



COMPREHENSIVE PLAN TECHNICAL ADDENDUM

Jacobs



APRIL 4 2024



EST.
1870


NORCROSS
a place to imagine
www.aplacetoimagine.com

CITY OF NORCROSS

HISTORIC DISTRICT

TECHNICAL ADDENDUM

The Technical Addendum contains five major resources: the Record of Accomplishments, project evaluation criteria, community engagement documentation, a discussion of the State’s Environmental Planning Criteria, and the broadband services element.

TA-1	RECORD OF ACCOMPLISHMENTS	A-4
TA-2	PROJECT EVALUATION	A-14
TA-3	COMMUNITY ENGAGEMENT	A-20
TA-4	COMPLIANCE WITH REGIONAL WATER PLAN & ENVIRONMENTAL PLANNING CRITERIA	A-204
TA-5	BROADBAND SERVICES ELEMENT	A-208



TA-1

RECORD OF ACCOMPLISHMENTS

OVERVIEW

Since the previous Comprehensive Planning effort, the City of Norcross has made great progress in implementing policies and projects. The following pages contain details on the status of items from the 2018 Comprehensive Plan; note that a number of items from the 2018 plan are not contained in this list. Instead, they have been recategorized as policies and integrated into other parts of the plan.

Table TA.1. Record of Accomplishments

Project ID #	Project Description	Status				Notes
		Complete	Ongoing	Postponed	No Longer Relevant	
LAND USE						
LU.1	Prepare a new Unified Development Ordinance (UDO)	✓				
LU.2	Create zoning incentives for redevelopment	✓				
LU.3	Update Town Center LCI Study		✓			Parts of this project were evaluated in the Buford Highway Master Plan. 2024 Project ID: LU.1
LU.4	Update Norcross Activity Center LCI Study		✓			Parts of this project were evaluated in the Buford Highway Master Plan. 2024 Project ID: LU.2
LU.5	Seek Plan First designation from DCA		✓			Included in 2045 Community Work Program 2024 Project ID: LU.3
TRANSPORTATION						
ROADWAY PROJECTS						
TR.1	Peachtree Street Traffic Calming	✓				Speed limit study underway, and radar speed signs installed
TR.2	Holcomb Bridge Road Traffic Calming	✓				Speed limit study underway, and radar speed signs installed
TR.3	Work with Gwinnett County regarding congestion on major corridors				✓	This is a day- to-day and annual policy item that can now be found in the Goals & Policies section of the Comprehensive Plan update 2024 Policy ID: 3-10
TR.4	Repave Britt Avenue		✓			Included in 2045 Community Work Program 2024 Project ID: TR.1

Project ID #	Project Description	Status				Notes
		Complete	Ongoing	Postponed	No Longer Relevant	
TR.5	Repave W Peachtree St		✓			Included in 2045 Community Work Program 2024 Project ID: TR. 1
TR.6	Repave Kelly St and Thrasher St		✓			Included in 2045 Community Work Program 2024 Project ID: TR. 1
INTERSECTION PROJECTS						
TR.7	US 23/SR 13/Buford Hwy at SR 140/Jimmy Carter Blvd Intersection		✓			Included in 2045 Community Work Program 2024 Project ID:TR.2
TR.8	Vertical Profile Adjustment at Thrasher Street and RR Crossing	✓				
TR.9	Support Gateway85 CID Transportation Improvement efforts, i.e. improvements to JCB at I-85, JCB at Buford Hwy and along Beaver Run Rd.		✓			Projects funded by sources other than City of Norcross 2024 Project ID: ED.2
BICYCLE/PEDESTRIAN PROJECTS						
TR.10	Develop a city-wide bicycle and pedestrian master plan and evaluate establishing a sidewalk fund.		✓			Trip hazard mitigation underway; list of projects pending. 2024 Project ID: TR.3 and TR.4
TR.11	Medlock Bridge Rd sidewalks Wyntree Dr to PIB	✓				Gwinnett County DOT completed this project.
TR.12	Indian Trail-Lilburn Road Multi-Use Path				✓	Gwinnett County DOT has a project in partnership with GDOT to install a trail along Indian Trail-Lilburn Rd from Willow Trail Pkwy to Burns Rd. Project is outside city limits and the city has no plans for annexation of this area at this time.
TR.13	South Peachtree St Sidewalk from Veterans Park to HBR	✓				

Project ID #	Project Description	Status				Notes
		Complete	Ongoing	Postponed	No Longer Relevant	
OTHER PROJECTS						
TR.14	Center Way at I-85 Pedestrian Fencing				✓	Gwinnett County DOT has a project that consists of the installation of pedestrian fencing on the bridge on Center Way over I-85. This project is in the concept phase. Project is outside city limits and the city has no plans for annexation of this area at this time.
TR.15	PIB Smart Corridor				✓	GDOT in partnership with Gwinnett County is installing smart corridor equipment on over 380 traffic signals located on the western part of the County including the area of Norcross. This is a County project. City of Norcross is not contributing.
TR.16	Study the application of smart corridor technology throughout Norcross		✓			PIB is covered by TR15. The PIB Smart Corridor is test case for this emerging technology. This item will be revisited in the next update.
HOUSING						
H.1	Explore feasibility of adopting National Healthy Housing standard or Equivalent				✓	Following up on an FY22 housing study to help develop housing policy surrounding this and other housing related items; replaced in 2045 CWP with a Housing Policy item
H.2	Explore adoption of partnership structure to reduce crime in extended stay hotels and multi-family housing	✓				The city has set up a hotel/motel unit up and running and have already seen reductions in crime. Code Enforcement works with them and also does sweeps on their own during normal patrol to enforce the Hotel ordinance. They have a very good partnership with (most) hotel owners/operators that makes this work much better for everyone.

Project ID #	Project Description	Status				Notes
		Complete	Ongoing	Postponed	No Longer Relevant	
H.3	Develop a pilot program to provide grant-funded incentives for residents to improve energy efficiency and indoor air quality in their homes.		✓			Look to partnerships with other organizations to complete. 2024 Project ID: H.1
H.4	Host property management classes to teach owners how to care for investments, improve safety, and improve property values.		✓			Look to partnerships with other organizations to complete. 2024 Project ID: H.1
H.5	Develop mixed income zoning incentives to address Affordable Housing – concurrent with new, high-standard design development				✓	Following up on an FY22 housing study to help develop housing policy surrounding this and other housing related items; will be replaced in 2045 CWP with a Housing Policy item. 2024 Policy ID: 5-8
H.6	Formalize a multi-family housing policy to ensure that new developments are in keeping with the desired vision for the City				✓	Following up on an FY22 housing study to help develop housing policy surrounding this and other housing related items; replaced in 2045 CWP with a Housing Policy item. 2024 Policy ID: 5-9
H.7	Review code enforcement regulations and procedures to maintain and improve quality of life.				✓	This is a policy standard operating procedure. 2024 Policy ID: 1-14
H.8	Continue and expand progressive code enforcement program in residential neighborhoods.				✓	This is a policy standard operating procedure. 2024 Policy ID: 5-3
H.9	Participate in and implement recommendations of the GICH/ LiveNorcross Initiative.	✓				
ECONOMIC DEVELOPMENT						
ED.1	Provide ongoing support for business recruitment, retention, and expansion initiatives.	✓				Addressed with the hiring of a Business Development Manager/cost is now embedded in the budget
ED.2	Develop market analysis tool to help identify and facilitate redevelopment opportunities.				✓	Addressed through other means (e.g. commercial real estate consultants, master plans, studies, etc).

Project ID #	Project Description	Status				Notes
		Complete	Ongoing	Postponed	No Longer Relevant	
ED.3	Identify property owners of large tracts Buford Hwy. and SE for roundtable and incentives discussion.				✓	Staff is identifying incentive strategy needs through professional consulting services and other means. Actual property owners are not needed to identify incentive strategies.
ED.4	Support the small business mentoring program assistance as described in the 2011 Community Choices report.		✓			Augmenting through ACE and ARPA 2024 Project ID: ED.1
ED.5	Support Gateway85 CID efforts in Jimmy Carter Boulevard "International Street" Branding and Improvements		✓			Included in 2045 Community Work Program 2024 Project ID: ED.2
ED.6	Regularly survey town center parking needs		✓			Included in 2045 Community Work Program 2024 Project ID: ED.3
ED.7	Develop branding and PR strategy	✓				New Norcross website launched 1/22
ED.8	Develop target industry brochures				✓	Incorporated as part of ED 7
ED.9	Develop three target industry tours				✓	More efficient and better use of limited time to continue working with our local, regional and statewide economic development partner organizations
ED.10	Develop an online community pride campaign themed around the "A Place to Imagine" branding	✓				Tied in with other branding projects
ED.11	Translate marketing materials and other important information into multiple languages	✓				
ED.12	Expand Economic Development marketing efforts	✓				Expanded contract position into full time position, reevaluated marketing efforts and placed items online. Business visits have increased.
ED.13	Clarify the process of informing Norcross about leads with regional partners	✓				Partnership Gwinnett and GA Department of Economic Development
ED,14	Update Norcross bi-fold or create a relocation brochure for new residents	✓				Info goes to Norcross Power users and SNC working on new resident packet information.

Project ID #	Project Description	Status				Notes
		Complete	Ongoing	Postponed	No Longer Relevant	
ED.15	Develop a system of one-on-one company visits outside of sector partnership meetings to talk with local businesses about Norcross					Handled by Business Development Manager position
ED.16	Find opportunities to connect firms (especially those in target industries) to Norcross high schools		✓			Economic Development Director is on the Connect Committee of the SW Gwinnett Chamber and this is a committee goal 2024 Project ID: ED.4
ED.17	Create an internship portal that links Norcross students with local businesses		✓			Exploring opportunities to tie in with Norcross- Works program platform 2024 Project ID: ED.4
ED.18	Develop and promote a mentorship program for underrepresented community members to increase access to small business certifications				✓	Facilitate project with partners through WorkSource Atlanta, Metro Atlanta Chamber, Minority Supply Development Council and Gwinnett Tech
ED.19	Launch a voluntary business conservation challenge and recognize participants in an annual event	✓				
ED.20	Partner with local schools and community organizations to support students and their parents so they can fully engage in the Norcross economy				✓	This is done through SW Gwinnett Chamber
SUSTAINABILITY & QUALITY OF LIFE						
SQ.1	Develop school needs – community resources matching tool	✓				Budget process established; remove GCPS as responsible party
SQ.2	Construct gateways (stone columns and signage); Possible use of digital readers for City events and news		✓			Project at PIB/HBR is complete; LED is estimated to cost \$25,000 each; stone columns and foundations \$40,000 each Stakeholders reduced the number of gateways desired and the remaining location is Langford Road. 2024 Project ID: SQ.1

Project ID #	Project Description	Status				Notes
		Complete	Ongoing	Postponed	No Longer Relevant	
SQ.3	LCI Greenway Segment 1: Downtown Norcross to Beaver Ruin Road/Pinnacle Way (Priority 1 segment)		✓			Estimated cost now \$11,000,000 2024 Project ID: SQ.2
SQ.4	LCI Greenway Segment 2: Price Place from Mitchell Road to Beaver Ruin Road (Priority 1 Segment)		✓			Estimated cost now \$11,000,000. 2024 Project ID: SQ.3
SQ.5	LCI Greenway Priority 1 Segment BMPS		✓			This will be part of the Buford Hwy Master Plan. 2024 Project ID: SQ.4
SQ.6	Beaver Ruin Creek Stream Restoration		✓			Unknown timeline and funding source. 2024 Project ID: SQ.5
SQ.7	Southeast Utility Trail Corridor		✓			See Buford Hwy Master Plan; project currently unfunded. 2024 Project ID: SQ.6
SQ.8	Expand the Citizen's Police Academy programming and support it by neighborhood		✓			We need to hire a full time Community Outreach Officer before doing the basic academy. An expansion would require coordinated community outreach and additional resources in addition to one full time officer. 2024 Project ID: SQ.7
SQ.9	Conduct annual energy, water and waste audits for City buildings and implement retrofits		✓			Requirement of the Green Communities program and is standard procedure. 2024 Project ID: SQ.8
SQ.10	Complete the Green Infrastructure Assessment		✓			Storm water Superintendent completes an annual green infrastructure assessment as part of the annual MS4 report. 2024 Project ID: SQ.9

Project ID #	Project Description	Status				Notes
		Complete	Ongoing	Postponed	No Longer Relevant	
SQ.11	Study needs and opportunities to increase recycling, such as recycling events and additional drop-off options in multifamily developments and for hard-to-recycle materials		✓			Hosted a small household hazardous waste recycle event in 2020, HHW event is truly beyond the scope of what staff can handle, full-fledged HHW event may be cost prohibitive. Also worked with SNC on Feet on the Street program in 2021 to increase residential single stream recycling outcomes. 2024 Project ID: SQ.10
SQ.12	Develop an advisory board staffed by representatives of immigrant communities				✓	Project was dependent on hiring a new staff position, which was not granted in the budget, and cannot be supported at this time
SQ.13	Expand and support the faith community and city partnership to organize volunteer assistance days for low-income residents facing code violation.		✓			Routine effort of CE and considered to be an administrative policy item. 2024 Policy ID: 1-16
SQ.14	Create a Volunteer Norcross web platform	✓				Volunteer paid platform has been replaced by Eventeny platform.
SQ.15	Develop Lead Norcross program				✓	Was determined to be no longer valid in last Report of Accomplishments due to lack of resources.
SQ.16	Update Technology Plan		✓			Included in 2045 Community Work Program 2024 Project ID: SQ.11
SQ.17	Implement local Next Generation Focus Program				✓	Other programs such as Junior Achievement address the items in this program; will rephrase into a new item.
SQ.18	Update Parks Master Plan to include one or more linear parks to downtown		✓			Fickling Park has been included. Linear Parks could be considered as part of the Buford Highway Master Plan. The Parks Master Plan update is in process. 2024 Project ID: SQ.12
SQ.19	Pursue Bike Friendly Community certification from the League of American Bicyclists				✓	Deficiencies too numerous to overcome at this time.

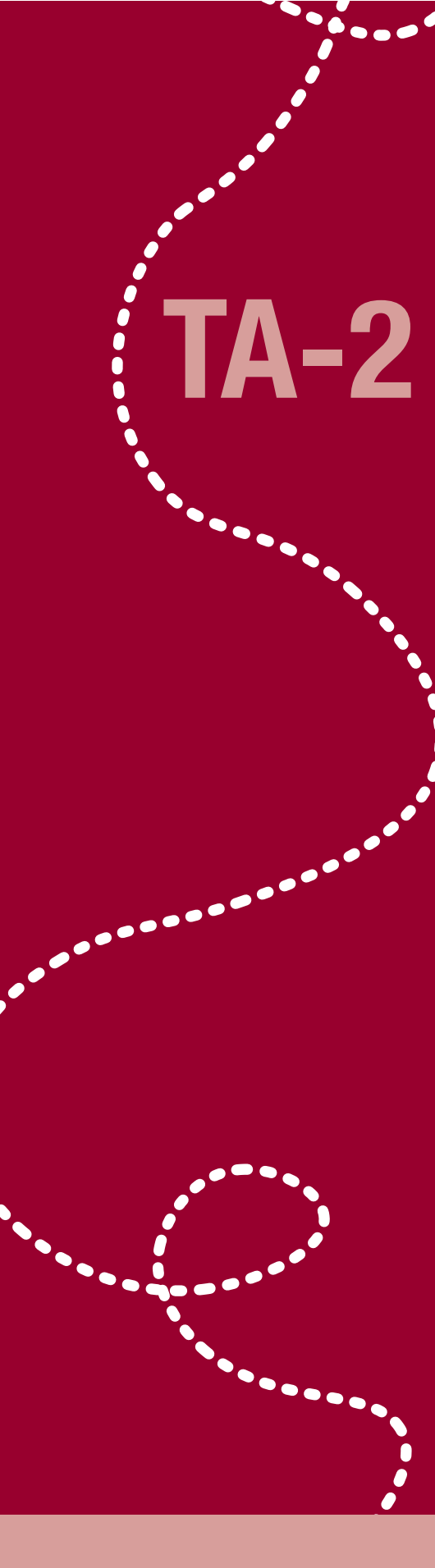
Project ID #	Project Description	Status				Notes
		Complete	Ongoing	Postponed	No Longer Relevant	
SQ.20	Create a Roles & Duties Guide for Norcross Boards and Commissions	✓				
SQ.21	Consider developing a full time event coordinator/ manager position	✓				
SQ.22	As part of the new UDO, require developers to donate funds for tree replacement if the replacement cannot be done on site.	✓				
SQ.23	Pursue Walk Friendly Certification				✓	Application deficiencies too numerous to overcome at this time
SQ.24	Implement recommendations from the Local Foods Accountability Model Report				✓	Included in 2045 Community Work Program 2024 Project ID: SQ.13
SQ.25	Coordinate City-wide GIS system and annually obtain GIS data from the County regarding parcel boundaries and transportation improvements	✓				This is part of an annual process and considered to be administrative policy at this time
SQ.26	Promote and partner on Town Center LCI projects		✓			Town Center LCI recommendations are mirrored in the 2045 Comprehensive Plan update to ensure promotion and partnership to complete the projects. 2024 Project IDs include all of the TR projects.
SQ.27	Manage website	✓				
SQ.28	Update Five Year Technology Plan annually	✓				See SQ 16, Five Year Technology Plan is complete and updates will be handled per SQ 11.
SQ.29	Maintain City's LEED and Green Communities Designation		✓			Included in 2045 Community Work Program 2024 Project ID: SQ.13
SQ.30	Evaluate potential update and maintenance of the City's entry gateways	✓				See entryway signage item. Audit is now complete, PIB/HBR gateway is complete.

Project ID #	Project Description	Status				Notes
		Complete	Ongoing	Postponed	No Longer Relevant	
SQ.31	Relocate utilities underground				✓	In 4-5 months will start a study to see which systems can be converted; relocation is currently unfunded; Included in 2045 Community Work Program
SQ.32	Plan and construct a Cultural Arts Center		✓			Unfunded. Included in 2045 Community Work Program 2024 Project ID: SQ.16
BRE (BUSINESS RETENTION, RECRUITMENT, EXPANSION)						
SQ.33	Provide ongoing support for BRE		✓			Included in 2045 Community Work Program as more specific items, including ED.1-ED.6, and SQ.22.
SQ.34	Re-establish a City/DDA Revolving Loan Fund for local small business and entrepreneurs				✓	DDA could not support, low priority
SQ.35	Establish Entrepreneur Innovation Hub Development in location(s) to be determined				✓	This item is addressed by the Chamber and the County, may be a repetitive item for the city
SQ.36	Develop and administer annual business owner survey to gauge the needs and opinions of the business community				✓	Conducted COVID-19 survey as well as follow-up. Also accomplished via regular business visits by Business Development Manager 2024 Project ID: SQ.18
SQ.37	Develop and implement Hispanic outreach to learn business needs	✓				Part of standard policies and regular engagement with Hispanic Community. 2024 Policy ID: 4-1 and 4-5
SQ.38	Aggressive Film/TV and creative Business Recruitment along AT- PIB and I-85 Act Ctr Character Areas to help fill vacant office space				✓	Explore Gwinnett handles this.
MARKETING						
SQ.39	Implement 2018 Strategic Marketing Plan and Targeted Industry Study	✓				
SQ.40	Hold Annual Media Roundtable Luncheon to increase relationships with metro Atlanta media professionals to garner more positive and earned media coverage for Norcross				✓	The City reaches out to media via other modes. Roundtable luncheon no longer considered effective mode

Project ID #	Project Description	Status				Notes
		Complete	Ongoing	Postponed	No Longer Relevant	
SQ.41	Federal Opportunity Zone Strategic Plan and Investor Outreach to direct investors to project opportunities				✓	FOZ is one tool in the Economic Development Toolkit, among others and its reference is a part of the normal course of business, suggest removing.
SQ.42	Complete Annual Scorecard Report				✓	Annual Scorecard Report is completed at the federal level
SQ.43	Host City Signature Event: Annual Food & Music/Block Party Festival that will draw in large crowds from around metro Atlanta		✓			Through the Event Manager's office. 2024 Project ID: SQ.17
SQ.44	Implement Phase I: Buford Highway (Portions of Character Areas 6, 7, and 8) Redevelopment Concept Plan	✓				Buford Highway Master Plan completed and adopted
SQ.45	Implement Phase I: Buford Highway (Portions of Character Areas 6, 7, and 8) Redevelopment		✓			Included in 2045 Community Work Program 2024 Project ID: SQ.18
SQ.46	Implement I-85 Activity Center (Character Area 13) Transit-Oriented Development and Gateway Improvement		✓			Transit-oriented development continues to be dependent upon a successful referendum. 2024 Project ID: SQ.19
SQ.47	Reserve Fund for Purchasing Property; Consider creating a Land Bank Authority				✓	Mayor and Council discussions continue; next Comprehensive Plan is another opportunity to reevaluate.
SQ.48	Continue ongoing redevelopment of Historic Downtown		✓			Included in 2045 Community Work Program 2024 Project ID: SQ.20
SQ.49	Conduct a Comprehensive Smart City Study		✓			Included in 2045 Community Work Program 2024 Project ID: SQ.21
SQ.50	Create an Innovation Council to advise the City Council on how to address and apply new technologies				✓	Need additional direction from M&C Will be evaluated with 2024 Project ID Item SQ21

Project ID #	Project Description	Status				Notes
		Complete	Ongoing	Postponed	No Longer Relevant	
SQ.51	Conduct Comprehensive Smart City Study Phase Implementation		✓			Will tie in with new Smart Cities item. Will be evaluated with 2024 Project ID Item SQ21
SQ.52	Institute broadband Access Program for Low-income Areas to close the "digital- divide" in Norcross				✓	This item has been incorporated into the 2045 update as a policy. 2024 Policy ID: 4-11
SQ.53	Implement LiveNorcross: Hire Housing Manager to develop and implement ongoing housing and neighborhood stabilization programs	✓				Funds made available in the M&C budget for FY22 to supplement a GICH-related position with transitional funding anticipated for FY23
SQ.54	Explore college/ university satellite office to assist more residents in obtaining certificates and higher education degrees				✓	Staff works with other agencies to assist with this and similar items
SQ.55	Administer Norcross Schoolhouse Rock PR Campaign to highlight and promote area schools to overcome negative perceptions				✓	Staff recommend to remove Schoolhouse Rock program, staff also manages other school outreach programs that continue to be ongoing.
SQ.56	Partner with Dept. of Labor for segment workforce training sessions		✓			Exploring incorporation into Norcross Works program 2024 Project ID: SQ.22
SQ.57	"Establish and promote workforce program(s) to connect local residents with local employers in conjunction with state and local organizations including GA Dept. of Labor, GA Center for Opportunity, Corners Outreach, Great Promise Partnership, and others."		✓			Exploring incorporation into Norcross Works program 2024 Project ID: SQ.22

This page intentionally left blank.



TA-2

PROJECT EVALUATION

PROJECT EVALUATION LIST

As explained in the Community Work Program the City utilizes a ranking methodology to help city officials in evaluating the relevance of any given project to the community's vision and goals. Each of the recommendations is first evaluated based on estimated cost, implementation time frame, and funding availability. Projects already funded and those that are currently on-going take top priority. The remaining projects are then evaluated based on how they rate in regard to achieving the community goals. The following rating scales are utilized in determining priorities.

GOAL 1

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

Scale of 0 - 5

0	Does not enhance sense of place
1	Maintains existing character in a limited area
2	Maintains existing character citywide
3	Improves character in a limited area
4	Improves character citywide
5	Major improvement with regional significance

GOAL 2

Continue to Strengthen Norcross as a Livable, Inclusive, and Safe Environment

Scale of 0 - 4

0	No real connection
1	Creates a livable environment, inclusive environment, or safe environment for some
2	Creates a livable environment, inclusive environment, and safe environment for some
3	Creates a livable environment, inclusive environment, or safe environment for all
4	Creates a livable environment, inclusive environment, and safe environment for all

GOAL 3

Increase Opportunities for Travel via Different Modes within and Outside the Community

Scale of 0 - 5

0	Does not support this goal
1	Improves 1 mode of travel
2	Improves 2 modes of travel
3	Improves 3 modes of travel
4	Improves all key transportation modes
5	Major improvement with regional significance

GOAL 4

Maintain a Vibrant Economy and Continue to Facilitate Job Growth

Scale of 0 - 6

0	Does not support this goal
1	Creates a more favorable business climate but no direct jobs
3	Creates a more favorable business climate and should create temporary jobs
4	Creates a more favorable business climate and should lead to permanent jobs
6	Critical infrastructure investment or policy

GOAL 5

Ensure that Norcross Residents have a Variety of Attainable, Quality Housing Options

Scale of 0 - 4

0	Does not support this goal
1	Supports housing options that are already common within the City or creates a public amenity that benefits an existing neighborhood
2	Creates opportunity for housing types that are uncommon within the City or increases capacity for additional units
3	Will indirectly encourage a variety of attainable and quality housing options for underserved demographic
4	Will directly encourage a variety of attainable and quality housing options for all of Norcross and especially underserved demographic

GOAL 6

Further the City's Tradition of Strong Leadership and High Level of Quality Services

Scale of 0 - 7

0	Does not support this goal
1	Maintains existing service, program, or City leadership abilities
3	Makes minor improvement to existing service, program, or City leadership abilities
5	Makes major improvement to existing service, program, or City leadership abilities
7	Adds new service, program, or City leadership ability

Composite Score

- Continues to define Norcross' sense of place (Possible score of 0 to 5)
- Continues to Strengthen Norcross as a Livable, Inclusive, and Safe Environment (Possible score of 0 to 4)
- Increases Opportunities for Travel via Different Modes within and Outside the Community (Possible score of 0 to 5)
- Maintains a Vibrant Economy and Continue to Facilitate Job Growth (Possible score of 0 to 6)
- Ensures that Norcross Residents have a Variety of Attainable, Quality Housing Options (Possible score of 0 to 4)
- Furthers the City's Tradition of Strong Leadership and High Level of Quality Services (Possible score of 0 to 7)

Adding up these scores a project will have a composite score of 0-31. The composite score is not and should not be the only factor used in evaluating project. Timing, funding, and price all play a critical role, but it is a good way to evaluate projects of seemingly equal value, and does give decision makers an objective tool to help in evaluating capital investments.

This page intentionally left blank.

TA-3

COMMUNITY ENGAGEMENT

OVERVIEW

The Comprehensive Plan Update was a community-based effort. The overarching vision, community goals, and priority needs/opportunities are a direct reflection of the input received by the public and community leaders throughout the planning process.

Types of Engagement

The following opportunities were available to the public to participate in the development of the Comprehensive Plan:

- Kick-off Public Hearing at a Mayor & Council meeting: March 6, 2023
- Pop-Up #1 at 45 South Cafe: April 8, 2023
- Visioning Survey (Online): Open early April 2023 to early July 2023
- Pop-Up #2 at the Blueberry Beer and Music Festival: June 24, 2023
- Pop-Up #3 at the Cookout with Council: July 29, 2023
- Pop-Up #4 at Summerour Middle School Curriculum Night: August 22, 2023
- Virtual Public Meeting: September 7, 2023
- Implementation Survey (Online): Open September 7-30, 2023
- Open House: October 19, 2023

The Comprehensive Plan was also guided by a 22-member Steering Committee. This committee met the following dates during the planning process:

- Steering Committee Meeting #1: March 7, 2023
- Steering Committee Meeting #2: May 9, 2023
- Steering Committee Meeting #3: August 8, 2023
- Steering Committee Meeting #4: October 10, 2023

Additionally, the planning team conducted a series of stakeholder interviews:

- Eric Johnson
- Tracy Rye
- Louisa Tovar
- William Corbin
- Christabel Ghansah
- Melissa Zeigler
- Craig Newton
- Bruce Gaynor
- Councilmember Josh Bare
- Councilmember Arlene Beckles
- Councilmember Andrew Hixson
- Councilmember Matt Myers
- James Poteete
- Jim Eyre
- Kathleen Allen
- Emory Morseberger
- Robert Michener
- Beth Coffey
- Virginia Smith

Help the City Plan for the Future!

Learn more about how to get involved!
www.ImagineOurFuture.org

Más información sobre cómo participar:
www.ImagineOurFuture.org/es



NORCROSS
 IMAGINE OUR FUTURE

JOIN US!

September 7
 6:30 - 7:30 pm
 Catch us on Zoom!
 Zoom Meeting ID: 875 5803 5406

We need your help to plan for the future of Norcross

Learn more and register at:
www.ImagineOurFuture.org

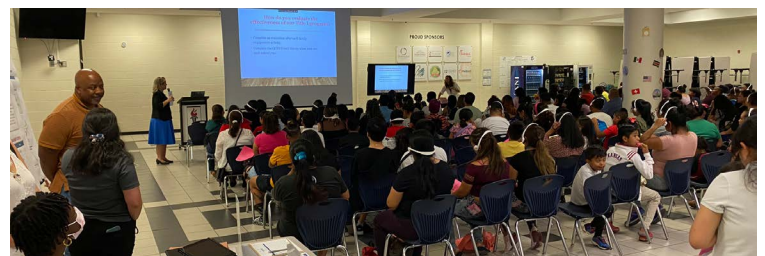
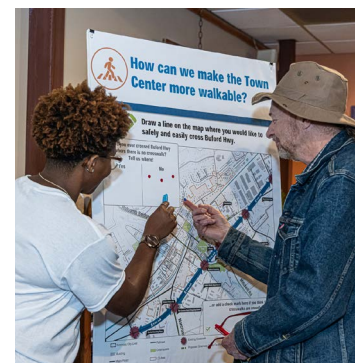
NORCROSS
 IMAGINE OUR FUTURE

Upcoming Virtual Public Meeting
 September 7, 6:30 - 7:30 pm

Register via the project website:
www.ImagineOurFuture.org/participate

Zoom Meeting ID:
 875 5803 5406

Help shape the recommendations of the Comprehensive Plan and Town Center Livable Centers Initiative!





Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

POP-UP 1 SUMMARY

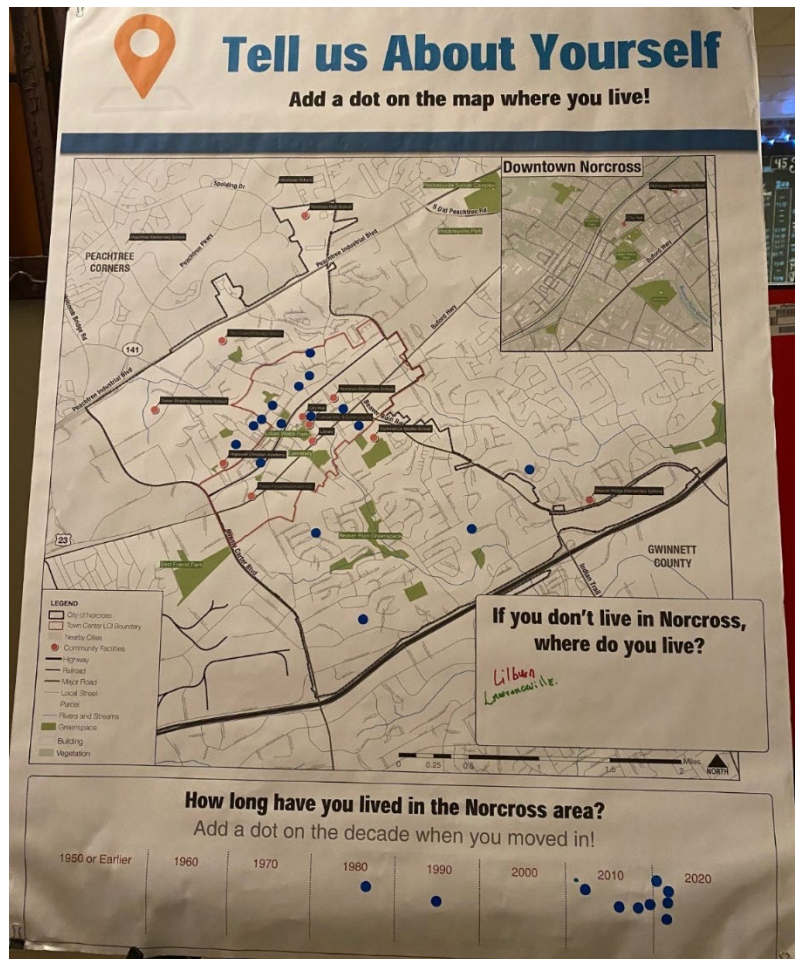
Pop-Up Details

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.



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Pop-Up 1 Summary

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.

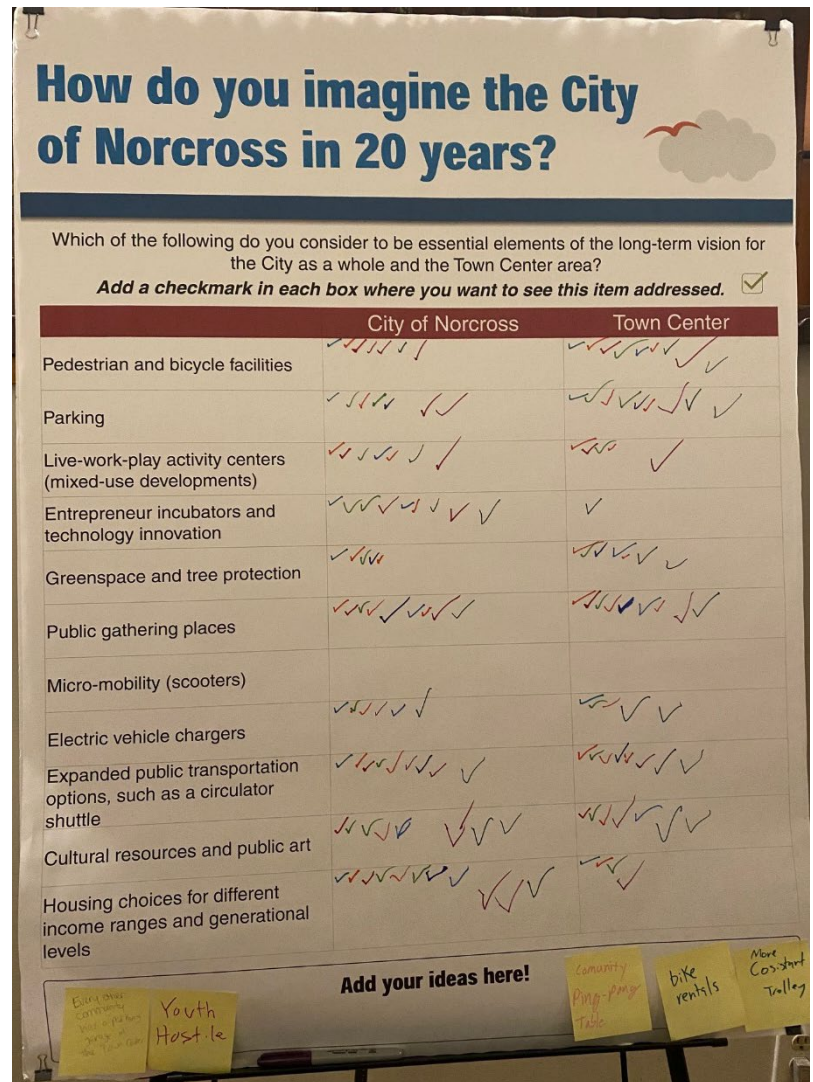
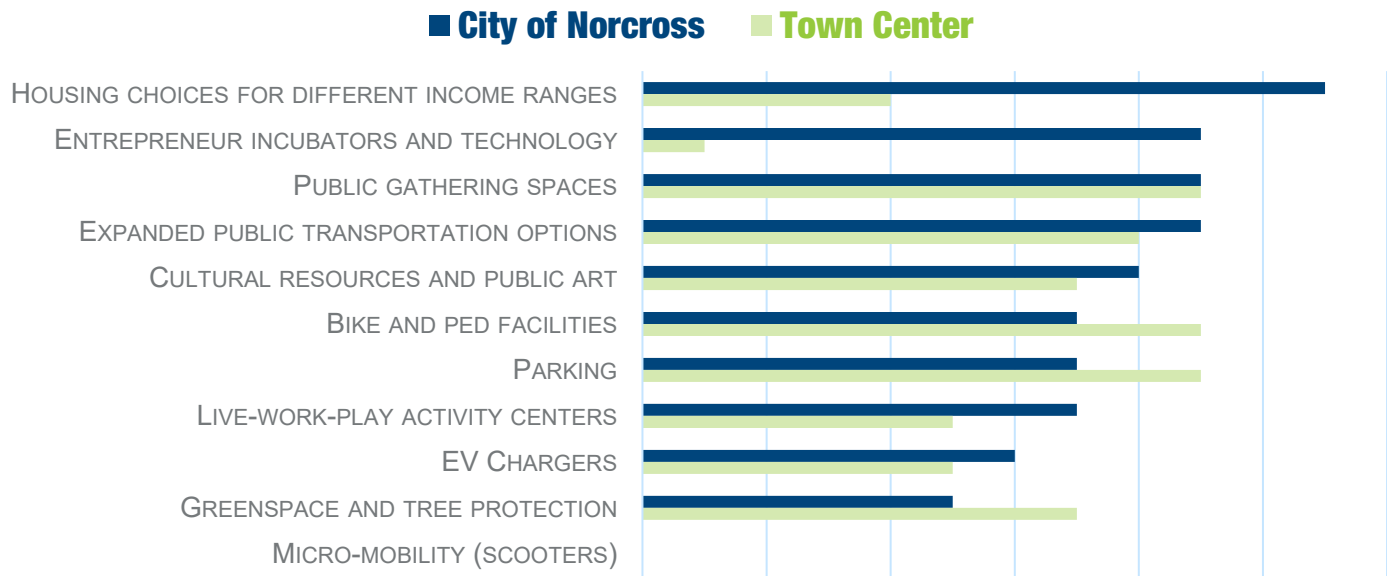


Figure 1. Visioning Activity Results



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

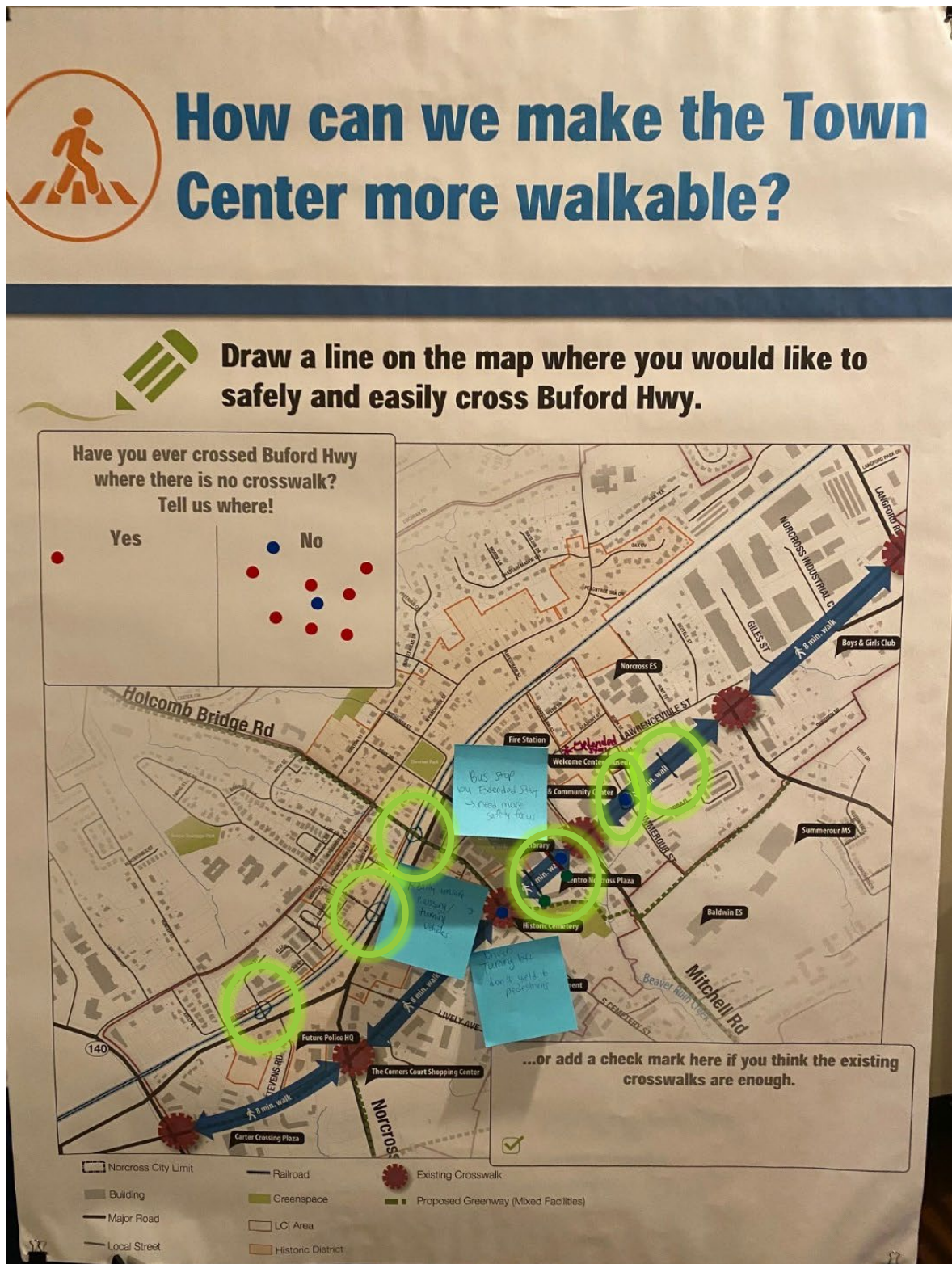
Walkability Activity

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



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Pop-Up 1 Summary

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.



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

VISIONING SURVEY SUMMARY

Survey Details

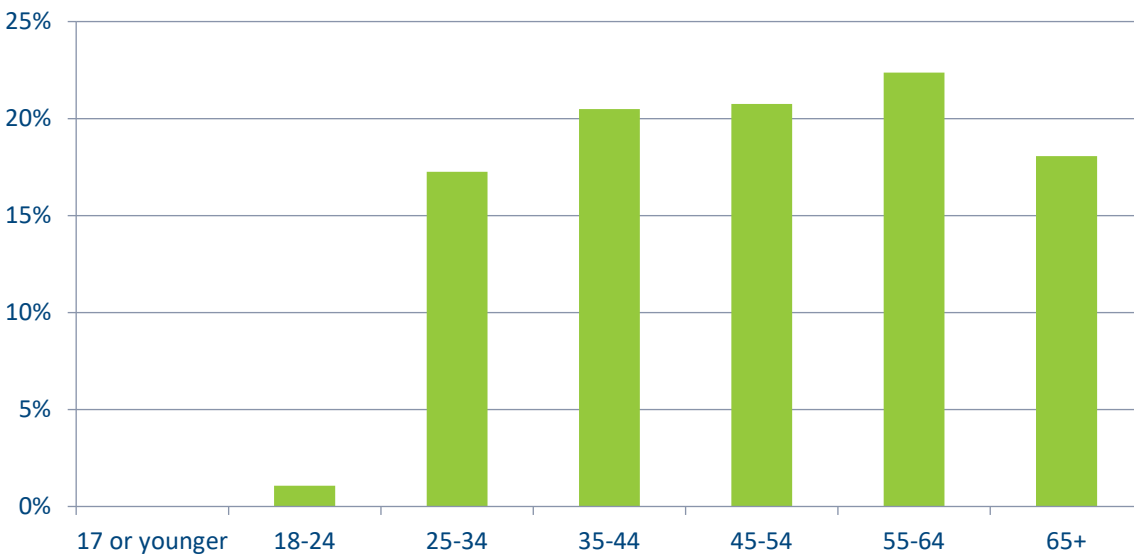
From early April to early July 2023, the Visioning Survey sought input from members of the Norcross community on their quality of life, the City’s needs and opportunities, mobility preferences, and desired future development. Given the City’s substantial Hispanic and Latino population, the survey was available in both English and Spanish. In total, 409 people participated in the survey; 403 completed the English-language survey, while 6 completed the Spanish-language survey. The survey was available in print and online.

Respondent Demographics

Age

Figure 1 shows the age distribution of participants. No one under 18 participated in the survey, and just over 1 percent of respondents were under 25. Beyond that, however, the response rate among the age categories, each of which spanned ten years, was quite balanced, ranging from 17.25 percent (among individuals 25-34 years old) to 22.37 percent (among individuals 55-64 years old).

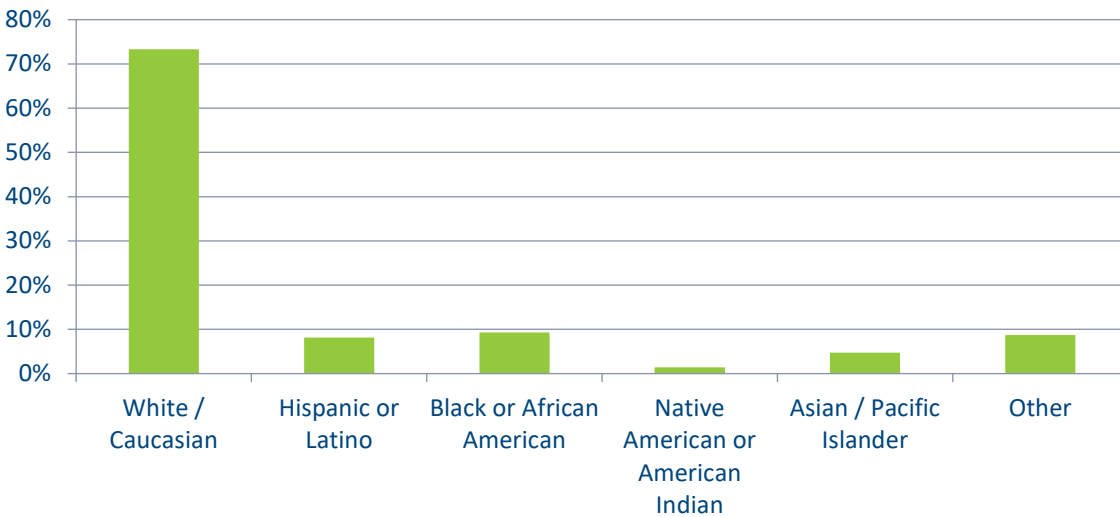
Figure 1. Respondent Age Distribution



Race/Ethnicity

Figure 2 shows the racial and ethnic makeup of the respondent pool. White/Caucasian individuals comprised 73.31 percent of survey participants; no other group constituted a double-digit percentage of responses. Among the rest, 9.27 percent of respondents identified as Black or African American, 8.71 percent described themselves as Other, and 8.15 percent identified as Hispanic or Latino.

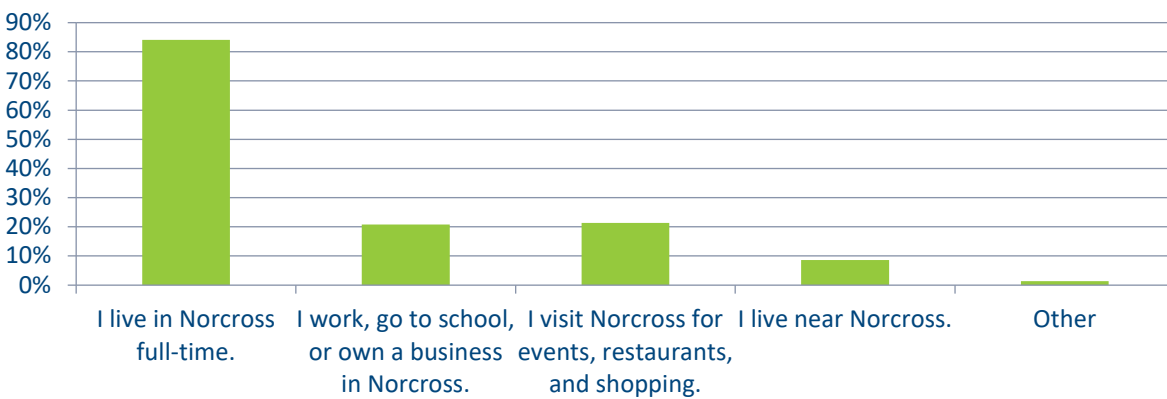
Figure 2. Racial and Ethnic Distribution of Respondents



Relationship to Norcross

Respondents indicated their relation to the City of Norcross; Figure 3 shows the results. The vast majority (84.05%) of respondents call Norcross home; another 21.35 percent visit Norcross for various reasons, while 20.81 percent are workers, students, or business owners.

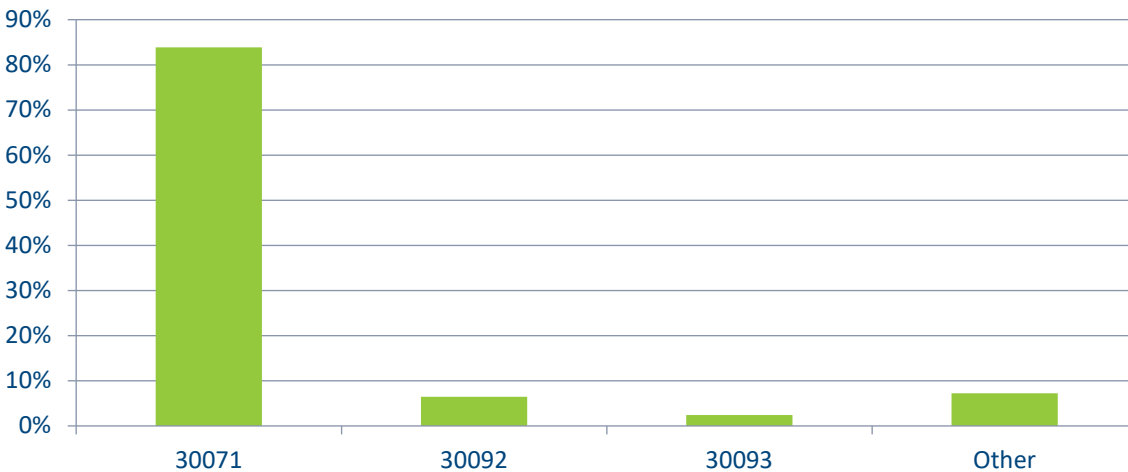
Figure 3. Breakdown of Respondents' Relationships to Norcross



Geographic Distribution

As Figure 4 shows, 83.87 percent of respondents live in the 30071 ZIP code, which encompasses the City itself. Small percentages of participants live in nearby Peachtree Corners (ZIP code 30092, 6.45%) and the area of unincorporated Gwinnett County across I-85 from Norcross (ZIP code 30093, 2.42%). The remaining 7.26 percent of respondents come from ZIP codes throughout the metro Atlanta area.

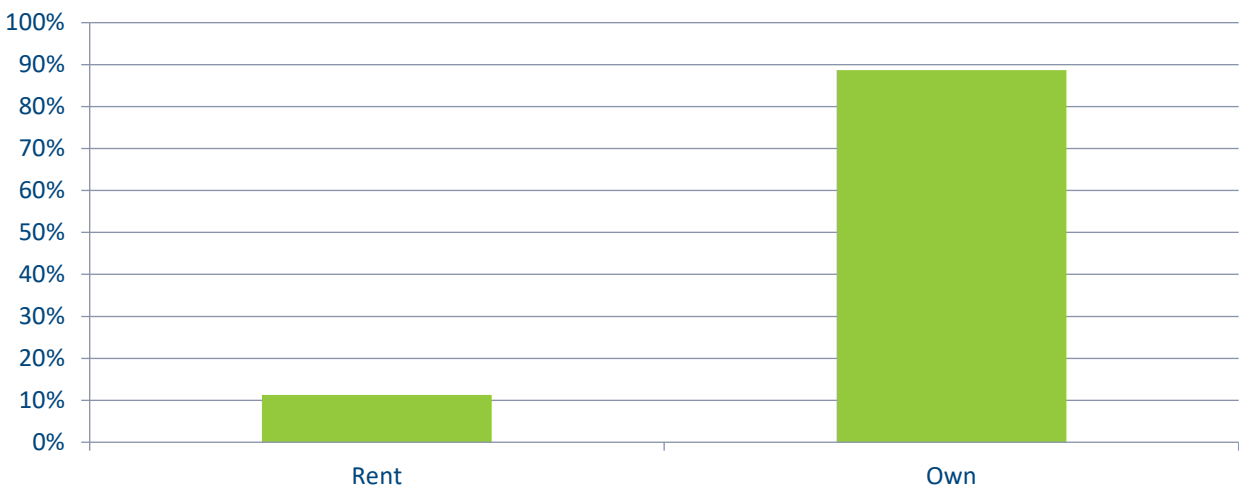
Figure 4. Respondent ZIP Codes



Residential Type

Shown in Figure 5, the majority of survey respondents (88.71%) indicated that they own their place of residence, while 11.29 percent of respondents indicated that they rent at their place of residence.

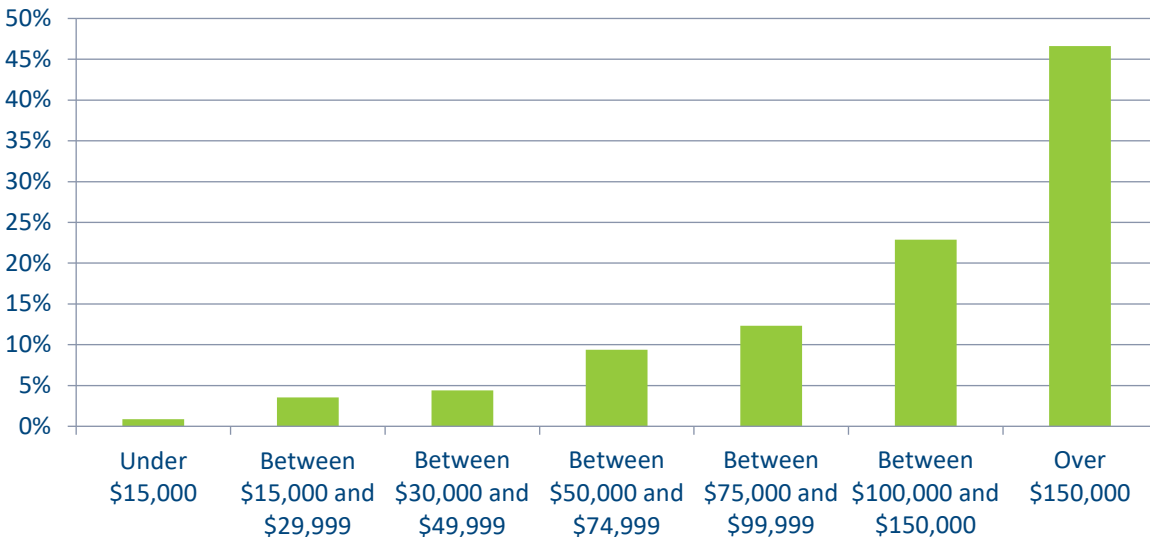
Figure 5. Homeownership Status Among Respondents



Income

As Figure 6 shows, the share of survey responses increased as household income increased. Less than one percent of participants reported a household income of under \$15,000, while households making \$150,000 or more constituted nearly half of all survey responses.

Figure 6. Household Income Distribution of Respondents



Results

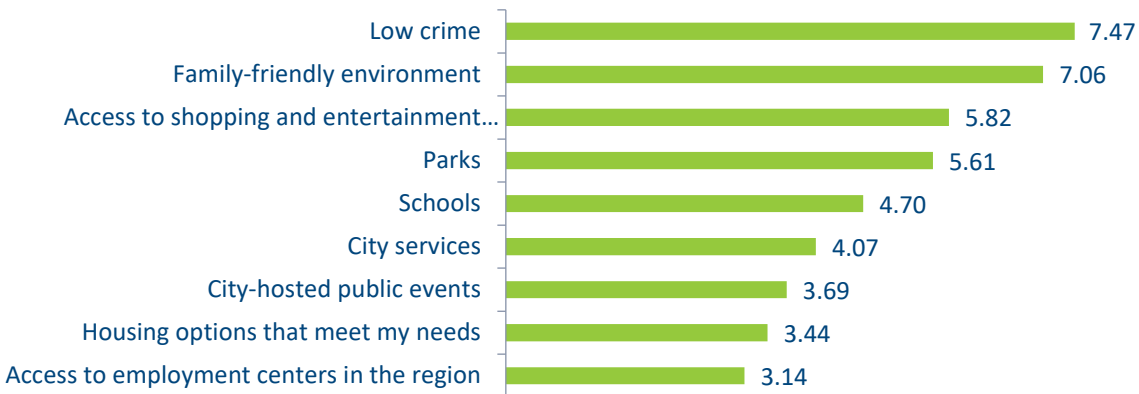
Quality of Life

Question 1 asked respondents to rank the factors impacting their quality of life in order of importance. The survey then calculated a weighted score, in which a higher number indicates greater importance. Based on responses, the most important elements of life in Norcross are low crime, a family-friendly environment, and access to shopping and entertainment destinations. Respondents found access to employment centers in the region, housing options that meet their needs, and city-hosted public events to be the least essential factors among those presented.

Figure 7. Quality of Life Priorities

Which of the following do you consider to be the most important contributors to quality of life in Norcross?

Please rank in order from 1 to 9, with 1 being your highest priority and 9 being your lowest priority.



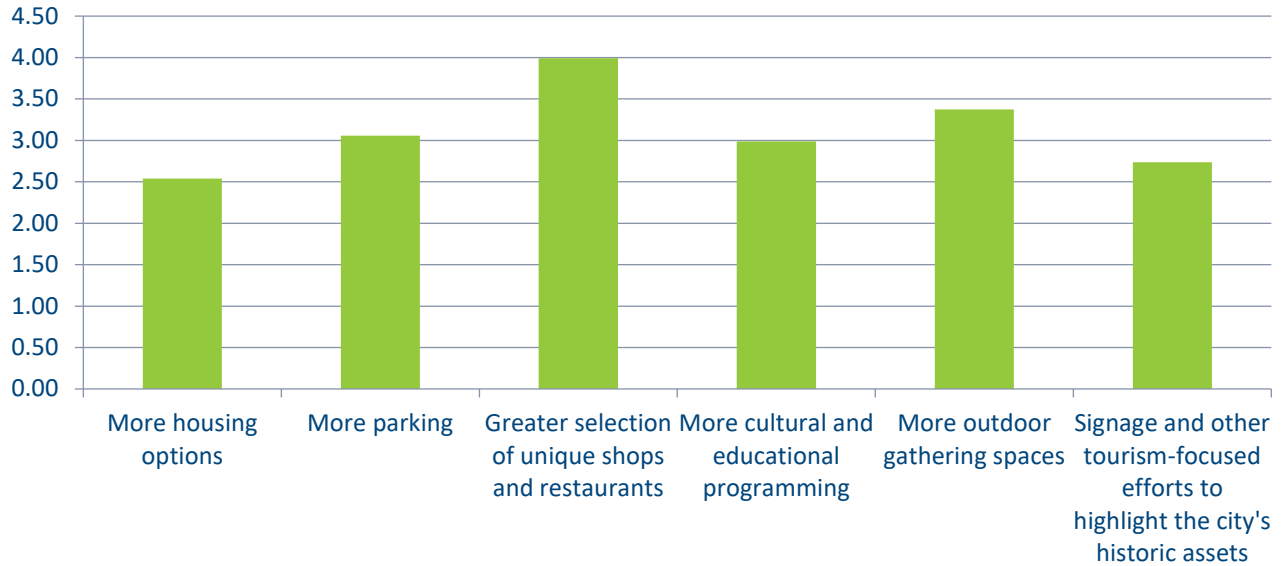
Town Center Needs and Opportunities

Question 2 asked respondents to assign a level of importance to potential modifications to the town center area. The clear favorite among participants was increasing the selection of unique shops and restaurants; adding more outdoor gathering spaces and parking also proved to be popular. Even the “least popular” choice, more housing options, received an average score of 2.54 on a scale of 1 to 5, indicating a medium level of priority. From the results, it appears that respondents do not object to any of the suggested improvements.

Figure 8. Respondent Rankings of Town Center Needs and Opportunities

On a scale of 1 to 5, how would you rank each of the following?

(1= low priority, 3=medium priority, 5= high priority)



Mobility and Electric Vehicles

The survey asked community members to choose their top 3 transportation needs for the Town Center study area. A clear upper tier exists, which includes reducing vehicular congestion (chosen by 60.41% of respondents), improving the safety of pedestrian crossings (54.06%), and addressing the lack of parking (50.51%). Among those who selected “Other,” several people indicated a desire for reducing both speed and volume of traffic through the downtown area, improving walkability and connectivity through increased sidewalks and pedestrian crossings, and intersection safety improvements, particularly near railroad crossings.

Figure 9. Town Center Transportation Needs

What do you consider to be the top transportation needs in the Town Center Area? (Select your top 3 choices.)

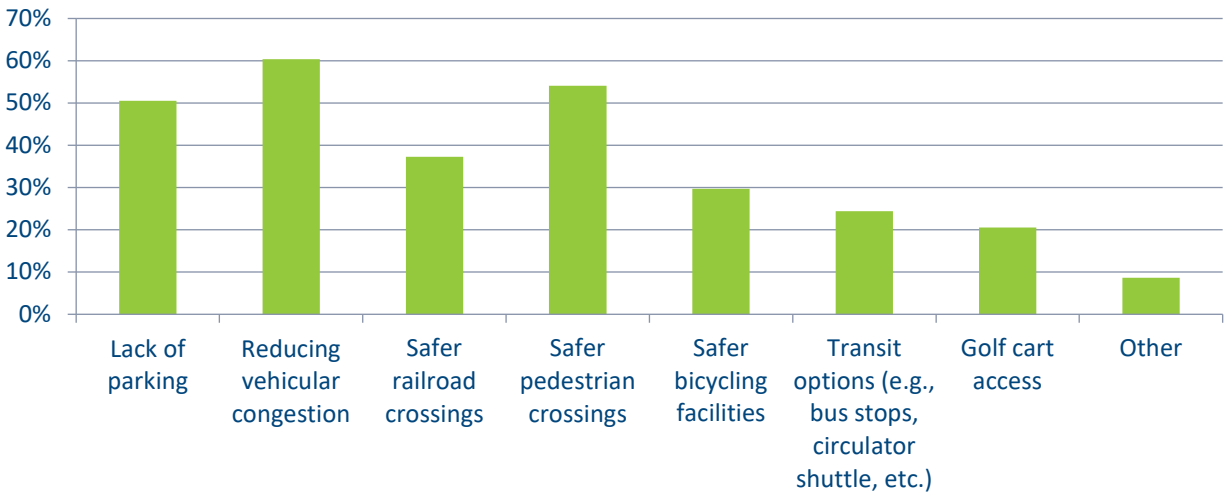
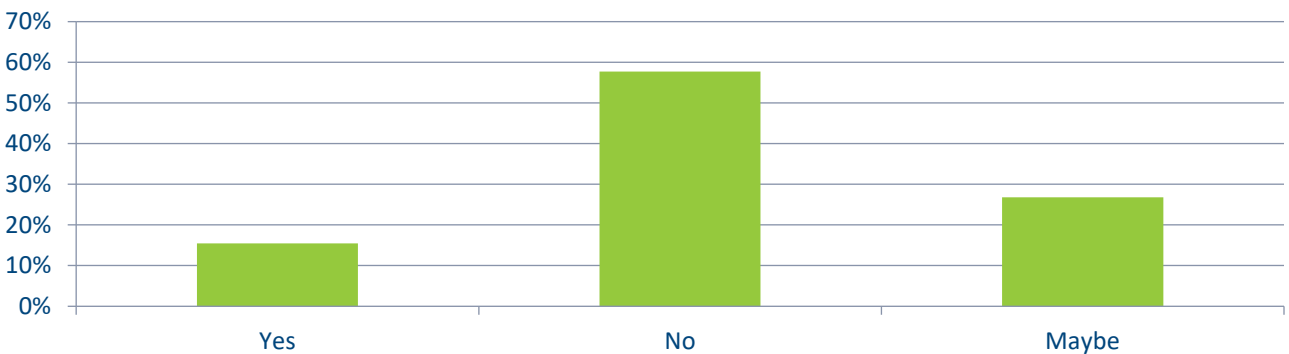


Figure 10. Respondent Support for Paid Parking

Do you support the City implementing paid parking in the Town Center area? (e.g., parking decks, metered parking spaces, etc.).



Questions 5 and 6 asked participants about the walkability of the Town Center Area; Figures 11 and 12 show the responses. Respondents overwhelmingly (94.42%) feel very or somewhat comfortable walking in the area. Another 3.55% are not comfortable but would like the ability to walk to more places, leaving just over 2 percent of respondents who are unable to or uninterested in walking more. Additionally, 55.61 percent of participants feel that nothing limits their ability or inclination to walk around. Those who do feel limited cite unsafe street crossings and lack of pedestrian facilities as primary reasons (23.47% and 23.32% of respondents, respectively). Some people indicated lack of proximity to destinations and crime as reasons for not walking more. Among “Other” responses, unsafe railroad crossings, inadequate lighting, and lack of parking garnered multiple mentions.

Figure 11. Comfort Level While Walking

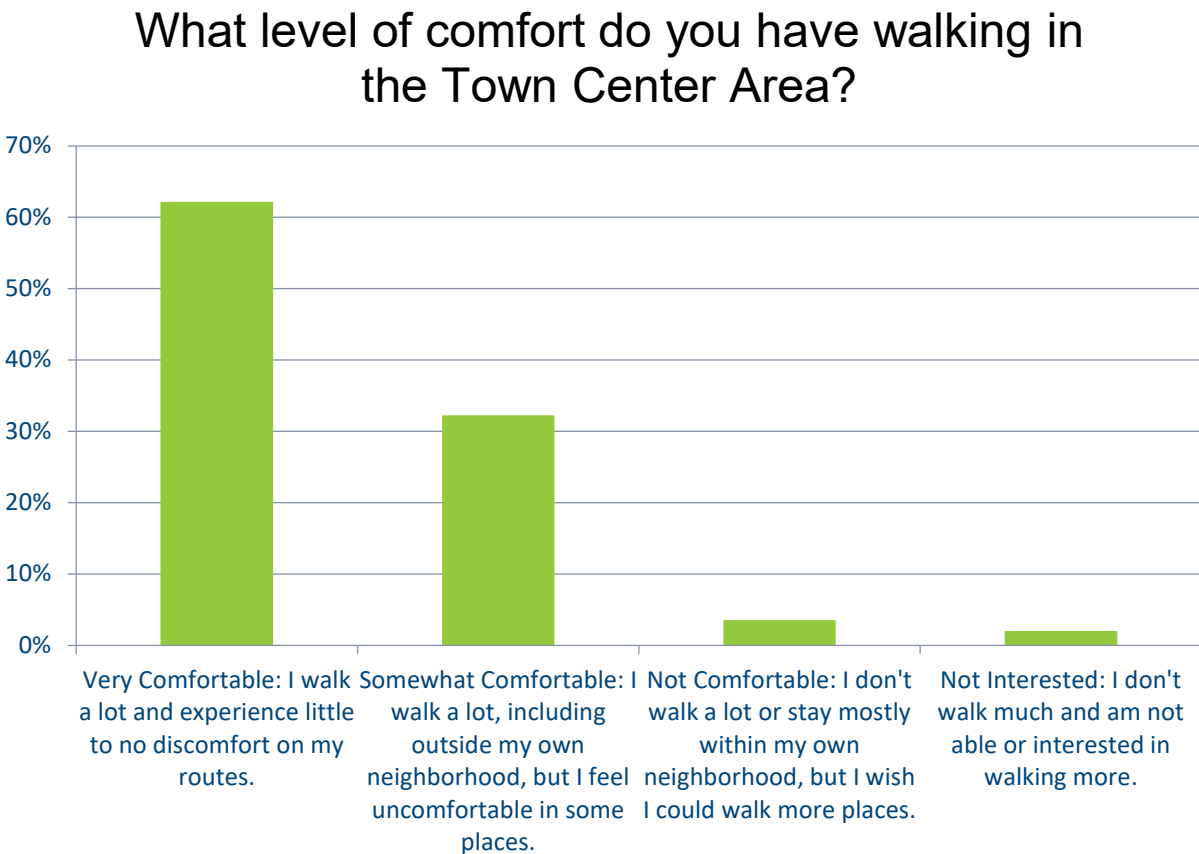
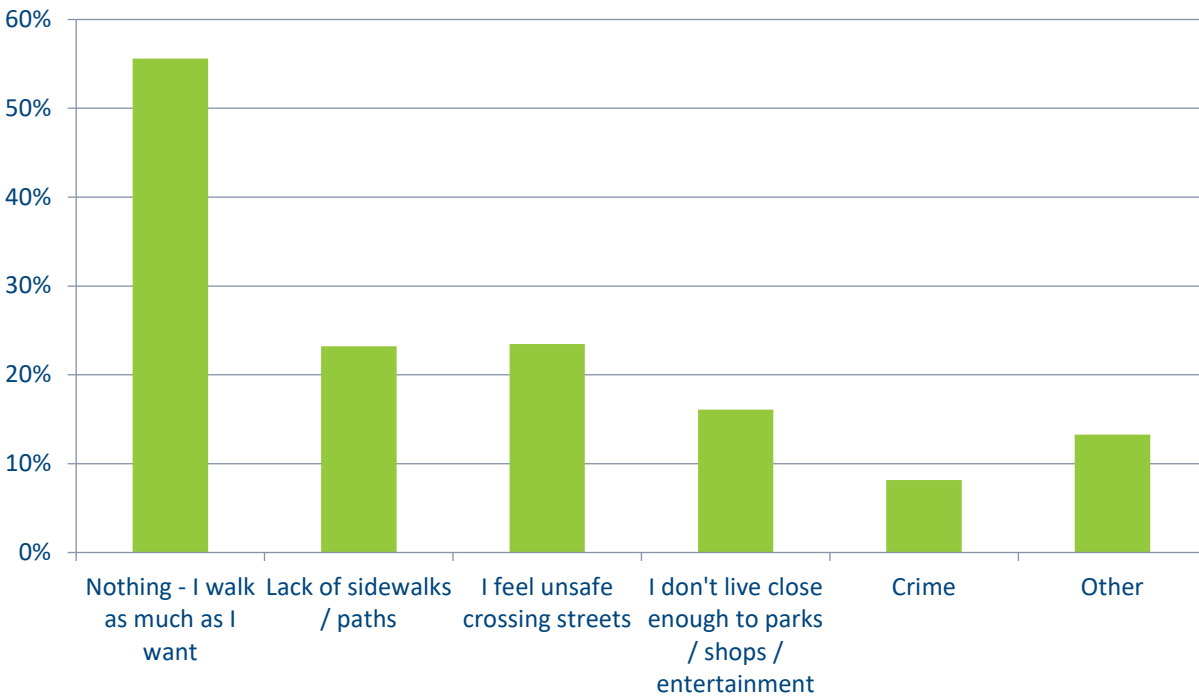


Figure 12. Walkability Limiting Factors

What factors are stopping you from walking more in the Town Center Area? (Select your top 3 choices.)



The next questions related to cycling in the Town Center Area. As Figure 13 shows, 43.8 percent of respondents indicated they were not cyclists or were uninterested in biking in the Town Center. Among the remainder, 28.5 percent, or about half of self-identified cyclists, called themselves “interested but concerned,” feeling uncomfortable riding in traffic or bike lanes and preferring off-street routes. Another 21.37 percent are somewhat confident, preferring separated bike paths but being willing to use bike lanes or paved shoulders. As seen in Figure 14, the most commonly cited reason barrier to biking in the Town Center is the lack of bike lanes or paths, and general discomfort with the current bike facilities is the second-most popular response. Among “Other” responses, many people cite unsafe driver behavior, including speeding, distraction, and lack of familiarity with traffic laws.

Figure 13. Cycling Comfort Level

If you ride a bicycle, what type of cyclist would you classify yourself as?

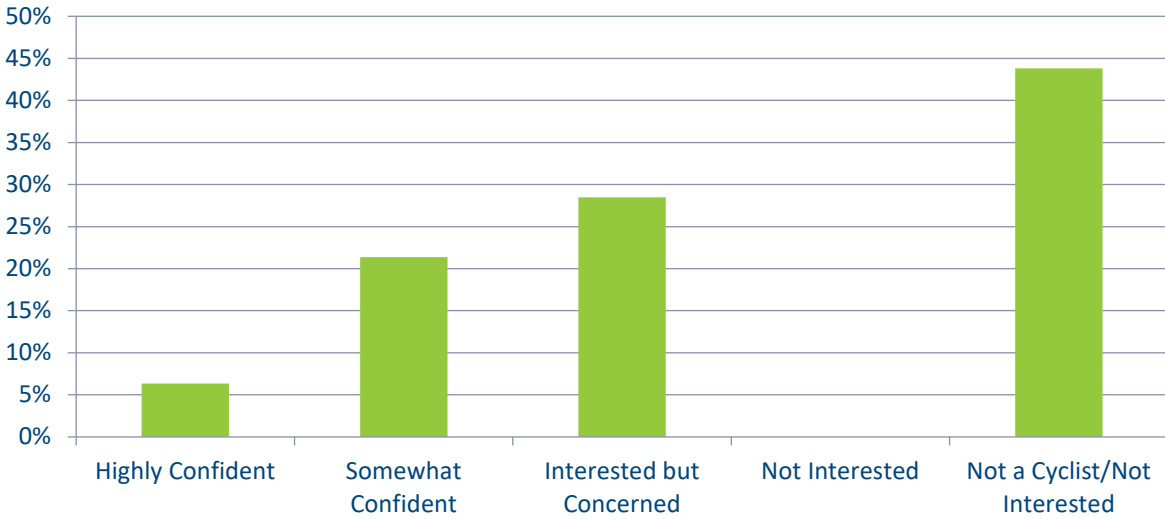
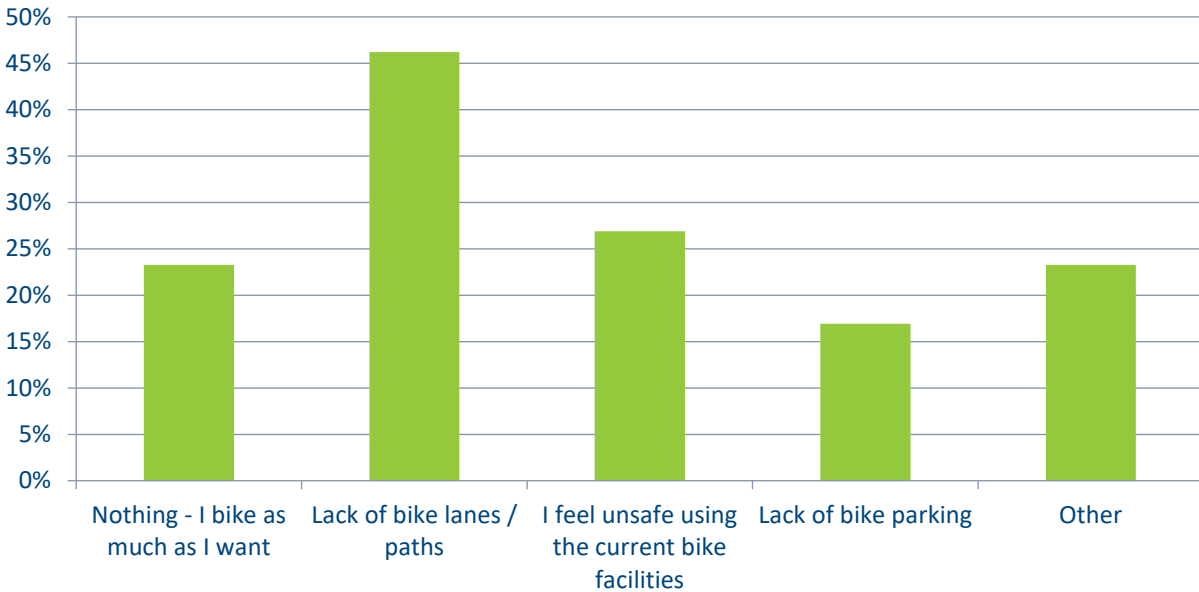


Figure 14. Bikeability Limiting Factors

What factors are stopping you from biking more in the Town Center Area? (Select your top 3 choices.)



The next several questions related to electric vehicles (EVs). As Figures 15 and 16 show, a small percentage (14.47%) of respondents had owned or leased an EV, though a much higher share (47.19%) had considered doing so. Commonly cited barriers to owning or leasing an EV among respondents included the high cost and the lack of local charging stations in Norcross. Among “Other” responses, common themes included concerns about the limited range of EVs, the cost of electricity, and the lack of need for a new vehicle. Among those who do own or lease an EV, the vast majority charge their vehicle at home, though some use public chargers and a small number charge their vehicles at work. Survey respondents overwhelmingly support the City pursuing federal funding to invest in new EV charging stations, with 87.29 percent saying yes. In response to the open-ended prompt allowing participants to list up to three desired charging locations, the most common answers are shown in Figure 20. Downtown, the library, city parks, the police station, and near shopping locations were popular responses.

Figure 15. Electric Vehicle (EV) Usage

Do you own or have you ever purchased/leased an electric vehicle?

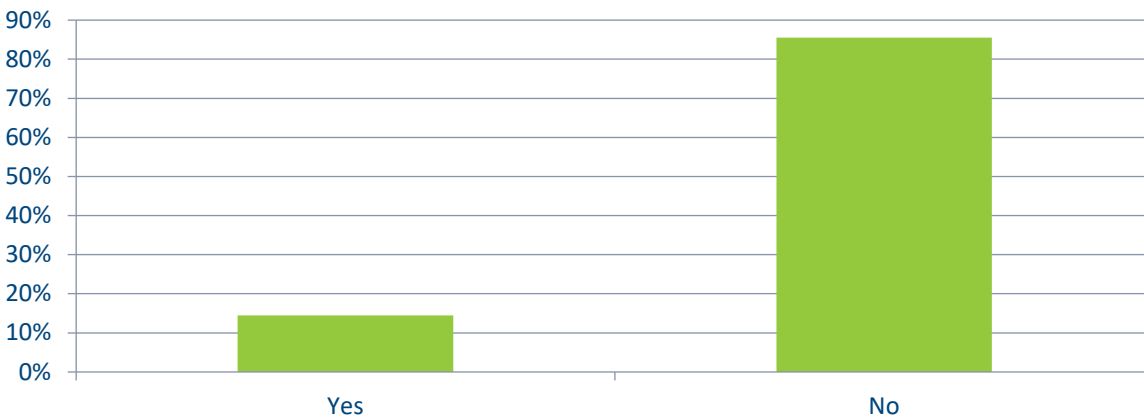


Figure 16. Desire for EVs

Have you ever thought about buying or leasing an electric vehicle?

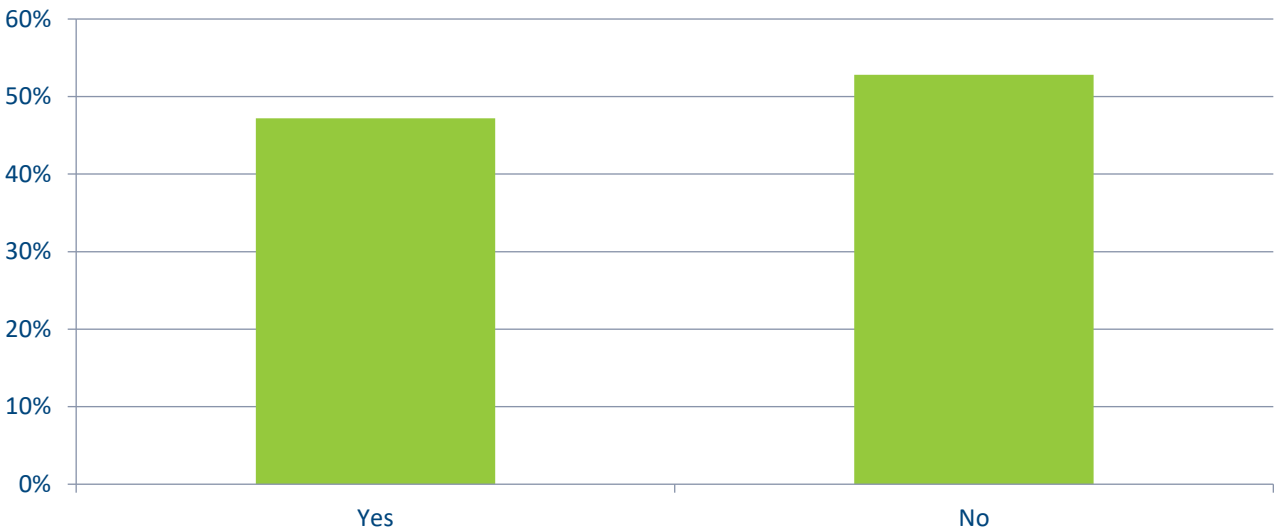


Figure 17. EV Charging Locations

If you have an electric vehicle, where do you typically charge it? (Select all that apply.)

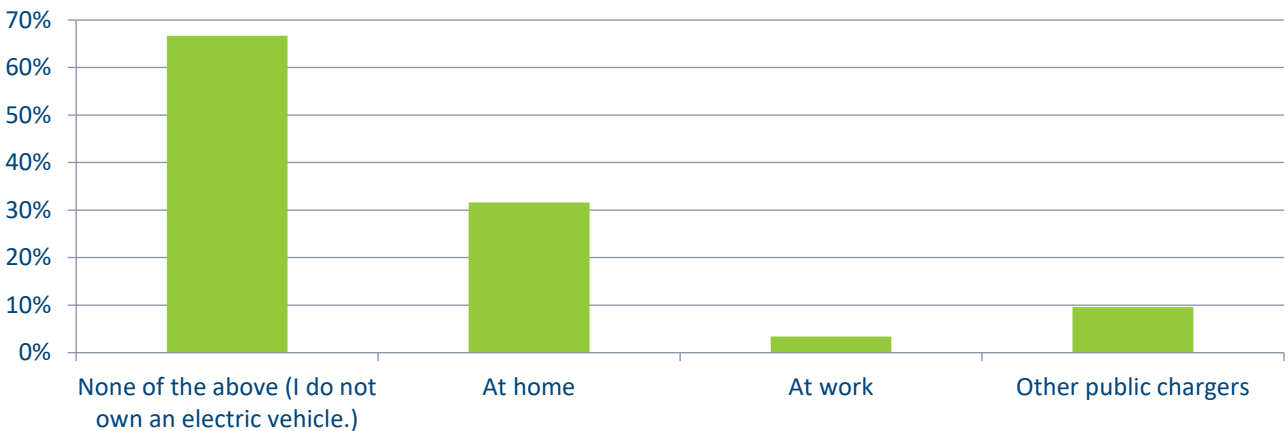


Figure 18. Barriers to EV Usage

Which of the following do you consider to be barriers to driving an electric vehicle?

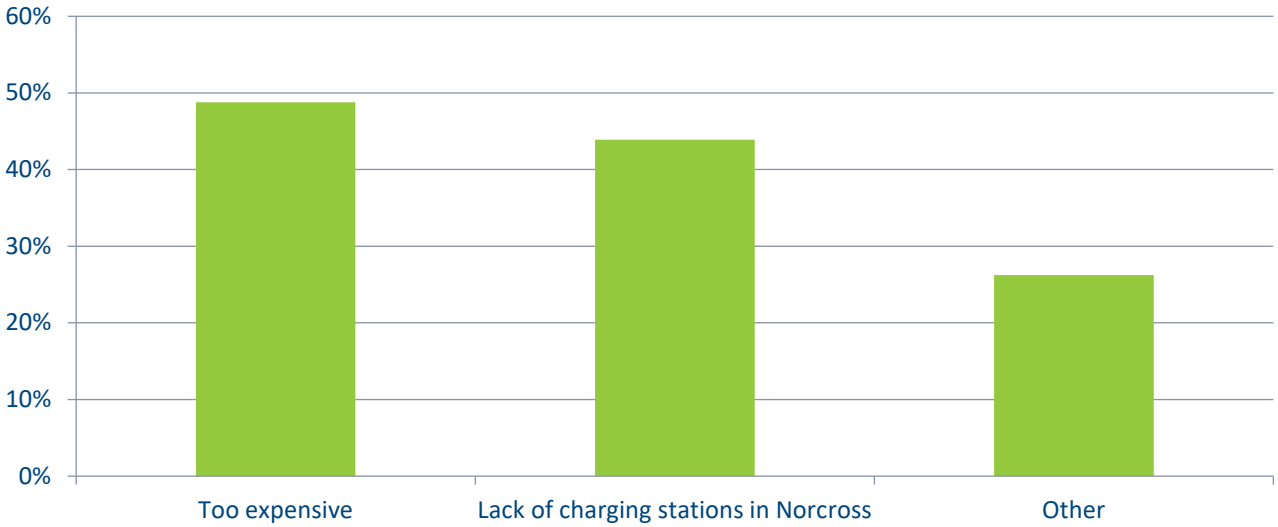


Figure 19. Support for Seeking Federal Funding to Expand EV Charging Infrastructure

Do you support the City pursuing federal funding to invest in new electric vehicle charging stations?

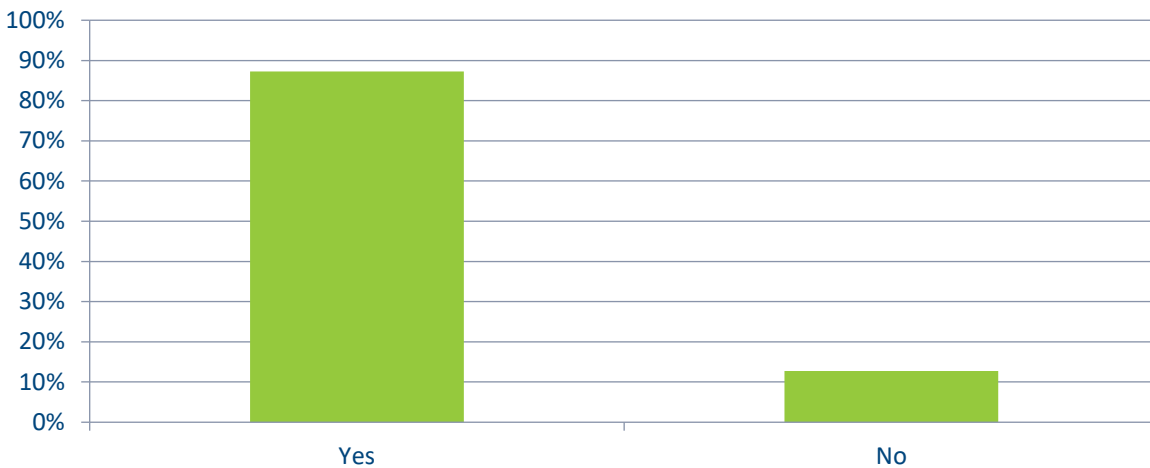


Figure 20. Preferred EV Charging Locations (Word Cloud)



**A transcript of all open-ended responses is provided in the Appendix.*

Future Growth and Development

Question 15 asked respondents about the areas of the city they would like to see undergo change as it relates to future growth and development. As the word cloud in Figure 21 indicates, major themes included making Buford Highway safer, more pedestrian-friendly, and more attractive; adding restaurants and shops downtown; increasing the amount of available parking; opposition to adding more housing, particularly apartments; and rehabilitation of old historic buildings.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Figure 21. Desired Changes for Future Growth and Development (Word Cloud)



*A transcript of all open-ended responses is provided in the Appendix.

The final questions focused on housing. As Figure 22 shows, 78.61 percent of survey respondents expressed support for or openness to development and zoning policies that allow for more housing options among the local workforce, including public service positions and healthcare workers. Figure 23 shows preferred future housing development types; respondents showed the highest level of support (75.2%) for single-family detached housing. No other types were nearly as popular; 43.13 percent supported small-lot starter homes, 35.04 percent indicated a desire to see more active adult living communities, and 32.35 percent were open to more townhomes and condos. Support was low for apartments (7.82%) and small multifamily options like duplexes, triplexes, and quadplexes (12.13%).

Figure 22. Support for Allowing More Workforce Housing

Do you support the City enabling more housing choices for members of the local workforce (e.g., teachers, police officers, firefighters, City staff, health care workers, etc.) through future development and zoning policies?

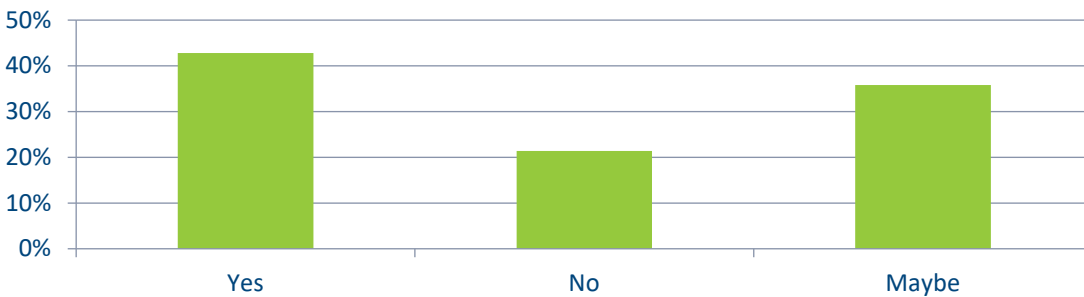
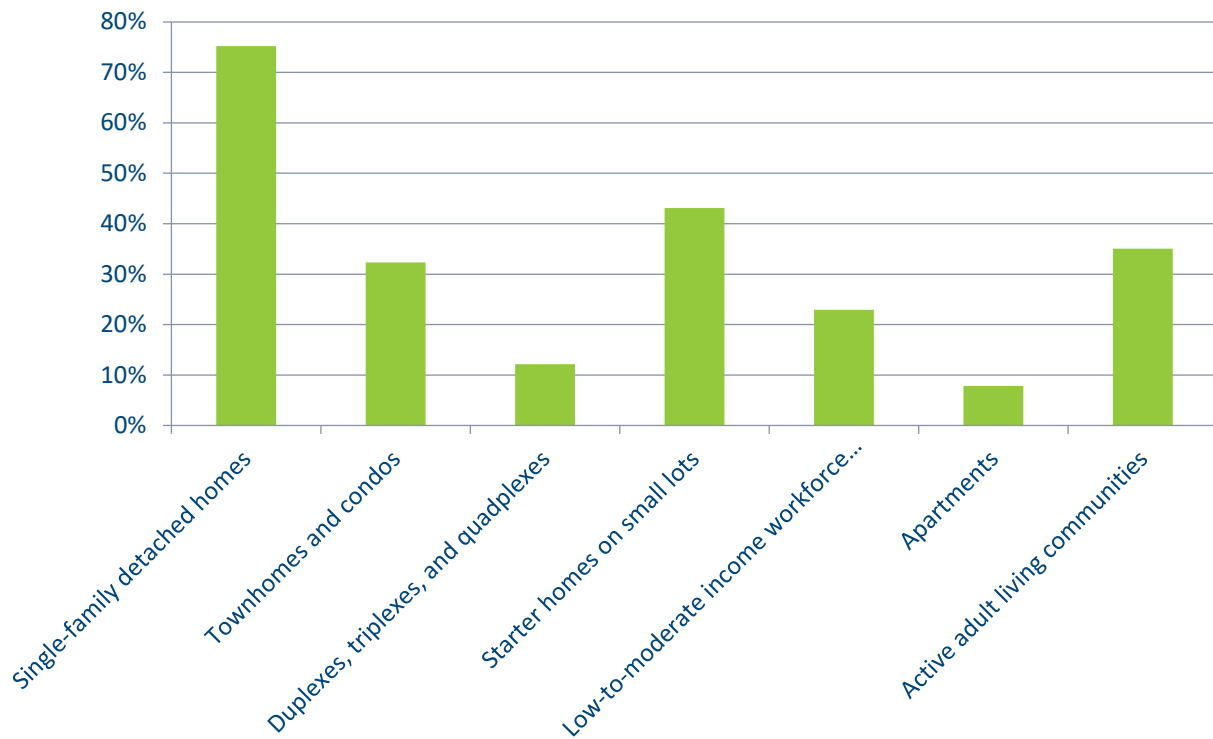


Figure 23. Support per Housing Type

Which housing types would you like to see more of in the future? (Select all that apply.)



Appendix: Transcript of Open-Ended Responses

The following tables present the open-ended responses submitted throughout the survey. **Comments are listed exactly as submitted by the respondent; the planning team did not make any adjustments for spelling or grammar.**

Table 1: Open-Ended Responses to Question 3: What do you consider to be the top transportation needs in the Town Center Area?

Comment ID	What do you consider to be the top transportation needs in the Town Center Area? Other, please specify:
1	Safer railroad crossings for pedestrians
2	Sidewalk at RR at Holcomb Bridge Rd
3	Sidewalk across RR at Holcomb Bridge Rd
4	Too many intersections have large bushes blocking sight of oncoming cars. The city should remove some to prevent traffic accidents.
5	Better maintenance of fountains and fountain lights
6	#1 - TRAFFIC LIGHT at Jimmy Carter and West Peachtree. Someone is going to be killed here soon if nothing is done. Also, setup trails and walk paths to handle ebike, escooter traffic, safer ways to use these options out of the streets
7	Stop having events that shut down city streets and limit access to local businesses. Also, stop allowing so many trees to be clear cut for the sake of "development"
8	More sidewalks
9	A parking deck
10	Fewer cars. Route cars like the Prado
11	Sidewalks across RR at autry and Holcomb bridge
12	Speed calming measures - speed tables
13	Less train "whistle " noise, very erratic
14	Quiet Railroad crossing
15	More reliable electric vehicle charging stations
16	MARTA
17	Public transportation in the form of shuttles and busses
18	walkable connections to culture, nature, family activity venues, other towns
19	No golf carts!
20	Access to MARTA in Norcross
21	Diverting non-Norcross traffic from cutting through the city
22	pedestrian crossing for Buford Hwy
23	Sidewalks that connect (see Ruth St/Holcomb Bridge Rd)
24	Downtown, many cars do not realize traffic coming over the tracks do not stop and I have seen this almost cause many collisions
25	Make as walkable as possible everywhere- big community buider
26	PLEASE don't mess with the RR's! That is WHY Norcross exists. And you'd have less "vehicular congestion" if you'd stop OVERBUILDING downtown with hi-rise housing!

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	What do you consider to be the top transportation needs in the Town Center Area? Other, please specify:
27	Easier access to town center from parts of city just beyond without e bike lanes, sidewalks/trails and paths wide enough for ebikes, for safer and easier access to town center without car
28	Bicycles and scooter for rent
29	Safer ways for pedestrians to cross the railroad
30	Reduce noise from train
31	None of the above
32	Completion of sidewalks
33	Better Pedestrian railroad crossings
34	Buford Hwy crossings

* Comments are listed exactly as submitted by the respondent; the planning team did not make any adjustments for spelling or grammar.

Table 2: Open-Ended Responses to Question 8: What factors are stopping you from biking more in the Town Center Area?

Comment ID	What factors are stopping you from biking more in the Town Center Area? Other, please specify:
1	N/A
2	i don't ride bikes often
3	N/A
4	Don't have one
5	N/A
6	don't bike
7	not a cyclist
8	Not applicable
9	Cars drive too fast & do not give space to cyclists
10	too much traffic that doesn't abide by the rules
11	need to buy a bike
12	Don't bike, only walk
13	I don't bike
14	Crime
15	Hi
16	further from where I live in Norcross
17	No place to lock bikes
18	n/a
19	Do not bike.
20	don't bike
21	I do not have a bike.
22	Are there bike facilities?

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	What factors are stopping you from biking more in the Town Center Area? Other, please specify:
23	Not bike friendly especially with narrow streets and speeders
24	I don't bike
25	Don't bike
26	No desire to bike
27	Too old to bike
28	Afraid to ride on Holcomb Bridge
29	NA
30	Don't own a Bike
31	Don't bike
32	not a cyclist
33	Scared of the cars
34	Drivers cannot navigate the 3 way stops near the RR tracks
35	Not something I am interested in doing
36	Dont bike
37	I don't bike
38	Disabled
39	Not a cyclist
40	I'm employed with the City, but don't live here.
41	Crime
42	Do not bike
43	I don't ride bike
44	Not a cyclist
45	No bike seats for small children
46	Lack of driver education of bike laws
47	Have not had the need to-date but would be interested in the future. At that time, I would not be comfortable riding on the main roads.
48	traffic in the afternoons, cutting through to Buford Hwy
49	NA
50	Distracted drivers
51	Hills and traffic
52	Don't bike
53	don't own a bike
54	Physical security of bicycles when parked
55	I do not bike
56	Not a cyclist
57	Bike exclusively for exercise
58	Not a biker
59	If i want to bike I go to a trail in a park MADE for that. I do not like bike trails on roadways.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	What factors are stopping you from biking more in the Town Center Area? Other, please specify:
60	the hills in my neighborhood
61	NA
62	Not a biker
63	I do not have a bike
64	Where are the bike lanes.
65	n/a
66	Not a biker
67	No bike lands on N Peachtree St. Not safe and illegal to ride on sidewalks
68	Don't currently bike
69	I don't bike
70	No bike
71	Don't own a bike
72	Needing a new bike
73	Don't have one
74	Don't bike
75	I generally walk
76	Not a biker
77	Don't own a bike

* Comments are listed exactly as submitted by the respondent; the planning team did not make any adjustments for spelling or grammar.

Table 3: Open-Ended Responses to Question 12: Which of the following do you consider to be barriers to driving an electric vehicle?

Comment ID	Which of the following do you consider to be barriers to driving an electric vehicle? Other, please specify:
1	Elon Musk's reputation as a right wing troll makes me not want to own a Tesla.
2	The price of Electricity in Norcross
3	no barrier
4	No barriers
5	lack of supply
6	Cost
7	Not interested
8	none
9	Charge does not allows for long distance
10	Mileage on a charge
11	I own an EV, but now consider it virtue signaling. I still use the grid to charge...it's all hype. I will not buy another.
12	I am not in need of a new car at this time.
13	Not ready to fully commit

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Which of the following do you consider to be barriers to driving an electric vehicle? Other, please specify:
14	Battery life
15	Waiting
16	Battery technology and resources to produce them.
17	Don't need a new car at the moment.
18	Na
19	Our current cars are paid off and we are currently paying off student loan debt.
20	Batteries will be a future source of pollution; GA power is still using lots of coal to power electricity; Lack of country wide network, making trips impractical
21	concern re long trips
22	Range
23	Lack of a spare tire
24	Lack of range
25	No outlet at home
26	na
27	My current vehicle is too new to make a change
28	Not able to drive long distances
29	None
30	Not currently in the market for a new car
31	None
32	Lack of charging stations in general
33	no barrier
34	none
35	Electric grid can't handle if 25 % of population had EV.
36	City Hall chargers are not well maintained and don't always work
37	I have a company car, not an option.
38	none
39	Electricity cost in Norcross
40	Not enough range for road trips
41	like gas for travel
42	Limited Range of travel
43	Lack of chargers in HOA community

** Comments are listed exactly as submitted by the respondent; the planning team did not make any adjustments for spelling or grammar.*

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Table 4: Open-Ended Responses to Question 14: In what locations would you be most interested in having access to an electric vehicle charging station in Norcross? (You may provide up to 3 locations.)

Comment ID	Location 1	Location 2	Location 3
1	Library	Parks	Gas stations
2	Buford Highway (maybe new Police Station)	Norcross Library	Pinnacle Park
3	Downtown Norcross	Forum	Publix parking/ Peachtree Parkway
4	Library	By thrasher park	Right by crossing steakhouse
5	Crossing parking		
6	downtown		
7	Downtown		
8	Parking near City Hall		
9	Beaver Ruin	Buford Highway	Satellite Hwy
10	Hopewell Baptist Church	Betty Mauldin Park	
11	Buford Highway	Town Center	Jimmy Carter Blvd
12	at grocery stores		
13	Library		
14	Near shopping or Dining	Near Employee Centers	At Parks
15	na	na	na
16	High street outside restaurants	Library deck	
17	City Hall	Old Norcross library that currently sits empty	Anywhere NOT downtown that takes away from already limited parking.
18	Downtown Norcross		
19	Historic Norcross	Buford Highway	Indian Trail Road
20	downtown	high schools	city hall

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Location 1	Location 2	Location 3
21	Lillian Webb Park / Downtown Businesses		
22	Fire Station Area	Library Area	
23	downtown Norcross		
24	downtown norcross	town center	forum
25	Trasher Park		
26	Near parks	Near shopping centers	Near public facilities (libraries)
27	City Center	Library	Parks
28	Downtown	In new parking garage	City Hall
29	Brewer	Welcome center	City hall
30	In the public parking lots closest to downtown core/amenities	Somewhere along the Buford Highway corridor, in areas that perhaps don't have as much going on...like where the Norcross letters are/the future Public Safety building...the overall goal being to activate areas that have not been activated as much and continue to bridge "East/West BuHi Divide"	
31	town Center	Buford Highway	parks
32	Parks	Downtown Norcross	Schools
33	City Hall	Main Street (near The Crossing)	
34	Library parking lot		
35	Downtown		
36	People pay for it at home.		
37	Historic Norcross		

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Location 1	Location 2	Location 3
38	Norcross public library	Thrasher park area	
39	None	None	None
40	Parking lot next to Crossing restaurant	Thrasher park	Community center
41	City hall	Skin alley	Library
42	Webb park	Alley	Church lot
43	Thrasher park	Lillian Webb Park	
44	Jimmy Carter BLV near I85 Quick Trip has station	Peachtree industrial & Repts Miller rd Race trac	Buford hw Jimmy Carter Texaco
45	thrasher park		
46	Thrasher park	Lowe's parking on beaver ruin	Park and ride lot off Indian trail
47	Library	Cultural arts center	
48	LWP	Cotton gin	Discovery garden
49	City Hall		
50	At the parks		
51	Downtown		
52	Downtown Norcross	Library	Any parks that can be offered.
53	Downtown		
54	The police station	The park	Down town area
55	Parks	Downtown	
56	Town Center	Norcross Plaza	Library
57	Beaver ruin road	Jimmy carter	Peachtree industrial
58	Downtown Norcross		
59	library	thrasher park	
60	Main Street	Lilian Webb	
61	Downtown/South End	Library	
62	Crossing restaurant parking lot	Thrasher park	Public parking next to police station

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Location 1	Location 2	Location 3
63	Downtown	Parks	
64	Parking lot along train tracks	City Hall	
65	Near thrasher park	Near south end	Near library
66	Downtown Norcross		
67	Outside of Thrasher Park	Besides Paisano's at the Norcross wall decal	Along the train tracks
68	Library @ Lillian Webb	@ City Hall	South of Main
69	Downtown		
70	Cotton Gin	Norcross Library	South End
71	Library parking garage	Fix the broken charger at City Hall	Spaces across from Paisanos
72	Parks	Downtown	
73	Near shops		
74	South end	Lillian webb	Thrasher park
75	Near 85	Near PIB	Outskirts of downtown
76	post office	behind old town Norcross	
77	downtown	by park or trail	by existing or future high density/mixed used developments
78	Near parks	Near shopping/dining	Near library
79	Parking deck	City hall	One Heart Church parking lot
80	I have no idea		
81	Historic downtown strip		
82	Somewhere near shopping		

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Location 1	Location 2	Location 3
83	Where it is, at city hall-no others needed		
84	New parking deck	City hall	
85	Near Lillian Webb Park		
86	City hall	Downtown	
87	downtown/historic Norcross	downtown/historic Norcross	high school
88	Thrasher Park	Lillian Webb Park	Parking area in City Center
89	In our new parking deck	City Hall	Skin Alley in after acquiring existing private parking
90	Somewhere not near downtown Norcross		
91	downtown		
92	downtown parking lots	parking deck of the future	parks
93	The Junction	Beaver Riun	Jimmy Carter
94	Police station		
95	parks	city hall - working	library
96	City hall	Main street	
97	Library	Shopping centers along Buford Hwy	
98	Near 85	City Hall parking	Near PIB
99	South end of downtown area	in the library parking deck	
100	Beaver Ruin Rd	Singletary	Holcomb Bridge/Jimmy Carter
101	city hall	library parking deck	skin alley parking lots
102	Downtown parking areas		
103	Library parking deck		

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Location 1	Location 2	Location 3
104	Near library	Near city hall	Near Mitchell road
105	Library area	Police station	
106	Town center		
107	Downtown		
108	Town center		
109	jimmy carter blvd		
110	Library		
111	Behind Social Fox	Near the library	Near Thrasher Park
112	Edge of town parking on south peachtree	Edge of town within walking distance	Charge and walk to town locations on the outskirts of town center
113	Library parking		
114	Downtown		

* Comments are listed exactly as submitted by the respondent; the planning team did not make any adjustments for spelling or grammar.

Table 5: Open-Ended Responses to Question 15: Is there anywhere in the city where you would like to see changes in how the area looks, feels, and/or functions?

Comment ID	Is there anywhere in the city where you would like to see changes in how the area looks, feels, and/or functions? Use the comment box below to share your ideas about future growth and development.
1	Downtown more nightclubs
2	No. We moved here in 1993 and absolutely love what is happening in our city.
3	I saw renderings for Buford Highway and hope with the new the developments/improvements in the city that the businesses stay diverse. I love that Norcross has so many cultures represented and want infrastructure to embrace that.
4	The field at the corner of Born and Lawrenceville streets needs to become something. Perhaps a dog park or community swimming pool?
5	Cut off Holcomb Bridge Road access to Buford Hwy. It's a traffic cut through from P'tree Industrial. It brings no value to Norcross and creates traffic.
6	Cut off Holcomb Bridge road access to Buford Hwy. It's a cut through from Peachtree Industrial into Buford Highway. It creates no benefit to Norcross, but makes a ton of traffic.
7	I would like to see the cut through traffic on Holcomb Bridge reduced to improve safety.
8	Improve Beaver Run/ Indian trail area; modernize the area
9	Despite the 2040 Norcross Comprehensive Plan lamenting about Norcross being seen as "two places" split by Buford Highway, I think the dual identity of sorts adds to the character and uniqueness of Norcross.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Is there anywhere in the city where you would like to see changes in how the area looks, feels, and/or functions? Use the comment box below to share your ideas about future growth and development.
	I sincerely hope Norcross can avoid the trap of the homogenized, cookie cutter urban/suburban template that many municipalities across the country seem to be fixated upon in their quest for "growth."
10	I would like to see more exercise promoting activities/events.
11	Dog park
12	Summer concerts. City taxpayers should have a vote. Too many of the same genre-R&B. Many want Rupert's Orch back! More shopping choices needed vs Real Estate or business offices in DT. Survey best times for Farmers Mkt to make it successful for vendors and convenient to visitors.
13	More shopping / dining options in town.
14	Intersections here are dangerous. Too many blind turns.
15	More shopping
16	I'd love to see a dog park!
17	<p>Activate east Norcross with employment and retail/housing.</p> <p>No more apartments near downtown/Buford hwy</p>
18	Buford Highway needs to be cleaned up more like Buford Hwy and Cemetery St is evolving
19	Buford Highway needs less emphasis on vehicular transportation and more on pedestrian access. The lack of architecture and density makes the corridor look incredibly dated and detracts from our city.
20	I would like to see the city clean up the Buford Hwy area. It look dirty and unkept. It is an eyesore.
21	<ol style="list-style-type: none"> 1. Expedite mixed-use redevelopment of Buford Hwy between JCB and Beaver Ruin 2. Move Post Office and downtown extended stay and replace them with high density housing/apartments 3. Recruit Kroger or other supermarket to JCB/Buford Hwy area 4. There are several undeveloped parcels of land near downtown. Set aside some for more parks and encourage more housing on others to create more foot traffic for downtown merchants. 5. Try to encourage relocation of some downtown businesses that can easily be somewhere along Buford Hwy and replace with more restaurants, bars, shops, comedy club, etc. Turn it into an even bigger and better entertainment district. Expand it down to Local Peach area.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Is there anywhere in the city where you would like to see changes in how the area looks, feels, and/or functions? Use the comment box below to share your ideas about future growth and development.
	<p>6. Recruit a boutique hotel to downtown area.</p> <p>7. Promote downtown area to residents of nearby cities</p>
22	Streets need to be paved and striped.
23	Best Friend Park to the railroad tracks on Jimmy Carter Blvd. Also Burger King to the old library on Buford seems sketchy sometimes.
24	Buford Hwy is car-oriented and hostile to pedestrians.
25	More locally owned business - restaurants and shops. More walkable downtown area (Skin Alley extended). Safer pedestrian railroad crossings.
26	Hunter Street on the side opposite West Peachtree and West Rock towards Old Norcross Glen and Kennmore Manor. This needs to be developed (when it is developed) with detached homes NOT more townhomes or apartments. The intersection with West Peachtree and Hunter and getting from Hunter to downtown is becoming very congested. Leave the density at West Peachtree - lower density down Hunter street to go with the detached homes already there.
27	Take care of north of Norcross 30093.
28	None
29	There is parking. Did I mention lack of parking?
30	While attractive, the "brick" crosswalks are sinking. They are creating a danger to vehicles and pedestrians.
31	When pulling into Norcross from Langford or Buford Hwy. you see extended stay hotels. They are an eyesore, they breed crime. They should be rezoned for other purposes or re-developed.
32	Signage to be uniform across the city. And updated motto.
33	<p>The amount of trash on the sides of the roadways is terrible. It needs to be picked up more often. Holcomb Bridge is terrible.</p> <p>Pruning needs to take place on sidewalks as well.</p> <p>Holcomb Bridge is terrible! This is a main path through and into Norcross and it needs to have more upkeep regularly. This area gets very little attention.</p>
34	Garbage/litter on main roads
35	Make Mitchell Road more inviting and intriguing, entice other to see just what is around the corner
36	<p>All over the city, there are far too many properties being "developed" at the expense of the flora and fauna of the area- particularly trees.</p> <p>When I moved here, I loved that Lillian Webb Park had such beautiful trees around it, but now it's ringed by ugly townhomes and an even uglier apartment building and library (whose design should have been immediately rejected until something more fitting with the once-homey feeling of the area was proposed). There *is* such a thing</p>

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Is there anywhere in the city where you would like to see changes in how the area looks, feels, and/or functions? Use the comment box below to share your ideas about future growth and development.
	as too much development, and the city seems to be rushing headlong towards finding that threshold.
37	I would love to see redevelopment in the shopping center that houses Dunkin Donuts, Dollar Tree and Fur Kids on Holcomb Bridge Road, it is very run down.
38	More single family homes, cottages, and actual senior focused condos.
39	Indian Trail Lilburn Rd/ Beaver Ruin Road Area is a missed opportunity because of the proximity to both the buses to Atlanta and access to 85. The Bradford apartments should be replaced with affordable starter home community or housing for local workforce .
40	Updated kids park equipment
41	Sidewalk paths to parks from nearby neighborhoods. More parks
42	Safe and welcoming pedestrian crossing on Buford Hwy to Lilian Webb Park and Library, dedicated bike lanes.
43	Yes! We need more restaurants (including upscale ones) and more shops in Downtown Norcross! That is my top priority!
44	some signed need to be updated. Might not be responsibility on Norcross but the signs on peachtree industrial and 141 have faded highway signs. Wish there were better restaurants.
45	More parking
46	URGENT request. Please fix the speed sign on Holcomb Bridge and Old Towne Park. Cars drive so fast. Hard to cross the road. Or better yet a speed bump.
47	Areas East of Buford Highway. Starting with Buford Hwy itself. Many old, decrepit buildings on the Hwy itself.
48	Acquire parking lots beside Skin Alley and make area walk and gathering friendly
49	Maybe on the major corridors
50	Indian Trail-Lilburn Road at Beaver Ruin down to Brook Hollow Pkwy. SO much potential for redevelopment there, with its prime location and high traffic count.
51	Behind B&W and the new ice cream shop
52	Britt avenue should be a two way street to provide safer access to the library, so that patrons don't have to use heavily-trafficked Buford Highway.
53	too many 3-way stops. it can be confusing for visitors
54	downtown shop area needs to be redone and Mix use development
55	Proposed walking trail along Bever Ruin creek

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Is there anywhere in the city where you would like to see changes in how the area looks, feels, and/or functions? Use the comment box below to share your ideas about future growth and development.
56	The train crossing with Holcomb Bridge Road in the town center (near The Crossing and the Italian restaurant) needs sidewalks or more pedestrian room.
57	STOP high density housing. People move to Norcross for the laid-back area. Do NOT allow builders to cut all trees for more homes.
58	Need a parking deck preferably in City Hall Parking lot or next door to Lionheart Theatre
59	More covered seating in Lillian Webb park near splash pad
60	Cross roads dangerous when walking
61	Stop adding signs... visual trash.
62	more paths and trails, riverwalk
63	yes..fix up HolcombBridge Road near Spalding. It looks like Doraville there
64	I feel to much of our tax monies is used in downtown Norcross and not enough to uplift many other areas of Norcross. Especially unincorporated Norcross.. My area off of Indian Trail & Warners Trail like most of my surroundings area is falling apart. Please do something about it and stop using the majority of tax dollars to upgrade Downtown Norcross. I feel like the surroundings downtown areas are competing with each other and your forgetting about the rest of your cities.
65	The intersections in historic Norcross are confusing, especially near the railroad crossings. I also would like to see the area modernize like the Forum instead of just remaining "historical".
66	Sidewalk improvement down Mitchell Road; slow traffic down Mitchell Road; connecting Pinnacle Park to town center area.
67	More speed calming measures such as speed tables
68	More activities at Lillian Webb park
69	Buford highway
70	Golf cart parking would be great.
71	<p>Speed bumps down Autry Street + Nesbit Street.</p> <p>Gambling machines out of our city.</p> <p>More green space for yoga, picnicking, Art + science programs.</p> <p>A community center.</p> <p>Keep the non-chain, small business restaurants.</p> <p>Asian fusion restaurant.</p> <p>Safer parking options (read about the car break ins at Brunswick)</p> <p>Love the street closures for festivals and day time events.</p>

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Is there anywhere in the city where you would like to see changes in how the area looks, feels, and/or functions? Use the comment box below to share your ideas about future growth and development.
	<p>Love the hiking trail to connect Autry and Hunter areas.</p> <p>Less high density housing options.</p> <p>A dog park?</p> <p>Love Skin Alley and how it is being used.</p> <p>More art in the parks.</p>
72	Across from the social fox. Not sure why that parking is now all of a sudden private.
73	The Buford Highway corridor needs to be cleaned up, landscaped and more pedestrian crossings.
74	Buford hwy needs to be cleaned up. The current stores and businesses don't look safe to visit and that whole section looks run down.
75	Less apartments and transient population that is not invested in the long term viability of the City.
76	Opposite side of historic norcross from Buford highway towards 85 is not particularly attractive. I feel like I could be in another country.
77	I would love to see Norcross develop more like historic Duluth, historic Roswell and historic Alpharetta
78	<p>Fix up the old buildings inside and out - i.e., Paisano's smells like sewer & would never eat there, the old band building on the corner is an eye sore - plus any business inside is hidden and no access to the public, the businesses on the main street are old and need updating to add pizzazz maybe paint, bring in some excellent food restaurants like FORGET any burgers and beer places and no more latin restaurants - bring in some healthy restaurants & upgrade the venue to something more than casual or sloppy like the existing available spots - plain and simple; upgrade upgrade and upgrade and get with current times - get out of the old past and bring in 'class' - NO MORE HOUSING!!!!</p>
79	No
80	Norcross has allowed too much uncontrolled housing development of all types. Has lost it's charm and now looks like Sandy Springs / Brookhaven
81	Widen sidewalk along Holcomb Bridge road
82	Yes, revitalize across Buford highway area, make it as pleasant as the Town Center area.
83	No more apartments. The City can't handle the traffic now
84	Next to the community center with Mitchel rode - small shopping to continue downtown across the municipality. and condo raises building with parking for mixed-use.
85	Buford Hwy across from Lilian Webb Park needs a change in looks
86	Yes put up some games for adults like a ping pong table, chess board, domino table etc.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Is there anywhere in the city where you would like to see changes in how the area looks, feels, and/or functions? Use the comment box below to share your ideas about future growth and development.
87	Stop replacing 1 house with multiple housing units.
88	Would like to see more diverse restaurants in Town center. Also a parking lot near enough to walk but a shuttle for elderly or disable. I would like to see flags up celebrating our veterans on Memorial Day and Veterans Day (like they do in Duluth) etc.
89	More retail downtown
90	more sit down low cost dine in resteraunts and coffee shops that are open late, more green space
91	More street light on beaver ruin from Buford hwy to beaver ruin exit on 85, very dark and unsafe for pedestrians and bikes In town area some business have weird operation hours and inconsistent
92	I don't understand the gravel and chain link fence across from B&W all the way south. That could be so pretty but looks unfinished. Add more shops on skin alley and close that road. When building - like refuge and the ice cream shop starts- it should be finished in a timely manner. It all seems to take way longer than it should. Love the food hall concept.
93	Be sure everything is very walkable. Also, we need more restaurants. 3 or 4 more would be great.
94	Jimmy Carter Blvd. Roads does not represent the charm and beauty of historic Roswell.
95	Build parking next to community center
96	N/A
97	Lillian Webb park used more for concerts More restaurants/bars downtown, similar to Duluth
98	I think more could be done in creating a Greenway or a long pathway through the whole city. I know there are plenty of streets, but having a Greenway would really be neat. Maybe having it branched off to other parts and neighborhoods would be useful in connecting the city together.
99	I really appreciate the effort to slow traffic speeds on North Peachtree St. I am generally very satisfied with living in the City of Norcross. I know that growth and housing are issues, but part of what makes this haven of ours

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Is there anywhere in the city where you would like to see changes in how the area looks, feels, and/or functions? Use the comment box below to share your ideas about future growth and development.
	work is that housing density varies and we still feel like a town, not a dense urban area.
100	On demand transit for out-of-the immediate area needs
101	Buford Hyw
102	Buford highway between Beaver Ruin and Jimmy Carter
103	More restruants and bars in downtown
104	I would love to see more growth in the downtown area but I feel the current city council lacks the vision or the ability to implement any plans for growth in with in the city limits. In other words I feel out leadership is lazy and makes excuses.
105	Update the older buildings - a refresh with still keeping its historical integrity.
106	More single family housing such as cluster homes instead of apartments
107	Buford Highway corridor
108	Fresh painting of commercial buildings
109	Walking trail/transit option connecting all of Norcross not just certain areas re: downtown/town center/historic district only.
110	The park off of N. Barton Street could be improved along the lines of Thrasher Park.
111	South of Buford Highway is highly neglected. More parks and greenspaces. Most of South Norcross is in a legally defined "food desert" and the poverty rate being so high, many people do not have cars to access grocery stores over a mile away.
112	6295 Jimmy Carter Boulevard
113	No
114	More Parking & Signage Needed
115	Beautify parts of Buford Hwy and Beaver Ruin Road
116	Buford Hwy
117	All car dealers, mechanic shops, etc.. should be moved to another place
118	More shops
119	Outside town center area
120	Buford Hwy is embarrassing. There are too many extended stay hotels in and around the historic district.
121	East Norcross
122	I would like to see more natural areas preserved for passive recreation and improved community health. Less concrete, with thoughtful preservation of trees and intentional native-plant-based greenscaping wherever possible to soften the hard lines of a built environment, reduce heat islands and reduce stormwater expenses.
123	I'd like to see Downtown Norcross more like Downtown Duluth and Alpharetta - full of bars and restaurants, food trucks, live music every weekend at multiple locations, hosting festivals, shops, bakeries. I'd love it to have more of a nightlife.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Is there anywhere in the city where you would like to see changes in how the area looks, feels, and/or functions? Use the comment box below to share your ideas about future growth and development.
	I'd really like to see improvements on Langford Rd. between Peachtree Ind. and Buford Highway. Walking to Downtown Norcross feels very unsafe with how fast cars drive and the narrow space between the sidewalk and the road. There is a curve on Langford between N. Peachtree and the train tracks that is very dangerous... there's not even a curb. Implementing a railing or something would help me feel much safer. This same stretch also needs more light... very few light posts are available and the lighting is very dim. I have walked back home in pure darkness.
124	Heritage Park- Barton Street approaching Johnson Dean Forest-should have sidewalks on both sides of the street Railway green space-opportunity for walking or cycling paths
125	Bever ruin road and Indian trail. Shopping center needs attention. Brookhollow parkway needs help.
126	More of a historical feel along Buford Hwy. More safe bicycle options.
127	We need safe bike lanes in all the main streets in historic norcross and key access roads to get to historic Norcross, and without them, we can't really access shops by bike.
128	I'd like to keep the diversity of Buford Hwy & stop the gentrification.
129	More stop signs, stop lights, cross walks, and lighting on Holcomb Bridge Road.
130	Open up more parking
131	Some road improvement would be nice. But essentially I would like to stop imagining all the great things and have them actually happen
132	We have a void in single-level, single family senior housing development. What about the Webb property on Academy/Lawrenceville St? I don't know the status, but it could be a really good spot for this type of development.
133	Cleaner playground and more trash cans. Every time we are at Thrasher Park I'm picking up trash so my toddler can play.
134	More varied restaurants and retail
135	I would like the Apt. Complex on North Peachtree (10 or so Unit building in the residential area) to be required to upgrade its exterior. Autry Street near the Rossie Brundage Park needs attention.
136	Hunter Street Improvement of resident property- rotted fences, plastic sheets strung on front porches. Ordinance violations, and very unsightly for beautiful Norcross! 😞
137	The three-way stop at S. Peachtree and Holcomb Bridge is a stressful intersection as many drivers do not honor giving right of way or are aggressive with the right of way, putting pedestrians at risk.
138	Along Buford highway

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Is there anywhere in the city where you would like to see changes in how the area looks, feels, and/or functions? Use the comment box below to share your ideas about future growth and development.
139	Make crossing the train tracks safer
140	Not really - just some of the commercial warehouses keep putting air compressors outside and causing noise pollution- they should be required to have that permitted and or put up standard sound abatement. No one seems to check on this near us. I'd like to see no more condos for a bit till they are actually used/near full.
141	Add connecting multiuse trail to PTC, PIB; complete cross through on Cochran Drive, use movie money for community
142	Narrow Buford Hwy to reduce and slow traffic flow. Have bus lanes in the middle of Buford Hwy so they are not subject to traffic lights to encourage the use of public transportation; maybe roundabouts at major intersections.
143	More use of Lillian Webb park for community events.
144	parking lot at end of iron horse is unsightly. Complete the space at the South End in due time
145	Continue efforts to eliminate unattractive business store fronts on Buford Hwy.
146	My major concern is the array of car lots and repair shops that line Buford Hwy. While they do represent someone's livelihood, it would be great if there were relocation packages provided so that the gateway into Norcross can get a facelift.
147	The park area across from Paizanos is starting to show its age and is generally unwelcoming. I would like too see more development in Skin Alley.
148	Not sure
149	Parts of Buford highway
150	Potential down near veterans park. The railroad crossing into broadstone needs a side walk.
151	No more townhomes or apartments
152	Clean up railroad corridors. They are very unpleasant to look at.
153	Let's focus on Jimmy Carter and Beaver Ruin
154	East of Buford Hwy... need better connection between East and west. Need to @spruce up Buford Hwy area. Embrace our city's diversity
155	The crosswalk where it has a sign that says stop for pedestrians (without an actual stop sign) can be confusing. Locals know they don't need to stop if there's no pedestrian, but others stop when there are no pedestrians. I appreciate the additional crosswalk, but the signage can be confusing to people not local to Norcross.
156	Beaver ruin, Indian Trail, Jimmy Carter
157	Too many townhouses, apartments in downtown Norcross...Brunswick, broadsheet Junction
158	More functional retail in old town Norcross, i.e., a grocery store or drugstore

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Is there anywhere in the city where you would like to see changes in how the area looks, feels, and/or functions? Use the comment box below to share your ideas about future growth and development.
159	what is taking so long to develop the south end?
160	Extend the downtown area around current historical area so there are more (walkable) choices and functions available. I would love to explore businesses on the other side of Buford Hwy if crossing is safe. Dedicated bike lanes for safer travel along main roads. Ability to safely bike to Buford Hwy Farmer's market and/ or safe connection to other trails in Gwinnett.
161	Safer train crossings and make Norcross a quiet zone. Better crosswalks at train crossings. Better bike infrastructure.
162	over crowded used car dealerships and run down falling apart buildings on Buford highway are not the highest and best use of the area.
163	Need to install one or two round-abouts on Holcomb Bridge Road at Atlantic Blvd. and Georgetown to calm traffic and to provide a sense that you have entered a residential area in the city.
164	Slow growth in downtown
165	Walking trails connecting to Pinnacle park. Just more sidewalks in general
166	Apartments add valuable density. We've reached more than most are comfortable with.
167	We need more than just apartments
168	Corner of Lawrenceville Street and Mitchell. Much too valuable to simply update that old house for Housing Authority. What is the future plan? Also, updating Cotton Gin Building to look more accommodating to businesses. Trash pickup from Downtown streets and gutter twice per week! Pedestrian Crossing at Holcomb Bridge Railroad Crossing overdue.
169	Very few affordable housing options. I am a teacher and live at Broadstone Junction. The rent is outrageous (taking almost half my net pay) but is still the cheapest option I can find in the community.
170	<p>I notice the LCI crosses Buford Highway. Buford Highway is scary to cross. If you want to attract folks from the other side of it then that's going to be the biggest challenge. One day I went across the road looking for batteries and it's a very unpleasant walk. I'm not sure what options can realistically be done to improve it but it's important to mention and also important to make sure it is not made WORSE by adding more lanes.</p> <p>If you want the LCI to be more appealing to folks living in and around the LCI then more parking is not something to pursue. Any (large) area for parking would be better serve the community by having more places for entertainment. I understand that some folks need parking (especially folks with mobility problems), but try to avoid large lots in prime places for entertainment.</p>

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Is there anywhere in the city where you would like to see changes in how the area looks, feels, and/or functions? Use the comment box below to share your ideas about future growth and development.
	<p>Personally I don't care for shopping but I love eating and drinking locally. I very much enjoy trivia at Social Fox. For me it is the highlight of my "activities" within the LCI. Would love Ice Cream, but I know you can't magically make one.</p> <p>I live next the elementary school (220 Hunt St) and the McDonald's and many of the other buildings along the highway have lights that are WAY too bright and pointed towards me. It is worse in the Winter when the leaves are gone. I think they aren't up to code but haven't felt the need to pursue it. This is honestly very minor.</p> <p>I think any additional housing built in the area should try to be things other than single-family detached homes. Also, trying to build places like condos where folks own where they live as opposed to apartments may create a longer term sense of ownership but I think trying to build things other than detached single-family homes is more important than trying to avoid apartments.</p>
171	We need a grocery store on Buford Highway and medical access, not single use apartments without retail.
172	Love the new restaurants coming in. That and social fox brewing are our Sunday tradition. It's really nice having high quality food pickup options like b and w and social fox
173	Focus development on services and shopping. Stop with apartments. Our new residents need simple places to shop, not more residents to compete with for services
174	Indian trail and Beaver ruin road. Apartments near 85, no more in downtown or on Buford Highway
175	Skin alley should be pedestrian only
176	Apartments and townhomes seem to be only housing options
177	NO MORE APARTMENTS IN DOWNTOWN!!!!!!!!!!
178	<p>-Top of the Park in the grass pads.</p> <p>-Pedestrian path (extra asphalt) at Train crossing at Autry</p>
179	Stop apartment growth, even on Buford highway. Absorb the current anticipated inventory then consider future. We are not Chamblee
180	A parking structure 5-7 floors
181	As a 25 year City homeowner looking to downsize into senior friendly housing, there are no options.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Is there anywhere in the city where you would like to see changes in how the area looks, feels, and/or functions? Use the comment box below to share your ideas about future growth and development.
182	better side walks on Holcomb Bridge up to PTC
183	Pedestrian Bridge over Buford HWY
184	Norcross is one of the few towns that has maintained its unique historic appearance. (unlike Duluth which tore down all its "real" buildings and then built "fake" replicas--or Chamblee/ Doraville whose once-charming downtowns were totally destroyed years ago by MARTA. Please keep the quaint, "Mayberry"-esque appearance & ambiance of Norcross!
185	I would like to eliminate all the cut through traffic that congests the city for those that live there.
186	The South End in the back is looking unappealing. The old Latin house across from the police station needs to be addressed. The discovery garden needs a clean up day.
187	Not enough bike lanes Widen Holcomb bridge Clean up bufford highway businesses
188	Indian trail and Beaver Ruin road
189	no
190	East Norcross
191	I would really like to see new shops and restaurants in the area that is by the Rose and Hemp shop
192	Yes. Upgrade the store fronts of all the stores on main street. Upgrade the store fronts on the Skin Alley side -
193	Long term close South Peachtree between HB and Park and make walkable, same concept for Skin Alley, requires parking deck
194	Update the outside concert area. Have you seen some of the other amphitheaters in near by towns.
195	I wish Norcross was quicker to move along development and attract/keep interested businesses in opening (i.e. Truck & Tap). I think surrounding cities like Duluth and Alpharetta are better at this and will leave Norcross behind when it comes to customers coming to our downtown area.
196	We have enough apartments and townhomes developments now in the West Peachtree/Hunter street area now. Going forward we need less dense developments in this area as it is creating a lot of traffic which will further reduce the ease and feeling of safety of people in the area being able to walk, bike, drive to the town

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Is there anywhere in the city where you would like to see changes in how the area looks, feels, and/or functions? Use the comment box below to share your ideas about future growth and development.
	center. We desperately need a TRAFFIC LIGHT now at West Peachtree and Jimmy Carter as many neighbors said would be needed when these developments were approved due to the volume of traffic now at all hours of the day here. Someone is going to get killed at this intersection soon if something isn't done. There also needs to be a traffic light at Georgetown Park Dr. and Holcomb Bridge for the same reason.
197	East Norcross
198	Brook hollow, JCB, BRR
199	Turning old basketball court and baseball field near Hopewell into usable space for Pickleball courts and gathering space.
200	We should highlight the rail road history more with decorations and signage by the gravel lot
201	I would like more public gathering areas. Covered patios with swing benches in the parks with bistro tables and chairs.
202	In all areas of Norcross there needs to be a focus on picking up litter and safer pedestrian crossings.
203	i would love wider sidewalks, bike paths, dog park
204	I would like the buildings that house some of the commercial businesses like chiropractor, lawyer . . . to be restaurants or boutiques.
205	The Holcomb Bridge + train tracks area. Would really love to have a safe pedestrian crossing option here, and would love for it to look a little more beautiful as well!
206	no more large condo type developments like adjacent to the library, really crowds the area.
207	See Duluth
208	Near 85
209	The shops and restaurants in downtown Norcross are not competitive with other local communities- Duluth, Roswell, Alpharetta, etc. more up to date shops and variety of restaurant options
210	PLEASE more restaurants
211	Arches entering city to eliminate trucks at crossings. Need more restaurants and unique vendors. There is communication on how difficult the city is to encourage small businesses that are going elsewhere to thrive and be welcoming.
212	I would like the City to purchase property and develop it. The City has no debt and can control and develop the downtown that you want. Take a little risk. South End and Masonic Hall were missed opportunities. Please don't miss any more.
213	Half of the restaurants are low quality and out of date, music isn't working in all the speakers. Storefronts are drab
214	Continued progression on the build out of the south end and skin alley area.
215	I would like more parks
216	widened sidewalk on Holcomb bridge rd. crosswalk by the landings at Norcross assisted living home on Holcomb Bridge road.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Is there anywhere in the city where you would like to see changes in how the area looks, feels, and/or functions? Use the comment box below to share your ideas about future growth and development.
	Less litter in parks, more enforcement of clean city.
217	Widened sidewalk on Holcomb Bridge, crosswalk by The Landings at Norcross for residents, less litter in parks
218	Rossie Brundage basketball court - what is happening with the side where the hoop was removed? It would be a lovely green space.
219	We need to make sure that whatever is built fits the historic town look.
220	Get rid of extended stay
221	Increase the quality of restaurants and shops with outdoor seating.
222	Building parking deck adjacent to community center and hotel
223	More diversity in dining options in downtown Norcross. The restaurants are stagnant/sub par. With having such great foods in our neighboring cities, we need to bring that lively, elegant, food experience to downtown. No one is coming out of their way to dine at our restaurants in downtown.
224	I am looking forward to the expansion of resources near Mitchell road and summer place
225	Better sidewalks...wider and more walker friendly on Holcomb Bridge road between PIB and Buford Hwy
226	More late night bar options and restaurants! And current restaurants need to escalate ambiance a bit
227	Dog park!
228	We would love to see a wider variety of restaurant options and shops in the town center area. Continued support and growth of parks & green spaces as well!
229	The lack of ramps from the top of Lillian Webb to the park below is ridiculous! It is not handicap accessible.
230	I just want better options downtown. It's a great little downtown, but the dining options are lacking compared to other downtowns.
231	I love the historic look but maybe sprucing the look and feel up slightly to draw in a more up to date / modern look.
232	Coffee shop Breakfast places
233	Looking at Buford highway from Lawrenceville St (near Norcross Elementary) is so distinctly opposed to the downtown area. The lack of greenery creates so much noise pollution in the area. The parking lot next to McDonalds is never kept up (lots of weeds in all beds). The car wash on Buford highway (caddy corner to the Brunswick) is constantly causing noise complaints due to loud music from cars in the late late hours of the night.
234	More restaurants, shops and entertainment
235	Between the downtown and Buford highway could be developed more. The stretch of sidewalk between adams vineyard and Cochran dr is really scary and narrow. I don't feel safe on it.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Visioning Survey Summary

Comment ID	Is there anywhere in the city where you would like to see changes in how the area looks, feels, and/or functions? Use the comment box below to share your ideas about future growth and development.
236	More restaurants and lively downtown area.
237	multiple pedestrian crossings over Buford highway to get to the Guadalajara and the Public Library
238	Pedestrian Railroad crossing on Holcomb bridge.
239	Buford Highway and Beaver Ruin
240	Would love to see some new shops and restaurants actually open (and in a timely manner) instead of getting held up with city permits, etc (ie it should NOT take over a year to open an ice cream and coffee shop in an existing structure!) Would love to see some new things - Fine dining, tapas, etc OR some cool collective spaces (look up starland yard in Savannah)
241	Buford Hwy Junky
242	Actually supporting cyclists, young and old. There is a severe lack of infrastructure like bike lanes, trails, public education, or even bike racks. Stop adding more car parking and consider promoting other modes of transportation.
243	Development of South end is woefully slow. Aesthetically, I think Norcross looks great, just need better dining options.
244	I think Skin Alley could be more colorful (murals, cool art) and be utilized more often for events and restrict through traffic. I would LOVE to see the intersection of Medlock Bridge and Peachtree Industrial Blvd improved. The open drug use in the parking lots, extended stays (viewed while eating at Waffle House) and general aggressive personalities in the area keep me away. We've been threatened with violence at Medlock Tavern for simply dining at the bar on two separate occasions. I wish I was exaggerating. It's an unsafe area with the surrounding extended stays.
245	Fix up and revitalize city owned property and buildings located in town center near city hall and fire station Improve landscape and Hardscape of city owned properties located in town center Improve front property of Johnson Dean park picnic and/or restroom facilities
246	Buford Hwy near town center could be more walkable
247	Improve look and quality of Buford Hwy corridor.
248	Need more business on skin alley and make skin alley more pedestrian focused during some key business hours
249	N/A
250	Area around Iron horse tavern is never clean (yrs unkept)! Not enough restaurants w choices nor reasonable prices especially for us locals even to eat at regularly!!

* Comments are listed exactly as submitted by the respondent; the planning team did not make any adjustments for spelling or grammar.



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

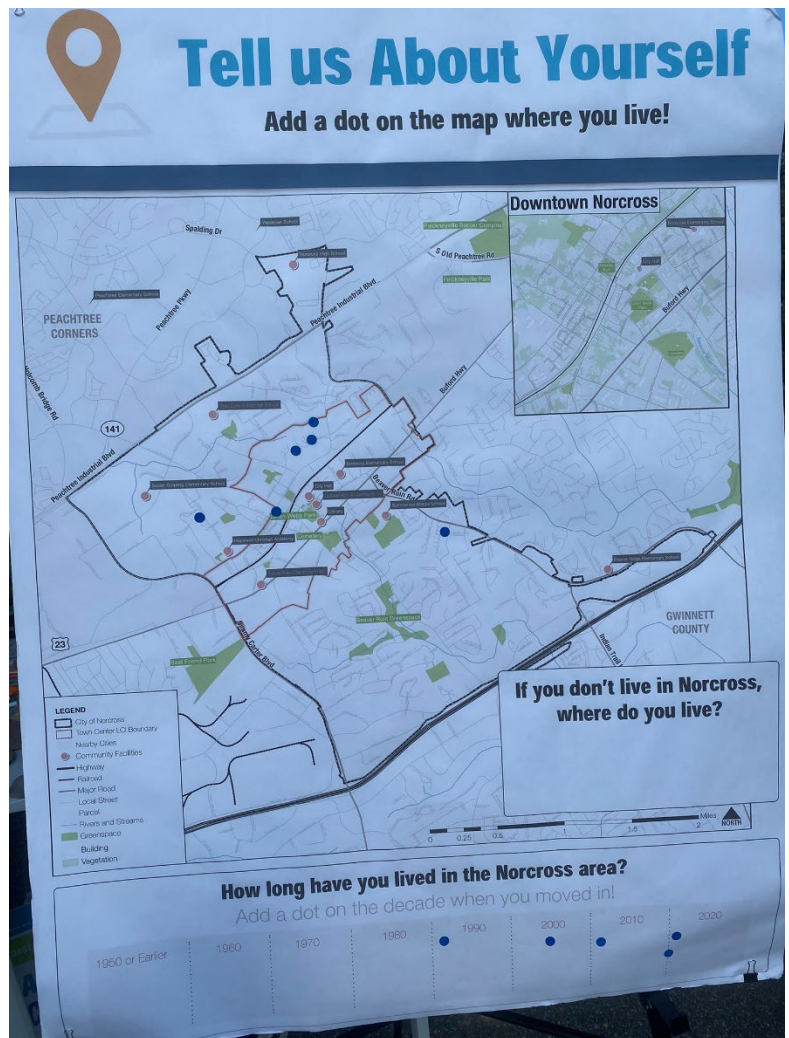
POP-UP 2 SUMMARY

Pop-Up Details

The pop-up event took place at the Bluesberry Beer and Music Festival in downtown Norcross. The planning team’s booth was set up at the City Hall Drive-Through from 3 p.m. to 6 p.m.

Who Participated?

The project team spoke with a handful of interested participants. Nine people signed up to be on the project email list. Six people completed the “Tell Us About Yourself” exercise; of them, four lived within the Town Center LCI boundary, while the other two lived within a half-mile of the study area. Five people indicated how long they had lived in Norcross: one person moved to Norcross before 2000, one person moved to Norcross between 2000 and 2010, one person moved to Norcross between 2010 and 2020, and two people moved to Norcross after 2020.



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Pop-Up 2 Summary

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. **SWOT Board** – Solicited input on the City’s strengths, weaknesses, opportunities, and threats.
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.
5. **Art Activity** – Invited visitors to decorate rocks, using paint marker pens, to represent their vision and desire for the City’s future.

Public Input

SWOT Activity

Participants identified police response and lawn debris removal as strengths of the City.

Weaknesses include increased traffic due to development, leading to dangerous conditions at certain intersections, particularly at West Peachtree Street and Jimmy Carter Boulevard as well as at Georgetown Park Drive and Holcomb Bridge Road. A lack of bike paths and other amenities such as tennis, pickleball, a swimming pool, or a gym are holding back the City in some respondents’ eyes. An overly lengthy process to open new restaurants and frequent power outages are the final two concerns listed by participants.

Residents see an opportunity for increased beautification and gateway signage along Jimmy Carter Boulevard entering the City. Additionally, more cultural events and vendor opportunities would excite participants.

Regarding threats, participants noted the increased presence of graffiti and the lack of cleanup response. Additionally, one person expressed concern over density and excessive affordable housing diminishing property values. Another respondent felt high taxes could threaten the prosperity of the City, and a final comment indicated that “cooler” cities like Duluth and Roswell might detract from Norcross’s appeal.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Pop-Up 2 Summary

Figure 1. SWOT Input Board

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		
	<p>Is there anything missing? Write an idea on a sticky note and place it here!</p> <p>Police Response</p> <p>Lawn Debris Removal</p>					
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					
	<p>Is there anything missing? Write an idea on a sticky note and place it here!</p> <p>Gateway signage + beautification at Jimmy Carter</p> <p>Cultural events + vendor opportunities</p>					
	Helpful					
	WEEKNESSES	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	
	<p>Is there anything missing? Write an idea on a sticky note and place it here!</p> <p>Increased Traffic due to development, creating dangerous intersections - West Peachtree + Jimmy Carter - West Peachtree + West Peachtree Park</p> <p>Lack of Biking Path</p> <p>NO Amenities for Fore.</p> <p>Tennis Pickleball Pool/Jumping Gym</p> <p>It takes too long to open new restaurants</p> <p>Frequency of Power Outages</p>					
	THREATS	Perception	Lack of Senior Housing	Lack of Affordable Housing	Competition with Neighboring Cities	Lack of mass transit
	External political divide					
	<p>Is there anything missing? Write an idea on a sticky note and place it here!</p> <p>Graffiti is occurring more + more tend not cleaned up. - Mitchell Rd. - Atlanta Blvd.</p> <p>Too much density, and overly affordable, having diminishing property value</p> <p>High Taxes</p> <p>Duluth a Casual one cooler</p>					
	Harmful					

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Pop-Up 2 Summary

Walkability Activity

One participant indicated that they had crossed Buford Highway before in a location without a crosswalk. Another felt that the existing crosswalks are enough. Other comments left by participants on the walkability board did not pertain directly to pedestrian safety. These comments discussed the following transportation needs:

- New developments and the Brookhaven Innovation Academy have created undesirable traffic conditions at the intersections of Holcomb Bridge Road and Georgetown Park Drive, as well as the intersection of Jimmy Carter Boulevard and West Peachtree Street. This community member spoke with the planning team about the need to study traffic solutions at these intersections, such as roundabouts, traffic lights, and stop signs.
- Another comment expressed the desire to open the Hunter-Walker Trail to bicycles, e-bikes, and scooters for better access from Hunter Street to the downtown area. A related comment said that wider sidewalks are needed, especially on streets that help you get into town, such as Hunter and Autry.

Art Activities

Some people participated in the rock painting activity, decorating their rocks to show ideals like natural beauty, diversity and harmony among residents, and abundant housing opportunities for all who wish to call Norcross home.

Figure 2. Rock Art Photos





Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

POP-UP 3 SUMMARY

Pop-Up Details

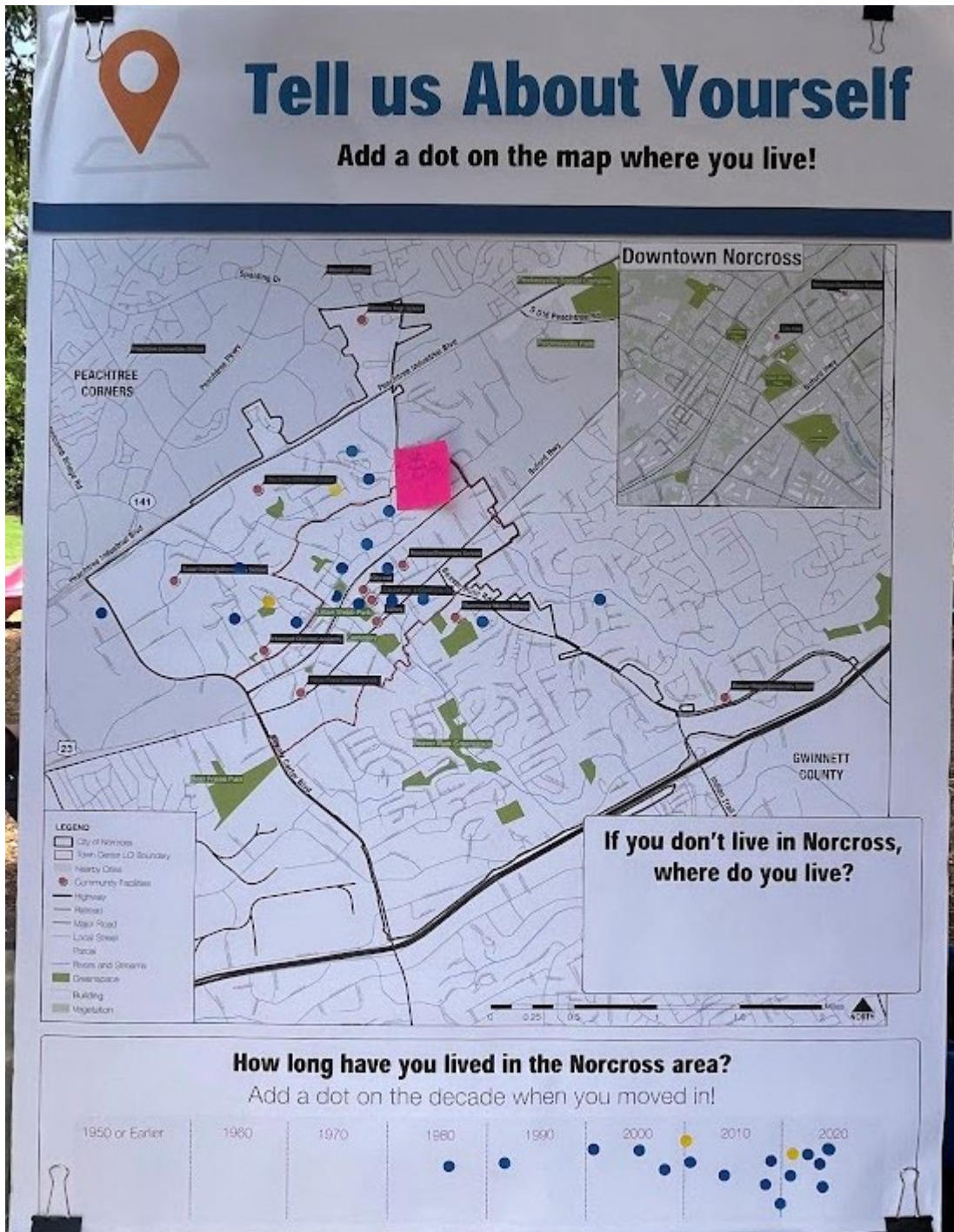
The pop-up event took place on July 29, from 11 a.m. to 1 p.m., at the Cookout with Council at Thrasher Park. This event provided an informal and casual setting for community members to interact with the Mayor, City Council, and planning team.



Who Participated?

Approximately 75 to 100 community members attended the Cookout with Council. Seventeen new community members signed up for the project email list, but several more stopped by the pop-up booth who were already signed up for the outreach list. As shown in Figure 1, participants indicated on a board where they live and how long they have lived in the area. Eight participants live north of the Town Center LCI study area, eight participants live within the LCI study area, one participant lives south of the LCI study area, and two participants live slightly outside of the city limits. Most of the participants moved to the Norcross area after 2000, with only two participants indicating that they have lived in the community prior to 2000.

Figure 1. Tell Us About Yourself Board



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. **SWOT Board** – Solicited input on the City’s strengths, weaknesses, opportunities, and threats.
3. **Walkability Board** – Collected input on locations where community members want safe crossings over Buford Highway and the railroad.
4. **Art Activity** – Invited participants to decorate rocks, using paint marker pens, to represent their vision and desire for the City’s future.

Public Input

SWOT Activity

The SWOT activity presented a list of strengths, weaknesses, opportunities, and threats based on stakeholder and public participation to date. The pop-up attendees were asked to review the list and share additional ideas if they felt anything was missing.

Participants noted connectivity between downtown and the north area of Norcross, the City’s Green Communities certification, and its tree preservation efforts as strengths.

The weaknesses section included comments related to parking, stability of the Norcross power grid, speed limit enforcement, noise from the train horn, signals at crossings over the railroad, community amenities such as gym and active adult facilities, and the process to develop the South End. One person also noted a desire for more food trucks.

The comments added under the opportunities section elevated several of the weaknesses that were touched upon. One person identified a noise ordinance as an opportunity. Another person shared that Norcross could do more to address power outages and the cost of electricity.

Residents also considered the potential for more general stores and bike/walking facilities as citywide opportunities.

Two threats that the community members noted were the dangerous three-way intersection at Holcomb Bridge Road and South Peachtree Street and increasing traffic (and its impacts such as noise pollution).

Figure 2. SWOT Input Board

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.

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!

Connectivity Downtown/North Area

Green Communities

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!

Need more local cafes/restaurants

More public parking

More green spaces

More walkable streets

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

Is there anything missing?
Write an idea on a sticky note and place it here!

Support of EV technology

People should pay for their own car charging - City should not subsidize

More stability to transit fare

More light @ train intersections, lower hpm sound

Is there anything that can be done to expedite the development of the South End? People who are trying

THREATS

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

Is there anything missing?
Write an idea on a sticky note and place it here!

Traffic - Sprawl

Location Stop sign

Local utilities

Helpful

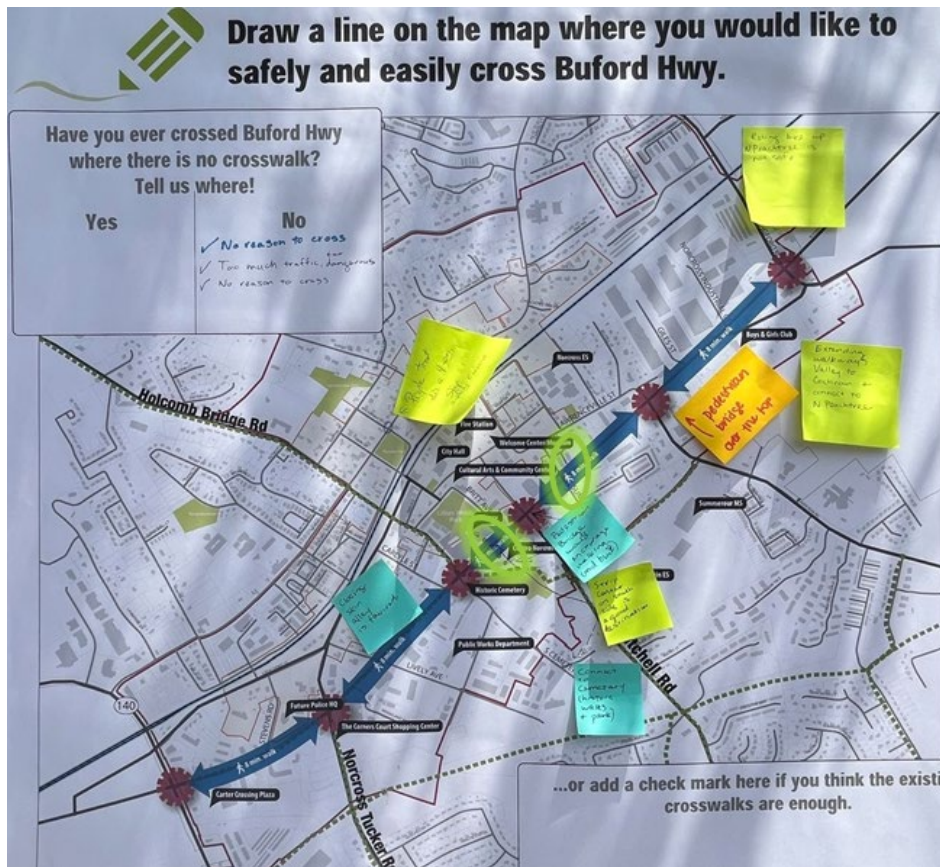
Walkability Activity

Several community members shared comments related to transportation needs for the Town Center, as listed below and portrayed in Figure 3:

- People support closing Skin Alley to vehicle traffic.
- A pedestrian bridge over Buford Highway at the Mitchell Road intersection would encourage walking. A mid-block crossing is also needed near this area.
- People want a pedestrian bridge for the Buford Highway-Beaver Ruin Road intersection.
- Riding bikes up North Peachtree Street is not safe.
- The strip center on the south side is a good destination.
- The North Peachtree Street-Buchanan Street intersection is treated as a four-way stop and is a safety concern.
- Support is strong for new pedestrian connections between the cemetery, park, and locations of historic significance.

The locations highlighted in green in Figure 3 show where participants felt new mid-block crossings on Buford Highway are needed. A few community members added comments stating that they have no reason to cross Buford Highway or that Buford Highway has too much traffic/is too dangerous to cross.

Figure 3. Walkability Activity



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Pop-Up 3 Summary

Art Activity

At the pop-up, some community members painted rocks to share their ideas for the future. Children and adults alike dreamt big through this exercise, with ideas such as water features and other fun destinations.



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

POP-UP 4 SUMMARY

Pop-Up Details

The pop-up event took place on August 22, 5:30 to 7:00 p.m., at Summerour Middle School's Curriculum Night. Curriculum Night included the annual Title I parents' meeting, brief meetings with teachers, and information tables for various student clubs and activities (the Imagine Our Future team tabled in the same area).



Who Participated?

About 25 people participated in the plan input activities, but the event was also successful in raising awareness to a broader audience. The team handed out more than 50 project handouts, which provided information about the upcoming public events. 15 people completed the input form, five students submitted drawings for the art activity, and five people signed up for the Hispanic Focus Group.

Activities

The planning team collected public input through the following activities:

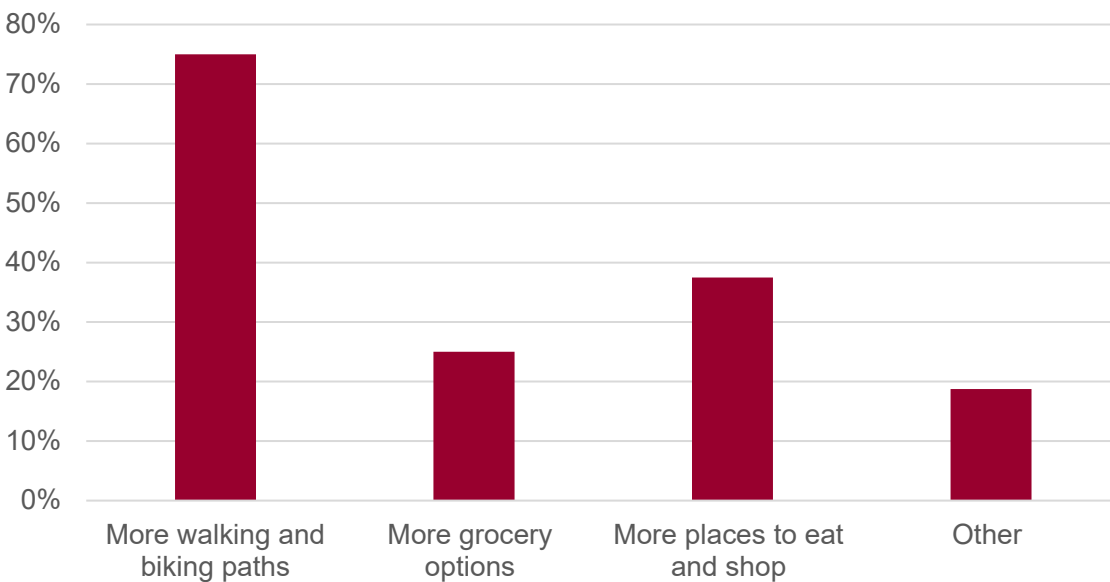
1. **Input Form** – Gathered information about participants and their priorities for citywide and Town Center improvements.
2. **Art Activity** – Invited participants to respond to prompts via drawing on rainbow coloring sheets.

Public Input

Input Form

The Imagine Our Future team engaged with parents and students at the information table as well as through intercepts around the event. The team walked around with clipboards and tablets to encourage community members to spend a minute of their time providing input. Survey questions were offered in both English and Spanish. The results below are based on the 15 recorded responses (aggregated from the online and paper forms).

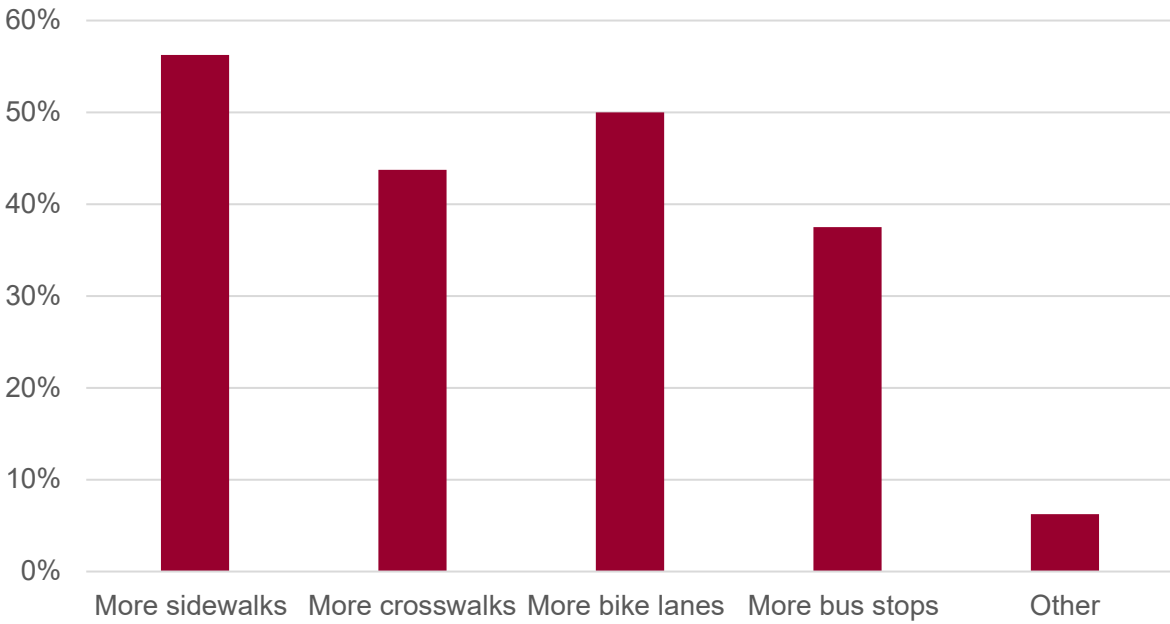
Figure 1. What are your priorities for future growth?



Open-Ended Responses (listed exactly as submitted):

- Mas securidas
- Doctor
- Mas parques

Figure 2. What types of improvements do you want to see in the Town Center area (including over Buford Highway and the railroad)?



Open-Ended Responses (listed exactly as submitted):

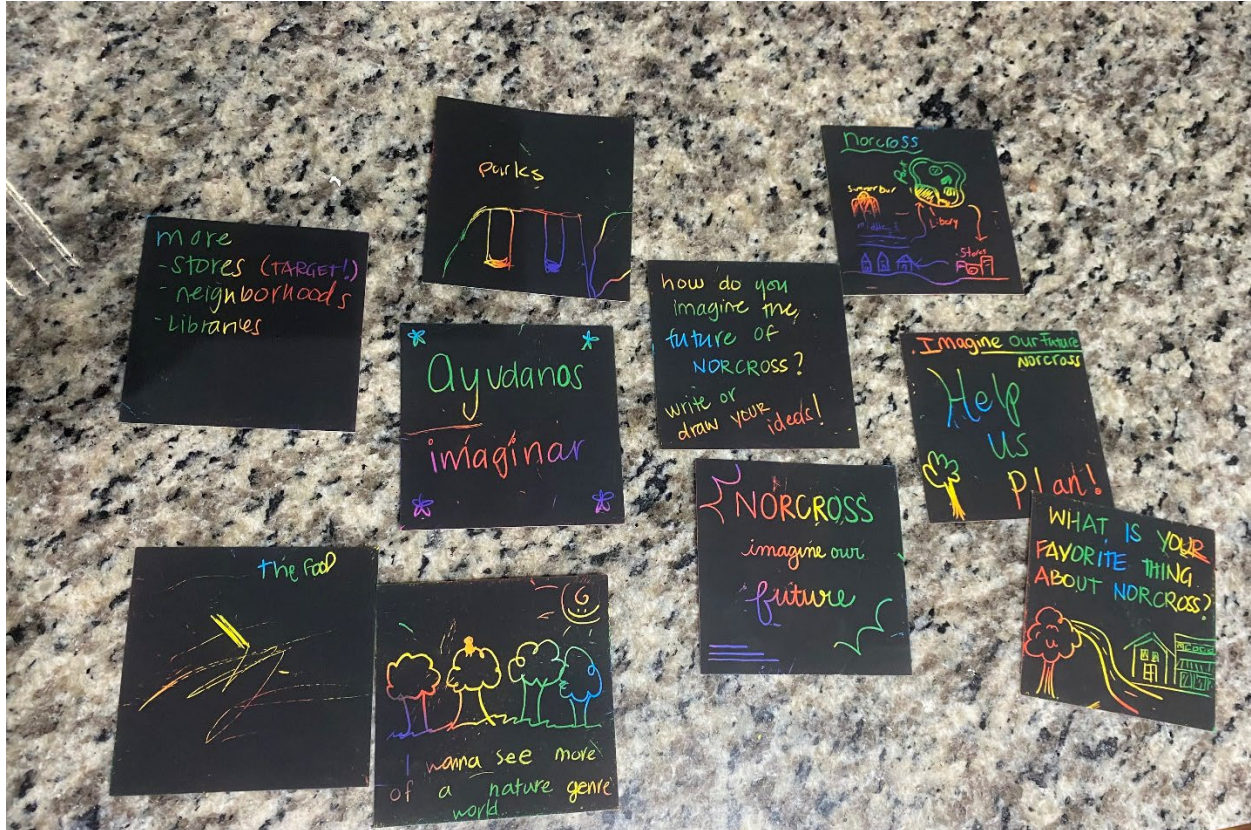
- Trail leading to neighborhood – Bella Estates. Would like to be used for community; either maintained by school or city.
- Faster bus mas tiempo

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Pop-Up 4 Summary

Art Activity

The art activity encouraged students and parents alike to express their creativity. Students shared desires for more stores (specifically Target), more neighborhoods, more libraries, and more parks with playgrounds. A student noted that the food is part of what makes Norcross special. One drawing depicted Summerour Middle School, houses, a library, a park and stores, with arrows denoting connectivity. Another drawing included several trees along with the following comment: "I wanna see more of a nature genre world."





Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

VIRTUAL PUBLIC MEETING SUMMARY

September 7, 2023

6:30 – 7:30 p.m.

Held via Zoom

6:30 Welcome

Jim Summerbell started the meeting by welcoming people to the meeting, introducing speakers and reviewing the agenda.

A couple questions were asked of meeting participants via an online poll. Seven people participated, and results are shown below.

- What is your affiliation with Norcross? (Live here, work here, etc.)

I live in Norcross full-time	7
I work, go to school, or own a business in Norcross	2
I visit Norcross for events, restaurants, and shopping	1
I do not live near Norcross	0
None of the above	0

- How long have you lived in the Norcross area?

Earlier than 1960	0
1960 - 1970	0
1970 - 1980	0
1980 - 1990	1
1990 - 2000	2
2000 - 2010	1
2010 - 2020	2
Later than 2020	1

6:35 Project Overview

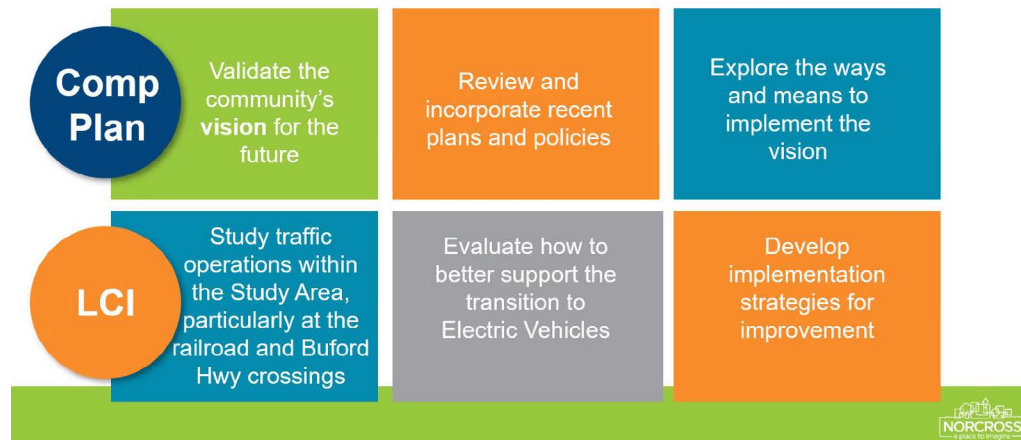
Jim talked about the reason the City is updating the City's Comprehensive Plan. It directs policy decisions and capital investment decisions. It is focused on next five years of implementation. The planning process is also updating the City's Town Center Livable Centers Initiative. The LCI is being funded by the Atlanta Regional Commission. The approved Comprehensive Plan ensures Qualified Local Government and access to funds. This LCI is focused on implementation.

The LCI is largely focused on traffic operations and electric vehicle operations. The Comprehensive Plan is validating the current plan and incorporating related studies.

A lot of the planning process is about paring down projects that have previously been identified. In October we'll be talking about the community work program. The Comprehensive Plan will be wrapped up in February.

Project Goals

Combined goals between updating the Comprehensive Plan and the LCI



6:45 What We've Heard to Date

Ansley talked about how we've been getting out into the community since February. There are more ways for people to participate after tonight.

Ansley talked about transportation related desires, including bike/walking, parking deck, and safety improvements.

Other desires beautification and gateway, more grocery options, more security

Just over 400 people participated in the first survey. There were 409 total participants. Ansley spoke about how there has been less participation from the Spanish-speaking community and

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Virtual Public Meeting Summary

how the planning team has been working to address that gap. Ansley shared highlights from the survey which are included in the slide deck.

6:50 Planning Context

Jonathan spoke to elements of the vision from the Comprehensive Plan.

- Overall vision statement covering the 20-year planning period and
- 13 Character areas – Smaller distinct areas of the community that have similar land uses and character and are expected to stay the same or change similarly.

The policy map and character areas help guide rezoning and development decisions.

Jonathan spoke to recent areas of change throughout the city. Most activity has been occurring along Buford Hwy and near Downtown Norcross. There has been additional gateway development in the AT-PIB Character Area.

Jonathan spoke to the Buford Highway Plan and the LCI Plan. Many of the projects were transportation projects and several have been completed. Jonathan spoke to how we are advancing some into this plan and handed it off to Geoff Warr.

Geoff spoke to three types of projects:

- bike projects
- pedestrian/trail projects
- small, other projects that are not bike/ped related.

Geoff spoke about quantifiable measures: costs, crash history, traffic stress, pedestrian use, proximity to schools, etc. to help prioritize projects. The public will be helping chime in to share their priorities.

7:15 Survey Demo

Ansley shared the map input tool and how to provide feedback. The link to the provide feedback page was shared in the chat. Ansley then walked through the second survey that allows community members to provide feedback on the Comprehensive Plan character areas.

Ansley discussed next steps before the final open house.

Tixie Fowler spoke to the Parks and Recreation Master Plan. They are adding a whole new layer of projects. Is there any way to collaborate? Trails, foot traffic, and bikes are what we are focused on.

Geoff asked how far along the effort. Tixie answered that they have had one meeting so far. The next meeting is September 16.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Virtual Public Meeting Summary

They are working to update the existing plan to take out what makes sense. The last plan didn't reflect the full community's priorities.

Jonathan noted that the plan recommendations from the parks and trail plan can be incorporated down the road as a Comprehensive Plan amendment. Jim discussed that the Comprehensive Plan is on a timeline for adoption based on its deadline from the Georgia Department of Community Affairs. The plan needs to be wrapped up before the holidays so that it can go through the state and regional review process, and then the City must adopt the plan in February.

Tixie will put the team in touch. Perez Planning and Bio Habitats are leading the effort.

Tixie asked if we have ever talked about preserving greenspace within areas. Jim noted that this is often covered in the parks and recreation plan.

Tixie said it would help if the Comprehensive Plan included language that forested areas/non-developed areas should be protected and if funding presents itself, it would be great to convert these greenspaces into parks.

Connie Weathers spoke to a past goal about greenspace being documented. The ARC Green Communities certification set these goals.

ARC Green Communities also has credits for bike-friendly and walk-friendly community certifications. The City was far away from achieving these during the last Green Communities update, but Connie would like to see these reflected in the plan as goals.

A community member asked if the downtown area is included in the Town Center. The team clarified that downtown is included in the Town Center Character Area.

Robert Forro spoke to transfer of development rights. Is there a way for the builder group to provide input to the Comprehensive Plan? The building community would like to be part of the process. He has 8 or 9 people that would like to provide input. Could they have a focus group meeting to discuss zoning issues (primarily single-family zoning)? They would like to discuss ways to make single-family housing easier to do. Robert spoke to a Wingo Street extension as a key gateway into the Town Center. He would like to talk to the City about plans to incorporate parallel parking and other aspects of the development.

Jim said yes; he would be happy to talk about things.

William Corbin said he would be happy to join that call.

Robert spoke to the fact that Norcross now has over \$1-million homes. They are still cheaper than other Atlanta suburban communities. As price points come up, the population may shift, which may have implications for the school system.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Virtual Public Meeting Summary

Antonio asked Robert to email him to set up a meeting.

Tixie asked about zoning tools that can preserve trees and minimize taking them down. Is there anything we can do? Jim noted that the UDO does have a tree preservation ordinance. The City needs to review the existing ordinance to ensure that it has strong protections for priority tree protection, such as specimen trees and trees along our trails and in our parks.

Jim thanked participants for attending and closed the meeting.

7:30 Adjourn



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback for Implementation Strategies

Overview

The Online Feedback Surveys were open to the public from September 7 to September 30, 2023. Table 1 lists the total participation on each feedback mechanism.

Table 1. Feedback Survey Participation

Feedback Mechanism	Total Participants
Future Development Survey (SurveyMonkey)	<ul style="list-style-type: none"> 56 participants on English version 2 participants on Spanish version
LCI Map Survey (ArcGIS Feedback Map)	<ul style="list-style-type: none"> 129 comments
Webform on Project Website	<ul style="list-style-type: none"> 9 comments

Future Development Survey

The Future Development Survey gathered community input on the following aspects of the City’s future development policy:

1. Vision and Needs/Opportunities by Character Area
2. Character Area Boundaries
3. Buford Highway Nodes

The survey also captured general input about the future growth and development of Norcross. A transcript of all open-ended responses is included in the summary that follows.

The English and Spanish survey responses have been aggregated, so the summary figures and open-ended responses capture all the respondents’ feedback.

Respondent Demographics

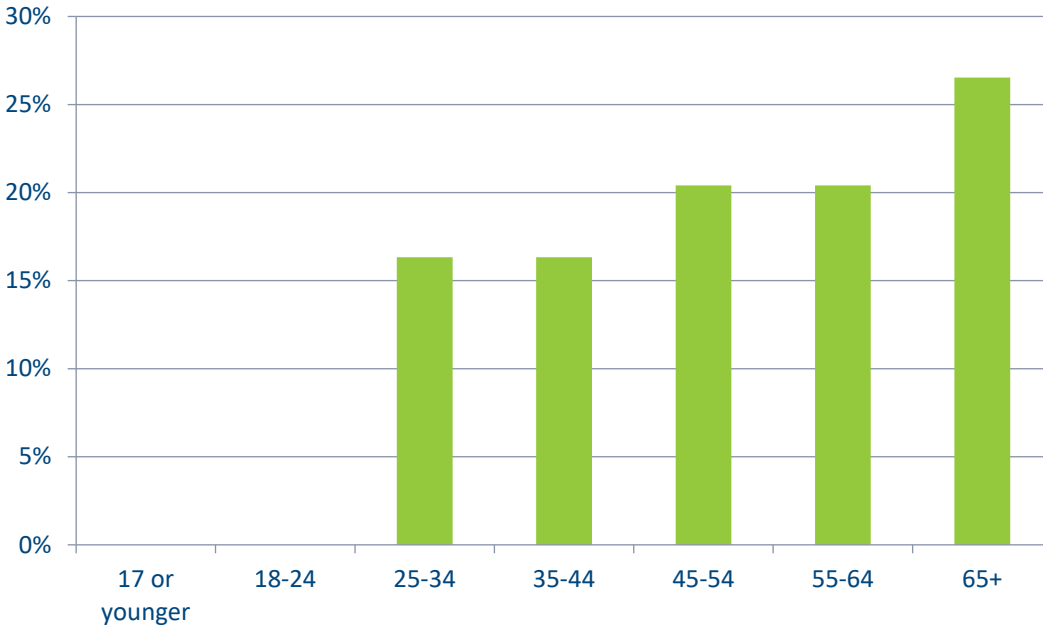
Age

Most participants were 45 or older, with the 65 and up category comprising the largest percentage of the participant pool (approximately 27 percent). No participants were younger than 25.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

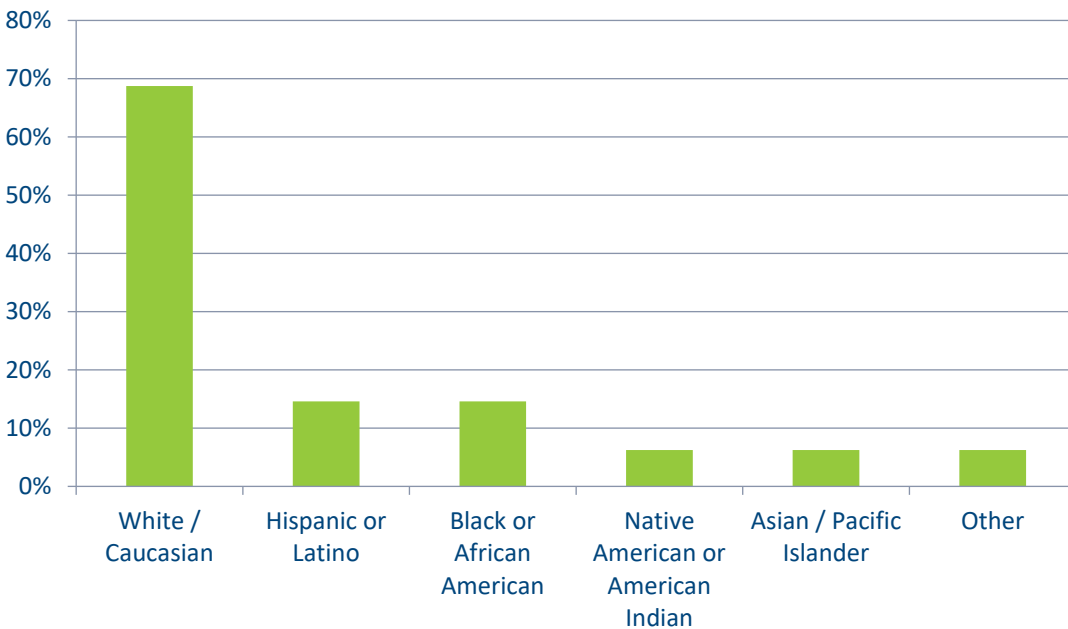
Figure 1. Respondent Age Distribution



Race/Ethnicity

69 percent of respondents were White/Caucasian. 15 percent of respondents were Hispanic/Latino, 15 percent were Black, 6 percent were Native American/American Indian, 6 percent were Asian/Pacific Islander, and 6 percent identified as “Other.”

Figure 2. Racial and Ethnic Distribution of Respondents



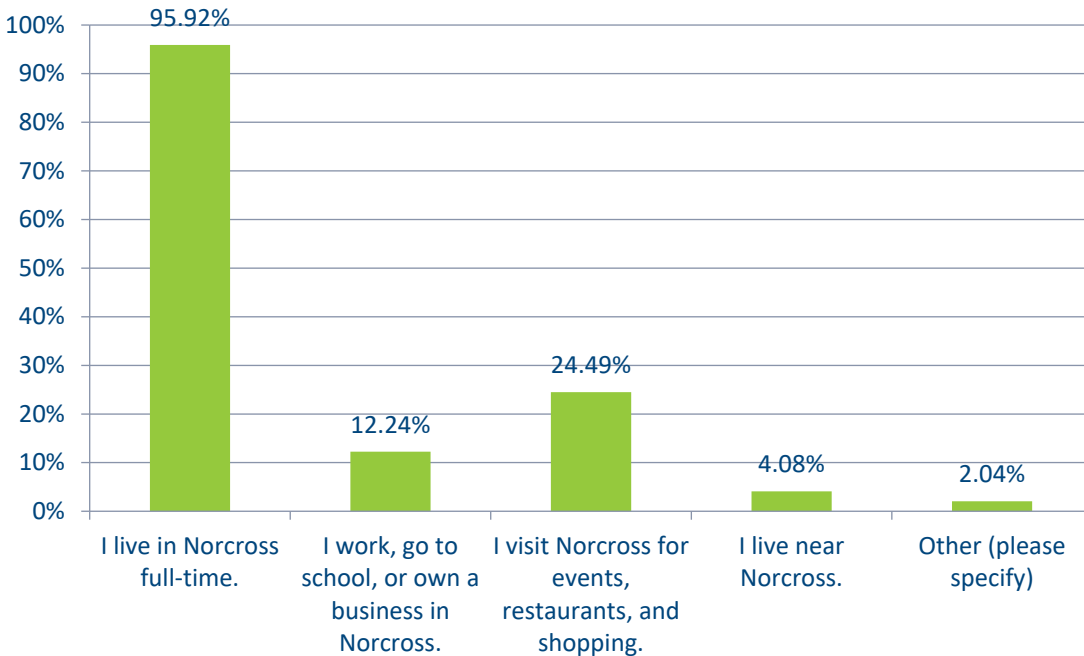
Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Relationship to Norcross

95 percent of the participants live in Norcross. Only 12 percent of participants work, go to school, or own a business in Norcross. 25 percent of respondents indicated that they visit Norcross for events, restaurants, and shopping.

Figure 3. Breakdown of Respondents' Relationships to Norcross



Open-Ended Responses:

- I lived in downtown Norcross for 30 years until 2022 and may return in the near future. I currently live in Duluth.

ZIP Code

92 percent of respondents indicated that they live in the ZIP code 30071. Other residential ZIP codes included 30092 (6percent) and 30096 (2percent).

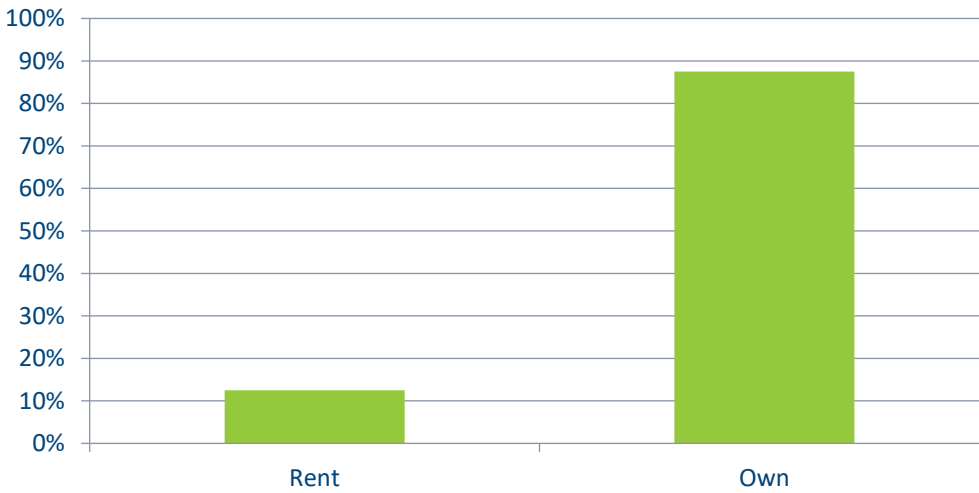
Residential Type

88 percent of respondents indicated that they own their place of residence, while 12 percent are renters.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

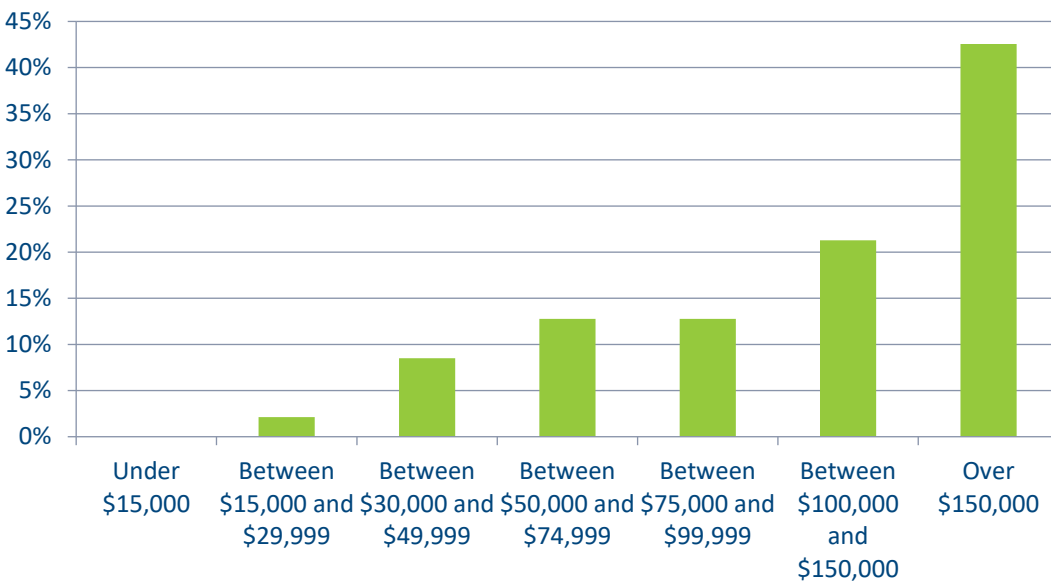
Figure 4. Homeownership Status Among Participants



Income

Survey respondents spanned all income brackets other than the lowest tier (less than \$15,000). However, the largest share of participants (43 percent) fell into the highest income category, making more than \$150,000 annually.

Figure 5. Income Distribution of Respondents



Validating the Visions for the Character Areas

This section of the survey asked participants to consider the current vision for the character areas and weigh in on whether it is still relevant. Links to the Character Area pages from the 2040 Comprehensive Plan provided additional context. Participants could use the comment box

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

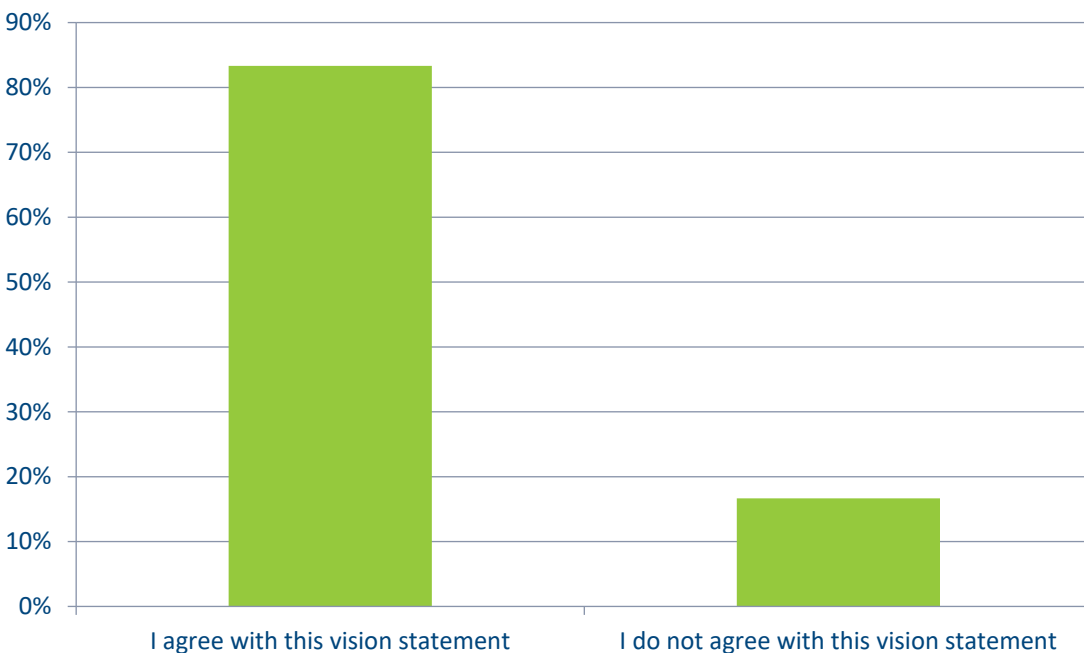
to share potential tweaks to the vision statement or give input on area-specific needs and opportunities.

The open-ended responses are copied exactly as provided; the planning team has not made any adjustments for grammar or spelling.

Character Area 1: Atlantic/Peachtree Industrial Boulevard

Current Vision: The Atlantic/Peachtree Industrial Boulevard gateway area is a welcoming entrance to the city and a major employment center focused on Jimmy Carter Boulevard.

Figure 6. Total Agreement or Disagreement with the Vision Statement



Open-Ended Responses to “Share your feedback on the vision for this area or other needs/action items that you want the City to address in this area”:

- I need to be be clear that I would like for that vision statement to be true as soon as possible and until 2040. It is far from the truth now. In fact, it is an area that I avoid. It seems to be a constant traffic jam and the industrial properties on either side of Jimmy Carter are not attractive - some are empty and appear to be unkept. Landscaping is worn out, if not dead. Signage is absent that might identify the area would be helpful (but frankly I wouldn't want signage there until improvements have been made. We recently renovated our Norcross home and I had to visit businesses on Jimmy Carter throughout the process. I dreaded going over there because I knew that there would be significant time lost in my schedule. Note ornamental shrubs and trees have a lifespan of 25 to 30 years max. Crepe Myrtles that have been hacked back year upon year look like ugly, knarled stumps for at least half of the year. Boxwood shrubs that have been sheered over and over again are hollow inside if they have leaves at all. It is past time to refresh the landscape in the area.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

- Worried about more traffic congestion. Show us that plan first.
- Jimmy Carter is a thorough fare with I would guess the majority of traffic passing through or using local businesses. It could perhaps use some “branding”and beautification (tree planting, banners, etc) that could define it as being Norcross and perhaps some signage on a road heading North East to downtown as a sort of gateway towards the city? What we don’t need is to increase the amount of transit traffic coming though the city!
- Are you serious, that area is a dump.
- This area needs to be cleaned up and beautified. Current businesses stay. No additional are needed. The new apartment complex behind the gas station is going to add so many more cars at this traffic point. Possible new or added traffic signals?
- I drive this part of town daily. It’s well kept and not congested. There are actual trees which seems to be an enormous problem when discussing development
- include high density residential to support employment center
- Conserve nature based assets and enhance.
- Jimmy Carter is too industrial and only a cut-through for motorists. Do not spend money in this area.
- Definitely need to work on the "welcoming entrance" along JCB. 1) I would never know this was part of Norcross and 2) it is pretty industrial and bleak currently. Agree with the proposed scale of development and land use plans.
- Please add, "nature-based assests are conserved and enhanced across the landscape."
- Algunos complejos en esta zona, necesitan un poco de renovation y poner mas plantar en sus jardineras. (Approximate Translation: Some complexes in this area need a little renovation and more planting in their flower beds.)

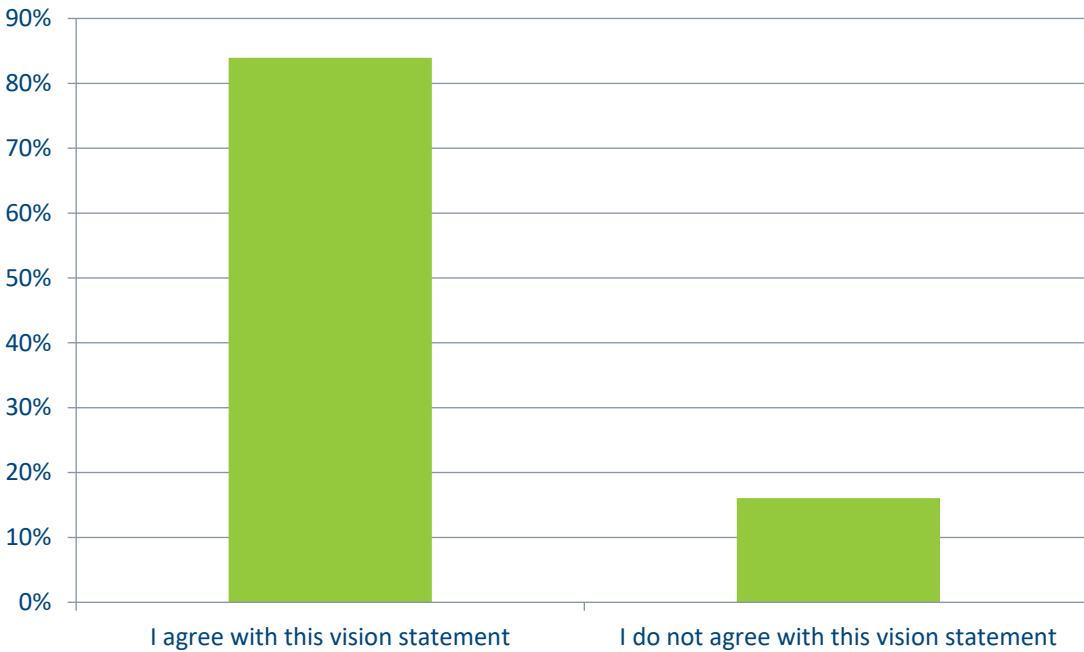
Character Area 2: Medlock/Peachtree Industrial Boulevard

Current Vision: The Medlock/PIB area is a mix of professional and institutional uses creating an established and aesthetically pleasing boundary along Peachtree Industrial Boulevard, the City of Peachtree Corners and adjoining residential areas.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Figure 7. Total Agreement or Disagreement with the Vision Statement



Open-Ended Responses to “Share your feedback on the vision for this area or other needs/action items that you want the City to address in this area”:

- The mission statement certainly does not represent the area now. Buildings along Medlock Bridge are run down. Landscaping looks old and unmaintained. Trees have been cut away from power lines so often that they are deformed and leaning out over the street. Also people loiter and beg in this busy intersection (especially between the gas station and around the Burger King. On more than one occasion, my car has been approached by individuals walking around the cars, holding signs and begging. It is unsafe for them and the drivers.
- Again, please address traffic.
- By and large agree. Need to maintain and develop the green areas along the Norcross side. However the intersection of Medlock Bridge and PIB is a scrappy mess, particularly the area around Waffle House and the short stay hotels (Days Inn etc)
- Again, you have to be kidding.
- the boundaries are most definitely not pleasing
- looks a little rundown
- include high density residential at major nodes - PIB & HBR; PIB & RMR
- Conserve nature based assets and enhance.
- The extended stay is not pleasing.
- Remove the extended stay communities
- The get the many businesses are difficult to get into or pull back into traffic.
- Housing in this area should be limited and the business should be aimed at servicing the new apartment in PTC

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

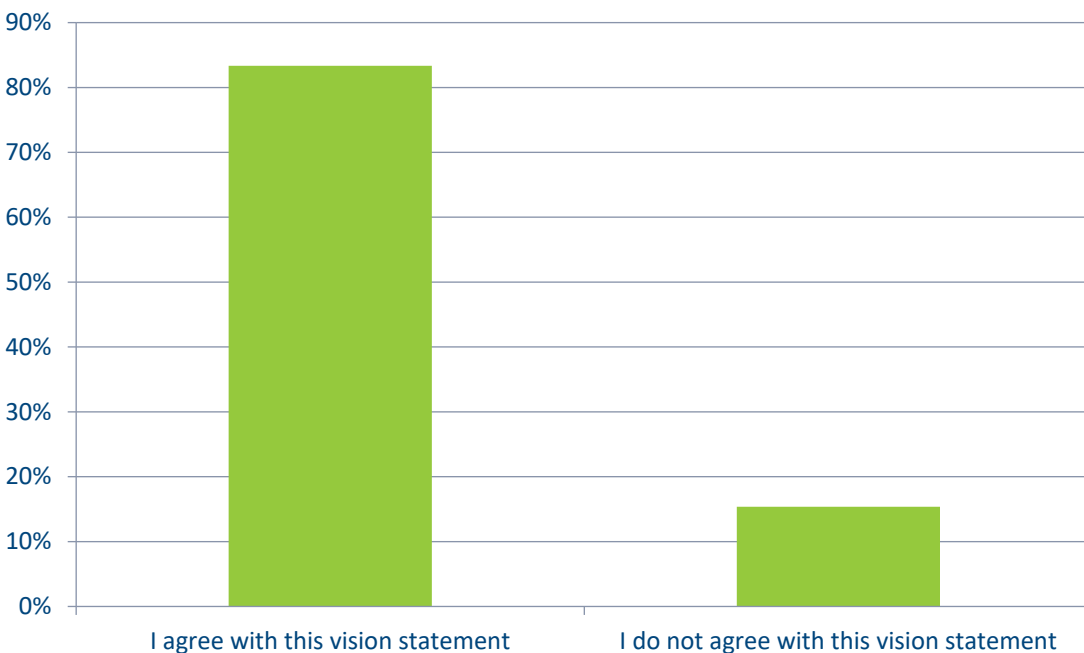
Summary of Online Feedback on Implementation Strategies

- Please NO roundabout for Atlantic Boulevard and Holcomb Bridge Road - there is way too much traffic considering people do not understand how to use roundabouts appropriately - plus the traffic backing up from downtown norcross on HB when the train comes through at rush hour would be a disaster on a roundabout.
- The proposed roundabout for Atlantic Boulevard and Holcomb Bridge Road is not appropriate to this highly-travelled area especially given the proximity of UPS, Fed-EX, and Amazon distribution centers. These roundabouts are more suited to "traffic-calming" in mostly RESIDENTIAL areas.
- This area is prime for commercial/multi unit dwellings
- Please add, "nature-based assests are conserved and enhanced across the landscape."
- Estacarea industrial hay Mucha basura, que las personal que laboratory ahi Tirana al piso y no ponen en bones de basura, attractive Para roedores y plastics que pueden Comer lo venados y los pueden enfermar, atlas del hotel quevestaven esquire con Peachtree industrial y Holcom bridge y las original al rededor asi Como la Bodega de autonpartes que esta junto a lavescuela Paul Duc tiene Mucha basura. (Approximate Translation: In this industrial area there is a lot of garbage, which the personnel who live there throw on the floor and do not put in garbage bins, attractive for rodents and plastics that can eat the deer and can make them sick, near the hotel at Peachtree industrial and Holcom bridge and The original ones around as well as the auto parts warehouse that is next to the Paul Duc school has a lot of garbage.)

Character Area 3: Pinckneyville – Norcross High School

Current Vision: Pinckneyville - Norcross High School is the hub of this small activity center that has redeveloped as an accessible and safe location with a mix of residential, institutional, and small scale commercial and office uses.

Figure 8. Total Agreement or Disagreement with the Vision Statement



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Open-Ended Responses to “Share your feedback on the vision for this area or other needs/action items that you want the City to address in this area”:

- I dont think the highschool should be in the same location as commercial use
- Speed control along Medlock bridge between old Peachtree and PIB needs to be enforced. Better signage on the westbound approach to the traffic lights at old Peachtree and Medlock Bridge is needed. Right lane drivers are frequently unaware that they need to be in the left lane if they intend to continue straight on Medlock Bridge and creates a confrontational situation. Lots of kids walk from Norcross High to apartments on Medlock Bridge and there often seems to be unsafe pedestrian situations. Does there need to be a pedestrian crossing slightly short of the Old Peachtree/Medlock Bridge intersection opposite the entrance to the apartments on the north side of Medlock Bridge. Also the crosswalks at Medlock Bridge and Old Peachtree need to be made significantly safer, with proper crossing signs, street markings and warning signs etc
- What is going on with this survey? None of these places are any of the words you are using.
- I would like to agree with this vision but we are far from it. I think we need a smaller, achievable goal before jumping to this one.
- Absolutely untrue
- Everything looks a little rundown except for the school and new Mexican dessert spot
- Conserve nature based assets and enhance.
- I don't think this area has changed much in the last decade with little improvement
- The area closest to PIB is ripe for some re deveolpment
- Please add, "nature-based assests are conserved and enhanced across the landscape."
- Me ha tocado ver personal deabulando que parecen venderes de algo raro?
(Approximate Translation: Have I seen staff wandering around who seem to be selling something strange?)

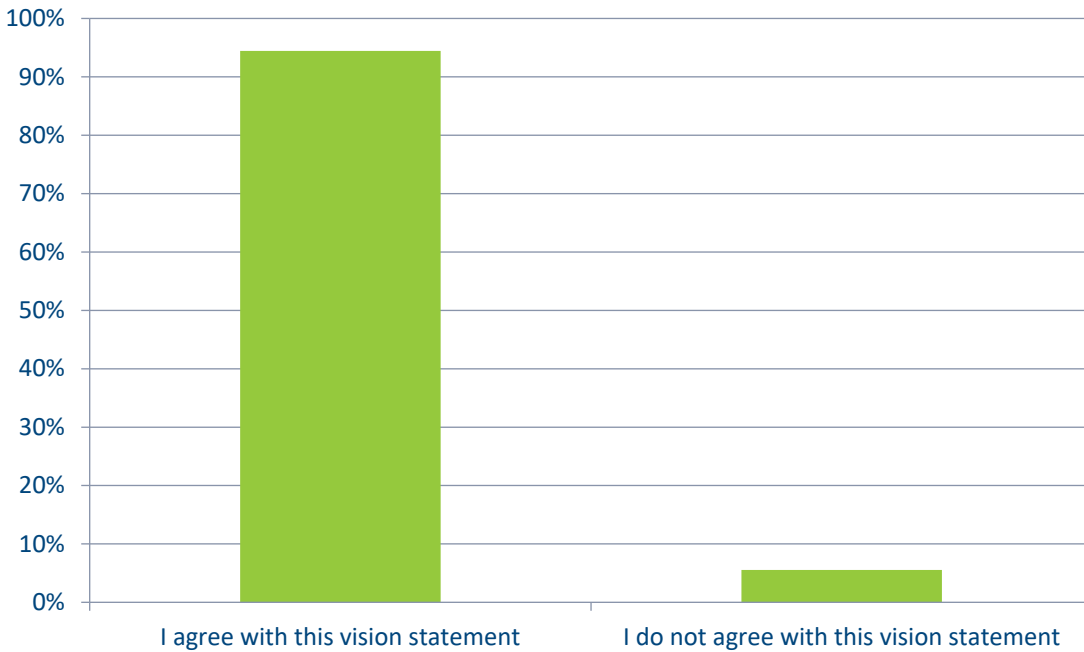
Character Area 4: North Peachtree Street Neighborhoods

Current Vision: With a large concentration of historic homes and resources, this residential area remains a strong residential location in the city.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Figure 9. Total Agreement or Disagreement with the Vision Statement



Open-Ended Responses to “Share your feedback on the vision for this area or other needs/action items that you want the City to address in this area”:

- Speeding and noise continue to be disruptive to homes in this area, particularly between Chastain Manor and Medlock Bridge. Stop Signs have helped a little but downtown speed limits were reduced to 25 while speed limits in this area remain 35 so drivers step on the gas when they pull away from the new stop signs. Speed limit should be reduced to 25 at least from Reps Miller Drive all the way to town. There are many walkers (man with children and dogs) it is not safe.
- I agree with this statement BUT the speed limit needs to be dropped from 30mph to 25mph all of the way into town from the intersection of North Peachtree and Reps Miller road. There needs to be much more of a clear statement entrance signage at that junction that clearly states that speed limit. There is currently little to no speed enforcement on North Peachtree. Traffic seems to frequently use the new stop sign at N Peachtree and Oak Terrace as the start point to speed in either direction in and out of town. This comment applies to all of the city but it’s particularly noticeable in the North Peachtree/Reps Miller areas. What can be done about Noise Abatement? Particularly vehicles with loud mufflers etc? Major cities globally are now recognizing that noise is a health hazard (Paris is even setting up automatic vehicle noise detection and license capture technology and prosecuting) and if nothing else detracts from a pleasant living environment. Reps Miller is a particular sore point. In terms of positives the park/green space on Barton is a great project and the city should strive to continue to look at green space possibilities
- OK I stand corrected. You have one right
- provide diversity of housing types beyond large lot SFR

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

- Conserve nature based assets and enhance.
- Should make effort to add to the historic preservation district
- Thanks for the four-way stop signs in the area. Definitely a huge help with controlling of traffic both auto & walkers.
This is large concentration of historic homes and resources, this residential area remains a strong residential
- Better traffic control on N. Peachtree St. Greater protection and preservation of structures in the historical district!
- Do NOT allow any builder to cut down all trees. As people begin to sell their houses in this area with land, it's important to not allow large scale demolition of trees.
- Large lots and single family homes should be preserved
- Bicycle improvements needed, connect the PIB bike trail
- I agree with everything except "Discourage cut-through traffic from using Holcomb Bridge Road." If by this you mean you intend to cut off access to Holcomb Bridge from South Barton, Queens Court, and West Peachtree Street, I think this is a huge error. When downtown streets are "shut down" for the many events held there, there is often NO other way to get through than these streets. Plus, the RESIDENTS of these streets have the right to ease of access to PIB so as to shop at Publix or other shops in that area.
- By far the most inviting section of Norcross
- Please add, "nature-based assets are conserved and enhanced across the landscape."
- Large lots of single family homes, no apartments.
- Necesita Nuevoasfalto, especialmente Sunset ([Approximate Translation: Needs New Asphalt, Especially Sunset](#))

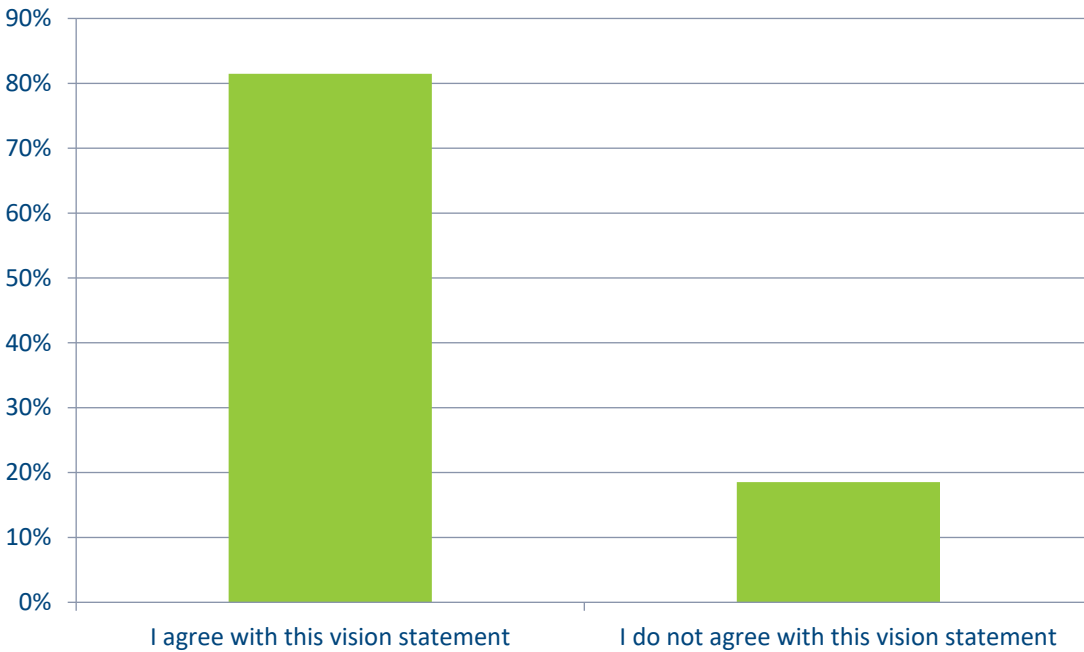
Character Area 5: Hopewell Woods

Current Vision: Hopewell Woods continues to develop as a mixed-use area – with a diversity of housing types, institutional and office uses as well as limited commercial to support residents and area employees.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Figure 10. Total Agreement or Disagreement with the Vision Statement



Open-Ended Responses to “Share your feedback on the vision for this area or other needs/action items that you want the City to address in this area”:

- Only single family homes., otherwise agree
- I dont think this area should be less mixed housing and more single family
- Speeding on West Peachtree continues to be a problem.
- Nope, your building 750,000+ dollar houses
- Improve walkability to downtown shops and improve lighting for security reasons along Holcomb Bridge Road and on Olde Town Park Drive.
- The residential footprint has grown exponentially in the last 8 years. A look at traffic safety for residents, school staff-students-parents, church family, and park visitors must be addressed. Speed bumps, more police attention, and maybe more “green” in the park? Maybe a trail way to connect the trail behind Rosie B Park?
- Too too many housing inclosed in the are
- The Seven community had an amazing vision. What has followed has been a concrete jungle. It is not mixed use but developers allowed to do whatever they want. I’m sad what has transpired in this section of the city.
- unfamiliar with this location
- Conserve nature based assets and enhance.
- This area should remain as is. However long term planning for the future of the Hopewell site is vital. The development authority should be working hand in hand to what the future will look like.
- Limit cut through traffic

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

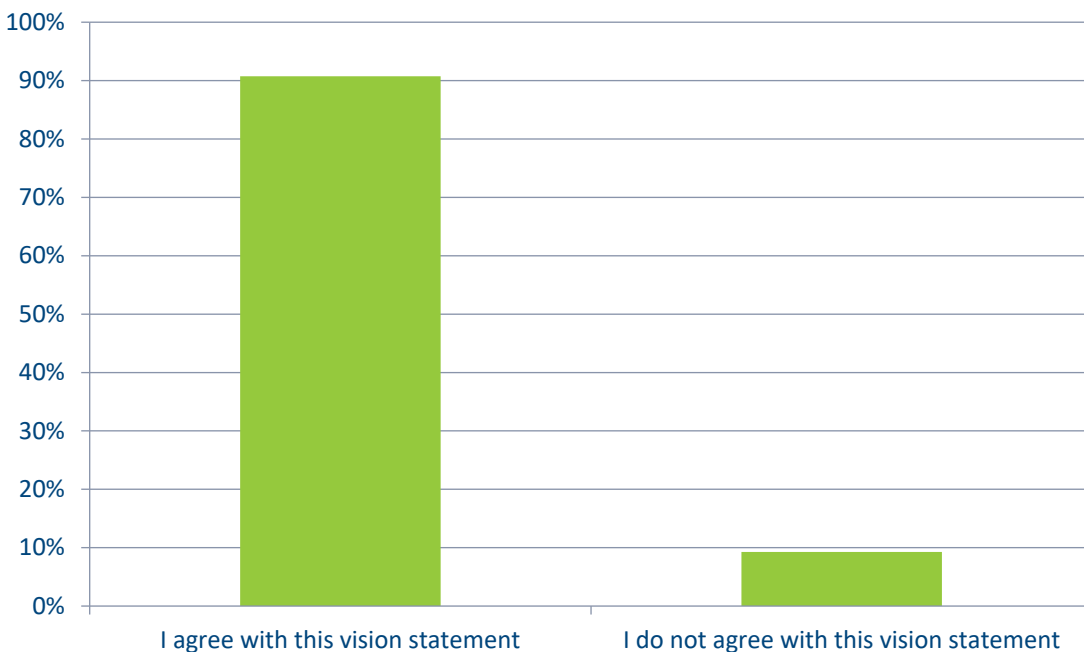
Summary of Online Feedback on Implementation Strategies

- Love the idea of landscaping and design that would make this area look more cohesive as being part of the downtown norcross area. Also, PLEASE NO MORE APARTMENTS or large scale rentals (not just here but in downtown Norcross in general)!!! From experience, the more of these that go up, and the more renters there are, the more crime increases and the more shabby areas begin to look as renters generally do not take as good of care of their dwelling and surrounding areas as property owners do.
- "Hi-End Infill" is nothing more than an allusion to "gentrification" of an established historic African American residential area, which would eventually cause raised property values that might drive these minority homeowners out of a neighborhood they had inhabited for YEARS. Plus the additional traffic congestion caused by replacing homes with multi-family housing could NOT be alleviated by "bicycle trails". NOT a good idea!
- Please add, "nature-based assets are conserved and enhanced across the landscape."
- No more townhomes and apartments in the character area.
- Algunas viviendas necesitan ser relocalizadas , en otra area. (Approximate Translation: Some homes need to be relocated to another area.)

Character Area 6: Buford Highway/Jimmy Carter Boulevard Activity Center

Current Vision: A medium density mixed-use node, consistent with the Jimmy Carter Boulevard/Buford Highway Redevelopment Plan.

Figure 11. Total Agreement or Disagreement with the Vision Statement



Open-Ended Responses to "Share your feedback on the vision for this area or other needs/action items that you want the City to address in this area":

- I'm hopeful that the development plan will address the unkept look of this area, including landscape improvements and signage.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

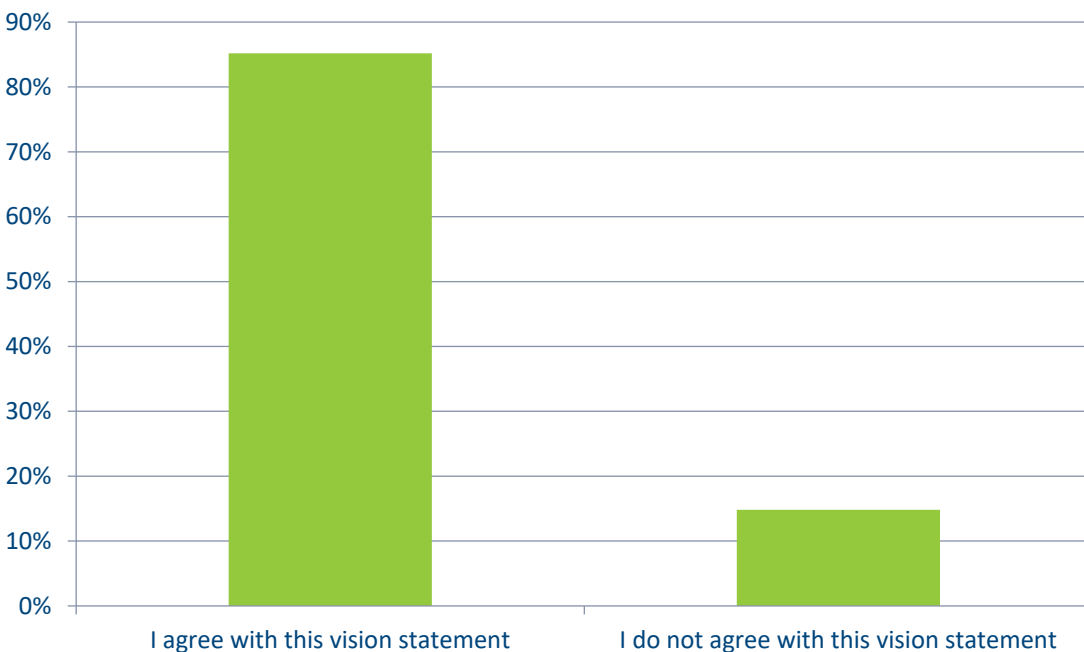
Summary of Online Feedback on Implementation Strategies

- I don't understand any of those words
- I'm not familiar enough to comment.
- Please do not remove all ethnicity in the area. Please be mindful of green space.
- high density mixed-use area at nodes - BUHI & JCB; BUHI & NNTR
- Conserve nature based assets and enhance.
- Agree with the statement but this area needs help
- Definitely needs to clean up that area.
- Like the idea of of mixed residential over commercial and freestanding retail here as it is a busier road that could benefit from this type of construction and create a more community feel
- Heaven knows SOMETHING needs to be done with Buford Highway and Jimmy Carter Blvd, as well as Buford Hwy and North Norcross-Tucker Road--an area that has become extremely run-down (plus full of all the small used-auto dealerships that the City not only approved by encouraged in the 1980's!) A mixed-use node that redeems the character of this area would be wonderful.
- Please add, "nature-based assests are conserved and enhanced across the landscape."
- La Zona de Jimmy Carter y Biufor H WY, necesita ser renovada. (Approximate Translation: The Jimmy Carter and Buford Hwy Area needs to be renovated.)

Character Area 7: Town Center

Current Vision: The civic heart of the community, the Town Center offers a wide variety of entertainment, dining, recreational and shopping options. Through redevelopment and public investment, the Town Center character area is a destination for the Greater Norcross community.

Figure 12. Total Agreement or Disagreement with the Vision Statement



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Open-Ended Responses to “Share your feedback on the vision for this area or other needs/action items that you want the City to address in this area”:

- Parking Parking Parking has still not been resolved. I have great concerns about all the new development without additional parking added.
- While you say you want to maintain our quaint historical little town you are destroying that by adding the new corridor plus I am concerned with all of this comes more crime and we do t have the police and fire department personnel to support all of this. I feel like our resources are not being properly spent. There are 1 yea structure problems to address first and we need to offer top pay for police and fire fighters to draw the best people in. Changing those tree lights downtown is an example for wasting money and they look tacky with the crazy colors. Let’s help get more shops and less offices downtown.. are there no ordinances for what goes into the buildings?
- Increase parking. Also let’s ensure we’re vetting businesses. The facade on the new nail salon is garishly out of keeping with the city.
- The area is much smaller than what is shown in this graphic
- Parking needs to be - more - and accessible! Please pay more attention
- Balance development with small town feel. Every lthing need not be “business”
- The town center is old & has not been updated in over 20 years. There are no new high quality eating establishments, no new high quality shopping and no new market stores
- Don't forget the (few) homeowners in this area!
- Green space green space. Mark the parking we already have. People that visit are unaware there are more spaces than meets the eye. We need to direct them and not just create more concrete.
- Love this area
- provide medium density mixed internal and high density mixed use along BUHI
- Conserve nature based assets and enhance.
- Still needs more
- Should expand the historic preservation district to areas not already covered
- Yes, that area need to be redeveloped
- Need to watch any further building on Bufrod Highway. Some of the smaller shopping areas are getting derelict. The city needs to monitor these business owners.
- This area needs to be persevered development for the sake of development should not be considered.
- Too much focus on Buford Hwy, need the focus on downtown to support our existing businesses ant add walkable parking
- No more apartments on the downtown side of Buford Highway. Smash and Grabs are already an issue at the Brunswick. I don't want that finding its way into the single family residential areas where families live. Also, for the love of God, STOP impeding the growth of business in downtown! It should not take over a year for the city to approve permits to open a coffee shop and icecream shop. Every small business owner has said dealing with Norcross is a nightmare - how can we attract new businesses in downtown with the kind of reputation?!?! You are doing the whole city a disservice by not allowing the growth of small business in our city.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

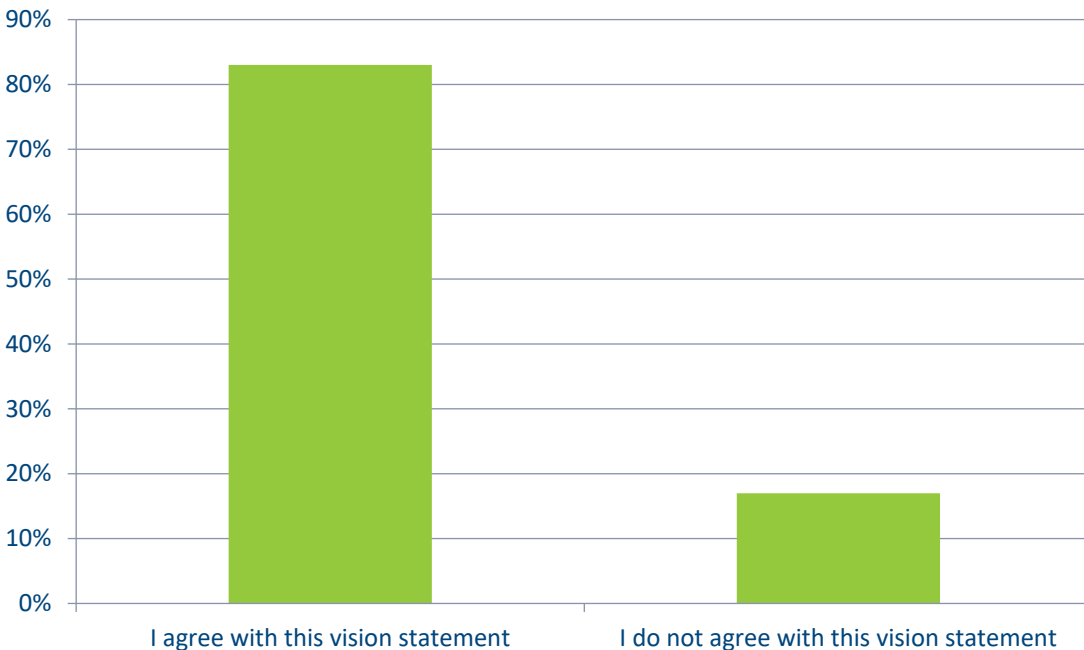
Summary of Online Feedback on Implementation Strategies

- First--WE JUST BUILT A NEW LIBRARY! Why on earth do we need a NEW ONE!!! (unless you're planning to tear that one down for a parking deck--which no one will want to use because they are DANGEROUS in terms of crime and you CAN'T make a parking deck "pretty"). Plus--WHEN will we get the NEW Police Station that was promised for the OLD Library site (before our new one was recently built on Buford Hwy)? Finally--re the "structured parking"--again, parking decks are UGLY and a crime-magnet, and if the city would STOP cramming every possible live body into every possible space, you wouldn't HAVE such a problem with parking as you'd have less traffic and more AVAILALBE LAND for parking lots! Finally--you have NO LINK to your "City Center East report", so I can't respond to what that may possibly contain--???
- It needs additional parking
- Please add, "nature-based assests are conserved and enhanced across the landscape."
- Condos and townhomes, no more apartments
- Un lugar donde se vendan pastels y gallery's con tamales y champurado, seria attractive por ahi. (Approximate Translation: A place where cakes and gallery's with tamales and champurado are sold would be attractive there.)

Character Area 8: Langford Road Industrial Center

Current Vision: The Langford Road Industrial Center character area is a hub of business and industrial innovation and creativity.

Figure 13. Total Agreement or Disagreement with the Vision Statement



Open-Ended Responses to "Share your feedback on the vision for this area or other needs/action items that you want the City to address in this area":

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

- I like the statement for the future but it sounds like a very long stretch. Businesses in that area are unkept. Even the CVS building is run down, roofing hanging off in some places. The inside of the store appears to be filthy, rugs stained with globs of gum and candy mashed into them. It is the closest pharmace to our home and I have stopped going there. We try to support Norcross businesses but this area is very unappealing, I turn toward Peachtree Corners now.
- A scrappy ugly area. Also can traffic flow be improved to decrease the amount of transit traffic coming down NPeachtree then through the city? The intersection of Langford and Buford needs improvement. CVS needs to clean up its store.
- take away the word, creativity, and maybe
- I do not know enough about this area.
- Please take a better look at this road and the industries there
- If this is true, please do sometime influence the business owners on Cole Ct to clean up their street, which is apparently a private street. This area continues to decline.
- Conserve nature based assets and enhance.
- I don't know what this area represents but I would categorize it like that
- Better businesses is a must for the areas.
- The high density building that is going on in this area should be stopped.
- Empty link
- Can't agree with this BECAUSE YOUR FILE FOR THIS CENTER WILL NOT OPEN
- Please add, "nature-based assests are conserved and enhanced across the landscape."

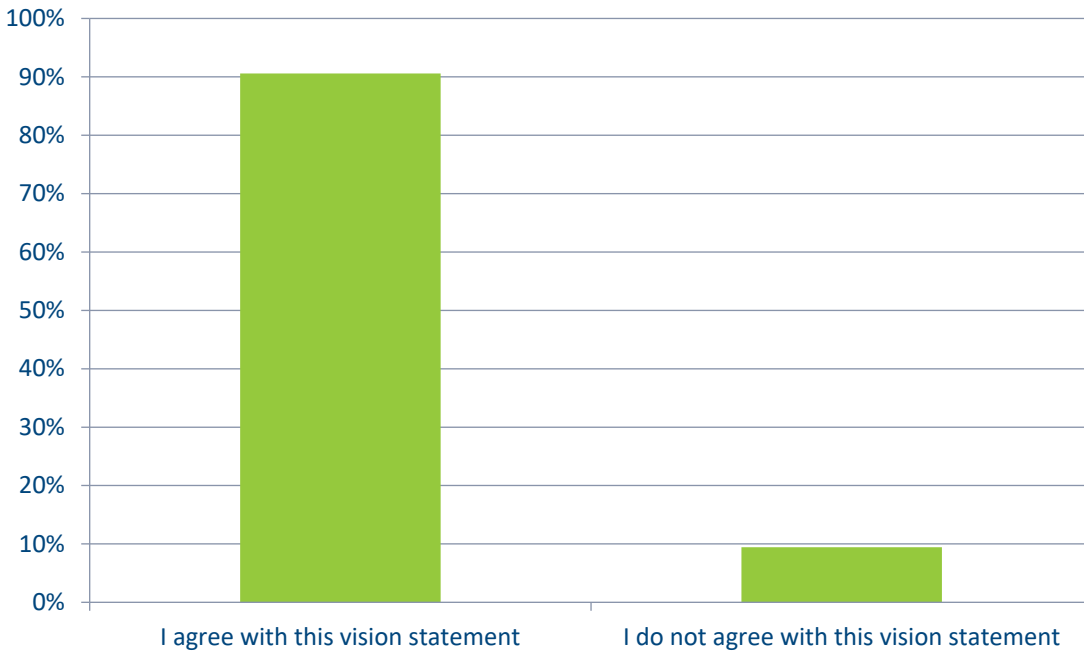
Character Area 9: Summerour

Current Vision: An activity hub serving the common needs of Norcross residents with education, recreation, retail.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Figure 14. Total Agreement or Disagreement with the Vision Statement



Open-Ended Responses to “Share your feedback on the vision for this area or other needs/action items that you want the City to address in this area”:

- I like the vision statement, the area needs a lot of work and traffic speed and volume do not seem safe, especially with pedestrians moving about to the various retain shops.
- It's mostly old apartments
- High emphasis on connecting both sides of Buford Highway with safe walking options
- We do need to incorporate a safe way for pedestrians and public transportation riders to get from this area to the downtown.
- Improve look and feel, safety add public art
- The poorest of school education is found here
- Needs to be more developed to assist the people in the community, instead of putting all the money in downtown Norcross
- include medium and high density residential
- Conserve nature based assets and enhance.
- Needs help. Not pedestrian friendly.
- Please add, "nature-based assests are conserved and enhanced across the landscape."
- Poner algun Centro donde los jovenes puedan appended picture y Danza serial muy bueno, despues de la escuela. (Approximate Translation: Put some Center where young people can watch movies and dance after school.)

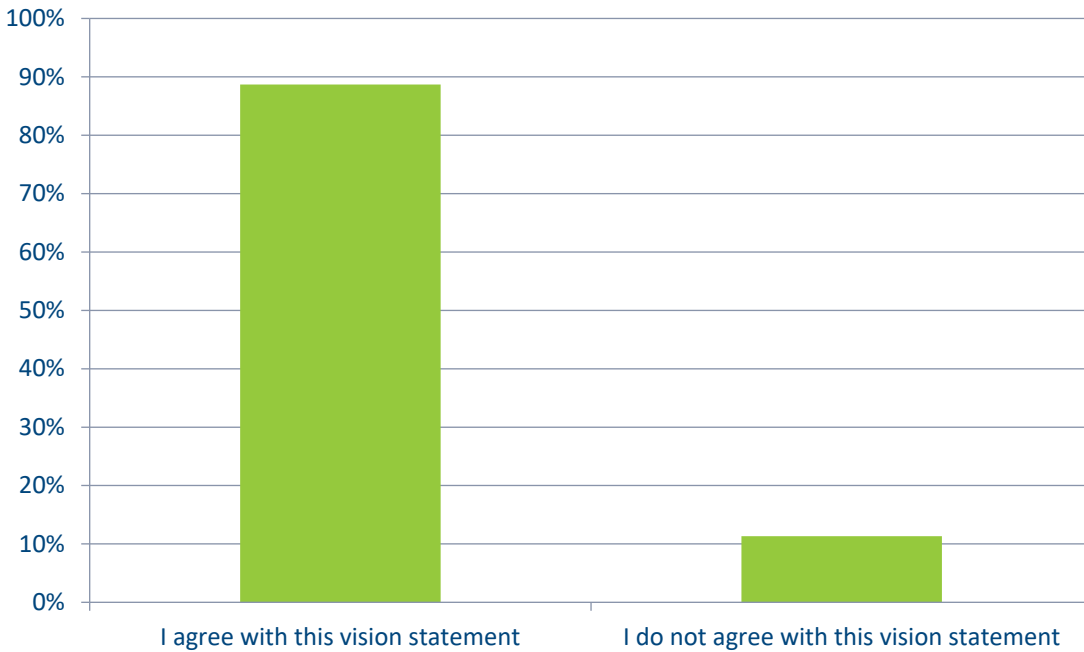
Character Area 10: South Cemetery Street

Current Vision: This is a unique district in Norcross providing a mix of public and private spaces.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Figure 15. Total Agreement or Disagreement with the Vision Statement



Open-Ended Responses to “Share your feedback on the vision for this area or other needs/action items that you want the City to address in this area”:

- Same comments as I shared previously. The area, including the post office appear to be run down and unkept. Landscaping (if any remains) is old and worn out. It is uninviting today.
- It's a county park in the middle of nowhere
- Improve this area.
- There are no unique spaces here that have turned into ideal ideas
- include reference to industrial and commercial centers
- Conserve nature based assets and enhance.
- Please add, "nature-based assests are conserved and enhanced across the landscape."
- Tal vez renovation los apartmets serial mejor. (Approximate Translation: Maybe renovate the apartmets better.)

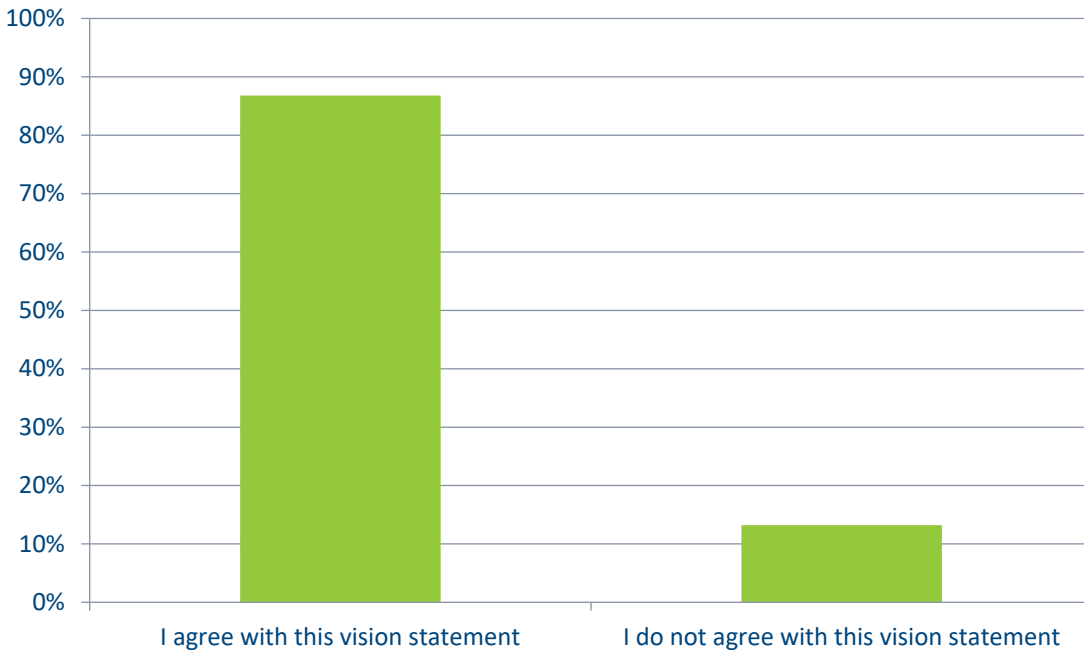
Character Area 11: Jimmy Carter Boulevard/North Norcross Tucker Activity Center

Current Vision: This Activity Center consists of high density and mixed-use developments that serve as a regional attraction and a strong employment center for the city and greater Atlanta region.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Figure 16. Total Agreement or Disagreement with the Vision Statement



Open-Ended Responses to “Share your feedback on the vision for this area or other needs/action items that you want the City to address in this area”:

- Heavy traffic, tired buildings and landscapes make this area uninviting today.
- It’s not close to being a regional attraction- to my knowledge?
- Jimmy Carter Blvd is definitely not a strong attraction it is more of a distraction than attraction
- Conserve nature based assets and enhance.
- Over selling regional attraction
- Please add, "nature-based assests are conserved and enhanced across the landscape."

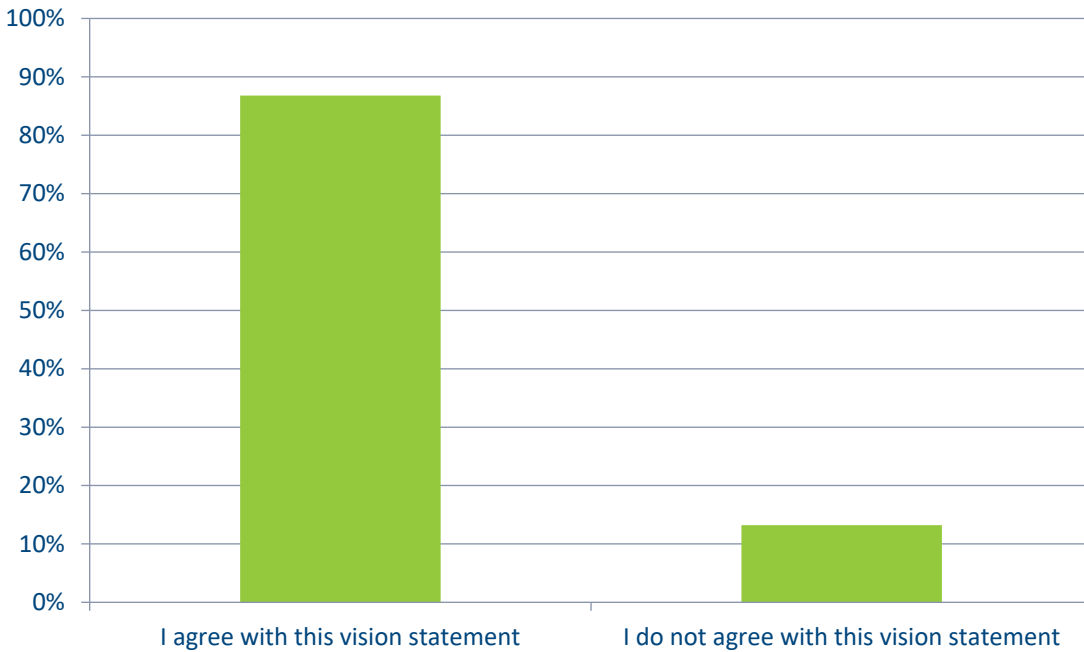
Character Area 12: South Norcross Neighborhoods

Current Vision: The South Norcross Neighborhoods are a mix of master planned medium density housing, along with single-family affordable units in a culturally diverse area.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Figure 17. Total Agreement or Disagreement with the Vision Statement



Open-Ended Responses to “Share your feedback on the vision for this area or other needs/action items that you want the City to address in this area”:

- Are there affordable units?
- Increase beauty and services
- Way too many mixed housing developments and too many trees cut down & taxes have only risen even with new housing. Nothing of benefit has been added for residents to equal the tax costs
- There is nothing affordable in this area. Landlords take advantage of rental residents. Code Enforcements really needs to fine owners to do their part.
- Conserve nature based assets and enhance.
- Yes, but needs cleaning up
- This area is ripe for upgrades and re development
- Please add, "nature-based assets are conserved and enhanced across the landscape."
- Mas vigilance, por ahi Para nuestros jovenes, Para que no se involvement en pandillas. (Approximate Translation: More vigilance, there for our young people, so that they do not become involved in gangs.)

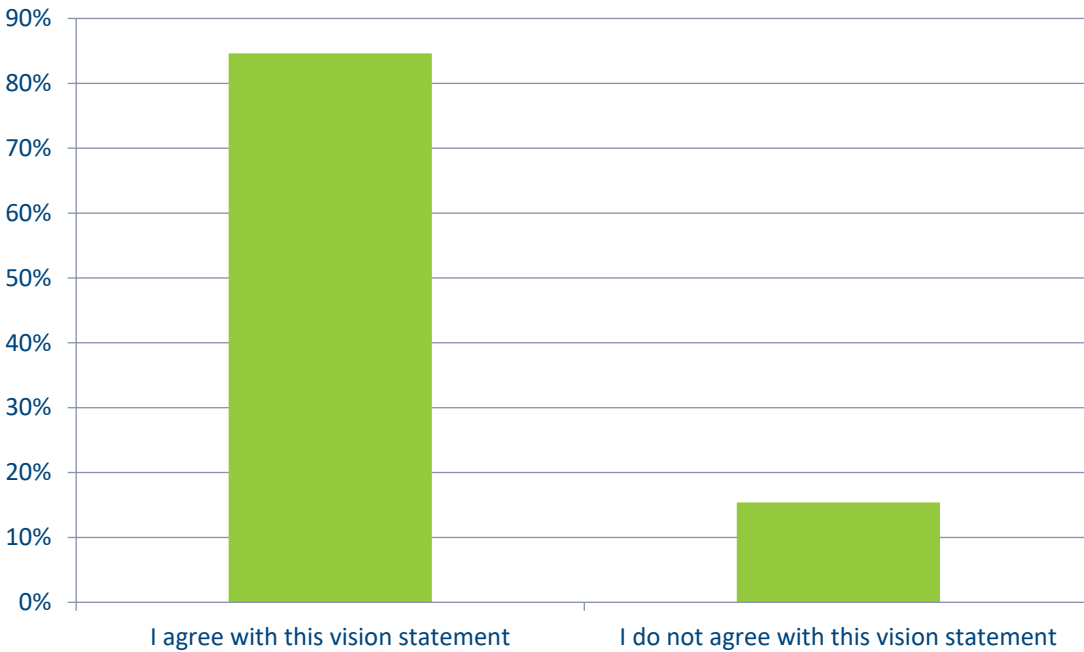
Character Area 13: I-85 Activity Center

Current Vision: I-85 Activity Center is a growing regional center that has convenient access to I-85, is supportive of a major transit hub, and celebrates the cultural diversity of the area.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Figure 18. Total Agreement or Disagreement with the Vision Statement



Open-Ended Responses to “Share your feedback on the vision for this area or other needs/action items that you want the City to address in this area”:

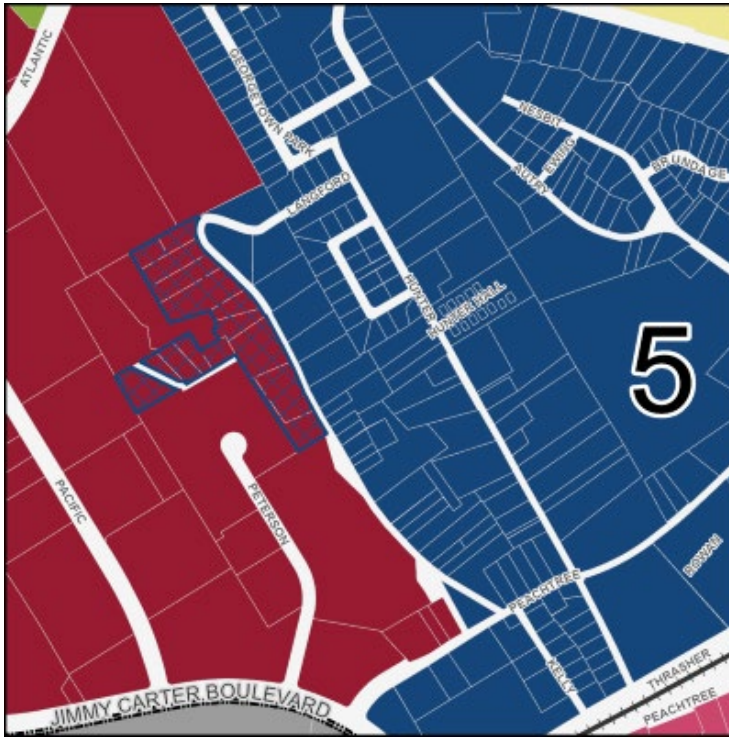
- I'd like to see this area revitalized, cleaned up, buildings and landscape updated
- I think this is where the apartment buildings should be
- Same, you have to be kidding
- Really?? Who are you kidding?
- include high density mixed-use
- Conserve nature based assets and enhance.
- Yes, but traffic is terrible
- Need to increase police in this area.
- Please add, "nature-based assests are conserved and enhanced across the landscape."
- En las gasoline-powered ha habido robos, mas vigilancia. (Approximate Translation: In the gas-powered ones there have been robberies, more surveillance.)

Proposed Changes to Character Areas

The survey invited community members to give feedback on four potential boundary changes to existing Character Areas. Figures 19, 21, 23, and 25 show the proposed boundary changes.

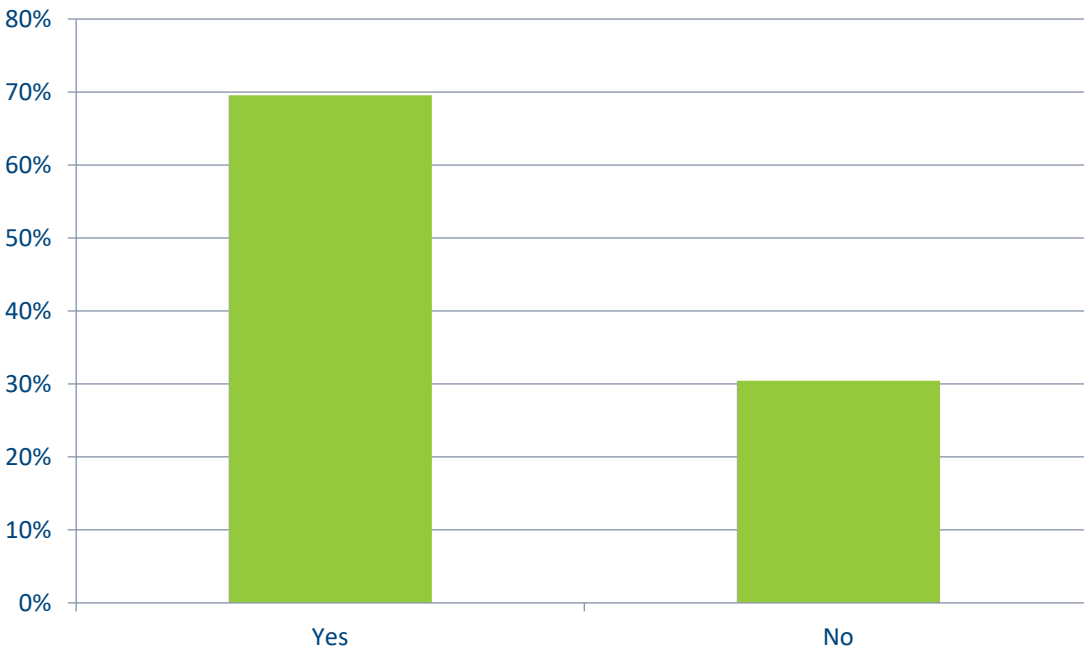
Proposed Boundary Change 1

Figure 19. Proposed Boundary Change



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

Figure 20. Total Agreement or Disagreement with Boundary Change



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

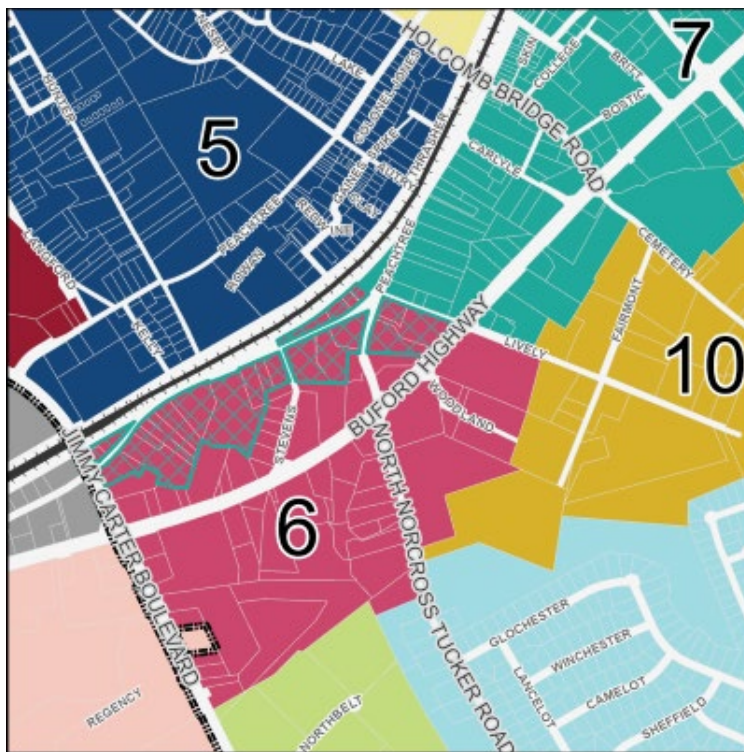
Summary of Online Feedback on Implementation Strategies

Open-Ended Responses:

- That would be great.
- Langford Drive is a mess. The property lines are terrible. I don't understand what this question is.
- Not sure.
- It is improving in the right direction
- Not sure
- I don't believe the (mostly) minority residents of Hopewell want to be "gentrified" out of their neighborhoods as Atlanta has done to their people.
- Hopewell Woods seeks a type of nature-based, compact residential redevelopment and in general is less busy, and of a more secluded and environmentally insulated character. The upper reaches of Rosie Brundage Creek readily lends itself to ecological habitat/stormwater detention & streambank restoration.

Proposed Boundary Change 2

Figure 21. Proposed Boundary Change

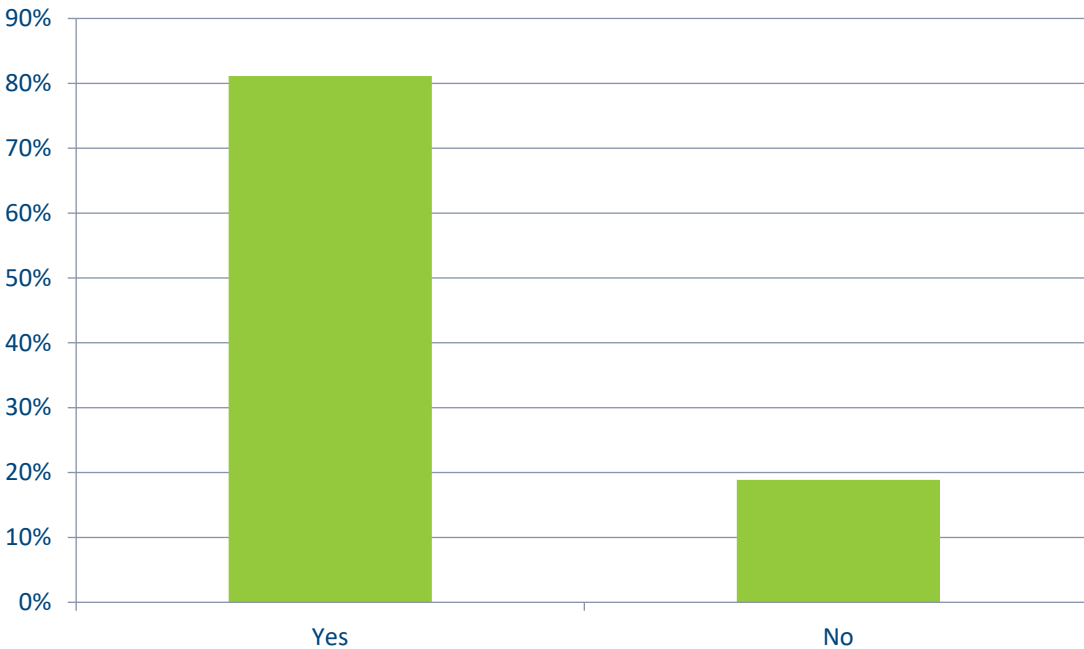


Do you agree that the area along S Peachtree Street currently in Buford Highway/Jimmy Carter Boulevard Activity Center should resemble more of what is occurring in the Town Center, e.g., sit-down restaurants and apartments?

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Figure 22. Total Agreement or Disagreement with Boundary Change



Open-Ended Responses:

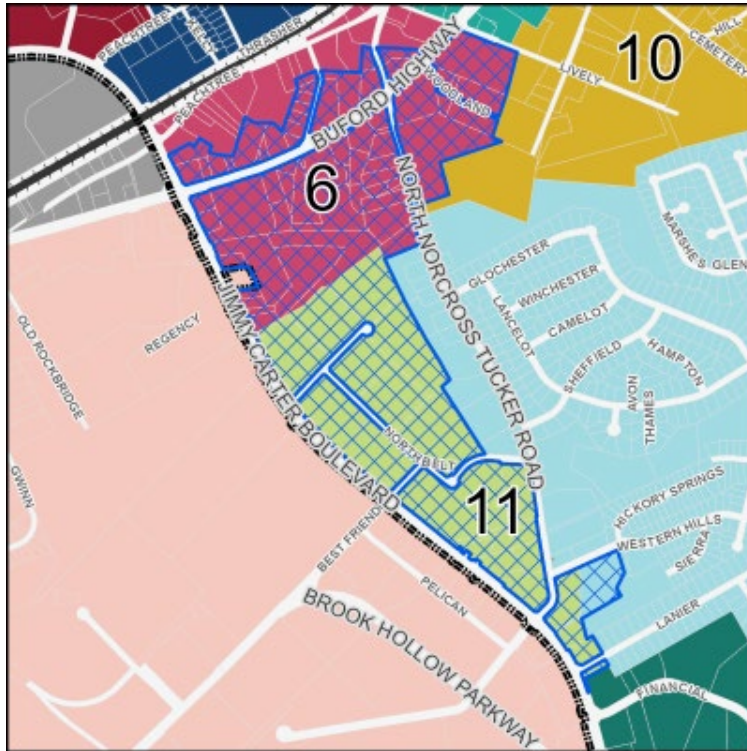
- That would be great as long as adequate parking is provided.
- Absolutely
- Sit down restaurants showing the diversity of the community in the standing buildings already there.
- But - no more apartments!!!
- Apartments along Buford Highway will cause that much more congestion. No to more apartments.
- Yes to restaurants, no to apartments on South Peachtree. Apartments should be located off Buford Hwy
- It is too far away from the city center. Only if your going to spend money on transportation to move people along this area. The ciyt purchased an Electric Bus. Are you actually using it? I do not see it,often.
- NO APARTMENTS - yes to businesses & restaurants
- Isn't the City CROWDED ENOUGH NOW? What we NEED are NOT more "boutiques" and "restaurants" but plain old GROCERY STORES and DRUG STORES! Do you realize that NO City of Norcross resident can go grocery shopping IN the City Limits or near them, of NORCROSS? We have to drive all the way to Peachtree Corners (unless you cut off our road access to get there easily) or Duluth, or Lilburn. It's RIDICULOUS that I have to drive 20-30 minutes to BUY GROCERIES!
- Yes, while evaluating and conserving the area's nature-based assets.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Proposed Boundary Change 3

Figure 23. Proposed Boundary Change 3

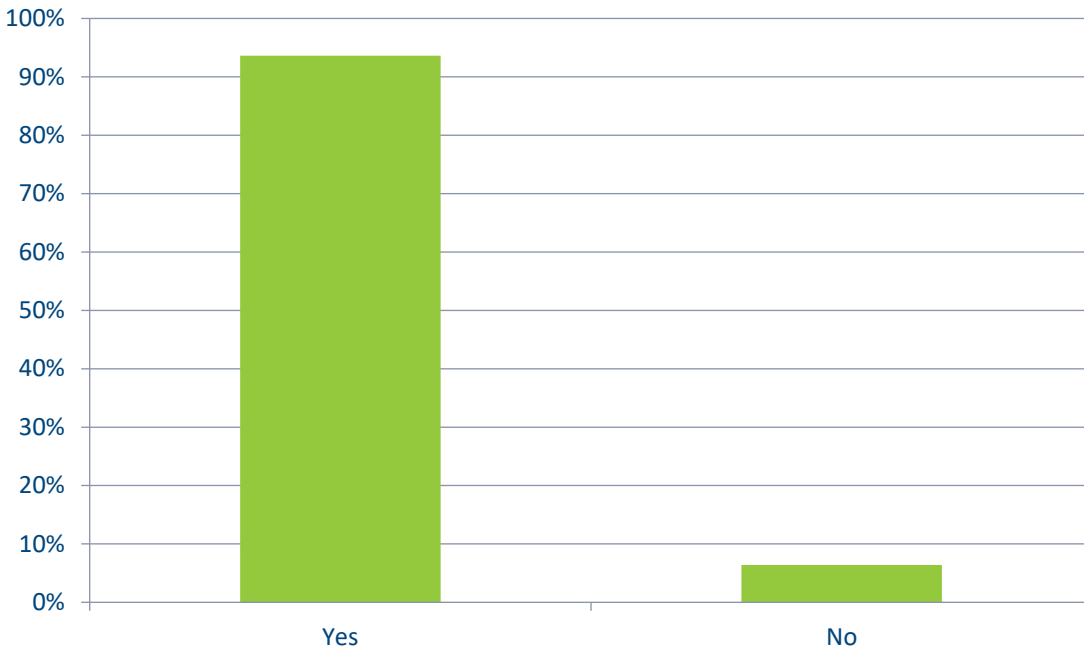


Do you think the Buford Highway/Jimmy Carter Boulevard Activity Center and the Jimmy Carter Boulevard/North Norcross Tucker Activity Center should have similar development and character in the future?

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Figure 24. Total Agreement or Disagreement with Boundary Change



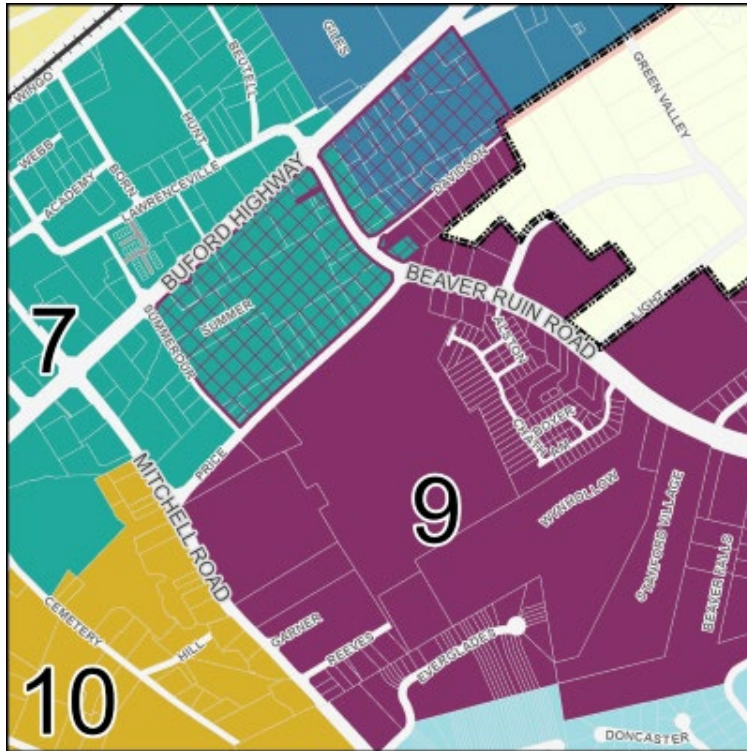
Open-Ended Responses:

- Absolutely not! Keep Buford Hwy and Jimmy Carter totally separate including excluded area of Area 6
- It should, but the cost may outweigh the goal.
- Maybe
- The area adjoining Buford Hwy and Jimmy Carter is highly BUSINESS-oriented, while the neighborhoods behind them on North Norcross Tucker are RESIDENTIAL (going back to the 60's). Two TOTALLY DIFFERENT areas. What applies to one would not apply to the other--unless your intention is to bulldoze the houses to build more development = more crowding = more choked streets? But then of course it also means "more taxes" for the City so that may trump ALL other considerations.
- Remodelar. (Approximate Translation: Remodel.)

Summary of Online Feedback on Implementation Strategies

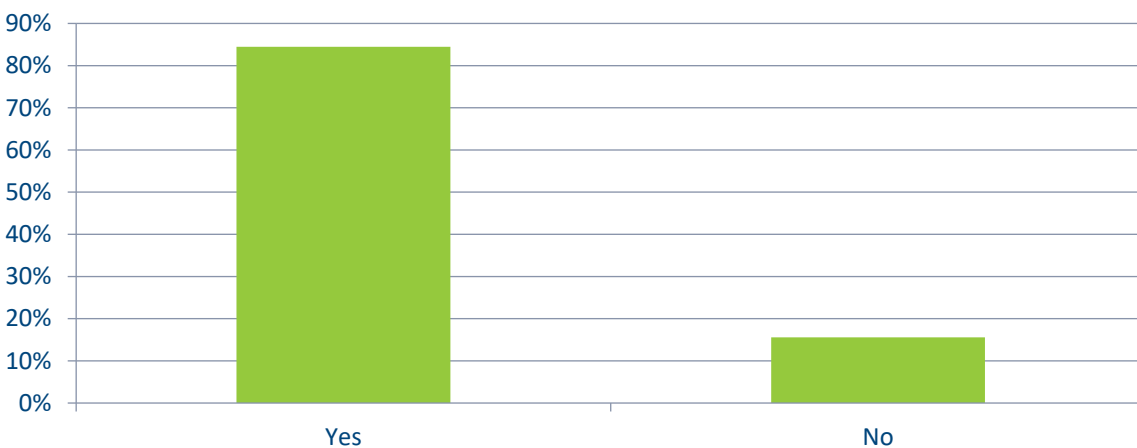
Proposed Boundary Change 4

Figure 25. Proposed Boundary Change



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?

Figure 26. Total Agreement or Disagreement with Boundary Change



Open-Ended Responses:

- Many events this area is not really included

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

- As long as there is No more high density development.
- Maybe
- unsure
- These are established residential neighborhoods of very nice homes that have rejected being forcefully inducted into the City Limits numerous times over the past 20 years. They are well-maintained, attractive brick ranch homes on LARGE lots, adding green space, beauty, and value to the area. The only thing the city has to offer this area is higher taxes for not ONE additional service than they already receive from Gwinnett County. PLEASE LEAVE THEM ALONE!
- This area is RIFE for the age-old apartments to be torn down and rebuilt.

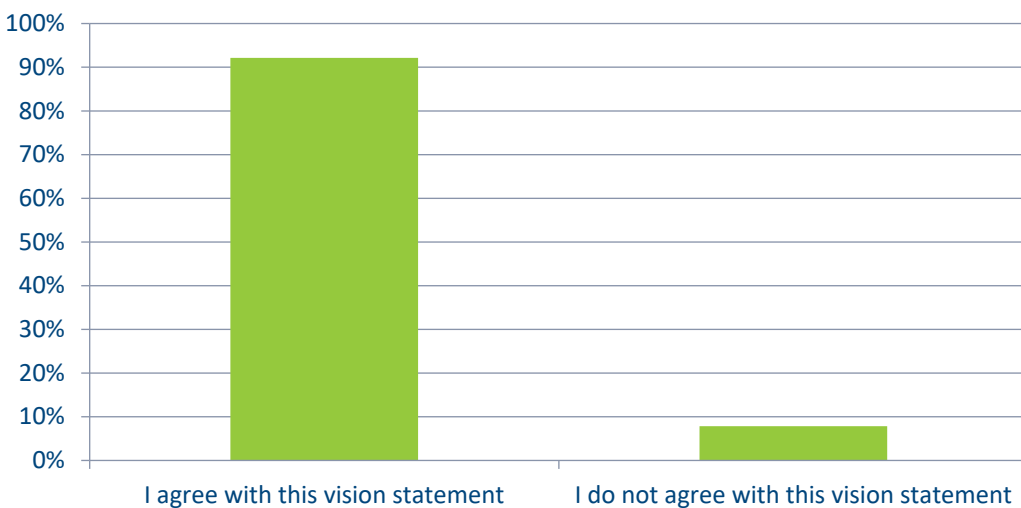
Buford Highway Nodes

This section sought feedback on the vision for the three Buford Highway nodes identified by the Buford Highway Master Plan.

Node 1: Jimmy Carter Node

Current Vision: The intent of the Jimmy Carter Node is to create higher density, walkable development along Buford Highway, focused on anchor sites that have the greatest potential for redevelopment and greatest visibility to improve the overall look and feel of the corridor.

Figure 27. Total Agreement or Disagreement with Node Vision Statement



Open-Ended Responses:

- Explain what are the 'anchor' sites
- Allow for higher building heights to maximize the development potential for the geographical height of the land.
- Conserve nature based assets and enhance them.
- Norcross has enough High Density. This is not a safe area. Complete waste of money/time.
- Better BUSINESSES I'd like to see--especially if you could bring in a good GROCERY store (as used to be at the corner of N Norcross-Tucker Road and Buford Highway, years ago). But

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

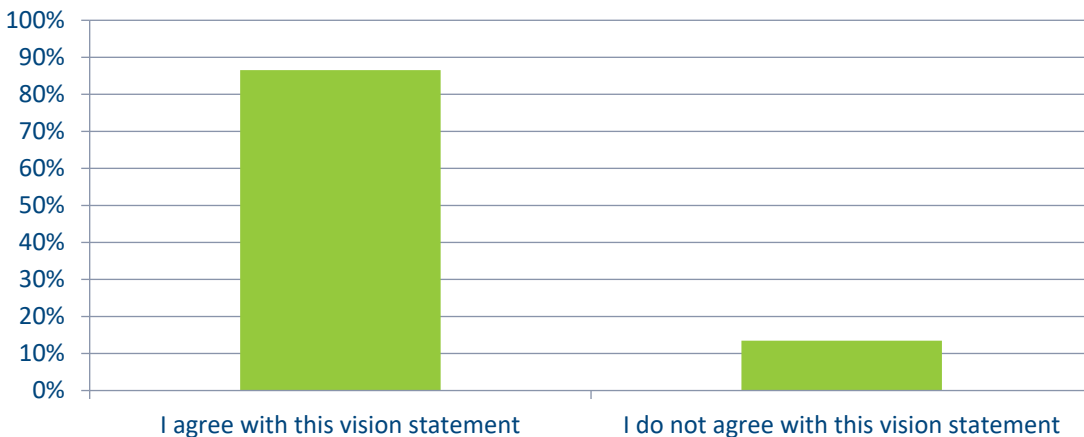
"greater density" as in more PEOPLE--again, isn't the traffic on Buford Highway at rush hour enough for City officials NOW? Or do you ever try to navigate Buford Hwy between 4 and 6 pm?

- Please add, "nature based assets are conserved and enhanced."

Node 2: Downtown Node

Current Vision: The Downtown Node is focused on building from the energy and investment in Downtown Norcross to infill underutilized sites, particularly around Lillian Webb Park, and to extend the downtown vision to Buford Highway.

Figure 28. Total Agreement or Disagreement with Node Vision Statement



Open-Ended Responses:

- Parking Parking Parking plans MUST be part of this development
- Anything changing anything around Lillian Webb Park is a concern where does this mean? In Buford Highway?
- More retails restaurants and parking
- Do not increase to Buford Hwy and explain thoughts of what to be added and where
- There has been enough development there
- Lilian Webb is dense enough. It needs to remain green.
- extend downtown to BUHI, but not the vision; BUHI is not compatible with dtwn vision
- Conserve nature based assets and enhance.
- As long as there is not more high density building.
- Infill should be limited to condominiums and businesses to explains the downtown
- You are trying to join disparate areas that are separated geographically, focus should be downtown, not Buford Hwy
- Definition of "under-utilized", please? What are you wanting to "infill" WITH?
- ... a state of the art pedestrian bridge connects the new library to east Buford Hwy; future development builds on the bridge's energy and investment to infill underutilized sites east of Buford Hwy; nature based assets are conserved and enhanced.
- More shops, less housing

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

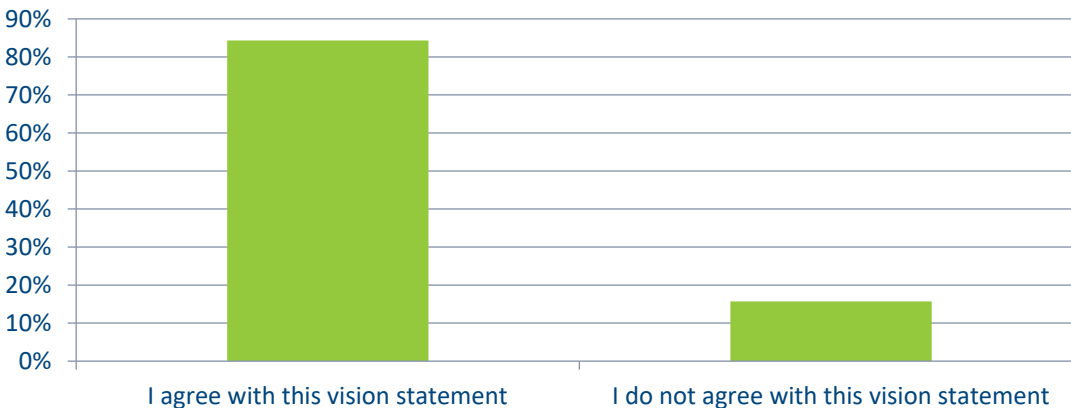
Summary of Online Feedback on Implementation Strategies

- Renovation incluida la official de Correos. (Approximate Translation: Renovation including the official Post Office.)

Node 3: Beaver Ruin Node

Current Vision: Similar to the Jimmy Carter Node, the Beaver Ruin Node is focused on creating higher density, walkable development along Buford Highway, focused on anchor sites that have the greatest potential for redevelopment and greatest visibility to improve the overall look and feel of the corridor.

Figure 29. Total Agreement or Disagreement with Node Vision Statement



Open-Ended Responses:

- Parking Plans must be part of the development (not just for housing but to support restaurants and retail establishments)
- This needs to be focused on getting more volume of traffic through then walk capability. In fact, workability is a massive safety concern.
- Beaver Ruin is a trash street with nothing of value for anyone except getting speeding tickets
- Enough development there
- This area needs attention. The residence deserve to feel safe, they deserve to have green space.
- Conserve nature based assets and conserve.
- This will be a complete waste of money. Take the time to focus on the roads/traffic in this area.
- I understand several developments are ALREADY approved for this area (the apt buildings going in near Old Norcross Road and the Senior Living hi-rise planned where the old roofing company is now). I would not want to see the "strip" shopping center at Beaver Ruin and Buford Highway done away with, but would like to see it improved to look more attractive, have a better parking lot, and attract more/better businesses. The homes already "in" the City, on Davidson Drive, are mostly rentals and the owners 'may' want to sell (I DO NOT support eminent domain-ing them!) and the homes in the Light Circle / Green Valley area, as already mentioned, are of a totally different character and are NOT currently in the City (and don't WANT to be, as all the City has to offer them

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

that they don't already have from Gwinnett County) is higher taxes and more RULES about what color they can paint their house, what they can plant in their yard, the priveledge of paying the City a fee to cut down a tree (even a DEAD one!) on their property, and more taxes.

- ... "nature based assets are conserved and enhanced."

General Feedback about Future Growth and Development

This final question gave participants the opportunity to give additional open-ended feedback on the City's future development. Recurring topics in the responses include:

1. a desire for more greenspace, trails, and other bike/pedestrian facilities;
2. more density along key corridors such as I-85 and Peachtree Industrial Boulevard; and
3. more dining options and parking downtown.

Open-Ended Responses:

- Yes. I listened to the video of the last public meeting and I was glad to hear comments from Tixie Fowler and Connie Weathers, Sustainable Norcross. We sought property in Norcross for several years before we found the right home to purchase in 2020. I have been attending meetings and listening to learn more about the community before casting my opinions. However, The Platinum Green City Certifications and the actions required to maintain that should NOT be forgotten. It is concerning that these have not been written into the plans (I didn't mention previously because I presumed that work had already been done and would not change). A percentage of green space and protection of it should be part of the plan. This topic should have been included in prior planning meetings with questions on surveys. I believe there are a large number of Norcross who support sustainability and like me, may presume that the city's commitment to it is ongoing.
- Please ensure there are some affordable housing options in the immediate area. You are pricing young families who are just getting started and do not want to rent out of the area.
- More bike paths everywhere. Especially connecting PIB with existing paths and downtown Norcross
- Yes. The downtown Norcross has been promised upgrading to high quality restaurants and upgraded shopping and more desirable shops for over 20 years. NOTHING has happened - the buildings are old, water leaking, smelly and no upgrades - it is a sham
- Downtown Norcross needs to develop like surrounding areas (Duluth, Chamblee, Alpharetta). Norcross needs more restaurants and shops.
- The city needs to concentrate more money, restaurants, anchor stores, and shopping across Buford Hwy close to Summerour up to Brookhollow. Too much crime with gang tagging. Nothing is being done.
- "My additional feedback is regarding green space which I have echoed in a few comments.
Traffic downtown is a disaster near restaurants, parks and residences. I have not seen that policed and I walk downtown daily.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Development is great but the planet is heating up so plant trees and make additional parking not just hot concrete. There are other solutions. "

- Nature based assets are equal in importance to any new and existing development.
- Pedestrian safety for walking. Over train crossings, and streets
- PLEASE give us more dining options downtown....no chain restaurants, chef curated, locally sourced food. Take a play out of downtown Duluth's playbook, so many good dining options there (a restaurant like falling rabbit) would be amazing in our downtown
- Less high density.
- The city should focus all apartments along the 85 corridor
- More support and focus on our town center, not on Buford Hwy, focus should be South Peachtree, existing businesses and merchants, better infrastructure, parking deck that is walkable like all the successful growing town centers in Gwinnett
- Again--do you realize there are NO DECENT LARGE GROCERY STORES within the area of Norcross? NONE. Publix and Aldi's are in Peachtree Corners; another Publix, a Kroger, and a Wal-Mart Supermarket in Duluth; and a Kroger in Lilburn ARE OUR NEAREST CHOICES. There USED to be at least three grocery stores right in Norcross--at N. Norcross-Tucker Road & Buford Hwy, at Jimmy Carter & Buford Hwy, and even a little grocery RIGHT DOWNTOWN (where the tavern is now). Boutiques and gift shops and taverns and beer joints and restaurants have their place--but does Norcross still want to be a FAMILY-FRIENDLY city---or not?
- Parking, parking, parking.
- Please bring more to the forefront the increasingly urgent need to conserve and enhance our dwindling naturally occurring "green infrastructure" -- since last Comp Plan Update, we've lost an alarming amount of tree canopy and stormwater mitigation is not keeping up with the pace of new development.
- Density is good. Please keep on PIB and 85 corridors
- Que no se tire la basura en las calcantarillas ni en zonas cerca de Basques y se haga recoger la basura en zonas de original y negocios, e veces eh Vista donde se collectable El Agua de arroyo Mucha basura (Approximate Translation: Do not throw garbage in sewers or in areas near Basques and have garbage collected in original and business areas, and sometimes eh View where it is collected Stream water A lot of garbage)

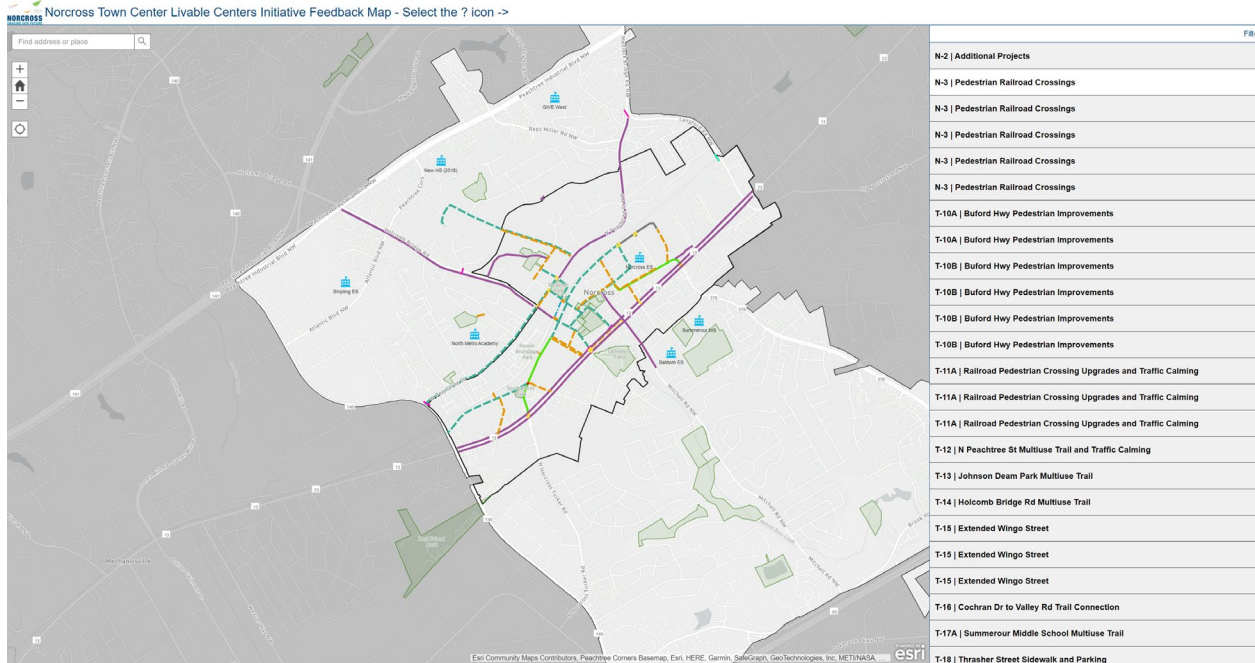
Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

LCI Map Survey

Participants submitted the following comments through the LCI Map Survey, which collected feedback on proposed LCI projects through a map interface, as shown in 30. For each proposed project, the survey asked participants to provide open-ended responses indicating support for or opposition to the proposed project. **The responses are copied exactly as provided; the planning team has not made any adjustments for grammar or spelling.**

Figure 30. Online Map Survey Interface



Additional Projects (N-2)

Project Description: Add a protected pedestrian crossing for the intersection Buford Highway at Summerour Street.

- 1) Yes
- 2) Support
- 3) support

Pedestrian Railroad Crossings (N-3)

Project Description: 5-ft sidewalk on northeast side of Holcomb Bridge Rd from Thrasher Street to S Peachtree Street (200')

- 1) Glad to see this "IF" it's ONLY a pedestrian crossing improvement. However, PLEASE do not imitate the foolishness of Duluth and put the City taxpayers to the HUGE expense of making downtown crossings "silent" (trains can't blow horns). I don't think people REALIZE what a DANGER this is, nor how the horns help make SURE that both cars and pedestrians crossing the railroad KNOW a train is coming! In a "game of chicken" between a car/person and a train--the train ALWAYS wins!

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

So yes, make the CROSSING safer--but LEAVE the HORNS alone!!! (remember Norcross was BUILT BECAUSE of the trains--it would be kind of sad and ironic now for the City to give the trains the slap-in-the-face of "we want to pretend you're not there".)

- 2) Support!
- 3) Support!
- 4) Yes
- 5) support
- 6) I support this and think it should be a silent crossing.

Project Description: 5-ft sidewalk on northeast side of Jones St from Thrasher Street to Wingo Street (100')

- 1) Long overdue and very much needed.
- 2) Glad to see this "IF" it's ONLY a pedestrian crossing improvement. However, PLEASE do not imitate the foolishness of Duluth and put the City taxpayers to the HUGE expense of making downtown crossings "silent" (trains can't blow horns). I don't think people REALIZE what a DANGER this is, nor how the horns help make SURE that both cars and pedestrians crossing the railroad KNOW a train is coming! In a "game of chicken" between a car/person and a train--the train ALWAYS wins! So yes, make the CROSSING safer--but LEAVE the HORNS alone!!! (remember Norcross was BUILT BECAUSE of the trains--it would be kind of sad and ironic now for the City to give the trains the slap-in-the-face of "we want to pretend you're not there".)
- 3) Support!
- 4) Support!
- 5) Yes to this plan but no to any plan to keep trains from blowing horns.. they blow for our safety , walkers and vehicles. Please consider putting flashing stop signs at Jones St in front of the Mexican Restaurant, cars go thru this stop sign all the time. At the corner where Dominic's and the Antique shop too. We are the Prayer Walkers and we see a lot of problems right there. With the South End shops opening even more walkers are out day and night. We want that, just want it safer. Thanks.
- 6) Very supportive of the silent zone and safer crossing.
- 7) support

Project Description: 5-ft sidewalk on northeast side of Rowan St from Thrasher Street to S Peachtree Street (200')

- 1) Glad to see this "IF" it's ONLY a pedestrian crossing improvement. However, PLEASE do not imitate the foolishness of Duluth and put the City taxpayers to the HUGE expense of making downtown crossings "silent" (trains can't blow horns). I don't think people REALIZE what a DANGER this is, nor how the horns help make SURE that both cars and pedestrians crossing the railroad KNOW a train is coming! In a "game of chicken" between a car/person and a train--the train ALWAYS wins! So yes, make the CROSSING safer--but LEAVE the HORNS alone!!! (remember Norcross was BUILT BECAUSE of the trains--it would be kind of sad and ironic now

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

- for the City to give the trains the slap-in-the-face of "we want to pretend you're not there".)
- 2) I haven't seen many pedestrians cross here. I think that the time and money would be better spent prioritizing the pedestrian crossings at Autry, Holcombe, and Park/Jones St bringing residential walkers into downtown retail
 - 3) Support!
 - 4) This is right next to our house-yes!
 - 5) Support! Silent zone—yes!
 - 6) support
 - 7) support
 - 8) I walk all over Historic Norcross 6 days a week... do t think this is a necessary expense and money should be used elsewhere

Project Description: 5-ft sidewalk on southwest side of Autry St from Thrasher Street to S Peachtree Street (200')

- 1) Glad to see this "IF" it's ONLY a pedestrian crossing improvement. However, PLEASE do not imitate the foolishness of Duluth and put the City taxpayers to the HUGE expense of making downtown crossings "silent" (trains can't blow horns). I don't think people REALIZE what a DANGER this is, nor how the horns help make SURE that both cars and pedestrians crossing the railroad KNOW a train is coming! In a "game of chicken" between a car/person and a train--the train ALWAYS wins! So yes, make the CROSSING safer--but LEAVE the HORNS alone!!! (remember Norcross was BUILT BECAUSE of the trains--it would be kind of sad and ironic now for the City to give the trains the slap-in-the-face of "we want to pretend you're not there".)
- 2) Support!
- 3) Support!
- 4) Support!
- 5) Yes, please! It is a tight squeeze for pedestrians and vehicles to cross at the same time. I always have to walk across the rocky parts of the tracks to cross. I have seen so many new crosswalks (and crosswalk signage) and sidewalks go up around the residential areas of Norcross in the past year to make Norcross "walkable" but nothing has been done to get those people safely from the more residential side of downtown to the retail side.
- 6) Yes, I've almost been hit here several times!
- 7) support
- 8) support
- 9) I support
- 10) Supportive of the silent zone.

Project Description: 5-ft sidewalk on northeast side of Langford Rd at railroad crossing (200')

- 1) Yes
- 2) Support
- 3) support

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Sharrows (T-2)

Project Description: Jones Street / Park Drive from College Street to N Peachtree St (1,100')

- 1) Supportive of this and all the other bike trails.

City Hall Pedestrian Improvements (T-4A)

Project Description: 8-ft sidewalk with streetscape on the northwest side of Lawrenceville Street between Jones St and Rakestraw St (2,200')

- 1) No really a need, I walk by here 6 days a week and it is sufficient as is... give the fire and police the money if you have need a place to spend it

City Hall Pedestrian Improvements (T-4B)

Project Description: Intersection with textured surface and splitter island at Lawrenceville St and Mitchell Rd

- 1) I walk here 6 days a week and this is not a "need". Please use the money for a need like hiring a new police officer or getting police dogs or raise their salaries

Thrasher Park Area Pedestrian Improvements (T-8A)

Project Description: Sidewalk on southeast side of W Peachtree St between Holcomb Bridge Rd and Park Dr (940')

- 1) Support
- 2) Support

Thrasher Park Area Pedestrian Improvements (T-8B)

Project Description: Enhanced crosswalks for W Peachtree St at Holcomb Bridge Road

- 1) Support
- 2) very much needed. this is a dangerous intersection for pedestrians.
- 3) Not needed.. use money elsewhere

Gateways (T-9)

Project Description: Stone columns with signage on Buford Hwy at Holcomb Bridge Rd

- 1) Ridiculous
- 2) Yes, remind people to slow down and avoid using Norcross as a speedy cut through.

Project Description: Stone columns with signage on Buford Hwy at Mitchell Rd

- 1) And more ridiculous.

Project Description: Stone columns with signage on Holcomb Bridge Rd at LCI Boundary, west of Queens Ct

- 1) Gateways in general: yes, they would look nice - but you all are talking about A LOT of gateway signage. It doesn't really seem like EVERY road in and out of Downtown

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Norcross needs an announcement. Unless you are going to be able to do these rather inexpensively, I think these should only be placed on the most traveled paths into the city - with the option of putting only small "Welcome, you are now entering historic Downtown Norcross" street signs on the other roadways. (and this is coming from someone who lives right next to a proposed location and would actually like to have a nice stone entry sign there - I am just trying to stick to the idea of putting funds toward the most useful projects - not just the ones I like).

- 2) I agree fully with the above comment about this being excessive for signage--and to tell you the truth it almost sounds like we citizens of Norcross MUST be paying WAY too much in TAXES to the City--if the current elected officials are so flush with money that they're like kids in a candy store at Christmastime with all these projects-- "Oooh, I want that! Oh, I want that! Oh, and that! And that!" NO THANK YOU---or have you forgotten it's OUR money you're spending?
- 3) support

Project Description: Stone columns with signage on Jimmy Carter Blvd at W Peachtree Street

- 1) Support
- 2) The city must work with the state or whomever to have a traffic light installed at the intersection with West Peachtree and Jimmy Carter Blvd. This should be part of the plan for this "entrance" as it should perhaps include a nice looking stop lights with large poles and not the boring wires; think if you are modernizing the Buford Hwy corridor traffic lights this should match whatever would go there. It will not be a good luck installing a welcome to Norcross entrance without a traffic light and for people to look at this entrance sign while they are in an endless traffic backup to eventually play "Frogger" to turn onto Holcomb Bridge. Doesn't send the right message about Welcome to Norcross when this looks like an area to avoid. Furthermore, someone is going to be seriously injured or killed soon at this intersection. Traffic has grown tremendously here since the Broadstone development and the growth of BIA Charter School and continues to increase.
- 3) I like the traffic light suggestion as well but I also like the stone columns. Main roads into Norcross with columns like entrances. A good way to slow people down and avoid residential streets being used as quick cut through routes.

Project Description: Stone columns with signage on Buford Hwy at Beaver Ruin Rd

- 1) Yes, I support these at major roads into Norcross. Remind people to slow down. Norcross roads aren't designed for speedy cut through routes.

Project Description: Stone columns with signage on Langford Rd at N Peachtree Street

- 1) Yes, if not at Langford, how about putting these at Reps Miller, where residential housing on N. Peachtree Street begin. Also change the speed limit there to 25

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Buford Hwy Pedestrian Improvements (T-10A)

Project Description: 8-ft sidewalk with streetscape on both sides of Buford Hwy between Holcomb Bridge Rd and Mitchell Rd (1,920')

- 1) Yes!
- 2) Yes
- 3) support
- 4) support
- 5) Do not support, no positive only negative impact
- 6) Do not support this plan... see no positive side only negative

Buford Hwy Pedestrian Improvements (T-10B)

Project Description: Enhanced crosswalks on Buford Hwy at Beaver Ruin Rd

- 1) Yes
- 2) support
- 3) support

Project Description: Enhanced crosswalks on Buford Hwy at Holcomb Bridge Rd

- 1) Yes
- 2) support
- 3) support

Project Description: Enhanced crosswalks on Buford Hwy at Mitchell Rd

- 1) Yes
- 2) support
- 3) support

Project Description: Enhanced crosswalks on Buford Hwy at N Northcross Tucker Rd

- 1) Yes
- 2) support

Railroad Pedestrian Crossing Upgrades and Traffic Calming (T-11A)

Project Description: Add a multiuse trail on the southwest side of Holcomb Bridge Rd from S Peachtree St to Thrasher St (200')

- 1) I'm not sure I'm clear on the differences between these T-11A projects and the N-3 projects - are these projects to be considered after N-3 projects have been completed?
- 2) Glad to see this "IF" it's ONLY a pedestrian crossing improvement. However, PLEASE do not imitate the foolishness of Duluth and put the City taxpayers to the HUGE expense of making downtown crossings "silent" (trains can't blow horns). I don't think people REALIZE what a DANGER this is, nor how the horns help make SURE that both cars and pedestrians crossing the railroad KNOW a train is coming! In a "game of chicken" between a car/person and a train--the train ALWAYS wins!

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

- So yes, make the CROSSING safer--but LEAVE the HORNS alone!!! (remember Norcross was BUILT BECAUSE of the trains--it would be kind of sad and ironic now for the City to give the trains the slap-in-the-face of "we want to pretend you're not there".)
- 3) I really don't like to see us have SILENT CROSSINGS just to (sorry) "keep up with the Joneses" of what "other" cities (like Duluth) are doing. Ever since I was a little girl, Norcross vs Duluth and Duluth vs Norcross--that rivalry has been there and it is just SILLY! I agree with previous comments that silent crossings are both dangerous and detract from the charm of our town as well as the very reason the city of Norcross was founded (after all--isn't that WHY the City Hall was built to resemble a Train Depot? And the reason the train symbol is on all our merchandising?) And now we want to "silence" our trains--as if we were ashamed of them or considered them a bother, a nuisance? REALLY? Well then, consider this. Because my son is a rail-fan, who almost got a job with Norfolk Southern, he's very "tuned in" to all things trains--and those special crossings that have to be put in for silent trains ARE NOT CHEAP, plus Norfolk Southern DO NOT PAY FOR THAT. The CITY would have to pay for that. And from what he's heard the cost PER CROSSING can be anywhere from \$100,000 to \$300,000 to modify them for silent running of trains. PER Crossing! So does the City really have a minimum of HALF A MILLION dollars to throw around to put in four silent crossings for the downtown rail-road crossings? I beg of you, if that is what these Pedestrian Rail Crossing Improvements involve, NOT to do this!
 - 4) Yes for this and for silent railroad crossings.
 - 5) Support
 - 6) support
 - 7) support
 - 8) support

Project Description: Upgrade Holcomb Bridge Rd pedestrian crossings on both sides with 10-ft multiuse trail crossing tracks with minimal gaps between sidewalk and rail

- 1) A pedestrian crossing here is very much needed. This is a very dangerous intersection.
- 2) Yes
- 3) support
- 4) support

Project Description: Upgrade Jones Street pedestrian crossings on both sides with 5-ft sidewalks crossing tracks with minimal gaps between sidewalk and rail

- 1) Glad to see this "IF" it's ONLY a pedestrian crossing improvement. However, PLEASE do not imitate the foolishness of Duluth and put the City taxpayers to the HUGE expense of making downtown crossings "silent" (trains can't blow horns). I don't think people REALIZE what a DANGER this is, nor how the horns help make SURE that both cars and pedestrians crossing the railroad KNOW a train is coming! In a "game of chicken" between a car/person and a train--the train ALWAYS wins! So yes, make the CROSSING safer--but LEAVE the HORNS alone!!! (remember

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Norcross was BUILT BECAUSE of the trains--it would be kind of sad and ironic now for the City to give the trains the slap-in-the-face of "we want to pretend you're not there".)

- 2) Yes
- 3) support
- 4) support

N Peachtree St Multiuse Trail and Traffic Calming (T-12)

Project Description: Multiuse trail on southeast side of N Peachtree St from Buchanan St to Langford Rd (5,100')

- 1) Personally, I think the sidewalks are sufficient. I see pedestrian traffic but almost never see cyclists. It seems like there are better uses of funds than widen sidewalks to create "trails" accommodate both Cyclists and Pedestrians. I just feel there are far more important projects to make Norcross more "appealing"
- 2) Amen to previous comment! The sidewalks are PERFECT! If you add bicycles to an already heavily used WALKING area (the sidewalks) you've just MADE IT DANGEROUS FOR WALKERS--many of whom are leading young children, pushing strollers, or jogging! This is NOT a good idea, and I consider it a waste of money!
- 3) Support! Currently not safe to ride here, need connection to the trail going north on PIB
- 4) Just need to suggest that the comment that sees DANGER has no idea what they're talking about. Adding bicycles by multi-use path is not dangerous for anybody.- Reason #1 is that GA law says bicyclists over the age of 12 are not legally permitted to ride on sidewalks unless a local ordinance allows. So your sidewalk remains safe for families and strollers and joggers. - Reason #2 is that if bicycles have a multi-use path, they're NEVER going to be on the sidewalk, even for those that are 12 or under.
- 5) support
- 6) support
- 7) If there were safe bicycle paths more residents would cycle. Support.

Johnson Deam Park Multiuse Trail (T-13)

Project Description: Multiuse trail on southwest side of Holcomb Bridge Rd from Peachtree Industrial Blvd to S Peachtree St (6,300')

- 1) Support!
- 2) Yes
- 3) Support
- 4) support
- 5) support

Holcomb Bridge Rd Multiuse Trail (T-14)

Project Description: Multiuse trail from Barton St through Johnson Dean Park, connecting to Holcomb Bridge Rd (2,200')

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

- 1) Support! Would prioritize a trail along Langford/Medlock Bridge to connect to the trail along PIB going north, and work with others to extend the PIB trail south to Holcombe
- 2) Yes
- 3) yes
- 4) Support!

Extended Wingo Street (T-15)

Project Description: Add enhanced crosswalks with splitter island on extended Wingo Street at Born Street

- 1) Do not support .. not needed.. I live on Wingo and please use our tax money where needed.

Project Description: Add enhanced crosswalks with splitter island on extended Wingo Street at Hunt Street

- 1) These extensions don't really do anything for me personally, but I could see them being usefully around the school if there is actually a sufficient amount of pedestrian traffic that would utilize the area going to and from the school.
- 2) This isn't really that near the school, nor do students come from that direction (they're coming more from Beaver Ruin and Buford Hwy--I have to traverse that traffic every morning so I see where the cars and walkers are coming from to the school).
- 3) Cannot support this plan.. I live on Wingo and this would be a waste of money in my opinion.. just not needed, please use our tax money wisely , hire another police officer or give some raises!!!

Project Description: Extend Wingo Street to Beutell St with a connection to Hunt Street (3,000')

- 1) I'd actually LIKE to see this street RE-BUILT (it used to be a thru street, many years ago when they were dirt roads). Nice idea! Might help reduce congestion on Lawrenceville St., especially during morning / evening rush hours.
- 2) While it might help some the benefit is just not great enough to warrant the expense. I do not support this
- 3) I'd actually LIKE to see this street RE-BUILT (it used to be a thru street, many years ago when they were dirt roads). Nice idea! Might help reduce congestion on Lawrenceville St., especially during morning / evening rush hours.

Cochran Dr to Valley Rd Trail Connection (T-16)

Project Description: Multiuse trail connecting the cul-de-sacs on Cochran Road and Valley Road (120')

- 1) Out of all the pedestrian, trail, and walking options, this seems like the best bang for buck if you are tryin to create easily accessible, walkable paths for exercise/strolling.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Only 120' of trail is needed to open up a whole walkable loop from Sunset Dr to Valley Rd, to Cochran Dr, to N Peachtree.

- 2) Support

Summerour Middle School Multiuse Trail (T-17A)

Project Description: Multiuse trail on northeast side of Mitchell Rd from Lawrenceville Street to Summerour Middle School (2,100')

- 1) Yes

Thrasher Street Sidewalk and Parking (T-18)

Project Description: Onstreet parallel parking and a 5-ft sidewalk on the southeast side of Thrasher St from Holcomb Bridge Rd to Park Dr (470')

- 1) I like the landscaping through here better than the idea of a concrete parking area, but it seems like people are parking here anyway during events (and thus destroying the grass/landscaping), so I could see this as a project that would actually provide a useful solution to an actual problem.
- 2) We are very opposed to this, would be extending city parking on a residential street. We are used to the trains but having people talking and slamming car doors would be alarming and awakening during late hours. Rare for cars to parallel park, happens only for well attended concerts. The landscaping is beautiful on both sides of Thrasher.
- 3) The landscaping doesn't get damaged since the wood wall was installed on RR side
- 4) Thrasher Street is a beautiful, residential Street that attracts many pedestrians, and cyclists. We should explore ways to improve walking and cycling on this road rather than adding parking. We do not need to encourage more automobiles on this narrow, lovely, residential street. The city should explore downtown parking in Skin Alley rather than extending into residential areas. I strongly oppose this measure.
- 5) So you want to remove beautiful landscaping and make a residential street even less safe during high traffic times when you have parking options that should be further explored in Skin Alley and around Lillian Web Park? How about no.
- 6) Really want to see this beautiful, family community out friendly park area stay as it is... no more parking ..there should be other parking g spots explored and this needs to remain as is!
- 7) Parking here would take away from all the beautiful landscaping that the city invested.
- 8) No
- 9) I am strongly opposed to this idea. There are already too many cars traveling down Thrasher street (too fast) and there are many children and pets that use this street to get to/from the park.

Sidewalk Gaps New Buford Highway (T-19)

Project Description: 5-ft sidewalk on southwest side of Carlyle St from S Peachtree St to Buford Hwy (1,400')

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

- 1) This is a generally comment in regard to all path/sidewalk projects: Is there any actual data as to the amount of utilization by walkers on some of these roads or have y'all just decided to add sidewalks on every road? I can understand paths and sidewalks in well traversed areas, but some of these, I have literally never see a single person walking there - nor is it a typical route to/from any "destination" someone would actually want to walk. There are way too many "path/sidewalk" projects. You all need to collect data on who is using/would actually use some of these paths---take the top 50% on your list that are likely to be used, and ditch the rest! There is no reason to spend so much city money on sidewalks just for the sake of having unused sidewalks just to say "hey, we are walkable!"

Roundabout at N Norcross Tucker Rd and S Peachtree St (T-5)

Project Description: Roundabout at N Norcross Tucker Rd and S Peachtree St

- 1) This intersection has been an accident waiting to happen for many years. A roundabout would be an improvement
- 2) It is quite difficult to see cars coming from the left when you are approaching N Norcross Tucker from S Peachtree, so this could be a useful safety improvement - although just making it an all way stop intersection would likely be much cheaper and just effective if accidents are a concern.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

Webform Comments Collected through Project Website

Comments are copied below exactly as provided, except for the removal of identifying information. The planning team has not made any adjustments for grammar or spelling.

Table 2. Comments Received through Webform

ID	Date	Comment
1	9/14/2023	Hi; I serve on the Tree Preservation Board and am a friend of the Parks, Greenways, and Trails Commission. I feel it's time we introduce a "green infrastructure" component to the Character Areas of the Comp Plan -- where green infrastructure might be defined as, "the interconnected natural systems and ecological processes of a character area that provide clean water, air quality and wildlife habitat while supporting social, economic, and environmental health. For each Character Area I'm suggesting the directive, "conserve and enhance green infrastructure across the landscape." Best wishes and thank you for your consideration!
2	9/25/2023	Get some fixing up of Holcomb Bridge. It looks so dumpy...plant some trees and have the businesses there do some clean up.
3	9/25/2023	Hello, I would like to see more affordable housing.
4	9/25/2023	<p>Resolve current speeding issues throughout town especially on W Peachtree St between Holcomb Br Rd and Jimmy Carter. Active discussions now with Eric Johnson, Matt Zaki, and City Council members.</p> <p>Upgrade Thrasher Park stage. It's too small and current times have outgrown it. Need bigger and more modern stage like Peachtree Corners Town Center. Maybe have a permanent stage at Lillian Webb Park. Remove the current stage from Thrasher Park and expand the Thrasher Park playground.</p> <p>Repurpose the space next to Norcross Library. It's always empty. Only used by skateboarders doing stunts on the concrete benches. Remove the concrete planters and make it into a flat green space with tables, benches, trees on the perimeter of the deck. Example:</p> <p>https://hourwp-p.innoscale.net/wp-content/uploads/sites/4/2017/04/gprendering02.jpg</p> <p>https://www.atlantamagazine.com/news-culture-articles/grant-park-new-parking-deck-rooftop-green/</p>
5	9/25/2023	<p>Wanted to add to my last submission. Regarding thrasher park, if the current stage is removed and moved permanently in Lillian Webb, Norcross can build separate pavilions in Thrasher park to rent out for events. Each pavilion is next to the playground. Expand the playground. Can build newer and more modern bathrooms.</p> <p>To add to my comments about repurposing the space next to Norcross Library, here is another article with some ideas on what it could look like. https://www.gensler.com/projects/People-Deck</p>

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Summary of Online Feedback on Implementation Strategies

ID	Date	Comment
6	9/25/2023	LCI Study Area Not Inclusive: I feel the area included only considers a portion of the citizens of Norcross. I do not live in the LCI area (Hunter Street corridor) and feel my part of Norcross is missing out on improvements and projects even though my tax dollars will fund these changes. There should be plans to include areas excluded from this plan for similar investment during this time.
7	9/28/2023	As a member of the City's "Tree Preservation Board," and consultant to the "Parks, Greenspace and Trails Commission," wanted to mention again, the importance of including within the overall Vision Statement, and again within the vision statement for each Character Area -- the aspiration that, "nature-based assets" (naturally occurring and human engineered green infrastructure) will be conserved and enhanced throughout the landscape. Thanks so much!
8	9/29/2023	I appreciate you allowing those who also just work downtown (like myself) or live 'near' but not 'in' the city limits, to participate in the survey.
9	9/30/2023	Needed in front of the Mexican Restaurant on Jones street to replace plain stop sign.. cars run this all the time, I walk here 6/7 days a week .. also at Holcomb Bridge and S Peachtree by Dominic's

Open House Summary



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

OPEN HOUSE SUMMARY

October 19, 2023

6:30 – 8:30 p.m.

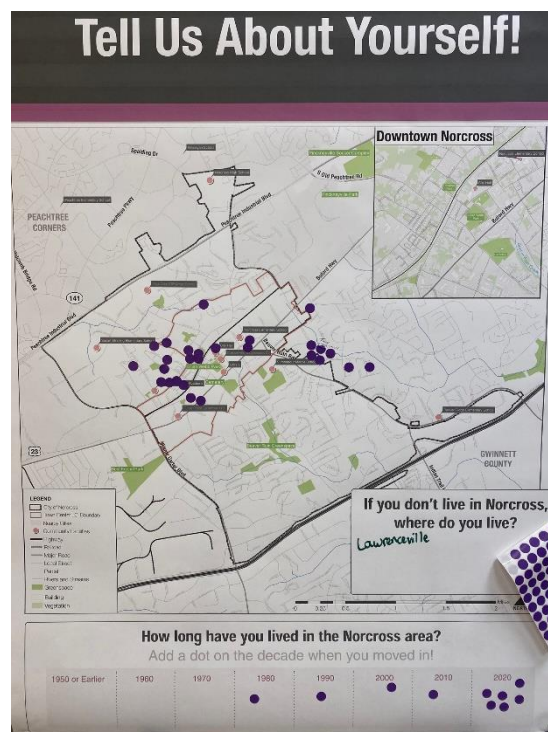
Open House Details

The open house was held from 6:30 p.m. to 8:30 p.m. on Thursday, Oct. 19 at the Norcross Cultural Arts and Community Center Banquet Room. The goal of this open house was to gather feedback from the public on the major elements of the Comprehensive Plan and Town Center LCI documents.

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. Vision Statement** – Solicited input on the updated vision statement for the 2045 Comprehensive Plan update.
- 3. Six Major Goals** – Collected input on each of the six major goals in the draft comprehensive plan, their policies and key action items.
- 4. Town Center LCI Recommendations** – Participants were asked to review and provide feedback on the LCI recommendations list.
- 5. Character Areas** – Participants were asked to review each Character Area boundary and draft description and provide any feedback they wanted to share.



Public Input

Tell Us About Yourself

Participants were asked to tell the project team where they live and when they moved to the City of Norcross. Most respondents live close to Downtown Norcross and moved in during or after 2020.

Vision Statement

The draft vision statement for the 2045 Comprehensive Plan solicited the following feedback:

- Vision seems inspirational, but I haven't seen it come to fruition in a practical way. Would like to see diversity embraced in a meaningful way.
- Relocation of multiple auto shops – used car lots – unsightly stirp centers.
- Change codes to encourage more single family and ADUs.
- I moved here in 2019. We love what the city is doing this far.
- I imagine for retail shops and less office space. I imagine a vibrant safe walking city, family friendly. No more apartments. No more motels or extended stay motels.
- More ADUs.
- Bilingual city material (beyond Spanish too).
- Good vision statement. Allow/create more opportunities for church communities to engage with the city and community members.
- Add 'enjoy nature' or 'a more green environment' ('more natural community').
- Create more opportunities for small businesses.
- More retail, less apartments, clean up Buford Highway (less auto and grocery stores)
- Vision should expand beyond Downtown Norcross, especially across the railroad tracks.
- Buford Highway Initiative – should serve as the growth mechanism for East Norcross.
- More trails, trees, shade. More natural meeting spots. Nature



Six Major Goals

Participants were able to provide on the six major goals, then they reviewed each goal in more detail, including the policies and key action items for each goal. The feedback is summarized below:

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Open House Summary

Overall Feedback:

- I agree. Bookstore! Bridge connecting both sides of Norcross.
- Provide sustainable mix of old/new/green/developed.
- Create dedicated bike path and walking path to connect neighborhoods (and to Peachtree).
- Safe place for families; walkable.
- Housing that is maintainable so that the city doesn't look like a trash heap.
- Better housing options. Development on the east side of Buford Highway.
- As (a) homeowner outside of historic area, I don't feel the City of Norcross leadership represents our needs and interests.
- Like to see more modern architecture mixed with old.
- No more motels or apartments or townhomes. Enough is enough. Bigger is not always better. Get better first.
- Plenty of housing. Job growth – retail that brings people into our town.
- Sponsor affordable housing initiative more!

Goal #1 Policies and Priority Actions

- Develop green space with condo options; not apartments.
- Excellent...thank you!
- Policy 1-2: less areas; Code enforcement – noise ordinance at car wash across street to left.
- Yes to P-10!!
- Dog park.
- Greenspace is important and needed.
- There seems to be absolutely no code enforcement in the Marshes Glen subdivision. Can we start there!!
- Policy 1-10: It is okay to acquire land for parking, but not use it to build more apartments.
- Bring codes up to more modern concepts for more urban projects.
- This seems focused on Historic Norcross. Don't feel City equally promotes these items outside of historic area.
- Policy 1-17: great opportunity for community members to demonstrate inclusivity and support to all members of Norcross community.
- Yes! This! Especially with trees and shade all over Norcross.
- Preserve greenspace and expand it.
- Policy 1-9: define landscaping to include pollinator gardens, natural areas, food forests, as well as 'mow & blow.'
- Strengthen noise ordinances in green spaces.

Goal #2 Policies and Priority Actions

- Accelerate the South End developments lag.
- We need to address safety & parking in our existing city, not projects on Buford Highway.
- Historic downtown should encourage village type business, not offices of any kind. Could be a great area to bring out of towners but we need cleaner restaurants, great food, retail shops such as boutiques – flashing stop signs at crosswalks, good lighting at night.
- Walkability equals longevity; parks.
- Be more creative in Downtown area.
- Concern for areas and neighborhoods near and on Beaver Ruin.
- The Norcross Police and their fast response times are the #1 reason we live in Norcross.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Open House Summary

This goal should include support for the police and public safety. This is why we pay the almost \$2k city tax each year vs. other areas. Our police differentiate Norcross from PTC.

- Encourage more health and well being projects.

Goal #3 Policies and Priority Actions

- Improve stop signs Downtown and signs on things like truck crossing, train tracks. Better safety.
- Greater enforcement for spending on Beaver Ruin is desperately needed.
- Traffic lights needed on Beaver Ruin near United Methodist Church.
- Policy 2 – does it mean city is planning to work with MARTA?

Goal #4 Policies and Priority Actions

- Continue to improve and update city-wide broadband for everyone.
- For all of Norcross to be vibrant, desperately need to revitalize areas on Beaver Ruin. This area always seems to be forgotten.
- Policy 4-6 – careful! “Reinvest” can equal gentrification. How about a center in under-utilized strip centers invested community support to promote home ownership and long term residency vs. assigning the word ‘decline’ and running out hard-working families that live there now.
- Recognize nature as an economic asset! Data supports this (see Greenville, NC).
- Be selective about the businesses we recruit. Bring businesses that enhance the existing charm and small town feel of Norcross.
- Buy out owners of downtown property if necessary (and it seems to be – as re: Harrington) and put quality retail space and parking as needed! Money well spent!

Goal #5 Policies and Priority Actions

- No more housing. Improve what we have!
- Definitely more affordable, decent housing.
- Review UDO policies for opportunities to provide better housing uses.
- No more apartments because there’s already too much traffic.
- Dispose of extended stay motels.
- Add incentives to codes to encourage single family houses and ADUs.
- We have enough housing – we are overcrowded as it is – too many people, too many cars that do not add to the quality of ‘Historic Norcross’ life.

Goal #6 Policies and Priority Actions

- We are doing this. Focus on other immediate needs of the city.
- This is America – teach English if they don’t know it.
- City leaders should spend taxpayers’ dollars in justified manner. Money is tight for many in Norcross, so don’t waste taxpayer dollars.
- Free English lessons for adults and homework help for children.
- Priority 4 – religious groups need more open paths to be able to help and support the community.
- Simplify building stuff. Too much red tape.
- Develop & support historical groups focused on saving our history for future generations.

Town Center LCI Recommendations

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Open House Summary

Participants were educated on the draft recommendations for the updated Town Center LCI document, then asked to provide feedback on them. Below is a summary of that input:

- Arts Center like City Springs or Lawrenceville.
- More bike/ped connectivity.
- Walking/biking bridge across Buford Highway.
- Stop tinkering with sidewalks and use the funds for something else.
- Center on Downtown only; we all pay taxes, but not every community benefits.

Character Areas

The boards presented the proposed boundaries and description of each Character Area. Participants were asked to share their feedback on both.

Character Area 1: Atlantic/Peachtree Industrial Boulevard

- Add shade trees to bus stops
- Leverage existing greenspace and add trees and ecosystem services to enhance development and attract innovative development

Character Area 2: Medlock/Peachtree Industrial Boulevard

- Is City of Norcross going to spend more money for Peachtree Corners
- Build dedicated bike/walk path to connect Norcross to Peachtree Corners Town Center

Character Area 3: Pinckneyville

- No comments

Character Area 4: North Peachtree Street Neighborhoods

- No trails opening up quiet neighborhoods to Holcomb Bridge or other
- These homes represent Historic Norcross! Keep them “historic”
- Some love this way to enjoy those beautiful homes
- Please complete new bridge connecting Cochran to Valley Rd

Character Area 5: Hopewell Woods

- Put basketball courts back in the park

Character Area 6: Buford Highway/Jimmy Carter Boulevard Activity Center

- Shaded bus stops, more trees along JCB and Buford Highway
- A lot of traffic on Buford Hwy. Need to have a light signal at Buford Hwy and Lively Ave to avoid accidents and keep drivers safe.

Character Area 7: Town Center

- City buy and repurpose extended stay across from City Hall
- Connecting to Buford Hwy may bring more people who aren't as keen at keeping it a clean, safe city
- This idea must be carefully considered – we must take care to fix downtown Historic Norcross before we start this expansion – if not, downtown will suffer from neglect, infrastructure, etc.
- Resources need to be spent outside of downtown as well to increase livability, safety

Character Area 8: Langford Road Industrial Center

- No comments

Character Area 9: Summerour

- With the increase seen in traffic, a traffic light is needed near the Methodist Church to control traffic
- We could trash cans at bus stop
- No apartment buildings

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Open House Summary

- Crossing is dangerous for pedestrians, so a traffic light is desperately needed

Character Area 10: South Cemetery Street

- Purchase extended stay properties and redevelop
- More art

Character Area 11: Jimmy Carter Boulevard/North Norcross Tucker Activity Center

- No comments

Character Area 12: South Norcross Neighborhoods

- Code enforcement is a joke! Please enforce! This is doable!
- Trails and bike lanes
- These two areas (Areas 12 and 13) need a lot of attention and assistance

Character Area 13: I-85 Activity Center

- Bring MARTA
- Bring MARTA
- Bring MARTA!!
- No taxpayer money or no new taxes to bring MARTA



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

STEERING COMMITTEE MEETING 1 MINUTES

Meeting Details

The first Steering Committee Meeting was held at the Norcross City Hall on March 7, 2023, from 6:30 p.m. to 8:30 p.m. The attendees are summarized in the following tables.

Table 1. Committee Members in Attendance

Attended <i>(X indicates the person was present)</i>	Name	Organization
X	Bob Evely	Sustainable Norcross Commission
	Bob Grossman	Norcross Public Arts Commission
X	Josh Bare	Councilmember
	JT Wu	Downtown/West Norcross Resident
X	Kathleen Allen	Norcross Development Authority
X	Kevin Hill	Crowne Plaza
X	Layla Gunn	Downtown/West Norcross Resident
X	Lauren Summers	Downtown Development Authority
X	Marshall Check	Planning and Zoning Board
X	Maria Okpoh	Nia Soule Salon
X	Ralph White	45 South Café
	Ryan Jones	Neighborhood Cooperative Ministries
	Sandy Bui	Downtown/West Norcross Resident
X	Tameka Black	East Norcross Resident
X	Tanya Gilmer	East Norcross Resident
X	Troy Newland	East Norcross Resident

Table 2. Alternate Committee Members in Attendance

Attended <i>(X indicates the person was present)</i>	Name	Organization
	Bruce Gaynor	Mayor Pro Tem
	Catherine Muth	Norcross Public Arts Commission
X	Chelsea Youmans	Sustainable Norcross Commission
	Elsaine Puckett	Norcross Development Authority
X	Jim Erye	Downtown Development Authority
	Marlene Janos	Planning and Zoning Board

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 1 Minutes

Table 3. Project Team in Attendance

Attended (X indicates the person was present)	Name	Organization
X	Jim Summerbell	Jacobs
X	Osman Ercin	Jacobs
X	Amanda Hatton	Blue Cypress Consulting
X	Ansley Jones	Blue Cypress Consulting
X	Tracy Rye	City of Norcross
X	Louisa Towar	City of Norcross

Welcome and Introduction

Tracy Rye, City of Norcross Community Development Director, introduced the plans and the project team. She discussed that the process has just begun. The formal city council kickoff public hearing was held Monday night, March 6, 2023. The consultant team has been doing some behind-the-scenes preparation over the last month, including interviewing community leaders.

The committee members introduced themselves, including how long they have lived in or owned businesses in Norcross.

Project Overview

Jim Summerbell, the consultant team project manager, provided an overview of the scope and purpose of the plans being updating. He discussed the overarching goals of the Comprehensive Plan and Town Center LCI and the benefit of doing both plans as a joint effort. He discussed that building public-private partnerships is an important outcome of these planning efforts.

The Buford Highway Master Plan was recently completed. Norcross also has a trails plan, other LCIs, and many other plans that these planning efforts will build on.

Jim discussed the key components of the Comprehensive Plan, including the citywide vision and the character area visions and policies. He invited the committee to review the current Comprehensive Plan, which is available on the project website or the City's website.

Next, Jim provided an overview of the Town Center LCI and the technical analysis going into it. He mentioned that the LCI is funded by federal transportation money administered by the Atlanta Regional Commission. The last Town Center LCI Plan Update occurred in 2011. Jim discussed the major issues and topics that will be explored, including: safe pedestrian crossings on Buford Highway; vehicular and pedestrian crossings over the railroad; and implementation of electric vehicle charging infrastructure.

Jim touched on the overall project schedule and discussed the mandatory deadlines for completion for each plan.

Public Engagement Approach

Amanda Harton, the Public Involvement Lead, discussed the engagement approach. We have a community engagement plan that is our operating manual, but we invite feedback from the steering committee to make sure that we haven't overlooked anything. We want to make sure our process is accessible to a broad cross-section of the community. She discussed the awareness building campaign and our goal to connect with community partners to extend our reach.

A committee member asked about the makeup of the interviewees. Jim answered that we have interviewed all of the City Council, a member of the DDA, and City staff. We have others we plan to interview, such as the school principals and community nonprofits.

One member asked if we have you considered the Norcross Community Market. Tracy said this could be a possibility and that it was a pop-up location for the last Comprehensive Plan process. Tracy also brought up the possibility of having a pop-up at the City Council Cookout event.

One concern about the Easter Egg Hunt is not being able to capture attention of the parents.

A committee member asked if we will collect input on where people live and work or own a business. Amanda answered yes.

A committee member brought up that Jazz in the Alley draws a different crowd, and others agreed.

Tracy asked if any of the business owners of the committee would be willing to host a banner at their business. Some committee members spoke up that they would be willing to do so.

A committee member suggested placing yard signs at the bus stops in high density areas like apartment complexes. For instance, Brunswick Apartment is a high-visibility location.

A committee member asked about whether the banners and yard signs would be translated. Amanda answered yes, both items will include Spanish translations. Another committee member asked if we also plan to use digital promotions. Amanda answered yes, we plan to coordinate with the Norcross Communications team to get the word out through social media and other channels.

Multiple committee members chimed in that digital school boards are good way to promote engagement events. Another committee member said that a project hashtag would help with raising awareness.

A committee member asked about the plan to engage different demographic groups. Amanda discussed the community partnerships approach, as well as the goal to host pop-ups at events that have high participation from the Hispanic segment of the population.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 1 Minutes

A committee member asked about the format for surveys (digital or hard copies). Another committee member discussed the importance of designing the surveys for mobile devices.

Amanda invited the committee to share the City's social media posts on their own timelines to help extend our reach.

Community Priorities Discussion

Ansley Jones, Community Planner, introduced the Community Priorities feedback activity. She discussed that the goal of this activity is to validate whether the goals from the 2040 Comprehensive Plan and the 2011 Town Center LCI Plan are still priorities going forward. Many of the questions are a ranking format, in an effort to learn which items are top priorities for the committee. Safe walking and bicycling facilities emerged as recurring priorities.

Ansley shared that the interviews have already indicated that housing may be a topic where community members have differing ideas. In response to a question where "affordable housing" was mentioned, a committee member brought up the definition of affordable housing and asked that we be more direct when asking about affordable housing in the future. She recommended using the term "workforce housing," which she defined as housing to serve the income ranges of 80 percent of the area median income (AMI) to 100 percent AMI, which would help allow Norcross' city staff, police, and teachers to live in the community.

Next Steps and Closing Comments

A committee member noted that we are missing a huge segment of Norcross by not having any Hispanic representation on the committee.

A committee member expressed concern about scheduling future committee meetings on Wednesdays due to conflicting Board meetings (Sustainable Norcross, Planning & Zoning Board, DDA, NPAC, etc.). On the related polling question, the majority of the committee preferred keeping future meetings on Tuesday evenings. The next meeting will be May 9.

A committee member asked about what other communities are doing like these plans. Tracy noted Chamblee as a community that has done a lot of similar work. Jim noted that we can provide examples from work in other communities at a subsequent meeting.

A committee member asked about using Facebook ads for promotions. Tracy discussed that the City does have some money set aside for this.

A committee member asked if Jacobs has Rideshare data for Norcross. Jim said the team is exploring that. He noted that rideshare numbers have declined since before the pandemic.

Tracy explained the primary and alternate designations for the committee and noted that alternates will only be asked to come to future meetings if their primary designee is unable to attend.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 1 Minutes

Amanda noted that we will circle back with a sign-up genius when we have confirmed the pop-up date/location to have Steering Committee members help at the event. Tracy noted that we plan to ask the committee to share social posts and help get the word out.

Exhibit A. Presentation and Poll Results

The presentation slides and poll results are provided on the following pages.



NORCROSS

IMAGINE OUR FUTURE

Updates to the Town Center LCI and 2040 Comprehensive Plan

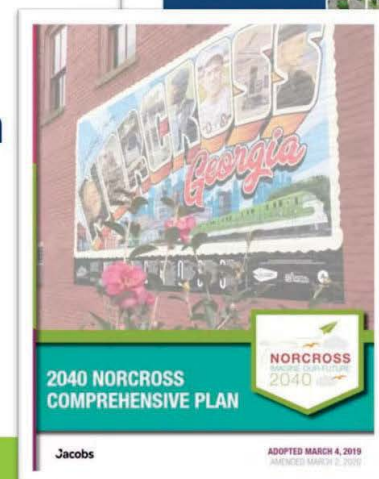
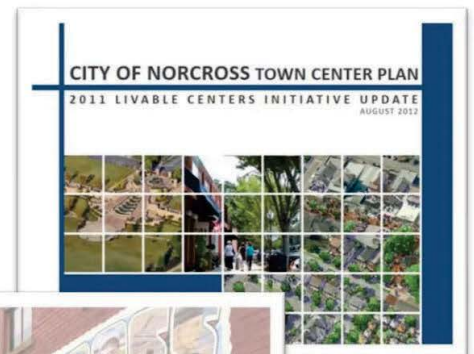
Steering Committee Meeting #1

March 7, 2023



Agenda

- 6:30 Welcome and Introductions
- 6:40 Project Overview
- 7:00 Public Engagement Approach
- 7:30 Community Priorities Discussion
- 8:20 Next Steps



PROJECT OVERVIEW



Scope and purpose of the plans being updated

Comprehensive Plan

- Defines the long-term vision for the entire City
- Policy guide for future actions based on a shared vision
- Required by state law in order to receive certain funding

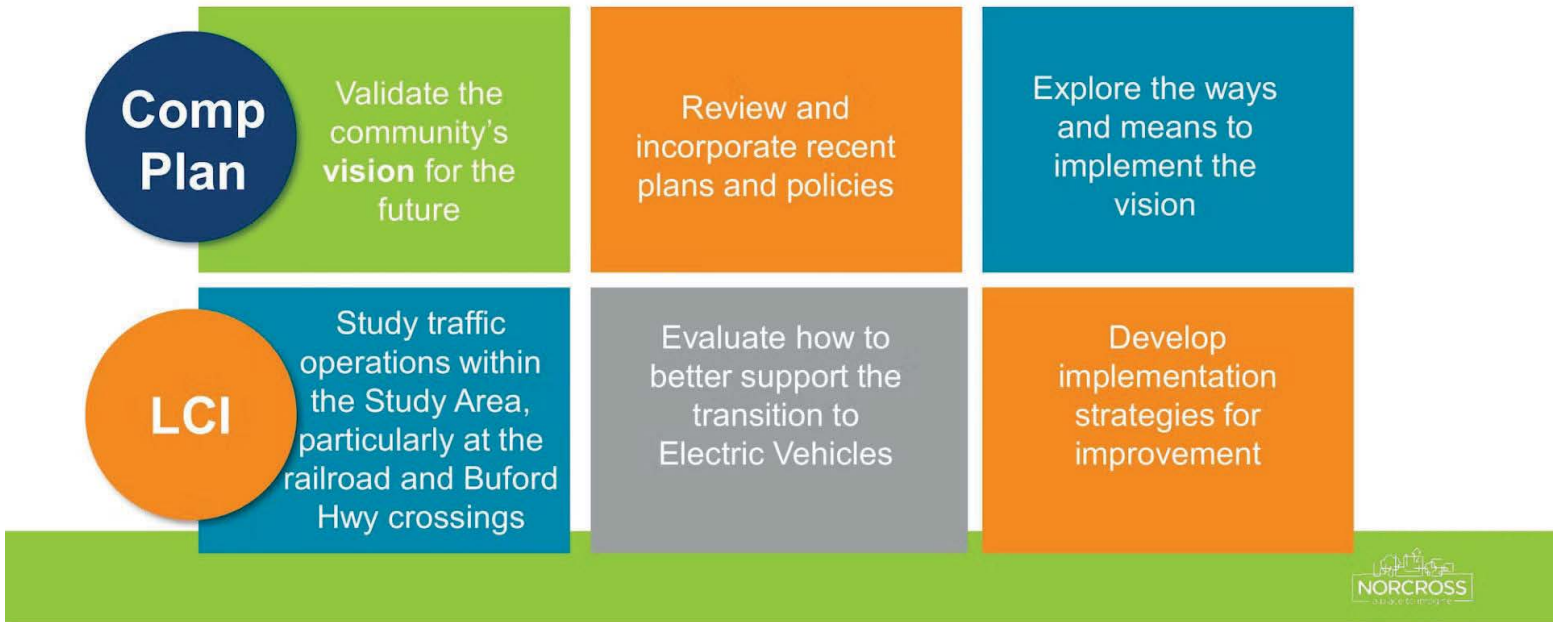
Town Center Livable Centers Initiative (LCI)

- Encourages the co-location of diverse housing, employment, recreational and cultural amenities in the Town Center
- Supports and plans for access to a range of travel modes
- Fosters public-private partnerships and sustained community support, including those who are historically under-served and under-represented

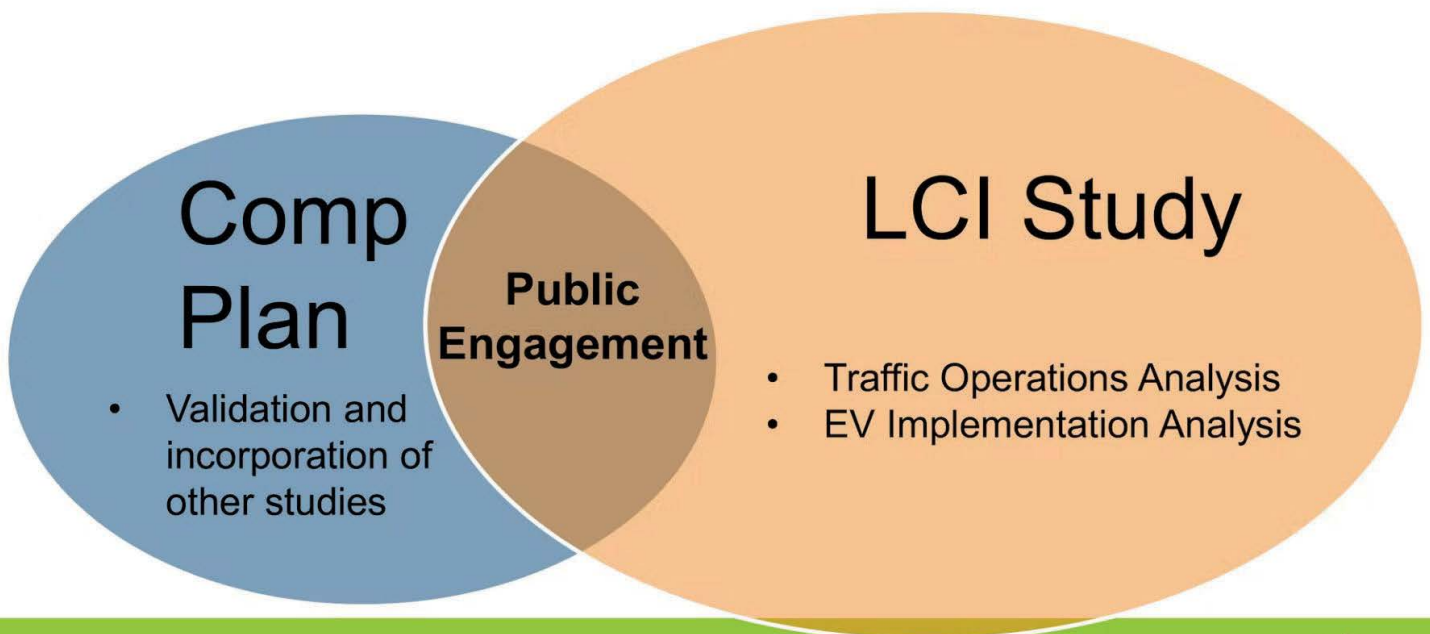


Project Goals

Combined goals between updating the Comprehensive Plan and the LCI



Integrated Approach focused on Implementation



Components of the Comprehensive Plan



TWO-PART VISION

STATEMENT

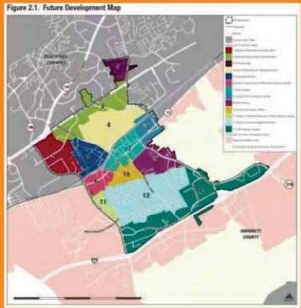
(CITYWIDE)

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



CHARACTER AREAS

(LOCATION-SPECIFIC)



MAP + NARRATIVE

Traffic Operations Analysis



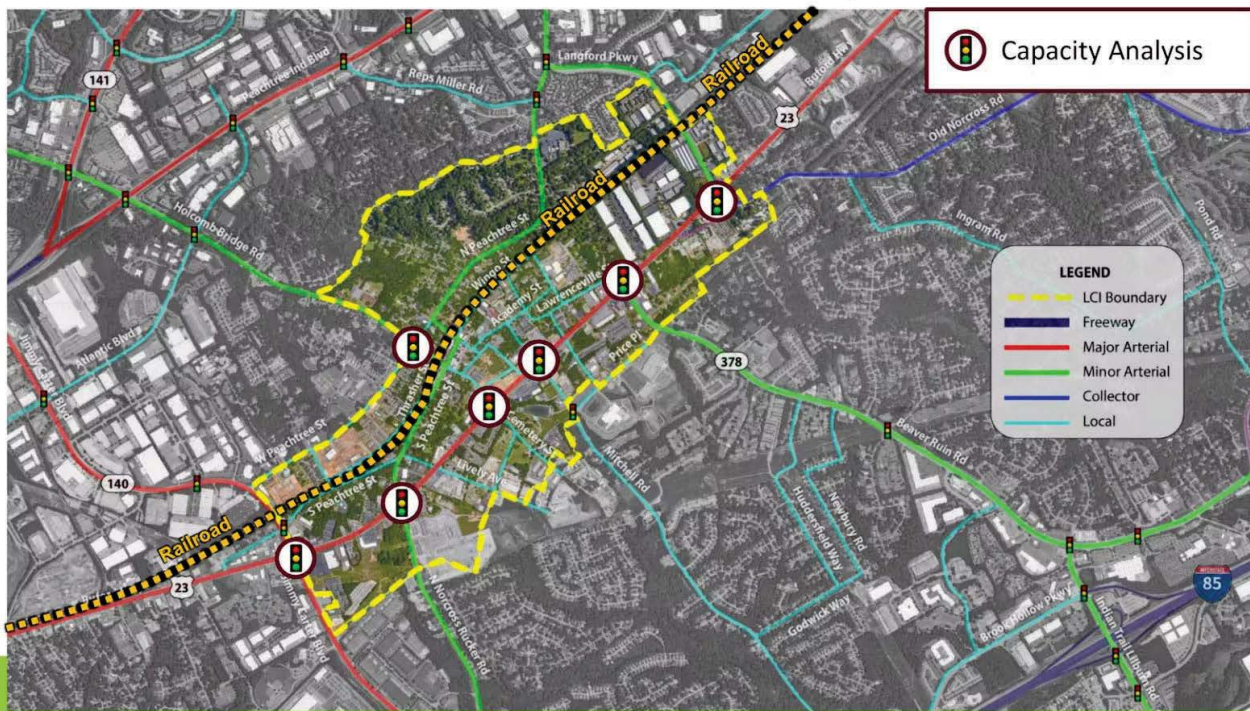
- Steering Committee Vision
- Past Studies and Reports
- Stakeholder Interviews
- Pedestrian Safety Assessment
- Future Growth Trends
- Existing Conditions Assessment

- Examples:
- Buford Highway Congestion
 - Railroad Crossings
 - Mobility Connections across Buford Hwy
 - Pedestrian Safety

- Examples:
- Enhanced Intersection Crossings
 - Alternative Intersection Solutions
 - Streetscape Upgrades
 - Lane Reconfigurations



Focus on Intersection Improvements



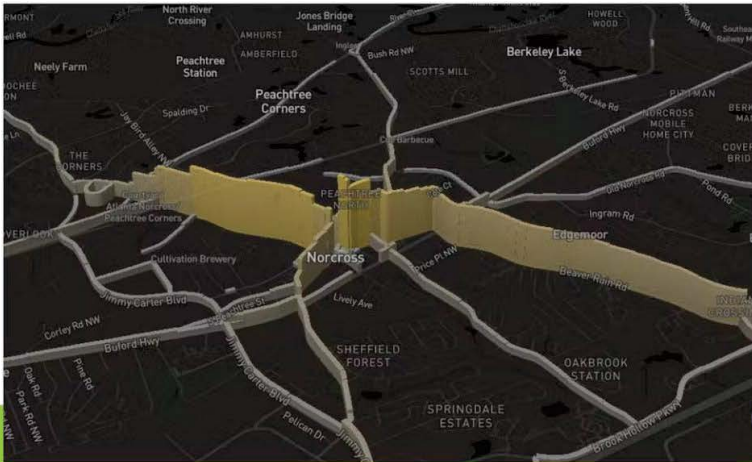
- Buford Hwy Intersections:**
- Jimmy Carter Blvd
 - S Peachtree Rd / N Norcross
 - Tucker Rd
 - Holcomb Bridge Rd/ S Cemetery St
 - Mitchell Road
 - Beaver Ruin Rd
 - Old Norcross Rd
- At grade Railroad crossings:**
- Holcomb Bridge Rd
 - Jones St/Park Dr
 - Lanford Pkwy



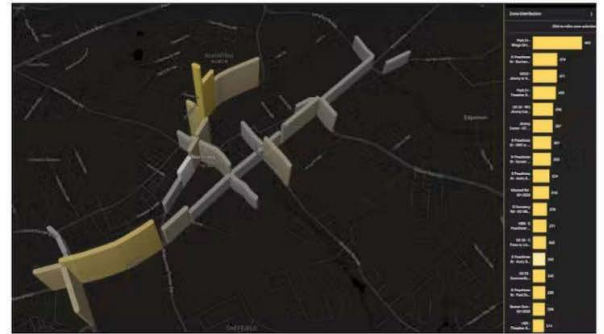
StreetLight Data

StreetLight data will be used in place of traditional data collection measures, improving accuracy over one-day counting methods and offering additional insights like routing and multimodal results.

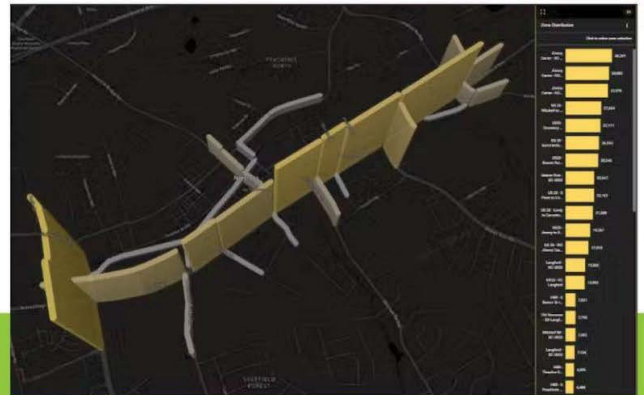
Top Routes for Vehicles to S Peachtree St



Pedestrian Activity along Buford Hwy



2021 AADT along Buford Hwy

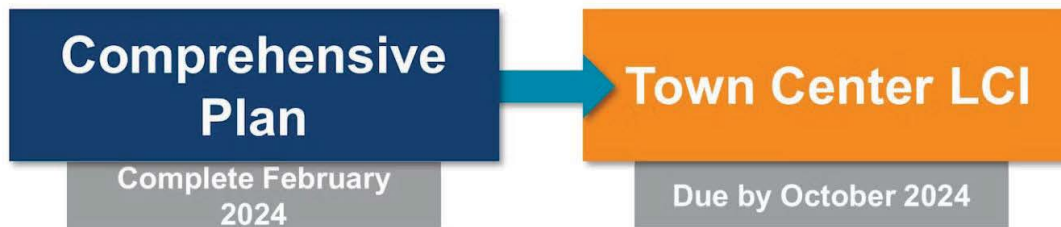


Electric Vehicle (EV) Charging Planning Approach

- Coordinate with ARC on Regional EV Plan
- Research latest changes in EV technology
- Use of StreetLight Data to create EV activity Heatmaps to Support Town Center EV Planning
- Select recommended sites for EV charging
- Help to identify funding opportunities



Schedule



- **Public engagement** will be taking place over the **Spring, Summer, and Fall**
- **Steering Committee** established:
 - Membership appointed by City Council
 - Will meet 5 times over the coming year, first meeting on March 7
- Mayor and City Council will be **updated regularly** throughout the process



PUBLIC ENGAGEMENT APPROACH



Engagement Overview

- Interactive website
www.imagineourfuture.org
- Public hearings
- Awareness building campaign
- Project outreach list
- 3 pop-up events
- 2 online surveys
- 1 public open house

Tentative Pop-Up Event Plan

APR	Information Collection Phase
MAY	Visioning Phase
JUNE	Visioning Phase

Stakeholders Role: Interviews (up to 15), Steering Committee (meets 5 times), Presentation to Planning & Zoning Board (1), City Council Meetings (3)



Pop-Up Event Options



Pop-Up 1: April 8

- Easter Egg Hunt, Rossie Brundage Park

Pop-Ups 2 and 3: Help us decide!

- Viva Mexico
- Juneteenth
- Summer Concert Series
- Community Center Movie Monday
- Others?



Which events/locations do you think we should prioritize for pop-up booths? (Check all that apply)



Easter Egg Hunt/Special Needs Easter Egg Hunt, 4/8



Community Center Monday



Office lobbies of Latin American Association or Asian-Americans Advancing Justice



Georgia Cities Week at City Hall



Summer Concert Series



Viva Mexico



Juneteenth

14

Do you have additional ideas about locations for pop-up events?

15 Answers

Norcross community market

4th of July

Irishfest

Pedal Norcross (October)

Fall arts festival , brewery's, 3rd if July

Events at Pinnacle Park

Jazz in the Alley

German and British Car Shows.
Norcross Farmers Market

Any of the festivals

12

Do you have additional ideas about locations for pop-up events?

15 Answers

Children's day events and activities

Car shows, council cookouts, jazz in alley,

Coffee With Council

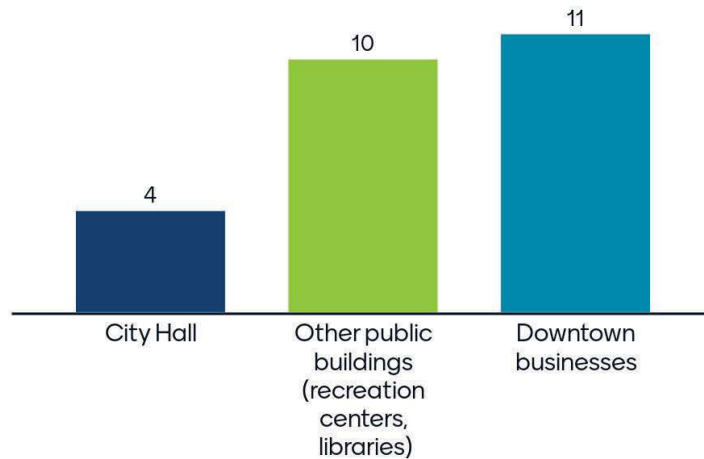
PDC meeting

Concert audiences aren't representing most of Norcross as there are few Spanish language groups.

Southwest Chamber First Friday

12

When not being used at pop-ups, where should project banners be placed to raise awareness?



15

Do you have additional ideas for locations to place banners?

14 Answers

Buford hwy near liberty

Top of Lillian Webb Park

Norcross library branch

Over the streets entering Norcross

Lillian Webb - Thrasher Parks

Mitchell Road at Price Place

Sign near Thrasher park

All along Buford Hwy

On the city sign by the tracks



Do you have additional ideas for locations to place banners?

14 Answers

Latino markets, holcomb bridge at w peachtree

Digital sign at Ptree Ind & Holcomb

Lawrenceville st near McDonalds and senior citizen home

Sunset at N Peachtree

Lawrenceville st near McDonalds & senior citizen home



Do you have suggestions for high-visibility locations throughout the city to place yard signs promoting engagement opportunities?

18 Answers

- | | | |
|--------------------------------------|---|------------------------------|
| Parks | Mitchell Road, Norcross Tucker, Beaver Ruin | Library |
| Holcomb bridge, city events, schools | Holcomb Bridge | Beaver ruin Methodist church |
| N Peachtree St | Near traffic lights along Buford Hwy | Sunset at N Peachtree |



Do you have suggestions for high-visibility locations throughout the city to place yard signs promoting engagement opportunities?

18 Answers

- | | | |
|--|--|-------------------------------|
| Lawrenceville st and Jones st intersection stop sign | Lawrenceville st near McDonald's & senior citizen home | Churches |
| PDC | PDC, Rotary Clubs, and SGCC | Southwest Chamber of Commerce |
| Norcross High | Summerour | Paul Duke |



Steering Committee & Community Partners

Help us extend our reach!

Champion the project in your community, and help us connect with cultural or interest groups in Norcross

- Center for Pan Asian Community Services
- Latin American Association
- Young Norcross
- Others?



Do you have recommendations for organizations we can work with to get the word out to different segments of the Norcross population?

16 Answers

PDC	Norcross Co-op	Library
PDC, Rotary Clubs, and SGCC	Churches	Alliance for Norcross Peachtree Corners
Office of Code Enforcement, they are in touch with HOA's	Southwest Chamber of Commerce	Regions Norcross branch on Buford High is heavily utilized by the Hispanic population

Do you have recommendations for organizations we can work with to get the word out to different segments of the Norcross population?

Norcross Garden Club

Churchs, PTA groups,

Apartment complex management

Local Schools (public and private)

HOA presidents and board members of communities

LatinX and Galeo

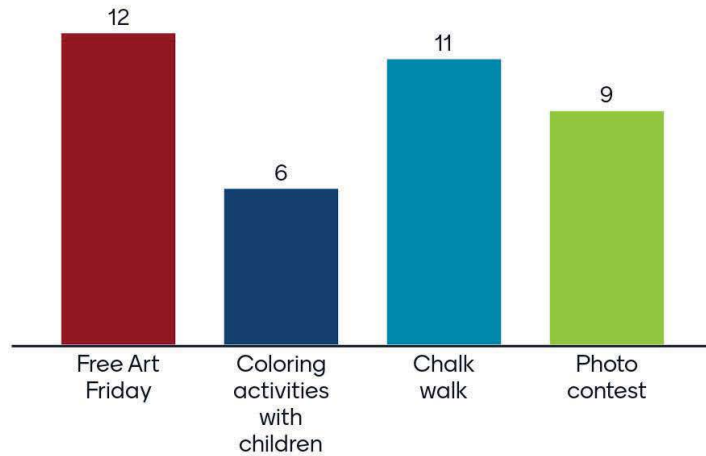
Corners Outreach

Imagine the Future through Art Ideas



- Free art scavenger hunts, with local artist support
- Photo or other art media contest
- Creative visioning input activities
- Artist interpretation of community vision
- Kids activities (chalk, coloring pages, etc.)
- Other ideas

Which forms of arts-based engagement do you support? (Check all that apply)



Do you have additional ideas about how to carry out arts-based engagement?

12 Answers

"Imagine our Future" wildflower seed packets 🌱

Artist partnerships with local art galleries / museums (eg Hudgens)

A color run/5k

Ask Bobbie Adamczyk at NES for ideas

Art from Senior Center, Adult Living Communities

Mental mapping exercise

Children's art museum that rotates their works

Kids paint a city parks maintenance vehicle.

Partner with Norcross Library



Do you have additional ideas about how to carry out arts-based engagement?

12 Answers

Board at the library where people can add their art and vision

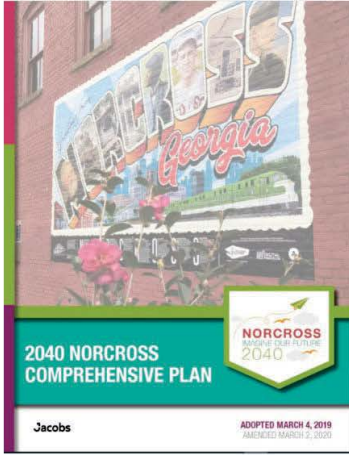
In conjunction with planned City Festivals
Holding novel events at The Rectory and branding it as an "arts space"

Partner with Norcross Library

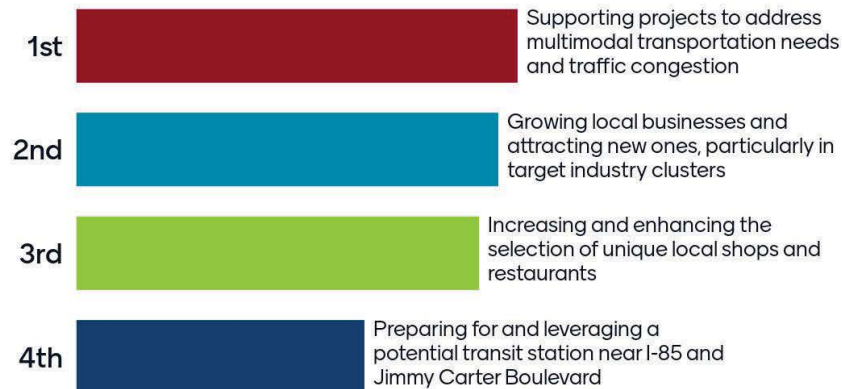


COMMUNITY PRIORITIES DISCUSSION

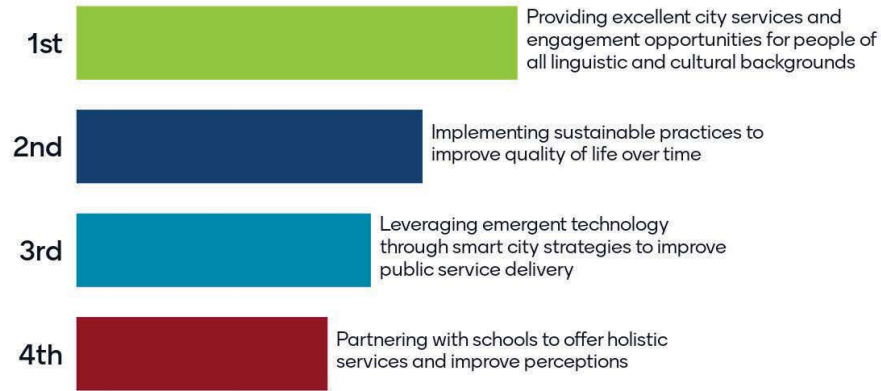
Please rank the quality of life priorities from the 2019 plan update by current importance.



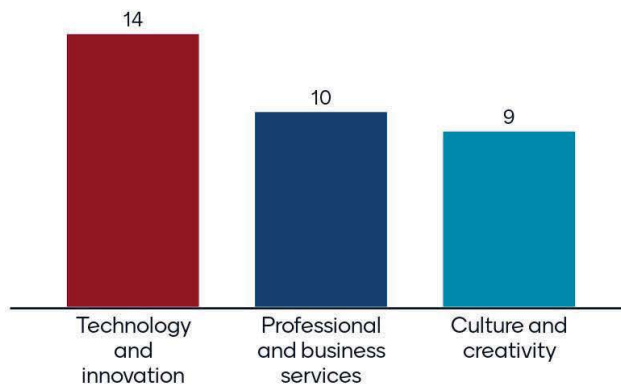
Please rank the economic and infrastructure priorities from the 2019 plan update by current importance.



Please rank the public service priorities from the 2019 plan update by current importance.



Which of the previously identified target industry clusters do you want to see more of in Norcross? (Check all that apply)



Are the other industries you would like to see in Norcross?

11 Answers

Manufacturing

Medical

Ones that will bring in overnight guest

Manufacturing

Technical college campus

Airport

One-stop resource centers

Bed and breakfasts

Manufacturing



Are the other industries you would like to see in Norcross?

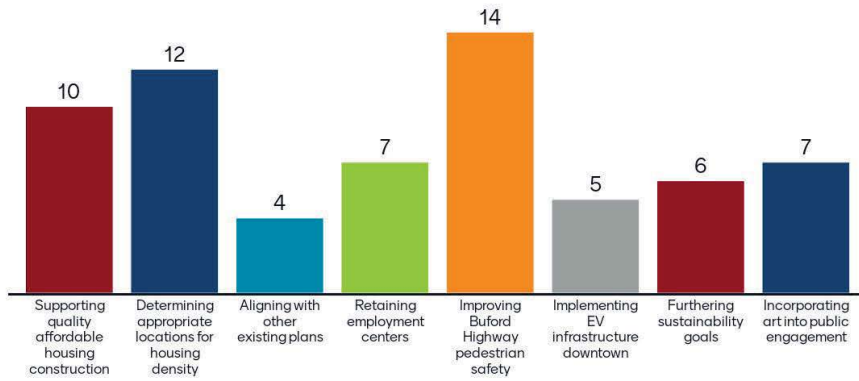
11 Answers

Educational programs that support
Technology and Innovation

Data



Which of the following do you see as essential outcomes of this comprehensive plan update? (Check all that apply)



Do you have additional thoughts on issues you would like the plan update to address?

24 Answers

- | | | |
|-------------------------|--------------------------|---|
| Walkability | Live work play balance | Parking |
| Parking | Bicycle infrastructure | Bike lanes |
| Cycling and walkability | Sidewalks and bike lanes | Incorporating demographic insights from 2020 census |

Do you have additional thoughts on issues you would like the plan update to address?

24 Answers

Micro mobility (scooters, bicycles)

Entrepreneur incubation

Cycling - including bike racks (and charging), rentals

Is there discussion on changing the train crossings? I believe there are options that don't require trains to horn as much

Greenspace

Quality housing throughout Norcross, particularly investor owned properties

Public art

Road diets to allow for biking

Cultural Arts Center

16



Do you have additional thoughts on issues you would like the plan update to address?

24 Answers

Public safety signage

Long term viability of business nodes

Golf cart useage

Support for small businesses

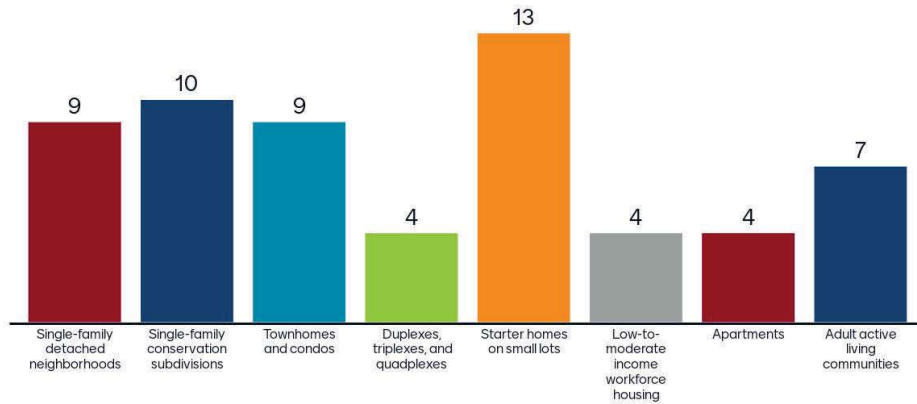
Focused commercial growth in the downtown that centers on retail and restaurants versus office space

Public safety and the issue of crime ridden extended stay motels in the area; supporting and including local schools in planning

16



Which housing types would you like to see more of in the future? (Check all that apply)



NEXT STEPS

What will we cover?

Meeting #2 Existing Conditions
May 2023

Meeting #3 Implementation Options
August 2023

Meeting #4 Draft community work program
October 2023

Meeting #5 Next Steps and Implementation
January 2024



Meeting Dates

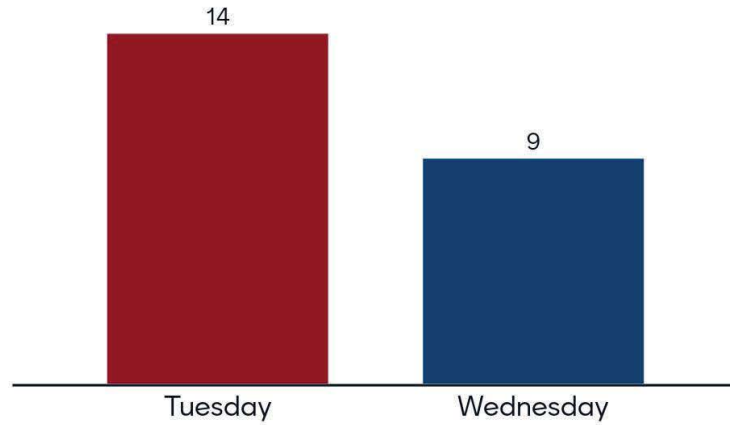
Tuesdays or Wednesdays?

Tentative Calendar based on Wednesdays

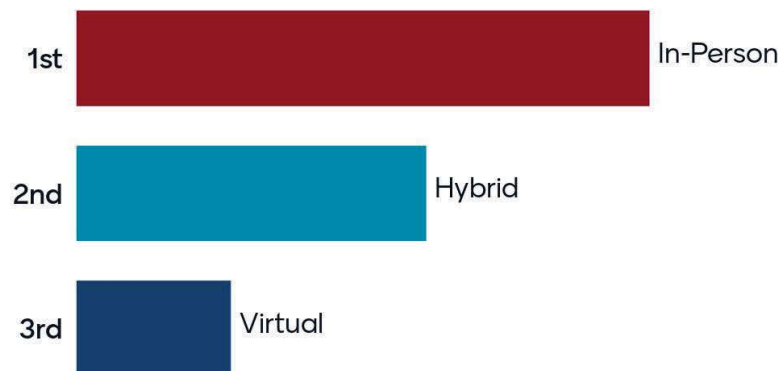
- Meeting #2 - May 10, 2023
- Meeting #3 - August 9, 2023
- Meeting #4 - October 11, 2023
- Meeting #5 - January 10, 2024



Which nights of the week are you available for future Steering Committee meetings? (Check all that apply)



Do you prefer in-person, virtual, or hybrid meetings for future committee meetings?



Questions? Comments!

Contact Information:

Jim Summerbell, AICP

Project Manager, Jacobs

Jim.summerbell@jacobs.com

o. (404) 978-7579

Amanda Hatton, AICP

Senior Community Planner, Blue Cypress Consulting, LLC

amanda.hatton@bluecypress-consulting.com

o. (470) 322-5100 ext.10





Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

STEERING COMMITTEE MEETING 2 MINUTES

Meeting Details

The second Steering Committee Meeting was held at the Norcross City Hall on May 9, 2023, from 6:30 p.m. to 8:30 p.m. The attendees are summarized in the following tables. *The meeting recording and copy of the presentation is available in the meeting presentation PDF, at <https://www.imagineourfuture.org/steeringcommittee>.*

Table 1. Committee Members in Attendance

Attended (X indicates the person was present)	Name	Organization
X	Bob Grossman	Norcross Public Arts Commission
X	Chelsea Youmans	Sustainable Norcross Commission
X	Josh Bare	Councilmember
	JT Wu	Downtown/West Norcross Resident
X	Kathleen Allen	Norcross Development Authority
	Kevin Hill	Crowne Plaza
	Layla Gunn	Downtown/West Norcross Resident
X	Lauren Summers	Downtown Development Authority
X	Luis Fernandez	Mojitos/The Crossing
X	Marshall Cheek	Planning and Zoning Board
	Maria Okpeh	Nia Soule Salon
X	Ralph White	45 South Café
X	Ryan Jones	Neighborhood Cooperative Ministries
	Sandy Bui	Downtown/West Norcross Resident
X	Tameka Black	East Norcross Resident
X	Tanya Gilmer	East Norcross Resident
X	Troy Newland	East Norcross Resident

Table 2. Alternate Committee Members in Attendance

Attended (X indicates the person was present)	Name	Organization
	Bruce Gaynor	Mayor Pro Tem
X	Catherine Muth	Norcross Public Arts Commission
	Elaine Puckett	Norcross Development Authority

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 1 Minutes

Attended (X indicates the person was present)	Name	Organization
X	Jim Erye	Downtown Development Authority
X	Marlene Janos	Planning and Zoning Board
X	Jiann-Ming Su	Sustainable Norcross Commission

Table 3. Project Team in Attendance

Attended (X indicates the person was present)	Name	Organization
X	Jim Summerbell	Jacobs
X	Geoff Warr	Jacobs
X	Xuwen Le	Jacobs
X	Amanda Hatton	Blue Cypress Consulting
X	Tracy Rye	City of Norcross
X	Jalia Killings	City of Norcross
X	Louisa Tovar	City of Norcross

Welcome and Introduction

Jim Summerbell, consultant project manager, welcomed everyone to the meeting. He introduced the rest of consultant team in attendance, including Geoff Warr, Amanda Hatton, and Xuwen Le.

New and first-time attending members introduced themselves:

- Luis Fernandez - Owner of Mojitos; he has been in Norcross since 2008.
- Ryan Jones - Works for Neighborhood Cooperative Ministries
- William Corbin - Norcross Economic Development Director
- Cathy Muth - Alternate for Norcross Public Arts Commission

Key goals of the meeting are to identify needs/opportunities, discuss highlights from data collected, and to determine next steps.

Project and Engagement Updates

Jim covered the three-step planning process. The planning team aims to have draft plan documents by the end of the year with plan/study adoption slated for February 2024. Jim highlighted Existing Conditions progress since the last Steering Committee Meeting:

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

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 1 Minutes

- Question (Q): What was the source for needs/opportunities?
 - Response (R) Jim: Surveys, interviews, existing plans, last mtg.
- Q: Did the survey results vary from interviews?
 - Jim deferred to Amanda's summary slides of progress to date, provided shortly thereafter.
- Comment (C): Schools are both a strength and weakness.

Amanda spoke to public engagement highlights to date, covering the April pop-up input, community partner involvement and survey #1 interim results, both of which are highlighted in the presentation.

- Only 191 people have participated in the survey so far, and there have been no Spanish surveys completed.
- Amanda asked for ideas about how to increase survey participation. The following ideas were offered by committee members:
 - Reach out to schools and PTA promote survey in their newsletters.
 - Email small businesses identified by the Norcross Development Authority.
 - Reach out to churches that participated in the Master Arts Master plan to increase Spanish-speaking participation.
 - Promote of the survey at Regions shopping center or similar location.
 - Conduct an automated promotion call campaign, directing people to take the survey.
- One committee member questioned why electric vehicles are being promoted so much as a part of the planning effort.
 - Jim noted that it is in our scope of work and required by the Atlanta Regional Commission contract.
 - Tracy Rye noted that it is part of the reason that Norcross received the LCI grant.

Amanda re-introduced the planning team's goal to incorporate public art in the planning process, which had been broadly discussed at the first meeting. The planning team would like direction from the Steering Committee to move forward with two to three art initiatives following this meeting. Amanda introduced the following five ideas:

1. Chalk walk
2. Makers month collaboration
3. Rocks or stepping stones activity
4. Art contest
5. Art archives

The group offered some ideas:

- The planning team could leverage the Norcross Gallery and Studio to feature art produced. The gallery recently featured work from schools.
- Utilize Farm Fresh Days to do the chalk walk.
- Do chalk walk by one of the schools prior to school ending.
- The chalk walk could be moved around to hear from different people and different areas of Norcross.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 1 Minutes

Since there was no consensus on what activities to advance after the meeting, Amanda stated that the team would send a follow-up poll soon after the meeting and advance the top two options based on the poll responses received.

Existing Conditions Highlights and Discussions

Jim noted that the planning team is still in process of completing existing conditions, but today the team is featuring key highlights from work to date.

Socioeconomics Review

Jim covered some general socioeconomic stats about Norcross. He noted that there are 18,534 residents in Norcross but over 2 million people within a 30-minute drive. Jim pointed to the diversity of the community. Jim noted that a more detailed slide deck of existing conditions will be added to the website.

Pedestrian Safety Assessment

Geoff Warr provided an overview of pedestrian statistics and Street Light data. See the presentation PDF for details.

Crash Data - Pedestrian and bike crashes, Geoff noted that non-reported to police accidents do not show up in the presentation.

- Marshall asked if the accidents numbers include I-85. Geoff will look into this.
- A question was asked about how crash data compares to other communities up and down Buford Hwy. Geoff said we could pull that comparison data.

Additional data highlights included the following:

- Railroad Inventory and Crash Data
- LCI Pedestrian Activity
- Traffic Congestion
- Level of Service - Many of side streets have long wait times in the morning and evening.
- Average Daily Traffic Volume
- Pedestrian Design Flag Assessment of Buford Highway
 - Q: What does design flag mean? R: It's looking at the design and experience and assigning red flags when an issue exists.
 - Q: What are the flags? R: Geoff explained that it varies from flags for cars versus the pedestrian experience.
 - Q: How do you improve weight time for the pedestrian without messing up traffic?
 - R, Geoff: It gives you a menu of options - it's very difficult to get rid of all the flags.

Adjacent Projects (see presentation for details)

- Jimmy Carter at Buford Hwy
 - Q: At West Peachtree would there be a crosswalk?
- Greenway project

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 1 Minutes

- Beaver Ruin Rd from Light Cir to SR 13

Past Transportation Plans and Studies - see presentation for details.

- Q: Do we know how many projects were advanced?
- Jim: Part of today is helping us identify what we should prioritize.
- Q: What is a bulb out? Geoff: It's when you push out the street to avoid parking right at intersection and blocking views.

Pedestrian Safety Questions/Comments

Geoff ended his highlights by introducing the following 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

Discussion/Comments

- C: We need to more information or more time to digest to give feedback. We need a realistic view of what's been completed versus what has not.
- Geoff noted that there are two things we'll be addressing: Safety on Buford Hwy and railroad crossings.
- Q: When will this plan get updated?
 - The group discussed that it's usually every 10 years.
 - Amanda noted that the City could decide to update it more frequently.
 - Jim noted that there are often funding or resource limits that inhibit more frequent plan updates.
- Who's funding things? Mix of sources but ARC.
- How do they evaluate projects? If you implement things, you see more funding.
- What helped with the Holcomb Bridge Crossing? Geoff: That was an LCI improvement.

EV Discussion

Xuewen led an overview of EV policy in the state of Georgia and related incentives. The following topics were covered:

- What is driving EV growth? 50% of EVs by 2030 is an Executive Order. Governor Kemp is also making EVs a top priority.
- EV Infrastructure in Georgia (National Elective Vehicle Infrastructure (NEVI) Database)
- Georgia's EV Infrastructure Plan - Approved in 2022.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 1 Minutes

- Alternative Fuel Corridors - I-85 is one of them.
- Types of Chargers
- Justice 40 tie-in
- EV Infrastructure Funding
- ARC regional plan for EV infrastructure
- Current Public Chargers in Norcross
- Other E Mobility Needs - EV Charging

Q: Who pays for chargers? R: Mix of funding streams.

Q: What money is available for transmission? And upgrade our lines and the influx of charges?

Q: What funds are available in Norcross for Level 3 Chargers?

EV Charging Questions

Xuewen ended his highlights by introducing the following questions.

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

- 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?

Discussion

- C: Where we put the chargers is going to not be for residents.
- EV Locations suggested by Steering Committee members:
 - Global Mall
 - Library
 - Downtown Norcross
- C: Some residents do charge at stations which are faster.
- Q: Does Gwinnett have electric buses?
 - R: Not yet.
- C: Investing in EV for supporting visitors to Norcross.
- C: This could be a good revenue stream for Norcross Power.
 - Mr. Corbin: Norcross only operates in and around the downtown.
- Q: Are there cons?

Small Group Map Discussions

Committee members were asked to share ideas for the following questions by placing sticky notes and dots on maps prior to leaving. Below are the questions, with input received followed by a picture of the combined map input.

EV Charging (green dots or notes) - Should the City decide to further invest in EV charging stations, where would they best be located?

- See dots on map.

Areas of Change (blue dots or notes) - What new real estate developments do you anticipate or would like to see? In particular, where are opportunities for new housing?

- No input received.

Transportation Priorities (yellow dots or notes) - Where should improvements occur first?

- Multi-use trail at Holcomb Bridge Rd.
- More traffic calming at N. Peachtree.
- Multi-use trail on N. Peachtree.
- Safer crossings for bike/ped on Buford Hwy.
- Better access to Pinnacle Park. There is currently no public transportation to the park. shuttle? bus stop? etc.
- Consider a dedicated, center bus lane on Buford Hwy that includes pedestrian area (examples include Urbana-Champagne, IL and New Orleans)
- Also see dots on map.

Other Opportunities in the Town Center (red dots or notes) - Redevelopment, parking, housing, shopping, etc.?

- Parking deck with EV charging station – perhaps in the police department space (once they move it).
- E-bike chargers in Downtown area.
- Also see dots on map.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 1 Minutes

Map Discussion Input



Next Steps and Public Comments

Jim Covered Next Steps

- Future Steering Committee Meetings: Meeting #3 is on August 8. Meeting #4 is October 10. Meeting #5 is January 9.
- Before the next meeting, the planning team will provide data to the committee about past LCI and plan accomplishments. The team is also looking at Peachtree Corners, Duluth, and Chamblee for market comparisons and will share that information at the next meeting.
- Next Steps for Steering Committee: 1) Take art ideas poll. 2) Help encourage survey participation and stop by upcoming pop-up events.

Other Remarks and Comments

- Tracy noted that her last day with Norcross is next Wednesday. Committee members thanked her for all her contributions to the city.
- June 3 is Jazz Festival - can we promote the meeting there? Tracy noted that there is not enough staff manpower to be present at the event and the consultant team is already committed to other things.
- Amanda suggested that the City could rotate a couple of the yard signs to be at the Jazz Festival.

Presentation

Please find the meeting recording and presentation at the Imagine Our Future website:

<https://www.imagineourfuture.org/steeringcommittee>



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

STEERING COMMITTEE MEETING 3 MINUTES

Meeting Details

The third Steering Committee Meeting was held at the Norcross City Hall on August 8, 2023, from 6:30 p.m. to 8:30 p.m. The attendees are summarized in the following tables.

Table 1. Committee Members in Attendance

Attended <i>(X indicates the person was present)</i>	Name	Organization
X	Chelsea Youmans	Sustainable Norcross Commission
X	Bob Grossman	Norcross Public Arts Commission
X	Josh Bare	Councilmember
	JT Wu	Downtown/West Norcross Resident
X	Kathleen Allen	Norcross Development Authority
X	Kevin Hill	Crowne Plaza
	Layla Gunn	Downtown/West Norcross Resident
X	Lauren Summers	Downtown Development Authority
X	Luis Fernandez	Mojitos/The Crossing
X	Marshall Cheek	Planning and Zoning Board
X	Maria Okpeh	Nia Soule Salon
X	Ralph White	45 South Café
X	Ryan Jones	Neighborhood Cooperative Ministries
	Sandy Bui	Downtown/West Norcross Resident
	Tameka Black	East Norcross Resident
	Tanya Gilmer	East Norcross Resident
	Troy Newland	East Norcross Resident

Table 2. Alternate Committee Members in Attendance

Attended <i>(X indicates the person was present)</i>	Name	Organization
	Bruce Gaynor	Mayor Pro Tem
	Catherine Muth	Norcross Public Arts Commission
	Elaine Puckett	Norcross Development Authority
X	Jim Erye	Downtown Development Authority
X	Marlene Janos	Planning and Zoning Board

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 3 Minutes

Table 3. Project Team in Attendance

Attended <i>(X indicates the person was present)</i>	Name	Organization
X (attended virtually)	Jim Summerbell	Jacobs
X	Jonathan Corona	Jacobs
	Amanda Hatton	Blue Cypress Consulting
X	Ansley Jones	Blue Cypress Consulting
X	Antonio Harris	City of Norcross
X	Louisa Tovar	City of Norcross
X	William Corbin	City of Norcross
X	Will Newton	City of Norcross

Welcome and Introduction

Agenda

- 6:30 Character Area Map Input Activity
- 6:40 Welcome and Introductions
- 6:50 Project schedule and status update
- 7:00 Public engagement Update
 - Presentation of findings
 - Upcoming Events
- 7:10 Real Estate Analysis Overview
- 7:30 Land Use Discussion – Character Areas
- 8:15 Transportation Update
- 8:25 Next Steps
- 8:30 Adjourned

Character Area Map Input Activity

As members of the Steering Committee arrived, Ansley and Jonathan provided the members with dots to post on the Future Development Map board on the particular Character Areas that they are most interested in discussing. Character Area 12 received the most attention with five dots, and Character Area 6 received four dots. Figure 1 (provided under “Land Use Discussion – Character Areas”) shows the results of this exercise, as well as the committee’s input during the land use discussion.

Project Schedule and Status Update

Jonathan introduced himself and his history of working with Norcross. He then walked through the agenda and project schedule. He thanked the committee for participating in the Character Area Map Input Activity and noted that we would discuss these areas later in the meeting.

Public Engagement Update

Ansley provided an update on what we've heard so far from the community, both at in-person pop-ups and through the online Visioning Survey. One of the survey questions related to opinions on enabling policy to increase workforce housing options in the city. Jim Eyre asked about the definition of workforce housing. Ansley answered that the workforce housing refers to housing that costs 30 percent or less of the area median income (AMI). This is based on a national definition provided by the federal Department of Housing and Urban Development (HUD). In Norcross, the income limit for the 100-percent AMI level is equal to an annual gross income of approximately \$70,000, which means that the monthly housing cost should not exceed \$1,750. Household size impacts this number, so it is important to refer to the HUD Income Limits to see how the monthly cost increases as household size increases.

Ansley also introduced the next events in the public engagement plan, including:

1. Pop-Up at Summerour Middle School Curriculum Night, August 22
2. Virtual Public Meeting, September 7
3. Public Open House, October 19, Norcross Cultural Arts and Community Center Banquet Room

Real Estate Analysis Overview

- Bob commented on the large increase in MHI since 2019.
 - William commented on the shift, and he attributed it to the City's success in bringing in new development.
 - Kathleen noted that apartments are at capacity.
 - Luis provided evidence that wages have gone up since the pandemic.
- Some Steering Committee members took issue with the assumption that an affordability issue is the reason that a large amount of people commute into Norcross but do not live here.
- Lauren chimed in that the median home value for Gwinnett County is now \$400,000.
- Jonathan asked if the high preference for single-family homes (that we saw from the visioning survey) is a shared opinion among the steering committee. Many steering committee members agreed, but a few members mentioned that all types of housing are needed.
- Jim Eyre commented on the market demand for multifamily housing.
- Lauren said that the demand for all housing continues to grow.
- Josh emphasized that we are planning for a LIVABLE center.
- Kathleen discussed being mindful of the people not in room (the large percentage of the community that is Hispanic).
- Luis spoke up that he is a first-generation immigrant. He mentioned that a lot of the community's concern is keeping the lights on, so being involved in this kind of process is not their priority.
 - Luis described several other barriers to participation for this community, including language barriers, cultural barriers, the intimidation factor, etc.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 3 Minutes

- Lauren asked about breaking down income by ethnic group. Jonathan said we can provide this data.
- Jonathan mentioned that we have heard about the need for a grocery store.
- Josh mentioned that there are Hispanic markets and corner stores, but it is interesting that a Kroger or other supermarkets have not found that the market supports their expanding into Norcross.
- Marshall said our retail vacancy rate is small because our total retail space is a small number.
- William discussed that the City is working on a retail study. The city has a lot of specialty markets, but not a large supermarket. Some parts of the city are considered a food desert.
- Josh asked the date of the data in the real estate assessment. Jonathan responded that the data is from Q1 2023.
- Key takeaways from the Real Estate Assessment:
 - Growth pressures from adjacent communities, from both a population and employment standpoint
 - Live-work imbalance
 - High housing costs compound transportation and land use challenges
 - Aging commercial centers and light industrial uses are in need of focused improvements and/or reformatting.
 - Hospitality and grocery stores are perceived gaps in the mixed-use fabric.
 - Parking is a pervasive challenge in historic downtowns.
- Josh asked: how can we say that hospitality and grocery stores are gaps when we have 14 motels/hotels in the city, and we have several Hispanic markets?
 - Kathleen said the issue is that half of the motels are serving as housing since they are extended-stay motels. There is a “missing middle” in hospitality.
 - Kevin (Crowne Plaza) elaborated on challenges he has observed. He said that certain ordinances need to be changed to facilitate growth of hotels that are not extended-stay motels.
 - Jonathan clarified that these are perceived gaps impacting the City’s future development and competitiveness with other cities in the metro area.
 - Kathleen mentioned that an entity has reached out to the Development Authority about developing an India History Museum in the city, which would be a huge boost for tourism.

Land Use Discussion – Character Areas

- Jonathan introduced key definitions to get everyone on the same page leading into the land use discussion. Figure 1 (the Future Development Map) portrays the Future Development Map and Character Areas.
- Jonathan discussed that Character Areas are sub-areas of the city that have similar qualities in terms of the look and feel of the land uses and development patterns, and these areas are expected to continue growing in distinct ways. Through the Future Development Map and associated policies, the Comprehensive Plan provides guidance

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 3 Minutes

- Jim Eyre asked why a small city (area of 6 square miles) needs 13 Character Areas.
 - For instance, Area 6 (Buford Hwy/Jimmy Carter Blvd) and Area 11 (Jimmy Carter Blvd/Brook Hollow) are very similar.
 - Kathleen noted that the distinction between Area 6 and 11 is the presence of extended-stay hotels in Area 6.
- Kathleen wants to see Area 6 support dense, mixed-income housing.
- Josh noted that there are boundary issues between 1 and 5, as well as 2 and 4.
- Character Area 1: Atlantic/Peachtree Industrial Boulevard
 - Gateway development – what are the physical aspects that welcome people into the city?
 - Question about whether there is a sidewalk along Atlantic Boulevard.
 - Tony mentioned that Gwinnett County has a project to build a sidewalk.
 - Josh would like to see the Character Area boundary change (he drew where he thinks the limits of the Character Area should be).
 - Should there be language calling out the types of residential that exist in this community?
 - The unshaded boxes under Character Area 1 on Table 2.4 probably need to be filled in, or the details in the narrative need to be more explicit about the preferred housing types.
- Buford Highway Nodes
 - Only a few committee members acknowledged familiarity with the Buford Highway Master Plan.
 - Jimmy Carter Node
 - Allow for mixed-use development, including office, retail, and housing.
 - The Comprehensive Plan already allows for these uses in this area.
 - Should Character Area 6 and Character Area 11 be combined?
 - Character Area 11 has a building height limitation of 35 feet.
 - Louisa mentioned that applicants can get a variance of 10 feet higher pretty easily.
 - Jim Eyre and Kathleen want to see a higher height limit (72 feet). William supported this as well.
 - Josh said that Character Area 6 goes too far north. Can some of that area be shifted into Character Area 7? Then the rest of Character Area 6 could be combined with Character Area 11.
 - Assemblages could be an issue.
- Character Area 7: Town Center
 - Kathleen advocated for shifting the boundary (as drawn on the map in Figure 1).
 - Josh mentioned that the Flint Hill House should absolutely be included in the Town Center.
 - William wants to see Character Area 7 extended farther north.
 - The Beaver Ruin node needs to support higher density housing.
 - Josh mentioned that the survey showed the least support for apartments for new housing types in the city.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 3 Minutes

- Luis emphasized the need for structured parking in the Town Center. Can we stop studying it and officially identify where it is going to go? He said he thought that the old Police station was going to become structured parking. We need to move the needle for implementation.
 - The City noted that they have been working to address parking and will have news to share soon.
- Some of Character Area 8 should be shifted into Character Area 9 (the new apartment development).
- William discussed the history of Character Area 10.
 - Lauren asked about how we can support fewer auto-oriented service businesses in the future.
 - Need more connectivity within and access to Character Area 10.
- Character Area 12
 - There is a ton of connectivity planned with the Beaver Creek Greenway.
 - Josh: Why does this Character Area support high density housing? Shouldn't we support affordable single-family housing here?
 - William is interested in a higher intensity of uses.
- Character Area 13
 - Luis spoke about the Norcross Cooperative being essential for supporting the Hispanic community. There is a lack of access to public transportation. We need a transit stop at Pinnacle Park, which would solve a lot of problems for those who get their food from the Norcross Cooperative.

Transportation Update

Due to time constraints, Jonathan gave a quick, high-level update on the planning team's status with the transportation analysis. He mentioned that the presentation would be provided to the Steering Committee, and the next meeting will include more time to discuss transportation implementation projects.

Next Steps

Jonathan reminded the Steering Committee of the dates for the fourth and fifth Steering Committee meetings. Ansley also reiterated that there are three public events over the next few months (Summerour Middle School Curriculum Night on August 22, Virtual Public Meeting on September 7, and Public Open House on October 19). Communications about the events will be sent to the outreach list, and Steering Committee members are encouraged to spread the word to their networks.



Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

STEERING COMMITTEE MEETING 4 MINUTES

Meeting Details

The fourth Steering Committee Meeting was held at the Norcross City Hall on October 10, 2023, from 6:30 p.m. to 8:30 p.m. The attendees are summarized in the following tables.

Table 1. Committee Members in Attendance

Attended <i>(X indicates the person was present)</i>	Name	Organization
X	Chelsea Youmans	Sustainable Norcross Commission
	Bob Grossman	Norcross Public Arts Commission
X	Josh Bare	Councilmember
	JT Wu	Downtown/West Norcross Resident
X	Kathleen Allen	Norcross Development Authority
	Kevin Hill	Crowne Plaza
	Layla Gunn	Downtown/West Norcross Resident
	Lauren Summers	Downtown Development Authority
	Luis Fernandez	Mojitos/The Crossing
X	Marshall Cheek	Planning and Zoning Board
X	Maria Okpeh	Nia Soule Salon
	Ralph White	45 South Café
	Ryan Jones	Neighborhood Cooperative Ministries
	Sandy Bui	Downtown/West Norcross Resident
X	Tameka Black	East Norcross Resident
	Tanya Gilmer	East Norcross Resident
	Troy Newland	East Norcross Resident

Table 2. Alternate Committee Members in Attendance

Attended <i>(X indicates the person was present)</i>	Name	Organization
	Bruce Gaynor	Mayor Pro Tem
	Catherine Muth	Norcross Public Arts Commission
	Elaine Puckett	Norcross Development Authority
X	Jim Erye	Downtown Development Authority
	Marlene Janos	Planning and Zoning Board

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 4 Minutes

Table 3. Project Team in Attendance

Attended (X indicates the person was present)	Name	Organization
X	Jim Summerbell	Jacobs
X	Jonathan Corona	Jacobs
X	Geoff Ware	Jacobs
	Amanda Hatton	Blue Cypress Consulting
X	Ansley Jones	Blue Cypress Consulting
	Antonio Harris	City of Norcross
X	Kellie Littlefield	City of Norcross
X	Jalia Killings	City of Norcross
	William Corbin	City of Norcross
	Will Newton	City of Norcross

Agenda

1. Welcome and Introductions
2. Project schedule and status update
3. Public engagement Update
4. Goals & Policies Discussion
5. Community Work Program
6. LCI Projects & Funding
7. Next Steps

Project Schedule and Status Update

Jonathan kicked off the meeting. He went over the agenda and discussed where we stand in the planning process.

Public Engagement Update

Ansley provided updates about the engagement activities that have occurred since the last steering committee meeting, including the pop-up at Summerour Middle School’s Open House, the Hispanic focus group efforts, the virtual public meeting, and the feedback surveys. Ansley teed up the discussion for the future development map changes based on the input collected via the surveys.

Goals and Policies Discussion

Jim Eyre raised that the word “citizens” in the vision statement is not inclusive. In the ensuing discussion about how to replace this term, the following options were brought forward:

- Residents and visitors
- Community members
- **People – This was the preferred term to replace “citizens.”**
- Individuals
- Populous

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 4 Minutes

Steering committee members discussed the area at the corner of Character Area 5 and Character Area 1. The following drawing highlights parcels that the Steering Committee agreed should be a part of Character Area 5.

Figure 1. Revised Boundary for Character Area 5



A few parcels at the corner of Character Area 6 along Jimmy Carter Boulevard should stay in Character Area 6 rather than being shifted into Character Area 7.

There was a lot of discussion about supporting commercial businesses in the combined Character Area 6 and Character Area 11 area (which all became Character Area 6). Should the boundary be extended eastward toward North Norcross Tucker Road? What does this mean for the future character of the area? Both areas allow retail, but what will the retail look like? Jonathan asked if height limits should be the higher or lower of what the existing policies were for the two character areas. The Committee agreed that the higher height limits are desired. Chelsea brought up the desire to preserve greenspace and more quaint development. Josh said it will be important to have landscaping as a screening measure between different uses.

The area at the corner near Summerour should stay in Character Area 7 rather than being shifted into Character Area 9, as currently shown on the Updated Future Development Map.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 4 Minutes

Jonathan mentioned that the updated Future Development Map will be sent out to the Committee for additional feedback.

Community Work Program

Jim Summerbell posed a question to the committee of whether the priority need/opportunity from the last plan related to leveraging technology and exploring Smart City strategies is still applicable.

Marshall raised a concern that a lot of people use Holcomb Bridge as a cut-through. Is there a way to divert the traffic or relieve traffic with improvements such as roundabouts? Josh mentioned that it is a County road, and the City has explored making it a City road.

Jim showed the revised Goals from the last plan. For the first goal, the Committee expressed a desire to replace the word “historic” with “cultural.”

For Goal 4, the Committee would like the words “continue to” to be scrapped.

Regarding attainable housing, Kathleen discussed the need for a variety of housing options such as missing middle housing types like duets. She would like to see more character areas support more housing types beyond single-family housing.

Kellie discussed an approach that she thinks the City should take to rezone parcels where missing middle is appropriate, rather than uniformly allowing it across entire character areas.

Jonathan asked Kathleen to review the policies under Goal 5 and to provide feedback. He also suggested that there may need to be adjustments to the UDO to facilitate missing middle housing types.

Jim asked for feedback on the draft policies by end of week. The Committee asked that the Word document is provided.

One of the priority actions under goal 1 is to enhance and maintain the city’s gateways. Jim asked how people feel about gateways. Chelsea mentioned that they can be helpful for getting people to slow down. One person discussed that decorative crosswalks can be gateways.

The City is considering removing the Community Market, so that event should not be called out in Priority Action 5 under Goal 1.

Under Goal 2, Priority Action 1 should clarify where the historic commercial district should be expanded; the current language doesn’t clarify the extents. Jim wants the word “historic” to be removed. Priority Action 3 should be removed; the City is an alum of the Georgia Initiative for Community Housing (GICH) program. Kellie suggested changing the wording to “Maintain our

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 4 Minutes

status as a GICH alum.” GICH status gives the City an extra 0.5-point on the 9-percent LIHTC applications to DCA.

Josh suggested removing “youth” from Priority Action 5. Kathleen asked if there are any youth storytelling programs through the Community Center? Marshall said it is done at the Library.

Chelsea added, “Implement the recommendations of the Parks, Greenspace, and Trails Plan,” should be included as a priority action under Goal 2.

For Goal 3, Priority Action 4 should remove the part about Smart City technology. Priority Action 5 should include a bus stop at Pinnacle Park.

Josh was not aware of a Downtown Merchants Incentive Loan Program. It should be removed as a priority action. Priority Action 1 under Goal 4 needs a verb at the beginning, such as “support.”

For Goal 5, Priority Action 1 should be taken out. Regarding “quality” housing, Kathleen discussed that the City can now conduct interior residential inspections at rental units. That would be a good action to add here. An additional new action could be, “Explore implementation options for expanding missing middle housing.”

Priority Action 2 under Goal 5 may need to be broadened. Jalia mentioned that it is likely an action due to the City’s Green Communities commitments. Kathleen discussed absentee landlords. There are more institutional owners of rental properties, so there is not a need for property management classes to teach those owners. Jim Eyre suggested that the word “management” could be removed from “property management classes.”

Chelsea discussed that the City does not currently offer recycling to businesses. This should be a priority action under Goal 6. Jim Eyre said that Priority Action 4 should be broadened to say, “Support community outreach officer programs.”

Kathleen said that Priority Action 1 under Goal 6 needs to be more actionable. She discussed that cultural competency training could be an action for City staff in order to support the non-native English-speaking population. That is a SMART goal. Jonathan discussed that there could be a priority action to call for more City outreach to existing community groups representing different populations. Josh said it’s important to ensure that City resources are equally available to non-native English-speaking populations.

LCI Projects and Funding

Jim introduced some considerations for the implementation and funding of LCI projects. Geoff then walked through the categorization and initial rankings for the list of Bike and Multi-Trail projects. He explained the National Association of City Transportation Officials (NACTO) best practices informing the project recommendations.

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 4 Minutes

Geoff explained that one of the higher-ranking “sharrows” projects is around Thrasher Park. Chelsea raised that many of these streets are one-way, so it may not be helpful for people to go to and from the elementary school.

Josh mentioned that a multi-use trail on Buford Highway should be a high priority.

Chelsea discussed that the survey input highlighted needs for more safety improvements for people biking along Holcomb Bridge Road and North Peachtree Street. Right now, a lot of people bike on the sidewalks. Survey results also emphasized a need for a connection between South Peachtree Street and the trail on Peachtree Industrial Boulevard.

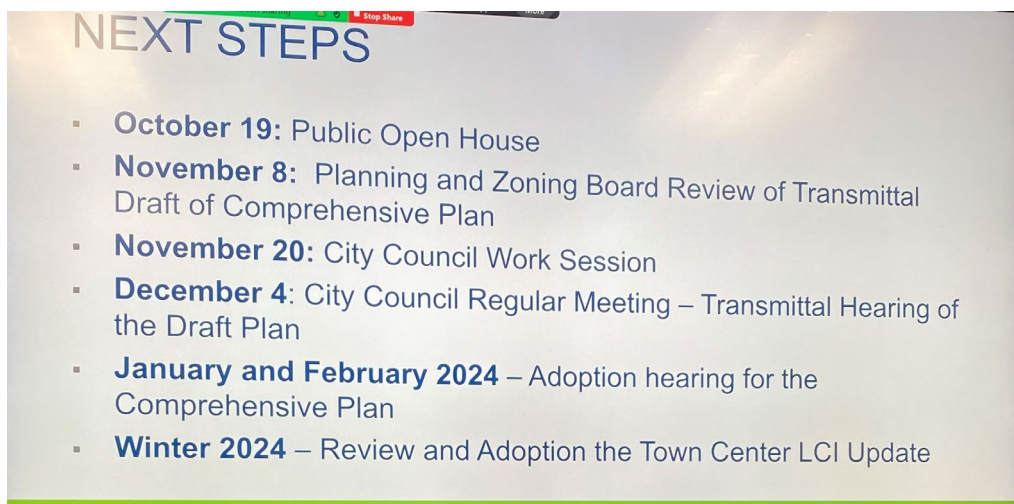
Geoff discussed the categorization and initial rankings of the list of Pedestrian projects. Potentially, it might make sense to remove all proposed projects that call for expanded sidewalks; rather, Steering Committee members felt it makes more sense to focus on streets where there are no existing sidewalks. There may be some exceptions because only having a sidewalk on one side of the road can be problematic, so the team should look at where crossing the street is a recurring need to access sidewalks.

Chelsea asked about railroad crossings. Geoff said that these projects have been removed because they are designed and funded already.

For non-bike/ped projects, the planning team would like the committee’s feedback, particularly on whether any of these items should be higher priority.

Next Steps

Jim walked through key upcoming dates for the Comprehensive Plan and LCI. The final steering committee meeting is scheduled for January 9. Other key dates are shown below:

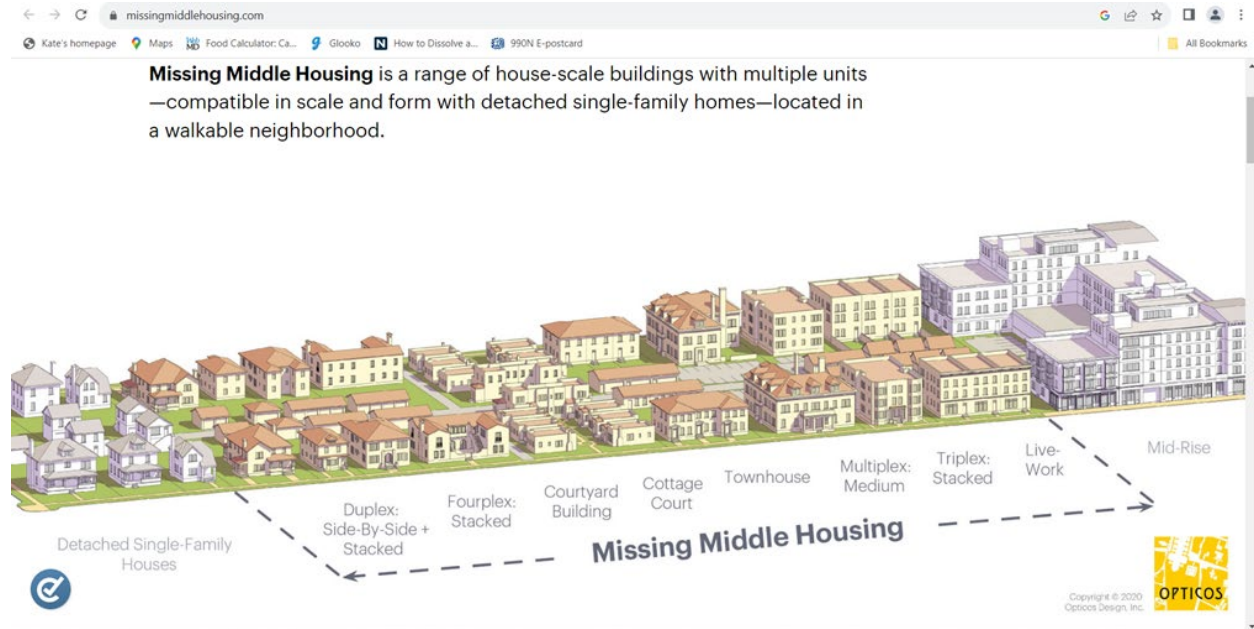


Additional Input Collected Following the Meeting

Kathleen Allen submitted the following email to the planning team:

I wanted to share pictures of what I was trying to explain about the inflexibility in our current Comp Plan character areas and their restrictions of “single-family residential character” vis a vis “missing middle” housing options.

Looking at the first image below, what I’m talking about is the flexibility to include JUST the first two building types (on the left in the row) in a character area like the “North Peachtree Street Neighborhoods.” Duplex/duets stacked or side by side both would fit within the aesthetic of the rest of the homes in the neighborhood, whereas the multi-family fourplexes, garden apartments, etc. in the options further to the right would obviously not. So, why not update the language in the Comp Plan to allow this flexibility?



Examples of missing middle “Duets” look like what’s shown in the pictures below, for example. They’re built in neighborhoods of single-family homes and are designed to look like the same size/style/quality of the surrounding homes to keep with the character of the development. From an overhead view, you can see the square footage is comparable to the large homes around them, but they’re each actually two smaller homes. Often, they’re on a corner, so the fact that the building has two garages is less obvious, as you must round the corner to see the second driveway. You can see examples in the three buildings along Eagle View Drive.

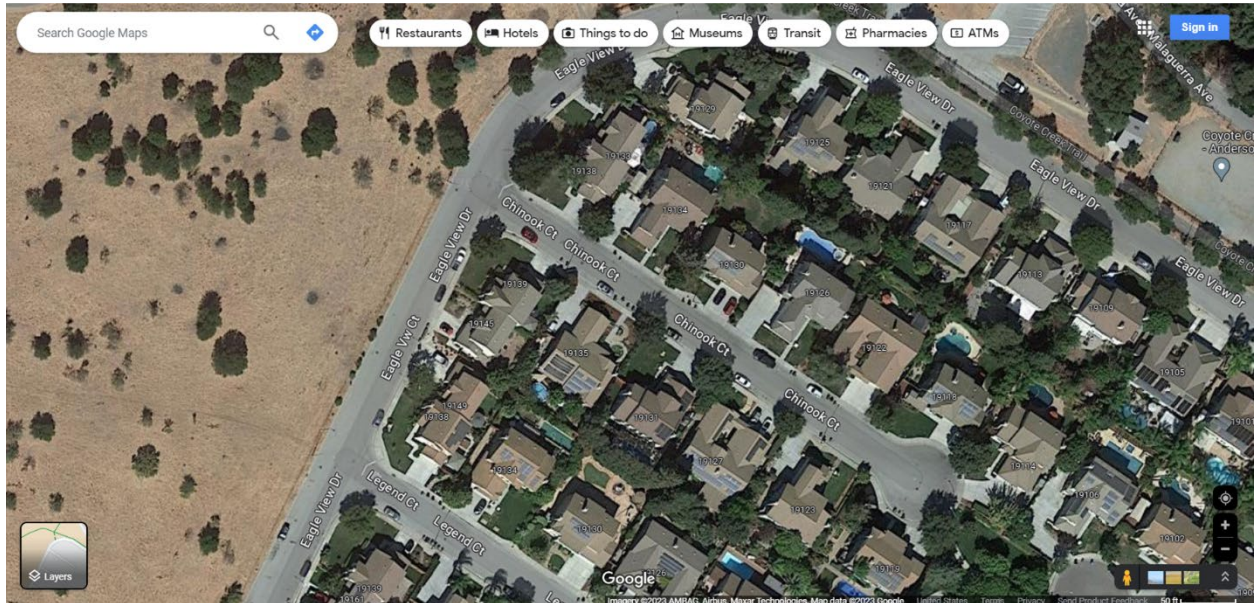
This development is in Morgan Hill, CA, a suburb south of Silicon Valley, where multi-million dollar homes developments also include these homes built for lower income families to purchase. I know the family living here, and the house has 4 bedrooms, 2 baths upstairs, and

Norcross Comprehensive Plan Update & Town Center Livable Centers Initiative Update

Steering Committee Meeting 4 Minutes

an open floorplan kitchen, dining room, living room downstairs, with a half bath and 2 car garage on the first floor. The interior materials are the same as the larger homes in the development. It is a cozy home for a family of 5 compared to the square footage of their neighbors, but a very successful program for residents over the last few decades.

There are missing middle options that would not negatively impact the value of nearby homes (as they aren't considered a comp due to their significantly smaller square footage), and keep with the character area, but DO align the Comp Plan with the Goals and Priority Activities we discussed last night.



Kick-off Hearing

March 6, 2023

City of Norcross

65 Lawrenceville Street
Norcross, GA 30071



Meeting Minutes

Monday, March 6, 2023

6:30 PM

Council Chambers

Mayor and Council

Mayor Craig Newton

Mayor Pro Tem Bruce Gaynor

Councilmember Andrew Hixson

Councilmember Josh Bare

Councilmember Matt Myers

Councilmember Dr. Arlene Beckles

- A. Call to Order by Mayor Craig Newton**
- B. Invocation**
- C. Pledge of Allegiance to the Flag of the United States of America**
- D. Roll Call (recorded)**

Attendee Name	Title	Status	Arrived
Craig Newton	Mayor	Present	
Bruce Gaynor	Mayor Pro Tem	Present	
Andrew Hixson	Councilmember	Present	
Josh Bare	Councilmember	Present	
Matt Myers	Councilmember	Present	
Dr. Arlene Beckles	Councilmember	Present	

Regular Meeting was called to order at 6:32 PM by Mayor Craig Newton

- E. Presentation of previous meetings minutes for acceptance**
- 23-6688: Approval of Previous Meeting Minutes**

Motion

A motion to Approve the February 6th Regular Council Meeting Minutes and the February 20th Policy Work Session and Executive Session Meeting Minutes.

Mayor and Council - Regular Meeting - Feb 6, 2023 6:30 PM

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Arlene Beckles, Councilmember
SECONDER:	Andrew Hixson, Councilmember
AYES:	Gaynor, Hixson, Bare, Myers, Beckles

Policy Work Session - Policy Work Session - Feb 20, 2023 6:30 PM

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Arlene Beckles, Councilmember
SECONDER:	Andrew Hixson, Councilmember
AYES:	Gaynor, Hixson, Bare, Myers, Beckles

- F. Set agenda as presented for scheduled meeting.**
- 1. 23-6689: Acceptance of the Agenda and Approval of Consent Agenda**

Motion

A motion to Accept the agenda and consent agenda with the following items moved to discussion:

23-6677: Summerour Park Concession Stand RFP

23-6679: RFQ for Overhead and Underground Distribution Construction Labor and Equipment Rates

23-6680: City of Ethics Re-certification

23-6709: Opposing House Bill 517 Preemption of Local Building Design Standards

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Matt Myers, Councilmember
SECONDER:	Bruce Gaynor, Mayor Pro Tem
AYES:	Gaynor, Hixson, Bare, Myers, Beckles

Motion

A motion to amend the agenda and add the Resolution Opposing House Bill 517 Georgia Homeowner Opportunity Act.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Andrew Hixson, Councilmember
SECONDER:	Matt Myers, Councilmember
AYES:	Gaynor, Hixson, Bare, Myers, Beckles

G. Ceremonial Presentations, Recognitions, and Swearing in Ceremonies**23-6663: Proclamation Recognizing Linda DeMaris**

RESULT:	PRESENTED BY MAYOR NEWTON
----------------	----------------------------------

23-6662: Proclamation Recognizing Susan Bell

RESULT:	PRESENTED BY MAYOR NEWTON
----------------	----------------------------------

H. Floor Open to Citizens Desiring to Address the Governing Authority**a. Comments by Citizens**

* Bob Grossman - Comments regarding the introduction of the Norcross Library Founder's Club. The Norcross Founders Club is a group of community members with the goal to support the local Gwinnett County Public Library with special projects, equipment and other needs not funded through the county.

* Faye McFarland - Comments regarding code enforcement complaints

* Mike McGinnis - Comments regarding code enforcement complaints

b. Comments by Council**c. Comments by City Manager**

* Comments regarding the appreciation of staff.

PH. Public Hearings**PH. 23-6676: Comp Plan Kickoff Presentation****Motion**

A motion to Approve a request to conduct the State required kick off public hearing for the update to the Norcross Comprehensive Plan and Town Center LCI.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Matt Myers, Councilmember
SECONDER:	Josh Bare, Councilmember
AYES:	Gaynor, Hixson, Bare, Myers, Beckles

J. Reports of the Mayor and Councilmembers**a. General Announcements****MARCH CALENDAR OF EVENTS****Planting for Pollinators Workshop**

Saturday, March 11 | 10:00 a.m. - 12:00 p.m. | City Hall 2nd Floor Community Room

Movie Monday: Mrs. Harris Goes to Paris

Monday, March 13 | 1:30 & 6:30 p.m. | Cultural Arts & Community Center

Coffee With Council

Saturday, March 18 | 8:00 a.m. | 45 South Cafe

Irish Fest

Saturday, March 18 | 12:00 - 5:00 p.m. | Skin Alley

Policy Work Session

Monday, March 20 | 6:30 p.m. | City Hall 2nd Floor Conference Room

Historic Trolley Tour

Friday, March 24 | 1:00 p.m. | The Crossing Parking Lot

Movie Monday: Uncharted

Monday, March 27 | 1:30 & 6:30 p.m. | Cultural Arts & Community Center

Coming Up in April:

April 7 | First Friday Concert: Xtreme Party Band

April 8 | Easter Egg and Eggs-tra Special Needs Hunt

April 10 | Movie Monday: Courageous Legacy

April 15 | Planting for Pollinators Workshop

April 22 | Neighborhood Cleanup & Recycling Day

April 24 | Movie Monday: Redeeming Love

K. Board Appointments

There are no Board, Commission, or Authority appointments/re-appointments for Mayor and Council to consider at this time.

L. Consent Agenda

1. 23-6675: Contract for Translation Services

Motion

A motion to Approve an agreement with Language Line Solutions to be our telephone language interpreter services vendor.

2. 23-6678: RFQ for Contracted Work Building Maintenance Contracted Services

Motion

A motion to Approve a request to proceed with an RFQ to solicit qualified contractors for on-call Mechanical, Electrical, and Plumbing services on an annual contract.

M. Items for Discussion

1. 23-6677: Summerour Park Concession Stand RFP

Motion

A motion to Approve/Deny a request for staff to proceed with issuing an RFP to accept proposals for quality concession services at Summerour Park,

RESULT:	TABLED TO
	Next: 3/20/2023 6:30 PM
TO:	Policy Work Session
MOVER:	Bruce Gaynor, Mayor Pro Tem
SECONDER:	Josh Bare, Councilmember
AYES:	Gaynor, Hixson, Bare, Myers, Beckles

2. **23-6679: RFQ for Overhead and Underground Distribution Construction Labor and Equipment Rates**

Motion

A motion to Approve a request for staff to proceed with a Request for Qualifications from qualified contractors to provide overhead and Underground Distribution Electric labor services and equipment rates.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Bruce Gaynor, Mayor Pro Tem
SECONDER:	Josh Bare, Councilmember
AYES:	Gaynor, Hixson, Bare, Myers, Beckles

3. **23-6680: City of Ethics Re-certification**

Motion

A motion to Approve the re-adoption of a resolution establishing the five ethics principles to achieve re-certification as a City of Ethics by the Georgia Municipal Association and authorize the Mayor to request re-certification.

RESULT:	TABLED SENT TO [UNANIMOUS]
	Next: 3/20/2023 6:30 PM
TO:	Policy Work Session
MOVER:	Bruce Gaynor, Mayor Pro Tem
SECONDER:	Dr. Arlene Beckles, Councilmember
AYES:	Gaynor, Hixson, Bare, Myers, Beckles

4. **23-6709: Opposing House Bill 517 Preemption of Local Building Design Standards**

Motion

A motion to Approve the attached Resolution for the Mayor and City Council of Norcross to voice their opposition of House Bill 517, a Preemption of Local Building Design Elements.

[Resolution Opposing HB 517](#)

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Dr. Arlene Beckles, Councilmember
SECONDER:	Andrew Hixson, Councilmember
AYES:	Gaynor, Hixson, Bare, Myers, Beckles

N. **Adjourn in memory of**

O. **Adjourn to Executive Session for Personnel, Real Estate or Legal**

The meeting adjourned at 7:40 PM with a motion made by Councilmember Bare to adjourn to Executive Session for Personnel, Real Estate and Legal, seconded by Councilmember Hixson.

P. **Signed by** _____ **Mayor Craig Newton**

Q. **Attest:** _____ **Monique Philip, City Clerk**

A RESOLUTION

Opposing House Bill 517, “Georgia Homeowner Opportunity Act”.

WHEREAS, HB 517 would prohibit local governments from regulating “building design elements” in single or double family dwellings, which could negatively impact economic development efforts and harm competitiveness; and

WHEREAS, appropriate local standards and land use policies create a diverse, stable, profitable and sustainable residential development landscape; and

WHEREAS, HB 517 is a bill that would undermine self-determination of citizens to establish community standards as illustrated by the following:

- No provision of the legislation contains an assurance of more affordable housing. There are no guarantees, claw-backs, covenants, or even definitions of affordability.
- Design guidelines are an important tool for local governments to use to develop vibrant communities that benefit all citizens.
- HB 517 goes much further than just design guidelines, however. This bill would preempt cities from requiring garages, setting minimum lot width, requiring road frontage, and other basics of land development.
- The bill goes further than prior preemption efforts and upends zoning classifications by setting a statewide square footage standard and statewide lot size requirements.
- The bill fails to take account of infrastructure needed to support development.
- Plan review allows citizens a chance to learn about proposals for the development of adjoining property and to share their concerns. When evaluating plans for property development, the planning board and city council have to consider the interests of both the property owner proposing the development and the nearby property owners who are affected.
- Local governments are the closest to the citizens. They are the most accessible and responsive. When something goes wrong in the local community, residents turn to their local officials, and it is important that those local officials be able to head off problems before they develop.
- This legislation undercuts one of the core functions of all local governments to plan for the growth and development of their community, and it undermines the ability of local residents to have input through their local community planning processes.
- HB 517 would severely erode the ability of all 538 Georgia cities and 159 counties to address unique and community-specific quality of life issues.

WHEREAS, county and municipal governments use local standards to protect property values, and encourage compatible development; and

WHEREAS, local standards assure residents and business owners that their investments will be protected, and that others who come behind them will be equally committed to quality; and

WHEREAS, local governments spend a large amount of resources studying, surveying, crafting, and defining their vision and development strategies, and local standards are an integral part of those endeavors to attract residents, businesses, and the much-coveted trained workforce; and

WHEREAS, development and redevelopment efforts should reflect the community and its vision while simultaneously creating a sense of place; and

WHEREAS, county and municipal government officials are elected to make decisions about the look and feel of their communities, and HB 517 would transfer that power from duly-elected local leaders to outside groups with little to no stake in the future or success of Georgia's municipalitie; and

WHEREAS, local standards neither discourage nor favor affordable housing, nor prevent the availability of certain housing types; and

WHEREAS, local governments should have the ability to provide more affordable housing options without sacrificing their unique character or threatening economic growth; and

WHEREAS, although historic districts are protected in HB 517, which indicates an understanding that standards do in fact make sense, downtown overlays or other similar special zoning districts are not; and

WHEREAS, local governments should be empowered to enforce local standards to make today's thriving downtown tomorrow's historic district; and

WHEREAS, by limiting the ability of local governments to enforce local standards in single or double family dwellings, HB 517 would negatively impact quality-of-life issues, including economic growth and the safety and welfare of Georgia citizens.

NOW, THEREFORE, BE IT RESOLVED BY THE Mayor and City Council of Norcross that the this governing body voices its opposition to HB 517, "Georgia Homeowner Opportunity Act".

BE IT FURTHER RESOLVED that a copy of this Resolution be delivered to members of the Norcross local delegation, and made available for distribution to the public and the press.

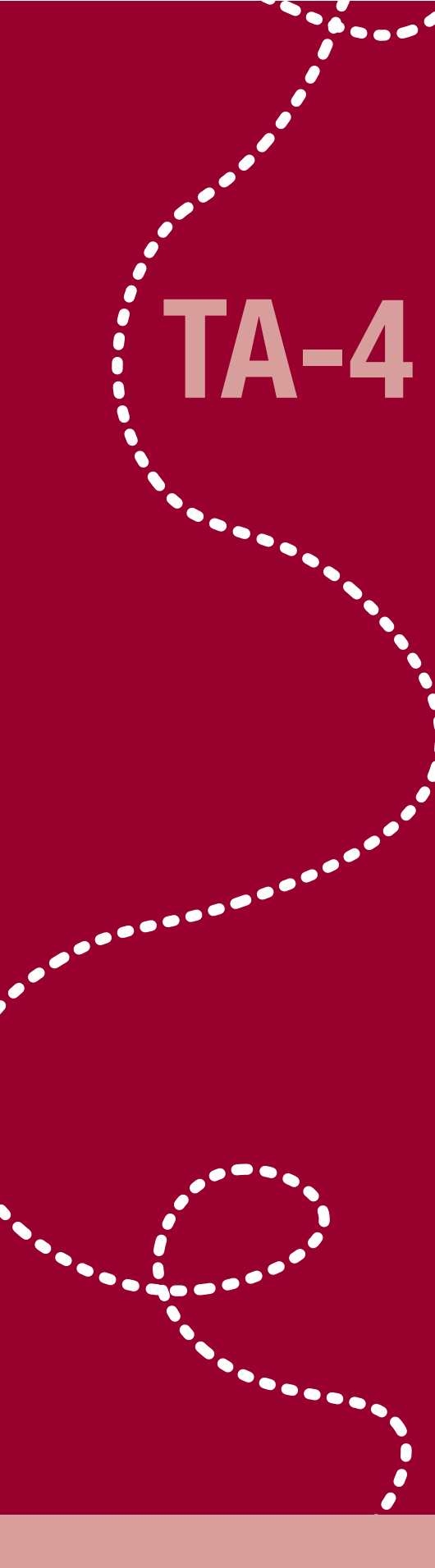
Craig Newton, Mayor

Attest:

Shayla Alexis, Deputy City Clerk

Transmittal Hearing

To be updated after transmittal



TA-4

COMPLIANCE WITH REGIONAL WATER PLAN & ENVIRONMENTAL PLANNING CRITERIA

Effective March 1, 2014, the State of Georgia established Rule 110-12-1 Standards and Procedures for Local Comprehensive Planning Local Planning Requirements. In addition to outlining required elements, the rules also state the following:

“During the process of preparing its comprehensive plan, each community must review the Regional Water Plan(s) covering its area and the Rules for Environmental Planning Criteria (established and administered by the Department of Natural Resources pursuant to O.C.G.A. 12-2-8) to determine if there is need to adapt local implementation practices or development regulations to address protection of these important natural resources. The community must certify that it has considered both the Regional Water Plan and the Rules for Environmental Planning Criteria when it transmits the plan to the Regional Commission for review.”

Regional Water Plan

The Water Resource Management Plan combines planning for water supply and conservation, wastewater management, and watershed management for the 15-county Metropolitan North Georgia Water Planning District (the District) into a single integrated planning approach. Local jurisdictions are required to comply with the plan, both in terms of eligibility for funding and obtaining certain permits; they are also audited regularly by the District to ensure compliance.

The Plan has seven overarching policy goals:

- Protect Water Quality and Public Water Supplies
- Support Conservation and/or Demand Management
- Support Economic Growth and Development
- Equitably Distribute Benefits and Costs
- Promote Public Education and Awareness
- Facilitate Implementation
- Improve Resiliency

Planning principles include:

- Maximize the use of existing sources and facilities
- Increase water conservation and efficiency
- Utilize best practices for non-potable reuse
- Consider return flows
- Make appropriate use of reclaimed water
- Continue to protect water quality
- Support adoption of advanced treatment technologies
- Promote maintenance of decentralized wastewater systems

- Reduce wastewater treatment facility influent variability
- Enhance reliability of wastewater pumping stations
- Promote green infrastructure approaches
- Ensure consistency with existing regulatory programs
- Small private water supply and wastewater systems

The City of Norcross must comply with the Regional Water as a jurisdiction within the water planning district. With these considerations in mind, the Regional Water Plan's action items were reviewed in detail as part of this Comprehensive Planning process.

Environmental Planning Criteria

The Georgia Department of Natural Resources (DNR) Environmental Protection Division established Chapter 391-3-16 Rules for Environmental Planning Criteria. These criteria address five specific types of resources: water supply watersheds, protection of groundwater recharge areas, wetlands, river corridors, and mountains.

Water Supply Watershed

DNR defines a water supply watershed as land in a drainage basin upstream of governmentally owned public drinking water supply intake. Norcross has land in two large (greater than 100 square miles) water supply watersheds as defined by the DNR. The Georgia Department of Community Affairs has special requirements for cities on water supply watersheds. Their criteria, which include buffers around streams and maximum densities of pervious surfaces, are intended to allow cities to develop within these watersheds while maintaining a supply of water clean enough that it can be treated to drinkable standards. The city may exempt existing land uses and mining activities from provisions of water supply protection plans, and it may exempt utilities and agriculture from the stream buffer and setback requirements of these plans under certain conditions. Land within 7 miles of the

reservoir must maintain a 100' stream buffer around all perennial streams, and no impervious surfaces, septic tank, or septic drainfield may be constructed within 150' of a perennial stream bank. Because one of the water supply watersheds feeds the Quarles Water Treatment Plant, which draws water from the Chattahoochee, these requirements apply to a large portion of the city. In addition, new facilities that handle hazardous materials must be sited on impermeable surfaces with spill and leak collection systems that comply with DNR requirements.

In addition, the city's Stream Buffer Protection Ordinance (City of Norcross Code of Ordinances, Part II, Chapter 105, Article II, Division 1, Section 105-58), which restricts development with a 50' buffer and setbacks for an additional 25', applies to all the perennial streams in Norcross.

Groundwater Recharge Areas

The majority of Norcross City limits is within an area identified as a "probable area of thick soil;" in the Piedmont, where rocks have very little porosity, these areas are considered significant recharge areas. Pursuant to the criteria established in O.C.G.A. 12-2-8, the Comprehensive Plan does not propose any new landfills, facilities for the disposal of hazardous wastes, chemical/petroleum storage tanks, or agricultural waste impound sites within this area of the city. It also does not propose new residential to be served by septic tanks, and complies

with all other regulations associated with groundwater recharge areas.

Wetlands

Most wetlands in Norcross are associated with Beaver Ruin Creek and its tributaries. The Comprehensive Plan does not propose any unacceptable uses in areas with wetlands, such as receiving areas for toxic or hazardous waste, or landfills. Most of the wetlands within Norcross are shown on the Future Land Use map as greenways for conservation and/or recreation, or other low-impact uses.

River Corridors

There are no protected rivers within the City of Norcross.

Mountains

There are no protected mountains within the City of Norcross.

This page intentionally left blank.



TA-5

BROADBAND SERVICES ELEMENT

As of October 1, 2018, Georgia cities are now required to include a Broadband Services Element in their comprehensive plans.

Broadband can be defined as “transmitting at least 25 megabits per second downstream and at least 3 megabits per second upstream) throughout the state.” Typically, a lack of access to broadband service is more of a challenge in rural areas where infrastructure does not yet exist for its support. According to the Federal Communication Commission’s (FCC) 2016 Broadband Progress Report, about 91 percent of Georgia residents have access to broadband. Mapping of broadband service providers shows that the majority of the City of Norcross has at least one residential provider at speeds of at least 25 Mbps/3 Mbps.

Although the City is generally well covered by broadband service, the City will continue to support the extension and strengthening of broadband infrastructure. A policy has been included in this Comprehensive Plan to support broadband access:

Policy 4-11: Maintain and support citywide access to broadband services.

This page intentionally left blank.



PREPARED BY

Jacobs