

City of Norcross

65 Lawrenceville Street

Norcross, GA 30071



Meeting Agenda

Wednesday, December 3, 2025

6:30 PM

2nd Floor Community Room

Planning & Zoning Board

Walter Bell, Chair

Tom Doherty, Board Member

Antonio Henson, Board Member

David Grayson, Board Member

Marlene Janos, Board Member

A. Call to Order**B. Presentation of previous meeting minutes for acceptance and acceptance of the agenda as presented for the scheduled meeting.****1. 2025-350: Planning & Zoning Board - Regular Meeting Minutes - November 5, 2025**

Attachments:

1. Planning and Zoning Board Meeting Minutes - November 5, 2025

C. Ongoing Business**D. New Business****1. 2025-351: Updates to the Comprehensive Plan**

Staff recommends approval of the proposed updates to the Comprehensive Plan. The City of Norcross retained Kimley-Horn in May 2025 to update its 2045 Comprehensive Plan. Unlike the 2024 update, this update was not intended to be a complete overhaul of the plan. The intent was to clean up boundaries of some of the Character Areas and to adjust the Character Area narratives to better align with the City's vision.

Kimley-Horn completed a full draft of the plan update on November 17, 2025. The plan update will be on the December 3, 2025 Planning & Zoning Board agenda. In preparation for this meeting, Staff reviewed the plan update to document key recommended changes from the currently adopted plan document. This memorandum summarizes the recommended changes in the plan.

Attachments:

1. Agenda Report - Updates to the Comprehensive Plan
2. Vision Section of the Comprehensive Plan- Tracked Changes
3. Vision Section of the Comprehensive Plan- Updates Incorporated
4. Future Development Map
5. Pop Up Summary

E. Additional Input And/Or Discussion Not Otherwise Addressed By This Agenda**F. Adjourn**

City of Norcross

65 Lawrenceville Street

Norcross, GA 30071



Meeting Minutes

Wednesday, November 5, 2025

6:30 PM

2nd Floor Conference Room

Planning & Zoning Board

Walter Bell, Vice Chair

Marlene Janos, Board Member

Antonio Henson, Board Member

Tom Doherty, Board Member

David Grayson, Board Member

A. Call to Order

Vice Chair Walter Bell called the meeting to order at 6:35 p.m.

Attendee Name	Title	Status	Arrived
Walter Bell	Vice Chair	Present	
Marlene Janos	Board Member	Present (Virtual)	
Antonio Henson	Board Member	Present	
Tom Doherty	Board Member	Present	
David Grayson	Board Member	Present	

B. Presentation of previous meeting minutes for acceptance and acceptance of the agenda as presented for the scheduled meeting.

A motion to approve the September 3, 2025, Planning & Zoning Board meeting minutes.

*RESULTS: APPROVED [UNANIMOUS]
 MOVER: DAVID GRAYSON, BOARD MEMBER
 SECONDER: ANTONIO HENSON, BOARD MEMBER
 AYES: BELL, JANOS, HENSON, DOHERTY, GRAYSON*

C. Ongoing Business

D. New Business

1. 2025-306: SUP2025-005 2211 Beaver Ruin Road, Suite 190

The applicant is requesting a special use permit for an adult day care center in Suite 190 at 2211 Beaver Ruin Road, which is a M1-(Light Industry) zoned property, which is 10.8 acres. Proposed hours and days of operation for the day care program will be 8:30 am to 1:30 pm, Monday through Friday and the administrative office 8:00 am to 4:00 pm, Monday through Friday. The proposed floor plan includes a main activity room, exercise room, rest area, media room, kitchen, dining room, reading room, and administrative offices. Of the 520 parking spaces available, 148 spaces are allocated to the day care center. Projected membership is approximately 200 seniors with most of the members arriving via non-emergency transportation pick-up and drop-off services.

A motion to recommend approval of SUP2025-005 (2211 Beaver Ruin, Suite 190) with the following conditions:

- 1. Hours of operation for the adult day care center to be Monday through Friday 8:30 AM to 1:30 PM, with hours of operation for administrative offices to be Monday through Friday 8:00 AM to 4:00 PM.*
- 2. Shall comply with all state requirements.*
- 3. Shall comply with all health department requirements.*

4. Peddlers and/or parking lot sales shall be prohibited.

5. The owner of the establishment shall repair any graffiti or vandalism within 72 hours of notice from the City.

RESULTS: APPROVED [UNANIMOUS]

MOVER: DAVID GRAYSON, BOARD MEMBER

SECONDER: TOM DOHERTY, BOARD MEMBER

AYES: BELL, JANOS, HENSON, DOHERTY, GRAYSON

2. 2025-308: RZ2025-005 5324 Old Norcross Road

The applicant is requesting to rezone to the M1 (Light Industry) zoning district on a 5.24-acre lot to allow for light industrial related uses, and outdoor storage. The property is currently used for a landscaping service business. The property owner is actively searching for a new tenant, so there is no proposed use currently. The property owner is considering equipment rental, auto-sales, fleet vehicle rental and parking, landscaping services and building material use. All seven existing buildings will remain.

A motion to recommend approval of RZ2025-003 (5324 Old Norcross Road) with the following conditions:

- 1. The property shall be developed in general conformance with the site plan dated receipt 08/19/2025; and in conformity with the City of Norcross Unified Development Ordinance.*
- 2. Provide a ten (10) foot landscape strip adjacent to all public rights-of-way.*
- 3. Provide a 40-foot buffer adjacent to residentially zoned properties. This buffer depth may be reduced by 50 percent if they include an eight-foot-high screening wall. If the buffer cannot be met, applicant must submit an application for a variance.*
- 4. Provide a 20-foot buffer adjacent to the OI, Office-Institutional, zoned properties. This buffer depth may be reduced by 50 percent if they include an eight-foot-high screening wall. If the buffer cannot be met, applicant must submit an application for a variance.*
- 5. No auto-oriented commercial use allowed.*

RESULTS: APPROVED [UNANIMOUS]

MOVER: TOM DOHERTY, BOARD MEMBER

SECONDER: DAVID GRAYSON, BOARD MEMBER

AYES: BELL, JANOS, HENSON, DOHERTY, GRAYSON

3. 2025-307: RZ2025-004 138 Holcomb Bridge Road

The applicant is requesting to rezone to BH (Buford Highway) zoning district on a 0.34-acre lot. The applicant is requesting to have the same zoning classification as the five parcels located at the intersection of Magnolia Street and Holcomb Bridge Road, north of Carlyle Street, and east of Buford Highway. The existing, approximately 1,983 square-foot, one (1) story structure will be utilized for a professional office or retail use for one (1) tenant. Hours and days of operation will be standard. The existing approximately 640 square foot accessory garage will be utilized for parking and/or storage. The site has 8 parking spaces according to the applicant. There will be no modifications made to the two (2) existing structures or the site itself. The property has two (2) driveway access points off Holcomb Bridge Road which leads to surface level parking spaces. On the Magnolia Street side of the property is a second entry point to the principal building, which includes off-street parking for two (2) vehicles, one of which is a designated handicap stall.

A motion to recommend approval removing conditions #1 and #2:

- ~~1. The property shall be developed in general conformance with the site plan dated receipt 10/26/2021.~~
- ~~2. Limited to office and retail uses only.~~
- 3. No auto-oriented commercial use allowed.
- 4. Peddlers and/or any parking lot sales unrelated to the rezoning shall be prohibited.
- 5. Dumpsters/trash bins shall be screened per the review and approval of the Community Development & Planning Department.
- 6. Staff identified variance to allow the placement of an existing approximately 640-square-foot accessory garage on a lot that does not have a rear yard.

RESULTS: APPROVED [4:1]
MOVER: DAVID GRAYSON, BOARD MEMBER
SECONDER: TOM DOHERTY, BOARD MEMBER
AYES: BELL, JANOS, DOHERTY, GRAYSON
NAYS: ANTONIO HENSON, BOARD MEMBER

Jim Eyre, DDA Chair, expressed his support for the rezoning request.

4. 2025-309: Amendment to the Unified Development Ordinance

TEXT2025-002

Amendments are proposed to the following sections of the UDO:

Chapter 100 General and Administrative Provisions, Article II. Definitions

- **Sec. 102-2 Defined terms**
 - Add definition for Service Bay (within an automobile repair facility)

Chapter 100 General and Administrative Provisions, Article III. Review Authority

- **Sec. 103-9(c) ZBA rules and standards**
 - Clarify time the Community Development & Planning Department must publish and post notifications regarding a variance application, from 15 days to 30 days.

Chapter 100 General and Administrative Provisions, Article IV. Procedures

- **Sec. 104-3(d) Administrative Action Process**
 - Clarify note #3 that the Zoning Administrator is responsible for reviewing demolition only when the property is within the historic district.
- **Sec. 104-6(l)(2) Quasi Judicial Review**
 - Edit the days the department must provide an appellate board decision to the applicant from three (3) days to five (5) days.
- **Sec. 104-7(a) Administrative Variances**
 - Include additional circumstances that call for an administrative variance under (a)(2) such as compact spaces, excess parking, new construction of a new porch or modifications to an existing porch, and roof mounted solar panels outside the historic district.

Chapter 200 Land Use and Zoning, Article I, Division 2**Sec. 201-6(b) R-100 single family residence lot development standards**

- Adding "Accessory Dwelling Unit" to Lot Development Standards; Minimum setbacks to refer to Section 202-3(b) for applicable development.

Sec. 201-7(b) R-75 single family residence lot development standards

- Adding "Accessory Dwelling Unit" to Lot Development Standards; Minimum setbacks to refer to Section 202-3(b) for applicable development.

Sec. 201-8(b) R-65 single family residence lot development standards

- Adding "Accessory Dwelling Unit" to Lot Development Standards; Minimum setbacks to refer to Section 202-3(b) for applicable development.

Chapter 200 Land Use and Zoning, Article II Supplemental and Accessory Use Standards**Sec. 202-2 Supplemental use standards**

- Adding language to include CX Community Mixed Use and BH Buford Highway zoning districts to subsection (aa)(3).

Sec. 202-3 Accessory uses or structures

- Adding language to the accessory dwelling unit (ADU) subsection to clarify and expand existing requirements. These updates are intended to improve the clarity, enforceability, and design consistency of ADUs within residential districts.

Chapter 200 Land Use and Zoning, Article III Parking and Loading**Sec. 203-9 Parking. Minimum Number of spaces required**

- Revise the minimum number of parking spaces for auto repair to 2 per repair station for uses including: motor vehicle repair shop; motor vehicle (auto) sales and rental; motor vehicle sales and service: trucks and heavy equipment; motor vehicle service and fuel station.

Chapter 200 Land Use and Zoning, Article IV Sign Regulations

- **Sec. 204-5 Signs exempt from having a permit**

- The addition to item #7 is to clarify that signs which comply with the specific standards outlined in Section 204-18 are automatically exempt from permitting requirements under this section. The amendment provides consistency across the sign regulations, eliminates potential conflicts between sections, and ensures that sign types explicitly regulated in Section 204-18 are treated uniformly.

- **Sec. 204-12 Temporary signs**

- Revise this section to clarify that the banner size allowance for temporary signs (up to 32 square feet) applies to institutional uses located within residential zoning districts, such as places of worship and schools.

Chapter 200 Land Use and Zoning, Article VI Nonconforming situations**Sec. 206-8(b) Exceptions**

- Modify language to include “and uncovered” in Permitted encroachments upon required setbacks. The amendment clarifies the intent of the existing provision by distinguishing between covered and uncovered structures.

The Planning and Zoning Board after a deliberation on the proposed amendments voted to table the proposed amendments below and advance the rest of the amendments:

Chapter 100 General and Administrative Provisions, Article II. Definitions

- **Sec. 102-2 Defined terms**
 - Add definition for Service Bay (within an automobile repair facility)

Chapter 200 Land Use and Zoning, Article III Parking and Loading

Sec. 203-9 Parking. Minimum Number of spaces required

- Revise the minimum number of parking spaces for auto repair to 2 per repair station for uses including: motor vehicle repair shop; motor vehicle (auto) sales and rental; motor vehicle sales and service: trucks and heavy equipment; motor vehicle service and fuel station.

Chapter 200 Land Use and Zoning, Article II Supplemental and Accessory Use Standards

Sec. 202-2 Supplemental use standards

- Adding language to include CX Community Mixed Use and BH Buford Highway zoning districts to subsection (aa)(3).

RESULTS: APPROVED [UNANIMOUS]

MOVER: DAVID GRAYSON, BOARD MEMBER

SECONDER: WALTER BELL, VICE CHAIR

AYES: BELL, JANOS, HENSON, DOHERTY, GRAYSON

5. 2025-310: Vote to fill the positions of Chair, Co-Chair, and Secretary for the Planning & Zoning Board.

With a 5-0 vote, Walter Bell was selected as Chair.

With a 5-0 vote, David Grayson was selected as Vice-Chair.

With a 5-0 vote, Antonio Henson was selected as Secretary.

E. Additional Input And/Or Discussion Not Otherwise Addressed By This Agenda

F. Adjourn

The meeting adjourned at 8:19 p.m.



Mayor: Craig Newton • **Mayor Pro Tem:** Marshall Cheek • **Councilmember:** Andrew Hixson • **Councilmember:** Josh Bare
Councilmember: Matt Myers • **Councilmember:** Bruce Gaynor • **City Manager:** Eric Johnson • **City Clerk:** Monique Philip

AGENDA REPORT

To: Planning and Zoning Board

From: David Versel, Economic Development Director
Presentation by Kimley-Horn Staff

Meeting Date: December 3, 2025 – Planning & Zoning Board Meeting

Item No.: 2025-351

Title: Updates to the Comprehensive Plan

CC: Eric Johnson, City Manager
Tracy Rye, Assistant City Manager

Recommendation

Staff recommends approval of the proposed updates to the Comprehensive Plan. The City of Norcross retained Kimley-Horn in May 2025 to update its 2045 Comprehensive Plan. Unlike the 2024 update, this update was not intended to be a complete overhaul of the plan. The intent was to clean up boundaries of some of the Character Areas and to adjust the Character Area narratives to better align with the City's vision.

Kimley-Horn completed a full draft of the plan update on November 17, 2025. The plan update will be on the December 3, 2025 Planning & Zoning Board agenda. In preparation for this meeting, Staff reviewed the plan update to document key recommended changes from the currently adopted plan document. This memorandum summarizes the recommended changes in the plan.

Background

No substantive changes have been recommended to the Visions, Goals, and Policies section of the plan. Recommended changes instead focus on the boundaries and narratives of some of the character areas and minor adjustments to the recommended land uses. Survey results may be found [here](#). ([Norcross Comprehensive Planning | Norcross, GA - Official Website](#)) under Community Survey.

A summary of these changes follows.

Character Area Changes

- Character Area 1 – Atlantic/Peachtree Industrial Boulevard:
 - The boundary of this character area has been amended to shift parcels located south of Holcomb Bridge Road from Character Area 2 into this area.
 - Proposed changes to the narrative for this character area would lower allowable densities to the areas adjacent to single-family residential neighborhoods in Character Areas 4 and 5.

- Character Area 2 – Medlock/Peachtree Industrial Boulevard:
 - As noted above, parcels to the south of Holcomb Bridge Road have been shifted to Character Area 1.
 - Along the north side of Holcomb Bridge Road, the lower density residential and commercial properties to the west of Queens Court have been shifted from this area into Character Area 4.
 - Proposed narrative changes would encourage the retrofitting and infill of developed sites in this area rather than complete redevelopment.

- Character Area 3 – Pinckneyville: NO CHANGES

- Character Area 4 – North Peachtree Street Neighborhoods:
 - As noted above, some parcels along the north side of Holcomb Bridge Road have been shifted from Character Area 2 into this area.
 - The medium-density residential and industrial properties along Langford Drive north of Cole Court have been shifted from this area into Character Area 8.
 - Proposed narrative changes encourage the use of Accessory Dwelling Units (ADUs) to promote flexibility for property owners without altering the overall low-density character of this area.

- Character Area 5 – Hopewell Woods:
 - Proposed narrative changes for this area would remove the prohibition on multifamily development to the west of West Peachtree Street but would still limit new residential development to medium density levels (below to 12 units/acre).

- Character Area 6 – BuHi/Carter Activity Center has been expanded to shift properties outside of the historic district along South Peachtree Street from Character Area 7A into this area. As noted below, parcels fronting on Buford Highway to the north of Norcross-Tucker Road have been shifted into Character Area 7B.

- Character Area 7 – Town Center: This area has been split into two subareas to better reflect the distinction between the city’s historic downtown core and the redeveloping Buford Highway corridor. For each of these recommended sub-areas, the following adjustments to their boundaries are proposed:
 - Character Area 7A – Historic Downtown Norcross:
 - As noted above, this area has been adjusted to better align with the historic district, with several commercial parcels along South Peachtree Street to the south of Norcross-Tucker Road shifted into Character Area 6
 - The narrative emphasizes the importance of maintaining the historic, small-town character of this area and limits residential development to medium density levels (below 12 units per acre).
 - Character Area 7B – BuHi District:
 - Parcels fronting on Buford Highway between Norcross-Tucker Road and Beaver Ruin Road have been shifted from Character Areas 6 and 9 into this area.
 - The narrative clarifies that this district is intended to promote mixed-use development with higher densities along Buford Highway but lower densities closer to the historic downtown core.
 - The narrative also includes text aimed at preserving legacy businesses that are compatible with the city’s vision for Buford Highway while transitioning away from auto-oriented uses.

- Character Area 8 – Langford Road Industrial Center:
 - As noted above, the medium-density residential and industrial properties along Langford Drive north of Cole Court have been shifted from Character Area 4 into this area.
 - The narrative removes previous references to loft-style housing and live-work opportunities, as this area’s industrial character is not compatible with residential uses.

- Character Area 9 – Summerour:
 - As noted above, parcels fronting on Buford Highway south of Beaver Ruin Road have been shifted into Character Area 7B from this area.
- Character Area 10 – South Cemetery Street: NO CHANGES
- Character Area 11 – South Norcross Neighborhoods: NO CHANGES
- Character Area 12 – I-85 Activity Center:
 - The previous narrative referenced proposals for high-capacity transit that had been planned by Gwinnett County and the proposed annexation and redevelopment of the OFS campus. Since these proposals are no longer active, the narrative for this area has been adjusted accordingly.

Changes to Recommended Land Uses and Definitions

The draft plan update recommends the following adjustments to the Land Uses by Character Area table and related definitions:

- The definition of Mixed-Use is proposed to be amended to allow this category to include adjacent uses on the same parcel and not just vertically-stacked mixed-use developments.
- The category of Skilled Nursing Facilities has been removed from the table, as it was deemed to be a too specific of a land use category to be considered as part of the Comprehensive Plan.
- In Character Area 1, Heavy Commercial uses are recommended to be allowed in the areas along Pacific Boulevard and Peterson Place that are currently zoned exclusively for industrial and commercial uses.
- Two changes are recommended for Character Area 7B to reflect its separation from Character Area 7A:
 - Regional-level commercial or office uses of 50,000 sq. ft. or more would be permitted, as they are compatible with the higher-intensity vision for Buford Highway.
 - Similarly, High-Density Residential uses in excess of 12 units per acre would be permitted throughout this character area.

Financial Impact

N/A

Consistent with Comprehensive Plan? (If applicable, please select which goal applies)

Continues to define Norcross' sense of place

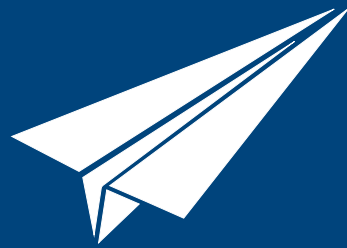
Attachments

1. Vision Section of the Comprehensive Plan- Tracked Changes
2. Vision Section of the Comprehensive Plan- Updates Incorporated
3. Future Development Map
4. Pop Up Summary

Update

2

VISION



2

VISION

INTRODUCTION

The City of Norcross, Georgia is a diverse, engaged, and thriving 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 community, and an increasingly diverse population that feels included and welcome. 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 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.

This chapter illustrates the community's hope for Norcross' future through three elements:

1. **Vision Statement**
2. **Goals**
3. **Policies**
 - Citywide Policies
 - Character Area Narratives



VISION STATEMENT

This plan is inspired by the City's vision statement, which was co-created by community members to set an aspirational, inspirational idea of what Norcross is working to become. This big idea is brought down to earth by associated goals, policies, and action items to address the priority needs and opportunities and bring the vision to life.

1

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

2

GOALS

Building on the vision, there are six overarching goals that will help shape the City's direction. These goals are based on both analysis of existing conditions and trends, as well as the priorities voiced by the community, captured in a series of stakeholder interviews, Steering Committee meetings, and workshops.

3

POLICIES

The City's policies provide direction for its general operating procedures. They describe how elected officials and staff should make ongoing decisions and prioritize resources in line with the community's vision. They not only inform the types of projects the City needs to plan for now, but they also help decision-makers know how to proceed as new issues and opportunities arise that were not in play at the time this plan was written. The numbered policies on the following pages apply to the entire city. Character area narratives provide detailed guidance for each sub-area within Norcross.

4

ACTIONS

Near-term actions that can be taken to make progress on the City's goals have been organized into a Community Work Program in Chapter 4. They apply the guidance of the policies through the lens of specific, priority needs and opportunities that should be addressed over the next five years.

PRIORITY NEEDS AND OPPORTUNITIES (CHAPTER 3)

GOAL 1

Goal 1: Continue to define Norcross' unique sense of place, where nature-based and cultural assets are conserved and enhanced.

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 give 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.

Policy 1-1: Protect the valued community character and aesthetics of existing neighborhoods by discouraging drive-through services, excessive signage, and inadequate screening near residential areas.

Policy 1-2: Redevelop and enhance existing commercial and industrial areas.

Policy 1-3: Support opportunities for infill development that reflects the neighborhood character.

Policy 1-4: Encourage mixed-use development and pedestrian-oriented design standards.

Policy 1-5: Encourage greenspace in all new development.

Policy 1-6: Regularly review the UDO in the light of new court rulings, best practices, and issues that may have arisen for possible amendment.

Policy 1-7: Support and promote the city's diversity through special events.

Policy 1-8: Protect natural resources, mature tree canopy, environmentally sensitive areas, and valuable historic, archaeological or cultural resources from human encroachment through land development regulations and/or incentives.

Policy 1-9: Add value to our community through landscaping, lighting, signage, underground utilities, and building design.

Policy 1-10: Pursue strategic land acquisition in support of the Parks, Greenspace and Trails Master Plan implementation.

Policy 1-11: Use gateway monuments, signage, and corridor improvements to reinforce the sense of place.

Policy 1-12: Reduce the adverse visual impact of the automobile and auto-related services.

Policy 1-13: Preserve and complement the traditional historic, architectural and landscape character of the Downtown core and surrounding neighborhoods, while guiding reasonable growth.

Policy 1-14: Regularly review code enforcement procedures and training to maintain and improve the community's appearance and overall quality of life.

Policy 1-15: Continue and expand a progressive code enforcement program in residential neighborhoods.

Policy 1-16: Expand and support the volunteer community and city partnership to organize volunteer assistance days for low-income residents facing code violations.

GOAL 2

Continue to Strengthen Norcross as a Livable, Inclusive, 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.

Policy 2-1: Encourage transit-oriented development, or compact mixed-use areas, near transit routes.

Policy 2-2: Support existing neighborhoods through regular public investment in recreational amenities and maintenance programs.

Policy 2-3: Promote walkable, bicycle friendly, safe neighborhoods.

Policy 2-4: Encourage walkability, interaction among businesses, clear visibility of entryways and centralized open space.

Policy 2-5: Provide pleasant, accessible public gathering places.

Policy 2-6: Encourage new parks and community facilities to be located as focal points in neighborhoods.

Policy 2-7: Support the increased availability of affordable, local, healthy food.

Policy 2-8: Integrate educational opportunities into parks and recreational services, public libraries, museums, and other cultural amenities.

Policy 2-9: Ensure adequate supplies of quality water through protection of ground and surface water sources.

Policy 2-10: Encourage and incentivize the construction of publicly accessible plazas and greenspace through redevelopment.

GOAL 3

Increase Opportunities for Travel via Different Modes within and Outside the 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.

Policy 3-1: Promote safe and efficient transportation for pedestrians, cyclists, transit riders, and drivers.

Policy 3-2: Support the expansion of regional transit access in Norcross.

Policy 3-3: Coordinate transportation improvements with existing and planned development.

Policy 3-4: Enhance the existing roadway network to improve safety and limit congestion.

Policy 3-5: Encourage parking to be located behind and to the side of buildings.

Policy 3-6: Improve pedestrian and bicycle access to existing facilities.

Policy 3-7: Create pedestrian-friendly streetscapes through public investment, zoning regulations and design guidelines.

Policy 3-8: Balance the needs of freight traffic with minimizing impacts to the community.

Policy 3-9: Support the Gateway85 CID's investment in local transportation improvements.

Policy 3-10: Work with Gwinnett County and Georgia DOT regarding congestion on major corridors.

Policy 3-11: Apply smart city technologies in a practical and fiscally responsible manner, such as the adoption of smart parking in the downtown area, as new technologies and best practices emerge.

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.

Policy 4-1: Support programs for retention, expansion and creation of businesses that enhance our economic well-being, particularly those in target industries.

Policy 4-2: Find opportunities to connect firms (especially those in target industries) to Norcross high schools.

Policy 4-3: Partner with local schools and community organizations to support students and their parents so they can fully engage in the Norcross economy.

Policy 4-4: Encourage the development of downtown as a vibrant center for culture, government, dining, residential, and retail diversity.

Policy 4-5: Provide ongoing support for Business Retention, Recruitment and Expansion.

GOAL 5

Ensure that Norcross Residents have a Variety of Attainable, Quality Housing Options

Policy 5-1: Accommodate the housing needs of a diverse population by supporting the development of a variety of residential types and densities based on land use patterns.

Policy 5-2: Support the construction of workforce housing to help ensure that all those who work in the community have a viable option to live in the community without spending more than a third of their net income on housing costs.

Policy 5-3: Protect residential areas through continued, targeted code enforcement.

Policy 5-4: Encourage residential development downtown to activate and diversify the area.

Policy 5-5: Collaborate with other jurisdictions to address affordable housing and regional location efficiency needs.

Policy 4-6: Target reinvestment in declining, existing neighborhoods to further encourage private sector redevelopment and accommodate future growth.

Policy 4-7: Accommodate new development while enhancing existing local assets.

Policy 4-8: Prepare Norcross residents to be work-ready employees.

Policy 4-9: Support local entrepreneurs in building future-ready businesses.

Policy 4-10: Invest in parks and open space to encourage private reinvestment.

Policy 4-11: Maintain and support citywide access to broadband services.

Policy 5-6: Assist residents in keeping their existing homes safe and free from hazards.

Policy 5-7: Support the development of equitable housing that is safe, and free from health hazards through the application of National Healthy Housing standards.

Policy 5-8: Enable and encourage mixed income affordable housing concurrent with new, high-standard design development.

Policy 5-9: Ensure that new multi-family developments are in keeping with the desired vision for the City through a transparent rezoning and permitting process that provides opportunities for public comment and review.

Policy 5-10: Seek grant opportunities for owner-occupied rehabilitation of homes such as Community Home Investment Program (CHIP) grant for owner-occupied rehabilitation of homes.

GOAL 6

Goal 6: Further the City's tradition of strong representational leadership and a 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 but also promote a well-rounded community.

Policy 6-1: Continue efforts to reach out to the diverse population within Norcross through existing community groups and local businesses

Policy 6-2: Maximize the use of existing facilities and services.

Policy 6-3: Do not over commit to long-term operation and maintenance costs in making capital investments.

Policy 6-4: Coordinate public facilities and services with land use planning to promote efficient public investments.

Policy 6-5: Regularly coordinate with adjacent local governments to ensure residents, property owners, and business owners are receiving top tier public services

Policy 6-6: Support existing schools and encourage new opportunities to expand access to education.

Policy 6-7: Use technology to simplify and expedite city applications and processes for community members.

Policy 6-8: Welcome all members of the community to engage by translating materials in multiple languages.

Policy 6-9: Lead by example with efficient and resilient City-owned buildings.

Policy 6-10: Ensure comprehensive and convenient recycling opportunities are available to residents and businesses.

Policy 6-11: Contribute to Regional Water Management Plan and enforce plan.

Policy 6-12: Coordinate infrastructure planning with the County for sewer and road improvements.

Policy 6-13: Partner with Norcross school cluster to maximize community access to school sports fields.

Policy 6-14: Continue to support community watch and safety programs such as the Business Watch Program, the Child Safety Seat Program, the Copper theft Initiative, the Citizen Police Academy, the Senior Citizen Check in program, and the Vacation Security Request Program.

Policy 6-15: Continue to support local arts and cultural events through the provision of facilities, logistics and marketing efforts.

Policy 6-16: Evaluate the Comprehensive Plan on an annual basis and use it as a tool in prioritizing the budget and annual work program.

CHARACTER AREA UPDATES

The Future Land Use Map and corresponding policy framework are being updated in 2026 to better align with the city's vision. The project team conducted a comprehensive public engagement process, including a survey that received over 500 responses, four pop-up events held at the beginning and end of the planning process, and stakeholder meetings with City Council members, the Downtown Development Authority, and a panel of Norcross developers.

No substantive changes have been recommended to the Visions, Goals, and Policies section of the plan. Recommended changes instead focus on the boundaries and narratives of some of the character areas and minor adjustments to the recommended land uses. A summary of these changes follows.

Character Area Changes

Character Area 1 - Atlanta/Peachtree Industrial Boulevard

- The boundary of this character area has been amended to shift parcels located south of Holcomb Bridge Road from Character Area 2 into this area.
- Proposed changes to the narrative for this character area would lower allowable densities to the areas adjacent to single-family residential neighborhoods in Character Areas 4 and 5.

Character Area 2 - Medlock/Peachtree Industrial Boulevard

- As noted above, parcels to the south of Holcomb Bridge Road have been shifted to Character Area 1.
- Along the north side of Holcomb Bridge Road, the lower density residential and commercial properties to the west of Queens Court have been shifted from this area into Character Area 4.
- Proposed narrative changes would encourage the retrofitting and infill of developed sites in this area rather than complete redevelopment.

Character Area 3 - Pickneyville

- No changes

Character Area 4 - North Peachtree Street Neighborhoods

- As previously noted, some parcels along the north side of Holcomb Bridge Road have been shifted from Character Area 2 into this area.
- The medium-density residential and industrial properties along Langford Drive north of Cole Court have been shifted from this area into Character Area 8.
- Proposed narrative changes encourage the use of Accessory Dwelling Units (ADUs) to promote flexibility for property owners without altering the overall low-density character of this area.

Character Area 5 - Hopewell Woods

- Proposed narrative changes for this area would remove the prohibition on multifamily development to the west of West Peachtree Street but would still limit new residential development to medium density levels (below to 12 units/acre).

Character Area 6 - BuHi/Carter Activity Center

- This area has been expanded to shift properties outside of the historic district along South Peachtree Street from Character Area 7A into this area. As noted below, parcels fronting on Buford Highway to the north of Norcross-Tucker Road have been shifted into Character Area 7B.

Character Area 7 - Town Center

- This area has been split into two subareas to better reflect the distinction between the city's historic downtown core and the redeveloping Buford Highway corridor. For each of these recommended sub-areas, the following adjustments to their boundaries are proposed:

Character Area 7A - Historic Downtown Norcross

- As noted above, this area has been adjusted to better align with the historic district, with several commercial parcels along South Peachtree Street to the south of Norcross-Tucker Road shifted into Character Area 6
- The narrative emphasizes the importance of maintaining the historic, small-town character of this area and limits residential development to medium density levels (below 12 units per acre).

Character Area 7B - BuHi District

- Parcels fronting on Buford Highway between Norcross-Tucker Road and Beaver Ruin Road have been shifted from Character Areas 6 and 9 into this area.
- The narrative clarifies that this district is intended to promote mixed-use development with higher densities along Buford Highway but lower densities closer to the historic downtown core.
- The narrative also includes text aimed at preserving legacy businesses that are compatible with the city's vision for Buford Highway while transitioning away from auto-oriented uses.

Character Area 8 - Langford Road Industrial Center

- As previously noted, the medium-density residential and industrial properties along Langford Drive north of Cole Court have been shifted from Character Area 4 into this area.
- The narrative removes previous references to loft-style housing and live-work opportunities, as this area's industrial character is not compatible with residential uses.

Character Area 9 - Summerour

- As previously noted, parcels fronting on Buford Highway south of Beaver Ruin Road have been shifted into Character Area 7B from this area.

Character Area 10 - South Cemetary Street

- No changes

Character Area 11 - South Norcross Neighborhoods

- No changes

Character Area 12 - I-85 Activity Center

- The previous narrative referenced proposals for high-capacity transit that had been planned by Gwinnett County and the proposed annexation and redevelopment of the OFS campus. Since these proposals are no longer active, the narrative for this area has been adjusted accordingly.

Changes to Recommended Land Uses and Definitions

The draft plan update recommends the following adjustments to the Land Uses by Character Area table and related definitions:

- The definition of Mixed-Use is proposed to be amended to allow this category to include adjacent uses on the same parcel and not just vertically-stacked mixed-use developments.
- The category of Skilled Nursing Facilities has been removed from the table, as it was deemed to be a too specific of a land use category to be considered as part of the Comprehensive Plan.
- In Character Area 1, Heavy Commercial uses are recommended to be allowed in the areas along Pacific Boulevard and Peterson Place that are currently zoned exclusively for industrial and commercial uses.
- Two changes are recommended for Character Area 7B to reflect its separation from Character Area 7A:
 - Regional-level commercial or office uses of 50,000 sq. ft. or more would be permitted, as they are compatible with the higher-intensity vision for Buford Highway.
 - Similarly, High-Density Residential uses in excess of 12 units per acre would be permitted throughout this character area.

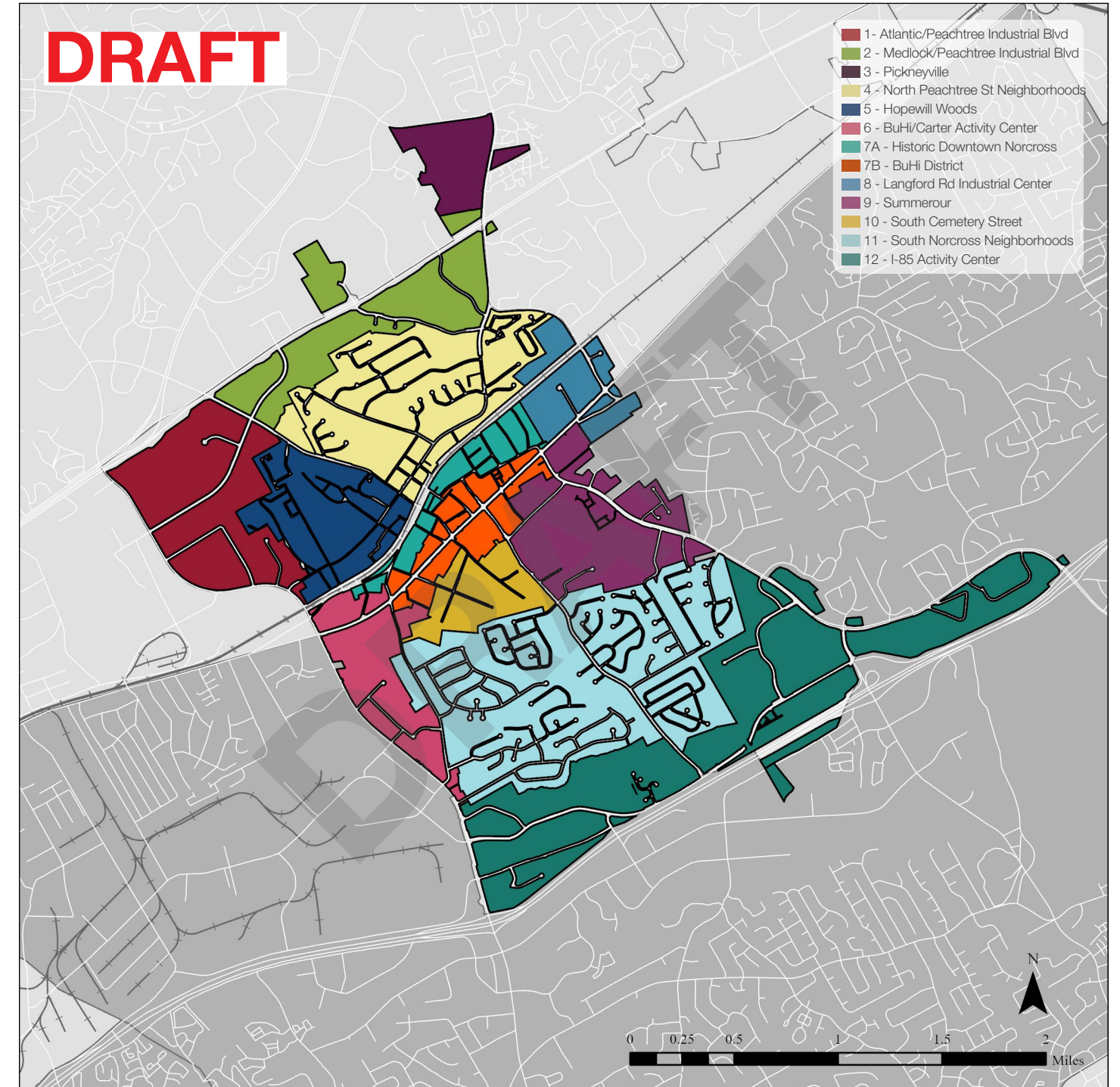


CHARACTER AREAS

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 Future Development Map divides the City of Norcross among twelve unique character areas as shown in Figure 2.1.

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.

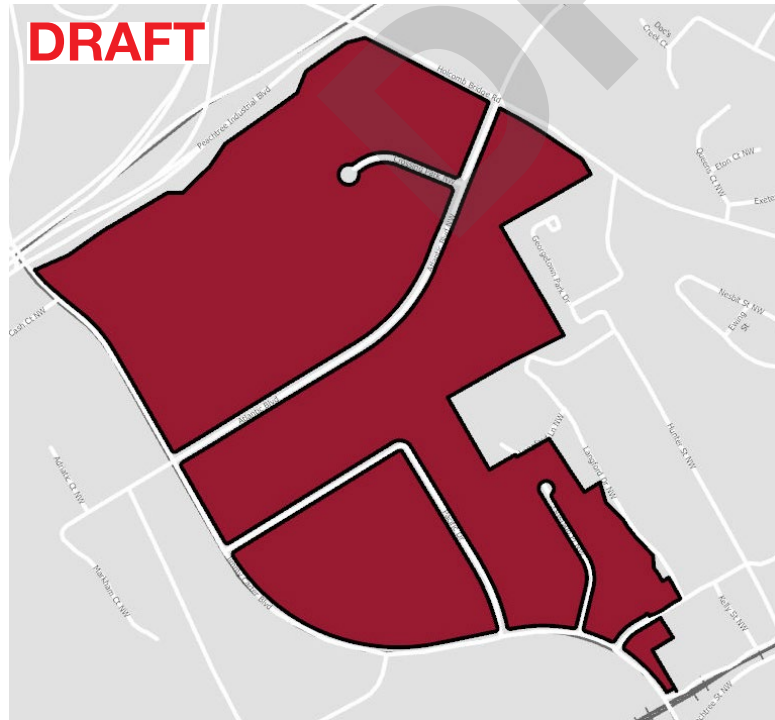
Figure 2.1. Future Development Map



Note

Future annexations will maintain the same character area policies and designations as those adopted by Gwinnett County for a period of at least one year following the effective date of the annexation. After which point, City Council may consider changes.

CHARACTER AREA 1 ATLANTIC/PEACHTREE INDUSTRIAL BOULEVARD



Vision

The Atlantic/Peachtree Industrial Boulevard gateway area is a welcoming entrance to the city and a major employment center focused on Jimmy Carter Boulevard:

- 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
- Development intensity is highest along Jimmy Carter Boulevard and should be lower in areas immediately adjacent to single-family residential neighborhoods
- The site of Stripling Elementary School in the area also serves as a focus of local community activities and is supported by housing in a mixed-use context within walking distance of the school
- As a gateway to the city at Jimmy Carter Boulevard and Peachtree Industrial Blvd a signature building/group of buildings will help define the character of the area
- A pedestrian and bicycle network provides connections both within this area and to adjacent residential neighborhoods and Historic Downtown.

Appropriate Scale of development and land use policies

- Building height should be no more than 60 feet in height along Jimmy Carter Boulevard, Atlantic Boulevard, and Peachtree Industrial Boulevard, stepping down to 35 feet in height in areas adjacent to Holcomb Bridge Road and/or adjacent residential neighborhoods.
- Any residential uses should have good pedestrian access to Stripling Elementary.
- Limit new heavy commercial, auto-related or outdoor storage uses to properties fronting on Pacific Boulevard or Peterson Place.
- Office, media (film, television, etc.), light manufacturing and related services are preferred uses

Implementation Measures

- Ensure adequate buffers to adjoining residential areas
- Improve sidewalk and pathway connections
- Maintain economic vibrancy of area
- Establish design standards for gateway areas
- Redevelopment of key sites



CHARACTER AREA 2 MEDLOCK/PEACHTREE INDUSTRIAL BOULEVARD



Vision

Oriented along Peachtree Industrial Boulevard, 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. This is also the location of Paul Duke STEM High School.

- 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, connected by a system of sidewalks or multi-use paths
- 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, yet complementary to a corporate campus character found in Peachtree Corners' Technology Park

Appropriate Scale of development and land use policies

- Buildings should be no more than 60 feet in height, consistent with the corporate campus character of Technology Park
- Maintain visual buffers to help ensure compatibility with adjoining neighborhoods to the south
- Encourage location of small businesses and incubators, light industry and offices
- Consider first floor minimum heights in M1 to accommodate future industrial uses

Implementation Measures

- Retrofit and improve existing structures and consider infill site development where appropriate
- Coordination with Peachtree Corners and Gwinnett County on the physical design along the PIB Corridor
- Enhance the gateway signage at Medlock Bridge Road and Peachtree Industrial Boulevard
- Improved walkability through construction of sidewalks
- Implement landscape standards to establish desirable city edge
- Look for opportunities to better connect this area physically to Downtown Norcross



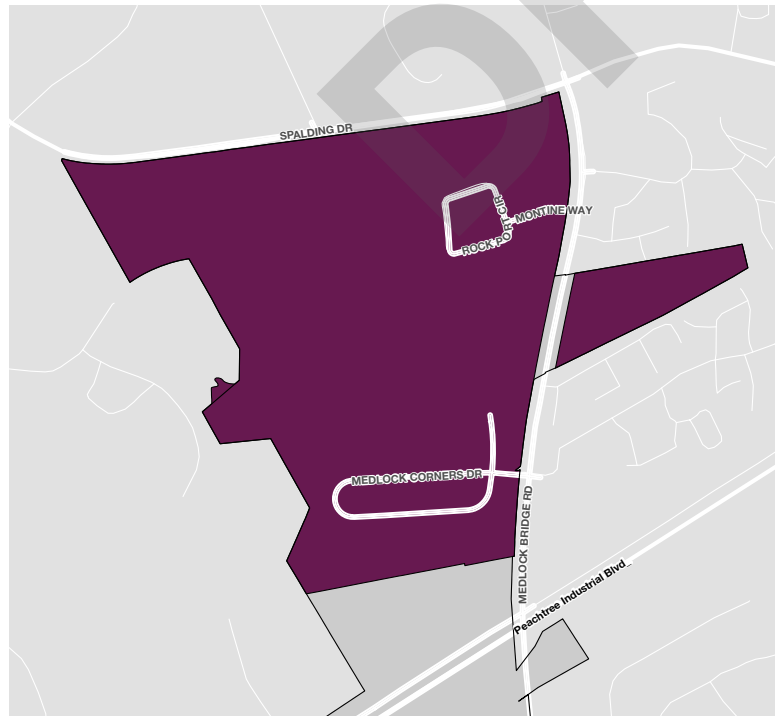
CHARACTER AREA 3 PINCKNEYVILLE



Vision

Norcross High School is the hub of this small 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 serves as the area's landmark and focus
- Residential uses predominate in proximity to the school
- A pedestrian and bicycle network physically connects area uses, supporting a multi-modal hub
- 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
- Potential for existing residential to redevelop



Appropriate Scale of development and land use policies

- Ensure compatibility between non-residential development/redevelopment and adjoining neighborhoods through the use of buffers and transitional land uses
- Low to medium density residential preferred supported by small scale office and neighborhood oriented commercial
- Building height should be no more than 35 feet
- Consider first floor minimum heights in M1 to accommodate future industrial uses

Implementation Measures

- Coordinate with Peachtree Corners to ensure complete street development in area and compatible development and service provision
- Promote safe routes to schools policies in coordination with Gwinnett County Public Schools



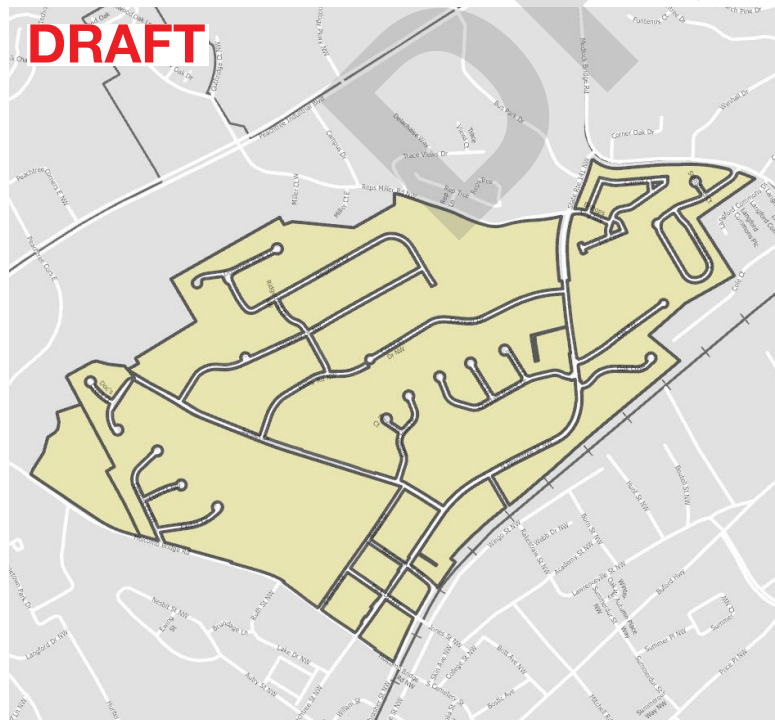
CHARACTER AREA 4 NORTH PEACHTREE STREET NEIGHBORHOODS



Vision

With a large concentration of historic homes and resources, 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, such as a path connecting the new STEM high school to nearby neighborhoods



Appropriate Scale of development and land use policies

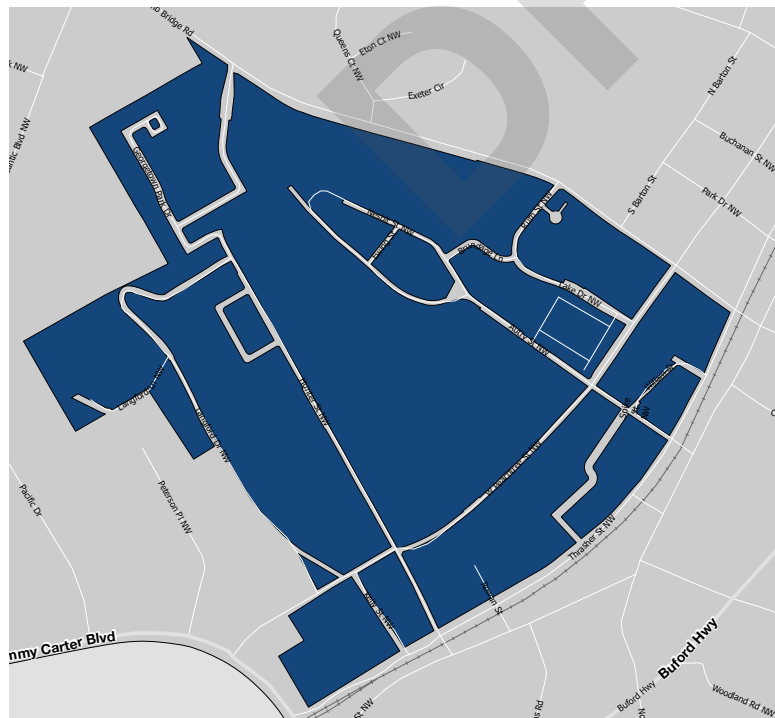
- Building height should be no more the 35 feet
- Maintain historic character
- Bed and Breakfast establishments are allowed in the Historic District
- Redevelopment and infill housing shall be Single Family Residential Detached with common access
- New multifamily housing is not allowed
- **Accessory Dwelling Units (ADUs) should be permitted to promote flexibility for property owners and diverse housing options that are consistent with the character of established residential neighborhoods**

Implementation Measures

- Maintain the integrity of existing historic housing stock
- **Protect and preserve the character of existing single-family neighborhoods**
- Pursue greenway opportunities and sidewalk improvements that connect neighborhoods to downtown and other destinations as outlined in the Parks, Greenspaces, and Trails Master Plan
- Provide information resources for home improvements and maintenance for housing
- Work with Gwinnett DOT to discourage cut-through traffic from using Holcomb Bridge Road



CHARACTER AREA 5 HOPEWELL WOODS



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
- 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
- Medium-density housing types create a transition from lower-density single-family neighborhoods

Appropriate Scale of development and land use policies

- Building height should be no more than 35 feet
- Planned residential neighborhoods offering a variety of housing options are preferred
- Neighborhood scale mixed use allowed with supportive office and neighborhood commercial
- Multifamily housing should only be allowed in the area between West Peachtree Street and the Railroad

Implementation Measures

- Build on the success of the Hunter-Walker Trail by further improving the sidewalk network to enhance bike and pedestrian connectivity between neighborhoods
- Improve bicycle infrastructure to support alternative travel
- Develop landscaping and design standards for infill development and redevelopment
- Consider opportunities for public parks
- Provide appropriate landscaping in areas adjacent to historic downtown core



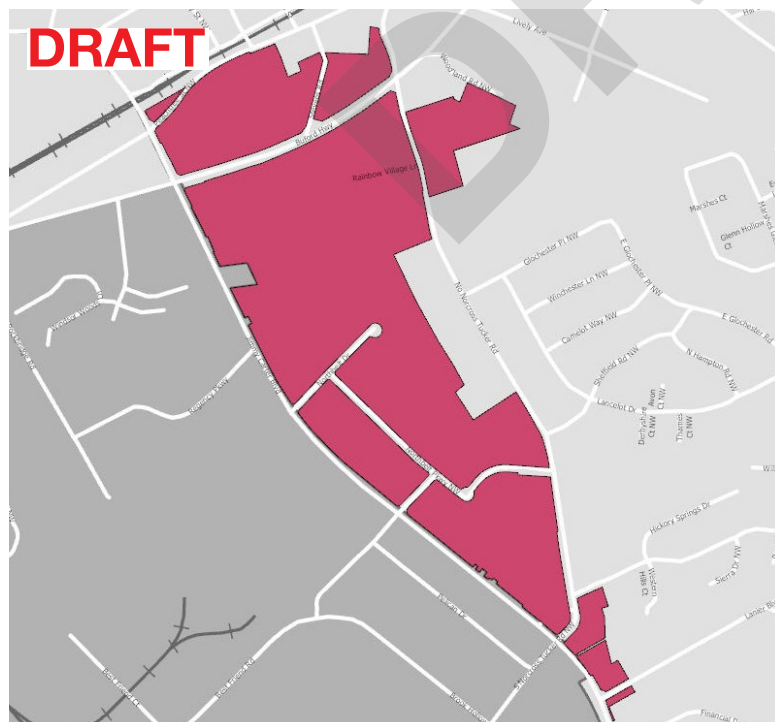
CHARACTER AREA 6 BUHI/CARTER ACTIVITY CENTER



Vision

A medium to high 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

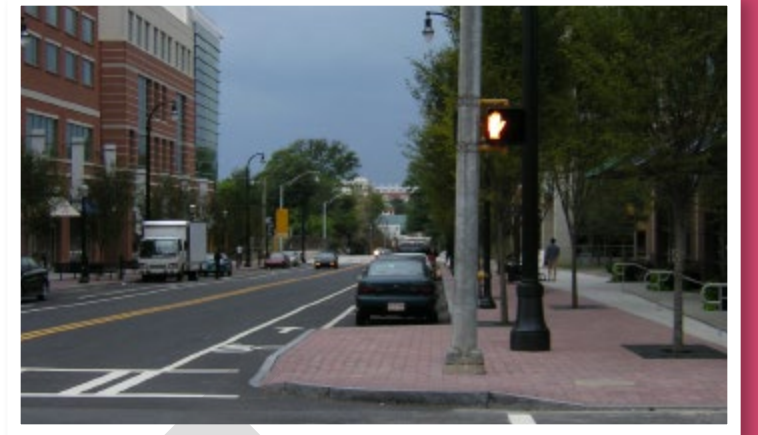


Appropriate Scale of development and land use policies

- Building height should be no more than 72 feet along Buford Highway and step down to 35 feet to the south along Jimmy Carter Blvd. Appropriate transitions toward the single-family character of Character Area 11 should be maintained along N Norcross Tucker Rd
- Preferred mixed use developments
- Consider first floor minimum heights in M1 to accommodate future industrial uses
- Industrial and heavy commercial uses should be screened appropriately from adjacent single-family uses.

Implementation Measures

- Work with the Gateway85 CID to implement the Jimmy Carter Blvd LCI Study
- 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 Gateway85 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



CHARACTER AREA 7A HISTORIC DOWNTOWN NORCROSS



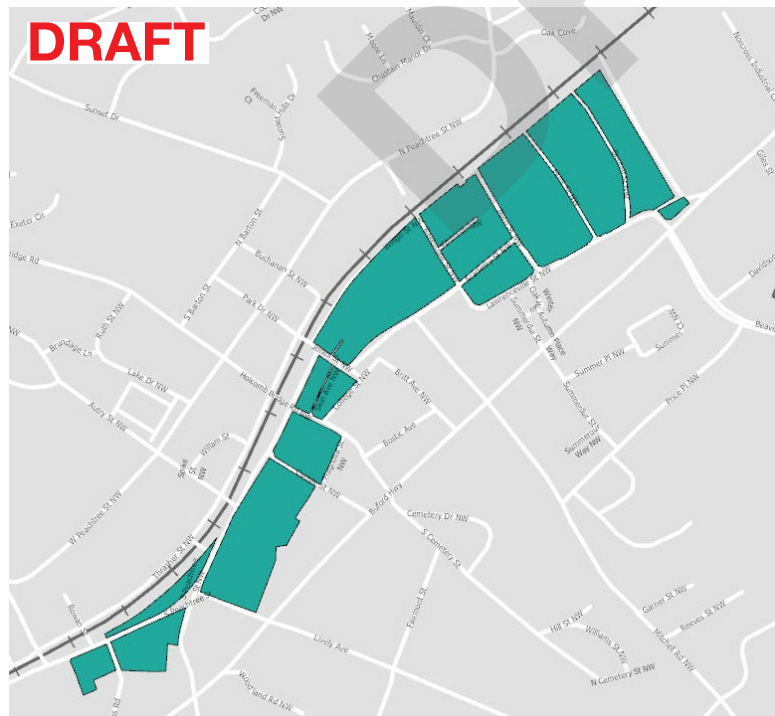
Vision

The civic heart of the community, **Historic Downtown Norcross** offers a wide variety of entertainment, dining, recreational and shopping options. Through redevelopment and public investment, the **Historic Downtown Norcross** character is a destination for the Greater Norcross community:

- **Historically compatible** buildings create an economically and environmentally sustainable place to live, work, and visit
- **People from across the city and region** visit **Historic Downtown Norcross** for retail, dining, and other entertainment options that serve all ages.
- **Redevelopment and new development** maintain the historic, small-town character of the area
- From Town Center LCI: “a compelling destination” that “embraces its history while providing a forward-thinking, socially engaging, inclusive, economically and environmentally sustainable place to live, work and visit.”

Appropriate Scale of development and land use policies

- Maintain historic character of the downtown with building height limited to 24 feet
- Commercial uses are encouraged to be locally-owned restaurants, boutiques, and



entertainment-oriented uses; regional and national chains are discouraged

- **Planned residential communities** are encouraged to be medium density residential and compatible with the scale and character of **Historic Downtown Norcross**, offering a variety of housing options
- **All uses should emphasize pedestrian and bicycle access**; no new auto-oriented or drive-through commercial uses should be permitted

Implementation Measures

- Continue to program downtown events to support families, children, working professionals, and seniors
- Attract additional commercial uses to the Downtown district
- Identify opportunities to improve public spaces and amenities in alignment with the vision for the area
- Review the Norcross Architectural and Site Design Standards to ensure requirements align with the historic character of the area
- Enhance accessibility and safety for all transportation users, including pedestrians, cyclists, and vehicles, in **Downtown Historic Norcross** including the Skin Alley Extension.
- Implement recommendations from the 2025 **Downtown Norcross Parking Study**



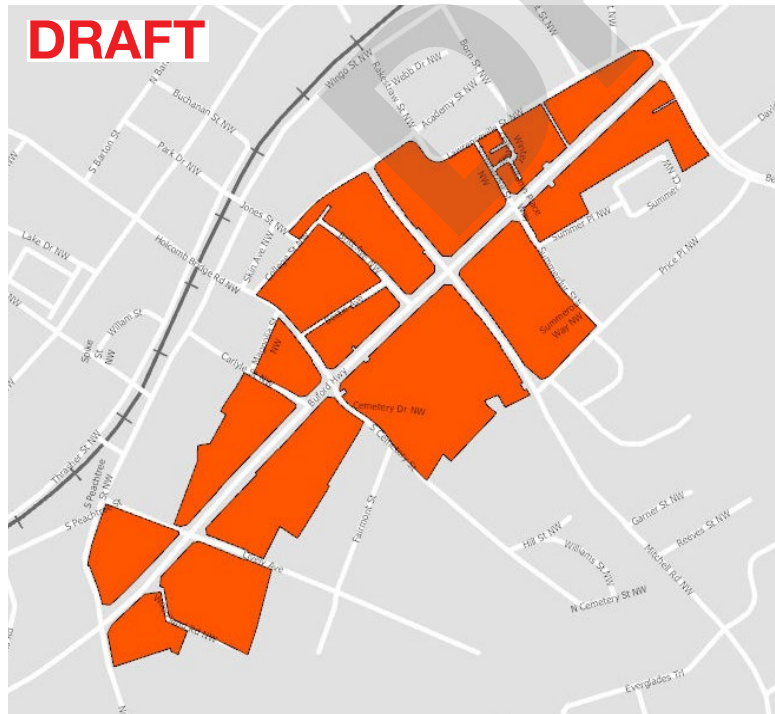
Image: Woodstock, Georgia



CHARACTER AREA 7B BUHI DISTRICT



Image: Milton, Georgia



Vision

The BuHi District is a vibrant, walkable, mixed-use corridor that serves as both a gateway to Norcross and a transition from higher intensity development along Buford Highway down to lower intensity to match the scale and character of the City's historic downtown (Character Area 7A). The District offers a diverse mix of neighborhood-serving commercial, public amenities, and higher-intensity residential in direct proximity to Historic Downtown Norcross. The BuHi District provides safe and accessible transportation connections for pedestrians, bicyclists, and transit users, while continuing to accommodate a high volume of vehicular traffic.

- Development intensity is highest along Buford Highway, transitioning down to lower intensity development near Historic Downtown Norcross
- From Town Center LCI: “a compelling destination” that “embraces its history while providing a forward-thinking, socially engaging, inclusive, economically and environmentally sustainable place to live, work and visit.”
- The area is a local and regional destination, featuring thriving, walkable, community-serving businesses supported by residential development

Appropriate Scale of development and land use policies

- Mixed-use and commercial developments are encouraged to incorporate diverse, community-serving retail like local restaurants, grocery stores, entertainment-oriented uses, and other local businesses

- Development and redevelopment of commercial areas should transform existing auto-oriented commercial uses into more walkable, integrated development
- Building height should be limited to 72 feet along Buford Highway
- Planned residential communities offering a variety of housing options, including higher intensity residential, are appropriate for parcels fronting Buford Highway and those adjacent to these parcels
- No new auto-oriented commercial or drive-through uses

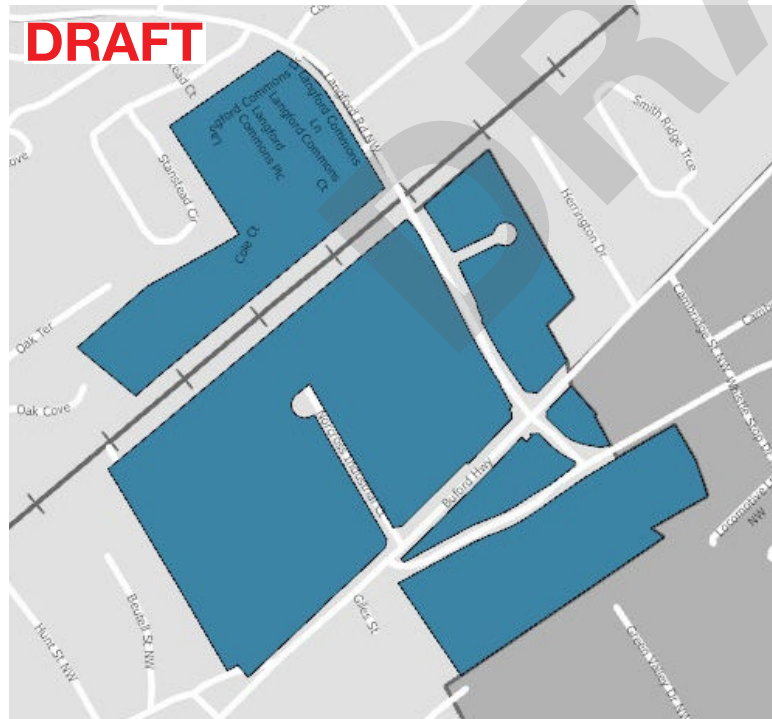
Implementation Measures

- Create better pedestrian connections across Buford Highway
- Implement recommendations from the 2025 Downtown Norcross Parking Study
- Implement safe pedestrian and bicycle connections across Buford Highway and to nearby schools and residential neighborhoods
- Maintain a balance of commercial and residential uses
- As redevelopment occurs, look for ways to retain legacy businesses that are compatible with the vision for the BuHi District.
- Recruit desired commercial businesses to occupy mixed-use new and existing mixed-use buildings
- Pursue targeted redevelopment sites identified in the Buford Highway Master Plan
- Encourage sustainable development measures present in the Buford Highway Master Plan



Image: Woodstock, Georgia

CHARACTER AREA 8 LANGFORD ROAD INDUSTRIAL CENTER



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 small and new businesses
- Aesthetically pleasing area with standards to maintain compatibility
- Provide walkability bicycle infrastructure along Buford Highway
- Corridor improvements 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*

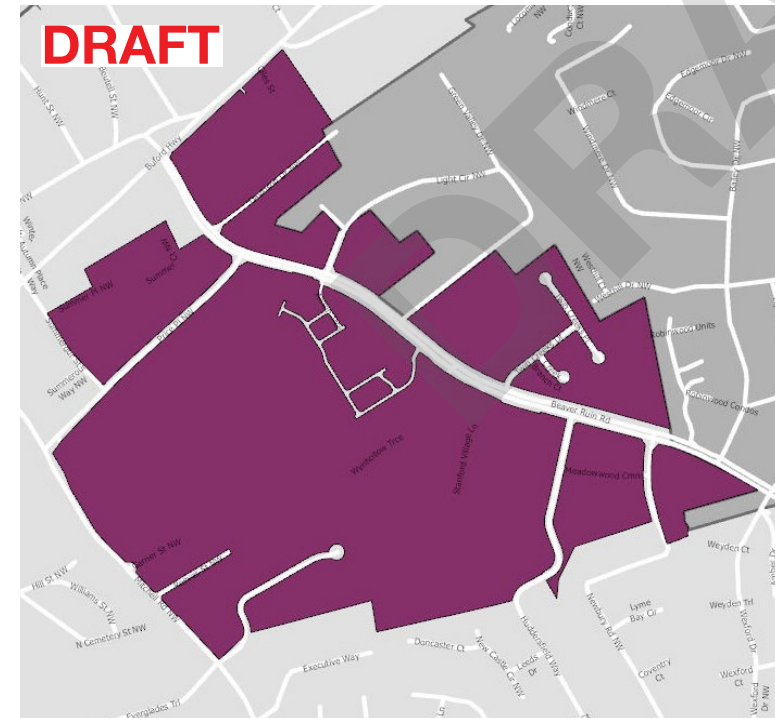
Appropriate Scale of development and land use policies

- Building Height should be limited to 35 feet
- Consider first floor minimum heights in M1 to accommodate future industrial uses
- Preferred location for general commercial and light industrial uses
- Industrial and heavy commercial uses should not be visible from Buford Highway, and screened appropriately
- Encourage the location of incubators and adaptive reuse of buildings

Implementation Measures

- *Create inter-parcel connectivity between Norcross Industrial Court and Lawrenceville Street with redevelopment*
- *Pursue proposed multi-use trail, linking and formalizing the connection between Lawrenceville Street and neighboring Lawrenceville Street to the southwest.*
- Maintain and improve a safe and efficient transportation system for freight movement related to industrial uses
- Offer safe pedestrian and cycling opportunities

CHARACTER AREA 9 SUMMEROUR



Vision

An activity hub and gateway to the city serving the common needs of Norcross residents with 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 small scale retail to support the surrounding neighborhood
- A traffic access management strategy and new transit opportunities have increased mobility and safety in the area
- Upgraded and new pedestrian connections to Buford Highway and along Beaver Ruin Road have improved safety

Appropriate Scale of development and land use policies

- Building height should be limited to 72 feet along Buford Highway and should 'step down' to a maximum height of 35' for the rest of the character area.
- A variety of residential housing options are allowed, as part of a planned residential development
- Small scale office and neighborhood oriented commercial uses are allowed

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

CHARACTER AREA 10 SOUTH CEMETERY STREET



Vision

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

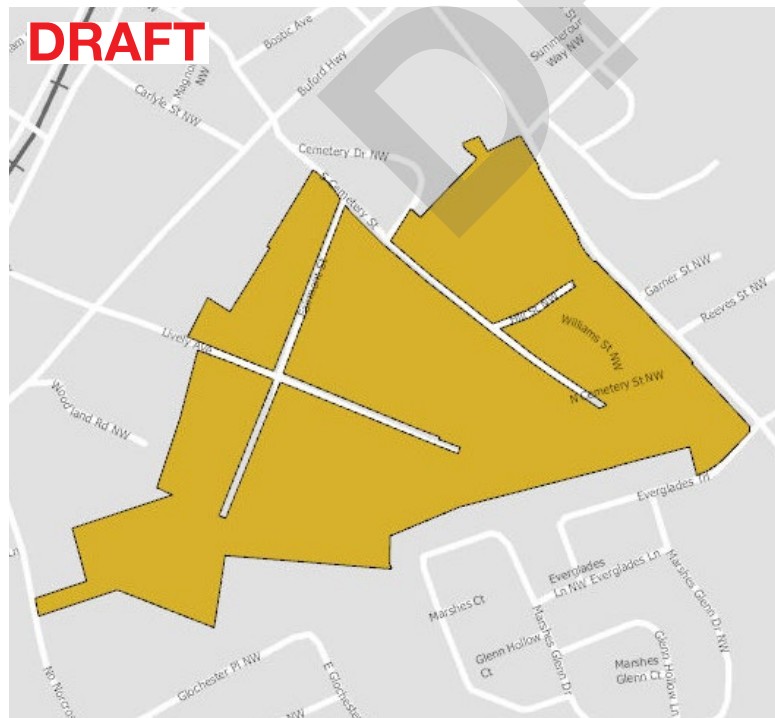
- A concentration of light industrial and heavier commercial
- Redevelopment has spurred access and freight traffic movement improvements in the area

Appropriate Scale of development and land use policies

- Industrial and heavy commercial uses should not be visible from Buford Highway, and screened appropriately
- Auto related commercial, heavy commercial uses, and light industrial uses are allowed
- Consider first floor minimum heights in M1 to accommodate future industrial uses

Implementation Measures

- Industrial and heavy commercial uses should not be visible from Buford Highway, and screened appropriately
- Improve and maintain local streets to accommodate truck traffic where appropriate
- Implement the Beaver Run Creek Greenway Concept



This Page Intentionally

CHARACTER AREA 11 SOUTH NORCROSS NEIGHBORHOODS



Vision

- Master planned, well-constructed, design-conscious medium 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 housing for workforce and young families
- A culturally diverse area
- Streetscapes and general reinvestment has enhanced the aesthetic quality of the area, with a dense network of sidewalks
- New “All-American” multi-use trail through the area have enhanced connectivity and recreation options for area residents that acknowledges the location of historic Fort Gordon

Appropriate Scale of development and land use policies

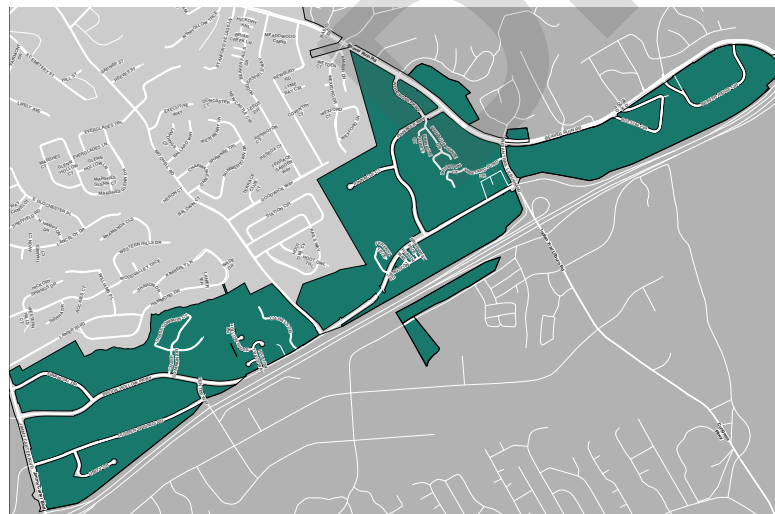
- Building Height should be limited to 35 feet
- A variety of residential housing options are allowed, as part of a planned residential development

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
- Continue to pursue code enforcement to ensure consistency with development and zoning codes and Norcross’ character
- Implement the Beaver Ruin Creek Greenway Concept
- Undertake senior housing initiative to support the construction of housing options appropriate for seniors and the mobility impaired



CHARACTER AREA 12 I-85 ACTIVITY CENTER



Vision

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

- The area is characterized by master planned developments of mid-rise buildings
- A mixed-use hub consisting of offices, restaurants, and housing options at higher densities that would be supported by future higher capacity transit services.
- Well-designed 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
- Implement safe pedestrian and bicycle connections across major transportation corridors such as Beaver Run Road, Indian Trail-Lilburn Road, Jimmy Carter Boulevard, and Brook Hollow Parkway
- Preserve major industrial and commercial properties to promote employment and business activity
- The area has a strong trail network connecting to new development, nearby destinations, other existing and future trails, and current or future transit systems

Appropriate Scale of development and land use policies

- Building heights should be limited to 72 feet and respectful of abutting residential
- Consider first floor minimum heights in M1 to accommodate future industrial uses
- Highway and transit oriented commercial are preferred
- Industrial uses are allowed; light industrial uses are preferred

Implementation Measures

- 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 Parkway
- Support regional initiatives that would incorporate regional transportation improvements (e.g. bus rapid transit) to the western side of the Jimmy Carter Boulevard interchange
- Support transit-oriented development
- Support bicycle and pedestrian connectivity throughout the area and connect to existing and planned transit and trail destinations
- Maintain a strong partnership with the Gateway85 CID to further redevelopment of area
- Coordinate development with the Indian Trail-Lilburn Road LCI plan across I-85



LAND USES BY CHARACTER AREA

The following chart indicates the land uses within each character area. Refer to the preceding Character Area descriptions for additional guidance on the specified land uses.

GENERALIZED USES	1 - Atlantic-PIB (p. 16)	2 - Medlock-PIB (p. 18)	3 - Pinckneyville (p. 20)	4 - N Peachtree St Nbhds (p.22)	5 - Hopewell Woods (p.24)	6 - Buford Hwy/JCB (p.26)	7A - Historic Downtown Norcross (p.28)	7B - BuHi District (p.30)	8 - Langford Rd Ind. Ctr. (p.30)	9 - Summerour (p. 31)	10 - S Cemetery St. (p.32)	11 - S Norcross Nbhds (p. 34)	12 - I-85 Activity Ctr. (p.36)
Low Density Residential			■	■	■		■	■		■		■	
Medium Density Residential		■	■		■	■	■	■	■	■		■	
High Density Residential	■					■	■	■		■		■	■
Planned residential community (mixed housing types allowed)	■		■		■		■	■		■		■	■
Skilled Nursing Facilities (no rehab)	■	■	■	■	■	■	■	■	■	■	■	■	■
Neighborhood level commercial, studio or office (<5,000 sf)	■	■	■		■		■	■	■	■		■	
Community level commercial or office (< 50,000 sf)	■	■				■	■	■					■
Regional level commercial or office (>50,000 sf)	■	■					■	■					■
Heavy commercial (auto related, outdoor storage)	■								■		■		■
Entertainment related commercial	■	■				■	■						■
Mixed-use	■	■	■		■	■	■	■		■			■
Light industrial and warehousing	■	■				■		■			■		■
Heavy industrial													■
Places of assembly	■	■	■	■	■	■	■	■	■	■	■	■	■
Transportation, Communication, Utilities	■	■	■	■	■	■	■	■	■	■	■	■	■
Parks and Recreation	■	■	■	■	■	■	■	■	■	■	■	■	■

Land Use Definitions

Low Density Residential - land used for single family housing and customary accessory structures on individual parcels up to and including 4 dwelling units per acre.

Medium Density Residential - land occupied by residential uses and customary accessory uses at a density up to and including 12 dwelling units per acre.

High Density Residential - land occupied by residential uses and customary accessory uses at a density over 12 units per acre.

Planned residential community (mixed housing types allowed) – a residential development whose essential features are a definable boundary, and a consistent, but not necessarily uniform character. Such developments may include a variety of housing types and typically share common recreational amenities, and private covenants, conditions, and restrictions enforced by a homeowners’ association.

Skilled Nursing Facilities (excluding rehabilitation services) – a facility consisting of three or more rooms, the occupancy of which is limited to persons that need assistance with daily activities. The facility may include medical facilities or care.

Neighborhood level commercial, studio or office (<5,000 sf) - Neighborhood focal points with a concentration of small commercial, civic, and public activities. Uses within Neighborhood level commercial, studio, or office are intended to be local-serving.

Community level commercial or office (< 50,000 sf) - Business oriented developments containing a mix of commercial, professional, civic, or public uses designed to accommodate commercial uses serving several adjacent neighborhoods. Individual structures are less than 50,000 sf

Regional level commercial or office (>50,000 sf) - Business oriented development containing a mix of mid to high rise commercial, professional, civic and public uses accommodating the needs of the community and surrounding region.

Heavy commercial (auto related, outdoor storage) - Auto and truck repair shops, auto sales, and other auto related uses that include outdoor storage.

Entertainment related commercial - Downtown restaurants, brewpubs, small specialty commercial, professional office, civic and public uses. Central gathering places for the community.

Mixed-use - A mixed-use, live/work/play district that provides a venue for gatherings, events, civic activities, and residential uses. Uses may be mixed vertically or horizontally.

Light industrial and warehousing - Clean, light industrial uses that have minimal impact on nearby residential use are encouraged, as well as transportation/ warehousing/ distribution uses carefully planned to avoid freight traffic impacts on residential areas.

Heavy industrial - Traditional manufacturing, junkyards, intense industrial uses that may generate adverse effects not compatible with residential areas.

Places of assembly - meeting places at which the public or membership groups are assembled regularly, including but not limited to schools, places of worship, theaters, auditoriums, funeral homes, and stadiums.

Transportation, Communication, Utilities - Power Stations, Airports, Public Utility Facilities, communication towers (if located on their own parcel)

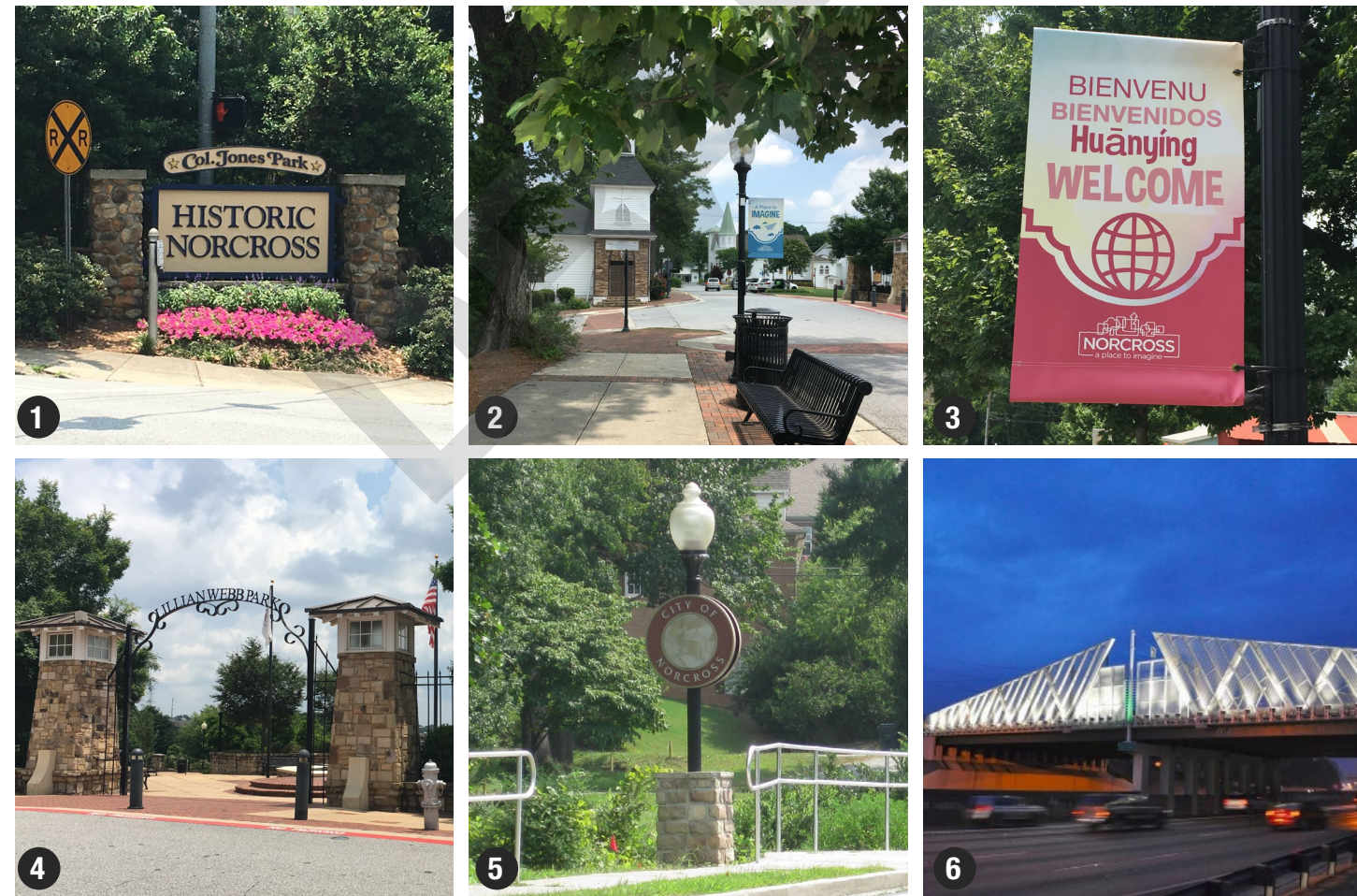
Parks and Recreation - Public parks, and private recreation areas held in common ownership, as well as conservations areas legally protected from future land disturbance.

GATEWAYS

The Gateway Corridors and Structures Map 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 used 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

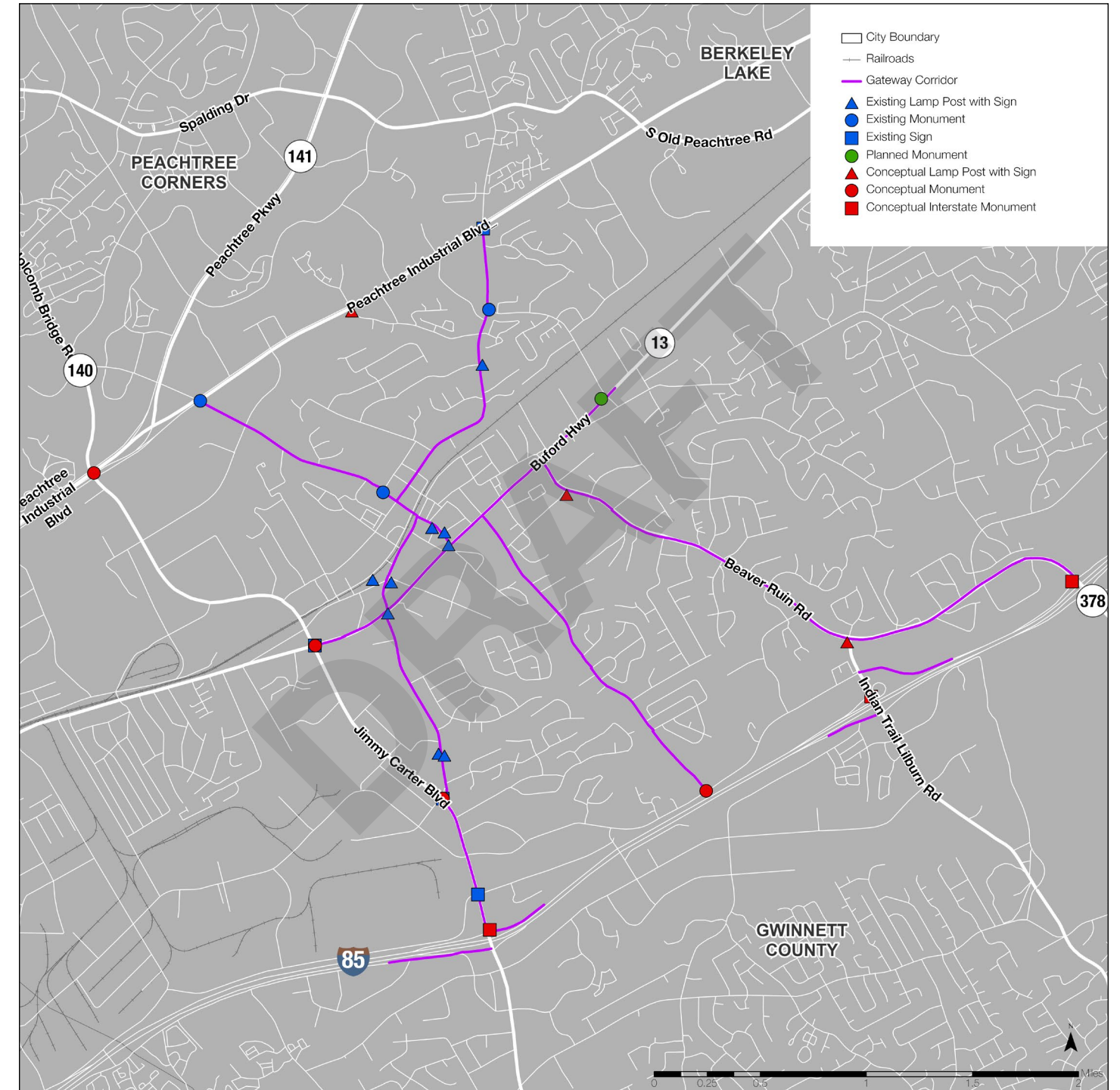
the map should be something of that scale to attract the attention those that travel along highway. The Gateway Corridors will be the targets of streetscape improvements, corridor banners and possible design standards to help create a uniformed image as residents and visitors approach the town center.

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.



Some of the gateway elements are already in place in and around the city help create a sense of arrival at a unique destination. These set the tone for future improvements and include: 1) stone monument signs, 2) signature streetscapes, 3) branded flag pole signs, 4) architectural gateways, 5) lamp posts with signs, and 6) the iconic Jimmy Carter Boulevard bridge over I-85.

Figure 2.2. Future Development Map



LONG RANGE ROAD CLASSIFICATION

Roadway classification provides a mechanism for the City to apply design standards and policies consistent with the functionality of each type of roadway. Roadway classification, also called functional classification, generally distinguishes roadways based on two key factors of access and mobility. Arterial roadways provide greater mobility and tend to allow higher speeds over greater distances. On the other end of the spectrum, local roads provide greater access to adjacent destinations with more driveways and connecting streets, typically accompanied by lower speeds. Private streets are usually associated with residential subdivisions. They are subject to the same regulations and standards as their public counterparts

The City's Long Range Road Classification Map, Figure 2.3, is a modified version of the County's Long Range Road Classification Map. Changes include:

- Re-designation of S. Peachtree Street, N. Peachtree Street, and Lawrenceville Street from minor arterials, as shown in the County's plan, to major collectors. This better reflects the narrow right-of-way of those streets and the community's desire to preserve their historic, neighborhood character.
- Addition of a "bike-friendly route" designation. These includes roads where on-road bike lanes or multi-use trails have been planned on or adjacent to the roadway. As public and private infrastructure improvements are made along these routes, they should include the planned bicycle facilities.

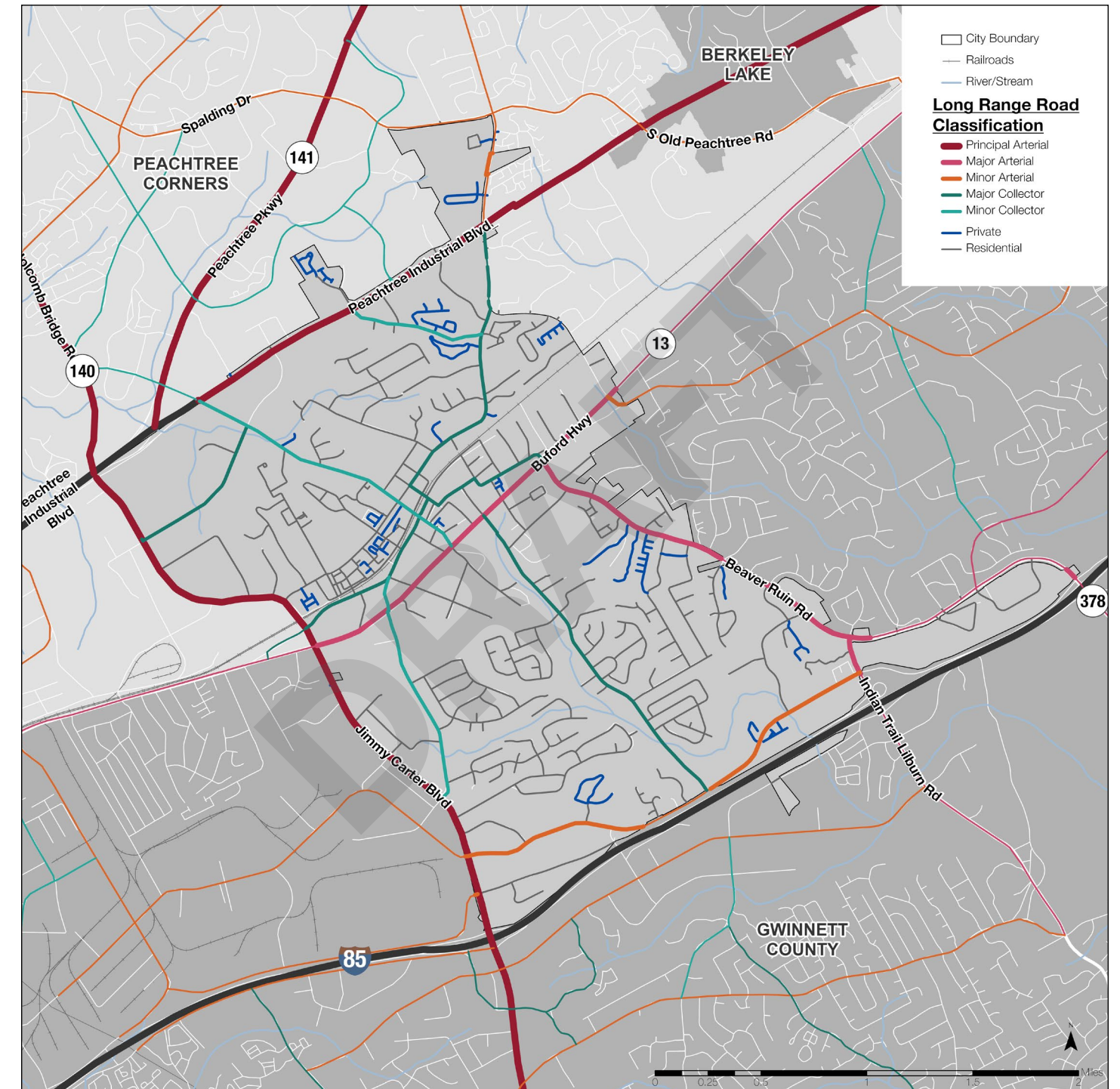
Table 2.2 shows the appropriate right-of-way and roadway features for each of the long range road classifications, in line with the City of Norcross standards.

Table 2.2 Minimum Right-of-Way and Roadway Widths for New Streets and Project Access Improvements

Street Category	Minimum Right-Of-Way	Minimum Roadway
Principal Arterial	120' to 150'	6 through lanes with median
Major Arterial	100' to 120'	67'
		4 to 6 through lanes with median
Minor Arterial	80' to 100'	52' to 66'
		4 through lanes with median
Major Collector	80'	52'
Minor Collector	60' to 80'	28'
Local Street Non-residential	60' 3	32'
	60' radius Cul-De-Sac	50' radius
Local Street Residential - Urban	50'	27'
	50' radius Cul-de-sac	40' radius
Private Street Residential - Urban	50'	27'
	50' radius Cul-de-sac	40' radius

Source: Table 900.1 City of Norcross UDO

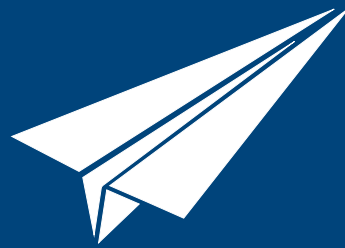
Figure 2.3. Gateway Corridors and Structures Map





2

VISION



2

VISION

INTRODUCTION

The City of Norcross, Georgia is a diverse, engaged, and thriving 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 community, and an increasingly diverse population that feels included and welcome. 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 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.

This chapter illustrates the community's hope for Norcross' future through three elements:

- 1. Vision Statement**
- 2. Goals**
- 3. Policies**
 - Citywide Policies
 - Character Area Narratives



VISION STATEMENT

This plan is inspired by the City’s vision statement, which was co-created by community members to set an aspirational, inspirational idea of what Norcross is working to become. This big idea is brought down to earth by associated goals, policies, and action items to address the priority needs and opportunities and bring the vision to life.

1

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

2

GOALS

Building on the vision, there are six overarching goals that will help shape the City’s direction. These goals are based on both analysis of existing conditions and trends, as well as the priorities voiced by the community, captured in a series of stakeholder interviews, Steering Committee meetings, and workshops.

3

POLICIES

The City’s policies provide direction for its general operating procedures. They describe how elected officials and staff should make ongoing decisions and prioritize resources in line with the community’s vision. They not only inform the types of projects the City needs to plan for now, but they also help decision-makers know how to proceed as new issues and opportunities arise that were not in play at the time this plan was written. The numbered policies on the following pages apply to the entire city. Character area narratives provide detailed guidance for each sub-area within Norcross.

PRIORITY NEEDS AND OPPORTUNITIES (CHAPTER 3)

4

ACTIONS

Near-term actions that can be taken to make progress on the City’s goals have been organized into a Community Work Program in Chapter 4. They apply the guidance of the policies through the lens of specific, priority needs and opportunities that should be addressed over the next five years.

GOAL 1

Goal 1: Continue to define Norcross' unique sense of place, where nature-based and cultural assets are conserved and enhanced.

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 give 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.

Policy 1-1: Protect the valued community character and aesthetics of existing neighborhoods by discouraging drive-through services, excessive signage, and inadequate screening near residential areas.

Policy 1-2: Redevelop and enhance existing commercial and industrial areas.

Policy 1-3: Support opportunities for infill development that reflects the neighborhood character.

Policy 1-4: Encourage mixed-use development and pedestrian-oriented design standards.

Policy 1-5: Encourage greenspace in all new development.

Policy 1-6: Regularly review the UDO in the light of new court rulings, best practices, and issues that may have arisen for possible amendment.

Policy 1-7: Support and promote the city's diversity through special events.

Policy 1-8: Protect natural resources, mature tree canopy, environmentally sensitive areas, and valuable historic, archaeological or cultural resources from human encroachment through land development regulations and/or incentives.

Policy 1-9: Add value to our community through landscaping, lighting, signage, underground utilities, and building design.

Policy 1-10: Pursue strategic land acquisition in support of the Parks, Greenspace and Trails Master Plan implementation.

Policy 1-11: Use gateway monuments, signage, and corridor improvements to reinforce the sense of place.

Policy 1-12: Reduce the adverse visual impact of the automobile and auto-related services.

Policy 1-13: Preserve and complement the traditional historic, architectural and landscape character of the Downtown core and surrounding neighborhoods, while guiding reasonable growth.

Policy 1-14: Regularly review code enforcement procedures and training to maintain and improve the community's appearance and overall quality of life.

Policy 1-15: Continue and expand a progressive code enforcement program in residential neighborhoods.

Policy 1-16: Expand and support the volunteer community and city partnership to organize volunteer assistance days for low-income residents facing code violations.

GOAL 2

Continue to Strengthen Norcross as a Livable, Inclusive, 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.

Policy 2-1: Encourage transit-oriented development, or compact mixed-use areas, near transit routes.

Policy 2-2: Support existing neighborhoods through regular public investment in recreational amenities and maintenance programs.

Policy 2-3: Promote walkable, bicycle friendly, safe neighborhoods.

Policy 2-4: Encourage walkability, interaction among businesses, clear visibility of entryways and centralized open space.

Policy 2-5: Provide pleasant, accessible public gathering places.

Policy 2-6: Encourage new parks and community facilities to be located as focal points in neighborhoods.

Policy 2-7: Support the increased availability of affordable, local, healthy food.

Policy 2-8: Integrate educational opportunities into parks and recreational services, public libraries, museums, and other cultural amenities.

Policy 2-9: Ensure adequate supplies of quality water through protection of ground and surface water sources.

Policy 2-10: Encourage and incentivize the construction of publicly accessible plazas and greenspace through redevelopment.

GOAL 3

Increase Opportunities for Travel via Different Modes within and Outside the 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.

Policy 3-1: Promote safe and efficient transportation for pedestrians, cyclists, transit riders, and drivers.

Policy 3-2: Support the expansion of regional transit access in Norcross.

Policy 3-3: Coordinate transportation improvements with existing and planned development.

Policy 3-4: Enhance the existing roadway network to improve safety and limit congestion.

Policy 3-5: Encourage parking to be located behind and to the side of buildings.

Policy 3-6: Improve pedestrian and bicycle access to existing facilities.

Policy 3-7: Create pedestrian-friendly streetscapes through public investment, zoning regulations and design guidelines.

Policy 3-8: Balance the needs of freight traffic with minimizing impacts to the community.

Policy 3-9: Support the Gateway85 CID's investment in local transportation improvements.

Policy 3-10: Work with Gwinnett County and Georgia DOT regarding congestion on major corridors.

Policy 3-11: Apply smart city technologies in a practical and fiscally responsible manner, such as the adoption of smart parking in the downtown area, as new technologies and best practices emerge.

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.

Policy 4-1: Support programs for retention, expansion and creation of businesses that enhance our economic well-being, particularly those in target industries.

Policy 4-2: Find opportunities to connect firms (especially those in target industries) to Norcross high schools.

Policy 4-3: Partner with local schools and community organizations to support students and their parents so they can fully engage in the Norcross economy.

Policy 4-4: Encourage the development of downtown as a vibrant center for culture, government, dining, residential, and retail diversity.

Policy 4-5: Provide ongoing support for Business Retention, Recruitment and Expansion.

Policy 4-6: Target reinvestment in declining, existing neighborhoods to further encourage private sector redevelopment and accommodate future growth.

Policy 4-7: Accommodate new development while enhancing existing local assets.

Policy 4-8: Prepare Norcross residents to be work-ready employees.

Policy 4-9: Support local entrepreneurs in building future-ready businesses.

Policy 4-10: Invest in parks and open space to encourage private reinvestment.

Policy 4-11: Maintain and support citywide access to broadband services.

GOAL 5

Ensure that Norcross Residents have a Variety of Attainable, Quality Housing Options

Policy 5-1: Accommodate the housing needs of a diverse population by supporting the development of a variety of residential types and densities based on land use patterns.

Policy 5-2: Support the construction of workforce housing to help ensure that all those who work in the community have a viable option to live in the community without spending more than a third of their net income on housing costs.

Policy 5-3: Protect residential areas through continued, targeted code enforcement.

Policy 5-4: Encourage residential development downtown to activate and diversify the area.

Policy 5-5: Collaborate with other jurisdictions to address affordable housing and regional location efficiency needs.

Policy 5-6: Assist residents in keeping their existing homes safe and free from hazards.

Policy 5-7: Support the development of equitable housing that is safe, and free from health hazards through the application of National Healthy Housing standards.

Policy 5-8: Enable and encourage mixed income affordable housing concurrent with new, high-standard design development.

Policy 5-9: Ensure that new multi-family developments are in keeping with the desired vision for the City through a transparent rezoning and permitting process that provides opportunities for public comment and review.

Policy 5-10: Seek grant opportunities for owner-occupied rehabilitation of homes such as Community Home Investment Program (CHIP) grant for owner-occupied rehabilitation of homes.

GOAL 6

Goal 6: Further the City's tradition of strong representational leadership and a 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 but also promote a well-rounded community.

Policy 6-1: Continue efforts to reach out to the diverse population within Norcross through existing community groups and local businesses

Policy 6-2: Maximize the use of existing facilities and services.

Policy 6-3: Do not over commit to long-term operation and maintenance costs in making capital investments.

Policy 6-4: Coordinate public facilities and services with land use planning to promote efficient public investments.

Policy 6-5: Regularly coordinate with adjacent local governments to ensure residents, property owners, and business owners are receiving top tier public services

Policy 6-6: Support existing schools and encourage new opportunities to expand access to education.

Policy 6-7: Use technology to simplify and expedite city applications and processes for community members.

Policy 6-8: Welcome all members of the community to engage by translating materials in multiple languages.

Policy 6-9: Lead by example with efficient and resilient City-owned buildings.

Policy 6-10: Ensure comprehensive and convenient recycling opportunities are available to residents and businesses.

Policy 6-11: Contribute to Regional Water Management Plan and enforce plan.

Policy 6-12: Coordinate infrastructure planning with the County for sewer and road improvements.

Policy 6-13: Partner with Norcross school cluster to maximize community access to school sports fields.

Policy 6-14: Continue to support community watch and safety programs such as the Business Watch Program, the Child Safety Seat Program, the Copper theft Initiative, the Citizen Police Academy, the Senior Citizen Check in program, and the Vacation Security Request Program.

Policy 6-15: Continue to support local arts and cultural events through the provision of facilities, logistics and marketing efforts.

Policy 6-16: Evaluate the Comprehensive Plan on an annual basis and use it as a tool in prioritizing the budget and annual work program.

UPDATES TO CHARACTER AREAS

The Future Land Use Map and corresponding policy framework are being updated in 2026 to better align with the city's vision. The project team conducted a comprehensive public engagement process, including a survey that received over 500 responses, four pop-up events held at the beginning and end of the planning process, and stakeholder meetings with City Council members, the Downtown Development Authority, and a panel of Norcross developers.

No substantive changes have been recommended to the Visions, Goals, and Policies section of the plan. Recommended changes instead focus on the boundaries and narratives of some of the character areas and minor adjustments to the recommended land uses. A summary of these changes follows.

Character Area Changes

Character Area 1 - Atlanta/Peachtree Industrial Boulevard

- The boundary of this character area has been amended to shift parcels located south of Holcomb Bridge Road from Character Area 2 into this area.
- Proposed changes to the narrative for this character area would lower allowable densities to the areas adjacent to single-family residential neighborhoods in Character Areas 4 and 5.

Character Area 2 - Medlock/Peachtree Industrial Boulevard

- As noted above, parcels to the south of Holcomb Bridge Road have been shifted to Character Area 1.
- Along the north side of Holcomb Bridge Road, the lower density residential and commercial properties to the west of Queens Court have been shifted from this area into Character Area 4.
- Proposed narrative changes would encourage the retrofitting and infill of developed sites in this area rather than complete redevelopment.

Character Area 3 - Pickneyville

- No changes

Character Area 4 - North Peachtree Street Neighborhoods

- As previously noted, some parcels along the north side of Holcomb Bridge Road have been shifted from Character Area 2 into this area.
- The medium-density residential and industrial properties along Langford Drive north of Cole Court have been shifted from this area into Character Area 8.
- Proposed narrative changes encourage the use of Accessory Dwelling Units (ADUs) to promote flexibility for property owners without altering the overall low-density character of this area.

Character Area 5 - Hopewell Woods

- Proposed narrative changes for this area would remove the prohibition on multifamily development to the west of West Peachtree Street but would still limit new residential development to medium density levels (below to 12 units/acre).

Character Area 6 - BuHi/Carter Activity Center

- This area has been expanded to shift properties outside of the historic district along South Peachtree Street from Character Area 7A into this area. As noted below, parcels fronting on Buford Highway to the north of Norcross-Tucker Road have been shifted into Character Area 7B.

Character Area 7 - Town Center

- This area has been split into two subareas to better reflect the distinction between the city's historic downtown core and the redeveloping Buford Highway corridor. For each of these recommended sub-areas, the following adjustments to their boundaries are proposed:

Character Area 7A - Historic Downtown Norcross

- As noted above, this area has been adjusted to better align with the historic district, with several commercial parcels along South Peachtree Street to the south of Norcross-Tucker Road shifted into Character Area 6.
- The narrative emphasizes the importance of maintaining the historic, small-town character of this area and limits residential development to medium density levels (below 12 units per acre).

Character Area 7B - BuHi District

- Parcels fronting on Buford Highway between Norcross-Tucker Road and Beaver Ruin Road have been shifted from Character Areas 6 and 9 into this area.
- The narrative clarifies that this district is intended to promote mixed-use development with higher densities along Buford Highway but lower densities closer to the historic downtown core.
- The narrative also includes text aimed at preserving legacy businesses that are compatible with the city's vision for Buford Highway while transitioning away from auto-oriented uses.

Character Area 8 - Langford Road Industrial Center

- As previously noted, the medium-density residential and industrial properties along Langford Drive north of Cole Court have been shifted from Character Area 4 into this area.
- The narrative removes previous references to loft-style housing and live-work opportunities, as this area's industrial character is not compatible with residential uses.

Character Area 9 - Summerour

- As previously noted, parcels fronting on Buford Highway south of Beaver Ruin Road have been shifted into Character Area 7B from this area.

Character Area 10 - South Cemetery Street

- No changes

Character Area 11 - South Norcross Neighborhoods

- No changes

Character Area 12 - I-85 Activity Center

- The previous narrative referenced proposals for high-capacity transit that had been planned by Gwinnett County and the proposed annexation and redevelopment of the OFS campus. Since these proposals are no longer active, the narrative for this area has been adjusted accordingly.

Changes to Recommended Land Uses and Definitions

The draft plan update recommends the following adjustments to the Land Uses by Character Area table and related definitions:

- The definition of Mixed-Use is proposed to be amended to allow this category to include adjacent uses on the same parcel and not just vertically-stacked mixed-use developments.
- The category of Skilled Nursing Facilities has been removed from the table, as it was deemed to be a too specific of a land use category to be considered as part of the Comprehensive Plan.
- In Character Area 1, Heavy Commercial uses are recommended to be allowed in the areas along Pacific Boulevard and Peterson Place that are currently zoned exclusively for industrial and commercial uses.
- Two changes are recommended for Character Area 7B to reflect its separation from Character Area 7A:
 - Regional-level commercial or office uses of 50,000 sq. ft. or more would be permitted, as they are compatible with the higher-intensity vision for Buford Highway.
 - Similarly, High-Density Residential uses in excess of 12 units per acre would be permitted throughout this character area.

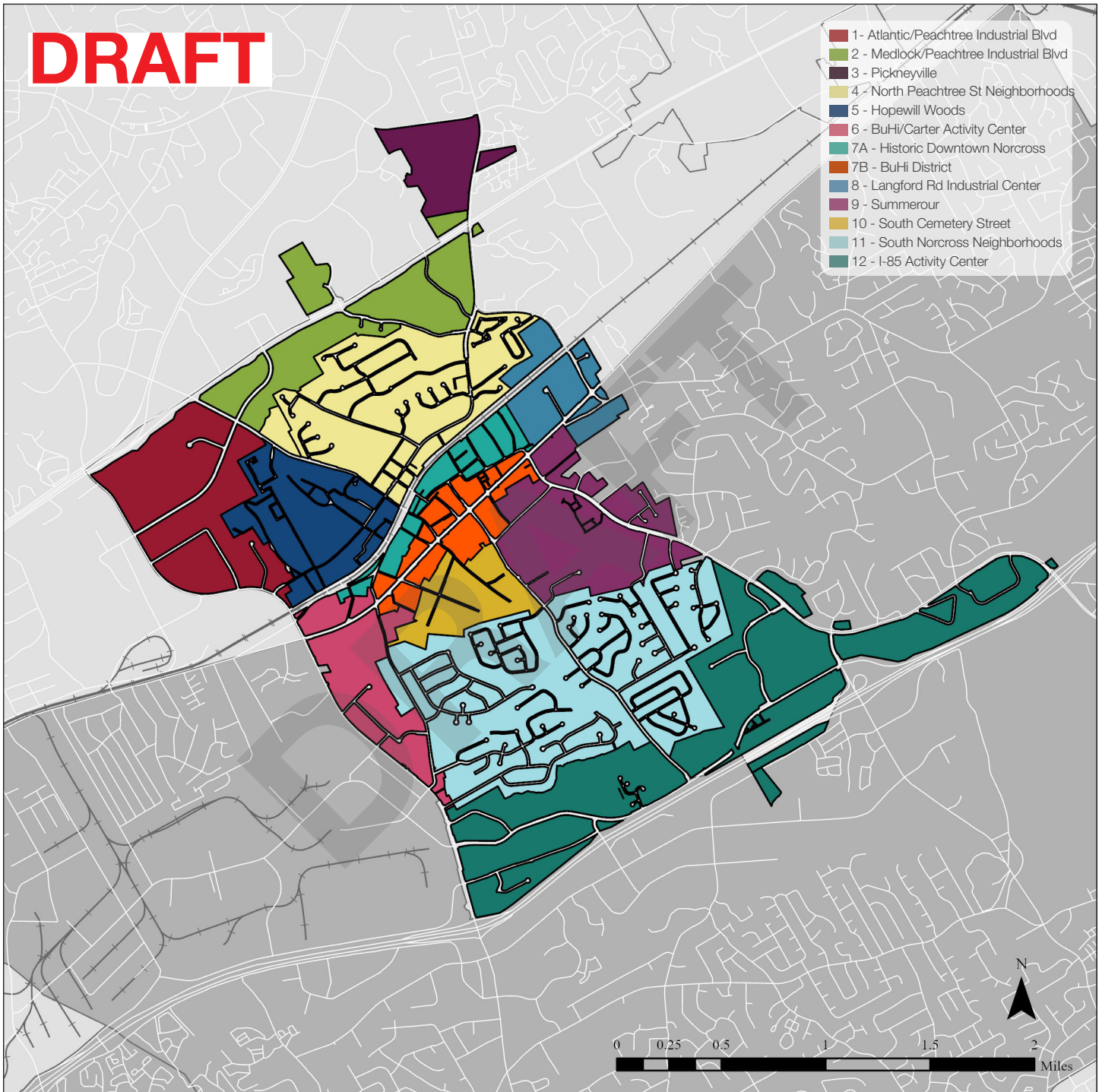


CHARACTER AREAS

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 Future Development Map divides the City of Norcross among twelve unique character areas as shown in Figure 2.1.

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.

Figure 2.1. Future Development Map



Note

Future annexations will maintain the same character area policies and designations as those adopted by Gwinnett County for a period of at least one year following the effective date of the annexation. After which point, City Council may consider changes.

CHARACTER AREA 1

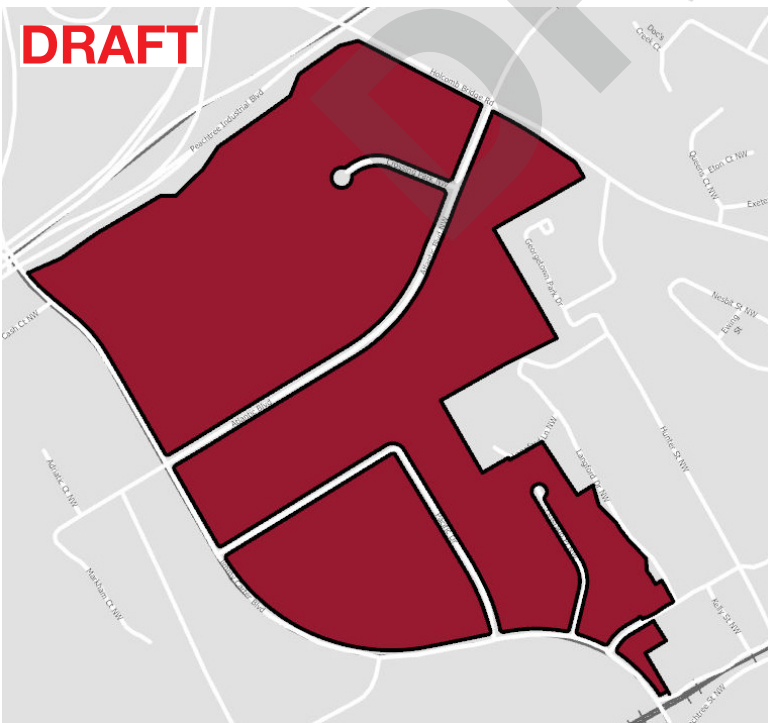
ATLANTIC/PEACHTREE INDUSTRIAL BOULEVARD



Vision

The Atlantic/Peachtree Industrial Boulevard gateway area is a welcoming entrance to the city and a major employment center focused on Jimmy Carter Boulevard:

- 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
- Development intensity is highest along Jimmy Carter Boulevard and should be lower in areas immediately adjacent to single-family residential neighborhoods
- The site of Stripling Elementary School in the area also serves as a focus of local community activities and is supported by housing in a mixed-use context within walking distance of the school
- As a gateway to the city at Jimmy Carter Boulevard and Peachtree Industrial Blvd a signature building/group of buildings will help define the character of the area
- A pedestrian and bicycle network provides connections both within this area and to adjacent residential neighborhoods and Historic Downtown.



Appropriate Scale of development and land use policies

- Building height should be no more than 60 feet in height along Jimmy Carter Boulevard, Atlantic Boulevard, and Peachtree Industrial Boulevard, stepping down to 35 feet in height in areas adjacent to Holcomb Bridge Road and/or adjacent residential neighborhoods.
- Any residential uses should have good pedestrian access to Stripling Elementary.
- Limit new heavy commercial, auto-related or outdoor storage uses to properties fronting on Pacific Boulevard or Peterson Place.
- Office, media (film, television, etc.), light manufacturing and related services are preferred uses



Implementation Measures

- Ensure adequate buffers to adjoining residential areas
- Improve sidewalk and pathway connections
- Maintain economic vibrancy of area
- Establish design standards for gateway areas
- Redevelopment of key sites



CHARACTER AREA 2

MEDLOCK/PEACHTREE INDUSTRIAL BOULEVARD



Vision

Oriented along Peachtree Industrial Boulevard, 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. This is also the location of Paul Duke STEM High School.

- 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, connected by a system of sidewalks or multi-use paths
- 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, yet complementary to a corporate campus character found in Peachtree Corners' Technology Park



Appropriate Scale of development and land use policies

- Buildings should be no more than 60 feet in height, consistent with the corporate campus character of Technology Park
- Maintain visual buffers to help ensure compatibility with adjoining neighborhoods to the south
- Encourage location of small businesses and incubators, light industry and offices
- Consider first floor minimum heights in M1 to accommodate future industrial uses

Implementation Measures

- Retrofit and improve existing structures and consider infill site development where appropriate
- Coordination with Peachtree Corners and Gwinnett County on the physical design along the PIB Corridor
- Enhance the gateway signage at Medlock Bridge Road and Peachtree Industrial Boulevard
- Improved walkability through construction of sidewalks
- Implement landscape standards to establish desirable city edge
- Look for opportunities to better connect this area physically to Downtown Norcross



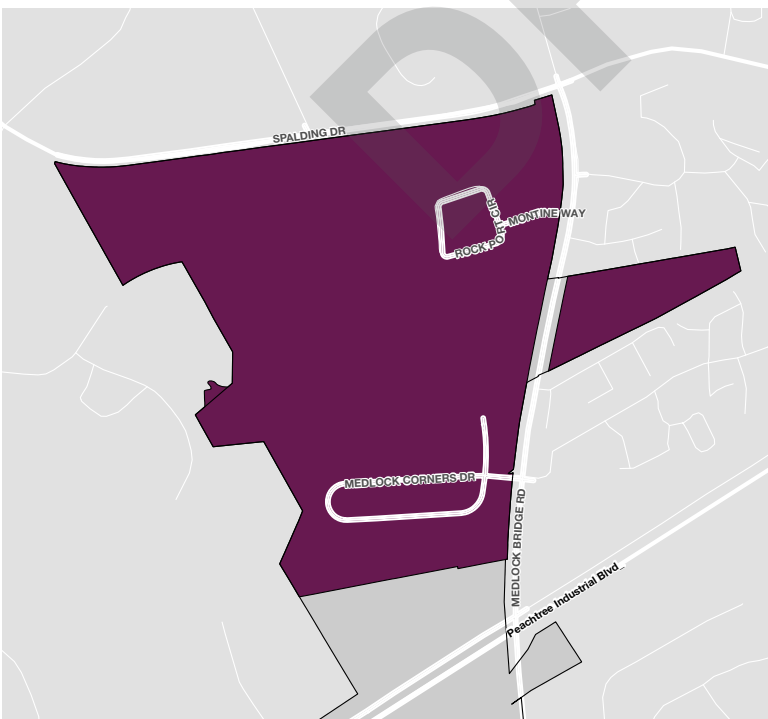
CHARACTER AREA 3 PINCKNEYVILLE



Vision

Norcross High School is the hub of this small 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 serves as the area's landmark and focus
- Residential uses predominate in proximity to the school
- A pedestrian and bicycle network physically connects area uses, supporting a multi-modal hub
- 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
- Potential for existing residential to redevelop



Appropriate Scale of development and land use policies

- Ensure compatibility between non-residential development/redevelopment and adjoining neighborhoods through the use of buffers and transitional land uses
- Low to **medium** density residential preferred supported by small scale office and neighborhood oriented commercial
- Building height should be no more than 35 feet
- Consider first floor minimum heights in M1 to accommodate future industrial uses

Implementation Measures

- Coordinate with Peachtree Corners to ensure complete street development in area and compatible development and service provision
- Promote safe routes to schools policies in coordination with Gwinnett County Public Schools



CHARACTER AREA 4

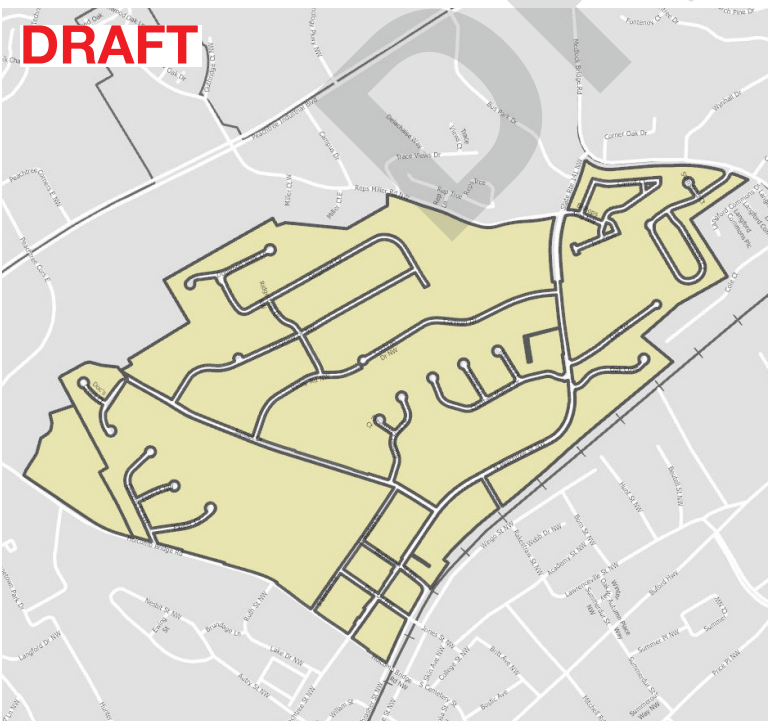
NORTH PEACHTREE STREET NEIGHBORHOODS



Vision

With a large concentration of historic homes and resources, 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, such as a path connecting the new STEM high school to nearby neighborhoods



Appropriate Scale of development and land use policies

- Building height should be no more than 35 feet
- Maintain historic character
- Bed and Breakfast establishments are allowed in the Historic District
- Redevelopment and infill housing shall be Single Family Residential Detached with common access
- New multifamily housing is not allowed
- Accessory Dwelling Units (ADUs) should be permitted to promote flexibility for property owners and diverse housing options that are consistent with the character of established residential neighborhoods

Implementation Measures

- Maintain the integrity of existing historic housing stock
- Protect and preserve the character of existing single-family neighborhoods
- Pursue greenway opportunities and sidewalk improvements that connect neighborhoods to downtown and other destinations as outlined in the Parks, Greenspaces, and Trails Master Plan
- Provide information resources for home improvements and maintenance for housing
- Work with Gwinnett DOT to discourage cut-through traffic from using Holcomb Bridge Road



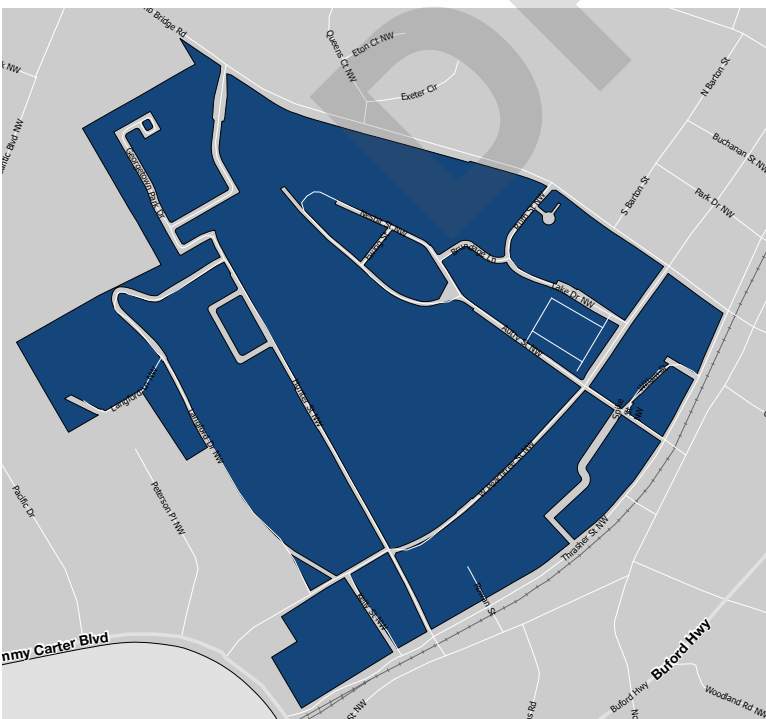
CHARACTER AREA 5 HOPEWELL WOODS



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
- 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
- Medium-density housing types create a transition from lower-density single-family neighborhoods



Appropriate Scale of development and land use policies

- Building height should be no more than 35 feet
- Planned residential neighborhoods offering a variety of housing options are preferred
- Neighborhood scale mixed use allowed with supportive office and neighborhood commercial
- Multifamily housing should only be allowed in the area between West Peachtree Street and the Railroad



Implementation Measures

- Build on the success of the Hunter-Walker Trail by further improving the sidewalk network to enhance bike and pedestrian connectivity between neighborhoods
- Improve bicycle infrastructure to support alternative travel
- Develop landscaping and design standards for infill development and redevelopment
- Consider opportunities for public parks
- Provide appropriate landscaping in areas adjacent to historic downtown core



CHARACTER AREA 6

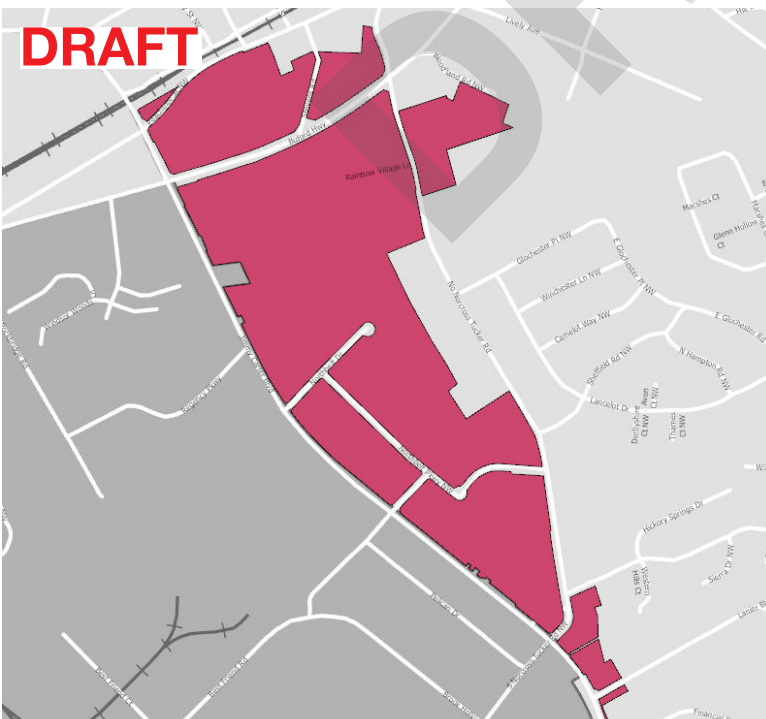
BUHI/CARTER ACTIVITY CENTER



Vision

A medium to high 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



Appropriate Scale of development and land use policies

- Building height should be no more than 72 feet along Buford Highway and step down to 35 feet to the south along Jimmy Carter Blvd. Appropriate transitions toward the single-family character of Character Area 11 should be maintained along N Norcross Tucker Rd
- Preferred mixed use developments
- Consider first floor minimum heights in M1 to accommodate future industrial uses
- Industrial and heavy commercial uses should be screened appropriately from adjacent single-family uses.

Implementation Measures

- Work with the Gateway85 CID to implement the Jimmy Carter Blvd LCI Study
- 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 Gateway85 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



entertainment-oriented uses; regional and national chains are discouraged

- Planned residential communities are encouraged to be medium density residential and compatible with the scale and character of Historic Downtown Norcross, offering a variety of housing options
- All uses should emphasize pedestrian and bicycle access; no new auto-oriented or drive-through commercial uses should be permitted



Image: Woodstock, Georgia

Implementation Measures

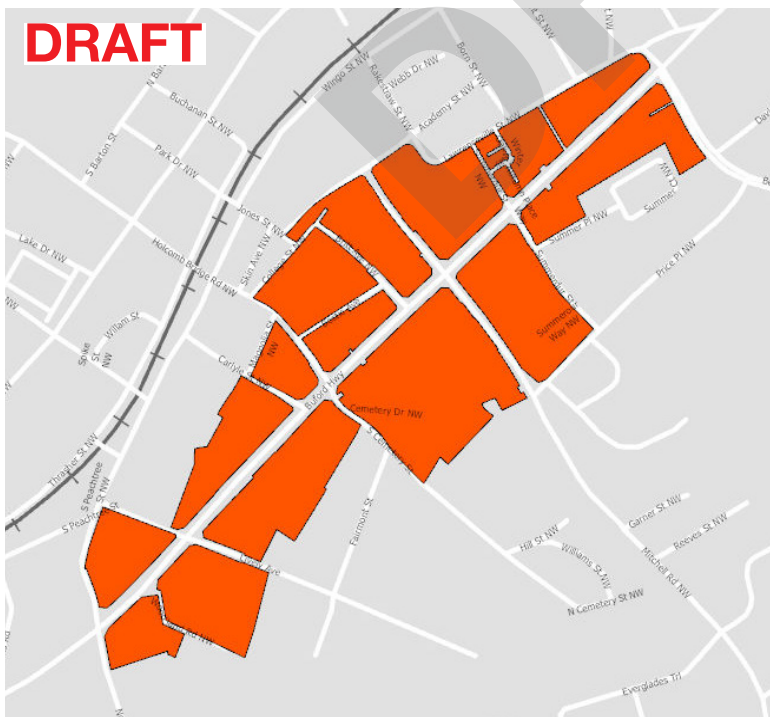
- Continue to program downtown events to support families, children, working professionals, and seniors
- Attract additional commercial uses to the Downtown district
- Identify opportunities to improve public spaces and amenities in alignment with the vision for the area
- Review the Norcross Architectural and Site Design Standards to ensure requirements align with the historic character of the area
- Enhance accessibility and safety for all transportation users, including pedestrians, cyclists, and vehicles, in Downtown Historic Norcross including the Skin Alley Extension.
- Implement recommendations from the 2025 Downtown Norcross Parking Study



CHARACTER AREA 7B BUHI DISTRICT



Image: Milton, Georgia



Vision

The BuHi District is a vibrant, walkable, mixed-use corridor that serves as both a gateway to Norcross and a transition from higher intensity development along Buford Highway down to lower intensity to match the scale and character of the City’s historic downtown (Character Area 7A). The District offers a diverse mix of neighborhood-serving commercial, public amenities, and higher-intensity residential in direct proximity to Historic Downtown Norcross. The BuHi District provides safe and accessible transportation connections for pedestrians, bicyclists, and transit users, while continuing to accommodate a high volume of vehicular traffic.

- Development intensity is highest along Buford Highway, transitioning down to lower intensity development near Historic Downtown Norcross
- From Town Center LCI: “a compelling destination” that “embraces its history while providing a forward-thinking, socially engaging, inclusive, economically and environmentally sustainable place to live, work and visit.”
- The area is a local and regional destination, featuring thriving, walkable, community-serving businesses supported by residential development

Appropriate Scale of development and land use policies

- Mixed-use and commercial developments are encouraged to incorporate diverse, community-serving retail like local restaurants, grocery stores, entertainment-oriented uses, and other local businesses

- Development and redevelopment of commercial areas should transform existing auto-oriented commercial uses into more walkable, integrated development
- Building height should be limited to 72 feet along Buford Highway
- Planned residential communities offering a variety of housing options, including higher intensity residential, are appropriate for parcels fronting Buford Highway and those adjacent to these parcels
- No new auto-oriented commercial or drive-through uses



Implementation Measures

- Create better pedestrian connections across Buford Highway
- Implement recommendations from the 2025 Downtown Norcross Parking Study
- Implement safe pedestrian and bicycle connections across Buford Highway and to nearby schools and residential neighborhoods
- Maintain a balance of commercial and residential uses
- As redevelopment occurs, look for ways to retain legacy businesses that are compatible with the vision for the BuHi District.
- Recruit desired commercial businesses to occupy mixed-use new and existing mixed-use buildings
- Pursue targeted redevelopment sites identified in the Buford Highway Master Plan
- Encourage sustainable development measures present in the Buford Highway Master Plan

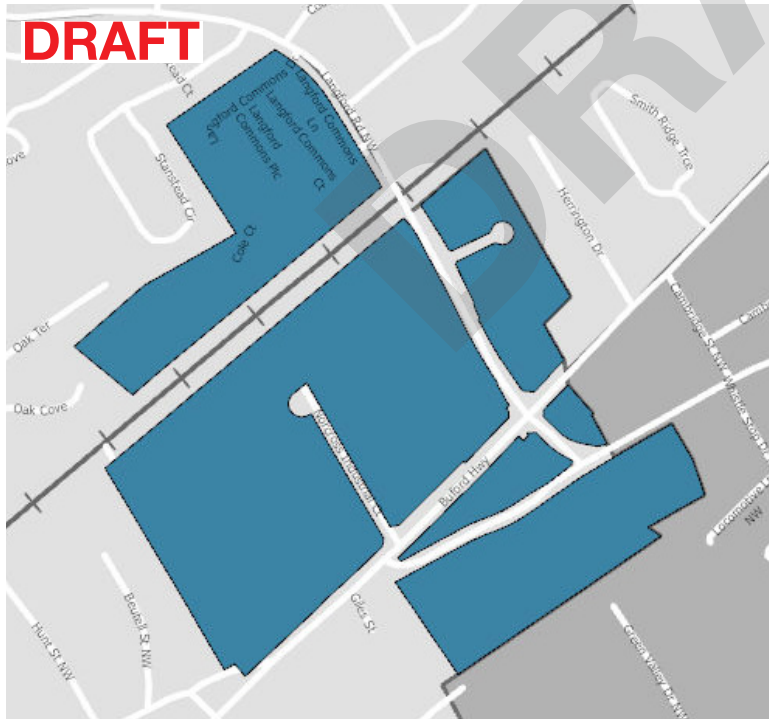


Image: Woodstock, Georgia



CHARACTER AREA 8

LANGFORD ROAD INDUSTRIAL CENTER



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 small and new businesses
- Aesthetically pleasing area with standards to maintain compatibility
- Provide walkability bicycle infrastructure along Buford Highway
- Corridor improvements and connections to the Town Center make the area attractive for new businesses

Appropriate Scale of development and land use policies

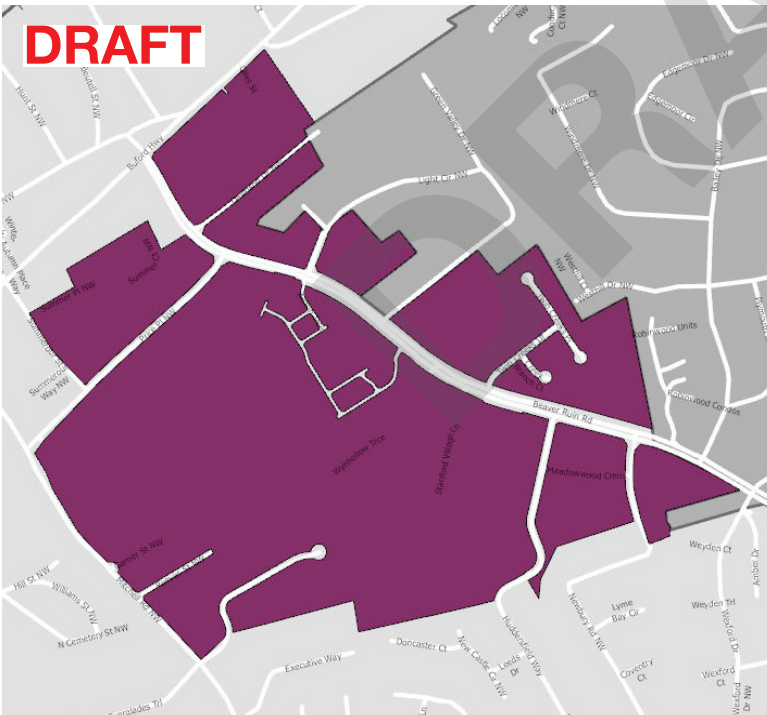
- Building Height should be limited to 35 feet
- Consider first floor minimum heights in M1 to accommodate future industrial uses
- Preferred location for general commercial and light industrial uses
- Industrial and heavy commercial uses should not be visible from Buford Highway, and screened appropriately
- Encourage the location of incubators and adaptive reuse of buildings

Implementation Measures

- Maintain and improve a safe and efficient transportation system for freight movement related to industrial uses
- Offer safe pedestrian and cycling opportunities

CHARACTER AREA 9

SUMMEROUR



Vision

An activity hub and gateway to the city serving the common needs of Norcross residents with 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 small scale retail to support the surrounding neighborhood
- A traffic access management strategy and new transit opportunities have increased mobility and safety in the area
- Upgraded and new pedestrian connections to Buford Highway and along Beaver Run Road have improved safety

Appropriate Scale of development and land use policies

- Building height should be limited to 72 feet along Buford Highway and should 'step down' to a maximum height of 35' for the rest of the character area.
- A variety of residential housing options are allowed, as part of a planned residential development
- Small scale office and neighborhood oriented commercial uses are allowed

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
- Encourage higher scale, traditional residential development/redevelopment – including townhomes, narrow-lot housing, and cluster homes
- Continue to implement Safe Routes to School recommendations for the Summerour District
- Continue to pursue safe pedestrian connections across Beaver Run Road
- Implement the Beaver Run Creek Greenway Concept

CHARACTER AREA 10 SOUTH CEMETERY STREET



Vision

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

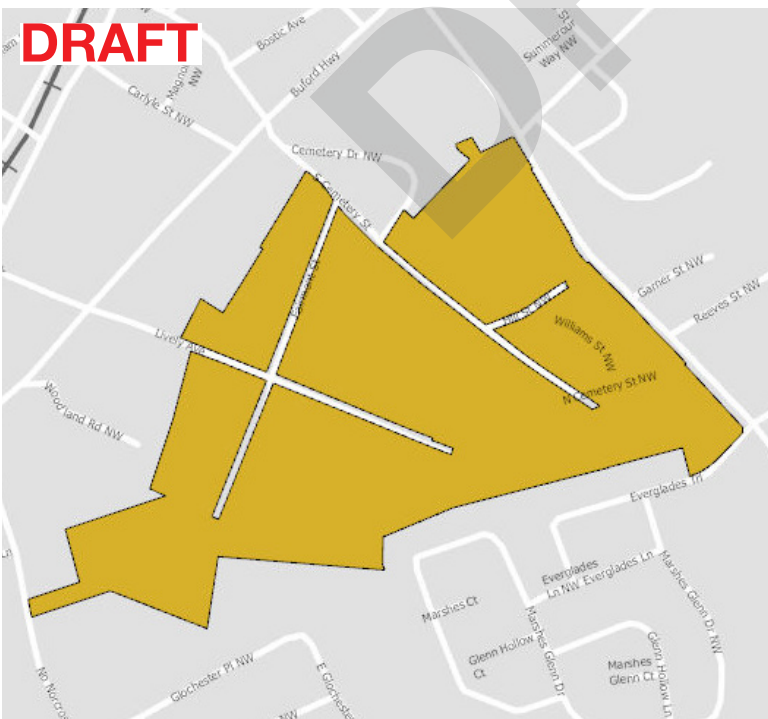
- A concentration of light industrial and heavier commercial
- Redevelopment has spurred access and freight traffic movement improvements in the area

Appropriate Scale of development and land use policies

- Industrial and heavy commercial uses should not be visible from Buford Highway, and screened appropriately
- Auto related commercial, heavy commercial uses, and light industrial uses are allowed
- Consider first floor minimum heights in M1 to accommodate future industrial uses

Implementation Measures

- Industrial and heavy commercial uses should not be visible from Buford Highway, and screened appropriately
- Improve and maintain local streets to accommodate truck traffic where appropriate
- Implement the Beaver Run Creek Greenway Concept



DRAFT

This Page Intentionally

CHARACTER AREA 11

SOUTH NORCROSS NEIGHBORHOODS



Vision

- Master planned, well-constructed, design-conscious medium 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 housing for workforce and young families
- A culturally diverse area
- Streetscapes and general reinvestment has enhanced the aesthetic quality of the area, with a dense network of sidewalks
- New “All-American” multi-use trail through the area have enhanced connectivity and recreation options for area residents that acknowledges the location of historic Fort Gordon

Appropriate Scale of development and land use policies

- Building Height should be limited to 35 feet
- A variety of residential housing options are allowed, as part of a planned residential development



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
- Continue to pursue code enforcement to ensure consistency with development and zoning codes and Norcross' character
- Implement the Beaver Ruin Creek Greenway Concept
- Undertake senior housing initiative to support the construction of housing options appropriate for seniors and the mobility impaired



CHARACTER AREA 12

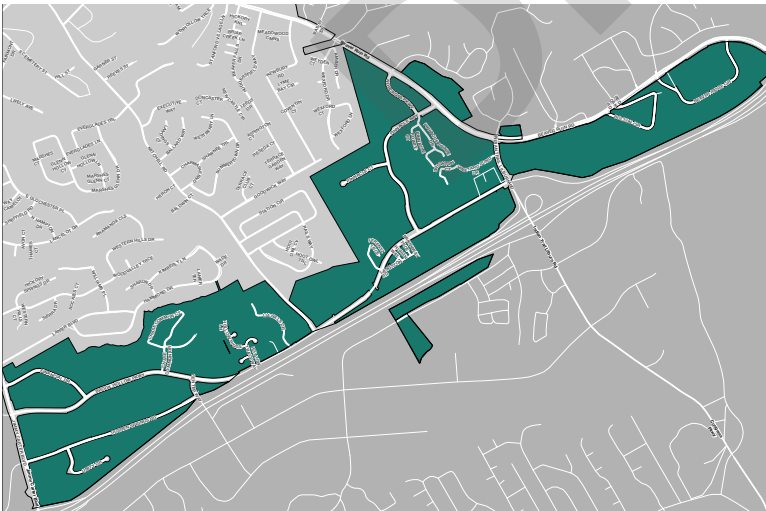
I-85 ACTIVITY CENTER



Vision

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

- The area is characterized by master planned developments of mid-rise buildings
- A mixed-use hub consisting of offices, restaurants, and housing options at higher densities that would be supported by future higher capacity transit services.
- Well-designed 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
- Implement safe pedestrian and bicycle connections across major transportation corridors such as Beaver Run Road, Indian Trail-Lilburn Road, Jimmy Carter Boulevard, and Brook Hollow Parkway
- Preserve major industrial and commercial properties to promote employment and business activity
- The area has a strong trail network connecting to new development, nearby destinations, other existing and future trails, and current or future transit systems



Appropriate Scale of development and land use policies

- Building heights should be limited to 72 feet and respectful of abutting residential
- Consider first floor minimum heights in M1 to accommodate future industrial uses
- Highway and transit oriented commercial are preferred
- Industrial uses are allowed; light industrial uses are preferred



Implementation Measures

- 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 Parkway
- Support regional initiatives that would incorporate regional transportation improvements (e.g. bus rapid transit) to the western side of the Jimmy Carter Boulevard interchange
- Support transit-oriented development
- Support bicycle and pedestrian connectivity throughout the area and connect to existing and planned transit and trail destinations
- Maintain a strong partnership with the Gateway85 CID to further redevelopment of area
- Coordinate development with the Indian Trail-Lilburn Road LCI plan across I-85



LAND USES BY CHARACTER AREA

The following chart indicates the land uses within each character area. Refer to the preceding Character Area descriptions for additional guidance on the specified land uses.

GENERALIZED USES	1 - Atlantic-PIB (p.16)	2 - Medlock-PIB (p. 18)	3 - Pinckneyville (p. 20)	4 - N Peachtree St Nbhd (p.22)	5 - Hopewell Woods (p.24)	6 - Buford Hwy/JCB (p.26)	7A - Historic Downtown Norcross (p.28)	7B - BuHi District (p.30)	8 - Langford Rd Ind. Ctr. (p.30)	9 - Summerour (p. 31)	10 - S Cemetery St. (p.32)	11 - S Norcross Nbhd (p. 34)	12 - I-85 Activity Ctr. (p.36)
Low Density Residential			■	■	■		■			■		■	
Medium Density Residential		■	■		■	■	■	■	■	■		■	
High Density Residential	■					■	■	■		■		■	■
Planned residential community (mixed housing types allowed)	■		■		■		■	■		■		■	■
Neighborhood level commercial, studio or office (<5,000 sf)	■	■	■		■		■	■	■	■		■	
Community level commercial or office (< 50,000 sf)	■	■				■	■	■	■				■
Regional level commercial or office (>50,000 sf)	■	■				■		■					■
Heavy commercial (auto related, outdoor storage)	■							■			■		■
Entertainment related commercial	■	■				■	■	■					■
Mixed-use	■	■	■		■	■	■	■		■			■
Light industrial and warehousing	■	■				■		■			■		■
Heavy industrial													■
Places of assembly	■	■	■	■	■	■	■	■	■	■	■	■	■
Transportation, Communication, Utilities	■	■	■	■	■	■	■	■	■	■	■	■	■
Parks and Recreation	■	■	■	■	■	■	■	■	■	■	■	■	■

Land Use Definitions

Low Density Residential - land used for single family housing and customary accessory structures on individual parcels up to and including 4 dwelling units per acre.

Medium Density Residential - land occupied by residential uses and customary accessory uses at a density up to and including 12 dwelling units per acre.

High Density Residential - land occupied by residential uses and customary accessory uses at a density over 12 units per acre.

Planned residential community (mixed housing types allowed) – a residential development whose essential features are a definable boundary, and a consistent, but not necessarily uniform character. Such developments may include a variety of housing types and typically share common recreational amenities, and private covenants, conditions, and restrictions enforced by a homeowners' association.

Neighborhood level commercial, studio or office (<5,000 sf) - Neighborhood focal points with a concentration of small commercial, civic, and public activities. Uses within Neighborhood level commercial, studio, or office are intended to be local-serving.

Community level commercial or office (< 50,000 sf) - Business oriented developments containing a mix of commercial, professional, civic, or public uses designed to accommodate commercial uses serving several adjacent neighborhoods. Individual structures are less than 50,000 sf

Regional level commercial or office (>50,000 sf) - Business oriented development containing a mix of mid to high rise commercial, professional, civil and public uses accommodating the needs of the community and surrounding region.

Heavy commercial (auto related, outdoor storage) - Auto and truck repair shops, auto sales, and other auto related uses that include outdoor storage.

Entertainment related commercial - Downtown restaurants, brewpubs, small specialty commercial, professional office, civic and public uses. Central gathering places for the community.

Mixed-use - A mixed-use, live/work/play district that provides a venue for gatherings, events, civic activities, and residential uses. Uses may be mixed vertically or horizontally.

Light industrial and warehousing - Clean, light industrial uses that have minimal impact on nearby residential use are encouraged, as well as transportation/warehousing/ distribution uses carefully planned to avoid freight traffic impacts on residential areas.

Heavy industrial - Traditional manufacturing, junkyards, intense industrial uses that may generate adverse effects not compatible with residential areas.

Places of assembly - meeting places at which the public or membership groups are assembled regularly, including but not limited to schools, places of worship, theaters, auditoriums, funeral homes, and stadiums.

Transportation, Communication, Utilities - Power Stations, Airports, Public Utility Facilities, communication towers (if located on their own parcel)

Parks and Recreation - Public parks, and private recreation areas held in common ownership, as well as conservations areas legally protected from future land disturbance.

GATEWAYS

The Gateway Corridors and Structures Map 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 used 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

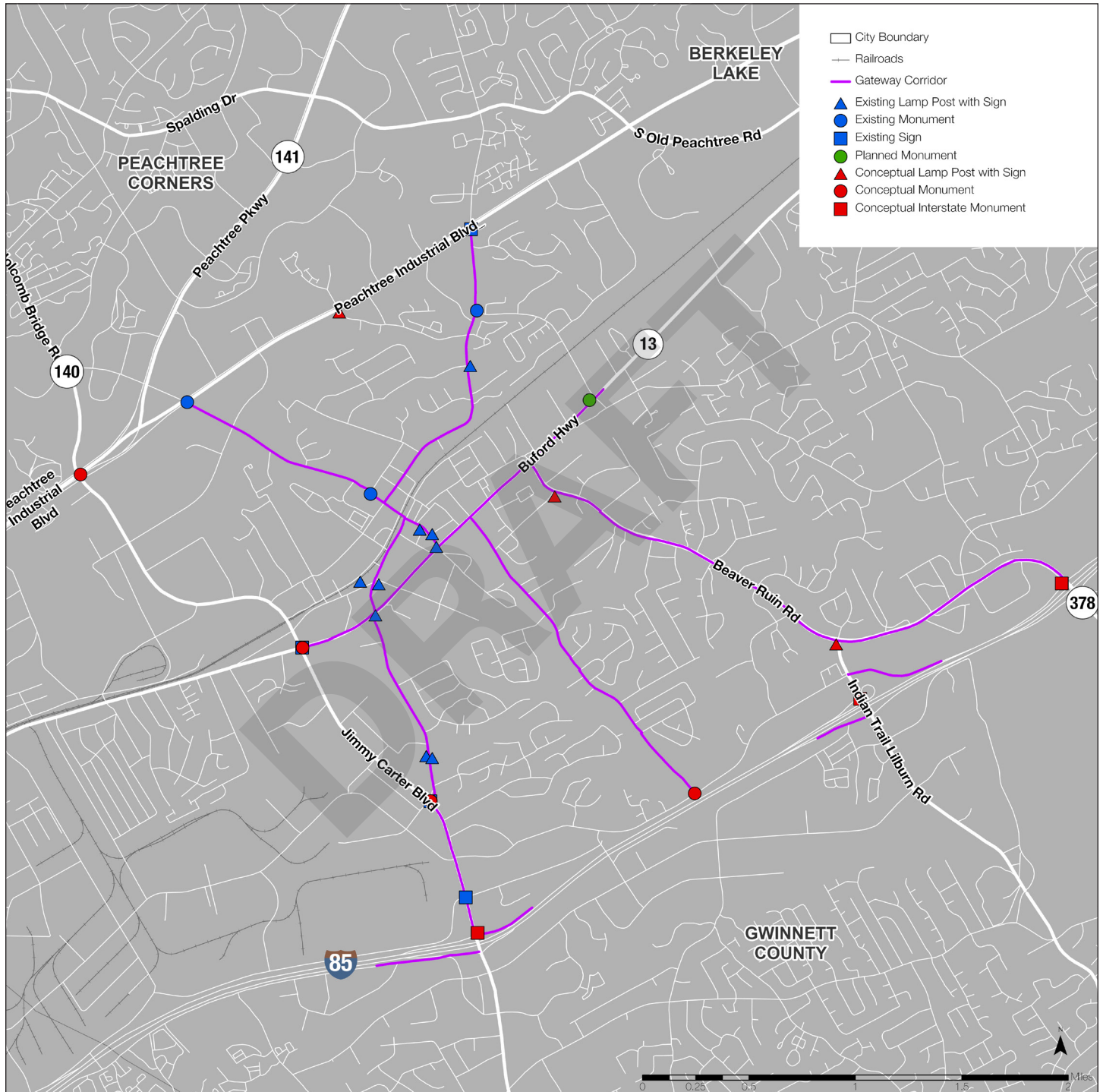
the map should be something of that scale to attract the attention those that travel along highway. The Gateway Corridors will be the targets of streetscape improvements, corridor banners and possible design standards to help create a uniformed image as residents and visitors approach the town center.

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.



Some of the gateway elements are already in place in and around the city help create a sense of arrival at a unique destination. These set the tone for future improvements and include: 1) stone monument signs, 2) signature streetscapes, 3) branded flag pole signs, 4) architectural gateways, 5) lamp posts with signs, and 6) the iconic Jimmy Carter Boulevard bridge over I-85.

Figure 2.2. Future Development Map



LONG RANGE ROAD CLASSIFICATION

Roadway classification provides a mechanism for the City to apply design standards and policies consistent with the functionality of each type of roadway. Roadway classification, also called functional classification, generally distinguishes roadways based on two key factors of access and mobility. Arterial roadways provide greater mobility and tend to allow higher speeds over greater distances. On the other end of the spectrum, local roads provide greater access to adjacent destinations with more driveways and connecting streets, typically accompanied by lower speeds. Private streets are usually associated with residential subdivisions. They are subject to the same regulations and standards as their public counterparts

The City’s Long Range Road Classification Map, Figure 2.3, is a modified version of the County’s Long Range Road Classification Map. Changes include:

- Re-designation of S. Peachtree Street, N. Peachtree Street, and Lawrenceville Street from minor arterials, as shown in the County’s plan, to major collectors. This better reflects the narrow right-of-way of those streets and the community’s desire to preserve their historic, neighborhood character.
- Addition of a “bike-friendly route” designation. These includes roads where on-road bike lanes or multi-use trails have been planned on or adjacent to the roadway. As public and private infrastructure improvements are made along these routes, they should include the planned bicycle facilities.

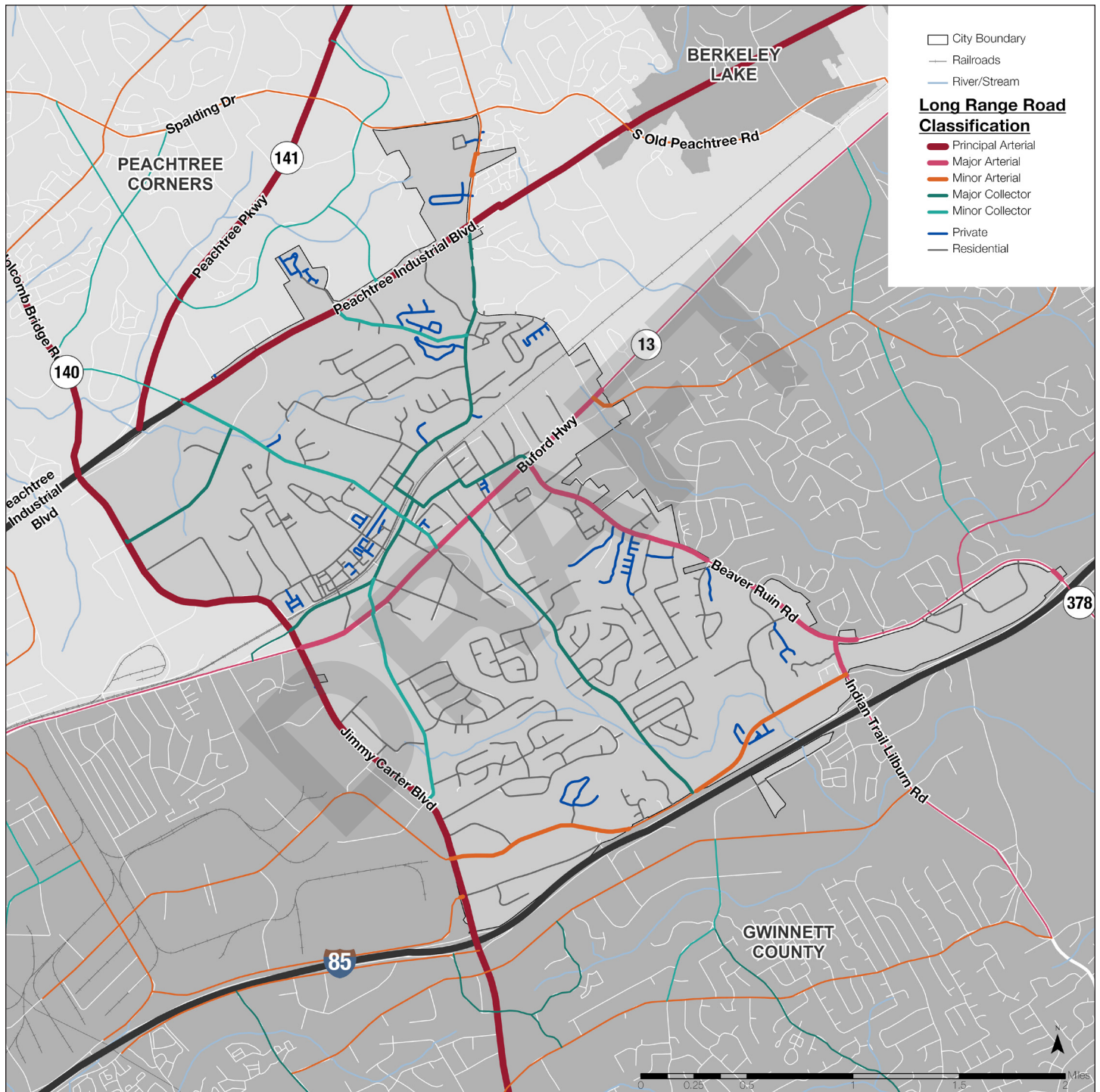
Table 2.2 shows the appropriate right-of-way and roadway features for each of the long range road classifications, in line with the City of Norcross standards.

Table 2.2 Minimum Right-of-Way and Roadway Widths for New Streets and Project Access Improvements

Street Category	Minimum Right-Of-Way	Minimum Roadway
Principal Arterial	120' to 150'	6 through lanes with median
Major Arterial	100' to 120'	67'
		4 to 6 through lanes with median
Minor Arterial	80' to 100'	52' to 66'
		4 through lanes with median
Major Collector	80'	52'
Minor Collector	60' to 80'	28'
Local Street Non-residential Non-residential Cul-De-Sac	60' 3	32'
	60' radius	50' radius
Local Street Residential - Urban Residential - Urban Cul-de-sac	50'	27'
	50' radius	40' radius
Private Street Residential - Urban Residential - Urban Cul-de-sac	50'	27'
	50' radius	40' radius

Source: Table 900.1 City of Norcross UDO

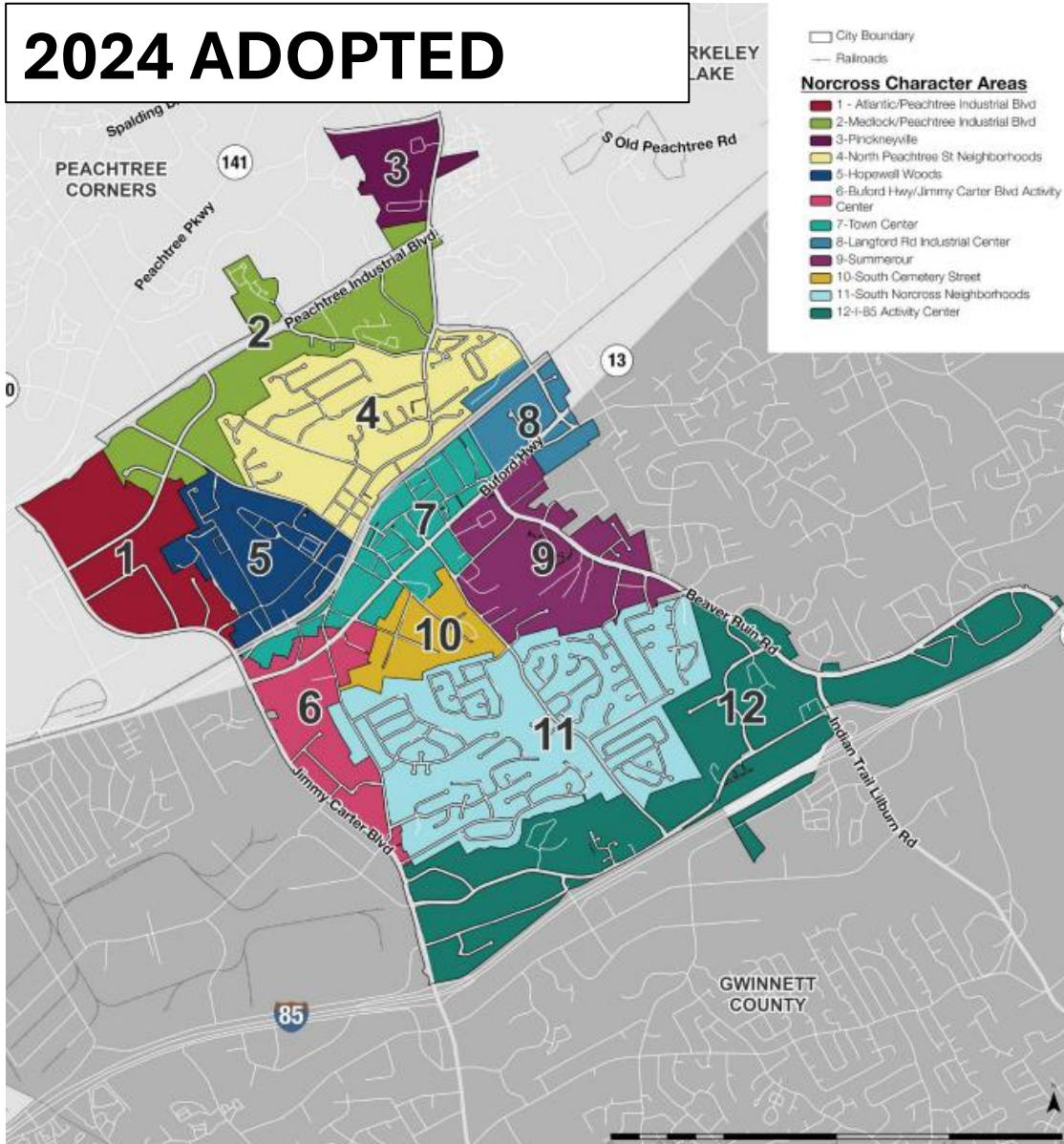
Figure 2.3. Gateway Corridors and Structures Map



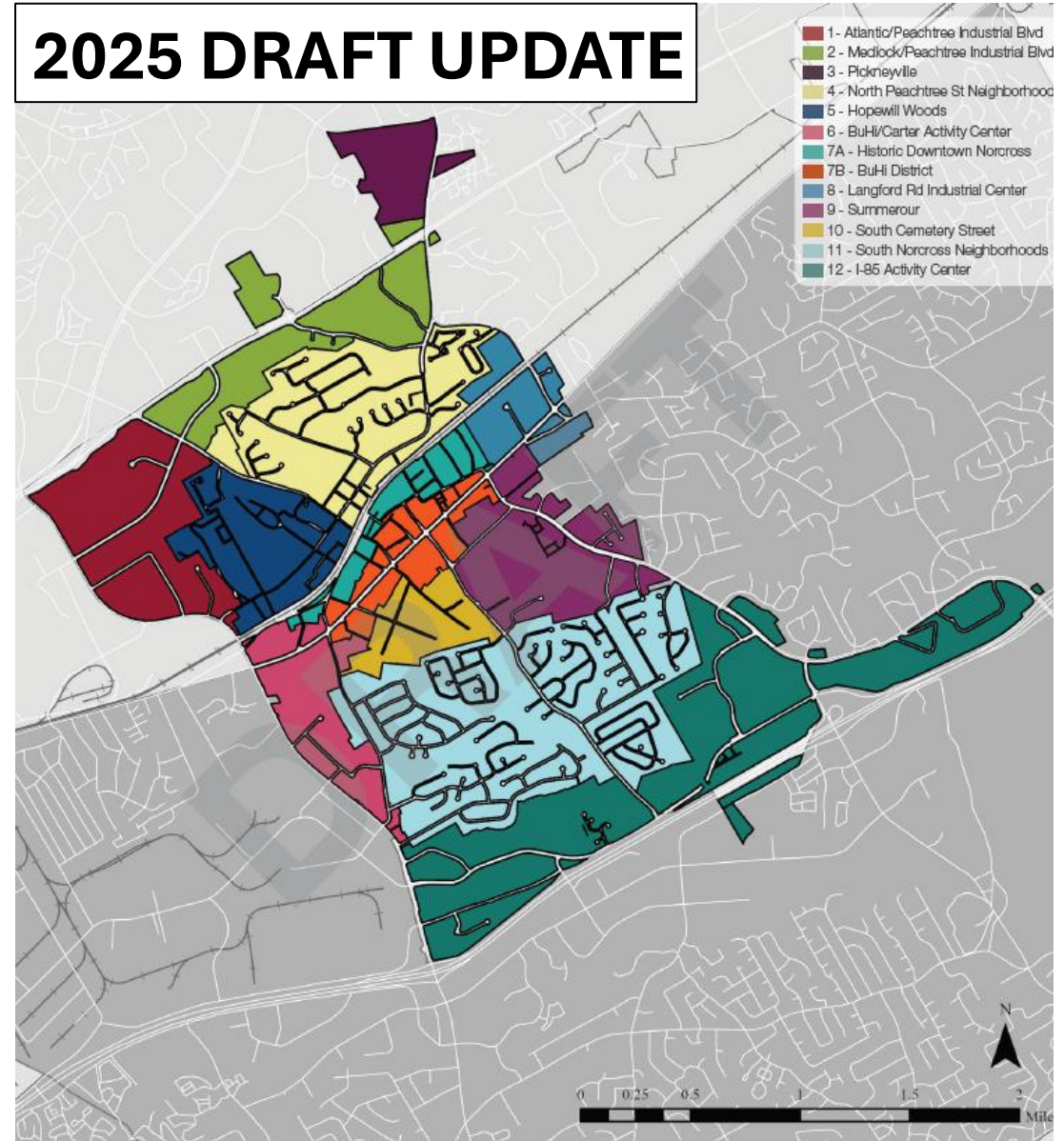


Comparison of Comprehensive Plan Future Development Maps

2024 ADOPTED



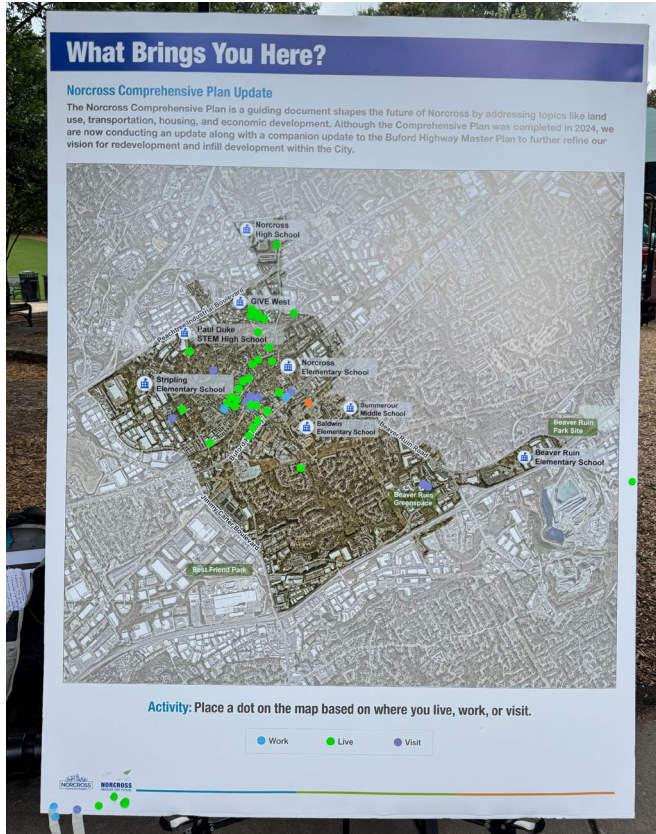
2025 DRAFT UPDATE





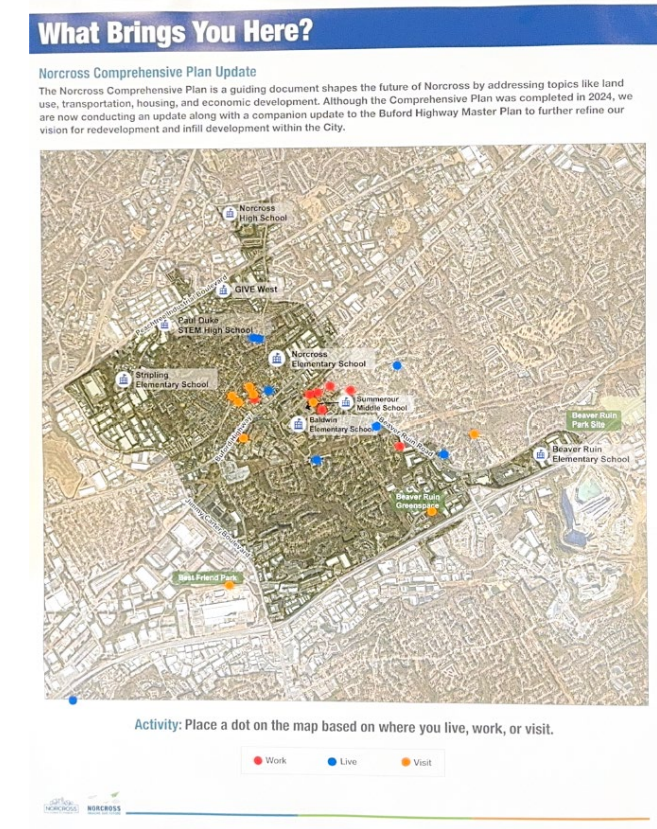
2045 Norcross Comprehensive Plan Update Engagement Event Feedback

Outreach Events



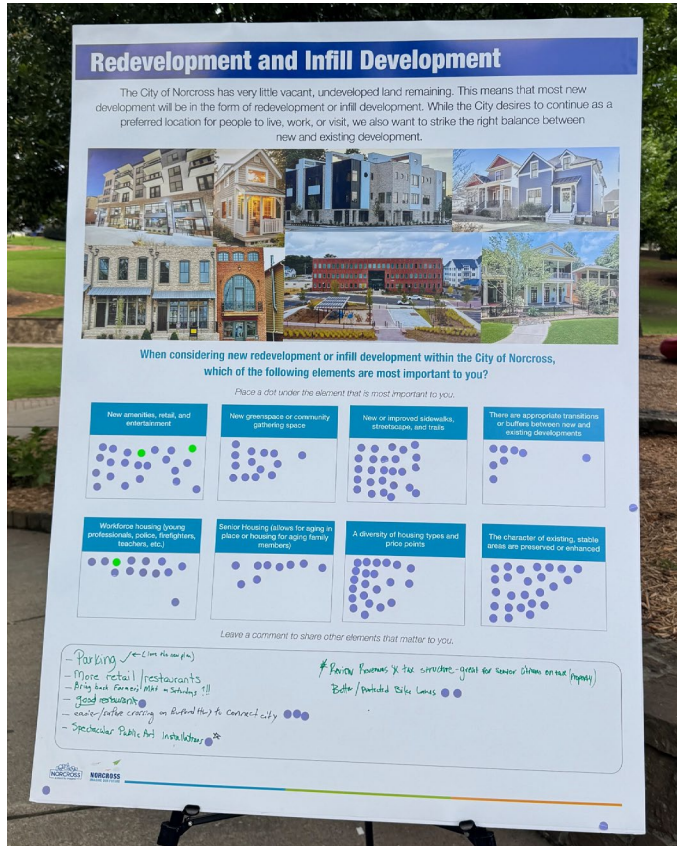
Cookout with Council

Quantity	Affiliation to Norcross	Quantity
2	Work	8
30	Live	7
10	Visit	9



Summerour Middle School

Outreach Events



Quantity	Infill Development Elements	Quantity
26	New/improved sidewalks, streetscapes, trails	5
25	The character of existing, stable areas are preserved or enhanced	3
22	New Amenities, Retail, and Entertainment	7
22	Diversity of housing types & Price points	6
14	New greenspace or community space	4
13	Workforce housing	8
9	Senior housing	3
8	Appropriate transitions or buffers between new/existing developments	0

Cookout with Council

Redevelopment and Infill Development

The City of Norcross needs your input to update the City's Comprehensive Plan! Although the plan was last updated in 2024, the City is refining its vision for redevelopment and infill investment. Your responses to the question below will help shape future policies and strategies that reflect the community's values, priorities, and long-term goals for Norcross.



When considering new redevelopment or infill development within the City of Norcross, which of the following elements are most important to you?

Place a dot under the element that is most important to you.

New amenities, retail, and entertainment	New greenspace or community gathering space	New or improved sidewalks, streetscape, and trails	There are appropriate transitions or buffers between new and existing developments
Workforce housing (young professionals, police, firefighters, teachers, etc.)	Senior Housing (allows for aging in place or housing for aging family members)	A diversity of housing types and price points	The character of existing, stable areas are preserved or enhanced

Leave a comment to share other elements that matter to you.

Summerour Middle School

Outreach Events



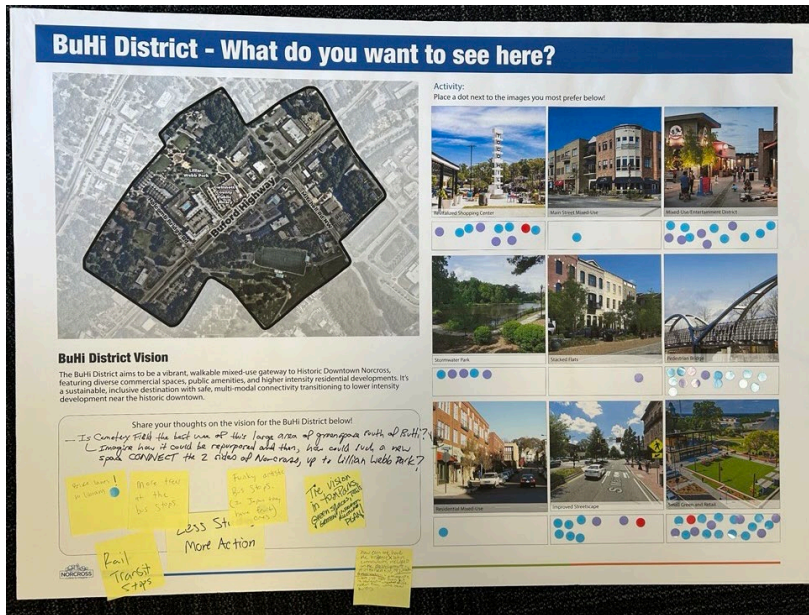
Cookout with Council

Most Preferred	Development Type	Most Preferred
1	Traditional Townhomes	6
10	Multifamily Residential	5
4	Stacked Flats	1
22	Small Green and Retail	20
30	Mixed-Use/Entertainment District	18
11	Main Street Mixed-Use (Pic 2)	5
15	Main Street Mixed-Use (Pic 1)	5
11	Small Plaza & Pocket Park	16
6	Courtyard Townhomes	6



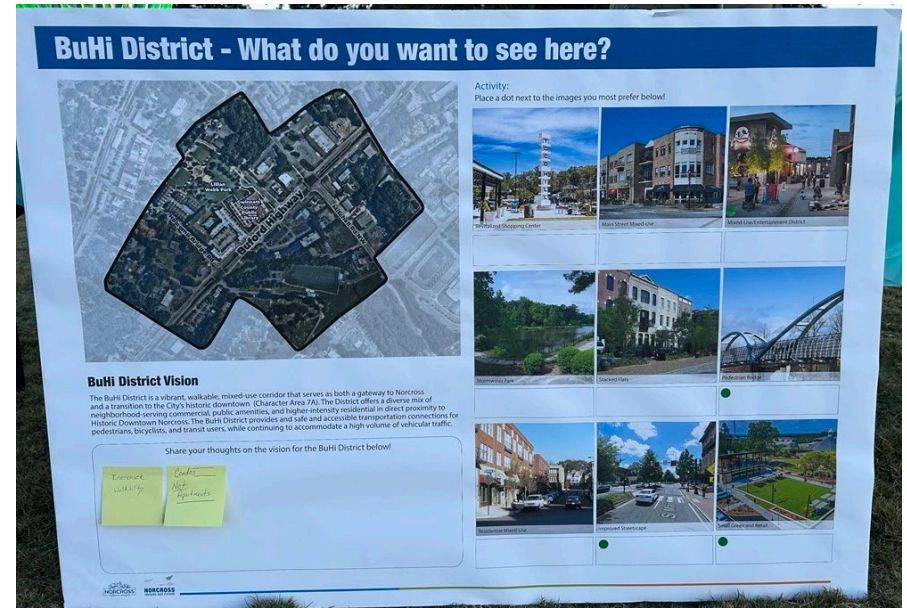
Summerour Middle School

Outreach Events



Pedal Norcross

Preferred	Development Type	Preferred
10	Revitalized Shopping Center	
1	Main Street Mixed-Use	
13	Mixed-Use Entertainment District	
5	Stormwater Park	
1	Stacked Flats	
15	Pedestrian Bridge	1
1	Residential Mixed-Use	
9	Improved Streetscape	1
19	Small Green and Retail	1

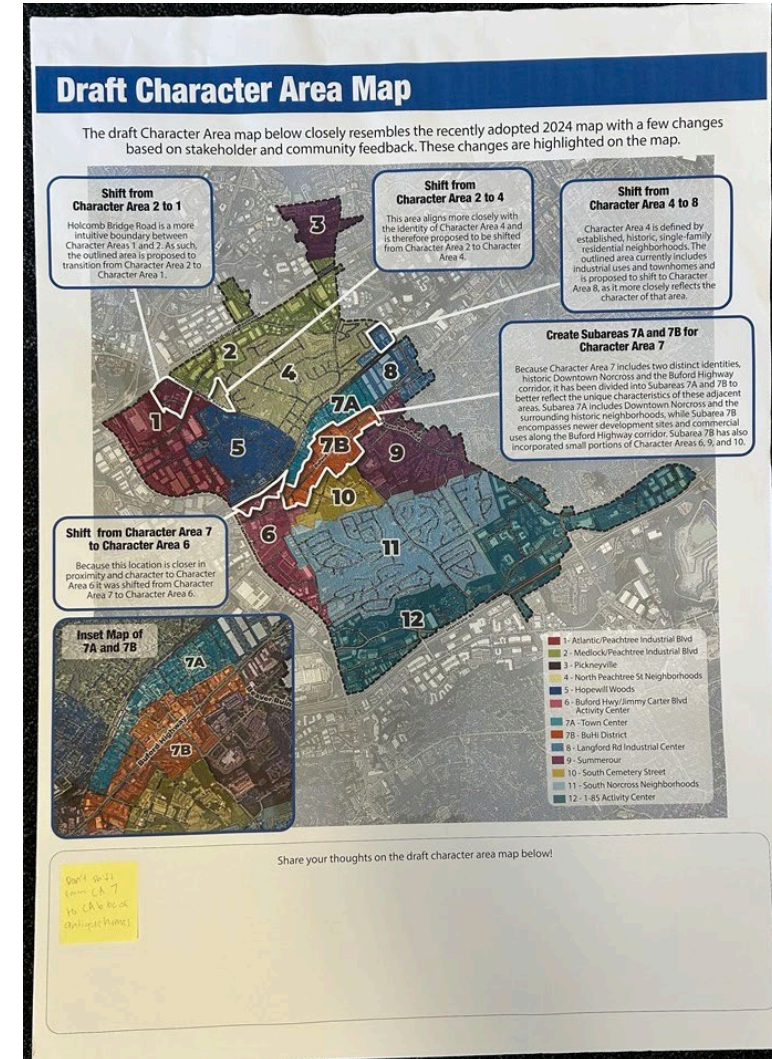


Day of Play

Outreach Events

Comment:

- Don't shift from CA 7 to CA 6 because of antique homes



Pedal Norcross