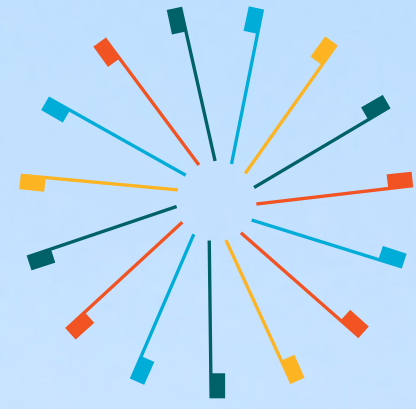


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LAKE SHORE

A TRUE GAINESVILLE ORIGINAL

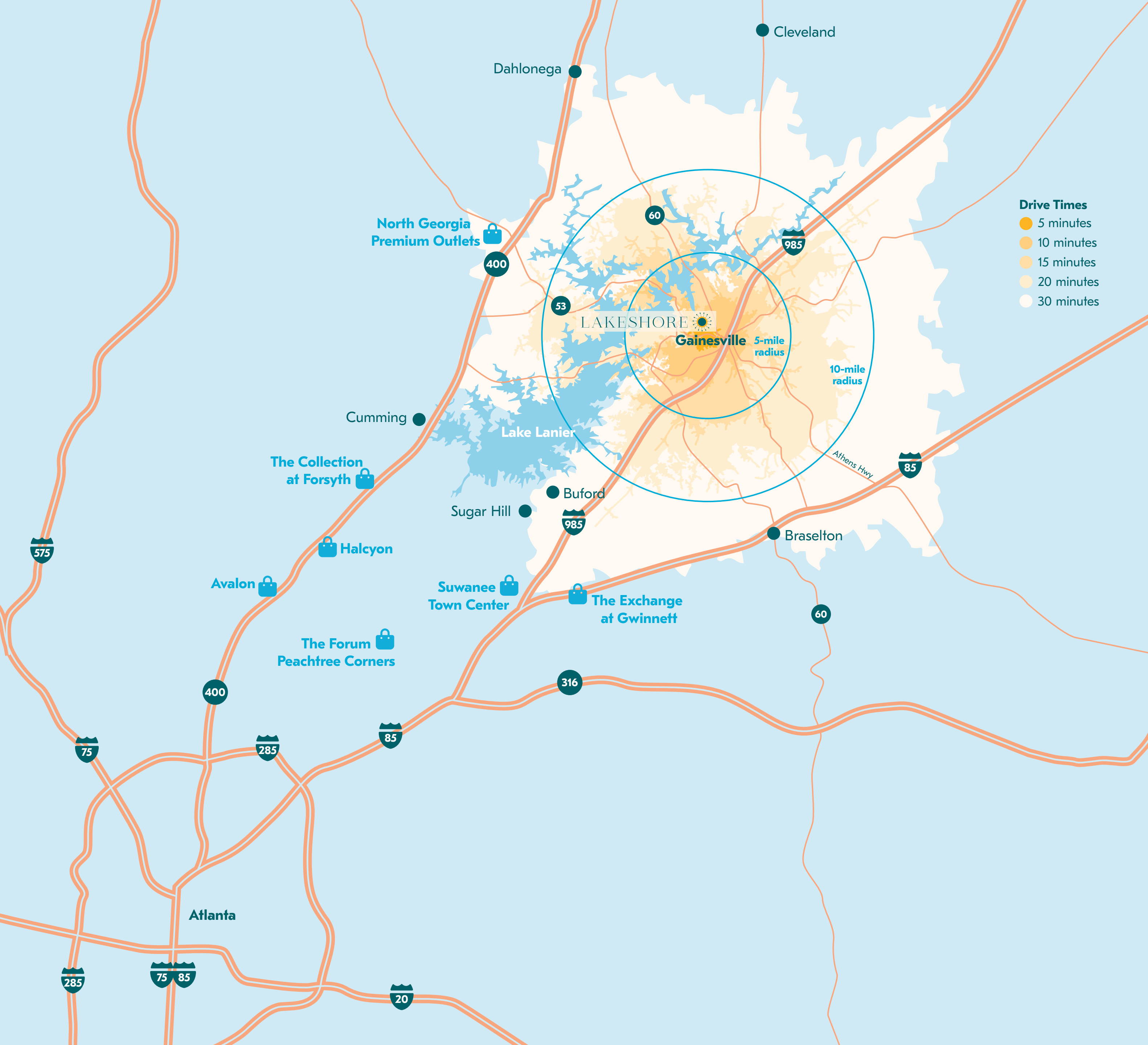


PLANT YOUR FEET AND GROW YOUR ROOTS.

Blaze your own trails or follow the well-worn path — whichever direction your compass points, know that the wind is at your back and endless opportunity awaits. Lakeshore's North Georgia trade area as massive in its size as its diversity, from Athens to Amicalola Falls, and we're not in the business of leaving anyone out.

Located in the heart of Gainesville, Lakeshore is being reimagined into a walkable, open-air, mixed-use destination; a catalyst for economic growth; and a new town center, all from which the city's retail and residential landscape will be greatly expanded.

**get in touch with Lakeshore,
and let's make waves together.**



trade area draw

TURNING THE TIDE

There's nothing like Lakeshore in its trade area – this is one of its most desirable assets and opportunities for growth and revenue. It serves equally as a gateway to the North Georgia mountains -- and as a hub for rapidly growing exurban Atlanta.

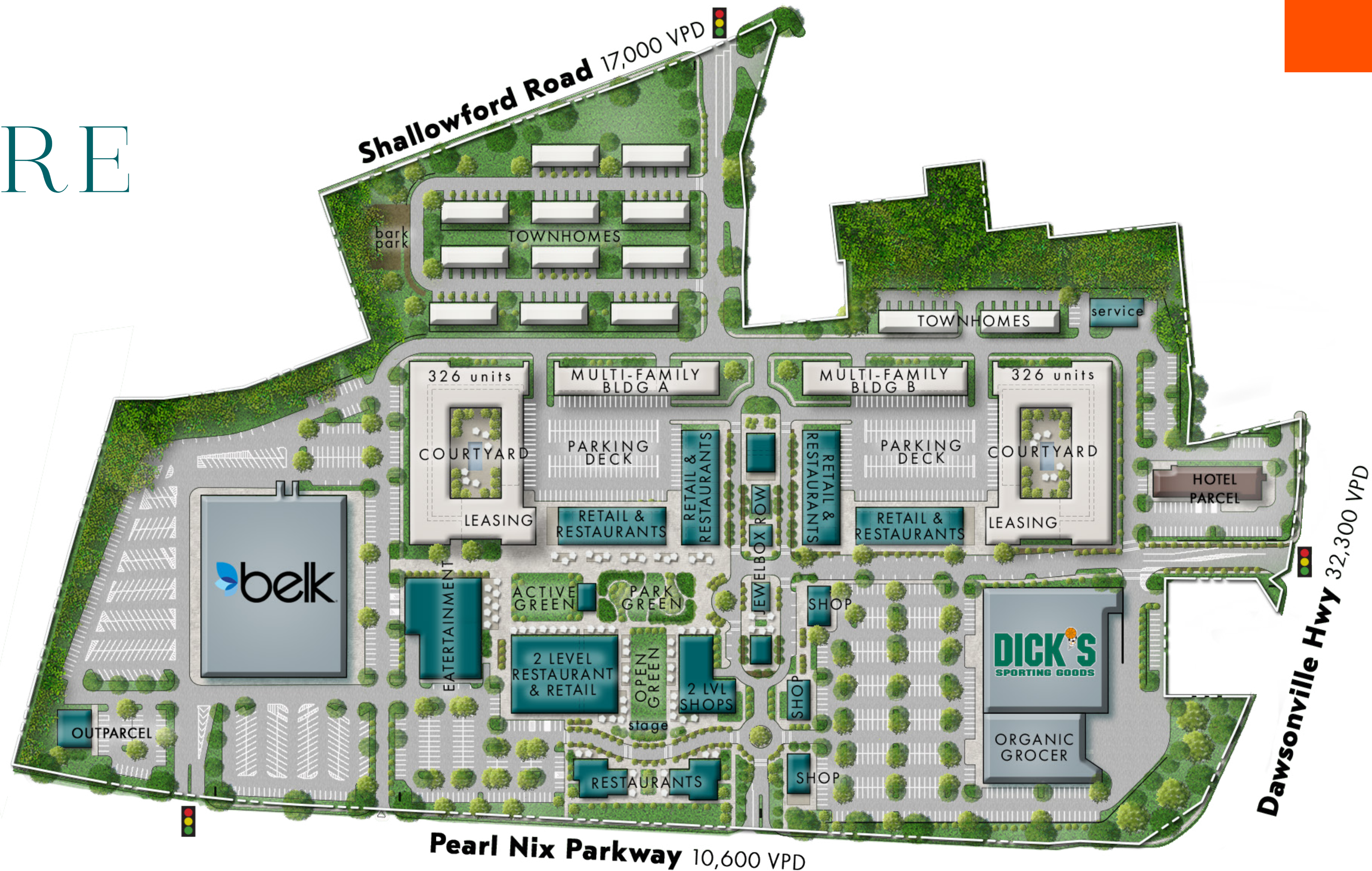
LAKESHORE

picture this

Belk (83,364 sf)
executed lease

DSG (50,000 sf)
executed lease

Organic Grocer (23,155 sf)
at lease



Expected to deliver in 2028, Lakeshore is programmed to have **305,444 sf of retail space, 652 multifamily units, 38,200 sf of outdoor community greenspace, and a boutique hotel and townhomes.**

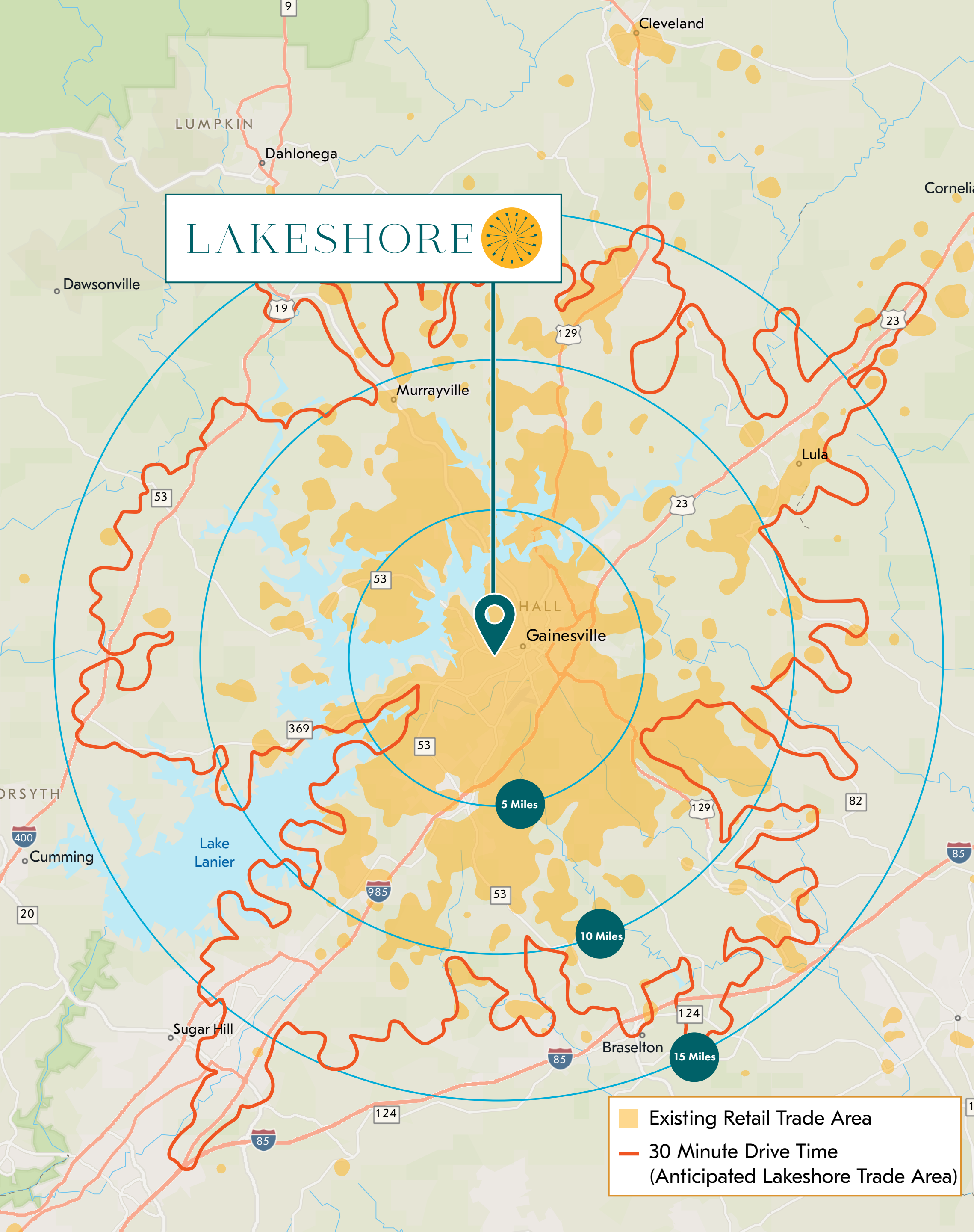


THE GREEN SPACES TRULY ARE THE HEART AND SOUL OF LAKESHORE.

They represent Lakeshore's key differentiator from competitors, and they embody the outdoorsy, communal feel of North Georgia the property seeks to capture. These 38,200 sf of green space will bring people together from all over and encourage them to spend ample time on-property and spend significant amounts of money at planned breweries, restaurants, and retailers.



lakeshore key features



ANTICIPATED LAKESHORE TRADE AREA

based on existing retailer trade area
data from [placer.ai](#)



surrounding annual retail impressions

OVER
18 MILLION

At Lakeshore, momentum isn't coming—it's already here. Retailers here don't just perform—they thrive. With strong surrounding retailer sales and the steady pulse of 60,000 vehicles per day flowing past on Dawsonville Hwy and Shallowford Road, the appetite for more is growing—more brands, more places to gather, more reasons to stay a little longer. Lakeshore is at the center of it all.

278,625

estimated population
(2024)

\$121,113

estimated average household income
(2024)

117,973

total employees

308,340

projected population
(2029)

\$126,124

projected average household income
(2029)

13,669

total businesses

15%

population growth over
the last five years

100,241

number of households

9.6%

increase in housing unit count
over the past 5 years

demographics within a 30 minute drive time



- GAINESVILLE, GA RANKED AS **BEST PERFORMING SMALL METROPOLITAN AREA** ACCORDING TO 2025 MILKEN INSTITUTE REPORT

(Annually featured among top 10 since 2016)

- INDEX BASED ON
 - JOB CREATION
 - WAGE GROWTH
 - TECH OUTPUT GROWTH
 - ECONOMIC OPPORTUNITY
 - HOUSING AFFORDABILITY

COMPANIES & HEADQUARTERS IN GAINESVILLE, HALL COUNTY, & NORTH GEORGIA

including over 65 internationally-owned firms



tractor & utility vehicle manufacturing and R&D headquarters employing over 3,000 individuals



Lead poultry processing company with 1,760 employees



Hawaiian-inspired food company invested \$85 million in Gainesville facility expansion in 2023



Lead poultry processing company with 3,100 employees



Chewing-gum producer celebrated it's 50th year in Gainesville with a \$60 million facility in 2019



off-road suspension manufacturer employing 1,700 individuals



Northeast Georgia Health System, Inc.™

Gainesville's largest employer (11,417 employees) recently underwent a 927,000 square foot, \$700 million expansion which opened in February 2025

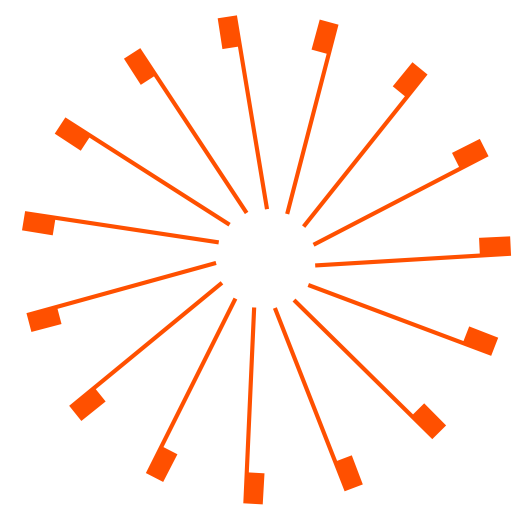


Blue Ridge Connector railway under construction to transport shipping containers from Port of Savannah to be completed in 2026 and add 9,682 jobs to Hall County



BRANCH IS ALREADY DEEPLY INVESTED IN THE GAINESVILLE COMMUNITY WITH OVER 300,000 SQUARE FEET OF THRIVING RETAIL IN OUR EXISTING PORTFOLIO. THE ROBUST PERFORMANCE BY TENANTS AT THESE PROPERTIES GIVES US GREAT CONFIDENCE IN THE TRANSFORMATION OF LAKESHORE.”

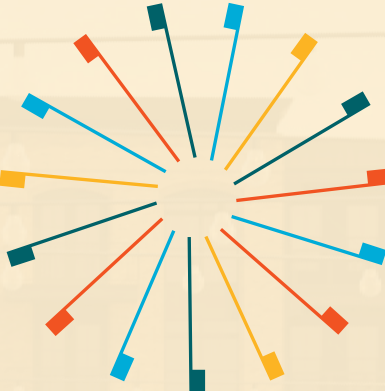
- Jesse Shannon, President & CIO of Branch Properties



BRANCH PROPERTIES

- Branch Properties **owns and fully controls the site**. The redevelopment proposal received **unanimous zoning approval** in February 2025.
- Over the past five years, **Branch has delivered or is currently developing 16 retail communities encompassing over 1.2 million square feet** of new retail supply.
- Branch Properties **owns and operates 33 retail assets** across the southeastern United States, making up **4 million sf of GLA**.
- **Founded in 1973** and based in Atlanta, Branch Properties is a private real estate investment firm primarily focused on the **acquisition and development of high-quality retail properties** in the **southeastern United States**.
- Branch currently owns and operates two other retail communities in the Gainesville, GA market totalling **306,300 square feet**.

To learn more about Branch, visit www.branchprop.com

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LAKESHORE

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