



STATE OF THE CITY

MAYOR CRAIG NEWTON

October 23, 2024



A BRIEF HISTORY OF THE CITY

Founded 1869, Atlanta entrepreneur J.J. Thrasher purchased 250 acres around the first stop north along the proposed Richmond Danville rail lines. One year later, the area was incorporated and named for Thrasher's good friend and fellow entrepreneur Jonathan Norcross, the fourth mayor of Atlanta.

Eventually, Norcross became known as "Atlanta's Favorite Summer Resort," and beginning in 1878, a commuter train called the "Airline Belle" made round trips twice a day, carrying visitors between Atlanta and Norcross.



Greetings from



Georgia



Norcross was established in 1870 by John A. Norcross, a railroad business entrepreneur and one of the early pioneers who opened the settlement of Marietta, now known as Atlanta. In 1870, he headed north, toward the beautiful hills he saw in honor of his longtime friend, Jonathan Norcross. This mural is dedicated to the rich history and historical significance of our town. The images inside each of the letters celebrate the important people and key influences that helped make Norcross what it is today.

Jonathan Norcross
Our town's namesake, Jonathan Norcross served in North Carolina and in Atlanta, in 1848, joined the same firm as founder John Thurston. A dry goods merchant and a railroad operator soon after, he became the fourth mayor of Marietta (1851-1852). Dubbed the "Father of Atlanta," by the press, he joined the government of Georgia in 1876.

Trains and Railroads
In 1869, the citizens of Norcross completed Atlanta and Marietta Railroad management for the city. In the late 1800s and early 1900s (until the appearance of the passenger train), the Norcross Cotton Gin (built for Norcross) which is still standing today, drew many to the evening. The Norcross Cotton Gin was a valuable tree (which was made into thread) from the 1850s, was a respected commodity and active advocate for the education of black children.

The Cotton Gin
Cotton was the main cash crop in the early days of Norcross. In the late 1800s and early 1900s (until the appearance of the passenger train), the Norcross Cotton Gin (built for Norcross) which is still standing today, drew many to the evening. The Norcross Cotton Gin was a valuable tree (which was made into thread) from the 1850s, was a respected commodity and active advocate for the education of black children.

The Brunswick Hotel
In the 1870s, town founder John Thurston marketed Norcross as a resort destination, offering visitors clean air and water, along with scenic views. He built a two-story resort, along the Norcross River, which stood until the 1920s. The Brunswick, which stood across from the city park, was a popular spot for recreation and accommodation for many years.

Lum Howell
Among 1930s local black citizens founded the Howell Missionary Baptist Church. Located just a few blocks away on South Street, the still-thriving church boasts thousands of members today. Blacksmith Charles "Sam" Howell, who operated a shop on South Avey from the 1890s to the 1950s, was a respected community leader and active advocate for the education of black children.

Roy Carley
Roy Carley was one of four young men that were raised in Norcross and played major league baseball in the 1920s. Carley, who was known as a powerful hitter, still holds the record for the longest measured home run in professional baseball history, at 618 feet.

Norcross Depot
The first cotton shipment from Norcross was shipped to market by rail in October 1870. The current (second) Norcross depot was built in 1908, by John Partypahan, Company for the Southern Railway for \$4,700,000. It was built a year after the first building caught fire in the middle of the night and burned to the ground.

Hope Nesbit
Doctors, nurses, and pilots from Norcross have served in the armed forces since the beginning of our town's history. General Taylor, graduate and World War I veteran Hope Nesbit, shows here, said of his service in France, "We were near there to win. We knew it was determined, and it might cost us our lives, but that didn't stop us."

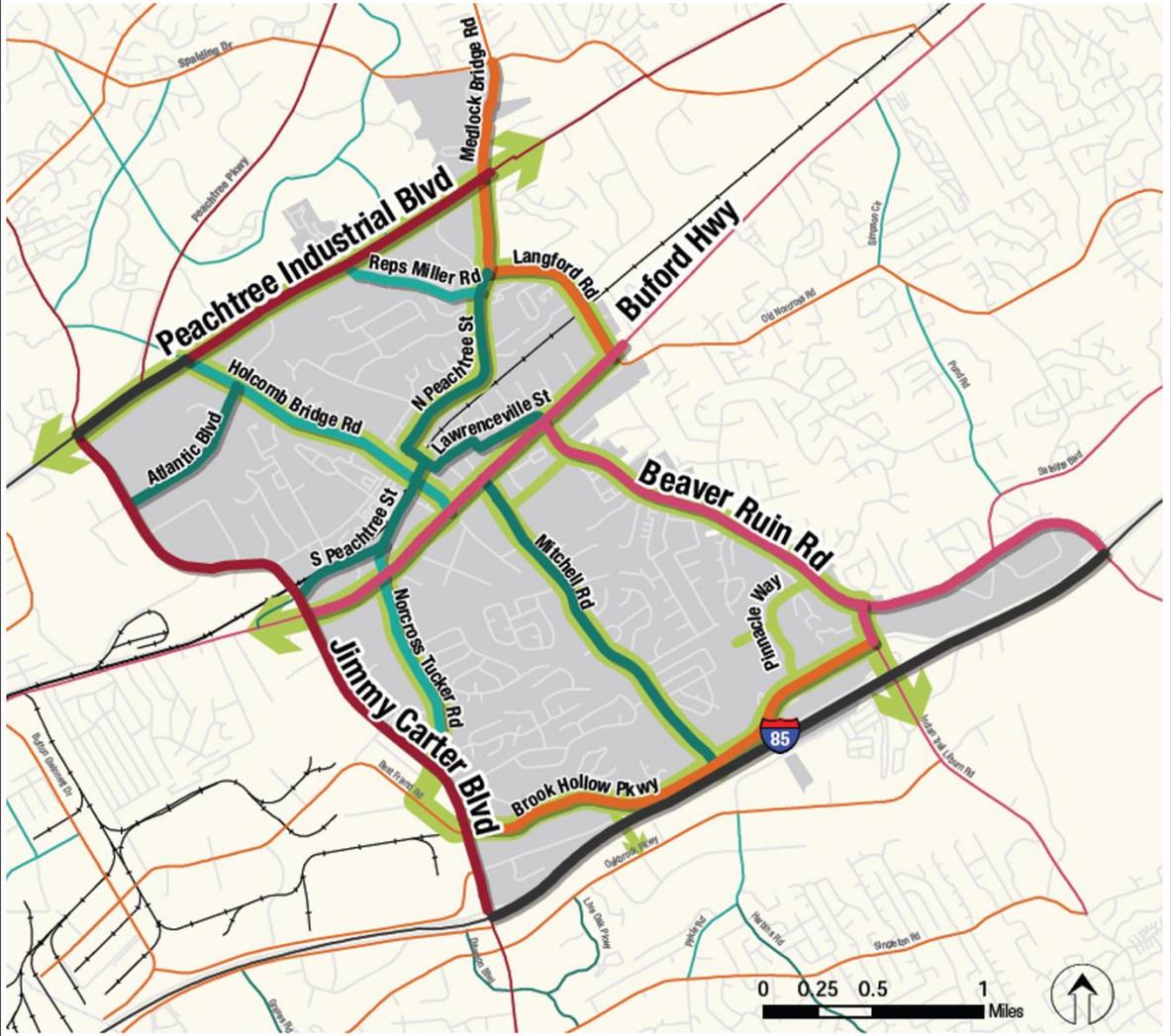
The City of Norcross and Norcross Public Arts Commission would like to give thanks to the following for the creation and installation of this mural:

- ATOMIC WASH
- DIGITAL PRECISION
- ARLON

CITY OF NORCROSS

City Limits Map

Figure 2.3. Long Range Road Classification Map



- Long Range Road Classification**
- Freeway*
 - Principal Arterial*
 - Major Arterial*
 - Minor Arterial
 - Major Collector
 - Minor Collector
 - Local Road
 - Future Bike-friendly Route**
 - City of Norcross
 - Railroads
 - Stream



CITY OF NORCROSS MAYOR & COUNCIL



Craig Newton
Mayor



Bruce Gaynor
Mayor Pro Tem



Josh Bare
Councilmember



Marshall Cheek
Councilmember



Andrew Hixson
Councilmember



Matt Myers
Councilmember

CITY OF NORCROSS DEPARTMENTS & LEADERSHIP

City Manager's Office	Eric Johnson, <i>City Manager</i> Tracy Rye, <i>Assistant City Manager</i>
City Clerk's Office	Monique Philip, <i>City Clerk</i>
Community Development	Vivian Vakili, <i>Community Development Director</i>
Court Services	Maurice Shepherd, <i>Clerk of Court</i>
Downtown Manager/Welcome Center	Stephanie Newton, <i>Cultural Arts & Tourism Director</i>
Economic Development	Jim Trupiano, <i>Interim Economic Development Director</i>

CITY OF NORCROSS DEPARTMENTS & LEADERSHIP

Finance	Toni Jo Howard, <i>Finance Director</i>
Human Resources	Camille Washington, <i>Human Resources Director</i>
Police Department	Bill Grogan, <i>Chief of Police</i>
Public Works	Len Housley, <i>Director of Public Works</i>

FINANCIAL OVERVIEW

- The city is in a strong position to manage its obligations:
 - *\$16.6 million spent in our major operating fund with a surplus of \$1.4 million*
 - *Accumulated more than \$6 million in restricted revenue in recent years to make a down payment on a new Public Safety Building*
 - *Leveraged federal grants to tackle deferred maintenance of our stormwater infrastructure*
 - *Committed 55% of our 2023 SPLOST to transportation in order to catch up on maintenance on our roads*



FINANCIAL OVERVIEW

- Norcross provides a variety of municipal services but what makes us somewhat unique is that we sell electricity.
- Four years ago, we negotiated to sell power to a new Amazon facility at the county line with Doraville. Within the next two months, we will not only power that facility but also hundreds of Rivian delivery vehicles based there.



BUSINESS & DEVELOPMENT

in the City of Norcross



THE PERRY GROUNDBREAKING



BROADSTONE JUNCTION



GWINNETT HOUSING CORPORATION RIBBON CUTTING



PINNACLE PARK

A PLACE TO GROW. THRIVE. IMAGINE.

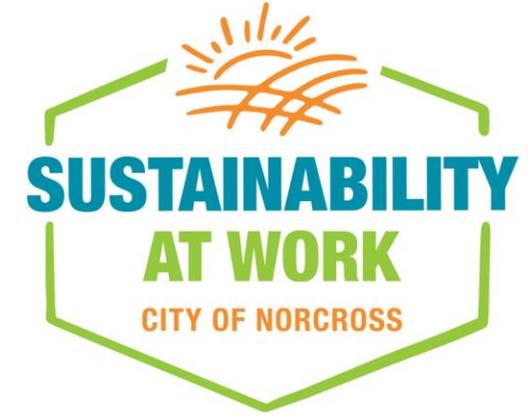
Recognized as one of "100 Most Genius Places in America," Norcross, Georgia is emerging as a major regional and global economic engine. Transformative ideas, diversity and strong leadership are the keys to our success. Once known as a small bedroom community, our growth into an employment center, access to talent pools and innovation are some of the reasons why businesses call Norcross home.

LEARN MORE AT
NorcrossED.com



SUSTAINABILITY AT WORK

- Norcross is proud to have an active and passionate Sustainable Norcross Commission.
- SNC's Mission Statement:
 - *Advise Mayor & Council on environmental sustainability matters*
 - *Assist the city in maintaining Platinum Certification in ARC Green Communities Program*
 - *Educate and inspire Norcross residents and businesses to be leaders in sustainability*
 - *Develop and implement new sustainability innovations in our community*



SNC'S ACCOMPLISHMENTS

- Participated in community events: Art Splash, City Pollinator Garden, UGA & Forestry Department Tree Giveaway, Recycling, Norcross Gardening Club, Read Across Norcross and Read Across America, and community service events at Norcross schools
- *Gwinnett County Rain Barrel presentation*
- ***Bee City USA recertification & projects***
- *Partnered with Bee City & UGA to provide tours of school gardens*
- *Pollinator Census for youth engagement*
- ***Pollinator Workshops***
- *Hard-to-recycle and reclamation recycling event in fall 2023*
- ***SNC members worked with City Staff to obtain ARC Green Communities Platinum Certification***
- *Recruitment of new commission members*
- *Feet on the Street Anti-Contamination Program Audits*
- *Pedal Norcross*
- ***Working with the city on establishing pedestrian-friendly initiatives***
- *Collaboration with other boards (Tree Planting with Norcross elementary)*
- *Plastic Free Campaign, Bingo card*

RESIDENTIAL DEVELOPMENT IMPACTS

- The City of Norcross strives to develop and maintain housing that is of a quality, supply and range of types
- 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 homeownership 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*



NORCROSS DEMOGRAPHICS

- 6 Square Miles
- Population | 17, 642
- Labor Force Draw | 2.5 million people
- Median Household Income | \$74,921
 - *28% increase over the past 3 years*

YEAR	MEDIAN HOUSEHOLD INCOME			
	NORCROSS	PEACHTREE CORNERS	DULUTH	GWINNETT COUNTY
2022	\$74,921	\$74,716	\$88,915	\$82,296
2021	\$70,403	\$68,738	\$77,516	\$75,853
2020	\$65,409	\$65,328	\$74,377	\$72,787
2019	\$58,236	\$71,149	\$71,220	\$71,026

Source: U.S. Census Bureau, ACS 5-Year Estimates

EMPLOYMENT BY SECTOR

INDUSTRY SECTOR	PERCENTAGE	INDUSTRY SECTOR	PERCENTAGE
Professional, Scientific & Technical Services	14.0%	Healthcare and Social Assistance	5.0%
Retail Trade	12.0%	Other Services (Except Public Administration)	5.0%
Wholesale Trade	11.0%	Real Estate & Rental and Leasing	3.0%
Administration & Support Services	9.0%	Finance & Insurance	3.0%
Manufacturing	9.0%	Transportation & Warehousing	2.0%
Accommodation & Food Services	9.0%	Information	2.0%
Educational Services	7.0%	Arts, Entertainment & Recreation	2.0%
Construction	5.0%	Public Administration	2.0%

**Using zip code 30071 as closest approximation to city limits (36,306 jobs)*

Source: KB Advisory with Data from Esri Business Analyst

TARGET INDUSTRIES — RECRUITMENT

- Advanced Manufacturing
 - *Pharmaceutical Manufacturing*
 - *Aerospace/MRO (Maintenance, Repair & Overhaul)*
 - *Electrical Equipment Manufacturing*
- Professional & Business Services
 - *Computer Systems Design*
 - *Computer Programming Services*
 - *Architectural & Engineering Services*
 - *Software & IT*
 - *Administrative & Support Services*
- Logistics & Distribution
 - *Merchant Wholesalers (industrial machinery, lumber, computer, electrical, etc.)*

CURRENT VACANCY RATES IN NORCROSS

OFFICE LEASING — Q2 2024	
SUBMARKET	VACANCY RATE
Northlake/LaVista	24.0%
Norcross/Peachtree Corners	16.9%
Chamblee/Doraville/N Druid Hills	12.8%
Duluth/Suwanee/Buford	9.6%
Norcross City Limits	9.5%
Lawrenceville/Lilburn	3.1%

RETAIL LEASING — Q2 2024	
SUBMARKET	VACANCY RATE
Gwinnett Mall/Duluth	7.2%
Norcross/Peachtree Corners	5.2%
Stone Mountain/Clarkston	5.1%
Norcross City Limits	4.5%
Lilburn/Snellville	3.6%
Chamblee/Doraville	1.1%

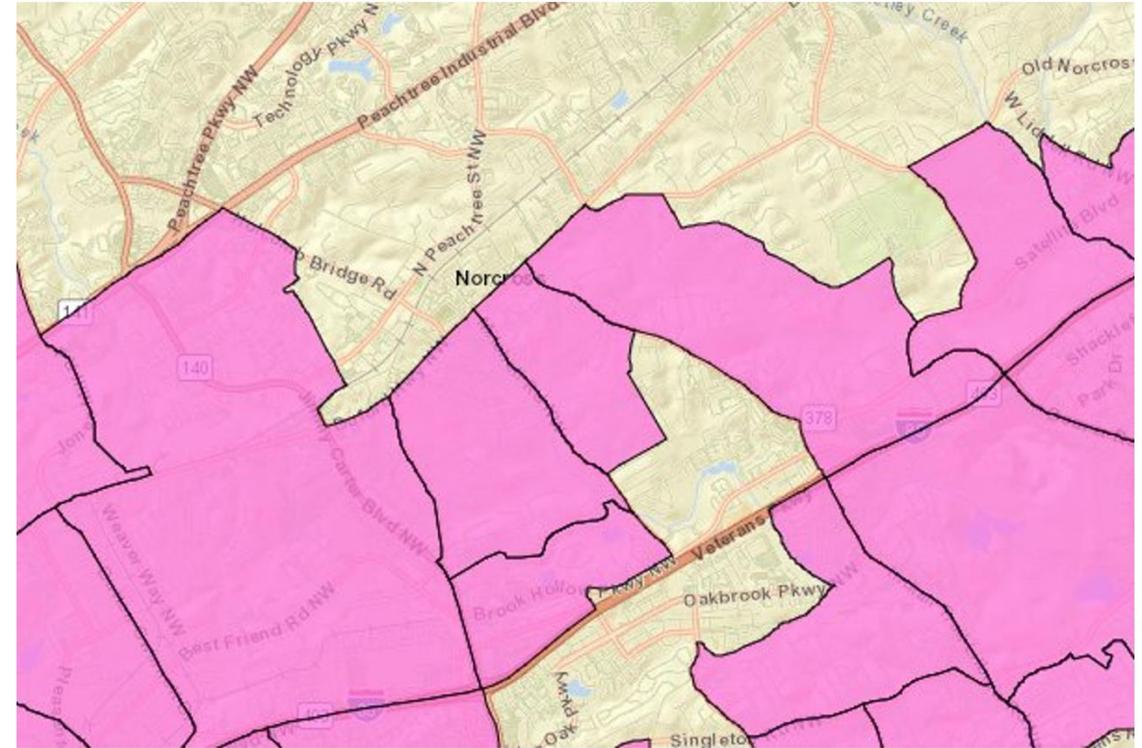
INDUSTRIAL LEASING — Q2 2024	
SUBMARKET	VACANCY RATE
Duluth/Suwanee/Buford	6.1%
Doraville/Chamblee	5.1%
Norcross City Limits	4.7%
Norcross/Peachtree Corners	4.3%
Stone Mtn/Lilburn/Snellville	4.1%
GA-316/Lawrenceville	3.1%

BUSINESS SUPPORT & INVESTMENT INCENTIVES

- The City of Norcross is a business-friendly city, striving to support business of all types, sizes, and scales.
- Our Economic Development Department works with state and regional partners to support new and existing business development.
- Norcross provides support and resources at several different levels through local, state, and federal incentives.
 - *Norcross has a Foreign Trade Zone designation*
 - *Norcross also offers a Freeport Tax Exemption on international warehouse inventory within 4 different categories.*

BUSINESS SUPPORT & INVESTMENT INCENTIVES

- *State of Georgia offers a Job Tax Credit of a \$1,250, per year, per new employee, for 5 years if a minimum of 15 net new jobs are created.*
- *The Job Tax Credit can increase to \$3,500 if the business is located in designated Less Developed Census Tract (LDCT) and creates at least 5 net new jobs.*



*Pink area denotes LDCT *Source: Department of Community Affairs*

NORCROSS COMPREHENSIVE PLAN & *Town Center LCI Update*



DOWNTOWN

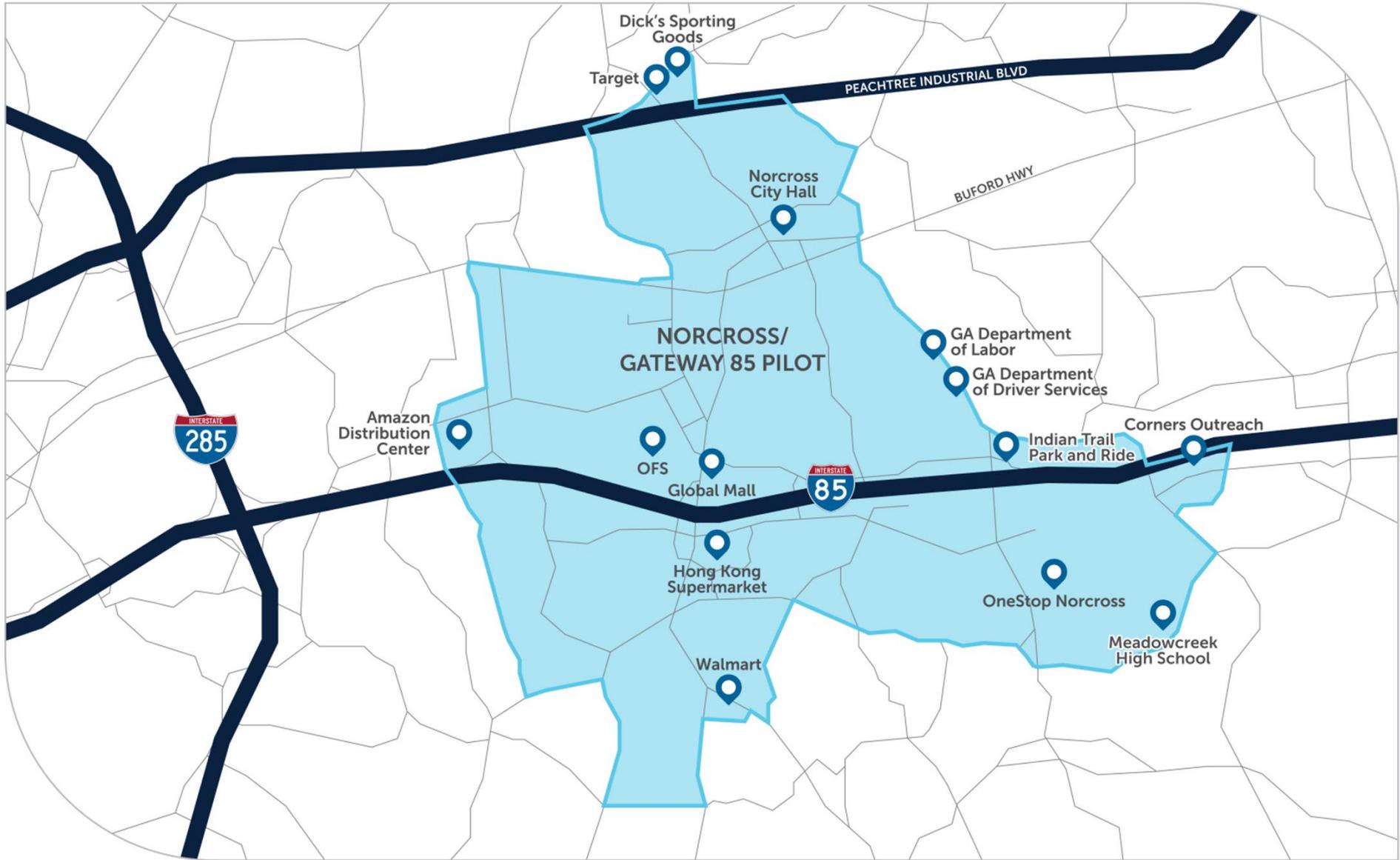
HISTORIC NORCROSS



HISTORIC DOWNTOWN NORCROSS

MICROTRANSIT IN NORCROSS





BUFORD HIGHWAY MASTER PLAN



FIGURE 4.2F DOWNTOWN NODE: BUFORD HIGHWAY

RECENT DEVELOPMENTS

- **Downtown District Growth (South End Redevelopment-mixed use entertainment district; Butter & Cream, Refuge Coffee, Rose & Hemp, etc)**
- **S. Peachtree Street Parking Project expected to be complete in Fall 2024**
- **1,000+ Apartment Units from The Brunswick, Broadstone Junction, The Perry, The Clara, Sage.**
- **Single Family & Townhomes such as The Kelly, Adams Vineyard, Norcross Estates, Pinnacle Way.**

NORCROSS HOUSING AUTHORITY

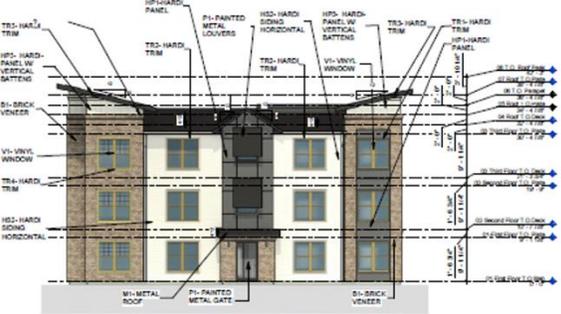




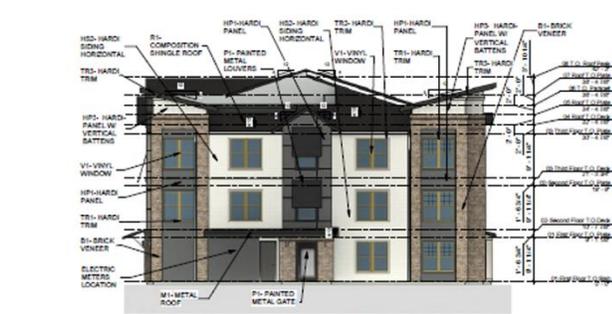
01 BUILDING 1 ELEVATION-MITCHELL ROAD
3/32" = 1'-0"



02 BUILDING 1 ELEVATION PARKING SIDE
3/32" = 1'-0"

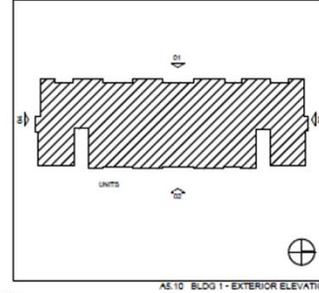


03 BUILDING 1 ELEVATION - REEVES ST.
3/32" = 1'-0"



04 BUILDING 1 ELEVATION - ENTRY DRIVE
3/32" = 1'-0"

ELEVATIONS MATERIAL LEGEND	
B1-BRICK VENEER	CHESTER BRICK SHERWIN BLUFF WITH 0006 ANTIQUE BLUFF MORTAR
HP1-HARD PANEL	JAMES HARDIE OR EQUAL - CEMENTITIOUS PANEL SHERWIN WILLIAMS SW 264 WESTCHESTER GRAY
HP2-HARD PANEL	JAMES HARDIE OR EQUAL - CEMENTITIOUS PANEL SHERWIN WILLIAMS SW 703 AGREEABLE GRAY
HP3-HARD PANEL	JAMES HARDIE OR EQUAL - CEMENTITIOUS PANEL SHERWIN WILLIAMS WITH VERTICAL BATTENS SW 264 WESTCHESTER GRAY
HS1-HARD SIDING	JAMES HARDIE OR EQUAL - CEMENTITIOUS SIDING SHERWIN WILLIAMS SW 264 WESTCHESTER GRAY
HS2-HARD SIDING	JAMES HARDIE OR EQUAL - CEMENTITIOUS SIDING SHERWIN WILLIAMS SW 703 AGREEABLE GRAY
TR1-HARD TRIM	JAMES HARDIE OR EQUAL - CEMENTITIOUS TRIM SHERWIN WILLIAMS SW 264 WESTCHESTER GRAY
TR2-HARD TRIM	JAMES HARDIE OR EQUAL - CEMENTITIOUS TRIM SHERWIN WILLIAMS SW 703 AGREEABLE GRAY
TR3-HARD TRIM	JAMES HARDIE OR EQUAL - CEMENTITIOUS TRIM SHERWIN WILLIAMS SW 740 URBAN BRONZE
TR4-HARD TRIM	JAMES HARDIE OR EQUAL - CEMENTITIOUS TRIM SHERWIN WILLIAMS SW 807 FALL Moss
R1-COMPOSITION ROOF	TANKS OR EQUAL COMPOSITION ROOF WEATHERSEAL MOSS
M1-METAL ROOF	IN-FLOOR METAL OR EQUAL STANDING SEAM METAL ROOF MET-DAN DARK BRONZE
TR5-TR5 ROOF	DAY OR EQUAL TR5 ROOF MEMBRANE WHITE
ST-STOREFRONT WINDOWS	VIS AP OR EQUAL STOREFRONT WINDOWS SABE BRONZE
VI-VINYL WINDOWS	VIS AP OR EQUAL VINYL WINDOWS TAN
VO-VINYL RAILING	ARCO OR EQUAL VINYL RAILING CLAY
G1-ALUMINUM GUTTER	SENCO OR EQUAL PAINTED ALUMINUM GUTTERS ALMOND
PI-PAINTED	EXTERIOR DOORS AND METAL GATES AND LOUVERS PAINTED SHERWIN WILLIAMS SW 740 URBAN BRONZE



DATE: 08/20/2023
 DRAWN BY: JMT
 CHECKED BY: JMT
 DESIGN DEVELOPMENT
 11/16/2023
 08/20/2023
 08/20/2023
 No. Inset: A5.10

SAGE COMMUNITIES

at Buford Highway



THE PERRY



June 2021



November 2023



THE CLARA

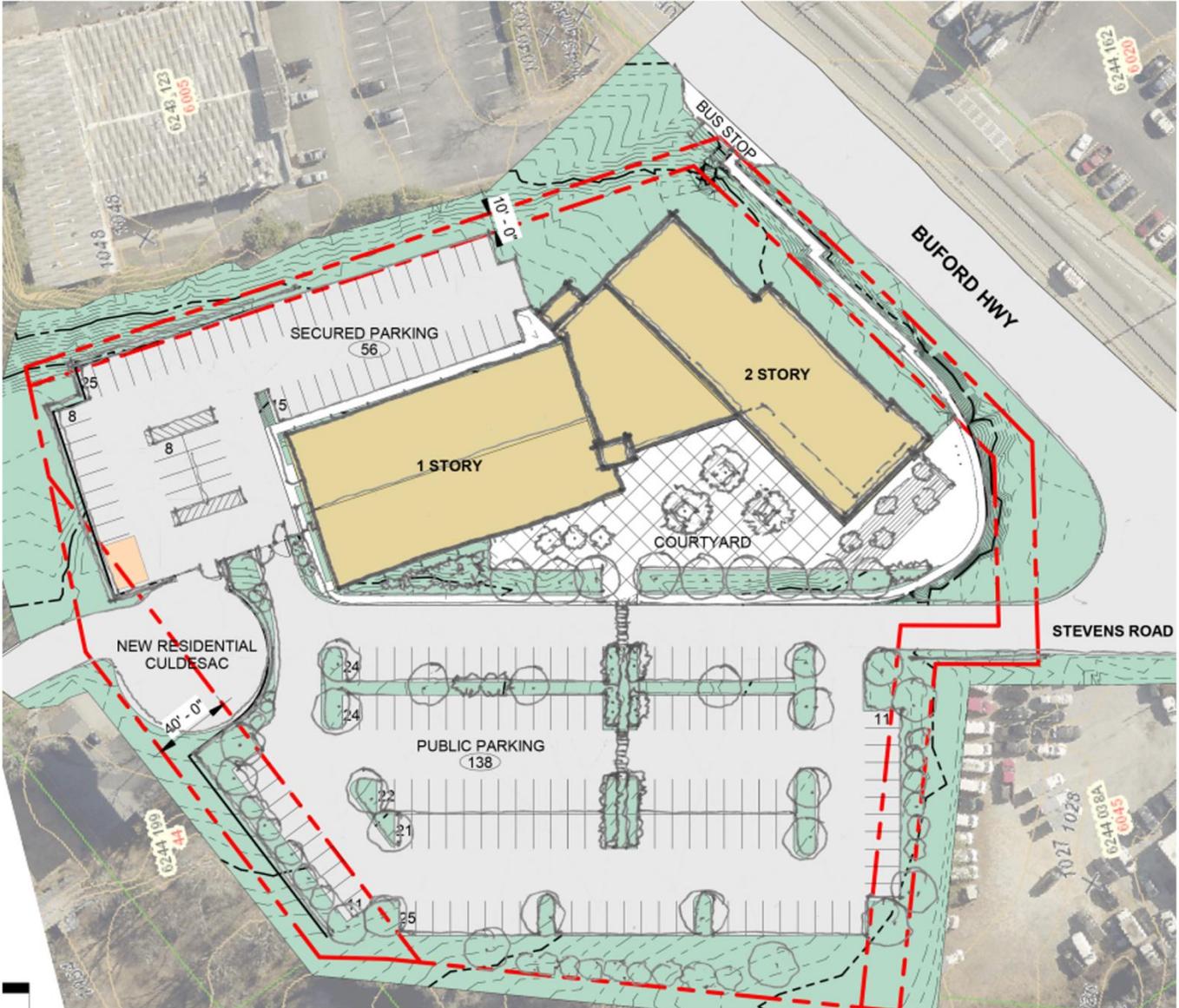


May 2023



August 2024

PUBLIC SAFETY BUILDING

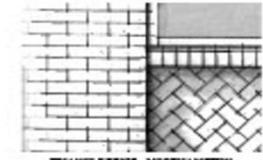




BUFORD HIGHWAY - SOUTH EAST ELEVATION



TRIANGLE BRICK - NORTHAMPTON
CORNER DETAIL



TRIANGLE BRICK - NORTHAMPTON
BOND DETAIL



STREET LEVEL BUFORD HIGHWAY - SOUTH WEST ENTRY



STREET LEVEL BUFORD HIGHWAY - SOUTH EAST

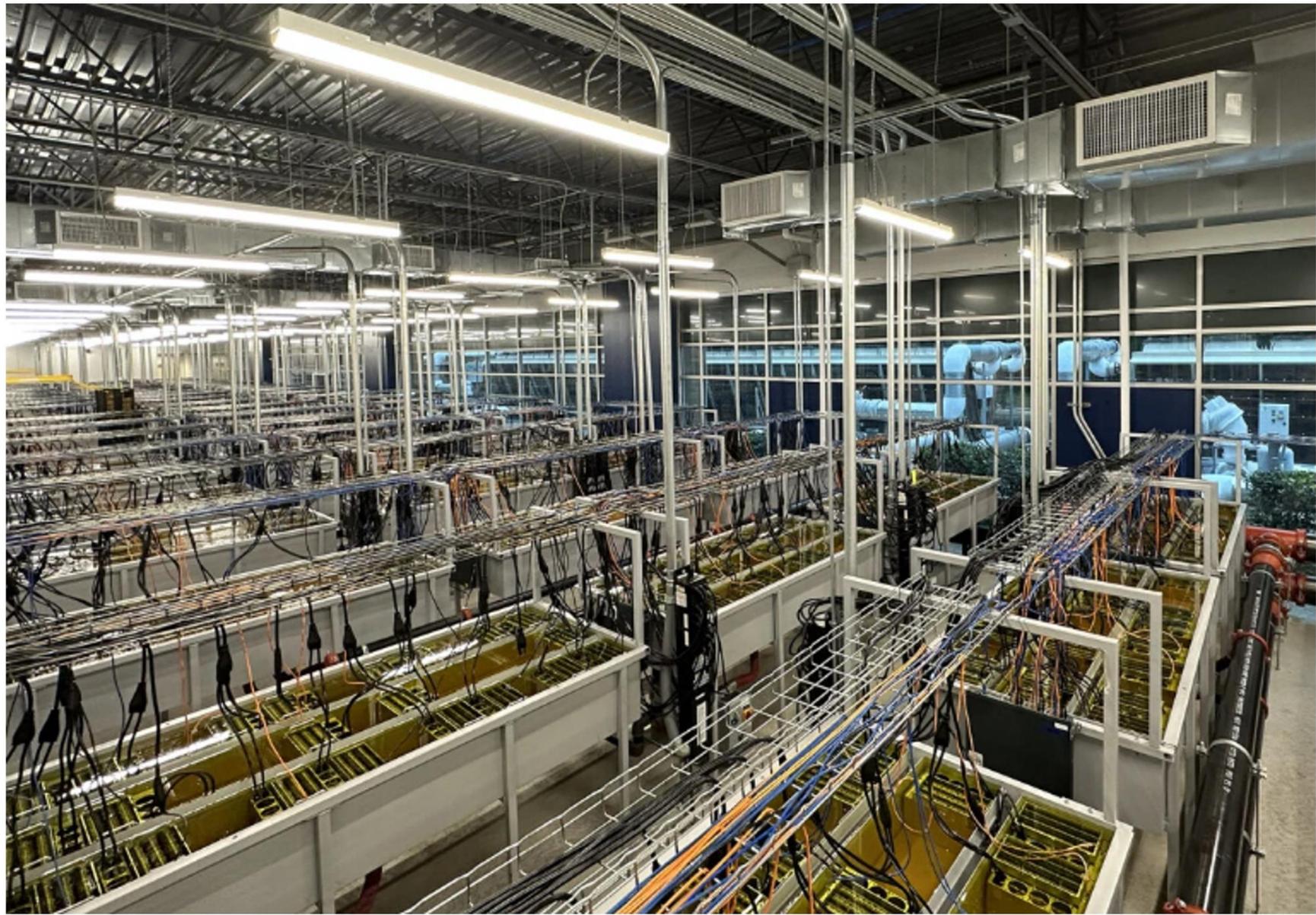
HILTI





CLEANS PARK





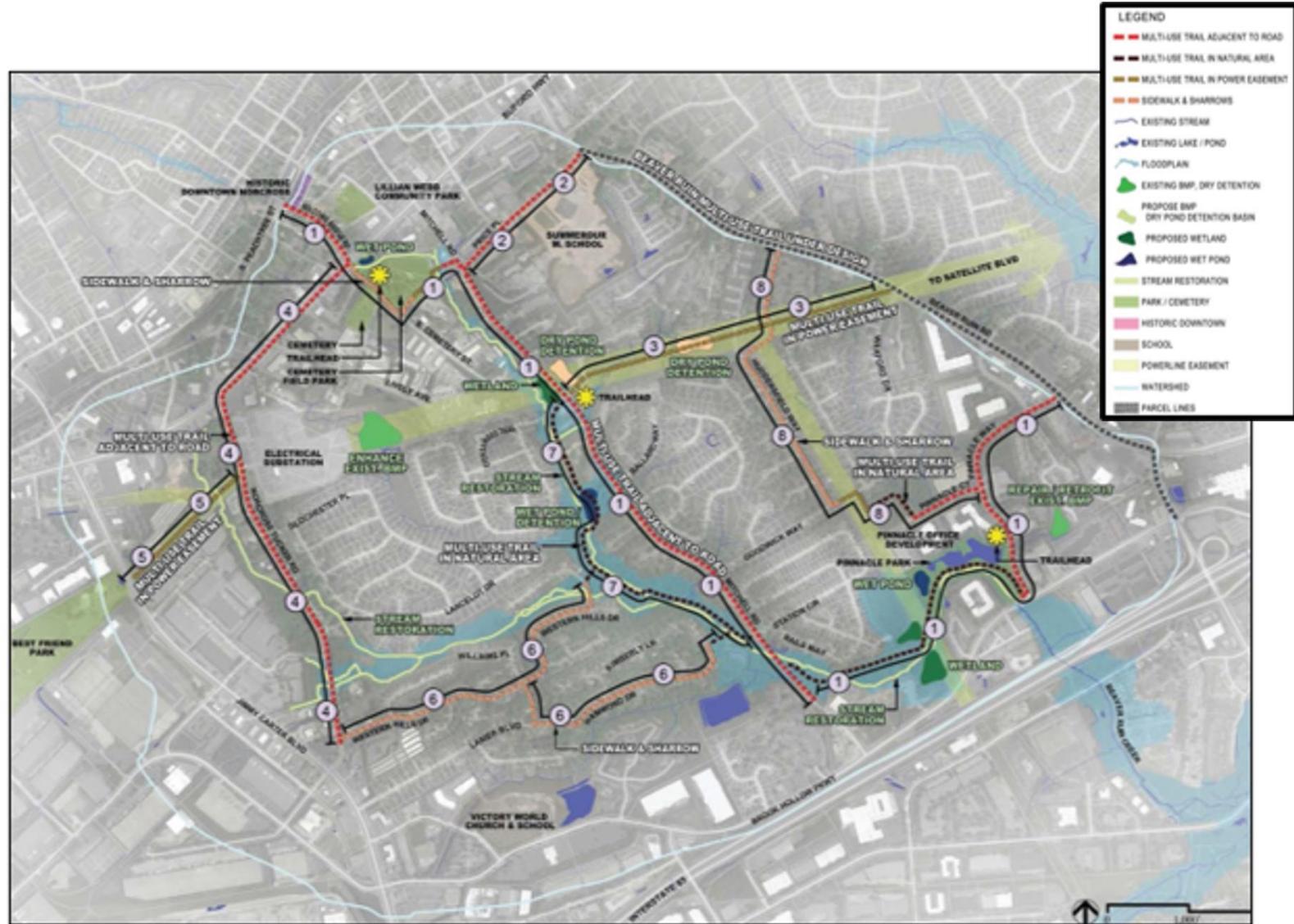
SUNIVA RESTARTS OPERATION

- Largest solar cell manufacturing facility in North America
- Manufactures high-efficiency monocrystalline silicon solar cells
- Upgrading and expanding current facility they have maintained in Norcross
- Restarting operations expected to create 240+ full time jobs



Note: Solar cells are the individual squares. These cells make up a solar panel.

NORCROSS TRAILS & GREENWAYS



NORCROSS TRAILS & GREENWAYS

- The City of Norcross Department of Public Works has completed a Parks, Greenspaces, and Trails Master Plan.
- The goal of the plan is to create an actionable, long-range vision that strategically plans for the city's future Parks, Greens, and Trails with green infrastructure and development.
- Norcross Greenway LCI project to create 3.3 miles of shared-use paths beginning southeast of Buford Highway on S. Cemetery Street and ending near Pinnacle Way.



GATEWAY85
CID PROJECTS





A CALENDAR FULL OF EVENTS

in Historic Downtown Norcross

2024 EVENTS

MARCH

- 1: First Friday Concert: Pangea
- 9: Irish Fest
- 16: Planting for Pollinators Workshop
- 30: Easter Egg Hunt & Eggs-tra Special Needs Egg Hunt

APRIL

- 5: First Friday Concert: Weekend Getaway Band
- 13: Planting for Pollinators Workshop
- 20: Neighborhood Cleanup & Recycling Day

MAY

- 4: Planting for Pollinators Workshop
- 24: Summer Concert Series: The Platinum Band
- 27: Memorial Day Remembrance

JUNE

- 7: Summer Concert Series: American Flyers
- 15: Juneteenth Festival
- 15: Bluesberry Beer & Music Festival
- 21: Summer Concert Series: Still Swingin'
- 22: Jazz In The Alley

JULY

- 3: Red, White & Boom!
- 5: Summer Concert Series: September In The Park
- 19: Summer Concert Series: Troubadour Project
- 27: Jazz In The Alley

AUGUST

- 2: Summer Concert Series: Black Jacket Symphony
- 16: Summer Concert Series: Geek Squad
- 17: Jazz In The Alley
- 30: Summer Concert Series: Queen Nation

SEPTEMBER

- 7: Atlanta British Car Fayre
- 11: 9/11 Remembrance Ceremony
- 28: Jazz In The Alley

OCTOBER

- 4: First Friday Concert:
- 5-6: Norcross Art Splash Festival
- 12: Neighborhood Cleanup & Recycling Day
- 19: Pedal Norcross
- 26: Deutsche Klassik German Car Show

NOVEMBER

- 1: First Friday Concert:
- 2: Dia De Los Muertos Festival
- 11: Veterans Day Ceremony
- 16: Historic Norcross Holiday Open House

DECEMBER

- 6: Holiday Celebration & Carriage Rides
- 7: Historic Norcross Christmas Village
- 10-20: Carriage Rides
- 11-20: Photos With Santa

MOVIE MONDAYS

2nd & 4th Mondays of Each Month at the Norcross Community Center. **Free popcorn**

HISTORIC TOURS

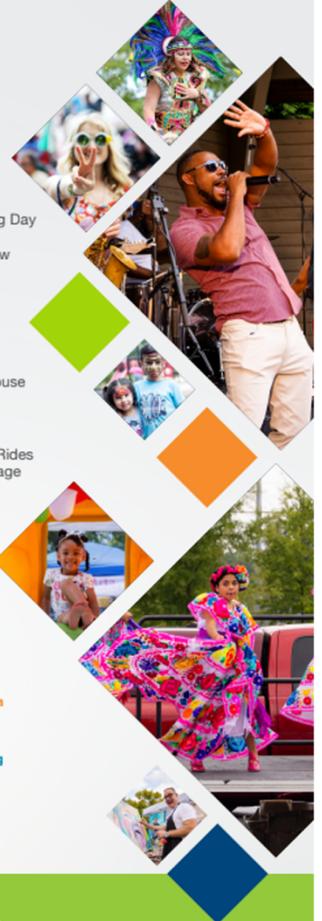
Tour schedule available at aplacetoimagine.com

LIONHEART THEATRE

Show schedule available at lionhearttheatre.org

NORCROSS GALLERY & STUDIOS

Exhibition schedule available at norcrossgalleryandstudios.org



www.aplacetoimagine.com





NORCROSS
a place to imagine

DINE

NORCROSS
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PARKS

NORCROSS
a place to imagine

SHOP

NORCROSS
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WALKING TOURS OF
HISTORIC NORCROSS HOMES



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OFF THE
TRACKS
OFFICIAL VISITORS GUIDE

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WALKING TOUR OF
TREES

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THANK YOU!

