



A PLACE TO IMAGINE

NEWSLETTER • FEBRUARY 2026

Valentine's LINEUP

Celebrate love all month long in Norcross. Whether you're twirling the night away at a father-daughter dance, snuggling up for a dreamy carriage ride or enjoying delicious date-night specials at our cozy local restaurants, there's something for every heart. Check out the lineup below and come make unforgettable memories as we share the magic of Valentine's season in the heart of Norcross.

GALENTINE'S BOUTIQUE CRAWL

February 12 • 5:00 - 8:00 p.m. • Downtown Norcross
Calling all gals and besties! Celebrate the Galentine's Boutique Crawl with a fun-filled shopping adventure. Collect stamps on your Galentine's Passport as you visit participating shops and enjoy exclusive in-store specials. Passports can be picked up and dropped off at any participating business. Complete your passport for a chance to win a fabulous prize full of local goodies.

FATHER-DAUGHTER DANCE

February 13 • 6:30 - 8:30 p.m. • Cultural Arts & Community Center
Celebrate the cherished bond between fathers and daughters at the Valentine's Father-Daughter Dance, a night filled with twirls, laughter and memories to hold onto forever. Enjoy dancing, delicious treats, and a few magical surprises. Tickets are \$35 per pair and \$5 for each additional daughter. Ticket sales close on Monday, February 9, so grab yours while they're still available!

NIGHT TO REMEMBER

February 14 • 6:30 - 8:30 p.m. • Downtown Norcross
Enjoy a romantic evening filled with charm, from dreamy carriage rides and vow renewals to complimentary photos and cozy dinner specials. Whether you are celebrating with your partner, enjoying a girls' night or treating yourself, it is the perfect way to make Valentine's memories. Plus, participating downtown businesses are spreading the love all weekend long with special deals and sweet surprises. Whether you are looking for romantic dinner specials, unique shopping offers or the perfect little treat to make your Valentine's weekend magical, we have you covered.



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



COMMUNITY SPOTLIGHT

2045 COMPREHENSIVE PLAN



Norcross is planning for the future, and residents have played a key role in helping shape what comes next. The city's 2045 Comprehensive Plan serves as a roadmap for future growth and development, guided by a shared vision of Norcross as a dynamic and welcoming community where people of all backgrounds can live, connect and thrive.

In May 2025, the city began amending the plan to better align its Character Area boundaries and narratives with this long-term vision. Over the summer and fall, residents shared their ideas through community events and a citywide survey that received more than 500 responses. That feedback continues to guide the planning process as staff and consultants review and refine updates.

The city is also looking ahead to the Buford Highway Master Plan. Over the coming months, staff and consultants will assess how the corridor has changed since the plan was adopted in 2021. Updates to the vision, goals and strategies will be shared with the community, with recommendations expected by summer 2026.

Be sure to click or scan the QR code below to explore the Comprehensive Planning webpage, where you can find details about the planning process, public engagement opportunities, related documents and more. Staying informed and engaged is essential as Norcross plans for the future, and your participation helps guide thoughtful decisions that will shape our community for generations to come. Together, we can ensure Norcross continues to be a place where everyone can live, grow and thrive!

SCAN OR CLICK HERE FOR MORE INFO:



IN THE KNOW

MOVIE MONDAYS



February 9
Ghost



February 23
Sarah's Oil

Lights, camera, action at the Cultural Arts & Community Center! Catch a free flick every 2nd and 4th Monday, complete with light refreshments to sweeten the show.

With screenings at 1:30 and 6:30 p.m., it's double the movie magic. Grab your popcorn, claim your seat and get ready for a reel good time!

First FRIDAY Concerts



Kick off the month with live music, great vibes and your fellow neighbors at the First Friday Concerts! Bring your own food and drinks, or experience it like a local with takeout from our downtown eateries. There's no better way to enjoy a night out, celebrate community and start the month on a high note. Check out the concert lineup below!

February 6 • 7:00 - 9:00 p.m.

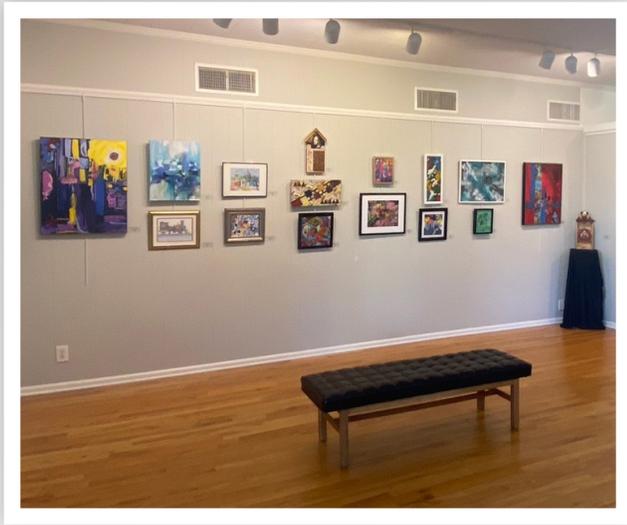
Cultural Arts & Community Center

February's First Friday Concert features The Rainmen, a high-energy tribute band celebrating iconic 60's and early 70's rock. Enjoy hits from the Beatles, Stones, Kinks, Byrds and Doors. Tickets are live—don't miss this feel-good night!

March 6 • 7:00 - 9:00 p.m.

Cultural Arts & Community Center

Get ready for March's First Friday Concert featuring The Gold Standard Band! This 8-piece ensemble brings high-energy Motown, classic soul and Carolina beach music that will have you dancing and singing. Tickets go live Friday, February 20—set your alarms!



NORCROSS GALLERY & STUDIOS

Now - February 7 • 'Driven To Abstraction' Exhibit
Norcross Gallery & Studios kicks off the new year with 'Driven To Abstraction', on view now through February 7. The exhibition showcases bold abstract works by member artists in a wide range of styles, media and color. Visitors can also enjoy a special reception on Sunday, February 1 from 3:00 to 5:00 p.m. to meet the artists and experience the show up close.

February 12 • 'Pigments Of The Imagination '26' Exhibit
Pigments of the Imagination '26 opens Thursday, February 12! This popular juried show features a stunning collection of artwork selected by an experienced judge, showcasing creativity, skill and imagination from talented artists. Don't miss this opportunity to explore vibrant and inspiring pieces.

Now - February 28 • Artist Of The Month
In celebration of Black History Month, Café 45 is proud to feature the work of artists of the month Dwayne Mitchell and Victoria Gibson. Dwayne is a renowned portrait artist, while Victoria creates vibrant, one-of-a-kind pieces from recycled glass. Their work will be on display throughout February, so stop by to experience their creativity and celebrate local talent!

For exhibit schedules and workshop, visit norcrossgalleryandstudios.org

NORCROSS
gallery & studios

THE LIONHEART THEATRE COMPANY

February 8 - February 9 • 'Where There's A Will' Auditions

Lionheart is holding open auditions for their May production of 'Where There's a Will' by Joe Simonelli. Auditions are Sunday, February 8 and Monday, February 9, at 6:30 p.m. at the theatre. Individual participants are asked to attend just one audition night and will perform a cold reading from the script.

March 13 - March 29 • 'Dearly Beloved'

Lionheart presents the hilarious Southern comedy 'Dearly Beloved' by Jones Hope Wooten. Tickets are \$20 for adults and \$18 for seniors, students, and military. Dessert is included at intermission. Performances are Fridays and Saturdays at 7:30 p.m., Sundays at 2:00 p.m., including a Saturday matinee on Saturday, March 28.

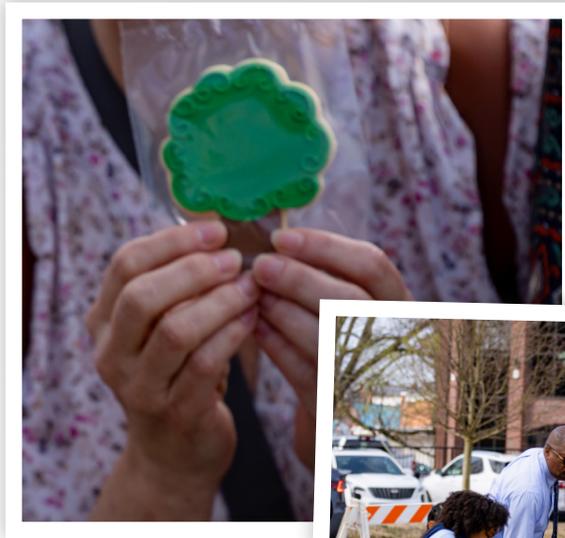
For more information or to purchase tickets, visit lionhearttheatre.org.



GEORGIA ARBOR DAY CELEBRATION

February 19 • 10:00 a.m. • Stripling Elementary School

Save the date for Georgia Arbor Day Celebration as we celebrate the beauty and importance of trees in partnership with the Norcross Garden Club and the Tree Preservation Board. Join us along with approximately 130 third-grade students from Sterling Elementary School for a day of learning and celebration. Plus, hear from guest speakers and witness the planting of a tree on school grounds, which will take root and grow as a living reminder of our commitment to nature for generations to come.



TREE TALK

By Charlotte Osborn, Tree Preservation Chairman

Best stated by the Arbor Day Foundation, “Healthy forests are green reservoirs, supplying an astonishing 75% of the world’s fresh water. Trees play a vital role in the water cycle, releasing water vapor through their leaves to support rainfall patterns and boost freshwater availability. Once rain reaches the ground, tree roots help filter out sediments and pollutants, protecting our essential waterways. Clean water is vital to life, and trees are vital to clean water.”

This message is especially important for our community as we continue to experience intense development. Currently, more trees are being removed than we are able to replace. Increased stormwater runoff from non-permeable surfaces is affecting our quality of life, from flooding concerns to water quality issues.

It may be time to consider stronger efforts to protect and nurture the mature trees we have, ensuring that Norcross remains a healthy, green and vibrant community for generations to come!





CUPID MEETS CREATIVITY

The Norcross Public Arts Commission, NPAC, is excited to welcome 13 bronze squirrel statues to Norcross this spring as part of the White Squirrels of Norcross project. Residents are invited to spread the love for these squirrels with a special Valentine! Starting February 1, the Free Little Art Galleries of Norcross will be stocked with White Squirrel-themed Valentine's cards. Use crayons or paint to customize a card, then share it with a friend. Free Little Art Galleries are located at S. Peachtree St. and Betty Mauldin Park. Each box features a different Valentine design, so be sure to visit both! Cards will be restocked Wednesdays, Saturdays and Sundays through February 14.

NPAC is also celebrating the growing collection of decorated acorns on display at Savage Pizza. Due to the large number of submissions, the exhibit has been extended through the end of February. Acorn statues are available for \$30 at Norcross Gallery & Studios or by emailing npac@cityofnorcross.net.

Once decorated, participants should write their name and number on the bottom of their acorn and bring it to Savage Pizza to join the display. Acorns will be returned to participants after the exhibit closes. Come celebrate creativity, community, and a little extra love, because in Norcross, art is everywhere and love is in the air!

ROUGH DRAFT ATLANTA BRINGS NORCROSS NEWS TO YOUR MAILBOX

This issue marks the final City of Norcross Newsletter in its current format. Beginning in March, residents will notice a new and refreshed way to receive city news through a partnership with Rough Draft Atlanta. While the look and distribution will change, our commitment to keeping the community informed and connected remains the same.

Starting with the March Newsletter, the printed City of Norcross Newsletter will no longer be included with utility bills and will instead be distributed through Rough Draft Atlanta. Rough Draft's Reporter Newspapers are monthly community publications mailed directly to homes and available at key businesses throughout the area. Rough Draft currently partners with cities such as Brookhaven, Sandy Springs, Tucker and more, and now proudly brings coverage to Norcross.

Rest assured, the City of Norcross Newsletter will continue to deliver the important stay-in-the-know information you rely on, including city updates, events, improvements, notices and more. Printed newsletters will continue to arrive in mailboxes at the beginning of each month, and digital versions will remain available.

Residents can sign up to receive the digital newsletter at norcrossga.net/signup or directly through Rough Draft Atlanta at roughdraftatlanta.com/newsletters. We're excited about this new partnership and look forward to continuing to keep you informed!





KEEPING YOU INFORMED ONE SIGN AT A TIME

Keep an eye out for bright, colorful signs popping up around Norcross! These updated notification signs share important info about upcoming public hearings and development projects. They're designed to be easy to see, simple to understand and packed with details, helping you stay in the know about what's happening in your neighborhood. With these new signs, the City of Norcross is making transparency and communication clearer than ever, with a splash of color to brighten your day!

RECORD LOW CRIME AND ACCIDENTS IN 2025

2025 was an outstanding year for the City of Norcross! Thanks to the hard work of our Norcross Police Department and the support of our community, crime and vehicle crashes both saw remarkable decreases.

Major crimes were down 28% compared to 2024 and 37% below the 15-year average. Even with nearly 58,000 unique vehicles traveling through the city each day, traffic crashes continue to decline—nearly 25% fewer than in 2024 and over 31% below the 15-year average. With only 2–3 accidents per day, Norcross is safer than ever for motorists, pedestrians, cyclists, residents, business owners and visitors alike.

These improvements reflect our ongoing commitment to keeping our community safe and thriving. We are proud of the dedication and professionalism of the Norcross Police Department and grateful to all residents for helping make our city a safer place. Check out the chart to see how 2025 compares to last year and the 15-year average!

	2025	2025 comparison to 2024			2025 comparison to 15 yr avg		
		2024	+/-	% inc/dec	Avg	+/-	% inc/dec
CRIME TOTALS (major)	542	752	-210	-28%	866	-324	-37%
AGGRAVATED ASSAULT	23	24	-1	-4%	38	-15	-39%
ARSON (ALL)	0	3	-3	-100%	1	-1	-100%
BURGLARY (ALL)	25	50	-25	-50%	104	-79	-76%
ENTERING AUTO	95	194	-99	-51%	159	-64	-40%
HOMICIDE	1	3	-2	-67%	1.43	-0.43	-30%
RAPE	2	8	-6	-75%	7	-5	-73%
ROBBERY (ALL)	8	13	-5	-38%	23	-15	-65%
SIMPLE ASSAULT	18	10	8	80%	21	-3	-14%
SIMPLE BATTERY	69	61	8	13%	83	-14	-17%
THEFT (ALL)	301	386	-85	-22%	429	-128	-30%
VEHICLE CRASHES	931	1238	-307	-24.8%	1357	-426	-31.4%

SAVE THE DATE



IRISH FEST

March 7 • 12:00 - 5:00 p.m.
Downtown Norcross

Get ready for Irish Fest in Norcross, in partnership with the Historic Norcross Business Association and the Drake School of Irish Dance! Enjoy lively music, spirited Irish dancing, delicious food, face painting, balloon twisting and more. Come for the craic, celebrate St. Paddy's Day in style, and raise a cheer. Sláinte!

MARK YOUR CALENDAR



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Cultural Arts & Community Center

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FEBRUARY 23

Movie Monday: Sarah's Oil, 1:30 & 6:30 p.m.,
Cultural Arts & Community Center



Scan to get
the Spanish
Newsletter!

¡Escanee para
recibir le boletín
en español!