



NORCROSS

IMAGINE OUR FUTURE

Updates to the Town Center LCI and 2040 Comprehensive Plan

Steering Committee Meeting #2

May 9, 2023



Agenda

6:30 Welcome and Introductions

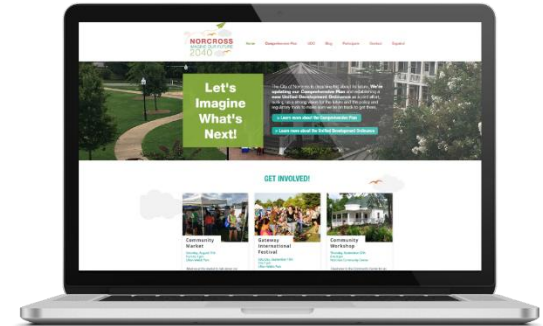
6:40 Project & Engagement Updates

7:00 Existing Conditions Highlights & Discussion

- General Overview of Recent Trends
- Safe & Complete Streets
- Electric Vehicles

8:00 Small Group Map Discussions

8:20 Next Steps and Public Comments



www.imagineourfuture.org

PROJECT UPDATES

Three Step Planning Process



Goal is to complete draft documents by the end of the year

Step 1 - Existing Conditions Assessment

- Validate vision
- Review past studies and reports
- Stakeholder interviews
- Market trends and demographics
- Pedestrian safety assessment
- Electric vehicle overview

Goal of Tonight's meeting

- To review highlights from the data collected
- To identify needs and opportunities that will be addressed in the planning effort
- To determine next steps

SWOT Analysis

	Helpful	Harmful
Internal	Strengths	Weaknesses
External	Opportunities	Threats

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

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

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

Threats

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

PUBLIC ENGAGEMENT

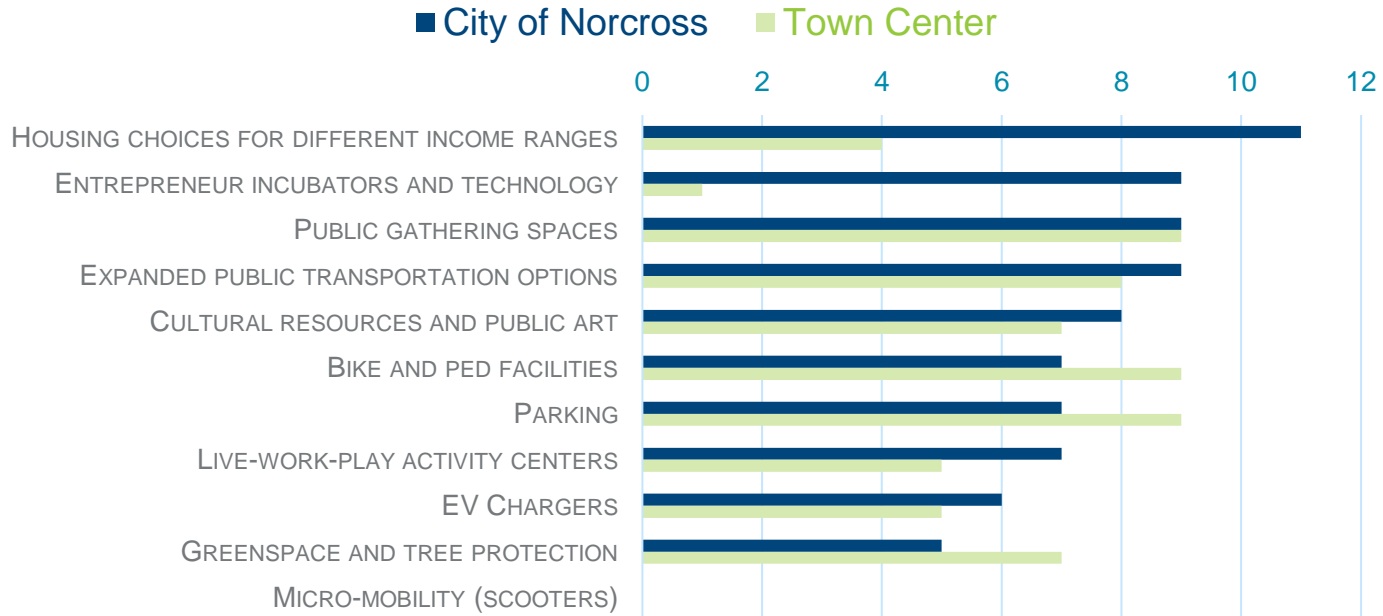
What We've Heard So Far

Pop-Up #1

Thank you for hosting us at 45 South, Ralph!



Pop-Up #1 What We Heard: Priorities



Survey #1

- Open beginning April 3 through June 15
- Online versions in English and Spanish accessible at website
- Hard copies in English and Spanish available at the library

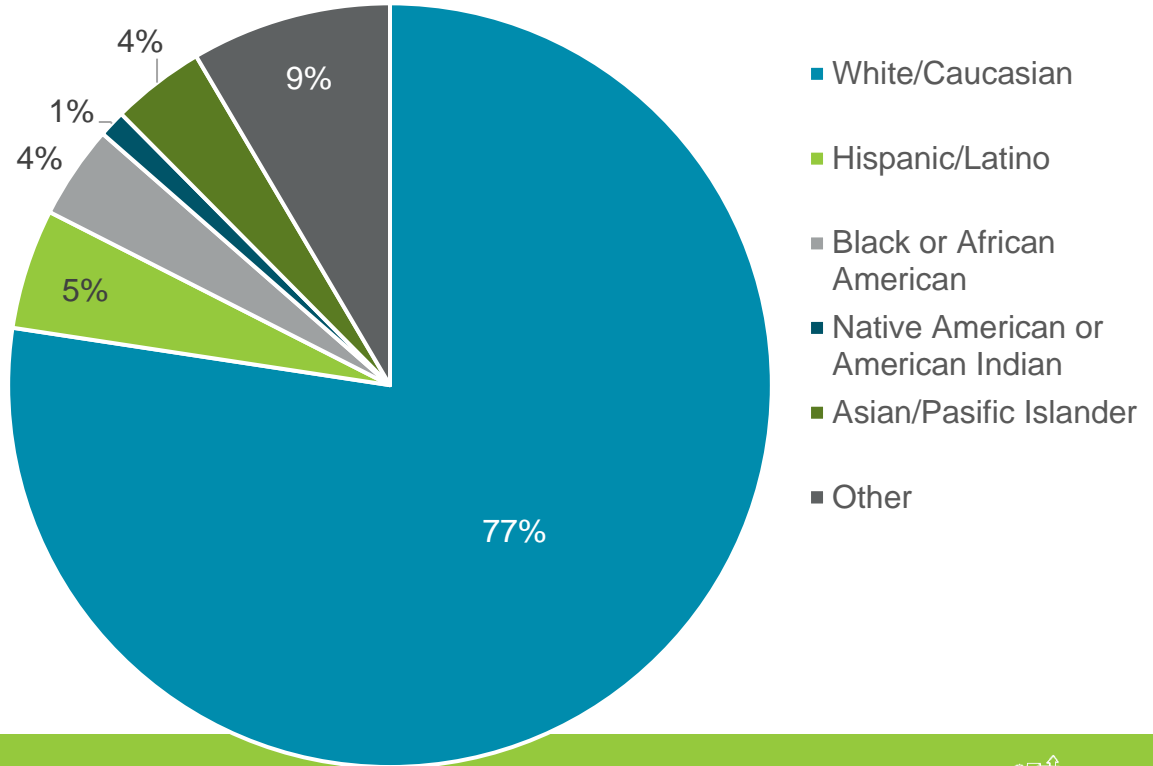
Survey #1 – Who We're Hearing From

- **191 participants** have answered at least one question
- **No Spanish Surveys have been completed**
- Participants overview:
 - 92% live in the 30071 Zip code
 - 93% own their place of residence
 - 90% live in Norcross full-time
 - 18% work, go to school, or own a business in Norcross
 - 20% visit Norcross for events, restaurants, and shopping

Survey #1 – Who We're Hearing From

Age Range	% (Total #)
18 - 24	1% (2)
25 - 34	22% (38)
35 - 44	25% (43)
45 - 54	16% (28)
55 - 64	22% (39)
65+	14% (24)

Annual Household Income	%
Over \$150,000	51%
Between \$100,000 and \$150,000	27%
Between \$75,000 and \$99,999	13%
Less than \$75,000	9%

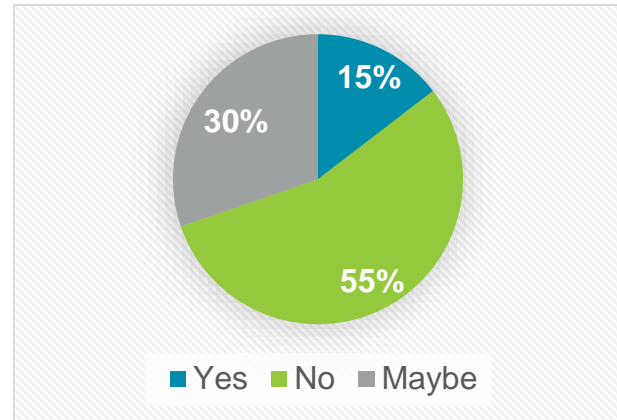


Survey #1 – Preliminary Insights Transportation

Top Transportation Issues/Opportunities in Town Center

Options	%	Count
Lack of parking	59%	110
Reducing vehicular congestion	58%	108
Safer railroad crossings	43%	80
Safer pedestrian crossings	42%	78
Safer bicycling facilities	32%	60
Transit options (e.g., bus stops, circulator shuttle, etc.)	26%	49
Golf cart access	22%	40
Other (please specify)	9%	16

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



Survey #1 – Preliminary Insights Mobility

Walking in Town Center

Answer Choices	%	Count
Very Comfortable	66%	122
Somewhat Comfortable	31%	57
Not Comfortable	2%	4
Not Interested	1%	2

Barriers to Walking

Answer Choices	%	Count
Nothing - I walk as much as I want	59%	108
Lack of sidewalks / paths	25%	46
I feel unsafe crossing streets	21%	38
I don't live close enough to parks / shops / entertainment	13%	24
Other (please specify)	13%	24
Crime	5%	9

Barriers to Biking

Answer Choices	%	Count
Lack of bike lanes / paths	47%	74
I feel unsafe using the current bike facilities	26%	41
Nothing - I bike as much as I want	25%	39
Other (please specify)	21%	34
Lack of bike parking	15%	24

Survey #1 – Preliminary Insights EVs

- 15% (28 participants) have purchased or leased an electric vehicle
- 51% (95 participants) have thought about buying or leasing an EV
- 90% (85 participants) support City pursuing federal funding for EV charging stations

Where EV Users Charge

Location	%
At home	81%
At work	3%
Other public chargers	16%

Barriers to Driving EV

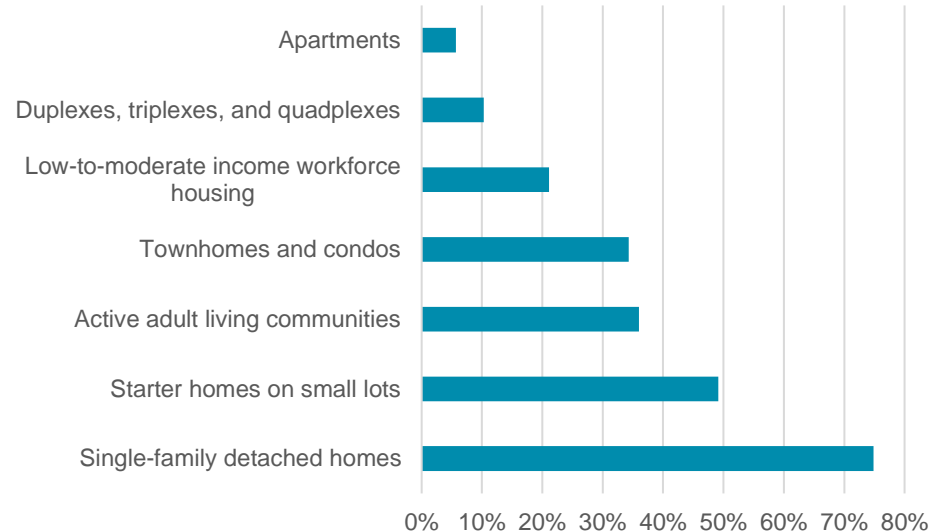
Answer Choices	%
Too expensive	51%
Lack of charging stations in Norcross	44%
Other (please specify)	29%

Survey #1 – Preliminary Insights Future Development + Priorities

Priority	Ranking
Greater selection of unique shops and restaurants	4.15
More outdoor gathering spaces	3.35
More parking	2.93
More cultural and educational programming	2.8
Signage and other tourism-focused efforts to highlight the city's historic assets	2.66
More housing options	2.37

41% support City enabling more workforce housing through future development and zoning policies

Housing Types Would Like to See More of



Awareness Campaign & Partner Engagement

- Yard signs/banners rotating to different locations around the city.
- Following community partners asked to share info about survey:
 - Latin American Association
 - Amigos de la Comunidad
 - Young Norcross
 - Norcross Cooperative Ministries
 - Norcross PDC (Progressive Development Committee)
 - Good Samaritan

PUBLIC ENGAGEMENT

Art Inclusion – Help us choose and execute!

Art Ideas

Chalk Walk

Potentially on Skin Alley or sidewalks along S Peachtree Street

Project team to start art walk and partners asked to contribute, along with public

Chalk and walk set up during busy weekend or during event in Town Center



Art Ideas

Makers Month Collaboration

Project team would provide some materials, but community members will also be asked to get creative and bring household items that can be used to make art tied to Imagining Our Future (Town Center or Citywide)



Art Ideas

Rocks and/or Stepping Stones Painting Activity

Project team would provide materials; community members will be asked to decorate rocks as to speak to future of city

Potential to set up a scavenger hunt in Town Center



Art Ideas

Art Contest

Collect drawings and other art media in a collection box or bulletin board at library.

Digital submissions can also be collected through project website.

Gift card as award for top submitters, based on Committee vote.



Art Ideas

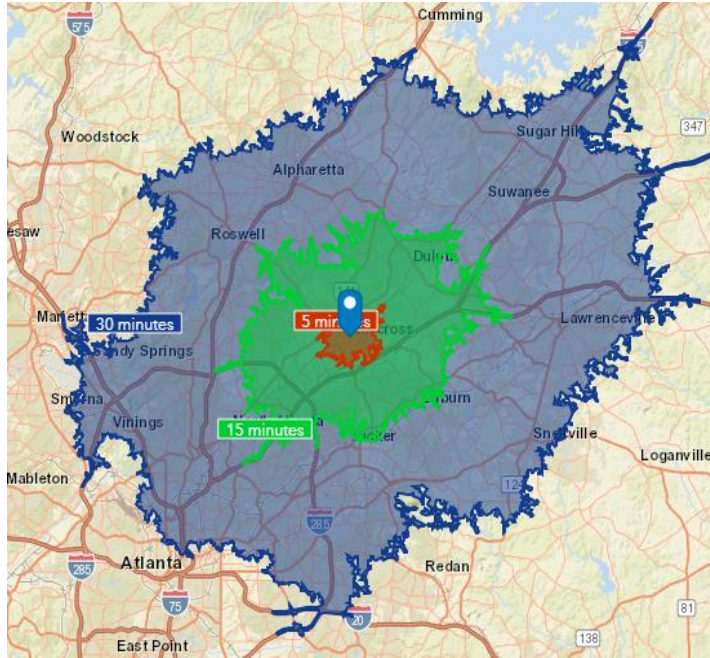
Art & Archives

Submit art/photos and a story about why Norcross is special to you (specifically targeting different groups, such as kids and seniors)



EXISTING CONDITIONS HIGHLIGHTS AND DISCUSSION

2022 Population



- Norcross – 18,534
- Gwinnett County – 990,563
- Within 5 min drive time – 21,138
- Within 15 min drive time – 396,488
- Within 30 min drive time - 2,071,170

Projected Population

2022 Total Population

18,534

Norcross

990,563

Gwinnett County



2027 Projected Total Population

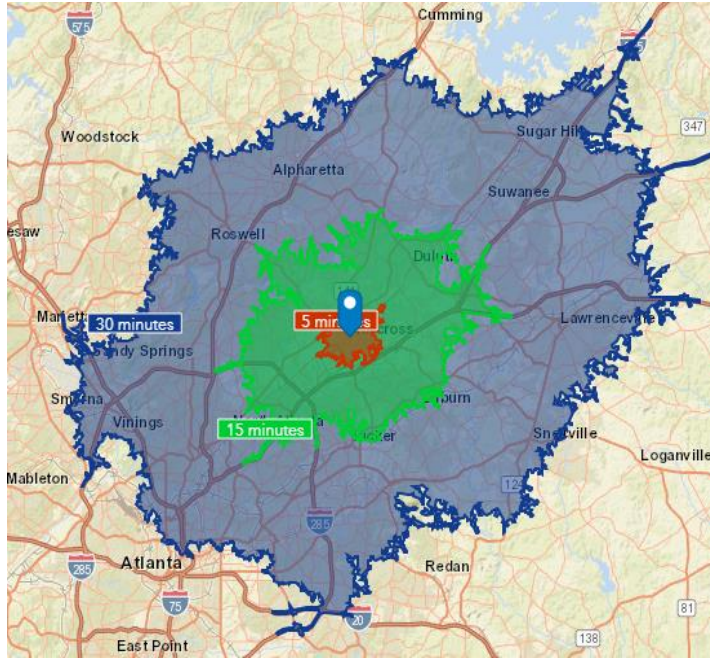
19,044

Norcross

1,029,515

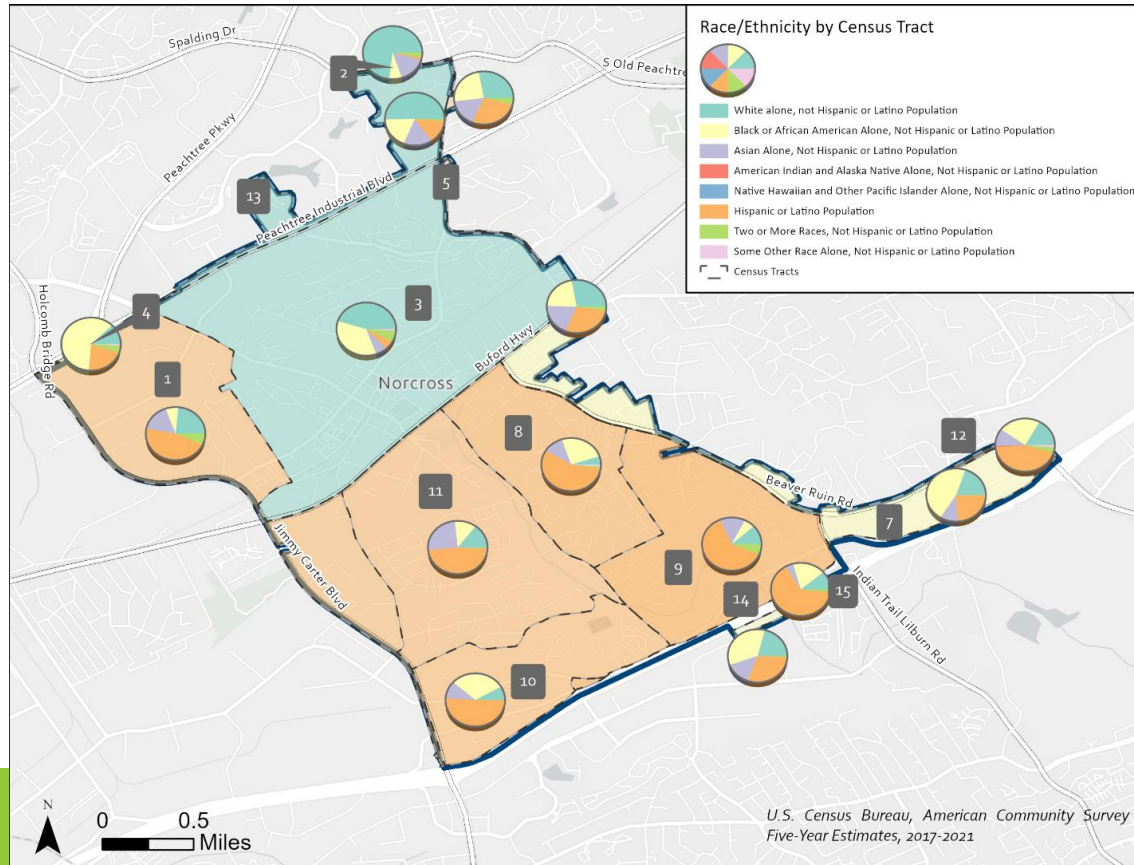
Gwinnett County

2022 Per Capita Income



- Norcross – \$29,894
- Gwinnett County – \$35,894
- Within 5 min drive time – \$29,470
- Within 15 min drive time – \$38,294
- Within 30 min drive time - \$52,362

Predominate Race/Ethnicity by Census Tract



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

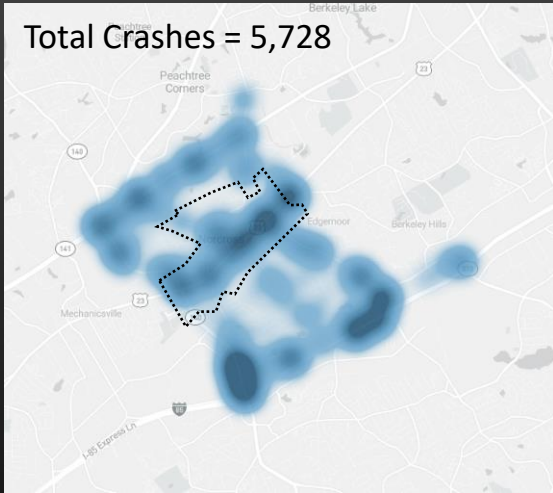
- 6,485

PEDESTRIAN SAFETY ASSESSMENT

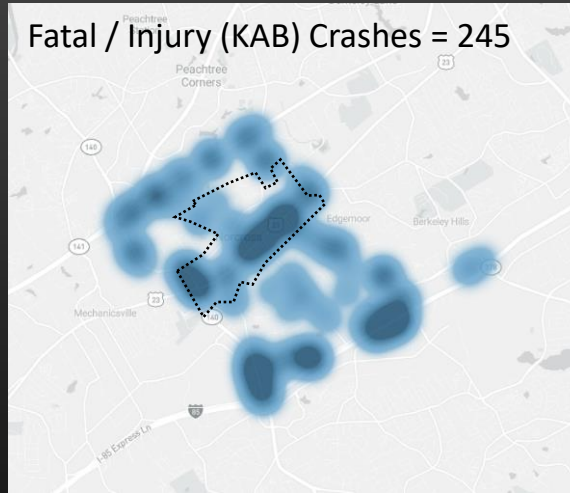
Crash History (2017-2021)

Data Source: GDOT
Numetric

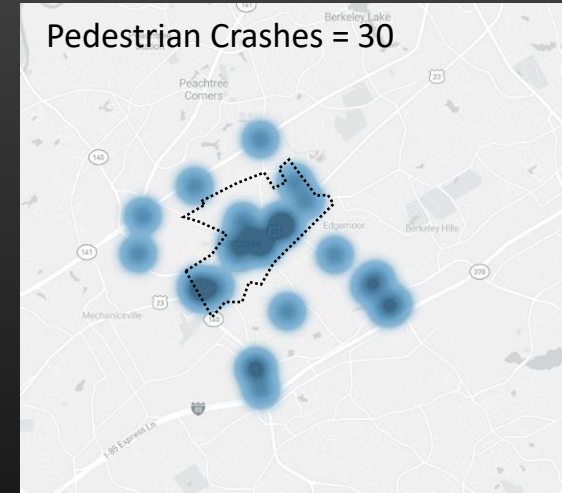
Total Crashes = 5,728



Fatal / Injury (KAB) Crashes = 245



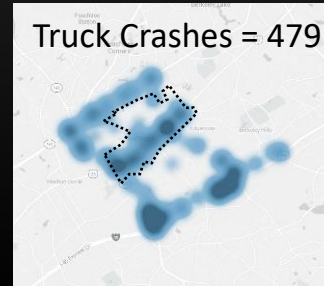
Pedestrian Crashes = 30



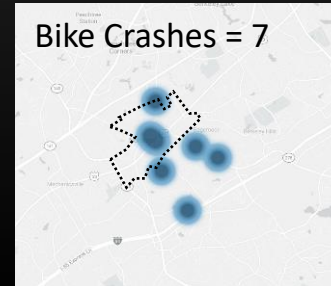
Summary of Findings:

- As would be expected, more crashes occur on high volume roadways than on low volume roadways due to exposure
- LCI intersections along Buford Highway appear to have a disproportionately higher percentage of fatal and injury crashes
- The LCI boundary contains 17 of the 30 pedestrian related crashes in the city limits

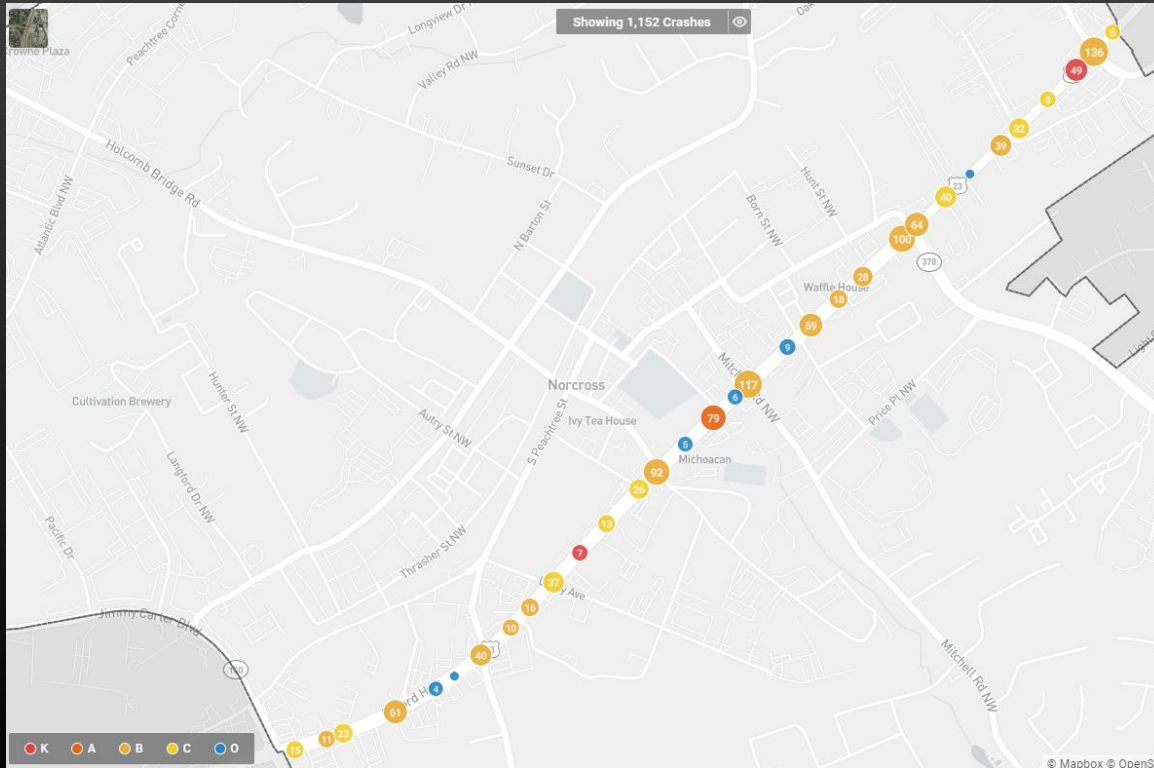
Truck Crashes = 479



Bike Crashes = 7

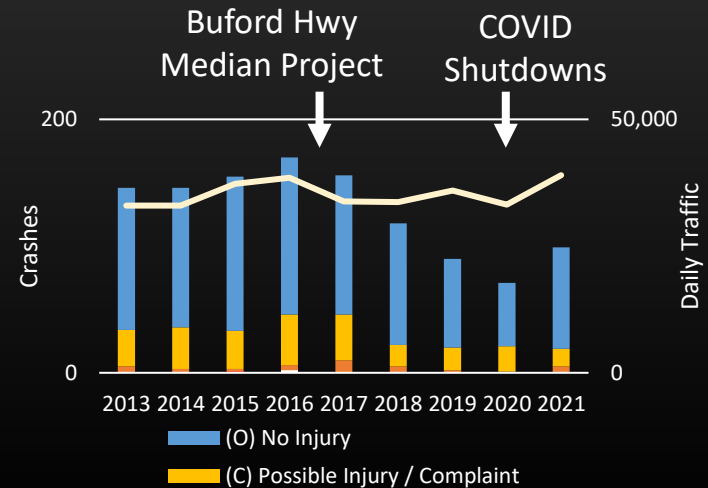


Buford Highway Crash History (2013 - 2021)

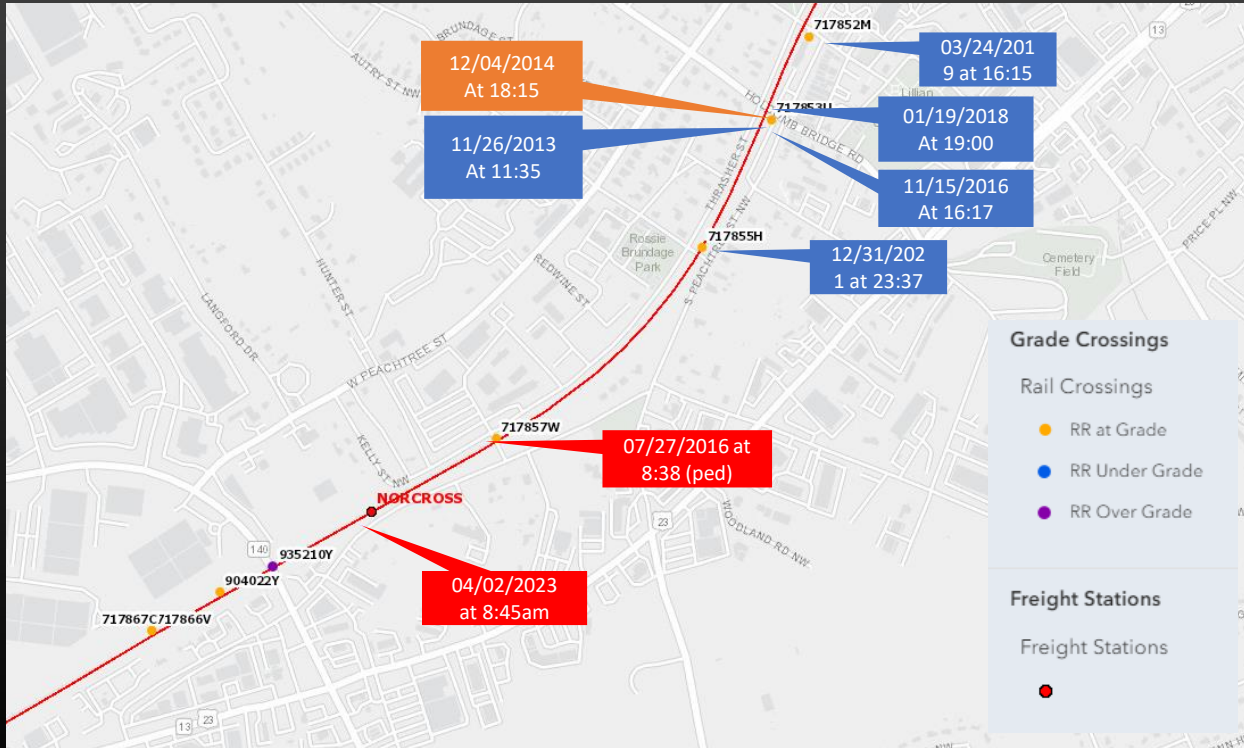


Summary of Findings:

- Significant reduction in vehicle crashes after the Buford median project was completed in 2017
- Rear-end and angle crashes were reduced by around 50%



Railroad Inventory and Crash History



Summary of Findings:

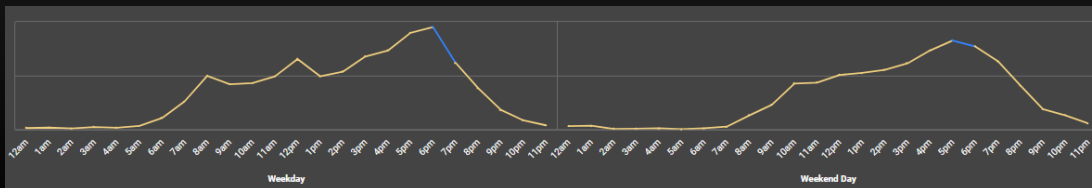
- Primary Operating Railroad: Norfolk Southern
- Other Operators: Amtrak
- Daily Day Trains (6AM-6PM) = 9
- Daily Night Trains (6PM-6AM) = 8
- Total Switching Trains = 7
- Seven train crashes in past 10 years (one fatal crash with pedestrian)



LCI Pedestrian Activity

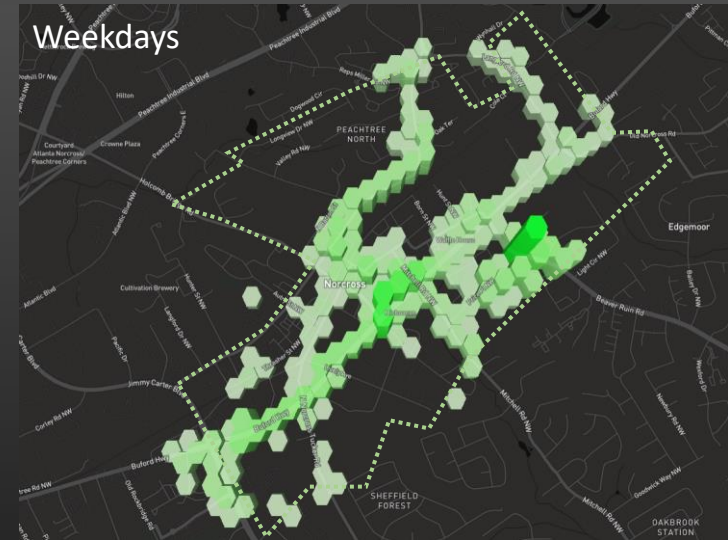
Summary of Findings:

- Weekday and weekend pedestrian activity is highest between 4:00pm-7:00pm
- Weekend pedestrian activity is more concentrated around the downtown area and streets surrounding Lilian Webb Park
- Weekday pedestrian activity also includes high activity around Summerour Middle School and more walking along Buford Highway and other streets
- Corridors with the higher pedestrian activity include:
 - Buford Highway
 - North Peachtree St
 - Langford Road
 - Mitchell St
 - Beaver Ruin Rd
 - South Peachtree St
 - Price Place
 - Jimmy Carter Blvd

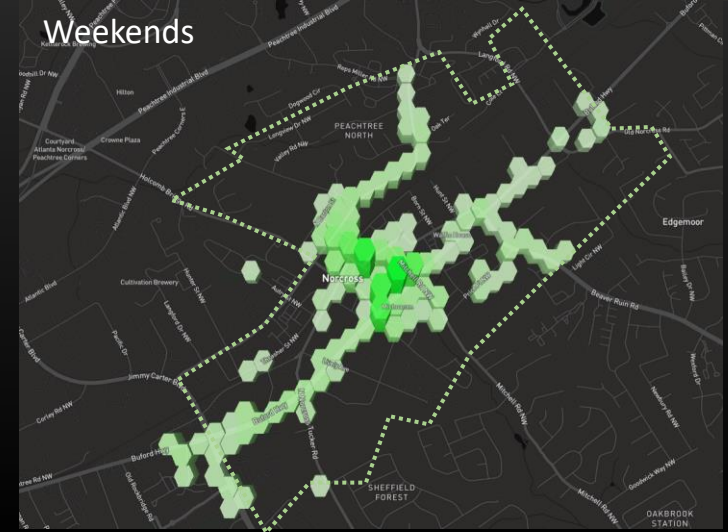


StreetLight Probe Date (March – April 2022)

Weekdays



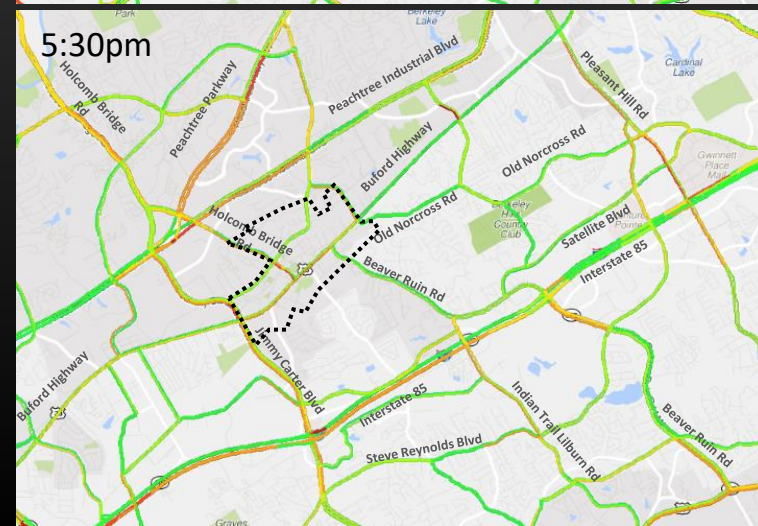
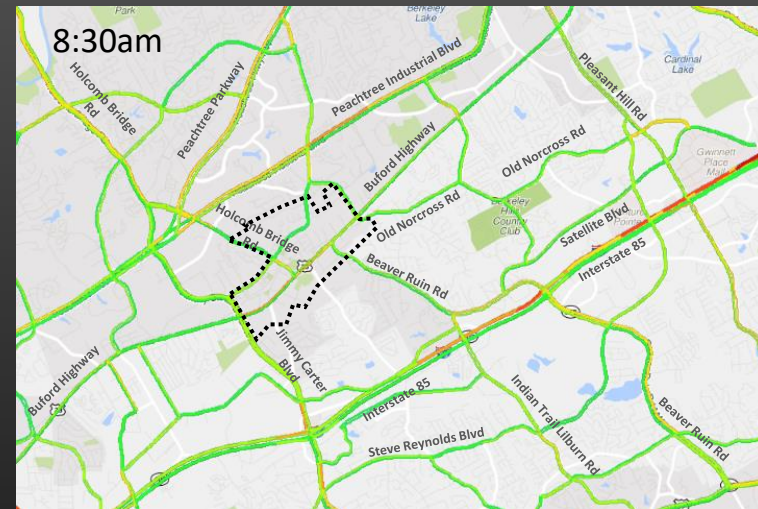
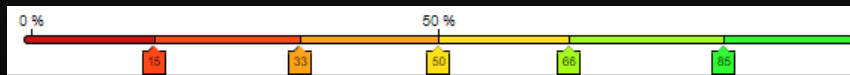
Weekends



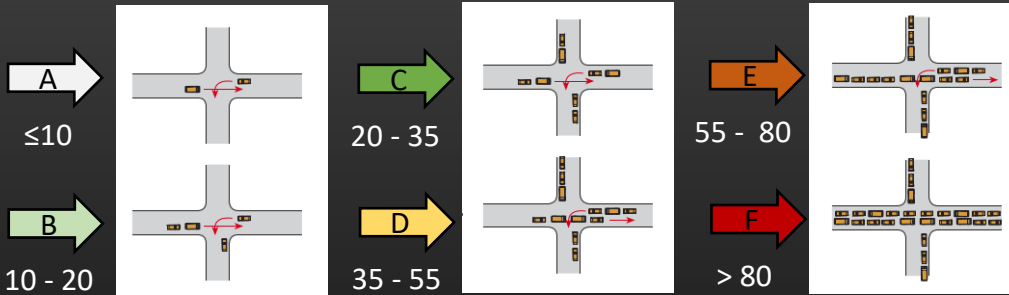
Traffic Congestion (Percent of Free-Flow Speed)

Summary of Findings:

- Evening peak has more congestion in the LCI Boundary, especially along
 - Buford Hwy (eastbound)
 - Holcomb Bridge Rd (southbound)
 - Jimmy Carter Blvd (southbound)
 - Old Norcross Road (southbound)
- Outside the LCI area, major congested roadways include: Peachtree Pkwy, Peachtree Ind Blvd, Pleasant Hill Rd, and I-85
- Buford Highway appears most congested between Jimmy Carter Boulevard and Beaver Ruin Road

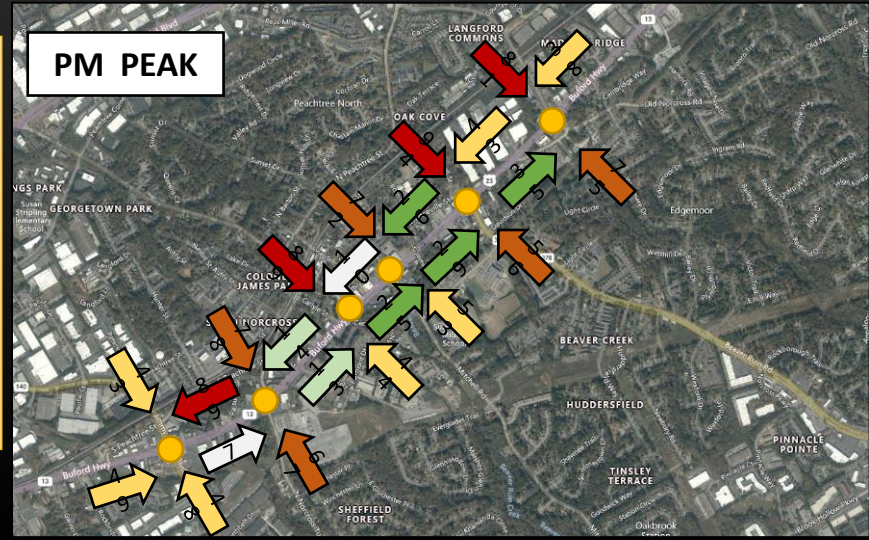
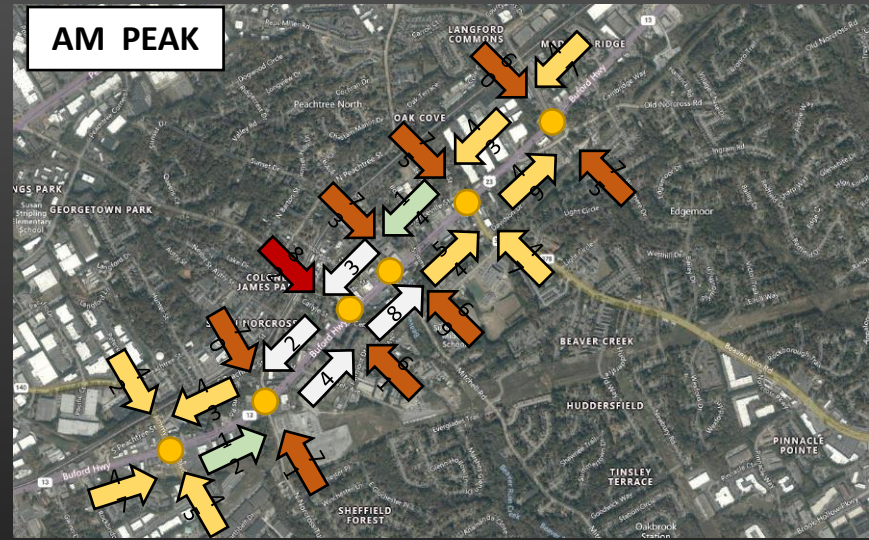


Level of Service (Vehicle Delay / wait time)



Summary of Findings:

- Overall LOS for all intersections is “D” or better, except for Old Norcross Road, which is operating at LOS “E”
- Westbound approach on Buford Hwy in PM peak is LOS “F”, but is also the lightest approach at the intersection for that period
- Significant PM queues on Langford Road and Holcomb Bridge Road



Average Daily Traffic Volume (2021)



Summary of Findings:

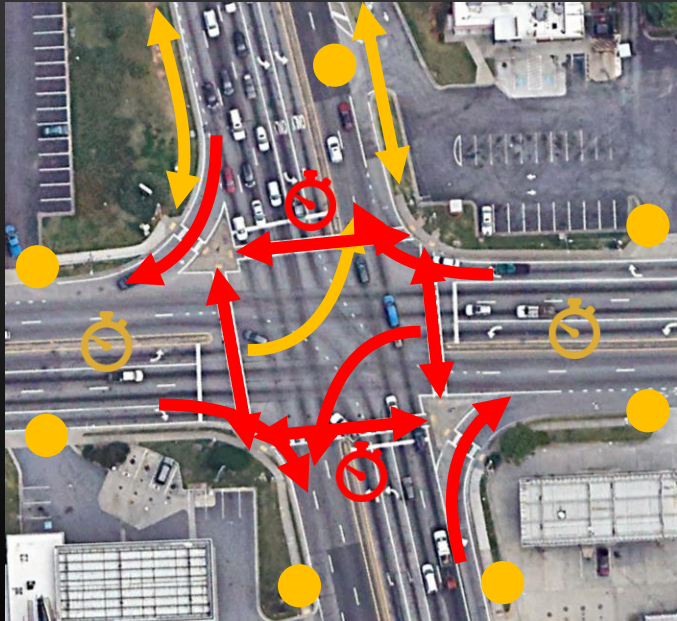
- Buford Highway has a wide range of demands from west of Jimmy Carter Blvd to east of Old Norcross Road
- Table of 2021 daily traffic estimates:

ROADWAY	VEHICLES PER DAY
Jimmy Carter Boulevard	31,500 - 36,000
Beaver Ruin Road	23,000
Buford Highway	14,100 - 27,100
Langford Road	15,400
Old Norcross Road	7,900
Holcomb Bridge Road	6,800 - 9,000
South Cemetery Street	5,600
Mitchell Road	1,800 - 8,000
North Norcross Tucker Road	1,800 - 5,600
Jones Street Northwest	3,300
Lawrenceville Street	2,800 - 3,900
West Peachtree Street	1,100 - 2,900
South Peachtree Street	1,100 - 2,100

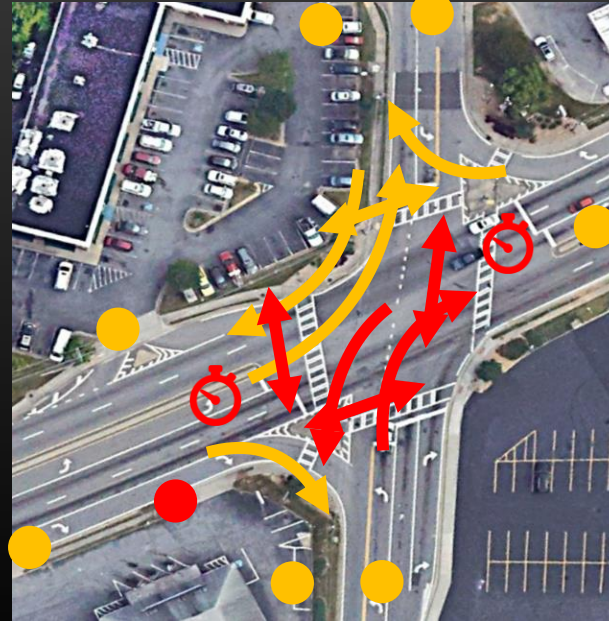
Pedestrian Design Flag Assessment for Buford Highway Crossings

Summary of Findings:

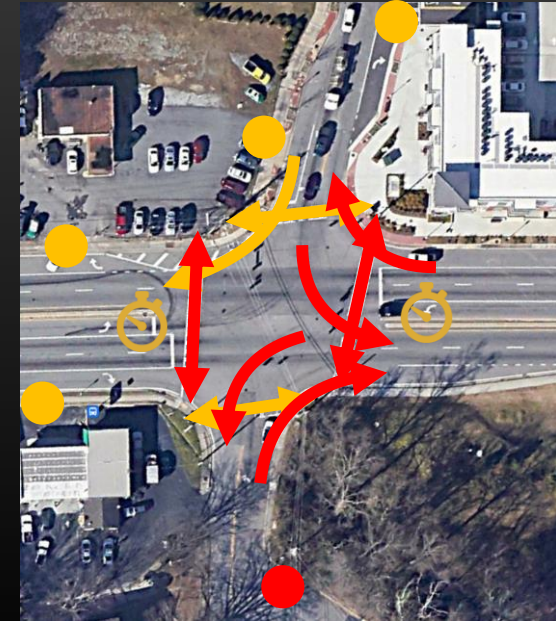
- Pedestrian design flags (NCHRP 948) were used to identify areas of potential safety or discomfort for pedestrians at the Buford Highway intersections
- 13 yellow/red flags are assess on each crosswalk (includes turning volumes and speeds, wait times, crossing distances, driveway conflicts, and more)



Jimmy Carter Boulevard



N Norcross Tucker Rd



Holcomb Bridge Rd / S Cemetery St

Pedestrian Design Flag Assessment for Buford Highway Crossings

3 crashes
(2 injuries, 1 fatal)



Jimmy Carter Boulevard

0 crashes



N Norcross Tucker Rd

0 crashes



Holcomb Bridge Rd / S Cemetery St

3 crashes
(2 injuries, 1 fatal)



Mitchell Street

3 crashes
(3 injuries)

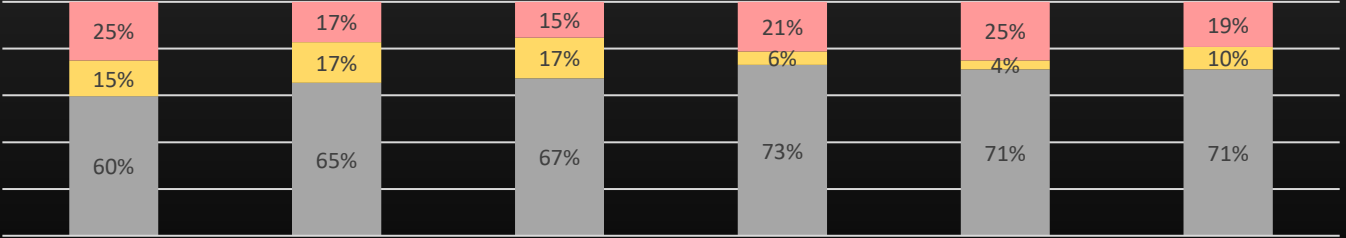


Lawrenceville St / Beaver Ruin Rd

1 crashes
(1 injury)



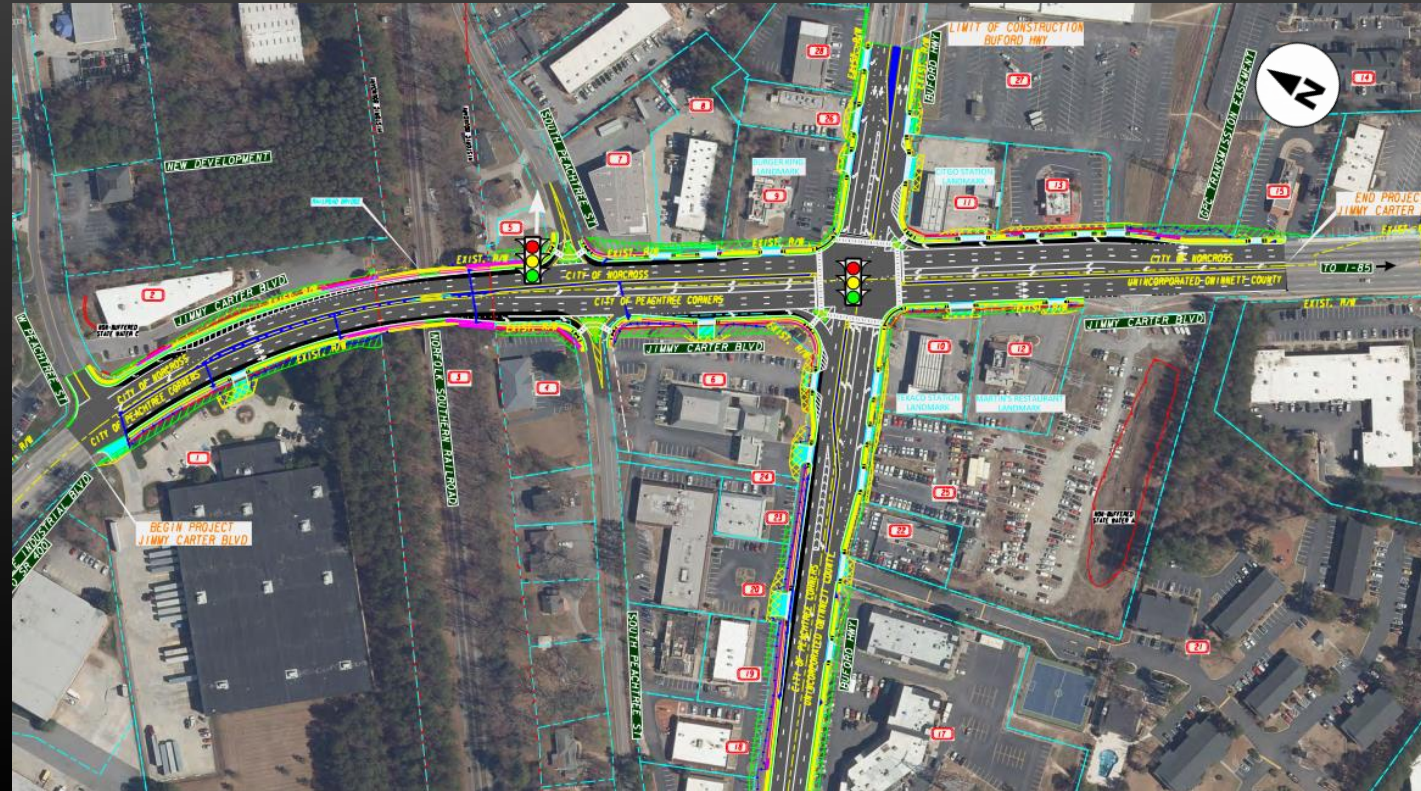
Langford Rd / Old Norcross Rd



None Yellow Flags Red Flags

- Summary of Findings:**
- In the five years between 2017-2021 there have been 10 reported pedestrian crashes at these intersection (all of which included an injury or fatality)
 - Jimmy Carter, Mitchell Street, and Beaver Ruin Road have the highest pedestrian crashes
 - Jimmy Carter, Mitchell Street, and Beaver Ruin Road have the highest proportion of red design flags

Adjacent Projects

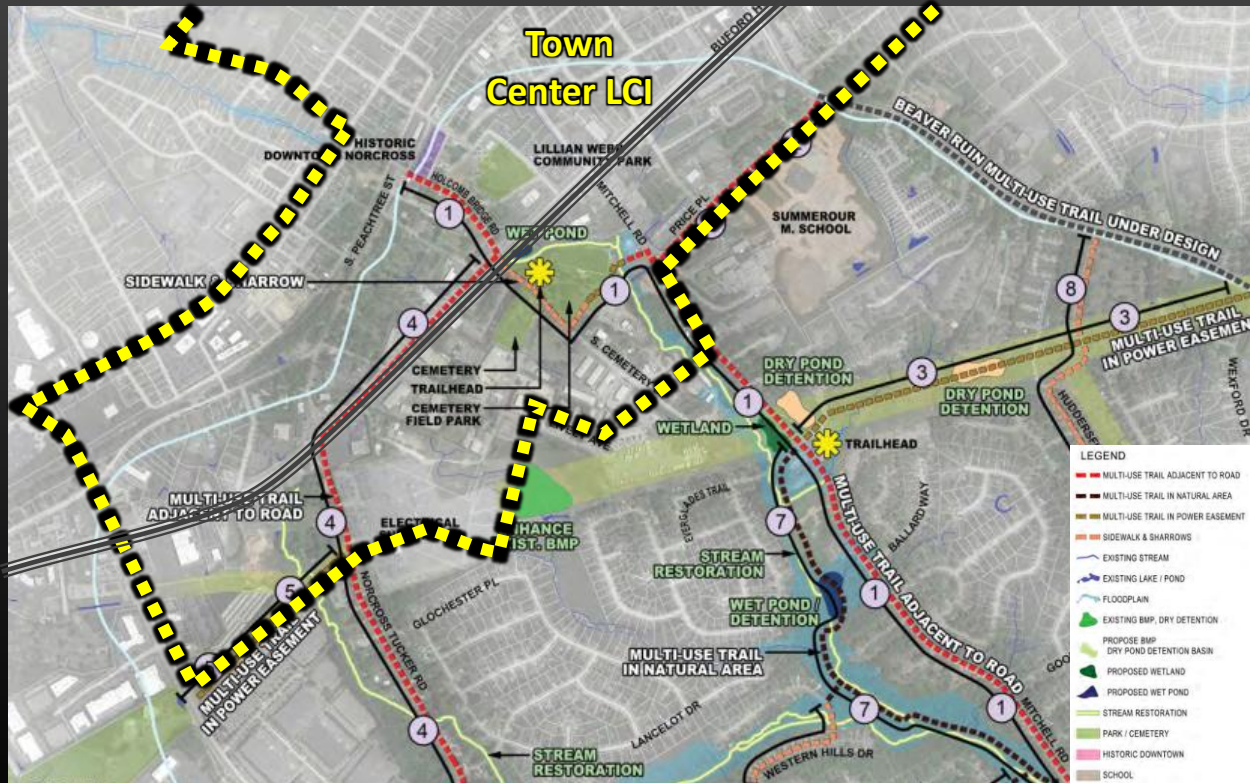


Jimmy Carter at Buford Highway (PI 0015983)

The improvement consists of:

- Adding an additional through lane on Jimmy Carter Blvd
- Adding an additional left turns from Buford Highway onto Jimmy Carter Blvd
- S Peachtree will be converted into a right in and right out intersection

Past Transportation Plans and Studies



2016 Norcross LCI Greenway

The improvements within the LCI boundary consists of:

- Central spine with mostly sidepath along Holcomb Bridge / S Cemetery / Mitchell Rd (Segment 1)
- Price Place sidepath connecting Summerour Middle School (Segment 2)
- Sidepath along Buford Hwy and Norcross Tucker Rd (Segment 4)

Adjacent Projects



Beaver Ruin Road from Light Cir to SR 13 (PI 0016107)

The improvement consists of:

- Medians consisting of RIRO and RCUT access control to limit vehicular crossing movements
- ADA updates

Past Transportation Plans and Studies

TRAILS, BIKE LANES, SHARROWS, AND STREETSCAPES

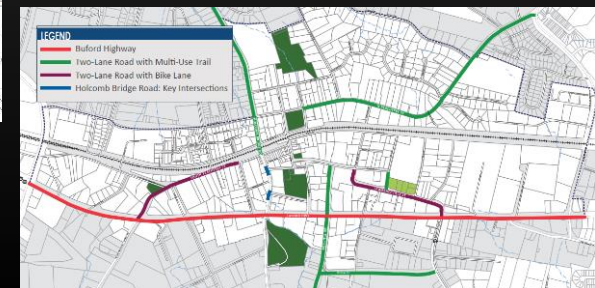


T-2 is listed as high priority

2012 Norcross LCI Report

The transportation improvements build on previous work performed to enhance walkability in downtown Norcross through construction of streetscapes and intersection improvements. The recommendations here provide:

- Expanded walkability in Downtown with connections to surrounding residential neighborhoods
- Options for addressing the railroad crossings and adjacent intersections in downtown
- Extension of the bicycle network from downtown to surrounding neighborhoods and connection to regional bicycle network
- Enhanced pedestrian and bicycle connections to and across Buford Highway
- Traffic calming through use of bulbouts and median splitter islands to reduce traffic speeds at key locations
- Automobile and Pedestrian enhancements to the rail crossings; specifically at Holcomb Bridge Road and at Jones Street



Past Transportation Plans and Studies

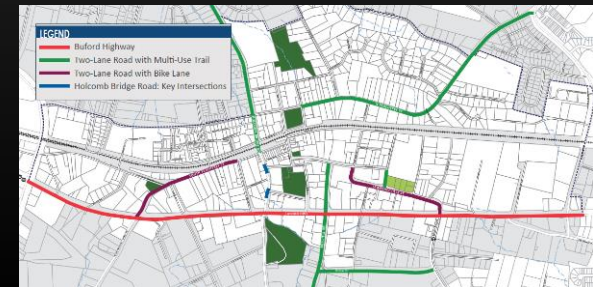
SIDEWALK AND TRAILS



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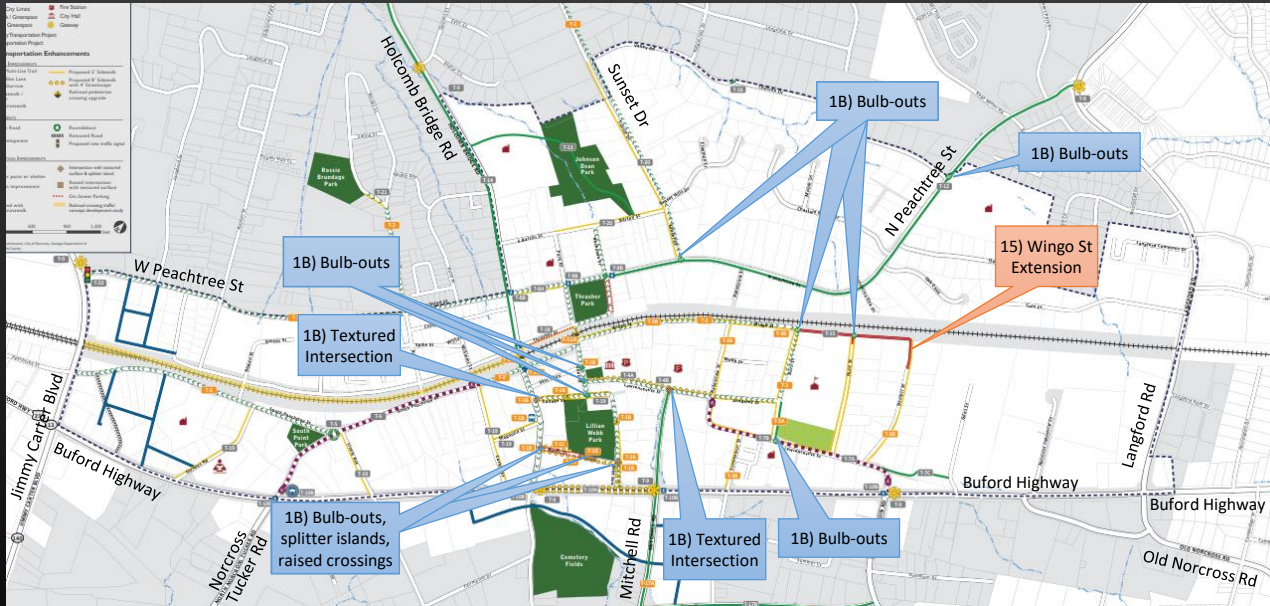
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T1A&C and T-3A&B are listed as high priority

Past Transportation Plans and Studies

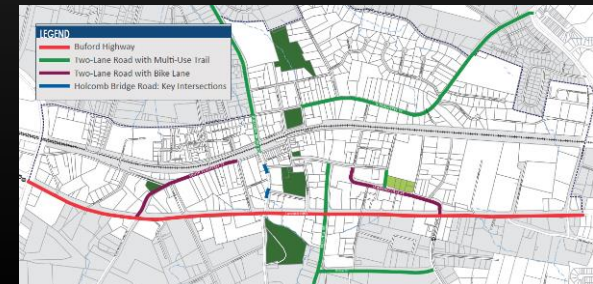
STREET EXTENSIONS AND TRAFFIC CALMING



2012 Norcross LCI Report

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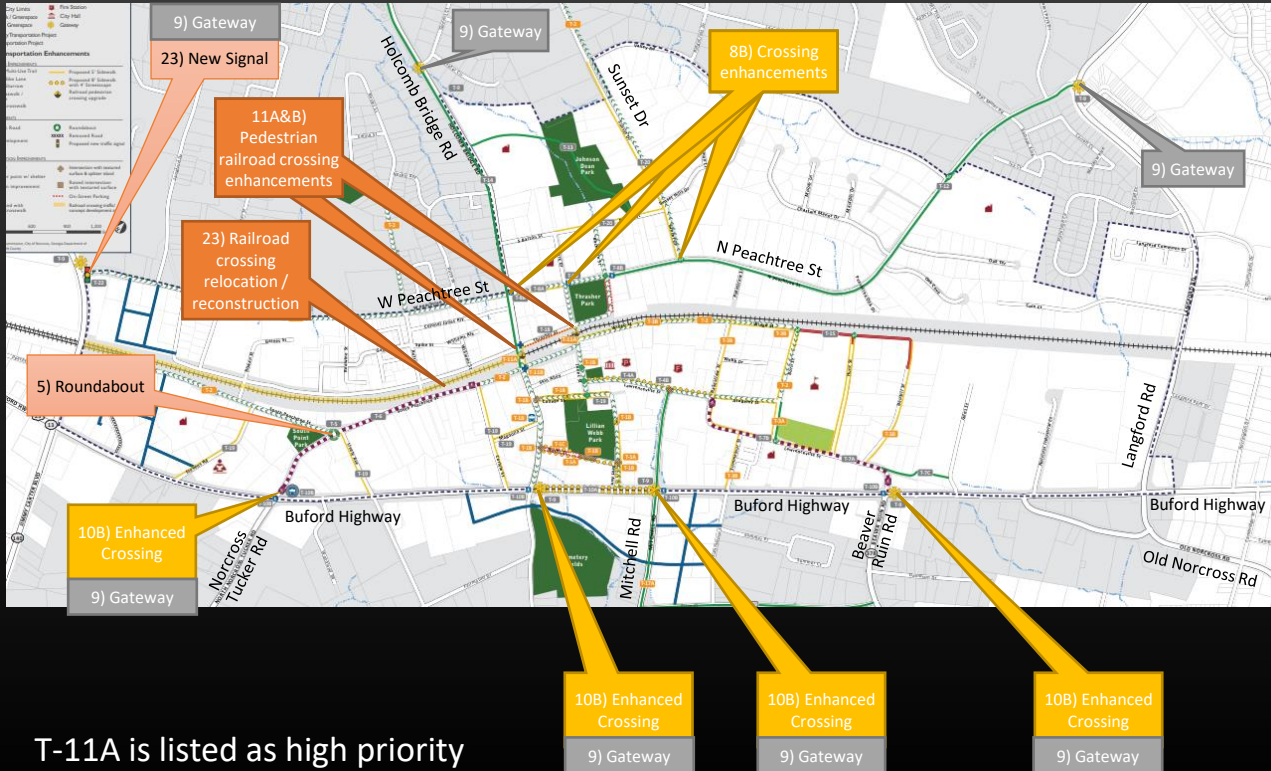
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- Automobile and Pedestrian enhancements to the rail crossings; specifically at Holcomb Bridge Road and at Jones Street



T-1B is listed as high priority

Past Transportation Plans and Studies

ENHANCED CROSSINGS, INTERSECTIONS, AND GATEWAYS

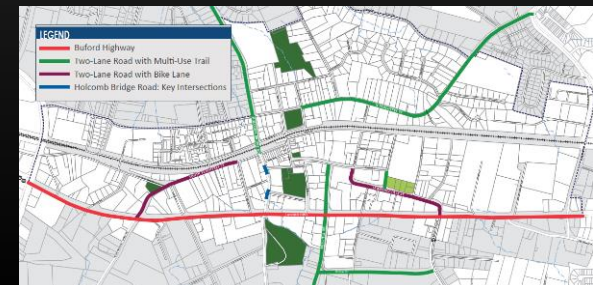


T-11A is listed as high priority

2012 Norcross LCI Report

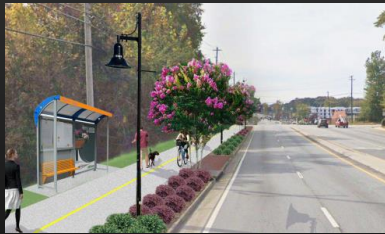
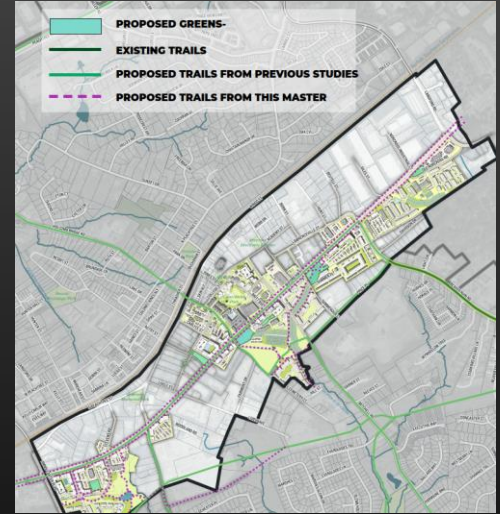
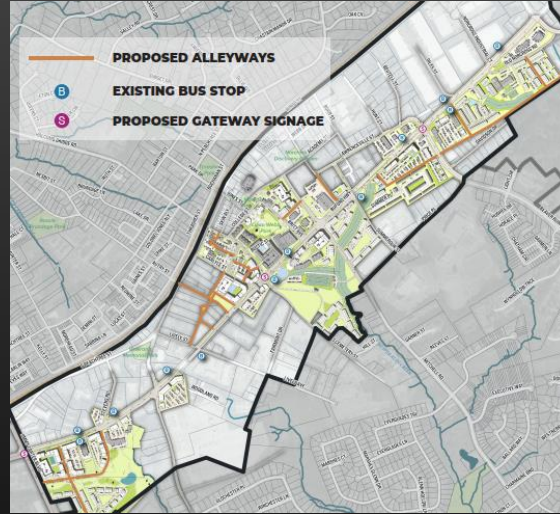
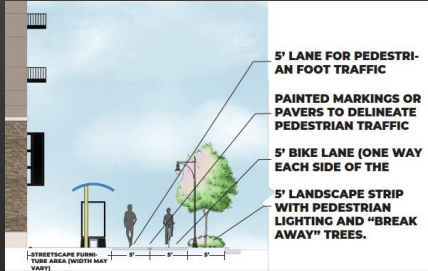
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- Automobile and Pedestrian enhancements to the rail crossings; specifically at Holcomb Bridge Road and at Jones Street



Past Transportation Plans and Studies

Buford Highway Master Plan



Corridor Enhancements

- Streetscape Beautification
- 10-ft Multi-Use Trail and 5' Landscape Strip

Inter-parcel Connectivity

- Combining access points
- Added U-turn space at median openings

Pedestrian and Bike Safety

- Painted crosswalks on city owned streets
- Painted brick crossings on state routes
- Mid-block crossings with PHB/RRFB
- Pedestrian bridge (with new development)

Trails

- 10-ft trail on both sides of Buford Hwy
- New alleyways
- Connect Beaver Ruin Trail to Downtown

Pedestrian Safety Questions

Based on the record of accomplishments from the 2012 Town Center LCI, the transportation project list is ambitious.

- What priorities should be considered to help target investment in the short term?
- Should the list be cut back?
- What is missing from the list?

Which of the Buford Highway Master Plan elements should be considered?

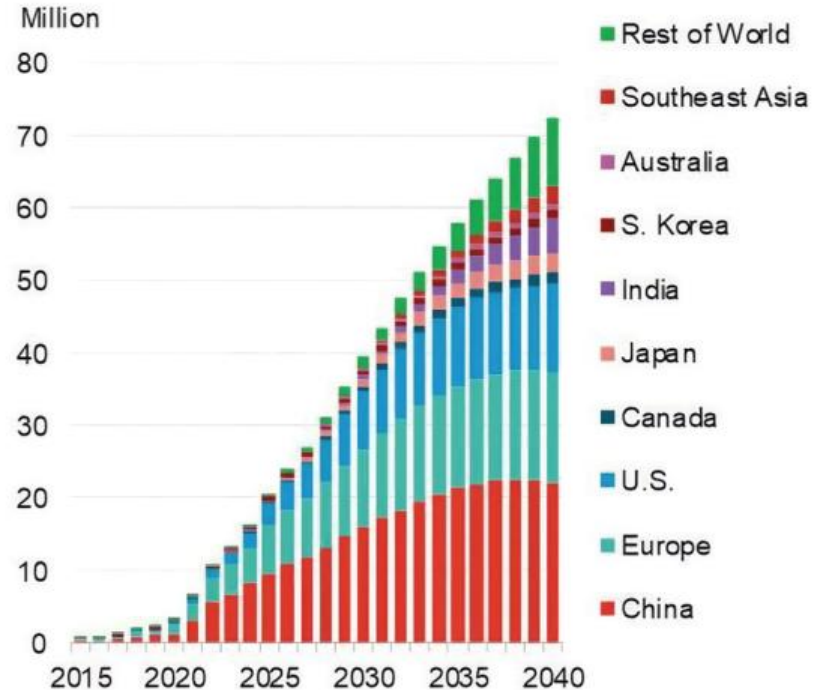
- 10-ft trails with 5-ft landscape strip
- Combined access points
- Decorative crosswalks
- New alleyways

ELECTRIC VEHICLES

What is Driving EV Growth?

- Technology-Driven Electrification
- Increasing Consumer Demand
- Public and Private Decarbonization Goals
- Economic Competition

Global long-term passenger EV sales by market



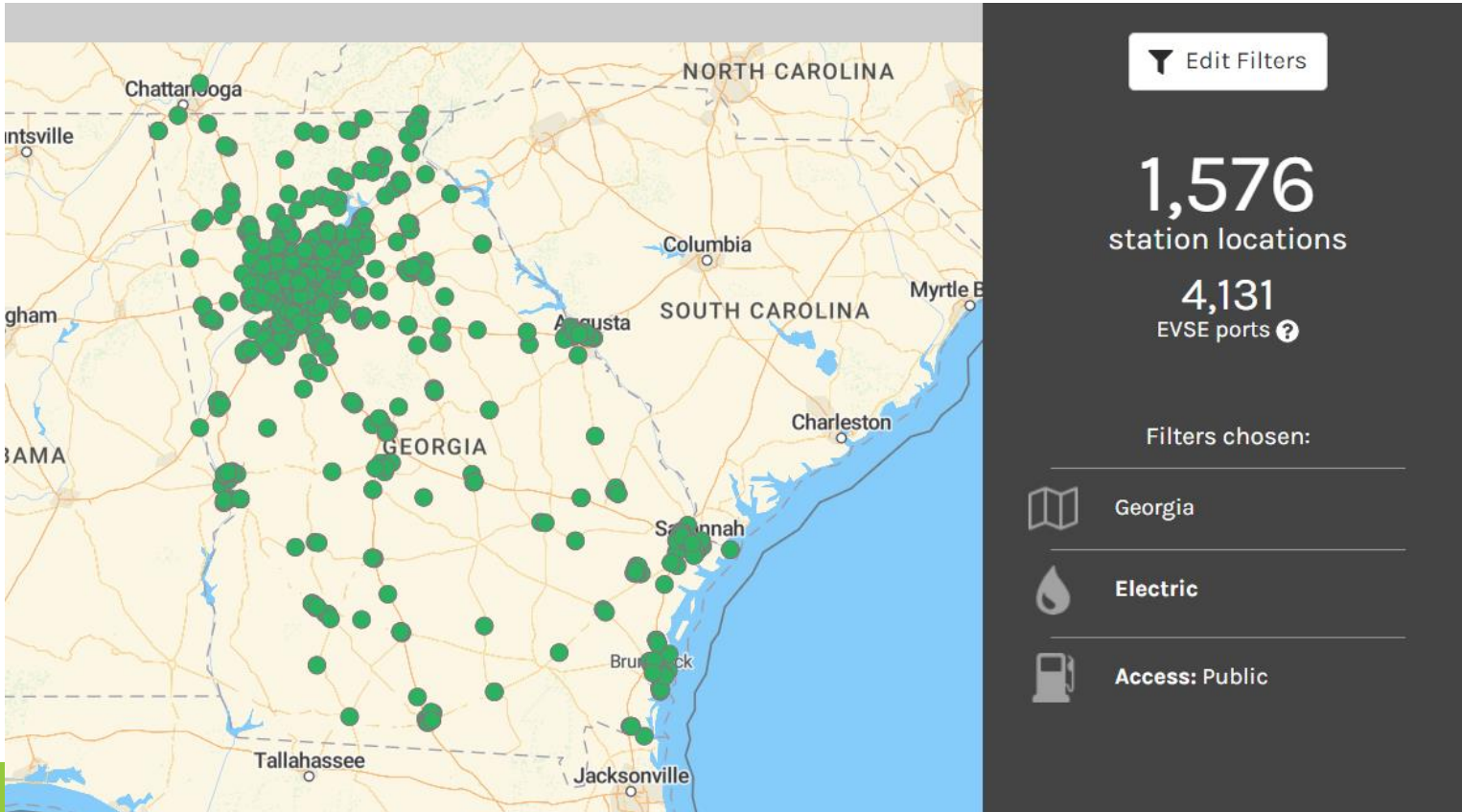
Source: Bloomberg

Executive Order Aug 5, 2020

- Target of 50% EVs by 2030
- Ford & GM signed on

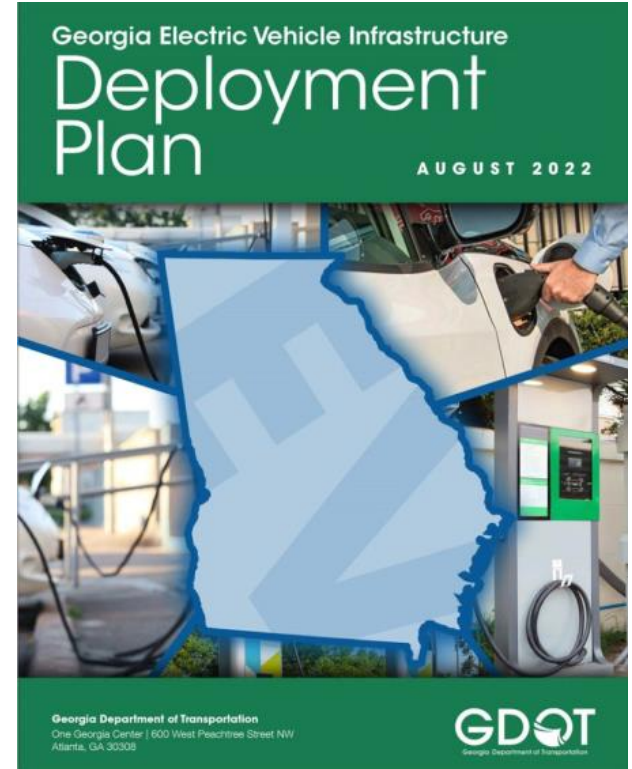


EV Infrastructure in Georgia

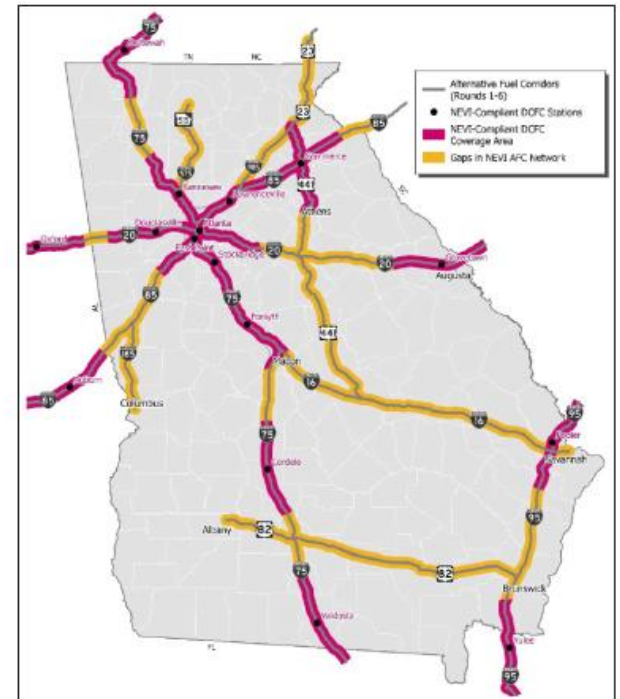


Georgia's EV Infrastructure Plan

- NEVI-compliant charging stations must
 - Less than 50 miles apart
 - Less than 1 mile from the corridor
 - At least four 150 kW power or greater chargers capable of delivering at least 600kW of power simultaneously
- Approx 38 gaps in network will need to be filled



Alternative Fuel Corridors



EV Charger Types

Level	Voltage (v)	Typical Power (kW)	Approx Charge Time
1	120	1-2	124 miles: +/- 20hrs
2	240	3-20	124 miles: +/- 5hrs
3	480	20-140	124 miles: +/- 30mins



Typical NEVI-Compliant DCFC Chargers



Equity in EV Charging Infrastructure Deployment

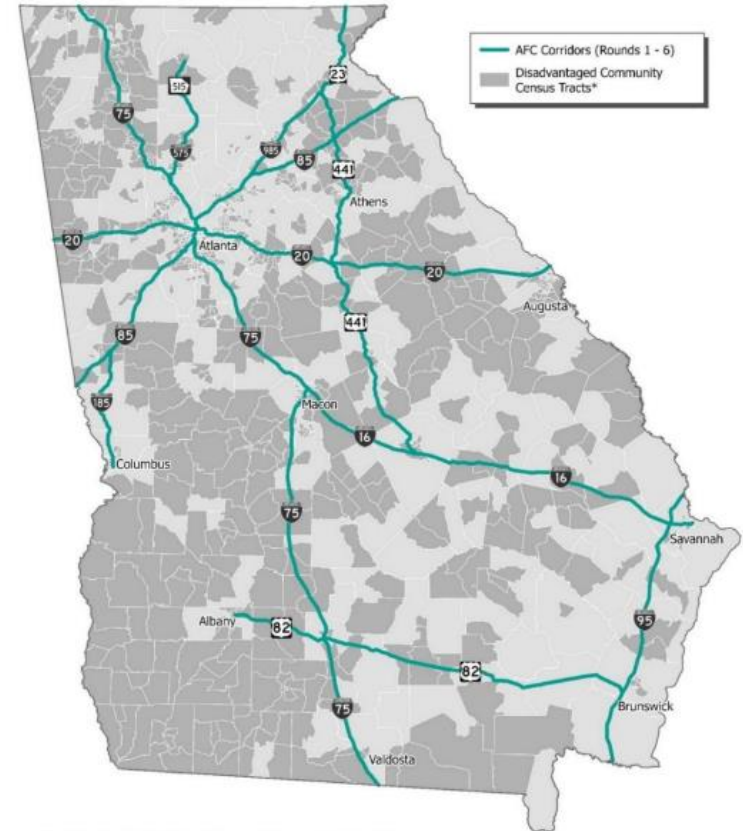
Justice 40: An initiative to address gaps in transportation infrastructure and public services by working toward the goal that at least 40% of the benefits from many of the grants, programs, and initiatives flow to disadvantaged communities



When decision makers at all levels have the tools to reverse or mitigate the causes of disadvantage, the result is a **higher quality of life and economic prosperity in all communities.**

Equity Considerations in GDOT NEVI Plan

- Charging access discrepancies related to rural/urban, race/ethnicity, physical ability, income, multi-family housing
- Minority participation:
 - Workforce development
 - Minority-owned business participation
- Air Quality
 - Transit/school buses
 - Freight
- Energy resilience and disaster preparation



EV Infrastructure Funding

5-Year NEVI Program Overview

Formula Funding - \$5B

- ~ \$135M for Georgia over 5 years
- Plan submitted Aug. 1 and approved Sep. 15
- Up to 80% federal funding, 20% local match required
- Justice40 requirements apply

Discretionary Funding - \$2.5B

- Corridor Charging - \$1.25B (on designated AFC)
- Community Charging - \$1.25B
- Guidance forthcoming

Potential Partners and Funding Sources



Federal

- USDA
- DOT
- DOE
- EPA
- OLDCC



State

- GDOT
- GEFA
- SIBs

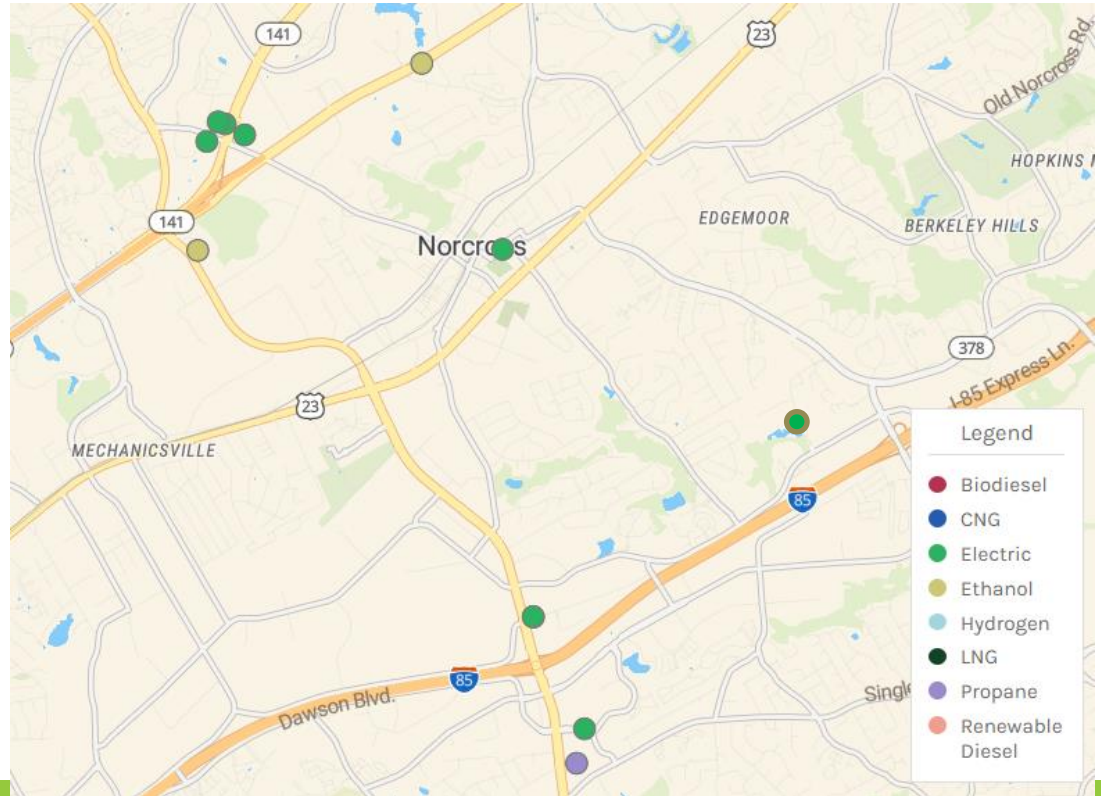


Local

- EMC's
- Georgia Power

Current Public Chargers in Norcross

- Level 2 or 3
- Initial Coordination with Norcross Public Works and Electrical, March 30, 2023



Other E Mobility Needs – EV Charging Hubs

- E Bikes
- E Scooters
- Golf Carts
- Links to Transit
- Info and Wayfinding
- Easy access to wait time activities – 30 minutes to an hour



Source: ptvgroup.com

EV Charging Questions

EV Charging funding and adoption is recognized by the community as an opportunity, and is aligned with its commitment to sustainability

- But to what extent will the market address the charging issue?
- Technology will continue to change so what level of investment in EV Charging is prudent?
- Where are good locations for public EVC stations or e-mobility charging hubs?
- Should new development be required to install EV chargers?

SMALL GROUP MAP DISCUSSION

Small Group Discussion Questions

- **EV Charging** - Should the City decide to further invest in EV charging stations, where would they best be located?
- **Areas of Change** - What new real estate developments do you anticipate or would like to see? In particular, where are opportunities for new housing?
- **Transportation Priorities** – Where should improvements occur first?
- **Other Opportunities in the Town Center** – redevelopment, parking, housing, shopping, etc.?

NEXT STEPS

Upcoming Meeting Dates and Topics

Meeting #3 Implementation Options

August 8, 2023

Meeting #4 Draft community work program

October 10, 2023

Meeting #5 Next Steps and Implementation

January 9, 2024

Ongoing and Upcoming Public Involvement

- Interactive website
www.imagineourfuture.org
- Survey #1 is open through June 15
- Awareness building campaign
- Art activities
- Project outreach list
- 2 summer pop-up events
- Public open house (Oct 19)

JUNE 14

Next Pop-Ups!

Farm Fresh Days

JULY 29

Cook Out with
Council

Questions? Comments!

Non-committee members in attendance are welcome to make comments.

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