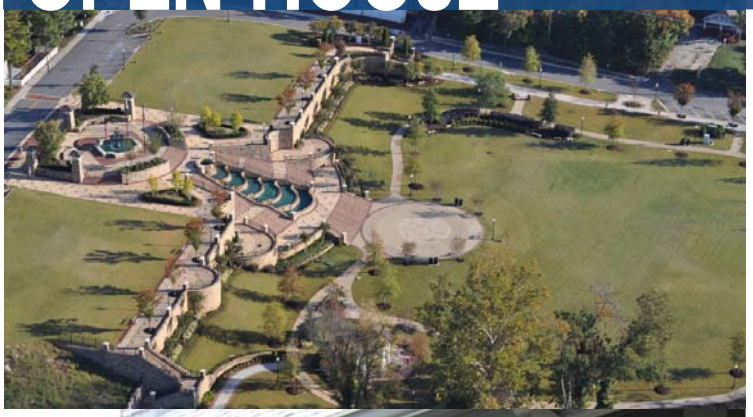
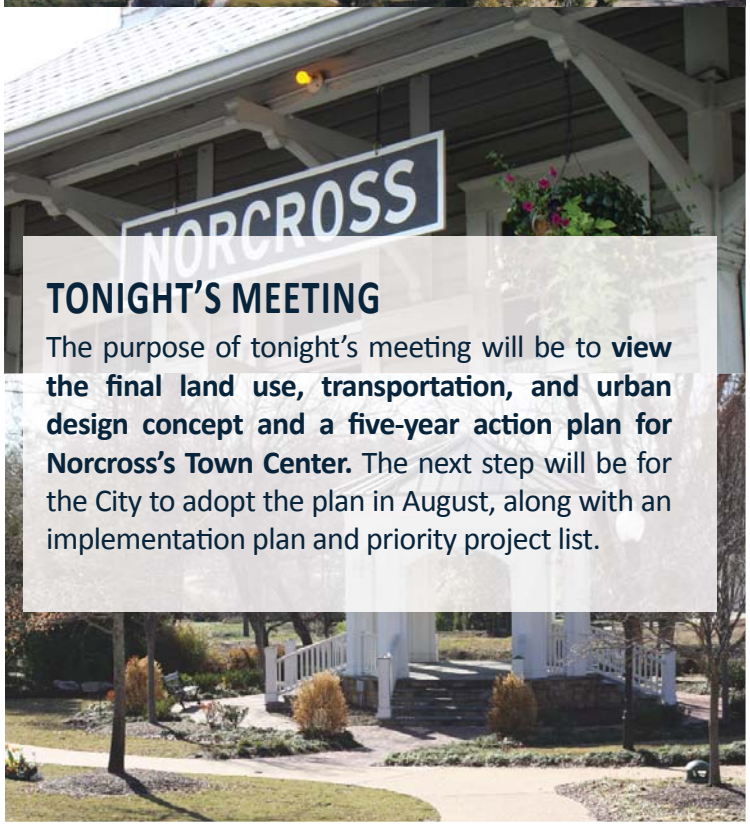
NORCROSS TOWN CENTER DOWNTOWN PLAN

OPEN HOUSE

MAY 23 2012





TONIGHT'S MEETING

The purpose of tonight's meeting will be to **view the final land use, transportation, and urban design concept and a five-year action plan for Norcross's Town Center.** The next step will be for the City to adopt the plan in August, along with an implementation plan and priority project list.



STUDY BASICS

WHO IS INVOLVED:

Client: City of Norcross

Community: Citizens and businesses

Project Management Team:

- City of Norcross
- Atlanta Regional Commission
- Georgia Department of Transportation
- Pond & Company
- Morris & Fellows
- Huntley Partners

Core Team:

- Project management team
- Key stakeholders in the community

WHAT IS THE PLAN:

The **Norcross Town Center Downtown Plan** is an update to a previous 2001 Town Center Plan that crafted a community vision for revitalizing and redeveloping Norcross's historic Downtown, focused on building appropriate land use and connectivity in Downtown and surrounding areas, and included urban design guidelines and economic development recommendations focused around Lillian Webb Park, and a proposed town plaza and transit center.

This Plan will build from the successful foundation of the 2001 study, and, based on market realities, develop an action plan that emphasizes housing options, connections, economic viability and coordination among many key partners, ensuring that the Downtown area retains its desirability for residents of all ages. It will also include key catalyst projects and implementable actions in the areas of land use, mobility, and economic development.

WHERE IS THE PLAN:

The Norcross Town Center Downtown Plan is defined as being bordered by Buford Highway to the south, Jimmy Carter Boulevard to the west, Langford Road to the east, and on the north by West Peachtree Street, Valley Road, and Cochran Drive. Please see the adjacent map indicating the study area boundary.

WHY THE PLAN:

To visualize, conceptualize, and implement an inspiring vision for the Norcross Town Center Downtown area for the next 5-10 years, and to gain access to funding sources for implementation of the plan concepts that will improve livability and sustainability.

HOW IT WILL HAPPEN:

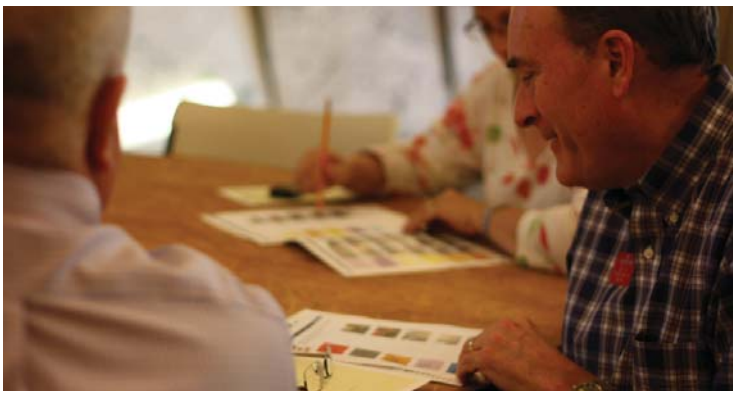
- Analyze Existing Conditions
- Identify Assets and Challenges
- Develop a Vision
- Conduct a Market Study
- Create a Concept Plan
- Determine Action Items

THE VISION

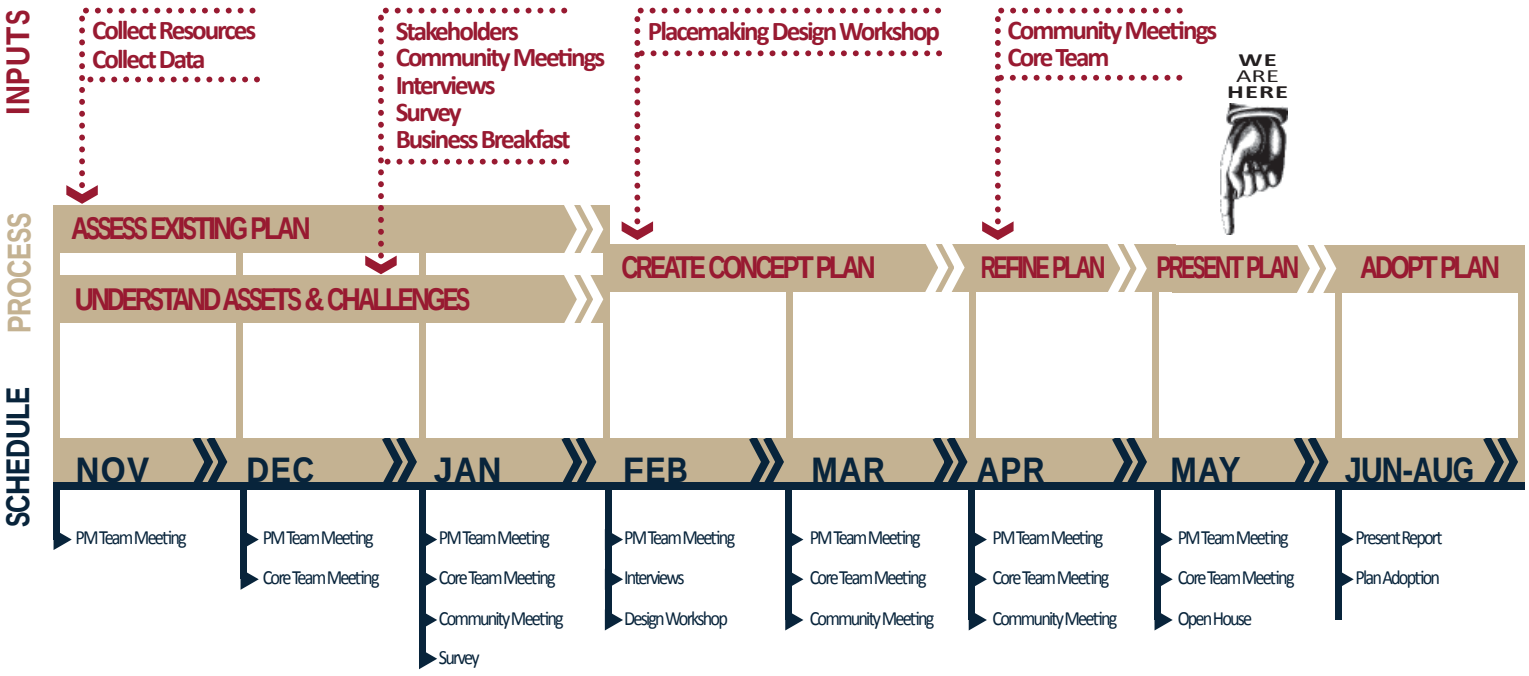
The Norcross Town Center Downtown Plan envisions a unique, compelling destination that dynamically ties to greater Norcross, connects Norcross to the region, and embraces its history while providing a forward-thinking, socially engaging, inclusive, economically and environmentally sustainable place to live, work and visit.



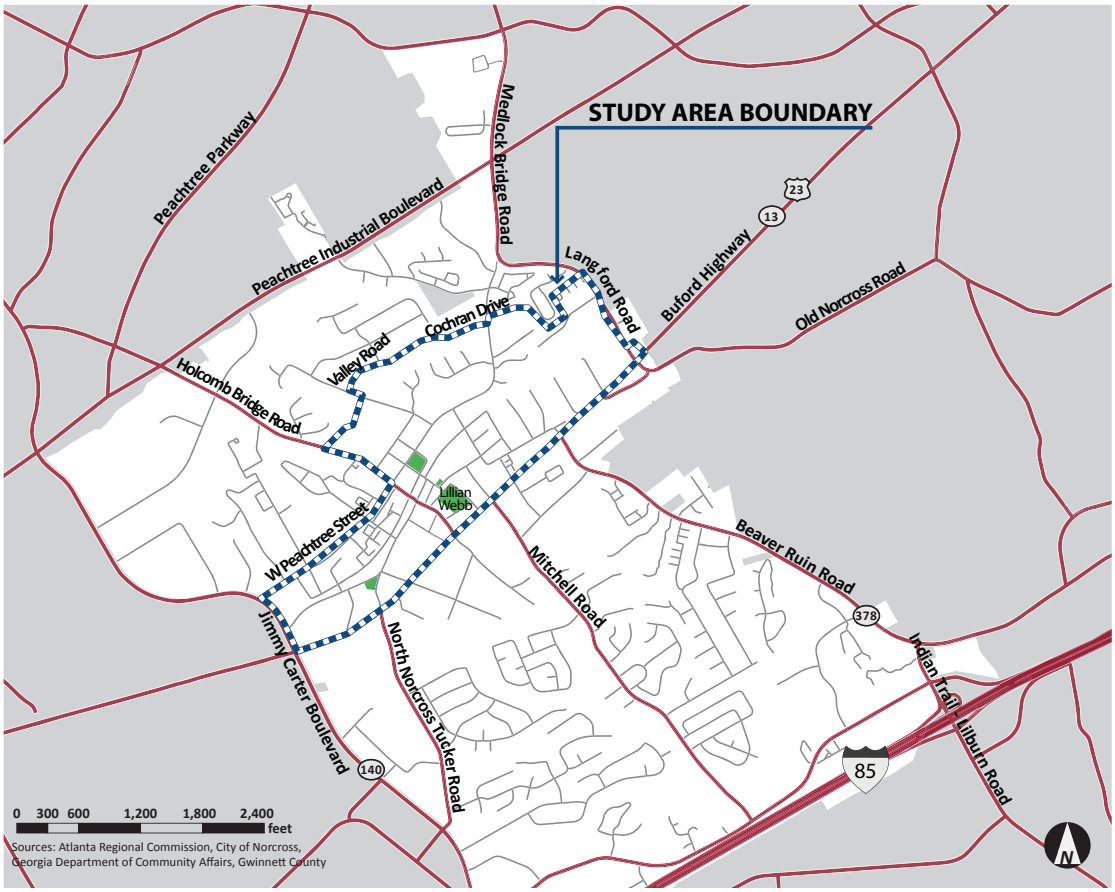




PROJECT SCHEDULE



STUDY AREA



THE APPROACH

COMMUNITY VALUES, GOALS, & VISION

Core Team
Business Focus Group
Community Meetings
Community Survey
Focus Group Interviews

TECHNICAL INPUTS

Market Study
Retail Advising
Consultant Team

PLACEMAKING

Balanced Elements
Appropriate Scale
Quality Design

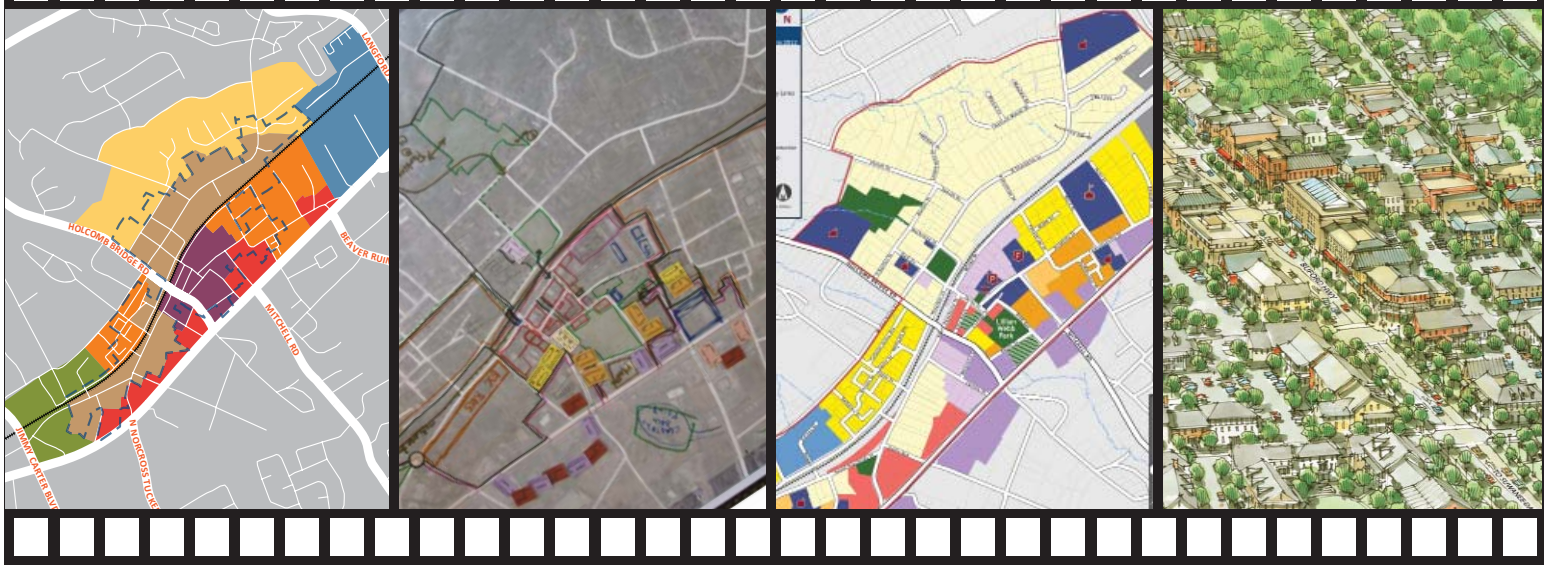
ALTERNATIVE CONCEPTS

FINAL CONCEPT

5-YEAR ACTION PLAN

WHAT WE'VE DEVELOPED AND WHERE WE'RE GOING

Focus Areas | Concept Plan Sketch | Concept Plan | Final Plan



FOCUS AREAS

Focus Areas are defined as areas of **different scale** and **unique character** that may be the result of the location, quantity, or relationship of different elements, such as **topography**, **age**, **architecture**, **land use patterns**, etc.

Based on feedback from stakeholders, the community, and site visits, the team created **seven Focus Areas** to help make sense of the large study area and guide the design workshop process. Starting wth Focus Areas ensured that all of the space within the study area boundary is addressed.

Historic Downtown
Characterized by a mix of civic, cultural, retail, and office offerings with minimum residential use, within a strong historical context demarcated by distinct architectural features and unified streetscapes.

Multinodal Commercial
Historically sprawled-out strip commercial districts serving vehicular trips, which will be refined to have distinct boundaries, improved connectivity and access, compact density, and pedestrian enhancements.

Technology & Innovation Incubator District
Characterized by light industrial and mixed commercial uses ranging from bike shops and bakeries to server farms and distribution centers.

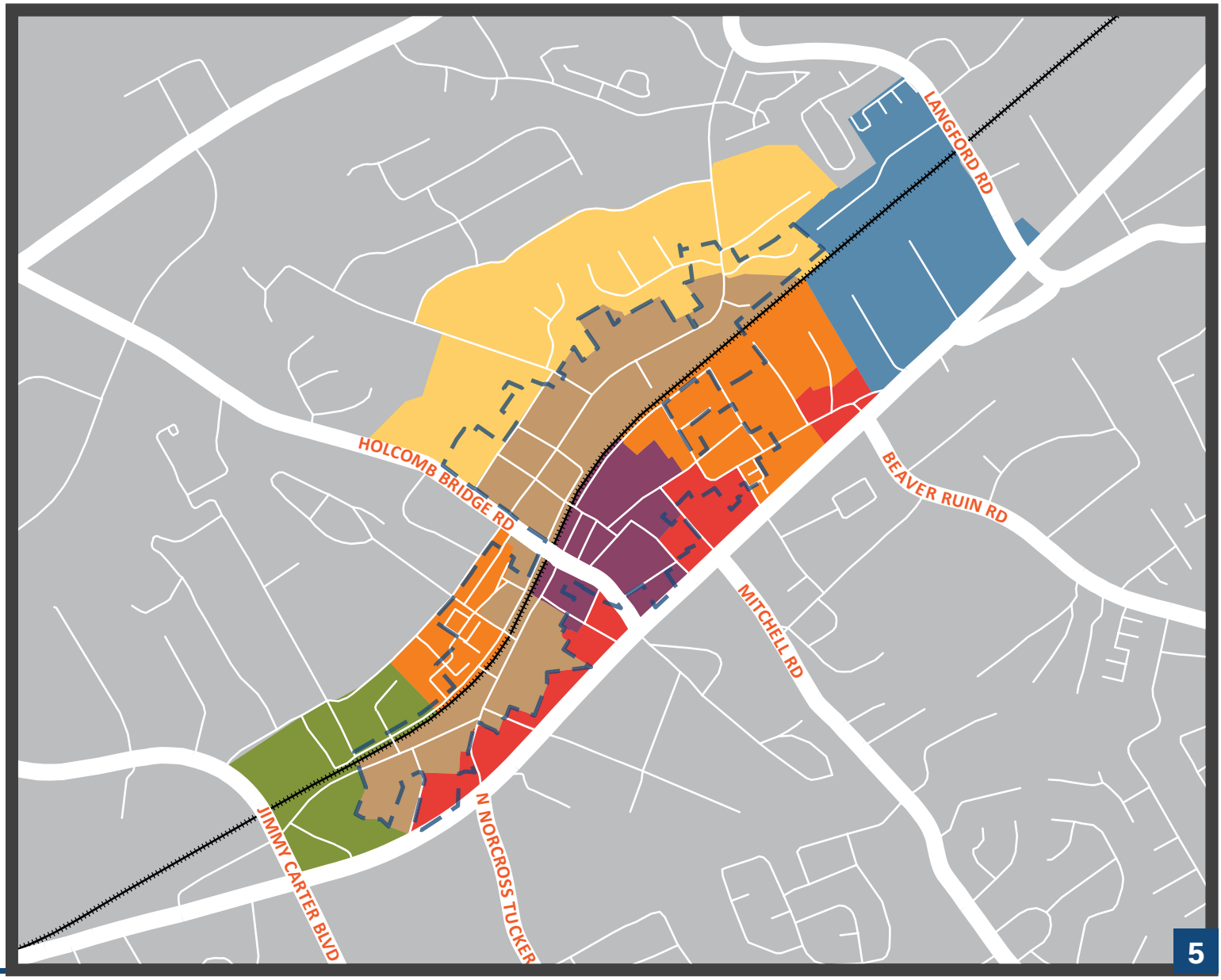
Employment Center
Characterized by large regional, national, and international businesses that require medium to large scale floor area for operations. Areas may be appropriate for infill multifamily or townhouses.

Residential Preservation
This area is predominantly characterized by single-family homes, including numerous historic homes, as well as schools, churches, and parks.

Intown Lifelong Residential
Located in close proximity to Downtown and characterized by a variety of housing choices, including attached and detached housing. Example: the "Seven" development.

Historic Living
Areas immediately adjacent to downtown, defined by their historic homes and structures, which may be occupied by residential or retail uses. Preservation is an important issue for these neighborhoods.

National Historic District



ALTERNATIVE CONCEPT SKETCHES

At the Design Charrette on February 13th, 2012, the Core Team developed alternative concept plans for the study area. The concept plans were influenced by community values and goals derived from community and business meetings and surveys. Technical inputs, including the market study and retail advising, also informed the process. The teams relied on the design elements shown at right: *key strategies for good urban design*, *land use elements*, and *transportation elements*. The alternative concept plan sketches are shown below.

Team A



Team B



DESIGN ELEMENTS

Key Strategies

- *Create a well-connected, walkable community with a distinct sense of place.*
- *Encourage sustainable, mixed use development and redevelopment along existing commercial corridors.*
- *Preserve community assets, historic resources, and established single family neighborhoods that are valuable to the community.*
- *Plan for transit, allowing mobility for all modes of transportation.*
- *Look for opportunities to add to or enhance existing greenspace.*

Land Use Elements

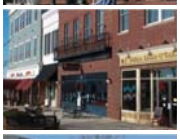
MIXED USE

LOW-RISE MIXED USE: UP TO 3 FLOORS





MID-RISE MIXED USE: UP TO 5 FLOORS





SINGLE USE: RESIDENTIAL

SINGLE FAMILY RESIDENTIAL





LIFESTYLE RESIDENTIAL





LOW-RISE MULTIFAMILY: UP TO 3 FLOORS





MID-RISE MULTIFAMILY: UP TO 5 FLOORS





SINGLE USE: NON-RESIDENTIAL

LOW-RISE RETAIL: 1-2 FLOORS





LOW-RISE OFFICE: UP TO 3 FLOORS





MID-RISE OFFICE: UP TO 5 FLOORS





MODERN INDUSTRIAL: 1-2 FLOORS





COMMUNITY FACILITY





PARKS & OPEN SPACE





Transportation Elements

ROUNDABOUT



MULTI-USE TRAIL



BIKE LANE



BULBOUT



SPLITTER ISLAND

RAISED CROSSWALK / SPEED TABLE

SIDEWALK

WIDE SIDEWALK & STREETSCAPE

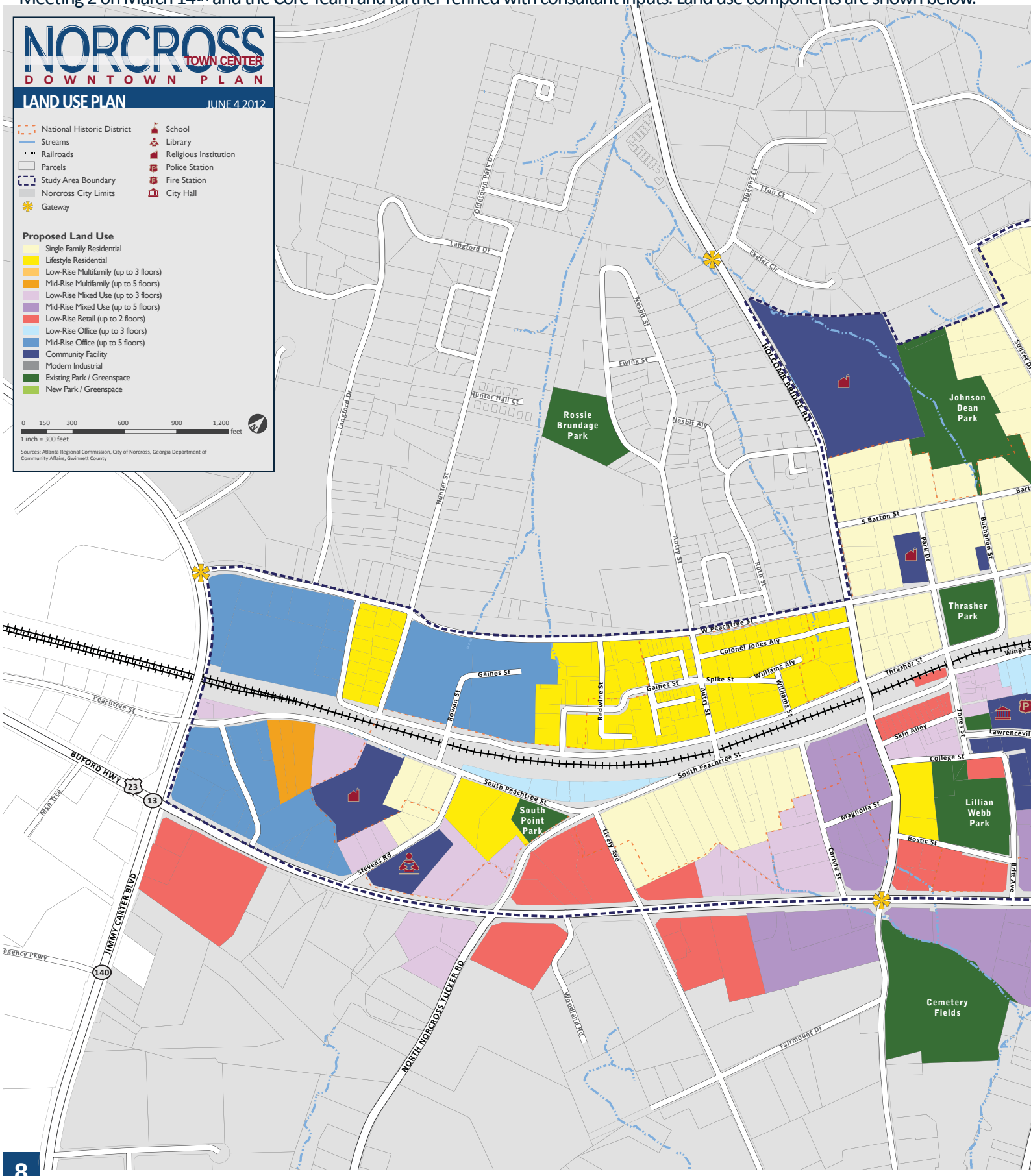
SHARROW

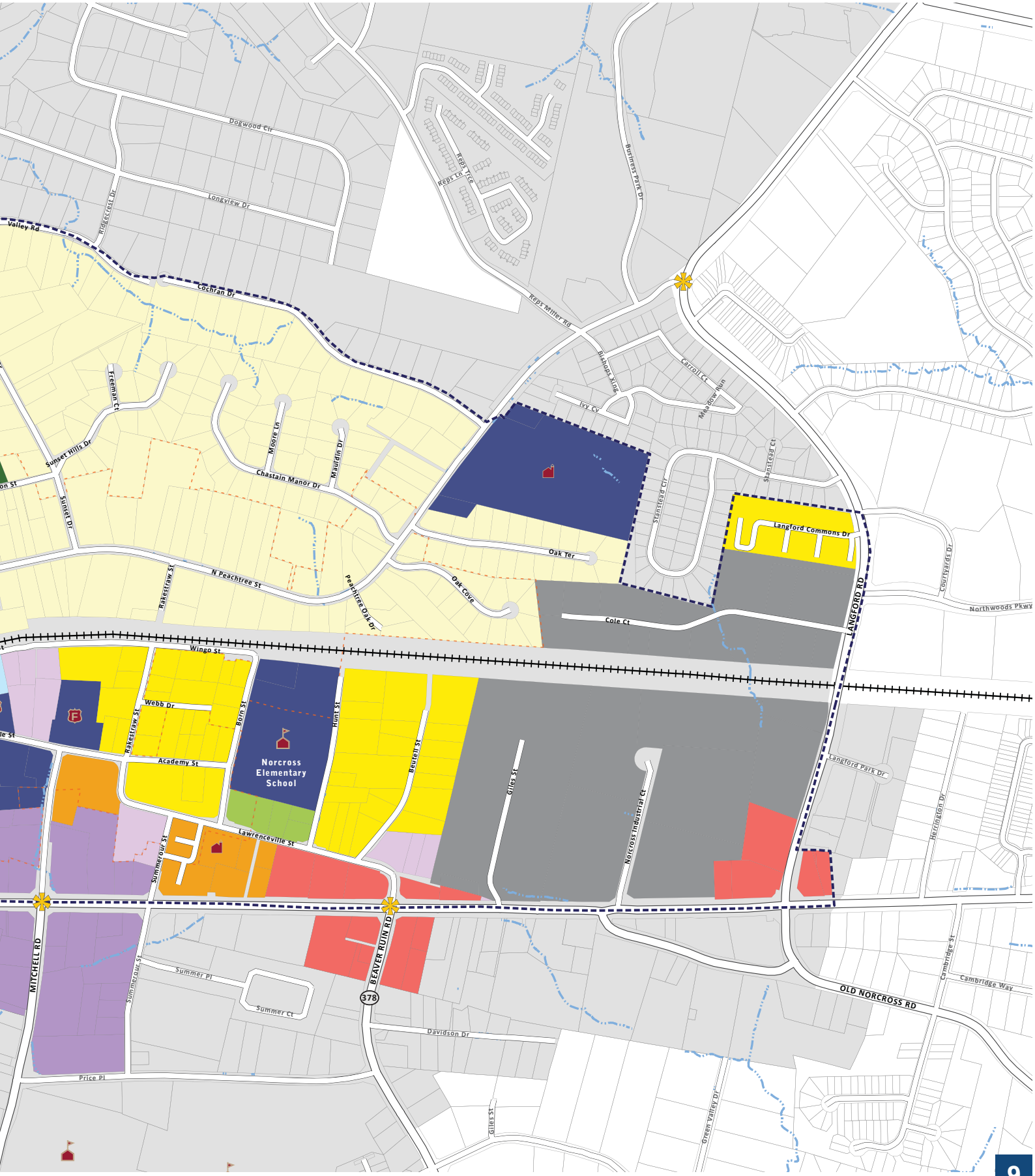
RAISED INTERSECTION W/ TEXTURED SURFACE

ENHANCED CROSSWALK

LAND USE PLAN

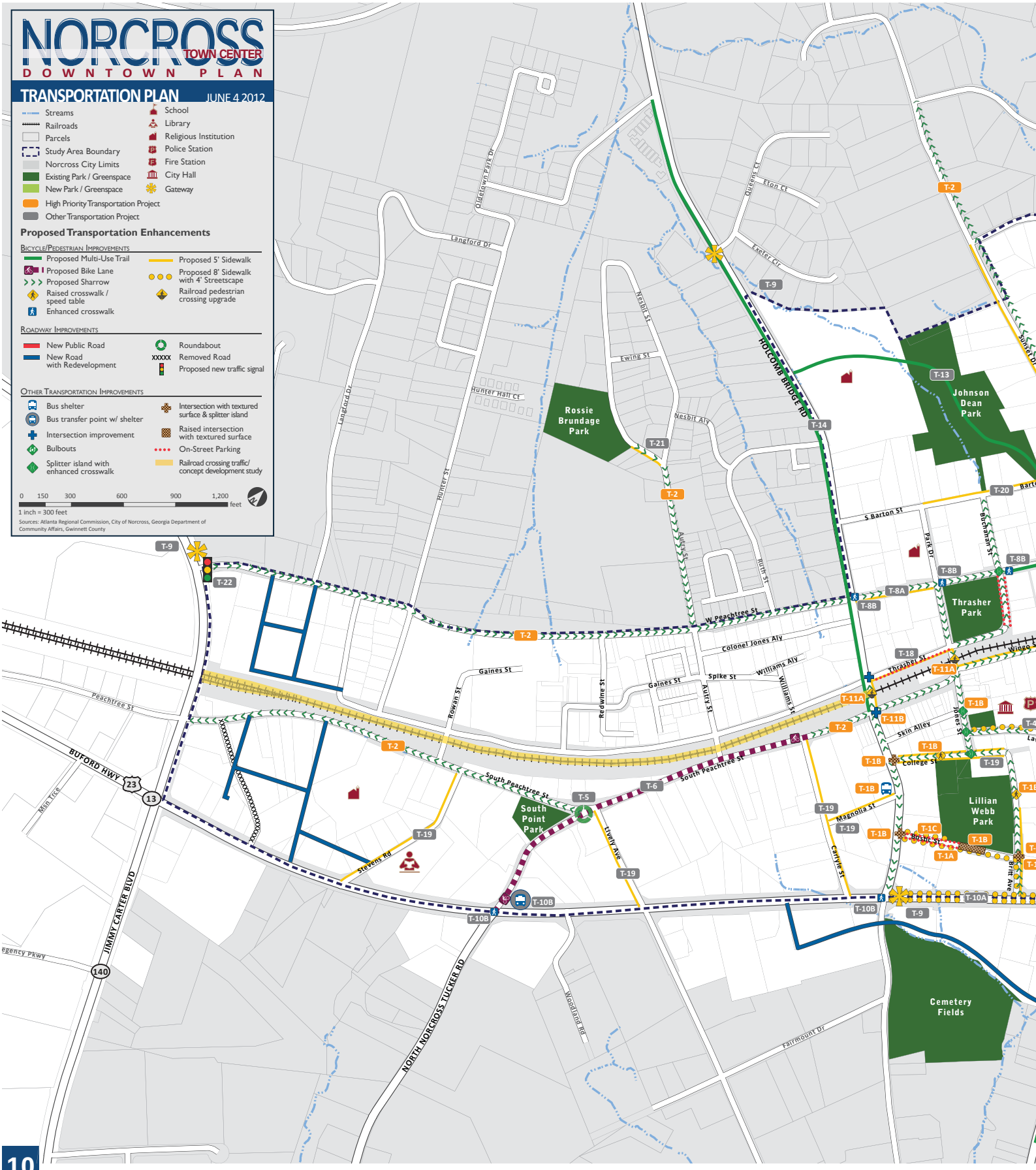
The team has developed a land use plan based on refinements of the two original concept plans selected by residents at Community Meeting 2 on March 14th and the Core Team and further refined with consultant inputs. Land use components are shown below.

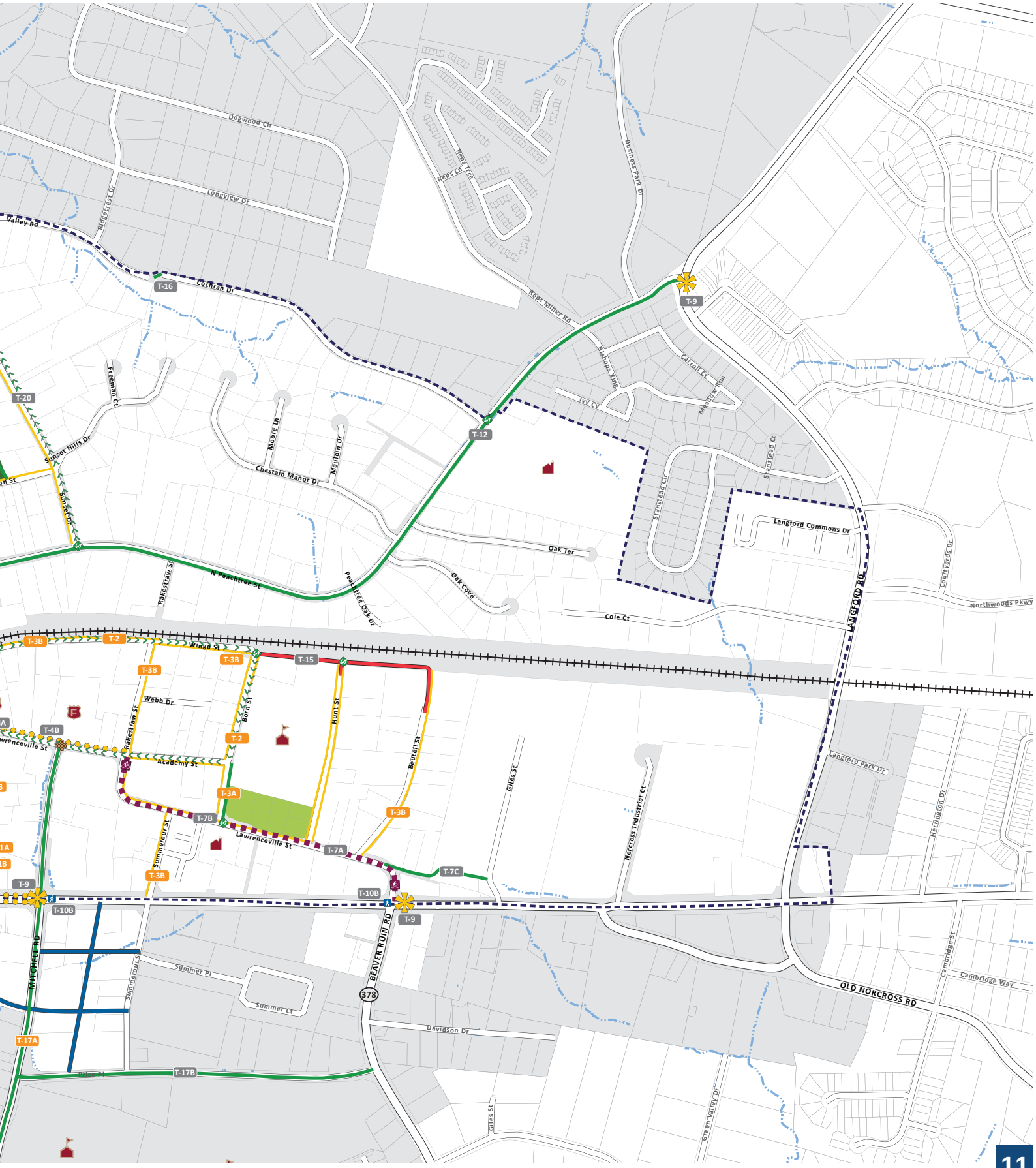



Dogwood Cir
Longview Dr
Ridgecrest Dr
Valley Rd
Cochran Dr
Reps Trce
Reps Ln
Business Park Dr
Reps Miller Rd
Bishops King
Carroll Ct
Meadow Run
Ivy Cv
Freeman Ct
Moore Ln
Mauldin Dr
Sunset Hills Dr
Chastain Manor Dr
Sunset Dr
Stanstead Ct
Stanstead Cir
Langford Commons Dr
Oak Ter
Oak Cove
N Peachtree St
Rakestraw St
Peachtree Oak Dr
Cole Ct
LANGFORD RD
Courtyards Dr
Northwoods Pkwy
Wingo St
Webb Dr
Born St
Hunt St
Rakestraw St
Academy St
Norcross Elementary School
Beutell St
Giles St
Norcross Industrial Ct
Langford Park Dr
Herrington Dr
Lawrenceville St
Summerour St
MITCHELL RD
BEAVER RUIN RD
Summer Pl
Summer Ct
378
Davidson Dr
OLD NORCROSS RD
Cambridge St
Cambridge Way
Price Pl
Giles St
Green Valley Dr

TRANSPORTATION PLAN

The team has developed a plan based on refinements of the two original concept plans selected by residents at Community Meeting 2 on March 14th and the Core Team and further refined with consultant inputs. Transportation components are shown below.

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Cole Ct
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Northwoods Pkwy
LANGFORD RD
Sunset Dr
Rakestraw St
N Peachtree St
Peachtree Oak Dr
T-3B
T-2
Winge St
T-15
Webb Dr
Born St
Hunt St
Beutell St
T-4B
Academy St
T-3A
T-7B
Lawrenceville St
T-7A
T-7C
Giles St
Norcross Industrial Ct
Langford Park Dr
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T-10B
T-9
MITCHELL RD
Summer Pl
Summer Ct
BEAVER RUIN RD
378
Davidson Dr
OLD NORCROSS RD
Cambridge St
Cambridge Way
T-17A
T-17B
Green Valley Dr

MORE INFORMATION

Contact us.

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Stay connected.

Check us out on the web at **www.aplacetoimagine.com/creating-community.**

NOTES

PUBLIC INVOLVEMENT SCHEDULE

- **January 25** — Community Meeting 1: **Plan Initiation**
- **February 9** — Business Owner Roundtable
- **February 13** — Design Charrette
- **March 14** — Community Meeting 2: **Presentation of Alternative Scenarios**
- **April 16** — City Council Work Session #1
- **April 18** — Community Meeting 3: **Present Draft Plan**
- **May 23** — Community Meeting 4: **Present Final Plan**

Other Events

- Community Survey
- Stakeholder Interviews
- Core Team Meetings