ROSWELL TOWN CENTER/ ATLANTA STREET CORRIDOR STUDY

APRIL, 2008

GOODY CLANCY

STREET SMARTS | RCLCo | MARY MEANS + ASSOCIATES

Funded by the Atlanta Regional Commision
and the City of Roswell, Georgia

ROSWELL
GEORGIA
SINCE 1854

CERTIFICATE

I, Sue H. Creel, City Clerk and Custodian of Records for the City of Roswell, certify that the attached is a true and correct copy of the Mayor and Council Zoning Meeting Minutes dated April 14, 2008, regarding Approval of the Roswell Town Center/Atlanta Street Corridor Study.

This 12th day of May 2008.

Sue H. Creel

Sue H. Creel, CMC
City Clerk
City of Roswell, Georgia

(Seal)

Motion: Councilman Dippolito moved to forward this document to the Atlanta Regional Commission (ARC) and that Council accept the document as the contractor having fulfilled his obligations under the contract in order for the City of Roswell to forward it to the ARC, but the Council is not necessarily adopting any of the recommendations within this document as something the City is required to act upon.

Mayor Wood asked if that motion would meet staff needs for moving this project along. Ms. Fine responded yes, she believed so.

Council comment:
Councilman Tolleson inquired if this meant Council was not approving the Action Plan; he noted Councilman Igleheart had earlier inquired about this since Council thought that was needed. Councilman Tolleson asked if that should be added to the motion or would the motion cover that. Ms. Fine responded that the Action Plan is just one chapter in the study; they are not separate documents. Councilman Tolleson asked if she was agreeable with that. Ms. Fine responded yes.

Councilwoman Henry requested that the motion and reference this evening, be tied to the document within the first page; bound with it as part of the document. She expressed concern that surrounding cities, possibly trying to plan around it, would not realize the spirit and the intent of tonight's Council meeting unless this information was bound to the document.

Councilwoman Wynn seconded the motion. No public comment or questions.

Council comment:
Councilman Igleheart stated he would support the motion, based on the comments from City Attorney David Davidson. Councilman Igleheart added that it should be clear that he strongly disagreed with many of the elements within the study.

Amended Motion: Councilman Dippolito amended the motion to include Councilwoman Henry's request to bind the actual report to the City's letter of transmittal to the ARC. Councilwoman Wynn confirmed for Mayor Wood that she accepted Councilman Dippolito's amended motion.

Mayor Wood noted the list of concrete projects: Oak Street sidewalks, South Atlanta Street to Hwy. 120 and Norcross Street streetscape improvements, rehabilitation of the Old Riverside Bridge, two possible options at Oxbo Drive, pedestrian improvements at the town square, and a multi-use path on the national park side. Mayor Wood asked Council if they had any concerns regarding these specific projects.

Councilwoman Henry stated she did not have any concerns; the study has been a catalyst for discussion. The study required that Council "pull out" those projects which they agreed could be moved forward and those projects which they do not agree on. Councilwoman Henry noted this study has some major sticking points; she will not approve six-lanes on Riverside Drive. She reiterated that this study provided discussion opportunities; she fully supports those projects which Council pulled out in the Action Plan and agreed to move forward but further discussion would be needed in "other gray areas."

Vote on the Amended Motion: The motion passed unanimously.

ROSWELL TOWN CENTER/ ATLANTA STREET CORRIDOR STUDY ROSWELL, GEORGIA

Funded by the Atlanta Regional Commision
and the City of Roswell, Georgia

APRIL, 2008

Amended, October 6, 2008

GOODY CLANCY
STREET SMARTS | RCLCo | MARY MEANS + ASSOCIATES

Acknowledgements

City of Roswell

Mayor Jere Wood

City Council Members

Rich Dippolito

Becky Wynn

David Tolleson

Kent Igleheart

Jerry Orlans

Lori Henry

Department of Community Development

Kathleen Field, Director

Jennifer Fine, Former Economic Development Division Manager

(Bill Keir, Current Economic Development Division Manager)

Department of Transportation

Vasilios Andreou, Former Director

(David Low, Interim Director)

A special thank you to the many residents, property owners, business owners, city staff members and concerned citizens who generously offered their time and energy in planning for the improvement of the Atlanta Street / Town Square area. Their participation in interviews, focus groups, and public meetings and workshops has been critical to the development of this plan.

This study was funded by a Livable Centers Initiative grant from the Atlanta Regional Commission and by the City of Roswell, Georgia.

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1 Executive Summary
Reclaiming the Power of Place

The Town Square / Atlanta Street Corridor Study is a Livable Centers Initiative (LCI) plan funded by a grant from the Atlanta Regional Commission and by the City of Roswell. It was created through a community-based process involving residents, property owners, elected officials, and other stakeholders during fall 2007 and winter 2008. LCI planning studies are designed to coordinate transportation improvements with land use strategies in order to promote mixed-use and mixed-income neighborhoods that provide access to a broad range of travel modes (including transit, roadways, and walkways/bikeways) and that support a balance between jobs and housing.

The Atlanta Street Corridor study area encompasses all land within approximately 1/4-mile of Atlanta Street (State Route 9) from the Chattahoochee River to Norcross Street, including Roswell's historic heart: the Town Square, Mimosa Boulevard and the old mill area. Due to the dual nature of Atlanta Street, which serves as both a heavily traveled regional commuter route and a local roadway connecting the City of Roswell to its historic and cultural assets, the corridor presents unique planning challenges. Regional growth has resulted in significant peak-hour traffic congestion, while safety is a concern at all times along Atlanta Street for automobiles and pedestrians alike. The potential to increase capacity and improve connectivity is hampered by the study areas scenic, undulating topography and the limited number of river crossings on a regional level. The unique historic character of the study area–it's "power of place" has been eroded by commuter traffic impacts and auto-oriented, disjointed, and often incompatible land uses that have developed along the corridor. Historic antebellum homes, residential subdivisions, strip retail centers, and underutilized industrial areas are located virtually side by side, with limited pedestrian connections and without a cohesive vision or relation to the area's historic character.

After extensive input from area stakeholders, analysis of existing site and transportation conditions, and a market analysis, a vision for the corridor emerged that reclaims and

enhances the power of place based on the corridor's historic character and dramatic landscape. The corridor will be a vital pedestrian-friendly center of heritage, culture, business and neighborhood life that is friendly to commuters, visitors, and residents alike. Strategies to achieve the vision and to address transportation, land use, urban design and historic preservation issues in ways that are supported by the market include:

- **Create village identities:** Reinforce existing village areas around Roswell Town Square and the Civic Area, create new neighborhood centers along Oak Street ("Arts Village")and South Atlanta Street ("Allenbrook Village" near Jones Drive), and enhance residential concentrations at Chattahoochee Landing and along Myrtle Street.
- **Promote mixed-use development:** Develop or redevelop underutilized land along Atlanta Street and in the proposed Arts Village and Allenbrook Village areas to include mixed-use centers offering residential, retail and office amenities in a pedestrian friendly environment;
- **Create balanced transportation solutions:** Implement policies and projects that accommodate both on-peak regional commuter traffic and off-peak local traffic through improved roadway alignments and intersections, access management strategies, traffic calming measures, enhanced connectivity and transportation demand management (TDM);
- **Design for pedestrian-friendly environments:** Reconnect the entire corridor with new and/or improved sidewalks, enhance Atlanta Street pedestrian safety with improved crosswalks and signals, plant street trees, provide multi-purpose paths for pedestrian and bicycle use, locate parking lots to the rear or side of buildings, bring buildings close to the sidewalk, and design facades for street-level, pedestrian interest.
- **Refocus and refine historic preservation efforts:** Refocus the overall mission to capitalize on the most important historic resources and assets by revising the Local Historic District, Historic Properties Map, and historic design review, and by telling Roswell's unique story better through interpretive signage, a heritage trail, and additional events and activities.

The plan includes urban design and regulatory strategies to achieve the plan's goals, including corridor-wide and sub-district housing and preservation initiatives, land use and zoning changes, and design recommendations for neighborhood, streetscape, parking, and open space. The market analysis provides findings on current and long-term market conditions that indicate demand for the more walkable, mixed-use neighborhoods recommended in this plan. The action plan includes a timeline and cost structure for the transportation projects, housing proposals, and local initiatives needed to achieve the Roswell Town Square/Atlanta Street Corridor Study Vision.

2 Project Overview and Community Process

It was the City's aim to address longstanding traffic problems on Atlanta Street (State Route 9), now a major regional thoroughfare between Atlanta and the northern suburbs; to reclaim the much loved historic Town Square area as a welcoming place for residents and visitors; and to identify opportunities for revitalization and redevelopment throughout the area. Recent planning activities, including a citywide Transportation Master Plan and a Town Square Charrette, provided a foundation for this effort.

The ARC's Livable Centers Initiative is designed to encourage communities to coordinate transportation improvements with land use strategies. The central goals of the program are to:

1. Encourage a diversity of mixed-income residential neighborhoods, employment, shopping and recreation choices at the activity center, town center, and corridor level;
2. Provide access to a range of travel modes including transit, roadways, walking and biking to enable access to all uses within the study area;
3. Develop an outreach process that promotes the involvement of all stakeholders.

The LCI program funds both planning and implementation of projects that meet the initiative's objectives.

The City of Roswell hired a team of consultants in fall of 2007 to help lead the corridor study for Atlanta Street. The consultant team was headed by Goody Clancy, a Boston-based architecture, planning and preservation firm. Other team members were Street Smarts (providing expertise in transportation) of Duluth (GA), RCLCO (providing expertise in real estate and market analysis) of Atlanta, and Mary Means and Associates (providing expertise in historic preservation) of Alexandria (VA).

The consultant team worked closely with City staff, elected officials and the broader public to establish a set of realistic recommendations backed by broad public support.

The study began with a series of stakeholder meetings in October of 2007 and was completed in spring of 2008.

In accordance with both City and LCI objectives, this study involved an open public process with extensive stakeholder outreach. Local residents, business and property owners, community leaders, and relevant city, state and federal agencies, including the National Park Service (NPS) and the Georgia Department of Transportation (GDOT), all played an ongoing role in shaping the plan. At each stage of the study, highly publicized and well attended public meetings created opportunities for stakeholders to share ideas and concerns.

Input from stakeholders illuminated goals and challenges that would drive the outcomes of this study. Findings and recommendations were vetted by relevant decision makers and the broader public to ensure that plans emerging from the study would have broad support.

Participants in Public Meeting #1 work in small groups to discuss goals for the corridor.

Several key ideas recurred repeatedly across the meetings and provided a foundation for shaping the plan that follows. These themes are described below.

Community Character and Historic Preservation: Local participants took great pride in the authenticity of historic assets within the corridor, including pre-Civil War mansion homes, the Town Square, and the old mill and mill housing. Participants noted that Roswell's historic resources set the city apart from other communities within the region and bring visitors from afar. The area's natural beauty, high quality parks, and unique shops and restaurants, especially on Canton Street, were celebrated as well. There is a sense that Roswell is a special place, and although it has grown significantly in recent decades, it has retained the character of a small town. Strengthening key areas at the heart of the community and the area in and around the Town Square in particular was of the utmost importance to participants.

Meeting participants recorded ideas and comments on maps.

Connectivity: Meeting participants highlighted the importance of the historic and natural assets within this corridor, as well as the key civic, recreation and commercial destinations. However, participants also noted that the corridor is fragmented – that these assets are

"isolated" from each other. Again and again, stakeholders emphasized their desire for stronger, safer, more obvious connections that could link the many destinations within this area, particularly for pedestrians. Certain connections (e.g., between Canton Street and the Town Square) were seen as opportunities to build on the success of well loved areas within the corridor and to strengthen other areas in need of improvement.

Walkability: Participants repeatedly emphasized the poor pedestrian conditions within the corridor, pointing to high speed off-peak traffic, unsafe intersections, and the scarcity of sidewalks – particularly of well-maintained sidewalks with adequate buffers between vehicular and pedestrian areas. Residents and community leaders expressed a clear and consistent desire to move freely and safely around the study area, and pointed to Canton Street as a successful model. Making the Town Square area safe and welcoming for pedestrians – including safe crossings between the Convention and Visitors Bureau, Barrington Hall, Bulloch Hall, area businesses, and the Square itself – was a top priority for residents, business leaders and City officials alike.

Traffic Congestion: Participants were very concerned about traffic volumes on Atlanta Street and the long delays at intersections. The Riverside-Azalea-Atlanta Street intersection was known to be particularly problematic. Stakeholders were in agreement that they do not wish to see congestion worsen, that they do not want traffic diverted down local residential streets, and that reversible lanes are unsafe and should be eliminated. However, local residents and community leaders were also concerned about preserving the character of historic assets along Atlanta Street. There was overall dislike for strategies that would cause Atlanta Street to look and feel more like a highway. Participants understood Atlanta Street's important role as a commuter route, but hoped to balance the need to move regional through traffic with the need to improve the corridor as the community's "Main Street."

Public meetings were well attended by local residents and business leaders.

Key outreach events were as follows:

Stakeholder Interviews – October 23 and 24, 2007

Over the course of seven small-group stakeholder meetings, the consultant team spoke with over 50 residents, business owners, and community leaders about aspirations, concerns, opportunities and challenges related to Roswell Town Square and the Atlanta Street corridor.

GDOT / NPS / LCI Coordination Meeting – November 7, 2007

Through this meeting, the consultant team exchanged information and ideas with City of Roswell transportation and economic development staff, the National Park Service, and representatives of the Georgia Department of Transportation (GDOT). Meeting participants discussed shared objectives, the viability of different strategies, and opportunities to coordinate related projects.

Meeting participants view a presentation on opportunities within the study area.

Public Meeting #1 (Visioning Workshop) – November 7, 2007

Over 50 local residents and business owners packed into the Convention and Visitors Bureau, just across the street from the Town Square, for the study's public visioning workshop. Participants viewed map exhibits and listened to a brief presentation addressing current conditions and opportunities related to land use, transportation, historic preservation and market support. Working in small groups, participants then provided feedback on potential transportation improvements, as well as how sub-areas or "villages" within the study could be improved.

Public Meeting #2 (Ideas and Alternatives) – December 13, 2007

Public Meeting #2 brought over 60 community members and public officials together at City Hall, on the northern end of the study area. A brief presentation outlined ideas and preliminary recommendations for improvement of the corridor. At the conclusion of the presentation, members of the consultant team staffed five "stations," each focusing on a different issue related to the study. Meeting participants visited these stations to provide feedback on ideas related to managing vehicular traffic, improving walkability, leveraging market opportunities, refining and refocusing historic preservation strategies, and defining and strengthening distinctive "villages" within the study area through new development and public space improvements.

GDOT / LCI Coordination Meeting – January 8, 2008

City transportation and economic development staff met with GDOT representatives and the transportation consultants to review preliminary transportation recommendations.

Meeting with Mayor and Council (Review of Plan Directions) – January 9, 2008

The consultant team met with the mayor and council to discuss evolving study directions, to respond to questions, and to hear concerns.

Public Meeting #3 (Review of Draft Plan) – January 17, 2008

Over 60 participants gathered at City Hall to hear about recommendations within the draft plan and provide feedback. Ideas for strengthening "villages" within the study area and significantly improving pedestrian conditions and connections were warmly received. Participants also spoke favorably about traffic calming strategies but many expressed concern about the potential widening of Atlanta Street.

Transportation consultant explains concepts to meeting participants at Public Meeting #2.

The consultant team presented a revised draft plan to the Mayor and Council that included additional transportation options for the cross-section of the southern segment of Atlanta Street; to enhance connectivity and safety in the Maple Street to Oak Street area; and for the Atlanta Street intersection with Azalea and Riverside. The land use, regulatory and urban design recommendations were generally well-received, with a few remaining concerns about a few areas shown with specific densities.

Presentation of Plan to Mayor and Council – February 28, 2008

ARC Review of Draft Plan - March 26, 2008

City staff met with ARC to review the draft plan as required by the LCI contract. The meeting included review of contract deliverables to ensure that the plan contained all of the required elements. The only required element not yet included within the plan was the population and employment projections, which were added following review of the plan at the March 31 Mayor and Council Work Session. The ARC review meeting went very well, with ARC describing the plan as thoughtful and creative.

Additional refinements of Plan with Mayor and Council – March 31, 2008

City staff met with the Mayor and Council to further refine the plan and then coordinated with the consultants for final plan revisions.

3 Existing Conditions

The Roswell Town Square/Atlanta Street Corridor study area encompasses approximately 625 acres of undulating terrain along the roughly 1.5-mile stretch of Atlanta Street (State Route 9) between the Chattahoochee River to the south and Norcross Street to the north. The study area includes all land approximately 1/4-mile east and west of the route, and includes numerous historic properties, Roswell's Town Square, City Hall and surrounding civic destinations, residential communities, and the southernmost blocks of active Canton Street. See Figure 3.1.

Figure 3.1: Study Area

Atlanta Street has become a highly utilized commuter route with substantial automotive capacity and pedestrian safety concerns. These conditions, along with historic preservation issues and the challenging, hilly terrain, present significant future development and redevelopment challenges within the study area. Therefore, an analysis of existing conditions was performed to identify current land use and transportation challenges within the corridor as well as to identify future development and access opportunities to both enhance Roswell's historic character and encourage appropriate, pedestrian-friendly growth.

Topography, Landscape and Open Space

The topography and landscape of the study area, with its significant elevation changes, wooded areas, and open spaces, gives the corridor a picturesque quality, but also presents development and connectivity challenges.

Figure 3.2 highlights the corridor's topographical realities. From the southern boundary, Atlanta Street climbs a significant upward slope along a winding stretch of wooded terrain that borders the Chattahoochee National Recreation Area. North of Jones Drive, the terrain is more level and landscape more open with increased development of varying type and scale. Historic Roswell Town Square and Barrington Hall are located midway along the corridor at its most level point, with Roswell Mill and surrounding historic homes located due east down a steep slope. Further north, Atlanta Street passes through slightly more undulating terrain, which ends near the relatively level area surrounding City Hall and the initial blocks of Canton Street. The corridor's eastern and western boundaries consist of steep downward slopes of wooded terrain, particularly near winding Big Creek to the east, which present additional connectivity and development challenges.

Open recreational and green spaces are located primarily along the eastern and southern edges of the study area and include playing fields at Waller Park, River Walk along the Chattahoochee River, and walking paths within the Chattahoochee National Recreation Area. Smaller open spaces are found in the center of the corridor including Town Square, Barrington Hall and a pocket/playground park along Sloan and Vickery Streets. Additional open spaces found within the study area include the historic Presbyterian Church Cemetery, Founders Cemetery near Roswell Mill, Smith Plantation near City Hall, and a park at Elizabeth Way and Canton Street.

Land Use

As detailed in Figure 3.3, existing land use follows a pattern set by Atlanta Street (State Route 9), which is lined primarily by commercial and office properties as well as institutional uses. Commercial properties along the corridor, and on offshoot Oak Street, cater predominantly to auto-based consumers with locations providing on-site parking. A small concentration of more pedestrian-friendly commercial uses is located around Town Square, and a more significant pedestrian-friendly commercial center is located along Canton Street beginning at the northern edge of the planning area.

Single and multi-family residential uses take up nearly half of all land, and are located mostly along the perimeter of the study area. GIS analysis identified 1,145 housing units

Figure 3.2: Contours

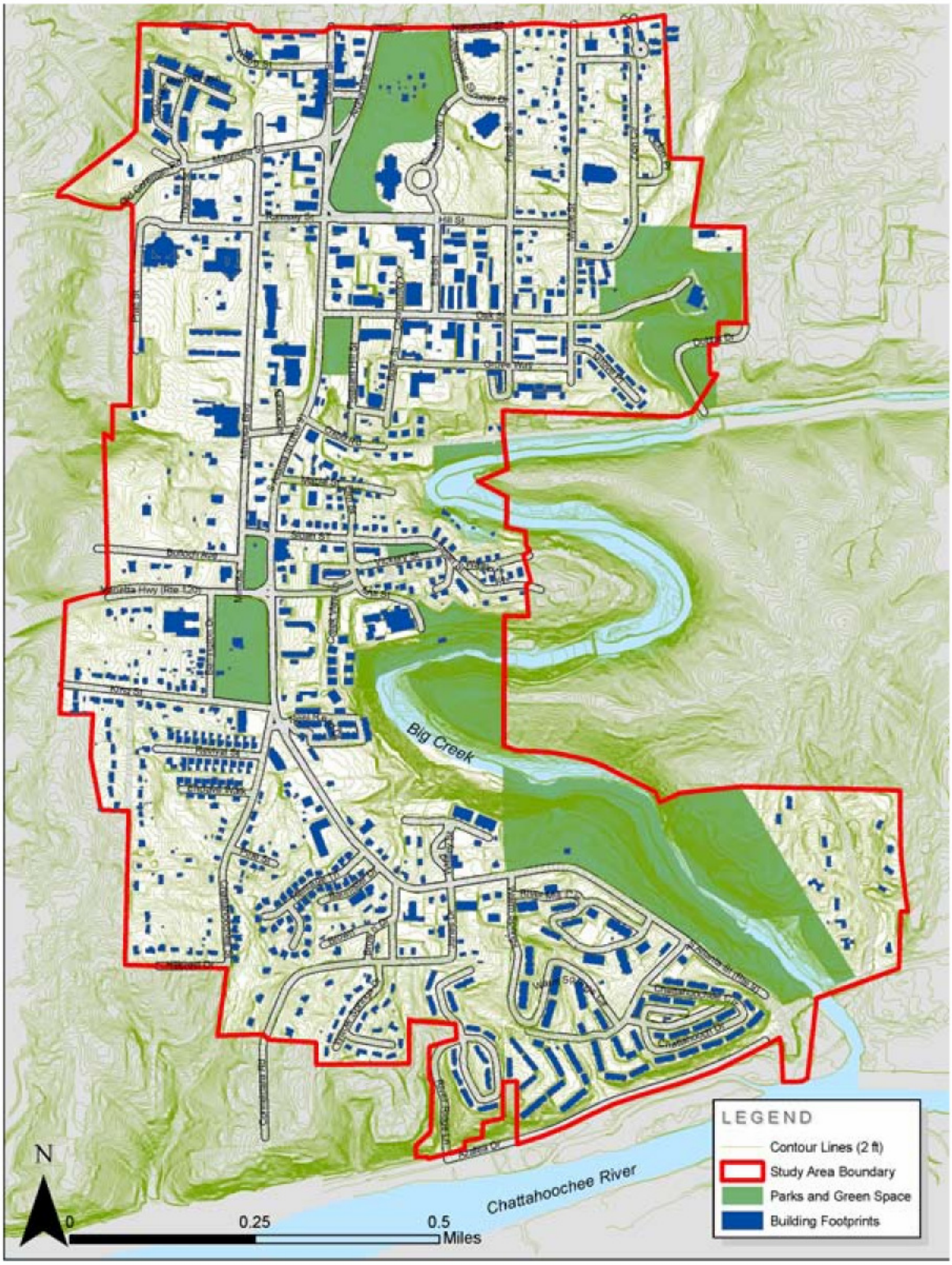
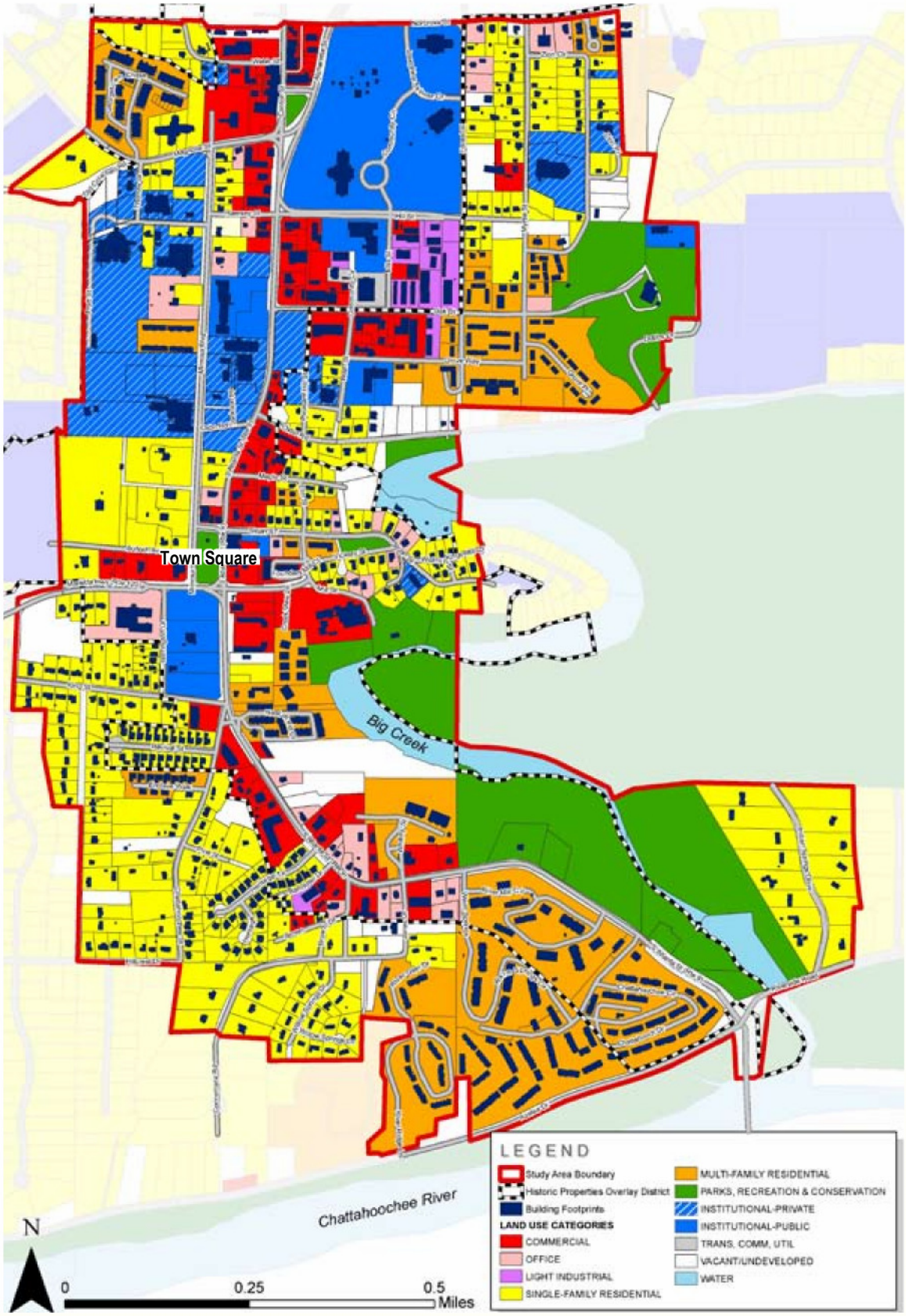


Figure 3.3: Existing Land Use



on these properties as of 2006, the majority or which are located west of Atlanta Street (68 percent). Single family uses are found primarily south of Town Square between Marietta Highway and Connemara Road, with smaller concentrations identified to the east of Town Square and along Myrtle Street east of City Hall. Housing types range from historic bungalows to more recent subdivision colonials. Multi-family land uses are concentrated along the southern boundary of the study area (Chattahoochee Landing apartments, Mill Creek condominiums), and east of Atlanta Street along Oak Street and Grove Way (public housing). Additional multi-family housing includes garden-style apartments along Mimosa Boulevard, a townhouse condominium development in the northwest corner of the study area, and several condominiums southeast of Roswell Town Square. An additional 90 new residential units are also planned, permitted or under construction within the corridor as of January 2008.

Public and private institutional uses are found primarily in the northern half of the study area. Most private uses are located west of Atlanta Street, including three large churches along Mimosa Boulevard and their respective parking lots, some of which are accessed via Atlanta Street. The majority of public institutions are found in a civic concentration between Hill Street and Norcross Street which includes Roswell City Hall, the Cultural Arts Center, the Roswell Library, and Smith Plantation museum. Additional public historic sites (Barrington Hall and Bulloch Hall) are adjacent to Roswell Town Square.

Less than two percent of land is utilized for light industrial purposes in a cluster along Oak Street. Predominant uses include auto repair and maintenance and personal storage facilities.

Only 6 percent of land is vacant or undeveloped, the majority of which is found along Atlanta Street south of its intersection with King Street. Additional vacant parcels are sprinkled throughout the study area, some with significant topographic challenges.

Table 3.1: Existing Land Uses

LAND USE	LOTS	ACREAGE	% (ACREAGE)
Commercial	126	61	10%
Office	35	20	3%
Residential	558	298	48%
Single Family	349	174	28%
Multi-Family	209	124	20%
Institutional	59	99	16%
Public	45	47	8%
Private	14	52	8%
Park and open space	26	98	16%
Light Industrial	11	8	1%
Vacant/Undeveloped	41	38	6%
Transportation, comm, Utilities	6	3	>1%
TOTALS	862	625	100%

Source: City of Roswell Land Use (GIS File)

Zoning and Regulation

As shown in Figure 3.4, zoning in the study area generally follows land use patterns detailed above; however, some exceptions were identified.

Commercial zoning districts are found along the majority of Atlanta Street, and allow a range of uses. C-1 districts are found from Town Square to the north and are intended to encourage pedestrian-friendly environments appropriate to the character of the historic district. C-2 and C-3 districts line the lower half of Atlanta Street and permit retail services typically supported by nearby residential neighborhoods and auto-based shoppers. Office-Professional districts are located along Marietta Highway and Norcross Street; in several locations along Forrest and Myrtle Streets; and off Jones Drive north of River Glen Drive.

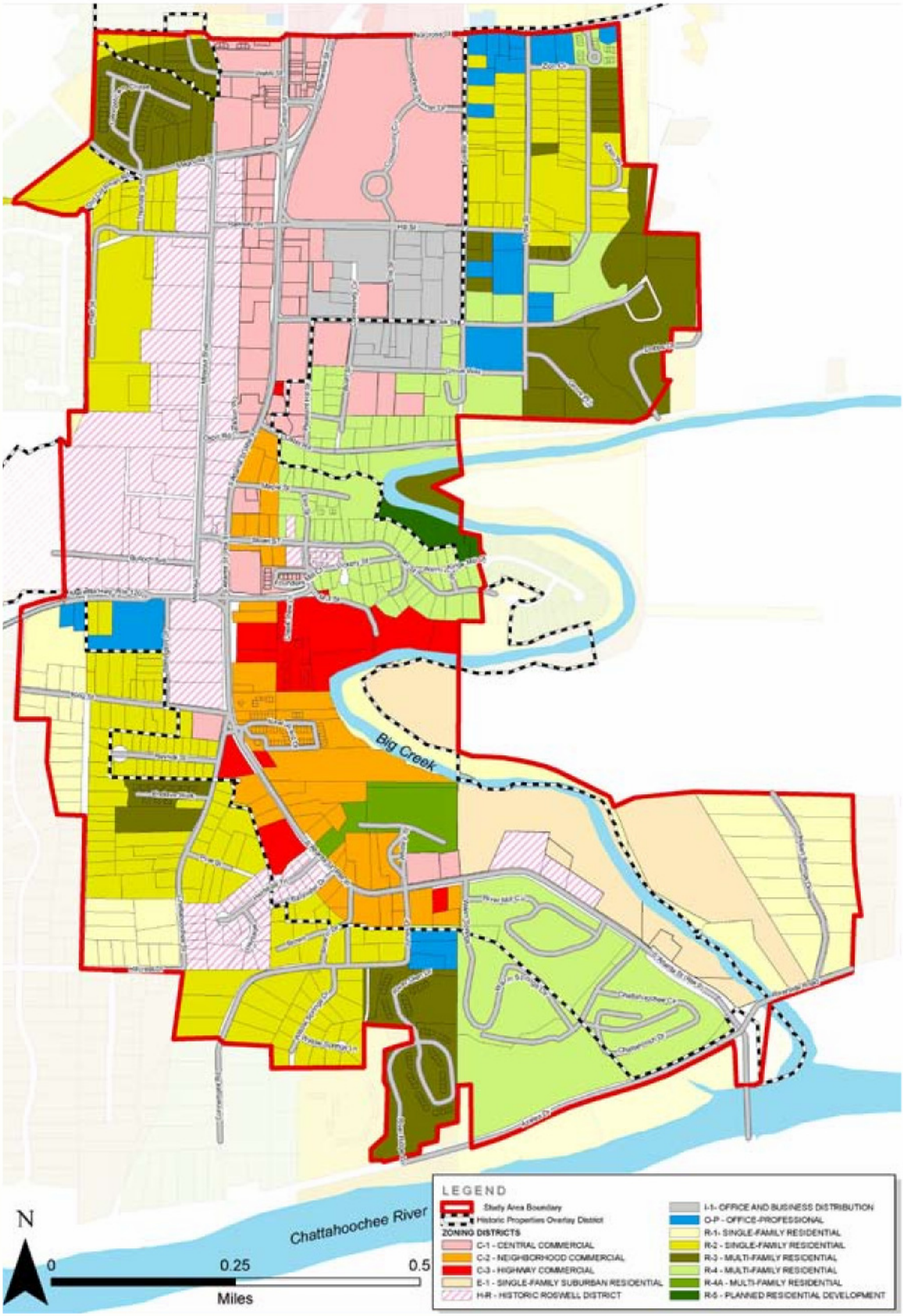
Residential zoning districts fall into single and multi-family categories, with density levels based upon unit per acre formulas. Single-family districts allow a range of densities, from a minimum of 0.5 dwelling units per acre (E-1) to a maximum of 3.6 units per acre (R-2). Multi-family districts allow a maximum of 8 units per acre.

Parcels along Oak and Hill Streets just south of City Hall are zoned for industrial uses catering to office and business distribution.

Nearly one-fifth of the study area is zoned H-R (Historic Roswell District), a mixed-use district allowing single and multi-family residences, retail and office structures, institutional uses, or a combination of the above. The district was established in 1971 to preserve Roswell's original commercial core and surrounding areas, which include Town Square; all parcels along Mimosa Boulevard, Roswell's original "Main Street"; and sections of Mill Street. Other H-R areas are located around Heritage Trail and Allenbrook further south along Atlanta Street.

In addition to the H-R zoning district, a Historic Properties Overlay District (HPOD) covers approximately half the study area, including all properties abutting Atlanta Street. The overlay district corresponds to Roswell's Local Historic District boundaries, and is intended as a safeguard to protect the heritage of Roswell "by preserving the city's historic and architecturally worthy properties, areas, buildings, structures, monuments, streetscapes, squares, landscapes, archaeology, and neighborhoods" and to "promote the overall health, prosperity and general welfare" of Roswell, the county, region, state and nation. Permitted uses comply with either underlying or H-R district zoning; however, all development and redevelopment proposals require design review and a "Certificate of Appropriateness" from Roswell's Historic Preservation Commission. Mixed-use development in underlying C-1, C-2, C-3 and I-1 districts consistent with allowable uses in the City's MPMUD zoning is conditionally permitted at a maximum 1.2 FAR (excluding parking) and 50 foot building heights (4 stories). Hotel development is also permitted.

Figure 3.4: Zoning



Historic Resources

Founded in the late 1830s as a mill village, Roswell's historic core is located within the Atlanta Street Corridor. Mill worker homes, a Presbyterian Church and cemetery, the Greek Revival mansions of the mill owners, the Town Square and the ruins of the original mill remain much as they were in the nineteenth century. Most of the historic structures are located in the center of the study area, encompassing Barrington and Bulloch Halls, the Town Square, the mill area, and much of Mimosa Boulevard. Barrington and Bulloch Halls are owned by the City and open to the public, while other privately owned mansions serve as function halls. Two individual sites are listed on the National Register of Historic Places – Barrington Hall and Bulloch Hall – and a National Register District covers the historic core. As noted earlier, a zoning district and the historic properties overlay have been created to protect historic assets. Roswell is unusual in the Atlanta area for this ensemble of intact antebellum buildings ranging from homes of the elite to worker housing. This historic character has a powerful attraction for visitors and for current and potential residents, but the many problems of the corridor also detract significantly from their potential.

The most important historic resources in the Atlanta Street Corridor are:

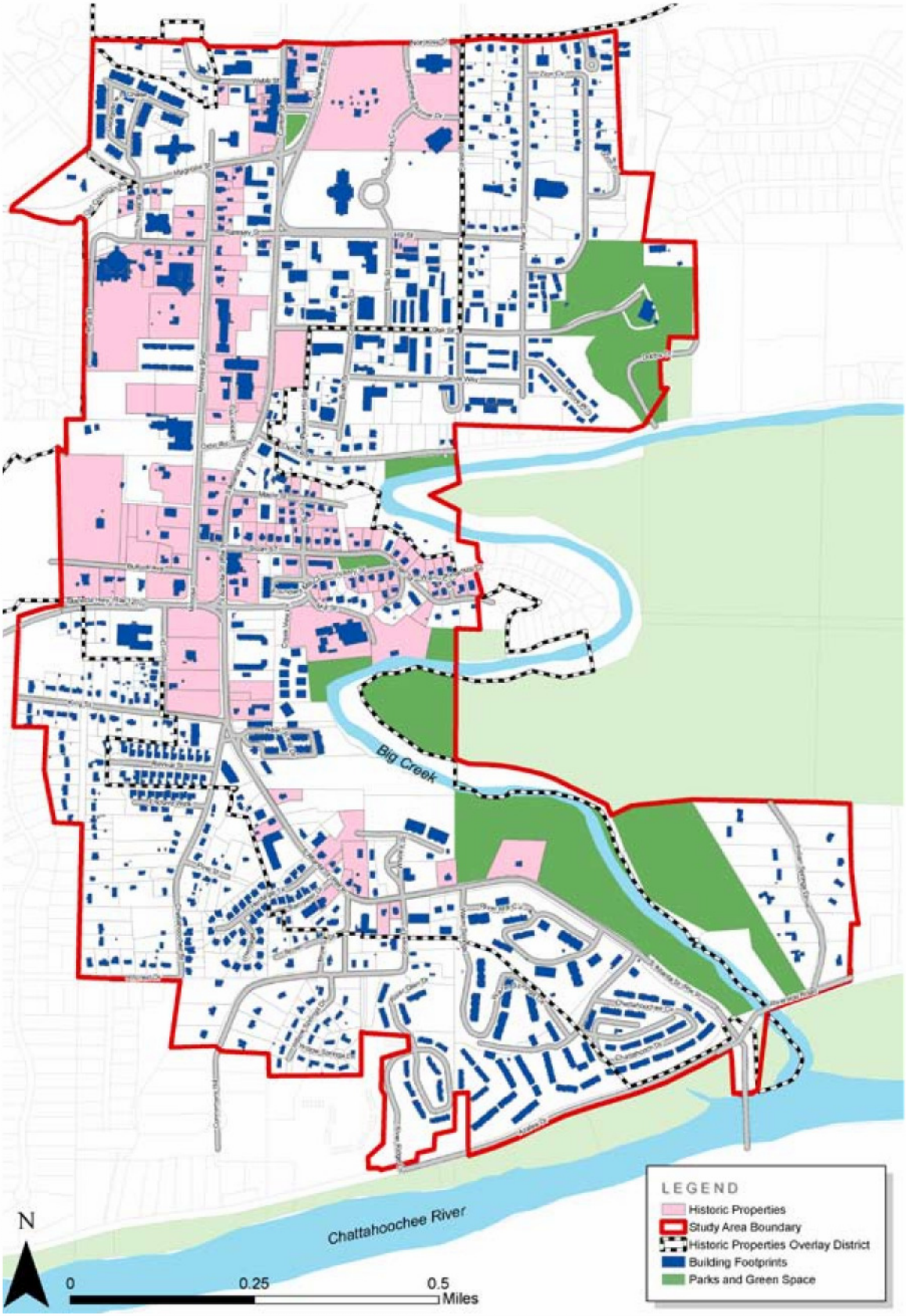
- Barrington Hall (1842)
- Town Square (late 1830s)
- Bulloch Hall (c. 1840)
- Mimosa or Phoenix Hall (1847)
- Holly Hill (1840s)
- Primrose Cottage (c. 1839)
- Great Oaks (1842)
- Presbyterian Church and Cemetery (1840)
- Roswell Stores (c. 1839 to early 1900s)
- The Old Bricks (c. 1840)
- Old Mill (c. 1840)
- Mill Ruins and Dam (1839-1929)
- Southern Mills Building (1882)
- The Founders Cemetery
- Factory Hill Houses

Historic Smith Plantation House

In addition to these buildings that are closely linked to the story of the founding of Roswell and its economic and social development in the nineteenth century, there are a few other buildings that the City has identified on its map of historic properties (Figure 3.5), based on a historic preservation consultant report.

- At the northern edge of the study area, the Canton Street stores and Smith Triangle date from the nineteenth century. The builder of the Smith Plantation House (1840s), north of City Hall, engaged in farming and was not associated with the mill. It is the third of the three historic house museums owned by the City.
- South of Barrington Hall along Atlanta Street, approximately 12 structures are identified on the map as historic. Allenbrook, now located within the National

Figure 3.5: Roswell Historic Properties



Recreation Area, is an 1857 brick structure once occupied by the manager of a mill on Big Creek. The other structures identified as historic are over 50 years old but, in most cases, are otherwise undistinguished small houses that are overwhelmed by newer development. As the historic inventory sheets for these buildings show, they have been very significantly altered by elimination of details, addition of new porches, windows or other elements, vinyl siding, and other changes and "appear not to meet Nat. Reg. criteria (integrity)."[2]

Although some historic sites have been well preserved, many are hidden and not likely to attract attention unless the visitor makes a special effort. There is almost no interpretive signage and the designated walks in the historic district that appear on tourist maps are not marked or physically appealing on the ground. Roswell has preserved its historic structures, but it still needs to do more to tell its story.

Destinations

As detailed in Figure 3.6, numerous historic, civic and cultural destinations are located along the corridor for residents and visitors alike. Destination anchors were identified within the study area and include Roswell Town Square, City Hall, Roswell Mill and Mimosa Street.

Roswell Town Square, which holds community events such as the Roswell Arts Festival, is the central study area anchor for several historic destinations including tours of nearby Barrington and Bulloch Halls, and is also home to the Roswell Convention and Visitors Bureau and several restaurants.

Just east and downhill of Town Square is historic Roswell Mill and numerous privately-owned historic homes. Though not technically destinations for the public, these homes along with others throughout the study area add to the overall character of Historic Roswell. At the base of the mill is the Vickery Creek covered pedestrian bridge, which leads to walking trails within Chattahoochee National Recreation Area.

Public institutional and cultural destinations are anchored by City Hall in the northern half of the study area between Hill and Norcross Streets. Additional destinations include Roswell Library, the Cultural Arts Center, and tours of historic Smith Plantation. The initial blocks of active Canton Street are found across Alpharetta Street to the northwest.

Several large churches are a major draw along the corridor, particularly along Mimosa Boulevard which is home to the Roswell Presbyterian, First Baptist and United Methodist churches.

Additional recreational destinations include River Walk along the Chattahoochee River, historic walking tours throughout the study area, and playing fields in Waller Park at the end of Oak Street.

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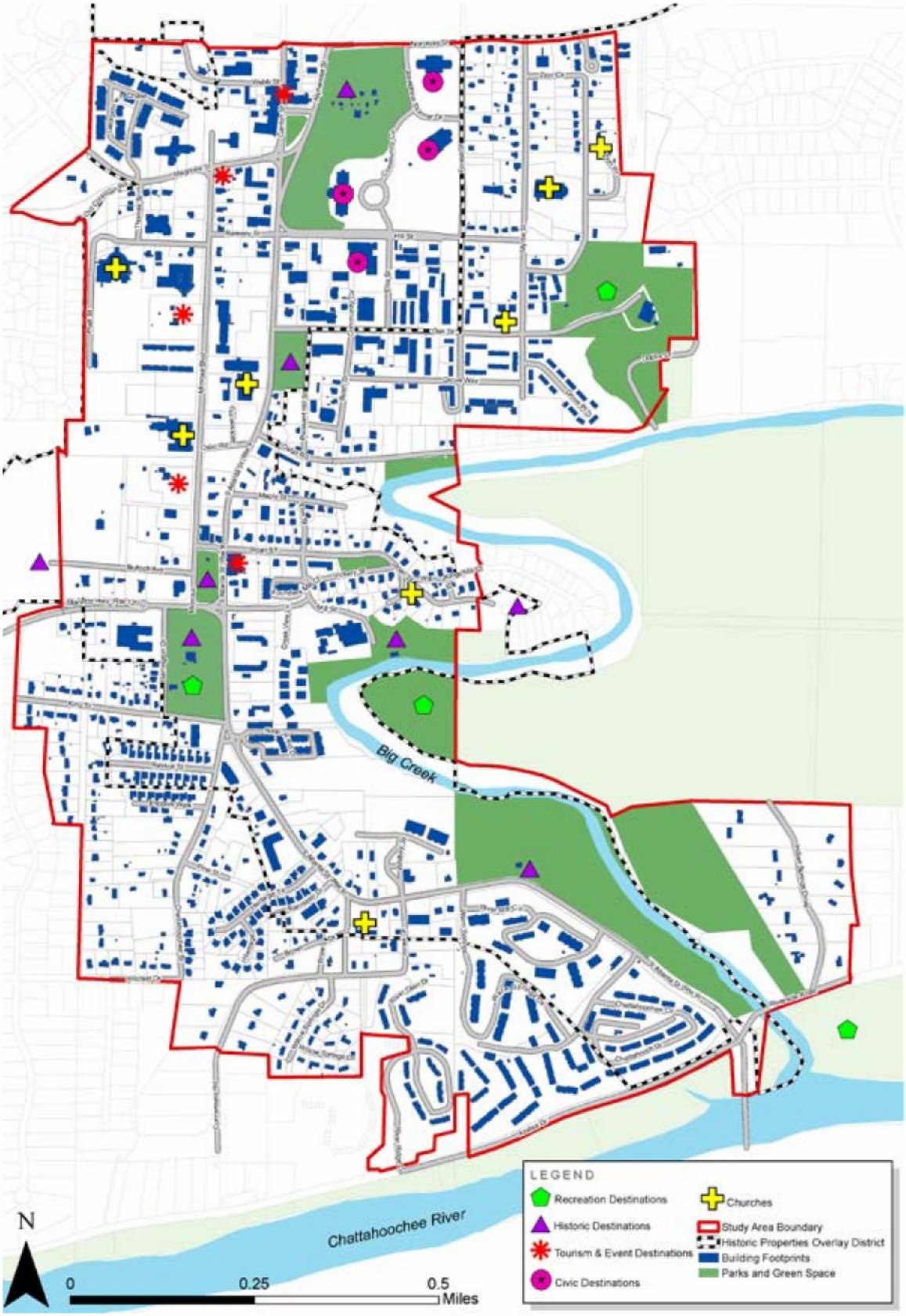
[2] See inventory sheets for the following properties on Atlanta Street: numbers 362, 426, 443, 337, 335, 312, 275.

Figure 3.6: Destinations



Transportation

VEHICULAR TRAFFIC

Street Smarts analyzed the existing transportation system within the Roswell LCI Study Area which consists of a network of state and local streets that serve the transportation needs of local and regional traffic. As a result of continuing growth in areas surrounding the City of Roswell, the study area is located in the middle of a significant regional commuter stream. Atlanta Street (SR 9), which is a north/south principal arterial roadway in the study area, has consistently been identified as one of the most congested areas in the city. This designation is largely due to the fact that Atlanta Street crosses the Chattahoochee River, which has a limited number of crossings in North Fulton County and East Cobb County. Marietta Highway (SR 120), which is another principal arterial roadway in the study area, runs east/west and intersects with Atlanta Street. Although this corridor experiences a significant amount of regional pass-through traffic during the AM and PM peak hours, the study area must also serve the local community during other times of the day.

The Georgia Department of Transportation (GDOT) functionally classifies roadways using several categories. Functional classification is a method of ordering streets by the service they are intended to provide. In the study area these classifications include: Principal Arterial, Minor Arterial, Major Collector, Minor Collector, and Local Roads and Streets. Table 3.2 lists the predominant roadways within the study area and identifies their functional classification and number of lanes. The roadways within the study area that are not listed in the table below are considered to be local roads or streets.

Table 3.2: Roadway Classification

STREET	FUNCTIONAL CLASS	# OF LANES
Atlanta street/SR 9	Principal Arterial	3/4
Azalea Drive	Major collector	2
Canton Street	Minor Arterial	2
Marietta Highway/SR 120	Principal Arterial	4
Mimosa Boulevard	collector	2
Norcross street	Major collector	2
Oxbo Road	collector	2

To determine existing traffic volumes in the study area, Average Daily Traffic (ADT) counts were collected on Atlanta Street for this study. Based on these counts it was determined that there are approximately 20,800 daily vehicles on Atlanta Street between Maple Street and Oxbo Road and 19,000 daily vehicles between Church Street and Jones Drive. Although these volumes are typical for a principal arterial roadway, intersections along Atlanta Street, such as Marietta Highway and Riverside/Azalea Drive, are operating at a failing Level of Service during the AM and PM peak hours, which creates a significant queue during peak times on the roadway.

- **Historic Attractions** – The City of Roswell has 122 acres on the National Register of Historic Places. A large number of these historic attractions are located in the study area.
- **Connectivity** – There is poor connectivity between neighborhoods and adjacent land uses. The majority of non-residential properties only provide access at arterial and collector streets. In addition, connectivity between subdivisions and residential streets is almost nonexistent. As a result, residents of the study area have little choice but to use the main roadway to move within and across the study area. Implementing an access management program and providing access to non-residential properties from the local streets would reduce the number of vehicles entering and exiting the main roadway. Moreover, improving connections between local roads would provide residents with the ability to easily move to all edges of the neighborhood and adjacent land uses.
- **Continuity** – The existing study area street system lacks continuity in the following areas: 1) the Chattahoochee River disrupts the continuity of local streets and limits north-south mobility; 2) the reversible lanes along Atlanta Street from Marietta Highway to Riverside Drive disrupt the continuity of the corridor in terms of driver expectation; and 3) neighborhood street continuity is problematic, particularly east of Atlanta Street to the south of Oak Street.

In 2005, the City of Roswell completed its Transportation Master Plan, which identified several issues along Atlanta Street. These issues, which will be further examined in this study, include:

- *The bottleneck at the Azalea/ Riverside Drive intersection near the Chattahoochee River.* Currently, the intersection operates at a failing Level of Service during the AM and PM peak hours and creates a significant queue in the peak direction.

Table 3.3: Azalea-Riverside Intersection —Existing Conditions

	AM PEAK HOUR	PM PEAK HOUR
Overall Delay	144 seconds	220 seconds
Intersection LOS	F	F

- *Unsafe conditions created by the reversible lanes along the corridor between Marietta Highway and Riverside Drive.* The center lane in this segment of Atlanta Street is currently managed to reverse direction so that there are two southbound lanes at the morning peak and two northbound lanes at the evening peak. The signals are not in good condition and other signage is non-existent.

The "River Shaker" concept proposed in the Transportation Master Plan

- *Safety and access issues at the Oak, Oxbo, and King intersections.* The Transportation Master Plan recommends safety and traffic flow improvements at the Oak, Oxbo, and Chattahoochee / King intersections along Atlanta Street. For Chattahoochee / King, the Master Plan suggests minor realignment of Chattahoochee Street to separate this road from King Street and create a "T" intersect with Atlanta Street. The addition of left turn lanes is contemplated along Atlanta Street at Oak Street. At Oxbo, the Master Plan contemplates two possible strategies for addressing left turns: signalization or restriction of these movements.

Hazardous surfaces, lack of curbs and buffers, and "sidewalks to nowhere" are common conditions for pedestrians.

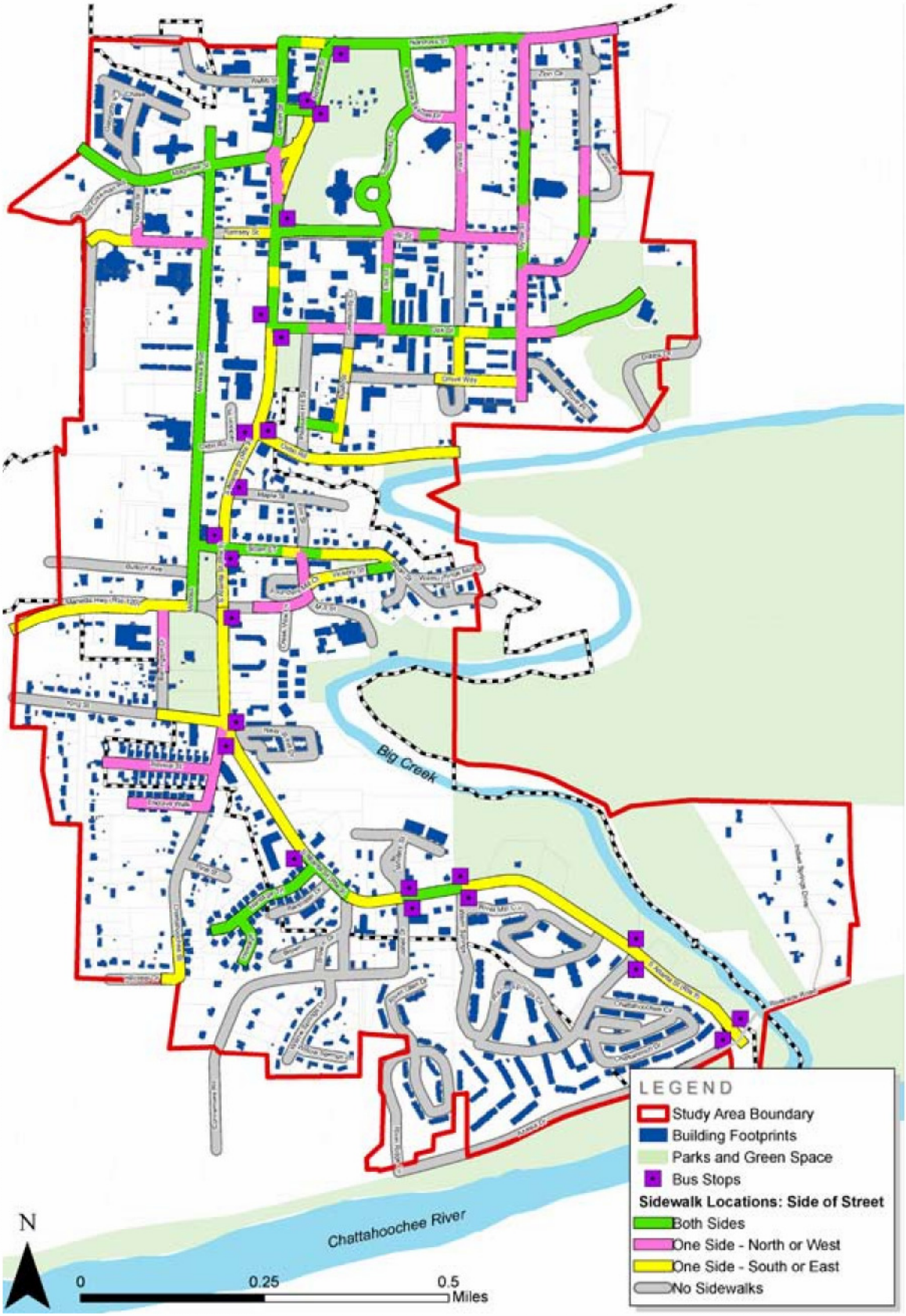
PEDESTRIAN FACILITIES

The pedestrian experience in the study area is generally poor. There are unsafe and uncomfortable pedestrian conditions at many locations along Atlanta Street and at intersection crossings. Furthermore, most local streets in the study area do not have sidewalks or easy pedestrian access to nearby retail and business facilities. Instead, sidewalks are only found on arterial and collector streets, are frequently only on one side of the street, and often lack connectivity, inhibiting foot traffic between sub areas and destinations. (Figure 3.7)

Older sidewalks are often narrow, have significant cracks and potholes, and have minimal curb heights and no buffer from the roadway. Pedestrians walk within inches of oncoming traffic. Recent sidewalks installed at new subdivisions are brick, offer buffers and better conditions, but poor (or no) connection to existing sidewalks.

Auto-oriented development is an additional challenge to pedestrians throughout the study area. This type of development forces pedestrians to walk unprotected across large parking lots to access businesses. Currently, the City of Roswell has committed to funding streetscape improvements along a portion of Oak Street that would address the issue of auto-oriented development and would create an environment conducive to pedestrians in that area.

Figure 3.7: Sidewalk and Transit Stop Locations



Oak Street today

Planned Oak Street improvements

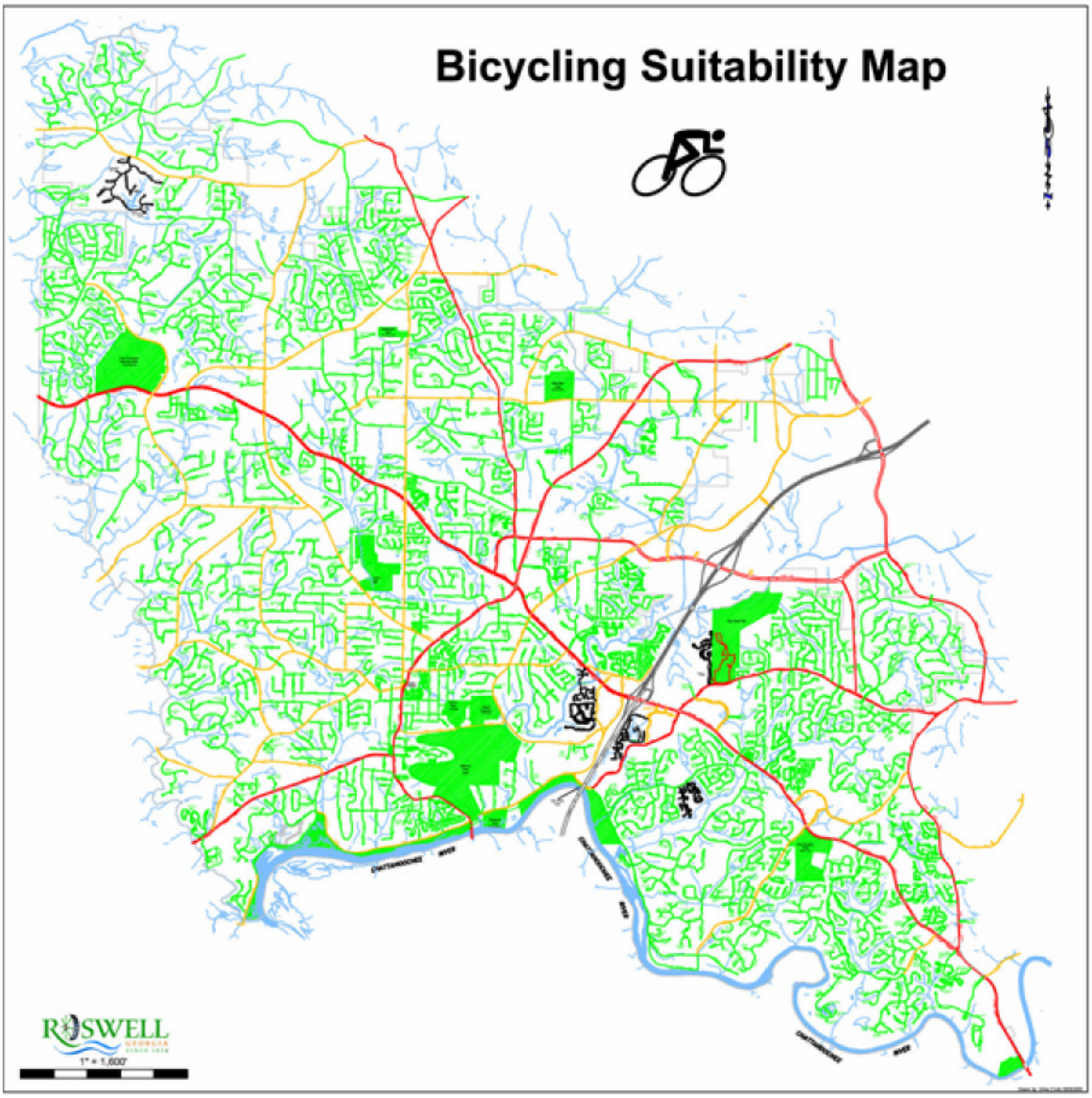
SPEEDING

Speeding is a significant challenge to pedestrians, particularly during non-peak hours, which is most of the day. The posted speed limit on Atlanta Street is 35 mph. Speed data were collected on Thursday, November 15, 2007 on Atlanta Street at two locations: 1) between Maple Street and Oxbo Road and 2) between Church Street and Jones Drive. These counts indicate that between Maple Street and Oxbo Road 77 % of the vehicles are traveling at a speed greater than 35 mph and at an 85th percentile speed of 46 mph. Between Church Street and Jones Drive 64% of the vehicles are traveling at a speed greater than 35 mph and at an 85th percentile speed of 43 mph. High vehicle speeds discourage use of pedestrian areas such as the Roswell Town Square. Improving the pedestrian environment in and around this area is a key goal of this study.

BICYCLE FACILITIES

Bicycling has become an important mode of transportation as many people today increasingly rely on or choose the bicycle for their primary mode of transportation. In addition, recreational cycling is popular in Roswell. The City of Roswell is committed to supporting bicyclists in the community and has been designated a "Bicycle Friendly Community" from the League of American Bicyclists. Bike Roswell!, a bicycle advocacy group, sponsors events such as the Thursday Night City Hall Ride and the Mayor's Ride which traverse through a portion of the study area. In addition, the group has developed a Bicycling Suitability Map which provides the following ratings for roadways in the City of Roswell:

- **Green** = Least Difficulty Bicycling
- **Orange** = Medium Difficulty Bicycling
- **Red** = Most Difficulty Bicycling
- **Black** = Controlled Access Highway (bicycles prohibited)

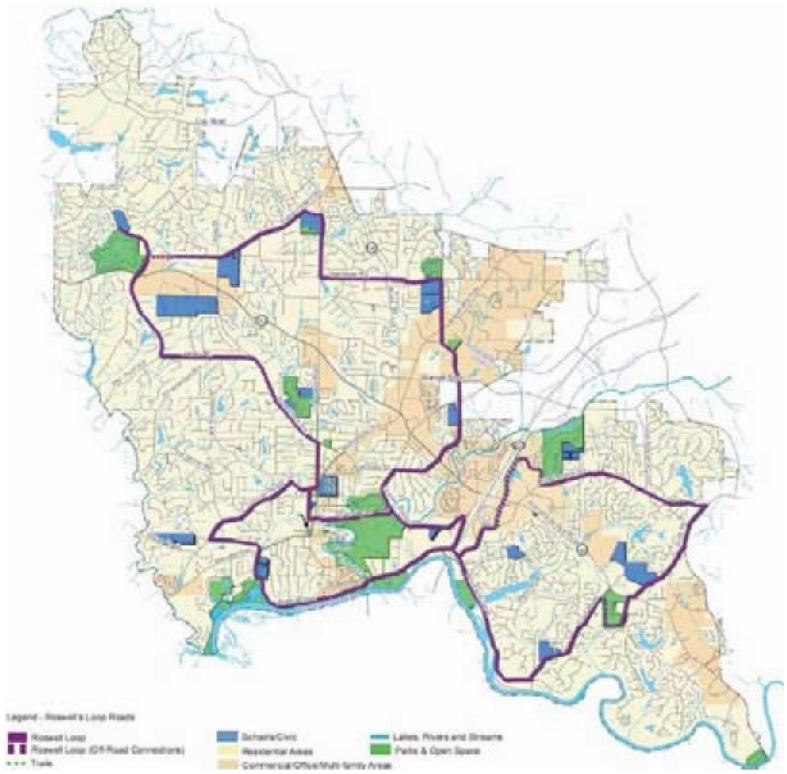


Most local roadways in the study area have been rated Green (Least Difficulty Bicycling) but most major roads present difficult cycling conditions.

- **Orange** (Medium Difficulty Bicycling): Canton Street, Norcross Street, Magnolia Street, Oxbo Road, Azalea Drive and Riverside Drive
- **Red** (Most Difficulty Bicycling): Atlanta Street and Marietta Highway

Currently, Norcross Street is the only roadway in the study area that is equipped with bike lanes/shoulders. The City of Roswell has proposed "The Roswell Loop", which identifies a complete trail through and around the city that would connect Roswell's parks, schools,

natural resources, historic downtown, and neighborhoods. Although the Loop would extend through a portion of the study area, it does not provide complete connectivity. Connectivity would be greatly improved throughout the study area by continuing the Loop on Atlanta Street, south of Oxbo Road, to the Chattahoochee River.



Proposed "Roswell Loop" bicycle route

TRANSIT

Transit service in the study area is provided by the Metropolitan Atlanta Regional Transit Authority (MARTA). The study area is served by MARTA Route 85, Roswell/ Mansell Road, along Atlanta Street. In the southbound direction of Atlanta Street there are approximately 10 stops; northbound there are approximately 13 stops. These stops, however, were not found to be very user-friendly. Many of the stops do not have adequate signage or other amenities for riders. Specifically, only 3 of the 23 stops have a bench, only two stops offer shelter and none of the stops provide posted schedules and/or maps. Where provided, benches and shelters are in fair to poor condition; however, a shelter built by developers at Chattahoochee Landing offers far superior protection. In addition, some of the stops are located where there is no sidewalk, forcing riders to wait in areas that expose them to heavy vehicular traffic. These conditions are clearly a deterrent for riders with choice.

Bus shelter at Chattahoochee Landing apartment complex

MARTA bus stop along Atlanta Street; no crosswalk, bench or shelter and minimal sidewalk

Table 3.4: Bus Stop Conditions

BUS STOPS	INTERSECTION	SIGN	SIDEWALK ACCESS	BENCH	SHELTER	OTHER
SOUTHBOUND	Elizabeth Way	X	X			
	Oak	X	X	X	X	
	Oxbo	X		X		Stop is 1/2 way between Oxbo and Maple
	Sloan		X			MARTA lists this as a stop, but signage is not present
	Chattahoochee St.	X				Low brick wall that people sit on while waiting
	#408	X				Hardly any room to stand while waiting
	Jones	X	X			
	Warm Springs	X				
	Chattahoochee Cir.	X			X	
	Azalea	X				Sign hidden by utility pole, sign also knocked over and leaning against pole
NORTHBOUND	Riverside	X	X			Hardly any room to stand, guard rail and small shoulder, cars coming by at high speed
	Chattahoochee Cir.	X				
	Warm Springs	X	X			
	Jones					MARTA lists this stop, but signage is not present
	King	X	X			Waiting area is off the street a bit
	Mill	X	X	X		Store awning nearby for cover
	Sloan	X	X			Store awning nearby for cover
	Maple	X	X			
	Oxbo	X	X			
	Oak	X	X			Trash can at stop
	Hill	X	X			
	Elizabeth way	X	X			Trash can at stop, walkway to Smith Plantation and City Hall area at stop
	Norcross	X	X			

Urban Design Conditions

Urban design conditions throughout the study area are fragmented with minimal attention paid to the public realm. Building structures are mostly one or two stories and represent a mix of styles, sizes and types. Pedestrian and automobile conditions are poor, the street network limits connectivity between activity centers and destinations, and signage is inconsistent. Overall, design promotes vehicle mobility at the expense of pedestrians and bicyclists.

STRUCTURES

Although the Atlanta Street corridor is known for its historic structures and character, it lacks a clear urban design vision to provide it with the desired sense of place. The study area features an inconsistent mixture of buildings: old or historic structures abut new structures, subdivisions abut strip malls, and industrial structures abut housing of various types. Use, massing and condition vary from building to building, as do setbacks.

Multifamily housing within the study area

Single-family homes vary in age, style, and size.

Commercial structures vary by type, size and style within the study area.

SUB-AREAS

Atlanta Street

A tour of Atlanta Street traveling south to north from the Chattahoochee River to Norcross Street demonstrates the conditions detailed above.

The corridor begins with the Chattahoochee National Recreation Area to the east, and a large gated apartment development (Chattahoochee Landing) set back in a hilly, wooded area west of Atlanta Street. The numerous 3- to 4-story structures do not relate to Atlanta Street, rather they are situated along an internal roadway and surface parking system. The internal streets lack sidewalks.

Chattahoochee Landing apartments

Route 9 crossing Chattahoochee River into study area

Reversible lane along lower Atlanta Street

Building uses and styles often do not relate to one another.

The stretch between Jones Drive and King Street follows with a mixture of building types and uses including small properties (some more than 50 years old, others not), new condominium developments set back from the roadway, strip-mall centers with parking lots up front, automotive businesses surrounded by pavement, and single-family housing developments. The Second Baptist Church sits atop a small knoll surrounded by parking. There is little consistency in setbacks or massing, and sidewalks are in poor condition.

Roswell Town Square

A stone wall separates Barrington Hall from other destinations within the historic heart of Roswell.

Further up the corridor is Barrington Hall, blocked from view along Atlanta Street and Marietta Street by a large, multi-tiered stone wall (but open along Barrington Drive and King Street). Just north across Marietta Highway is Roswell Town Square, which is surrounded by a partial street wall of restaurants, retail and offices in new and historic structures on two sides of the square. A stand-alone retail complex is located to the east. Parking is poorly marked and located behind the structures. On-street parking is not permitted along Atlanta Street. The square itself is difficult to access due to poor pedestrian conditions, including inadequate crosswalks and walk signals at the intersection of Atlanta Street and Marietta Highway. Sidewalk connections to Barrington Hall are almost nonexistent.

Atlanta Street storefronts across from Roswell Town Square

Hazardous pedestrian conditions at intersection of Atlanta Street and Marietta Highway.

A series of undistinguished commercial structures follows on the east side of Atlanta Street, some just a few feet from the roadway, others set back behind large parking lots. On the west side of Atlanta Street are the backyards of Mimosa Boulevard houses and the Presbyterian Church atop a steep hill. Sidewalks are discontinuous and in poor condition along the entire stretch.

Gas station

Roswell Presbyterian Church above Atlanta Street

Roswell Kitchen, a now vacant commercial property

Further north, with no visual connection to Atlanta Street, are the isolated structures of the municipal area including City Hall as well as the initial blocks of pedestrian-friendly Canton Street, where historic buildings serve as shops and restaurants.

Canton Street shops, galleries, and restaurants

Roswell Municipal Complex is visible from Hill Street, not Atlanta Street.

Oak Street Commercial/ Industrial Area

A commercial and industrial area of predominantly one story structures is located along Oak Street just east of the Presbyterian Church cemetery. Like the remainder of the corridor, the area contains a mixture of structures including retail strip malls, one story automobile repair shops, rows of self storage structures, and small homes in the periphery. Although sidewalks are found along the majority of streets, they are often on only one side, and the area remains oriented for automobile access. For example, the SoCa retail strip has a surface parking lot up front, curbing with no access driveways, and no sidewalk. Although some older brick buildings can be found, the majority of commercial and industrial uses are in low-value structures, including many metal buildings.

SoCa retail strip mall

Automotive uses

Roswell Mill Area

Located due east and downhill of Roswell Town Square along Sloan and Mill Streets is the mill area. The area has a historic feel with its numerous old homes and redeveloped worker housing, as well as the Roswell Mill complex, located at the bottom of a steep hill. Pedestrian access throughout the area is a challenge due to significant changes in elevation and the limited sidewalk network. Terraced surface lots provide parking up and down the hill for residential and commercial uses.

New residential development along Mill Street

Historic home in Roswell Mill area

Roswell Mill

Mimosa Boulevard

Roswell Presbyterian Church

Mimosa Boulevard

The original grand "Main Street" of Roswell, Mimosa Boulevard is a wide street featuring on-street parking, sidewalks on both sides of the street, and an old-growth tree canopy overhead. Historic houses and three large churches dominate the boulevard with significant lawn setbacks separating the numerous structures from the roadway. Large surface parking lots are visible in the rear of each. Individual historic homes (some serving as function halls) are located between the churches, far from the road.

Roswell Cultural Arts Center

Roswell City Hall

Municipal Area

The municipal area is a physically isolated cluster of civic uses (Roswell City Hall, Roswell Library, Cultural Arts Center, Smith Plantation museum) in a park-like setting and built along an internal system of roads and parking lots in the northern edge of the study area. The area has no visual or physical connection to Atlanta Street or Alpharetta Street due to a densely wooded buffer.

SIGNAGE

Signage is inconsistent throughout the corridor, and an absence of way-finding elements inhibits potential commercial success. Commercial signage varies from store to store, with large strip mall signs followed by smaller individual signs. Historic marker signs are small, uninspired, and do not attract attention.

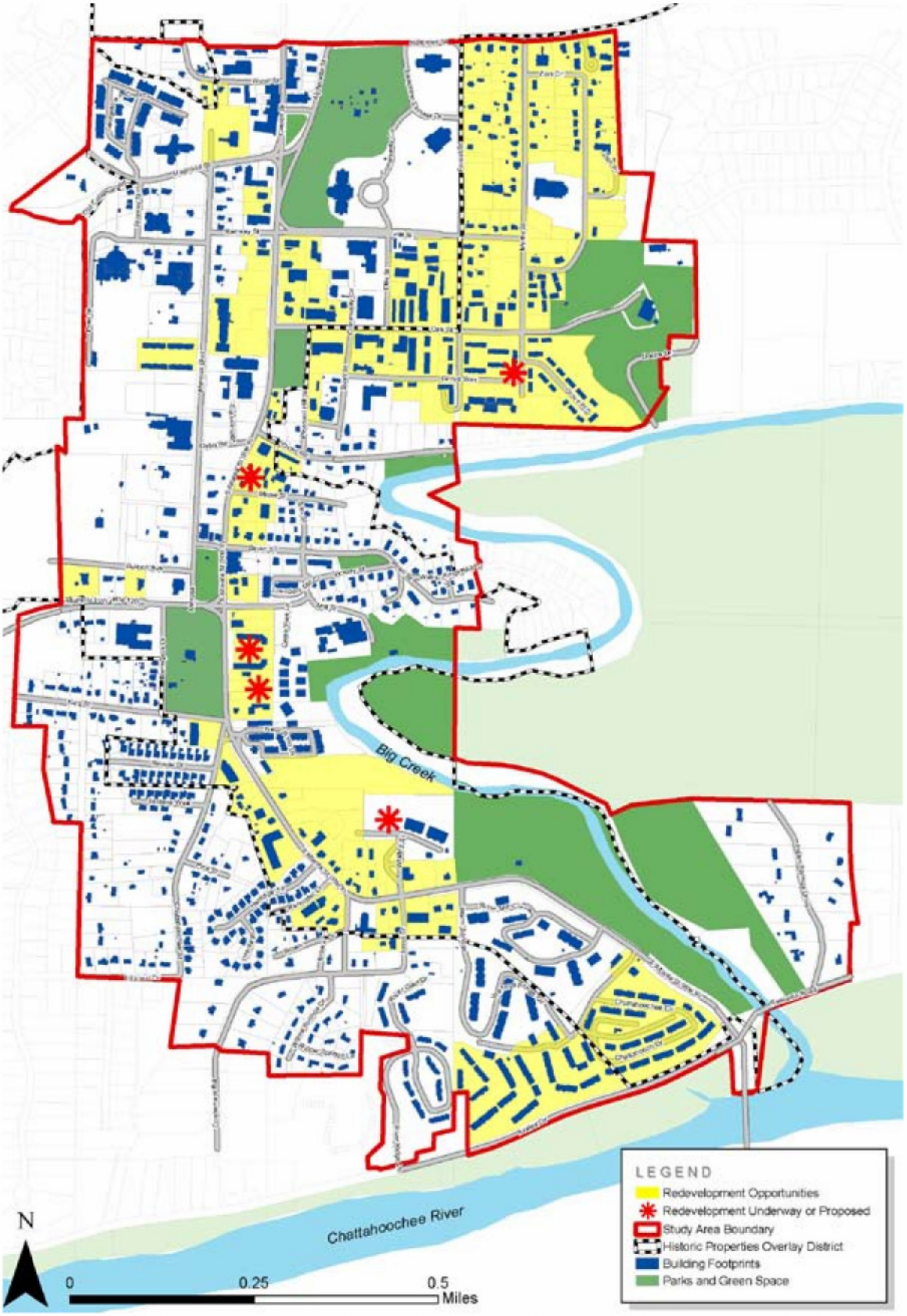
Redevelopment Opportunities and Constraints

Significant redevelopment opportunities for commercial, residential or mixed-use projects are found throughout the study area. As highlighted in Figure 3.8, much of the property along Atlanta Street is underutilized and holds the potential for future growth. Several projects are currently underway or proposed, including current residential condominium projects along Atlanta Street; a mixed-use development proposal (hotel, condo and retail) across Atlanta Street from Barrington Hall; and the proposed redevelopment of the Oak Street public housing.

Underutilized properties include numerous industrial, automotive and storage uses along Oak Street with the potential for increased retail and housing development. Residential areas, including several blocks of aging housing along Myrtle Street and Zion Circle in the north and the Chattahoochee Landing apartments in the south, also hold potential for increased residential redevelopment. The stretch of Atlanta Street between Jones Drive and King Street contains vacant parcels, numerous commercial properties with vacant storefronts (individual and strip mall structures), as well as underutilized automotive uses. This area holds the potential for increased residential, retail and/or mixed-use development.

Although redevelopment potential is plentiful, several constraints exist. Topographic conditions including dramatic elevation changes make access and additional auto connections problematic and/or expensive throughout the corridor. Access to existing commercial and residential areas is hindered by limited parking (and directional signage), with no street parking permitted along Atlanta Street. Additionally, design review within the historic overlay district extends approval timelines and limits development options.

Figure 3.8: Redevelopment Opportunity Sites



Previous Plans

Several studies and master plans have been completed that address land use, transportation and connectivity issues throughout the corridor. These studies include:

ROSWELL TOWN SQUARE CHARRETTE MASTER PLAN
(TUNNELL-SPANGLER-WALSH & ASSOCIATES)

This plan was derived from a public charette held in January 2007 that identified redevelopment opportunity sites along the Atlanta Street corridor. The plan provides recommendations for ten redevelopment "pods" within the study area and generally calls for a mixture of uses. Recommendations included the redevelopment of public housing along Oak Street; residential development north of the Presbyterian Church; a boutique hotel, retail and residential project southeast of Roswell Town Square; and a mixture of residential, office and retail along Atlanta Street south of King Street. In total, over 1,000 residential units (mostly condos), 117,000 sf of office space, and 250,000 sf of retail space were recommended, though the charette process did not include a market analysis to assess support for this space.

ROSWELL TOWN SQUARE MASTER PLAN
(THE JAEGER COMPANY)

The master plan addressed existing utilization and accessibility concerns for the Town Square. Issues related to traffic, noise, safety, and park layout were identified and design elements presented to better unify the Town Square. Highlights of the proposed final design include maintaining the historic walkway system and most trees, adding a safety buffer along Atlanta Street and Marietta Highway, reorganizing memorials, and moving the central fountain south to diffuse traffic noise. A central open space would also be created for events with interactive water jets incorporated for non-programmed hours. Crosswalks are recommended to the south and east of the square to improve access and increase pedestrian safety across Marietta Highway and Mimosa Boulevard.

BARRINGTON HALL MASTER PLAN
(THE JAEGER COMPANY, ROBERT AND COMPANY)

The master plan provides a blueprint to transform the Barrington Hall grounds into a full-fledged park destination without compromising its history. The plan incorporates various elements including vehicular and pedestrian accessibility and circulation, landscape improvements, interpretive historic features, site furnishings, and a future operational support facility.

MIMOSA BOULEVARD CONNECTIVITY STUDY

Mimosa Boulevard was identified as the most effective route to better connect the key historic anchors of Barrington Hall (and Roswell Town Square) and Canton Street. The study identified transportation, parking, wayfinding, streetscape, and pedestrian improvements along the corridor to achieve desired outcomes. Options to enhance the connective corridor included lane width reduction; re-striping and bulb outs along Mimosa Boulevard; better crosswalks and pedestrian bridge options across Marietta Highway and Atlanta Street; additional landscaping along Mimosa Boulevard; public

restroom availability; public art recommendations; and utilization of church parking lots as the area develops. The extension of Mimosa Boulevard from its current terminus at Magnolia Street northward for a block to Webb Street was also a key recommendation of the study.

TRANSPORTATION MASTER PLAN

The plan details strategies and priority projects to both enhance local transportation options within Roswell and address regional transit issues. The plan outlines long-term bicycle, pedestrian and transit improvements; addresses safety and traffic issues; details impacts on local transportation and redevelopment projects; and provides policy approaches. It identifies Atlanta Street as one of Roswell's worst traffic concerns, and presents several improvement options along the corridor. These include intersection improvements at Riverside/Azalea Street, Oxbo Road, Oak Street and Chattahoochee/ King Street; improvements to the pedestrian environment around Roswell Town Square, and options to eliminate the reversible lane configuration.

Market Analysis

RCLCO (Robert Charles Lesser and Co.) performed a real estate/ land use market analysis in support of the Roswell Town Square/Atlanta Street LCI Corridor Study. The market analysis study area is based upon census tract and block group data typically utilized by the Atlanta Regional Council to identify demographic and economic characteristics and trends within local communities. Although the boundaries selected are somewhat larger than the actual study area, and numbers differ from initial housing data detailed earlier under "Land Use," these boundaries provide the best approximation available given data reporting constraints. Existing market conditions in the study area are as follows:

KEY FINDINGS

- The balance between jobs and housing in Roswell, as well as the study area, is healthy, creating the opportunity for a community where residents can both live and work.
- Employment with the City is spread among various economic sectors led by retail, accommodation, and food service jobs, which together make up 28% of all total jobs within the city. This compares to 16% of the total jobs in these sectors in the overall Atlanta MSA. It should be noted that these job types are generally moderately-paying jobs.
- Within the study area, however, these jobs make up only 8% of overall employment. The study area is weighted heavily toward government jobs (43%), with a secondary focus on business and legal service jobs (11%). These sectors comprise 13% and 17% respectively of the Atlanta MSA. This may signify an opportunity to continue to expand these higher-paying, white-collar sectors, which can tend to locate in and enhance urbane, mixed-use settings.
- The demographic composition of the study area's households differs from that of Roswell as a whole. The study area is slightly older, less affluent, and comprised of more one- and two- person households than the city as a whole. This may point to an opportunity to develop more residential units that cater to smaller household sizes and

more moderate price points, those that often fit into a walkable mixed-use format.[3]

- The performance of existing residential units in the local area has been mixed. The current slowdown in for-sale housing has impacted the area somewhat, but the unique nature of the corridor, including the historical and environmental assets, should allow for the addition of successful residential products in the future. While the apartment market continues to thrive and rental market opportunities may present themselves, there tends to be a local preference for owner-occupied housing.
- The market conditions for commercial land uses in the area appear healthy. The newest or most recently renovated spaces appear to outperform the more out-dated space.

ECONOMIC AND DEMOGRAPHIC TRENDS

Positive employment conditions will allow for more of office space

The study area and Roswell as a whole appear to be participants in the healthy and expanding economic growth enjoyed by the Atlanta region. The Atlanta Regional Commission (ARC) is forecasting continued job growth throughout the North Fulton[4] area, including Roswell and the study area. Through 2015 the study area is projected to experience 2.4% annual employment growth, while Roswell[5] is forecasted to add over 8,000 jobs, an annual increase of 2.0%. As a whole, the North Fulton area is projected to add over 64,000 jobs in that same period, an annual increase of 3.9%. As home to much of the high-end employment and residential growth over the past decades, the North Fulton area (centered on the GA 400 corridor) has been the heart of Atlanta's "Favored Quarter." Projections indicate that this trend should continue in the future, as this area should capture greater than its fair share of growth. To wit, it currently comprises 6% of the entire metro area's employment but is projected to attract 13% of all new metro employment through 2010.

According to Claritas, Inc., study area businesses and organizations employ approximately 5,900 workers, 43% of which work in government-related jobs. The next largest economic sector in the area is business and legal services, which includes companies employing over 600 people in firms such as marketing, public relations, and law practices. Employees in this sector are generally characterized as middle to higher-income, value-added employees with higher-levels of retail expenditures at work. Many of these workers have been characterized as members of the emerging "creative class," who often seek jobs in authentic and unique places and workspaces—an option certainly available in the study area—and tend to cluster in "agglomerations" to gain productive efficiencies. Moreover, the firms currently in the study area in this sector employ an average of nine employees per business, nearly half the number of employees per business as the rest of the businesses in the study area. This means that the small

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It is worth noting that this is only one segment and product type that may be supported in the study area. The demographics of those who are there are important and represent one aspect of demand. However, the demographics of the larger area, representing those who could likely be attracted to development in the study area, are equally important.

4 North Fulton refers to portions of Fulton County north of the Chattahoochee River

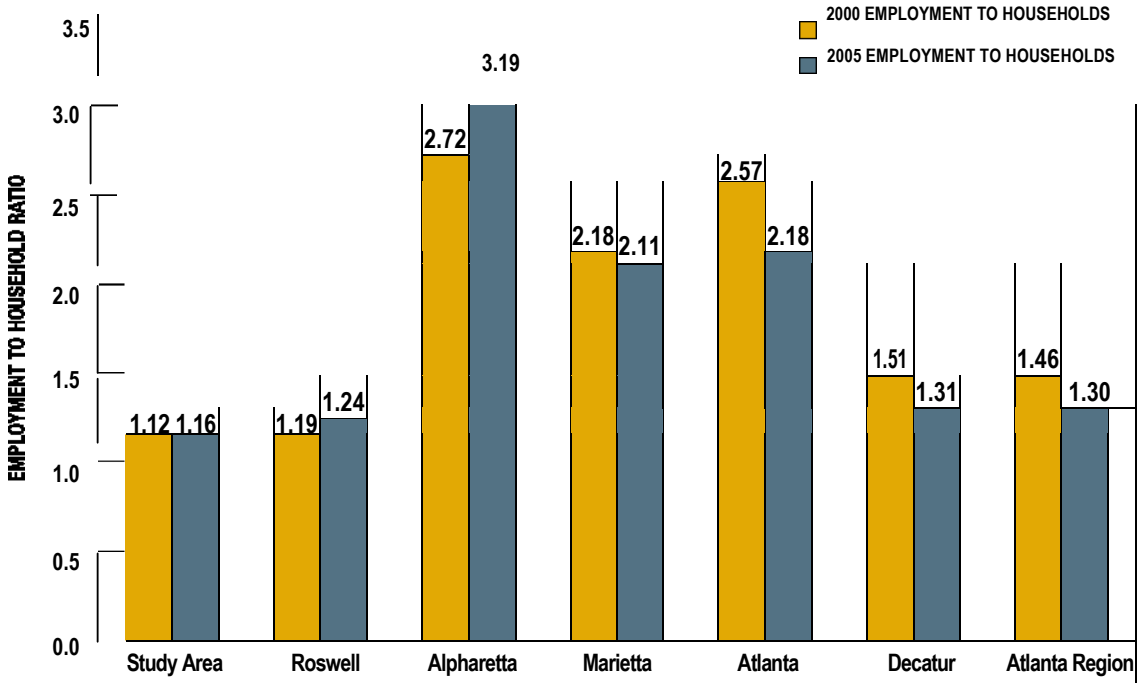
5 For these figures, the city of Roswell is defined as 2000 census Tracts 114.03, 114.04, 114.05, 114, 06, 114.07, 114.10, 114.11, 114.12, and 115.02. Reliable employment growth forecasts are only available at the census tract level.

average establishment size is supportive of smaller spaces and potentially niche products such as office condos. It appears then, that given the current employment picture, the unique characteristics of the study area, and the potential for future job growth, it is likely that demand for small office space should grow in the future and therefore could serve as a candidate for a larger portion of study area's land use.

Healthy jobs to housing ratio impacts commuting patterns

A key indicator of an area's character is the jobs to housing ratio. Due to the historically sprawling nature of metro Atlanta, many employment nodes in the region are characterized by a high ratio (an abundance of jobs with a lack of housing) and many residential areas by a low ratio (an abundance of housing with a lack of jobs). When comparing the study area to the metro area, the jobs to housing analysis reveals that both the study area and City of Roswell have a relatively healthy balance, with a ratio similar to that of the overall metro area, and not excessively high as other suburban nodes such as Alpharetta. Figure 3.9 illustrates the jobs to housing ratio for select metro Atlanta cities in 2000 and 2005, based on ARC projections.

Figure 3.9: Job to Housing Ratios 2000–2005

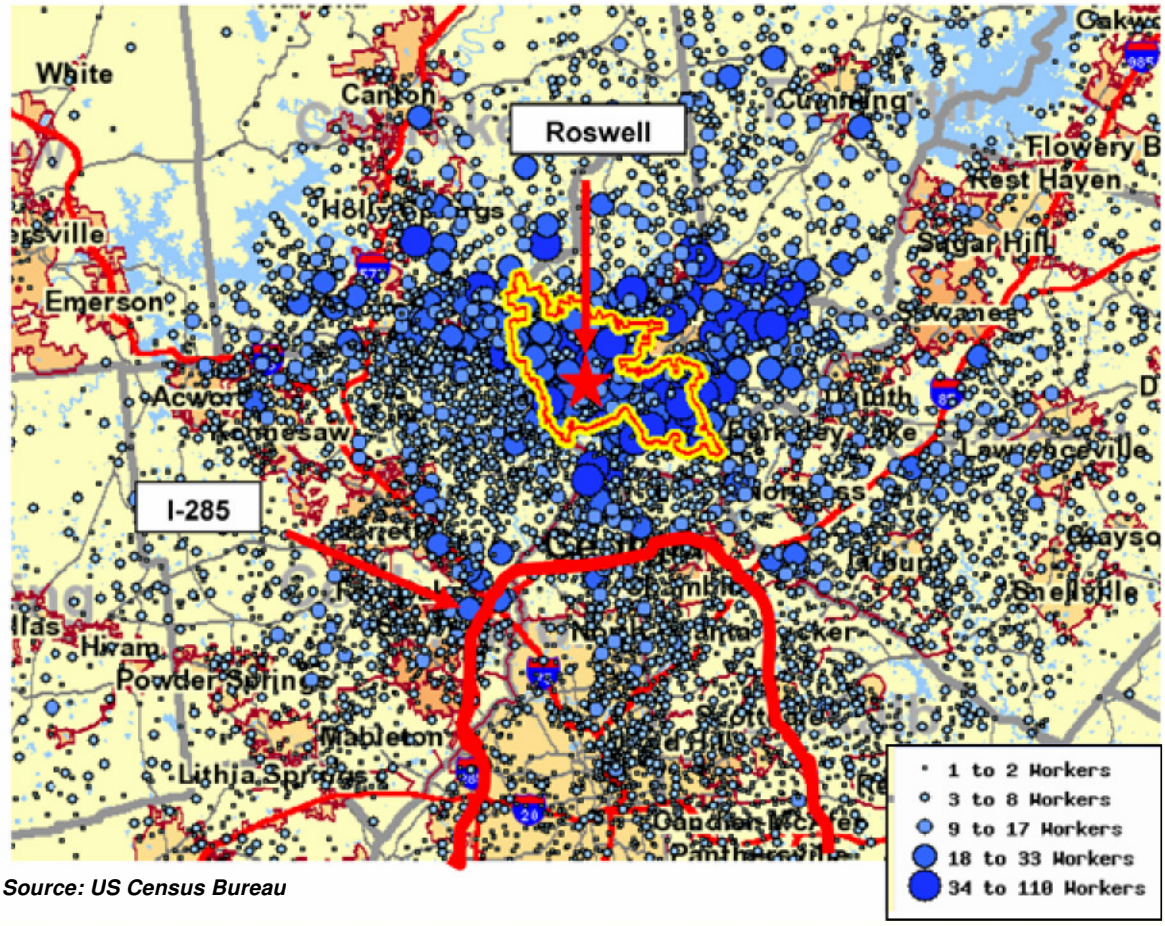


Roswell's healthy job to housing ratio is reflected in the commuting patterns of the city. Thirteen percent of those who work in Roswell also live in Roswell.[6] In a metropolitan area with one of the longest commutes in the country, Roswell offers more of a live/work balance than most other similar areas. Figure 3.10 reveals that the vast majority of those who work in Roswell live within a 10-mile radius of the city. At the study area level, the story is even more encouraging. Of those that work within the study area, the US Census

6 US Census Bureau

estimates that over 26% of them live in the City of Roswell. However, most Roswell residents are still commuting long distances to work. The number one work destination for Roswell residents is the City of Atlanta (19%). Nevertheless, Roswell residents still had an average commute time in 2004 that was three minutes shorter than the metro Atlanta average of 31 minutes.[7] It appears, then, that the City has done an adequate job of providing job opportunities for its residents, and when given a chance, many Roswell residents are choosing to work close to home. This again points to the potential to find opportunities within the study area that can further enhance the quality of life in Roswell by providing for commercial and residential land uses that are integrated and convenient to each other.

Figure 3.10: Residential Location of Roswell Workers 2005



Source: US Census Bureau

Slower growth in the study area with smaller, less-affluent households

While Roswell has benefited from much high-end residential and commercial growth over the past two decades, the study area has seen more limited quality development across the various land uses. Undoubtedly, some higher-end development has occurred, is in various stages of the development process, and/ or is planned for the future.

7 Claritas, Inc.

However, pockets within the area have not benefited from new development and are ripe for reconfiguration, as evidenced by much older and somewhat dilapidated current housing stock in parts of the area, particularly areas east of Atlanta Street on and near Oak Street. Further, based on data provided by Claritas, the median housing age in the study area is estimated at 29 years, compared to 20 years city-wide[8]. These circumstances have led to the study area losing its share of the city's population in the past two decades. Based on the Claritas data, we estimate that the study area's share of city population has dropped from 8.5% in 1990 to 5.9% in 2007. This drop reflects the suburban-style development that has occurred outside the study area and historical core of the city. Table 3.5 highlights the shift in population and households to areas outside the study area.

Table 3.5: Population and Households 1990–2007

	HISTORIC		EST.	COMPOUND ANNUAL GROWTH RATE	
	1990	2000	2007	1990-2000	2000-2007
Study Area					
Population	4,808	5,407	5,242	1.2%	-0.4%
Households	2,019	2,239	2,175	1.0%	-0.4%
City of Roswell					
Population	56,805	79,334	87,625	3.4%	1.4%
Households	22,062	30,207	33,238	3.2%	1.4%
Fulton county					
Population	648,951	816,006	956,795	2.3%	2.3%
Households	257,140	321,242	378,109	2.3%	2.4%
Atlanta CBSA[9]					
Population	3,069,411	4,247,981	5,122,861	3.3%	2.7%
Households	1,140,838	1,554,154	1,865,741	3.1%	2.6%

source: Claritas, Inc.

After strong growth in the 1990s and the first half of this decade, the City of Roswell is projected to continue to grow over the next several years. However, given the shrinking supply of land for large residential development, the rate of growth is slowing from the peak years of the 1990s. Nevertheless, the prospects remain bright for future growth within the city. However, because of the lack of available land this growth must take place in a more infill, rather than greenfield format. This scarcity of land could make delivering residential units at low-to-moderate densities and/or at lower price points a challenge in the future. Therefore, it will be necessary to identify the areas within the city that can provide for the continued growth and still retain the historic charm that has made Roswell attractive through the years. The study area provides redevelopment opportunities that could fill this need.

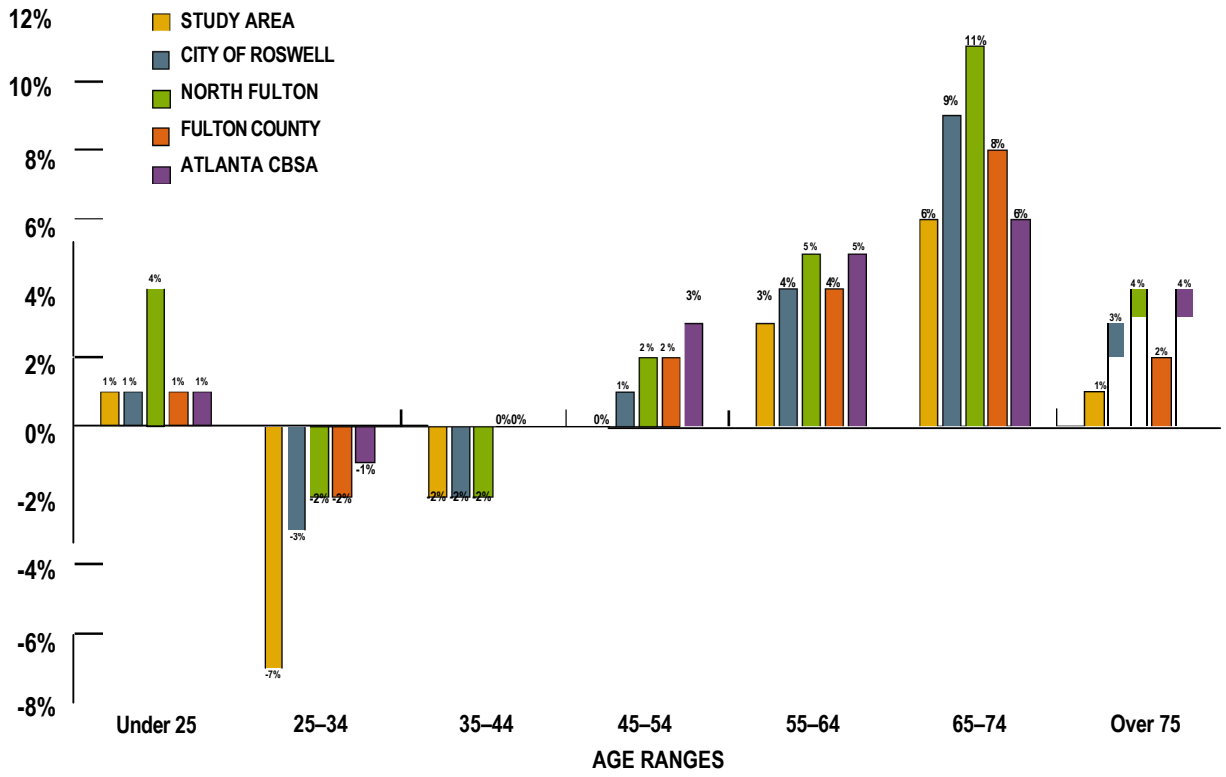
8 Claritas, Inc.

9 The Atlanta CBSA is the 28-county metro Atlanta region

Further differences in the study area to the rest of Roswell manifest themselves in the household characteristics of the study area, which differs significantly from the rest of the City of Roswell.

- Singles and couples make up 67% of study area households, compared to 57% for all of Roswell, 54% metro-wide, 51% in North Fulton[10], and 63% in Fulton County.
- Further, the study area has a larger proportion of these singles and couples who are older individuals, as the median age in 2007 is 40, compared to 37 for all of Roswell, and 34 metro-wide.
- Claritas projections reveal that the study area should expect to see its population continue to age over the next five years indicating growth occurring in older age cohorts, as shown in Figure 3.11. By 2012, projections indicate the median age in the study area will rise to 42. Providing housing options for mature couples already residing in the study area and for those aging in place throughout North Fulton will be an increasingly important opportunity for the City, particularly in the study area. These options could include smaller-lot detached products, townhouses, age-targeted quads, and potential condo flats.

Figure 3.11: Household Projections by Age Cohort 2007–2012

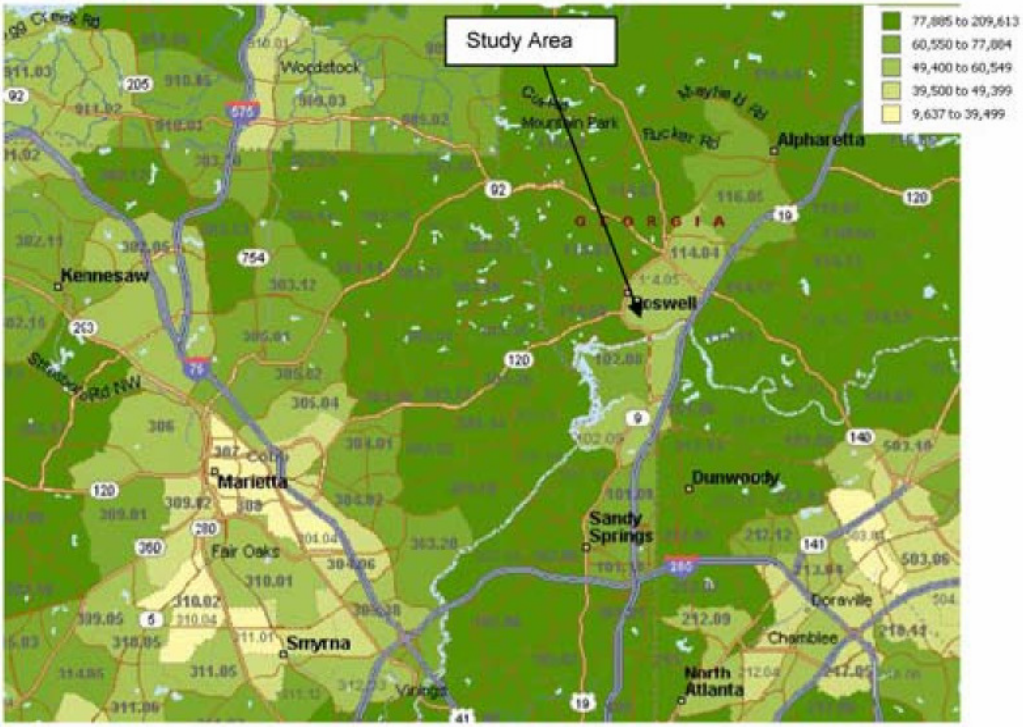


[10] North Fulton refers to the area of Fulton County north of the Chattahoochee River

The study area is part of a North Fulton area that is known to be a haven for some of the metro area's most affluent residents. Although not as affluent as all of North Fulton and the City of Roswell, which boast a median household income of just under $100,000 and $85,000 respectively, the study area's median income is $70,740 – still significantly higher than the metro area, which has a median income of just under $60,000. Figure 3.12 depicts median household income by US Census block group and illustrates this concentration of wealth.

Not surprisingly, **Roswell housing is more expensive than the metro area overall.** In 2007, the median home value in Roswell was estimated at $282,000, compared to $178,000 on average throughout the metro area. However, due to the age of the housing stock in the study area, the median home value at $237,650 is somewhat lower than the city average. Both the study area and the City of Roswell homes are not quite as expensive as North Fulton overall, where the median home price is $307,000. It is worth noting that these values are for existing housing and the prices at which new housing stock is being delivered are considerably higher.

Figure 3.12: Median Household Income by Block Group

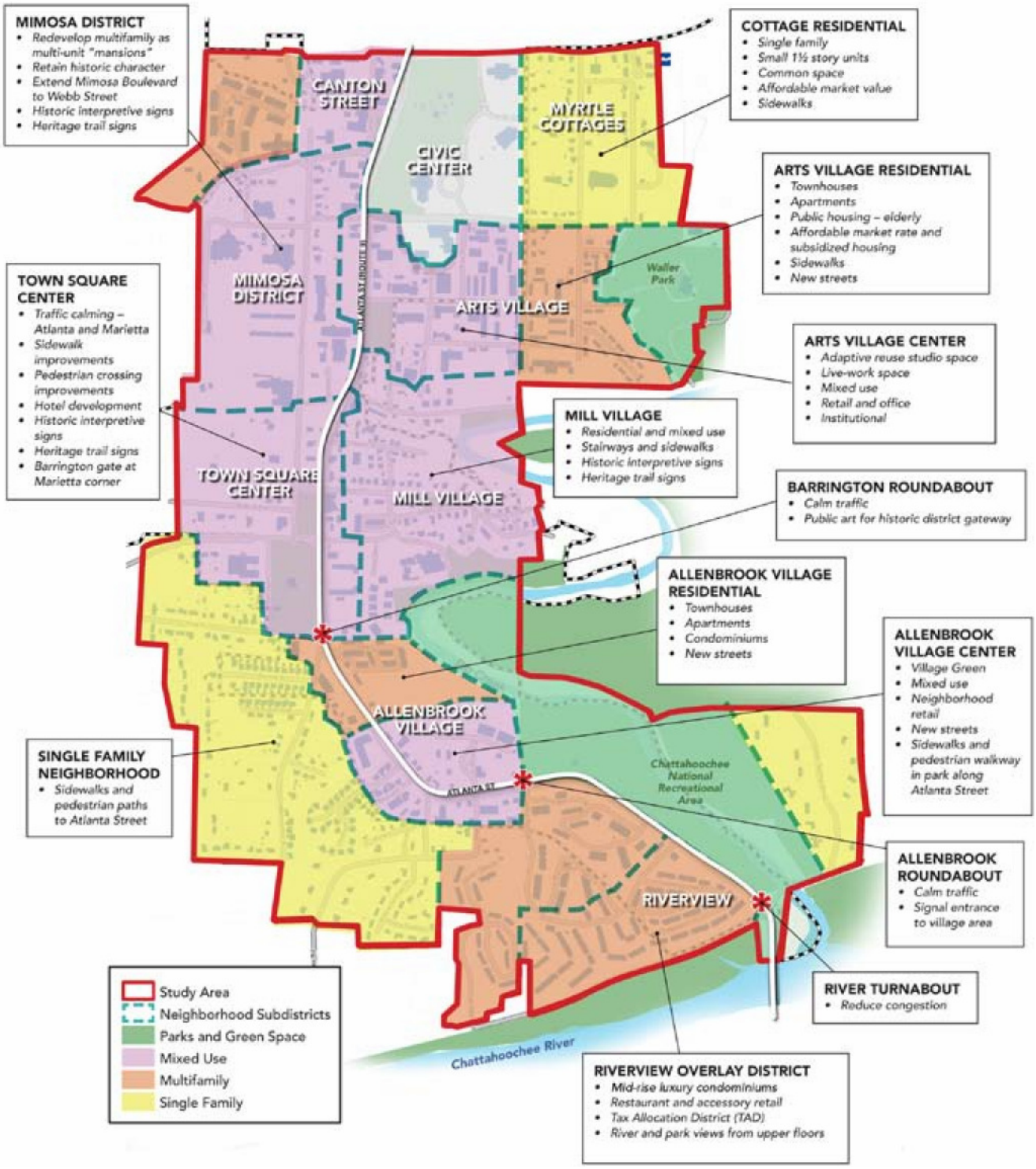


Source: Claritas, Inc.

4 Corridor Vision and Goals: Reclaiming the Power of Place

Making the Roswell Town Square/Atlanta Street Corridor into a "Livable Center" means reclaiming the power of place. The dramatic natural topography that attracted Roswell's founders, together with the historic mill, churches, mansions and worker housing continue to make this a special place. But that special quality of place has been eroding for a generation as Roswell has been encircled by suburban growth and itself has become a bedroom suburb. The two identities of the corridor-as segments of State Routes 9 and 120 and as a city street that structures Roswell's historic center-are out of balance. The walkable environment of an older age has been overwhelmed by an incremental process that increasingly focused on vehicles rather than people. Residents and business owners want to reclaim the Corridor for the people who live and work there, enhance the historic core, and reconnect the fragmented district, reasserting the local Atlanta Street identity of the Corridor while accommodating its regional role as State Route 9.

Figure 4.1: Roswell Town Square/Atlanta Street Corridor Conceptual Plan



The Vision

A livable Town Square/Atlanta Street Corridor will be a vital center of heritage, culture, business, and neighborhood life. It will be pedestrian-friendly while safely accommodating regional commuters and other travelers who use the corridor. A series of mixed-use village centers along the corridor will be supported by new residents and attract visitors to enjoy historic sites, the arts, recreation, and unique restaurants and shopping. The story of Roswell's history will be told through interpretive signs, a heritage trail and enhanced activities. People will move easily around the area and to nearby neighborhoods along safe, attractive, well-lit streets that accommodate both walkers and drivers. Commuters passing through the area will find this route to be safe and efficient, if not necessarily speedy. All will enjoy an environment that serves to respect and strengthen the historic character of Roswell while enabling new activities to breathe new life and energy into the city's well-loved "Main Street."

Principles to achieve the Vision

> **Reinforce** and create a series of places with special identity and **Redevelop** underused areas with a critical mass of residential households and a mixture of uses to create lively, active districts.

> **Civic Center and Canton Street.** Both of these areas already enjoy a clear sense of identity. Canton Street is a successful retail and pedestrian precinct. The Civic Center is somewhat invisible from Atlanta Street, especially when trees are in full foliage. Making the existing view corridor more visible, perhaps through limbing up trees or providing more prominent paths, could be considered.

> **Arts Village.** The Oak Street area should become a neighborhood area identified with contemporary arts. It should be connected to, yet distinct from, the successful Canton Street area. The SoCa businesses have begun to create this identity, but the entire area needs redevelopment with a combination of arts-related businesses and services and a significant amount of housing to create activity and help support the businesses. In order to attract artists and art-related business people, the housing should be affordable to households with moderate incomes.

> **Myrtle Cottages.** In the Forrest and Myrtle Street areas, a new neighborhood of clustered cottages can provide market-rate, single family housing for small households at affordable prices.

> **Mimosa.** Mimosa Boulevard already has a strong historic identity, particularly near the Town Square. Enhanced historic signage, redevelopment and redesign of the existing multifamily property that is out of character with the rest of the street, and implementation of the City's plan for Mimosa Boulevard will enhance the identity of this historic area.

> **Town Square Center.** The Town Square Center needs a variety of improvements to make it pedestrian friendly during non-commuter hours and inform residents and visitors of the visible and less visible historic assets in order to draw together dispersed attractions. A proposed hotel and redevelopment of Atlanta Street properties will enhance the character of the district.

improvements are needed to connect it more effectively to the Town Square area and establish compatible development on opportunity sites such as parking lots.

> **Allenbrook Village.** A new neighborhood center with retail, office, mixed use and residential development, and including new local streets, will create a sense of place and arrival out of the current inharmonious mixture of development on Atlanta Street between Warm Springs and King Street.

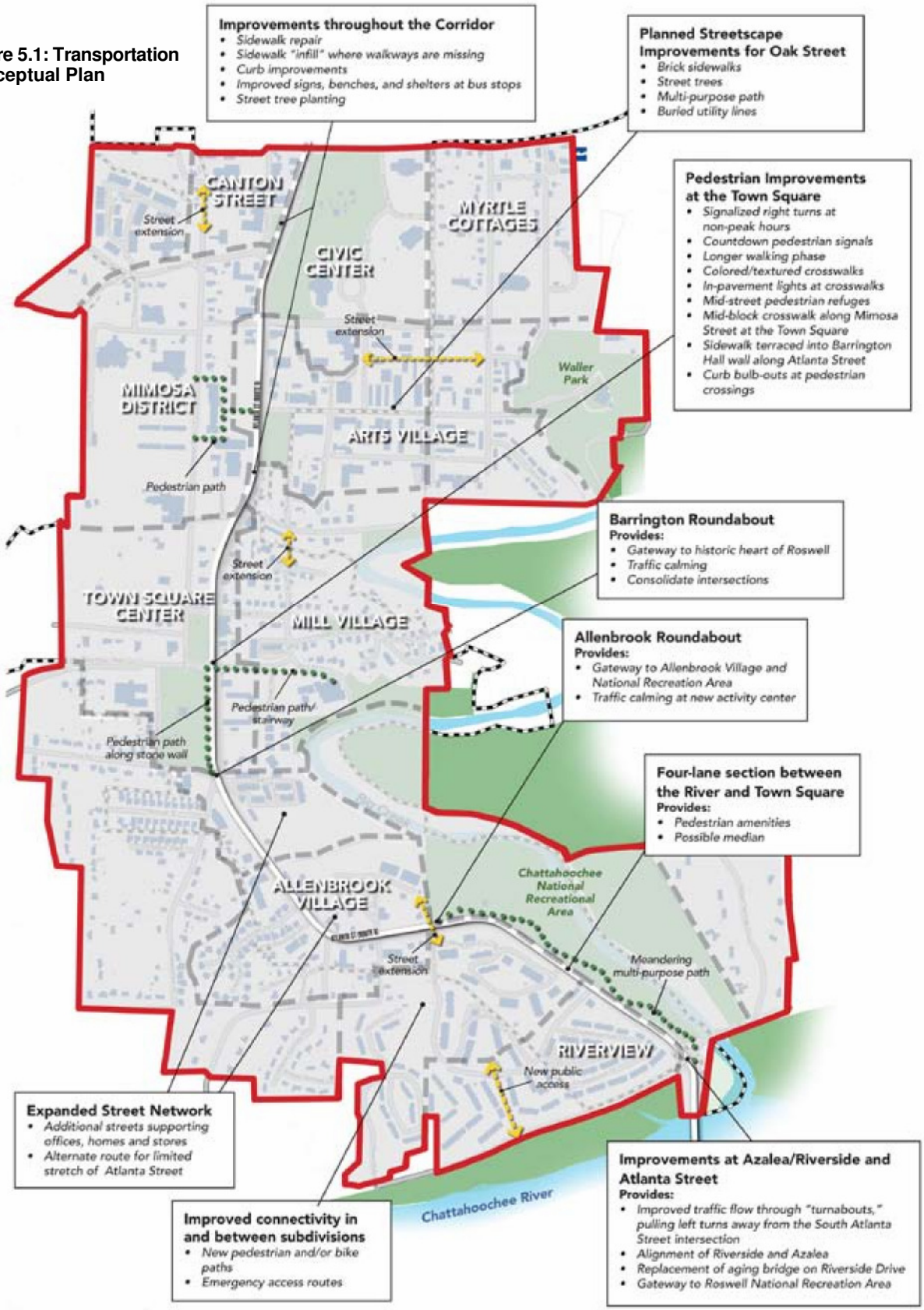
> **Riverview.** Redevelopment of the existing rental apartments into luxury residences, providing views of the river and park and incorporating a riverside restaurant and ancillary retail, would create new value for the city without significantly affecting the low-rise character of the rest of the Corridor.

- **REBALANCE** the Route 9 and Atlanta Street transportation identities:
  > Redesign the street to accommodate safe travel by both pedestrians and vehicles.
  > Give priority to pedestrian movements in the off-peak (non-commuter) hours.
  > Enhance connections and ensure safe and attractive pedestrian conditions throughout the area.

- **REFOCUS** the historic preservation mission:
  > Refine historic preservation review to focus on the most important historic resources and assets that make a significant contribution to historic character.
  > Establish appropriate design guidelines for the activity centers, both historic and nonhistoric, that can promote distinctive identities while retaining an overall harmony of design that is sensitive to the landscape and historic character.
  > Tell Roswell's story better through interpretive signs, events, and other activities to raise awareness among residents and attract visitors.

5 Transportation Plan

Figure 5.1: Transportation Conceptual Plan



Vehicular Traffic

Recommendations for transportation improvements must balance the regional significance of the study area as a commuter route with the local access needs of the community. The following transportation policies and projects are recommended to achieve this balance.

RECOMMENDED VEHICULAR TRANSPORTATION POLICIES:

- **Access Management** – The implementation of access management along South Atlanta Street would 1) protect the safety of motorists and preserve the efficiency of traffic flow in the corridor, 2) protect the safety of pedestrians and bicyclists and provide for pedestrian facilities in appropriate locations, and 3) encourage development that is compatible with or does not detract from the aesthetic character or natural beauty of the surrounding area. The following access management strategies should be reviewed for implementation:
  - > Minimum distance between driveways based on the posted speed of the roadway
  - > Shared driveways
  - > Interconnecting driveways
  - > Restricting access to lots with multiple frontages
  - > Standards for driveway length

- **Shared Parking**– Encourage the use of shared parking in commercial and mixed-use areas.

- **Enhanced Connectivity** – Enhancing connectivity in the study area can be somewhat difficult due to the topographic constraints. Taking this into consideration, the following recommendations should be reviewed for implementation:
  - > The majority of non-residential properties only provide access on arterial and collector streets. Providing access to these properties from the local streets would provide residents with the ability to easily move to all edges of the neighborhood and adjacent land uses.
  - > Encourage connections among new residential streets, making sure they provide access to more than just South Atlanta Street.
  - > Look for opportunities to provide connectivity between subdivisions in the Riverview area to accommodate emergency vehicles.

- **Transportation Demand Management (TDM)** – The implementation of TDM strategies would provide relief to commuters, residents and visitors traveling in and around the study area. Potential TDM strategies include:
  - > Providing Ride Share lots around the study area to reduce the number of vehicles on the roadway. The lots would serve as a meeting place for regional commuters that are coming from various parts of the Atlanta area, but who use South Atlanta Street to cross the Chattahoochee River.
  - > Improving pedestrian-oriented design elements.

> Improving transit infrastructure.

> Subsidizing transit costs for employees or residents.

> Providing location efficient mortgages for city employees who purchase a home within walking distance of their workplace (e.g., City Hall or the Courthouse).

> Creating a study area association comprised of private businesses, public agencies and residential and civic associations whose mission is to develop transportation initiatives and alternatives for the study area. This group could work to provide amenities such as a shuttle service that operates in and around the study area during special events or potentially on the weekend.

> Working with surrounding Transportation Management Associations (TMA's) to encourage the implementation and use of regional strategies aimed at addressing commuter traffic. Strategies to consider include carpooling, vanpooling, transit subsidies, the use of shuttles from key locations in the region to MARTA stops, teleworking, flex-time, compressed work weeks and staggered shifts.

> Working with ARC and other regional agencies to determine the number of additional river crossings that are needed based on current and future demand and to determine where those crossings should be located. A resolution to this outstanding problem would provide relief to the study area and surrounding communities.

RECOMMENDED VEHICULAR TRANSPORTATION PROJECTS:

- **Azalea/Riverside Intersection –** The "River Shaker" and "Low Build" alternatives that were identified for the Azalea/Riverside intersection in the Transportation Master Plan were analyzed as a part of this LCI study. To model these options, existing turning movement counts were taken at the intersection. Results of the analysis indicate that the "River Shaker" alternative – a modified roundabout with through lanes for north and southbound traffic – would not operate adequately during the AM and PM peak hours due to the failing operation of the side streets and a backup of at least half a mile in the eastbound and westbound directions. This backup would be created because the left-turning side street vehicles would block right-turning side street vehicles from entering the intersection. The "Low Build" alternative, which is simply the addition of a northbound left turn lane, also failed during the AM peak hour.

- **Azalea/Riverside Grade separated crossing** – Based on a preliminary analysis of existing conditions at the intersection of Azalea / Riverside Drive, a grade separated crossing is an alternative that can provide acceptable levels of service for all approaches at this intersection. Also, in future decades, if proposals for additional river crossings are not advanced and commuter traffic across the Chattahoochee continues to grow, the turnabout solution will no longer be adequate to accommodate traffic during peak hours. Under those circumstances grade separation at the intersection may be the best solution. However, because this alternative would be very costly, much more so than the turnabout solution, and could potentially draw more regional traffic to the area, grade separation may not be feasible at this time.

- **Regional River crossing study** – It is recommended that a regional approach be undertaken to determine the number of additional river crossings that are needed based on current and future demand and where these crossings should be located. A resolution to this outstanding problem would provide relief to the study area and surrounding communities.

- **Bridge Reconstruction on Riverside Drive** – The two-lane bridge on Riverside Drive, located just east of South Atlanta Street, has an existing sufficiency rating below 50 and is currently the lowest rated bridge in the city. According to safety guidelines this type of rating qualifies the bridge for repair or replacement. This bridge should be replaced whether or not improvements are made to the Azalea / Riverside Drive intersection. However, it is recommended that replacement of the bridge be included in the implementation of any intersection alternative. Any additional lanes needed to accommodate turning movements – and alignment with Azalea – should be provided at this time.

- **Roundabouts** – It is recommended that roundabouts be installed at two points on South Atlanta Street: Warm Springs Circle and King Street / Chattahoochee Street. The roundabouts are not only safe, efficient and less costly than a typical traffic signal, but will act as a gateway into the area.

  Based on existing volumes at these locations plus the addition of future trips generated by proposed new development, it was determined that both roundabouts will need two lanes to accommodate projected volumes. Without the proposed 4-lane cross-section discussed below, the roundabouts will likely experience significant backup, preventing them from functioning adequately. The proposed Warm Springs or Allenbrook roundabout will be a four-legged roundabout, with a fourth leg

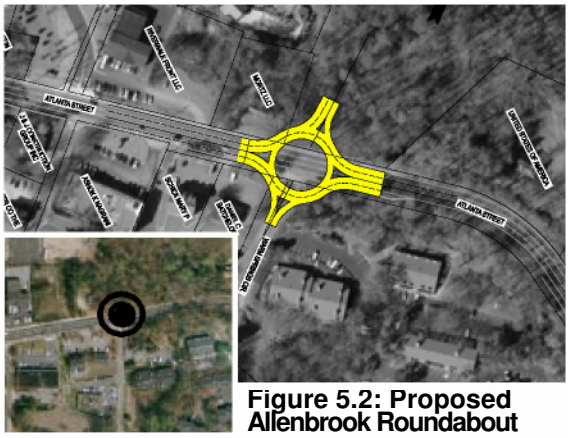


Figure 5.2: Proposed Allenbrook Roundabout

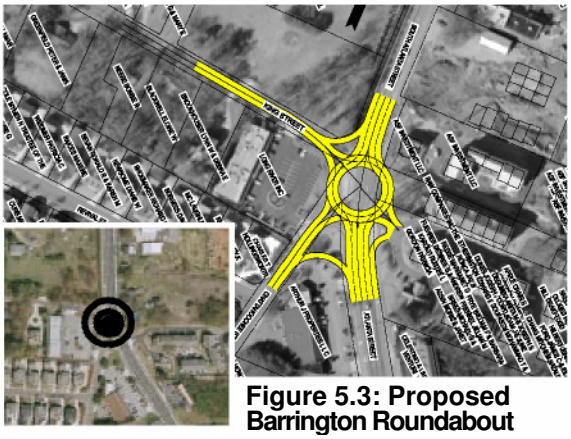


Figure 5.3: Proposed Barrington Roundabout

The proposed King Street / Chattahoochee Street or Barrington roundabout will be a five-legged roundabout connecting five existing points.
Note: After extensive discussions with GDOT regarding the feasibility of installing 2 lane roundabouts at the above referenced locations, both recommended locations have been deleted from consideration.

- **Atlanta street cross-section between Riverside Drive and Marietta Highway–** The existing three-lane cross-section on South Atlanta Street, from Marietta Highway to Riverside Drive, currently operates with a reversible lane configuration. During the AM peak hour the southbound movement has two lanes and the northbound movement one lane. The reverse is true during the PM peak hour; the northbound movement is given two lanes and the southbound movement one lane. The reversible lanes have been identified as a safety issue by Roswell residents, City Council and GDOT and all would like to see them eliminated.

> FOUR LANE CROSS-SECTION

Based on peak hour volumes, two southbound through lanes must be present to accommodate the AM peak hour and two northbound through lanes must be present to accommodate the PM peak hour. *Therefore, it is recommended that a four-lane cross-section be built.* A four-lane cross-section would not increase the peak hour capacity of the roadway; South Atlanta Street is already operating with two lanes in the peak direction under the reversible lane configuration. Instead, a four-lane cross-section would safely accommodate the vehicles that are already operating on the roadway.

In the past, attempts to widen South Atlanta Street were not well received. Such proposals included widening the roadway to four lanes with a 20-foot median, which would have created a highway through the heart of the Roswell historic district. For this study a context sensitive design approach was used to formulate the four-lane cross-section. Specifically, context sensitive design, as stated by GDOT, is a process used "to develop a facility that is harmonious with the community, and preserves aesthetics, history and the environmental resources, while integrating these innovative approaches with traditional transportation goals for safety and performance." This corridor has many constraints including topography, historic resources and its adjacent location to NPS property that must be considered. Below are examples of four-lane cross-sections designed to address the specific needs of South Atlanta Street.

- ***South Segment: Riverside to Allenbrook***

  For the portion of South Atlanta Street between the Allenbrook Roundabout and Azalea / Riverside Drive the following alternatives are suggested. Further study of these alternatives is recommended to determine the impact of allowing left-turns along this portion of South Atlanta Street.

  > **Alternative 1:** A four-lane, cross-section with a 4-foot median that would prohibit left-turning movements at all locations, except the first driveway north of the Azalea/Riverside intersection which serves a large apartment complex. Left-turning vehicles would instead be directed to make u-turns at the proposed roundabouts, which are described below. In addition, this cross-section would provide a sidewalk to the west, a multi-use path to the east on National Park Service property (this path would be offset, but still visible from the roadway), and breaks in the median for pedestrians crossing to bus stops or the multi-use park.

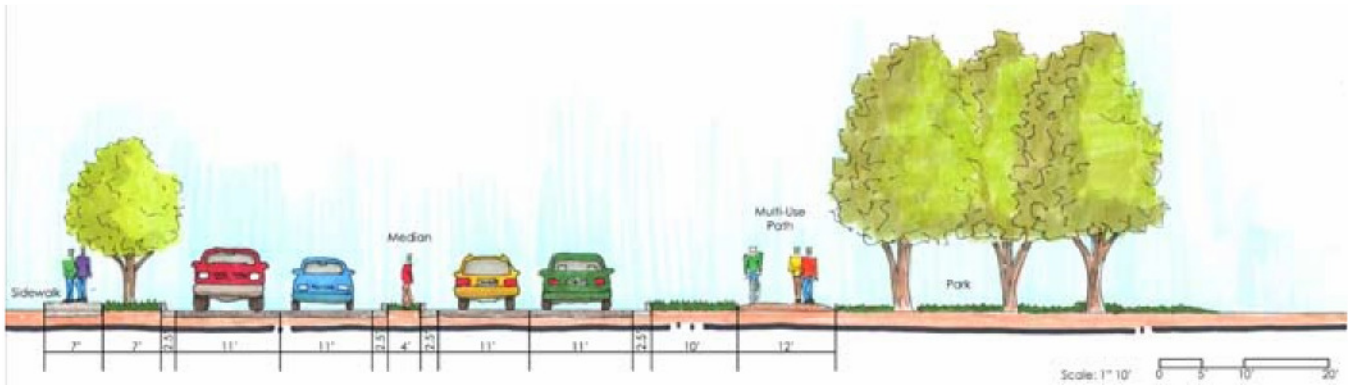


Figure 5.4: Possible cross-section for Atlanta Street between Azalea / Riverside Drive and the Allen brook Roundabout (Alternative 1)

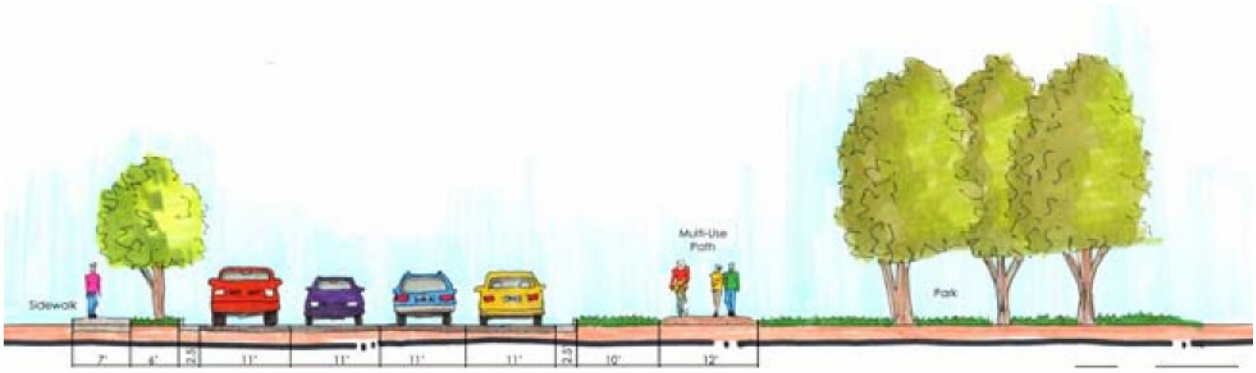


Figure 5.5: Possible cross-section for Atlanta Street between Azalea / Riverside Drive and the Allenbrook Roundabout (Alternative 2)

> **Alternative 2:** A four-lane cross-section without a median. This cross-section would provide a sidewalk to the west, a multi-use path to the east on NPS property, and crosswalks in appropriate places to facilitate pedestrian crossings to bus stops or the multi-use path.

- ***Northern Segment: Allenbrook to King***

For the portion of South Atlanta Street between the Allenbrook and Barrington Roundabouts the following alternatives are suggested. Further study of these alternatives is recommended to determine traffic and pedestrian impacts related to left-turning movements along South Atlanta Street.

> **Alternative 1:** A four-lane cross-section with a 4-foot median that would prohibit left-turning movements at all locations. Left-turning vehicles would instead be directed to make u-turns at the proposed roundabouts. In addition, this cross-section would include sidewalks on both sides of the road and breaks in the median for pedestrian crossings.

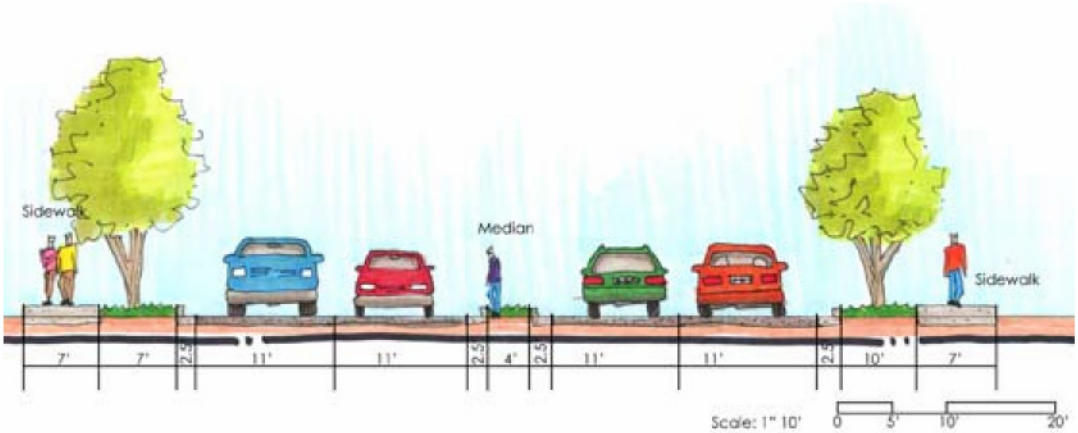


Figure 5.6: Possible cross-section for Atlanta Street between the Allenbrook and Barrington Roundabouts (Alternative 1)

Figure 5.7: Possible cross-section for Atlanta Street between the Allenbrook and Barrington Roundabouts (Alternative 2)

> Alternative 2: A four-lane cross section without a median. This cross-section would include sidewalks on both sides of the road and pedestrian refuges or landings at crosswalks. The refuges would be located for convenience as well as safety, and would encourage pedestrians to cross only at these locations.

For the remainder of Atlanta Street, from the Barrington Roundabout to Canton Street, it is recommended that shoulder improvements be made to the existing four-lane cross-section.

> **CONTINUATION OF THREE-LANE CROSS-SECTION**

The current reversible lane configuration of the three-lane cross-section of Atlanta Street provides two-lane traffic capacity for both the morning and the afternoon commuter peaks. Although it is not recommended for safety reasons, the three-lane configuration could be improved.

> **Alternative 1:** One Up/Two Down with Flush Median. As noted earlier, the Transportation Master Plan proposed keeping the three-lane configuration with one lane northbound, a flush median combined with intermittent landscape

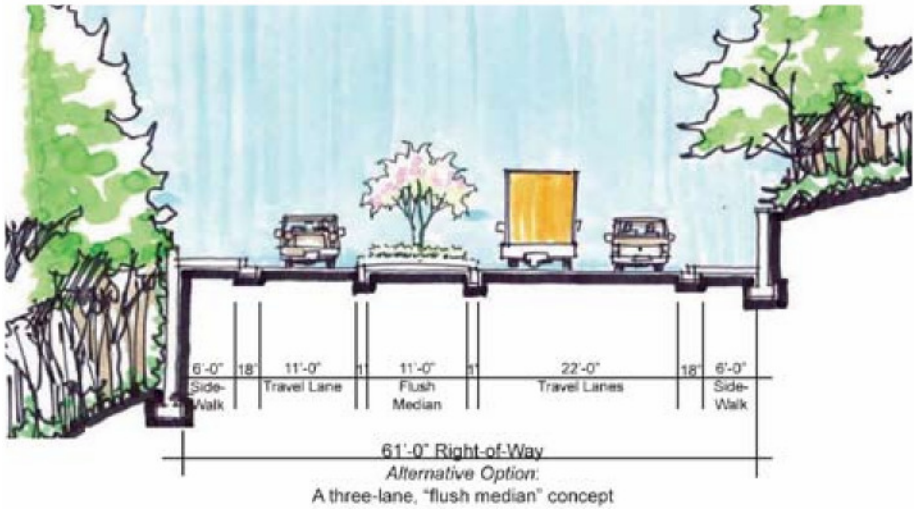


Figure 5.8: Transportation Master Plan (Alternative 1)

medians to be available for northbound left turns, and two lanes southbound, along with sidewalks on either side. Because a full two lanes would not be available northbound, this alternative actually would constrain capacity slightly compared to current conditions. Modeling by Street Smarts indicated that this configuration would not be able to accommodate existing afternoon peak area volumes and would create additional congestion. In addition, like the four-lane cross-sections shown above, this alternative would require acquisition of new right of way.

Figure 5.9: Transportation Master Plan - One up / two down with flush median proposal

> **Alternative 2:** Continuation of Reversible Lanes. If the reversible three-lane cross-section is to be retained, significant improvements to signage and to the lighting system should be made in order to enhance safety. At the two ends of the reversible lane section plus at any place where people may be making turns onto Atlanta Street from driveways or cross streets, signs warning of the reversible lanes and the times that the lanes are switched from one direction to another should be installed. Bigger and more visible hanging lights should be installed above the road. In addition, the proposal for a meandering sidewalk on the park side of the street could be pursued, crosswalks to bus stops implemented, and conditions around bus stops improved.

- **Oak Street Intersection Improvements** – In accordance with the Transportation Master Plan, a southbound left-turn lane should be considered on Atlanta Street at the intersection of Oak Street.

- **Oxbo Drive Right-In / Right-Out Only** – In accordance with the Transportation Master Plan, a southbound left-turn lane should be considered on Atlanta Street at the intersection of Oxbo Street or the option of a traffic signal.

Combined with a proposed extension of Elm Street to Oxbo Road, which would create a new road connection from the Mill Village all the way to Oak Street, this new configuration would provide a north-south alternative to Atlanta Street for some local trips, but would also bring more traffic to the east side of the historic cemetery. Careful, context-sensitive design will be needed to accommodate these new traffic patterns.

Figure 5.10: Oxbo Road Proposal - Oxbo Road would be "right-in, right-out." Left turns would be accommodated at Oak Street.

> Extend Mimosa Boulevard to Webb Street.
> Extend Elm Street to Oxbo Road.
> Provide a new road connection between Ellis Street and Forrest Street.
> Connect Jones Drive to Warms Springs Circle.
> Provide public access from Azalea Drive to the Riverview area.

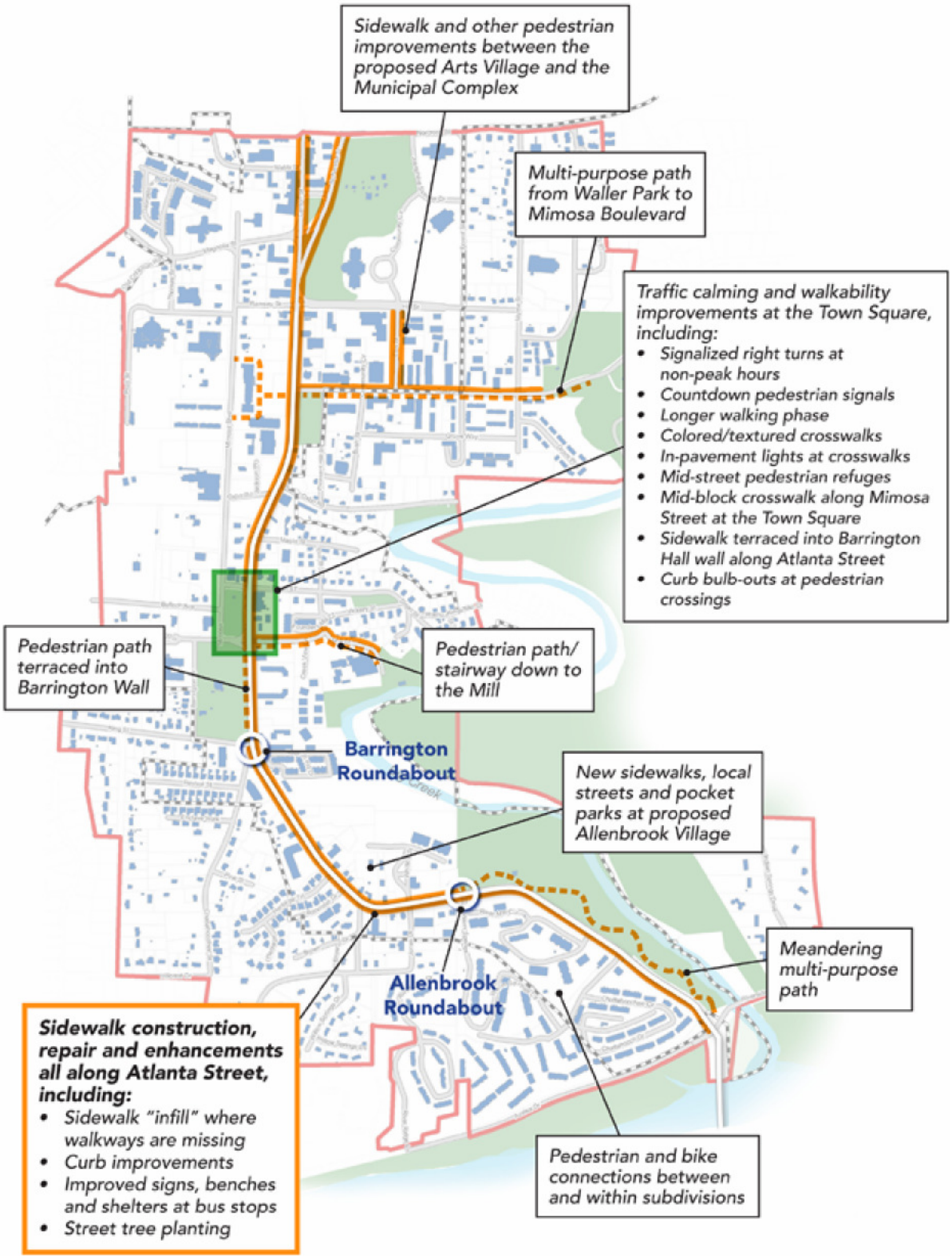
Pedestrian Facilities

The study area features many destinations that are conducive to pedestrian activity. However, there are gaps and deficiencies in the sidewalk system that compromises the continuity of the network and the pedestrian experience. The following pedestrian policies and projects are recommended to enhance pedestrian mobility in the study area.

RECOMMENDED PEDESTRIAN POLICIES:

- Require all new development to be pedestrian-oriented.
- Ensure that all sidewalks and ramps are compliant with the requirements of the Americans with Disabilities Act (ADA).
- Ensure that there is an adequate buffer and raised curb between pedestrian and vehicular areas.
- Require access management with all new development.
- Provide pedestrian countdown signals at all signalized intersections.
- Look for opportunities to provide pedestrian connectivity between subdivisions in the Riverview area.

Figure 5.11: Pedestrian Improvements



- Construct all sidewalks along Atlanta Street and in surrounding destination areas using a consistent design, similar to the brick pavers used around City Hall, to "brand" those parts of the study area that attract visitors and to provide a more unified appearance.

RECOMMENDED PEDESTRIAN PROJECTS:

- Improve sidewalks and streetscape along Atlanta Street. As stated in the cross-section description for Atlanta Street, from Azalea / Riverside Drive to Marietta Highway, sidewalks should be improved and/or added to this section of roadway. Furthermore, sidewalk improvements should extend north of Marietta Highway to include the remainder of Atlanta Street.
- Construct and/or improve sidewalks on side streets to provide connectivity between various destinations in the study area, particularly in the northeast section of the study area.
- Extend the planned Oak Street multi-purpose path across Atlanta Street to Mimosa Boulevard Through the existing parking lots.
- Provide pedestrian crossings at appropriate locations in the proposed Allenbrook village street network and along Atlanta Street.
- Work with the National Park Service to create a meandering multi-use trail along the east side of Atlanta Street that is offset, but still visible, from the roadway.
- Enhance the pedestrian environment in and around the Town Square by implementing a variety of the following traffic calming techniques:

> Raised crosswalks
> Pedestrian-scale street lighting
> Curb bulb-outs
> Pedestrian countdown signals
> Longer walking phase at signals
> Textured pavement
> Pedestrian crosswalk with in-pavement islands at the Marietta Highway/South Atlanta Street intersection
> Signalized right turns in the off-peak periods

Implementing a range of traffic calming strategies, such as textured pavement, countdown signals, and in-pavement lighting, will make the Town Square safer and more welcoming for pedestrians.

Bicycle Facilities

Although elevation changes are a challenge, the character of the study area is conducive to accomplishing many trips by bicycle. The following policies and projects will aid in advancing these types of trips in and around the study area.

Bike facilities help make cycling an easier way to get around.

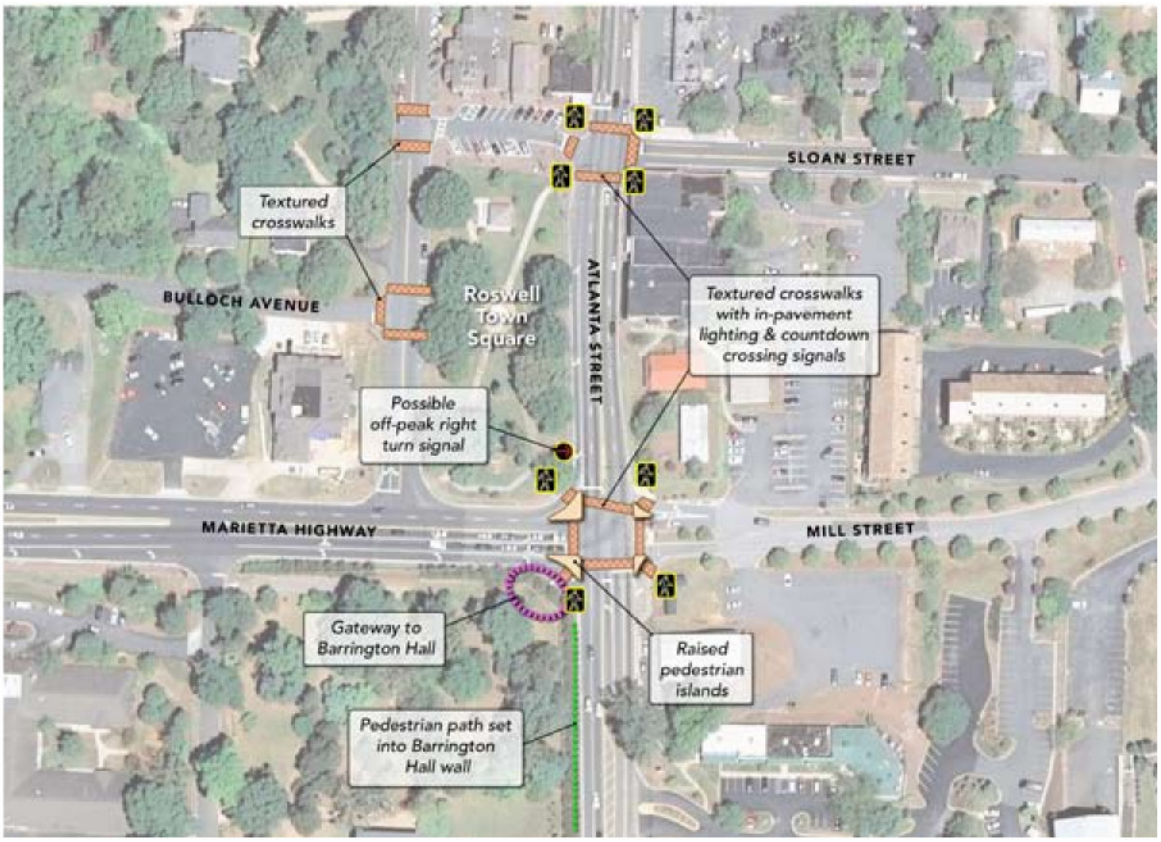
RECOMMENDED BICYCLE POLICIES:

- Where possible, on-street bike lanes should be implemented concurrently with future roadway improvements and include "shared lane" roadway markings.
- Encourage businesses to provide bicycle parking.
- Work with the National Park Service (NPS) to coordinate efforts to connect trails and parks in the study area.
- Look for opportunities to provide bicycle connectivity between subdivisions in the Riverview area.

RECOMMENDED BICYCLE PROJECTS:

- Work with the NPS to create a multi-use trail along the east side of Atlanta Street that is offset, but still visible, from the roadway
- Implement on-street bike routes along Atlanta Street and Mimosa Street that include appropriate signage and pavement markings, but not a dedicated lane due to limited right-of-way.

Figure 5.12: Town Square Pedestrian Improvements



- Explore on-street bike routes that include residential streets.
- Install bicycle racks in commercial and recreational areas. A suggested means of implementation is to start a program that allows the donation of new bicycle racks in exchange for a dedication plaque that is attached to the rack.

Transit

The stops along MARTA Route 85 on Atlanta Street lack amenities for bus riders. The following policies and projects are recommended to improve rider conditions and increase general ridership.

RECOMMENDED TRANSIT POLICIES:

- Encourage transit oriented development.
- Evaluate the feasibility of a shuttle service (sponsored by the Chamber of Commerce or a newly created organization) that operates within the study area. This type of amenity would need to be heavily subsidized and would likely operate only on weekends or during special events rather than on a daily basis.

RECOMMENDED TRANSIT PROJECTS:

- Install benches and bus shelters with schedules and maps
- Install trash receptacles at each stop.
- Clean and maintain bus sops and shelters regularly.
- Provide sidewalks and safer street crossings at bus stops.

Sidewalk connections, benches, bus shelters, route maps and schedules would help improve conditions for transit users.

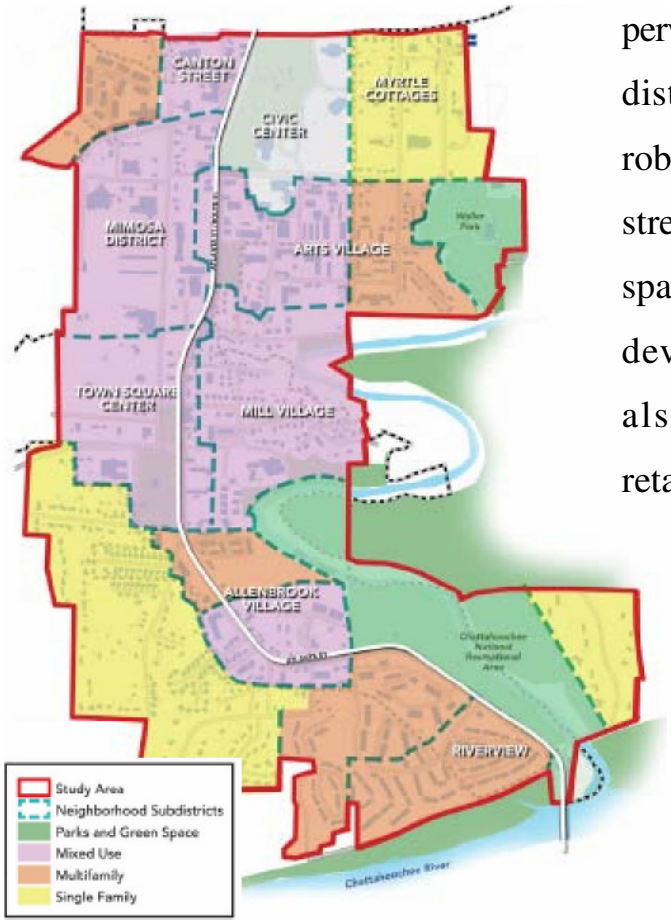
6 Urban Design and Regulatory Plan

Land Use Plan

The plan for this Corridor divides the study area into series of activity centers or sub districts, each with a distinct identity and a focus area. To overcome the fragmentation that is so pervasive today in the Corridor, the sub districts must be connected by a robust public realm of walkable streets, pedestrian paths and public spaces. Redevelopment and new development in the sub districts also must include a mixture of retail, office and residential uses.

Retail and commercial activities should not be spread in suburban-style strip development along the entire Corridor but focused in each of the sub districts.

Figure 6.1: Land Use Conceptual Plan



Housing

It is especially important to attract a critical mass of more residents to the Corridor, because their presence will provide a foundation for new unique and neighborhood-oriented retail and service businesses that can also attract visitors. The location and type of housing appropriate to this Corridor is conditioned by the complex topography, historic character, limits on circulation, and very congested commuter traffic conditions. The units proposed in this plan include cottages, townhouses, three- to four-story mixed-use developments and apartment/condo buildings.

From its founding, this part of Roswell has provided a variety of housing types, from mill worker housing to the mansion of Roswell King's son, Barrington. While Roswell has become one of the most affluent communities in metropolitan Atlanta, this part of the city has continued to offer housing that is more affordable, including 104 units owned by the Roswell Housing Authority and occupied mostly by senior citizens. The conceptual redevelopment plans presented here include a proposed Arts Village in the Oak Street area (which includes the Housing Authority land) and cottage redevelopment (Myrtle Cottages) east of the Civic Center. Both of these areas are envisioned as providing moderately-priced workforce housing, with a balance of rental and for-sale units.

RECOMMENDED HOUSING INITIATIVES:

- **Plan for workforce and affordable housing in the Arts village and Myrtle cottages**

  The Arts Village is conceived as an artist-friendly neighborhood, with studios, live-work spaces, and moderately-priced rental and for-sale apartments and townhouses. Most artists cannot afford expensive housing or workplaces, and any serious effort to attract artists must take this into account. Because the Arts Village is adjacent to the Civic Center, it could also be attractive to some municipal or courthouse workers.

  The Housing Authority owns parcels in the southeastern corner of the Arts Village/ Oak Street sub district and is considering plans to consolidate its elderly units in one building and create a mixed-income precinct on some of its property.

  The Myrtle Cottages area now contains older rental properties of one to a handful of units that function as workforce housing. The redevelopment proposal for this area is to create clusters of small single-family cottages

- **Consider a housing program for municipal workers targeted to corridor sub districts and for artists in the Arts village**

  As one way to contribute to less commuter traffic, the City could establish a program to assist employees buying housing in the sub districts within walking distance of the Civic Center. Employer-assisted housing programs typically help with downpayments and closing costs and are made available to workers at the lower end of the pay spectrum. A similar program could be created to help income-eligible artists locate in the proposed Arts Village. Artist housing programs and criteria for eligibility have been developed in a number of cities and could be modified to suit Roswell. Roswell is a member of a housing consortium with Fulton County that can give it access to federal HOME funds that may be usable for these programs. Local banks could also be approached to form low-interest revolving loan funds as a way to meet their responsibilities under the Community Reinvestment Act.

RECOMMENDED VILLAGE CONCEPT EXAMPLES

To illustrate the potential for redevelopment and urban design principles for the study area, conceptual plans were developed for two sub districts. These areas, the Arts Village and Allenbrook Village, received lesser or no attention in previous planning initiatives, such as the Town Square Charrette.

- **Arts Village Concept**

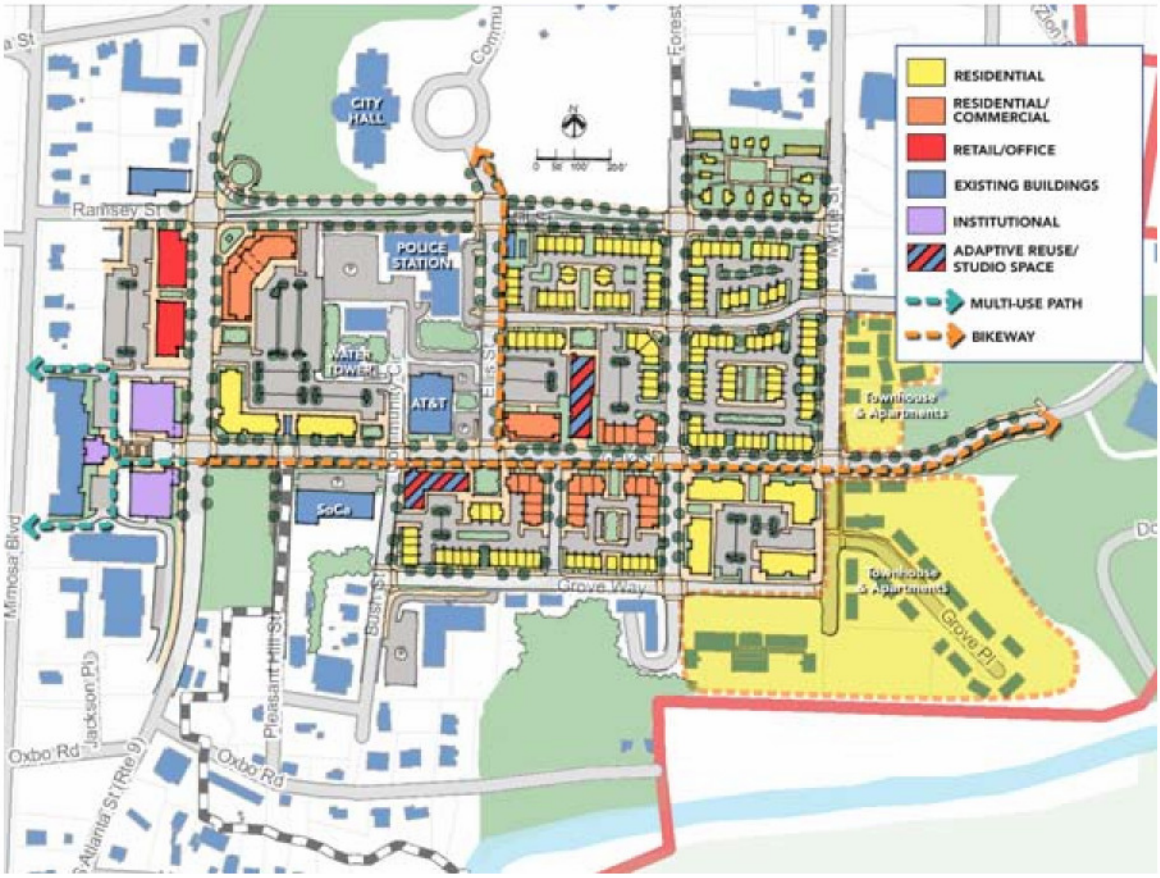
  The success of Canton Street and the Alive After Five program have already begun to spill over into the Oak Street district with the arrival of galleries and restaurants at the Shops of SoCa. The City is planning streetscape improvements to Oak Street. However, there is insufficient critical mass of retail activity and residences. Although Oak Street is objectively within easy walking distance of Canton Street, the inhospitable pedestrian environment of Atlanta Street is a deterrent and the buildings on Atlanta Street at the Hill Street and Oak Street intersections—the gateways to the Oak Street district—do not send a message that this is an interesting destination for visitors.

  The Arts Village concept is intended to create a new neighborhood with a cultural identity that is distinct from, yet linked to the Historic Roswell theme of Canton Street and the historic core. It would be a neighborhood with working artists as well as others seeking a lively, affordable place to live. The Arts Village area has only one small historic building located across from the police station and most of the buildings are low-value light industrial spaces that are ripe for redevelopment. Characteristics of the new neighborhood would include:

  > Redevelopment of properties on the east side of Atlanta Street as mixed-use and multifamily buildings to create a pedestrian friendly street experience, significant gateway buildings and public spaces for the Arts Village.
  > Redevelopment of parking lots on the west side of Atlanta Street to contain parking garages lined with active uses facing the street. These uses could be institutional and linked to the missions of the church or the Fulton County School District, which owns the Mimosa Boulevard building at the rear of the parking lots. An art school might be one possible use that would reinforce the Arts Village concept. The garages would serve the parking needs of different users – churchgoers, visitors and shoppers – at different times of the day and week.
  > Adaptive reuse of larger existing buildings for affordable artists' studio space.
  > Creation of a cluster of artists' live-work buildings on Oak Street mid-way between Atlanta Street and the park.
  > A residential neighborhood of townhouses, apartments and cottages, including mix-income development, east of Forrest Street.

  The following pages show a conceptual plan of potential development in the Arts Village, the proposed amount of non-residential space, and the number and type of housing units. This is not a development plan and is intended only to illustrate one way that the concepts underlying the Arts Village district could be designed. The market support for this redevelopment program is discussed in Chapter 7 of this report.

Figure 6.2: Arts Village Conceptual Plan



ARTS VILLAGE CONCEPTUAL PLAN

TOTAL LAND AREA: 28.5 acres

ASSUMPTIONS

WORK/LIVE: 25x50–1,250 SF/unit *(footprint)*
TOWNHOME: 25x40–1,000 SF/unit *(footprint)*
APARTMENT/CONDO: 1,200 SF/unit

PARKING RATIO

3 spaces/1,000 SF *(retail & office)*
1.5 spaces/unit *(multifamily residential)*
3 spaces/1,000 SF *(adaptive reuse/studio)*
3 spaces/1,000 SF *(institutional uses)*

EXISTING ZONING FOR PROPOSED USES

RETAIL: C-1, i-1, HPOD
ADAPTIVE REUSE/STUDIO: I-1
WORK/LIVE: I-1, R-4
MUSEUM/INSTITUTIONAL: C-1, HPOD
TOWNHOUSE: I-1, R-3, O-P R-4, HPOD
MULTIFAMILY (APARTMENT/CONDO): O-P
COTTAGE: R-2, O-P

- **Allenbrook Village**
  Allenbrook Village is envisioned as a new activity center along Atlanta Street between Warm Springs Drive and King Street. A mixed-use neighborhood center with a village green would be the focus and new residential districts would help support the neighborhood center. The Allenbrook Village center would include mixed-use buildings with residential units on upper floors and ideally, a small grocery or a gourmet deli. The neighborhood center would be located off the northbound lanes of Atlanta Street so that commuters could also provide some of the market support for businesses in the village center.

Like the Arts Village, it is important to create a critical mass of surrounding residential units to help support the village center with pedestrian-friendly routes to the center, so that residents can walk rather than drive. Residents on Heritage Trail now report that they are scared to cross Atlanta Street because of speeding traffic. The two roundabouts* are intended to slow traffic on Atlanta Street, particularly the southernmost roundabout, which will function as a signal to drivers traveling northbound on Atlanta Street that they are now entering a more "main street" rather than highway environment. Improved sidewalks, marked pedestrian crossings, signage, and other pedestrian amenities will also be needed. The pedestrian environment should be monitored over time and if necessary, a pedestrian-activated signal should be installed.

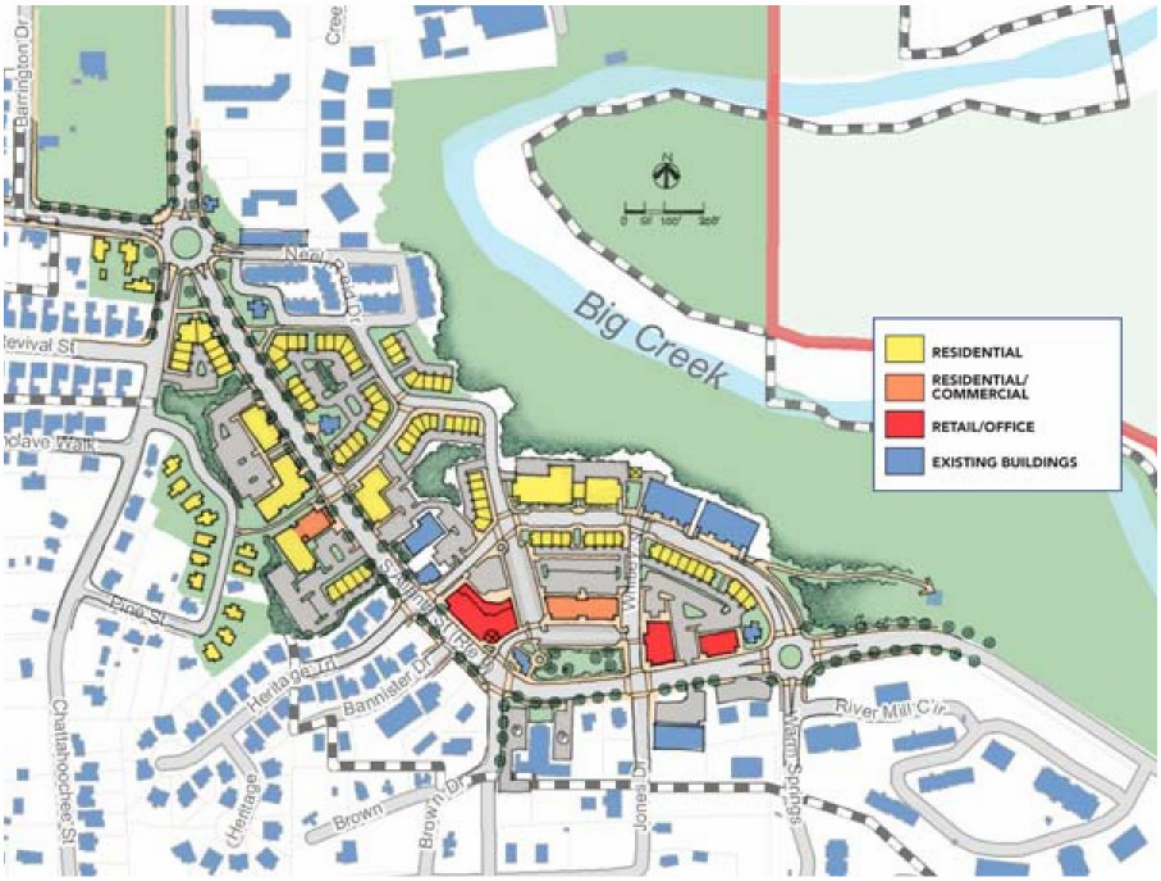
Housing development proposed for this area includes townhouses, multifamily buildings which could be condominiums or rental, and some single-family houses. A new street network provides alternative circulation to Atlanta Street. The strip development along Atlanta Street is proposed for redevelopment as multifamily buildings that create a street edge for Atlanta Street in contrast to the current parking lots. An extension of Pine Street is connected to Atlanta Street only by a pedestrian pathway in order to avoid cut-through traffic into the Chattahoochee Street neighborhood. Other characteristics of the Allenbrook Village conceptual plan include:

> A village green in the village center to serve as a neighborhood gathering place
> Modest building heights to preserve views to the north and east of Atlanta Street
> A pedestrian path to connect with the National Recreation Area
> Opportunities for public art at the roundabouts to announce the village and the gateway to historic Roswell.

The following pages show a conceptual plan of potential development in the Allenbrook Village, the proposed amount of non-residential space, and the number and type of housing units. This is not a development plan and is intended only to illustrate one way that the concepts underlying the Allenbrook Village district could be designed. The market support for this redevelopment program is discussed in Chapter 7 of this report.

*No longer under consideration.

Figure 6.3: Allenbrook village Conceptual Plan



ALLENBROOK VILLAGE CONCEPTUAL PLAN

TOTAL LAND AREA: 17.9 acres

ASSUMPTIONS

SINGLE FAMILY: 1,800–2,800 SF/unit
TOWNHOME: 25x40–1,000 SF/unit *(footprint)*
APARTMENT/CONDO : 1,200 SF/unit

PARKING RATIO

3 spaces/1,000 sF *(retail & office)*
1 .5 spaces/unit *(multifamily residential)*

EXISTING ZONING FOR PROPOSED USES

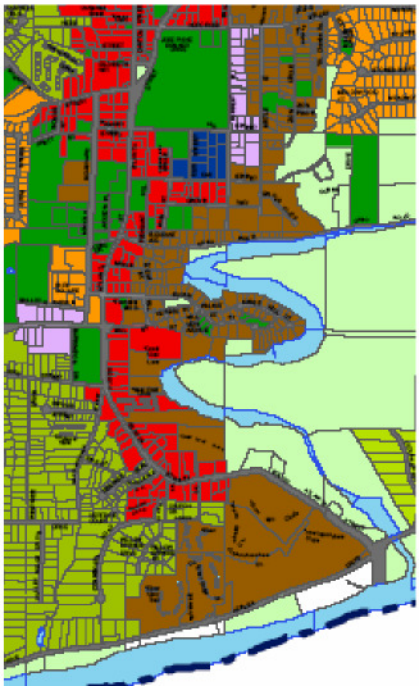
GROCERY: C-2, HPOD
HIGH QUALITY RESTUARANT: C-2, HPOD
RETAIL: C-1, R-5, HPOD
GREEN SPACE: C-2, HPOD
MULTIFAMILY (APARTMENT/CONDO): C-2, C-3, R-5, HPOD
TOWNHOME: C-2, C-3, HPOD
DETACHED SINGLEFAMILY: C-1, R-5, HPOD

Land Use Policy and Regulatory Changes

The current land use and design review regulations along the Atlanta Street corridor are intended to balance preservation of the area's historic character and quality of life with promotion of economic development, redevelopment opportunities, and reasonable exercise of property rights. In practice, however, aspects of current land use policies and regulations function as barriers both to the achievement of these general goals and to successful implementation of this LCI Corridor Plan.

This plan is compatible with a number of general recommendations found in Roswell's 2025 Comprehensive Plan and the 2007 Update including:

- Roswell's redevelopment should build on its sense of place.
- Break up continuous strip development with pulses/nodes.
- Some retail should be converted to office.
- Some retail should be converted to residential.
- Provide for greater innovation in the design and construction of alternative housing types, such as duplexes, triplexes, quadraplexes, flexible houses, and zero lot line housing.
- Allow multiple-family dwelling units and other dwellings to be mixed within the same building or on the same site as commercial uses within designated "activity centers."
- Encourage mixed-income housing, where appropriate.
- Prepare design guidelines for three character areas in the Local Historic District: Mimosa Boulevard, Mill Village and Canton Street.
- Create a gateway master plan.
- Work on an affordable housing study.



The 2005 Comprehensive Plan Future Land Use Map shows red commercial land uses along most of Atlanta Street

However, implementation of this Corridor Plan will require adjustment of some aspects of the Comprehensive Plan:

- Despite the Comprehensive Plan's call for breaking up continuous strip development, the Future Land use Map shows continuous commercial zoning along Atlanta Street north of Warm Springs Drive. The Corridor Plan's program of a series of village activity areas will require more refined zoning.
- Selective and targeted higher residential densities in certain parts of the corridor, along with design guidelines, are needed to replace certain nonresidential and lower-density residential zoning districts in order to achieve village character in the activity centers.
- Refocusing of the historic preservation mission and refinement of the historic preservation design review process is needed to promote new vitality in the study area.

Recommended Regulatory changes

- **Make zoning changes**
  Starting at the civic center and proceeding south through the study area, the recommended base and overlay district zoning changes are as follows:

  > **Arts village**
  - West of Forrest Street:
    Arts Village Center mixed-use zone to replace the current commercial and industrial zones, including provision for live-work spaces and a range of housing unit types maximum 3 stories.
  - East of Forrest Street:
    Arts Village residential zone, providing for townhouses, condominiums and apartments at a maximum of 3 stories. Higher densities and more stories, if subsidized housing is included, by special permit.
  - Arts Village Design Overlay District providing specific design guidelines for arts-oriented design character at a scale compatible with the overall corridor.

  > **Myrtle cottages**
  - Myrtle Cottages Overlay District permitting cottage cluster development at up to 5 units per acre (greater residential density than the current, underlying R-2 district), with specific site design and unit design guidelines to preserve single family character, modest scale, site design with common elements, building design variety, and affordability.

  > **Allenbrook village**
  - Allenbrook Village Center: mixed-use zone between Warm Springs and Bannister Drive on both sides of Atlanta Street, and a mixed-use area in the present Clocktower Place and across the street.
  - Allenbrook Neighborhood: residential zoning; maximum of four stories.
  - Allenbrook Design Overlay District providing specific design guidelines for appropriate scale, site placement, landscaping, view preservation, and building design suitable for the gateway to the historic district.

  > **Riverview**
  - Riverview Overlay District and TAD that permits master-planned development with a restaurant and other accessory mixed-use development. The number of units should be approximately the same as the existing number of units in this area. Design guidelines should include requirements for preservation of the wooded character of the site, building and landscape design guidelines, and access from Azalea Drive.

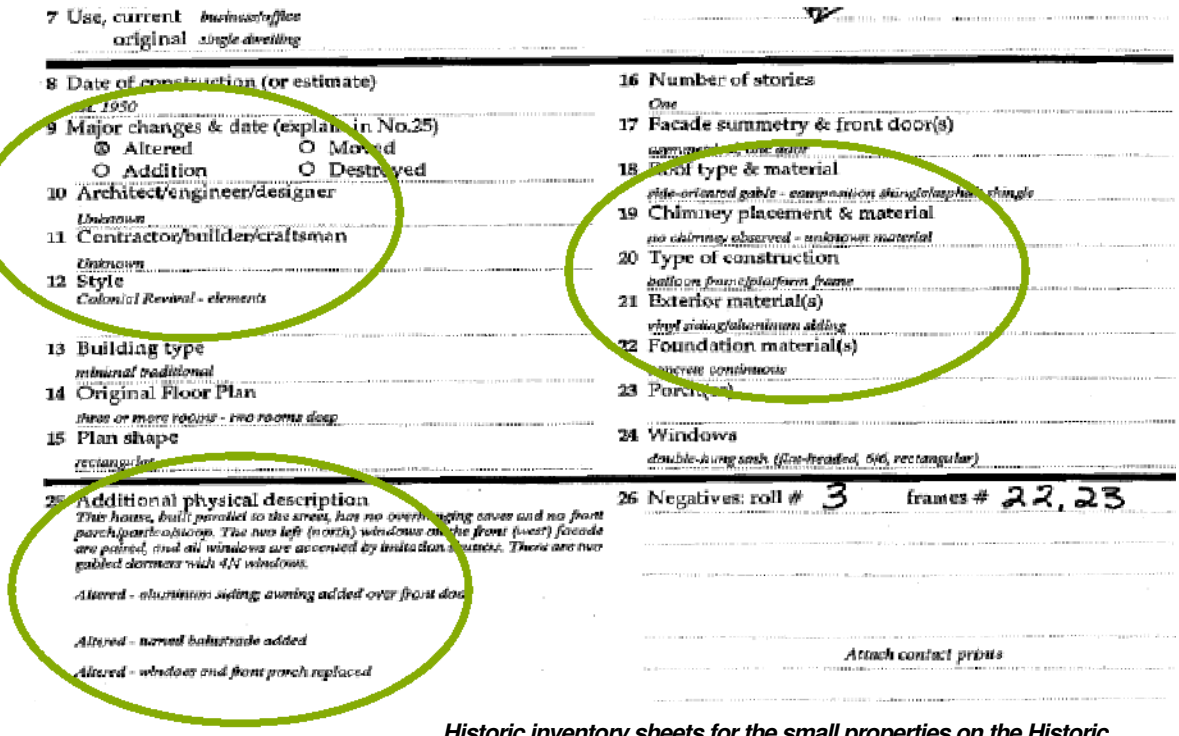
- **Refocus and refine historic preservation efforts**
  The key Comprehensive Plan policy that underlies the Atlanta Street Corridor Plan is that "Roswell's redevelopment should build on its sense of place." The principal

mechanism that the City has been using to implement this policy in the study area is historic preservation, principally through the Historic Roswell Zoning District, the Historic Properties Overlay District (the local historic district) and related design review requirements.

As noted earlier in the Existing Conditions section, a National Register of Historic Places District covers the historic core of Roswell and includes two individually-listed structures, Barrington Hall and Bulloch Hall. A Historic Roswell Zoning District covers both sides of Mimosa Boulevard, the Bricks mill worker housing, Allenbrook, the Heritage Drive area, and a few properties west of Heritage Drive on Chattahoochee Street. A Historic Properties Map was adopted by the Mayor and Council in 1988 and revised in 2003, and a local historic district was created in the 1990s, implemented by approval of a Historic Properties Overlay District (HPOD) stretching on both sides of Atlanta and Alpharetta Streets from the Chattahoochee River to Woodstock Street (including Canton Street and the southern end of Alpharetta Street, which is outside the LCI study area).

The Historic Preservation Commission (HPC) has design review authority over changes to historic buildings, non-historic buildings, demolitions and new buildings proposed within the district using a set of guidelines adopted in 1997. Unlike most communities, Roswell's local historic district is three times larger than its National Register District. Typically, a local historic district is smaller and contains the greatest concentration of place-defining historic structures. Based on a survey by professional architectural historians, the Historic Properties Map includes ten small residential structures along Atlanta Street south of Barrington Hall that are designated as historic and two that are designated as "historic obscured." A few of these buildings date from the 1890s, but the majority are of much later vintage and, as mentioned earlier, have been significantly altered, so that they are not successful in transmitting a sense of historic character. They account for a limited amount of the street frontage on Atlanta Street south of King Street and are surrounded mostly by undistinguished strip-style development.

The purpose behind preservation of these buildings has been to attempt to conserve an older sense of scale along Atlanta Street as a more rural road lined by small houses. However, that scale and rural character has been so eroded by commercial and other buildings with highway-style parking lots in front, that the effect of historic preservation review has tended to reinforce the lack of consistent character in the area between King Street and Warm Springs Drive, and function as a barrier to redevelopment. The 1997 Historic District Design Guidelines provide only generic approaches to this area and approve parking in front of buildings.


7 Use, current *business/office*
original *single dwelling*

8 Date of construction (or estimate)
c. 1950

9 Major changes & date (explain in No.25)
◉ Altered ○ Moved
○ Addition ○ Destroyed

10 Architect/engineer/designer
Unknown

11 Contractor/builder/craftsman
Unknown

12 Style
Colonial Revival - elements

13 Building type
minimal traditional

14 Original Floor Plan
three or more rooms - two rooms deep

15 Plan shape
rectangular

25 Additional physical description
This house, built parallel to the street, has no overhanging eaves and no front porch/porte-cochere. The two left (north) windows on the front (west) facade are paired, and all windows are accented by imitation shutters. There are two gabled dormers with 4/4 windows.

Altered - aluminum siding; awning added over front door

Altered - turned balustrade added

Altered - windows and front porch replaced

16 Number of stories
One

17 Facade symmetry & front door(s)
symmetrical, one door

18 Roof type & material
side-oriented gable - composition shingle/asphalt shingle

19 Chimney placement & material
no chimney observed - unknown material

20 Type of construction
balloon frame/platform frame

21 Exterior material(s)
vinyl siding/aluminum siding

22 Foundation material(s)
concrete continuous

23 Porch(es)

24 Windows
double-hung sash, (flat-headed, 6/6, rectangular)

26 Negatives: roll # 3 frames # 22, 23

Attach contact prints

Historic inventory sheets for the small properties on the Historic Properties Map south of Barrington Hall show that these structures have very significant alterations.

- **Revise the Local Historic District, Historic Properties Map, and HPOD design review**

The underlying purpose of having an historic district is to manage change, to prevent the careless loss of a community's defining historic buildings and landscapes, and in many cases, to signal a desirable place to live and work. Roswell has a strong desire to retain its historic identity, but retaining distinctive character is not a static process. Reinvestment is needed and markets need to work if private investment is to keep the historic core of Roswell vital. Hearing of historic Roswell, one would expect to arrive in a cared for place – and a number of houses in the district are clearly well maintained. However, areas around the Town Square and along Atlanta Street, as well as the older neighborhoods around Oak Street, are clearly in need of rehabilitation and reinvestment. Some buildings appear to be advancing towards "demolition by neglect." The current shabby appearance of some properties along Atlanta Street, in a strong market, is a sign that developers, faced with the uncertainties of design review and an unknown timeframe for obtaining permission to proceed, are choosing to invest elsewhere, leaving Roswell with growing numbers of poorly maintained older buildings and declining vitality in the historic core, especially in the areas south of the Town Square.

At present, any proposed redevelopment is subjected to scrutiny almost solely through the lens of the Historic Preservation Commission, which, unlike many local historic commissions, can control paint colors and refuse demolition, even if no adaptive reuse can be found. In the absence of other methods of guiding redevelopment, the HPC

acts as the de facto planning commission. The 2025 Comprehensive Plan suggests that the local historic district be expanded, though there are indications that additional property owners are generally not interested in being included. In considering preservation, the City must balance multiple agendas, including fiscal health, in approaching redevelopment or expansion of the local historic district. This LCI plan does not recommend further expansion of the historic district, but instead a renewed focus on the core historic assets of the community and expanded efforts to tell the story of historic Roswell. Proposed changes include:

> Revise the Historic Properties Map to reflect the fact that most of the small properties south of Barrington Hall currently designated as historic are fundamentally altered, do not contribute to historic character, and prevent redevelopment that could create a much more successful gateway to Roswell's historic core.

- **Balance regulation with education: Tell the story of Roswell better**

The historic preservation mission must go beyond retaining the historic integrity of important structures. It is fundamentally about transmitting the story of community heritage and identity and it depends on an awareness and appreciation of the story told by the historic buildings and landscapes in the community. Despite historic district regulation, Roswell's story is not easy to understand or even see – for either visitors or residents. The three mansion museums cannot be seen from any of the major roads. There is almost no signage – not even a Roswell Historic District sign – that clearly tells motorists on Atlanta Street that they are entering an historic area. Pedestrians are also left to their own devices in trying to follow historic walking routes touted in brochures on poor sidewalks. Traffic congestion or speeding on Atlanta Street

Interpretive signs should be installed where people walk to help them understand the hidden as well as the visible historic resources.

makes walking unsafe and unpleasant. The contrast with the successful part of the historic district – Canton Street – could not be more instructive.

A Roswell Heritage Trail linked to walking tours and events would help bring Roswell's history to life. Wayside panels with short text and illustrations depicting the key stories of Roswell's heritage will make history part of the community for everybody and create a wider constituency for historic preservation. What is envisioned is more than the traditional historic plaque or roadside sign. A nearby example can be found in the Martin Luther King Historic District along Auburn Avenue in Atlanta, where panels convey the rich history of Sweet Auburn as one strolls along special pavement. The proposed village activity centers would lend themselves to such a place-making interpretive system.

Directional signage to the location of parking, for example, is essential. Many historic districts (Philadelphia, Charleston and others) have realized the advantages of ease of wayfinding for those unfamiliar with the area, such as visitors. High quality, simple contemporary sign design enables motorists and pedestrians to navigate and find parking or popular destinations. Roswell should avoid signage that attempts to evoke "historic," for it never really works as well as simple san serif type on a well proportioned and placed sign. Moreover, signage – both for interpretation and wayfinding – should be designed and installed as a system, not just as random objects. Interpretive signage should be placed in locations where there is pedestrian traffic. For instance, an interpretive panel with historic and contemporary images of Barrington Hall could be placed on the sidewalk on the east side of Atlanta Street just north of Marietta Highway. Since one cannot see Barrington Hall, which is within a few hundred feet, a well designed and informative interpretive panel could encourage exploration.

Urban Design Recommendations

Roswell has design guidelines for a number of areas in the city, including the Historic Properties Overlay District (HPOD), as discussed above. In addition to the issues related to the HPOD, urban design principles and guidelines specific to the different sub-districts of the Atlanta Corridor are provided here.

First, the ten design guidelines adopted by the City Council in 2000 to extend to the entire city provide a general framework for the Atlanta Street Corridor area:

1. Shield parked vehicles from view (use a tall hedge or at least partial screening via an earthen berm).
2. Shield parking surfaces from view (vary the elevation of the parking surface in relation to the street).
3. Use planter strips between the sidewalk and street for safe sidewalks.
4. Screen large flat wall areas.
5. Monument style, ground signs are preferred.
6. Install plantings along street rights-of-way.
7. Vary façade wall planes to create patterns, shadows and visual interest.
8. Use pedestrian-scale lighting and cut-off luminaries for parking lot lighting.

9. Vary building rooflines and provide connections between neighboring buildings.
10. Bury or conceal utility lines.

GENERAL DESIGN PRINCIPLES FOR THE CORRIDOR:

Connectivity

- Design streets for all users.
- Design for human scale and comfort.
- Consider pedestrian-only linkages.
- Manage traffic appropriately for different times of day.
- Provide a sufficient number of safe pedestrian crossings with high-visibility crosswalks.
- Reduce the number of driveways/curb cuts.
- Provide shelters and benches at bus stops.
- Provide pedestrian-friendly anchors and activity centers, including open space.
- Provide a mixture of uses.

Buildings

- Building entrances should be oriented to the street.
- Ground floor nonresidential uses should have clear windows to provide transparency (at least 40%) and provide articulation and details to provide interest at the human scale.
- Corners should be emphasized with buildings, ideally with taller elements such as towers, turrets and bays, or with open spaces that include public art, fountains, or other attractions. Parking lots, loading areas, or service areas should not be located at corners.
- Variations in height and architectural elements such as parapets, cornices and other details should be used to create interesting and varied rooflines and to clearly express the tops of buildings.
- Drive-through turnaround and vehicle drop-off facilities should be avoided because they create obstacles and safety issues to continuous pedestrian ways.
- Awnings and canopies are encouraged to provide shelter and enliven ground floor facades.
- Driveway turnaround and vehicle drop-off facilities should be avoided because they create obstacles and safety issues to continuous pedestrian ways.
- Loading docks should be located to the rear, on side streets, in service alleys, or inside the building envelope and away from residential areas.
- Blank walls should be avoided along all streets and pedestrian walkways.

Mixed-use or commercial blocks

- Major entrances should be located on public streets, and at or near corners wherever possible. Entrances should relate well to pedestrian crosswalks and pathways.
- Blocks with commercial uses should have a consistent street edge.
- Commercial uses in general should be built to the sidewalk edge or with small setbacks of 5 to 15 feet for cafes, benches or small open spaces. Larger setbacks may be suitable to create plaza-like spaces that accommodate street furniture, street trees or wider sidewalks.

- Street-level façades should include active uses, such as residential entrances; shops, restaurants, and cafés; services for the public or for commercial offices, such as fitness centers or daycare centers; community spaces, such as exhibition or meeting space; art exhibition space/display windows; commercial lobbies and front doors.
- Ground floor frontage should generally be permeable and visually articulated as several smaller masses.
- Ground floor uses should be active and transparent, with 50% to 75% glass.
- Where there are residential uses over retail, separate street-level lobbies for residential entrances should be created.
- Office uses should be discouraged from occupying extensive ground-floor frontage.

A mixed-use building, with retail below and housing above, holds the corner with a rounded façade in Greenville, SC.

Townhouses raised above the sidewalk.

Residential design guidelines

- Residential streets should have a consistent street edge, with small setbacks of 5 to 15 feet for stoops, porches, and front gardens.
- For multifamily housing, multiple entrances to the street should be provided.
- The number of windows facing public streets should be maximized to increase safety.
- Residential buildings should be designed with individual units and front doors facing the street, including row house units on the lower levels of multifamily buildings. Where residential lobbies face the street, doors should generally be spaced no more than 75 feet apart.
- Multiple windows at the ground level are encouraged to allow "eyes on the street."
- Courtyards and open spaces are encouraged to provide shade for the summer and sun in the winter.
- Residential buildings should be raised above the sidewalk at least two feet to provide a transitional zone between the street and the privacy of the residential building.

Parks and public spaces

- Public spaces should be surrounded with uses that create an active environment throughout the day and evening and increase safety for park users. Examples include shops, cafés and other public uses that enliven the street.

- Public spaces should be located to provide multiple points of entry and be designed to allow passers-by to see into the space.
- Public spaces should provide many seating opportunities as well as other amenities such as plantings, public art, fountains, lighting, trash receptacles, and other elements to welcome and encourage use.
- Activities should be programmed for public spaces.

Informative, modern wayfinding signage in Greenville, SC.

Streetscape and wayfinding design

- Sidewalks should be wide enough to allow at least two people to walk together. Appropriate widths depend on the use, for example, wider sidewalks are needed to accommodate outdoor seating or dining.
- Pedestrian lighting should use low-intensity, pedestrian-scale light standards, and distribute light evenly, so that there are no areas of intense shadows.
- Angled parking should have landscaped dividers with trees between spaces.
- Street trees should be planted 20´ to 30´ on center. Closer is better, but accommodations must be made, if necessary, for storefront signage.
- Wayfinding signage should be created as a system with simple, modern design.

Parking

- Surface parking should be located to the rear of buildings, or to the side, if necessary.
- Parking garage facades should be lined with retail or townhouses at the street level.
- Parking lots should be designed to include shade trees in medians that, at maturity, will shade at least 50% of the lot. Where possible, the design should take into account solar orientation during the summer.

Trees shade a parking lot in Texas.

- Large parking lots should be divided into smaller parking fields.
- Parking lots along the street should be small and few in number and be visually and functionally separated from the sidewalk by walls, fencing, and/or landscaping.

SUBDISTRICT GUIDELINES:

Myrtle cottages

Residential - small-lot single-family homes with common open space

Redevelopment of the residential area in the northeast corner of the study area with clusters of cottages provides an opportunity to upgrade the existing housing stock while retaining the atmosphere of a single-family neighborhood. Their modest size at densities similar to garden apartments allows for affordable, market rate housing that is attractive

to a wide range of smaller households seeking smaller units. Cottages can provide housing options for singles, couples, retirees, and single parent households, as well as artists seeking moderately-priced housing. Cottage-style housing also has potential for mixed-income models. Characteristics of cottage development are as follows:

- Single family units generally not more than 1,200 square feet total and no higher than 1.5 stories.
- Generally built in clusters of 4 to 12 units.
- A small private yard for each unit.
- Designed as a coherent concept with shared functional open space, off-street parking, external and internal site access, and consistent landscaping.
- May be separately platted or developed as condominiums.
- Designs typically include elements such as porches, varying roof shapes, dormers, bay windows, windows with visible trim and mullions, trellis, chimneys, and other features, with the requirement that the individual units in a cottage development must be designed to provide variety in design, color, materials, details, and so on, to provide visual interest.

Cottage developments have become popular in Washington State and are now appearing in other parts of the country.

Arts Village

West of Forrest: Mixed use – retail, arts-oriented live-work space, remaining light industrial activities etc.

- Locate a significant mixed-use building at the Atlanta/Hill intersection to give the corner presence that enhances potential connections to Canton Street.
- Create a plaza with public art at the corner to identify the Arts Village gateway.

Public art, especially interactive art, brings people to public spaces.

- Encourage reuse of selected existing masonry buildings for low-cost artists' studio space.
- Allow a mix of uses along Oak Street, including restaurants, galleries, and modestly priced live-work spaces.

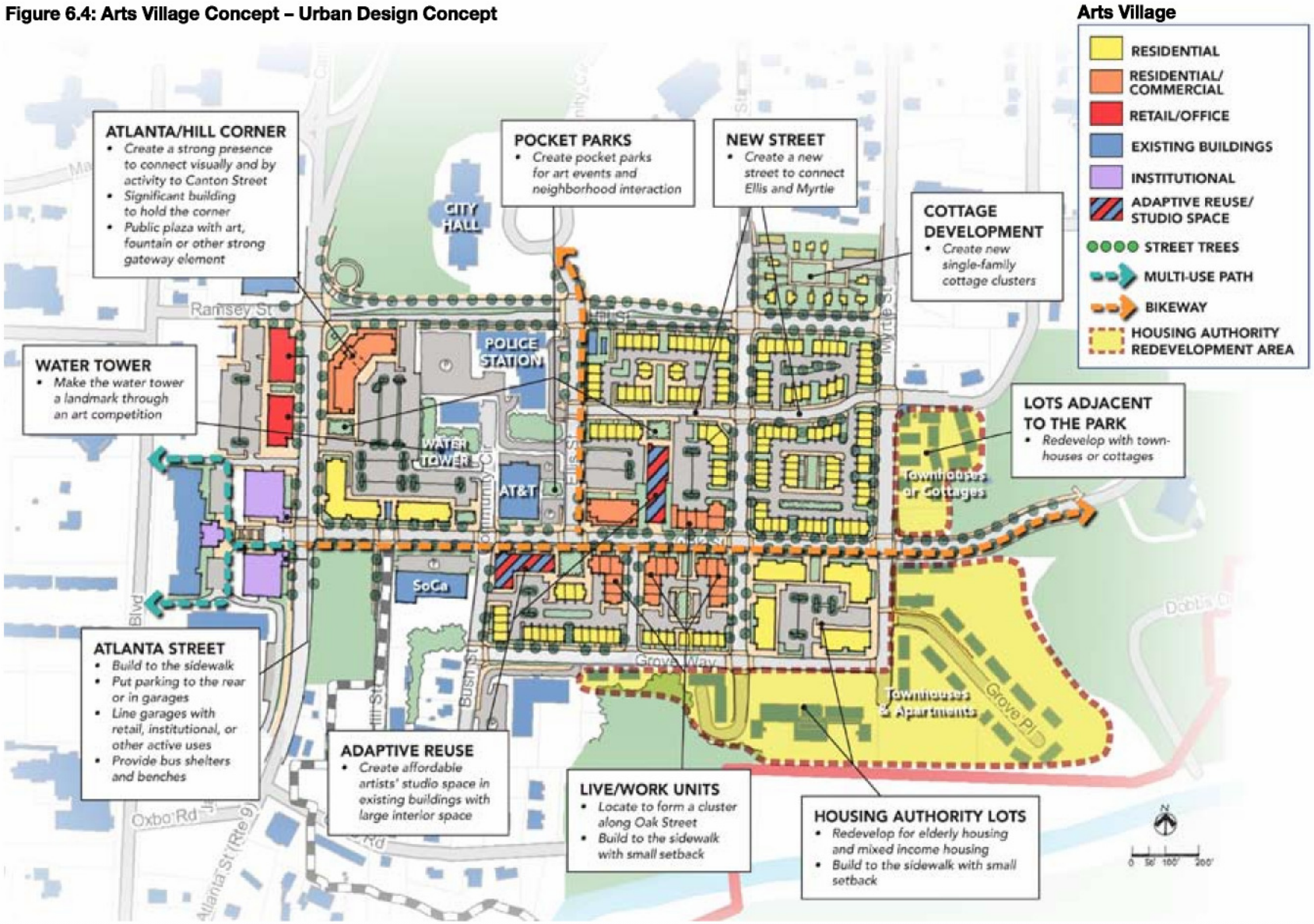
- Improve fences and landscape screening around the water tower.
- Make the water tower a landmark for the Arts Village by commissioning an artist (through competition or otherwise) to paint it.
- Create pocket parks as green spaces with active uses that encourage public art exhibits and neighborhood interaction.

This gas tank in Boston is a regional landmark because of the work of artist Sister Corita Kent.
Landmark b

East of Forrest: Residential – townhouses and apartments

- Improve the network of streets and blocks by creating an east-west street for two blocks between Ellis and Myrtle Streets, connecting to Zion Circle.
- Connect sidewalks and the planned multi-use trail to the surrounding neighborhoods.
- Include a variety of residential units and building types.
- Design units with universal accessibility to enable residents to "age in place."
- Build in strong pedestrian and bicycle connections to Waller Park, the Civic Center and across Atlanta Street to Mimosa Boulevard.
- Encourage redevelopment of Housing Authority land with a mix of residential unit types attractive to individuals and families at a range of incomes.

Figure 6.4: Arts Village Concept – Urban Design Concept



Mill Village

Mixed use – commercial and residential with historic character

- Continue to support redevelopment of the mill village in ways that respect the historic and natural context.
- Develop character area design guidelines as recommended in the 2025 Comprehensive Plan.
- Remove the mill village gateway structure on Atlanta Street and replace with a signature building incorporating public art and interpretive signage.
- Create pedestrian walkways down to the mill area.
- Install sidewalks throughout the mill village.

Pedestrian stairways with landings and lush plantings can create enticing pedestrian routes from Town Square to the mill and covered bridges.

Broad landings on pedestrian stairways can serve as pocket parks with tables and seating.

Town square center

Mixed use – Commercial and residential with historic character

- Develop character area design guidelines as recommended in the 2025 Comprehensive Plan.

There is space for a walkway in the planting area on the Barrington Hall wall

- Explore creating a raised sidewalk or pedestrian pathway along the lower, terrace level of the Barrington Hall wall along Atlanta Street. Design the walkway to provide appropriate ADA accessibility.
- Create an opening to Barrington Hall at the corner of Atlanta Street and Marietta Highway.
- Install attractive and visible signs for Barrington Hall at the southeastern end of the site and on the Atlanta Street side of the site.

Multifamily buildings can be designed like a mansion to be compatible with large historic single family homes.

Mimosa District

Mixed use – Residential, commercial, institutional with historic character

- Retain and enhance historic character.
- Develop character area design guidelines as recommended in the 2025 Comprehensive Plan.
- Install historic interpretive signage and mark the historic walking trail with signage.
- Redevelop the multifamily property in mansion style with multiple units.
- Extend Mimosa Boulevard to Webb Street and implement other recommendations of the Mimosa Boulevard study.

Allenbrook Village

Mixed use – residential, office and retail

- Create a new network of local streets.
- Provide safe sidewalks and pedestrian pathways.
- Preserve views as much as possible to the north and east.
- Work with the National Park Service to provide a meandering multi-use pathway to the Allenbrook historic site and continuing along Atlanta Street to the river to serve the same function as a sidewalk.

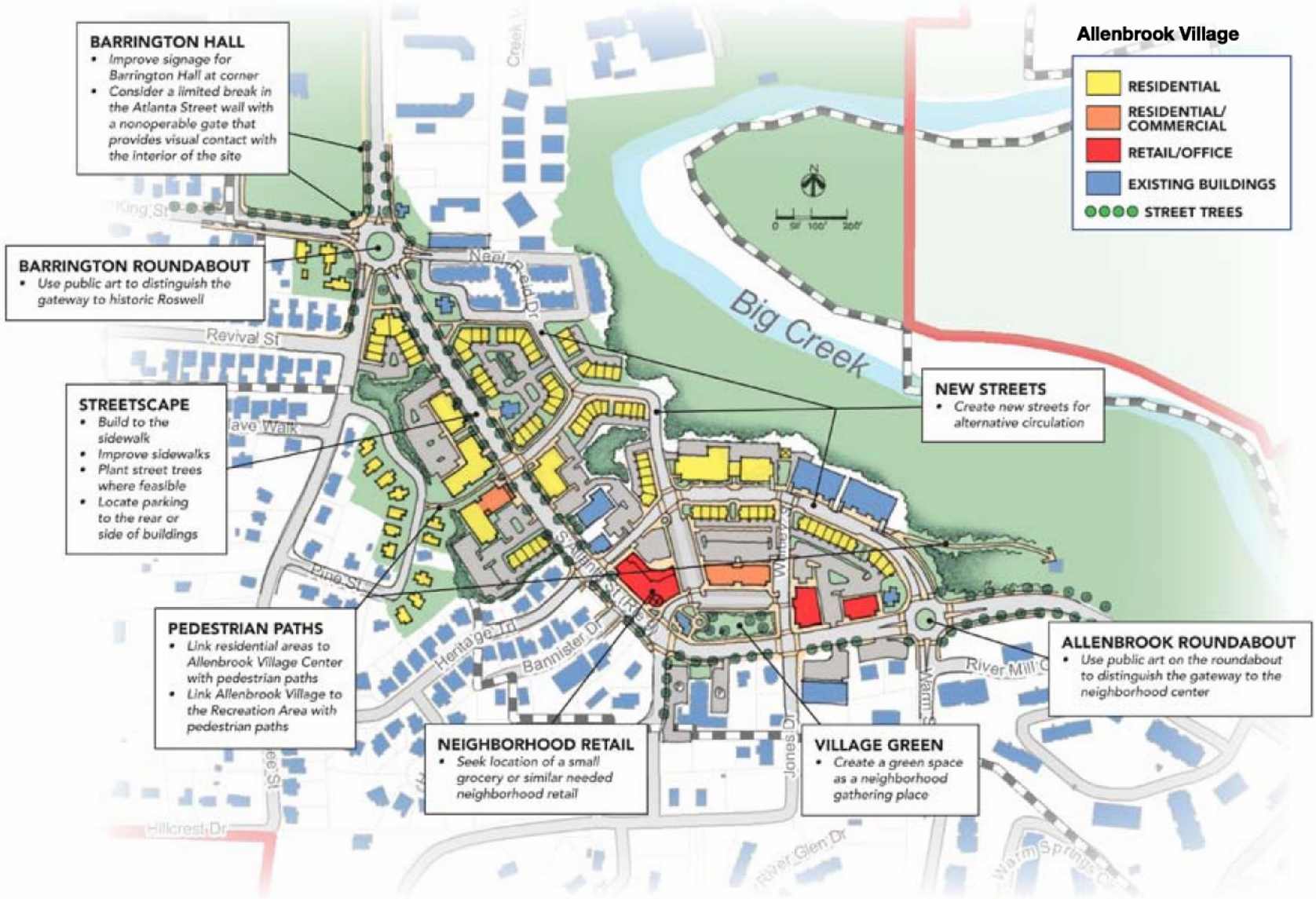
Allenbrook Village Center

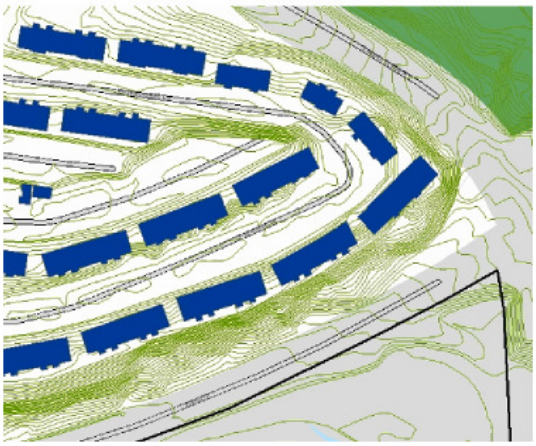
- Support redevelopment of this area as a neighborhood center with places to live, work and shop.
- Emphasize getaway buildings designed to have enough presence and height to help create an identity for the village.
- Create a village green in the village center.
- Define the village center with destination uses, such as a small grocery or gourmet shop and other neighborhood retail, as well as office uses.
- Provide housing to support the village center by increasing the number of walk-in customers.
- Avoid parking in front of buildings.
- Provide multi-use trail connections to parks, the recreation area and the entire district.

Allenbrook Residential Neighborhood

- Redevelop strip malls with townhouse and multifamily housing.
- Provide a variety of housing options and structured parking if feasible.
- Provide sidewalks, pedestrian and bike paths, and safe crossings at intersections.
- Create pedestrian and bicycle linkages from Pine Street.

Figure 6.5: Allenbrook Village Concept – Urban Design Principles





The proposed Riverview site is already some 30 feet above the roadway and river. River views could therefore be provided with fewer stories.

Riverview

Residential multi-family and special permit restaurant

- Support construction of condo building; use this development to help subsidize improvements along Atlanta Street through a Tax Allocation District (TAD).
- Encourage development of a riverfront restaurant and accessory retail, capitalizing on Roswell's river walk and generating new energy within the study area.
- Improve pedestrian connectivity through the addition of sidewalks and new walking/biking paths.
- Provide public access from Azalea Drive.

7 Market Support

RCLCO analyzed future market opportunities and prepared a demand analysis for the development new development proposed in this Corridor Plan.

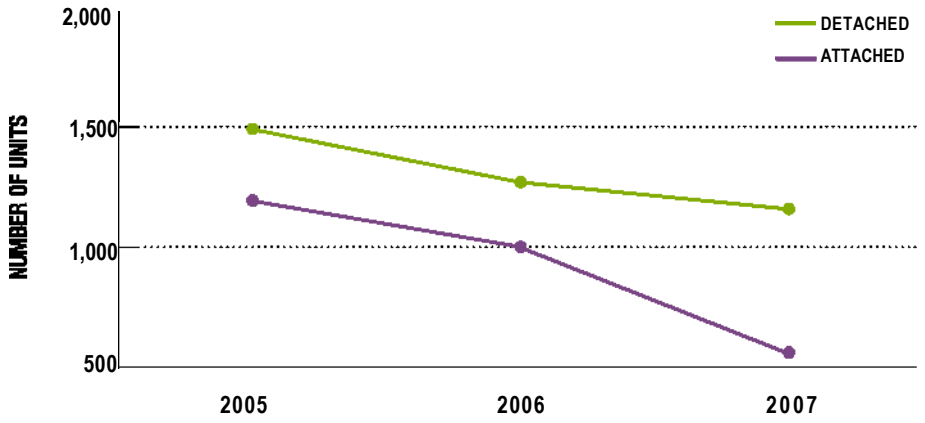
Existing Market Conditions and Future Opportunities

FOR-SALE RESIDENTIAL

Despite overall soft market conditions in the for-sale segment nationally, the long-term prospects for for-sale housing in North Fulton and the study area are very strong. Atlanta has not been hit as hard by the downturn as other metros (posting 1% housing appreciation over the last year, compared to depreciation in many markets) and the underlying fundamentals for housing demand in North Fulton remain strong. North Fulton and the City of Roswell provide a high quality of life with desirable retail, access to high paying jobs, and among the highest quality public schools in the region. These factors, among others, will continue to drive demand for a wide variety of housing types at the full spectrum of price points. The local housing market has taken a downturn, as discussed in the following paragraph, and the recovery from this downturn will likely continue for at least the next year. This needs to be taken into consideration in the phasing of development and redevelopment plans. However, demand over the planning horizon should be robust.

Overall, the for-sale residential market in Fulton County north of Downtown Atlanta has slowed recently, but still remains relatively strong, particularly in the single-family segment and as compared to other parts of the metro. The picture is similar in the primary market area, comprised of most of Fulton County north of the Chattahoochee River. However, annualized sales in this area, based on market performance in the first half of 2007, have continued to drop since their peak in 2005. The first six months of

Figure 7.1: Volume of Market Area New Home Sales 2005–2007 (annualized)



Source: Smartnumbers–includes Fulton County area north of Chattahoochee River

2007 saw an annualized 9% drop in the number of sales of new single-family homes, with the volume at 1,116. All new sales in the market dropped over 30% year-over-year in the first half of 2007, due largely to a drastic drop in the volume of new attached homes, which fell to an annualized 560 sales from 997 in 2006. Detached single-family homes accounted for two-thirds of all new sales in North Fulton County during this time period. Most new construction in this area is for mid- to upper-income households, with an average new home price in the first half of 2007 at approximately $432,000, an increase of approximately 13% over 2006.

Despite the current downturn in the for-sale market, particularly on the attached side, future projects in the study area have an opportunity to fill a void in the market and find success by offering buyers a unique selling proposition. That is, according to research by Chris Leinberger of the Brookings Institution, the Atlanta market is lacking supply of housing in a walkable mixed-use format, particularly as compared to estimated demand in other large metropolitan areas such as Boston, as shown in Table 1. The study area has seen a recent proliferation of new attached housing hit the market, and in the long term this type of product should find great success, especially if these products are oriented to fill the apparent void in the area for walkable housing types.

Table 7.1: Demand by Housing Type

HOUSEING PREFERENCE	ATLANTA		BOSTON	
	DEMAND	SUPPLY	DEMAND	SUPPLY
Walkable	30%	12%	40%	30%
Drivable	40%	80%	30%	70%
Agnostic	30%		30%	

Source: Leinberger, Brookings Institution

FOR-RENT RESIDENTIAL

Although Roswell mirrors the national average in terms of percent of owner-occupied housing at about 69%, the study area has somewhat fewer owners (60%). Market data indicate that the apartment market in North Fulton is strong; with an average occupancy of 94.5%.[1] Rents are also increasing in the area, with a 3.5% increase reported in the past year for North Fulton. Therefore, it appears that the market could sustain more rental units in the area, and these units could fit nicely into new mixed-use developments that target "lifestyle renters," including young professionals and empty nesters, at various points in the study area.

COMMERCIAL

Although the study area's commercial structures vary greatly in size, orientation, and tenancy, most are smaller-scale, single-use, and occupied by more local-serving tenants. The spaces run the gamut from the historical structures surrounding the Square and at the Roswell Mill to strip centers in various stages of usefulness further south on Atlanta Street. In total, it is estimated that about 500,000 square feet of commercial space currently exists in the study area. Most of this space is functional as either retail or office space. In fact, the non-governmental businesses that occupy the space are distributed approximately evenly between retail and office. We anticipate that both office and retail tenants will continue to demand space within the study area. Therefore, at this point it may be useful to look at the submarket trends for these land uses.

[1] Dale Henson Associates

After a rough start to the decade, the office market is looking extremely healthy in the North Fulton area.

- In the first quarter of 2004, the overall vacancy rate for the Class A North Fulton office market was 24.4%, compared to 23.2% metro wide.[2] By the beginning of 2007, that number dropped to just 15.6% in North Fulton, below the metro average of 17.7%.
- Local office brokers are reporting that vacancy rates in the North Fulton submarket south of Haynes Bridge Road are even lower.
- Tenants are attracted to the area by the presence of executive housing in nearby areas of North Fulton.

There are also opportunities in the retail market.

- In contrast, the North Fulton submarket suffers from some of the highest vacancy rates in the Atlanta metro area, which was reported at over 11% at the end of the second quarter in 2007.[3]
- Performance in the study area appears to mirror the submarket as a whole, with newer or renovated spaces exceeding the averages. Rents in the study area currently average in the $15–$17/ square foot range, but rise as high as almost $20/ square foot.

Demand Analysis for the Corridor Plan

FOR-SALE RESIDENTIAL

One and two-person households account for an increasing share of for-sale residential demand in Atlanta and the Roswell area, and are a particularly critical demand driver for new higher-density housing products such as townhomes, lofts, condos and small-lot single-family houses. Demographic shifts such as the aging of the Baby Boomers and the emergence of Gen Y (of whom there are as many as their Baby Boomer parents) will continue to generate demand for such products. Indeed, an examination of the Roswell area and North Fulton County reveals a significant population of aging couples potentially seeking newer lifestyle housing (not living in homes or neighborhoods based solely on the kids' needs anymore) as well as younger singles and couples either priced out of newer single-family detached houses or preferring the lifestyle of attached housing.

Despite the current downturn in the for-sale residential market, particularly on the attached side, future projects in the Roswell study area have an opportunity to fill a void in the market and find success by offering buyers a unique selling proposition. As previously noted, the Atlanta market lacks a sufficient supply of housing in a walkable mixed-use format, particularly when compared to estimated demand in other large metropolitan areas. These more walkable environments are becoming increasingly attractive not only to singles and couples, but to families as well – all seeking the sense of community and belonging an area like intown Roswell can provide. Indeed, the study area has seen a recent proliferation of new attached housing hit the market, and in the

[2] Costar
[2] Costar

long term this type of product should find great success, especially if oriented to fill the apparent void in the area for walkable housing types.

Based on established demographic trends, buyer preferences, and qualifying financial factors, RCLCO estimates that the study area could absorb approximately 55-60 for-sale attached units in a walkable setting priced $250,000 and above on an annual basis. This suggests that if the townhouse and multifamily units shown in the Arts Village and Allenbrook conceptual plans were to be all for-sale housing, they could be absorbed in about 10 years. Further, demand for detached single-family products on small lots in a walkable setting could potentially be absorbed at twice the level of attached products. However, this demand exceeds land availability to build single-family products, which suggests a potential opportunity to push prices longer term, once the location has been established. The cottage developments proposed for the Myrtle Cottages sub district, though a new format for the Atlanta market may be able to meet some of that demand.

FOR-RENT RESIDENTIAL

Much of the rental apartment stock in the study area and in greater Roswell has become outdated and no longer appeals to Atlanta's large population of affluent renters. Again, by offering a mixed-use environment and selling a broader lifestyle (town, walkability, access to culture, entertainment, parks, and trails), opportunities for new rental product, built to a higher quality than typical suburban garden apartments, appear significant in the study area. Moreover, new rental housing is often a pathway to ownership housing, either through future conversion or through financing requirements. As such, rental apartments could play a key role in the study area. RCLCO demand analyses reveal that the study area could absorb up to 75 rental units with monthly rents $1,000 and above in a walkable environment on an annual basis. This analysis assumes the current rental options in the study area remain in place. If these current rental options are to be replaced with other land uses, the opportunity for more rental units at other locations could increase as new units will capture demand from displaced residents.

COMMERCIAL

Both neighborhood-serving retail and small-office development represent strong opportunities for redevelopment and future tenanting in the study area. Opportunities for pedestrian-oriented retail cores with a mix of tenants will certainly present themselves as unique places are created along the corridor. Tenants that will enhance, rather than compete with, the commercial node north of the study area on Canton Street will be attracted to the high visibility afforded by Route 9 and the concentration of higher income households nearby.

Likely retail expenditures can be converted to supportable square feet of retail space using typical retail sales per square foot by store type, according to ICSC's Dollars and Cents of Shopping Centers. Based on this analysis, the net demand for neighborhood-serving commercial space – including both office and retail - over the next five to seven years will be between 90,000 and 100,000 square feet. This demand is expected to be accommodated within the mixed-use villages identified in the plan as Allenbrook Village and Arts Village/Oak Street. Over the next 20 – 25 years, looking at the study area as a

whole, that number could rise as high as 655,000 square feet of additional commercial space provided that regulatory conditions are favorable and that the City is successful in creating the walkable, mixed-use environment the market demands.

Retail

Support for retail in the study area emanates primarily from nearby households; those within a 1 -2 mile radius, but retailers will also benefit from area workers and drive-by traffic on Route 9. As the corridor's attractiveness and image improves over time, other market audiences, such as tourists, will lend further support to new retail development. For this analysis, however, the magnitude of future commercial support was assessed by quantifying the number of households and their annual retail expenditures by store type in a trade area that extends to the Cobb County border on the west, the Chattahoochee River on the south, but is limited to the north and east due to the current retail gravity created by offerings on Holcomb Bridge Road. According to ESRI, trade area households currently spend a combined total of approximately $300 million annually, but less than a third of these expenditures occur within the study area. Therefore, an opportunity exists

Figure 7.2: Trade Area for the LCI Study January Area [8]

Source: ESRI

to capture more of these local retail dollars by developing nodes that include unique retail "experiences" that cannot be found elsewhere in the North Fulton County area.

Over the next 5 – 7 years, we estimate that the study area could accommodate over 50,000 SF of additional retail space. We expect this demand to grow over time, assuming that the area begins to garner a reputation for unique retail destinations in mixed-use settings, potentially to as much as 280,000 to 290,000 additional retail square feet by 2025. This space should be allocated throughout the other mixed-use nodes in the study area. The greatest retail support is for restaurants as well as convenience and boutique stores, but a diverse mix of tenants will be necessary to attract an audience large enough to support the additional retail space. Also, the shop space and signage should be as visible as possible from Route 9, without overwhelming the pedestrian-friendly atmosphere, in order to attract those traveling through the area.

Included within the above retail projections is demand for approximately 15,000 square feet of grocery/specialty food store space. A typical chain grocery store would demand at least 30,000 square feet and therefore may not be feasible. However, specialty grocers (Trader Joe's, for example) often locate in much smaller spaces of approximately 10,000 square feet. Conversations with Trader Joe's site selection officials revealed that they will most likely not be interested in another Roswell location. Given the nature of the grocery business, which is dominated by large chains and presents narrow profit margins, the ability to fill new space in the study area with another grocer could be a challenge. Establishing a reputation for quality and momentum in the corridor could help overcome potential perception issues among grocers regarding the area's appeal as a grocery location. Other types of specialty food stores, such as a gourmet deli, may be more likely to show early interest in a location such as the Allenbrook Village Center, where a grocery is desired.

Office

Further support for commercial space will come from locally-serving and potentially some regional office users. The locally-serving users include service providers such as doctors, dentists, lawyers, financial institutions, etc. Given the unique flavor of the study area, smaller regional users such as marketing and advertising firms (some of which are already located within the area) will be attracted to new spaces. We anticipate that these office users could account for as much as 275,000 square feet of new space in the study area by 2025. Again, this office space should be integrated into the pedestrian-oriented nodes throughout the study area, some of it possibly as space above ground-floor retail shops.

Preserving a balance between jobs and housing

The combined 655,000 square feet of additional office and retail space that could be added to the study area over the next 20 – 25 years would more than double the amount of commercial space estimated to exist in the area today. Given the type of development set forth in this LCI planning process, the additional commercial space will serve households already located nearby as well as new households anticipated by 2025 within the study area and its surroundings. As such, despite the increase in

Table 7.2: Status Quo Population and Employment Projections
Roswell LCI Study Area, 2000 - 2030[1]

	2000	2007	2015	2020	2025	2030
Population[2]	5,407	5,701	5,880	6,079	6,534	6,714
Households[2]	2,239	2,365	2,480	2,594	2,823	2,905
Approx. HH Size	2.41	2.41	2.37	2.34	2.31	2.31
Employment[2]	2,513	2,920	3,366	3,679	3,963	4,260
Job/HH Ratio	1.1	1.2	1.4	1.4	1.4	1.5

1 The Roswell LCI Study Area is defined as Census Block Groups 114.05 and 114.06.
These Census Tracts take in more land than the actual Study Area but are the closest proxies for statistical purposes.
2 Figures for 2000 based on US Census and ARC. 2007-2030 based on ARC Census tract estimates for 114.05 and 114.06 and 2000 Block Group fair share captures.

Table 7.3: Population and Employment Projections with Additional Build-out
Roswell LCI Study Area, 2000 - 2030[1]

	2000	2007	2015	2020	2025	2030
Additional Cumulative Proposed LCI Housing units			624	1,415	2,114	
Detached			205	395	585	
Attached			419	1,020	1,529	
Population[2]	5,407	5,701	7,021	8,596	10,290	10,470
Households[2]	2,239	2,365	3,104	4,009	4,937	5,019
Approx. HH Size	2.4	2.4	2.3	2.1	2.1	2.1
Additional Cumulative Proposed LCI Commercial SF			169,500	412,500	655,500	
Additional Cumulative Proposed LCI Employment			532	1,293	2,053	
Total Employment[2]	2,513	2,920	3,898	4,971	6,016	6,130
Job/HH Ratio	1.1	1.2	1.3	1.2	1.2	1.2

1 The Roswell LCI Study Area is defined as Census Block Groups 114.05 and 114.06.
These Census Tracts take in more land than the actual Study Area but are the closest proxies for statistical purposes.
2 Figures for 2000 based on US Census and ARC. 2007-2030 based on ARC Census tract estimates for 114.05 and 114.06 and 2000 Block Group fair share captures and include estimated additional build-out based on LCI planning process. Employment projections assume that one employee will be added to the area for every 250 square feet of office space and for every 400 square feet of retail space.

commercial space and the corresponding increase jobs, we estimate that the jobs-to-housing ratio in the Census Tracts that encompass the study area will remain virtually unchanged from current levels.

Some of the new or redeveloped space in the study area could replace the more outdated and unusable space currently in the corridor. Parcels that are currently vacant, built at lower-densities, contain large surface parking lots, and/or are located at high visibility intersections are the most likely to be redeveloped. The extent to which current space will be replaced will largely be determined by the market over the next 25 years, as developers (guided by the city) identify those parcels that offer the highest likelihood for success. Further, it must be noted that these absorption potentials can only be maximized if the area is able to provide the pedestrian-friendly, mixed-use environments the market demands.

Reclaiming Atlanta Street

The benefits of providing for this type of development within the City of Roswell are numerous. Assuming that the area households are added within or near to pedestrian-oriented mixed-use nodes and near to the additional commercial space, the uses will create synergies that, compared to conventional single-us development, will reduce the burden on local and regional infrastructure. The walkable, mixed-use nature of this type of development will generate fewer vehicle trips and necessitate fewer parking spaces. The City must work with developers to utilize shared parking plans so that the residents and employees of the new villages can coordinate spaces for maximum use.

There is ample market demand to revitalize the historic heart of Roswell as a vibrant, mixed-use destination for residents and visitors – a sought after place to live, work, shop, play and come together as a community. By balancing vehicular traffic with the need for a safe and welcoming pedestrian environment, by better telling the story of Roswell's distinctive past, and by creating mixed-use villages that can provide the "critical mass" of activities needed to breathe new life into the area, Roswell can reconnect some of its most treasured places and reclaim its historic center as an asset for all.

Transportation Projects

Project Number	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Match/Share	Federal / State Share
	Oak Street Streetscape Improvements – Total Cost *(ROW costs include underground utility costs).												
a	Phase I – from Atlanta Street through Bush Street intersection	Streetscape	2008	$143,272	2008	$600,760	2009	$571,322	$1,315,354	City	Federal / City	50%	50%
b	Phase II – From Bush Street intersection through Forest Street.	Streetscape	2009-2013	$193,802	2009-2013	$660,926	2010-2013	$932,406	$1,787,134	City	Federal/City	50%	50%
c	Phase III – From Forrest Street to Waller Park.	Streetscape	2010-2013	$187,721	2010-2013	$433,944	2011-2013	$876,321	$1,497,986	City	Federal / City	50%	50%
2	South Atlanta Street Corridor Streetscape Improvements from GA 120 to Norcross Street to include improvements to existing sidewalk, curb and gutter, landscaping, street furniture, etc.	Streetscape	2010	$450,000	2011	TBD	2013	$4,150,000	$4,600,000	City	State/City	60%	40%
3	Rehabilitation of existing Riverside Drive Bridge in its current location. (The cost of this project assumes that intersection improvements at Riverside/Azalea/SR9 will not be constructed.) This project to be coordinated with approved design and scope of ongoing Riverside/Azalea/SR9 intersection and SR9 cross section projects.	Bridge	2010	$150,000	2011	N/A	2013	$600,000	$750,000	City	Federal / State / Cit	80%	20%
4	Oxbo intersection improvements to include signalization with left-turn lanes on South Atlanta Street. *(ROW costs include FY2011 utility costs)	Intersection	2010-2012	$128,000	2011-2013	$1,269,000	2011-2013	$1,530,000	$2,927,000	City	State/City	70%	30%
5	Pedestrian improvements around the Roswell Town Square to include textured crosswalks, in-pavement lighting, countdown crossing signals, off-peak right turn signal, raised pedestrian islands and pedestrian path set into Barrington Hall wall.	Pedestrian	2010	$150,000	2010	$250,000	2011	$850,000	$1,250,000	City	State/City	75%	25%
6	Plan for new road segments and extensions to include Elm Street to Oxbo Drive, new road between Ellis and Forest Streets, connect Jones Drive to Warm Springs Circle, and provide public access from Azalea to the Riverview area, as warranted by development.	Roadway	2010-TBD	$300,000	2010-TBD	$1,500,000	2011-TBD	$1,500,000	$3,300,000	City	State / City/ Private	80%	20%
7	Plan for the expansion of the roadway network in the Allenbrook area, east of South Atlanta Street, as development occurs.	Roadway	TBD	TBD	TBD	TBD	TBD	TBD	TB	City / Private Investment	Private Investment		
8	Multi-use path on east side of Atlanta St, along Chattahoochee National Recreation Area, from Riverside Dr to Warm Springs	Pedestrian	TBD	$250,000	TBD	$2,000,000	TBD	$400,000	$2,650,000	City/Federal	City/Federal	NA	NA

Project Number	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Match/Share	Federal / State Share
10	Vehicular transportation policies, including access management, shared parking and enhanced connectivity as appropriate.	Policy	N/A	N/A	N/A	N/A	N/A	N/A	N/A	City	City	N/A	N/A
1	Pedestrian policies including pedestrian oriented development, ADA compliant sidewalks, adequate buffer and raised curb, access management, countdown signals, and pedestrian connectivity between subdivisions.	Policy	N/A	N/A	N/A	N/A	N/A	N/A	N/A	City	City	N/A	N/A
12	Bicycle policies, including on-street bike lanes where feasible, bicycle parking at businesses, connecting trails and parks, and connectivity between subdivisions.	Policy	N/A	N/A	N/A	N/A	N/A	N/A	N/A	City	City	N/A	N/A
13	Explore establishment of a TAD to help fund major transportation infrastructure projects on SR9/Riverside/Azalea.	Policy	N/A	N/A	N/A	N/A	N/A	N/A	N/A	City	City/Private	N/A	N/A
14	Explore establishment of a Transportation Management Association		N/A	N/A	N/A	N/A	N/A	N/A	$100,000	City / Private Investment	City / Private Investment	N / A	N/A
ONGOING ITEMS (public involvement process to determine most appropriate projects to advance, to be completed by 12/31/2008)													
1a OR	South Atlanta Street 4-lane cross-section to include two roundabouts, sidewalk improvements and construction of a multi-use meandering path.	Roadway	NA	$1,800,000	NA	$7,000,000	NA	$7,600,000	$16,400,000	City	Federal/ State / City	30%	70%
1	South Atlanta Street reversible 3-lane cross section with improvements to the overhead signage, sidewalk improvements and construction of a multi-use meandering path. (No Roundabout)	Roadway	NA	$800,000	NA	$4,000,000	NA	$2,800,000	$7,600,000	City	Federal / State / City	30%	70%
2	Grade separated crossing at the intersection of Azalea/ Riverside Drive and South Atlanta Street. This project also includes replacement of the Riverside Drive Bridge.	Intersection	NA	$2,000,000	NA	$750,000	NA	$10,000,000	$12,750,000	City	Federal/ State / City	30%	70%

Housing Projects/Initiatives

Description/Action	Cost	Year	Responsible Party	Funding Source
Zoning and design guideline preparation where needed throughout the Corridor, including workshops and meetings for elected officials and the public.	$25,000	2008-2009	City	City
Explore special permit opportunities for Housing Authority properties in Arts Village area to promote mixed-income development and additional densities based on inclusion of subsidized housing and design guidelines.	staff time plus consultant	2008-2009	City	City
Explore potential zoning in proposed Arts Village area to provide for mixed use and residential development, diversity of housing types (including some live-work units), and associated design guidelines to ensure design quality and compatibility.	staff time plus consultant	2008-2009	City	City
Explore a potential residential zoning overlay district in Myrtle Cottages area to allow for cottage development with design guidelines.	staff time plus consultant	2008-2009	City	City
Explore potential zoning in Allenbrook Village Center area to allow mixture of uses, including residential, office and new village retail.	staff time plus consultant	2008-2009	City	City
Study potential of an overlay district to allow condo development and a limited amount of restaurant use in the Riverview area.	staff time plus consultant	2008-2009	City	City
Explore offering down payment or closing costs assistance to income-eligible City employees to live within walking distance of city hall		as new housing becomes available	City	HOME funds through Fulton County consortium; bank CRA revolving loan program funds
Work with local and regional artists' groups to pursue potential for creating affordable studio space, live-work space, and living space for artists in the Arts Village area.	staff time	2008-2009	City	City
Total	$25,000 plus staff time			

Other Local Initiatives

Description/Action	Cost	Year	Responsible Party	Funding Source
Revise the Comprehensive Plan to reflect "village" sub areas	staff time	2009	City	City
Review and explore revision of the Local Historic District, Historic Properties Map, and HPOD design review to focus on most important historic assets and character areas.	staff time	2008	City	City
Refine historic district design guideline document and include new character area guidelines for Canton St, Mimosa, Town Center, and Mill Village.				
Enhance the existing heritage trail; design and install historic interpretive signage and trail signage	$15,000 (consultant)	2009	City	City; possible grants
Create walking tours and events after installation of heritage signage.	$100,000	2008-2010	City; CVB;	Georgia Heritage Grants; other grants
Approach property owners about redevelopment potential for large parking lots on Atlanta Street.	variable	2010	City; CVB; other historic groups	City; grants; possible. Possible contributions or fees
Work with arts groups and property owners on potential for adaptive reuse of affordable space for artists' studios in the Arts Village area.	staff time	2009	City	City
Total	staff time	2009	City	City
	$115,000			