



Halcyon Forsyth
5.0 Miles | 10 Min



AVALON
5.7 Miles | 10 Min

±21.50 Acres

Francis Road

Cogburn Road

OFFERING MEMORANDUM

LUXURY HOME DEVELOPMENT OPPORTUNITY
± 21.50 ACRES | UP TO EIGHTEEN 1-ACRE LOTS

MILTON, GA

DISCLAIMER & LIMITING CONDITIONS

Bull Realty has been retained as the exclusive listing broker to arrange the sale of the Subject Property.

This Offering Memorandum contains selected information pertaining to the Property but does not purport to be all-inclusive or to contain all of the information that a prospective purchaser may require. All financial projections are provided for general reference purposes only and are based upon assumptions relating to the general economy, competition and other factors, which therefore, are subject to material change or variation. Prospective purchasers may not rely upon the financial projections, as they are illustrative only. An opportunity to inspect the Property will be made available to qualified prospective purchasers.

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

This Offering Memorandum is subject to prior placement, errors, omissions, changes or withdrawal without notice and does not constitute a recommendation, endorsement or advice as to the value of the Property by Bull Realty Inc. or the current Owner/Seller. Each prospective purchaser is to rely upon its own investigation, evaluation and judgment as to the advisability of purchasing the Property described herein.

Owner/Seller expressly reserve the right, at its sole discretion, to reject any or all expressions of interest or offers to purchase the Property and/or to terminate discussions with any party at any time with or without notice. Owner/Seller shall have no legal commitment or obligation to any purchaser reviewing this Offering Memorandum or making an offer to purchase the Property unless a written agreement for the purchase of the Property has been fully executed, delivered and approved by the Owner/Seller and any conditions to the purchaser's obligations therein have been satisfied or waived. The Seller reserves the right to move forward with an acceptable offer prior to the call for offers deadline.

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



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EXECUTIVE SUMMARY

PROPERTY HIGHLIGHTS

- ± 21.50 acre luxury home development site in Milton, GA
- Potential to develop up to eighteen homes on one-acre lots plus community amenity areas
- Average home price within half mile radius of site from Jan 2020 through July 2022 was \$850,000
- Highest home sale within half mile radius of site from Jan 2020 through July 2022 was \$4,600,000
- Milton, GA is home to some of the best schools in the state of Georgia | 24/7 Wall Street ranked Milton as the best place to live in Georgia
- According to Niche.com, Milton is the third best place to raise a family and one of the best suburbs to live in in Georgia : See more accolades for Milton, GA on page 12
- Average household income of \$289,800 within 1-mile radius of site
- This property is zoned for Summit Hill Elementary, Hopewell Middle and Cambridge High School
- City of Milton AG-1 zoning: <https://bit.ly/3zGY6wd>
- The property is located 5 miles from downtown Milton and Alpharetta, Halcyon and the Avalon. It is located 17 miles from Lake Lanier and 30 miles from downtown Atlanta
- Sources: *Redfin.com & Zillow.com*



SALE PRICE:
\$4,500,000

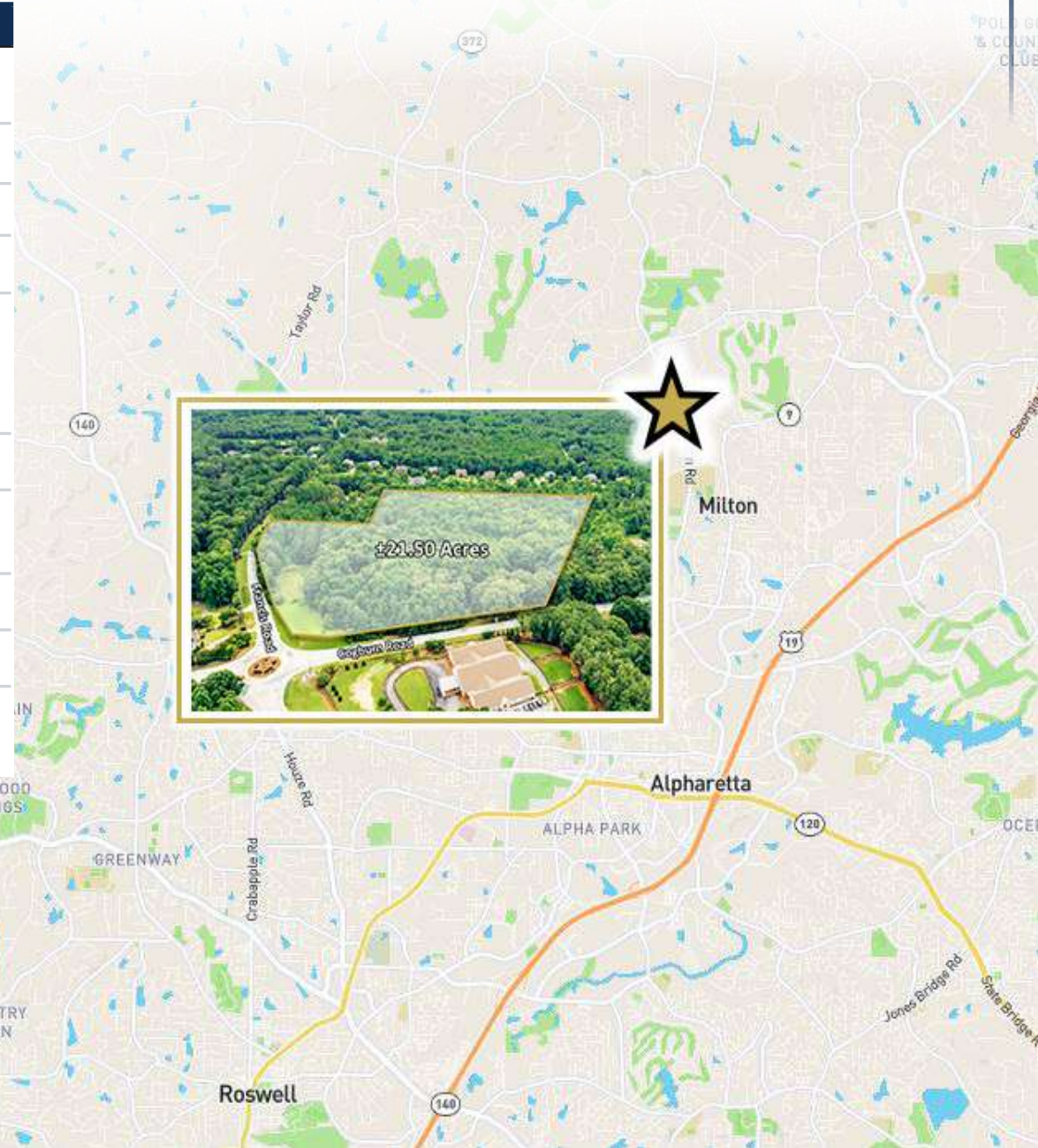
PER HOME SITE:
\$250,000



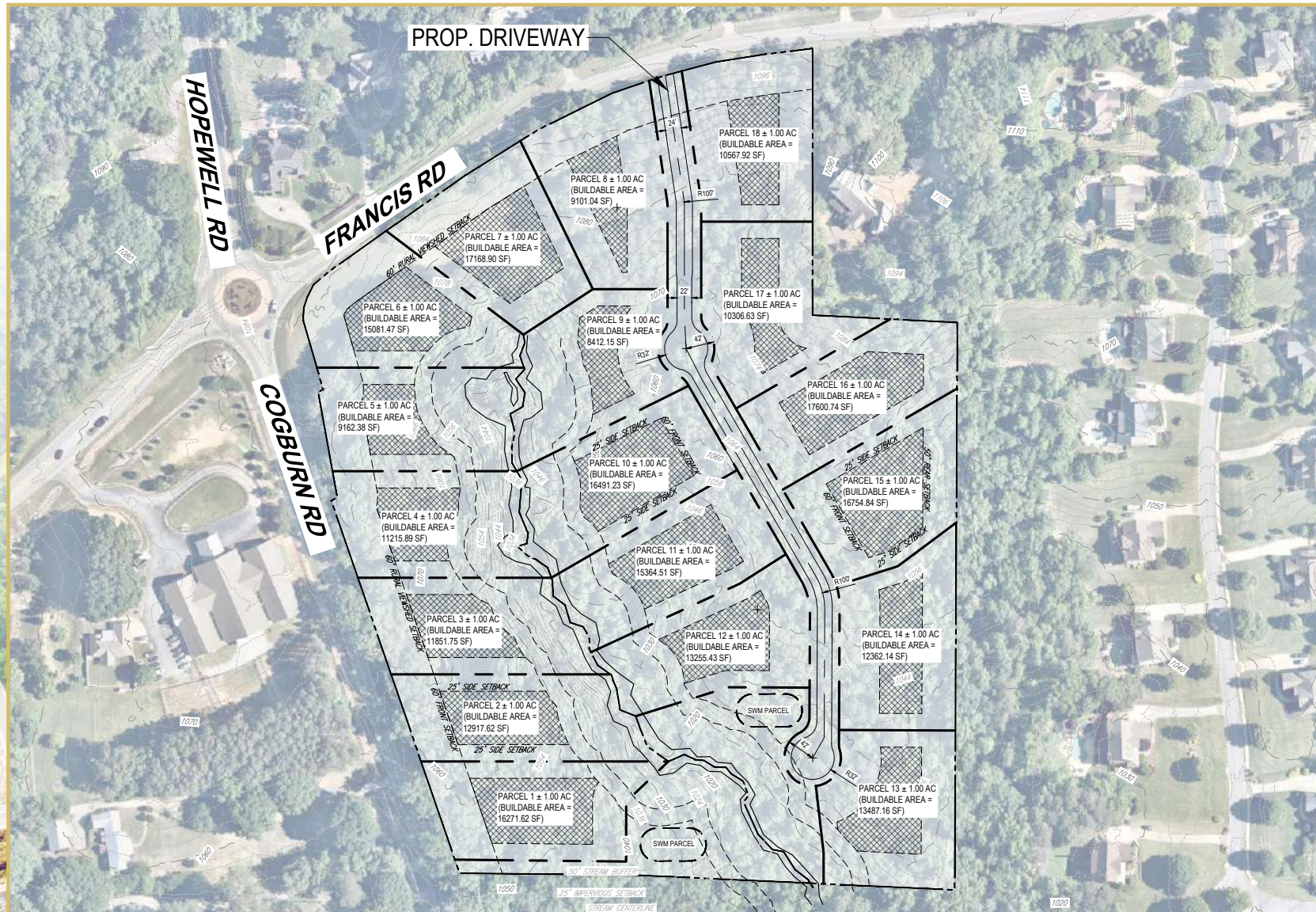
PROPERTY INFORMATION

OVERVIEW

ADDRESS	14600 Cogburn Road Alpharetta, GA 30004
COUNTY	Fulton
SITE SIZE	± 21.50 acres
PARCEL ID	22-5060-0679-050-5
ZONING	AG1- https://bit.ly/3zGY6wd
CURRENT USE	Raw land
PROPOSED USE	Single family home development
UTILITIES	All-to-site except sewer
SALE PRICE	\$4,500,000
PRICE PER HOME SITE	\$250,000



PROPOSED SITE PLAN WITH EIGHTEEN 1-ACRE HOME SITES

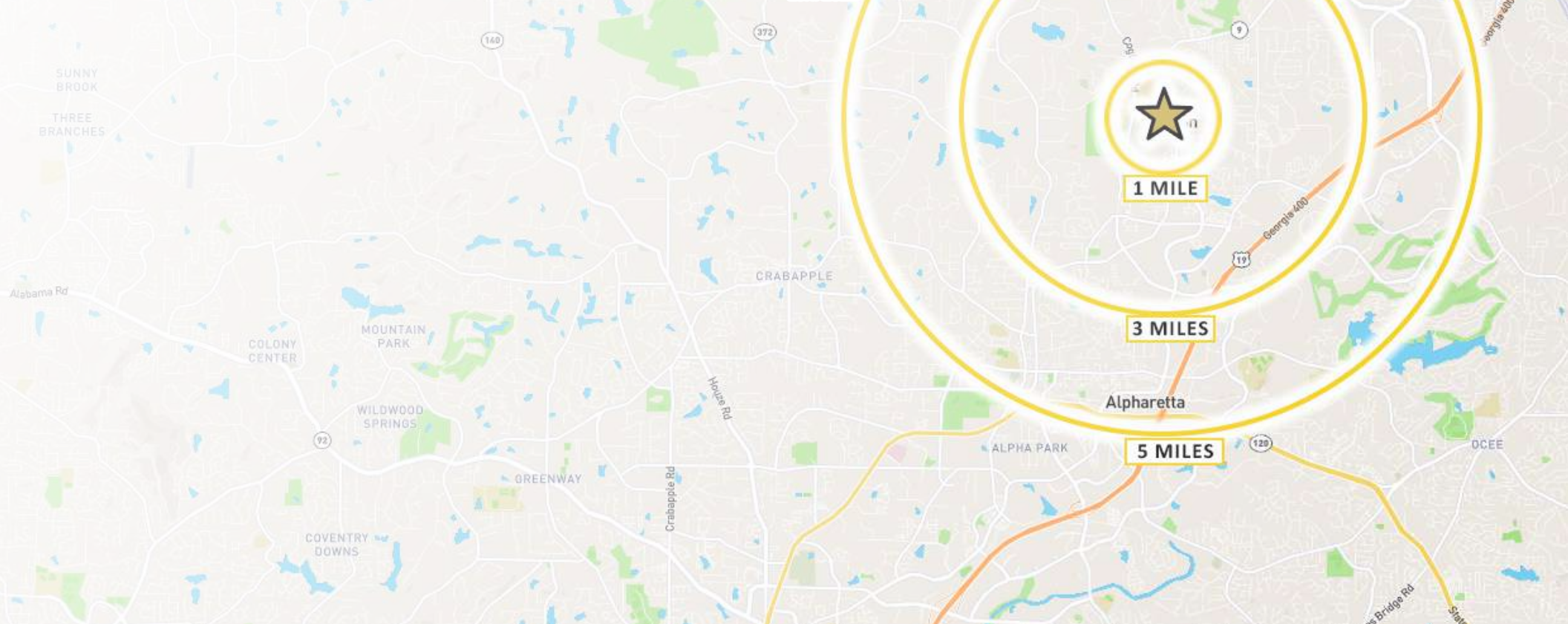


DEMOGRAPHIC OVERVIEW

DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
TOTAL POPULATION	3,820	40,319	109,778
TOTAL HOUSEHOLDS	1,181	13,907	39,340
AVERAGE HOUSEHOLD INCOME	\$289,800	\$183,437	\$181,039

ESRI 2021



SOUTHEAST



Halcyon Forsyth
5.0 Miles | 10 Min



Cambridge High School
1.4 Miles | 2 Min



Hopewell Middle School
2.7 Miles | 5 Min

North Park
2.0 Miles | 4 Min

Providence Park
2.0 Miles | 4 Min

±21.50 Acres

Cogburn Road

SOUTHWEST

ALPHARETTA
CITY CENTER

5.4 Miles | 10 Min Drive

Roswell
georgia

10.5 Miles | 23 Min Drive



ATLANTA
DOWNTOWN

29 Miles | 35 Min Drive

THE
BATTERY
ATLANTA

Braves

26.4 Miles | 35 Min

NORTH
POINT

7.3 Miles | 13 Min

CRABAPPLE
MARKET

5.3 Miles | 10 Min

Wills Park Recreation Center
6.5 Miles | 12 Min



Summit Hill
Elementary School
3.4 Miles | 7 Min

±21.50 Acres

NORTHEAST



14.2 Miles | 25 Min



Lake Lanier

17 Miles | 30 Min

Fowler Park

5.6 Miles | 12 Min

±21.50 Acres

ABOUT THE AREA

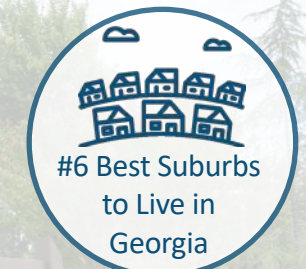
MILTON

The City of Milton is a rural paradise located just minutes from GA. 400 in North Fulton County. Historically farmland, Milton has been and will continue to be preserved thanks to smart land-use policies and an emphasis on balanced development. In addition to its unmatched quality of life, Milton is home to some of the best schools in the state and features a vibrant mix of commercial, office and retail space for business owners looking to reach their dreams. Milton is consistently ranked as offering residents among the highest quality of life in Georgia. In 2011 -- just five years after the City's incorporation -- Milton was rated as having the highest quality of life in the state of Georgia and ninth-highest quality of life in the southern United States. Named after Revolutionary War Hero John Milton -- the namesake, too, of the former Milton County that included modern-day Milton between 1857 and 1931 -- the City of Milton is a part of Fulton County with County Commission representation.

Source: <https://www.exploregeorgia.org/city/milton>

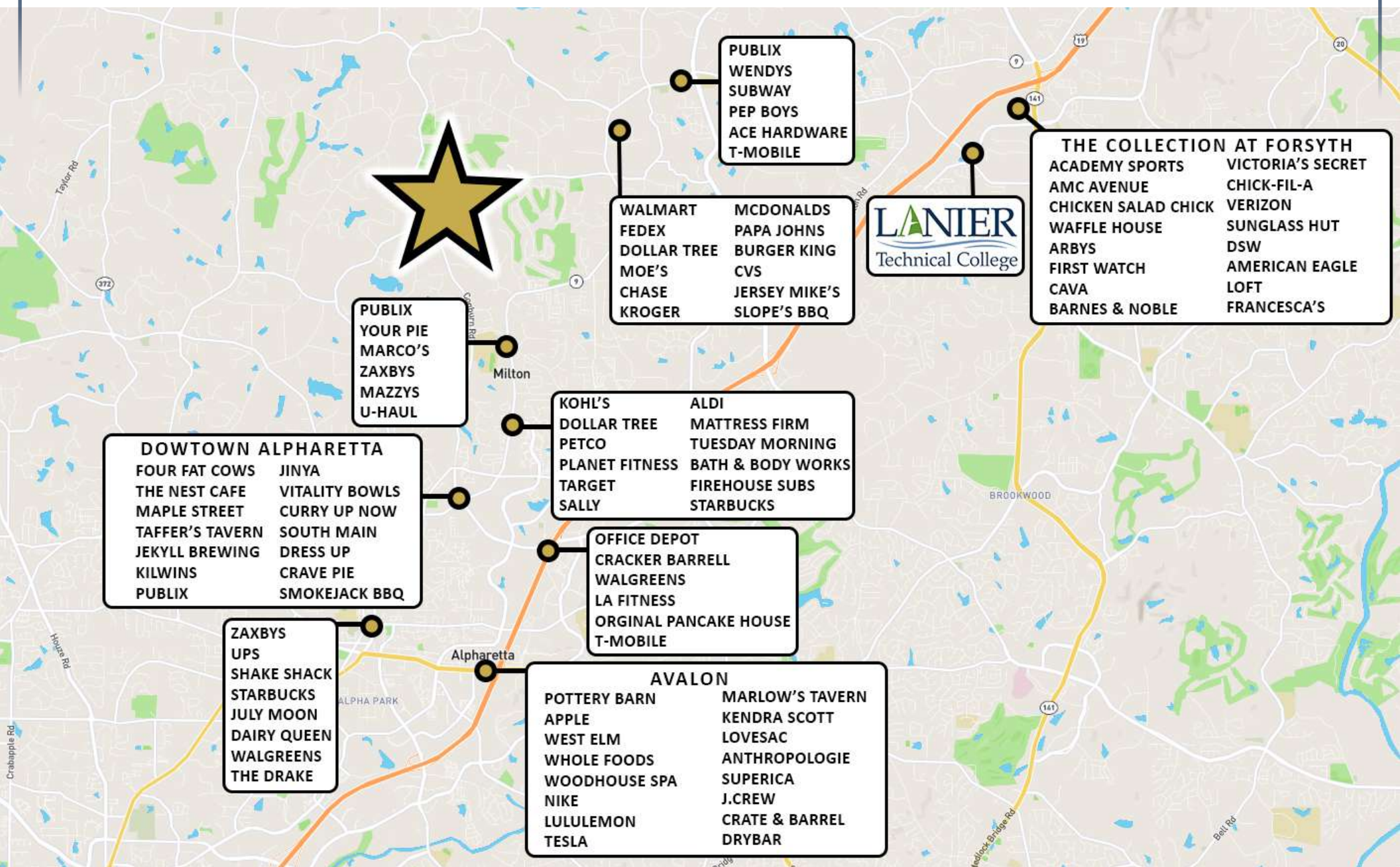


MILTON ACCOLADES

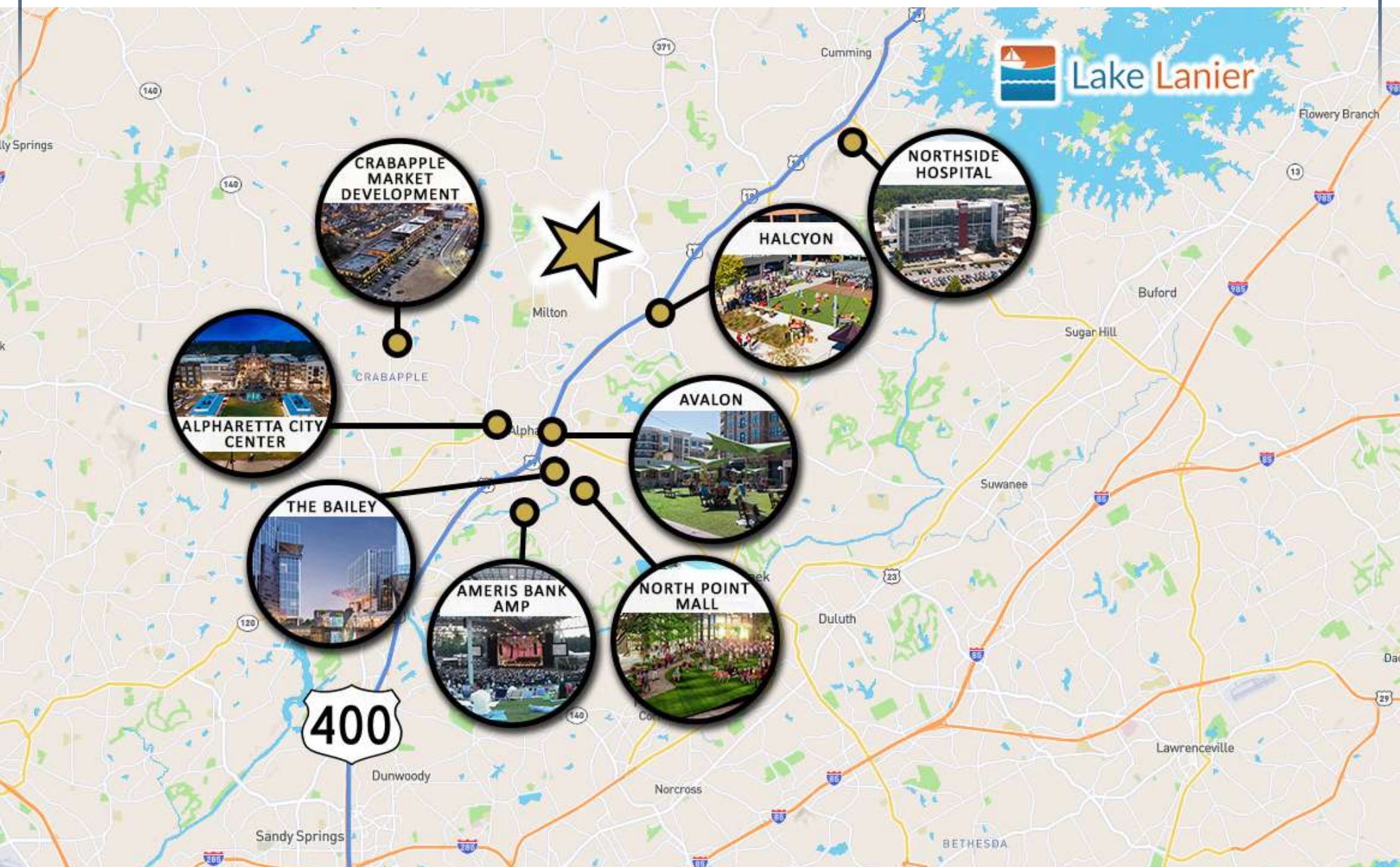


Source: Niche.com

IN THE AREA



IN THE AREA

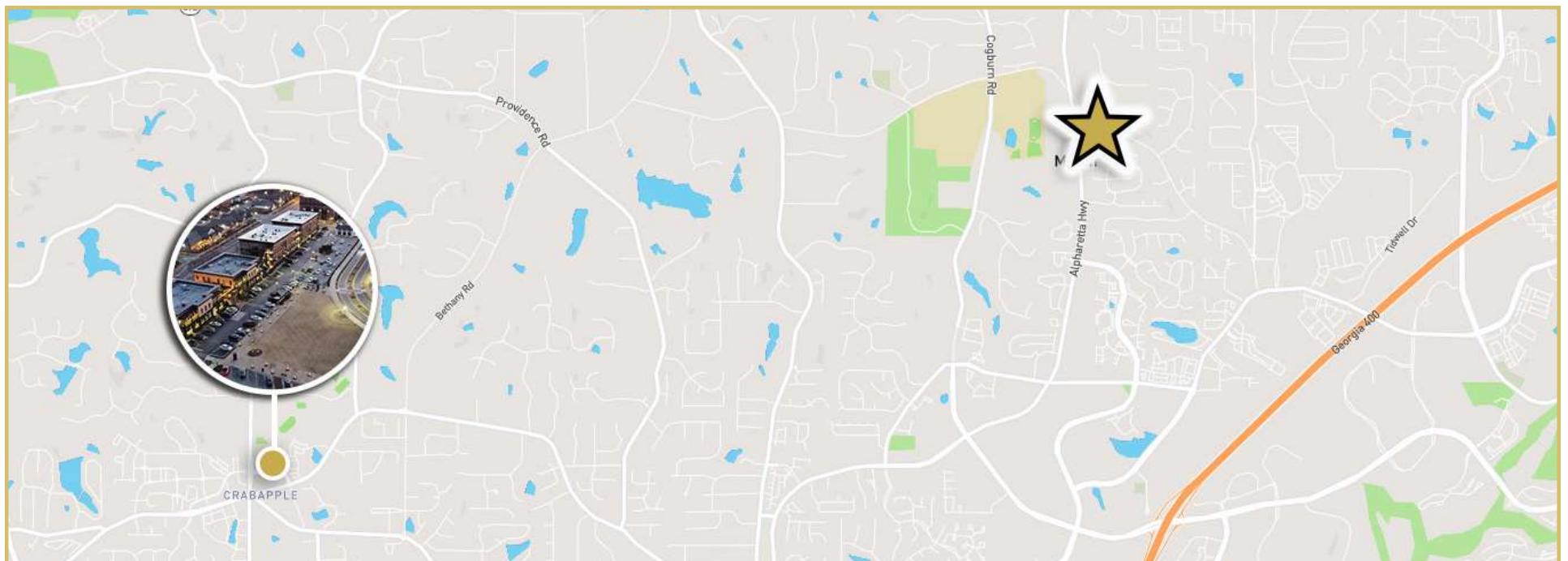


AREA DEVELOPMENTS

CRABAPPLE MARKET DEVELOPMENT

Located at 12650 Crabapple Road in Milton, the master-planned Crabapple development has taken shape in recent years about three miles northwest of downtown Alpharetta. It includes a green space for festivals and other gatherings, a stage for concerts and movies, and buildings with brick facades (and arched windows and rooftop patios, in some cases) meant to recall historic city centers. Known for its equestrian heritage, the city of roughly 41,000 incorporated as its own Fulton County municipality in 2006, and a new Cooper Carry-designed Milton City Hall opened as part of Crabapple in 2017. Officials with Ackerman Retail report that a “major expansion” at Crabapple is complete and that tenant deliveries are underway for an eclectic slate of new restaurants and retailers. All are expected to open in 2022.

Source: <https://atlanta.urbanize.city/post/crabapple-market-development-lands-eclectic-slate-eateries>



AREA DEVELOPMENTS

THE BAILEY

The \$160 million mixed-use project, The Bailey, is a “tech-centric luxury multiplex” that will feature traditional mixed-use components—a 100-key boutique hotel with conference space—alongside facets such as med-spa facilities and a medical office complex that emphasize health and wellness. Other sections would see more Class A offices, “coveted retail brands,” and “high-end dining options”. It’s called “The Bailey” as a nod to an Alpharetta family of that name who donated land for the Bailey-Johnson School, which allowed local Black students the opportunity to attend a high school during segregation without commuting to Atlanta. Plans call for preserving a historic Bailey family cemetery—with one grave dating back to 1881—next door. According to an Alux representative, the company hopes to break ground on The Bailey in January and open the project by March 2024.

Source: <https://atlanta.urbanize.city/post/alpharetta-okays-splashy-160m-development-near-ga-highway-400>



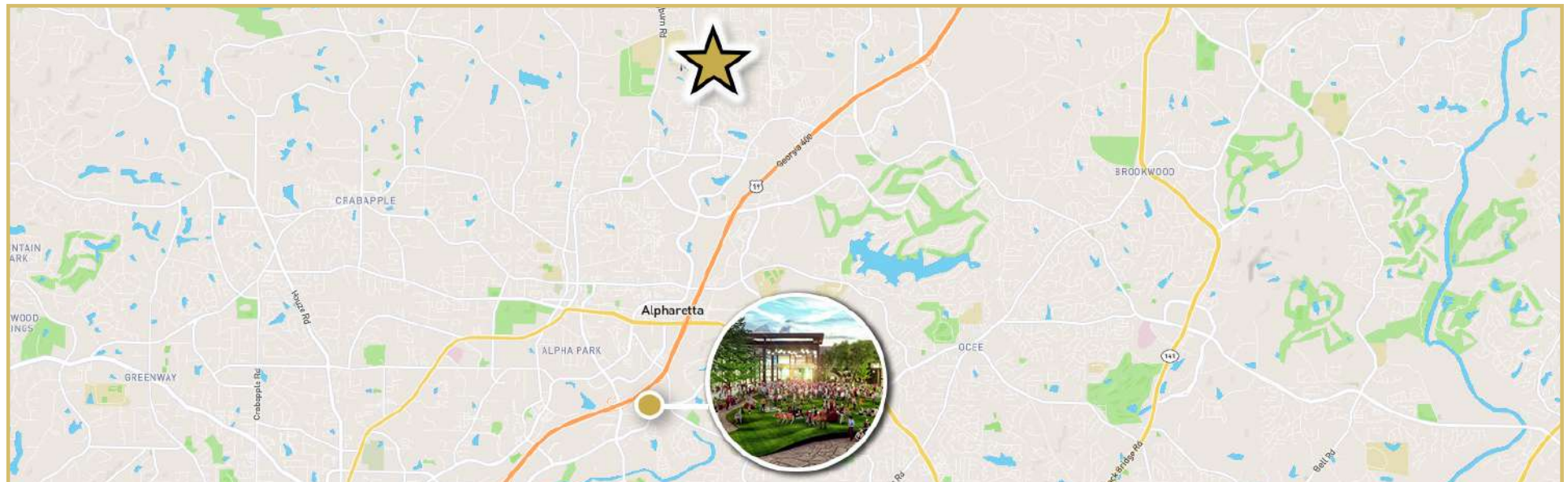
AREA DEVELOPMENTS

REIMAGINED NORTH POINT MALL

Plans have been percolating to remake Alpharetta's North Point Mall from a standard, drive-to shopping center into north OTP's next walkable live-work-play district. The mall's ownership hired Texas-based Trademark Property Company in early 2021 to lead redevelopment of more than 80 acres of the property, located off Ga. Highway 400 and Encore Parkway. The overarching goal is to change the function and feel of the quintessentially suburban 1990s relic—to better keep pace with mixed-use, New Urbanist juggernauts Avalon and Halcyon, both also located in Alpharetta.

Plans call for demolishing a large portion of the mall and opening renovated interiors and facades that remain into what's described as a "verdant public realm." Much of today's surface parking would be scrapped for new buildings, green spaces, streets, and links to trails such as the AlphaLoop, with a goal of enhancing walkability and bringing energy all day and night, officials say. The green centerpiece concept is described as one of North Fulton County's largest outdoor gathering areas, featuring a 10,500-square-foot plaza that could host more than 2,500 concertgoers. Other elements would include gardens and paths, interactive water features, and soft seating. The first phase is expected to include 320 apartments, more than 85,000 square feet of new retail, and yes a 15,000-square-foot food hall. Ultimately, the site's master plan calls for a virtual mini city to rise across multiple phases over the next decade, organized into three districts: The Neighborhood, The Village social hub, and the largest section, The Station, where commercial activity would be centered.

Source: <https://atlanta.urbanize.city/post/renderings-unveiled-reimagined-north-point-mall-alpharetta>



AREA DEVELOPMENTS

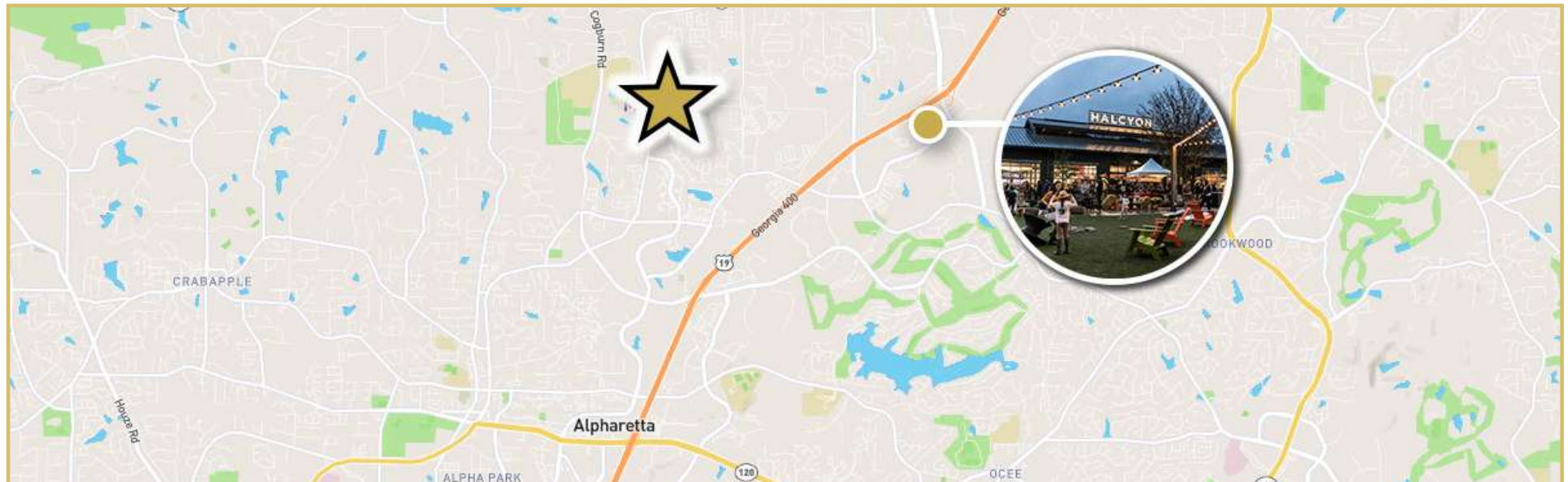
HALCYON

Halcyon, 135-acre gathering place, is the next generation of mixed-use development and a new opportunity to define community in Forsyth County. With the Big Creek Greenway trailhead situated at Halcyon, strolling with furry friends, biking, walking and jogging are a part of their fabric. Paved pathways, curated shops, chef-driven restaurants and throughout the community connect people to places. There is a common green at the center. All of it seamlessly integrated and thoughtfully designed to complement the surroundings, allowing community and connections to happen naturally.

Halcyon offers creative office space with flexible and efficient floor plates to fit mid-size to large users' needs. Reminiscent of industrial-style factories, the office space features painted and distressed brick on the exterior and a modern, clean interior. Halcyon office tenants have unbeatable access to the variety of amenities the village has to offer.

Restaurants include Butcher & Brew, Hobnob, Holmes Slice, Kilwins, Land of a Thousand Hills, Playa Bowls, Salata and more. Shopping includes Dogtopia, Lizard Thicket, Lush Nail Bar, Board and Brush and more. Other entertainment include CMX CineBistro, Lush Nail Bar, The Forum Athletic Club, Unique Cuts and more.

Source: <https://atlanta.urbanize.city/post/renderings-unveiled-reimagined-north-point-mall-alpharetta>



AREA DEVELOPMENTS

ALPHARETTA CITY CENTER

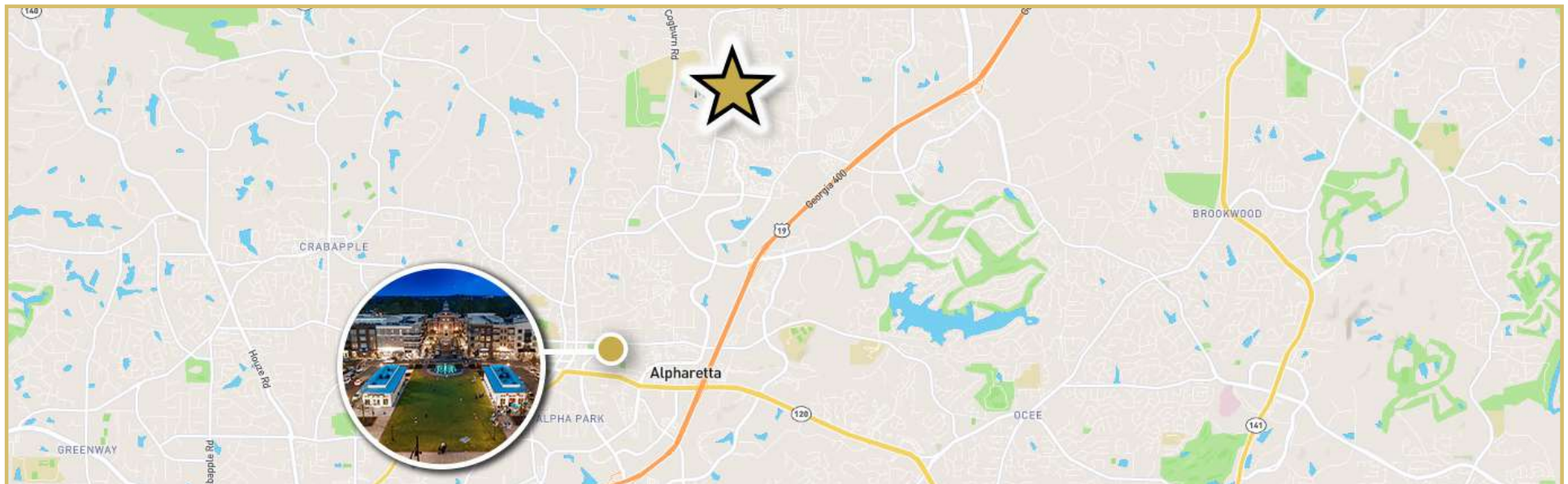
The award-winning Alpharetta City Center (ACC) is a 26-acre mixed-use destination developed in partnership with the City of Alpharetta to expand the existing downtown historic district by six city blocks. The development is home to Alpharetta City Hall; Fulton County Library; 74,000 square feet of retailers and restaurants; 36,000 square feet of office space; and 168 luxury apartments. Additionally, visitors of the property have access to several on-site greenspaces, including the five-acre Brook Street Park and the one-acre Town Green.

Alpharetta City Center is conveniently located less than two miles from Exit 9 off GA-400 and can also be accessed via the Alpha Loop.

The project's design incorporates existing historic buildings and trees, along with replications of buildings that sat on the site in the 19th century. Alpharetta City Center received a 2018 Development of Excellence award from the Atlanta Regional Commission and the 2019 ULI Atlanta People's Choice Award in the "Public Realm" category.

Restaurants include Central City Tavern, Curry Up Now, Jinya, Kilwins, Vitality Bowls, Crave Pie and more. Shopping includes Anna Bella, Dress Up, Magnolia Moon, Mountain High Outfitters, The Pink Valise and more. Other entertainment include Core 57, Jekyll Brewing, SkinReMedi and more.

Source: <http://www.citycentralalpharetta.com/>



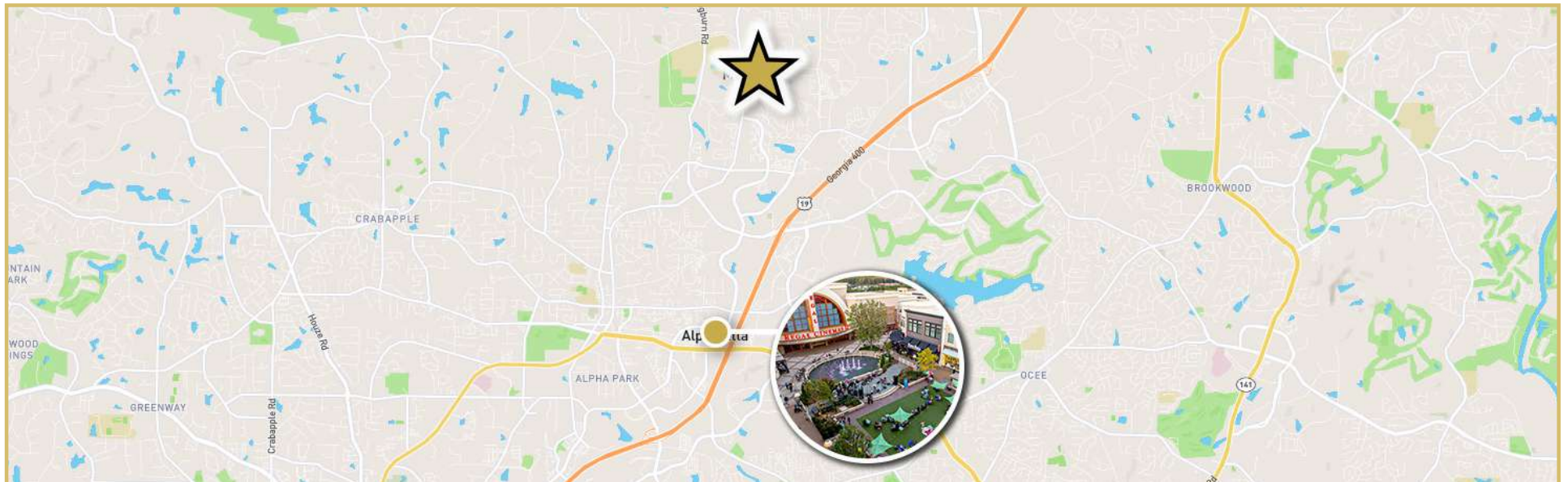
AREA AMENITY

AVALON

Avalon is an experience in the timeless art of living well. In the heart of Alpharetta, this sustainably designed, 86-acre community features more than 500,000 square feet of retail, a 12-screen all premium theater, conference center and full-service hotel, Class A office, single-family residences and luxury rental homes. Avalon infuses resort-level hospitality throughout a walkable, seamlessly connected community of shopping, dining, entertainment, living and working. It's more than just another place to go, it's a place to be — a hub of activity that delivers the luxury of the modern South.

Restaurants include Antico Pizza, Cafe Intermesso, Chick-fil-A, Cru Food & Wine Bar, gusto!, Jeni's, Oak Steakhouse, Starbucks, Superica and more. Shopping includes Allbirds, Altar'd State, Aerie, Anthropologie, Apple, Banana Republic, Chanel, Crate & Barrel, Fab'rik, Free People, GAP, J.Crew, lululemon, Nike, Sephora, Urban Outfitters, West Elm and more. Other entertainment include Aya Medical Spa, Drybar, Electric Gamebox, Parisian Nails, Regal Avalon, The Woodhouse Day Spa and more.

Source: <https://www.experienceavalon.com/>



BROKER PROFILES



MICHAEL WESS, CCIM

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Michael Wess' passion for commercial real estate began during his undergraduate studies at the University of Georgia. He earned a 4.0 GPA at the Terry College of Business's real estate program, consistently ranked in the top five nationally. While there, Michael also received two additional degrees in finance and international business.

Michael joined Bull Realty in 2016 and began building his business practice based on integrity, superior client service, and exceptional results. 2018 served as Michael's breakout year, closing 23 transactions valued at over \$25,000,000, which landed him #3 of 32 brokers at the firm and the firm's 'Partner' title. Since 2018, Michael Wess and Andy Lundsberg teamed up and sold approximately \$300 million in over 100 transactions.

The team holds many pricing records in and around Atlanta, including highest price per acre, highest price per unit, and highest price per square foot for various product types and categories. The team also prides itself in its ability to close transactions that have proved complicated during selling previous attempts.

Michael continuously attends seminars, conferences, and classes to improve his knowledge of real estate, finance, and economics. An Associate Broker since 2021, Michael is a pinned Designee of the prestigious Certified Commercial Investment Member (CCIM) Institute since 2017 and has been an annual member of the Atlanta Commercial Board of Realtors Million Dollar Club since 2018.

Michael is also a 'big brother' in the Big Brothers Big Sisters organization. He enjoys spending time with family and friends exploring the neighborhoods in and around Atlanta.



ANDY LUNDSBERG

Partner
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404-876-1640 x 107

Andy Lundsberg has over 20 years of sales, marketing and commercial real estate experience. He specializes in the acquisition and disposition of multifamily and boutique retail/office type properties throughout metro-Atlanta. Andy Lundsberg is recognized as the top producer at Bull Realty for the last 8 years in a row with gross sales exceeding well over \$100 million year to date and has consistently achieved the Atlanta Commercial Board of Realtors Million Dollar Club designation year after year.

Prior to his career in commercial real estate, Andy worked for a national diagnostic imaging company as director of sales and marketing, Coca Cola as a business development manager and was head of on-site sales and marketing for a condominium project with a large residential real estate firm in Atlanta. With his expertise in the real estate industry and successful sales record, he can help you determine the right investment for you; whether you are looking to buy, lease or sell commercial real estate.

Andy graduated with honors from The Kelley School of Business at Indiana University where he received degrees in Marketing, Management and International Studies. He also studied and lived in Seville, Spain and is conversational in Spanish.

Organizations:
National Association of Realtors-Georgia
Atlanta Commercial Board of Realtors
Young Council of Realtors (YCR)
Million Dollar Club (2008 - Present)