

# City of Roswell Parking Deck Site Assessment

Council Presentation | 03.11.2024



**Jacobs**

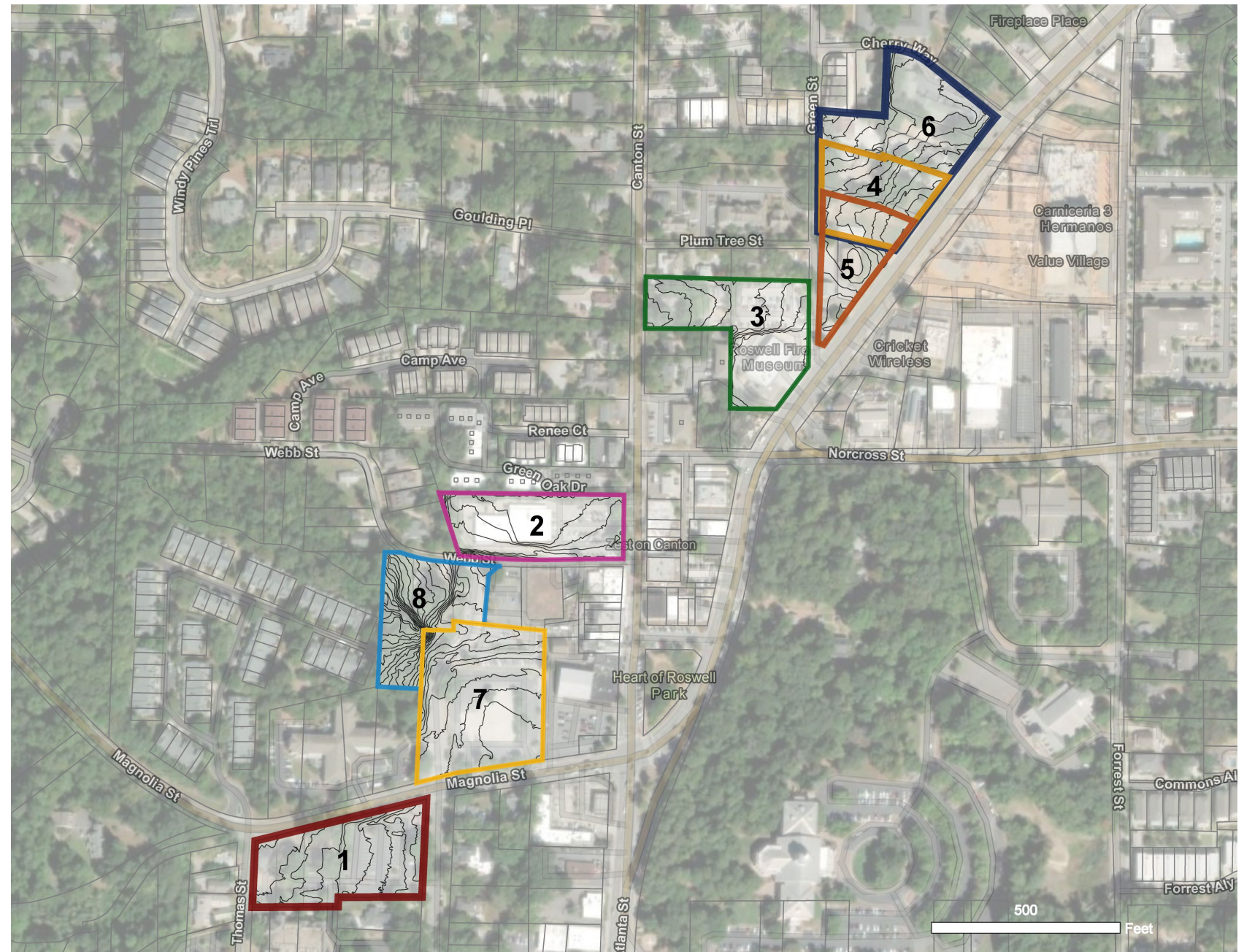
Challenging today.  
Reinventing tomorrow.

# Background

- Parking deck bond project approved by voters in November 2022
- Deck should serve Downtown/Canton Street business and restaurant district
- Property required for a multi-level parking garage, based on findings of a separate study
- City staff and officials identified 8 potential sites to be evaluated

# Candidate Sites

1. Roswell UMC
2. Historic Roswell Antiques
3. FS #21
4. Hwy 9 Assemblage
5. Hwy 9 Assemblage (S)
6. Hwy 9 Assemblage (N)
7. DDA Property
8. Historic Roswell Place



# Evaluation Process

- Each site was evaluated and scored across 3 dimensions:
  - **Physical**
    - *Can the site support development of an efficient parking garage?*
  - **Mobility**
    - *Will a garage on this site be safe and accessible, minimizing traffic impacts?*
  - **Economic Development**
    - *Will a garage on this site be well utilized by the public and effectively support downtown businesses?*
- Assessment conducted by Jacobs staff with expertise in relevant areas
  - *Did not include geotechnical analysis or design*



# Evaluation Criteria

- **Physical**

- Size
- Current Use
- Zoning
- Shape
- Vegetation
- Topography
- Safety

- **Mobility**

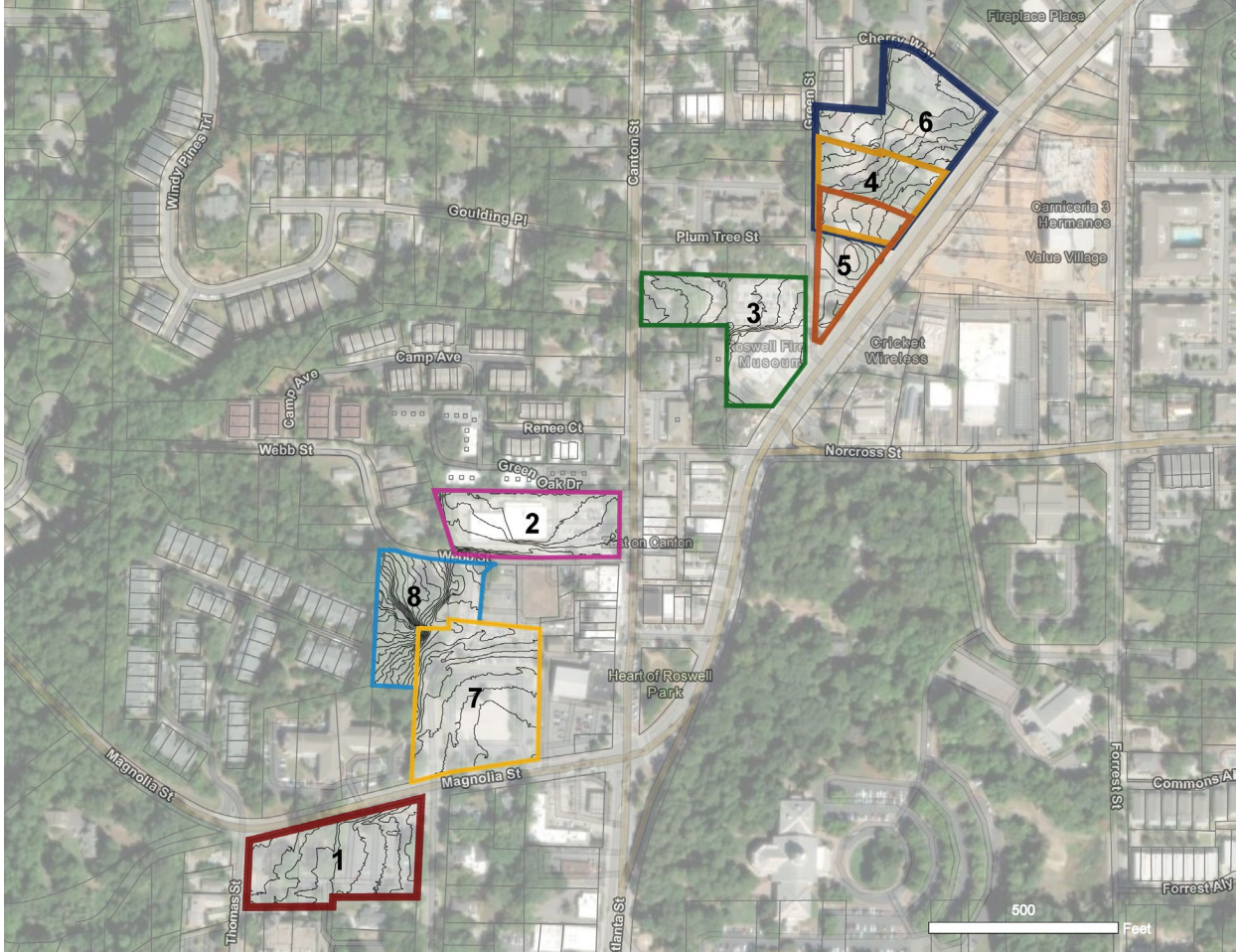
- Access
- Connectivity
- Proximity

- **Economic Development**

- Retail Density
- Visibility
- Mixed Use Potential
- Neighboring Uses
- Property Value
- Opportunity Cost
- Neighborhood Constraints

# Analysis Results

Location	Overall Assessment (PRIORITIZED)	Physical Ranking	Mobility Ranking	EcDev Ranking
Site 4	Most Preferred	1	1	2
Site 5	Most Preferred	5	2	1
Site 6	Most Preferred	2	3	3
Site 3	Acceptable	3	7	4
Site 7	Acceptable	4	4	7
Site 2	Less Preferred	6	6	5
Site 1	Less Preferred	7	5	6
Site 8	Less Preferred	8	8	8



# Key Site 4 Attributes

## Physical

- 2.4 acres, large enough to provide flexibility in design and opportunities for additional development along Alpharetta St.

## Mobility

- Provides access to new signalized intersection
- Safe pedestrian experience to Canton St. with additional connections possible

## Economic Development

- Supports potential new development along/reimagining of Green St.
- High commercial density despite distance from conventional core

