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ROSWELL GEORGIA SINCE 1854

City Green Master Plan & Design Project

MASTER PLAN EXECUTIVE SUMMARY REPORT

DRAFT September 9, 2015

JB+a

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Prepared under the direction of the City of Roswell.

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INTRODUCTION

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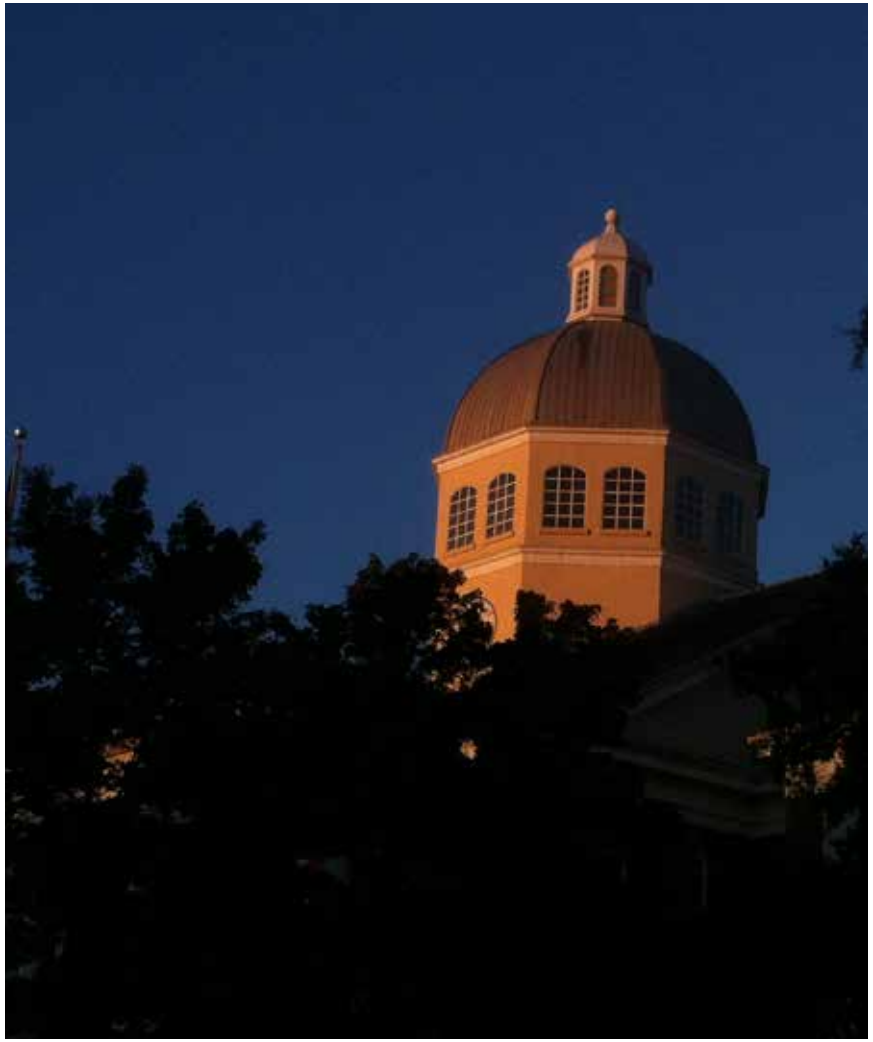
This executive summary describes the vision, goals and overall master plan for a new City Green in Roswell's historic downtown core. City Green is a concept that has evolved over several years and was initially developed by the Downtown Development Authority (DDA). The initial DDA concept plan formed the basis of this City Green Master Plan. This executive summary provides an overview of the project and its various component parts.



Sunrise over Roswell's City Hall.

Vision

What is a “city green?” While many city or village green examples exist throughout the world, what kind of central green space fits in the City of Roswell’s downtown core? The stakeholder engagement process for City Green revealed a vision that followed several consistent themes.

Town Green in Guilford, Connecticut

Boston Commons

Roswell’s City Green Vision

. . . a place for the entire community to gather both for everyday activities and for special events . . .

. . . a place all Roswell residents can enjoy and be proud of . . .

. . . a place of learning . . .

. . . a place of beauty . . .

. . . a place with open lawn areas, shade, and lots of seating . . .

. . . a place of serenity and quiet garden spaces . . .

. . . a place of honor and respect for the war memorials . . .

. . . a place which is safe . . .

. . . a place to have fun where something is always happening . . .

. . . a place which reflects Roswell’s heritage and character . . .

Project Goals

The City Green Master Plan and Design Project will develop a new community green / civic gathering space in the heart of Roswell's dynamic city center. An in-depth stakeholder involvement process helped generate four key 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.

Connecting the City's municipal complex, the Heart of Roswell Park, Canton Street and adjacent residential and commercial areas, **City Green** will create an **active central gathering space** for citizens and visitors and reinforce the historic downtown as a **walkable** district. As an economic **catalyst for growth**, the new, village-scale City Green will enhance the surrounding area and spur additional positive investment.

Images, top to bottom: Roswell Remembers Memorial Celebration Day; Roswell Criterion 2015; Canton Street, Alive after Five; Roswell Unified Development Ordinance.

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STAKEHOLDER ENGAGEMENT

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A key component in developing the master plan was public outreach and stakeholder participation. This began with Council creating an Advisory Committee to represent the different interests in the City Green project. The consultant team met with the Advisory Committee as a whole and in small group meetings to assist in refining the master plan. Additional key stakeholders were invited to small group meetings to ensure they were aware of the project goals and to receive their input.

A technical committee comprising city staff from multiple departments provided information and feedback on the master plan. The consultant also met with the Mayor and Council members in small group meetings to assist in refining the master plan. The masterplan process required an extensive number of meetings, as listed below:

March 9, 2015: Mayor and Council Worksession

March 19, 2015: City Green Advisory Committee

April 15-16, 2015: Small Group Stakeholder Meetings #1

June 4-5, 2015: Small Group Stakeholder Meetings #2

June 16, 2015: City Green Advisory Committee Meeting

June 22, 2015: Council Work Session

July 9, 2015: Public Information Meeting

July 29, 2015: Transportation Committee Meeting

One public informational meeting was held July 9th to provide an overview of the City Green project and gather feedback on the masterplan. The City also created a City Green project webpage where presentations were posted and residents could see the latest master plan graphic. After the public meeting the consultant and city staff continued efforts to receive input from residents. One effort was providing an online survey for one month after the public meeting. City staff attended the July Alive After Five event to share the masterplan with the public. We have also presented the masterplan to the Roswell Recreation Commission, Downtown Development Authority, and Historic Preservation Committee.

Stakeholder Coordination

American Legion
Bike Roswell
Blue Star Support Group
Canton Street / Roswell Historic Merchants Association
Downtown Development Authority
Downtown Developers + Real Estate Professionals
Faces of War Committee
Groveway Community
Memorial Day Committee
Smith Plantation
Roswell Arts Commission
Roswell Historical Society
Roswell, Inc.
Roswell Next
Roswell Recreation Commission
Veterans of Foreign Wars (VFW Post)

Public Agency Stakeholders

City of Roswell Technical Committee
Georgia Department of Transportation

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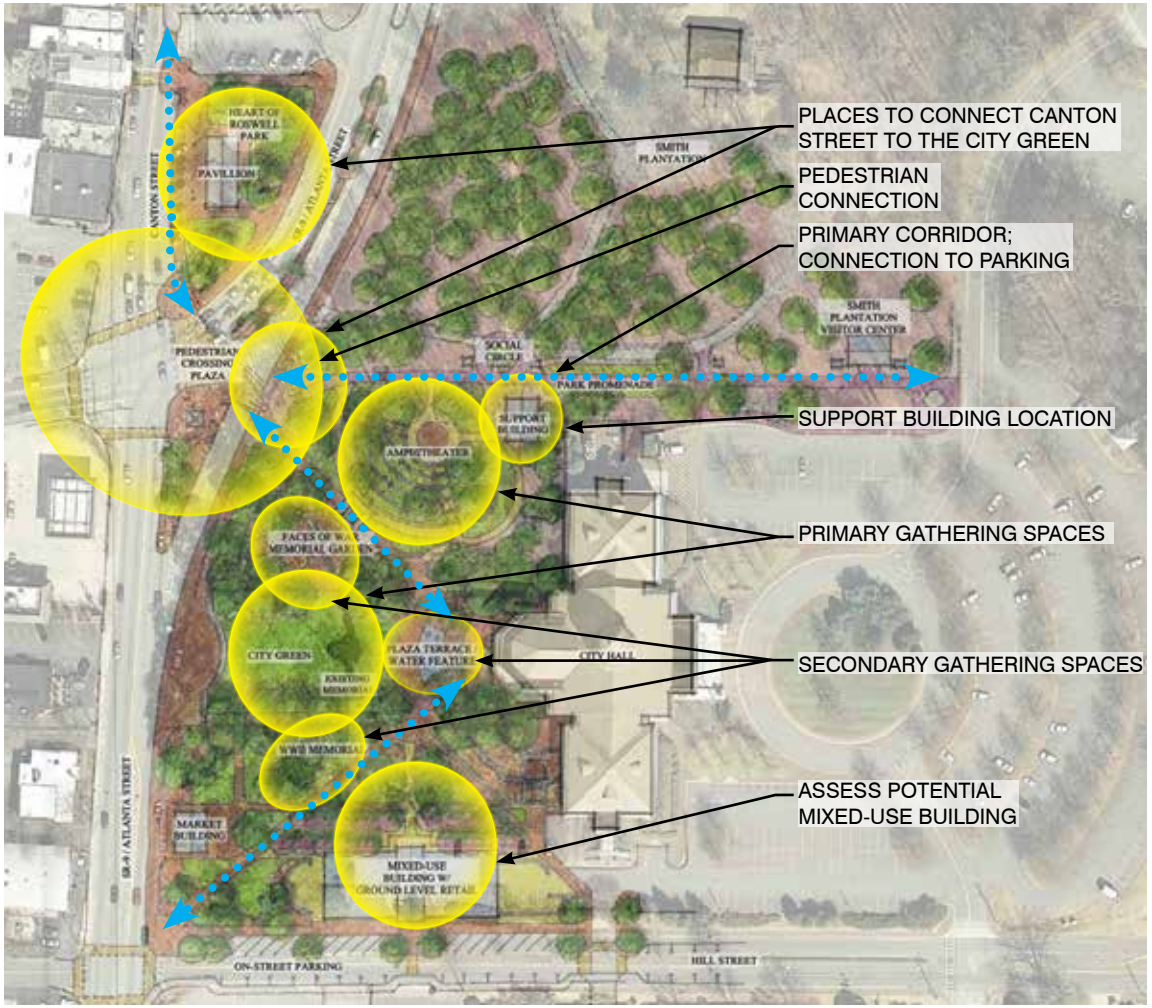
The Challenges

In 2013, Roswell's Downtown Development Authority (DDA) initiated a preliminary design process to explore concepts for a City Green on the City Hall civic campus. The initial planning process produced the plan illustrated on this page. In 2015, the City's master planning process began with a concept refinement process to assess the program and proposed site plan. From this process, the following key issues emerged:

- Develop a consensus vision and 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 and program of mixed-use building
- Determine appropriate amphitheater size and placement
- Confirm interactive water feature



Areas to refine within DDA City Green Concept Plan

Transportation Considerations

The City Green includes two elements that must be activated in order to be successful. Those are the Place and the Connections. The City Green site must be considered a destination – a perceived "place" – as well as a nexus for corridors that pass through and immediately adjacent to the site. These needs generate three priorities to be resolved within the design:

1. Pedestrian connectivity between City Green and Heart of Roswell Park and Canton Street is a high priority.
2. Optimal utilization of City Hall as overflow parking for Canton Street requires a strong connection between both points.
3. SR 9/Magnolia Street/Canton Street intersection improvements are required to provide improved pedestrian crossing of SR 9 without adversely affecting vehicular level of service.

Atlanta Street Pedestrian Crossing to Canton Street

Canton / Magnolia / Atlanta Streets Intersection

The Opportunities

The City Green is a project of great significance and potential for Roswell. While the challenges are complex, the success of the Roswell City Green hinges on two core qualities: 1) the site being activated 12 to 18 hours daily with both regular everyday life and planned events and activities; and 2), for it to be seamlessly connected to Canton Street and other surrounding activity nodes both existing and planned. By successfully achieving these qualities, the following opportunities for City Green unfold:

- A central community gathering place
- A downtown anchor that reinforces Roswell's identity
- A critical link that enhances "downtown" as a destination
- An activated municipal campus that optimizes its spaces for a diversity of uses
- A catalyst for downtown development and investment

Interactive Fountain at Suwanee Town Center

City Green Suwanee Town Center

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SITE PROGRAMMING

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City Green will have several distinct areas and places. The design of these places will vary based on their purpose, but they will all be perceived as parts of one park. To create these experiences it is critical to have a space program that is a cluster of uses that are sure to attract different kinds of people at different times of day.

The places described in the following program are expected to perform many functions, as defined in collaboration with the community. Together they have the ingredients needed to: attract social activity befitting this central downtown place; support the community's cultural and civic life; expand family options and entertainment downtown; offer nature play opportunities; enhance fitness and health; offer environmental education opportunities; and buttress local businesses by adding attractions that complement a trip to nearby stores and restaurants. Together these places have the catalytic power needed to attract new residents and businesses to create an even more thriving downtown.

University of Colorado's Boulder campus is programmed for flexible use.

Programming Strategies

Overall strategies that underlie the program include:

- **Visible attractions that create continuity from Canton Street**, attracting core users, including families with children.
- **Signature, visible improvements along Atlanta Street** that leverage the park investment, help catalyze development and encourage walking.
- **Memorial and reflective spaces that are away from the active zones** and given equal emphasis.
- **Evening uses** including anchor uses at the south end and safe and well-lit walkways.
- **The use of art and lighting integrated into the design of places** and their amenities.
- **Revenue sources that help pay for active management and programming and enhanced levels of maintenance**.

Discovery Green, Houston, Texas

Princes Street Gardens, Edinburgh, Scotland

Descriptions of Programmed Spaces

Heart of Roswell Park provides a usable outdoor space to enjoy the Canton Street scene through a combination of entertainment, play, information, outdoor vending, public art and events. This space also helps connect visitors to the east side of Atlanta Street and the activities there. Seat walls and movable chairs make the space comfortable and flexible for various set-ups.

The Upper Garden Terrace and Lawn is a programmable space that can be used by groups and businesses for live music, receptions, dinners, and other events. It includes a small performance space, an information Kiosk and Canton Street directory, and an open gateway pavilion. It also brings art and experimentation to the streetscape, such as an old piano that anyone is allowed to play and visiting artists, such as sculptors, who can produce their work onsite.

The Lower Level Plaza begins a “breadcrumb trail” of play elements that continue through the underpass and culminate in the park on the east side of Atlanta Street. This includes chess tables, small play sculptures, and potentially a linear water element, such as a creek kids can play with and follow through the underpass.

The Pedestrian Underpass facilitates unimpeded pedestrian and bicycle flow between Canton Street and points north and west and the City Hall / Civic Campus and points east and south. As a continuation of the promenade, the underpass itself feels open, airy, and well-lit. It is characterized by artistic treatments to the walls and/or ceiling, and linear elements that continue the breadcrumb trail from one side of Atlanta Street to the other. This is a potential location for vendor carts during special events.

Images, top to bottom: Kiosk in Aspen, Colorado; Aquarium in Chattanooga, Tennesee; Underpass in Phoenix, Arizona.

The District Arrival Zone is the entry into the park east of the underpass, with a play fountain plaza and **Outdoor Event Garden**. This area is a welcoming family place that makes a trip downtown to City Green and Canton Street a very attractive half-day proposition. We see this as an opportunity to develop family audiences as more frequent visitors to downtown and clients to downtown businesses.

The Arrival Zone has everything that's needed to allow a parent to watch the kids play while having a coffee with a friend. A play environment includes elements such as a fountain, climbable boulders or sculptures, and a hillside slide. An ice cream and sandwich pavilion with seating terrace opens up the possibility of staying longer and provides a lower price-point option to the many restaurants nearby. Public restrooms and storage are provided in the same pavilion.

The Outdoor Event Garden is a small amphitheater for casual and programmed entertainment including Saturday family shows such as magic acts, kid's theater and other performances. At other times it can be used for weekday lunch events, Friday night concerts, and similar programs. When not in use for events, it is part of the larger playscape, with sliding and climbing possibilities for young children.

The Promenade is a broad linear walkway connecting Canton Street and the Heart of Roswell Park with City Hall, Smith Plantation and the Cultural Arts Center. This elegant leisurely walkway provides direct access between the adjacent City Hall surface parking area (371 spaces) and the south end of Canton Street. The Promenade features multiple shade pavilions with seating areas, opportunities to showcase public art along its length, and a rain garden near its eastern end.

Images, top to bottom: Seaport Village, San Diego, California; Granville Island, Vancouver, Canada; Discovery Green, Houston, Texas.

The Central Green is a gathering space that supports many kinds of events including the annual Memorial Day commemoration, as well as concerts, receptions, festivals, movies, and outdoor classes such as yoga. Some specific event opportunities are to extend the Alive After Five event, Taste of Roswell, arts festivals, and Shakespeare in the Park. To support the wide variety of events described, the Green will have a stage area at the eastern end and the lawn will be engineered for drainage and supplied anchor points for temporary shade structures and ample power for special events.

The Grove and South District Gateway will celebrate the natural resource that the park already has in its trees and make the most of them, along with pocket gardens and quiet sitting areas. It is also a secondary event space under the trees where markets and events can set up on wide pervious pathways.

The Open Picnic Pavilion is a flexible space for family reunions, picnics, small weddings, and other programs.

The Community Building is also recommended, with a small restaurant, restrooms, and rentable space for community functions and weddings. An adjacent outdoor area would be used by the restaurant for outdoor dining, and be available to rent for outdoor receptions, cocktail parties, and other events.

The **Roswell Visitor Center** and a small **Rotating Historic Exhibit** are both potential programmatic elements which could be housed in the **Community Building** near Hill Street.

Images, top to bottom: Stage at Discovery Green, Houston, Texas; Farmers Market; Picnic Pavilion.

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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

List of Physical Elements + Programmatic Components

Each room within the master plan relates not only to a physical place within the site, but also a composition of programmatic elements which will activate City Green.

SPACE / ROOM	PHYSICAL ELEMENTS	PROGRAMMATIC ELEMENTS
NORTH DISTRICT GATEWAY	GATEWAY MONUMENTS MONUMENT LANDSCAPE PLANTINGS WAYFINDING SIGNAGE SIDEWALK/STREETSCAPE IMPROVEMENTS SPECIAL PAVING IN INTERSECTION MARTA BUS STOP	
HEART OF ROSWELL PARK	UPPER GARDEN TERRACE & LAWN PANEL LOWER LEVEL PLAZA LANDSCAPE PLANTINGS SHADE TREES INFORMATION KIOSK GATEWAY PAVILION - OPEN AIR STREET LEVEL STREETSCAPE SEAT WALLS LIGHTING POWER OUTLETS	PERFORMANCE SPACE FOR SMALL GROUPS CART/VENDOR SPACES OLD PIANO UNDER COVERED PERGOLA PLAY ELEMENTS: - CHESS TABLES - OUTDOOR PING PONG - SMALL PLAY SCULPTURES MOVABLE CHAIRS
HEART OF ROSWELL DISTRICT ARRIVAL ZONE	INTERSECTION IMPROVEMENTS SPECIAL PAVING IN INTERSECTION LANDSCAPE PLANTINGS LIGHTING	
PEDESTRIAN THRUWAY / UNDERPASS	PEDESTRIAN UNDERPASS HIGH QUALITY INTERIOR FINISHES WAYFINDING / SIGNAGE LIGHTING SECURITY CAMERA SYSTEM PAVED ARRIVAL PLAZA WELCOME SIGN / KIOSK LANDSCAPE PLANTINGS FOUNTAIN FOOD VENDOR/CONCESSION STRUCTURE - TWO-LEVEL RESTROOMS / STORAGE SPACE POWER, WATER, SEWER	INTERPRETIVE GRAPHICS ART INSTALLATION SPACE PUBLIC ART PUSH-CART / VENDOR SPACE TABLES AND CHAIRS
OUTDOOR EVENT GARDEN	INFORMAL GARDEN AMPHITHEATER SHADE TREES LANDSCAPE PLANTINGS POWER ADA ACCESS PAVED PATH LIGHTING	POTENTIAL TO BE RESERVED FOR SPECIAL EVENTS HAMMOCKS, SWING SEATING POTENTIAL PLAY ELEMENTS MAY INCLUDE: - CLIMBABLE BOULDERS OR SCULPTURES - SAND PLAY AREA - HILLSIDE SLIDE - OUTDOOR FUSSBALL - BEAN BAG TOSS / CORN HOLE
THE PROMENADE	GRAND WALKWAY / PROMENADE (+/- 15') LIGHTING SECURITY CAMERA SYSTEM PERGOLAS COVERED PAVILION SHADE TREES LANDSCAPE PLANTINGS BENCHES / SWINGS RAIN GARDENS / BIO-SWALE	PUBLIC ART ART INSTALLATION SPACE INTERPRETIVE SIGNAGE - BIOSWALES & WATER HARVEST/REUSE SYSTEM

List of Physical Elements + Programmatic Components

(continued)

SPACE / ROOM	PHYSICAL ELEMENTS	PROGRAMMATIC ELEMENTS
	SMITH PLANTATION ENTRANCE & CONNECTIONS RESERVE LOCATION FOR FUTURE SMITH PLANTATION VISITOR CENTER	
FACES OF WAR MEMORIAL GARDEN	RELOCATION OF MEMORIAL (INCLUDING PAVERS) LIGHTING FLAG POLES BENCHES / SEATING ORNAMENTAL GARDEN / SPECIAL PLANTINGS SHADE TREES PATHWAYS	INTERPRETIVE GRAPHICS VETERANS AUDIO HISTORY
WWII MEMORIAL GARDEN	RELOCATION OF MEMORIAL ORNAMENTAL GARDEN / SPECIAL PLANTINGS LIGHTING FLAG POLES BENCHES / SEATING SHADE TREES	INTERPRETIVE GRAPHICS VETERANS AUDIO HISTORY
CENTRAL GREEN	CENTRAL LAWN PANEL / OPEN SPACE TWO GATEWAY PAVILIONS (STAIRS/WALKWAY) EVENT STAGE (TEMP.) WITH POWER TENT ANCHOR POINTS REMOVABLE/PORTABLE SHADE STRUCTURE BENCHES SHADE TREES FORMAL FOUNTAIN LANDSCAPE PLANTINGS (BEHIND FOUNTAIN & ON WEST ENTRY PLAZA) PERIMETER WALKWAYS LIGHTING	MOVABLE CHAIRS PUBLIC ART ART INSTALLATION SPACE PROGRAMMED EVENTS / ACTIVITIES BANNER POLES SOUND EQUIPMENT TEMP. MOVIE SCREEN ANCHORS
THE GROVE	SHADE TREES LANDSCAPE PLANTINGS BENCHES LIGHTING COVERED PAVILION WITH POWER WALKWAYS OPTION - A: OPEN AIR PAVILION(S) PUBLIC RESTROOMS/STORAGE OPTION - B: SMALL CONCESSION/RESTAURANT SMALL COMMUNITY EVENTS SPACE PUBLIC RESTROOMS/STORAGE	MOVABLE TABLES & CHAIRS PROGRAMMED EVENTS / ACTIVITIES PUBLIC ART ART INSTALLATION SPACE
SOUTH DISTRICT GATEWAY	GATEWAY MONUMENTS MONUMENT LANDSCAPE PLANTINGS WAYFINDING SIGNAGE SIDEWALK/STREETSCAPE IMPROVEMENTS GATEWAY PLAZA LIGHTING MARTA BUS STOP	
HILL STREET RECONFIGURATION	REMOVE MEDIAN / PROVIDE ON-STREET PARKING SIDEWALK/STREETSCAPE IMPROVEMENTS	

North & South District Gateways: Special streetscape improvements will mark the transition along Atlanta Street as you approach City Green and enter the Heart of Roswell District. These improvements will begin at Norcross Street to the north and at Hill Street to the south. Improvements may include unique sidewalk paving patterns, a distinct street tree species, pedestrian light poles with banners and a "gateway monument" to mark the district boundary.

Canton Street, Alive After Five

North Gateway

South Gateway

District Arrival Zone / Canton-Magnolia Intersection: The Canton-Magnolia Atlanta Streets intersection is the center of the district. The intersection will be reconfigured to allow a single, more direct at-grade pedestrian crossing point. All existing vehicular turning movements are maintained and the intersection will include added medians, islands and additional landscape areas.

Proposed intersection reconfiguration

Plan view

Heart of Roswell Park: This Park becomes a key outdoor gathering space, terminating the south end of Canton Street, marking the heart of the district, and facilitating the connection to City Green, City Hall and the civic campus and neighborhoods beyond. An open pavilion defines the park entrance, a wide accessible ramp flows down around two depressed garden/plaza spaces to the pedestrian underpass. Note: On-street parking along the west side of the park will be removed.

Images, above and below: Plan view; Heart of Roswell Park and Pedestrian Underpass

Pedestrian Underpass: A wide pedestrian underpass connects the Heart of Roswell Park with City Green and provides direct and uninhibited circulation under Atlanta Street for pedestrians, bicycles, and possibly golf carts. The underpass presents a unique opportunity for public art in the form of murals, lighting, interpretive graphics and/or other elements. One concept discussed during this planning process is a representation of the river and its local tributaries thus reinforcing Roswell's history and the City's Vision as "… the premier riverside community…".

View to Pedestrian Underpass, looking toward City Hall

Plan view

Section through Pedestrian Underpass with potential art opportunities identified.

Pedestrian Underpass Character: The underpass will be wide, bright, airy and well lighted. An opening in the center of the underpass provides natural light, fresh air and views of adjacent landscape plantings. The floor and walls provide opportunity for the use of color, interpretive displays and public art.

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Images, clockwise from top left: Underpass at University of Colorado, Boulder; Example underpass wall art; Decorative pavement in Phoenix, Arizona Underpass; Underpass in Phoenix, Arizona.

The Promenade: A wide pedestrian walkway will link the Cultural Arts Center, Archibald Smith Plantation Home, City Hall, Groveway and other east-side neighborhoods with Canton Street and neighborhoods to the west. The promenade, together with the pedestrian underpass, allows direct access to the shared-parking spaces at City Hall for individuals wishing to access the southern portion of Canton Street.

Images, top to bottom: Plan view; Typical section looking toward Canton Street; Perspective view looking toward Canton Street.

Outdoor Event Garden & Plaza: The Outdoor Event Garden and Plaza are located at the intersection of the Promenade, the Pedestrian Underpass and Atlanta Street. The Plaza will feature a fountain, a two-level concession, restroom and storage facility, seating areas, wayfinding signage and public art. The adjacent Garden will provide permanent seating and open lawn areas under the shade of existing and newly planted trees.

Images, above and below: Plan view; Perspective view looking west toward Canton / Atlanta Streets.

Heart of Roswell Character & Outdoor Garden / Plaza Character: Both the Heart of Roswell Park and the Outdoor Event Garden/Plaza will have a similar character and feel. The small pavilions and kiosks will have a fun park-like architectural style blending traditional materials in a modern way. These spaces will integrate seating opportunities, interactive play/art elements and water in some form.

Images, clockwise from top left: Princes Street Gardens, Edinburgh Scotland; Kiosk in Aspen, Colorado; Aquarium in Chattonooga, Tennesee; *Make Way for Ducklings* sculpture at Boston Public Garden.

Central Green: City Green is personified by this central space. The recessed lawn panel is flanked by two wide parallel walkways running east-west between City Hall and Atlanta Street. The walkways will be lined with shade trees, benches and pedestrian lights. The central lawn will be both a place for informal daily use as well as for programmed special community-wide events, seating up to 1200 people. The plan envisions potential temporary shade structures for special events. A raised plaza and formal fountain terminate the eastern end of the Green at City Hall. This central fountain will be slightly elevated above the plaza level, formal in appearance, iconic and visible from Atlanta Street. A set of steps up to the Atlanta Street sidewalk and two flanking pavilions terminate the western end of the Green.

Perspective view across Green to City Hall.

Perspective view across Green toward Faces of War Memorial.

Central Green and Memorial Garden: The central green lawn panel will be approximately ½ acre in size (110'x200'). Flanked by parallel walkways and rows of canopy shade trees the Green will be a central gathering and activity space. A temporary shade structure is planned for use during larger special events. The two existing war memorials, the World War II and the Faces of War (Vietnam), will be relocated a short distance to face each other in a prominent position across the central green. Each memorial will be centered in its own dedicated garden area.

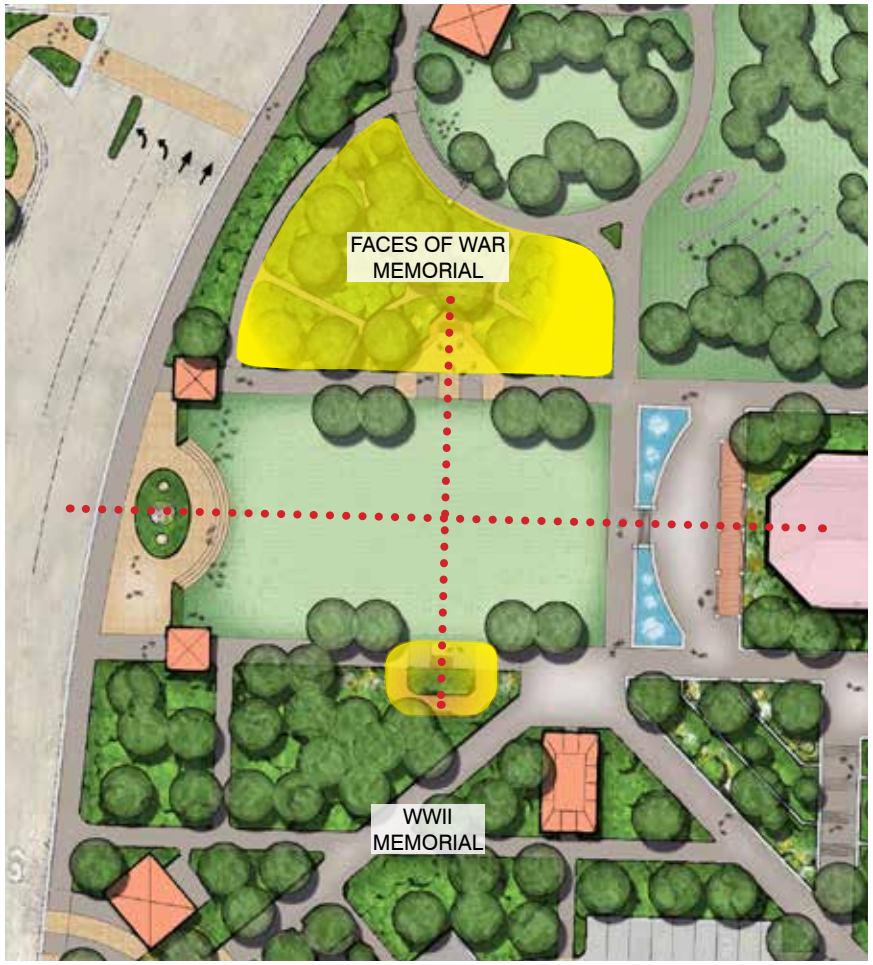
Memorial Garden

Perspective view across Green toward City Hall.

Faces of War Memorial Garden: This powerful memorial will be enhanced in its new location, approximately 90' north of its present site to a prominent south-facing location centered on the Green. It will be sited immediately north of one of the main walkways and surrounded by an ornamental garden crossed by intimate walkways. The memorial pavers will be placed in the current relationship to each other in a similar proximity to the memorial.

Images, clockwise from top left: Section through Memorial and Garden looking toward Atlanta Street; Faces of War Memorial; Perspective view of Faces of War Memorial.

World War II Memorial Garden: The World War II Memorial will also be relocated. It will be placed opposite the Faces of War Memorial, across the Green and along the main walkway defining the southern edge of the Green. It will be centered in a small ornamental garden.



Plan view

World War II Memorial

The Grove: Immediately south of the central Green is The Grove. Here a number of existing trees will be retained to shade the walkways, open lawn areas and shrub beds. A series of open pavilions are proposed to provide facilities for individuals and small groups to utilize daily and for special events. The walkways and lawn areas will be designed to accommodate special event booths and tents for various types of festivals.

Images, clockwise from top left: Plan view; Chapel; Farmers Market; Picnic Pavilion; Traditional Gazebo.

Hill Street Reconfiguration: In order to accommodate the City Green and to facilitate access and pedestrian connectivity to and from the south, the master plan proposes the reconfiguration of Hill Street. The current median will be removed and Hill Street will be narrowed to two travel lanes with sidewalks and on-street parking provided along both sides of the street. One or two mid-block crossings may be provided to further facilitate access to and from City Green. In addition, once warranted by further adjacent development, the City may choose to pursue providing a traffic signal at the Hill Street / Atlanta Street intersection.

Plan view

Alternate Hill Street Edge: The Master Plan also provides for an alternate, more developed solution at the Hill Street corner. This is a critical, highly visible location adjacent to the southern district gateway. The master plan recommends constructing facilities in this location which will help activate the Green after working hours, during evenings and weekends. The facilities here could include a community events space, the Roswell Visitor Center, a rotating Roswell history exhibit, a small restaurant or two, and/or office space for city affiliated organizations. To reiterate, the primary goal of creating these facilities is to help activate the Green and extend its normal usable hours.

Plan view

Concept Engineering

Engineering elements of the master plan, including intersection reconfiguration, pedestrian underpass, site grading, tree save, storm water drainage and water quality treatment, have been analyzed from a conceptual/master-plan level of design. Distribution routes have also been planned for domestic water, fire protection and sanitary sewer services.

Stormwater Management Concept and Hydrology

Water Quality treatment will be provided by retro-fitting sections of the existing City Hall parking lot on the east side of the campus with a pervious paver system. This approach will result in the treatment of areas which are more prone to pollutants than the proposed sidewalks around the City Green. Storm water detention will be provided by oversized, inline pipe storage or other alternative approach.

Preliminary Grading and Drainage

The design approach is to mimic existing drainage patterns and basins while incorporating areas of tree save throughout the site. Accessible walkways, ramps and gathering spaces will be provided. Storm water runoff will follow the natural paths to the north and south, from a high point on the west side of City Hall. Drainage inlets will be tucked into the landscape to collect flows and pipe them to existing storm pipe infrastructure.

Transportation / Pedestrian Connectivity

Magnolia / Canton Intersection Reconfiguration: The reconfiguration of the Magnolia/Canton Street intersection will provide a more pleasing pedestrian crossing experience of Atlanta Street/SR 9. A single stage crossing of SR 9 is provided by straightening its southbound movement. The more compact intersection will operate at similar level of service as the existing configuration.

Pedestrian Underpass:

The pedestrian underpass will provide an unimpeded crossing alternative of Atlanta Street/SR 9. Installation of the precast, bottomless arch culverts, used to form the underpass, will require temporary realignment of SR 9 through the Heart of Roswell Park. Significant excavation in the Heart of Roswell Park will be required.

Site Utilities

Domestic water, fire protection and sanitary sewer services will be provided to several structures within the City Green. Connections will be made to existing lines along Hill Street, Highway 9 or within the City Hall property itself. Routing of these utility lines will be designed to occur under proposed walkways and plazas in order to limit the amount of land disturbance.

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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 requires 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, Operations and Maintenance *(continued)*

operation and maintenance of this new open space. The master plan team also recognizes the importance of establishing a name for the new amenity as a way to increase community awareness and brand the facility regionally. This is an item that the Mayor and Council may want to consider further.

Revenue Generation: Market research considered specific facilities within the Roswell City Green that would have the potential to engage visitors and generate revenue. These included:

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

The analysis assessed how each of these facilities might:

- Support the mission of the City Green.
- Provide amenities for residents, workers and visitors.
- Generate activity within the park.
- Have the potential to generate revenues that covers operating costs for individual events.
- Has the potential to generate additional revenues to support the operations and maintenance of City Green year round.

Revenue Generation *(continued)*

The master plan recommends the construction of several facilities within City Green which could be used as leasable space, either for special events or for longer terms concessions. There will also be an opportunity for small vendors to provide services, both daily and/or during special events, within the new spaces. The Recreation, Parks, Historic and Cultural Affairs department has experience managing leased space in other parks for 'public purposes' and it is recommended for their department to assume the role of managing both any potential leased space and any vendors who might be permitted to operate in City Green. It is important to note if a non-city entity was managing leasing then it would trigger additional approvals including rezoning, parking, and other Unified Development Code requirements on the civic zoned parcel.

Parking Management: The master plan recognizes the City Hall Complex allows for **shared use parking**. City government functions utilize the parking spaces typically during the weekday hours from 8am – 5pm. The parking spaces are currently utilized for evening events held at City Hall, the Cultural Arts Center, and Canton Street. The master plan includes adding approximately 49 spaces along Hill Street. One option the City may wish to consider is the possibility of metering the on-street parking spaces on Hill Street.

Sustainable Design: Sustainability should be considered for all aspects of City Green as the master plan is developed into more detailed design implementation plans. Elements including materials reuse and recycling, stormwater best management practices, water reuse options, and solar power should all be considered.

Preliminary Construction Estimates: A rough order of magnitude (ROM) estimate currently places the full buildout of the City Green Master Plan between $13,500,000 and $14,500,000. This scenario includes City Green, the Canton/Magnolia Intersection, Pedestrian Promenade with Underpass, and the Heart of Roswell Park.

The Grove/Hill Street Corner - Option B Estimate: A similar ROM estimate places the cost of the small restaurant/community event space building(s) at $2,000,000 (9,500 GSF, core and shell only).

Note: Approximately three-quarters of these costs are City Green related and one-quarter is transportation related.

Phasing Options: A series of potential phasing scenarios was explored during this planning process and were measured against the level of activation a given buildout scenario would create and their relative ability to achieve the City Green goals and vision.

Phasing Options *(continued)*

Pending funding availability, a phased buildout would allow Phase I - City Green to open in May 2017; Phase II – Transportation-related Improvements and Heart of Roswell Park to open in May 2018.

Next Steps: Should the City choose to move forward with all or a portion of the City Green project, the next implementation steps would include: a detailed schematic/design development package to further develop and refine the specific elements of the project; an updated cost estimate; a City review process; then preparation of the actual construction documents; pre-qualification of potential contractors, a bid and award period and ultimately construction of the Green. As a part of the next, more detailed design process, there are a series of items which the City will want to explore further. They include: site lighting, sound attenuation, screening of mechanical and service areas, City Hall public access points, and overall site security.

Plan view

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CONCLUSION

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City Green has the potential to be as important in the continued evolution of historic Roswell as the Square has been since the City's founding. With the vision of becoming a shared central community gathering space that is both a space for large special events and a place which draws residents and visitors alike for everyday visits, City Green can become the true "Heart of Roswell". City Green's four key goals include creating a central community gathering space; enhancing connectivity between the City Hall Campus and Canton Street; improving walkability in the district and catalyzing future growth.

City Green has been planned as a series of outdoor rooms, each with its own character and spatial quality, which will make for a varied experience as users move through the Green. This variety is important as it provides users with a range of choices and options for using the Green. In order to achieve success and the level of activation desired, it is important that the Green be actively programmed with both large and small events scheduled both seasonally and daily. It is equally important that the Green be maintained at the highest levels and that it be perceived as a safe, fun, family-friendly destination.

City Green will be a landmark destination for Roswell residents and visitors alike. It will be another asset that the community can be proud of for generations to come.

Vision for Roswell's City Green - a place of pride.

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