

## **City of Norcross**

*65 Lawrenceville Street  
Norcross, GA 30071*



## **Meeting Agenda**

**Friday, January 31, 2025**

**9:00 am - 4:00 pm**

**Suwanee City Hall | 2<sup>nd</sup> Floor Big Splash Room**

**330 Town Center Ave**

**Suwanee, GA, 30024**

### **Mayor and Council Retreat**

***Mayor Craig Newton***

***Mayor Pro Tem Marshall Cheek***

***Councilmember Andrew Hixson***

***Councilmember Josh Bare***

***Councilmember Matt Myers***

***Councilmember Bruce Gaynor***

***Welcome by Mayor Newton***

**Topic 1. Economic Development** 9:00 am – 10:00 am

**Topic 2. Transportation and Mobility** 10:00 am – 11:00 am

**Topic 3. Natural Environment and Greenspace** 11:00 am – 12:00 pm

**Suwanee Central Park Presentation and  
Working Lunch 12:00 pm**

**Topic 4. A Great Place to Live, Work, Learn, and Grow** 1:00 pm – 2:00 pm

**Topic 5. High-Performance Government** 2:00 pm – 3:00 pm

**Topic 6. Regional Leadership and Influence** 3:00 pm – 4:00 pm

**Adjourn to Executive Session for Personnel, Real Estate, or Legal**

**Signed by \_\_\_\_\_ Mayor Craig Newton**

**Attest: \_\_\_\_\_ Monique Philip, City Clerk**

## **Topic 1. Economic Development (9 - 10 am)**

### **Narrative**

Norcross is known as a hub for global business. We attract the best—a highly educated, entrepreneurial, and talented workforce. As headquarters for global businesses, we are also attracting innovative startups that are moving beyond the garage.

The city provides the environment needed to attract businesses. Our infrastructure is ample and in excellent condition, including roads, rails, high-speed data, reliable electricity, and clean water. Business regulations are fair, and the tax structure is attractive. The city, region, and state offer appropriate incentives to locate businesses in Norcross. Affordable and flexible workspaces nurture small businesses, start-ups, and entrepreneurs.

We provide the lifestyle, amenities, and institutions that attract the next generation of business leaders and innovators: high-end entertainment, outdoor recreation, exceptional K-12 and higher education, transit, and a green and sustainable environment. Our educational institutions inspire innovation and train the talent needed to support our high-tech sector right here in Norcross.

We foster a diversified suite of business activities. We support our existing and traditional sectors, including retail, auto sales, financial services, logistics, and light industrial businesses.

We are a growing center for a broad range of technologies – including software, mobile communications, and medical devices and services. Our arts and cultural opportunities, shopping, and proximity to major recreational activities make us a premier destination for tourism and conventions.

### **Discussion Points:**

1. Attract international and national business and investment to the city. Leverage involvement to produce investment in Norcross' identified Buford Highway growth corridor.
2. How do we retain businesses at the local level, including diverse small, medium, and large businesses with an emphasis on high-tech, biotech, tourism, the arts, and international trade?
3. Provide input on DDA Priorities: Phase Two, the block between College and Skin Alley, the opportunity to buy the Lawrenceville St. extended-stay motel, Buford Highway, City Hall parking, Post Office redevelopment, and others.

## **Topic 2. Transportation and Mobility (10 – 11 pm)**

### **Narrative**

Navigating Norcross is convenient and efficient. The city is well-connected to the broader region through an extensive network of roads and transit options. Our vibrant commercial centers remain accessible to employees and customers, even during busy commute hours and holidays. Norcross's Downtown District is a popular destination for entertainment and shopping due to its ease of navigation.

The city's regional road infrastructure efficiently handles high traffic volumes. Roads are thoughtfully designed, well-maintained, and managed to reduce congestion and maintain a steady flow, even during peak periods. Drivers can easily find convenient parking, while visitors and non-drivers benefit from extensive public transportation options, including local transit and ride-sharing services. Walking and biking are safe and enjoyable, providing pedestrians with comfort and security.

### **Discussion Points:**

1. How do we promote the city/county Micro Transit project based on ridership along with measuring the ROA? A reminder that the Gwinnett Transit referendum did not pass.
2. What is our plan of support for our "legacy" buildings? Should we revise the ordinances for Downtown parking, parking study implementation, smart parking, or alternatives?

### **Topic 3. Natural Environment and Greenspace (11 – 12 pm)**

#### **Narrative**

Norcross truly has it all. Whether you prefer a modern five-story apartment or a spacious wooded lot in a rustic setting, Norcross offers something for everyone. With a diverse and well-balanced mix of businesses, commercial spaces, and a variety of housing options, the city attracts workers and families seeking a safe, sustainable, and accessible community.

Norcross is rich in parks and natural open spaces. Lillian Webb Park stands out as one of the finest in the state, known for its prime location, impressive size, beauty, and accessibility. Residents enjoy a range of recreational opportunities, from neighborhood walking paths like the Hunter-Walker Trail to the forested trails at Johnson Dean Park, all conveniently within walking distance of homes and businesses.

As an emerging "Smart City," Norcross combines a clean, high-quality environment with excellent and reliable infrastructure, including advanced technological connectivity that supports its vibrant growth. The city's neighborhoods and businesses celebrate diversity, transcending age, ethnicity, and culture to create safe and welcoming spaces to live and work.

#### **Discussion Points:**

1. Do we create an Environmental Stewardship Initiative and analyze additional steps that the city may wish to take in order to achieve environmental goals (including tree canopy)?
2. Quick look at the comprehensive plan vision and goals.

### **TOUR OF CENTRAL PARK AND LUNCH (12 pm)**

## **Topic 4. A Great Place to Live, Work, Learn, and Grow (1 – 2 pm)**

### **Narrative**

Norcross is a place where culture, entertainment, and nature come together to inspire. Whether you want to learn, relax, shop, dine, cook, read, play, or immerse yourself in the natural environment, Norcross has something for every mood and interest.

Conveniently located, the town center offers a leisurely stroll, where business and entertainment blend seamlessly with nature, shopping, culture, and the variety of cuisines offered by our diverse restaurants. For many, Norcross is home, and for others, it has become a destination worth exploring.

The arts thrive in Norcross. The Cultural Arts Center is a shining success, hosting top-tier onstage performances, while cultural arts organizations across the city flourish with support from private philanthropy. These artistic and cultural experiences energize residents and workers alike, whether as performers or audience members. The vibrant arts scene also attracts Fortune 500 companies to the community, drawing them in as headquarters or convention visitors.

Norcross honors its history, offering residents a strong sense of place and an appreciation of the past. Community buildings such as libraries, community centers, City Hall, and museums serve as welcoming spaces where neighbors can connect and support civic and business initiatives.

Our new library's strategic location reflects our dedication to education, creating an "educational quadrangle" alongside New Baldwin Elementary, Summerour Middle School, and Norcross Elementary—all within walking distance of the library.

From the bustling downtown area, you can quickly escape into nature with our parks and trails, offering a perfect balance of urban energy and serene outdoor experiences.

### **Discussion Points:**

1. Continue to expand our current downtown while incorporating new initiatives along Buford Highway as an additional city signature gathering place, also considering opportunities for the Civic and Cultural Arts Center.
2. Discuss an Affordable Housing Strategy.
3. Create a plan for restoring, use and future of the old library.

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## Topic 5. High-Performance Government (2 - 3 pm)

### Narrative

For decades, Norcross is defined by its high-performing government, ensuring residents enjoy a safe, clean city that promotes healthy living. The city's strong perception of safety plays a vital role in the success of its neighborhoods and businesses. Police, fire, and emergency personnel are highly visible and uphold the highest standards, instilling confidence and pride among citizens.

Norcross attracts residents by demonstrating effective city management. Our exceptional customer service ensures that residents see the value of their tax dollars in the services they receive. Public investments are made thoughtfully, balancing fiscal responsibility with the need for excellent infrastructure to support thriving businesses and desirable residential living. The city boasts beautiful public buildings that residents take pride in, reflecting the government's role in maintaining a harmonious blend of neighborhoods, commercial growth, diverse housing options, and amenities.

City leadership emphasizes long-term planning, responsible financial policies, and collaborative partnerships with businesses, non-profits, and regional stakeholders. Decision-making is informed by input from residents and businesses, fostering transparency and public engagement. Cutting-edge technology enhances communication between the city and its residents, ensuring they have a voice in their community. Boards, commissions, and citizen advisory groups further support the City Council by representing diverse interests and offering innovative ideas that guide sound policy and decision-making.

Norcross residents are deeply invested in their community. They actively engage, voice concerns, and collaborate to address shared needs. Residents know their local government listens, cares, and responds to their needs, strengthening the bond between the city and its people.

### Discussion Points:

1. Build trust in government by developing and implementing a comprehensive communications plan with proactive strategies and systems and robust, transparent, open public engagement processes that create a positive spin on the Norcross economy.
2. Identify and implement technologies that improve customer service within the City of Norcross.
3. Establish a long-range financial model that includes options that respond to the future operating and capital needs of the city.
4. Stabilization of leadership staff at City Hall. What can we do as policy makers in this effort?

**Topic 6. Regional Leadership and Influence (3 – 4 pm)****Narrative**

Norcross takes pride in leading, collaborating, and partnering with our neighbors across the region. Strategically positioned as the gateway to Gwinnett County and the closest city to Atlanta, Norcross holds a unique advantage.

Our county is a collection of distinct cities united by shared goals and aspirations. As Gwinnett's demographics continue to evolve, Norcross stands as a significant political, economic, cultural, and educational influence within the region.

**Discussion Points:**

1. Be an active regional partner with other city schools, CIDs, or the state and federal government. Strategically pursue public and/or private funding and partnerships that are beneficial to Norcross and the region.
2. Establish a better partnership with Explore Gwinnett and the Partnership Gwinnett in our mutual areas of interest, including attracting international business and tourism.