



INITIATION OF SMALL AREA PLAN DISCUSSIONS FOR ROSWELL ROAD AND PERIMETER COMMUNITY IMPROVEMENT DISTRICT

SUMMARY OF COMMENTS FROM OCTOBER 15TH-16TH STAKEHOLDER MEETINGS

The team initiated the planning process for two of the Small Areas (Roswell Road and Perimeter Center) on October 14th and 16th. As part of this effort, the team held a Roswell Road Public Open Studio on Wednesday evening, October 14th (notes from this session are posted separately). Then, a series of stakeholder sessions took place on October 15th and 16th and the key points learned from these sessions are summarized below. These sessions brought a broad range of stakeholders to the table, including those living, working and owning properties on or near North Roswell Road; developers, landowners and land use attorneys working in both the Roswell Road and PCID areas; employers and employees working in PCID; and PCID staff. The notes below reflect the key points coming out of these discussions.

- ***ROSWELL ROAD DISCUSSIONS***

- **ISSUES**

- Roswell Road currently functions as a highway. People travel THROUGH Sandy Springs as quickly as possible; they don't want to stop
- Too many car dealerships, mattress stores, dry cleaners
- North and South Roswell are seen as completely different areas
- North Roswell: "severely underutilized but a tremendous opportunity"
- South Roswell corridor is ripe for change; now much of it is deteriorated commercial space

- **OPPORTUNITIES**

- Maximize access to the River – an asset
- Create a boulevard with trees along the curb (convince GDOT). Create new mixed use zones for vitality (like Buckhead has done)
- Improve all pedestrian connections
- Move development up to the street, not set back
- Underground overhead power lines
- Reduce the number of Class C apartments; offer tax incentives to foster redevelopment (City should be proactive in attracting the types of businesses it wants to have here)

- Reduce speed limit on Roswell Road (think Alpharetta, Milton)
 - Stay competitive: rethink density; invest in schools
 - Create more of an urban place with new zoning code and design standards; lower street speeds
 - Adopt urban street standards --- coordinate with GDOT
 - Think Canton Street

- **PERIMETER CENTER (PCID) DISCUSSIONS**
 - **ISSUES**
 - Northside Hospital
 - Traffic and parking are big issues
 - No affordable housing close to the area --- a problem since some employees travel very long distances and work long hours at the hospital
 - Hospital has close to 1,000 MARTA travelers; hospital is located across the street from the station
 - Some concern that the new housing being provided in PCID will not be affordable for younger PCID workers
 - The biggest challenge is how to create more density without the traffic impacts

 - **OPPORTUNITIES**
 - Very strong office market --- intersection of GA-400 and I-285
 - Sandy Springs has a stronger connection to GA-400 than Dunwoody
 - The current market appears to support residential construction at not more than 5 stories (stick built) in PCID
 - The new State Farm development is a good model for future development at PCID
 - Make it more walkable, with green places and public spaces
 - PCID has taken the following recent actions to help alleviate traffic:
 - Have started a program called Perimeter Connect to provide transportation management consulting services to PCID businesses who wish to have it. The program will work with each firm to tailor a commuting program that meets its employees' needs (carpooling, flexible work hours, etc.)
 - PCID is trying to improve walkability in the area, particularly around the MARTA station
 - PCID is promoting live/work/play as they bring in new development:
 - The Mall is the centerpiece; will contain a 4-acre park
 - PCID is trying to make the area more attractive for millennials to live/work/play; feels the attractions are the 3 MARTA stations, and new, attractive apartments (e.g., The Loft)

- Create additional bike lanes throughout PCID --a combination of recreation and utility