



**HARBOR  
HAVEN**  
REALTY

COMMERCIAL DIVISION of JOHN BAILEY REALTY

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

2592-2602 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

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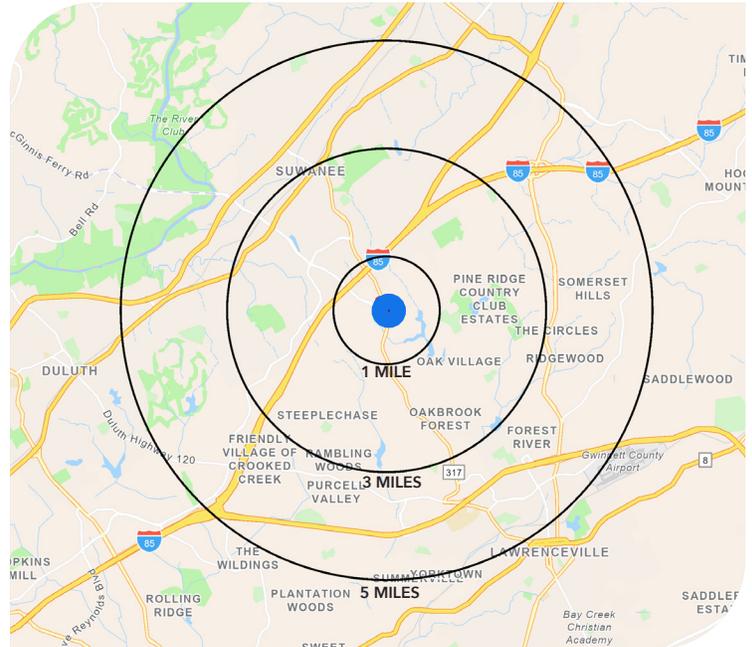
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## OVERVIEW

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



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## Investment Highlights

- ±5.6-acre infill development opportunity
- 450 feet of frontage on Lawrenceville-Suwanee Road
- 26,188 VPD (2022 traffic count)
- Utilities in place
- 0.75 miles to I-85 interchange
- Located within affluent and growing Suwanee submarket
- Median Household Income: \$105k+
- Median Home Values: \$500k+
- Limited remaining undeveloped corridor land
- Strong visibility and access
- Potential rezoning upside (subject to approvals)

## Potential Uses

- Townhomes / Multifamily (subject to rezoning)
- Mixed-Use Live/Work/Play Development
- Retail / Grocery Anchor
- Gas / Convenience / EV-Oriented Service

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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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