



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

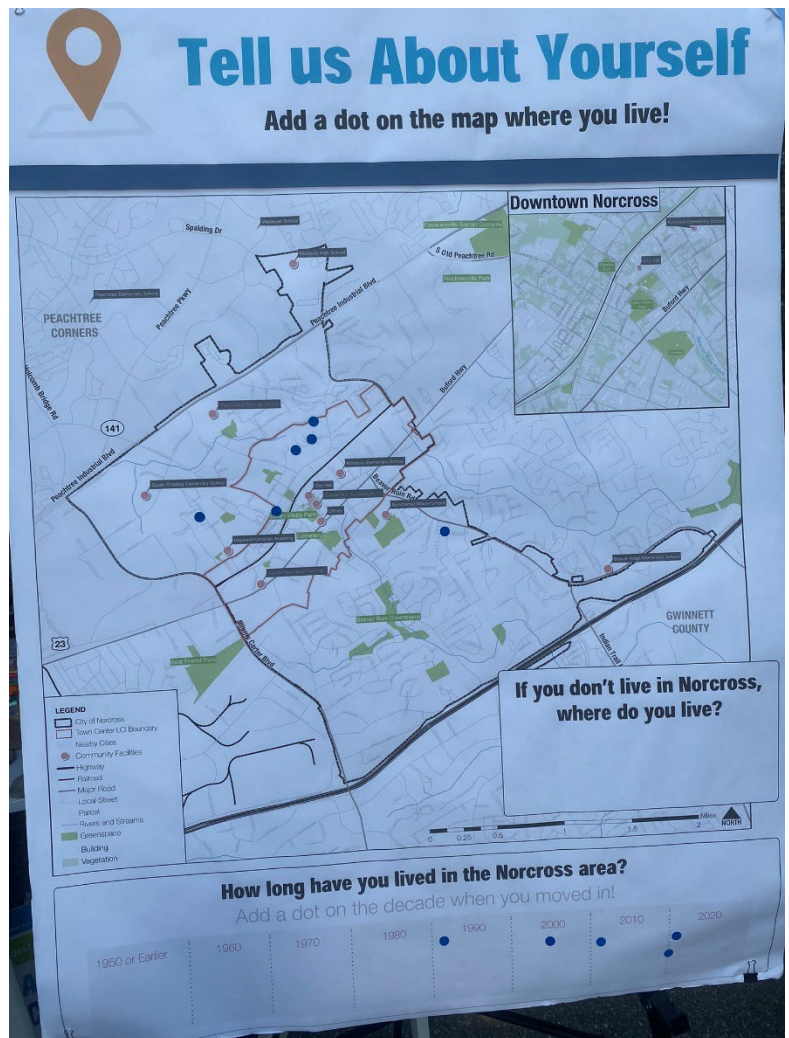
POP-UP 2 SUMMARY

Pop-Up Details

The pop-up event took place at the Bluesberry Beer and Music Festival in downtown Norcross. The planning team's booth was set up at the City Hall Drive-Through from 3 p.m. to 6 p.m.

Who Participated?

The project team spoke with a handful of interested participants. Nine people signed up to be on the project email list. Six people completed the "Tell Us About Yourself" exercise; of them, four lived within the Town Center LCI boundary, while the other two lived within a half-mile of the study area. Five people indicated how long they had lived in Norcross: one person moved to Norcross before 2000, one person moved to Norcross between 2000 and 2010, one person moved to Norcross between 2010 and 2020, and two people moved to Norcross after 2020.



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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. **Survey** – Tablets and hard copies were available for community members to complete the Norcross Visioning Survey at the Pop-Up. Handouts and business cards also included a QR code for the survey. Results of this survey will be summarized in a separate document.
5. **Art Activity** – Invited visitors to decorate rocks, using paint marker pens, to represent their vision and desire for the City’s future.

Public Input

SWOT Activity

Participants identified police response and lawn debris removal as strengths of the City.

Weaknesses include increased traffic due to development, leading to dangerous conditions at certain intersections, particularly at West Peachtree Street and Jimmy Carter Boulevard as well as at Georgetown Park Drive and Holcomb Bridge Road. A lack of bike paths and other amenities such as tennis, pickleball, a swimming pool, or a gym are holding back the City in some respondents’ eyes. An overly lengthy process to open new restaurants and frequent power outages are the final two concerns listed by participants.

Residents see an opportunity for increased beautification and gateway signage along Jimmy Carter Boulevard entering the City. Additionally, more cultural events and vendor opportunities would excite participants.

Regarding threats, participants noted the increased presence of graffiti and the lack of cleanup response. Additionally, one person expressed concern over density and excessive affordable housing diminishing property values. Another respondent felt high taxes could threaten the prosperity of the City, and a final comment indicated that “cooler” cities like Duluth and Roswell might detract from Norcross’s appeal.

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Figure 1. 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.

<h3 style="color: #0070C0;">STRENGTHS</h3> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td>Sense of Community</td> <td>Diversity</td> <td>Good Location</td> <td>Historic Character</td> <td>Small town feel</td> </tr> <tr> <td>Approachable leadership</td> <td>Walkable downtown</td> <td>Family oriented</td> <td>Inclusive</td> <td>Good Public Safety</td> </tr> <tr> <td>Schools</td> <td>Parks</td> <td>Community Events</td> <td>Commitment to Sustainability</td> <td></td> </tr> </table> <p>Internal</p> <p>Is there anything missing? Write an idea on a sticky note and place it here!</p> <p>Police Response</p> <p>Lawn Debris Removal</p>	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		<h3 style="color: #800000;">WEAKNESSES</h3> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td>Traffic congestion</td> <td>Downtown Parking</td> <td>Lack of restaurants</td> <td>Loss of institutional knowledge</td> <td>Cultural under-representation</td> </tr> <tr> <td>Transient Population</td> <td>Planning fatigue</td> <td>Pedestrian Infrastructure</td> <td>Cost and mix of Housing</td> <td>Loss of tree canopy</td> </tr> </table> <p>Is there anything missing? Write an idea on a sticky note and place it here!</p> <p>Increased Traffic due to development creating dangerous intersections - West Peachtree + Jimmy Carter - West Peachtree + Mitchell Park</p> <p>Lack of Biking Path</p> <p>NO Amenities for Forec. Tennis Pickleball Pool/summery Gym</p> <p>It takes too long to open new restaurants</p> <p>Frequency of Power Outages</p>	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
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Helpful
Harmful

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Walkability Activity

One participant indicated that they had crossed Buford Highway before in a location without a crosswalk. Another felt that the existing crosswalks are enough. Other comments left by participants on the walkability board did not pertain directly to pedestrian safety. These comments discussed the following transportation needs:

- New developments and the Brookhaven Innovation Academy have created undesirable traffic conditions at the intersections of Holcomb Bridge Road and Georgetown Park Drive, as well as the intersection of Jimmy Carter Boulevard and West Peachtree Street. This community member spoke with the planning team about the need to study traffic solutions at these intersections, such as roundabouts, traffic lights, and stop signs.
- Another comment expressed the desire to open the Hunter-Walker Trail to bicycles, e-bikes, and scooters for better access from Hunter Street to the downtown area. A related comment said that wider sidewalks are needed, especially on streets that help you get into town, such as Hunter and Autry.

Art Activities

Some people participated in the rock painting activity, decorating their rocks to show ideals like natural beauty, diversity and harmony among residents, and abundant housing opportunities for all who wish to call Norcross home.

Figure 2. Rock Art Photos

