



A PLACE TO IMAGINE

NEWSLETTER • APRIL 2025

Easter EGG HUNTS

APRIL 19 • 10:00 A.M. & 1:00 P.M.
ROSSIE BRUNDAGE PARK

Easter Egg Hunt

Celebrate the joy of spring with an egg-citing adventure in Norcross! Hop over to Rossie Brundage Park at 10:00 a.m. for a free Easter Egg Hunt packed with hidden treasures. Bring your baskets, arrive early, and stick around for magical photos with the Easter Bunny and other characters. Don't miss this egg-citing celebration of the season!

Eggs-tra Special Needs Easter Egg Hunt

Hop on over to Rossie Brundage Park at 1:00 p.m. for an Egg-stra Special Egg Hunt designed just for kids with special needs! This free and inclusive event features adaptive tools like scooping nets for wheelchairs and beeping eggs for visually impaired friends, thanks to our inclusive partners. Arrive early for this quick, fun-filled hunt and celebrate with a community that cares. Scan or click the QR code below to RSVP!

**SCAN OR CLICK
HERE FOR
INFORMATION:**



Embrace All Abilities!

Big news for Norcross! We've partnered with KultureCity to bring sensory-inclusive features to Thrasher Park events, making our community even more welcoming for everyone. We're proud to be the first city in Gwinnett to lead the way! Check out our webpage below to learn more.

**SCAN OR CLICK
HERE FOR
INFORMATION:**



Mayor: Craig Newton • **Mayor Pro Tem:** Marshall Cheek
City Council: Councilmember: Andrew Hixson, Councilmember: Josh Bare
Councilmember: Matt Myers, Councilmember: Bruce Gaynor
City Manager: Eric Johnson • **Assistant City Manager:** Tracy Rye • **City Clerk:** Monique Phillip

City Hall: 65 Lawrenceville Street, Norcross, GA 30071
Hours: Mon. - Fri. 8 a.m. - 5 p.m.
770.448.2122 | Fax: 770.242.0824
norcrossga.net

COMMUNITY SPOTLIGHT

GEORGIA CITIES WEEK



Ever wonder what goes on behind the scenes to keep Norcross thriving? Georgia Cities Week is the perfect time to find out! From April 20 through April 26, we're celebrating the people, services and achievements that make our city great. To kick things off, hear from our city departments about the vital roles they play in keeping everything running smoothly!

CITY CLERK

What is your department's primary role in serving the city?
The City Clerk maintains records, manages public meetings, oversees local elections and ensures fair and secure voting, all while supporting the Mayor and Council.

What improvements or initiatives are you currently working on?

Our department is working on implementing new software for agendas and minutes to improve efficiency and enhance public access to meetings and documents.

CITY MANAGER

What is your department's primary role in serving the city?
The City Manager oversees daily operations to ensure all city functions run smoothly and efficiently.

How does your department impact residents' daily lives in ways they may not realize?

The City Manager impacts daily life by supporting essential services like power, garbage collection, policing, code enforcement and park maintenance, while keeping elected officials informed to make decisions that benefit the community.

COMMUNICATIONS

What is your department's primary role in serving the city?
The Communications Department serves as the central hub for outgoing communications and provides consulting to other city departments on their communication needs. We oversee public relations, marketing, branding, design, social media and web management to ensure effective and consistent messaging to the public.

How does your department impact residents' daily lives in ways they may not realize?

The Communications Department impacts residents' daily lives by ensuring they receive timely information through various channels, such as the utility bill newsletter, website updates on trash collection, alerts about road closures and event announcements. We are available 24/7 to distribute important city information on trusted platforms, keeping residents informed as they go about their daily routines.

COMMUNITY DEVELOPMENT

What is your department's primary role in serving the city?

The Community Development Department promotes and protects the city by implementing sustainable building, planning and development practices, including zoning assessments, plan reviews and construction site inspections.

What improvements or initiatives are you currently working on?

We are developing a Safe Streets for All, also known as SS4A, Safety Action Plan to enhance safety for motorists and pedestrians citywide. Additionally, we are working on recertification for the city's Platinum Green Communities status with the Atlanta Regional Commission.

COURT SERVICES

What is your department's primary role in serving the city?

Court Service's primary role is to provide fair and consistent adjudication of cases, while building community trust through communication, education and innovation.

What are some of the biggest challenges your department faces?

Our biggest challenges include educating the public about the consequences of not attending court for ticket violations and managing large court crowds in a small space.

DOWNTOWN MANAGER

What is your department's primary role in serving the city?

The Downtown Manager's role is to serve as the liaison between downtown businesses and the city, fostering growth and collaboration. Additionally, the Cultural Arts and Community Center enhances the city by hosting events, promoting tourism and managing the Welcome Center & History Museum to showcase Norcross' history and culture.

What improvements or initiatives are you currently working on?

Our department is planning renovations to the Rectory to preserve this historic building for future generations. Additionally, we are working on initiatives to promote Norcross to a broader audience through online platforms and strategic partnerships.

ECONOMIC DEVELOPMENT

What is your department's primary role in serving the city?

The Economic Development Department promotes business growth in Norcross by attracting investments that create jobs, boost the tax base and enhance the local economy, ultimately improving the quality of life for residents and visitors.

What improvements or initiatives are you currently working on?

We are improving our business retention and expansion program to strengthen connections with existing businesses in the city.

FINANCE

What is your department's primary role in serving the city?

The Finance Department safeguards the city's fiscal integrity by developing and implementing sound financial policies and practices.

How can residents better engage with your department or provide feedback?

Residents can engage with the Finance Department through our commitment to transparency and accountability, which builds public trust in local government. Monthly financial reports and annual independent audits are available to ensure sound financial practices and provide insight into the city's fiscal health.

HUMAN RESOURCES

What is your department's primary role in serving the city?

The Human Resources Department recruits and hires employees while ensuring the city remains compliant with all state and federal employment laws.

How does your department impact residents' daily lives in ways they may not realize?

The city's job portal impacts residents by providing easy access to employment opportunities, from administrative roles to public safety positions. Residents can view and apply for open positions at www.governmentjobs.com/careers/norcrossga.

POLICE

What is your department's primary role in serving the city?

The Norcross Police Department provides 24/7 protection and law enforcement, safeguarding life and property, preserving peace, preventing crime and ensuring the rights of all residents, businesses and visitors.

What improvements or initiatives are you currently working on?

Our biggest project is the future Public Safety Building on Buford Hwy. at Stevens Rd., which will house both courts and police services. Updates can be found at norcrossga.net/publicsafetybuilding.

POWER

What is your department's primary role in serving the city?

The Norcross Power Department provides reliable, clean electricity to residents and businesses, ensuring consistent service and fast restoration during storms.

What are some of the biggest challenges your department faces?

Rising operational costs, especially for natural gas and nuclear fuel, are a major challenge in electricity production.

PUBLIC WORKS

What is your department's primary role in serving the city?

The Public Works Department maintains roads, sidewalks, facilities, stormwater systems, parks, city fleet and right-of-way areas while managing capital projects and contracting.

What improvements or initiatives are you currently working on?

We are working on road resurfacing, stormwater pipe improvements, pedestrian railroad crossings, crosswalk signage upgrades, park enhancement and the 3.3-mile Norcross Beaver Ruin Greenway to improve infrastructure and connectivity.

**SCAN OR
CLICK HERE
FOR THE FULL
RESPONSES:**



FUELING THE FUTURE!

April 26 • 9:00 a.m. - 1:00 p.m. • Lillian Webb Park

Celebrate Georgia Cities Week at the Norcross Innovation Cluster Showcase! A showcase and celebration of student work and opportunities within our community, featuring exciting STEM projects, music, art and performances in partnership with Gwinnett County Public Schools. Come see the future in action and support academic excellence!

SPLOST IN ACTION

SPLOST, also known as Special Purpose Local Option Sales Tax, helps fund critical city projects, such as road improvements, parks and public safety enhancements, making Norcross a better place for everyone.

In 2024, your SPLOST dollars funded 23 road resurfacing projects and the new South Peachtree Parking Lot in Downtown Norcross. These projects totaled \$5.96 million, with \$3.76 million from SPLOST and \$2.2 million from GDOT and Community Development Block Grants.

Thanks to your contributions, these projects are improving infrastructure and enhancing the quality of life in Norcross. Stay tuned for more updates on how your SPLOST dollars continue to shape our community!



PARKING POSSIBILITIES

Mayor and Council are excited to share a new opportunity to enhance the parking in Downtown Norcross!

The City of Norcross is testing out a Valet Parking Pilot Program in partnership with G5 Parking Solutions! This is a special 6-month trial run, giving us a chance to explore ways to make parking easier and more convenient—especially on our busiest nights.

How It Works:

1. Drop off your car at the valet station in the city parking lot next to The Crossing. Look for the signs!
2. Enjoy all your favorite downtown spots while our professional valets take care of the parking.
3. Pick up your car at the same spot when you're ready to head out!

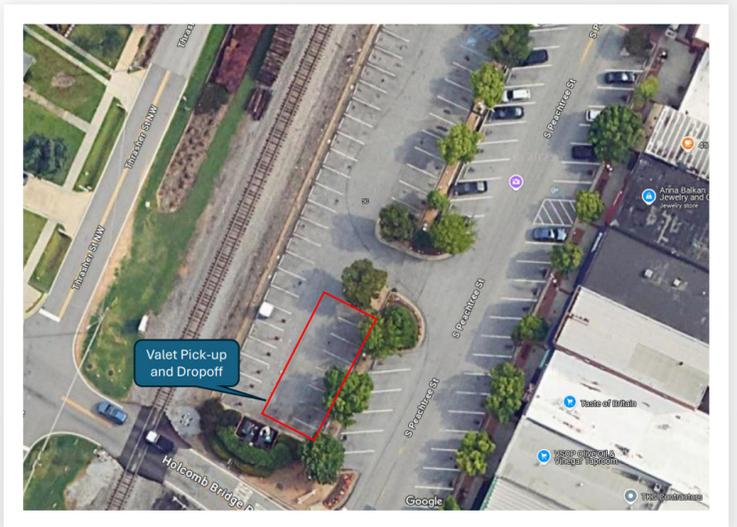
Operation Hours:

- Fridays: 3:30 p.m. – 11:00 p.m.
- Saturdays: 11:00 a.m. – 11:00 p.m.
- Sundays: 11:00 a.m. – 9:00 p.m.

For just \$5 per vehicle, you can skip the parking search and spend more time soaking in the charm of Downtown Norcross! Just a friendly reminder—this is totally optional!

All the usual parking spots are still available, including City Hall and The Crossing Lots. The valet station only takes up a few spaces, so if you'd rather park yourself, go for it!

Since this is a pilot program, it will grow and evolve based on interest and demand. We'll be adjusting hours, locations and other details along the way, and we'd love to hear what you think! Be sure to follow along online and social for the latest updates.



IMPROVING TRAFFIC SAFETY



The Norcross Police Department has received a \$43,650 grant from the Governor's Office of Highway Safety to enhance traffic safety efforts. This grant will fund computers, mounting hardware and printers for the electronic reporting of traffic crash data, improving the accuracy and efficiency of investigations. Chief Bill Grogan emphasized that this funding will keep mobile computers up to date, ensuring timely and precise reporting for analysis. This initiative helps reduce traffic fatalities and improve public safety, contributing to safer roads for all!



SPINNING INTO SUCCESS

Join us in celebrating nx vinyl's one-year anniversary in Downtown Norcross! We're beyond proud to have this amazing local business as part of our community. Thank you for enriching the music and arts scene, and for being a unique hub where vinyl lovers and music enthusiasts can come together. Here's to many more years of great tunes and local impact!

SUMMER CONCERT SEATING



Summer vibes and live music are just around the corner! The countdown is on—table sales for the Summer Concert Series go live Monday, April 7 at 9:00 a.m.! Before the rush, scan or click the QR code below to brush up on the process. Set your alarms and get ready to snag your spot!

SCAN OR
CLICK HERE FOR
MORE INFO:



PIZZA POWER

Savage Pizza, who celebrated their grand opening in late February, has officially opened its doors in Downtown Norcross! Known for bold flavors and a superhero-themed atmosphere with comic book memorabilia and arcade games, this beloved pizzeria continues its legacy as an Atlanta favorite. We welcome you with open arms and can't wait to see the delicious impact you'll have on our community!



IN THE KNOW

MOVIE MONDAYS



April 14
The Fall Guy



April 28
The Monk And The Gun

Lights, camera, action! Dive into the magic of cinema with Norcross Movie Mondays at the **Cultural Arts & Community Center**. Join us every 2nd and 4th Monday for a free movie screening and light refreshments.

With showtimes at **1:30 and 6:30 p.m.**, get ready for double the fun! Grab your popcorn and settle in for a reel good time!



'NORCROSS THEN & NOW' EXHIBIT

April 1 - April 30 • Welcome Center & History Museum

In honor of Georgia Cities Week happening this month, there's no better way to indulge in your city than by exploring the 'Norcross Then & Now' Exhibit at The Rectory, located at 17 College St. This captivating display highlights the evolution of our city through historical and modern photos. Don't miss this unique opportunity to connect with Norcross' past and present—schedule your visit by calling 678-421-2025.

First FRIDAY Concerts

April 4 • 7:00 - 9:00 p.m.
Cultural Arts & Community Center

It's the final encore of the season—don't miss out on the last First Friday Concert! The Block Party Band is bringing the house down with a high-energy mix of rock, pop, funk and R&B hits from the 70s and 80s. Get ready to dance, sing and sway to all your favorite tunes! Pack your snacks, grab a bite from local eateries, and remember to bring a canned good for the CAN-Do Food Drive. Let's end the season on a high note with great music and even better vibes!

SCAN OR CLICK
HERE TO RSVP:





DAY OF PLAY

April 18 • 10:00 - 11:00 a.m. • Lillian Webb Park

Get ready for a blast—Day of Play is coming to Lillian Webb Park! Hosted by Live Healthy Gwinnett and the City of Norcross, this free pop-up event is packed with fun for everyone. Kids can dive into outdoor games, explore play zones and enjoy all the fun surprises we have in store. No need to register—just bring your excitement, big smiles and don't forget those closed-toed shoes! Let's get moving and make this playtime unforgettable!



In honor of Earth Day on April 22, we're not just celebrating for a day—we're celebrating all week long!

April 22 • Planting For Pollinator Workshop

Buzz on over for a free Planting For Pollinators Workshop on Tuesday, April 22 from 1:00 – 2:00 p.m. at the Norcross Gwinnett Public Library!

April 25 • Arboretum Ribbon Cutting

Join us for the Pinnacle Park Arboretum Ribbon Cutting on Friday, April 25 at 2:00 p.m., as the Tree Board Preservation and Mayor Newton branch out to celebrate Gwinnett's first arboretum, just in time to root in the beauty of spring!

April 25 - April 26 • Norcross Garden Annual Plant Sale

Just in time for spring! Head over to the Norcross Garden Club's Annual Plant Sale on Friday, April 25 from 10:00 a.m. - 7:00 p.m. or Saturday, April 26 from 10:00 a.m. - 2:00 p.m. Stock up on beautiful blooms and help keep our pollinators thriving!

NORCROSS

gallery & studios

April 1 - April 30 • 'Artist Of The Month'

Celebrate creativity at Café 45 with the Artists of the Month, Julie Roberts and Karen Johnston! Their stunning works will be on display all month long.

April 2 - April 23 • 'Learn To Create Exciting Abstract Painting' Class

Unleash your creativity with the 'Learn to Create Exciting Abstract Paintings' Class! Join popular instructor Chitra Ramanathan for a fun, four-week class starting April 2 through April 23. Let your imagination run wild!

April 12 - April 13 • 'Beginning Painting In Oil' Class

Dive into the world of oil painting with the 'Beginning Painting in Oil' Class! Join painter and art conservator Patty Grewe-Mullins for a weekend workshop on April 12 through April 13. Unleash your artistic talent!

For exhibit schedules and workshop, visit norcrossgalleryandstudios.org.



LIONHEART
THEATRE COMPANY

May 2 - May 18 • 'The House Of Blue Leaves'

Lionheart Theatre is excited to present the Tony-nominated Best Play, 'The House of Blue Leaves' by John Guare! Tickets are \$18 for adults and \$16 for seniors, students and military. Enjoy a delicious dessert served at intermission. Performances run Fridays and Saturdays at 7:30 p.m. with Sunday matinees at 2:00 p.m., plus a special Saturday matinee on May 17 at 2:00 p.m. Don't miss out!

June 2 - June 13 • Summer Drama Camp

Lionheart is thrilled to offer two exciting Summer Drama Camps this June! For 3rd graders and up, dive into character development, while 1st graders and up can embark on a magical journey in 'Merlin & the Dragon'. Explore theatre through memorization, design, props, costumes and music. Plus, the final performance is open to family and friends to enjoy!

For more information or to purchase tickets, visit lionhearttheatre.org.

TREE TALK

Pruning is important for strengthening a tree's root system, and this is best achieved by preserving as much of the leaf surface as possible. Only remove dead or damaged limbs. Start pruning for strength and form in the first year to avoid weak branches and prevent costly corrections later.

Branches below the lowest permanent branch help protect young bark from sunscald and add strength to the trunk. These can remain for 3-4 years before gradually being removed over the next 2-3 years. Avoid letting temporary branches grow too large.

If a tree has two equally vigorous leaders, remove the weaker one to prevent a crooked or lopsided appearance. Thinning the tree by removing branches that compete for light and space is important. Aim for branches spaced 8-12 inches apart in young trees. Avoid over-pruning, as this can harm the tree—always keep at least two-thirds of the tree as live crown. Branches that rub against each other cause wounds, decay and notches. Remove one of the rubbing branches to prevent damage. When shortening a small branch, make the cut above a lateral bud or branch, ideally one that will grow outward. Make clean, sharp cuts at a slight angle about 1/4 inch beyond the bud.

Remove water sprouts and suckers as soon as they appear after the first year. Modest pruning early on is key to ensuring healthy, strong tree growth. Pruning your tree correctly from the start helps ensure its long-term health and strength, allowing it to thrive for years to come!

Sourced from the Arbor Day Foundation's: Tree City USA Bulletin



APRIL 1 - APRIL 30

'Norcross Then & Now' Exhibit, Welcome Center & History Museum

APRIL 4

First Friday Concert: The Block Party Band, 7:00 - 9:00 p.m., Cultural Arts & Community Center

APRIL 14

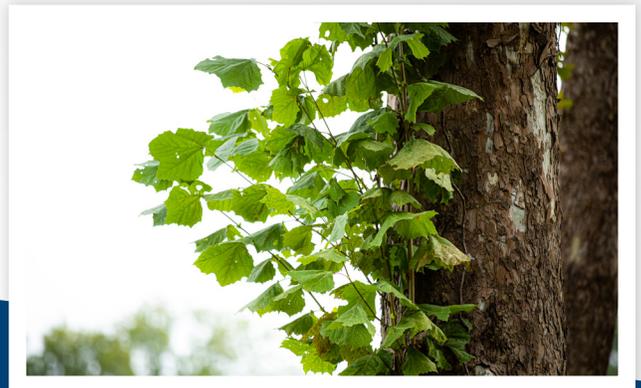
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