



NEWS RELEASE

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NORCROSS HOLDS GROUNDBREAKING FOR MIXED-USE DEVELOPMENT NEAR LILLIAN WEBB PARK

New multifamily development will include 184 apartments, 9 “live-work” units, a 280-space parking garage and countless amenities.

NORCROSS (GWINNETT COUNTY), GA (FEBRUARY 5, 2019) – The City of Norcross broke ground today on a multifamily development that is part of the city’s eight-year Downtown Norcross Expansion project (including a brand new 22,000 square-foot library) taking place alongside Lillian Webb Park and Buford Highway. The development, called **‘THE BRUNSWICK’** as was revealed this morning, represents a significant step in attaining the goals of the 2034 Comprehensive Plan and the 2011 Livable Center Initiative.

“We are very excited to have reached this phase in our plans to bring Downtown Norcross to Buford Highway,” Norcross Mayor Craig Newton says of the groundbreaking this morning. “First came the [Lillian Webb] park, and now we’re seeing our vision of a true ‘Live. Work. Play.’ community come to life with the advent of a new library, townhomes, commercial space, and now this incredible, innovative property.”

The property is named for the Brunswick Hotel, a legacy with strong city roots as the 29-room hotel was built by Norcross founder, John Thrasher, in 1870 before its demolition at the end of World War II. The Brunswick Hotel was a defining feature of Norcross’ origins as a railroad outpost, and the new Brunswick hopes to carry on that heritage as a defining feature of Norcross’ future.

Situated on a 3.35 acre site at the corner of Holcomb Bridge Road and Buford Highway (directly next to Lillian Webb Park), **THE BRUNSWICK** will rise five stories and feature 184 traditional apartment units in addition to nine Live/Work units, countless amenities and a 280 space parking garage available for residential and public use. The developers behind the project, Gateway Ventures and Centro Development, are aiming to create a “flagship” urban product right in the heart of this historic neighborhood, providing residents with the best of both worlds—urban living in a small town setting.

“With Lillian Webb Park as its backyard and a charming downtown nearby, this project exemplifies our passion for weaving commercial development into the context of unique and historic communities like Norcross,” says Matt Mason, Partner at Gateway Ventures.

Other key stakeholders in the project include: Dwell Design Studio (architect), New South Construction (contractor) and Eberly & Associates (civil engineering and landscape services).

The Live/Work units are of particular interest in light of the city's ongoing sustainable initiatives—initiatives that have landed the city many accolades including Platinum-Level Green Community by the Atlanta Regional Commission. These nine apartments bring a whole new meaning to “Live. Work. Play.” in Norcross, encompassing both commercial and living space within individual, rentable units. Residents will be able to relax at home, go to work and play in the park and nearby shops, all without ever stepping foot in a car!

THE BRUNSWICK opens Fall 2020 and will pursue NGBS Bronze Certification, a national green building standard.

“I think one of the reasons people like Norcross is because we are different,” continues Mayor Newton. “It doesn't matter what is happening around the region, we are going to maintain our historic character and values while we balance growth. It's a challenge, but we have proven ourselves capable of meeting it and will continue to grow into the future with this in mind.”

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ABOUT THE CITY OF NORCROSS

Incorporated in 1870, the city of Norcross has been very busy securing a solid standing as both an eco-conscious community and world-class art district in the nearly century and a half since. Voted Gwinnett County's “Best Arts & Cultural Scene” by Gwinnett Magazine, Norcross has become well known for its unconventional public arts projects. Norcross was recognized by the Atlanta Regional Commission as one of only two Platinum-Certified Green Communities in the region and was named a “Best Green Government” by Gwinnett Clean & Beautiful and “Tree City USA” by The Arbor Day Foundation. The Sustainable Norcross Commission has earned regional applause for its efforts to spearhead the City's local pro-environment practices. The city's famed tree canopy, 13 parks and more than 31 acres of beautifully maintained public green space serve as popular gathering spaces for residents and visitors alike. A jam-packed calendar of events and eclectic collection of shops and restaurants serve to keep the historic downtown area bustling year-round. Creative souls from all walks of life are encouraged to “come unwind” and enjoy the positive energy that earns Norcross its reputation as “a place to imagine.”

ABOUT GATEWAY VENTURES

Gateway Ventures is a real estate investment and development firm based in Atlanta, Georgia. The firm has extensive experience in sophisticated public-private partnerships and university developments in addition to mixed-use projects in both urban and strategic suburban markets. Gateway seeks to create lasting value in its holdings by developing quality mixed-use projects in emerging markets and, in so doing, investing in and improving the communities in which it serves.

ABOUT CENTRO DEVELOPMENT

Located in Austin, Texas, Centro is a commercial real estate development firm specializing in mixed-use residential development, urban redevelopment, and public-supported development. Their development projects have totaled over 4,400 units and are primarily located in the central Texas region, but span from Albuquerque to Atlanta.

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