

# CITY OF ROSWELL HISTORIC DISTRICT MASTER PLAN

Advisory Committee Meeting #2

December 6, 2018



# Meeting Agenda

- Project Purpose & Process
- Engagement Results
- Preliminary Strategy - Compability Rule
- Test Sites Concept Plans
- Next Steps & Future Meetings

# Advisory Committee Expectations

- The City of Roswell strives to provide a **positive experience** for those visiting city facilities and promotes an environment of **personal safety and security** – free from intimidation, threats or violent acts. All are expected to exhibit **common courtesy, civility, and respect for others**. Violations may result in the violator being removed from the premises.
- **Roles & Responsibilities of Advisory Committee Members:**
  - Promote the Master Plan positively to neighbors
  - Inform members of the community about public input opportunities
  - Provide constructive feedback to the City and Consultant Team



# Purpose & Process

PROJECT PURPOSE

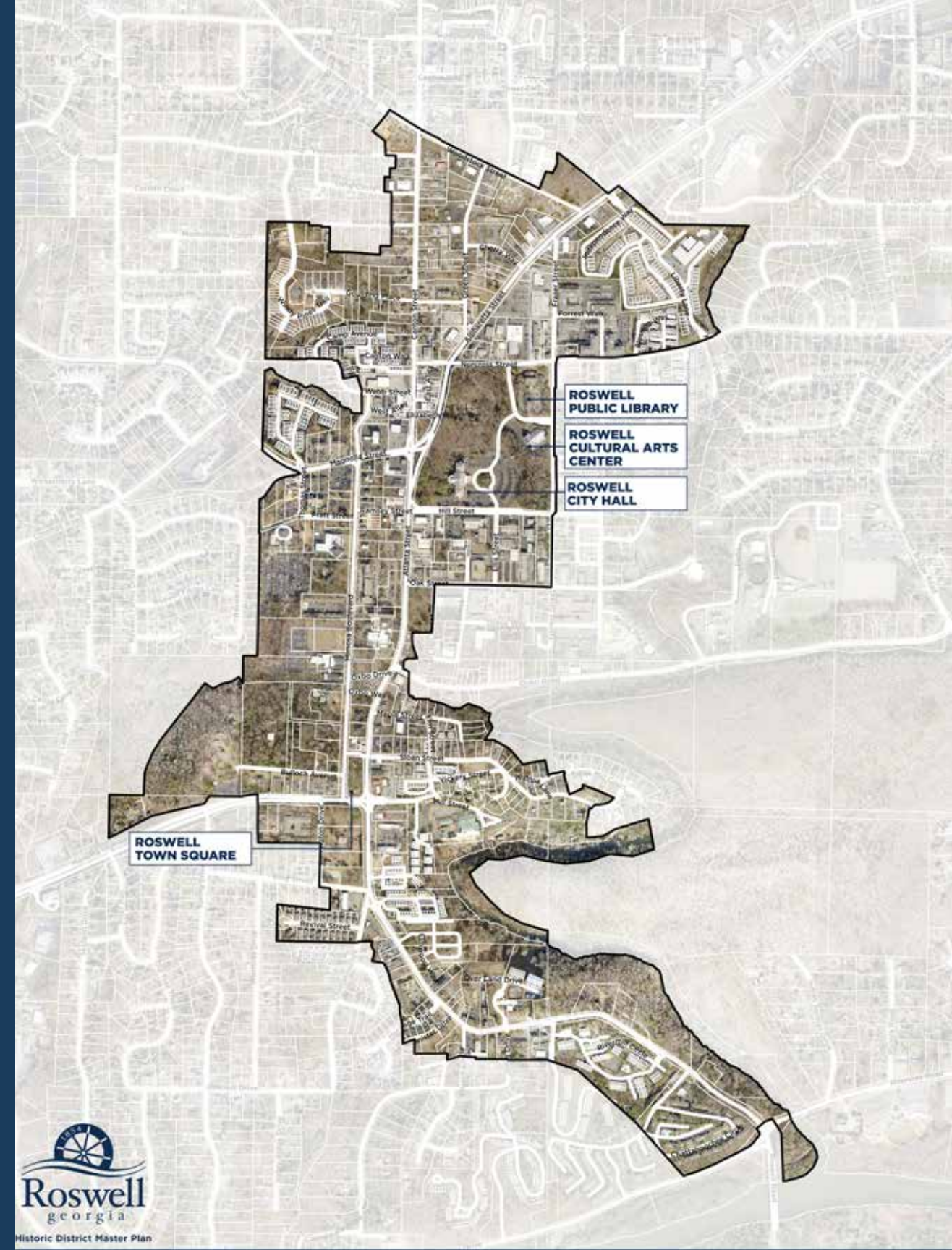
PROCESS

# PROJECT PURPOSE

- Creating a **preservation-focused** master plan for Roswell's Historic District
- Establish a **detailed vision** for the district as a **sustainable and thriving** downtown that **protects** historic character and resources
- Recommend potential changes to City **regulations and standards** to support the vision

No preconceived notions - we're here to help Roswell define its **future**

Commitment to preserving **local identity**



# PROCESS

## Existing Conditions & Historic Patterns Analysis

- Previous Plan Review
- Mapping
- Site Walks
- Historic Patterns Analysis
- Visioning

Walking  
Tours

## Master Plan Development

- Historic District Concept Plan
- Context Areas Concept Plans
- Additional graphics, charts, tables

Charrette

## Implementation Plan

- Master Plan City Council Approval
- Code & Regulation Recommendations

Draft Plan  
Open  
House

## Final Deliverables & Presentation

- Final report document
- Final presentation to Council with all recommendations

Public Involvement



# Feedback Results

WALKING TOURS

CHARRETTE ACTIVITIES

# WALKING TOURS



**SATURDAY, NOVEMBER 3RD**

- Mimosa Boulevard Route
- Canton Street / Green Street Route

**SUNDAY, NOVEMBER 4TH**

- Canton Street / Green Street Route

**80+ People**

**BOTH Days!**



# FEEDBACK: Walking Tours

- Green Street could be appropriate for higher density development
- More sidewalks needed, especially on Green Street
- Crosswalks need to be more visible throughout the district
- Connections between Canton Street & Green Street are needed
- Require developers to retain trees
- Design for different conditions / patterns
- Need to slow down traffic on Canton Street & Mimosa Boulevard
- Many of the new buildings on Canton Street are too large and out-of-scale, and materials do not match the historic character

# CHARRETTE FEEDBACK: Connectivity

- Walkability is key to connecting the ENTIRE district
  - Sidewalks
  - Crosswalks
- Major breaks in connectivity between Canton Street and Town Square / Atlanta Street
- Connect to the River with trails, sidewalks, paths
- Mimosa Boulevard feels the most walkable
- Parking is an issue
- Parking deck / lots
- Make the connection from City Hall parking safer

# CHARRETTE FEEDBACK: Development

- Infill development should blend with the existing historic patterns
- Taller buildings and more density are acceptable behind the main streets as long as the scale is correct
- Affordable / workforce housing is needed
- Preserving the integrity of historic sites is important
- Development opportunities exist in the area between Canton Street and Town Square, south along Atlanta Street
- South of Hill Street is a big opportunity for infill

# FEEDBACK: Visual Preference Survey

## TOP IMAGES Commercial House



28 Yes

2 No



30 Yes

2 No



29 Yes

2 No

MIXED-USE BUILDING

COTTAGE COURT

SINGLE-STORY SHOPFRONT



# FEEDBACK: Visual Preference Survey

**TOP IMAGES** Mixed-Use Buildings

Single-Story Shopfront



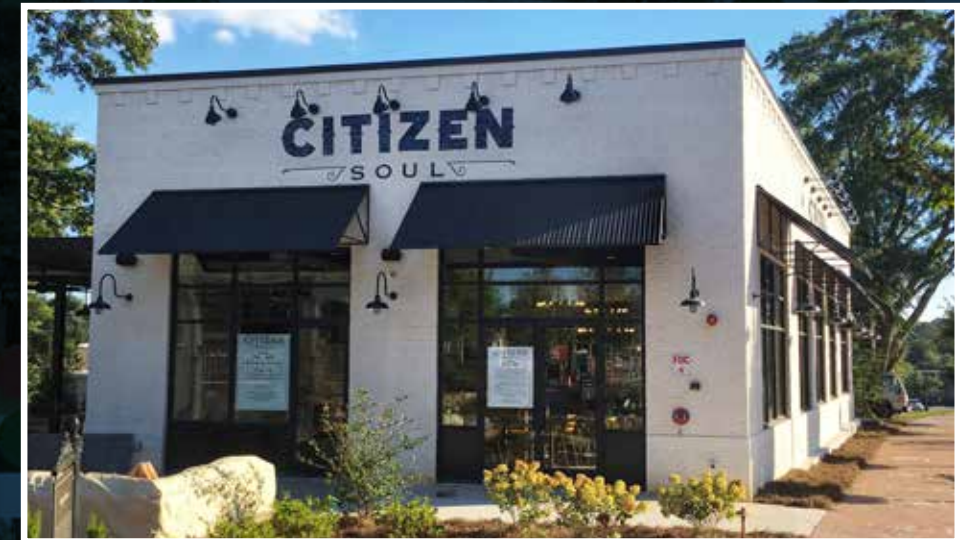
28 Yes

2 No



32 Yes

7 No



40 Yes

1 No

MIXED-USE BUILDING

COTTAGE COURT

SINGLE-STORY SHOPFRONT



# FEEDBACK: Visual Preference Survey

**TOP IMAGES** Detached Houses

Cottage Court



29 Yes

1 No



25 Yes

4 No



39 Yes

3 No

MIXED-USE BUILDING

COTTAGE COURT

SINGLE-STORY SHOPFRONT



# FEEDBACK: Development Opportunities

1. South of Hill Street  
between Atlanta Street &  
Forrest Street

2. Along Atlanta Highway on  
Southern End of HD

3. Alphretta Street & Green  
Street

4. South of Magnolia Street

**Directions:**

- Review the map to the right
- Are there areas in the historic district where new development is more appropriate than others?
- Mark these locations with a **green dot**

**Comments?**

What kind of development is appropriate in these locations? Write it on a post-it note, and place it below.

**DEVELOPMENT OPPORTUNITIES**

Roswell Georgia  
Historic District Master Plan

November 27th & 28th, 2018

# FEEDBACK: Development Preferences

- We should preserve ALL historic buildings in their original locations
- We SHOULD ALLOW new construction that is compatible with existing historic buildings

**Directions:**

- Review the questions to the right . . . . .
- Choose one answer per question, and place a blue dot in the chart.
- If your answer is "Other," write your ideas on a post-it note, and place it below in the appropriate box.

**Q1 (Preservation) "Other" Responses:**

**Q1: Which of the following general statements most closely reflects your thoughts on **preservation**, keeping in mind that there may be exceptions to this (Pick ONE)?**

We should PRESERVE ALL buildings in their original location.	We should PRESERVE ALL buildings but allow them to be moved.	We should NOT PRESERVE historic buildings.	OTHER

**Q2: Which of the following general statements most closely reflects your thoughts on **new construction**, keeping in mind that there may be exceptions to this (Pick ONE)?**

We should NOT ALLOW new construction.	We SHOULD ALLOW new construction that is compatible with existing historic patterns.	We SHOULD ALLOW new construction that is NOT compatible with existing historic patterns.	OTHER

**oswell GEORGIA**  
District Master Plan

**PRESERVATION PREFERENCES**

TSW City of Roswell

November 27th & 28th, 2018



# FEEDBACK: Development Preferences

## COMMENTS

- Save the trees
- Preserve the landscape, natural resources, and historic sites
- Historic preservation isn't just about buildings
- Not all old buildings are historically significant
- New development should be compatible with historic patterns



# FEEDBACK: Notecards

## COMMENTS

- Solar energy
- Lighting is needed
- Green spaces and trees create the HD's character
- Close Canton Street to vehicle traffic
- Improve walkability and make connected walkways
- Moratorium on building until this plan is finished



# FEEDBACK: Transportation

- Improved sidewalks
- Mid-block walkways
- Pedestrian areas
- Trail system
- Intersection improvements
  - Around the Square
- Traffic calming
  - Study as projects occur





# Questions for you

HOW DID THE CHARRETTE GO?

DID IT CAUSE YOU TO THINK OF  
THINGS IN A DIFFERENT WAY?

# Preliminary Strategy for Roswell

COMPATIBILITY RULE

TEST SITES CONCEPT PLANS

OTHER IDEAS

# PRELIMINARY STRATEGY

- **Preserve and respect existing historic buildings**
- **Utilize “compatibility rule” to guide new development**



# PRELIMINARY COMPATIBILITY RULE

- **Base compatibility on existing historic properties along the block face (or within 300 feet on same side of street – both directions)**
- **Need to develop a strategy for areas with no historic patterns (i.e. South Atlanta between river and Warm Springs)**

# PRELIMINARY COMPATIBILITY RULE

- **Most strict on portion of site along public streets**
- **Require new construction to be compatible with nearby properties with regard to:**
  - Front setbacks (but not in front of an existing historic building on the site)
  - Frontage types
  - Building height
  - Roof form and pitch
  - Materials



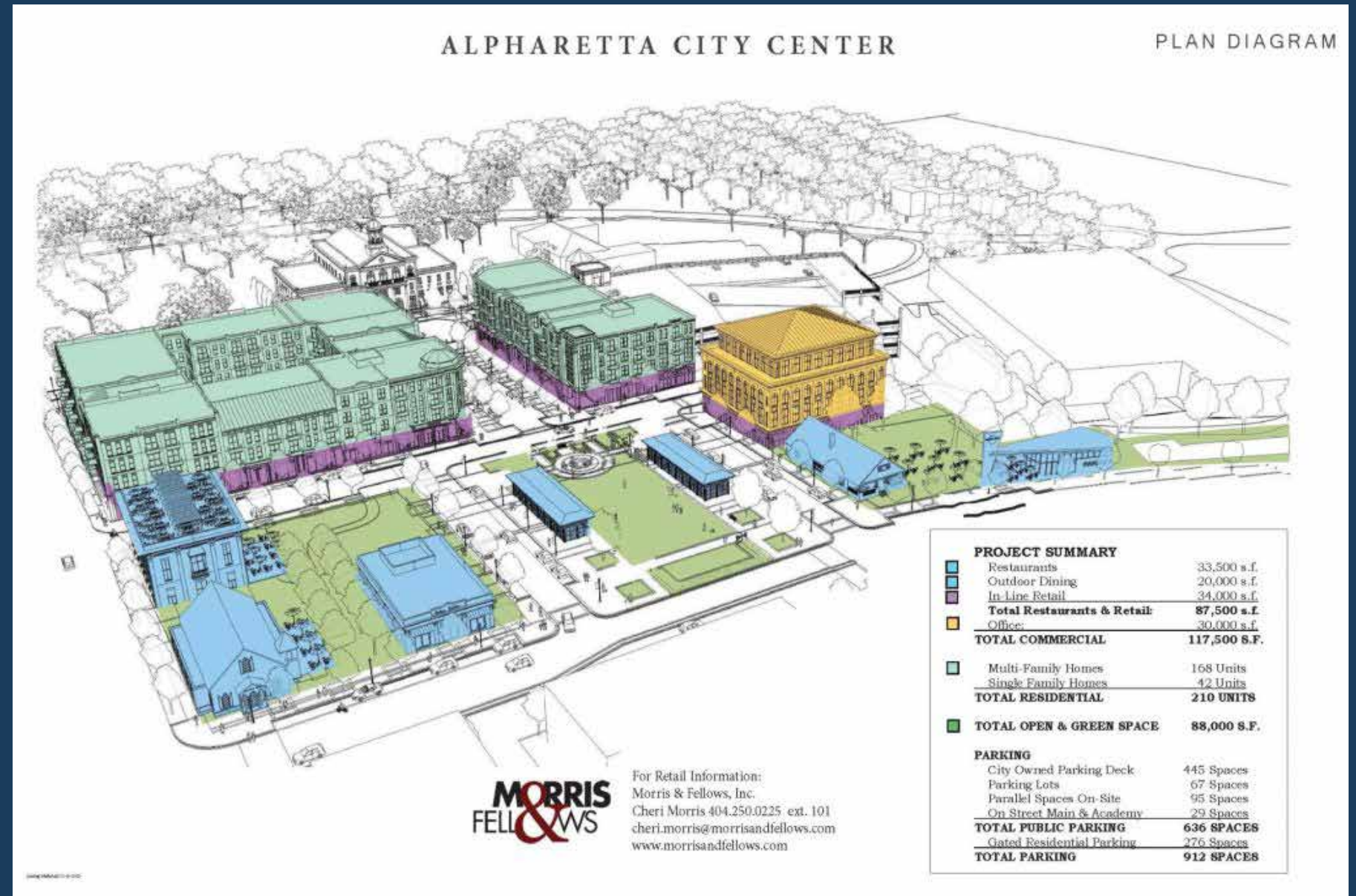
# PRELIMINARY COMPATIBILITY RULE

- **Shopfront**
  - Typically back of sidewalk
  - Shopfront building
- **Landscape**
  - Typically house or commercial house
  - Variable setback, but green
  - No parking lots
- **Wooded**



# PRELIMINARY COMPATIBILITY RULE

- **Less strict towards rear**
  - Max. height per current UDC map (typ. 2 to 3 stories)
  - Design transitions between front and back
  - Roof compatibility



# Alpharetta City Center



# Alpharetta City Center



# Alpharetta City Center



A group of people are gathered around a table in a meeting room, looking at documents and papers. The scene is dimly lit with a blue tint. The text is overlaid on the center of the image.

# Questions for you

COMFORTABLE WITH THIS APPROACH?

HOW DO WE APPLY THIS RULE TO  
AREAS W/O HISTORIC BUILDINGS OR A  
PREDOMINANT PATTERN ON THE BLOCK?

SHOULD THE RULE APPLY EVERYWHERE?

AREAS WHERE IT'S NOT NEEDED?

# TEST SITES CONCEPT PLANS

- **Legend for Map:**

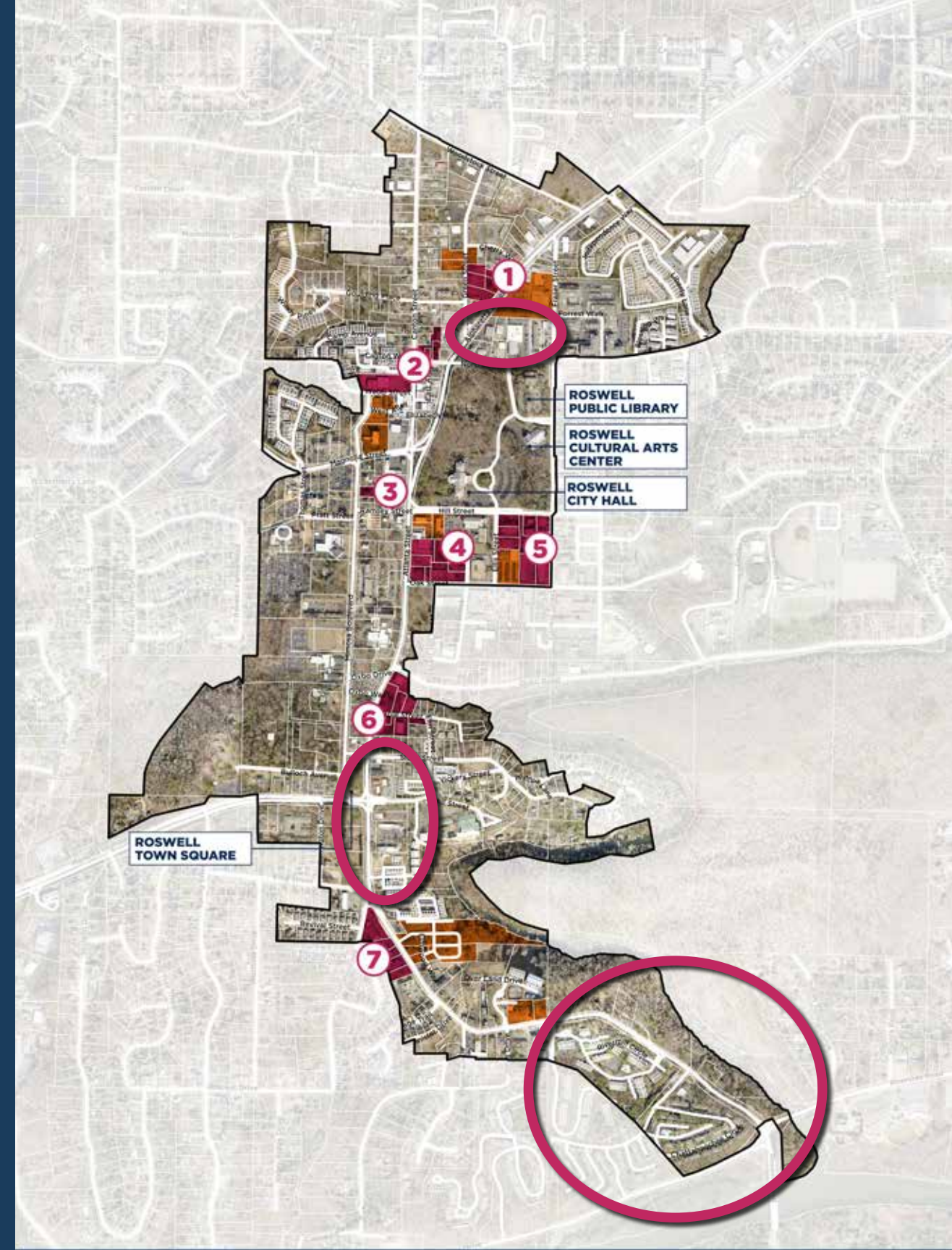
- Current Development Projects 
- Test Sites We Drew 



# TEST SITES CONCEPT PLANS

## • Legend for Map:

- Current Development Projects 
- Test Sites We Drew 
- Test Sites to Draw 





# TEST SITES

## CONCEPT PLANS

- Potential redevelopment sites
- UDC-complaint concepts that showed what is allowed **by-right** today
- Concept Plans using historic compatibility (photo, right)



A group of people are gathered around a large table in a meeting room, looking at documents and papers. The scene is dimly lit with a blue tint. The text is overlaid on the center of the image.

# Questions for you

OTHER TEST SITES TO CONSIDER?

# OTHER IDEAS

- **Promote a balanced mix of commercial uses**
  - Not just restaurants
  - More office uses
  - Grocery
- **Provide housing options:**
  - Not just townhouses
  - Aging-in-place options
  - Different prices

- **Require tree re-planting**
- **Encourage “green buildings”**
- **Improve lighting (streets and parks)**
- **Incorporate art and history**



# Next Steps

FUTURE ADVISORY COMMITTEE MEETING

DRAFT PLAN PUBLIC OPEN HOUSE

# UPCOMING *Advisory Committee #3*

**JANUARY 8TH**

- Roswell City Hall
- 7:00 PM - 8:30 PM
- Review revisions to recommendations & Draft Plan Open House format

# UPCOMING Draft Plan Open House

**JANUARY 2019 - DATE ??**

- Roswell City Hall
- 7:00 PM - 9:00 PM



Thank You!

Q&A