

City Green Master Plan & Design Project

Council Work Session – Draft Master Plan

September 16, 2015



Draft Master Plan



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City Green Master Plan & Design Project

MASTER PLAN EXECUTIVE SUMMARY REPORT

DRAFT September 9, 2015



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MASTER PLAN

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The Outdoor Spaces or “Rooms”

Based on the site program and other considerations, the refined City Green master plan is best understood as a series of outdoor spaces or “rooms” that one passes through while moving throughout the site. The following pages will guide you through the plan and related elements, room by room.

- A** North & South District Gateways
- B** District Arrival Zone / Canton-Magnolia Intersection
- C** Heart of Roswell Park
- D** Pedestrian Underpass
- E** The Promenade - East
- F** Outdoor Event Garden & Plaza
- G** Central Green
- H** Faces of War Memorial Garden
- I** World War II Memorial Garden
- J** The Grove
- K** Hill Street Reconfiguration



Shade Structure – Early Concepts



Shade Structure – Early Concepts



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IMPLEMENTATION

As part of this master plan, a full spectrum analysis of the critical elements required to achieve the vision of City Green was developed. These critical elements include active programming, a high level of daily operations and maintenance, revenue generation, phasing options and funding strategies.

Potential Events + Activities at City 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

Programming, Operations and Maintenance

To achieve the level of activation which will draw repeat visitation from a cross-section of Roswell residents and visitors, success will require daily programming and daily maintenance. The City could achieve this in several ways:

- Program, maintain and internally fund City Green.
- Generate additional revenues to offset a portion of the operational costs.
- Partner with other entities (such as a Conservancy).

The Master Plan team recommends that Recreation and Parks, under the direction of The Recreation Commission, undertake this critical role of active daily programming and maintenance. The level of effort required will likely require a team of additional dedicated and experienced professionals. Supplementing the staff's efforts and serving as champion, advocate and steward of City Green could be a 501c3, not-for-profit conservancy / friends group designated by the Recreation Commission and City Council. This group's primary mission would be fund raising, partnering, and oversight of operations and maintenance.

It is further recommended that the City consider designating this important new amenity as a City park. It is currently designated a civic space; the change would enable Recreation and Parks to assume full responsibilities for the

Programming & Maintenance Recommendations



- Consider designating this amenity a City park. Change would enable Recreation and Parks to assume full responsibility for the City Green.
- Recreation and Parks to be responsible for active daily programming and maintenance.
- Establish a new name for the new amenity as a way to increase community awareness and brand the facility regionally.
- Consider the creation of a “conservancy”, or friends group, to supplement staff’s efforts and serve as champion, advocate and steward. Primary mission = fund raising, partnering, and oversight of operations and maintenance.

Full City Green Master Plan:

City Green, Intersection Improvements, Pedestrian Promenade with Underpass, & Heart of Roswell Park

\$13,500,000 - \$14,500,000

The Grove - Option B Estimate:

Small Restaurant/Community Event Space Building(s)
9,500 GSF, Core & Shell Only

\$2,000,000

Note:

Approximately $\frac{3}{4}$ of the Full City Green Master Plan costs above are City Green related and $\frac{1}{4}$ are Transportation/SR-9 related.

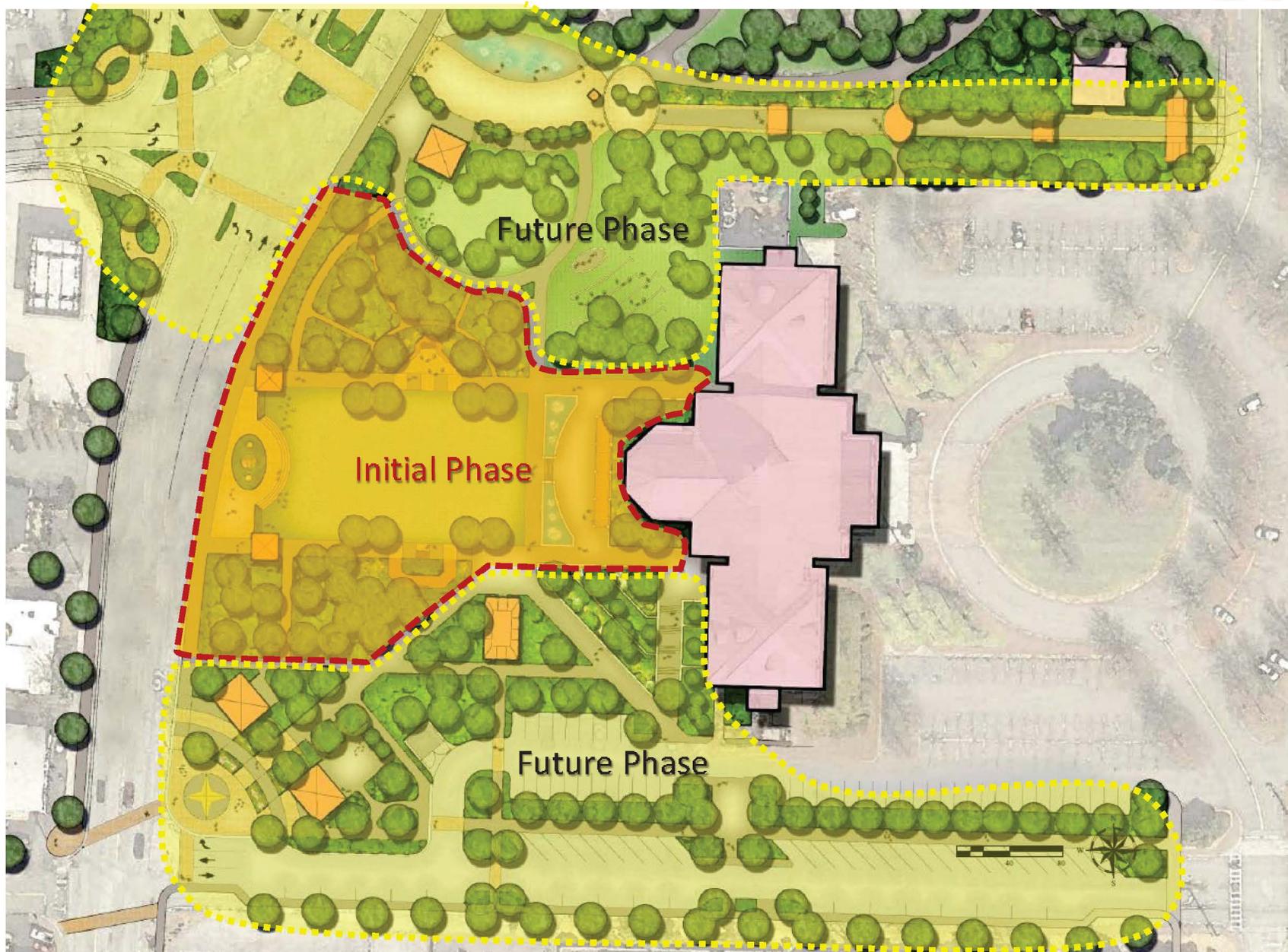
Design Team Recommends One Phase

A Single Phase Enables:

- *Both City Green & Transportation Elements to be Constructed Simultaneously*
- *An Earlier Total Project Completion Date*
- *Shorter Disruption Period for the Site Area by Construction-Related Activities*
- *Efficiencies of Scale Which Equal Overall Cost Savings*
- *A Completed Project in 2017*



Potential Initial Phase - Preliminary



Next Steps:

- Approval of The Master Plan
- Phasing Determination
- Detailed Design Development
- Preparation of Construction Documents
- Pre-qualification of Potential Contractors
- Bid and Award
- Construction

Discussion / Question & Answers