

Roswell Comprehensive Growth Plan

Community Event #1 – August 28, 2025



Community Event #1 Summary

Presentation and materials will be available online.

Event Summary

The City of Roswell held the first 2045 Comprehensive Growth Plan community event on Thursday, August 28. The purpose of the meeting was to inform attendees about the planning effort, process, key goals, and engage them in defining the vision for five key activity centers within the city. Upon arrival, the 56 attendees marked on a map where they live, work, and visit. Introductory stations explained the process, goals, and initial economic and demographic features of the city, and gathered thoughts on needs and opportunities.

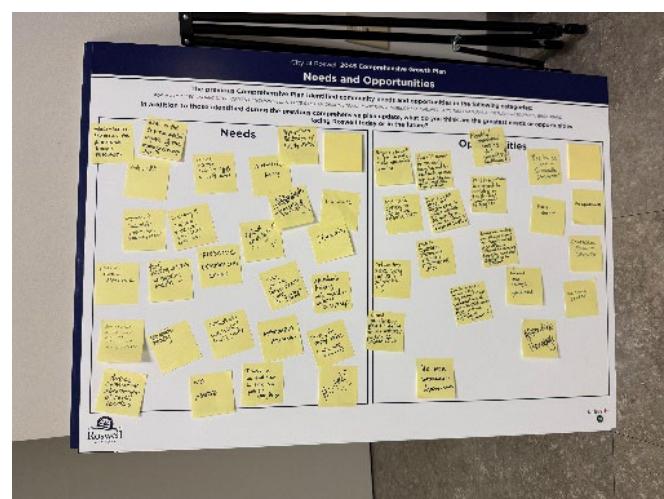
A presentation by city staff and the consultant team detailed the growth plan goals, process, and focus on commercial areas, building upon previous plans including the 2040 Comprehensive Plan, the Economic Development Strategy, Transportation Master Plan, Stormwater Utility Master Plan, and Parks, Recreation, and Cultural Affairs Master Plan. The consultant team presented economic existing conditions and provided an overview of existing conditions analysis involving character areas, zoning, infrastructure, parks and trails, and environmental constraints.

After the presentation, attendees participated in interactive exercises related to proposed activity centers within the city. The first station reviewed how the five potential Activity Centers were identified, followed by five stations that addressed and provided an opportunity for input on specific activity centers: East Roswell, Holcomb Bridge Road/GA 400, Uptown, Midtown, and Downtown, where participants shared their input and vision for these areas.

Needs and Opportunities

This station asked attendees to place sticky notes with needs or opportunities for the City.

- Needs: Common themes included the need for more diverse housing types, preservation of existing commercial areas, and the addition of more sidewalks.
- Opportunities: Common themes included more housing options for different stages of life and support for residents in rental properties.



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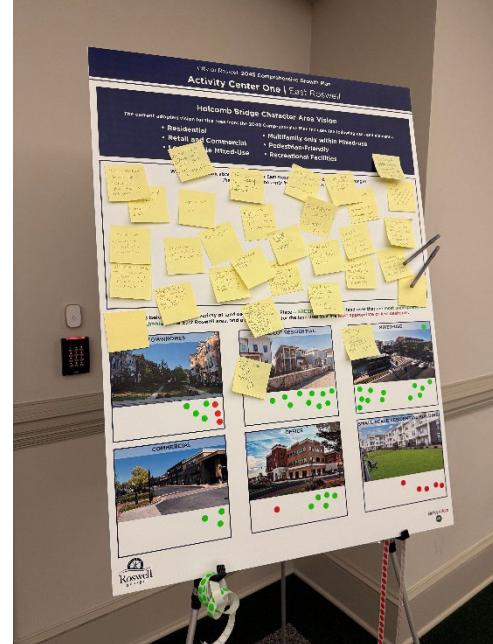


Interactive Exercises

Each activity center station included two boards. The first board showed a map of the potential Activity Center and asked for general thoughts on it as an opportunity area. The second board described the vision for the Character Area from the previous plan and asked if any words or phrases should be added or removed. It also included six example land use photos and asked participants to place green dots on appropriate uses and red dots on least appropriate ones.

Activity Center 1 – East Roswell

- Key themes on the vision included a desire for:
 - Mixed-use developments
 - Variety of housing types
 - No multifamily
 - More greenspace new development
 - Workforce housing
 - No corporate ownership of housing
- Themes from the visual preference included:
 - A higher preference for Small-Lot Residential and Mixed-Use
 - Mixed opinions on Office and Townhomes
 - Lower preference for Commercial and Small-Scale Residential



Activity Center 2 – Holcomb Bridge Road/GA 400

- Key themes on the vision included a desire for:
 - Office and commercial uses
 - Concerns with existing traffic in the area
 - Mixed-use development, with mixed opinions on types of uses included
 - Improved transit
- Themes from the visual preference included:
 - A higher preference for Mixed-Use and Small-Scale Residential
 - A mix, but still positive preference for Regional Destination
 - Lower, but still positive preference for Townhomes, Commercial, and Office



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Activity Center 3 – Uptown

- Key themes on the vision included a desire for:
 - Concerns about the environmental impact of this area and the types of businesses within it
 - Additional housing options (mixed opinions)
 - Commercial and office uses
- Themes from the visual preference included:
 - Office, Industrial, and Retail were largely preferred
 - Mixed opinions on Townhomes, Mixed-Use, and Small-Scale Residential Building

Activity Center Three | Uptown

Industrial / Flex Character Area Vision

The current adopted vision for this area from the 2040 Comprehensive Plan includes the following uses and elements:

- Office and Business Distribution
- Appropriate Transitions
- Mixed Residential and Office
- Employment Center

What do you think about the vision for Uptown? What would you add or change?
Please add your thoughts in the space below.

Activity Center Four | Midtown

Commercial Mixed-Use Character Area Vision

The current adopted vision for this area from the 2040 Comprehensive Plan includes the following uses and elements:

- Mixed-Use
- Redeveloping Vacant Sites
- Employment Center
- Meaningful Open Space
- Pedestrian-Friendly Environment
- Aesthetic Street Improvements

What do you think about the vision for Midtown? What would you add or change?
Please add your thoughts in the space below.

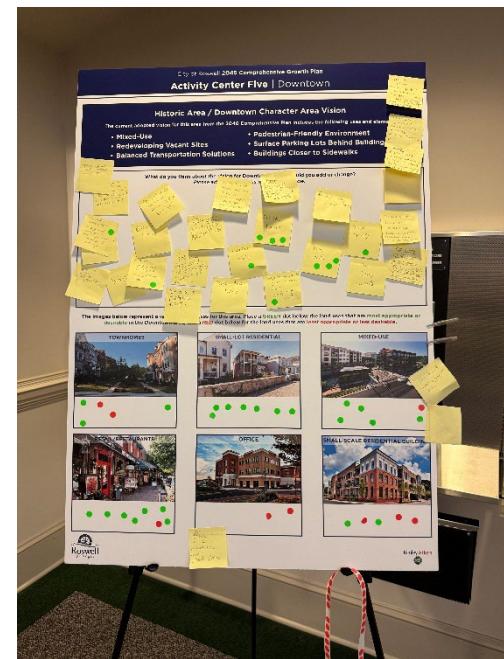
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Activity Center 5 - Downtown



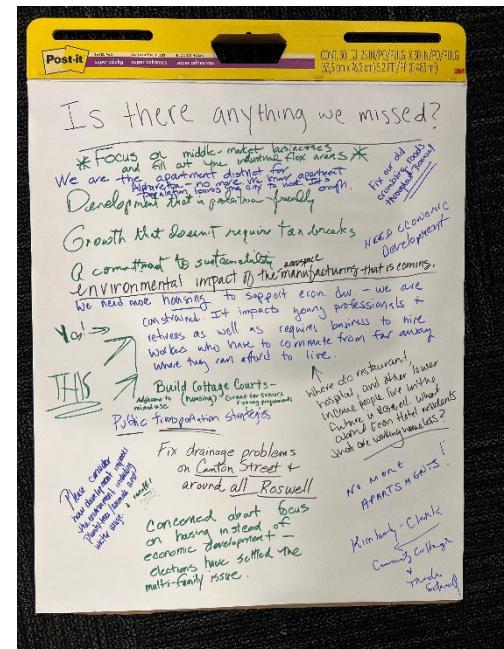
- Key themes on the vision included a desire for:
 - Variety of housing types for seniors and workers
 - Repurpose existing commercial spaces
 - Need for a hotel in the area
 - Mixed opinions on quality and quantity of retail and restaurants
- Themes from the visual preference included:
 - Small-Lot Residential largely preferred
 - Positive but mixed opinions for Mixed-Use and Retail/Restaurants
 - Mixed opinions on Townhomes and Small-Scale Residential Building
 - No desire for Office, except in a mixed-use development



Additional Comments

Near the exit attendees were invited to provide additional comments on the meeting topics or other issues. Key themes from these comments included:

- Need housing to support economic development
- Variety of housing types for seniors and workers
- Pedestrian-friendly development
- Public transportation
- Consider environmental impacts of new developments and existing businesses
- Concerns with multifamily and apartments



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Meeting Photos

