

Elevate 278

Onward Together /Hwy 278 CID

Welcome Piedmont Newton to Eastside Crossing Shopping Center

The investment by Piedmont Newton Hospital and Eastside Crossing Shopping Center to renovate the space into new medical offices reflect the very essence of the Hwy 278 Community Improvement District Vision. They have changed a “dark” facility into vibrant new offices offering much needed medical services creating a destination for the eastside of the Hwy 278 CID. This expansion of the Piedmont Newton footprint reflects another major investment of Piedmont Newton Hospital to provide local medical care to serve our community.



- Covington, Ga. (April 11, 2023) – Piedmont now has almost 30,000 square feet of additional medical office space, about a mile from Piedmont Newton Hospital. The newly renovated complex, which was once a Walmart, represents a nearly \$10 million investment by Piedmont Newton. It opened on Monday with primary care but will soon house a full complement of medical services.

Christy Blanchford, M.D., John Ehret, M.D., and three advanced practitioners with Piedmont Physicians at Hospital Drive have relocated to this facility. A cardiology practice is anticipated to open this summer. Future plans include welcoming physicians specializing in neurology, endocrinology, and rheumatology to practice from this location.

“Our goal with this project was to expand the medical services that we can offer residents of Newton County and surrounding areas close to home to make seeking medical care locally hassle-free,” said Norris Little, M.D., interim chief executive officer of Piedmont Newton. “Opening this space is another step toward meeting the medical needs of our community today and over the next decade and beyond.”

The Piedmont complex is part of the broader redevelopment of Eastside Crossing Shopping Center, formerly known as the Shoppes at Martin’s Crossing. This redevelopment by Main Street Land and Properties includes upgrades to landscaping and other cosmetic touches in the common parking lot. Ingles and Piedmont now anchor Eastside Crossing, which is located at the corner of Highway 278 and Covington Bypass Road, adjacent to Eastside Trail.

“We are excited about the renovation and renaming of Eastside Crossing Shopping Center,” said Kharmin Beam with Main Street Land and Properties. “The addition of Piedmont, along with significant exterior enhancements, has generated a tremendous increase in traffic as well as new businesses looking to locate in the center. We look forward to adding additional businesses that will enhance our retail and service mix and complement the addition of Piedmont. Serving our growing community is our top priority.”

Patients with appointments at Piedmont Physicians at Hospital Drive this week should come to the new location in Eastside Crossing. The best address to enter into a GPS is 9202 U.S. 278, Covington, Ga.

Congratulations to Greg Herring and Jimmy Tanner!

At the Caucus of Electors held on June 15, 2023, the Hwy 278 CID held an election. This election was advertised in the Covington News and posted on the Hwy 278 CID website. Following Georgia Law, the majority of the members present voted to continue the Hwy 278 CID for another six years and elected two board positions, Post 2 and Post 4. Greg Herring was elected to serve as the Post 2 representative and Jimmy Tanner was elected to serve as the Post 4 representative.

We are excited to continue the Hwy 278 CID! We are deep into the Preliminary Engineering Design for Phase I (Exit 90 to Emory St). Once complete, GDOT will move forward on the next step to purchase the Right of Way needed, relocate utilities, and begin construction on project number 0017454. We are beginning to move forward on the Preliminary Engineering for the design of Phase II (Emory St to Hospital Dr.).

Onward Together!

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