



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

MEMORANDUM

To: Mayor & Council
From: David Versel, Economic Development Director
Date: December 17, 2025
Re: Feedback on Comprehensive Plan Update from 12/15/25 PWS

This memorandum summarizes citizen input and comments made by Mayor & Council at the Policy Work Session held on Monday, December 15, 2025 regarding the draft of the 2045 Comprehensive Plan Update. Staff will be holding a follow-up meeting with Kimley-Horn to discuss these comments and to update the draft plan document accordingly. Any changes made to the document will be incorporated into all documents and posted to the City website showing tracked changes from both the currently adopted plan and from the draft presented on 12/15/25.

Citizen Input

A total of 13 citizens addressed Mayor & Council at the 12/15/25 meeting, with most specifically speaking about the Comprehensive Plan.

- Many raised concerns about the continued development of multifamily apartments in the City, with several of these citizens stating a preference for condominiums, senior housing, townhomes, cottages, mixed-use developments, and other alternatives.
- Multiple citizens stated that they would like to see more retail, restaurants, and community oriented businesses in the City.
- Several citizens commented on the need to address infrastructure issues, specifically traffic congestion and stormwater.
- One citizen asked if the dividing line between Character Areas 7A and 7B could be moved to differentiate between single-family uses closer to the historic core and higher intensity uses along Buford Highway.
- One citizen commented that the City needs to work to diversify its housing stock to ensure that younger people can afford to live in Norcross and to drive demand for the businesses that the community would like to see.
- Other comments addressed the City's processes, specifically the need for better communications and for architectural review of new developments.

Comments by Mayor & Council

- General comments on the plan:
 - Multiple CMs stated for the benefit of the public that the comprehensive plan presents an overarching vision for future growth and development in the City but that it has no force of law and does not directly result in any changes to the zoning of specific properties.

- There was consensus among M&C to add language to the narrative in multiple character areas addressing the City's desire for more age-restricted/senior housing.
- A comment was made regarding the need to protect residential neighborhoods from noise and visual impacts from adjacent industrial and commercial uses.
- Multiple CMs shared the sentiment that density was not inherently negative but that the location of higher-density development must be carefully planned to ensure that it does not negatively impact mature residential and commercial areas.
- Multiple questions and comments were raised regarding the findings of the survey and public engagement. It was suggested to add a slide to the presentation for the January RCM discussing the survey results.
- Comments on specific Character Areas:
 - In response to citizen input, M&C discussed altering the proposed boundary between Character Areas 7A & 7B. Consensus was to have the boundary align with Magnolia Street throughout the district. A recommendation was made to follow the former location of Bostic Street to have the boundary cut through the middle of Lillian Webb Park.
 - There was consensus among M&C to add language and images/graphics to Character Areas 1 and 7B to discuss the tapering of heights and densities from major thoroughfares such as Jimmy Carter Boulevard, Peachtree Industrial Boulevard, and Buford Highway to adjacent residential and lower-density commercial areas.
 - A comment was made that the narrative for Character Area 12 needed to address the possible impact of the proposed widening of I-85 on this area and that stormwater issues in this area needed to be addressed as well.
- Comments on Character Area maps:
 - Kimley-Horn was asked to prepare two versions of the Character Area maps for the January 5 RCM: 1) the version presented at the December 15 PWS, and 2) a new redlined version showing suggested changes.
 - Kimley-Horn was asked to provide higher resolution maps in the next iteration of the plans