Pop-Up #1 Results

152 signed into the workshop via Konveio

Goals & Principles

- 154 comments received
- Overall, sentiment was neutral-plus
- Comments ranged from suggested verbiage changes to general agreement to asking how different ideas would be implemented
- Most concerns were over increased traffic from new development and affordable housing (either they want more housing available to people making under AMI or are completely against it)
- More greenspace and better connectivity were among the top things people were in most agreement.

Personas

- Comments were mostly negative: split between not agreeing with some aspects of the personas themselves (i.e. income or age) or thinking that they may be incorrect
- Missing personas:
  - DINK, middle-aged
  - Variable aged teachers, police officers, medical assistants, etc making $30-45K annually frustrated with skyrocketing rent/mortgage/taxes and threatened with displacement
  - No mention of families with incomes between $24-50K
  - Entry level professionals making less than $50K
- Lots of concern over affordable housing at every income level

Site 1 – North River Village

- Online Dating:
  - Cottage court SF homes (65%), 1-2 story retail (67%), small plazas (80%), parks (80%), and mixed-use retail/residential (71%) received the highest percentage of “yes” votes.
  - The top 2 options that received the highest percentage of “no” votes included the public safety building (74%) and community college (71%)
  - 5-10 story developments received a lot of no votes
  - Comments:
    - None of these centers should be single-family residential housing
    - Its proximity to the river should be prioritized and taken advantage of
    - Keep it under 5 stories
    - Do not add mid-high rise buildings here
    - Include mixed income (starting at 60% AMI) and higher density
• Mapping Activity:

• Comments:
  ▪ The entire site should be a mix of retail, office, multi-family in mid to slightly higher rise. Parking below or as 1 designated deck. Top pf that deck could be a greenspace/recreation amenity location like rooftop soccer or multi-sport play field. A concession/retail unit of coffee kiosk co-located there. Bring a row of these buildings up to the street to activate Roswell Rd.
  ▪ This site should be mix of office building, retail and restaurants. No housing.
  ▪ Add a reservoir
  ▪ Provide on demand crosswalk but not necessarily a traffic light.
  ▪ Anchor the center of the site with an open air plaza that contains seating, public art.
  ▪ Would like this entire site to be filled with Single family homes. The site should have multiple entrances as well
  ▪ Will need a crosswalk and stop light for ingress/egress
  ▪ This needs to connect to Roswell below Dunwoody Place and to Dunwoody Place. Suggest Connection to the Chattahoochee River trail too.
  ▪ Path along the length of Roswell Road all the way to the river
  ▪ It would be good to provide a pedestrian trail not running completely by traffic to get to the river
Site 2 – Loehmann’s Plaza

- Online Dating:
  - Cottage court SF homes (60%), 1-2 story retail (68%), small plazas (74%), parks (62%), and mixed-use retail/residential (75%) received the highest percentage of “yes” votes.
  - The top 2 options that received the highest percentage of “no” votes included 10+ story mixed use (76%) and 5+ story office (87%)
  - Comments:
    - Good space for mixed-use live/work/play development
    - Residential will require places for kids especially if they want to attract families
    - Should be able to accommodate families making between $24-$50K annually
    - Needs to transition to neighborhood
    - Do not add mid-high rise buildings here

- Mapping Activity:
  - Comments:
    - This site should be a mix of office building, retail, and restaurants. No housing.
    - Would like to see this site full of single family homes. My second option would be duplexes. NO TOWNHOMES.
- Bring more people to this area and add a little greenspace
- Community center large enough with flexibility for uses: classroom setting, meeting space for civic groups, camps for kids, day use for seniors. Greenspace on the roof to create an outdoor amenity for those uses
- Retail first floor with multifamily above. Can be mid-rise with mix of for-sale and rental units
- Anchor the center of the plaza with a greenspace/public art and seating areas. Allow for a location where food trucks could park to create a gathering point. Include a multi-use outdoor area that could have musicians play or house small local art markets
- All parking underground. If deck is more appropriate, it should be part underground and part above with a green roof
- Tie into other shopping centers
- Connect to larger trail
- Create access that is off street and accessible from adjacent neighborhoods to the east. Carry that trail out to the street
- Path to get people off the main road

Site 3 – Northridge Shopping Center

- Online Dating:
  - Mixed-use retail/residential (80%), 1-2 story retail (77%), small plazas (79%), and parks (73%) received the highest percentage of “yes” votes.
  - The top 2 options that received the highest percentage of “no” votes included light industrial (63%) and 5+ story office (67%)
  - Comments:
    - More restaurants with nice outdoor seating
    - Since this is located away from residential neighborhoods, a variety of uses would be possible. Add some flexibility. This is a good location for innovative office space or even a high quality big box with some smaller shops
    - No mid-high rise buildings here

- Mapping Activity

Comments:

- This site should be a mix of office, retail, and restaurants. No housing.
- Hotel
- Upscale hotel
- Nice, trendy duplexes would be a great add here, like Peoplestown in Atlanta
- Cottage courts would be cute here too. It would make outgoing traffic into Roswell Road and Northridge Road manageable and controlled
- SFH, duplexes, or cottage court would be great here.
- Turn green trees behind it to a conservation space
- This place is hard to get into
- Offices, restaurants, maker space, study rooms, community center. Leaving grocery store
- This is a well used crosswalk area already. Add an on demand crossing a safe distance from the intersection
- Flexible facility for multiple uses across age categories and programs. Could be in a midrise setting with rooftop or lowest level housing and pool
- Public safety could be housed here
- There is already a high density of apartments in this area. This could be live/work or just office
- Would like pedestrian friendly development
- Tie to other shopping centers and businesses with bike lane
- Multiuse path along Roswell River all the way to the river

Site 4 – Former Big Lots

- Online Dating:
  - Mixed-use retail/residential (68%), 1-2 story retail (71%), small plazas (85%), and parks (68%) received the highest percentage of “yes” votes.
- The top 2 options that received the highest percentage of “no” votes 10+ story mixed use (75%) and 5+ story office (81%)

- Comments:
  - This is the most promising redevelopment site of the four due to its location and proximity to other businesses and residences and the high school. Should be anchored with higher end stores
  - This would be a perfect spot for either a shared green park space OR a modern commercial space to bring trendy businesses and restaurants to the area. There are already too many residential options in the area and development should be focused on creating a better sense of community
  - Community center or library would be great due to the proximity to the high school
  - No mid-high rise buildings here
  - Transition to neighborhood will be essential. Length of property would allow for more than one use.

- Mapping Activity results:
  - Comments:
    - This entire site should be turned into a park
    - Pool
    - Would like to see this site full of single family homes. The second option would be duplexes. NO MORE TOWNHOMES.
    - I can see a mixed-use building with a food hall like Krog Street or PCM in the main floor and housing above it really thriving here
- HAWK signal for pedestrian access and safety. Needs additional signaling for those coming up Roswell Road driving south, because there is an increased risk of a collision from a driver running red lights.
- Pedestrian access point from North Springs neighborhoods could be improved. Protected sidewalks along Dalrymple will draw pedestrian access from adjacent neighborhoods.
- City should look into purchasing the car dealership. It is a poor use for the land value
- Anchored by a high-end grocer, this area could resemble Chamblee Station. This had a windfall effect for home values in the area
- Adding a come and stay atmosphere like was done with Huntsville’s Stove House development would encourage patrons to use alternative modes of transportation (better value for sunk cost of time walking/biking or using ride share) versus making single vehicle trips
- HAWK
- Neighborhood should be protected from too much adjacent development. Perhaps a walkable buffer like the BeltLine section of Monroe at Piedmont Park with rear side access to retail/shopping.
- South end of site could have a mixed use commercial/residential building. It seems likely that if RBM’s dealership moved, that property would go to a land developer who would seek to generate long term value through leases so it makes sense to position for that.
- Buying and removing this run down emissions/truck rental store would be advisable
- Low end payday lending should be removed
- Brewery with taproom, open container on premises
- Food stalls surrounding a common plaza versus traditional sit down restaurants
- Pedestrian bridge
- Turn it into a boys and girls center
- Makers spaces, study areas, some food chains
- The entire plaza is mixed use. Buildings might be 4-6 stories. There could be office. Pull buildings up to the road and along the rear provide a green amenity that might be accessible from the neighborhood
- Park with buildings pushed up to the road a park/green amenity to the rear with neighborhood access
- Elevated pedestrian roundabout for HS student safety, additional green space, improved traffic flow for pedestrians, bicycle, and through traffic.
- Dog park, collaboration space
- Collaboration space, coffee house, farmers market
- Connect along Roswell Road for a continuous bike/mixed use path that is safe for pedestrians and cyclists
- Protected multiuse sidewalks(paths connecting to MARTA
- Buffered bike land spanning Roswell Road would revolutionize car-free accessibility in the area.