



# CELEBRATING 150 YEARS!

NEWSLETTER • NOVEMBER 2020

## DEVELOPMENTS IN NORCROSS



### LETTER FROM MAYOR NEWTON

It has been quite a year for Norcross...not only have we been living under the constraints and uncertainty of a worldwide pandemic, but it is also our 150th anniversary this year! Last issue, we honored the occasion by shining a light on some of our history and greatest accomplishments. Now, I'd like to share with you all of the great and amazing things in store for our future, in spite of the conditions we find ourselves in during COVID-19.

### BROADSTONE JUNCTION

Nearing completion for a Spring 2021 grand opening, Broadstone is already in full lease mode. Located off of Jimmy Carter Blvd. just north of Buford Highway, Broadstone is a \$100 million, 354-unit residential development on the former campus of WestRock/RockTenn. Alliance Residential Realty is the developer of the multi-family portion while Lennar Corporation is the developer of the for-sale townhome portion. We love that the developers were able to save and adaptively reuse two of the original buildings (dated 1983 and 1997, respectively) for loft-style apartments, and that the new-construction buildings are National Green Building Standard (NGBS) certified. And to top it off, this development is a Finalist for the 2020 Metro Atlanta Redevelopment Summit Awards!



When finished, the development will include 90 industrial-style loft units, 200 flat-style units and 64 townhomes. Community amenities feature a resort-style saltwater pool; outdoor fire tables and grilling stations; a community park as well as a pet park and dog spa; bike storage; a private club room featuring a catering kitchen; a fitness center; a mezzanine library and maker space; and private office rooms, conference rooms and work stations.

## THE BRUNSWICK

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 is a 4-story multi-family development by Gateway Ventures and Centro Development. 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.



With a completion date set for the end of this year, The Brunswick features 184 traditional apartment units, 9 live/work units, countless amenities and a 280-space parking garage available for residential and public use.

## CROWNE PLAZA HOTEL

Apsilon Hotel Group is currently renovating one of Norcross' oldest hotels, the Garden Plaza, built in 1989. This renovation, a \$20 million investment, will become a Crowne Plaza flagship, Norcross' first full-service, four-star hotel that will cater to business travelers. The hotel is conveniently situated at the junction of Holcomb Bridge Rd. and Peachtree Industrial Blvd. Its features include 235 rooms, 3 ballrooms, an indoor and outdoor pool, a fitness center and a business center. Like all Crowne Plaza hotels, it will be ready for business 24 hours every day.



One of the neatest aspects of this project is that the design plans call for a mix of history with the technology of the future. The aesthetics of the redesign are specifically tailored for the City of Norcross, "merging the history of train commuting to the present day, modern traveler," helping guests to enjoy their memorable stay at the property and take a piece of history with them. Crowne Plaza is anticipated to open in Spring 2021.

## THE LIBRARY

In a joint partnership with Gwinnett County Government and Gwinnett County Public Library, Norcross is getting a brand new, 22,000-square-foot library branch to replace the 11,000-square-foot existing branch. Relocating to a 1.5-acre site off Lillian Webb Park, the new branch is estimated to be the most-used library in Gwinnett, with over 1,000 visitors a day.



Approved by the Gwinnett County Board of Commissioners in 2017, the groundbreaking was held "virtually" this year and the project should be complete by the end of 2021. Amenities will include a community room and larger areas for computer services, creative projects, and interactive programming and services. The facility will also contain a pedestrian plaza and a parking deck funded by SPLOST.

As you can see we already have so much to love and celebrate here in Norcross, but we're not done yet! We are working to expand Downtown Norcross to Buford Highway and beyond, so that all our residents can enjoy equal access to amenities like public art, green spaces and more. And while it's true our 150th anniversary party has had to be postponed until next year, there's no reason we can't take time now to revel in all this amazing city has to offer us. So go on! Picnic in the park. Walk your dog on our trails. Spend time shopping and dining downtown. But most of all, participate in our future planning opportunities, so we can ensure the next 150 years are just as filled with memories & good times as the last.

# NEIGHBORHOOD CLEAN-UP & RECYCLING DAY

**NOVEMBER 7, 2020**

## Shredding Event

Shred-it will be on-site with their shred truck. Watch on the video display as your materials are shredded securely. This event is open to the public and is FREE. Limited to 5 medium boxes or equivalent. **Location: Norcross City Hall, 65 Lawrenceville Street, 9 a.m. - 12 p.m. or until the truck is full.**

*For complete information on these events and what material are allowed at each event, please visit [www.norcrossga.net](http://www.norcrossga.net) to view informational flyers or contact Sonya Isaac at 678.421.2027*

## Electronics Recycling

Get rid of old cell phones, computers and keyboards without guilt! Atlanta Recycling Solutions and City volunteers will help you unload. For a complete list of recyclables visit the City website and look on the flyer. This event is open to the public. This event is free except for televisions which require a \$20 fee. CRT Monitors are \$10.00. *NOTE: We cannot accept console or projection televisions.* **Location: Norcross Community Center, 10 College Street, 9 a.m. - 1 p.m.**

## Clean-up Day

Get a jumpstart on your Fall Cleaning! Bring us anything that is not hazardous material. Open to City of Norcross residents (proof of residency required). This event is FREE. **Location: Public Works Facility, 345 Lively Avenue (just off Buford Hwy), 8 a.m. - 3 p.m.**

## ELECTION UPDATES!

Notice is hereby given that the City of Norcross GENERAL ELECTION will be held on Tuesday, November 3, 2020, from 7 a.m. until 7 p.m. at Norcross City Hall, 65 Lawrenceville Street, Norcross, GA 30071. The polling place is accessible to the handicapped. Any voter who requires assistance to vote because of blindness, disability and inability to read or write may be assisted by a person of the voter's choice, other than the voter's employer or officer or agent of voter's union. Also, in compliance with Section 203 of the Voting Rights Act concerning individuals of Hispanic heritage, voting materials will be provided in Spanish and English.

The GENERAL ELECTION will be held to elect three members of the City Council. Councilmember Elaine Puckett, Councilmember Andrew Hixson and Councilmember Josh Bare currently occupy the offices.

# COMMUNITY SPOTLIGHT

## NORCROSS WELCOMES NEW CITY MANAGER, ERIC JOHNSON

After a nation-wide search, Norcross Mayor & Council voted during October 12th's special called meeting to bring on Eric Johnson of Cumming, Georgia as the city's new city manager, a position that went into effect October 13th. Johnson succeeds long-time city manager Rudolph Smith, who retired this September after over 20 years in service to the city.

Johnson brings with him 26 years of experience in local government senior management, and most recently hails from Forsyth County where he has spent the last three years as County Manager, serving a population of 254,000 and overseeing 1,000 employees. As Forsyth County is the municipal service provider for 97% of county residents (as well as utility provider) and operates under a General Fund budget of \$121 million, Johnson is amply prepared for the challenge of managing Norcross' own 124 employees and population of 16,854, which includes the operation of a MEAG electric utility and budget of more than \$36 million.

In addition to working with Forsyth County, Johnson spent a 30-year career with Hillsborough County in Tampa, Florida, holding such positions as Assistant County Administrator, Director of Strategic Planning and ERP Implementation, Management Services Administrator, Director of Management and Budget, and Manager of Revenue and Forecasting. He has a Bachelor's in Economics from the University of Florida, and a Masters of Public Administration from the University of South Florida. Furthermore, Johnson has been recognized for multiple awards and achievements, including:

- Picot B. Floyd Public Service Leadership Award, American Society for Public Administration Chapter
- Achievement Award, National Association of Counties
- Award for Excellence, Government Finance Officers Association of the U.S. and Canada (GFOA)
- Breakthrough Award, Forsyth County United Way
- GFOA Distinguished Budget Presentation Award (21 years)

Johnson's greatest strength is in local government financial management, having developed material for national seminars that he has taught over a period of 20 years, and having chaired a national committee of

budget directors and then served on the Executive Board of the Government Finance Officers Association of the U.S. and Canada. He has developed more than two dozen financial policies based on best practices, implemented multi-year forecasting and monthly financial reporting, and received recognition for developing a guide to the budget for taxpayers. This specialization was of particular value to the City of Norcross during the hiring process, given the city has had the benefit of a financial-focused city manager for many years and truly appreciates the significance of what such a background brings to the table.

"I am at the stage of my career where I look for opportunities to have an impact—and quickly," explained Johnson in his cover letter. "The opportunities for Norcross are endless: building a tax base to ensure the quality—and sustainability—of services the community deserves, redevelopment on key corridors, ensuring the long-term viability of the downtown, providing infrastructure and greenspace to address needs that aren't the same in each character area, and collaborating with the county and schools to ensure the city's efforts work as seamlessly with those other entities as possible. The city's Imagination Proclamation presents even more of an opportunity for the community to effect change and emerge stronger and united."

Having been granted the position, Johnson is now eager to jump in and begin putting his ideas and plans in action.



# SPARKLE!

## CELEBRATION



The City of Norcross is pleased to present the following events to celebrate the holiday season:

### **CARRIAGE RIDES**

**December 1 - 23 on  
Tuesdays/Wednesdays/Fridays •  
6:30 - 8:30 P.M.**

Board in front of Taste of Britain. Please wear a mask (required), and bring your own blanket (if desired).

### **VIRTUAL STORYTIME WITH SANTA**

**December 1 - 22 on  
Tuesdays/Wednesdays/Fridays • 7 P.M.**

Tune in on Facebook Live to see and hear Santa read bedtime stories!

### **VIRTUAL TREE LIGHTING**

**December 4 • 6:30 P.M.  
Facebook Live**

### **HEART OF NORCROSS CHRISTMAS**

**December 4 • 5 - 8 P.M.  
December 5 • 10 A.M. - 8 P.M.  
December 6 • 10 A.M. - 6 P.M.**

Head to South Peachtree Street for some holiday cheer! Our Heart of Norcross merchants will be pulling out all the stops for this festive weekend. The kids will love seeing and meeting Disney princesses and other favorite characters while mom and dad check off their shopping lists. Please wear a mask and remember to social distance!

### **JOE GRANDSEN HOLIDAY CONCERT**

**December 5 • 6 P.M.  
The Crossing Parking Lot**

This is a ticketed event; cost is \$20 per table of 4. Call 678-421-2048 (or 2049/2025) for more information.



# IN THE KNOW

## VIRTUAL VETERANS DAY CEREMONY

November 11 • 10 A.M.  
Facebook Live



## GAME DAY

November 7 • 2:30 P.M.  
UGA vs FLA • \$20 per table

Call 678-421-2048 (or 2049/2025) to  
make reservations

# LIONHEART THEATRE PRESENTS

ORPHANS BY LYLE KESSLER  
DIRECTED BY CHRISTINE TRENT

November 13 - 22  
Fridays and Saturdays at 7:30 P.M.  
Sundays at 2 P.M.

In an old row house in North Philadelphia, two brothers, Phillip (sensitive, reclusive, never venturing out of his North Philly home) and Treat (a violent pickpocket and thief), kidnap a mysteriously wealthy businessman.

Tickets will go on sale Nov 1st at [lionhearttheatre.org](http://lionhearttheatre.org). Reservations are required to allow for social distancing. Limited seating. Masks are required. For more information, call 770-885-0425.



## SACRED THREADS ART EXHIBIT OPENING RECEPTION

November 13 • 6 - 8 P.M.  
The Rectory

Themes of these artistic quilts provide thought-provoking insights, encouragement, inspiration and healing responses to grief and human hardships. This interactive quilt exhibit features recordings of the artists explaining their work. The Sacred Threads traveling exhibition has attracted a wide array of visitors across the nation and has proven appropriate for all ages. Following the opening reception, the exhibit will be available through January 8th by calling 678-421-2048 (or 2049/2025) for admittance. Social distancing is in place; masks are required.

*Learn more at [sacredthreadsquilts.com](http://sacredthreadsquilts.com).*

# NORCROSS COMMUNITY MARKET

## CONTINUES NOVEMBER 7 & 14 WITH NEW LOCATION AND TIMES

Join Norcross Community Market and the Historic Norcross Business Association (HNBA) in celebrating the beginning of the holiday season! Move with us from our usual pickup location at City Hall over to Downtown Norcross outside of VSOP Olive Oil and Vinegar Taproom (81 S. Peachtree Street). Please note times will also be changing on both days to 10 a.m. until 12 noon.

The regular online farmers market will still accept orders on Sundays from 9 a.m. until 5 p.m. Thursdays for the weeks of November 7 and 14, as they have been doing since May. All that is different is the pickup location and times.

On November 14th, consider staying downtown to shop and enjoy the customer appreciation specials offered at each participating establishment during the Heart of Norcross Holiday Open House. A curated selection of holiday food and gift items will be offered by local vendors of Norcross Community Market inside VSOP from 12 - 3 p.m. Wear your mask and get a jump start on the holidays while you #shoplocal!

As always, you can subscribe to the market's newsletter for more information and follow them on social media for the latest details. Learn what shopping local and America Recycles Day weekend have in common when your local farmers market partners with the city's Sustainable Norcross Commission and HNBA! Subscribe here: [bit.ly/3fPYdty](https://bit.ly/3fPYdty)

---

## HEART OF NORCROSS HOLIDAY OPEN HOUSE

November 14 • 10 A.M. - 8 P.M.  
Downtown Norcross

Our Heart of Norcross merchants are having their annual Holiday Open House on Saturday, November 14! Special Offerings Include:

- **45 South Café**  
2 premium coffee drinks + banana bread or substitute for \$9
- **Norcross Community Market**  
Pick up your market orders this week at VSOP Taproom from 10 a.m. - 12 noon, then shop for your holiday gifts and food from popup vendors (also at VSOP) from 12 - 3 p.m.
- **Social Fox**  
"Daddy Daycare" — leave dad with us to take care of while you shop
- **Stone Works Salon**  
15% off gift certificate purchases; product basket raffle
- **Studio 87 Yoga**  
4 yoga classes for \$32
- **Taste of Britain**  
Hot tea and English biscuits (cookies); gift basket giveaway — keep your receipt #, the winner's receipt will be announced on FB & Instagram on Saturday, November 21st
- **VSOP Taproom**  
\$5 mimosas; \$5 glasses of house wine; 15% off purchase of \$50 or more
- **Antique Traditions**  
20% off storewide on seasonal décor and inspiration, prepackaged and gourmet gifts, boutique accessories, furnishings and books; register to win gift cards; free gift with eligible purchases; sips and samples
- **Carolee's**  
Free gift with purchase for the first 25 shoppers; coupon for 20% off one item; refreshments served all day

# SUSTAINABILITY TIP OF THE MONTH: POLLINATORS

Don't forget to thank BEES at your Thanksgiving Dinner this month! The majority of the tasty dishes we make for Thanksgiving solely exist thanks to our fuzzy little friends' hard work. Without them, we wouldn't be able to have pumpkin pie, cranberry sauce, sweet potato casserole, nor deliciously herb stuffing! Even the turkey would be missing from the table! Turkeys graze on seeds, fruits and grains that wouldn't exist without the bees. So don't forget about our little buzzing friends when you celebrate this month... without them, these festivities just wouldn't be the same!



## CALENDAR OF EVENTS

### NOVEMBER 7

Neighborhood Cleanup & Recycling Day, Downtown Norcross, 8 a.m. - 3 p.m.

### NOVEMBER 7

Norcross Community Market Pickup, Outside VSOP Taproom, 10 a.m. - 12 p.m.

### NOVEMBER 7

Game Day Viewing, The Crossing Parking Lot, 2:30 p.m.

### NOVEMBER 11

Veterans Day Ceremony, Facebook Live, 10 A.M.

### NOVEMBER 13

Sacred Threads Opening Art Exhibit, The Rectory, 6 - 8 p.m. (Exhibit Runs Through January 8)

**NOVEMBER 14** Norcross Community Market Pickup & Vendor Popup Market, VSOP Taproom, 10 a.m. - 12 p.m. (pickup), 12 - 3 p.m. (popup market)

### NOVEMBER 14

Heart of Norcross Holiday Open House, Downtown Norcross, 10 a.m. - 8 p.m.

### DECEMBER 1-23

(TUES/WED/FRI): Carriage Rides, Boards at Taste of Britain, 6:30 - 8:30 p.m.

### DECEMBER 1-22

(TUES/WED/FRI): Storytime with Santa, Facebook Live, 7 p.m.

### DECEMBER 4

Tree Lighting, Facebook Live, 6:30 p.m.

### DECEMBER 4 - 6

Heart of Norcross Christmas, Downtown Norcross, Friday 5 - 8 p.m., Saturday 10 a.m. - 8 p.m., Sunday 10 a.m. - 6 p.m.

### DECEMBER 5

Joe Grandsen Holiday Concert, The Crossing Parking Lot, This is a ticketed event; cost is \$20 per table of 4. Call 678-421-2048 (or 2049/2025) for more information.

**For more event information: [aplacetoimagine.com](http://aplacetoimagine.com)**