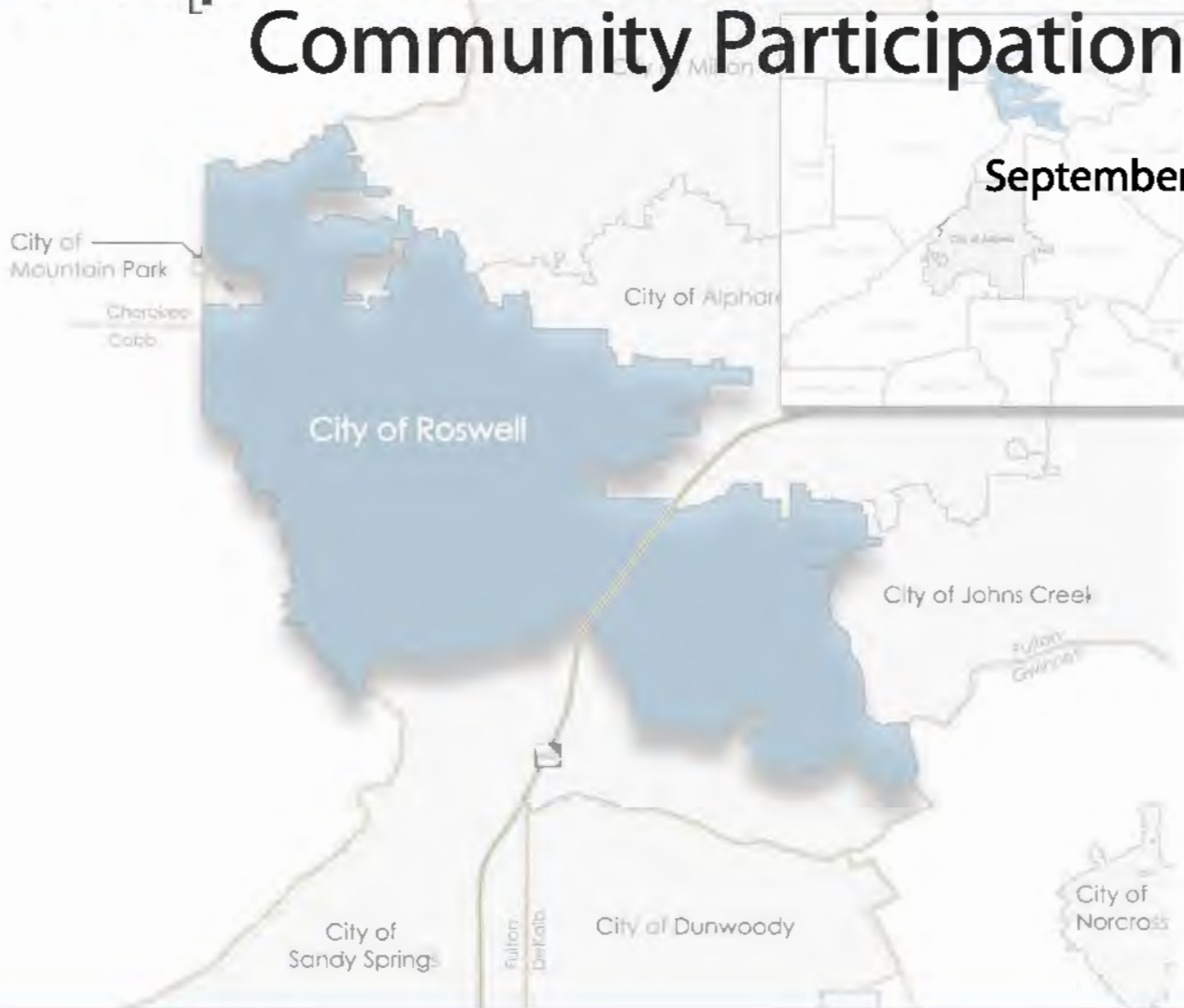


City of Roswell Comprehensive Plan 2030 Community Participation Plan

DRAFT
September 30, 2010



ROSWELL
GEORGIA
SINCE 1853

POND

In association with Kimley-Horn and The Center

COMMUNITY PARTICIPATION PLAN (CPP)

Introduction

Imagine the year 2030 and the different needs you, your parents, your children and neighbors will have. What kind of city do we as a community want Roswell to become by 2030? What real options do we have for becoming the city we envision? What steps will get us there?

During 2010 and 2011, the City of Roswell will update its Comprehensive Plan and wide reaching representative community involvement is needed to make the project a success. It's our shared future! This document explains the overall planning process and presents the plan for engaging citizens, business members and other stakeholders with varying interests and perspectives. At the end of the process, the City will have developed a **2030 Community Agenda**. The Community Agenda expresses the City's **vision**, short- and long- term actions to achieve that vision, and the **policy commitments** to make this great City of Roswell even better over the next twenty years. Creating a **great city** takes decades of planning and investing, as we know from the wonderful historic, cultural and community amenities we enjoy about our City today.

Who and where are we today?

Where do we want to be?

How will we get there?

The City of Roswell was established **February 16, 1854**, as a small rural town. It has grown to one of the largest cities in Georgia and proudly retains its small town feel while providing first class amenities. This has been achieved through thoughtful planning, historic protection and a dedication to quality. Like many cities in Georgia, the City of Roswell has gone through and continues to undergo great transitions; the City is at point where a common vision generated with and through intensive citizen involvement is needed. Taking advantage of the need to update the Comprehensive Plan, there is the opportunity to actively engage the Roswell public in this process. As constituents, however, we all have a right and responsibility to have **informed opinions**, with facts and data to add to our experiences and our realities and make a strong, realistic 2030 plan of action. The Comprehensive Plan includes a **Community Assessment** document to arm community members with data as they join the public discussions and debates.



The City of Roswell invites the community to **join your neighbors** and recommend the best path to take **toward our shared future**.

This document, the **Community Participation Plan**, defines the main steps in the process and the various methods the City will use to develop **community ownership** of the effort. City Council reviews and approves the Participation Plan before it can be implemented.

City of Roswell Mission Statement

*We are a family oriented, safe and attractive community that respects the natural environment protects its historic character and celebrates its culture. We are Roswell... **The best place to live in Georgia.***

Strategic Goals

The City of Roswell currently has goals adopted that are incorporated into their annual report. These goals provide the orienting framework for this effort and will be incorporated, as appropriate into the plan:

I. Promote a Well Designed Community.

The City will identify and implement solutions which support and balance Roswell's livability. This will include evaluating former decisions and planning practices, including zoning, and providing a solid foundation for future planning efforts, policies and regulations.

II. Sustain and Protect the City's Resources.

The City will maintain and protect Roswell's resources including the City's infrastructure to meet the current and future needs of our community.

III. Emphasize a Responsive Delivery of Quality Services.

The City will take a proactive approach to improve services.

IV. Celebrate Our History, Culture, Heritage, & Character.

The City will provide opportunities to enjoy Roswell's distinct and unique quality of life.



Comprehensive Plan Components

As mentioned, the Comprehensive Plan includes a **Community Assessment**, a **Community Agenda** and this document, the **Community Participation Plan (CPP)**. The methods for which the public will be engaged are outlined in the CPP, which includes a schedule of activities and benchmarks for the public to review.

The Community Assessment provides objective sets of data, trends, graphs and maps. The Community Assessment and Community Agenda will address these areas of planning:

- Land use
- Population
- Housing
- Economic Development
- Transportation
- Community Facilities
- Intergovernment Coordination
- Natural and Cultural Resources



Review Process

In Georgia, the Department of Community Affairs (DCA) determines the rules and regulations local governments must follow when preparing the Comprehensive Plan. Prior to the development of a Community Agenda, DCA requires that the local jurisdictions transmit the Community Participation Plan along with a Community Assessment for review. The Atlanta Regional Commission (ARC) is the regional arm of DCA that reviews these two documents to determine whether or not they are complete; upon this verification, ARC in turn transmits these documents to DCA. DCA conducts a report of findings and recommendation, and ARC issues the local government a final report that includes DCA's comments. Similarly, once the community agenda is prepared, ARC and DCA review the document for approval.



Structure of the Participation Process

The following chart shows the organizational structure and roles for the planning process.

A **Comprehensive Plan Advisory Committee** (described further below) serves as a partner with the City in conducting outreach to inform the community on the Comprehensive Plan and in devising policy recommendations.

The City's Department of Community Development leads a **Project Management Team** that incorporates input from other department staff including Administration, Environmental/Public Works, Finance, Fire Department, Police Department, Recreation and Parks, and Transportation along with a consultant team with expertise in land use, public finance, transportation, infill and design controls. The plan will only be a success if **all departments** participate because the vision can only be achieved through cooperation. Each department has a uniquely important role to the communities overall success. The Community Development Department serves as Project Manager over the project.

The **Council and Mayor** hold ultimate responsibility and authority to approve and direct the implementation of the Comprehensive Plan documents, and, as the body that must deliberate budget constraints and competing priorities, may modify the recommendations that they receive.



Roswell Stakeholders and Citizens

- *Who:* Anyone with an investment and interest in Roswell's success
- Process data from the Community Assessment
- Provide input and express preferences for developing vision and recommendations

CPAC

- *Who:* Strategic Stakeholders appointed by the Mayor and City Council
- Assist with outreach
- Provide input and express preferences for developing vision and recommendations

City Staff and Consultant Team

- Prepare Community Assessment documents
- Facilitate community participation
- Prepare Community Agenda documents

Planning Commission

- Provide input and express preferences for developing vision and recommendations
- Conduct public hearings
- Make recommendations to Council regarding drafts

City Council and Mayor

- Receive input and recommendations for developing vision and action plan
- Provide leadership when considering recommendations; consider documents, direct refinements and modifications as appropriate, and adopt drafts



Comprehensive Plan Advisory Committee (CPAC)

The City Council appointed a Comprehensive Plan Advisory Committee (CPAC) to advise the Staff and consulting team from a variety of stakeholder perspectives. The CPAC will convene regularly (up to 10 meetings), both prior to and in between the community meetings; Committee members attend community meetings in order to hear the input from the larger audience and assist in interpreting that information. The CPAC is tasked with reviewing consultant documentation, and providing feedback, guidance, and recommendations based on the community input into the vision for the City. The CPAC will also review the synthesis of community input and the proposed crafting of appropriate goals and policies as prepared by the consultant team. In addition to the core CPAC group there will be specialized subgroups for specific topics such as: **Sustainability, Design, and Economic Development** or other areas, such as Service Providers. Each subgroup will be appointed a CPAC member(s) who will report back to the CPAC. The City Staff introduced the CPAC team during the Transportation and Community Development Committee in May and the Mayor and City Council passed a formal resolution establishing the committee, outlining the date of the establishment and time frame of their authority on May 17, 2010. The following members were appointed to the Roswell CPAC:

- Susan Baur: Planning Commission
- Michael Brennan: Board of Zoning Appeals (BZA)
- Al Calhoun: Resort/Hotel Broker
- Leslie Carruth: Randall Paulson Architects/Roswell Housing Authority
- Michael Gould: Brookfield West Home Owner Association (HOA)
- Aaron Gravett: Real Estate Finance
- Frank Hasty: BZA & Past President of Willow Springs HOA
- Alex Kaufman: Attorney
- Jennifer Kuhtz: Saddle Creek HOA/Green Ribbon Committee
- Keith Long: Landscape Architect/Blue Ribbon Committee
- Al Nash: Columns Residential Realty/Greater North Fulton Chamber of Commerce (GNFCC)
- Jim Parris: Small Residential Developer
- Dan Pile: Roswell Housing Authority
- Dave Schmit: Marathon Land Company

The CPAC Kick-off Meeting, held on June 1, 2010, included a discussion of the following items:

- The State’s requirements for comprehensive planning;
- Roles and responsibilities;
- Expectations;
- Potential methods to engage the public in the comprehensive planning process;
- Community participation techniques; and
- A schedule with potential locations for meetings.

Recommended List of Stakeholder Groups

Each person who lives, works or serves in Roswell has a stake in its success and plans for the future. To effectively manage a broad range of viewpoints, it will be effective to rely on existing networks and stakeholder groups. As part of targeted public outreach efforts, the Comprehensive Plan effort will engage existing networks including community organizations, businesses, service providers and small groups to serve as a source of input, information and recommendations. These groups will also be asked to distribute meeting notices, posters, and agendas to broader groups; they will also be tapped to provide feedback on how to improve the outreach process and shape the content of meetings and presentations so that they meet a variety of needs.

The City already has access to contact information (email, telephone and leadership) for a number of groups and businesses, as well as a series of Home Owner Associations (HOAs). The City considers it important for the **stakeholder** list to be a living document to allow for additional participants throughout the process. As such, the City will formalize the process for updating the stakeholders list through the monthly CPAC meeting, which reviews the list to ensure that a “**snowball**” method of expanding outreach will occur.

To ensure the **broadest representation** of the City, community meetings will also include an opportunity for participants to add stakeholder representative names and contact should participants identify gaps. Along with other documentation regarding public engagement activities and efforts, the final list of stakeholders will be attached in an Appendix of the final Comprehensive Plan documents when the Community Agenda is completed. The following list identifies potential stakeholders:



Stakeholder Groups:

City of Roswell Mayor and Council

- Mayor Jere Wood
- Rich Dippolito, Post 1 Councilman
- Becky Wynn, Post 2 Councilwoman
- Betty Price, Post 3 Councilmember
- Kent Igleheart, Post 4 Councilman
- Jerry Orleans, Post 5 Councilman
- Nancy Diamond, Post 6 Councilwoman

Comprehensive Plan Advisory Committee (CPAC)

City of Roswell Staff

- City Administrator: Kay Love
- Community Development Director: Alice Wakefield
- Deputy Community Development Director: Clyde Strickland
- Planning and Zoning Director: Brad Townsend
- City Planners: Jackie Deibel, Cherith Marshall
- Chief Building Official: Allen Amick
- City Attorney: David Davidson
- Community Relations Manager: Julie Brechbill
- Grant Manager: Danny Blitch
- Economic Development Manager: William Keir
- Community Development Program Manager: Stephanie Dye
- City Engineer: Jean Rearick
- Director of Environmental/Public Works: Stuart Moring
- Deputy Director of Environmental/Public Works: Yvonne Douglas
- Environmental Programs Manager: Janet Liberman
- Environmental Education Specialist: Laura Aikens
- Director of Transportation: Steven Acenbrack
- Director of Finance: Julia Luke
- Chief of Police: Ed Williams
- Fire Chief: Ricky Spencer
- Director of Recreation and Parks: Joe Glover
- Historic and Cultural Affairs Manager: Morgan Timmis



City of Roswell Organizations

- Roswell Design Review Board
- Roswell Historic Preservation Commission
- Roswell Planning Commission
- Recreation Commission
- Convention and Visitors Bureau
- Keep Roswell Beautiful
- Sustainability Task Force
- Roswell Green Ribbon Committee
- Joint Inclusion and ADA Task Force
- Cultural Arts Board
- Roswell Arts Renaissance (RoAR)
- Roswell Historical Society (RHS)
- Rotary Club
- Community Groups/Neighborhood Associations (*add here*)
- Homeowners/Condominium/Neighborhood Associations (*add here*)
- Bulloch Hall Archeological Society
- Roswell Garden Club
- Boy Scouts/Girl Scouts

Fulton County Organizations

- Fulton County Board of Commissioners
- Fulton County Board of Education
- Fulton County Sanitary Sewer/Water
- Fulton County Inspections
- Fulton County Health Department

Adjacent Jurisdictions

- City of Alpharetta Director of Community Development: Diana Wheeler
- City of Milton Director of Community Development: Lynn Tulley
- City of Sandy Springs Director of Community Development: Nancy Leathers
- City of Johns Creek Deputy Director of Community Development: Susan Canon
- City of Mountain Park Mayor: Jim Sills
- Cobb County Director of Community Development: Rob Hosack



- Fulton County Acting Director of Community Development: Angela Parker
- Cherokee County Director of Planning & Zoning: Jeff Watkins
- Gwinnett County:

Regional Organizations

- Metropolitan North Georgia Water Planning District
- Atlanta Regional Commission (ARC)
- Metro Atlanta Rapid Transit Authority (MARTA)

State of Georgia

- Department of Community Affairs (DCA)
- Department of Natural Resources (DNR)
- Environmental Protection Division (EPD)
- Georgia Department of Transportation (GDOT)
- Metropolitan River Protection Representative

Public Utilities Serving the City of Roswell and the City's Citizens

- Fulton County Water & Sewer
- Fulton County Department of Health & Wellness

Business Associations

- Greater North Fulton Chamber of Commerce (GNFCC)
- Roswell Historic Merchants Association

Local Schools

- Barnwell Elementary
- Esther Jackson Elementary
- Hembree Springs Elementary
- Hillside Elementary
- Independence High
- Mimosa Elementary
- Mountain Park Elementary
- Northwood Elementary
- Roswell North Elementary
- River Eves Elementary
- Sweet Apple Elementary



- Crabapple Middle
- Elkins Pointe Middle
- Centennial High
- Roswell High
- Crossroads North/Second Chance High

Local Developers

Local Places of Worship

Bicycle and Recreation Groups

- Bike Roswell!
- RAMBO: Southern Off-Road Bicycle Association
- Southern Cycling
- Youth and Adult Leagues

Service Providers

- Roswell Housing Authority
- Senior Housing: Chambrell, Magnolias, St. George Village (Wesley Woods), Orchard Village
- Senior Groups
- Group Housing: Just People
- Disability Rights Groups
- Drake House
- Habitat for Humanity
- Housing Initiative of North Fulton, Inc.
- Grove Way Community Group
- North Fulton Child Development
- STAR House Foundation
- North Fulton Community Charities

Other Civic Group Leadership

- Education Associations
- Employers
- Key Corporate investors
- Local Land Owners and Citizens



Participation Techniques

The Planning Team will conduct a between three (3) and five (5) community meetings covering planning elements consisting of land use, transportation, design controls, natural and cultural resources, housing, economic development and visioning. In addition to the above referenced community meetings, an Open House will be held. The City plans to conduct between two (2) and three (3) total public hearings. The consulting team will also facilitate a land use charette (3 days) to address specific redevelopment planning areas identified by the Project Management Team and shown on the attached Character Area Map.

The City of Roswell will engage the community using a variety of techniques, depending upon the purpose of achieving community involvement. The following section identifies different techniques and organizes them by purpose. The City Council has given CPAC the authority to discuss issues and aid in the planning of **Public Meetings** and **document review** with City Staff and the consulting team. The meeting schedule, agenda and minutes will be posted on the City's website: <http://www.roswellgov.com/index.aspx?NID=893>

Public Education/Information

- Website/Media – A web link has been created on the City web page to post draft documents, video podcasts, fact sheets, meeting notices, and minutes. The Planning Team will prepare materials for updates to the website on a regular basis throughout the public participation process and will provide copies of draft documents for public review as they become available. Facebook will also be used to engage the public.
- Lobby Displays – Post maps and information at City Hall.
- Printed/Email bulletins – Flyers and newspaper information will be distributed.
- Media/Press Releases – The City will contact local newspaper(s) to advertise meetings and/or status of the plan to the community. The following newspapers will receive press releases and announcements: Alpharetta-Roswell Review and News, and North Fulton Neighbor. Press releases will be prepared at



strategic intervals for distribution and posting on the City's website. Example: Public Hearing on Community Participation Plan/Community Assessment and Community Agenda.

Mailing Lists –

In addition to the email blast and stakeholder group list that the City of Roswell uses, the CPAC will be asked to draw on existing networks they participate in. This resource will keep the public informed of proposed meetings, changes to dates, changes to schedules, public review periods for draft documents.

Public Input

Official Hearings –

Two (2) to three (3) public hearings will be held: one (1) to present the Community Participation Plan and Community Assessment and one (1) to present the Community Agenda. A third (3rd) meeting may be held. The community will have the opportunity to discuss the Community Assessment, Community Participation Plan and the Community Agenda with the City Council prior to transmittal to ARC and DCA.

Community Meetings –

Up to ten (10) community events are planned for the overall Comprehensive Plan.

- One (1) kick-off meeting/workshop will be dedicated to visioning citywide.
- Two (2) to four (4) subareas of the City. See Character Area Map attached for preliminary Character Areas used for planning purposes.
- Three (3) days will be utilized for land use charettes for the Character Areas 4, 5 and 7.
- One (1) will be an open house, and the remainder will be determined based on need.

Select Interviews –

Select stakeholders and City Staff will be interviewed in order to gain more detailed information on certain topics, such as housing, economic development and local industry, population diversity, growth and needs, etc. In addition the

consulting team will interview each City Council member individually.

Survey–

Certain topics may require additional input to clarify the results of community meetings. A survey may be prepared. The results will be analyzed, a report submitted and the information will be incorporated into the report.

Workshops/Work Sessions

The consulting team and City Staff will hold workshops and work sessions with the City Council during the Comprehensive Planning process.

Comprehensive Plan Schedule of Activities

The City has prepared the attached schedule for committee meetings, community meetings, a land use charette, events and public hearings. While several target dates remain to be finalized, the City will adhere to this schedule and post it in local media outlets, along with periodic updates as dates and venues are determined. The schedule was reviewed by the CPAC and aims to provide for numerous opportunities for public involvement, in a variety of locations with different formats.



ACTIVITY	DATE	VENUE
Transportation and Community Development Committee	4/21/10	Roswell City Hall
City Council CPAC Appointment	5/17/10	Council Chambers
CPAC** Initial Meeting : Meeting #1	6/01/10	Community Development Conference Room
CPAC Meeting #2	7/08/10	Community Development Conference Room
Work Session: Community Assess't + Participation Plan	7/12/10	Council Chambers
Planning Commission Public Hearing: Community Assess't + Participation Plan	7/20/10	Council Chambers
City Council Public Hearing: Community Assess't + Participation Plan	7/26/10	Council Chambers
CPAC Meeting #3	8/25/10	Community Development Conference Room
CPAC Meeting #4	9/22/10	Community Development Conference Room
CPAC Meeting #5	10/27/10 (tentative)	Community Development Conference Room
Community Meeting	11/03/10	Roswell City Hall
Community Meeting	01/19/11	East Roswell Park
Community Meeting	01/27/11	World Harvest Church
Focus Area Workshop(Charette) Day 1	02/22/11	Hembree Park



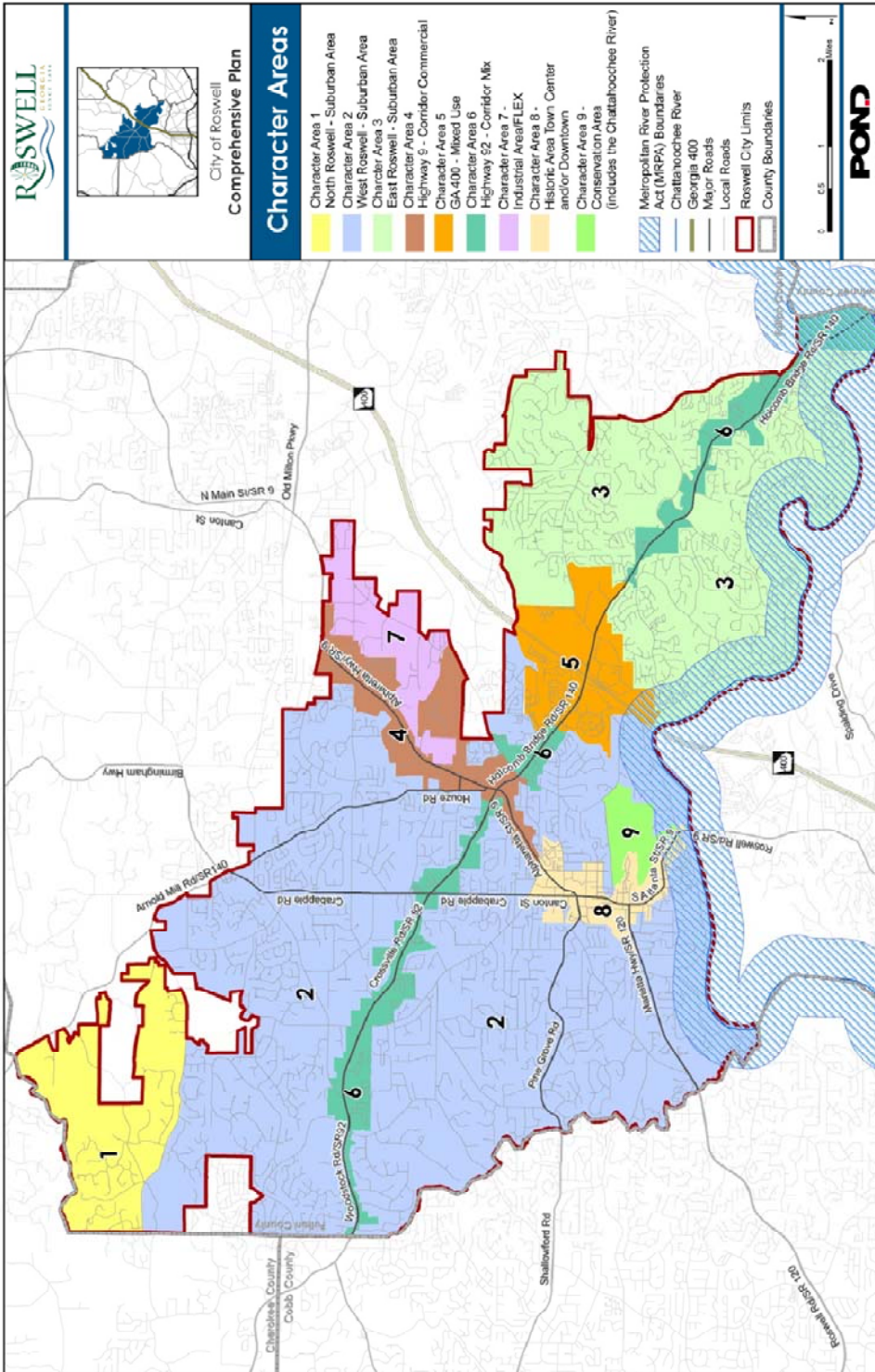
ACTIVITY	DATE	VENUE
Focus Area Workshop(Charette) Day 2	02/23/11	Hembree Park
Focus Area Workshop(Charette) Day 3	02/24/11	Hembree Park
Community Meeting: Open House Draft Community Agenda	03/12/11	Roswell City Hall
Work Session	Spring 2011	Council Chambers
Public Hearing #2: Consider Community Agenda	Summer 2011	Council Chambers
Work Session	Summer 2011	Council Chambers
Public Hearing #3: Transmit Community Agenda	Aug 2011	Council Chambers
ADOPTION: PH #3 + 60 days	Oct 2011	City Hall

* Updates made periodically, please consult web page for most current schedule and activity reports

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<http://www.roswellgov.com/index.aspx?NID=893> or contact the Community Development Department at 770-641-3780

** CPAC = Comprehensive Plan Advisory Committee





Character areas describe subareas of the City by development type and other defining features.