

City of Norcross

*65 Lawrenceville Street
Norcross, GA 30071*



Meeting Agenda

Thursday
September 10, 2026

6:00 PM

City Hall – Board Conference Room

Norcross Downtown Development Authority

Chairman Jim Eyre
Vice Chairman Brenden Frazier
Treasurer Tim Moresco
Board Member John Bemis
Board Member Liz Jackson
Board Member Josh Bare
Board Member Lauren Summers

A. Call to Order – Jim Eyre, Chair

PLEASE TURN OFF ALL CELL PHONES AND ELECTRONIC DEVICES

B. Meeting Administration

- a. Roll Call
- b. Approval of Previous Meeting Minutes
[Downtown Development Authority – Regular Meeting – August 13, 2026, 6:00 pm](#)
- c. Public Input
- d. Economic Development Update – David Versel
[Economic Development Update 8.13.26](#)
- e. Downtown Manager’s Report – Stephanie Newton
[Cultural Arts Tourism Downtown Manager Report 8.13.26](#)
[Grow Here ARRT](#)
- f. Council Update – Josh Bare
- g. Operations Report

C. Board General Updates

- a. Unfinished Business
 - (1) Wingo Street Acquisitions;
 - (2) Property Sale Update;
- b. New Business
- c. Treasurer’s Report – Tim Moresco

D. Recess for Executive Session**E. Executive Session: Real Estate, Personnel or Legal Matters****F. Return to Open Session for Actions from Executive Session, if necessary.**

NEXT MEETING: THURSDAY, OCTOBER 8, 2026

City of Norcross

*65 Lawrenceville Street
Norcross, GA 30071*



Meeting Minutes

Thursday
August 13, 2026

6:00 PM

City Hall – Board Conference Room

Norcross Downtown Development Authority

Chairman Jim Eyre
Vice Chairman Brenden Frazier
Treasurer Tim Moresco
Board Member John Bemis
Board Member Liz Jackson
Board Member Josh Bare
Board Member Lauren Summers

A. Call to Order – Jim Eyre, Chair

PLEASE TURN OFF ALL CELL PHONES AND ELECTRONIC DEVICES

B. Meeting Administration

a. Roll Call

Attendee Name	Title	Status	Arrived
Jim Eyre	Chair	Present	
Brenden Frazier	Vice Chair	Absent	
Liz Jackson	Board Member	Present	
Tim Moresco	Board Member	Absent	
John Bemis	Board Member	Present	
Josh Bare	Board Member	Present	
Lauren Summers	Board Member	Present	

- b. Approval of Previous Meeting Minutes: L. Jackson made a motion to approve the July 9 regular meeting minutes. Second: J. Bare. Vote: 4-0.

RESULT: APPROVED 4-0

MOVER: L. Jackson, Board Member

SECONDER: J. Bare, Board Member

AYES: Eyre, Bare, Jackson, Summers,

ABSTENTION: J. Bemis

- c. Public Input — Thaddeus Inchoate, an artist and entrepreneur, introduced himself to the DDA and stated he is interested in opening an art studio concept in Norcross. He identified the 125 Lawrenceville Street property as an ideal location, should space become available.
- d. Economic Development Update – David Versel was not present but submitted a written report.
- e. Downtown Manager’s Report – Stephanie Newton was not present but submitted a written report.
- f. Council Update – J. Bare discussed the upcoming Council policy meeting and regular meeting. He also stated that at the last meeting the Council adopted a budget, voted to keep the millage rate the same, adopted an updated zoning map, and adopted a moratorium on the demolition of certain structures.
- g. Operations Report – J. Eyre updated the board on recent matters pertaining to the DDA properties.

C. Board General Updates

a. Unfinished Business

- (1) Wingo Street: J. Eyre reported that window and roof replacement was completed at 80 Wingo and that a new roof was also completed at 94 Wingo. J. Eyre presented a proposal from Pella to replace windows at 94 Wingo.

J. Eyre made a motion to approve the Pella window replacement proposal for 94 Wingo. The DDA then discussed whether some of the windows on 94 Wingo should be restored instead of replaced. J. Bare stated he would like to see the windows on the main floor restored rather than replaced. Second: J. Bemis. Vote: 3-2.

RESULT: APPROVED 3-2
MOVER: J. Eyre, Chairman
SECONDER: J. Bemis, Board Member
AYES: Eyre, Summers, Bemis
NAYES: Bare, Jackson

(2) Property Sale Update - J. Eyre reported that the 9 S. Peachtree property is still listed for sale. The 29 Jones property sold and the DDA is working to schedule the remaining work under the escrow agreement.

b. New Business – None.

c. Treasurer’s Report – None.

J. Bemis made a motion to go into executive session to discuss real estate and litigation matters. Second: L. Summers. Unanimous. 7:02pm

RESULT: APPROVED [UNANIMOUS] 5-0
MOVER: J. Bemis, Board Member
SECONDER: L. Summers, Board Member
AYES: Eyre, Bemis, Bare, Jackson, Summers

D. Recess for Executive Session

E. Executive Session: Real Estate, Personnel or Legal Matters

J. Bemis made a motion to go out of executive session. Second: J. Eyre. Unanimous. 7:46 p.m.

RESULT: APPROVED [UNANIMOUS] 5-0
MOVER: J. Bemis, Board Member
SECONDER: J. Eyre, Chairman
AYES: Eyre, Bemis, Bare, Jackson, Summers

F. Return to Open Session for Actions from Executive Session.

J. Bemis made a motion to reimburse J. Bare for documented expenditures, not to exceed \$500, relating to his work on the renovations at 94 Wingo. Second: J. Eyre. Vote: 4-0.

RESULT: APPROVED 4-0
MOVER: J. Bemis, Board Member
SECONDER: J. Eyre, Chairman
AYES: Eyre, Bemis, Jackson, Summers
ABSTENTION: J. Bare

J. Eyre made a motion to approve the Second Amendment to the Phase 2 property Purchase and Sale Agreement and to authorize the Chairman to sign. Second: J. Bemis. Unanimous.

RESULT: APPROVED [UNANIMOUS] 5-0

MOVER: J. Eyre, Chairman

SECONDER: J. Bemis, Board Member

AYES: Eyre, Bemis, Bare, Jackson, Summers

Motion to adjourn by J. Bemis. Second: J. Eyre. 7:47 p.m.

RESULT: APPROVED [UNANIMOUS] 5-0

MOVER: J. Bemis, Board Member

SECONDER: J. Eyre, Chairman

AYES: Eyre, Bemis, Bare, Jackson, Summers

NEXT MEETING: THURSDAY, September 10, 2026

DDA Economic Development Update – September 9, 2026

Buford Highway Master Plan

Kimley-Horn has completed its updated report. The report will be presented at the September Council Policy Work Session.

Tax Allocation District (TAD)

The consulting firm Highland Insight has delivered an updated TAD plan for the City Center East TAD. This report will be reviewed with the incoming City Manager.

Downtown Updates

- **127 S Peachtree (South End):** a site plan was submitted to the city in early August. The plan is currently under review by Gwinnett County.
- **51 S Peachtree:** the owner is still seeking a tenant – there has been interest from multiple professional office users.
- **81 S Peachtree:** No update – there still may be a forthcoming request for funds from the Skin Alley Grant Program.
- **11 Thrasher Street:** Permit applications are in for upgrades to the building to retain it as a veterinary clinic.
- **5875 Buford Highway:** The property owner has submitted plans for a Mediterranean grocery store and deli. We are awaiting review by Gwinnett County.

Respectfully Submitted,

David Versel
Economic Development Director



Mayor: Craig Newton • Mayor Pro Tem: Bruce Gaynor • Councilmember: Andrew Hixson • Councilmember: Josh Bare
Councilmember: Matt Myers • City Manager: Eric Johnson • City Clerk: Monique Philip

9/10/26

Cultural Arts, Tourism & Downtown Manager Report

Stephanie Newton

- **REQUEST FOR APPROVAL:** Temporary art installation incorporating drive thru area of 9 S. Peachtree

Background

Each October, the City of Norcross participates with other Gwinnett County communities in Artober, a month-long celebration of art, culture, and community sponsored by Explore Gwinnett.

- As part of an expansion of the Artober program, Explore Gwinnett is sponsoring a temporary outdoor art installation in a selected Gwinnett community during the fall season.
- Peachtree Corners hosted the installation in 2025 and Explore Gwinnett has selected Norcross as the proposed location for 2026.
- Explore Gwinnett contracts with Dashboard, a company specializing in the design and production of custom outdoor art installations. Explore Gwinnett will fund the project, while Dashboard will be responsible for fabrication, installation, maintenance, and removal.

Proposed Location

City staff, including the Director of Cultural Arts & Tourism/Downtown Manager and the Public Works Director, recently met with the Chair of the Norcross Public Arts Commission (NPAC), Explore Gwinnett representatives, and Dashboard representatives to evaluate potential downtown locations.

- Following the site visit, the group identified a section of Skin Alley near Jones Street as the preferred location. This location offers several advantages:
- Places the installation in the heart of downtown, where it will be highly visible and easily accessible to pedestrians.
- Supports downtown visitation and provides another attraction for residents and visitors to experience while shopping, dining, and attending events.
- Enhances Skin Alley as a pedestrian connection and public space.
- Provides a central location without selecting one downtown park over another for the installation.
- Offers convenient access to nearby parking, making it easy for visitors to stop, enjoy the artwork, and take photographs.



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Councilmember: Matt Myers • **City Manager:** Eric Johnson • **City Clerk:** Monique Philip

- Can accommodate the installation without affecting vehicle traffic on Skin Alley or impeding the public right-of-way.
- Depending on the final design, portions of the building at 9 S. Peachtree Street may be incorporated into the installation as a backdrop or anchoring element. The property owner has been contacted and has agreed to allow the building to be used as part of the temporary installation.

Tentative Timeline

Week of September 21: Installation by Dashboard.

Weekend of September 25: Installation anticipated to be complete and ready for public viewing.

September 25–November 8: Temporary exhibit on display.

November 9: Installation removed by Dashboard, allowing the area to transition to holiday decorations and programming.

Dashboard would manage the installation, removal, and any maintenance required throughout the duration of the exhibit.

Design Selection

Explore Gwinnett and the Director of Cultural Arts & Tourism have selected Dashboard's proposal, Grow Here.

Concept: Grow Here is an immersive garden installation centered on themes of growth, reflection, and the value we find within ourselves.

Installation Design: The former bank drive-through would be transformed into a larger-than-life garden featuring whimsical sculptural flowers, oversized grass forms, and a lush faux-grass floor. (Concept Rendering Attached.)

Building Protection: The installation team is aware that nothing may be drilled into or affixed to the building in a way that could damage or permanently alter its surfaces.

Community Benefit

The installation would provide Norcross with an additional attraction to promote during one of downtown's busiest seasons. With numerous events and activities taking place throughout the fall, the Artober installation would complement existing programming, encourage additional downtown visitation, create a visually engaging photo opportunity, and further reinforce Norcross's commitment to arts and cultural experiences.

Financial Impact

There is no cost to the City of Norcross. Explore Gwinnett will fully fund the design and creation of the exhibit, as well as its installation, maintenance throughout the display period, and removal at the conclusion of the exhibit.



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➤ **TOUR OF HOMES RECAP**

Georgia Trust Tour of Homes on August 15 was a great success, drawing a strong crowd and concluding with a closing reception at the Welcome Center & History Museum.

The event drew an impressive 537 attendees representing 51 cities across Georgia and five neighboring states—Alabama, Florida, North Carolina, South Carolina, and Tennessee. More than 40% of attendees came from the local community, including Norcross, Peachtree Corners, Duluth, and other areas throughout Gwinnett County.

It was an excellent opportunity to showcase Norcross, our historic district, and the preservation work that has helped make our community such a special destination.

➤ **CITYDATA.AI**

City Council has approved the contract with CityData.ai to serve as the City of Norcross's data analytics provider. This tool will allow the City to better understand visitor patterns, event attendance, geographic reach, foot traffic, and other trends that can help inform planning, programming, and economic development decisions. Implementation is contingent upon approval of the City's AI policy, which is currently being developed.

➤ **SEPTEMBER EVENTS**

9/11 Remembrance Ceremony

September 11 | 8:15 a.m.
Betty Mauldin Park

Atlanta British Car Fayre

September 12 | 9:30 a.m.–3:30 p.m.
Downtown Norcross

Movie Monday: Downton Abbey: The Grand Finale

September 14 | 1:30 p.m. & 6:30 p.m.
Cultural Arts & Community Center

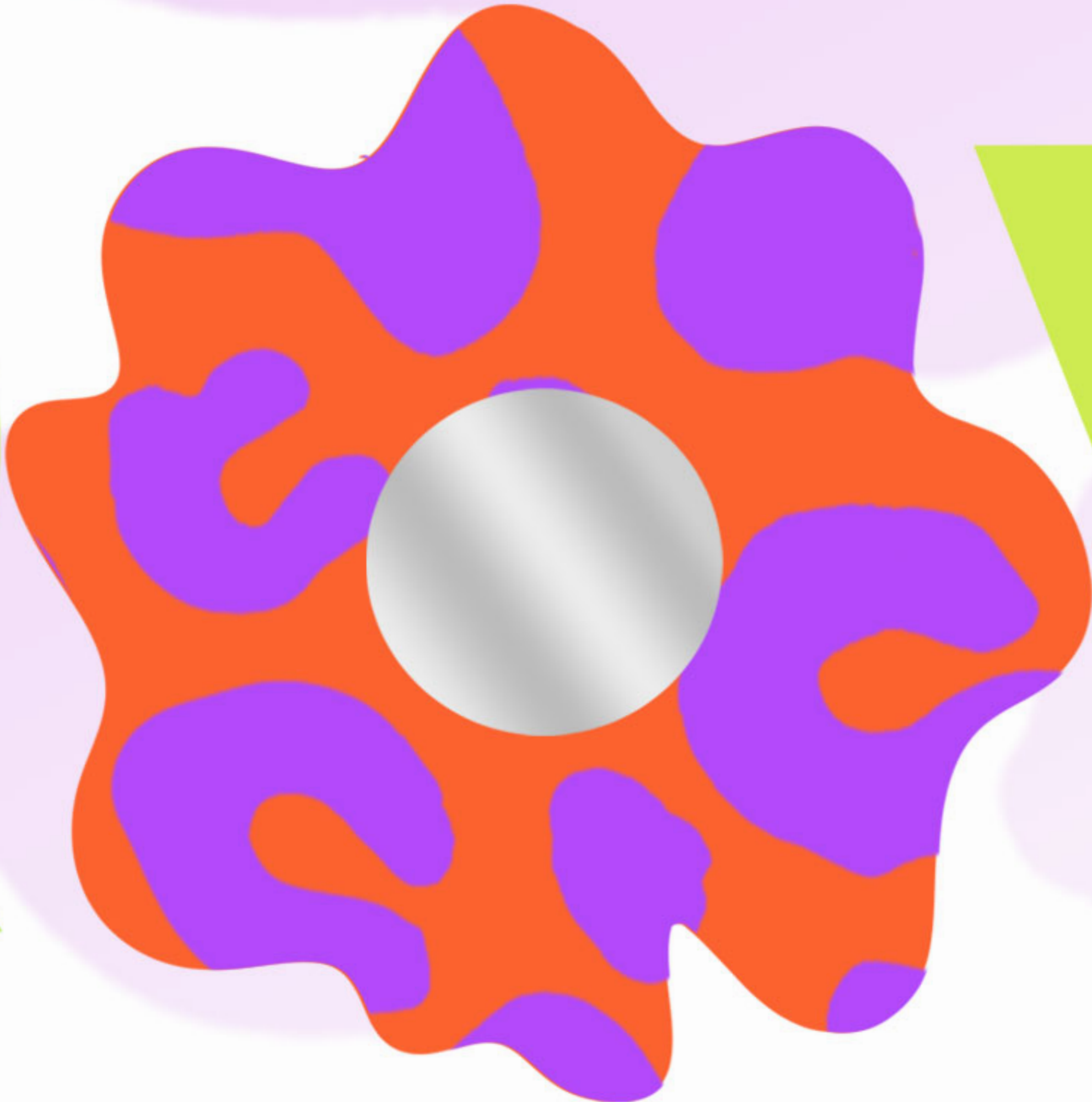
Jazz in the Alley: Brooke Alford

September 19 | 7:30–9:30 p.m.
Thrasher Park

Movie Monday: Selena

September 28 | 1:30 p.m. & 6:30 p.m.
Cultural Arts & Community Center

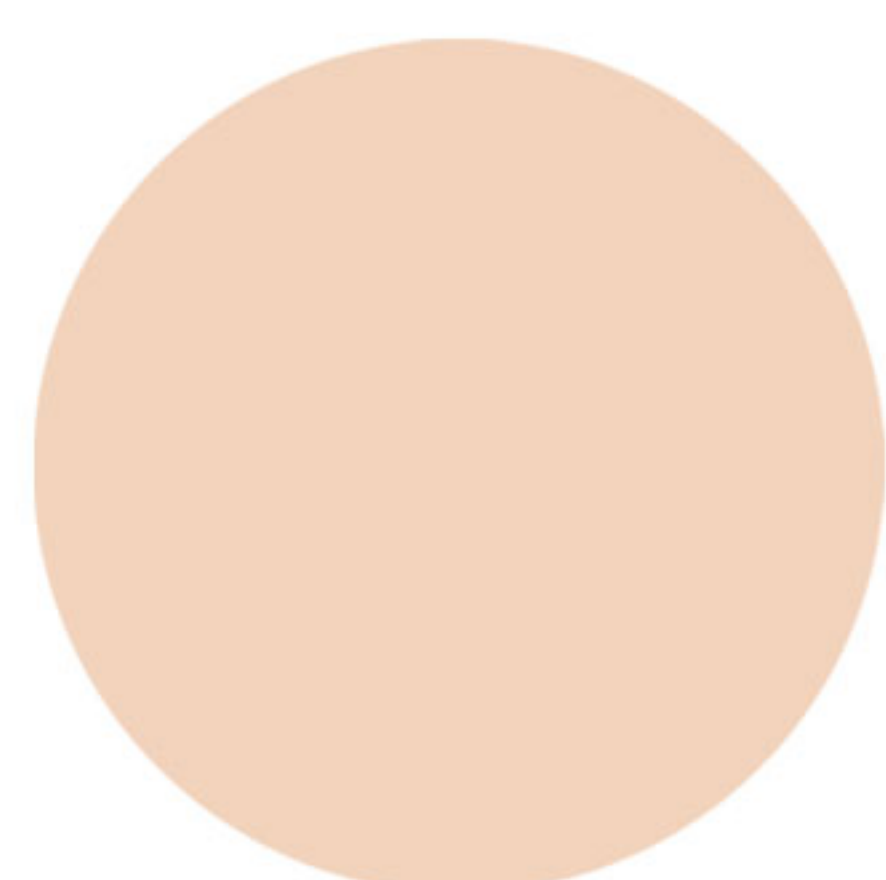
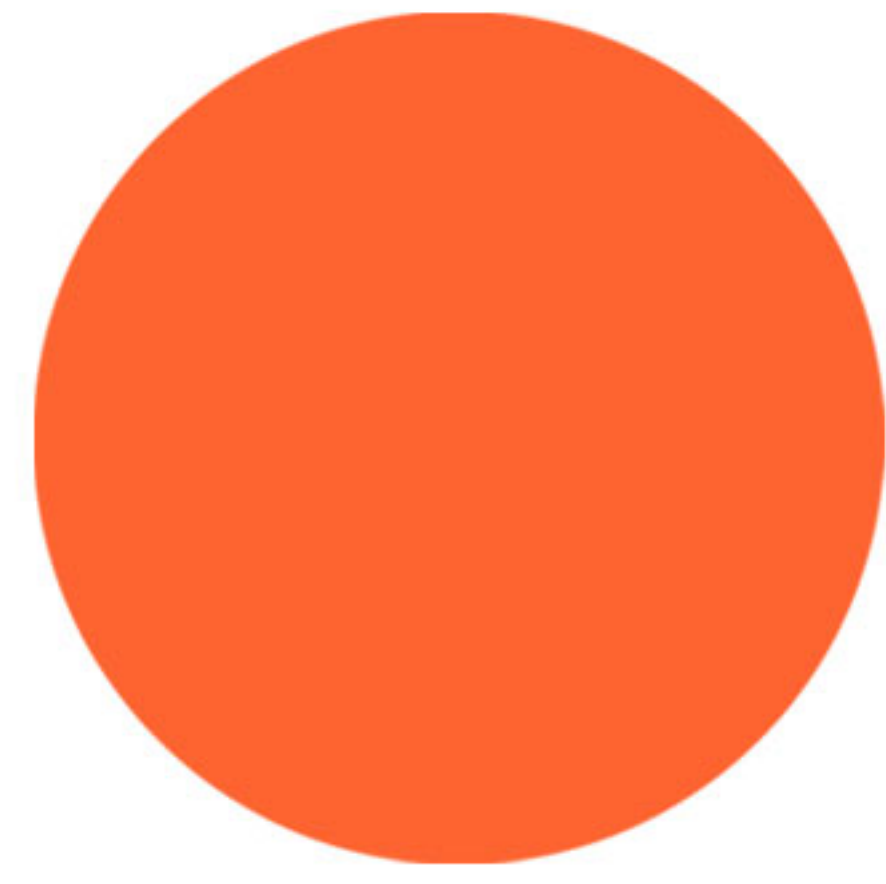
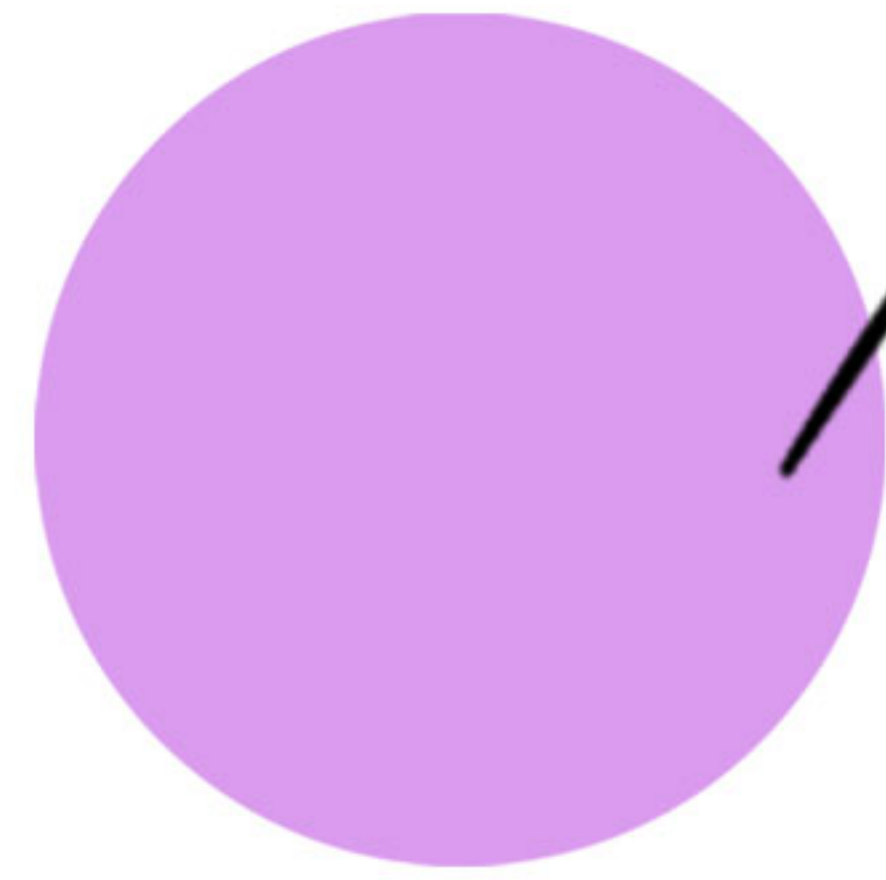
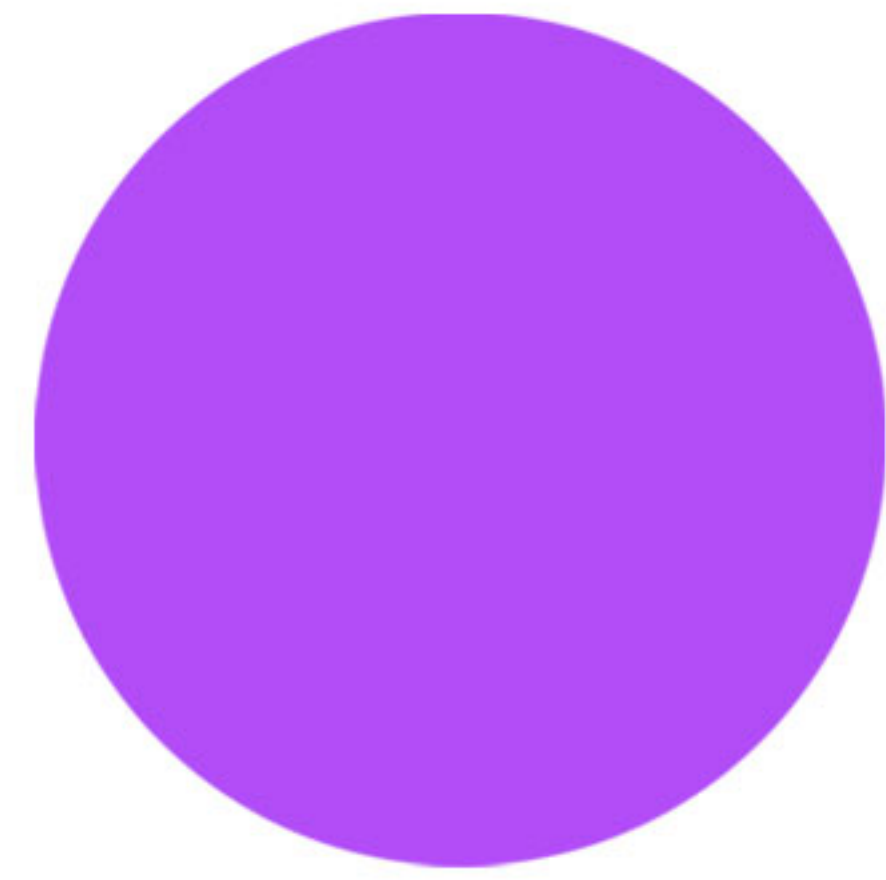
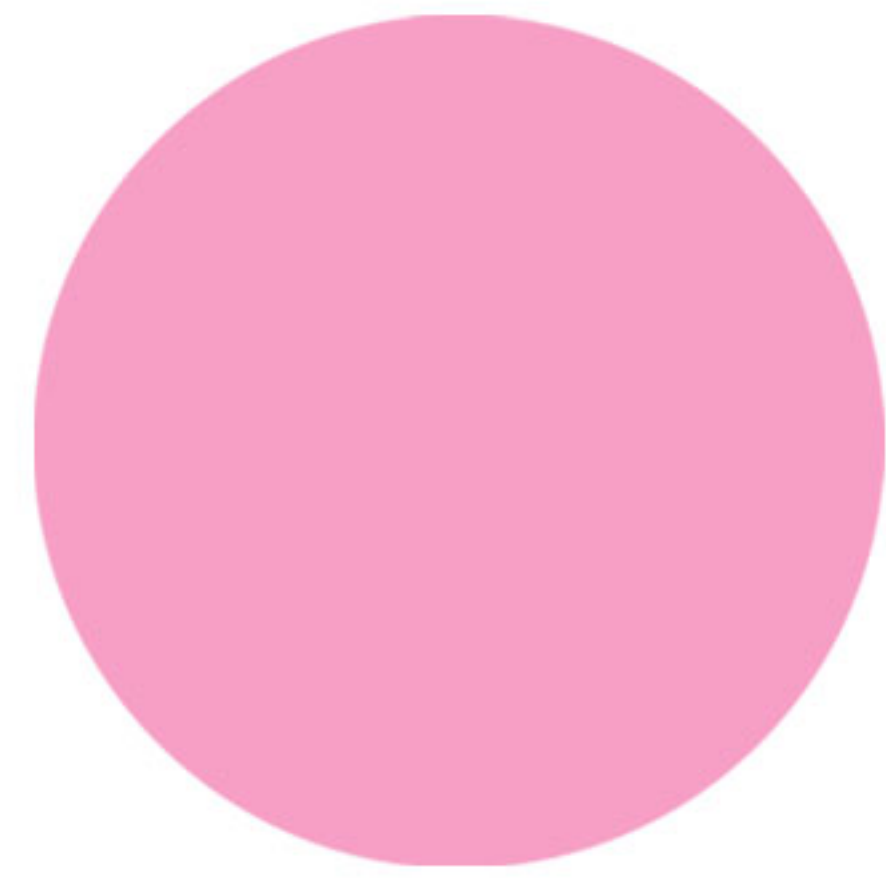
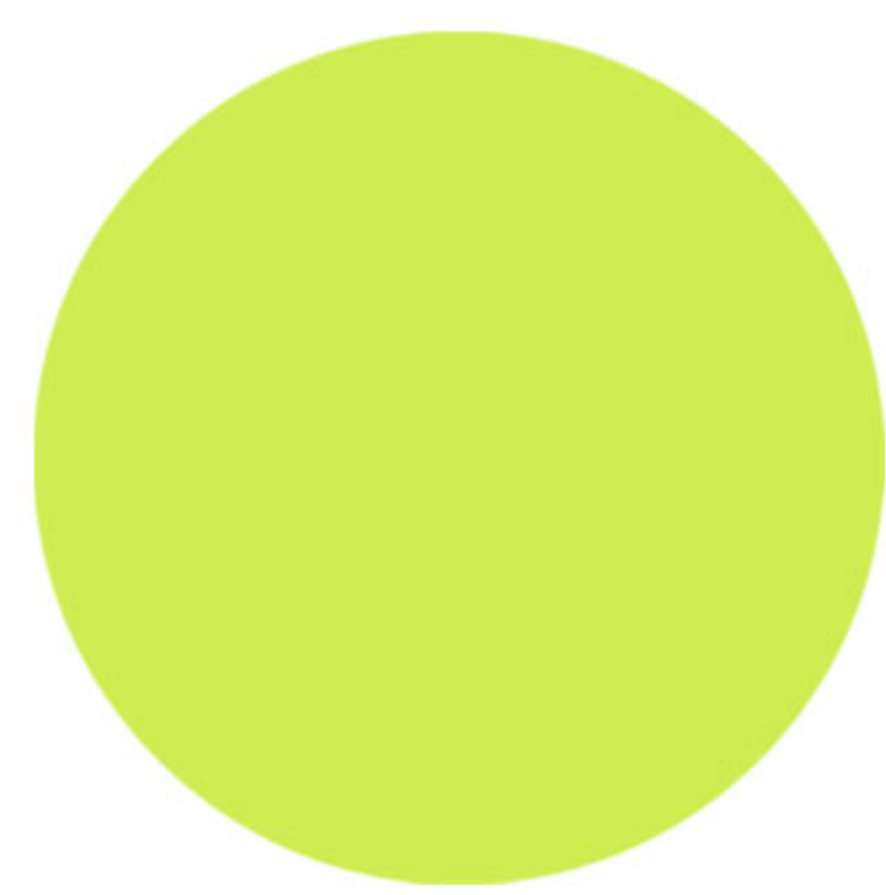
GROW HERE



An immersive garden exploring growth,
reflection, and the value we find
within ourselves.

ARRRTADDICT





Fuse These



Flowers growing out the roof !!



Foam Sculptures

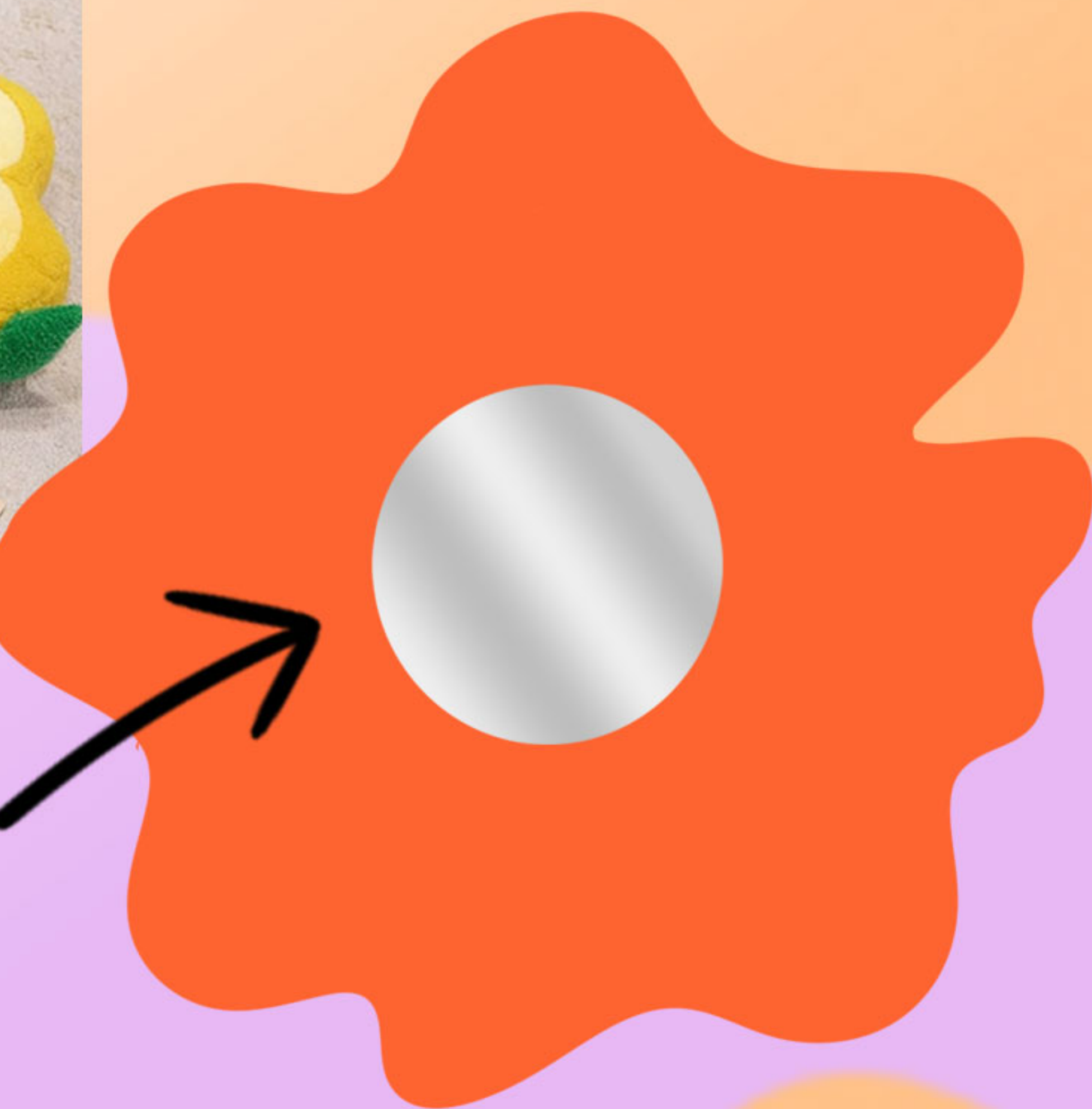
Mirrors on the ceiling

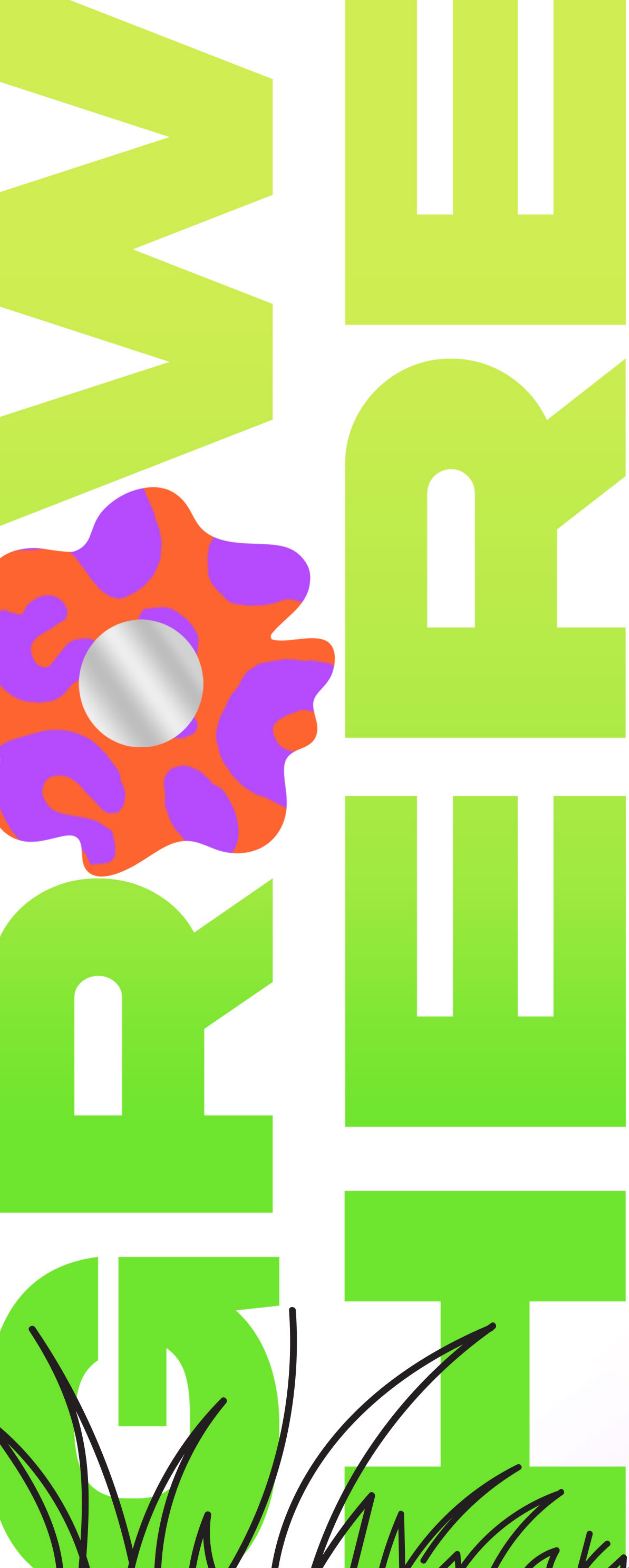


Pillow Flowers



Mirrors in the Middle of Flowers





GROW HERE transforms an inactive bank teller drive through a space once centered around money, transactions, deposits, withdrawals, and external measures of value into a vibrant garden centered around a different kind of worth: OUR OWN !

Where cars once passed through to exchange currency, visitors are now invited to step out, slow down, interact, and see themselves differently.

The former teller lane becomes an immersive, larger than life garden filled with whimsical sculptural flowers, oversized grass forms, and a lush faux grass floor. Three dimensional foam flowers become playful platforms for visitors to sit, stand, gather, and physically become part of the landscape. Flowers and foliage appear to grow beyond the boundaries of the architecture, eventually reaching above the structure itself as if the garden can no longer be contained by the space that once occupied it.

Overhead, traffic mirrors suspended at varying heights and angles transform the existing drive through canopy into a field of reflections. As visitors move through the garden, they repeatedly catch unexpected glimpses of themselves from above, from across the space, and surrounded by flowers.

The back wall becomes a dimensional garden of layered wood flowers and organic forms featuring vibrant colors, mirrors, playful pattern fills, and Arrrtaddict's signature leopard print. Integrated backlighting illuminates the layers from behind, transforming the installation after sunset into a glowing garden of color, pattern, shadow, and reflection.

But within GROW HERE, the mirrors serve a purpose beyond spectacle.

We often assign value to what exists outside of ourselves to money, possessions, status, relationships, approval, or the things we hope will make us feel complete. By transforming a former bank drive through into a garden filled with mirrors, GROW HERE redirects that search for value back toward the viewer.

There is no single "perfect" viewpoint. Instead, visitors discover their reflection again and again from different angles, embedded within the flowers and color around them. The garden becomes a visual reminder that beauty, worth, and growth aren't things we have to acquire from somewhere else.

Sometimes, what we're looking for is already here.

And sometimes, we simply need the right environment to see it.

The Flower Shop

Built into the side of the former bank structure, a small flower shop extends the fictional world of GROW HERE. The concept suggests that the flowers sold inside are grown directly from the fantastical garden surrounding it.

A striped awning and playful storefront transform the utilitarian teller structure into a neighborhood flower stand, while a tightly curated retail collection including flower pillows, T-shirts, hoodies, and magnet packs allows visitors to take a piece of the experience with them.

The shop also creates another playful reversal of the site's original purpose: the former bank becomes a place of exchange again, but what it produces now is color, creativity, flowers, and joy.

Rather than simply covering up the building's history, GROW HERE uses it as part of the story transforming a place built to hold monetary value into a place that asks us to recognize our own.

Let's grow together,

ARRRTADDICT