



## City Green Master Plan & Design Project

### Advisory Committee Meeting

June 16, 2015



## **I. Introduction**

- A. Vision & Project Goals

## **II. “Draft” Master Plan Presentation:**

- A. Plan Overview
- B. Room By Room Walk-thru
- C. Transportation Elements

## **III. Implementation:**

- A. Programming, Operations & Maintenance
- B. Revenue Generation Potential
- C. Project Components & Phasing Options
- D. Preliminary Construction Cost Estimates
- E. Next Steps

## **IV. Discussion / Questions & Answers**

# City Green Meetings To-Date:

---



- **Council Work Session / Kick-off Meeting – March 9<sup>th</sup>**
- **Advisory Committee – March 19<sup>th</sup>**
- **Small Group Stakeholder Meetings – April 15<sup>th</sup>-16<sup>th</sup>**
- **Technical Committee Meeting – May 20<sup>th</sup>**
- **Small Group Stakeholder Meetings – June 4<sup>th</sup>-5<sup>th</sup>**
- **Advisory Committee – June 16<sup>th</sup>**

## Next Steps:

---



- **Advisory Committee – June 16<sup>th</sup>**
- **City Council Work Session – June 22<sup>nd</sup>**
- **Public Information Meeting – July 9<sup>th</sup>**

# What's a City Green?



## Historically, These Civic Spaces Have Been:

- *Centrally Located*
- *A Shared, Community Open Area*
- *A Meeting Place*
- *The Heart Of A Traditional Town*
- *A Place for Public Celebrations, Markets, Concerts, Festivals & More*

# Roswell City Green – The Vision



## Roswell's City Green can be a place ...

- for the entire community to gather
  - both for everyday activities and for special events
- all Roswell residents can enjoy and be proud of
- of learning
- of beauty
- with open lawn areas, shade, and lots of seating
- of serenity and quiet garden spaces
- of honor and respect for the war memorials
- which is safe
- to have fun where something is always happening
- which reflects Roswell's heritage and character

## Draft Project Goals:

- 1. Become Roswell's Active Central Community  
Gathering Space**
- 2. Provide Strong Connectivity Between the Municipal  
Complex, Canton Street and the Residential and  
Commercial Areas Beyond**
- 3. Reinforce Downtown as a Walkable District**
- 4. Catalyze Future Development**

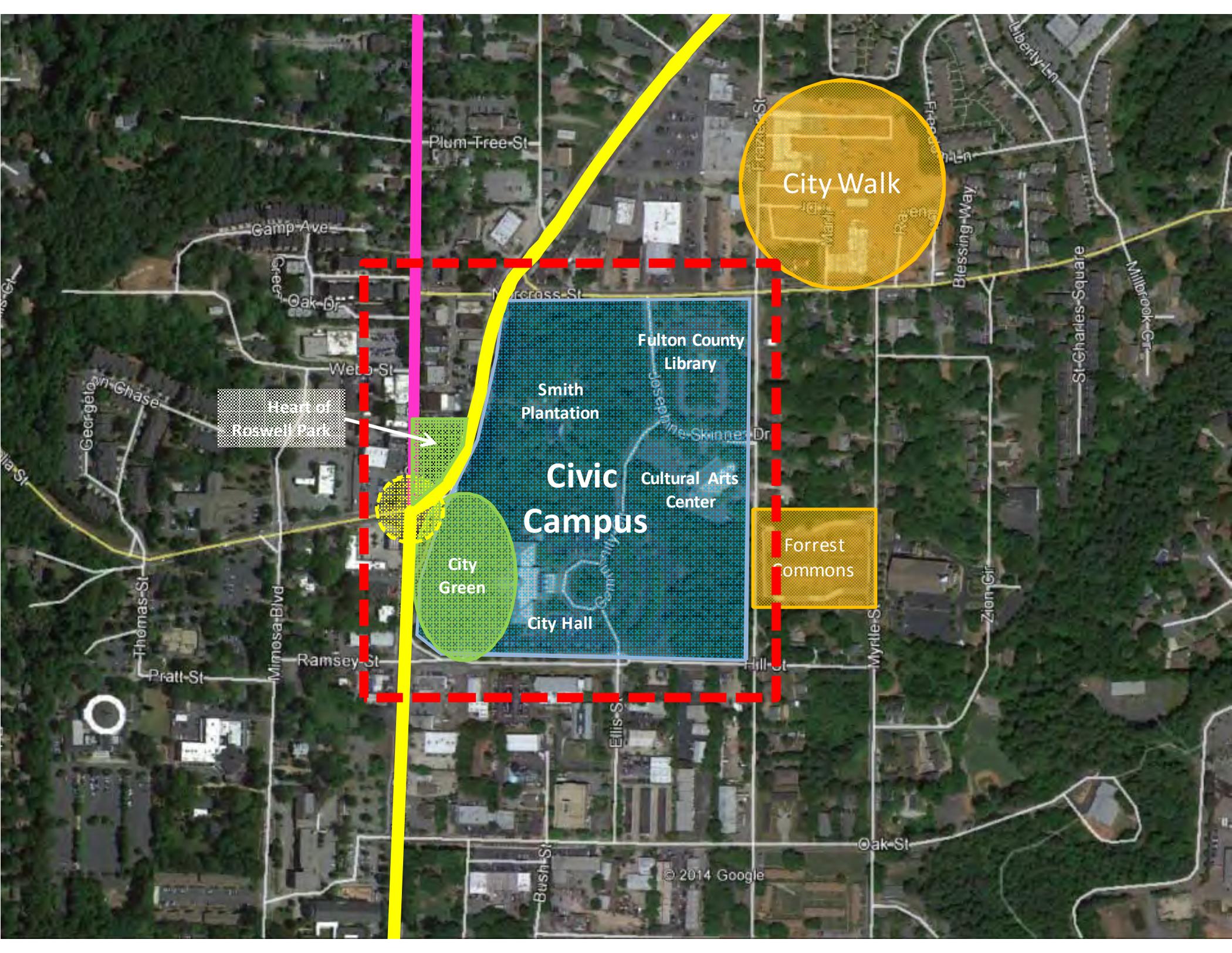
# Build On Canton Street's Success

---



# Honor Memorial Day / Faces of War & WW II





City Walk

Civic Campus

Forrest Commons

City Green

Heart of Roswell Park

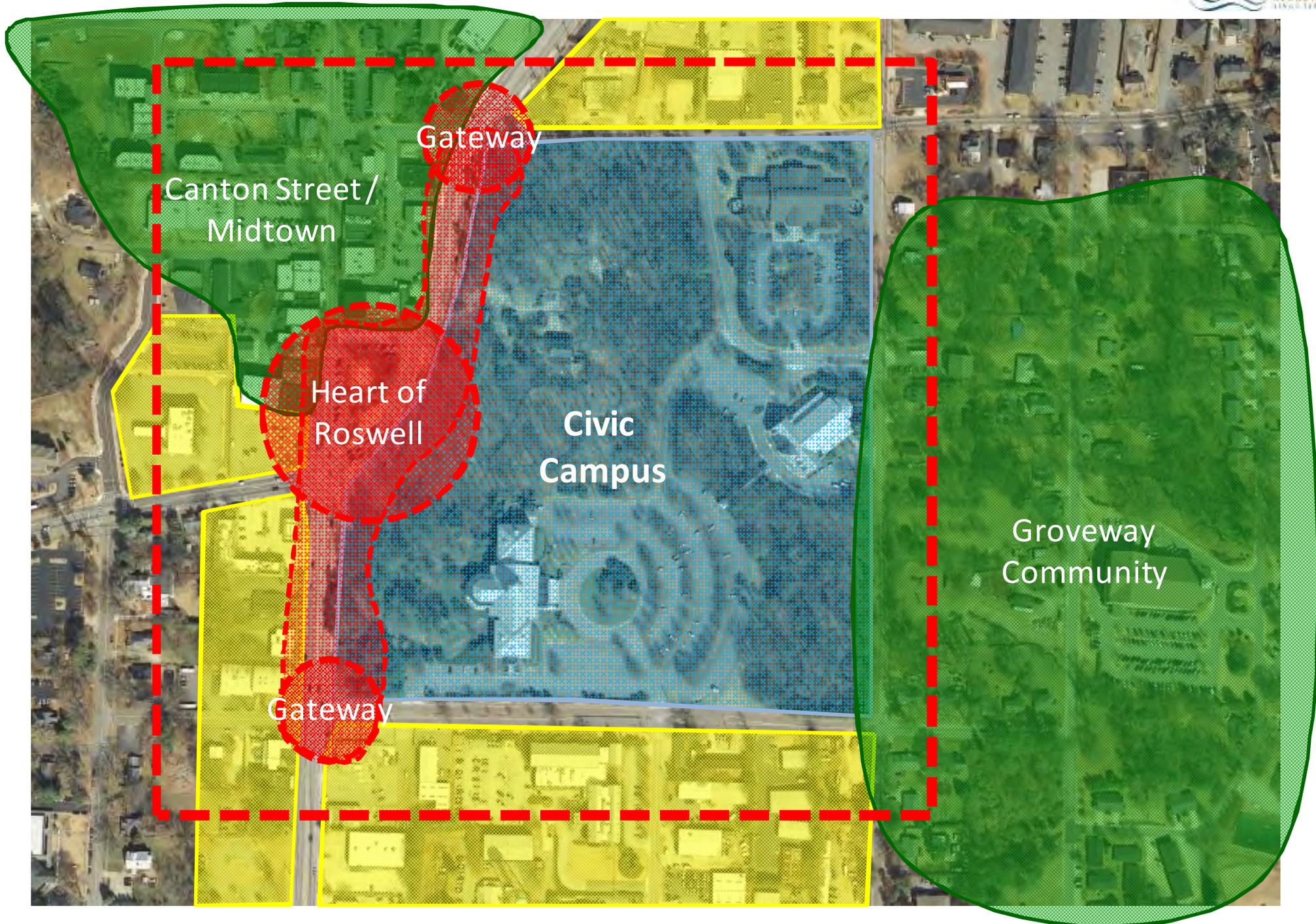
Fulton County Library

Smith Plantation

Cultural Arts Center

City Hall

# Roswell City Green – Context





# Overall Strategy

- **Visible attractions create continuity from Canton Street, attracting core users**
- **Signature, visible improvements along Route 9**
- **Memorial and reflective spaces are away from the active zones**
- **Evening use is encouraged**
- **Use of art and lighting is integrated into design of places**
- **Multiple revenue sources to help pay for active, daily maintenance, management and programming.**



# Grouping Activities / Creating Settings

- **More active places**
- **Flexible places**  
(passive most of the time)
- **More passive spaces**



# Draft Master Plan

# Roswell City Green – Draft Master Plan

---

Welcome...  
to the Heart of Roswell!





# Heart of Roswell / Outdoor Event Garden



# Heart of Roswell / Outdoor Event Garden



# Heart of Roswell / Outdoor Event Garden



# Heart of Roswell / Outdoor Event Garden



# SR 9 Pedestrian Crossing Improvements

## Pedestrian Underpass Examples

University of Colorado | Boulder | CO



# Heart of Roswell / Outdoor Event Garden



# The Promenade - East



# The Promenade - East



# The Promenade - East

---



# Other Walkway Elements



# Other Walkway Elements



# Central Green & Memorial Gardens



# Central Green & Memorial Gardens



# Roswell City Green –



# Central Green



# Memorial Gardens –



# World War II Memorial –



# Faces of War Memorial



# Faces of War Memorial Garden



# Faces of War Memorial Garden



# Memorial Gardens

---



# Roswell City Green –



# The Glade, Gateway Plaza & Hill Street



# The Glade, Gateway Plaza & Hill Street

---



# The Glade, Gateway Plaza & Hill Street



# The Glade, Gateway Plaza & Hill Street



# Small Building(s) That Includes Restrooms, Food Service



# Hill Street Edge – Scenario I



# Hill Street Edge – Scenario II



- **Pedestrian Crossing Goals**

- Provide Safe Pedestrian Crossing
- ADA Compliant
- Minimize Pedestrian Crossing Time and Delays
- Compact
- Inviting
- Attractive
- Extend City Green Across SR 9 to Heart of Roswell Park
- Encourage Use of 400 Parking Spaces at City Hall as Overflow for Canton Street

# SR 9 Pedestrian Crossing Improvements

## Pedestrian Crossing Challenges

- Maintain Vehicular Accesses
- Maintain Comparable Level of Service Along SR 9
- Must be Acceptable to Georgia DOT
- Safety
- Aesthetics
- Costs



# Magnolia/Canton Intersection Reconfiguration

## K Intersection:

- Expands ROW on SR 9 to the east
- Brings Magnolia & Canton approaches to a single point
- Removes Left Turn from Southbound SR 9
- Greatly reduces vehicular delay during AM peak
- Nominal delay increase during PM peak



# Magnolia/Canton Intersection Reconfiguration

## K Intersection with Pedestrian Thruway / Underpass



All turn movements still allowed

Diverted alignment of SR 9 and Canton reclaims space, shortens pedestrian crossings

Added medians and islands, reclaimed space can add landscaping to intersection

Alternatives for Pedestrian Crossings

Nearly all pedestrian crossings have median refuge



**Stone Mountain Park:**  
Underpass Width: 24'  
Center Height: 10'

# SR 9 Pedestrian Crossing Improvements

## Pedestrian Underpass Examples

Camelback Pedestrian Underpass | Phoenix | AZ



# SR 9 Pedestrian Crossing Improvements

## Pedestrian Underpass Examples



# Roswell City Green – Pedestrian Promenade



PROPOSED SECTION A

West Plaza, Pedestrian Promenade  
(Heart of Roswell Park)

Median / Area-way,  
SR-9/Atlanta Street

East Plaza,  
Pedestrian Promenade

# Roswell City Green – Pedestrian Thruway



Elevation @ East Plaza Entry



Elevation @ Median / Area-way

# SR 9 Pedestrian Crossing Improvements

---



- **Pedestrian Crossing Goals**

- Provide Safe Pedestrian Crossing
- ADA Compliant
- Minimize Pedestrian Crossing Time and Delays
- Compact
- Inviting
- Attractive
- Extend City Green Across SR 9 to Heart of Roswell Park
- Encourage Use of City Hall Parking as Overflow for Canton Street

- **K Intersection with Pedestrian Thruway / Underpass**

- ✓ Provides Safe Pedestrian Crossing
- ✓ Crosswalks and Underpass are ADA Compliant
- ✓ Underpass Minimizes Pedestrian Crossing Time and Delays, K Provides Single Stage At-Grade Crossing in Crosswalk
- ✓ K Intersection is More Compact Than Existing Intersection
- ✓ Design Will Ensure Intersection and Underpass Will be Inviting and Attractive
- ✓ Underpass Will Extend City Green Across SR 9 to Heart of Roswell Park
- ✓ Underpass Will Encourage Use of City Hall Parking as Overflow for Canton Street

# Existing Trees / Specimen Trees



# Roswell City Green –



# Implementation

Revenue Generation Potential  
Project Components & Phasing Options  
Preliminary Cost Estimates  
Next Steps

# Programming, Operations & Maintenance

---



## List of Potential Events & Activities in the Green:

- Larger Festivals – 1-2day events
- Taste of Roswell
- Arts Festivals
- Concert/Performance on the Green
- Outdoor Events Garden:
  - Weekday Lunch Events
  - Friday Night/Weekend Events
  - Summer Stage Theatre
- Alive After 5 – Tie-In to Music/Activities
- Walking/Strolling
- People Watching
- Reading
- Picnicking
- Experiencing Public Art
- Creating –  
Painting/Sketching/Art
- Playing Chess/Cards
- Outdoor Classes
- Dancing/Yoga/Tai Chi/Exercise Programs
- Gathering/Meeting Space
- Rentals: weddings, receptions, rehearsal dinners, anniversary parties, Bar and Bat Mitzvah parties, corporate meetings, and charitable events.
- Food Vendors
- School Usage – Outdoor Events Garden - tie-in to Historic Homes, City Hall, Teaching
- Ice Skating Rink in Winter
- Shakespeare in the Park
- Bike Rentals

## **Success Requires:**

- Daily Programming &
- Daily Maintenance

... To Achieve the Level of Activation Which Will Draw Repeat Visitation From a Cross-section of Roswell Residents& Visitors

## **How Could the City Achieve This?**

- Program, Maintain and Fund Internally
- Generate Additional Revenues to Off-set a Portion of the Operational Costs
- Partner with Other Entities (Conservancy/Friends Organization)

# Market Research

The planning team and design team is considering specific facilities within the Roswell City Green that would have the potential to engage visitors at a consumer or retail level, and possibly generate revenue:

- **Central Lawn**
- **Outdoor Event Garden**
- **Community Events Center**
- **Outdoor Pavilion**
- **Food & Retail Venues**

This analysis assesses how each of these facilities might:

1. Support the mission of the Roswell City Green.
  - Provide desired amenities for residents, workers and visitors.
  - Generate activity within the park
2. Have the potential to generate revenues that covers operating costs.
3. Has the potential to generate additional revenues used to support the overall operations and maintenance of the Roswell City Green.



# Market Analysis

- The local market area has great potential
  - 76% of Roswell’s residents live within 3 miles of the City Green site.
  - Daytime population is strong: 39,800 people work within 3 miles of the City Green site.
- The Canton Street area is the market area’s premier retail and restaurant area
  - 54 restaurants and stores.
  - Recognized as “The hottest place OTP”
- 37 under-utilized properties identified within 1 block of City Green site.
  - Potential to build on success of Canton Street by strengthening activity center, catalyzing redevelopment of under-utilized properties.



# Market Analysis

## Central Lawn Assessment:

- Attract visitors and activity? Yes
- Support event expenses? Yes
- Generate profit? Limited. One or two events could be positioned as fund-raisers to support park operations



## Outdoor Event Garden Assessment:

- Attract visitors and activity? Yes
- Support expenses: Yes
- Generate profit? No



## Pavilion Assessment:

- Attract visitors and activity? Yes
- Support expenses? Yes, through use contract
- Generate profit? Yes, if linked to Event Pavilion and well programmed.



## Food & Retail Assessment:

- Attract visitors and activity? Yes
- Support expenses: Yes
- Generate profit? Yes



# Community Events Center

## • Competitive Assessment

- Roswell market area has many private event venues and restaurants, experiencing strong demand
- City Hall complex lacks community meeting space, also could serve daytime needs of city government organizations
- Other Roswell parks have successful community centers, not necessarily suitable for weddings and social events

## • Considerations

- The community center has the strongest potential to generate revenue to support operations in the park.
- Private rental of some or all of the community space for weddings and parties would be the strongest potential source of demand.
- The Piedmont Park Conservancy reports that nearly half of its operating revenue comes from rental of 3 event spaces, primarily for weddings
- Quality design is crucial, with links to Roswell history; cannot feel like a government facility.

## • Assessment:

- Attract visitors and activity? Yes
- Support expenses: Yes
- Generate profit? Yes



# Community Events Center

---

## Case Study:

### Piedmont Park Conservancy Community Center

- At edge of park at 12<sup>th</sup> & Peachtree
- 9,400 SF Bldg. owned by Piedmont Park Conservancy
  - 2 Restaurants (3,200 SF)
    - Willy's Mexicana Grill
    - Paro Pizza & Wine Bar
  - Office Space for Conservancy Programs (1,500 SF)
  - Multi-Purpose room & classrooms (4,700 SF)
    - Classes, Aerobics, Spinning, Yoga, Camps
  - Approximately 50 parking spaces.
- Restaurants lease space from Conservancy at sub-market rates
- Building owned by Conservancy (taxable)
- Conservancy views restaurants as an amenity to park users rather than revenue generator.



# Market Research Conclusions



- All five special purpose facilities considered for the Roswell City Green have the potential to generate activity provide useful amenities to residents, and to generate sufficient revenue to support their event-related maintenance and operations.
- Large and small fundraising events, donations, and sponsorships could be used to generate additional revenues to support operations of the City Green.
- A conservancy structure has been used in several major parks to attract citizen and foundation support for capital improvements and on-going operations.

	<b>Does it activate park and generate activity?</b>	<b>Does it cover its own event expenses?</b>	<b>Could it generate additional revenue?</b>
Central Lawn	Yes	Yes	Limited
Outdoor Event Garden	Yes	Yes	Limited
Community & Event Center	Yes	Yes	Yes, Major
Outdoor Pavilion	Yes	Yes	Yes, Modest
Food & Retail Venue	Yes	Yes	Yes, Modest

## **Master Plan Components:**

- 1. City Green**
- 2. “K” Intersection**
- 3. Pedestrian Thruway / Underpass**
- 4. Heart of Roswell Park:**
  - a) Renovation/Redesign
  - b) The Stairs / Thruway Connector
- 5. SR-9 Streetscape Improvements**
- 6. Hill Street Reconfiguration**

## **Preliminary ROM Estimate:**

### **Full City Green Master Plan**

(City Green, "K" Intersection, Pedestrian Promenade with Underpass, & Heart of Roswell Park)

**\$12,000,000 - \$14,000,000**

# Potential Phasing Diagram

**What Level of  
Activation Achieves  
Success?**

**Phase I:  
City Green Opens  
May 2017**

**Phase II:  
Transportation & Heart  
of Roswell Park Opens  
May, 2018**

**Phase III:  
TBD**



## Next Steps:

---



- **Advisory Committee – June 16<sup>th</sup>**
- **City Council Work Session – June 22<sup>nd</sup>**
- **Public Information Meeting – July 9<sup>th</sup>**

# Discussion / Comments & Suggestions

## Report to Mayor & Council

# Roswell City Green –



# Roswell City Green – Draft Master Plan

---





## City Green Master Plan & Design Project

### Advisory Committee Meeting

June 16, 2015

