



City Green Master Plan & Design Project

Mayor & Council Work Session

March 09, 2015



- I. Team Introductions
- II. The Assignment & Our Role
- III. Placemaking
- IV. Project Planning Process
- V. The DDA Concept
- VI. Challenges & Opportunities
- VII. Preliminary Project Schedule
- VIII. Discussion

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*



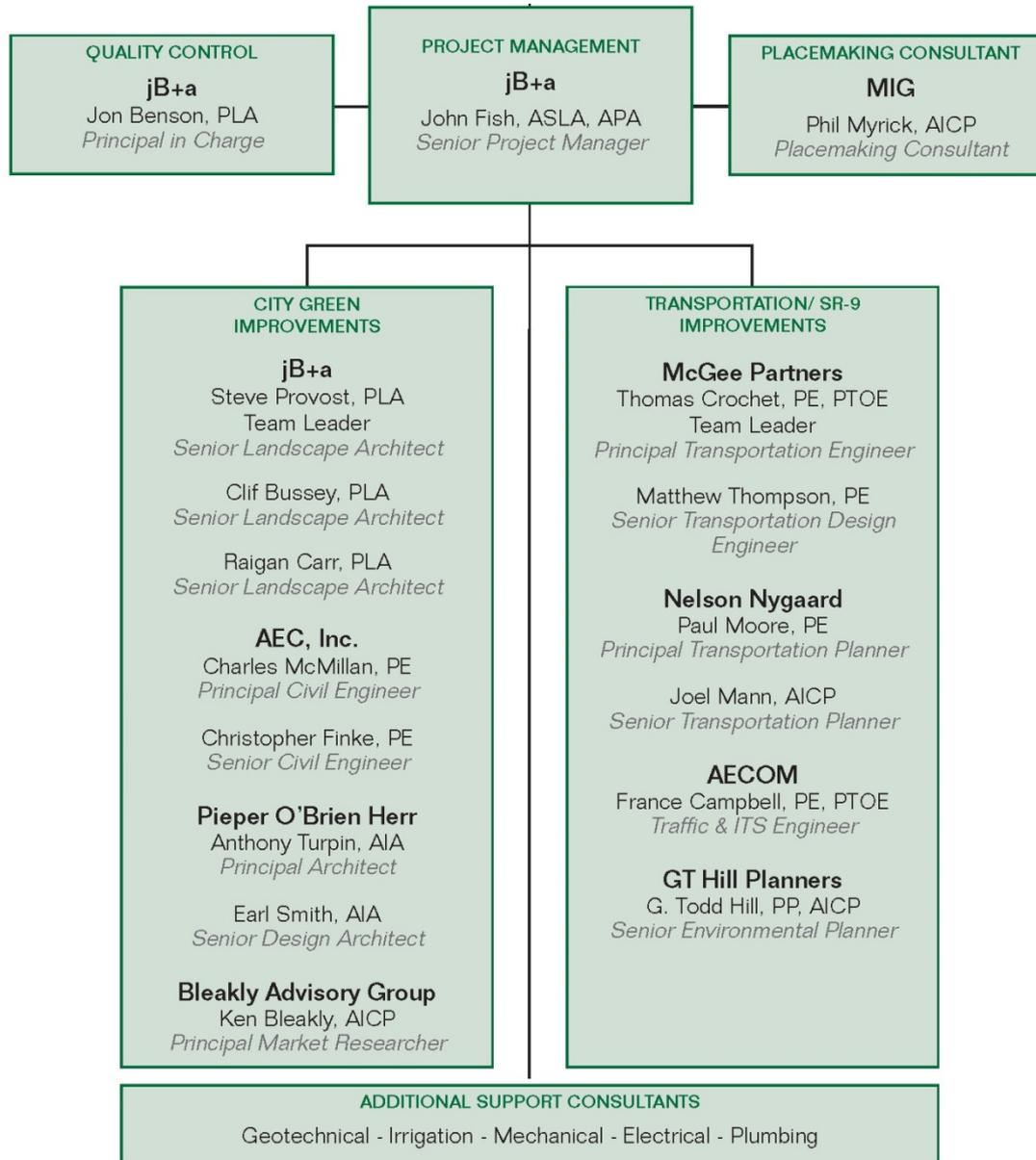
AEC, Inc.

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)

- Listen
- Facilitate
- Communicate
- Research, Analyze, Assess
- Explore Options
- Plan, Design, Engineer
- Estimate Cost
- Recommend Solutions

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



Project Planning Process



Proposed Planning Process Based on City Green Master Plan RFP 14-328-C

OUTREACH

- 1.1 Public Involvement / Communications Plan
- 1.2 Stakeholder & Public Involvement
- 1.3 Mayor & City Council Work Sessions

CONCEPT ENGINEERING PLAN REFINEMENT

- 2.1 Existing Conditions Assessment
- 2.2 Concept Refinement
- 2.3 Pedestrian Connectivity
- 2.4 Phasing & Funding Strategies
- 2.5 Concept Plan Development - 15% Engineering Plans
- 2.6 Preliminary Opinion of Probable Cost

MASTER PLAN DOCUMENT

- 3.1 Final Illustrative Master Plan & Support Graphics
- 3.2 Final Opinion of Probable Cost
- 3.3 Final Master Plan Document
- 3.4 Master Plan Implementation Strategy

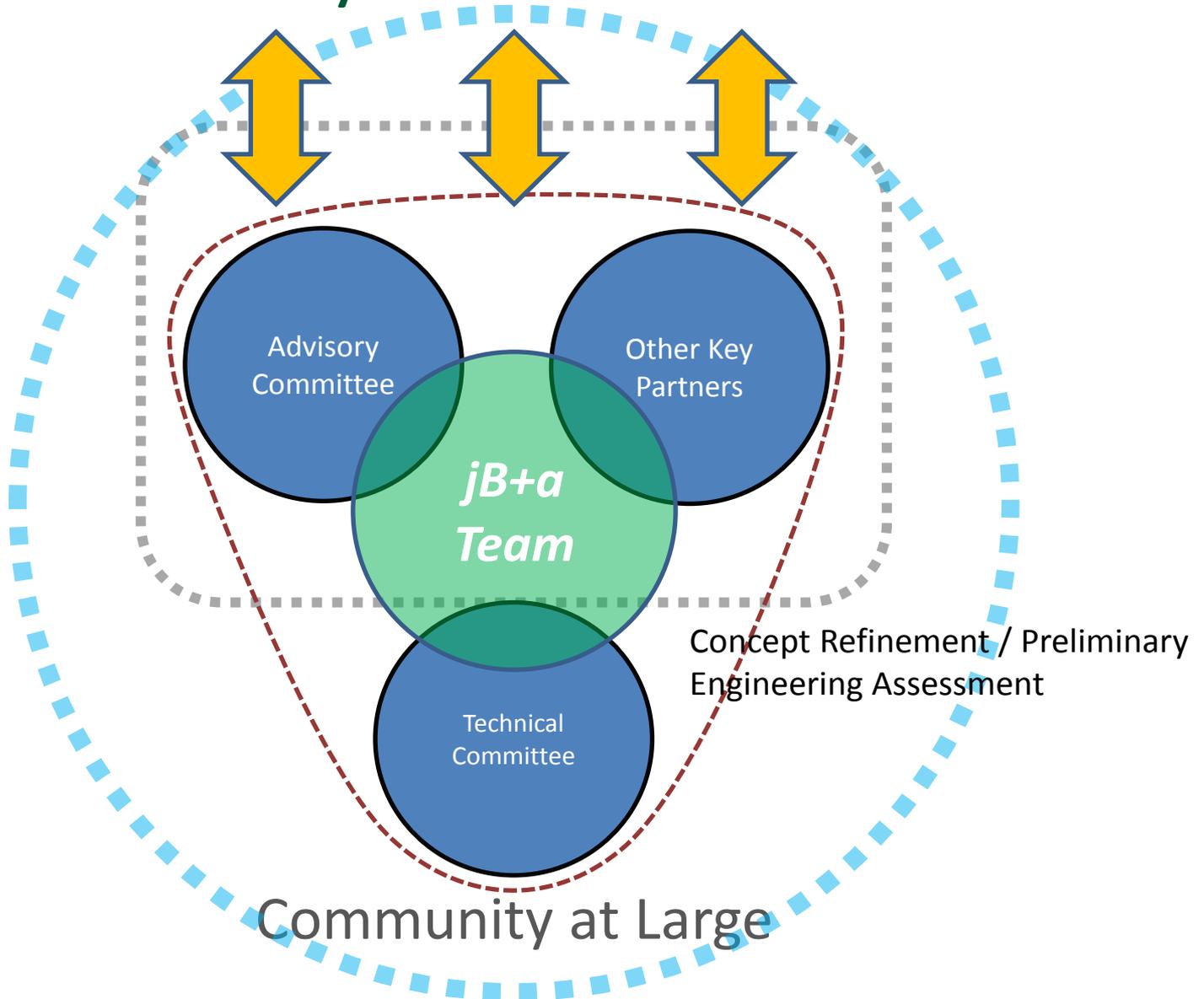
- Assess, Test and Refine Master Plan
- Review Transportation & Pedestrian Connectivity
- Engage Stakeholders and Community
- Prepare Preliminary Engineering Assessment
- Explore Options / Alternative Solutions
- Refine and Detail Master Plan
- Develop Project Phasing Plan & Funding Strategy

Community Engagement

1. Stakeholders:
 - a. Mayor & Council
 - b. Advisory Committee
 - c. Technical Committee (City Staff)
 - d. Other Key Stakeholders
 - e. The Community
2. Small-Group Work Sessions
3. City Council Work Session Updates
4. Community Forums / Open Houses
5. Media Outreach / City Communication Tools:
 - a. City Green Web Page
 - b. Social Media
 - c. Press Releases

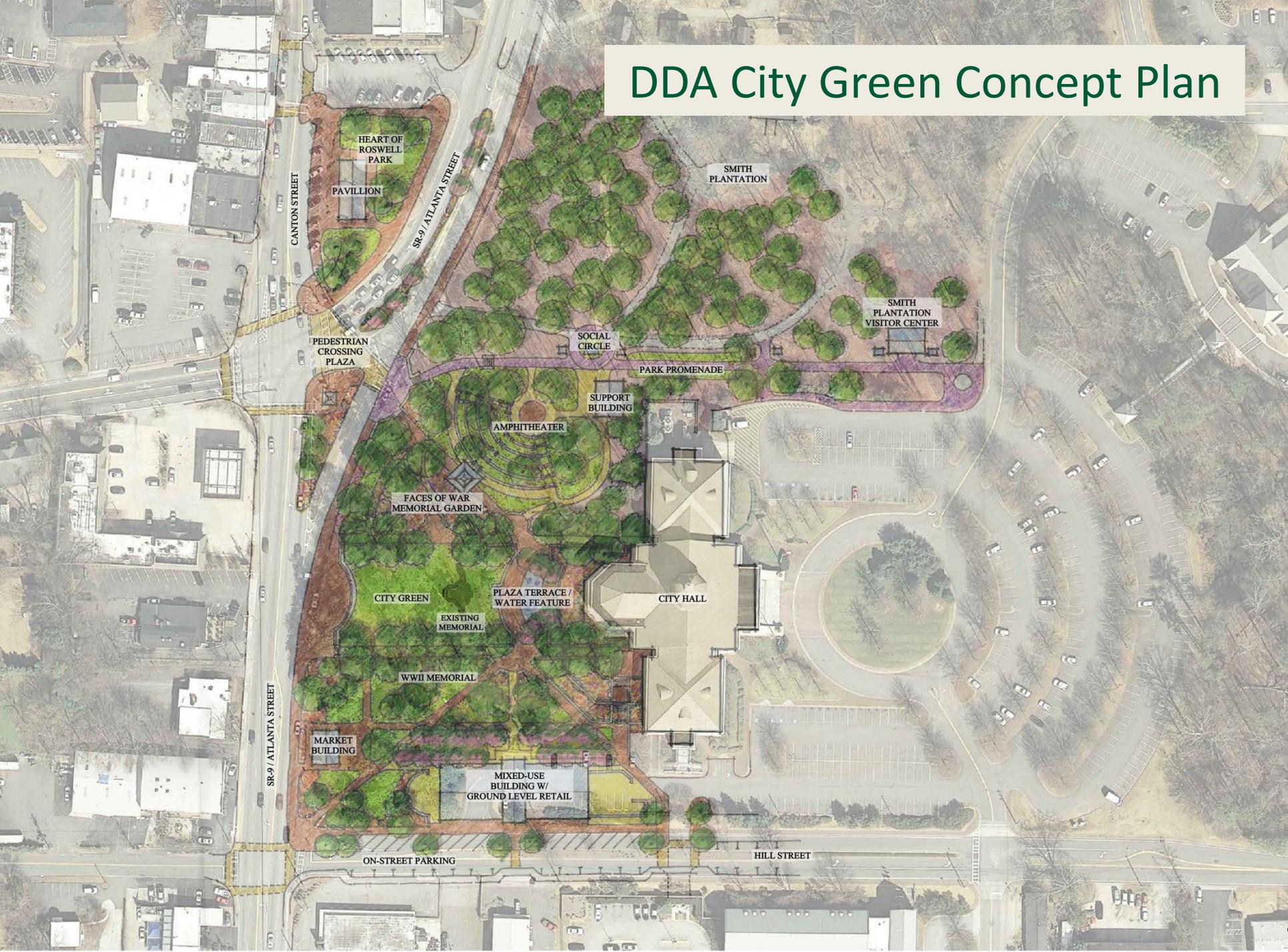


Mayor & Council



Convene, Guide, Collaborate, Take Ownership

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 GREEN

PLAZA TERRACE /
WATER FEATURE

CITY HALL

EXISTING
MEMORIAL

WWII MEMORIAL

MARKET
BUILDING

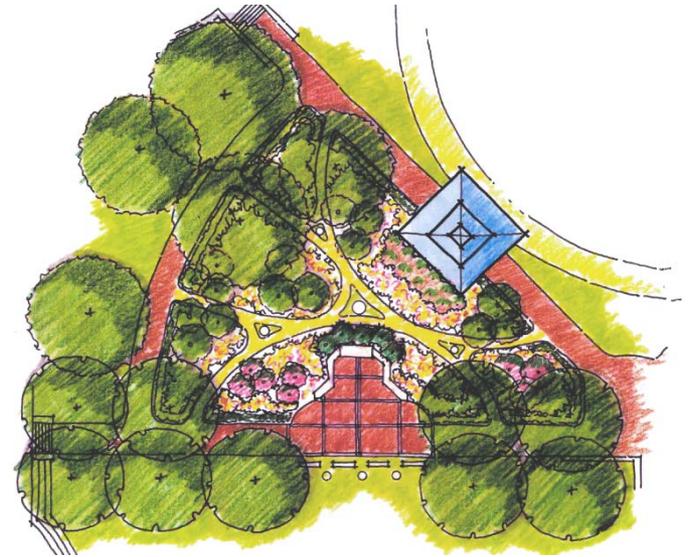
MIXED-USE
BUILDING W/
GROUND LEVEL RETAIL

SR-9 / ATLANTA STREET

ON-STREET PARKING

HILL STREET

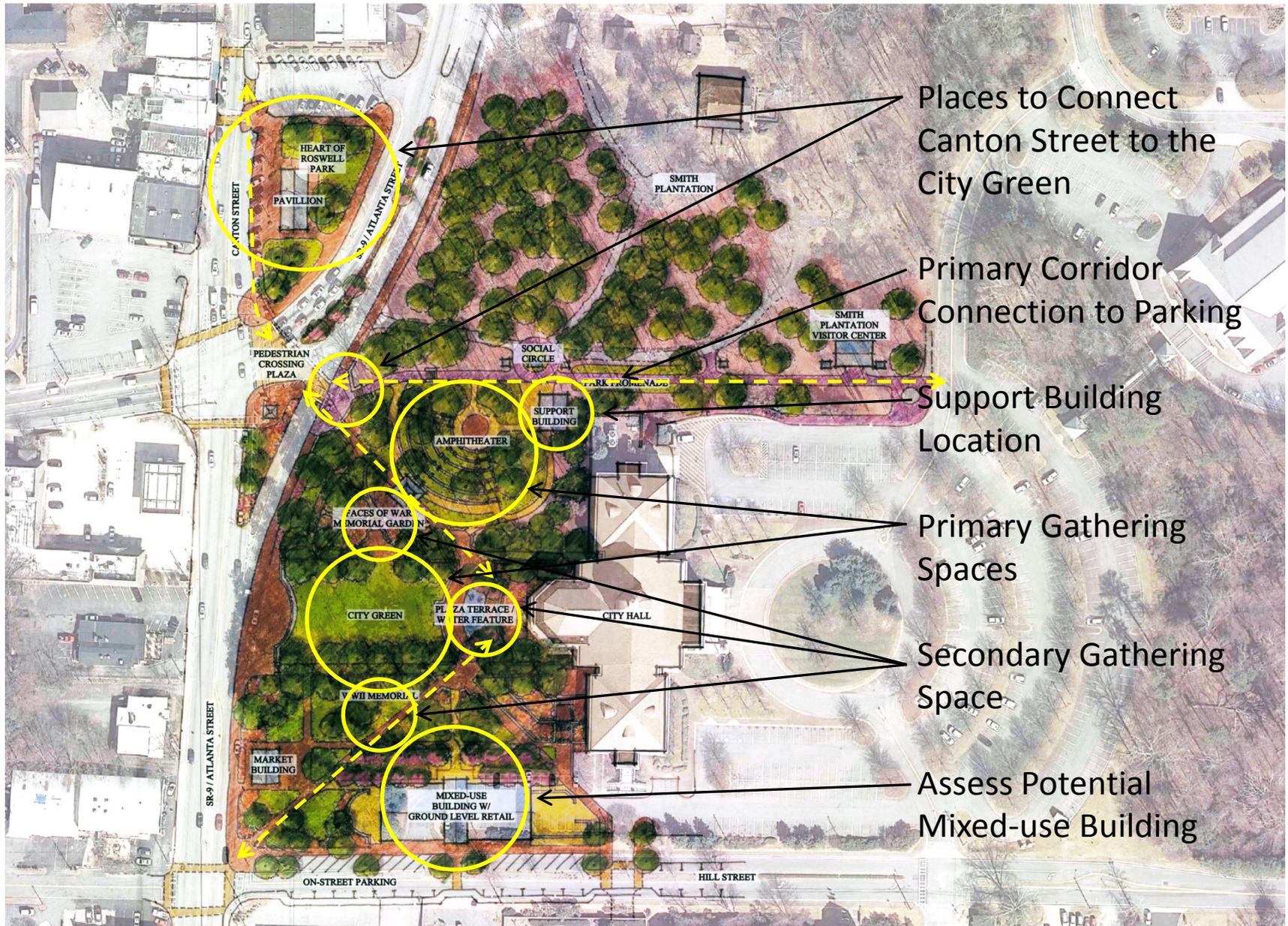
DDA City Green Concept Plan



DDA City Green Concept Plan



Methodology – Assess and Refine Master Plan



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



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



Preliminary Project Schedule

		MAR.	APRIL	MAY	JUNE	JULY	AUG.
TASK							
TASK I - OUTREACH							
1.1	Public Involvement / Communications Plan		●				
1.2	Stakeholder* & Public Involvement		△	▲	▲	▲	▲
1.3	Mayor & City Council Work Sessions	▲			▲	▲	▲
1.4	Project Manager Coordination						
TASK II - CONCEPT ENGINEERING PLAN REFINEMENT							
2.1	Existing Conditions Assessment		●				
2.2	Concept Refinement			○	●		
2.3	Pedestrian Connectivity			○	●		
2.4	Phasing & Funding Strategies			○	●		
2.5	Concept Plan Development - 15% Plans			○	●		
2.6	Preliminary Opinion of Probable Cost			○	●		
TASK III - FINAL MASTER PLAN DOCUMENT							
3.1	Final Illustrative Master Plan & Support Graphics					○	○ ●
3.2	Final Opinion of Probable Cost					○	○ ●
3.3	Final Master Plan Document					○	○ ●
3.4	Master Plan Implementation Strategy					○	○ ●

- Major Milestone Deliverables
- Interim / Progress Deliverables
- ▲ City Council Work Session / Update
- ▲ Small Group Work Sessions #1 & #2 with Stakeholders
- △ Advisory Committee Kick-off Meeting
- ▲ Community Forum / Public Meeting
- △ City Council Update By City Staff
- * Stakeholders = Mayor & Council, Advisory Committee & Technical Committee

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 –

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

August –

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

Discussion

Questions & Answers