



POLICY STATEMENTS

Population

- P1 Roswell, like other successful communities with large Hispanic populations, partner with schools and the business community to promote the education attainment and civic involvement that the City of Roswell envisions for all who work and live in the City.
- P2 The City of Roswell housing and land use policies foster conditions that make aging in place possible. Specific goals incorporate lifelong community criteria where appropriate.
- P3 The City of Roswell housing, land use, transportation, and economic development policies will aim to create conditions that allow: mixed-income housing opportunities, access to job training facilities, and community supported service provision for those in need where appropriate.
- P4 Recreation and parks facilities are adapting to serve the aging population.

Community Facilities

- CF1 Ensure cost-effective and timely provision of community facilities and services to support the needs of the City's neighborhoods, residents, and businesses.
- Increase the ability of the Roswell-Alpharetta Public Safety Training Center (RAPSTC) facility to accommodate police officers for training (joint effort with Fire Department).
- CF2 Maintain municipal buildings and grounds to the same high standard as exists today.
- CF3 Fully integrate the City's Capital Improvement Element (CIE), as required by state rules to be annually updated, with the City's capital improvement planning process, so that the two items are one and the same.
- CF4 Prepare tools to allow public-private partnerships to create new community facilities such as parks, public plazas and trail spurs to connect to City network.
- CF5 Identify emergency shelter for community members in need.
- CF6 Consider energy-efficient building programs for new facilities.



POLICY STATEMENTS

Housing

H1 Consider changes in housing needs and demands in conjunction with sustainable building practices by promoting the following, where appropriate:

- Residential development in close proximity/in walking distance to non-residential
- Energy and water efficient buildings
- Building standards that allow flexibility to accommodate needs of aging households

H2 Pursue zoning and economic development actions to encourage a variety of housing sizes and price point to allow the following, where appropriate:

- Adequate market response to changing future demand, including the housing preferences of both young professionals and older “empty-nesters”
 - Zoning allows the housing types that meet that demand
 - Zoning that incentivizes a variety of price-points
- Provide incentives for the development of mixed-income residential neighborhoods for low-income, work-force, and median-income and above households
- Redevelopment of aging apartments

H3 Pursue quality infill housing where appropriate, especially targeting strategies for formerly stable single-family neighborhoods now distressed by foreclosures; implementation measures will begin which identify where and under what conditions infill and cottage housing may be appropriate.

H4 Create “lifelong” communities within Roswell through strategically located recreation, social, health and medical facilities near housing that young single professionals seeking lower maintenance and the “empty-nester” generations desire where appropriate.

Transportation

T1 The City is committed to a transportation program and project prioritization framework that achieves the following policy objectives, as identified in the Transportation Master Plan:

- Enhancing neighborhoods.
- Preserving and enhancing the City’s historic resources.
- Protecting and expanding the City’s natural resources and open spaces.
- Exploring connectivity options and interparcel access for commercial and certain other corridors
- Exploring innovative and context-sensitive system impacts
- Expanding multi-modal opportunities throughout the City including pedestrian, bicycle, and transit facilities
- Balancing the role and position of Roswell’s regional transportation facilities to mitigate impacts and provide protection to the City’s character

T2 Enhance Safety – not just for vehicles, but for all users: motorized vehicle operators, pedestrians, bicyclists and transit riders.

T3 Manage Congestion – focus on providing innovative yet realistic options for local traffic including key intersections, as well as creating new connections.

T4 Increase Bicycle, Pedestrian and Transit Mobility – ensure that all City residents have safe bicycle and pedestrian mobility options and that transit service is as accessible to residents and visitors as possible.

T5 Support Redevelopment – provide transportation systems that support redevelopment while preserving Roswell’s character. This will allow the City to plan for a prosperous future.



Land Use and Urban Design

LU/D1	<p>The City of Roswell aims to provide innovative, flexible and quality design-focused development in areas identified for change on the Future Development Map’s following Character Areas: Holcomb Bridge/GA 400, Highway 9, and the Historic District. This policy recognizes that:</p> <ul style="list-style-type: none"> • Redevelopment is an economic imperative for the City and a priority for citizens because it: <ul style="list-style-type: none"> • Diversifies the tax base • Supports a high quality of life in Roswell, and • Avoids decline in property values. • Redeveloping sites with existing buildings is more challenging than developing on open land, so conditions must be favorable for investment to occur. • When redevelopment is not financially viable or buildings are protected by historic regulations, the City supports the re-use of existing vacant buildings in these character areas. • Demographic trends of a healthy, aging population, coupled with a concentrated growth of young, urban professionals will generate very different demands for smaller housing, in walkable communities near amenities.
LU/D2	<p>The City will monitor the effectiveness of the UDC and update it, when needed, to reflect land use trends, building and development trends, and community needs.</p>
LU/D3	<p>The City supports infill housing when it is appropriately scaled, appropriately designed, and compatible with its context.</p>
LU/D4	<p>City zoning and development trends will reflect the principles and policies established in the Comprehensive Plan and will seek to:</p> <ul style="list-style-type: none"> • Protect existing suburban neighbors from undue negative impacts of development, • Link transportation and redevelopment opportunities, • Utilize the design-based provisions of the UDC, and • Provide an efficient review and approval process in accordance with the UDC
LU/D5	<p>The City aims to update the Atlanta Road LCI, and elements of the Midtown Roswell LCI.</p>
LU/D6	<p>The City will encourage developments that exceed the minimum open space requirements of the UDC and/or provide space for public assembly.</p>



POLICY STATEMENTS

Economic Development

ED1	The City aims to make Roswell a more business-friendly community and encourage appropriate economic development by implementing the recommendations of the Strategic Economic Development Plan
ED2	Redevelopment is an economic imperative for the City and a priority for citizens in order to: <ul style="list-style-type: none"> • Diversify the tax base to support a high quality of life, and • Avoid decline in property values
ED3	City investment in infrastructure will support economic development that retains and grows existing employers, attracts new employers, and attracts redevelopment.
ED4	As Roswell’s “front door,” the Holcomb Bridge/GA 400 node is a priority economic development location for the City and will receive priority consideration for: <ul style="list-style-type: none"> • Multimodal access, public investment, and private partnerships to improve the streetscape, and • Gateway and signage upgrades.
ED5	The City will prepare a gateway and signage plan.
ED6	The City benefits from its Canton Street/Historic District treasure; additional ways to enhance and expand the cultural life of the City will be considered as part of a strategy for promoting tourism and visitors.
ED7	The City recognizes that accessibility and mobility impact the economic health of the community and it commits to: <ul style="list-style-type: none"> • Providing residents and workers with genuine options for local and regional transit connections and establishing a transit-ready future, and • Coordinating with the North Fulton sister-cities in implementing the North Fulton Comprehensive Transportation Plan

Natural and Cultural Resources

NCR1	Roswell recognizes the various advantages of “going green.” The City strives to improve efficiencies and reduce the use of resources in order to produce meaningful savings to taxpayers and a better environment for our residents. Through responsible development and green building practices as appropriate, Roswell will grow into a healthier and even more desirable place to live and work.
NCR2	The City promotes reducing energy and water use, expanding clean and efficient energy and water technology use, and promoting new buildings as high performance structures; as such, the City will consider appropriate development regulations to allow new technologies and incentivize efficiency.
NCR3	Roswell will enhance the City’s successful historic heritage program with specific actions to expand protection and update existing historic preservation ordinances.
NCR4	Promote a greater public awareness of Roswell’s cultural resources and the local programs that protect these resources.
NCR5	The City maintains and cultivates a “historic preservation” culture by enabling local residents and property owners to pursue historic preservation-related projects and efforts.