



**Honest Alley Exchange
178 E Crogan Street
Lawrenceville, GA 30046**

OFFERING MEMORANDUM

Rare Opportunity in Historic
Downtown Lawrenceville
(only retail space available on
the Historic Square)

**EXCLUSIVE OFFERING – \$3,500,000
15,890 SF (14,753 GLA) RETAIL-OFFICE BUILDING**



Financial Information Available Upon Request
Contact: Linda Campbell – 404-375-8379 – linda@LCampbellandCo.com

Executive Summary



OFFERING MEMORANDUM – 178 E. Crogan Street, Lawrenceville, GA 30046

LOCATION	178 E Crogan Street (Corner of E Crogan Street and Chestnut Street)
PARKING	Two City Parking Decks offering free parking – 350-space deck adjacent to Honest Alley attached to new Hotel – 250-space deck across the street and attached to Lawrenceville Arts Center.
SIZE	Total Building – 15,890 SF (14,753 GLA)
LOT SIZE	.40 Acres
YEAR REMODELED	2006-2008
YEAR BUILT	1890/1940/2007



PROPERTY HIGHLIGHTS

- Honest Alley Exchange represents a rare opportunity to acquire a premier retail and office asset located directly on the Historic Lawrenceville Square, the cultural and civic heart of one of Metro Atlanta’s fastest-growing submarkets. This 15,890 square foot property is the only retail offering available on the Historic Square, positioning it as a true trophy asset with long-term scarcity value.
- Premier property in Historic Downtown Lawrenceville with walkability exposure to restaurants, retail, work collaboration centers, brewery, distillery, the Historic Courthouse, and civic amenities and well as residential communities.
- Significant public and private investment continues to enhance the surrounding area, including the 120-room Hilton Tapestry Hotel and a 5,000-square-foot conference center under construction and scheduled to open in early summer 2026, further increasing tourism, foot traffic, and commercial demand.
- Strategically situated at the intersection of Crogan Street, Chestnut Street, and Honest Alley, the property benefits from exceptional walkability, unmatched visibility, and immediate access two City parking decks, with a total of 630 free parking spaces.
- Gateway to all City events on 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.
- Honest Alley Exchange 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



Signature Market Intelligence

“Compelling Value-Add Opportunity Supported by Strong Market Fundamentals”

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Honest Alley Exchange is located within a well-performing commercial submarket characterized by low vacancy, consistent leasing velocity, and positive net absorption trends. Submarket vacancy rates remain below 5%, reflecting sustained tenant demand and limited availability across comparable assets.

Why This Market:

- Low Vacancy Submarket (~4.3%–4.4%)
- Positive Net Absorption (+116,000 SF)
- Strong Leasing Activity (161,000 SF annually)

Value-Add Highlights:

- Below-market rents create upside
- Lease-up and stabilization opportunity
- Limited direct competition



Property Analytics

178 E Crogan St - Honest Alley Exchange

Retail - Lawrenceville/Dacula Submarket | Lawrenceville, GA 30046

Key Metrics

AVAILABILITY				DEMAND			
	Property	Submarket 2-4 Star	Submarket		Property	Submarket 2-4 Star	Submarket
Market Asking Rent/SF	\$25.51	\$23.47	\$23.46	12 Mo Net Absorption SF	(873)	116K	116K
Vacancy Rate	12.9%	4.4%	4.3%	12 Mo Leased SF	0	161K	161K
Vacant SF	1.9K	405K	405K	6 Mo Leasing Probability	-	35.2%	35.0%
Availability Rate	12.9%	5.8%	5.7%				
Available SF Direct	1.9K	497K	497K				
Available SF Sublet	0	43.9K	43.9K				
Available SF Total	1.9K	541K	541K				
Months on Market	12.3	12.1	12.1				
INVENTORY				SALES			
	Property	Submarket 2-4 Star	Submarket		Property	Submarket 2-4 Star	Submarket
Existing Buildings	1	710	742	12 Mo Transactions	-	39	40
Inventory SF	14.8K	9.3M	9.4M	Market Sale Price/SF	-	\$217	\$217
Average Building SF	-	13K	12.6K	Average Market Sale Price	-	\$2.8M	\$2.7M
Under Construction SF	-	75.9K	75.9K	12 Mo Sales Volume	-	\$115M	\$115M
12 Mo Delivered SF	-	103K	103K	Market Cap Rate	-	7.3%	7.3%

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.

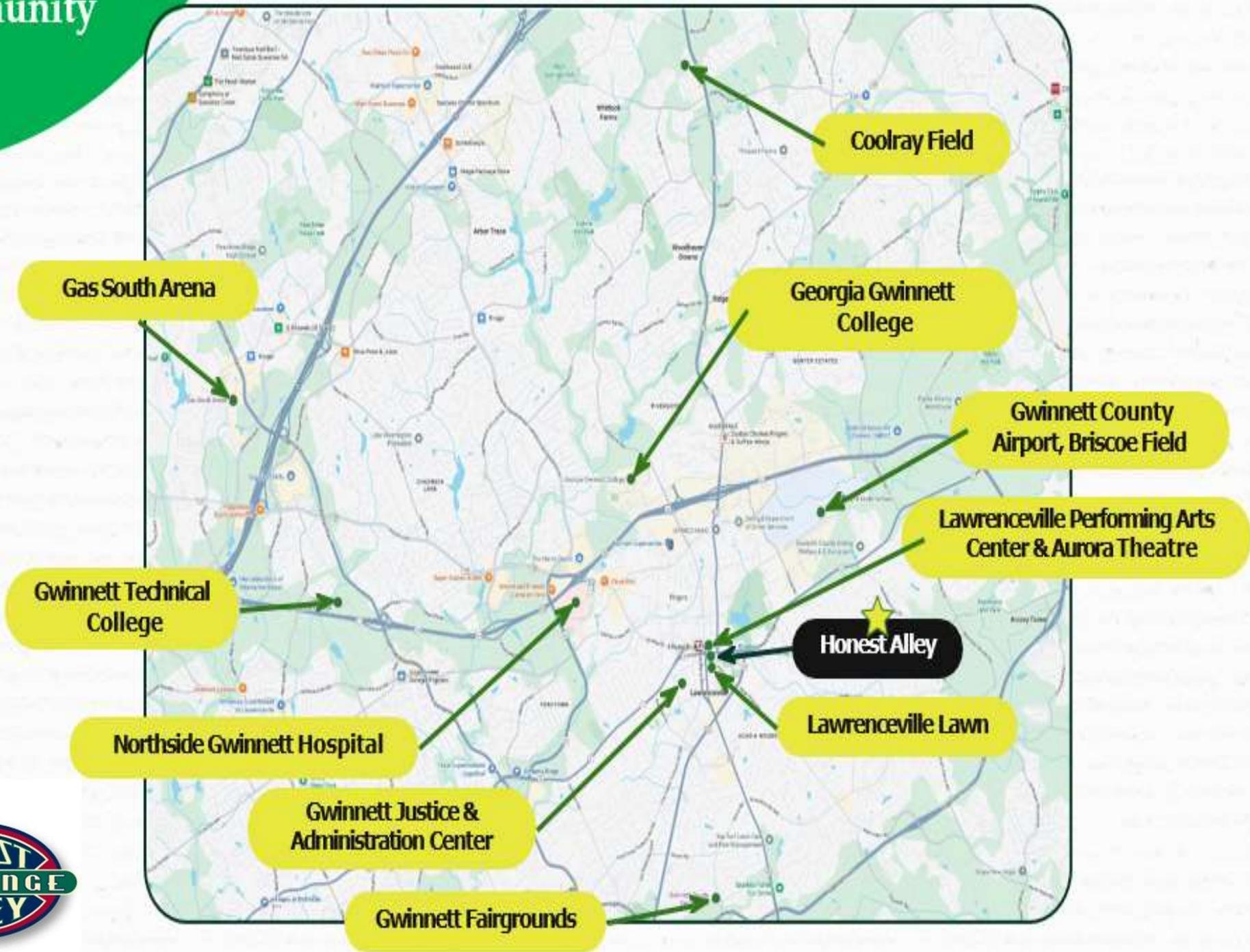


Gwinnett County Airport at Briscoe Field: A non-commercial municipal airport located approximately 2 miles from Honest Alley Exchange that is a main hub for private jets – nationally and internationally. It hosts flight schools and services more than 10 million passenger miles per year. There are 50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

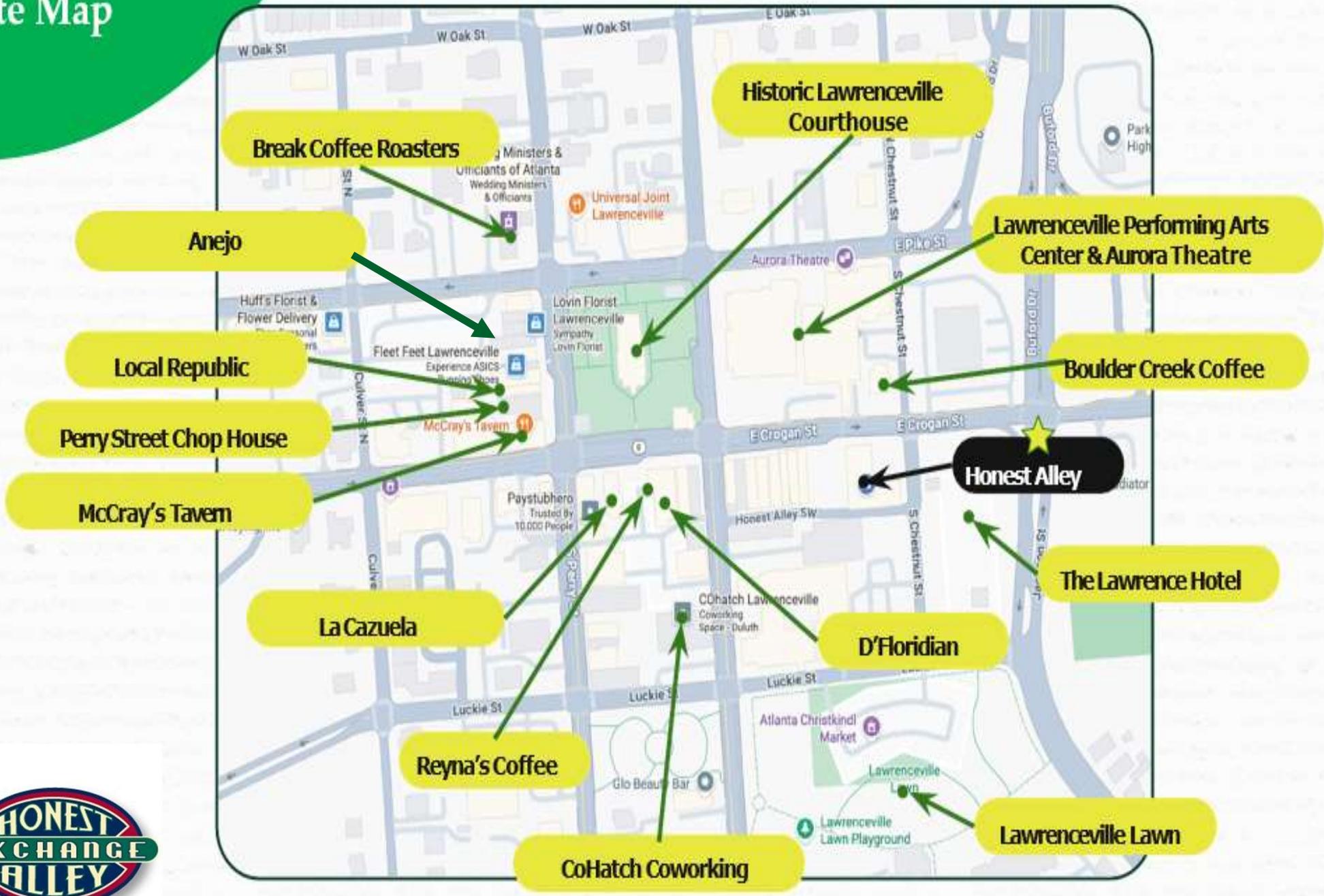
The Lawrence Hotel: Next door to Honest Alley Exchange. The Lawrence is a boutique Hilton Tapestry Hotel with 120 rooms, 5000 SF convention center, upscale restaurant and lounge attached to a 360-space parking deck. Slated for a June 2026 opening.



Community Map

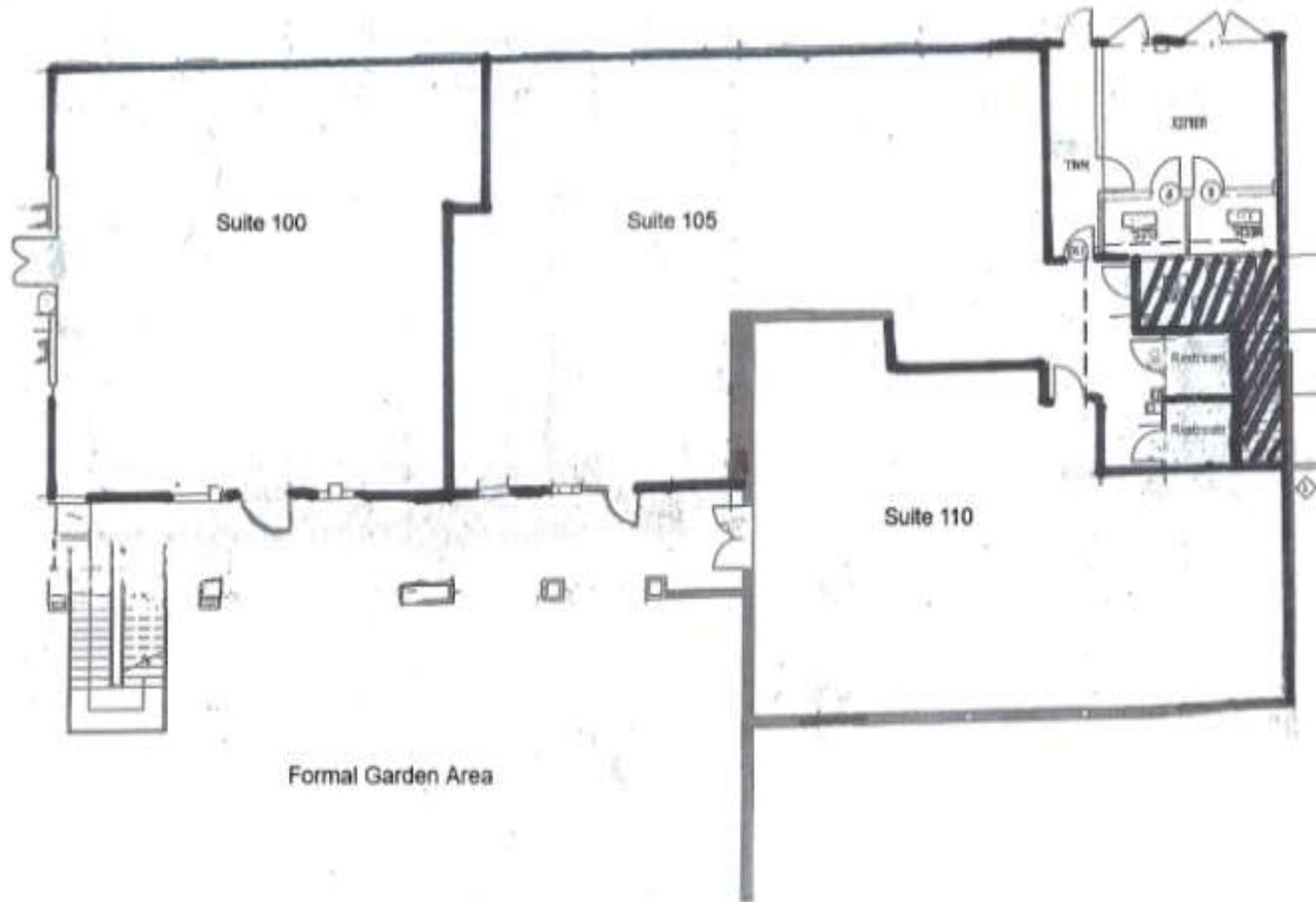


Site Map



Floorplan

Garden Level

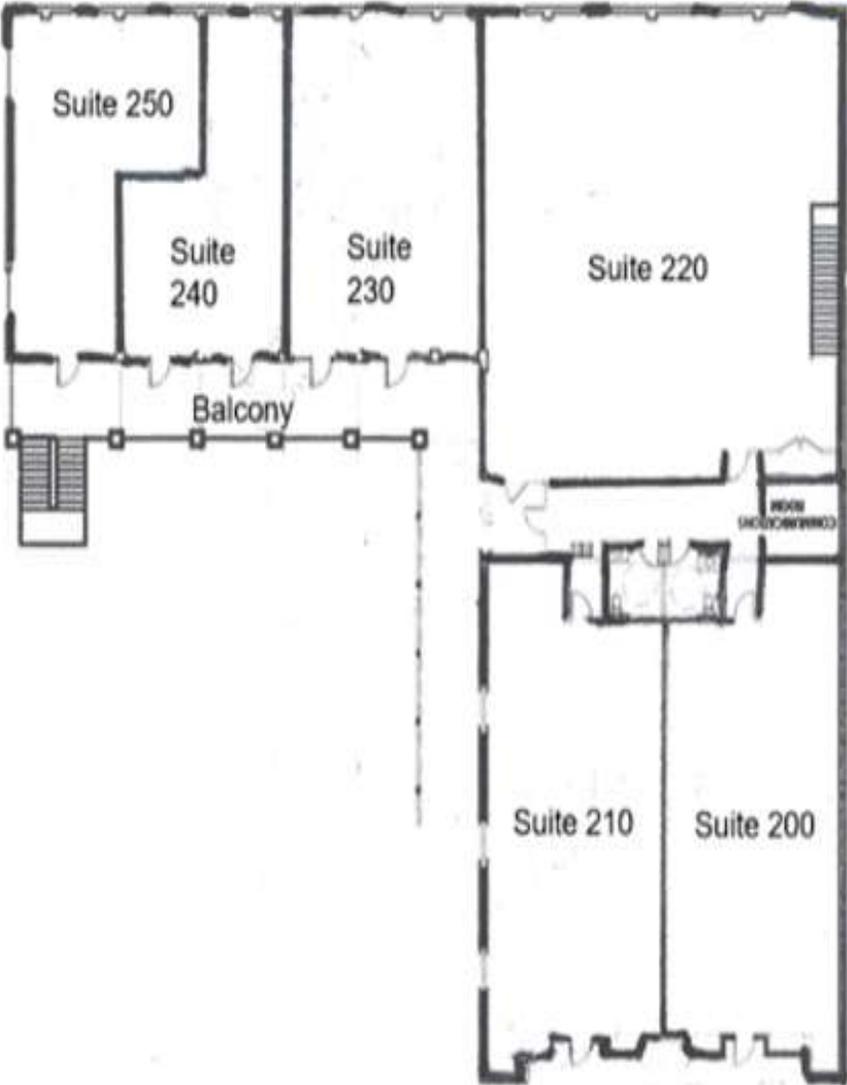


"Not to Scale"

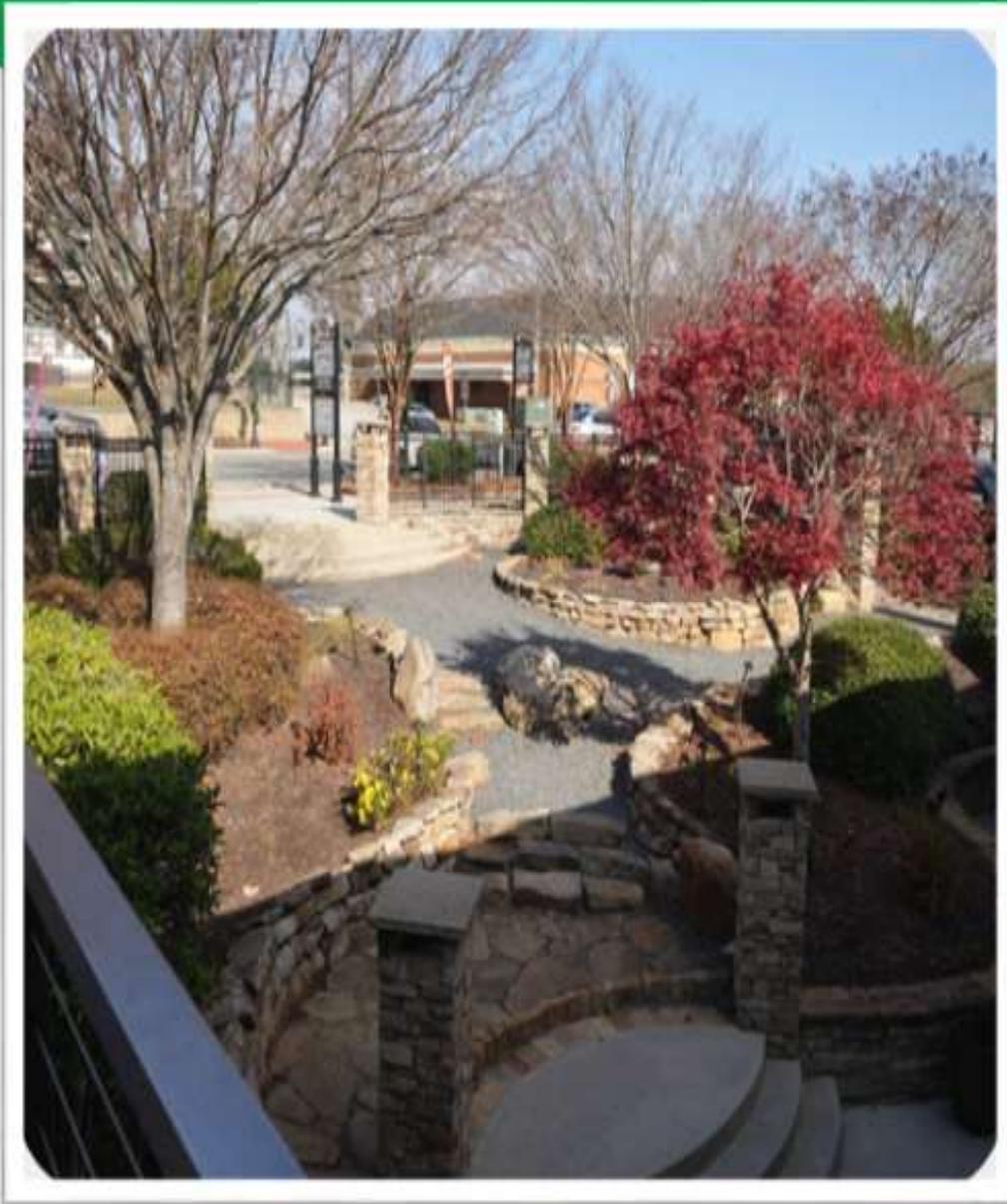


Floorplan

Upper Level



Exterior Images



A Vibrant Garden Anchoring the Property



A beautifully maintained formal garden sits at the heart of the property, enjoyed by tenants and the wider public alike and creating a vibrant, welcoming atmosphere. The space regularly transforms into a live music and events venue curated by tenants, adding energy and character to the building. It also provides a versatile platform for tenants to showcase their businesses, host events, and engage with the local community—enhancing footfall, visibility, and the building's profile as a dynamic commercial destination.

Current Tenants



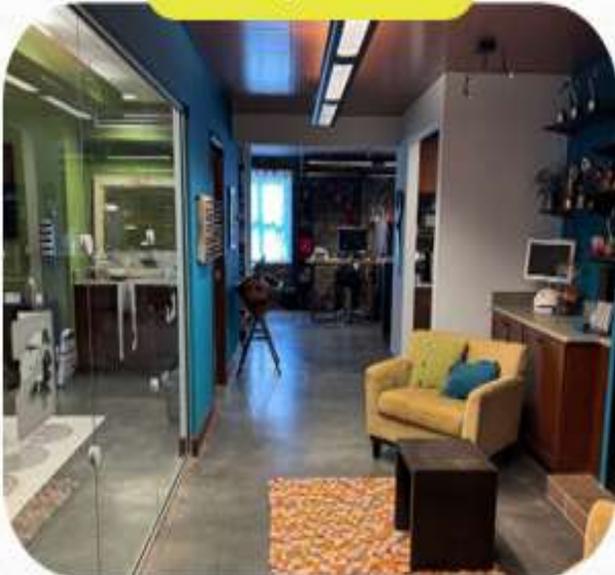
Rock Paper Scissors



Plants & Things



Exhibit Ale



Current Tenants



iGet Juiced



Painting with a Twist



Pinkerton and Laws





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L Campbell & Company



Linda Campbell
Broker / Owner

L Campbell and Company, Inc.

189 W Pike Street, Ste 101

Lawrenceville, GA 30046

linda@lcampbellandco.com

404 375-8379

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