



NEEDS AND OPPORTUNITIES

Population

Needs

- Improve options for aging in place related to housing; health care and transportation
- Improve facilities such that Roswell schools no longer operate over capacity
- The city should seek to improve certain areas that have high levels of poverty
- The city is perceived as a city of families, while only 35% of households have children
- Plan for the increased racial and ethnic diversity of population

Opportunities

- Maintain high quality in both public and private schools in the city
- Continue to embrace an increasing racially and ethnically diverse population.
- Keep and attract aging population with housing options that are low maintenance and/or downsized, but not all “senior housing”
- Highly educated population creates potential for informed constituents, attractive labor force, flexible economic future
- Increased awareness of racial and ethnic diversity which will bring increased cultural exposure and innovation in business and communities
- Support high quality schools that will draw and retain young families

Economic Development

Needs

- Educate citizens on the various forms and functions of developments.
- Attract new businesses, with diversity of land uses, to contribute to tax base.
- Expand high tech infrastructure.
- Increase higher education options in Roswell, including non-college options
- Increase Class A office space.
- Increase housing options
- City is built out, limiting economic growth without changes in land use or density
- City needs to define how and where infill and redevelopment will occur

Opportunities

- Redevelopment of vacant strip shopping centers; potentially with incentives for housing and Class A office.
- Leverage Canton Street area as catalyst for redevelopment in other areas.
- Develop redevelopment strategy for key locations like the northwest and east west quadrants of Georgia 400 and Holcomb Bridge Road.



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Housing

Needs

- Increase housing targeted for workforce, young people, and aging population.
- Increase development of traditional neighborhoods.
- Reinvest in established neighborhoods.
- Provide affordable rents in desirable areas.
- Increase overall variety in housing options
- Improve conditions in existing apartment complexes as needed
- Improve connections between housing and destinations

Opportunities

- Redevelop strip shopping centers and areas along Holcomb Bridge Road with incentives for diversity in housing type, density, and affordability.
- Maintain strong, stable single-family neighborhoods
- Work with Roswell Initiative for Community Housing (RICH) to educate citizens on the demands for different housing type and those seeking alternatives housing, including workforce housing
- Develop redevelopment strategy to include a variety of housing option at key locations like the northwest and east west quadrants of Georgia 400 and Holcomb Bridge Road.
- Evaluate housing options to serve the needs of Roswell residents, including the aging population and the young (millennials) professionals
- Utilize a public/private partnership funding mechanism to support developments that incorporate a variety of housing types and affordability



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Land Use and Urban Design

Needs

- Improve quality and design of development at Holcomb Bridge Road at SR 400 interchange. Maintain aging infrastructure and provide additional infrastructure to support new redevelopment.
- Ensure that primarily low density areas are enabled to maintain low density.
- Create appropriate transitions between areas of different densities.
- City is essentially built out at current densities; the City needs to consider where and how redevelopment should occur
- Improve connectivity to relieve local congestion
- Redevelop areas where pockets of poverty and sub-standard housing exist
- Create a clear mixed use-policy
- Define character areas that clearly reflect desired development options
- Maintain and improve infrastructure, such as water lines, that are old, decaying, and inadequate in size

Opportunities

- Define in the 2035 Comprehensive Plan in each character area the necessary to guide zoning decisions
- Evaluate and break up the character areas to reflect appropriate development
- Maintain and enhance the city's small town feel with access to big city amenities.
- Leverage Canton Street as a popular destination with historical value to spur development nearby
- Explore state and federal grants based on City's subarea plans and Opportunity Zone position
- Address changing housing demands by allowing for the opportunity to provide new product development in redevelopment areas
- Take advantage of the broader focus on sustainability to support City efforts to meet sustainable and innovate air, water, and energy goals
- Use vacant buildings to re-orient areas as centers/nodes instead of corridors/strips
- Maintain strong protection of City character with the historic district



NEEDS AND OPPORTUNITIES

Transportation

Needs

- Prevent local traffic from becoming a detriment to the overall quality of life.
- Address traffic congestion and maintain quality of life in the city
- Address traffic around Holcomb Bridge Road at SR 400 interchange which is particularly problematic.
- Increase availability of parking Downtown
- Increase access between many of the amenities and other resources
- Create safe and secure walkability/bike ability
- Improve east-west public transit options.
- Increase connectivity and transportation choices to combat local congestion
- Improve roadways to meet impact fee Level of Service standard “D”
- Address capacity given right-of-way and other constraints
- Reduce the large amount of regional traffic that does not begin or end in Roswell
- Reduce gaps in pedestrian network in some parts of the City
- Encourage existing commercial developments to become more conducive to pedestrian, bicyclist, or transit rider usage
- Address aging transportation infrastructure

Opportunities

- Roswell’s centralized location provides convenient access to the wider region, including transit access to the airport.
- Continue to connect trail and bicycle networks to distinct areas as viable alternative transportation
- Increase use of Travel Demand Management strategies to better manage demand
- Link pedestrian and bicycle facilities to existing and proposed projects from neighboring communities and statewide systems
- Potential MARTA transit station at the intersection of Georgia 400 and Holcomb Bridge Road
- Ensure that any master planning efforts in redevelopment areas incorporate all modes of transportation, including transit services, where appropriate.



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Natural and Cultural Resources

Needs

- Control development in historic district in order to maintain historic identity.
- Monitor and limit development in environmentally sensitive areas
- Strive to address those portions of Roswell waterways that do not meet Federal water quality standards
- Provide protection for resources outside Historic District with potential historic merit
- Provide protection for those historic properties along Atlanta Street/SR 9 that are negatively impacted by traffic
- Prevent historic properties from being lost, becoming vacant and/or deteriorating
- Conduct a citywide, comprehensive survey of historic resources

Opportunities

- Leverage Canton Street as a popular destination with historical value
- Promote areas along Riverside Road and Azalea Drive as scenic and natural areas, for relaxation and recreation in the city.
- Continue to promote and provide community activities for all residents.
- Promote Roswell's open spaces available for residents and visitors.
- There is a strong arts community in the City, so there needs to be an expansion of art throughout the City
- Encourage the strong community identity amongst residents.
- Utilize undeveloped land which is limited by environmental constraints for passive uses related to City park system, where appropriate
- Further educate citizens about the importance of protecting water resources through the Education Officer in the Public Works/Environmental Department
- Extend trails along the Chattahoochee River, and connect City park facilities to the National Recreation Area
- Neighborhoods existing prior to 1960, including ranch neighborhoods can be nominated to the National Register of Historic Places
- Rehabilitate and promote the Hembree Farm in conjunction with the three house museums
- Expand the Historic Properties Map as a way to map historic resources in the City
- Promote shared parking in the Historic District