

Roswell East Information Sheet

Location: Roswell, Georgia – Holcomb Bride @ GA 400 – bound by Riverside Drive to the South, Martin’s Landing to the East, Holcomb Bridge to the North and GA 400 to the West.

Size: 34 Acres Improved with 320 + Apartments
73 Acres Unimproved
107 +/- Acres Total

Current Zoning: O.C.M.S. – Office Commercial Multi-Story (Suburban Office)
Height Restriction – 95 Feet
Residential – 14 units per acre (existing improvements)

Proposed Concept: Mixed Use with emphasis on green space and residential – low density res. to the east of Old Alabama adjacent to Martin’s Landing with a mixed-use village west of Old Alabama around a water feature incorporating retail, office and res. in vertically integrated buildings -- Some tall signature buildings along 400.

IMPACTS

Current Zoning Traffic: Suburban Office focus with existing residential. = 9,000 – 10,000 cars
Of these cars 7,500 to 8,000 will be during Peak Hours as 80% of the Office cars travel during peak hours

Proposed Res. Mixed Use: Residential focus with office and retail = 6,000 – 7,000 cars
Of these cars 4,000 – 5,000 (or about a 50% reduction) will be during Peak Hours as the majority of cars (residential) have fewer peak hour trips

Mix of Uses: *Green space* – conserves up to twice the amount of green space
Economic -- creates two to three times the tax revenue
Environmental – creates as little as 1/10 of impervious surface
Visual – aesthetically more pleasing to visitors and citizens
Services / Schools – fewer children in taller residential buildings
Quality of Life – sense of “place”, create a gathering place for shoppers, bikers, runners, walkers, families, tourist and folks who just want to watch people.