



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

POP-UP 3 SUMMARY

Pop-Up Details

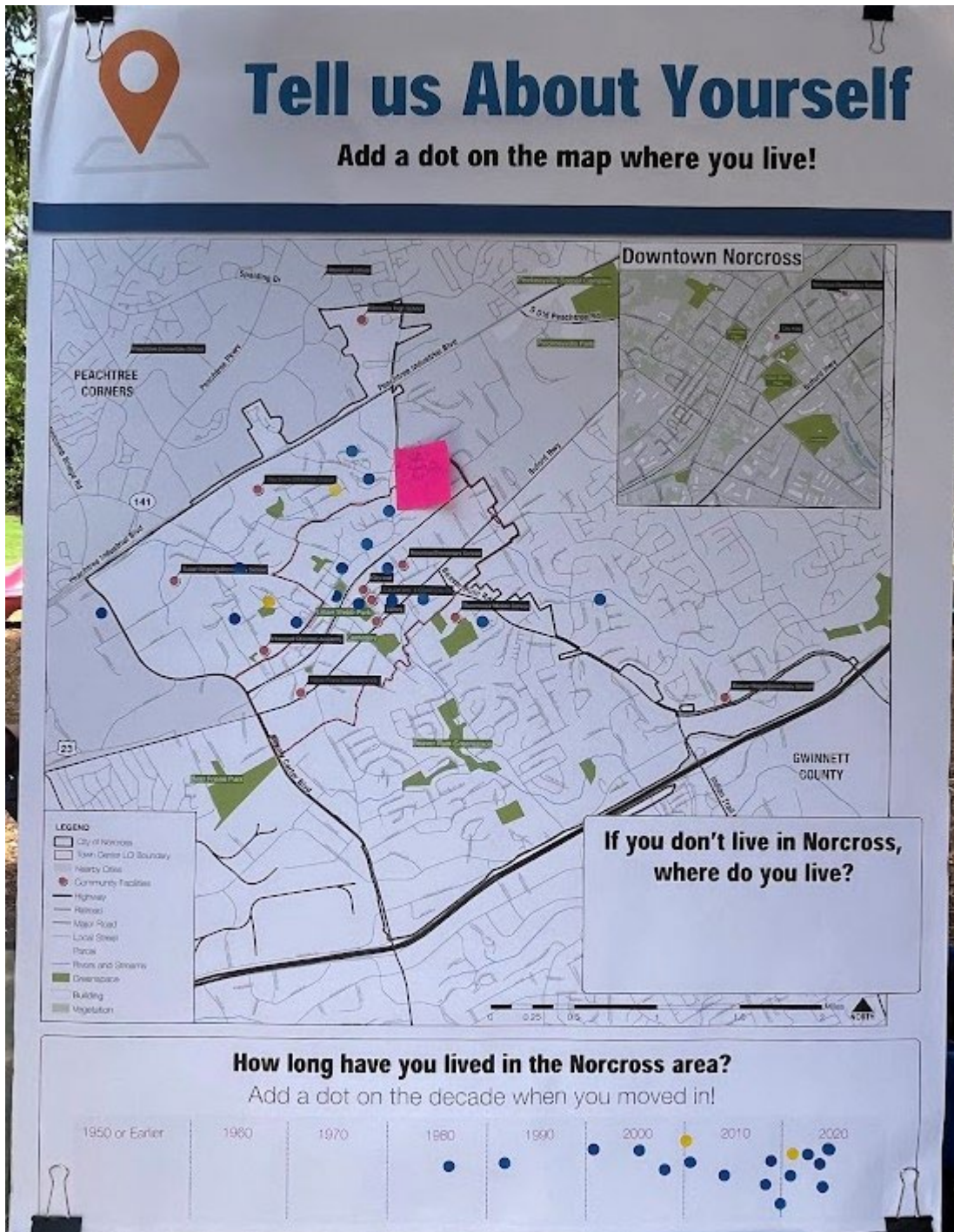
The pop-up event took place on July 29, from 11 a.m. to 1 p.m., at the Cookout with Council at Thrasher Park. This event provided an informal and casual setting for community members to interact with the Mayor, City Council, and planning team.



Who Participated?

Approximately 75 to 100 community members attended the Cookout with Council. Seventeen new community members signed up for the project email list, but several more stopped by the pop-up booth who were already signed up for the outreach list. As shown in Figure 1, participants indicated on a board where they live and how long they have lived in the area. Eight participants live north of the Town Center LCI study area, eight participants live within the LCI study area, one participant lives south of the LCI study area, and two participants live slightly outside of the city limits. Most of the participants moved to the Norcross area after 2000, with only two participants indicating that they have lived in the community prior to 2000.

Figure 1. Tell Us About Yourself Board



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Activities

The planning team collected public input through the following activities:

1. **Tell us About Yourself** – Gathered information about participants, including where they live and how long they have lived in the community.
2. **SWOT Board** – Solicited input on the City’s strengths, weaknesses, opportunities, and threats.
3. **Walkability Board** – Collected input on locations where community members want safe crossings over Buford Highway and the railroad.
4. **Art Activity** – Invited participants to decorate rocks, using paint marker pens, to represent their vision and desire for the City’s future.

Public Input

SWOT Activity

The SWOT activity presented a list of strengths, weaknesses, opportunities, and threats based on stakeholder and public participation to date. The pop-up attendees were asked to review the list and share additional ideas if they felt anything was missing.

Participants noted connectivity between downtown and the north area of Norcross, the City’s Green Communities certification, and its tree preservation efforts as strengths.

The weaknesses section included comments related to parking, stability of the Norcross power grid, speed limit enforcement, noise from the train horn, signals at crossings over the railroad, community amenities such as gym and active adult facilities, and the process to develop the South End. One person also noted a desire for more food trucks.

The comments added under the opportunities section elevated several of the weaknesses that were touched upon. One person identified a noise ordinance as an opportunity. Another person shared that Norcross could do more to address power outages and the cost of electricity. Residents also considered the potential for more general stores and bike/walking facilities as citywide opportunities.

Two threats that the community members noted were the dangerous three-way intersection at Holcomb Bridge Road and South Peachtree Street and increasing traffic (and its impacts such as noise pollution).

Figure 2. SWOT Input Board

SWOT Activity

Add your thoughts to the Strengths, Weaknesses, Opportunities, and Threats present in Norcross!

A SWOT Analysis is a method to identify internal (Strengths and Weaknesses) and external (Opportunities and Threats) factors an area faces. Below are some thoughts that we have heard so far.

STRENGTHS

Sense of Community	Diversity	Good Location	Historic Character	Small town feel
Approachable leadership	Walkable downtown	Family oriented	Inclusive	Good Public Safety
Schools	Parks	Community Events	Commitment to Sustainability	

Is there anything missing?
Write an idea on a sticky note and place it here!

Connectivity Downtown/North Area

Green Communities

WEAKNESSES

Traffic congestion	Downtown Parking	Lack of restaurants	Loss of institutional knowledge	Cultural under-representation
Transient Population	Planning fatigue	Pedestrian Infrastructure	Cost and mix of Housing	Loss of tree canopy

Is there anything missing?
Write an idea on a sticky note and place it here!

Need more local cafes/restaurants

Keep public parking spots

More green spaces

More walkable streets

OPPORTUNITIES

New Development	Cultural Arts Center	Smart City/Technology	Tourism/hospitality	Connectivity to mass transit
Regional connections to greenways	Cooperation with neighboring cities	Film Industry Growth	New Housing products	Cultural market diversity

Is there anything missing?
Write an idea on a sticky note and place it here!

Support of EV technology

People should pay for their own car charging - City should not subsidize

More stability to transit

More light @ train intersections, lower hpm sound

Is there anything that can be done to expedite the development of the South End? People stop the program!

THREATS

Perception	Lack of Senior Housing	Lack of Affordable Housing	Competition with Neighboring Cities	Lack of mass transit
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Is there anything missing?
Write an idea on a sticky note and place it here!

External political divide

Traffic - Sprawl

Location Stop sign

Local utilities

Helpful

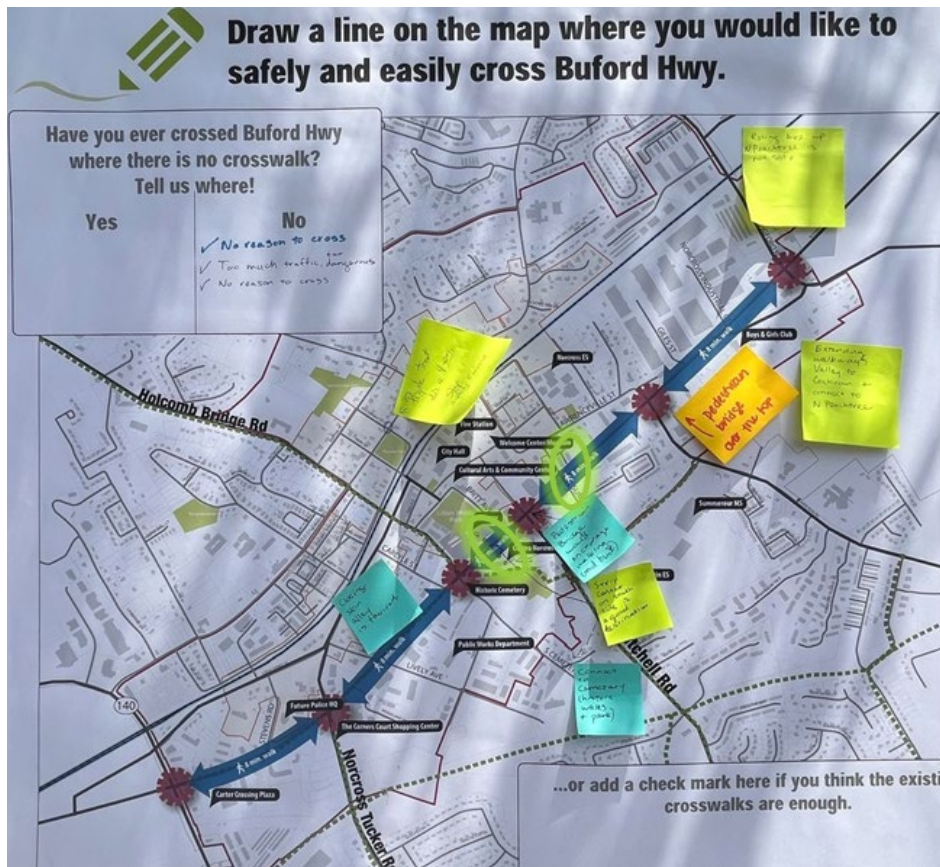
Walkability Activity

Several community members shared comments related to transportation needs for the Town Center, as listed below and portrayed in Figure 3:

- People support closing Skin Alley to vehicle traffic.
- A pedestrian bridge over Buford Highway at the Mitchell Road intersection would encourage walking. A mid-block crossing is also needed near this area.
- People want a pedestrian bridge for the Buford Highway-Beaver Ruin Road intersection.
- Riding bikes up North Peachtree Street is not safe.
- The strip center on the south side is a good destination.
- The North Peachtree Street-Buchanan Street intersection is treated as a four-way stop and is a safety concern.
- Support is strong for new pedestrian connections between the cemetery, park, and locations of historic significance.

The locations highlighted in green in Figure 3 show where participants felt new mid-block crossings on Buford Highway are needed. A few community members added comments stating that they have no reason to cross Buford Highway or that Buford Highway has too much traffic/is too dangerous to cross.

Figure 3. Walkability Activity



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Art Activity

At the pop-up, some community members painted rocks to share their ideas for the future. Children and adults alike dreamt big through this exercise, with ideas such as water features and other fun destinations.