

# FOR SALE

**+/- 22.77 AC - Prime Commercial & Mixed-Use Development Opportunity - Henry County, GA**

103 & 167 East Lake Road, McDonough, GA 30252

**For More Information: Stephen Lovett**

770.297.4807 | slovett@nortoncommercial.com

**Zach Tibbs**

770.297.4876 | ztibbs@nortoncommercial.com



Norton Commercial  
434 Green Street  
Gainesville, GA 30501  
nortoncommercial.com

# NORTON



## EXECUTIVE SUMMARY

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## OFFERING SUMMARY

**Sale Price:** \$2,950,000

**Sales Price Per Acre:** \$129,556

**Lot Size:** 22.77 Acres

**Utilities:** All Available

**Current Zoning:** RA

**Road Frontage:** +/- 1500' on  
East Lake Road

**School District:** East Lake ES  
Union Grove MS  
Union Grove HS

### Traffic Counts:

**East Lake Road:** 12,000 VPD

**Highway 155:** 13,500 VPD

## PROPERTY OVERVIEW

The Norton Commercial Acreage Group is pleased to present this prime 22.77-acre commercial development opportunity in a rapidly growing commercial corridor of Henry County. Strategically located at a high-traffic intersection, just one mile east of Stockbridge city limits and under two miles north of McDonough city limits, this site offers exceptional visibility and accessibility. Currently zoned RA (Residential Agricultural), the property is surrounded by thriving commercial and public/institutional developments, making it an excellent candidate for rezoning to accommodate retail, office, or mixed-use commercial projects. With all utilities available, including public water and sewer, and mostly level topography, this site is well-positioned for immediate development. A scenic +/- 2.5-acre pond on the southwestern corner adds a unique aesthetic feature, ideal for an enhanced commercial or mixed-use development. This is a prime opportunity for developers and investors looking to capitalize on the rapid growth in Henry County's commercial sector.

## LOCATION OVERVIEW

Just 15 miles southeast from the 285 Atlanta Perimeter and about 22 miles from Downtown Atlanta, this commercial intersection between Hwy 155 and East Lake Road is mostly built out with the subject property being located on the last remaining undeveloped quadrant. The property is walkable to the new Kroger, Chick-fil-A and other new retail and dining options. Located within the East Lake ES, Union Grove MS and Union Grove HS school districts.

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**ADDITIONAL PHOTOS**

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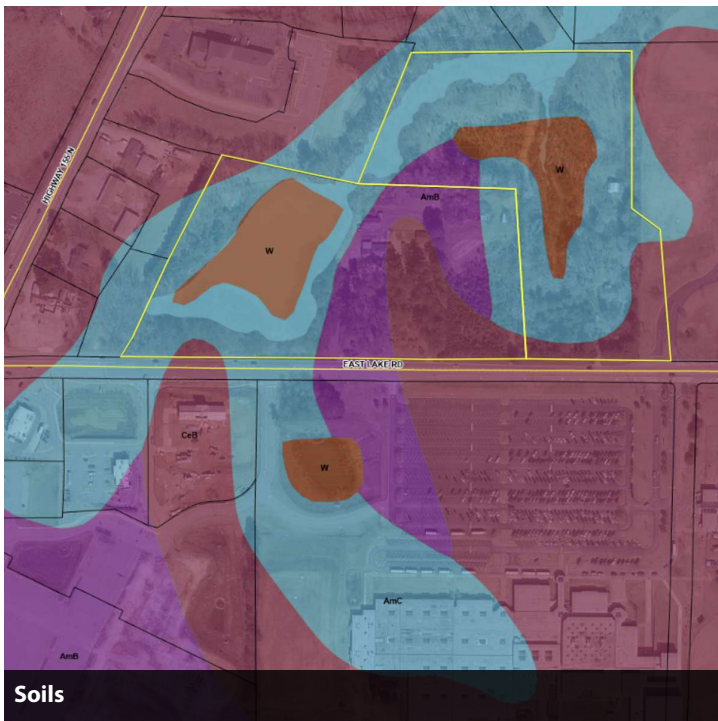
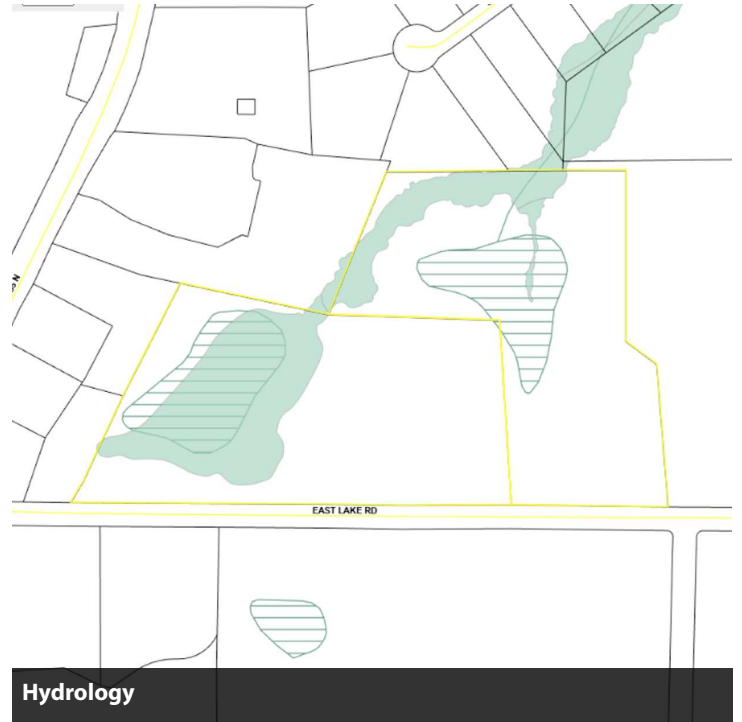
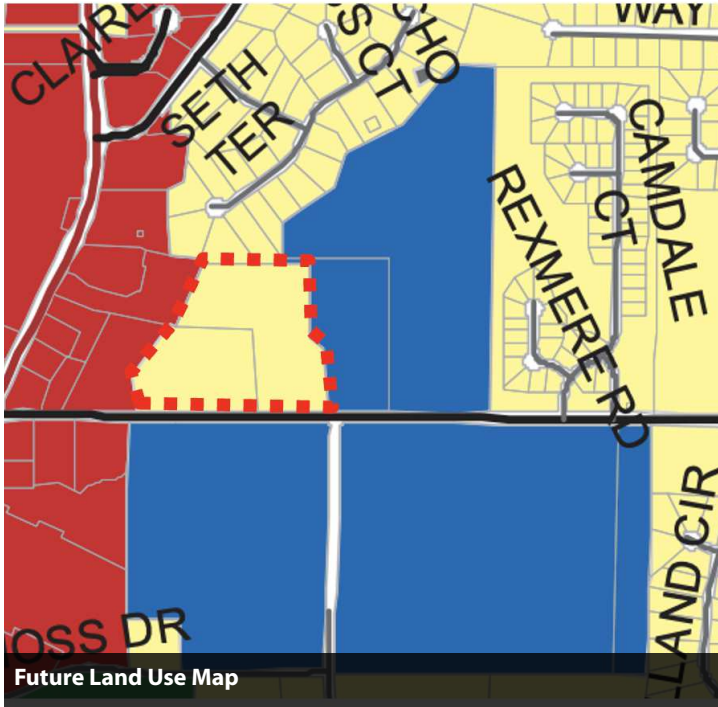
**NORTON**



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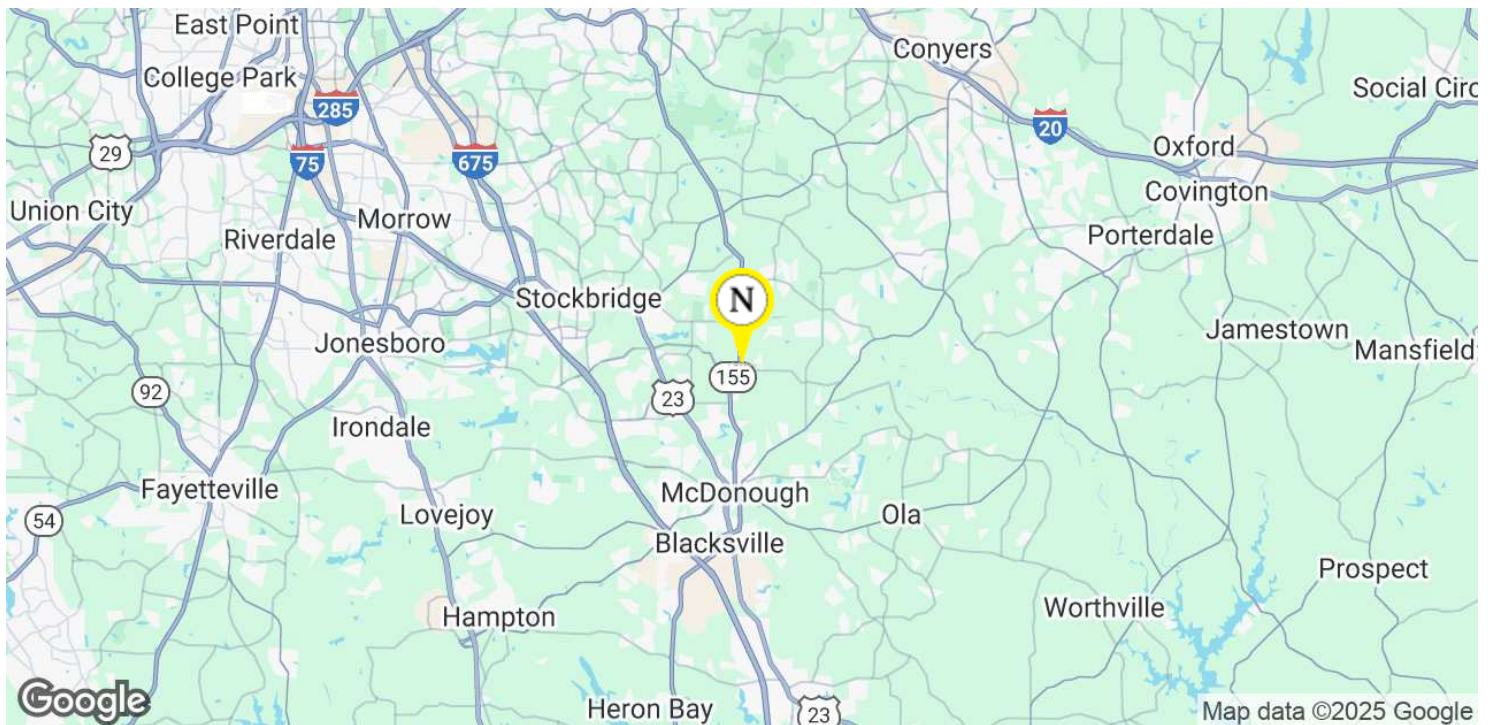
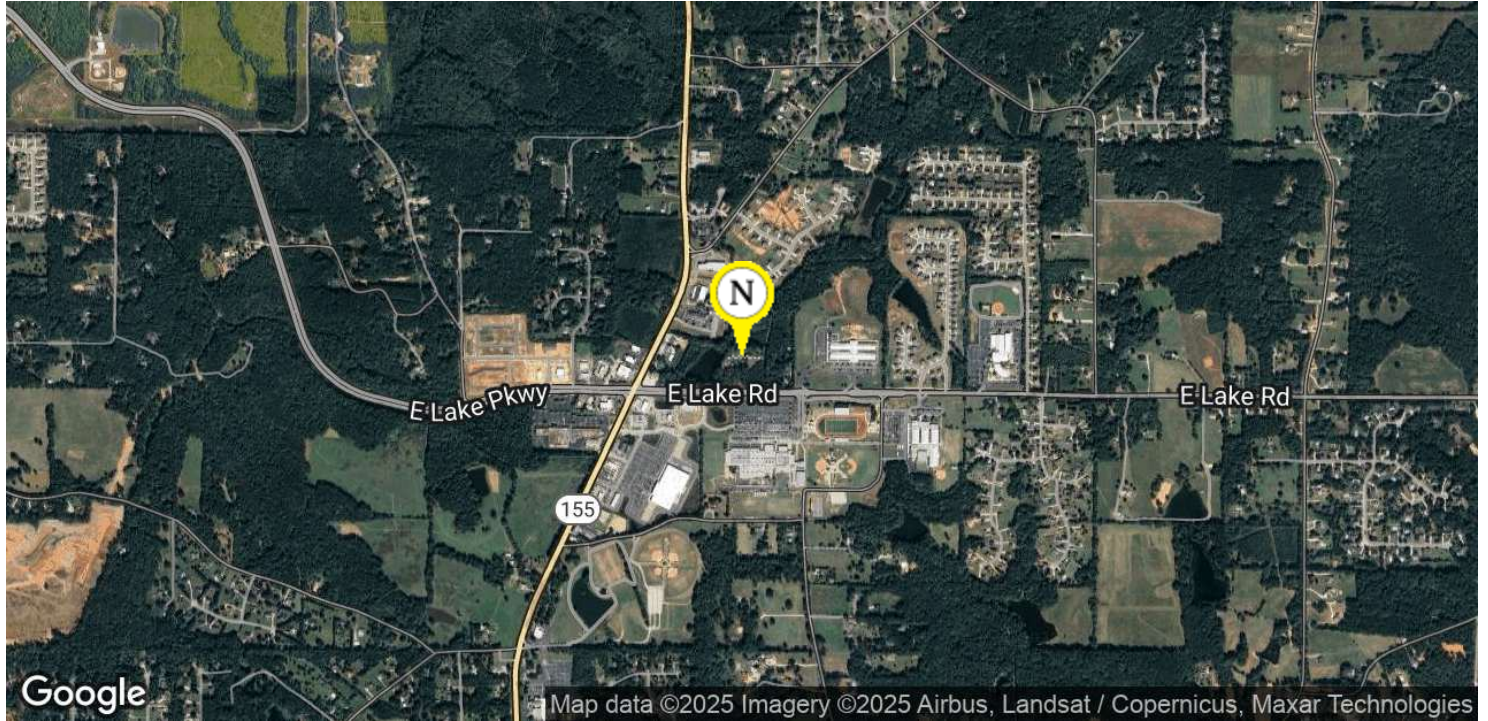
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## LOCATION MAP

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## RETAILER MAP

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# NORTON



## Executive Summary

103 E Lake Rd, McDonough, Georgia, 30252  
 Rings: 3, 5, 10 mile radii

Prepared by Esri  
 Latitude: 33.50843  
 Longitude: -84.13703

	3 miles	5 miles	10 miles
<b>Population</b>			
2010 Population	16,003	58,447	227,997
2020 Population	18,770	68,765	263,558
2025 Population	20,704	74,052	281,965
2030 Population	21,491	77,463	295,791
2010-2020 Annual Rate	1.61%	1.64%	1.46%
2020-2025 Annual Rate	1.89%	1.42%	1.29%
2025-2030 Annual Rate	0.75%	0.90%	0.96%
2020 Male Population	47.7%	47.0%	47.2%
2020 Female Population	52.3%	53.0%	52.8%
2020 Median Age	41.1	39.2	38.5
2025 Male Population	48.4%	47.7%	47.9%
2025 Female Population	51.6%	52.3%	52.1%
2025 Median Age	41.6	39.7	39.1

In the identified area, the current year population is 281,965. In 2020, the Census count in the area was 263,558. The rate of change since 2020 was 1.29% annually. The five-year projection for the population in the area is 295,791 representing a change of 0.96% annually from 2025 to 2030. Currently, the population is 47.9% male and 52.1% female.

### Median Age

The median age in this area is 39.1, compared to U.S. median age of 39.6.

### Race and Ethnicity

2025 White Alone	37.9%	31.0%	26.8%
2025 Black Alone	46.0%	53.8%	58.1%
2025 American Indian/Alaska Native Alone	0.3%	0.3%	0.4%
2025 Asian Alone	5.0%	4.1%	3.5%
2025 Pacific Islander Alone	0.0%	0.0%	0.1%
2025 Other Race	3.2%	3.5%	4.4%
2025 Two or More Races	7.6%	7.2%	6.8%
2025 Hispanic Origin (Any Race)	7.4%	7.7%	8.6%

Persons of Hispanic origin represent 8.6% of the population in the identified area compared to 19.7% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 64.9 in the identified area, compared to 72.7 for the U.S. as a whole.

### Households

2025 Wealth Index	117	100	86
2010 Households	5,405	20,291	80,074
2020 Households	6,282	23,625	92,301
2025 Households	6,999	25,682	99,748
2030 Households	7,303	26,991	105,352
2010-2020 Annual Rate	1.52%	1.53%	1.43%
2020-2025 Annual Rate	2.08%	1.60%	1.49%
2025-2030 Annual Rate	0.85%	1.00%	1.10%
2025 Average Household Size	2.96	2.88	2.81

The household count in this area has changed from 92,301 in 2020 to 99,748 in the current year, a change of 1.49% annually. The five-year projection of households is 105,352, a change of 1.10% annually from the current year total. Average household size is currently 2.81, compared to 2.85 in the year 2020. The number of families in the current year is 73,072 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

**Source:** U.S. Census Bureau. Esri forecasts for 2025 and 2030. Esri converted Census 2010 into 2020 geography and Census 2020 data.

October 20, 2025

## Executive Summary

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	3 miles	5 miles	10 miles
<b>Mortgage Income</b>			
2025 Percent of Income for Mortgage	21.9%	24.9%	25.5%
<b>Median Household Income</b>			
2025 Median Household Income	\$107,810	\$93,730	\$83,485
2030 Median Household Income	\$127,302	\$105,773	\$92,967
2025-2030 Annual Rate	3.38%	2.45%	2.17%
<b>Average Household Income</b>			
2025 Average Household Income	\$127,944	\$115,210	\$104,596
2030 Average Household Income	\$141,396	\$125,741	\$114,911
2025-2030 Annual Rate	2.02%	1.76%	1.90%
<b>Per Capita Income</b>			
2025 Per Capita Income	\$43,249	\$40,114	\$36,989
2030 Per Capita Income	\$48,008	\$43,979	\$40,897
2025-2030 Annual Rate	2.11%	1.86%	2.03%
<b>GINI Index</b>			
2025 Gini Index	36.1	38.3	39.5
<b>Households by Income</b>			

Current median household income is \$83,485 in the area, compared to \$81,624 for all U.S. households. Median household income is projected to be \$92,967 in five years, compared to \$92,476 all U.S. households.

Current average household income is \$104,596 in this area, compared to \$116,179 for all U.S. households. Average household income is projected to be \$114,911 in five years, compared to \$128,612 for all U.S. households.

Current per capita income is \$36,989 in the area, compared to the U.S. per capita income of \$45,360. The per capita income is projected to be \$40,897 in five years, compared to \$50,744 for all U.S. households.

<b>Housing</b>			
2025 Housing Affordability Index	105	92	90
2010 Total Housing Units	5,699	21,900	86,984
2010 Owner Occupied Housing Units	4,816	15,640	61,050
2010 Renter Occupied Housing Units	589	4,650	19,023
2010 Vacant Housing Units	294	1,609	6,910
2020 Total Housing Units	6,468	24,630	96,627
2020 Owner Occupied Housing Units	5,452	17,767	66,395
2020 Renter Occupied Housing Units	830	5,858	25,906
2020 Vacant Housing Units	186	984	4,295
2025 Total Housing Units	7,157	26,754	104,561
2025 Owner Occupied Housing Units	6,215	19,662	72,719
2025 Renter Occupied Housing Units	784	6,020	27,029
2025 Vacant Housing Units	158	1,072	4,813
2030 Total Housing Units	7,456	28,048	110,510
2030 Owner Occupied Housing Units	6,559	20,693	76,783
2030 Renter Occupied Housing Units	744	6,298	28,569
2030 Vacant Housing Units	153	1,057	5,158
<b>Socioeconomic Status Index</b>			
2025 Socioeconomic Status Index	56.8	53.2	50.2

Currently, 69.5% of the 104,561 housing units in the area are owner occupied; 25.8%, renter occupied; and 4.6% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 9.8% are vacant. In 2020, there were 96,627 housing units in the area and 4.4% vacant housing units. The annual rate of change in housing units since 2020 is 1.51%. Median home value in the area is \$339,773, compared to a median home value of \$370,578 for the U.S. In five years, median value is projected to change by 2.20% annually to \$378,837.

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