

DRAFT: 2-10-2014



II. COMMUNITY VISION

A. INTRODUCTION

The City of Norcross, Georgia is a driven and ambitious community. It is a place that is proud of what it has achieved and where it wants to go. City leaders are committed to setting and meeting a realistic agenda that reflects the energy, passion, and endeavors that the community has for the future. Doing so has allowed Norcross to achieve and maintain a vibrant town center, competitive business environment, a desirable residential environment, and an increasingly diverse population. People are happy to call Norcross home. The strong history of planning for the City’s future has strengthened this approach – beginning with the City’s first iteration of its Comprehensive Plan, developed in the early 1990s, and extending through the recent Town Center Master Plan Update and the numerous other studies and plans that have shaped the City’s direction. The community’s vision for the future is a function of its success to date in plan implementation.

The community vision for Norcross includes three elements:

1. *The Vision Statement* – supporting the overall vision for the community
2. *Goals* – overarching goals that the City seeks to achieve in the planning time-frame
3. *Character Areas* – a detailed vision for sub-areas of the city, including goals for each area and appropriate mix of future uses and development, community facilities, and transportation infrastructure

This Chapter highlights each of these items. The following Chapter provides key needs and opportunities that correspond with each of these goals.

VISION STATEMENT	GOALS		CHARACTER AREAS									
			1	2	3	4	5	6	7	8	9	10
NORCROSS WILL BE A DYNAMIC AND WHOLE COMMUNITY IN WHICH GENERATIONS OF DIVERSE CITIZENS CAN ENGAGE, CREATE, CONTRIBUTE AND FLOURISH.		SENSE OF PLACE	1	Atlantic/Peachtree Industrial Blvd	6	Buford Hwy/ Jimmy Carter Blvd Activity Center	11	Jimmy Carter Blvd/ Brook Hollow Activity Center				
		LIVABLE & SAFE	2	Medlock/Peachtree Industrial Blvd	7	Town Center	12	Mitchell Rd Neighborhoods				
		TRANSPORTATION	3	Norcross High School	8	Langford Rd Industrial Center	13	Beaver Ruin/ Indian Trail Activity Center				
		ECONOMY	4	North Peachtree St Neighborhoods	9	Summerour Middle School						
		LEADERSHIP & SERVICE	5	Hopewell Woods	10	South Cemetery St						



B. VISION STATEMENT

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

The vision for each of the City’s character areas further defines and clarifies this statement for the future. The vision was created through a public vetting process that started with the vision statement from the 2030 update to the Comprehensive Plan. The 2030 vision was reviewed with community members at a Visioning Workshop and subsequent Steering Committee meetings and streamlined to create a succinct sense of where the community aims to be in the next 20 years.

C. GOALS

The Norcross vision is supported by overarching goals that will help shape the City’s direction. These goals are based on both analysis of existing conditions and trends and the priorities of the voiced by the community, captured in a series of stakeholder interviews, Steering Committee meetings, and workshops with the community. Five overarching goals capture the key actions for the City’s future.

Goal 1: Continue to Define Norcross' Sense of Place

Norcross is a vibrant small city like no other in the Atlanta metropolitan region; residents and visitors know when they're in Norcross. Higher intensity employment focused developments along the city's edges gives way to well-maintained neighborhoods, attractive commercial nodes, and a quaint historic downtown. Monumental gateway signage, attractive landscaping, streetscaping and context sensitive building design allow the city's distinctive districts to complement one another.

a. Key Needs and Opportunities:

- Additional physical branding of the city through gateway and directional signage
- Landscaping standards for the city
- Additional design standards for key corridors

b. How Will We Measure Success?

- Implementation of gateway signage at targeted locations (see Section E. Gateways)
- Redevelopment projects along city's major corridors that support our vision
- Regular survey the community recognizes contentment with the City's overall look and feel
- Positive press coverage of the City's public and private investments

Goal 2: Continue to Strengthen Norcross as a Livable and Safe Environment

Norcross is a welcoming community where all citizens thrive regardless of age, income or ethnicity. There is a wide variety of housing, shopping, recreation, and employment options in the city. Residents and visitors are safe and secure in their homes and on the go in the city.

a. Key Needs and Opportunities:

- Additional recreational spaces southeast of Buford Highway
- Attract private investment in senior and millennial populations

b. How Will We Measure Success?

- Reduction in crime
- Presence of diverse age groups living and working in city
- Balance in land use mix, recorded by existing land use data



Goal 3: Increase Opportunities for Travel via Different Modes within and Outside Community

Norcross is connected! Safe pedestrian routes, including sidewalks, crosswalks, and multi-use trails provide connections between the city's activity hubs. The city's development policies and political leadership are supportive of increasing efficient transit services connecting Norcross with destinations throughout the Atlanta region.

a. Key Needs and Opportunities:

- Increase connectivity both internal and external to Norcross between neighborhoods/employment centers and major community destinations via bikes, pedestrians, and local transportation
- Involvement in regional planning efforts to ensure Norcross remains a target location of future transit investment
- Provide additional public parking in Downtown

b. How Will We Measure Success?

- Incorporation of bicycle resources
- Sidewalk improvement projects implemented
- Regular survey of population to measure ability to travel around via modes



Goal 4: Maintain a Vibrant Economy and Continue to Facilitate Job Growth

City staff and leaders are responsive to the needs of current businesses and work with owners to support their growth. The wide variety of development options available in Norcross – spaces for lease, purchase, and properties for development and redevelopment are aggressively marketed. City staff and leaders continually work to recruit businesses that support the city’s vision and development goals.

a. Key Needs and Opportunities:

- Coordination with South Gwinnett Chamber, Partnership Gwinnett, and Georgia Department of Economic Development to promote the city for business location
- Incubator facility for new, upstart businesses
- Improvements to fiberoptic networks
- Continued promotion of Historic Downtown Core to regional market

b. How Will We Measure Success?

- Vacancy rate of office and commercial spaces
- Location of new businesses
- Counts of business licenses within the city

Goal 5: Further the City’s Tradition of Strong Leadership and High Level of Quality Services

Norcross is a well-managed city that works cooperatively with adjacent governments to reach common goals. The city maintains an open-door government that actively strives to positively engage all citizens and community groups. City services not only maintain health, safety and welfare and but also promote a well-rounded community.

a. Key Needs and Opportunities:

- Identify integrated program to provide the broad mix of community members an opportunity to be involved in City decisions

b. How Will We Measure Success?

- Representation of different neighborhoods in city on Boards and leadership roles within the city
- Attendance at public meetings
- Regular survey of population to gauge happiness with community services

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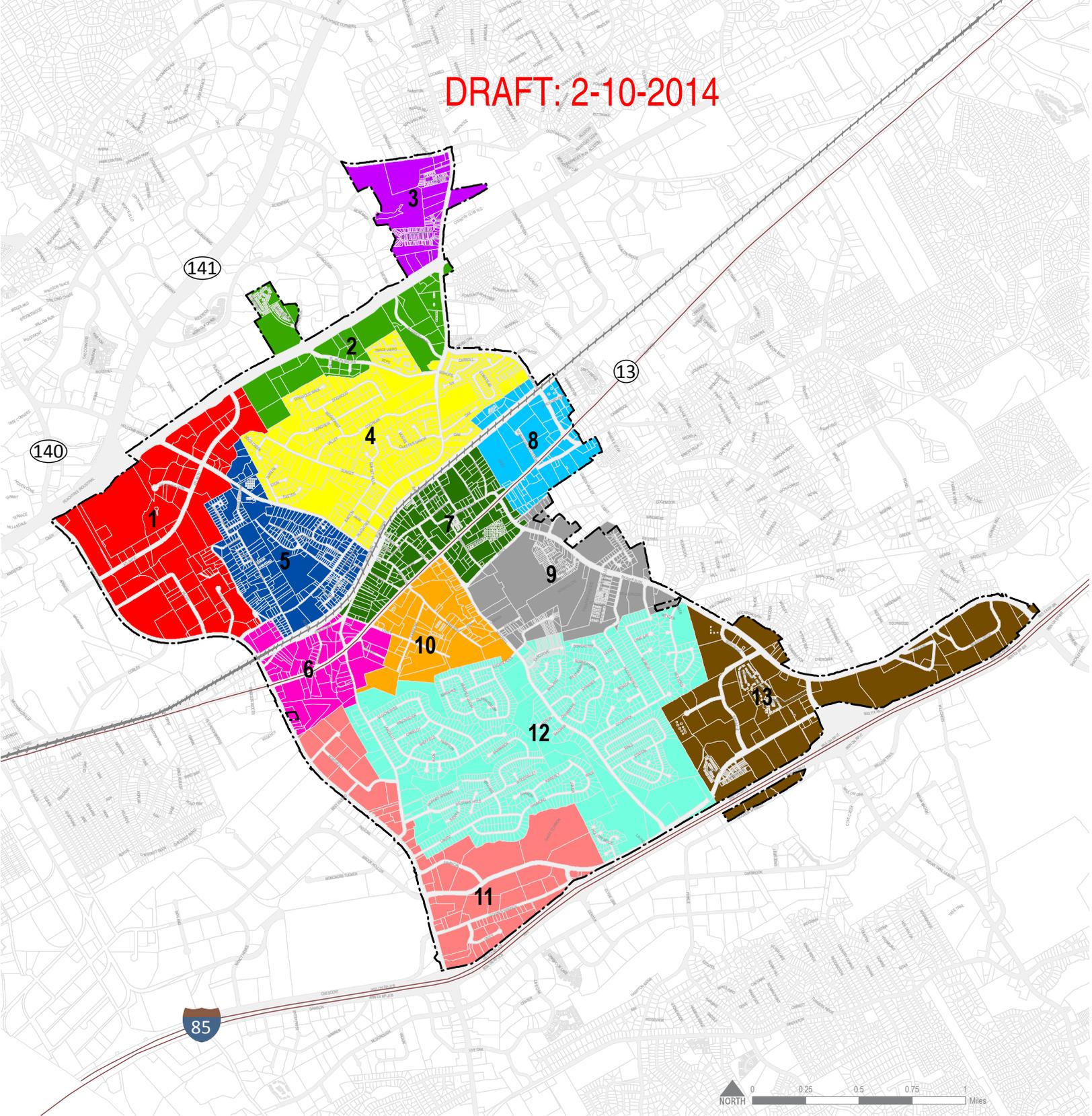


FIGURE 2-1: The Future Development Map

Source: City of Norcross GIS Dept. January 2014

- | | | |
|------------------------------------------------|---------------------------------------------------|-------------------|
| 1-Atlantic/Peachtree Industrial Blvd | 8-Langford Rd Industrial Center | City Boundary |
| 2-Medlock/Peachtree Industrial Blvd | 9-Summerour Middle School | Parcel Boundaries |
| 3-Norcross High School | 10-South Cemetery Street | Major Roads |
| 4-North Peachtree St Neighborhoods | 11-Jimmy Carter Blvd/Brook Hollow Activity Center | Railroads |
| 5-Hopewell Woods | 12-Mitchell Road Neighborhoods | ROW |
| 6-Buford Hwy/Jimmy Carter Blvd Activity Center | 13-Beaver Ruin/Indian Trail Activity Center | |
| 7-Town Center | | |

D. CHARACTER AREAS

The Future Development Map is a location-based vision and policy statement to help guide Norcross’s elected officials, staff, and planning boards in future development and policy decisions. The Character Areas Map divides the City of Norcross among thirteen unique character areas as shown in Figure 2-1.

Each character area has a set of goals – including a vision statement, delineation of appropriate zoning districts, and implementation measures for achieving the vision for the area. Supporting this information are photos and images of desirable future development and/or character. The map and corresponding policy framework is a tool to help make planning, zoning, and development decisions that are consistent with the vision and goals for the future.

The process of developing character areas began with a review of the existing Future Development Map and was adjusted based on recent planning studies (including the Town Center Plan, Norcross Activity Center Livable Centers Initiative, and the Jimmy Carter Boulevard/Buford Highway Redevelopment Plan), input from the public, and ultimately finalized with guidance from the Steering Committee and from City staff.

The Georgia Department of Community Affairs defines a character area as:

A specific geographic area or district within the community that meets one of the following:

- Has unique or special characteristics to be preserved or enhanced (such as a downtown, a historic district, and arts district, a neighborhood, or a transportation corridor)
- Has potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation (such as a strip commercial corridor that could be revitalized into a more attractive village development pattern)
- Requires special attention due to unique development issues (rapid change of development patterns, economic decline, etc.).

City of Norcross Zoning Districts

The following are current, legal zoning districts allowed by the City of Norcross Code of Ordinances. For each character area, appropriate zoning districts for that area, based on the vision for the area's future, are identified. These considerations take into account existing land use and desired changes in land use to promote the community's overall goals.

- R100, One-family residence district
- R75, One-family residence district
- R65, One-family residence district
- RM, Multifamily residence district
- OI, Office-institutional district
- C1, Neighborhood commercial district
- C2, General business district
- C3, Central business district
- M1, Light industry district
- FH, Flood hazard district
- ODW, Office-distribution-warehouse district
- DCD, Design concept development district
- CSO, Conservation subdivision/open space development
- RAOD, Redevelopment area overlay district

1 Atlantic/Peachtree Industrial Boulevard

a. Vision

The Atlantic/Peachtree Industrial Blvd gateway area is a welcoming entrance to the city and a major employment center:

- PIB/Holcomb Bridge Road is an aesthetically pleasing Gateway welcoming people to Norcross
- The area is known as a mixed-use employment center, with light-industrial and flex space that round out the area as a dynamic business area
- Higher density commercial is accommodated with limited housing
- A signature building/group of buildings defines the character of the area

b. Appropriate Zoning Districts

- OI, Office-institutional district
- C2, General business district
- M1, Light industry district
- New Mixed Use District, if adopted

c. Implementation Measures

- Establish an overlay district to ensure compatible design along Jimmy Carter Boulevard and Holcomb Bridge Road
- Ensure adequate buffers to adjoining residential areas
- Improve sidewalk connections
- Maintain economic vibrancy of area
- Establish design standards for gateway areas
- Enhance the downtown gateway signage at Holcomb Bridge Road and Peachtree Industrial Boulevard



The area can be appropriate for development of additional office space to support targeted industries.



The character of the city's existing gateway structures should be furthered by compatible public/private design.

- Develop new zoning district to permit mixed use outside of the downtown business district
- Implement landscape standards to establish desirable city edge

2 Medlock/Peachtree Industrial Boulevard

a. 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:

- The area is hub of activity and connecting point for surrounding areas
- A dense area of mid-scale (25-50K square feet) retail and offices with corporate-focused amenities including hotels and training/conference facilities
- Community facilities and institution(s) of higher education infuse the area with civic character
- A consistent design theme expressed through signage, architectural style, and landscape palette unifies the area and provides a sense of place unique to Norcross

b. Appropriate Zoning Districts

- OI, Office-institutional district
- C1, Neighborhood commercial district
- C2, General business district
- M1, Light industry district
- RM, Multifamily residence district



A consistent design theme, like that demonstrated in this development, will help create a unique sense of place.



The area will continue as a business/education hub with complimentary uses, such as hotels.

c. Implementation Measures

- Coordination with Peachtree Corners on the physical design along the PIB Corridor
- Ensure compatibility with adjoining neighborhoods
- Encourage location of small businesses and incubators
- Implement landscape standards to establish desirable city edge
- Implement gateway signage at Medlock Bridge and Peachtree Industrial Boulevard

3 Norcross High School

a. Vision

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

- Norcross High School continues as the area’s landmark and focus
- Residential uses predominate in proximity to the school
- Older buildings have redeveloped into a neighborhood retail/office node at Medlock Bridge Road and Spalding Drive
- A pedestrian network physically connects area uses
- Consistent building scale and design characteristics connect the area aesthetically
- Regular coordination with Peachtree Corners ensures the compatibility of development along the city’s border

b. Appropriate Zoning Districts

- OI, Office-institutional district
- C2, General business district
- RMD, Multifamily residence district (duplexes)
- RM6, Multifamily residence district (6 DUPA-dwelling units per acre)
- RM8, Multifamily residence district (8 DUPA)
- RM10, Multifamily residence district (10 DUPA)



Norcross High School continues as an anchor to the area.



Creative building design, such as this live-work building, can further a live, work, play area near the high school.

c. Implementation Measures

- Coordinate with Peachtree Corners to ensure complete street development in area and compatible development and service provision
- Ensure compatibility between non-residential development/redevelopment and adjoining neighborhoods through the use of buffers and transitional land uses
- Promote safe routes to schools policies in coordination with Gwinnett County Public Schools

4 North Peachtree Street Neighborhoods

a. Vision

This residential area remains a strong, stable residential location in the city:

- Farmington Hills, Sunset Hills, Norcross Hills, Oak Cove, Chastain Manor, and Oak Terrace continue to give the area a strong single-family residential character
- Property values are strong due to homeowners' ongoing home maintenance and investment
- Churches and parks contribute to the family-oriented nature of the area.
- New parks and greenways enhance quality of life in the district

b. Appropriate Zoning Districts

- R100, One-family residence district
- R75, One-family residence district
- R65, One-family residence district
- OI, Office-institutional district

c. Implementation Measures

- Update rights-of-way as needed to reinforce residential investment area
- Pursue greenway opportunities and sidewalk improvements that connect neighborhoods to downtown and other destinations as outlined in the Parks Master Plan
- Identify opportunities for senior facilities and resources
- Provide resources for home improvements and maintenance for housing



Preservation of historic housing is important to preserving the area's rich history.



Single family homes will continue to be a dominant characteristic, providing housing for the city's families.

5 Hopewell Woods

a. 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:

- Residential areas have a traditional neighborhood design per the guidelines fo the DCD Overlay District
- A mix of housing types accommodate varied incomes and life stages (young-singles, families, empty-nesters, etc.)
- High-end infill development provides housing options for working professionals
- Higher density housing located in area bordering the Atlantic/PIB area
- Townhomes and other medium-density housing types create a transition from single-family neighborhoods and the higher intensity employment center along Autry St

b. Appropriate Zoning Districts

- R75, One-family residence district
- R65, One-family residence district
- RMD, Multifamily residence district (duplexes)
- RM6, Multifamily residence district (6 DUPA)
- RM8, Multifamily residence district (8 DUPA)
- OI, Office-institutional district



Vinings' Jubilee center is a cozy, boutique shopping area. Similar development is appropriate for Hopewell Woods.



Two-story office/commercial in Suwanee's town square - also appropriate design for Hopewell Woods.

- C1, Neighborhood commercial district

c. Implementation Measures

- Improve sidewalk network
- Create bicycle infrastructure to support alternative travel
- Develop landscaping and design standards for infill development and redevelopment
- Consider opportunities for public provide landscaping in areas connecting to historic downtown core

6 Buford Highway/Jimmy Carter Boulevard Activity Center¹

a. Vision

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

- Includes a mix of residential and commercial space
- Connections to Best Friend Park make it a desirable place to live and locate a business
- Development intensity is highest at the intersection of Buford Hwy and Jimmy Carter Boulevard

b. Appropriate Zoning Districts

- RMD, Multifamily residence district (duplexes)
- RM6, Multifamily residence district (6 DUPA)
- RM8, Multifamily residence district (8 DUPA)
- RM10, Multifamily residence district (10 DUPA)
- OI, Office-institutional district
- C1, Neighborhood commercial district
- C2, General business district

c. Implementation Measures

- Utilize Redevelopment Area Overlay District zoning to ensure desirable development and design
- Work with the Gwinnett Village CID to implement the Jimmy Carter Blvd Corridor Study – partner on CID on update to plan



Medium scale mixed use at Buford Highway and Jimmy Carter can create a welcoming entrance to Norcross.



The mixed use node along 5th Street in Atlanta is a good prototype of a positive gateway with attention to details such as landscaping, bike lanes, and architectural accents.

- Create pedestrian and bicycle connections to Gwinnett County's Best Friend Park
- Encourage village concept – of mixed residential and residential over commercial and freestanding retail
- Implement gateway signage to direct people to community hubs
- Work with private entities and the Gwinnett Village CID to encourage development of a mixed use node at Buford Highway and Jimmy Carter Blvd
- Pedestrian safety improvements at Jimmy Carter Blvd and Buford Highway

7 Town Center

a. Vision

Through redevelopment and public investment, the Town Center character extends to Buford Highway, creating a connection between the western and eastern sides of the city:

- Expanded Town Center Area encompasses the Norcross Town Center Plan and the area immediately south of Lillian Webb Park along Buford Highway
- It is a unique, compelling destination that ties together “Greater Norcross”
- A compatible blend of historic and modern buildings create an economically and environmentally sustainable place to live, work, and visit
- Buford Highway is a vibrant walkable corridor

b. Appropriate Zoning Districts

- C-3, Central business district
- DCD, Design concept development district
- RAOD, Redevelopment area overlay district

c. Implementation Measures

- Create pedestrian connection from Lillian Web Park to Buford Highway
- Build Structured Parking in Downtown
- Work with Gwinnett County Public Library to pursue construction of new library within Downtown Core
- Implement safe, east-west pedestrian and cyclist connections across Buford Highway



Norcross’s historic town center will continue to be a gem that sets the city apart from others in the region.



Jones Street connects many city attractions: the shops of S. Peachtree St., City Hall, and Lillian Webb Park.

- Implement recommendations of the Holcomb Bridge Railroad Crossing Intersection Improvement Study
- Implement GDOT’s Buford Highway Median Project – including widening a portion of Buford Highway and adding landscaped medians, between Jimmy Carter Boulevard and Beaver Ruin Rd
- Continue to program downtown events to support families, children, working professionals, and seniors
- Attract additional commercial uses to the Downtown district
- Invest in targeted landscaping to downtown area

8 Langford Road Industrial Center ¹

a. Vision

The area is a hub of business and industrial innovation and creativity:

- Maintain industrial tax base
- Small, affordable commercial spaces serve as an incubator for new businesses
- Aesthetically pleasing area with standards to maintain compatibility
- Provide walkability of Buford Highway
- Corridor and connections to the Town Center make the area attractive for new businesses
- New housing options, such as warehouse/loft style condominiums and live-work opportunities, to support the city's increased attractiveness to the creative class

b. Appropriate Zoning Districts

- RM8, Multifamily residence district (8 DUPA)
- RM10, Multifamily residence district (10 DUPA)
- OI, Office-institutional district
- C1, Neighborhood commercial district
- C2, General business district
- M1, Light industry district
- RAOD, Redevelopment area overlay district

c. Implementation Measures

- Ensure that redevelopment occurs in coordination with the RAOD standards



Area light industrial uses are important to the economy; upgrades overtime can add more value to these spaces.



Westside Atlanta's revitalization into a hip, light industrial and loft environment is a model for diversifying the Langford Road area to fuel the city's creative class.

- Encourage location of incubators and adaptive reuse of buildings
- Implement recommendations of the Town Center Plan (2011 Update) for the Technology and Innovation Incubator District
 - Create inter-parcel connectivity between Norcross Industrial Court and Giles Street with redevelopment
 - Pursue proposed multi-use trail, linking Giles Street to Lawrenceville Street
 - Offer safe pedestrian and cycling opportunities

1. See also "Technology and Innovation Incubator District" of Town Center Master Plan

9 Summerour Middle School

a. Vision

An activity hub serving the common needs of Norcross residents: education, recreation, retail:

- The new path through this area has created a link between the southeastern portion of the city and the central and northwestern sections
- Public and private investment has brought new civic facilities and retail outlets to the area and created a new destination in Norcross
- A traffic access management strategy and new transit opportunities have increased mobility and safety in the area

b. Appropriate Zoning Districts

- OI, Office-institutional district
- R65, One-family residence district
- RMD, Multifamily residence district (duplexes)
- RM6, Multifamily residence district (6 DUPA)
- RM8, Multifamily residence district (8 DUPA)
- C1, Neighborhood commercial district

c. Implementation Measures

- Pursue recommendations of the Norcross Activity Center LCI and pursue five year update
 - Implement Mitchell road streetscape project, adding a 10-12 foot multi-use path to link Downtown



Safe Routes to School is one program that can help further bike and pedestrian facilities in the area.



Summerour Middle School provides an important center to the activity hub.

- Encourage higher scale, traditional residential development/ redevelopment –including townhomes, narrow-lot housing, and cluster homes
- Implement Safe Routes to School recommendations for the Summerour District
- Pursue safe pedestrian connections across Beaver Ruin Road

10 South Cemetery Street

a. Vision

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

- The Norcross Cemetery and adjacent Cemetery Field remain the anchors of the area
- A node of flex (light industrial/ office) space has developed due to the proximity to Buford Highway, Jimmy Carter Boulevard, and the Town Center
- Redevelopment has spurred access and freight traffic movement improvements in the area

b. Appropriate Zoning Districts

- C2, General business district
- M1, Light industry district
- OI, Office-institutional district
- RAOD, Redevelopment area overlay district

c. Implementation Measures

- Complete study of cemetery to determine eligibility as a historic resource and park
- Consider nomination of cemetery as a historic resource through federal programs
- Pursue pedestrian/bike connections between area's cemetery and park to adjacent residential area and Summerour Middle School



Well-design flex space can help accomodate business facility needs while enhancing the characer of the area.



The historic cemetery east of Buford Highway will continue to be a defining characteristic of this area.

11 Jimmy Carter Boulevard/Brook Hollow Activity Center ¹

a. Vision

A higher density and mixed-use node that serves as regional attraction and strong employment center for the city and greater Atlanta region:

- OFS site redevelopment brought investment to the area and transformed Brook Hollow Parkway and Goshen Springs Road into sought after business locations
- Transit investment and nearby station(s) support this major employment center
- Redevelopment of existing uses implement the vision of the Jimmy Carter Boulevard/Buford Highway Redevelopment Plan and the Norcross Activity Center LCI



A high intensity mixed use node, including housing and office, akin to Atlanta's Lindberg area is envisioned.



photo credit: Norcross Patch

The repurposing of the OFS site as a movie studio with a mix will help transform the City's gateway area at I-85.

b. Appropriate Zoning Districts

- OI, Office-institutional district
- C1, Neighborhood commercial district
- C2, General business district
- M1, Light industry district
- ODW, Office-distribution-warehouse district
- RM8, Multifamily residence district (8 DUPA)
- RM10, Multifamily residence district (10 DUPA)

c. Implementation Measures

- Consider extension of Redevelopment Area Overlay District to the I-85 interchange area
- Support regional initiatives that would incorporate regional rail extension to the western side of the Jimmy Carter Boulevard interchange
- Maintain a strong partnership with the Gwinnett Village CID to further redevelopment of area
- Implement complete streets allow Brook Hollow

1. See also Jimmy Carter Boulevard/Buford Highway Redevelopment Plan and the Norcross Activity Center LCI

12 Mitchell Road Neighborhoods

a. Vision

- Master planned, well-constructed, design-conscious medium to high density housing dot the eastern edge of the area and support the employment center at Beaver Ruin and Indian Trail
- Single-family neighborhoods to the west provide an important source of affordable, workforce housing
- A culturally diverse area
- Streetscapes and general reinvestment has enhanced the aesthetic quality of the area
- New multi-use trail through the area have enhanced connectivity and recreation options for area residents

b. Appropriate Zoning Districts

- R100, One-family residence district
- R75, One-family residence district
- R65, One-family residence district
- RMD, Multifamily residence district (duplexes)
- RM6, Multifamily residence district (6 DUPA)
- RM8, Multifamily residence district (8 DUPA)
- RM10, Multifamily residence district (10 DUPA)
- OI, Office-institutional district
- C1, Neighborhood commercial district



A multi-use path is envisioned as a transformative public project in the neighborhoods east of Buford Highway.

c. Implementation Measures

- Develop home maintenance and home ownership assistance programs to support long-term sustainability of housing stock
- Continue to implement recommendations of the Norcross Activity Center LCI and pursue a five-year update
 - Implement Mitchell Road streetscape improvements – including multi-use path
 - Acquire site for active recreation, playground equipment, and picnic area as identified in Parks Master Plan
- Increase lighting along Mitchell Road
- Address land use and safety conflicts: including industrial site abutting residential property
- Continue to pursue code enforcement to ensure consistency with development and zoning codes and Norcross' character

13 Beaver Ruin/Indian Trail Activity Center

a. Vision

A growing regional center has convenient access to I-85, is supportive of a major transit hub, and exudes the cultural diversity of the area:

- The area is characterized by master planned developments of mid-rise buildings
- The new transit stop has helped generate a high level of activity at all times
- The mix of uses and intensity is seen as similar to that of Lindbergh Center in Atlanta, where a MARTA station, offices, and numerous restaurants and housing options are located
- Well-designed big box retail structures in this area add architectural interest to the streetscape and are safely accessible to pedestrians
- The area has a multi-cultural element that leverages the diversity of the city's population

b. Appropriate Zoning Districts

- RM8, Multifamily residence district (8 DUPA)
- RM10, Multifamily residence district (10 DUPA)
- OI, Office-institutional district
- C1, Neighborhood commercial district
- C2, General business district

c. Implementation Measures

- Continue to implement recommendations of the Norcross



Edgewood Retail District in DeKalb provides a model of mix use design appropriate for the Beaver Ruin area.



New and interesting uses such as a market can help leverage the area's cultural diversity and create a community center.

Activity Center LCI and pursue a five-year update

- Implement gateway signage and landscaping to welcome visitors and residents to the city
- Establish design standards and landscaping to elevate character of the corridor
- Implement complete streets along Brook Hollow
- Leverage Pinnacle Way retaining pond/lake to grow green space network in area
- Maintain a high level of police presence to increase sense of safety in area

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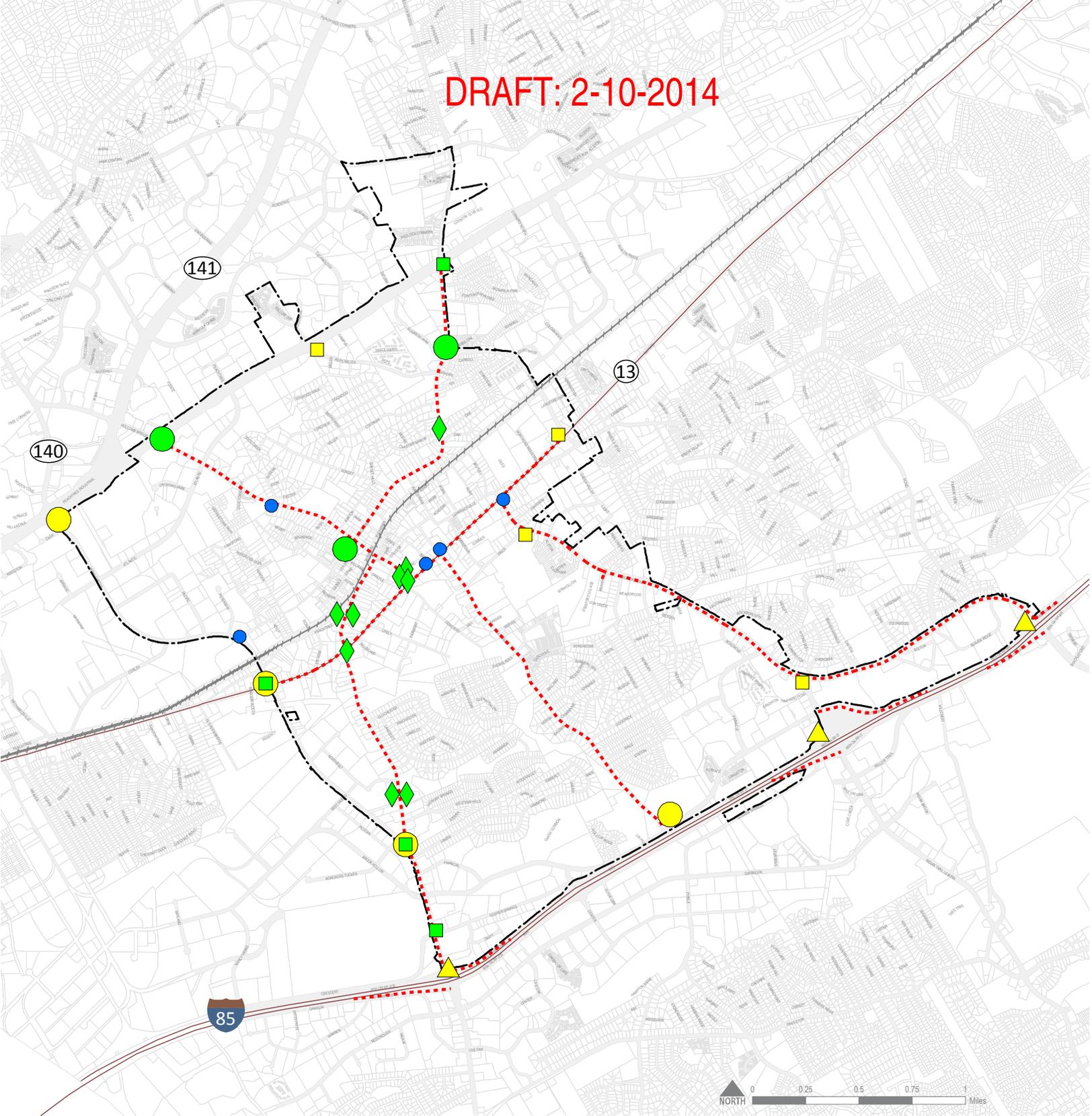


FIGURE 2-2: Gateway Corridors Map

Source: City of Norcross GIS Dept. January 2014

Existing Gateway Structures

- Monument
- ◆ Lamp Post with Sign
- Sign

Planned Gateway Structures

- Monument

Conceptual Gateway Structures

- Monument
- ▲ Interstate Monument
- Lamp Post with Sign

Gateway Corridors

- - - Gateway Corridors
- City Boundary
- Parcel Boundaries
- Major Roads
- Railroads
- ROW

E. GATEWAYS

The Gateway Corridors and Structures Map like the Future Development Map is a location based vision and policy statement to help guide city officials in future development and policy decisions. It identifies the preferred locations of gateway monuments, signs, and corridor streetscape treatments that are designed to enhance the community’s sense of place. The gateways should reflect the character of traditional downtown Norcross, or the vision and recognized design elements of the character area they lie within. They do not have to be a monument or sign as is already visible in several locations around the community; they can also be a strong architectural statement, such as the old “Gwinnett Is Great” water tower that use to be a standard landmark feature along I-85, off of Goshen Springs Road near the Jimmy Carter Boulevard and I-85 interchange. In fact, it is recommended that the Interstate gateways shown on the map should be something of that scale to attract the attention those that travel along highway. The Gateway Corridors will be the targets of streetscape improvements, corridor banners and possible design standards to help create a uniformed image as residents and visitors approach the town center.

The Community Work Program identifies projects designed to support this gateway planning effort, and includes policies to support complimentary design and uses for new development proposed adjacent to these locations. These projects include additional monument construction, new signage, streetscape efforts, and potential design standards.



Gateway monument at Holcomb Bridge and PIB



Former Gwinnett County water tower landmarks



Town center lamp post banner in Norcross town center