

# Downtown Lawrenceville Townhome Development Opportunity

±0.98 Acres | 12 Luxury Townhomes  
Planned Urban Infill Community



*The*  
**LAWRENCE**  
HOTEL  
Coming in Summer 2026



215 Jackson Street | Lawrenceville | GA 30046



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In this Offering Memorandum, certain documents, including financial information, are described in summary form and do not purport to be complete or accurate descriptions of the full agreements involved, nor do they constitute a legal analysis of such documents. Interested parties are expected to review independently all documents.

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This Offering Memorandum may be used only by parties approved by the Owner. The Property is privately offered, and by accepting this Offering Memorandum, the party in possession hereof agrees (i) to return it if requested and (ii) that this Offering Memorandum and its contents are of a confidential nature and will be held and treated in the strictest confidence. No portion of this Offering Memorandum may be copied or otherwise reproduced or disclosed to anyone without the prior written authorization of Bull Realty, Inc. or Owner/Seller. The terms and conditions set forth above apply to this Offering Memorandum in its entirety and all documents, disks and other information provided in connection therewith.

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## CONTACT INFORMATION

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**MICHAEL WESS, CCIM**  
Partner, Bull Realty  
MWess@BullRealty.com  
404-876-1640 x 150

**ANDY LUNDSBERG**  
Partner, Bull Realty  
Andy@BullRealty.com  
404-876-1640 x 107

**BULL REALTY, INC.**  
50 Glenlake Parkway, Suite 600  
Atlanta, GA 30328  
BullRealty.com





## Executive Summary

Boutique ±0.98-acre townhome development opportunity in the heart of Downtown Lawrenceville’s rapidly transforming walkable mixed-use district. The site features plans for a thoughtfully designed 12-unit luxury townhome community, ideally positioned directly across from the Lawrenceville Lawn, HYRO Dog Park and the new Lawrence Hotel. As one of the few remaining opportunities to deliver newly constructed, walkable luxury townhomes in Downtown Lawrenceville, the project offers boutique-scale efficiency, strong absorption potential, and premium market positioning within the city’s urban core.

### HIGHLIGHTS:

- ±0.98-acre infill development opportunity in Downtown Lawrenceville
- Planned 12-unit gated luxury townhome community with rezoning-approved site plan and elevations
- Rare walkable luxury residential opportunity adjacent to the Lawrenceville Lawn amphitheater, HYRO Dog Park and the new Lawrence Hotel
- Across the street from the future Hilton Tapestry Collection hotel, “The Lawrence,” delivering in 2026 at Luckie Street and Jackson Street with free parking
- Positioned within Downtown Lawrenceville’s growing entertainment and hospitality district
- City officials have specifically encouraged higher-end residential product due to limited supply and strong demand for walkable luxury housing
- Nearby Northside Hospital Gwinnett undergoing approximately \$800 million expansion and renovation, creating additional housing demand from medical staff and professionals
- Strong long-term growth outlook supported by nearby Rowen innovation district and continued Gwinnett County investment

### All planned residences feature:

- Minimum 20-foot-wide product
- Minimum 1,950 heated square feet
- Traditional-inspired architectural character
- Balcony and brick elevation features

### Multiple unit configurations ranging from approximately:

- 20’ x 40’ | 22’ x 40’ | 22’ x 38’ | 24’ x 38’ | 24’ x 35’ | 26’ x 35’

### Community-oriented site plan featuring:

- Auto-gated entry
- Community green space, Rain Garden/detention
- Fire pit gathering area
- Additional dedicated greenspace opportunity at the corner of Jackson Street and Atha Street

### Target:

Prime walkable location directly across from the Lawrenceville Lawn and adjacent to HYRO Dog Park, with immediate access to Downtown Lawrenceville Square’s restaurants, breweries, and retail. Positioned across from the future Lawrence Hotel (Hilton Tapestry Collection), minutes from Northside Hospital Gwinnett, and offering convenient connectivity to SR-316, I-85, Gwinnett County’s major employment centers, and approximately 35 miles from Downtown Atlanta. Nearby shopping at Publix, Kroger, Target, Home Depot, etc.

# Property Specs



ADDRESS	215 Jackson Street, Lawrenceville, GA 30046
COUNTY	Gwinnett
SIZE	±0.98 AC
ZONING	RS-TH-INF <a href="#">City of Lawrenceville</a>
PARCEL ID	5146A129
UTILITIES	All to site
FRONTAGE ROAD	Jackson St
CROSS STREETS	E Crogan St, Scenic Hwy N

**\$995,000**

Price

**±\$82,917**

Land Price/  
Townhome

**Mid  
\$600,000**

Project Town-  
home Pricing



**Southeast View**

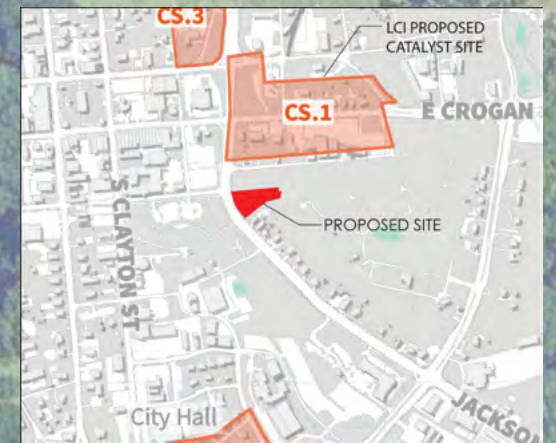


**East View**

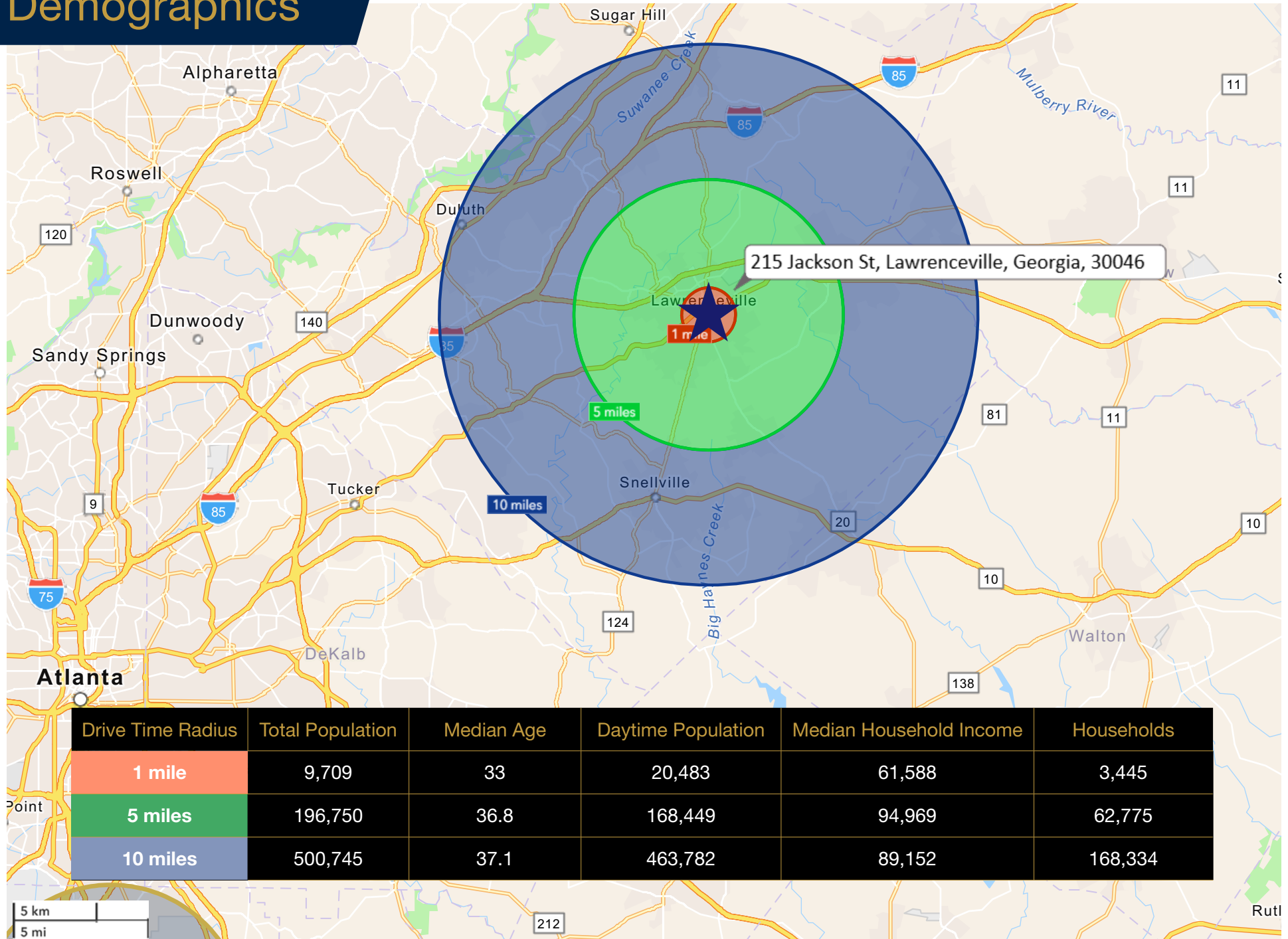
# Site Plan

**UNIT LEGEND**

TYPE A:	20' x 40'
TYPE A2:	22' x 40'
TYPE B:	24' x 35'
TYPE B2:	26' x 35'
TYPE C:	22' x 38'
TYPE C2:	24' x 38'
<b>TOTAL:</b>	<b>12 UNITS</b>

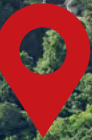


# Demographics



# Nearby Establishments

A	Lawrenceville Lawn
B	COhatch Lawrenceville
C	Gwinnett County Public Library
D	Lawrenceville Lawn Playground
E	HYRO - Urban Dog Park
F	The Lawrence Hotel
G	Lawrenceville City Hall
H	Gwinnett History Museum
I	Gwinnett Historic Courthouse
J	Aurora Theatre
K	Downtown Restaurants, Retail & Entertainment
L	Lawrenceville Arts Center



Jackson St

E Crogan St

Pike St

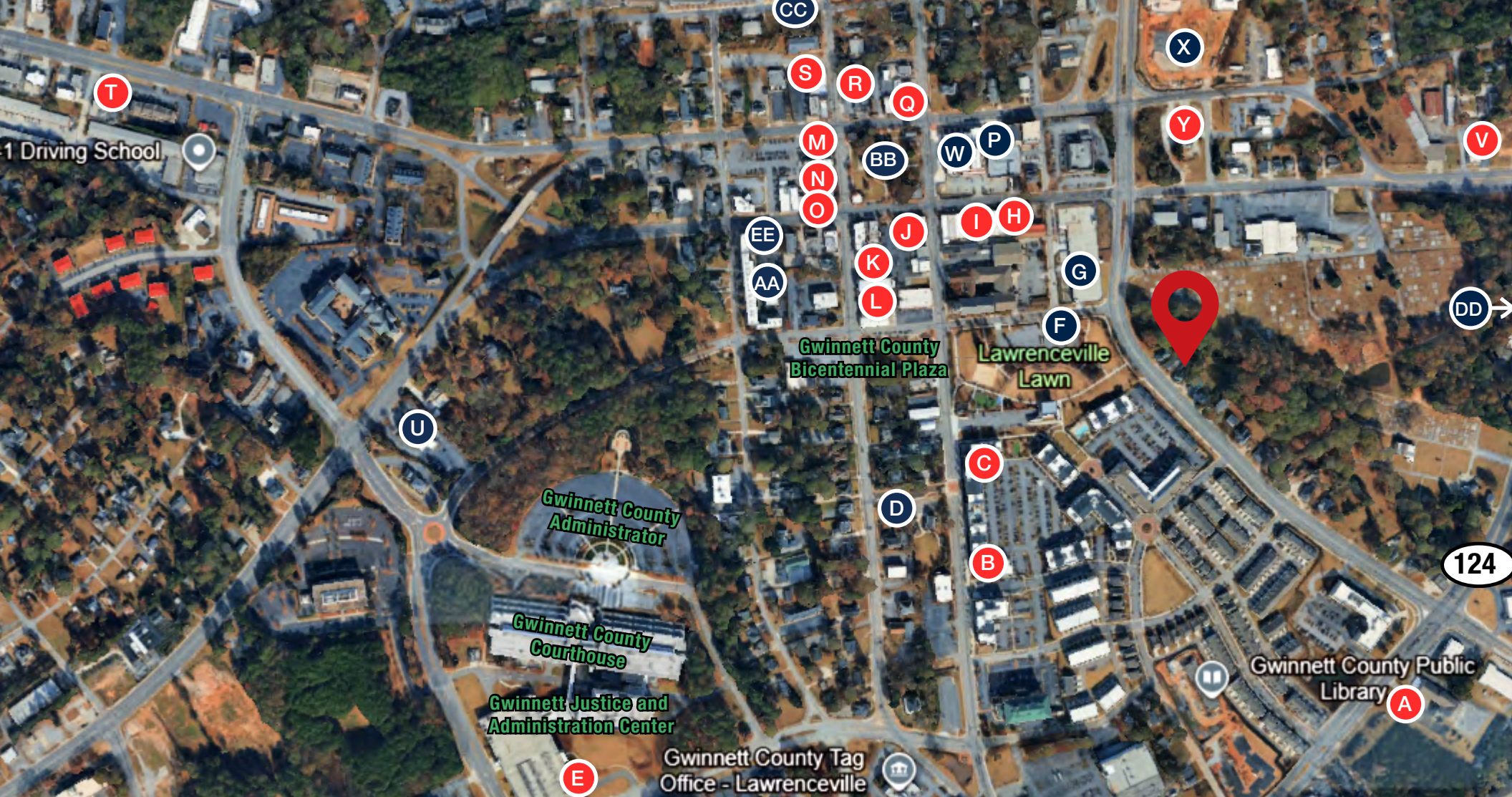
S Clayton St

*The*  
**LAWRENCE**  
HOTEL  
Coming in Summer 2026

Free Covered Overflow Parking



Free Overflow Parking



<b>A</b>	Special Kneads and Treats
<b>B</b>	The Peachtree Cafe
<b>C</b>	Rreal Tacos - Lawrenceville
<b>D</b>	Gwinnett History Museum
<b>E</b>	O'Taste & See
<b>F</b>	HYRO - Urban Dog Park
<b>G</b>	The Lawrence Hotel - Coming in Summer 2026
<b>H</b>	iGet Juiced
<b>I</b>	Gerens Frozen Custard
<b>J</b>	Oyster Bay Seafood Cafe
<b>K</b>	Village Burger
<b>L</b>	Scrum-did-dly-ump-tious

<b>M</b>	Anejo
<b>N</b>	Local Republic
<b>O</b>	McCray's Tavern
<b>P</b>	Aurora Theatre
<b>Q</b>	Blue Rooster Bake Shop & Eatery
<b>R</b>	Universal Joint
<b>S</b>	Break Coffee Roasters
<b>T</b>	Adriatic Grill
<b>U</b>	Truist Bank
<b>V</b>	Dairy Queen Grill & Chill
<b>W</b>	Lawrenceville Arts Center
<b>X</b>	Park Place 55+ Residences
<b>Y</b>	Little Barn

<b>AA</b>	Cornerstone on the Square
<b>BB</b>	Gwinnett Historic Courthouse
<b>CC</b>	Southern Performing Arts Academy
<b>DD</b>	Rhodes Jordan Park
<b>EE</b>	The Rowen Foundation
	Gwinnett College - 7 mins   2.5 miles
	Northside Hospital Gwinnett - 7 mins   2.5 miles
	Lawrenceville Market - 9 mins   2.7 miles

# In the Area

## GWINNETT HISTORIC COURTHOUSE

It is a landmark event venue and heritage museum located on the square in downtown Lawrenceville, Georgia. Built in 1885 in a Romanesque architectural style, the courthouse stands as one of Gwinnett County's most recognizable historic structures and is listed on the National Register of Historic Places. Today, it serves as a centerpiece for community gatherings, weddings, and cultural exhibitions. A hub of civic life since the early 1900s, the courthouse hosts the annual Lighting of the Tree at Thanksgiving and other community events like concerts and art shows. It remains open for self-guided tours and continues to symbolize Lawrenceville's historical and architectural heritage.



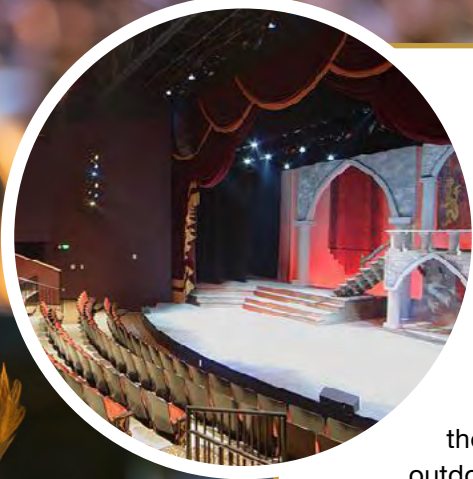
## LAWRENCEVILLE LAWN

The Lawrenceville Lawn, a city park, enhances the live-work-play dynamic envisioned for the City of Lawrenceville. Normal operating hours are from dawn to dusk. Currently encompassing an amphitheater, playground, volleyball courts, and HYRO Park, the Lawn regularly plays host to community events such as the Harvest Festival, Prelude to the Fourth, the Live in the ATL Concert Series, Lawrenceville Movie Club, Christkindl Christmas Market and more.



## AURORA THEATRE

Aurora Theatre manages the Lawrenceville Arts Center, presenting Broadway hits, contemporary theatre, concerts, comedy, children's programs, Lawrenceville Ghost Tours, and Atlanta's only professional Spanish-language theatre, Teatro Aurora. Located in historic downtown Lawrenceville, the Arts Center features five indoor and outdoor venues, free covered parking, and easy access to local restaurants and shops.



## LOCAL REPUBLIC

Local Republic is a popular gastropub in downtown Lawrenceville, Georgia, known for its scratch-made Southern-inspired cuisine, craft cocktails, and relaxed industrial-chic atmosphere. The restaurant has become a local favorite for burgers, brunch, and casual dining in the heart of the city.



# In the Area

## GWINNETT FIELD

Gwinnett Field — is a 10,427-seat minor league baseball stadium located in unincorporated Lawrenceville in Georgia. Opened in 2009, the ballpark serves as the home stadium for the Gwinnett Stripers, the Triple-A affiliate of the Atlanta Braves. Located just off Interstate 85 near the Mall of Georgia area, the stadium has become an important entertainment destination for Gwinnett County residents and visitors alike, contributing to the growth and popularity of the Lawrenceville sports and entertainment scene.



## RHODES JORDAN PARK

Rhodes Jordan Park spans 162 acres and features a 1.9-mile paved trail and a seasonal outdoor pool. The park also includes a gym, multipurpose field, baseball/softball fields, soccer field, outdoor basketball court, tennis and indoor pickleball courts, horseshoe pit, table tennis, playground, play meadow, community garden, pavilions, grills, restrooms, lake with fishing, and rental rooms.



## LAWRENCEVILLE MARKET

Lawrenceville Market is a 285,656-square-foot shopping center featuring a mix of local and national retailers. Located at the intersection of Duluth Highway (120) and University Parkway (316), it offers excellent visibility and convenient access. AMC Theatres, The Home Depot, Target, Ross, PetSmart, Marshalls, Chilis, Publix and many more.



## TRIBBLE MILL PARK

Amenities include 700 acres, fishing lake (non-motorized boats allowed), boat ramp, Ozora Meadows, accommodates up to 3,500 people for large events, playground, pavilions, 3.4-mile paved multi-purpose trail, soft surface trails for equestrian and mountain biking, grill, and restrooms.



## SUGARLOAF MILLS

Sugarloaf Mills is Georgia's largest outlet shopping and entertainment destination, featuring more than 180 stores, diverse dining options, an 18-screen AMC Theatre, and popular attractions including Medieval Times and Dave & Buster's. Conveniently located near I-85 and Sugarloaf Parkway between Duluth and Lawrenceville, it is just 30 minutes from downtown Atlanta.



# COMING IN SUMMER 2026

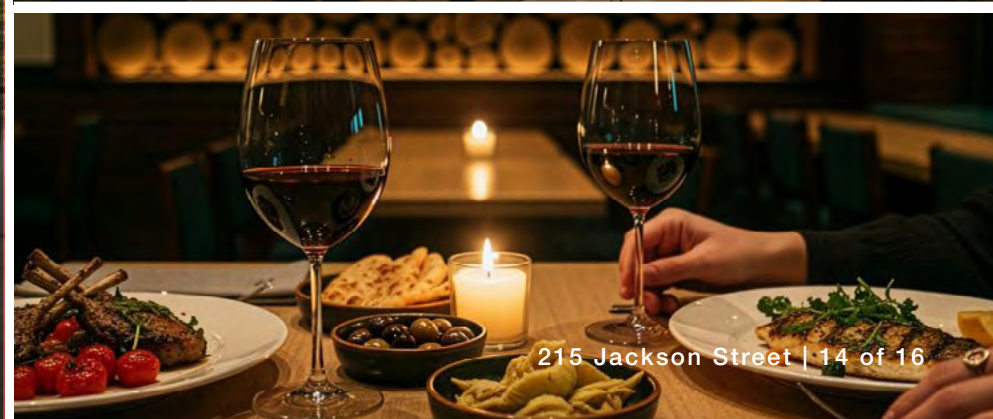


## Free Public Garage Parking

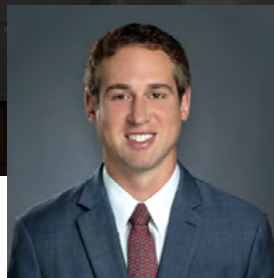
The Lawrence, Downtown Lawrenceville's first upscale boutique hotel, is scheduled to open in Summer 2026 as part of Hilton's Tapestry Collection. The 120-room hotel is designed to serve as a key hospitality anchor for the city's rapidly evolving downtown district, offering premium accommodations, meeting and event space, destination dining, and curated guest experiences.

The property will feature more than 6,000 square feet of indoor and outdoor event space, a fitness center, landscaped courtyard, and two signature food-and-beverage concepts. Bellfire, the hotel's flagship restaurant, will offer Southern-inspired cuisine with Mediterranean influences, while Old Nick's will serve as a cocktail lounge highlighting local craft beverages.

The opening of The Lawrence is expected to increase visitor traffic, support downtown businesses, and further strengthen Lawrenceville's position as Gwinnett County's premier live-work-play destination. Hotel reservations have begun opening ahead of the anticipated launch, signaling growing demand for hospitality accommodations within Downtown Lawrenceville's expanding mixed-use environment.



# Team Profiles



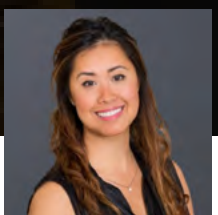
**Michael Wess, CCIM**

Partner, Bull Realty  
404-876-1640 x 150  
MWess@BullRealty.com



**Andy Lundsberg**

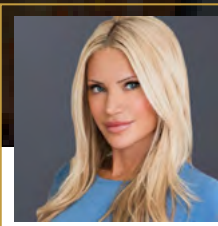
Partner, Bull Realty  
404-876-1640 x 107  
Andy@BullRealty.com



**Carmen Lam**  
Graphic Designer



**Karen Ash**  
Associate



**Ilona Berman**  
Marketing Coordinator



**Megan Murphy**  
Marketing Coordinator



# ABOUT BULL REALTY



**28**  
YEARS IN  
BUSINESS

LICENSED  
IN  
**8**  
SOUTHEAST  
STATES



**ATL**  
HEADQUARTERED

### SERVICES

Services include disposition, acquisition, project leasing, tenant representation, and consulting across a wide range of sectors, including office, retail, industrial, multifamily, land, healthcare, senior housing, self-storage, hospitality, and single-tenant net lease properties.

### GLOBAL ALLIANCE

Bull Realty is a member of TCN Worldwide, an alliance of 60+ offices and 1,500 commercial real estate professionals serving more than 200 markets globally. This partnership expands the firm's reach, client access and investor relationships across the U.S. and internationally.

### AMERICA'S COMMERCIAL REAL ESTATE SHOW

The firm produces the nation's leading show on commercial real estate topics, America's Commercial Real Estate Show. Industry economists, analysts and leading market participants — including Bull Realty's founder Michael Bull, CCIM — share market intel, forecasts and strategies. The weekly show is available to stream wherever you get your podcasts or at [www.CREshow.com](http://www.CREshow.com).

### JOIN OUR TEAM

Bull Realty continues to expand through merger, acquisition and by welcoming experienced agents. The firm recently celebrated 28 years in business and, through its TCN Worldwide alliance, actively works with clients and brokers across the country.

CONNECT WITH US:

<https://www.bullrealty.com>



## OUR MISSION

To provide a company of advisors known for integrity and the best disposition marketing in the nation.

