

For Sale
30.31 Acres | \$6,000,000
Development Land



Hwy 124 Development Site

956 Scenic Highway North
Lawrenceville, Georgia 30045

Property Overview

956 Scenic Highway is a 30.31-acre parcel with over 1,200 feet of frontage on Scenic Highway (Hwy. 124) in Lawrenceville, GA. GA DOT records show traffic counts of over 40,000 vehicles per day along this stretch, providing the site with strong visibility from one of Gwinnett County's well-traveled corridors. The property is a mix of open pasture and wooded area, falls within the Starling Elementary, Couch Middle, and Grayson High School districts, and sewer available — all worth noting for any buyer considering residential development. There is also potential to annex the property into the City of Lawrenceville.

At 30+ acres with more than 1,200' of road frontage, this size parcel is a rare find in this corridor. The combination of acreage, frontage, and traffic makes it worth a serious look for buyers who have been watching this market.

Property Highlights

- 30.31 Acres | Gwinnett County, GA
- 1,200+ Feet of Frontage on Hwy. 124
- Over 40,000 VPD | GA DOT
- Near Sugarloaf Pkwy & Hwy. 124 Intersection
- Potential to Annex into City of Lawrenceville

Offering Summary

Sale Price:	\$6,000,000
Lot Size:	30.31 Acres

For More Information

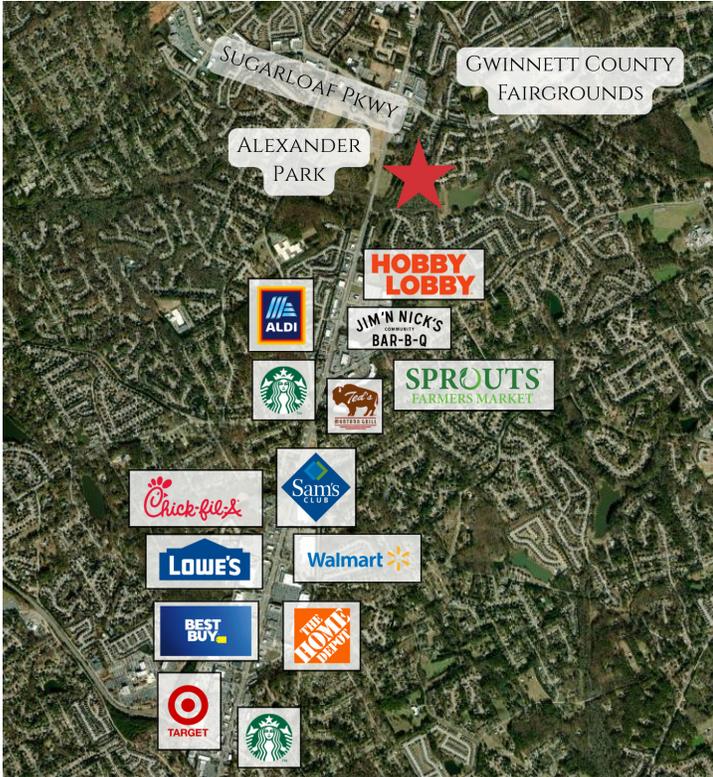
Brian Elrod, CCIM

O: 706 553 1000 | C: 678 859 6110
brian@naielrod.com | GA #251606

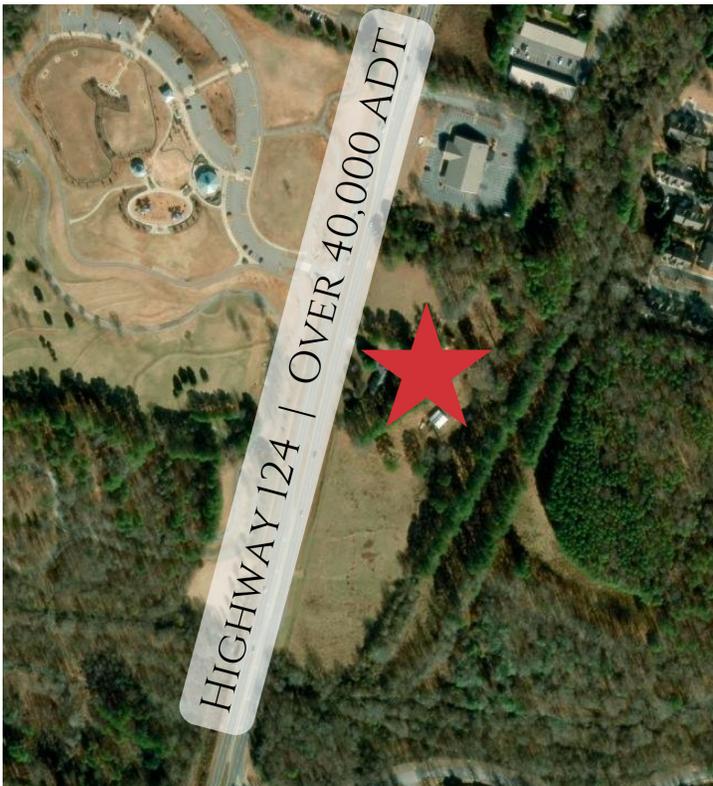
For Sale

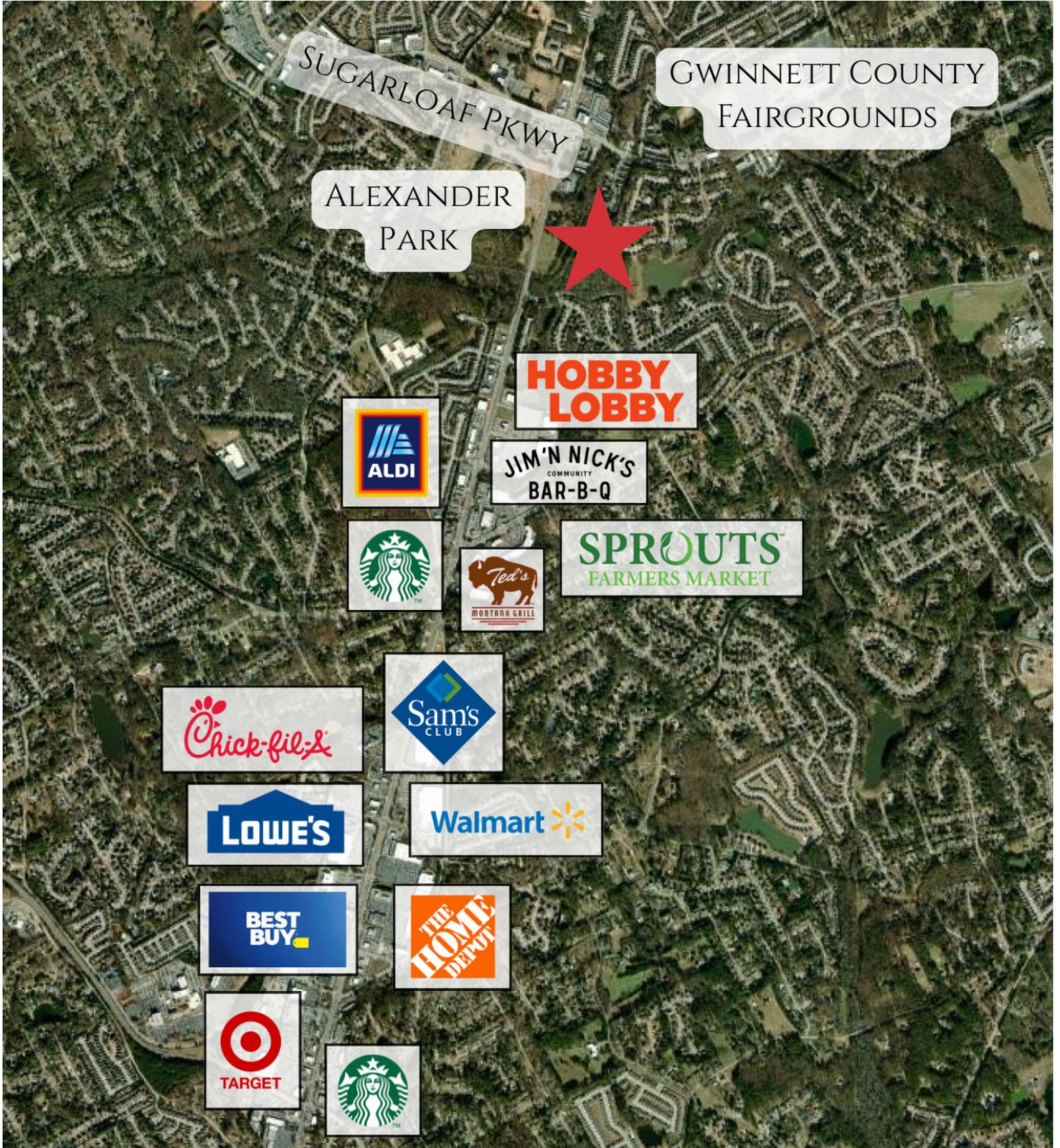
30.31 Acres | \$6,000,000
 Development Land

Property Highlights



- 30.31 Contiguous Acres — A parcel of this size with direct Hwy. 124 frontage doesn't come up often on this corridor. It gives buyers the scale to work with that most sites in this market simply don't have.
- 1,200+ Feet of Frontage on Scenic Highway — That's a substantial stretch of road presence on a corridor carrying over 40,000 vehicles per day. Visibility from both directions is a real asset here.
- Over 40,000 VPD on Hwy. 124 | GA DOT — One of the busier stretches in Gwinnett County, with an established mix of national retail and service tenants already drawing traffic to the corridor.
- Near Sugarloaf Pkwy & Hwy. 124 Intersection — The proximity to Sugarloaf Pkwy puts this site close to one of Gwinnett's most active commercial nodes, with national anchors already in place.
- Potential to Annex into City of Lawrenceville — Opens additional development possibilities for the right buyer.
- Starling ES / Couch MS / Grayson HS Districts

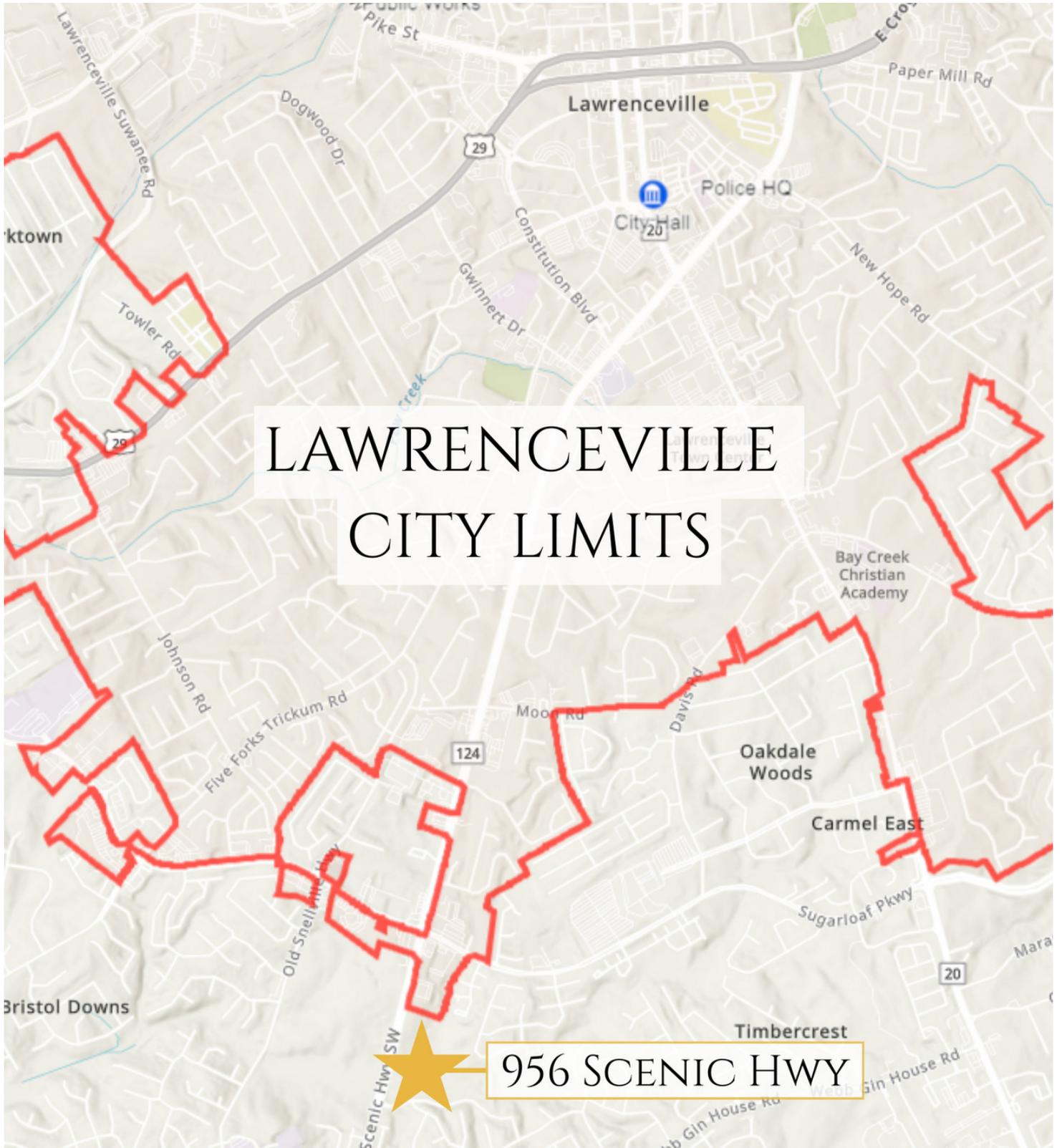




For Sale

30.31 Acres | \$6,000,000

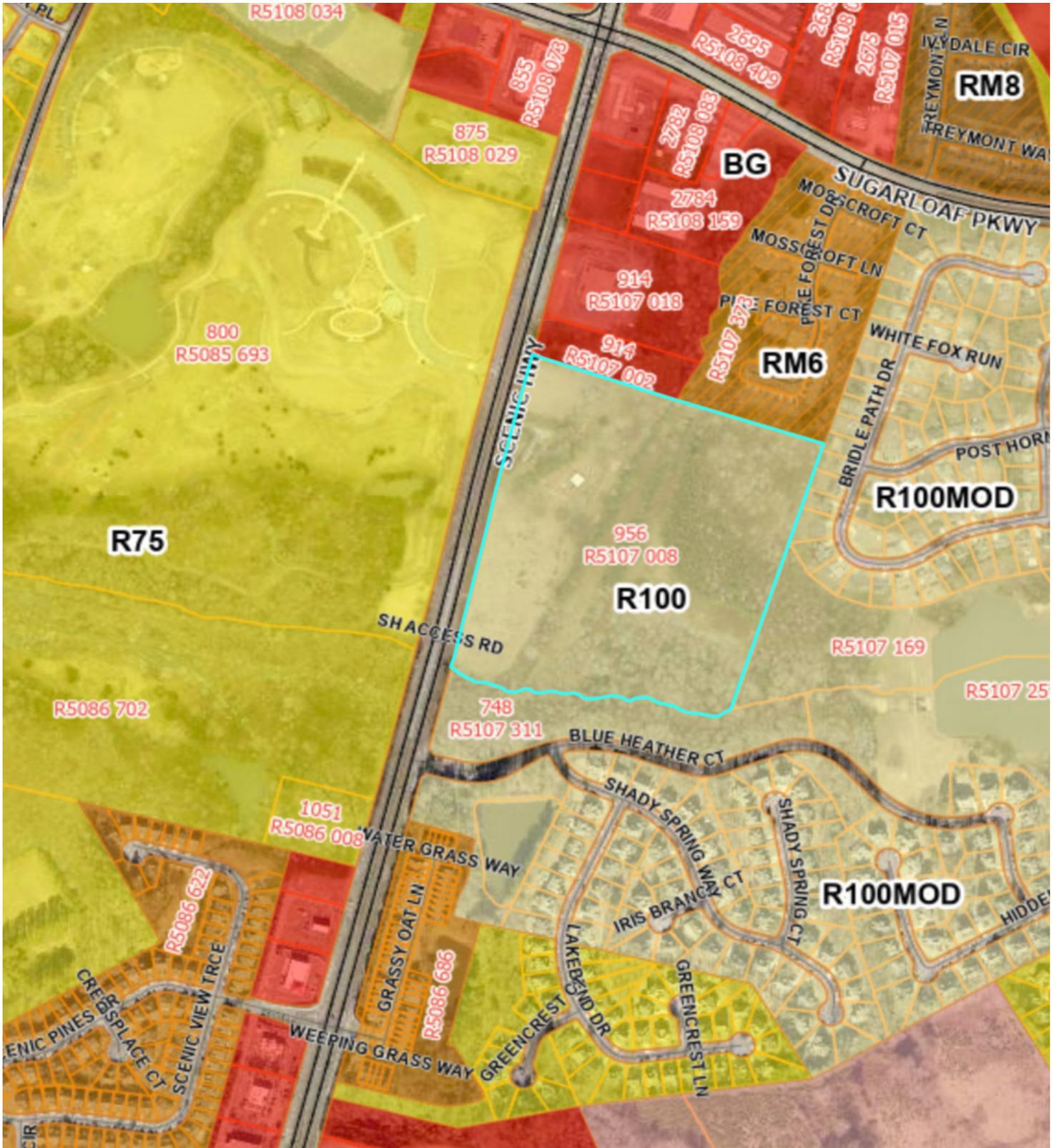
Lawrenceville City Limits



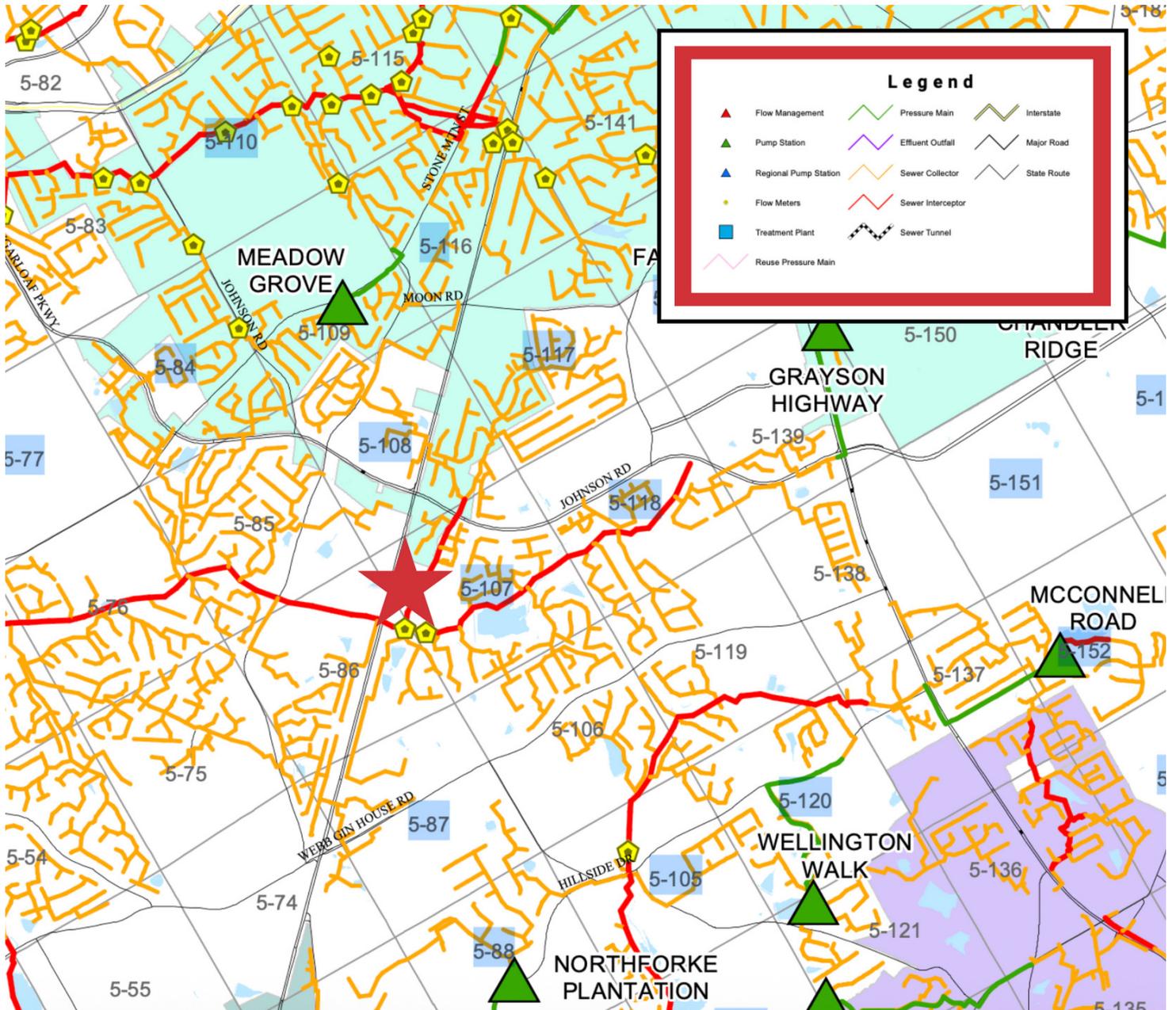
For Sale

30.31 Acres | \$6,000,000

Zoning Map



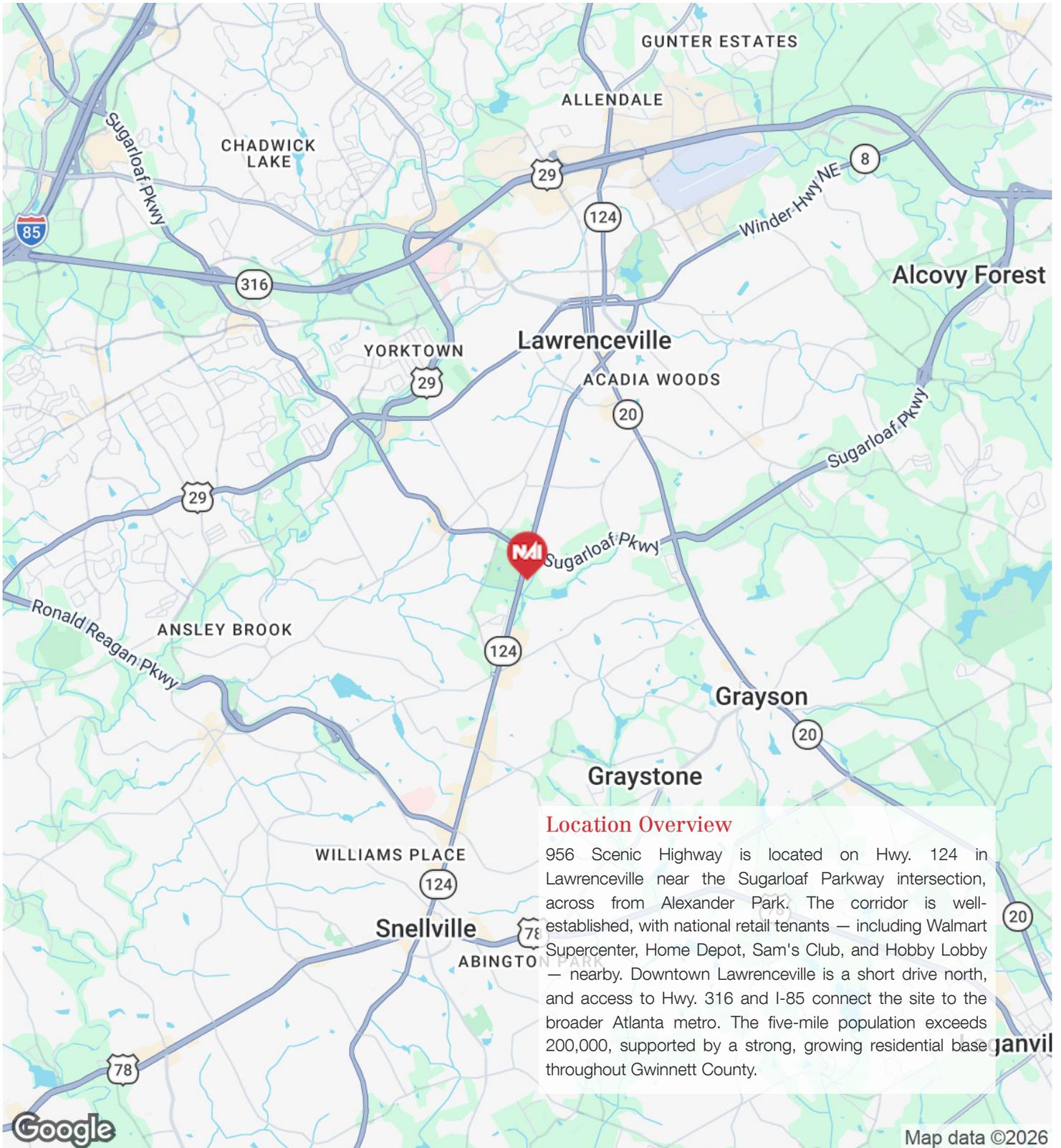
For Sale
 30.31 Acres | \$6,000,000
 Sewer Map



For Sale

30.31 Acres | \$6,000,000

Development Land

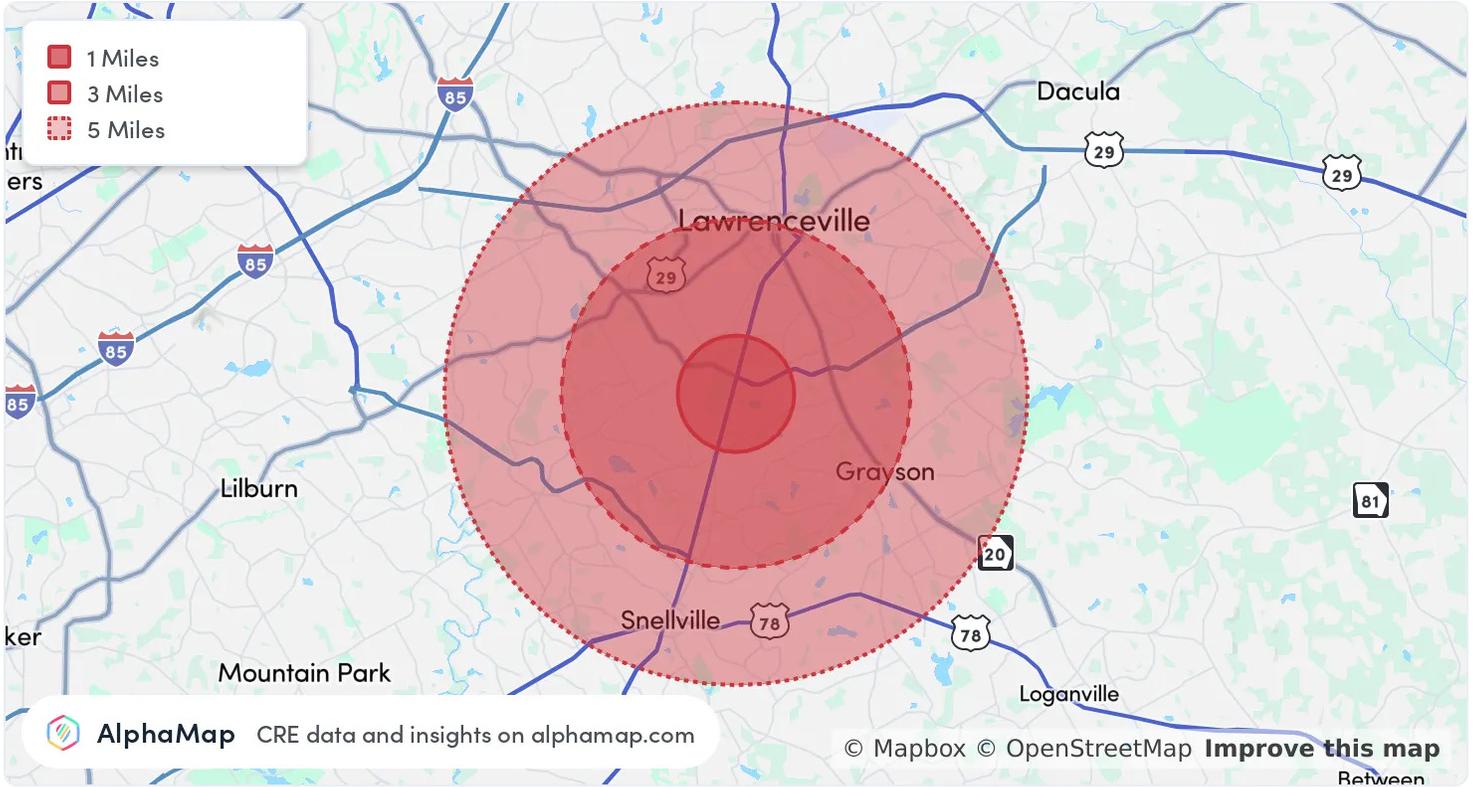


Location Overview

956 Scenic Highway is located on Hwy. 124 in Lawrenceville near the Sugarloaf Parkway intersection, across from Alexander Park. The corridor is well-established, with national retail tenants — including Walmart Supercenter, Home Depot, Sam's Club, and Hobby Lobby — nearby. Downtown Lawrenceville is a short drive north, and access to Hwy. 316 and I-85 connect the site to the broader Atlanta metro. The five-mile population exceeds 200,000, supported by a strong, growing residential base throughout Gwinnett County.

Map data ©2026

For Sale
30.31 Acres | \$6,000,000
Development Land



Population	1 Mile	3 Miles	5 Miles
Total Population	9,854	77,469	200,180
Average Age	40	39	38
Average Age (Male)	38	38	37
Average Age (Female)	41	40	39

Household & Income	1 Mile	3 Miles	5 Miles
Total Households	3,145	24,840	64,070
Persons per HH	3.1	3.1	3.1
Average HH Income	\$120,234	\$115,288	\$107,823
Average House Value	\$425,923	\$415,883	\$382,884
Per Capita Income	\$38,785	\$37,189	\$34,781

Map and demographics data derived from AlphaMap