



ROSWELL RIVER PARKS Master Plan

Conceptual Planning + Design
of Roswell's Riverfront Greenspaces

May 2016



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INTRODUCTION

In 2015 the City of Roswell hired a team of design consultants consisting of Jacobs Engineering, Root Design Studio and Mack Cain Landscape Architects to develop a master plan for fifteen contiguous parcels of land located along the Chattahoochee River, just west of GA 400. The study area consisted of twenty-two acres, including Don White Park and the Ace Sand property.

The City purchased the Ace Sand property in 1999 and has been leasing it back to Ace Sand Company ever since. Knowing that this property would likely be turned over to the City at some point, City officials and residents have had many discussions over the last several years about what could be done with that property. The City is currently in negotiations with Ace Sand Company to determine how best to transition that property into City greenspace. Anticipating this transition, the City decided to move forward with the development of the master plan for this area.

As the project unfolded, the City recognized an opportunity to develop a comprehensive master plan for all of the parks and City-owned property along the Chattahoochee River from GA 400 to the Cobb County line. So the scope of the project was expanded to include all City property from Don White Memorial Park to Willeo Park. The design team was to review the status of the existing river parks, and make recommendations to create a first-class, unified river park system.





DATA GATHERING

Inventory & Analysis

The first step in this process was to compile a comprehensive base map for all of the City owned property along the river. The design team worked with the City to locate previous surveys, as-builts, and master plans for each of the parcels. The goal was to produce a base map that was as accurate as possible without having to commission a field-run survey for the entire area.

As part of this effort, the design team field located existing trees, streams and other natural features at the Ace Sand property to ensure a higher level of accuracy for generating a detailed and realistic master plan at this particular site. All of the information was scanned, digitized and compiled into a single Auto-CADD file. After the file was generated, the team visited each parcel to confirm the accuracy of the information and verify that nothing had been left out.

Once the existing conditions were documented, the design team analyzed the information to identify challenges and opportunities within each parcel. This included an investigation of natural elements and systems such as the existing tree canopy, the overall health of the mature trees, general locations of invasive plant species, preliminary delineations of streams and wetlands, and basic soil conditions.

It also included evaluating the existing recreational facilities such as docks, boat ramps, playground and pavilions to determine if they were being used and how often, if they were duplicating resources in nearby parks, if they were in sound condition or in need of repair, and if they were appropriate for parks along the river.





Site Visit



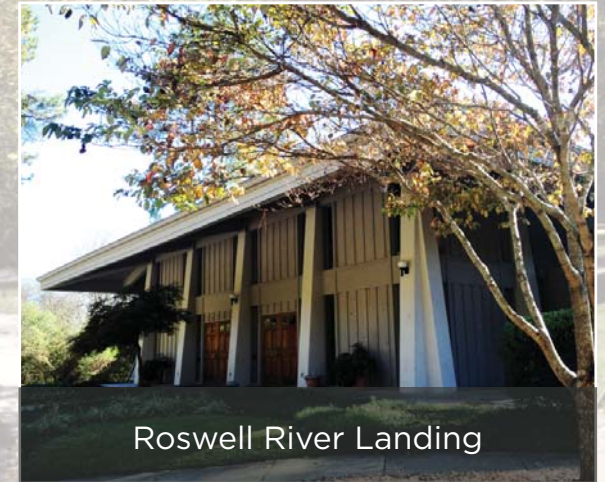
Don White Park



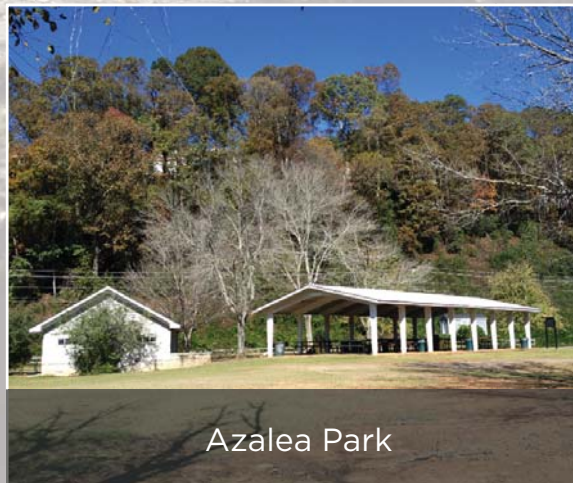
Ace Sand Property



Riverside Park



Roswell River Landing



Azalea Park



Willeo Park

DATA GATHERING

Public Outreach



Third Public Meeting

Given that this master plan is for the development of public greenspace, owned by all of the citizens of Roswell, public outreach was a critical component of this project. The design team in conjunction with the City held three public-input meetings to collect information from Roswell residents. The purpose of the meetings was to determine what park users like and dislike about the parks, and what their visions and aspirations are for these areas along the river.

- The first meeting was held at City Hall at 6:00 pm on Tuesday, February 17, 2015.
- The second meeting was held at East Roswell Park at 6:00 pm on Thursday, March 5, 2015.
- The third and final meeting was held at Roswell River Landing at 7:00 pm on Thursday, August 13, 2015.

During the first two meetings, the majority of the discussion centered around what to do with these parks and how to develop them. The list of suggestions included:

- Restaurant
- Combined rowing venue
- Additional active recreation (i.e. beach volleyball)
- Water features
- Additional trails and passive amenities
- Ropes Course
- Zip line
- Restoring and protecting the natural environment

What was learned from these first two meetings is that there is a strong contingent of Roswell's population who would like to see more commercial development and active recreational activities along the river. And there is an equally passionate group of residents who would like to see more environmental protection for the river with a focus on limited passive recreational amenities. As would be expected, the majority of the people who attended these meetings fell somewhere in between. As the design consultants, it was our job to consider all of the options and try to create a plan that accommodated the widest segment of the community.

During the third meeting, the majority of the discussion focused on traffic and parking

problems. Concerns included:

- Not enough parking at each of the parks
- Impromptu parking along the side of the road during events creates traffic congestion
- No shuttle service between the parks
- No crosswalks or sidewalk connections to the residential developments on the north side of Riverside Road or Azalea Drive
- No bike lanes along the roads; some of the bikers ride along the Riverwalk trail, which is a potential safety hazard
- Narrow trail connection along the front of St. Andrew Church; difficult to navigate
- Long exit times leaving the parks during certain times of day

All of the input received at each meeting was recorded and given serious consideration during the design process. A list of pros and cons was generated for each item, and a final decision was made based on how an individual suggestion impacted a specific location within a particular park, as well as how it impacted the overall river park system. While some of the input received turned out to be impractical or inappropriate for these particular parks, many suggestions from these meetings ultimately informed the final design decisions in the master plan.

Coordination with City Staff

Throughout the design process, our team coordinated closely with the City to gain a better understanding of the hopes, expectations and concerns of City staff and officials. During the data gathering phase, the design team met on multiple occasions with various members of the Recreation and Parks Department, Community Development, the Recreation Commission, and the Mayor and City Council.

Due Diligence

In order to ensure that proposed recommendations in the master plan are realistic and feasible, the design team performed a thorough review of local, state and federal codes, laws and regulations. This helped us to identify and understand the various development constraints that are applicable to these parcels. A brief summary of those findings includes the following:

- Any proposed development will need to adhere to the City's zoning ordinance.
- Most of these parcels lie within the 100-year flood plain of the Chattahoochee River. This means that any new structures, such as restrooms, office space, concessions, etc. must be designed and constructed accordingly.
- The State of Georgia has a fifty-foot undisturbed buffer along the bank of the Chattahoochee. This buffer prohibits any clearing or land disturbing activities within that buffer with exceptions for things like stream crossings, public access (i.e. docks and boat ramps), and invasive species

removal. Any disturbance within the buffer requires a stream buffer variance permit.

- The National Park Service (NPS) has jurisdiction over any proposed development that extends into the River. This means that any proposed docks, gangways, observation decks or any other construction that extends into the water must be closely coordinated with NPS.
- The Army Corps of Engineers (ACOE) has jurisdiction and permitting authority for any proposed development that impacts streams or rivers. Any proposed disturbance within the existing stream channel, including the installation of boat docks, needs to be permitted through the ACOE.

• The Atlanta Regional Commission (ARC) administers the Metropolitan River Protection Act (MRPA). The specifics of this Act are discussed in more detail the following section.

• The Upper Chattahoochee Riverkeeper is an environmental advocacy organization with more than 7,000 members, dedicated solely to protecting and preserving the Chattahoochee River Basin. Any proposed development along or near the river bank would need to be coordinated with the Riverkeeper to ensure that the proposal is in keeping with the mission of this organization.

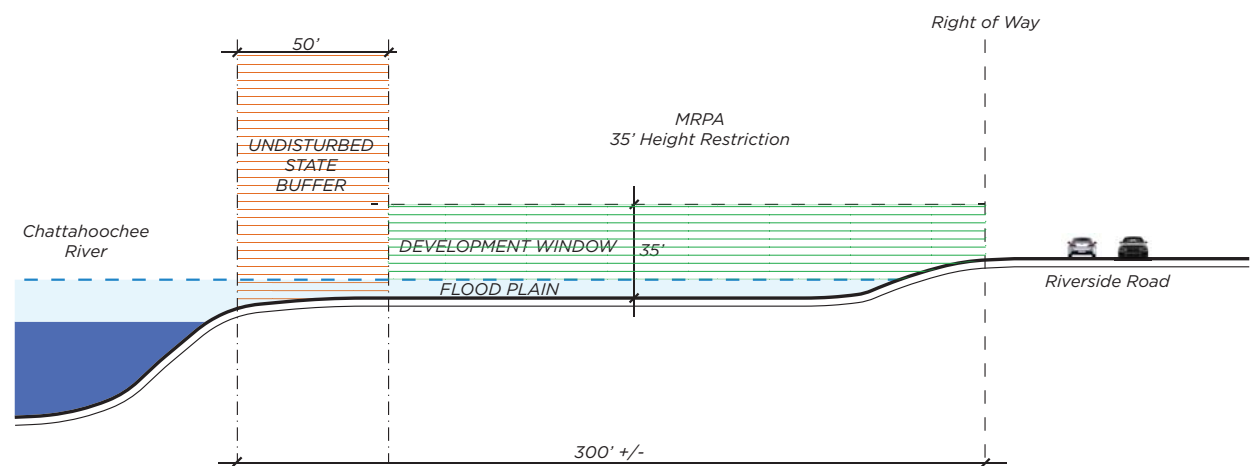


FIGURE 1. Schematic cross section of development constraints

DATA GATHERING

ARC Coordination

One of the most critical components of the project was understanding the various aspects of the Metropolitan River Protection Act (MRPA) as it applies to these parcels. MRPA is a state law (Georgia Code 12-5-451et seq.) that was passed in 1973. The Act established the Chattahoochee River Corridor, which extends 2000 feet from both banks of the river between Buford Dam and the downstream limits of Douglas and Fulton counties. Its stated purposes include protection of water quality, protection of water supplies, control of erosion, reduction of flood hazards and the locating and design of land uses to minimize impacts to the river and the surrounding land. These goals were to be achieved through a plan for the Corridor, which ARC was required to develop, adopt and implement.

The resulting Chattahoochee Corridor Plan has three sets of standards that must be met for development to be consistent with the Plan. These standards are: Vulnerability Standards, which divide the Corridor into six Vulnerability Categories that are determined by land characteristics such as a slope, soil erodibility and vegetation, and set limits on land disturbance and impervious surface; Buffer Zone standards, which set buffers and setbacks along the river and certain tributary streams; and Floodplain Standards, which apply in the river floodplains. All proposed land disturbing activity in the Corridor is subject to these Standards.

The six Vulnerability categories in the Plan are identified by the letters A through F, with A being the least restrictive and F the most restrictive. The amounts of land

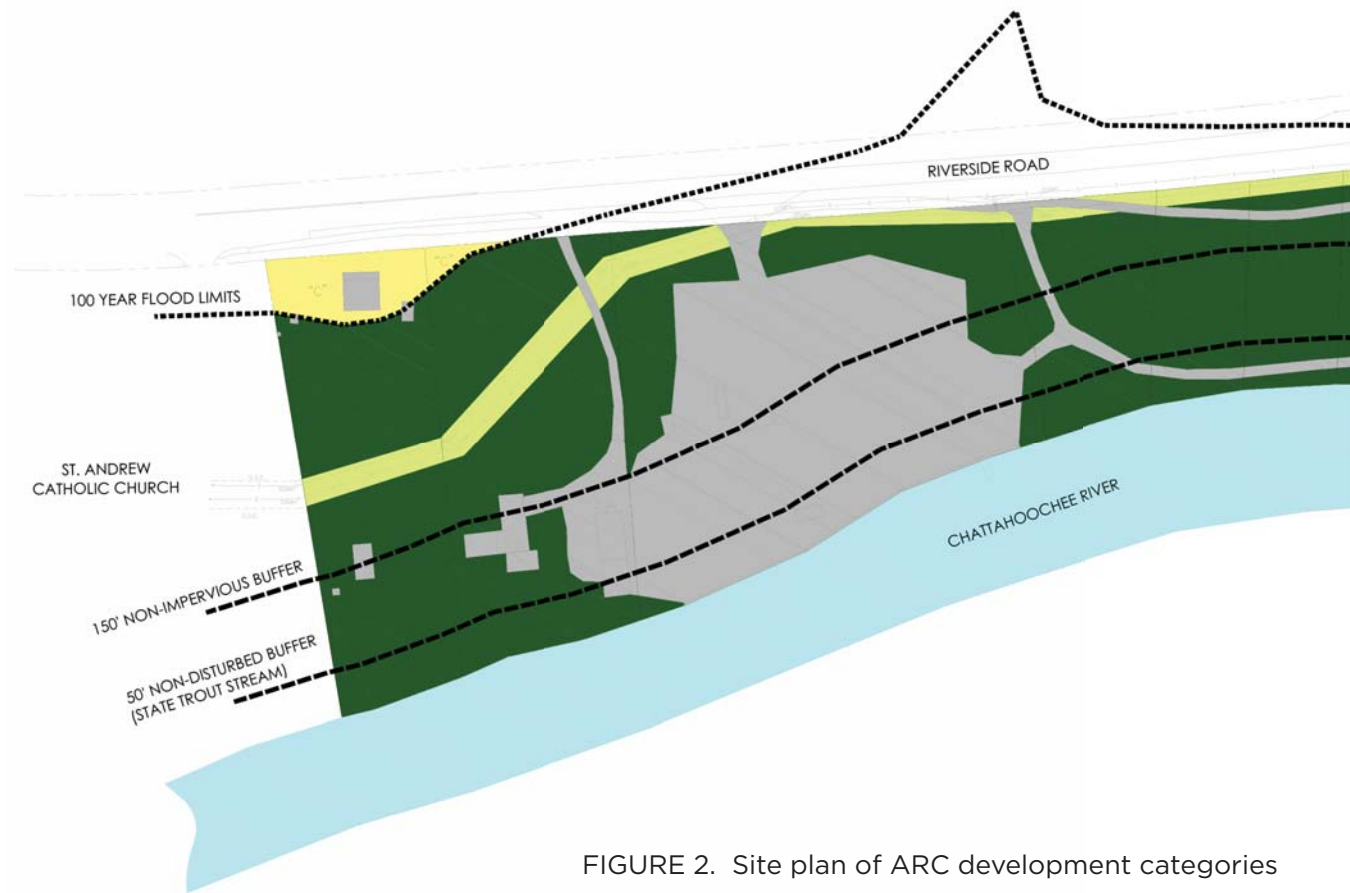


FIGURE 2. Site plan of ARC development categories

disturbance and impervious surface in each category are as follows:

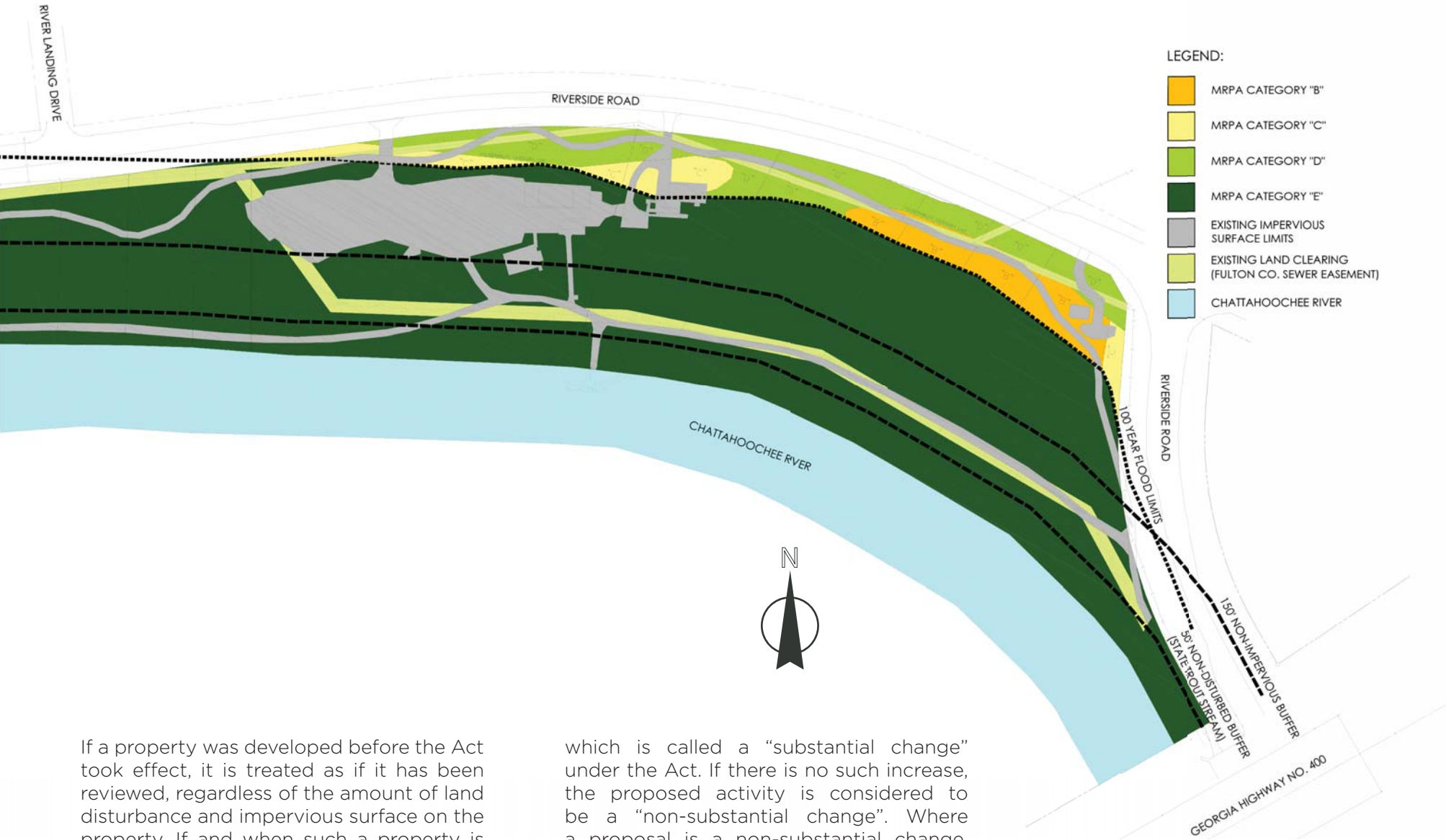
- a. Category A – Land Disturbance: 90%; Impervious Surface: 75%
- b. Category B – Land Disturbance: 80%; Impervious Surface: 60%
- c. Category C – Land Disturbance: 70%; Impervious Surface: 45%
- d. Category D – Land Disturbance: 50%;

Impervious Surface: 30%

- e. Category E – Land Disturbance: 30%; Impervious Surface: 15% (NOTE: All land in the 100 YR Flood Plain of the River is E regardless of other characteristics or mapped category)

- f. Category F – Land Disturbance: 10%; Impervious Surface: 2%

Note: impervious surface is always within the land disturbance limits.



If a property was developed before the Act took effect, it is treated as if it has been reviewed, regardless of the amount of land disturbance and impervious surface on the property. If and when such a property is redeveloped, the existing amounts of land disturbance and impervious surface can be used, even if they are over category maximums, so long as there is no increase in the existing amounts. In such a situation, no formal review is required. A review against Plan Standards is triggered by an increase in land disturbance or impervious surface,

which is called a “substantial change” under the Act. If there is no such increase, the proposed activity is considered to be a “non-substantial change”. Where a proposal is a non-substantial change, impervious allocation can be moved from a more restrictive category to an open or landscaped area in a less restrictive category (such as from E to C or D). Other requirements that must be considered include:

The 50-foot undisturbed buffer - This

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buffer differs slightly from the State Waters

Stream Buffer in that it is measured from the edge of the water, not the top of the bank. “Wrested vegetation” can also be a reference, although that is not the specific definition in the Act. The intent is to maintain an undisturbed vegetative buffer along the River. However, direct public access to the River is exempt from the buffer. There is also the State 50-foot sedimentation and erosion control trout stream buffer, which is roughly contiguous with the Corridor buffer. The requirements for this buffer differ from the Corridor Plan buffer and both must be met to meet all applicable requirements.

The 150-foot impervious surface setback – This setback is also measured from the edge of the water. Direct public access is exempt, and pre-Act impervious surfaces and structures can remain.

Floodplain Standards – These standards include requirements for balancing of all fill with an equal volume of cut (for the volume up to the flood elevation, not the finished floor elevation) and no blocking of the floodway in the 100-year floodplain. In the 500-year floodplain, there is a height limit of 35 feet above the pre-development grade, based on average elevation and average roof height, which are defined in the Corridor Plan.

Market Study

During the community meetings, there was significant interest in developing a destination restaurant at the Ace Sand property. In order to properly vet this idea, a preliminary market study was performed to identify the opportunities and challenges associated with this type of development. A summary of the existing market for restaurants of varying sizes was reviewed to determine if the City could be successful in developing a private-public partnership with a potential restaurateur or other concessioner in order to provide specialty services along the Chattahoochee River.

Based on the latest census data, households in Roswell spend \$4,680 per year on food away from home, which is 36% more than the average Atlanta household. Based on businesses recorded by SIC code, there are 300 eating and drinking places in Roswell. This comes to about one bar or restaurant for every 300 people. In the broader Metro area, there is one such establishment for every 422 people. Data shows that Roswell households earn more, spend more when dining out, and have more restaurant choices than the average metro Atlanta household. Nationwide and certainly in the northern suburbs of Atlanta, restaurant-oriented retail development is expanding. With more and more shopping conducted online, retail developers have focused on creating experiences instead of just building shopping centers. Dining out is a huge part of the experience that cannot be replicated online, thus, projects like the newly opened and already successful Avalon in Alpharetta emphasize chef-driven restaurants to drive traffic.

A riverfront park like Ace Sand presents the opportunity to deliver another dining

experience to Roswell. Typically, a restaurant in this setting would serve a limited menu during the day, such as grab and go sandwiches, snacks, and beverages. In the evening, a more conventional menu could be offered. The park and the river are meant to be the main attraction, so outdoor seating areas and patios would be emphasized.

Table 1 summarizes a number of local and national restaurant analogs to develop an initial estimate of the size that may be required. A variety of formats are presented for context. For example, Skogies is a family-oriented snack bar on Lake Lanier that requires less than 1,700 square feet. Boaters and bathers mainly take advantage of outdoor picnic tables or “to go” orders. At the other end of the spectrum, the Canoe restaurant in Vinings is over 10,000 square feet. An operation of that scale requires an intensive special events program, including weddings and private parties.

Most restaurants tend to do well when surrounded by other restaurants and retailers. Examples include Canton Street, Decatur Square, and the aforementioned Avalon. Destination restaurants that stand alone require a combination of accessibility to customers, spectacular setting, and flawless execution.

Since the Ace Sand property is not next to other restaurants or retailers, a successful restaurant on this site would need to be a unique, high-quality destination restaurant similar to Canoe or Ray’s on the River. To understand the physical impact a restaurant of this type would have on the project, the overall development footprint of the Canoe restaurant was overlaid onto the Ace Sand site (see Figure 4). This simple analysis shows that a facility of this magnitude would take up nearly the entire available development

| Restaurant | Format | Location | Size (Square Feet) |
|------------------------|---------------------|-------------------|--------------------|
| Table & Main | Upscale | Roswell, GA | 1,256 |
| Skogies | Quick Service | Lake Lanier, GA | 1,680 |
| Yeah Burger | Fast Casual | Various | 2,500 |
| Chipotle | Fast Casual | Various | 2,580 |
| Osteria Mattone | Upscale | Roswell, GA | 4,248 |
| Brenner's on the Bayou | Upscale, Riverfront | Houston, TX | 6,416 |
| Ray's on the River | Upscale, Riverfront | Sandy Springs, GA | 8,733 |
| High Cotton | Upscale, Riverfront | Greenville, SC | 10,000 |
| Canoe | Upscale, Riverfront | Vinings, GA | 13,010 |

Table 1. Specialty Restaurant Developments

Source: Local tax assessor data, online research



FIGURE 4. Restaurant development footprint comparison

opportunity on the Ace Sand site.

Based on the preliminary market study, it was determined that a small café or temporary food vendor space would be the preferred type of eatery for this project. The master plan proposes two of these facilities, which would be located at each end of the proposed blueway/greenway loop trail; one at Don White Park and the other at Azalea Park. Each facility would be similar in size, scale and function to the the Linton's Café at the Atlanta Botanical Garden (see Figure 5). The facilities would be intended to benefit the widest segment of park users by serving items like coffee, pastries, ice cream, sandwiches, salads, snacks and other refreshments.

This type of facility is preferred for a number of reasons. It has much smaller capital requirements and operating costs than a destination restaurant. If a full kitchen is not required, this would eliminate the need for a grease trap and other expensive utilities and would greatly simplify the permitting process. Having a flexible space would allow the City to partner with a local restaurateur who may operate as a concessionaire during special events, without the requirements of a six-day per week, year-round operation.



FIGURE 5. Small scale cafe example

DATA GATHERING

Case Studies

Before developing conceptual design ideas for the river parks, the design team identified several examples of successful regional waterfront parks as case studies: Nashville, TN; Chattanooga, TN; Columbus, GA; and Greenville, SC. The purpose of examining these case studies was to determine what makes them successful, to identify specific aspects that could be emulated, and to discover what makes Roswell's riverfront experience unique.

After evaluating the case studies, several basic factors were identified, that contribute to their success.

- 1.They all connect to the water, by creating interesting views and vistas, as well as providing interpretive elements such as educational signage, interactive fountains or water follies, local artwork, etc.
- 2.Most of them have a unique architectural element, that people associate with that waterfront, such as the abstract sculpture in Nashville, or the elevated pedestrian bridge in Greenville.
- 3.They all provide space and opportunities for visitors to create memorable experiences, so that when people leave these parks, they leave with a positive association and want to return to the parks.
- 4.They were all well executed, from planning and design to installation and maintenance. These City's took the time to think about the impact these parks would have. They opted

for quality in design, materials, finishes and craftsmanship. And they continue to support the projects by allocating the necessary resources and providing proper oversight for the maintenance of these parks.

These are all things that can easily be accomplished with Roswell's river parks.

One noticeable difference between Roswell and the case studies is that in each of these other cities, the waterfront park is immediately adjacent to the city's downtown district. The parks become an extension of downtown right up to the water's edge. The close proximity to shops, restaurants, ample parking and all of the other services is critical the success of these waterfronts. Unfortunately, this is something that Roswell will never be able to benefit from.

But Roswell has something unique that these other cities do not have. Roswell's riverfront provides a sense of intimacy with the river. It allows for an interaction at a human scale, which is personal and tangible. The Chattahoochee is approachable. Instead of looking down upon the river from a large bulkhead, visitors are standing in the floodplain, at the same elevation. Park guests can rent tubes, canoes or kayaks and float down the river with their feet dangling in the cool water.

So while we want to make sure we learn from what these other cities have already done so successfully, we also want to capitalize on what makes Roswell unique and special.



Nashville, TN



Chattanooga, TN



Columbus, GA



Greenville, SC

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DESIGN PARAMETERS

Upon completion of the inventory, analysis and public outreach, a single issue emerged as the most critical challenge in developing the master plan, which is parking and traffic. During the summer months and on special occasions, cars fill the available parking spaces within the parks and spill out onto the shoulders along Riverside Road and Azalea Drive. It becomes difficult for through traffic to navigate these two streets. There are no intermediate crosswalks to provide safe passage for the residents who live on the north side of the roads.

Unfortunately, the total amount of land available for parking is a relatively fixed quantity, and the options for alleviating traffic congestion are limited. The only other way to address this issue is through the programming and design of the parks themselves. This means that the programming of events and activities along with the development of amenities and facilities has to be balanced with the ability to provide adequate parking and other transportation solutions to accommodate all of the visitors.

In order to accomplish this, it became necessary to simplify the parks; to boil them down to a single purpose. Their essential reason for being is the Chattahoochee River. These parks and everything in them should be about the river and our connection to it. They should help tell the story about this waterway, and its importance to Roswell's very existence.

When people come to these parks, they should be able to look upon the river with awe and wonder. And when they leave the parks, they should have a greater understanding and appreciation of the importance of the Chattahoochee, not only as a beautiful public amenity for recreation and enjoyment; but also as a source of hydroelectric power and jobs; as a crucial component of the Civil War battles that took place here; as the drinking supply for metro Atlanta, and the source of critical freshwater for the best seafood in Florida; and finally as a complex natural ecosystem that provides food, shelter, and habitat for hundreds of wildlife species.





Vision Statement:

To transform the City's riverfront property into a unified first-class river park system that provides access to, enjoyment of, and appreciation for the river.

DESIGN PARAMETERS

Project Goals

In order to realize this vision, we identified three overall project goals:

1. To provide a cohesive experience, so that no matter where you are along the river, you know you're in Roswell's River Parks. These parcels of land should no longer be thought of as six individual parks along the river, but rather as one river park with six unique expressions.
2. To design, build and maintain the parks with a level of quality that sets them apart from the rest of Roswell's park system, and that puts them on par with other regionally significant waterfront parks.
3. Finally, these parks should become part of Roswell's identity, so that when people visit the river parks, they associate them with Roswell, and the parks help to reinforce the City's claim to be a "First Class River City".

Methodology

The achievement of these goals will be accomplished through proper programming, layout, and design of the parks, as well as by creating a "wow" factor.

1. Programming:

To better align these parks with the new vision statement, it is necessary to "re-program" them in order to focus on the river. This involves removing elements that either aren't essential, that are a distraction, or that could easily happen in a different location. It also requires emphasizing elements that are

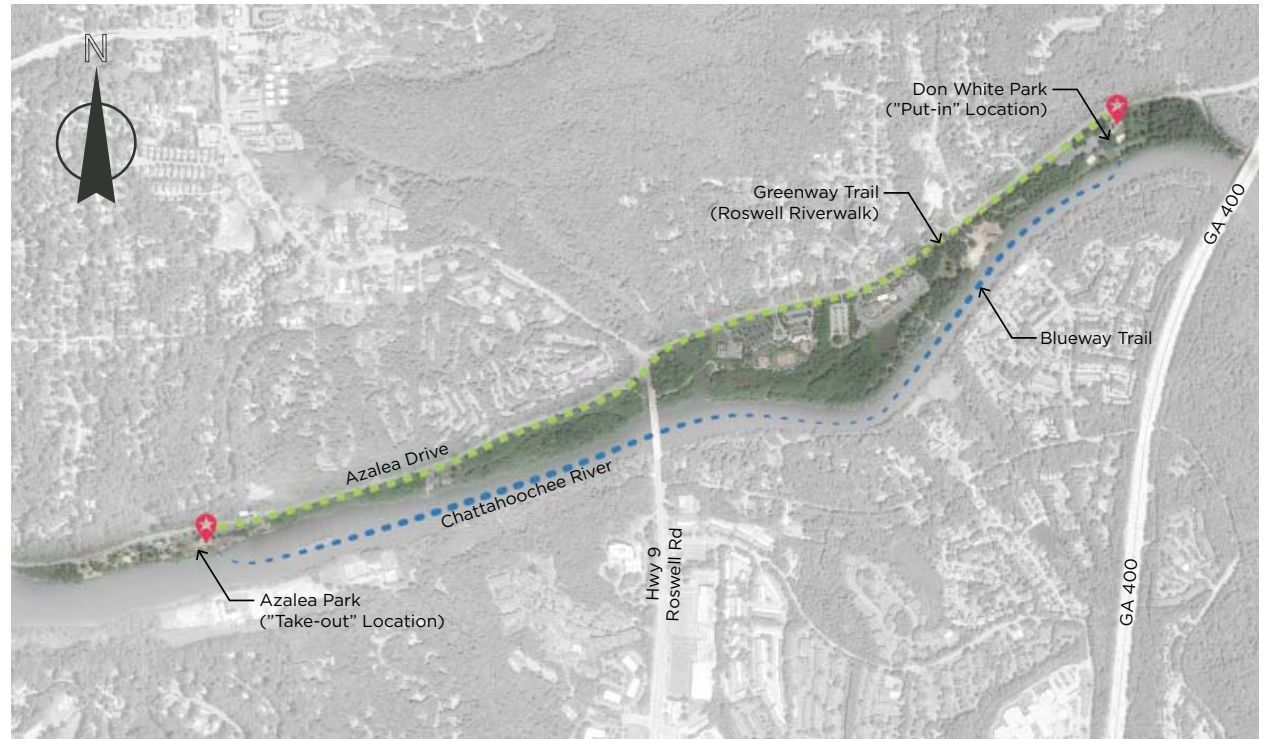


FIGURE 6. Blueway / Greenway Loop Trail

river-oriented and unique to these parks. In other words, doing fewer things, but doing them really well.

One example is by the intentional creation of a blueway/greenway loop trail system that becomes the primary amenity for the parks. Currently, all of the parks operate independently of each other. As part of the established goals, it is essential to tie everything together to create a single memorable experience.

Figure 6 shows a diagram of the loop trail. In this concept, the starting point has been moved from Azalea Park, to Don White Park, near the existing sand volleyball courts. This area would now host a brand new boat rental facility, along with a small café, a

picnic pavilion and restrooms.

In order to understand how this amenity would function, imagine taking your family to spend the afternoon at the river parks. Upon arriving at Don White Park, you enjoy coffee and donuts under the new picnic pavilion looking out over the river. After renting your desired watercraft, you and your family haul the boats down to the newly rebuilt boat dock and lazily make your way down the river.

On the journey downstream, with toes dangling in the cool water, you would first pass the Ace Sand property, where you might hear some live music, or catch a whiff of tasty treats served from several food trucks, or people-watch as families

and guests enjoy a local arts festival. After passing St. Andrew Catholic Church, you would glide by the beautiful wetland and preserved riparian corridor along Riverside Park. Waving to some onlookers standing on the wooden deck, you would then pass the mouth of Big Creek, followed by the Ivy Mill Ruins, just before floating underneath the Hwy 9 Bridge. A little ways beyond the bridge, you might catch a glimpse of a wedding rehearsal at the River Landing facility.

When you finally make your way to Azalea Park, there is an actual defined take-out location, with a brand new courtesy dock and an easy way to exit your boat and get out of the river. Once in the park, you might grab a snack or lunch from the new Azalea Café, and sit under the shade of a beautiful picnic pavilion while you watch kids chasing each other across the lush green lawn. After lunch, and just before your kids are completely tired out, you walk over to the bike shop, hop on bikes and take the family back to Don White Park along the Riverwalk trail.

This type of loop trail system would weave the parks together into a unified system; it would allow for that personal connection to the river; and would create a memorable experience that would encourage visitors to return to the riverfront.

2. Layout:

“Layout” refers to the organization of the physical spaces within each park based on the desired programming and anticipated uses. The river parks will be passive spaces designed primarily for individuals, families or groups. Uses would include unstructured recreation, parties, or events such as concerts, arts festivals or boat races.

Since the majority of these parks are narrow strips of land, approximately three-hundred feet from right-of-way to riverbank, space is very limited. Three basic principles were followed in order to maximize the use of this space (Figure 7):

- a. Locate the parking as close to the road as possible.
- b. Locate the greenspace and park amenities as close to the river as possible.
- c. Locate any structures, such as pavilions, restrooms and cafés, in between the greenspace and the parking. This serves as a buffer between park guests and vehicular traffic.

The amount of land dedicated to each use depends on a careful balance between the programming and amenities versus how

many cars can reasonably be parked on the site. These basic principles were applied to all of the parks, which can be seen in the master plans in Section Five.

3. Design:

Design allows connecting of all the parks through the organization of the spaces, the selection of materials and the intentional style of the parks. The design inspiration for this master plan was the Chattahoochee River. The plan illustrations in this document are heavily influenced by the shapes, forms, textures and colors of river systems, both on the ground plane and in the vertical dimension.

The intent was to provide as many connections to the river as possible, which are reflected in everything from the paving design to the shape of the landscape beds to the architectural style of the various

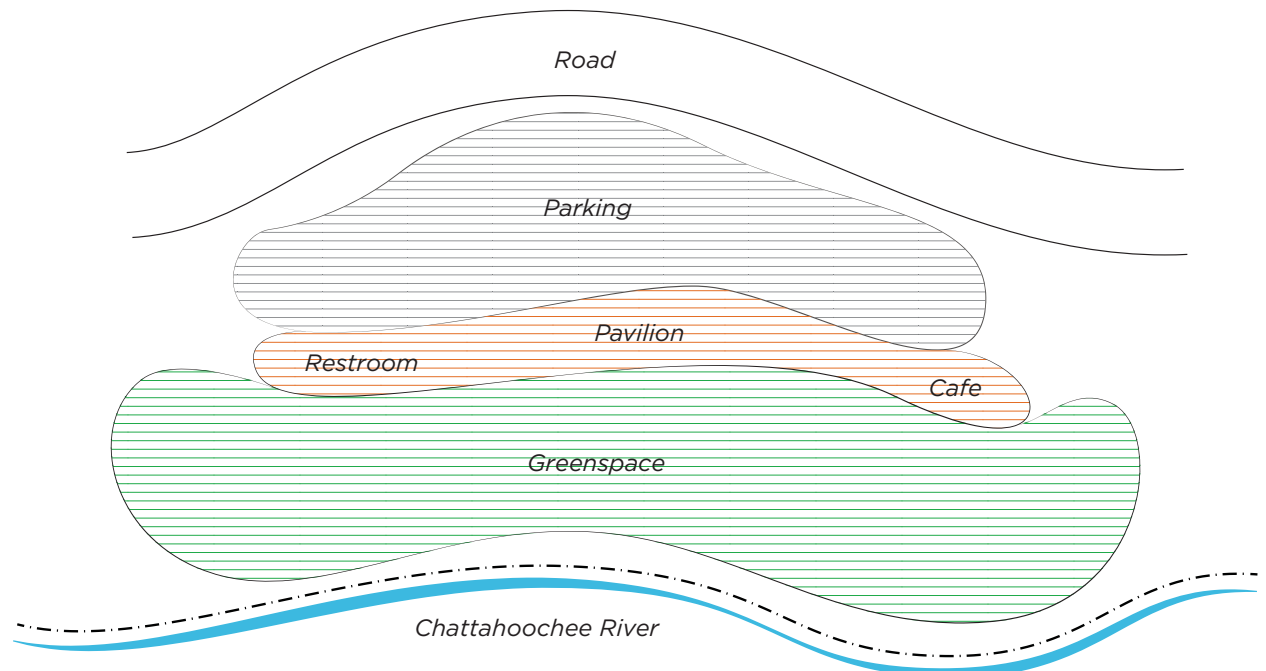


FIGURE 7. Park functionality diagram

DESIGN PARAMETERS

structures in the parks. All of the parks will have the same design style, in order to create a cohesive unified experience. This does not mean that they will all be identical. But they will be consistent, so that no matter which park you are in, you know you are in the Roswell River Park system.

4. Creating a “wow” factor:

Part of the challenge for this project was to create something unique and exciting that does not currently exist in Metro Atlanta or in the Southeast. The opportunity that these parks offer is a chance for visitors to engage with the Chattahoochee in a stunning environment. So the first approach was to do no harm. The Chattahoochee is already a wow factor. It simply needs to become the centerpiece of each park. Although this sounds fairly simple, it requires a good measure of restraint, discipline and focus in order to eliminate existing distractions and avoid creating new ones.

The second is providing the elements necessary for visitors to generate memorable experiences. If park visitors have an incredible experience at the river parks, they are more likely to recommend it to someone else and return to the parks for years to come. One example of this is the previous description of the blueway/greenway loop trail. The master plans in section five identify other specific ways in which this can be achieved.

The third way to create a wow factor is to provide a beautiful setting with unique architectural expression. This can be achieved in the design of both the ground plane and the vertical dimension. When considering the design of the ground plane, it is important to remember that the majority of the physical space within most of these

parks will be a lawn. So how do you create a wow factor from a lawn?

The way to do this is through proper design, installation and maintenance. This applies not only to the lawn areas but also to the landscape beds, walkways, plazas and any other elements found on the ground plane. The first step is the selection of quality materials that are appropriate for a particular area and/or use. The next step is attention to detail during the execution and installation of those materials. This requires an experienced contractor and vigilant oversight by the designer. The final step is providing the appropriate level of maintenance to ensure that the project continues to look good well into the future.

One example of a nearby landscape that has successfully create a wow factor for generations is the Augusta National Golf Club (Figure 8). The landscape materials are extremely simple: pine trees, azaleas and turf. But the design, execution and maintenance

are flawless. Anyone lucky enough to visit this golf course knows that it is definitely possible to create a wow factor from a lawn. Obviously, constructing Augusta golf greens along the Chattahoochee River is unrealistic. But the level of quality and execution in design, implementation and maintenance of these parks can be elevated far beyond the current status.

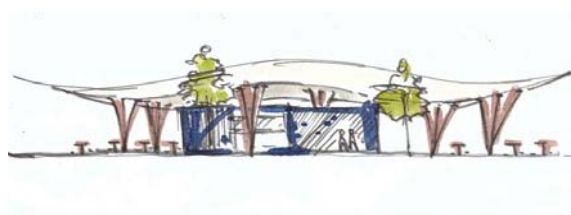
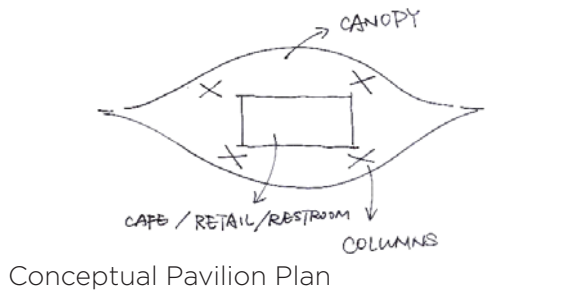
Creating a wow factor in the vertical dimension, refers to the architectural elements within the parks. These are the pavilions, restrooms, playgrounds, signage, light poles and any other elements that extend above the ground plane. These elements create a first impression and a lasting identity. Upon examination of the existing architectural elements within the parks, it was concluded that they are functional but not inspiring. They do not create a good impression for the parks.



FIGURE 8. Augusta National Golf Club

The architectural expression of these elements is a critical component of creating a unique identity for the river parks. In keeping with the idea of tying all design elements to the shapes and forms of the river, the primary feature of any structure within the parks is proposed to be a sleek, modern, floating canopy that would provide a whimsical abstract notion of the river in the vertical dimension as seen in Figure 9. Underneath that canopy would be a simple rectangular structure that could accommodate any of the necessary facilities like a café, a restroom, or an office. The canopy could also simply be an open-air pavilion.

The design team understands that the final architectural form of these structures will go through many different iterations during the design process before being finalized. But these examples embody the fundamental ideas described within this master plan. This is also the sort of radical departure from the traditional metro Atlanta park style that is needed to create something special within these parks.



Conceptual Pavilion Elevation

FIGURE 9. Pavilion Concepts

DESIGN PARAMETERS

Branding, Signage, and Wayfinding

A critical component to developing a cohesive design language is to create a new branding, signage and wayfinding system that is specifically designed for the river parks and the Riverwalk trail. While a single logo or graphic may identify the park spaces as being managed by the City of Roswell, an overall graphic identity should be developed to set the river parks apart from the rest of the City's park system. Differentiating the river parks through a specific signage "family" will help to provide a strong sense of place and will be a part of what makes these parks unique.

It is recommended that branding, signage and wayfinding consultants are included in the detailed design and implementation phases of the river park master plan. The goals for branding, signage and wayfinding are as follows:

- Develop a common design language or "system" of fonts, graphics, maps and other visual elements as a part of new monument, directional and interpretive signs and mile markers for the Riverwalk and each park site
- Create continuity across the system for both vehicular and pedestrian users through consistent use of visual elements and content
- Identify and enhance pedestrian nodes within the exterior environment
- Carry the design elements of the signage through the interiors of proposed public buildings and structures in the parks
- Develop improved interpretive waysides

to communicate the historic and environmental importance of park features

- Improve facility and amenity identification and pedestrian origin/destination understanding of the Riverwalk and park sites
- Improve mobility impaired access and route identification

Following these principles will help to create a cohesive experience throughout the river park system, to differentiate the river parks from the rest of Roswell's park system and to associate these parks with Roswell's identity.

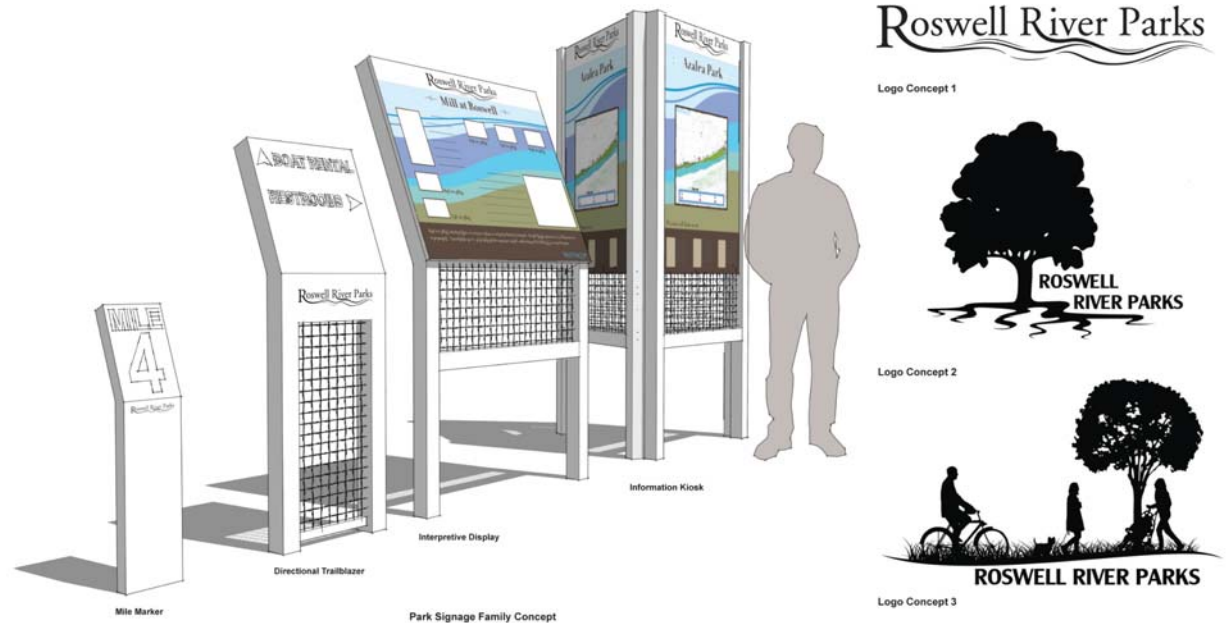


FIGURE 10. Potential branding and wayfinding concepts

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DESIGN RECOMMENDATIONS

When taking a closer look at the specific master plans, keep all of the background information in mind. The proposed recommendations for each park are influenced by the inventory and analysis of existing conditions, the understanding of the regulatory requirements and constraints, the insight and suggestions that were received during the public meetings, the lessons learned from nearby regional waterfront parks, and the professional experience and knowledge of the design team.

These recommendations are consistent with the stated vision, goals and objectives for this project. The design solutions presented in this master plan are a first step towards developing a distinctive architectural expression, creating memorable experiences for park guests and visitors, and focusing on the intimate connection to the river, which is so unique to Roswell. Finally, the methodology through which all of this will occur includes programming, function, design, and creating a 'wow factor'.

Keeping all of this information in mind, the design team made every effort to take a fresh look at each park and start with a clean slate, to avoid getting bogged down by what was already there. However, the intent was also to create a realistic master plan, which means that certain existing elements that were considered to be river-oriented or essential were retained.





DESIGN RECOMMENDATIONS

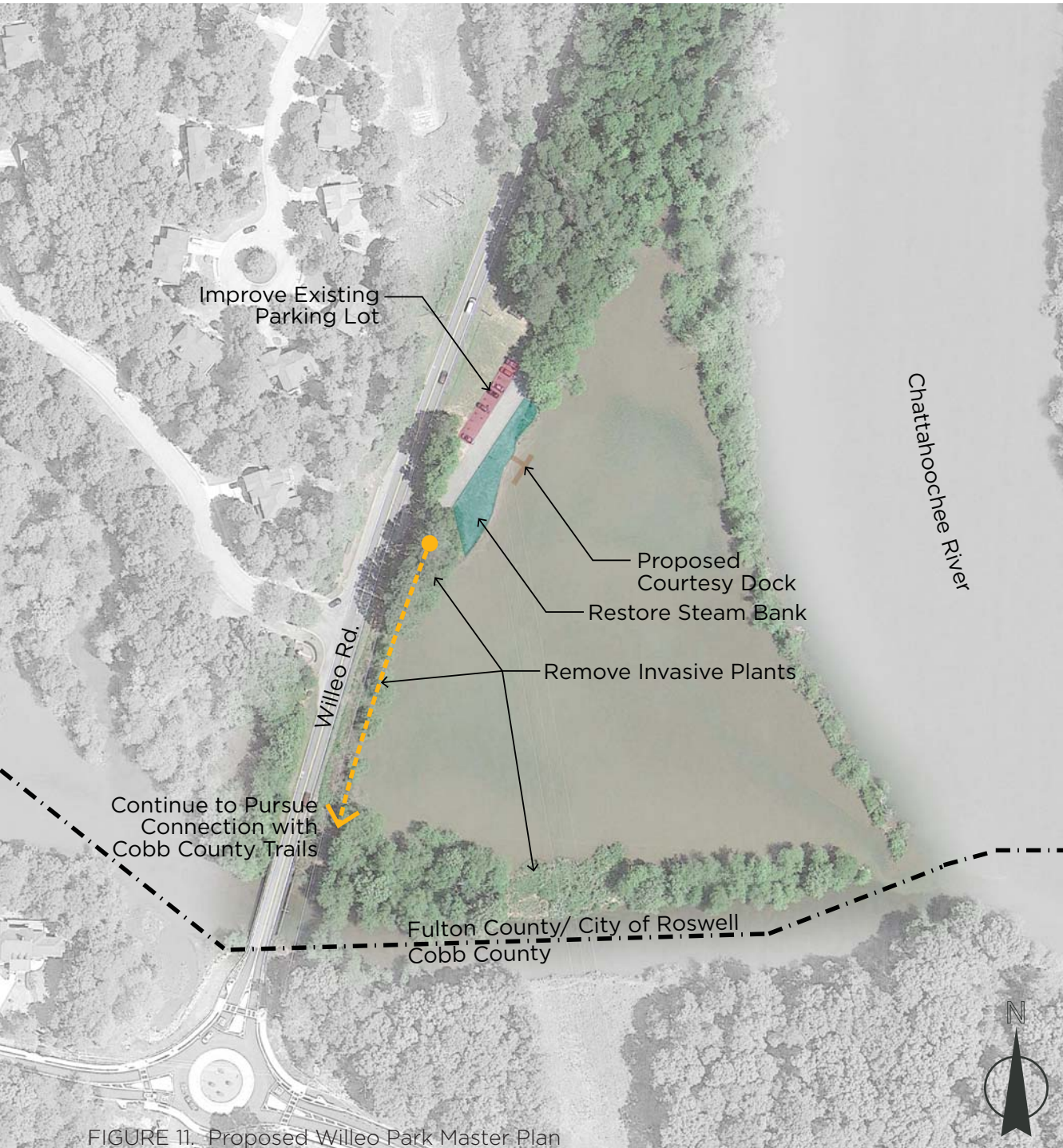


FIGURE 11. Proposed Willeo Park Master Plan

Willeo Park

Although Willeo Park is fairly small and isolated, it holds an important location as the future trail head connection between Roswell's Riverwalk Trail and the multi-use trails extending through Cobb County and on towards the Alabama state line.

Due to its small size, the proposed improvements are focused on upgrading the existing infrastructure and enhancing the aesthetics.

Recommendations for Willeo Park include:

- Re-constructing the existing parking lot, utilizing parking lot design details established for the entire river park system, which provides for a pervious paving section.
- Creating a new courtesy dock as a put-in/take-out point for recreational boats.
- Removing invasive species as well as dead, diseased or dying plant material.
- Restoring the stream bank along the parking lot.
- Continuing to pursue the future trail connection to Cobb County.

Azalea Park

At first glance, the master plan for Azalea Park looks like it's broken up into small pieces. And unfortunately, it is. Currently nearly a quarter of the park is private property, and that condition is not likely to change soon. A first step towards achieving continuity throughout Azalea Park would be for the City to work with the property owner to clean up this parcel. This might involve obtaining a temporary construction easement to remove the concrete and debris, fix the perimeter fence, regrade the property, and plant it with native grasses. This parcel could be dressed up so that it looks like it is part of the park, even though the City doesn't own it.

The existing dock and storage facilities for the Atlanta Rowing Club are located at the far east end of the park. It is anticipated

that the rowing club will build a new storage facility across the street, but it is also assumed that the club will want to maintain access to the river. The City will need to decide how they want to handle this arrangement in the future. For now, the recommendation is to maintain the current status of this area.

Immediately adjacent to the rowing club area is the existing boat ramp. In its current location, it takes up a lot of space within the park. A decision had to be made about whether to leave the boat ramp where it is, or remove it. Given that it is a river-oriented amenity, and popular, it fits the criteria for desired amenities. Therefore, if it were removed, an alternate site would need to be found somewhere else along the river. The necessary infrastructure is already in place. Leaving it where it is would also avoid the permitting process for a new boat ramp. Based on all of this information, the decision

was made to leave the boat ramp where it is. Even though the basic layout at this end of the park would remain unchanged, all of the physical components including paving, landscaping, site furniture, signage, and lighting would be upgraded with new materials.

Just to the west of the boat ramp would be the new "take-out" location for the blueway trail. This area would contain a large central lawn surrounded by a small promenade along the river where the existing sidewalk is located. The parking would be consolidated behind this part of the park to make it more accessible and efficient. Between the parking and the lawn area would be a new lunch café, restrooms, and picnic pavilions. In addition, the boat rental facility would be relocated to Don White Park, and a new bike rental facility would take its place. The bike shop would likely function as part of



FIGURE 12. Proposed Azalea Park Master Plan



FIGURE 13. View from Top of Proposed Observation Tower

the blueway/greenway trail so that when park guests are done with their boat ride, the second half of their ticket would include riding bikes along the greenway back to Don White Park. It could also service bike rentals for park guests who just want to ride, or could function as a hub for a new bike-share system along the river.

The far west end of the park is separated from the main park by the private property. Consequently, this area functions like a separate pocket park. Due to the limited amount of parking, it is difficult for this area to adequately accommodate the existing playground. The recommendation is to

remove the playground, and re-program this area for picnics, small gatherings and quiet time to enjoy the river. The existing picnic pavilion would remain in its current location, but would be replaced with a new structure in keeping with the architectural style of the parks.

The final recommendation for this area of the park would be to construct a brand- new observation tower. The tower would be an iconic architectural element that would give visitors a truly unique perspective of the river. Figure 14 shows several different examples of observation towers from around the world. The design of the tower presents an opportunity to create a special feature that would become part of the park's identity.

Figure 13 is a computer generated illustration of what the view might look like from the top of the observation tower. This is another example of how to create a “memorable experience”. This tower would be one of the only places along the Chattahoochee where visitors could appreciate the river from a bird’s eye perspective. Looking back across the park, you would see the lawn, the new walkway, the picnic pavilion, and of course, the Chattahoochee River.



FIGURE 14 - International examples of unique observation towers

DESIGN RECOMMENDATIONS



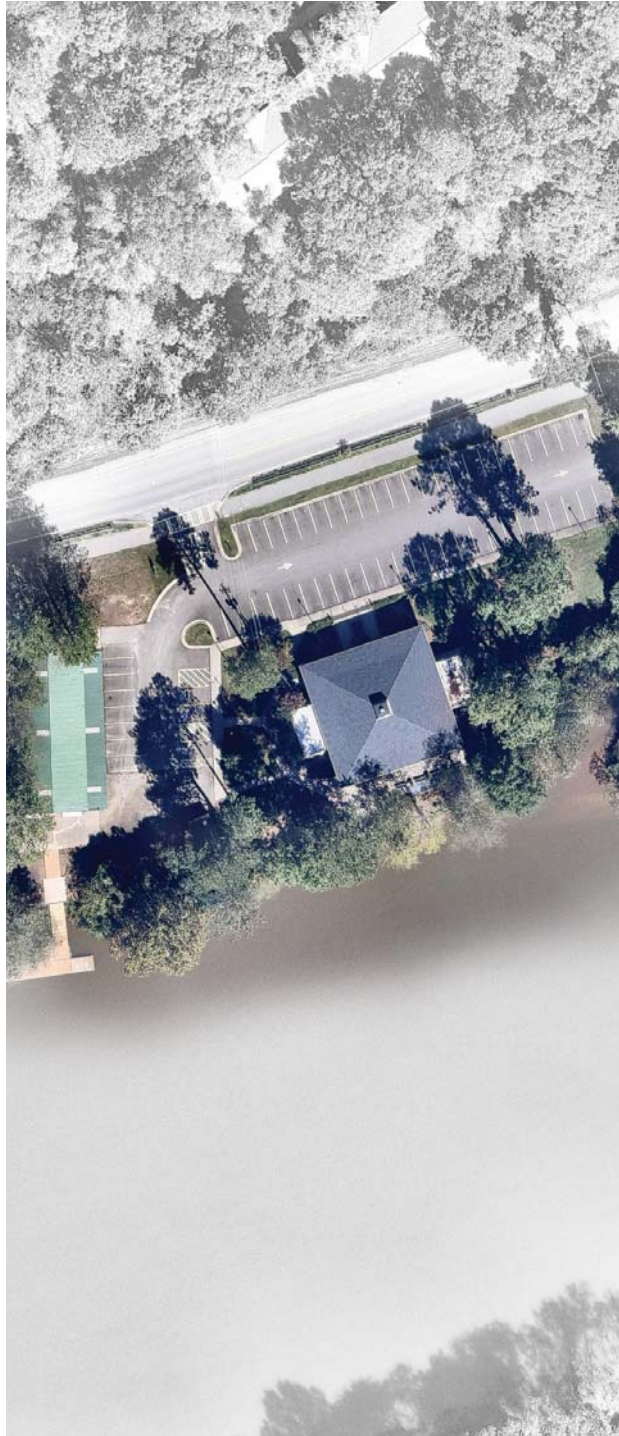
Rental Facility



Welcome Center



Boat Storage



River Landing

The River Landing Facility is in decent condition and currently serves as a useful rental facility, that provides a steady source of revenue for the City. A significant challenge to any other proposed use of or modification to this site is that it is currently built to the maximum allowable clearing and impervious surface limits under the Metropolitan River Protection Act. MRPA also limits the height of the building to thirty-five feet. So any new construction would be comparable in size and would be limited to a similar number of parking spaces.

A possible alternative use for this facility would be to convert it into a new Welcome Center, with relatively minor modifications. The existing number of parking spaces meets or exceeds the City's zoning requirement for that type of use. In addition, this would be a beautiful location to introduce visitors and potential residents to the City of Roswell. This would only be recommended as a possible use if the Welcome Center is not located downtown.

Regardless of the future use of this facility, it is recommended to continue providing storage space and river access for the rowing club.

Recommended improvements:

- Minor upgrades and renovations to the building
- Landscaping upgrades and enhancements

FIGURE 15. Roswell River Landing

Riverside Park

The proposal for Riverside Park is to retrofit the existing design to make it more consistent with the overall aesthetics of the entire system. The infrastructure would remain the same, but the physical appearance of everything would be altered. The existing elements would be re-designed with the flowing shapes that are repeated throughout the master plans, which tie back to the natural aesthetics of the river.

The two playgrounds would remain in place, but would be transformed into something special (Figure 16). One of the playgrounds would become a nature inspired discovery zone with rolling grass berms and native plants that are fun to touch and smell. It would have little ponds and re-circulating streams providing habitat for tadpoles, lizards and dragonflies. It could also have a giant “sand bar” for kids to play in. All of the play elements would be intentionally designed to provide a physical and emotional connection to the river. This is especially important at Riverside, because the river is not visible from the park. So elements of the river would be incorporated into the park.

The other playground would move away from traditional play equipment and incorporate custom designed play elements, like the playgrounds shown in Figure 16. At the Frederica Park playground on St. Simons Island, many of the play structures are based on maritime elements that are important to the island. At Riverside Park, this might mean that the second playground becomes an interpretation of an old mill town, or a historic battle scene from the civil war; something that’s rooted in the history of this place to give it context and meaning.



FIGURE 16. Custom / Natural Play Structures



FIGURE 17. Proposed Riverside Park Master Plan

DESIGN RECOMMENDATIONS

Finally, the biggest proposed modification is to create a new entry plaza, and sense of arrival to Riverside Park. Figure 18 shows the existing arrival at the park today.

The entrance consists of three utilitarian buildings that include concessions, restrooms and office space. The buildings and layout are functional, but they're not inspiring. Figure 18 illustrates a new vision for the entrance to Riverside Park.

As you come down the driveway and loop around the drop-off, you are greeted with a beautiful entry plaza, a gateway to the park, flanked on both sides with two unusual and unique structures, which now house the concessions, restrooms and office space.

As you step out of your car and onto the plaza, you begin to take in the whole scene. The paving pattern is a series of flowing shapes that meander and intertwine with landscape beds and raised planters. In the center of the plaza, a giant sculpture towers overhead creating a gateway into the park. As your eyes begin to focus beyond this entry plaza, they fall down the lush green lawn to the most amazing band shell you've ever seen. A brilliant white dome structure big enough to host the local symphony, intimate enough for a small concert venue. This is a first class river park!

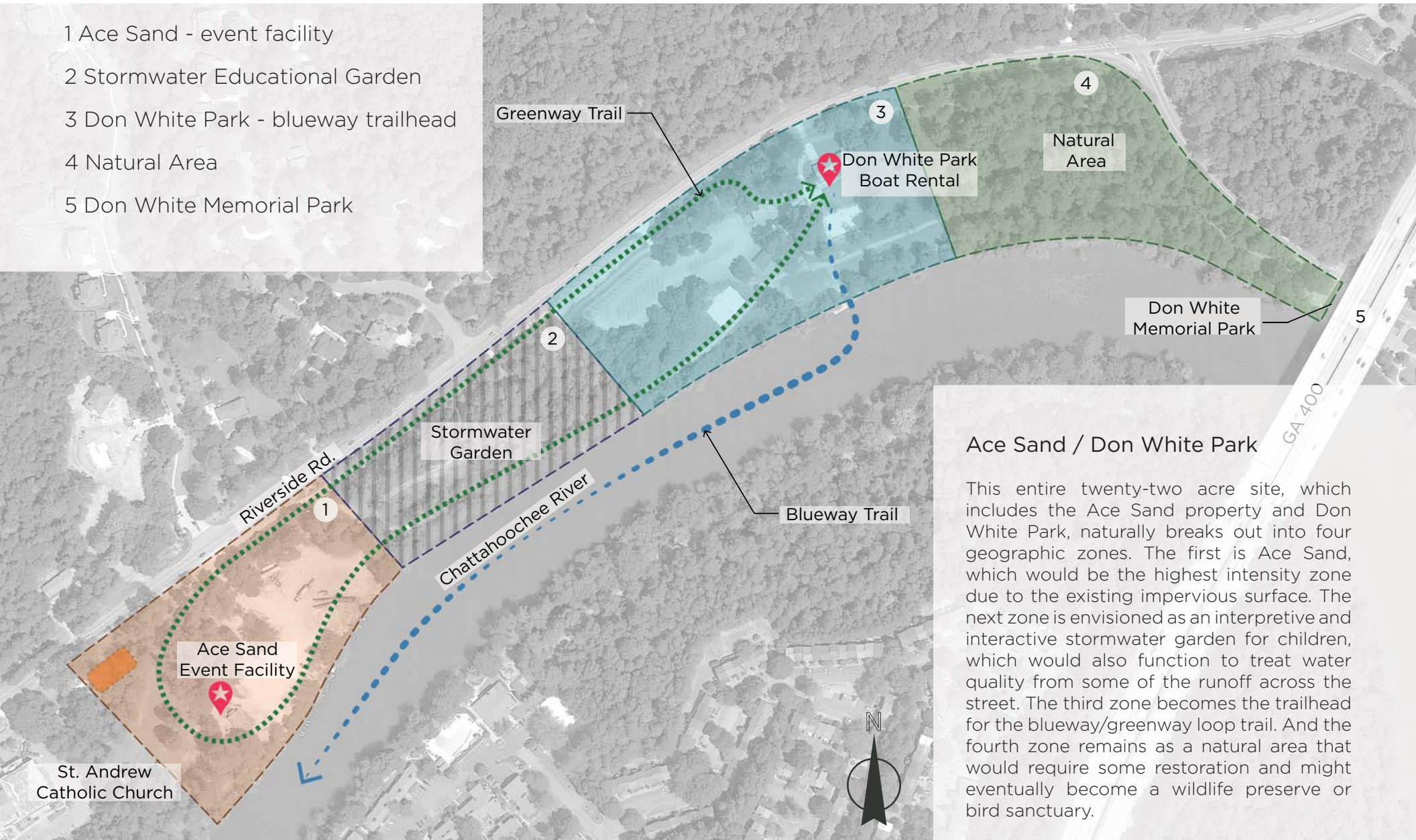


FIGURE 18. Conceptual Arrival Court, Riverside Park



DESIGN RECOMMENDATIONS

- 1 Ace Sand - event facility
- 2 Stormwater Educational Garden
- 3 Don White Park - blueway trailhead
- 4 Natural Area
- 5 Don White Memorial Park



Ace Sand / Don White Park

This entire twenty-two acre site, which includes the Ace Sand property and Don White Park, naturally breaks out into four geographic zones. The first is Ace Sand, which would be the highest intensity zone due to the existing impervious surface. The next zone is envisioned as an interpretive and interactive stormwater garden for children, which would also function to treat water quality from some of the runoff across the street. The third zone becomes the trailhead for the blueway/greenway loop trail. And the fourth zone remains as a natural area that would require some restoration and might eventually become a wildlife preserve or bird sanctuary.

FIGURE 19. Ace Sand/Don White Park Site Diagram

Don White Park

The area referred to as Don White Park includes the existing gravel parking lot off of Riverside Road and the sand volleyball courts (Figure 20). As mentioned in previous sections, this area would be re-defined as the “put-in” point for the blueway trail. It has been simplified by removing the sand volleyball courts in order to place the focus and attention back on the river. The existing gravel parking lot has been re-configured to make it more efficient. To the east of the parking lot, is a “central use” area with the new boat rental facility, a small café, a picnic pavilion and a restroom, all of which are oriented towards an incredible view of the river.

- The alignment of the gravel trail has been slightly shifted so it sweeps up towards the central use area. This allows for the creation a generous lawn area that now becomes the “beach” for the river (Figure 21). This area would not be a beach in the traditional sense, with sand and swimming access. But it would be an area to have picnics, lay down a blanket and sun bathe, read a book, throw a Frisbee, etc. The “beach” area would allow people to come enjoy this park even if they do not intend to rent a boat.

FIGURE 20. Proposed Don White Park Master Plan



FIGURE 21. “Beach” lawn treatments

DESIGN RECOMMENDATIONS



FIGURE 22. Proposed Ace Sand Master Plan

Ace Sand

The Ace Sand property is the single biggest opportunity for new development along the river. As discussed previously, multiple concepts were generated to determine the best use of this space. Ultimately, the decision was made to keep this area as flexible as possible to accommodate as many different activities as possible.

Figure 22 shows an illustration of the proposed concept plan for the park. The plan includes a new parking area just off Riverside Road that can hold approximately eighty cars. The parking lot is designed as a loop system with angled parking spaces tucked in between the existing trees along an asphalt driveway. The main greenspace for the park is located between the parking lot and the river. In keeping with the overall concept of the river park system, this space is also designed with the flowing, curved shapes to reflect the river aesthetic. Two picnic pavilions overlook the lawn. A twenty to thirty-foot wide promenade meanders along the top of the riverbank. Extending from the promenade into the river is a large, floating dock that would allow visitors to get out over the water. The dock would also be designed to function as a temporary stage for small concerts. Bands could set up on the dock, with the audience watching from the greenspace, and the river would become the backdrop for the performance. Finally, all of these elements intermingle and weave their way down to the crown jewel of the new park system, which is a beautiful, state-of-the-art, sustainably designed, multi-purpose facility.

Figure 26 illustrates a cross section of the park. The Chattahoochee River is located on the left-hand side of the section. The stream bank would undergo an intense

restoration to improve the health of the river in this location and to help protect the park during flood events. The promenade is situated on top of the riverbank with built-in benches, landscape planters, bench swings, and whimsical paving patterns. This area could also be designed with exhibit spaces to display artwork from local artists. Moving up the bank, beyond the promenade would be the main greenspace, which would allow for passive recreation as well as events and activities like arts festivals, food truck days, family gatherings, and small concerts. Behind the greenspace at the west end of the park would be the new multi-purpose facility.

As shown in Figure 23, the building concept is intended to reflect the natural eddies and swirls of the river. The basic structure of this facility is a two-story building, with the bottom floor being an open-air covered patio. This is necessary in order to get the conditioned space out of the flood plain, which is approximately ten feet deep in this part of the park. The bottom level would be accessible to any park user at any time, and could also be rented out for parties and events. Rising up out of that patio, is a series of irregular columns, design to reflect the surrounding tree canopy, which would support the second floor.

As noted in Figure 25, the main floor is the multi-purpose area, which is approximately 5,000 square feet of conditioned space. This floor could accommodate a restroom, a small office, a warming kitchen and a grand hall that could hold anywhere from 150 to 300 people. This room could be used for conferences, meetings, corporate events, parties, weddings, etc. It could also include interpretive sign panels or interactive kiosks to provide information about the Chattahoochee, the Civil War,

the history of Roswell or upcoming events. Most importantly, this entire level would have floor to ceiling windows to take full advantage of the view to the river. Figure 27 shows a photo-realistic view of what this facility might look like.

Finally, the top of the structure would be designed as an accessible greenroof (Figure 24). The greenroof would create a unique outdoor garden space, improve the energy efficiency of the building, mitigate stormwater runoff, provide endless opportunities for education, and become a cherished location for photo opportunities. Beginning at ground level from the west end of the promenade, visitors could meander up a gentle incline and follow the building as it wraps around the existing tree canopy. Along the walk, you would see an interesting assortment of ground covers, succulents, grasses and other vegetation. Interpretive signage would explain the many features and benefits of the greenroof. At the summit, the trail would open up onto an observation deck with a breathtaking view of the river.



FIGURE 23. Design Inspiration - Eddy

DESIGN RECOMMENDATIONS

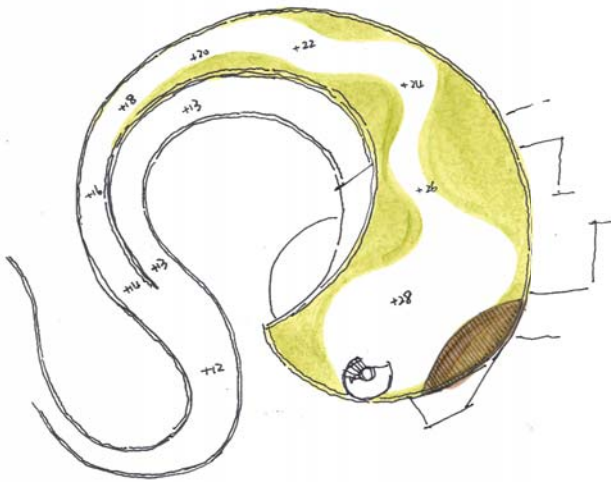


FIGURE 24. Roof Plan

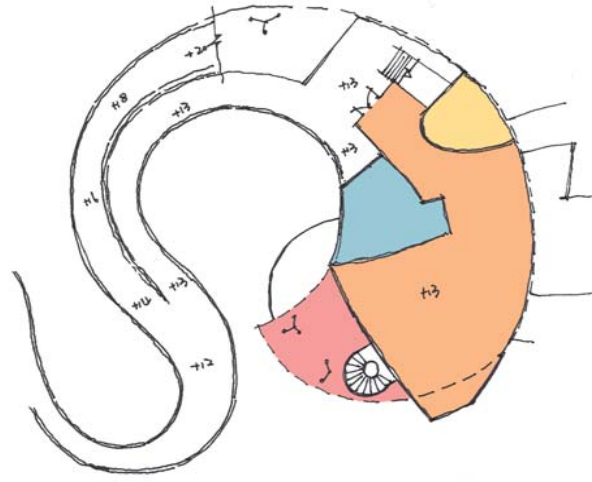


FIGURE 25. Main Floor Plan

Legend:

- Event Space
- Office/IT/Mechanical
- Kitchen/Storage
- Viewing Deck

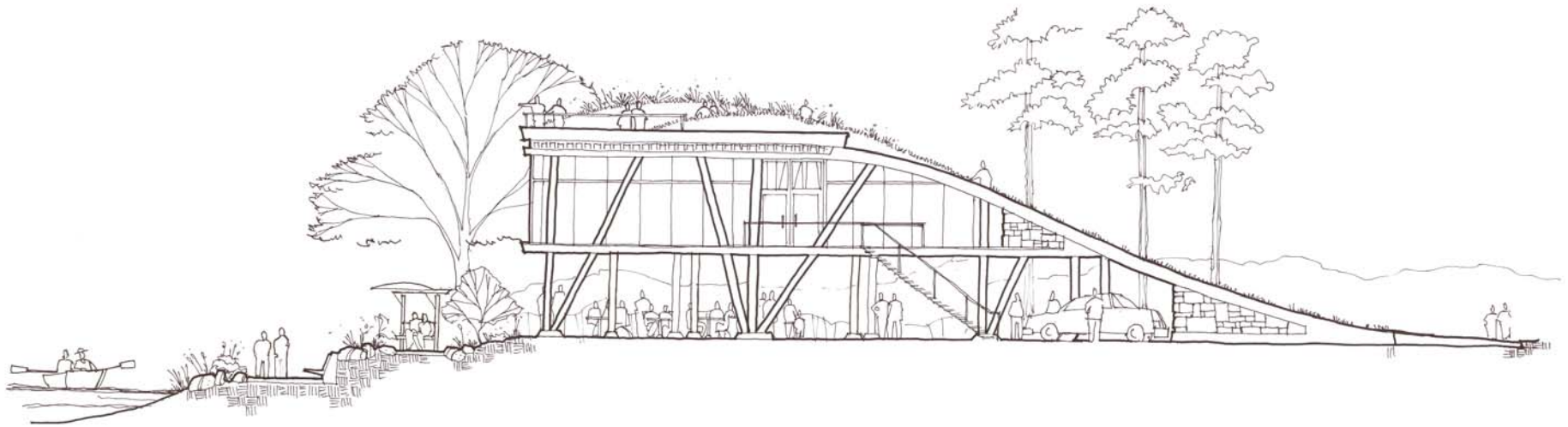


FIGURE 26. Cross Section of Ace Sand Park



FIGURE 27. View of Proposed Multi-Purpose Facility at Ace Sand

DESIGN RECOMMENDATIONS

Don White Memorial Park

Don White Memorial Park is located underneath Georgia 400 and consists of a small parking lot, a boardwalk along the river bank, and a small landscaped area.

Recommendations would include:

1. Improvements to existing parking lot.
2. A re-designed boardwalk, which would be consistent with the aesthetics of the overall river park system.
3. New site furnishings, including benches, picnic tables, trash cans, lighting, signage, etc.
4. New landscaping.



FIGURE 28. Existing Conditions



Wells Tract

One of the suggestions during the public meetings was to provide a location for a tent camping site. Unfortunately, the parkland along Riverside Road and Azalea Drive is too narrow to accommodate this type of use. Campers would either be too close to the parking and traffic along the roadways, or too close to other park users in order to get the desired effect of camping along the river.

The Wells Tract, which is a large parcel of City-owned property immediately to the east of Georgia 400, would provide just the sort of environment necessary for this type of camp site. The property consists of approximately twenty acres of undeveloped woodland along the river. With a little clean-up and minor improvements, it would provide an ideal location for tent camping.

Recommendations for the Wells Tract:

1. Construct tent camping sites.
2. Develop a system of hiking trails through the property.
3. Enhance the existing greenway and improve the connectivity to the other riverfront parks.



1 Tent camping for Scouts



2 Develop hiking trails



3 Enhance existing greenway and improve connectivity



FIGURE 29. Proposed Wells Tract Master Plan

DESIGN RECOMMENDATIONS

Garrard Landing Park

Since the sand volley ball courts at Don White Park are extremely popular, and the proposed plan for Don White Park calls for the removal of these courts, it was imperative to find an alternative location. Upon studying the use of these courts, and the impact they have on Don White Park, the conclusion was reached that they distract from the river and put too much parking pressure on this area during the summer. As an alternate solution, the design team is proposing a new, competition level venue at Garrard Landing Park.

Garrard Park has ample space for this type of facility. Sand volley ball is also more aligned with the active use programming at Garrard, which currently includes activities like the 5k races, rugby matches, the Back to the Hooch river race, joggers, walkers, etc. The diagram in Figure 30 illustrates a layout that would accommodate four new sand volleyball courts and still provide enough space for the large multi-purpose field. The configuration of the courts would be similar to the photograph shown in Figure 31. This scenario would provide a premier volleyball facility that would accommodate a much greater number of pick-up games and also give the City an opportunity to host competition level events.



FIGURE 31. Competition Venue Example



FIGURE 30. Garrard Landing Improvements

Riverwalk Improvements

The Roswell Riverwalk is a multi-use trail that runs from GA 400 to Willeo Road (Figure 31). The City is in the process of constructing a new phase between Azalea Park and the Chattahoochee Nature Center. Eventually the trail will extend all the way to Willeo Park with future plans to connect to the Cobb County trail system and beyond.

The Riverwalk trail is a critical part of the overall River Park system as it provides the only pedestrian connection between all of these parks. In its current condition, the trail is eight to ten feet wide and is primarily composed of asphalt with small sections of concrete paving and wooden boardwalk. The following is a list of recommended improvements to better integrate the Riverwalk into the new park system:

1. Construct a series of architectural gateways along the trail signifying the entrance into each park. The gateways would have a common design style, consistent with the proposed structures in the parks. Each gateway would include a trail map along with an informational sign, or an interactive kiosk. Gateways might also include elements like safety lighting, an emergency call box, bench seating with a shade cover, and drinking fountains.
2. Install new signage, benches, trash receptacles, pet waste stations and bike racks along the trail corridor, as needed. All materials would be consistent with the proposed materials within the parks (see Figure 10).
3. Create an architectural paving element that could be repeated along the trail as a unique identifier of the



FIGURE 31. Riverwalk Trail

River Park system. A good example of how to successfully achieve this effect is the paving pattern that was repeated along the Highline Trail in Manhattan, NY (Figure 32).

4. Create a specific plant palette for the trail that utilizes native trees, shrubs, grasses and groundcover to beautify the corridor and create a visual aesthetic that becomes an identifying.



FIGURE 32. Highline Paving

DESIGN RECOMMENDATIONS

Parking and Traffic

The City's transportation department is currently working on a study to address the issues with parking and traffic along Riverside Road and Azalea Drive (Figure 33). As part of this master plan, the design team coordinated with the City to gain an understanding of the goals of that traffic study.

Any traffic calming measures proposed as part of that traffic study, including elements such as roundabouts at critical intersections, defined on-street parking in specific locations, or dedicated bike lanes, would benefit the parks as well as the vehicular traffic along those roadways.

In addition, the following improvements are suggested for further investigation:

1. Striped and lighted crosswalks to provide safe pedestrian connections between the parks and the residential communities on the north side of the streets
2. Improved sidewalk connections along the north side of the streets
3. Shuttle service between the parks during large events
4. Education and promotion of shared parking between each park
5. A parking pass system for Roswell residents
6. Improved policing during large events

The most effective approach for addressing the parking and traffic issues along these two roads would include a series of coordinated design, engineering and policy solutions.



FIGURE 33. Traffic Jam on Riverside Road

NEXT STEPS

This Master Plan document is the first step of many in making improvements to the River Parks a reality. Following is a high-level overview of the next steps for the City of Roswell.

Identify and Prioritize Phasing

The City will need to determine the method of phasing in improvements along the River Parks corridor. It may be determined that the entire project be redeveloped at once, or in a logical phased manner. Generally, our recommended phases are:

- Ace Sand Site: Riverwalk and Event Center
- Azalea Park
- Garrard Landing Volleyball Facility
- Don White Park
- Willeo Park, Wells Tract, Don White Memorial Park, River Landing: these sites could be phased in any order, as their improvements do not require other improvements to occur in other parks.
- Riverside Park

Schematic Design and Cost Estimates

With the Master Plan complete, the next stage of design would be the refinement of plan schematics and the preparation of a detailed opinion of probable construction costs to guide the City's park development budget. Other items that would be necessary would be an

updated field survey, which indicates existing trees, wetland and stream buffer verification, and other site conditions. It is also recommended that the City's arborist inspect the vegetation at the Ace Sand site, and identify all diseased, dead or dying trees, as these can be removed without ARC approvals per MRPA at any time. In order to move forward with the structural and pavement design of the site, a geotechnical report is necessary for the proposed building sites and site development.

Promotion

To be a success, the Master Plan will need broad community support in order to achieve funding levels necessary for improvements. The next step is for the City to share the vision with residents, business-owners, foundations and other stakeholders through presentations and public meetings.

To cultivate a positive reception of the project, the City of Roswell should consider the following:

- Organize a "Friends of the River Parks" group
- Develop a marketing video that promotes the development in the parks per the Master Plan
- Create a website that contains details on the River Parks, including dates of public meetings, estimated construction schedules, and other events
- Potentially hold design competitions or facilitate student projects for developing more detailed programming and architectural design

- of park structures and facilities
- Build awareness through the press by getting supporters to write letters to the editor, or invite reporters to cover the story of the River Parks development
- Develop a social media campaign to follow the project's progress from plan to reality

Building Partnerships

Partnerships will be an essential component to the River Parks' development's success and sustainability. These relationships should be established early in the process.

As part of the permitting processes, the City of Roswell will likely need to develop Memoranda of Understanding (MOUs) with Fulton County for potential sewer improvements and with the NPS for the proposed boat access improvements in the River.

Partnerships with non-profit groups and other community groups should also be explored. Potential partners include the Trust for Public Land, Chattahoochee Nature Center, the PATH Foundation, and other citizen groups. Most important will be fostering an ongoing partnership with the Chattahoochee Riverkeeper as the project progresses.

Secure Funding

The type of project proposed is essentially limited to securing local funds to develop the project, to allow the greatest flexibility in design, scheduling and scope of the improvement projects. As such, the City

NEXT STEPS

can identify potential funding from these methods:

Bond Issues. Local revenue can be generated through a local bond issue that must be passed by voter referendum.

City of Roswell General Fund. The City of Roswell's General Fund is the primary funding source for much of the City's operations, and occasionally for capital projects. Sometimes General Fund money can be borrowed to fund a project until money from other sources is collected.

Impact Fees. Through the City's development regulations, impact fees require new developments to either set aside funding or provide land for community amenities. An impact fee could be leveraged on new developments within a certain distance of the parks.

Trust Funds/Endowments. A trust fund or endowment can be set up to help fund acquisition, construction, and maintenance of the Parks. Typically these are managed by a local organization or commission, and funding is donated by both governments and private gifts.

Foundation and Company Grants. Some private foundations provide grants and technical assistance.

Donations/Campaigns. Fundraising campaigns can be effective ways to help raise money for trail or park projects. Donors to campaigns can "buy" trail amenities such as benches, or even receive a "deed" to a specific portion of the park that they contributed to.

Construction Plans, Specifications and Permitting

Once design and construction funding has been secured, the design team will commence with detailed design of buildings and site improvements. The permitting process of obtaining approvals from ARC, NPS, ACOE and the Georgia Department of Natural Resources will be initiated. Once plans and estimates have been accepted by the client, the project will be expedited through the City's land disturbance permitting process. It will be important for the City to retain construction administrators to oversee the implementation of the project and that it adheres to the plans and specifications.

Management Plan

One of the most important aspects of keeping the appearance of the parks at a high level is to establish necessary training of personnel and resources to properly maintain the project in perpetuity. This management plan can be developed as part of the construction documents phase of design, or developed after completion. The specialty maintenance of native landscapes, invasive vegetation control, environmentally sensitive turf management, and other aspects of park management will be necessary, and portions of these requirements can be procured through local maintenance groups. In addition, it will be important to determine the proper concessioner(s) for food service and bike or boat rentals in the parks.

Conclusion

The occasion to add to the City's park system with a new amenity at the Ace

Sand site has grown to encompass a new vision for the entire Roswell riverfront. By implement new hardscape and landscape features, a cohesive and linked architectural pattern, and implement the development in as sensitive a manner as possible, Roswell can promote itself as a City proud of its river heritage, its commitment to environmental sensitivity, and striving to promote a better quality of life for all its residents. The development of the River Parks will help set Roswell apart from all other municipalities in the north metro Atlanta area. This is truly a unique opportunity!