



imagine our future

NORCROSS 2034

COMPREHENSIVE PLAN UPDATE



JACOBS™



ACTION PLANNING WORKSHOP

NOVEMBER 21, 2013

Needs & Opportunities Review



- Preliminary lists created by the Steering Committee
- Your input will help prioritize items that should be pursued or addressed as part of this plan
- **Place dots besides the highest priority items that should be addressed as part of this plan**

LAND USE

STRENGTHS

- Location (near transit)

OPPORTUNITIES

- Great location (near or adjacent to transit)

ECONOMIC DEVELOPMENT

STRENGTHS

- Residential markets (growing)

OPPORTUNITIES

- Economic (future) High-growth (development)
- Long-term preservation of City's historic assets
- Provision of public services

TRANSPORTATION

STRENGTHS

- Traffic counts at major corridors

OPPORTUNITIES

- Access to public transit (for transit funds)
- Traffic volume
- Proximity to transit

COMMUNITY FACILITIES & RESOURCES

STRENGTHS

- CD

OPPORTUNITIES

- Enhance their (public) network
- Locate community facilities (outside of downtown)

POPULATION

STRENGTHS

- Diversity

OPPORTUNITIES

- Increase (public) services (to offer) (services and other) (transit) (services)
- Job opportunities
- Great school system

HOUSING

STRENGTHS

- Downtown (core)
- Neighborhoods with (ability to) (attract) (and) (community) (resources)
- Strong planning and (ability to) (attract) (and) (community) (resources)
- Armed area has been "released" (of) (due to) (public) (investment)

OPPORTUNITIES

- Rehabilitation of (old) (buildings)
- Redevelopment of (old) (buildings)
- MI development
- Tasks to support (development)
- Ability of (public) to support (development) (and) (community) (resources)
- Leverage public investment (to) (attract) (and) (community) (resources)
- Transition from (existing) (to) (new) (buildings)

WEAKNESSES

- Limited (public) (investment) (to) (attract) (and) (community) (resources)
- Lack of (public) (investment) (to) (attract) (and) (community) (resources)
- Limited, quality (public) (investment) (to) (attract) (and) (community) (resources)
- Lack of (public) (investment) (to) (attract) (and) (community) (resources)

THREATS

- Funding
- Refuse to (public) (investment) (to) (attract) (and) (community) (resources)

Use PINK dot

Use BLUE dot

Use OR dot

Use YELL dot

Use GRE dot

Use RED dots

JACOBS

SWOT Boards

Today's Workout



- “Warm-up Exercise” - Needs & Opportunities Review
- Introductory Remarks
- “Group Stretching” - “Why Action Plan?” Presentation
- “Group Exercise” - Strategies Discussion
- “Cool Down” - Reconvene



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Meeting Goals



- Vet needs and opportunities
- Provide insight on how plan update fits with current/ongoing activities
- Collect input on strategies to achieve community goals
- Prepare for next steps
 - Crafting Community Work Program
 - Preparing Plan documentation for public and agency review



Character Area Workshop

Public Meeting Schedule



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Draft Vision and Goals



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

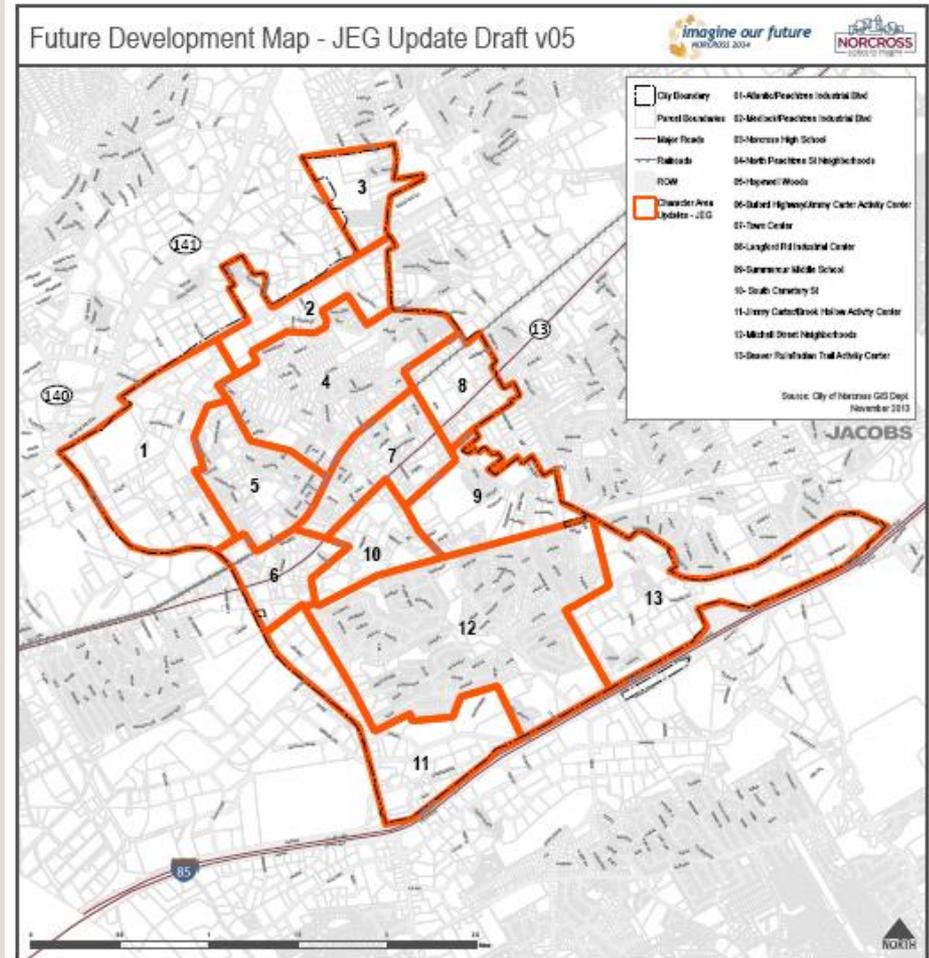
- Continue to Define Norcross' Sense of Place
- Continue to Strengthen Norcross as a Livable and Safe Environment
- Increase Opportunities for Travel via Different Modes within and Outside Community
- Maintain a Vibrant Economy and Continue to Facilitate Job Growth
- Further the City's Tradition of Strong Leadership and High Level of Quality Services



Character Area Map



- 13 Character Areas
- Each area has its own vision and policies
- Will be used to direct rezoning and capital investment decisions



Community Survey Overview

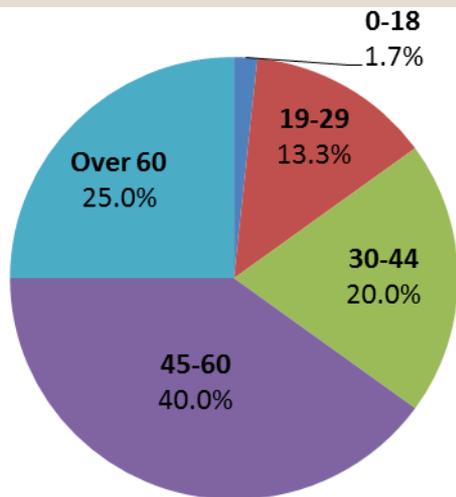


- Open from Oct 23 – Nov 18 (3.5 weeks)
- 156 participants – 21% completed survey in Spanish
- 75% residents, 35% work here, 11% business owner, 10% live nearby

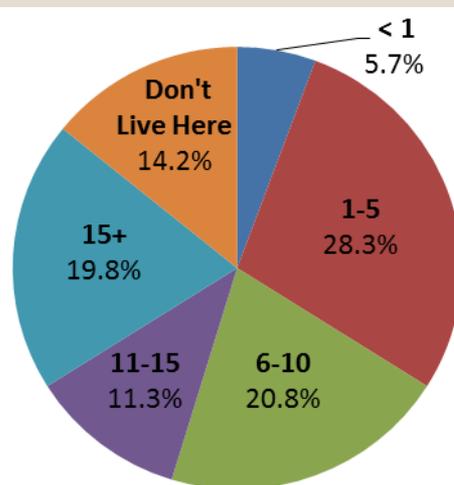
47% female 53% male

78% homeowners 22% renters

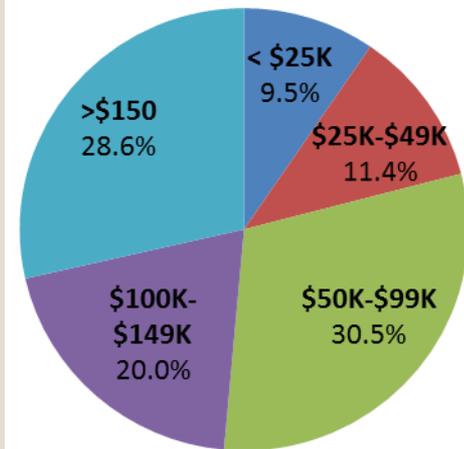
AGE



YEARS LIVING HERE



INCOME



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Community Survey Results Snapshot



Top 5 Qualities Like About City

- Location (67%)
- Downtown center (66%)
- Parks + community spaces (61%)
- Community events (57%)

Community members ranked Norcross high for meeting daily needs: **7.14** on scale of 1 to 10

46% Norcross does not offer enough services/amenities to accommodate all age groups

Transportation Priorities

- Improve Sidewalk Network (2.63)
- Improve Traffic Flow in highly congested areas (2.61)

Desired Bike & Pedestrian Connections

- Local shopping (49%), Historic downtown (43%)
- Parks (42%), Work (38%)

Top Housing Concerns

- Transient housing (39%)
- Lack of maintenance/code enforcement (30%)
- Limited senior housing options (27%)
- Incompatible housing (24%)

88% plan to live here for next 5 years

Where are we headed? - Plan Contents



- **Community Goals**
 - General Vision Statement
 - List of Goals
 - Character Areas and Narrative
- **Needs and Opportunities**
- **Strategies & Actions – Action Plan**
 - 5 Year Community Work Program

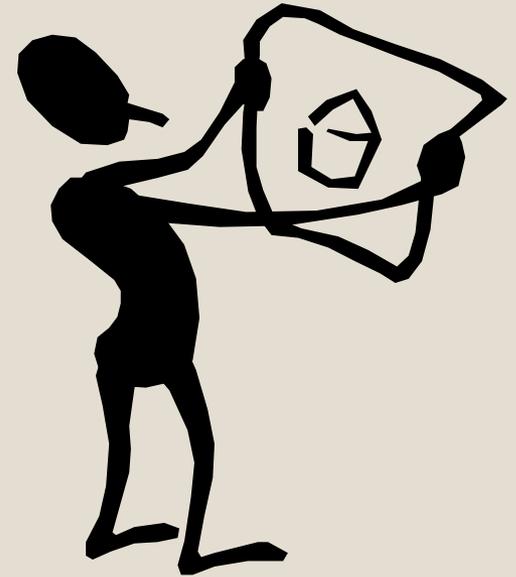
Comprehensively will address the 6 elements of the plan

- Population
- Housing
- Economic Development
- Land Use
- Community Facilities
- Transportation

Why Action Plan?



- To see if the current City work program will help us reach our goals
- To address changing conditions
- To capitalize on opportunities
- To address known threats
- To position the city to adequately handle unforeseen events

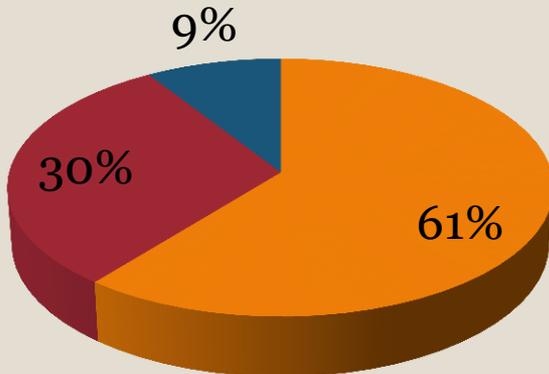


The City's Record of Accomplishments



- From the previous Comprehensive Plan

Project Status



- Completed
- On-going
- To Implement

City of Norcross Record of Accomplishments											COMPLETED	ON-GOING	TO IMPLEMENT
2009-2012													
2009	2010	2011	2012	2013	2014	2015	Responsibility	Estimated Cost	Funding Source	Project Status	2010 Accomplishments / 2011 Activities		
Economic Development													
1							City Manager and Community Development	\$0	OP	OP	Complete. Position established and hired in 2008.		
2							Economic Development Manager	\$0	OP	OP	The Building has meetings has been completed and some discussions have been made. With more completion of the Community Development Plan and the state, all property owners have been notified and for those that have been contacted.		
3							City Manager, Community Development	\$0	OP	OP	Complete.		
4							Business Development Manager	\$0	OP	OP	Complete.		
5							Community Development	\$0	OP	OP	Complete.		
6							Community Development	\$0	OP	OP	Complete.		
7							Business Development Manager, City Manager	\$0	OP	OP	Complete.		
8							Community Development	\$0	OP	OP	Complete.		
9							Community Development	\$0	OP	OP	Complete.		
10							Community Development	\$0	OP	OP	Complete.		
11							Community Development	\$0	OP	OP	Complete.		
12							City Manager	\$0	OP	OP	Complete.		
Historic, Cultural and Material Resources													
13							Public Works	\$0	OP	OP	Complete.		
14							Public Works	\$0	OP	OP	Complete.		
15							Public Works	\$0	OP	OP	Complete.		
16							Public Works	\$0	OP	OP	Complete.		

Ongoing or proposed projects



- Sources of information

- 2008 Comprehensive Plan Short Term Work Program (as updated in 2012)
- 2011 Norcross Parks Master Plan
- 2007 Jimmy Carter - Buford Highway Redevelopment Plan (LCI)
- 2007 Indian Trail - Lilburn Road Corridor Study (LCI)
- 2012 Indian Trail - Jimmy Carter Boulevard Bike Study
- 2008 Norcross Activity Center LCI
- 2012 Town Center LCI 10-yr Update
- 2012 Summerour Middle School Transportation Plan (Safe Routes to School)

Today's Group Exercise

Strategies Discussion



- Each group will work on at least 3 of 5 goals
- What is needed to achieve each goal?
- Strategies may include action items, policies, future plans
- Each group's aim is to narrow down to 6-8 key strategies for each overarching goal.

YOUR EXERCISE EQUIPMENT

Drawing Paper – one sheet for each goal

Markers to identify relationships between goals and strategies

Note cards and tape – to write down and post strategies

GROUP 1

Jim & Kyle

1. Continue to Define Norcross' Sense of Place
2. Continue to Strengthen Norcross as a **Livable and Safe Environment**
3. Further the City's Tradition of Strong **Leadership and High Level of Quality Services**

GROUP 2

Wade & Joe

1. Continue to Define Norcross' Sense of Place
2. Increase Opportunities for **Travel via Different Modes** within and Outside Community
3. Maintain a **Vibrant Economy and Continue to Facilitate Job Growth**

GROUP 3

Amanda & Arelis

1. Continue to Define Norcross' Sense of Place
2. To be determined.
3. To be determined.

Example of Goal/Strategy Board



Develop a Mixed Use Activity Node at I-85 between Beaver Ruin Road/Indian Trail Road

Develop Zoning Overlay Districts along main Corridors

Continue to Define Norcross' Sense of Place

Gateways - erect more stone column signs at key intersections

Develop a Public Art and Cultural Resource Master Plan

-Beaver Ruin Rd and Buford Highway
- Langford Rd and N. Peachtree St.
- etc.

How you can stay involved



- Find Plan info on City's website www.norcrossga.net
- Contact Us

Chris McCrary
Community Development Director
cmccrary@norcrossga.net

Jim Summerbell
Jacobs Project Manager
jim.summerbell@jacobs.com

Comprehensive Plan Open House

February 6, 2014

6:30 to 8:00 PM

Norcross Community Center

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