sight



Litter not cleaned up on property



Dumpster violations

CONDITIONS AT CONCEPTS 21 APARTMENTS

Concepts 21 is number 2 for all police calls in 2012. This complex is situated between an extended stay motel and a La Quinta Inn, and is directly behind a Red Lobster restaurant that fronts Holcomb Bridge Road. The wall below is a noise barrier for SR 400 at the entrance to the property.



Old Holcomb Bridge Road graffiti



Damaged siding

RESIDENTIAL NEIGHBORHOODS: LIBERTY SQUARE AND HOLCOMB'S CROSSING TOWNHOMES

Homeownership here is limited to one single family neighborhood, a townhome community and scattered single family and attached units, including a Habitat for Humanity-constructed triplex. Because of the rise in abandoned and foreclosed properties in these two neighborhoods, the City chose these properties as the Neighborhood Stabilization Program (NSP) target area in order to preserve workforce housing opportunities in the City. Habitat for Humanity purchased six homes for rehabilitation with NSP funds.



Two of the Six NSP Acquisition/Rehabs in Liberty Square and Holcomb's Crossing

Conditions at Liberty Square

Liberty Square is the only single-family subdivision in the Northwest quadrant. Properties in this neighborhood suffer from a lack of maintenance, and the subdivision has one of the highest rates of code enforcement actions.



Graffiti in Liberty Square



Foreclosure for sale in 2010



Broken basement window, vines removed



Debris in yards and lack of maintenance is common

Holcomb's Crossing Conditions

For the most part, the Holcomb's Crossing neighborhood is well maintained by a management company; however, the foreclosure crisis is taking its toll on the funds the management company has available to continue its level of maintenance. Evidence of this new trend can be seen in the appearance of gang-related graffiti in the neighborhood.



Market rate sale



Foreclosure next door



Gang graffiti in Holcomb's Crossing neighborhood



NORTHERN INDUSTRIAL AREA

This area abuts the Alpharetta City limits as well as properties in the URA2 that was approved in March 2013. Due to new poverty data from the 2010 census, the City created the new URA and has applied for a second Opportunity Zone there. This area includes one residential neighborhood of attached housing, Old Roswell Corners, which is suffering from blight as seen in the photos below. The residents lack convenient connections to transit, but are within walking distance to several office/industrial complexes and about a 40 minute walk to North Point Mall. The UDC draft zones Old Roswell Corners as Office Park, anticipating redevelopment to a more appropriate use as a large share of Roswell's industrial zoning is in the area.



Blighted Roswell Corners neighborhood across from Northfield Business Center



Demolition of duplex on Dassow Ct.

The property below is two parcels totaling 74 acres that stretches across Old Roswell Road. The Roswell Corners neighborhood pictured above is just south of this property. As shown in the photos, the property has become a dumping area. An unsecured dirt road leads from Old Roswell Road onto the property. There is also evidence of camping and hunting with tables, a tree stand and large coolers left behind. The ruins of an old homestead were also discovered

amid broken bottles, old cigarette packs, and other debris. The property is currently zoned as residential, but the UDC lists the property as zoned Mixed-Use Commercial with the potential for six-stories.



Illegal dumping on vacant land.



Tree stand and blind apparently left after hunting.



Ruins of old homestead

ALPHARETTA HIGHWAY NORTH OF MANSELL RD.

North of Holcomb Bridge Road on Highway 9 is heavily commercial with visual blight from obsolete commercial and retail buildings. Many vacancies exist on this stretch in both shopping centers and freestanding locations.



Offices on Sun Valley Rd.



Retail store on Alpharetta Hwy north of Mansell Rd.



Facing North on Alpharetta Hwy.



Recently demolished for Honda dealership expansion: Before and After

MIDTOWN ROSWELL

State Highway 9 (Alpharetta Highway) is the commercial spine of Midtown Roswell. The extent of this area spans Highway 9 from the north at Mansell Road and terminates at Norcross Street to the south. The intersection of Highway 9 and Holcomb Bridge Road is the hub of Roswell's central business district. Traffic conditions brought about the use of red-light cameras both at this intersection and at Highway 9 and Mansell Road, which have been dismantled because they did not prevent accidents, and a new blue light system has been installed in their place. The aging commercial corridor is cluttered with the visual blight of overhead power lines, billboards, signage and lack of vegetative screening.

NORTH OF HOLCOMB BRIDGE ROAD

On the northwest corner of the Highway 9 and Holcomb Bridge Road intersection the Roswell Town Center Mall shopping center sits without its former anchor stores in a sea of empty parking. Since the creation of the City's Opportunity Zone, new tenants have resulted in over 120,000 square feet of additional occupied space at the Roswell Town Center though as of May 2012, it was still 41% vacant.



Town Center Shopping Center

At the Roswell Village Shopping Center on the southeast corner, conditions have deteriorated even further than in the original URP. Even lower-end retailers like dollar stores and discount clothing stores have closed or relocated. Older, more established stores such as Publix and Eckerd's are long gone.



Roswell Village Shopping Center

SOUTH OF HOLCOMB BRIDGE ROAD

To the south of the Highway 9 and Holcomb Bridge road intersection, the corridor is characterized by aging commercial structures and older homes that are being used as office and retail space. Many homes along Alpharetta Highway are over 50 years old, but have been drastically modified such that they have little to no historic value. Vacancy rates are high on this stretch of highway. The franchise food establishments of the past have been replaced by fly-by-night business schemes, threatening the economic sustainability of the corridor.

In 2012, the Midtown Streetscape was completed. This was the hallmark project of the Roswell Midtown LCI study. The streetscape included new sidewalks, pedestrian lighting, small median islands and a colored-asphalt, textured center lane. The new street is more attractive and safer for pedestrians.



Alpharetta Street Before and After Streetscape Project



King's Creek shopping center on Alpharetta St.



Frasier Street Apartments

Although there is a mixture of neighborhoods in the Midtown district, much of the housing stock is over 40 years old (38%), and includes some of the most affordable housing stock in the City. Midtown is in a CDBG-target area. Housing ranges from stable single-family neighborhoods, a converted loft development with surrounding newer townhomes, and aging garden-style apartments.

Between Alpharetta Street and Warsaw Road lies a CDBG target neighborhood that is one of the more stable, single family neighborhoods in the Urban Redevelopment Area. Although there are a fair number of rental properties in this modest neighborhood, the homes are older and many do not have mortgages. This has kept the number of foreclosures to a minimum.



CDBG funded Waterline installation in URA



CDBG-funded Traffic Calming in URA

A residential neighborhood southwest of the intersection of Holcomb Bridge Road and State Road 9 and bounded on the west by Crabapple Road is included as an addition to the URA. This neighborhood has seen its share of code enforcement actions and is in need of additional attention.



This property had numerous maintenance and code issues.



The property was demolished and cleared in 2012 after the home was destroyed by explosives.

ATLANTA STREET AND TOWN SQUARE LCI STUDY AREA

The Roswell Town Square/Atlanta Street Corridor study area encompasses approximately 625 acres along a 1.5 mile stretch of Atlanta Street between the Chattahoochee River to the south and Norcross Street to the north. The study area encompasses historic downtown Roswell including Town Square, Mimosa Boulevard, Canton Street and the area around Oak Street that is also within a separate neighborhood plan called the Grove Way Community.

Due to the dual nature of Atlanta Street as both a heavily traveled regional commuter route and a local roadway connecting the City of Roswell to its historic and cultural assets, the corridor presents unique redevelopment challenges. Regional growth has resulted in significant peak-hour traffic congestion, while safety is a concern at all times along Atlanta Street for automobiles and pedestrians alike. The potential to increase capacity and improve connectivity is hampered by the study area's scenic, undulating topography and the limited number of river crossings regionally. The unique historic character has been eroded by commuter traffic impacts and auto-oriented, disjointed, and often incompatible land uses that have developed along the corridor. Historic antebellum homes, residential subdivisions, strip retail centers, and

underutilized industrial areas are located virtually side by side, with limited pedestrian connections and without a cohesive vision or relation to the area's historic character.

The Atlanta Street/Town Square LCI Study Key Findings:

- *The balance between jobs and housing in Roswell, as well as the study area, is healthy, creating the opportunity for a community where residents can both live and work.*
- *Employment within the City is spread among various moderate-pay economic sectors led by retail, accommodation, and food service jobs, which together make up 28% of all total jobs within the city. This compares to 16% of the total jobs in these sectors in the overall Atlanta MSA.*
- *Within the study area, however, these jobs make up only 8% of overall employment. The study area is weighted heavily toward government jobs (43%), with a secondary focus on business and legal service jobs (11%). These sectors comprise 13% and 17% respectively of the Atlanta MSA. This may signify an opportunity to continue to expand these higher-paying, white-collar sectors, which can tend to locate in and enhance urbane, mixed-use settings.*
- *The demographic composition of the study area's households is slightly older, less affluent, and comprised of more one- and two- person households than the city as a whole. This may point to an opportunity to develop more residential units that cater to smaller household sizes and more moderate price points, those that often fit into a walkable mixed-use format.*
- *The performance of existing residential units in the local area has been mixed. The current slowdown in for-sale housing has impacted the area somewhat, but the unique nature of the corridor, including the historical and environmental assets, should allow for the addition of successful residential products in the future. While the apartment market continues to thrive and rental market opportunities may present themselves, there tends to be a local preference for owner-occupied housing.*
- *The market conditions for commercial land uses in the area appear healthy. The newest or most recently renovated spaces appear to outperform the more outdated space.*
- *The study area has fewer families and its residents are older than Roswell citywide, Fulton County, North Fulton and Metro-Atlanta.*
- *Providing housing options for mature couples already residing in the study area and for those aging in place throughout North Fulton will be an increasingly important opportunity for the City, particularly in the study area. These options could include smaller-lot detached products, townhouses, age-targeted quads, and potential condo flats.*

HISTORIC DOWNTOWN

Downtown Roswell extends from the town square at Atlanta Street (SR 9) and Marietta Highway (SR 120) to Norcross Street and the Canton Street shopping area (Uptown) and east to an emerging shopping district on Oak Street known as SoCa (South of Canton). The Roswell National Register Historic District surrounds the square, and three City-owned historic house museums are individually listed on the National Register of Historic Places.



Roswell Town Square



Historic shops across from square

Town Square Conditions

The Roswell town square is the historic focal point of the City, and is surrounded by the City's most historic resources including the site of the 1854 mill ruins and machine shop, Barrington Hall, and Bulloch Hall. The square itself uniquely follows a traditional New England-style square pattern, rather than the more Southern courthouse square.



This Atlanta St. property was recently purchased by a business, but collapsed when being moved back on the lot.



The square is surrounded by businesses, most of which serve neighborhood needs. There is far less retail in this area than uptown on Canton Street, which is more of a shopping destination. East of the Square, the Mill Village includes one of the first apartment buildings ever built for mill workers, and residential architecture not usually seen in the South.

On the western perimeter of the square lies the City's original Main Street, Mimosa Boulevard, featuring high-style historic homes and churches rich in U.S. and Civil War history. While some homes have been adapted as event or office space, others remain residences.



Mimosa Blvd. Residence



Roswell Presbyterian Church circa 1839

There are redevelopment opportunities along Mimosa Boulevard. One is Magnolia Hall Apartments. These apartments are outdated and somewhat obsolete in terms of the size and condition. Like many of Roswell’s older downtown multifamily dwellings, the complex is too small to be counted on the police crime ranking report; however, according to Police Department staff, Magnolia Hall has frequent police calls.

Also pictured below is Crossroads Second Chance North, the alternative discipline school for students in the North Fulton area. The program serves 9 out of the 12 school clusters in the Fulton County district. Crossroads is a place where students who have been expelled from their home school can attend middle or high school in a structured environment. The city has identified this site for potential redevelopment if and when the school board ever decides to vacate this building.



Magnolia Hall Apartments



Crossroads Second Chance School

MIMOSA BLVD. TO CANTON ST. – UPTOWN

Other redevelopment opportunities exist on the north end of Mimosa Boulevard where the City extended the road to Webb Street to create a connection to the Canton Street shopping district and to provide access to 43 new parking spaces. Existing shops on Webb Street suffer from a lack of visibility. Foot traffic created by the new adjacent parking spaces is expected to increase

interest in these stores. Hopefully this will lead to interest in the depressed neighborhood that is further down Webb Street. The residences on Webb Street are mainly substandard units with little to no maintenance. An abatement strategy developed for the area in 2003 resulted in the demolition of two dilapidated houses.



Two substandard Webb Street homes



Completed Mimosa Boulevard extension and new parking spaces

ATLANTA STREET TO THE MUNICIPAL COMPLEX

The stretch of Atlanta Street between Sloan Street and Hill Street is characterized by aging commercial structures with a number of chronic vacancies. The corridor is further blighted by unsightly overhead power lines that are anchored into narrow, broken sidewalks that are unsafe for foot travel.



Atlanta Street at Maple St.



Southbound Atlanta St across from City Hall

“An Opportunity Zone in Roswell will provide the incentive for additional GDOT funding for transportation projects in the city.”

– State Senator Brandon Beach



Boarded up apartment building was demolished at Oxbo Rd. and Hwy 9

GROVE WAY COMMUNITY

Within the Grove Way Community are 104 units of public housing, including senior housing, operated and maintained by the Roswell Housing Authority. The area is also home to the North Fulton Human Services Center. This facility houses the Child Development Association of North Fulton, Housing Initiative of North Fulton, Groveway Community Group, Ebenezer Church of God, and Families First counseling services. Roswell’s first city park facility, Waller Park and Recreation Center, is at the end of Oak Street. Services provided here include a YMCA after school program for the neighborhood’s economically disadvantaged youth.



Waller Park Recreation Center



Waller Park Multi-Purpose Room

The City and the community began the planning process in 2007 to redevelop the Groveway area. With a grant from the Atlanta Regional Commission (ARC) and extensive community involvement, the City completed a study of Groveway. During this first step, a series of short-term and long term recommendation were made relating to land use, urban design and transportation. In February of 2009, the City was awarded a second ARC grant to hold design charrettes (community stakeholders input exercises) that would result in a more fine-tuned vision for the area. This stakeholder committee spent several months discussing issues, challenges and opportunities along with strategies for meeting the needs of all current and future residents in the area.

The Groveway project has been a community driven effort with multiple meetings for citizen input. The City held a two-day charrette with citizens, and four community meetings and 17 Groveway Stakeholder committee meetings following the charrette. The result is a mixed-use zoning code overlay that can recreate the area. Adopted in 2012, the Groveway Community Hybrid Form-Based Code is an opportunity to revitalize this area into a thriving, vibrant neighborhood.



North Fulton Service Center Before...



...and After Renovation

OAK STREET

The Atlanta Street/Town Square LCI study noted the Oak Street area as a pocket of poverty that has not benefited from new development and is ripe for reconfiguration as evidenced by much older and somewhat dilapidated housing. This street is the commercial spine of the Groveway neighborhood, and provides access to the MARTA public transit system. Some commercial-retail redevelopment activity has occurred on Oak Street. It is hoped that with more public investment and new incentives, more commercial redevelopment will occur.



Pleasant Hill St. Home



SOCA Shopping Center



Grove Way



Roswell Housing Authority

HISTORIC GATEWAY

The Historic Gateway to Roswell begins at the bridge over the Chattahoochee River traveling north to the Town Square at State Route 9. This segment has a long and varied history as beginning as Cherokee lands and then the textile mills upon which Roswell was founded. Crossing the river on this corridor into Roswell is beautiful with National Park Service land to the east, but this beauty belies the unwelcoming experience of a decades-old reversible lane that confuses and frightens travelers, especially those on foot or bicycle. As one of a very few Chattahoochee River crossings for regional travel, high congestion chokes the Azalea/Riverside Drive intersection at peak hours.



Used car lot on Atlanta St.



Roswell's southern gateway at the Chattahoochee River

Transportation safety is of utmost concern in the redevelopment of this segment of SR 9. Accident totals at the river gateway intersection are the City's highest. Further north, left turn movements in and out of adjacent parking lots and streets are daunting if not impossible at times. The rolling topography that provides the scenic vistas also impedes traffic circulation. Transit users have little protection from the street and lack sidewalk access or seating areas at several stops.



Reversible lane on Atlanta St. into Roswell

In addition to road improvements, there is high need for other infrastructure upgrades. Pedestrian and bicycle facilities are often inadequate, missing, and dangerous. Utility poles located in the narrow sidewalk complicate foot travel and make it unusable for those who use wheelchairs or push strollers. Storm drainage is inadequate with non-functioning inlets, resulting in erosion problems.

Land Use Objectives

The Roswell Urban Redevelopment Area is composed of every land use category in the city. The area also includes properties in each of the City's five design districts. The City's proposed Unified Development Code (UDC) will adjust these land use and zoning categories to more modern standards and eliminate design districts other than the Historic Design Guidelines and River Corridor Protection District. As mentioned earlier, the URP/URA was adopted as part of the Roswell 2030 Comprehensive Plan. This revised URP will not conflict with the UDC as drafted. In fact, the UDC enhances the ability to implement the redeveloped envisioned in this plan, and is a necessary component in some cases.

The first land use objective in the URP is to incentivize redevelopment in commercial areas by providing enhanced job tax credits through the Opportunity Zone Job Tax Credits. This is consistent with the planning studies that form the basis of the plan. Other land use objectives are to:

- improve workforce housing,
- increase lifelong communities,
- redevelop properties to their highest and best economic uses, and
- build upon the existing transportation network in the Urban Redevelopment Area with better connections and multiple modes of transportation.

2030 COMPREHENSIVE PLAN

As mentioned earlier, the City completed its 2030 Comprehensive Plan in 2011. Using the 2005 State Planning Requirements, the City is divided into nine character areas. The URA includes seven of these character areas:

- **Suburban Residential** -- *Two-story single-family and townhouse development residential; pocket retail; pedestrian presence*
Zoning Categories: C-1, C-2, E-1, E-2, R-1, R-2, R-TH, R-THA, R-3, R-3A, R-4, R-4A, R-5, new cottage housing zoning, new open space/parks and recreation zoning, new mixed-use
- **Highway 9/Alpharetta Highway Corridor Commercial** -- *Shallow setback; mixed-use, neighborhood and low rise non-residential*
Zoning Categories: C-1, C-2, C-3, O-P, OCMS, MPMUD, Midtown Overlay
- **GA 400/Holcomb Bridge Road Node** -- *NW Quadrant – mixed-use, community space, office park; SE Quadrant – mixed-use, multi-use trails*

- Zoning Categories: C-2, C-3, O-P, OCMS, MPMUD, R-4, R-5, PUD, new mixed-use*
- **Parkway Village District Overlay** -- Preserve historic rural character; buildings oriented to the street; natural trees and landscaping features; pedestrian-friendly
Zoning Categories: Parkway Village Overlay, C-1, C-2, new cottage housing zoning, new open space/parks and recreation zoning, new mixed-use
 - **Industrial/Flex** -- Master planned projects with pedestrian-oriented interiors, pocket parks and/or plazas; expand as employment center
Zoning Categories: MPMUD, O-P, OCMS, I-1, new mixed-use
 - **Historic Area Town Center/Downtown** -- Pedestrian-oriented; Promote mixed-use development, redevelopment of aesthetically problematic sites and vacant sites; shallow setbacks
Zoning Categories: C-1, C-2, H-R, Historic Properties Overlay, new cottage housing zoning, new open space/parks and recreation zoning, new mixed-use
 - **Conservation Greenspace** -- Expand trail systems and parks/greenspace;
Zoning Categories: New open space zoning

The plan also identified gateways at four locations that are within the URA:

- SR 9 at the Chattahoochee River
- Holcomb Bridge Road east and west of the SR 400 interchange (2)
- Alpharetta Street at Woodstock Street

STATE ROAD 400 AND HOLCOMB BRIDGE ROAD

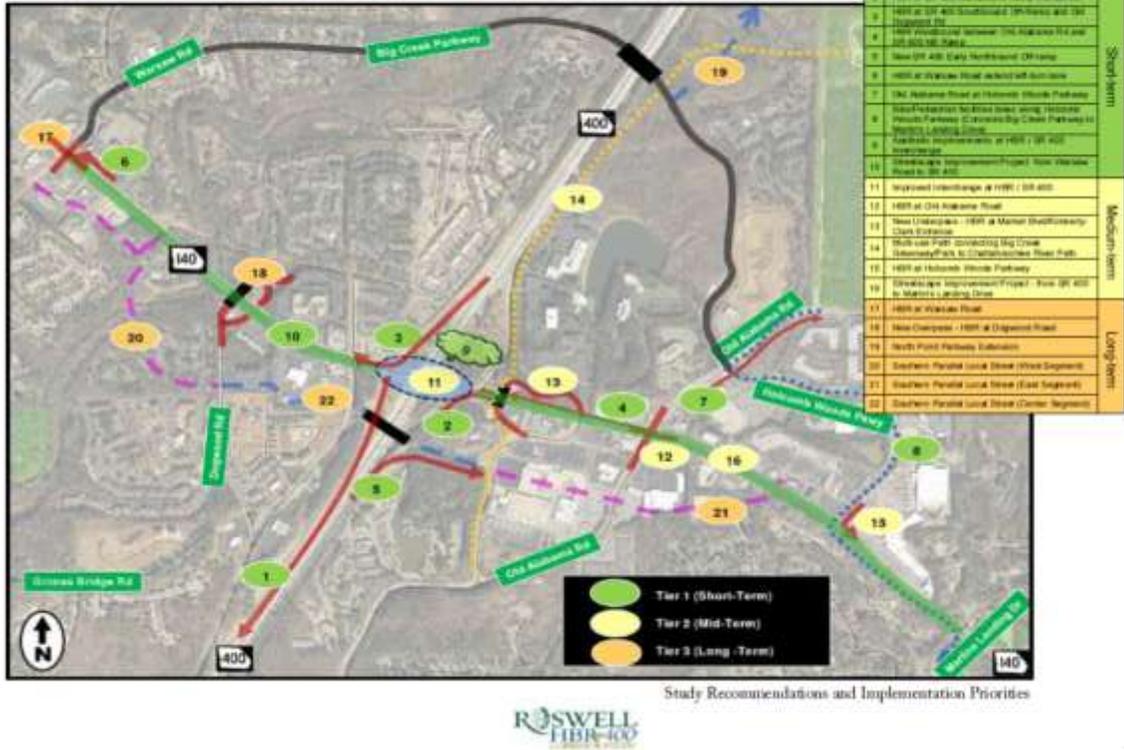
The most recent study to be completed in this area is the Holcomb Bridge Road at Georgia 400 Corridor Study contracted by the Roswell Transportation Department. While focusing on transportation needs, the study also looked at land uses and economic development to be able to qualify the study to be grandfathered into the LCI Study Program and make projects eligible for LCI funding.

HOLCOMB BRIDGE ROAD CORRIDOR STUDY MASTER PLAN

The HBR @ 400 Corridor Study includes specific short-term, mid-range, and long-term projects related to traffic and safety at the interchange. The map on the following page illustrates these 22 project recommendations. The Roswell Mayor and City Council adopted this plan in September 2012.

STUDY RECOMMENDATIONS

The map and table provide an overview of various study recommendations and implementation priorities.



The Roswell Imagine 2030 Comprehensive Plan identified the following land use objectives for this node:

- Initiate a master planning process for the southeast quadrant and northwest quadrants to establish flexible zoning and design standards that achieve the high quality desired by the community.
- Provide incentives to encourage redevelopment of under-utilized and vacant strip-type development centers.
- Preserve adequate land area in this node to develop a transit station in the future.
- Identify location for connections between future retail uses and the adjacent single-family residential subdivisions.
- Preserve natural features and incorporate natural features into landscaping.
- Achieve public art with new development and redevelopment.
- Consider an Investment Incentive Program that includes limited tax abatement.

Due East of Georgia 400

The node at Old Alabama at Holcomb Bridge Road is the retail and employment center for East Roswell. Current design is auto centric and lacks human scale and walkability found in newer retail centers. In the future this node should continue to serve as a community business center with major office and retail uses. Enhancements include appropriate mixed use configurations, design standards and transportation facilities to promote easy circulation within the area.

Current zoning in this segment is mostly office campus, office/professional, commercial and multi-family housing. Studies such as the Strategic Economic Development Plan and the HBR@400 Study call for introducing more mixed-use zoning in this area to redevelop the glut of abandoned retail space.

Due West of Georgia 400 (Northwest Quadrant)

The Northwest Quadrant Economic Development Analysis determined that an economically viable redevelopment of some or all of the Northwest Quadrant will require an increase in allowable densities beyond what is permitted in current zoning or applying the Midtown Overlay District. The report further recommended creating a Regional Activity Center Planned Unit Development (PUD) or overlay zoning category that would allow for a flexible range of land uses within a potential residential unit limit or height restriction. A final recommendation was the creation of a Tax Allocation District for the area providing financial incentive to defray the cost of infrastructure and transportation improvement costs.

As a side note, the Northwest Quadrant is in the City of Roswell's CDBG target area, and has been designated the City's recipient area for Neighborhood Stabilization Program funds because of the number of foreclosures and abandoned units.

FUTURE OFFICE AND LIGHT INDUSTRIAL REDEVELOPMENT AND EXPANSION

The segment of the Urban Redevelopment Area that is in the Northeast of the map extending from Old Roswell Road at Hembree Park Drive to the North side of Mansell Road and Alpharetta Highway is zoned primarily Light Industrial and Office Campus. Additionally, a campus of UPS that was vacant and for sale on Mansell Road when this plan was initially written has now been occupied by General Motors, bringing with them 1,000 new jobs.



Former UPS Innoplex Building, Now GM Information Technology Facility



Northfield Business Center

The cities of Roswell and Alpharetta, Georgia DOT and the North Fulton CID worked jointly on the Westside Parkway/Old Roswell Road realignment that began twenty years earlier. With the completion of the final mile in 2012, the project created a north-south connection for local motorists spanning three cities, enhancing access to multiple businesses, churches, office parks and city facilities in North Fulton. The City hopes to encourage reinvestment in this corridor through provision of new road connections and improved intersections, Opportunity Zone tax credits, and continued regional collaboration.

MIDTOWN ROSWELL CORRIDOR IMPROVEMENTS

The City is committed to the redevelopment of this important corridor as is evidenced by a redevelopment plan written in 2003 and grandfathered into the Livable Centers Initiative (LCI) program. A product of the study was the adoption of a zoning overlay for Midtown that includes design guidelines. The main recommendation of the study was a streetscape for Alpharetta Street. Completed in 2012, the Midtown Streetscape project took 9 years from conception to completion. Improvements include new, wider sidewalks, repaving including a colored, textured center lane, median islands, pedestrian-scale lighting and landscaping.



2003 Alpharetta Highway Before



2012 Completed Streetscape

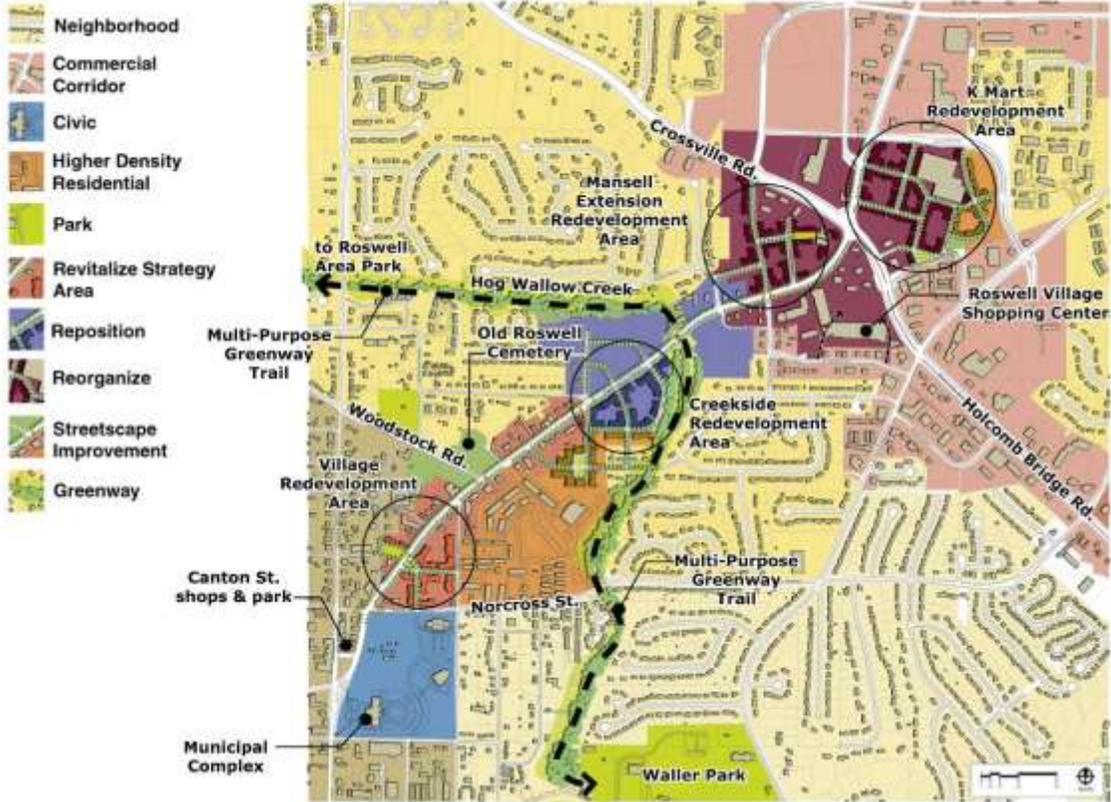
In 2008, a public participation process was conducted to sensitively locate a street extension of Mansell Road that will relieve congestion at the intersection. That project has been put on hold for the time being.



Holcomb Bridge Road and State Route 9 intersection improvements using ARRA

MIDTOWN ROSWELL REDEVELOPMENT CONCEPT

In addition to streetscape and intersection improvements, the LCI Midtown Redevelopment Plan calls for redevelopment in four outdated, high-vacancy shopping centers as the map below illustrates. A zoning overlay was adopted as one of the plan recommendations. Intended to attract redevelopment to the corridor, the overlay and accompanying design guidelines have increased interest in Midtown redevelopment, but unfortunately activity has been spotty because of economic conditions and delays associated with the streetscape implementation. Feedback from the development community also indicates that the adopted overlay does not provide enough density to incentivize its use. The more recently enacted Groveway Hybrid Form-Based Code includes properties to the south of this area, most notably the Frasier Street Apartments and the Roswell Plaza Shopping Center.



Redevelopment Nodes from Midtown Redevelopment Plan



Village Redevelopment Area Proposed Development

Existing view

Redevelopment is starting to occur such as the renovation of this former motor lodge into new retail space. A burned-out house-turned-restaurant was finally abated after 2 years. The new owners opened a new restaurant in its place.



Redeveloped shopping on Alpharetta St. -- Before and after



Roswell Tap Restaurant before and after rehabilitation

Other properties are being converted to mainly restaurant space as Roswell's restaurant success on Canton Street is beginning to spill over to the adjacent area. The restaurants on Alpharetta Street cater to more locals and families with lower prices and more family-friendly menus than those on Canton Street. There are plans future plans for redevelopment of shopping centers and other stand-alone buildings. One shopping center is slated to become a new elementary school with construction anticipated for 2015. Other redevelopment projects are expected to move forward once the UDC is adopted.

A demolition permit has been filed for the 152-unit Frazier Street Apartments adjacent to the Fulton County public library. Lennar Multifamily plans a \$14 million luxury apartment complex with 318 units. However, the housing needs of Roswell's blue collar and service workers are under met. With the demolition of Frazier Street, there is concern that the families who live there will be displaced. Many will be able to find housing that is convenient to bus routes, but

further away from Alpharetta Highway and current employers. Many children from those families who move may have to change schools.



Frazier Street Apartments along Norcross St. at Raven Circle



City Walk from same perspective

ATLANTA STREET AND TOWN SQUARE IMPROVEMENTS

The LCI report identified ways to achieve the community’s vision and to address transportation, land use, urban design and historic preservation issues in ways that are supported by the market:

- ***Create village identities:*** Reinforce existing village areas around Roswell Town Square and the Civic Area, create new neighborhood centers along Oak Street (“Arts Village”) and South Atlanta Street (“Allenbrook Village” near Jones Drive), and enhance residential concentrations at Chattahoochee Landing and along Myrtle Street, for a future increase of approximately 1,000-1,200 new housing units of diverse types over the next 25 years
- ***Promote mixed-use development:*** Develop or redevelop underutilized land along Atlanta Street and in the proposed Arts Village and Allenbrook Village areas to include mixed-use centers offering residential, retail and office amenities in a pedestrian friendly environment;

- **Create balanced transportation solutions:** Implement policies and projects that accommodate both on-peak regional commuter traffic and off-peak local traffic through improved roadway alignments and intersections, access management strategies, traffic calming measures, enhanced connectivity and transportation demand management (TDM);
- **Design for pedestrian-friendly environments:** Reconnect the entire corridor with new and/or improved sidewalks, enhance Atlanta Street pedestrian safety with improved crosswalks and signals, plant street trees, provide multi-purpose paths for pedestrian and bicycle use, locate parking lots to the rear or side of buildings, bring buildings close to the sidewalk, and design facades for street-level, pedestrian interest.
- **Refocus and refine historic preservation efforts:** Refocus the overall mission to capitalize on the most important historic resources and assets by revising the Local Historic District, Historic Properties Map, and historic design review, and by telling Roswell's unique story better through interpretive signage, a heritage trail, and additional events and activities.

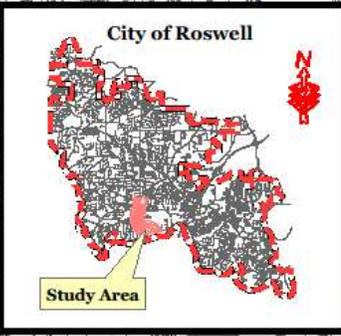
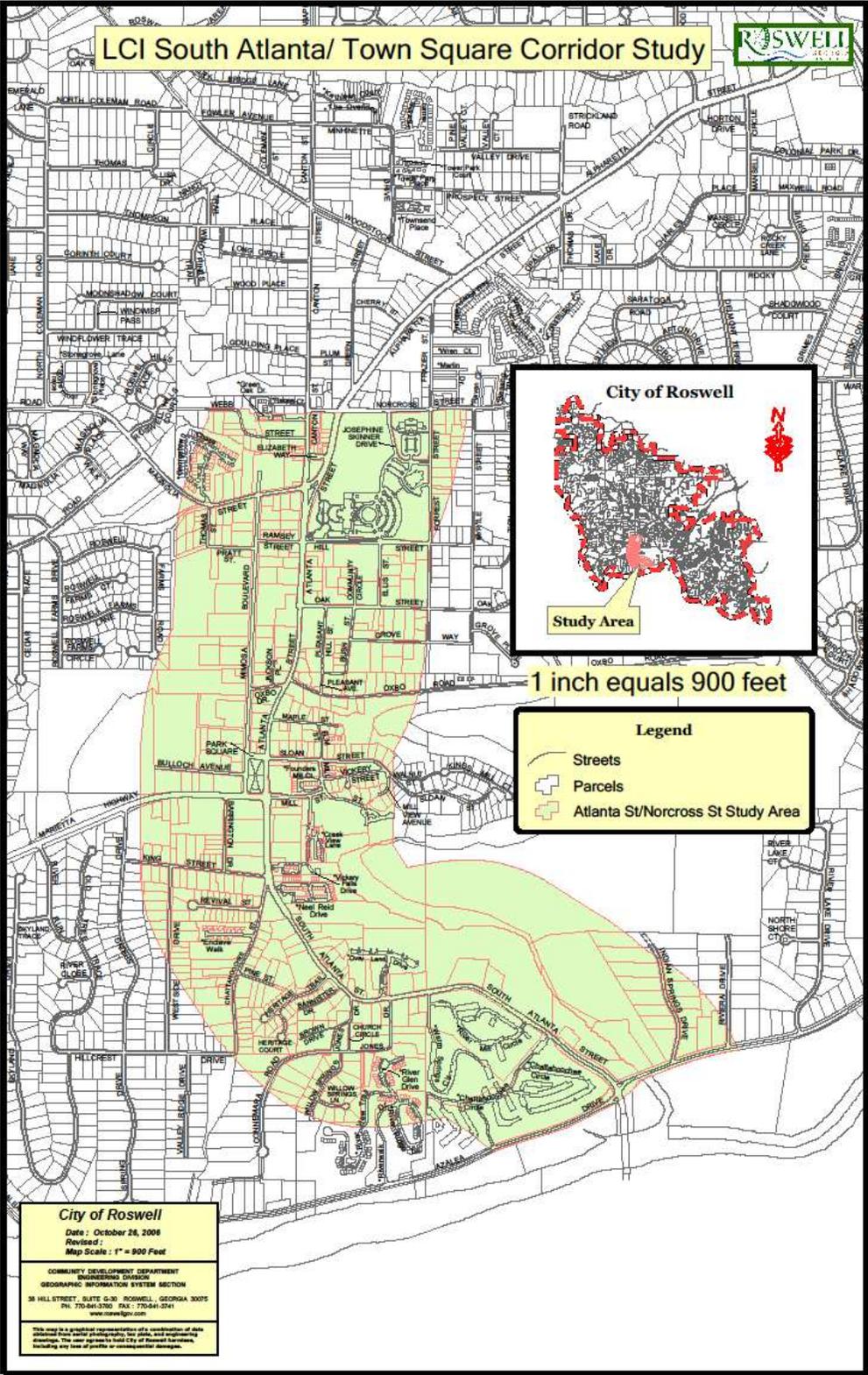
Plans are underway on this major gateway into Roswell for street improvements including bicycle and pedestrian facilities. The Transportation department is gearing up for a bridge improvement project at the Chattahoochee River planned to begin in 2016. The project includes bike lanes and sidewalks for safe pedestrian crossing. Along the southern section of Atlanta Street above, the reversible lane will be removed. New bus shelters and simme seats continue to be installed in cooperation with MARTA.



Bus Shelter on Atlanta Street

The Opportunity Zone has increased business locations and expansions in the Town Square area. These are on average small, retail-oriented businesses and professional offices that one typically sees in a downtown. In addition, the Roswell Business Alliance was created in 2011, and is located below the Roswell Visitors and Convention Bureau across from the square.

LCI South Atlanta/ Town Square Corridor Study



1 inch equals 900 feet

Legend

- Streets
- Parcels
- Atlanta St/Norcross St Study Area

City of Roswell
 Date : October 26, 2008
 Revised :
 Map Scale : 1" = 900 Feet

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HISTORIC GATEWAY

The Town Square/Atlanta Street corridor was once the thriving heart of the City, but today it has become a major commuter thoroughfare and is fragmented in design and character and unsafe to drive. Many of Roswell's historic resources are found in this area and are underutilized. The lack of a cohesive vision which would include appropriate design, character and land use has caused the area to deteriorate and suffer from lack of investment. Attention to transportation and planning in this area is important because it is the gateway to the City and entrance into the Historic District.

This area has been studied numerous times from both transportation and land use perspectives. The Town Square/Atlanta Street LCI Study details conditions of this segment; however, the most recent planning efforts began in 2010 with an ambitious engineering study of the transportation challenges. In response, area residents pushed for an accompanying Master Plan to look at the project for opportunities to create a more livable center. The City initiated NEPA review and plans to submit the environmental document around January 1, 2014. Preliminary plans are being developed, and work is expected to begin with right of way acquisition (pending available funding) sometime in late 2014.

The Historic Gateway Project involves two distinctive yet collaborative phases:

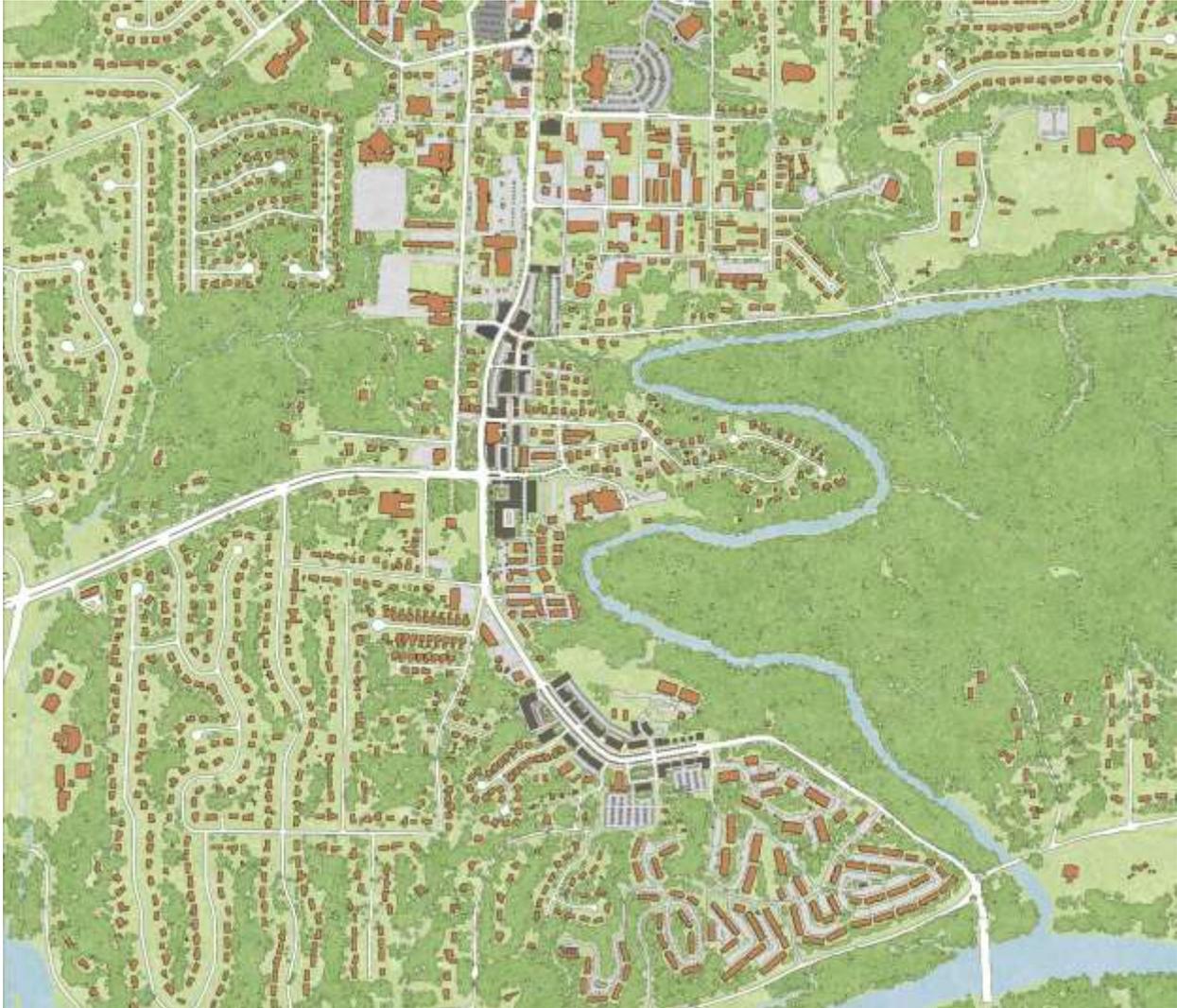
Transportation Project

The Historic Gateway Transportation Project began in January 2011 with the purpose of designing a project along Atlanta Street (SR 9) from the Chattahoochee River to Marietta Highway (SR 120). The primary goal of this project is to make multimodal transportation and safety improvements along the corridor and to remove the outdated and dangerous reversible lane system.



Master Plan

The completed Historic Gateway Master Plan is part of an ongoing effort by the City, the business owners, and residents to improve the quality of life, the quality of structures, and the overall design, character and livability of the corridor. It will guide implementation of the recently completed studies of the area with specific design standards, and architectural typologies to enhance the character of redevelopment in the corridor.



The goal is for the Transportation Project and the Master Plan to promote sensitive redevelopment with a wide variety housing options, retail, civic, and employment options. The community believes that sensitive design can lower speeds, encourage alternative modes of transportation, and improve pedestrian safety. Overall these projects intend to improve the livability of the corridor and make it once again a thriving part of our community.

The master planning effort spawned creative ideas to improve area livability. Specifically, three projects were recommended by the Duany Plater-Zyberk & Co. team.

New Civic Square

The Master Plan proposes rerouting SR 9 around a large civic square shaped from the wooded land “behind” City Hall. The proposed square would provide Roswell with a clear city center that can be further defined by new civic buildings as the need arises. A roundabout is recommended for the North West corner that would resolve traffic issues at that intersection, would serve better as a gateway to Canton Street, and would allow continuous traffic flow so that traffic signals could instead be positioned at the four pedestrian cross walks. A large two-story, 250-space parking deck is provided to the northwest to serve the public buildings and Canton Street businesses.

Based on further study and modeling by the Roswell Department of Transportation resulted in a modified design that includes several other features including an intersection realignment that further builds on the principles of connectivity and pedestrian activity envisioned in the Master Plan. The Downtown Development Authority took this plan further and is currently requesting proposals for a new public space on the Atlanta Street side of City Hall that will better integrate public and commercial space.



Old Town Center Square

The Town Square, originally planned for a small, remote manufacturing village, is today dominated by the large volume of regional, high speed traffic that moves along Atlanta Street. Town Square performs a significant role for the City as an ornamental green and occasional event space. This is an acceptable role for a town green and in this case, it is best not to expect a whole lot more from the Square at this time. The difficulties produced by the large volume of traffic against such an intimately scaled square cannot be easily overcome- particularly while retaining the original, well preserved one and two-story company store buildings still in use.

The proposed neighborhood retail center for this area resolves the difficult frontage between Oxbo and Sloan Streets by accepting this section of Atlanta as a “B” street (service road) rather than primary frontage. The backs of houses on the west side of the street are paired with the backs of buildings on the east side, allowing parking and service functions to be accessed from Atlanta Street. The resulting back street provides a pedestrian neighborhood center with restaurants and specialty retail, similar to Canton Street’s commercial center. Two buildings in this area have been conditionally approved for demolition to help make room for the new development when plans are formalized.



Allenbrook Center

Building upon a concept from the Atlanta Street Corridor/Town Square LCI, the Historic Gateway Master Plan proposed an Allenbrook Neighborhood Center stressing different treatment than the other three historic character areas. This segment of Atlanta Street serves as a threshold between the natural preserves to the south and urbanized area to the north. A new neighborhood center here would act as a gateway for the Historic Gateway District and continue the nodal strategy for the corridor as a series of pedestrian-oriented villages. Since this area is vital to the Historic Gateway, it is recommended that it stay within the Historic District, but be managed with less emphasis on building preservation than on regulation of compatible new construction and preservation of natural and other cultural resources. The designs created for this area offers strategies for creating a stronger neighborhood center.

The proposed Allenbrook Neighborhood Center is enabled by the redevelopment of Atlanta Street into a boulevard. The boulevard concept provides four center lanes of through-traffic that can flow at high speed without the interruptions caused by entering and exiting local traffic, while two local access roads separated by planted medians (sometimes called slip lanes) are lower speed and offer convenient parallel parking and safe shared bicycle use. In separating local from through traffic, the boulevard concept resolves the roles Atlanta Street must play as both a regional thoroughway and local main street. Along the slope down to the river a loop road works along the topography to provide more efficient and historically compatible site layouts than could be accomplished if each of the current long, deep lots were laid out independently.



FOUNDER'S SQUARE SHOPPING CENTER

The historic district zoning overlay adopted in 2007 attracted the interest of a developer who had plans and approval to redevelop the nearly vacant Founder's Square shopping center in to a mixed-use development anchored by a boutique hotel. When financing for commercial projects and especially the hotel market collapsed, the plans were shelved. With the proper incentives, the City hopes to revive the concept. In the meantime, new businesses have been repopulating the shopping center in the past few months due in part to the availability of Opportunity Zone tax credits.



Founder's Square today – view from the Square, most stores are empty



Approved redevelopment concept

GROVE WAY REDEVELOPMENT

OAK STREET STREETScape

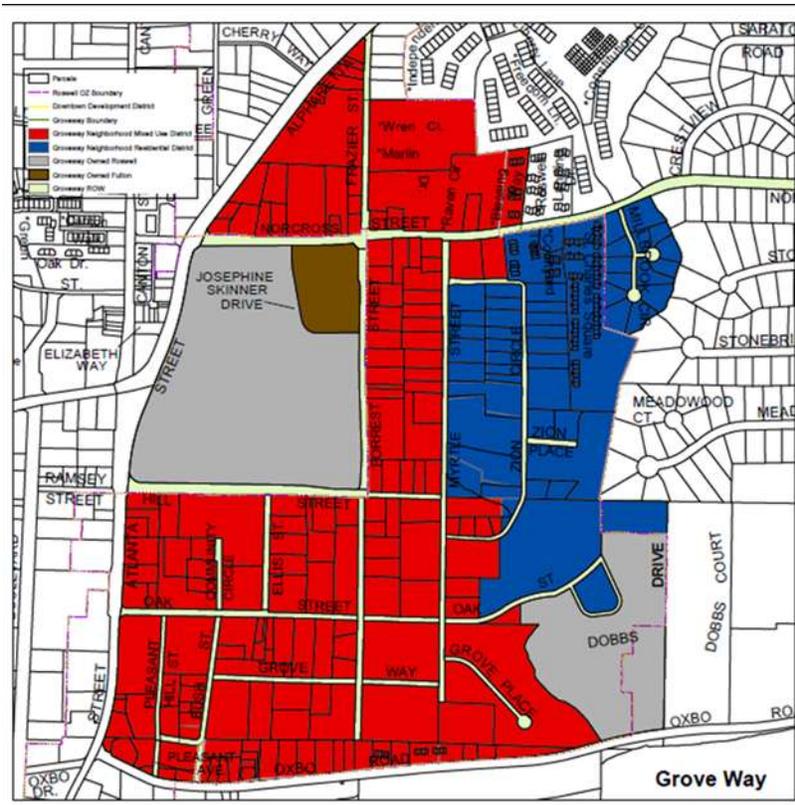
Public investment in the Grove Way neighborhood began with the Oak Street Streetscape project. Funded through City and Community Development Block Grant funds, this project began as a sidewalk replacement along the length of Oak Street from Highway 9 to the ball fields at Waller Park in 2005. At a certain point, Mayor and City Council decided to make this a larger streetscape project, and added elements to the design such as furniture, a multi-use path, utility relocation and resurfacing. Because of the expenses involved with the change in scope, the project was limited to the first block. Additional funds and time were also necessary, particularly due to utility relocation. In the end the project has been a benefit to the target area by removing accessibility and safety barriers for people in the living, visiting, and working in the project area, and by providing a more appealing environment.



Oak Street Before and After

GROVEWAY COMMUNITY CHARRETTE AREA

In September 2009, The City of Roswell with assistance from the Atlanta Regional Commission's Community Choices program hosted a charrette for the Grove Way neighborhood. The purpose of the charrette was to build on the conceptual plan created through the 2008 Roswell Town Center Atlanta Street Livable Centers Initiative (LCI) by exploring the design elements of the LCI concept plan for the Grove Way Community. The Community charrette began with an overview of the LCI study process and results, a photo tour of the community, a description of existing conditions and a summary of existing projects within or adjacent to the study area. The remainder of the two days involved an interactive exercise where participants were divided into groups and worked with architects to put their ideas on paper. The highlight of the charrette was a presentation of the sketches developed by each group at the end of the final day.



CHARRETTE RECOMMENDATIONS:

Pleasant Hill and Oak Street SR 9 to Bush

- Re-weave vehicular grid
- Green infrastructure
- Create “Main Street” on Atlanta St. from Oak to Hill.
- Create “retail corridor” on Oak St. w/use of new /existing structures.
- Parking behind “Soca” shared parking for retail and church.
- Church to expand on their block.
- Future city buildings to complete edge @ Hill, build over parking lots.
- Extend Pleasant Hill from Oak to Hill as vehicles/pedestrian corridor.
- AT&T setbacks used for public area / sidewalk cafes.

Oak Street: Ellis Street to Forrest Street

- Central Core as neighborhood commercial support center
- Three stories around center with residential over retail
- Transition-Larger to smaller buildings-toward Waller Park
- Multi-use pedestrian/golf cart system connection to parks
- Center green with artwork/public art
- Senior Residential center-private decks/porches/individual entrances
- New Commercial-brick/metal roofs/contemporary industrial style

Myrtle Street: Oak Street to Grove Way Place

- Mix public & private sector products.
- Multi-story buildings – mixed use five-seven stories
- Affordable housing
- Parking underneath units on Oak
- On-street parking
- Street lighting with bike paths

- *Intersection design-crosswalks*
- *Extend access to Oxbo from Forest & Myrtle Street*
- *More open space for a percentage of lot coverage*
- *Roundabouts on Oak at Myrtle and Forest*
- *Oak Street from Myrtle to Forest - 5 story buildings live-work units with sidewalk cafes*
- *Transition to east with porches out on sidewalk and smaller detached residential units*
- *Oak Street median*
- *Expand Grove Way for 2-way traffic*

Forrest Street from Hill Street to Oak Street

- *Extend Zion Circle to Ellis Street*
- *Use brick architecture as in the police station*
- *Create a commercial block with a north-south 'pedestrian' alley between Ellis and Forrest.*
- *Supplement office professional with retail and restaurants along a courtyard*
- *Extend and widen streetscape design along Hill Street & Ellis Street.*
- *North of extended Zion Circle: 1 – 2 story town houses with pocket parks*
- *South of extended Zion Circle: affordable housing mixed use transition at Myrtle to single family*
- *North of Hill Street encourage cottages that open to a common green space*

North of Hill Street East of Forrest Street

- *Creek trail from Norcross behind Millbrook & St Charles, easement across Church property exchange Zion Place (vacate) for creek trail on eastside of creek.*
- *Street section to accommodate future parallel parking & sidewalks*
- *Limit to two stories high to retain local view of steeple*
- *Connect "green streets" mid-block*
- *Public art along all trails, possibly commission exercise stations*
- *Share parking options: Church with adjacent businesses*
- *Add parking to neighborhood streets*
- *Add Family Life Center with parking under*
- *"Green street" is built to have a sidewalk spaced to accommodate future widening*

GROVEWAY HYBRID FORM-BASED CODE

The Charrette recommendations were ultimately codified as an ordinance into a Hybrid Form-Based Code and accompanying Design Guidelines. In April 2012, the Roswell Mayor and City Council passed an ordinance adopting this overlay district. The code focused on frontage types and building design rather than the use of property for development approval.

The Roswell Housing Authority has been actively acquiring parcels near their existing units, and is working on redeveloping units. Last year, the Housing Authority rehabilitated units and increased occupancy from 50 percent to 98 percent. This allowed the waiting list to be reopened for a short period of time. The Housing Authority applied for a Low Income Housing Tax Credit (LIHTC) project in partnership with private developers. The application was short-listed but ultimately denied.

UNIFIED DEVELOPMENT CODE

The City is currently in the process of adopting a Unified Development Code (UDC) to modernize and better organize the City's development regulations into one document. The proposed categories, allowable uses, and regulatory changes are keys to redeveloping the Urban Redevelopment Area, and other parts of the City.

The idea for a UDC occurred after Roswell's 2030 Comprehensive Plan was adopted in October 2011. The Plan laid the groundwork for revitalizing areas in decline, providing additional housing options, and reconciling conflicting rules to attract quality projects, yet certain planning and zoning ordinance issues needed addressing to implement this vision. Elected officials decided to create a UDC --a single ("unified") tool that addresses contemporary development and zoning practices in a format that is consistent and easily understood by administrators, developers, and community members.

The project started in May 2012 and involved a thorough critique of the existing zoning code in an effort to simplify and clarify while combining multiple existing documents into one useful tool. A new zoning document—incorporating clear, specific guidelines and illustrations—and a new zoning map are in the works and will be finalized by the anticipated effective date of January 1, 2014.

Four modules were created to organize the process:

Module 1 - Residential Districts, Civic and Open Space Districts, Use Provisions

Module 2 - Corridor and Node Districts, Downtown Districts, Employment Districts, Overlay Districts and Use Provisions

Module 3 - General Standards (parking, lighting, landscaping, signage, tree and environmental protection)

Module 4 - Streets and Subdivisions, Administrative and Policy Procedures, and Definitions

The planning firm Code Studio has completed the draft, and a series of meetings and work sessions are currently underway to educate the public. City officials have been actively involved and engaged throughout the process.

Parcel Acquisition

Parcel acquisition will be necessary to assemble property and to obtain right-of-way in several projects in progress or being considered. The specifics of such acquisition plans cannot be discussed in great detail before these plans are ready for negotiation. There will be no condemnation except as allowed under the Urban Redevelopment Law in order to clear a clouded title (friendly condemnation), or in cases of threats to public health and safety. The Roswell Transportation Department has projects within the URA that will require right-of-way acquisition.

Structures to be Demolished or Rehabilitated

Demolition, replacement, relocation and rehabilitation decisions are based on the condition of the structure and negotiations with the property owner. No takings have occurred or are planned.

In addition to the Roswell Housing Authority's rehabilitation project, other structures are planned to be demolished or rehabilitated in order to implement projects within the Urban Redevelopment Area. The Housing Authority plans to demolish units to replace with newer units as part of the proposed LIHTC project that was denied in 2012. As of this date, the plan is to reapply in 2013.

The Historic Preservation Commission gave Certificates of Appropriateness for demolition to two homes on Atlanta Street, 647 Atlanta Street and 11 Maple Street, conditioned upon a development project being approved at these property locations.

As part of the planning for improvements to Atlanta Street, south of the square to the Chattahoochee River, the City contracted for a Structural Assessment of some older properties along the corridor to determine the historical significance of the buildings and receive recommendations for their potential relocation or demolition. None of these structures contribute to the era of significance in the Historic District. The City will follow the recommendations of this report and base demolition, relocation or rehabilitation on the significance and condition of the buildings as indicated for the project.

Strategy for Leveraging Private Resources for Redevelopment

Private resources have been and will be leveraged for redevelopment in the area. Georgia Power, Fulton Development Authority, Roswell Business Alliance, and the North Fulton Chamber of Commerce are important partners that assist in developing prospects and creating an atmosphere for business attraction. The City has a new partner in redevelopment with the reactivation of the Downtown Development Authority (DDA). Board members have vast experience in development from the engineering, investment/ownership, real estate, and business perspectives. The DDA has developed a work plan, identified catalyst properties, and is preparing a master plan for the initiation of a City transportation project that will transform land uses between Canton Street and City Hall.

In addition, the City has had an Opportunity Zone for two years, and intends to create a second one after approval of this document. The job tax credits available through this program are essential to increasing private investment in the Urban Redevelopment Area. In those two years, several properties have been rehabilitated and reused and jobs created due to these credits. The Roswell Business Alliance has been marketing the program to real estate companies and businesses looking to locate in Roswell.

In 2010, Roswell voters approved redevelopment powers for the City of Roswell. No Tax Allocation Districts have been established so far, but the potential increases as economic conditions improve.

Relocation Strategy for Displaced Residents

The City will follow the relocation standards of the Federal Uniform Relocation Assistance and Real Properties Acquisition Policies Act of 1970 (42 USC Chapter 61) for any federally- or state-funded projects. For city- or authority-funded projects, the City will endeavor to provide relocation for displaced residents and businesses to equivalent or better accommodations in a manner that minimizes disruptions to their lives and operations. Relocation will take into account placement that allows the least disruption to work, school, transportation, cultural, and home activities.

Covenants or Restrictions to be placed on Properties in the Plan Area

Property within the Urban Redevelopment Area will not have any restrictive covenants or deed attachments. Current Roswell zoning, code and overlay requirements will remain in place. The City is willing to work with developers and citizens to address concerns about development and redevelopment in the area.

Provision of Public Infrastructure

As discussed in the Land Use Objectives portion of the plan, several infrastructure improvements are planned, underway or have already occurred in the plan area. Many of these are transportation projects. In Fiscal Year 2012 alone, the City completed **\$4,333,543 in infrastructure improvements** in the URA.

Following is a list of public infrastructure projects in the Urban Redevelopment Area:

CONCEPTUALLY APPROVED

City Hall Lawn (DDA project)
Atlanta Street Streetscape
Old Town Center Square – Back Street

APPROVED FOR DESIGN

Oxbo Road Intersection Realignment
Sun Valley Extension – Phase I
Roswell Housing Authority Site Redevelopment
Historic Gateway Transportation Improvements

UNDER CONSTRUCTION

Water Treatment Plant (City water customers only)

COMPLETED

Swaybranch Dam Repair

Holcomb Bridge Road Sidewalk Construction

Holcomb Bridge Road Median Construction

Holcomb Bridge Road/Georgia SR 400 Gateway Improvements and Beautification

Swaybranch Road Waterline

Warsaw Road and Elaine Drive Waterline Replacement

Worthington Hills Culvert Replacement

Thomas Circle/ Opal Drive/ Charles Place Water Line Replacement

South Atlanta Street Water Line Replacement

Norcross Road at Crestview Circle Drainage

Grimes Bridge Road Roundabout

Holcomb Bridge Road and State Route 9 Intersection Improvements

Town Square Pedestrian Improvements

Swaybranch Road Connection

Alpharetta Highway Streetscape

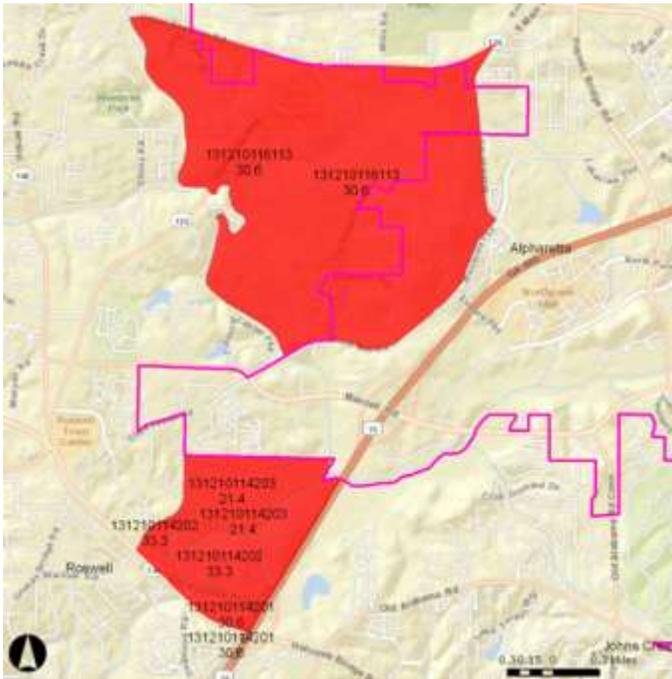
Oak Street Streetscape – Phase I

Old Roswell Road/Westside Parkway Improvements

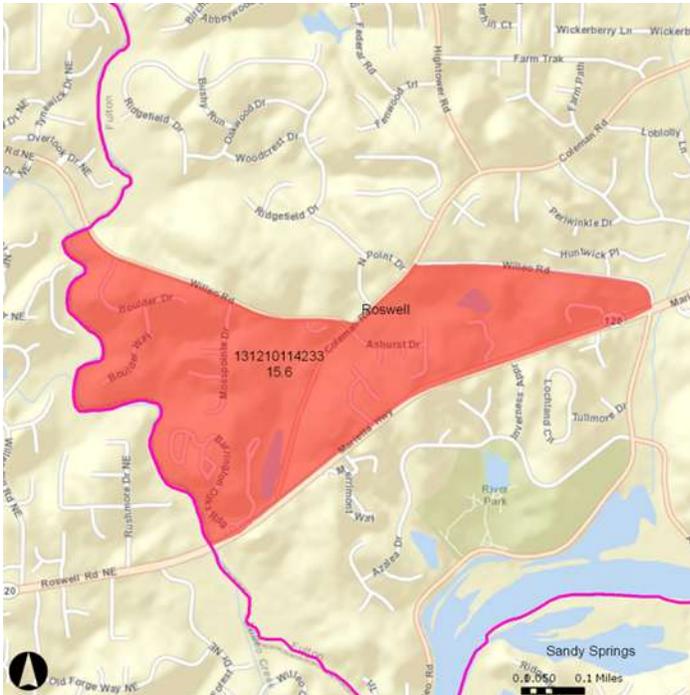
Grimes Bridge Replacement

Attachment 1 – 15% Poverty Block Groups

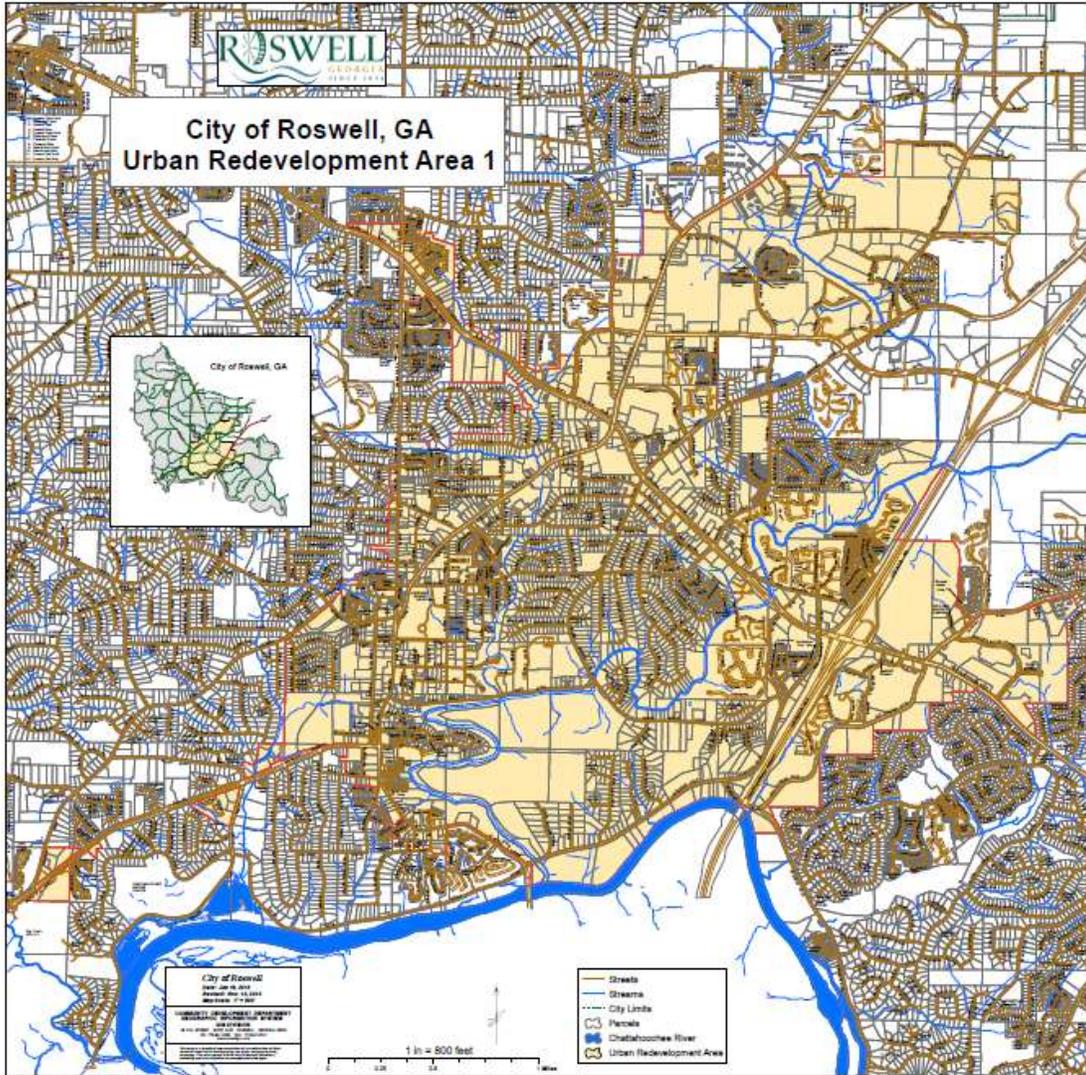
Just west of SR 400



SR 120 at Fulton-Cobb border



Attachment 2 – Urban Redevelopment Area Map



Attachment 3 – CDBG Target Areas

