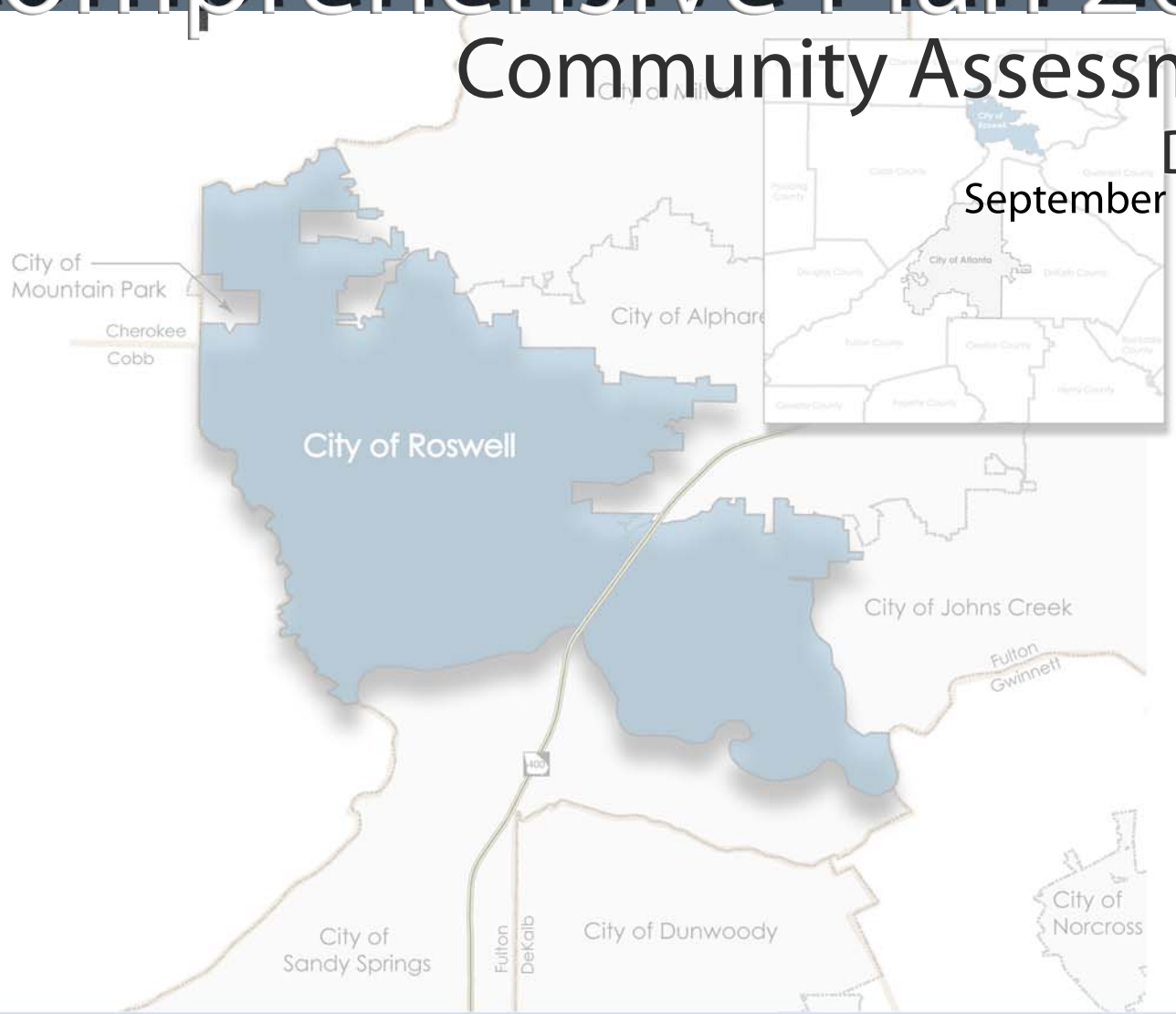
City of Roswell

Comprehensive Plan 2030

Community Assessment

DRAFT

September 30, 2010



ROSWELL GEORGIA SINCE 1854

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INTRODUCTION: ROSWELL TODAY AND TRENDS FOR TOMORROW

During 2010 and 2011, the City of Roswell will undertake updating its Comprehensive Plan and plan to the year 2030. Different stakeholders will be considering a variety of questions:

What can we anticipate regarding the environment, the economy and our infrastructure systems in the future?

Who are we today and who are our neighbors?

*How do we **live, work and move** in and around our communities and the region?*

Who will our neighbors be in 20 years and what will our different needs be then?

The Community Assessment and its Technical Appendix presents key data and information to help answer these kinds of questions, so that the City of Roswell's community members and other stakeholders can **prepare a vision** and a **20-year plan for the future**. As part of an overall, Comprehensive Plan process, the City of Roswell will create a **2030 Community Agenda** defining the City's vision, short- and long-term actions to achieve that vision, and the **policy commitments** to make this great City of Roswell even better over the next twenty years.

Like a business plan for a successful company, the Community Agenda should look at real world constraints and **provide a road-map** for officials and community members to manage incremental decisions and allocation of resources in the **short term** that ensure progress toward your **long term** goals.

The Community Agenda's **official City policies** provide a transparent gauge for constituents and council members to evaluate their short term decisions over time to proactively manage our future to the greatest extent possible. With many competing needs and demands facing the City of Roswell, the Community Agenda will help articulate the priorities we want government and public/private action to address.

Roswell has officials who represent the community making decisions every day; to inform their policy decisions, public input is needed to develop a current vision with and through intensive citizen involvement. The City will engage the Roswell public in preparing its Vision and the Community Agenda document, as described in the Public Participation Plan. As constituents, we all have a right and the responsibility to have **informed opinions**, with facts and data to add to our experiences and our realities and make a strong, realistic 2030 plan of action. The

From Planning to Action…

The Mimosa Boulevard extension project was first conceived in the early 1990s to relieve Canton Street and to tie together the historic downtown grid. Planning, design, financing and construction take time…the City celebrated completion of the project in July 2009. It cost $500,000.

The **Mill Village** needed re-development since the 1980s; it started slowly to do so in the 1990s, but most change occurred in the past five years.

Tenacity….Street improvement projects take, on average, 4.29 years to plan and get to construction. The **2003 Midtown streetscape** plan got under construction in **2010,** after three years of right-of-way negotiation; the ARC LCI program will provide matching funds to the estimated $2 million cost.

Community Assessment empowers community members as they prepare to join the public discussions and debates with their neighbors to recommend the best path to take toward our collective future. A **Technical Appendix** provides detailed sets of tables and additional maps, graphs and information from which this Community Assessment draws its findings. These documents should assist the City as the planning process will ask constituents to…

*"Imagine the year 2030 and **the different needs** you, your parents, your children and neighbors will have. **What kind of city do we as a community want the Roswell of 2030 to be?** How will Roswell relate to the rest of the metro-Atlanta region and the rest of the world?"*

Creating a **great city** takes decades of planning and investing. Roswell has already done some of this investment and planning, especially for targeted areas of the City as it grappled to maintain high quality with limited resources. The explosive growth Atlanta experienced as a region meant a shift in retail and employment opportunities for newer development outside Roswell, at the same time creating **new demands** on internal services and infrastructure.

Changes will continue to come. Managing growth to proactively determine **how** change will happen in Roswell takes time, tenacity and strategic planning.

The City demonstrates pride and determination when it controls and limits development where undesired and demands quality where growth has

Time and tenacity…case studies

Greenville, SC – Visioning began in the early 1980s. Millions of dollars and 30 years later, the City offers historic charm, amenities with walking, biking and aging in place. (61,000 people)

Decatur, GA – Decatur's strategic planning started in 1982; since the 2000 update, the downtown added 752 new residential units and 50,000 square feet of retail. (19,000 people)

Chattanooga, TN – In the 1980s, Chattanooga was one of the first US cities to use a citizen visioning process to set specific long-range goals to revitalize the downtown and riverfront. In 2005, the Waterfront Project became a reality, with $120 million investment. Tax Allocation District - type funding supported a new hotel and convention center. (155,000 people)

been allowed. The Community Assessment indicates that zoning regulations need updating if the goals for redevelopment and transportation alternatives are to be met; the Comprehensive Plan provides the framework for zoning and any changes require serious community discussion. The Community Assessment should aid in those discussions.

Each section in the Assessment below introduces a "snapshot" of the data presented for the respective topic. A Technical Appendix provides a comprehensive set of data, figures, maps and tables to support the findings and summaries within the Community Assessment.

SECTION I – PEOPLE

Snapshot. Of the approximately **91,000 people** living in Roswell today, a majority own their own home, work full time, and are highly educated. In 2000, 70% had at least some college education and half of the population held higher education degrees (17% at the master's level). The 2009 median **home value was $192,849**; the **median rent prices** hover around $900. Nearly one-fourth of all households are spending one-third or more of their income on housing. The **median income is $85,000**, and the **per capita is $43,879** (2009 estimates); still, in 2000 around **4,000 people lived in poverty** in Roswell, and in **2008 an estimated 7% of the households** in Roswell fell below the poverty threshold.

Roswell's neighborhoods have diversified and will continue to do so in the near future; in 2010, estimates indicate that slightly over one-fourth of the population comprises a variety of minority groups and the rest – around 65,000 people – were White. An estimated **12,500 African Americans, 4,500 Asian and 14,000 Hispanic** make up our communities in Roswell. By 2015, the percents will change such that **one-third of Roswell will belong to a minority group** and two-thirds will be White. The City is relatively young; just over half of the population falls within **the age group of 25-44** and about 10% are age 65 or over.

I.1 Population Trends

Since 2000, the City of Roswell has added an estimated 12,162 new residents, an approximately 15.3% increase. **Annexing 1,900 acres** over the past ten years accounts for most of this growth; redevelopment and infill will drive any future growth.

Because City policy and regulation will primarily determine new residential housing opportunities, three sets of population growth scenarios were prepared – a low, medium and high projection. These were developed based on different build-out assumptions. The Technical Appendix explains the method used to prepare these scenarios.

The low-projection scenario was generated from data about the average number of actual new residential units from 2005 to 2007. The average during

that time period was 148 new units per year[1]. Prior to 2005 the City experienced much greater building activity. While it is impossible to predict post-recession building behavior, the low-projection scenario calculations for future population assume 148 new housing units per year.

Medium and High build-out scenarios were calculated based upon an analysis of acreage where redevelopment may be appropriate (aging multi-family units, commercial corridors in transition); specifically, the City of Roswell commissioned economic analysis studies in a 2007 study[2] for targeted areas along Holcomb Bridge, GA 400 and Midtown Roswell. Actual population will depend upon the results of the Community Agenda for future land use, resulting changes in the zoning, City programs for economic development, and the overall economic climate.

Projected population to 2030. Applying the low-projection assumptions over the twenty year planning period, and assuming no changes in the current regulatory framework, the City can anticipate approximately 2,960 new housing units constructed, for a total of 39,769 housing units by 2030. Applying an assumed 6% vacancy rate to this number of housing units, **2,856 households** would be added bringing the 2030 population to **98,869 people**.

The medium- and high-projection scenarios were calculated based upon new housing unit numbers and applying the same vacancy and household size assumptions. The tables report the number of housing units assumed for each scenario.

Past and projected population, number of households, and average household size for the City of Roswell from 1990 – 2030 are shown in Tables I.1 through I.3.

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[1] City of Roswell Community Development Permit Data

[2] See the two reports by Bleakly Advisory group: *Economic Analysis and Redevelopment Strategy for Midtown*, and *Economic Analysis and Redevelopment Strategy for the Northwest Quadrant*, and the addendum for the latter. The areas analyzed lie in the redevelopment zones identified in the Areas of Special Attention Map in the Land Use Section. Under current zoning, the multi-family units could redevelop to 1,610 units. Assuming mixed-use projects, the reports indicated between 3,762 and 3,936 new residential units would be needed to spur desired redevelopment.

Low-projection Scenario: calculates population increase assuming **2,960 new units** at build-out (2030)

Table I.1 Roswell Population and Households: 1990 – 2030 (Low-projection Scenario)

Roswell Population and Households: 1990 – 2030 (Low-projection Scenario)							
	1990	**2000**	**2010**	**2015**	**2020**	**2025**	**2030**
Population	57,043	79,334	91,496	93,535	95,378	97,221	98,869
Households	22,084	30,207	34,527	35,296	35,992	36,687	37,383
Average Household Size	2.57	2.61	2.65	2.65	2.65	2.65	2.65

Source: 2000 Census; ESRI Business Analyst Online; Projections by Pond & Company

Medium-projection Scenario: calculates population increase assuming **3,560 new units** at build-out (2030)

Table I.2 Roswell Population and Households: 1990 – 2030 (Medium-projection Scenario)

Roswell Population and Households: 2000 - 2030 (Medium-projection Scenario)							
	1990	**2000**	**2010**	**2015**	**2020**	**2025**	**2030**
Population	57,043	79,334	91,496	95,315	99,134	102,952	106,771
Households	22,084	30,207	34,527	35,968	37,409	38,850	40,291
Average Household Size	2.57	2.61	2.65	2.65	2.65	2.65	2.65

Source: 2000 Census; ESRI Business Analyst Online; Projections by Pond & Company

High-projection Scenario: calculates population increase assuming **5,638 new units** at build-out (2030)

Table I.3 Roswell Population and Households: 1990 – 2030 (High-projection Scenario)

Roswell Population and Households: 2000 - 2030 (High-projection Scenario)							
	1990	**2000**	**2010**	**2015**	**2020**	**2025**	**2030**
Population	57,043	79,334	91,496	96,692	101,887	107,082	112,278
Households	22,084	30,207	34,527	36,487	38,448	40,408	42,369
Average Household Size	2.57	2.61	2.65	2.65	2.65	2.65	2.65

Source: 2000 Census; ESRI Business Analyst Online; Projections by Pond & Company

Regional and State Context. While the City of Roswell enjoys a quality of life associated with small town living, its population actually makes it **one of the largest cities** in the state. Atlanta is about five times the size of Roswell, but Roswell was the second largest Fulton County city in 1990 and 2000, and it is

currently of comparable size to its neighbor, Sandy Springs (89,987 people estimated for 2010). The other cities in Fulton County are significantly smaller. For example, in 2006 the City of Alpharetta population was estimated at 43,424 and East Point at 42,204, according to the U.S. Census. The metro Atlanta region is home to an estimated 4.1 million people, and the population is expected to increase to nearly 5.4 million by 2030.

Age Groups. 2010 estimates show that as a whole, Roswell is and will continue to be a "work-force"-aged community; 54% of the population are between 25 -65, **26% under the age of 18**, and 10% over the age of 65. By **2030,** a "low" projection scenario shows that **16% will be over 65** years old – while that percent is lower than the region as a whole (20%) – what will it mean for over 12,000 of us to enter our senior years? Given that at that same time in the future the City will still have around **26% of the total population under 18 years old**, how should Roswell best prioritize meeting the community's diverse housing, recreation and transportation needs?

By comparison, in 2000, 60% of people in Roswell were between the ages of 25-64. Around 20% were under the age of 18 and around 8% were over 65.

Table I.4

Roswell Population by Age, 2000		
Total	**Population**	**Percent**
Under 5 years	5,504	6.9%
5 to 13 years	10,559	13.3%
14 to 17 years	3,351	4.2%
18 to 24 years	6,502	8.2%
25 to 44 years	27,867	35.1%
45 to 64 years	19,599	24.7%
65 years and over	5,952	7.5%

Table I.5

Roswell Projected Population by Age Cohort: 2010 – 2030 ("Low" Projection Scenario)						
Year	**2010**		**2015**		**2020**	
	Population	**Percent**	**Population**	**Percent**	**Population**	**Percent**
Total Population	91,496		93,535		95,378	
Under 5 years	6,970	7.6%	7,077	7.6%	7,184	7.5%
5 to 13 years	11,811	12.9%	12,246	13.1%	12,342	12.9%
14 to 17 years	5,095	5.6%	5,169	5.5%	5,429	5.7%
18 to 24 years	9,312	10.2%	9,187	9.8%	9,240	9.7%
25 to 44 years	26,225	28.7%	25,751	27.5%	25,422	26.7%
45 to 64 years	22,724	24.8%	23,247	24.9%	23,360	24.5%
65 years and over	9,359	10.2%	10,858	11.6%	12,401	13.0%
Year	**2025**		**2030**			
	Population	**Percent**	**Population**	**Percent**		
Total Population	97,221		98,869			
Under 5 years	7,415	7.6%	7,592	7.7%		
5 to 13 years	12,501	12.9%	12,797	12.9%		
14 to 17 years	5,459	5.6%	5,498	5.6%		
18 to 24 years	9,696	10.0%	9,636	9.7%		
25 to 44 years	25,137	25.9%	25,429	25.7%		
45 to 64 years	22,907	23.6%	22,221	22.5%		
65 years and over	14,106	14.5%	15,696	15.9%		

Source: Census; Projections by Pond & Company

In Roswell, population issues cluster around those in the prime **workforce and family years** (ages 25-44)**,** as this group constitutes one-third of the population. Their quality of life needs center on employment opportunity and access, along with the education, health and recreation for their children under 18 years old (one-fourth of the population). Over time, however, population concentrations of those among the 55 and older age groups will increase, with changing needs as our society's life-span extends into the 90s, and **active seniors** live independently through their 70s. Of older adults who reach the age of 65, men are likely to live to age 82 and women are likely to live to age 85[3]. More and more Americans will retire and can expect to live another 20 to 30 years. As older residents become "empty nesters," access to recreation, health services and appropriate housing choices within their own communities will become more and more important.

DID YOU KNOW….?

- By 2015, about one-third of the Roswell population will belong to a minority group
- By 2030 one in five metro Atlanta residents will be over 60 years old
- In Roswell, around 16% will be 65 years or older in 2030 under the "low" projection scenario

A 2007 regional survey showed that….

- 13% of the 55+ population plan on using public transportation as their primary mode when they can no longer drive, but 57% plan to be driven around by others.
- Most older adults have been aging in place — living in the region an average of 37 years — and most hope to continue aging in place; 64% state that they would remain in their current home as long as they can.

Regional and National Context. As a nation, much policy attention has focused on the "baby-boomers" aging, especially as age relates to health care costs, Medicaid, Social Security and labor supply. In the Metro Atlanta region, the senior population doubled between 1970 and 2000, and is projected to double again between the year 2000 and 2015. By the year **2030, one in five metro Atlanta residents** is projected to be over the age of 60. As a region, Metro-Atlanta governments have recognized the need for accommodating ways to age in place. In 2009 the ARC launched a "life-long communities" program with a myriad of resources to help cities plan for both an active, older population and continuing care.

[3] "Health, United States, 2006: Chart Book on Trends in the Health of Americans" Centers for Disease Control Atlanta, Georgia 2006.

These resources will be important to review during the preparation of the Community Agenda.

A regional survey that ARC's Aging Division[4] conducted with the Carl Vinson Institute indicated that some people do not know what mode of transportation they will use when they become elderly (21%), but the majority assumes someone will drive them. The survey also showed that most of us would prefer to age in our own homes; the current housing stock does not appear to have many homes constructed to allow this. There seems to be affordable rental housing that may serve the fixed-income brackets that post-retirement often implies, but as a community, Roswell needs to determine if they are the quality, type and location desired. Finally, is the location of these housing options near the families that aging Roswell residents will rely upon for transportation and other support? Additionally, access to health and medical networks seem appropriate in terms of proximity, but the community needs to evaluate if modes of transportation provide adequate access as we age.

I.2 Race and ethnicity

Just over **one-fourth (28.4%) of the City of Roswell belongs to a minority group**, according to 2010 estimates. **Hispanics make up around 16%** of the City's community and **Blacks around 14%**. The Asian population has shown slow increases and is estimated at comprising 5% of the City. Table I.6 presents race and Hispanic origin information to 2015. The Hispanic population is not considered a race in Census tabulations; therefore the numbers are reported as a separate category.

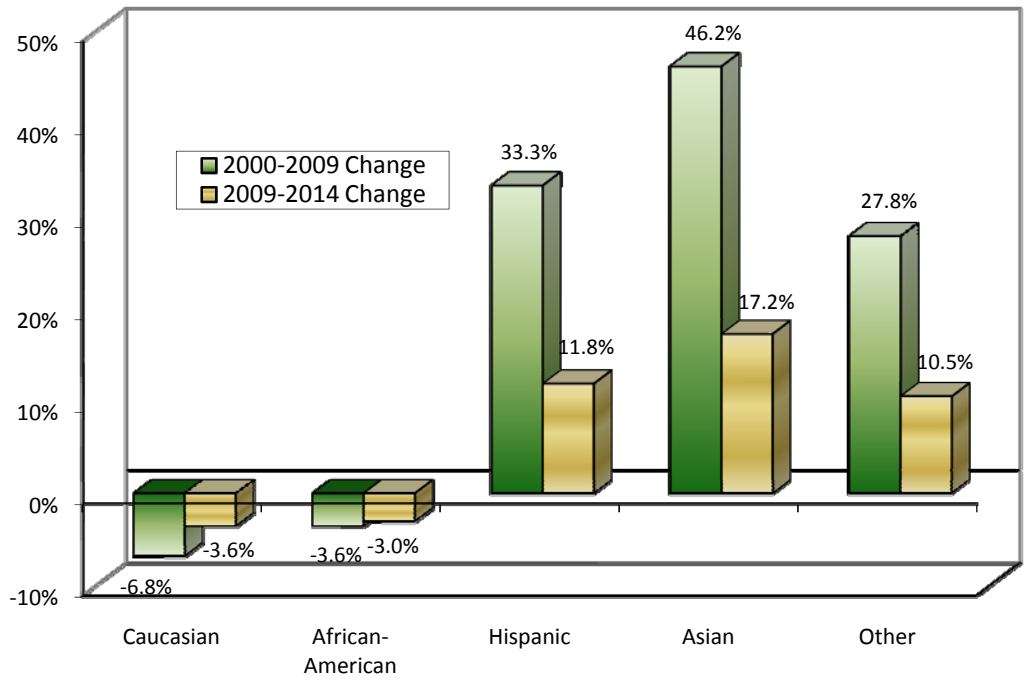
[4] ARC Survey Results Report, "Older Adults in the Atlanta Region: Preferences, Practices and Potential of the 55+ Population", 2007.

Table I.6

Roswell Population by Race						
	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	64,657	81.5%	65,511	71.6%	62,388	66.7%
Black Alone	6,743	8.5%	12,535	13.7%	14,966	16.0%
American Indian Alone	159	0.2%	274	0.3%	281	0.3%
Asian or Pacific Islander Alone	3,015	3.8%	4,483	4.9%	5,238	5.6%
Some Other Race Alone	3,253	4.1%	6,222	6.8%	7,857	8.4%
Two or More Races	1,507	1.9%	2,470	2.7%	2,900	3.1%
Hispanic Origin	8,409	10.6%	14,365	15.7%	17,304	18.5%
Total	79,334		91,496		93,535	

Source: Percent composition prepared by ESRI Business Analyst Online (Census 2000)

Figure I.1 North Fulton Change in Racial Composition



The City of Roswell's diversity will continue to increase. By the year 2015, exactly **one-third (33.3%) of the City's population is projected to be comprised of minorities.** The City will experience an increase of nearly all minority races. By 2015, people of Hispanic origin alone are projected to comprise nearly one-fifth (18.5%) of the City's population. While the overall pace of change has been

relatively slow, the City has struggled with confronting the reality of what it means to have a population of **14,000 people of Hispanic origin.** It is impossible to segregate by numbers how many of this part of Roswell's community have long, established roots in the community from those newly arriving with attendant language and housing issues, or to further calculate how many live in the community as undocumented workers/without legal status or permission. However, the number of Hispanic business establishments and home-owners indicate that at least some of this group constitutes a **growing, stable portion of the community with long-term commitment to and investment in Roswell**. For example, of all the housing units reported in the 2000 census to be occupied by a person of Hispanic origin, 22.4%, were owned, not rented. The strength of Roswell's future will depend on engaging this community to create a healthy quality of life for the whole City.

I.3 Income

In 2009, **Roswell's median household income was $85,079** and the **per capita income** (PCI) was **$43,879** (estimates; see Table I.7). In 2000, Roswell's median income was $71,499; for comparison, the median household income at that time for the area that is now the City of Johns Creek was $105,015, and in the area that is now the City of Sandy Springs, it was $60,428.

Table I.7

Roswell Household and Per Capita Income			
	2000	**2009**	**2014**
Median Household Income	$71,499	$85,079	$86,993
Average Household Income	$94,229	$116,257	$120,863
Per Capita Income	$36,012	$43,879	$45,576

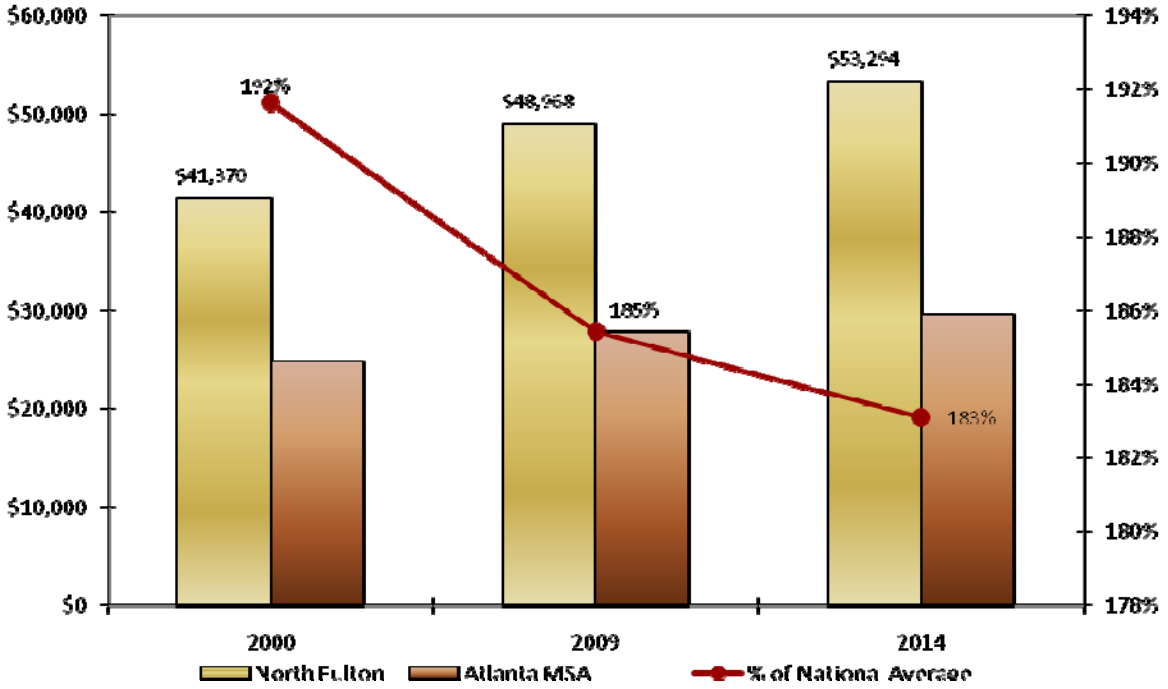
Source: ESRI Business Analyst Online (Census 2000)

Figure I.2 shows that the recent per capita income trends for the entire set of North Fulton cities **compares much higher both regionally and nationally**. North Fulton's PCI is **over $20,000 higher** than both the Metropolitan Statistical Area[5] and national per capita incomes. North Fulton's per capita income has grown 18.4% since 2000; it is below the national growth rate, but above the MSA's rate

[5] The Atlanta MSA includes the counties of Barrow, Bartow, Carroll, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Pickens, Rockdale, Spalding, and Walton Counties

of growth. Over the course of the next five years, North Fulton's per capita income is still projected to be well above both the MSA and national averages, though the relative share is expected to decline slightly.

Figure I.2 Per Capita Income Trends: North Fulton



Source: *North Fulton Comprehensive Plan*; US Census, Claritas, Market + Main, Inc.

The 2000 Census median household income and per capita income data for Fulton County, the Atlanta MSA, and the State of Georgia are shown in Table I.8. As Table I.7 shows, the City of Roswell had a significantly higher median income in 2000 than any of these geographic areas, shown in Table I.8.

Table I.8

County, Region, and State Income Levels		
Jurisdiction	**1999 Median Household Income**	**1999 Per Capita income**
Fulton County	$47,321	$30,003
Atlanta MSA	$51,948	$25,033
Georgia	$42,433	$21,154

Source: 2000 Census

The next table shows the distribution of income by various brackets for 2000 and projects to 2014 changes. In Roswell, the numbers and percent of those earning less than $75,000 is projected downward, while those earning above $75,000 is projected to increase.

Table I.9

Roswell Households by Income						
	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
< $15,000	1,631	5.4%	1,545	4.3%	1,470	3.7%
$15,000 - $24,999	1,510	5.0%	1,222	3.4%	1,272	3.2%
$25,000 - $34,999	2,658	8.8%	1,653	4.6%	1,510	3.8%
$35,000 - $49,999	3,987	13.2%	3,700	10.3%	3,617	9.1%
$50,000 - $74,999	5,981	19.8%	6,790	18.9%	7,233	18.2%
$75,000 - $99,999	4,169	13.8%	6,359	17.7%	8,426	21.2%
$100,000 - $149,999	5,619	18.6%	7,401	20.6%	7,670	19.3%
$150,000 - $199,999	2,175	7.2%	3,305	9.2%	3,776	9.5%
$200,000+	2,477	8.2%	3,952	11.0%	4,769	12.0%

In general, the Metro-Atlanta region is a young, well-paid region, although North Fulton and City of Roswell data demonstrate that the wealth is not evenly distributed geographically.

Income gains throughout the region have been lost, however, due to the current economic recession. Part of this is explained by changes in high paying jobs. The ARC reports that, due mainly to continued losses of high- and mid-paying jobs, Metro Atlanta experienced a **9% decline in per capita income between 2000 and 2008** (the most recent year data is available). This was the steepest decline of the 30 most populous metro areas nationwide. While Metro Atlanta lost nearly 15% of high- and mid-paying jobs between the second quarter of 2000 and the second quarter 2009, it had an **increase in low-paying jobs** of more than 12%. This loss of high- and mid-paying jobs and increase in low-paying jobs results in an overall decrease in income in the region. See the Economic Development section (Section III) for additional data related to salaries and wages.

Slowed income growth affects the entire state. Job type does not account for all income trends, nor does the overall state of the economy, since Georgia is experiencing income changes differently than the rest of the country. The State

of **Georgia ranks 50th in the nation** for per capita income growth (Fiscal Research Center, Georgia State University, December 2009).

The slower rates of increase may not feel so painful to the region's residents, because, according to national studies, the **Metro Atlanta region has the third lowest cost of living** among the 10 most populated metro areas; the region has the fifth-lowest cost of living among the 10 fastest growing metro areas with a population larger than one million.

I.4 Poverty

In 1999, there were **4,006 people living below the poverty level** in the City of Roswell, accounting for 5% of population. Of these, **1,000 were children** under the age of 18. In 1989, 3.8% of Roswell's population lived below the poverty line.

By comparison, in 1999, the area now known as the City of Sandy Springs had approximately 6.4% of its population living below the poverty level, while the area now known as the City of Johns Creek had 2% of its population living below the poverty level at that time.

According to the Census American Community Survey, the percentage of people living below the poverty level in Roswell increased to 7.4% in the 2006-2008 timeframe.

Defining poverty. In 2009, the U.S. Census Bureau defined the poverty threshold for a **family of four as $21,756**[6]. The matrix used to generate this number does not account for regional variation in cost of living or things like access to work, health care and child care (transportation costs for access may be great). **What it means to be poor** really becomes a very localized issue that a mobilized, proactive city like Roswell may wish to define for itself. What do Roswell community members consider a minimum standard and quality of life for working individuals? One way to define this is to establish the value of a minimum standard in terms of monthly costs for: a basket of goods, housing, transportation and child and health care costs specific to the City of Roswell. What wage level would cover those costs and are jobs available at that level?

[6] The Census establishes threshold for several categories of households, organized by number of household adult members, dependents and age.

This exercise would help the community better target strategies for addressing the implications that poverty portends for any community.

At minimum wage ($7.25 in 2010 in Georgia), a two-wage earner household where both individuals work a 40-hour work week every week of the year would generate $30,160 per year pre-tax. If these individuals spent one-third of their income on housing, their maximum rent would need to be $838. In the Housing Section, data shows that slightly over half of all units fell within this range (2000 Census data).

A single individual earning minimum wage would generate $15,080 (same annual work week assumptions). A single adult household with one dependent child is considered barely out of the poverty level of $14,787. To keep housing expenditures to one-third of his/her income, these persons would need to find rents at $418 per month.

I.5 Issues and Opportunities

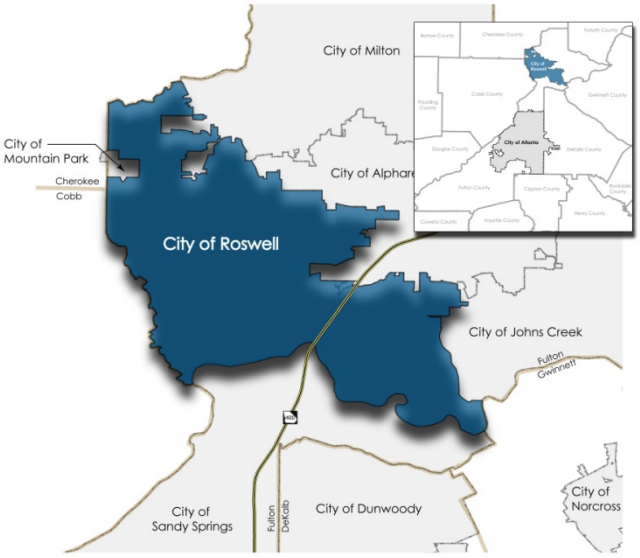
Issues:

- Several Roswell **schools**, including both high schools, have functioned at over-capacity, relying on portable classrooms to remedy the lack of space; while the growth in the number of school age children will slow, the growth projection prepared for this section shows about 990 more children between ages of 5 and 13, and 403 more between the ages of 14 and 17 by 2030.
- Options for **aging in place** will need careful planning for the 16% of the population over 65 years old by 2030. The community needs to consider how City infrastructure and transportation can coordinate to assure housing, health care, and access for an aging population; of the households considered **cost burdened** (over 30 and over 50% of income toward rent), over 60% were 65 years old and older (see housing section).
- The City has an area where 15% or more live below the **poverty** threshold (see the Technical Appendix for a discussion of poverty definitions); an estimated **7% of the whole population** lives below the poverty threshold (2008 data).
- Of all households an estimated **12.3% earn less than $35,000** per year (2009 data).
- Change in **regional job types** (see economic development section) may mean the need for additional non-college training.
- Regionally and for the State of Georgia, income growth has slowed.

Opportunities:

- **Highly educated** population means potential for informed constituents for wise decision making, higher incomes, attractive labor force for new business, flexible futures as industry and labor markets shift in the future.
- **Increased racial diversity** brings both opportunity and issues. When associated with groups with less education and/or different language needs, this creates the issue of providing greater education and services. These needs will vary within different ethnic and racial groups, of course. Opportunities include potentially increased cultural exposure and innovation for business and community life.
- Diverse groups are drawn to Roswell for the high quality schools and access to the many service, retail and construction jobs offered in North Fulton more generally.
- **High median income** and percent of **home ownership.**
- **Excellent school systems** offer incredible opportunities for children growing up in Roswell. These schools also **draw and retain young families**, which partially accounts for the continued population growth pressure and capacity issues.
- Excellent **park and recreation facilities** sufficiently serve the current and projected younger age groups; the City boasts 10 acres of park and open space per 1,000 residents.
- The City has updated its Urban Redevelopment Plan; the current Urban Redevelopment Area Plan (2010) provides a comprehensive survey of areas suffering blight and substandard housing, including areas of **concentrated poverty**. These plans help make the City eligible to receive federal funding to address the problem and coordinate **public-private partnerships.**
- For the Grove Community, the City of Roswell will receive **Community Choices assistance** from the Atlanta Regional Commission (June 2010).
- Several LCI and other studies identify action steps for the City regulatory changes, investment and infrastructure planning to address neighborhoods under duress.
- A range of price points for both houses and rental units appears to provide affordable options for a range of income brackets, although cost-burden data in the Housing Section (Section IV) indicates that nearly one-fourth of the households struggle and that of these, the elderly (nearly 70%) struggle the most.

SECTION II – LAND USE



Snapshot. The City of Roswell spreads across **26,895 acres** of area, of which approximately 400 acres constitute water bodies. **Nonresidential uses** likely generating employment (office, institutional, commercial) comprise 14% of the City. **Residential uses** account for around 60% of the land – primarily single family, detached homes; **71% of all property is zoned residential**. Thirty years ago, the size of the City's land area totaled around 16,000 acres. The Technical Appendix provides historic data tabulating growth trends since the 1970s. Development patterns resulted in a preserved downtown, surrounded by suburban subdivisions, and commercial along key corridors. These patterns segregated single family homes from other uses; while this created many stable, safe neighborhoods desired by community members, it also created a lack of connectivity. Residents must use cars to access even adjacent destinations, and local trips rely on major corridors to access adjacent neighborhoods, local amenities and retail conveniences. In addition to other projects, the City undertook two Livable Centers Initiatives (LCI) studies and a charrette to create new options for pedestrian and bicycle options and master plan better design of sites.

Today, the area of land protected as **conservation or park is 2,019 acres**, complimented by 40 areas of private, recreation greenspace areas and 13 acres of permanently protected conservation areas. With only around 1,000 acres left as vacant, the City of Roswell is essentially built-out and has focused land use planning efforts on areas that need protection from non-residential growth, areas that suffer disinvestment, and areas ready for redevelopment, especially along major corridors.

II.1 Areas of Special Attention

This section identifies areas of special attention in the City of Roswell. State planning requirement regulations define several categories of special attention; those that apply to the City are identified on two maps for reference and

described below (Figures II.1 and II.2). One map applies to the whole City. Because the City has targeted several efforts of redevelopment and economic areas of attention with overlapping boundaries (which vary depending on the program and identified need), a second map dedicates to Areas of Special Attention: Economic and Redevelopment Areas.

From these areas and an analysis of the existing land use, a set of recommended Character Areas (Figure II.7) for future planning was developed, which will be discussed further below. Data from the Community Assessment will inform community discussions in the development of a Community Agenda, defining what the City of Roswell envisions for each Character Area through the year 2030. Areas of Special Attention include:

Natural or cultural resources. The Natural and Cultural Resources section provides detailed mapping of environmental resources; the Technical Appendix provides additional data, along with a comprehensive inventory of historic resources. The Map of Areas of Special Attention identifies:

- Streams
- Wetlands
- Floodplain
- Groundwater recharge areas
- Parks and the Chattahoochee Recreational Facilities
- Historic District

These key attributes constrain development and/or receive special protection through development regulations. Additionally, the historic preservation district is identified.

Areas where the pace of development has and/or may outpace the availability of community facilities and services, including transportation. The City of Roswell has an adequate level of community facilities and services to provide for existing and future development. Vehicular traffic congestion is a significant issue in the City of Roswell and is addressed in detail in Section VIII - Transportation.

Figure II.1 Areas of Special Attention Map

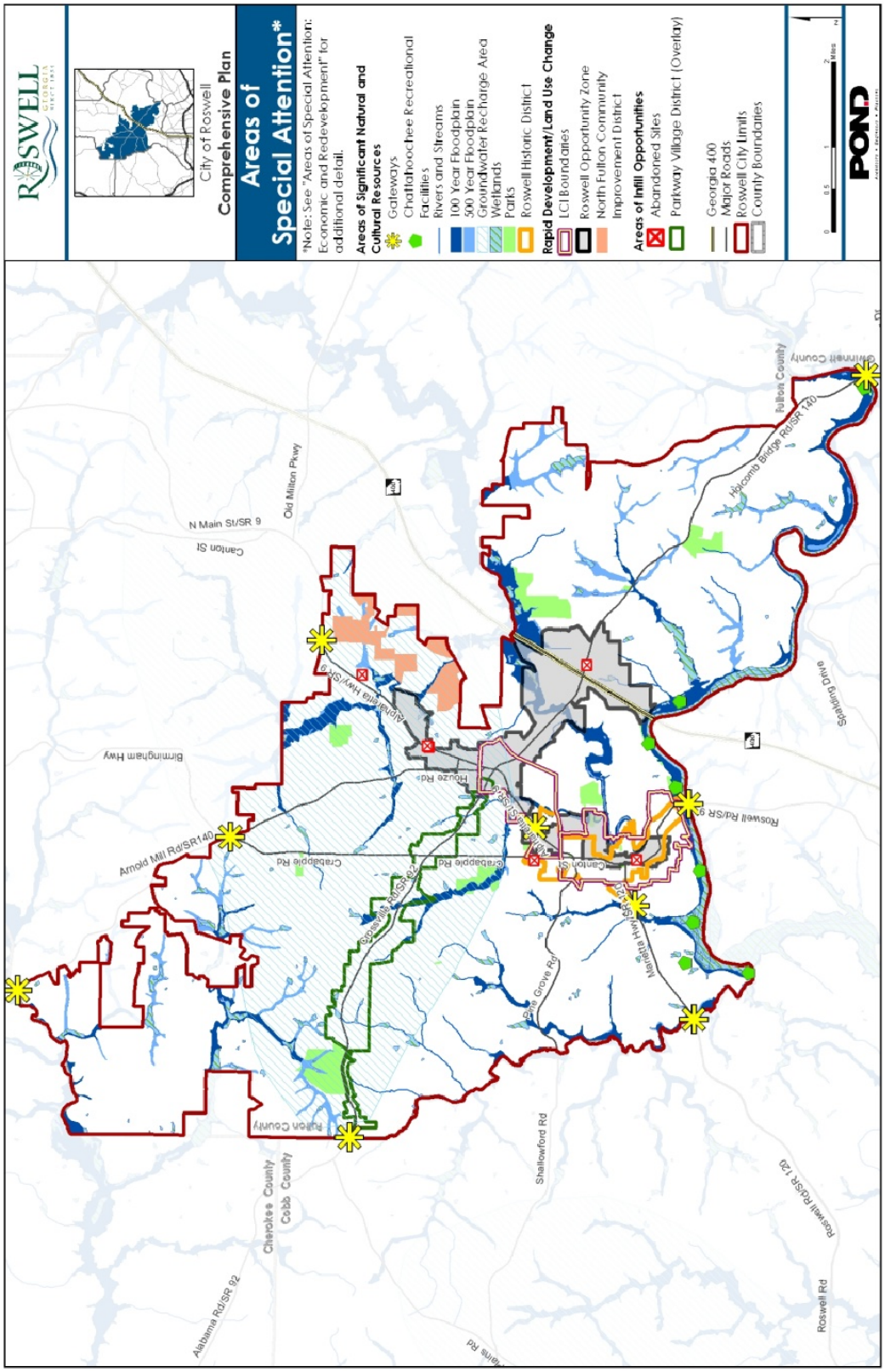
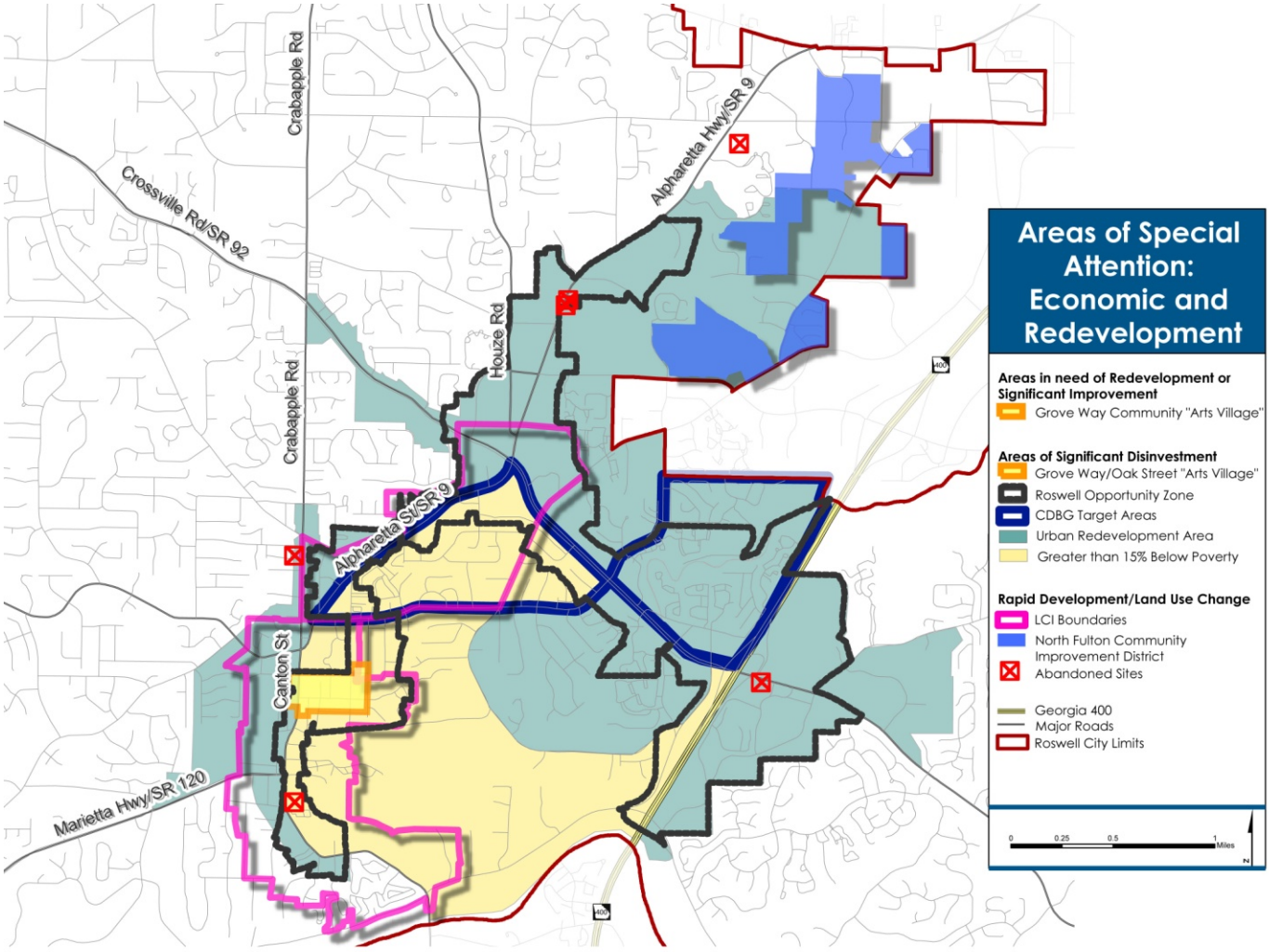


Figure II.2 Areas of Special Attention: Economic and Redevelopment



Areas where rapid development and/or land use change is likely to occur. While the economic climate will ultimately determine how likely and how rapidly areas may experience development, certain areas of the City have greater growth pressure than others. The North Fulton Community Improvement District (NFCID), the Opportunity Zone, and sections of the Livable Centers Initiative Master Plans fall within this category given the resources mobilized to stimulate new investment and desired change. An Opportunity Zone receives its designation by DCA and becomes eligible for tax credit incentives. A local government that undertakes redevelopment and revitalization efforts in older commercial and industrial areas seek this designation. DCA considers designations for areas that are within or adjacent to a census block group with 15% or greater poverty where an enterprise zone or urban redevelopment plan exists.

The Opportunity Zone Tax Credit incentives include:

- the maximum Job Tax Credit allowed under law - $3,500 per job created
- the lowest job creation threshold of any job tax credit program - 2 jobs
- use of Job Tax Credits against 100 percent of income tax liability and Withholding
- expansion of the definition of "business enterprise" to include all businesses of any nature

The Opportunity Zone and abandoned sites fall within this category.

Redevelopment areas. The City of Roswell has identified several areas with varying conditions that indicate either the need for or conditions ready for redevelopment. A more detailed set of specific areas is defined in the Economic/Redevelopment map (Figure II.2). A more detailed land use discussion for these areas follows the section on Character Areas later in the Land Use chapter, and the complete Urban Redevelopment Plan is included in the Technical Appendix.

Infill development opportunities. In built-out environments, pockets of vacant or not fully developed sites exist that will “fill in” with new construction or new uses for existing spaces. The Parkway Village Overlay along Crossville Road experiences a trend toward commercial infill as the area transitions from residential to commercial. Sections of SR 9/Alpharetta Highway demonstrate both commercial and residential infill opportunities. **Abandoned sites** also provide infill opportunities. All but one of the abandoned or vacant sites identified on the map occur along SR 9 (within Character Area 4); they are

commercial sites and one townhouse residential project (the southernmost identified on the map). The other abandoned site, located on GA 400, is an abandoned gas station.

Areas of significant disinvestment and/or under-utilized areas. In the Urban Redevelopment Areas Plan (2010), the City of Roswell identified the boundary of an area within which 15% or greater of the population lives below the poverty threshold. For a discussion regarding poverty, see Section I - People. The City has also established an Opportunity Zone to address decline along sections of SR 9, GA 400, and Holcomb Bridge Road. The Opportunity Zone can be considered both an area for redevelopment and as an area of significant disinvestment.

II.2 Existing Land Use

Development Trends, 2000 to 2010. As of 2000, 16% of the City's land area was vacant, some of which was found to be undevelopable because of wetlands, flood plains, and steep slope conditions. In 2010 around 6% of the total City acreage is considered vacant. During this time span, the City of Roswell matured, with annexations and new development for residential subdivisions, retail spaces, churches, institutions, and businesses. The City responded to growth pressures with extensive new parks, a new fire station, and government facilities at Hembree Road and Maxwell Road. The Fulton County School System also added new schools in Roswell during this time period, although accommodating student growth has required portable classrooms. A second library has been sited, recreational programs expanded, and the City implemented stormwater, stream buffer, and soil and erosion controls to manage the effects of development (see the Community Facilities Section and the Natural Resources Section for more information).

By 2010, development patterns were relatively well-established and "Greenfield" land was becoming increasingly scarce. A few streets have slowly begun to redevelop, but redevelopment has not occurred significantly elsewhere due to the continuing high property values of the built environment compared to less expensive land values north along the GA 400 corridor. However several planning efforts and incentive programs are currently underway.

Existing land use. The vast majority of the City's land use, approximately **60%, is dedicated to residential** use, primarily single-family homes (53%), and only **14% to non-residential**, employment generating type of uses (commercial, light

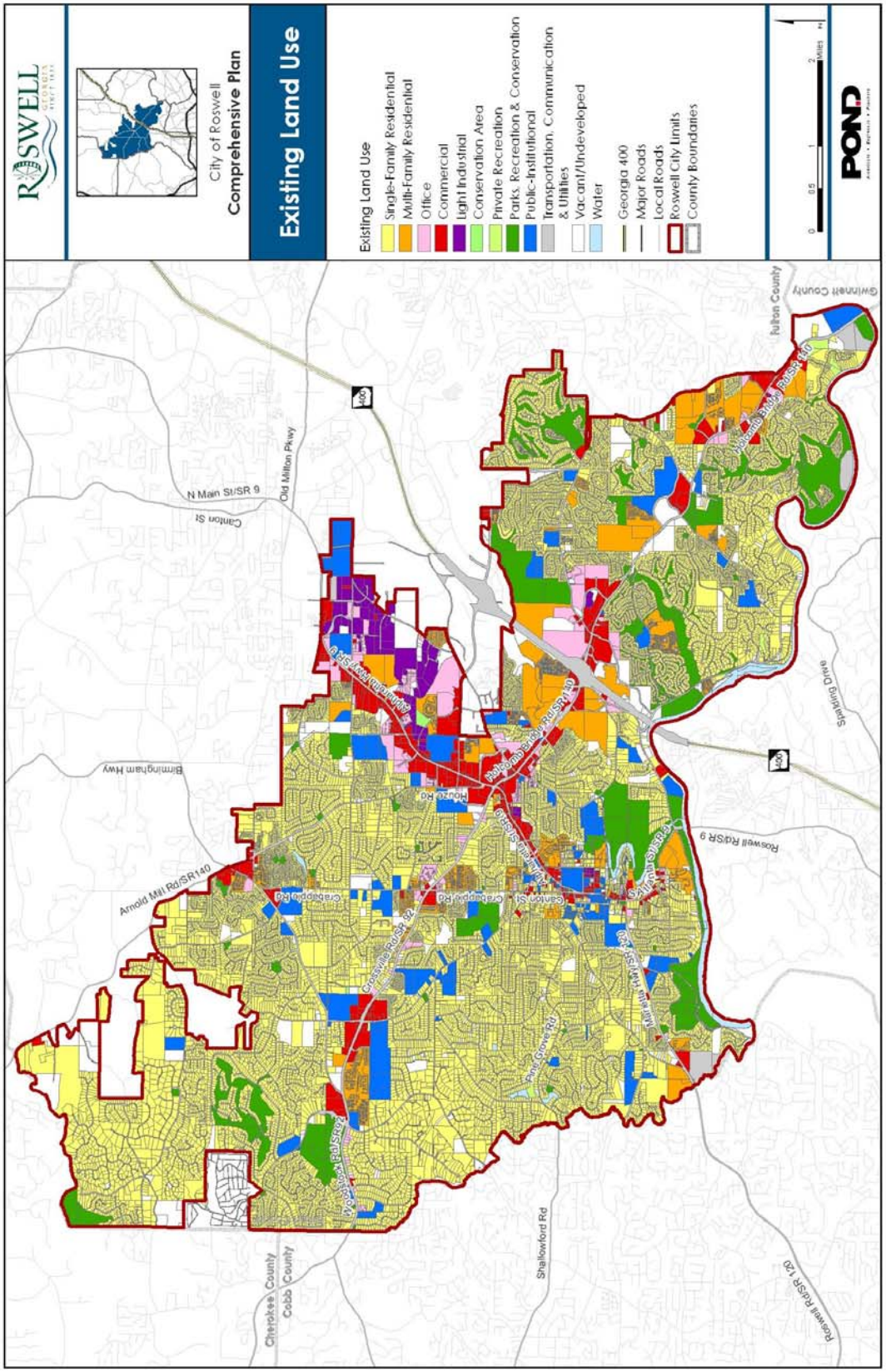
industrial, office and public institutional), as shown in Table II.1. The Existing Land Use Map (Figure II.3) depicts these patterns, showing established single-family residential neighborhoods found in all areas of the City except along major roadway corridors. Multi-family residential developments do locate along these corridors, and the land dedicated to multi-family housing has increased slightly since 1999.

Table II.1 Roswell Existing Land Use in 2010

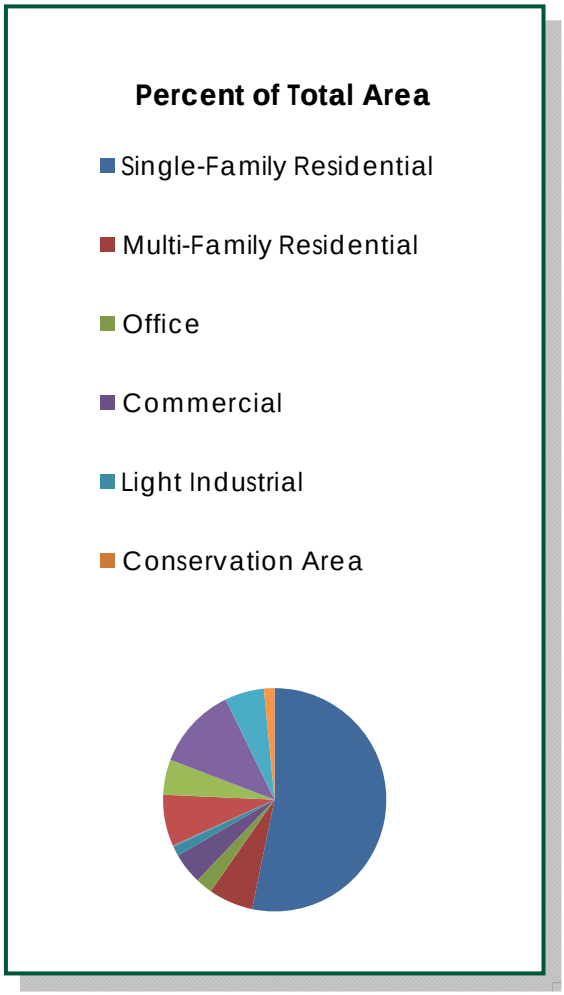
Roswell Existing Land Use in 2010		
Land Use Category	**Percent of Total Area**	**Approximate Acreage**
Commercial	1,227.85	4.57%
Single-Family Residential	14,187.74	52.75%
Light Industrial	388.34	1.44%
Conservation Area	12.86	0.05%
Private Recreation	40.48	0.15%
Office	666.70	2.48%
Multi-Family Residential	1,754.12	6.52%
Parks and Recreation	2,018.94	7.51%
Public-Institutional	1,385.65	5.15%
Transportation, Communication, & Utilities	3,243.38	12.06%
Vacant	1,549.61	5.76%
Water	419.33	1.56%
	26,895.00	100.00%

Source: City of Roswell GIS base data; Pond & Company generated GIS estimates

Figure II.3 Existing Land Use



The required Standard Land Use categories have been designated by the City of Roswell in compliance with the categories as defined by DCA. They are described in detail below.



- ***Single-Family Residential.*** The predominant use of land within the residential category is for single-family residential dwelling units organized into general categories of net densities.
- ***Multi-Family Residential.*** The predominant use of land within the residential category is for multi-family residential dwelling units organized into general categories of net densities.
- ***Office.*** This category is for land dedicated to non-industrial business office uses organized into general categories of intensities.
- ***Commercial.*** This category is for land dedicated to non-industrial business uses, including retail sales, service and entertainment facilities, organized into general categories of intensities.
- ***Light Industrial.*** This category includes land dedicated to light manufacturing facilities, processing plants, factories, warehousing and wholesale trade facilities, or other similar uses.
- ***Conservation Area.*** This category includes land preserved as a pristine conservation area, not to be disturbed or used for recreational purposes.
- ***Private Recreation.*** This category includes private land preserved as undeveloped and actively or passively used for recreational purposes.
- ***Parks and Recreation.*** This category includes public land preserved as undeveloped and actively or passively used for recreational purposes. The land also often provides habitat and water protection.
- ***Public Institutional.*** This category includes certain state, federal or local government uses, and institutional land uses. Government uses include city halls and government building complexes, police and fire stations, libraries, prisons, post offices, schools, etc.
- ***Transportation, Communication & Utilities.*** This category includes roads, public transit stations, power generation plants, railroad facilities, radio towers, etc.

- ***Vacant/Undeveloped.*** This category includes lots or tracts of land that are served by typical urban public services (water, sewer, etc.) but have not been developed for a specific use or were developed for a specific use that has since been abandoned.
- ***Water.*** This category includes land that is comprised of a water body.

Nonresidential Uses

All higher intensity uses in the City of Roswell concentrate along the major roadway corridors in a linear pattern. The corridors include SR 92/Holcomb Bridge Road (Crossville Road), Alpharetta Highway (South Atlanta Street)/SR 9, and GA 400. Along these routes, areas classified as **commercial and office land use have decreased slightly** since 1999.

The City of Roswell has a small amount, **approximately 388 acres (1.4%), of industrial land located in the city**. The total area of industrial land has remained fairly constant since 1999. The industrial land is all located on essentially adjacent parcels to the east of Alpharetta Highway/State Route 9 and to the west of GA 400.

One of the greatest assets of the City of Roswell is the **extensive park and trail system**. The Chattahoochee River essentially creates the southern boundary of the City, and multiple trail and recreation opportunities exist along the river. The area of land protected as conservation or park has increased from 1,341 acres to 2,019 acres, illustrating the City's continuing commitment to preserving and expanding greenspace and recreation facilities. In addition to the parks and recreation areas, the City has identified **41 acres of private recreation** greenspace areas and 13 acres of non-accessible permanently protected conservation areas. This bring the total amount of land that is protected for greenspace, recreation, or otherwise undevelopable to 2,072 acres.

One of the most significant land use changes that occurred from 1999 to 2010 is the amount of vacant land available in the City. **In 1999, 16% of the land in the City of Roswell was vacant, as compared to only 6% vacant land which is available today.** Currently, only approximately 1,550 acres are available, which may or may not be developable depending on environmental features. This scarcity of available undeveloped land will impact future land use and development, as the City will need to increasingly look to renovation and redevelopment of existing structures and sites, as opposed to new "greenfield" type development.

The City of Roswell has continued a program of **land annexation** from adjacent unincorporated Fulton County over the past ten years. The total area of the City has increased from 24,554 acres to **26,895 acres**. This is due to the acquisition of land from Fulton County. The area of additional land is primarily located along the northeastern boundary of the City. The expansion of the City through annexation will not continue, as there is no unincorporated land left in North Fulton County north of the City of Atlanta.

II.3 Zoning

The following Table II.3 shows the categories, land areas, and land percentages for each of the zoning districts assigned within the City of Roswell. The current Zoning Map is shown in Figure II.4.

The zoning categories and descriptions are consistent with the land use patterns, with 56.14% of the land in the City zoned as Single-Family Residential.

The Fulton County-Annexed (FC-A) zoning district is applied to certain properties that were annexed into the city limits of the City of Roswell beginning in 1998. (O.C.G.A. § 36-66).

Any properties zoned Fulton County-Annexed (FC-A) as shown on the zoning map, unless otherwise specifically approved by the Roswell mayor and city council, will be subject to the property-specific conditions of zoning or special use approval, or both, adopted by the Fulton County Board of Commissioners by resolution which applied to these properties at the time they were zoned, or the special use was permitted, in unincorporated Fulton County immediately prior to annexation. The official Fulton County zoning and special use permit files of properties have become official files of the City of Roswell and are maintained by the zoning director, and the conditions of zoning or special use approval, or both, adopted by the Fulton County Board of Commissioners as adopted and applied by the City of Roswell, shall constitute the zoning regulations governing these properties.

Table II.3 City of Roswell Zoning Designations

City of Roswell Zoning Designations			
Zoning Description	**Category**	**Approximate Acres**	**%**
Fulton County – Annexed	FC-A	4,770.35	18.86%
Central Commercial District	C-1	120.54	0.48%
Neighborhood Commercial District	C-2	98.63	0.39%
Highway Commercial District	C-3	1,001.37	3.96%
Single-Family Suburban Residential District	E-1	2,255.95	8.92%
Single-Family Residential District	E-2	4,429.73	17.52%
Historic Roswell District	H-R	88.97	0.35%
Office and Business Distribution District	I-1	617.31	2.44%
Master Plan Mixed-Use District	MPMUD	67.51	0.27%
Office-Professional District	O-P	373.90	1.48%
Office-Commercial Multi-Story Mixed-Use District	OCMS	358.64	1.42%
Parkway Village District	PV	5.76	0.02%
Single-Family Residential District	R-1	6,284.98	24.85%
Single-Family Residential District/Parkway Village	R-1-PV	18.00	0.07%
Single-Family Residential District	R-2	1,208.95	4.78%
Multi-Family Residential District	R-3	851.25	3.37%
Multi-Family Residential District	R-4	626.91	2.48%
Multi-Family Residential District	R-4A	90.45	0.36%
Planned Residential Development District	R-5	1,809.91	7.16%
Residential Planned Unit Development	R-PUD	22.88	0.09%
Fee Simple Townhouse District (Multi-Family)	R-TH	187.49	0.74%
Total (note: total of all **zoned land**, not total City)		**25,289.48**	**100.00%**

The City of Roswell has **three overlay districts**: the Historic District, the Parkway Village District, and the Midtown Roswell District. These areas have special zoning regulations, and can be seen on Figure II.5. The City also has specific Design Guidelines for the Garrison Hill area and the Riverbanks Campus.

Figure II.4 Existing Zoning

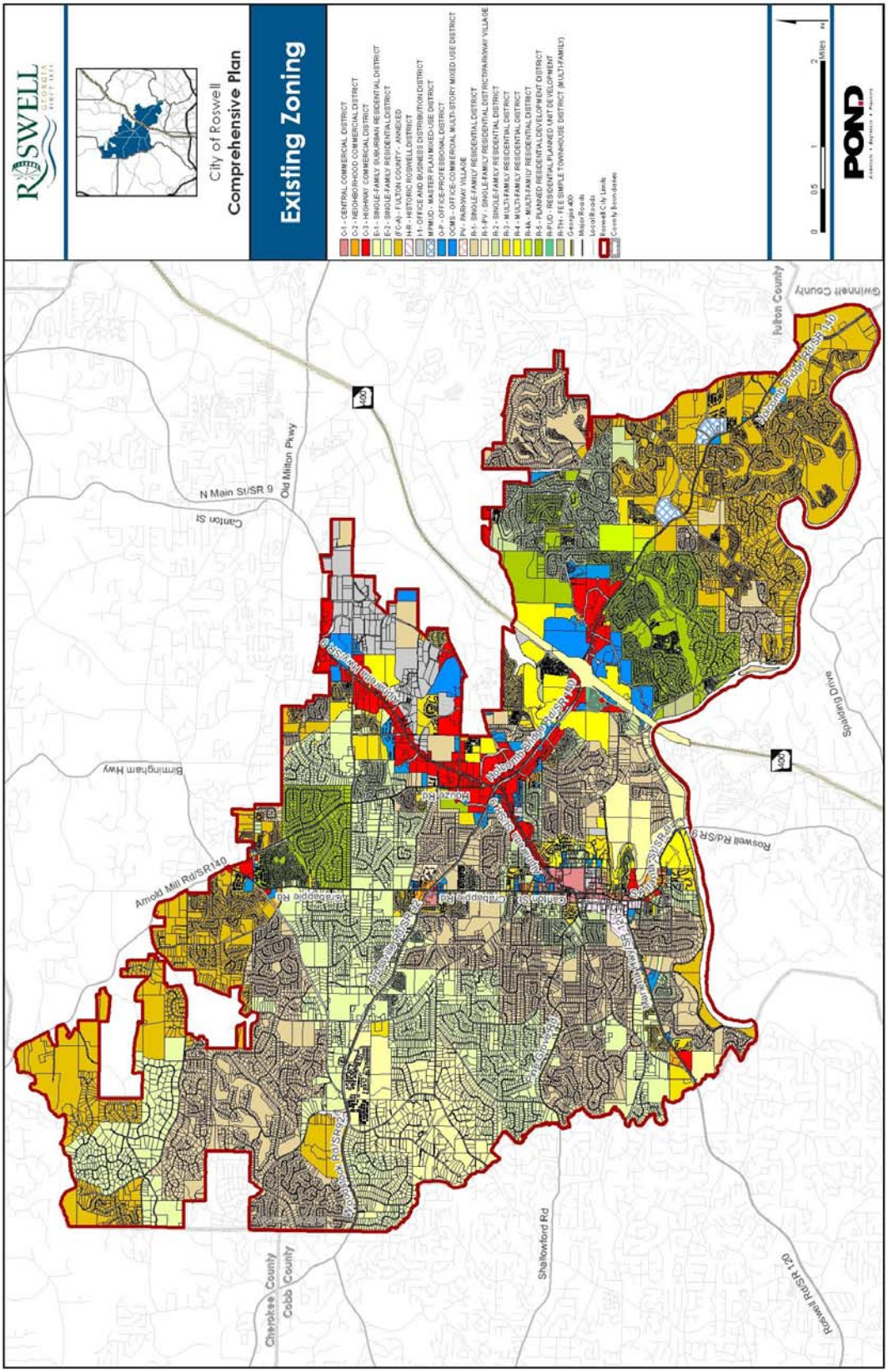
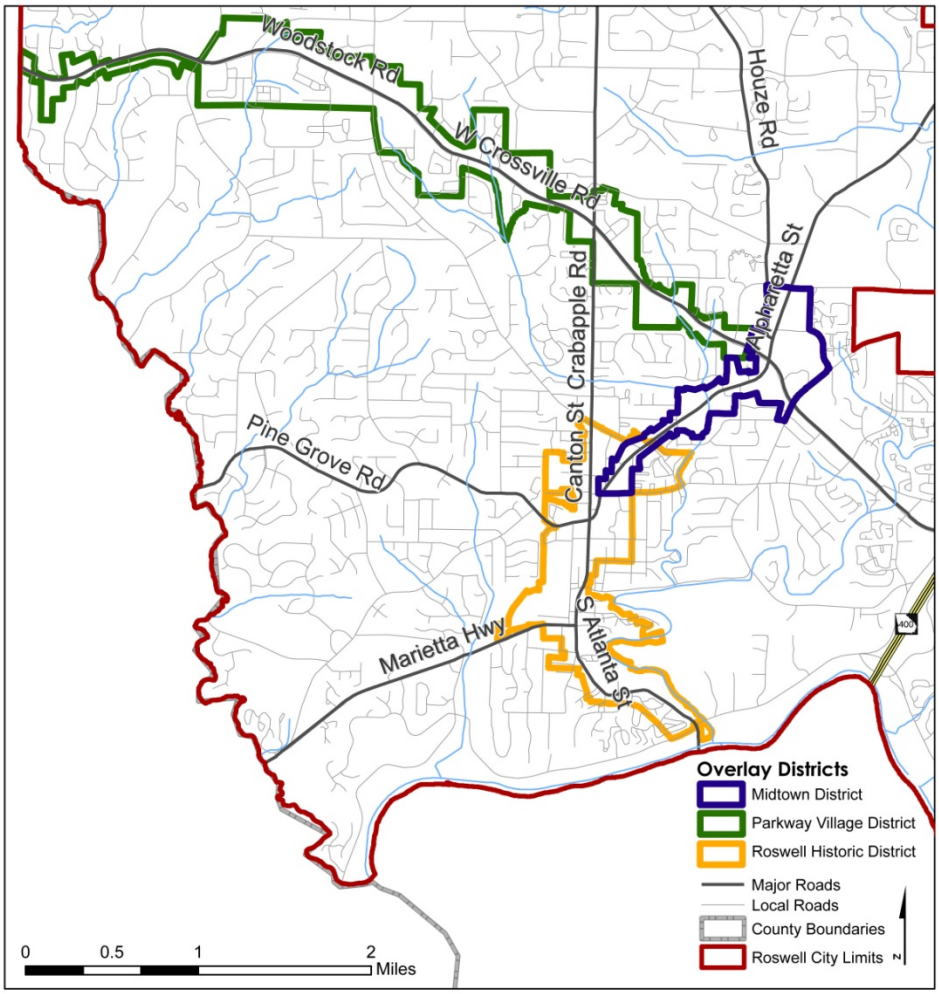


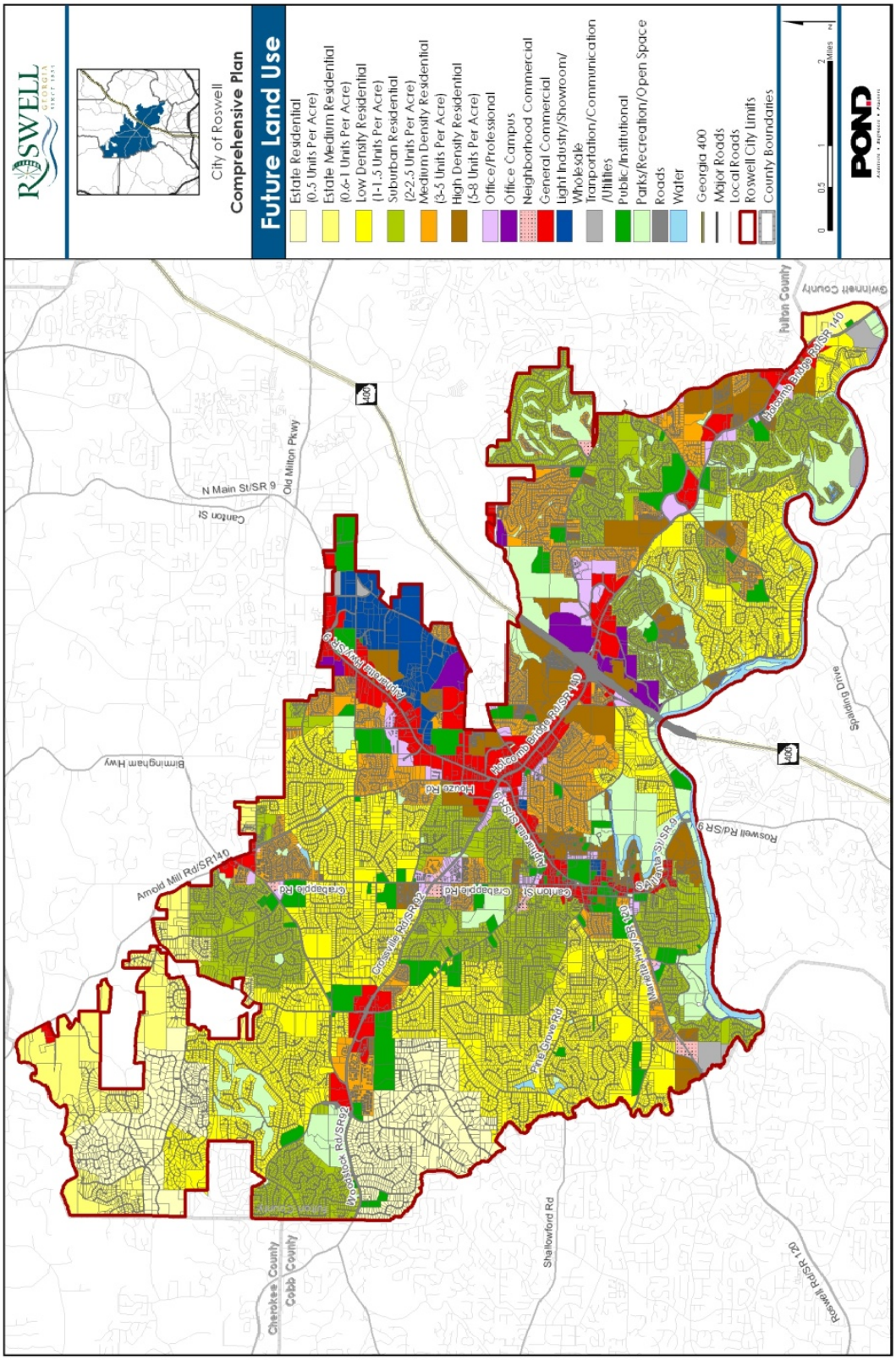
Figure II.5 Overlay Districts Map



II.4 Future Land Use 2025 Map

The following Figure II.6 shows the City of Roswell's 2025 Future Land Use map from the previous Comprehensive Plan. The major change shown in the Future Land Use map includes an increasing amount of Multi-Family Residential development along the higher density and intensity corridors. Results of planning studies and City analysis regarding trends indicate the need to create a category for **mixed-use development**. However, no land use category currently exists which allows mixed-use. During the process of creating the 2030 Comprehensive Plan, the Community Agenda portion of the document will articulate a 2030 vision that defines the City's various character areas; this map will likely be updated to reflect the 2030 vision articulated.

Figure II.6 2025 Future Land Use (from the 2025 Comprehensive Plan)



II.5 Character Areas

Based upon an assessment of existing development patterns and prior planning results, this section proposes Character Areas to categorize the different development types throughout of the community. These areas reflect the existing historical character and areas experiencing growth pressure or needing redevelopment. Prior studies and planning documents have study area boundaries that exceed some of the Character Area boundaries because they reviewed parcels adjacent to those needing special attention. For example, the South Atlanta Street LCI study area boundary exceeds the proposed Corridor Commercial - Character Area 4. Following a map depicting all Character Areas (Figure II.7) is a discussion relating character areas with redevelopment issues (Figure II.8).

Character Area 1 North Roswell – Suburban Area. This character area represents large lot subdivisions and neighborhoods which do not have access to sanitary sewer, limiting development options. The homes in this area share an estate lot pattern, at the same time preserving large acres of open space.

Character Area 2 West Roswell – Suburban Area. A variety of low density single family neighborhoods in a suburban pattern defines this character area.

Character Area 3 East Roswell – Suburban Area. Low density single family neighborhoods and mixed housing types define this character area. A few prominent neighborhoods such as Horseshoe Bend and Martin's Landing are within this character area. Horseshoe Bend is a large neighborhood built in the 1980's with large homes and a golf course. Martin's Landing is a very unique planned neighborhood. It includes a variety of housing types including single family, attached garden homes and apartments. The neighborhood features a school, lake and public open space for the residents.

Character Areas 1-3: Suburban

Character Area 4: Highway 9 - Corridor Commercial

Character Area 4 Highway 9 – Corridor Commercial. This character area contains a portion of the property located along Highway 9 from the northern border of the City shared with Alpharetta to the boundary of the historic district to the south. The corridor has experienced disinvestment. Most of the development is outdated, auto-oriented strip centers, many of which are partially vacant or underutilized. Roswell's Midtown overlay district directly impacts the roadway and provide tools to guide development; the Roswell LCI incorporates sections of the area. A portion of the Roswell Opportunity Zone study area is also included in this character area.

Character Area 5 Georgia 400 – Mixed Use. This character area includes a mixture of older apartments, townhomes, offices and commercial development. This area is ideal for redevelopment both in terms of access to GA 400 and the existing low quality, aging structures. The zoning in the area allows for the highest densities in the City. The City anticipates high density mixed use development in this area. All of these parcels fall within the broader Urban Redevelopment Area.

Character Area 6 Highway 92 – Corridor Mix. This character area features mostly recent strip commercial development with some single family neighborhoods, townhome projects and the remnants of single family homes left over from the road widening in the early 1990's. The strip commercial is mostly high quality and is developed with site and building design in mind. The area west of GA 400, beginning at the intersection of Holcomb Bridge Road and Alpharetta Highway/SR 9, going west, lies inside the Parkway Village Overlay

Character Area 5:
GA 400 – Mixed Use

Character Area 6:
Hwy 92 – Corridor Mix

Character Area 7:
Industrial-Flex

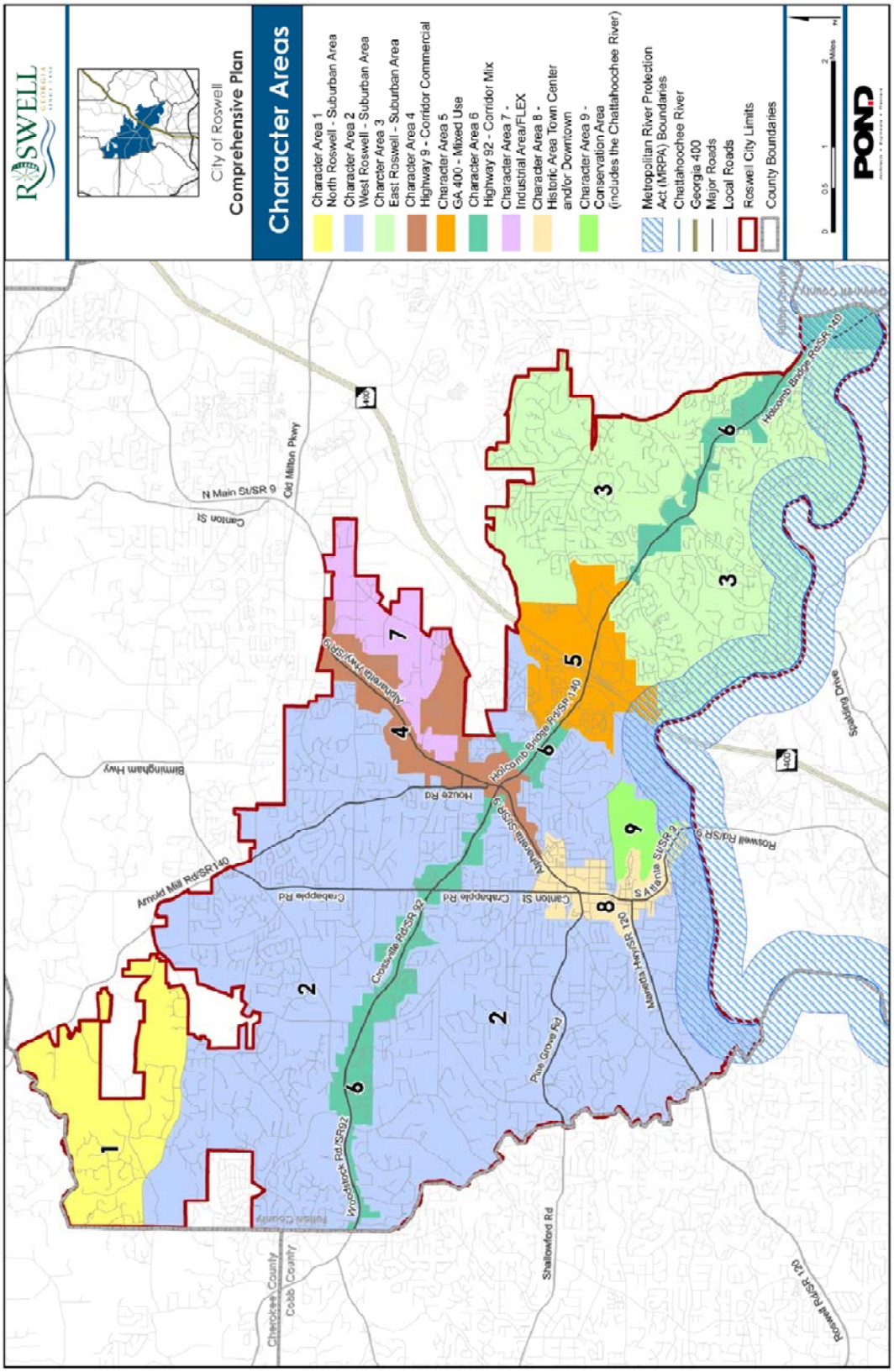
District. This area is mostly built out. The development pattern will likely remain the same given recent construction activity in the area, with some commercial infill.

Character Area 7 Industrial Area/Flex. This character area, east of Highway 9, is the only clustered industrial property in the City. The roadway network is poor. Other development types, serving the industrial property, can be integrated into the existing pattern while adding design standards and additional infrastructure requirements making access to Highway 9 easier and providing a grid network to relieve traffic on Highway 9. This is amenable to attracting more contemporary forms of economic development including high-tech firms and becoming an emerging employment center. The term "Flex" refers to allowing flexible uses for industrial spaces transitioning to new uses as economic demand changes. A part of this area lies within the North Fulton CID.

Character Area 8 Historic Area Town Center and/or Downtown. This character area includes the historic downtown Roswell square and encompasses the entire area of the City designated as a historic district. The area contains boutique retail shops and draws both residents and tourists to this vibrant area of the City. This character area also includes some lower income areas, including the Grove Way community, which has been the subject of an Atlanta Regional Commission design charrette. A portion of the character area is included in the Roswell Opportunity Zone, which is an area designated by DCA as eligible for tax credits. In order to qualify, the area must be located within or adjacent to a census block group with 15% or greater levels of poverty. This character area has been the subject of multiple studies, including the Roswell LCI which is partially located in this character area and the State Route 9 –Atlanta Road LCI study which is almost completely located in this character area. These studies offer additional development design and redevelopment guidelines as well as economic analysis data.

Character Area 9 Conservation Area or Greenspace. This character area includes the portion of the Chattahoochee River National Recreation Area located in the City of Roswell. This undeveloped and protected parkland is bounded on the west by Big Creek, which flows from the character area boundary south to reach the confluence with the Chattahoochee River.

Figure II.7 Character Areas

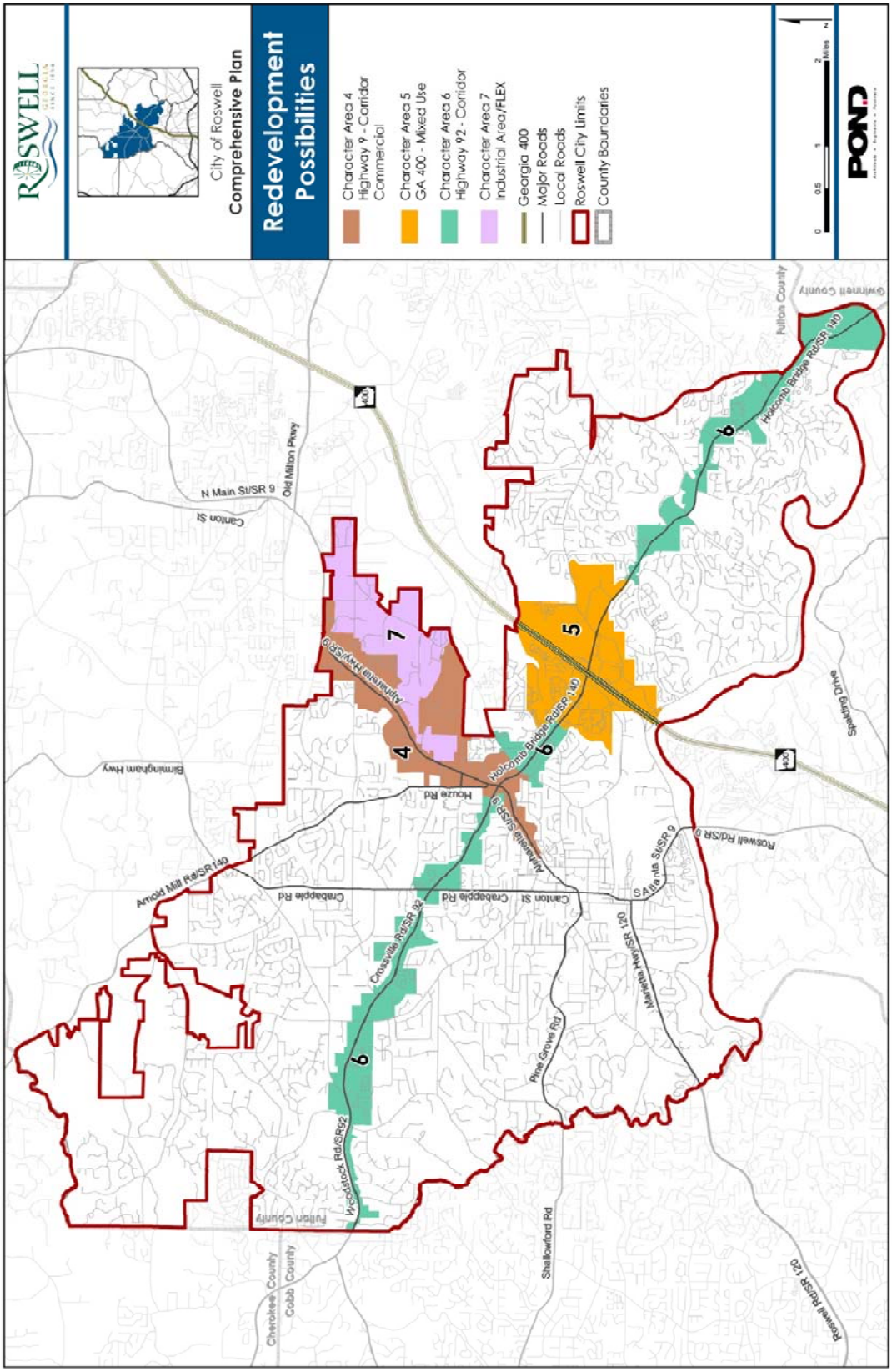


II.6 Redevelopment and Land Use

The City completed an **Urban Redevelopment Plan** for Roswell in January 2010. This report details areas of higher poverty and disinvestment located in the City of Roswell. The areas discussed in this plan are all located along the higher density and intensity corridor identified in this Section. The area is identified in the Areas of Special Attention Map. As previously mentioned, the conditions of almost complete build-out in the City of Roswell will require rehabilitation of existing developments such as those outlined in this report. Some of the findings from the report are included below.

The Holcomb Bridge Road corridor spans Character Areas 4, 5, and 6; this delineation assumes zoning and development regulations will develop that provide for the distinct character along different sections of the corridor. It receives special attention in the Urban Redevelopment Plan. Holcomb Bridge Road is a five-lane state highway linking roads to the southeast—Peachtree Industrial Boulevard, Buford Highway, I-85—with GA 400 and Alpharetta Highway to the northwest. Although a significant portion of the traffic on this corridor bypasses most of the corridor area as it heads to and from the office and retail concentrations farther to the north, the roadway's high traffic volume and the presence of large residential areas nearby spurred the development of large strip-style commercial centers along the corridor. However, as suburban growth pressures pushed farther north, newer commercial centers such as North Point Mall, The Avenue at East Cobb and the Forum on Peachtree Parkway have drawn shoppers away from Holcomb Bridge Road and led to the continuing and rapid **decline of older commercial** centers along the corridor. Current economic conditions have accelerated this decline.

Figure II.6 Character Areas with Redevelopment Possibilities



Despite the variety of housing types and commercial shopping opportunities in the corridor, **little connectivity exists** between the neighborhoods and retail outlets. Although most shopping centers and other commercial and office developments have sidewalks along their roadway frontage, these centers are **not well integrated** with nearby residential, employment, educational or civic uses. The residential developments along the corridor also lack roadway connectivity with other residential areas and the commercial centers. The current lack of connectivity between the retail, office, and civic uses and the residential areas of the corridor has contributed in part to the decline of the retail environment and is a key factor in the traffic congestion experienced throughout the corridor.

The GA 400/Old Alabama Node is recognized as a location for corporate and professional offices as well as for large retailers. Major corporations, such as Kimberly-Clark, have made long-term commitments to office properties in this location, which has strong assets of accessibility to the transportation system and a highly educated workforce.

The two largest existing commercial centers, King's Market and Holcomb Woods Center, have experienced significant amounts of vacancy in recent years. King's Market experienced a significant tenant loss when Home Depot moved from its present location to a site on Holcomb Woods Parkway that was a Wal-Mart site. The long term prospects of both of these centers are uncertain due to their aging infrastructure and the general design of the centers, which has become outdated in comparison with contemporary high end retail environments. Since the analysis was conducted, ownership of King's Market has changed, which may assist in the revitalization of the center.

Plans and Projects:
GA 400 Mixed Use Character Area

- Urban Redevelopment Plan: land use objectives
  - Incentivize redevelopment
  - Improve workforce housing
  - Create lifelong communities
  - Better connectivity and more options for transportation
- Transportation connectivity improvements targeted and underway
- Neighborhood Stabilization Program targets
- Grove Way Community Charrette recommended land use changes; an award from the ARC Community Choices program will help implement

Secondary to retail commercial in the GA 400/Old Alabama Node is professional office use. Based on market surveys, there are **approximately 600,000 square feet of office space in the area** currently, not including the Kimberly-Clark corporate campus. Due to location advantages such as immediate access to GA 400, there is great potential for additional future office redevelopment.

In the Northwest Quadrant Economic Analysis conducted in 2007, a 176-area within the node was divided into three zones for analysis:

- The commercial frontage on Holcomb Bridge Road, totaling 28 acres
- The apartment sites behind the commercial frontage, totaling 115 acres
- The existing townhome development (Holcomb Crossing), totaling 33 acres

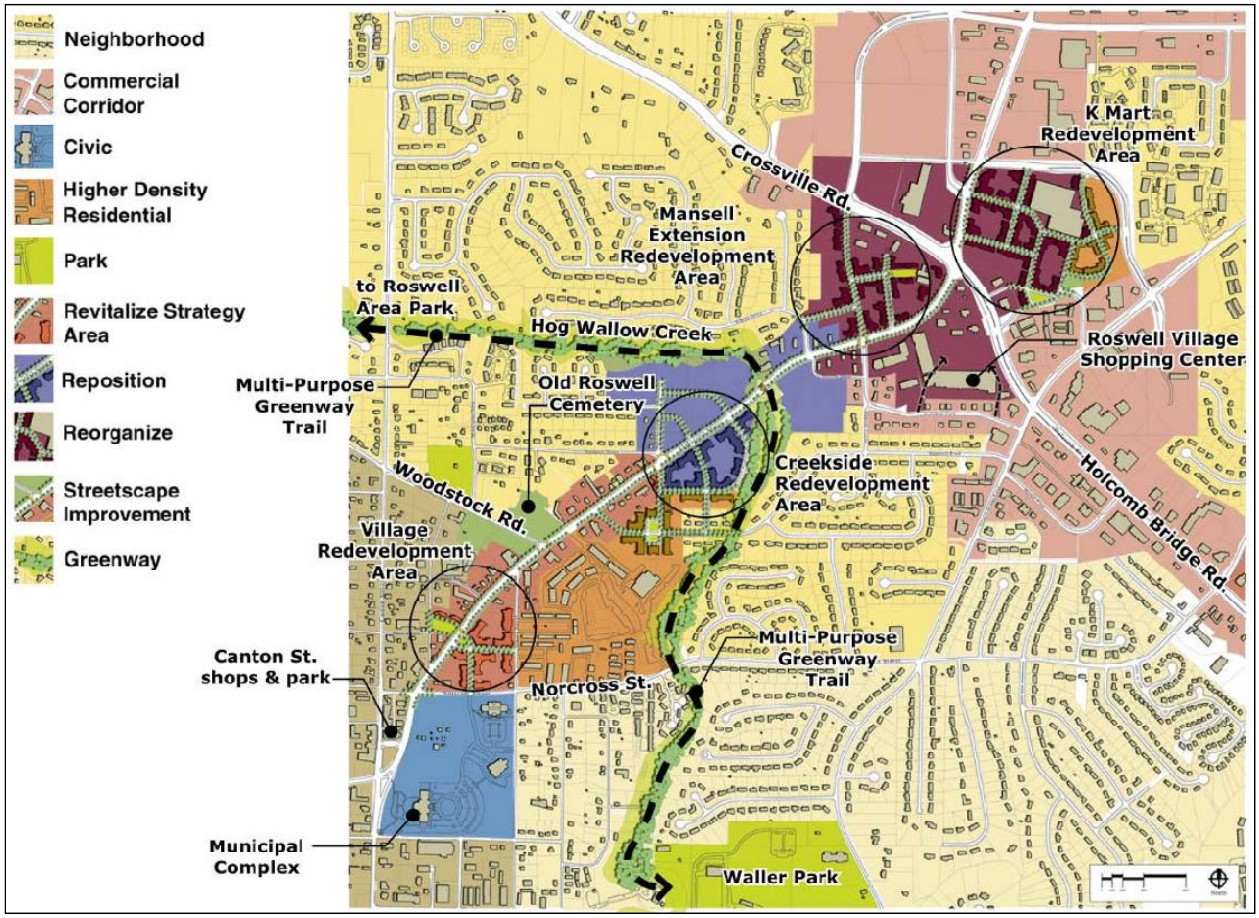
The study at the time recommended a series of zoning changes necessary to incentivize investment, based upon a set of various build-out scenarios (see Technical Appendix); the scenarios included residential densities needed to stimulate and support new investment. It remains a strategic area for future City growth and prosperity and will be the subject of a Charrette during the development of the Community Agenda.

Livable Centers Initiative – Concept Plans

When developing a vision and the associated zoning and development regulations for Character Area 4, community members will build upon and refine the results of two Livable Centers Initiative (LCI) studies. Please see the Transportation, Economic Development and Intergovernmental sections for how the LCI master plans affect those planning topics.

- ***Midtown Roswell LCI***. With funds awarded from the Atlanta Regional Commission matching City investment, several components from the Midtown Roswell LCI have now been implemented. The Concept prepared in 2003 for the area is presented below in Figure II.7. An overlay zoning district has been implemented to achieve the LCI vision.

Figure II.7 Midtown Roswell Redevelopment Concept



- ***The Roswell Town Center/Atlanta Street Corridor Study LCI*** was completed in 2008 and provides a master plan for 625 acres along the southern end of Atlanta Street and the Town Square area. A recommendation from the study included more detailed planning with the community in the Oak Street area called **Grove Way**. A charrette was recently completed, and the City of Roswell secured a **Community Choices award** from the Atlanta Regional Commission to implement the results of the Grove Way Charrette.

  Specific zoning changes recommended in the study will be reviewed during the development of the Community Agenda. The recommendations relied upon a series of overlays. Too many overlays can make a zoning code cumbersome or cause confusion for applicants, the staff and officials. If the development type is anticipated appropriate in other areas of the City, then other zoning remedies

should be considered. However, the standards recommended may still be appropriate to consider. Recommendations included:

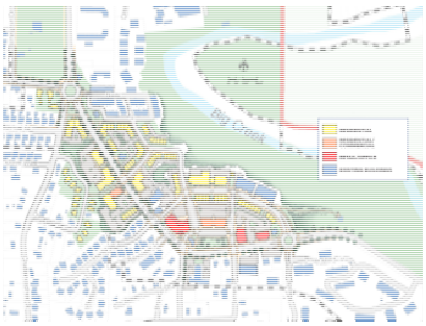
- Arts Village

  • West of Forest Street:
  Arts Village Center mixed-use zone to replace the current commercial and industrial zones, including provision for live-work spaces and a range of housing unit types; up to 1.2 FAR, including residential elements; maximum 3 stories
  • East of Forest Street:
  Arts Village residential zone, providing for townhouses and apartments at up to 14 units per acre and maximum 3 stories; higher densities and more stories, if subsidized housing is included, by special permit

Roswell Town Center/Atlanta Street Corridor LCI Selected Concept Plans

Arts Village Concept Plan

Allenbrook Village Conceptual plan

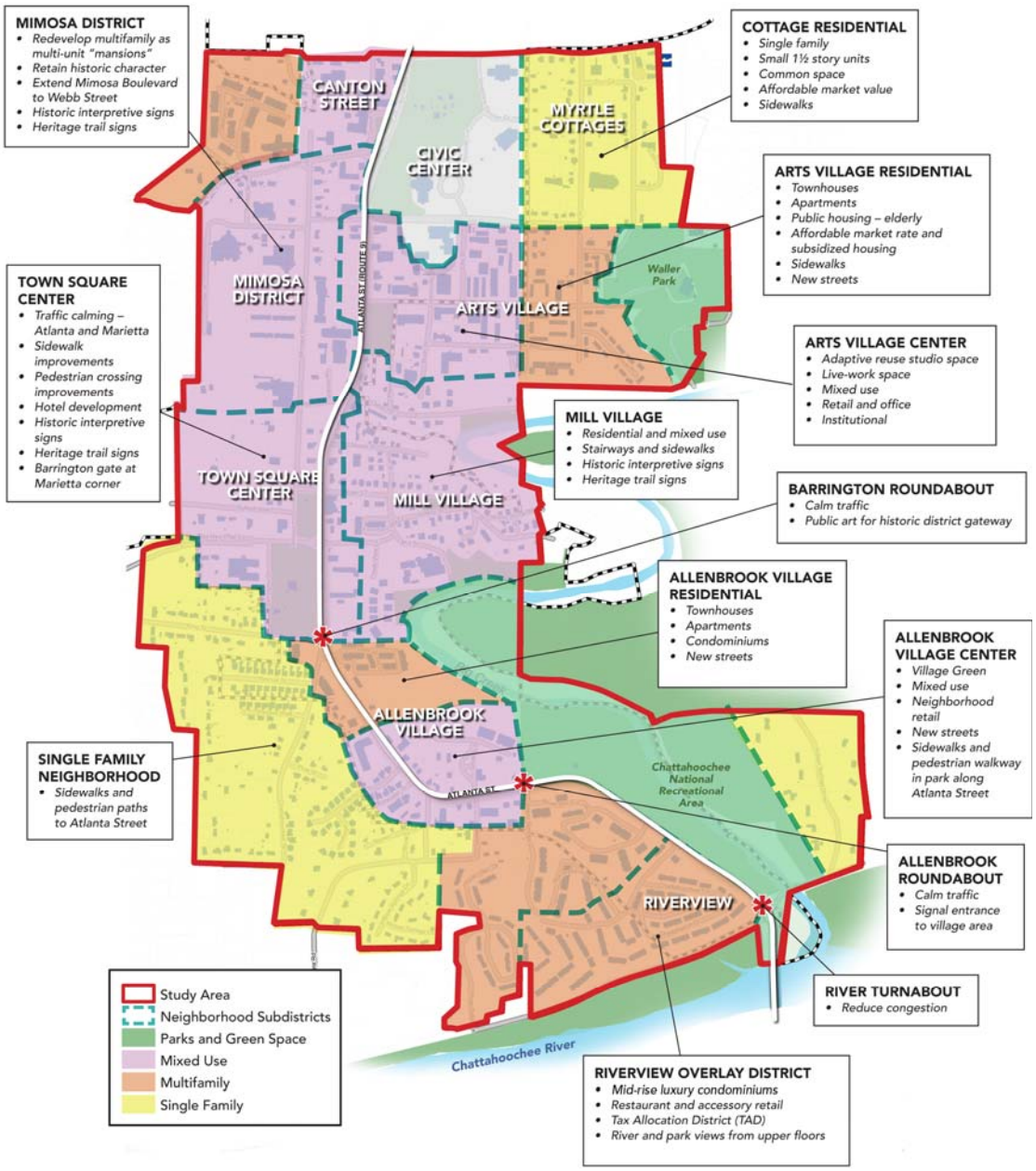


- Myrtle Cottages
  Myrtle Cottages Overlay District permitting cottage cluster development at up to 5 units per acre (greater residential density than the current, underlying R-2 district), with specific site design and unit design guidelines to preserve single family character, modest scale, site design with common elements, building design variety, and affordability.
- Allenbrook Village
  • Allenbrook Village Center: mixed-use zone between Warm Springs and Bannister Drive on both sides of Atlanta Street, and a mixed-use area in the present Clocktower Place and across the street with FAR of 1.2 including residential elements.
  • Allenbrook Neighborhood: residential zoning up to 14 units per acre as of right and 20 units per acre with a special permit; maximum four stories.
- Riverview
  Riverview Overlay District and TAD that permits master-planned mid-rise development with a restaurant and other accessory mixed-use development. The number of units should be approximately the same as the existing number of

units in this area and the building height should allow 2 to 3 stories above the tree line as penthouse units that can attract premium values.

The LCI also made recommendations to modify the Historic District regulations and guidelines. See the Natural and Cultural Resources section that discusses Historic Preservation regarding the current character areas and proposed refinements within the Historic District.

Figure II.8. Roswell Town Center/Atlanta Street Corridor Study Concept



II.7 Review of Adjacent City Land Use and Zoning

The Comprehensive Plans for the municipalities adjacent to the City of Roswell were reviewed. The following Cities' Comprehensive Plans were included in the review: the City of Alpharetta[1], the City of Milton, the City of Sandy Springs, and the City of Johns Creek. These Comprehensive Plans suggest several consistent land use policy themes across the study area that also have an impact on travel behavior and transportation planning. Most, if not all, of the Comprehensive Plans indicate policy commitment to create conditions to allow the following development or improvements:

- Mix/Range of Housing Types
- Senior Housing and/or Lifelong Communities
- Cluster Housing
- Redevelopment
- Preserve Single Family
- Gateways
- Pedestrian Circulation/Accommodate Pedestrians
- Trail Connections/Greenway Connections
- Access Management (Corridors)
- Sidewalk Infill
- Focused Densities
- Nodal Development
- New street networks
- Design Standards

Zoning Analysis

A comparison of adjacent cities' zoning reveals general compatibility. However, a few areas of potential zoning conflict were noted. The following areas indicate potential incompatibility and require coordination of land use across jurisdictions:

- ***City of Sandy Springs***
    - Along GA 400 northbound from Sandy Springs to Roswell:

      The northern part of Sandy Springs at the Roswell border is zoned O-I (office-institutional) and A (medium density apartment) whereas the southern part of Roswell at this border is zoned R-4 (multi-family residential). The area around GA 400 appears to be a variety of zoning and development types. The

[1] The City of Alpharetta is currently undertaking its own update to the Comprehensive Plan.

residential zoning districts for both cities are higher intensity which often lends well to zoning transitions.

- Along Hwy 9 northbound from Sandy Springs to Roswell:

The northern part of Sandy Springs at the Roswell border (separated by the Chattahoochee River) is zoned O-I whereas the southern part of Roswell at this border is zoned R-3/R-4 (multi-family residential).

- ***City of Alpharetta.***
  - East of GA 400, Roswell is zoned primarily residential, including R-1, R-2, R-4, and R-5, as well as O-P along Old Alabama Road Connector. This is generally compatible with the City of Alpharetta, where zoning is primarily residential and includes R-10, R-12, and R-15 (all single-family residential designations). However, the City of Alpharetta does have some O-I (Office-Institutional) zoning adjacent to residential zoning in Roswell along portions of Old Alabama Road Connector and adjacent to GA 400.
  - Along the west side of GA 400, the northern part of the Roswell border as it touches the Alpharetta border is zoned R-1 (single-family residential), R-3 and R-4 (multi-family residential), and O-P (office-professional). Alpharetta has some compatible zoning with R-12 (single-family residential) and R-10M (multi-family residential). However, the City of Alpharetta also has L-I (light industrial) zoning along its border adjacent to residential uses in Roswell.
  - Moving north along this border in Roswell, the OCMS (office-commercial multi-story mixed use) district, C-3 (highway commercial), and I-1(office and business distribution) become prevalent and coincide with Alpharetta with the exception of two parcels which are zoned R-1 and one area that is zoned R-4.
- ***City of Johns Creek.*** Along Old Alabama Road from the eastern boundary of Roswell to the western boundary of Johns Creek:
  - The Roswell area is zoned FC-A (Fulton County Annex) and R-1. The FC-A property appears, by parcel designation, to be residential in nature. FC-A follows the zoning designation when it was under Fulton County jurisdiction and is not represented on the current zoning map. Johns Creek has a variety of residential zoning districts. The potential conflict arises when the FC-A or R-1 abuts TR (Townhouse Residential) in Johns Creek as well as the denser residential district in Johns Creek which abut the R-1 districts.

II. 8 Issues and Opportunities

Issues

- The regulatory framework – that is, zoning and development regulations - needs to be updated to implement adopted plans; ideally the City can take a unified approach to regulations to ensure compatibility across: zoning; design standards – site, building, and streetscape; subdivision, and; environmental compliance (stormwater, soil and erosion and streams) ordinances.
- Separation of uses reduces connectivity which contributes to traffic issues.
- The Future Land Use map does not have a mixed-use category.
- High vacancy rate in older strip-type development.
- Lack of available raw land limits new development.
- Pockets of poverty and sub-standard housing.
- Several areas need redevelopment, which takes time to achieve, especially during the current economic climate and given other constraints such as traffic congestion.

Opportunities

- Defining a 2030 vision for the City as well as for each character area will inform an update of the regulatory framework.
- Existing City subarea plans and the Opportunity Zone position the City well for implementation and eligibility for state and federal funding and grants.
- Housing demands are changing which provide opportunities for new product development in redevelopment areas.
- The focus on sustainability at the regional and state level will further support City efforts to meet sustainable and innovative air, water and energy goals; the City has an opportunity to demonstrate leadership in sustainable land management practices.
- The Comprehensive Plan Update occurs simultaneously with an update to the City's:
    - Transportation Master Plan
    - Solid Waste Master Plan
    - Urban Redevelopment Areas Plan and
    - preparation of a strategic Economic Development Plan (2010-2011).

  It also comes on the heels of achieving the Green Community Certification; most cities do not coordinate planning so strategically.
- The Comprehensive Plan Update also corresponds to the ARC regional 2040 plan.

- Trail and bicycle network beginning to connect land uses and become a viable alternative transportation network linking residential and to destination land uses.
- Availability of vacant buildings for redevelopment/ rehabilitation can be used to re-orient key locations as centers and nodes instead of corridors and strips.
- Strong protection of existing City character with the establishment of the historic district, with recommendations from recent planning studies to refine the character within this district (see Historic Preservation sections).
- Fairly close proximity (+/- 5 miles) to North Springs MARTA station. Land and route should be determined to connect and extend transit into the City.
- Identify available land opportunities for creating connection between subdivisions.
- Historic sites, Historic walking tour, existing nature trails, and parks enormous asset; issue is to identify land to create further connections between these assets.
- Strong and stable single family neighborhoods.

SECTION III – ECONOMIC DEVELOPMENT

Snapshot. Approximately **5,300 businesses** operate in Roswell and offer approximately 54,520 jobs. The **Service Sector** provides most jobs, and this sector is expected to provide 46% of jobs in the future, followed by the Transportation and Communications industry with 35% in the Roswell area. Most jobs offered in Roswell are not filled by those who live there, although the ratio between the number of jobs available and the number of housing units is 1.5, which indicates a healthy balance. Most of people **commute 30 minutes or more** to work. Around half of all working individuals who live in Roswell hold white collar **professional occupations**. The Professional and Management industry accounts for 20% of the jobs Roswell residents occupy. The next highest concentration of employment is in the Entertainment and Food Service industry (13%).

Discussions the community will engage in, as the City prepares its **Community Agenda**:

- What businesses support our community and do they meet our needs?
- What generates our material well-being and the well-being of our neighbors?
- How do our production and consumption patterns impact our infrastructure and environmental resources?
- What kind of jobs can we expect in the future and will they pay sufficient wages?

The City of Roswell also plans to prepare a **Strategic Economic Development Plan concurrently** with the Community Agenda. The community will consider the type of business it needs to attract for a healthy economy, how it will attract and retain them, and the incentive or investment programs the community is willing to provide to do so.

III.1 Economic Base

The **economic base** typically refers to the types of industries that provide employment and pay taxes within a community. More technically, the economic base is the jobs and income earned when the goods and services that the community produces are sold to external markets (outside the city). While Retail industries generate tax revenues, for example, they tend to circulate economic wealth internal to a market area, whereas manufacturing and export services draw dollars from outside the market area and generate wealth. Cities and counties aim to **expand their economic base** to provide greater quality of life for those who live within their boundaries. However, the number of jobs an employer generates is less important than the **type of jobs** created. Different industries will have lower or higher salaries and wages associated with

them. Finally, **trends for employment opportunities** in the future will determine the demand for **training** and education.

As Table III.1 shows, there are approximately 19,775 businesses in North Fulton, which is approximately 9% of the Atlanta MSA's total businesses. This level of employment and businesses shows that North Fulton is a significant part of the economy in the Atlanta MSA. In **the City of Roswell** alone, an **estimated 5,290 businesses** are operating.

Table III.1 North Fulton County Daytime Population and Businesses

North Fulton County Daytime Population							
	Alpharetta	**Johns Creek**	**Milton**	**Mountain Park**	**Roswell**	**Sandy Springs**	**North Fulton Total**
Employees	70,280	30,790	16,410	70	54,520	101,090	273,160
Businesses	4,260	2,180	1,230	15	5,290	6,800	19,775
Businesses w/ 20+ Employees	620	200	100	1	485	815	2,220

Source: *North Fulton Comprehensive Transportation Plan* (US Bureau of Labor Statistics, Claritas)

The City of Roswell has a **daytime population of 54,520**, according to the *North Fulton Comprehensive Transportation Plan* (Table III.1 presented above). The total daytime population, or employees, for North Fulton is about 273,160. This is approximately 10% of the total employment base in the Atlanta MSA.

III.2 Employment

The City of Roswell is home to a number of major employers, the biggest of which is **Kimberly-Clark**, whose Professional and Healthcare global headquarters on Holcomb Bridge Road employs 1,453 people. Companies in the City of Roswell with 100 or more employees are shown in Table III.2.

The next biggest employer for the City is the **North Fulton Hospital**. North Fulton Hospital (NFH) is a 202-bed, acute-care hospital located on Highway 9, Alpharetta Highway, in Roswell. Opened in 1983, NFH serves North Fulton and surrounding counties through its team of over 1000 employees, 400 staff physicians and 200 volunteers.

NFH is a state-designated Level II trauma center and provides a continuum of services through its centers and programs, including neurosciences, orthopedics, rehabilitation, surgical services, bariatric surgical weight loss, gastroenterology and oncology. The hospital is fully accredited and is also certified as a Primary Stroke Center by the Joint Commission on the Accreditation of Healthcare Organizations, the nation's oldest and largest hospital accreditation agency.

The next largest employers are **Verizon Wireless** and **Prommis Solutions**, which provides foreclosure, bankruptcy and eviction processing as well as loss mitigation fulfillment services on a nationwide basis. In addition to large retailers like Target and Wal-Mart, another large employer is Witness Systems, a global provider of Workforce Optimization software and services.

What kind of industries will be supporting and serving Roswell and the greater Metro Atlanta region in the future?

What kind of employment demand can our children expect to face when they enter the work force?

What kind of training do we need in order to become eligible for employment opportunities in the future?

The large employers like the hospital, Kimberly-Clark and Witness Systems offer excellent opportunities for cultivating ancillary and related services to serve these employers or provide inputs. They also draw employees from around the region, contributing to daytime consumer markets.

Table III.2 City of Roswell Top Employers

City of Roswell Top Employers		
Ranking	**Business Name**	**Employees**
1	Kimberly-Clark Corporation	1,453
2	North Fulton Regional Hospital	1,016
3	Verizon Wireless	975
4	Prommis Solutions, LLC	649
5	City of Roswell	616
6	Target Store	506
7	Witness Systems, Inc	411
8	Wal-Mart Supercenter	371
9	Publix Super Markets, Inc.	276
10	The Home Depot	272
11	Roswell Nursing & Rehabilitation	262
12	Kroger	230
13	Kohl's Department Store	228
14	United Parcel Service	223
15	Tenet Patient Financial Service	200
16	Liv Home, Inc.	186
17	Johnson Controls, Inc.	175
18	Enable Of Georgia, Inc.	150
19	Support Net, Inc.	150
20	Andritz, Inc	145
21	Saint Francis Day School, Inc.	140
22	Nalley Toyota of Roswell	135
23	St. George Village	134
24	Honda Carland	133
25	The Atlanta Journal-Constitution	128
26	Comcast Cable Communications	126
27	Nalley Lexus Roswell	125
28	The Olive Garden Italian	111

Source: City of Roswell

III.3 Employment Trends

The Bureau of Labor Statistics (BLS) prepares employment projections at the national level, which helps states and regions prepare for the future economic climate. The BLS examines past and present changes in the relationship across the demand for goods and services, employment, and population[1].

Occupational growth can be considered in two ways: by the rate of growth and by the number of new jobs created by growth. Some occupations both have a fast growth rate and create a large number of new jobs.

Occupations with the fastest growth: national and regional context. According to the Bureau of Labor Statistics, of the 20 fastest growing occupations in the national economy, **half are related to healthcare.** Healthcare is experiencing rapid growth, due in large part to the aging of the baby-boom generation, which will require more medical care. In addition, some healthcare occupations will be in greater demand for other reasons. As healthcare costs continue to rise, work is increasingly being delegated to lower paid workers in order to cut costs. For example, tasks that were previously performed by doctors, nurses, dentists, or other healthcare professionals increasingly are being performed by physician assistants, medical assistants, dental hygienists, and physical therapist aides. In addition, patients increasingly are seeking home care as an alternative to costly stays in hospitals or residential care facilities, causing a significant increase in demand for home health aides. Although not classified as healthcare workers, personal and home care aides are being affected by this demand for home care as well.

Employment in **goods-producing** industries nation-wide has declined since the 1990s. Although overall employment is expected to change little, projected growth among goods-producing industries varies considerably.

The shift in the U.S. economy away from goods-producing in favor of **service-providing** is expected to continue. Service-providing industries are anticipated to generate approximately 14.5 million new wage and salary jobs. As with goods-producing industries, growth among service-providing industries will vary.

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[1] This section excerpts directly from the *Bureau of Labor Statistics Occupational Outlook Handbook* 2010-11 Edition: Projections Prepared for 2008 – 2018

In the Metro Atlanta region, similar trends appear in the long term occupational projections prepared by the state's Department of Labor. Except for Network Systems and Data fields, all of the **fastest growing occupations** projected through 2016 occur in health and medical related jobs, with Home Health Aides topping the list with an 8% projected annual growth rate (see Table III.3).

Table III.3 Fastest Growing Occupations: Projections 2006-2016

Fastest Growing Occupations - Long Term Occupational Projections: Metro Atlanta 2006-2016								
Occupation	2006 Base Employment	2016 Projected Employment	Total Change in Employment	Percent Change in Employment	Annual Growth Rate	Annual Openings from Growth	Annual Openings from Replmnt	Annual Openings
Home Health Aides	1200	2610	1,410	117.49%	8.08%	140	10	150
Marriage and Family Therapists	20	30	10	82.35%	6.19%	0	0	0
Medical Assistants	1780	3200	1,420	79.70%	6.04%	140	20	160
Attendants	3590	6430	2,840	79.26%	6.01%	280	30	310
Network Systems and Data Communications Analysts	760	1350	590	78.81%	5.98%	60	20	80
Physical Therapist Assistants	160	290	130	78.53%	5.97%	10	0	10
Physician Assistants	360	630	270	75.35%	5.78%	30	10	40
Occupational Therapist Assistants	60	100	40	74.58%	5.73%	0	0	0
Mental Health and Substance Abuse Social Workers	160	270	110	74.52%	5.73%	10	0	10
Physical Therapists	450	780	330	73.50%	5.66%	30	10	40
Surgical Technologists	290	500	210	72.66%	5.61%	20	10	30
Cardiovascular Technologists and Technicians	120	200	80	72.17%	5.58%	10	0	10
Dental Hygienists	730	1260	530	71.86%	5.56%	50	10	60
Dental Assistants	940	1610	670	71.13%	5.52%	70	20	90
Personal and Home Care Aides	1690	2880	1,190	70.64%	5.49%	120	30	150
Source: Georgia Department of Labor: Work Investment Area (WIA)								

While the top paying occupations require advanced degrees and training, the number of jobs available in these sectors will be declining. This means both greater competition in the future, as already evidenced by very competitive college admissions across the country, but also the **need for vocational training** for the technician and other labor categories that do not require a four-year college degree.

The ARC provides employment forecasts by industry from the year 2000 through 2030. The ***forecast for the Roswell Superdistrict*** is shown in Table III.4. Although the Superdistrict boundary extends beyond the City boundary[2], it provides a trend projection for the immediate area.

[2] See Technical Appendix for discussion and map of the Roswell Superdistrict

Table III.4 ARCs Roswell Superdistrict Employment Forecast to 2030

Roswell Superdistrict Employment Forecast from 2000 to 2030									
Year	Construction	Manufacturing	Transportation, Communication, Utilities	Wholesale Trade	Retail Trade	Finance, Insurance, Real Estate	Services	Government	Total
2000	1,913	2,119	489	3,310	10,037	2,464	13,081	3,316	36,729
2005	1,821	2,128	1,806	2,313	11,036	4,170	13,365	3,623	40,262
2010	1,985	2,266	3,041	2,543	11,729	5,268	14,702	3,786	45,320
2015	1,993	2,126	4,399	2,636	12,075	5,333	16,570	4,008	49,140
2020	2,097	2,019	6,202	2,456	11,909	6,088	18,356	4,214	53,341
2025	2,156	1,991	7,193	2,424	11,775	6,580	19,904	4,385	56,408
2030	2,260	2,007	8,102	2,471	12,034	7,067	21,516	4,629	60,086

Source: ARC's 20-County Forecasts

Following national trends, the manufacturing sector is projected to continue to lose jobs in the Roswell area through 2030. Wholesale trade also lost a significant number of jobs between 2000 and 2005. From 2010 through 2030, the largest increase in jobs is projected to be in the following job sectors:

- Services (46% of new jobs)
- Transportation , communication, and utilities (34% of new jobs)
- Finance, insurance, and real estate (12% of new jobs)

III.4 Labor Force

Roswell enjoyed **low unemployment rates in the 1990s and through 2000**, when the Census recorded it at 3.4% (Table III.5). The current economic recession has resulted in significantly higher unemployment rates throughout the country. In March 2010, Roswell's unemployment registered at 8.2%, one point higher than the year before, as shown in Table III.6. Despite this increase, the City has been hit less hard than other areas in the region and the state, as shown by state and national comparisons, also in Table III.6. It also experiences a slightly lower unemployment rate than its neighbors in North Fulton County, Sandy Springs and Johns Creek. While the recession has had an impact on residents in the City of Roswell, the City is faring better than other nearby areas.

Table III.5 Employment Status 2000

Employment Status (Persons 16 Years and Over), 2000					
	Roswell		Fulton County	Atlanta MSA	Georgia
	Number	Percent	Percent	Percent	Percent
Total Persons 16 and Over:	62,527	100.0%	100.0%	100.0%	100.0%
In labor force:	46,198	73.9%	67.7%	70.6%	66.1%
In Armed Forces	31	0.1%	0.2%	0.2%	1.6%
Civilian:	46,167	99.9%	99.8%	99.8%	98.4%
Employed	44,613	96.6%	91.1%	95.0%	94.5%
Unemployed	1,554	3.4%	8.9%	5.0%	5.5%
Not in labor force	16,329	26.1%	32.3%	29.4%	33.9%

Source: 2000 Census (SF3)

Table III.6 Unemployment Rate 2009 and 2010

Unemployment Rate, 2009 and 2010		
	Revised March 2010	Revised April 2009
Roswell	8.2%	7.1%
Sandy Springs	8.6%	7.4%
Johns Creek	9.7%	8.2%
Atlanta	11.0%	9.1%
Fulton County	10.5%	8.8%
Atlanta MSA	10.4%	8.6%
Georgia	10.5%	9.2%
Nation	9.7%	8.9%

Source: Georgia Department of Labor, Workforce Information & Analysis

Source: 2000 Census (SF3)

Over two-thirds of residents in the City work within Fulton County. As Table III.7 shows, just over half of residents in the Atlanta MSA work in the county where they reside. However, a number of large job centers are located within Fulton County, including the City of Atlanta (downtown, midtown, and Buckhead), portions of Perimeter Center, the Alpharetta/North Point Mall area, and the City of Roswell itself. These job centers make working within their home county a more viable option for residents of Roswell than many other areas within Metro Atlanta.

Table III.7 Place of Work 2000

Place of Work for Workers 16 Years and Over, 2000					
	Roswell		Fulton Co.	Atlanta MSA	Georgia
	Number	Percent	Percent	Percent	Percent
Total:	44,024	100.0%	100.0%	100.0%	100.0%
Worked in state of residence:	43,470	98.7%	98.7%	98.9%	97.5%
Worked in county of residence	29,516	67.9%	69.9%	51.4%	60.0%
Worked outside county of residence	13,954	32.1%	30.1%	48.6%	40.0%
Worked outside state of residence	554	1.3%	1.3%	1.1%	2.5%

Source: 2000 Census (SF3)

Nearly half of all working residents hold management, professional, and related occupations, as shown in Table III.8 Significant amounts of residents also work in service occupations and sales and office occupations, while relatively few residents work in blue collar occupations.

Table III.8 Roswell Employed Population by Occupation

Civilian Employed Population 16 years and Over by Occupation				
	Year 2000		Year 2008	
	Number	Percent	Number	Percent
Total	44,613	100.0%	57,100	100.0%
Management, professional, and related occupations	21,633	48.5%	25,795	45.2%
Service occupations	4,498	10.1%	11,248	19.7%
Sales and office occupations	13,487	30.2%	12,877	22.6%
Farming, fishing, and forestry occupations	44	0.1%	0	0.0%
Construction, extraction, maintenance and repair occupations	2,645	5.9%	3,476	6.1%
Production, transportation, and material moving occupations	2,306	5.2%	3,704	6.5%

Source: 2000 Census (SF 3), American Community Survey 2008

The largest percentage of residents (nearly one-fifth) works in the industries of Professional/Scientific/ Management/ Administration/Waste Management Services (see Table III.9). This has remained constant since 2000. The next greatest concentration falls within the Arts/Entertainment/Recreation/Accommodation/Food Services industries (13.2%), followed by Retail Trade (12.3%).

Table III.9 Employed Population by Industry

Civilian Employed Population 16 Years and Over by Industry				
	Year 2000		Year 2008	
	Number	Percent	Number	Percent
Total	44,613	100%	57,100	100%
Agriculture/Forestry/Fishing/Hunting/Mining	134	0.3%	0	0.0%
Construction	2,715	6.1%	3,759	6.6%
Manufacturing	3,863	8.7%	3,569	6.3%
Wholesale Trade	2,169	4.9%	2,319	4.1%
Retail Trade	5,702	12.8%	7,018	12.3%
Transportation/Warehousing/Utilities	1,502	3.4%	2,202	3.9%
Information	2,644	5.9%	3,889	6.8%
Finance/Insurance/Real Estate/Rental/Leasing	5,075	11.4%	5,097	8.9%
Professional/Scientific/Mgmt/Admin/Waste Mgmt Services	8,786	19.7%	10,971	19.2%
Educational/Health/Social Services	5,714	12.8%	5,551	9.7%
Arts/Entertainment/Recreation/Accommodation/Food Svcs	3,741	8.4%	7,521	13.2%
Other Services	1,812	4.1%	3,720	6.5%
Public Administration	756	1.7%	1,484	2.6%

Source: ESRI Business Analyst Online/Census 2000 (SF 3), American Community Survey 2008

III.5 High and Low Paying Job Trends

The ARC releases regular summary reports called Snapshots. A recent Employment Snapshot[3] reports data captured during the first quarter of 2009. In addition to tracking how many jobs exist throughout the region, ARC also tracks the locations of jobs by job sector within the region. The ARC identifies the **five highest-paying job sectors** as the following:

- Wholesale Trade
- Information
- Finance
- Professional, Scientific and Technical
- Management of Companies

The ARC identifies the **five lowest-paying job sectors** as the following:

- Retail Trade
- Administrative/Waste Management
- Educational Services

[3] Atlanta Regional Commission (ARC) *Regional Snapshot, Income and Poverty Trends in Metro Atlanta*. May 2010

- Arts, Entertainment & Recreation
- Accommodation and Food Services

The ARC reports that **Metro Atlanta experienced a 9% percent decline in per capita income** between 2000 and 2008. This was the steepest decline of the 30 most populous metro areas in the country. This helps explain the stagnant per capita income level in Roswell. The ARC states there are a number of reasons for this loss in per capita income. The most prominent reasons are **the loss of high- and mid-paying jobs** as well as a change in demographics. The demographic changes included an increase in population, particularly of children, without enough of an increase in jobs to keep pace with the population growth. Additional detailed information regarding household income is available in the Income subsection of the Population section (Section 1) in the Technical Appendix.

III.6 Access to work

As a suburban area, Roswell's transportation system is heavily reliant on the personal car. Nearly 80% of Roswell residents drove alone to work in 2000, with approximately 10% of residents carpooling. Despite worsening traffic conditions in the Atlanta region, the personal car continues to dominate as the preferred method of commute. The increased traffic congestion has resulted in greater travel times to work for residents of the City of Roswell as well as residents throughout the Metro Atlanta area. Nearly 10% of Roswell residents have a commute of an hour or more, while about **51% of residents have a commute of 30 minutes** or more. See the Transportation Section (Section VIII) for additional travel trends, as well as selected survey results regarding Roswell transportation patterns and preferences.

Jobs-Housing Balance. What is the potential for residents to work within the City of Roswell? The ratio between housing to employment opportunities indicate the degree to which, at least theoretically, residents potentially could work near their home, if their occupation fields were to match the employment needs of Roswell industries. Generally, a ratio above 1.5 (allowing for an average of 1.5 wage earners per household) means that a community has more jobs than its own labor force can accommodate and more than likely imports its workers. Thus, the City's ratio which is 1.5 implies a healthy ratio of jobs to housing (see Table III-10).

Table III.10 2009 Roswell Jobs/Housing Balance

2009 Roswell Jobs/Housing Balance		
Jobs	**Housing Units**	**Ratio**
54,520	35,564	**1.5**

Source: Jobs - *North Fulton Comprehensive Transportation Plan* (US Bureau of Labor Statistics, Claritas); Housing - Census 2000, Pond & Company

III.7 Market Trends: Key Sectors

The following information summarizes key market indicators – residential retail, office and industrial for the North Fulton area. Excerpts presented here are taken directly from the Existing Conditions report prepared for the *North Fulton Comprehensive Transportation Plan*[4] currently underway, with highlights added for emphasis.

Residential. There were 20,570 housing units sold in 2008 in the North Fulton residential market. There was a 22% decline in total housing units sold between 2007 and 2008 in North Fulton. Re-sales decreased by 12% and new home sales fell by 45% during this timeframe. Of total sales activity, new home sales constituted approximately 22% of the market activity.

The decreases in North Fulton's home sales activity are similar to those seen in Fulton County. North Fulton's median sales prices are well above those seen for all of Fulton County. Further, the declines in sales prices in North Fulton are not nearly as dramatic as those experienced in Fulton County as a whole.

Retail. Just as the rest of the nation, metro Atlanta's retail market is suffering under pressure from the current recession. Perhaps of most impact on the retail market from this recession is what experts are terming as a "reset," meaning a recalibration of personal, corporate, and civic values. Part of this "reset" includes an increase in the personal savings rate and also a rethinking of the meaning of the value in the goods and services we consume. This "reset" will likely have long-term consequences for retailers, developers, investors, and consumers that will remain long after the recession comes to an end.

[4] The *NFCTP* is sponsored by all of the North Fulton cities, including Roswell, and the Atlanta Regional Commission. Leading the consultant team is Kimley-Horn and Associates.

Looking at the metro area as a whole, **the Atlanta retail market** currently consists of 15,920 buildings with approximately **298.1 million square feet of space.** There is a total of 32.0 million square feet of retail space vacant in the market (a **vacancy rate of 10.7%**). **Rental rates** are being quoted at an average of **$15.17 per square foot.** During the first three quarters of 2009, there was a total of 3.3 million square feet of retail space delivered. However, there is a year-to-date **negative net absorption of -2.3 million square feet.** There was approximately 610,000 square feet still under construction at the end of the quarter.

The Roswell/Alpharetta retail submarket has a total of 1,043 shopping centers, reflecting approximately 21.2 million square feet of retail space. **The vacancy rate is 12.9%,** which is above the metro average**.** The average rental rate is above the metro average, at $17.14 per square foot. Approximately 17,350 square feet have been delivered in this submarket this year, with no retail space under construction currently, according to CoStar. The year-to-date net absorption is negative for the Roswell/Alpharetta retail submarket, at **-693,350 square feet**.

However, once national economic conditions improve, Atlanta's strong population growth and history of job creation should lead to a rebound in the office market. Until this happens, though, office tenants in metro Atlanta will maintain leverage in dealings with landlords.

Office. In the North Fulton office market cluster, **rental rates have been making a slow but steady increase** since first quarter of 2006. The peak in average rental rates was seen in the third quarter of 2008; since then, slight declines have been reported each quarter, with a decrease totaling approximately $0.80 over the last year. Vacancy rates in the North Fulton office market cluster have been increasing since fourth quarter of 2006, with steady and notable increases since fourth quarter of 2008. The peak for office construction in this market cluster seems to have been between third quarter 2007 and second quarter 2008, when approximately five million square feet was constructed. Approximately 181,200 square feet have been delivered in this submarket this year, with another 29,500 square feet under construction currently, according to CoStar. However, the **year-to-date net absorption is negative** for the North Fulton/Forsyth County office submarket, at **-542,400 square feet.**

Industrial. North Fulton is primarily located within the North Central Atlanta industrial market cluster, which includes the Central Perimeter, Dawson County and North Fulton/Forsyth County submarkets. The North Central Atlanta industrial market cluster accounts for approximately 4.6% of the metro Atlanta industrial market, with a total of 991 buildings, reflecting approximately 28.2 million square feet of industrial space. **The vacancy rate of 13.8% is slightly above the metro average.** The average rent per square foot ($6.58) is well above the metro average. Approximately 42,950 square feet have been delivered in this market cluster this year, with no industrial space under construction currently, according to CoStar. However, the year-to-date net absorption is negative for the North Central Atlanta industrial market cluster, at **-283,400 square feet**.

In the North Central Atlanta industrial market cluster, rental rates fluctuated over the course of 2006 and 2007, to arrive at a peak in the third quarter of 2007. Since the end of 2007, average rental rates have been declining, with a significant drop since the second quarter of 2009 in particular. Vacancy rates in the North Central Atlanta industrial market cluster had fluctuations in both 2006 and 2007, and have been steadily rising since second quarter 2008. There was notable industrial construction in this market cluster during 2006 and again in 2008, but not significant in terms of the greater metro market.

In terms of individual submarkets, North Fulton, as defined in this study, is located within the North Fulton/Forsyth County industrial submarket. Since Sandy Springs is included in the definition for this study, it means that Central Perimeter is also a relevant industrial submarket to review as well.

The North Fulton/Forsyth County industrial submarket has 941 buildings, comprising about 27.0 million square feet. **The vacancy rate is 14.1%,** which is above the metro average. **The average rental rate ($6.56 per square foot) is above the metro average.** Approximately 42,950 square feet have been delivered in this submarket this year, with no industrial space under construction currently, according to CoStar. However, the year-to-date net absorption is negative for the North Fulton/Forsyth County industrial submarket, at -297,200 square feet.

The Central Perimeter industrial submarket has 37 buildings, comprising about 982,900 square feet. The vacancy rate is 6.9%, which is well below the metro

average. The average rental rate is well above the metro average, at $8.29 per square foot. No industrial space has been delivered this year, nor is any industrial space under construction currently in this submarket, according to CoStar. The year-to-date net absorption for the Central Perimeter industrial submarket is 9,400 square feet. *(Section excerpted from North Fulton Comprehensive Transportation Plan, Existing Conditions Report – 2009)*

III.8 Studies and Subarea Plans

Over the past ten years, the City of Roswell prepared several subarea studies to address economic and re-development needs in the City; two of these efforts fell under the ARC's "Livable Centers Initiative" (LCI) program. These studies include market and economic development data for the specific areas studied, and link together market, urban design, transportation and land use to create more livable community conditions. Studies with data and planning relevant to economic development include:

- The Urban Redevelopment Area Plan (draft January 2010)
- Midtown Roswell Livable Centers Initiative
- Atlanta Street and Town Square Livable Centers Initiative
- Town Square Charrette
- Groveway Community Charrette
- 2003 Redevelopment Strategy
- Holcomb Bridge Road East Revitalization Study
- Mimosa Boulevard Report
- Mansell Road Extension Public Participation Meeting,
- Northwest Quadrant Economic Development Analysis (and addendum)
- Transportation Master Plan (adopted in 2006; updated in 2010)
- North Fulton Comprehensive Transportation Plan (in progress)
- Community Choices Groveway Community Study

Once a regional shopping destination, Roswell has seen its retail capacity overtake demand. This trend was documented as early as 2003 in the City's Redevelopment Strategy, which reported an average 60 square feet of retail space per capita. At that time, the national average of retail space per person in shopping centers was 20 square feet according to statistics published by the National Research Bureau Shopping Center Database. In addition to finding that **Roswell commercial property has excessive retail space** far greater than demand, the report also found that relative to surrounding areas, **average retail**

rents are lower, retail structures are in need of updating, and the limited lifespan of big box retail stores and deliberate **vacancies** hurt neighboring retail and contribute to blight.

The Roswell Urban Redevelopment Plan 2010. The current Redevelopment Plan is attached to this Technical Addendum as an important reference to be used by the community when preparing the Community Agenda. It summarizes most of the prior studies and provides detailed vacancy, aging housing stock, and other land use information for the following neighborhoods and/or subareas:

- GA 400 and Holcomb Bridge Road
- GA 400 and Old Alabama Node
- Northwest Quadrant of GA 400 (which has neighborhoods targeted by the Neighborhood Stabilization Program)
- Midtown Roswell
- Groveway Community

The plan also describes an impressive **list of projects** already undertaken or identified for each of the areas identified in need of redevelopment.

The Urban Redevelopment Area can be described as an older suburban retail district and historic downtown. The boundary is identified below in the Map of Areas of Special Attention, along with the official Opportunity Zone boundaries. The Technical Appendix provides the detailed maps of each, along with a discussion on the programs. Many of the properties are slum or blighted. Significant disinvestment, decay and obsolescence exist, especially along the commercial strip corridors that anchor this area. As new investment is directed toward these areas, market indicators are likely to improve, which benefits the overall economic development of the City.

III.9 Resources and City Initiatives and Programs

The City of Roswell plans to prepare a strategic Economic Development Plan during 2010-2011; it will coincide with the development of the Community Agenda.

The City also anticipates **an $8 million dollar parcel acquisition** to stimulate the redevelopment identified within the Redevelopment Plan. The actual dollar

amount will depend upon negotiation with property owners and funding alternatives.

The City hopes to acquire some of these properties with owner donations, which could make this figure lower. Acquisition is being negotiated for transportation connectivity improvements adjacent to Atlanta Street between the Square and City Hall, the proposed Northern connector (a.k.a. Big Creek Bridge Road) across GA 400, the industrial/office area from Old Ellis Road to Old Roswell Road, and Atlanta Street south of the Square. There will be no condemnation except as allowed under the Urban Redevelopment Law in order to clear a clouded title (friendly condemnation), or in cases of threats to public health and safety.

To optimize all potential funding sources, Roswell has also reviewed and considered several areas where a potential **Tax Allocation District** would function well.

Finally, the City has already invested or coordinated funding to make improvements within the redevelopment areas, and such investments send market signals to the investment community about City commitment (see complete listing in *Urban Redevelopment Plan – draft 2010*). Several improvements are planned, underway or have already occurred in the plan area. A listing of projects is found in the Technical Appendix document.
The Technical Appendix also provides an inventory of:

- Economic Development Resources
- Economic Development Agencies
- Training and Education opportunities

At least eight different agencies and over **two dozen programs** or funding mechanisms exist to provide resources for the City as it pursues economic development goals and objectives.

III.10 Issues and Opportunities

Issues

- The region and nation will take time to recover from the current recession.
- Several areas of the City suffer from disinvestment and are in need of redevelopment.
- The vacancy rates of retail have increased to 12.7%; the metro Atlanta region as a whole has excess retail and the North Fulton subregion is no different.
- The region experiences losses of high paying jobs and increases in low paying jobs.
- The region and nation rely upon service industries greater than manufacturing.

Opportunities

- The City of Roswell recognizes the economic indicators and plans to develop a strategic Economic Development plan.
- The municipalities in North Fulton have an opportunity to create a collective strategy to reorient retail zonings to other commercial or industrial employment uses.
- The City already has an Opportunity Zone established.
- The re-orientation of the economic base may position Roswell well for new service jobs in the medical and other high-paying professional fields, as well as new emerging green industries.
- Several large employers may have service and/or product input needs that new Roswell businesses could fulfill (medical, communication, finance industries).
- Many City residents are highly educated and employed in professional occupations, which creates an attractive labor force for new businesses.
- The City of Roswell already has intergovernmental relationships developed that position the City well for accessing new funding sources.
- The subarea studies and subsequent project investment conducted by the City bring visibility to the City as proactive, which helps send market signals about commitment to infrastructure improvements and public/private partnership possibilities.

SECTION IV – HOUSING

Snapshot. Most households (60% of all units) in Roswell live in single-family detached homes, which had a **median value of $192,849** in 2009. Around one-third of homes are valued **greater than $250,000**. The 2008 median **rent was $969**. In 2000, **23% of households were cost burdened** by housing (that means paying 30% or more of their monthly income to housing costs), and 9% were considered severely burdened (paying 50% or more). A few areas in the City have blighted and substandard housing, which the City actively works to address through the Urban Redevelopment Areas Plan, a federal Neighborhood Stabilization Program, an Opportunity Zone and other programs. Roswell has a Housing Authority, as well as several non-profit and other service providers for special needs and homeless services. The Technical Appendix provides the data source, tables, and additional information for material presented below.

IV.1 Housing Types and Mix

The City of Roswell's housing stock is characterized primarily by single-family, detached homes. This housing type, as shown in Table IV.1, made up over **61% of the housing units** in the year 2000. According to the Land Use analysis, 71% of total acreage in Roswell is zoned as residential – around 56% single-family and 15% multi-family and attached single-family. The dominance of single-family homes in the City is a trend common throughout North Fulton County, which was relatively undeveloped prior to rapid suburbanization in the late 1980s and throughout the 1990s.

Table IV.1 Housing Units by Structure and Occupancy 2000

Census 2000 Housing Units by Units in Structure and Occupancy				
	Housing Units		Occupied Units	
Size of Structure	Number	Percent	Number	Percent
Total	**31,389**	**100.0%**	**30,304**	**100.0%**
1, Detached	19,259	61.4%	18,974	62.6%
1, Attached	2,186	7.0%	2,128	7.0%
2 Units	324	1.0%	312	1.0%
3 to 4	1,081	3.4%	1,038	3.4%
5 to 9	2,529	8.1%	2,437	8.0%
10 to 19	3,797	12.1%	3,340	11.0%
20 to 49	987	3.1%	893	2.9%
50 or More	1,152	3.7%	1,108	3.7%
Mobile Home	65	0.2%	65	0.2%
Other	9	0.0%	9	0.0%

Source: ESRI Business Analyst Online (Census 2000)

Immediately adjacent to the major roadways, which feature the majority of city commercial development, more diverse housing types exist – attached units and multi-family. Multi-family housing is located primarily near the interchange of GA 400 and Holcomb Bridge Road, although some of these housing types are also found near the historic downtown area.

IV.2 Condition and Occupancy

The bulk of housing in North Fulton County, including Roswell, was built since 1980. As shown in Table IV.2, over 70% of the housing stock in the City of Roswell in the year 2000 was built in 1980 and beyond. The Census American Community Survey estimates that as of 2008, approximately 9% of all housing units were built in the year 2000 or later. Housing growth continued to take place from 2000 to 2010, but has begun to slow in recent years. This is due to the fact that the City has become largely built-out and few large tracts of undeveloped land remain available. Housing development in recent years has generally been on smaller tracts of land, filling gaps between existing developments.

In the City of Roswell, the majority of housing units are owned by their occupants. In 2000, nearly **65% of all housing units were owner occupied**. By 2010, it is estimated that owner occupied housing units have dropped to just below 60%. **Vacant housing** units are estimated at 6.2% in 2010, compared to 3.5% reported by the Census.

IV.3 Cost of Housing

Roswell's median housing value in 2000 was $204,718, but dropped to an **estimated $192,849 in 2009**. Falling housing prices have become common throughout the nation due to the recent economic recession. However prices are expected to stabilize, and a slight increase to $193,295 is projected by 2014.

Table IV.2

Roswell Owner Occupied Housing Units by Value						
	Census 2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
Total	**20,349**	**100.0%**	**22,919**	**100.0%**	**25,089**	**100.0%**
< $10,000	20	0.1%	63	0.3%	68	0.3%
$10,000 - $14,999	0	0.0%	2	0.0%	2	0.0%
$15,000 - $19,999	53	0.3%	61	0.3%	68	0.3%
$20,000 - $24,999	10	0.0%	42	0.2%	45	0.2%
$25,000 - $29,999	9	0.0%	24	0.1%	27	0.1%
$30,000 - $34,999	10	0.0%	22	0.1%	24	0.1%
$35,000 - $39,999	7	0.0%	21	0.1%	22	0.1%
$40,000 - $49,999	26	0.1%	46	0.2%	50	0.2%
$50,000 - $59,999	44	0.2%	69	0.3%	78	0.3%
$60,000 - $69,999	114	0.6%	199	0.9%	221	0.9%
$70,000 - $79,999	249	1.2%	388	1.7%	422	1.7%
$80,000 - $89,999	359	1.8%	478	2.1%	529	2.1%
$90,000 - $99,999	381	1.9%	824	3.6%	900	3.6%
$100,000 - $124,999	1,304	6.4%	3,243	14.1%	3,560	14.2%
$125,000 - $149,999	2,133	10.5%	2,376	10.4%	2,584	10.3%
$150,000 - $174,999	2,675	13.1%	2,165	9.4%	2,347	9.4%
$175,000 - $199,999	2,444	12.0%	2,012	8.8%	2,183	8.7%
$200,000 - $249,999	3,566	17.5%	3,442	15.0%	3,736	14.9%
$250,000 - $299,999	2,631	12.9%	1,931	8.4%	2,119	8.4%
$300,000 - $399,999	2,464	12.1%	2,502	10.9%	2,764	11.0%
$400,000 - $499,999	909	4.5%	981	4.3%	1,080	4.3%
$500,000 - $749,999	747	3.7%	1,611	7.0%	1,796	7.2%
$750,000 - $999,999	136	0.7%	161	0.7%	175	0.7%
$1,000,000 +	58	0.3%	256	1.1%	289	1.2%
Median Value	**$204,718**		**$192,849**		**$193,295**	
Average Value	**$240,164**		**$247,930**		**$249,035**	

Source: ESRI Business Analyst Online (Census 2000)

Housing values in 2009 indicate a range of price points available on the market in the City of Roswell. **7.4% of housing units cost between $70,000 and $100,000**, and **8.8% of housing units cost $500,000 or greater.** While there are few very inexpensive housing units in Roswell, there are also few extraordinarily expensive housing units, meaning most units are more moderately priced. In fact,

approximately **43% of all housing units fall in the $100,000 to $199,999 price range**.

Data in the Technical Appendix shows that around 63% of homeowners had monthly housing costs in 2000 between $1,000 and $2,499. About 10% had costs less than $1,000, while about 14% had costs of $2,500 or more. The **median monthly owner cost for units with a mortgage was $1,624 in 2000,** and is estimated by the ACS to be **$2,073 in 2008**. Vacancies have increased from 3.5% of the total housing units in 2000 to 6.2% in 2010.

IV.4 Cost Burdened Households

The US Department of Housing and Urban Development (HUD) prepares data from the Census to identify how many households are "cost burdened" – that is, are spending 30% or more of their income on housing. HUD also tabulates how many households are "severely cost burdened" – that is, spending 50% or more of their income for housing. The data also includes information regarding the percent of households that experience any housing problems, such as inadequate structures or overcrowding.

In 2000, **23% of Roswell households were cost burdened**, and **9.2%** of the population experienced a **severe cost burden** from housing expenditures. **62.2% of cost burdened renter households were elderly**, and **24% of home-owner, cost burdened households were elderly.**

IV.5 Special Needs Housing

Special needs housing includes facilities providing personal care, rehabilitation, housing and care for deinstitutionalized persons, HIV/AIDS patients, mentally ill, physically disabled, and developmentally disabled, as well as residential facilities for the frail elderly.

Housing data for these groups is difficult to obtain and will be augmented by community participation through the development of the Community Agenda by working with various sector service providers throughout the City.

At least three facilities – The Magnolias, Wesley Woods and the Manor on the Square – provide assisted living or nursing care in the City of Roswell. Services and housing resources for a variety of special and aging needs can be searched

through databases provided by the Atlanta Regional Commission's Aging Division, which hosts a website called "Age-Wise Connection": http://www.agewiseconnection.com/

IV.6 Emergency and Homeless Shelters

This type of housing consists of shelters for individuals who are homeless due to a variety of factors, including lack of money, domestic violence, substance abuse, mental illness, and physical illness. Homeless individuals are not as visible in suburban locations such as Roswell, but they are abundant enough to strain the caregiving facilities currently in place. In the region, there is always going to be a need for crisis or emergency housing in shelters. Roswell defers to the private sector and nonprofit groups with regard to providing such shelters.

According to HomeStretch, a nonprofit providing assistance to those in housing need, during 2009, approximately 3,250 families with dependent children will be homeless in Fulton County. Of these families, **812 are located in the North Fulton community**. Only 6% of the North Fulton population is aware that homelessness exists in the North Fulton area.

The HomeStretch program offers services through the **Housing Initiative of North Fulton** located at 89 Grove Way in Roswell. It provides transitional housing, and affordable housing assistance.

The Drake House Residential Assessment Center offers residential housing and in-depth assessments to approximately **40-50 families a year**. Each family stays approximately 90 days. The target population is single mothers with minor children. These mothers may be unemployed or underemployed and lack sufficient income to meet all the expenses of life in the North Fulton community.

IV.7 Housing Resources

The Technical Appendix inventories a series of housing resources available to the City of Roswell, including: a public housing authority; Community Development Block Grant (CDBG) Program; HOME funds, to assist nonprofit agencies with the financing of affordable housing units; the HOME Investment Partnership Program provides block grants for rehabilitation, new construction, and tenant-based rental assistance; and the Neighborhood Stabilization Program (NSP) under the

U.S. Housing and Urban Development (HUD) Department for the purpose of stabilizing communities that have suffered from foreclosures and abandonment.

Through the purchase and redevelopment of foreclosed and abandoned homes and residential properties, the goal of the program is being realized. The Northwest Quadrant (area of GA 400 and Holcomb Bridge Road) has been designated the City's recipient area for Neighborhood Stabilization Program funds because of the number of foreclosures and abandoned units to working with the City on the **acquisition, and rehabilitation** of foreclosed or abandoned residential property. These properties may be scattered site single-family homes or existing multi-family properties. The single-family homes will be sold to income-eligible homebuyers, used as long-term rental properties, or offered as lease-purchase units. Funding for this program is anticipated but is subject to availability.

In addition to services for homeless families and individuals, the Housing Initiative of North Fulton mentioned above also provides educational skills for low-income families who have nowhere else to turn. Their program attempts to intervene early in the stumble toward homelessness and guide neighbors back to self-sufficiency. They offer temporary housing for permanent solutions.

IV. 8 Housing: Issues and Opportunities

Issues

- The housing market will take time to stabilize; the housing bubble and bust resulted in a net decline in housing values. The foreclosure epidemic carries implications for Roswell home owners as well.
- A few areas of the City experience decline and substandard conditions.
- Affordability issues exist for the 12.3% of total households earning less than $35,000 per year, since the median rent of $969 is affordable only to those earning that amount or greater.
- 9% of the population was severely cost burdened (directing 50% or more of income toward housing costs) or cost burdened (paying 30% or more).

Opportunities

- A range of housing types exist with a range of price points.
- The City has armed itself with data for targeted areas of the City and has an Urban Redevelopment Plan that lays the groundwork for

redevelopment to spur investment and coordinate revitalization, including an acquisition plan utilizing a public/private partnership funding mechanism.

- New demand for different housing types and those seeking alternatives to large lot, single family homes given restricted credit markets will coincide with the timing of redevelopment projects the City would like to see.
- The Housing Initiative of North Fulton provides an important resource.

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SECTION V – NATURAL AND CULTURAL RESOURCES

Snapshot. The City of Roswell has a wide variety of natural and cultural resources from rivers and streams to historic structures, landscapes and cultural facilities and programs.

The City of Roswell is the first City in the Atlanta region to be certified as a **Silver Green Community** in the Atlanta Regional Commission's Certified Green Communities Program. Unlike many towns or cities, Roswell has maintained its small town sense of place by preserving natural and historic resources while fostering a first class cultural arts community and an award winning Park and Recreation system.

DID YOU KNOW…?

The Chattahoochee River is a protected by the Metropolitan River Protection Act. It is used for a variety of active and passive recreation.

Roswell has over 200 miles of rivers and streams.

V.1 Environmental Planning Criteria

Part V Requirements. Part V of the Georgia Planning Act of 1989 mandates the establishment of environmental criteria. The Georgia Department of Natural Resources' Environmental Planning Division established the criteria, and the City of Roswell incorporates all Part V requirements in its ordinances. These include the requirements for water supply watershed protection in the Big Creek Water Supply Watershed, which include a requirement for buffers and setbacks along perennial streams. Figure V.1 shows the protected water supply watershed, stream buffers, and groundwater recharge areas covered by the Part V criteria. The City exceeds these standards by applying buffers and streambank protection citywide. These measures also meet the requirements of the Metropolitan North Georgia Water Planning district Model Stream Buffer Ordinance (Figure V.2).

Other Protection Measures. The Chattahoochee River in the City of Roswell is protected by the Metropolitan River Protection Act, which establishes the 2000-foot deep Chattahoochee River Corridor and the Chattahoochee Corridor Plan, which includes standards for development in the Corridor, including river buffers and setbacks, and limits on land disturbance and impervious surface. All land-disturbing activity in the Corridor is subject to review for consistency with the Plan

Standards. The Corridor is also shown in Figure V.1. Additionally, all state waters are protected by the State Erosion and Sedimentation buffers.

Environmental Education and Protection. The City has a full time Environmental Education staff person who works with children and community groups. In addition, the City has an Environmental Compliance Officer who:

- Investigates water ban violations
- Investigates Illegal dumping
- Deals with storm water issues

V.2 Water Supply Watersheds

A watershed is defined as a ridge dividing two drainage areas and the area drained by a river. There are seven main watersheds in the City of Roswell, as shown on Figure V.1 and defined in the Rules for Environmental Planning Criteria. A water supply watershed is an area where rainfall runoff draws into a river, stream or reservoir used as a source of public drinking supply on land upstream from government owned public drinking intakes or water supply reservoirs. The City of Roswell currently has a water supply intake on Big Creek (also known as Vickery Creek), just upstream of Hog Waller Creek. See Section VII.6 for a discussion regarding the Metropolitan North Georgia Water Planning District and the management of water quality and supply.

Figure V.1 Natural Resources

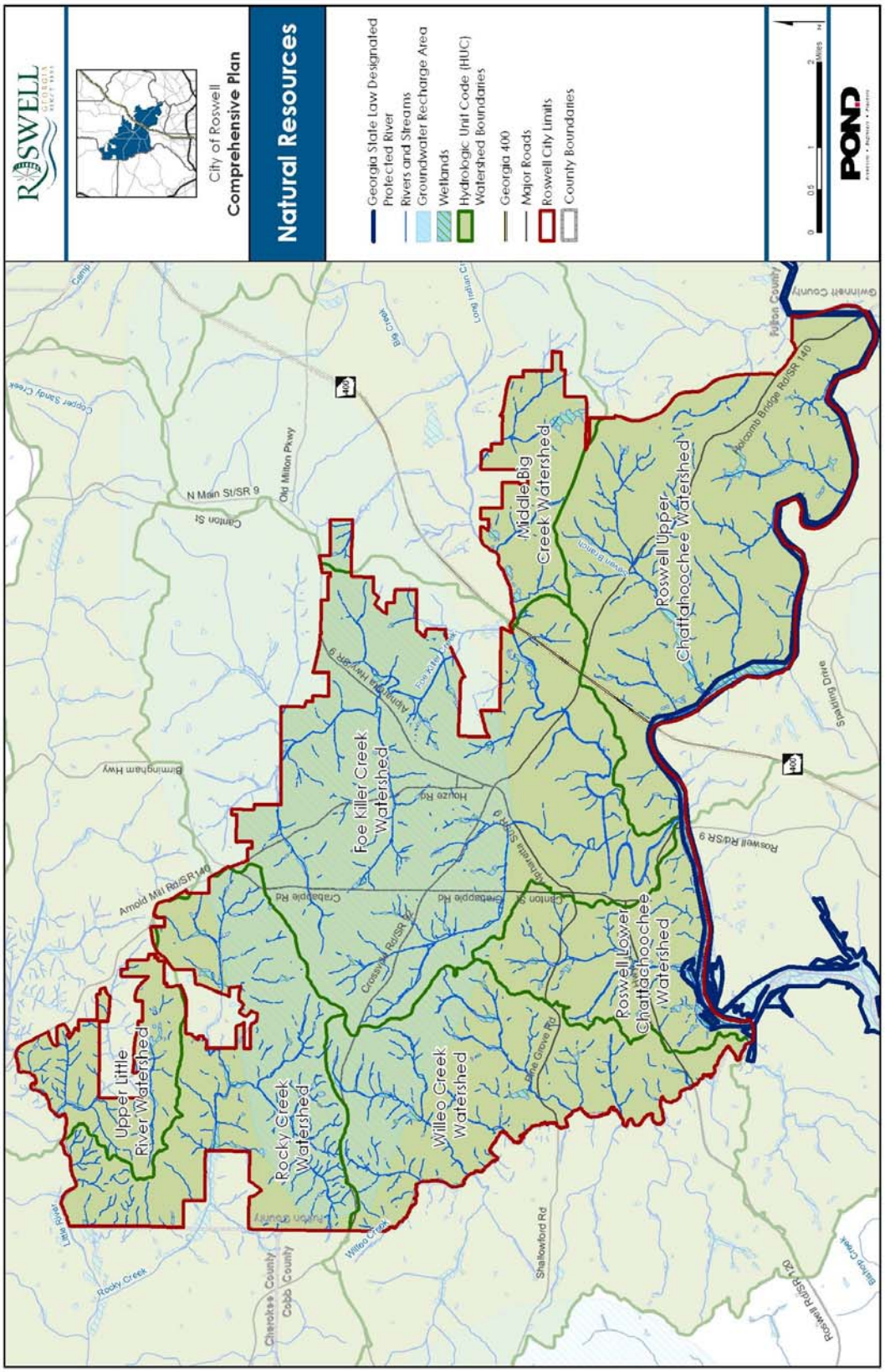
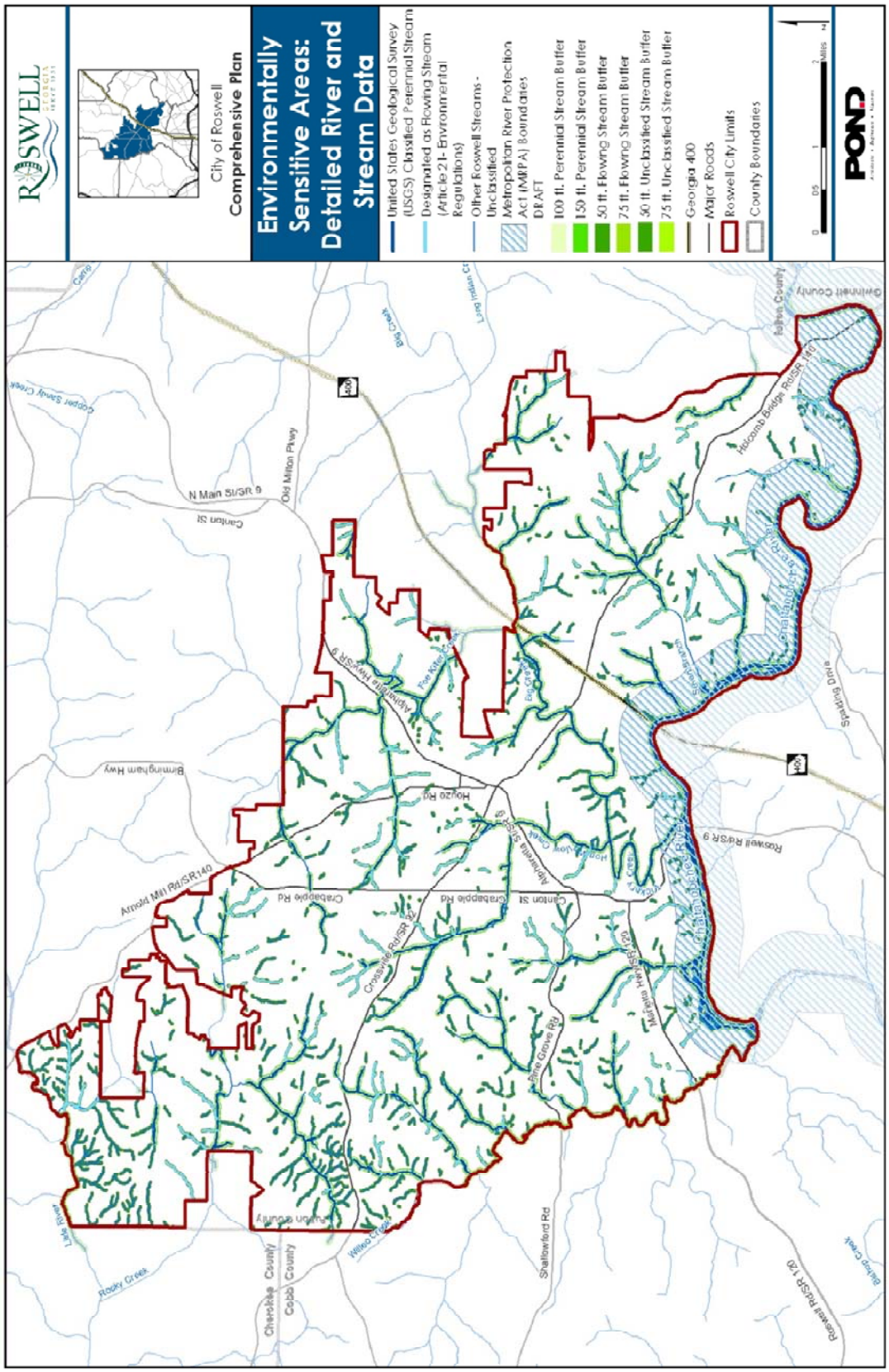


Figure V.2 Environmentally Sensitive Areas: Detailed River and Stream Data



V.3 Groundwater Recharge Areas

Groundwater recharge areas are portions of land where water is taken into the ground to replenish aquifers, the underground bed or layer of permeable rock, sediment, or soil that yields water. These areas are especially sensitive to hazardous substances, as their pollution could contaminate local drinking water. Groundwater Recharge Areas are protected by various restrictions enforced by the Georgia Department of Natural Resources. There is one large groundwater recharge area that lies under part of Roswell. This area is located in the northern part of Roswell containing the Foe Killer Creek Watershed, Willeo Creek Watershed and the Rocky Creek Watershed. Generally, that area lies north of Crossville Road and Holcomb Bridge Road, west of GA 400 (Figure V.1).

V.4 Significant Natural Resources

Prime Agricultural Land/Open Space. There is very limited undeveloped land in Roswell, less than 1,550 acres. There are a few properties that illustrate the original rural/agricultural character of Roswell:

- Hembree Farm, now owned by the Historical Society
- Lackey Road, working farm

V.5 Impaired Streams

Roswell has five impaired streams. Five of the City's streams are considered impaired and polluted. These are monitored by the Environmental Protection Division. These include:

- Hog Waller Creek
- Foe Killer Creek
- Willeo Creek
- Big Creek
- Rocky Creek

Roswell has very limited undeveloped land. The rural character of the City has eroded over time. There are very few examples of this character left in the City.

Hembree Farm: Owned by the Roswell Historical Society

Working Farm: Lackey Road

V.6 Wetlands

Wetlands (Figure V.1) are areas that are flooded or saturated by surface groundwater often long enough to grow vegetation adapted water-saturated silt. Wetlands often include swamps, marshes, bogs, and similar areas. Georgia currently has no specific legislation protecting wetlands, so protecting wetlands is responsibility of the Army Corps of Engineers. The Corps regulates drainage or filling of wetlands and protects navigation channels. Development of wetlands is prohibited unless there is no practical alternative, and even then the environmental consequences must be mitigated.

Roswell began implementation of these standards in 1997, via an amendment to the City's Zoning Ordinance. Wetland regulations are codified as Chapter 21.3 of Roswell's Zoning Ordinance. The most significant wetlands in Roswell are located adjacent to the Chattahoochee River south of Willeo Road and Azalea Drive, and along Big Creek just east of GA 400.

V.7 Plant and Animal Habitat

The U.S. Department of the Interior, Fish and Wildlife Service defines habitat as a combination of environmental factors that provides food, water; cover and space that living beings need to survive and reproduce. Habitat types include: coastal and estuarine, rivers and streams, lakes and ponds, wetlands, riparian areas, deserts, grasslands/prairie, forests, coral reefs, marine, perennial snow and ice, and urban areas. Roswell does not specifically regulate habitats, as defined above. The following Tables (V.1 & V.2) list the Habitat Areas by Quadrant (Figure V.3) and the listed species in Fulton County.

Table V.1

Habitat Areas		
Quadrant Name	**Species Type**	**Species Name**
Mountain Park, Georgia NE	Plant	Cypripedium acaule (Pink Ladyslipper)
	Plant	Rhus michauxii (Dwarf Sumac)
Roswell, Georgia NW	Plant	Rhus michauxii (Dwarf Sumac)
Roswell, Georgia NW	Plant	Rhus michauxii (Dwarf Sumac)
Mountain Park, Georgia SE	Animal	Quincuncina infucata (Sculptured Pigtoe)
	Plant	Rhus michauxii (Dwarf Sumac)
Roswell, Georgia SW	Animal	Cambarus howardi (Chattahoochee Crayfish)
	Animal	Cyprinella callitaenia (Bluestripe Shiner)
	Animal	Hamiota subangulata (Shinyrayed Pocketbook)
	Animal	Notropis hypsilepis (Highscale Shiner)
	Animal	Quincuncina infucata (Sculptured Pigtoe)
	Plant	Cypripedium acaule (Pink Ladyslipper)
	Plant	Rhus michauxii (Dwarf Sumac)
	Plant	Panax quinquefolius (American Ginseng)
	Plant	Schisandra glabra (Bay Star-vine)
Roswell, Georgia SW	Plant	Rhus michauxii (Dwarf Sumac)
	Plant	Schisandra glabra (Bay Star-vine)
	Plant	Waldsteinia lobata (Barren Strawberry)
Sandy Springs, Georgia NE	Animal	Cambarus howardi (Chattahoochee Crayfish)
	Animal	Elliptio arctata (Delicate Spike)
	Animal	Pituophis melanoleucus (Northern Pine Snake)
	Animal	Quincuncina infucata (Sculptured Pigtoe)
	Plant	Rhus michauxii (Dwarf Sumac)
	Plant	Schisandra glabra (Bay Star-vine)
Chamblee, Georgia NW	Animal	Elliptio arctata (Delicate Spike)
	Animal	Hamiota subangulata (Shinyrayed Pocketbook)
	Animal	Notropis hypsilepis (Highscale Shiner)
	Animal	Quincuncina infucata (Sculptured Pigtoe)
	Plant	Rhus michauxii (Dwarf Sumac)
	Plant	Schisandra glabra (Bay Star-vine)
Chamblee, Georgia NE	Plant	Rhus michauxii (Dwarf Sumac)
	Plant	Schisandra glabra (Bay Star-vine)

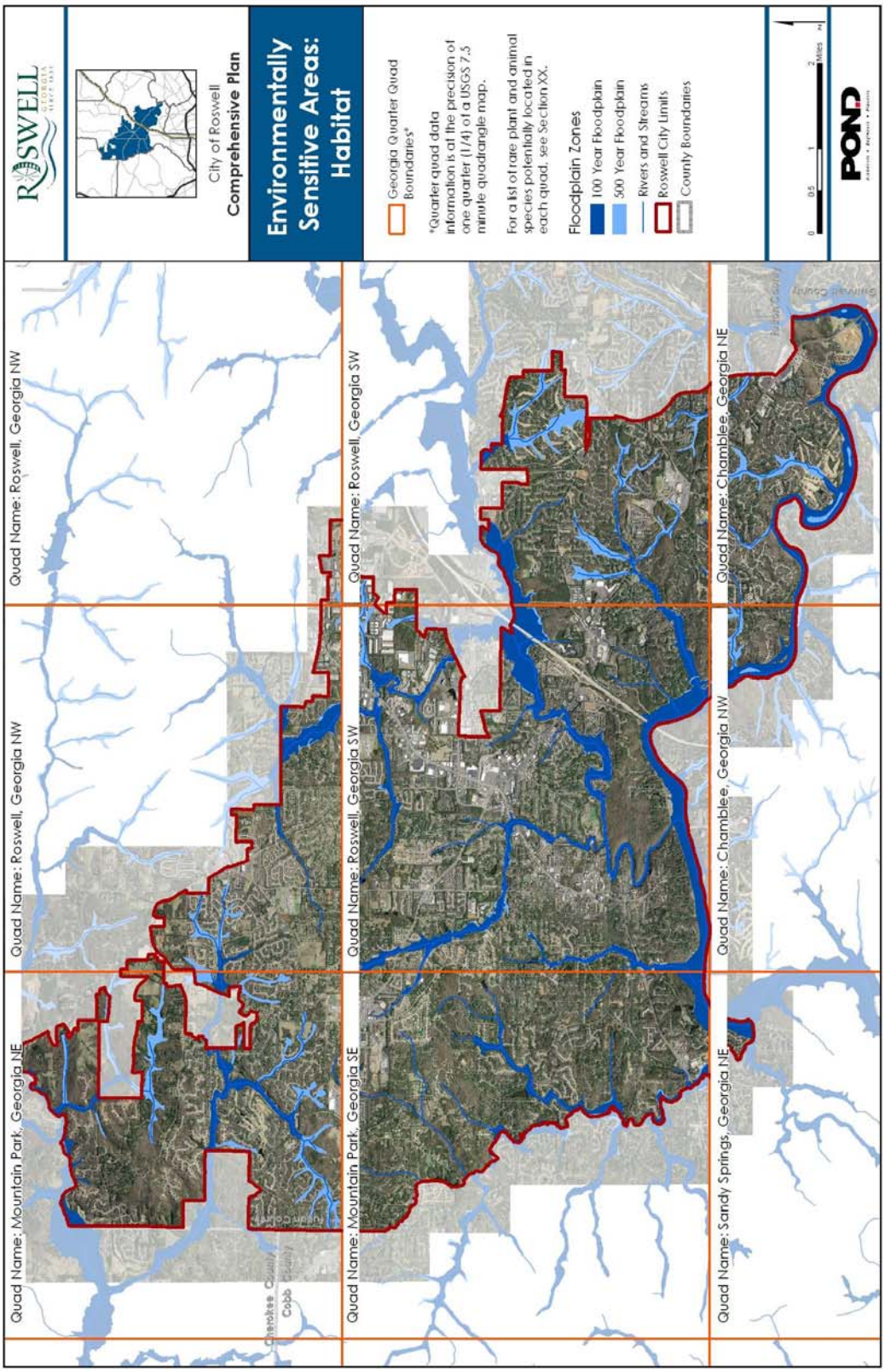
Source: www.georgiawildlife.com

Table V.2

Listed Species in Fulton County (updated May 2004)				
Species	**Federal Status**	**State Status**	**Habitat**	**Threats**
Bird				
Bald eagle *Haliaeetus leucocephalus*	T	E	Inland Waterways and estuarine areas in Georgia	Major factor in initial decline was lowered reproductive success following use of DDT. Current threats include habitat destruction, disturbance at the nest, illegal shooting, electrocution, impact injuries, and lead poisoning
Invertebrate				
Gulf mocassinshell mussel *Medionidus penicillatus*	E	E	Medium streams to large rivers with slight to moderate current over sand and gravel substrates; may be associated with muddy sand substrates around tree roots	Habitat modification, sedimentation, and water quality degradation
Shiny-rayed pocketbook mussel *Lampsilis subangulata*	E	E	Medium creeks to the mainstems of rivers with slow to moderate currents over sandy substrates and associated with rock or clay	Habitat modification, sedimentation, and water quality degradation
Fish				
Bluestripe shiner *Cyprinella callitaenia*	No Federal Status	T	Brownwater streams	
Cherokee darter *Etheostoma scotti*	T	T	Shallow water (0.1-0.5m) in small to medium warm water creeks (1-15m wide) with predominantly rocky bottoms; usually found in sections with reduced current, typically runs above and below riffles and at ecotones of riffles and back waters	Habitat loss due to dam and reservoir construction, habitat degradation, and poor water quality
Highscale shiner *Notropis hypsilepis*	No Federal Status	T	Blackwater and brownwater streams	
Plant				
Bay starvine *Schisandra glabra*	No Federal Status	T	Twining on subcanopy and understory trees/shrubs in rich alluvial woods	
Piedmont barren strawberry *Waldsteinia lobata*	No Federal Status	T	Rocky acedic woods along streams with mountain laurel; rarely in drier upland oak-hickory-pine woods	

Source: http://www.fws.gov/athens/endangered/counties/fulton_county.html

Figure V.3 Environmentally Sensitive Areas: Habitat



V.8 Parkland

Roswell has over 900 acres of parkland *(Figure V.4)*. The National Recreation and Parks Association (NRPA) established a benchmark for evaluating the need for new parks by calculating the acres of parkland per 1,000 residents. Roswell has 10.04 acres of parkland per 1,000 residents. For comparison, NRPA's core minimum standard for parkland is between 6.25 and 10.5. Table 5-4 in the Technical Appendix shows a list of all park facilities and their status.

V.9 Sustainability

Green Communities Program. As stated, the City of Roswell is the first City in the Atlanta Region to be certified as a Silver Green Community in the ARC's Certified Green Communities Program. Local governments are awarded points in 10 categories by implementing specific policies and practices that contribute to overall sustainability. Roswell has put the following measures in place which contributed to the certification:

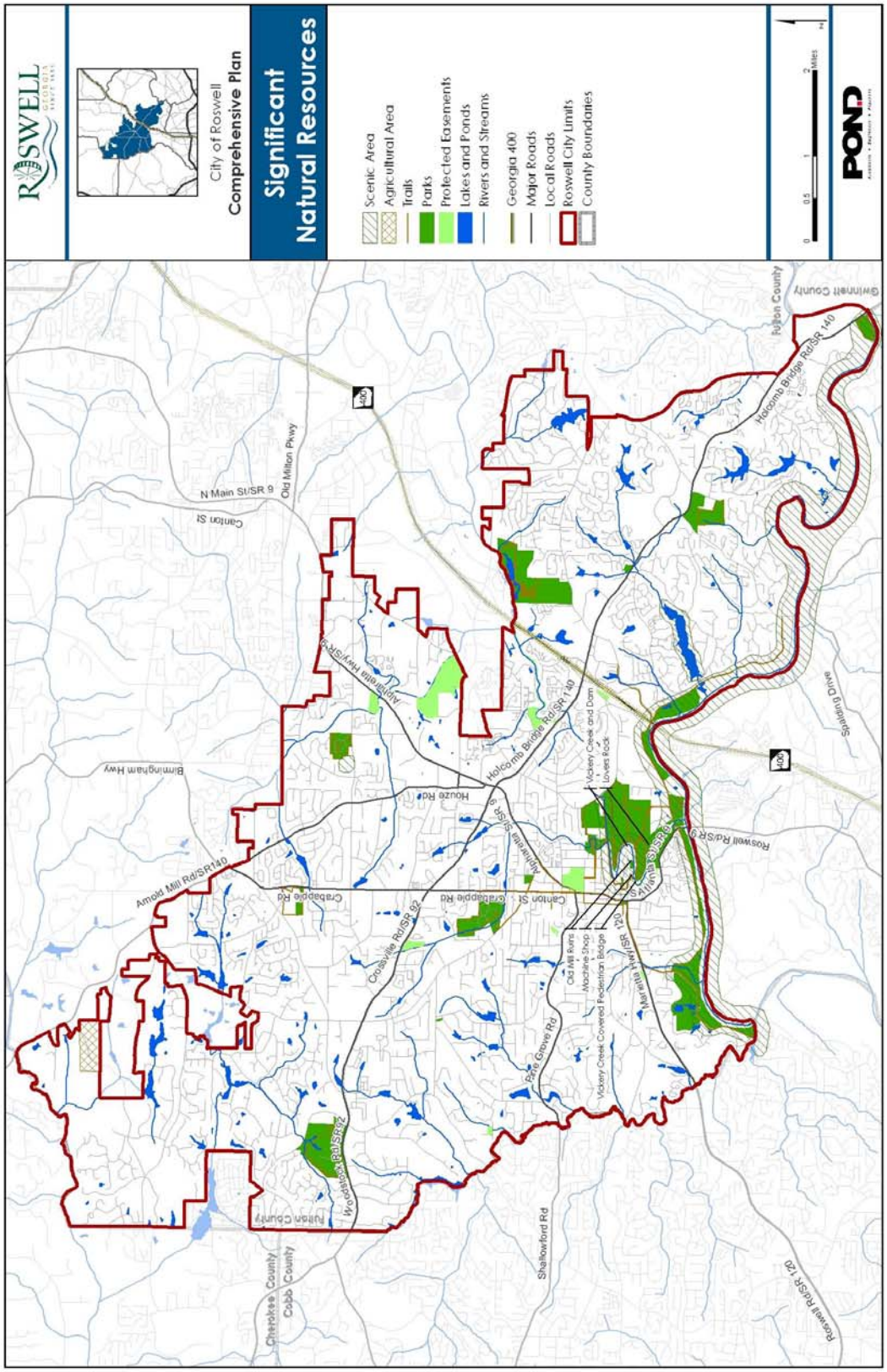
- Complete Streets
- Flex Work Arrangements
- "Green Fleet" Vehicles
- Lights Out/Power Down
- Green Purchasing
- No Net Loss of Trees
- Government LEED
- Resolution for the Use of Non-Bottled Water
- Energy Star/Earth craft
- Clean Air Campaign

Roswell has added water conservation measures along the Mimosa Boulevard Extension and in the new parking lot located off of this new roadway.

V.10 Cultural Programs

Programs. The City of Roswell has a very active arts and culture scene. The Recreation and Parks Department provides activities for people of all ages at a

Figure V.4 Significant Natural Resources



variety of locations and times during the year. The following is a list of some of the programs provided:

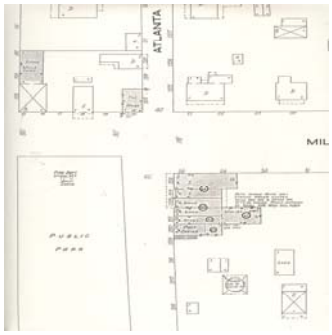
- Riverside Sounds
- Heritage Days
- Sundays on the Square
- Roswell Roots
- Roswell Reads
- Alive after 5

V.11 Historic Preservation

Background. Roswell was founded February 16, 1854. The founding fathers established a manufacturing village complete with housing, retail and worship opportunities. A detailed history of the development of the City is provided in the Technical Appendix

The City has long been a protector of its historic resources. This effort has been fostered by City Government, the Historic Preservation Commission and the Roswell Historical Society. The current Historic District boundaries, containing 640 acres, were approved in 1988. Two of the historic houses and the district were placed on the National Register of Historic Places in the 1970's. These include the Roswell Historic District, Barrington Hall and Bulloch Hall. The last National Register listing was approved in 2006, Smith Plantation. The City is a Preserve America Community.

Figure V.5 shows the Historic District Boundary as well as many of the resources that have been individually recognized over the years. A list of the resources can be found in Section 5 of the Technical Appendix. In addition, this map shows resources outside the district which are not currently protected.



1924 Sanborn Map: Town Square

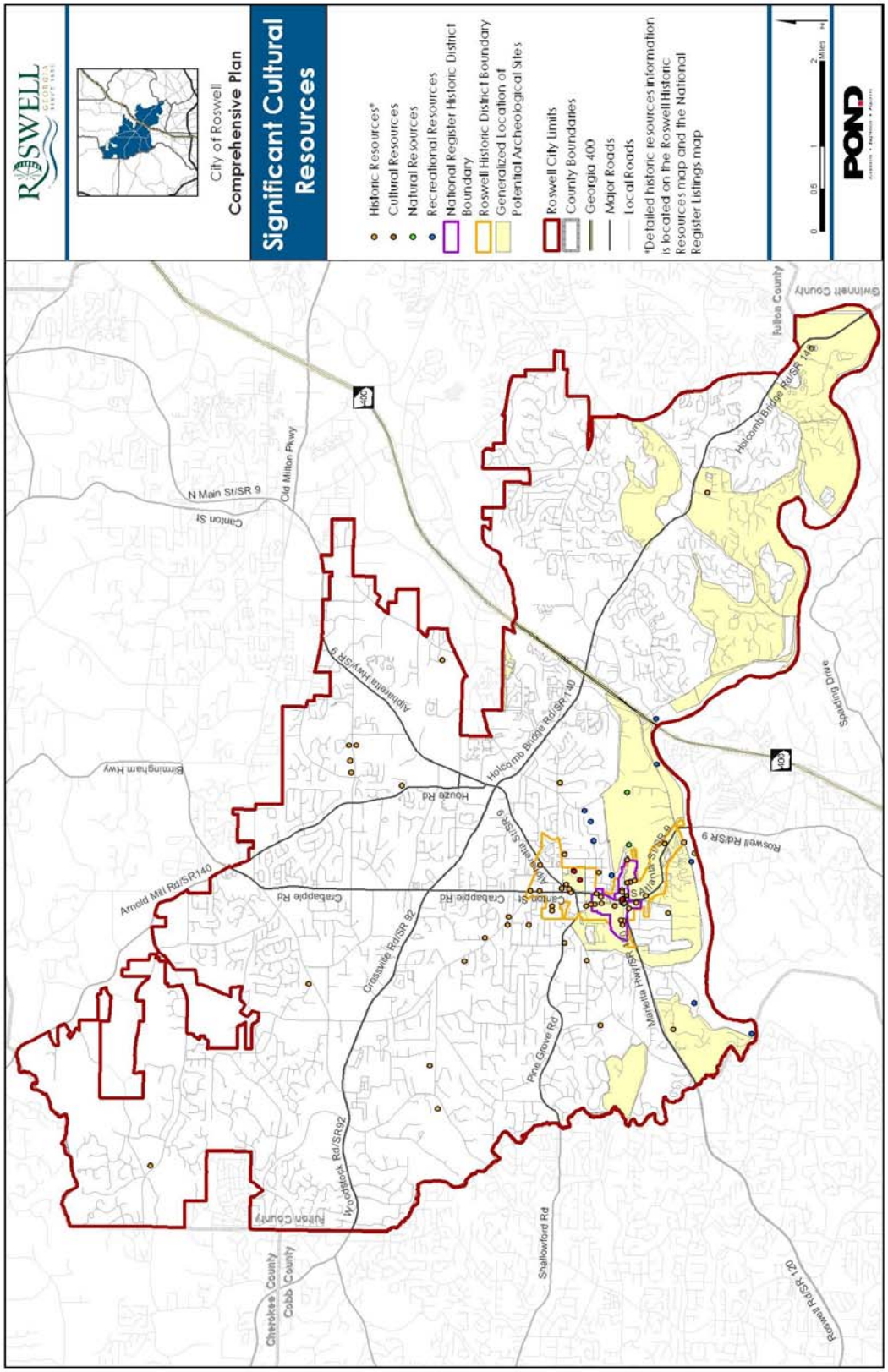
Buildings listed on the National Register of Historic Places

Barrington Hall

Bulloch Hall

Smith Plantation

Figure V.5 Significant Cultural Resources



Recent Past. In 1988, when the current Historic District boundaries were approved, the Mill Village/Factory Hill houses were neglected. This area has been revitalized and is considered a desirable place with a variety of housing options.

Hembree Farm. Hembree Farm, 1835, is one of the only farmsteads left in the City. The property was threatened by development pressure for many years. The Roswell Historical Society (RHS) recently acquired the property and has moved some of the buildings to preserve them, while a good portion of the original farm land will be developed into a residential subdivision. The RHS intends to restore the buildings and utilize the farm as a teaching facility.

Archeological Resources. Roswell is one of the only communities to protect archeological resources by city ordinance. The Community Development Department uses the Archeological Sites Predictive Model to determine whether or not there is a possibility of archeological resources on the subject property (Figure V.6).

Resource Inventories. In 2001, the City inventoried their historic resources. The inventory included resources from 1950-1959 and 1960-1969 because they would soon fall under the 50-year rule and possibly be eligible for listing on the National Register of Historic Places. These were mapped. Many of these building are what are considered "Ranch" houses. Until recently these buildings were not the focus of preservation efforts. The Historic Preservation Division in the State of Georgia has placed an emphasis on these structures. Roswell, like many other cities, has many of these examples.

Recent Past: Mill Village/Factory Hill

60 Sloan Street: Present/1988

72 Sloan Street: Present/1988

As part of the 2001 survey, the Historic Properties Map was created (adopted in 2003). This map (Figure V.7) categorizes all the properties in the Historic District as Historic, Historic Obscured, Non-Historic or Intrusion. This map has been updated to address changes in the Historic District. A new category has been added, Lost. A number of resources have been lost in the recent past, especially along Atlanta Street. The character of this street has somewhat eroded over time. The City has the opportunity to revitalize the character as it plans to make infrastructure improvements along this roadway. A study was completed in 2009 which reviewed these resources. The resources identified as "Lost" are probably not the only ones but start the conversation to identify the former character of the street and help define its future.

Historic Preservation Grants. The City has received grants and funding for Historic Preservation from the following sources:

- Department of Natural Resources Historic Preservation Division;
- Preserve America Communities; and
- Community Development Block Grant (CDBG).

Figure V.6 Archeological Sites Predictive Model

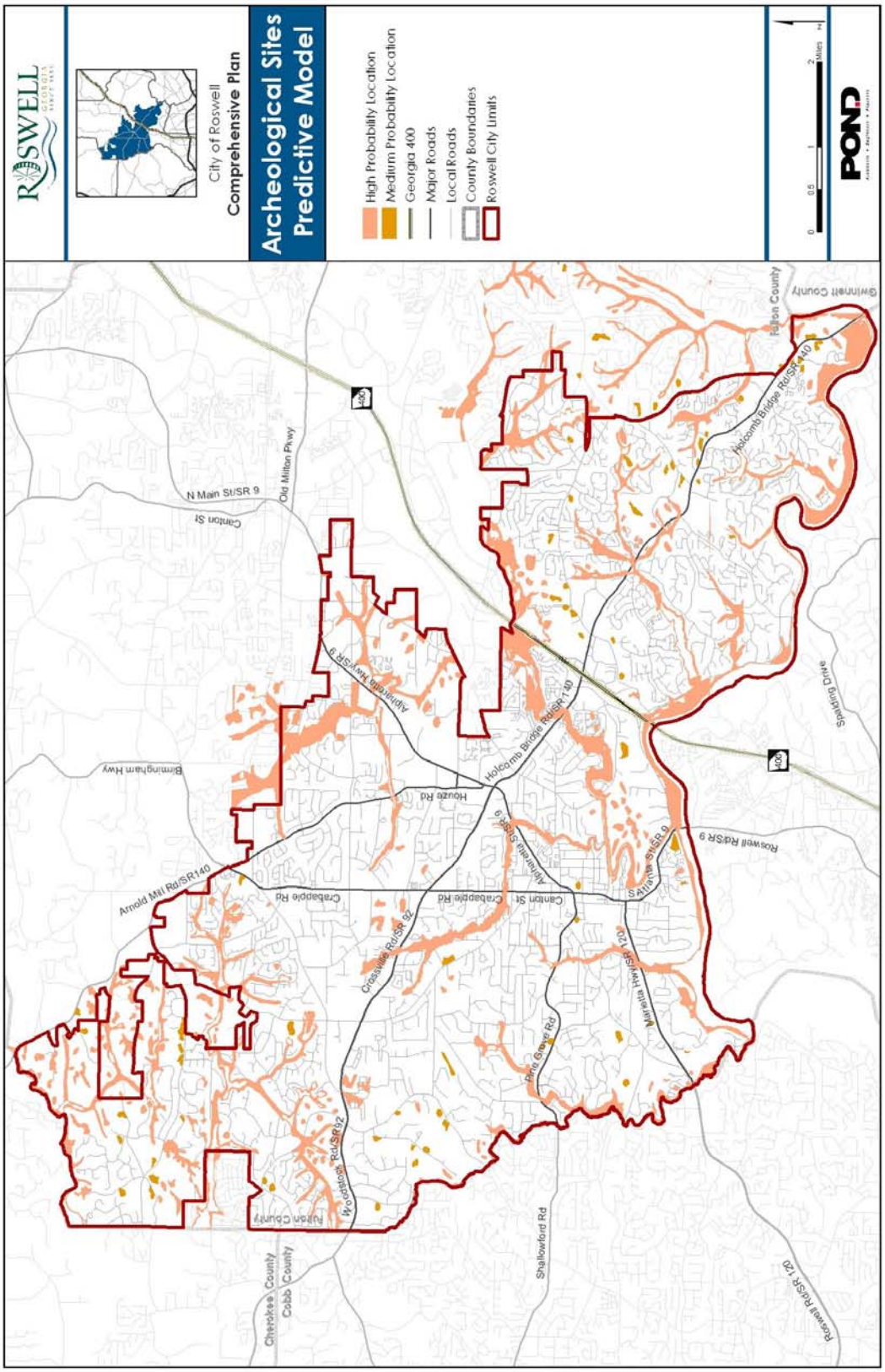
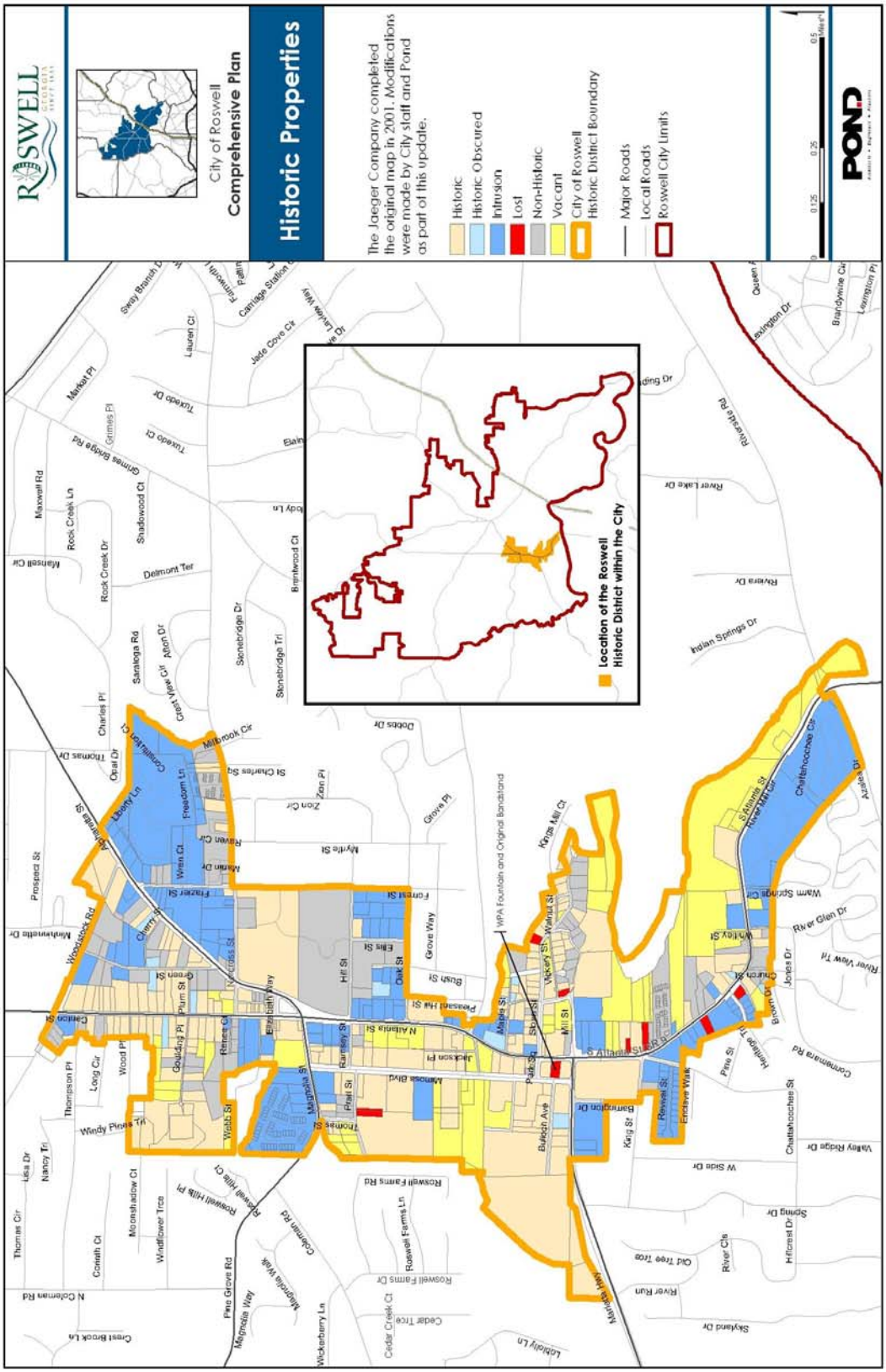


Figure V.7 Historic Properties



V.12 Issues and Opportunities

Issues

- Development has occurred in environmentally sensitive areas such as water supply, watersheds, severe topography, and areas with drainage problems.
- Stormwater runoff, non-point source pollution from development and population growth contributes to the degradation.
- The majority of land in the City limits has been developed. This coupled with the high cost of land makes it hard to acquire additional parkland and greenspace.
- Scenic views are not protected by ordinance.
- Habitats are not protected by ordinance.
- The 1974 National Register Nomination for the Historic District was complete at the time of submittal and is valid, but needs to be updated to meet today's standards.
- There are resources with possible historic merit outside the Historic District boundaries that are not protected.
- Historic properties along Atlanta Street/SR 9 are negatively impacted by the traffic conditions.
- A number of historic properties have been lost since the 1988 Historic District Survey.
- A number of historic properties along Atlanta Street/SR 9 are vacant and deteriorating.
- A comprehensive historic resources survey has not been done. This should include the Historic District and also be conducted Citywide.
- Some historic cemeteries are neglected and deteriorating.

Opportunities

- Some of the remaining undeveloped land is impaired by environmental constraints but may be appropriate for passive uses which can connect to the City park system.
- Further educate Roswell citizens about the importance of protecting water resources through the Education Officer in the Public Works/Environmental Department.
- The Chattahoochee River and Big Creek provide convenient access to various forms of recreation (trails, canoeing, rowing passive uses).

- The Johns Creek Environmental Campus (JCEC) not only provides additional capacity and state of the art technology, it also has educational space and signage.
- Require designation/requirements for additional parkland as part of development and redevelopment projects.
- Connect all parks and trails.
- Extend trails along the Chattahoochee River.
- Work with the National Park Service to further connect City park facilities to the National Park, like the covered pedestrian bridge.
- The City can further regulate utilization of existing topography and the integration of steep slopes, wetlands and scenic views through codes and ordinances.
- Work with the Chattahoochee Nature Center to facilitate the preservation of wildlife areas and wildlife movement in Roswell.
- Eligible areas of the City, including ranch neighborhoods, can be nominated to the National Register of Historic Places.
- As part of the Historic Roswell Gateway Project, planning for a feasible preservation and stabilization plan can be done for Atlanta Street/SR9. This can also re-create the "sense of place" along this roadway that has been eroding.
- Now that Hembree Farm is owned and under the control of the Roswell Historical Society, the City can work with them to rehabilitate and promote the complex in conjunction with the three house museums.
- Use the Roswell Voices Program, from the Convention and Visitor's Center, to expand historical knowledge about the City and its buildings.
- The Historic Properties Map has started the GIS process of mapping historic resources in the City. This effort can be expanded.
- The Historic District Guidelines have been rewritten, but not yet approved.
- The City has identified resources from the 1950's and 1960's. The City needs to determine the level of importance and protection that will be paid to such resources.
- Reconstitute the Downtown Development Authority.
- Seek funding for cemetery preservation.
- Promote historic preservation by providing information on rehabilitation tax credit programs.

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SECTION VI – COMMUNITY FACILITIES

Snapshot. The City of Roswell is over 150 years old. In 2004 the City celebrated its sesquicentennial with events throughout the year. The City has grown significantly since its founding, but has seen explosive growth since 1990. The population in 1990 was 57,043. It has now risen to 91,496. With each wave of growth the City has worked to ensure that the citizens have above average services. To meet the associated facilities and capital costs, the City adopted an impact fee in 1992 and a refined, new program in 2000, following state requirements. Eligible facilities for impact fee projects include public safety (police and fire), Transportation and Parks.

There are currently 616 City employees to serve the residents, business owners and visitors. Figure VI.1 illustrates the locations of facilities that serve the community including schools, cultural facilities, police stations, fire stations, recreational opportunities, hospitals and libraries. Roswell City Hall, also shown on Figure VI.1, was completed in the early 1990's and is 95,591 square feet.

Roswell City Hall

Roswell Law Enforcement Center

The Roswell Law Enforcement Center was constructed in 1992 and contains a 1.4 million dollar communication system.

Fire Station #1

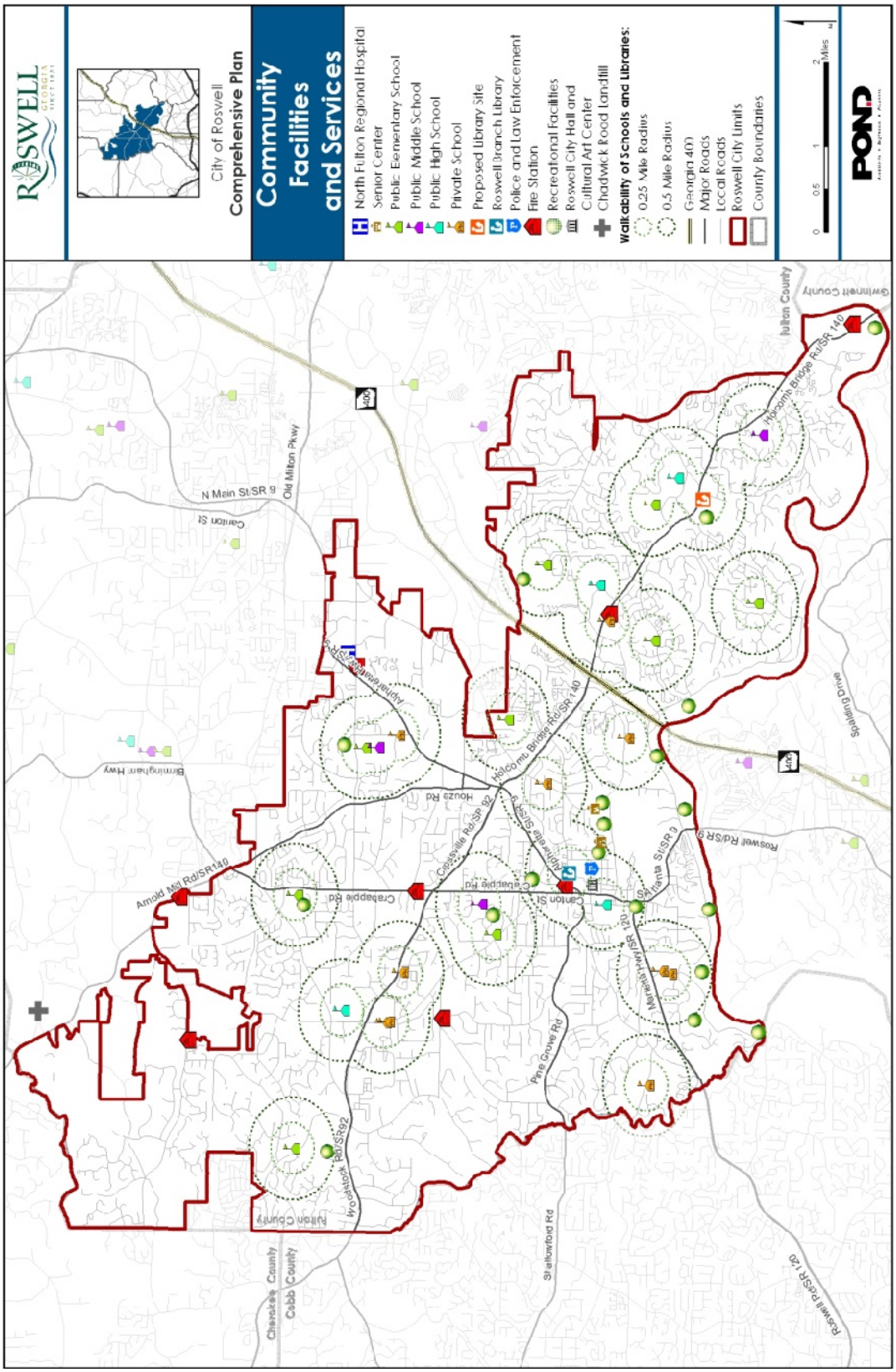
VI.1 Police Protection

There are 209 full-time positions in the Police Department, 137 of which are sworn police officers. It is one of **less than 400 law enforcement agencies** that have **received accreditation** from the Commission on Accreditation for Law Enforcement Agencies (CALEA).

The Police Department administers the following programs:

- Citizens Police Academy: This is part of the community policing effort. Each week the class focuses on a specific division of the police department.

Figure VI.1 Community Facilities and Services



- Crime Free Programs: The intent of this program is to keep illegal activity out of rental property. The Police Department works with the community including owners and managers of rental property.

Table VI.1 Comparison of Adopted LOS Standard and Year 2000 LOS

Comparison of Adopted LOS Standard and Year 2000 LOS			
Service Area	**1992 LOS Standard**	**Year 2000 LOS**	**Year 2000 LOS**
Transportation	LOS "D"	LOS "D"	none
Fire	1 bay/3,400 residents	1 bay/4,166 residents	766 residents per bay
Police	0.69 SF/resident	0.68 SF/resident	0.01 SF/resident

Table VI.1 above shows the Level-of-Service (LOS) standards adopted by the City of Roswell as part of the 2025 Comprehensive Plan, specifically dealing with Impact Fees. The LOS for the Police Department is measured based on the functional population and the current square feet of space allotted to the Department. The Department has not indicated that an expansion in square footage is planned, thus as the population rises the LOS will decrease. The Department can also determine their performance measures based on response time and officer to resident ratios.

VI.2 Roswell Fire Department

The Roswell Fire Department was established in 1937 and consists of 18 full-time employees and 119 part time volunteers. A Fire Museum, located in Fire Station #1, contains highlights of this Department's long history. The City presently has an insurance rating of "3". The ISO Public Protection Classification rates departments on a scale of one to ten, one indicating the best. This rating affects insurance rates.

There are seven fire stations (Figure VI.1) and one separate location for the headquarters. The Fire Department shares a training facility, the Roswell-Alpharetta Public Safety Training Center, with the City of Alpharetta, off Hembree Road.

The Department also provides Emergency Medical Services (EMS).

Similar to the LOS Standards established by Police Department, without additional bays at each fire station or new facilities, the growing population will

cause the LOS to decline. The LOS for the Fire Department is based on the number of bays and the functional population. This is the LOS method established for Impact Fees. As with the Police Department, other measures can be used to determine their LOS.

VI.3 Administration and Finance Department

There are 60 full time positions in the Administration Department and 24 full time positions in the Finance Department. The administrative arm of City government includes Human Services, Legal, Community Relations, Building Operations, City Clerk, City Administrator, IT, Grants, Budget Office and Municipal Court. The Finance Department safeguards all assets and controls the collection of fees.

VI.4 Community Development Department

There are 38 full time positions. This Department provides regulatory and administrative services, including planning, zoning, building inspections, economic development, code enforcement, engineering, impact fees and geographic information systems (GIS). The Department also staffs various boards and commissions.

VI.5 Transportation Department

There are 65 full time positions. This Department provides planning and design services to construct transportation facility improvements. The Department has completed an update to the Transportation Master Plan, originally approved in 2006. The Department has just finished negotiating with property owners along Alpharetta Highway/SR 9 for the necessary rights-of-way to implement the programmed

DID YOU KNOW…?

The Grants Division is currently administering over $26,000,000 in grant projects.

Roswell Riverwalk: $1,449,600

Community Relations: Roswell City TV (RCTV) is on the air 24 hours a day, seven days a week.

Historic Preservation Commission
Staffed by the Community Development Department: New Construction

streetscape improvements recommended in the Midtown Roswell Study. The City received a grant for over 2 million dollars from the Atlanta Regional Commission to make the improvements. The construction is scheduled to be completed in 2011.

DID YOU KNOW…?

Roswell Public Library (Branch No. 25) has 129,550 material holdings as of May 2010; had 264,992 patrons in 2009; and had a 2009 circulation count of 533,454.

Branch No. 25

Health: Fulton County ranks in the top quarter of Georgia counties on overall health outcomes and health factors according to the County Health Rankings report released by the University of Wisconsin.

VI.6 Public Works/Environmental

There are 92 full time positions. The Public Works/Environmental Department oversees: sanitation, fleet management, the recycling center, water resources and environmental protection/compliance, and environmental education, organized in three Divisions: Water Resources, Environmental Protection and Public Works. They are also responsible for water supply, treatment and distribution to parts of the City.

Fulton County provides watstewater treatment for the City of Roswell. The Big Creek Water Reclamation Facility (WRF) treats a portion of the wastewater generated in Roswell. The remainder of the wastewater generated in the City of Roswell is treated at the newly constructed Johns Creek Environmental Campus (JCEC). This innovative facility is situated on 43 acres off Holcomb Bridge Road in the City of Roswell adjacent to the Chattahoochee River near Garrard Landing (a new multi-use park). The location of the facility adjacent to a park is desirable as it allows for future expansion, if needed.

The facility features:

- Membrane Biological Reactor
- Permitted 15 mgd (millions of gallons daily)
- Education Facility and Signage
- Park and Walking Trails

VI.7 Health, Hospitals and Human Services

Grady Health System provides regional care to all citizens of Georgia but is only funded by Fulton and DeKalb County. Most services are provided by Fulton County. North Fulton Regional Hospital is located within the Roswell City limits.

Fulton County Department of Health and Wellness offers a vast array of programs that provide comprehensive health care for Fulton County citizens. They include both preventive care and treatment in the following areas: 1) infectious diseases; 2) women's and children's health; 3) environmental health; and 4) other services which include health education, stroke and heart attack prevention programs and refugee screenings.

Not all services are offered at every Public Health Center. The North Fulton Government Service Center is H1N1 Immunization site only. Three public health center locations in proximity to the City of Roswell include:

- North Fulton Health Center: 3155 Royal Drive, Suite 125, Alpharetta, GA 30004
- North Fulton Government Service Center (H1N1 Immunization site only): 7741 Roswell Road, Room 102, Sandy Springs, GA 30350
- Sandy Springs Health Center: 330 Johnson Ferry Road, Sandy Springs, GA 30328

Chattahoochee Nature Center

Cultural Arts Center

Barrington Hall Gardens: Utilizing the original layout.

VI.8 Libraries

Roswell currently has one library (Figure VI.1), located at 115 Norcross Street (Branch No. 25). This library is part of the Atlanta-Fulton Public Library (AFCPL) system which began in 1902 as the Carnegie Library of Atlanta. An additional library was approved and funded by 65% of Atlanta-Fulton County voters in 2008. The City of Roswell donated the land for the facility. It will be located at the corner of Holcomb Bridge Road and Fouts Road.

VI.9 Cultural Facilities

Fulton County operates cultural facilities and provides cultural services through the Fulton County Arts Council (FCAC) and the Parks and Recreation Department. Fulton County is the home of major cultural institutions in the Atlanta region and the State of Georgia. Many of these facilities, such as museums, theatres, amphitheatres, auditoriums, civic centers and botanical gardens are operated by private non-profit institutions and/or by municipalities within Fulton County.

In addition to Fulton County facilities and services, Roswell has the following resources inside the City limits:

- **Chattahoochee Nature Center** (Figure VI.1)**.** The Chattahoochee Nature Center, a county facility, is an educational and environmental center that serves an average of 35,000 children and 200,000 visitors annually. It contains over 187 acres of river marsh, fresh water ponds, woods, and a zoo for injured animals.
- **Roswell Cultural Art Center** (Figure V-1)**.** In addition to county services, the City of Roswell operates a 33,041 square foot cultural arts center which includes a 600-seat theater, community/multi-purpose rooms, and a historic research archives
- **Visual Art Centers:** Two visual arts centers located at Roswell Area Park and Leita Thompson Park.
- The City also operates **three historic properties**: Bulloch Hall, Smith Plantation and Barrington Hall (Figure 5-11 in the Technical Appendix).

DID YOU KNOW…?

Mimosa Elementary was the fastest growing school in Roswell from 2004-2005 to 2008-2009.

Roswell has been the Georgia Recreation and Parks Agency of the Year: 1974, 1979, 1984, 1988, 1990, 2000, 2005.

Pedestrian Bridge: Riverwalk

Playground: Garrard Landing

VI.10 Schools

The Fulton County School System was founded in 1871. It is one of the oldest and the fourth largest school district in Georgia. The system serves the cities of Alpharetta, Roswell, Mountain Park, College Park, East Point, Fairburn, Hapeville, Union City, Palmetto and unincorporated portions of Fulton County. There are approximately 12,000 full-time employees compared to 9,900 in 2005; 6,800 of whom are teachers and other certified personnel, who work throughout the county in 99 schools and other administrative buildings. During the 2009-2010 school year more than 90,000 students will attend classes in 58 elementary schools, 19 middle schools, 16 high schools(includes two open campus schools) and six charter schools. **A total of nine elementary, three middle and three public high schools are located in Roswell** (Figure VI.1)**.**

Figure V1.1 also shows the area of walkability; in terms of ¼ mile and ½ mile radius from a school. A large portion of residential homes are not close enough to a school to walk.

Four of the City's public schools are currently over capacity. During the 2009-2010 school year, two elementary schools were over capacity and seven were under capacity. By the 2010-2015 school year, five elementary schools are projected to be under capacity while four schools will be over capacity. The Fulton County School system is in the process of a building expansion program at Centennial High School which will increase the enrollment capacity from 1,775 students to 1,950 students beginning in the 2010-2011 school year. Once this addition is completed, the school is projected to be under capacity through 2015. A new high school will also open in the adjacent City of Milton in 2012. This new high school will reduce the enrollment of both Centennial and Roswell High Schools. All the City's middle schools are projected to be under capacity through the 2014-2015 school year.

VI.11 Recreation and Parks

The Recreation and Parks Department employs 107 people full-time employees and numerous part-time/seasonal employees. The Roswell Recreation and Parks Department was the 4th agency in the State and the 37th in the United States to be accredited. There are 18 parks encompassing over 900 acres (Figure VI.2). The Technical Appendix lists all park facilities and their status. **The ratio of parkland per 1,000 residents is 10.4.** This is well above the Metro area ratio of 7.40.

VI.12 Water

The City of Roswell obtains water from two sources: the City intake located on Big Creek and Fulton County. The City of Roswell provides water to 20% of the City area, with Fulton County providing water to the other 80%. The water provided to the City by Fulton County is through the Atlanta – Fulton County Water Resources Commission (AFCWRC) Water Treatment Plant. Fulton County owns and operates water lines in the City of Roswell with the exception of the City Roswell water services area. The City's service area is shown as the shaded area on Figure VI.3. Water from the Big Creek intake is treated at the Cecil Wood Water Treatment Plant. The City of Roswell has an EPD-approved permit to withdraw raw water from Big Creek, which allows withdrawals for municipal water supply purposes of up to 1.2 mgd while not exceeding 1.2 mgd in any 24-hour period. The supplemental water needed by the City is purchased from the North Fulton/Atlanta Treatment Plant in Alpharetta, via Fulton County Water Services. The source for this plant is the Chattahoochee River.

Since the City has two sources, Roswell's system is classified as a "blended water source." Both plants serve residential and commercial development. It is the goal of Fulton County Public Works to design new water lines to meet both present and future demands. The County will continue to coordinate development activities with the City of Roswell to insure adequate water capacities are planned to meet future demands, and to enforce water conservation measures in all new development in the City within the Fulton County Water Services area.

The County water service area serves approximately 80 percent of the City. The design capacity of drinking water facilities for the two plants is in Table VI.3.

Table VI.2 Water Treatment Plant Service Area

Water Supply and Treatment	
Water Treatment Plant	**Geographic Service Area**
Atlanta-Fulton County Water Treatment Plant	North Fulton County, Sandy Springs (majority), Atlanta, Roswell, Alpharetta, Forsyth County
Cecil B. Wood Water Treatment Plant	Roswell downtown area

Table VI.3 Water Treatment Plant

Water Treatment Plant		
Water Treatment Plant	**Plant Capacity in 2005**	**Useful Life of Facility**
Atlanta-Fulton County Water Treatment Plant	90 mgd	Through the 2021-2030 period
Cecil B. Wood Water Treatment Plant	1 mgd	Plan to decommission during the 2011-2020 period

Storage and Distribution

The City of Roswell's water system has 432,966 linear feet of water lines, 1 to 12 inches in diameter, which distribute up to 3 mgd in one pressure zone. A number of water distribution improvements are programmed, including major trunk line extensions, a fire hydrant upgrade and replacement program, a water line cleaning and lining program, and a water line looping program. Water conservation and leak detection programs have reduced unaccounted for water from 26% to 12% in the past three years and will continue.

Figure VI.2 Significant Natural Resources

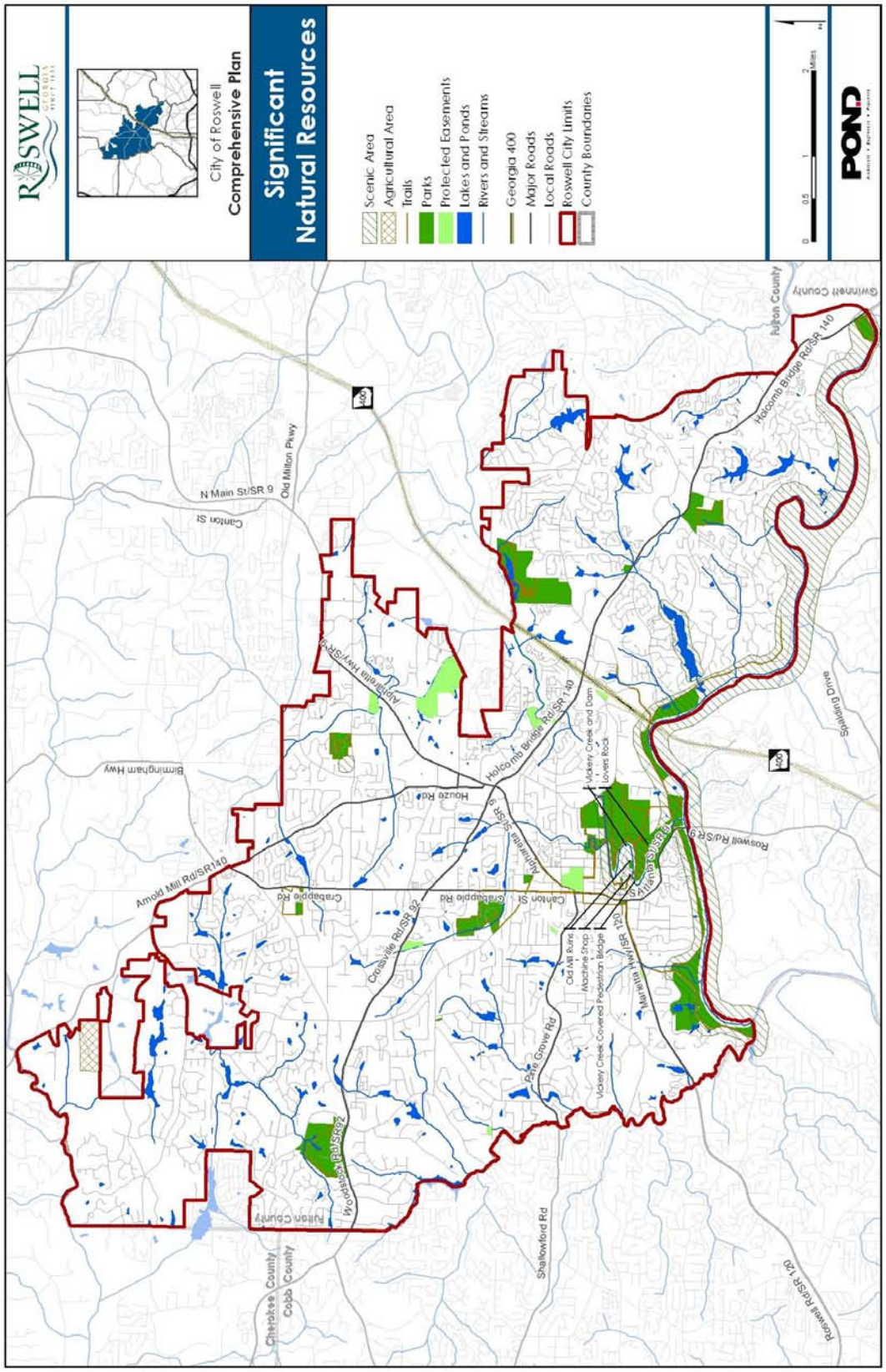
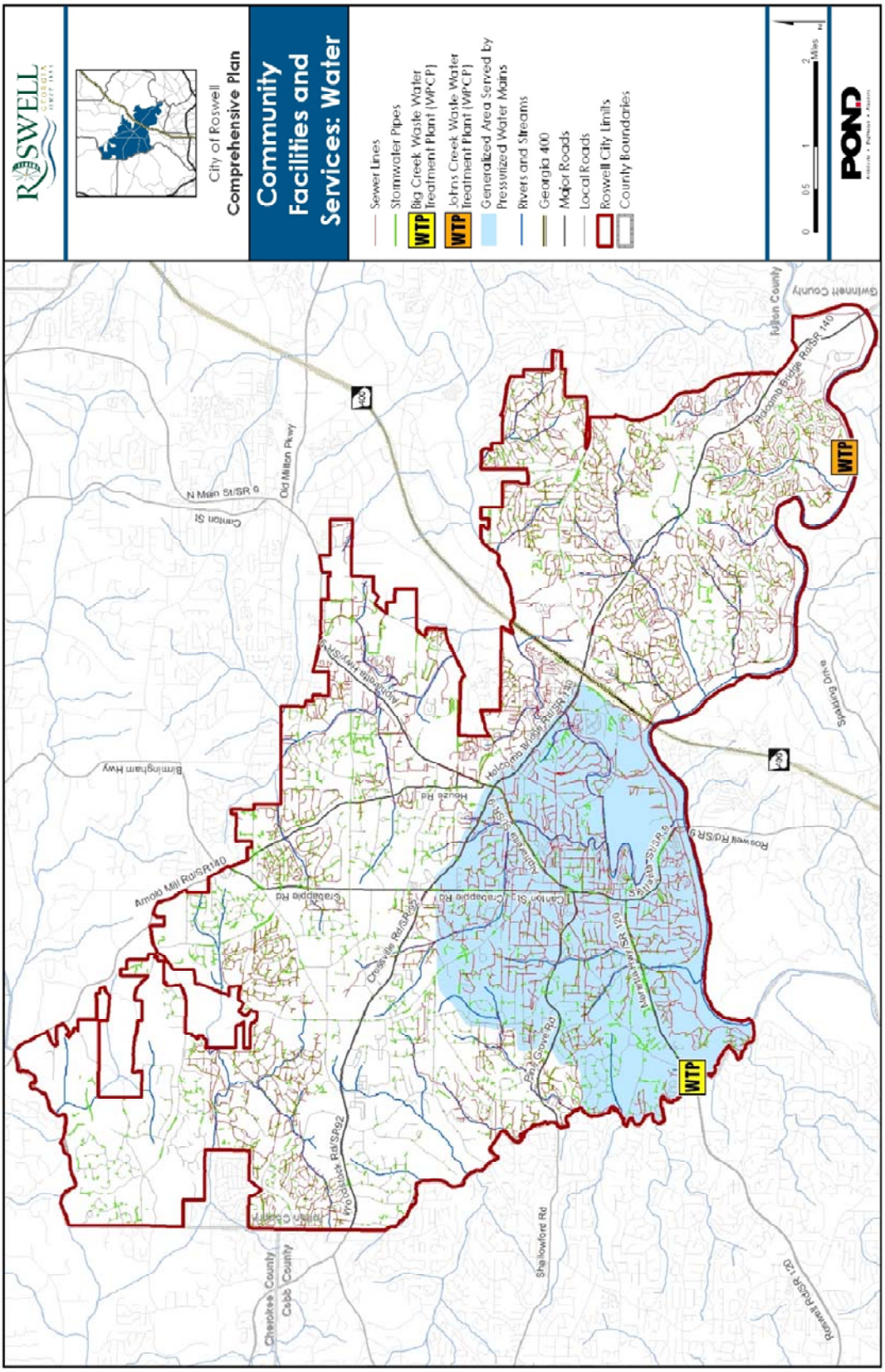


Figure VI.3 Community Facilities and Services: Water



Emergency Management

This service is generally handled by Fulton County but the City does, however, have an emergency warning system to alert residents to severe weather and other emergencies.

The emergency warning sirens are located at:

- Waller Park Extension
- 575 Riverside Drive
- Roswell Area Park
- Hardscrabble Road, near Roswell High School
- Sweetapple Park
- Hembree Park
- Fire Station #4
- East Roswell Park
- Minhinette Street

VI.13 Issues and Opportunities

Issues:

- Based on the Impact Fee methodology to determine Level of Service (LOS), the LOS will slowly decline as population increases unless additional facilities are added.
- Mimosa Elementary has increased significantly in size. In addition, the demographics are very different than other elementary schools in terms of the percentage of Hispanic students.
- There is no opportunity for sewer north of Cox Road.
- Water lines in many areas have been determined to be old and decaying.

Opportunities:

- Share facilities and personnel between jurisdictions.
- Redevelop along the newly created Mimosa Boulevard Extension.
- Utilize contacts established through the Midtown Roswell Streetscape project to form a business association.
- Since the creation of the Inclusion Task Force a detailed list, complete with priorities, of City facilities which are non-compliance with ADA has been created. The City could be a leader for the region on retrofitting City facilities for all citizens.
- Program the new library facility to fit community needs.

SECTION VII – INTERGOVERNMENTAL COORDINATION

Snapshot. The City of Roswell has actively worked with the surrounding municipality, county, state and federal governments to effectively use resources including funding, equipment and personnel. The City utilizes **intergovernmental agreements** to facilitate cooperation when dealing with water resources, police matters, fire protection, transportation construction and planning, land use planning, housing construction and planning, historic preservation planning and implementation, library resources and economic development. The City works with adjacent cities in North Fulton regularly. These coordination efforts in transportation and land use planning will assist the participating municipalities when applying for additional funding resources. In addition, coordination efforts support cohesive, quality development in the North Fulton sub-region.

VII. 1. Local Governments

Adjacent Municipal Governments. The adjacent local governments are the cities of Alpharetta, Johns Creek, Milton, Mountain Park and Sandy Springs. Planning efforts may position the North Fulton cities better for funding opportunities and public buy-in if conducted jointly.

County Governments. The counties Roswell currently coordinates with, and has potential to partner with in the future, include Cherokee, Cobb, Fulton and Gwinnett counties.

VII.2. Intergovernmental Coordination by Planning Topic

Intergovernmental coordination and agreements are essential for a City or County government to function effectively. The following text is a description of specific agreements which organized by the corresponding planning topic sections of the Comprehensive Plan.

Housing.

- *CDBG/HOME.* Roswell has access to Community Development Block Grant (CDBG) funds and HOME Investment Partnership Program funds administered through Fulton County. Roswell is an entitlement City. The City has maintained a policy on how these funds can be spent based on the Federal requirements. The City has historically used CDBG funds for streets, sidewalks, waterlines, parks and facilities rather than housing. In the past the City has

not partnered with the County on projects. CDBG and HOME funds could be coordinated and targeted to make the greatest impact on community development needs. HOME funds have been used for housing by Community Housing Development Organizations (CDHOs).

- *Roswell Housing Authority.* The City's Public Housing Authority, Roswell Housing Authority, is required to report to and interact with the U.S. Department of Housing and Urban Development. The City does not run the housing authority. It is administered through the Office of Public and Indian Housing (PIH) which is funded and controlled by the U.S. Department of Housing and Urban Development (HUD). It is the only project of its kind within the City boundaries.
- *LCI (Livable Centers Initiative) and Master Planning.* The City of Roswell has undertaken many successful studies. Roswell partnered with the Atlanta Regional Commission on three of those efforts.
  - *Midtown Roswell Redevelopment Plan*: The Midtown Roswell Redevelopment Plan was approved by the Roswell Mayor and City Council in January of 2003 and is now formally incorporated into Roswell's Comprehensive Plan. Midtown Roswell extends from Norcross Street to the Holcomb Bridge Road area along Highway 9.

    To assist with the implementation of the Midtown Roswell Redevelopment Plan, the City was awarded a **grant of $2,246,400** through the Atlanta Regional Commission's Livable Center Initiative (LCI), which the City matched with $561,000 to implement the Alpharetta Street beautification and Access Management and Intersection Improvements at

Roswell Housing Authority: The City of Roswell is actively working with the community and the Roswell Housing Authority to implement the Groveway Community Study. The plan intends to create an "Arts Village" in the area.

Proposed plan

Existing Housing Authority Property

Thomas/Strickland and Mansell Circle at Highway 9 projects. The design phase is complete and construction has begun.

- *Atlanta Street Corridor Study*: The Atlanta Street Corridor study was approved by Mayor and Council in 2008. The study area encompasses all land within approximately one-quarter mile of Atlanta Street (State Route 9) from the Chattahoochee River to Norcross street, including the Town Square, Mimosa Boulevard, Factory Hill and the Mill, which is now a heavily traveled regional commuter route and a local roadway connecting all the historic and cultural assets in the corridor. Regional growth has resulted in significant peak hour traffic congestion and safety concerns. The unique historic character is one of the City's greatest assets. Historic antebellum and turn of the century homes, subdivisions, strip retail centers and underutilized industrial areas are all present along the corridor. This study analyses possible solutions for economic development, pedestrian connectivity, land use and zoning changes, as well as other factors that play a role in the sensitive redevelopment of this area.
- *Grove Way Community Study:* One area that the Atlanta Street Corridor plan specifically focused on is the Oak Street/ Grove Way area which recommended redevelopment of this area as an "Arts Village" which will have an impact the Housing Authority Development. The City is involved in discussions about how the limited public housing, or future lack of, in Roswell might evolve or change, consistent with changes in federal housing policies. The ARC Community Choices program will assist the City in implementing the results of a charrette conducted with this neighborhood by preparing regulatory tools.

- *Community Housing Development Organizations (CHDOs).* There are also private or quasi-public social service providers, CHDOs, described in the Housing Chapter. Those groups, while not governments per se, deserve attention in terms of coordinating common objectives, especially in order to secure federal funds. Many of these groups have utilized HOME funds to assist them in funding projects.
- *Other Housing Funding.* The Community Development Department also monitors housing programs and resources available from the Georgia Department of Community Affairs and other funding sources.

Economic Development.

- *North Fulton CID.* The North Fulton Community Improvement District (CID) was formed in 2003 by a group of business leaders committed to maintaining and enhancing the North Fulton community. With the goal of investing in an even more vibrant and sustainable North Fulton, the CID serves as a catalyst for transportation planning, investment and improvement.

  The North Fulton CID is a self-taxing district that spans from Mansell Road north to McGinnis Ferry Road. A voluntary tax, paid by commercial property owners within the District's boundaries, funds the CID's efforts to improve the area. The cities of Alpharetta, Milton and Roswell fall within the CID's boundaries, and all three cities partner with the CID on projects, planning and initiatives.
  The North Fulton CID is committed to enhancing the community and improving the quality of life for the nearly 400 property owners along the GA 400 corridor and area's more than 77,000 employees represented by the District.
- *Convention and Visitors Bureau (CVB).* The City has a Convention and Visitors Bureau (CVB) that conducts economic development-related functions, including but not limited to event planning, promotion, marketing and studies, that require continued attention with regard to coordination. The CVB is "The Official Destination Marketing Organization for the City of Roswell."

Natural and Cultural Resources

- *Big Creek.* Implementation of protection measures in the Big Creek water supply watershed is a key coordination challenge. The Natural Resources Section describes the requirements and this section discusses further the intergovernmental coordination efforts implemented to date. The protection of wetlands in the City requires the Engineering Division of the Community Development Department to work with federal agencies – the U.S. Environmental Protection Agency, the U.S. Army Corps of Engineers, and sometimes the U.S. Fish and Wildlife Protection Agency – in the delineation and protection of wetlands (or disturbance of them and mitigation of losses to the wetland inventory).
- *Big Creek Watershed*. This has been one of the more important and challenging areas of intergovernmental coordination Roswell has faced. Rules of the Georgia Department of Natural Resources, Environmental Protection Division, require protection measures for small water supply

watersheds. Big Creek, as noted in the Natural Resources Section of this plan, is a water source for the City of Roswell.

- The Big Creek Water Supply Watershed (see Natural Resources Element) includes six local governments: Roswell, Alpharetta, Cumming, Fulton County, Forsyth County, and Cherokee County. These are the local governments that participated in the 2000 Big Creek Watershed Study. Incorporations and annexations have eliminated the unincorporated portions of Fulton County in the watershed, and the watershed now includes portions of the Cities of Johns Creek and Milton. The City has participated in a process with other local governments and the Atlanta Regional Commission to ensure that its watershed protection efforts meet or exceed state administrative rules and regional requirements.
- After many years, the Atlanta Regional Commission published a **Big Creek Watershed Study Master Plan.** The Big Creek Study was a cooperative effort among the affected jurisdictions and was facilitated by the Atlanta Regional Commission.

- *Air Quality.* The U.S. Environmental Protection Agency has designated a 20-county area around Atlanta as a non-attainment jurisdiction for ozone. Ozone is created by a photochemical reaction of a mixture of organic compounds and nitrogen oxides (created by fuel combustion) and is a major air pollutant in the lower atmosphere. The City of Roswell will need to cooperate with any regional air quality plan mandated by the U.S. Environmental Protection Agency and transportation plan prepared by the ARC and GRTA.
- *Joint Training in Erosion Control Inspection.* In 1998, Roswell, Alpharetta, and the Fulton County Soil and Water Conservation District formed a partnership for on-going erosion control training.
- *MRPA and Other Reviews.* Review of development within the Chattahoochee River Corridor requires special reviews for consistency with the Atlanta Regional Commission's Chattahoochee Corridor Plan. The Community Development Department coordinates those reviews with ARC's participation. When development occurs in flood plains (which is largely prevented by Roswell's regulations), flood plain maps must be updated, and the Department of Community Development has to report variances to the flood plain regulations to the Federal Emergency Management Agency. The Fulton County Extension Agent and the Soil and Water Conservation District

serve as resources to the City in terms of soil conservation and certain development and erosion control practices.

- *Endangered Species.* While Roswell does not directly enforce federal laws and rules for endangered species, there is some interaction with the **U.S. Fish and Wildlife Service and the State Department of Natural Resources** if issues of protected or endangered species arise in development proposals. As noted later in this chapter, the existence of the Chattahoochee River National Recreational Area in Roswell suggests that the City can coordinate with the National Park Service and ideally look for ways to co-deliver certain law enforcement activities in nationally designated areas.
- *Historic Preservation.* The City of Roswell coordinates with the **Historic Preservation Division of the Georgia Department of Natural Resources** in terms of the future designation of historic properties, districts and sites to the National Register, as well as when investigating funding sources through the various grants available through the State. Working regionally with existing and new cities will be beneficial for tourism.

  Internally, policies regarding Historic Preservation are implemented by the City's Historic Preservation Commission. Policies support coordination with the Convention and Visitors Bureau, the Roswell Historic Society and the Historic Roswell Merchants Association, as well as others, with regard to historic preservation efforts.
- *Preserve America.* The City has been designated **a Preserve America Community** and received two grants through this program. One was directly from Preserve America and the other was from the State Historic Preservation Division, based on a grant they received from the Preserve America Program to preserve historic cemeteries in Georgia.

  Every effort should be made to capitalize on these funds as long as they are available.
  - *Taxation.* Federal and state fiscal and taxation laws and programs can significantly benefit the success of individual efforts to preserve historic structures and sites.
    - *Federal:* Two federal tax incentive programs (Public Law 99-514) currently apply to preservation activities: the **Rehabilitation Investment Tax Credit (RITC) program**, and the **charitable contribution deduction**. The Technical Appendix describes these programs.

- *State:* Historic residential and commercial properties are eligible to participate in both programs. The property must be a "certified structure" and the Historic Preservation Division must certify the rehabilitation.

  The Georgia Preferential Property Tax Assessment Program for Rehabilitated Historic Property allows eligible participants to apply for an 8-year property tax assessment freeze. The Georgia Preferential Property Tax Assessment Program fact sheet provides an overview of the state tax abatement program and those properties that may be eligible to apply for this incentive.

  The Georgia State Income Tax Credit Program for Rehabilitated Historic Property allows eligible participants to apply for a state income tax credit equaling 25% of qualifying rehabilitation expenses capped at $100,000 for personal, residential properties, and $300,000 for income-producing properties. The Georgia State Income Tax Credit Program fact sheet provides an overview of the state income tax credit program and those properties that may be eligible to apply for this incentive.

VII.3 Governments and Agencies

The following sections identify specific governments and agencies that Roswell will need to coordinate with during the planning horizon. The discussion begins with North Fulton, as defined above, and then moves to discussions about individual cities, the counties and ends with state and federal agencies.

North Fulton Region

- *North Fulton Comprehensive Transportation Plan (NFCTP).* The program provides a mechanism for North Fulton cities to coordinate their local transportation plans. Coordinating priority improvements in the sub-region helps leverage the projects the cities identify within the regional transportation planning process. A key outcome of the program is identifying or reconfirming local community visions and priorities. Coordination with the regional transportation planning process and regional development plan policies helps ensure jurisdictions will develop plans meeting regional goals. Land development regulations for site development can help address many

transportation issues and the NFCTP provides recommendations to address these issues.

- *EverGreen School Program.* The mission of the EverGreen School program, administered by the Roswell Environmental Education officer, promotes environmental stewardship by providing resources and support for all public and private schools in North Fulton. Home school providers in North Fulton County are also eligible to participate in the program.
- *The Greater North Fulton Chamber of Commerce (GNFCC).* The mission of the GNFCC is to be the catalyst for economic development, business growth, and quality of life in North Fulton. As such, this organization acts as a coordination tool for the City of Roswell to participate in the larger North Fulton economy.

  The GNFCC promotes the interests of its members by assuming a leadership role in making North Fulton an excellent place to work, live, play and stay. They provide one voice for all local businesses to influence decision makers, recommend legislation, and protect the resources that make North Fulton a popular place to live.

Specific North Fulton City Coordination Efforts.

All of the North Fulton cities, excluding the City of Sandy Springs, have a contract with E.M.S. Ventures, Inc. for **ambulance service**. The Georgia Department of Human Resources has approved a Regional Ambulance Zoning Plan which designates Rural/Metro for North Fulton as the 911 EMS provider. In addition, all of the cities, excluding Johns Creek, have a fire call/protection mutual agreement.

- *City of Alpharetta.*
  - ***Traffic Signal*** *Interconnect System:* The City of Roswell and Alpharetta have formed a partnership to improve traffic flow along various arterial roadways within both cities and to connect to the Georgia Department of Transportation's navigator system at GA 400. This covers design, construction and the interconnect system for traffic lights.
  - *Roswell - Alpharetta* ***Public Safety Training****:* Roswell and Alpharetta have a joint training facility used by both municipalities' Fire and Police Departments. The cities also have a memorandum of understanding which provides for cross-swearing of certain officers and mutual aid. This provides an unprecedented opportunity for the departments to work together on crimes on a regional scale. In addition, they have launched a new unit with

dedicated staff focused on crime analysis and intelligence gathering working with developers, apartment and business managers. One of the tools being used is "Crime through Environmental Design."

The Roswell Fire Department is capable of offering many different types of fire safety classes to various ages, businesses, and community interest groups. Classes are available to any public or private school, day care center, church, business, or civic group. The Fulton County Public Schools that are located within the City limits provide the greatest number of people.

- *North Fulton Favorites* - ***Points of Interest Program****:* The North Fulton Favorites program, although not currently funded, is a collaborative program between the City of Roswell, the City of Alpharetta and Fulton County which identifies unique and favorite places throughout North Fulton County then interprets those places through various artistic media such as photography, painting, writing, etc.
- ***Future Opportunities****:* Potential exists for Roswell and Alpharetta to coordinate city actions in the areas of land use (as described further below), and community facilities planning. Three areas that are particularly worthy of future intergovernmental coordination include: (1) further reciprocity agreements with regard to public safety services and road improvements; (2) green space and park planning; (3) historic preservation.

- *City of Sandy Springs.* The City of Roswell and the City of Sandy Springs have a joint services/joint use of **facilities and equipment agreement**. This agreement covers Sandy Springs Fire Engine #1 and Roswell Fire Station #7. This is a mutual aid agreement.
- *City of Mountain Park.* Mountain Park, established in July 1927, is a small municipality that is surrounded by Roswell's city limits and the Cherokee County line. Roswell is responsible for 911 calls. Because of the limited population, staff and resources, additional agreements may be necessary in the future.
- *City of Sandy Springs and Alpharetta.* The Cities of Roswell, Sandy Springs and Alpharetta entered into an agreement to provide preliminary engineering and **concept design for SR 9** advanced transportation management system from Abernathy Road in Sandy Springs to the Forsyth County line. This cooperative venture ensures a cohesive design for the major thoroughfare in each city. The road conditions in each city are problematic.

VII.4 Fulton County

Because Fulton County is a major service provider to the residents of Roswell, there are almost unlimited opportunities to coordinate service provision. Some of the areas where coordination is ongoing or recommended are described below.

The City of Roswell and Fulton County have an agreement of mutual aid and automotive aid which encompasses fire prevention, fire suppression, emergency medical, hazardous material, technical rescue and support assistance to the other party in the event of a fire, emergency medical and hazardous materials.

Fulton County Fire Department. Mutual aid agreements already exist between Roswell and Fulton County for the joint response to fire calls. Such agreements should be revisited periodically to determine whether they continue to reflect the most appropriate arrangements for intergovernmental cooperation.

Fulton County Board of Education (FCBE). Planning for schools is the responsibility of the Fulton County Board of Education. The school board generally requests input on capital facilities plans for short-term facility improvements, including the location of new schools. The public participation process revealed a need for better coordination with the Board of Education with regard to school size, location, and off-site impacts. The Roswell Recreation and Parks Department has fostered a cooperative relationship with the county school system with regard to joint recreational facilities. The City's Sweetapple Soccer Fields, located adjacent to the Sweetapple Elementary School, are one example of cooperation in facility planning. Another is the agreement between Crabapple Middle School and the City Recreation and Parks Department for joint use of the ballfields. In addition, the Board of Education, Fulton County, the City of Roswell and the City of Alpharetta have a memorandum of understanding to the joint use of a refueling facility located at the FCBE's North Transportation Facility.

Fulton County Water Department. Fulton County provides water supply and distribution services to approximately three-quarters of the City limits. Roswell provides its own water service only to a limited geographical area of the City. Service Delivery Strategies require that service areas be clearly defined and adopted via intergovernmental agreement to reduce prospects for future conflicts.

Fulton County Sanitary Sewer Service. All sanitary sewer services in Roswell are provided by Fulton County. Roswell has a contract with the County to provide sewer capacity. The northern portion of the City is served by the Big Creek Water Reclamation Facility (WRC) (this includes the Big Creek Interceptor Sewer and the Hog Wallow Creek Outfall Sewer).

Atlanta-Fulton County Library System. The City and the Atlanta-Fulton County Library Board have selected a new library site along Holcomb Bridge Road on the East side of town. The funding for this facility has been approved. The existing facility, located adjacent to City Hall and the Cultural Arts Center is run by the Atlanta-Fulton County Library System.

Library. The City donated land along Holcomb Bridge Road to the Atlanta-Fulton County System for construction of the new library. The current library serves 264,992 patrons.

Fulton County Parks and Recreation. Roswell's Recreation and Parks Department has forged partnerships with Fulton County with regard to the provision of parkland to Roswell's residents. Fulton County's agreement to lease the linear park along the Chattahoochee River west of SR 9 for its "Riverwalk" project is an outstanding example of cooperation.

Fulton County Arts Council and Cultural Facilities. The City has participated with the Fulton County Arts Council in a variety of planning activities over the years. The Roswell Convention and Visitor's Bureau received a grant this year (2010) for their story telling activities which have been very successful.

Johns Creek Environmental Campus. The Johns Creek Environmental Campus (JCEC) is situated on 43 acres off Holcomb Bridge Road in the City of Roswell adjacent to the Chattahoochee River near Garrard Landing. Construction is complete and the facility is up and running. The new facility meets the needs of the Johns Creek basin and replaces the existing Johns Creek Water Reclamation Facility (WRF) located in the Horseshoe Bend community. The treatment facility is an integrated educational campus on a park-like setting with architectural features that will blend with the community and the City of Roswell. A key

component incorporates the use of the wastewater treatment process as an educational tool – explaining to adults and children the issues and benefits related to water quality and aquatic life in the Chattahoochee River, water conservation, reuse water, and the value of water.

The 43-acre environmental campus includes a park that is open to the public, 30 acres of nature trails, historic markers and an 8,000-square-foot educational facility that will be used to educate schoolchildren about the impact of water quality on the environment. This award-winning facility was truly a cooperative effort with staff, historic preservation and design review board members weighing in on the architectural features associated with the facility.

Atlanta-Fulton County Emergency Management Agency. This agency is responsible for the preparation and implementation of emergency management contingency plans in response to catastrophic events such as flood, earthquake, and other natural disasters, as well as toxic waste spills and other events. Roswell, as part of Fulton County, is covered under such contingency plans and should play an active role in the preparation, update, and implementation of such plans.

Disability Programs & Services. The Fulton County Department of Human Services operates a Disability Information and Assistance Line (DIAL) that links the disabled, their families, friends, and others in need of program information or services to providers in Fulton County.

VII.5 Cobb County

The City of Roswell and Cobb County have an intergovernmental agreement to update their **floodplain mapping** such that future conditions floodplains are established for all drainage basins greater than 100 acres, update existing floodplain elevations and develop future floodplain elevations at Willeo Creek.

VII.6 Regional Agencies and Authorities

Atlanta Regional Commission (ARC). The Atlanta Regional Commission is the regional planning and intergovernmental coordination agency for the 10-county area including Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale counties, as well as the City of Atlanta. For 60

years, ARC and its predecessor agencies have helped to focus the region's leadership, attention and resources on key issues of regional consequence.

ARC is dedicated to unifying the region's collective resources to prepare the metropolitan area for a prosperous future. It does so through professional planning initiatives, the provision of objective information and the involvement of the community in collaborative partnerships.

ARC provides services and performs regional planning and coordination in the areas of: aging services, community services, environmental planning, government services, job training, land use and public facilities planning, transportation planning, and data gathering and analysis. ARC is designated as the Area Agency on Aging by the Georgia Department of Human Resources and administers federal funds for projects. The regional agency is also working with the Georgia Regional Advisory Council (Region 3) in various workforce development programs.

ARC provides demographic and transportation forecasts for a 20-county area that includes those areas in non-attainment for federal air quality standards. Therefore, the ARC travel demand model encompasses this 20-county area.

The City of Roswell works with ARC on a variety of projects including, but not limited to, Land Use, Transportation, Regional Planning, Environment, Recreation and Aging.

The City received a Community Choices grant during this funding cycle. The Community Choices program provides a broad range of tools, resources and technical assistance to help local governments design communities that work for them. The goal is to assist local governments with making good, long-term decisions about where, when and how they should grow in order to achieve the unique and individual vision of each community. Through this grant, the City of Roswell plans to develop a tool to implement the vision of a mixed-use, pedestrian friendly area identified in the recent Grove Way Community charrette.

Metropolitan Atlanta Regional Transit Authority (MARTA). **MARTA operates two local bus routes in Roswell**, routes 85 and 185, as shown in Figure 8-19. These

routes travel along major roadways such as Holcomb Bridge Road/SR 140, Atlanta Street/Alpharetta Highway/SR 9, and Mansell Road. Roswell has been working with MARTA to implement a bus shelter program, which has been successful. Roswell will need to work with MARTA to gain additional bus lines as needed and possibly get an express bus which would connect to the North Springs heavy rail station. In addition, park and ride lots at key locations along arterials should be investigated. As traffic congestion increases in Roswell, MARTA will likely play an increasing role in the transportation needs of Roswell's residents and work force. See the Transportation Section for a complete discussion on public transit; as well as the survey conducted that includes transit desires.

Metropolitan North Georgia Water Planning District. Since its creation by the Georgia General Assembly in 2001, the Metropolitan North Georgia Water Planning District has worked with local governments, water and wastewater utilities and stakeholders to carry out its central mission – the development of comprehensive regional water resources plans that protect water quality and water supply in and downstream of the region, protect recreational values of the waters in and downstream of the region, and minimize potential adverse impacts of development on waters in and downstream of the region.

- **District Planning**. With limited water resources and population expected to nearly double during the District's 30-year planning horizon, the metro Atlanta region faces increasing challenges in managing its vital water resources. The District Plans were created to respond to these water resources challenges. Beginning in 2001, the District engaged in a comprehensive 2-year planning process for stormwater, wastewater, water supply and water conservation. The original plans were adopted in September 2003. In 2007 the Metro Water District began the process of updating the plans. In May 2009 the Metro Water District adopted new plans which replace the 2003 plans as amended. These plans will help protect water quality and public drinking supplies, guard valuable recreational sites, and minimize the potential detrimental impacts of continued urban and suburban development.
- The three integrated plans, **Water Supply and Water Conservation Management Plan, Wastewater Management Plan, and Watershed Management Plan**, offer metro jurisdictions and state officials a set of recommendations for actions, policies, and investment in watershed,

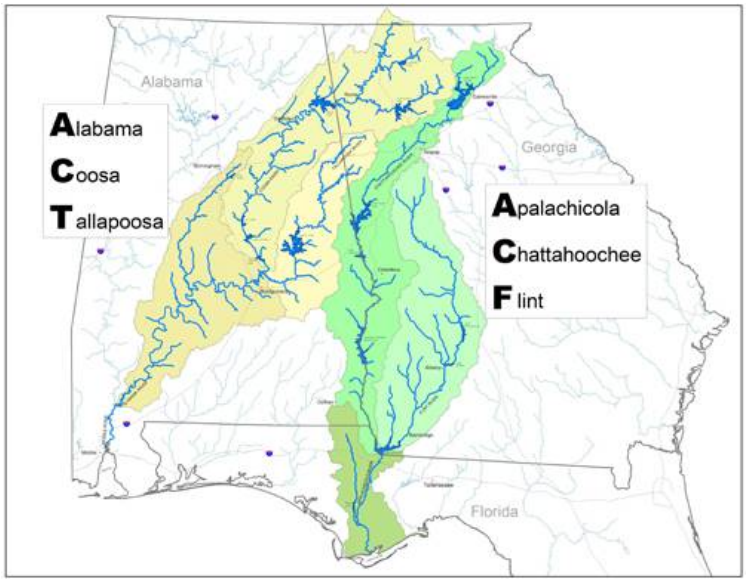
wastewater, and water supply and conservation management. These plans were carefully developed to meet state laws, local needs and District goals. They offer a blueprint that supports anticipated growth while preserving the environment. Most importantly, the District plans have laid a foundation for water resources management upon which a future generation may proudly build.

- Roswell's **Cecil Wood Water Treatment Plant**, Big Creek, is projected to be expanded before 2035 and is included in the Water Supply and Water Conservation Management Plan.
- **Facilities Planning**. The plan provides for the continued use of existing reservoirs, the completion of three new reservoirs that are in the planning process, three additional reservoirs needed in the future, and the construction of two new storage facilities to drought proof and extend existing supply sources. The plan also calls for the expansion of 28 existing water treatment plants and construction of 6 new water treatment plants.
- **Water Wars and New Conservation Mandates**. Since the development of these plans, a legal challenge regarding permits for drawing water from Lake Lanier resulted in a July 2009 federal court decision with potentially dramatic implications for the Atlanta metro region and the entire state. This decision resulted from several years of legal disputes and disagreements across the states of Georgia, Alabama and Florida (colloquially known as the "tri-state water wars"). The ARC Environment Division offers a web-page with resources and extensive background information regarding the issue; a summary is provided below. For Roswell, new legislation resulting from the Governor's Task Force charged with recommending strategic state action means likely new intergovernmental coordination regarding water conservation measures enacted by the **June 2010 Water Stewardship Act**.

  Depending on the outcomes of tri-state negotiation, the Task Force identifies potential contingency options that rely upon mandating additional conservation measures. Implementation of the recommendations involve several government entities - DCA, DNR/EPD, GEFA, the Metro Water District (and their respective local governments and water utilities), Soil and Water Conservation Commission, the Georgia Forestry Commission and Regional Water Planning Councils, the Governor's office and the Georgia State Legislature.

- **Tri-state water wars summary**. In the July 2009 ruling, U.S. District Judge Magnuson found that water supply was not an authorized purpose of Lake Lanier. Additionally, Judge Magnuson determined that the US Army Corps of Engineers' operation of Lake Lanier for water supply exceeded its authority under the Water Supply Act of 1958. Judge Magnuson concluded that, absent further Congressional authorization, water supply operations at Lake Lanier must cease by mid-July 2012. That is, except for certain limited withdrawals that predate construction of the reservoir, all withdrawals directly from Lake Lanier will be prohibited, and releases from Buford Dam to meet downstream water needs will be severely curtailed (excerpted from the *Water Contingency Planning Task Force Findings and Recommendations* report, Dec 21, 2009).

The tri-state litigation involves eight cases in two district courts. Seven of those cases concern issues in the Apalachicola-Chattahoochee-Flint (ACF) basin and one concerns issues in the Alabama-Coosa-Tallapoosa (ACT) basin. The following figure identifies the locations of the ACF and ACT basins in relation to the Georgia and Alabama state boundaries.



- The dispute includes Lake Lanier, which is located in the ACF basin, and Lake Allatoona, which is located in the ACT basin.
- The ACF litigation involves Florida, Georgia and Alabama. The ACT litigation involves Georgia and Alabama.
- The seven cases concerning the ACF basin were consolidated and assigned to the United States District Court in Jacksonville to be heard by a retired chief judge from Minnesota, Judge Paul Magnuson.
- Judge Magnuson separated the case into two phases:

- The first phase deals with the challenge to the U.S. Army Corps of Engineers' authority to operate Lake Lanier for water supply and recreation (ruling issued July 17, 2009).
- The second phase deals with the Endangered Species Act and its impact on water supply and allocation. The Federal District Court reviewing this case dismissed these claims in July 2010.

Hospitality Highway. Hospitality Highway, the official name for **GA 400**, was recognized during the Southeast Tourism Society (STS) annual fall meeting, September 5-7, 2008, with the Society's Shining Example Award for the Travel Attraction of the Year. Currently spanning two travel regions and including **seven Georgia communities**, Hospitality Highway began as the brainchild of Janet Rodgers (Alpharetta Convention and Visitor's Bureau) and Dotty Etris (Roswell CVB) in 2005, as an effort to draw visitors from their normal route of interstate travel through Georgia, letting them discover what lies beyond the highways and encouraging overnight stays in hotels along the route. On July 30, 2007, Governor Sonny Perdue signed into legislation GA 400 as the state's official "Hospitality Highway".

VII.7 Other Key Agencies

This section has already identified several agencies by planning type. Additional agencies that Roswell officially coordinates with include:

Georgia Regional Transportation Authority (GRTA). The Georgia Regional Transportation Authority (GRTA) was created in 1999 by the Georgia General Assembly via the Georgia Regional Transportation Authority Act (Senate Bill 57) at the urging of then-Governor Roy Barnes. The authority has jurisdiction over any county that is designated by the U.S. Environmental Protection Agency as a nonattainment area under the U.S. Clean Air Act amendments of 1990.

- Currently, the authority has jurisdiction over 20 counties in the metropolitan Atlanta area. The authority has many broad powers, including development of a **regional transportation plan** and control over **public transportation systems**. Roswell's transportation plans are also subject to review and approval of the authority if the City's plans fail to meet the overall vision of the authority.
- In addition, GRTA has powers to restrict access to roadways within its jurisdiction. Failure of the City to cooperate with the authority would result

in the loss of all state grants except those related to physical and mental health, education, or police protection.

- The Georgia Regional Transportation Act also creates special districts in each of Georgia's 159 counties, and these are deemed activated when the authority obtains jurisdiction over the county through the nonattainment designation. Hence, there exists a special district for Fulton County, and the special district has authority to levy taxes, fees, and assessments to pay for the cost of providing services and constructing facilities to further the authority's mission. The 15-member board of the authority is also the Governor's Development Council, which is responsible for formulating a statewide land use plan. In this sense, the authority has statewide jurisdiction.
- **Developments of Regional Impact** (DRIs) are also subject to GRTA review. The DRI process was created by the Georgia Planning Act of 1989 and rules adopted by the Georgia Department of Community Affairs. It provides for regional and local government review of projects that meet certain thresholds for size (e.g., number of dwelling units). This process provides an opportunity for local governments to communicate and coordinate with regard to land use policy and improvements to community facilities and services. After the Georgia Regional Transportation Authority was created in 1999, it established its own rules for developments of regional impact. **GRTA, ARC, and the Georgia Department of Community Affairs** all play significant roles in this process.

Georgia Department of Transportation (GDOT). In addition to the need to maintain a cooperative relationship with the Georgia Regional Transportation Authority, the need also exists to continue to maintain new strong relationships with the Georgia Department of Transportation (GDOT). Roswell receives state and federal transportation funds through GDOT. The City has for some time now worked on beautification and streetscape improvement projects (including the proposed installation of bus shelters) for major highway corridors in the City. These proposals and plans require approval of GDOT, and some of the ideas for streetscape improvement probably necessitate reconsideration of state standards and rules. Often, street trees along roads with a speed limit over 45 miles per hour are a problem. There is evidence that GDOT is beginning to embrace principles of "context sensitive street design." Roswell has been a regional leader for this principle.

Georgia Department of Natural Resources, Historic Preservation Division. Interaction with the Department of Natural Resources is required in terms of the City's historic preservation activities. In addition, there is close and routine coordination between this state agency and the Engineering Division of the City's Community Development Department, as well as the Public Works/Environmental Department.

Georgia Department of Community Affairs. The Department of Community Affairs establishes the rules for local and regional planning functions, including the requirements for this comprehensive plan. DCA operates a host of state and federal grant programs; serves as the state's lead agency in housing finance and development; promulgates building codes to be adopted by local governments; provides comprehensive planning, technical and research assistance to local governments; and serves as the lead agency for the state's solid waste reduction efforts. City and county financial information collected by DCA can serve research regarding municipal budget practices. The City of Roswell already takes advantage of some of the funding programs operated by DCA; the City's successful planning efforts to date make it a great candidate for the Signature Communities program, which awards grants and technical assistance to implement comprehensive plan action items.

U.S. National Park Service. The City owns property adjacent to the Vickery Creek Unit of the Chattahoochee River National Recreation Area, which lies within the City limits. The national recreation area is managed by the National Park Service. The City has cooperated with the National Park Service in the past with regard to planning and coordinating recreational opportunities. The City recently constructed a covered pedestrian bridge which spans the waterway from Vickery Creek Park and Dam to the National Recreation area. The Roswell side has a walking trail and interpretive signage for the mill ruins and the Machine Shop (1853). The National Recreation Area side features Allenbrook (1857), train trail and the Ivy Mill Ruins as well as hiking and rock climbing amenities. There are other opportunities for cooperation with the National Park Service, including joint-management and policing arrangements, among others. Park Service rangers and City police should be open to coordination mechanisms that will help satisfy common objectives and secure economies in service provision. Any additional pedestrian or vehicular bridges for the Chattahoochee River path

system within the National Recreation Area will require coordination with the Park Service.

VII.8 Service Delivery Strategies (SDS)

In 1997, the state passed the Service Delivery Strategy Act (HB 489). This law mandates the cooperation of local governments with regard to service delivery issues. Each county was required to initiate development of a service delivery strategy between July 1, 1997, and January 1, 1998. Service delivery strategies must include an identification of services provided by various entities; assignment of responsibility for provision of services and the location of service areas; a description of funding sources; and an identification of contracts, ordinances, and other measures necessary to implement the service delivery strategy. The city administrator and various department heads were involved in the process of discussing service delivery strategies since those discussions were initiated by Fulton County in 1997. Changes to service arrangements described in a service delivery strategy require an update of the service delivery strategy and an agreement by all parties. Because of this provision, it is likely that the need for intergovernmental coordination with regard to service delivery strategies will continue into the future. In addition, service delivery strategies must be updated every ten years concurrent with the comprehensive planning process. The Service Delivery Strategy Act also mandates that land use plans of different local governments be revised to avoid conflicts. The agreements will need to be evaluated by GRTA during the Community Agenda process for consistency with Roswell's future plans.

The City is updating the SDS in cooperation with the Comprehensive Plan.

VII.9 Issues and Opportunities

Issues:

- School facility planning is a concern for the City of Roswell.
- Transportation problems facing the City requires continuing coordinating with GDOT, ARC and GRTA to plan for managing regional transportation issues that impact local congestion; working with MARTA to plan for long-range public transportation needs.
- Economic changes especially related to excess retail in the region and North Fulton subregion requires both private sector and inter-jurisdictional coordination
- Water conservation needs may increase in the near future; some uncertainty. exists in the near term (three year), however Roswell has been proactive in pursuing sustainable development.

Opportunities:

- The City has an extensive set of inter-government agreements and coordinating mechanisms for service provision.
- The establishment of new cities in North Fulton creates an opportunity for municipalities to share resources or coordinate policies based on shared subregional issues.
- Further coordination exists regarding infrastructure and land use planning, especially along key corridors that traverse several municipal boundaries, such as managing curb-cuts consistently or sharing similar design standards for large-scale projects.
- There exist several programs for best practices that DCA and ARC offer that the City has positioned itself well to take advantage of, such as Signature Cities and implementation funding for LCI subarea planning.

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SECTION VIII – TRANSPORTATION

Snapshot. Peak hour traffic congestion is a significant problem in Roswell. This is due largely to high traffic volumes on major roadways and a lack of connectivity in the City, as recognized in the 2006 *City of Roswell Transportation Master Plan*. Both regional and local traffic are served by GA 400 and the principal arterials in the City:

- Atlanta Street/Alpharetta Street/SR 9
- Holcomb Bridge Road/SR 140/Crossville Road/SR 92/Woodstock Road
- Marietta Highway/SR 120

Expansion of the street grid network will improve connectivity in the City, providing alternate routes for local trips. Alternative modes of transportation also provide travel options, particularly for local trips. Roswell has 43.5 miles of bicycle facilities and 178 miles of sidewalk facilities, with existing plans to expand these facilities. The City is served by two MARTA local bus routes which operate primarily along major roadways such as Holcomb Bridge Road/SR 140, Atlanta Street/Alpharetta Highway/SR 9, Mansell Road, and GA 400.

VIII.1 Road Network

There are 804.5 lane-miles of roadways and 102 traffic signals in Roswell. 101.7 lane-miles are maintained by the Georgia Department of Transportation (GDOT). The remaining 702.8 lane-miles are maintained by the City.

In addition to GA 400 and the principal arterials mentioned above, a number of minor arterials and collectors provide connectivity throughout the rest of the City, serving primarily local traffic. The remainder of the roadway network is comprised of

DID YOU KNOW….?

There are 804.5 lane-miles of roadways in Roswell, 702.8 of which are maintained by the City.

There are 102 traffic signals in Roswell.

Nearly 60% of all vehicular trips in the City are local or start or end in Roswell. The remaining trips (approximately 40%) are through trips.

Canton Street

Holcomb Bridge Road/SR 140

local roads, primarily in residential neighborhoods. Historic Downtown Roswell has the best connectivity in the City. The Technical Appendix of this document provides detailed data regarding roadway classifications.

Previous studies, including the *City of Roswell, Transportation Master Plan* 2006, stated that there is a need to **enhance the grid network**, suggesting that latent demand and degradation of the pedestrian environment would negate any benefits from widening roads in Roswell. The report stated that **7% of trips in the City are internal to Roswell**, 52% are external, meaning they originate or end in Roswell, and **41% of the trips are regional through trips with no start or end in Roswell**. Therefore, over half of the trips (59%) can benefit from the installation of an enhanced grid network. Examples of implementation of this grid expansion include the 2009 completion of the Mimosa Boulevard Extension and planned projects in the *City of Roswell, Transportation Master Plan* 2010 that include the Mansell Road extension, the Sun Valley-Warsaw Connector, and the Old Ellis-Mansell Connector.

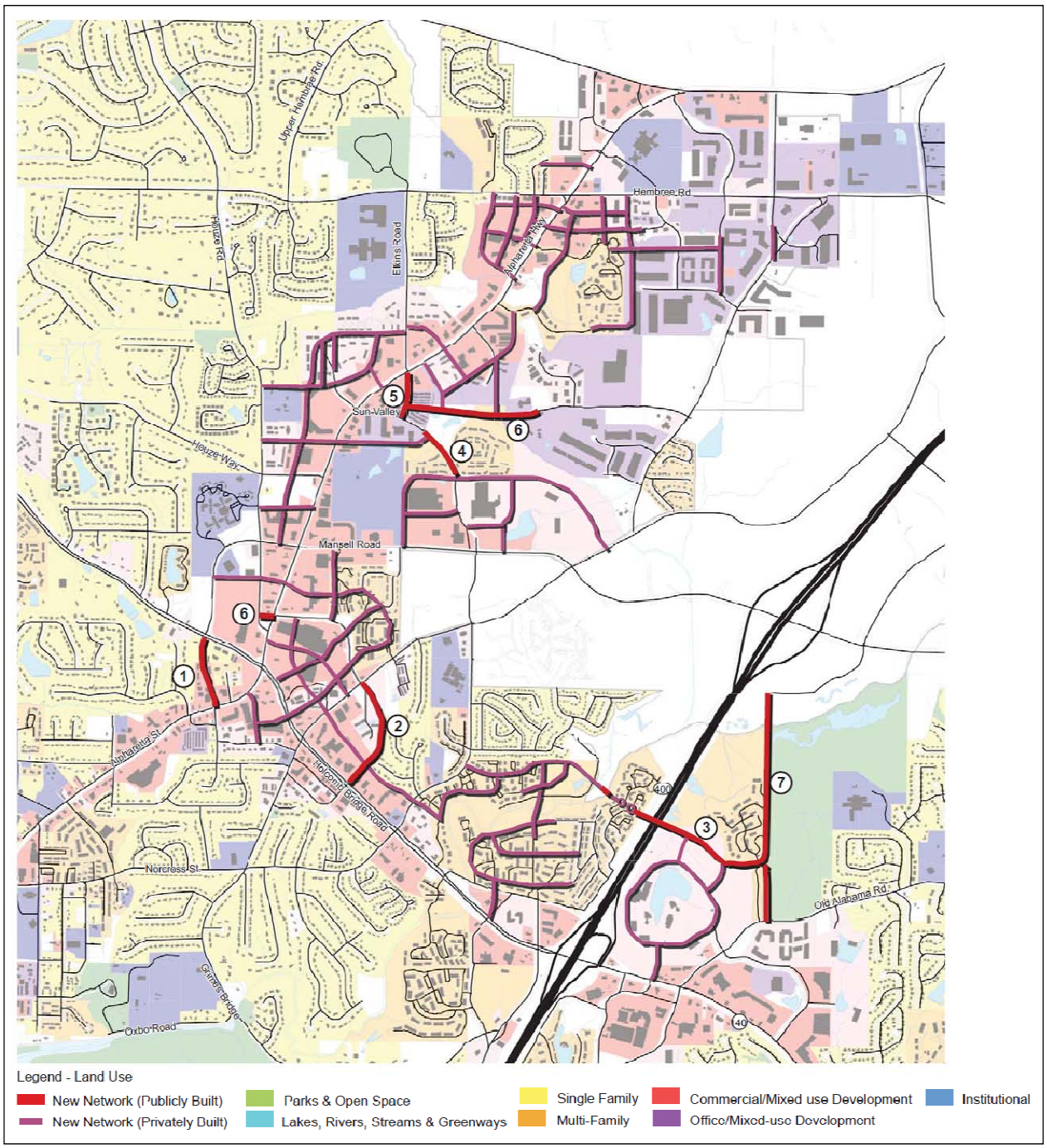
The *City of Roswell, Transportation Master Plan* 2006 identified a new recommended roadway network for the City. Figure VIII.1 shows the **recommended roadway network in the Alpharetta Highway/SR 9, Holcomb Bridge Road/SR 140, and GA 400 area**. Detailed plans for individual nodes throughout the City were also created.

Grid Extension

Mansell Road Extension

Mimosa Street Extension

Figure VIII.1 Recommended Roadway Network



Source: *City of Roswell, Transportation Master Plan* 2006

VIII.2 Bicycle Facilities

Residents of the City of Roswell have consistently shown their interest in a well-developed bicycle network through input in past and on-going transportation studies as well as through groups such as *Bike Roswell!*. The City has 43.5 miles of bicycle facilities, which include the following:

- 11.9 miles of marked bicycle lanes (width: >4 feet)
- 25.4 miles of bicycle shoulders (width: 2-4 feet)
- 6.2 miles of paved shoulders (width: 0.5-2 feet)

In addition to the existing facilities described above, the City does have one unique bicycle feature that is not common in the area, "**Bike Boxes**." Bike boxes are located at the intersection of Riverside Road and Dogwood Road (near GA 400 and the Chattahoochee River) and at the intersection of Grimes Bridge Road and Oxbo Road. A Bike Box assists bicyclists in making a left turn by providing exclusive right-of-way for bicyclists to use when making the turn. This allows bicyclists to turn adjacent to vehicular traffic rather than in front of or behind the vehicular traffic.

The 2006 *City of Roswell Transportation Master Plan* analyzed the bicycle needs of the City. It identified the **Roswell Loop**, a series of routes throughout the City that connect the City's parks, schools, historic downtown district, several neighborhoods, and other City resources. The majority of the multimodal connections would be located along the existing roadway system. The projects would include the installation of multi-use paths next to the road and the addition of on-street bicycle lanes. Since completion of that study, City staff has

DID YOU KNOW…?

Roswell has 43.5 miles of bicycle facilities.

Roswell was designated as a Bicycle Friendly Community in 2006 by the League of American Bicyclists.

Bike Box on Riverside Road

Riverwalk Trail

gone into the field and reviewed each segment of the Roswell Loop to determine issues such as constructability, right-of-way constraints, connections to City amenities, and other factors. The refined Roswell Loop is shown in Figure VIII.2. Short-range, mid-range, and long-range projects in the *City of Roswell, Transportation Master Plan* 2010 work towards implementation of the Roswell Loop.

VIII.3 Pedestrian Facilities

Roswell has 178 miles of sidewalk facilities covering about 48% of the City's roadways. City policies prioritize the need for sidewalks within 1/2 mile of a school, park, or transit route. Existing pedestrian facilities in the City are shown in Figure VIII.3. Most major roadways in the City have sidewalk coverage on at least one side of the roadway. Segments of Holcomb Bridge Road/SR 140 and Atlanta Street/SR 9 are the most significant roadway segments that are lacking some sidewalk coverage.

The need for an improved pedestrian environment receives constant attention in all transportation studies conducted in the City of Roswell. For example, the *Roswell Town Center/Atlanta Street Corridor LCI Study*, 2008, which focused on Atlanta Street/SR 9 from the Chattahoochee River to Norcross Street, described pedestrian features in the area as generally poor, while the *Mimosa Boulevard Connectivity Study* stated that sidewalks in the study area were unfriendly to pedestrians due to high traffic volumes and high traffic speeds.

As discussed in the Bicycle Facilities subsection, the 2006 *City of Roswell Transportation Master Plan* recommended the Roswell Loop, a series of routes throughout the city that connect the City's parks,

DID YOU KNOW…?

Roswell has 178 miles of sidewalk facilities covering about 48% of the City's roadways.

Trail at City Hall

Historic District

Figure VIII.2 Roswell Loop

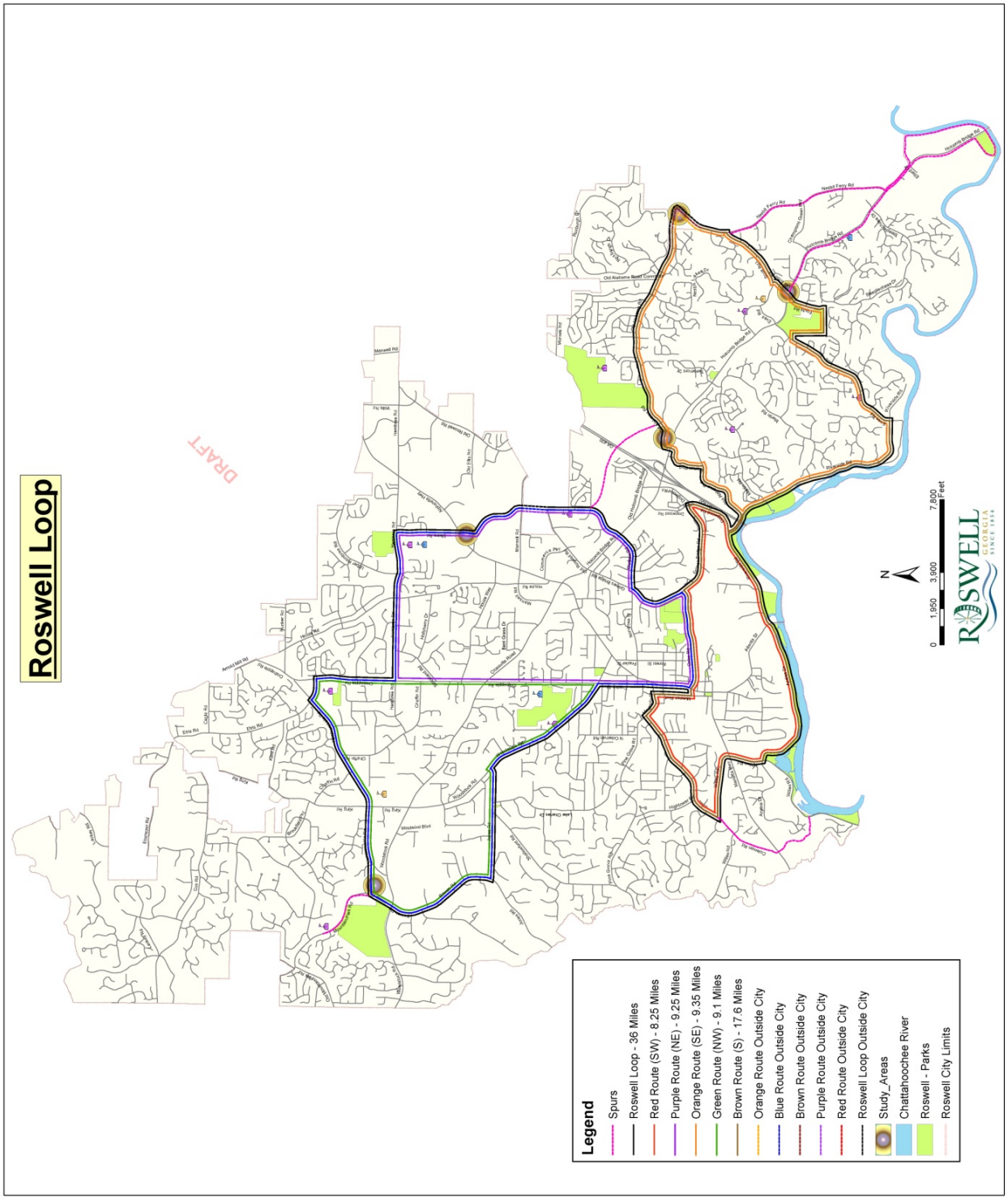
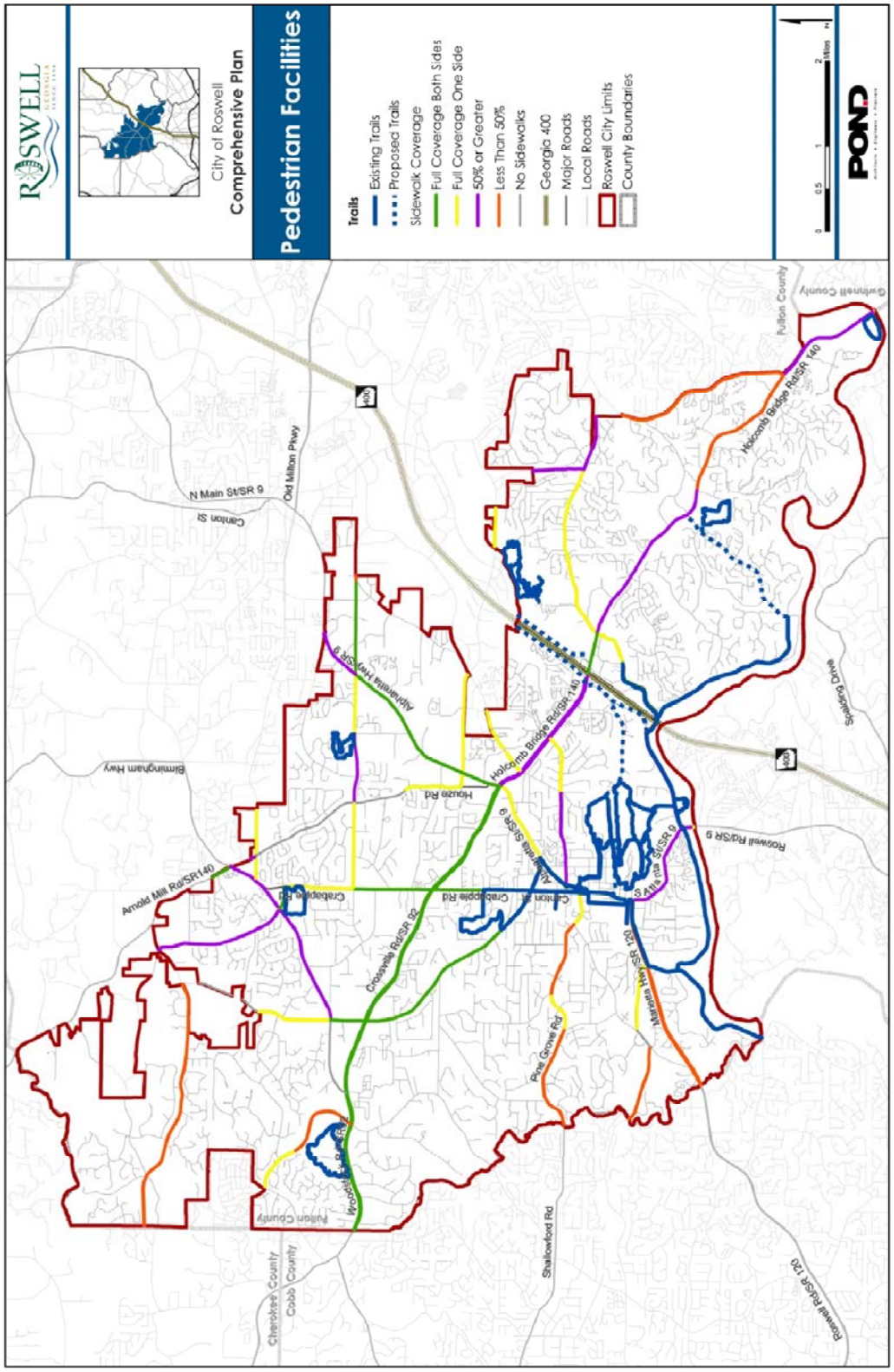


Figure VIII.3 Pedestrian Facilities



schools, historic downtown district, several neighborhoods, and other city resources. Portions of the Roswell Loop would be on-street bicycle lanes, while others would be multi-use paths that would serve pedestrians as well as bicyclists. A "complete street" is defined as a street that is safe, comfortable and convenient for travel via automobile, foot, bicycle and transit. The City is working on implementation of the recommended "complete streets" network.

VIII.4 Transit Service

Public Transportation in Roswell is provided by the Metropolitan Atlanta Rapid Transit Authority (MARTA). No heavy rail transit operates in the City of Roswell. The nearest MARTA heavy rail station is the North Springs station in Sandy Springs, approximately seven miles from Roswell.

MARTA operates two local bus routes in Roswell, routes 85 and 185. These routes travel along major roadways such as Holcomb Bridge Road/SR 140, Atlanta Street/Alpharetta Highway/SR 9, and Mansell Road. Route 140 passes through Roswell and has stops just outside the Roswell city limits. This route has multiple stops in Alpharetta, including a stop at the park-and-ride lot at GA 400 and Mansell Road, and provides a connection to the MARTA North Springs station. This park-and-ride lot is located close enough to Roswell to serve some of the residents of the City. Additional details on transit service are provided in the Technical Appendix of this document.

VIII.5 Transportation and Land Use Connection

Congestion. The *North Fulton Comprehensive Transportation Plan* (currently underway) analyzed the Atlanta Regional Commission's (ARC) travel demand model in North Fulton County. The existing daily vehicular Level-of-Service (LOS) for roadways in Roswell is shown in Figure VIII.4. This figure shows the daily LOS using 2010 traffic volumes. The roadway network includes all existing roadways as well as all projects committed to in the ARC 2008-2013 short-term Transportation Improvement Program (TIP). Projects in the TIP, shown in Table VIII.1, have funding allocated to them. Because funding is allocated to these projects, they are expected to be completed in the projected time frame and are included in the 2010 travel demand model analysis. However, most Roswell projects in the TIP are not roadway capacity projects and, as such, have minimal impact on vehicular LOS.

Figure VIII.4 Existing Vehicular Level-of-Service

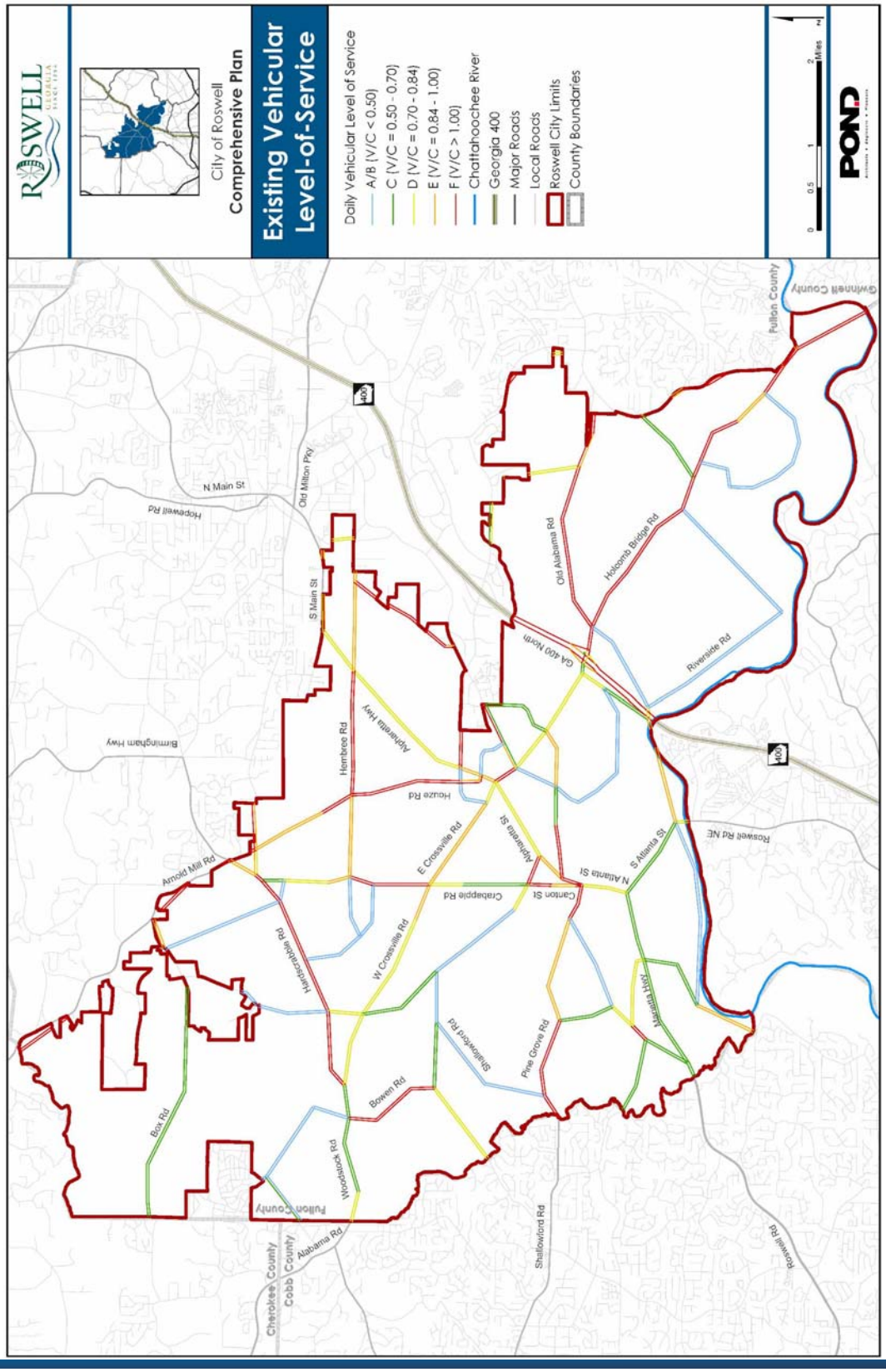


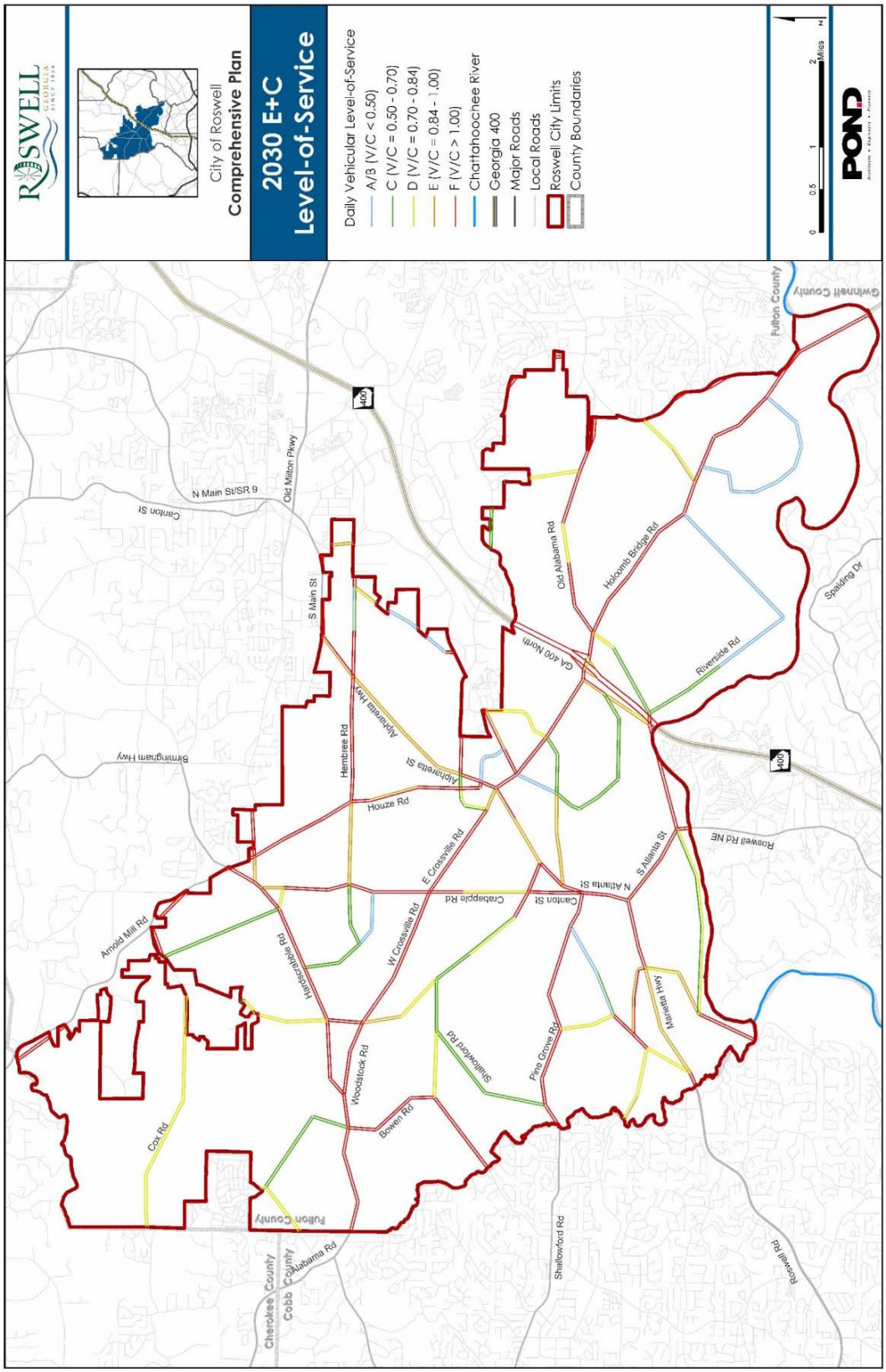
Table VIII.1 ARC Envision6 Transportation Improvement Program (TIP)

ARC Envision6 Transportation Improvement Program (TIP) Programmed Short-Range Projects in Roswell (Funding Committed)					
ARC ID	Completion Date	Project Type	Project Description	From	To
FN-177	2010	Pedestrian Facility	Holcomb Bridge Road/SR 140	Old Holcomb Bridge Road	GA 400
FN-244	2010	Roadway Operational Upgrades	Upgrades to traffic signal equipment and pedestrian facilities at the following 8 intersections: Norcross at Forest Street/Frazier Street; Old Alabama Road at Holcomb Woods Parkway, Market Boulevard, Old Alabama Connector, Riverside Road, Rouse Lane, Roxburgh Drive/Pine Bloom, and Wooten Road.		
FN-191E	2011	Roadway Operational Upgrades	Improvements to the intersection of Holcomb Bridge Road/SR 140 and Alpharetta Highway/SR 9 include improved turn lanes and signalization.		
FN-199	2011	ITS-Smart Corridor	ATMS project on SR 9 to include upgrades to the traffic signal system	Abernathy Road (Sandy Springs)	Forsyth County Line
FN-203	2011	ITS-Smart Corridor	Holcomb Bridge Road/SR 140	Alpharetta Highway/SR 9	Barnwell Road
FN-243	2011	Roadway Operational Upgrades	Upgrade existing traffic signal equipment and pedestrian facilities at four intersections - Magnolia Street at Mimosa Boulevard; Pine Grove Road at Coleman Road, Hightower Road, and Lake Charles Drive.		
FN-AR-208	2011	Roadway Operational Upgrades	Alpharetta Street/SR 9 pedestrian and access management improvements	Norcross Street	Holcomb Bridge Road/ SR 141
FN-204	2013	ITS-Smart Corridor	ATMS (Advanced Traffic Management System) project on SR 92/Crossville Road	Cobb County Line	Alpharetta Highway/ SR 9
FN-192H	2014	Multi-Use Bike / Ped Facility	This project will construct a segment of the Roswell Loop, Green Route along Hardscrabble Road connecting Roswell High School to Sweet Apple Elementary School and Sweet Apple Park	King Road	Etris Road
FN-253	2014	Pedestrian Facility	Construction of two 10-foot wide multi-use paths on either side of the existing bridge on SR 9 at the Chattahoochee River		

The *Highway Capacity Manual 2000* states that LOS is a measure of operating conditions experienced by motorists. The LOS is an indication of delay and is measured on a grading scale from "A" to "F" – "A" represents the best conditions and "F" represents the worst conditions. LOS A typically occurs on roadways with free-flowing conditions and little delay, while LOS F typically occurs on roadways with high congestion and heavy delay (approaching gridlock). As the figure shows, a number of roadway segments have a daily LOS that is currently failing. Some of the most notable roadways in the City of Roswell include GA 400, Holcomb Bridge Road/SR 140, Houze Road/SR 140, Old Alabama Road, and Hembree Road.

Figure VIII.5 shows the daily vehicular Level-of-Service (LOS) for roadways in Roswell in 2030 using the existing plus committed network. The committed projects are those

Figure VIII.5 2030 Existing Plus Committed (E+C) Level-of-Service



where funding is identified in the TIP. The figure shows that by 2030, nearly every major roadway in the City will have a failing daily LOS. Other transportation improvements have been programmed in the City as a part of the ARC's long-range Regional Transportation Plan (RTP). The projects in the RTP, extend through the year 2030 but do not have specific funding allocated to them yet. Table VIII.2 provides details about these projects. As the table shows, long-term projects in Roswell are focused more on roadway capacity and new roadways, but also include managed lanes on GA 400. Implementation of both short-term and long-term transportation projects, improving the transportation network for all modes of travel, is vital to preventing this projected level of future traffic congestion.

Table VIII.2 ARC Envision6 Regional Transportation Plan (RTP)

ARC Envision6 Regional Transportation Plan (RTP) Planned Long-Range Projects in Roswell (No Funding Allocated)					
ARC ID	**Completion Date**	**Project Type**	**Project Description**	**From**	**To**
FN-123A	2020	General Purpose Roadway Capacity	Old Alabama Road: Segment 1 (Widen 2 to 4 lanes)	Holcomb Bridge Road/ SR 140	Jones Bridge Road (Johns Creek)
FN-126	2020	General Purpose Roadway Capacity	Houze Road/Arnold Mill Road/ SR 140 (Widen 2 to 4 lanes)	Mansell Road	Ranchette Road (Milton)
FN-140	2020	General Purpose Roadway Capacity	Mansell Road Extension (New location 4-lane roadway)	Crossville Road/SR 92	Alpharetta Street/SR 9
FN-145	2020	General Purpose Roadway Capacity	Commerce Parkway Extension (New location 4-lane roadway)	Old Roswell Road	Holcomb Bridge Road/ SR 140
AR-936	2020	General Purpose Roadway Capacity	Upgrades to the shoulders of GA 400 to permit their use as general purpose travel lanes during peak periods.	Spalding Drive (Sandy Springs)	McFarland Road (Forsyth County)
AR-H-400	2020	Managed Lanes - Auto/Bus	Addition of two managed lanes to GA 400 in both directions for 8.1 miles	I-285	McFarland Road (Forsyth County)

The *City of Roswell, Transportation Master Plan* was completed in 2006. While the ARC RTP and TIP are transportation projects that have been planned and programmed regionally, the *City of Roswell, Transportation Master Plan,* 2006 focuses on projects at the local level. This plan was updated in 2010. The updated plan includes a project list that will guide the actions of the City of Roswell's Department of Transportation in the future. The draft project list is shown in Table VIII.3 and a map of the project locations is shown in Figure VIII.6. The final project list and the map of project locations will be added when the project list is finalized.

Land Use/Transportation Interaction. A commute shed analysis of Roswell shows that residents travel throughout the Metro Atlanta area to reach their jobs. However, as Figure VIII.7 shows, the majority of residents work either along the GA 400 corridor in Roswell, Alpharetta, Sandy Springs/Perimeter Center, or Buckhead, or in downtown or

Table VIII.3 *DRAFT* City of Roswell Transportation Master Plan Project and Program List

SHORT-RANGE PROJECTS (FY 11-15)					
		Description			
Project #	Type	Project	Limits	Length (miles)	Phase
08-1005	Program	Citywide Resurfacing Program		N/A	
01-1001	ATMS	SR 9 ATMS	From Abernathy Road (in Sandy Springs) To Forsyth County Line (in Milton)	17.5	CST *(See note 1)*
03-1001	Bridge	Atlanta Street (SR 9) Multi-Use Connection	From Roberts Drive (in Sandy Springs) To Riverside Road/Azalea Drive	0.2	PE (FY 11); ROW/CST (FY 12) *(See note 2)*
10-1001	Study	Holcomb Bridge Road (SR 140) Interchange Study	From SR 400 To Old Alabama Road	N/A	*(See note 3)*
05-1002	Intersection Improvement	Atlanta Street (SR 9/120)	At Oxbo Road	N/A	PE (FY 11); ROW/CST (FY 13)
09-1002	Roadway	Sun Valley-Warsaw Connector	From Warsaw Road To Sun Valley Drive	0.3	PE (FY 11); ROW/CST (FY 14)
09-1006	Roadway	Mansell Road Extension	From SR 9/120 at Mansell Circle To SR 92 at Mansell Road	0.3	PE (FY 11); ROW/CST (FY 14)
05-1001	Intersection Improvement	Old Roswell Road	At Warsaw Road	N/A	PE (FY 12); ROW/CST (FY 15)
03-1002	Bridge	Willeo Road	At Willeo Creek	N/A	PE (FY 12); ROW/CST (FY 14)
01-1002	ATMS	Holcomb Bridge Road (SR 140) ATMS	From SR 9/120 To Barnwell Road	6.5	CST
01-1003	ATMS	Crossville/Woodstock Road (SR 92) ATMS	From Cobb County Line To SR 9/120	5.0	CST
04-1001	Complete Street	and Bike Shoulder Extension (Part of Roswell Loop Orange Route)	From Northcliff Trace (end of current sidewalk) To Eves Road	0.7	PE (FY 14); ROW/CST (FY 15)
05-1004	Intersection Improvement	Crossville Road (SR 92)	At Mansell Road	N/A	PE / ROW / CST
09-1001	Roadway	Elm Street	From Slone Street To Maple Street	0.1	PE/CST
09-1003	Roadway	Old Ellis-Mansell Connector	From Mansell Place To Old Ellis Road	0.5	PE (FY 15); ROW/CST (MR)

		Description			
Project #	**Type**	**Project**	**Limits**	**Length (miles)**	**Phase**
05-1007	Intersection Improvement	Houze Road (SR 140)	At Mansell Road	N/A	PE/ROW/CST
09-1005	Roadway	Big Creek Bridge Road - Phase 1	From Old Holcomb Bridge Road To Holcomb Woods Parkway	0.5	PE (FY 15); ROW/CST (MR)
09-1007	Roadway	Houze Road Realignment	At SR 9/120 and Commerce Parkway	0.1	PE (FY 15); ROW/CST (MR)
05-1003	Intersection Improvement	Hardscrabble Road	At Chaffin Road (West and East)	N/A	PE / ROW / CST *(See note 4)*
05-1005	Intersection Improvement	Holcomb Bridge Road (SR 140)	At SR 400 SB Ramp	N/A	PE / CST
02-1002	Bicycle	Oxbo Road bikable shoulder (Part of Roswell Loop Red Route)	From Mimosa Boulevard To Grimes Bridge Road	1.0	
04-1003	Complete Street	Eves Road Multi-Use Path and Bike Lanes (Segment 1) (Part of Roswell Loop Orange Route)	From Riverside Road To River Eves Elementary School	0.4	
02-1008	Bicycle	Riverside Road Bike Lanes	From Dogwood Road To Old Alabama Road	0.3	
02-1009	Bicycle	Riverside Road Bike Lanes	From Old Alabama Road To 800 feet east of Old Alabama Road	0.2	
05-1011	Intersection Improvement	Woodstock Road (SR 92)	At Hardscrabble Road	N/A	
06-1001	Multi-Use Path	Dogwood Road Multi-Use Trail (Part of Roswell Loop Red Route)	From Riverside Road To Grimes Bridge Road	0.6	
08-1001	Program	Traffic Calming Program		N/A	
08-1002	Program	Street Lights Program		N/A	
08-1003	Program	Road Safety Program		N/A	
08-1004	Program	Sidewalk Connectivity Program		N/A	
08-1006	Program	Bridge Maintenance Program		N/A	

NOTES

(1) - In partnership with the Cities of Sandy Springs and Alpharetta, the cost shown represents Roswell's share. The total project cost is $3,499,000.

(2) - Project includes $2,580,500 of Federal funding and approx. $363,000 from the City of Sandy Springs making the total project cost $3,705,000.

(3) - Project includes $320,000 of Federal funding making the total project cost $400,000.

(4) - Project includes $1600,000 of Federal funding making the total project cost $2,000,000.

MID-RANGE PROJECTS (FY 16-25)					
		Description			
Project #	Type	Project	Limits	Length (miles)	Phase
01-1004	ATMS	The "Silos" Area along Hardscrabble, Crabapple, Houze, Etris, and Rucker Roads		2.0	
01-1005	ATMS	Mansell Road	From Crossville Road (SR 92) To Old Roswell Road/Westside Parkway	1.0	
01-1006	ATMS	Upgrade of Traffic Control Center (TCC)			
01-1007	ATMS	Upgrade of SR 140 (Holcomb Bridge Road) ATMS		N/A	
01-1008	ATMS	Upgrade of SR 92 (Crossville Road) ATMS		N/A	
02-1001	Bicycle	Riverside Road Bike Lanes (Part of Roswell Loop Red Route)	From Atlanta Street (SR 9) To Dogwood Road	1.1	
02-1003	Bicycle	Eves Road Multi-Use Path and Bike Lanes (Segment 2) (Part of Roswell Loop Orange Route)	From River Eves Elementary School To Holcomb Bridge Road (SR 140)	1.3	
02-1004	Bicycle	Hardscrabble Road Bike Lanes (Part of Roswell Loop Green Route)	From Woodstock Road (SR 92) To Etris Road	2	
02-1005	Bicycle	Grimes Bridge Road bikeable shoulder (Part of Roswell Loop Red Route)	From Oxbo Road To Dogwood Road	1.1	
02-1006	Bicycle	Old Alabama Road bikeable shoulder	From Market Boulevard To Johns Creek city limits	2.3	
02-1007	Bicycle	Grimes Bridge Road bikeable shoulder	From Norcross Street To Oxbo Road	0.6	
03-1004	Bridge	Multi-Use Bridge over SR 140 (Holcomb Bridge Road)	At Market Boulevard	0.3	
05-1006	Intersection Improvement	Old Alabama Road	At Old Alabama Road Connector	N/A	ROW/CST
05-1009	Intersection Improvement	Holcomb Bridge Road (SR 140)	At Warsaw Road	N/A	
05-1010	Intersection Improvement	Atlanta Street (SR 9/120)	At Magnolia Street/Canton Street	N/A	
05-1012	Intersection Improvement	Pine Grove Road	At Hightower Road / Waterford Way	N/A	
05-1013	Intersection Improvement	Old Alabama Road	At Kings Lane	N/A	

		Description			
Project #	Type	Project	Limits	Length (miles)	Phase
05-1014	Intersection Improvement	Crossville Road (SR 92)	At Woodstock Road	N/A	
05-1015	Intersection Improvement	Holcomb Bridge Road (SR 140)	At Dogwood Road	N/A	
05-1016	Intersection Improvement	Hardscrabble Road	At King Road	N/A	
06-1002	Multi-Use Path	Big Creek Multi-Use Trail across Holcomb Bridge Road (SR 140) (Part of Roswell Loop Orange Route)	From Market Boulevard (end of existing multiuse trail) To Old Alabama Road / Big Creek Park Entrance	1.0	
06-1003	Multi-Use Path	Holcomb Bridge Road (SR 140) Multi-Use Trail (Segment 4 - Middle School)	From Steeplechase Drive (east) To Nesbit Ferry Road	1.3	
06-1004	Multi-Use Path	Holcomb Bridge Road (SR 140) Multi-Use Trail (Segment 3)	From Eves Road To Fouts Road	0.3	
06-1005	Multi-Use Path	Hardscrabble Road Multi-Use Path	From Woodstock Road (SR 92) To Crabapple Road	2.1	
06-1006	Multi-Use Path	Old Dogwood Road Multi-Use Trail	From Grimes Bridge Road To Holcomb Bridge Road (SR 140)	0.5	
06-1007	Multi-Use Path	Foe Killer Creek Multi-Use Trail (Northern Trail)	From Hembree Road To Old Roswell Road Multi-Use Trail	0.6	
06-1008	Multi-Use Path	Holcomb Bridge Road (SR 140) Multi-Use Trail (Segment 2)	From Martins Landing Drive To Eves Road		
06-1009	Multi-Use Path	Old Holcomb Bridge Road Multi-Use Trail	From Holcomb Bridge Road (SR 140) To Big Creek Park Greenway	1.4	
06-1010	Multi-Use Path	Centennial High School Multi-Use Trail	From Centennial High School To Nesbit Lakes Drive	0.2	
06-1011	Multi-Use Path	Crabapple Road/Rucker Road	From Etris Road To Houze Road (SR 140)	0.6	
06-1012	Multi-Use Path	Holcomb Bridge Road (SR 140) Multi-Use Trail (Segment 5)	From Nesbit Ferry Road To Roswell City Limits	1.2	
06-1013	Multi-Use Path	Leita Thompson Park Connection (Target Connection)	From Mountain Park Road To Hardscrabble Road	0.5	

		Description			
Project #	Type	Project	Limits	Length (miles)	Phase
06-1016	Multi-Use Path	Multi-Use Underpass connecting Canton Street/City Hall Complex/Groveway Connection	From Canton Street To City Hall Complex	0.2	
07-1001	Pedestrian	Warsaw Road Sidewalks	From South of Bainbridge Lane To Worthington Hills Drive	0.3	
07-1002	Pedestrian	Mountain Park Road Sidewalks	From Crossville Road (SR 92) To Mountain Park ES	0.8	
07-1003	Pedestrian	Old Roswell Road Sidewalks	From Holcomb Bridge Road (SR 140) To Lowe Lane	0.2	
08-1007	Program	Safe Routes to Schools Program		N/A	
09-1004	Roadway	Roswell High School Area Improvements		N/A	
09-1008	Roadway	Forrest Street Extension	From Oxbo Road To End of Current Street	0.1	
09-1009	Roadway	Big Creek Bridge Road - Phase 2	From Warsaw Road To Old Holcomb Bridge Road	0.7	
09-1010	Roadway	Sun Valley-Old Ellis Connector	From Sun Valley-Warsaw Connection To Mansell Place-Old Ellis Connection	0.5	
09-1011	Roadway	Atlanta Street Improvements (Historic Gateway)	From Riverside Road/Azalea Drive To SR 120/Marietta Highway	1.1	ROW/CST
09-1012	Roadway	Hackett Road Extension	From Hackett Road To Cochran Farms Drive	0.1	
09-1013	Roadway	Big Creek Bridge Road - Phase 3 (North Point Parkway Extension)	From Big Creek Bridge Road To Mansell Road	0.7	
09-1014	Roadway	Kent Road	From King Road To Etris Road	0.7	
09-1015	Roadway	Holcomb Bridge Road (SR 140)	From SR 400 NB On-ramp To Old Alabama Road	0.2	
09-1016	Roadway	Holcomb Bridge Road (SR 140)	From SR 400 NB Off-ramp To Holcomb Woods Parkway	0.8	
09-1017	Roadway	Mountain Park Road/Hardscrabble Road Connection	From Mountain Park Road To Hardscrabble Road	0.3	
09-1018	Roadway	Commerce Parkway Extension (East)	From Old Roswell Road To Holcomb Bridge Road (SR 140)	0.4	

		Description			
Project #	Type	Project	Limits	Length (miles)	Phase
09-1020	Roadway	Champions Green Parkway Extension	From Scott Road To Champions Green Parkway	0.5	
09-1021	Roadway	Steeplechase Extension	From Holcomb Bridge Road (SR 140) To Champions Green Parkway	0.2	
09-1022	Roadway	Widen/improve Rucker Road		N/A	
10-1002	Study	Houze Road and Rucker Road Corridor Studies	From SR 9 To City limits	N/A	
10-1003	Study	Eves Road	From Riverside Road To Holcomb Bridge Road (SR 140)	N/A	
10-1004	Study	Chaffin Road	From Crabapple Road To Hardscrabble Road	N/A	
10-1006	Study	Pedestrian Crosswalk Study	From To	N/A	
10-1007	Study	Crabapple Road	From Woodstock Road To Etris Road	N/A	
10-1008	Study	Hardscrabble Road Corridor study	From Woodstock Road (SR 92) To Crapabble Road	N/A	
10-1009	Study	Citywide Roadway Safety Audit		N/A	
10-1010	Study	Connectivity Study for East Roswell		N/A	
10-1011	Study	Nesbit Ferry Road	From Holcomb Bridge Road (SR 140) To Johns Creek city limits	N/A	
10-1012	Study	Hightower Road	From Coleman Road To Pine Grove Road	N/A	
10-1013	Study	Old Roswell Road	From Westside Parkway To Hembree Road	N/A	
10-1014	Study	Pedestrian/Bicycle Master Plan		N/A	
11-1001	Other	Park and Ride Lot	Road (SR 140)	N/A	

LONG RANGE PROJECTS (FY 26-35)					
		Description			
Project #	Type	Project	Limits	Length (miles)	Phase
02-1010	Bicycle	Jones Road bikeable shoulder	From Bowen Road To Woodstock Road	1.1	
02-1011	Bicycle	Fowler Avenue bicycle connection	At Woodstock Road	0.1	
02-1012	Bicycle	Martin Road/Martins Landing Drive Road Bike Lanes	From North Pond Trail To Holcomb Bridge Road	0.2	
02-1013	Bicycle	Scott Road Bike Lanes	From Holcomb Bridge Road To Old Scott Road	0.7	
02-1014	Bicycle	Holcomb Woods Parkway	From Old Alabama Road To Holcomb Bridge Road	0.6	
02-1015	Bicycle	Hembree Road	From SR 9 To Wills Road	0.8	
02-1016	Bicycle	Marietta Highway (SR 120) Bike Lanes	From Willeo Road To Spring Drive	0.4	
02-1017	Bicycle	Grimes Bridge Road bikeable shoulder	From Holcomb Bridge Road (SR 140) To Norcross Street	0.5	
02-1018	Bicycle	Pine Grove Road bikable shoulder	From Cobb County Line To Coleman Road	2.3	
02-1019	Bicycle	Steeplechase Drive Bike Lanes	From Haven Wood Trial To Holcomb Bridge Road	0.9	
03-1005	Bridge	SR 400 Bridge Multi-Use Path	At Chattahoochee River	N/A	
03-1006	Bridge	Jones Road	At Willeo Creek	N/A	
03-1007	Bridge	Oxbo Road	At Hog Wallow Creek	N/A	
03-1008	Bridge	Old Holcomb Bridge Road	At Big Creek	N/A	
05-1018	Intersection Improvement	Holcomb Bridge Road (SR 140)	At Nesbit Ferry Road	N/A	
05-1019	Intersection Improvement	Pine Grove Road	At Lake Charles Road	N/A	
05-1020	Intersection Improvement	Woodstock Road (SR 92)	At Bowen Road	N/A	
05-1021	Intersection Improvement	Holcomb Bridge Road (SR 140)	At SR 400 NB Ramp	N/A	
05-1022	Intersection Improvement	Nesbit Ferry Road	At Brumblelow Road	N/A	
05-1023	Intersection Improvement	Pine Grove Road	At North Coleman Road	N/A	
05-1024	Intersection Improvement	Nesbit Ferry Road	At Scott Road	N/A	
05-1025	Intersection Improvement	Riverside Road	At Dogwood Road	N/A	

		Description			
Project #	Type	Project	Limits	Length (miles)	Phase
05-1026	Intersection Improvement	Houze Road (SR 140)	At Hembree Road	N/A	
05-1027	Intersection Improvement	Houze Road (SR 140)	At Saddle Creek Drive	N/A	
05-1028	Intersection Improvement	Atlanta Street (SR 9/120)	At Oak Street	N/A	
05-1029	Intersection Improvement	Woodstock Road	At North Coleman Road	N/A	
05-1030	Intersection Improvement	Crapabble Road	At Hembree Road	N/A	
05-1031	Intersection Improvement	Nesbit Ferry Road	At Nesbit Lakes Drive	N/A	
05-1032	Intersection Improvement	Old Alabama Road	At Riverside Drive	N/A	
05-1033	Intersection Improvement	Pine Grove Road	At Shallowford Road	N/A	
05-1034	Intersection Improvement	Riverside Road	At Eves Road	N/A	
05-1035	Intersection Improvement	Woodstock Road	At Roswell Area Park Entrance	N/A	
05-1036	Intersection Improvement	Grimes Bridge Road	At Dogwood Road	N/A	
05-1037	Intersection Improvement	Hardscrabble Road	At Wexford Club Drive	N/A	
05-1038	Intersection Improvement	Mansell Road	At Warsaw Road	N/A	
05-1039	Intersection Improvement	Norcross Street	At Frazier Street/Forrest Street	N/A	
06-1014	Multi-Use Path	Holcomb Bridge Road (SR 140) Multi-Use Trail (Segment 1)	From Holcomb Woods Parkway To Martins Landing Drive		
06-1015	Multi-Use Path	Roswell Loop - Red Route	At Magnolia Street, Mimosa Boulevard, Oxbo Road, Grimes Bridge Road, Dogwood Road, Riverside Road, Azalea Drive, Willeo	8.3	
06-1016	Multi-Use Path	Eves Circle Multi-Use Path	From River Eves Elementary School / Eves Road To End of Eves Circle	0.6	

		Description			
Project #	Type	Project	Limits	Length (miles)	Phase
06-1017	Multi-Use Path	Big Creek Water Treatment Plant Property	From Marietta Highway (SR 120) To Willeo Road	0.5	
06-1018	Multi-Use Path	For Killer Creek Multi-Use Trail (Southern part)	From Alpharetta Highway (SR 9) To Westside Parkway	1.7	
06-1019	Multi-Use Path	Steeplechase-East Roswell Park Connection Multi-Use Trail	From End of Fouts Road To Steeplechase Drive near Quincy Lane	0.1	
06-1020	Multi-Use Path	Steeplechase-Nesbit Ferry Road Connection Multi-Use Trail	From Holcomb Bridge Road (SR 140) To Nesbit Ferry Road	0.3	
06-1021	Multi-Use Path	Roswell Loop - Green Route	At Target Property, Hardscrabble Road, Etris Road, Crabapple Road, Woodstock Road, Jones	9.1	
06-1022	Multi-Use Path	Bulloch Hall Multi-Use Trail	From Mimosa Boulevard To Willeo Road	1.0	
06-1023	Multi-Use Path	Roswell Loop - Orange Route	At Old Alabama Road, Market Boulevard, Big Creek Bridge Road, Old Alabama Road, Nesbit Ferry Road, Scott Road, Old Scott Road,	9.3	
06-1024	Multi-Use Path	Roswell Loop - Purple Route	At Hembree Road, Elkins Road, Warsaw Extension, Warsaw Road, Grimes Bridge Road, Oxbo Road, Mimosa Boulevard, Webb Street,	9.3	
07-1004	Pedestrian	Crabapple Road Sidewalks	From Crossville Road (SR 92) To Hardscrabble Road	0.9	
07-1005	Pedestrian	Crabapple Road Sidewalks	From Woodstock Road To Elizabeth Lane	0.3	
07-1006	Pedestrian	Chaffin Road Sidewalks	From Hardscrabble Road To Crabapple Road	0.8	
07-1007	Pedestrian	Coleman Drive Sidewalks	From Roswell HS To Chaffin Road	0.5	

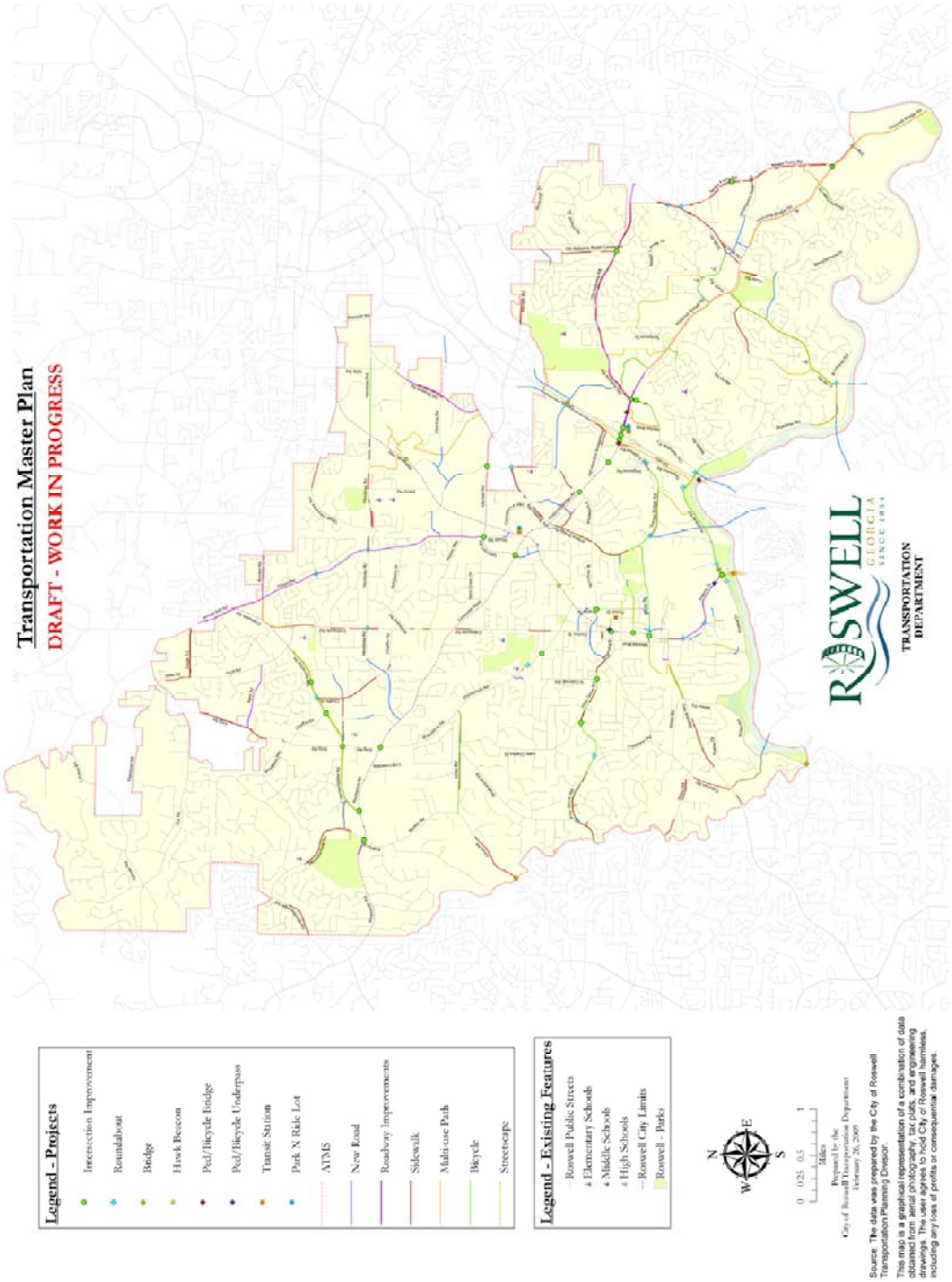
		Description			
Project #	Type	Project	Limits	Length (miles)	Phase
07-1008	Pedestrian	Eves Circle Sidewalks	From Windfaire East Subdivision To Eves Road	0.6	
07-1009	Pedestrian	Fouts Road Sidewalks	From Holcomb Bridge Road (SR 140) To East Roswell Park Entrance	0.3	
07-1010	Pedestrian	Grimes Bridge Road Sidewalks	From Holcomb Bridge Road (SR 140) To Dogwood Road	1.4	
07-1011	Pedestrian	Hembree Road Sidewalks	From Houze Road (SR 140) To Alpharetta Highway (SR 9/120)	0.9	
07-1012	Pedestrian	Improve Crosswalk at Roswell North Elementary School	At Woodstock Road	N/A	
07-1013	Pedestrian	Jones Road Sidewalks	From Bowen Road To Woodstock Road	0.7	
07-1014	Pedestrian	Old Alabama Road Sidewalks	From Holcomb Bridge Road (SR 140) To Johns Creek City Limits	1.5	
07-1015	Pedestrian	Old Holcomb Bridge Road Sidewalks	From Dogwood Road To Chadds Ford Way	0.5	
07-1016	Pedestrian	Old Scott Road Sidewalks	From Holcomb Bridge Road (SR 140) To Scott Road	0.2	
07-1017	Pedestrian	Scott Road Sidewalks	From Old Scott Road To Nesbit Ferry Road	0.8	
07-1018	Pedestrian	Warsaw Road Sidewalks	From Singing Hills Drive To Old Roswell Road	0.2	
07-1019	Pedestrian	Webb Street Sidewalks	From Canton Street To Mimosa Boulevard	0.1	
07-1020	Pedestrian	Market Place Sidewalks	From Grimes Bridge Road To Holcomb Bridge Road (SR 140)	0.2	
07-1021	Pedestrian	Cagle Road sidewalk	From Etris Road To Milton City limits	0.1	
07-1022	Pedestrian	HAWK Beacon on SR 9/120	At Rosemont Parkway	N/A	
07-1023	Pedestrian	Coleman Road Sidewalks	From Marietta Highway (SR 120) To Willeo Road (west)	0.4	
07-1024	Pedestrian	Crabapple Road Sidewalks	From Kenemere Point To Crossville Road (SR 92)	0.2	
07-1025	Pedestrian	Etris Road Sidewalks	From Existing Sidewalk To Existing Sidewalk	0.3	
07-1026	Pedestrian	Jones Road Sidewalks	From Cobb County line To Bowen Road	0.7	

		Description			
Project #	Type	Project	Limits	Length (miles)	Phase
07-1027	Pedestrian	King Road Sidewalks	From Hardscrabble Road To Cox Road	0.8	
07-1028	Pedestrian	Marietta Hwy Sidewalks	From Coleman Road To Willeo Road	0.6	
07-1029	Pedestrian	Marietta Hwy Sidewalks	From Cobb County line To Coleman Road	0.1	
07-1030	Pedestrian	Nesbit Ferry Road Sidewalks	From Holcomb Bridge Road (SR 140) To Scott Road	1.2	
07-1031	Pedestrian	Nesbit Ferry Road Sidewalks	From Scott Road To Old Alabama Road	0.4	
07-1032	Pedestrian	Old Alabama Road Connector Sidewalks	From Old Alabama Road To Alpharetta City Limits	0.5	
07-1033	Pedestrian	Old Mountain Park Road Sidewalks	From Cobb County line To Mountain Park Road	0.4	
07-1034	Pedestrian	Old Roswell Road Sidewalks	From Lowe Lane To Warsaw Road	0.3	
07-1035	Pedestrian	Old Roswell Road Sidewalks	From Old Ellis Road To Hembree Park Drive	0.4	
07-1036	Pedestrian	Pine Grove Road Sidewalks	From Cobb County line To Coleman Road	1.4	
07-1037	Pedestrian	Upper Hembree Road Sidewalks	From Hembree Road To Alpharetta City Limits	1.4	
07-1038	Pedestrian	Willeo Road (North) Sidewalks	From Cobb County line To Coleman Road	0.4	
07-1039	Pedestrian	Old Dogwood Road Sidewalks	At South of Grimes Bridge Road/Dogwood Road	0.1	
07-1040	Pedestrian	Cagle Road sidewalk	From Etris Road To Etris Road	0.5	
07-1041	Pedestrian	Mansell Road Sidewalks	From East of Big Creek Bridge To Alpharetta City Limits	0.3	
07-1042	Pedestrian	Old Alabama Road Sidewalks	From Market Boulevard To Holcomb Bridge Road (SR 140)	0.2	
07-1043	Pedestrian	Rucker Road Sidewalks	From Houze Road (SR 140) To Alpharetta city limits	0.2	
07-1044	Pedestrian	HAWK Beacon on SR 9/120	At South of Thomas/Strickland Streets		
09-1024	Roadway	Big Creek Bridge Road - Phase 4 (Old Holcomb Bridge Road Extension)	From Old Holcomb Bridge Road (Big Creek Bridge Road) To Mansell Road	0.7	
09-1025	Roadway	Eves Road/Steeplechase Connection	From Eves Road To Steeplechase Drive	0.6	

		Description			
Project #	Type	Project	Limits	Length (miles)	Phase
09-1026	Roadway	Frazier Street Re-alignment with Cherry Street	From Canton Street To Frazier Street	0.3	
09-1027	Roadway	Sanctuary Parkway Extension	From Sanctuary Parkway To Westside Parkway	0.3	
09-1029	Roadway	Coleman Drive Extension	From Coleman Drive To Thistlewood Drive	0.3	
09-1030	Roadway	Cranberry Trail/Turner Road Connection	From Cranberry Trail To Turner Road	0.2	
09-1031	Roadway	Dobbs Drive Extension	From End of Existing Road To Grimes Bridge Road	0.1	
09-1032	Roadway	Myrtle Street Extension	From Oxbo Road To End of Current Street	0.1	
09-1033	Roadway	Oak Street Extension	From End of Existing Street To Dobbs Drive	0.1	
09-1034	Roadway	Sun Valley Drive - Houze Road Connection	From Sun Valley Drive To Houze Road	0.3	
09-1035	Roadway	Old Alabama Road - Extend merge lane	At Holcomb Woods Parkway	0.2	
09-1036	Roadway	Norcross Street Extension	From Coleman Road To End of Current Street	0.7	
09-1037	Roadway	Business Frontage Road	At Adjacent to SR 9	0.1	
09-1038	Roadway	Business Backage Road	At To Colonial Park Drive	0.1	
09-1039	Roadway	Bulloch Avenue Extension	From Bulloch Avenue To SR 120	0.2	
09-1040	Roadway	Old Roswell Road	From Westside Parkway To Hembree Park Drive	0.9	
09-1041	Roadway	Hembree Road Extension	From Hembree Road To SR 92	0.5	
09-1042	Roadway	Broad Meadow Cove Realignment	From Woodstock Road To	0.1	
11-1002	Other	Oak Street Streetscape - Phase 2	From Bush Street To Forrest Street	0.3	
11-1003	Other	Oak Street Streetscape - Phase 3	From Forrest Street To Waller Park	0.2	
11-1004	Other	Hill Street Streetscape	From Ellis Street To Myrtle Street	0.2	
11-1005	Other	Park and Ride lot	At SR 9/120 and SR 92/140	N/A	
11-1006	Other	Median Beautification along Crossville/Woodstock Road (SR 92)	From Cobb County line To Holcomb Bridge Road (SR 140)	5.0	

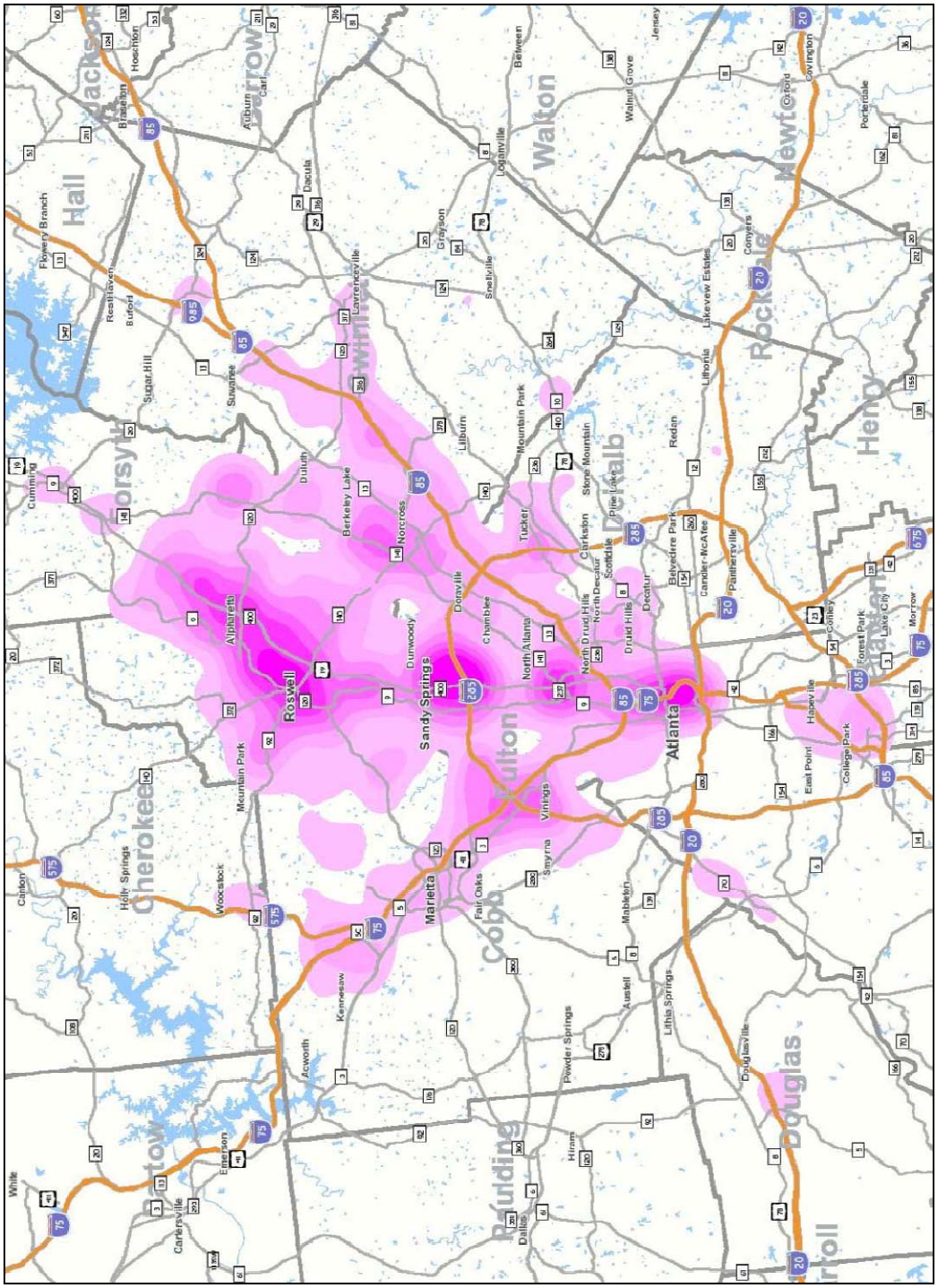
		Description			
Project #	Type	Project	Limits	Length (miles)	Phase
11-1007	Other	Transit Center	From Holcomb Bridge Road (SR 140) To SR 400	N/A	
11-1008	Other	Transit Center	From Holcomb Bridge Road (SR 140) To Alpharetta Street (SR 9/120)	N/A	
11-1009	Other	Transit Center	At City Hall Complex	N/A	

Figure VIII.6 Transportation Master Plan Project Map



Source: *Roswell Transportation Master Plan 2010 Update*

Figure VIII.7: Roswell Commute Shed Analysis



Source: North Fulton Comprehensive Transportation Plan 2010

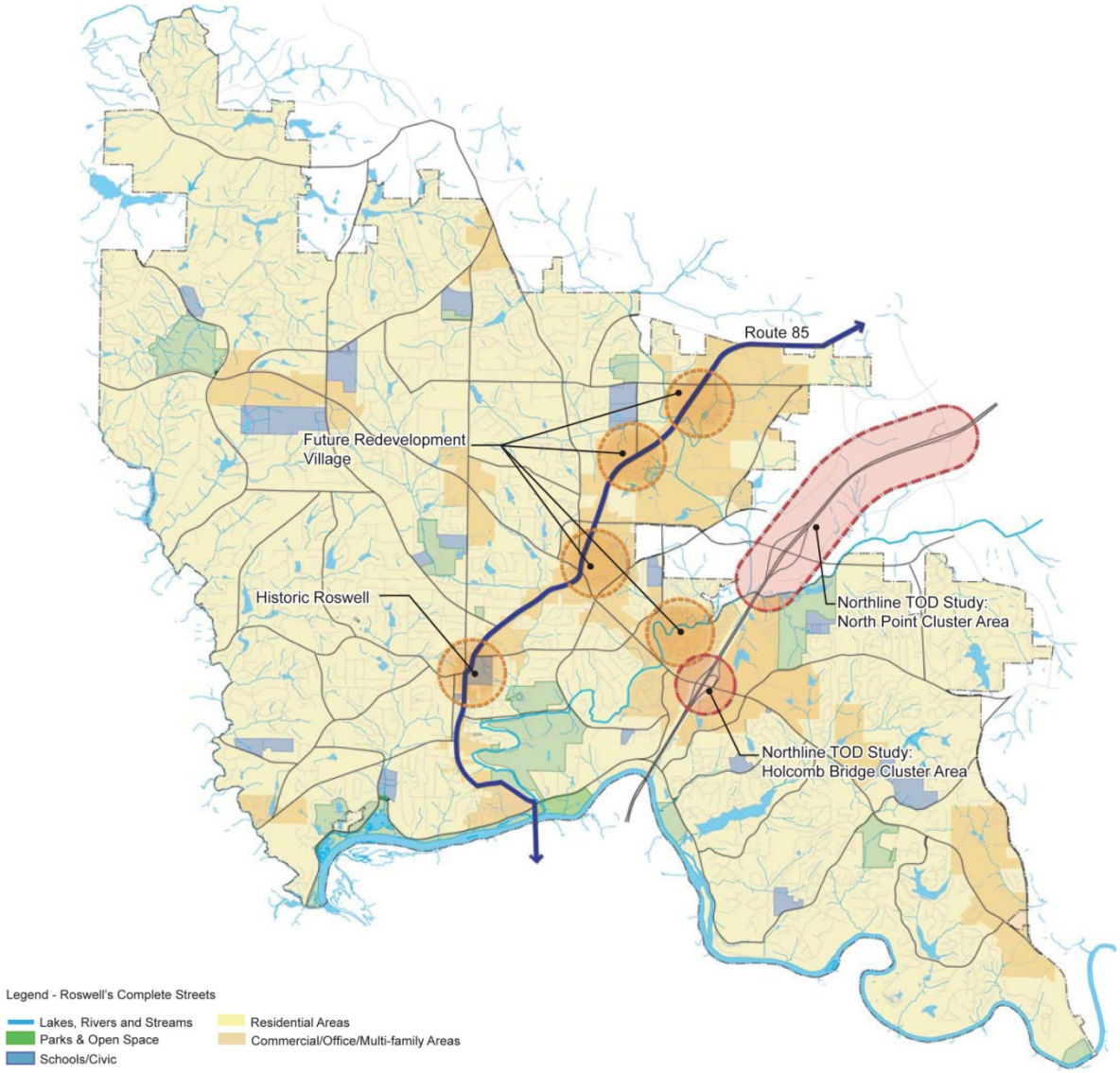
midtown Atlanta. Providing transit service to a small number of locations like this is more economically feasible than providing service to a large area. Additionally, many of these areas already have heavy rail transit service. This makes an extension of transit to Roswell more viable since residents would have accessible work destinations along the existing transit line.

Since the City of Roswell is largely built-out, few large new developments are projected to take place in the future. Most development will be redevelopment of existing properties, primarily along the commercial corridors of Holcomb Bridge Road SR 140/Crossville Road/SR92 and Atlanta Street/Alpharetta Highway/SR 9 as well as near GA 400. These are the areas where transit is most likely to be constructed to help relieve future traffic congestion. Additional bicycle and pedestrian connections will also help provide alternatives to automobile travel along these corridors.

The 2006 *City of Roswell Transportation Master Plan* identified the Holcomb Bridge Cluster Area and the North Point Cluster Area which were a part of *MARTA's Northline TOD Study*. It also identified locations where Future Redevelopment Villages should be supported, as shown in Figure VIII.8. The 2006 *City of Roswell Transportation Master Plan* stated that the goal of identifying these areas is to encourage long-term redevelopment and land use planning that will support a wide variety of viable transit options open for future consideration. While future plans for transit expansion are not definitive, the City has an opportunity to prepare land-use policies today to support whatever transit mode might be viable in the future. The future redevelopment villages, and the corridors they are located along, fall in the Highway 9 – Corridor Commercial, GA 400 – Mixed-Use, Highway 92 – Corridor, and Industrial/FLEX character areas. During the comprehensive planning process, residents will have the opportunity to provide their input on the areas where redevelopment should be targeted and help to refine the purpose of these character areas and their transportation needs.

The Transit Planning Board (TPB) was a joint venture between the Metropolitan Atlanta Rapid Transit Authority (MARTA), the ARC, and the Georgia Regional Transportation Authority (GRTA). It was primarily focused on the creation of a regional transit plan and identifying new regional sources of funds to implement and operate the system. In August 2008 the TPB approved Concept 3 as their regional vision for transit in Atlanta. Concept 3 has since been approved by MARTA, ARC, and GRTA, although no specific funding has been attached to the plan as a whole. However, it is a

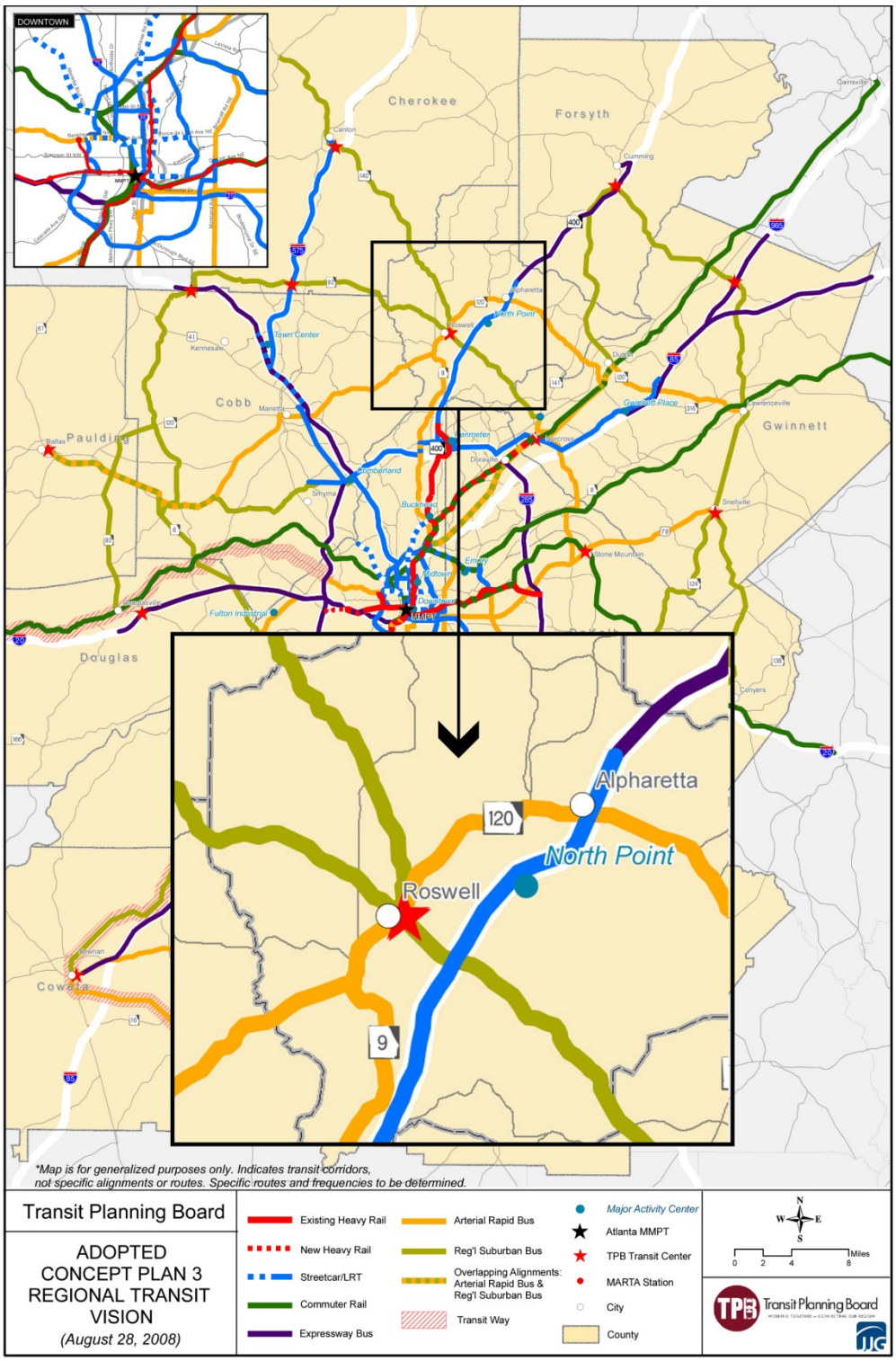
Figure VIII.8: Recommended Transit Supportive Redevelopment Locations



Source: *City of Roswell, Transportation Master Plan* 2006

regional vision and the City looks forward to becoming a partner in its implementation in the future. In the City of Roswell, proposed transit projects are located along a number of state roadways in the City, as shown in Figure VIII.9. These projects align with the recommended transit supportive redevelopment locations identified in the *City of Roswell, Transportation Master Plan* 2006.

Figure VIII.9 Transportation Planning Board Concept Plan 3 Adopted Regional Transit Vision



Source: *Transportation Planning Board Concept Plan 3*, 2008

The City of Roswell undertook two Livable Centers Initiative (LCI) studies in recent years which offer subarea transportation plans. These include the *Midtown Roswell Redevelopment Plan*, 2003 and the *Roswell Town Center/Atlanta Street Corridor Study*.

The *Midtown Roswell Redevelopment Plan* study area is located along Alpharetta Street/SR 9 from Woodstock Street to Holcomb Bridge Road. This study provided a number of possible options for redesigning Alpharetta Street/SR 9 within the study area. Details of these options are provided in the Technical Appendix of this document. This project has now moved from planning to implementation. It is currently under construction with an estimated completion date of March 2011. The final design, shown in Figure VIII.10, includes stamped asphalt in the center two-way left-turn lane, new sidewalks, street trees, and pedestrian-scale lighting.

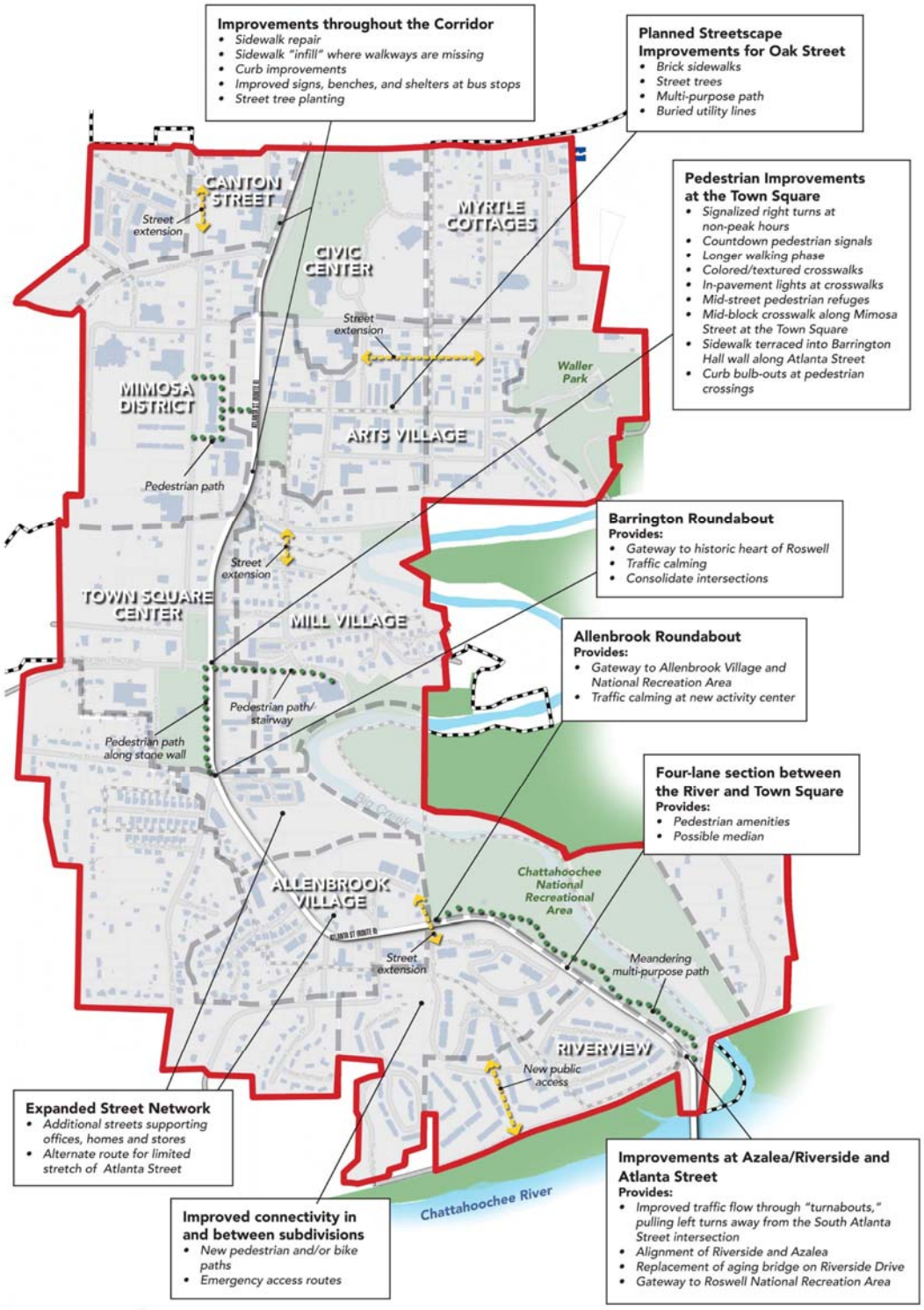
Figure VIII.10 Midtown Roswell (Alpharetta Highway/SR 9/120) Beautification

Source: City of Roswell Project Fact Sheet

The *Roswell Town Center/Atlanta Street Study* focused on all land within approximately ¼-mile of Atlanta Street/SR 9 from the Chattahoochee River to Norcross Street, including Roswell's historic heart: the Town Square, Mimosa Boulevard and the old mill area. The Conceptual Transportation Plan from the *Roswell Town Center/Atlanta Street Study* is shown in Figure VIII.11. A detailed recommended project list is available in the study, while general transportation recommendations include the following:

- Sidewalk/streetscape improvements throughout the Atlanta Street/SR 9 corridor, on Oak Street, and at the Town Square
- Roundabouts on Atlanta Street/SR 9 at King Street (Barrington Hall) and at Warm Springs Circle (Allenbrook Village)

Figure VIII.11 Transportation Concept Plan, Roswell Town Center/Atlanta Street Corridor Study



Source: *Roswell Town Center/Atlanta Street Corridor Study*

- A 4-lane section for Atlanta Street/SR 9 between the Town Square and the Chattahoochee River with improvements at the intersection of Atlanta Street/SR 9 and Riverside Road/Azalea Drive
- An expanded street network with improved bicycle/pedestrian connectivity

VIII.6 Issues and Opportunities

Issues

- The current impact fee LOS standard is "D". Many roadways in Roswell do not meet this standard and many other roadways are projected to fall below this standard in the planning horizon.
- Right-of-way and other constraints prevent new capacity from being added to roadways.
- A lack of connectivity in the roadway network forces most vehicular trips to use the major roadways in the City.
- 41% of trips in Roswell are through trips that do not originate or end in Roswell.
- Most trips in the City are made using personal vehicles.
- Pedestrian facilities are limited or uninviting in some parts of the City.
- Transit options in the City are limited.
- Existing commercial developments with large setbacks and parking in front are not conducive to pedestrians, bicyclists, and transit usage.

Opportunities

- Implementation of operational improvements including signal synchronization, turn lanes at intersections, and improved access management in the form of reductions in curb cuts, interparcel access, additional medians, and other improvements to increase the capacity of the existing roadway lanes and reduce the frequency of crashes.
- Increased use of travel demand management (TDM) strategies to such as parking management, car/van pooling, transit incentives, park-and-ride lots, staggered work hours, transportation management associations, and other techniques as appropriate help to better manage the demand on the transportation system.
- Existing planning studies the City conducted call for expansion of the roadway grid and improved connectivity to alleviate this problem. The 2009 completion of the Mimosa Boulevard Extension and the planned Mansell Road extension are examples of implementation of this grid expansion.

- 59% of trips are either local trips or originate or end in Roswell, meaning they will benefit from increased roadway connectivity.
- Ongoing expansion of the bicycle, trail, and sidewalk network, focusing primarily on connecting schools, neighborhoods, parks, activity centers, and transit, to provide alternative modes for local trips.
- Link pedestrian and bicycle infrastructure facilities in the City into existing and proposed projects from neighboring communities as well as existing and proposed regional and statewide systems.
- Pursue funding sources that will increase the amount of resources available to the City to provide better sidewalks and bikeways.
- The City's adoption of a Complete Streets Policy in March 2009 and adoption of the updated *City of Roswell, Transportation Master Plan* in July 2010 provide policy support and specific project direction for implementation of bicycle and pedestrian projects in the City.
- Increased transit options provide an alternative mode for regional and commute trips.
- The Future Redevelopment Villages recommended in the City of Roswell, Transportation Master Plan will create nodes of development that make transit service more viable and are more appealing to bike and pedestrian travel.
- MARTA's Northline TOD Study recommends extension of MARTA's north heavy rail transit line if land use changes result in required ridership minimums being met.

SECTION IX – QUALITY COMMUNITY OBJECTIVES

DCA adopted the Quality Community Objectives as a statement of the development patterns and options that will help Georgia preserve unique cultural, natural and historic resources while looking to the future and developing to its fullest potential. As a planning tool, the Quality Community Objectives Assessment delineates a series of indicators for 15 policy objectives, organized into the form of a checklist meant to help conduct the analysis for the Community Assessment.

While generating the Community Assessment summary, including Issues and Opportunities, each indicator of these objectives was reviewed. The purpose of this section is to include them for the public to understand the state policy recommendations considered in preparing the entire Community Assessment document, per State mandate. It serves as policy reference for the community as they prepare to participate in developing the Community Agenda.

Quality Community Objectives

Development Patterns

Traditional Neighborhoods

Traditional neighborhood development patterns should be encouraged, including use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.

Statement	Yes	No	Comments
1. If we have a zoning code, it does not separate commercial, residential and retail uses in every district.	X		We do not currently have a mixed use future category. There are a number of districts and overlays that allow for mixed use.
2. Our community has ordinances in place that allow neo-traditional development "By right" so that developers do not have to go through a long variance process.		X	
3. We have a street tree ordinance that requires new development to plant shade-bearing trees appropriate to our climate.	X		The City of Roswell places emphasis on tree preservation and planting.
4. Our community has an organized tree-planting campaign in public areas that will make walking more comfortable in summer.	X		The City has a Tree Planting Master Plan which was begun in 2004 and goes until 2012.
5. We have a program to keep our public areas (commercial, retail districts, parks) clean and safe.	X		
6. Our community maintains its sidewalks and vegetation well so that walking is an option some would choose.	X		
7. In some areas, several errands can be made on foot, if so desired.		X	The only area considered very walkable is the Historic District. There are no grocery stores.
8. Some of our children can and do walk to school safely.	X		
9. Some of our children can and do bike to school safely.	X		
10. Schools are located in or near neighborhoods in our community.	X		

Infill Development

Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.

Statement	Yes	No	Comments
1. Our community has an inventory of vacant sites and buildings that are available for redevelopment and/or infill development.		X	Several redevelopment plans has been established. Economic downturn has stalled development.
2. Our community is actively working to promote Brownfield redevelopment.		X	
3. Our community is actively working to promote greyfield redevelopment.		X	
4. We have areas of our community that are planned for nodal development (compacted near intersections rather than spread along a major road).	X		
5. Our community allows small lot development (5,000sf or less) for some uses.		X	The smallest is 6,000sf located in the RPUD and HR districts.

Sense of Place

Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment

Statement	Yes	No	Comment
1. If someone dropped from the sky into our community, he or she would know immediately where she was, based on our distinct characteristics.		X	
2. We have delineated the areas of our community that are important to our history and heritage and have taken steps to protect those areas.	X		Historic District Guidelines are used. The Historic Preservation Commission reviews all regulations.
3. We have ordinances to regulate the aesthetics of development in our highly visible areas.	X		
4. We have ordinances to regulate the size and type of signage in our community.	X		
5. If applicable, our community has a plan to protect designated farmland.		X	There is very limited farmland left.

Transportation Alternatives			
Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.			
Statement	**Yes**	**No**	**Comment**
1. We have public transportation in our community.	X		
2. We require that new development connects with existing development through a street network, not a single entry/exit.	X		
3. We have a good network of sidewalks to allow people to walk a variety of places.	X		
4. We have a sidewalk ordinance in our community that requires all new development to provide user-friendly sidewalks.	X		
5. We require that newly built sidewalks connect to existing sidewalks wherever possible	X		
6. We have a plan for bicycle routes through our community.	X		
7. We allow commercial and retail development to share parking areas wherever possible.	X		

Regional Identity			
Each region should promote and preserve a regional "identity," or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.			
1. Our community is characteristic of the region in terms of architectural styles and heritage.	X		Historic District Guidelines, Parkway Village District Guidelines and Garrison Hill Guidelines
2. Our community is connected to the surrounding region for economic livelihood through businesses that process local agricultural products.		X	
3. Our community encourages businesses that create products that draw on our regional heritage (mountain, agricultural, metropolitan, coastal)		X	
4. Our community participates in the Georgia Department of Economic Development's regional tourism partnership.	X		
5. Our community promotes tourism opportunities based on the unique characteristics of our region.	X		
6. Our community contributes to the region, and draws from the region, as a source of local culture, commerce, entertainment, education.	X		

Resource Conservation			
Heritage Preservation The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.			
Statement	**Yes**	**No**	**Comments**
1. We have designated historic districts in our community.	X		
2. We have an active historic preservation commission.	X		
3. We want new development to complement our historic development, and we have ordinances in place to ensure that happening.	X		

Open Space Preservation New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors. Compact development ordinances are one way of encouraging this type of open space preservation.			
Statement	**Yes**	**No**	**Comment**
1. Our community has a greenspace plan.	X		A greenspace plan was adopted with the 2000 comprehensive plan.
2. Our community is actively preserving greenspace – either through direct purchase, or by encouraging set-asides in new development.	X		Roswell has actively acquired parkland and historic resources.
3. We have a local land conservation program, or, we work with state or national land conservation programs to preserve environmentally important areas in our community.	X		
4. We have a conservation subdivision ordinance for residential development that is widely used and protects open space in perpetuity.	X		The conservation subdivision ordinance was adopted in 2001.

Environmental Protection Environmentally sensitive areas should be protected from negative impacts of development, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.			
Statement	**Yes**	**No**	**Comment**
1. Our community has a comprehensive natural resources inventory.	X		
2. We use this resource inventory to steer development away from environmentally sensitive areas.	X		
3. We have identified our defining natural resources and have taken steps to protect them.	X		
4. Our community has passed the necessary Part V Environmental Ordinances, and we enforce them.	X		
5. Our community has and actively enforces a tree preservation ordinance.	X		
6. Our community has a tree-replanting ordinance for new development.	X		
7. We are using stormwater best management practices for all new development.	X		
8. We have land use measures that will protect the natural resources in our community (steep slope regulations, floodplain or marsh protection, etc.)	X		

Social and Economic Development			
Growth Preparedness Each community should identify and put in place the pre-requisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.			
Statement	**Yes**	**No**	**Comments**
1. We have population projections for the next 20 years that we refer to when making infrastructure decisions.		X	
2. Our local governments, the local school board, and other decision-making entities use the same population projections.	X		The current population projections will be adjusted with the 2010 Census numbers.
3. We have a Capital Improvements Program that supports current and future growth.	X		
4. We have designated areas of our community where we would like to see growth. These areas are based on the natural resources inventory of our community.	X		

Appropriate Businesses The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long-term sustainability, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.			
Statement	**Yes**	**No**	**Comments**
1. Our economic development organization has considered our community's strengths, assets, and weaknesses and has created a business development strategy based on them.		X	The Economic Strategic Plan will be initiated in FY2011.
2. Our ED organization has considered the types of businesses already in our community, and has a plan to recruit business/industry that will be compatible.		X	The Economic Strategic Plan will be initiated in FY2011.
3. We recruit businesses that provide or create sustainable products.		X	The Economic Strategic Plan will be initiated in FY2011.
4. We have a diverse jobs base, so that one employer leaving would not cripple us.	X		

Employment Options A range of job types should be provided in each community to meet the diverse needs of the local workforce.			
Statement	**Yes**	**No**	**Comments**
1. Our economic development program has an entrepreneur support program.		X	
2. Our community has jobs for skilled labor.	X		
3. Our community has jobs for unskilled labor.	X		
4. Our community has professional and managerial jobs.	X		

Housing Choices A range of housing size, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.			
Statement	**Yes**	**No**	**Comments**
1. Our community allows accessory units like garage apartments or mother-in-law units.	X		
2. People who work in our community can afford to live here, too.		X	
3. Our community has enough housing for each income level (low, moderate, and above-average incomes)		X	The City does work with various CHDO organizations through the HOME Program.
4. We encourage new residential development to follow the pattern of our original town, continuing the existing street design and recommending smaller setbacks.	X		
5. We have options available for loft living, downtown living, or “neo-traditional” development.	X		
6. We have vacant and developable land available for multifamily housing.		X	
7. We allow multifamily housing to be developed in our community.		X	In 2004, rezoning to the R-3 and R-TH categories was removed.
8. We support community development corporations building housing for lower-income households.	X		
9. We have housing programs that focus on households with special needs.	X		
10. We allow small houses built on small lots (less than 5,000 sf) in appropriate areas.		X	The smallest is 6,000sf located in the RPUD and HR districts.

Educational Opportunities Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.			
Statement	**Yes**	**No**	**Comments**
1. Our community provides work-force training options for our citizens.		X	The City relies on Fulton County to provide this service.
2. Our workforce training programs provide citizens with skills for jobs that are available in our community.		X	
3. Our community has higher education opportunities, or is close to a community that does.		X	
4. Our community has job opportunities for college graduates, so that our children may live and work here if they choose.		X	

Governmental Relations			
Local Self-determination Communities should be allowed to develop and work toward achieving their own vision for the future. Where the state seeks to achieve particular objectives, state financial and technical assistance should be used as the incentive to encourage local government conformance to those objectives.			
Statement	**Yes**	**No**	**Comments**
1. We have a citizen-education campaign to allow all interested parties to learn about development processes in our community.		X	
2. We have processes in place that make it simple for the public to stay informed on land use and zoning decisions, and new development.	X		
3. We have a public-awareness element in our comprehensive planning process.	X		
4. We have clearly understandable guidelines for new development.		X	
5. We offer a development guidebook that illustrates the type of new development we want in our community.	X		
6. We have reviewed our development regulations and/or zoning code recently and are sure that our ordinances will help us achieve our QCO goals.		X	After the Comprehensive Plan is completed, a re-write of the Zoning Ordinance can be done.
7. We have a budget for annual training for planning commission members and staff, and we use it.		X	
8. Our elected officials understand the land development process in our community.	X		

Regional Cooperation Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources or development of a transportation network.			
Statement	**Yes**	**No**	**Comments**
1. We plan jointly with our cities and county for Comprehensive Planning purposes.	**X**		
2. We are satisfied with our Service Delivery Strategies.	**X**		This is currently being worked on, there is a disagreement with Fulton County and the other cities on services that are being delivered.
3. We cooperate with at least one local government to provide or share services (parks and recreation, E911, Emergency Services, Police or Sheriff's Office, schools, water, sewer, other).	X		

Resolution No. 2010-07-35

STATE OF GEORGIA

COUNTY OF FULTON **July 26, 2010**

CITY OF ROSWELL RESOLUTION OF TRANSMITTAL OF THE COMMUNITY ASSESSMENT AND COMMUNITY PARTICIPATION PROGRAM TO THE ATLANTA REGIONAL COMMISSION (ARC) AND THE STATE OF GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS (DCA)

WHEREAS, pursuant to the Local Planning Requirements for the State of Georgia, the City of Roswell must update its Comprehensive Plan to meet or exceed the requirements of the State of Georgia's Standards and Procedures for Local Comprehensive Planning effective May 1, 2005; and

WHEREAS, the City of Roswell has adopted the 2025 Comprehensive Plan; and

WHEREAS, the City of Roswell has completed the Community Assessment and Community Participation Program documents as part of the 2030 Comprehensive Plan and the State of Georgia's Standards and Procedures for Local Comprehensive Planning effective May 1, 2005; and

WHEREAS, a Public Hearing was held by the Planning Commission on July 20, 2010, in the City Council Chambers, 38 Hill Street, Roswell, Georgia; and

WHEREAS, a Public Hearing was held by the Mayor and City Council on July 26, 2010, in the City Council Chambers, 38 Hill Street, Roswell, Georgia:

NOW, THEREFORE BE IT RESOLVED, that the Roswell City Council does hereby transmit the Community Assessment and Community Participation Program documents as part of the 2030 Comprehensive Plan to the Department of Community Affairs (DCA) and the Atlanta Regional Commission (ARC) for regional review and comment, per the State of Georgia's Standards and Procedures for Local Comprehensive Planning effective May 1, 2005.

Jere Wood, Mayor
ACTING MAYOR PRO TEM

Attest:
Sue H. Creel, City Clerk
(Seal)

Councilmember Jerry Orlans

Councilmember Rebecca Wynn

Councilmember Betty Price

Councilmember Richard Dippolito

Councilmember Kent Igleheart

Councilmember Nancy Diamond