



City Green Master Plan & Design Project

Advisory Committee Kick-off Meeting

March 19, 2014



- I. Team Introductions & Our Assignment
- II. Planning Process / Preliminary Schedule
- III. Placemaking
- IV. Evolution of the City Green Concept
- V. Concept Design Overview
- VI. Next Steps
- VII. Challenge & Opportunity
- VIII. Discussion / Questions & Answers

Core Project Team

jB+a, inc.

Project Management, Urban Design,
Landscape Architecture & Community Planning

*John Fish; Project Director, Community Planning
Project Manager*

*Steve Provost; Vice President, Parks Studio Director
City Green Team Leader*



MIG, Inc.

Planning, Design, Management,
Communications, Technology

*Phil Myrick; Placemaking Specialist
Park Programming and Concept Design*



McGee Partners, Inc.

Transportation Engineering

*Tommy Crochet; President, CEO
Transportation Team Leader*



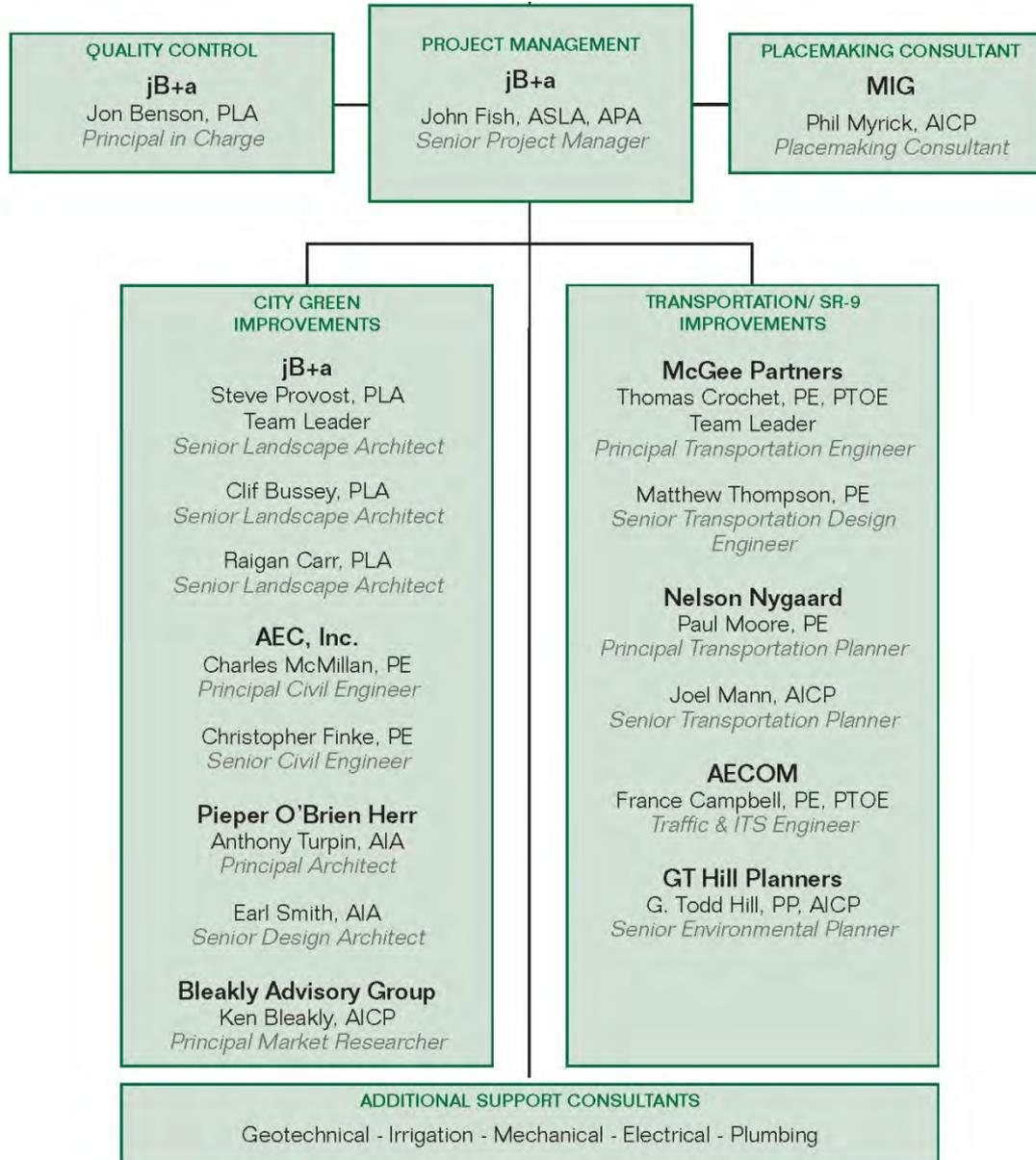
AEC, Inc.

Civil & Stormwater Engineering

*Chris Finke, PE, LEED AP, President
Civil/Site Engineering Team Leader*



Project Team



* Revised To Reflect RFP Requirements

“... develop a City Green master plan and design for a City Green that will ***create an active community space and strong pedestrian connectivity*** between the City’s municipal complex, the Heart of Roswell Park, Canton Street, and adjacent residential and commercial areas in Roswell’s historic district.”

Request For Proposals For City Green Master Plan And Design Project
(RFP Number 14-328-C)

- Assess, Test and Refine Master Plan
- Review Transportation & Pedestrian Connectivity
- Engage Stakeholders and Community
- Prepare Preliminary Engineering Assessment
- Explore Options / Alternative Solutions
- Refine and Detail Master Plan
- Develop Project Phasing Plan & Funding Strategy

Preliminary Project Schedule



March –

City Council Kick-off Meeting
Advisory Committee Kick-off Meeting

April –

Existing Conditions Assessment
Small Group Work Sessions (Round 1)

May –

Preliminary Alternative Concepts / Plan Refinement
Preliminary SR-9 / Pedestrian Connectivity Analysis
Preliminary Funding & Phasing Strategies
Preliminary Engineering Plans
Preliminary Cost Estimates
Two-day Small Group Work Sessions (Round 2)

June –

Illustrative Master Plan & Support Graphics
Opinion of Probable Cost
Master Plan Document
Master Plan Implementation Strategy
City Council Work Session

July –

Draft Master Plan Document
City Council Work Session
Community Open House / Public Forum

August –

City Council Work Session
Community Open House / Public Forum
Final Master Plan Document

Placemaking - Creating Successful Public Places

Success in Placemaking is measured by the ability to encourage and nourish healthy human social activity - basic to all other outcomes.



- Everyday Uses
- Central Features & Attractions
- Relationships, Connections, & Edges
- Irresistible Amenities
- Flexible Spaces
- Exploration, Beauty
- Management And Programming



Plum Tree St

Frazier St

Camp Ave

Norcross St

Frederic Ln

Green St

Oak Dr

Marl St

Raven Cir

Blessing Way

St Charles Square

Millbrook Cir

Heart of Roswell Park

Josephine Skinner Dr

Civic Campus

9

Community Cir

Georgetown Chase

Webb St

Mimosa Blvd

Ramsey St

N Atlanta St

Atlanta St

Thomas St

Pratt St

Ellis St

Myrtle St

Zion Cir

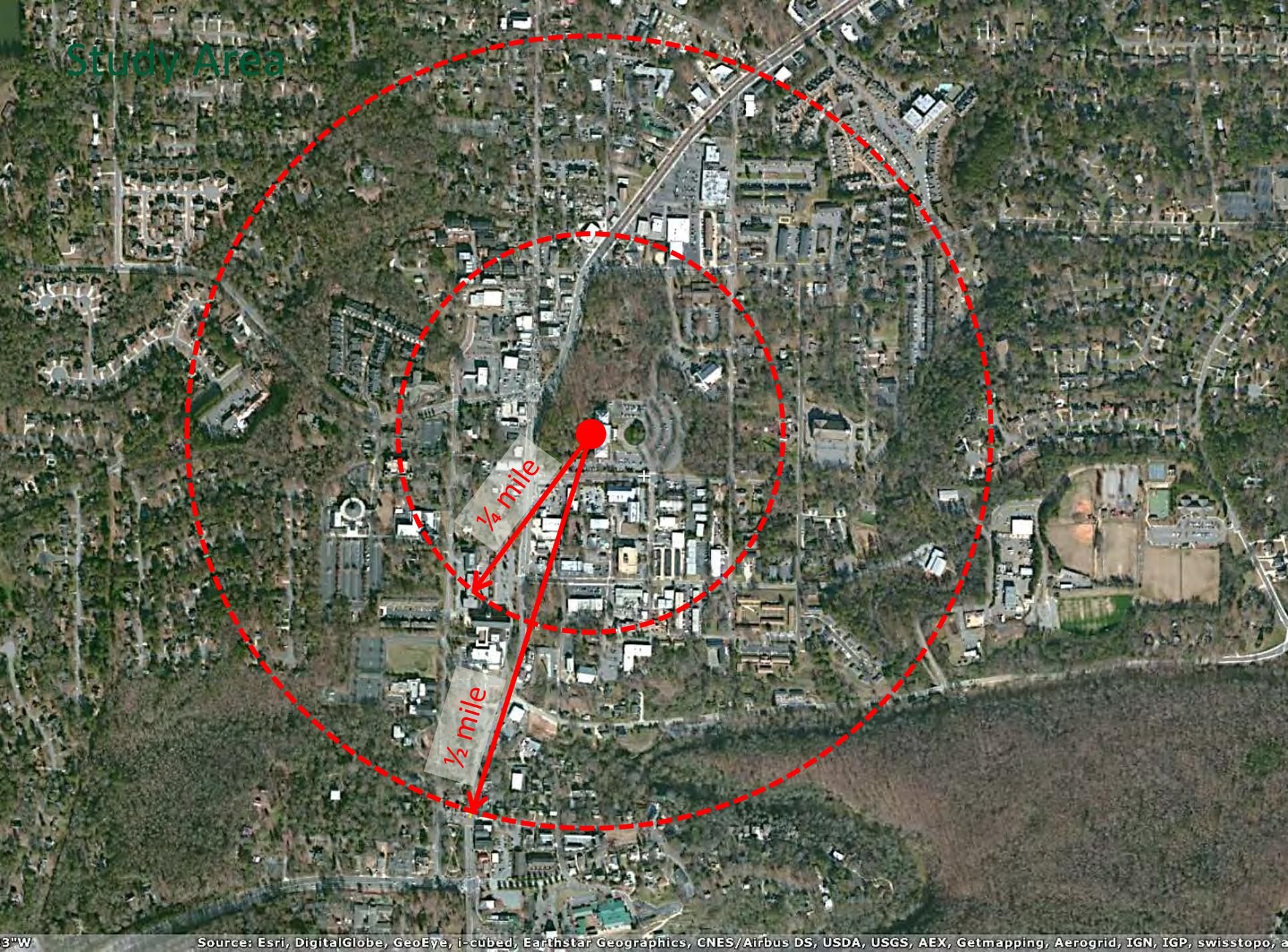
Hill St

Oak St

Bush St

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Study Area





DPZ Master Concept

NEW CIVIC SQUARE ROSWELL, GEORGIA



DUANY PLATER-ZYBERK & COMPANY
ARCHITECTS AND TOWN PLANNERS

DRAFT

City Hall Town Square - Option A



Proposed Town Square
Park ~ 1.9 acre
Existing "Heart of Roswell"
Park ~ 0.56 acre
The Square (SR 9 @ 120)
~ 1.3 acre

DDA Mission:

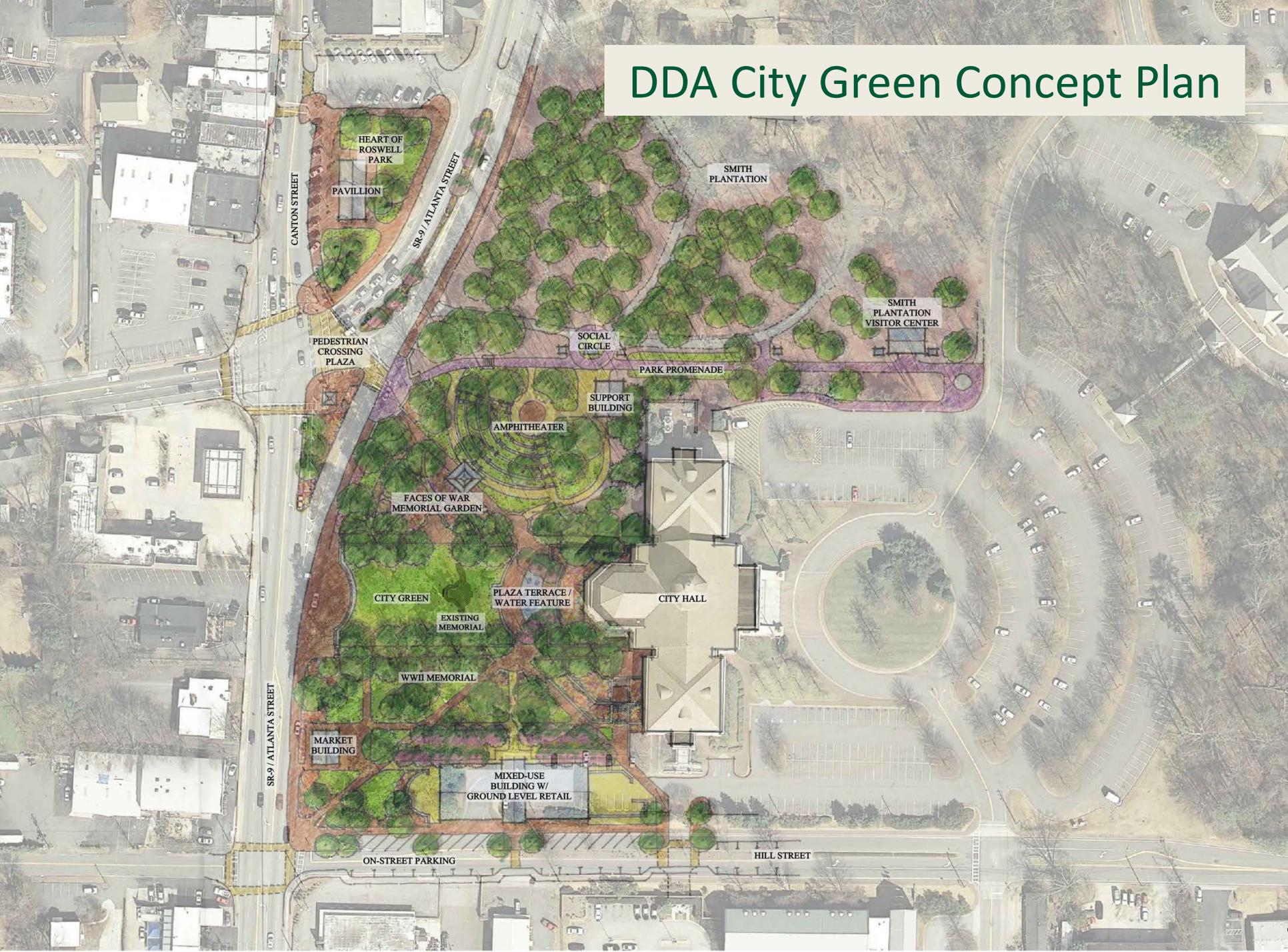
Roswell's DDA was formed to operate as a catalyst for Roswell by coordinating public/private programs that promote the redevelopment and growth of Roswell's Central Business District.

The DDA works to assure the long-term economic stability of downtown Roswell by maintaining the small town character of the district and supporting values that assure Roswell is a great place to live, work, play, invest and do business.

City Green Goals:

- Enhance the pedestrian scale
- Cultivate an economically vibrant center, and
- Retain the village fabric that is uniquely Roswell.

DDA City Green Concept Plan



HEART OF
ROSWELL
PARK

PAVILLION

SMITH
PLANTATION

SMITH
PLANTATION
VISITOR CENTER

CANTON STREET

SR-9 / ATLANTA STREET

PEDESTRIAN
CROSSING
PLAZA

SOCIAL
CIRCLE

PARK PROMENADE

SUPPORT
BUILDING

AMPHITHEATER

FACES OF WAR
MEMORIAL GARDEN

CITY HALL

CITY GREEN

PLAZA TERRACE /
WATER FEATURE

EXISTING
MEMORIAL

WWII MEMORIAL

MARKET
BUILDING

MIXED-USE
BUILDING W/
GROUND LEVEL RETAIL

SR-9 / ATLANTA STREET

ON-STREET PARKING

HILL STREET

PLACES

- Gathering spaces for community events
 - Open Green
 - Amphitheater
- Active and Quiet places for groups
 - Interactive Fountain
 - Memorial Garden
- Seating for individuals or very small groups
 - Seating Plazas
 - Views to Active Areas



CONNECTIONS

- Interior connections between events
- Perimeter connections linking to the community
- Through corridor connections – passing through the site



CONNECTIONS

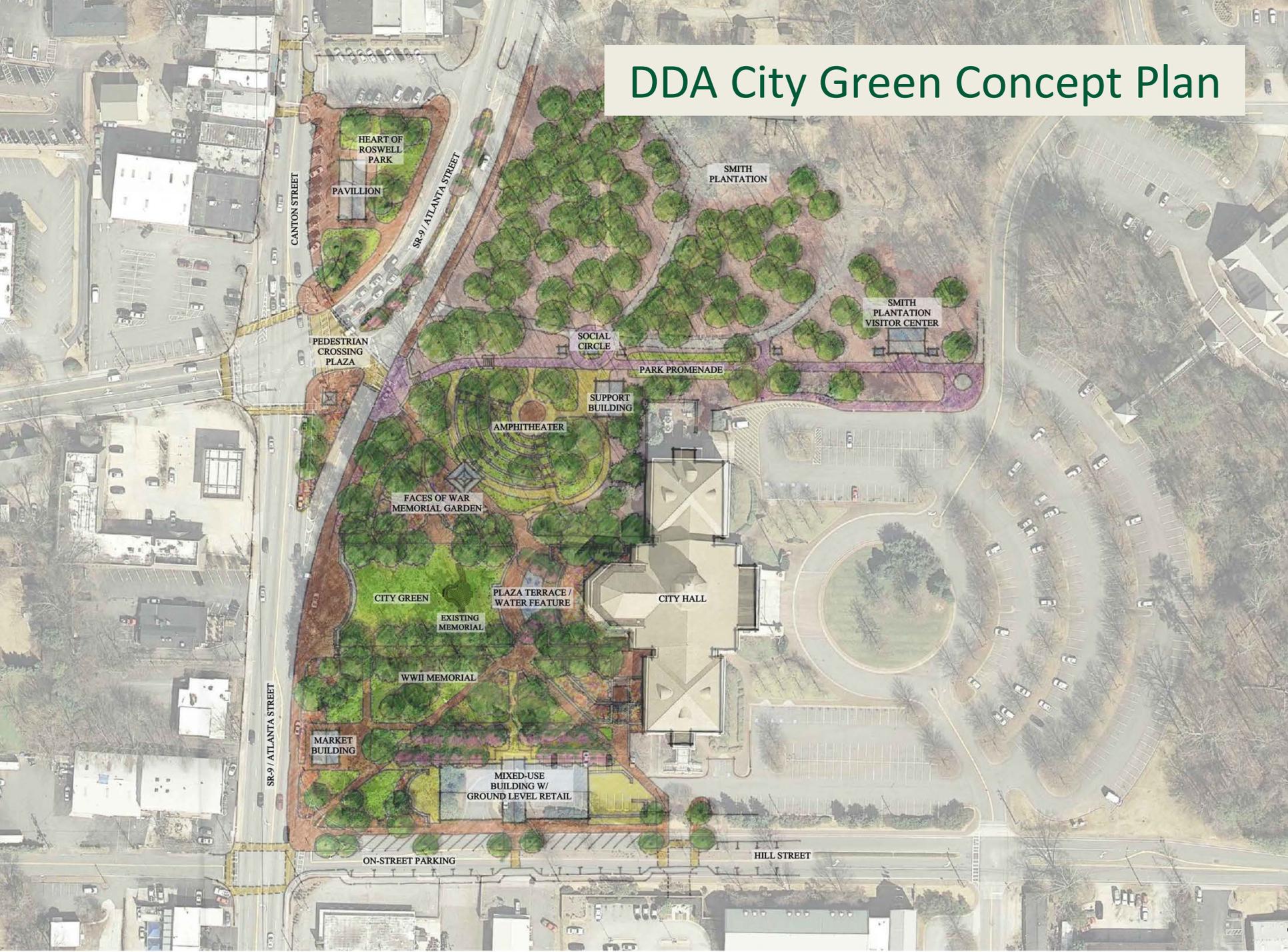
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Program Elements (From DDA Work Sessions)

- Open Lawn Space
- Something For Everyone
- Un-programmed, Informal Activities
- Free Wi-Fi
- Low Maintenance; Not Overly Manicured
- Water Feature / Interactive / Fun
- Shade
- Seating
- Public Restrooms
- Safe / Well Lighted
- Public Art
- Interactive Lighting / Interactive Art Work
- Simple Space / Clean Civic Space
- Comfortable Pedestrian Environment
- Flexible Space
- Easily Accessible
- Village Scale / Traditional
- Connection To Canton Street

DDA City Green Concept Plan



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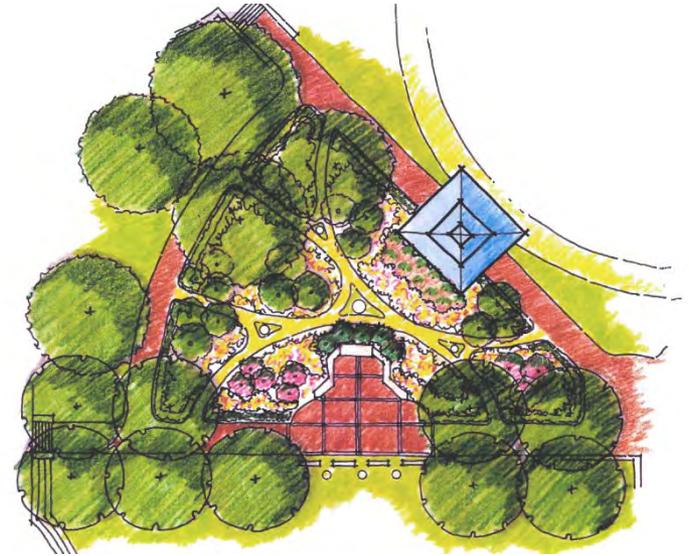
HILL STREET

CANTON STREET

SR-9 / ATLANTA STREET

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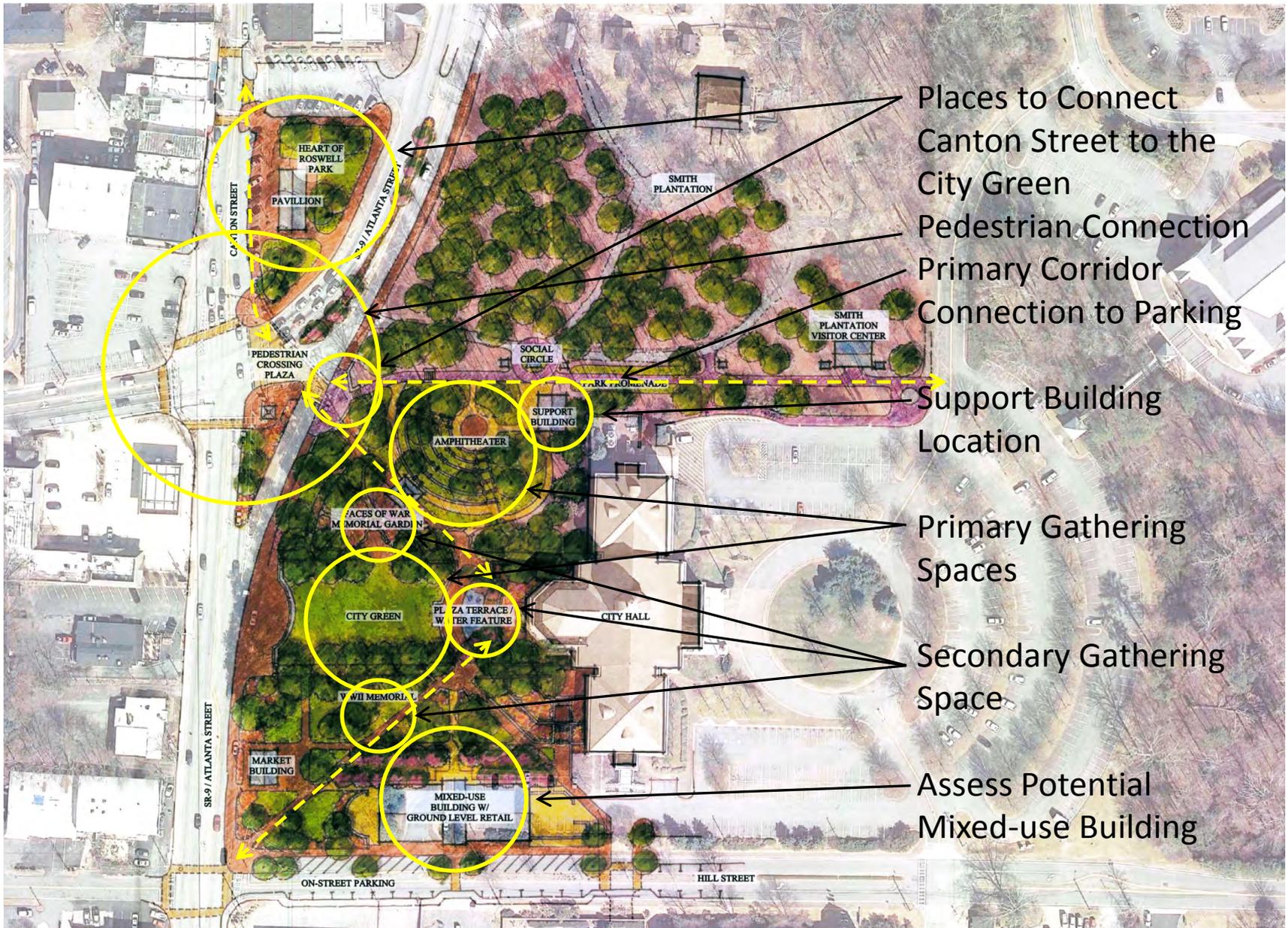
Concept Design Overview



Concept Design Overview



Concept Design Overview



Next Steps - Transportation Considerations

- Pedestrian Connectivity Between City Green and Heart of Roswell Park / Canton Street
- Utilization of City Hall Parking as Overflow for Canton Street
- SR 9/Magnolia Street/Canton Street Intersection Improvements to Provide Improved Pedestrian Crossing of SR 9 Without Adversely Affecting Vehicular Level of Service



Next Steps - Transportation Considerations



Google earth

Next Steps - Existing Conditions Survey



The Opportunity

- Create a Central Community Gathering Place
- Develop a Downtown Anchor That Reinforces Roswell's Identity
- Establish Critical Linkages to Enhance "Downtown" as a Walkable Destination
- Activate the Municipal Campus to Achieve Higher & Better Uses
- Catalyze Additional Downtown Development & Investment



The Challenge

- Develop a Consensus Vision & Solution for City Green
- Solve the Pedestrian Connection Across SR-9/Atlanta Road
- Address the Faces of War Memorial
- Retain Canopy Shade Trees
- Validate Use & Program of Mixed-use Building
- Determine Appropriate Amphitheater Size and Placement
- Confirm Interactive Water Feature



Discussion

Opportunity & Challenge

Questions & Answers