

IMAGINE OUR FUTURE PLANNING GOALS AND PROCESS



COMPREHENSIVE PLAN 2044

- Defines the long-term vision and goals for the entire City.
- Serves as policy guide for future actions based on a shared vision.
- Required by state law to be updated every 5 years in order to receive certain funding.

Community Vision from 2040 Plan Update

Norcross will be a dynamic and welcoming community in which generations of diverse citizens can engage, create, contribute, and flourish.

TOWN CENTER LIVABLE CENTERS INITIATIVE (LCI)

- The purpose of the Atlanta Regional Commission's LCI Program is to create vibrant, walkable communities.
- The Town Center LCI Plan originally developed in 2001 and last updated in 2012.
- This update focuses on mobility improvements to support a range of travel modes.
- We need the community's help to visualize, conceptualize, and implement an inspiring vision for the Norcross Town Center Downtown area for the next 20 years!

PLAN UPDATE GOALS

Comp
Plan

Validate the community's **vision** for the future

Review and incorporate recent plans and policies

BOTH

Explore the ways and means to implement the vision

Develop implementation strategies for improvement

LCI

Study traffic operations within the Study Area, particularly at the railroad and Buford Hwy crossings

Evaluate how to better support the transition to Electric Vehicles

ENGAGEMENT ACTIVITIES

Activity	Details
Pop-Up #1	April 8, 2023 <input checked="" type="checkbox"/>
Pop-Up #2	June 24, 2023 <input checked="" type="checkbox"/>
Visioning Survey	April to July <input checked="" type="checkbox"/>
Pop-Up #3	July 29 (Cookout with Council)
Virtual Meeting	September 7, 6:30 p.m.
Open House	October 19, 6:30 p.m. (Norcross Cultural Arts Center)

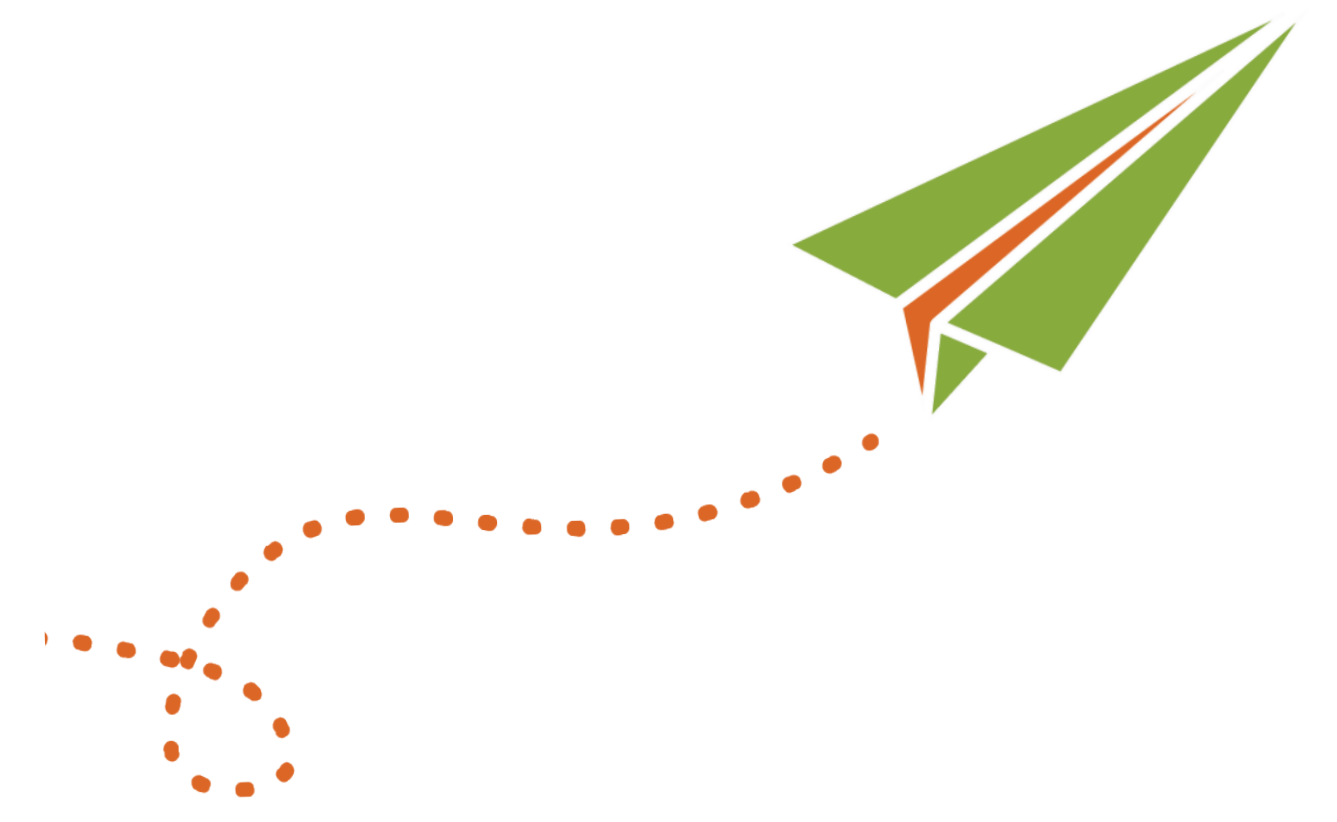


To learn more, visit

www.imagineourfuture.org



VISIONING SURVEY



Key Insights

The Visioning Survey ran from April 8, 2023 to July 7, 2023. The purpose of the survey was to collect input on the community's vision and needs related to future growth of the Town Center and citywide. The results will inform the Town Center LCI and Comprehensive Plan Updates.

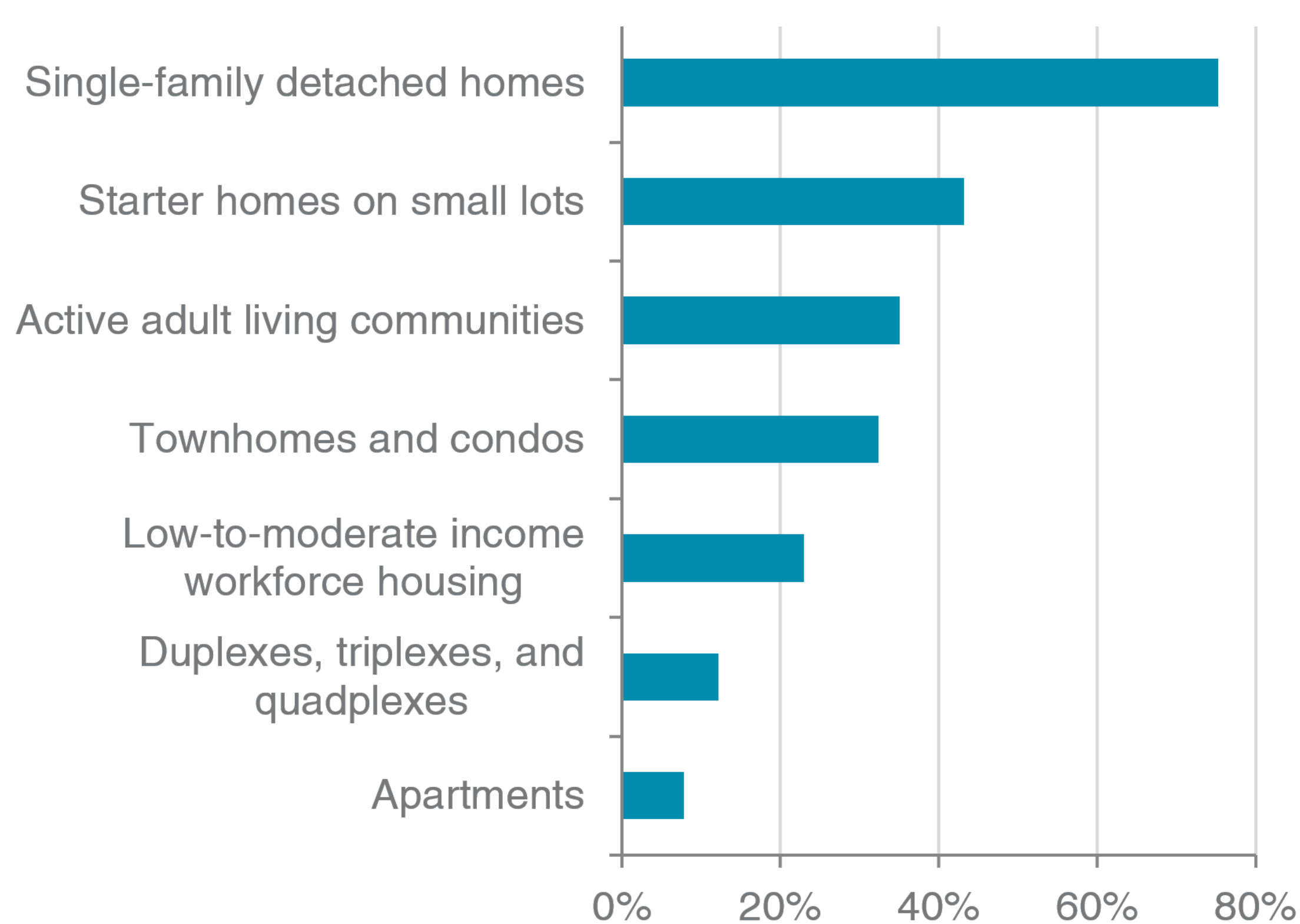
Top Needs & Opportunities for Town Center

1. Greater selection of unique shops and restaurants
2. More outdoor gathering spaces
3. More parking

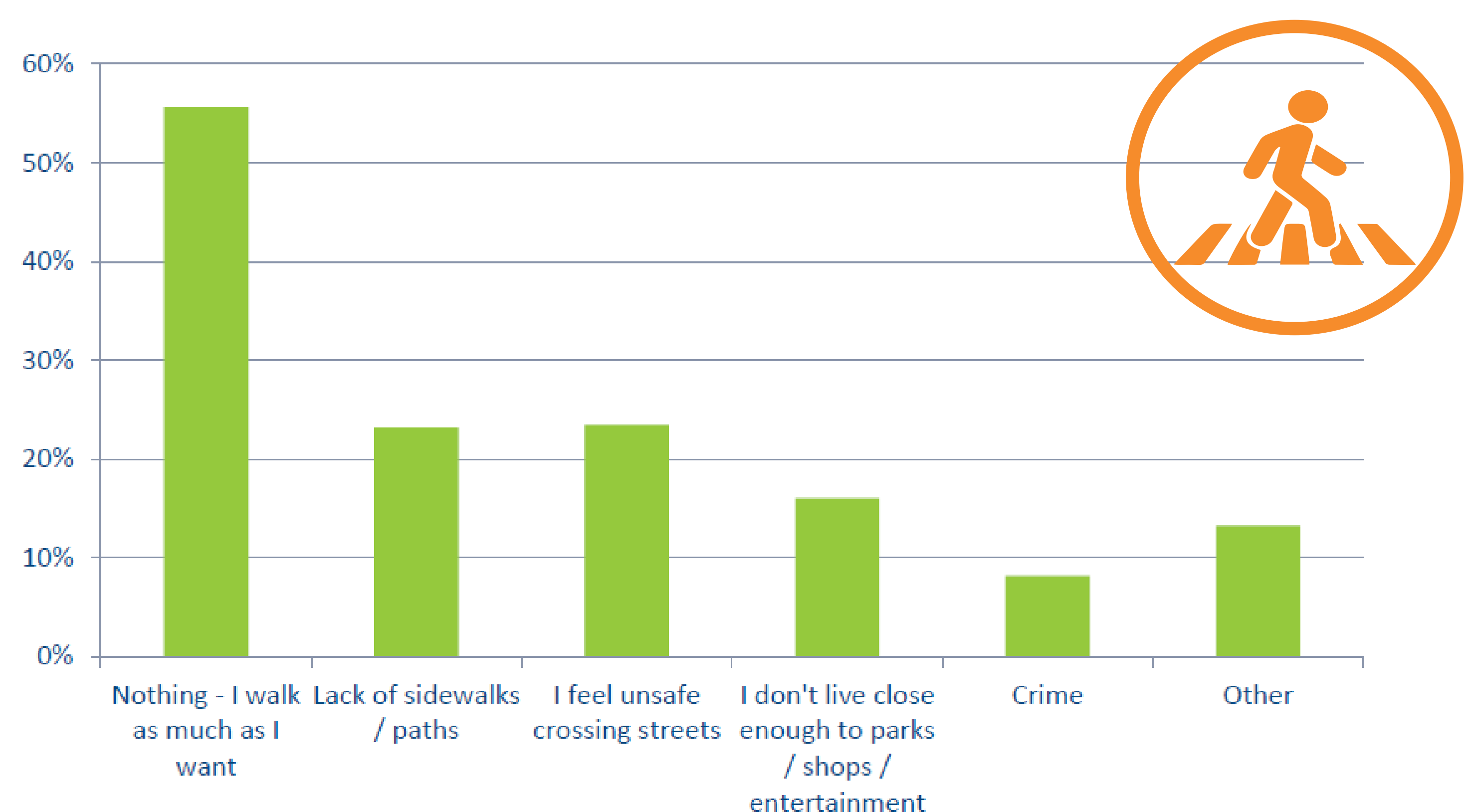
Top Transportation Opportunities for Town Center

1. Reducing vehicular congestion
2. Safer pedestrian crossings
3. Lack of parking

Which housing types would you like to see more of?



Which factors are stopping you from walking more in the Town Center Area?



Participation Statistics:

409 respondents
 84% live full-time in Norcross
 90% homeowners, 10% renters
 62% age 45 or greater
 74% white, 9% black, 7% Hispanic, 4% Asian,
 1% Native American, 9% other



44% of respondents cited "lack of charging stations in Norcross" as a barrier to owning an electric vehicle

Desired Locations for EV Charging Stations:
 Downtown, the library, city parks, the police station, and near shopping locations



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

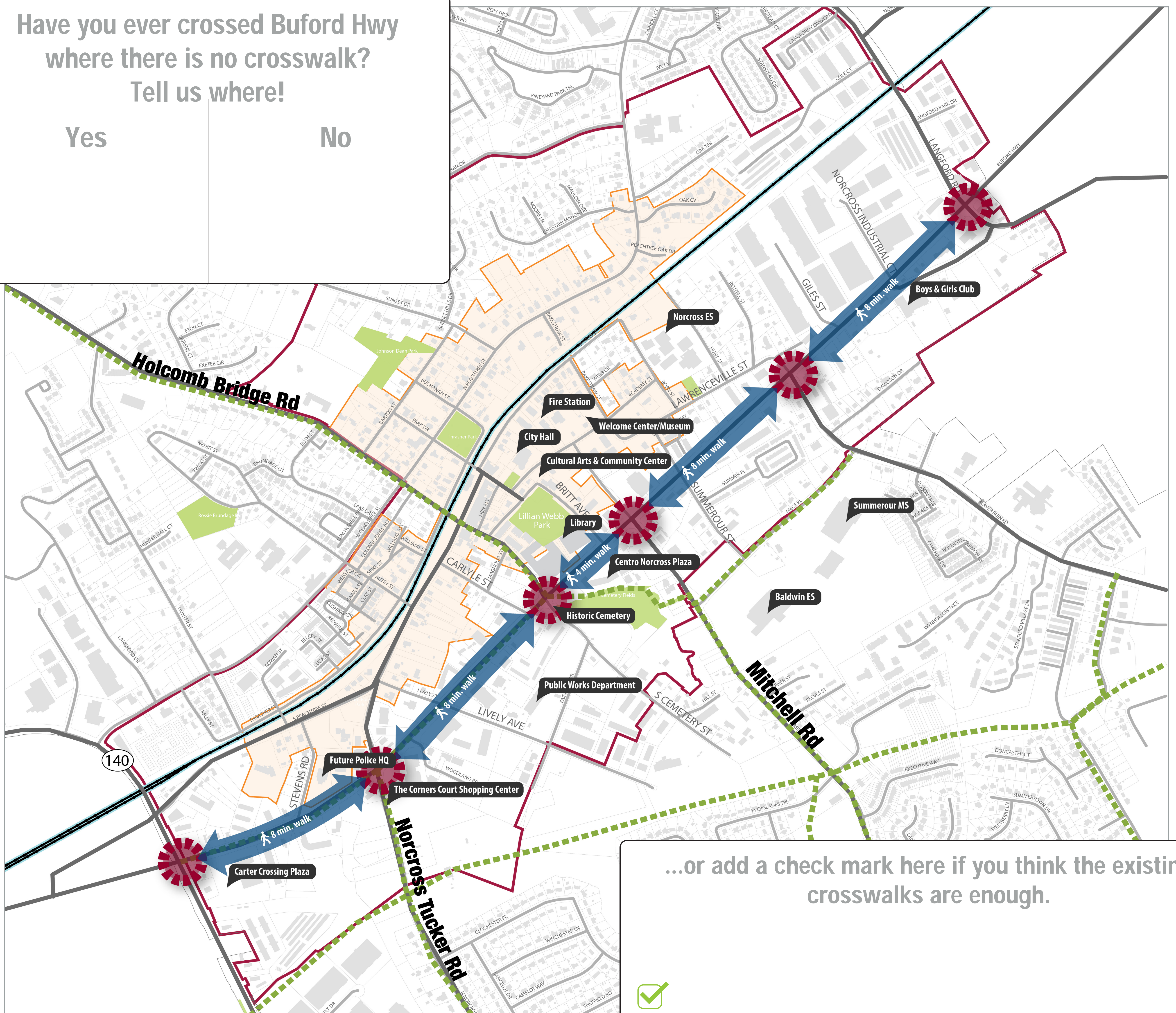


How can we make the Town Center more walkable?

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