

*City of
Lexington*

*Downtown Master Plan &
Market Analysis
2025*

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ACKNOWLEDGEMENTS

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INTRODUCTION

The City of Lexington has identified a need to revitalize its downtown core and better utilize its city-owned building stock, much of which retains its rich historic integrity. The short-term work program for Oglethorpe County's comprehensive plan includes creating a downtown master plan within Downtown Development Authority (DDA) boundaries to include a strategy for revitalization and grant funding for 2025 and 2026. Additionally, this document will help the City of Lexington further the following goals from the comprehensive plan:

- Create a downtown master plan or Urban Redevelopment Plan within DDA boundaries to include a strategy for revitalization and grant funding; DDA boundaries correspond with Lexington city limits.
 - Promote and encourage the continued use of state and federal tax incentive programs for rehabilitation of historic properties.
- Consider seeking State Opportunity Zone or Rural Zone designation to enable the use of job tax credits for local business development downtown
 - **State Opportunity Zone** designation allows local governments which undertake redevelopment and revitalization efforts in certain older commercial and industrial areas to qualify those areas for the State's maximum job tax credit of \$3,500 per job. The incentive, which is available for new or existing businesses that create two or more jobs, is a Job Tax Credit which can be taken against the business's Georgia income tax liability and payroll withholding tax.
 - **Rural Zone** designation provides tax credits to individuals creating jobs and making qualifying investments within historic downtown areas; incentives include the Job Tax Credit, Investment Credit, and Rehabilitation Credit. Applications are due in August for January designation.

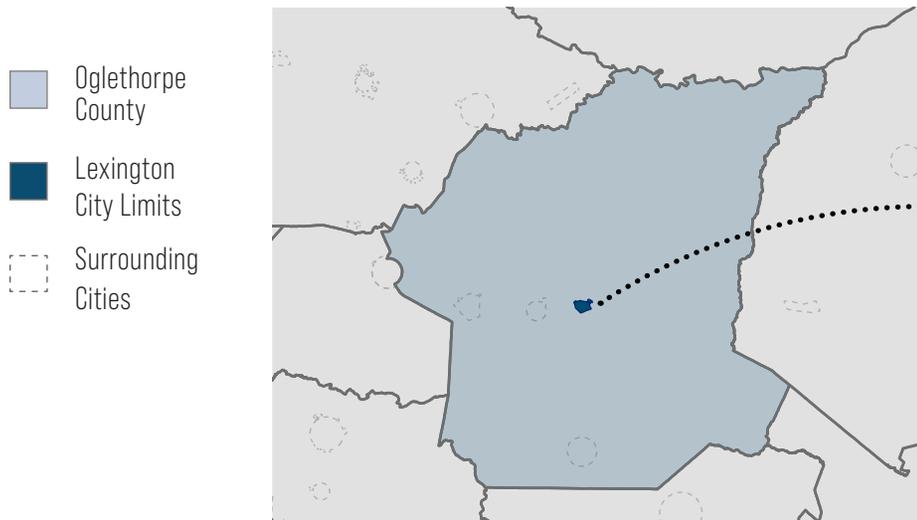


Image 1. Lexington context map

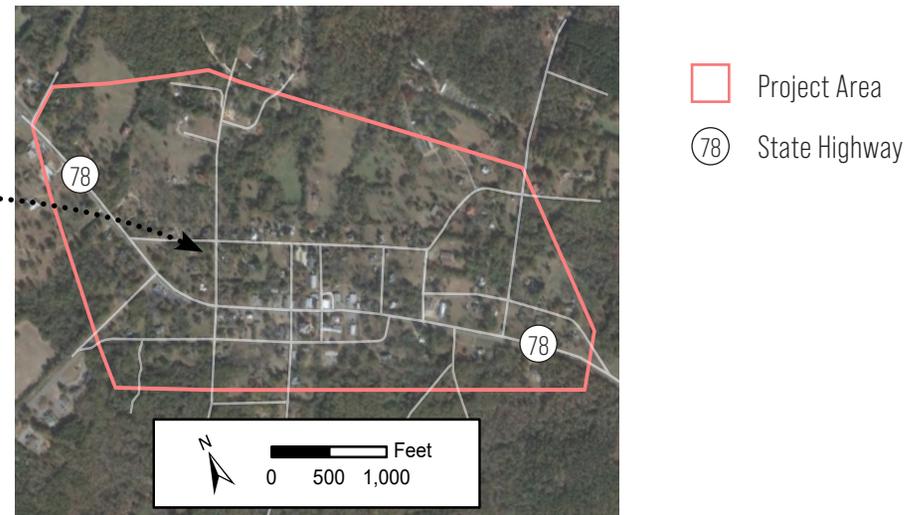


Image 2. Downtown Lexington site aerial

Local stakeholders – residents, City Council, Historic Preservation Commission (HPC), Downtown Development Authority (DDA), non-residential business owners – are passionate about downtown and desire a plan with clarity but have concerns about vacant council and HPC seats, general apathy, and limited resources. Revitalization of historic properties can motivate an already active and preservation-minded community while re-invigorating the Main Street commercial corridor. Needs to be addressed include improvements to privately-owned commercially zoned, blighted properties, attracting new businesses to the commercial core, and marketing rental opportunities at the Lexington Community Center as well as the historic Manse and Church.

The City of Lexington's Mayor and Council and members of the Historic Preservation Commission and Downtown Development Authority want to focus on the following city and DDA-owned resources:

1. The Manse
2. Lexington Beth-Salem Church and Cemetery
3. The Lexington Community Center
4. The Historic Oglethorpe County Jail

CITY OF LEXINGTON HISTORY

This area's earliest residents were the Creek and Cherokee, who frequently passed through on established trade routes. Both Tribes were forced to move as the colony expanded, and the Treaty of 1773 ceded more than two million acres in Georgia to settlers, pushing Native Americans farther west (National Park Service). To attract new settlers to the area in the 1780's, Georgia's colonial trustees distributed land through grants and as a result, many families from Virginia and North Carolina settled what was then Wilkes County and was ultimately split to become Oglethorpe County and present-day Lexington.

Oglethorpe County was established in 1793, and the City of Lexington was incorporated as the county seat in 1806. By 1810 the population was 222, which included 113 enslaved persons (New Georgia Encyclopedia). Lexington represented Georgia's western frontier and grew quickly as farmers, educators and political leaders settled the area.

The City of Lexington was fertile ground for leaders in the fields of education, government, and religion in the 18th century and several residents went on to become national and statewide political figures or jurists. Some of these noteworthy individuals' homes are still standing in Lexington and several were buried in the Historic Beth-Salem Church cemetery.

In the 1790s, Frances Meson emigrated to Lexington from Ireland and by the time of his death in 1806 had become a wealthy businessman and landowner with an estate valued at \$42,000 (Coulter, 27). Meson willed that \$8,000 of his estate be used to build an academy in Oglethorpe County and that 37.5 acres in and around Lexington be established as an endowment, the income from which would forever be used "for the benefit of teachers" (Lexington HPC handbook, 14). In 1808, the Meson Academy Trustees used the funds to build the first privately endowed academy in the state, then built a larger replacement building near the intersection of Academy and Church Streets in 1897 to serve a growing student population. In 1917, the Academy became a public school, then was designated Oglethorpe County High School in 1920. When the high school moved to its current location in 1954, the historic structure was left vacant and was ultimately demolished in 1970. Meson Academy also had a gymnasium across Academy Street near the present-day Lexington Community Center, and its steps are still present.

In 1785, John Newton established the Beth-Salem Presbyterian Church three miles west of Lexington. This church was the first of several established in North Georgia by the Presbytery of South Carolina and represents the oldest continually organized Presbyterian congregation in the Synod of Georgia. In 1822, minister Thomas Goulding re-organized the New Beth-Salem Presbyterian Church in Lexington. The Historic Beth Salem Church at 140 E. Church St. was built in 1892 to replace Goulding's earlier structure.

In 1828, while serving as minister of the Lexington Presbyterian Church, Goulding established the South's first Presbyterian Theological Seminary to train new ministers. The Seminary was established at Goulding's home, the Manse at 211 E. Church St., and later moved to Columbia, South Carolina where it was renamed Columbia Theological Seminary then again to Decatur, Georgia (HPC guidelines, 7) where it remains today.

By 1849, Lexington had "...a neat court house and jail; two churches; one academy; one female school of a very superior character; one Masonic Lodge; one Odd Fellows lodge; one division of the Sons of Temperance; three doctors; six lawyers; one minister; two teachers; four stores; cabinet makers, blacksmiths, and other mechanics" (Wise, 24).

Lexington was a center of culture, learning and commerce but growth slowed when residents voted to have the new Georgia Railroad bypass Lexington on the Augusta-Athens line and build the "Lexington Depot" three miles from town. Ultimately, Lexington Depot was renamed for the town that grew around it, and Crawford, like other communities west of Lexington, developed quickly as the economy grew (NPS Crawford Depot).

As the county seat, Lexington is home to the historic Oglethorpe County Courthouse, which was originally surrounded by small businesses. The original courthouse was completed in 1798 and twenty lots surrounded it on the public square. The current Oglethorpe County Courthouse, built in 1887, is one of thirteen Romanesque Revival courthouses in the state and historically, commercial and residential structures have surrounded the courthouse square. In 1921 a fire destroyed four buildings in the Main Street commercial block across from the square. In 1992, the courthouse was extensively renovated. Today, the Courthouse is surrounded by on-street parking and many of the commercial structures adjacent to it are vacant or in disrepair. This master plan should serve as a guide to reinvigorating the town as a cultural center for Oglethorpe County in hopes to maintain its rich historic integrity for future generations.

CITY- OR DDA-OWNED PROPERTIES

As of July, 2024, the City of Lexington or Downtown Development Authority owns and/or maintains the following buildings:

#	FACILITY	OWNERSHIP	MANAGEMENT & ENFORCEMENT OF USE	SUGGESTED RESPONSIBILITY FOR IMPROVEMENT ACTIVITIES
1	Manse	Mayor & Council	City Council	HPC
2	Lexington Beth-Salem Church and Cemetery	Mayor & Council	City Council	HPC
3	Lexington Community Center	DDA	DDA	DDA
4	Jail	City Council	Historic Oglethorpe County, Inc.	Historic Oglethorpe County, Inc.
5	City Hall (old + new)	City Council	City Council	City Council

Table 1. City-owned assets

CURRENT CONDITIONS AND PLAN FOR IMPROVEMENT

Residents of Lexington are passionate about their downtown but are frustrated by building vacancies and a feeling of stagnation. Longtime community volunteers are determined to restore the energy once palpable in Lexington. In a downtown all too easy to pass through on a busy state route, the City of Lexington is seeking new ways to encourage cars to stop, explore, and spend.

There are currently 26 commercial properties in Lexington's proposed Rural Zone. Of those 26, 11 (42%) are vacant, and 9 (34%) of those vacancies are blighted. The overall visual impact of these figures is that of a town in decline. Six of the commercial storefronts on Main Street have been owned by the same individual since 1994 and have steadily fallen into a state of disrepair; while some repairs have been made over the last six months, the buildings are not currently certified for occupancy, so cannot be rented to a small business owner. The City has passed blight laws regarding commercial properties, which have motivated some repair efforts, although the work is slow. Commercial buildings with active businesses or offices include an auto repair garage, three antique stores, a salon, attorney's office, guitar store, honey store, two art galleries, a sandwich shop, pet groomer, newspaper, cigar store, bank, and a medical office.

Historically, downtown Lexington has been a pedestrian-oriented community with a thriving commercial core, offering necessary local vendors for residents and desired destinations for guests. The City of Lexington desires this level of community health and prosperity again and as such is applying for Rural Zone designation. Over the five-year Rural Zone designation period Lexington hopes to encourage current business owners to expand their businesses to earn job creation tax credits, and to attract individuals to invest in and rehabilitate historic commercial storefronts so they can be re-opened for business. Additionally, the City hopes that successful marketing efforts will draw more visitors,

justifying the need to create additional jobs in new and existing businesses. The City and DDA recognize the success behind façade grants for business owners and hope to raise funding for such opportunities.

Desired downtown businesses include restaurants and specialty shops. As per the 2023 Oglethorpe County Comprehensive Plan, the City of Lexington wants to focus on opportunities to host and participate in heritage tourism efforts and capitalize on improvements to Meson Park. The City of Lexington also hopes to partner with Oglethorpe County's Economic Development Authority to solicit and utilize appropriate marketing strategies to expand and retain local businesses. Lexington can be an easily reached destination for visitors from Athens, Crawford, Elberton and Washington and wants to offer unique daytrip opportunities. The physical infrastructure is available, but Lexington needs to attract retailers and restaurants that will in turn attract visitors and local shoppers. At the end of the Rural Zone designation, the City of Lexington will be active with pedestrians, commercial entities will be thriving, and the City will be a regular destination for visitors. Specific goals include traffic calming measures on Main Street/US 78, improved public parking, and storefronts open for business on Main Street. Potential barriers to the success of Lexington's economic improvement include encouraging absentee commercial property owners to sell or invest in their properties, budgeting DDA funds to incentivize exterior improvements (i.e. façade grants), and building a network of professionals (i.e. bankers, realtors) to assist with promoting the Rural Zone tax credits.

MARKET ANALYSIS

This analysis is intended to identify existing strengths and weaknesses associated with the City of Lexington's downtown economy. It will also identify strategies to remedy weaknesses and capitalize on strengths.

Retail Market Analysis

Retail plays a crucial role in a small city by creating local jobs, fostering social interaction, contributing to a city's quality of life, and contributing to a limited local tax base. This section includes the following:

- 1. An analysis of **retail demand** for different goods and services
- 2. The location of **existing retail enterprises** around Lexington
- 3. Specific **retail demand generators** in the downtown area

Retail Demand

The following analysis breaks out demand for retail goods and services in the **primary retail area** (within 15 minutes from downtown Lexington) and the **regional retail trade area** (within 30 minutes from downtown Lexington).

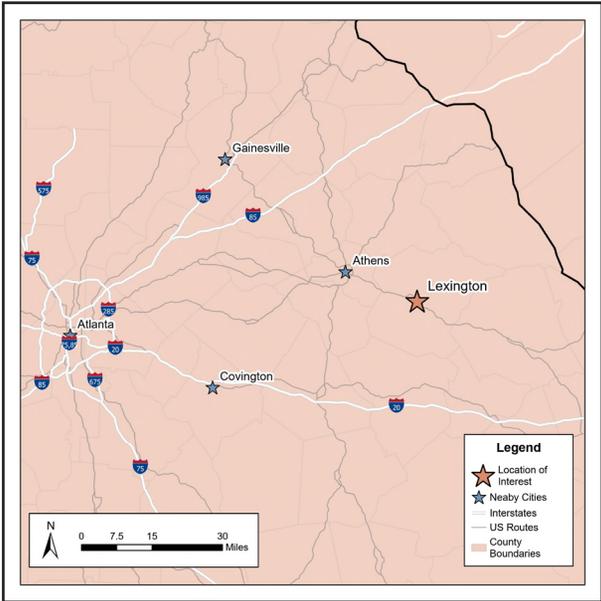


Image 3. Lexington Location Context Map

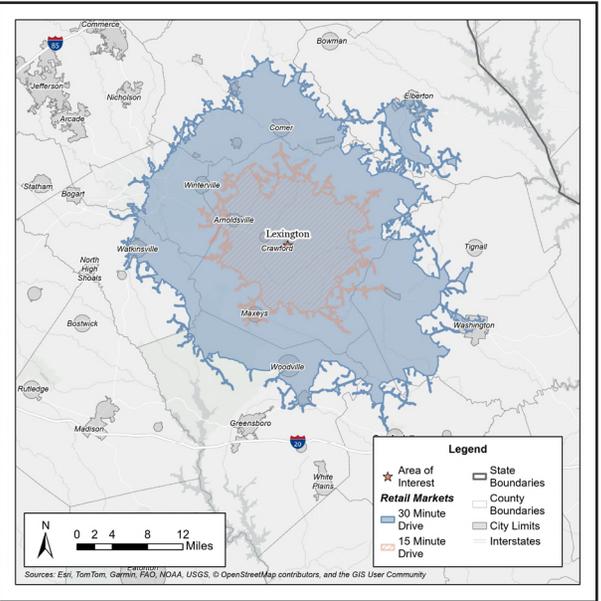


Image 4. Lexington Market Analysis Areas

Primary Retail Trade Area

The primary retail trade area consists of portions of unincorporated Oglethorpe County as well as the surrounding cities of Arnoldsville, Crawford, and Maxeys. This area represents the residents who live close enough to downtown Lexington to visit regularly.

Demographic & Economic Summary



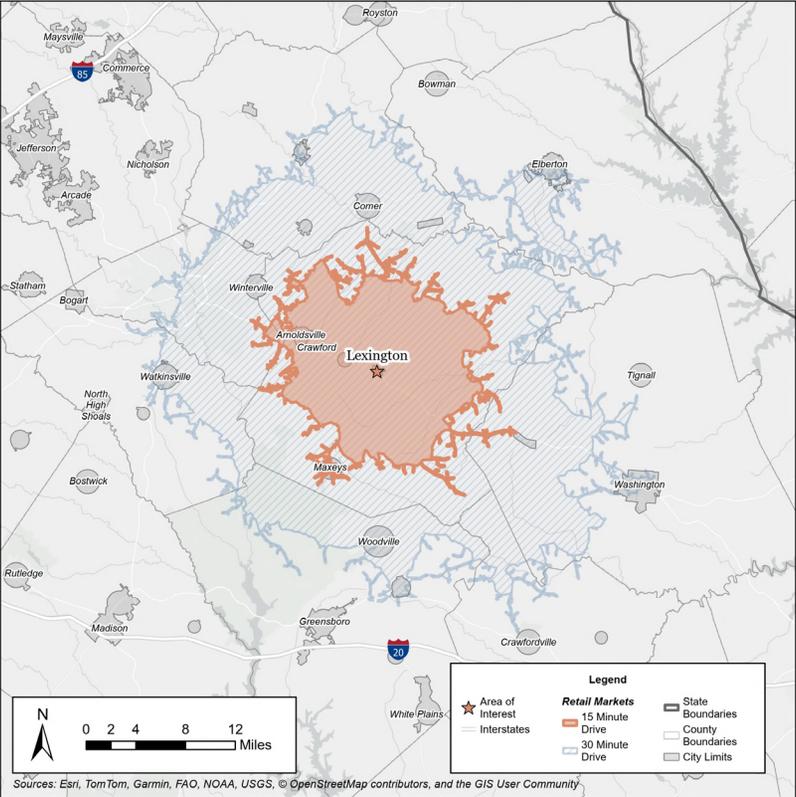
Retail Opportunity: \$85,936,969



Total Population: 8,777



Median Household Income \$59,762



NAICS Code	Industry Subsector	Index	Average Amount Spent	Total Amount Spent
452	General Merchandise Stores	83	\$3,650.54	\$12,419,128
447, 4471	Gasoline Stations	95	\$3,464.37	\$11,785,800
441	Motor Vehicle & Parts Dealers	92	\$2,849.28	\$9,693,256
454	Non-store Retailers	83	\$2,320.55	\$7,894,497
444	Building Material, Garden Equipment & Supplies Dealers	92	\$1,406.62	\$4,785,320
446, 4461	Health and Personal Care Stores	89	\$704.22	\$2,395,757
453	Miscellaneous Store Retailers	90	\$539.08	\$1,833,966

Image 5. Map of Lexington's Primary Retail Trade Area

Table 2. Top Retail Industries in Lexington's Primary Retail Trade Area

Regional Retail Trade Area

The regional retail trade area includes Oglethorpe County as well as portions of Athens-Clarke, Madison, Elbert, Greene, Wilkes, and Taliaferro Counties. This larger area represents the draw area for residents who seek specialty retail and dining that may not be available in their primary retail area.

Demographic & Economic Summary



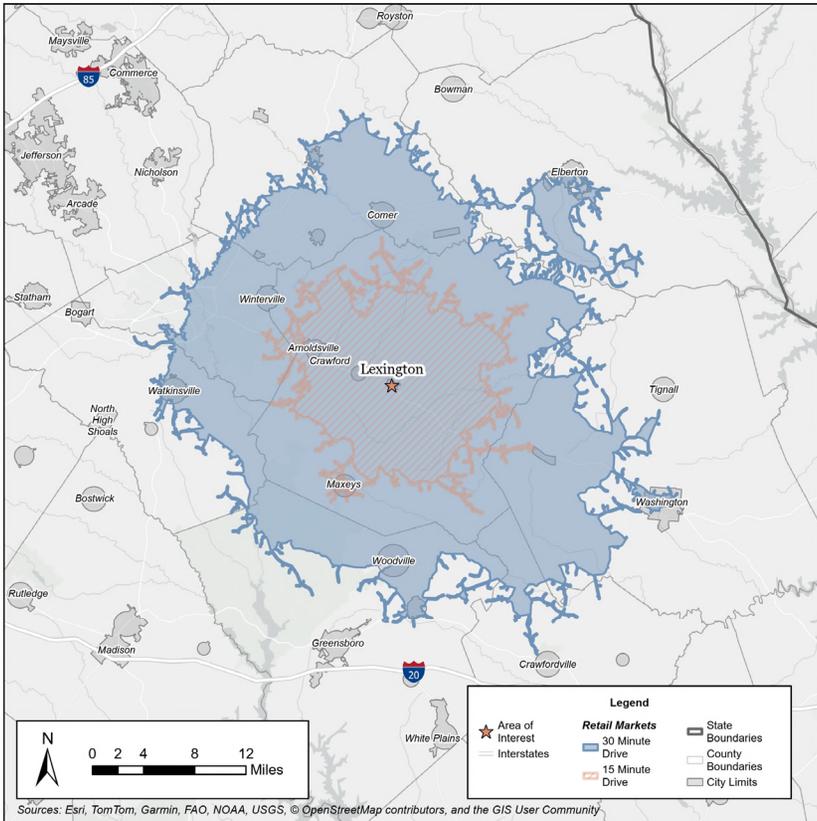
Retail Opportunity: \$1,123,861,465



Total Population: 131,632



Median Household Income \$54,337



NAICS Code	Industry Subsector	Index	Average Amount Spent	Total Amount Spent
452	General Merchandise Stores	73	\$3,222	\$164,940,472
447, 4471	Gasoline Stations	77	\$2,805	\$143,580,069
441	Motor Vehicle & Parts Dealers	75	\$2,327	\$119,131,616
448	Clothing and Clothing Accessories Stores	73	\$878	\$44,948,200
446, 4461	Health and Personal Care Stores	74	\$583	\$29,828,556
453	Miscellaneous Store Retailers	73	\$440	\$22,535,214
451	Sporting Goods, Hobby, Musical Instrument, and Book Stores	73	\$343	\$17,550,721
443, 4431	Electronics and Appliance Stores	74	\$239	\$12,234,241

Image 6. Map of Lexington's Regional Retail Trade Area

Table 3. Top Retail Industries in Lexington's Regional Retail Trade Area

Retail Market

The City of Lexington has many retail establishments both within and surrounding the downtown area. These include Bells Food Market and several local and chain restaurants. The map below shows the concentration of retailers within 2 miles of downtown Lexington:

- Annual retail sales within 2 Miles: **\$22.6 million**
- **20** total retail establishments, including **one** grocery store an **nine** restaurants.

Name	Business Type	Estimated # of Employees	Estimated Yearly Revenue
Bells Food Market	Grocery Stores	40	\$2,854,000
Chick N Fix	Restaurants	23	\$1,784,000
Taco's Mexican Food	Restaurants	23	\$1,753,000
Morning Glory Rentals LLC	Other	18	\$1,473,000
The Lexington Smokehouse	Restaurants	18	\$1,445,000
Wynne Wood Weddings At Wynne Wood Grove	Other	18	\$1,445,000
Bottle King Package Shop	Beer, Wine, and Liquor Stores	5	\$1,311,000
Blazers of Lexington Hot Wings	Restaurants	12	\$1,190,000
Minit Serve Food Store	Convienent Store	6	\$1,158,000
Golden Panda	Restaurants	7	\$1,130,000

Table 4. Retailer Locations Within 2 Miles of Lexington With Yearly Revenues > \$1M

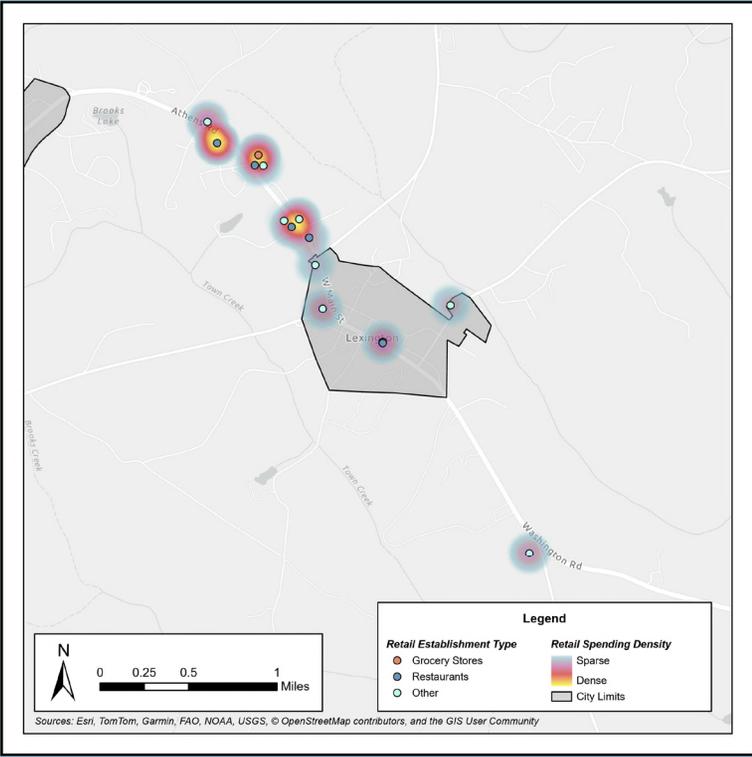


Image 7. Map of Retail Locations Within 2 Miles of Lexington

Retail Demand Generators

Recreational and Historical Tourist Destination

The City of Lexington has been the county seat of Oglethorpe County since 1806 and has been primarily rural throughout its history. Today, the city boasts an assortment of residential, institutional, and commercial architecture dating from 1800 to the present.

Several commercial spaces within the city have been or are being revitalized to house antique shops, a tap room, a gallery, and several other small businesses unique to the area. Lexington also continues to attract visitors interested in historic preservation; most of the city is within the National Register Historic District boundary and the historic housing stock is varied and intact.

In addition to historic homes, small businesses, and community events, Shaking Rock Park offers a unique, publicly-accessible outdoor recreational space for the community. The park is just two blocks from downtown Lexington and features multiple granite outcroppings and a nature trail. The park is a destination for rock climbing enthusiasts and a beloved spot among Lexington residents.

Proximity to Athens

Lexington is approximately 15 miles from Athens and the two are connected by U.S. 78, also known as Lexington Road in Athens and Main Street in Lexington. Lexington is an easy, local destination for Athens residents seeking a smaller-town shopping experience.



Image 8. Historic Photo of the Meson Academy



Image 9. Shaking Rock Park

Average Annual Daily Traffic

According to the Georgia Department of Transportation, an average of 7,100 vehicles pass through downtown Lexington each day in 2023. Approximately 59% of these were passenger cars or motorcycles, 22% were pickups, panels, or vans, and the remaining 19% were larger vehicles such as tractor-trailers.

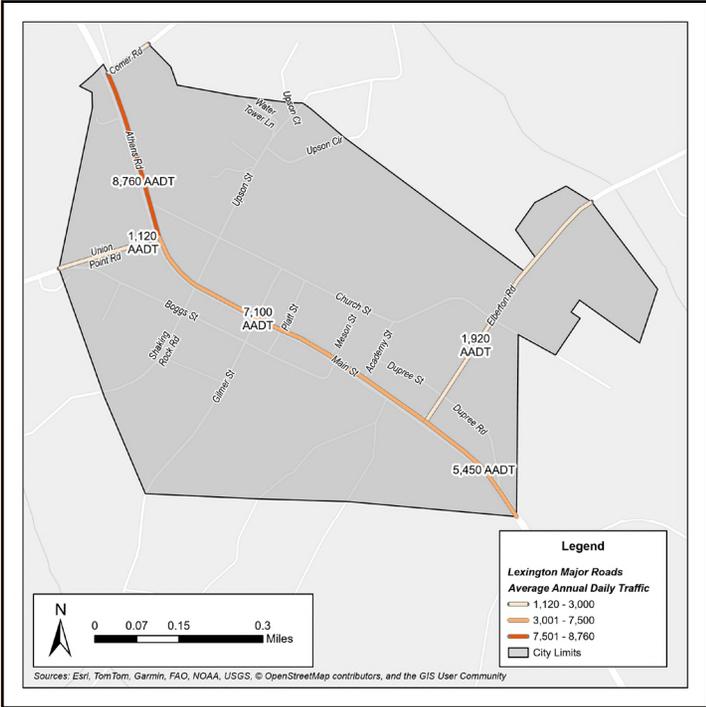


Image 10. Average Annual Daily Traffic for Major Roads in Lexington

Downtown Lexington Retail Market Summary

Challenges

1. *Blighted storefronts on Main Street*
2. *Heavy truck traffic on Main Street/U.S. 78*
3. *Need for more destinations such as restaurants and stores*
4. *Low population in surrounding areas*
5. *Lower median household income than the state*

Assets and Opportunities

1. *Rural character and historic commercial building stock*
2. *Traffic through town could provide additional customers*
3. *Use local history and remaining historic buildings to attract people to visit*
4. *Existing commercial center just north of city limits to attract customers to the area*
5. *Close proximity to Athens and Washington makes Lexington an easy destination*
6. *Available parking*

Demographics

A city's economy should be built to serve the needs of its residents. This section details the socioeconomic background of the City of Lexington's residents.

Please Note: The following population statistics are primarily based on the US Census American Community Survey. Because the City of Lexington has a relatively small population, the standard error is relatively high. Therefore, the following statistics should be treated as approximations. Unless otherwise noted, all statistics were obtained from Esri Business Analyst.

Population

Since 2010, the population of Lexington has fluctuated slightly. The city's population dipped between 2010 and 2020 from 228 to 203 (-11% vs 2010). However, between 2020-2024, its population has rebounded to 245 (+17% vs 2020). It is forecasted to grow slightly to 255 between 2024-2029 [4% vs. 2024].

Race/Ethnicity

Lexington's population is 71.4% White and 18.8% Black with the remaining 9.8% of the population being some other race. The city is less diverse than Georgia as a whole, in which nearly 50% of the population is part of a racial minority.

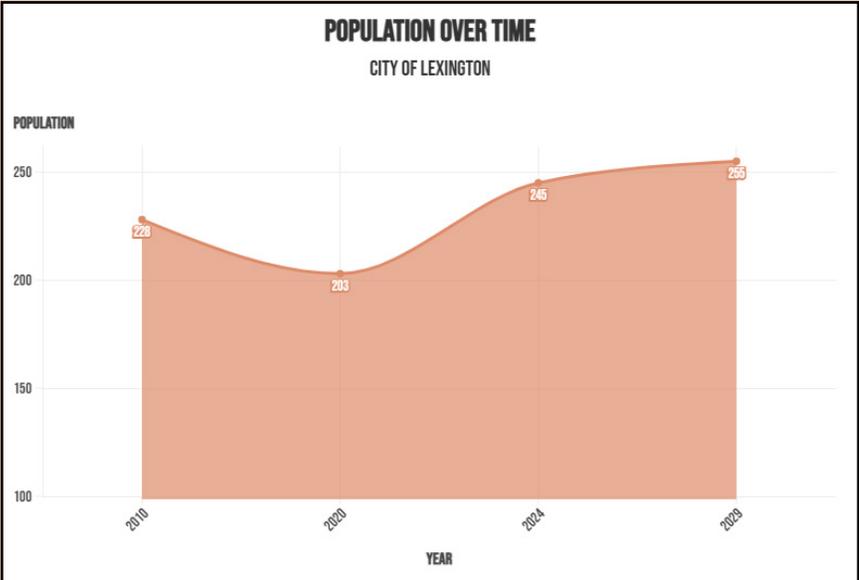


Image 11. Historic and Projected Population Change from 2010-2029

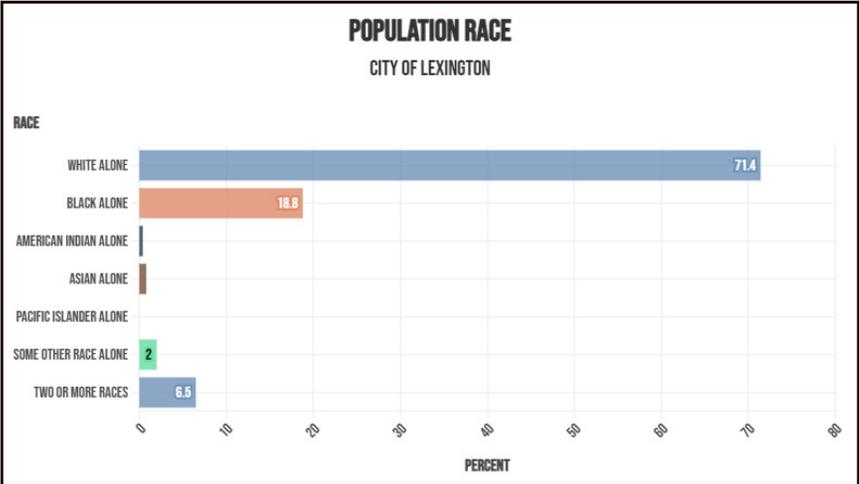


Image 12. Lexington's Population by Race in 2024

Age

The median age of Lexington residents is 47 years old, which is nearly 9 years older than the median age of the State of Georgia (38). 24% of Lexington's population is above the age of 65, while only 16% of the state's population is above the age of 65.

Educational Attainment

91% of the City of Lexington's population has a high school degree or equivalent, which is similar to the State of Georgia. However, a smaller portion of the city's population has a post-secondary degree compared to the state (32% in Lexington, vs. 45% in Georgia overall).

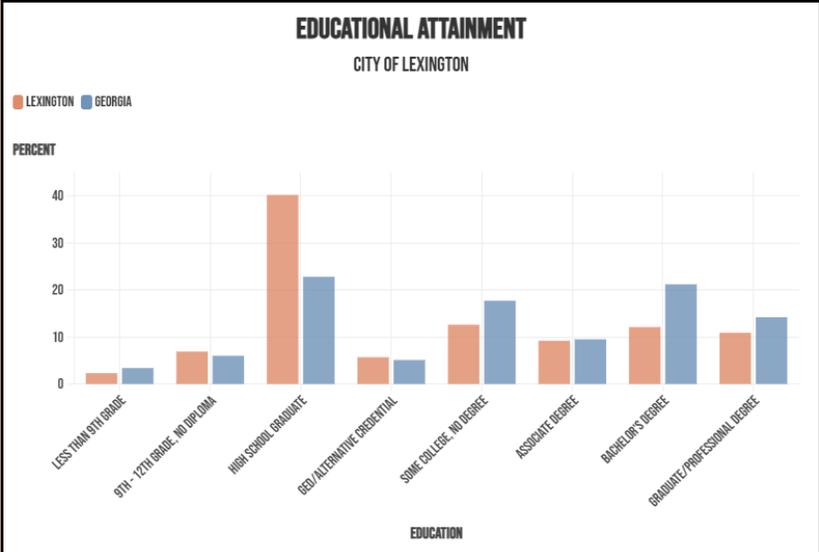


Image 13. Educational Attainment of Lexington Residents vs. Georgia Overall in 2024

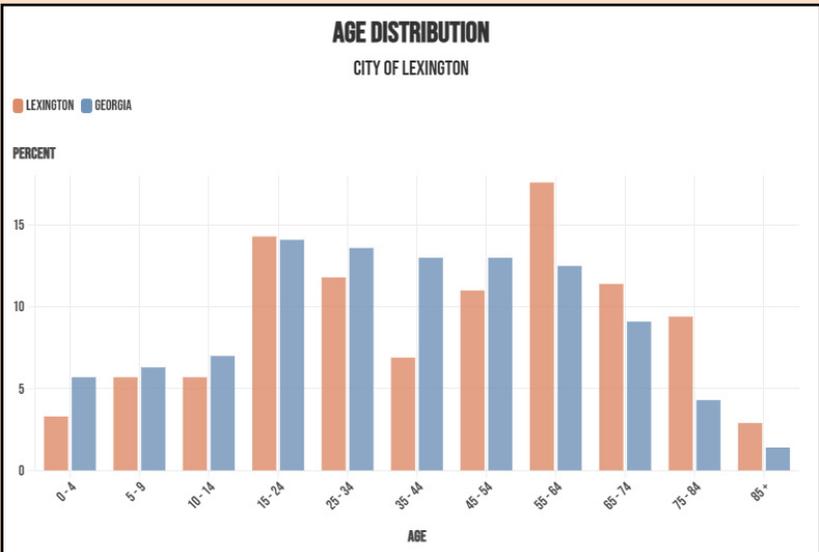


Image 14. Age of Lexington Residents vs. Georgia Overall in 2024

Households



Number of Households

In 2024, there were **108** households in Lexington. This amount is expected to increase slightly to 113 by 2029.

Note: a household is a set of people living together in a housing unit



Growth Rate in the Number of Households

The number of households in Lexington is expected to grow by an annual rate of **0.91%** between 2024 and 2029. This is a slightly faster growth rate than Georgia overall (0.86%).



Household Size

In 2024, the average household size in Lexington was **2.27**. This is slightly lower than the average household size in Georgia (2.58).



Median Household Income

The median household income in Lexington was **\$55,213** in 2024. This is 71% of the state's median household income (\$77,086).

Median Household Income

Household income can indicate the purchasing power and economic potential of a community. The household income distribution is more concentrated at lower income levels in Lexington than in the State of Georgia.

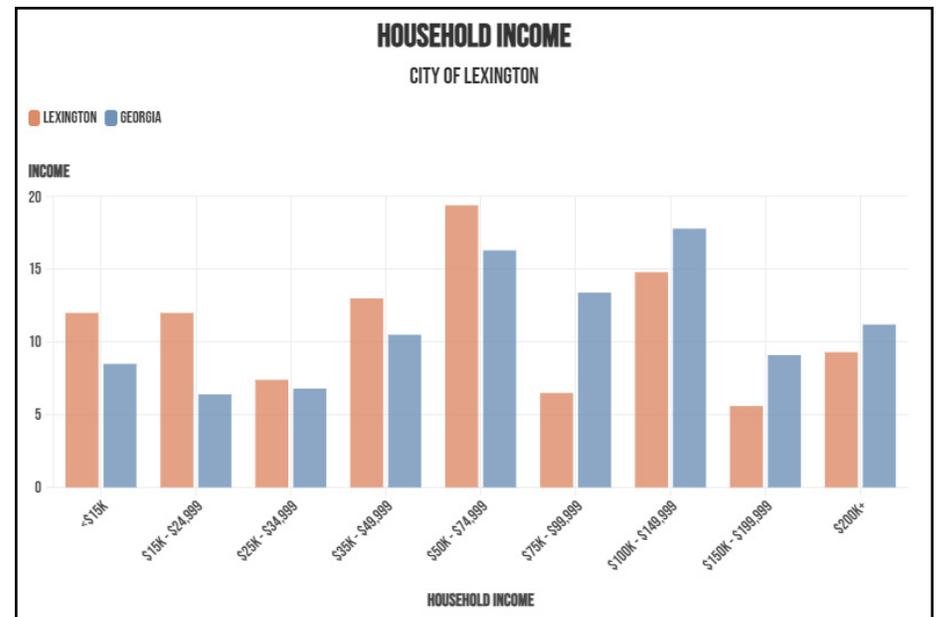


Image 15. Household Income of Lexington Households vs. Georgia Overall in 2024

Housing Stock



Housing Units

In 2024, there were **119** housing units in Lexington. This amount is expected to increase slightly to 122 by 2029.

Note: A "housing unit" is a structure in which residents live.



Median House Value

In 2024, the median house value in Lexington was **\$223,750**. This is 30% less than the median house value of Georgia overall (\$321,503).



Vacancy Rate

The vacancy rate in Lexington was **9.2%** in 2024. This is slightly higher than the vacancy rate in Georgia overall (8.7%).



Owner/Renter Occupied

66.4% of Lexington residents owned their homes in 2024, while **24.4%** of residents rented. The ownership rate is higher than Georgia overall (59.4%), while the renting rate is lower than Georgia (31.9%).

Poverty, Disability, and Social Characteristics



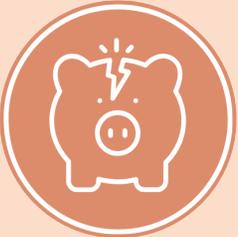
Received SNAP

In 2024, **30.4%** of Lexington residents received SNAP benefits. This is much higher than Georgia overall (12.1%).



Disabilities

21.7% of Lexington residents in 2024 between the ages of 18 and 64 live with some sort of disability. This is lower than Georgia overall (25.6%).



Poverty

In 2024, **31.3%** of Lexington households were below the poverty line: This is much higher than Georgia overall (13.2%).



Uninsured

15.1% of Lexington residents were uninsured in 2024. This is slightly higher than Georgia overall (12.8%).

Economic Conditions & Labor Force

Labor Force and Unemployment

Lexington's civilian population that is 16 years or older was 104 in 2024, and the unemployment rate of this group was approximately 6.7%. This was 2.7 percentage points higher than the state's unemployment rate of 4%.

Commute

Approximately 51 percent of the population in Lexington commute less than 30 minutes to work. Nearly 58 percent of Georgia workers have a commute of less than 30 minutes, nearly 7 percent less than Lexington workers. According to the US Census, in 2022, 54 people entered Lexington for work each day, and 70 residents left the City each day for work. No residents worked within city limits.

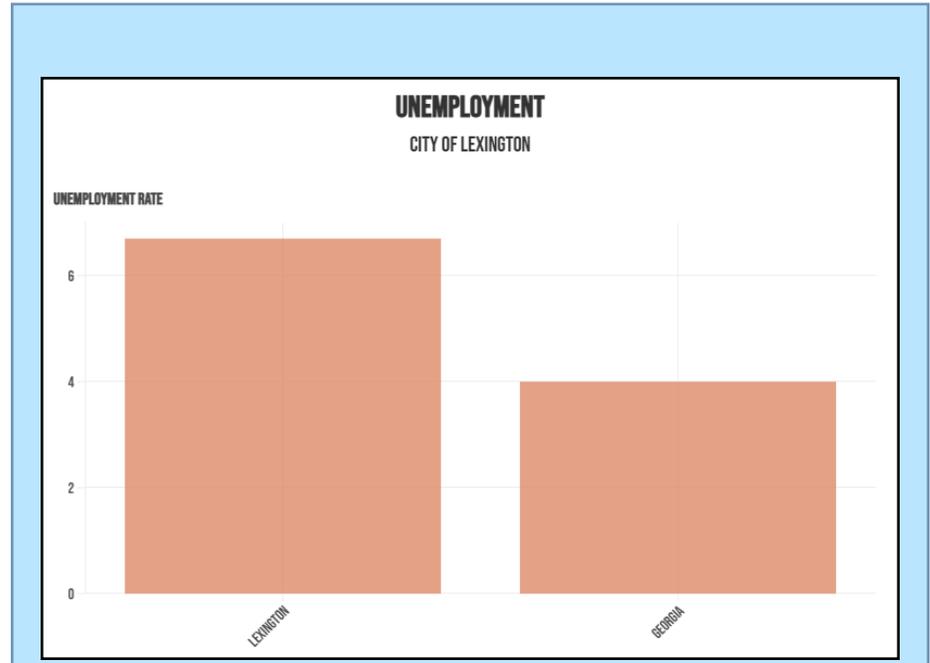


Image 16. Unemployment in Lexington vs. Georgia Overall in 2024

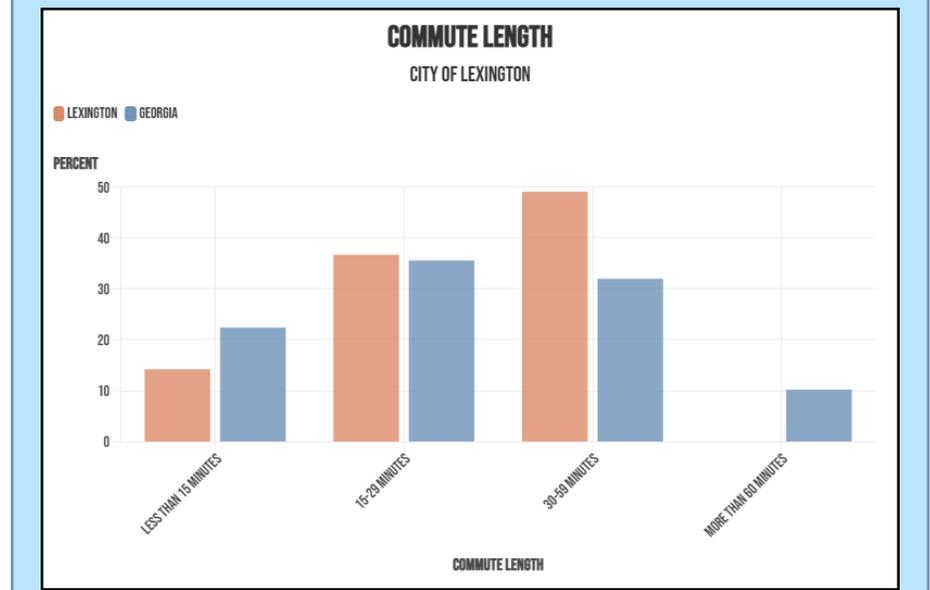


Image 17. Commute Length of Lexington Residents vs. Georgia Overall in 2024

Occupation

64 percent of the City of Lexington’s labor force is employed in “White Collar” occupations, 24% are employed in “Blue Collar” occupations, and the remaining 12 percent are in “Service” occupations. This breakout is similar to the state’s occupation breakout.

Industry Employment

The five largest industries that employ Lexington’s population are services, manufacturing, retail trade, transportation, and utilities. These industries make up more than 83% of the City of Lexington’s employment.

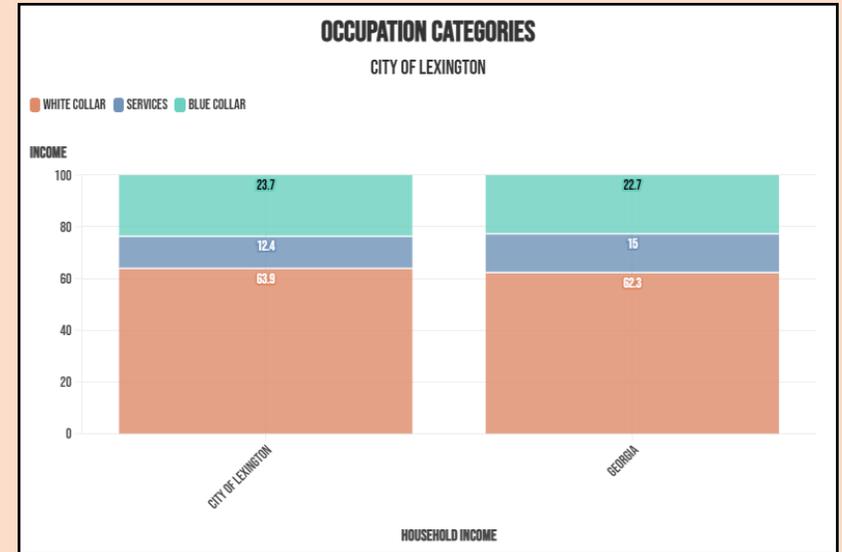


Image 18. Occupation Categories of Lexington Residents vs. Georgia Overall in 2024

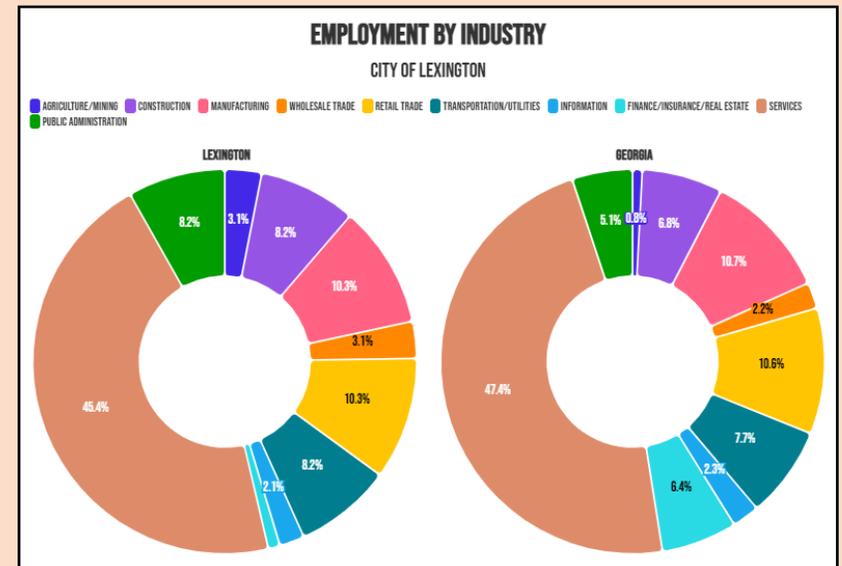


Image 19. Employment by Industry of Lexington Residents vs. Georgia Overall in 2024

SITE PLAN OVERVIEW

The Downtown Development Authority boundaries coincide with Lexington's city limits. The National Register of Historic Places historic district boundary is smaller than the local historic district boundary but includes the residential and commercial core between Church and Boggs Streets (N/S) and State Routes 22 and 77 (E/W). The downtown master plan categorizes the strategy into focus areas which are listed below. Each focus area includes strategies for rehabilitating historic commercial structures and addressing the recommended options for future use and programming.

Focus Areas:

1. The Church Street Properties
2. City Hall and Jail Block
3. The Commercial Core
4. The Fire Department Block

While the City would like to focus the majority of their efforts on publicly owned resources, key steps in successfully revitalizing downtown Lexington must include addressing the privately-owned and blighted commercial structures on Main Street in the Commercial Core focus area. Leaving these structures as they currently are would be dangerous due to their structural conditions and allowing them to stay vacant would stymie opportunities for community and economic development in Lexington. Options can include:

- Repairing each structure to code and renting as office or retail space
- Repairing each structure to code and selling each to new owners to utilize as office or retail space
- Placing a lien on properties that affect public health and safety
- Implementing a blight tax

ACCESS TO UTILITIES

Water

The City of Lexington has a municipal water system supplemented by local wells servicing the following locations:

- Main Street within city limits
- W. Church Street from W. Main St./U.S. 78 to Academy Street
- Union Point Road from W. Main St./U.S. 78 to city limits
- Standing Rock/Upson Road to city limits
- S. Gilmer St. from W. Church St. to 271 Gilmer St./Russell Chapel
- Elberton Road to city limits

Additionally, there are several areas where water lines have been extended outside the city limits and the property owners pay an additional water service fee

Sewer

Lexington is connected to the City of Crawford's sewer system via a pump station. The system is in good working order, though an asset management plan is suggested. Also, a suggested extension includes Boggs Street between the Courthouse and Meson Street to allow for additional downtown connections.

Broadband

In 2019, the City of Lexington adopted a Broadband Service Element, and Oglethorpe County was the first county in the state to be named Broadband Ready.

The Georgia Department of Community Affairs considers all of downtown Lexington as well as 87% of Oglethorpe County to be "served" by broadband. The DCA defines "served" as a download speed of 25 megabits per second (Mbps) and upload speed of 3 Mbps.

FOCUS AREAS



Image 20. Downtown Lexington conceptual master plan



Image 21. The Manse

FOCUS AREA 1

The Church Street Properties

The Manse, 211 E. Church Street:

Existing Conditions: Built in 1817, the structure was originally a residence for the minister of the Presbyterian Church and is also known as the Francis Goulding House. It is believed to have served as the original location of the Columbia Theological Seminary and stands at the corner of Church and Meson Streets. The Manse is adjacent to Meson Park and across the street from Lexington Beth-Salem Church. The first floor has been restored and includes a single-occupancy restroom; the second floor is unfinished.

Ideas + Suggestions: Keep and maintain the Manse as included in the church rental agreement and continue rehabilitating the space as a support building for the church. Research and determine appropriate fee structure based on event-type. The Manse is not physically connected to the Church but should remain so in spirit for event planning purposes. Work with Oglethorpe County to budget and install a formal pedestrian crosswalk from the Manse to the Church entrance. Refer to the Brooklyn Arts Center in Wilmington, NC for a similar example. Additionally, Old City Park in Dallas, TX, is a new space that presents an example of renting a multi-building-site-with-park as an event venue and could serve as an influential reference point for utilizing both the Manse and Meson Park.

The Lexington Beth-Salem Church and Cemetery, 140 E. Church Street:

Existing Conditions: Built in 1892, the Presbyterian Church stands across from the Manse on Church Street. The church needs drywall repair due to a previous roof issue. It does not have a bathroom, and the upstairs balcony may not be structurally sound. The cemetery on either side of the church is well cared for and preserved. A sewer main has been extended to the Church.

Ideas + Suggestions: Add an ADA-accessible restroom at the rear of the building and make necessary repairs to maintain the venue as a concert/wedding space, in accordance with HPC guidelines. Once interior improvements are completed, consider seeking grant funds to correct the altered church spire and re-install the previously removed widow's walk railing.

Similar sites to consider as reference points:

- The Chapel Athens
- One Seventy Main (Buford)
- The Chapel on Sycamore (Decatur)
- The Cliff House (Dallas, TX)
- This Old Church (Vernon Center, NY)



Image 22. The Lexington Beth-Salem Church and Cemetery, 140 E. Church Street

The Lexington Community Center, 303 E. Church Street:

Existing Conditions: Built in 1974 for warehouse/industrial use, the Lexington Community Center is a 7,000 sq. ft. galvanized metal building at the intersection of Church and Academy Streets. The building interior is being renovated, and the exterior was recently improved with new paint and front doors. The finished space will have a 25x25' rental space with separate front entry, office and meeting space for the DDA, restrooms, a catering kitchen, three maker-studios with rear entry, and one large event space available for rent. Priorities are a new HVAC system and finished restrooms. The building is on a 3.32-acre parcel that could accommodate dedicated parking for events at all three Church Street resources. Currently, the parking area is an unpaved grass yard; future efforts could include paving the parking area and accommodating other uses on the parcel.

Ideas + Suggestions: Renovate the Community Center building as planned with consideration for the following: an outdoor mural on south façade, dedicated parking, covered loading dock area for outdoor events. Once interior renovations are completed, the remaining steps of the historic Meson Academy Gymnasium and adjacent locker room structure should be cleaned and re-established to incorporate an outdoor stage for performing arts and music events; a partnership with "Arts! Oglethorpe" could be established or expanded. The Lexington Community Center should continue to be managed and maintained by the DDA.

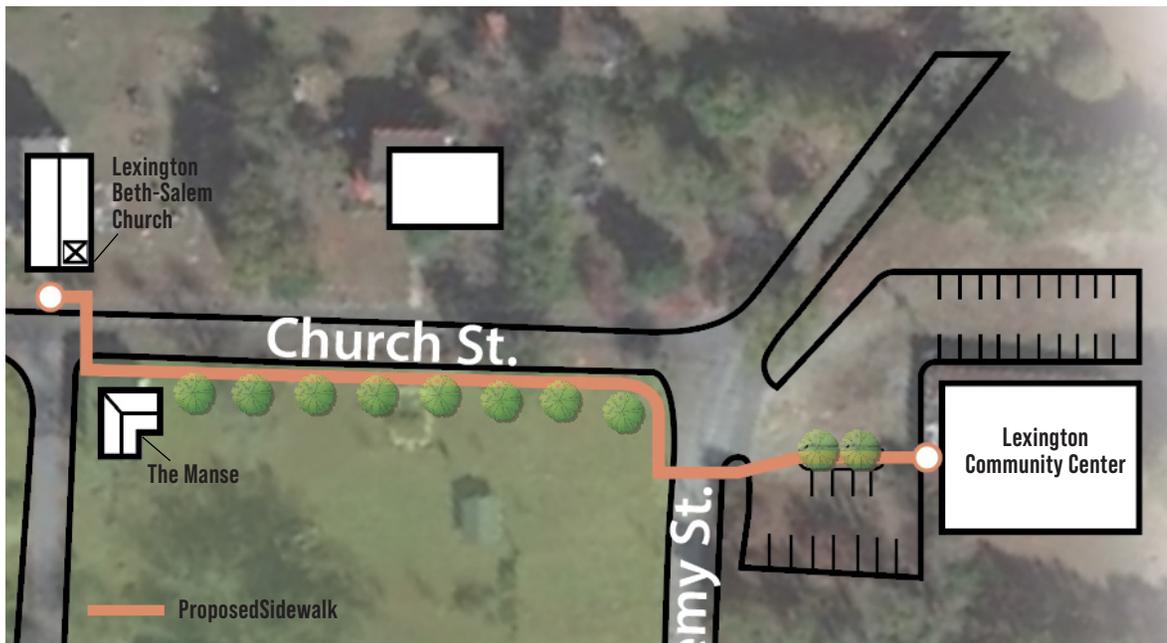


Image 23. Example of a paved parking lot at the Lexington Community Center with a sidewalk connecting to the Lexington Beth-Salem Church



Image 24. Example of a concert stage at the previous Meson Academy Gymnasium steps

Additional Suggestions for Focus Area 1:**Church Street Structures:**

- The City Council, through and in coordination with the HPC, should oversee rentals of the historic properties and establish workflows that are manageable for the city's clerk. This could include recruiting volunteers to assist with basic rental maintenance and related tasks.
- The DDA should continue planning for the renovation and rental of the Lexington Community Center.
- The HPC should create a maintenance and funding schedule to maintain the historic structures and increase marketability as rentals.
- The current facility lease agreement only addresses renting the Manse and Church, is lengthy, and neither location has been rented in the last 12 months. Once consideration is given to how the Church, Manse, and Meson Park should be used, this document should be amended to be more customer friendly.
- Coordinate, fundraise and install branded signage and wayfinding signs to unify the Church Street sites.

Meson Park:

- Meson Park should continue to be used for outdoor rental use and community events such as festivals, potlucks, or farmers markets, and an improvement/maintenance plan should be implemented.

FOCUS AREA 2

City Hall and Jail Block

The Jail, 225 W. Main Street:

Built in 1879, the Jail is a brick structure with Victorian details and was used as a jail until 2007. From 2008-2012, Historic Oglethorpe County, Inc. interpreted the building and occasionally opens the space for tours. Cells from the 1930s and educational panels are installed downstairs. Upstairs is unfinished. There is no restroom in the building.

**City Hall (old), 223 W. Main Street:*

Existing Conditions: Built in 1998 and currently being utilized by the water business office, this 1,300 sq. ft. wood-framed building with a brick façade was previously used as City Hall. There is no restroom.

Ideas + Suggestions: The City should consider solidifying a partnership with Historic Oglethorpe for management and use of the Historic Jail. The City should also determine the ideal future use of the Old City Hall site, either through continued public use or through public/private partnership.



Image 25. The Jail, 225 W. Main Street

FOCUS AREA 3

Commercial Core

Local stakeholders are also interested in revitalization suggestions for the commercial block on Main Street directly across from the Oglethorpe County Courthouse. Six of these spaces, owned by a long-time absentee-owner have fallen into considerable disrepair and are blighted, though some have undergone exterior repairs.

The commercial block of Main Street between N. Gilmer Street and Platt Street is a collection of masonry and granite buildings on the north side that vary in height from one to one-and-a-half to three-stories. Several structures were destroyed by a fire and rebuilt after 1921. Each building exhibits unique architectural details and directly faces the Courthouse, except for one building which fronts N. Gilmer St. Historically, these businesses had stairs at their entrances down to street level, but over time the sidewalk has been elevated and currently there are stairs from the street up to the sidewalk. The sidewalk begins at street level at the corner of Main St. and N. Gilmer St. and rises until it reaches 108 Main St. where there are two steps, resulting in the lower sidewalk being at street level to Platt Street. The City should consider installing a ramp to make the entire sidewalk more accessible.

Main Street also serves as U.S. 78 and as such, experiences heavy traffic, particularly during the UGA football season as it is a direct route to Athens. In response to heavy tractor trailer traffic, which increased exponentially when U.S. 78 was widened 50-miles away in Thomson, Georgia, City Council passed a ban on engine-braking in 2023 and coordinated with GA DOT to install signage in Summer of 2024. This ban has improved sound quality downtown, but heavy tractor trailer use still results in nearly constant traffic noise. Stakeholders share a general agreement that a reduced speed limit on Main Street would be beneficial, and a Department of Transportation (GDOT) traffic study is recommended as a first step to determining appropriate road design interventions.



Image 26. Rendering of Main Street with a Planted Median

Parcels west of the Oglethorpe County Courthouse are on West Main Street, while properties east of the courthouse are on East Main Street.

Main Street commercial buildings have access to sewers, so any variety of businesses can move in once they are determined to be safe for occupancy. There is space in the rear of the buildings that can be used for business access, utility services, and/or waste collection if an easement is obtained by the city for a rear right-of-way.

Ideas + Suggestions: The City of Lexington has adopted the International Property Maintenance Code to address these structures and should consider a blight tax as the next step, if necessary. Examples of blight tax programs in Georgia can be found in Albany, Acworth, Augusta, Dublin, Forest Park, Griffin, Jackson, and Savannah.

Blight is generally defined by the Center for Community Progress as a local proliferation of vacant, abandoned, and “problem” properties that may result when a variety and combination of social, economic, and financial conditions are at play. As described in these terms, “vacant” refers to an unoccupied property, “abandoned” describes a property lacking investment by the owner(s), and “problem” is a property type that is causing some type of nuisance to surrounding residents (Atlanta Fed Community & Economic Development Discussion Paper Series).

- Macon Example: “Structures, land, or features that are neglected, abandoned, not maintained in a clean, safe, or healthy condition; and/or pose a severe or immediate health, safety, or undue economic hardship, or other imminent hazard to the property owners, occupants or visitors in the vicinity of the site. Macon also adopted a blight grading scale based on the 2012 International Property Maintenance Code, which classifies structures as A [excellent], B [good], C [average], D [distressed], and F [failing].”
- New Orleans Example: “Any property that is declared a public nuisance; demonstrates chronic vacancy or unresolved code violations for unsafe, unsanitary, or unhealthy conditions; is a fire hazard; is vermin infested or lacking in facilities or equipment required by the housing code of the city; is in such a state of deterioration that it creates a substantial adverse impact on neighboring properties; is uninhabitable due to natural or human-made disaster and poses a serious threat to the public; is determined to be a “demolition by neglect”; or is vacant property either abandoned or owned by a person found guilty of failure to maintain the lot in municipal court.”
- See also: “Dealing with Abandoned & Dilapidated Buildings,” Georgia Main Street.

Alternatively, for commercial properties the City should continue to address concerns of public safety regarding the buildings’ structural stability through code enforcement and instating liens on property in violation of local codes, if necessary.

Parcel / Address	Owner	Condition
L2 106/North Gilmer St.	Richard Hawkins/Java Tybee	Blighted, being rehabilitated
L2 061/120 W. Main St.	Dennis Helmreich	Law office
L2 062	Richard Hawkins/Java Tybee	Vacant, blighted
L2 063	Richard Hawkins/Java Tybee	Vacant, blighted
L2 064*	Richard Hawkins/Java Tybee	Vacant, blighted
L2 065*	Richard Hawkins/Java Tybee	Vacant, blighted
L2 066*	Richard Hawkins/Java Tybee	Vacant, blighted
L2 069B/ 108 W. Main St.	Dennis Helmreich	Deadwood Guitars
L2 069/ 106 W. Main St.	Steedley LLC	Bear Hug Honey Co.
L2 069A/ 104 W. Main St.*	Kristen Ryan	ArtGirl’s Out Loud Art Gallery, mixed-use
L2 070/ 102 W. Main St.*	Bajan Properties LLC	Vacant first floor, mixed-use

Table 5. Commercial Core Ownership - *indicates structure was not destroyed by fire and is included on 1921 Sanborn Map

FOCUS AREA 4

Fire Department Block

According to the 1921 Sanborn Fire Insurance Map, this block, bound by Platt Street, Church Street, Meson Street and Washington Street (now Main Street/U.S. 78), housed several frame structures in addition to a brick “general merchandise” store and post office “from plans.” Frame buildings included five homes, a grocery, lumber warehouses, sawmill, garage, commissary and barber shop. Today only the homes, grocery and general merchandise store buildings remain, in addition to the newer fire department and a shuttered gas station. The blocks’ historic structures are positioned very close to Main Street/U.S. 78 while newer structures have farther setbacks. The City of Lexington Volunteer Fire Department is housed in a metal pull-through garage structure at 110 E. Main Street with an additional driveway off Platt Street. The Fire Department structure has a setback that is inconsistent with other Main Street businesses, and while this may be necessary given the size of emergency vehicles, the signage can be improved on the building to better identify its purpose.

Although there is a sidewalk on the north side of E. Main St. from N. Platt St. to the Fire Department, the sidewalk does not extend to Meson Street; there is a sidewalk on the south side of E. Main Street in front of the commercial building at 111-113 E. Main St., and room for sidewalk from 111-113 E. Main St. to the corner at S. Platt St. Beautification measures are suggested for this portion of Main St./U.S. 78, which could include planted medians and street trees. Street trees and other plantings would improve aesthetics, provide a buffer from street traffic, and provide stormwater and urban heat island reduction benefits. These design interventions would require the cooperation and partnership of the GDOT since U.S. 78 is a state-owned right-of-way, and funding and/or volunteer commitments for materials and upkeep.



Image 27. Example of gas station-to-restaurant conversion in Athens, GA

Ideas + Suggestions: The City of Lexington should explore GDOT grant funding for the addition of street trees along Main Street. Existing sidewalks already feature several planters at active business locations that soften the busy street and adjacent sidewalks. Additionally, the City and the DDA, should consider creative ways to support local businesses while encouraging rehabilitation of existing buildings. Façade grants for business owners and recognition for beautification efforts can inspire other Main Street businesses to coordinate their resources for improvements that are small in scale but big on aesthetic benefits.

OTHER CONSIDERATIONS

To Foster Better Connectivity to Shaking Rock Park:

- Apply for funding through the Georgia Department of Natural Resources Recreational Trails Program (RTP) to install a multipurpose pathway connecting downtown Lexington to Shaking Rock Park to encourage walkability (0.4 miles from Main Street to Shaking Rock Park), <https://gadnr.org/RTP>
- Consider new wayfinding signage for the park at Main Street and Shaking Rock Road
- Partner with Active Climb or the Southeastern Climbers Coalition to promote the park, or host a climbing event there
- Schedule a clean-up event; Shaking Rock Park is county-owned but historically, Lexington residents have maintained and preserved the site.

To Enhance Parking Opportunities:

- Request a GDOT traffic study for Main Street to consider reducing the speed limit
- Better utilize and publicize free parking near Courthouse, Pinnacle Bank, and the water business office
- Clean or replace the existing parking sign; install additional signage; repaint lines; improve overall appearance
- Consider developing the grass area adjacent to the Oglethorpe Echo as a parking area for downtown and court patrons

To Beautify Main Street:

- Identify the most appropriate locations for new street trees and partner with local businesses to sponsor or implement plantings
- Eliminate parking on Main Street in front of Courthouse as per John Wyle plan and install median with reclaimed parking lane
- The DDA should fundraise, budget and install additional planters or hanging baskets in front of Main Street storefronts to visually soften the sidewalk and provide separation from the street
- Establish a Beautification Strategy if one doesn't exist. Encourage local groups/students to alternate seasons as service project/competitions
- Apply window clings/paper/murals on Main Street storefronts or ask local artists to create displays or ads for local businesses
- Apply for GDOT Roadside Enhancement and Beautification Council grant funding; eligible items covered include landscape plant material, sod, topsoil, mulch, labor costs for items noted
- Consider adding a ramp to the sidewalk on the north side of Main Street
- Utilize city logo suggested by UGA Charette team for consistent, branded wayfinding signs

GRANTS & PROGRAMS

- Apply for Rural Zone designation, administered by Georgia DCA.
- Explore benefits of Georgia's State Opportunity Zones.
- Historic Preservation Fund: annual grants, 60/40 match, administered by Georgia DCA.
- Ideas include walking tour/interpretive/audio stations, walking tour app, market analysis, Jail programming plans, signage
- NPS Paul Bruhn Historic Revitalization Grants (for rural communities): eligible applicants include nonprofits and Certified Local Governments;
- Example: An economic development agency in a Certified Local Government (CLG) county could apply for a grant to support façade improvements for historic buildings in rural villages throughout the county. The application would describe the types and significance of historic resources in the county's villages, The types of activities eligible for funding, the amount of each subgrant, how they intend to publicize the subgrant opportunity, and how they intend to choose projects for funding after the grant is awarded.
- Join the Georgia Main Street program; examine whether the DDA can afford paid staff to implement the plans for each focus area.
- Typically takes 1-2 years to complete
- Explore UGA's Archway Partnership and "Connected Resilient Communities" (November 2024)
- The Connected Resilient Communities designation, facilitated by the UGA Archway Partnership, will help communities tap into the resources and expertise at the University of Georgia to address local challenges and become more attractive to economic development.

DOWNTOWN MARKET RECOMMENDATIONS

Attract New Businesses

- The retail demand analysis indicates a high amount spent in surrounding areas but does not provide strong evidence of spending in a certain area. Lexington should consider attracting a business such as a local artisan & food market that provides general local goods produced in surrounding areas.
- There is already an existing commercial hub north of town limits, which also includes Oglethorpe County High School and Oglethorpe County government buildings. Lexington should focus on businesses that do not directly compete with existing businesses and cater to these large institutions.

Capitalize on Existing Assets

- Shaking Rock Park attracts weekend climbers, and with improved connectivity to Main Street or dining options, could yield longer visits.
- Vacant commercial spaces, if improved, could provide ample space for new retail businesses offering different options than those found north of Lexington and in surrounding communities.
- U.S. 78 can draw visitors to downtown Lexington from Athens and Washington for retail and banking needs. In addition to retail shopping, Lexington features a County Courthouse, Pinnacle Bank, and a hair salon, all of which can result in frequent and scheduled trips.
- Many of the historic downtown buildings are blighted and in need of repair. The City could start a facade improvement program to help downtown property owners repair buildings. However, this would have to be a locally-funded initiative. Due to Lexington's limited tax base, this may have to be a long-term goal for the DDA or HPC.

Market the City as a Cultural Destination

- Lexington is known for its history and architecture. The City should capitalize on these assets through walking tours, building tours, or museums to attract people to visit.
- There is an existing artist community in the Lexington/Crawford area. Lexington should utilize some of its existing spaces for art galleries, music venues, and maker spaces to attract surrounding residents. An annual artisan festival may be an tool to highlight the creative community and activate the town center.

CONCLUSION

The City of Lexington is celebrated for the layers of history preserved in its publicly and privately-owned building stock. The quantity and architectural integrity of the historic structures presents exciting opportunities for organized tours, unique commercial entities, and educational workshops or classes both above and below-ground. Lexington has been a regional and state leader for 200+ years and should market itself as the authority on experiential and tangible history.

Lexington should also be an authority in bricks-and-mortar historic preservation successes and oral history. Long-time residents can speak about both their family and local history, but also the history of the historic preservation movement in Lexington. The Lexington Historic District was added to the National Register of Historic Places 48-years ago (April 13, 1977) and in 2027 should consider hosting a 50th anniversary/workshop/tour of properties, perhaps with assistance or guidance from the Georgia Trust or National Trust for Historic Preservation.

Lexington should aspire to be a place people seek out and a cultural center for residents of Oglethorpe County, but organized events and a stronger commercial core are necessary for that to be realistic. Guests need a reason to visit.

Businesses on Main Street could include attractions such as restaurants, a tap room, book/gift shop and gallery, and shared office spaces for courthouse-related work. While residents noted that Lexington currently has an aging population, a children's store or museum may help attract young families to the area. If Shaking Rock Park becomes a more popular bouldering destination, an outpost for climbers and bikers may be successful.

Lastly, the City of Lexington should update its website for residents and visitors. Welcoming new neighbors or business owners while featuring the Historic Preservation Guidelines and Certificate of Appropriateness application could prevent future confusion regarding changes to the exterior of properties within the local historic district and encourage new representation on City Council or the HPC. Putting the self-guided walking tour online, perhaps with local business coupons and directions for parking, could encourage more visitors.

APPENDIX



WORK PROGRAM

#	Description	Responsibility	Timeline
Church Street Properties			
1	Reactivate ad hoc Church/Manse Committee to fall under purview of City Council	City Council	2025-2026
2	Create and utilize maintenance schedule for rehabilitation of historic properties	HPC	2025 - 2027
3	Research and determine comparable rental rates for Manse and Church; update rental agreement	Church/Manse Committee and/or City Council	2025-2026
4	Design and install HPC-approved branded signage for rentable properties	DDA, HPC	2027
5	Solicit estimates for interior improvements to Presbyterian Church	HPC	2025 - 2027
6	Complete Lexington Community Center renovations, consider parking plan and exterior uses	DDA	2025 - 2027
7	Construct sidewalk connecting Lexington Community Center to Manse and Church	City Council	2028
Main Street Properties			
8	Develop plans for overall use of Jail and Old City Hall; solicit public input	City Council	2026
9	Improve public parking lots with new signage, paint	City Council	2025 - 2026
10	Request GDOT traffic study to improve Main Street parking	City Council	2025
11	Better utilize and publicize free parking near Courthouse, Bank, and Water Business Office	City Council	2025
12	Install additional crosswalks as necessary	City Council	In progress
13	Consider blight tax for Main Street properties not improved and/or remaining vacant	City Council	2025-2026
14	Develop streetscape beautification strategy for U.S. 78 in consultation with local businesses and GDOT	DDA	2025-2026
15	Improve signage at Fire Department	City Council	2025
Grants			
16	Determine desired outcome and apply for GDOT Roadside Enhancement and Beautification Council grant funding for Main Street	City Council	2025-2026

WORK PROGRAM

#	Description	Responsibility	Timeline
17	Apply for Georgia DNR Recreational Trails Program to create connectivity between Shaking Rock Park and downtown	City Council	2025-2026
18	Determine possibilities for Georgia DCA Historic Preservation Fund annual grant (i.e. Jail bricks and mortar/windows, Presbyterian Church)	City Council	2025-2026
19	NPS Paul Bruhn Historic Revitalization Grant	City Council	2026

SWOT ANALYSIS

Strengths	
<ul style="list-style-type: none"> Multiple green spaces People know their neighbors Walkable community Major highway through downtown Lexington is the county seat Presence of a local bank, ENT, Community Center 	<ul style="list-style-type: none"> Historic district, especially Church Street properties and Courthouse Low crime People want to help improve Main Street Rich local and state history Meson Park, Shaking Rock Park
Weaknesses	
<ul style="list-style-type: none"> Lack of robust community participation, particularly among renters Water quality issues Aging population City is understaffed High speed traffic on Main Street Buildings are not for sale or rent at a reasonable amount General population of Oglethorpe County does not have a reason to visit downtown 	<ul style="list-style-type: none"> Difficulty getting new restaurants to open downtown Downtown buildings in state of decay Absentee property owners with blighted properties Streets in need of repair Overgrown trees and weeds in streets Limited parking
Opportunities	
<ul style="list-style-type: none"> Remain a peaceful hamlet Restore the physical and commercial vibrancy on Main Street Lexington can be beautiful again New local businesses to increase tax base 	<ul style="list-style-type: none"> Remove unneeded fire trucks from downtown Church Street Tour of Homes Wayfinding signs within the historic district Update walking tour brochure and map; offer day tours
Threats	
<ul style="list-style-type: none"> Limited community engagement leading to stagnation Small town factionalism Uncooperative county Health Department Limited funds for street/sidewalk maintenance and improvements 	<ul style="list-style-type: none"> No available buildings for lease or purchase downtown New property owners disregard historic preservation guidelines Slow action to resolve downtown blight Private homes falling into disrepair

MARKET ANALYSIS REPORTS - RETAIL DEMAND OUTLOOK BY INDUSTRY



Retail Demand Outlook & by Industry Combined

Lexington, Georgia					
Drive time: 15, 30 minute radii					
Latitude: 33.88939					
Longitude: -83.11104					

15 minutes					
Top Tapestry Segments	Percent	Demographic Summary	2024	2029	
Southern Satellites (10A)	59.8%	Population	8,777	9,047	
Rooted Rural (10B)	22.6%	Households	3,402	3,522	
Rural Bypasses (10E)	15.8%	Families	2,307	2,371	
Exurbanites (1E)	1.8%	Median Age	44.0	45.0	
	0.0%	Median Household Income	\$59,762	\$76,001	

30 minutes					
Top Tapestry Segments	Percent	Demographic Summary	2024	2029	
Dorms to Diplomats (14C)	19.3%	Population	131,632	133,849	
Southern Satellites (10A)	14.9%	Households	51,186	52,922	
College Towns (14B)	12.0%	Families	27,431	28,166	
Rural Bypasses (10E)	6.1%	Median Age	29.9	31.2	
Rooted Rural (10B)	6.0%	Median Household Income	\$54,337	\$66,098	

15 minutes					
NAICS Code	Industry Summary	Spending Potential Index	Average Amount Spent	Total	
44-45, 722	Retail Trade, Food Services & Drinking Places	84	\$25,260.72	\$85,936,969	
44-45	Retail Trade	86	\$21,940.04	\$74,640,024	
722	Food Services & Drinking Places	76	\$3,320.68	\$11,296,946	

30 minutes					
NAICS Code	Industry Summary	Spending Potential Index	Average Amount Spent	Total	
44-45, 722	Retail Trade, Food Services & Drinking Places	79	\$21,956.42	\$1,123,861,465	
44-45	Retail Trade	79	\$18,806.30	\$962,619,463	
722	Food Services & Drinking Places	72	\$3,150.12	\$161,242,001	

15 minutes					
NAICS Code	Industry Subsector & Group	Spending Potential Index	Average Amount Spent	Total	
441	Motor Vehicle & Parts Dealers	92	\$2,849.28	\$9,693,256	
4411	Automobile Dealers	91	\$2,352.01	\$8,001,526	
4412	Other Motor Vehicle Dealers	101	\$250.73	\$832,989	
4413	Auto Parts, Accessories & Tire Stores	92	\$246.64	\$836,740	
442	Furniture and Home Furnishings Stores	80	\$882.59	\$3,002,588	
4421	Furniture Stores	81	\$580.94	\$1,976,374	
4422	Home Furnishings Stores	79	\$301.65	\$1,026,214	
443	Electronics and Appliance Stores	75	\$242.55	\$825,167	
4431					
444	Bldg Material & Garden Equipment & Supplies Dealers	92	\$1,406.62	\$4,785,320	
4441	Building Material and Supplies Dealers	91	\$1,272.64	\$4,329,514	
4442	Lawn and Garden Equipment and Supplies Stores	95	\$133.98	\$455,806	
445	Food and Beverage Stores	82	\$4,618.99	\$15,713,809	
4451	Grocery Stores	82	\$4,336.00	\$14,751,061	
4452	Specialty Food Stores	79	\$140.85	\$479,158	
4453	Beer, Wine, and Liquor Stores	75	\$142.15	\$483,589	
446	Health and Personal Care Stores	89	\$704.22	\$2,395,757	
4461					
447	Gasoline Stations	95	\$3,464.37	\$11,785,600	
4471					
448	Clothing and Clothing Accessories Stores	75	\$900.50	\$3,063,515	
4481	Clothing Stores	76	\$725.74	\$2,468,954	
4482	Shoe Stores	71	\$161.20	\$548,406	
4483	Jewelry, Luggage, and Leather Goods Stores	74	\$13.57	\$46,155	
451	Sporting Goods, Hobby, Musical Instrument, and Book Stores	77	\$360.73	\$1,227,220	
4511	Sporting Goods, Hobby, and Musical Instrument Stores	78	\$295.06	\$1,003,811	
4512	Book Stores and News Dealers	72	\$65.67	\$223,409	
452	General Merchandise Stores	83	\$3,650.54	\$12,419,128	
4522	Department Stores	75	\$287.92	\$979,512	
4523	Gen. Merch. Stores, incl. Warehouse Clubs, Supercenters	84	\$3,362.61	\$11,439,616	
453	Miscellaneous Store Retailers	90	\$399.08	\$1,833,966	
4531	Florists	95	\$29.21	\$99,365	
4532	Office Supplies, Stationery, and Gift Stores	76	\$73.40	\$249,702	
4533	Used Merchandise Stores	86	\$69.05	\$234,918	
4539	Other Miscellaneous Store Retailers	93	\$367.43	\$1,249,981	
454	Nonstore Retailers	83	\$2,320.55	\$7,894,497	
4541	Electronic Shopping and Mail-Order Houses	81	\$1,963.92	\$6,681,250	
4542	Vending Machine Operators	87	\$34.36	\$116,904	
4543	Direct Selling Establishments	92	\$322.26	\$1,096,343	
722	Food Services & Drinking Places	76	\$3,320.68	\$11,296,946	
7223	Special Food Services	75	\$11.73	\$39,894	
7224	Drinking Places (Alcoholic Beverages)	67	\$70.93	\$241,319	
7225	Restaurants and Other Eating Places	76	\$3,238.02	\$11,015,732	

30 minutes					
NAICS Code	Industry Subsector & Group	Spending Potential Index	Average Amount Spent	Total	
441	Motor Vehicle & Parts Dealers	75	\$2,327.43	\$119,131,616	
4411	Automobile Dealers	75	\$1,946.94	\$99,656,854	
4412	Other Motor Vehicle Dealers	72	\$179.38	\$8,181,770	
4413	Auto Parts, Accessories & Tire Stores	75	\$201.11	\$10,283,966	
442	Furniture and Home Furnishings Stores	71	\$778.59	\$3,852,864	
4421	Furniture Stores	73	\$520.98	\$26,666,678	
4422	Home Furnishings Stores	68	\$257.61	\$13,186,185	
443	Electronics and Appliance Stores	74	\$239.02	\$12,234,241	
4431					
444	Bldg Material & Garden Equipment & Supplies Dealers	70	\$1,075.01	\$55,025,573	
4441	Building Material and Supplies Dealers	70	\$974.88	\$49,900,034	
4442	Lawn and Garden Equipment and Supplies Stores	71	\$100.14	\$5,125,539	
445	Food and Beverage Stores	72	\$4,089.77	\$209,339,022	
4451	Grocery Stores	72	\$3,830.52	\$196,068,848	
4452	Specialty Food Stores	71	\$126.93	\$6,497,278	
4453	Beer, Wine, and Liquor Stores	70	\$132.32	\$6,772,896	
446	Health and Personal Care Stores	74	\$582.75	\$29,828,556	
4461					
447	Gasoline Stations	77	\$2,805.07	\$143,580,069	
4471					
448	Clothing and Clothing Accessories Stores	73	\$878.13	\$44,948,200	
4481	Clothing Stores	73	\$702.65	\$35,965,800	
4482	Shoe Stores	72	\$162.41	\$8,313,159	
4483	Jewelry, Luggage, and Leather Goods Stores	71	\$13.07	\$669,241	
451	Sporting Goods, Hobby, Musical Instrument, and Book Stores	73	\$342.88	\$17,550,721	
4511	Sporting Goods, Hobby, and Musical Instrument Stores	73	\$275.00	\$14,075,964	
4512	Book Stores and News Dealers	74	\$67.88	\$3,474,758	
452	General Merchandise Stores	73	\$3,222.37	\$164,940,472	
4522	Department Stores	72	\$278.98	\$14,280,122	
4523	Gen. Merch. Stores, incl. Warehouse Clubs, Supercenters	73	\$2,943.39	\$150,660,350	
453	Miscellaneous Store Retailers	70	\$440.26	\$22,535,214	
4531	Florists	71	\$21.64	\$1,107,740	
4532	Office Supplies, Stationery, and Gift Stores	72	\$68.99	\$3,531,215	
4533	Used Merchandise Stores	72	\$58.40	\$2,989,414	
4539	Other Miscellaneous Store Retailers	74	\$291.23	\$14,906,846	
454	Nonstore Retailers	72	\$2,025.02	\$103,652,914	
4541	Electronic Shopping and Mail-Order Houses	73	\$1,754.94	\$89,828,560	
4542	Vending Machine Operators	75	\$29.59	\$1,514,685	
4543	Direct Selling Establishments	68	\$240.49	\$12,309,668	
722	Food Services & Drinking Places	72	\$3,150.12	\$161,242,001	
7223	Special Food Services	72	\$11.29	\$577,752	
7224	Drinking Places (Alcoholic Beverages)	72	\$76.01	\$3,890,633	
7225	Restaurants and Other Eating Places	72	\$3,062.82	\$156,773,616	

Source: Esri, Esri-U.S. BLS

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MARKET ANALYSIS REPORTS - LEXINGTON COMMUNITY PROFILE

 Community Profile	
Lexington City, GA Lexington City, GA (1346188) Geography: Place	Prepared by Esri
Lexington cit...	
Population Summary	
2010 Total Population	228
2020 Total Population	203
2020 Group Quarters	0
2024 Total Population	245
2024 Group Quarters	0
2029 Total Population	255
2024-2029 Annual Rate	0.80%
2024 Total Daytime Population	298
Workers	156
Residents	142
Household Summary	
2010 Households	108
2010 Average Household Size	2.11
2020 Total Households	105
2020 Average Household Size	1.93
2024 Households	108
2024 Average Household Size	2.27
2029 Households	113
2029 Average Household Size	2.26
2024-2029 Annual Rate	0.91%
2010 Families	67
2010 Average Family Size	2.70
2024 Families	71
2024 Average Family Size	2.90
2029 Families	70
2029 Average Family Size	3.00
2024-2029 Annual Rate	-0.28%
Housing Unit Summary	
2000 Housing Units	115
Owner Occupied Housing Units	58.3%
Renter Occupied Housing Units	29.6%
Vacant Housing Units	12.2%
2010 Housing Units	123
Owner Occupied Housing Units	63.4%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	12.2%
2020 Housing Units	115
Owner Occupied Housing Units	55.7%
Renter Occupied Housing Units	35.7%
Vacant Housing Units	8.7%
2024 Housing Units	119
Owner Occupied Housing Units	66.4%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	9.2%
2029 Housing Units	122
Owner Occupied Housing Units	72.1%
Renter Occupied Housing Units	20.5%
Vacant Housing Units	7.4%
<p>Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.</p> <p>Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.</p>	

January 23, 2025

 Community Profile	
Lexington City, GA Lexington City, GA (1346188) Geography: Place	Prepared by Esri
Lexington cit...	
2024 Households by Income	
Household Income Base	108
<\$15,000	12.0%
\$15,000 - \$24,999	12.0%
\$25,000 - \$34,999	7.4%
\$35,000 - \$49,999	13.0%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	6.5%
\$100,000 - \$149,999	14.8%
\$150,000 - \$199,999	5.6%
\$200,000+	9.3%
Average Household Income	\$90,602
2029 Households by Income	
Household Income Base	113
<\$15,000	9.7%
\$15,000 - \$24,999	7.1%
\$25,000 - \$34,999	6.2%
\$35,000 - \$49,999	9.7%
\$50,000 - \$74,999	13.3%
\$75,000 - \$99,999	9.7%
\$100,000 - \$149,999	15.9%
\$150,000 - \$199,999	14.2%
\$200,000+	14.2%
Average Household Income	\$109,996
2024 Owner Occupied Housing Units by Value	
Total	79
<\$50,000	17.7%
\$50,000 - \$99,999	6.3%
\$100,000 - \$149,999	10.1%
\$150,000 - \$199,999	3.8%
\$200,000 - \$249,999	25.3%
\$250,000 - \$299,999	8.9%
\$300,000 - \$399,999	8.9%
\$400,000 - \$499,999	2.5%
\$500,000 - \$749,999	12.7%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	1.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	2.5%
Average Home Value	\$304,114
2029 Owner Occupied Housing Units by Value	
Total	88
<\$50,000	11.4%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	2.3%
\$150,000 - \$199,999	4.5%
\$200,000 - \$249,999	19.3%
\$250,000 - \$299,999	17.0%
\$300,000 - \$399,999	13.6%
\$400,000 - \$499,999	5.7%
\$500,000 - \$749,999	22.7%
\$750,000 - \$999,999	1.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	2.3%
Average Home Value	\$380,398
<p>Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.</p> <p>Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.</p>	

January 23, 2025

MARKET ANALYSIS REPORTS - LEXINGTON COMMUNITY PROFILE (CONTINUED)

 Community Profile		Prepared by Esri
Lexington City, GA Lexington City, GA (1346188) Geography: Place		
Lexington cit...		
Median Household Income		
2024	\$55,213	
2029	\$83,793	
Median Home Value		
2024	\$223,750	
2029	\$286,667	
Per Capita Income		
2024	\$39,939	
2029	\$48,744	
Median Age		
2010	44.6	
2020	45.8	
2024	46.7	
2029	45.8	
2020 Population by Age		
Total	203	
0 - 4	5.4%	
5 - 9	6.4%	
10 - 14	3.9%	
15 - 24	13.3%	
25 - 34	11.3%	
35 - 44	8.4%	
45 - 54	9.4%	
55 - 64	14.8%	
65 - 74	19.2%	
75 - 84	6.4%	
85 +	1.5%	
18 +	77.3%	
2024 Population by Age		
Total	245	
0 - 4	3.3%	
5 - 9	5.7%	
10 - 14	5.7%	
15 - 24	14.3%	
25 - 34	11.8%	
35 - 44	6.9%	
45 - 54	11.0%	
55 - 64	17.6%	
65 - 74	11.4%	
75 - 84	9.4%	
85 +	2.9%	
18 +	80.4%	
2029 Population by Age		
Total	255	
0 - 4	5.9%	
5 - 9	3.9%	
10 - 14	6.3%	
15 - 24	7.5%	
25 - 34	12.9%	
35 - 44	12.5%	
45 - 54	10.6%	
55 - 64	14.5%	
65 - 74	15.3%	
75 - 84	8.2%	
85 +	2.4%	
18 +	80.8%	
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.		
January 23, 2025		
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 Community Profile		Prepared by Esri
Lexington City, GA Lexington City, GA (1346188) Geography: Place		
Lexington cit...		
2020 Population by Sex		
Males	98	
Females	105	
2024 Population by Sex		
Males	123	
Females	122	
2029 Population by Sex		
Males	125	
Females	130	
2010 Population by Race/Ethnicity		
Total	228	
White Alone	75.0%	
Black Alone	23.7%	
American Indian Alone	0.0%	
Asian Alone	0.0%	
Pacific Islander Alone	0.4%	
Some Other Race Alone	0.0%	
Two or More Races	0.9%	
Hispanic Origin	0.0%	
Diversity Index	38.1	
2020 Population by Race/Ethnicity		
Total	203	
White Alone	75.4%	
Black Alone	17.2%	
American Indian Alone	0.5%	
Asian Alone	0.0%	
Pacific Islander Alone	0.0%	
Some Other Race Alone	1.5%	
Two or More Races	5.4%	
Hispanic Origin	2.5%	
Diversity Index	42.8	
2024 Population by Race/Ethnicity		
Total	245	
White Alone	71.4%	
Black Alone	18.8%	
American Indian Alone	0.4%	
Asian Alone	0.8%	
Pacific Islander Alone	0.0%	
Some Other Race Alone	2.0%	
Two or More Races	6.5%	
Hispanic Origin	3.3%	
Diversity Index	48.5	
2029 Population by Race/Ethnicity		
Total	255	
White Alone	66.7%	
Black Alone	22.7%	
American Indian Alone	0.0%	
Asian Alone	0.0%	
Pacific Islander Alone	0.0%	
Some Other Race Alone	2.4%	
Two or More Races	8.2%	
Hispanic Origin	4.3%	
Diversity Index	53.8	
Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.		
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.		
January 23, 2025		
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MARKET ANALYSIS REPORTS - LEXINGTON COMMUNITY PROFILE (CONTINUED)

 Community Profile	
Lexington City, GA Lexington City, GA (1346188) Geography: Place	Prepared by Esri
Lexington cit...	
2020 Population by Relationship and Household Type	
Total	203
In Households	100.0%
Householder	51.7%
Opposite-Sex Spouse	15.3%
Same-Sex Spouse	0.0%
Opposite-Sex Unmarried Partner	3.0%
Same-Sex Unmarried Partner	0.0%
Biological Child	24.1%
Adopted Child	0.5%
Stepchild	0.5%
Grandchild	3.4%
Brother or Sister	1.0%
Parent	0.0%
Parent-in-law	0.0%
Son-in-law or Daughter-in-law	0.5%
Other Relatives	0.0%
Foster Child	0.0%
Other Nonrelatives	0.0%
In Group Quarters	0.0%
Institutionalized	0.0%
Noninstitutionalized	0.0%
2024 Population 25+ by Educational Attainment	
Total	174
Less than 9th Grade	2.3%
9th - 12th Grade, No Diploma	6.9%
High School Graduate	40.2%
GED/Alternative Credential	5.7%
Some College, No Degree	12.6%
Associate Degree	9.2%
Bachelor's Degree	12.1%
Graduate/Professional Degree	10.9%
2024 Population 15+ by Marital Status	
Total	209
Never Married	34.0%
Married	49.3%
Widowed	6.7%
Divorced	10.0%
2024 Civilian Population 16+ in Labor Force	
Civilian Population 16+	104
Population 16+ Employed	93.3%
Population 16+ Unemployment rate	6.7%
Population 16-24 Employed	8.2%
Population 16-24 Unemployment rate	33.3%
Population 25-54 Employed	62.9%
Population 25-54 Unemployment rate	4.7%
Population 55-64 Employed	21.6%
Population 55-64 Unemployment rate	0.0%
Population 65+ Employed	7.2%
Population 65+ Unemployment rate	0.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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 Community Profile	
Lexington City, GA Lexington City, GA (1346188) Geography: Place	Prepared by Esri
Lexington cit...	
2024 Employed Population 16+ by Industry	
Total	97
Agriculture/Mining	3.1%
Construction	8.2%
Manufacturing	10.3%
Wholesale Trade	3.1%
Retail Trade	10.3%
Transportation/Utilities	8.2%
Information	2.1%
Finance/Insurance/Real Estate	1.0%
Services	45.4%
Public Administration	8.2%
2024 Employed Population 16+ by Occupation	
Total	97
White Collar	63.9%
Management/Business/Financial	16.5%
Professional	30.9%
Sales	8.2%
Administrative Support	8.2%
Services	12.4%
Blue Collar	23.7%
Farming/Forestry/Fishing	2.1%
Construction/Extraction	2.1%
Installation/Maintenance/Repair	3.1%
Production	7.2%
Transportation/Material Moving	9.3%
2020 Households by Type	
Total	105
Married Couple Households	33.3%
With Own Children <18	10.5%
Without Own Children <18	22.9%
Cohabiting Couple Households	5.7%
With Own Children <18	3.8%
Without Own Children <18	1.9%
Male Householder, No Spouse/Partner	25.7%
Living Alone	16.2%
65 Years and over	6.7%
With Own Children <18	4.8%
Without Own Children <18, With Relatives	2.9%
No Relatives Present	1.9%
Female Householder, No Spouse/Partner	35.2%
Living Alone	19.0%
65 Years and over	10.5%
With Own Children <18	5.7%
Without Own Children <18, With Relatives	4.8%
No Relatives Present	5.7%
2020 Households by Size	
Total	105
1 Person Household	35.2%
2 Person Household	22.9%
3 Person Household	7.6%
4 Person Household	20.0%
5 Person Household	6.7%
6 Person Household	4.8%
7 + Person Household	2.9%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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MARKET ANALYSIS REPORTS - LEXINGTON COMMUNITY PROFILE (CONTINUED)



Community Profile

Lexington City, GA
Lexington City, GA (1346188)
Geography: Place

Prepared by Esri

	Lexington cit...
2020 Households by Tenure and Mortgage Status	
Total	105
Owner Occupied	61.0%
Owned with a Mortgage/Loan	31.4%
Owned Free and Clear	29.5%
Renter Occupied	39.0%
2024 Affordability, Mortgage and Wealth	
Housing Affordability Index	99
Percent of Income for Mortgage	25.4%
Wealth Index	98
2020 Housing Units By Urban/ Rural Status	
Total	115
Urban Housing Units	0.0%
Rural Housing Units	100.0%
2020 Population By Urban/ Rural Status	
Total	203
Urban Population	0.0%
Rural Population	100.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Community Profile

Lexington City, GA
Lexington City, GA (1346188)
Geography: Place

Prepared by Esri

	Lexington cit...
Top 3 Tapestry Segments	
1.	Southern Satellites (10A)
2.	Rooted Rural (10B)
3.	
2024 Consumer Spending	
Apparel & Services: Total \$	\$193,204
Average Spent	\$1,788.93
Spending Potential Index	75
Education: Total \$	\$119,820
Average Spent	\$1,109.44
Spending Potential Index	64
Entertainment/Recreation: Total \$	\$374,784
Average Spent	\$3,470.22
Spending Potential Index	85
Food at Home: Total \$	\$689,320
Average Spent	\$6,382.59
Spending Potential Index	87
Food Away from Home: Total \$	\$339,041
Average Spent	\$3,139.27
Spending Potential Index	81
Health Care: Total \$	\$806,748
Average Spent	\$7,469.89
Spending Potential Index	97
HH Furnishings & Equipment: Total \$	\$291,620
Average Spent	\$2,700.19
Spending Potential Index	85
Personal Care Products & Services: Total \$	\$81,090
Average Spent	\$750.83
Spending Potential Index	75
Shelter: Total \$	\$2,104,609
Average Spent	\$19,487.12
Spending Potential Index	73
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$360,371
Average Spent	\$3,336.77
Spending Potential Index	95
Travel: Total \$	\$250,347
Average Spent	\$2,318.03
Spending Potential Index	76
Vehicle Maintenance & Repairs: Total \$	\$143,411
Average Spent	\$1,327.88
Spending Potential Index	90

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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MARKET ANALYSIS REPORTS - LEXINGTON ACS POPULATION SUMMARY

 ACS Population Summary		Prepared by Esri		
Lexington City, GA Lexington City, GA (1346188) Geography: Place				
	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	410		195	High
Total Households	115		62	Medium
Total Housing Units	128		61	Medium
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	410	100.0%	195	High
Enrolled in school	221	53.9%	117	High
Enrolled in nursery school, preschool	7	1.7%	13	Low
Public school	7	1.7%	13	Low
Private school	0	0.0%	14	Low
Enrolled in kindergarten	0	0.0%	14	Low
Public school	0	0.0%	14	Low
Private school	0	0.0%	14	Low
Enrolled in grade 1 to grade 4	5	1.2%	8	Low
Public school	2	0.5%	5	Low
Private school	3	0.7%	6	Low
Enrolled in grade 5 to grade 8	65	15.9%	41	High
Public school	64	15.6%	41	High
Private school	1	0.2%	2	High
Enrolled in grade 9 to grade 12	139	33.9%	102	Low
Public school	139	33.9%	102	Low
Private school	0	0.0%	14	Low
Enrolled in college undergraduate years	5	1.2%	9	Low
Public school	5	1.2%	9	Low
Private school	0	0.0%	14	Low
Enrolled in graduate or professional school	0	0.0%	14	Low
Public school	0	0.0%	14	Low
Private school	0	0.0%	14	Low
Not enrolled in school	189	46.1%	77	Medium
POPULATION AGE 65+ BY RELATIONSHIP AND HOUSEHOLD TYPE				
Total	26	100.0%	18	Low
Living in Households	26	100.0%	18	Low
Living in Family Households	16	61.5%	17	Low
Householder	9	34.6%	11	Low
Spouse	7	26.9%	8	Low
Parent	0	0.0%	14	Low
Parent-in-law	0	0.0%	14	Low
Other Relative	0	0.0%	14	Low
Nonrelative	0	0.0%	14	Low
Living in Nonfamily Households	10	38.5%	9	Low
Householder	10	38.5%	9	Low
Nonrelative	0	0.0%	14	Low
Living in Group Quarters	0	0.0%	14	Low

Source: U.S. Census Bureau, 2018-2022 American Community Survey Reliability: High Medium Low
 January 23, 2025

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 ACS Population Summary		Prepared by Esri		
Lexington City, GA Lexington City, GA (1346188) Geography: Place				
	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY TYPE AND SIZE				
Family Households	87	75.7%	60	Low
2-Person	46	40.0%	37	Low
3-Person	1	0.9%	4	Low
4-Person	31	27.0%	45	Low
5-Person	4	3.5%	7	Low
6-Person	5	4.3%	9	Low
7+ Person	0	0.0%	14	Low
Nonfamily Households	28	24.3%	17	High
1-Person	17	14.8%	15	Low
2-Person	11	9.6%	9	Low
3-Person	0	0.0%	14	Low
4-Person	0	0.0%	14	Low
5-Person	0	0.0%	14	Low
6-Person	0	0.0%	14	Low
7+ Person	0	0.0%	14	Low
HOUSEHOLDS BY PRESENCE OF PEOPLE UNDER 18 YEARS BY HOUSEHOLD TYPE				
Households with one or more people under 18 years	42	36.5%	48	Low
Family households	42	36.5%	48	Low
Married-couple family	11	9.6%	11	Low
Male householder, no wife present	0	0.0%	14	Low
Female householder, no husband present	31	27.0%	46	Low
Nonfamily households	0	0.0%	14	Low
Households with no people under 18 years	73	63.5%	41	High
Married-couple family	32	27.8%	36	Low
Other family	13	11.3%	14	Low
Nonfamily households	28	24.3%	17	High
HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE				
Households with Pop 65+	20	17.4%	13	High
1-Person	6	5.2%	6	Low
2+ Person Family	10	8.7%	11	Low
2+ Person Nonfamily	4	3.5%	6	Low
Households with No Pop 65+	95	82.6%	61	High
1-Person	11	9.6%	13	Low
2+ Person Family	77	67.0%	58	Low
2+ Person Nonfamily	7	6.1%	7	Low
HOUSEHOLD TYPE BY RELATIVES AND NONRELATIVES FOR POPULATION IN HOUSEHOLDS				
Total	410	100.0%	195	High
In Family Households	365	89.0%	199	High
In Married-Couple Family	131	32.0%	87	Low
Relatives	131	32.0%	87	Low
Nonrelatives	0	0.0%	14	Low
In Male Householder-No Spouse Present-Family	15	3.7%	26	Low
Relatives	15	3.7%	26	Low
Nonrelatives	0	0.0%	14	Low
In Female Householder-No Spouse Present-Family	219	53.4%	168	Low
Relatives	219	53.4%	168	Low
Nonrelatives	0	0.0%	14	Low
In Nonfamily Households	45	11.0%	29	High

Source: U.S. Census Bureau, 2018-2022 American Community Survey Reliability: High Medium Low
 January 23, 2025

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MARKET ANALYSIS REPORTS - LEXINGTON ACS POPULATION SUMMARY (CONTINUED)

 ACS Population Summary		Prepared by Esri		
Lexington City, GA Lexington City, GA (1346188) Geography: Place				
	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	409	100.0%	195	High
5 to 17 years				
Speak only English	209	51.1%	146	Low
Speak Spanish	0	0.0%	14	
Speak English "very well" or "well"	0	0.0%	14	
Speak English "not well"	0	0.0%	14	
Speak English "not at all"	0	0.0%	14	
Speak other Indo-European languages	0	0.0%	14	
Speak English "very well" or "well"	0	0.0%	14	
Speak English "not well"	0	0.0%	14	
Speak English "not at all"	0	0.0%	14	
Speak Asian and Pacific Island languages	0	0.0%	14	
Speak English "very well" or "well"	0	0.0%	14	
Speak English "not well"	0	0.0%	14	
Speak English "not at all"	0	0.0%	14	
Speak other languages	0	0.0%	14	
Speak English "very well" or "well"	0	0.0%	14	
Speak English "not well"	0	0.0%	14	
Speak English "not at all"	0	0.0%	14	
18 to 64 years				
Speak only English	169	41.3%	85	High
Speak Spanish	2	0.5%	4	Low
Speak English "very well" or "well"	2	0.5%	4	Low
Speak English "not well"	0	0.0%	14	
Speak English "not at all"	0	0.0%	14	
Speak other Indo-European languages	3	0.7%	4	Low
Speak English "very well" or "well"	3	0.7%	4	Low
Speak English "not well"	0	0.0%	14	
Speak English "not at all"	0	0.0%	14	
Speak Asian and Pacific Island languages	0	0.0%	14	
Speak English "very well" or "well"	0	0.0%	14	
Speak English "not well"	0	0.0%	14	
Speak English "not at all"	0	0.0%	14	
Speak other languages	0	0.0%	14	
Speak English "very well" or "well"	0	0.0%	14	
Speak English "not well"	0	0.0%	14	
Speak English "not at all"	0	0.0%	14	
65 years and over				
Speak only English	26	6.4%	18	Low
Speak Spanish	0	0.0%	14	
Speak English "very well" or "well"	0	0.0%	14	
Speak English "not well"	0	0.0%	14	
Speak English "not at all"	0	0.0%	14	
Speak other Indo-European languages	0	0.0%	14	
Speak English "very well" or "well"	0	0.0%	14	
Speak English "not well"	0	0.0%	14	
Speak English "not at all"	0	0.0%	14	
Speak Asian and Pacific Island languages	0	0.0%	14	
Speak English "very well" or "well"	0	0.0%	14	
Speak English "not well"	0	0.0%	14	
Speak English "not at all"	0	0.0%	14	
Speak other languages	0	0.0%	14	
Speak English "very well" or "well"	0	0.0%	14	
Speak English "not well"	0	0.0%	14	
Speak English "not at all"	0	0.0%	14	

Source: U.S. Census Bureau, 2018-2022 American Community Survey Reliability: High Medium Low
 January 23, 2025

 ACS Population Summary		Prepared by Esri		
Lexington City, GA Lexington City, GA (1346188) Geography: Place				
	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	156	100.0%	82	High
Worked in state and in county of residence	28	17.9%	18	High
Worked in state and outside county of residence	128	82.1%	78	High
Worked outside state of residence	0	0.0%	14	
SEX BY CLASS OF WORKER FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER				
Total:	161	100.0%	82	High
Male:				
Employee of private company workers	56	34.8%	40	High
Self-employed in own incorporated business	4	2.5%	8	Low
Private not-for-profit wage and salary workers	0	0.0%	14	
Local government workers	0	0.0%	14	
State government workers	7	4.3%	8	Low
Federal government workers	0	0.0%	14	
Self-employed in own not incorporated business workers	7	4.3%	13	Low
Unpaid family workers	0	0.0%	14	
Female:				
Employee of private company workers	40	24.8%	35	High
Self-employed in own incorporated business	3	1.9%	4	Low
Private not-for-profit wage and salary workers	5	3.1%	6	Low
Local government workers	0	0.0%	14	
State government workers	39	24.2%	46	Low
Federal government workers	0	0.0%	14	
Self-employed in own not incorporated business workers	0	0.0%	14	
Unpaid family workers	0	0.0%	14	
POPULATION IN HOUSEHOLDS AND PRESENCE OF A COMPUTER				
Total	410	100.0%	195	High
Population <18 in Households				
Have a Computer	210	51.2%	145	Low
Have NO Computer	0	0.0%	14	
Population 18-64 in Households				
Have a Computer	174	42.4%	86	High
Have NO Computer	174	42.4%	86	High
Have NO Computer	0	0.0%	14	
Population 65+ in Households				
Have a Computer	26	6.3%	18	Low
Have NO Computer	23	5.6%	18	Low
Have NO Computer	3	0.7%	5	Low
HOUSEHOLDS AND INTERNET SUBSCRIPTIONS				
Total	115	100.0%	62	High
With an Internet Subscription				
Dial-Up Alone	105	91.3%	61	High
Dial-Up Alone	0	0.0%	14	
Broadband	63	54.8%	37	High
Satellite Service	31	27.0%	45	Low
Other Service	0	0.0%	14	
Internet Access with no Subscription				
Internet Access with no Subscription	1	0.9%	4	Low
With No Internet Access	9	7.8%	9	Low

Source: U.S. Census Bureau, 2018-2022 American Community Survey Reliability: High Medium Low
 January 23, 2025

MARKET ANALYSIS REPORTS - LEXINGTON ACS POPULATION SUMMARY (CONTINUED)

 ACS Population Summary		Prepared by Esri		
Lexington City, GA Lexington City, GA (1346188) Geography: Place				
	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	156	100.0%	82	High
Drove alone	151	96.8%	82	High
Carpooled	4	2.6%	5	Low
Public transportation (excluding taxicab)	0	0.0%	14	Low
Bus or trolley bus	0	0.0%	14	Low
Light rail, streetcar or trolley	0	0.0%	14	Low
Subway or elevated	0	0.0%	14	Low
Long-distance/Commuter Train	0	0.0%	14	Low
Ferryboat	0	0.0%	14	Low
Taxicab	0	0.0%	14	Low
Motorcycle	0	0.0%	14	Low
Bicycle	0	0.0%	14	Low
Walked	0	0.0%	14	Low
Other means	0	0.0%	14	Low
Worked at home	1	0.6%	2	Low
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	155	100.0%	82	High
Less than 5 minutes	3	1.9%	7	Low
5 to 9 minutes	6	3.9%	7	Low
10 to 14 minutes	13	8.4%	16	Low
15 to 19 minutes	0	0.0%	14	Low
20 to 24 minutes	21	13.5%	27	Low
25 to 29 minutes	36	23.2%	44	Low
30 to 34 minutes	24	15.5%	31	Low
35 to 39 minutes	26	16.8%	34	Low
40 to 44 minutes	16	10.3%	18	Low
45 to 59 minutes	10	6.5%	11	Low
60 to 89 minutes	0	0.0%	14	Low
90 or more minutes	0	0.0%	14	Low
Average Travel Time to Work (in minutes)	27.5		21.4	Low
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	96	100.0%	59	High
Own children under 6 years only	2	2.1%	4	Low
In labor force	2	2.1%	4	Low
Not in labor force	0	0.0%	14	Low
Own children under 6 years and 6 to 17 years	5	5.2%	9	Low
In labor force	5	5.2%	9	Low
Not in labor force	0	0.0%	14	Low
Own children 6 to 17 years only	36	37.5%	45	Low
In labor force	36	37.5%	45	Low
Not in labor force	0	0.0%	14	Low
No own children under 18 years	53	55.2%	38	Low
In labor force	36	37.5%	35	Low
Not in labor force	17	17.7%	15	Low

Source: U.S. Census Bureau, 2018-2022 American Community Survey

Reliability: High Medium Low

January 23, 2025

 ACS Population Summary		Prepared by Esri		
Lexington City, GA Lexington City, GA (1346188) Geography: Place				
	2018-2022 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	410	100.0%	195	High
Under 19 years:	217	52.9%	148	Low
One Type of Health Insurance:	217	52.9%	148	Low
Employer-Based Health Ins Only	32	7.8%	37	Low
Direct-Purchase Health Ins Only	2	0.5%	4	Low
Medicare Coverage Only	0	0.0%	14	Low
Medicaid Coverage Only	183	44.6%	136	Low
TRICARE/Military Hlth Cov Only	0	0.0%	14	Low
VA Health Care Only	0	0.0%	14	Low
2+ Types of Health Insurance	0	0.0%	14	Low
No Health Insurance Coverage	0	0.0%	14	Low
19 to 34 years:	53	12.9%	49	Low
One Type of Health Insurance:	40	9.8%	47	Low
Employer-Based Health Ins Only	37	9.0%	46	Low
Direct-Purchase Health Ins Only	3	0.7%	5	Low
Medicare Coverage Only	0	0.0%	14	Low
Medicaid Coverage Only	0	0.0%	14	Low
TRICARE/Military Hlth Cov Only	0	0.0%	14	Low
VA Health Care Only	0	0.0%	14	Low
2+ Types of Health Insurance	1	0.2%	3	Low
No Health Insurance Coverage	12	2.9%	15	Low
35 to 64 years:	114	27.8%	69	High
One Type of Health Insurance:	57	13.9%	30	High
Employer-Based Health Ins Only	53	12.9%	30	High
Direct-Purchase Health Ins Only	0	0.0%	14	Low
Medicare Coverage Only	0	0.0%	14	Low
Medicaid Coverage Only	4	1.0%	6	Low
TRICARE/Military Hlth Cov Only	0	0.0%	14	Low
VA Health Care Only	0	0.0%	14	Low
2+ Types of Health Insurance	7	1.7%	8	Low
No Health Insurance Coverage	50	12.2%	62	Low
65+ years:	26	6.3%	18	Low
One Type of Health Insurance:	5	1.2%	6	Low
Employer-Based Health Ins Only	1	0.2%	2	Low
Direct-Purchase Health Ins Only	0	0.0%	14	Low
Medicare Coverage Only	4	1.0%	6	Low
TRICARE/Military Hlth Cov Only	0	0.0%	14	Low
VA Health Care Only	0	0.0%	14	Low
2+ Types of Health Insurance:	21	5.1%	18	Low
Employer-Based & Direct-Purchase Health Insurance	0	0.0%	14	Low
Employer-Based Health & Medicare Insurance	15	3.7%	16	Low
Direct-Purchase Health & Medicare Insurance	6	1.5%	7	Low
Medicare & Medicaid Coverage	0	0.0%	14	Low
Other Private Health Insurance Combos	0	0.0%	14	Low
Other Public Health Insurance Combos	0	0.0%	14	Low
Other Health Insurance Combinations	0	0.0%	14	Low
No Health Insurance Coverage	0	0.0%	14	Low

Source: U.S. Census Bureau, 2018-2022 American Community Survey

Reliability: High Medium Low

January 23, 2025

MARKET ANALYSIS REPORTS - LEXINGTON ACS POPULATION SUMMARY (CONTINUED)

2018-2022 ACS Estimate		Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	410	100.0%	195	■
Under .50	6	1.5%	8	■
.50 to .99	214	52.2%	163	■
1.00 to 1.24	3	0.7%	4	■
1.25 to 1.49	0	0.0%	14	■
1.50 to 1.84	8	2.0%	8	■
1.85 to 1.99	0	0.0%	14	■
2.00 and over	179	43.7%	93	■
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	200	100.0%	88	■
Veteran	5	2.5%	6	■
Nonveteran	195	97.5%	88	■
Male	89	44.5%	49	■
Veteran	5	2.5%	6	■
Nonveteran	84	42.0%	49	■
Female	111	55.5%	60	■
Veteran	0	0.0%	14	■
Nonveteran	111	55.5%	60	■
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	5	100.0%	6	■
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	0	0.0%	14	■
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	0	0.0%	14	■
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	0	0.0%	14	■
Gulf War (8/90 to 8/01), no Vietnam Era	1	20.0%	2	■
Gulf War (8/90 to 8/01) and Vietnam Era	0	0.0%	14	■
Vietnam Era, no Korean War, no World War II	2	40.0%	5	■
Vietnam Era and Korean War, no World War II	0	0.0%	14	■
Vietnam Era and Korean War and World War II	0	0.0%	14	■
Korean War, no Vietnam Era, no World War II	2	40.0%	3	■
Korean War and World War II, no Vietnam Era	0	0.0%	14	■
World War II, no Korean War, no Vietnam Era	0	0.0%	14	■
Between Gulf War and Vietnam Era only	0	0.0%	14	■
Between Vietnam Era and Korean War only	0	0.0%	14	■
Between Korean War and World War II only	0	0.0%	14	■
Pre-World War II only	0	0.0%	14	■
HOUSEHOLDS BY POVERTY STATUS				
Total	115	100.0%	62	■
Income in the past 12 months below poverty level	36	31.3%	46	■
Married-couple family	0	0.0%	14	■
Other family - male householder (no wife present)	0	0.0%	14	■
Other family - female householder (no husband present)	29	25.2%	45	■
Nonfamily household - male householder	3	2.6%	5	■
Nonfamily household - female householder	4	3.5%	6	■
Income in the past 12 months at or above poverty level	79	68.7%	41	■
Married-couple family	43	37.4%	38	■
Other family - male householder (no wife present)	7	6.1%	13	■
Other family - female householder (no husband present)	8	7.0%	8	■
Nonfamily household - male householder	4	3.5%	4	■
Nonfamily household - female householder	17	14.8%	14	■
Poverty Index	252			

Source: U.S. Census Bureau, 2018-2022 American Community Survey

Reliability: ■ high ■ medium ■ low

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2018-2022 ACS Estimate		Percent	MOE(±)	Reliability
HOUSEHOLDS BY OTHER INCOME				
Social Security Income	27	23.5%	18	■
No Social Security Income	88	76.5%	59	■
Retirement Income	21	18.3%	15	■
No Retirement Income	94	81.7%	58	■
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS				
<10% of Income	9	18.4%	13	■
10-14.9% of Income	0	0.0%	14	■
15-19.9% of Income	0	0.0%	14	■
20-24.9% of Income	2	4.1%	3	■
25-29.9% of Income	0	0.0%	14	■
30-34.9% of Income	36	73.5%	46	■
35-39.9% of Income	2	4.1%	4	■
40-49.9% of Income	0	0.0%	14	■
50+% of Income	0	0.0%	14	■
Gross Rent % Inc Not Computed	0	0.0%	14	■
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	115	100.0%	62	■
With public assistance income	0	0.0%	14	■
No public assistance income	115	100.0%	62	■
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	115	100.0%	62	■
With Food Stamps/SNAP	35	30.4%	46	■
With No Food Stamps/SNAP	80	69.6%	42	■
HOUSEHOLDS BY DISABILITY STATUS				
Total	115	100.0%	62	■
With 1+ Persons w/Disability	25	21.7%	17	■
With No Person w/Disability	90	78.3%	60	■

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2022, adjusted for inflation.

2018-2022 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2018-2022 ACS estimates, five-year period data collected monthly from January 1, 2018 through December 31, 2022. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Source: U.S. Census Bureau, 2018-2022 American Community Survey

Reliability: ■ high ■ medium ■ low

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MARKET ANALYSIS REPORTS - RETAILERS WITHIN 2 MILES OF DOWNTOWN LEXINGTON

Name	Business Type	Estimated Number of Employees	Estimated Yearly Revenue
Bells Food Market	Grocery Stores	40	\$2,854,000
Chick N Fix	Restaurants and Other Eating Places	23	\$1,784,000
Taco's Mexican Food	Restaurants and Other Eating Places	23	\$1,753,000
Morning Glory Rentals LLC	Other	18	\$1,473,000
The Lexington Smokehouse	Restaurants and Other Eating Places	18	\$1,445,000
Wynne Wood Weddings At Wynne Wood Grove	Other	18	\$1,445,000
Bottle King Package Shop	Beer, Wine, and Liquor Stores	5	\$1,311,000
Blazers of Lexington Hot Wings	Restaurants and Other Eating Places	12	\$1,190,000
Minit Serve Food Store	Convenient Store	6	\$1,158,000
Golden Panda	Restaurants and Other Eating Places	7	\$1,130,000
Goodness Grows	Lawn and Garden Equipment and Supp	9	\$1,001,000
CARQUEST Auto Parts	Auto Parts, Accessories & Tire Stores	13	\$973,000
Rowdy Rooster	Restaurants and Other Eating Places	4	\$899,000
Paul's Bar-B-Q	Restaurants and Other Eating Places	5	\$850,000
Subway	Restaurants and Other Eating Places	9	\$850,000
Golden Pantry	Convenient Store	10	\$784,000
Dave Gordon Auto Supply	Auto Parts, Accessories & Tire Stores	4	\$757,000
Lexington Auto Parts	Auto Parts, Accessories & Tire Stores	4	\$730,000
Lexington Tire Shop Repair	Automotive Repair and Maintenance	2	\$242,000
Burger King	Restaurants and Other Eating Places	24	N/A

Source: AtoZdatabases

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