

# City of Norcross

65 Lawrenceville Street  
Norcross, GA 30071



## Meeting Agenda

Thursday, September 11, 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 SILENCE ALL CELL PHONES AND ELECTRONIC DEVICES*

**B. Meeting Administration****a. Roll Call****b. Approval of Previous Meeting Minutes**

[Norcross Downtown Development Authority - Aug 14, 2025, 6:00 PM](#)

**c. Public Input****d. Economic Development Update**

[25-9-11 Item B.d. - DDA Economic Development Update V1](#)

**e. Council Update - Josh Bare****f. Downtown Manager's Report - Stephanie Newton**

[25-9-11 Item B.f. - Downtown Manager Report V1](#)

**g. Operations Report - Will Shipley****C. Board General Updates****a. Unfinished Business**

- (1) Skin Alley Extension;
- (2) Wingo Street Acquisition;
- (3) Parking Property Sale to City
- (4) Downtown District Improvement Grant

**b. New Business**

- (1) Phase 2 Survey

**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.**

# City of Norcross

65 Lawrenceville Street  
Norcross, GA 30071



## Meeting Minutes

Thursday  
August 14, 2025

6:00 PM

City Hall – Board Conference Room  
Norcross Downtown Development Authority

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

Minutes Acceptance: Minutes of Aug 14, 2025 6:00 PM (b. Approval of Previous Meeting Minutes)

**A. Call to Order – Jim Eyre, Chair*****PLEASE TURN OFF ALL CELL PHONES AND ELECTRONIC DEVICES*****B. Meeting Administration**

- a. Roll Call – Present: J. Eyre, L. Jackson, J. Bemis, L. Summers, B. Frazier, and J. Bare.
- b. Approval of Previous Meeting Minutes – J. Bare made a motion to approve the July 10, 2025 meeting minutes. Second: B. Frazier. Unanimous.  
J. Eyre made a motion to move Operations up after Public Input and add a New Business Item for CWS Engagement Letter. Second: J. Bare. Unanimous.
- c. Public Input – Mary Dowdy spoke about her concern about a newly enacted City ordinance. Frank Lee, Director of 85CDC, introduced himself and his organization to the DDA. 85CDC is the new subtenant at 128 Lawrenceville.
- d. Operations Report – W. Shipley reported about recent repairs to 125 Lawrenceville Street. He also stated the tenant’s contractor for 29 Jones Street should begin work next month.
- e. Council Update – J. Bare reported that Council recently kept the millage rate the same. The downtown parking plan is still being discussed. More progress on updated pedestrian crossings at Holcomb Bridge. Council also authorized hiring a communications manager.
- f. Economic Development Update – D. Versel presented on his recent work and happenings, including a tax allocation district, the Gwinnett Workforce Summit, needed Historic Depot renovations, and current development projects in the City.
- g. Downtown Manager’s Report – S. Newton submitted a written report and J. Eyre presented it to the DDA.

**C. Board General Updates****a. Unfinished Business**

- (1) Skin Alley Pedestrian Extension – J. Eyre reported that he is still working on talking to the property owners.
- (2) Wingo Street Acquisition – J. Eyre reported that electrical work is still in process and is working on hiring a general contractor for 94 Wingo.
- (3) 2026 Budget – J. Eyre presented an updated draft budget.

J. Bare made a motion to accept the updated budget as presented. Second: J. Bemis. Unanimous.

**b. New Business –**

- (1) Parking Property Sale to City – J. Eyre presented current numbers relating to property financing and potential options to sell or lease portions of the property to the City.

(2) Downtown District Improvement Grant – J. Eyre presented a proposal to be submitted to Council to consider establishing a Downtown District Improvement Grant.

(3) CWS Engagement Letter – J. Eyre presented the proposed engagement letter.

J. Bare made a motion to approve the engagement letter and authorize J. Eyre to sign. Second: J. Bemis. Unanimous.

c. **Treasurer’s Report** – None.

**D. Recess for Executive Session –**

J. Bare made a motion to go into executive session to discuss real estate matters. Second: J. Bemis. Unanimous. 7:35pm.

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

J. Bemis made a motion to go out of executive session. Second: J. Bare. Unanimous. 8:30pm

**F. Return to Open Session –**

J. Bemis made a motion to adjourn the meeting. Second: J. Bare. Unanimous. 8:30pm.

**NEXT MEETING: THURSDAY, September 11, 2025**

## DDA Economic Development Update – September 8, 2025

### ***Staffing Updates***

As of September 3, I am serving as Acting Community Development Director in addition to my Economic Development Director responsibilities. We expect to find a permanent person for this position very quickly. Also, Jennifer Mina started on 9/2 as our new Economic Development Manager and will be focusing on business outreach and retention.

### ***Comprehensive Plan Update***

The 2025 update process is progressing. The Kimley-Horn team has now interviewed the Mayor and all Councilmembers, and more than 400 citizen surveys have been completed. City staff held a planning workshop with the consulting team on 9/2, and Kimley-Horn is now shifting to drafting the plan update. The draft plan is still on course for completion by November.

### ***Downtown Parking Study***

The findings of the 2025 Downtown Norcross Parking Study were accepted by Mayor and Council at their 9/2 regular meeting. Staff is awaiting further direction from Mayor and Council regarding the implementation of the study's recommendations.

### ***Hispanic Business Outreach***

Prospera held two business seminars at the Norcross Public Library, one on 8/5 and one on 9/2. These events drew more than 20 local business owners or prospective entrepreneurs. Prospera has submitted a proposal to the City for additional funding for FY26. I will be evaluating this proposal in the next few weeks and will determine the potential impact of City funding from my department's budget. One consideration is I am now on Prospera's Board of Directors as a result of our funding support, and these connections could be quite valuable for business outreach and recruitment.

### ***Georgia Trend Gwinnett Focus Issue***

Georgia Trend's annual section that focuses on Gwinnett County was released this week ([Link](#)). The city's ad is on p.98 and the section begins on p.99.

### ***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 have presented a draft of the text for a new IGA and are waiting on comments from the county's legal department. If the TAD is re-established, staff will work closely with DDA to plan for the deployment of these funds.

### ***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.

### ***GEDA Annual Conference***

I will be attending the Georgia Economic Developers Association annual conference in Savannah from 9/17 to 9/19. I will have a full report to Mayor and Council in my October update.

### **Historic Depot Renovations**

The City is preparing a new lease agreement with The Crossing to more clearly delineate responsibilities for the maintenance and upkeep of the Historic Depot. Staff is actively researching multiple grant and loan programs that may be applicable. Staff is also working with the City's Historic Preservation Commission to obtain Certified Local Government status – this would open up additional resources for the City.

### **Development Project updates:**

- **North Park Cottages:** Techie Homes' rezoning application was approved by the P&Z Board at its September meeting. This item will be on the agenda for the October Mayor & Council meeting. If approved, the developer will move forward quickly with its LDP application.
- **Magnolia Grove:** The developers remain engaged with the City but will not be able to proceed until the Comp Plan update has been completed.
- **127 South Peachtree (South End):** No specific plans have been announced as of yet. The property owner remains willing to discuss selling the lower portion of the parcel next to Magnolia Street to the City or DDA for future parking.
- **67 South Peachtree:** The owner is still waiting for approval by Gwinnett County for its plumbing, structural, and MEP permits. In the meantime, the owner did submit these plans to the city so that staff may begin reviewing them. The county has provided comments to the applicant but no response had been received as of 8/29. According to these plans, the project now includes:
  - 13 private offices
  - A shared workspace and conference room
  - A cafe space that could accommodate up to 32 occupants
  - A roof deck with a covered bar and outdoor seating area that could accommodate up to 138 occupants
- **59 South Peachtree:** The owner of the building submitted Interior Finish plans to Gwinnett County in June 2025 to renovate this space as a restaurant. County staff has provided two rounds of comments on the plans, with the most recent correspondence being on 8/22. I have continued to reach out to the building owner, Mr. Cristino Hiraldo, but have not received a response.
- **81 South Peachtree:** The office user located on the Skin Alley side of this building (Suite 102) is vacating the space. Stephanie Newton and I met with the building owner on 8/21 to discuss their interest in leveraging the DDA's Skin Alley Grant program to potentially attract a more active user to the space. We are actively working with this owner to pursue potential tenants.
- **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 but I did speak on with Mr. Aryn Haji, one of the partners in the business, on 8/22 and he confirmed that they are still moving forward.
- **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. Staff met on 8/27 with Jenny Wilkerson with Regent Partners, the NHA's development partner. She confirmed that NHA will wait to present any plans to the City until after the community meeting.
- **Truck & Tap:** Truck & Tap remains highly engaged and is continuing to evaluate options for its site. They remain concerned about the proximity and availability of parking. With this in mind, staff shared the concept plan for the downtown parking expansion and

conducted a site walk with Mitch Jaffe, co-owner of Truck & Tap, on 9/4, to better explain where additional parking would be located and how the City could improve wayfinding signage. Mr. Jaffe indicated that he would be meeting with his partners to discuss their findings and would be in touch very soon. Staff will remain engaged with this business as it is a high priority.

- **Jefferson Plaza/The Station Redevelopment:** Staff has been meeting regularly with Bruce Fernald with Coterie Properties, who is leading a team that is exploring the redevelopment of this 19-acre gateway site at Holcomb Bridge Road and PIB. At our suggestion, Mr. Fernald is planning an open house event aimed at property and business owners in the Holcomb Bridge Road and Atlantic Boulevard area to solicit their feedback on potential plans for the site. I joined Mr. Fernald and Councilmember Bare for a site walk on 9/2 to hear more about his vision for it, particularly for a park along Crooked Creek, which runs through the site.

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

9/11/2025

## DDA Meeting

### Downtown Manager's Report – Stephanie Newton

Over the past month, I had the opportunity to attend the Georgia Downtown Association Conference in Gainesville (August 25–28). As always, the conference was both engaging and inspiring; a reminder of the unique role our downtown plays in shaping community identity and driving economic development. I look forward to sharing some specific insights and actionable ideas from the sessions in a future report.

As you may know, Jordan Douglas has recently resigned from her role as Events Manager to pursue another opportunity. Jordan made a significant contribution to Norcross during her time with us, and we wish her every success in her new endeavor. In the interim, I will be covering the Events Manager responsibilities until a new hire is in place.

The **British Car Fayre**, held last Saturday, was a tremendous success, drawing enthusiasts from across the metro Atlanta area. A highlight of this year's event was the performance by *The Return Band*, a Beatles tribute group, which added a special energy and drew large crowds.

### Upcoming Events

- **9/11 Remembrance Ceremony** – Sept. 11, 8:15–9:00 a.m., Betty Mauldin Park
- **Day of Play** – Sept. 12, 5:00–6:30 p.m., Lillian Webb Park
- **Lionheart Theatre Presents: *Radio T.B.S.: Trailer Park Broadcasting Scandals*** – Sept. 12–28
- **Jazz in the Alley featuring Jessy Diaz** – Sept. 13, 7:30–9:30 p.m., Thrasher Park
- **Movie Monday: *In the Heights*** – Sept. 22, 1:30 & 6:30 p.m., Cultural Arts & Community Center