



HISTORIC GATEWAY

ROSWELL, GEORGIA

MASTER PLAN

FINAL REPORT
JUNE 2012

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A1. SUMMARY

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Planning Process

The Roswell Historic Gateway Study has been created through a community-based process involving residents, property owners, elected officials, and other stakeholders carried out during the spring and summer of 2012. At each stage of the study, publicized workshops and public meetings created opportunities for stakeholders to share ideas and concerns. Throughout the process, findings are vetted by relevant decision makers and the broader public to ensure that all recommendations have broad support.

The Historic Gateway Master Plan includes land use and design elements that respond to and integrate with the Historic Gateway Project, a concurrent initiative led by the Roswell Department of Transportation who is designing multi-modal transportation and safety improvements along the Atlanta Street corridor.

Key coordination and outreach events scheduled to date are as follows:

Roswell Department of Transportation Coordination Meeting-January 26

Meetings with City Staff

Project Initiation February 3

Coordination Meeting February 22

Coordination Meeting March 14

Coordination Meeting May 3

Coordination Meeting May 18

Coordination Meeting June 28

Documents Review Session July 16

Walk through study area with City Staff and Business Owners February 15

Stakeholder Interviews and Updates-

Historic Roswell Alliance Meeting- February 16

Historic Roswell Alliance Meeting- March 15

Roswell King Social Club- March 21st

Individual Meetings held with critical stakeholders- February 13 to March 15

Public Presentation at the Mill- April 12th

Historic Roswell Alliance Meeting- May 17th

Historic Preservation Commission Presentation- June 30th

Public Workshop #1 (Visioning)- March, 28-30

28th- Walking Tour with City Staff,

29th- Business, Transportation, Parks and Recreation

30th- Historic Preservation

Public Review Presentation #2 (Review and Comment)- May, 23

Public Meeting #1 (Presentation to Mayor and City Council) – July 23

Public Meeting #2 (Open House)-- July 25

Public Meeting #3 (Presentation to Council)- August 13

Scope of Work

The Roswell Historic Gateway Master Plan study is a 4 month effort that partially coincides with a separate Transportation planning process that has been underway for over a year and a city-wide effort to produce a Unified Development Code that is just beginning. The Master Planning team was charged with delivering the following for the study area:

Master Plan / Design Guidelines

Prepare a master plan and design guidelines that address at a minimum:

- Identification of opportunities for public/community amenities
- Recommendations for the enhancement of historic buildings/features/structures
- Identification of infill parcels
- Identification of building typologies for infill construction appropriate to each village/subarea based on existing precedent of the built environment
- Identification of character defining features appropriate for each building typology within each village/ subarea
- Identification of minimum site design standards within each village/subarea
- Identification of typical street sections (utilizing the City's "Complete Streets" policy).
- Identification of a typical local alley section (utilizing the City's "Complete Streets" policy)
- Identification of urban design principles and guidelines for providing desired sense of place a returned focus on people rather than vehicles

Implementation

- Provide recommendations for zoning/regulating code
- Provide recommendations for phasing
- Identify opportunities for public/community amenities

In order to meet this scope, the Planning Team has prepared the following documents:

- 1) A Master Plan that identifies: opportunities for public amenities; recommends areas where new development can be spliced into the historic fabric in a way that compliments and revitalizes the community's traditional squares and neighborhood centers; and identifies infill parcels.
- 2) An Urban Standards Document that: provides recommendations for zoning/regulating code; details minimum site design standards that can be applied to each village/subarea; details typi-

cal street and alley sections; and details urban design principles that provide a returned focus on people rather than vehicles.

3) Historic District Guidelines that: provides guidelines for providing a desired sense of place; and recommendations for the enhancement of historic buildings/features/structures.

4) An Urban Score document that establishes critical break points and segments of distinct and varied character along Atlanta Street. The Score helps coordinate land use and road design efforts designed for this corridor.

Documents 2 & 3 consist of recommendations to be considered when developing the new Unified Development Code and the new Historic Guidelines. These two documents should be highly coordinated as they are further developed and both should be utilized as tools to implement the Master Plan.

Additional Resources

Numerous additional resources came out of the planning process that will be included in an exhibit document. These include:

- Analysis diagrams that informed the Master Plan, but are unnecessary to be included in the Master Plan document
- A specific request was made to give an opinion on the land use merits of the one-way pair road redevelopment scheme in comparison to the boulevard scheme.
- A revision (with approval to do such) of the Design Guidelines document prepared by Georgia State students in Richard Laub's class. The revision removes all the suggestions that are covered in the Standards document, and is re-presented as an educational reference rather than a Guideline document.
- A collection of Historic Building typologies





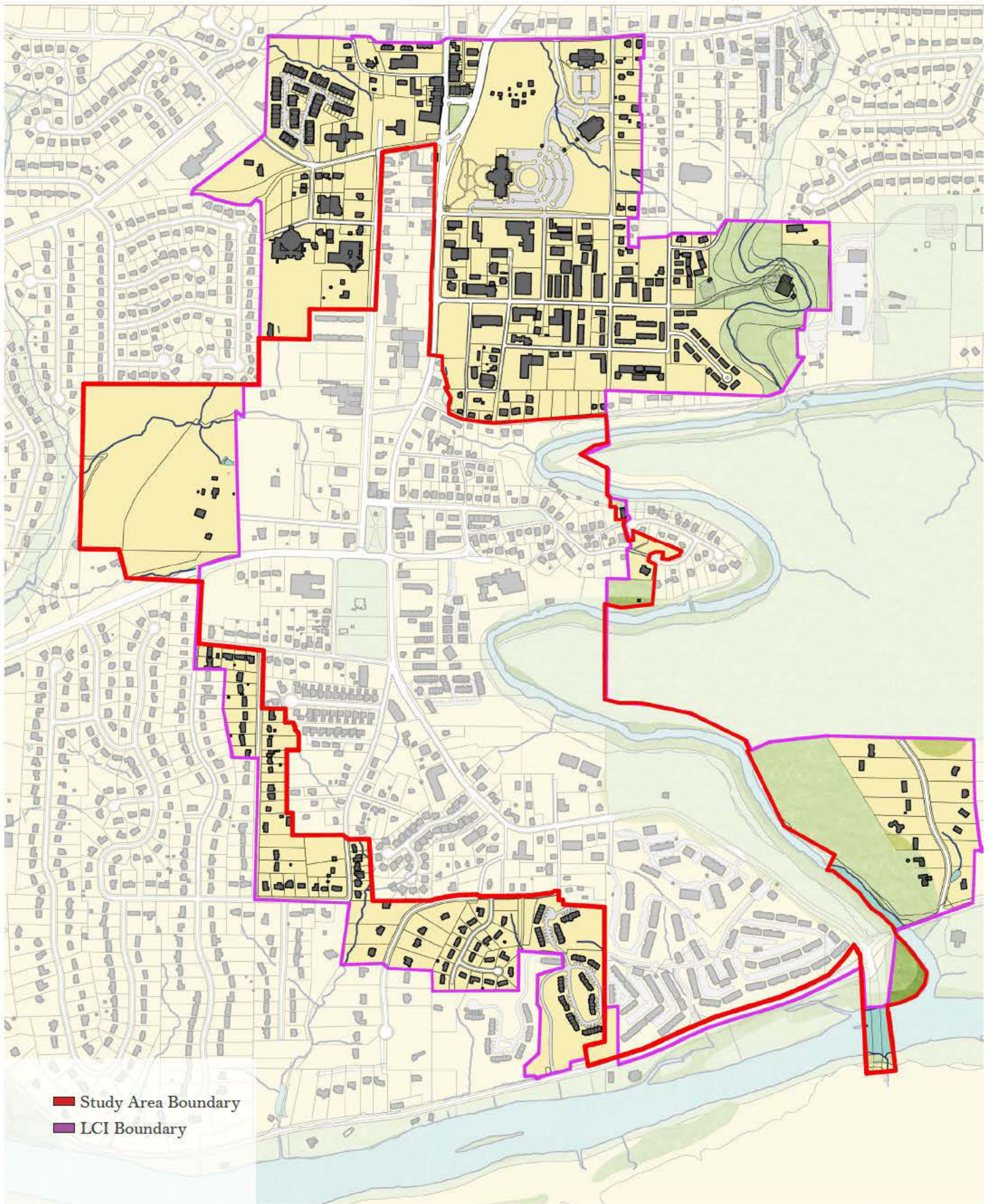
Overview

The Historic Gateway corridor was once the thriving heart of Roswell. As Atlanta Street has evolved from a local main street to a regional thoroughway, it has lost much of its character as a local place while not fully becoming a modern highway. Lodged uncomfortably between these two roles, conditions along the corridor have become unsafe and unwelcoming for pedestrians and motorists alike. Interestingly, very few of the parcels in the entire Gateway Corridor are vacant, and most all of those that are vacant front Atlanta Street, the major and most public thoroughfare. This corridor serves as Roswell's face to the region and its revitalization will benefit the whole city and significantly increase perception of the community as a thriving place to live, work, shop and play.

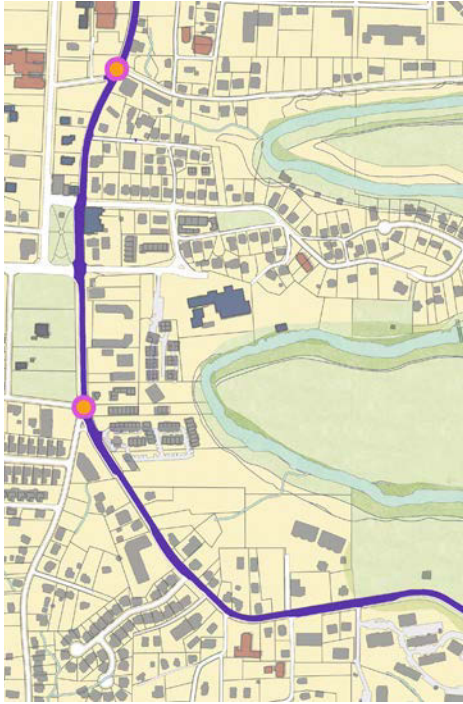
The Historic Gateway Master Plan is part of an on-going effort by the City, business owners, and residents to make the Atlanta Street corridor a vital, pedestrian-friendly center of heritage, culture, business, and neighborhood life. The goals of the Master Planning process are to encourage historically appropriate development of the Gateway that is consistent with the vision of residents, business owners, and other stakeholders.

The Master Plan is intended to consolidate and coordinate a collection of studies completed in recent years, and guide implementation efforts with urban and architectural standards to enhance the character of redevelopment and infill projects. In conjunction with the Historic Gateway transportation improvements currently being studied, the Master Plan will promote sensitive redevelopment with a wide variety of housing options, commercial, retail, civic and employment opportunities. Sensitive design will lower speeds, encourage alternative modes of transportation and improve pedestrian safety.

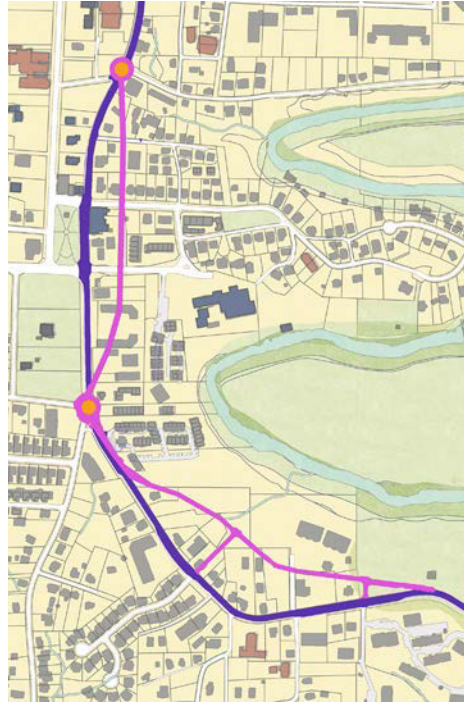
The Master Plan will re-establish a context for the Gateway area as a vibrant multi-modal center of heritage, culture, business and neighborhood life that is friendly to commuters, visitors, and residents alike.



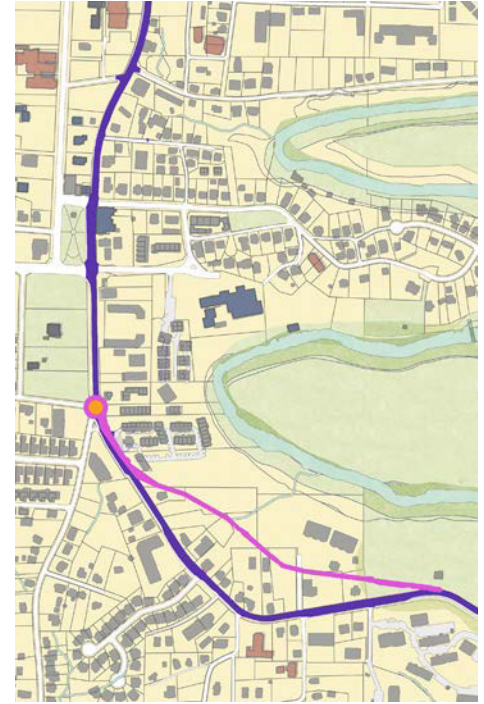
The Intersection Concept



Two Round About Concept



The Bow tie Concept



One-way Pair

Background

The Historic Gateway Master Plan is a Supplemental Study to the 2008 Roswell Town Center/ Atlanta Street Corridor Livable Centers Initiative (LCI) Plan led by Goody Clancy, a Boston-based architecture, planning and preservation firm. The Supplemental Study, like the original LCI Plan is funded in part by a grant from The Atlanta Regional Commission. The Historic Gateway Master Plan covers only a portion of the area originally covered by the 2008 LCI Plan, although both study areas center on the same 1.7 mile stretch of Atlanta Street.

The LCI Plan provides a vision for the corridor that draws on the corridor’s historic character and dramatic landscape. The LCI Plan also provides general, economically feasible strategies to achieve the vision and to address transportation, land use, urban design and historic preservation issues. The Historic Gateway Master Plan supplements this vision with a more concentrated and detailed investigation of the Gateway district and preparation of specific urban and architectural Design Guidelines to direct future development.

In addition to these supplements to the LCI Plan, the Historic Gateway study is also charged with coordinating with and responding to two transportation plans prepared for

the corridor since the completion of the LCI study. The first transportation study was commissioned in 2009, to evaluate “non-traditional” engineering concepts and design solutions for the Atlanta Street corridor. This study recommended a “bow tie” concept that proposed construction of two roundabouts and a narrow median along Atlanta Street. The first study also identified short- and long-term solutions for the SR 9/Riverside Road/Azalea Drive intersection that would improve intersection capacity and safety and included short-term improvements that could ultimately be converted into a grade-separated intersection. The second transportation study was commissioned in 2010, to prepare a redevelopment concept plan for Atlanta Street, an Environmental Review document for the proposed redevelopment, and Preliminary Construction Plans. The transportation engineering firm, Parsons Brinckerhoff completed the public involvement and concept design phase of this study, just as the Historic Gateway Master Plan process began. The concept designs that emerged as a result of this study recommend that Atlanta Street either be split for a section into two northbound and two southbound lanes with a developable “island” in between, or develop as a boulevard in the same area. The Historic Gateway Master Plan is particularly focused on properties along prominent and/or impacted portions of the boulevard version of the preferred alternative illustrated in the Allenbrook Center plan.

Existing Conditions

The Roswell Historic Gateway corridor provides a unique mix of picturesque scenery, historic buildings, and redevelopment opportunities. It is well anchored at either end, with a dramatic bridge across the Chattahoochee River to the south, and the specialty shops of the Canton Street historic area to the north. Historic Roswell Town Square and Barrington Hall are located midway along the corridor prominently situated at its highest and most level point.

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. The corridor's eastern and western boundaries consist of steep downward slopes of wooded terrain, particularly near winding Big Creek to the east. Despite these challenges, the Atlanta Street corridor continues to serve as a vital business district and an important locus of the surrounding neighborhoods.

Significant redevelopment opportunities for commercial, residential or mixed-use projects are found along Atlanta Street. The corridor is under utilized and includes numerous antiquated industrial, automotive and storage uses. Even though redevelopment potential is plentiful, several constraints exist. Access to existing commercial and residential areas is hindered by limited parking, with no street parking permitted along Atlanta Street.

The Historic Gateway corridor is kept narrow by topographic boundaries. It does not have deep enough neighborhoods to support much locally oriented retail, and poor connection to surrounding communities will limit regionally oriented retail. Given that the retail market has constraints, an effective revitalization strategy will concentrate new development around the town square rather than disperse it along the entire corridor. The town square center has the potential to become a distinct destination if it is targeted for a higher development intensity while areas to the south and north are maintained at a lower intensity. Improving connectivity between Atlanta Street and the surrounding neighborhoods will greatly contribute to the revitalization of the Gateway Corridor's urban environment, dispelling the sense of fragmentation and isolation among the collection of historic buildings, businesses and homes.

This section of Atlanta Street collects commuters from all surrounding counties including Cobb, Cherokee, Gwinnett and Forsyth and funnels them onto one of the few Chattahoochee River crossing in the surrounding area. This river crossing makes Atlanta Street one of the only alternates to SR 400 for north/south traffic and as a result it experiences a high level of congestion during rush hours. Speeding cars combined with sharp curves makes Atlanta Street very difficult for vehicles to exit and enter the street, but never the less driveway entrances are frequent. Collision data from the City's 2010 Transportation Master Plan update indicates that 2 of the 10 worst intersections in the City are in this corridor as are the highest crash rates. It has one of the few remaining reversible lane systems in metro-Atlanta, and this feature has proven to be confusing and dangerous.

Recommendations

Enhance the unique mix of picturesque scenery and historic buildings, and redevelopment opportunities:



Strengthen anchors at either end of the corridor.

Protect the bridge across the Chattahoochee from insensitive renovation.

Create a true Civic Square that better connects Canton Street commercial district to City Hall and the Groveway District.

Create a neighborhood center at Allenbrook.



Protect and Enhance the picturesque qualities of Atlanta Street.

Preserve and enhance important view sheds and terminated vistas.

Utilize multiple street sections and ROW improvements when redeveloping Atlanta Street. Do not address the road as a homogenous corridor.

Add parallel parking along Atlanta Street whenever possible.

Implement Design Guidelines to help dispel the sense of fragmented development along Atlanta Street.

Redevelop Atlanta Street as a boulevard with two central lanes for through traffic and a local outer lane on each side separated by a median.



Strengthen Neighborhood Centers along Atlanta Street.

Enhance the Historic Roswell Town Square's role as a ceremonial square for special events.

Focus neighborhood retail efforts at the Town Square on a new street 3-block long pedestrian ways, patterned on Canton Street, parallel and one block to the east of Atlanta Street.

Concentrate new retail, office, and housing at the primary civic nodes along Atlanta Street.

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Master Plan showing proposed new development in dark grey



Overview

Atlanta Street runs through the heart of Roswell’s Historic Gateway. Originally Mimosa was the central corridor of the City, but the construction of the Bridge over the Chattahoochee River opened up this sleepy, historic town to a heavy volume of regional through traffic along Atlanta Street. The regional throughway demands placed on Roswell are both a blessing and a curse. Many of Georgia’s beautiful and historic towns withered in the 1950’s and 1960’s when highways bypassed the downtowns and drew the majority of commercial development out to the new regional economic corridors created by the new highways. Regional destinations like Canton Street would not survive today if it were not for the extended customer catchment area provided by the through traffic. On the other hand, through traffic also attracts strip retail development that caters not to customers coming for unique destinations, but rather by providing for easy opportunities to pick up convenience items while on the way to some other destinations like home or work. Where Roswell has succeeded in producing regional destinations, it has flourished, where it has fostered strip retail for the convenience of regional travelers headed elsewhere, the urban environment has degenerated.

The future of Roswell’s Historic Gateway Corridor de-

pends on balancing the roles Atlanta Street plays as both a local main street and regional throughway. The Master Plan proposes a nodal approach that allows development emphasis to modulate: higher intensity destination development is targeted to centers at critical points, spaced approximately a half mile apart, while non-destination lower intensity development is allowed to fill in the corridor in between centers. For the study area a New Civic Center is proposed at City Hall and Canton Street, a new Neighborhood Center is proposed along a back street next to the Town Center Square, and a new Neighborhood Center is proposed at Allenbrook around the Atlanta Street Baptist Church.

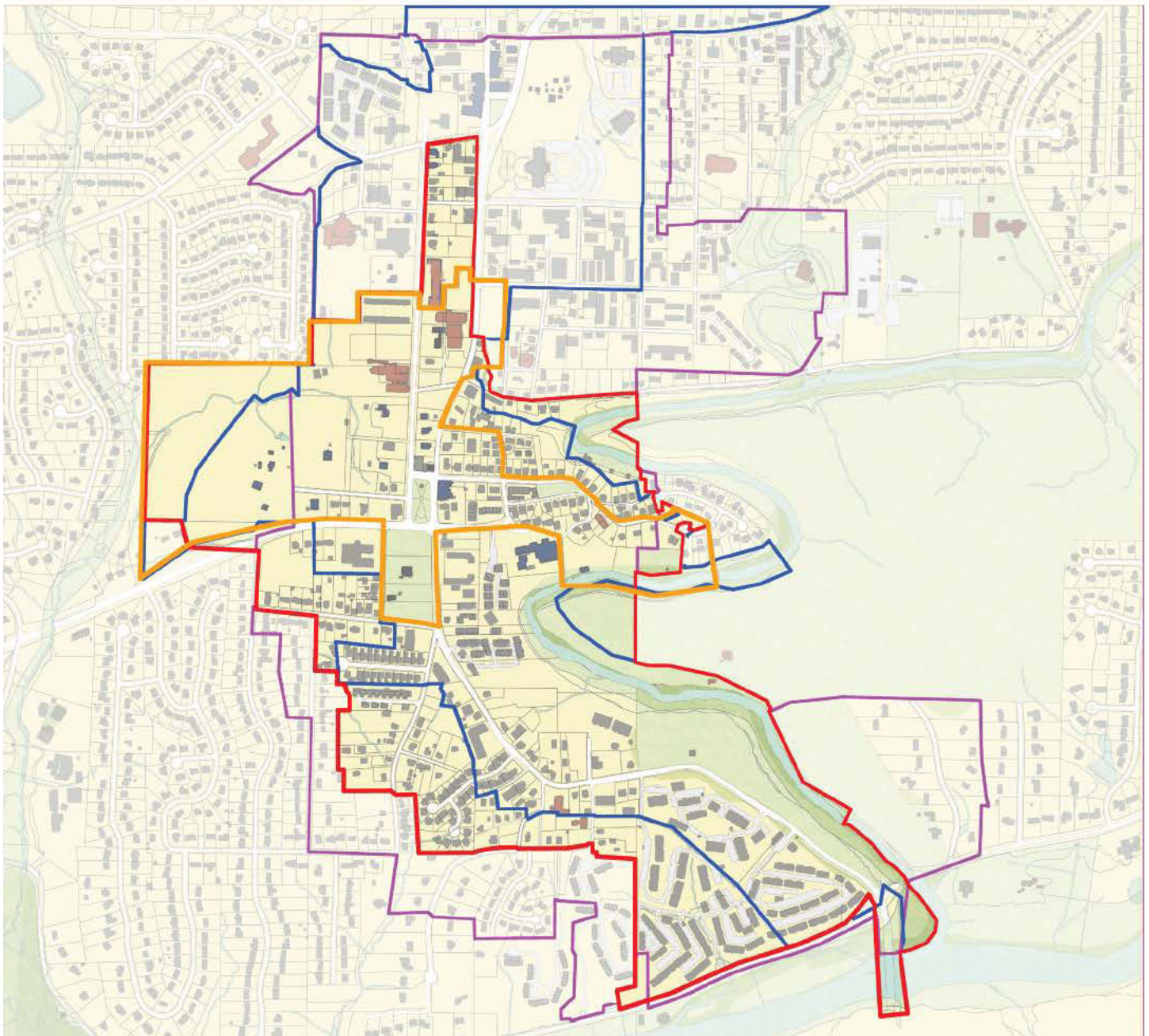
Phasing

Phase I-Town Center Square Back Street requires only a few property owners participation to be realized. It is likely to be the first proposal to implement.

Phase II- Allenbrook Neighborhood Center could be initiated by the redevelopment of Atlanta Street.

Phase III- Civic Square requires starting into a 4 year process with GDOT at a minimum. It is further off, but could potentially provide the highest benefit.

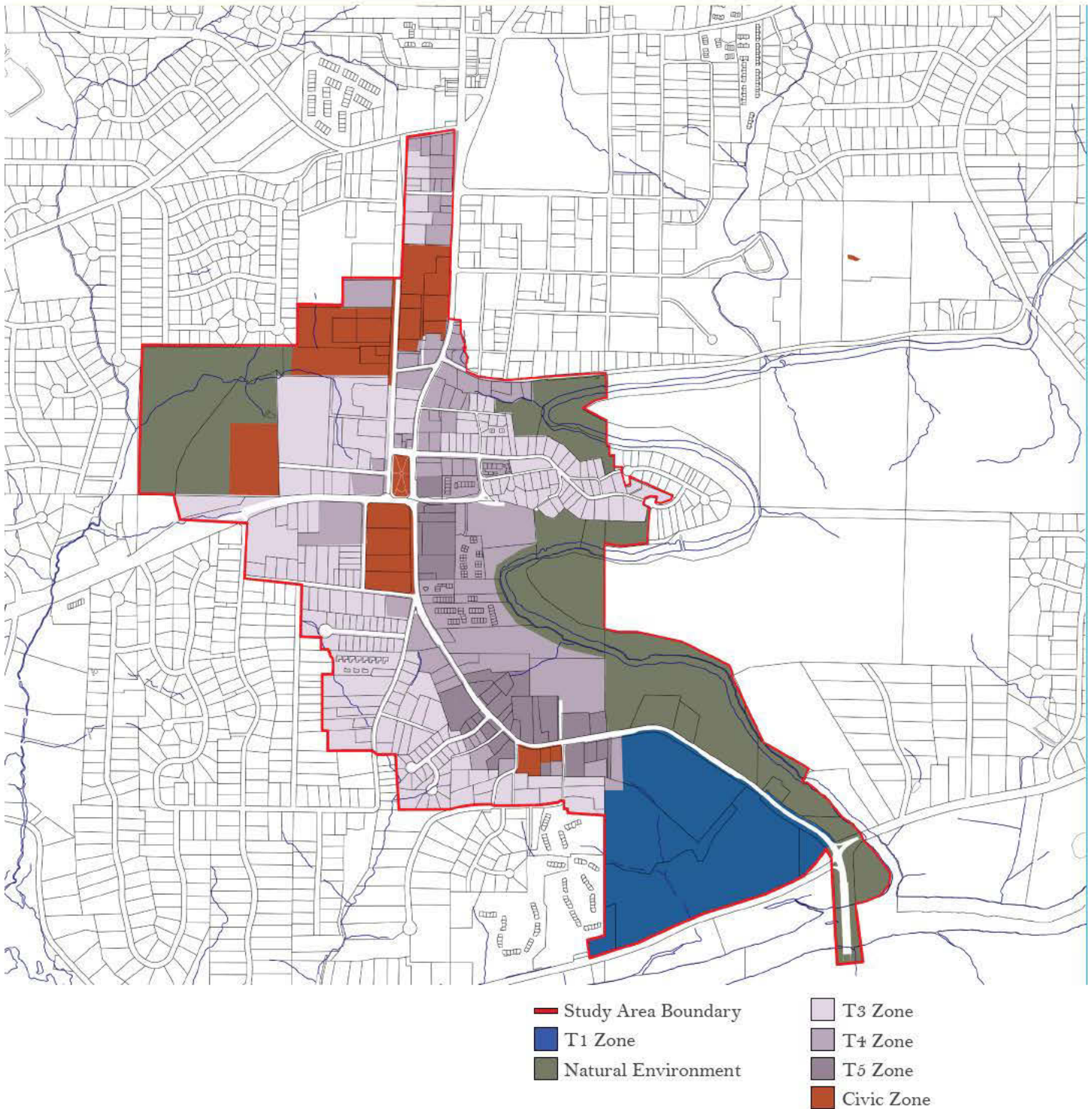
Phase IV- Pulling the pieces together by realigning and better fronting Atlanta Street as needed through the remainder of the corridor.



■ Study Area Boundary	■ Historic District
■ LCI Boundary	■ National Register of Historic Places

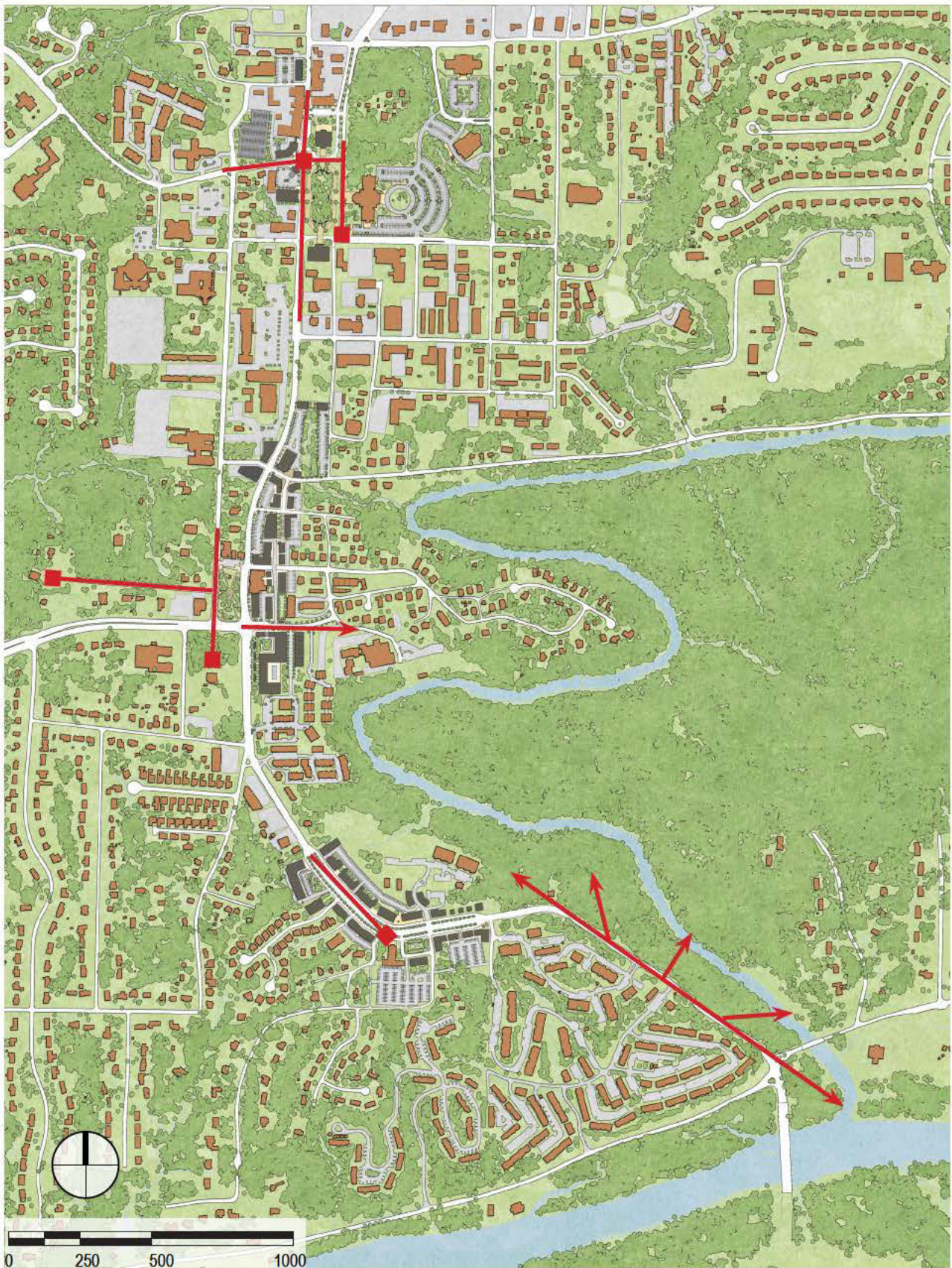
DISTRICTS AND STUDY AREAS

An immediate barrier to good comprehensive planning is the plethora of study areas and administrative districts covering the Historic Gateway area. Though the original LCI plan was never adopted by Council, its study area (shown in purple above) holds a regulatory role in describing an area eligible for LCI set aside implementation funding. It is thus an “official” district, though not formally adopted. The City of Roswell has also adopted a locally designated Historic District (shown in blue) though its boundaries differ from the LCI Historic Gateway boundaries. There is also a National Register of Historic Places historic district (shown in gold above) with different boundaries as well. The study area for this Master Plan (shown in red above) follows different boundaries once again. The discrepancies between all these boundaries have the effect of undermining the establishment of a cohesive district that is clearly identifiable and cohesively regulated.



CHARACTER AREAS (REPRESENTED AS TRANSECT ZONES)

The LCI plan identifies what are termed “character areas,” however these areas are too small and too similar to be identifiable as separate villages with distinct characteristics. The LCI Character Areas are defined primarily by the use of the buildings rather than by urban or architectural character. The regulating plan shown above defines zones along the transect that runs from the natural environments along the river and national park, up to the more urbanized area around the Town Square, then back down a bit in scale to the neighborhood center to the north. Shown in red are civic zones where churches, schools, and public buildings play a significant role in defining the public realm. Green areas are natural environments, and the blue indicates that the large, single owner properties that comprise the prominent river overlook area warrant special consideration.

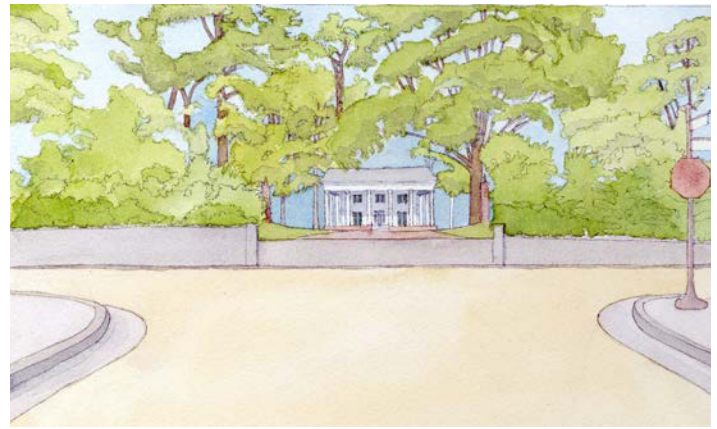


Master Plan showing important vistas and viewsheds.

- Terminated Vista
- Viewshed



Existing Mimosa to Barrington Hall Vista



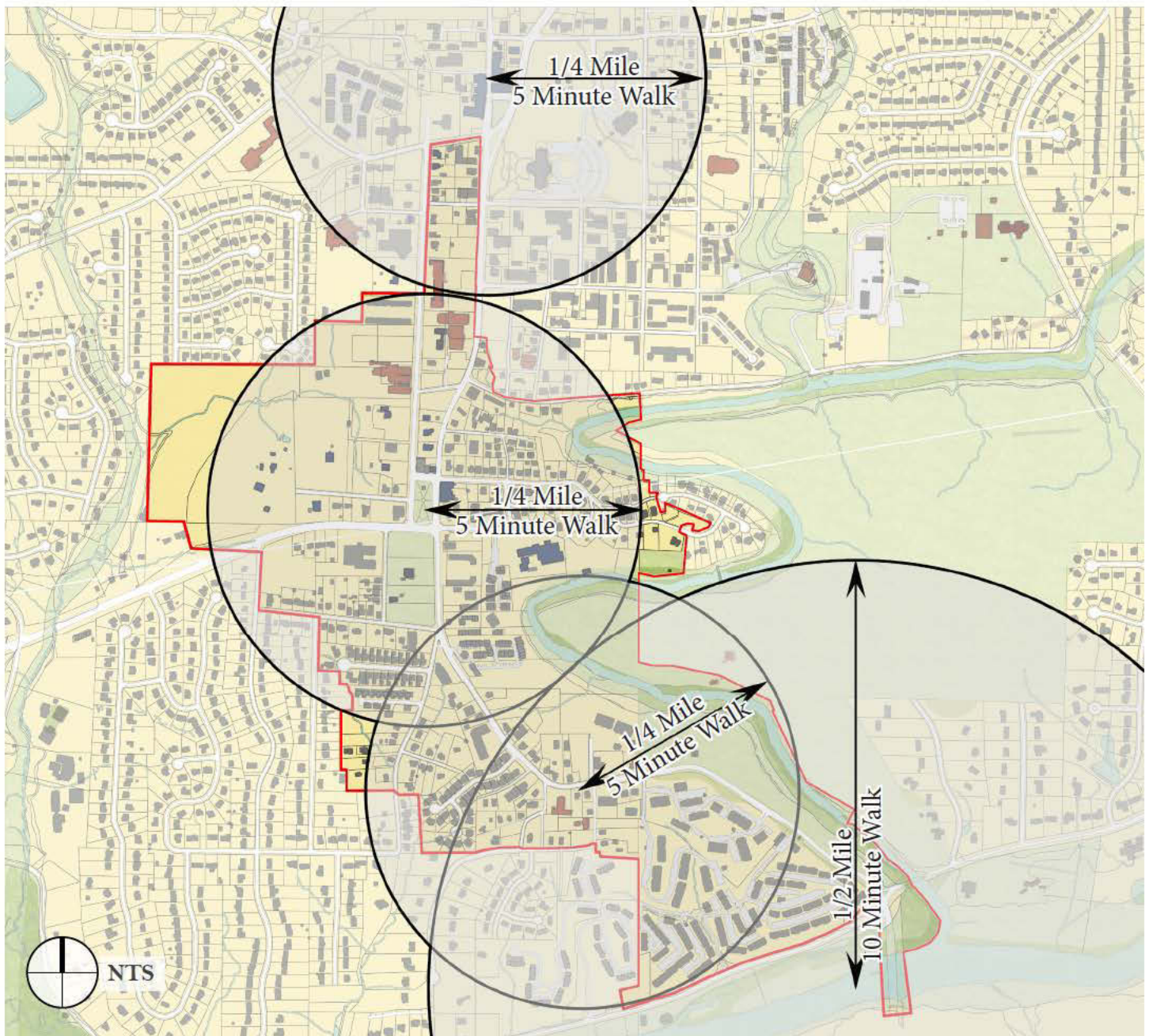
Proposed Mimosa to Barrington Hall Vista

View Sheds and Terminated Vistas

The original Roswell settlement was a planned community structured around terminated vistas in the relatively level Mimosa Street/Town Center Square areas, and around the dramatic topography west of Atlanta Street down to the mill and river. Barrington Hall and Bulloch Hall anchor the two most important vistas in the Town Center Square area. It was not unusual in 19th century planned manufacturing communities for grand homes to occupy such commanding civic positions. The factory owners for all intents and purposes served as lords over their towns managing most of the town’s civic as well and economic affairs. Today these structures are both publicly owned, adding even greater significance to their civic stature, but they retain their private residence characteristics. They are interesting local analogues to the role that the White House plays in Washington, DC’s plan: residences that command critical civic positions.

Both Barrington and Bulloch Halls could regain more prominence as important termini through a few minor maintenance efforts. The images above demonstrate how some tree pruning and slight modifications to the retaining wall would significantly improve the visibility and presentation of Barrington Hall when seen from Mimosa Street. Additional tree pruning along Bulloch Ave would similarly improve the presentation of Bulloch hall when seen from the Town Square.

To the left is a diagram showing the most important vistas and viewsheds in the Gateway District. These views should be considered, protected, and enhanced in all planning efforts. They are critical elements of the character of the Historic District.



NEIGHBORHOOD CENTERS

The Master Plan is organized around four primary nodes along Atlanta Street:

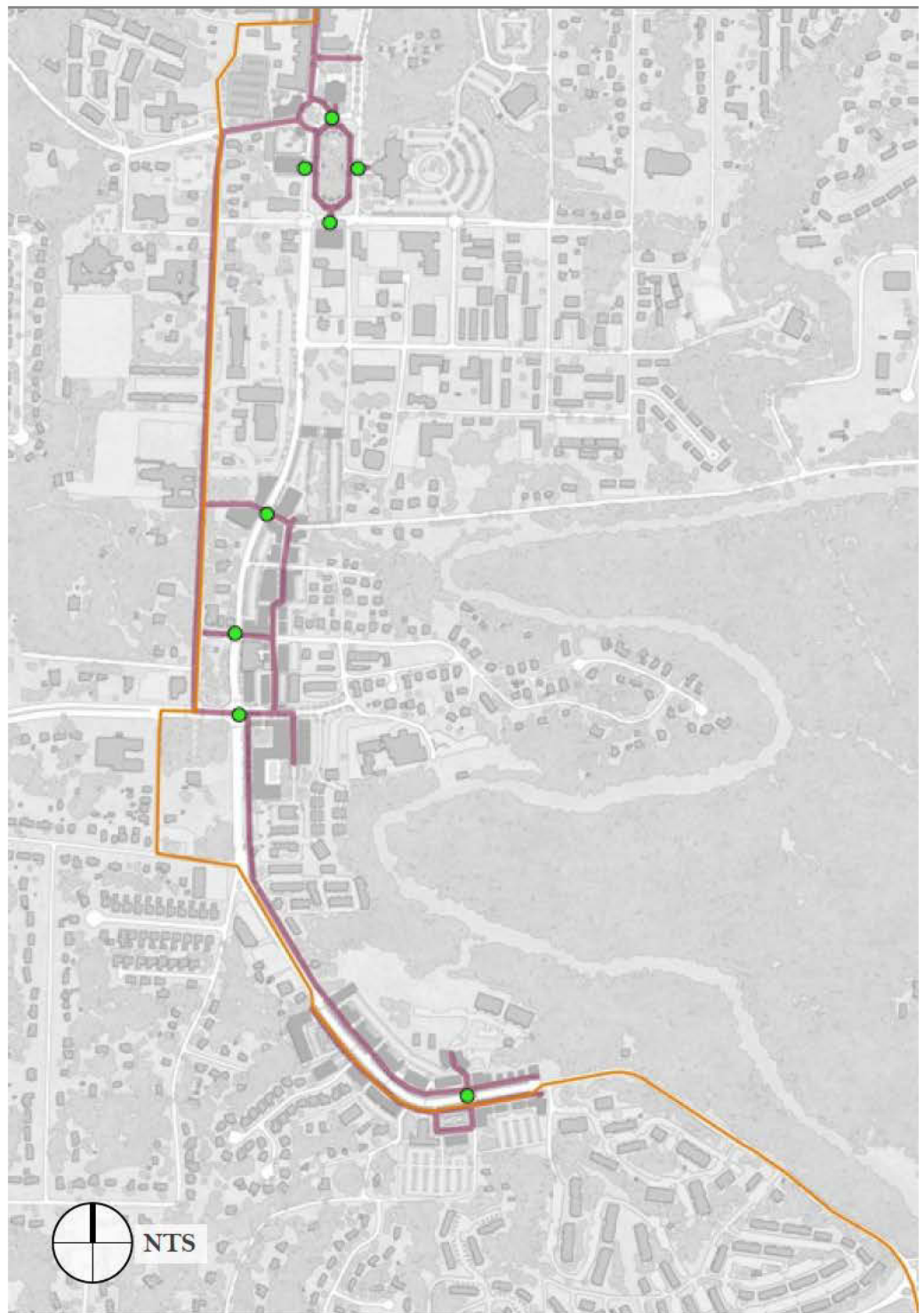
Recreational Center on the River-The recreational center takes advantage of the scenic natural environments provided by the Chattahoochee National Recreation Area and the Chattahoochee river. The recreational amenities available in this area are a regional draw and act as a dramatic gateway to the City.

Neighborhood Center at Allenbrook- a small neighborhood center is proposed for Allenbrook at Atlanta Street. Depending on the final decision regarding the redevelopment of Atlanta Street, this neighborhood center might be situated on a split one-way pair or along an enhanced boulevard.

Neighborhood center at the Old Town Center Square- The historic town center forms the middle node at the high point in the study area. Though a few historic one and two story retail buildings face the square, several parcels are ripe for redevelopment into 3-5 story buildings appropriate to the area’s town center role.

Civic Center at Canton Street- At the northern edge of the district, Canton Street hosts an active neighborhood-scaled commercial district that can be enhanced with a town square and some public buildings to evolve into a new town center.

- New Signalized Crossing
- ▬ Pedestrian Priority Zone
- ▬ Bike Zone



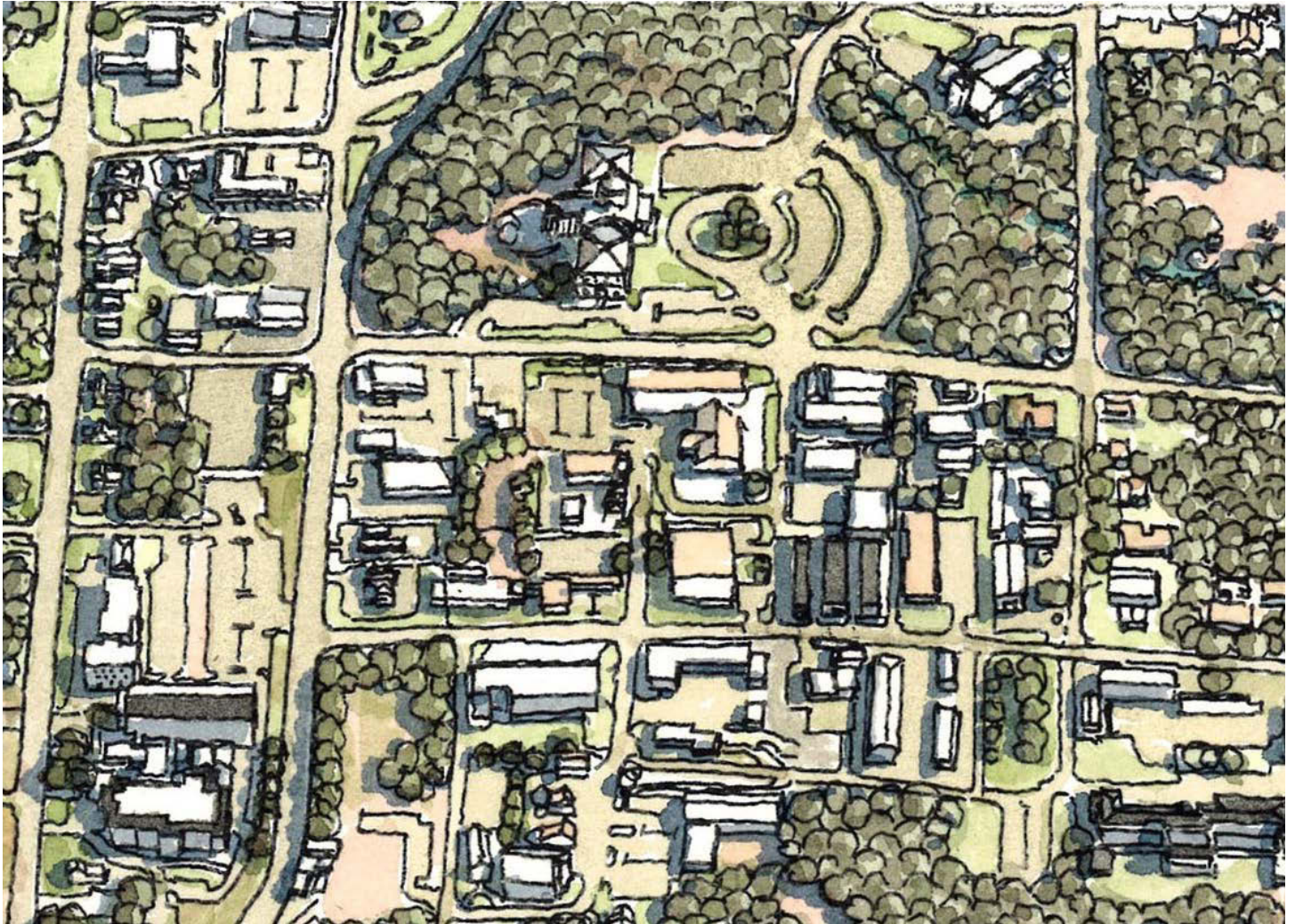
BIKE AND PEDESTRIAN CIRCULATION

Roswell’s Department of Transportation is a leading practitioner of Complete Streets policy and implementation. Through the Department’s work, the City has identified many critical opportunities to better connect the street grid, extend sidewalk coverage, and enhance bicycle access. The above diagram shows how the Transportation Department’s work could be extended to the proposed plan. Of particular note is the recommendation that bicycle routes be moved off of Atlanta Street to Mimosa north of Marietta. Since the traffic is relatively calm and because the streets are wide along Mimosa, sharrow markings will probably be sufficient to protect riders. Sharrows would also suffice in the slow moving local lanes of the boulevard section at the new Al-lenbrook Center. At other locations along Atlanta Street, designated bike lanes, protected when feasible, are a preferable option.

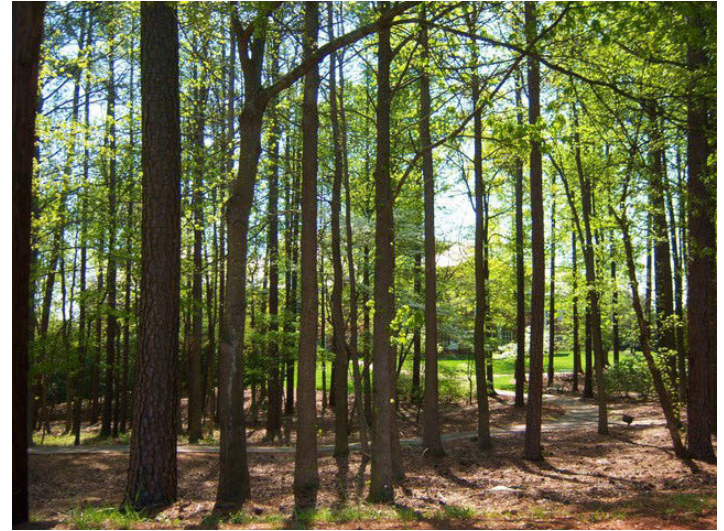


An aerial architectural rendering of a park area. The scene is dominated by a dense forest of green trees. A winding river flows through the center of the park. In the upper left, there is a cluster of buildings and parking lots. In the lower left, another cluster of buildings is visible. The text 'NEW CIVIC SQUARE' is overlaid in the upper middle section of the image.

NEW CIVIC SQUARE



Civic Square Center



Overview

The Canton Street and Elizabeth Way historically served as the center of Uptown Roswell. As manufacturers rebuilt the mills following the Civil War and the area economy picked up as a result, entrepreneurs pushed new, high end development to this area, businesses and grand residences flourished in Uptown. A second wave of prosperity came to the Uptown area in the 1930's and 40's when new manufacturers like the Roswell Seating Company and Odom Machine Company opened operations. This second expansion period occurred as automobiles were increasingly becoming a central element of daily life and dealerships and drive-through businesses flocked to the prestigious Uptown location. Both expansion periods are still witnessed in Uptown: the early auto-oriented commercial structures along Atlanta Street (mid 20th century) and the high end retail and large homes along Canton Street (Late 19th Century).

Two more recent expansion periods have repositioned Uptown once again: the late 20th century growth in

government services led to the construction of City Hall on the property behind the Smith Plantation, while the urbanization of the formerly rural region surrounding Roswell significantly increased Atlanta Street's role as a regional thoroughway. The City Hall development contains a wide range of functions beyond municipal administration: it contains the Court House and faces an arts building across the parking lot.

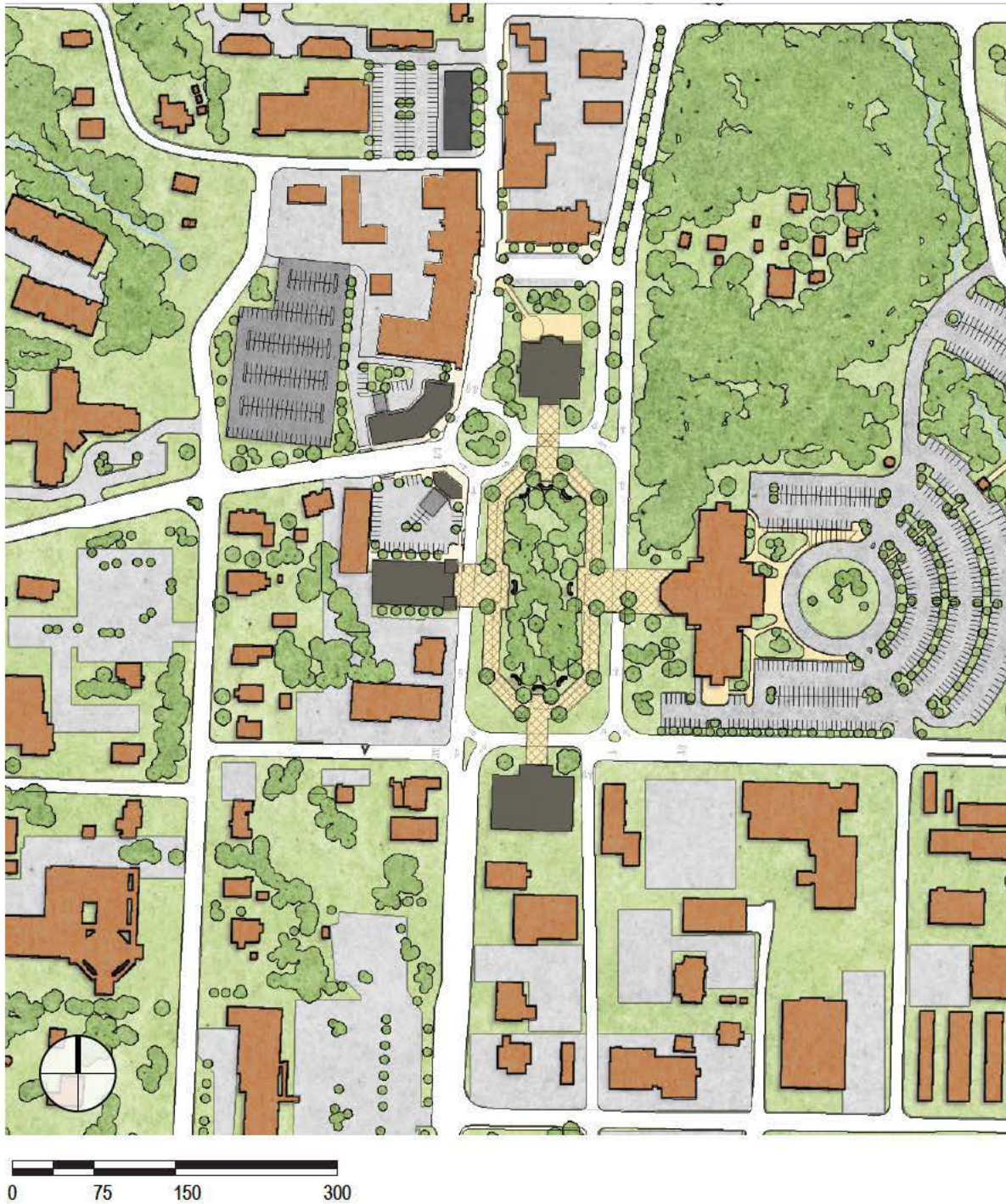
Roswell maintains a comparatively high standard of living on many important measures: school performance, jobs to homes balance, beautiful homes, and an abundance of scenic resources. The City will most likely continue to grow. As it does, municipal services will continue to grow as will demand for the destination retail provided along Canton Street. Strategic management of continued expansion in both businesses and public institutions provide Roswell with a unique opportunity to fully realize Uptown's potential as a new civic center for the City of Roswell and the surrounding region.



Existing Conditions

The intersection of Canton Street, Atlanta Street, Magnolia Street, and Alpharetta Highway is one of the more fragmented sections of the Roswell Historic Corridor. City Hall faces away from this critical gateway and presents a wooded “backlot” to the surrounding community. The charms of Canton Street are barely visible from the intersection, and development south of Magnolia is incohesive and run-down. Opportunities abound for realignment of Atlanta Street and redevelopment of the surrounding property for the purpose of creating a new Civic Square for the City.

....



Proposed

The Master Plan proposes splitting Atlanta Street into a one way pair routed around a large civic square shaped from the wooded land “behind” City Hall. The proposed square would provide Roswell with a clear city center that can be further defined by new civic buildings as the need arises. Locations are provided for veteran’s memorials. Paver paths clearly demarcate the pedestrian axes between public buildings and to provide a perimeter walkway that could also be used for occasional event parking or a farmers market on the weekends. A roundabout is planned for the north west corner that would resolve traffic issues at that intersection, would serve better as a gateway to Canton Street, and would allow continuous traffic flow so that traffic signals could instead be positioned at the four pedestrian cross walks. A large two-story, 250-space parking deck is provided to the northwest to serve the public buildings and Canton Street businesses.

Rotary Square Process



Existing Conditions



Roads added



Buildings added



Final Condition

Studies shown on these two pages detail versions of the design that were considered. A critical factor to consider is the size of the curb radius used through out the design. The smaller the curb radius, the slower the traffic will move. The smallest radius considered in these designs is 30 feet, which is more than sufficient to allow traffic to safely move 10 MPH above the posted speed limit. In transportation planning, there are two terms to be aware of: design speed and target speed. Roads meeting GDOT standards for 35 mph design speeds will produce actual traffic speeds—target speeds—as much 60 MPH or more. To the greatest extent possible the town center square should utilize target speed highway planning over design speed planning

Rotary Square at varying radii



100' radius



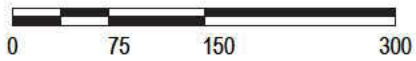
70' radius



50' radius



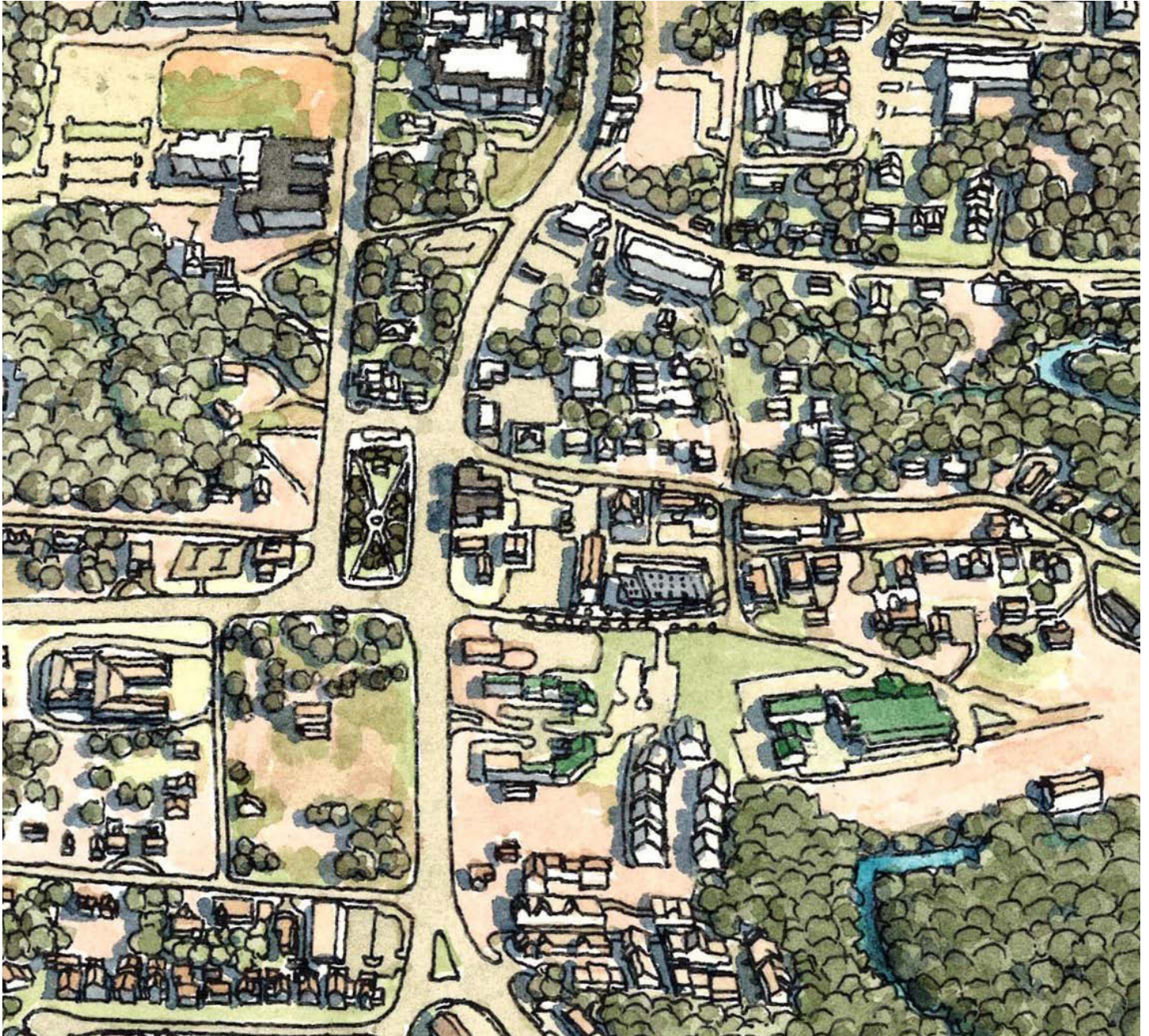
30' radius





An aerial sketch of a town center square. The top portion of the image shows a grid of buildings and streets. A river flows through the center, surrounded by a dense forest of trees. The text 'TOWN CENTER SQUARE' is overlaid on the upper part of the sketch.

TOWN CENTER SQUARE

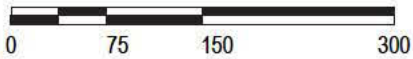
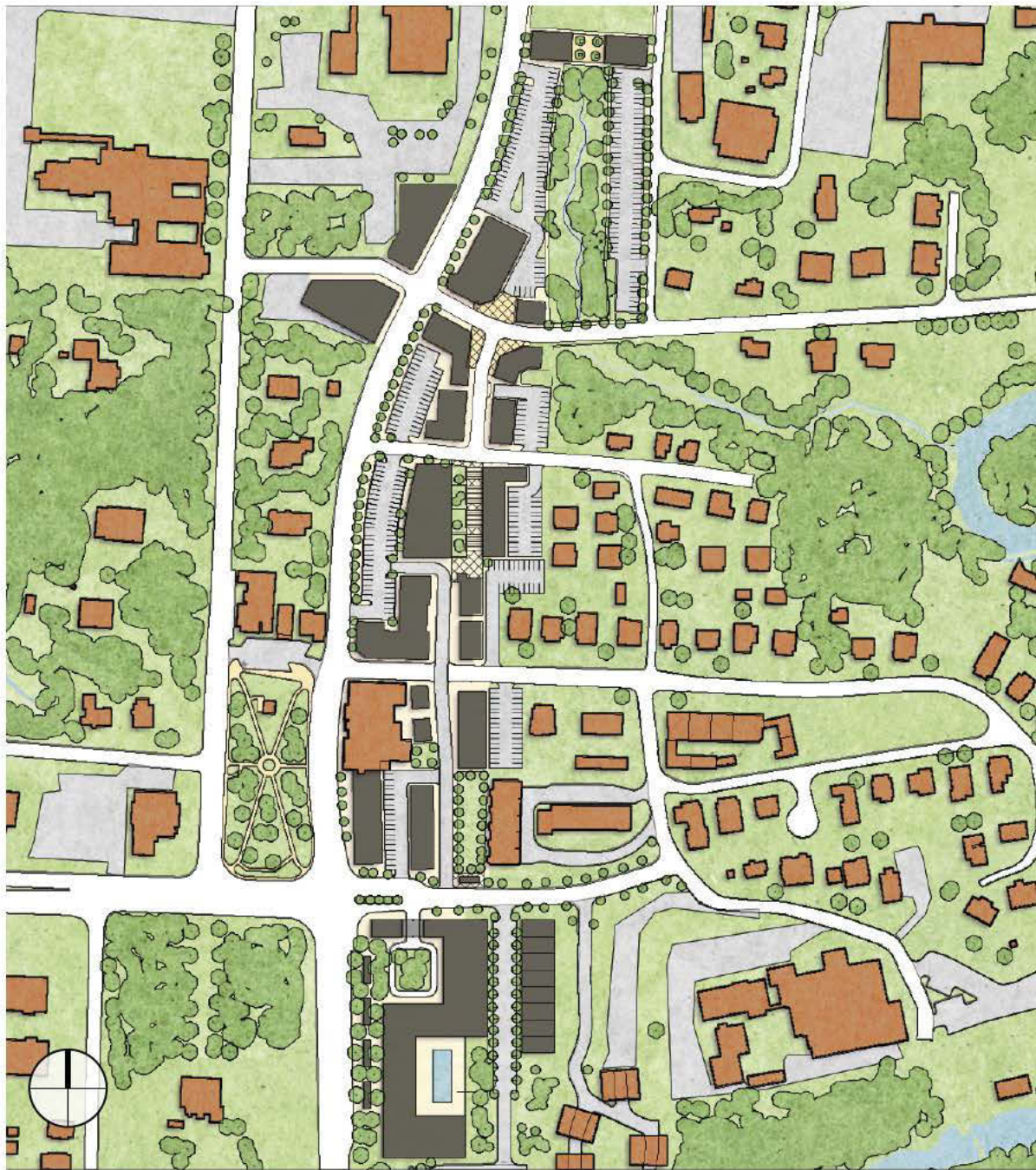


Roswell Town Center Square



Existing Conditions

The Town Center Square, originally planned for a small, remote manufacturing village, is today dominated by the large volume of regional, high speed freight and passenger traffic that moves along Atlanta Street. This state route has been enlarged several times in recent decades to the point where it encroaches on: Barrington Hall, requiring a large retaining wall; on the Town Center Square, narrowing on the perimeter sidewalk; and encroaching on the store fronts to the east, making the remaining pedestrian space very noisy, inhospitable, and feeling unsafe. As Atlanta Street heads north from the Town Square, it plows through the back yards of several historic homes that front Mimosa, in two instances positioning the regional traffic right up against back porches.



Proposed

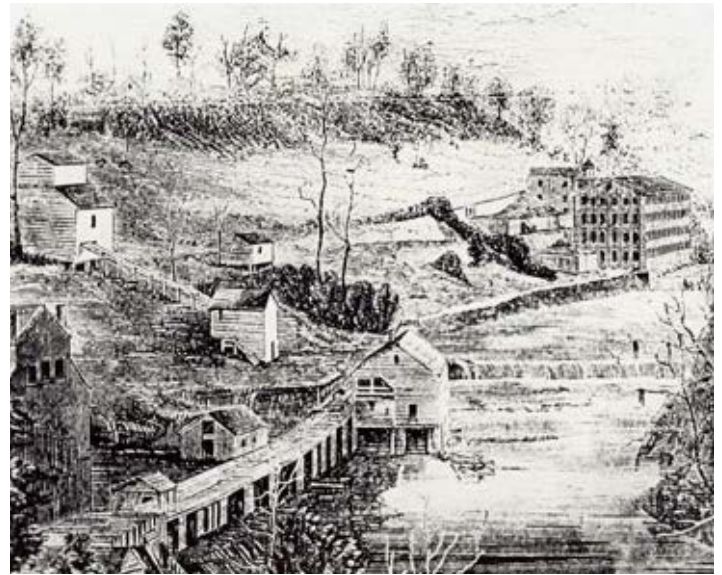
Town Center Square performs a significant role for the City as an ornamental green and occasional event space. This is an acceptable role for a town green and in this case, it is best not to expect a whole lot more from the Square at this time. The difficulties produced by the large volume of traffic against such an intimately scaled square can not be easily overcome- particularly while retaining the original, well preserved one and two-story company store buildings still in use. Opportunity for a vibrant neighborhood center is more readily found offset a couple hundred feet to the east of Atlanta Street. The proposed “back street” neighborhood retail center for this area resolves the difficult frontage between Oxbo and Sloan Streets by accepting this section of Atlanta as a “B” street (service road) rather than primary frontage. The backs of houses on the west side of the street are paired with the backs of buildings on the east side, allowing parking and service functions to be accessed from Atlanta Street. The resulting back street provide a pedestrian neighborhood center with restaurants and specialty retail, similar to Canton Street’s commercial center.



*note that rendering is shown with north at bottom while the plan on the opposite page is shown with north at top..

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Overview

The Town Center Square served as the community center for the original mill village founded by Roswell King in the mid-19th Century. Despite the impression given by the grand Greek Revival homes of the Kings and Bullochs, the original mill village was for the most part quite modest. Georgia was still an agricultural state. With an economy largely dependent on cotton growing and manufacturing of the sort that Roswell King initiated in the mill was still considered distasteful. Other than the grand Antebellum mansions of the founders, the rest of the village, including the Town Center Square were diminutive in comparison to other Georgia villages founded in the Antebellum era.

The unusual qualities of the square issued from the unusual role that it played in the community. The original mill village was patterned on New England mill towns and was one

of the first examples of industrially-oriented villages in the south. At the core of the mill operations was a labor force comprised primarily of women and children. The town was laid out to reinforce supervision of conduct and to provide a semblance of community structure for the women and children laborers. Workers lived in boarding houses like the one that is today know as “The Bricks” in the mill village. These residences were provided by the company and each residential complex was managed by an older resident supervisor. Workers generally were expected to put in 80 hours at the mill per week- sun up to sun down 6 days a week. The primary function of the square was more to provide a sense of social structure than to foster and celebrate civic pride. The Town Center Square thus arose from much more humble circumstances than its Uptown counter point at Canton Street, from the beginning serving more of a ceremonial role and less of a civic or social destination.

The Backstreet Concept



Existing Conditions



Restored Creek-bed



Supermarket



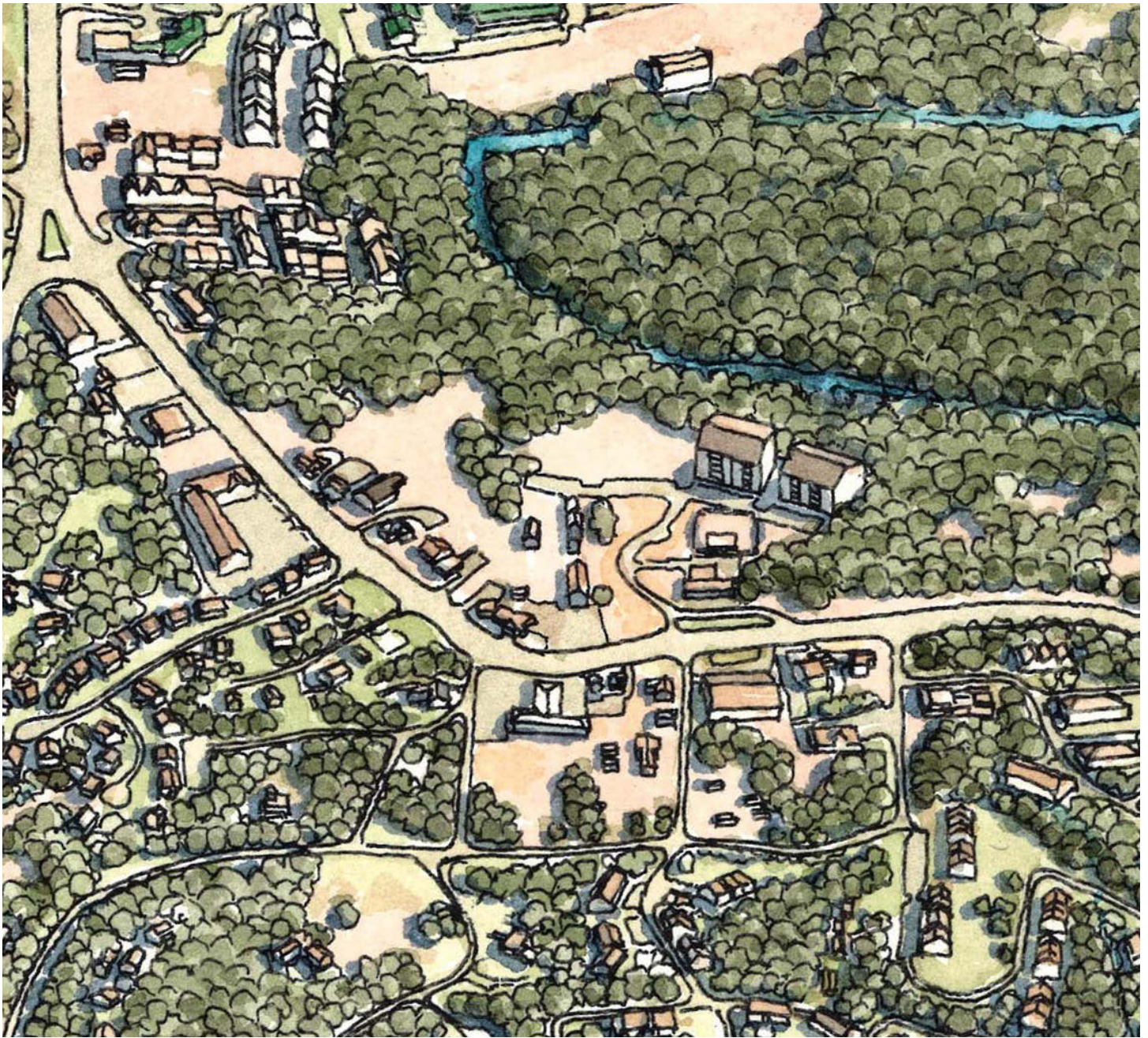
Character sketches on these pages show how the new back street could be realized as a dramatic mixed use destination. The existing grade between Sloan and Oxbo is steep and thus a stepped pedestrian mall is proposed instead of a through street.

The middle sketch above shows how an existing creek bed could be restored just south of the existing hardware store and next to the proposed Oxbo extension. This creek restoration would accent the back street and would provide a visual and pedestrian path connection to the dramatic National Park scenery just a short walk to the east.

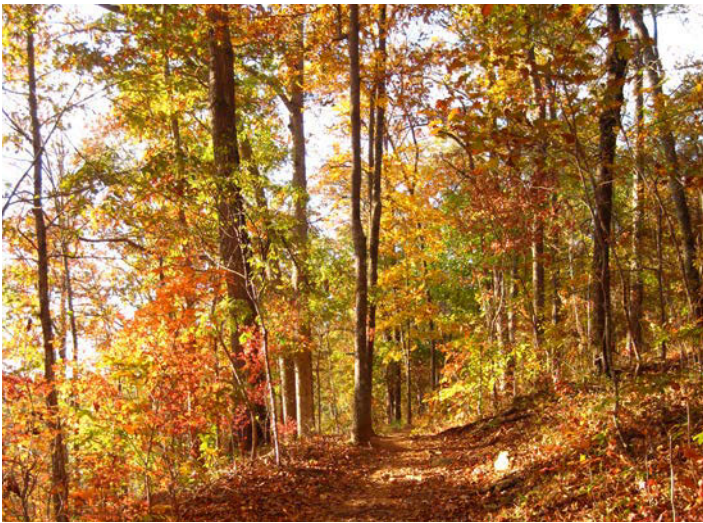


An aerial site plan of the Allenbrook Center. The plan shows a large, irregularly shaped site with a dense forest of trees covering most of the area. A winding blue stream or river flows through the site from the top right towards the bottom right. Several buildings are scattered throughout the site, with a larger cluster of buildings in the upper left and lower left corners. A road or path runs along the top edge of the site. The text "ALLENBROOK CENTER" is centered in the upper middle portion of the plan.

ALLENBROOK CENTER

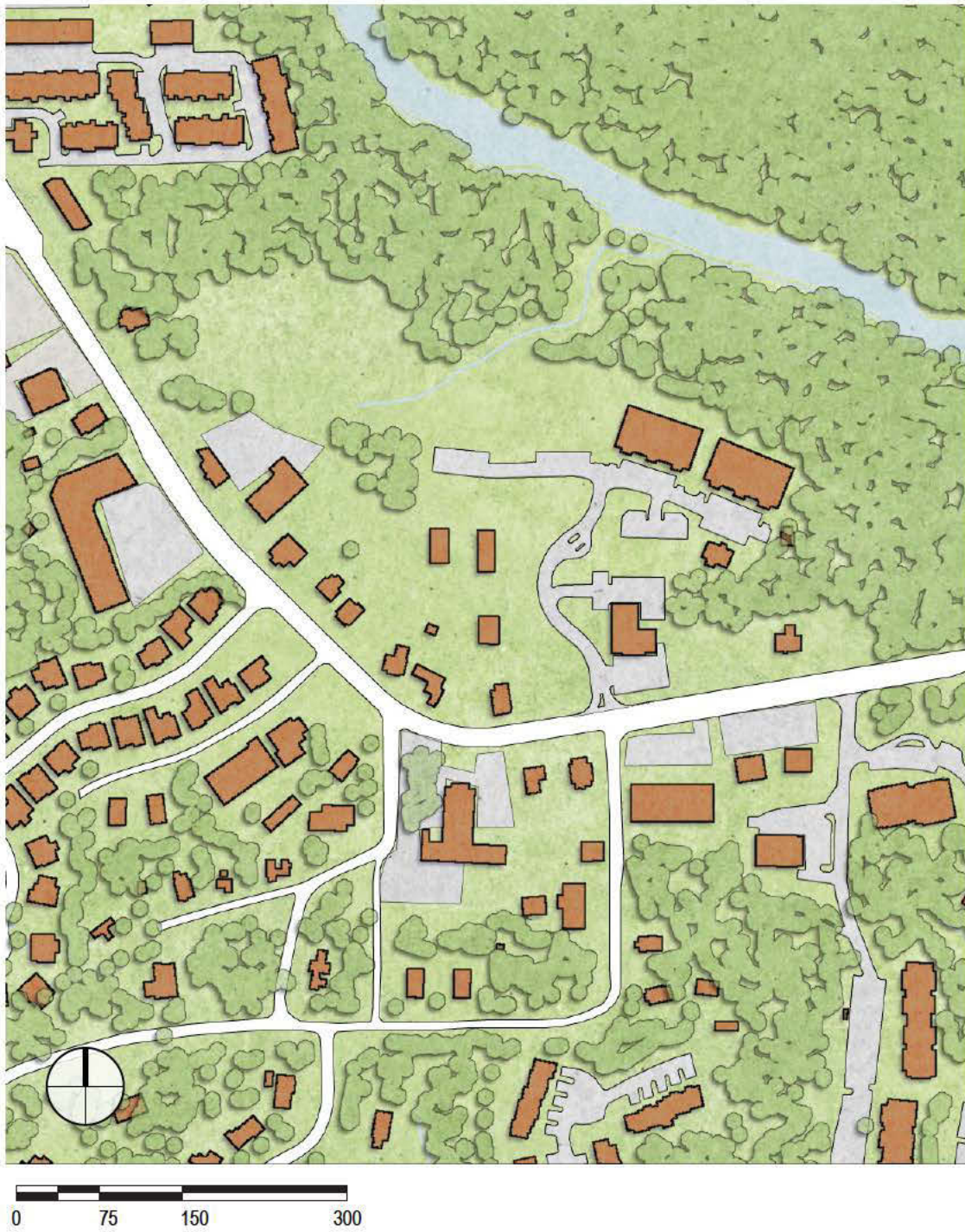


Allenbrook Neighborhood Center



Overview

The proposed Allenbrook Neighborhood Center has no historic precedence as a neighborhood center. Down hill from the Town Center Square, this area was originally woods. The Atlanta Street was a narrow ridge road that provided access to the Ivy Woolen Mills, the ruins of which can still be found on the Chattahoochee river below. The Allenbrook house was the earliest structure to remain intact in this area, and the majority of all other historic structures are early twentieth century wood framed homes. There is not a strong historical place context- no fully formed neighborhood has ever existed here. In the 2003 Historic District Survey conducted by the Jaeger Company only three historic character areas are delineated, dropping the fourth, South Atlanta Street character area described in the original 1997 Guideline documents. Because this area has only had sporadic development since the City was founded, it warrants different treatment than the other three, historic character areas. Since this area is vital to the Historic Gateway, it is recommended that it stay within the Historic District, but be managed with less emphasis on building preservation than on regulation of compatible new construction and preservation of natural and other cultural resources. The designs created for this area offers strategies for creating a stronger neighborhood and neighborhood center in this area.



Existing Conditions

Two redevelopment alignment alternatives are being considered for the above section of Atlanta Street. A critical factor in the City’s decision making is the consequences the final alignment will have on development opportunities. This area is a little less than a half mile south of the Town Center Square and serves as a threshold between the natural preserves to the south and urbanized area to the north. A new neighborhood center here would perform the function of a gateway for the Historic Gateway District, as well as continue the nodal strategy for developing the Atlanta Street corridor as a series of pedestrian-oriented villages. However, any substantial degree of new development in this area would need to be preceded by realignment of the major bend that centers on the Atlanta Street Baptist Church. The current configuration limits sight lines for entering and exiting local traffic and could compound already dangerous conditions by adding more local traffic at this location.



Proposed

The proposed Allenbrook Neighborhood Center is enabled by the redevelopment of Atlanta Street into a boulevard. This plan is illustrative only- it demonstrates the high density of development that could be carried out incrementally at this site. Neither the road design nor development that is illustrated represents a current development proposal. The boulevard concept provides four lanes of through-traffic between two local access roads separated by planted medians. The center through traffic can flow at high speed with out the interruptions caused by entering and exiting local traffic, while the outer access lanes (sometimes called slip lanes) are lower speed and offer convenient parallel parking and safe shared bicycle use. In separating local from through traffic, the boulevard concept resolves the roles Atlanta Street must play as both a regional throughway and local main street. Along the slope down to the river a loop road works along the topography to provide more efficient and more historically compatible site layouts than could be accomplished if each of the current long, deep lots were to be laid out independently.



Rendering of proposed new town center