



NORCROSS

IMAGINE OUR FUTURE

Updates to the Town Center LCI and 2040 Comprehensive Plan

Steering Committee Meeting #1

March 7, 2023



Agenda

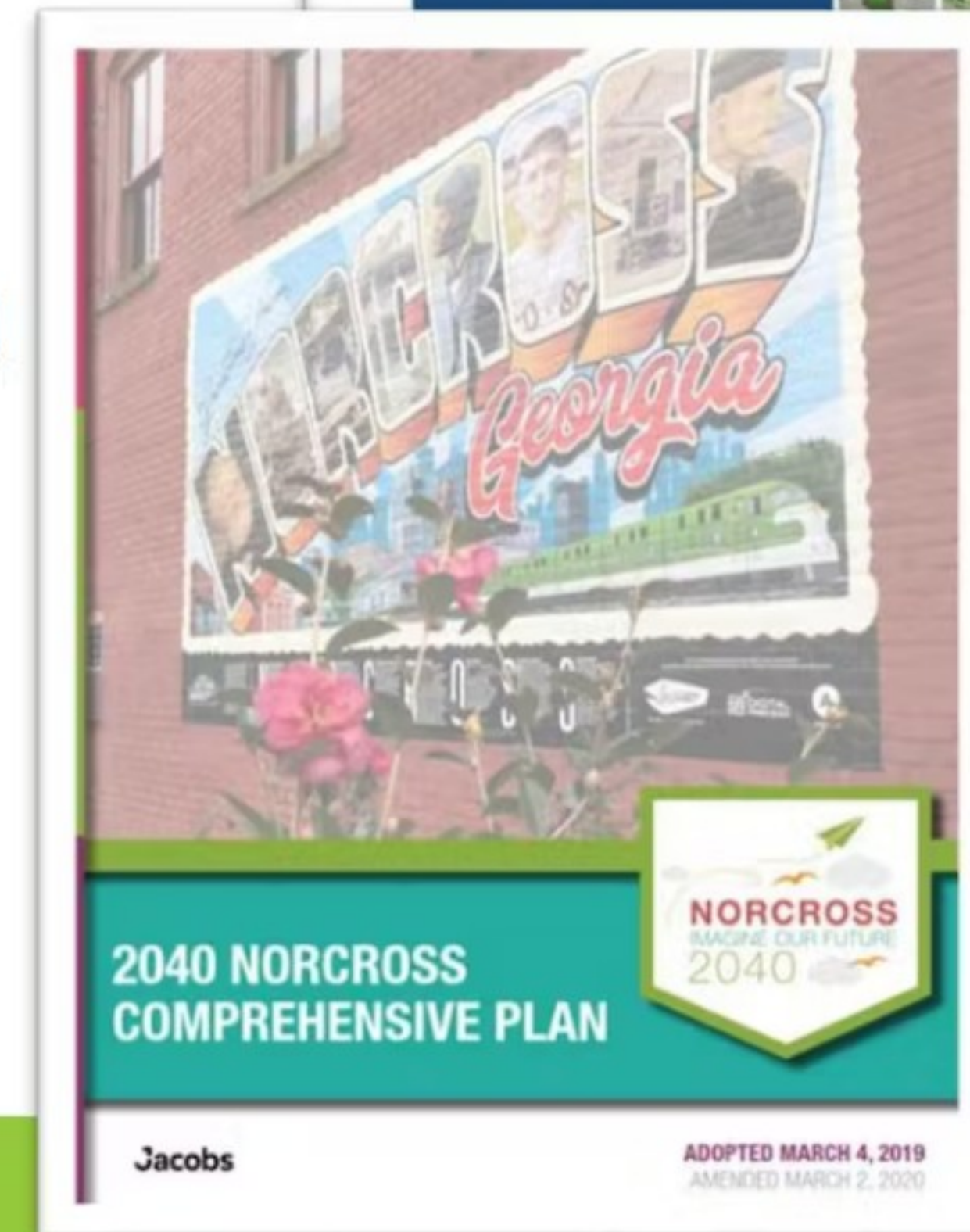
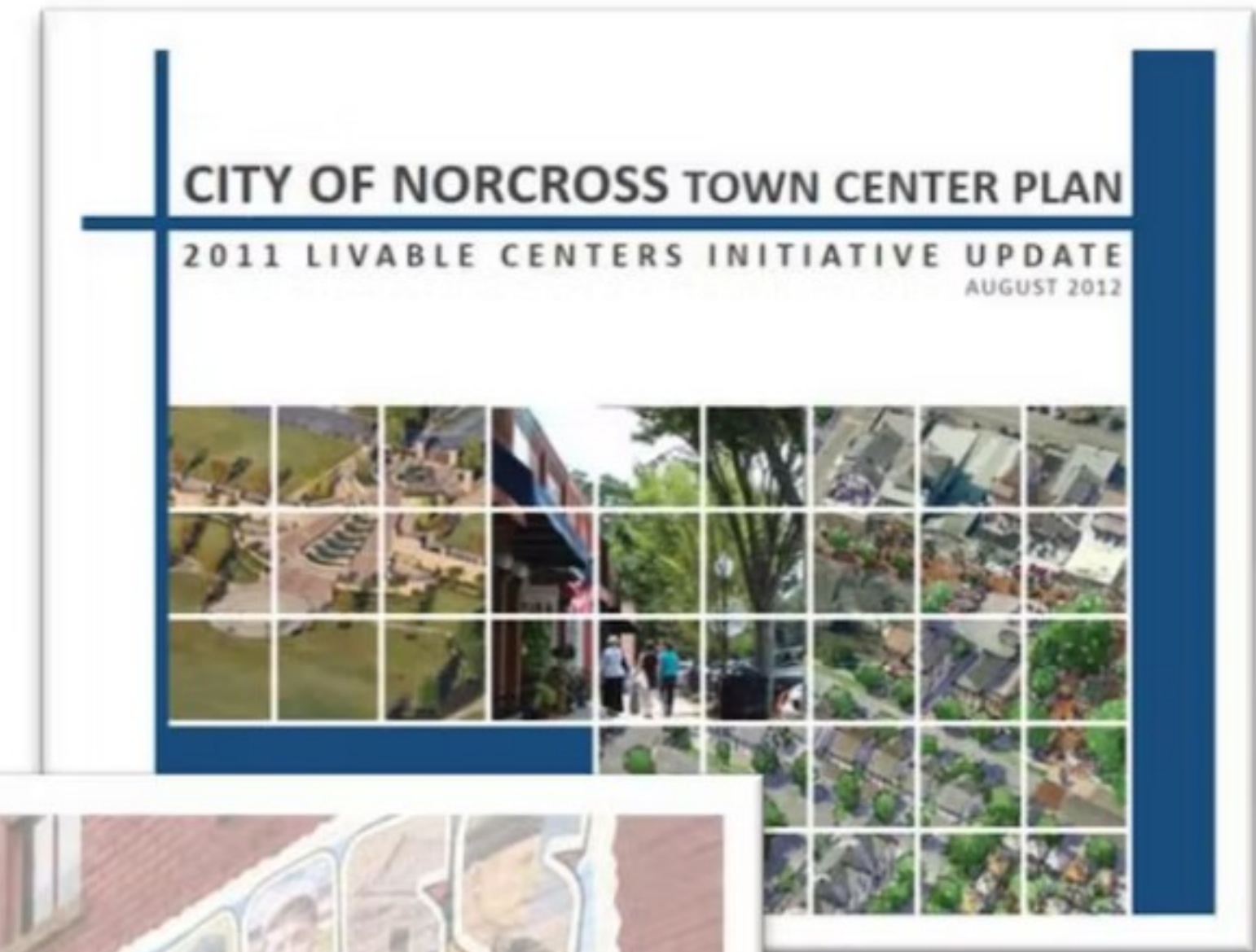
6:30 Welcome and Introductions

6:40 Project Overview

7:00 Public Engagement Approach

7:30 Community Priorities Discussion

8:20 Next Steps



PROJECT OVERVIEW

Scope and purpose of the plans being updated

Comprehensive Plan

- Defines the long-term vision for the entire City
- Policy guide for future actions based on a shared vision
- Required by state law in order to receive certain funding

Town Center Livable Centers Initiative (LCI)

- Encourages the co-location of diverse housing, employment, recreational and cultural amenities in the Town Center
- Supports and plans for access to a range of travel modes
- Fosters public-private partnerships and sustained community support, including those who are historically under-served and under-represented

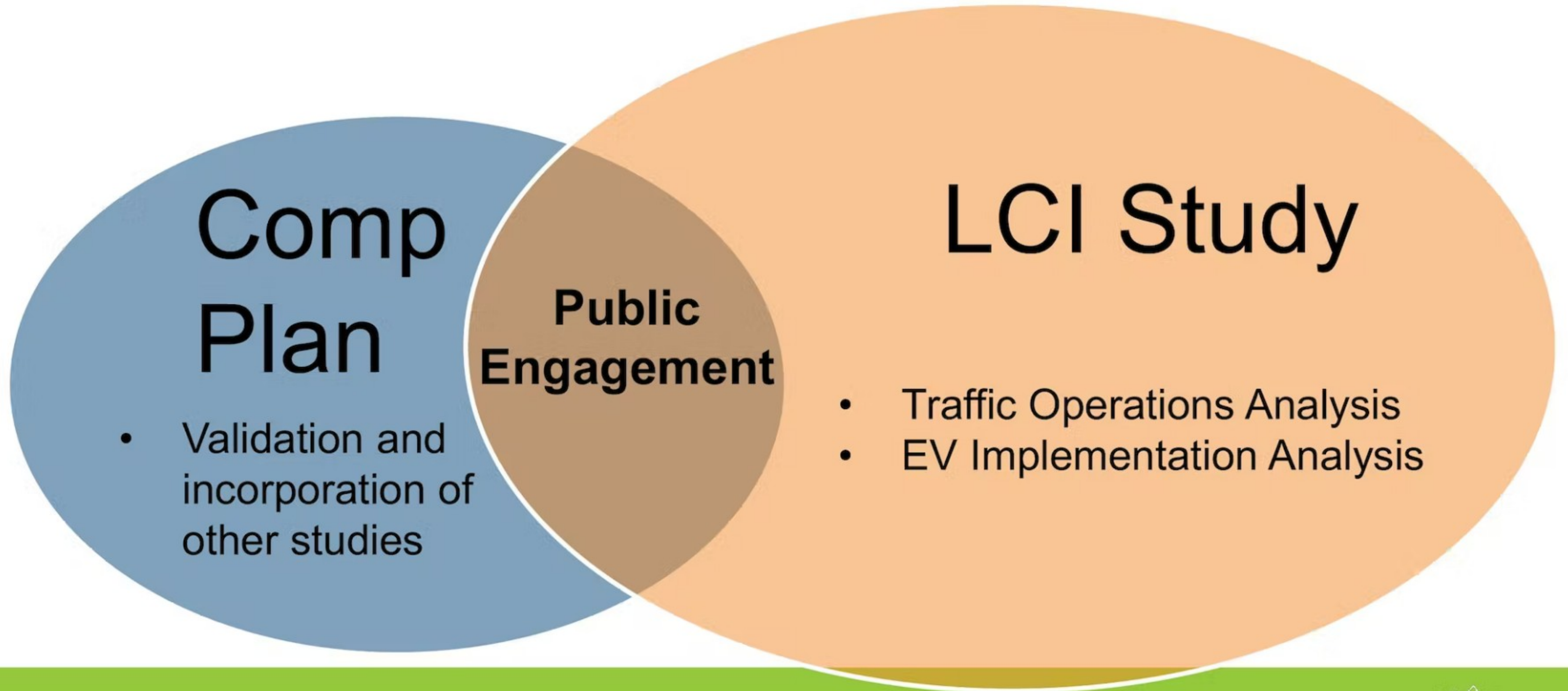


Project Goals

Combined goals between updating the Comprehensive Plan and the LCI



Integrated Approach focused on Implementation



Components of the Comprehensive Plan



TWO-PART VISION

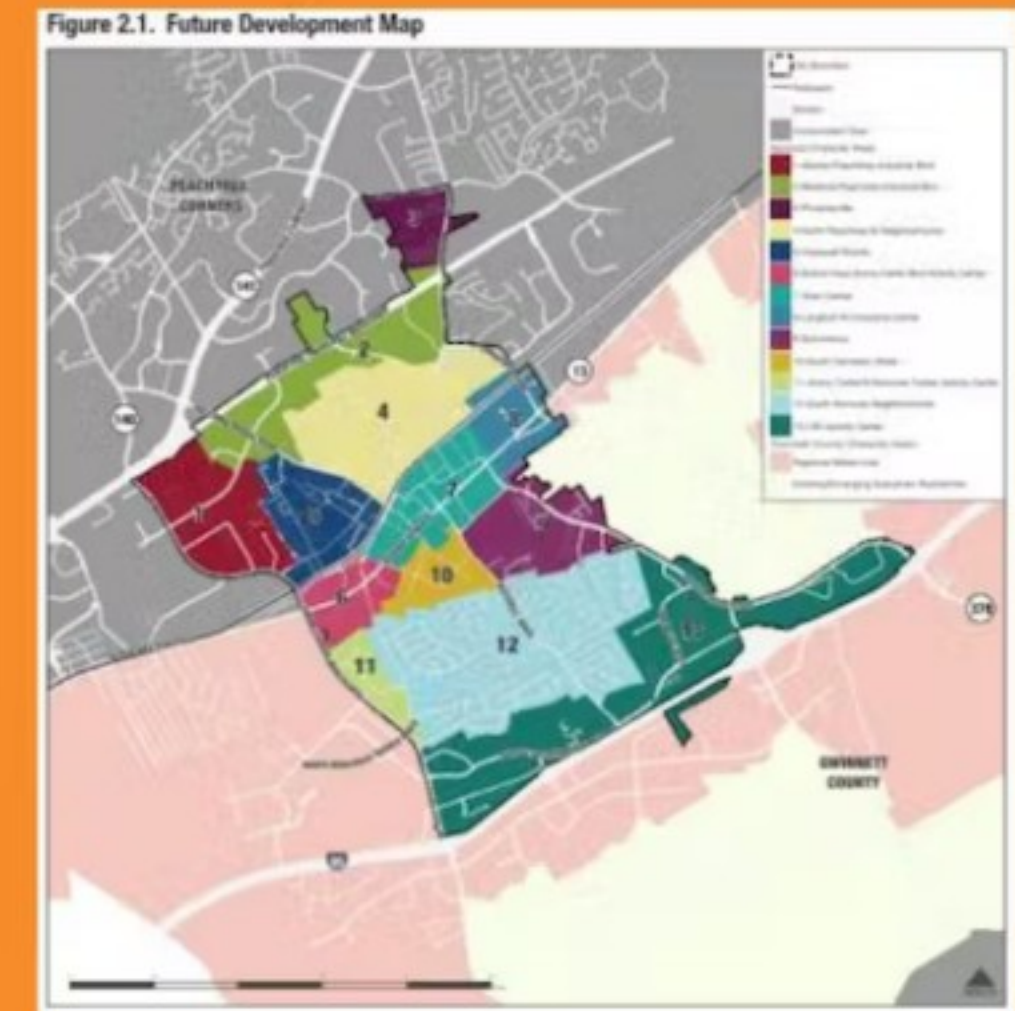
STATEMENT

(CITYWIDE)

Norcross will be a dynamic and welcoming community in which generations of diverse citizens can engage, create, contribute, and flourish.

CHARACTER AREAS

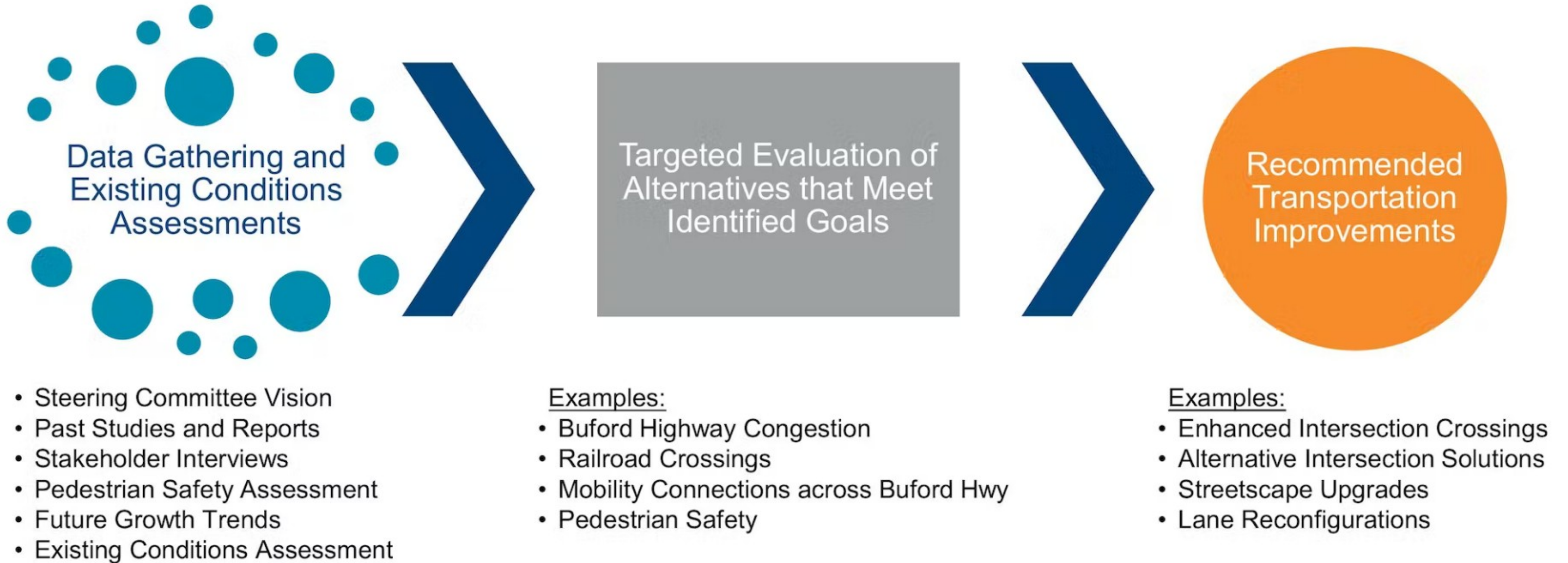
(LOCATION-SPECIFIC)



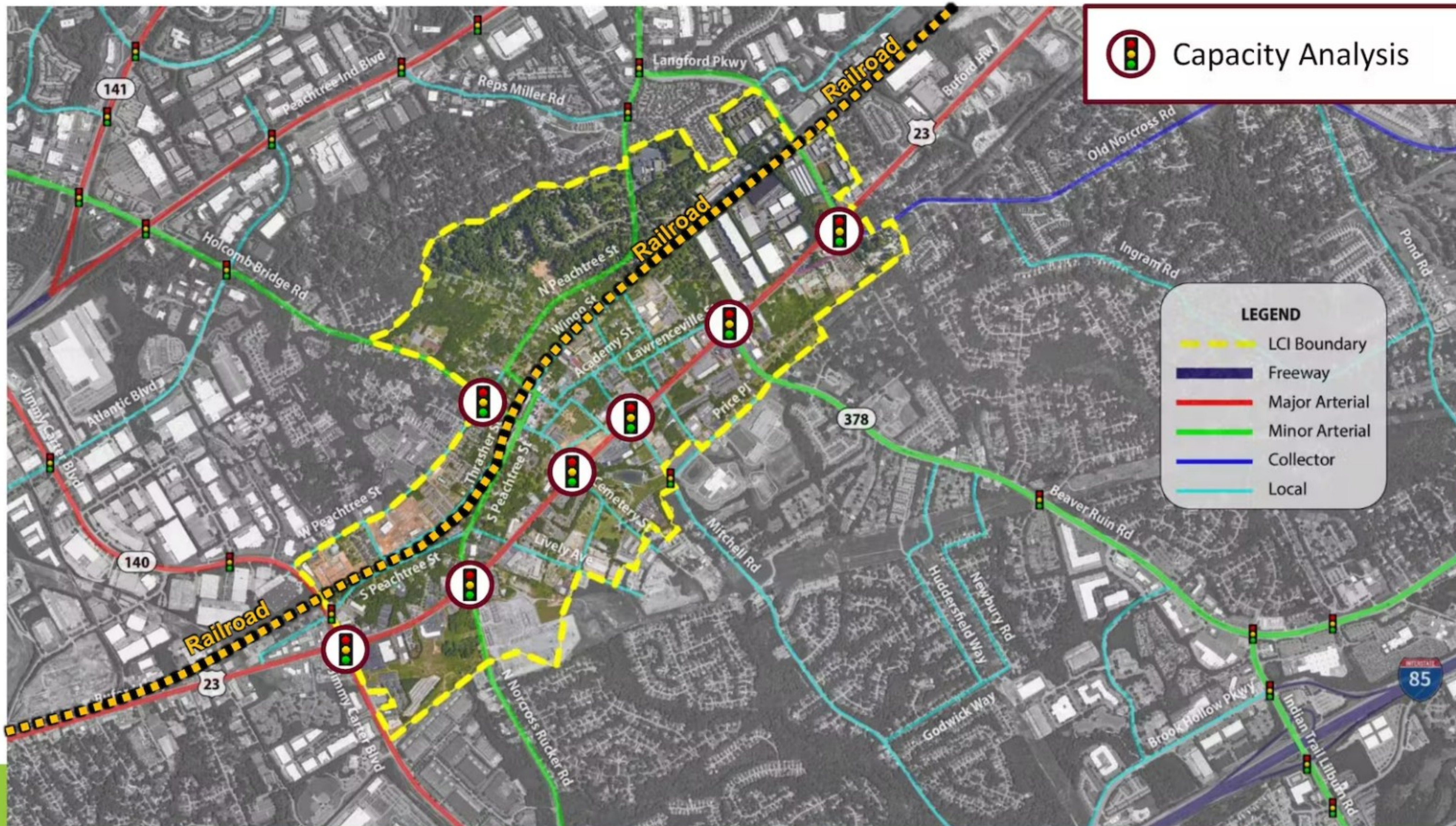
MAP
+

NARRATIVE

Traffic Operations Analysis



Focus on Intersection Improvements



 Capacity Analysis

LEGEND
- - - LCI Boundary
- - - Freeway
- - - Major Arterial
- - - Minor Arterial
- - - Collector
- - - Local

Buford Hwy Intersections:

- Jimmy Carter Blvd
- S Peachtree Rd / N Norcross Tucker Rd
- Holcomb Bridge Rd/ S Cemetery St
- Mitchell Road
- Beaver Ruin Rd
- Old Norcross Rd

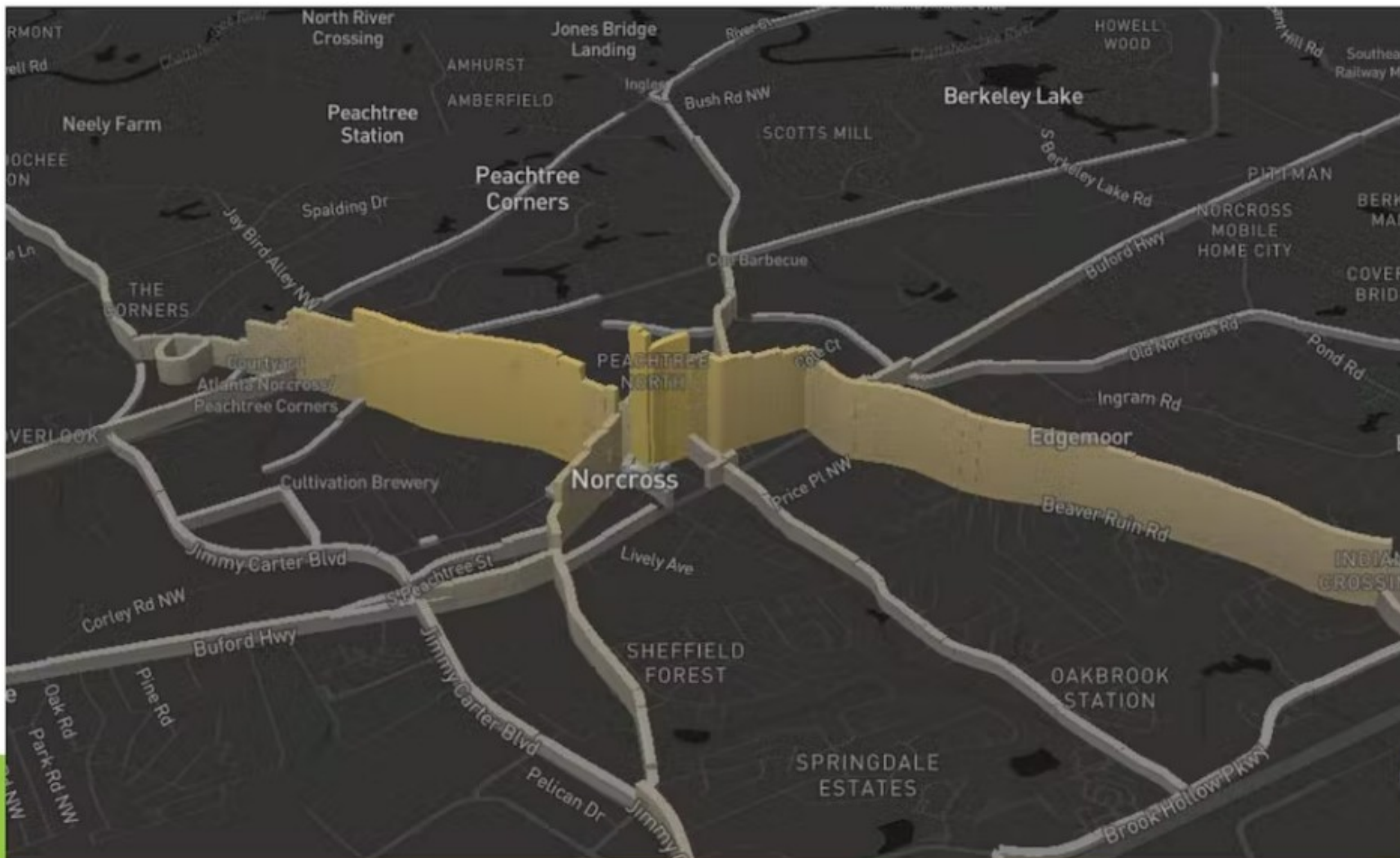
At grade Railroad crossings:

- Holcomb Bridge Rd
- Jones St/Park Dr
- Lanford Pkwy

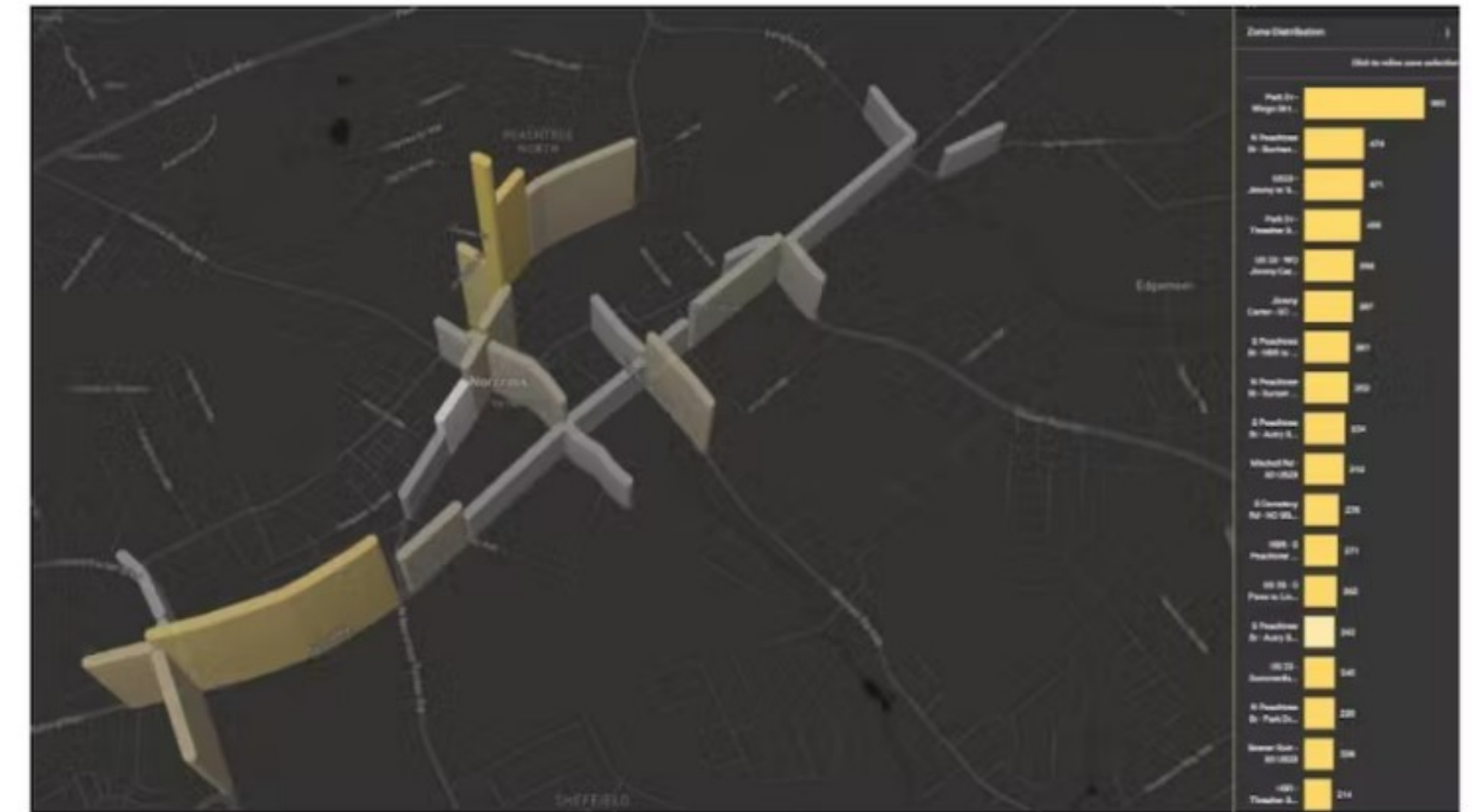
StreetLight Data

StreetLight data will be used in place of traditional data collection measures, improving accuracy over one-day counting methods and offering additional insights like routing and multimodal results.

Top Routes for Vehicles to S Peachtree St



Pedestrian Activity along Buford Hwy



2021 AADT along Buford Hwy

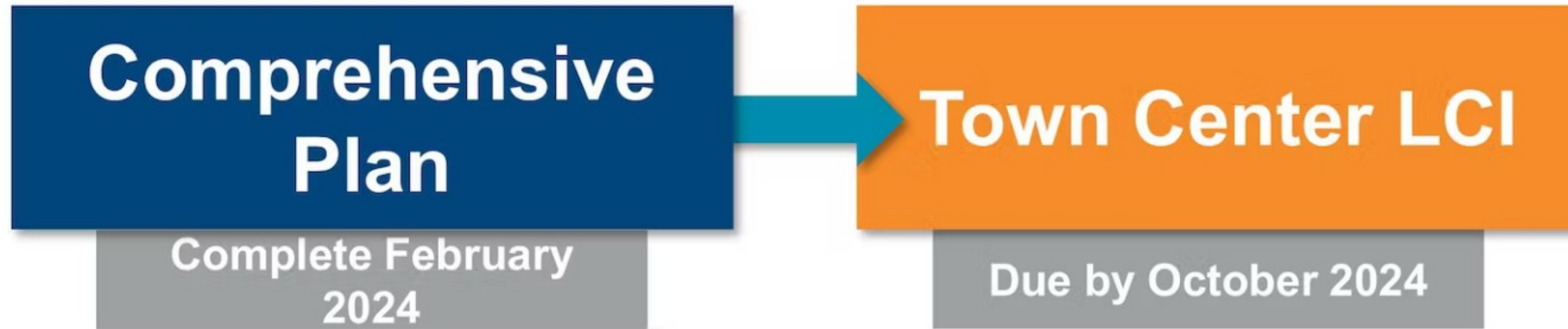


Electric Vehicle (EV) Charging Planning Approach

- Coordinate with ARC on Regional EV Plan
- Research latest changes in EV technology
- Use of StreetLight Data to create EV activity Heatmaps to Support Town Center EV Planning
- Select recommended sites for EV charging
- Help to identify funding opportunities



Schedule



- **Public engagement** will be taking place over the **Spring, Summer, and Fall**
- **Steering Committee** established:
 - Membership appointed by City Council
 - Will meet 5 times over the coming year, first meeting on March 7
- Mayor and City Council will be **updated regularly** throughout the process

PUBLIC ENGAGEMENT APPROACH

Engagement Overview

- Interactive website
www.imagineourfuture.org
- Public hearings
- Awareness building campaign
- Project outreach list
- 3 pop-up events
- 2 online surveys
- 1 public open house

Tentative Pop-Up Event Plan



Stakeholders Role: Interviews (up to 15), Steering Committee (meets 5 times), Presentation to Planning & Zoning Board (1), City Council Meetings (3)

Pop-Up Event Options



Pop-Up 1: April 8

- Easter Egg Hunt, Rossie Brundage Park

Pop-Ups 2 and 3: Help us decide!

- Viva Mexico
- Juneteenth
- Summer Concert Series
- Community Center Movie Monday
- Others?

Which events/locations do you think we should prioritize for pop-up booths? (Check all that apply)



Easter Egg Hunt/Special Needs Easter Egg Hunt, 4/8



Community Center Monday



Office lobbies of Latin American Association or Asian-Americans Advancing Justice



Georgia Cities Week at City Hall



Summer Concert Series



Viva Mexico



Juneteenth

Do you have additional ideas about locations for pop-up events?

14

Answers

Norcross community market

4th of July

Irishfest

Pedal Norcross (October)

Fall arts festival , brewery's, 3rd if July

Events at Pinnacle Park

Jazz in the Alley

German and British Car Shows.
Norcross Farmers Market

Any of the festivals

Do you have additional ideas about locations for pop-up events?

14

Answers

Children's day events and activities

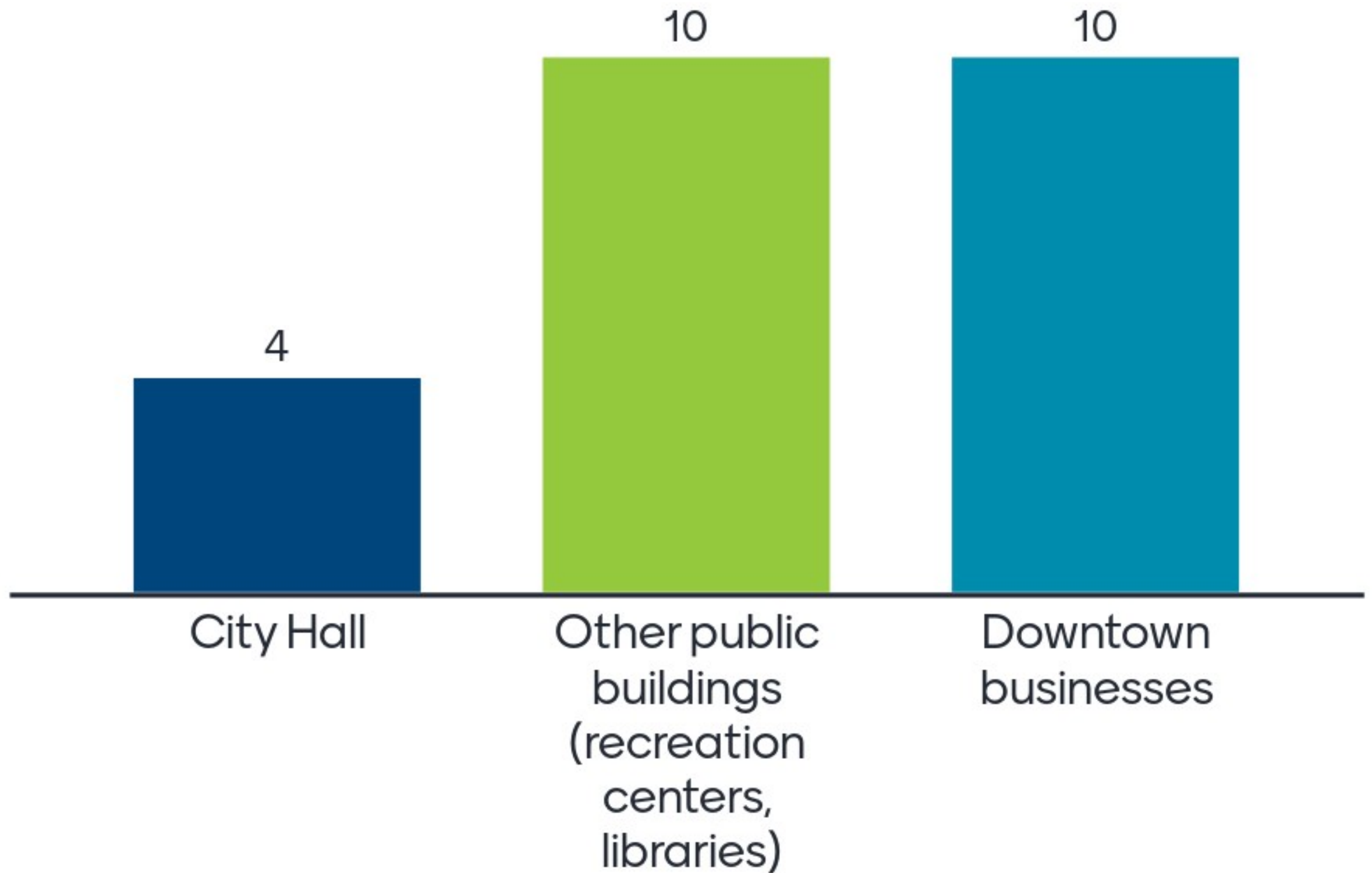
Car shows, council cookouts, jazz in alley,

Coffee With Council

PDC meeting

Concert audiences aren't representing most of Norcross as there are few Spanish language groups.

When not being used at pop-ups, where should project banners be placed to raise awareness?



Do you have additional ideas for locations to place banners?

14 Answers

Buford hwy near liberty

Top of Lillian Webb Park

Norcross library branch

Over the streets entering Norcross

Lillian Webb - Thrasher Parks

Mitchell Road at Price Place

Sign near Thrasher park

All along Buford Hwy

On the city sign by the tracks

Do you have additional ideas for locations to place banners?

14

Answers

Latino markets, holcomb bridge at w peachtree

Digital sign at Ptree Ind & Holcomb

Lawrenceville st near McDonalds and senior citizen home

Sunset at N Peachtree

Lawrenceville st near McDonalds & senior citizen home

Do you have suggestions for high-visibility locations throughout the city to place yard signs promoting engagement opportunities?

15 Answers

Parks

Mitchell Road, Norcross Tucker,
Beaver Ruin

Library

Holcomb bridge, city events, schools

Holcomb Bridge

Beaver ruin Methodist church

N Peachtree St

Near traffic lights along Buford Hwy

Sunset at N Peachtree



Do you have suggestions for high-visibility locations throughout the city to place yard signs promoting engagement opportunities?

15 Answers

Lawrenceville st and Jones st intersection stop sign

Lawrenceville st near McDonald's & senior citizen home

Churches

PDC

PDC, Rotary Clubs, and SGCC

Southwest Chamber of Commerce

Steering Committee & Community Partners

Help us extend our reach!

Champion the project in your community, and help us connect with cultural or interest groups in Norcross

- Center for Pan Asian Community Services
- Latin American Association
- Young Norcross
- Others?



Do you have recommendations for organizations we can work with to get the word out to different segments of the Norcross population?

15 Answers

PDC

Norcross Co-op

Library

PDC, Rotary Clubs, and SGCC

Churches

Alliance for Norcross Peachtree
Corners

Office of Code Enforcement, they are
in touch with HOA's

Southwest Chamber of Commerce

Regions Norcross branch on Buford
High is heavily utilized by the Hispanic
population

Do you have recommendations for organizations we can work with to get the word out to different segments of the Norcross population?

15 Answers

Norcross Garden Club

Churchs, PTA groups,

Apartment complex management

Local Schools (public and private)

HOA presidents and board members
of communities

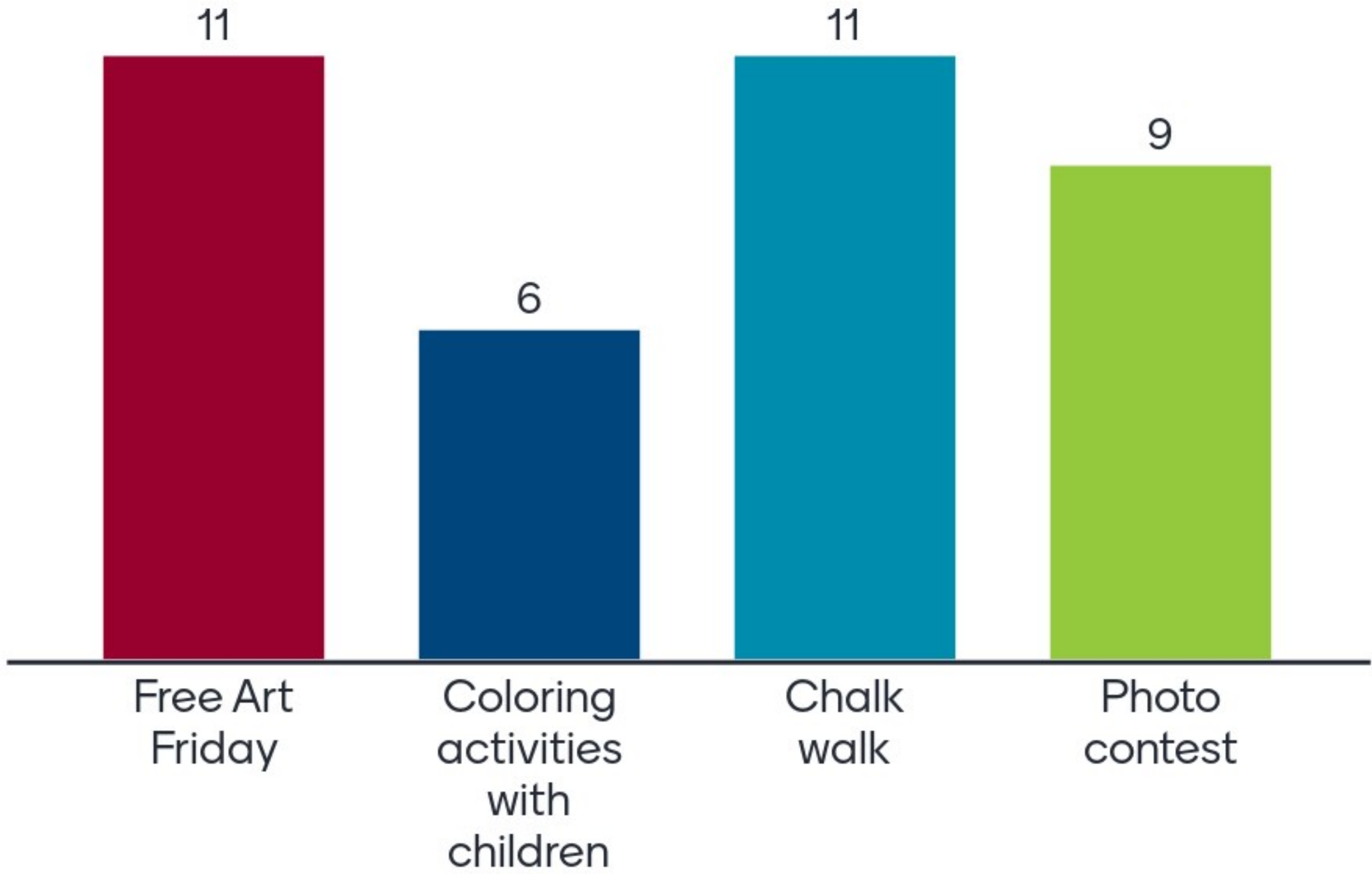
LatinX and Galeo

Imagine the Future through Art Ideas



- Free art scavenger hunts, with local artist support
- Photo or other art media contest
- Creative visioning input activities
- Artist interpretation of community vision
- Kids activities (chalk, coloring pages, etc.)
- Other ideas

Which forms of arts-based engagement do you support? (Check all that apply)



Do you have additional ideas about how to carry out arts-based engagement?

10 Answers

"Imagine our Future" wildflower seed packets 🌱

Artist partnerships with local art galleries / museums (eg Hudgens)

A color run/5k

Ask Bobbie Adamczyk at NES for ideas

Art from Senior Center, Adult Living Communities

Mental mapping exercise

Children's art museum that rotates their works

Kids paint a city parks maintenance vehicle.

Partner with Norcross Library

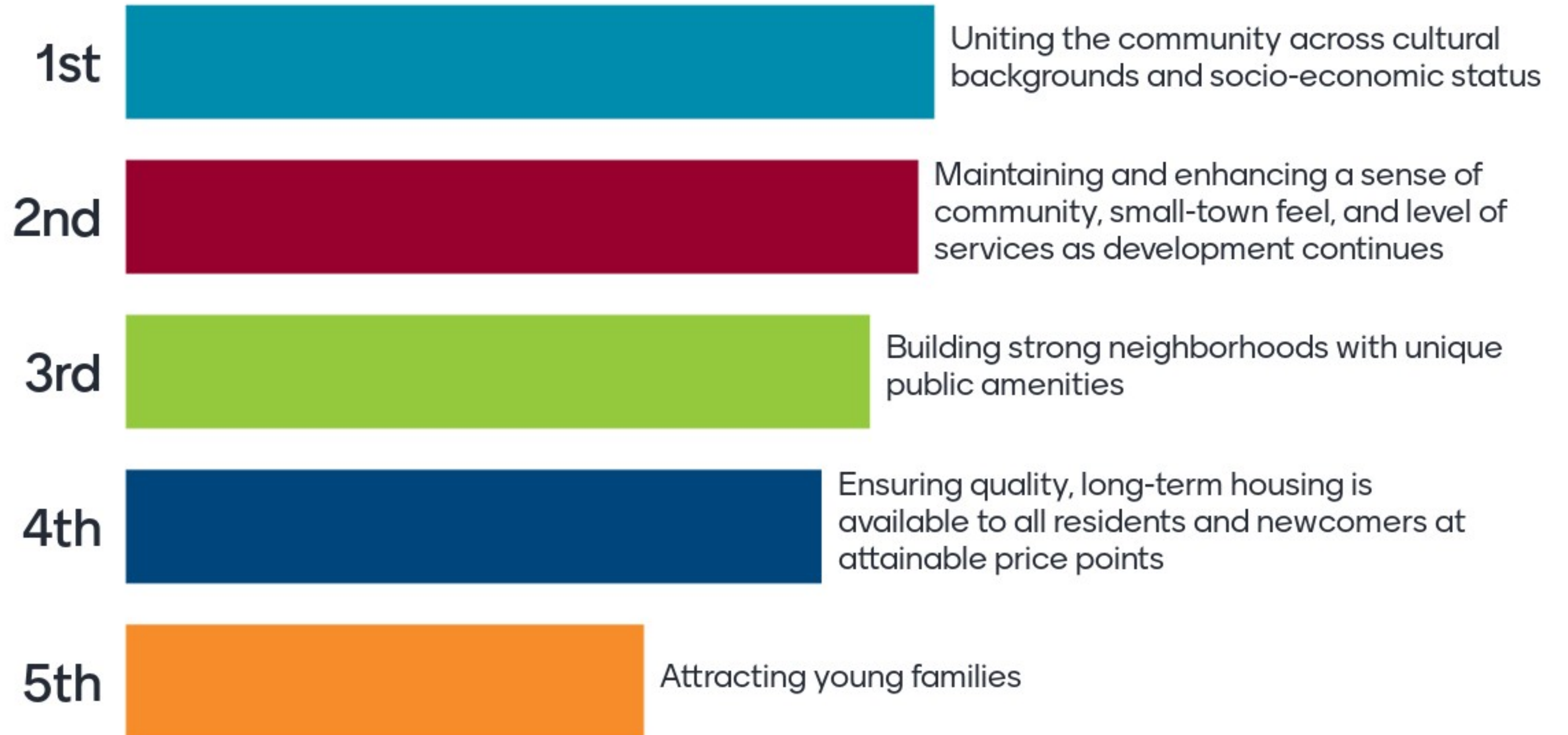
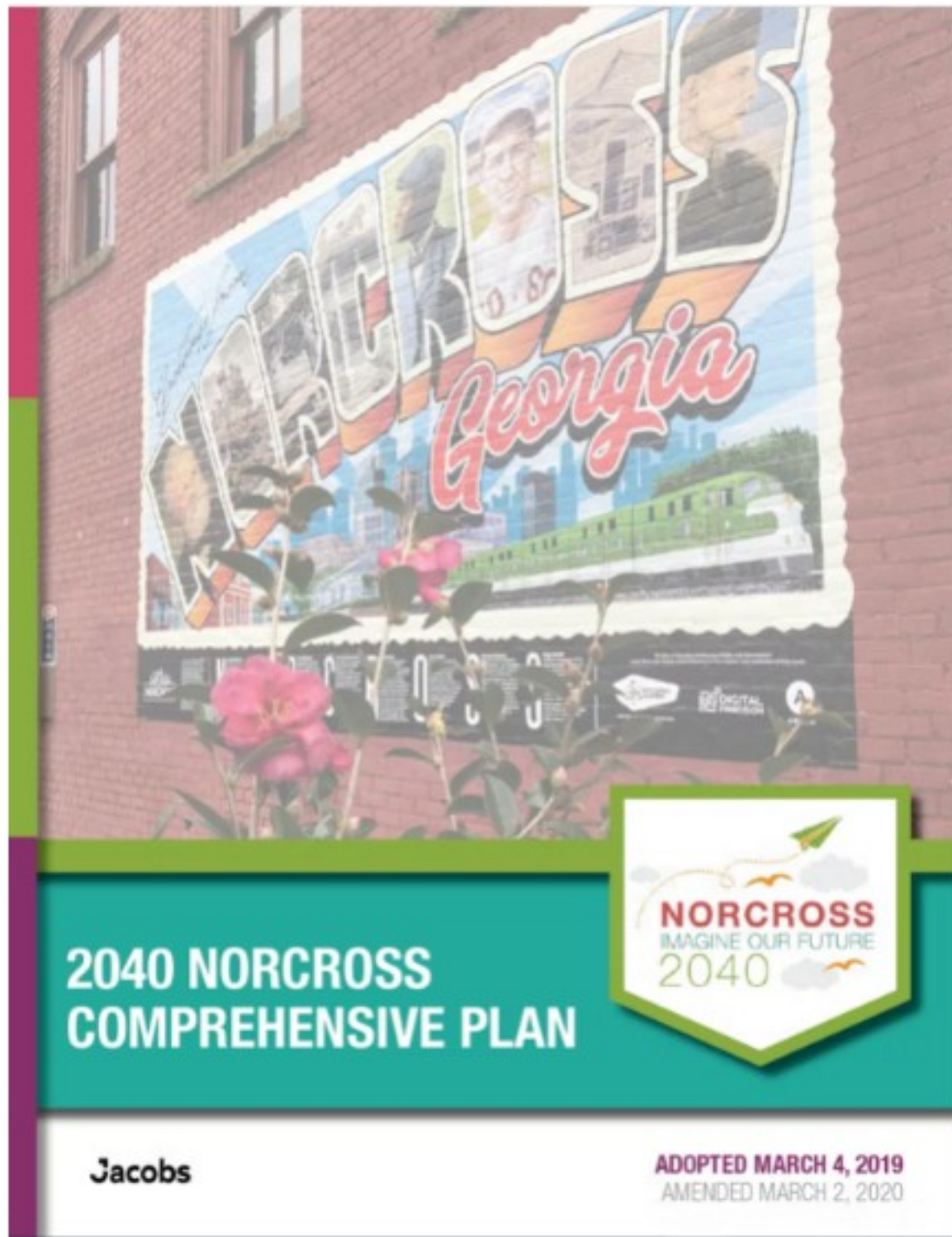
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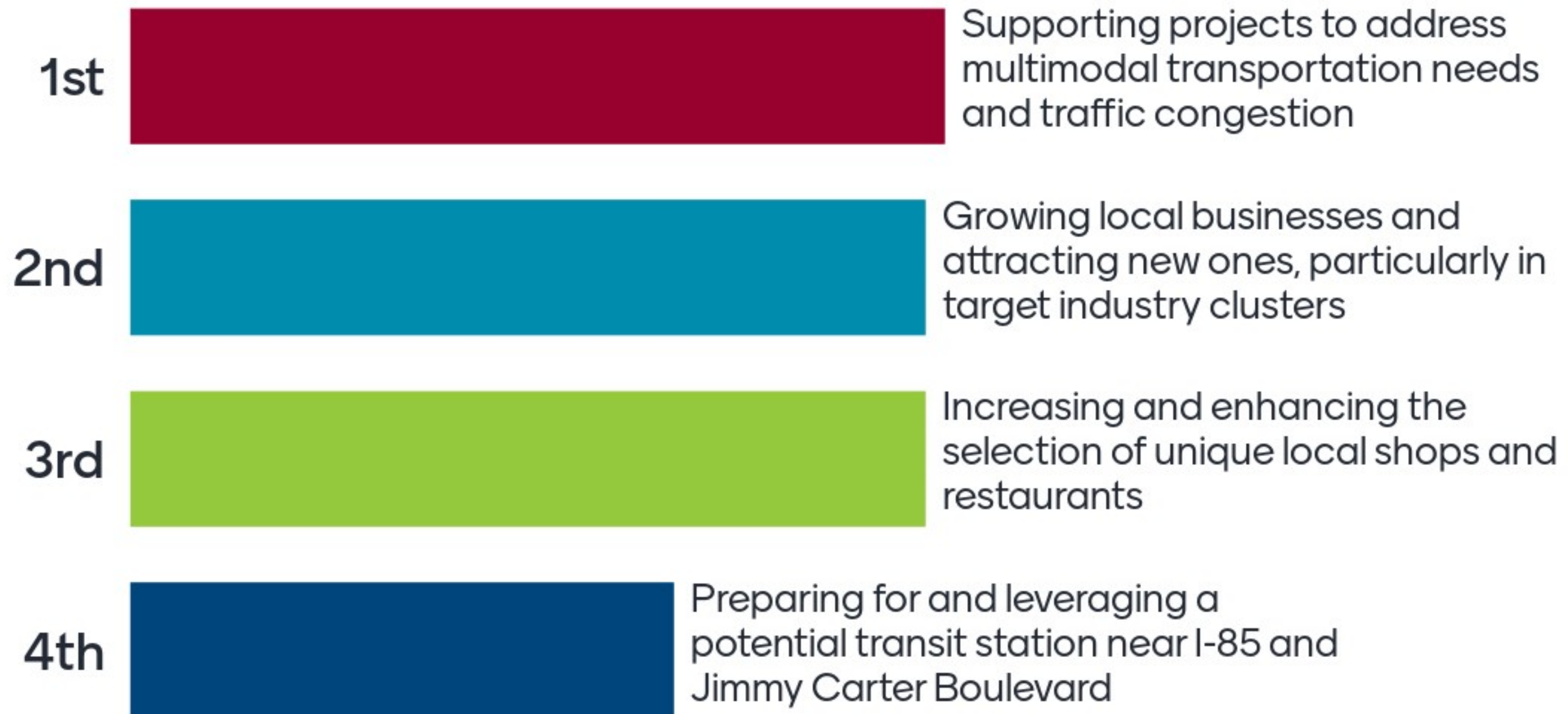
Board at the library where people can add their art and vision

COMMUNITY PRIORITIES DISCUSSION

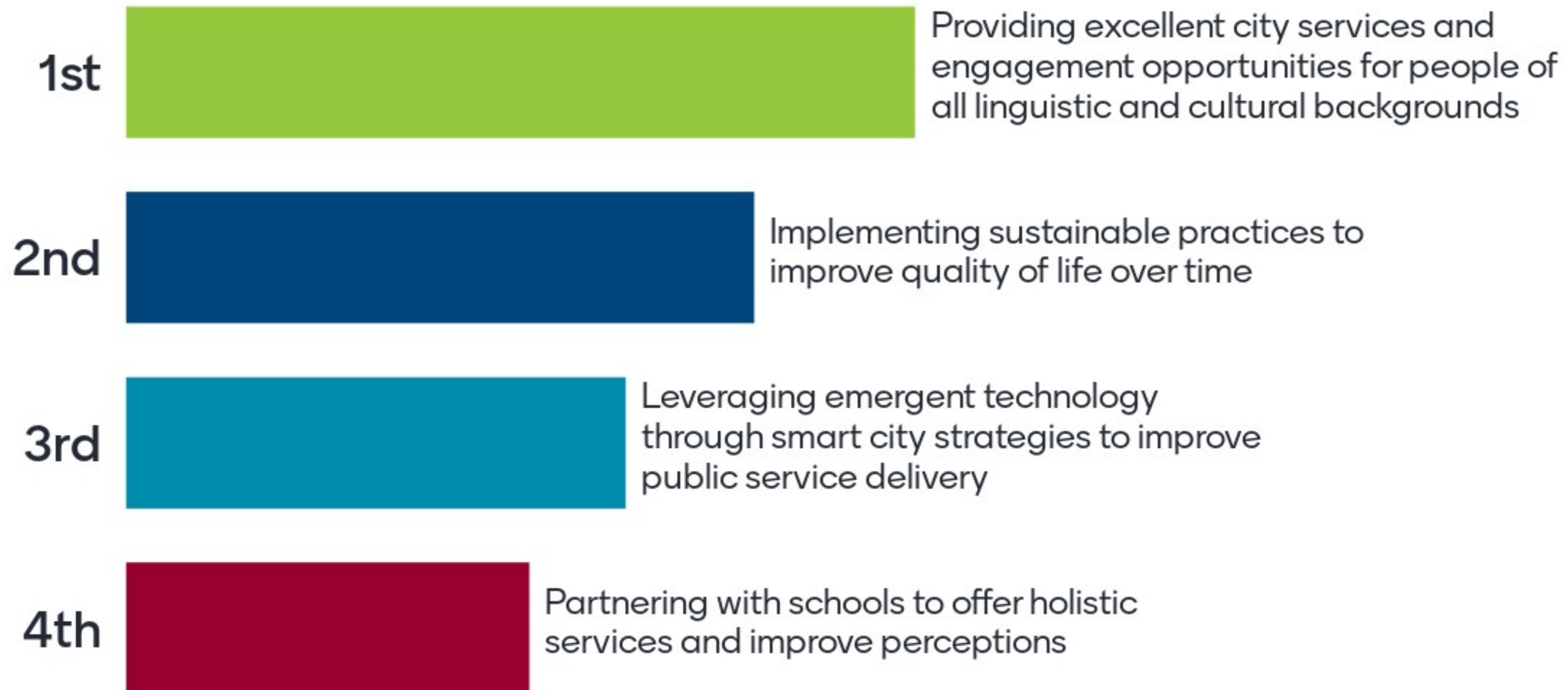
Please rank the quality of life priorities from the 2019 plan update by current importance.



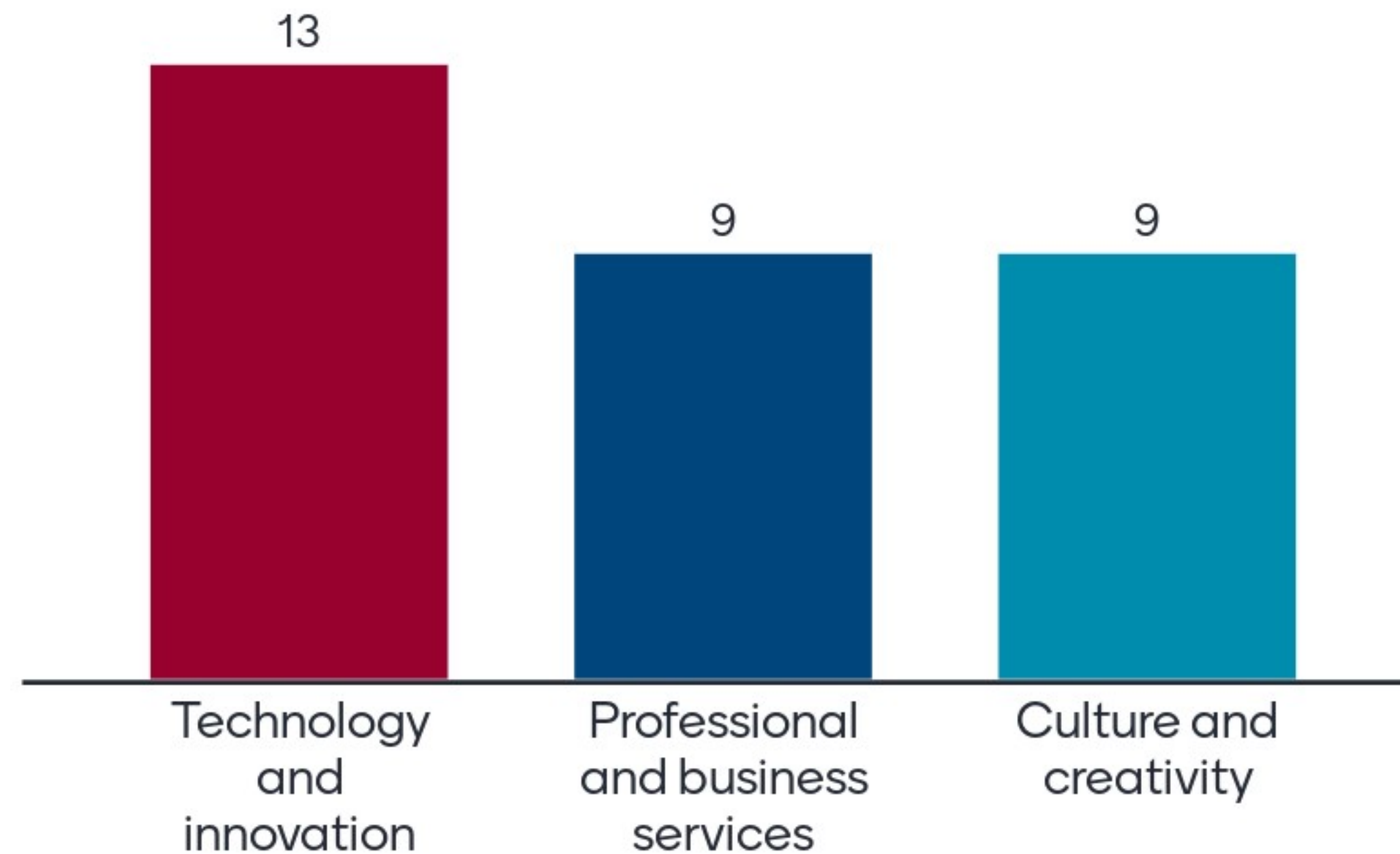
Please rank the economic and infrastructure priorities from the 2019 plan update by current importance.



Please rank the public service priorities from the 2019 plan update by current importance.



Which of the previously identified target industry clusters do you want to see more of in Norcross? (Check all that apply)



Are the other industries you would like to see in Norcross?

11

Answers

Manufacturing

Medical

Ones that will bring in overnight guest

Manufacturing

Technical college campus

Airport

One-stop resource centers

Bed and breakfasts

Manufacturing

11



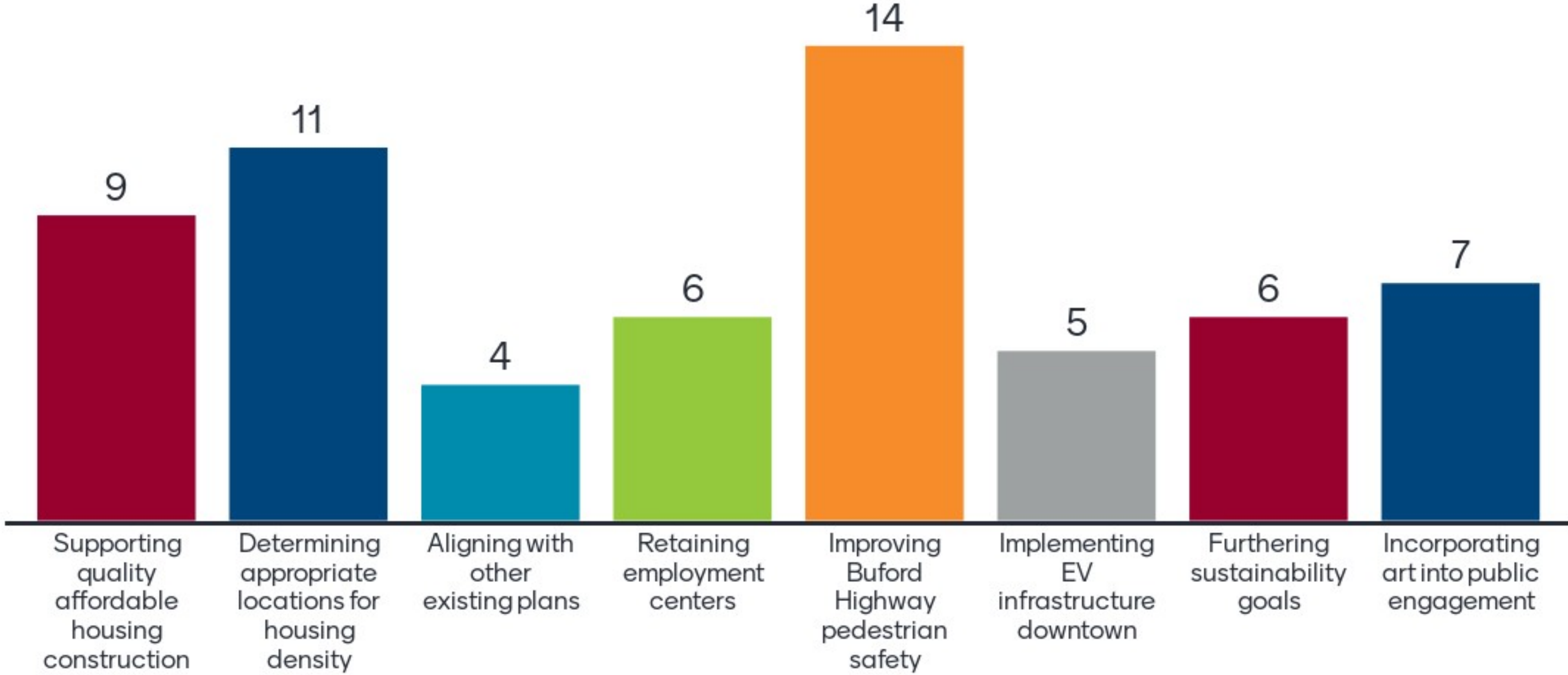
Are the other industries you would like to see in Norcross?

11 Answers

Educational programs that support
Technology and Innovation

Data

Which of the following do you see as essential outcomes of this comprehensive plan update? (Check all that apply)



Do you have additional thoughts on issues you would like the plan update to address?

23 Answers

Walkability

Live work play balance

Parking

Parking

Bicycle infrastructure

Bike lanes

Cycling and walkability

Sidewalks and bike lanes

Incorporating demographic insights from 2020 census

Do you have additional thoughts on issues you would like the plan update to address?

23 Answers

Micro mobility (scooters, bicycles)

Entrepreneur incubation

Cycling - including bike racks (and charging), rentals

Is there discussion on changing the train crossings? I believe there are options that don't require trains to horn as much

Greenspace

Quality housing throughout Norcross, particularly investor owned properties

Public art

Road diets to allow for biking

Cultural Arts Center

Do you have additional thoughts on issues you would like the plan update to address?

23 Answers

Public safety signage

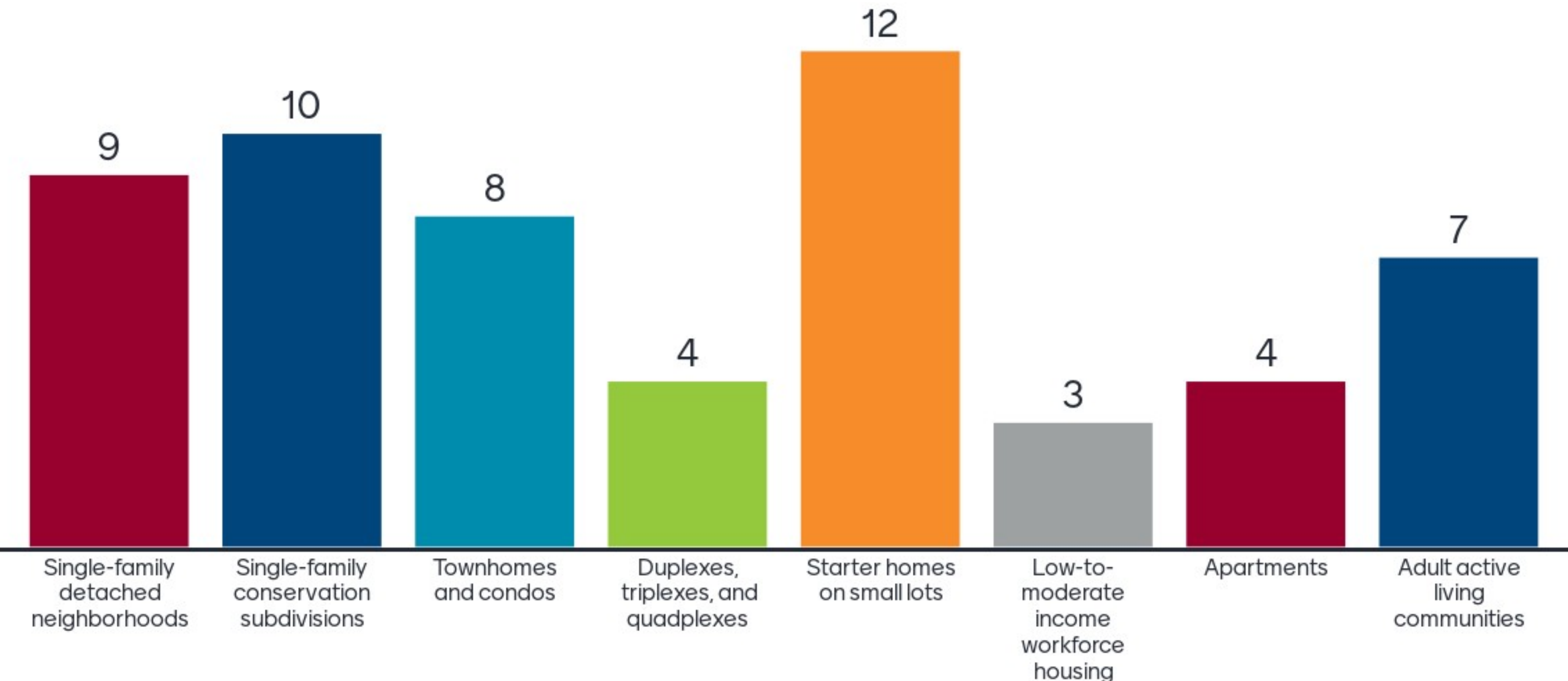
Long term viability of business nodes

Golf cart useage

Support for small businesses

Focused commercial growth in the downtown that centers on retail and restaurants versus office space

Which housing types would you like to see more of in the future? (Check all that apply)



NEXT STEPS

What will we cover?

- Meeting #2** Existing Conditions
May 2023
- Meeting #3** Implementation Options
August 2023
- Meeting #4** Draft community work program
October 2023
- Meeting #5** Next Steps and Implementation
January 2024

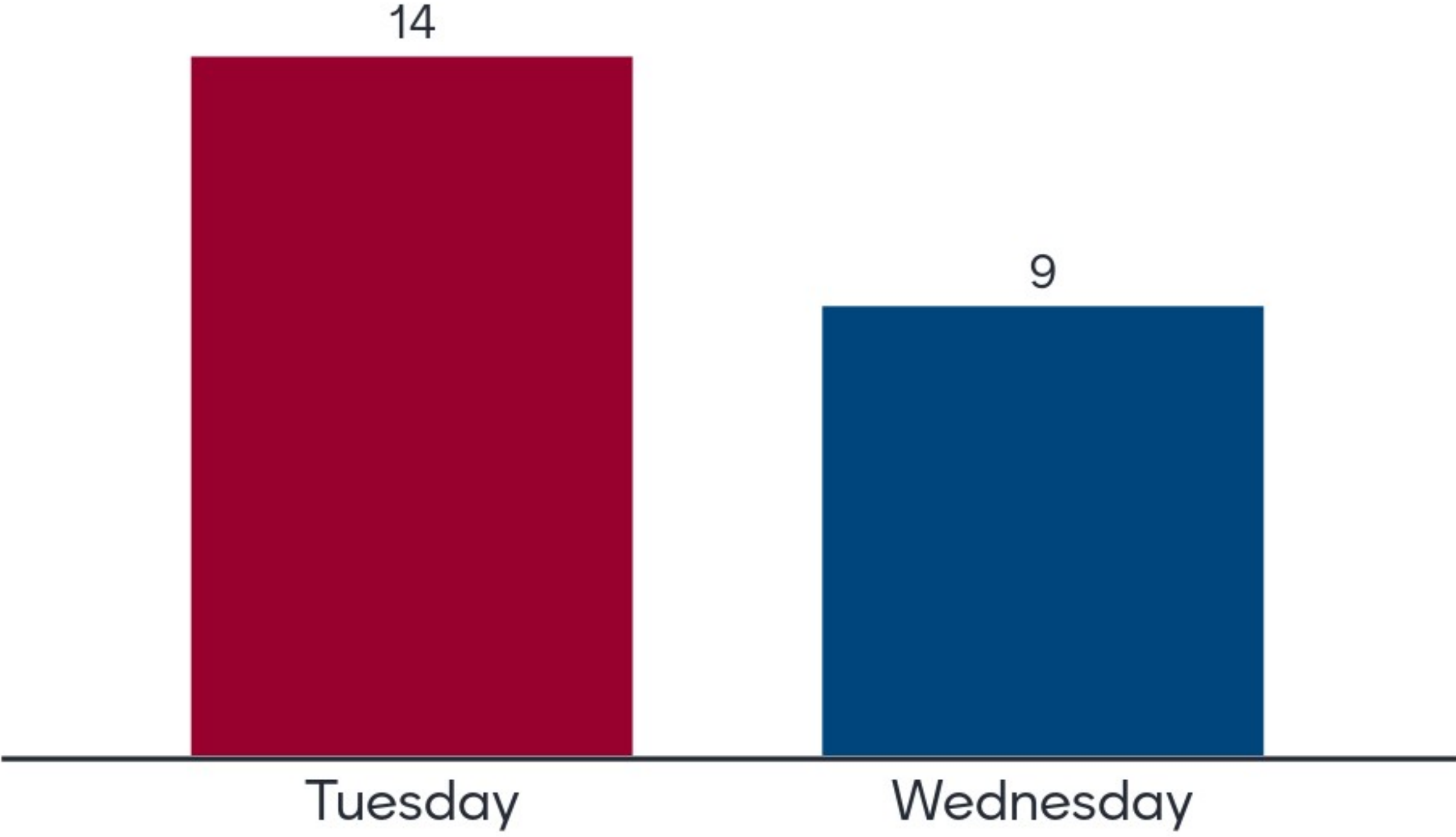
Meeting Dates

Tuesdays or Wednesdays?

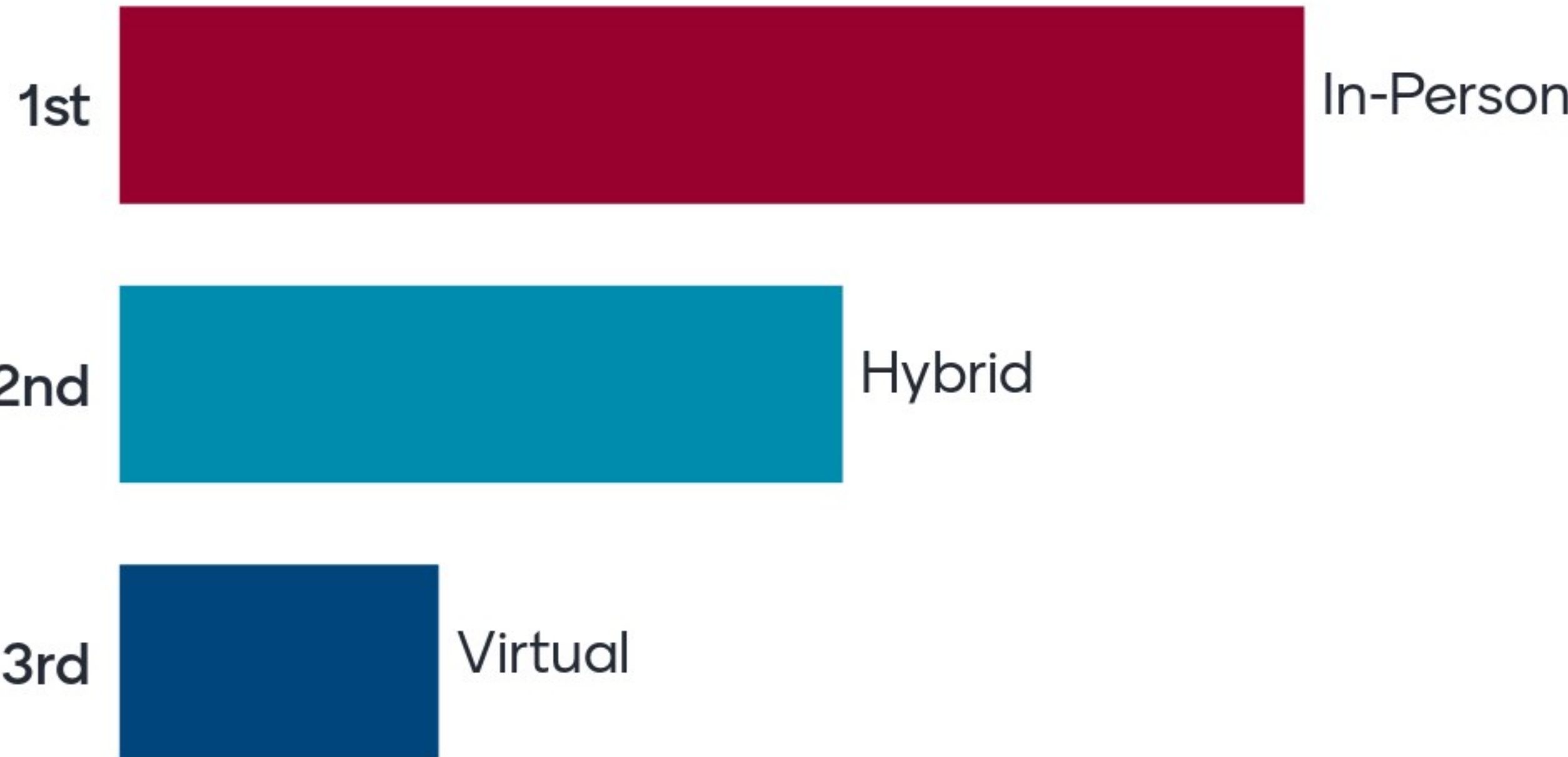
Tentative Calendar based on Wednesdays

- Meeting #2 - May 10, 2023
- Meeting #3 - August 9, 2023
- Meeting #4 - October 11, 2023
- Meeting #5 - January 10, 2024

Which nights of the week are you available for future Steering Committee meetings? (Check all that apply)



Do you prefer in-person, virtual, or hybrid meetings for future committee meetings?



Questions? Comments!

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