

The
LAWRENCE
HOTEL

**The Lawrence Hotel to Open Summer 2026
as First Boutique, Full-Service Hotel in Downtown Lawrenceville, GA**
TheLawrenceHotel.com live for information March 5, 2026

LAWRENCEVILLE, GA, March 5, 2026 - The Lawrence Hotel, the first upscale, boutique, full-service hotel in downtown Lawrenceville, GA is scheduled to open this summer, with additional information with the launching of its new website: www.thelawrencehotel.com starting March 5th. The Lawrence, a Hilton Tapestry property, signals a major development in bustling Lawrenceville, a charming historic community 40 minutes north of Atlanta and a destination in its own right. With 120 guest rooms and suites, the four-story hotel will anchor downtown Lawrenceville's arts, culture, gathering, and dining scene. The property features two dining options, more than 6,000 square-feet of indoor and outdoor event and meeting space, a fitness center, and an inviting outdoor courtyard.

"Creativity, incredible resolve, and an unwavering belief in what this project could mean for our community carried it forward through a global pandemic and a rapidly changing economic climate. The Downtown Development Authority, City Council, our executive leadership team, and dedicated staff across multiple departments stood strong as true partners throughout the journey. Together, they turned a challenging chapter in history into a remarkable achievement for Lawrenceville," said Mayor David Still, who added, "The Lawrence Hotel now stands as a symbol of Lawrenceville's spirit and its bright future."

A completely new build, The Lawrence Hotel is less than a block away from the Aurora Theatre, Georgia's second-largest professional theater, and sits just steps from downtown Lawrenceville's restaurants and attractions. The hotel blends contemporary style with industrial charm—its brick exterior, wrought-iron accents, and oversized factory-style floor-to-ceiling guestroom windows give a nod to the city's legacy of hard work and hospitality.

"The Lawrence was conceived eight years ago with the belief that thoughtful hospitality can help shape a community's future. From the beginning, our goal was to create more than just a hotel. We set out to invest in Lawrenceville itself, building a place that contributes to its growth, vitality, and sense of belonging for generations to come," says Greg Winey, President and Principal, of NorthPointe Hospitality Management & Development, the hotel developer and management company, adding, "I am eternally grateful for the City's partnership, creativity and patience during this entire journey. It has been nothing short of outstanding."

The interior contrasts the industrial exterior with warm, organic materials such as wood, stone, and leather. Natural light streams through the oversized windows, while brick arches frame cozy nooks and conversation areas, creating a harmonious balance of natural and man-made elements. Thoughtfully designed spaces reflect Lawrenceville's character, offering guests comfort and connection through Southern-inspired cuisine with a nod toward Mediterranean fare, curated interiors, and a sense of place rooted in the community's history.

Two dining options offer a unique taste of Lawrenceville's character and are committed to highlighting local Georgia Grown™ and regional products and produce. Executive Chef Dominic Simpson leads the food and beverage operations, ensuring every experience is thoughtfully crafted. At the hotel's signature restaurant, Bellfire, named after the city's historic bell tower and firehouse, the irresistible campfire aroma of a blazing wood-fire grill beckons diners. The menu highlights include Stuffed Bramlett Farms Trout with Crawfish Succotash and Fire-grilled Châtel

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Farms Prime Ribeye showcase farm-to-table dishes. Ellijay Mushrooms, Plantation Quail, Comfort Farms, Joyce Farms, and Anson Mills also make an appearance on the menu.

Old Nick's, named after a hard-working mule who pulled buggies and hauled firefighting gear in the early 1900s, celebrates craft cocktails, fine whiskey, an extensive wine list, and local beers including Lawrenceville's own Slow Pour Brewing Co. and Ironshield Brewing, alongside a selection of small plates. The courtyard retreat, complete with full-service bar and intimate seating areas, encourages guests and neighbors to gather, linger, and savor specialty beverages like the Hearth Old Fashioned, Mediterranean Mule with a pinch of Thyme, or a Fig & Olive Martini, along with a selection of Zero-Proof Cocktails.

The innovative meetings and event space will feature indoor and outdoor venues for corporate and social gatherings of up to 260 guests, complete with curated menus, elevated culinary and bar experiences, and on-site meeting planners. The space is artfully designed not only to host memorable events but also to bring groups into the heart of Lawrenceville, encouraging exploration of the downtown shops, restaurants, and local culture.

With its thoughtful design, locally inspired dining, versatile event spaces, and signature touches that honor the hometown history, The Lawrence Hotel offers a stay that is both comfortable and connected to the community. Whether visiting for business or leisure, guests can immerse themselves in the city's culture, explore downtown shops and restaurants, or simply relax in inviting spaces that blend industrial charm with warm, organic interiors.

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About the City of Lawrenceville

Lawrenceville is the county seat of Gwinnett, with regional assets that include Georgia Gwinnett College, Northside Hospital Gwinnett, and the Lawrenceville Arts Center, home of the Aurora Theatre. Known affectionately as the heart of Gwinnett, Lawrenceville has a population of 30,000 and serves more than 80,000 people who regularly work, conduct business, or visit the Historic Downtown Square. Original dining, craft brewing, concerts, festivals, and year-round entertainment create a true urban experience with small-town appeal. For more information, visit <http://www.lawrencevillega.org> or follow the city on social media.

About NorthPointe Hospitality Management & Development

NorthPointe Hospitality Management & Development is a leading hospitality management and development firm specializing in complex, historic, and distinctive projects. NorthPointe Hospitality, and its principal and founder Greg Winey, have been recognized as a Top 100 Hospitality Management Company since 2018. NorthPointe's track record of creating a strong portfolio comes from consistently delivering healthy returns for investors, and a deep understanding of development, on-site operations, profitability, and ultimately the most important initiative, guest loyalty. For more information, visit www.NorthPH.com.

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