

City of Norcross 2034 Comprehensive Plan Update



VISIONING WORKSHOP
AUGUST 22, 2013



JACOBS

Agenda



- Overview of the Comprehensive Plan
- Visioning Discussion
- Small Group Discussion
- Reconvene/ Idea Sharing



Imagine Our Future

What is a Comprehensive Plan?



- Provides an assessment of existing conditions and future needs
- Considers anticipated growth and change that will affect the community's health, safety & welfare
- Defines the long-term vision for the City
- Policy guide for future actions based on a shared vision
- Required by state law in order to receive certain funding



Imagine Our Future

Why are we updating the Plan?



- In 2011, the City annexed 2.1 square miles of area and grew by over 10%
- Revise and update the research and findings of the Plan to account for changes since 2008
- Incorporate findings & recommendations of recent planning efforts, such as the Town Center LCI
- Update Short Term Work Program to ensure that City is taking the right steps to achieve its vision



Workshop Schedule

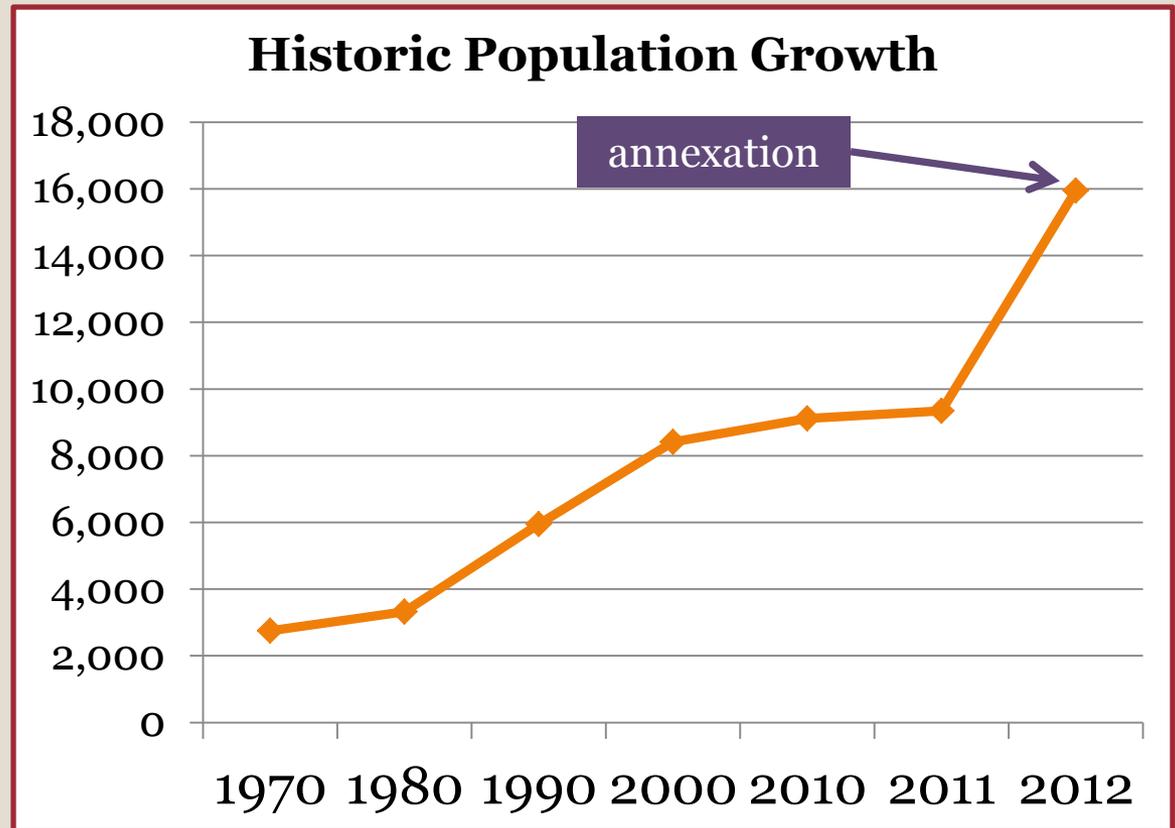


Imagine Our Future

Our Population's Been Growing



- **5,947** in 1990
- **9,116** in 2010
- **15,632** after 2012 annexation – a 71% increase in population



Source: U.S. Census Bureau

Imagine Our Future

A Diverse Community



- From 2000 to 2010:
 - 125% increase in Asian population
 - 4% increase in Hispanic population
- In 2010 our population was ...
 - 40.8 % White
 - 19.8% African American
 - 12.8% Asian
 - 39.4% Hispanic or Latino



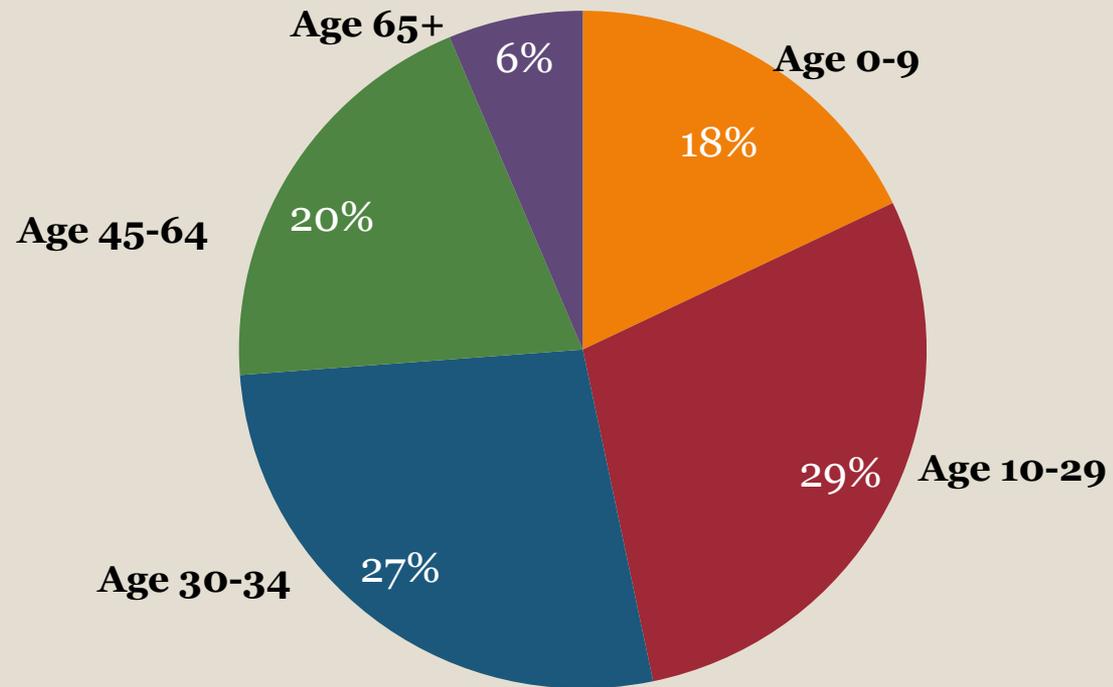
Source: U.S. Census Bureau, 2010 Census

Imagine Our Future

Livability



- Median household income: \$77,293
- Per capita income: \$28,648
- A good mix of ages, reflecting the characteristics of a life-long community



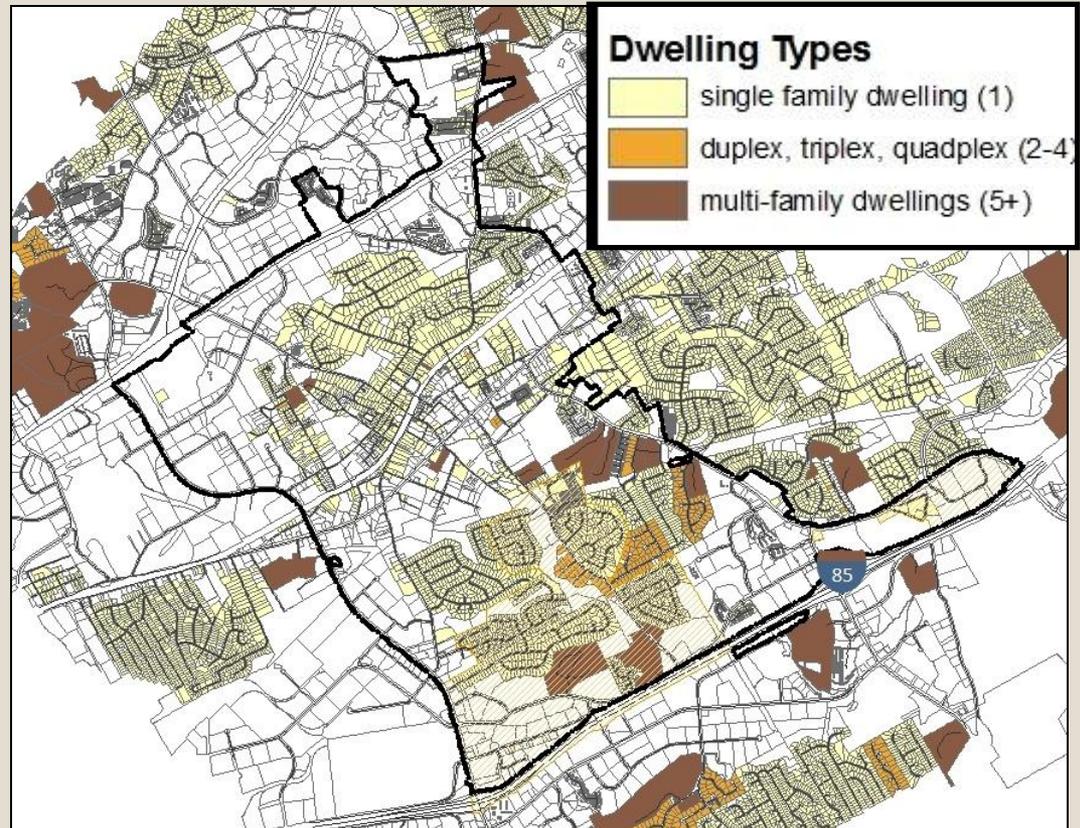
Imagine Our Future

Housing



According to the 2010 Census adjusted for the annexed area:

- 3,754 housing units
- 52% Owner occupied
- 29% Multifamily
- \$171,500 Median housing value
- \$870 median gross rent



Labor Force – Basic Statistics



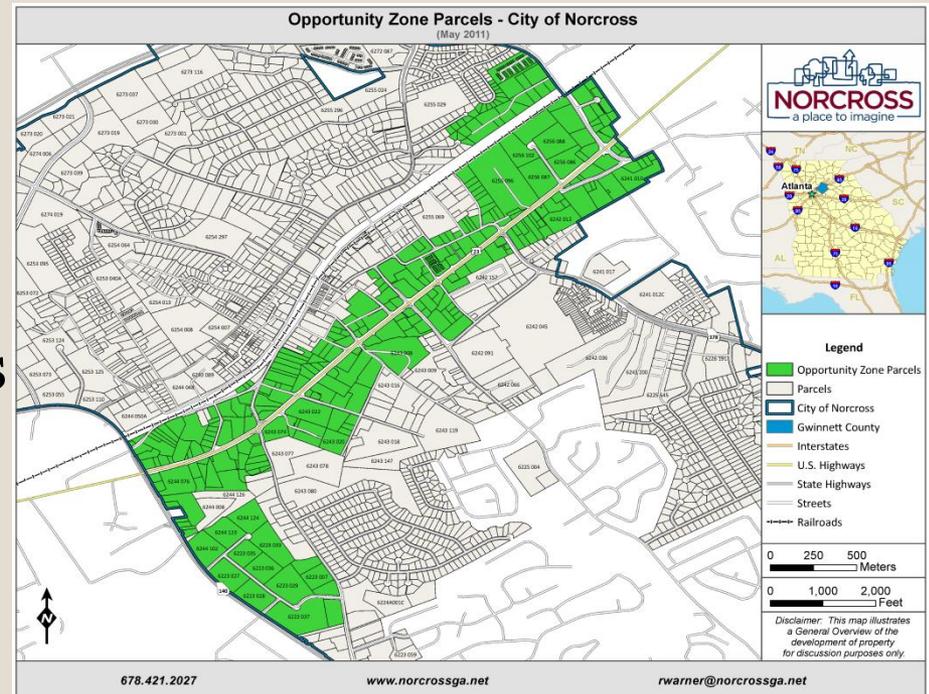
- **Our Working Population**
 - 80% of residents in labor force (actively working or seeking work)
 - We use alternative commutes!
 - ✦ Only 65% active labor force drives along to work;
 - ✦ 35% carpools, uses transit, walks, or works at home
 - ✦ Mean travel time to work is 30 minutes
 - What types of professions are we in?
 - ✦ 20% construction;
 - ✦ 18% in professional scientific, management, admin;
 - ✦ 10% edu, health care, social services
 - ✦ 10% manufacturing
- **Businesses have access to regional labor force base due to Norcross' central location**

*Estimates based on 2007-2011 American Community Survey

An Attractive Place for Businesses

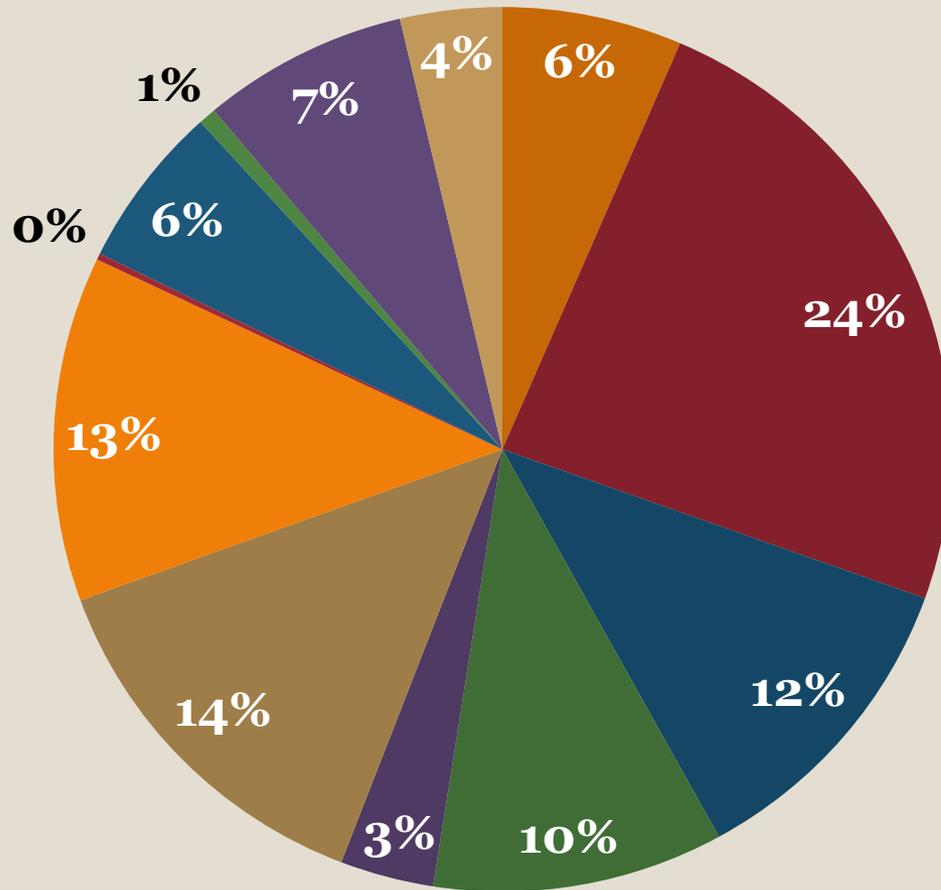


- Visionary Economic Development Department
- Strong Downtown Business District
- Great partners - Gwinnett Village CID, Partnership Gwinnett, Norcross Business Association
- Diversified economy
- Responsive government



Imagine Our Future

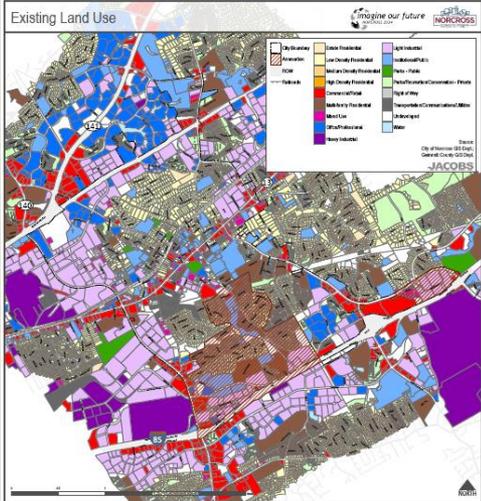
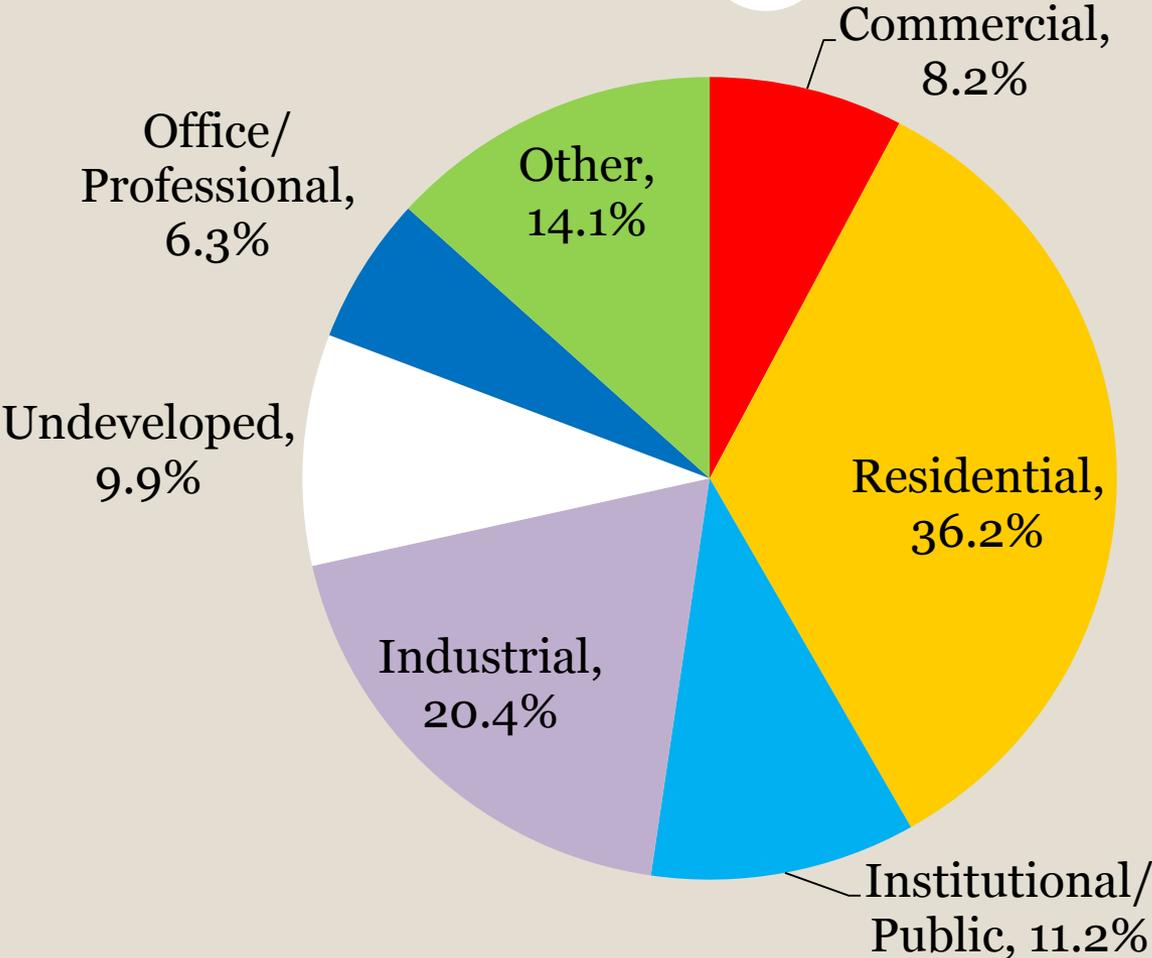
Employment by Sector



- 24% Wholesale Trade
- 14% Professional, scientific, and technical services
- 13% Administrative and support services
- 12% Retail Trade
- 10% Information

Source: U.S. Census Bureau, 2007 Economic Survey

Existing Land Use

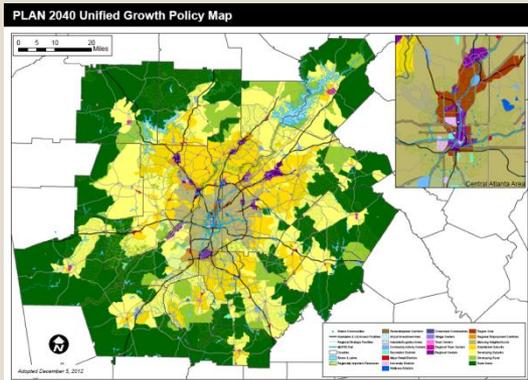


See Display

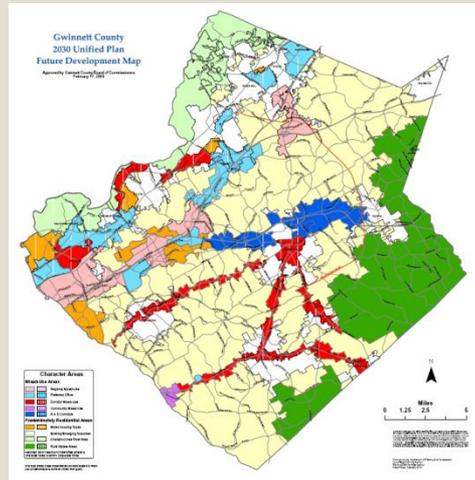
Value of the Vision



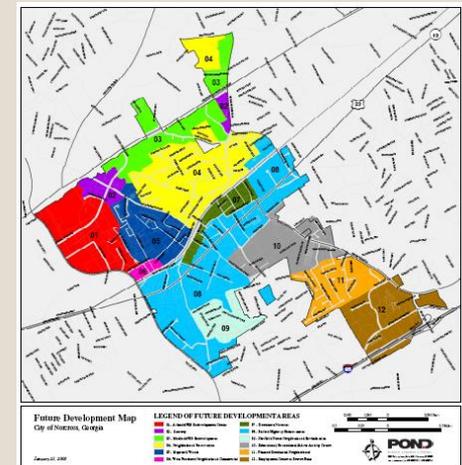
- Foundation of the plan
- Guides policy decisions and future investment
- Statement to other entities that this is how the city wants to grow
- Captured in vision statements, maps, and action items



ARC Vision for the Region



Gwinnett County Vision



Current Norcross FDM

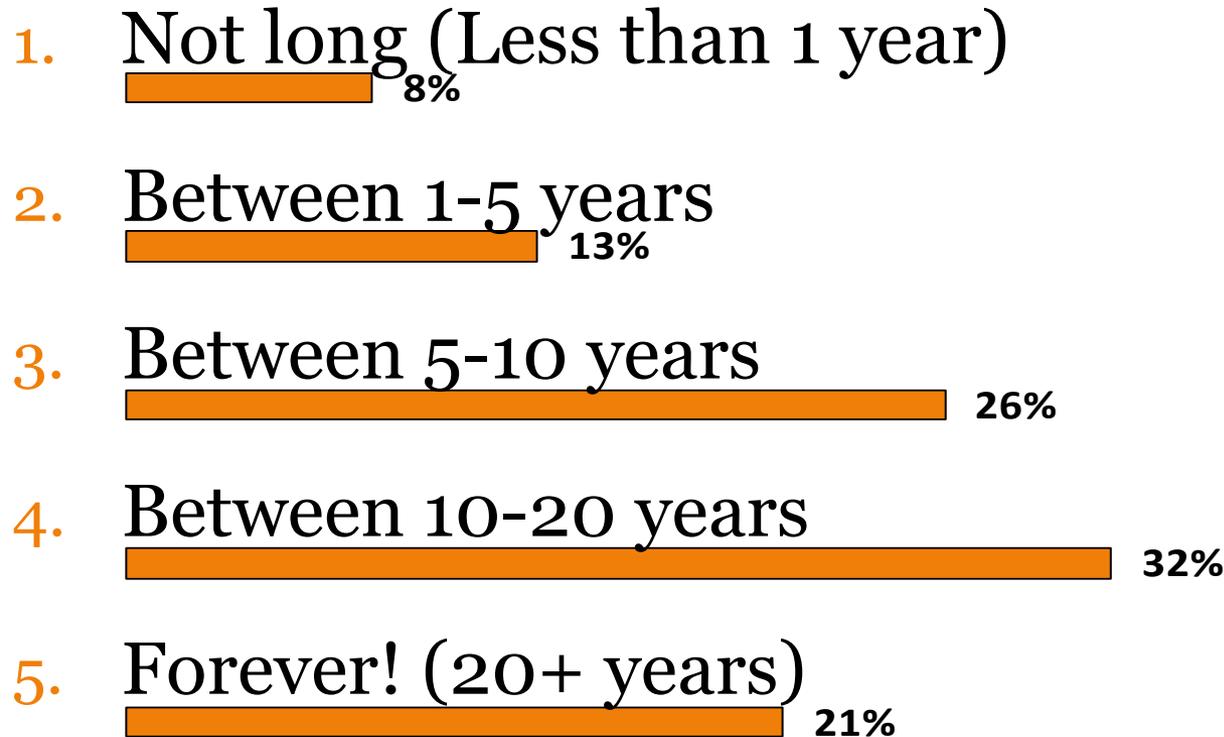
Norcross: Respecting the Past. Embracing the Future.



- In 2030, the City of Norcross will continue to offer a **small town experience**, with **metropolitan access**.
- **Capitalizing on its location** – direct access onto Interstate 85 and minutes from Atlanta’s perimeter (I-285), the City **draws corporate offices and education centers** whose **employees enjoy the charm of a Historic Downtown**.
- Master Planning efforts coordinated with **Gwinnett County**, the **Gwinnett Village CID and major property owners and investors** along Buford Highway and Jimmy Carter Boulevard will have **transformed the heavy commercial areas** into more **efficient and attractive corridors**, and the City will have created **Gateway areas** which give Norcross visitors a **distinct sense of arrival**.

Imagine Our Future

Let's Practice! How long have you been a part of the Norcross community?



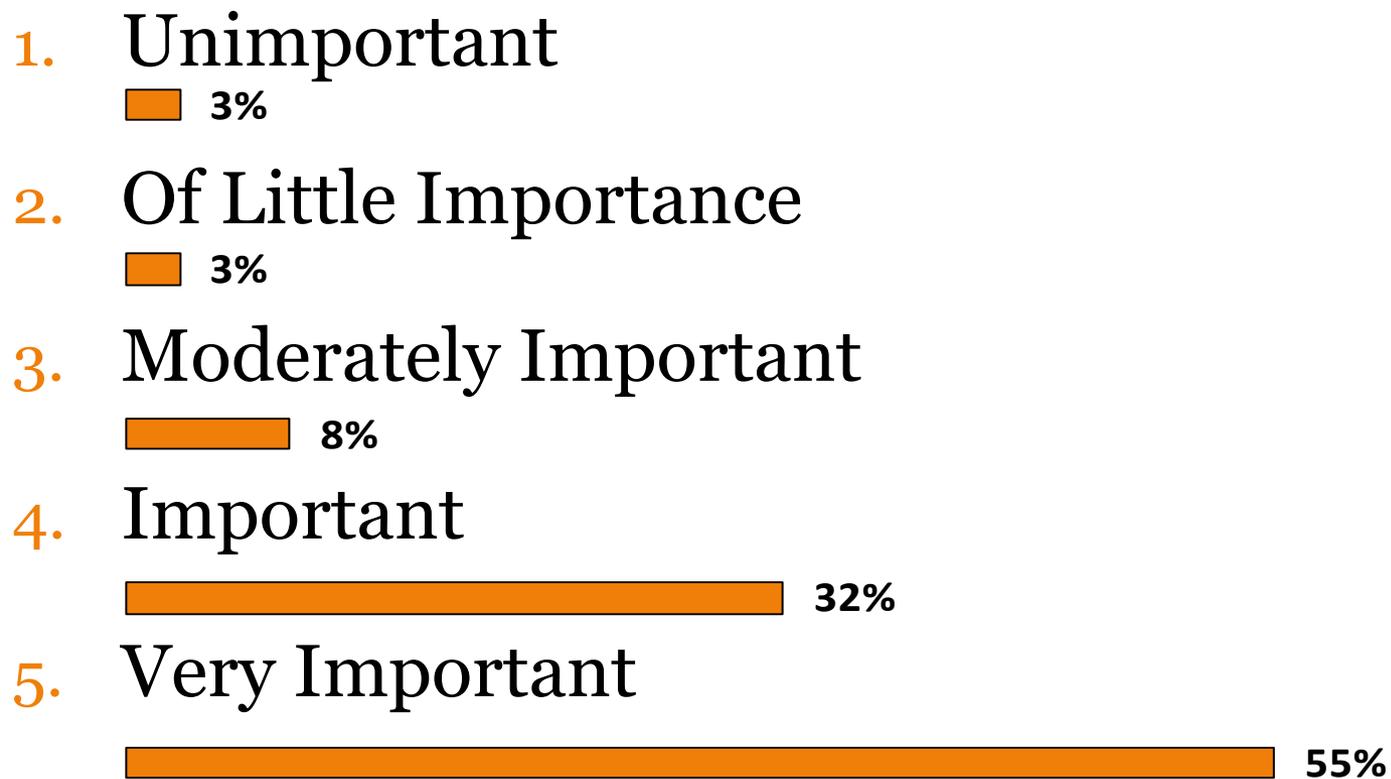
Visioning Discussion



When considering our community's 20 year future, **on a scale of 1 to 5**, with 5 being very important, how is . . .

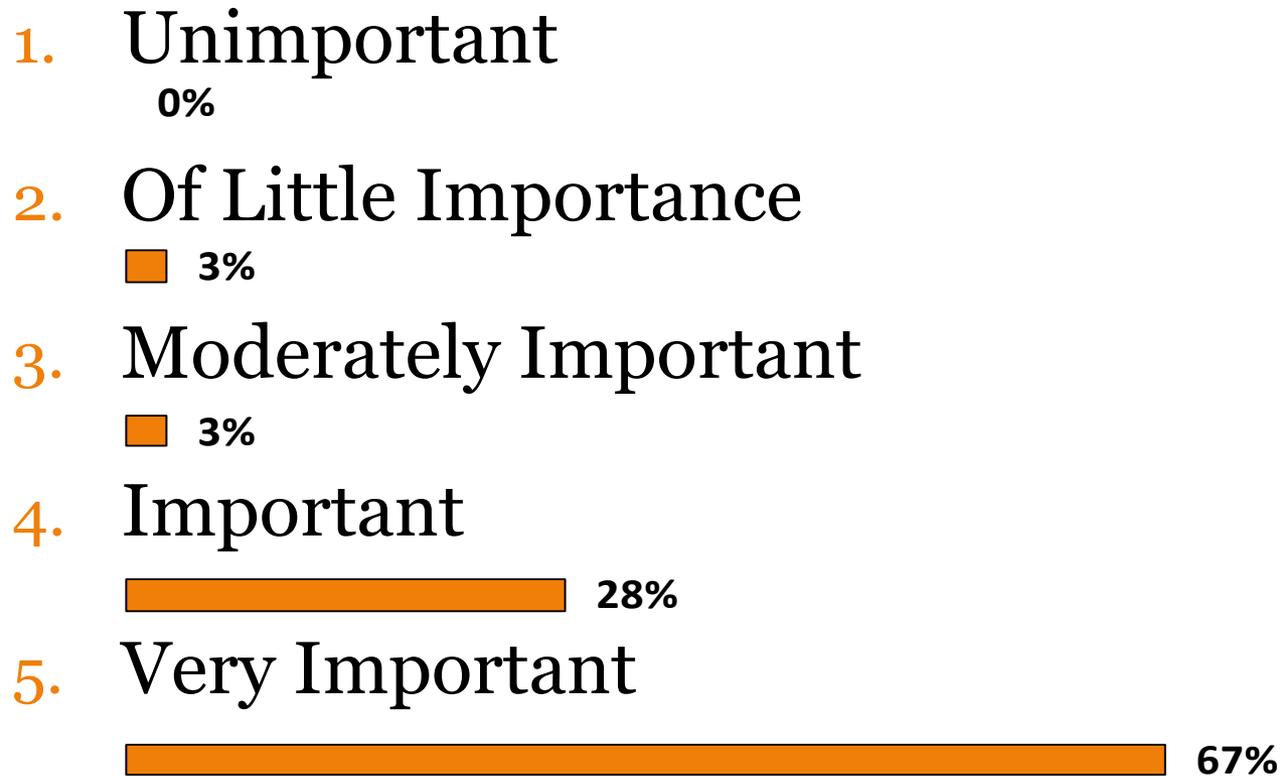


1. When considering our community's 20 year future, how important is *the small town experience*?



Avg =
4.34

2. When considering our community's 20 year future, how important is *metropolitan access*?



Avg =
4.59

3. When considering our community's 20 year future, how important is *capitalizing on our location*?

1. Unimportant

0%

2. Of Little Importance

0%

3. Moderately Important

0%

4. Important

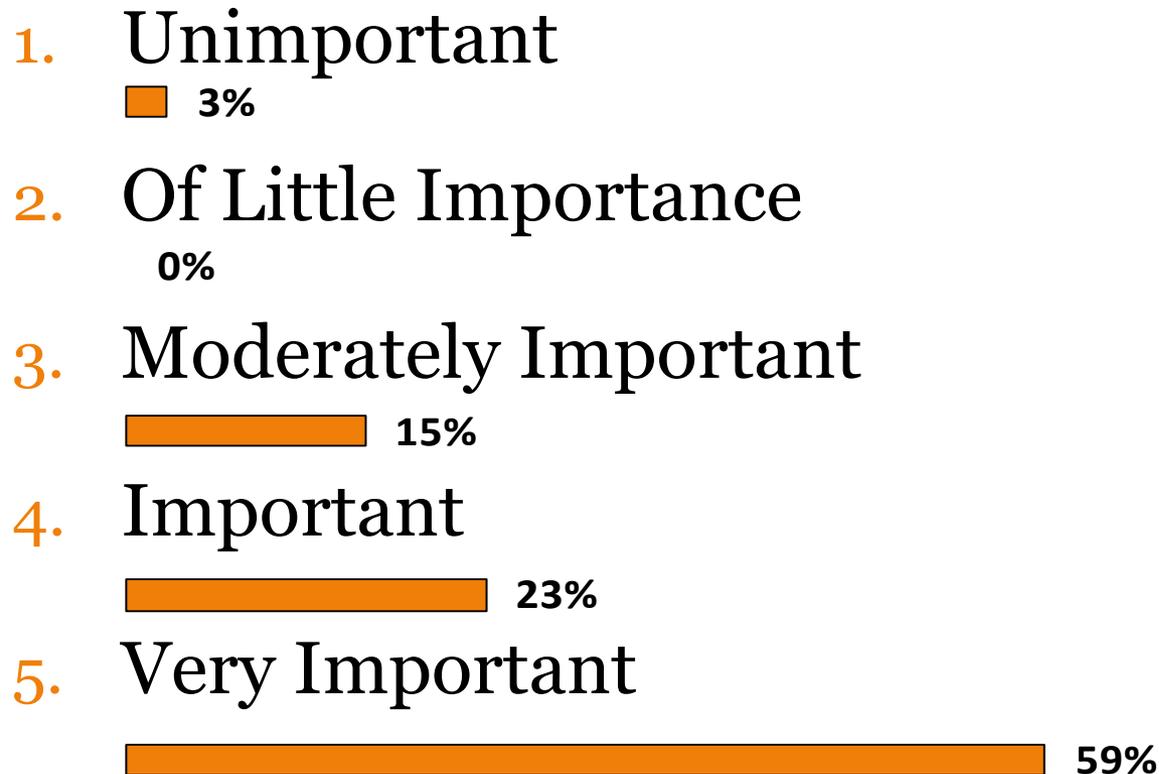
 23%

5. Very Important

 77%

Avg =
4.77

4. When considering our community's 20 year future is *attracting corporate offices and education centers?*



Avg =
4.36

5. When considering our community's 20 year future, how important is the *charm of historic downtown*?

1. Unimportant

 5%

2. Of Little Importance

 3%

3. Moderately Important

0%

4. Important

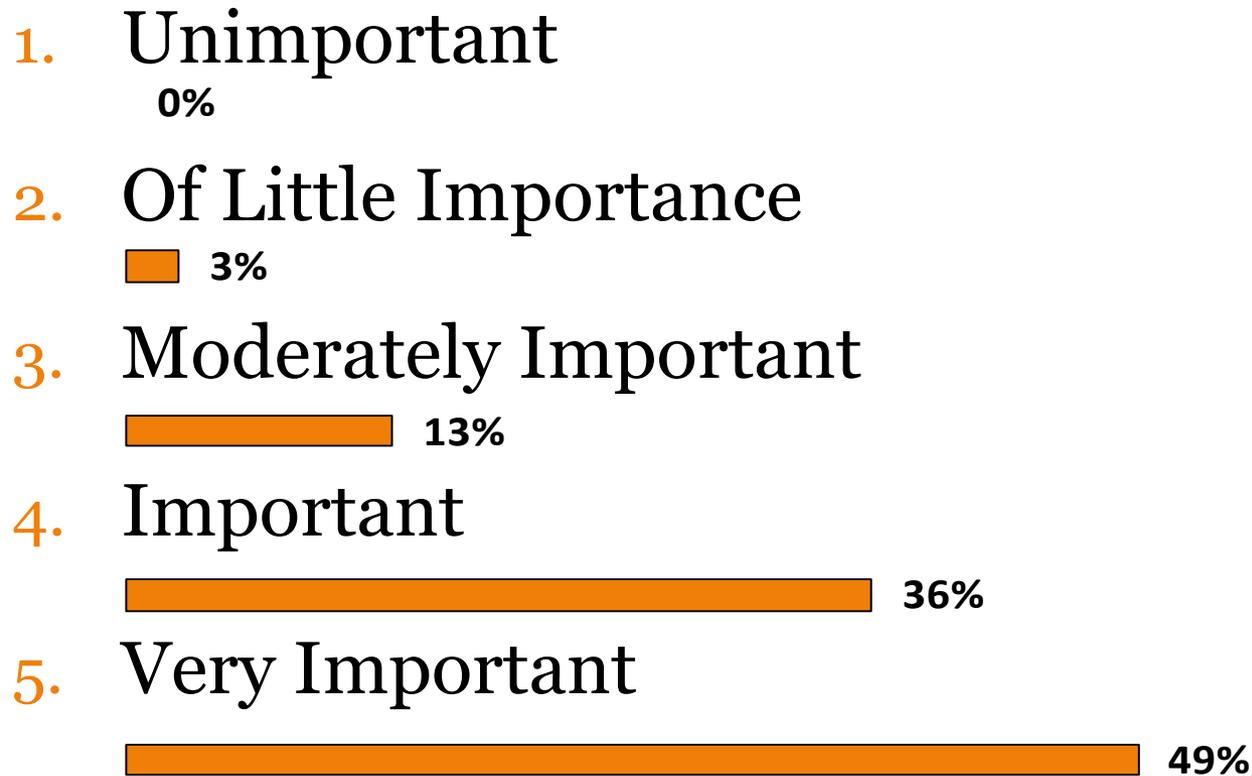
 21%

5. Very Important

 72%

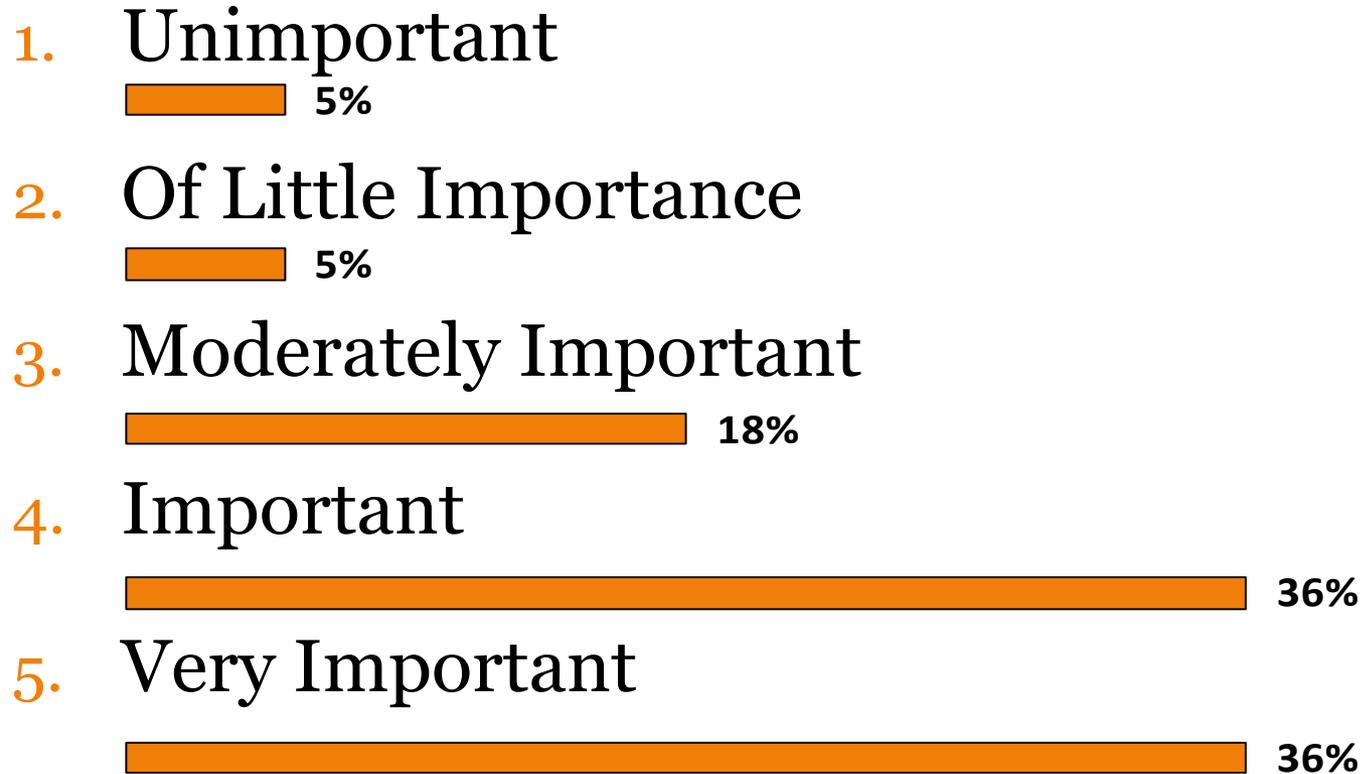
Avg =
4.51

6. When considering our community's 20 year future, how important is *employees enjoying our city*?



Avg =
4.31

7. When considering our community's 20 year future, how important to is *partnership with Gwinnett County*?



Avg =
3.92

8. When considering our community's 20 year future, how important is *partnership with the Gwinnett Village CID and major property owners and investors*?

1. Unimportant

■ 3%

2. Of Little Importance

0%

3. Moderately Important

■ 11%

4. Important

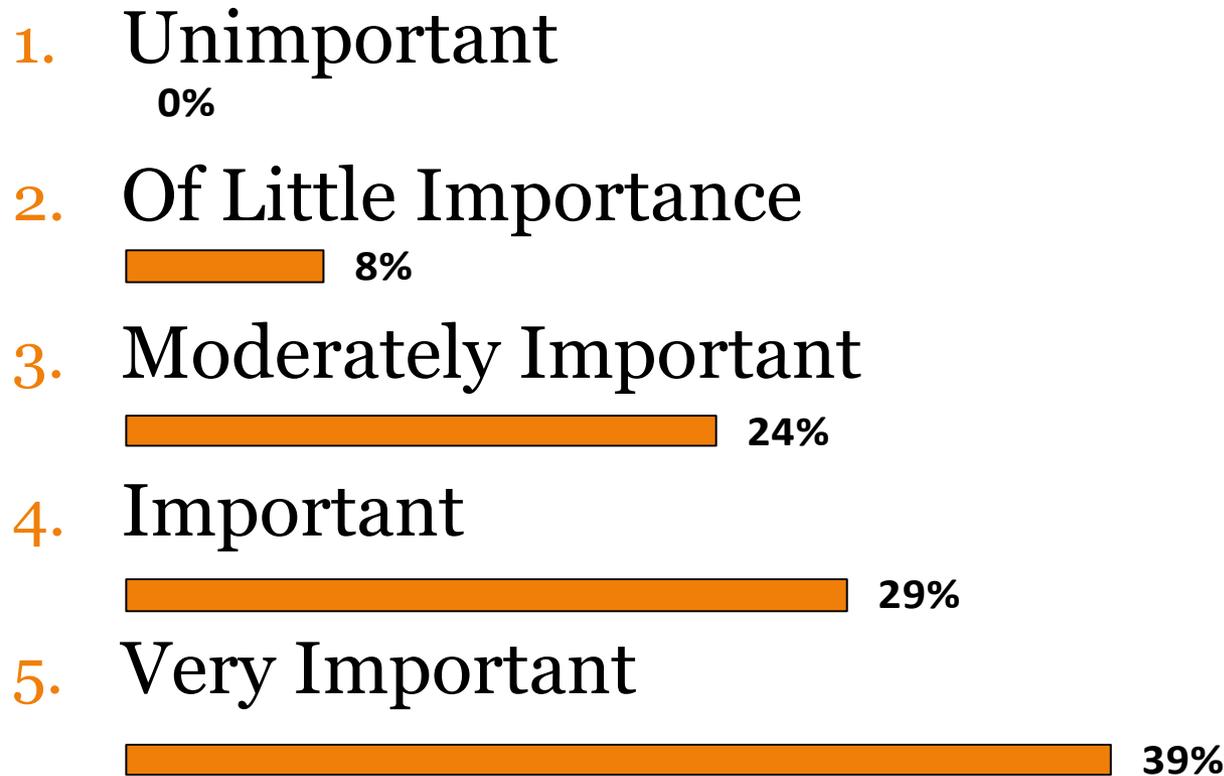
■ 21%

5. Very Important

■ 66%

Avg =
4.47

9. When considering our community's 20 year future, how important is *transforming heavy commercial areas into more efficient and attractive corridors*?



Avg =
4.00

10. When considering our community's 20 year future, how important is *having distinctive and attractive gateway areas*?

1. Unimportant

■ 3%

2. Of Little Importance

0%

3. Moderately Important

■ 16%

4. Important

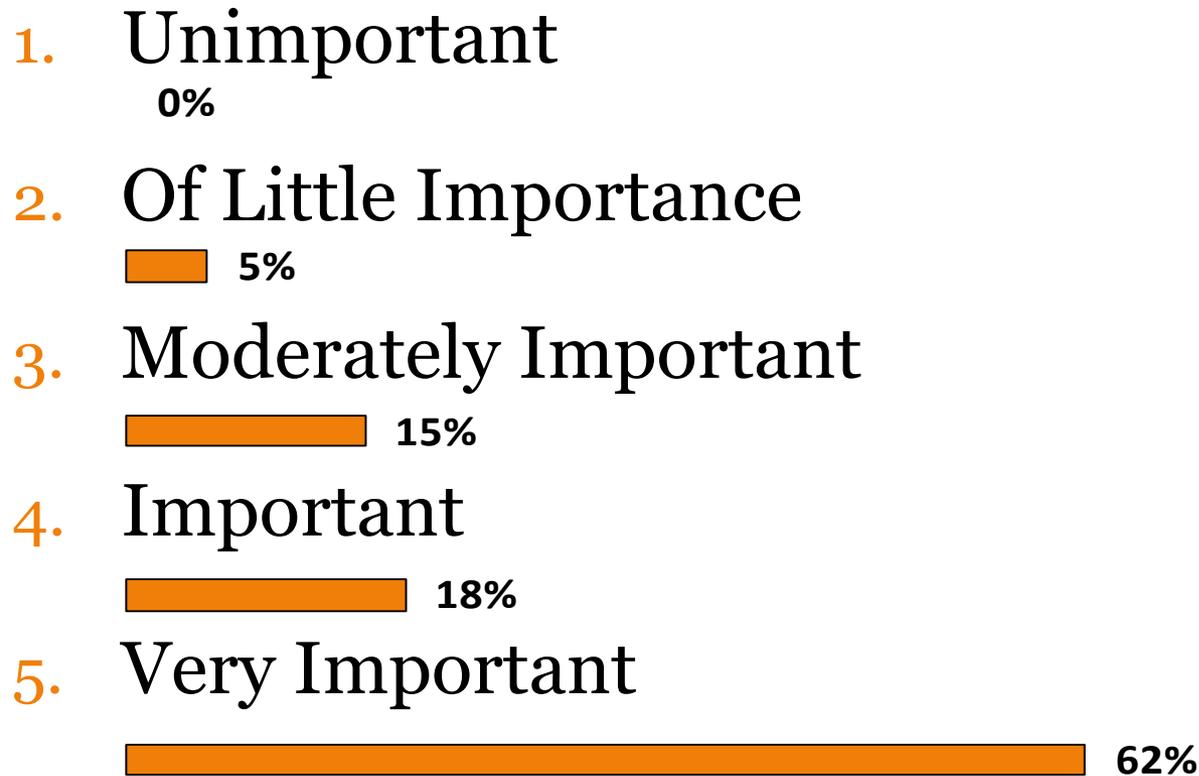
■ 11%

5. Very Important

■ 71%

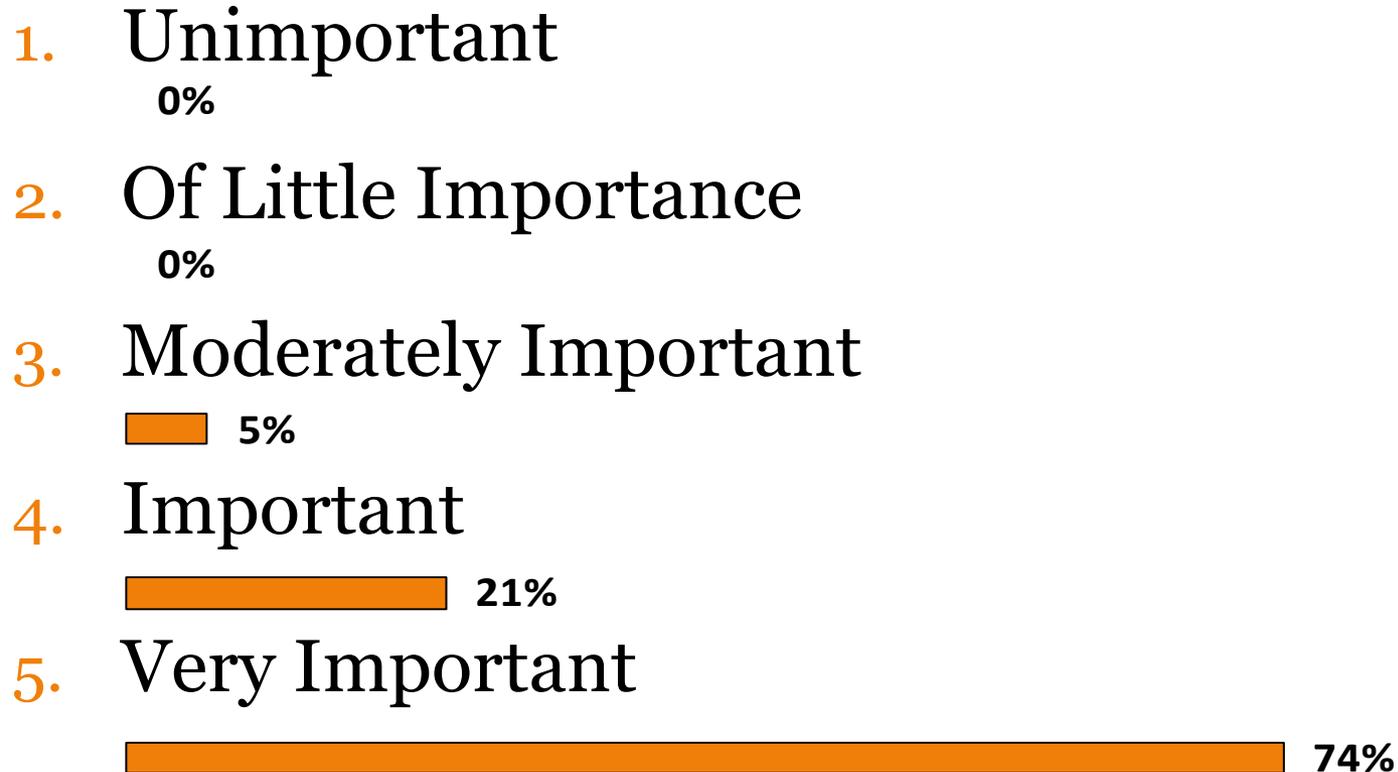
Avg =
4.47

11. When considering our community's 20 year future, how important is *connecting together unique areas of our community*?



Avg =
4.36

12. When considering our community's 20 year future, how important is *creativity in our approaches*?



Avg =
4.69

13. When considering our community's 20 year future, how important is *supporting multiple hubs of activity - walkable, mixed use areas*?

1. Unimportant
0%

2. Of Little Importance
0%

3. Moderately Important
5%

4. Important
11%

5. Very Important
84%

Avg =
4.79

How You Can Stay Involved



- **Join** in meaningful discussions at Public Meetings
- **Contribute to** dialogue about our future on the City Facebook and Twitter pages
- **Follow** the planning process on the City Website & communications from the project team
- **Participate** in prioritizing setting Community Survey (date TBD)



Imagine Our Future

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