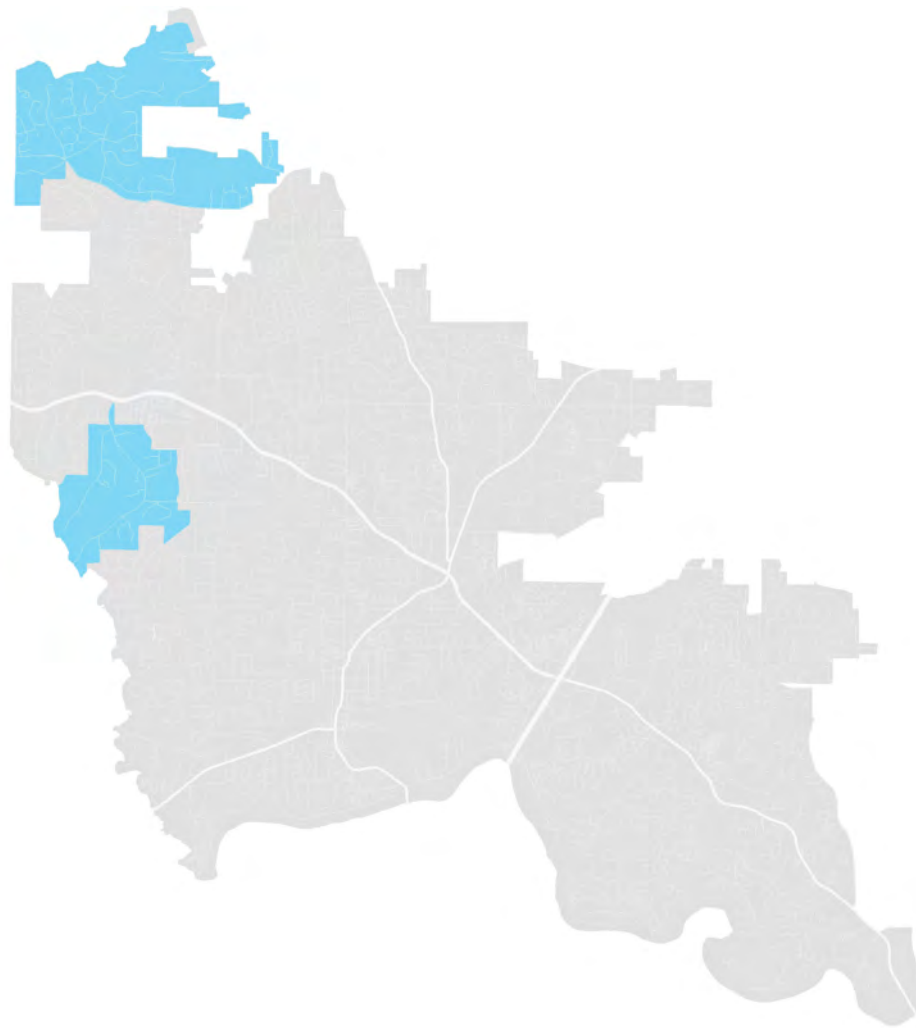


# ESTATE RESIDENTIAL CHARACTER AREA



Estate Residential



## Vision

In 2040, homes in this area will continue to share an estate lot pattern; the low density character of this area also preserves large acres of open space. The majority of this area is not currently served by sewer and therefore has limited future development potential at any density greater than that currently existing. Specific land uses in this area are comprised of primarily single-family residential. Currently, this area is automobile dependent and not walkable. In the future, encourage a connected system of trails and sidewalks that will create a network of greater connectivity between subdivisions.

## Compatible Future Zoning

AG-43, RS-87, RS-30, CIV, REC, CON

Remove Civic and Institutional (CIV), which allows for places of worship, schools, daycares, etc.

## Implementation Strategy

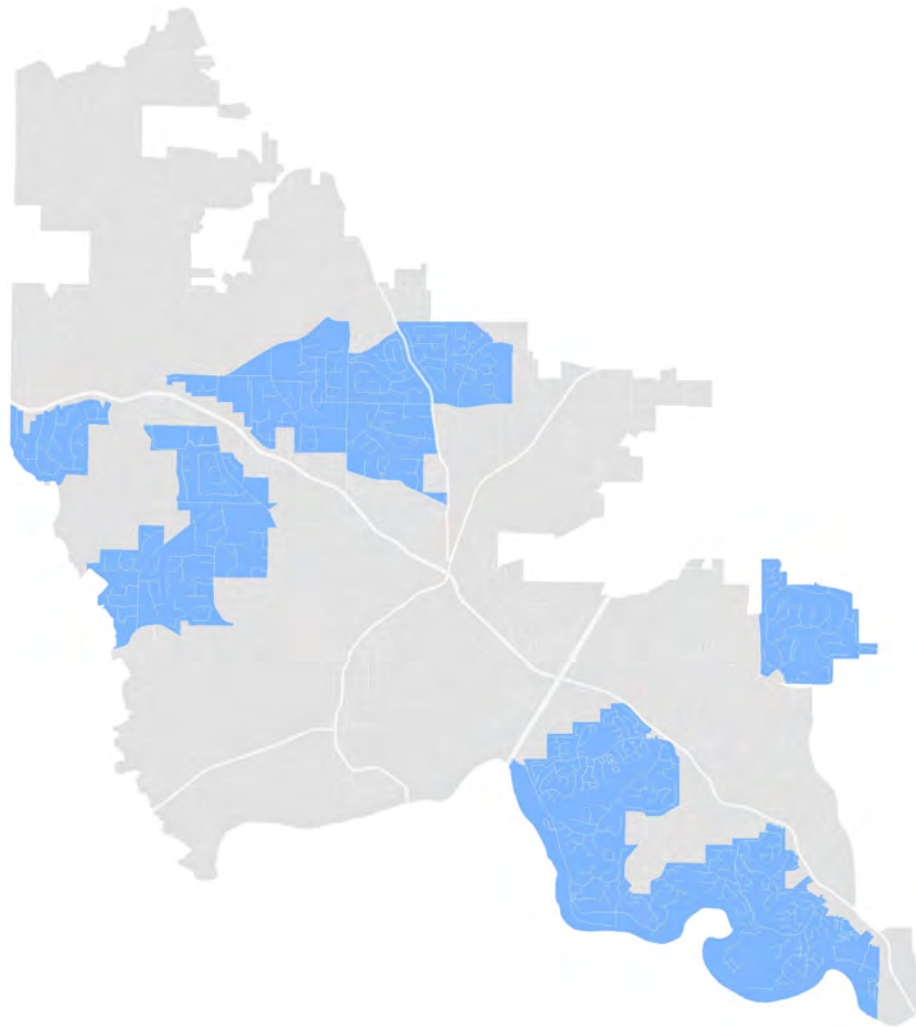
- Development in this area should ~~typically~~ be single-family residential estate-type homes built with quality building materials and high quality design
- Development should strive to be low-impact, including conservation subdivisions
- The area should be composed of estates, conservation subdivisions, and conventional suburban residential neighborhoods
- Trails, parks, and open space should be encouraged throughout
- Continue to allow agriculture and existing commercial activities
- Pursue a connectivity program (perhaps with a name like "Complete Connections") whereby subdivisions can petition to have their neighborhood evaluated for options to create pedestrian paths and/or access points
- Improving pedestrian facilities, developing sidewalks and crosswalks where connectivity is lacking to create a connected network of sidewalks and pedestrian routes and bike lanes should be a priority • Greenspace should be preserved and parks should be improved and expanded
- Retain single-family homes and neighborhoods
- Allow community gardens
- Identify conservation subdivision opportunities



# SUBURBAN RESIDENTIAL CHARACTER AREA



Suburban Residential



Remove Planned Residential Development (PRD) & Civic and Institutional (CIV)

## Vision

By 2040, this character area continues to foster stable, established suburban neighborhoods. Existing single-family neighborhoods are preserved and protected in their current state, as are pockets of existing other housing types that occur on scattered sites, some within master planned neighborhoods. Suburban Residential areas often reflect a large lot and/or natural environment. Infill and redevelopment opportunities are limited and should be sensitive to scale and character when implemented.

Where this character area abuts other, more intense character areas, the City will carefully manage transitions of use. Further, there exist historic landmarks in the character area, and the City will encourage preservation and protection for these cultural resources.

## Compatible Future Zoning

AG-43, RS-87, RS-30, PRD, CIV, REC, CON

## Implementation Strategy

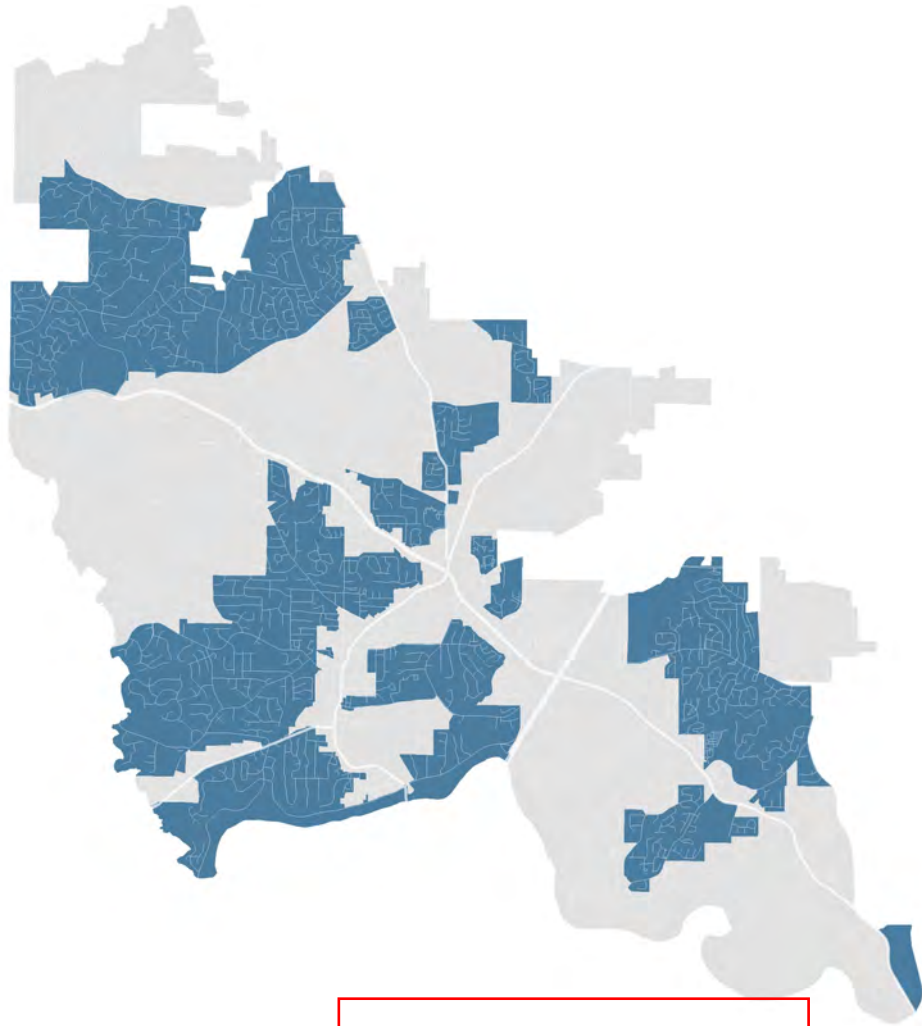
- This area should feature low-scale and medium-scale development matching the heights of existing neighborhoods
- Development should ~~typically~~ be single-family detached residential houses
- New development will be compatible with adjacent existing character with similar densities and lot sizes
- Infill transitions appropriately scale new development to eliminate impacts to existing surrounding stable neighborhoods (buffers, open space, and landscaping)
- Traditional single-family homes with quality building materials and high-quality design
- New development will incorporate open space and preserve existing trees
- Sustainable building practices will be promoted for all new construction
- Suburban single-family residential neighborhoods are the priority in this area
- ~~The area should include supporting civic uses, such as parks, schools, and places of worship~~
- New development should demonstrate attention to existing adjacent neighborhoods and seek compatibility with lot sizes along the perimeter of the proposed development
- The City should expand the pedestrian trail master plan, to include more access from disconnected subdivisions, currently characterized by isolated and disconnected cul-de-sac type development



# NEIGHBORHOOD RESIDENTIAL CHARACTER AREA



Neighborhood Residential



Add Single Family Suburban Residential (RS-12)  
Add Single Family Estate Residential (RS-30)  
Maybe create RS-24  
Remove Planned Residential Development (PRD)

## Vision

By 2040, this character area continues to foster stable, established neighborhoods. Neighborhood Residential areas are established, traditional suburban-oriented neighborhoods often in a subdivision setting, some within large master planned neighborhoods. Neighborhood Residential areas often reflect medium to large lots. Opportunities for infill and redevelopment are limited but should be realized with a commitment to preserving the existing scale and character. All new development is limited to single-family housing with a density and character matching the character area's overall existing patterns.

Where this character area abuts other, more intense character areas, the City will carefully manage transitions of use between commercial corridors and the adjacent neighborhoods.

## Compatible Future Zoning

AG-43, RS-18, ~~PRD~~, CIV, REC, CON

# ACTIVE NEIGHBORHOODS

## CHARACTER AREA



Active Neighborhoods

### Vision

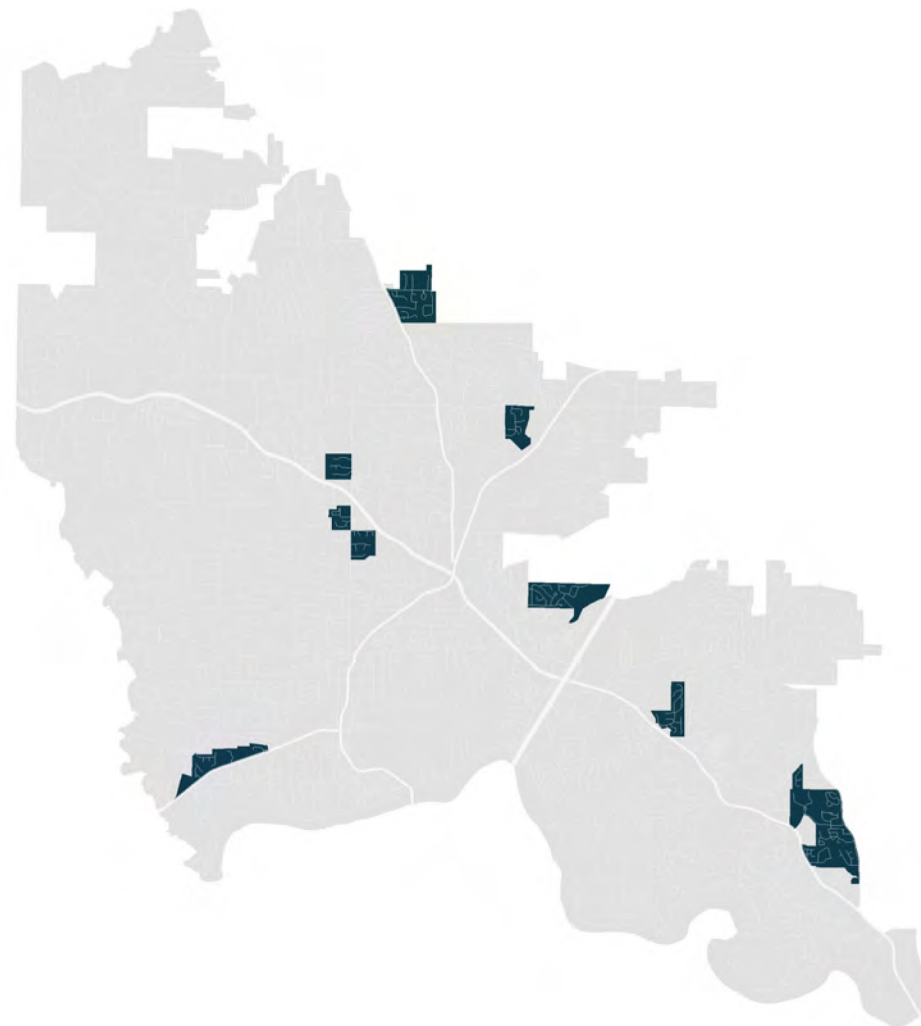
By 2040, this character area becomes an established area accommodating small-lot single family and multi-family residential areas near commercial areas and/or major roadways. Opportunities for infill and redevelopment are often limited and should be realized while respecting the existing and surrounding scale and character.

Where this character area abuts other, less intense residential areas and more intense non-residential areas, the City will carefully manage transitions of use between commercial corridors and the adjacent neighborhoods.

### Compatible Future Zoning

RS-12, RS-9, PRD, CIV, REC, CON

Add Single Family Suburban Residential (RS-18)



# NEIGHBORHOOD-SERVING CHARACTER AREA

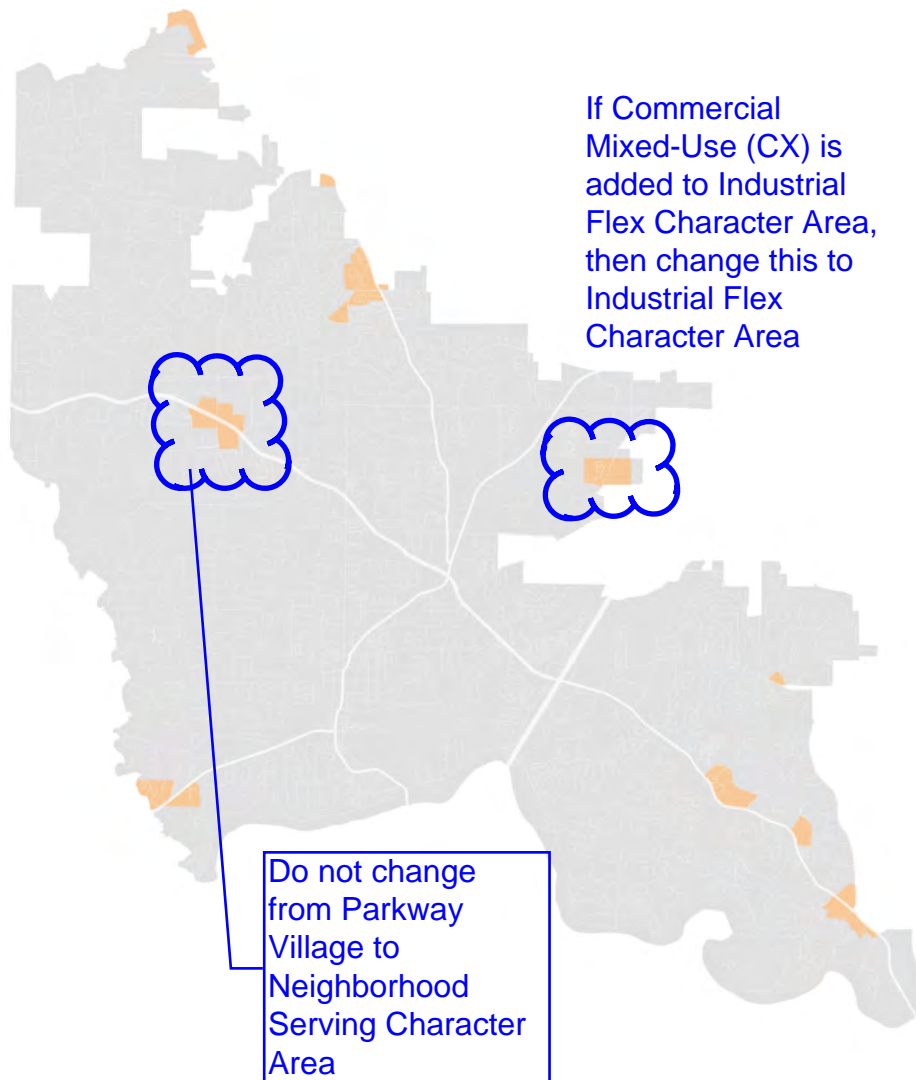


## Vision

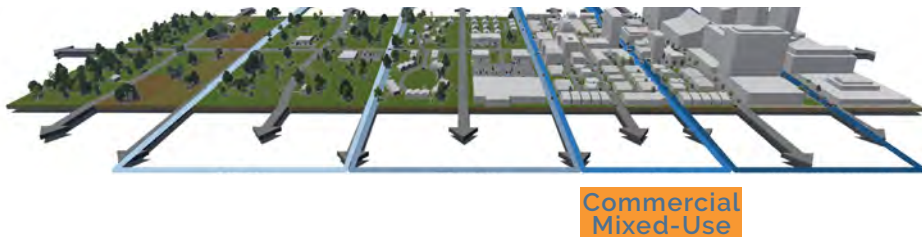
By 2040, this character area continues to provide commercial uses for nearby existing neighborhoods in a manner that is compatible with their scale and character. It does this by providing for an assortment of retail, restaurant, and services uses within compact, walkable locations centered on key intersections. Within these areas, the City will carefully manage transitions of use between them and the adjacent neighborhoods through the controls required by the UDC.

## Compatible Future Zoning

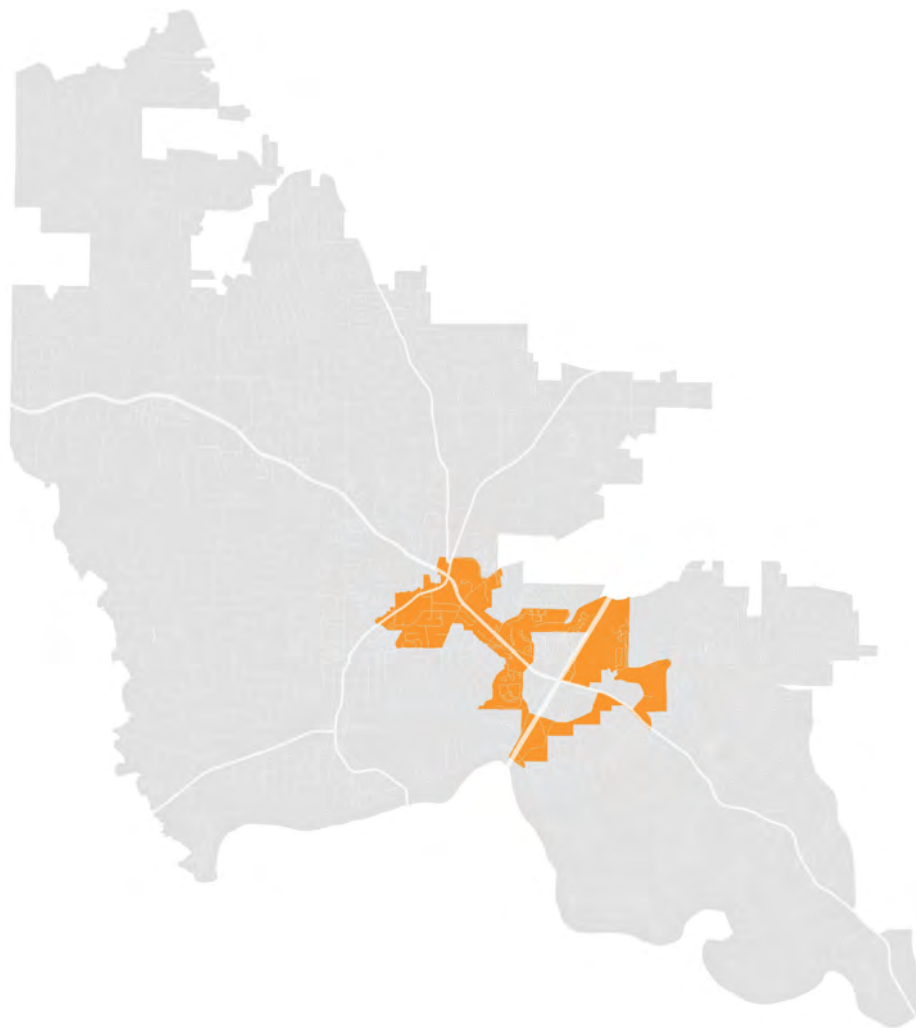
NX, OP, CIV, REC, CON



# COMMERCIAL MIXED-USE CHARACTER AREA



Commercial Mixed-Use



## Vision

By 2040, Holcomb Bridge Road west of GA-400 and areas surrounding the GA-400 node will become a vibrant mixed-use village paired with meaningful open space. The City will have capitalized on this major regional access point to provide maximum economic benefit to the City. New development in the western portion of the character area will follow the vision established by the initial subarea planning conducted as part of the 2040 Comprehensive Plan update, which is to create a mixed-use, pedestrian friendly corridor and activity center that builds a better sense of community.

The perception of this area will change as the City invests in streetscape and new road improvements, and investors redevelop under-utilized sites with a mix of uses characterized by high quality building materials.

## Compatible Future Zoning

CX, CC, SH, OR, OP, CIV, RS-6, RS-4, RM-3, RX, REC, CON

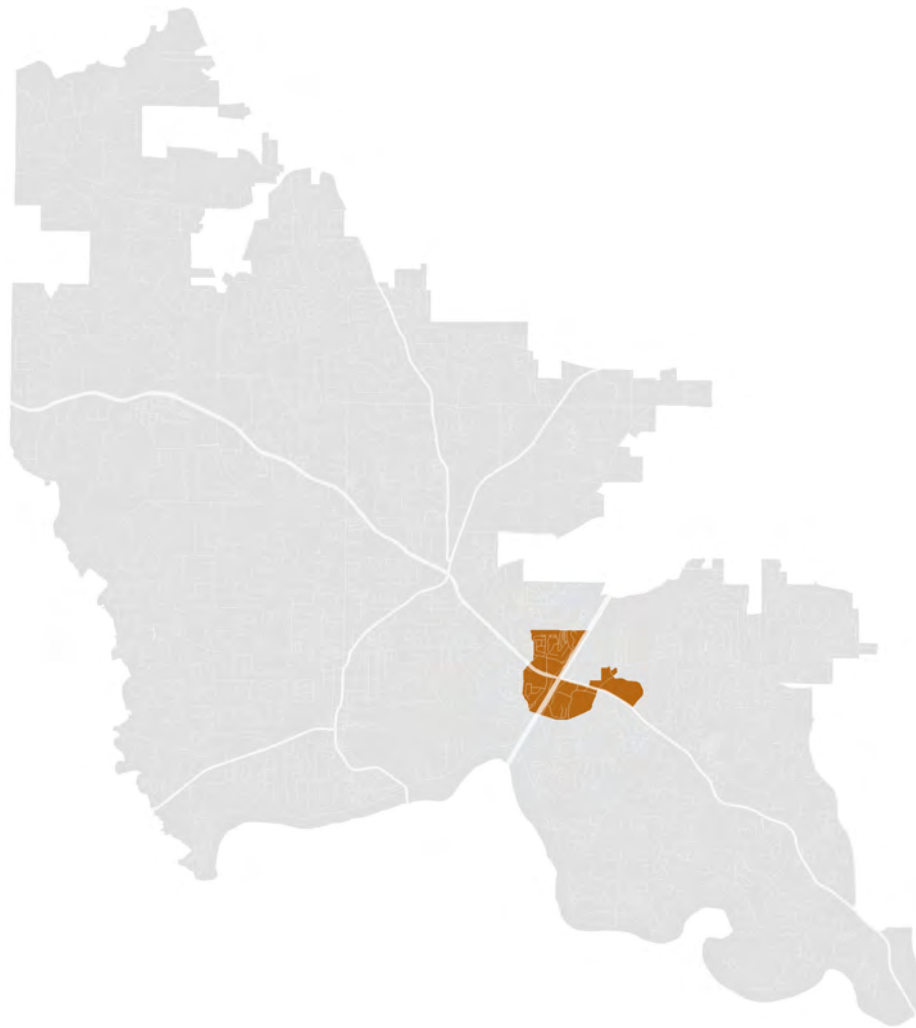
Add Residential Cottage Court (R-CC)  
Remove Residential Multi-Family (RM-3) & Residential Mixed-Use (RX)



# MAJOR ACTIVITY CHARACTER AREA



Major Activity



## Vision

By 2040, this strategic intersection will become a vibrant activity center. The City will have capitalized on this major regional access point to provide maximum economic benefit to the City. The perception of this area will change as the City invests in streetscape and new road improvements, and investors redevelop under-utilized sites with a mix of uses characterized by high quality building materials. The Big Creek Parkway with a bridge connection across GA 400 north of Holcomb Bridge Road is anticipated to begin construction within a few years. Likewise, various conversations involving heavy rail transit or BRT from MARTA have identified this area as a likely location. Therefore, future development should be sensitive to and compatible to the possibility of the area eventually emerging as a Transit Oriented Development.

## Compatible Future Zoning

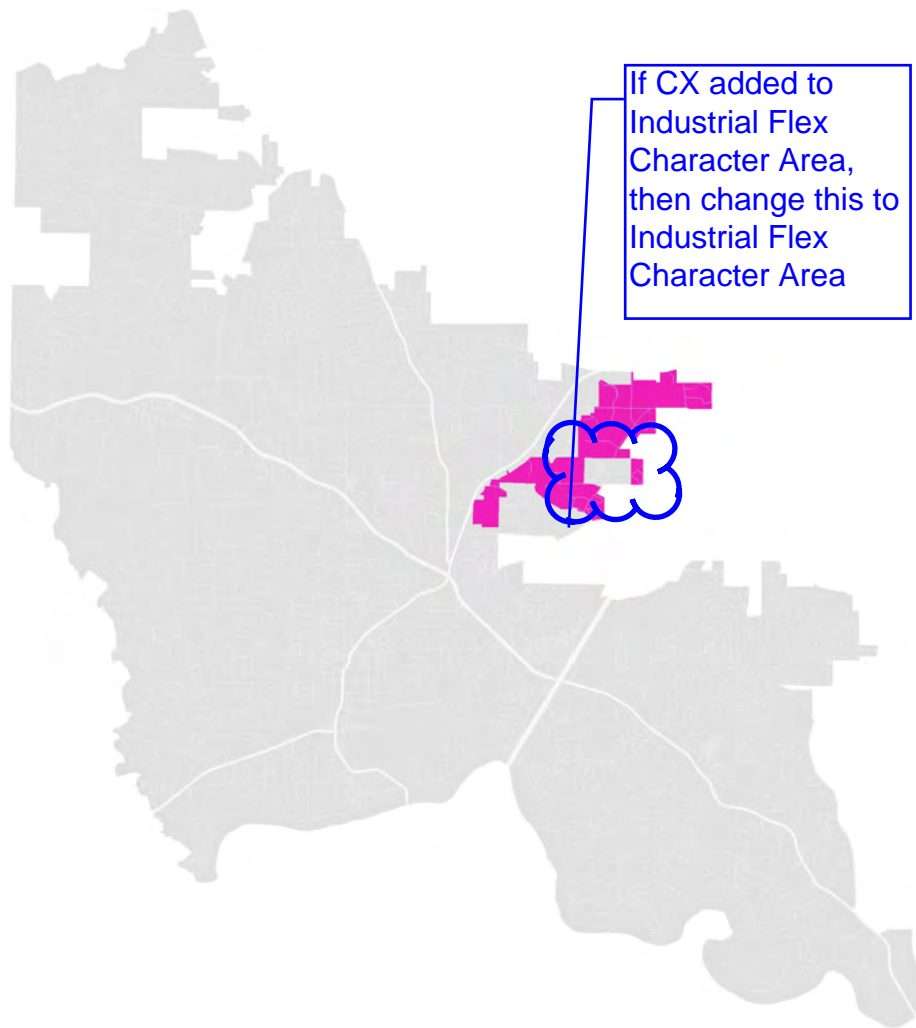
CX, CH, CC, OR, OP, IX, CIV, RS-6, RS-4, RM-3, RX, REC, CON

Add Residential Cottage Court (R-CC)  
Remove Residential Multi-Family (RM-3),  
Residential Mixed-Use (RX), Commercial Heavy (CH), & Industrial Flex (IX)

# INDUSTRIAL/FLEX CHARACTER AREA



Industrial/Flex



If CX added to Industrial Flex Character Area, then change this to Industrial Flex Character Area

## Vision

In the 2040 planning horizon, this cluster of industrial and heavy commercial development will continue to function as an office and business distribution district. The uses in the area will be flexible however, allowing transitions to new uses as economic demand changes. These new uses may include mixed residential and office development. This area is not located along a major gateway to the City and is also not located adjacent to Roswell's many cultural or recreational assets. Therefore, it is ideally situated to continue functioning as an employment center within the City limits with an additional mix of uses.

## Compatible Future Zoning

OR, OP, IX, IL, CIV, REC, CON

Add Commercial Mixed-Use (CX)

# Implementation Strategy

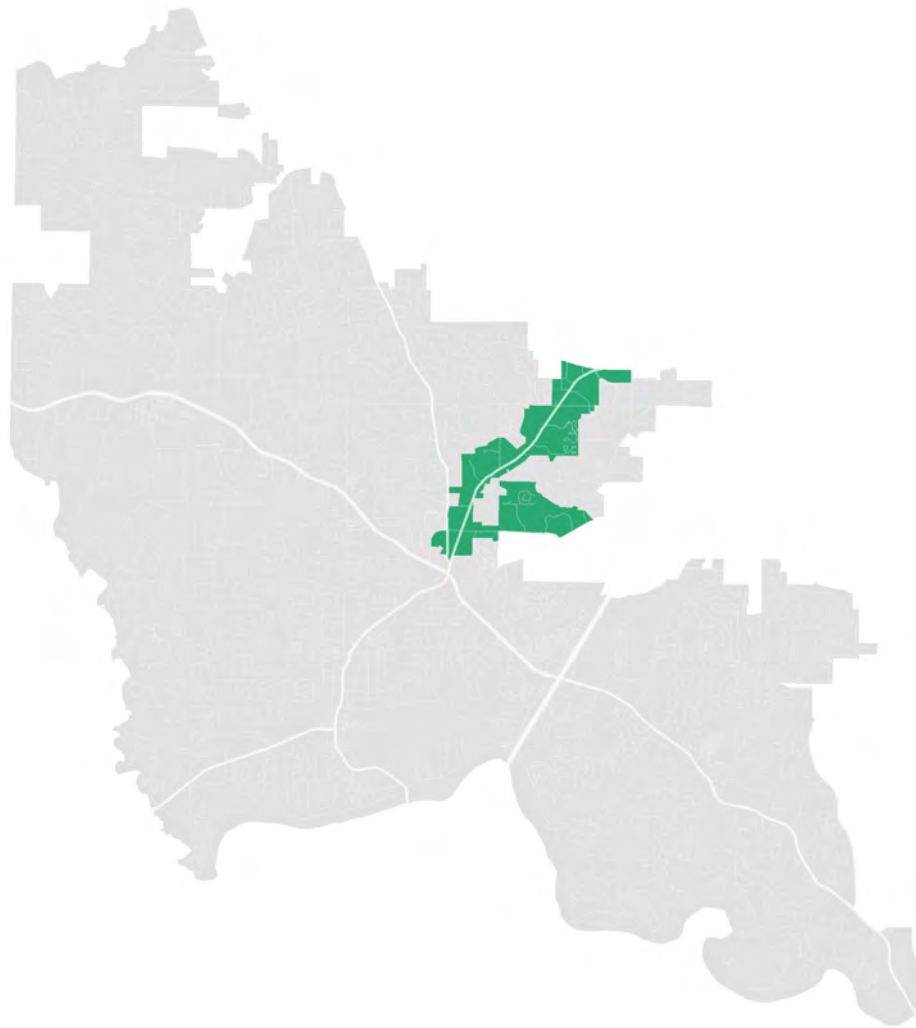
- Zone for development that is typically 1-3 stories
- Allow additional stories or densities (up to 6 stories) through bonus allowances for quality mixed-use projects that include high quality materials such as stone, stucco or brick; landscaping; and amenities.
- Enforce building height transitions to adjacent uses (step down of building heights, landscaped buffers)
- Design of any new facilities should include quality building materials such as stone, stucco or brick, and high quality design
- Create new streetscape design standards
- Encourage master planned projects with pedestrian oriented interiors, pocket parks and/or plazas
- Maintain current use as office and business distribution district
- **Insert: Mixed Use Shall** ← Allow additional types of development including residential (single-family attached, multi-family), loft, and non-residential
- Retain existing businesses and expand as an employment center
- Revise zoning code to create areas of mixed residential, flex-space, and office use and conversions



# HIGHWAY 9 CHARACTER AREA



Highway 9



## Vision

In the 2040 planning horizon, a gateway will be established at the City boundary along the Alpharetta Highway/ SR 9 corridor to announce arrival into the City of Roswell. Existing big-box developments will have evolved either into a new use or enhanced with additional amenities to keep viable beyond the typical 20-year life-cycle. A regulatory framework that encourages flexibility of uses for these existing structures will generate economic value for the City. The vacant or underutilized strip centers will have successfully achieved adaptive mixed-use and commercial infill.

## Compatible Future Zoning

RS-6, RS-4, RM-2, RM-3, RX, CX, SH, CC, CH, OR, OP, IX, CIV, REC, CON

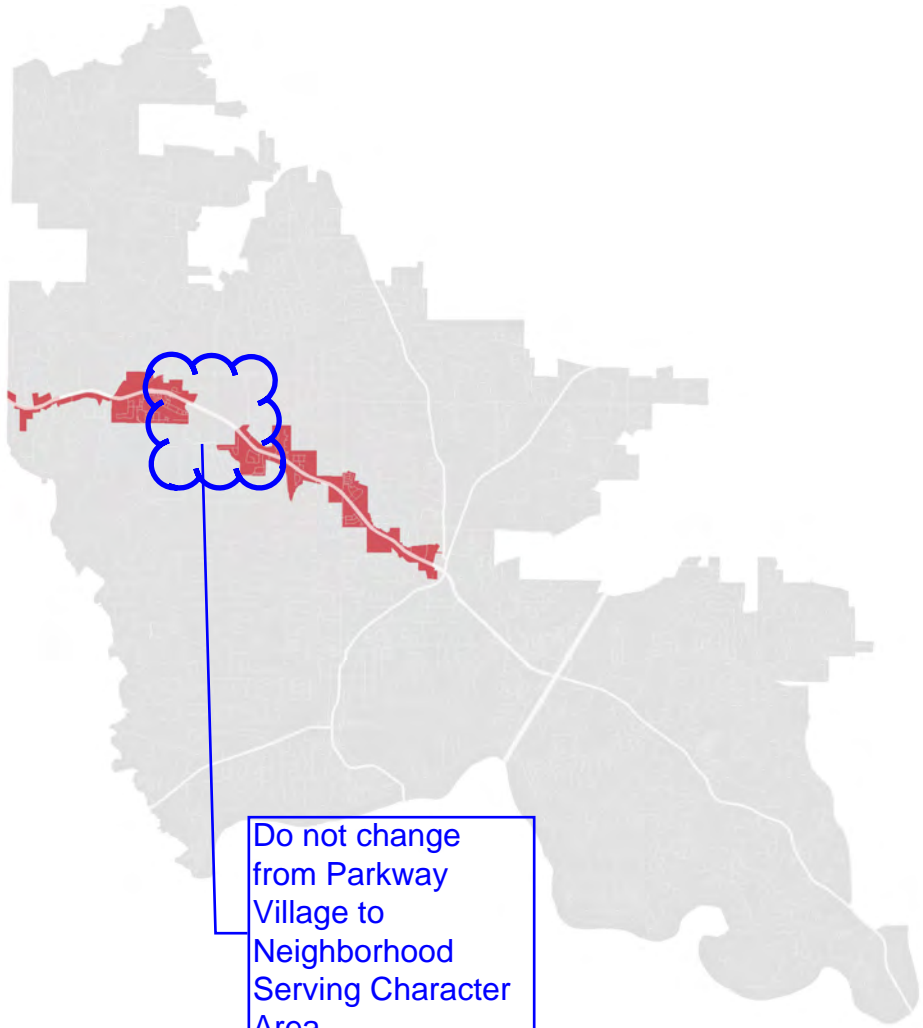
Add Residential Cottage Court (R-CC)  
Remove Residential Multi-Family (RM-3), Residential Mixed-Use (RX)

# PARKWAY VILLAGE

## CHARACTER AREA



Parkway Village



Do not change from Parkway Village to Neighborhood Serving Character Area

### **Vision**

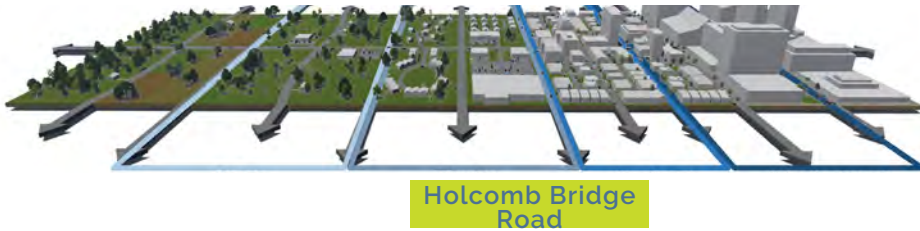
In the 2040 planning horizon, this area will have achieved the design objectives described in the Parkway Village Overlay District. This corridor has a historic character which is unique in the City of Roswell. Any transportation project that is implemented along this corridor will preserve the existing character of the corridor. Vehicular and pedestrian interparcel access between adjacent parcels has been achieved. The single-family residences located along the corridor will have been incrementally converted to an office/professional use.

### **Compatible Future Zoning**

RS-9, RS-6, RS-4, R-CC, R-TH, PV, CIV, REC, CON

# HOLCOMB BRIDGE ROAD

## CHARACTER AREA



### Vision

In the 2035 planning horizon, this area will be regulated by an overlay district which will protect the established single family neighborhoods to the north and south of the corridor. The overlay will include signage or a similar element that is also found in the Parkway Village Character Area portion of the corridor. This corridor will be traversed by multi-use trails which connect the Big Creek Park, the Chattahoochee River, and the adjacent single-family neighborhoods. The development along the corridor will be a mix of uses to allow for residential to integrate with retail and commercial. A gateway will be established at the eastern end of the character area to create a sense of arrival.

### Compatible Future Zoning

R-TH, RM-2, MX, CX, CC, OR, OP, CIV, REC, CON

Add Parkway Village (PV)  
 Remove Residential Townhouse (R-TH)  
 & Residential Multi-Family (RM-2)