NORCROSS COMPREHENSIVE PLAN POLICIES

The following policies are intended to offer guidance to local government officials in making decisions consistent with achieving the Community Vision and Goals. They are based on previously adopted policies from earlier versions of the Comprehensive Plan, other planning studies, and the input of those who participated in this planning update.

Population

Policy P1: Continue efforts to reach out to the diverse population within Norcross through existing community groups.

Policy P2: Provide pleasant, accessible public gathering places.

Housing

Policy H1: Accommodate the housing needs of a diverse population by supporting the development of a variety of residential types and densities.

Policy H2: Support existing neighborhoods through regular public investment in recreational amenities and maintenance programs.

Policy H3: Support the construction of work force housing to help ensure that all those who work in the community have a viable option to live in the community

Policy H4: Promote walkable, safe neighborhoods.

Land Use

Policy L1: Protect the valued community character and aesthetics of existing neighborhoods by discouraging drive-through services, excessive signage, and inadequate screening near residential areas.

Policy L2: Encourage parking to be located behind and to the side of buildings.

Policy L3: Create pedestrian-friendly streetscapes through public investment, zoning regulations and design guidelines.

Policy L4: Protect residential areas through continued, targeted code enforcement.

Policy L5: Redevelop and enhance existing commercial and industrial areas.

Policy L6: Encourage mixed-use development and pedestrian-oriented design standards..

Policy L7: Support opportunities for infill development that reflects the desired neighborhood character.

Policy L8: Encourage the use of landscaping, lighting, signage, underground utilities, and building design to add value to our community.

Policy L9: Use gateway monuments, signage, and corridor improvements to reinforce the sense of place.

Policy L10: Reduce the adverse visual impact of the automobile and auto-related services.

Policy L11: Encourage residential development downtown to activate and diversify the area.

Policy L12: Encourage walkability, interaction among businesses, clear visibility of entryways and centralized open space.

Policy L13: Encourage greenspace in all new development.

Policy L14: Protect natural resources, environmentally sensitive areas, and valuable historic, archaeological or cultural resources from human encroachment through land development regulations and/or incentives.

Economic Development

Policy E1: Support programs for retention, expansion and creation of businesses that enhance our economic well-being, particularly those in target industries.

Policy E2: Target reinvestment in declining, existing neighborhoods to further encourage private sector redevelopment and accommodate future growth.

Policy E3: Encourage the development of downtown as a vibrant center for culture, government, dining, residential, and retail diversity.

Policy E4: Accommodate new development while enhancing existing local assets.

Policy E5: Maintain and support citywide access to broadband services.

Policy E6: Enhance tourism development through filming and visitor engagement initiatives.

Transportation

Policy T1: Promote safe and efficient transportation for pedestrians, cyclists, transit riders, and drivers

- Repair, upgrade, and expand the existing sidewalk network to fill gaps
- Install bicycle facilities, opting for off-road paths where possible
- Install bus stops and amenities in areas where transit use is high
- Encourage walking, biking, or carpooling as alternatives
- Continue to invest in streetscape improvements
- Reduce conflicts between pedestrians and automobiles
- Upgrade crosswalks, mid-block crossings, and other pedestrian amenities where appropriate
- Include traffic calming measures where needed
- Prioritize pedestrian and bicycle connections to schools, parks, and activity centers
- Look for opportunities to create a secondary street network where appropriate

Policy T2: Coordinate transportation improvements with existing and planned development

- Make transportation investments that are consistent with local land use goals and policies
- Improve access to major commercial nodes and activity centers
- Encourage transportation investments in areas close to major trip generators
- Encourage transit-supportive land use patterns, otherwise known as Transit-Oriented Development, around transit stations.
- Encourage mixed-use development that reduces trip generation.
- Require new developments to provide adequate sidewalks, connections to surrounding properties, and access management

Policy T3: Enhance the existing roadway network to improve safety and limit congestion

- Encourage shared driveways, inter-parcel connectivity, and other access management strategies, particularly along major roads
- Improve the downtown railroad crossings
- Ensure efficient signalization, especially at major intersections
- Require new developments to provide a connected street network
- Look for opportunities to create a secondary street network where appropriate

Community Facilities & Services

Policy C1: Maximize the use of existing facilities and services.

Policy C2: Do not over commit long-term operation and maintenance costs in making capital investments.

Policy C3: Coordinate public facilities and services with land use planning to promote efficient public investments.

Policy C4: Ensure that new development does not cause a decline in locally adopted level of service, and that capital improvements or other strategies needed to accommodate the impacts of development are provided for concurrent with new development.

Policy C5: Invest in parks and open space to encourage private reinvestment.

Policy C6: Regularly coordinate with adjacent local governments.

Policy C7: Integrate educational opportunities into parks and recreational services, public libraries, museums, and other cultural amenities.

Policy C8: Support existing schools and encourage new opportunities to expand access to education.

Policy C9: Encourage new parks and community facilities to be located as focal points in neighborhoods and improve pedestrian and bicycle access to existing facilities.

Policy C10: Ensure adequate supplies of quality water through protection of ground and surface water sources.

Policy C11: Use technology to simplify and expedite city applications and processes for community members.

Policy C12: Welcome all members of the community to engage by making materials available in multiple languages, as possible.