

# Historic Redevelopment Opportunity

Multi-Family/Mixed-Use/Industrial | Gainesville, GA



+/- 338,345 SF one-of-a-kind  
opportunity to transform a pivotal  
industrial corridor location

**Lincoln**

## CONTACT

SAM SIMPSON  
Vice President  
[SSimpson@lpc.com](mailto:SSimpson@lpc.com)  
770.654.0062

COLIN BEECHAM  
Vice President  
[CBeecham@lpc.com](mailto:CBeecham@lpc.com)  
770.356.6226



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### CONFIDENTIALITY AGREEMENT

Your receipt of this Memorandum constitutes your acknowledgement that (i) it is a confidential Memorandum solely for your limited use and benefit in determining whether you desire to express further interest in the acquisition of the Property, (ii) you will hold it in the strictest confidence, (iii) you will not disclose it or its contents to any third party without the prior written authorization of the owner of the Property ("Owner") or Lincoln, and (iv) you will not use any part of this Memorandum in any manner detrimental to the Owner or Lincoln. If after reviewing this Memorandum, you have no further interest in purchasing the Property, kindly return it to Lincoln.

# EXECUTIVE SUMMARY

## THE OFFERING

Lincoln is pleased to present - The Mill a rare development opportunity in the industrial corridor of Gainesville, GA. The site is well-positioned to benefit from ongoing infrastructure improvements and Gainesville's long-term vision.

A major advantage is the property's direct access to the planned Highlands to Islands Trail — a scenic walking and biking path that will connect downtown Gainesville to Lake Lanier Islands. This unique amenity positions The Mill as a future lifestyle and recreational hub, where connectivity to nature becomes a defining feature. The trail adds significant appeal for residential or mixed-use concepts, attracting those who value outdoor living and active communities.

### ASSET HIGHLIGHTS

Address:	795 Georgia Avenue
City, State:	Gainesville, GA
County:	Hall County
Submarket:	Northeast
Size:	+/- 338,345 SF
Acres:	13.42 AC
Current Use:	Industrial/Office/IOS
Current Zoning:	H-I Heavy Industrial
Number of Buildings:	Four (4) buildings; +/ - 2 acres IOS (3 industrial facilities; 1 office)
Construction:	Concrete Block, Redd Brick Facade



## +/- 338,345 SF TEXTILE MILL

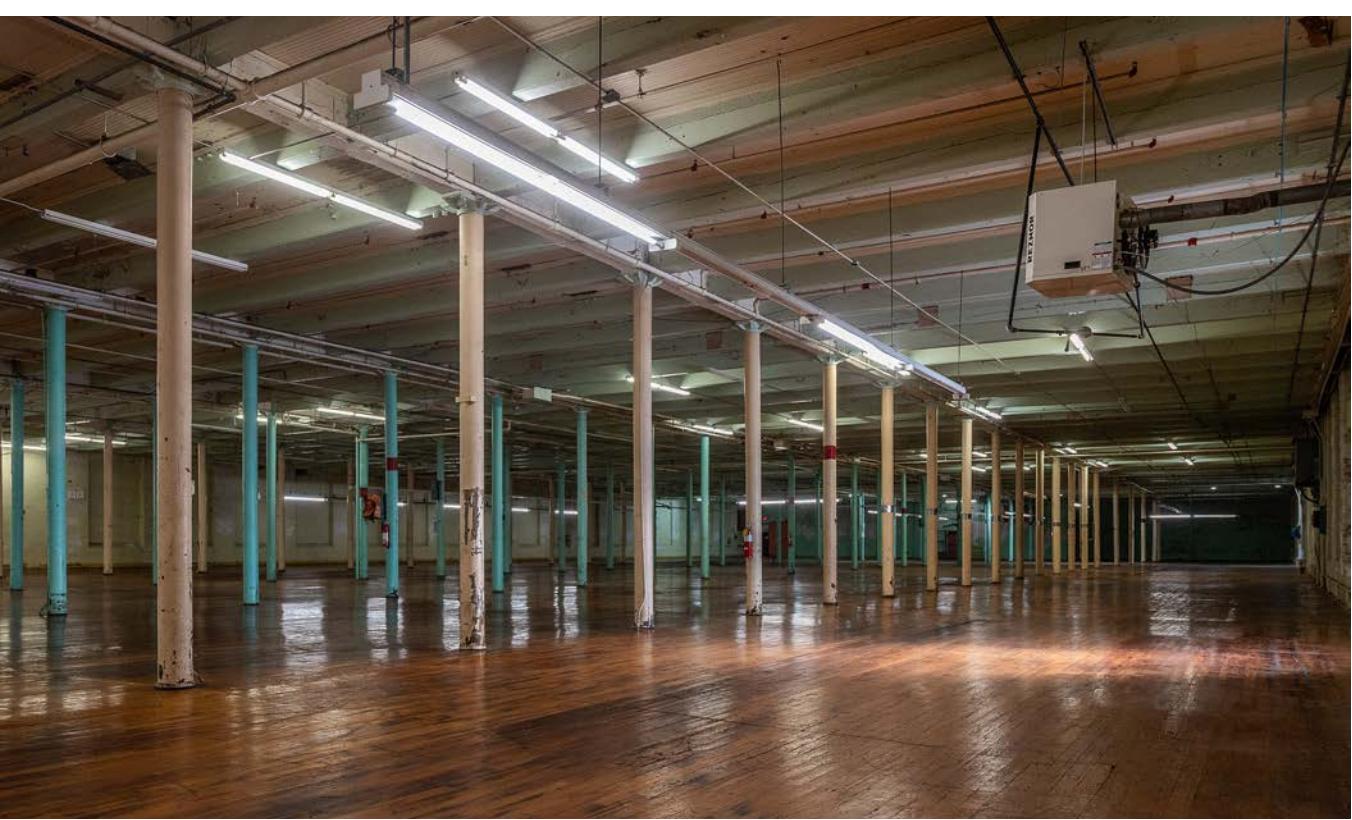
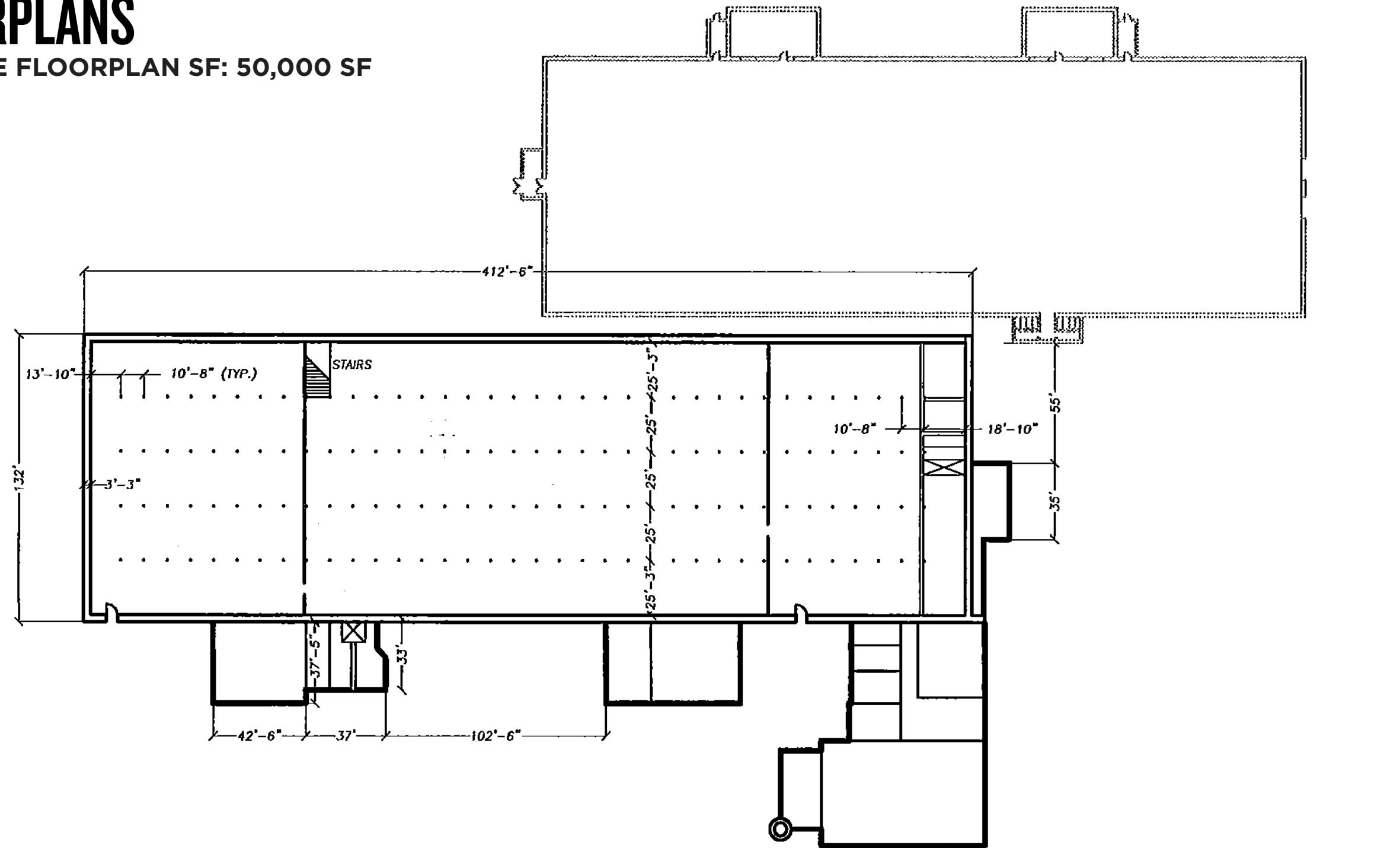
### MIXED-USE DEVELOPMENT

### PROJECT SUMMARY

The Mill offers generous space and existing infrastructure that can be reimagined for modern use — whether residential, commercial, or mixed-use. Its industrial character provides a unique foundation for creative placemaking, appealing to developers looking to blend authenticity with innovation.

# FLOORPLANS

AVERAGE FLOORPLAN SF: 50,000 SF





# LOCATION OVERVIEW

## GAINESVILLE/HALL COUNTY OVERVIEW

Gainesville, Georgia, located approximately 50 miles northeast of Atlanta in Northeast Georgia, is the county seat and largest city in Hall County. Nestled at the foothills of the Blue Ridge Mountains and bordered by Lake Sidney Lanier, the county lies along the southern edge of the Chattahoochee National Forest. Known as the “Queen City of the Mountains” and the “Poultry Capital,” Gainesville was also dubbed the “Hospitality Capital of the World” after hosting the rowing and kayaking events during the 1996 Olympic Games. As of July 1, 2021, Gainesville’s population reached 133,878.

A major economic and tourism hub for Northeast Georgia, Gainesville continues to grow, particularly in the manufacturing and retail sectors. The region is home to about 45 international companies—many with their North American headquarters located in Gainesville-Hall County—and supports business development through expanding business parks. In 2020, Hall County led the state in economic impact from its poultry and manufacturing industries, maintaining its prominence in the Food and Agribusiness sectors.



Gainesville is also the medical center of Northeast Georgia’s 14-county region, anchored by the top-ranked Northeast Georgia Medical Center (NEGMC) and a strong network of healthcare providers.

Recreationally, residents and visitors enjoy Lake Lanier’s 38,000 acres of water activities—including rentals at the Olympic Venue—and world-class racing at Road Atlanta, home of the annual Petit Le Mans. Downtown Gainesville offers vibrant shopping, dining, and unique attractions like a to-scale solar system model. The Elachee Nature Science Center, situated in the Chicopee Woods Nature Preserve, provides outdoor education and museum experiences.

Cultural amenities include The Arts Council in a renovated historic depot, the Quinlan Visual Arts Center on Green Street, the Atlanta Botanical Garden’s Gainesville location, and historical sites like the Piedmont Hotel and the gravesite of Confederate General James Longstreet.

## MARKET AT A GLANCE

### GAINESVILLE/HALL COUNTY

Gainesville/Hall County offers an exceptional quality of life and a strong, diversified economic foundation that supports both business and industry. Home to over 330 manufacturing and processing facilities and 57 international companies representing 19 countries, Gainesville-Hall County continues to attract global investment. In 2021 alone, 16 new and expanding businesses brought 1,300 new jobs and \$240 million in capital investment to the area. Since 2015, the region has welcomed 134 new and expanded businesses, resulting in more than 7,000 jobs and \$1.7 billion in capital investment.

Total Population  
**336,935**

Labor Force  
**178,590**

Average Household Income  
**\$82,489**

Median Age  
**38.2**

Total Households  
**107,302**

Population Change Y-o-Y  
**1.7%**



# TAX INCENTIVES

JOB TAX CREDITS		
# of Jobs	Annual Savings	5-Yr Cumulative Savings
25	\$31,250	\$156,250
50	\$62,500	\$312,500
100	\$125,000	\$625,000
200	\$250,000	\$1,250,000
400	\$500,000	\$2,500,000

Job Tax Credit Program: Qualified businesses in Gainesville-Hall County may qualify for this credit if they create at least 25 new jobs in a calendar year; Job Tax Credits of \$1,250 each year for five years for each new full time job created and maintained. For example:  $\$1,250 \times 25 \text{ new jobs} \times 5 \text{ years} = \$156,250$  in tax credits.

# ATLANTA | TOP-PERFORMING MARKET FOR JOB GROWTH

#1

**MOVING DESTINATION IN THE U.S.**  
Penske Truck Rentals

**MOST AFFORDABLE CITY**  
Wallet Hub

**BUSIEST AIRPORT IN THE WORLD**  
Airport Council International

#2

**METRO AREA FOR ECONOMIC GROWTH POTENTIAL**  
Business Facilities

#3

**MARKET FOR TECH TALENT LABOR POOL GROWTH**  
CBRE Research

#5

**MARKET FOR JOB GROWTH**  
Business Facilities

## METRO ATLANTA: A MAGNET FOR TALENT, BUSINESS, AND GROWTH

Atlanta has experienced remarkable growth over the past decade, solidifying its position as one of the fastest-growing metropolitan areas in the United States. With a population increase of 34%, the city has become a magnet for new residents, businesses, and investment. This growth is fueled by Atlanta's strong job market, diverse economy, world-class transportation infrastructure, and vibrant cultural scene. Major industries—including logistics, film, technology, and finance—continue to expand, attracting talent and innovation from across the country. As a result, Atlanta not only leads the Southeast in economic development but also plays a pivotal role on the national stage as a hub of opportunity and progress.

## 16 FORTUNE 500 COMPANIES HEADQUARTERED IN ATLANTA



## HARTSFIELD-JACKSON INTERNATIONAL AIRPORT

 **\$34.8 BILLION**

ANNUAL ECONOMIC IMPACT FROM HARTSFIELD-JACKSON

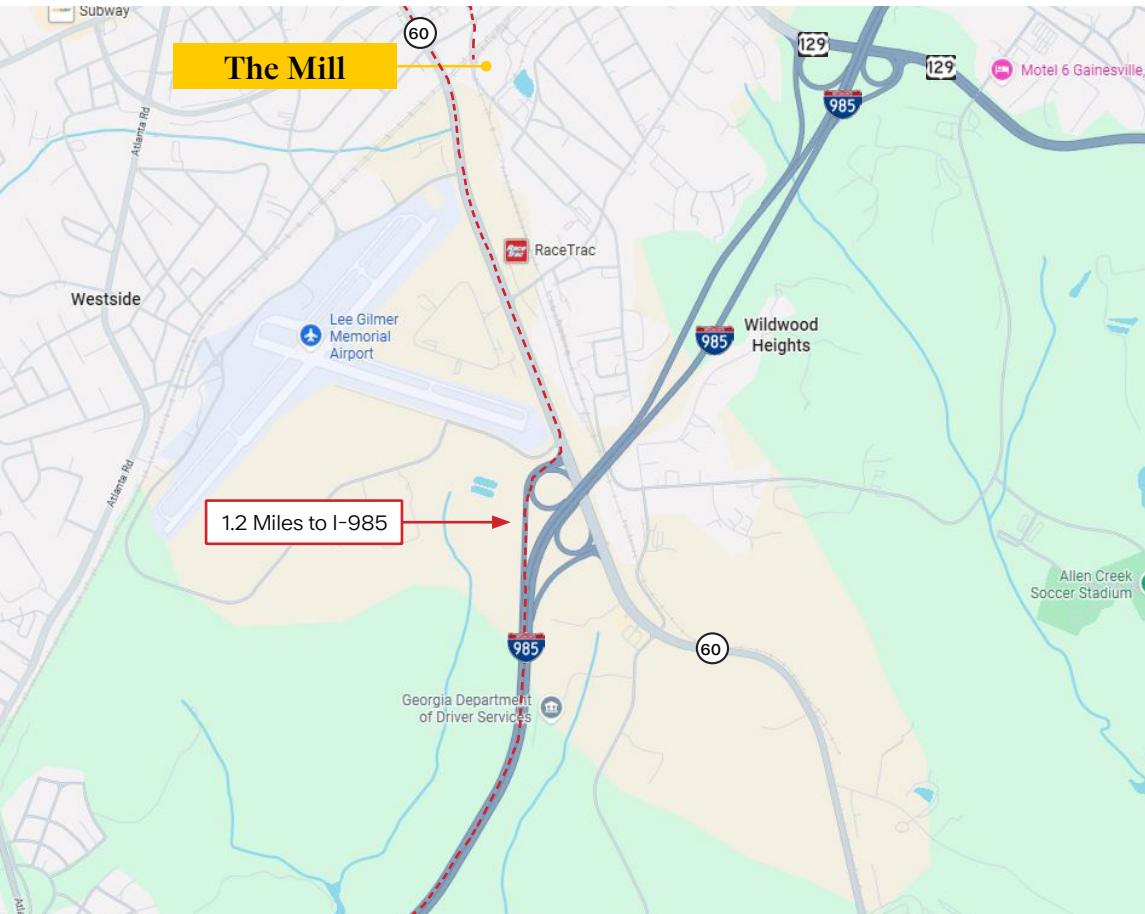
# LOCATION OVERVIEW

## LOGISTICS READY LOCATION

The property is located in Gainesville, GA just minutes from I-985 corridor. Gainesville is a central location to the Northeast GA Inland Port and less than one hour away from Atlanta.

The site is conveniently located to regional hubs like:

- Chattanooga (2.5 hrs)
- Greenville (2 hrs)
- Charlotte (2.5 hrs)
- Greenville (2 hrs)
- Charlotte (3 hrs)
- Nashville (4 hrs)
- Birmingham (3 hrs)



## DRIVE TIME

## DRIVE TIME MAPS

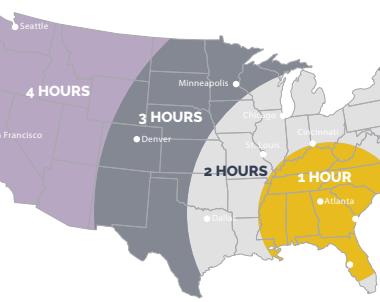
Georgia's integrated air, land, and sea infrastructure, Georgia keeps your business connected to the global market.

Location	Distance
<b>South Regional Access</b>	
I-85 Access	25 Miles
Northeast Georgia Inland Port	7 Miles
Interstate 285	38 Miles
Interstate 75	68 Miles
Hartsfield Jackson International Airport	62 Miles

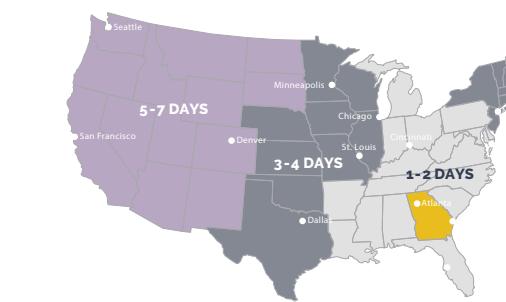
Location	Distance
<b>South Regional Access</b>	
Port of Savannah	150 Miles
Port of Pensacola	380 Miles
Port of Brunswick	120 Miles
Port of Charleston	310 Miles
Port of Jacksonville	400 Miles



TRUCK TRANSIT TIMES  
FROM GEORGIA



AIR TRANSIT TIMES  
FROM GEORGIA



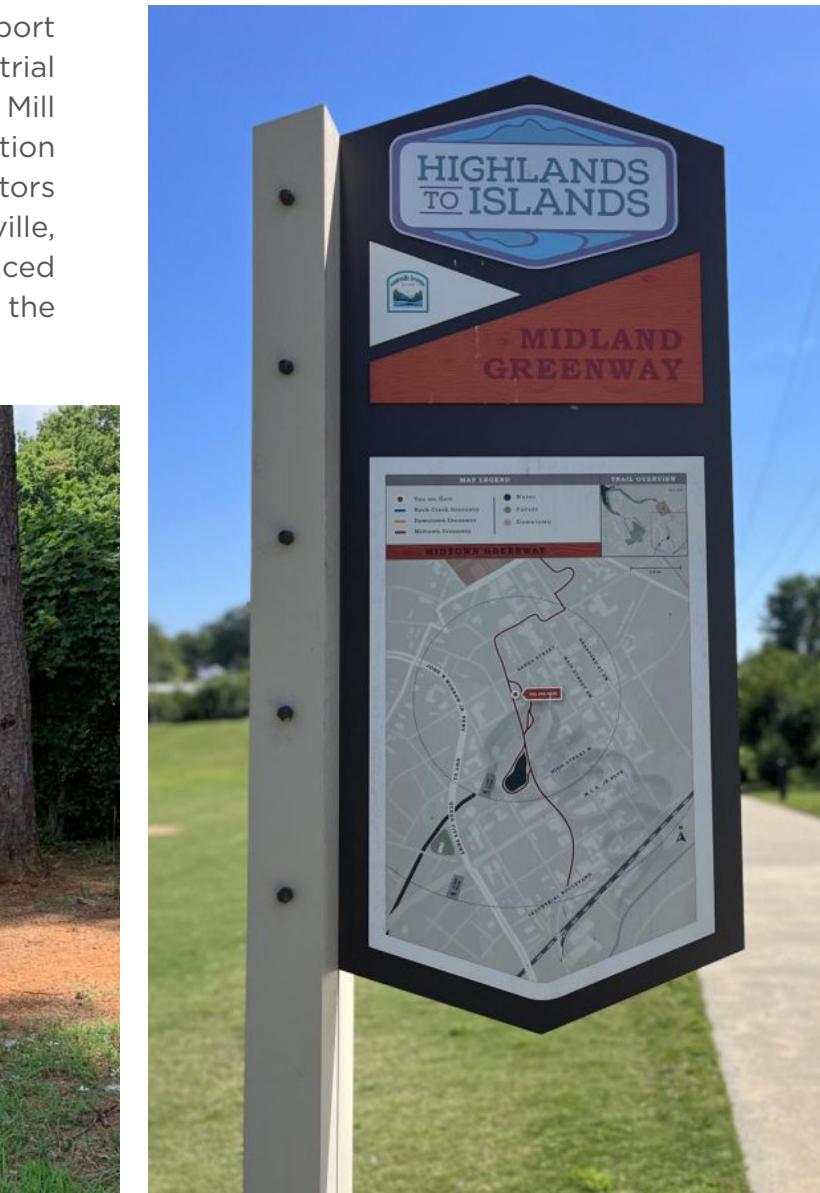
RAIL TRANSIT TIMES  
FROM GEORGIA

## LOCATION OVERVIEW



# TRAILSIDE OPPORTUNITY: HIGHLANDS TO ISLAND AND THE MILL

The Mill - stands to benefit greatly from this trail's connectivity. As the Airport Connector progresses from the end of Midland Greenway on Industrial Boulevard, it continues along Georgia Avenue, passing directly behind the Mill before crossing under Queen City Bridge and linking to the Chicopee section and UNG campus. Once completed, this connection will offer Mill visitors and residents seamless pedestrian and bike access to downtown Gainesville, the UNG campus, the airport area, and Lake Lanier green spaces. Enhanced infrastructure—including parking, lighting, and wayfinding—will support the Mill's accessibility and contribute to its role as a vibrant community hub.



# LOCATION OVERVIEW



## STRATEGICALLY POSITIONED NEAR THE INLAND PORT

### PROXIMITY TO INLAND PORT

The planned 104-acre Northeast Georgia Inland Port will provide a direct link to the Port of Savannah via Norfolk Southern. With the roundtrip truck route totaling 602 miles, the Northeast GA Inland Port alleviates approximately 36 million truck miles on Georgia highways.

- The rail terminal will open with 9,000 feet of working track, expanding to 18,000 feet at full build-out
- Serves the manufacturing and logistics corridor along I-85/985 in Northeast
- Rail delivers can shorten truck delivery times from approximately seven hours to less than 30 minutes

### ENHANCED CONNECTIVITY & SERVICE

- Establishes a direct rail connection between Northeast Georgia and the Port of Savannah - America's 2nd most connected port, offering access to 37 direct container services
- Offers seamless access to I-985 and is just 20 miles from I-85

### UNMATCHED CAPACITY

- Designed to handle up to 200,000 container lifts annually
- Equipped with 18,000 linear feet of active track to support high-volume operations



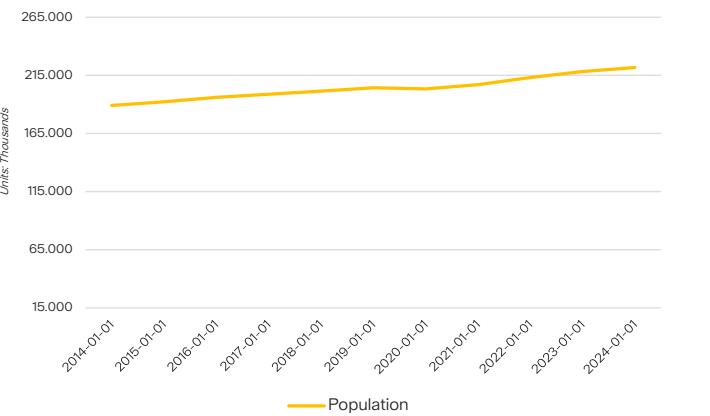
# MARKET OVERVIEW

## MULTIFAMILY OVERVIEW

### Multifamily Overview

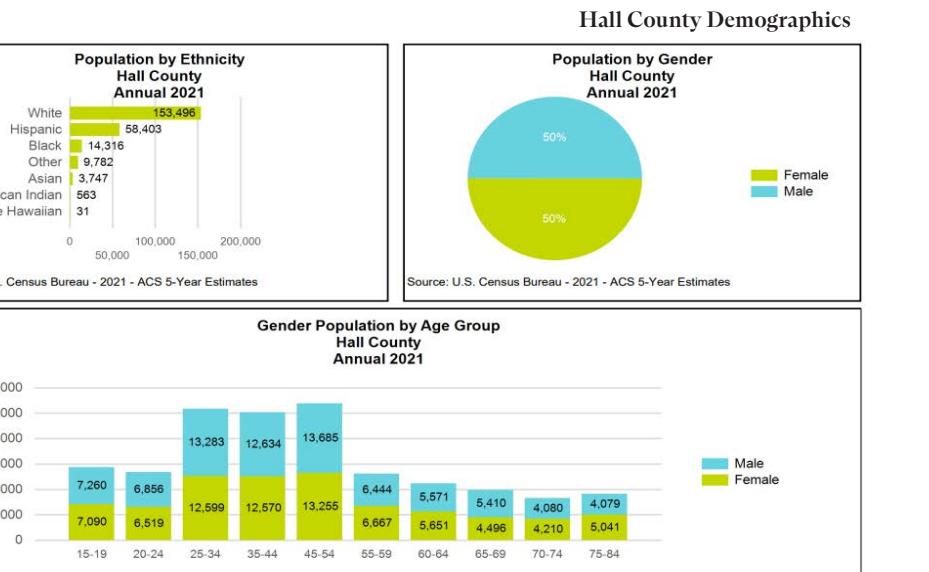
- Gainesville-Hall County's population grew by 7.9% from 2020-2025, and the City of Gainesville's population grew by 10.6% during the same period. The population of Gainesville-Hall County is estimated at more than 222,938 in 2025 and is expected to grow to 236,000 by 2030. The U.S. Census Bureau has identified the Gainesville-Hall County MSA among the fastest growing metropolitan areas in the United States
- The Gainesville-Hall County Metropolitan Area ranked first out of 212 metro areas in Bankrate's Housing Heat Index, which includes the fourth highest home price appreciation in the nation. This ranking is also based on unemployment, job growth, active home listings, days on market, and population change.

### Hall County Population Growth



### Multifamily Fundamentals

130	16K	27.2%	460	794	1.4K
Buildings	Inventory (units)	Total Vacancy	(Units) Under Construction	Deliveries (Units) 2025 YTD	Total Absorption Last 12 Months (Units)



## RETAIL OVERVIEW

### Retail Overview

- Census data indicates Gainesville-Hall County has a primary trade area that serves over 1,800,000 Northeast Georgia residents and is the region's major healthcare, employment hub, and retail trade center for consumer goods, automobiles, restaurants, and more.
- The Milken Institute named Gainesville/Hall County the Top Small Metro Area in Georgia and top 10 in the nation for Best Performing Small Metros in 2023.

### Population Overview

	1 mile	5 miles	10 miles
2020 Households	2,346	26,267	59,894
2024 Households	2,746	30,211	70,704
2029 Household Projection	3,416	37,478	88,776
Annual Growth 2020-2024	3.50%	2.60%	3.40%
Annual Growth 2024-2029	4.90%	4.80%	5.10%
Owner Occupied Households	913	19,377	58,631
Renter Occupied Households	2,503	18,102	30,145
Avg Household Size	3	2.7	2.8
Avg Household Vehicles	1	2	2
Total Specified Consumer Spending (\$)	\$64.7M	\$867.3M	\$2.3B



# INDUSTRIAL OVERVIEW

## Industrial Overview

- Gainesville-Hall County's industrial market continues to gain momentum, fueled by major infrastructure projects and significant corporate investments. The Blue Ridge Connector (BRC), currently under construction on 104 acres in the Gateway Industrial Centre, is poised to become a vital logistics link between Gainesville and the Port of Savannah via Norfolk Southern Railway.
- The area has already attracted notable industrial investments from major companies such as Cottrell, Kubota, and CJ Foodville, highlighting Gainesville's appeal as a strategic manufacturing and distribution hub. Complementing this growth, the Lee Gilmer Airport supports industrial activity with upgraded facilities, including two runways, ILS capabilities, and expansion potential for larger aircraft.



## Industrial Fundamentals

32.4M	10.6%	11.2%	1.5M	224K	1.1M
Inventory (SF)	Direct Vacancy	Total Vacancy	(SF) Under Construction	Deliveries (SF) 2025 YTD	Total Absorption Last 12 Months

Data Based On Buildings 25K SF+



# OFFICE OVERVIEW

## Office Overview

- Gainesville-Hall County continues to stand out as a premier business hub within Georgia's thriving economy. While the state has claimed the #1 ranking for business climate for an unprecedented 11 consecutive years, Gainesville-Hall County has consistently led all Metropolitan Areas in Georgia for job creation. In 2024 alone, the area earned national recognition, ranking among the top 5 Small Metros in the U.S. for job growth and investment, according to both Area Development Magazine and Site Selection Magazine.

## Office Fundamentals

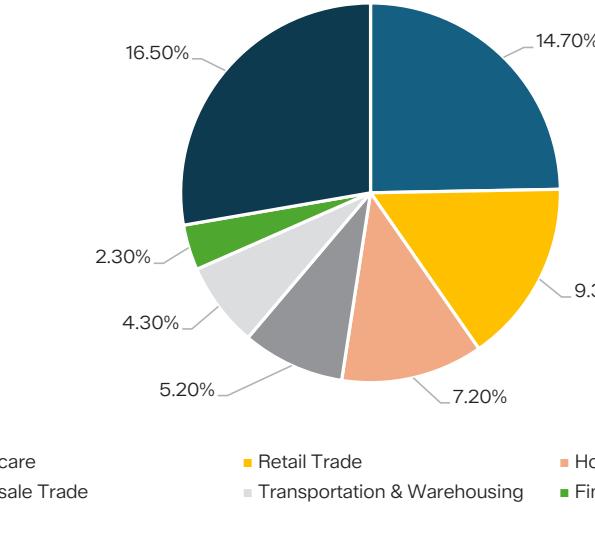
2.3M	4.1%	4.7%	11K	0	38K
Inventory (SF)	Direct Vacancy	Total Vacancy	(SF) Under Construction	Deliveries (SF) 2025 YTD	Total Absorption Last 12 Months

Data Based On Buildings 25K SF+

## December 2024

	Labor Force	Employed	Unemployed	Rate
Hall	113,671	110,938	2,733	2.4%
Banks	12,203	11,942	261	2.1%
Barrow	44,074	42,810	1,264	2.9%
Dawson	13,702	13,328	374	2.7%
Forsyth	133,117	129,613	3,504	2.6%
Gwinnett	511,959	496,566	15,393	3.0%
Habersham	20,453	19,846	607	3.0%
Jackson	52,472	51,366	1,106	2.1%
Lumpkin	18,451	17,954	497	2.7%
White	17,699	17,294	405	2.3%
<b>Hall Area</b>	<b>937,801</b>	<b>911,657</b>	<b>26,144</b>	<b>2.8%</b>
Georgia	5,376,670	5,193,719	182,951	3.4%
<b>United States</b>	<b>167,746,000</b>	<b>161,294,000</b>	<b>6,452,000</b>	<b>3.8%</b>

## Industry Mix



# LINCOLN EXPERIENCE

## LINCOLN ATLANTA

We deliver differentiated asset solutions, customized strategies and innovative best practices to cut costs, drive efficiencies and serve each client's unique vision.

Our Asset Management teams tap into Lincoln's full-service operational capabilities, local market insight and relationships to implement business plan recommendations for each asset.

With an owner mindset and extensive experience, Lincoln's principals and senior leaders actively engage with our investor clients, and are heavily involved with the asset management portfolio as it is central to our business, our history and our passion for what we do.



# Lincoln

FOR MORE INFORMATION, PLEASE CONTACT

SAM SIMPSON  
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[SSimpson@lpc.com](mailto:SSimpson@lpc.com)  
770.654.0062

COLIN BEECHAM  
Vice President  
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770.356.6226

LINCOLN PROPERTY COMPANY  
3340 Peachtree Road NE  
Suite 2550  
Atlanta, GA 30213