

# FOR SALE

**+/- 38.152 Acres | Rare In-Town Estate or Development Site |  
Hall County**

1291 Russell Rd, Gainesville, GA 30501

**For More Information: Stephen Lovett**

770.297.4807 | [slovett@nortoncommercial.com](mailto:slovett@nortoncommercial.com)



**Norton Commercial**  
434 Green Street  
Gainesville, GA 30501  
[nortoncommercial.com](http://nortoncommercial.com)

# NORTON



EXECUTIVE SUMMARY

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1291 RUSSELL RD, GAINESVILLE, GA 30501



OFFERING SUMMARY

Sale Price:	\$1,550,000
Price / Acre:	\$40,627
Lot Size:	38.152 Acres
Zoning:	AR-I and V-C
School District:	Sandra Dunagan Deal ES North Hall MS North Hall HS

PROPERTY OVERVIEW

Norton Commercial Acreage Group is proud to present 1291 Russell Road—an ultra rare 38.152-acre opportunity located in the heart of Hall County, just minutes from downtown Gainesville, GA. This rare tract offers a unique combination of privacy, scale, and accessibility, making it ideal for an in-town estate or residential development. The property features 1,135 feet of CORPS frontage on Lake Lanier (not dockable), offering a scenic, natural buffer that enhances privacy and appeal. Two conceptual site plans—one with septic and one with sewer—are available, allowing flexibility depending on the buyer’s needs. Public sewer is off-site and would require an easement, while the septic layout supports multiple estate lots or a single large retreat. Located within the Sandra Dunagan Deal ES, North Hall MS, and North Hall HS school district.

LOCATION OVERVIEW

Conveniently situated just 4 minutes from I-985 and 2 minutes from Highway 129, with close proximity to Northeast Georgia Medical Center, this location is ideal for commuters, healthcare professionals, and those seeking everyday accessibility. Downtown Gainesville is just minutes away, offering a vibrant selection of locally owned shops, award-winning restaurants, and beautiful green spaces. Major retail conveniences like Kroger and the new Publix are also nearby, providing everyday essentials within minutes. Whether you’re a builder or private owner, this property presents a rare chance to secure usable acreage in one of Hall County’s most desirable in-town settings.

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NORTON

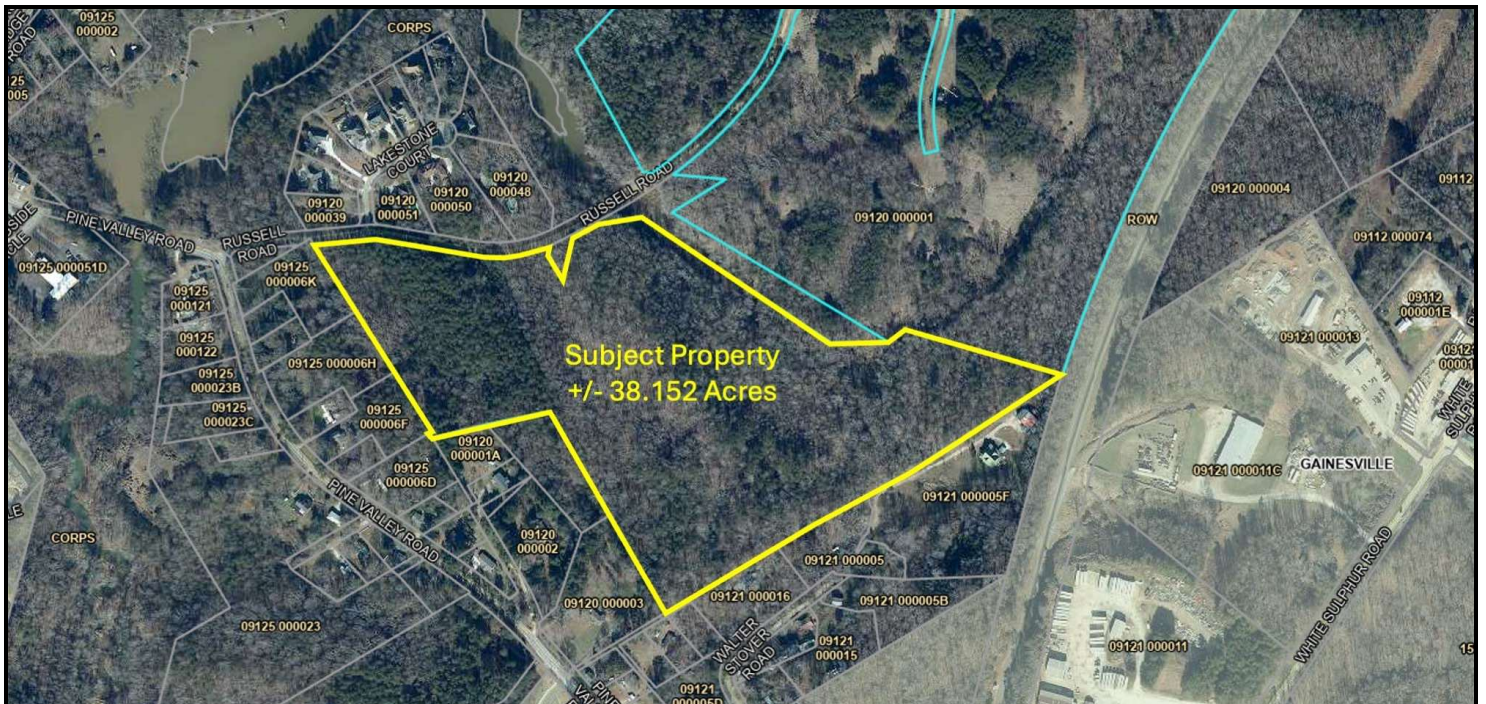
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**ADDITIONAL PHOTOS**

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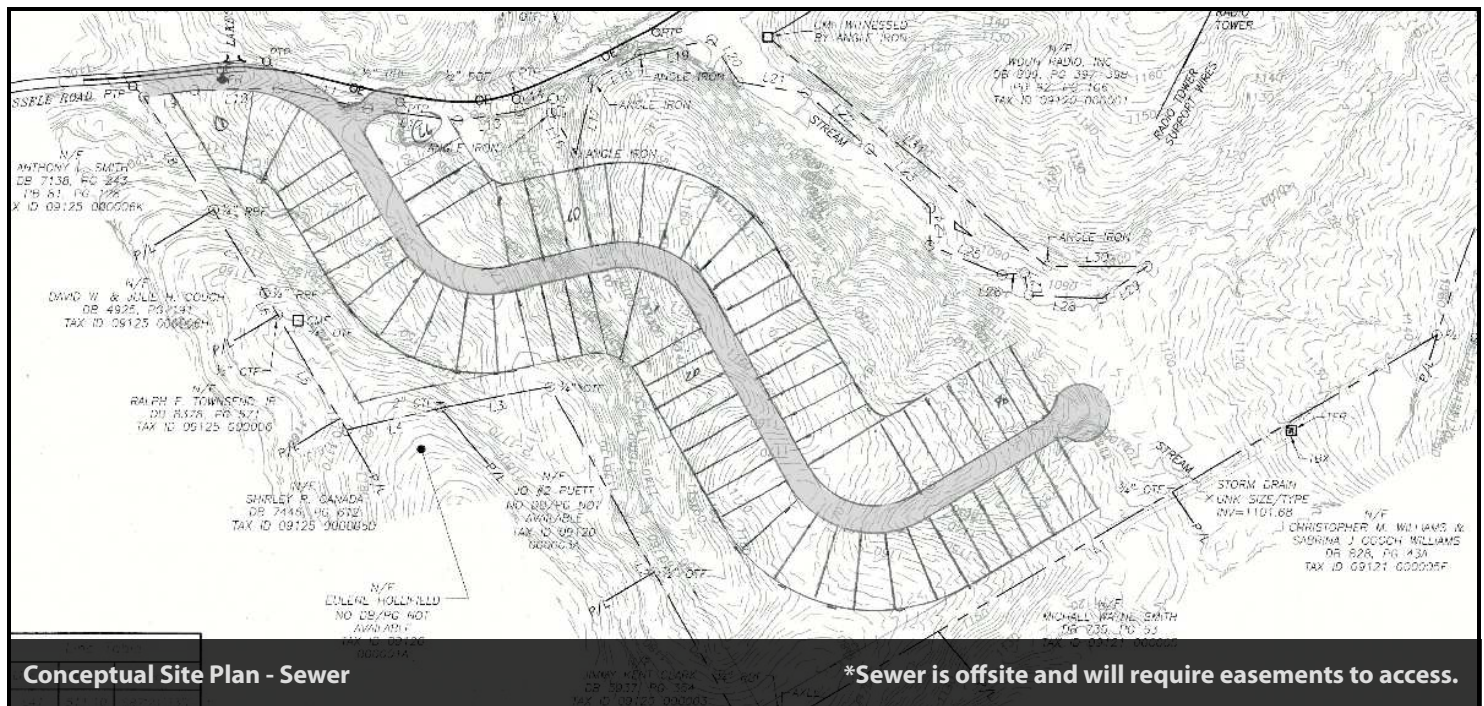
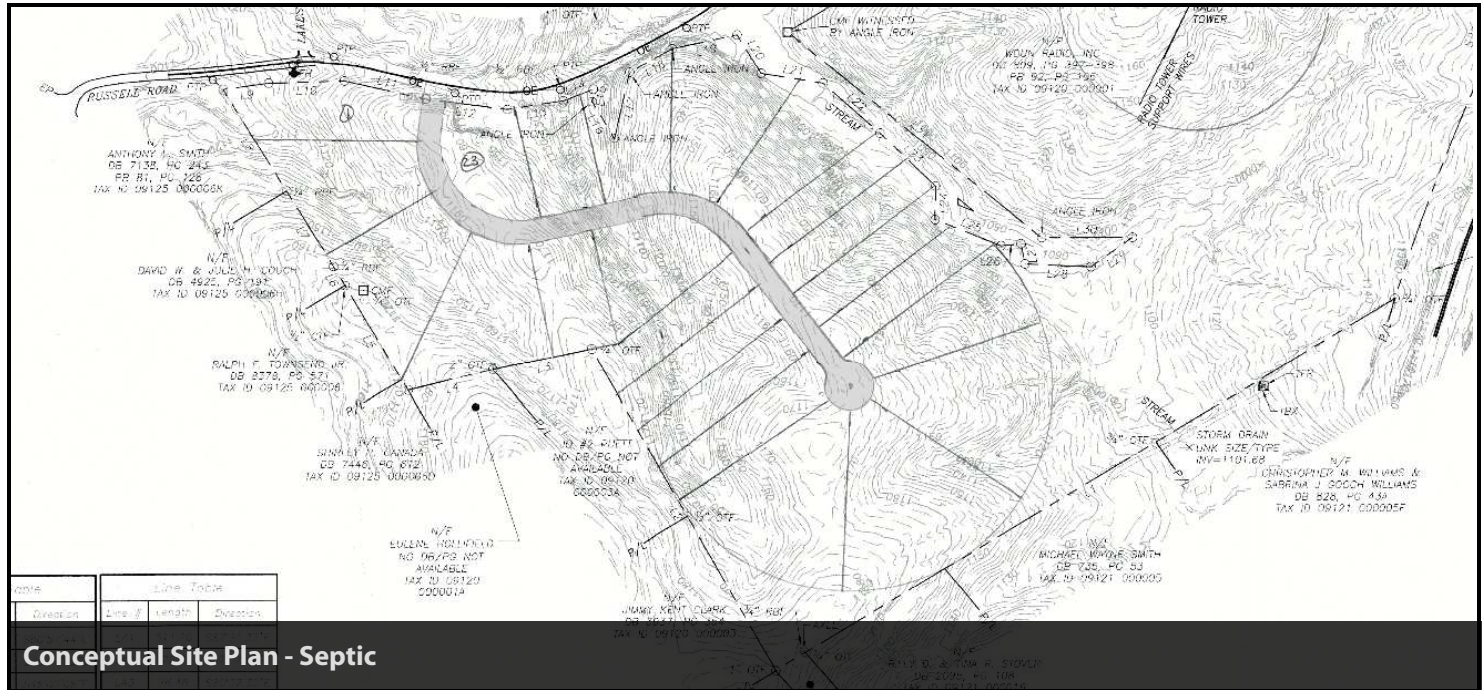
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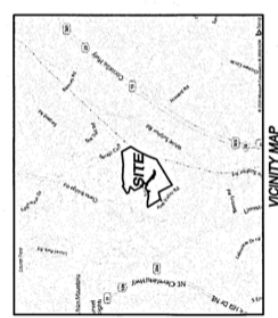
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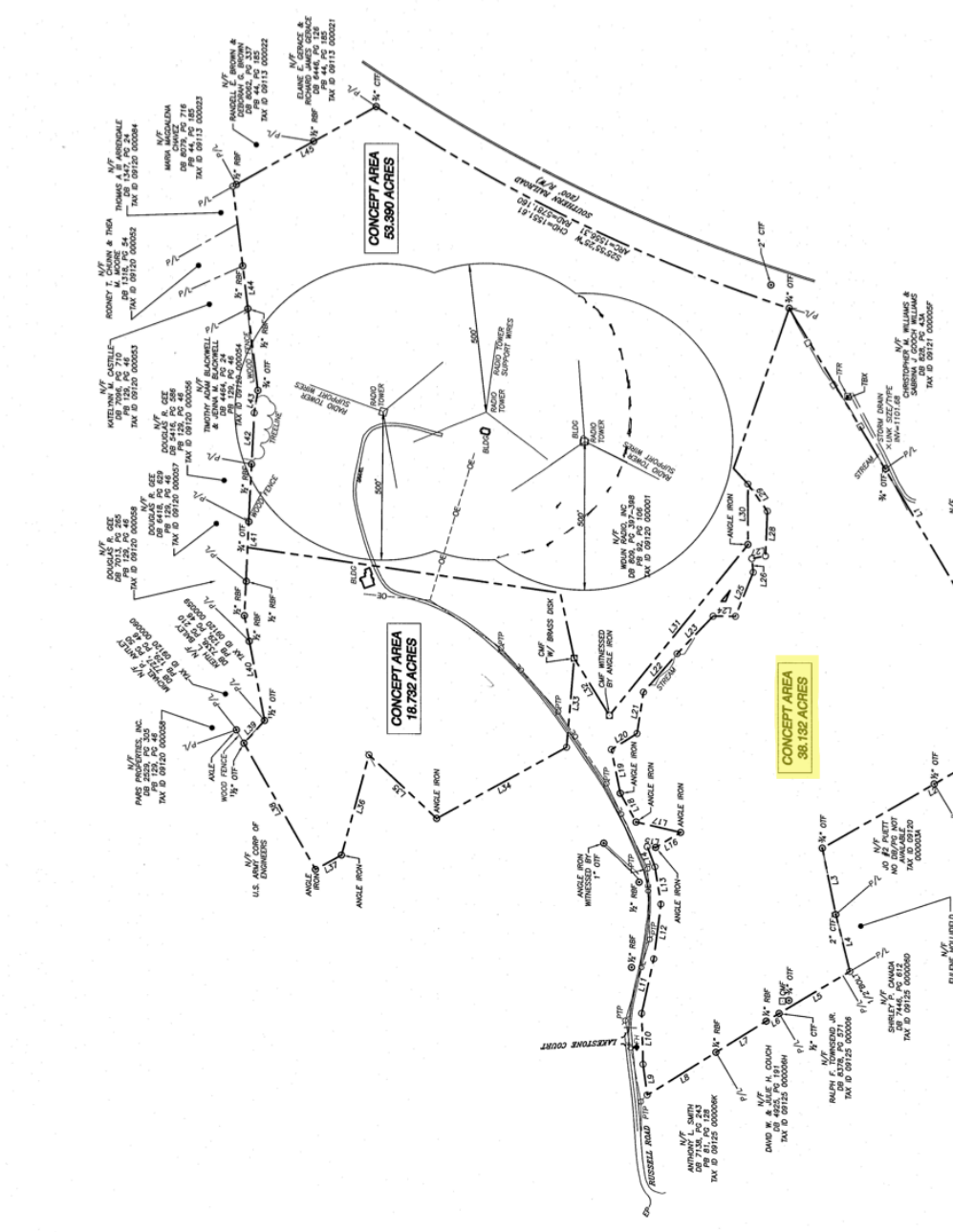
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# NORTON





VICINITY MAP  
SCALE: 1"=200'



Line #	Length	Direction	Line #	Length	Direction	Line #	Length	Direction
L1	1632.29	S29°04'42\"/>	L21	146.21	S80°27'44\"/>	L41	511.10	S87°21'33\"/>
L2	836.78	S29°43'29\"/>	L22	171.76	S48°47'12\"/>	L42	172.81	S87°07'59\"/>
L3	227.73	S75°02'00\"/>	L23	175.08	S46°02'08\"/>	L43	78.46	S80°27'50\"/>
L4	197.91	S79°44'00\"/>	L24	75.76	S01°01'28\"/>	L44	693.87	N82°58'52\"/>
L5	277.15	N20°45'40\"/>	L25	158.88	S87°33'27\"/>	L45	553.52	S59°03'12\"/>
L6	50.02	N20°28'14\"/>	L26	46.44	S10°29'25\"/>			
L7	272.68	N31°48'37\"/>	L27	148.52	S87°27'40\"/>			
L8	104.13	N82°18'13\"/>	L28	114.26	N54°32'08\"/>			
L9	171.85	N88°35'03\"/>	L29	204.50	S89°56'19\"/>			
L10	188.20	S77°33'32\"/>	L30	739.35	N50°44'19\"/>			
L11	188.01	S82°28'48\"/>	L31	225.29	N58°08'07\"/>			
L12	125.47	N87°05'28\"/>	L32	299.19	N85°01'07\"/>			
L13	72.48	N89°25'33\"/>	L33	499.80	N28°39'28\"/>			
L14	28.09	S04°37'34\"/>	L34	312.81	N43°01'47\"/>			
L15	97.64	S29°59'28\"/>	L35	348.70	N74°37'19\"/>			
L16	153.69	N37°12'43\"/>	L36	100.12	N28°47'27\"/>			
L17	110.18	N61°11'53\"/>	L37	486.04	N67°23'08\"/>			
L18	148.89	N72°22'52\"/>	L38	103.28	S47°38'10\"/>			
L19	102.02	S17°33'24\"/>	L39	356.83	N78°38'18\"/>			

**SURVEYORS CERTIFICATION**

AS REQUIRED BY SUBSECTION (D) OF O.C.G.A. SECTION 15-6-67, THIS PLAT HAS BEEN PREPARED BY A LAND SURVEYOR AND APPROVED BY ALL APPLICABLE LOCAL JURISDICTIONS. THE SURVEYOR HAS CONDUCTED A VISUAL INSPECTION OF THE PLAT AND HAS DETERMINED THAT THE PLAT ACCURATELY REPRESENTS THE SURVEYED LAND AND THAT THE PLAT COMPLIES WITH THE MINIMUM TECHNICAL STANDARDS FOR SURVEYING PRACTICE AS SET FORTH IN O.C.G.A. SECTION 15-6-67.

DATE OF PLAT OR MAP

ROCHESTER & ASSOCIATES, INC.  
LSP-000484

**SURVEY NOTES**

1. THE FIELD DATA DATED 11/03/20 UPON WHICH THIS PLAT IS BASED HAS A CLUSTER PRECISION OF ONE FOOT IN 34,000 FEET AND AN ANGULAR ERROR OF ONE SECOND. THE SURVEY WAS CONDUCTED USING A TRIMBLE S-SERIES ROBOTIC TOTAL STATION WAS USED FOR ANGULAR AND LINEAR MEASUREMENTS.

2. THIS PLAT HAS BEEN CALCULATED FOR CLOSURE AND IS FOUND TO BE ACCURATE WITHIN ONE FOOT IN 34,000 FEET.

3. THE HORIZONTAL DATUM FOR THIS SURVEY IS THE NORTH AMERICAN DATUM OF 1983 (NAD 83). THE VERTICAL DATUM USED IS THE MEAN SEA LEVEL DATUM OF 1988 (MSL 1988). THE SURVEY WAS CONDUCTED USING A TRIMBLE S-SERIES ROBOTIC TOTAL STATION WAS USED FOR ANGULAR AND LINEAR MEASUREMENTS.

4. THIS SURVEY WAS PREPARED WITHOUT THE BENEFIT OF A CURRENT TITLE INSURANCE POLICY. THE SURVEYOR HAS CONDUCTED A VISUAL INSPECTION OF THE PLAT AND HAS DETERMINED THAT THE PLAT ACCURATELY REPRESENTS THE SURVEYED LAND AND THAT THE PLAT COMPLIES WITH THE MINIMUM TECHNICAL STANDARDS FOR SURVEYING PRACTICE AS SET FORTH IN O.C.G.A. SECTION 15-6-67.

5. THIS PROPERTY MAY OR MAY NOT CONTAIN WETLAND AREAS. NO EFFORTS HAVE BEEN MADE BY THE SURVEYOR TO DETERMINE THE PRESENCE OR ABSENCE OF WETLAND AREAS. THE SURVEYOR HAS CONDUCTED A VISUAL INSPECTION OF THE PLAT AND HAS DETERMINED THAT THE PLAT ACCURATELY REPRESENTS THE SURVEYED LAND AND THAT THE PLAT COMPLIES WITH THE MINIMUM TECHNICAL STANDARDS FOR SURVEYING PRACTICE AS SET FORTH IN O.C.G.A. SECTION 15-6-67.

6. NO IDENTIFIED AND DELINEATED WETLANDS WERE OBSERVED DURING THE SURVEY. THE SURVEYOR HAS CONDUCTED A VISUAL INSPECTION OF THE PLAT AND HAS DETERMINED THAT THE PLAT ACCURATELY REPRESENTS THE SURVEYED LAND AND THAT THE PLAT COMPLIES WITH THE MINIMUM TECHNICAL STANDARDS FOR SURVEYING PRACTICE AS SET FORTH IN O.C.G.A. SECTION 15-6-67.

7. PORTIONS OF THIS PROPERTY ARE NOT LOCATED IN A FLOOD HAZARD ZONE AS PER FLOOD INSURANCE RATE MAP OF HALL COUNTY, GEORGIA, DATED 12/15/2019. THE SURVEYOR HAS CONDUCTED A VISUAL INSPECTION OF THE PLAT AND HAS DETERMINED THAT THE PLAT ACCURATELY REPRESENTS THE SURVEYED LAND AND THAT THE PLAT COMPLIES WITH THE MINIMUM TECHNICAL STANDARDS FOR SURVEYING PRACTICE AS SET FORTH IN O.C.G.A. SECTION 15-6-67.

8. ALL PROPERTY CORNERS REFERENCED AS "P" INDICATES A 1/2" REBAR PLACED WITH A YELLOW PLASTIC CAP STAMPED "ROCHESTER-LSP000484". UNLESS OTHERWISE NOTED.

9. THIS PLAT IS FOR THE EXCLUSIVE USE OF THE ENTITIES SHOWN HEREON; ANY USE BY THIRD PARTIES IS AT THEIR OWN RISK.

11. ALL DISTANCES AS SHOWN ARE HORIZONTAL GROUND DISTANCES IN U.S. SURVEY FEET (0.37 INCHES = 1 METER)

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### DOWNTOWN GAINESVILLE

**Downtown Gainesville** is the lively **heart of the city**, full of charm, character, and a strong sense of community. Set within the **historic Commercial District**, the area spans about **18 acres and features over 50 beautifully preserved buildings**. Main and Washington Streets are lined with unique boutiques, cozy cafés, local art galleries, and popular spots for live music, rooftop drinks, and even old-school arcade fun. Landmarks like the **Old Hall County Courthouse** and the **Smithgall Arts Center** with its outdoor pavilion add culture and history to the mix. With regular festivals, a downtown trolley, and plenty of walkable streets, it's a vibrant place where locals and visitors love to gather.



### NORTHEAST GEORGIA MEDICAL CENTER GAINESVILLE

**Northeast Georgia Medical Center** is just minutes away and plays a big role in supporting the health of the community. As the **main hospital** in the Northeast Georgia Health System, it offers **653 beds and a wide range of advanced services**—including a **Level I Trauma Center**, 28 operating rooms, and full emergency care. Families especially benefit from the **Women & Children's Pavilion**, which includes a **Level III NICU** and dedicated **pediatric services**. In 2025, NGMC opened its **new 11-story Green Tower**—a **\$566 million expansion** that added 96 inpatient beds (with future capacity for over 190), a **rooftop helipad** with direct access to surgical and cardiac care, and a modernized emergency department. It's a trusted resource for high-quality care, right around the corner.



### LAKE LANIER

**Lake Lanier** adds a ton of **lifestyle value** to the area. With nearly **700 miles of shoreline**, it's the kind of place where you can spend the day **boating, fishing, paddle boarding, or just relaxing by the water**. Locals enjoy a variety of marinas, waterfront restaurants, and scenic spots to unwind—whether it's a weekend adventure or a quick evening escape. **Lake Lanier Islands** is a major draw, offering everything from **lakeside beaches and golf** to the family-favorite **Margaritaville Water Park**, making it easy to turn a regular day into a mini vacation.



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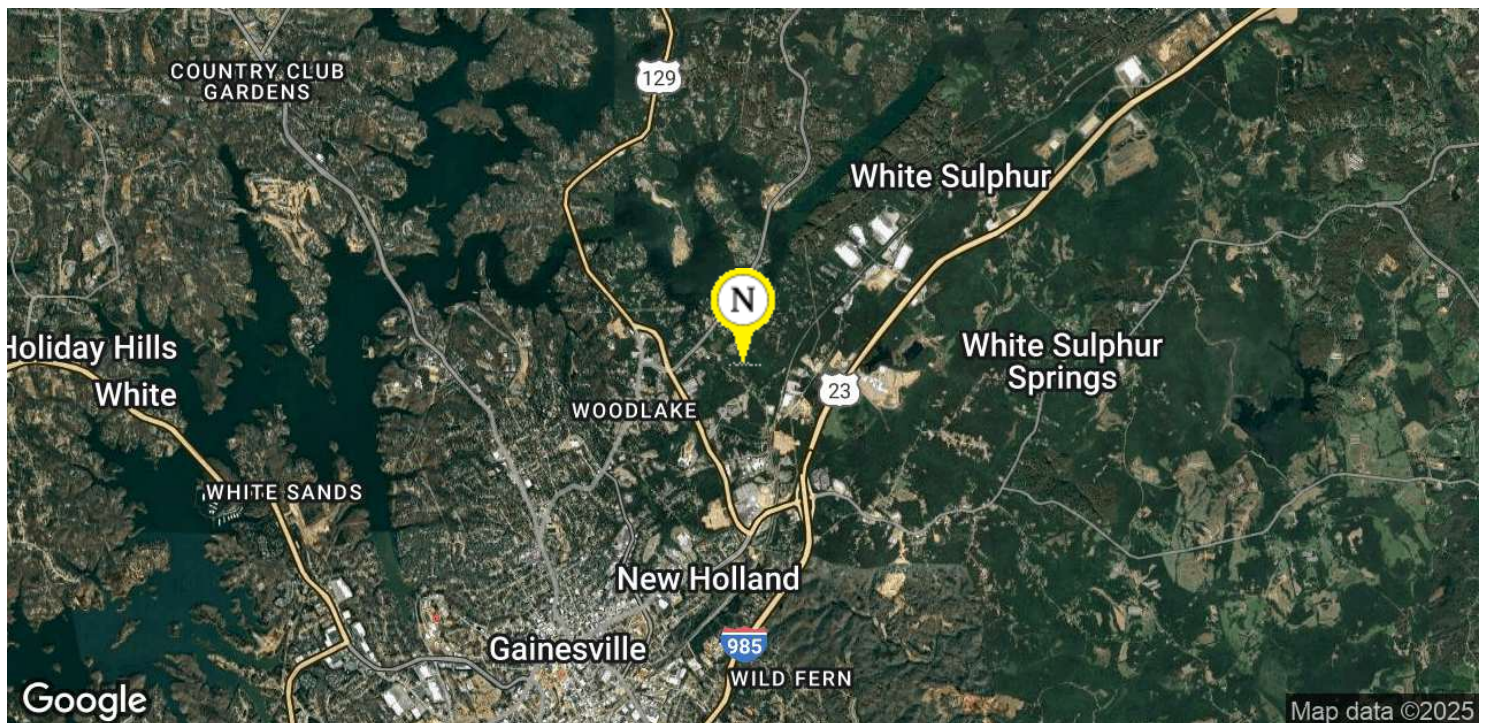
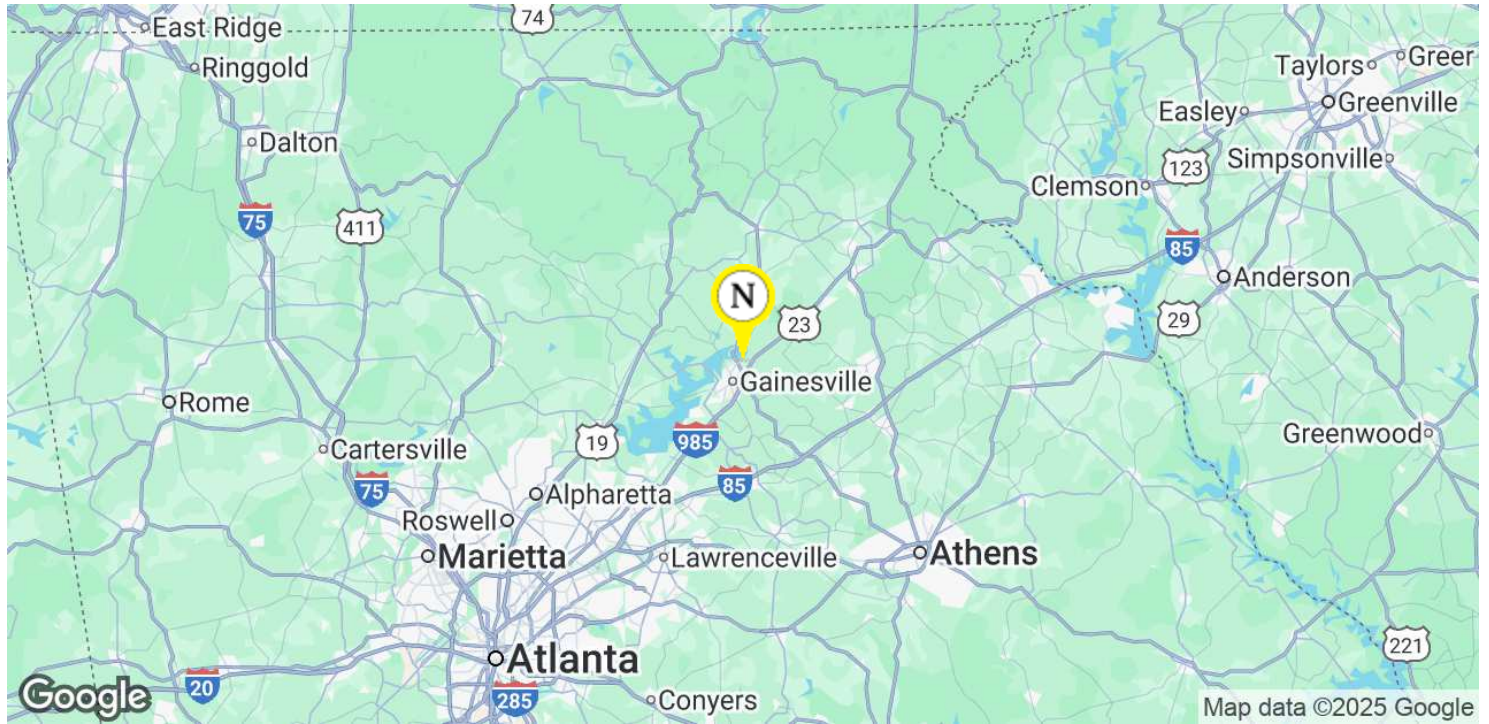
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RETAILER MAP

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## Executive Summary

1291 Russell Rd, Gainesville, Georgia, 30501 2  
 1291 Russell Rd, Gainesville, Georgia, 30501  
 Rings: 2, 5, 10 mile radii

Prepared by Esri  
 Latitude: 34.33532  
 Longitude: -83.79510

	2 miles	5 miles	10 miles
<b>Population</b>			
2010 Population	7,808	50,454	132,005
2020 Population	9,203	53,377	144,237
2025 Population	10,338	56,354	153,340
2030 Population	11,389	62,831	164,684
2010-2020 Annual Rate	1.66%	0.56%	0.89%
2020-2025 Annual Rate	2.24%	1.04%	1.17%
2025-2030 Annual Rate	1.96%	2.20%	1.44%
2020 Male Population	46.7%	48.6%	49.3%
2020 Female Population	53.3%	51.4%	50.7%
2020 Median Age	39.5	34.6	36.2
2025 Male Population	47.4%	49.3%	49.9%
2025 Female Population	52.6%	50.7%	50.1%
2025 Median Age	39.5	34.9	36.5

In the identified area, the current year population is 153,340. In 2020, the Census count in the area was 144,237. The rate of change since 2020 was 1.17% annually. The five-year projection for the population in the area is 164,684 representing a change of 1.44% annually from 2025 to 2030. Currently, the population is 49.9% male and 50.1% female.

### Median Age

The median age in this area is 36.5, compared to U.S. median age of 39.6.

### Race and Ethnicity

2025 White Alone	62.1%	49.5%	55.8%
2025 Black Alone	11.0%	13.3%	8.5%
2025 American Indian/Alaska Native Alone	0.6%	1.2%	1.1%
2025 Asian Alone	2.3%	1.7%	2.5%
2025 Pacific Islander Alone	0.0%	0.1%	0.0%
2025 Other Race	12.7%	21.6%	19.6%
2025 Two or More Races	11.3%	12.6%	12.5%
2025 Hispanic Origin (Any Race)	25.0%	38.2%	36.3%

Persons of Hispanic origin represent 36.3% of the population in the identified area compared to 19.7% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 79.9 in the identified area, compared to 72.7 for the U.S. as a whole.

### Households

2025 Wealth Index	75	79	91
2010 Households	2,923	17,091	43,674
2020 Households	3,653	19,055	49,956
2025 Households	4,227	20,332	53,959
2030 Households	4,723	22,557	58,410
2010-2020 Annual Rate	2.25%	1.09%	1.35%
2020-2025 Annual Rate	2.82%	1.24%	1.48%
2025-2030 Annual Rate	2.24%	2.10%	1.60%
2025 Average Household Size	2.35	2.70	2.80

The household count in this area has changed from 49,956 in 2020 to 53,959 in the current year, a change of 1.48% annually. The five-year projection of households is 58,410, a change of 1.60% annually from the current year total. Average household size is currently 2.80, compared to 2.84 in the year 2020. The number of families in the current year is 37,409 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

**Source:** U.S. Census Bureau. Esri forecasts for 2025 and 2030. Esri converted Census 2010 into 2020 geography and Census 2020 data.



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 Rings: 2, 5, 10 mile radii

Prepared by Esri  
 Latitude: 34.33532  
 Longitude: -83.79510

	2 miles	5 miles	10 miles
<b>Mortgage Income</b>			
2025 Percent of Income for Mortgage	33.7%	34.3%	30.5%
<b>Median Household Income</b>			
2025 Median Household Income	\$68,087	\$67,691	\$76,587
2030 Median Household Income	\$78,599	\$78,183	\$88,088
2025-2030 Annual Rate	2.91%	2.92%	2.84%
<b>Average Household Income</b>			
2025 Average Household Income	\$96,246	\$96,451	\$103,993
2030 Average Household Income	\$105,600	\$106,994	\$115,719
2025-2030 Annual Rate	1.87%	2.10%	2.16%
<b>Per Capita Income</b>			
2025 Per Capita Income	\$39,317	\$34,841	\$36,669
2030 Per Capita Income	\$43,691	\$38,450	\$41,119
2025-2030 Annual Rate	2.13%	1.99%	2.32%
<b>GINI Index</b>			
2025 Gini Index	46.9	46.9	44.6
<b>Households by Income</b>			

Current median household income is \$76,587 in the area, compared to \$81,624 for all U.S. households. Median household income is projected to be \$88,088 in five years, compared to \$92,476 all U.S. households.

Current average household income is \$103,993 in this area, compared to \$116,179 for all U.S. households. Average household income is projected to be \$115,719 in five years, compared to \$128,612 for all U.S. households.

Current per capita income is \$36,669 in the area, compared to the U.S. per capita income of \$45,360. The per capita income is projected to be \$41,119 in five years, compared to \$50,744 for all U.S. households.

<b>Housing</b>			
2025 Housing Affordability Index	71	69	77
2010 Total Housing Units	3,428	19,703	49,992
2010 Owner Occupied Housing Units	1,580	8,658	27,855
2010 Renter Occupied Housing Units	1,343	8,434	15,819
2010 Vacant Housing Units	505	2,612	6,318
2020 Total Housing Units	4,230	21,016	54,316
2020 Owner Occupied Housing Units	1,669	9,296	31,536
2020 Renter Occupied Housing Units	1,984	9,759	18,420
2020 Vacant Housing Units	564	1,927	4,411
2025 Total Housing Units	4,802	22,511	58,803
2025 Owner Occupied Housing Units	1,908	10,113	34,927
2025 Renter Occupied Housing Units	2,319	10,219	19,032
2025 Vacant Housing Units	575	2,179	4,844
2030 Total Housing Units	5,328	25,081	63,837
2030 Owner Occupied Housing Units	2,079	11,834	38,220
2030 Renter Occupied Housing Units	2,644	10,723	20,190
2030 Vacant Housing Units	605	2,524	5,427
<b>Socioeconomic Status Index</b>			
2025 Socioeconomic Status Index	45.2	40.3	42.7

Currently, 59.4% of the 58,803 housing units in the area are owner occupied; 32.4%, renter occupied; and 8.2% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 9.8% are vacant. In 2020, there were 54,316 housing units in the area and 8.1% vacant housing units. The annual rate of change in housing units since 2020 is 1.52%. Median home value in the area is \$373,502, compared to a median home value of \$370,578 for the U.S. In five years, median value is projected to change by 3.41% annually to \$441,704.

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July 17, 2025