



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

POP-UP 1 SUMMARY

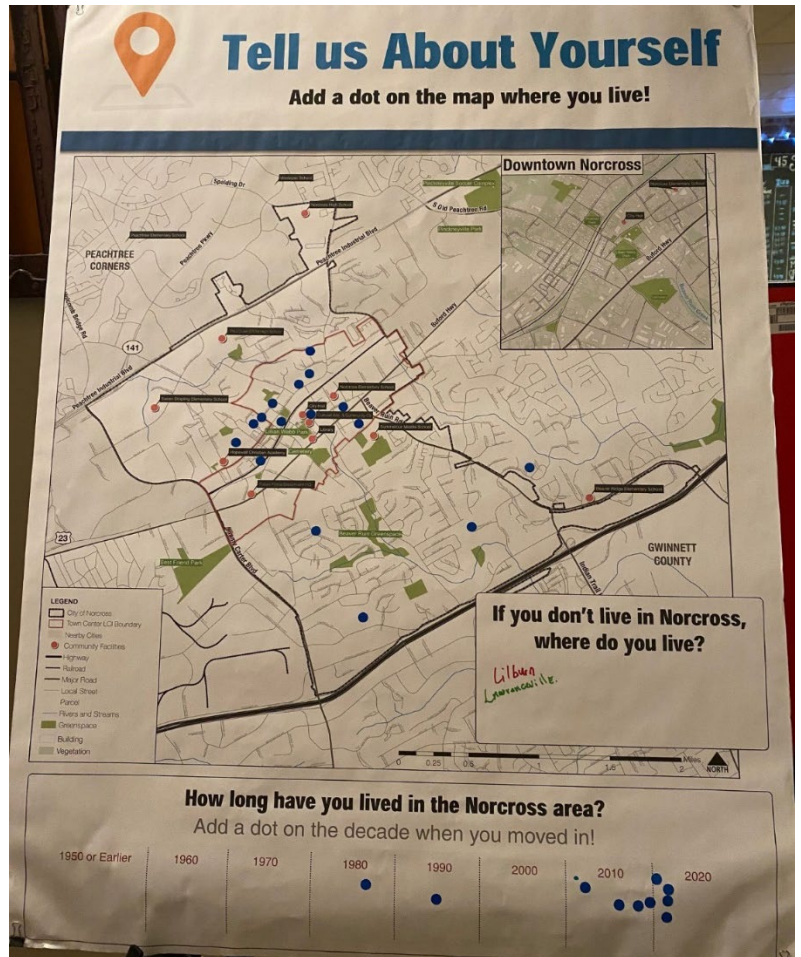
Pop-Up Details

The first Pop-Up took place on April 8, 2023, from 12 p.m. to 3 p.m. in 45 South Café. Originally advertised as a booth to be hosted outside of Social Fox Brewing, the planning team shifted the location indoors due to rain. The Shop Hop Eggstravaganza, a concurrent event planned by the Heart of Norcross, also relocated their activities inside of downtown businesses, including 45 South Café. The Easter Bunny and a face-painter attracted many families, despite the weather.

Who Participated?

Fifteen (15) community members signed the outreach list sign-up sheet, and all indicated that they live in zip code 30071. As evidenced by the blue dots on the map to the right, most attendees came from different parts of the City, with a few more living outside of Norcross (two people noted that they reside in Lilburn and Lawrenceville, and one person placed their dot just outside of the Norcross eastern city limits). Most participants moved to Norcross in 2010 or later, with only two people noting that they moved to the area prior to 2000.

This Pop-Up was a key opportunity to raise awareness about the plan updates. Planning team members walked around the café to direct people to our table and provide project overview handouts and business cards. The planning team gave out approximately 100 business cards. Some community members visited the table but either did not sign up for the outreach list or did not participate in the activity at the “Tell us About Yourself” Board.



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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. **Visioning Board** – Solicited input on key elements that residents want to see addressed in the citywide Comprehensive Plan and the Town Center LCI.
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.



Public Input

Visioning Activity

The Visioning Activity helped the planning team learn about community members' priorities for the Town Center and the City as a whole. Figure 1 summarizes the results of this exercise.

Some key insights include:

- “Housing choices for different income ranges and generational levels” received the most support for the City overall. Participants felt this was a citywide need, rather than a Town Center-specific issue.
- “Entrepreneur incubators and technology innovation” received the second-greatest number of votes, particularly for the City versus the Town Center. Analyzing the vote breakdown, participants appear much more interested in accommodating these uses outside of the Town Center.
- “Public gathering spaces” received equal votes for the City and the Town Center.
- Participants recognized “expanded public transportation options” and “cultural resources and public art” as important needs for both geographies, with slightly more votes for the City overall.
- “Parking,” “bike and pedestrian facilities, and “greenspace and tree protection” received slightly more support for the Town Center than the City overall.
- “Electric vehicle chargers” received some votes, but participants assigned higher priority to other topics.
- “Micro-mobility (scooters)” received no votes.

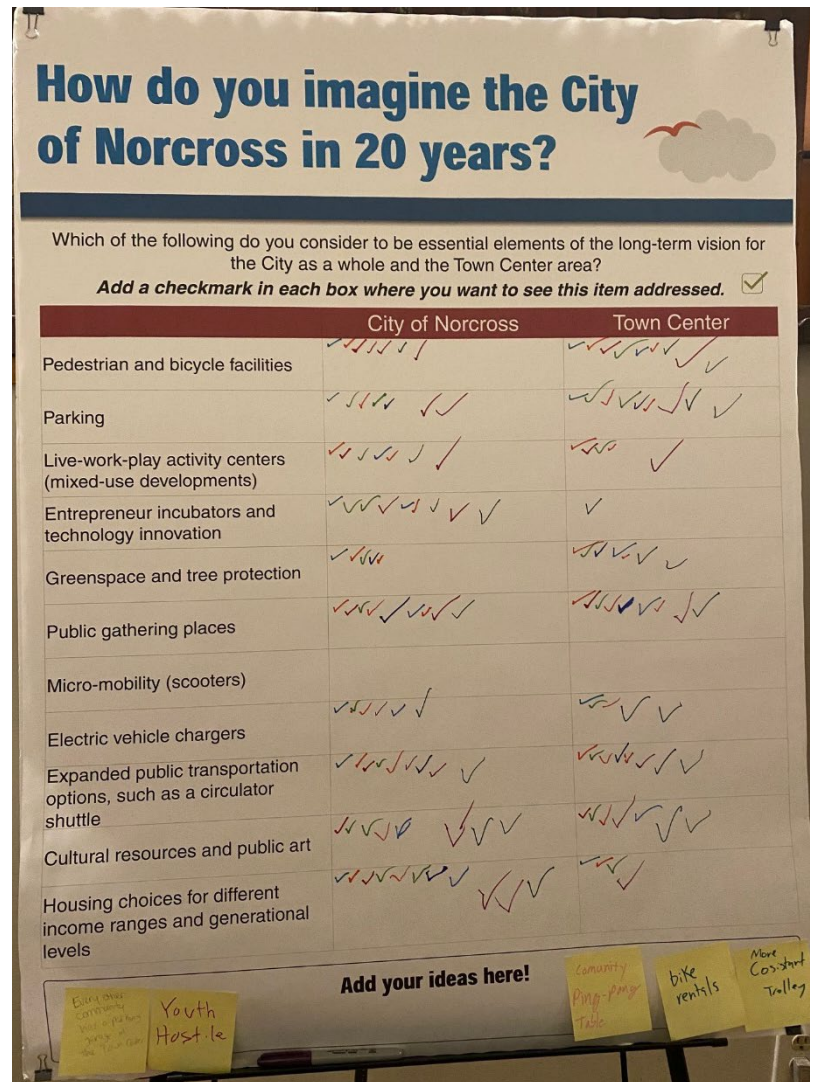
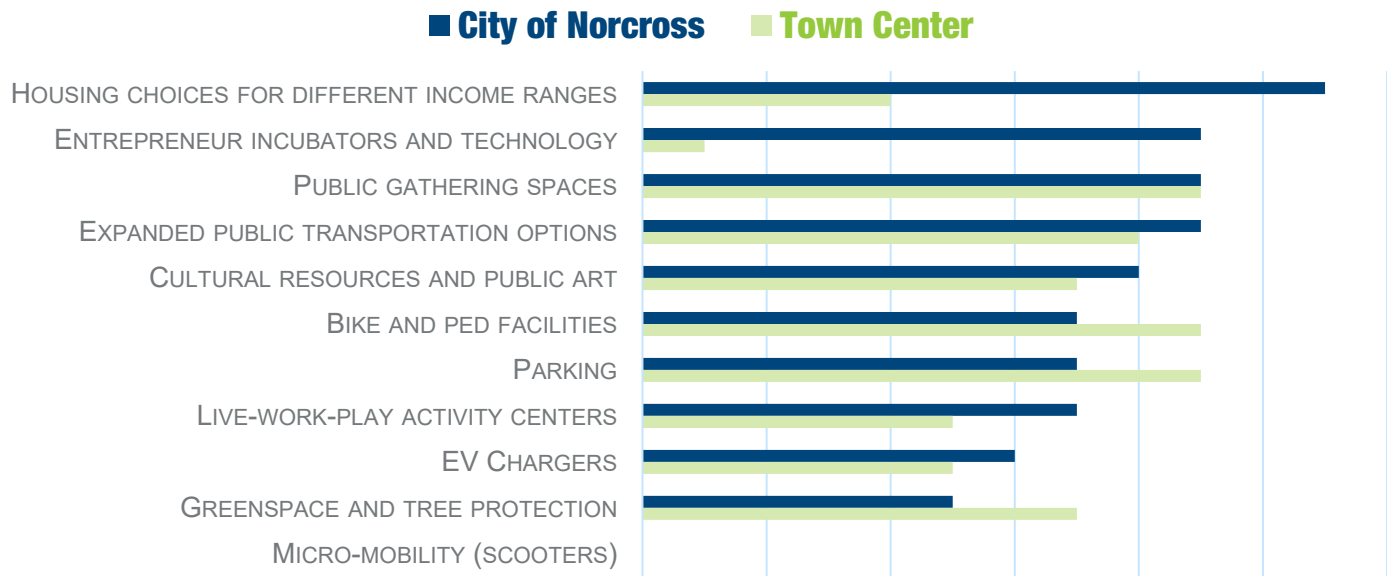


Figure 1. Visioning Activity Results



The Visioning Activity also provided an opportunity for participants to share additional desires, which are listed below:

- Parking garage to be competitive with other communities’ town centers
- Youth hostile
- Community ping-pong table
- Bike rentals
- More constant trolley

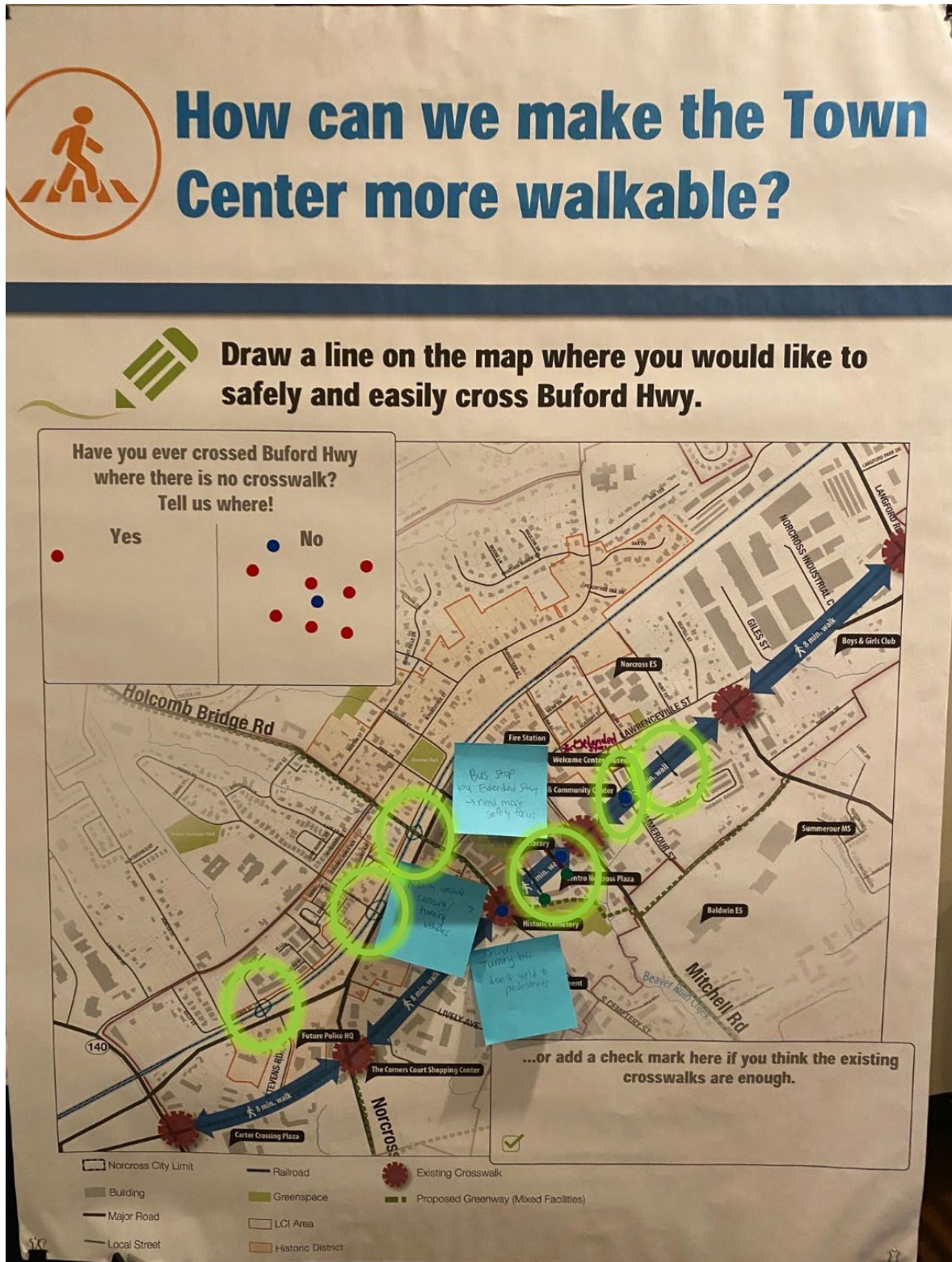
Walkability Activity

The Walkability Activity Board presented a map of the Town Center area, with an emphasis on the Buford Highway corridor and its existing pedestrian crossing facilities. The board represented the distance between these crossings in minutes of walking time to give participants more context.

When asked if they had ever crossed over Buford Highway where there is no existing crosswalk, all but one participant answered, “no.” Most participants reacted strongly, with expressions along the lines of, “I wouldn’t dare do that!”

As highlighted in green on the map in Figure 2, participants suggested locations for new crosswalks on Buford Highway and over the railroad. Multiple participants echoed that there should be crossing facilities at the Gwinnett Library (a mid-block crossing between the two existing crosswalks).

Figure 2. Walkability Board



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At the Walkability Board, the planning team also discussed general safety needs with participants. Community members provided the following notes:

- The bus stop near the Extended Stay is a location where many children cross the road. It is critical to invest in safety here.
- Drivers approaching Buford Highway from both Holcomb Bridge Road and South Cemetery Street tend to make unsafe left turning movements without yielding to pedestrians.