

City of Norcross

65 Lawrenceville Street
Norcross, GA 30071



Meeting Agenda

Thursday, August 14, 2025

6:00 PM

2nd Floor Conference Room

Norcross Downtown Development Authority

Chair Jim Eyre

Vice Chair Brenden Frazier

Board Member John Bemis

Board Member Tim Moresco

Board Member Josh Bare

Board Member Lauren Summers

Board Member Liz Jackson

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
[Norcross Downtown Development Authority - Jul 10, 2025, 6:00 PM](#)
- c. Public Input
- d. Council Update - Josh Bare
- e. Economic Development Update - David Versel
[Economic Development Update](#)
- f. Operations Report - Will Shipley
- g. Downtown Manager's Report - Stephanie Newton

C. Board General Updates

- a. Unfinished Business
 - (1) Skin Alley Extension
 - (2) Wingo Street Acquisition
 - (3) 2026 Budget
- b. New Business
 - (1) Parking Property Sale to City
 - (2) Downtown District Improvement Grant
[25-8-14 DDA Agenda C.b.2 - Downtown District Improvement Grant V1](#)
- 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, SEPTEMBER 11, 2025

City of Norcross

65 Lawrenceville Street
Norcross, GA 30071



Meeting Minutes

Thursday, July 10, 2025

6:00 PM

2nd Floor Conference Room

Norcross Downtown Development Authority

Chair Jim Eyre

Vice Chair Brenden Frazier

Board Member John Bemis

Board Member Tim Moresco

Board Member Josh Bare

Board Member Lauren Summers

Board Member Liz Jackson

A. Call to Order - Jim Eyre, Chair

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

B. Meeting Administration

a. Roll Call

b. Approval of Previous Meeting Minutes

Norcross Downtown Development Authority - Jun 12, 2025, 6:00 PM

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Tim Moresco, Board Member
SECONDER:	Liz Jackson, Board Member
AYES:	Eyre, Bemis, Moresco, Bare, Jackson
ABSENT:	Brenden Frazier, Lauren Summers

c. Public Input

Mary Dowdy shared details about an upcoming meeting for those interested in Norcross events. She expressed hope that it will be well attended and feature respectful, civil discussion.

d. Council Update - Josh Bare

J. Bare reported on several recent issues that were brought before the City Council.

e. Economic Development Update

D. Versel provided an update on projects he's currently working on, including a quick reference guide for starting a business in Norcross, the ongoing comprehensive plan update, and the downtown parking study.

f. Operations Report - Will Shipley

W. Shipley reported that dues are coming due for the DDA to maintain its membership in SWGC. The DDA discussed its membership in SWGC.

B. Frazier made a motion to pay the dues and continue membership in SWGC. Second: J. Bare. L. Jackson suggested that the DDA should commit to having a representative attend SWGC meetings. J. Eyre stated he wants all DDA members to receive email notifications for the SWGC meetings. The motion passed unanimously.

W. Shipley also mentioned recent property maintenance items that have arisen.

g. Downtown Manager's Report - Stephanie Newton

Downtown Manager's Report - S. Newton shared her recent activities, including working with D. Versel on projects and a recent marketing video for Norcross with Access Atlanta.

C. Board General Updates

a. Unfinished Business

(1) Skin Alley Extension

J. Eyre reported that he is working on talking to the property owners.

(2) Wingo Street Acquisition

J. Eyre reported on recent electrical work performed at 80 Wingo.

(3) 2025 Budget

The DDA looked at updated budget figures and discussed potential modifications for FY 2025.

(4) 128 Lawrenceville St

The tenant has requested to sublease the space. The DDA discussed.

B. Frazier made a motion to approve the sublease under the condition that the 1-year extension right is extinguished, and the Lease and sublease expire in April 2026 per the terms of the Lease. Second: J. Bare. Unanimous.

b. New Business

(1) 125 Lawrenceville St, Suite 100

125 Lawrenceville Street, Suite 100 - the Baig Firm has requested 1-month's rent abatement relating to the recent water intrusion. The DDA discussed this request.

L. Jackson made a motion to approve 1-month's rent abatement for the month of August 2025. Second: B. Frazier. Unanimous.

c. Treasurer's Report - Tim Moresco

T. Moresco stated that all accounts have been moved to Truist except one bond account that is required to remain at United per the bond agreement. He is working on coordinating between the Truist accounts and Georgia Fund One.

D. Recess for Executive Session

J. Bare made a motion to go into executive session to discuss real estate matters. Second: J. Eyre. Unanimous. 7:52pm.

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

J. Bare made a motion to go out of executive session. Second: T. Moresco.
Unanimous. 8:09pm

F. Return to Open Session for Actions from Executive Session, if necessary.

J. Bare presented recent ideas he has for the future of Norcross. The DDA discussed those ideas.

J. Bare made a motion to adjourn the meeting. Second: T. Moresco. Unanimous.
8:36pm.

Minutes Acceptance: Minutes of Jul 10, 2025 6:00 PM (b. Approval of Previous Meeting Minutes)

DDA Economic Development Update – August 11, 2025

Comprehensive Plan Update

The 2025 update process is progressing. The Kimley-Horn team and city staff participated in two public outreach events at Cookout with Council on July 19 and at the Summerour Community Engagement Fair on July 30. The project team met on August 7 and outlined next steps and schedule. The draft plan is still on course for completion by November.

Downtown Parking Study

A full draft of the parking study has been completed and is currently under review by city staff. I will be presenting top-line findings and recommendations from the study at the August DDA meeting and a full presentation of the plan will be made at the August Council Policy Work Session. As of now, we are on course for Mayor & Council to vote on adopting the plan at the September regular meeting.

Hispanic Business Outreach

Prospera held a business insurance seminar at the Norcross Library on August 5 that was attended by more than 10 business owners. A seminar on starting new businesses will be held on September 2 at 11am, also at the Norcross Library. Following the September event we will assess the impact of these seminars and determine the level of city support going forward. I also met with leadership of the Latin American Association, which provides housing and social service support in the Norcross area, and intend to maintain a dialogue with this organization.

Georgia Downtown Conference

Explore Gwinnett submitted its bid to the Georgia Downtown Association to host its 2027 conference that would feature downtown Norcross. The applications included letters of support from the DDA, along with the HNBA and the City Manager. We will find out if we are selected to host in the next two months. The conference would be held in August 2027.

Economic Development Manager position

I am pleased to announce the hiring of Jennifer Mina as the new Economic Development Manager. She will be coming on board on September 2. Jennifer has a very impressive background with degrees from Johns Hopkins and Emory universities, and experience in outreach and business development in positions with the Emory Alumni Association and the Georgia Humanities Council. She also recently completed the Global Leadership Fellow program with the World Affairs Council of Atlanta. Jennifer grew up in Gwinnett County and actually attended Norcross Elementary School for one year before moving to Lawrenceville.

Tax Allocation District

Working with the City Manager, we have determined that the City Center East TAD would already be generating more than \$40,000 per year in revenue if it were to be reinstated, based on assessment growth in the district since 2015. We are continuing to coordinate with Gwinnett County to discuss the terms of a new IGA. We expect progress on this dialogue in the next month. If we are to proceed with reinstating the TAD, we will need to identify suitable projects for which TAD funds could be used.

Workforce Development

The Gwinnett Workforce Summit will be held on October 23 at Georgia Gwinnett College. This summit will be the culmination of a 6-month process led by Partnership Gwinnett to assess

current and future workforce development needs in the county. I will be attending the summit and encourage the DDA to send a representative as well.

Partnership Gwinnett Peer Redevelopment Tour

I attended the Partnership Gwinnett Peer Redevelopment Tour in Charleston, SC from August 6-8. We visited a variety of successful and in-process redevelopment projects in Charleston, North Charleston, and Mount Pleasant and I picked up some good suggestions for Norcross. Most notably, there is an outdoor amphitheater on a very tight infill site in Charleston that can host events for up to 1,500 people but has limited on-site parking. The developer entered into agreements with multiple nearby property owners to use their parking facilities for event parking – this would be a good model for the potential redevelopment of South End.

I would also like to note that the tour included more than 40 participants from Gwinnett County, including two county commissioners, several mayors and city councilors, multiple DDA members, and staff from Suwanee, Duluth, Lawrenceville, Lilburn, Sugar Hill, and other cities. While most cities had multiple representatives, I was the only Norcross participant. I will make an effort to recruit additional participants for next year's tour and encourage the DDA to send at least one representative.

Historic Depot Renovations

Len Housley and I recently met with Luis Fernandez, owner of The Crossing, to discuss a potential long-term lease extension for the Depot. The current lease expired last year and The Crossing is currently occupying the space on a month-to-month basis. Luis expressed a desire to sign another long-term lease but called attention to a number of structural and cosmetic issues with the building that will need to be addressed. The City will need to conduct a full assessment of the building to determine actual capital costs required to upgrade it. I have been working with ECG to identify potential grant or loan programs that could support these improvements and will continue to pursue these options.

Development Project updates:

- **North Park Cottages:** Techie Homes application was tabled at the July ARB meeting but will be considered at the August 19 meeting. They are still on course for consideration at the September P&Z Board meeting and for Mayor & Council approval in October.
- **Magnolia Grove:** The developers attended Cookout with Council and remain engaged in the Comp Plan dialogue. They will not be able to proceed until the Comp Plan update has been completed.
- **127 South Peachtree (South End):** We have had multiple discussions with James Redding in the past month to exchange ideas, but he has not yet come forth with specific plans for the property. He has continued to express a willingness to sell the lower portion of the parcel next to Magnolia Street to the City or DDA, as this area will not be part of any development plans.
- **67 South Peachtree:** The owner is still waiting for approval by Gwinnett County for plumbing, structural, and MEP permits. In the meantime, the owner did submit these plans to the city so that staff may begin reviewing them. We are not clear on the timetable for county review.
- **59 South Peachtree:** I spoke with an employee of Café Dominican, which is located on Jimmy Carter Boulevard outside of the City limits. She confirmed that the restaurant's owner, Mr. Cristino Hiraldo, is planning to open a Caribbean restaurant in this space but

that exact plans have not been determined. I have attempted to contact Mr. Hiraldo directly but have not yet heard back from him.

- **5875 Buford Highway:** This property remains under contract with a partnership that plans to open a Middle Eastern grocery store that would have a takeout/deli counter. We have not yet received formal plans for this site.
- **NHA Properties:** The Norcross Housing Authority's development team is moving forward with engagement activities and expects to hold a community meeting in the next couple of months.
- **Truck & Tap:** Council voted unanimously at the July meeting to approve the two changes to the City Code that had been requested by Truck & Tap. Their primary concern remains parking, though, and they are eager to re-engage with the DDA to discuss potential solutions.

Respectfully Submitted,

David Versel
Economic Development Director



MAYOR **CRAIG NEWTON** · MAYOR PRO TEM **MARSHALL CHEEK** · COUNCILMEMBER **ANDREW HIXSON** · COUNCILMEMBER **JOSH BARE**
COUNCILMEMBER **MATT MYERS** · COUNCILMEMBER **BRUCE GAYNOR** · CITY MANAGER **ERIC JOHNSON** · CITY CLERK **MONIQUE PHILIP**

Agenda Report

To: Mayor and Council

From: **Downtown Development Authority of the City of Norcross (“DDA”)**

Meeting Date: August 18, 2025 – Policy Work Session

Item No.: TBD by City Clerk

Title: **Downtown District Improvement Grant**

CC: Eric Johnson, City Manager

Recommendation – The DDA proposes Council authorize Staff to review with the DDA the feasibility of establishing a Downtown District Improvement Grant (“Grant”) to promote the growth of retail and restaurant businesses in the Downtown area. The Grant would be administered by the DDA and funded by the Council’s Economic Development Fund.

Background – Retail, restaurants, entertainment and personal services businesses have been shown to provide for an active downtown district that will attract locals and visitors to the area. The intent of the Grant is to provide incentives for new retail and restaurant development and the material expansion of existing businesses by reimbursing costs for certain Tenant Improvements to move-in or expand a downtown business. The Grant could potentially be structured as a matching grant with clawback provisions subject to maintaining performance requirements during a defined compliance period. Funding would be provided from the 0.10mil Economic Development Fund established by Council in the 2026 budget and could include certain project and annual caps on Grant awards.

Examples of similar programs that could potentially be used as a model for the Norcross Downtown District Improvements Grant can be found at links below.

<https://www.downtownorlando.com/Business/Incentives/DTO-Restaurant-Program>

<https://westchicago.org/news-archive-2025/city-expands-grant-program-to-boost-downtown-retail-restaurant-growth/>

<https://dia.jacksonville.gov/doing-business-with-us/doing-business-with-dia/commercial-incentives/retail-enhancement-grant-program>

Financial Impact – There is no initial cost as the request is for a feasibility analysis. Project funding and financial impact will be established as a result of this analysis and presented to Council for approval at some later date.

Consistent with Comprehensive Plan? (If applicable, please select which goal applies)

Goal 1: Continue to define Norcross' unique sense of place;

Goal 4: Maintain a vibrant economy and facilitate job growth.

Next Steps: Council authorize Staff to work with the DDA to determine the feasibility of establishing a Downtown District Improvement Grant.