

2045 Comprehensive Growth Plan

Stakeholder Committee Meeting #1 – *August 18, 2025*



Welcome and Introductions



Meeting Protocols



Agenda

- Establish a Chair
- Comprehensive Growth Plan Goals and Process
- Stakeholder Committee Role
- Previous Planning Efforts
- Initial Economic Existing Conditions
- Initial Existing Conditions Assessment
- Activity Centers Work Session
 - East Roswell
 - Holcomb/400
 - Uptown
 - Midtown
 - Downtown



Purpose of Today's Meeting

- Introduce the Comprehensive Growth Plan Process and Goals
- Provide update on previous plans and initial assessment
- Present and discuss the activity centers
- Discuss upcoming Community Meeting



What is a Comprehensive Growth Plan?

- Required by the Georgia Department of Community Affairs
- Updated every five years
- Provides a vision for development and investment
- Infrastructure investment will determine economic success
- Topics
 - Land Use
 - Economic Development
 - Housing
 - Transportation
 - Natural & Cultural Resources
 - Recreation & Culture
 - Broadband



2045 Comprehensive Growth Plan Goals

- Build on the Economic Strategy, develop market and economic based business plans for each of the activity centers
- Identify infrastructure investments to support the vision of the activity centers
- Update the comprehensive plan to reflect the vision of the activity centers and the infrastructure investments



Project Process



Role of Stakeholder Committee

- Georgia Department of Community Affairs (DCA) requirement
- Provide input at key points and on key elements
- Act as a “sounding board” prior to community events
- Review and comment on vision and action items for the activity centers
- Meet four times during the process (identify October meeting date)



2040 Comprehensive Plan

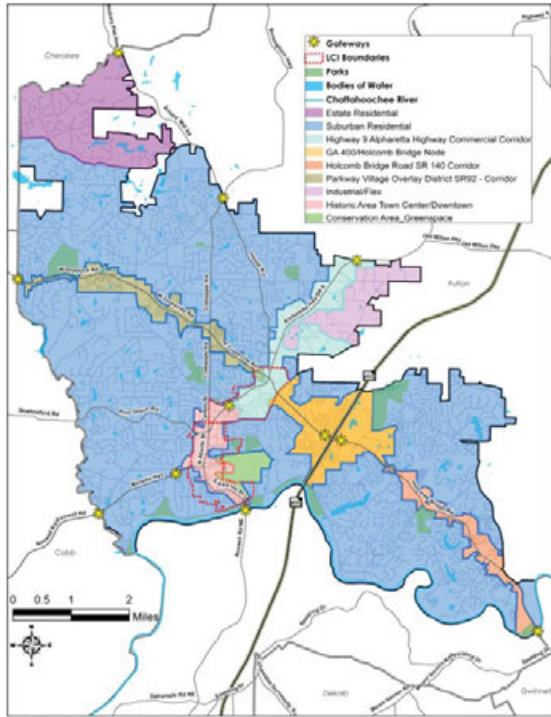
Previous Comprehensive Plan Vision

To be the premier riverside community connecting strong neighborhoods and the entrepreneurial spirit

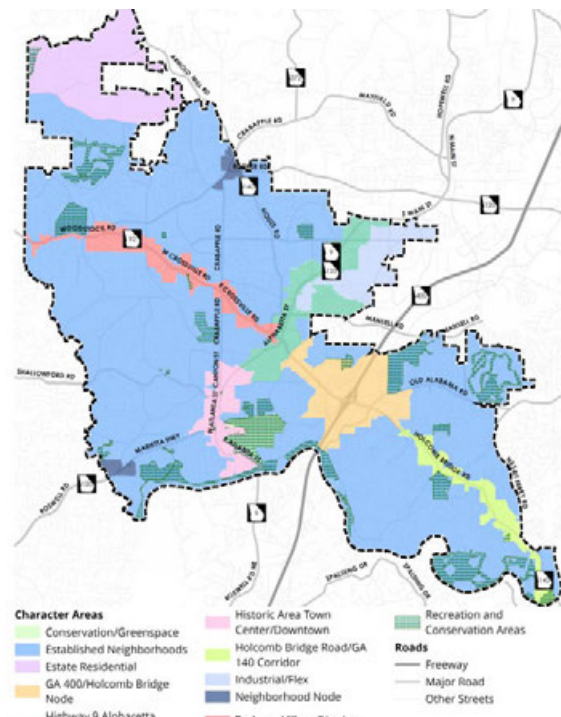


Previous Comprehensive Plans

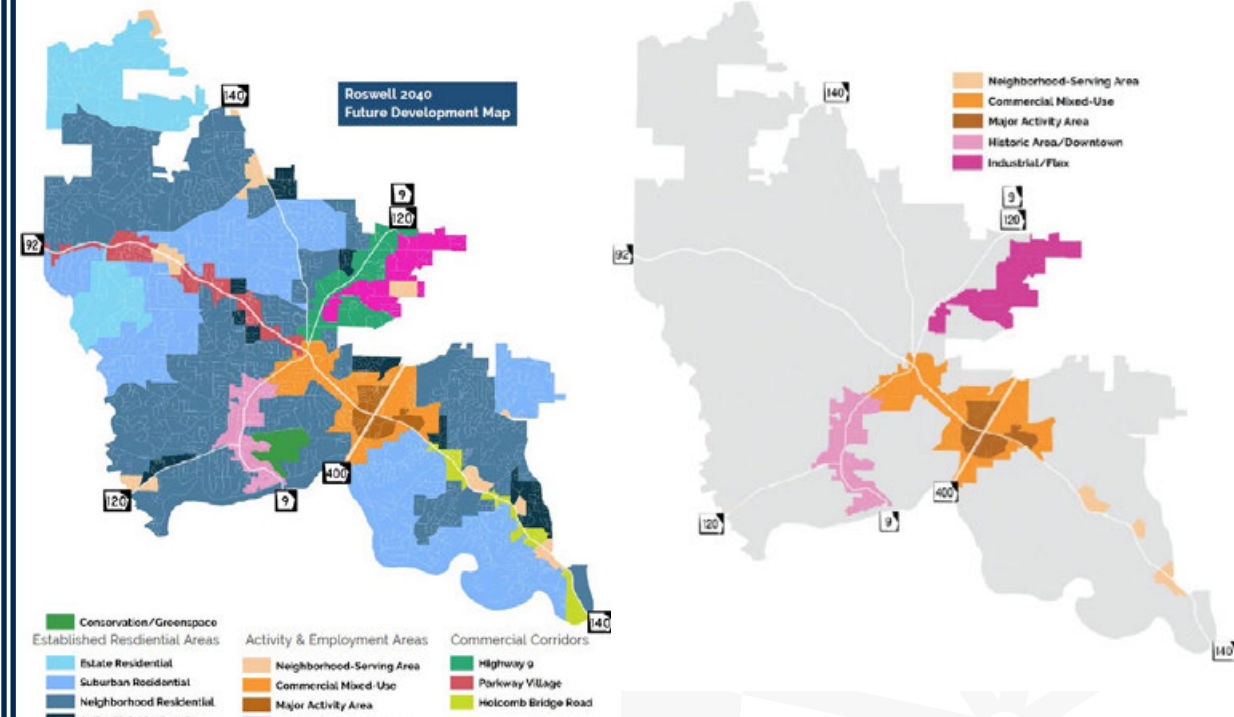
2011



2016

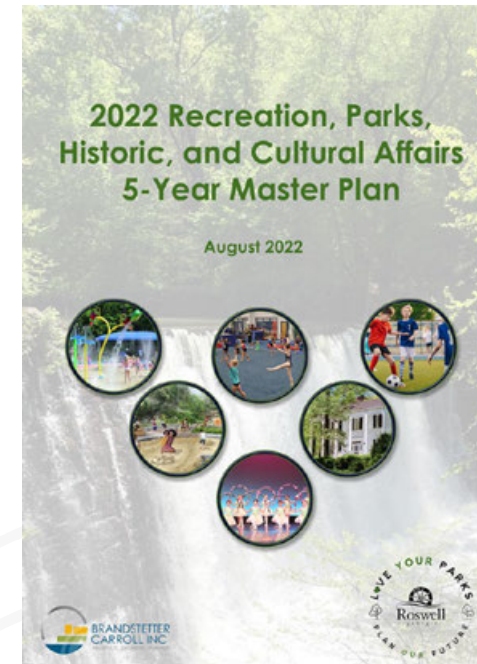


2021



Previous Planning Efforts

- Building on previous planning efforts
- Economic Development Strategy, 2040 Comprehensive Plan, Transportation Master Plan, Parks and Recreation Master Plan, and the Stormwater Utility Master Plan



Economic Development Strategy



Grow

Grow the economy without growing the population beyond 120,000. Prioritize target locations for growth engines.



Balance

Diversify the tax base. Shift the tax digest proportions away from personal property tax to corporate taxes.



Brand

Reposition Roswell as an attractive, effective and safe bet for outside capital and industry. Re-establish Roswell as the pre-eminent municipality of North Fulton.



Integrate

Build and execute strategy that unifies East and West Roswell. Centralize services and control land for deliberate development.



Optimize

Enhance infrastructure capacity for projected growth. Connect existing asset classes and CIP projects to drive progress.



Innovate & Align

Establish Roswell as an Applied Lab for R&D and innovation. Align with County and State ED industry priorities. Add a future facing, scaling industry.

ECONOMIC DEVELOPMENT STRATEGY



City of Roswell
7/29/2024

seer.world

THE ROSWELL CITY CHARTER



Economic development.

To levy taxes and to make appropriations for the purpose of advertising said city and its advantages and resources so as to bring new capital, commercial, manufacturing and other enterprises into the city.

Municipal property ownership.

To acquire, dispose of, and hold in trust or otherwise any real, personal, or mixed property, in fee simple or lesser interest, inside or outside the corporate limits of the city.

Redevelopment powers.

To undertake and carry out community redevelopment. To create tax allocation districts. To issue tax allocation bonds. To exercise redevelopment powers as fully as the "Redevelopment Powers Law" may now or hereafter permit



THE ECONOMIC FLYWHEEL

BUILDING MOMENTUM



Sector Strategy for Industry Recruitment

Enhance existing sector partners to recruit additional supporting industries. Pursue one new sector (Aerospace).

Target Geographically Catalytic Projects

Multi-purpose developments that catalyze adjacent parcels.

Boundary Breaking Infrastructure

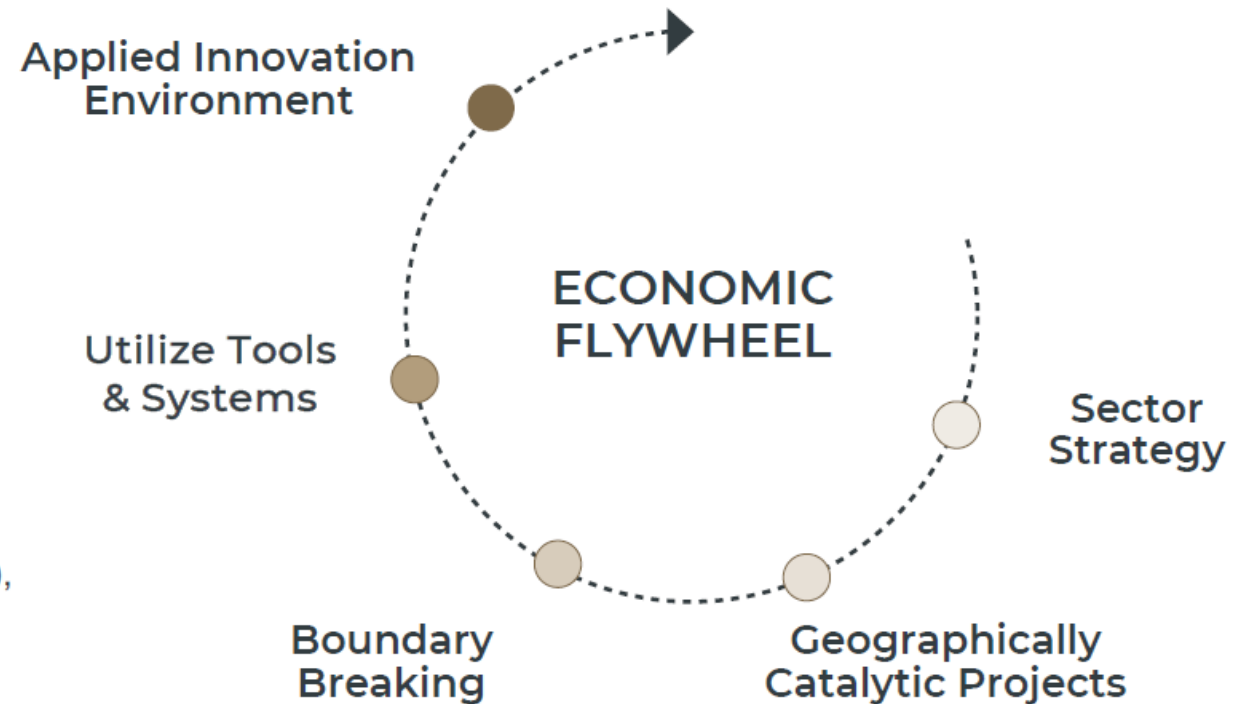
Development that attracts visitor for short term stays.

Economic Development Rules of Engagement

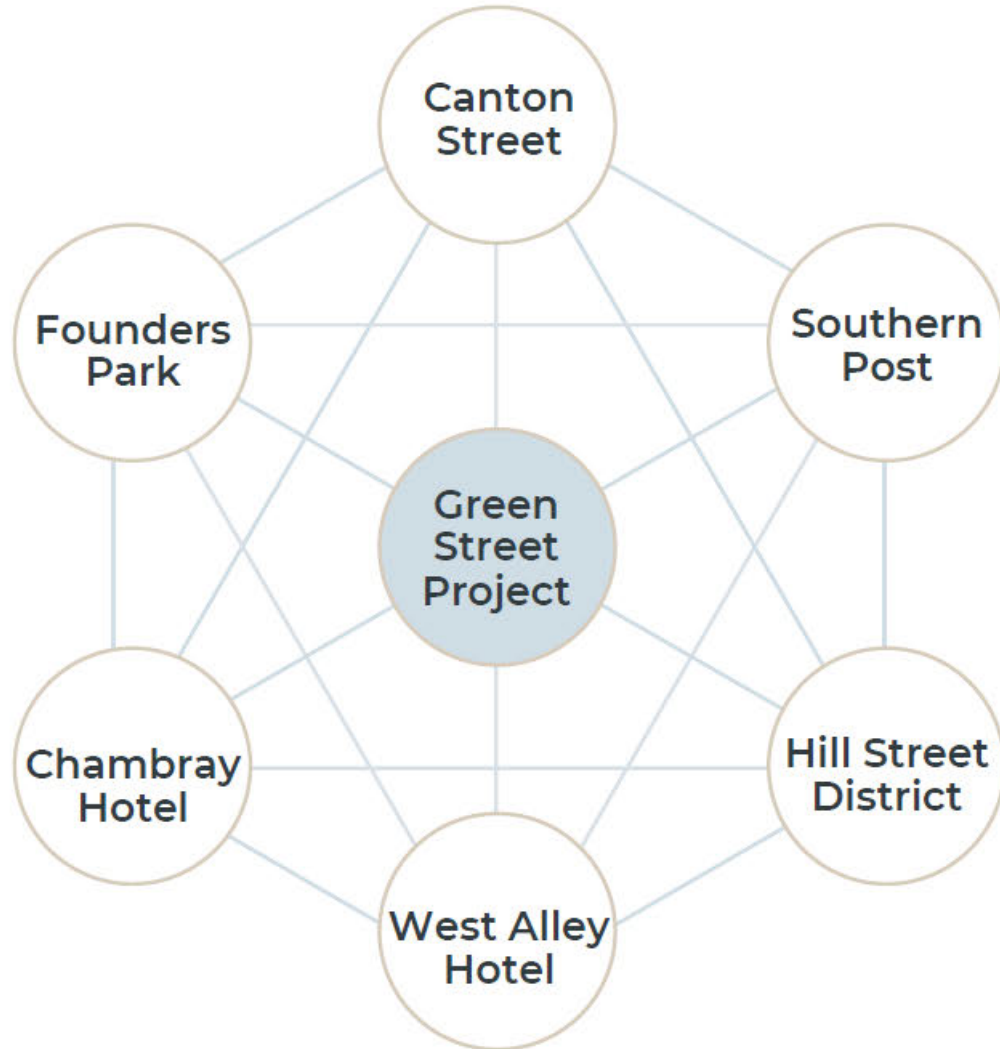
Integrate all ED partners, consolidate tools (regulatory & financial), define systems for evaluation, implement GO NO GO. Build a parking business line and apply it to ease development

Applied Innovation Environment

Reclaim the city's position as an innovation leader. Build an applied research lab environment city wide for needs based innovation.



ORCHESTRATED DEVELOPMENT



AN EVOLVED DOWNTOWN

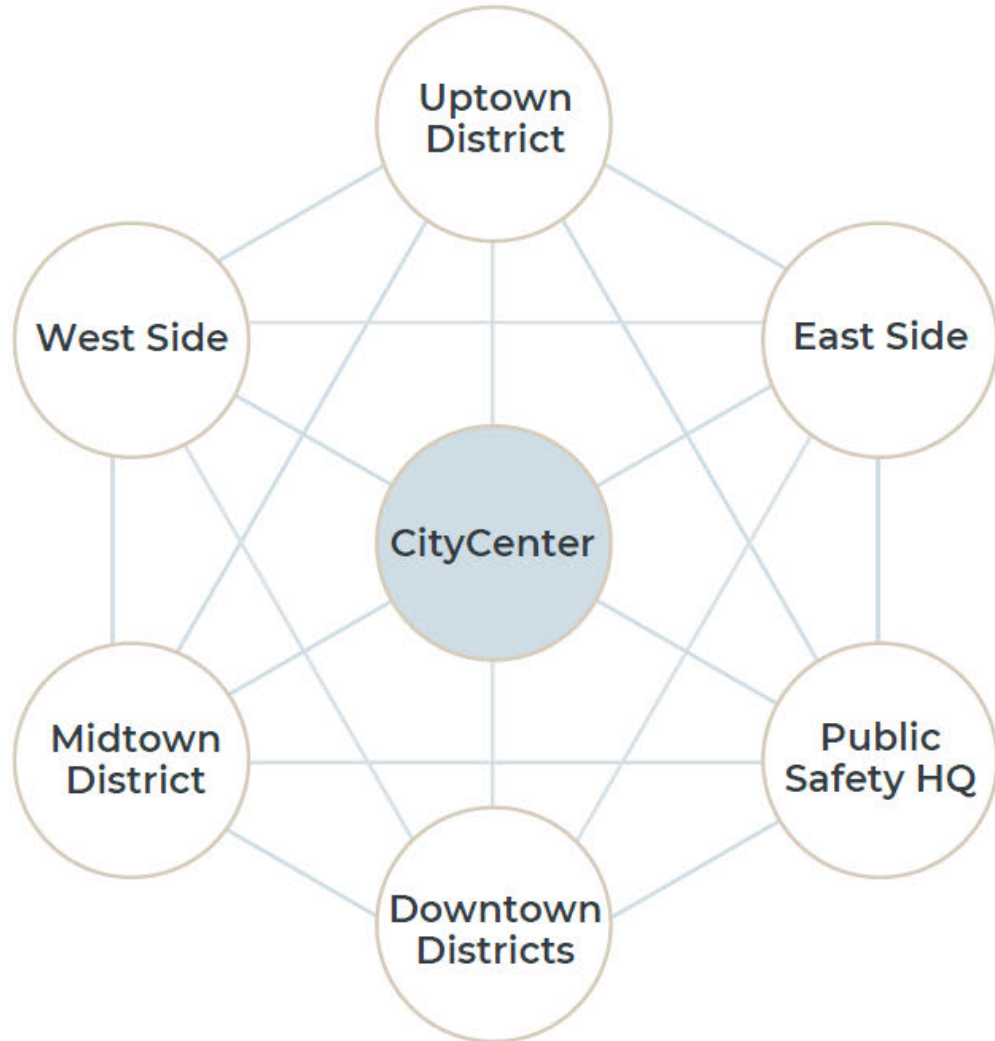


Historic downtown Roswell is a unique tapestry of eclectic homes, businesses and buildings that have evolved organically. Growth has been unplanned which has led to stranded historic assets, inefficient parceling, difficult land assemblies, traffic and a lack of parking to support businesses.

Canton Street as an icon lacks the ability to add density, verticality or scale but Green Street can be used as a hub to connect a broader downtown.



ORCHESTRATED DEVELOPMENT



CITY CENTER AT THE CRUX

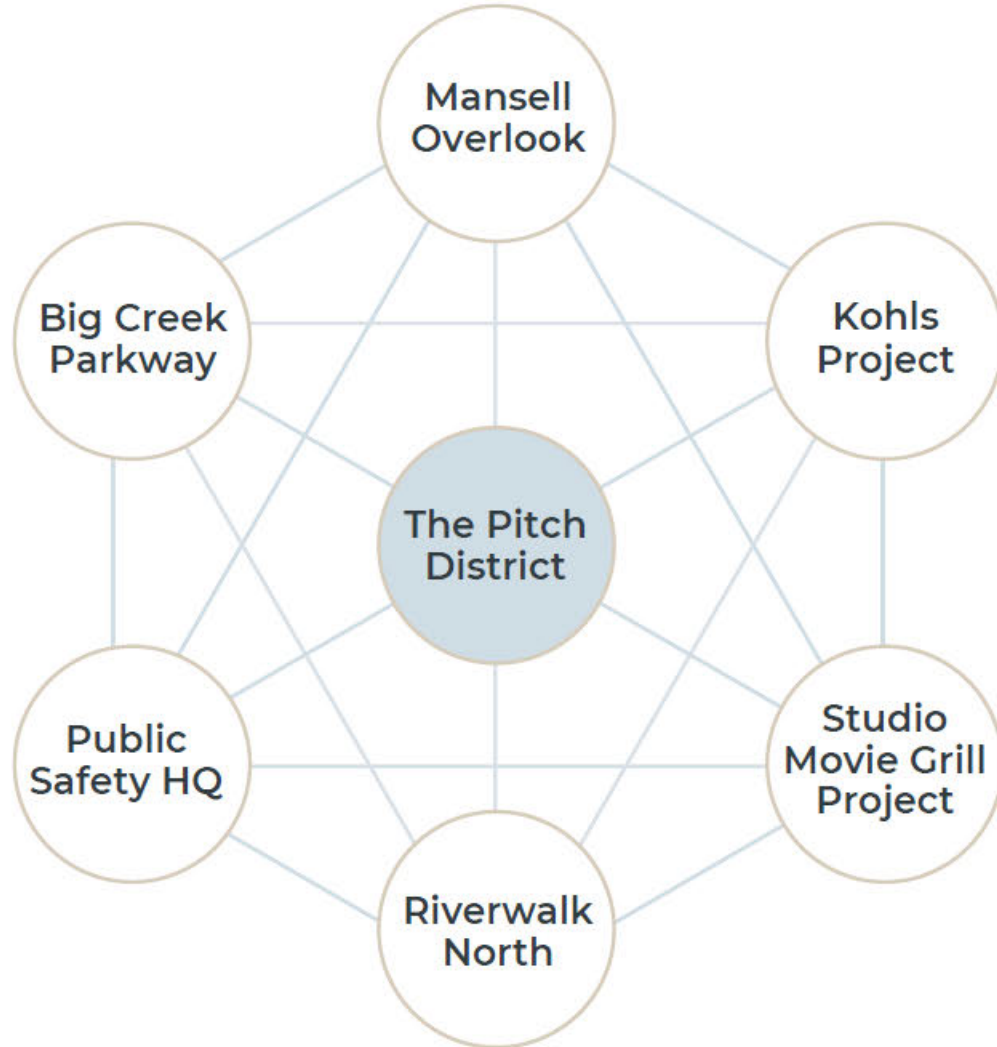


City Center is 42 acres of existing retail/commercial property located at the crossroads of Holcomb Bridge and Highway 9.

A prime candidate for redevelopment as this significant parcel sits at the intersection of midtown and uptown, the east/west corridor to the new centrally located Public Safety Center and on the east side development hub.

ORCHESTRATED DEVELOPMENT

A SPORTS & ENTERTAINMENT DISTRICT

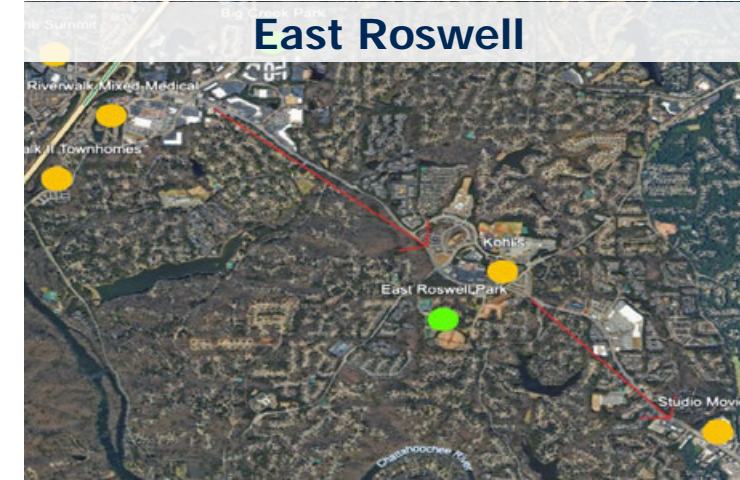
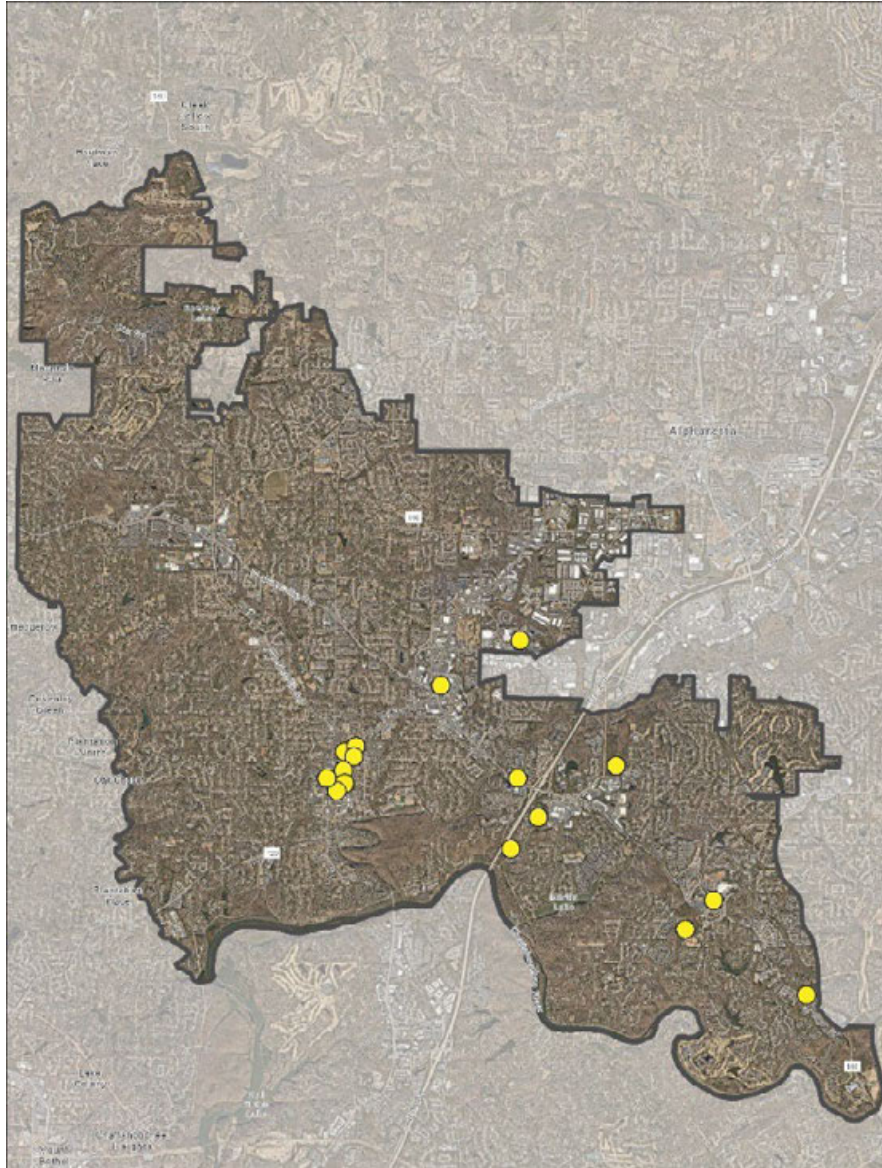


The Pitch is contemplated as a large scale multi-purpose master planned development. Anchored by a USL soccer stadium but also programmed for live music, special events and local youth sports.

With a variety of locations under consideration, the priority will be to focus on east and east central sites where the concept may also act as a primary catalyst to additional adjacent development opportunities while providing a core asset and new identity for the east side of the city.

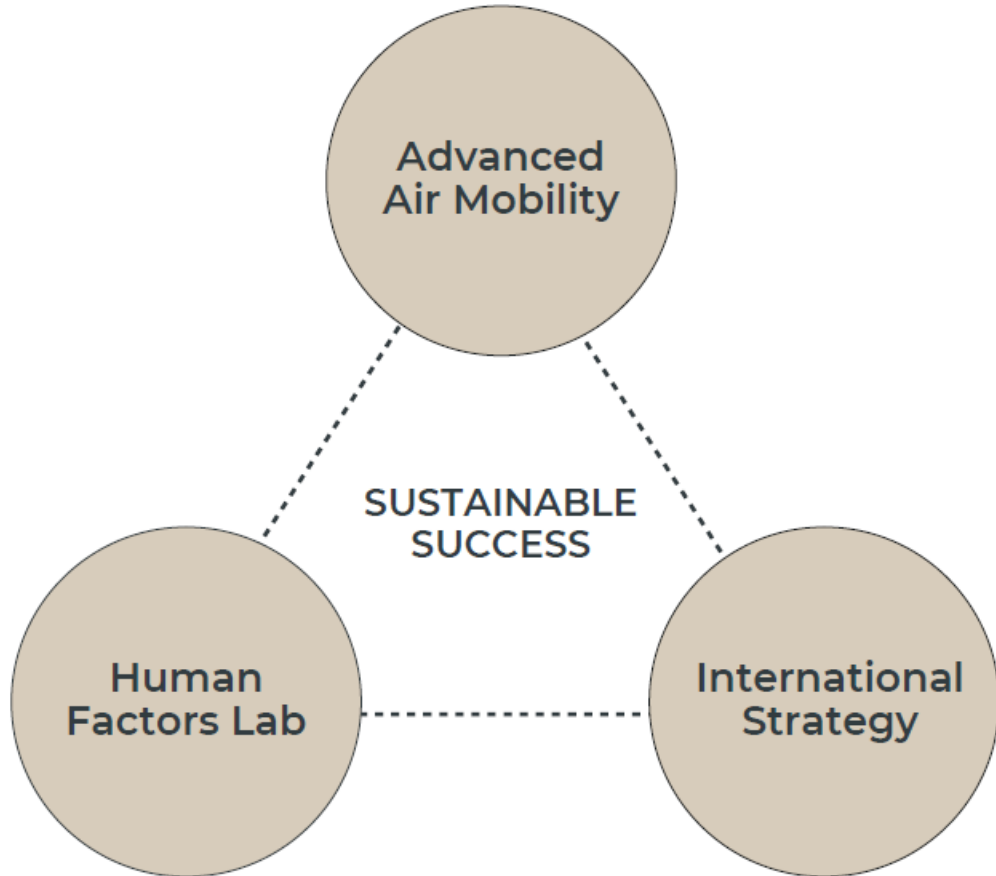


Economic Nodes



FUTURE PLATFORMS

LOOKING BEYOND LOCAL & REGIONAL



Aerospace & Advanced Air Mobility

The Georgia aerospace sector was the States number one export at \$11.1 billion. Aerospace is second in manufacturing across the state with 800 companies producing \$57.5 billion in economic impact.

Human Factors Center of Excellence

The center of excellence blends an incubator, accelerator and human factors lab capable of reinstituting Roswell as the preeminent center for IP development. Focuses on human machine teaming, artificial intelligence and quantum computing act as ubiquitous overlays to existing and new sectors



Initial Economic Assessment



Data Sources



Esri Business Analyst is Esri's location-based market and community intelligence software that combines demographic, business, lifestyle, spending, and census data with map-based analytics for smart decision-making.



Placer.ai empowers private and public organizations to make better decisions by helping them understand what's really happening in the physical world through foot traffic insights and location analytics.



CoStar provides an industry-leading commercial real estate information, analytics and news that delivers unparalleled insights to commercial real estate professionals and other industries.

Economic Existing Conditions

Interim Report #1 - Citywide Community Profile



36,973
households



\$138,445
median
household
income



\$571,325
median home
value



69%
owner-
occupied units



68%
with at least
Bachelor's
Degree+



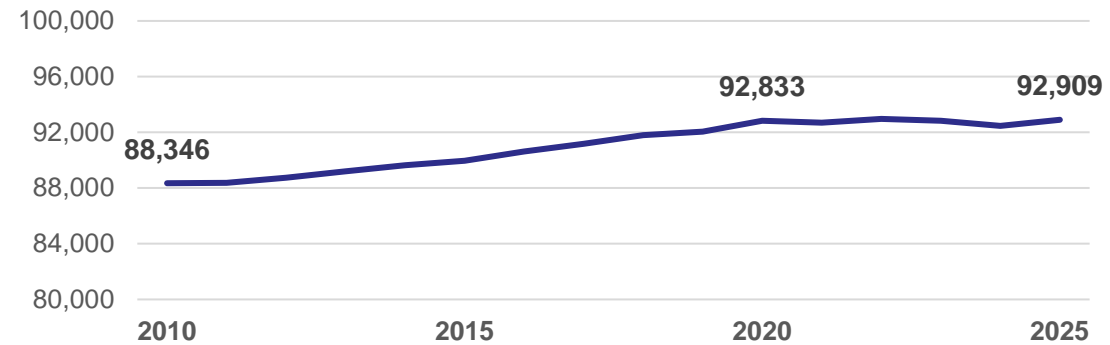
200,527
average daily
population

Economic Existing Conditions

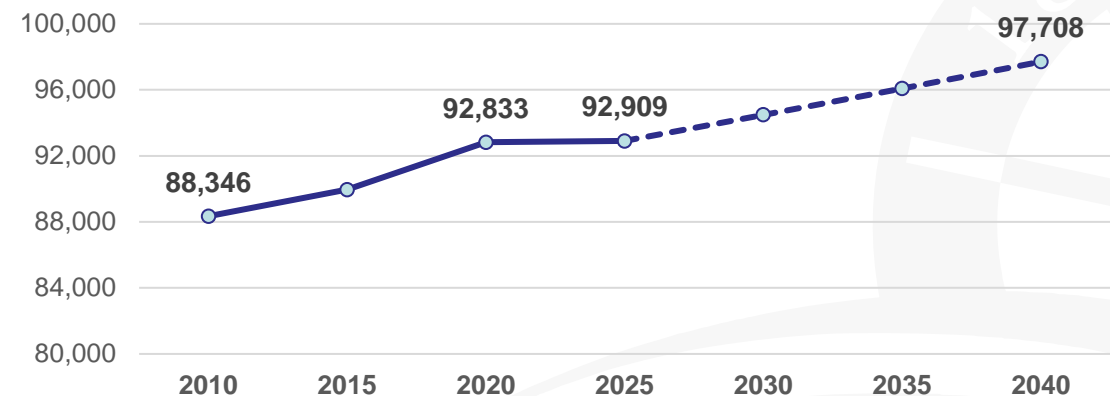
Interim Report #1 - Citywide Community Profile

- Roswell is home to an estimated 92,909 residents.
- Population grew by about **5%** from 2010–2025, **4 times slower** than Fulton County and the Atlanta region.
- Average annual population growth from 2010-2025 was **0.35% (320-375 people/year)**.
- If this historical trend continues, the City will reach almost 98,000 residents by 2040 and over 99,000 residents by 2045.

Roswell Population Over Time, 2010-2025



Roswell Population Forecast, 2010-2040



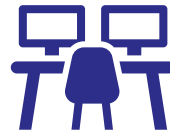
Source: KB Advisory Group with data from Esri, US Census



Economic Existing Conditions

Interim Report #1 - Citywide Industry Summary

- Roswell hosts a labor force exceeding **51,000 people** - however a small share of residents both live and work in the City.
- The largest industries are **Health Care, Retail Trade, and Professional Services.**
- Health Care and Social Assistance and Retail Trade together represent about **31%** of Roswell's job base and generate the most citywide business-related tax revenue.



47,858
jobs



4,841
businesses



1 in 5
residents
work in a
management
role



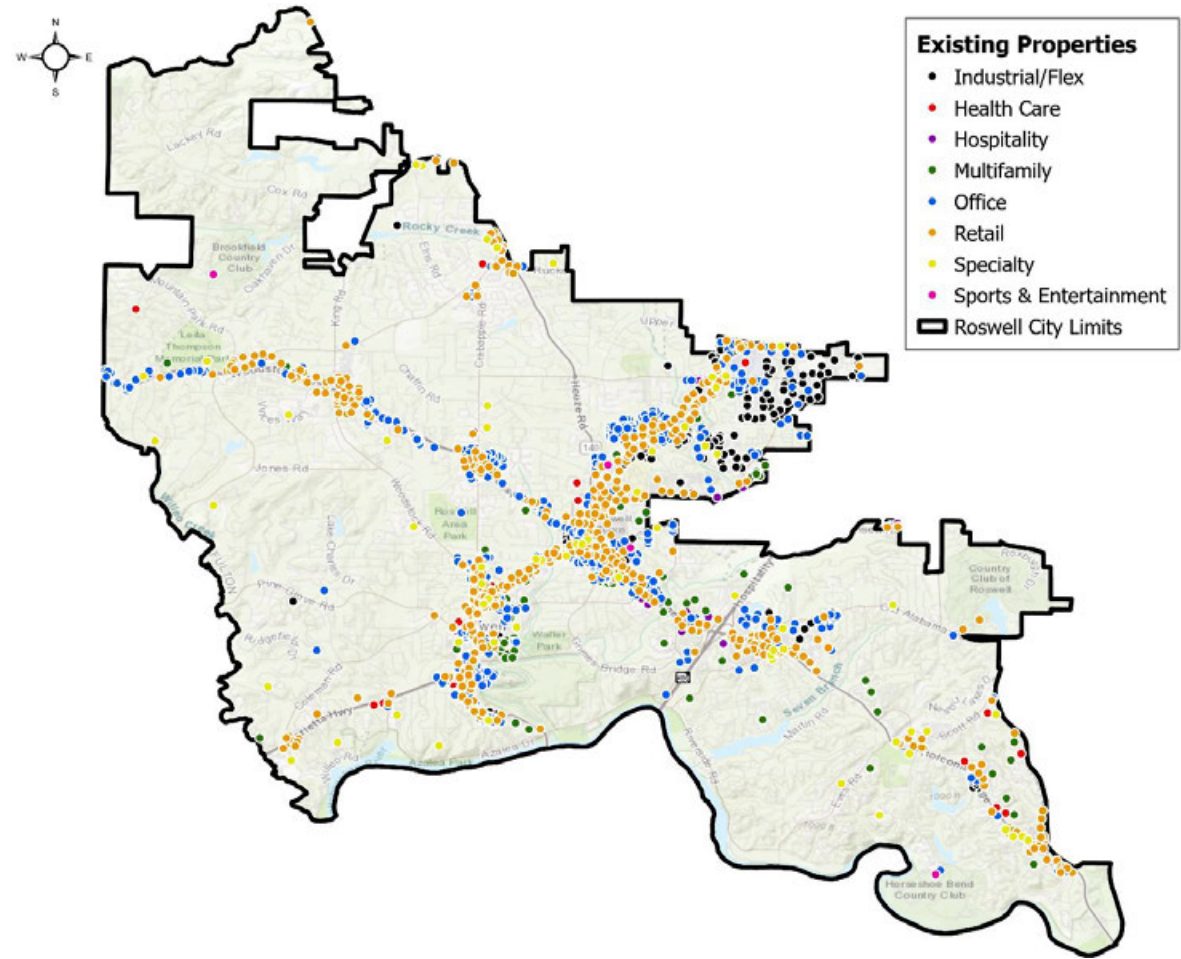
65%
businesses
with <5
employees¹

¹Based on estimates for the City's two main zip codes (30075,30076)
Source: KB Advisory Group with data from Esri, City of Roswell Business Licenses

Economic Existing Conditions

Interim Report #1 - Market

- Out-of-market visitors represent about 48% of the average daily population within Roswell – mostly to the City’s various retail shopping centers.
- About 41% of the commercial real estate is at least 40 years old, contributing to a vast majority being considered Class B properties.
- Unlike the City’s retail and office properties, the industrial/flex inventory within the City supports rents that are almost double the average County and regionwide.

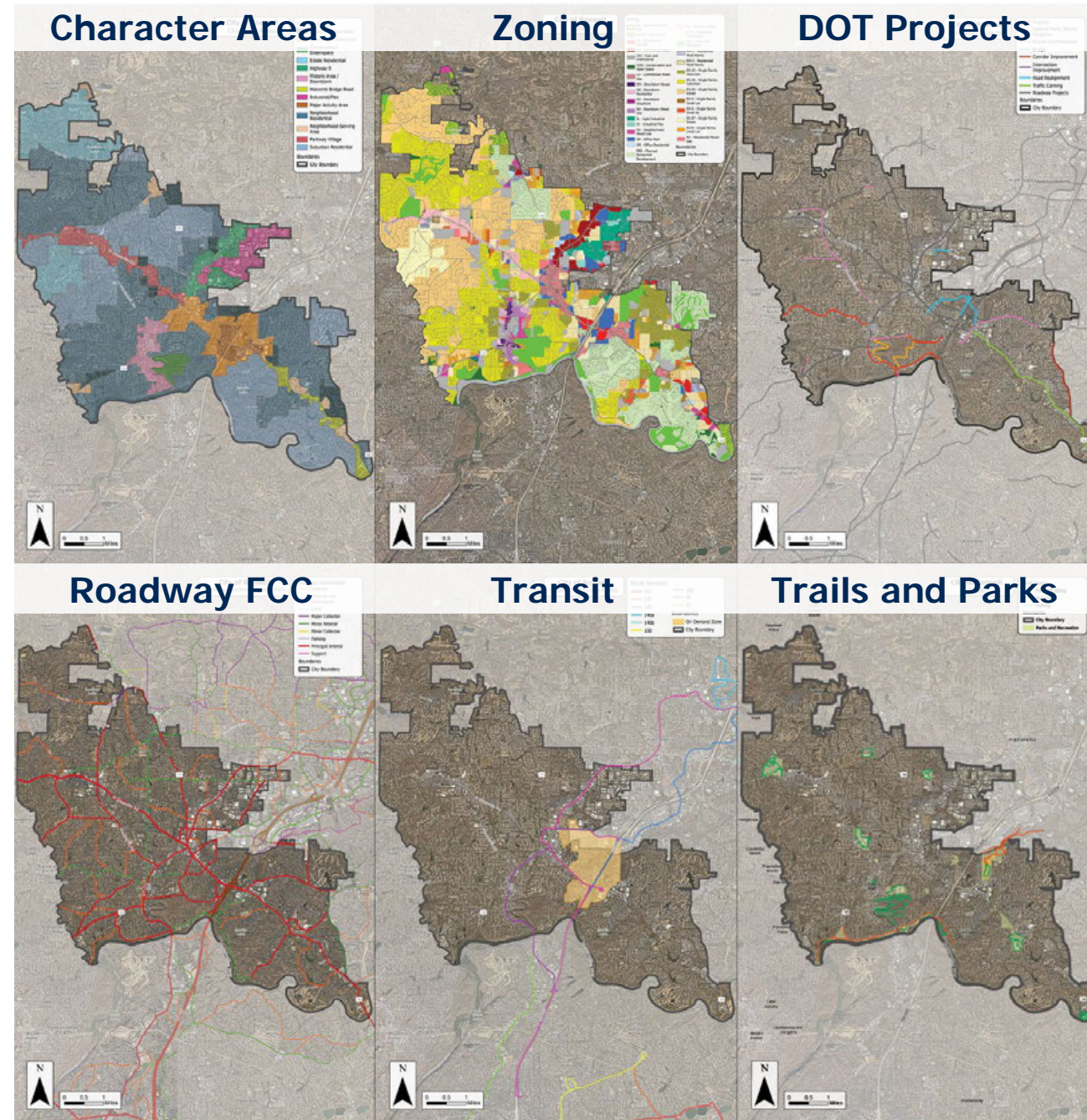


Initial Existing Conditions Assessment



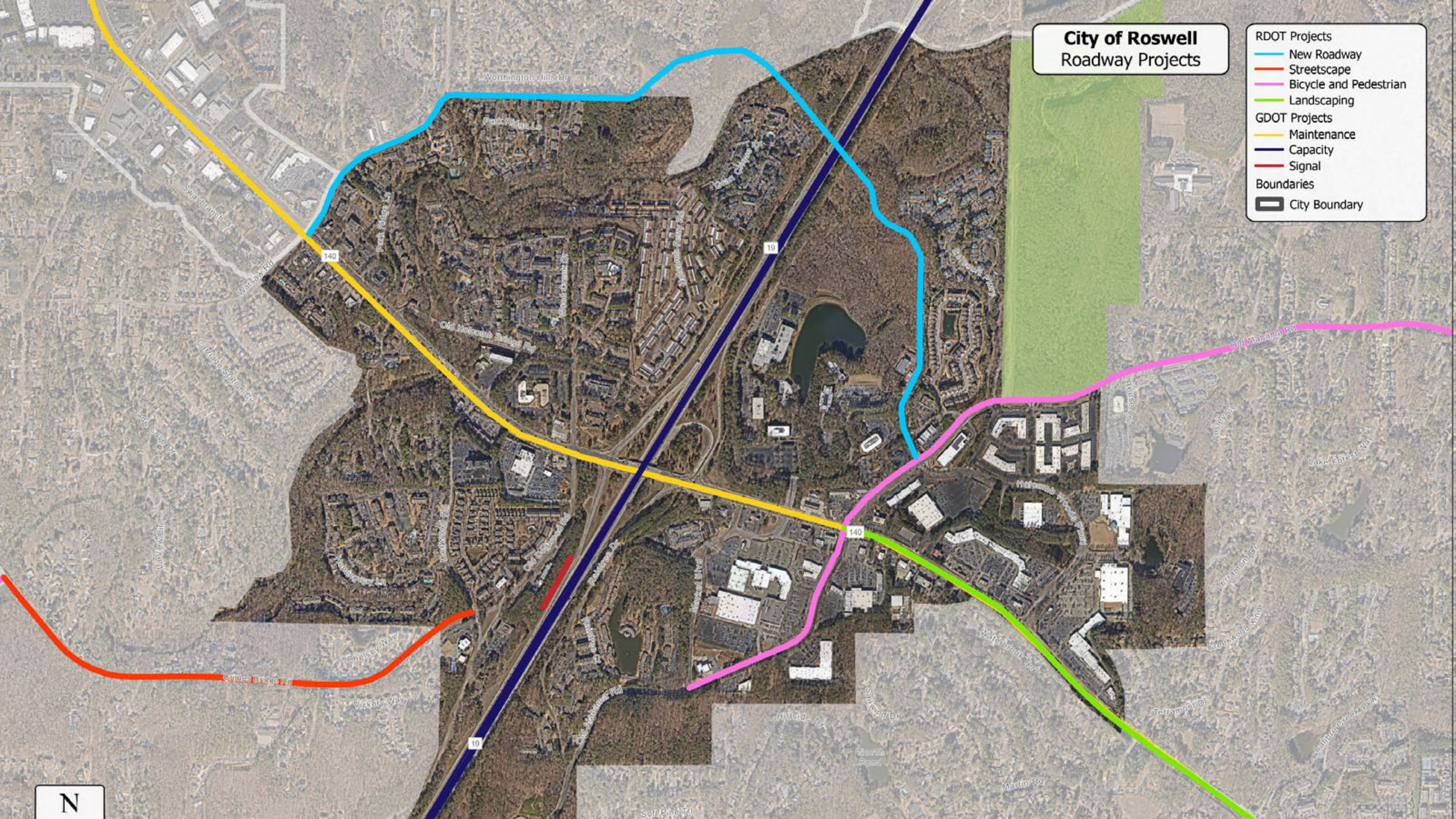
Existing Conditions

- Conducted number of citywide analyses
 - Land Use – Character Areas and Zoning
 - Roadway Classification
 - Transit
 - Trails and Parks
 - Wetlands
 - Projects – RDOT and GDOT



City of Roswell Roadway Projects

- RDOT Projects
 - New Roadway
 - Streetscape
 - Bicycle and Pedestrian
 - Landscaping
- GDOT Projects
 - Maintenance
 - Capacity
 - Signal
- Boundaries
 - City Boundary

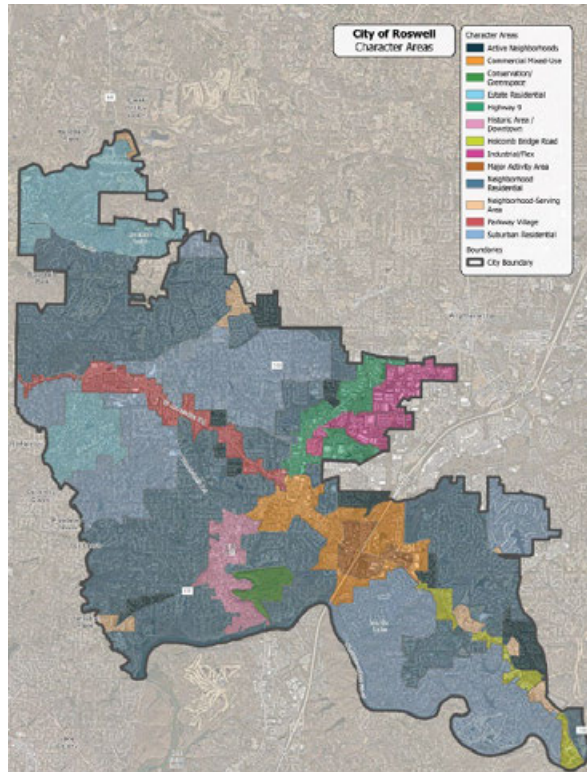


Activity Centers Work Session

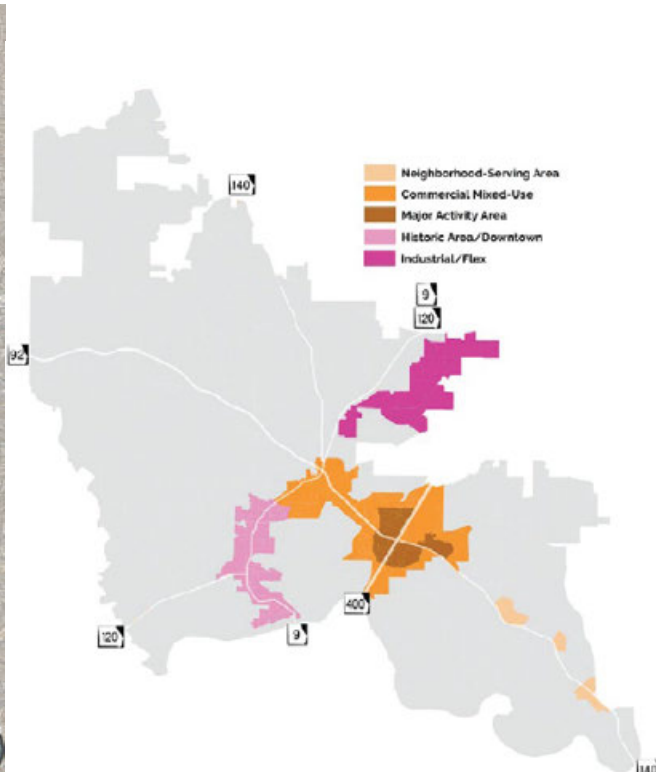


Identifying Activity Centers

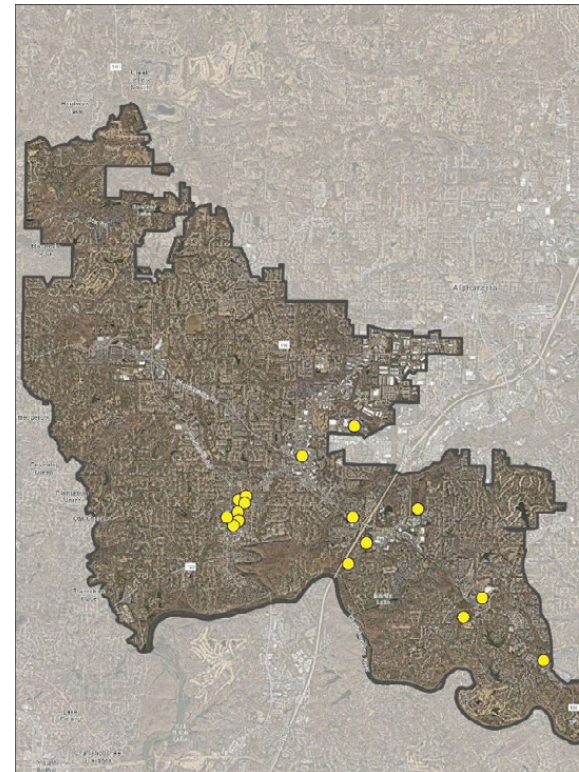
Considered Comprehensive Plan, Economic Strategy, and Existing Development Pattern



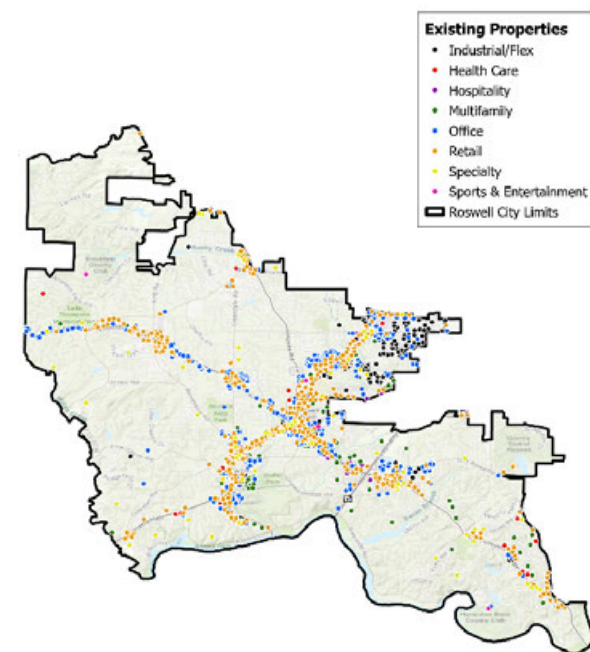
Character Areas



Key Areas for Growth



Economic Strategy Nodes

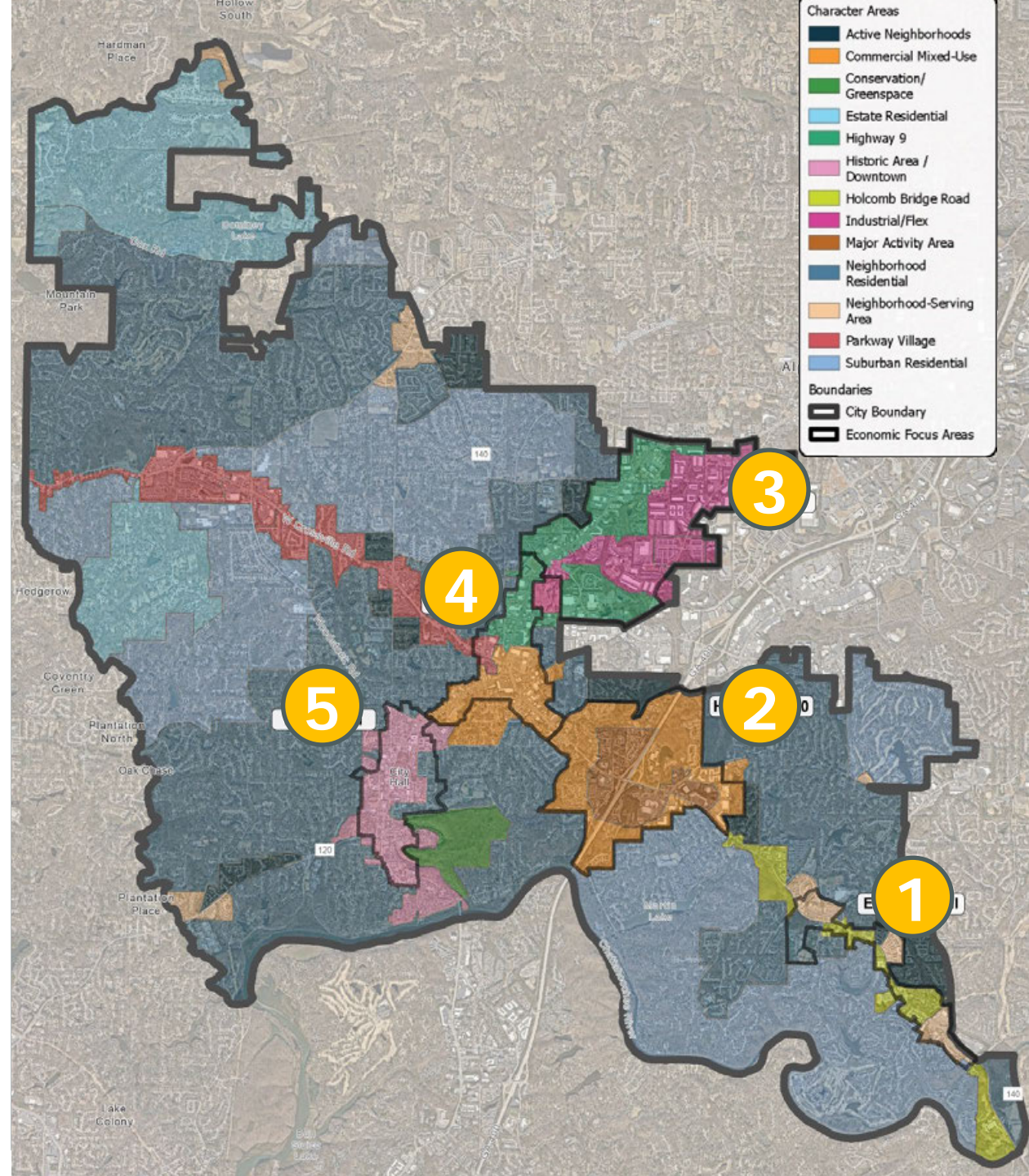


Existing Commercial Real Estate

Economic Activity Centers

- Activity Center 1 – East Roswell
- Activity Center 2 – Holcomb/400
- Activity Center 3 – Uptown
- Activity Center 4 – Midtown
- Activity Center 5 – Downtown

What are Activity Centers and how will they be used?



Activity Center 1 – East Roswell

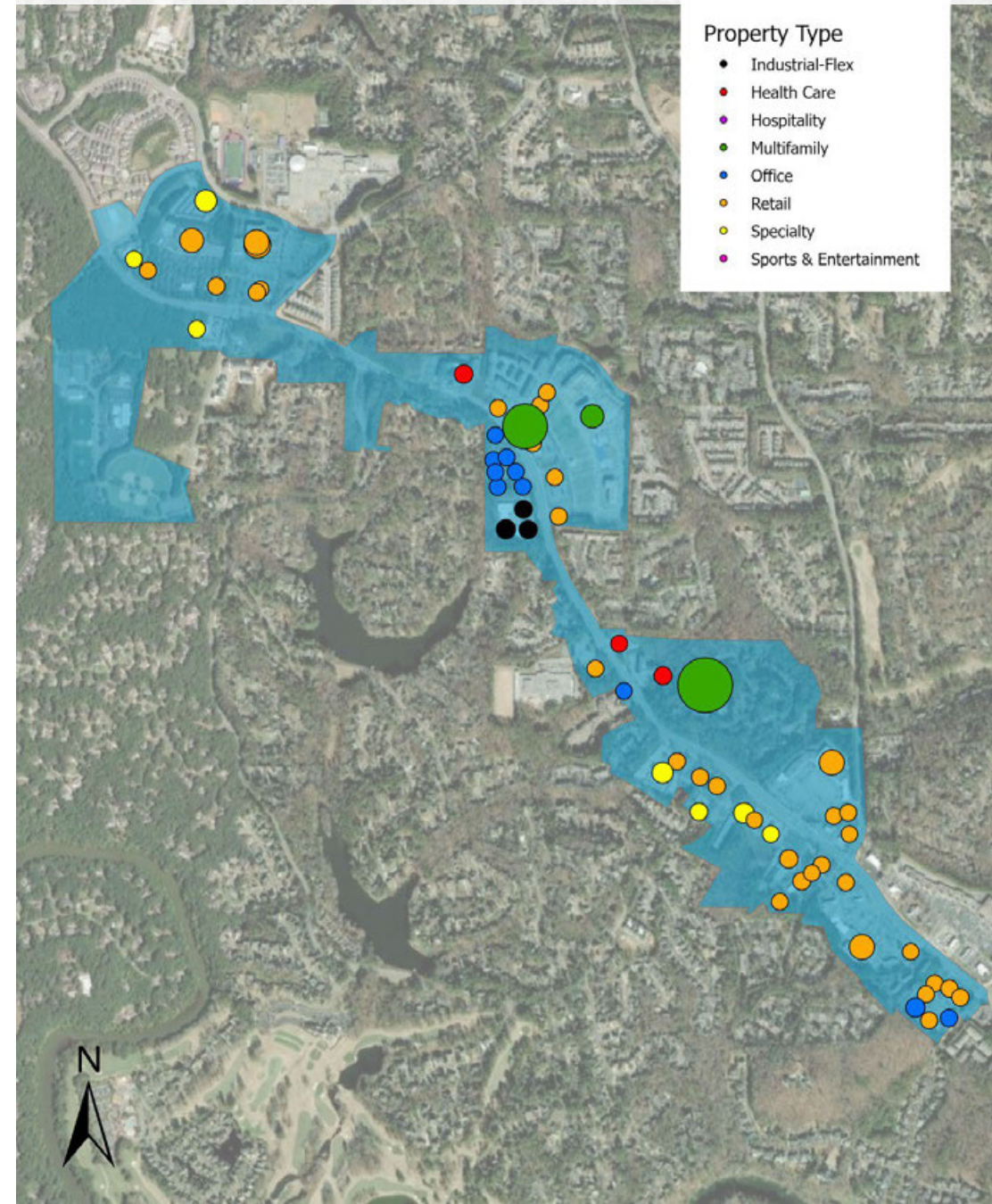
- Located along Holcomb Bridge Road from Eves Road to Barnwell Road
- The East Roswell Node is more sparsely developed than other nodes
- Characterized by older retail and office properties with some newer multifamily properties and flanked by large areas of single-family neighborhoods..
- There are a number of “Specialty” properties within or adjacent to the East Roswell Node including the Fulton County library and two Fulton County Schools.
- Includes redeveloped East Village, former Studio Movie Grill, and former Kohl’s department store



Source: KB Advisory Group with data from Esri, Placer.ai

Existing Development Legend

Property Type	
●	Industrial-Flex
●	Health Care
●	Hospitality
●	Multifamily
●	Office
●	Retail
●	Specialty
●	Sports & Entertainment



East Roswell Activity Center

Character Areas

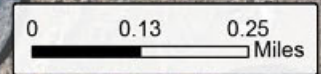
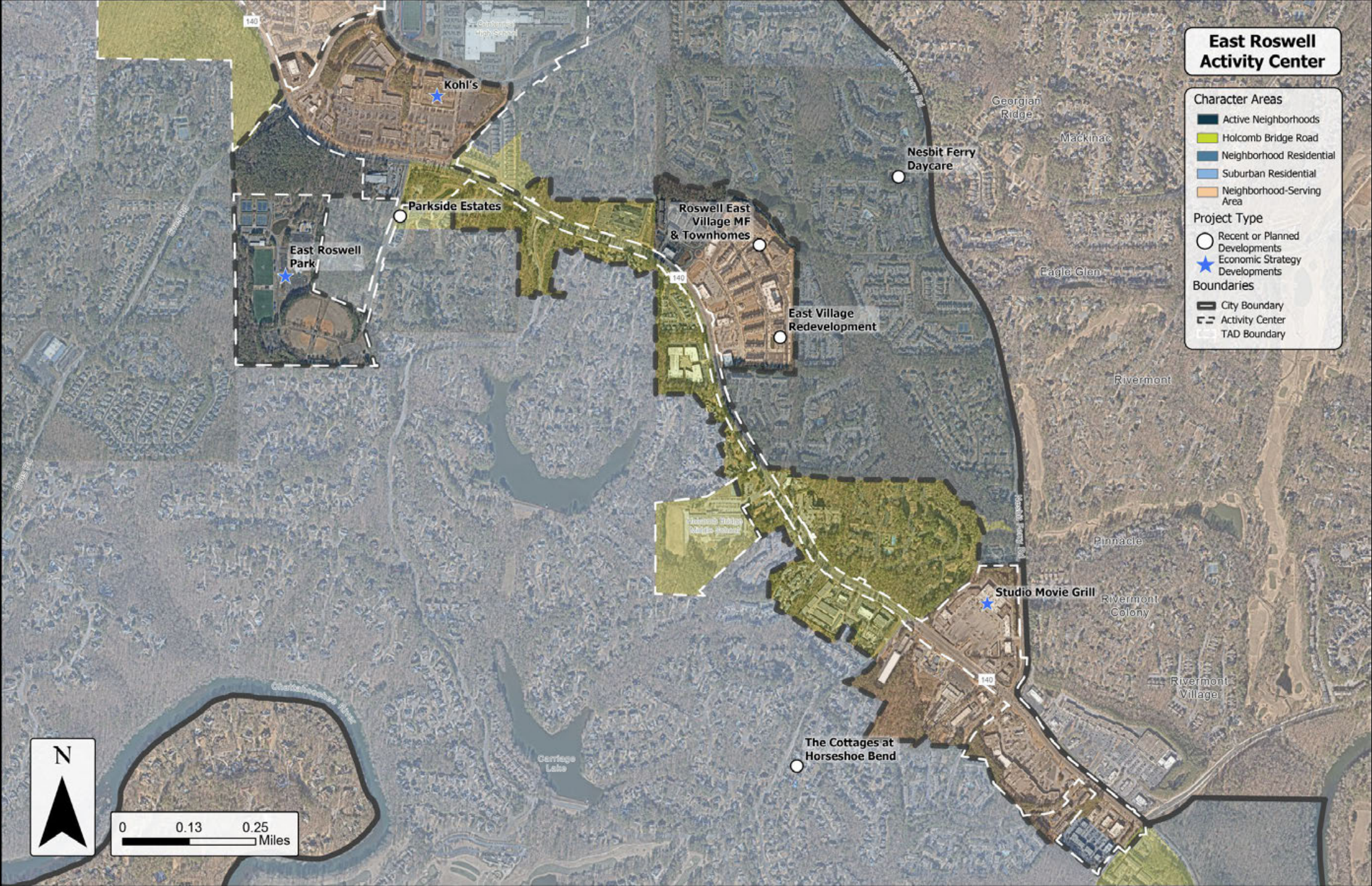
- Active Neighborhoods
- Holcomb Bridge Road
- Neighborhood Residential
- Suburban Residential
- Neighborhood-Serving Area

Project Type

- Recent or Planned Developments
- Economic Strategy Developments

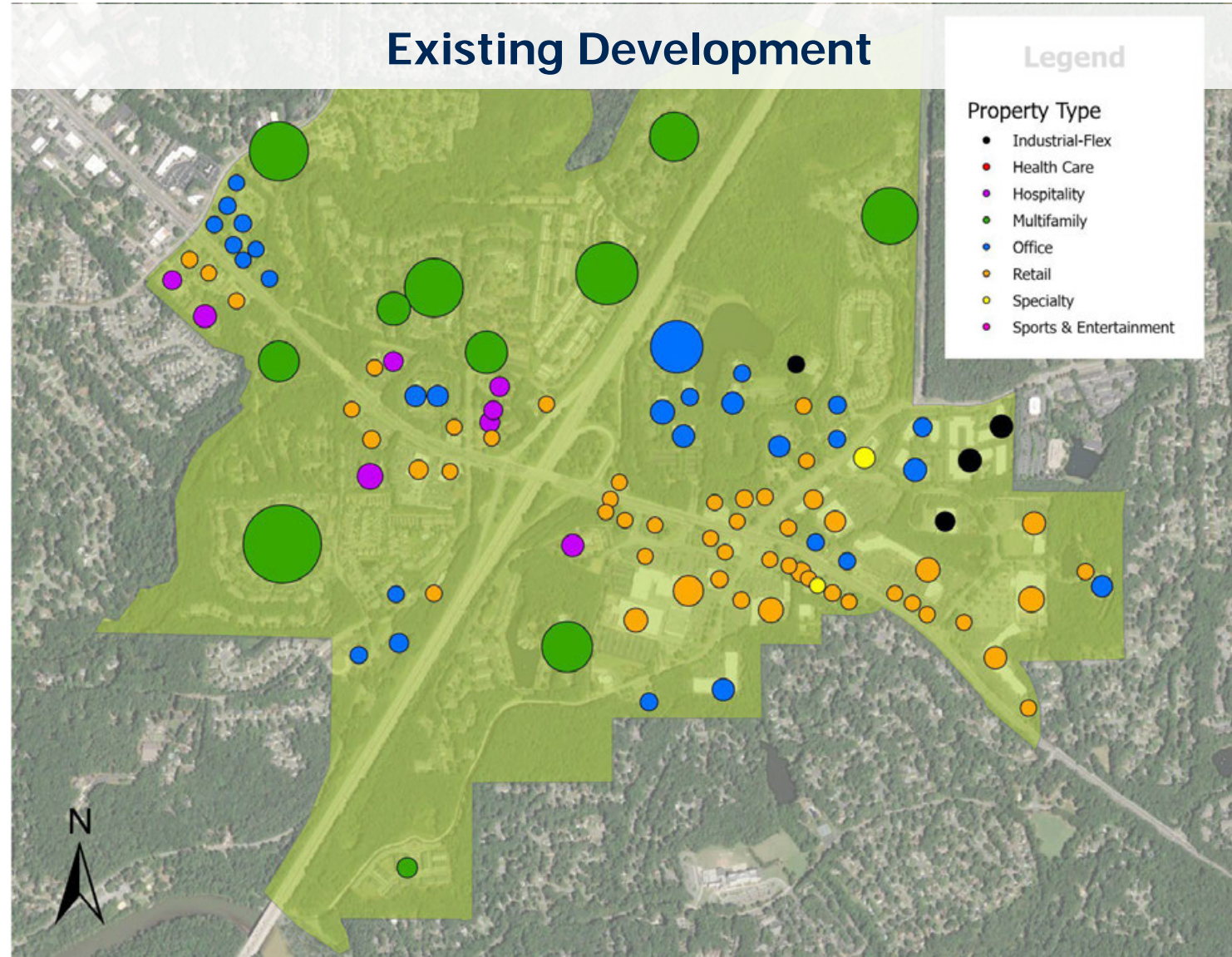
Boundaries

- City Boundary
- Activity Center
- TAD Boundary



Activity Center 2 – Holcomb/400

- Focused on the Holcomb Bridge/GA 400 interchange between Warsaw Road and Holcomb Woods Parkway
- Has a sizable number of existing multifamily and hotel properties.
- The east side of Highway 400 is dominated by retail and office uses.
- Includes Kimberly-Clark, GA 400 Interchange, planned Big Creek Parkway, Planned Big Creek Greenway extension, planned GDOT Express Lanes, and planned BRT station



Holcomb/400 Activity Center

Character Areas

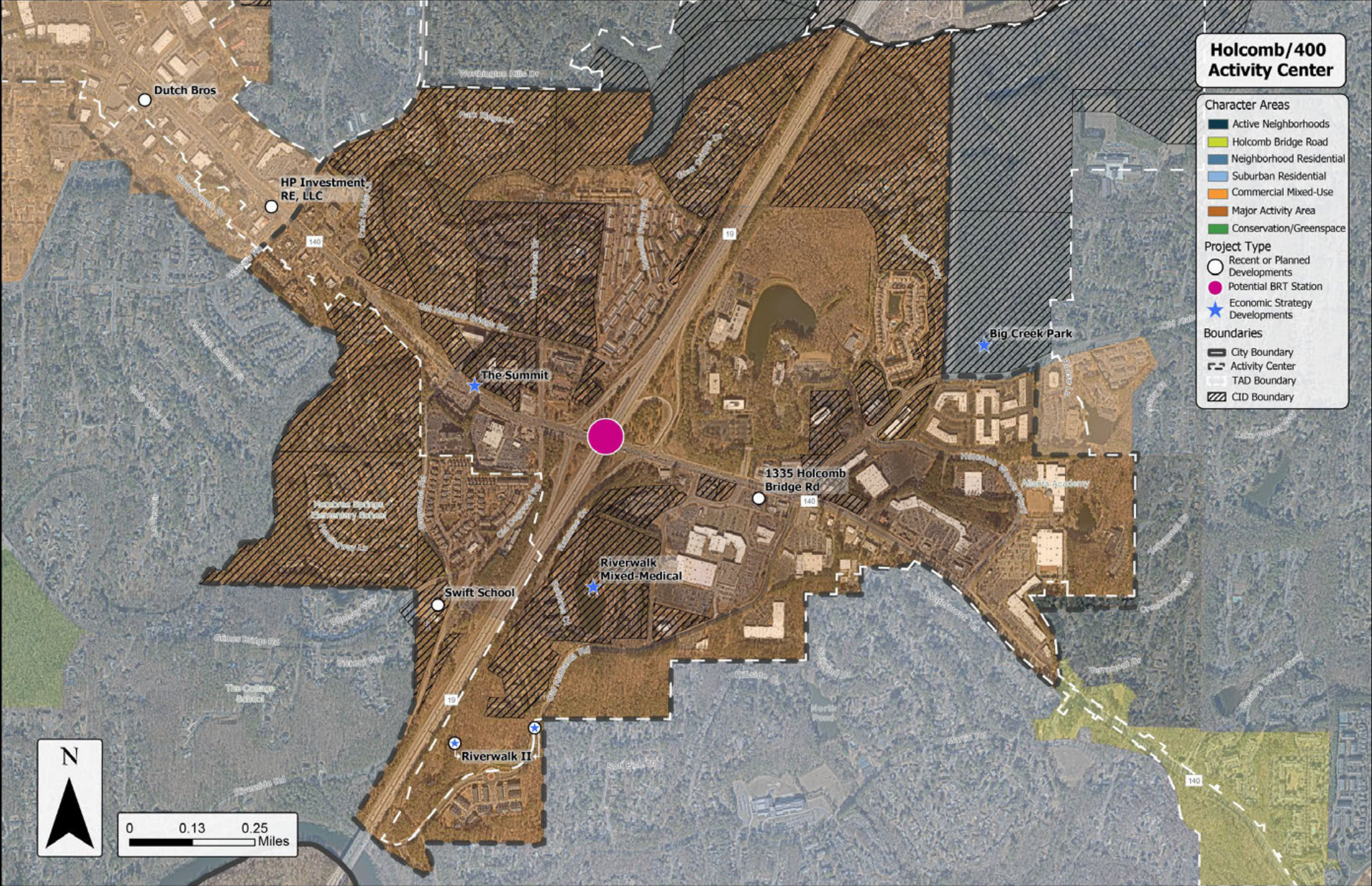
- Active Neighborhoods
- Holcomb Bridge Road
- Neighborhood Residential
- Suburban Residential
- Commercial Mixed-Use
- Major Activity Area
- Conservation/Greenspace

Project Type

- Recent or Planned Developments
- Potential BRT Station
- Economic Strategy Developments

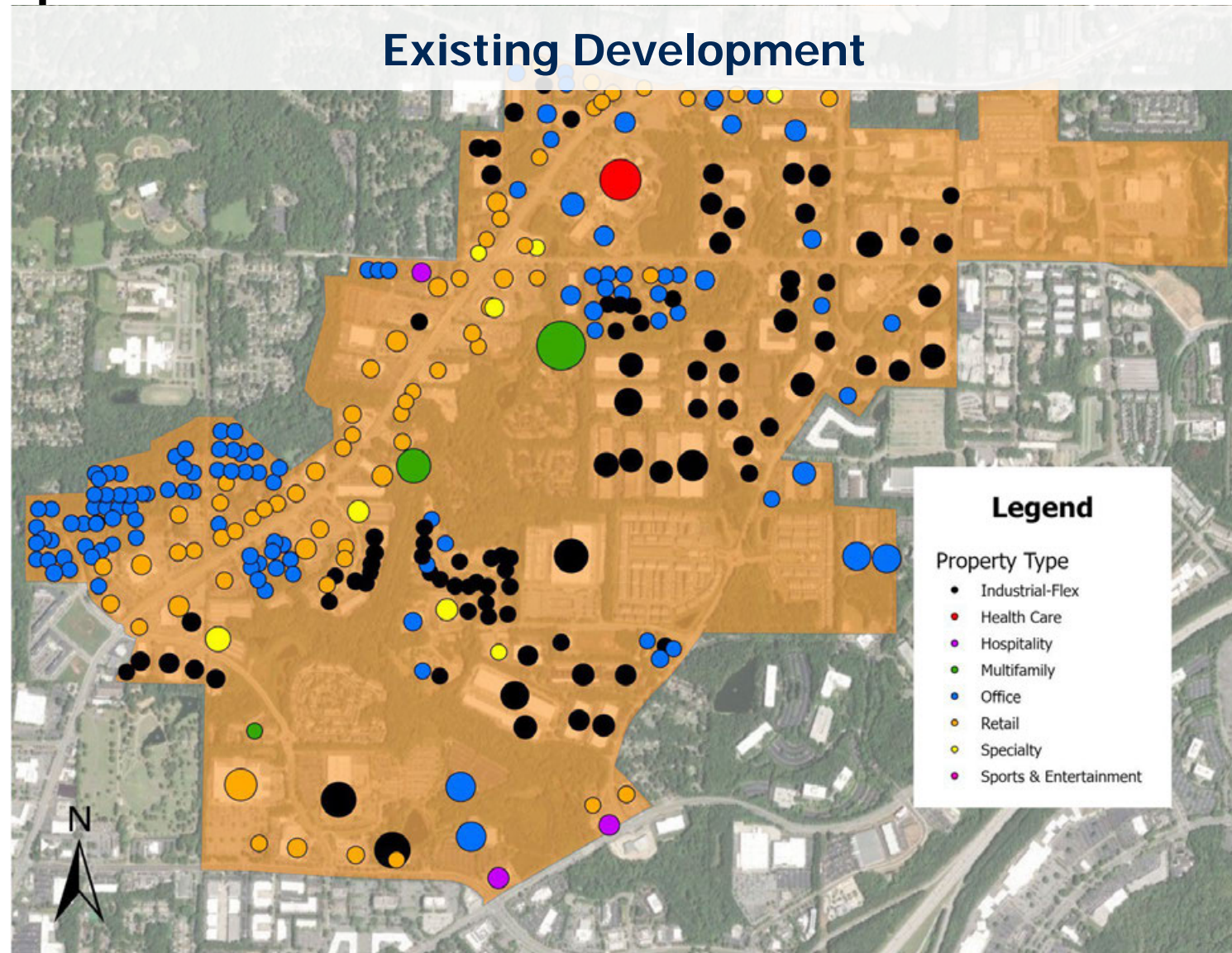
Boundaries

- City Boundary
- Activity Center
- TAD Boundary
- CID Boundary



Activity Center 3 - Uptown

- Located along Highway 9 north of Sun Valley Drive to the city limits.
- The Uptown Node is dominated by flex, industrial and office properties, representing a vital employment core within the City of Roswell.
- Includes GM Innovation Center, Wellstar North Fulton, PBS Aerospace, and Roswell's "Auto Mile"



Character Areas

- Active Neighborhoods
- Industrial/Flex
- Neighborhood Residential
- Suburban Residential
- Highway 9

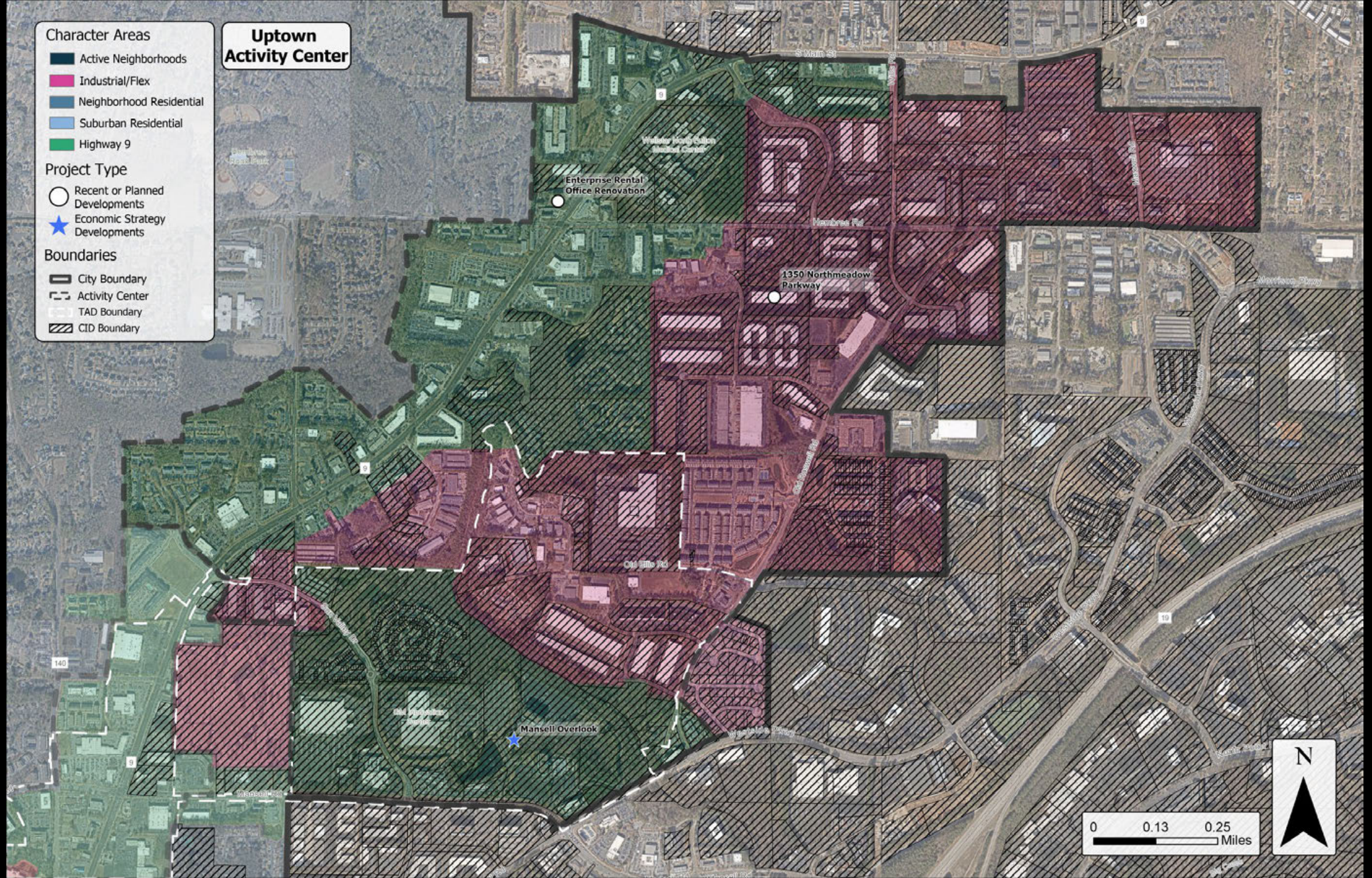
Project Type

- Recent or Planned Developments
- Economic Strategy Developments

Boundaries

- City Boundary
- Activity Center
- TAD Boundary
- CID Boundary

Uptown Activity Center

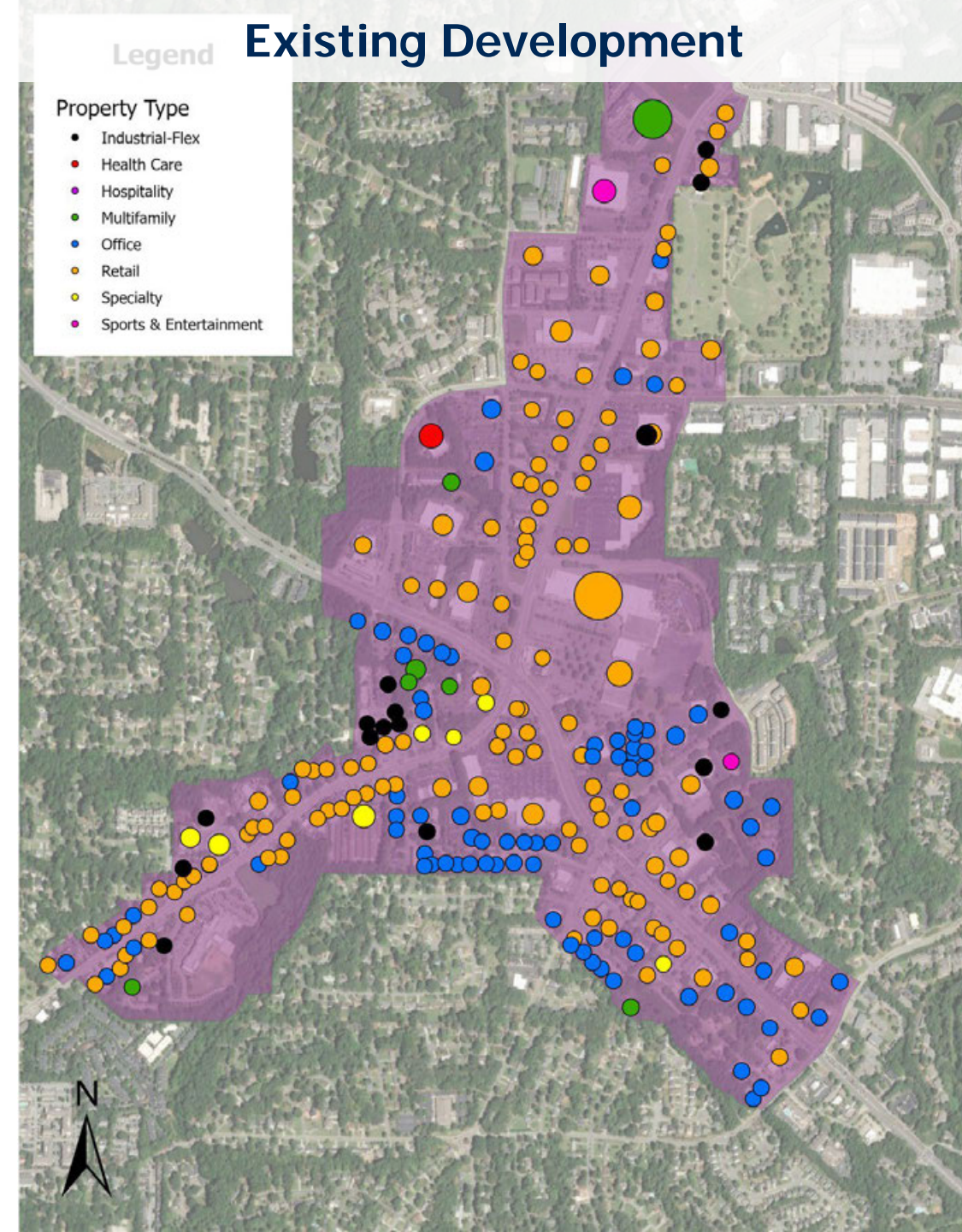


Activity Center 4 - Midtown

- Located along Highway 9 around the Highway 9/State Route 140 intersection.
- The Midtown Node is dominated by retail properties with a number of smaller office properties.
- Retail includes a mix of large shopping centers and smaller, single use properties
- Roswell Town Center shopping center anchors the area and represents the single largest retail property within the node.
- Specialty uses within this node include Vickery Mill Elementary School.

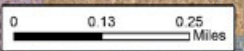
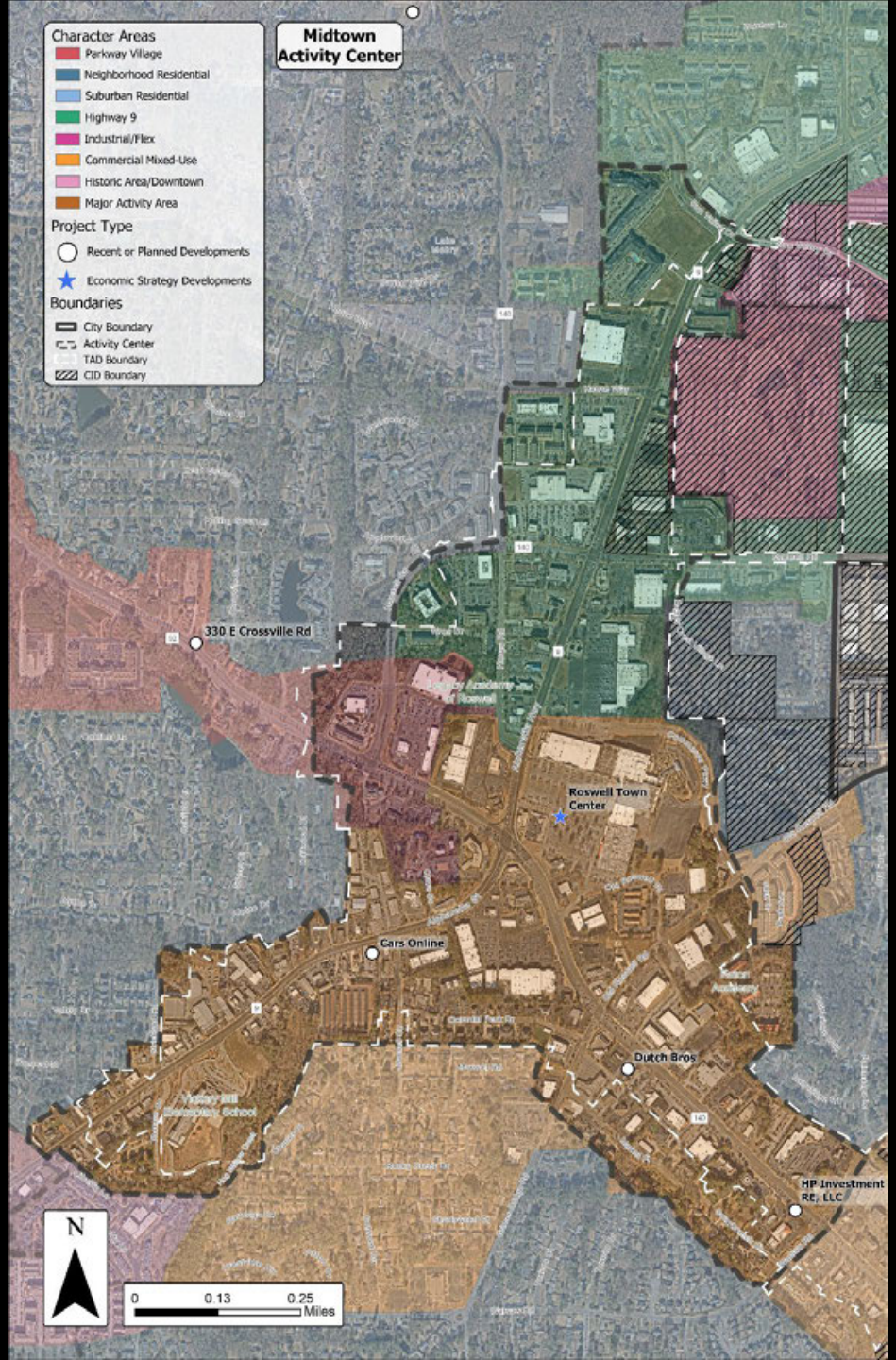


Source: KB Advisory Group with data from Esri, Placer.ai



- Character Areas**
- Parkway Village
 - Neighborhood Residential
 - Suburban Residential
 - Highway 9
 - Industrial/Flex
 - Commercial Mixed-Use
 - Historic Area/Downtown
 - Major Activity Area
- Project Type**
- Recent or Planned Developments
 - ★ Economic Strategy Developments
- Boundaries**
- City Boundary
 - Activity Center
 - TAD Boundary
 - CID Boundary

**Midtown
Activity Center**



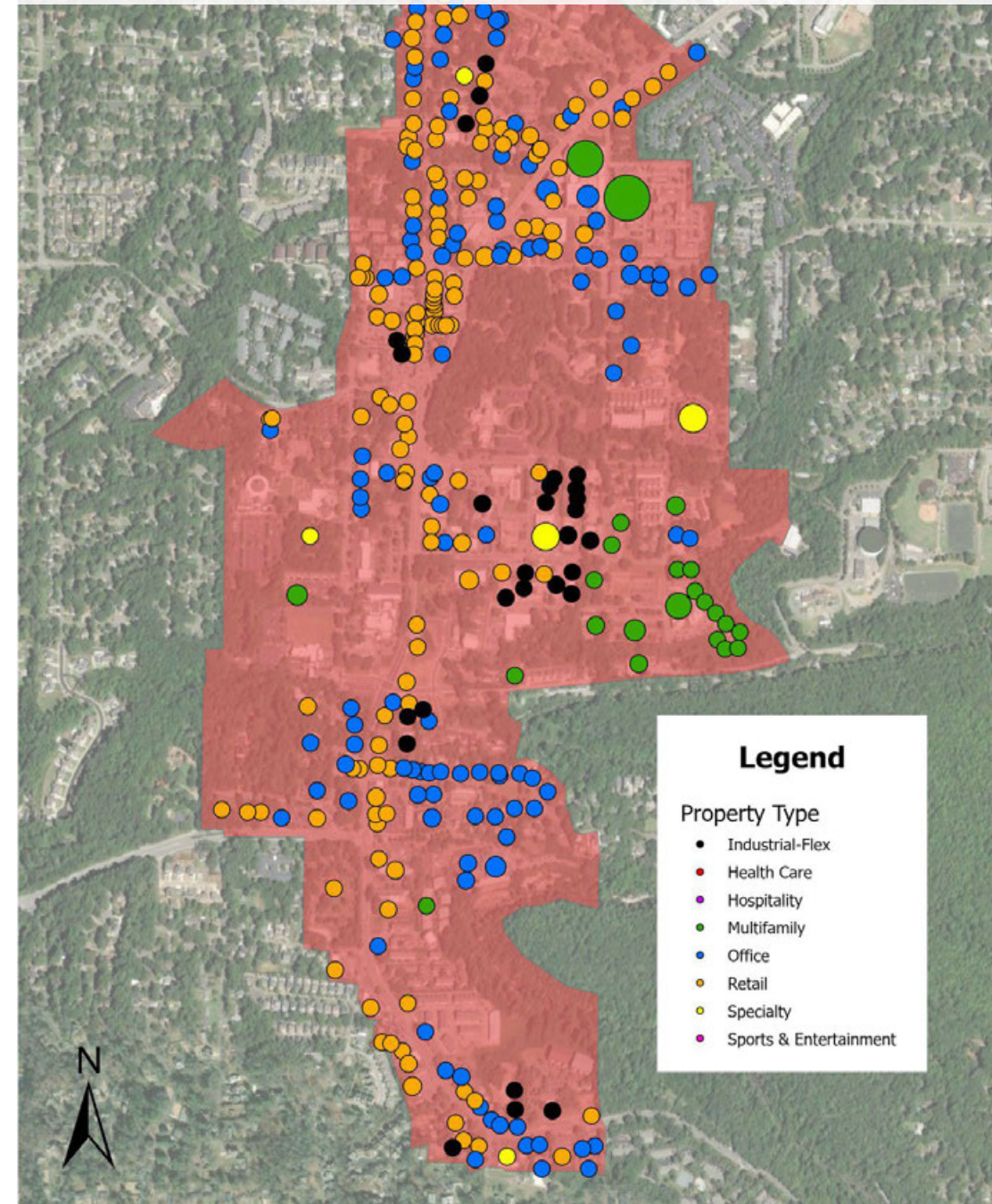
Activity Center 5 - Downtown

- Located along Atlanta Street between Southern Post Street and Roswell Junction.
- Characterized largely by retail and office properties with a few multifamily properties.
- Most commercial properties along Atlanta Street, Canton Street, and Norcross Street.
- Includes City Hall, Roswell Junction, Southern Post, Canton Street District, Roswell Square and Mill districts, under construction Founders Park, and planned Hill Street development



Source: KB Advisory Group with data from Esri, Placer.ai

Existing Development



Downtown Activity Center

Character Areas

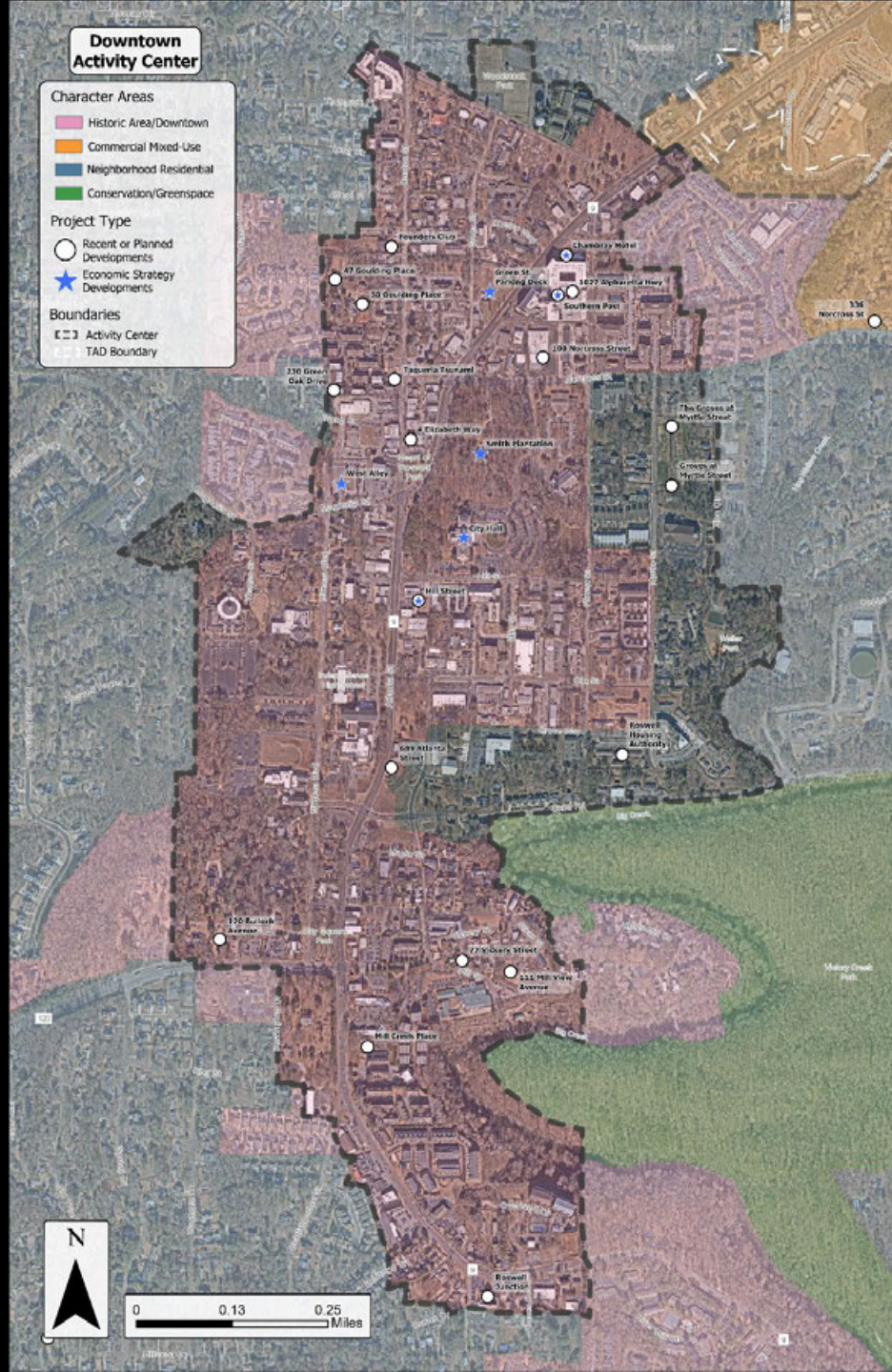
- Historic Area/Downtown
- Commercial Mixed Use
- Neighborhood Residential
- Conservation/Greenspace

Project Type

- Recent or Planned Developments
- Economic Strategy Developments

Boundaries

- Activity Center
- TAD Boundary



Thank you!

