



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.

Internal

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!

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!

External

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
- Support of EV technology

Is there anything missing?

Write an idea on a sticky note and place it here!

THREATS

- Perception
- Lack of Senior Housing
- Lack of Affordable Housing
- Competition with Neighboring Cities
- Lack of mass transit
- External political divide

Is there anything missing?

Write an idea on a sticky note and place it here!

Helpful

Harmful

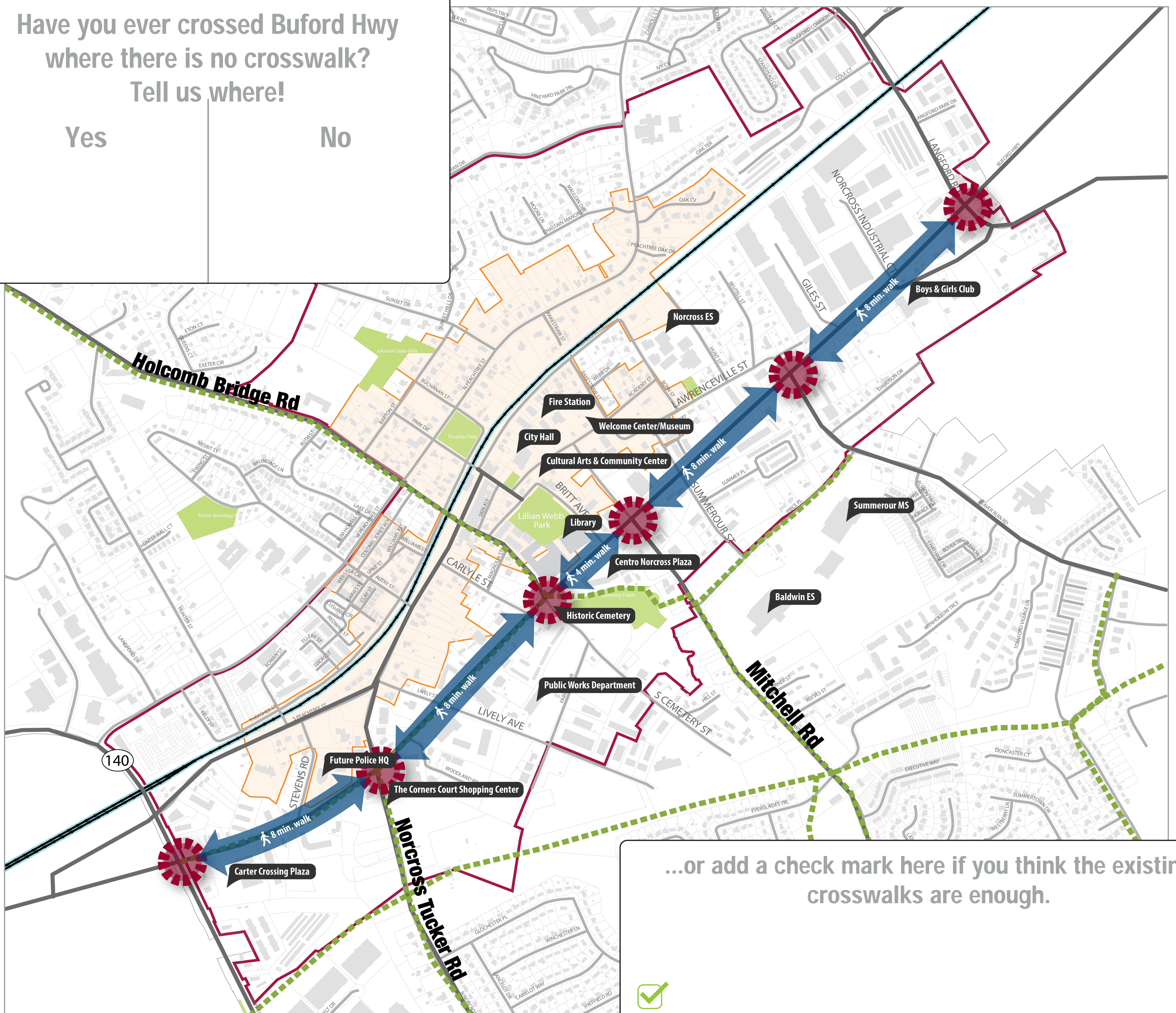


How can we make the Town Center more walkable?









Draw a line on the map where you would like to safely and easily cross Buford Hwy.

Have you ever crossed Buford Hwy where there is no crosswalk? Tell us where!

Yes	No
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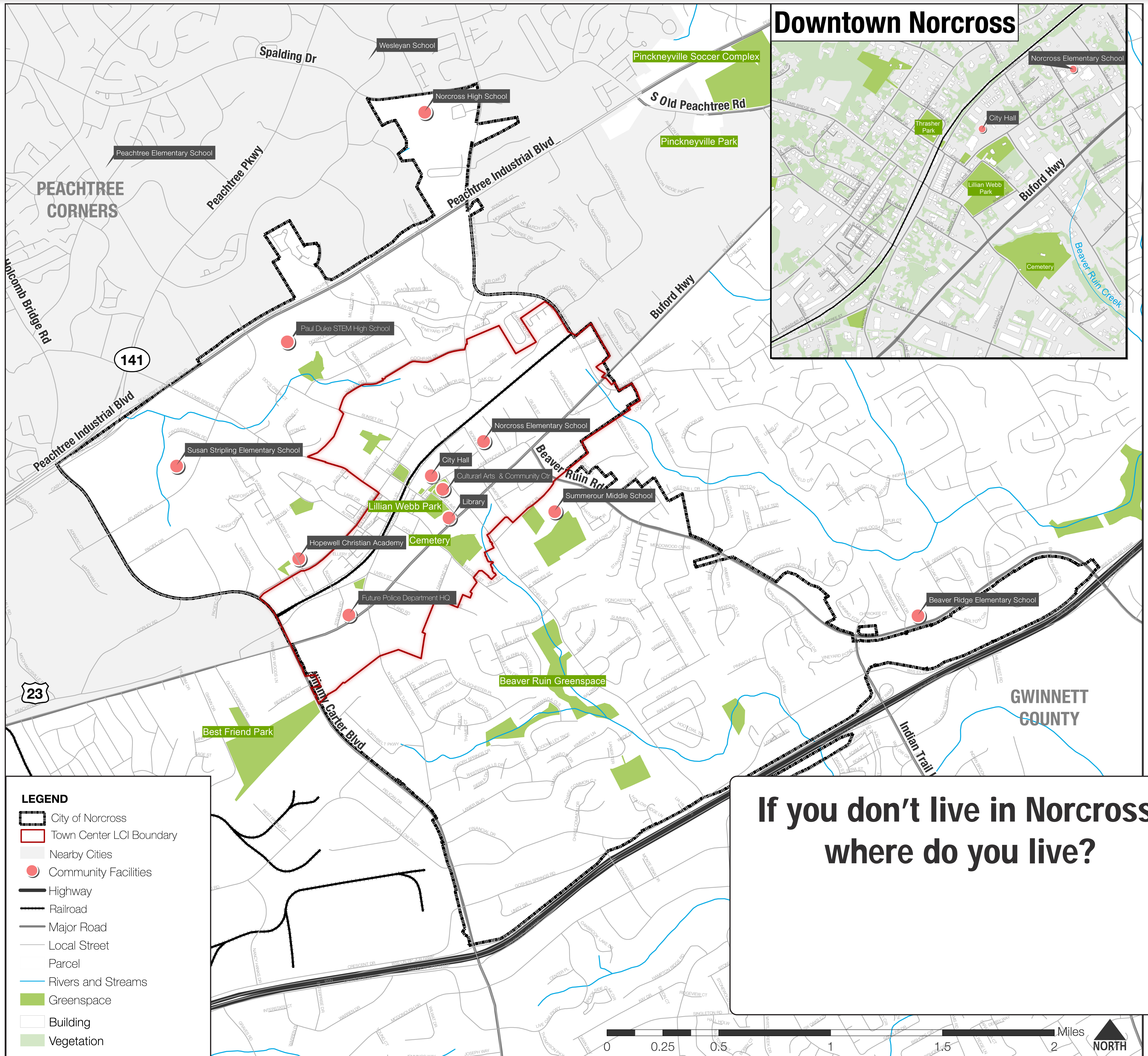
...or add a check mark here if you think the existing crosswalks are enough.

-  Norcross City Limit
-  Railroad
-  Existing Crosswalk
-  Building
-  Greenspace
-  Proposed Greenway (Mixed Facilities)
-  Major Road
-  LCI Area
-  Local Street
-  Historic District



Tell us About Yourself

Add a dot on the map where you live!



How long have you lived in the Norcross area?

Add a dot on the decade when you moved in!

