

# Centennial Node

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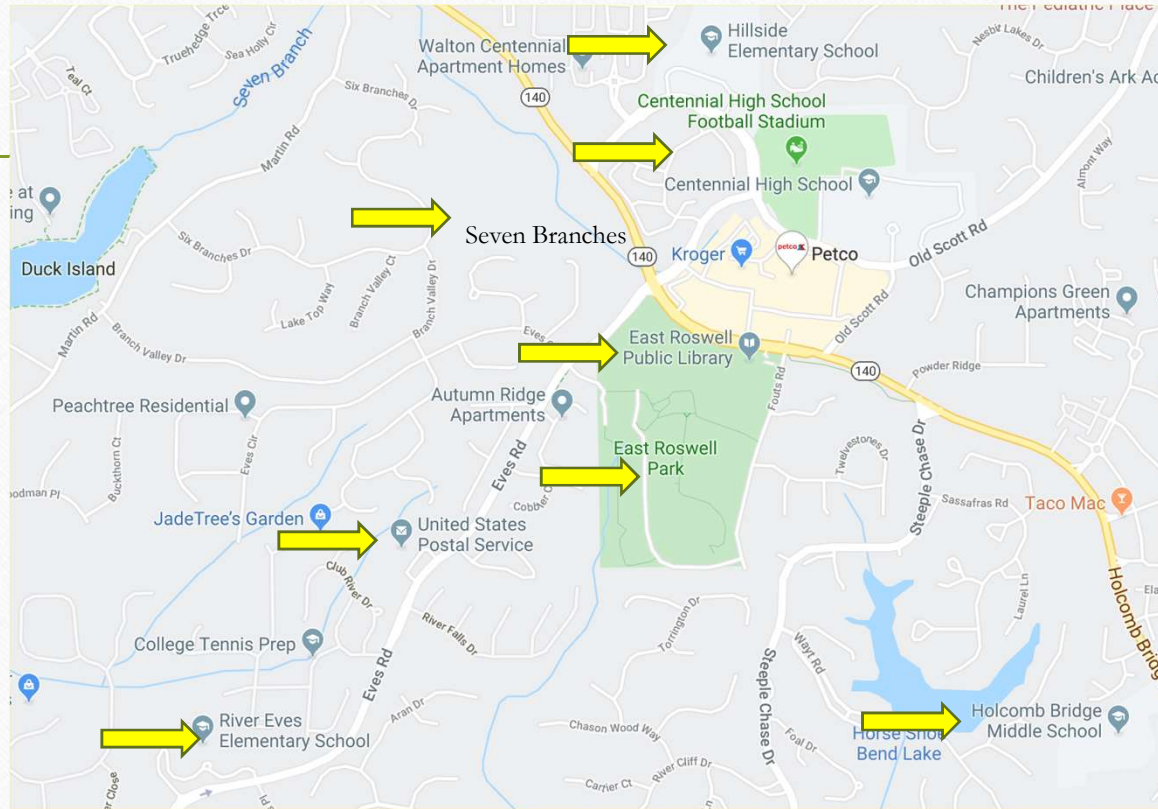


# Roswell Strengths to Build Upon

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- Parks
- Trails
- Arts
- River
- Connectivity
- Community

# Centennial Node Today



## Current zoning:

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- **CX Zoning:** is intended to provide for a variety of residential, retail, service and commercial uses. While CX- is primarily a commercial/retail district, the inclusion of residential and employment activity is strongly encouraged in order to promote live-work and mixed use opportunities. CX- implements the Highway 9/Alpharetta Highway Corridor Commercial, GA 400/Holcomb Bridge Road Node, Holcomb Bridge Road/SR 140 and Historic Area Town Center/Downtown designations on the Future Development Map of the Comprehensive Plan.

# Centennial is a mid-point, civic node

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- Serves as the mid-point for the Holcomb Bridge Corridor and serves large residential communities of varying densities on either side with many civic entities
- Within 1.5 miles
  - Library
  - 2 parks: East Roswell and Seven Branches (future)
  - 1 high school
  - 2 elementary schools
  - 1 middle school
  - 1 post office

# Feedback on what is needed

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- Community Feedback on former Kohls Site
  - Needs Destination
  - East Roswell needs a city center or community hub
  - Boutique commercial
  - Need connectivity to connect uses
- 2017 Questionnaire
  - Need for a lifestyle/community center
  - Add trails, connect sidewalks to other areas
  - Aesthetics need to be improved, more like a boulevard appeal with trees and lighting

# Feedback on what is needed (cont'd)

- **2005 Study**

- The vision for this node is a distinctive pedestrian-oriented place that includes civic structures, neighborhood-scaled retail and commercial services, and office development that reinforce the residential nature of the surrounding area.
- If mixed use is included in the zoning limitations should include limits on the total units and square footages or percentage mix of residential development allowable in the district. This approach would result in only modest increases in development in the activity area while creating the economic incentives for revitalization and removing some of the existing excess retail inventory.
- Establish the Centennial Activity Node as a community-oriented mixed-use activity center .
  - Maintain existing commercial centers with retail and services to serve neighborhood needs (grocery, etc.).
  - Promote the development of offices to complete the live-work-play equation within the Centennial Activity Node.
  - Further develop public facilities and institutions (schools, library, parks, etc.).
- Improve connectivity, multi-modal transportation options and recreation amenities in the Centennial Activity Node.
  - Improve connections between neighborhoods and public facilities by installing multi-use trails connecting HBR to East Roswell Park along Fouts Road with an at-grade crossing at the Fouts and HBR intersection.
  - Enhance existing sidewalks with additional streetscape elements such as street trees and lighting and fill in any gaps in the node's existing sidewalk network.
  - Maintain a green buffer (with bicycle and pedestrian trails) along the south side of Holcomb Bridge Road between Martin's Landing entrance and Eves Road.
  - Develop and a multi use path connecting Eves Road / Martin's Landing with East Roswell Park with a bike/ped bridge over Holcomb Bridge Road near Eves Road.



# Centennial Node of Tomorrow

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- Landscaping and streetscapes will be enhanced
- Improve Connectivity
- Create a Roswell Activity Complex which is a destination for all Roswellians and residents of surrounding cities!
- Host Special Events in this node

# Centennial Node of Tomorrow

- Improved Streetscapes

- Add landscaping, horse fencing and lighting along Holcomb Bridge, flags/décor on light posts

Figure 28: Streetscaping of HBR in Centennial Node



HBR @ Centennial Node – Current Roadway



HBR @ Centennial Node – Recommended Streetscape

# Current Sandy Springs vs East Roswell



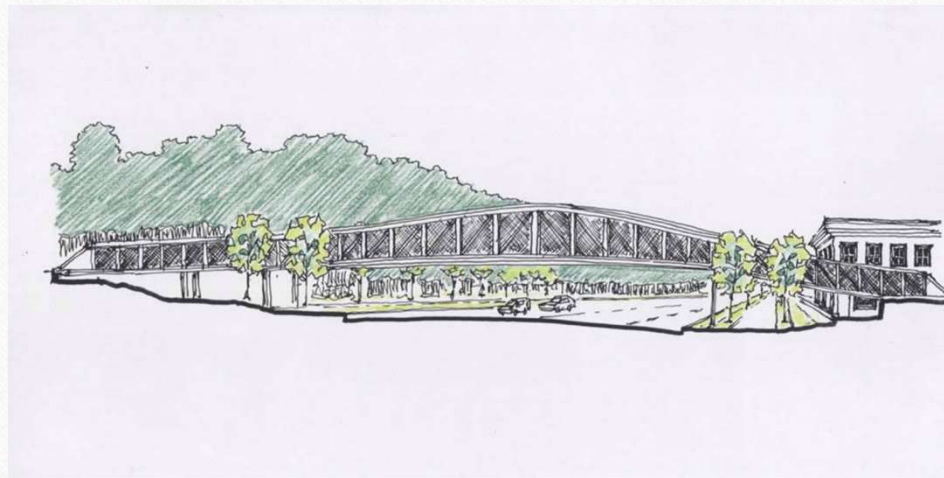
# URGENT and must be Roswell's top priority for East Roswell

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- This is the last site for opportunity to redevelop based on community and prior studies feedback
- Currently under contract with apartment developer.
- If this site is missed for the redevelopment that East Roswell residents desire and needs it will be a grave mistake.
- This opportunity requires urgent, out of the box thinking and partnership
- 90 day moratorium implemented this week for mixed use that has majority of residential units

# Centennial Node of Tomorrow

- Improved Connectivity
  - Create bridge across Holcomb Bridge Connecting the North and the South Side



# Centennial Node of Tomorrow: Create a Roswell Activity Complex

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- **Amenities to include:**

- Two multi-use party rooms adjacent to the indoor leisure pool
- Four 25-yard lap lane pool
- Dedicated Batting cages
- Children's play structure with 23-foot-tall slide
- [Beam interactive floor games](#)
- 18-hole [golf simulator](#)
- Rooms for music classes
- Room for small theatre
- 2 Indoor full-sized and half-sized synthetic field
- Indoor leisure pool with slide, zero-entry section, water table and vortex whirlpool
- Trampoline featuring 16 trampoline beds
- Lounge area with fireplace, Lego table and train table
- Specialty fitness classes such as TRX and Fit Moms
- Rock Climbing Wall
- Indoor Tennis courts and Pickleball Courts



## Centennial Node of Tomorrow

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- [https://www.youtube.com/watch?v=Klqw3L8TZmw&feature=emb\\_logo](https://www.youtube.com/watch?v=Klqw3L8TZmw&feature=emb_logo)

# Investment

## DAILY ADMISSION

Includes Pool, Play Structure and Fields if available.

	Ages	Resident	Non-Resident
Youth	1-17	\$ 6.00	\$ 7.00
Adult	18-61	\$ 7.00	\$ 8.00
Senior	62 +	\$ 6.00	\$ 7.00

## TRAMPOLINE AND DAILY ADMISSION

Includes Trampoline, Pool, Play Structure and Fields if not rented privately.

	Resident	Non-Resident
All Ages	\$ 15.00	\$ 18.00

*MAC Admission does not include Batting cages or Golf Simulator.*

## 20-PUNCH CARD\*\*

	Ages	Resident	Non-Resident
Youth	1-17	\$ 75.00	\$ 89.00
Adult	18-61	\$ 100.00	\$ 125.00
Senior	62 +	\$ 81.00	\$ 103.00

## ANNUAL PASS\*\*

*Paid in full discount shown*

	Ages	Resident	Non-Resident
Youth	1-17	\$ 289.00	\$ 361.00
Adult	18-61	\$ 467.00	\$ 584.00
Senior	62 +	\$ 311.00	\$ 405.00
Family	All	\$ 823.00	\$ 1,029.00



# Lots of Options for Funding

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- Public and Private partnership
- Impact fees
- Bonds
- Tax Incentives
- Penny Tax
- CID
- Fulton County
- Fulton County Schools
- Reinvest cash from skillet project
- Sale- Leaseback

# Recommendation

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We believe this recommendation should be included in the final report as an option to explore by Mayor and Council. It is what the citizens want and is supported by data: a destination community centered spot. It enhances Roswell's strengths of parks, trails, arts, river, connectivity, community and while this recommendation has a higher potential investment, other recommendations in the report have not considered funding, neither should this one.