

CITY OF NORCROSS LILLIAN WEBB PARK REDEVELOPMENT AREAS



2014-2015

Potential Development Around Lillian Webb Park

The Lillian Webb Park Development Project is located north of Buford Highway; east of Holcomb Bridge Road; west of Britt Avenue and south of College Street, Norcross City Hall, and the historic downtown area.

Proposed sites are well-matched for investment and the locations are attractive development areas, as they are central to city amenities- in particular, Historic Downtown Norcross. Each site has an existing infrastructure of utilities, roads, sidewalks, etc.

The corner of Buford Highway and Holcomb Bridge Road has been established by staff and council as a recognized “gateway” into the City. Landmarks will be placed within the short-term.

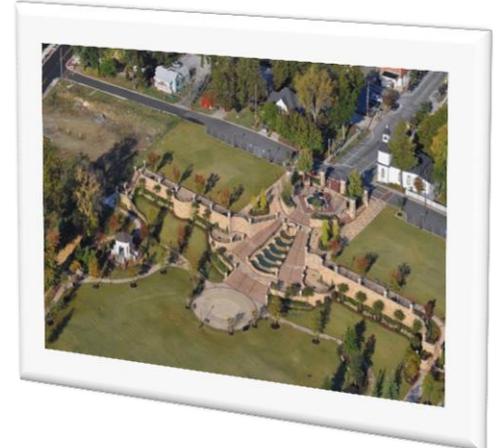
Lillian Webb Redevelopment Areas



Potential Project(s) Around Park



New Park Overlooking Development Area



Satellite View of Park

Development Objectives

The redevelopment project includes strategies and measurable metrics for new building around a recently constructed 4 acre park. We are ready to continue building and further invest in our city, with emphasis on additional living and retail, to improve and complement existing older structures.

The project focuses on the north and south areas surrounding Lillian Webb Park. Completed, it will become the center of our new **urban center**. It is desired to build mixed-use commercial and residential complexes, as one development, and one phase.

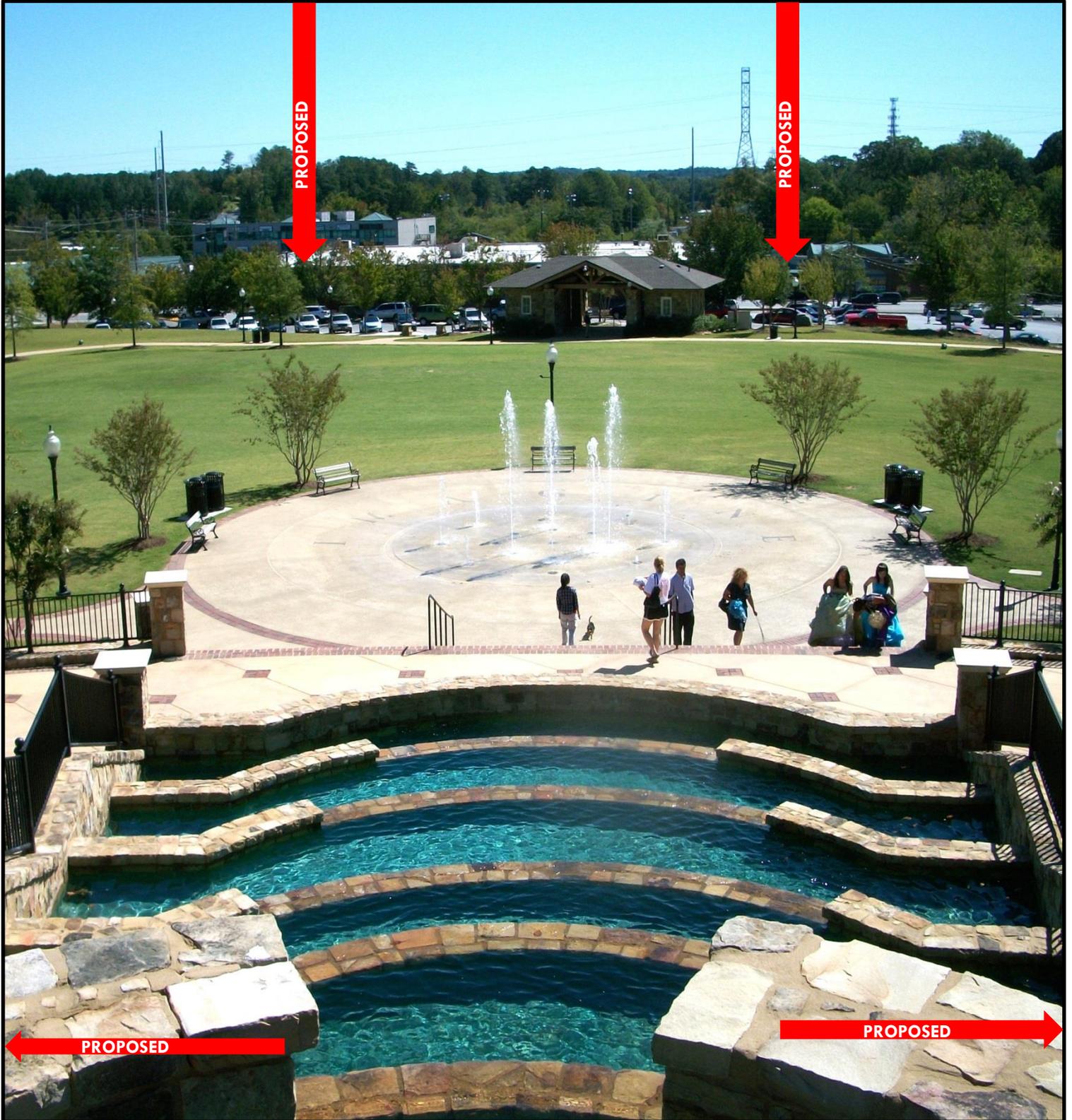
Lillian Webb Park (named after the city's mayor emeritus) is a four-acre park offering an interactive fountain, stone tiered waterfall and plaza, gazebo and public bathrooms. The park is central to the Project area and is considered "value-added". Other new planned amenities include a 22,000 sq. ft. regional library and 300 space multi-level parking near the corner of Britt and College Street, east of Project North.

The park is always in use by both residents and visitors and is considered our community center. It is estimated to have 750 thousand+ users, per year.

All public-private initiatives that enhance our vision or improve project completion will be considered.

Timeline

The City is ready and able to move forward with development. Utilities, some sidewalks and certain environmental studies are considered complete and an Overlay will allow for taller buildings. A new 300 space parking structure has already been City Council approved and construction is expected to begin, early 2015.



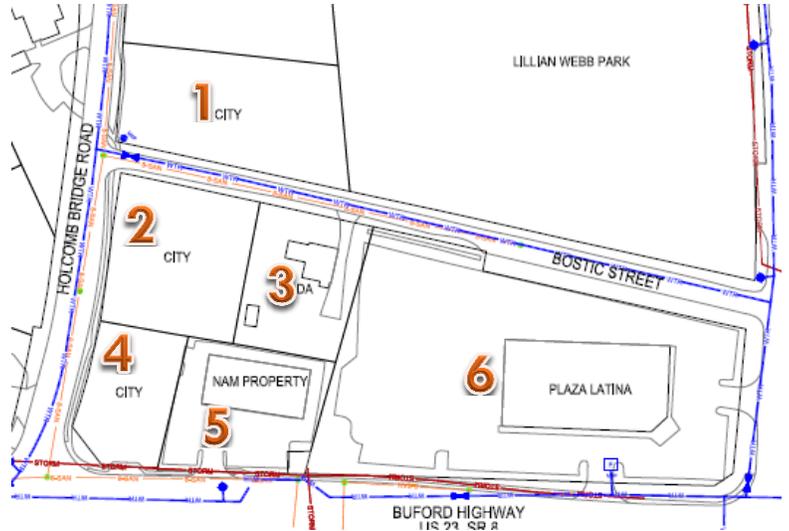
CURRENT LILLIAN WEBB PARK- OVERLOOKING PROPOSED

“PROJECT SOUTH” AREA (AREA AT TREE LINE and EACH FRONT SIDE)



ORIGINAL PROPOSED PARK PLAN

Project- South



The southern side of the project area is adjacent to Buford Highway, a busy retail corridor, and is considered the new “gateway” into our city (at Holcomb Bridge Road and Buford Highway). Its northeast corner is bordered by a new, four-acre, “Lillian Webb Park”.

Included are Unit Parcels:

1. Tax Id# 6243 043, 0.58 acre, City of Norcross
2. Tax Id# 6243 039, 0.49 acre, City of Norcross
3. Tax Id# 6243 039, 0.33 acre, Norcross DDA
4. Tax Id# 6243 033, 0.24 acre, City of Norcross
5. Tax Id# 6243 034, 0.41 acre, Masterlife International, Inc.
6. Tax Id# 6243 035, 1.68 acres, Vosamis Properties, LLC.

Currently, there are two privately owned buildings on site (5 & 6). Total overall acreage: 3.73 (plus or minus) acres

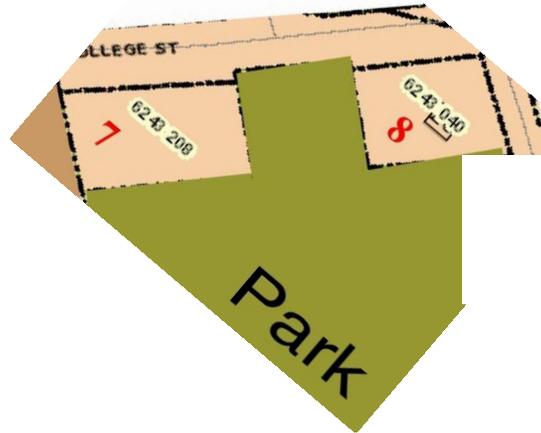
The park’s building concept will generally include an urban center that combines residential building with commercial (restaurants, shopping, offices, etc.).

Buford Highway is approved for a new median and sidewalks.



CURRENT & PROPOSED BUFORD HIGHWAY MEDIAN, RESPECTIVELY

Project- North



The northern end of the project consists of two “pads”, closest to the downtown area and City Hall. Future development is reserved for commercial improvement which may include restaurants, shopping, etc.

Included are Unit Parcels:

7. Tax Id# 6243 040, 0.32 acre, Downtown Development Authority
8. Tax Id# 6243 208, 0.40 acre , Downtown Development Authority

Of the total development, these “pads” are the closest to the town center and have the greatest visibility to/from the downtown area. Between the “pads” are the Lillian Webb Park entrance, a series of fountains and splash pad.

Proposed Redevelopment Area



Project- Adjacent to Park

Lillian Webb Park is a four-acre park offering an interactive fountain, stone tiered waterfall and plaza, gazebo and public bathrooms. The park is central to the project.

Proximity to Government Facilities

A “full city government” is conveniently located within one block of Project North. This affords the builder convenience opportunities with permitting and city staff interaction. Staff positions include:

- ✓ City Manager
- ✓ Economic Development
- ✓ Community Development
- ✓ Court Services
- ✓ Cultural Arts and Community Center
- ✓ General Government Administration & City Clerk
- ✓ Fully Staffed Police Department
- ✓ Public Relations
- ✓ Public Works, Utilities and Parks
- ✓ Welcome Center and Museum

Proximity to Historic Downtown

A “new town”, within historic downtown Norcross, is conceptualized and will provide even greater opportunities for citizens and visitors. This “new town” is seen as a welcomed addition to our existing community center. The historic retail center is less than one block from Project North, so area location of the Project is highly desirable.

Connectability

Interstate 85 is approximately 3.5 miles from the site area, with many city businesses and office parks within ¼ mile.

Atlanta is just a short trip, at an estimated 21.0 miles.

We are close to just about everything, but our perfect size allows us to still be considered a “small town.”

Existing and Future Parking

Construction of a new, 300 space, architectural conforming parking deck is expected to commence, early 2015.

The “structure” will be located at the northeast corner of the Project, at Britt and College streets.

Project- Zoning

Project development is located within a “zoning district”/ Design Concept Development (DCD). The general purpose of a concept development district is to promote resourcefulness and ingenuity in concept planning, to obtain a more desirable environment. Design however, must assure the development is in accordance with the character of the total city.

For more information and maps: <http://www.norcrossga.net/DocumentCenter/View/401>

Overlay

A current overlay of the project allows for higher-density and taller structures. The current Overlay District (RAOD) with allow faster permitting and approval time.

Map: <http://ga-norcross.civicplus.com/DocumentCenter/View/86>

Utilities

All utilities are in place and have been identified. A chart specific to water and sewer are attached.

Water and Sewer Capacity, Storm Water

All components are in place and have been identified.

Completed or Planned Public Investment



Transportation Access

Two Gwinnett County bus routes currently serve the Lillian Webb Development Project at Buford Highway. Routes 10A and 10 B have service between 6 a.m. and 10 p.m. and provide connection service to larger transportation- MARTA.

Buford Highway at Project South is a four-lane highway (with an additional turn lane). Buford Highway spans several counties.



Pedestrian Improvements



Sidewalks at the Buford Highway corridor have been approved; sidewalks around Lillian Webb Park are already in place.



Intersection Improvements & Traffic Flow Mobility

Approved improvements to Buford Highway- an ARC/ LCI Concept study has been performed and the importance of this corridor to the Development Project area, detailed.

Currently, the roadway is “characterized by multiple driveways and heavily congested peak hour conditions...the proposed project will add a raised median... and the roadway widened.” Completion should promote better traffic mobility and beautification of the Buford Highway district.



Typical-Proposed Buford Highway Median & Street Improvements

Project Size- Available Acreage

Eight lots consisting of 3.73 total acres (plus/minus)

Environmental Study

Phase I and Phase II have been completed for city owned properties.

LCI Study and Implementation

A consultant team, management team, city council members and citizens analyzed and identified current assets and challenges of the downtown area, eventually developing a vision for the next few years. “Action” items have been prioritized and are used as a guide for future development.

Outlying Park areas, specifically the areas around Lillian Webb Park were identified, resulting in a top “catalyst project”: “3-4 story mixed use with retail and residential, parking deck wrapped with townhouses, and additional infill retail.” Goals:

1. Create a well-connected, walkable community with a distinct sense of place
2. Encourage sustainable, mixed-use development and redevelopment along existing commercial corridors
3. Preserve single-family residential neighborhoods
4. Plan for transit
5. Look for opportunities to add to or enhance existing green-space
6. Encourage beautification of existing high-traffic streets

For more information: <http://www.norcrossga.net/DocumentCenter/View/401>

2034 Comprehensive Plan

The 2034 Comprehensive Plan is a policy guide for making rezoning and capital investment decisions. The Plan sets policies for City officials and staff concerning future development. Both the downtown and outlying areas are included.

For more information: <http://www.norcrossga.net/DocumentCenter/View/654>

Incentives



Opportunity Zone

Project South, bordered by Buford Highway/ U.S. 23, is within the Zone



CID Support

Parcels 4,5 and 6 (page 6) are additionally supported by the CID



TADS

None at this time



Less Developed Census Tract

Neither Project North nor Project South is within the Less Developed Census Tract

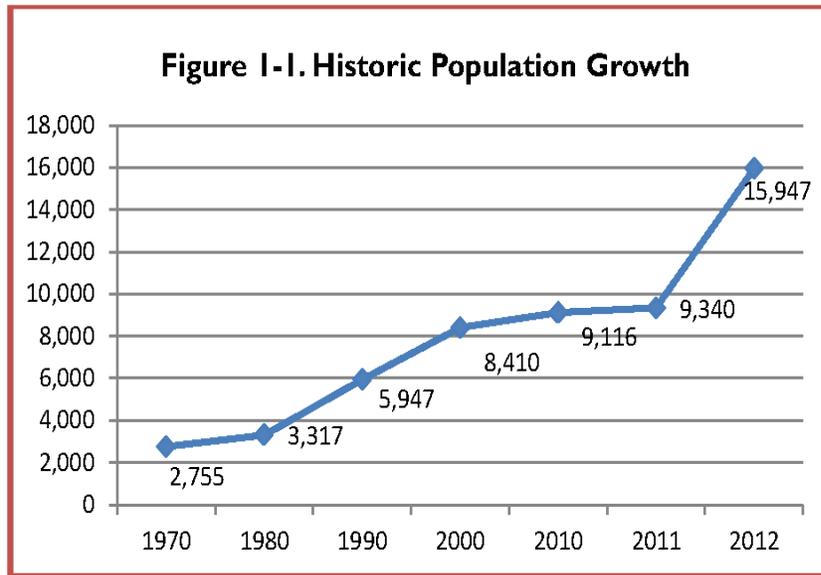
Proposed Public Library

A new, 22,000 sq. ft. regional library has been proposed at the northeast corner of the Project, at Britt and College streets. Final drawings and development meetings are scheduled.

Proposed Retail Strategy Plan

Ongoing and current reviews by a proactive city staff to identify key area retail and retail improvements.

Population Growth & Labor Force



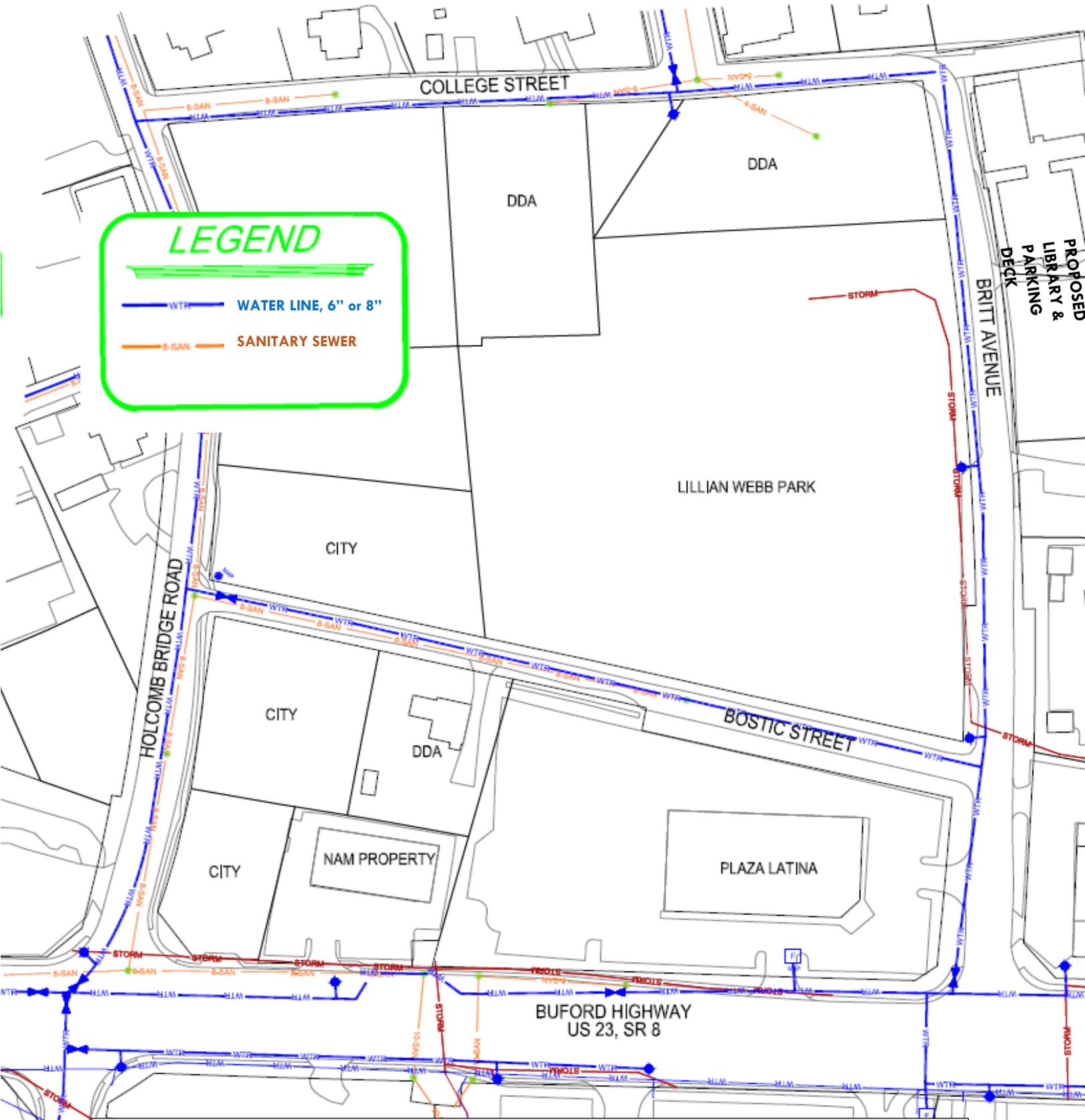
2011 ANNEXATION INCURRED POPULATION SPIKE

	Georgia		Gwinnett County		Norcross	
Agriculture, forestry, fishing and hunting, and mining	48,167	1%	732	0%	7	0%
Construction	294,651	7%	34,932	9%	1,696	26%
Manufacturing	466,887	11%	35,753	9%	663	10%
Wholesale trade	133,489	3%	15,959	4%	231	4%
Retail trade	507,760	12%	50,747	13%	568	9%
Transportation and warehousing, and utilities	256,300	6%	16,762	4%	247	4%
Information	108,767	3%	13,048	3%	129	2%
Finance and insurance, and real estate and rental and leasing	270,889	6%	29,389	8%	473	7%
Professional, scientific, and management, and administrative and waste management services	481,139	11%	53,804	14%	938	14%
Educational services, and health care and social assistance	889,804	21%	67,300	17%	603	9%
Arts, entertainment, and recreation, and accommodation and food services	375,815	9%	34,366	9%	571	9%
Other services, except public administration	214,584	5%	23,374	6%	327	5%
Public administration	229,739	5%	12,429	3%	108	2%
Civilian employed population 16 years and over	4,277,991	100%	388,595	100%	6,561	100%

Source: U.S. Census Bureau, 2008-2012 American Community Survey 5-Year Estimates Table DP03

A & B PRIVATELY OWNED





LEGEND

- WTR WATER LINE, 6" or 8"
- 8-SAN SANITARY SEWER

WATER & SEWER LINES AROUND PARK



The Lillian Webb Park Development project brings together City of Norcross and Downtown Development Authority (DDA) staff, as well as private members, to comprehensively plan for an exciting finalization of our park area, at the beginning of a *new economy*.

The Norcross Downtown Development Authority (DDA) nurtures our growth and has established ordinances and resolutions to jump-start projects. Consisting of a board of seven diversified members, they are empowered to revitalize our downtown district. They understand the vision of citizens and council, but overall understand development. They “just get it”, overall.

Note: Parcels 4, 5 and 6 (page 6) are additionally supported by the CID

Further plans, studies, photos and maps can be found: www.NorcrossGa.net

LCI Study: <http://www.norcrossga.net/DocumentCenter/View/401>

2034 Comprehensive Plan: <http://www.norcrossga.net/DocumentCenter/View/654>

Streetscape Project: <http://www.norcrossga.net/DocumentCenter/View/212>

Buford Highway Median and Pedestrian Project: <http://www.norcrossga.net/DocumentCenter/View/354>

Information about some of the Buford Highway lane improvements can be found:
<http://www.gwinnettville.com/beautification/>

For more information, please contact

Rusty Warner
Economic Development Director
City of Norcross
rwarner@norcrossga.net

NORCROSS Department of



ECONOMIC DEVELOPMENT
EconomicNorcross.com

