



# **NORCROSS** **IMAGINE OUR FUTURE**

Updates to the Town Center LCI and 2040 Comprehensive Plan

## **Steering Committee Meeting #3**

August 8, 2023



# AGENDA

1. Character Area Map Input Activity
2. Welcome & Introductions
3. Project Schedule & Status
4. Public Engagement Update
5. Real Estate Analysis Overview
6. Land Use Discussion
7. Transportation Update
8. Next Steps

# PROJECT SCHEDULE & STATUS

Where we are in the process



# PUBLIC ENGAGEMENT

What We've Heard So Far

# Input Gathered through Pop-Ups

June 24 (Bluesberry Music Festival) & June 29 (Cookout with Council)



- **Top Desires:**
  - Connectivity between downtown and other parts of the City
  - Parking deck in the Town Center
  - Beautification and gateway signage on Jimmy Carter Blvd
  - Safety improvements (enforce speed limits; build facilities for walking and biking)

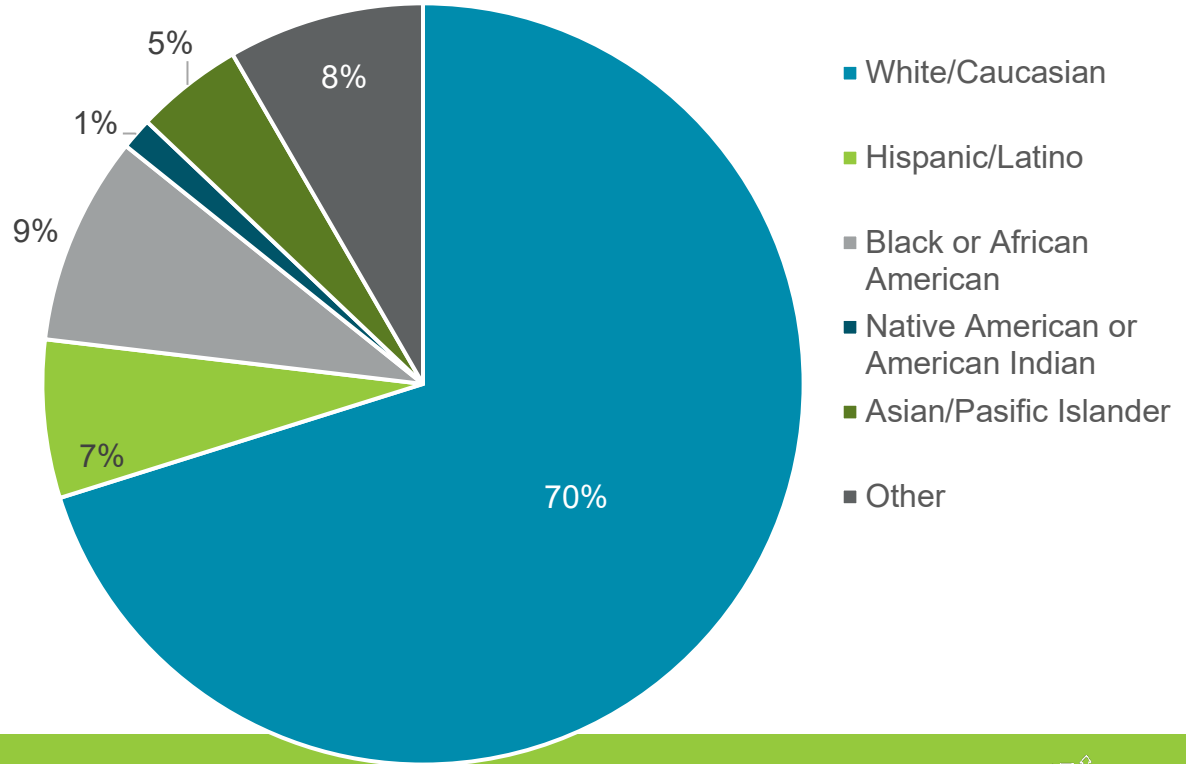
# Survey #1 (Visioning Survey)

- Open from April 8 through July 7
- 409 total participants
  - 403 English version
  - 6 Spanish version

# Survey #1 – Who We Heard From

Age Range	% (Total #)
18 - 24	1% (4)
25 - 34	17% (63)
<b>35 - 44</b>	<b>21% (74)</b>
<b>45 - 54</b>	<b>21% (76)</b>
<b>55 - 64</b>	<b>22% (83)</b>
65+	18% (67)

Annual Household Income	%
<b>Over \$150,000</b>	<b>47%</b>
<b>Between \$100,000 and \$150,000</b>	<b>23%</b>
Between \$75,000 and \$99,999	12%
Less than \$75,000	18%



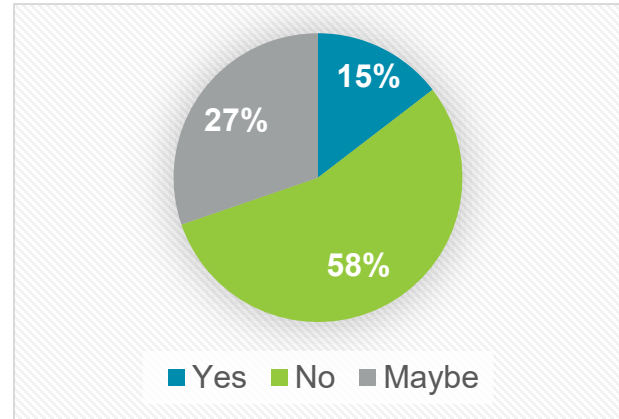


# Survey #1 – Transportation

## Top Transportation Issues/Opportunities in Town Center

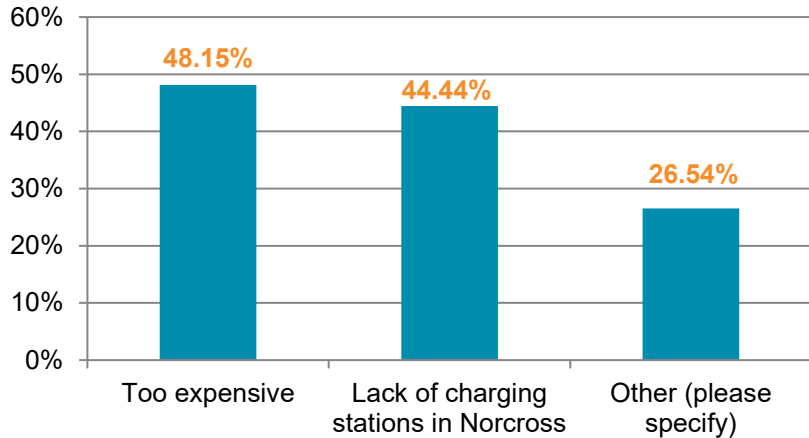
Options	%	Count
Reducing vehicular congestion	61%	238
Safer pedestrian crossings	54%	213
Lack of parking	51%	199
Safer railroad crossings	37%	147
Safer bicycling facilities	29%	117
Transit options	24%	96
Golf cart access	21%	81
Other	9%	34

## Do you support the City implementing paid parking in the Town Center?

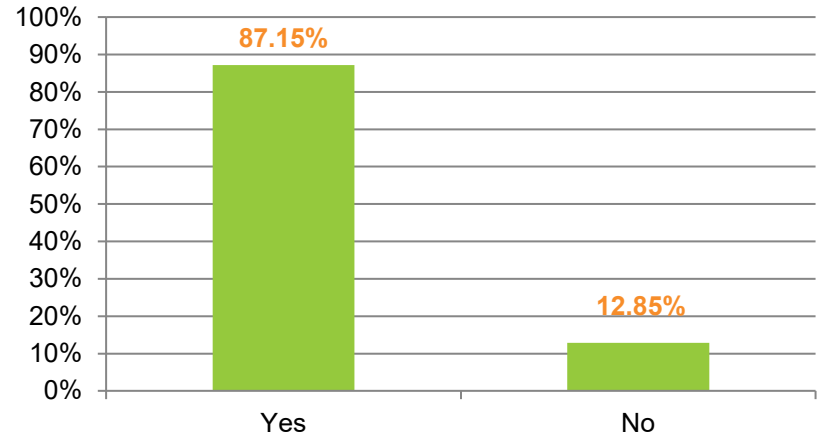


# Survey #1 – Electric Vehicles

Which of the following do you consider to be barriers to driving an electric vehicle?



Do you support the City pursuing federal funding to invest in new electric vehicle charging stations?

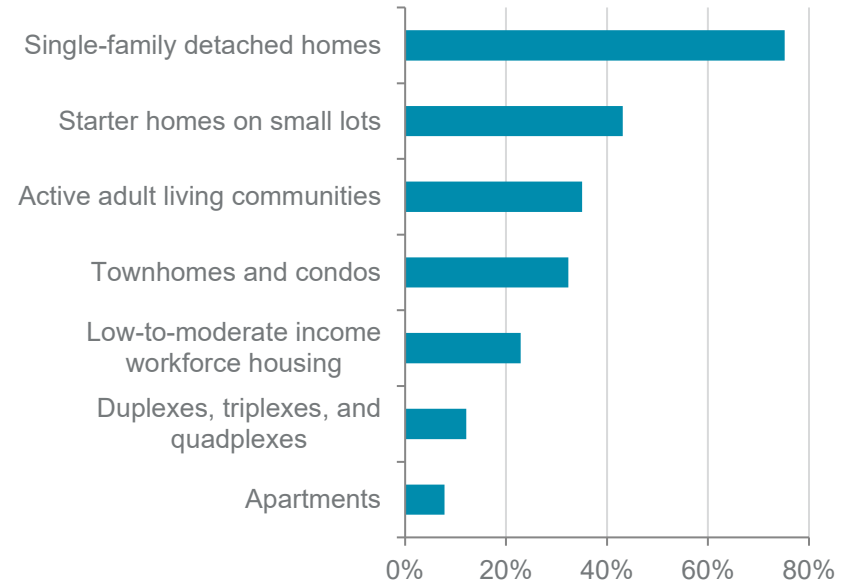


# Survey #1 – Future Development + Priorities

Priority	Ranking
Greater selection of unique shops and restaurants	3.99
More outdoor gathering spaces	3.37
More parking	3.06
More cultural and educational programming	2.99
Signage and other tourism-focused efforts to highlight the city's historic assets	2.74
More housing options	2.54

*43% support City enabling more workforce housing through future development and zoning policies*

## Housing Types Would Like to See More Of



# Upcoming Engagement

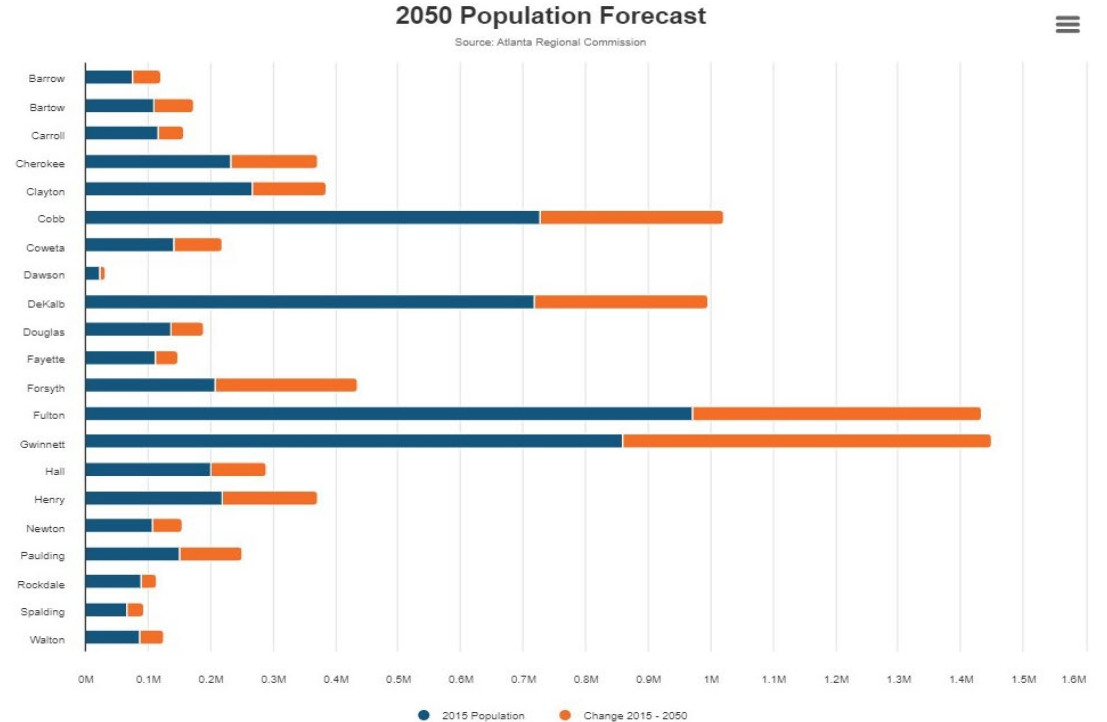
- **August 22:** Curriculum Night at Summerour Middle School
- **September 7:** Public Meeting
- **October 19:** Public Open House

# REAL ESTATE ANALYSIS

Overview of Key Findings

# 2050 Population Forecast

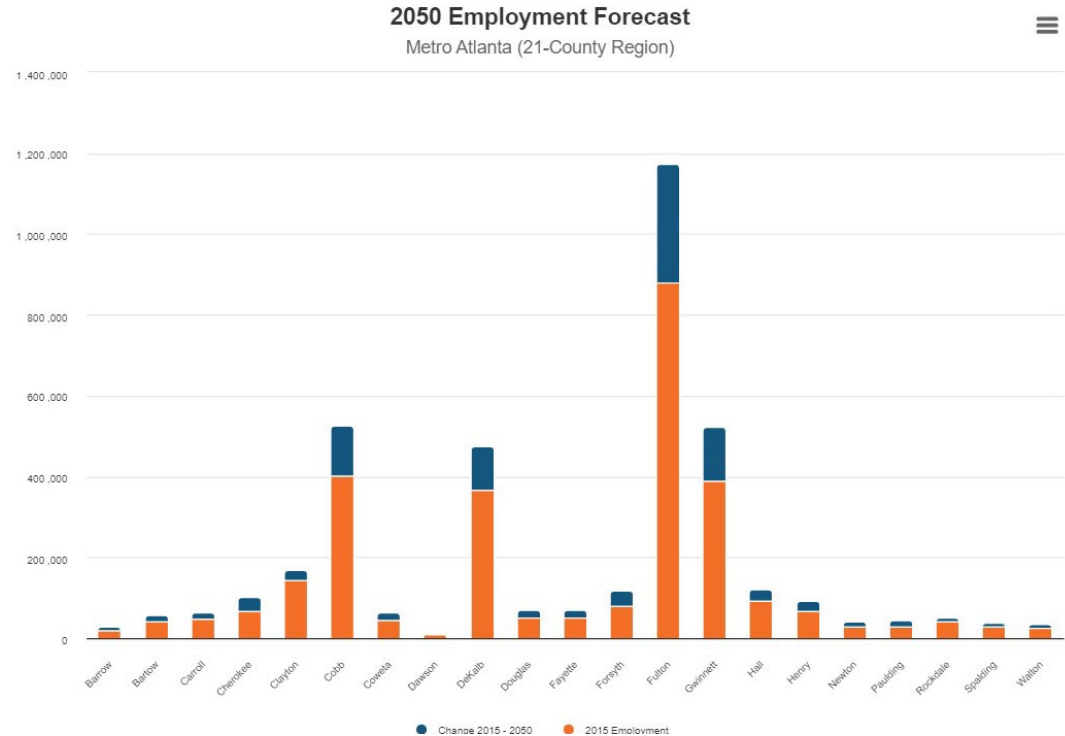
- Between 2015 and 2050, the **Metro Atlanta region's total population is forecast to increase by 51%**
- By 2050, the population of **Gwinnett County is expected to increase to over 1.4 million people** and should surpass the population of Fulton County.



Data Source: Atlanta Regional Commission

# 2050 Employment Forecast

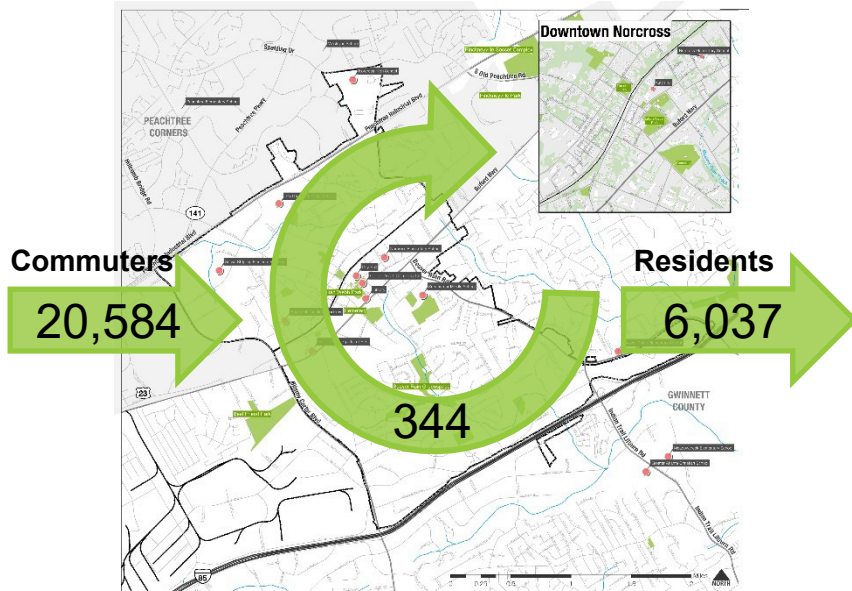
- Between 2015 and 2050, the metro Atlanta region's total employment is forecast to increase by 34%.
- By 2050, employment in Gwinnett County is expected to increase by about 100,000 jobs. Many Gwinnett residents will continue to work in neighboring Fulton and other counties.



Data Source: Atlanta Regional Commission

# Employment & Industry Sector Overview

The majority of Norcross workers cannot afford to live in the City or choose to live elsewhere. Few residents also work in the City, with a third Norcross residents leaving the City for work.



Top 10 Industries for Jobs in Norcross	Count	Share
Administration & Support, Waste Management and Remediation	4,451	21.3%
Wholesale Trade	2,654	12.7%
Retail Trade	2,251	10.8%
Professional, Scientific, and Technical Services	2,190	10.5%
Accommodation and Food Services	1,437	6.9%
Construction	1,357	6.5%
Manufacturing	1,278	6.1%
Management of Companies and Enterprises	1,251	6.0%
Educational Services	919	4.4%
Transportation and Warehousing	671	3.2%

Data Source: OntheMap 2020 Census Data



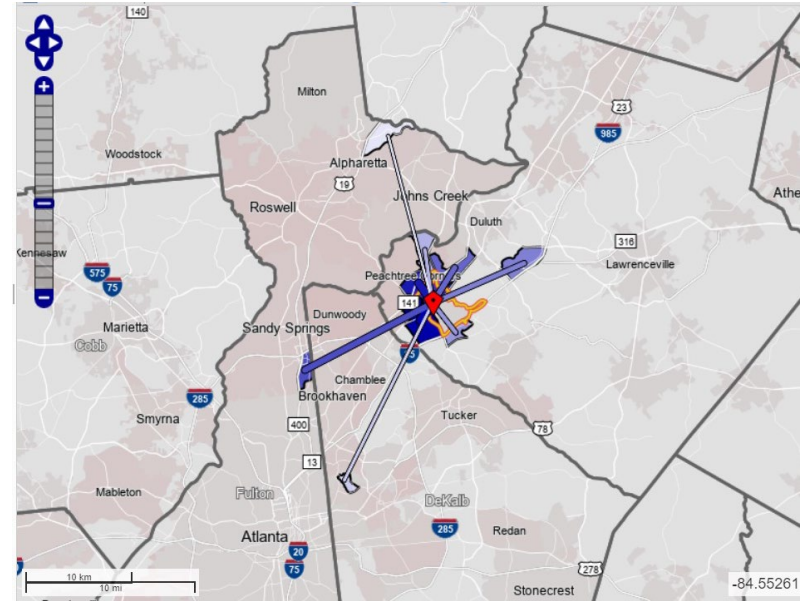
# Median Household Income

There is a correlation between the City's high median household income and where Norcross residents work. Some of these locations support high-paying jobs in mixed-use centers.

YEAR	MEDIAN HOUSEHOLD INCOME			
	Norcross	Peachtree Corners	Duluth	Gwinnett County
2021	\$70,403	\$68,738	\$77,516	\$75,853
2020	\$65,409	\$65,328	\$74,377	\$72,787
2019	\$58,236	\$71,149	\$71,220	\$71,026

Data Source: US Census Bureau, ACS 5-Year Estimates

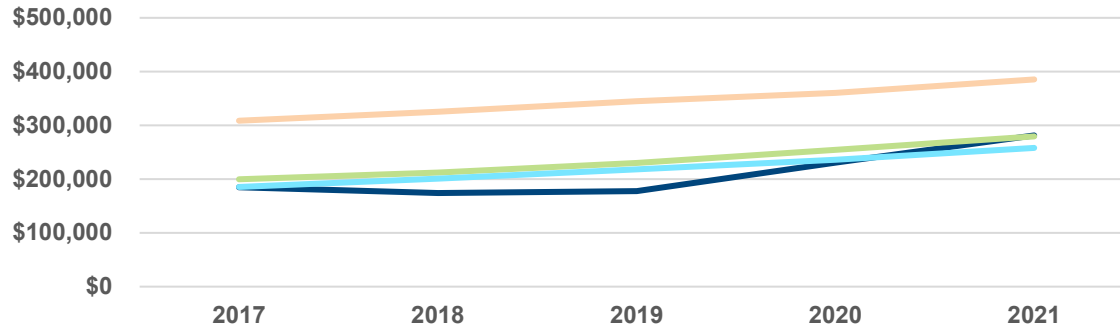
## Where Norcross Residents Work



Data Source: OntheMap 2020 Census Data

# Resident Real Estate – Home Values

Norcross Median Home Value has surpassed the County and nearby Duluth. Affordability remains a significant problem regionally, and Norcross depends on many lower paid workers who cannot afford to live nearby.



Median Home Value	2017	2018	2019	2020	2021
<b>Norcross</b>	\$184,600	\$173,600	\$177,400	\$230,300	\$281,300
<b>Peachtree Corners</b>	\$308,200	\$325,000	\$344,600	\$360,100	\$385,400
<b>Duluth</b>	\$199,300	\$212,100	\$229,600	\$254,200	\$279,000
<b>Gwinnett County</b>	\$185,200	\$200,400	\$217,900	\$235,700	\$257,700

Data Source: US Census Bureau, ACS 5-Year Estimates

# 2022 Housing Statistics



**3,125**

Owner Occupied  
Housing Units



**3,184**

Renter Occupied  
Housing Units



**322**

Vacant  
Housing Units

2022 Total Households

- 6,309



2027 Project Total Households

- 6,485

# Market Overview

Multifamily and retail properties are performing well in general, but changing retail tastes and the desire for urban living have altered the nature of demand in Atlanta's suburbs. An improved Buford Highway will support a healthier Downtown Norcross.

## Multi-Family Market

	Inventory(units)	Occupancy Rate	YTD Absorption (units)	Units Under Construction	Average Rent
<b>Metro Atlanta</b>	463,375	92%	863	36,211	\$1,637
<b>I-85 North/Gwinnett County</b>	59,793	94%	511	6,499	\$1,633

Data Source: Cushman & Wakefield Q1 2023

  
Positive Trend

## Retail Market

	Inventory(s.f)	Vacancy	YTD Absorption	Under Construction (s.f)	\$ per SF
<b>Metro Atlanta</b>	182,102,924	3.5%	2,799,782	473,945	\$18.39
<b>Gwinnett</b>	37,779,935	3.2%	745,694	148,780	\$18.10

Data Source: Cushman & Wakefield Q4 2022

  
Positive Trend

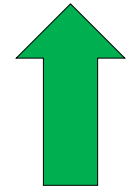
# Market Overview

Most industrial properties in Norcross (part of the northeast submarket) are light industrial and in high demand. The post-pandemic office market still trends downward as work-from-home remains popular and much of the County's office product is aging or obsolete.

## Industrial Market



	Inventory(s.f)	Vacancy	YTD Absorption	Under Construction (s.f)	\$ per SF
Atlanta	657,383,442	3.6%	3,238,014	38,856,844	\$6.17
Northeast Industrial	186,055,532	4.5%	923,112	12,523,467	\$6.05

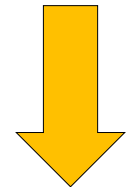


**Positive Trend**

## Office Market



	Inventory(s.f)	Vacancy	YTD Absorption	Under Construction (s.f)	\$ per SF
Central Business District - Atlanta	65,745,228	22.3%	-173,649	2,075,055	\$40.31
Northeast	15,702,456	16.7%	-223,344	0	\$21.74



**Negative Trend**

Data Source: JLL Q1 2023

# Key Takeaways

- Norcross is experiencing **growth pressure** from adjacent communities, both from a population and employment standpoint.
- The City sees continued **live-work imbalance**.
- High housing costs compound **transportation and land use challenges**.
- **Aging commercial centers and light industrial uses** are in need of focused improvements and/or reformatting.
- **Hospitality** and **Grocery stores** are perceived gaps in the mixed-use fabric.
- **Parking** is a pervasive challenge in historic downtowns.

# LAND USE DISCUSSION

Character Areas

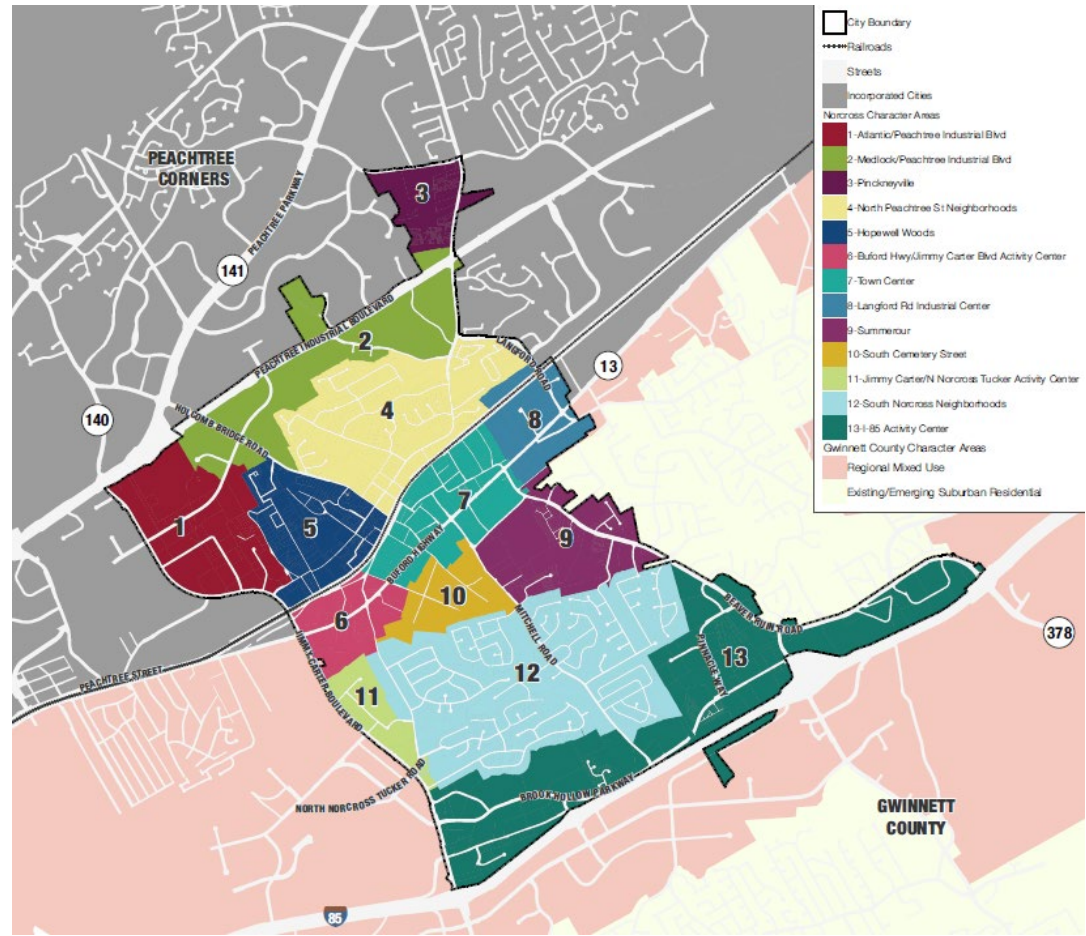
# WHAT IS A CHARACTER AREA?

- “Sub-areas” of the city: distinct neighborhoods, communities, or places
- Typically have similar land uses, building types, and transportation networks
- And/or areas that are expected to grow/change to be more similar to one another



# Current Character Areas

1. Atlantic/Peachtree Industrial Boulevard
2. Medlock/Peachtree Industrial Boulevard
3. Pinckneyville
4. North Peachtree St Neighborhoods
5. Hopewell Woods
6. Buford Hwy/Jimmy Carter Blvd
7. Town Center
8. Langford Rd Industrial Center
9. Summerour Middle School
10. South Cemetery Street
11. Jimmy Carter Blvd/Brook Hollow
12. South Norcross Neighborhoods
13. I-85 Activity Center



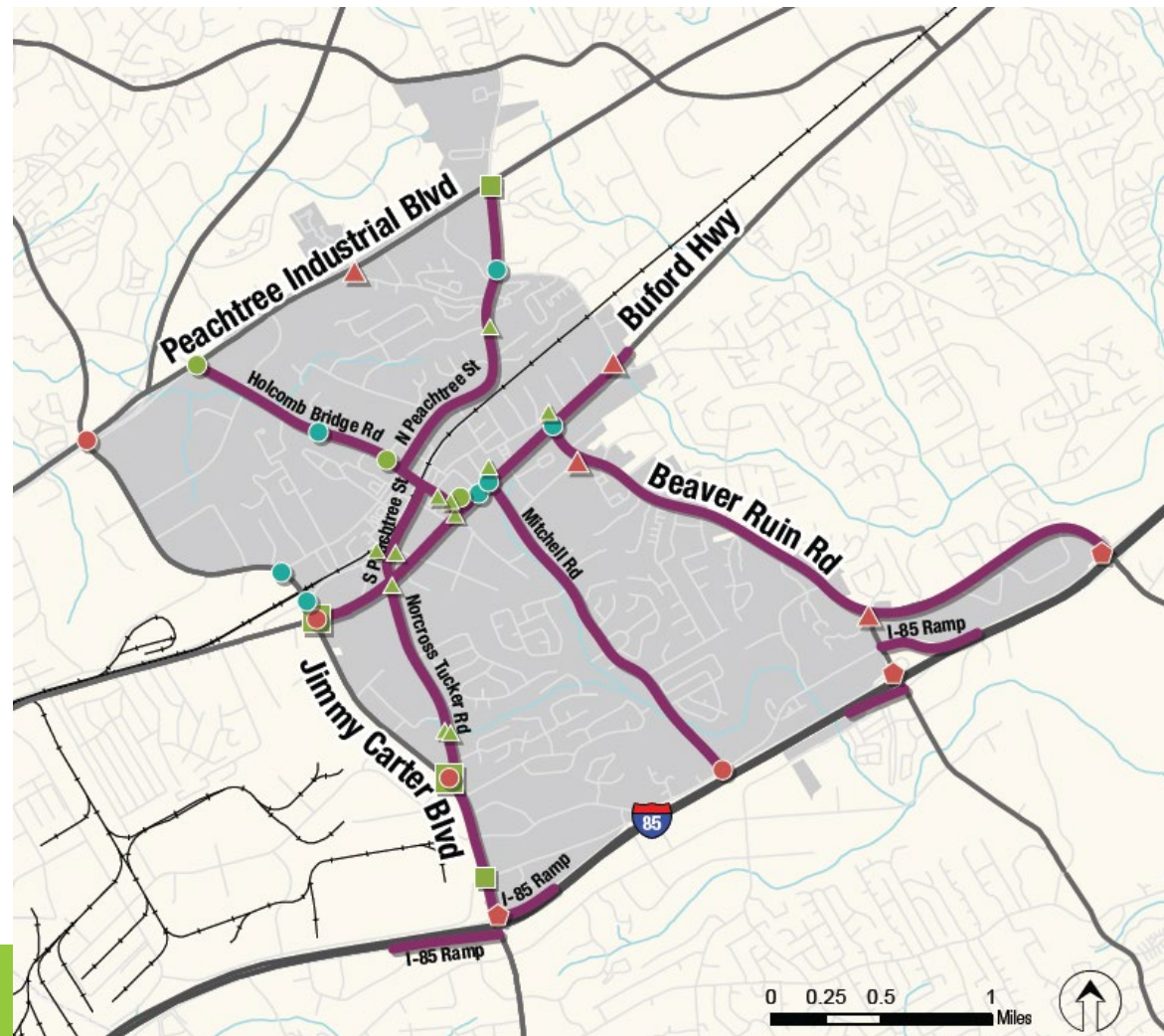


# Gateways

- Revisit previously established Gateways and Gateway Corridors throughout the City
- What sets the City's gateways apart from adjacent communities?

## Gateway Type

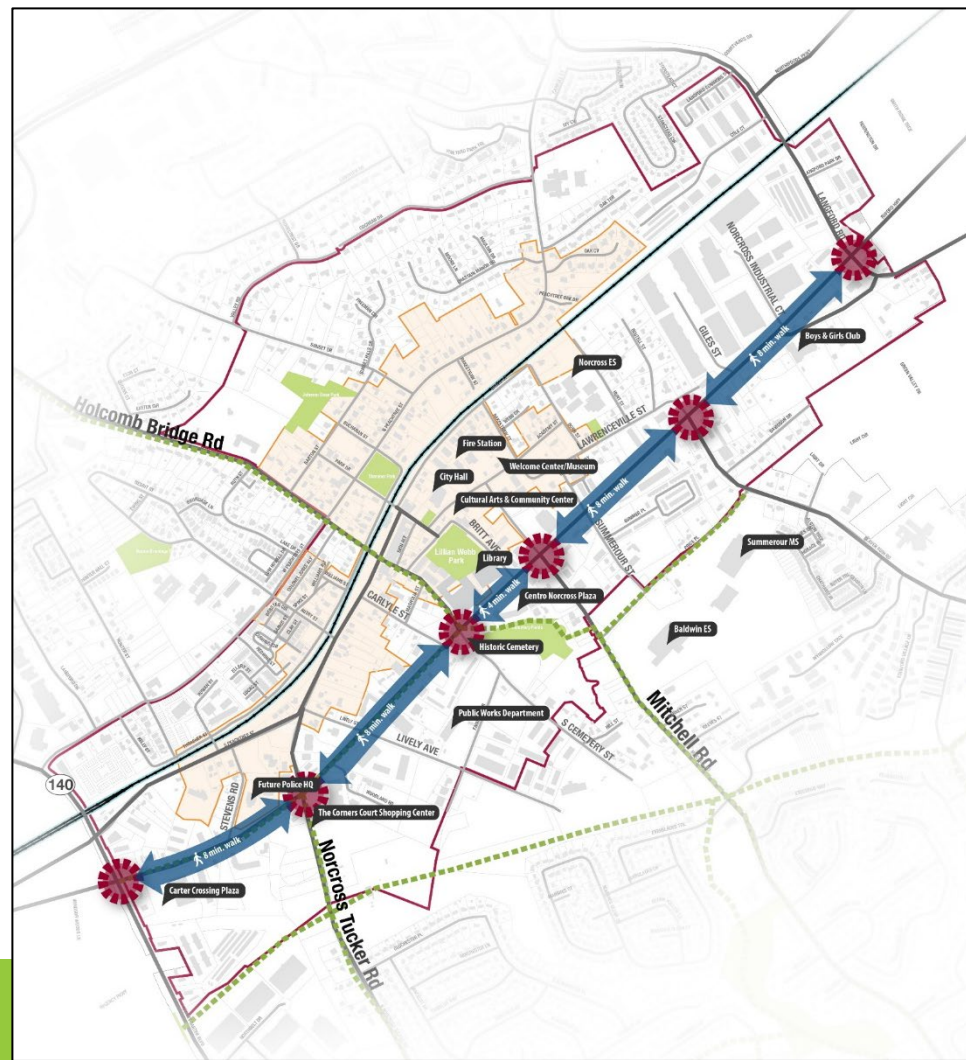
- Existing Lamp Post with Sign
- Existing Monument
- Existing Sign
- Planned Monument
- Conceptual Monument
- Conceptual Interstate Monument
- Conceptual Lamp Post with Sign
- Gateway Corridor



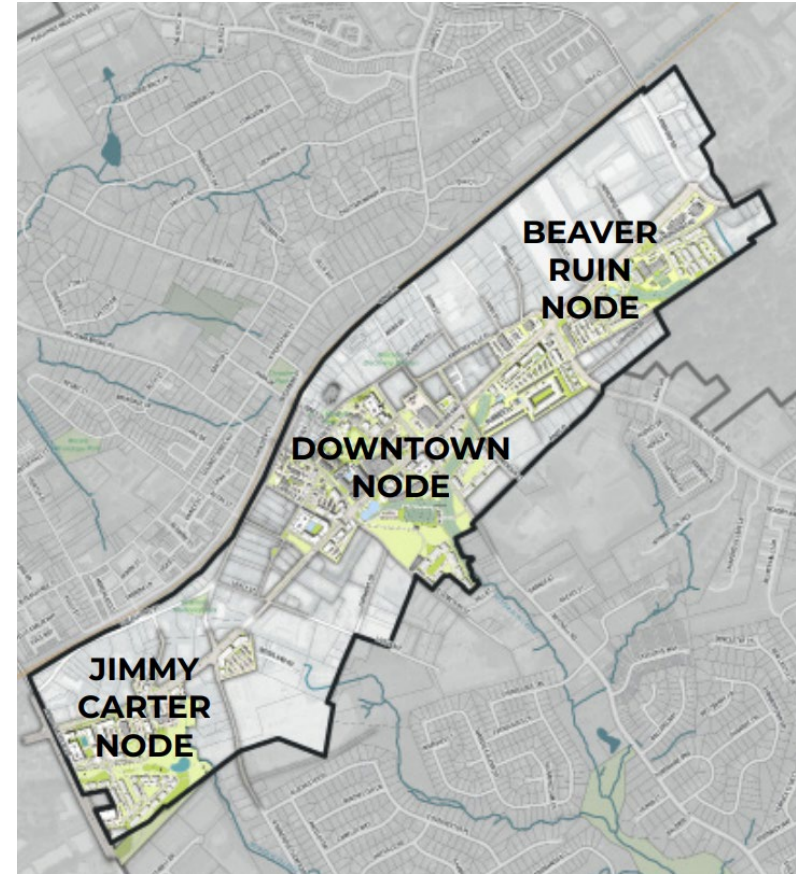
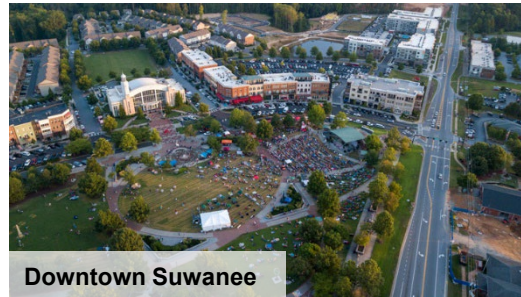


# Buford Highway Nodes

- As redevelopment and infill opportunities occur across Buford Highway, what types of development should the City consider?
- Generally, what is the desired Character for each node?



# Buford Highway Nodes



# 6 – Buford Hwy/Jimmy Carter Blvd Activity Center

## Vision

- Mix of residential and commercial
- Development intensity centers around intersection of Buford Highway and Jimmy Carter Boulevard

## Implementation Measures

- Work with the Gateway85 CID to implement the Jimmy Carter Blvd LCI Study
- Create pedestrian and bicycle connections to Gwinnett County's Best Friend Park
- Encourage village concept – of mixed residential and residential over commercial and freestanding retail
- Implement gateway signage



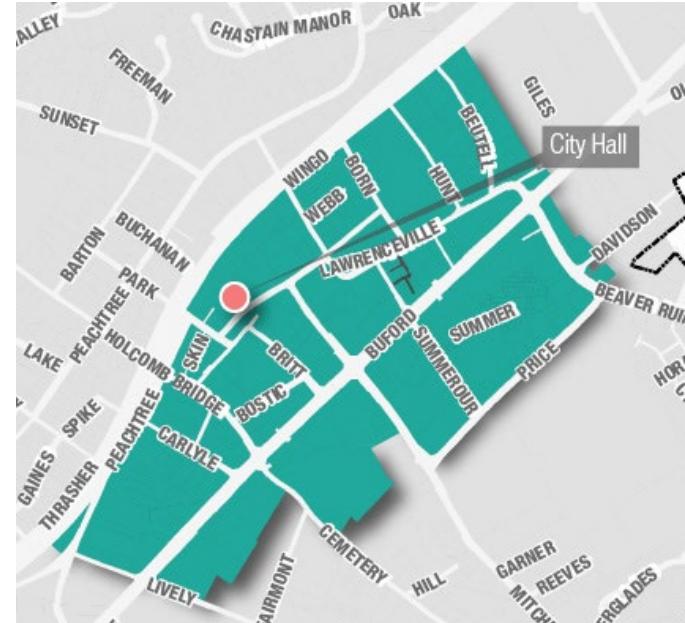
# 7 – Town Center

## Vision

- Blend of historic and modern buildings create an economically and environmentally sustainable

## Implementation Measures

- Create pedestrian connection across Buford Highway to Lillian Webb Park
- Continue to assess need for structured parking
- Work with Gwinnett County to construct new library within Downtown Core
- Implement safe, east-west pedestrian and cyclist connections across Buford Highway
- Continue to program downtown events to support families, children, working professionals, and seniors





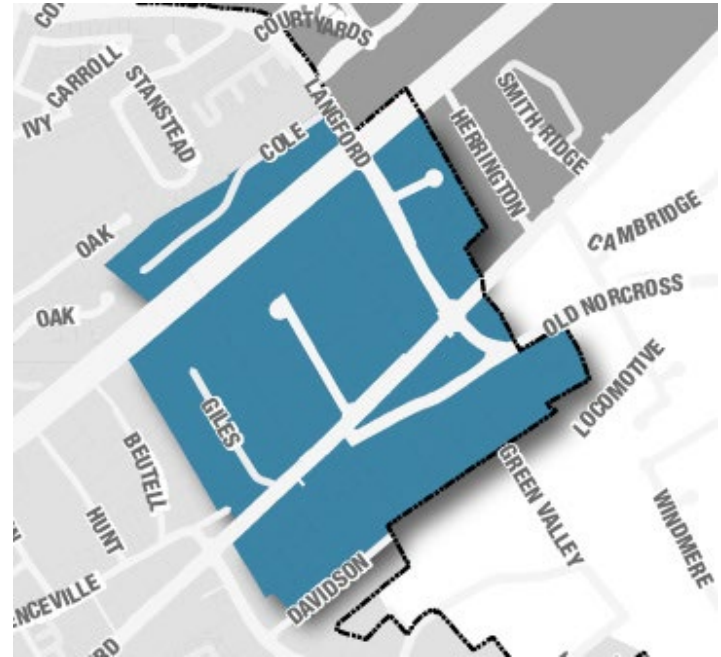
# 8 – Langford Road Industrial Center

## Vision

- Small, affordable commercial spaces serve as incubator spaces
- New housing options, such as warehouse/ loft style condominiums and live-work opportunities
- Aesthetically pleasing area with compatibility standards

## Implementation Measures

- Create inter-parcel connectivity between Norcross Industrial Court and Giles Street with redevelopment
- Pursue proposed multi-use trail, linking Giles Street to Lawrenceville Street
- Offer safe pedestrian and cycling opportunities



# 2 – Medlock/Peachtree Industrial Boulevard

## Vision

- Hub of activity and connecting point for surrounding areas
- Community facilities and institution(s) of higher education infuse the area with civic character

## Implementation Measures

- Coordination with Peachtree Corners on the physical design along the PIB Corridor
- Enhance the gateway signage at Medlock Bridge Road and Peachtree Industrial Boulevard
- Improved walkability through construction of sidewalks
- Implement landscape standards to establish desirable city edge



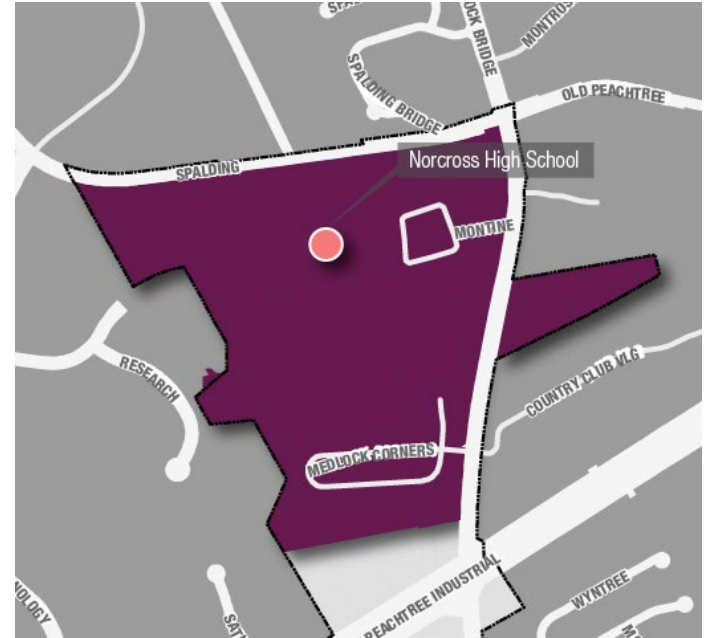
# 3 – Pinckneyville

## Vision

- Norcross High School serves as the area's landmark and focus
- A pedestrian and bicycle network physically connects area uses, supporting a multi-modal hub
- Consistent building scale and design characteristics connect the area aesthetically

## Implementation Measures

- Coordinate with Peachtree Corners to ensure complete street development in area and compatible development and service provision
- Promote safe routes to schools policies



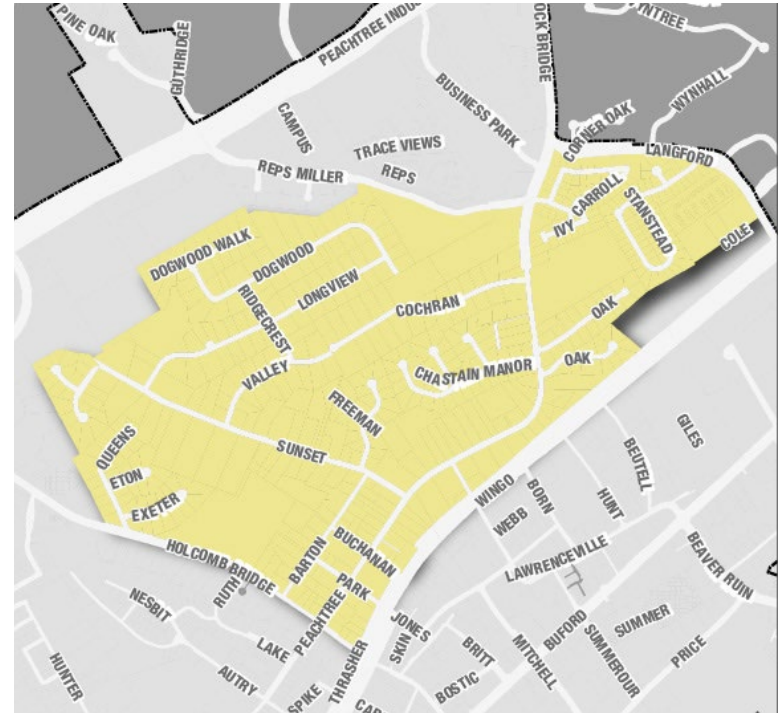
# 4 – North Peachtree Street Neighborhoods

## Vision

- Strong single-family residential character
- Strong property values
- New parks and greenways enhance quality of life

## Implementation Measures

- Maintain the integrity of existing historic housing stock
- Pursue greenway opportunities and sidewalk improvements that connect neighborhoods to downtown and other destinations
- Provide information resources for home improvements and maintenance for housing
- Discourage cut-through traffic from using Holcomb Bridge Road



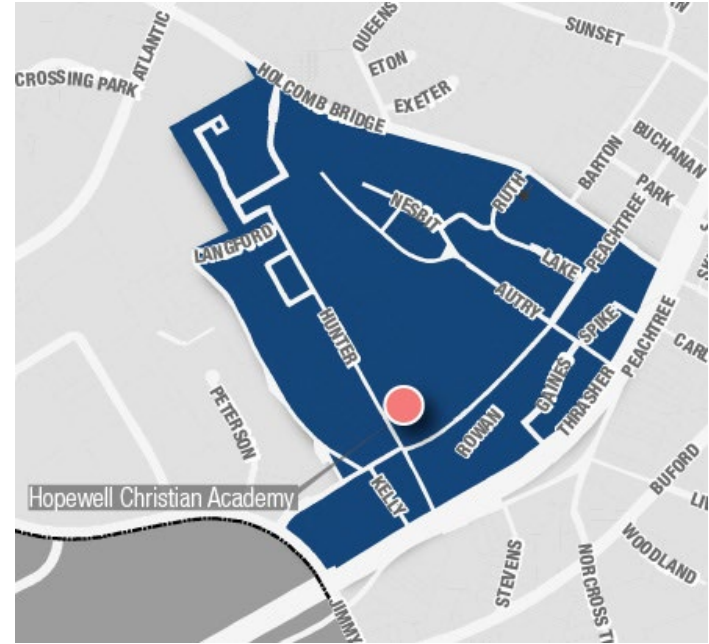
# 5 – Hopewell Woods

## Vision

- Traditional neighborhood design
- Residents with mix of incomes and life stages

## Implementation Measures

- Improve sidewalk network
- Create bicycle infrastructure to support alternative travel
- Develop landscaping and design standards for infill development and redevelopment
- Consider opportunities for public provide landscaping in areas connecting to historic downtown core



# 9 – Summerour Middle School

## Vision

- Activity hub serving the common needs of Norcross residents with education, recreation, retail
- Public and private investment has brought new civic facilities and small-scale retail to support the surrounding neighborhood

## Implementation Measures

- Pursue recommendations of the Norcross Activity Center LCI and pursue five-year update
- Implement Mitchell Road streetscape project, adding a 10-12-foot multi-use path to link Downtown
- Encourage higher scale, traditional residential development/redevelopment



# 10 – South Cemetery Street

## Vision

- Concentration of light industrial and heavy commercial
- Mix of public and private spaces

## Implementation Measures

- Industrial and heavy commercial uses should not be visible from Buford Highway, and screened appropriately
- Improve and maintain local streets to accommodate truck traffic where appropriate
- Implement the Beaver Run Creek Greenway Concept



# 11 – Jimmy Carter Blvd/Brook Hollow Activity Center

## Vision

- High density, mixed-use node
- Major employment center for Norcross and greater Atlanta region

## Implementation Measures

- Implement the Jimmy Carter Boulevard LCI Study recommendations
- Implement the Beaver Run Creek Greenway plan
- Evaluate opportunities to attract businesses from the arts and film industry to the area





# 12 – Mitchell Street Neighborhoods

## Vision

- Master planned medium-density housing
- Culturally diverse
- Source of affordable housing for workforce and young families

## Implementation Measures

- Develop home maintenance and home ownership assistance programs to support long-term sustainability of housing stock
- Continue to implement recommendations of the Norcross Activity Center LCI and pursue a five-year update
- Implement Mitchell Road streetscape improvements – including multi-use path



# 13 – I-85 Activity Area

## Vision

- Mix of uses and intensity is similar to Lindbergh Center in Atlanta
- Multi-cultural element that leverages the diversity of the city's population
- Master planned developments of mid-rise buildings

## Implementation Measures

- Establish design standards and landscaping to elevate character of the corridor
- Support regional initiatives that would incorporate regional rail extension
- Maintain a strong partnership with the Gateway85 CID to further redevelopment of area

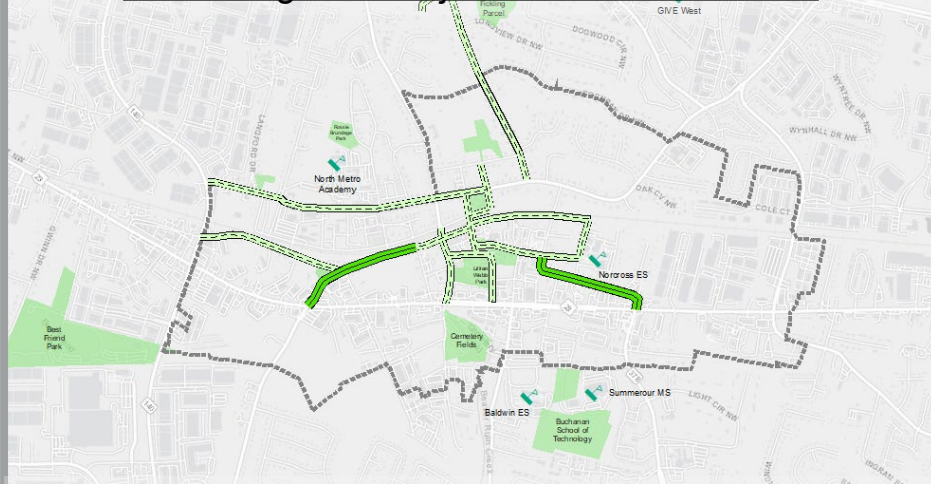


# TRANSPORTATION UPDATE

Project Prioritization & EV Charging Implementation

# LCI PROJECT REPRIORITIZATION

## Remaining Bike Projects from 2012 LCI List



### Bike Project Ranking Criteria



Cost



Crash History

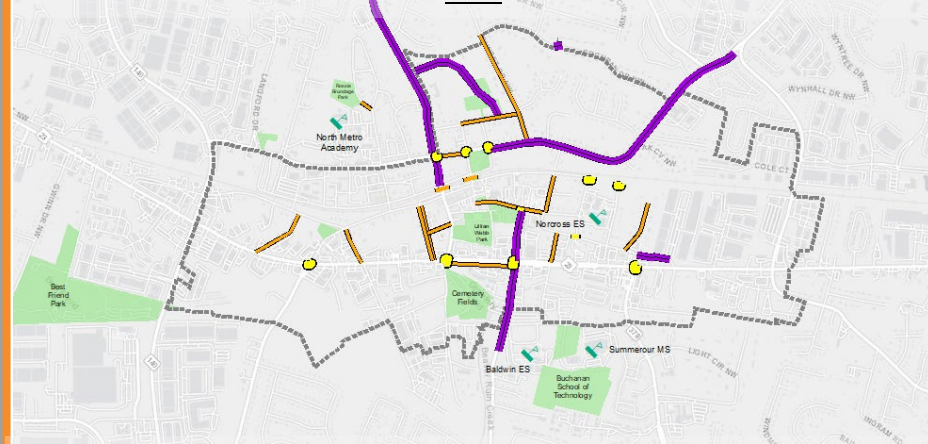


Existing Comfort (BLTS) Score



Change in Comfort (BLTS) Score

## Remaining Pedestrian / Trail Projects from 2012 LCI List



### Ped/Trail Project Ranking Criteria



Cost



Crash History



Ped Activity Level



Existing Comfort (PLTS) Score



Distance to School / Transit

## Remaining Non-Bike/Ped Projects from 2012 LCI

Extend Wingo Street to Beutell St

Roundabout at N Norcross Tucker Rd and S Peachtree St

Gateway Signage (6 locations)

Parallel parking Thrasher St from Holcomb Bridge Rd to Park Dr

# EV CHARGING IMPLEMENTATION

- **Potential Requirements**

- Require number of EV charging spaces based on total parking spaces
- EV-ready parking to have a dedicated electrical circuit for each spot, a conduit and wire, and electrical panels
- ADA requirements ensure that EV charging is accessible

- **EV Charger Siting:**

- Location, cost, permitting, electrical capacity, and property ownership are some factors to determine an ideal site for EV chargers
- EV charging levels should be determined by facility type:
  - Workplaces and housing: Level 1 and Level 2 charging
  - Public facilities (i.e., library): Level 2 and DC fast charging

# NEXT STEPS

- **Next Steering Committee Meeting**
  - **Meeting #4:** October 10<sup>th</sup>
  - **Meeting #5:** January 9<sup>th</sup>
- **Draft Content**
  - Draft Character Area Map
  - Draft Community Work Program
- **Public Engagement**
  - **August 22:** Curriculum Night at Summerour Middle School
  - **September 7:** Public Meeting
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# NORCROSS

IMAGINE OUR FUTURE

THANK YOU!