

FOR SALE

± 5.6 ACRES

2592-2602 Lawrenceville-Suwanee Road
Suwanee, GA 30024



PROPERTY OVERVIEW

- 450 ft of frontage on Lawrenceville-Suwanee Road
- Proposed Uses: retail shopping center, mixed-use, office, medical office or fitness center
- Utility infrastructure already in place
- 0.75 mile Southeast of I-85/Lawrenceville-Suwanee Rd interchange
- 1 mile East from I-85/McGinnis Ferry Rd Interchange
- 2022 Traffic count on Lawrenceville-Suwanee Road: 26,188

LOCATION

592-2602 LAWRENCEVILLE-SUWANEE RD
SUWANEE, GA 30024
GWINNETT COUNTY

LOT SIZE

± 5.6 ACRES

ZONING

C-1

SALE PRICE

\$3,950,000

For More Information:



Michael Anderson

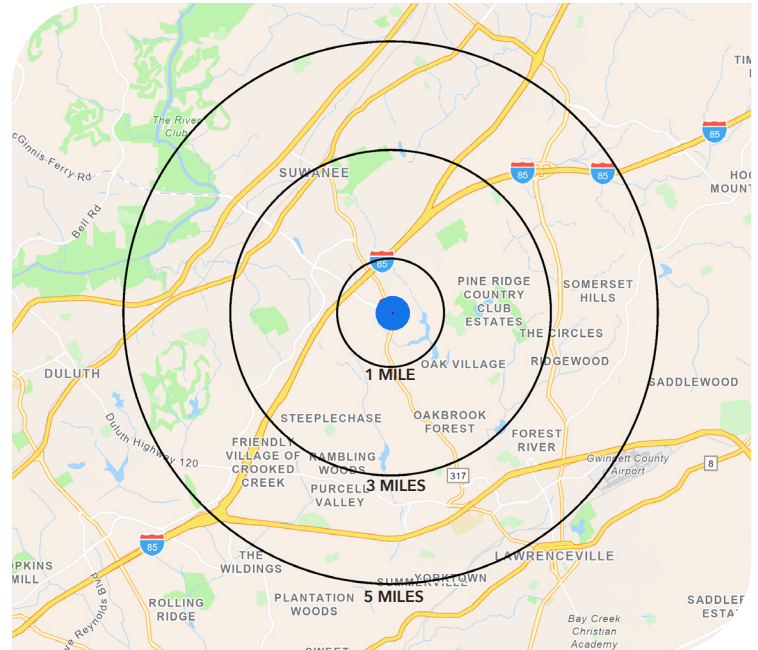
404.513.3417

manderson@cspgcompanies.com



OVERVIEW

POPULATION	1-MILE	3-MILE	5-MILE
2021 Population	7,985	67,306	178,897
HOUSEHOLDS			
2021 Households	2,645	21,511	58,796
INCOME			
2021 Average Household Income	\$120,183	\$128,190	\$125,827
EMPLOYEES			
2021 Number of Employees in Area	4,082	35,085	89,414



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OPPORTUNITY

Demographics & income growth

- Suwanee's population is rising latest estimates at ~ 21,811 (2023) with ~2.7% annual growth. Data USA+2World Population Review+2
- Median age is ~39 years. Point2Homes+1
- Median household income about \$105,878 (2023) and growing. Data USA
- Median home value is ~\$439,700 and climbing. Data USA+1
- High-quality of life amenities: diversity (~28% Asian, ~11% Black, ~52% White) indicating a broad base of residents. Best Neighborhood+1

What this means: A well-heeled, educated, growing resident base with purchasing power and demand for high-quality goods, services and housing.

Infrastructure & city planning = tailwinds

- The city has an ambitious long-term plan: the Suwanee 2040 Strategic Plan is underway and shows this municipality is preparing for growth, infrastructure, parks, business development. Gwinnett Forum+1
- Major walkthrough: the development of the Town Center on Main & Delay Nature Park (25-acre greenspace) underscores the city's commitment to high quality placemaking that supports adjacent uses. Reeves + Young | Built By Relationship
- The site falls within the broader area the city is branding as the Suwanee Gateway which is targeted for re-investment: infrastructure upgrades, transportation improvements, commercial nodes. Suwanee

Takeaway: You're not just buying land; you're buying into a municipality that is actively shaping its future. That matters for risk mitigation and upside.

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Higher & Better Use Opportunities

1. Retail / Convenience Anchors:

- a. Given the rising incomes and quality of life improvements, demand for higher-end “everyday” retail increases (groceries, health & wellness, boutique food service). The corridor lacks large new grocery or full-service retail anchored developments compared to adjacent, more mature submarkets → an opportunity to fill the gap.

2. Gas Station / C-Store + Services Node

- a. Given the road exposure (Lawrenceville-Suwanee Road) and increasing traffic over time, a convenience / fuel node (or even EV charging-oriented service station) might make sense. Often these are the first wave in advancing from pure residential to mixed use.

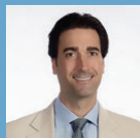
3. Residential Transition (Townhomes / Multifamily)

- a. With home values rising (~\$503k in 2023) City-Data and younger professionals/households moving in, a higher density residential use (townhomes, lofts) that leverages walkability and access to amenities could capture material value. If the site is one of the last larger undeveloped parcels on the corridor, this gives a scarcity advantage.

4. Mixed-Use “Live/Work/Play” Development

- a. Because Suwanee is already investing in parks, trails and connectivity (e.g., the Suwanee Creek Greenway multi-use trail) Wikipedia+1 a mixed-use development combining residential over retail may align with the city’s vision and capture premium rents/values.

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Market Demand & Barriers

Demand side:

- Rising incomes + population growth = more demand for quality retail and housing.
- Infrastructure investment = improved access, amenity value supports premium positioning.
- Quality of life (parks, trails, green space) bolsters appeal for younger households and mobile professionals.

Supply side – barriers which create opportunity

- Limited remaining large undeveloped sites in the corridor means scarcity and potential upside.
- Zoning transition from lower density to higher density is often a value-inflection point.
- If the property is assembled and rezoned, early-mover advantage for buyers.

Price Barrier Analysis

- With median detached house values ~\$514k in Suwanee (2023) City-Data, there's a threshold where many buyers might look toward townhome or multifamily alternatives if detached home prices go above ~\$550-600k in the near term. That means "for sale by the unit" pricing for multi-family/stacked townhomes becomes more viable.
- A commercial buyer could argue that the purchasing power in the area supports "premium convenience" formats (groceries, services) rather than commodity retail formats competing purely on price.

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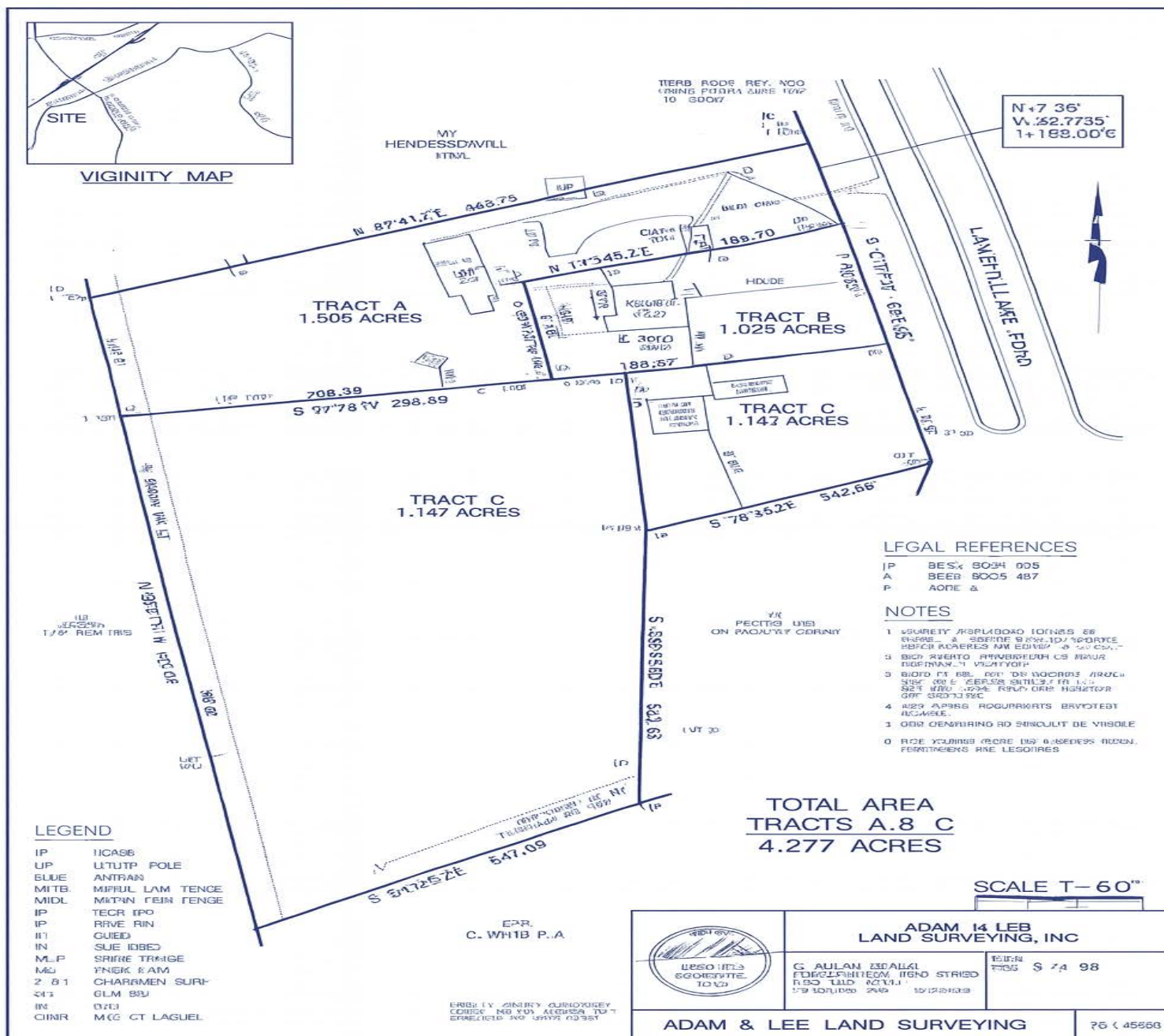
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Survey



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