

FOR SALE

**195 Perry Street
Lawrenceville, GA 30046
Historic Downtown Square**

OFFERING MEMORANDUM

\$1,400,000

- *Exceptional value-add development or owner-user opportunity
- *3765 SF – Two Story Layout
- *Approx 20'x30' back area for add on
- *0.06 Acres
- *Zoned BGC
- *1st Floor stripped shell
- *2nd Floor office space



Contact: Linda Campbell – 404-375-8379 – linda@LCampbellandCo.com

Executive Summary



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LOCATION	195 N Perry Street, Lawrenceville, GA (Corner of N Perry and W Pike Streets)
PARKING	City Surface Parking Lot in back of building Two Parking Decks within walking distance Street Parking
SIZE	Total Building – 3,765 SF with room to expand
LOT SIZE	.0.06 Acres
RENOVATED	1 st Floor recently stripped
YEAR BUILT	1890 (several renovations)



PROPERTY HIGHLIGHTS

- **Value-Add & Expansion Playbook** – Beyond its core shell layout, 195 Perry Street provides a powerful expansion angle that is incredibly rare within a historically protected district:
 - * **20' Rear Expansion Potential** into the back parcel which can unlock an additional 600 to 1200 SF of usable space which could provide space for an exceptional commercial kitchen, a patio or an independent stairwell/elevator to the 2nd floor
- **Financial Summary** – An investor can purchase the shell, capitalize on the expansion potential, and stabilize the property at premier historic core triple-net (NNN) lease rates or an owner-user can establish a prominent flagship storefront downstairs while having a class A office or a high-end loft upstairs (with beautiful view of Historic Courthouse)
- Significant public and private investment continues to enhance the surrounding area, including the 120-room Hilton Tapestry Hotel with a 3,000-square-foot conference center under construction and scheduled to open in August 2026, further increasing tourism, foot traffic, and commercial demand.
- Strategically situated at the intersection of N Perry Street and W Pike Street the property benefits from exceptional walkability, unmatched visibility, and immediate access City parking with a total of approximately 1200 free parking spaces.
- Walkable distance to the Lawrenceville Lawn. This City Park features a 40'x 60' Amphitheatre, playground, dog park, volleyball courts and green space and is one blocks away from Honest Alley. It is also host to the Atlanta Christkindl Market, a German-American collaboration that brought 370,000 visitors to the City.
- Historic Lawrenceville is supported by significant residential development within a one- to two-mile radius, creating a growing and reliable base of daily consumers, employees, and visitors that directly fuels foot traffic through Historic Downtown Lawrenceville. More than 3,100 residential units are completed, under construction, or in advanced planning stages within close-proximity to the property, including 2,179 apartment units, 717 luxury townhomes, and 204 executive homes. This density reinforces Downtown Lawrenceville's evolution into a true live-work-play environment and supports long-term retail and office demand

Lawrenceville, GA Overview



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Lawrenceville, the county seat of Gwinnett County, is a highly desirable suburban market within the Metro Atlanta region, benefiting from strong population growth, diversified economic drivers, and strategic regional connectivity. Gwinnett County recorded a population of approximately 1,003,869 as of 2024 according to the U.S. Census, ranking as Georgia's second-most populous county and among the fastest-growing counties in the Southeast. Continued growth in the area supports increasing consumer demand and long-term market stability.

The subject market is located approximately 30 miles northeast of downtown Atlanta, with direct access to GA Highway 316 and U.S. Route 29, offering efficient connectivity to Interstate 85, major employment centers, and Hartsfield-Jackson Atlanta International Airport. This accessibility positions Lawrenceville as a key suburban hub for both residents and businesses.

Within a five-mile radius, population is projected to increase from approximately 198,000 in 2025 to over 206,000 by 2029, while households are expected to grow from approximately 62,900 to more than 65,600 during the same period. These trends reflect sustained residential growth and expanding purchasing power throughout the trade area.

Lawrenceville's economy is anchored by major healthcare institutions, including Northside Hospital Gwinnett and Piedmont Eastside, supported by strong employment in education, logistics, professional services, technology, and retail. The market features a mix of national retailers such as Walmart, Kroger, Publix, Home Depot, and Target, alongside a growing base of locally owned businesses and service providers.

Downtown Lawrenceville has undergone significant revitalization, with new mixed-use developments, dining, entertainment, and cultural venues creating a vibrant and walkable core. Combined with ongoing infrastructure investment and a balanced mix of historic charm and modern amenities, Lawrenceville presents a compelling environment for retail, medical, professional, and mixed-use investment opportunities within one of the nation's most dynamic metropolitan regions



In The Area

Northside Hospital Gwinnett: Approximately 1 mile from Honest Alley Exchange. A Level II Trauma Center with 1,600 physicians and more than 7,100 employees that offers nationally recognized and renowned health care services. This 388-bed hospital includes the 40,000 SF Strickland Heart Center.



Lawrenceville Lawn: One block from Honest Alley Exchange, the Lawn is a 5.5-acre city park, encompassing a 40' x 60' amphitheater, playground, volleyball courts, and a pet park. The Lawn regularly plays host to community events such as the

Concert Series, Festivals, Movie, and more. Directly adjacent is the South Lawn live, work, play community which features 124 luxury townhomes, 300 luxury apartments and restaurant and retail offerings.



Georgia Gwinnett College: Georgia Gwinnett College sits on 260 acres just minutes from Honest Alley Exchange. A member of the University System of Georgia with approximately 12,000 students and approximately 1,889 staff members. It is connected to Historic Downtown Lawrenceville by a 2.2-mile roadway that features multi-use trails, bike paths, and landscaping.



Lawrenceville Arts Center: Directly across Crogan Street with a multi-level parking deck. LAC is a \$32 million, approximately 60,000 SF, two-story complex with a 500-seat main theater and a 150-seat cabaret space. It is a multi-venue complex that includes a variety of performance spaces, multi-purpose rooms and outdoor areas. LAC is home to the Aurora Theater, an award-winning regional live theatre offering Broadway-style productions such as *Chicago* and *Les Miserables*.

Gwinnett Justice & Administration Center (GJAC): Gwinnett County's government center and courthouse complex servicing the approximately one million residents of Gwinnett County. Over 6,000 employees and significant daily foot traffic and workforce activity. Just 3 blocks from Honest Alley Exchange.



In The Area



Gas South District – Arena, Convention Center & Theatre:

A 118-acre multipurpose campus accommodating a wide range of events including concerts, professional sports, live performances, meetings, trade shows, conventions, banquets, and celebrations. The campus features a premier 13,000-seat arena (Gas South Arena), home to the Atlanta Gladiators professional hockey team of the ECHL, providing high-energy ice hockey and sports entertainment throughout the season. Additional facilities include an intimate 708-seat Gas South Theater, 23 versatile meeting rooms, a 50,000-square-foot exhibit hall, and a 21,600-square-foot grand ballroom housed within the Gas South Convention Center—making the Gas South District a premier destination for both large-scale events and intimate gatherings.

Rhodes Jordan Park and Rail Trail: Approximately 1 mile from Honest Alley Exchange. 162-acre park with community recreation center, 3 pavilions, 7 baseball/softball fields, 3 soccer fields, tennis court, basketball court, gymnasium, fishing lake and 1.9-mile paved trails. Connected to Downtown Lawrenceville by a Rail Trail (created along an abandoned CSX rail spur)



Coolray Field: An over 10,000 capacity baseball complex that is home to the Gwinnett Stripers, the Triple-A affiliate of the Atlanta Braves. Also, a popular venue for other events such as concerts, fireworks display and festivals.

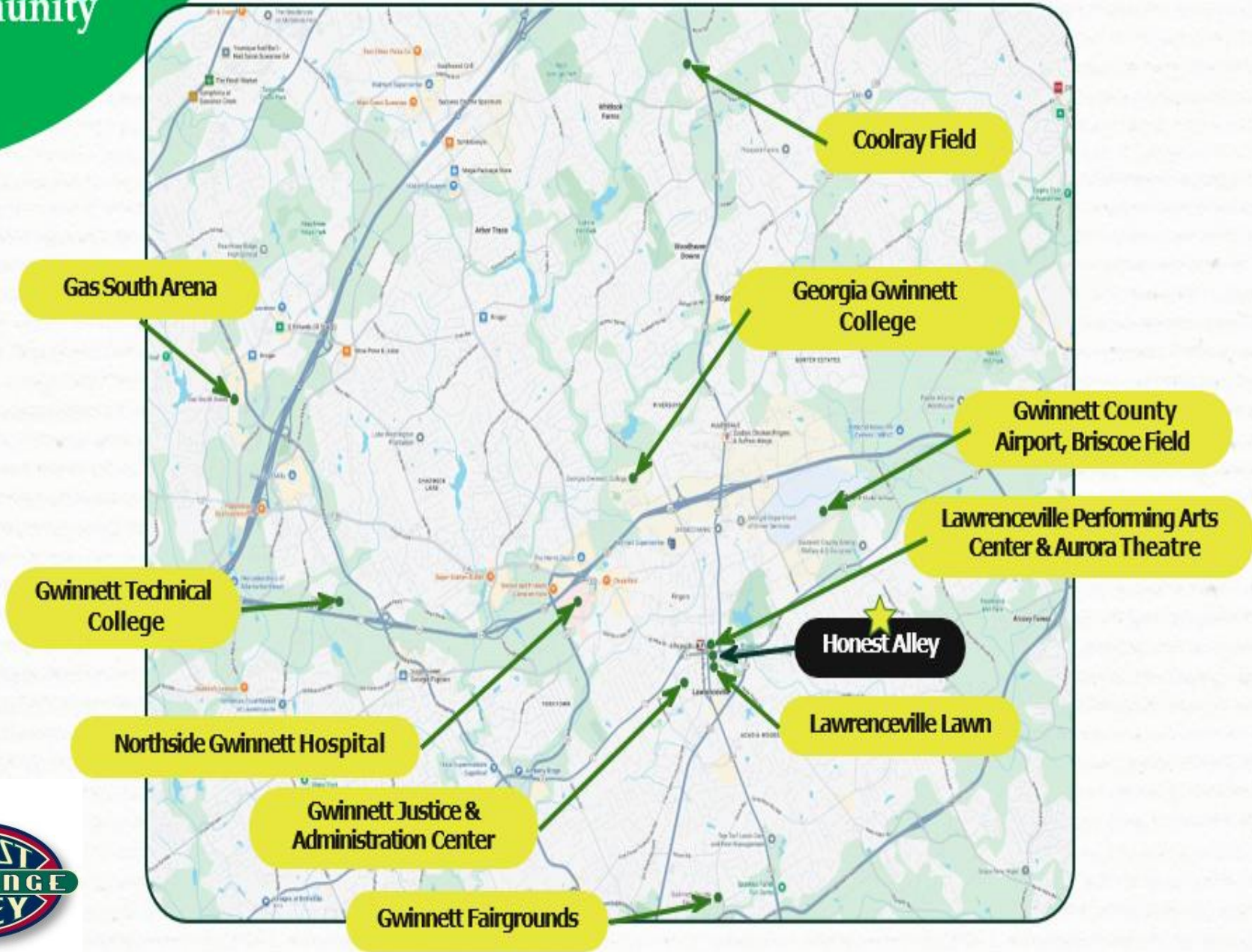
The Lawrence Hotel: Next door to Honest Alley Exchange. The Lawrence is a boutique Hilton Tapestry Hotel with 120 rooms, 5000 SF convention center, upscale restaurant and lounge attached to a 360-space parking deck. Slated for a June 2026 opening.



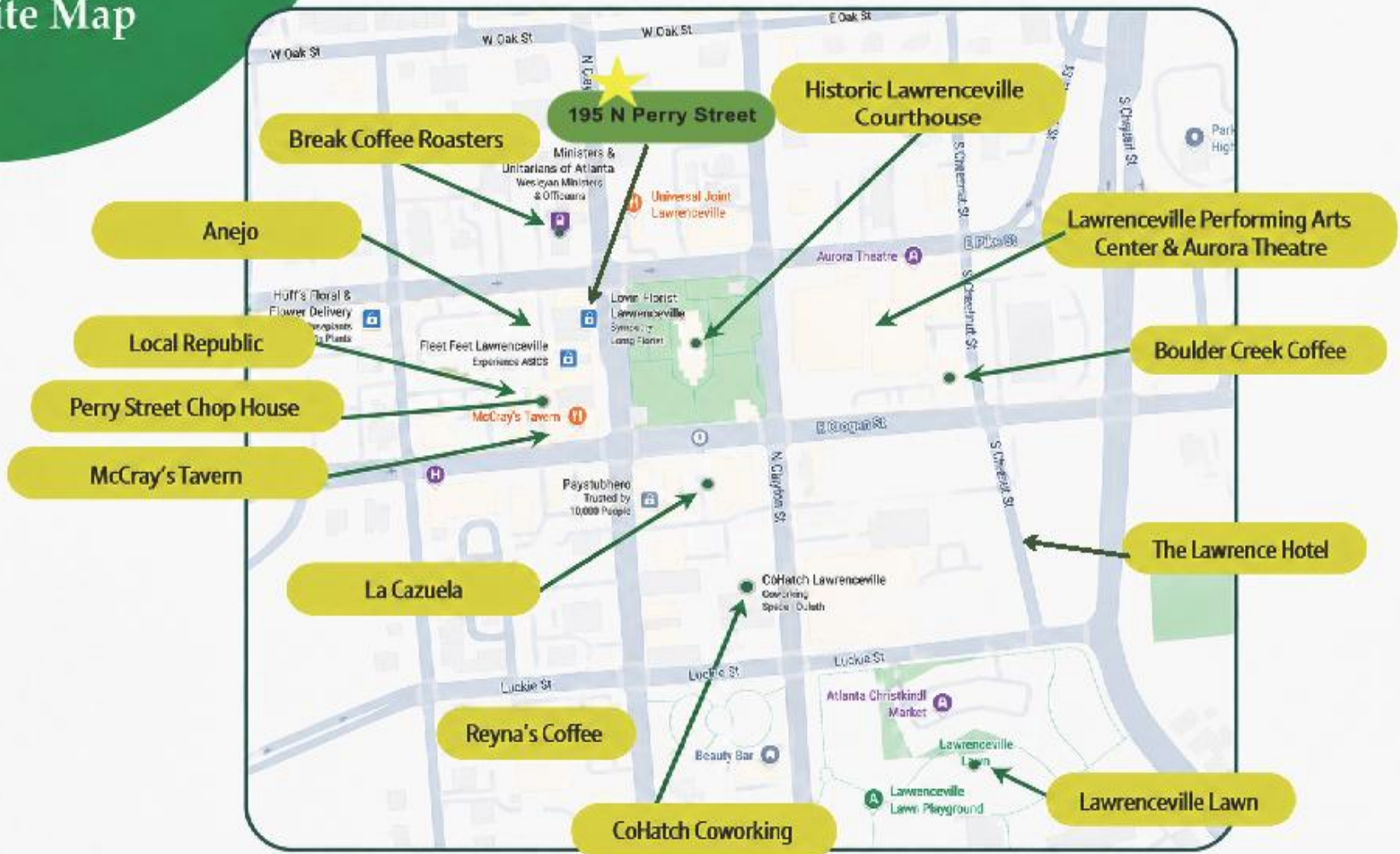
Gwinnett County Airport at Briscoe Field: A non-commercial municipal airport located approximately 2 miles from Honest Alley Exchange that is a main hub for private jets – nationally and internationally. It hosts flight schools and services more than 10 million passenger miles per year. There are 50 aviation-related tenants, almost 200 hangars, and about 300 aircraft based at the airport.



Community Map



Site Map





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This Offering Memorandum (the “Memorandum”) has been prepared by or on behalf of L Campbell & Company and/or its affiliates (collectively, the “Broker”) for the sole purpose of providing preliminary information to a prospective purchaser (the “Recipient”) in determining whether the Recipient desires to further investigate the possible acquisition of the property described herein (the “Property”). This Memorandum is for informational purposes only and does not constitute an offer to sell, or a solicitation of an offer to buy, the Property.

The information contained in this Memorandum has been obtained from sources believed to be reliable; however, neither the Owner of the Property nor the Broker, including L Campbell & Company, makes any representation or warranty, express or implied, as to the accuracy, completeness, or reliability of such information. All financial information, assumptions, estimates, projections, opinions, and analyses are provided for illustrative purposes only and are subject to change without notice. Except for historical operating information, no projections or forecasts are guaranteed, and actual results may vary materially.

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This Memorandum is confidential. By accepting this Memorandum, the Recipient agrees to (i) hold and treat the Memorandum and its contents in the strictest confidence, (ii) not reproduce or distribute the Memorandum in whole or in part, (iii) not disclose the Memorandum or its contents to any third party without the prior written consent of the Owner or the Broker, including L Campbell & Company, and (iv) not use the Memorandum or its contents in any manner detrimental to the Owner or the Broker. If the Recipient does not pursue the acquisition of the Property, the Memorandum shall be promptly returned or destroyed.



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Linda Campbell is the Owner and Broker at L Campbell and Company, Inc., located in the heart of Historic Downtown Lawrenceville.

With over two decades of commercial real estate experience in all aspects of sales and leasing, Linda has been instrumental in the over two billion dollar revitalization of City of Lawrenceville including hospitality, retail, professional office space and numerous new developments, including the new 120-room Hilton Tapestry hotel.

Member of National Association of Realtors (NAR), Georgia Association of Realtors (GAR), Atlanta Commercial Board of Realtors & North Atlanta Metro Association of Realtors (NAMAR), and holds licenses in South Carolina and North Carolina as well.

Voted Best of Gwinnett for past 5 years!

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