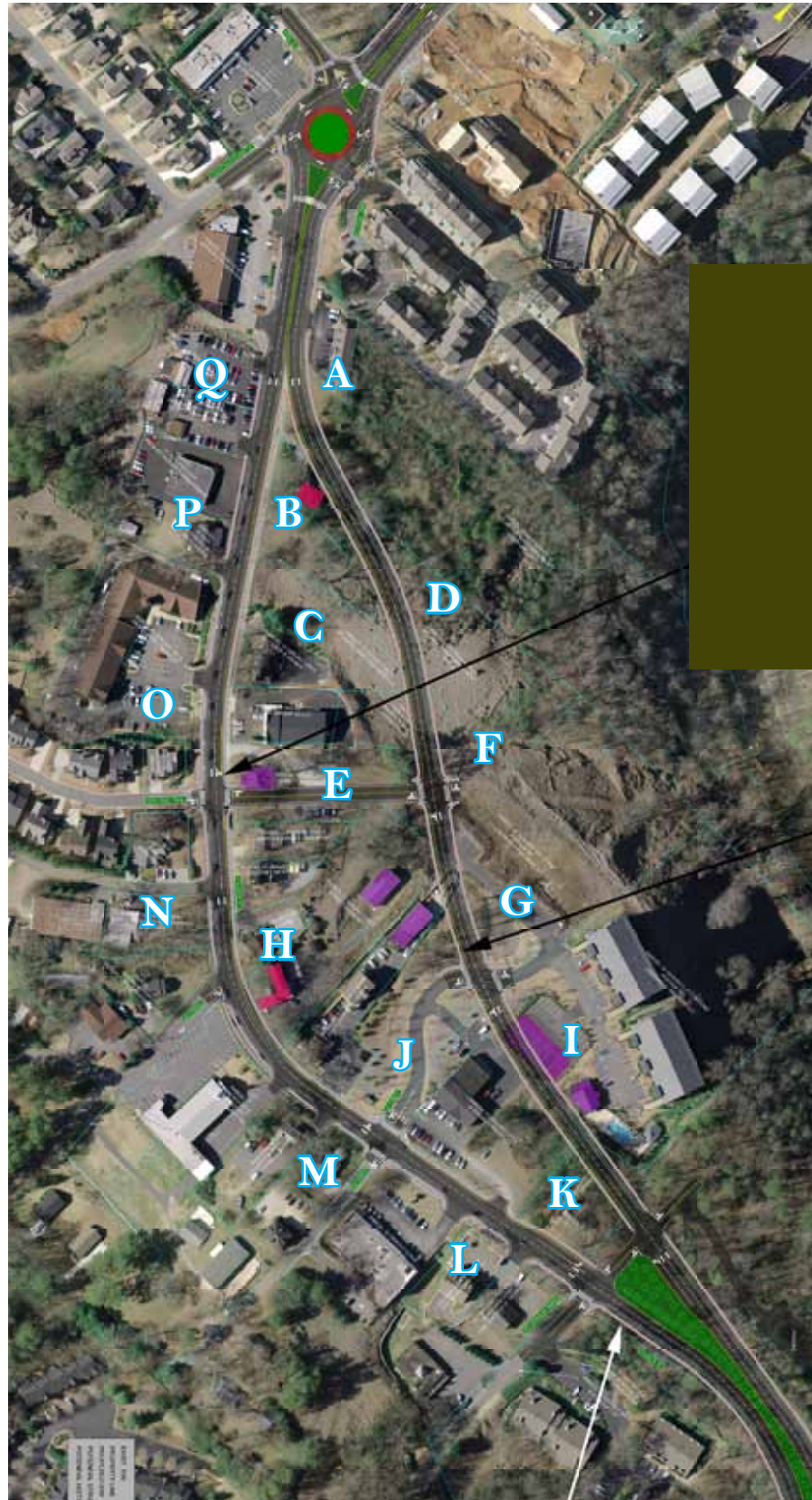


Land Use Analysis of One-way Pair Alignment Option



NEGATIVE CONSEQUENCES OF THE ONE-WAY PAIR ALIGNMENT OPTION

Commercial Consequences:

- The sector being considered for the split currently has the greatest concentration of retail on Roswell's Atlanta Street (locations L-M on the image to the left). The split would reduce retail-supporting traffic by approximately half for these businesses simply by moving it away (to A-K). That remaining traffic would be in the morning trips-to-work direction—when shopping is the least likely. The split would severely undermine existing retail.
- Difficult cross grades and irregular lot dimensions between the split lanes (B,C,E,H,J,K) will not be desirable to a retail industry that favors standardized, level development “pads”. The existing ROW follows the ridge line where level development pads are more readily available.
- The island between splits is difficult for the assemblage of an effective destination retail mix. The standard configuration of destination retail is one or two larger anchor businesses with a collection of smaller “tag along” business surrounding. This configuration of anchor and “while you are there” shopping opportunities has been proven to increase the viability of all businesses in the mix. Lacking adequate space to create such a retail mix, the only development likely to occur is stand-alone, convenience retail rather than destination retail.

Financial Consequences:

- The entirety of the new north bound lanes (A-K) would require new right of way acquisition- a large additional expense. The boulevard redevelopment of Atlanta Street could be accommodated largely or entirely within the existing right-of-way at little to no extra purchase cost.
- The slopes of the new bypass trajectory would require substantial cutting/filling and/or bridging (D-F) for the new road bed. The widening of the existing right of way would require minimal topographical alteration.
- The island can not be successfully developed in an incremental fashion. Any possibility of marginally viable development will require rationalizing the platting and configuration of the island. This will require assembling every parcel traversed by new ROW into a single parcel that can be graded and then subdivided in coordination with the road construction. Developing the north bound lanes as a strip of ROW acquisition separately from the site development of the island and eastern edge will not likely result in successful development. Monolithic redevelopment of this area will be a highly speculative and risky undertaking, requiring large outlays of funds before all end owners and tenants are identified. Keeping the road in the existing or slightly supplemented ROW allows for incremental development managed by many individual property owners as opportunity arises with out the large, speculative, initial outlays from a single development entity.

Visual Consequences:

- Diverting traffic closer or actually into the National Park area (K) is unnecessary and would degrade the quality of the natural environment and view sheds along this corridor. Commuter traffic already has access to a long stretch of the National Park between the river and this site, and would receive no additional visual benefit as a result of the additional intrusion.
- The roadway cuts, fills, and/or bridging (D-F) would either loom over or gouge into a significant portion of the site impacting the usability and marketability of the small bits of developable land mass to either side. Large retaining walls and roadway constructions reduce the marketability of adjacent land and the viability of nearby retail (C-F).

Political Consequences:

- Residents who participated from the two recently constructed condominiums in this area are very much opposed, and are correct in their assessment of the negative impact the new lanes will have on their property.
- The bypass requires the purchase and displacement of several historic structures onto new sites to be purchased.

Access Consequences:

- The north bound lanes of the split will have high speed traffic and thus will isolate the newly created island from pedestrian access to the National Park.
- A substantial residential neighborhood—such as is being proposed—could still be developed without the bypass—with superior access to the landscape and with a better acoustic and pedestrian environment.