



NORCROSS

IMAGINE OUR FUTURE

Updates to the Town Center LCI and 2040 Comprehensive Plan

Steering Committee Meeting #4

October 10, 2023



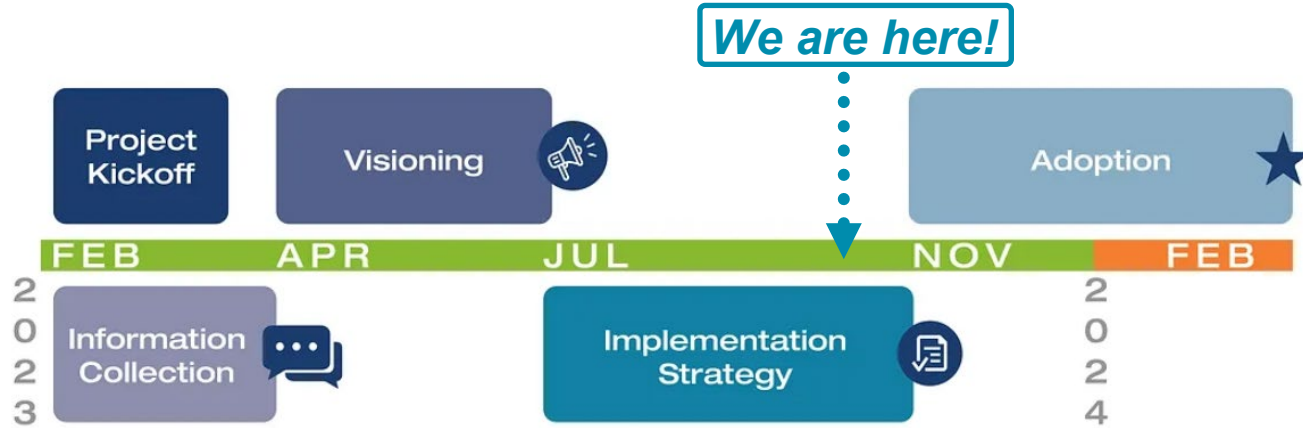
AGENDA

1. Welcome & Introductions
2. Project Schedule & Status
3. Public Engagement Update
4. Goals & Policy Discussion
5. Community Work Program Discussion
6. LCI Projects & Funding
7. Next Steps

PROJECT SCHEDULE & STATUS

Where we are in the process

Project Schedule & Status



- **Draft Goals and Policies** based on what we've heard so far
- **In-progress Community Work Program**; today we will focus on key implementation strategies
- Preparation for the **Community Open House on October 19**

Coordinated Planning Efforts

Ongoing Projects

- Target Industry Study
- Parks, Greenspace & Trails Plan
- Gwinnett County CTP & Unified Plan
- ARC Green Communities Program

Completed Plans

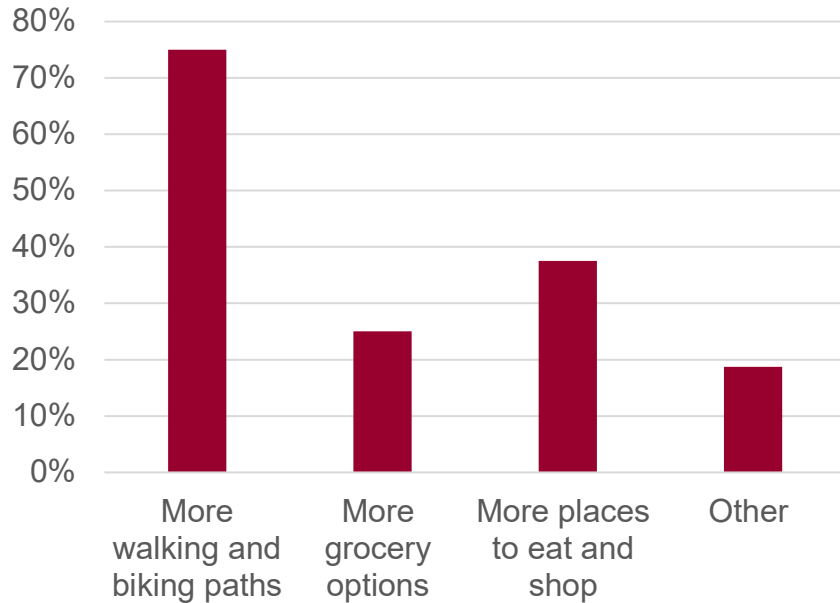
- Gwinnett County Transit Plan
- Railroad Pedestrian Crossing Design
- Jimmy Carter Blvd at Buford Highway (GDOT)
- Beaver Ruin Median (GDOT)
- Master Arts & Cultural Plan

PUBLIC ENGAGEMENT

What We've Heard So Far

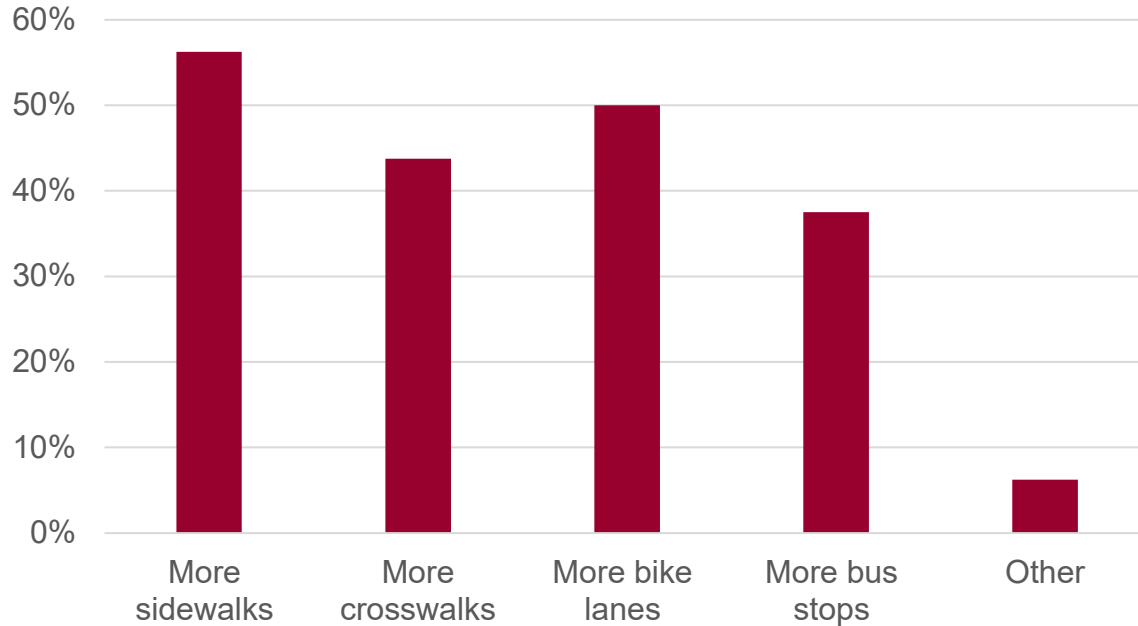
Summerour Middle School Pop-Up

Citywide Needs:



Summerour Middle School Pop-Up

Town Center Transportation Needs:



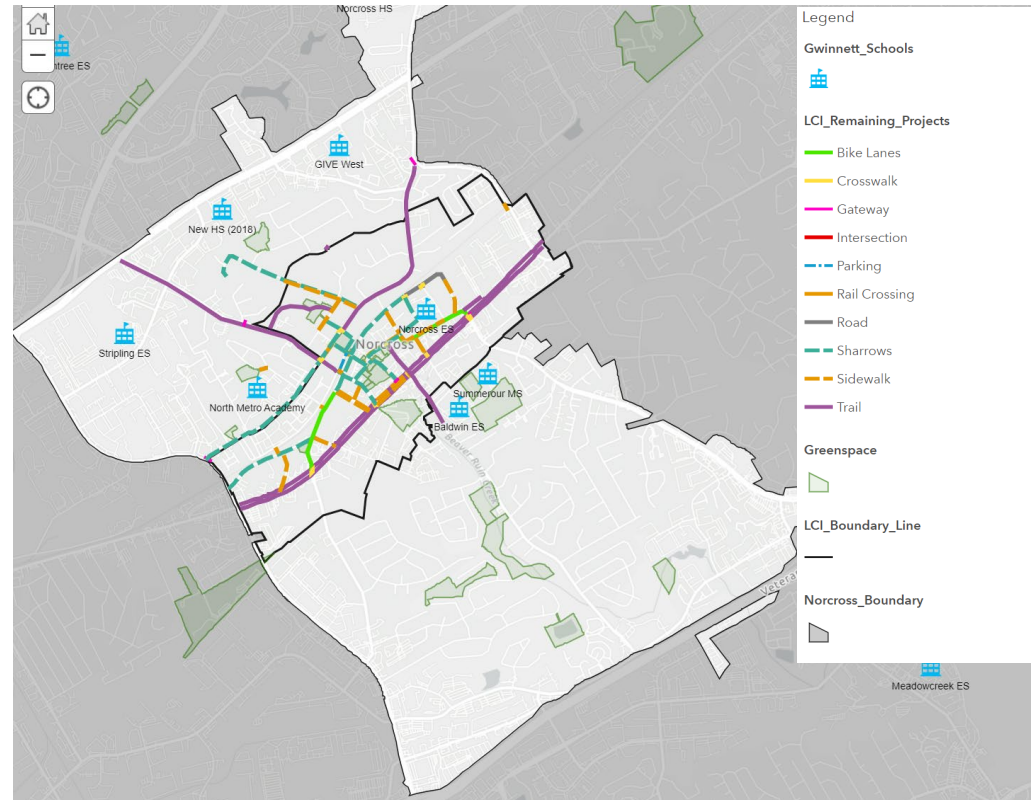
Spanish Speaker Roundtable

- Conducted 09/27 in Spanish at Norcross library
- 6 Norcross residents invited
 - 3 people indicated availability
 - 1 mom and daughter participated
- Takeaways
 - **Preserve:** Norcross's trees, scale of development, quaintness, sense of safety
 - **Future growth preferences:** continued focus on single family homes, no large buildings, more parks space
 - **Needs:** safe spaces to ride bikes, closer medical services/24-hour assistance, more job opportunities, safer roads/driving conditions, stoplight/signal improvements (for non-car drivers)
- Discussed 10/19 Open House and provided promotions in Spanish for participants to share

Feedback Surveys

LCI Feedback:

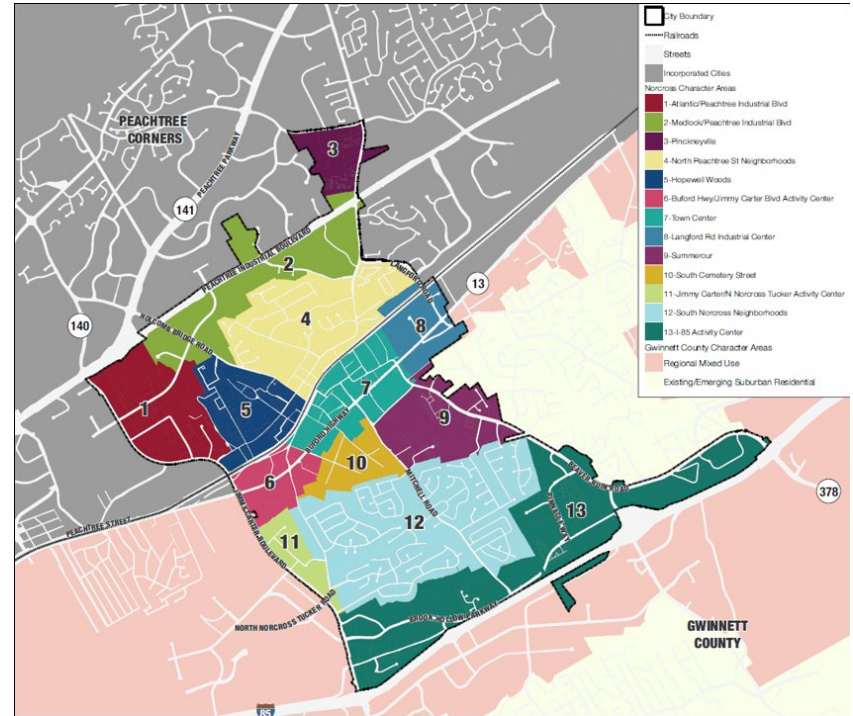
- 129 comments on the map feedback tool
- Most comments supportive
- Projects with least support:
 - T-18: Parking along Thrasher Street
 - T-15: Extended Wingo Street
- Mixed support for gateways (T-9)



Feedback Surveys

Comp Plan Feedback:

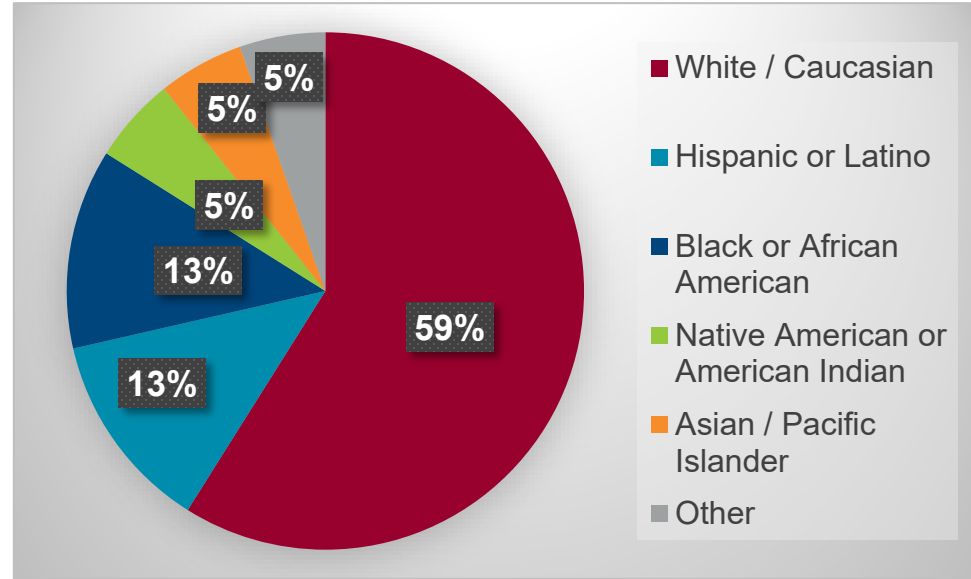
- 56 participants on English survey
- 2 participants on Spanish survey



Feedback Surveys – Who We Heard From

Age Range	% (Total #)
18 - 24	0% (0)
25 - 34	16% (8)
35 - 44	16% (8)
45 - 54	20% (10)
55 - 64	20% (10)
65+	27% (13)

Annual Household Income	%
Over \$150,000	43%
Between \$100,000 and \$150,000	21%
Between \$75,000 and \$99,999	13%
Less than \$75,000	23%



Character Area and Node Visioning

- Over 80% agreement with the existing vision statements for the Character Areas and Buford Highway Nodes

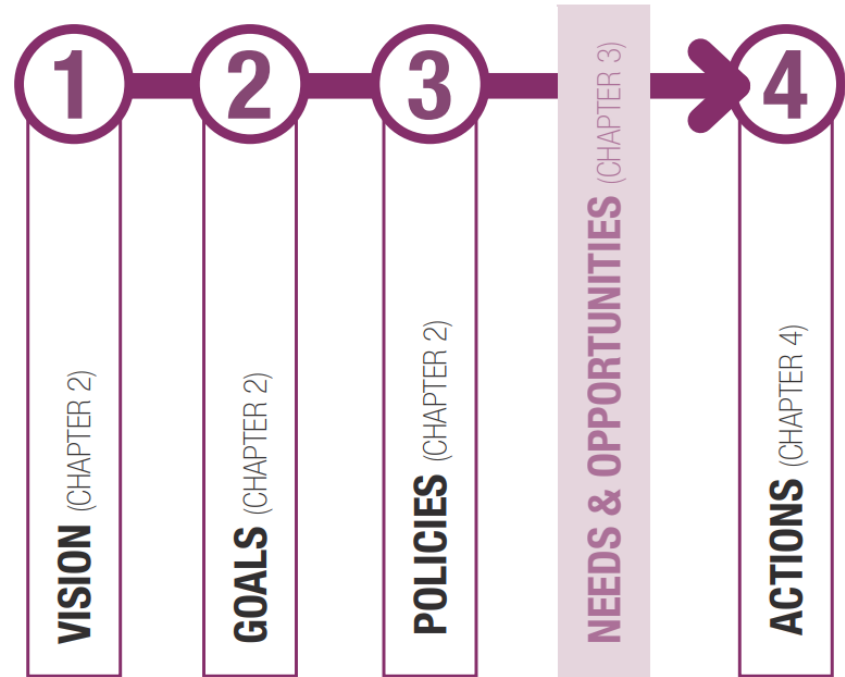
Recurring topics in open-ended responses

- Denser housing options along corridors (Buford Hwy, PIB, Jimmy Carter and I-85)
- More greenspace, trails, bike/ped
- Dining options and parking downtown

GOALS & POLICIES DISCUSSION

Plan Development

- Based on the **community vision** established in this planning process
- **Goals & associated policies** we been developed to help achieve the vision
- These aspirations are now being filtered through identified **needs & opportunities** to create an action, or the **Community Work Program**.



What We've Covered

Vision

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

Priority Needs and Opportunities

Goals

1

2

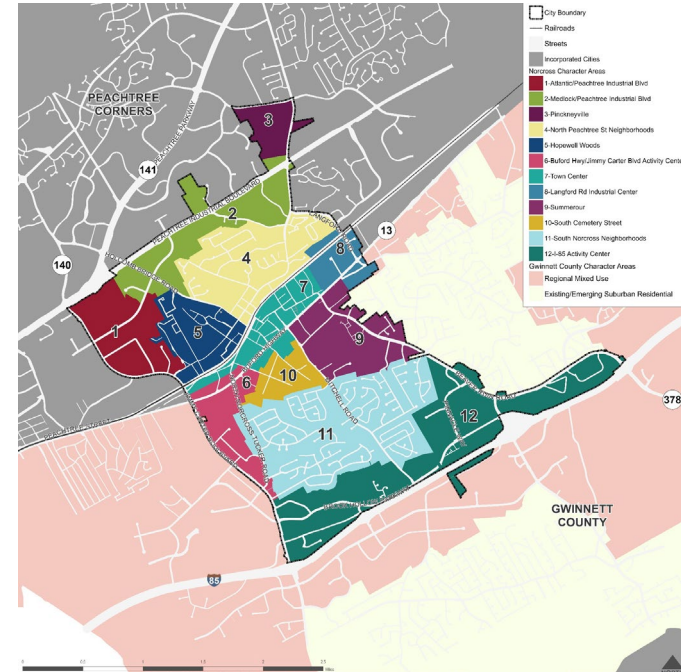
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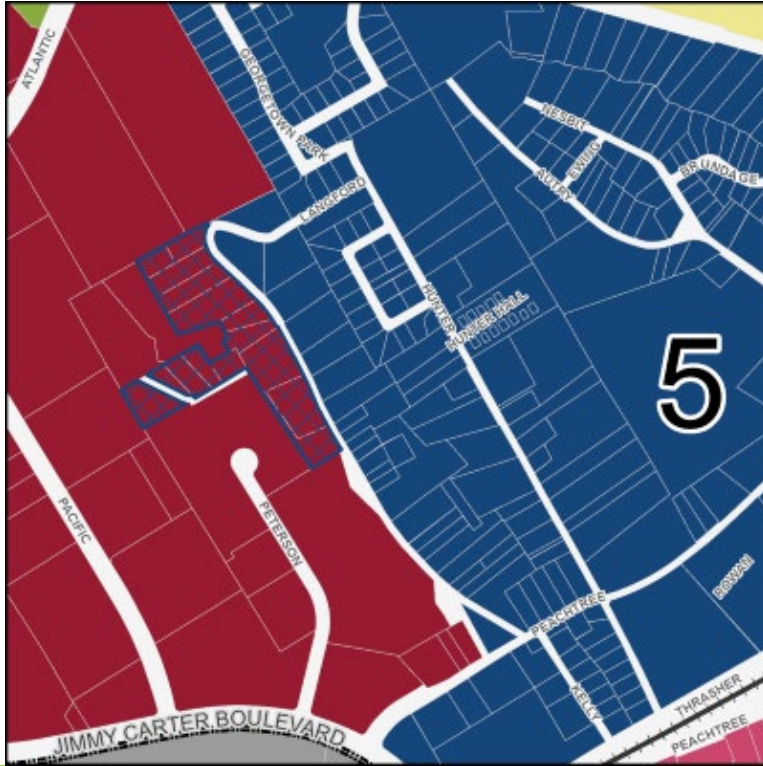
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6

FDM (Policy)



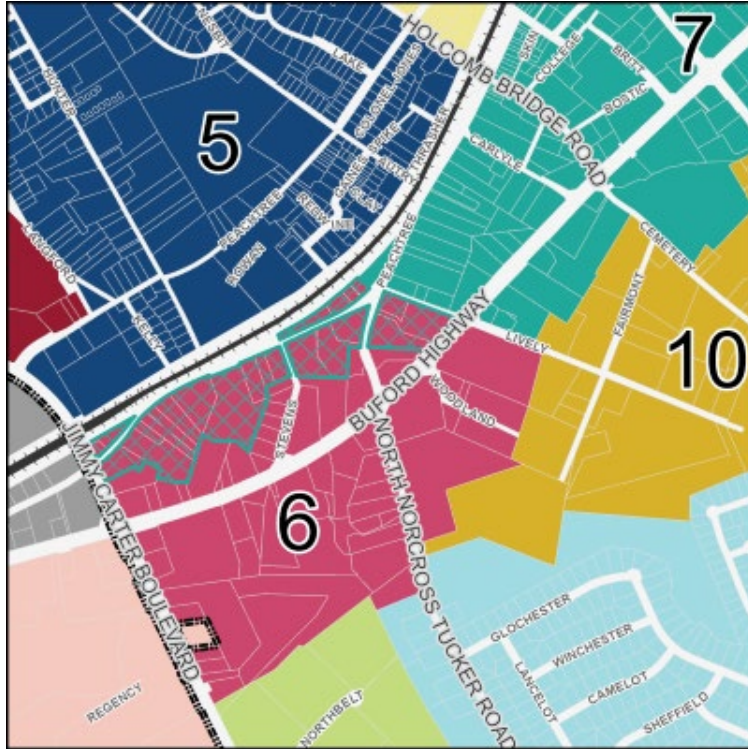
Proposed Character Area Changes



Do you feel that the future of the property along Langford Drive is more similar to the neighborhood character that Hopewell Woods seeks?

- **70% yes**
- **30% no**

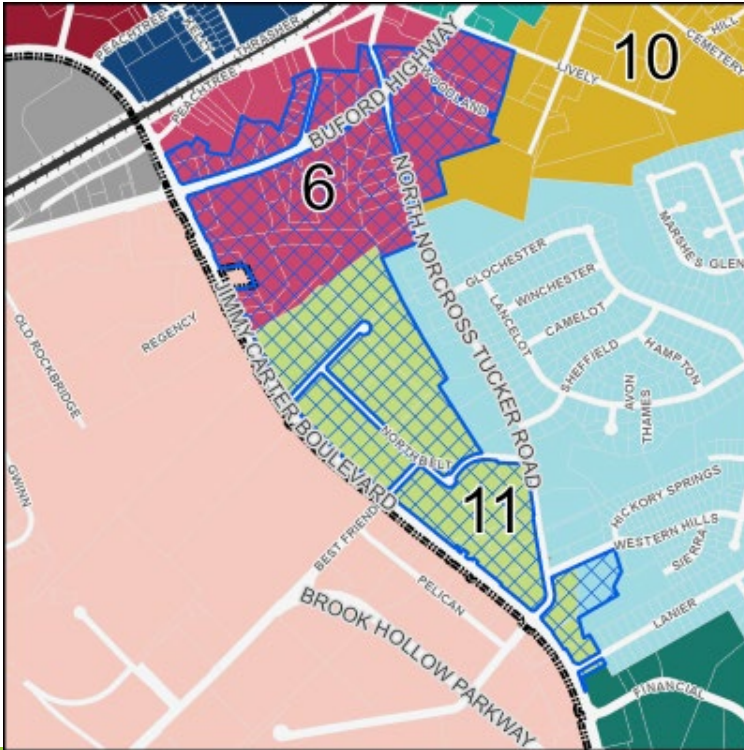
Proposed Character Area Changes



Do you agree that the area along S Peachtree Street currently in Buford Highway/Jimmy Carter Boulevard Activity Center should resemble more of what is occurring in the Town Center, e.g., sit-down restaurants and apartments?

- **81% yes**
- **19% no**

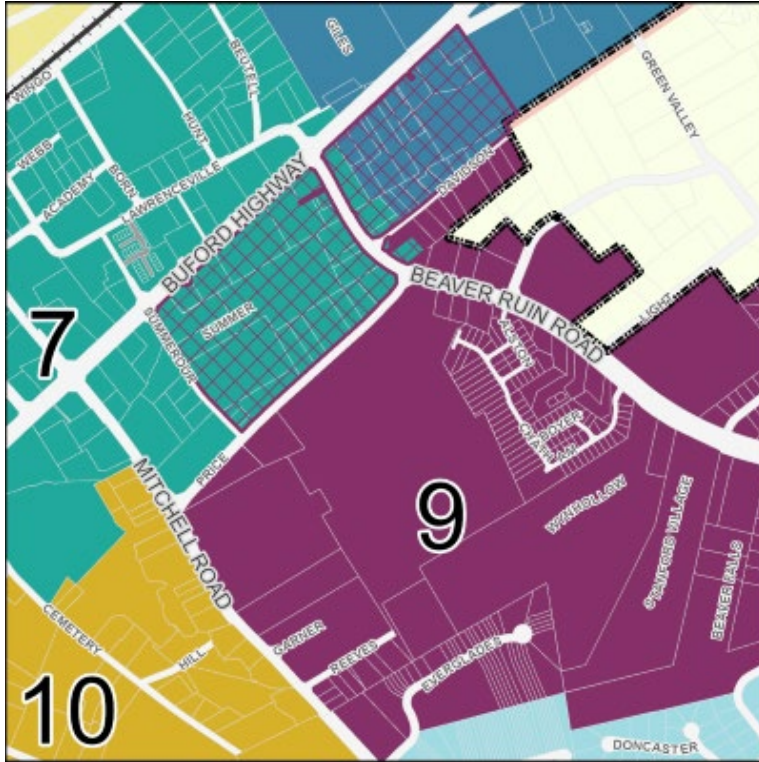
Proposed Character Area Changes



Do you think the Buford Highway/Jimmy Carter Boulevard Activity Center and the Jimmy Carter Boulevard/North Norcross Tucker Activity Center should have similar development and character in the future?

- **93% yes**
- **7% no**

Proposed Character Area Changes

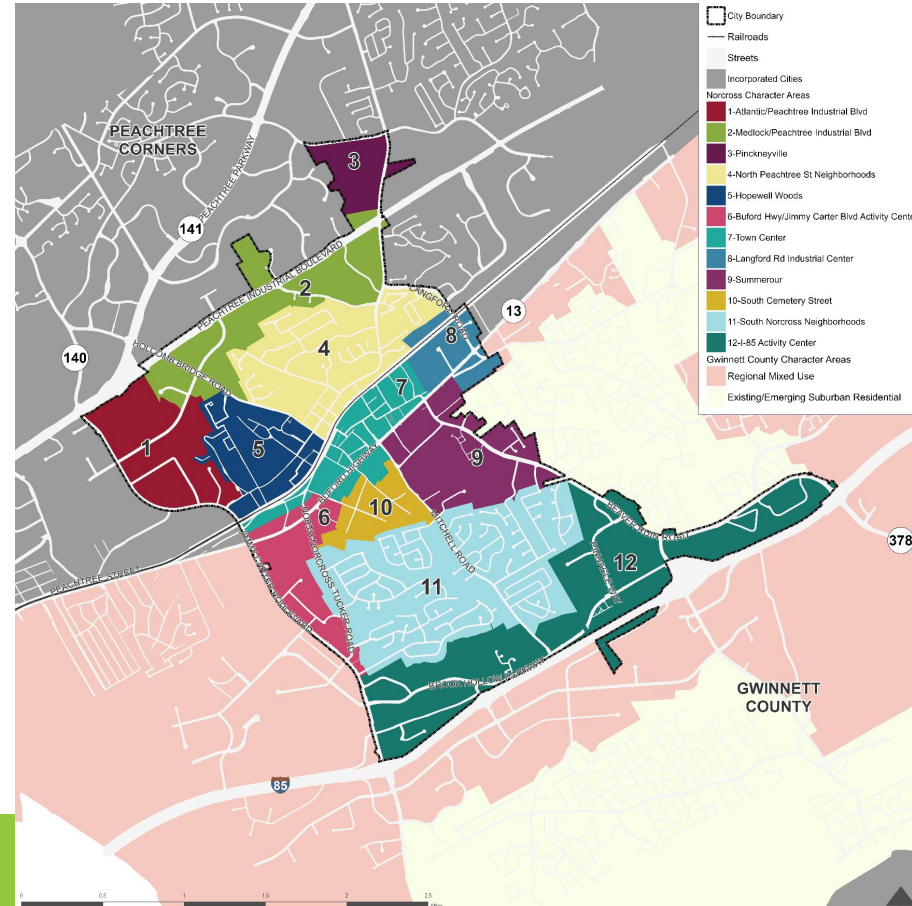


Do you think the area east of Summerour St and south of Buford Highway should be included in Character Area 9 (Summerour) to preserve the character of ongoing and upcoming development?

- **84% yes**
- **16% no**

Character Area Map Updates

- Draft Character Area Map reflects changes based on feedback from the public.
- The proposed map reflects 12 character areas instead of 13.
- Vision of each character area will remain with minimal changes. Character areas 6 and 7 will be combined and reflect updated implementation strategies.



Priority Needs & Opportunities

- Maintain and enhance a **sense of community, small-town feel, and level of community services as new development comes online.**
- Ensure **housing** is available to all residents and newcomers with unique public **amenities such as parks and family-friendly activities.**
- **Unite the community** across cultural backgrounds and socio-economic status
- Address **transportation** needs and traffic congestion by
 - Improving **walkability and the pedestrian infrastructure** beyond Downtown,
 - Implementing **trails and greenways**, and
 - **Supporting the expansion of MARTA** rail to increase **local and regional connectivity** and **attract commerce.**
- **Attract younger families and invest in our schools.**
- Improve quality of life through **sustainable practices**
- **Leverage technology** and explore **Smart City** strategies.

GOALS

1

Continue to define Norcross' sense of place.

2

Continue to strengthen Norcross as a livable, inclusive, and safe environment.

3

Increase opportunities for travel via different modes within and outside the community.

4

Maintain a vibrant economy and continue to facilitate job growth.

5

Ensure that Norcross residents have a variety of attainable quality housing options.

6

Further the City's tradition of strong leadership and a high level of quality services.

GOALS - Alternative Version

1

Continue to define Norcross' **unique** sense of place, where nature-based and historic assets are conserved and enhanced.

2

Continue to strengthen Norcross as a livable, inclusive, and safe environment.

3

Increase opportunities for travel via different modes within and outside the community.

4

Maintain a vibrant economy and continue to facilitate job growth.

5

Ensure that Norcross residents have a variety of attainable quality housing options.

6

Further the City's tradition of strong **representational** leadership and a high level of quality services.

Policies

- Support the goals
- Guide rezoning and capital investment decisions
- Organized by element:
 1. Population
 2. Economic Development
 3. Land Use
 4. Transportation
 5. Housing
 6. Community Facilities and Resources
- Current policies on p. 10-13 of the 2040 Comprehensive Plan

Policies

**What do you think of the draft policies?
What changes would you like to make?**

See handout for draft revised policies

COMMUNITY WORK PROGRAM

What is the Community Work Program?

- To-do list for staff and officials over the next 5-years
- Implementable projects and action items
- Identifies responsibilities, estimated cost, and potential funding sources
- Also identifies long range or aspirational projects
- Supporting ongoing activities and policies are identified separately in the plan

Table 4.1. Community Work Program

Project	Description	Timeframe						Cost Estimate	Responsible Party	Funding Source
		2019	2020	2021	2022	2023	2024+			
LAND USE										
LU.1 Prepare a new Unified Development Ordinance (UDO)	Revision of current Zoning Ordinance and Development Regulations	*						\$200,000	Com Dev	General Fund
LU.2 Create zoning incentives for redevelopment	Part of UDO project	*						NA	Com Dev	General Fund
LU.3 Update Town Center LCI Study				*				\$40,000	Com Dev	General Fund
LU.4 Update Norcross Activity Center LCI Study			*					\$40,000	Com Dev	General Fund
LU.5 Seek PlanFirst designation from DCA	Rewards for good planning with economic incentives and assistance					*		Staff Time	Com Dev	General Fund

Current CWP begins on page 81 of the 2040 Comprehensive Plan

2024-2028 Community Work Program

**Potential key
action items
organized by
goal**

**Input from
community,
staff,
previous
plans**

**Let's
discuss
priorities
and
additions**

Goal 1

Continue to define Norcross' sense of place.

Priority Actions

1. Regularly evaluate the Unified Development Ordinance
2. Enhance and maintain the city's gateways
3. Support efforts to preserve the city's historic resources
4. Support efforts to conserve and enhance the city's nature-based assets
5. Continue to program community events like the Community Market and Gateway Int'l Festival that celebrate the diverse and inclusive nature of the community
6. Implement recommendations of the Master Arts & Cultural Plan

Goal 2

Continue to strengthen Norcross as a livable, inclusive, and safe environment.

Priority Actions

1. Encourage the expansion of the historic downtown commercial district
2. Be an active partner in the redevelopment of the Buford Hwy corridor
3. Participate in the Georgia Initiative for Community Housing (GICH)
4. Maintain Platinum Green Community Status
5. Continue to offer youth health, wellness, and storytelling programs through the Community Center

Goal 3

Increase opportunities for travel via different modes within and outside the community.

Priority Actions

1. Invest in sidewalk and bicycle connectivity and safety
2. Work with regional partners to expand transit service
3. Continue the development of a robust trail and greenway system with seamless connections to the county's greenway system, including the implementation of Beaver Ruin Creek Greenway
4. Enhance downtown parking through the application of Smart Technologies
5. Improve bus stops along Buford Hwy, Beaver Ruin Rd, and Norcross Tucker Rd

Goal 4

Maintain a vibrant economy and continue to facilitate job growth.

Priority Actions

1. Business recruitment, retention, and expansion initiatives
2. Implement target industry study and strategic marketing plan
3. Enhance tourism through filming and visitor engagement initiatives
4. Develop market analysis tool to help identify and facilitate redevelopment opportunities
5. Facilitate entrepreneurship and small business start-ups
6. Attract unique restaurants and shops to diversify downtown businesses
7. Continue to administer the Downtown Merchants Incentive Loan Program

Goal 5

Ensure that Norcross residents have a variety of attainable quality housing options.

Priority Actions

1. Participate in and implement recommendations of the GICH/Live Norcross Initiative.
2. Develop a pilot program to provide grant-funded incentives for residents to improve energy efficiency and indoor air quality in their homes, and host property management classes to teach owners how to care for investments, improve safety, and improve property values.

Goal 6

Further the City's tradition of strong leadership and a high level of quality services.

Priority Actions

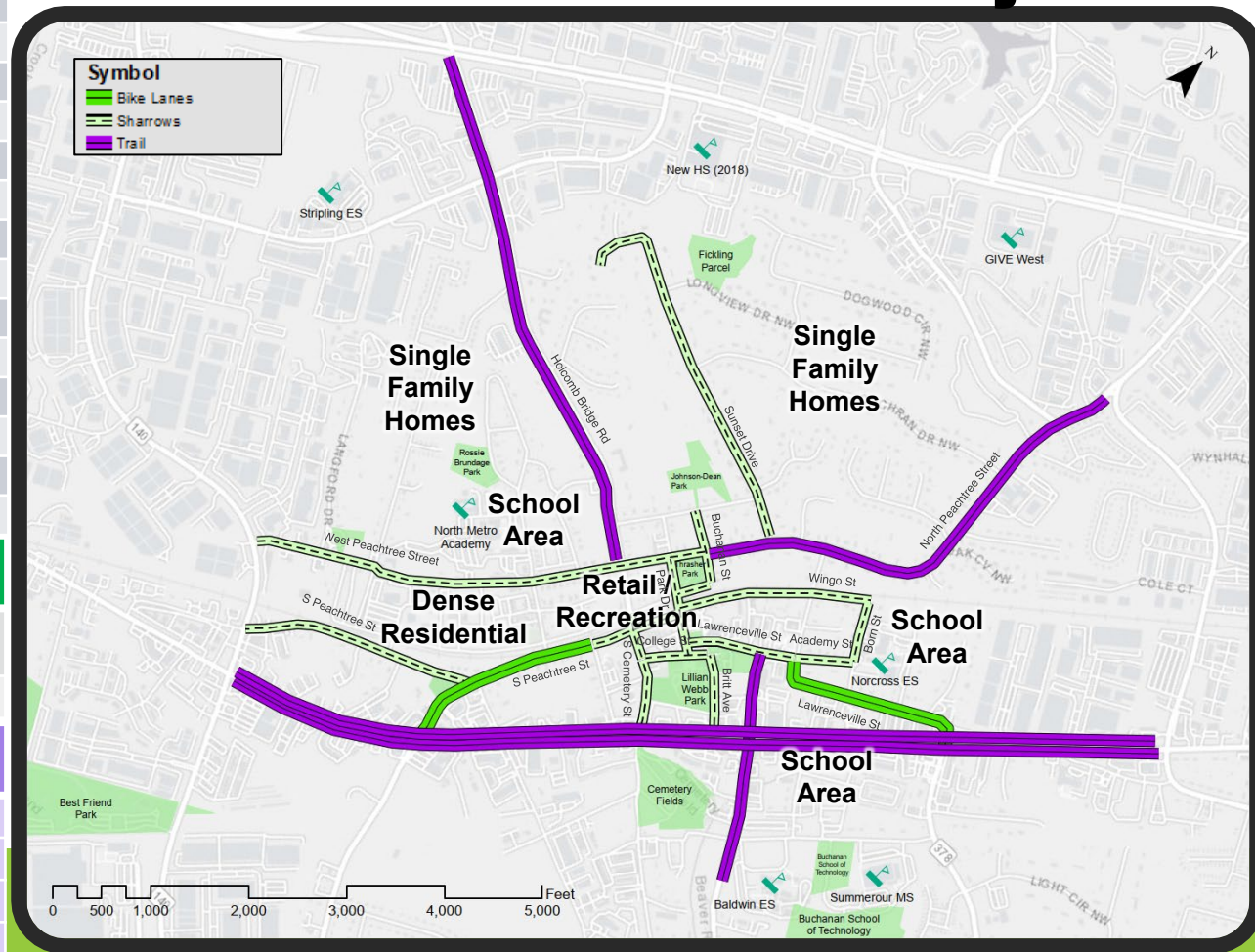
1. Provide community support for non-native English speaking students and families
2. Develop a school needs-community resources matching tool
3. Improve online visibility through SEO and other tools
4. Continue to invest and utilize smart cities initiatives
5. Hire a community outreach officer to

Key considerations for LCI transportation funding

- Transportation funding is competitive with other LCI communities
- For the LCI pot of funds, ARC prioritizes projects in communities that have demonstrated commitment to implementing their LCI plans
- Next round of applications will likely start in the Spring of 2024, which funding available starting in 2025
- All projects should support the creation of Complete Streets and improve safety and incorporate proven safety countermeasures
- Equity is important - so for example, a sidewalk or path that connects to low-income housing, senior housing, or to transit, would score highly
- Local match of 20% (standard 80/20 split)
- Grant amounts for PE, ROW, UTL, and CST range between \$2 million and \$15 million, with the typical around \$5 million

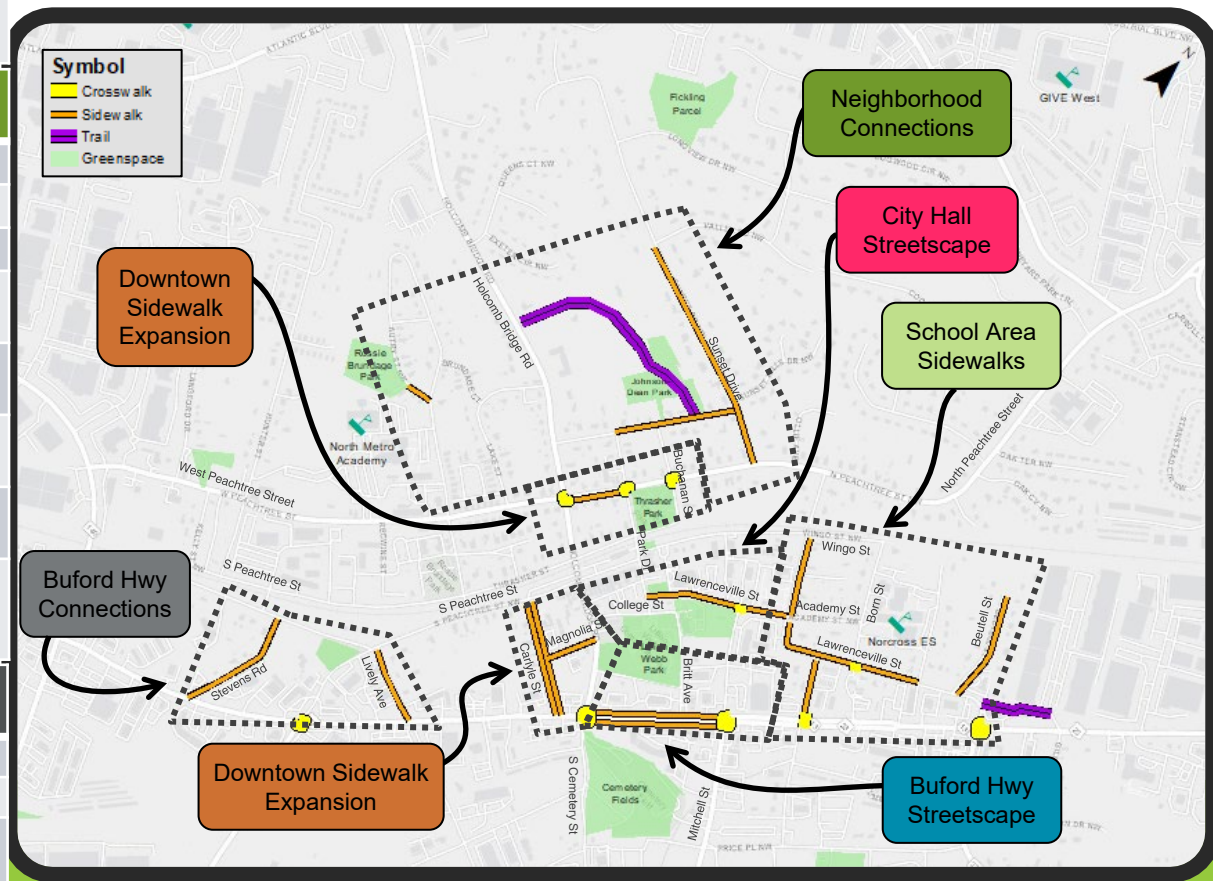
Bike & Multi-Trail LCI Projects

SHARROWS	Draft Funding Recommendation
W Peachtree Street	Middle Rank
Lawrenceville Street	Middle Rank
Academy Street	Middle Rank
Wingo Street	Middle Rank
Jones St / Park Dr	High Rank
Buchanan Street	High Rank
Thrasher Street	High Rank
S Peachtree Street	Middle Rank
Holcomb Bridge Rd	TBD
S Cemetery St	Middle Rank
Britt Ave	Middle Rank
College Street	Middle Rank
Born Street	Middle Rank
Sunset Drive	Middle Rank
BIKE LANES	Draft Funding Recommendation
North Norcross Tucker Rd / S Peachtree St	High Rank
Lawrenceville Street	High Rank
MULTI-USE TRAIL	Draft Funding Recommendation
Holcomb Bridge Rd	High Rank
N Peachtree Street	High Rank
Mitchell Road	High Rank
Buford Highway	TBD



CITY HALL STREETSCAPE	Draft Funding Recommendation
8-ft sidewalk with streetscape on the northwest side of Lawrenceville Street	Low Rank
Intersection with textured surface and splitter island at Lawrenceville St and Mitchell Rd	Middle Rank
SCHOOL AREA SIDEWALKS	Draft Funding Recommendation
5-ft sidewalk on Beutell St (NE Side)	High Rank
5-ft sidewalk on Summerour St (SW side)	Low Rank
5-ft sidewalk on Rakestraw St (NE side)	High Rank
Sidewalks on northwest side of Lawrenceville Street	Middle Rank
Splitter island with enhanced crosswalk on Lawrenceville Street at Born Street	High Rank
Trail connection between Lawrenceville Street (NW side) and Giles Street	Low Rank
Enhanced crosswalks on Buford Hwy at Beaver Ruin Rd	TBD
Add a protected pedestrian crossing for the intersection Buford Highway at Summerour Street.	TBD
BUFORD HWY CONNECTIONS	Draft Funding Recommendation
5-ft sidewalk on SW side of Lively Ave	High Rank
5-ft sidewalk on west side of Stevens Rd	High Rank
Enhanced crosswalks on Buford Hwy at N Northcross Tucker Rd	TBD

Pedestrian LCI Projects (1/2)

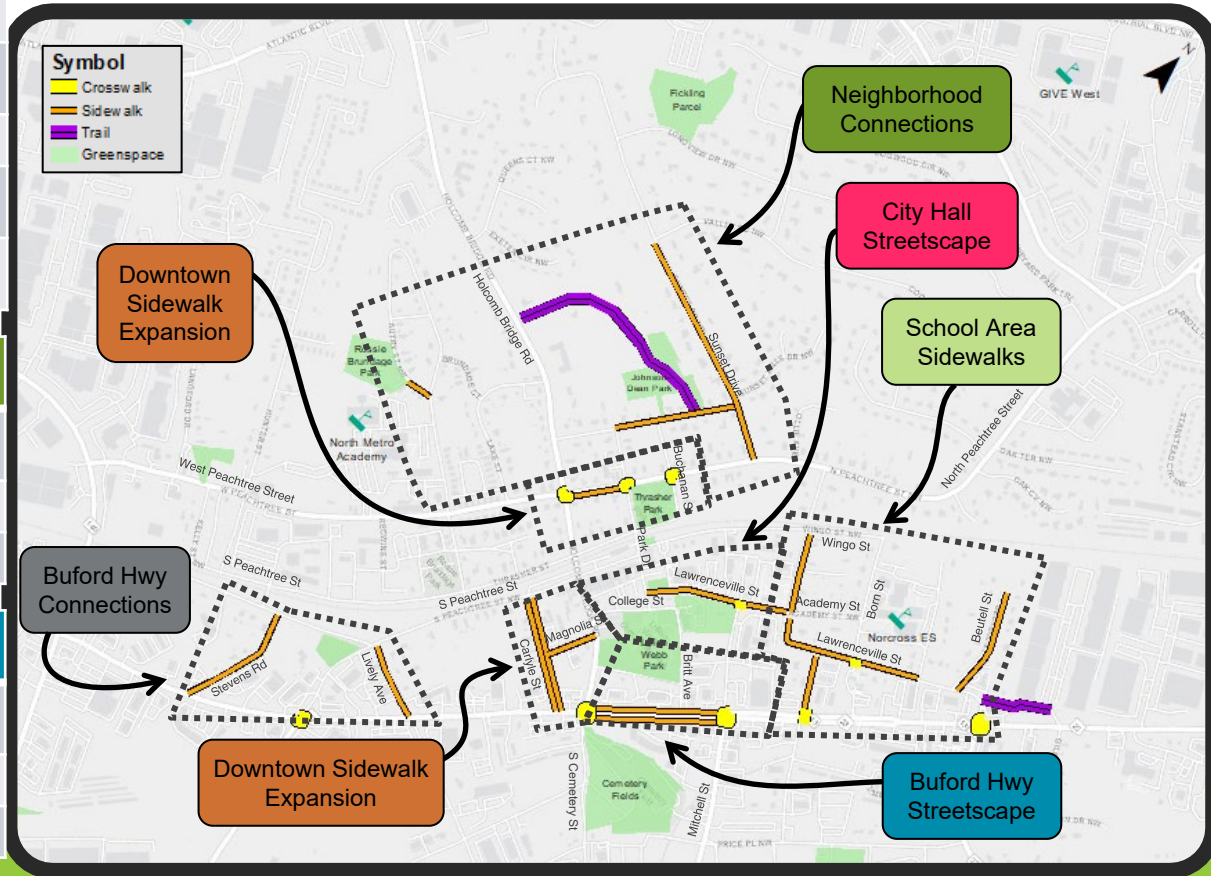


Pedestrian LCI Projects (2/2)

DOWNTOWN SIDEWALK EXPANSION	Draft Funding Recommendation
Enhanced crosswalks for W Peachtree St at Holcomb Bridge Road	Middle Rank
Enhanced crosswalks for N Peachtree St at Buchanan St	Middle Rank
Enhanced crosswalks for W Peachtree St at Park Drive	Middle Rank
Sidewalk on SE side of W Peachtree St	High Rank
5-ft sidewalk on northeast and/or southwest sides of Carlyle St	High Rank
5-ft sidewalk on northwest side of Magnolia St	NA / Privately Funded

NEIGHBORHOOD CONNECTIONS	Draft Funding Recommendation
Multiuse trail from Barton St through Johnson Dean Park	Low Rank
5-ft sidewalk on NE side of Barton St	High Rank
5-ft sidewalk on SW side of Sunset Dr	High Rank

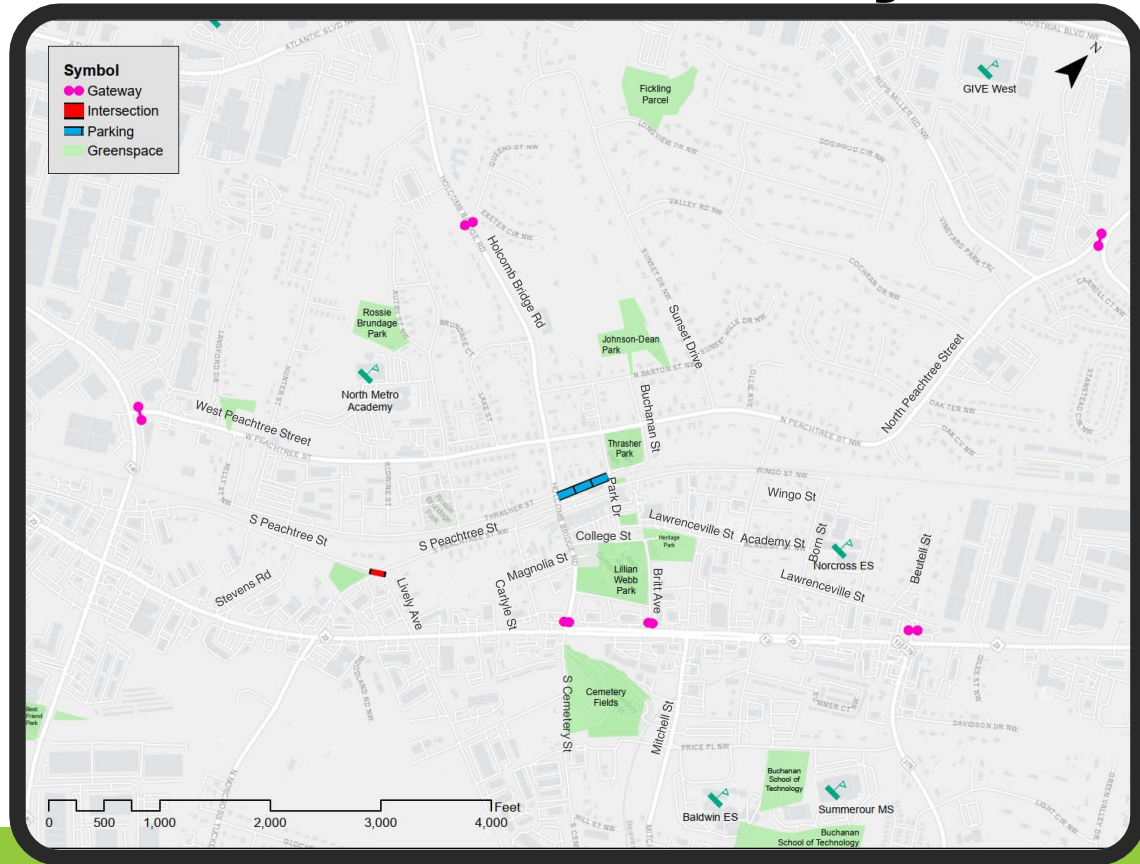
BUFORD HIGHWAY STREETSCAPE	Draft Funding Recommendation
Multiuse trail from Barton St through Johnson Dean Park	TBD
5-ft sidewalk on NE side of Barton St	TBD
5-ft sidewalk on SW side of Sunset Dr	TBD



GATEWAY PROJECTS	Draft Funding Recommendation
Stone columns with signage on Holcomb Bridge Rd at LCI Boundary, west of Queens Ct	Low Rank
Stone columns with signage on Jimmy Carter Blvd at W Peachtree Street	Low Rank
Stone columns with signage on Buford Hwy at Holcomb Bridge Rd	Low Rank
Stone columns with signage on Buford Hwy at Mitchell Rd	Low Rank
Stone columns with signage on Buford Hwy at Beaver Ruin Rd	Low Rank
Stone columns with signage on Langford Rd at N Peachtree Street	Low Rank

ROADWAY / PARKING	Draft Funding Recommendation
Roundabout at N Norcross Tucker Rd and S Peachtree St	Low Rank
On-street parallel parking and a 5-ft sidewalk on the southeast side of Thrasher St from Holcomb Bridge Rd to Park Dr	TBD

Non-Bike/Ped LCI Projects



**Are there any
other key projects
for the next 5 years
that do not directly relate
to one of these goals?**

NEXT STEPS

- **October 19:** Public Open House
- **November 8:** Planning and Zoning Board Review of Transmittal Draft of Comprehensive Plan
- **November 20:** City Council Work Session
- **December 4:** City Council Regular Meeting – Transmittal Hearing of the Draft Plan
- **January and February 2024** – Adoption hearing for the Comprehensive Plan
- **Winter 2024** – Review and Adoption the Town Center LCI Update



NORCROSS

IMAGINE OUR FUTURE

THANK YOU!