CITY OF NORCROSS

Residential Development Opportunities

Department of Economic Development

www.NorcrossED.com

65 Lawrenceville Street | Norcross, GA 30071 | P: 770-448-2122 | E: economicdevelopment@norcrossga.net
City of Norcross 2040 Housing Goals

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 Housing types and densities based on land use patterns.

Policy 5-2
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 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:
Assist residents in keeping their homes safe and free from hazards.

Policy 5-6:
Collaborate with other jurisdictions to address affordable housing and regional location efficiency needs.
Existing Conditions

**HOUSING**

Housing is one of the most basic building blocks of neighborhoods. The type, value, age, condition, availability and tenure of housing units set the character of neighborhoods and in turn greatly influence the City's ability to attract and maintain residents and businesses. Because housing plays such a vital role in the life of the community, assessing how the city's housing profile has changed over time and identifying the key issues that affect the local housing market are integral tasks in updating the City's vision for the future.

Housing resources are closely tied to existing land use conditions and policies and should be closely considered with demographic trends. To provide for a high quality of life, jobs/housing balance is also an important consideration that juxtaposes location of jobs and where people live. Housing should complement the types of jobs in a community, creating an opportunity for area workers to live in the same location – reducing congestion on regional roads and minimizing travel time to work, thereby freeing up time for other activities and improving quality of life.
Housing Profile

As of the 2016 ACS, there were approximately 5,476 housing units in Norcross. This is a large leap from 2010, when there were 3,576 units. The jump is mostly attributed to the City’s annexations in 2011 and 2012, which increased the number of housing units by 52 percent when they occurred.

Occupancy rates are healthy, and similar to Gwinnett County as a whole. In 2015, 93.1 percent of all units were occupied (compared to 93.4 percent countywide). The homeowner vacancy rate is particularly low at 0.9 percent, compared to 2.2 percent across the County.

About half (49.1 percent) of all Norcross housing units are single unit, detached residences. This is considerably lower than the Gwinnett County percentage of 73.6 percent. Norcross also has comparatively high percentages of single unit attached residences (19.1 percent) such as townhomes, and units in 5- to 9-unit structures. Between 2010 and 2016, the most marked increases were in 10- to 19-unit structures, and those with 20 or more units. This suggests a trend towards increased housing density.

In terms of housing tenure, Norcross residents tend to be fairly new: 55.1 percent moved to their current home in Norcross in 2010 or later, compared to 40.1 percent across Gwinnett County. A particularly large proportion moved to the city in the later years of the Great Recession, 2010-2014.

Housing values are distributed throughout the city in a fairly similar pattern to that as the rest of the County, but at slightly lower values overall. In 2016, the mean housing value was $169,700 in Norcross, compared to $173,000 across Gwinnett County. However, since 2010 the percentages of home values in the higher brackets have all increased in Norcross, but have decreased in the county overall. This indicates that Norcross is increasingly becoming a place of choice in Gwinnett.

The age of housing in Norcross is different than the County as a whole. Almost one-third (31.0 percent) of homes in the city were built between 1980 and 1989, compared to 22.5 percent county-wide. Norcross also did not experience as much of a housing boom between 1990 and 2010 as many places in the region: 38 percent of its homes were built in this 20-year span, versus 59.2 percent countywide.

New Housing Since 2014

Since the last comprehensive plan update, there have not been a large number of new homes built. This is partially because Norcross is essentially built-out, and has no large, vacant land to accommodate large house developments. As such, the growth in housing has been primarily smaller infill projects, such as:

- **Parkside** – Construction for Parkside—the first redevelopment built around Lillian Webb Park—began in 2014. Today it has three to four-story detached rowhouses, selling from the mid $400k’s each. All 22 of the planned rowhouses have been built.

- **Adam’s Vineyard** – the only new single-family, detached residential development in recent years in Norcross. Adam’s Vineyard is located off of Reps Miller Road NW, and is about halfway built out as of the publication of this update.

- **Seven Norcross** – adjacent to the former Westrock campus, Seven Norcross is a 12-acre mixed use infill project. Construction began in 2004, but since the last comprehensive plan an additional 42 townhomes have been constructed. However, just over 700 new units have been zoned or platted in the City and are expected to be available within the next several years.
Affordability

Although Norcross has a lower cost of living than Gwinnett County and the region as a whole, there are still housing affordability challenges. A household is considered rent burdened if it is paying more than 30 percent of its income on rent. According to this definition, almost two-thirds (64.3 percent) of renters are rent burdened, compared to 52.9 percent county wide. So although homes in general are more affordable in Norcross, the lower incomes of its residents translate into a higher rent burden.

Another way to measure housing affordability is the ratio of the median home value to household income. Citywide in 2015, this number was 4.2—considerably higher than the county (2.8) and the Atlanta region as a whole (2.9).

Norcross is currently participating in the Georgia Initiative for Community Housing. The City’s committee is working to address the following housing challenges:

- Increasing affordable home ownership opportunities
- Enhancing the quality of the aging housing inventory
- Increasing affordable rental housing
- Addressing transient housing issues
- Review of the zoning ordinance for housing implications
- Enhancing quality of life, community engagement, and marketability of the city

Future Projects

A number of new housing developments and projects are currently in the pipeline, including:

- **Norcross Gateway**, a 3.25-acre redevelopment site adjacent to Parkside and the new library, is currently proposed as a tight collection of multi-use buildings including commercial, live/work and residential units surrounding structured parking. The finished product will consist of 195 units. The intended use is for rental units, with a tentative “delivery” date in 2020.

- **Broadstone Norcross** is the redevelopment project currently proposed for the former WestRock campus. Although it will be mixed use, it is primarily residential in nature. Current plans show 65 new townhomes and 292 stacked flats.

- **“The Kelly”** at 124 Kelly Street is a 47-home infill development of townhomes located near the former WestRock campus. Construction began in 2018.

- **Adam’s Vineyard** is expected to continue to build out.

All four of these projects, while welcome additions to Norcross, illustrate the regional housing trend of increasingly upmarket new home builds, with little to no affordable housing included. For a community that values its cultural and socio-economic diversity, it is critical that increases in higher end housing be balanced with the availability of high quality, affordable options.

In addition, it should be noted that market study conducted as part of in the City’s Norcross Town Center 10-year update, projected that the housing demand for new housing will be limited to only 490 housing units, 332 of which would be rental, through to the year 2022. These four project alone will meet this demand, suggesting that the city should restrict rezonings for new housing particularly multifamily units in the Town Center area.
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. The unincorporated areas on this map show the Character Areas of the 2030 Gwinnett Unified Plan, and will be updated to reflect the revised Character Areas upon adoption of the 2040 Gwinnett Unified Plan.
Character Area 1

Atlantic/Peachtree Industrial Blvd

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.

Housing Priority: Low

Housing Development Highlights

- The site of Stripling Elementary School in the area also serves as a focus of local community activities and is supported by limited housing within walking distance of the school.

- Any residential uses should have good pedestrian access to Stripling Elementary.

Incentives:

- Federal Opportunity Zone
- Less Developed Census Tract
Character Area 2
Medlock/Peachtree Industrial Blvd

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 the new STEM high school.

Incentives:

- Federal Opportunity Zone: West of Holcomb Bridge
- Less Developed Census Tract: West of Holcomb Bridge
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.

Housing Priority: Low

Housing Development Highlights

- Residential uses predominate in proximity to the school
- Potential for existing residential to redevelop
- Low to moderate density residential preferred supported by small scale office and neighborhood oriented commercial
Character Area 4
N. 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.

**Housing Priority:** Medium

**Housing Development Highlights**
- 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.
- 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 Housing Detached with common access.
- New multifamily housing is not allowed.
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

Housing Priority: Medium

Housing Development Highlights

- 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
- Townhomes and other medium-density housing types create a transition from single-family neighborhoods
- Building height should be no more than 35 feet

Incentives:

- Federal Opportunity Zone: West of Hunter Street
- Less Developed Census Tract: West of Hunter
Character Area 6
Buford Hwy/Jimmy Carter Blvd
Activity Center

Vision
A medium density mixed-use node, consistent with the Jimmy Carter Boulevard/Buford Highway Redevelopment Plan

Housing Priority: High

Housing Development Highlights

- Includes a mix of residential and commercial space
- Preferred mixed-use developments
- 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
- Building height should be no more than 72 feet

Incentives:

- Federal Opportunity Zone: South of Buford Highway
- Less Developed Census Tract: South of Buford Highway
- Local Opportunity Zone

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Housing Development Opportunities
Created June 25, 2019
Character Area 7
Town Center

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

Housing Priority: High

Housing Development Highlights

- Planned residential communities offering a variety of housing options
- High Density residential south of Buford Hwy is encouraged
- Any High Density residential North of Buford Hwy shall be limited to the area bound by Lively Ave, Magnolia St, Holcomb Bridge Rd, and Buford Hwy not to exceed 350’ north of the Buford Hwy Centerline. High density in this portion will require a market study.

Incentives:

- Federal Opportunity Zone: South of Buford Highway
- Less Developed Census Tract: South of Buford Highway
- Local Opportunity Zone
Character Area 8
Langford Road Industrial Center

Vision
The area is a hub of business and industrial innovation and creativity

Housing Priority: High

Housing Development Highlights
- New housing options, such as warehouse/loft style condominiums and live-work opportunities, support the city's increased attractiveness to the creative class

Incentives:
- Local Opportunity Zone
Character Area 9
Summerour

Vision
An activity hub serving the common needs of Norcross residents with education, recreation, retail

Housing Priority: Medium

Housing Development Highlights

- A variety of residential housing options are allowed, as part of a planned residential development
- Encourage higher scale, traditional residential development/redevelopment—including townhomes, narrow-lot housing, and cluster homes

Incentives:
- Federal Opportunity Zone: West of Beaver Ruin
- Less Developed Census Tract: West of Beaver Ruin

City of Norcross Department of Economic Development
Housing Development Opportunities
Created June 25, 2019
Character Area 10
South Cemetery Street

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

Incentives:
- Federal Opportunity Zone
- Less Developed Census Tract
- Local Opportunity Zone
Character Area 11

Jimmy Carter Blvd/N. Norcross Tucker Activity Center

Vision
A high density and mixed-use node that serves as regional attraction and strong employment center for the city and greater Atlanta region

Incentives:

- Federal Opportunity Zone
- Less Developed Census Tract
- Local Opportunity Zone
Character Area 12
South Norcross Neighborhoods

Vision:

Housing Priority: Medium

Housing Development Highlights

- 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 the workforce and young families
- A culturally diverse area
- Building Height should be limited to 35 feet
- A variety of residential housing options are allowed, as part of a planned residential development

Incentives:

- Federal Opportunity Zone
- Less Developed Census Tract

City of Norcross Department of Economic Development

Housing Development Opportunities
Created June 25, 2019
Character Area 13
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

Housing Priority: Medium

Housing Development Highlights
- The area is characterized by master planned developments of mid-rise buildings
- The mix of uses and intensity is similar to that of Lindbergh Center in Atlanta, where a MARTA station, offices, and numerous restaurants and housing options are located

Incentives:
- Federal Opportunity Zone: West of Indian Trail and Beaver Ruin
- Less Developed Census Tract: West of Indian Trail and Beaver Ruin
# Land Uses by Character Area

The following chart indicates the land uses within each character area.

## Table 2.4. Land Uses by Character Area

<table>
<thead>
<tr>
<th>GENERALIZED USES</th>
<th>1 - AT-PB (p.16)</th>
<th>2 - Medlock-PB (p.18)</th>
<th>3 - Pinckneyville (p.20)</th>
<th>4 - N Peachtree St Nbds (p.22)</th>
<th>5 - Hopewell Woods (p.24)</th>
<th>6 - Buford Hwy/JCB (p.26)</th>
<th>7 - Town Center (p.28)</th>
<th>8 - Langford Rd Ind. Ctr. (p.30)</th>
<th>9 - Summerour (p.31)</th>
<th>10 - S Cemetery St. (p.32)</th>
<th>11 - JC/Nor-Tucker (p.33)</th>
<th>12 - S Norcross Nbds (p.34)</th>
<th>13 - I-405 Activity Ctr. (p.36)</th>
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<td>Low Density Residential</td>
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<td>Planned residential community (mixed housing types allowed)</td>
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<td>Skilled Nursing Facilities (no rehab)</td>
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<td>Neighborhood level commercial, studio or office (&lt;5,000 sf)</td>
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<td>Community level commercial or office (&lt;50,000 sf)</td>
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<td>Heavy commercial (auto related, outdoor storage)</td>
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Figure 3.5. Existing Land Use Map
POPULATION QUICKFACTS

Total Population: 16,845
Population Growth: 7%
Median Age: 30.8

Average HH Income: $66,349
Average HH Size: 3.10
65 and Older: 5%

Diversity Index: 91.2
Households: 6,004
Employees: 16,233