



A PLACE TO IMAGINE

NEWSLETTER • AUGUST 2025



**SEPTEMBER 6 • 10:00 A.M. - 3:00 P.M.
DOWNTOWN NORCROSS**

Cheerio, car lovers! Head to Downtown Norcross for the Atlanta British Car Fayre—a free and fabulous celebration of all things British and brilliantly motorized. Feast your eyes on hundreds of classic British cars and motorbikes, from elegant Jaguars and sporty Minis to vintage Triumphs and timeless Bentleys.

The streets will be lined with Union Jacks, vintage charm and British-themed fun. Enjoy tasty UK-inspired bites, refreshing drinks and pop by local shops and restaurants joining in on the festivities. Whether you're a lifelong petrolhead or just love a good wander, it's a jolly good day out you won't want to miss!



FEEL THE BRITISH BEAT!

Get ready to twist and shout as The Return, a sensational Beatles tribute band, brings a wave of Abbey Road magic to Downtown Norcross for the Atlanta British Car Fayre! With their spot-on sound and iconic energy, they'll set the perfect tone for a day filled with British charm and timeless tunes. Plus, the excitement doesn't stop there—in addition to The Return, enjoy special performances throughout the day that are sure to make this event one to remember.

At 12:45 p.m., the spotlight shifts briefly for the Car Awards Ceremony, celebrating the standout rides of the day. Then it's back to the music, the memories and the unmistakable vibes of the British Invasion. Don't miss this chance to come together, sing along and enjoy a day that's all you need is love and classic British beats!



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

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

ECONOMIC DEVELOPEMENT



The City of Norcross is pleased to welcome David Versel as our new Economic Development Director. With decades of experience as a real estate and economic development consultant in 30 states, David brings valuable insight to this role. He looks forward to building on Norcross' rich history and strong economic foundation.

Since arriving, David has begun by assessing the city's current economic and market conditions—a step he's taken throughout his consulting career. The results are encouraging: unemployment in Norcross is below 3%, there are few large vacant commercial or industrial spaces, and downtown continues to thrive. These are clear indicators of a strong and healthy local economy.

That said, these same strengths also pose some challenges. For businesses considering Norcross, a tight labor market and limited commercial space may make it difficult to find workers or locations. Additionally, the final available sites at Northbelt Business Park and Beaver Ruin Business Center have recently been built out. With almost no undeveloped land left, future growth must occur on sites that have previously been developed.

To address this, the Economic Development Department will focus on two key goals: supporting existing businesses as they grow and thrive, and identifying opportunities for redevelopment, reuse, or infill on underutilized properties throughout the city.

The City of Norcross is excited about the path ahead as we continue building our economy and planning for thoughtful, sustainable growth. With a strong foundation, a vibrant downtown and a clear focus on smart redevelopment, Norcross is well-positioned to embrace new opportunities while preserving the character and history that make our city unique.



START HERE, GROW HERE!

Ready to make your business dreams a reality? Norcross is the place to be! Whether you're just starting out or ready to grow, we're here to help every step of the way.

Visit ChooseNorcross.com or reach out to David Versel—let's do great things together!

DAVID VERSEL
Economic Development Director
678-421-2023
David.versel@norcrossga.net





TREE TALK

With summer heat comes an uptick in thunderstorms and lightning—posing a serious risk to trees across our city. Trees struck by lightning often suffer severe bark damage, branch loss or even complete structural failure. While a lightning strike may not immediately kill a tree, it leaves it vulnerable to pests and disease.

If you suspect lightning damage, don't rush to remove the tree. Instead, consult an ISA Certified Arborist for a full evaluation. Some damage may be hidden and require a climb to assess. The arborist can advise on repair versus removal costs to help you make an informed decision.

In addition, summer is peak season for tree pests like beetles and borers. Pine beetles are especially dangerous—they target weakened pine trees and can quickly spread to nearby healthy ones. Look out for red-orange needles and pitch-tubes, sap resembling chewing gum, on the trunk. Prompt removal of infested trees is key to preventing further spread.

Stay vigilant, act early and consult professionals when in doubt—your trees and your neighbors will thank you.



NORCROSS POWER REBATES FOR SMART SAVINGS

The City of Norcross is excited to announce that the Mayor and City Council have approved keeping residential electric rates at their current low levels. Norcross Power's rates remain well below the Georgia state average—and significantly lower than Georgia Power's. For example, Norcross Power charges about 13.35 cents per kWh, compared to the state average of 13.72 cents and Georgia Power's 15.58 cents per kWh. This helps keep your monthly energy bills affordable.

In addition, two new rebate programs for Norcross Power residential customers are now available:

- **\$100 Smart Thermostat Rebate:**

Eligible homeowners can receive \$100 toward the purchase of a smart thermostat. These thermostats learn your routine, allow remote control from your phone and can reduce heating and cooling bills by 8% to 15%.

- **\$200 Electric Vehicle Charger Rebate:**

Residential customers who install a Level 2 EV charger with a city permit may qualify for a \$200 rebate, supporting the growth of electric vehicles in Norcross.

Both rebates are limited to 100 per year, with one rebate allowed per residential account. Applicants must be Norcross Power customers in good standing and provide proof of purchase. A city permit will be required for an EV charger rebate. Scan below for more details. These initiatives support energy efficiency and a cleaner, greener Norcross.

**SCAN OR
CLICK HERE
TO APPLY:**





2025 MUNICIPAL ELECTION QUALIFYING PERIOD

The City of Norcross will hold its 2025 Municipal Elections on Tuesday, November 4. If you're interested in running for office and serving our community, the qualifying period is your first step!

Candidates can submit their qualifying paperwork Monday, August 18 through Wednesday, August 20 from 8:30 a.m. to 4:30 p.m. at Norcross City Hall located at 65 Lawrenceville St.

To be on the ballot, all required documents must be submitted within this window. For details about eligibility and the qualifying process, please check out the QR code below. This is your chance to make a difference in Norcross! Stay informed and get involved.

SCAN OR CLICK FOR MORE DETAILS: →



COMPREHENSIVE PLAN

The City of Norcross is updating its 2045 Comprehensive Plan and the Buford Highway Master Plan—and we want you to help shape the future of our community! This plan sets the vision for growth, development and investments that will impact Norcross for years to come.

Your voice matters! Dive into the process, share your ideas and help prioritize projects that make Norcross an even better place to live. Ready to get involved? Just scan or click the QR code below to access surveys, project details and fun ways to engage. Let's build the future of Norcross together!

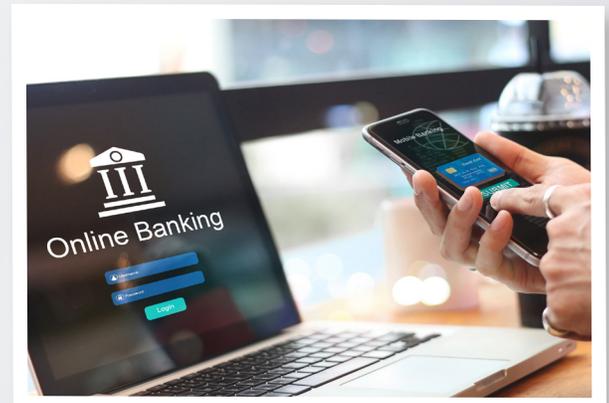
SCAN OR CLICK FOR MORE DETAILS: →



UTILITY AUTOPAY OPTION

The City of Norcross now offers autopayment options for residential and commercial utility bills through Bank Auto Draft. This convenient service allows your payments to be automatically withdrawn from your bank account with no added service fees. We are committed to maintaining the same high level of security and ease with this option.

To learn more or sign up, call 770-448-2122 or visit the Government Administrative Services Department at City Hall, 65 Lawrenceville St.



A SECRET WORTH DIGGING UP

By Cristy Hines & Paul Sumner,
Discovery Garden Park Board Members

Put your thinking cap on, Norcross! There's a charming local secret tucked just off Lawrenceville St. —think Where's Waldo, but with more flowers and fewer striped shirts. We've hidden clues throughout this article, so keep your eyes peeled as you read. The answer isn't far... once you know what you're looking for.

Down a not-so-obvious path lies a peaceful retreat that offers a break from the daily hustle. It's open to the public, though many locals don't even know it's there. Surprising, considering how inviting it is!

More than a park, it's a community space. A cozy fire pit crackles with conversation. The pavilion invites neighbors to gather, while the gentle sound of the fountain soothes the soul. Whether you're into gardening or just love a good picnic, it's a place that welcomes everyone.

So, what's the hidden gem? You guessed it—Discovery Garden Park! Built by volunteers and rooted in the community, this delightful downtown escape is waiting for you. Stop by, take a stroll and experience the magic for yourself. It's more than a garden—it's a little slice of home. For further information, contact us at dgp@norcrossga.net.



BUSINESS TOOLS FOR SUCCESS

August 5 • 11:00 a.m.
Norcross Gwinnett County Public Library

September 2 • 11:00 a.m.
Norcross Gwinnett County Public Library

The City of Norcross is proud to partner with PROSPER and Gwinnett County Public Library to offer Business Seminars covering valuable topics like business and commercial insurance, and more. These sessions provide expert guidance to help your business grow—and they're also available in Spanish at no additional cost! Scan the QR code below to register and take your business knowledge to the next level.

SCAN OR CLICK
FOR MORE
DETAILS: →



DAY OF PLAY

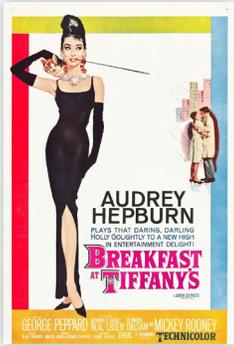
August 22 • 5:00 - 7:00 p.m. • Lillian Webb

Mark your calendars—Day of Play is headed to Lillian Webb Park, and you won't want to miss it! Hosted by Live Healthy Gwinnett and the City of Norcross, this free pop-up event is bursting with energy, games and all-out fun.

From play zones to outdoor adventures, there's something for every kid and kid at heart. No registration needed—just show up ready to move, laugh and play the day away. Closed-toed shoes and big smiles encouraged. Let's turn up the fun and make some epic memories!

IN THE KNOW

MOVIE MONDAYS



August 11
Breakfast At Tiffany's



August 25
Knives Out

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!

SWEET SOUNDS OF SUMMER LINEUP

The weather isn't the only thing heating up—our August concert lineup is on fire! With five can't-miss shows from the Summer Concert Series to Jazz in the Alley, it's the perfect way to amp up your summer soundtrack. Grab your crew and picnic blanket (or lawn chairs), and come enjoy great music, good vibes, and tasty local eats!

AUGUST 1

Summer Concert Series: Dancing Dream
7:30 - 9:30 p.m. • Thrasher Park

AUGUST 9

Jazz in the Alley: Mabu's Ark Band
7:30 - 9:30 p.m. • Betty Mauldin Park

AUGUST 15

Summer Concert Series: Nu Wave ATL
7:30 - 9:30 p.m. • Thrasher Park

AUGUST 23

Jazz in the Alley: IAMKHEMISTRY
7:30 - 9:30 p.m. • Betty Mauldin Park

AUGUST 29

Summer Concert Series: 7 Bridges—The Ultimate Eagles Experience • 7:30 - 9:30 p.m. • Thrasher Park





LIONHEART

THEATRE COMPANY



August 15 - August 16 • 'Bananarama IV'

Don't miss 'Bananarama IV' at Lionheart on Friday, August 15 and Saturday, August 16 at 7:30 p.m. — a wild night of music, comedy and drag to support Project Chimps! Ages 16+ only. All proceeds benefit rescued chimpanzees living at a forested sanctuary in Georgia's Blue Ridge Mountains. Laughter for a cause!

August 23 • 'Stages of Celebrity'

Lionheart Theatre proudly invites you to a fun, behind-the-scenes night of theater! On Saturday, August 23 at 7:30 p.m., enjoy a staged reading of 'Stages of Celebrity' by Pauline Hutchinson. It's a lively evening of creativity, conversation, and new ideas—plus, it's totally free to attend!

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

NORCROSS

gallery & studios

August 1 - August 31 • Artist of The Month

Norcross Gallery & Studios presents Aubrey Whittier as Artist of the Month, with her work on display at 45 South Café through August 30. Join us for a reception on Sunday, August 3 from 2:00 – 4:00 p.m. Her vibrant, meditative pieces reflect spiritual insights transformed into captivating colors and patterns.

August 3 • 'Drawing Attention' Reception

Norcross Gallery & Studios is hosting a reception for 'Drawing Attention' on Sunday, August 3 from 4:00 – 6:00 p.m. This juried exhibition showcases the versatility of drawing as a medium, featuring innovative works by both members and nonmembers. Juried by Pam Beagle-Daresta, the show promises a dynamic and inspiring collection.

For exhibit schedules and workshop, visit norcrossgalleryandstudios.org.





HOLIDAY OBSERVANCE

The City of Norcross will be closed on Monday, September 1 in observance of Labor Day. City Hall will resume normal operations on Tuesday, September 2. Please note that there will be no sanitation or recycling service on Monday, September 1 and all collection services will be delayed by one day for the rest of the week—Tuesday through Saturday. Thank you for your understanding, and have a safe and relaxing holiday weekend!



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1:30 & 6:30 p.m., Cultural Arts & Community Center

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Municipal Election Qualifying Period
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Cultural Arts & Community Center

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Scan to get
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Newsletter!

¡Escanee para
recibir le boletín
en español!