



# ROSWELL ROAD

## SMALL AREA PLAN

Sandy Springs, Georgia

FEBRUARY 2017

**The Roswell Road Small Area Plan has been prepared as an addendum to The Next Ten: Comprehensive Plan for Sandy Springs, Georgia.**

**While the Comprehensive Plan provides the overall policy framework and actions, this Small Area Plan provides a vision and an implementation path for a re-imagined Roswell Road.**



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# VISION

Roswell Road will be transformed from a primarily suburban, auto-oriented corridor—defined by strip-commercial centers and surface parking lots—into a **great multimodal boulevard that will connect vibrant mixed-use neighborhoods**. The new boulevard will serve as a strong north-south spine through the heart of the city that will reshape the image of the corridor—and the city as a whole—by establishing a safe, walkable, bicycle-friendly, transit-friendly and attractive streetscape environment.

Strategic redevelopment, incorporating a mix of land uses in compact development patterns, will create a dynamic, “live-work-play” corridor that links and protects neighborhoods and celebrates the area’s exceptional natural resources, while providing additional housing options, neighborhood amenities and job opportunities.

## PRIORITY ACTIONS

- Transform Roswell Road into a great boulevard, a human-scaled corridor with landscaped medians and enhanced places in the public realm
- Maximize opportunities along Roswell Road by identifying potential revitalization areas and redevelopment parcels as focused mixed-use nodes
- Promote residential redevelopment that supports families, including seniors, and emphasizes a variety of housing options for various income levels and housing preferences including home ownership
- Preserve quality, affordable, and workforce housing for teachers, first responders, healthcare workers and others who are essential to the community
- Connect Roswell Road to adjoining bicycle routes, paths and sidewalks to create a consistent multi-modal network and improve bicycle and pedestrian facilities on Roswell Road itself.
- Enhance gateways and promote improvement of this corridor’s visual identity as an important spine for Sandy Springs
- Create development code to guide future redevelopment

# BACKGROUND

## CHALLENGES

Roswell Road (SR 9, US 19) developed as a means to provide access from the greater Atlanta region to the northern suburbs of Atlanta before Sandy Springs became a city. As such, it has much in common with other suburban commercial corridors, with its outdated strip commercial development, parking lots that dominate the roadway character, and unsightly utility infrastructure including tall utility poles. In addition, Roswell Road is an unsafe and inhospitable environment for pedestrians, cyclists and transit users, due to narrow sidewalks close to travel lanes, long distances between street crossings, street crossings, narrow travel lanes and high volumes of traffic often traveling at higher speeds (the last of which present ongoing safety challenges even for motorists). Roswell Road lacks a sense of place and the orderly organization of land uses and built-form. Traffic congestion and poor access management are major concerns.

## OPPORTUNITIES

At the same time, the corridor has great many opportunities – it has strong neighborhoods on both sides of the corridor, great commercial establishments, including shopping, restaurants, and many green, tree-lined stretches. The City’s investment in the City Springs development will create an identifiable sense of place at the core of Roswell Road, – its social “heart.” This Small Area Plan develops these strengths in the corridor; it provides a vision and a path forward for long term redevelopment that targets the creation of identifiable mixed-use nodes and a linear public realm. The enhanced corridor will provide a diverse residential mix, an eclectic collection of shopping and restaurant clusters, and better access to jobs and recreational areas.

The plan is informed through a wide-ranging community outreach process, recommendations and lessons learned from previous plans, and best practices from around the nation.

# COMMUNITY ENGAGEMENT PROCESS

## KICK-OFF

City Council  
City Staff

## INFORMATION GATHERING

Mayor, City Council, City Manager  
Planning Commission  
Advisory Committee

## IDEA GENERATION

Roswell Road Open Studio  
Roswell Road North Business Leaders  
Roswell Road South Business Leaders



## CONCEPTUALIZATION

City Council  
Advisory Committee  
Public Workshop



## PLAN DEVELOPMENT

Roswell Road North Business Leaders  
Roswell Road South Stakeholders  
City Staff

## FINAL PLAN

City Council  
Advisory Committee  
Community Meeting



## ADOPTION

City Council

2015

JUL

AUG

OCT

2016

JAN

MAR

JUL-NOV

DEC '16

FEB '17

## OUTREACH TOOLS

Website



Social Media



Online Polls



Mobile Workshops



Festivals



## STUDY AREA

A 9-MILE CORRIDOR THROUGH THE “HEART” OF THE CITY

ROSWELL ROAD NORTH

### CITY SPRINGS

This plan does not delve into the detailed concepts, recommendations, and implementation strategies for the City Springs area; rather it focuses on the transition areas between City Springs and Roswell Road North and South. Please refer to the City Center Master Plan (including LCI Study), Streetscape Overlay and City Center Phase I Implementation Plan for details for this area.

CITY CENTER LCI BOUNDARY

ROSWELL ROAD SOUTH

## PREVIOUS PLANS & RECOMMENDATIONS

Sandy Springs Becomes City

2005

Sandy Springs Comprehensive Plan

2007

The plan establishes a vision for Roswell Road to be redeveloped into a pedestrian friendly, mixed use corridor anchored by civic and institutional land uses in the City Center. The vision for the corridor includes a live/work, dense residential environment with transportation improvements to promote walking and biking.

Roswell Road Corridor LCI Study

2008

The plan provides recommendations to improve the Roswell Road Corridor as a mixed use, mixed income Main Street for the City. The plan also recommends establishing live/work nodes along Roswell Road and developing a multimodal network between each node.

Roswell Road Redevelopment Area Plan (Draft)

2010

The plan identifies properties in the Roswell Road corridor that are in need of redevelopment due to vacancy, dilapidation and other substandard qualities. The plan proposes a live/work mix of uses to replace redeveloped properties.

Sidewalk Master Policy

2010

The Policy lays out four methods for implementing sidewalk construction throughout the City: CIP Sidewalk Program implements sidewalks per the City's Comprehensive Transportation Plan; Developer Required Sidewalks are installed whenever a land disturbance or building permit is issued for a property; Pedestrian Access Sidewalk Program installs small scale connections between residential neighborhoods and pedestrian destinations; Neighborhood Sidewalk Program provides sidewalks along the local neighborhood roads, which are not considered in the Comprehensive Transportation Plan because of their low functional classification.

City Center Master Plan

2012

While the City Center Master plan primarily deals with the future City Center, the portion of Roswell Road south of Abernathy Road is included in the plan as a “North Gateway” to City Center. The plan calls for improved pedestrian accommodations as well as the accommodation of certain auto-oriented businesses that would ideally be shifted out of City Center's more walkable urban environment.

Roswell Road Corridor LCI Study (Update)

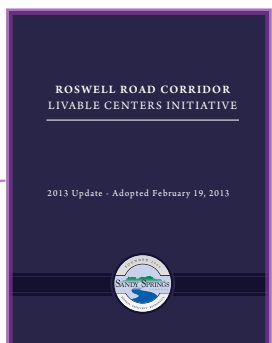
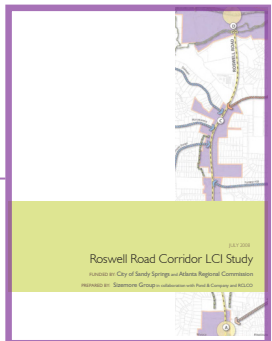
2013

This update on the Roswell Road Corridor LCI study from 2008 showed that the City had made significant progress in the corridor, with 6 of 10 priority projects progressing forward.

Bicycle, Pedestrian and Trail Implementation Plan

2014

The plan recommends improving connectivity between neighborhoods and destinations, and the expansion of existing bicycle and pedestrian infrastructure. City Center is identified as a primary destination in the city, and the northern and southern portions of Roswell Road are vital connections for residents in surrounding neighborhoods to access City Center.



# ASSETS TO BUILD ON



Typical Commercial Strip Center along Roswell Road

## CITY'S PRIMARY COMMERCIAL SPINE

Diversity of retail and restaurants  
Destination shopping centers, such as Prado and The Exchange at Hammond



A View of the City Springs Development

## LOCATION OF CITY SPRINGS - CITY'S EVOLVING CORE

Inviting public gathering spaces  
Mix of uses - retail, restaurant, office, residential  
Performing arts center



Single-Family Neighborhood

## ACCESS TO STRONG NEIGHBORHOODS

Mature and large lot single-family residential  
Affluent neighborhoods  
Good multi-family residential areas

## REGIONAL ACCESS & MOBILITY

Extends nearly 10 miles throughout the entire City of Sandy Springs  
Benefits from City's investment in adaptive signal infrastructure and traffic management capabilities  
Direct connections to Roswell and Atlanta



Tree Canopy and View Corridor

## PROXIMITY TO NATURAL RESOURCE AREAS

Chattahoochee River, Overlook Park, Abernathy Greenway, Morgan Falls dam, numerous stream corridors  
National Park Service lands  
Mature tree canopy and rolling landscape



Overlook Park

## CLOSE TO CULTURAL RESOURCES

Heritage Sandy Springs Museum  
Sandy Springs Civil War Tour



Heritage Sandy Springs Museum

# ROSWELL ROAD TODAY



MARKET UNDERSTANDING

ROSWELL ROAD NORTH

STRENGTHS

- Primary north/south corridor along with GA 400
- Wide range of land uses

CHALLENGES

- Traffic problems due to limited street grid and GA 400 congestion; auto-oriented corridor
- Aging stock of retail spaces and apartment complexes
- Not receiving much investment currently
- Crime and perceptions of crime
- Long stretches of a single use (i.e., multifamily or retail)
- Buildings set far back from road
- Inhospitable pedestrian realm and lack of bike infrastructure
- State controls Roswell Road, limiting the city's ability to lower speed limits or make other changes to the road itself
- Shallow lot depths and topography limit development potential

OPPORTUNITIES

- Redevelopment of aging apartments, shopping centers and crime prone areas
- Coalescence of community support for redevelopment
- Better serve the retail needs of the nearby protected neighborhoods in/near the small area plan boundary (e.g., Huntcliff and Grogan's Bluff)



Roswell Road North

POPULATION

**7,561**

HOUSEHOLD OWNERSHIP

**31%** OWNERS

RENTERS

**69%** RENTERS

MEDIAN AGE

**34.4**

MEDIAN HOUSEHOLD INCOME

**\$51,331**

MEDIAN HOUSEHOLD SIZE

**1.92**

MEDIAN HOME VALUE

**\$339,877**

USES	2015	2015- 2035
	EXISTING	TOTAL ADDITIONAL DEMAND PROJECTED FOR SMALL AREA
Office Space	1,725,070 SF	211,900 SF
Retail Space	1,554,603 SF	132,400 SF
Multifamily Units	3,260	1,020
For-Sale Single-Family	N/A	0
For-Sale Condominiums	N/A	90
For-Sale Townhomes	N/A	130

Data has been generated based on the boundary of Roswell Road North shown on page 10  
Source: RCLCO Small Area Plan Market Analysis, 2010 Census, 2015 Census Estimates, ESRI (2015), CoStar (2015)  
This analysis did not count the existing stock of for-sale housing units in the Roswell Road South boundary. The projected new housing units are based on a share of projected citywide household growth. Within the table, "N/A" reflects lack of good data source/s to count existing owner-occupied units within the detailed study boundaries of this small area plan.

MARKET UNDERSTANDING

ROSWELL ROAD SOUTH

STRENGTHS

- Primary north/south corridor along with GA 400
- Attracting more developer interest than North Roswell Road (e.g., Gateway Sandy Springs)
- Adjacent to Buckhead
- Multiple land uses

CHALLENGES

- Traffic problems due to limited street grid and GA 400 congestion; auto-oriented corridor
- Competes with the mall area for retailers
- Fairly developed; minimal under-developed parcels to continue redevelopment efforts
- State controls Roswell Road, limiting the city's ability to lower speed limits or make other changes to the road itself

OPPORTUNITIES

- Redevelopment of aging apartments and shopping centers
- Continuous sidewalk connectivity
- Connection to area assets such as Chastain Park



Roswell Road South

USES	2015	2015- 2035
	EXISTING	TOTAL ADDITIONAL DEMAND PROJECTED FOR SMALL AREA
Office Space	480,451 SF	84,700 SF
Retail Space	1,098,349 SF	147,200 SF
Multifamily Units	3,523	1,540
For-Sale Single-Family	N/A	290
For-Sale Condominiums	N/A	170
For-Sale Townhomes	N/A	130

Data has been generated based on the boundary of Roswell Road South shown on page 10  
Source: RCLCO Small Area Plan Market Analysis, 2010 Census, 2015 Census Estimates, ESRI (2015), CoStar (2015)  
This analysis did not count the existing stock of for-sale housing units in the Roswell Road South boundary. The projected new housing units are based on a share of projected citywide household growth. Within the table, "N/A" reflects lack of good data source/s to count existing owner-occupied units within the detailed study boundaries of this small area plan.

POPULATION

**8,422**

HOUSEHOLD OWNERSHIP

**29%** OWNERS

RENTERS

**71%** RENTERS

MEDIAN AGE

**30.2**

MEDIAN HOUSEHOLD INCOME

**\$48,334**

MEDIAN HOUSEHOLD SIZE

**2.72**

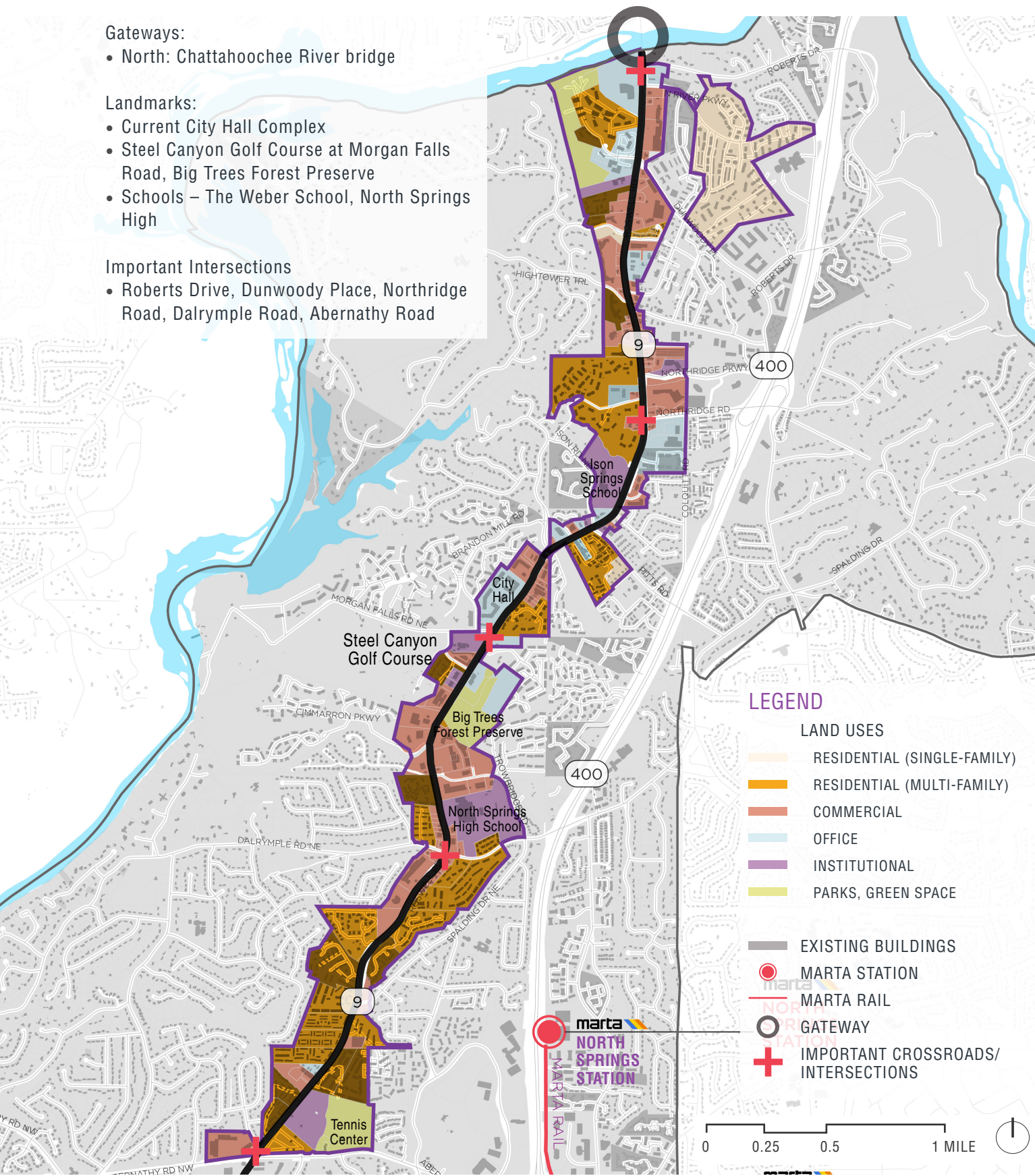
MEDIAN HOME VALUE

**\$542,380**

EXISTING LAND USE

ROSWELL ROAD NORTH

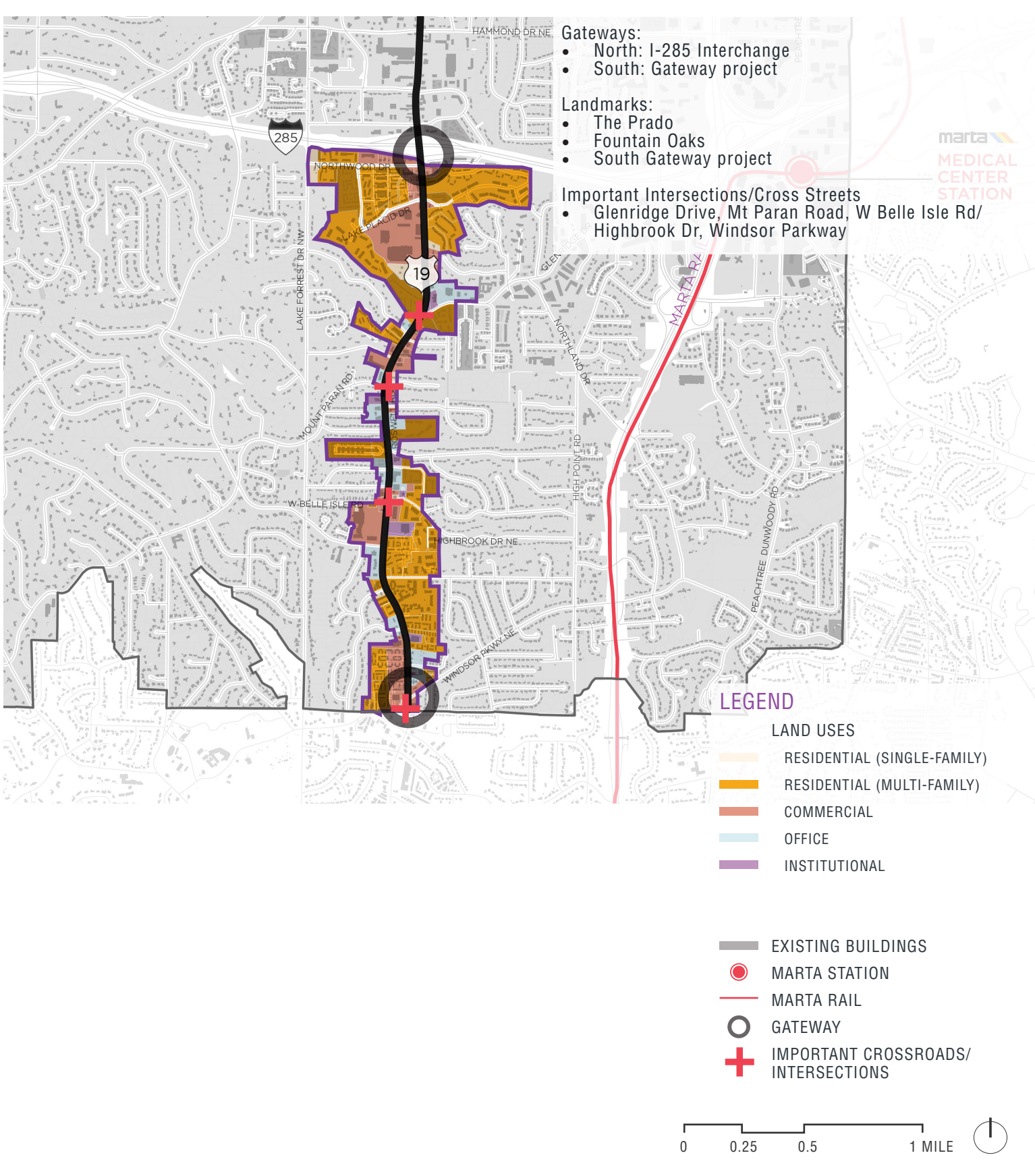
- Gateways:
- North: Chattahoochee River bridge
- Landmarks:
- Current City Hall Complex
  - Steel Canyon Golf Course at Morgan Falls Road, Big Trees Forest Preserve
  - Schools – The Weber School, North Springs High
- Important Intersections
- Roberts Drive, Dunwoody Place, Northridge Road, Dalrymple Road, Abernathy Road



EXISTING LAND USE

ROSWELL ROAD SOUTH

- Gateways:
- North: I-285 Interchange
  - South: Gateway project
- Landmarks:
- The Prado
  - Fountain Oaks
  - South Gateway project
- Important Intersections/Cross Streets
- Glenridge Drive, Mt Paran Road, W Belle Isle Rd/Highbrook Dr, Windsor Parkway



# CORRIDOR CHARACTER

## ROSWELL ROAD NORTH



Characterized by Rolling Topography and Mature Tree Canopy

# CORRIDOR CHARACTER

## ROSWELL ROAD SOUTH



Commercial Lots with Continuous Curb-Cut along Roswell Road



Existing Townhomes



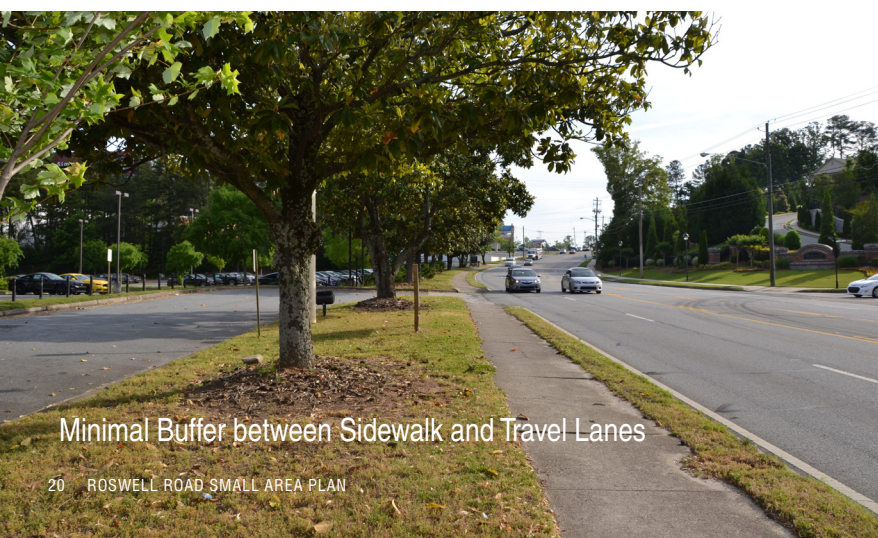
Existing Auto-Oriented Uses



Presence of High Voltage Transmission Lines



Unsightly Utility Infrastructure



Minimal Buffer between Sidewalk and Travel Lanes



Commercial Uses with Large Setback



Absence of Buffer between Sidewalk and Travel Lanes, Lack of ADA Transitions

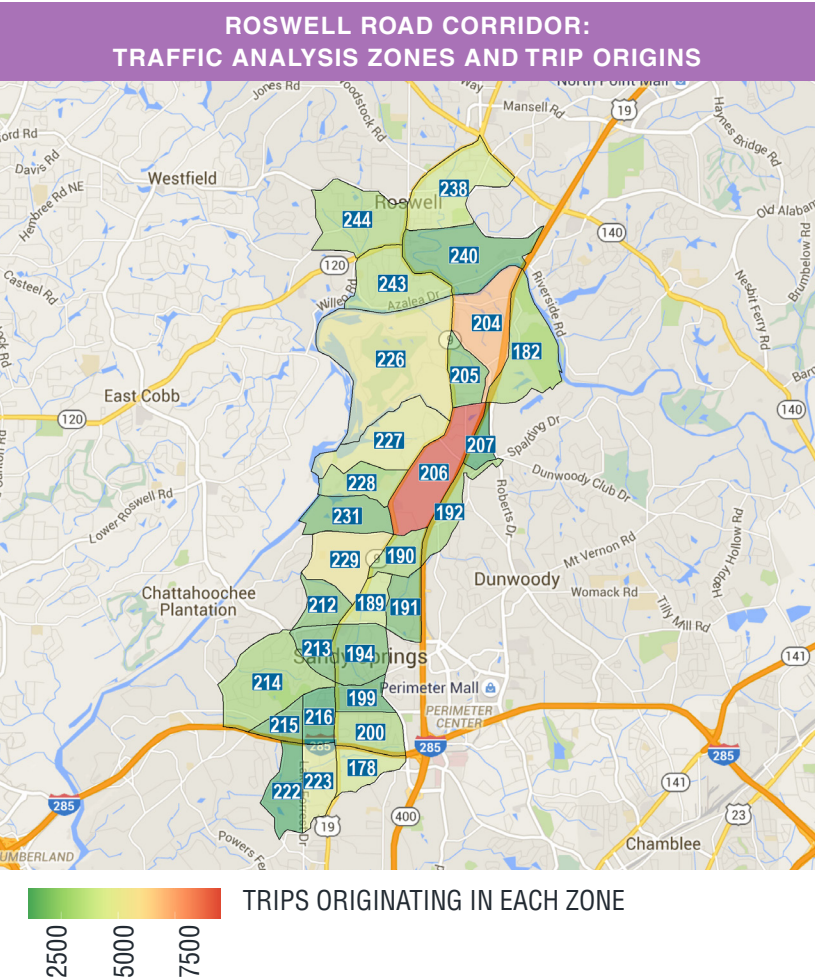


Sidewalk Discontinuity, Limited Crossing Opportunities across Roswell Road

Roswell Road is Sandy Springs’ primary transportation surface street and serves as its spine for its more than nine miles through the city. According to findings of the US Department of Transportation’s National Household Travel Survey, half of the trips in the United States can be completed within a 20-minute bike ride, and a quarter of trips are achievable within a 20-minute walk. However, the vast majority of these short trips are taken by private vehicles today, both in Sandy Springs and the nation overall, due in large part to the lack of mobility options provided. Providing safe and convenient infrastructure enables more people to choose bicycling or walking for short trips and for longer trips when combined with an accessible public transportation system. Additionally, where bicycling and walking modes are encouraged and promoted, communities reach a richer and denser mix of

residences and businesses. Subsequently this can lead to the increase in shorter trip distances for all modes including those who drive.

Analysis of the Roswell Road corridor using observed traffic data and the Atlanta Regional Commission regional travel demand forecasting model shows that of all of the trips generated along the Roswell corridor, an amount equal to over10 percent of the all of the corridor’s trips are three miles or less. These are trips that could feasibly be taken by another mode of travel if options were provided, if the corridor were more walkable, or if streets were better connected. This points to a great opportunity for the corridor, but also underscores many of its challenges, especially the limited degree of street network to allow a more walkable connection between the Roswell corridor itself and nearby residential neighborhoods.



Data from the Atlanta Regional Commission travel demand model illustrated for the Roswell Road Corridor. The colors in each zone indicate the number of trips along the Roswell corridor that originate in that zone and that terminate in another part of the corridor. Each of these zones produces at least 2,000 trips per day to somewhere else in the general Roswell corridor, suggesting that if options for travel were enhanced, many of these trips (up to 90 percent of which are made in vehicles today) could be made by non-vehicular modes.

The tables below provide a summary of these trips and their distribution by length. Overall, the greater Roswell Road corridor (shown in the map on the previous page) includes over 14,000 trips of three miles or less, which accounts for a substantial portion of the corridor’s overall travel. This greater Roswell corridor accounts for nearly three-quarters of all trips made in the City—in part due to the majority of the City’s retail and commercial uses

located along it. With a conversion of even a portion of these trips into non-driving travel modes, the City could help to reduce overall driving travel demand on the corridor. This preserves capacity for appropriate development within Sandy Springs (thus helping to ensure that Roswell Road’s capacity is used in a way that serves City residents and businesses, not only motorists passing through) and allows the City to achieve its objectives of a more reliable transportation system that allows modal choice.

ROSSELL ROAD CORRIDOR

Trip Type	Trip Distance Category	Number of Trips
Home-Based, Non-Work Trips from the Corridor	0-3 miles	10,953
	3-5 miles	16,857
	> 5 miles	71,584
	Total	88,441
Home-Based Work Trips from the Corridor	0-3 miles	3,578
	3-5 miles	5,210
	> 5 miles	29,727
	Total	34,937
These Trips Combined	0-3 miles	14,531
	3-5 miles	22,067
	> 5 miles	101,311
	Total	123,378

The Roswell Road corridor in total produces over 120,000 trips on an average weekday. Not all of these use Roswell Road for its entire length through Sandy Springs, though as one of the City’s primary network streets many of these trips use Roswell Road for at least some portion.

Trips feasible by other modes

The Roswell Road Small Area Plan discusses ways to capture a greater share of these shorter trips from drive-alone personal vehicle travel and connect the corridor’s surrounding neighborhoods to current community-serving land uses and the new centers of activity that are possible through redevelopment. This is a key means of contributing to a reduction in peak-hour travel, especially for short trips, that is also emphasized in the Next Ten Comprehensive Plan and the Perimeter Center Small Area Plan.

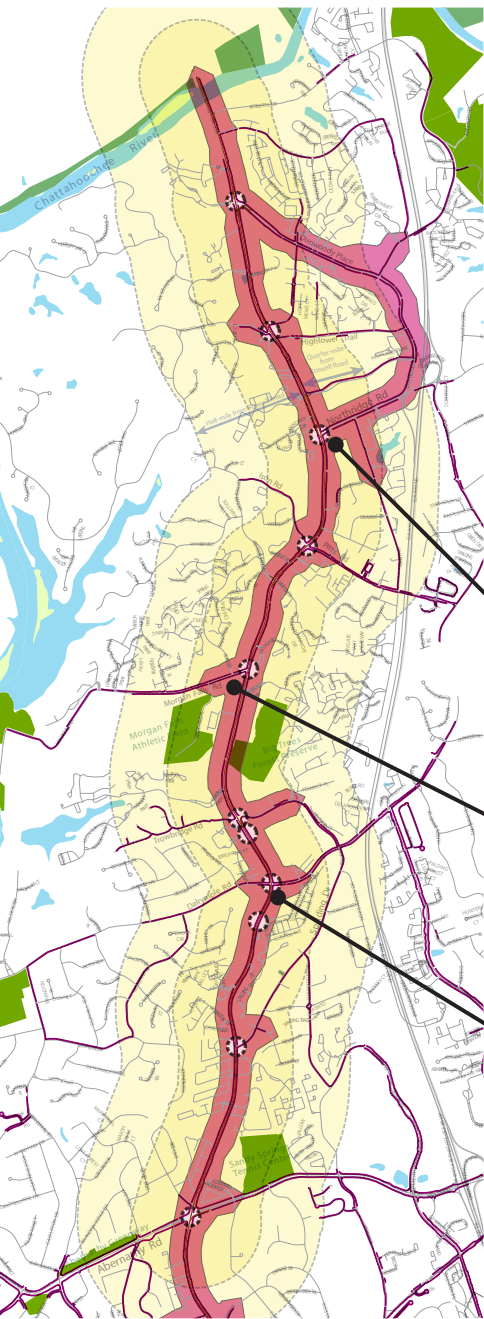
CITY OF SANDY SPRINGS

Trip Type	Trip Distance Category	Number of Trips
Home-Based, Non-Work Trips	0-3 miles	25,667
	3-5 miles	32,178
	> 5 miles	87,973
	Total	120,152
Home-Based Work Trips	0-3 miles	7,509
	3-5 miles	9,411
	> 5 miles	39,743
	Total	49,154
These Trips Combined	0-3 miles	33,176
	3-5 miles	41,589
	> 5 miles	127,716
	Total	169,306

Trips feasible by other modes

SOURCE: Atlanta Regional Commission Travel Demand Forecasting Model

ROSWELL ROAD NORTH



The North Roswell Road corridor (from Abernathy Road north to the Chattahoochee River) features the same general street section (two travel lanes per direction with a continuous, two-way left turn lane) as in other parts of the City, but as this part of the corridor has developed in a different pattern, the road has fewer signalized intersections, larger parcels with direct frontage onto Roswell Road, and a greater amount of topography and curves that limit sight distance. The relatively low number of signals allows vehicles to accelerate without interruption and for average travel speeds along the corridor to increase; while this is beneficial for travel time along the corridor, it presents challenges for pedestrians, cyclists, and even motorists making turns onto Roswell Road at unsignalized intersections and driveways. Nevertheless, this portion of Roswell Road is the most complete typical section of anywhere in the City, with full sidewalks on both sides of the street in nearly all of the corridor and protected pedestrian crossings at intersections.

Northridge Road Corridor

Local street network can help to support redevelopment and add connection opportunities to a future MARTA station. This allows for added density to take advantage of the MARTA transportation options and rely less on Roswell Road alone for access.

Morgan Falls/Roswell Road

This is an opportunity for expansion of both sidewalk and streetscape on Roswell Road in the near term, especially with City Hall's relocation to the City Springs area.

Dalrymple/Roswell Road

With one of the largest potential development sites on the corridor next to the intersection, added street network can serve new development by separating local and through traffic and adding network to help process turning traffic.

ROSWELL ROAD NORTH

TOTAL CORRIDOR LENGTH

**5.0** miles - Abernathy Road to Chattahoochee River

DAILY TRAFFIC

**26,000 - 32,000** vehicles per day (ADT)

CORRIDOR LENGTH WITH SIDEWALKS

**98%** sidewalk coverage

TRAFFIC SIGNAL SPACING

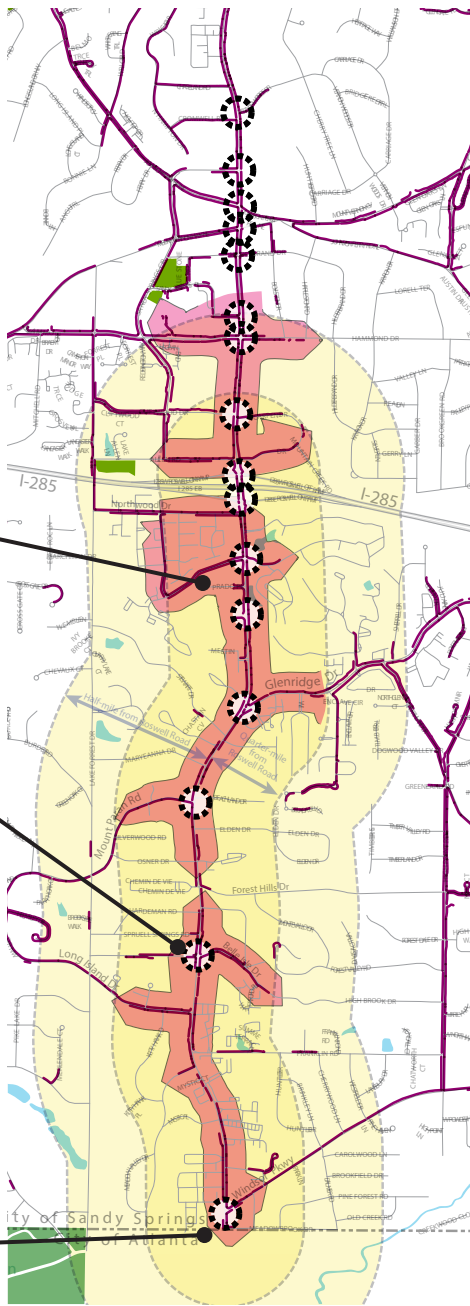
**2** signals per mile

TRANSIT RIDERSHIP ON THE CORRIDOR

**1,900** boardings per day

The diagrams on this and the following page illustrate the current distances along existing sidewalks accessible within a 5-minute walk (1/4-mile) from Roswell Road. Because relatively few of the streets adjoining Roswell Road have complete sidewalks, this walking distance is limited largely to the road itself. However, the actual distance of one-quarter mile is often much greater and connects with numerous surrounding residential communities. By extending connections, even if only for bicycles and pedestrians, between Roswell Road and surrounding neighborhoods, a much greater area could be within a walkable reach of the businesses and community-serving uses of Roswell Road.

ROSWELL ROAD SOUTH



From the City Springs district south, the Roswell Road corridor features a pattern of generally smaller parcels and more frequent spacing of streets. Because of the lot size characteristics of this area, the road also has many more driveway access points than in the Roswell Road North corridor.

From I-285 to the Atlanta-Sandy Springs boundary, Roswell Road features the same typical cross sections between curbs as in other parts of the City (two travel lanes per direction with a two-way left turn lane), although portions of the street lack sidewalks on both sides—or on any side at all in limited areas.

Northwood Drive-Prado Shopping Center

This is an example of an expanded streetscape on Roswell Road provided with the Prado redevelopment. Continued development along this part of the corridor can address critical streetscape gaps in place today, as well as enabling the City to pursue other potential pedestrian connections, such as across I-285 following the Sandy Springs Circle alignment.

ROSWELL ROAD SOUTH

TOTAL CORRIDOR LENGTH

**2.3** miles - I-285 to Sandy Springs-Atlanta boundary

DAILY TRAFFIC

**31,000 - 37,000** vehicles per day (ADT)

CORRIDOR LENGTH WITH SIDEWALKS

**80%** sidewalk coverage

TRAFFIC SIGNAL SPACING

**3** signals per mile

TRANSIT RIDERSHIP ON THE CORRIDOR

**1,500 - 1,800** boardings per day

Belle Isle/Roswell Road

This part of the corridor already has a series of intersecting side streets at regular distances (around 300 feet), pointing to opportunities for access management and median placement. Land redevelopment along other sections of Roswell Road should be guided to add similar cross-streets and, in sections of the corridor where it can fit, local streets parallel to Roswell Road. These provide local traffic alternatives to Roswell Road itself.

Short-Term Connections

There are many sidewalk gaps along Roswell Road itself. There should be a focus on connecting these in the short term to provide safe, continuous pedestrian passage.

Data Sources:  
Corridor Length, Sidewalk Coverage and Signal Spacing: City of Sandy Springs GIS data  
Daily Traffic: Georgia Department of Transportation, average daily traffic counts (2012-2015)  
Transit Ridership: MARTA Ridership Data, 2014

# TRANSPORTATION

## TRANSIT

MARTA currently provides bus service along the Roswell Road corridor, carrying among the highest ridership in the system on Route 5 south of Hammond Drive—approximately 4,500 passengers are served on the entire route between Dunwoody and Lindbergh rail stations, with approximately half of these using the corridor within Sandy Springs.

However, the corridor’s overall transit service is challenged in that one route does not serve Roswell Road continuously. Routes 5 and 87, the primary local services along Roswell Road, each terminate at the Dunwoody station and continuous service along Roswell Road require a transfer between two buses. In addition, service frequency between these two routes does not match, meaning that riders already needing to make this transfer between the routes may also be subject to long wait times between buses.

Although these route patterns have historically served longer-distance commuting patterns, where local bus routes that ‘feed’ into rail lines provide faster service, they do not address potential needs for travel along the Roswell Road corridor itself, especially to get to destinations on either side of the City Springs district where Roswell Road’s two routes turn toward the Dunwoody MARTA station.

MARTA has recognized the opportunity to modify service to better respond to corridor needs, and through its 2016 Comprehensive Operations Analysis has proposed enhanced bus service along the Roswell Road corridor from the north end of Sandy Springs into the City of Atlanta (connecting to MARTA rail stations in Buckhead). Although service may still feature connections to the Dunwoody rail stations, proposed increases in service frequency and enhancements to transit stops are expected to improve the experience for transit riders.



# THE PLAN

**The primary vision for Roswell Road is to transform it into a pedestrian and bike friendly “boulevard”** with landscaped medians, tree-lined landscaped lawns providing buffers between pedestrian/bikes and automobile travel lanes, and continuous sidewalk connectivity along the corridor.

**East-west connectivity** is a vital element of the concept for improved access to commercial properties from residential neighborhoods on either side of Roswell Road as well as to the valuable natural resource areas, including the Chattahoochee River, National Park Service lands, city parks, recreation areas and an expanded PATH400 trail system.

**The creation of “nodes,” walkable, mixed-use activity centers also contribute to the vision of repositioning Roswell Road.**

The nodes will act as “moments” or special places to experience while walking, biking, driving or taking transit along the corridor. Three major nodal areas have been identified – the northern river area in Roswell Road North, City Springs in the core, and the area south of I-285 along Roswell Road South. New development and redevelopment in these areas should focus on a mix of uses with residential, retail, restaurants, and office, and should promote enhanced connectivity to adjacent areas. The Next Ten initiative will generate zoning/code to guide site development and building form.



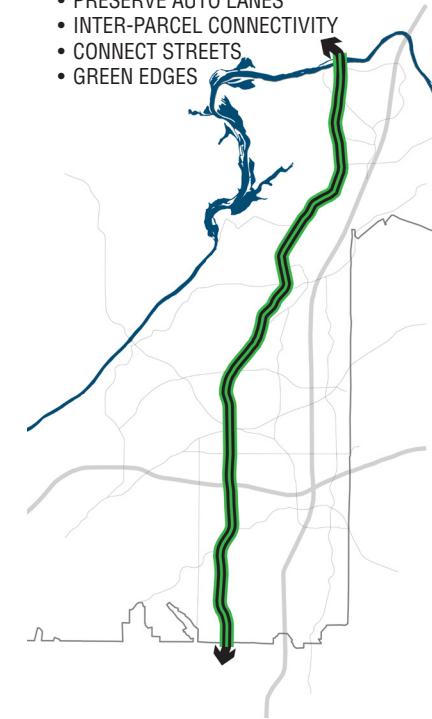
## THEMES

- Create a great boulevard as the city's major north-south spine, with landscaped medians, enhanced sidewalk and landscaping that will provide buffer between pedestrians and bicycles and vehicle travel lanes, all while continuing to use the City's existing investments in traffic control infrastructure to maintain efficient traffic flow
- Connect the sidewalks/sidepaths to create a consistent multi-modal network of pedestrian and bike connectivity along Roswell Road as well as to and from residential neighborhoods on both sides
- Develop mixed-use nodes and improved commercial area redevelopment to create identifiable places along the corridor
- Establish a land assemblage strategy in order to create larger (impactful) redevelopment areas and the ability to share resources such as parking facilities
- Promote residential redevelopment along the corridor to provide diverse housing products for a mixed income demographic of the community
- Promote trail connectivity along natural resource areas including stream corridors connecting parks, the Chattahoochee River, the PATH 400 extension, residential neighborhoods and commercial destinations
- Align access to streets and development sites on both sides of Roswell Road to increase traffic safety on the corridor
- Promote interconnectivity between adjacent parcels as a short-term measure, prior to larger-scale corridor redevelopment projects, to manage direct access onto Roswell Road and reduce the amount of turning traffic
- Enhance gateways and promote improved visual identity - better signage, branding elements, public art, pedestrian scale lighting, landscaping and consistent tree canopy to create a unified visual identity
- Create a development code to guide future redevelopment consisting of standards for building form, height, massing, transparency and modulation of façade, buffering and setback along Roswell Road, transition area standards, landscaping requirements, parking standards, etc.

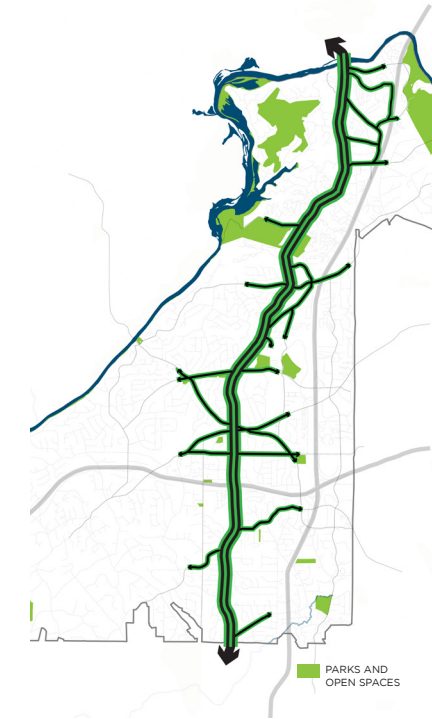
## CONCEPT FRAMEWORK

### 1. CREATE A GREAT BOULEVARD ALONG ROSWELL ROAD

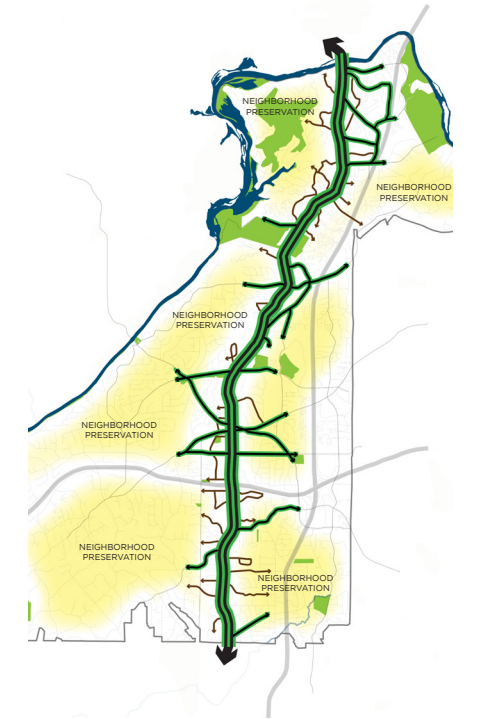
- LANDSCAPED MEDIAN
- PRESERVE AUTO LANES
- INTER-PARCEL CONNECTIVITY
- CONNECT STREETS
- GREEN EDGES



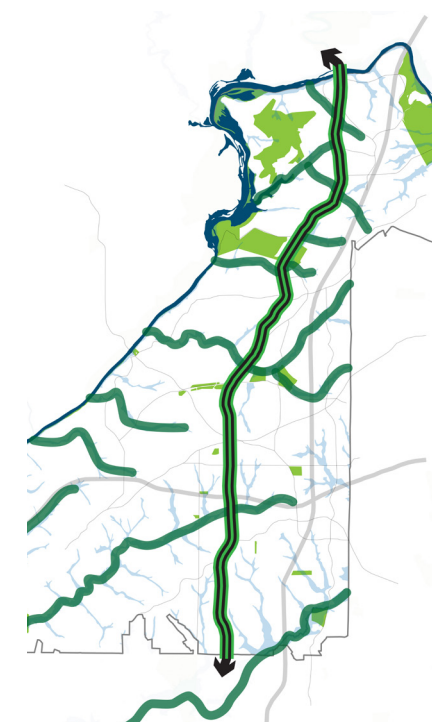
### 2. CREATE EAST-WEST GREEN STREET CONNECTIONS



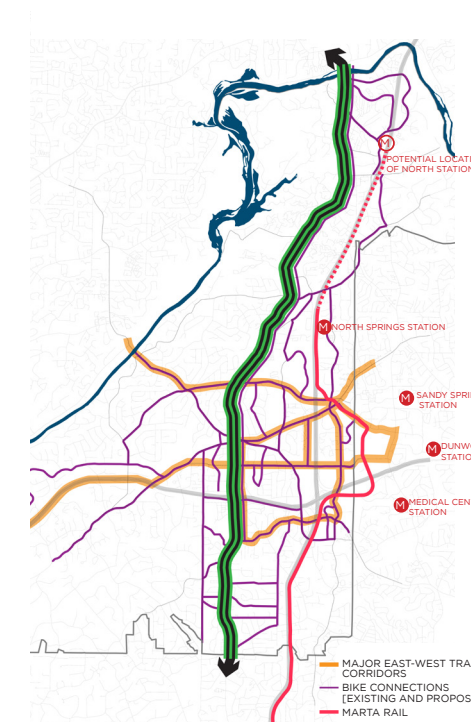
### 3. CONNECT PROTECTED NEIGHBORHOODS WITH SECONDARY STREETS



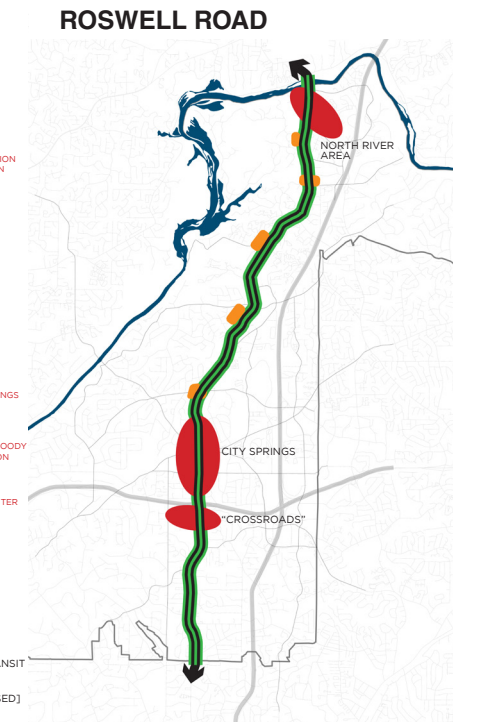
### 4. CONNECT WITH EAST-WEST GREENWAYS



### 5. CONNECT WITH MULTI-MODAL CORRIDORS & MARTA



### 6. CREATE UNIQUE NODES/ REVITALIZED AREAS ALONG ROSWELL ROAD



## ROSWELL ROAD - THE BOULEVARD

The concept of enhanced Roswell Road is based on creating a great boulevard that will act as the central spine or connective tissue through the heart of the community, connecting the community fabric on either side of the corridor.

Roswell Road will be a complete street, or one where all users have been accommodated with careful street design balanced with the constraints and opportunities of the surrounding community context, encouraging walking and biking in addition to driving and riding on buses along the corridor. The existing land use character of Roswell Road is diverse; the boulevard will connect the varied land uses and create nodal development opportunities for positive change, that will be incentivized by the improved character of the corridor, both functionally and aesthetically.

The main premise of the boulevard concept is to retain the existing travel lanes and allow the City to begin preparing for the corridor's transformation through proactive access management and median placement. This allows the boulevard's transformation to begin in small steps without a need for programming

costly and complex road reconstruction projects. Landscaped medians are a key means of achieving safer pedestrian crossings, management of traffic speed and turning movements, and overall aesthetic enhancement of the corridor. The streetscape and the public realm along both sides of the boulevard will have distinctive landscape buffers between the travel lanes and the pedestrian-bike lanes. The public realm areas will also have continuous connectivity along its entire length that will provide access not only to adjoining land uses but also to neighborhoods and business areas on both sides of the boulevard.

This will require ongoing dialogue and coordination with the Georgia Department of Transportation to ensure that corridor enhancements align with accepted design standards and to ensure that near-term enhancements allow the corridor's further transformation through future capital projects.

## CREATING THE BOULEVARD

The central transportation strategy for Roswell Road is to transform it into a more pedestrian and bicycle-friendly thoroughfare supported by an enhanced network of local intersecting streets. The purpose of this is two-fold: to allow neighborhoods adjacent to Roswell Road to connect better to its commercial and service-based land uses, thereby working to reduce vehicle travel demand through connecting complementary land uses; and to use a stronger network of local streets to provide neighborhood access, working to lessen the traffic burden that the corridor's key intersections face today.

This section defines the different elements for implementing this strategy, based on a combination of larger citywide policy approaches defined in the Next Ten comprehensive plan. Because of varied environmental conditions and transportation needs for Roswell Road throughout the City, these implementation approaches will be applied differently in different sections of the corridor.

Roswell Road is the spine of Sandy Springs and should serve a broad range of travel types and trip purposes. Other considerations include, the overall regional transportation network and the ongoing community and partner agency expectations for

Roswell Road to move traffic. With this in mind, the proposed street section for Roswell Road preserves two travel lanes per direction and left-turn storage at key intersections. It adds streetscape and sidewalk enhancements outside of current curb dimensions and does not include major changes to the function of the traveled way. However, the overall vision as defined in this plan is based on a street with stronger access management, placement of medians to control speeds in locations where turn lanes are not needed, and a focus on street network enhancements in redevelopment areas to help reduce intersection congestion and delay along the corridor, thus preserving roadway capacity.

The six principal transportation elements for implementation of the Roswell Road concept are as follows, and are defined in detail in the following sections:

1. Street Connectivity
2. Raised Medians
3. Network Strategy for Intersections
4. Parking Management
5. Incorporate Transit
6. Improve Public Realm

# CREATING THE BOULEVARD

## ELEMENT 1: STREET CONNECTIVITY

The Next Ten plan establishes a transportation network connectivity policy for Sandy Springs that is intended to provide alternative connections, shorten travel distances, and make it practical to use travel modes other than automobiles feasible, especially for short trips. The Roswell Road Small Area Plan relies on this policy as part of its implementation strategy for Roswell Road.

1. The City sets a target minimum block spacing requirement. Currently, City ordinance defines the minimum spacing for signalized intersections and median breaks, but does not address the topic of intersecting streets that would connect from Roswell Road to other land uses. The plan recommends a maximum spacing of 800 feet along Roswell Road, defined as connecting streets between Roswell Road and other street networks serving subdivisions behind Roswell Road's immediate corridor.
2. Upon redevelopment of property on Roswell Road, applicants would provide right-of-way and construct connecting streets or pay a fair-share contribution for these streets. Streets shall be public streets unless the City determines that a private street is acceptable; however, private streets with direct connections to Roswell Road may not feature gated entries. The applicant would be responsible only for the length of connecting street through the property being developed.
3. These streets, if they do not connect to adjacent street systems, would provide stub-out connections to the rear property line, where allowable.
4. Connection to the adjacent street network would also be made through redevelopment unless the City decides to pursue making this connection by acquisition of necessary right-of-way.
5. Connecting streets would adopt a street type that would conform to the street typology defined in the Comprehensive Plan, and the street type assigned to a given street should be determined based on streets to which it will connect. Higher-order streets should not be assigned when they will connect to a lower-order street at their other end.

The City should continue to apply this policy where full streets cannot be provided, relying instead on non-motorized connections between Roswell

Road and adjacent neighborhoods. These are still important to provide, as they can allow short trips, especially those to neighborhood-serving commercial destinations, to be made without driving. Shortening the overall travel distance is an essential first step to shifting driving-focused travel patterns to a broader range of options and preserving the overall transportation system's capacity.

**1** Presently, the Roswell Road corridor features adjacent commercial and residential land uses for much of its length, but direct connections are only available by way of major cross-streets that intersect with Roswell Road.



# CREATING THE BOULEVARD

## ELEMENT 1: STREET CONNECTIVITY

**2** By creating non-motorized connections to Roswell Road through redevelopment opportunities or strategic acquisition of property or right-of-way, the distance between complimentary land uses can be shortened, making walking a more feasible and attractive travel option for short trips along the corridor. This may not satisfy demand for longer trips, but it can reduce traffic burden from trips that could be made through other means.



**3** If the full right-of-way can be dedicated for a street, new streets allowing vehicle traffic should be constructed. This is the full application of the network connectivity policy. The City will work with neighborhoods and affected communities when these connections are made, and they should be made primarily on an opportunity basis in order to minimize impact and reduce cut-through traffic into neighborhood streets.



# CREATING THE BOULEVARD

## ELEMENT 2: RAISED LANDSCAPE MEDIANS

One of the primary implementation strategies for the boulevard is to replace Roswell Road’s continuous two-way left turn lane with landscaped medians. As medians are fully located within existing right-of-way, this is an element of the street concept that may be constructed without requiring extensive changes to the existing road design—especially the relocation of curbs, drainage and utilities. Implementation of the medians will require coordination with GDOT. As medians to be fit within the existing dimensions of Roswell Road would not meet current GDOT standards, a detailed design for the corridor, evaluation of design variances, and partnership with GDOT on how the medians are to be designed based on traffic operations concerns is a critical foundation for the boulevard’s overall implementation. Although this will require a multifaceted approach along the length of Roswell Road throughout the City, including consolidating, closing, and replacing driveways, there are many opportunities to begin implementing this today and the City can progress with median installation independently of other elements of the boulevard concept.

The Plan recommends that the City adopt a multi-pronged access management policy for Roswell Road to begin enabling a different design for the road that

includes more regular medians. This policy would establish appropriate spacing between driveways and cross streets and allow enough distance between them to include feasible median lengths. The purpose of this is to set standards for development and work toward a long-term realization of more regular spacing of access that increases corridor safety and allows parts of the current two-way left turn lane to be replaced by medians.

This policy has two primary components. The first defines standards for driveway placement that will govern new development and allow the City to work proactively with existing uses to consolidate or relocate driveways. This focuses specifically on the City Springs, “Crossroads” area (area between I-285 and Prado) and South Gateway (at the southern boundary of the City) districts of the corridor, where many smaller parcels expecting individual access to Roswell Road have created a pattern of closely-spaced driveways over the corridor’s development history.

Landscaped medians will provide safer pedestrian crossings, enhanced traffic calming, and overall enhanced aesthetic quality to the character of the roadway.

# CREATING THE BOULEVARD

## ELEMENT 2: RAISED LANDSCAPE MEDIANS

The driveway spacing standards are defined as follows:

- 1. No single property with less than 300 feet of frontage on Roswell Road will be permitted more than one driveway access point allowing full access movements (both left and right turns in and out).
- 2. New access points must align with an access point on the opposite side of the roadway. In the event that this creates an infeasible site layout, driveways may be offset by no more than 30 feet.
- 3. When a property with less than 300 feet of parcel frontage along Roswell Road also abuts the right-of-way of an intersecting street, the driveway for that property must access the intersecting street.
- 4. Properties may share driveways and be considered to have met public street access requirements if they are connected to a driveway by way of a cross-parcel access easement.

The City may elect to work proactively with property owners to apply these standards, or may establish them as basic requirements and conditions of any administrative action such as a rezoning, a variance or other permits.

The policy’s second component is the placement of raised medians in sections of the current two-way left turn lane in Roswell Road. This is intended to establish a more clear rhythm in the corridor for where access points are located, consolidating turning movements and increasing safety through more predictable traffic operations. It is also intended, as discussed in previous sections of the plan, to improve aesthetics of the corridor, increasing the value of land and development along it.

Medians would not be included in locations where their placement would require U-turns to access existing driveways or streets. The intent of the median policy is to replace the Roswell Road two-way left turn lane with raised medians where it would not otherwise be used.

The median placement criteria of the two-way left turn replacement policy are the second step of the policy after driveway consolidation, and these guide the City on beginning placement of medians once appropriate driveway or cross-street spacing has been established.



Raised Planted Median and Tree Canopy



Raised Planted Median

CREATING THE BOULEVARD

ELEMENT 2: RAISED LANDSCAPE MEDIANS

CORRIDOR STREETSCAPE CHARACTER AREAS

LEGEND

- North River to Abernathy Road
- Abernathy Road to I-285
- I-285 to Mt. Paran Road
- Mt. Paran Rd to South City Boundary

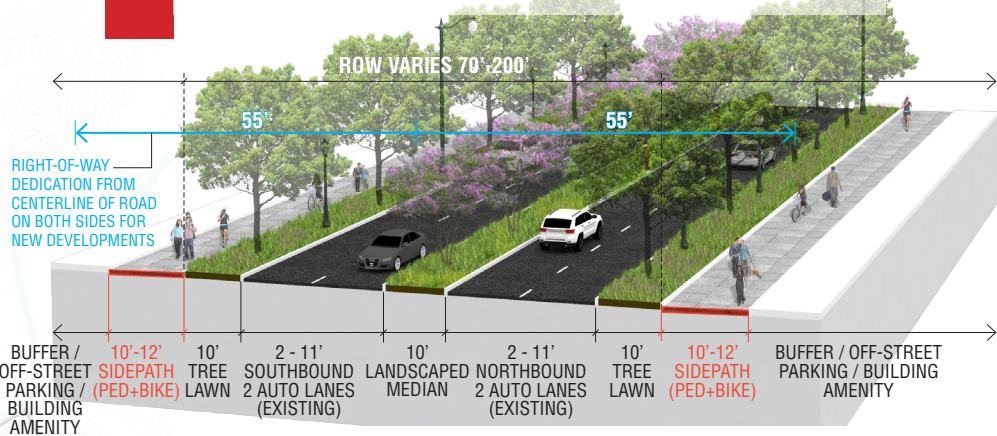
Note: The colors of the different sections correspond to the roadway cross-sections on the next page.

TYPICAL SECTIONS

The character of the boulevard with landscaped medians has been conceptualized in four sections based on existing conditions and proposed future scenarios. For all sections, it is recommended to dedicate 55' of right-of-way from centerline on both sides during redevelopment of adjoining parcels. The additional area should be utilized for better pedestrian, bicycle, buffer and building amenity areas.

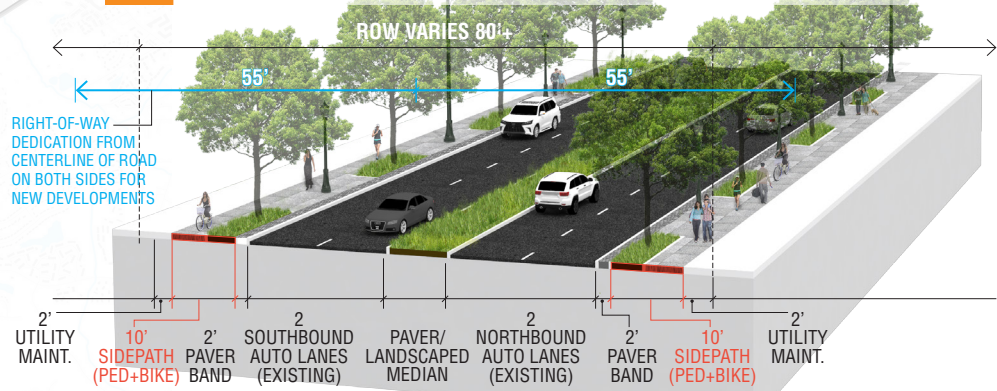
- North River to Abernathy Road**  
This section of the proposed boulevard has the most vegetated/wooded character, which provides a “parkway feel.” It also has the greatest possible amount of right-of-way availability for implementation of the conceptual section.
- Abernathy Road to I-285 (City Springs district)** The section is based on the details created during the City Springs Streetscape Overlay Plan and exhibits a “core main street” character.
- I-285 to Mt Paran Road** The 2014 Bike and Pedestrian Plan recommends two sets of pedestrian-bike connections along Roswell Road south of I-285. The corridor in this section has adequate right-of-way availability to include both pedestrian and bike infrastructure as compared to the section immediately south of Mt Paran Road. Because of this section's proximity to the I-285 interchange, GA 400, Pill Hill, Perimeter Center and the on-going City Springs development this area has been characterized as a “crossroads”.
- Mt Paran Road to south gateway** This section proposes sidewalk connectivity along the boulevard with bike connection to be provided along parallel routes such as Lake Forrest Road. The right-of-way availability in this section is limited; resulting in the need to eliminate bike lanes in this area. Explore opportunities to integrate sidepath with new developments on the west side of Roswell Road.

ROSWELL ROAD NORTH RIVER VILLAGE TO ABERNATHY

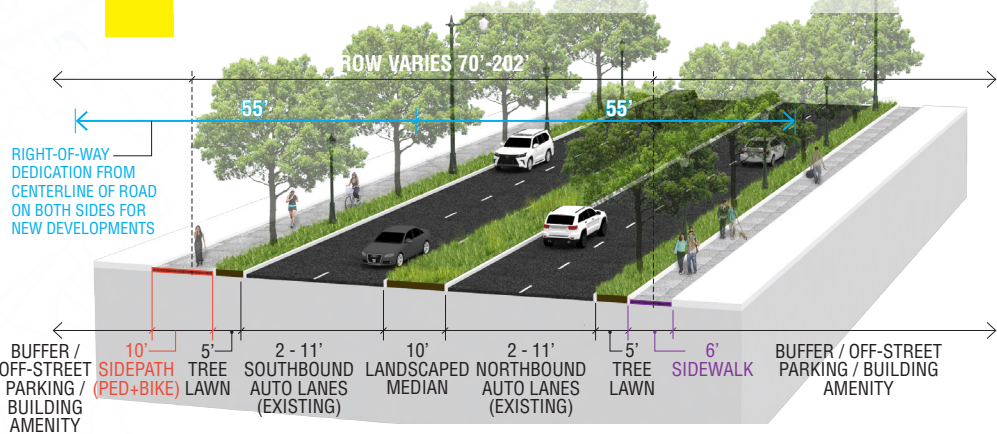


ROSWELL ROAD CITY SPRINGS DISTRICT

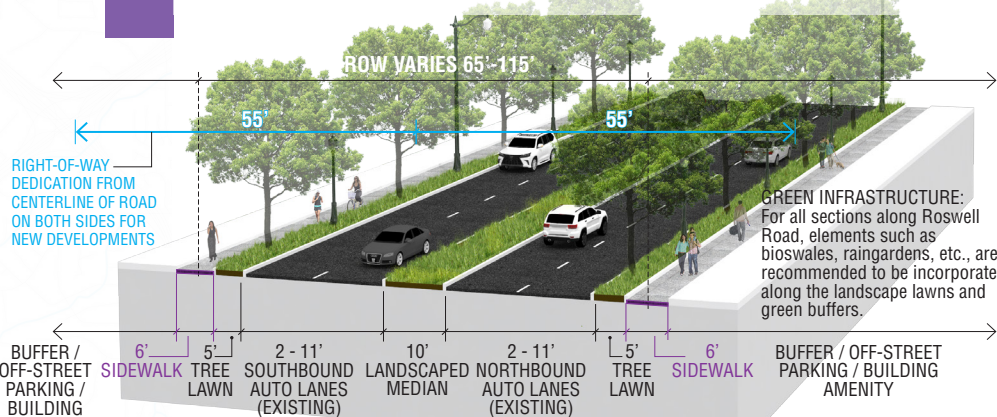
FOR ADDITIONAL DETAILS REFER TO CITY SPRINGS STREETSCAPE OVERLAY PLAN



ROSWELL ROAD I-285 TO MT PARAN ROAD



ROSWELL ROAD MT PARAN ROAD TO SOUTH GATEWAY

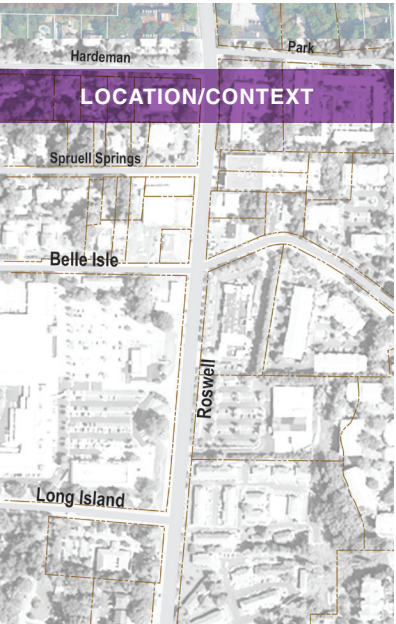


GREEN INFRASTRUCTURE: For all sections along Roswell Road, elements such as bioswales, raingardens, etc., are recommended to be incorporated along the landscape lawns and green buffers.

Right-of-way information is based on city's GIS data

# CREATING THE BOULEVARD

## ELEMENT 2: RAISED LANDSCAPE MEDIANS



**1** Current conditions in a selected extent of the Roswell Road corridor. At present, there are 20 driveways serving the Roswell Road properties illustrated in the diagram, with 11 mid-block curb cuts located directly on Roswell Road.



**2** The City would apply the first steps of its access management policy, closing duplicate driveways for the same parcel and requiring any parcels with cross-street frontage to relocate driveway access to the cross street. In this illustrated extent of the Roswell Road corridor, this eliminates four mid-block driveways.



**3** The City would apply with property owners to establish cross-parcel access agreements where they are feasible, allowing the closure of two additional driveways and the preservation of two complete block faces of Roswell Road.

LEGEND

- Driveway/Curb Cut
- ↑ Cross-Parcel Access Point

### DRIVEWAY CONSOLIDATION & INTER-PARCEL CONNECTIVITY

Implementation of landscaped medians should be explored in conjunction with consolidation of redundant driveways to and from Roswell Road. Additionally, sharing of driveways is recommended to reduce unnecessary curb-cuts. Alternative access ways between parcels will promote inter-parcel connectivity and reduce trips to Roswell Road for accessing adjoining parcels.

These improvements will help reduce conflict for pedestrians and bicyclists with cars (accessing the curb-cuts/driveways) by providing uninterrupted stretches of sidepath connectivity, promote continuity of landscape buffer and overall corridor aesthetic enhancements.

# CREATING THE BOULEVARD

## ELEMENT 2: RAISED LANDSCAPE MEDIANS



**4** With these block faces reclaimed, the City could begin with median installation on this section of the corridor. The plan recommends that the City install medians at a length of no less than 100 feet in order to allow sufficient space for landscaping and to achieve the safety benefits of medians in the corridor. The City and GDOT would need to work together to determine left-turn queue lengths and other operational factors of the corridor that determine the necessary length for left-turn storage.



**5** When redevelopment of larger properties on the corridor begins, the City would apply its street connectivity policy to reserve right-of-way in development for a regular pattern of streets and blocks. Although the smaller blocks shown here might be divided differently, the policy guides development to add both intersecting streets and parallel connecting streets to help distribute traffic from the local street network to new development areas without requiring use of Roswell Road. At this time, any driveway cuts still on Roswell Road in the development area should be relocated to new cross-streets at the time of development. This eliminates a further two driveways with direct access to Roswell Road.



**6** The City could then extend the street and access management policies further, exploring opportunities for access points to properties not redeveloping to be converted to full streets at the intersections of any new street network added. This would require the City to create easements with property owners or acquire right-of-way from properties, though these are expected to be basic local streets intended simply to formalize property access into a regular street grid with minimized mid-block driveways. At this step, the City adds further medians as necessary.

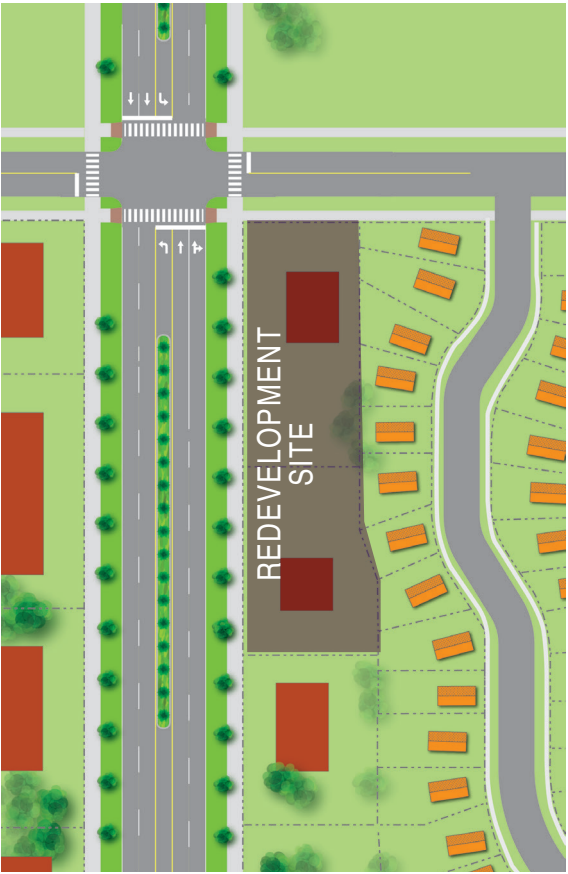
LEGEND

- Driveway/Curb Cut
- ↑ Cross-Parcel Access Point

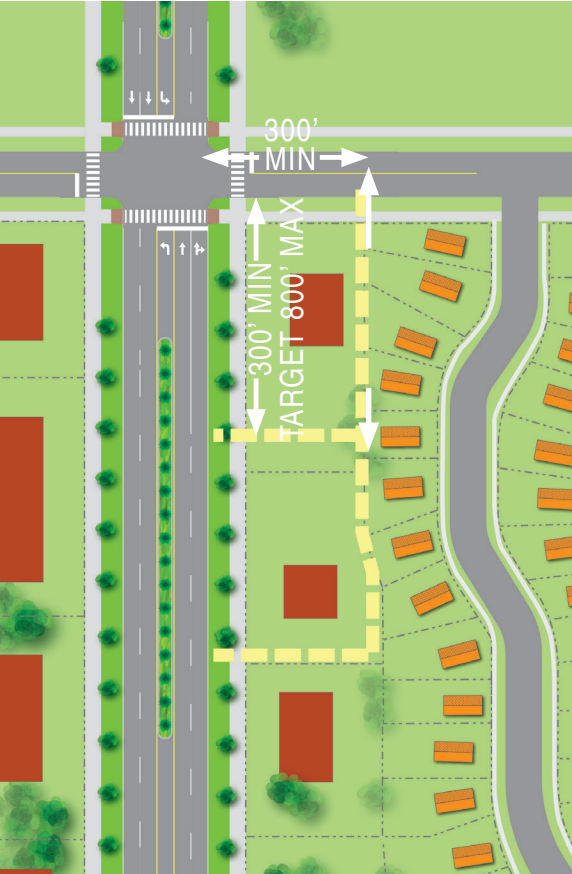
ELEMENT 3: NETWORK STRATEGY FOR INTERSECTIONS

The Roswell Road corridor today carries approximately 30,000 vehicles per day on average, with some sections carrying volumes approaching 35,000 vehicles per day. The road has a typical cross-section of five lanes (four travel lanes with a two-way left turn lane), and most intersections feature added right turn lane storage as well. With the volumes that it carries, intersection designs have been driven by a need to increase capacity and minimize delay at intersections. However, this has created larger intersections that prioritize vehicle movement and that are difficult for pedestrians to cross.

**1** Redevelopment sites at major intersections should apply the street network connectivity policy described in this plan to allow local street networks to better distribute trips from major corridors, reducing the burden on primary intersections.



**2** Network additions should use appropriate dimensions, and full access should be given to any intersecting streets added that meet basic requirements for sight distance based on GDOT design controls. This may require coordination with and design variances from GDOT for spacing that falls below current standards, and some side streets may be given right-in, right-out access, although at least one full-access intersection per site redevelopment is desired.



ELEMENT 3: NETWORK STRATEGY FOR INTERSECTIONS

As part of implementing Roswell Road, the plan recommends that the City apply the policy on street connectivity mentioned earlier in this section most notably at intersections with potential for redevelopment as a means of reducing pressure on current Roswell Road intersections, preserving capacity, and allowing the Boulevard typical sections to introduce intersection designs that rely less on capacity-increasing measures such as dedicated right-turn lanes. In short, adding to the City's network and distributing traffic among a greater number of Roswell Road intersections is a critical strategy to achieving better balance among traffic efficiency and multimodal safety at individual intersections.

Where these new streets can be applied depends on surrounding land use context and will be limited to areas of redevelopment potential, either as identified in the small area plan or as may occur on opportunity in the future. The street connectivity policy mentioned earlier in the plan would be applied to add intersecting streets and blocks in parcels large enough to support them, based on the following steps:

1. All intersecting streets should be given full access permission when possible and not just right-in, right-out access from and to Roswell Road.
2. Cross-streets should be aligned to intersect with Roswell Road no less than 300 feet from an existing intersection, and if these cross-streets warrant a signal, the intersection should be placed no less than 800 feet from an existing intersection. This will require coordination and design variances from GDOT, as well as change to existing City policies on median break and signalized intersection spacing.
3. Cross-streets will be designed to include breaks in any medians already installed on Roswell Road.
4. The City should treat cross-streets as a key means of reducing pressure on primary intersections and require driveways and other access points internal to a development to connect to the new cross-street whenever possible.



ELEMENT 4: PARKING MANAGEMENT

In most of the City Springs and Crossroads sections of Roswell Road, available right-of-way is under 70 feet in width. This requires acquisition of additional right-of-way to complete the Boulevard design, and many properties along this section of the corridor are small and require use of virtually their entire properties for the principal building use or required parking. Acquisition of right-of-way will impact these properties, and impacts significant enough to be considered total takings of properties will greatly increase the cost and time associated with the boulevard’s implementation.

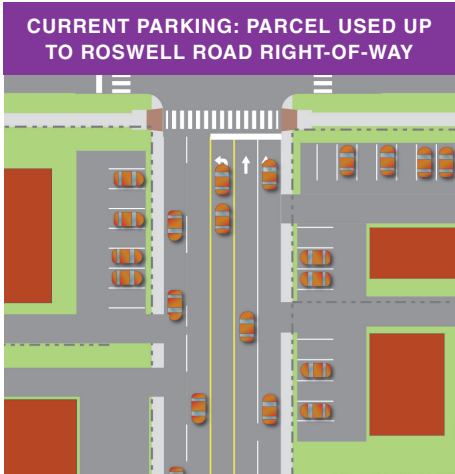
The Plan recommends that the City take a different approach to parking requirements in these areas so that land on private properties may currently be used for right-of-way without keeping properties from providing zoning-required or market-demand-driven parking supply. The City would establish a managed parking system that allows individual uses to meet their requirements, takes advantage of complimentary occurrences of greatest use, and even repurposes public parking resources that the City would acquire or provide to serve private development.

- 1. The City would establish a parking commission with a separate enterprise fund for parking management. The City may elect to establish a separate local government authority for purposes of parking and development management, as defined under the Georgia Local Government

Authorities Registration Act (O.C.G.A. 36-80-16), though it is recommended that this be a dependent authority with powers under the Mayor and Council of Sandy Springs and not under an independent body.

- 2. Bonds and public debt for funding of parking facilities would be administered through the relevant body: through the City government if no separate authority is created, or through the authority if created.
- 3. The City would use parking in current and future City-owned properties to help meet requirements for private development, leasing this parking to development tenants. Either the City or the parking authority may purchase or lease property for purposes of establishing parking facilities that are in turn serve private development.
- 4. Current provisions of the City parking ordinance, including the allowance of remote or off-site parking within a distance of the use, will be used.

The purpose of this parking management program is three-fold: to reduce the overall footprint of parking facilities along the Roswell Road corridor by sharing parking between uses; to provide alternative parking resources through which private properties can meet requirements of zoning, thus reducing pressure on the fronts of lots to be used for parking and allowing the City more flexibility in acquiring this property without economic impact; and to establish a long-term planning tool by which the City can guide new development based on parking capacity.

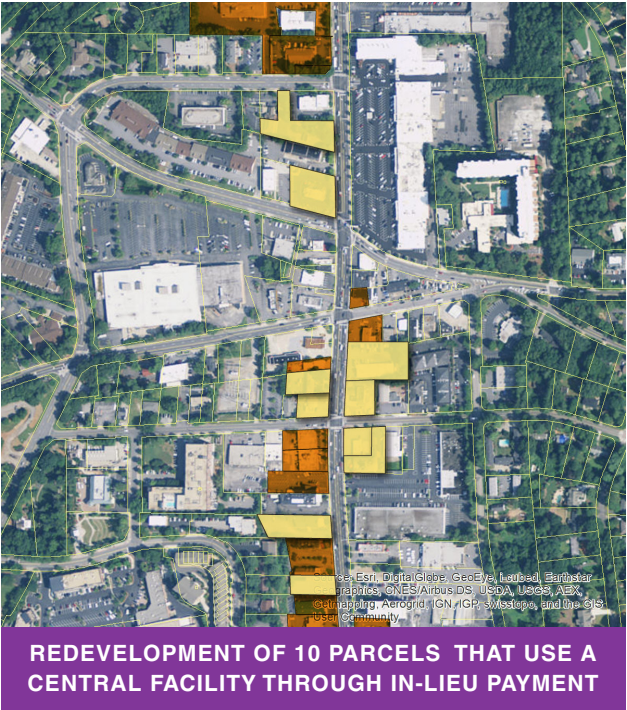
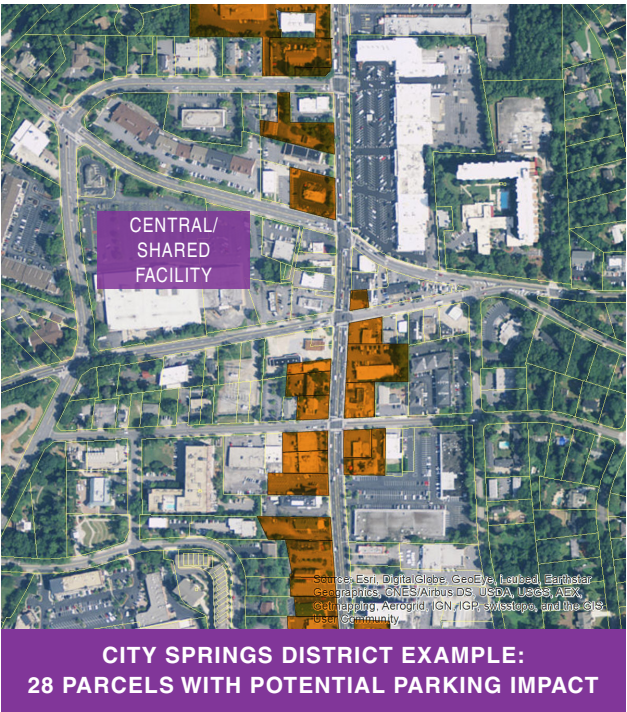


ELEMENT 4: PARKING MANAGEMENT

The City will also establish a system of in-lieu contributions for any development that is meeting requirements through partial or full use of City parking facilities, though the plan recommends that this only be used for new development once the City has a sufficient parking supply to provide for it. In the short term and as an acquisition strategy, the City will acquire and manage parking for portions of the Roswell Road corridor, providing it at no cost to development. This allows the City to proactively work with individual properties to credit them for portions of their on-site parking, especially those portions currently adjacent to public right-of-way, so that they have guaranteed access to district-wide parking and acquisition of parts of their property for right-of-way does not deprive the properties of viable economic use.

The diagrams to the right and the table below present a hypothetical example of how such a managed district could function. This example is based on the City Springs district, the most constrained portion of Roswell Road within the City and the area with some of the corridor’s smallest commercial parcels, many of which use the front portions of lots for surface parking that abuts directly onto the Roswell Road right-of-way.

Implementation Stage	Specific Step of the Process	Parking Supply
EXISTING CONDITIONS	Central/Shared Facility Capacity	300 spaces
	On-Site Parking Provided	600 spaces
RIGHT-OF-WAY ACQUIRED FOR PROPERTY	Parking spaces impacted (assumes 5 spaces per parcel)	140 spaces
	Central/Shared Facility Capacity Remaining after Transfer of Spaces	160 spaces
	On-Site Parking Provided	460 spaces
CORRIDOR REDEVELOPMENT BEGINS (10 Parcels)	Number of spaces required from development	300 spaces
	Reduction from sharing between complementary uses	60 spaces
	Central/Shared Facility Capacity Remaining	160 spaces
	On-site parking still needed after discounts	80 spaces



## CREATING THE BOULEVARD

### ELEMENT 5: INCORPORATE TRANSIT INTO THE BOULEVARD

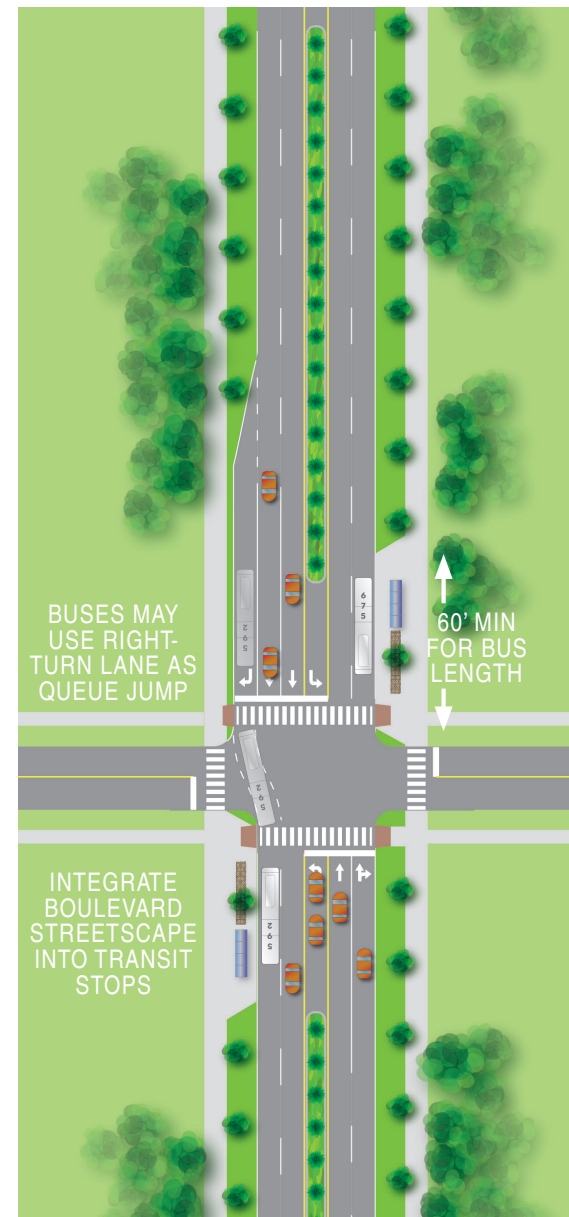
Although portions of Roswell Road carry some of MARTA's highest bus ridership by route today, this is largely local traffic that connects to rail stations. The Next Ten plan has envisioned a system of transit services serving Sandy Springs' primary mobility needs along key corridors, and MARTA has proposed potential service enhancements to routes serving Roswell Road to increase bus frequencies and ridership capacity. As part of its ongoing traffic operations management, the City should continue dialogue and partnership with MARTA to explore to manage traffic signal timing to continue to assist transit vehicles in timely, efficient service.

The plan recommends that enhancements to transit stop facilities be included as part of the Roswell Road implementation, and that a standard design for stop areas be used throughout the corridor, whether or not these use the same shelter design. The City has already invested in enhancements to stops along Roswell Road in portions of the corridor, especially in the City Springs district. Additional enhancements are intended to provide shelter facilities supporting real-time arrival information displays and other passenger amenities to improve the transit experience. Although specific shelter designs, especially types that support advertising, have not been desired or allowed in portions of the Roswell Road corridor, the City and MARTA should work together to select designs that do provide real-time transit service information to riders.

The success of transit as part of the boulevard concept will depend on increased pedestrian access to the corridor, as discussed in previous sections of the plan, but also in facilitating access across Roswell Road itself for riders wishing to travel in the opposite direction of transit travel. While this includes intersection designs that reduce pedestrian crossing distances as much as possible, it may also include mid-block locations where pedestrian crossing demand warrants them and where locations are free of conflict from other adjacent intersections.

In addition to pedestrians, bicycles should also be accommodated at transit stop locations, with bicycle racks or storage located adjacent to shelter facilities for cyclists wishing to use transit but who may not be able to carry bicycles on transit vehicles.

Work with MARTA to develop a consistent policy for stop spacing along Roswell Road, as well as intersection stop locations (near side or far side). The stops should be integrated into standard dimensions of the boulevard streetscape, with shelters, landscaping and other passenger amenities such as real-time arrival displays, if available.



## CREATING THE BOULEVARD

### ELEMENT 6: IMPROVE THE PUBLIC REALM AREAS AND CREATE GREAT COMPLETE STREETS

The streetscape of a transformed Roswell Road has been conceptualized as a multi-modal corridor that encourages walking, biking, riding buses and/or driving to create a great complete street. It will be a sinuous connection that threads together special places – the mixed-use nodes and destinations along the corridor.

#### RIGHT-OF-WAY ACQUISITION

Strategic right-of-way acquisition (55' from centerline on both sides of Roswell Road) is recommended to implement the enhanced public realm areas as per the streetscape design guidelines as prescribed in this plan. This should primarily occur during redevelopment of a property fronting on Roswell Road as an agreement between the City and private property owner/developer whether it is land dedication to the City to implement the boulevard concept or an easement through the private property to the City.

To this extent, continuous sidewalk connectivity is proposed. Moreover, sidepaths (sidewalks + bike lanes) that carry both bicycles and pedestrians supplement a traditional sidewalks width. A healthy landscape buffer area between the sidepaths and the travel lanes is also proposed to provide for a separation area between the automobile travel lanes and sidepath as well as for safer pedestrian and bike circulation. Street trees (recommended 45'-60' center to center spacing) will provide shade along the sidepath areas and promote a green canopy outlook for Roswell Road. Green infrastructure elements such as bioswales, raingardens, etc., are recommended to be incorporated along the landscape lawns and green buffers.

It is also recommended to put utilities underground at the north and south mixed-use nodes/revitalization areas, based on further exploration of feasibility and cost. This will contribute to a better aesthetic outlook. When burying of utilities are cost prohibitive, it is recommended to wrap the existing poles with artwork and/or colors that will reduce the negative visual impact. Also, as required, the enhanced sidepaths should be designed and constructed around the larger utility poles to provide adequate width of the walking or biking areas in the sidepaths. Pedestrian scale lighting and appropriate street furniture should be designed to promote a unifying theme along the corridor. These elements should be finalized during the detailed design of the streetscape (see implementation matrix on page 86).



Sidewalk and Bike Connectivity

## THE NODES

### STRATEGY: CREATE TRANSFORMATIVE NODES AND REVITALIZATION AREAS

The vision for Roswell Road is anchored by three distinctive nodes and revitalization areas within each node as a part of the long term redevelopment opportunities.

The nodes have been identified based on the following criteria:

- **Location** – At gateways or heart of the community
- **Opportunity Parcels** – While there are diversity of parcels (by size and ownership) potentially available for change, there are also larger parcels that have been identified by City and stakeholders as opportunities for change.
- **Market** – The vision for each area, specifically the recommended land use, is based on market analysis and City's vision of mixed-use development as well as for diversifying the residential base with emphasis on attractive, safe, and affordable opportunities for housing including homeownership options
- **Previous Initiatives** – The concepts takes into account the previous studies and initiatives that were undertaken in the past by the City and/or stakeholders

The creation of unique “nodes/revitalized areas” addresses the fact that there are limited market opportunities that will come to the corridor at the current conditions; identification of these nodes will help in pushing appropriate development to these areas. Additionally, there are limited amount of vacant parcels along the corridor. The redevelopment will not occur in lieu of potential development in other areas of the corridor; rather to incentivize development initially in the larger revitalization areas. If there is/are interest in developing other areas/sites along the corridor, it should follow the guidelines and development code (the code preparation is under progress and will be completed in 2017) of lower intensity of development compared to the identified nodes.

The redevelopment of the smaller individual sites are contingent on property owner interests, tenant leases, and public-private partnership opportunities. The intent for redevelopment vision is not to take properties by the City, rather generate excitement and interest in the development community, property owner buy-in to effect change. Land assemblage will be required for redevelopments and is only encouraged within the nodes.

Also, refer to the Comprehensive Plan for additional recommendations regarding neighborhood preservation and “missing middle” housing.

## REDEVELOPMENT SITES

### STRATEGY: PROMOTE INFILL AT REDEVELOPMENT SITES

#### 1 North River

- Riverfront Park [trails, overlooks, viewing tower, playground, lawns, gardens, microbrewery, restrooms, parking, pedestrian bridge across to kayak center]
- Mixed-use along Roswell Road
- Redevelopment of Class C apartment complexes
- Greenways/trails along stream corridors
- Open space/park integration with redevelopments

#### 2 City Springs

- City Springs (core) is planned and currently under construction
- Retail, performing arts center, city offices, public gathering spaces

#### 3 “Crossroads”

- Redevelop apartment complexes to provide additional living opportunities for areas around Roswell Road and Pill Hill
- Better connectivity to Roswell Road and adjoining developments including Prado (South) and City Springs (North across I-285)
- Redevelopment organized around stream corridor, greenways, trails, green streets, improved internal connectivity

#### A Shopping Center with DMV

- Promote outparcel redevelopment as strip commercial [2-story or high ground floor]
- Provide interconnectivity between adjoining parcels

#### B Northridge

- Redevelop Kroger-anchored shopping center
- Promote frontage buildings along Roswell Road and Northridge near intersection
- Connect Roswell Road with GA 400 using higher and better uses

#### C City Administrative Complex

- Redevelopment/adaptive reuse of city administrative complex after city offices relocate to City Springs

#### D Dalrymple Area

- Promote mix of uses along Roswell Road
- Create interconnectivity between adjoining parcels
- Align access/curb-cuts for better traffic movement

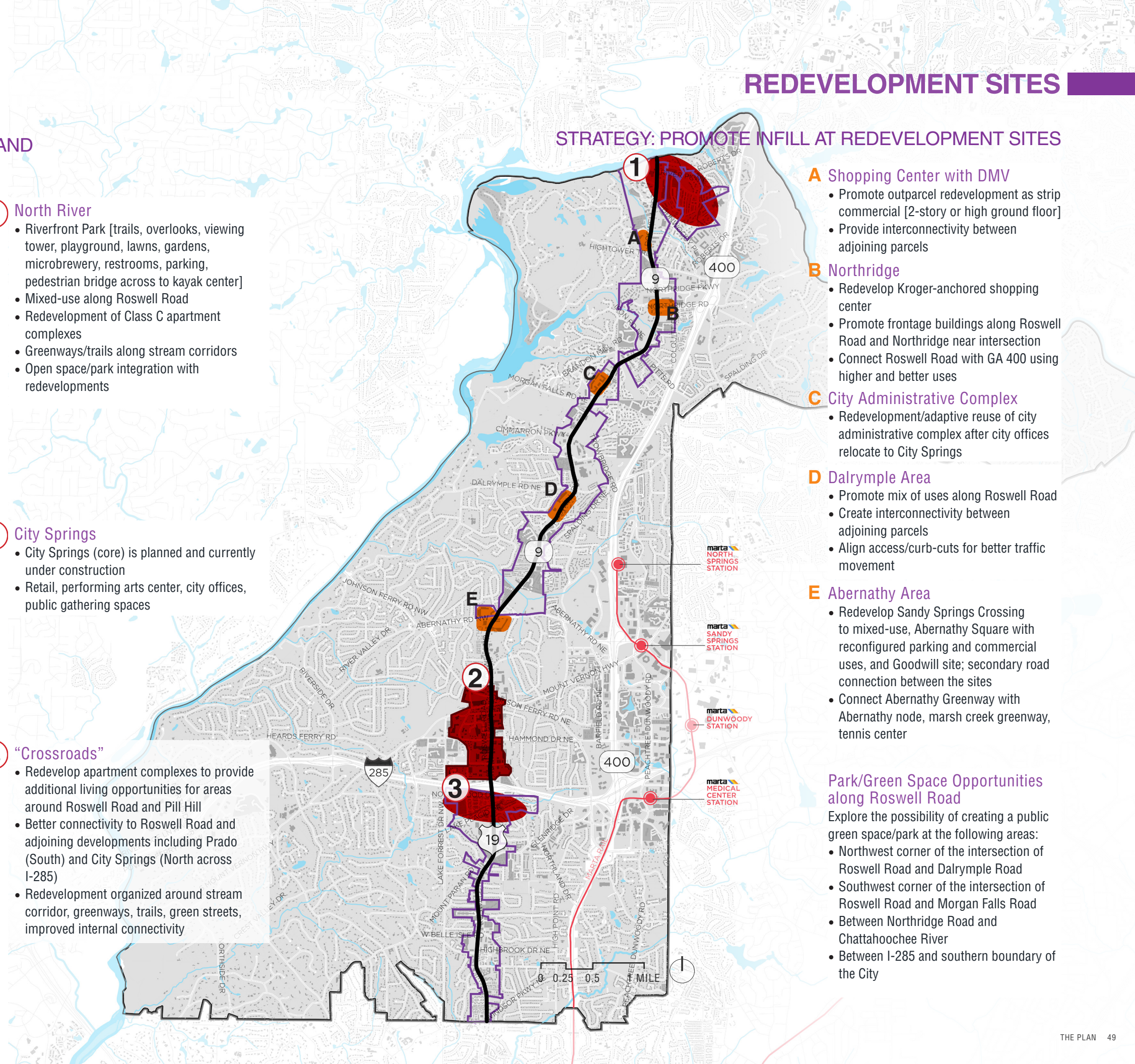
#### E Abernathy Area

- Redevelop Sandy Springs Crossing to mixed-use, Abernathy Square with reconfigured parking and commercial uses, and Goodwill site; secondary road connection between the sites
- Connect Abernathy Greenway with Abernathy node, marsh creek greenway, tennis center

#### Park/Green Space Opportunities along Roswell Road

Explore the possibility of creating a public green space/park at the following areas:

- Northwest corner of the intersection of Roswell Road and Dalrymple Road
- Southwest corner of the intersection of Roswell Road and Morgan Falls Road
- Between Northridge Road and Chattahoochee River
- Between I-285 and southern boundary of the City



THE NODES

NORTH RIVER

This node includes the riverfront area to the west of Roswell Road, the North River Shopping Center as a large opportunity parcel for redevelopment along Roswell Road, and multi-family housing/apartments to the east of the shopping center. This node has strong natural assets – the Chattahoochee River, the stream corridors, wooded areas, steep slopes, and beautiful view corridors along Roswell Road. There are newer office buildings and campuses to the west of Roswell Road along with condominium

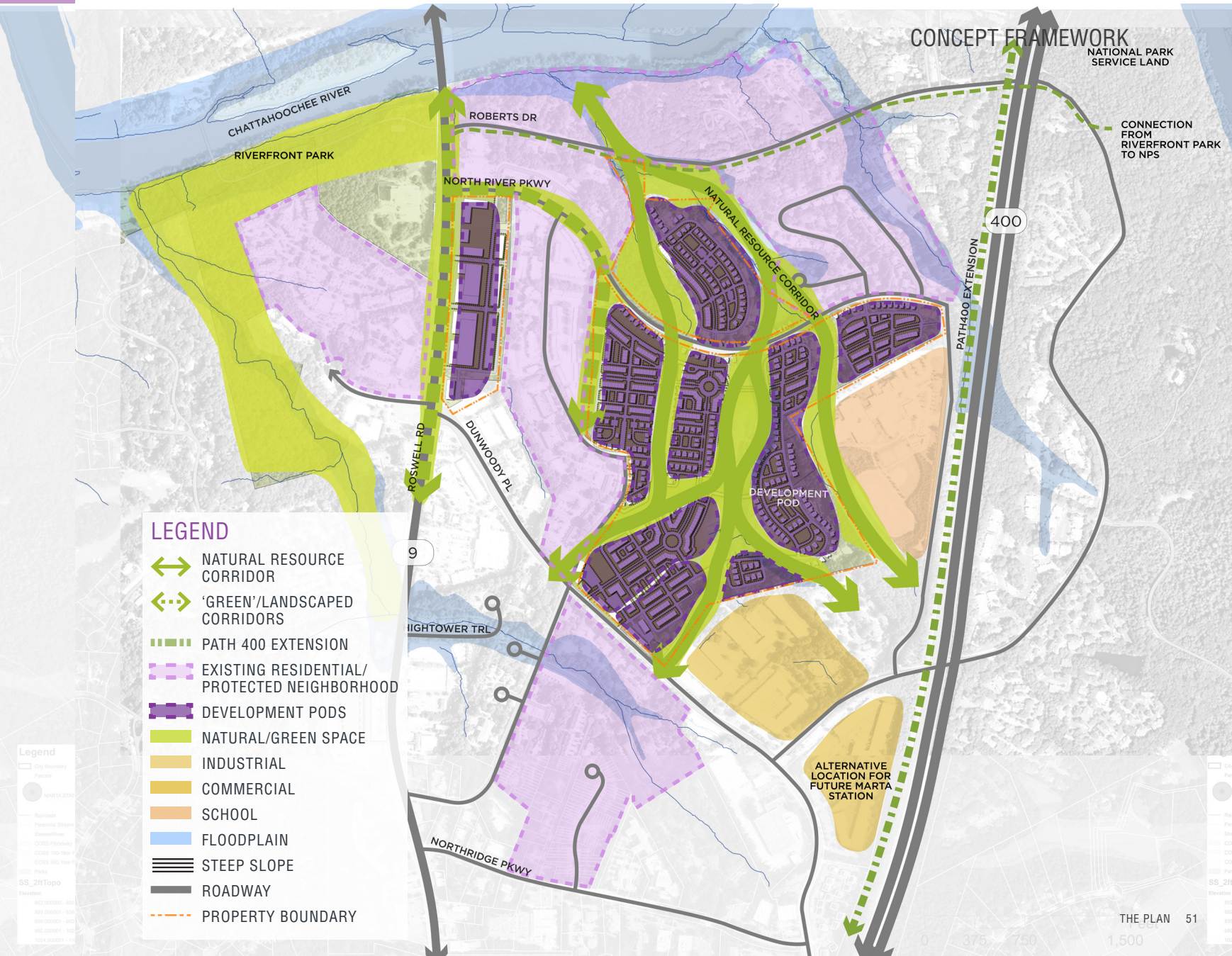
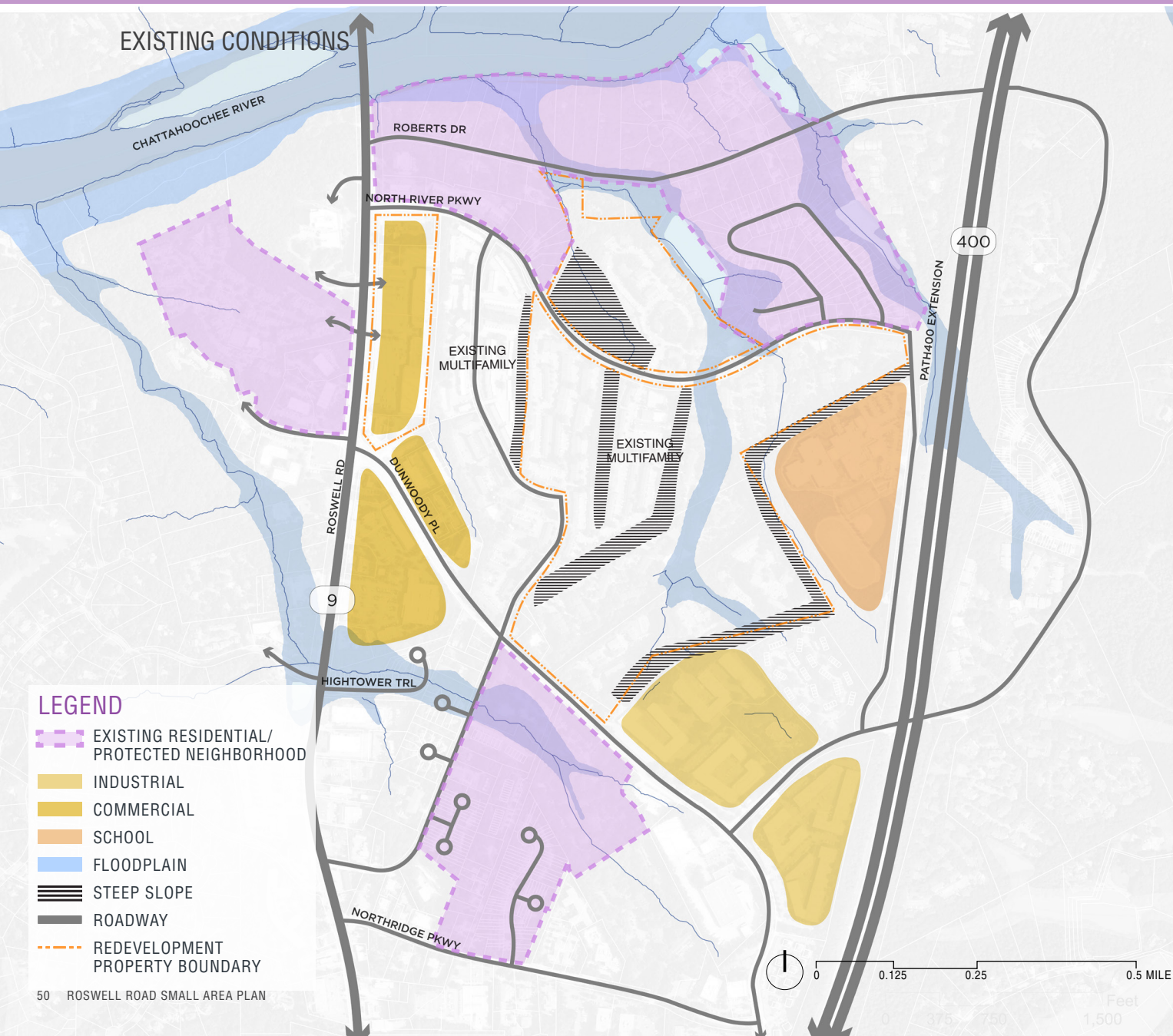
developments that are mostly buffered from Roswell Road with steep slopes and mature tree canopy that contributes to the potentially attractive visual character of the corridor.

THE NODES

NORTH RIVER

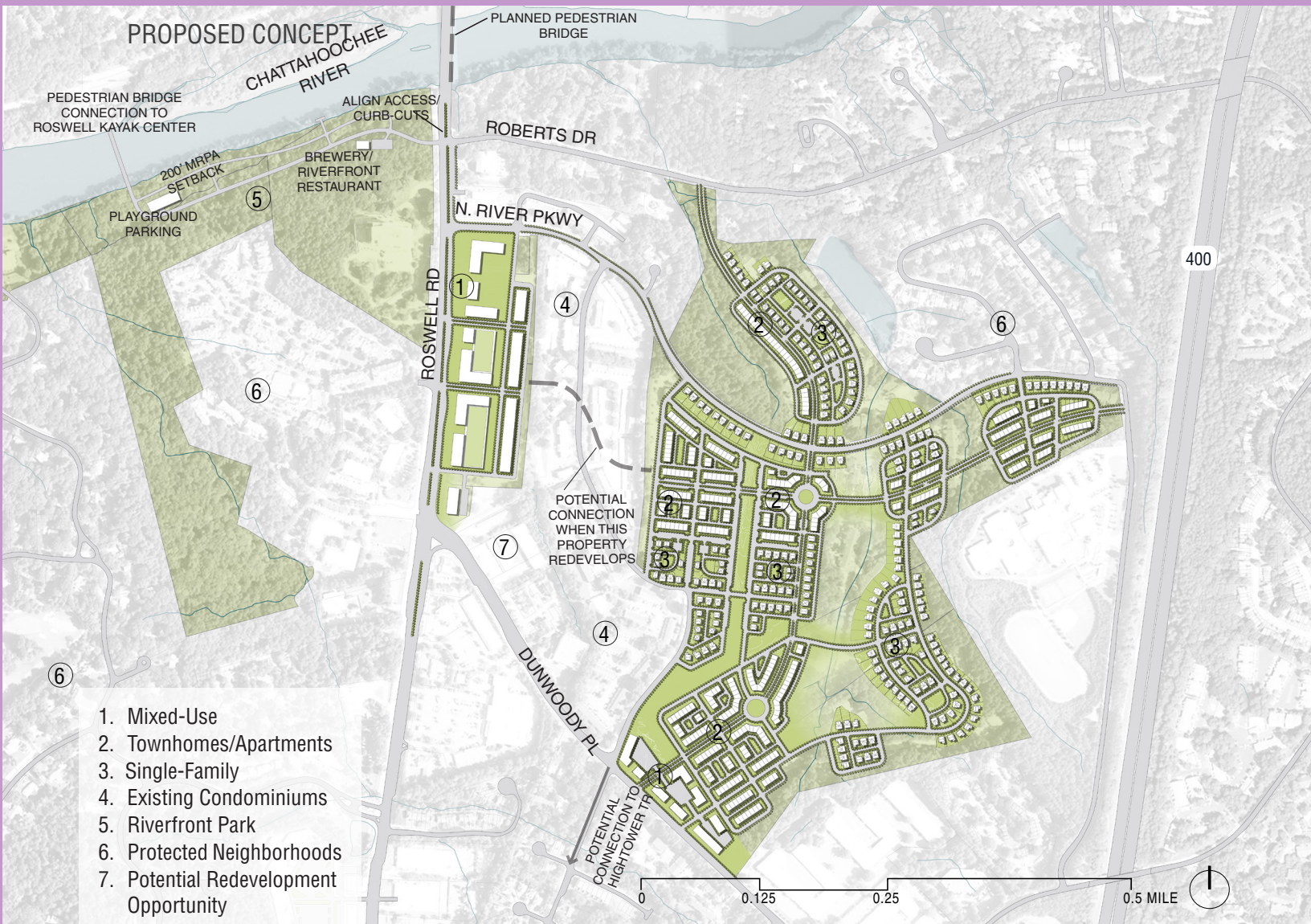
The redevelopment vision for the North River node has been organized around the protection of the natural resource – the Chattahoochee River with 200’ of buffer, streams and 75’ buffers on each side of the streams, 100-year floodplains and floodways, steep slopes and wooded areas as “green fingers,” and enhanced Roswell Road as the green street connecting destinations. The remaining land is envisioned as “development pods” with transitional density that will promote a variety of mixed-use and primarily residential development. Two strong north-south and east-west corridors will connect the development pods with activity

centers and destinations such as the mixed-use area along Roswell Road, the enhanced riverfront area, access to NPS land to the east along Roberts Road and potential extension of PATH400. The overall development framework promotes exciting experiences, shared resources and the development of a strong sense of community. Together with the enhanced Roswell Road, programmed activity areas with clusters of land uses, and a beautiful riverfront park, the redevelopment concept will create a unique sense of place for this area.



THE NODES

NORTH RIVER



This area has been envisioned as a **mixed-use corridor** along Roswell Road and Dunwoody Place with **transitional density** as a theme for the entire redevelopment area. The North River Shopping Center site has been conceptualized as the activity area with the highest density and mix of uses along Roswell Road. An opportunity for higher density housing that could potentially support a rapid transit facility such as a Transit-Oriented Development (TOD) is desirable. Mixed income housing opportunities are proposed throughout the parcel focusing on quality workforce housing including homeownership options, to create a strong, stable, and sustainable community of diversity and connectivity to the broader community.

**Lawns and public plazas** with programming opportunities will help to activate the development and provide the amenities to create a destination-oriented character for live, work and play. These lawns and plazas have been planned to fit into the existing sloping topography of the site – the parking will be at the lowest grade of the site while it builds up to the lawn/podium level that will bring the activity areas to the same level as Roswell Road.

**Residential redevelopment** areas have been conceptualized within the existing apartment areas. The residential development varies from condominiums and townhomes at the fringe of the mixed-use areas to attached and detached single-family toward the interior of the redevelopment parcels. A range of housing options has been provided to cater to the mixed income needs of the community. Porches, balconies and living areas are recommended along the main roads for residential developments that will create a safe and active community. Alley-loaded access to garages, where appropriate are recommended. Special products such as cottage homes with interior courts (for senior, rental and owner) are also provided that will add to the diversity of housing needs and preferences. There are also opportunities for catering to senior housing needs within this development, specifically being close to amenities such as the riverfront and mixed-use areas.

**Open spaces** adjoining the natural resource areas will be for public use and will provide for the much-needed recreation needs for the entire community and promote healthy living options. A network of smaller open spaces and community parks provides relief and recreational options to the development areas and surrounding neighborhoods. Community gardening is also proposed to activate the open space areas. Trails will connect the residential and mixed-use areas to these open spaces and natural resource areas. Public art should be integrated as much possible within the public realm areas.



Single-family cottage courts

THE NODES

NORTH RIVER

A **hierarchical road network** is proposed that provides access from existing roadways (Roswell Road, Dunwoody Pl, N. River Parkway, Roberts Drive) to the new north-south and east-west parkway and, in turn, connect to the local residential streets. Roundabouts are proposed as gateway elements to the redevelopment areas. Continuous sidewalk connectivity and on-street parking is recommended as illustrated in the concept. Connectivity to adjoining uses such as the schools and the business center is also shown. Along Roswell Road, alignment of access drives on both sides of the corridor is recommended.

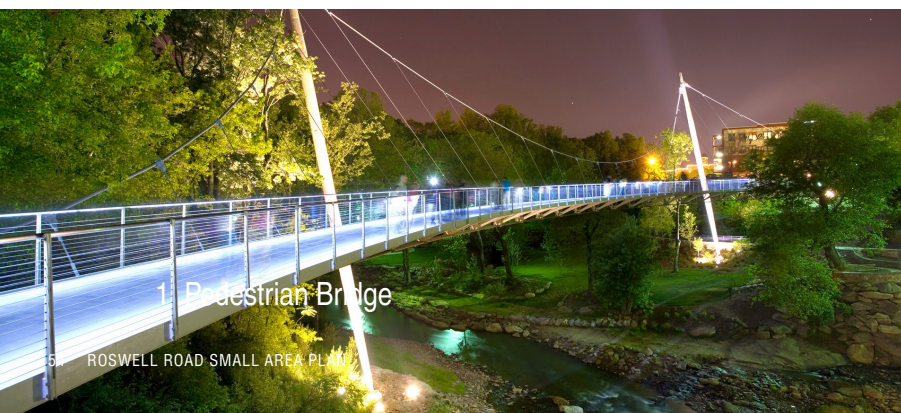
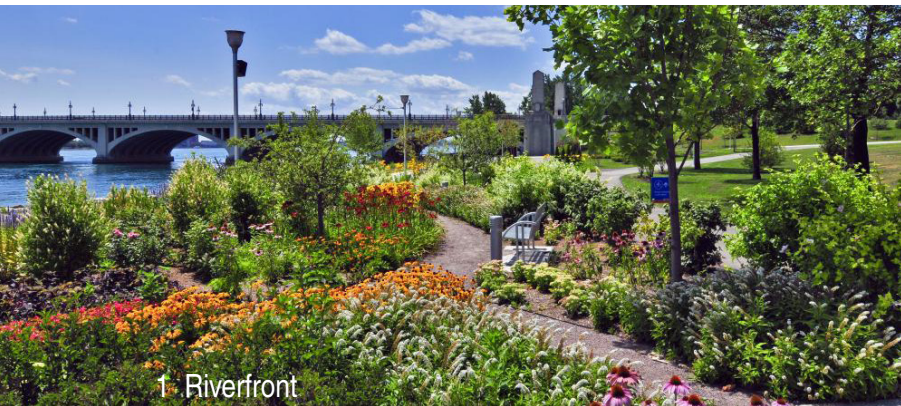
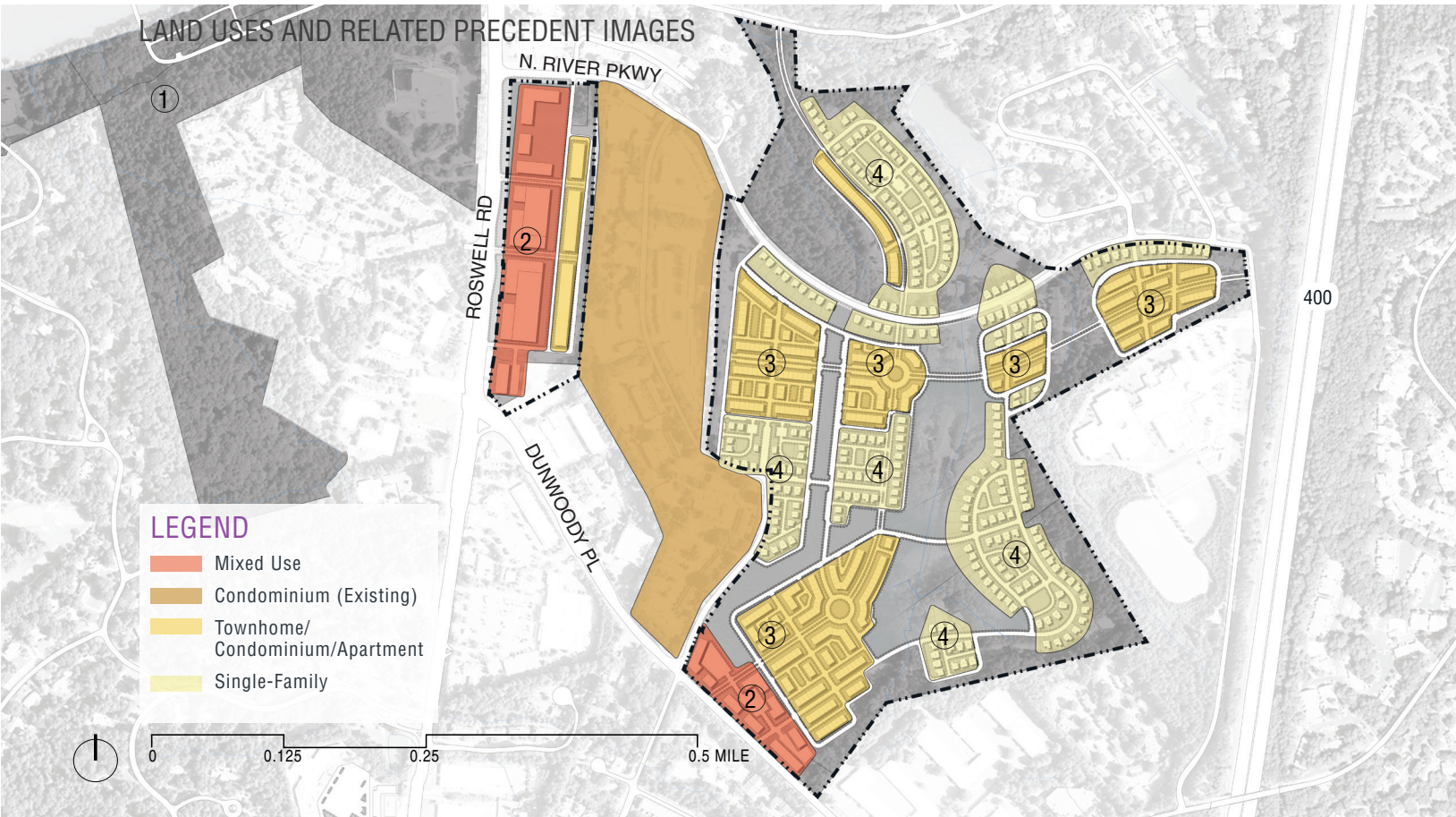
The **riverfront area** will provide for a great amenity not only to the redevelopment area but also to the existing residents in the north Roswell Road area. The riverfront has been conceptualized as a linear waterfront park with trails, viewing platforms, playground, and a pedestrian bridge connecting to the City of Roswell's kayak center. A waterfront restaurant/micro-brewery and rest areas are also proposed which can be located outside the 200' buffer area along Chattahoochee River.

Townhome and single-family cottage courts



THE NODES

NORTH RIVER



THE NODES

NORTH RIVER

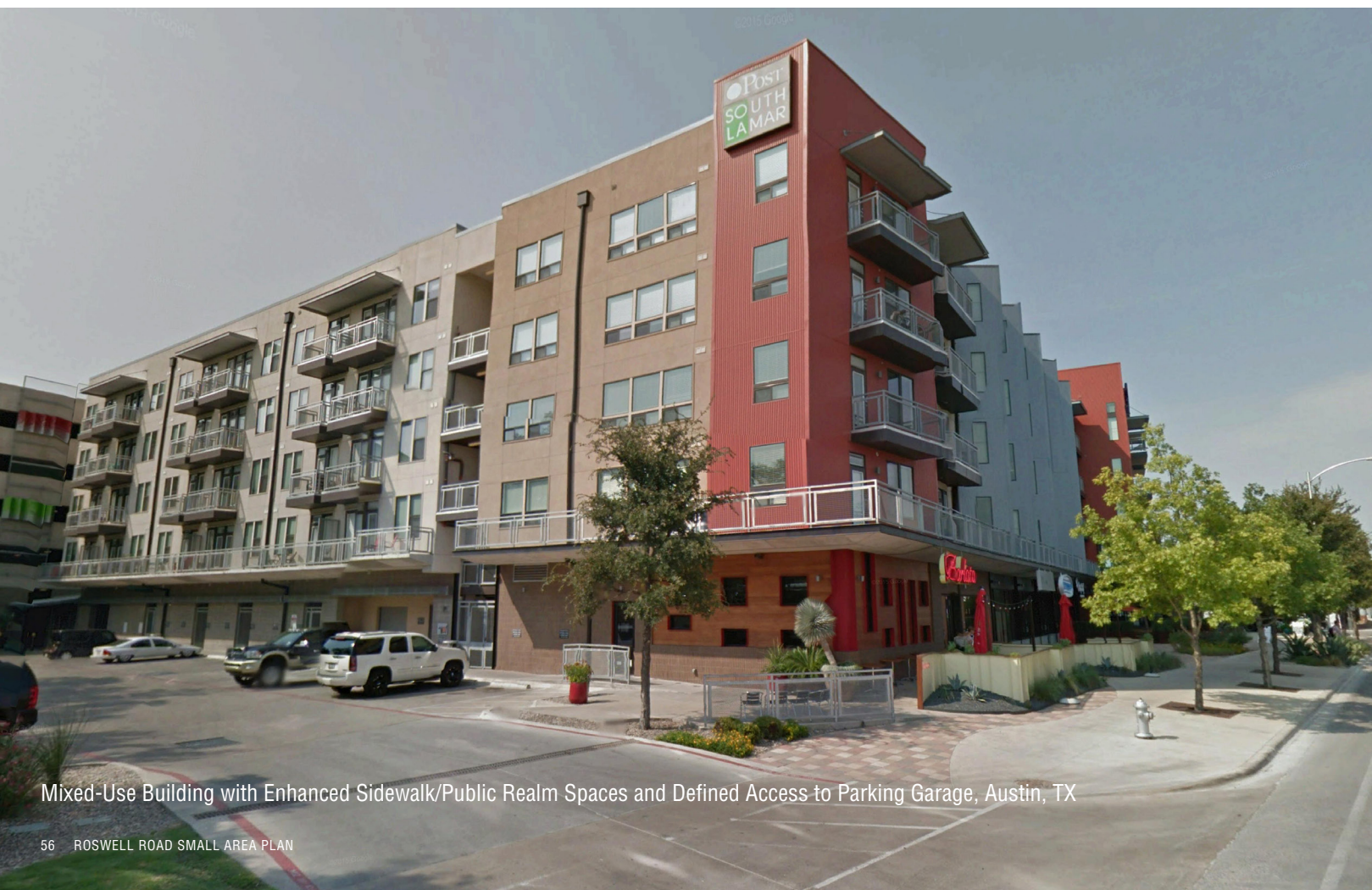




Mixed-Use Building with Public Realm Spaces, Austin, TX



Mixed-Use Building with Rear Access to Garage, Atlanta, GA



Mixed-Use Building with Enhanced Sidewalk/Public Realm Spaces and Defined Access to Parking Garage, Austin, TX



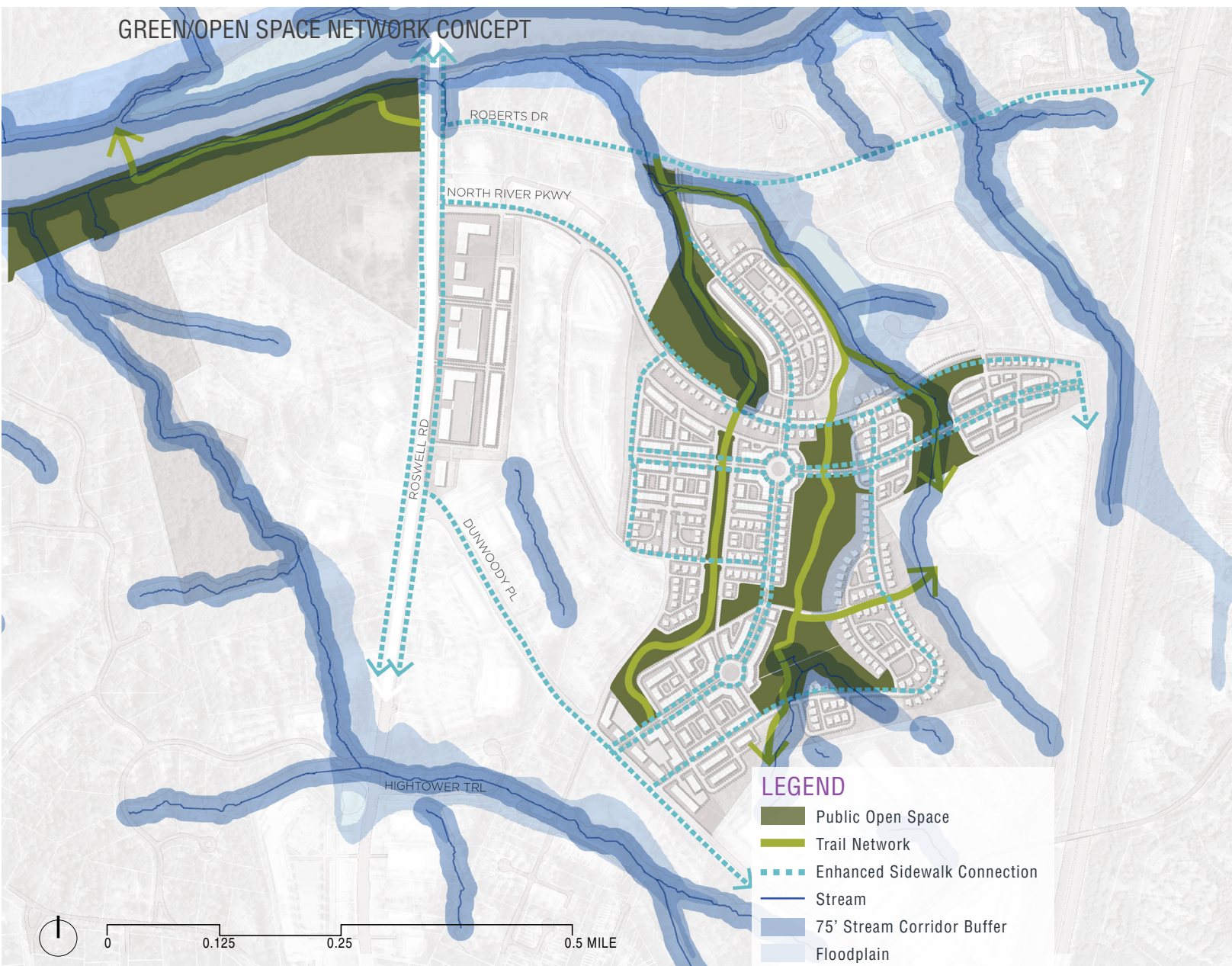
Commercial Uses with Buffer and 1-Bay of Parking



Mixed-Use Building, Boulder, CO

# THE NODES

## NORTH RIVER



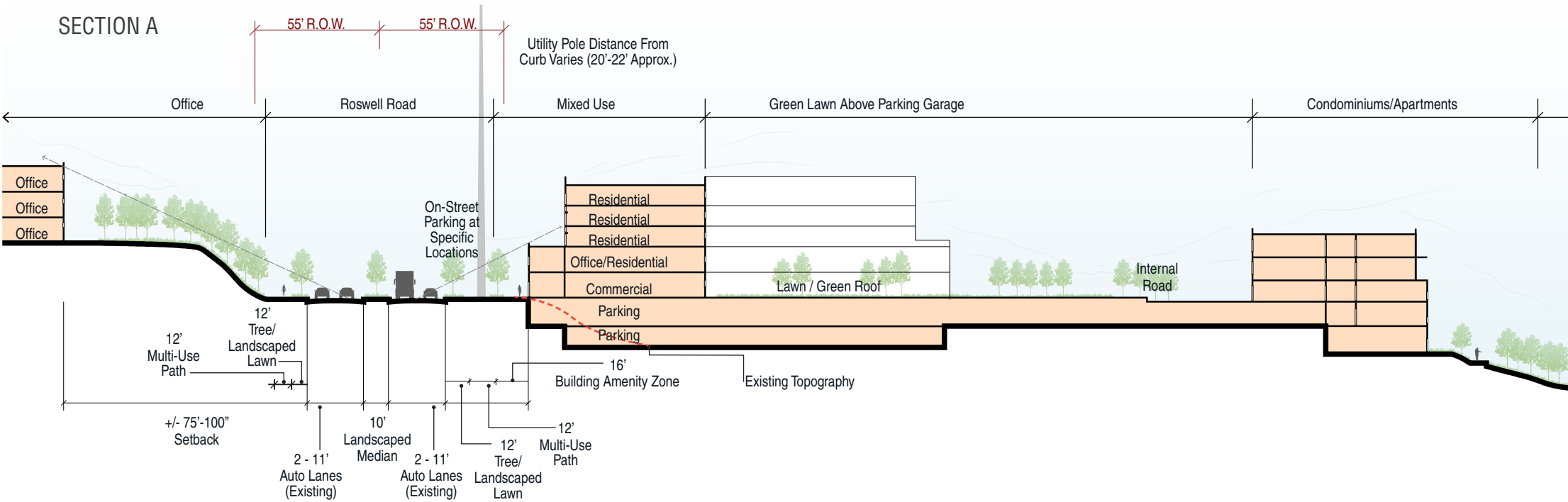
**Green/open spaces** adjoining the natural resource areas will be for public use and will provide for the much-needed recreation needs for the entire community and promote healthy living options. A network of smaller open spaces and community parks provides relief and recreational options to the development areas and surrounding neighborhoods.

Community gardening is also proposed to activate the open space areas. Trails will connect the residential and mixed-use areas to these open space and natural resource areas. Public art should be integrated as much possible within the public realm areas - refer to the Comprehensive Plan for additional recommendations regarding public art.



THE NODES

NORTH RIVER



MASSING DIAGRAM



THE NODES

NORTH RIVER

MIXED-USE REDEVELOPMENT CONCEPT

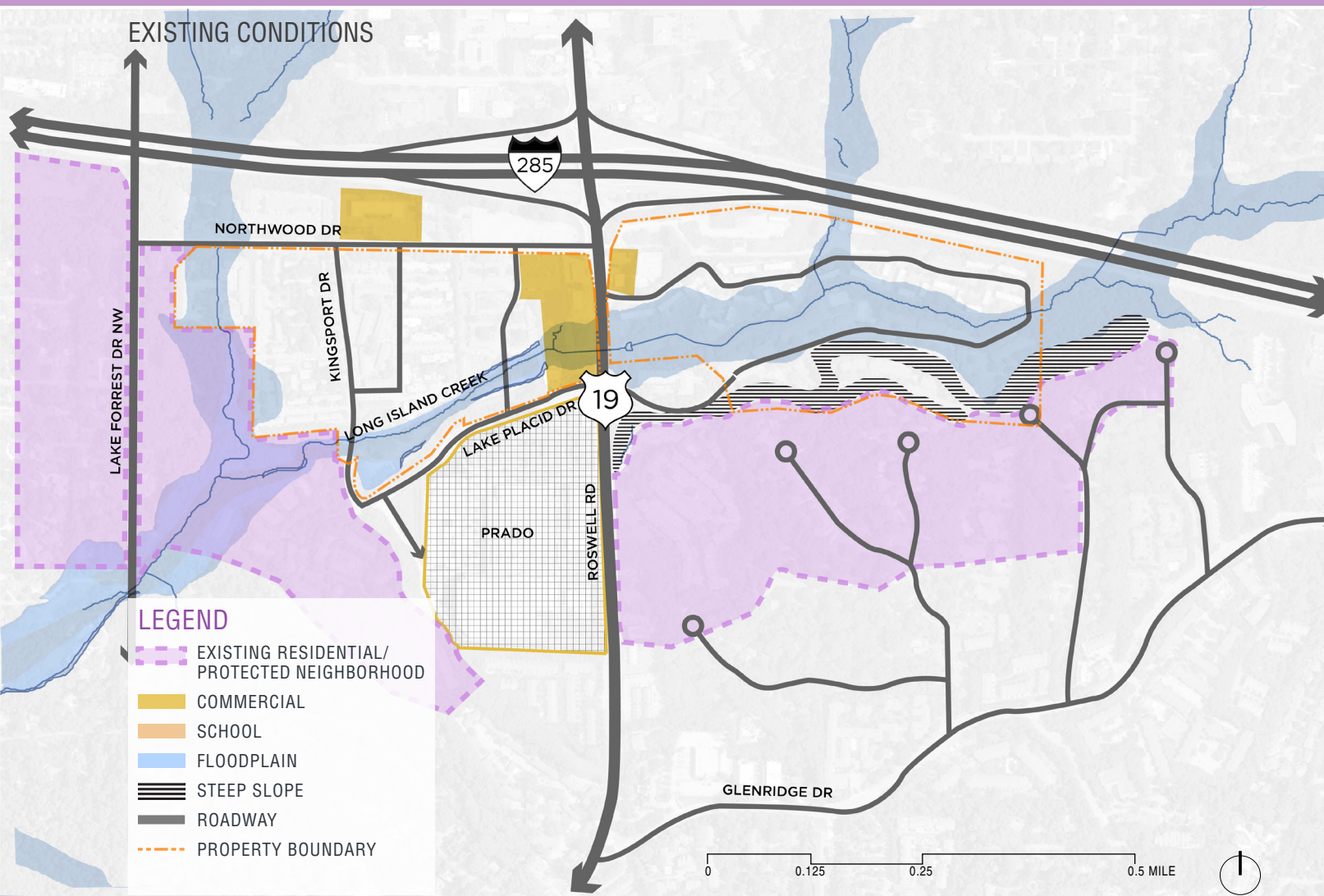


## THE NODES

### “CROSSROADS”

The “Crossroads” Node, along Roswell Road, is characterized by its proximity to I-285, GA 400, Perimeter Center business district, medical center (Pill Hill), and on-going City Springs development – the crossroads of the community. While I-285 borders the area to the north, the Prado commercial development is to the immediate south. Single-family residential areas are located to the east and west of the area. Long Island Creek is a major stream corridor going through this area. While it is mostly underground immediately to the west of Roswell

Road, the stream creates a natural corridor to the east side of Roswell Road through the existing Mosaic apartment complex. Gas stations, public storage, and a single story strip commercial center occupy the frontage of Roswell Road. A recently completed ice arena is located on Northwood Drive, which also provides access to additional aged strip commercial centers. Apartments and condominiums (including Charleston Square) occupy a large section on the west side of the commercial centers.

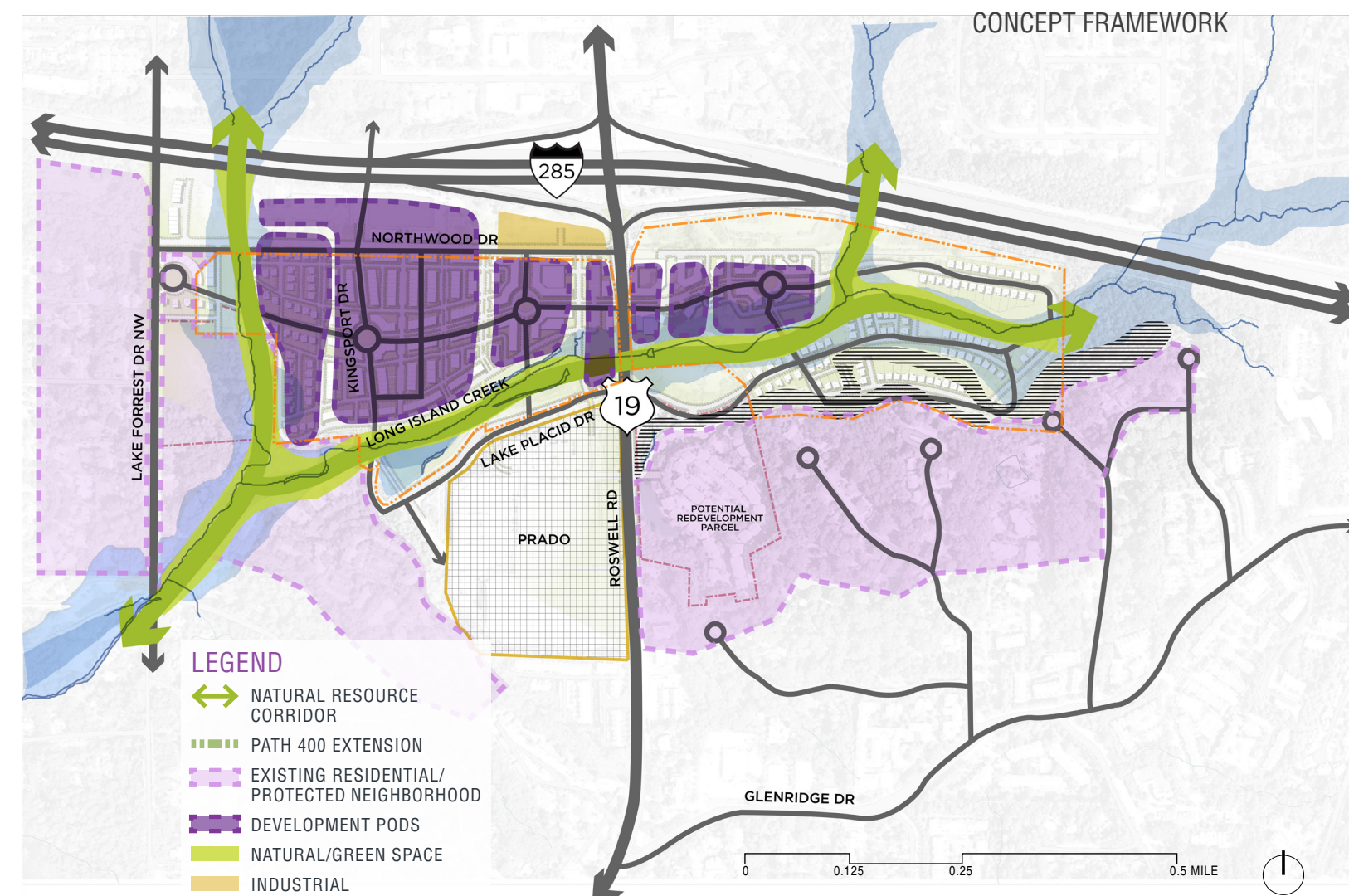


## THE NODES

### “CROSSROADS”

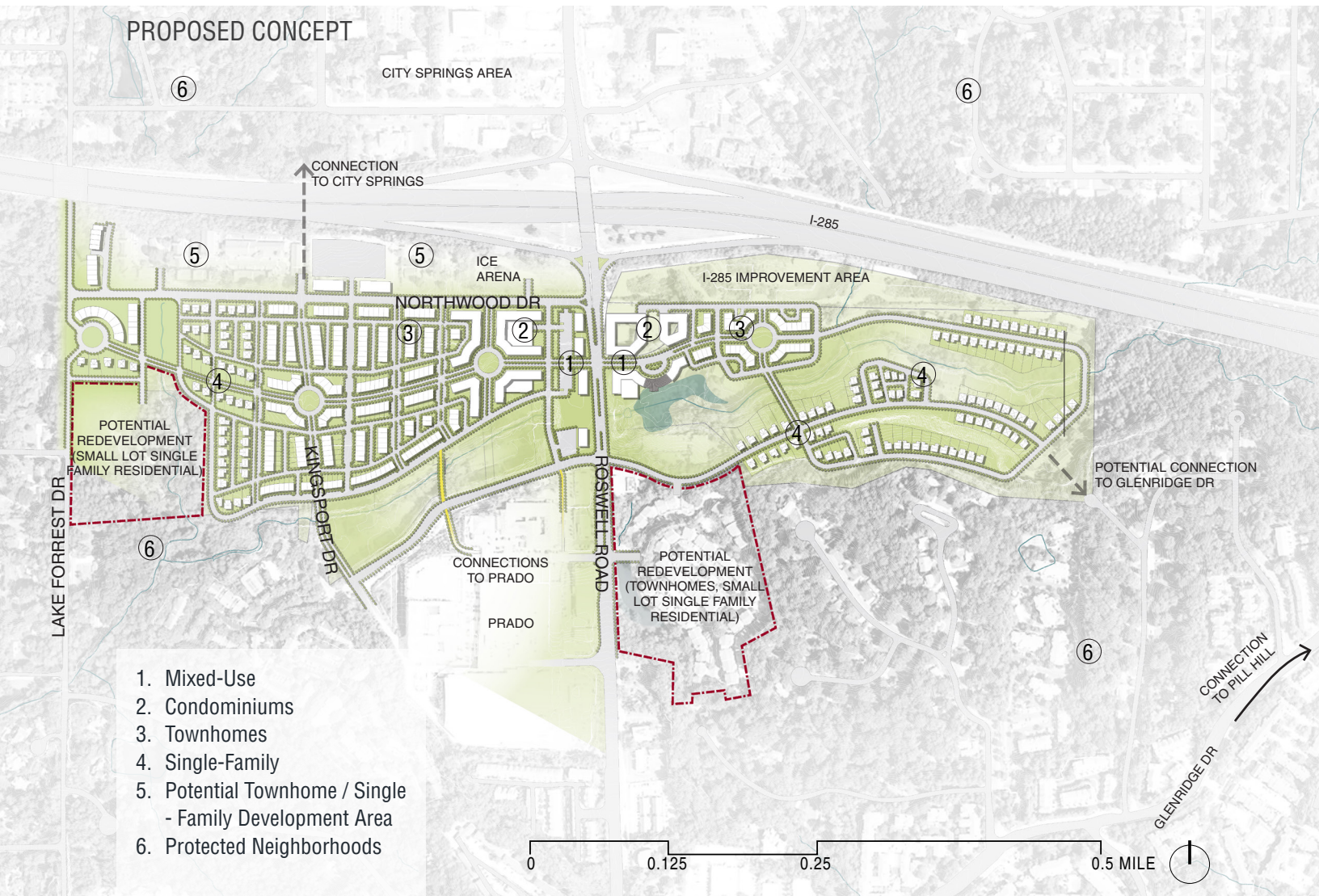
The vision for this area has been organized around a strong east-west connection linking both sides of Roswell Road. Redevelopment is envisioned through “development pods”—each of the pods or areas will promote transitional density and use model—with highest density along Roswell Road and lower density residential along the edges to blend with the surrounding single-family residential uses. Mixed-use activity areas along Roswell Road will connect this area and Prado to the on-going City Springs development. The Long Island Creek stream corridor

will promote alternative connectivity via trails linking the mixed-use activity areas and the residential neighborhoods. The elements of the vision—transitional density to create a context-sensitive development pattern, the cluster of mixed-uses along Roswell Road, the enhanced stream corridor with public gathering places, and improved connections to adjoining destinations—all contribute to create a unique sense of place for this node.



THE NODES

“CROSSROADS”



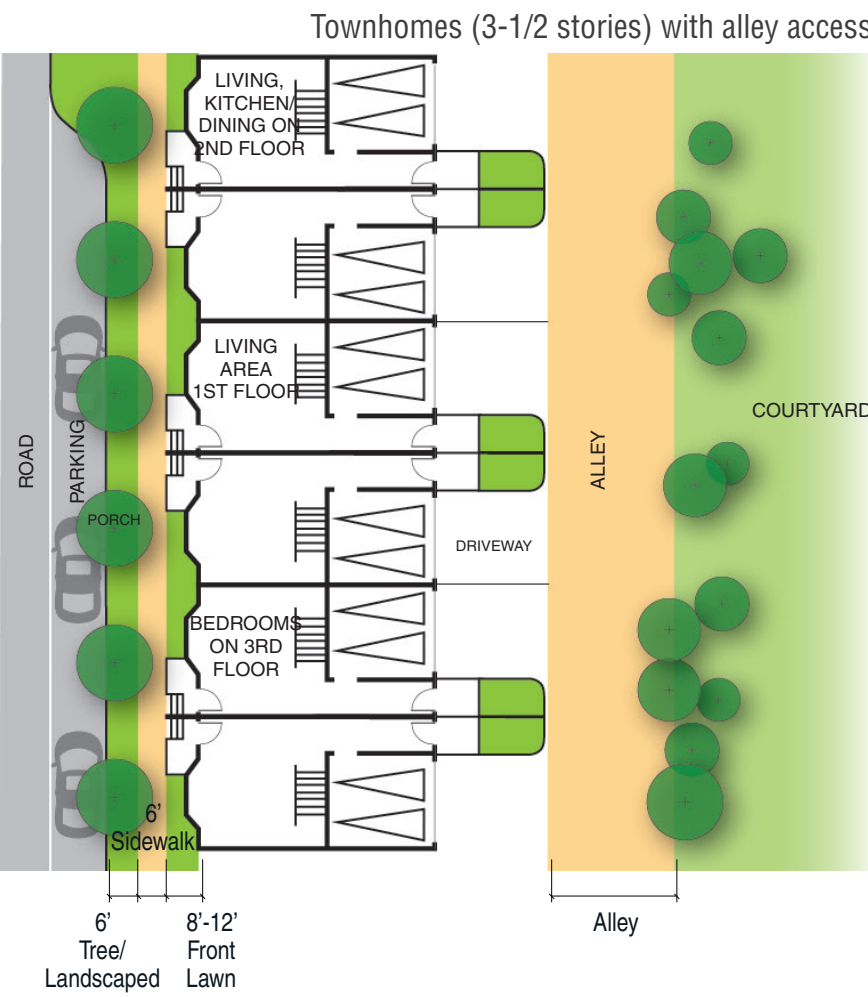
The **mixed-use “crossroads” corridor** along the enhanced Roswell Road will create a lively destination consisting of retail, professional office and urban residential organized around public gathering areas and open space.

**Residential development** in a transitional density pattern with an emphasis on homeownership will provide for the diversity of housing needs through products such as condominiums, townhomes, and single-family housing. This location, being close to Pill Hill and Perimeter Center, will cater to the housing needs of a large employment base. Front porches and alley-loaded garages/service areas are proposed in the majority of the areas to promote a safe and attractive community.

A **hierarchical road network** is proposed that connects Roswell Road and the development areas via a new east-west road. The roundabouts provide gateway character to the development areas and create a better sense of place. Connectivity to adjoining destinations such as Prado and City Springs via realigned Kingsport Drive and is recommended for ease of access. A multi-use recreational path connects Roswell Road with City Springs and Prado. Pedestrian and bike connection is also proposed from this area to north of I-285 to better connect Allen Park and the City Springs district. Continuous sidewalk connectivity and improved public realm along all roadways has been recommended.

THE NODES

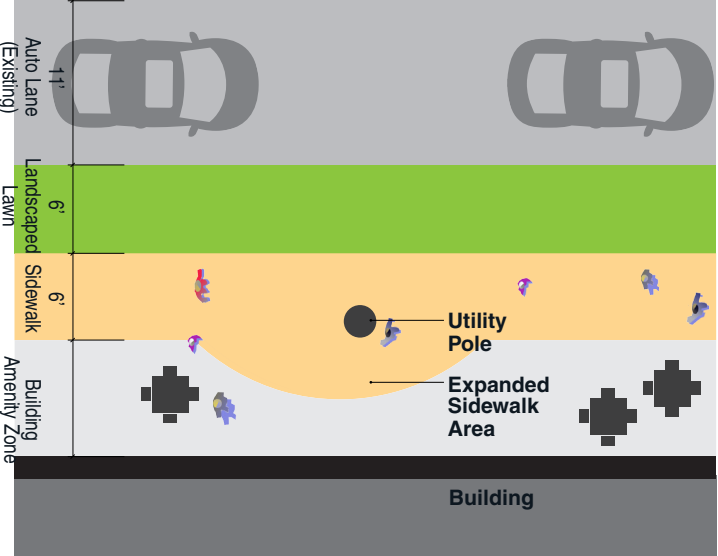
“CROSSROADS”



Art on Existing Light Pole

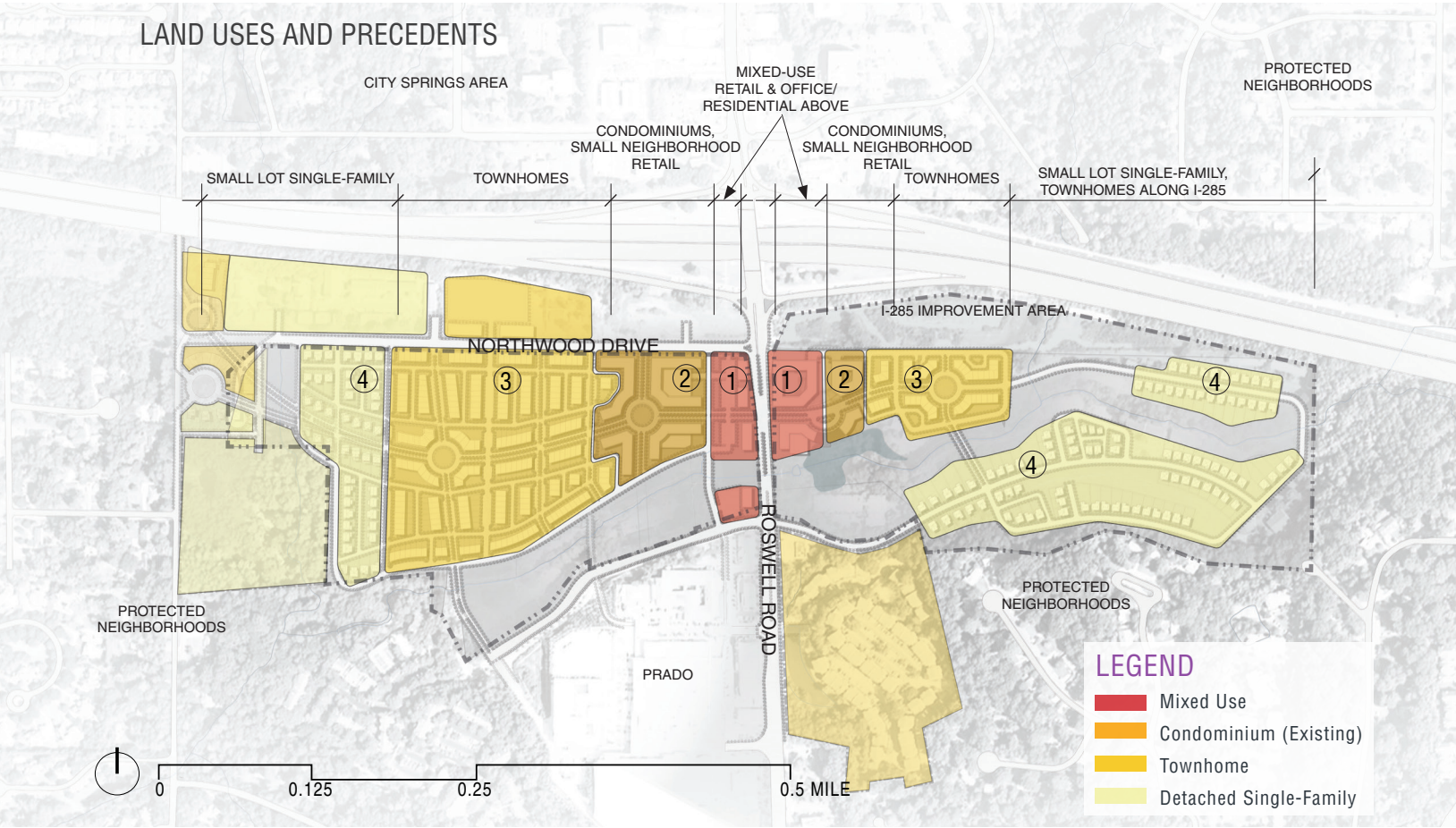


Sidewalk Strategy around Existing Larger Utility Poles (for cases where undergrounding utilities become cost-prohibitive)



THE NODES

“CROSSROADS”

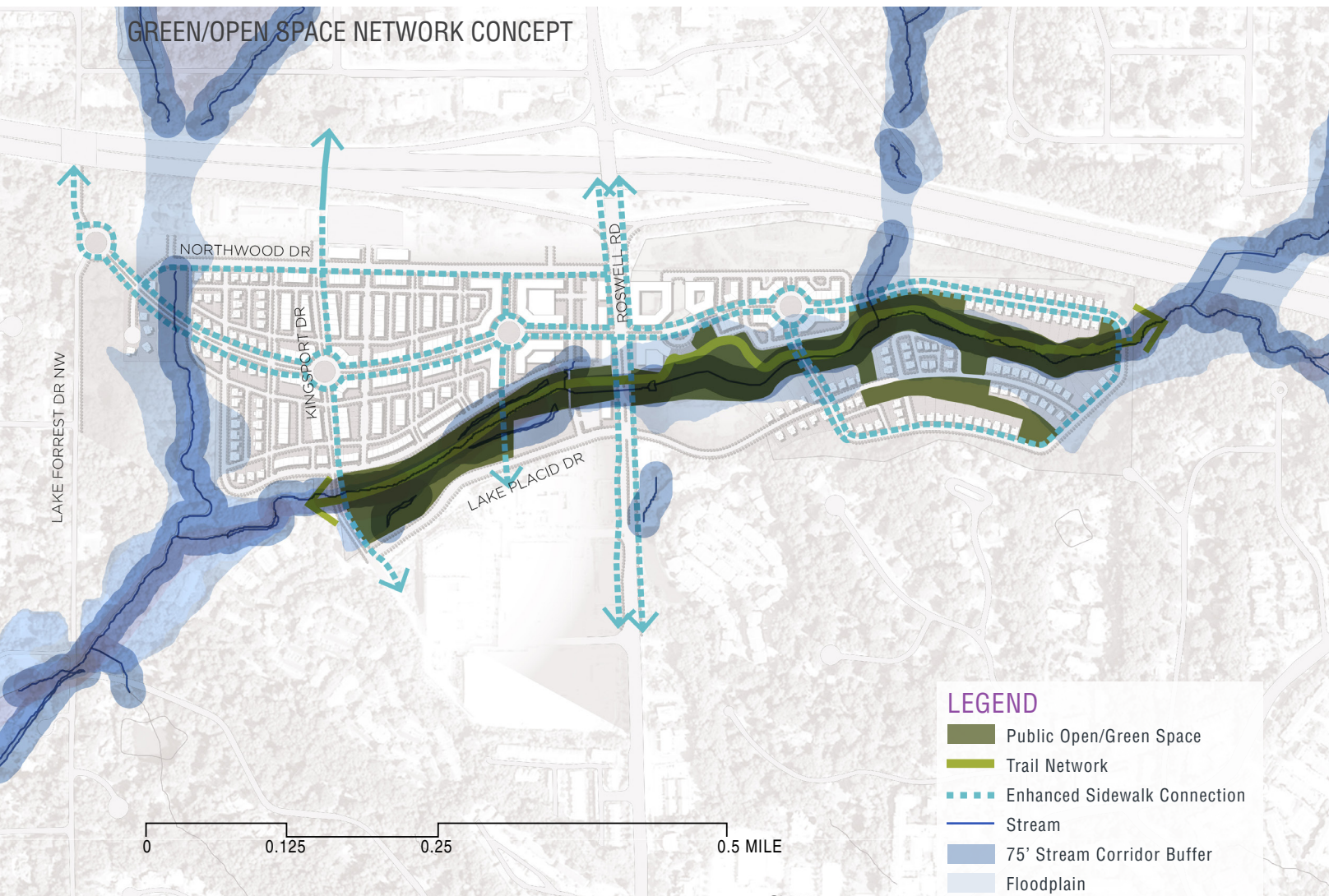


THE NODES

“CROSSROADS”

# THE NODES

## “CROSSROADS”



**Green/open spaces**, specifically along the Long Island Creek stream corridor, and neighborhood pocket parks are integral to the redevelopment serve as an organizing element coalescing the development pods. A network of smaller open spaces and community parks provides relief and recreational options to the development areas and surrounding neighborhoods. Trails connect the natural resource areas to the community/neighborhood parks, residential areas and mixed-use activity centers. Public art should be integrated as much possible within the public realm areas - refer to the Comprehensive Plan for additional recommendations regarding public art.

The concept for this area also includes “daylighting” of Long Island Creek on both sides of Roswell Road with the creation of an at-grade high quality bridge along Roswell Road. The daylighting of the creek will open opportunities for the provision additional green spaces in this area, trail connectivity, outdoor patio seating for commercial establishments along Roswell Road, and overall enhancement of the aesthetic outlook of the corridor.



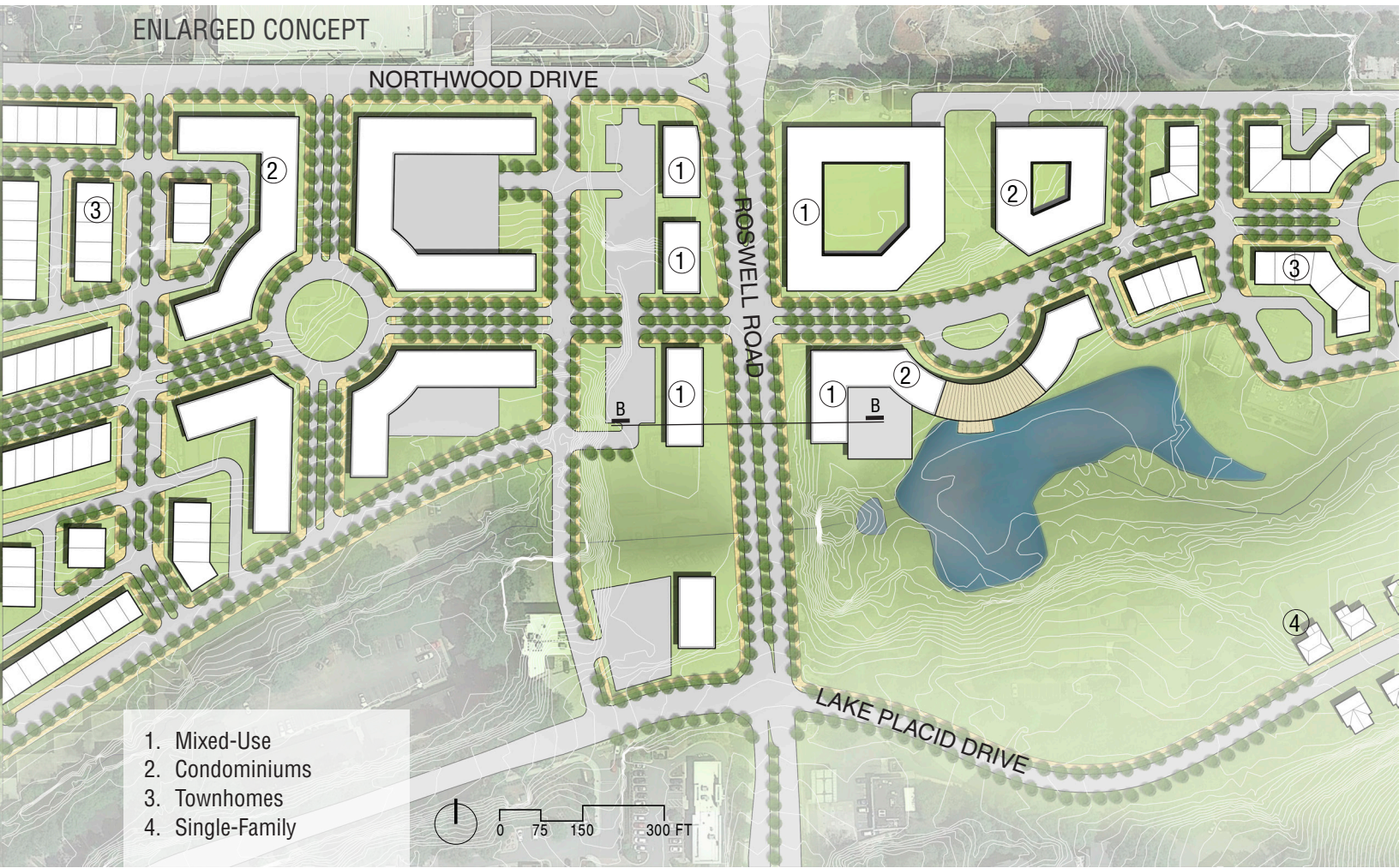
Boardwalk and Trail Along Creek



Trails Overlooking Wetlands/Ponds

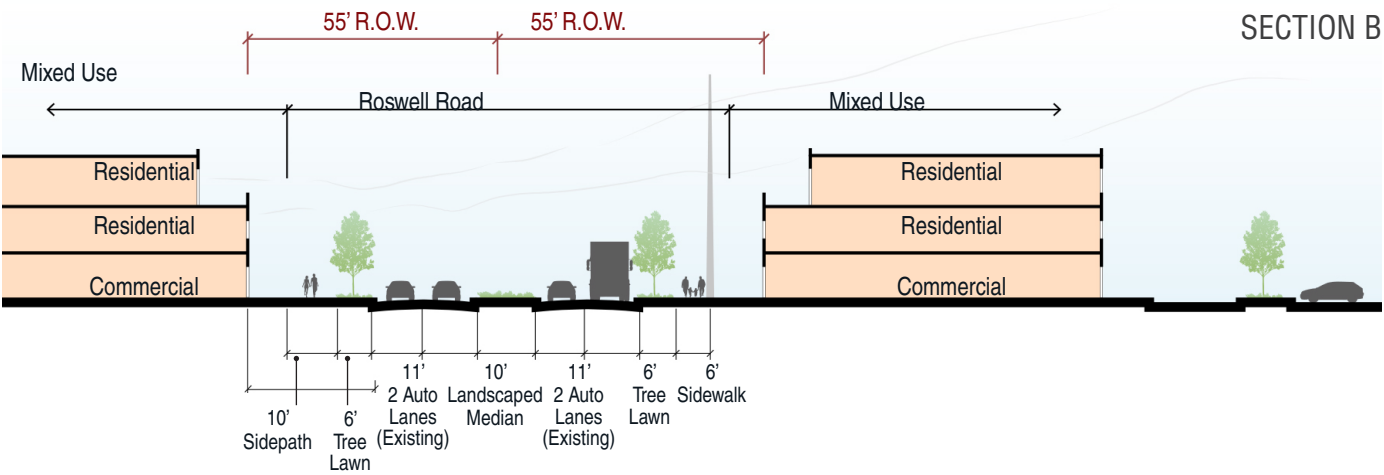
THE NODES

“CROSSROADS”



THE NODES

“CROSSROADS”

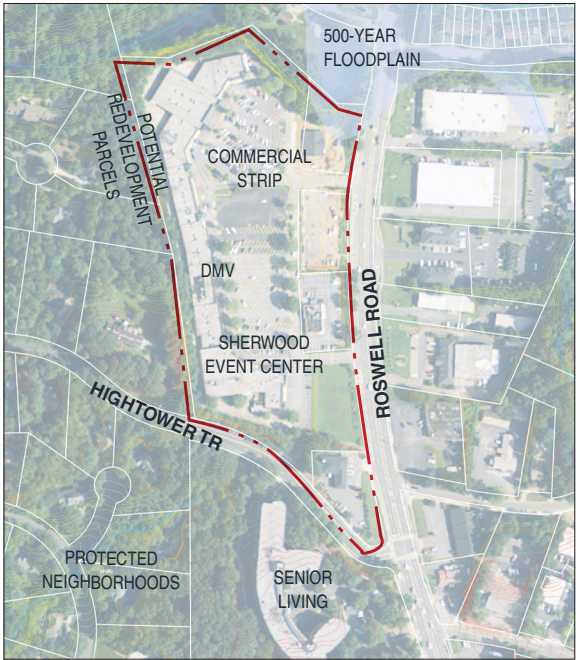


# REDEVELOPMENT SITES

## SHOPPING CENTER WITH DMV

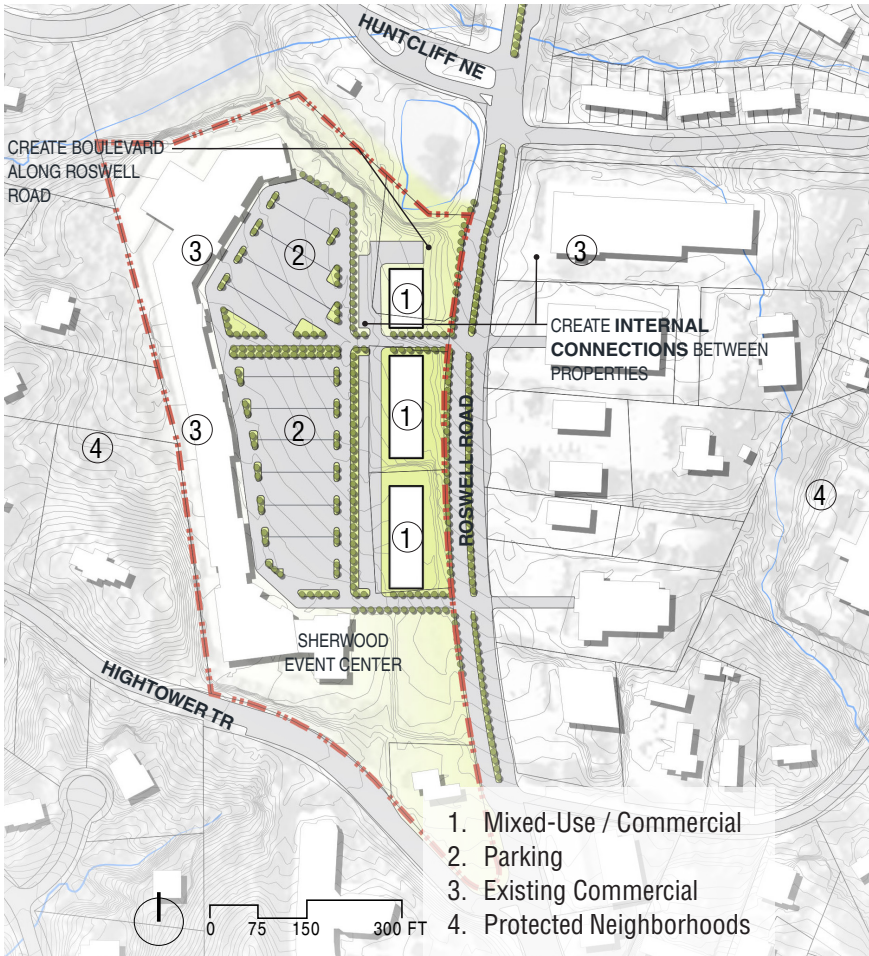
### EXISTING CONDITIONS

This site is bounded by Roswell Road to the east, Huntcliff Road to the north, Hightower Terrace to the south, and single-family residential to the west. It is primarily a commercial strip center comprising the Sherwood Event Center, Office of State Motor Vehicle, as well as retail and restaurants. Outlot commercial development along Roswell Road includes automotive services and medical offices. The grade of the site is higher than that of Roswell Road and results in reduced visibility of the commercial center.



### CONCEPT

The primary vision for this site is to promote uses along an enhanced Roswell Road to activate the street. It will provide visibility advantages to the commercial uses because of the higher grade of the site. Parking is proposed to be located behind the buildings along Roswell Road. The internal access road is enhanced to provide inter-parcel connectivity and the existing parking lot is proposed to be redesigned with landscaped islands to extend the lush green character of the surrounding area. Building heights along Roswell Road and Northridge Road are proposed to be 1-2 stories. 1-story buildings should have a high parapet or a faux second story to create a defined building wall along the roadways.

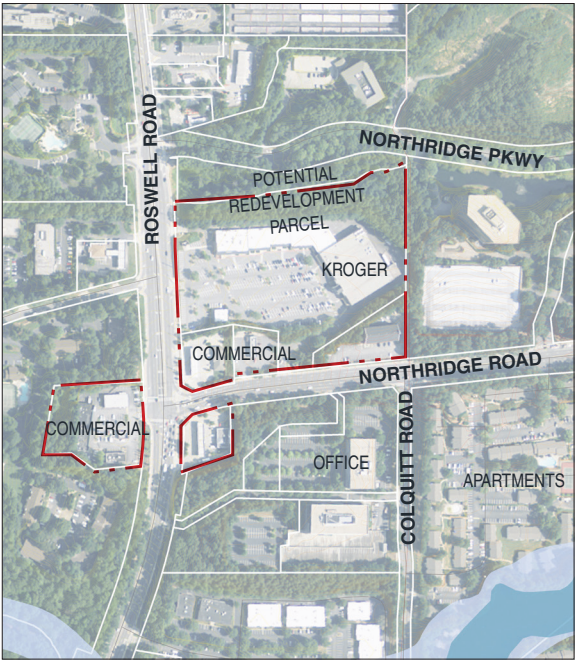


# REDEVELOPMENT SITES

## NORTHRIDGE AREA

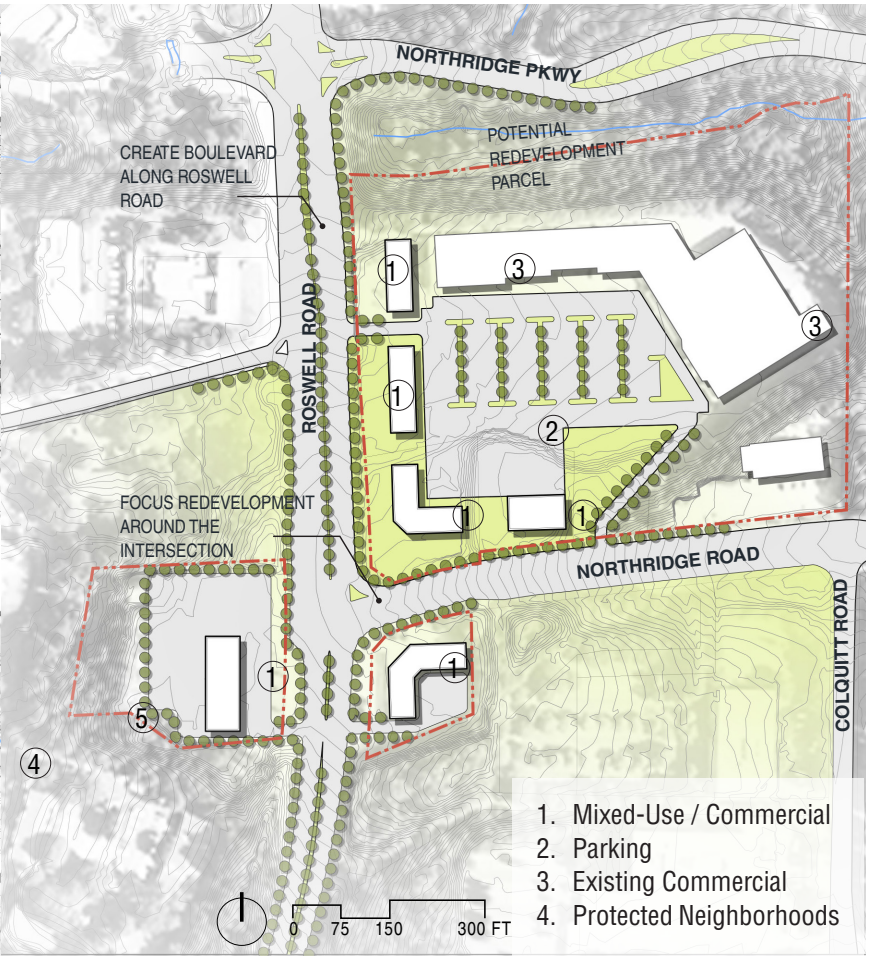
### EXISTING CONDITIONS

Roswell Road is closest to GA 400 at this location. With the potential location of the Northridge MARTA station in this area (closer to GA 400), this area acts as the gateway to Sandy Springs from the north. The opportunity sites are the ones abutting the intersection of Roswell Road and Northridge Road, including the Kroger-anchored shopping center. The existing rolling topography creates great view corridors, specifically for Northridge Road. A strip commercial center is located to the west of the intersection of Roswell Road and Northridge Road and provides opportunity to promote a sense of gateway to Roswell Road with better alignment of buildings/uses.



### CONCEPT

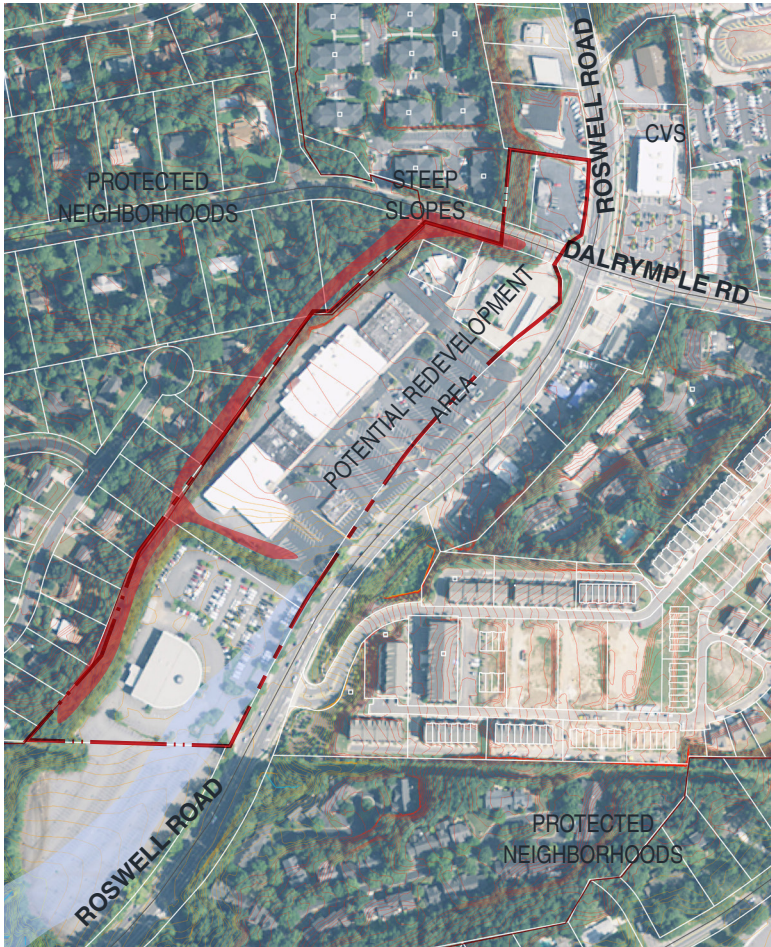
The concept for this area includes redevelopment of the three corners at the intersection of Roswell Road and Northridge Road. Built-form is proposed along the multi-modal roadways and around the intersection to promote better definition of the area and create an enhanced sense of place. The repositioned commercial center to the west of the intersection will provide a great terminating vista to Northridge Road that will further enhance the gateway characteristics. As the preferred potential MARTA station location is to the east of this area and south of Northridge Road, redevelopment along Northridge has been conceptualized to create built-form and continuous sidewalks along the roadway to better connect potential transit-oriented development around the MARTA station to this area. Building heights along Roswell Road and Northridge Road are proposed to be 1-2 stories. 1-story buildings should have a high parapet or faux second story to create a defined building wall along the roadways.



REDEVELOPMENT SITES

DALRYMPLE AREA

**EXISTING CONDITIONS**  
While Roswell Road serves the commercial heart of the City, Dalrymple Road is a major route connecting Cobb County and City of Dunwoody via Abernathy/Johnson Ferry Roads. The strip commercial center (previously anchored by Big Lots) is located on the west side of Roswell Road while several individual commercial establishments including Hammocks restaurant are located on the east side of the road. Suburban character outlot developments surround the intersection of Roswell Road and Dalrymple Road. Single-family residential areas to the west of the previously anchored Big Lots center are buffered by steep slopes and wooded lots.



REDEVELOPMENT SITES

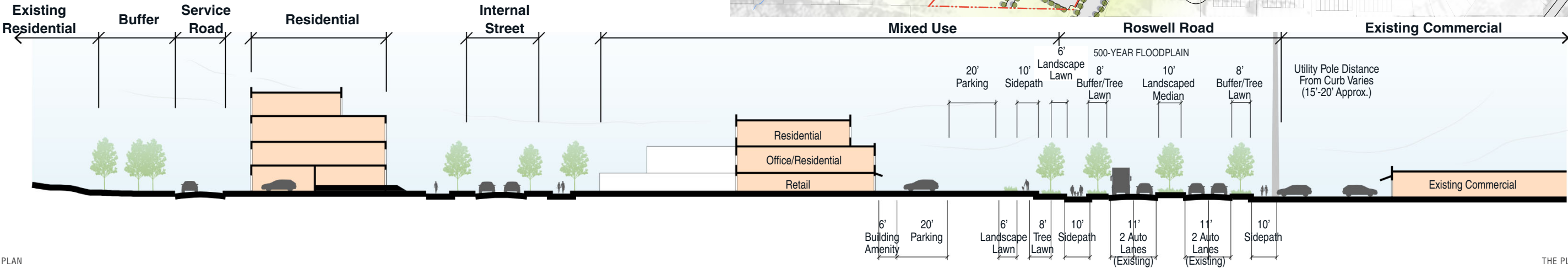
DALRYMPLE AREA

**CONCEPT**  
The vision for this area promotes built-form along Roswell Road, transitional density and land uses going toward single-family neighborhoods to the west, multi-modal connectivity along an enhanced boulevard, and a neighborhood park on the north-west quadrant of the intersection of Roswell Road and Dalrymple Road. The park will be connected from the high school, located on the east side of Roswell Road, via an improved pedestrian (at grade or grade separated) crossing. The buildings on the previous Big Lots site along Roswell Road are set back from the Boulevard to provide one bay of parking in the front, while remaining parking areas are provided at the rear of the mixed-use/commercial buildings. The bay of parking in the front

can be accessed from a driveway located at least 100' from Roswell Road to provide ample stacking distance for automobiles queued at the access roads to get in and out of the mixed-use areas. The development of the parking garage shown in the concept and can be built based on potential land use demand. A landscaped lawn with trees and an internal tree-lined access road separates the mixed-use/commercial areas with the townhomes at the rear of the property. The commercial properties on the east side of the road should have internal access roads to promote inter-parcel connectivity. Building heights for the redevelopment areas on the west side of the boulevard are recommended to be 2-3 stories and the townhomes to be 3 – 3-1/2 stories.



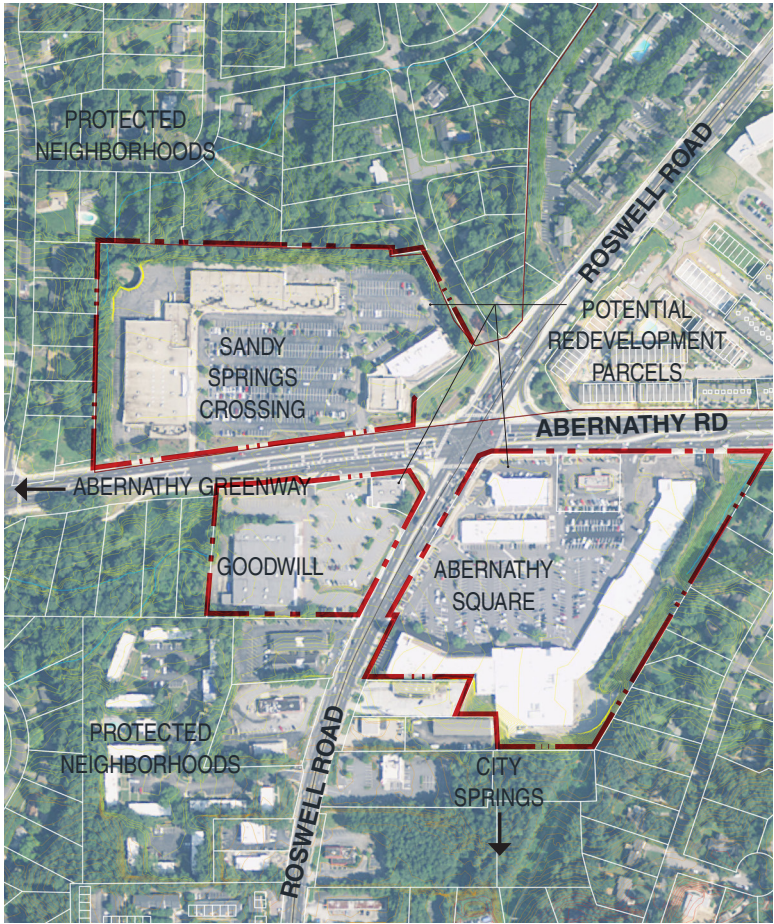
SECTION C



# REDEVELOPMENT SITES

## ABERNATHY AREA

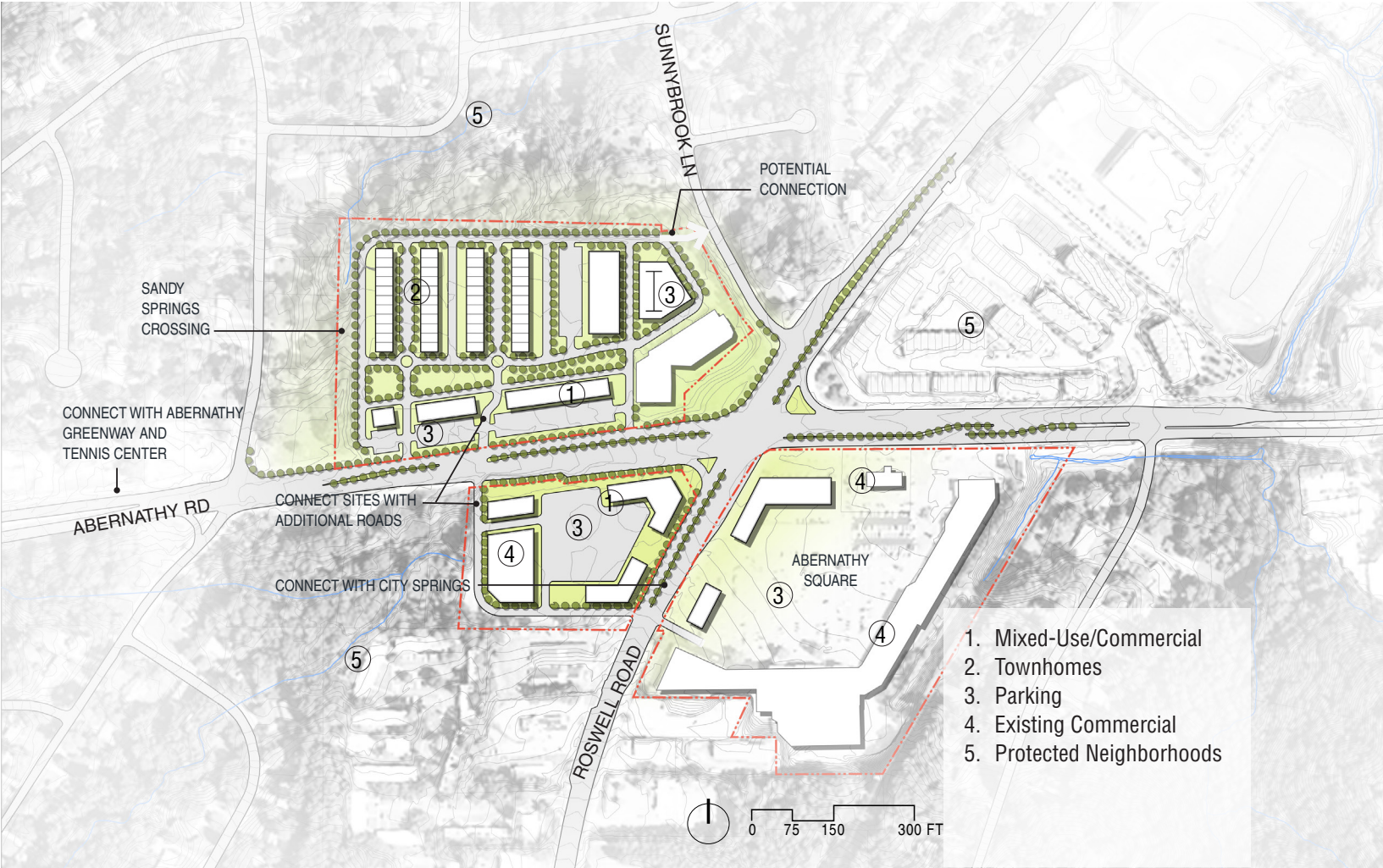
**EXISTING CONDITIONS**  
The intersection of Roswell Road and Abernathy Road is one of the most prominent intersections within the City, being close to City's on-going City Springs development. This intersection is known for its traffic congestion during peak travel times, specifically on Abernathy Road as it connects the business center of Perimeter Center to the east with Cobb County residential areas to the west. Suburban strip commercial center and outlot developments, including Sandy Springs Crossing, Goodwill Center and Abernathy Square, occupy three quadrants while newer multi-family development is located on the north-east side of the intersection. This location is in close proximity to Abernathy Greenway, one of City's newest linear parks and a great recreational attraction on the west side of Roswell Road and north of Abernathy Road. Sandy Springs Tennis Center, the proposed Marsh Creek Greenway, the Mercedes headquarters/Ashton Woods development are located on the east side of Roswell Road.



# REDEVELOPMENT SITES

## ABERNATHY AREA

**CONCEPT**  
As the prominent intersection in the commercial corridor of Roswell Road, the primary vision for this area is to define the intersection with built form along the roadways and provide alternative connections between the commercial sites to relieve the main intersection of inter-parcel traffic. While the designation of public streets or private streets should be finalized during detailed design of the sites, but it is recommended that the streets be designed and constructed to public standards; and that any new private streets added, should they be allowed in a given development or subdivision, would need to meet this requirement. An opportunity for transitional density exists on the Sandy Springs Crossing site; as such, mixed-use/commercial uses are shown along Abernathy Road and townhomes at the rear of the property. Building heights along Abernathy Road on the Sandy Springs Crossing property are recommended to be 2 stories. If 1-story buildings are included in redevelopment scenarios, they should have high parapet or faux second story levels to create defined building walls as well as to match the potential 2 story buildings along the roadway. For the other properties, 1-2 story buildings are recommended and for 1-story buildings, similar guidelines should be applied, as mentioned above.



# IMPLEMENTATION

This section consists of the following:

- Design Guidelines
- Buildings
- Streetscape
- Catalytic Site Redevelopment Nodes
- Implementation Matrix

DESIGN GUIDELINES

ROSWELL ROAD

ROAD SECTION	RIGHT-OF-WAY REQUIRED INCLUDING SIDEPATHS	MEDIAN	BUFFERS	SIDEWALK/ SIDEPATH
CHATTAHOOCHEE RIVER TO ABERNATHY ROAD - PARKWAY CHARACTER	94'-102'	10' landscaped median with trees (with selections of understory flowering) 45'-60' o.c. ; left turn lanes at intersections and access drives	10' tree lawn on both sides from back of curb; canopy/ shade trees 45'-60' o.c.; pedestrian scale lighting with 11'-14' high post lamps with 100' on center spacing	10'-12' sidepath (ped+bike) on both sides
ABERNATHY TO I-285 - CORE "MAIN STREET" CHARACTER (BASED ON CITY SPRINGS STREETScape OVERLAY PLAN)	76'	10' landscaped median with planter boxes at strategic locations (near intersections) ; left turn lanes at intersections and access drives	2' paver band on both sides; refer to City Center Master Plan and City Springs Overlay District	9' sidepath (ped+bike) on both sides along with columnar deciduous trees at the back of the paver band
I-285 MT PARAN ROAD	80'	10' landscaped median; left turn lanes at intersections and access drives	5' tree lawn on both sides from back of curb; canopy/ shade trees 45'-60' o.c.; pedestrian scale lighting with 11'-14' high post lamps with 100' on center spacing	10' sidepath (ped+bike) on west side and 6' sidewalk on east side
MT PARAN ROAD TO SOUTH GATEWAY	76'	10' landscaped median; left turn lanes at intersections and access drives	5' tree lawn on both sides from back of curb; canopy/ shade trees 45'-60' o.c.; pedestrian scale lighting with 11'-14' high post lamps with 100' on center spacing	6' sidewalk on both sides

DESIGN GUIDELINES

ROSWELL ROAD

BUILDING AMENITY ZONE	IDENTITY ELEMENTS AND FURNITURE	PARKING	MULTIMODAL FACILITIES
These are areas in front of buildings, which are flexible for variety of outdoor uses such as outdoor dining, public art and for public gathering areas. Depending on availability of right-of-way, this can be landscape buffer with trees; at the nodes, this area can be utilized for outdoor dining, public art and for public gathering areas	Signage/wayfinding to destinations and amenities; street furniture such as trash receptacles, benches, public art is recommended at each block	On-street parking along the nodal areas (North River); no on-street parking otherwise	Bike paths with sidewalk on both sides. Bus on existing travel lanes with bus shelters (including canopy for shade)
Outdoor dining, gathering spaces	Signage/wayfinding to destinations and amenities; street furniture such as trash receptacles, benches, public art is recommended at each block	No on-street parking	Bike paths with sidewalk on both sides. Bus on existing travel lanes with bus shelters (including canopy for shade)
Depending on availability of right-of-way, this can be landscape buffer with trees; at the nodes, this area can be utilized for outdoor dining, public art and for public gathering areas	Signage/wayfinding to destinations and amenities; street furniture such as trash receptacles, benches, public art is recommended at each block	No on-street parking	Bike path with sidewalk on west side; only sidewalks on east side. Bus on existing travel lanes with bus shelters (including canopy for shade)
Depending on availability of right-of-way, this can be landscape buffer with trees; at the nodes, this area can be utilized for outdoor dining, public art and for public gathering areas	Signage/wayfinding to destinations and amenities; street furniture such as trash receptacles, benches, public art is recommended at each block	No on-street parking	Sidewalks on both sides. Bike lanes south of Mt Paran Road located on Lake Forrest Dr. Bus on existing travel lanes with bus shelters (including canopy for shade)

SITES AND BUILDINGS ALONG BOULEVARD

ROAD SECTION	LAND USE	SETBACKS/BUILD-TO-LINES FROM CURB	ACCESS
NODE - NORTH RIVER	Mixed-Use (Commercial/ retail/ restaurants at ground floor, office/ residential above)	40' setback (16' amenity zone) on east side; wide setback on west side because of existing topography	Minimize curb-cuts with shared access; align accesses to site with access points on opposite side of boulevard; inter-parcel connectivity with adjoining parcels as much possible; safe and convenient access for pedestrian and bikes
NODE - CROSSROADS	Mixed-Use (Commercial/ retail/ restaurants at ground floor, office/ residential above)	20'-25' on west side (5'-10' amenity zone); 16'-21' on east side (5'-10' amenity zone)	Minimize curb-cuts with shared access; align accesses to site with access points on opposite side of boulevard; inter-parcel connectivity with adjoining parcels as much possible; safe and convenient access for pedestrian and bikes
NODE - CITY SPRINGS	Refer to City Center Master Plan	Follow detailed guidelines from Sandy Springs Development Code (in-progress)	Minimize curb-cuts with shared access; align accesses to site with access points on opposite side of boulevard; inter-parcel connectivity with adjoining parcels as much possible; safe and convenient access for pedestrian and bikes
REDEVELOPMENT SITES	Mixed-Use/Commercial	North of Abernathy - 20'-25' (without parking in front), 75' (1 bay of parking), 95' (2 bays of parking); south of I-285 - 11' (without parking in front), 41' (1 bay of parking), 61' (2 bays of parking)	Minimize curb-cuts with shared access; align accesses to site with access points on opposite side of boulevard; inter-parcel connectivity with adjoining parcels as much possible; safe and convenient access for pedestrian and bikes
COMMERCIAL AREAS	Mixed-Use/Commercial	Refer above	Minimize curb-cuts with shared access; align accesses to site with access points on opposite side of boulevard; inter-parcel connectivity with adjoining parcels as much possible; safe and convenient access for pedestrian and bikes
RESIDENTIAL AREAS	Townhomes/ Condominiums	Refer above	1 access for sites with less than 300' of lot frontage

SITES AND BUILDINGS ALONG BOULEVARD

PARKING	HEIGHTS/ MASSING	BUILDING FRONTAGE	BUILDING FENESTRATION
Limited on-street parallel parking to activate retail ground floor uses; most parking located at the rear or side of the buildings; if located at the side provide 10' landscape buffer along street	3 to 5 stories; building massing should include building plane offset and bulk plane to be applied to break-up massing	Provide access from rear parking lots to front of buildings No block should have a perimeter, measured from its bounding street centerlines, of 1,800'; no single side greater than 600' without a mid-block pedestrian connection through the short side of the block	Minimum of 50% of first floor façade to have clear glass/ doorway for any commercial uses; 30% - for upper floors
No on-street parking along Roswell Road; parking located at the rear or side of the buildings; if located at the side provide 10' landscape buffer along street	3 to 5 stories; building massing should include building plane offset and bulk plane to be applied to break-up massing	Provide access from rear parking lots to front of buildings No block should have a perimeter, measured from its bounding street centerlines, of 1,800'; no single side greater than 600' without a mid-block pedestrian connection through the short side of the block	Minimum of 50% of first floor façade to have clear glass/ doorway for any commercial uses; 30% - for upper floors
No on-street parking along Roswell Road; all parking behind or side of buildings; if located at the side provide landscape buffer along street	Follow detailed guidelines from Sandy Springs Development Code (in-progress)	Follow detailed guidelines from Sandy Springs Development Code (in-progress)	Follow detailed guidelines from Sandy Springs Development Code (in-progress)
No on-street parking along Roswell Road; 1-2 bays of parking allowed in front of buildings; 6'-10' landscape buffer along boulevard in parking lot locations	1-2 stories; for 1 story buildings high parapet or faux 2nd story is recommended	No block should have a perimeter, measured from its bounding street centerlines, of 1,800'; no single side greater than 600' without a mid-block pedestrian connection through the short side of the block	Minimum of 50% of first floor façade to have clear glass/ doorway for any commercial uses; 30% - for upper floors
No on-street parking along Roswell Road; 1-2 bays of parking allowed in front of buildings; 6'-10' landscape buffer along boulevard in parking lot locations	1-2 stories; for 1 story buildings high parapet or faux 2nd story is recommended	No block should have a perimeter, measured from its bounding street centerlines, of 1,800'; no single side greater than 600' without a mid-block pedestrian connection through the short side of the block	Minimum of 50% of first floor façade to have clear glass/ doorway for any commercial uses; 30% - for upper floors
No parking in front for townhomes; 1-2 bays of parking allowed for condominiums	Townhomes - 2-4 stories with "2 over 2" allowed; Condominiums - 2-5 stories	Townhomes - 2-4 stories with "2 over 2" allowed; Condominiums - 2-5 stories	TBD

IMPLEMENTATION MATRIX

ROSWELL ROAD

RECOMMENDATIONS	ACTIONS	RESPONSIBLE PARTIES	TIMELINE
CREATE BOULEVARD ALONG ROSWELL ROAD	Market the Small Area Plan and gain consensus for implementation from property owners, interested developers and stakeholders	City	1 Year
	Create small area plan coding to guide implementation of boulevard and site redevelopment initiatives	City	6 Months
	Create a boulevard along Roswell Road Streetscape Design and Implementation Plan <ul style="list-style-type: none"><li>Select a design team through an RFQ/P process</li><li>Design should incorporate detailed implementation for landscaped median, public realm areas to include sidewalk and/or sidepaths along the Boulevard, streetscape elements such as tree and pedestrian lighting locations, wayfinding signage, furniture and public art</li><li>Recommend phases for implementation</li><li>Create cost estimate for streetscape implementation</li><li>Explore and finalize funding - general funds, transportation funding, grants</li></ul>	City, GDOT, Consultants	3-4 Years
	Apply for applicable grants Submit project for inclusion in ARC Long Range Transportation Plan and Transportation Improvement Program	City	1-2 Years
	Update Capital Improvements Element to include projects that City can advance independently of redevelopment	City	
	Implementation Track 1: Public Sector Initiative		
	<ul style="list-style-type: none"><li>Identify opportunity-based locations for median installation based on application of Small Area Plan policy and Design &amp; Implementation Plan. Strategically implement landscaped medians, with a target of installing at least five individual medians per year.</li></ul>	City in coordination with GDOT	3-10 Years
	<ul style="list-style-type: none"><li>In extents of the Roswell Road corridor with available right-of-way, improve public realm areas, including sidewalks and/or sidepaths, per Small Area Plan policy recommendation</li></ul>	City in coordination with GDOT	3-10 Years
	<ul style="list-style-type: none"><li>Begin right-of-way and/or easement acquisition in extents of the corridor where needed</li></ul>	City in coordination with GDOT	Begin at 2nd Year, process is ongoing
	<ul style="list-style-type: none"><li>Program additional construction projects for corridor sections requiring right-of-way for implementation</li></ul>	City in coordination with GDOT	Begin after right-of-way acquired from 2nd year, process is ongoing

IMPLEMENTATION MATRIX

ROSWELL ROAD AND REDEVELOPMENTS OF NODES

RECOMMENDATIONS	ACTIONS	RESPONSIBLE PARTIES	TIMELINE
CREATE BOULEVARD ALONG ROSWELL ROAD	Implementation Track 2: Public-Private Partnership		
	<ul style="list-style-type: none"><li>Market the Small Area Plan and Streetscape Design to gain consensus for implementation (specifically for nodes) from property owners and interested developers</li></ul>	City	1-2 Years
	<ul style="list-style-type: none"><li>Acquire right-of-way or easements in order to implement appropriate segments of the Boulevard in conjunction with adjoining site redevelopment</li></ul>	City, GDOT	4 Years and beyond
	<ul style="list-style-type: none"><li>City to work with a developer led design team to implement the appropriate segments (City to implement public realm areas while developer-led team to implement site redevelopment)</li></ul>	City, Developer	2 years and beyond
CREATE MIXED-USE DEVELOPMENT AT NODES/REVITALIZATION AREAS - NORTH RIVER AND CROSSROADS	Market the small area plan and get consensus on redevelopment concept from property owners and interest from potential developers	City	Begin at the completion of Small Area Plan
	Create small area plan code as part of the development of Development Code (DC)	City, Consultants	On-going
	Rezone identified parcels based on vision of the small area plan	City	Begin at the completion of Code (DC)
	Contact owners to understand their individual hold or exit strategies, understand which properties may be are available for disposition or redevelopment	City (Economic Development)	Begin at the completion of Small Area Plan
	Fund a Market & Feasibility Study for the identified cluster of parcels to understand development scenarios – generate specific analysis (scenarios vis-à-vis economics)	City	TBD
	Provide economic incentives to property owner, such as: <ul style="list-style-type: none"><li>Infrastructure reimbursement grant - city can pay for infrastructure and or infrastructure upgrades, buying an easement(s), etc.</li><li>Accelerate lease/s by providing discounts based on today's market worth</li><li>Reappraise the property and reassess the taxes; provide discounted taxes (only tax for the land and not for the improvements) for the remainder of lease</li></ul>	City	TBD
	Assist in redevelopment through proactive approval process based on Code (DC). City can be the first owner/master developer who releases the land to the public-private partnership (PPP) or the ultimate master developer	City's redevelopment agency/authority	1+ Years

# IMPLEMENTATION MATRIX

## SITE REDEVELOPMENT

RECOMMENDATIONS	ACTIONS	RESPONSIBLE PARTIES	TIMELINE
CREATE MIXED-USE / COMMERCIAL REDEVELOPMENT AT SITES ALONG ROSWELL ROAD	Contact property owners and/or their representatives and or the tenants to find out the ownership structure of land and buildings, term of leases and any conditions, covenants, restrictions, exclusions, etc., number of options (lease), structure of lease; chart the leases including any remaining options on a timeline to explore opportunities for redevelopment at the lease terminations of various tenants (for cases with multiple tenants)	City (Economic Development)	Begin at the completion of Small Area Plan
	Market the small area plan to property owners and/or interested developers	City	Begin at the completion of Small Area Plan
	Determine the ability as to whether the property/ properties will be marketed for sale and if so, it could occur in a public-private partnership (PPP) structure or a developer working with the interests of the City/ Vision/Community	City	Begin at the completion of Development Code (DC)
	Fund a Market & Feasibility Study for the identified cluster of parcels to understand development scenarios – generate specific analysis (scenarios vis-à-vis economics)	City	TBD
	Explore economic development and regulatory incentives; work with property owners and developers to work out deals for easing the path towards redevelopment	City	Appropriate time
	Assist in redevelopment through design review process based on Code (DC)	City	1+ Years



# APPENDIX

This section consists of the following:

- Estimate of Probable Costs - Roswell Road
- Image Credits



ESTIMATE OF PROBABLE COSTS

ROSWELL ROAD

Implementation of the boulevard along Roswell Road design involves placement of raised medians in the existing two-way left turn lane; guidelines for when and where this placement can occur are provided in the Small Area Plan. As the City progresses in the application of an access management approach throughout the Roswell Road corridor, there will be more and more opportunities to replace the two-way left turn lane with medians where storage space is no longer needed for left turns into driveways.

The Small Area Plan and Comprehensive Plan recommendations for median placement are based on opportunity, determined in part by the traffic needs of left-turn lanes that will remain from the continuous center left-turn lane. As the City reviews development applications and relative traffic studies and performs its own studies on the corridor, it will determine appropriate turn lane widths. These should seek to find a balance between conservative traffic forecasts (and therefore longer queues) and maximum median length at the expense of left turn storage. In other words, left turn storage lengths should not be too short to accommodate expected traffic, but should not be of a length based on aggressive traffic growth. The more the City is able to implement parallel policies of street network addition, the less an individual intersection should need to handle large volumes of left turns.

As a general policy on median placement, the Small Area Plan and Next Ten Plan’s Short-Term Work Program both recommend that the City begin placing

five medians per year. These will naturally vary in width based on the opportunity and traffic needs discussed above, but there are some sections of the Roswell Road corridor, such as around the Belle Isle Drive intersection near the Fountain Oaks shopping center, where short spacing of cross-streets and relatively few driveways mean that median placement could begin with relatively little effort. In other sections of the Roswell Road corridor, especially north of Abernathy Road, relatively long distances between driveways or cross-streets suggest that no left turns are needed in those sections; medians could be installed there as well with no additional access management actions needed.

The Small Area Plan provides the following general guidance in the table below for costs of medians, based on standard GDOT pay-item construction costs. Three sample lengths are provided: 100 feet, a recommended minimum length to achieve the speed control and aesthetic enhancement of the corridor, 300 feet, and 800 feet. Actual lengths will certainly vary from these, but these are understood to be basic prototypes and the associated costs provide overall planning guidance in understanding the City’s commitment to adding these medians each year (or as development opportunities allow).

In addition, the Small Area Plan also estimates the cost of surveying and engineering, to be included in a detailed design plan developed for the entire corridor, to be approximately \$1.3 million.

Corridor Section	100’ Median	300’ Median	800’ Median	Full Streetscape Installation	Surveying and Engineering Costs
North City Boundary to Abernathy Road	\$23,000	\$54,000	\$102,000	\$4,950,000	
I-285 to Mount Paran Road	\$21,000	\$51,500	(not likely to be used)	\$1,450,000	
Mount Paran Road to South City Boundary	\$21,000	\$51,500	(not likely to be used)	\$3,100,000	
ENTIRE CORRIDOR					\$1,300,000

IMAGE CREDITS

**Pg. 12**  
(Center) City Center Master Plan

**Pg. 20**  
(Center Left) Google street view  
(Bottom Right) Google street view

**Pg. 27**  
(Top) <http://www.thetruthaboutcars.com/tag/911/page/2/>  
(Bottom) <http://icetech.ie/interactive-kiosk-solutions/interactive-kiosks/>

**Pg. 32**  
[http://hartforddailyphoto.blogspot.com/2010\\_07\\_01\\_archive.html](http://hartforddailyphoto.blogspot.com/2010_07_01_archive.html)

**Pg. 33**  
Source unknown

**Pg. 36**  
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**Pg. 37**  
Flickr - Taber Andrew Bain

**Pg. 43**  
<https://www.cnu.org/highways-boulevards/model-cities/octaviaboulevard>

**Pg. 47**  
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<https://www.pinterest.com/pin/296463587952207973/>

**Pg. 54**  
(Top Left) <http://detroitriverfront.org/riverfront/east-riverfront/gabriel-richard-park>  
(Bottom Left) <http://www.webnode.me/falls-park-on-the-reedy-greenville-sc.html>  
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(Top Left) <https://www.pedbikeimages.org/pubdetail.cfm?picid=577>  
(Top Right) <https://www.pinterest.com/pin/274438171016572887/>  
(Center Left) <http://www.marketwatch.com/story/putting-a-youthful-spin-on-the-55-plus-community-2013-11-10>  
(Center Right) <http://mosaicdistrict.com/live/townhomes-mosaic-an-eye-neighborhood/>  
(Bottom Left) <http://www.lakenormanmike.com/huntersville-nc/>

(Bottom Right) <http://www.neighborhoodlife.net/archives/index.php?type=feature&id=107>

**Pg. 56**  
(All) Google Street View

**Pg. 57**  
(Top) Google Street View  
(Bottom Left) Google Street View  
(Bottom Right) <http://www.neighborhoodlife.net/archives/index.php?type=feature&id=107>

**Pg. 59**  
(Top) <https://londonlandscape.wordpress.com/page/2/>  
(Bottom Left) [http://www.humannature.cc/parks\\_ifp.html](http://www.humannature.cc/parks_ifp.html)  
(Bottom Right) <https://asla.org/2009awards/567.html>

**Pg. 65**  
<http://uponhaliburtonhill.blogspot.com/2011/10/fernwood-power-pole-art.html>

**Pg. 66**  
(Bottom Left)  
(Bottom Right) <http://plancharlotte.org/story/place-making-urban-design-charlotte-harrisburg-birkdale-noda>

**Pg. 67**  
(Top) <http://www.pillarproperties.com/the-corydon>  
(Center Left) <https://www.eya.com/montgomery-row/homes/models-floor-plans/>  
(Center Right) unknown  
(Bottom) unknown

**Pg. 69**  
(Top) <http://stewartinc.com/portfolio-post/bioquest-ii-and-iii-at-the-north-carolina-museum-of-life-and-science/>  
(Bottom) <http://www.landezine.com/index.php/2011/03/tianjin-qiaoyuan-park-by-turenscape-landscape-architecture/>

**Pg. 71**  
<http://www.cyburbia.org/gallery/showphoto.php/photo/14406/title/sears-grand/cat/507>

**Pg. 87**  
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