



# City of Norcross

Monthly Newsletter

August 2011

## Norcross Welcomes Hyundai!



In a decision that reflects yet another feather in Norcross' economic development hat, Hyundai Construction Equipment Americas, Inc. (HCEA) has announced plans to relocate its headquarters and warehouse facilities into the city. Previously based outside of Chicago, the company's operational reach covers all of North, Central and South America, manufacturing more than 28 models of heavy construction equipment including excavators, forestry machines and wheel loaders. The move is expected to create about 100 jobs over five years.

According to Norcross Economic Development Manager, Rusty Warner, Norcross offered several appealing benefits for HCEA. "The package included more than just the ideal real estate," explained Warner. "There were several logistical benefits including Norcross' proximity to major highways. In addition, I got the impression that they liked the charm, and the sense of community that we offer. HCEA's management philosophy seems to include being an involved partner with its community, contributing and participating at a local, more personal level as well as being an international entity. Norcross offers them a unique opportunity to do exactly that."

"I want to thank Gov. Deal and all those involved in the process that made our decision to move to Georgia an easy one," said John Lim, president of HCEA in a recent statement. "Given that this is the headquarters of the Americas, we needed a location that was strategically located, not only for access to markets in the Southeastern United States, but South and Central America as well. Georgia, Gwinnett County and the City of Norcross will be ideal as we grow our business into the future."

The new facility will include office space for the company's finance, sales and service operations. Located at 6100 Atlantic Boulevard in Norcross, the new headquarters are expected to be fully operational by third quarter of 2011.



### Mayor

Bucky Johnson

### Mayor Pro Tem

Ross Kaul

### City Council

Andrew Hixson  
David McLeroy  
Charlie Riehm  
Craig Newton

### City Manager

Rudolph Smith

### City Clerk

Susan B. Wuerzner

### Deputy City Clerk

Monique Lang

### City Hall

65 Lawrenceville Street  
Norcross, GA 30071  
Mon. - Fri. 8a.m. - 5p.m.  
770.448.2122  
Fax: 770.242.0824



## Norcross is Growing Organic

By Laura Sullivan, Editor of [norcrosspatch.com](http://norcrosspatch.com)

Kirsten Anderson was bent over her very own 5- by 8-foot patch of earth on a recent afternoon, getting dirt under her fingernails. A novice gardener and avid cook, Anderson recently bought a raised bed in the Norcross Community Garden, next to the Community Center. "I live in an apartment," explained Anderson, a Peachtree Corners resident. There's no place for her to grow her own vegetables and herbs - but she loves the idea of raising her own food just ten minutes away from her doorstep.

The new Community Garden, sponsored by the City and Sustainable Norcross, gives locals a chance to grow produce using organic products and practices - and to be educated on the topic.

Currently, there are four planted charity beds in addition to those rented by community members. Girl Scouts backyard-farmed the beds set aside for charity. These will be kept up by community volunteers, with the bounty going to St. Patrick's Church in Dunwoody to freshen up their food bank. The Norcross Cooperative Ministry couldn't accept donations of fresh food, so the group had to pass on local recipients.

Connie Weathers, chair of Sustainable Norcross and also a member of the Community Garden board, said they will be encouraging people to plant year-round, using cover crops and winter crops, and that they are interested in using

*(continued on page 4)*



## The Scoop on Dogs & Parks

In July, Norcross City Council voted to continue enforcing an existing ordinance banning dogs from public parks. The subject was decided upon after almost a year of research and discussion on how other cities handle the challenge of having dogs and people co-exist in highly trafficked green spaces.

“In a perfect world, everyone would clean up after their pets and we wouldn’t have this problem,” explained Norcross Council Member and Mayor pro tem, Ross Kaul. “As it is, public feedback was pretty consistent that no one likes stepping in a mess. The ordinance to keep dogs out of parks has been on the books for years now – the only reason it has come up now is that we wanted to make sure that the ordinance still made sense. For most of council, it did.”

Public perception that this is a new ordinance has resulted in a surprising amount of media attention, as well as concern by local dog owners. However, according to City officials, the only real change is the re-location of public “dog stations”, where supplies for the proper disposal of dog waste are provided.

According to Norcross’ Director of Public Works, Utilities & Parks, Craig Mims, re-locating these stations is intended to provide better service to dog owners walking their dogs along unrestricted public areas with high traffic, such as sidewalks throughout the downtown area.

“The goal isn’t to keep dogs out of downtown Norcross,” said Mims. “The goal is to ensure healthy places for kids to play and to encourage dog owners to take proper care of their pets’ waste.” As a resident noted at a recent Progressive Development Committee (PDC) meeting, the city offers an extensive sidewalk network that allows for long walks for dogs and their owners. Another resident dog owner noted that a number of downtown businesses keep fresh water handy outside their doors, and 45 South Cafe goes so far as to offer dog treats to passerby. In this “dog-friendly” vein, Norcross Presbyterian Church hosted its first annual Dog Dayz event on July 30th, featuring a “Flea” Market, dog show competitions, and a blessing of the animals.

“At the June 6<sup>th</sup> council work session, I noted that we really need to create a dog park here in Norcross,” commented Council Member Craig Newton. “Council was open to the concept and a proposed place was the city owned property on Mitchell Road. This area has been an eyesore for years with overgrown greenery in the aftermath of its use as a compost site and as a construction landfill. Regardless of where we put a dog park, I think this is a great opportunity for the community and the city to work together for a solution. We’ve done this before with exciting results - although it will require a good bit of planning, I think it will provide our citizens with a unique opportunity for a new park.”

*Have an opinion on whether Norcross needs a dog park or not and if so, where a good place for it might be? Email your suggestions to [communityvoice@norcrossga.net](mailto:communityvoice@norcrossga.net).*

### NEW LOCATIONS FOR DOG STATIONS:

- Park Dr. (beside Woods Animal Clinic)
- Jones St. near entrance to Skin Alley
- Autry St. at Nesbit intersection
- Britt Ave. at end of sidewalk
- Lawrenceville St. between City Hall and Welcome Center
- S. Peachtree St.

## NPD Recognized for Professional Standards

The Norcross Police Department has once again earned state certification as one of the top law-enforcement agencies in Georgia. Certification is a progressive and time-proven way of helping law enforcement agencies calculate and improve their overall performances. Participating agencies conduct a thorough self-analysis to determine how existing operations can be adapted to meet rigorous objectives. When these procedures are in place, assessors verify that applicable standards have been successfully implemented. The process culminates with a decision by a joint executive committee that the agency has met the requirements for certification.

The NPD has maintained its state certification since 2000, representing a significant professional achievement of which the whole city can be proud.



## Happenings

August 3

Artist Vicki Johnson  
Exhibit Opening, 6 - 7:30pm  
Norcross Welcome Center

August 5

Departure: The Journey  
Tribute Band  
Summer Concert Series  
7:30pm Thrasher Park

August 13

Date Night Downtown  
6:30pm - 9:30pm  
Downtown Historic Norcross

August 19

Unveiling of New Park Art  
Almost Elton John Concert  
Event begins at 7pm  
Thrasher Park

August 27

Movie “The Princess Bride”  
7pm, Lillian Webb Park  
Whistle Stop Farmers Market  
Every Tuesday 4pm - 8pm  
Thrasher Park

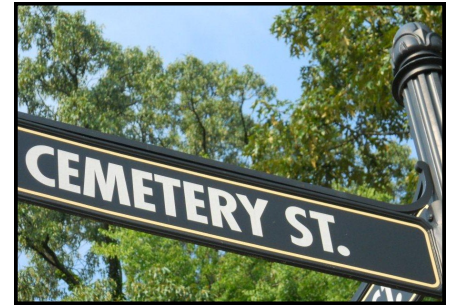
For more events, visit  
[www.aplacetoimagine.com](http://www.aplacetoimagine.com)  
Become a Fan on Facebook!

## An Old Street Gets a New Name

Long time residents share stories of horse-drawn hearses clattering down Cemetery Street, the once-dirt road that leads from town to the city's circa-1870 graveyard. The section that was dubbed North Cemetery Street now bustles with drive-through traffic and folks visiting merchants along the stretch, including an events cottage, a local gourmet eatery, and a furniture shop. The vision is for the stretch to someday be home to even more retailers, as well as to residents in development planned alongside Lillian Webb Park. With that in mind, city officials felt it might be prudent to change the name to something a bit more cheerful.

"The purpose is economic development of this area," said Council Member Craig Newton, who brought the idea to the Council and authored the motion. He said that it could be more difficult to attract new businesses to a Cemetery Street address because of the dark connotation.

In July, the City Council approved the idea by voting 5-0 to change the name. Although several ideas were discussed, it was decided the simplest thing was to extend Holcomb Bridge all the way to Buford Hwy. South Cemetery Street, which actually runs by the cemetery, will keep its name.



## The Unveiling is Near!

The newest art project in Thrasher Park continues to move forward....mosaic artist Jennifer Freeman is feverishly working on meeting the deadline set for August 19th. Weather permitting, the work will be installed on time and ready to reveal just before the "Almost Elton John" concert in a 7pm presentation that will celebrate Norcross' commitment to creativity and the arts. Designed by Anne Labaire, the 11' diameter artwork promises to be a dramatic and vibrant attribute to the spirit of the Norcross community.

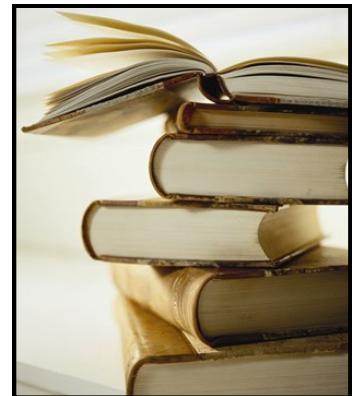
## Putting Books to Work for Norcross

When it comes to finding creative ways to fund community projects, Norcross has often earned notice for its ingenuity. Sometimes, it's just a matter of connecting the right organizations, as illustrated in a recent partnership organized by local volunteer and resident, Arlene Beckles. Ms. Beckles, who was appointed by the city as chair of its Imagination Committee, found an opportunity to generate funds for projects planned by Sustainable Norcross, the Norcross Arts Alliance, and the Norcross Cluster School Partnership. She introduced these groups to Better World Books (BWB), a for-profit social enterprise that collects and sells books online, generating funds for literacy initiatives in the U.S. and around the world. Since its founding in 2003, the Mishawaka, IN-based company has raised almost \$9 million for its non-profit literacy and library partners, donated over 3.3 million books and saved space in landfills by re-using or recycling over 40 million books.

In Norcross, collection bins have been placed around the community, providing places where books can be safely dropped off. They will then be sold from BWB's website with a portion of the funds returning to Norcross to support the following local projects: Safe Routes To School at Summerour Middle School – sponsored by Sustainable Norcross; Elementary School Art Competition – sponsored by Norcross Arts Alliance and the Literacy Program – Norcross Cluster School Partnership.

"Everyone is really hopeful that we can raise a substantial amount of money through this program," said Beckles. "I know most of us have old text books, paperbacks we're done reading and even boxes of books that have been in storage so long we can't remember the titles of their contents. This is a great way to clean out the basement, put the books to good use through re-use or recycling, and also support the goals of some super worthy community projects."

For more information about the project including a list of collection bin locations, visit [aplacetoimagine.com](http://aplacetoimagine.com) and look under "Community Activities".



## Billing Alert

The mailing date for this year's tax bills and water fees is September 15, 2011. Their due date is November 15, 2011 by 5:00pm (postmark date does not apply - they must be received at City Hall by this date) This is just a "heads up" - more information to come!



## Norcross is Growing Organic (continued from page 1)

“hoop houses,” greenhouse kits that extend the growing season for three to four months. “Dunwoody’s community garden yielded lots of lovely greens in the middle of the winter last season,” said

Weathers. “There are all sorts of things we can grow in this region that time of year!”

Chantéz Daya, who runs the larger Suwanee community garden, attended a Norcross Community Garden board meeting recently to educate members about gardening with organic practices. “The most important thing is starting with good soil,” she said. “You want to make the clay malleable, like a sponge.” She recommended different organic “amendments” made from sometimes surprising materials, like bat guano, blood meal and fish fertilizer. “It’s nice to be organic, because you can experiment,” she said.

A \$25 rental fee secures use of the raised bed for a partial season, until Jan. 31. It comes readymade with potting soil inside the 5” x 8” cedar planks, though you’ll likely need to enrich and tinker with the soil. Community workdays will be scheduled for the four beds that are dedicated to charity - and individual volunteer work can also be arranged. After all, it’s all about getting dirty together, in the name of good, clean food.

*Note: At the time of this printing, there were only a few remaining beds available for the fall of 2011. Please email [sustainablenorcross@gmail.com](mailto:sustainablenorcross@gmail.com) for information about renting beds and volunteering opportunities.*

## Back 2 School Food Drive: Help Feed Our Kids!



The “BACK 2 SCHOOL – SNACKS 4 KIDS” CAN Do For Hunger Food Drive will be held this September. The drive will focus on items that children enjoy, like peanut butter and jelly, juice boxes, pudding cups, fruit cups, granola bars, etc. So many children go home after school and are by themselves for hours before dinner, so we are looking at items that they can easily make and eat on their own without needing to cook.

Collection bins are located inside City Hall, and you can drop food items off at every summer concert held in Thrasher Park. A list of the needed items is online at [www.norcrossga.net](http://www.norcrossga.net).

For more info on how you or your group can organize a related food drive, call 770-448-7327 or email [probertson@norcrossga.net](mailto:probertson@norcrossga.net). Help ensure that none of Norcross’ children go hungry!!!



## Come Unwind With Us!

■ **The Whistle Stop Farmer’s Market** is still going strong now through the middle of October. Lots of healthy seasonal veggies, fresh baked goods, sauces and salsa and more, plus live music and free kids’ activities. It’s *Where Getting Fresh is Fun!*

■ **Date Night Downtown** is on the 13th this month - a bluegrass duo called “The Gypsy Hicks” will be performing for us that evening! To find out what else is going on in Historic Downtown, visit [www.aplacetoimage.com](http://www.aplacetoimage.com).

■ **Interested in what else is going on in town?** Local civic groups, churches, clubs and schools regularly submit events info that is posted on [aplacetoimage.com](http://aplacetoimage.com). Look under “Community Bulletin Board” for details - to get your organization’s event posted, email a flier and details to [tfowler@norcrossga.net](mailto:tfowler@norcrossga.net).



**Norcross’ next Recycling Event** (electronics, document shredding & paint recycling) will be held on **Saturday, October 15th**. Details will be available at the end of August. If you have any questions in the interim, please email [probertson@norcrossga.net](mailto:probertson@norcrossga.net).

### CITY NUMBERS

Business Licenses  
678.421.2061

Community Center  
678.421.2025

Courts & Tickets  
770.448.2173

Economic Development  
678.421.2023

Yard Debris Pick-up  
678.421.2057

Permits & Signs  
770.449.4062

Police Non-Emergency  
770.448.2111

Property Tax  
678.421.2061

Street Lights  
678.421.2000

Streets & Paving  
678.421.2018

Trash Pick-up  
770.448.3447

Utilities Service  
770.448.2122

PR/Downtown Manager  
678.421.2033