

2045 Comprehensive Growth Plan

Community Event #1 – *August 28, 2025*



Welcome and Introductions



Agenda

- Comprehensive Growth Plan Goals and Process
- Previous Planning Efforts
- Initial Economic Existing Conditions
- Initial Existing Conditions Assessment
- Activity Centers
- Interactive Exercises
 - East Roswell
 - Holcomb Bridge Road / GA 400
 - Uptown
 - Midtown
 - Downtown



What is a Comprehensive Growth Plan?

General Guidance

- Required by the Georgia Department of Community Affairs
- 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

- Building on the Economic Strategy and the previous Comprehensive Plan
- Identify infrastructure investments to support the vision
- Update the Comprehensive Growth plan to reflect the vision

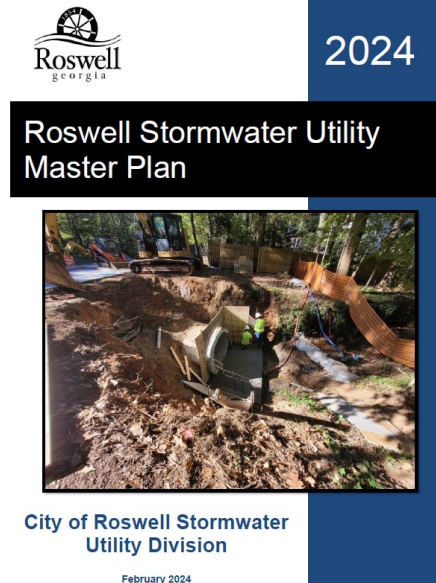
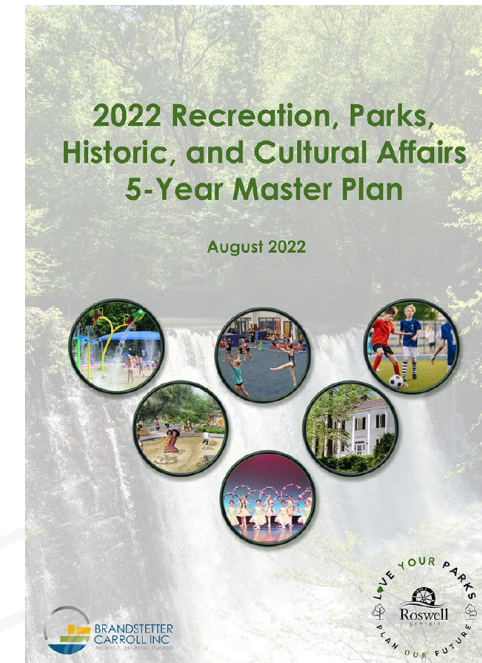


Project Process



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



Previous Comprehensive Plans

2011

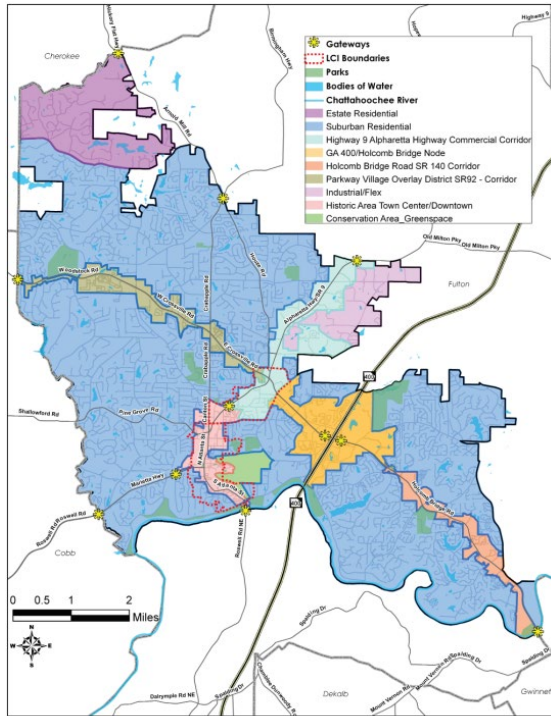
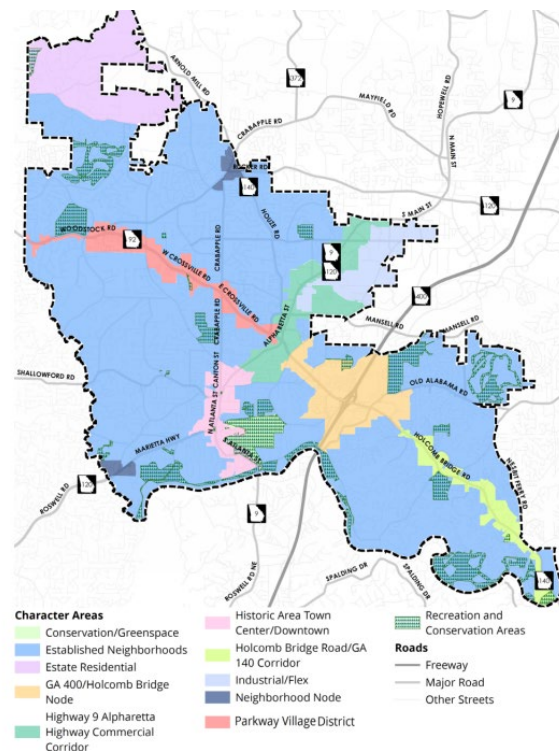
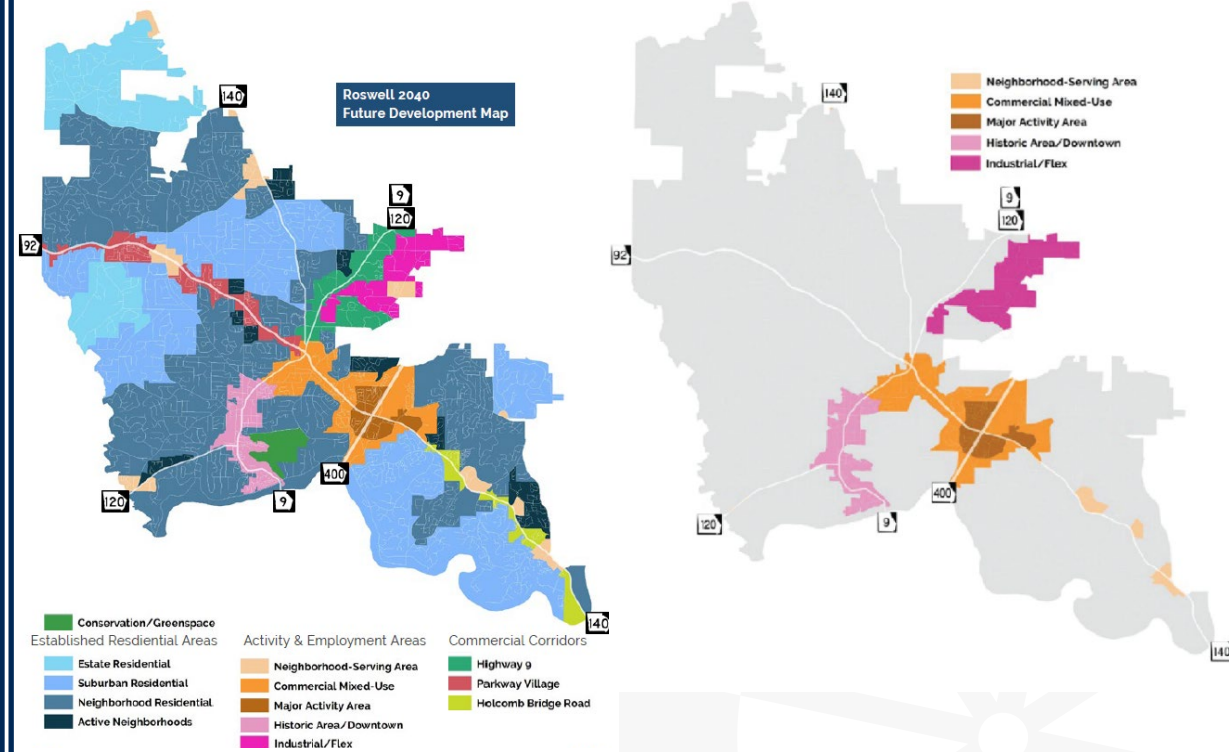


Figure 1. Future Development Map

2016



2021



Economic Development Strategy

Goals and Objectives



Grow

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



Integrate

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



Balance

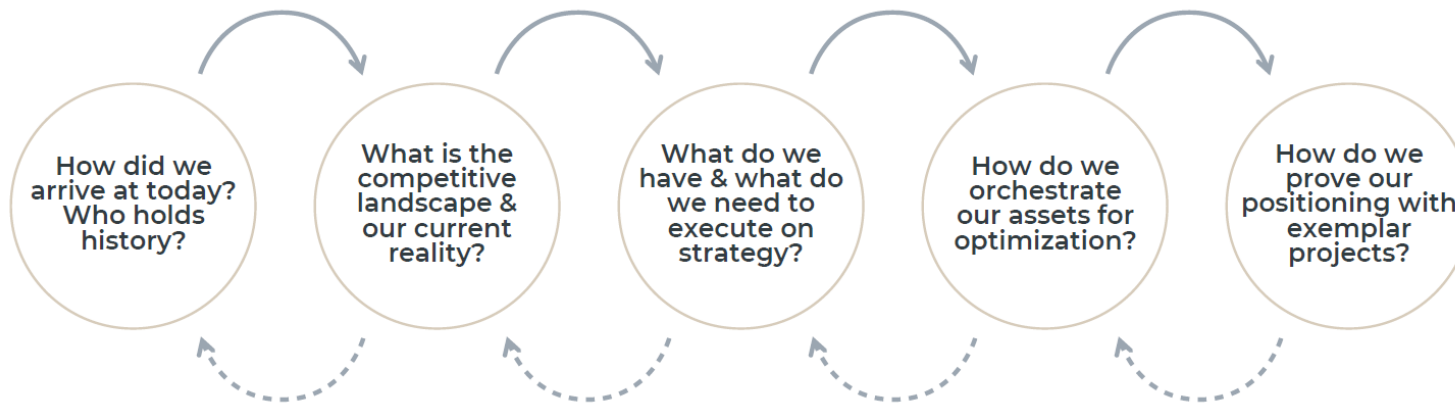
Diversify the tax base. Shift the tax digest proportions away from personal property tax to corporate taxes.



Optimize

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

Five Big Questions



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.

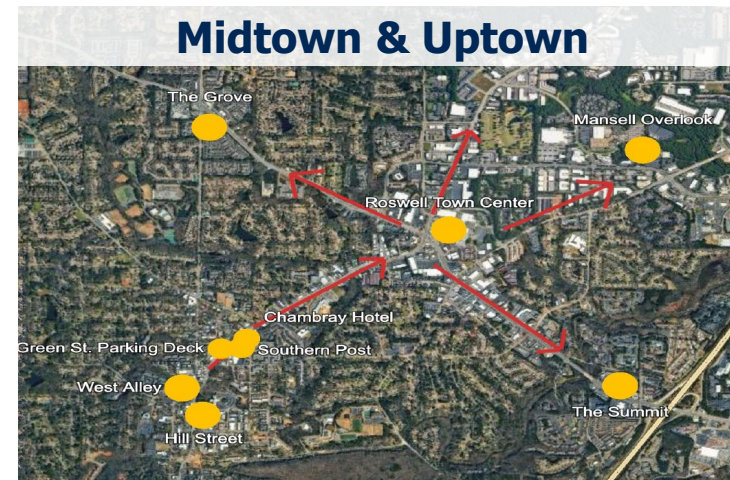
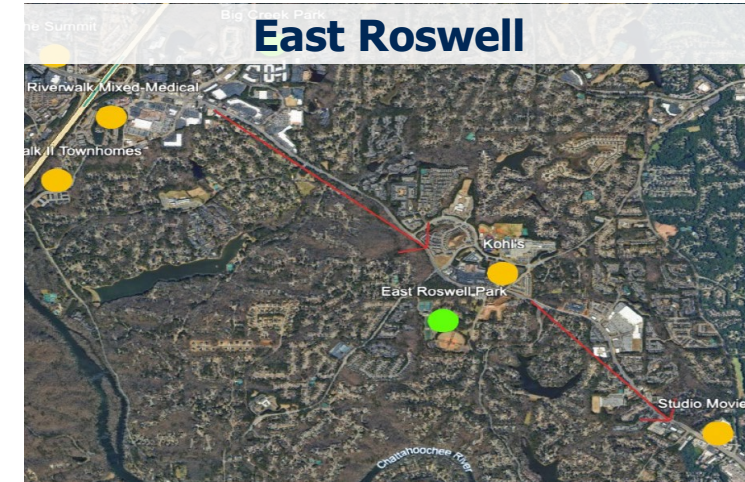
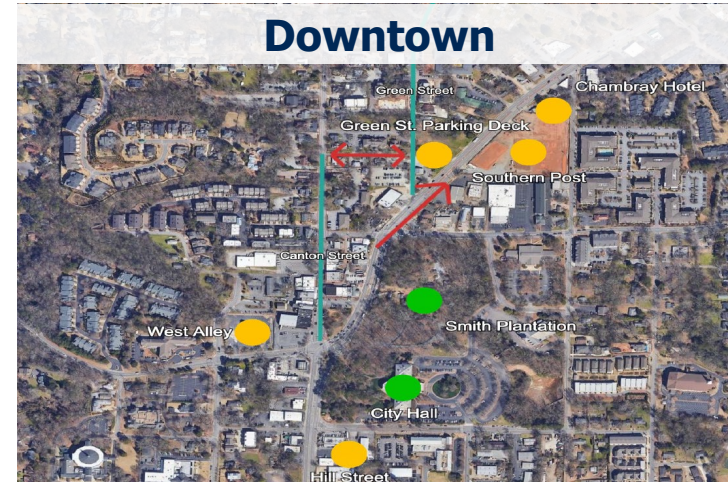
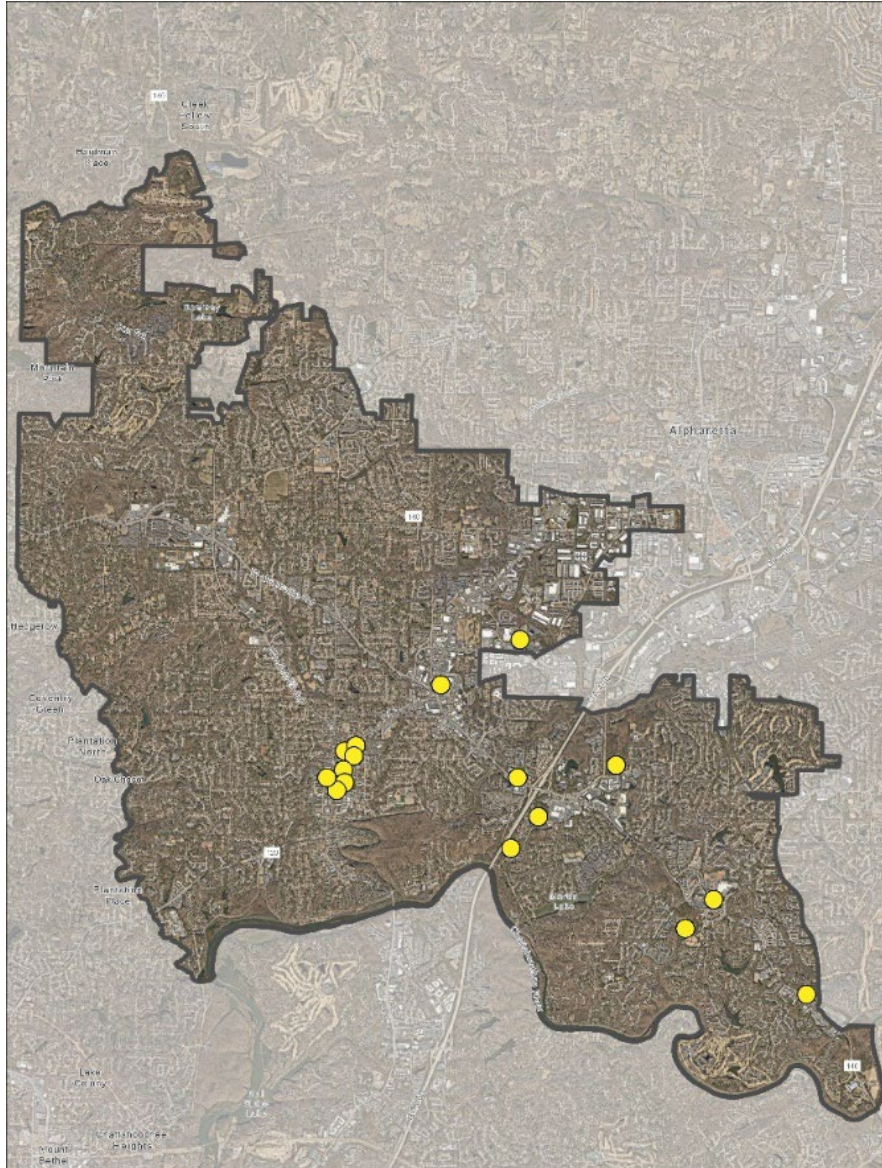
Municipal property ownership.

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

Economic Nodes



Initial Economic Assessment



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*

*Total population in a 24-hour period, accounting for residents, employees, and visitors.

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

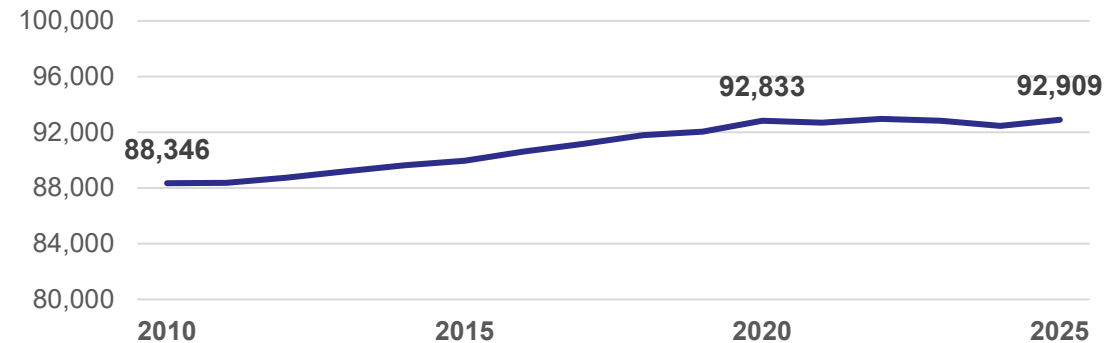


Economic Existing Conditions

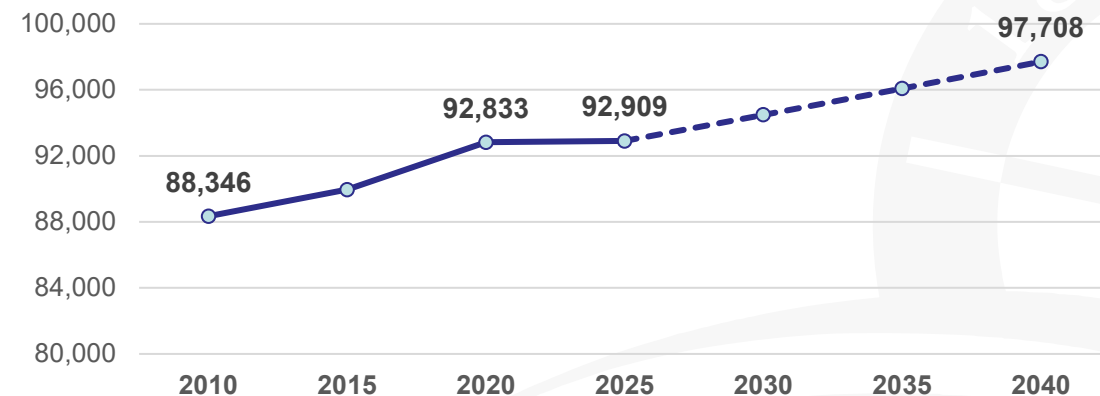
Interim Report #1 - Citywide Community Profile

- 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



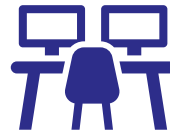
Roswell Population Forecast, 2010-2040



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



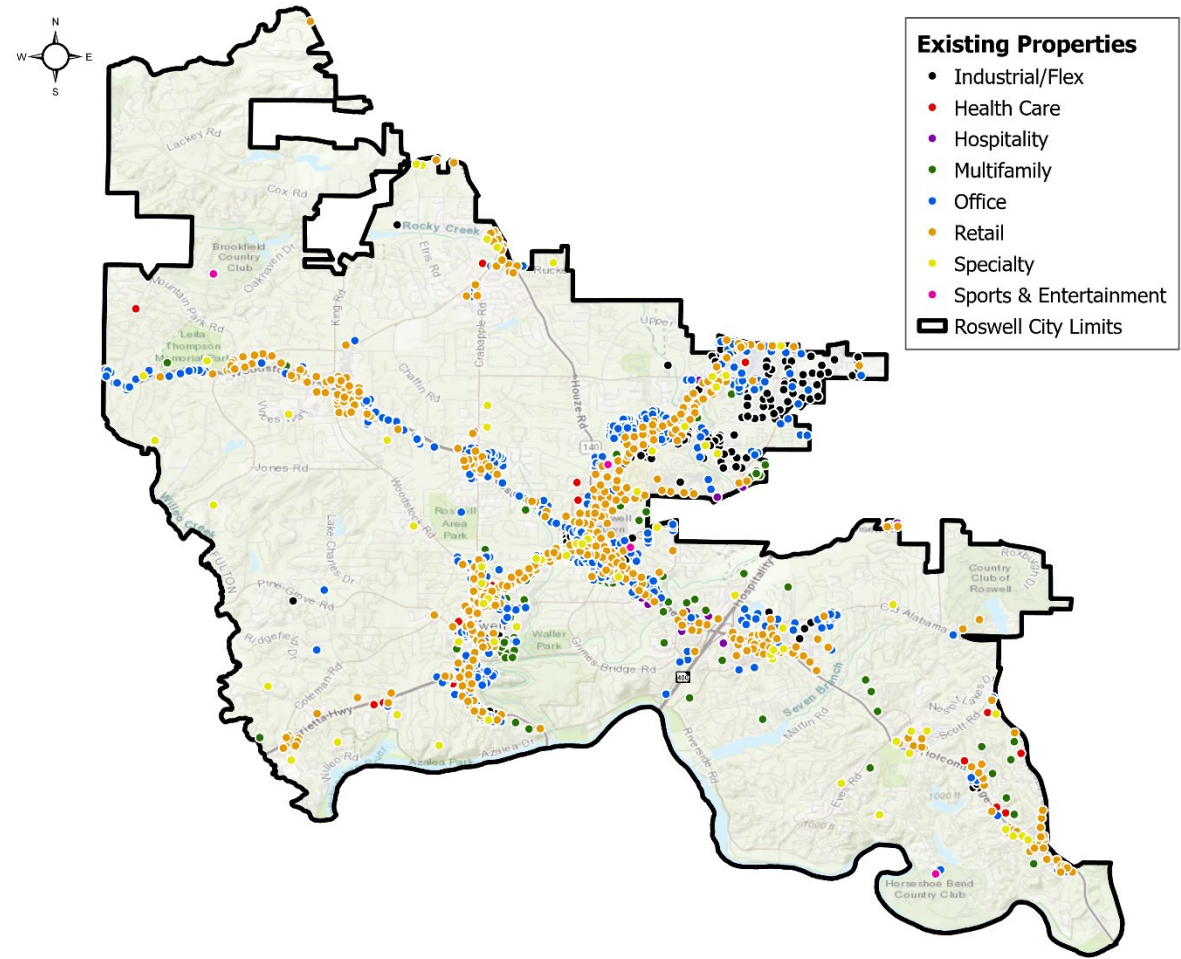
65%
businesses
with <5
employees¹

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.

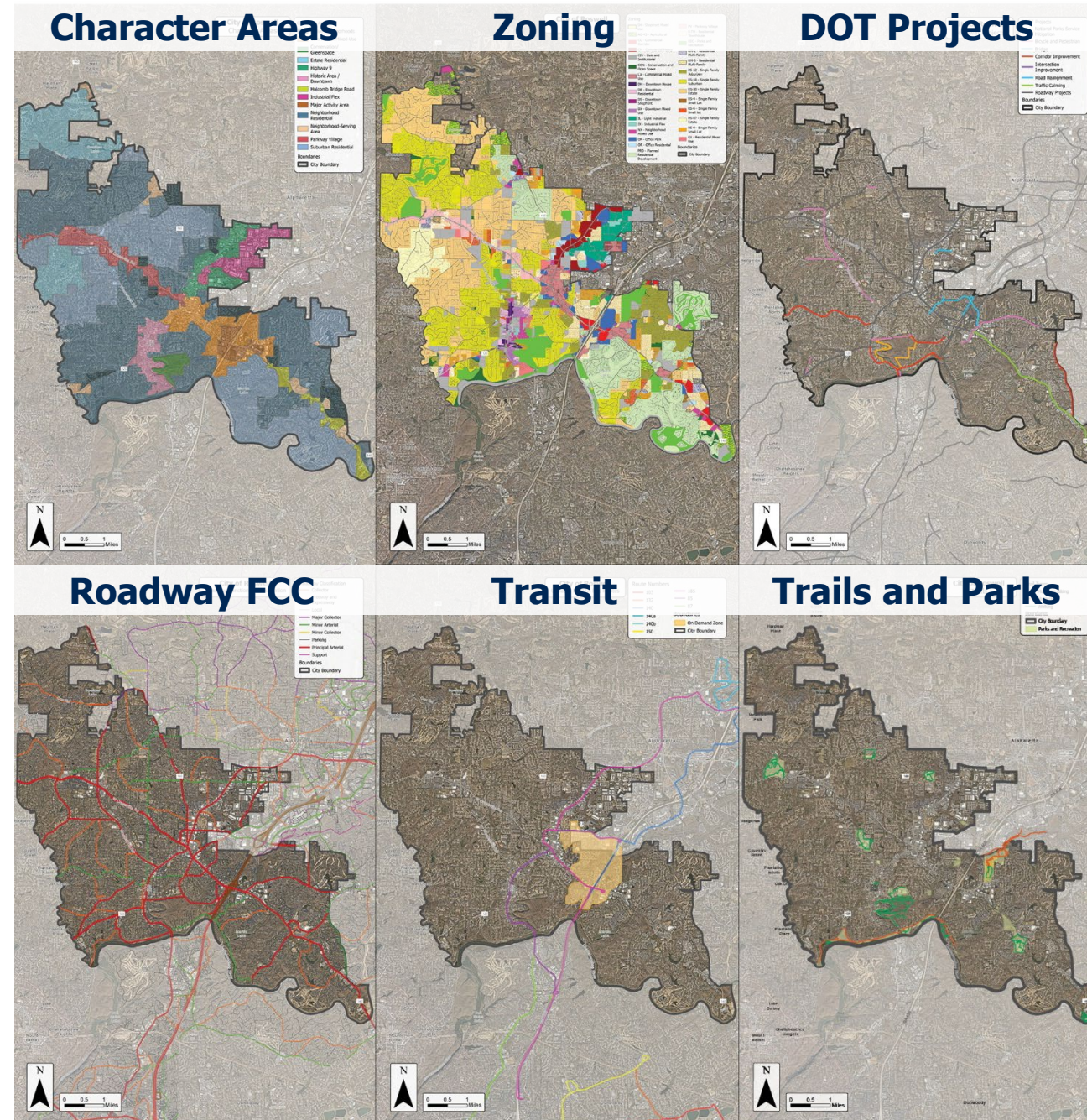


Initial Existing Conditions Assessment



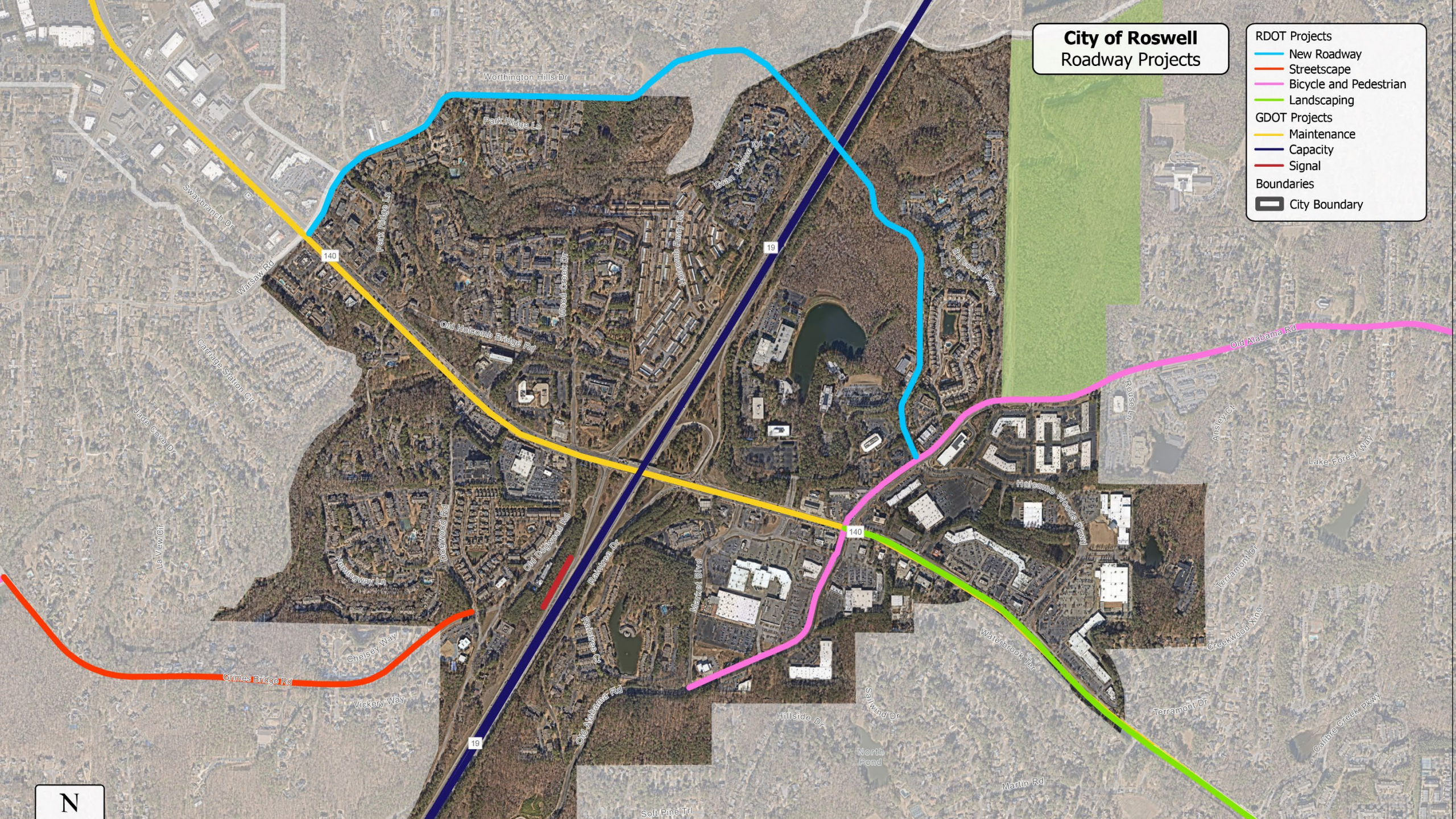
Existing Conditions

- 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

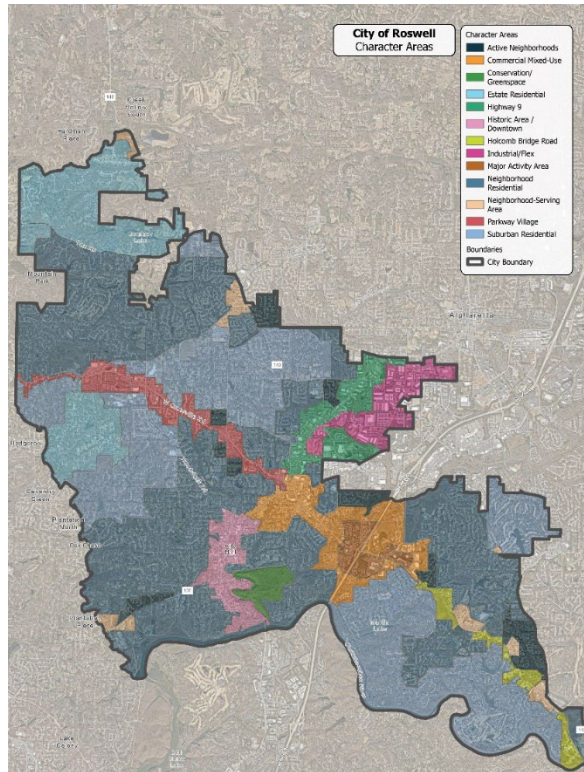


Economic Activity Centers

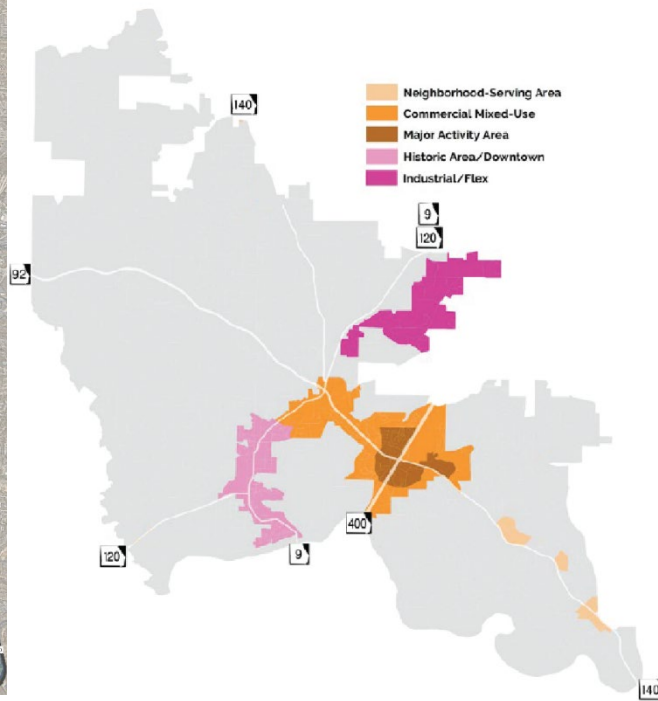


Identifying Activity Centers

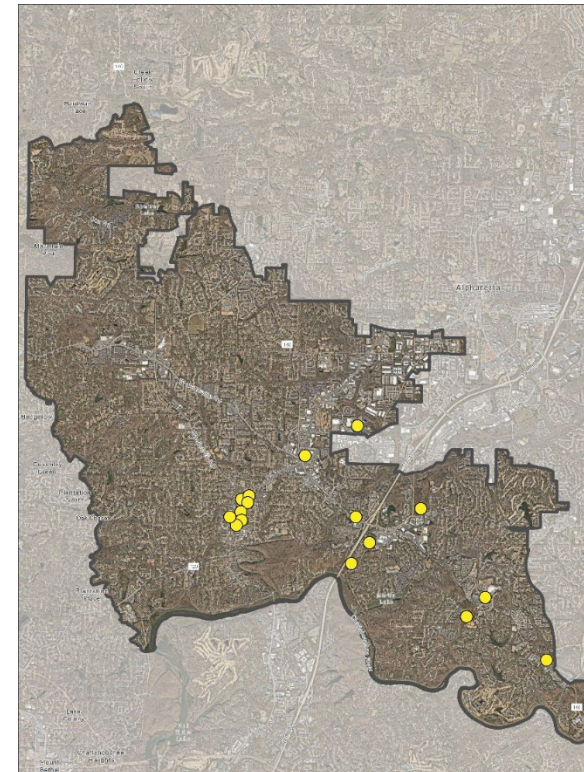
Considered Comprehensive Plan, Economic Strategy, and Existing Development Pattern



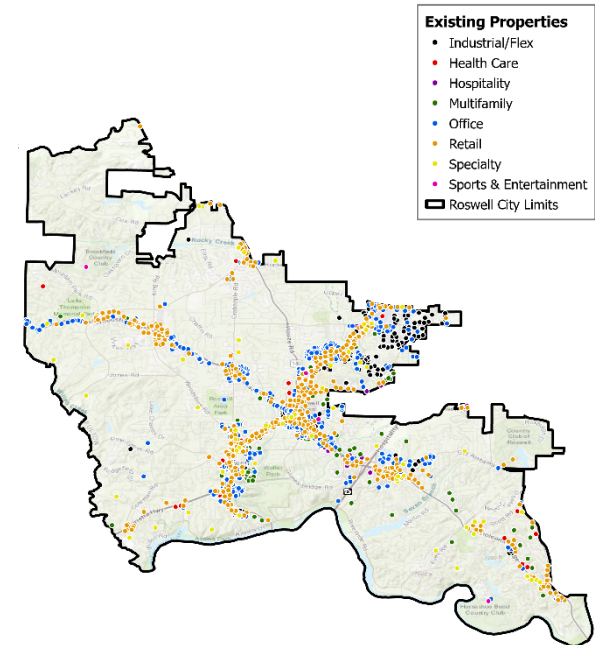
Character Areas



Key Areas for Growth



Economic Strategy Nodes

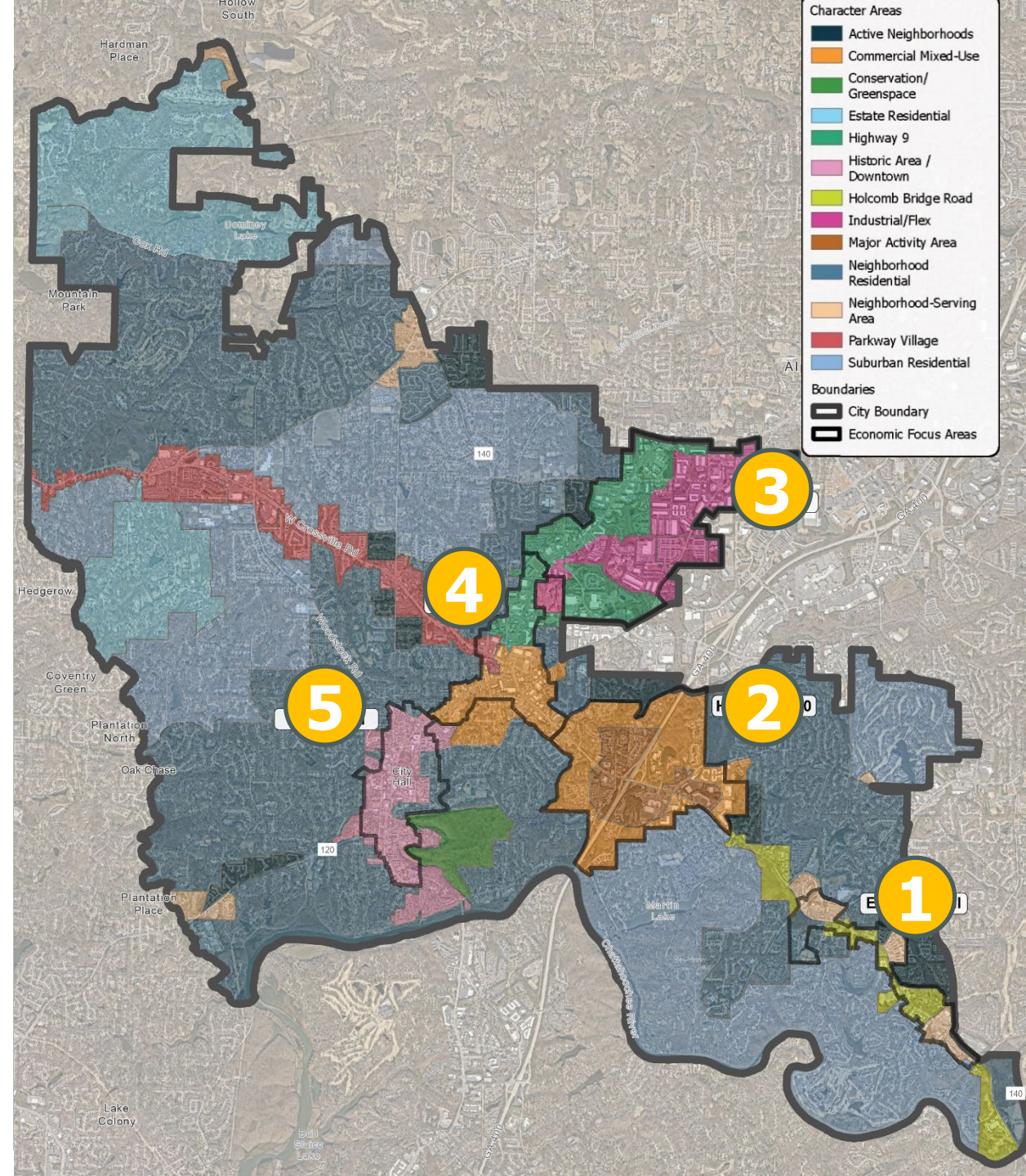


Existing Commercial Real Estate

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?



Interactive Exercise

- Staff will be available for questions or comments after the presentation
- 6 interactive stations located in the rotunda
 - Activity Centers Introduction Station
 - 5 Activity Center Stations
 - » Orientation Map - What do you think generally?
 - » Existing Policies – What is the vision for each area?
- Final “What did we miss?” station for other comments or questions



Thank you!

