



## Station #2

# “Needs and Opportunities” and “Policies”

## Population

### Needs and Opportunities

#### Needs

- Improve options for aging in place related to housing; health care and transportation.
- Work with Fulton County Board of Education to 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.
- 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, an attractive labor force, and a 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.

### Policies

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’s 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’s housing, land use, transportation, and economic development policies will aim to create conditions that allow a variety of 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 Recreation and Green Space; Public Safety

### Needs and Opportunities

#### Needs

- Create additional performing arts spaces or programs within the city.
- Increase recreational connections between city parks.
- Increase pedestrian and bike connection between city parks.
- Determine how to acquire additional parkland/pocket parks/greenspace since the majority of land in the City has been developed.

#### Opportunities

- Increase park space in the city.
- Connect parks with schools where appropriate.
- Connect all parks and trails.
- Require designation/requirements for additional open space and/or amenities areas as part of development and redevelopment projects.
- Connect the Big Creek Parkway and Riverside areas.
- Increase connections to and between Chattahoochee Park Areas.

### Policies

CF1	Ensure cost-effective and timely provision of community facilities and services to support the needs of the City’s neighborhoods, residents, and businesses. <ul style="list-style-type: none"> <li>• Increase the ability of the Roswell-Alpharetta Public Safety Training Center (RAPSTC) facility to accommodate police officers for training (joint effort with Fire Department).</li> </ul>
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.

Denotes a policy which has been modified since the first round of public meetings.



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## Economic Development

### Needs and Opportunities

#### 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

- Redevelop 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 such as Georgia 400 and Holcomb Bridge Road.

### Policies

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"> <li>• Diversify the tax base to support a high quality of life, and</li> <li>• Avoid decline in property values</li> </ul>
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"> <li>• Multimodal access, public investment, and private partnerships to improve the streetscape, and</li> <li>• Gateway and signage upgrades.</li> </ul>
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"> <li>• Providing residents and workers with genuine options for local and regional transit connections and establishing a transit-ready future, and</li> <li>• Coordinating with the North Fulton sister-cities in implementing the North Fulton Comprehensive Transportation</li> </ul>



# Station #2 “Needs and Opportunities” and “Policies”

## Housing

### Needs and Opportunities

#### 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 commercial corridors 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 such as 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.

### Policies

H1	<p>Consider changes in housing needs and demands in conjunction with sustainable building practices by promoting the following, where appropriate:</p> <ul style="list-style-type: none"> <li>• Residential development in close proximity/in walking distance to non-residential</li> <li>• Energy and water efficient buildings</li> <li>• Building standards that allow flexibility to accommodate needs of aging households</li> </ul>
H2	<p>Pursue zoning and economic development actions to encourage a variety of housing sizes and price point to allow the following, where appropriate:</p> <ul style="list-style-type: none"> <li>• Adequate market response to changing future demand, including the housing preferences of both young professionals and older “empty-nesters” <ul style="list-style-type: none"> <li>• Zoning allows the housing types that meet that demand</li> <li>• Zoning that incentivizes a variety of price-points</li> </ul> </li> <li>• Provide incentives for the development of mixed-income residential neighborhoods for low-income, work-force, and median-income and above households</li> <li>• Redevelopment of aging apartments</li> </ul>
H3	<p>Pursue new, high quality housing where appropriate; develop implementation criteria to identify where and under what conditions housing of various forms may be appropriate.</p>
H4	<p>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.</p>

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## Station #2

# “Needs and Opportunities” and “Policies”

## Land Use and Urban Design

### Needs and Opportunities

#### 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 protections of City character with the historic district.

### Policies

LU/D1	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 redeveloping sites with existing buildings is more challenging than developing on open land, so conditions must be favorable for investment to occur. This policy also recognizes that redevelopment is an economic imperative for the City and a priority for citizens because it diversifies the tax base, supports a high quality of life in Roswell, and can prevent declines in property values.
LU/D2	The City supports the adaptive re-use of existing vacant buildings where financially feasible.
LU/D3	The City recognizes that the 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, and will encourage these types of developments where possible while maintaining the existing character of their surroundings.
LU/D4	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.
LU/D5	The City supports infill housing when it is appropriately scaled, appropriately designed, and compatible with its context.
LU/D6	City zoning and development trends will reflect the principles and policies established in the Comprehensive Plan and will seek to: <ul style="list-style-type: none"> <li>• Protect existing suburban neighbors from undue negative impacts of development,</li> <li>• Link transportation and redevelopment opportunities,</li> <li>• Utilize the design-based provisions of the UDC, and</li> <li>• Provide an efficient review and approval process in accordance with the UDC</li> </ul>
LU/D7	The City aims to update the Atlanta Road LCI, and elements of the Midtown Roswell LCI.
LU/D8	The City will encourage developments that exceed the minimum open space requirements of the UDC and/or provide space for public assembly.
LU/D9*	The City will investigate the use of and determine criteria for evaluating properties or areas as potential “transition zones” within and between different Character Areas, particularly in areas adjacent to the Suburban Residential - Established Neighborhood Character Area.

\* Denotes a policy which has been modified since the first round of public meetings.



## Station #2

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## Transportation

### Needs and Opportunities

#### 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/bikeability.
- 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.

### Policies

T1	<p>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:</p> <ul style="list-style-type: none"> <li>• Enhancing neighborhoods.</li> <li>• Preserving and enhancing the City’s historic resources.</li> <li>• Protecting and expanding the City’s natural resources and open spaces.</li> </ul>
T2	<p>Enhance Safety – not just for vehicles, but for all users: motorized vehicle operators, pedestrians, bicyclists and transit riders.</p>
T3	<p>Manage Congestion – focus on providing innovative yet realistic options for local traffic including key intersections, as well as creating new connections.</p>
T4	<p>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.</p>
T5	<p>Support Redevelopment – provide transportation systems that support redevelopment while preserving Roswell’s character. This will allow the City to plan for a prosperous future.</p>



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## Natural and Cultural Resources

### Needs and Opportunities

#### Needs

- Protect the city’s natural resources such as streams, floodplains, and other waterways
- 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 a 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.

### Policies

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.