



Context for Amendments to the Comprehensive Plan

Presented by:

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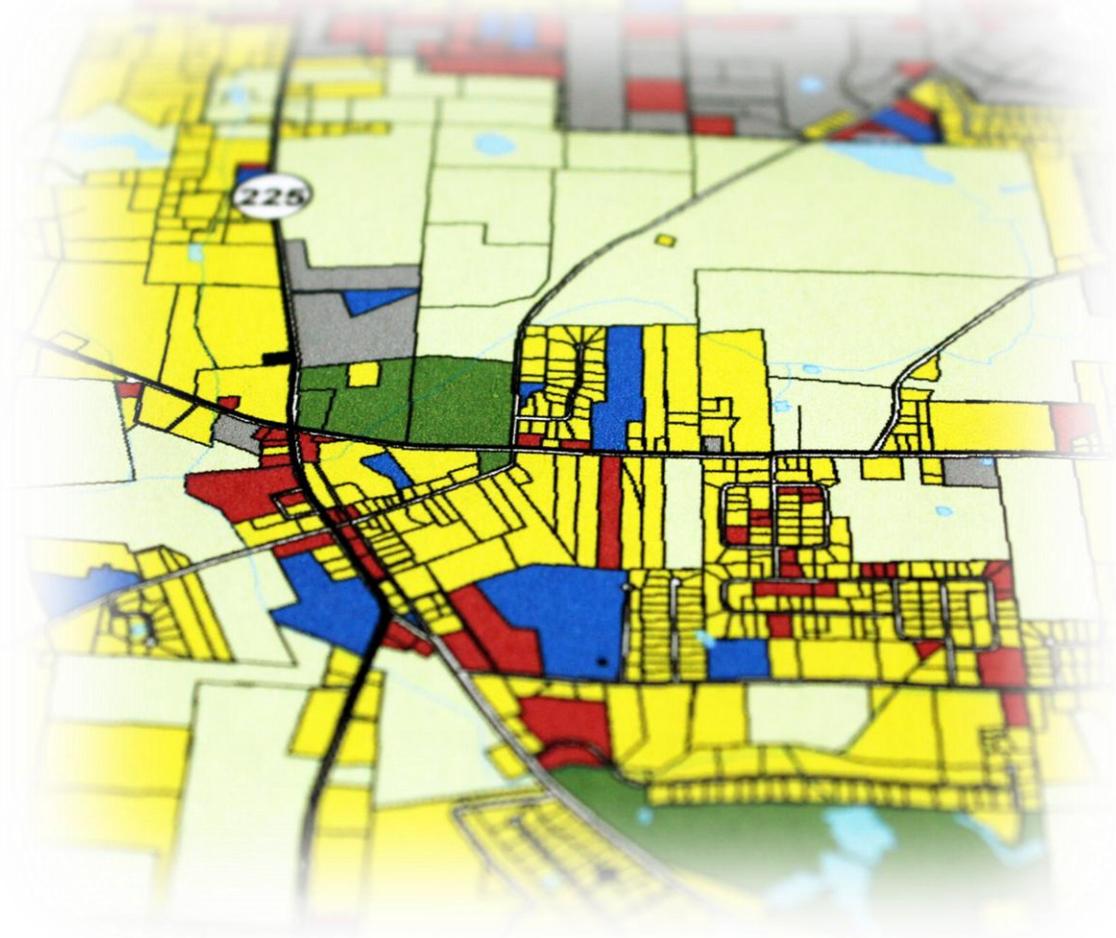
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What is a Comprehensive Plan?

“The Georgia Planning Act requires that cities and counties maintain comprehensive plans that help shape future growth. These plans generally recognize the physical, economic, social, political and aesthetic factors of a community and are developed in a process that includes intensive analysis and robust public engagement.

A comprehensive plan typically includes a **long-range scope** (at least 20 years) and provides the **overall guiding principles** for a community’s growth and development.”

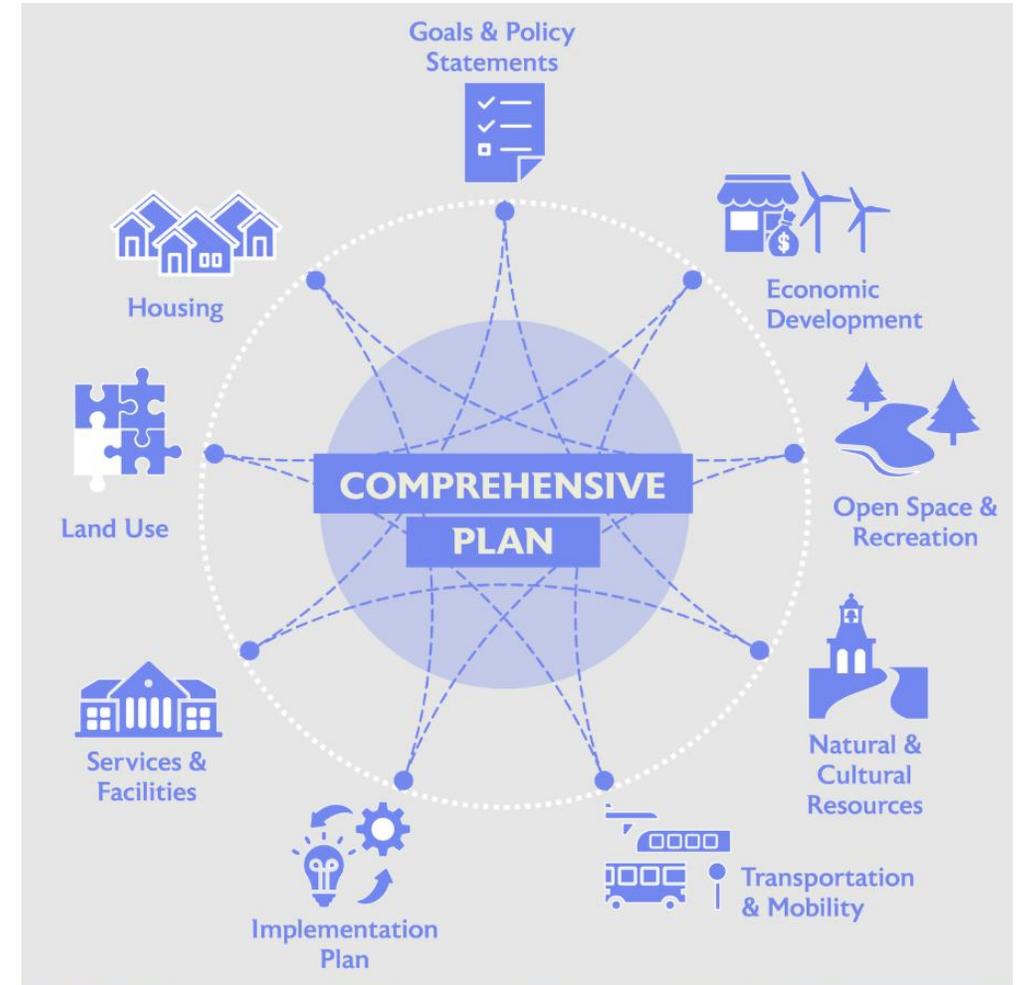
Source: Atlanta Regional Commission



What elements are in a Comp Plan?

Required Plan Elements from Chapter 110-12-1-.02 of the Georgia Planning Act:

- Community Goals
- Needs and Opportunities
- Community Work Program
- Broadband Services
- Capital Improvements
- Economic Development
- Land Use
- Transportation



Source: Town of Brookline, Massachusetts

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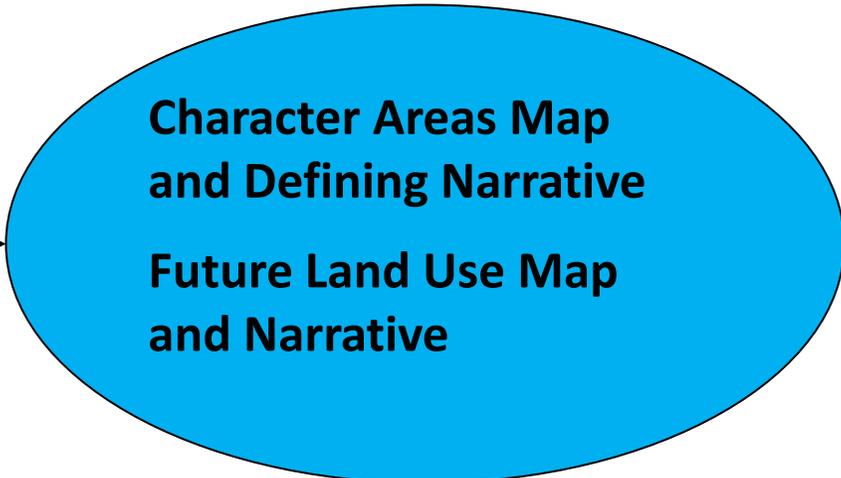
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**Character Areas Map
and Defining Narrative**

**Future Land Use Map
and Narrative**

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Source: California Association for Local Economic Development

Norcross Economic Development Priorities

- Business Retention & Expansion (BRE)
- Development Project Facilitation
- Staff Support to Planning Projects / Initiatives
- Economic Growth & Incentive Policy
- Pursuing Funding Opportunities
- Tracking Economic & Demographic Trends
- Regional & Statewide Engagement



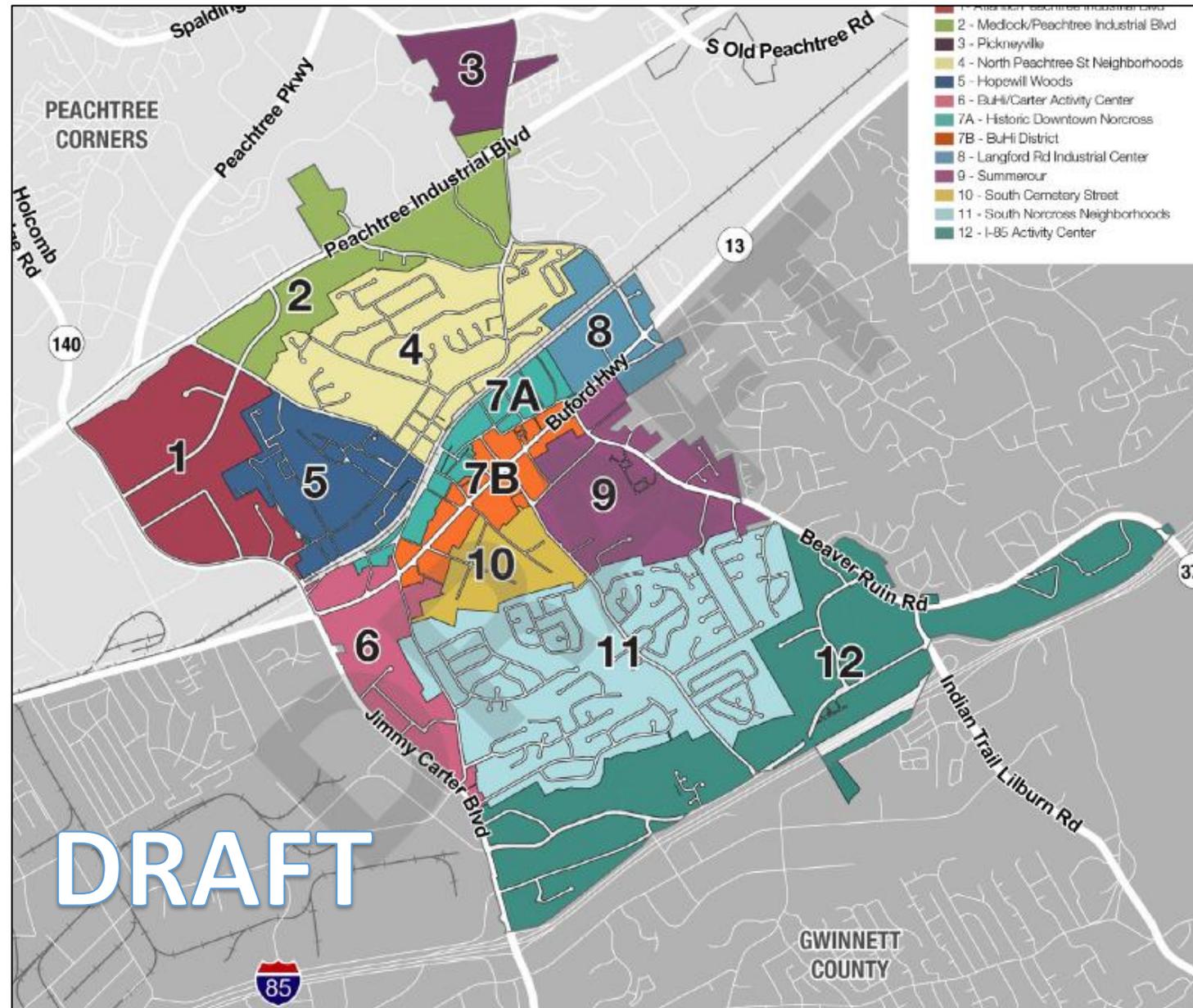
Character Areas Shape Economic Development Activities

Where can commercial, industrial, or mixed-use projects be considered?

What are priority investment areas for the City?

Where should high intensity development be discouraged?

What sites or projects should we be actively marketing?



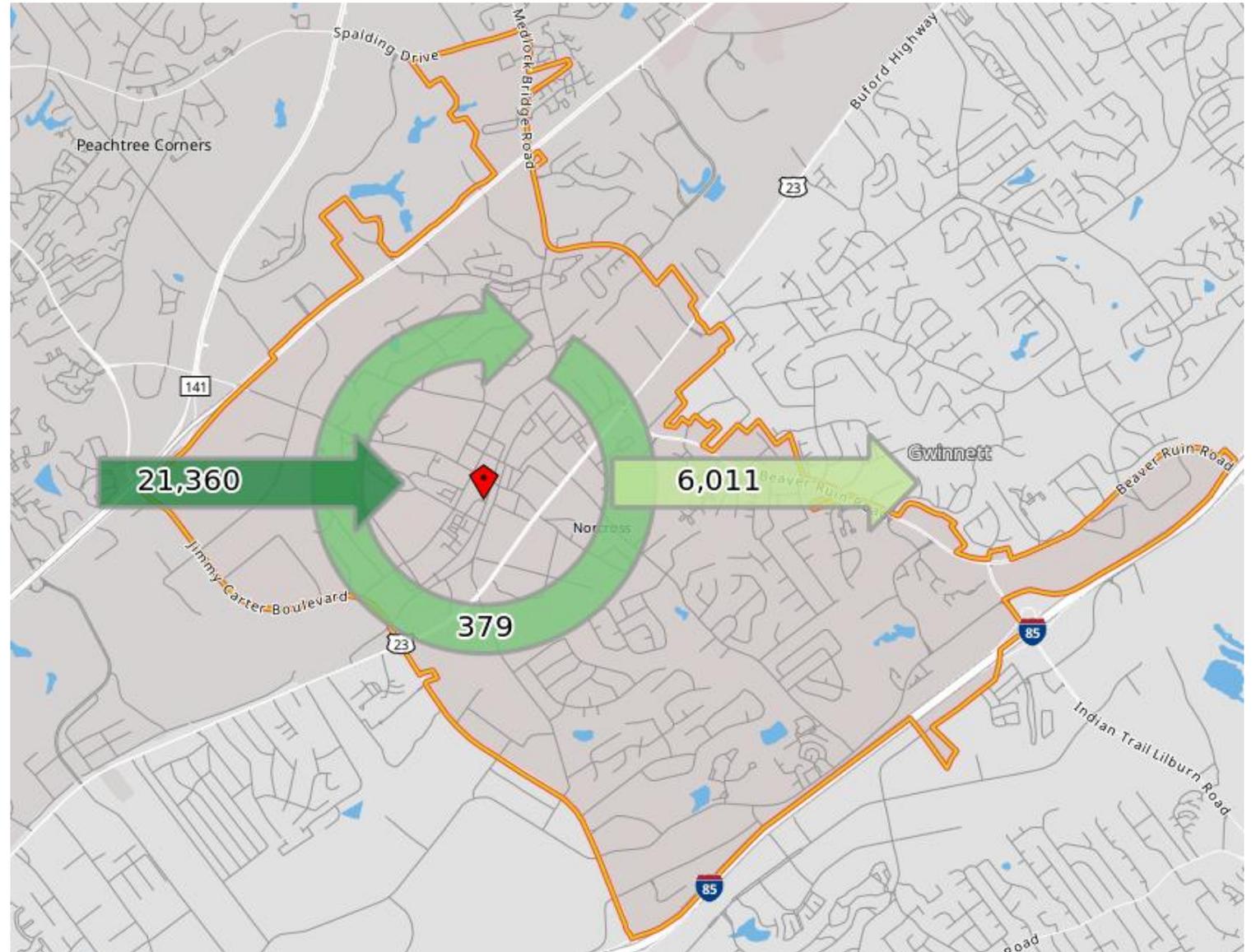
Norcross Demographic Profile

- Population (2024): 18,902
 - 10% increase from 2020-2024
- Median Household Income: \$75,000
 - 29% increase from 2019 to 2022
- Median Age: 34.1
- Racial Diversity Index: 89.2
 - Ranked by Niche.com as #2 most diverse city in Georgia
- 48% of HHs are owner-occupied
 - Exact same share in 2024 as in 2000



Commuting Mismatch

- 21,700 people employed in Norcross
 - Only 2% of employees also live in the city
- 6,400 employed residents
 - Only 6% also work in the city



Source: US Bureau of the Census – OnTheMap Application

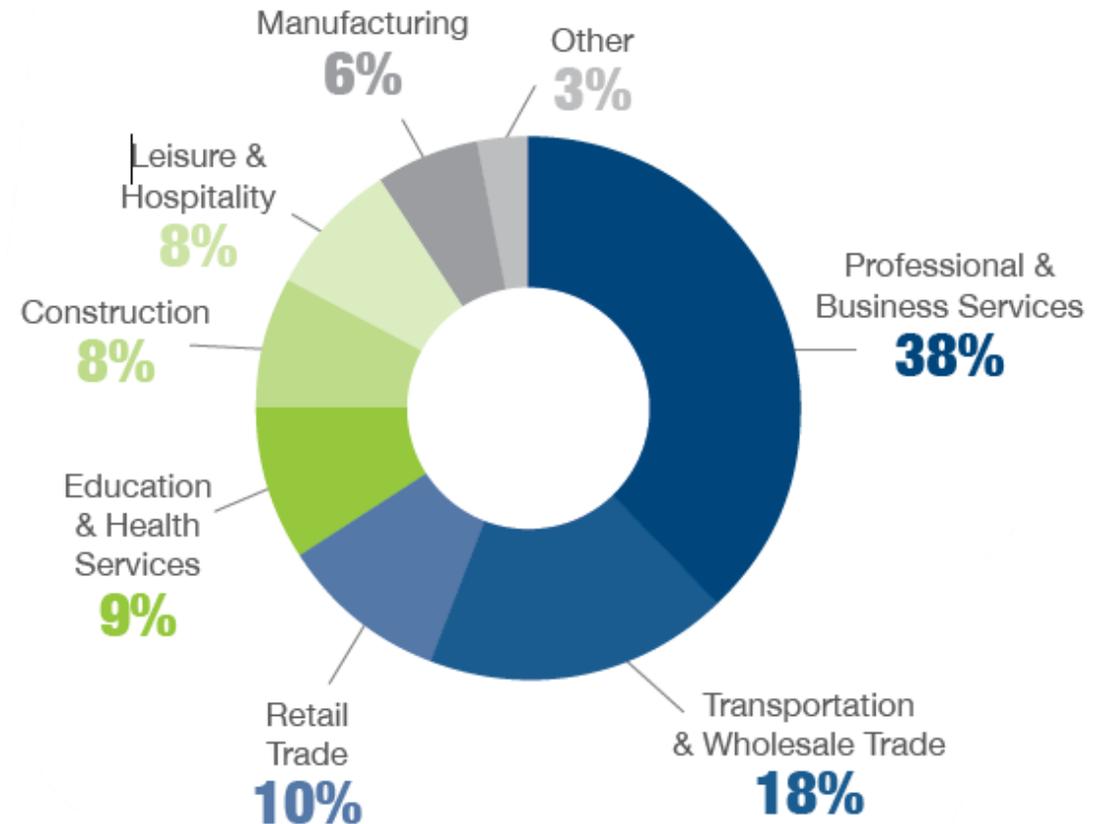
Norcross Business Profile

- Total Jobs (2022): 21,739
- Total Licensed Businesses: 1,278
 - Only 50 in Downtown Norcross
- Largest Employers

NO.	COMPANY	FTE Count	Category
1.	Keurig Dr Pepper	460	Wholesale Trade
2.	Birchwood Foods	379	Manufacturing
3.	Paulson-Cheek Mechanical	370	Professional Services
4.	Waffle House Corporate HQ	329	Professional Services
5.	CarMax	319	Retail Trade
6.	Crosslink Life Sciences	263	Professional Services
7.	Patterson & Dewar Engineers	229	Professional Services
8.	ResourceMFG	227	Professional Services
9.	Parts Authority	197	Retail Trade
10.	AdTran Networks North America	183	Professional Services
11.	United Consulting Group	173	Professional Services
12.	Roto Rooter Services	163	Other Services
13.	Pappas Restaurants Inc.	160	Leisure & Hospitality
14.	Lowe's Home Center	144	Retail Trade
15.	Hyundai Construction Equipment	118	Manufacturing
16.	Zerorez of Atlanta	113	Other Services
17.	Genuine Parts Company	108	Wholesale Trade
18.	Cai Hong Senior Services	102	Other Services
19.	Nova Engineering & Environmental	101	Professional Services
20.	Sluss + Padgett	97	Construction

Source: City of Norcross

TOTAL EMPLOYMENT BY MAJOR INDUSTRY



It's a 20-year plan: why are we doing this now?

- State law requires local Comprehensive Plans to undergo full updates every five years
 - Norcross completed a full update in 2024
- Per the Georgia Department of Community Affairs Minimum Standards for and Procedures for Local Comprehensive Planning:
 - “The local government determines when a plan amendment is necessary to address changing circumstances that may have detracted from the usefulness of the plan as a guide to local decision-making.”
- The Norcross City Council determined that a plan amendment was needed and voted in May 2025 to prepare this amendment.