

## **Meeting Summary**

*Meeting presentation and materials will be available online.*

### **Meeting Attendees**

- Councilmember Christine Hall
- Councilmember Allen Sells
- Deb Ewing
- Ward Green
- Denise Rauch
- Clair Snedeker (virtual)
- Jeff Jablonski
- George Crumley
- Bill Wilkinson
- Jay Corona
- Jeff Leatherman (City staff)
- Michelle Alexander (City staff)
- Darryl Connealy (City staff)
- Jeannie Peyton (City staff)
- Angela Rambeau (City staff)
- Eric Bosman (Consultant team)
- Jon Tuley (Consultant team)
- Jonathan Demirci (Consultant team)
- Geoff Koski (Consultant team)
- Gabby Oliverio (Consultant team)
- Trevor Butler (Consultant team)

### **1. Welcome and Introductions**

- SVP Jeff Leatherman and Community Development Director Michelle Alexander welcomed, introduced the Comprehensive Growth Plan, and invited committee members, staff, and the consultant team to each introduce themselves.

### **2. Meeting Protocols**

- SVP Jeff Leatherman discussed meeting protocols, that the meeting is open to the public, but is for the Stakeholder Committee to provide feedback.

### **3. Establish a Chair**

- Director Michelle Alexander offered for the Stakeholder Committee to designate a Chair and Co-Chair to help guide meetings and discussions.
- Councilmember Allen Sells was nominated and approved by the committee as Chair.
- Bill Wilkinson was nominated and approved as Co-Chair to serve in the absence of Councilmember Sells.

#### **4. Comprehensive Growth Plan Goals and Process**

- The Kimley-Horn team described the goals, purpose, and process of the Comprehensive Growth Plan.
- Many elements and recommendations of previous Comprehensive Plans are still relevant, so this plan will build upon the previous plan, will be primarily focused on the commercial areas within the City, and will weave together the previous recently adopted Economic Development Strategy with this plan update.

#### **5. Stakeholder Committee Role**

- The Kimley-Horn team described the role of the Stakeholder Committee in the Comprehensive Growth Plan process, and that there will be four Stakeholder Committee Meetings throughout the process.
- The Committee will act as a sounding board, reviewing information before it is distributed to the community.

#### **6. Previous Planning Efforts**

- The Kimley-Horn team presented how the 2045 Comprehensive Growth Plan would be an extension of other recent planning efforts, such as the 2040 Comprehensive Plan, Economic Development Strategy, Transportation Master Plan, Stormwater Utility Master Plan, and the Parks, Recreation, and Cultural Affairs Master Plan.
- Additionally, the team reviewed previous comprehensive plan character area maps with the committee to highlight how the vision for future growth had been consistent for well over a decade, including the last three plan updates.
- Given the consistent vision, the consultant team discussed how this plan will focus in on the key activity centers and corridors identified for future growth and investment, while preserving and protecting existing, stable single-family neighborhoods.
- Economic Development Director Darryl Connealy presented an overview of the Economic Development Strategy, including the goals of the plan and the economic nodes that were identified.

#### **7. Initial Economic Existing Conditions**

- Kimley-Horn's subconsultant KB Advisory Group presented the initial economic existing conditions assessment of the City.
- The City has been in a period of population stagnation, only adding about 300 people each year over a 5-year period.
- Discussion was had about whether this low population growth can be sustained and still see economic growth within the City.

## 8. Initial Existing Conditions Assessment

- The Kimley-Horn team presented an overview of the existing conditions assessment that is underway.
- While the Comprehensive Growth Plan is focused on key commercial areas, it is important to understand the citywide context that these areas are within, as well as issues or efforts that may reach beyond the City of Roswell.
- Numerous analyses are underway including land use, transportation infrastructure, stormwater infrastructure, parks and trails, and planned improvements and investments.

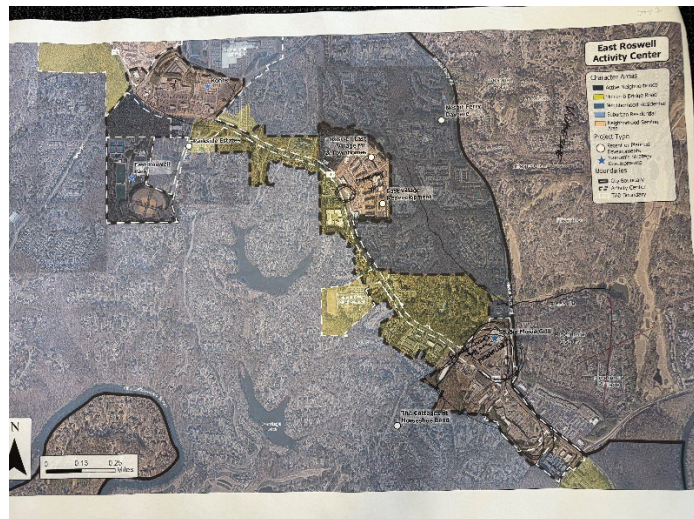
## 9. Activity Centers Work Session

- The Kimley-Horn team described that based on the 2040 Comprehensive Plan's character areas, the economic nodes identified in the Economic Development Strategy, and current real-estate and development patterns, initial Economic Activity Centers were identified.
- Five draft Activity Centers across the City were identified including: East Roswell, Holcomb Bridge Road/GA 400, Uptown, Midtown, and Downtown.
- The Stakeholder Committee split into two groups to review each draft Activity Center in depth, provide feedback on the boundaries of the areas, where development and redevelopment opportunities are, and what type of development would be appropriate in each area.

### Group 1

#### East Roswell

The group confirmed that the Studio Movie Grill and southeastern area of this Activity Center is a major opportunity. They described that there has been opposition to the East Village development centered around the apartments and the traffic generated. They confirmed that the former Kohl's Shopping Center is a development opportunity.





# Roswell Comprehensive Growth Plan Stakeholder Committee Meeting #1 – August 18, 2025



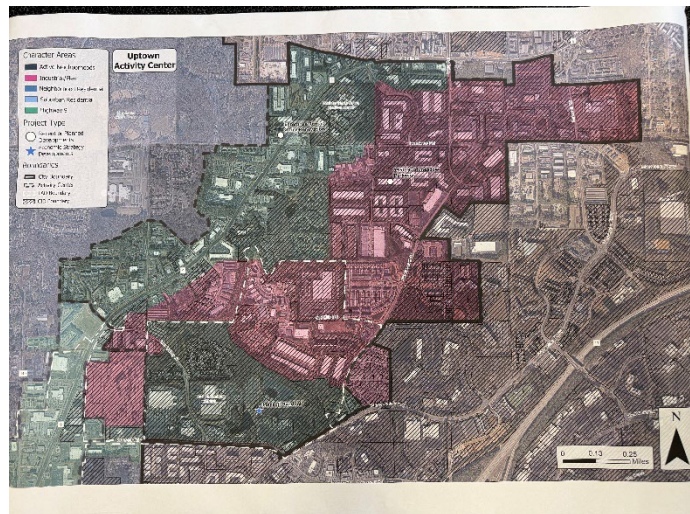
## Holcomb Bridge Road/GA 400

The group agreed with the boundary of this Activity Center and Warsaw Road being the western terminus along Holcomb Bridge Road. They noted that the Kimberly-Clark campus is a significant opportunity, and that connections to the Chattahoochee River and east-west over GA 400 would be catalytic improvements to this area.



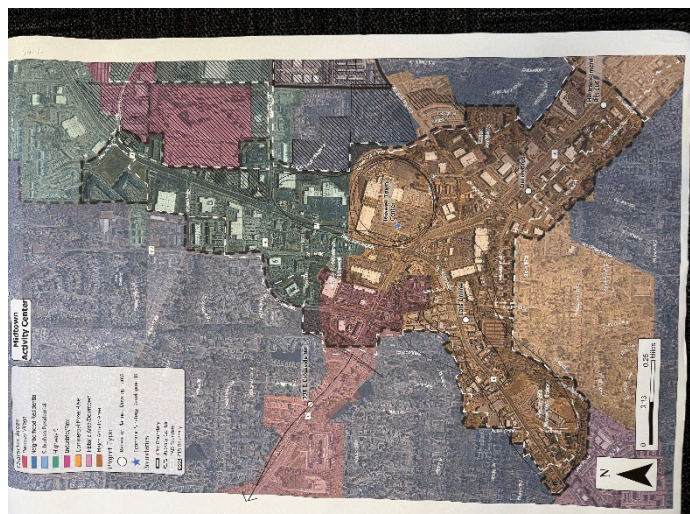
## Uptown

The group noted that Wellstar North Fulton Hospital, the car dealerships along Highway 9, and the flex office/industrial spaces east of Highway 9 are a significant driver of the economy in Roswell. They described that this area should continue this trajectory and be a focus area for business recruitment and economic development.



## Midtown

The Roswell Town Center Shopping Center and the parcel directly north were noted as the significant development opportunity in this area. There was discussion about what this area could be, including residential or mixed-use. The group also raised the question of if any of the parcels south along Highway 9 toward Downtown could be an opportunity, and consensus was that they could be, but not as high of a priority as Town Center.





# Roswell Comprehensive Growth Plan Stakeholder Committee Meeting #1 – August 18, 2025



## Downtown

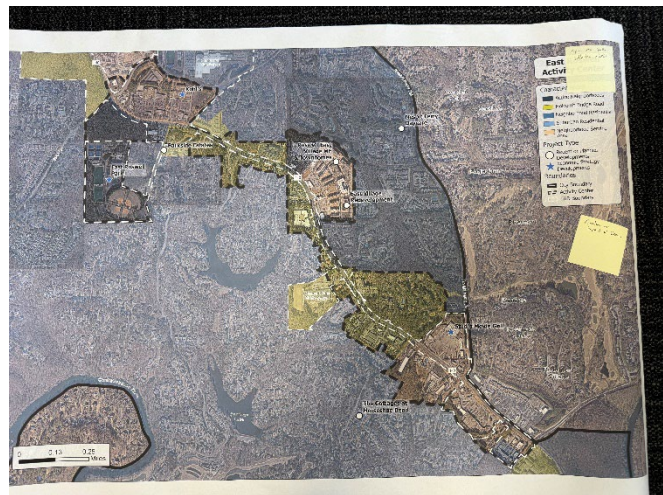
Hill Street was noted as a catalytic development that will help bring the Downtown character and feel closer to City Hall. There was discussion about upcoming projects along Atlanta Street to enhance walkability, including the multi-use trail. It was noted that Downtown should retain its charm, and careful attention should be paid to aesthetics and character as new development or redevelopment occurs.



## Group 2

### East Roswell

The group discussed recent activity and issues holding back the aging shopping centers within this area. There was some discussion on how demographics within this area impact shopping or spending patterns and how that compares to other areas within the city. The group discussed what redeveloped or updated retail space might include, such as smaller, walkable retail areas that are better connected to the surrounding neighborhoods; some new residential development but unsure about appropriate density.





# Roswell Comprehensive Growth Plan Stakeholder Committee Meeting #1 – August 18, 2025



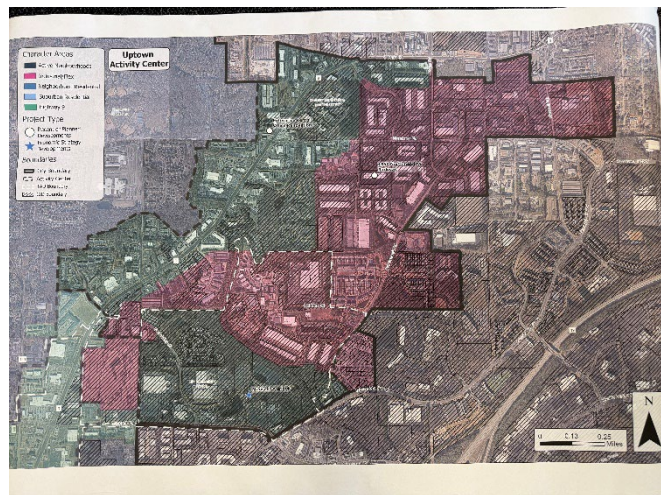
## Holcomb Bridge Road/GA 400

The group agreed that this area has a lot of potential for more substantial growth. There was a lot of discussion around the Roswell Innovation Center, including unused or underutilized space; the planned transportation improvements including Big Creek Parkway and future transit stop; and the Holcomb Bridge Connexion shopping center that has seen success in attracting new tenants and patrons.



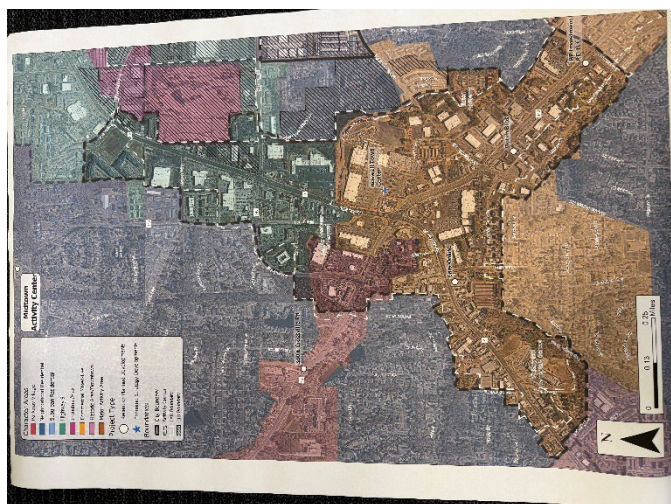
## Uptown

Group 2 was interested to know what types of business and jobs were located within this area and discussed what housing needs current or future employees might have as well as if any of that housing could be accommodated within this area.



## Midtown

The group discussed the importance of the Roswell Town Center site and how redevelopment of that will have the most impact on the entire activity center. There was some discussion around the differences between some of the shopping centers in the area that are performing well and others that are not. It was also noted by the group how The Catherine development still does not include commercial or retail space. The group also discussed the previous long-term plan to create a new street network around Highway 9 at Highway 92 that would provide an alternate route to avoid that intersection.





# Roswell Comprehensive Growth Plan Stakeholder Committee Meeting #1 – August 18, 2025



## Downtown

The group discussed the various developments that have recently been constructed or approved within the area including Southern Post, Vickers, Hill Street Mixed-Use, and two planned hotels.



## Meeting Photos

