

Buckhead Village District
1.5 Miles | 5 Min Drive

Buckhead
1.5 Miles | 5 Min Drive

Garden Hills Pool
3,700' | 12 Min Walk

Alpine Road

Piedmont Road NE

**± 1.46-Acre
Development Site**



RESIDENTIAL DEVELOPMENT SITE | GARDEN HILLS
± 1.46 ACRES | UP TO 37 TOWNHOMES

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EXECUTIVE SUMMARY



ADDRESS

2716 Piedmont Rd and 2742/2748 Alpine Rd



PRICE

\$4,500,000



SIZE

± 1.46 ACRES



BULL REALTY
ASSET & OCCUPANCY SOLUTIONS

PROPERTY HIGHLIGHTS

- ± 1.46 Acre residential development site in the Garden Hills neighborhood of Buckhead
- 0.7 Mile walk through neighborhood to Garden Hills Pool, Alexander Park, and Sunnybrook Park
- 0.8 Mile walk to Garden Hills Elementary and Atlanta International School
- Average home price in Garden Hills was \$718,093 in 2021 and average household income in the neighborhood is \$150,738
- Currently zoned: R-4 | Overlays: Beltline and SPI-24 Garden Hills
- Rezoning to R-G or PUD required for proposed townhome site plans
- 76 Walk Score: Very walkable

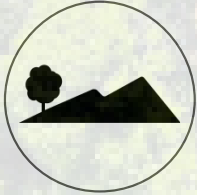
DEVELOPMENT HIGHLIGHTS

- Site plans contain area for pool or other amenity area
- Access in and out of the community directly into Garden Hills on Alpine Road
- Site plan showing 37 value (14' wide) townhomes on page 5
 - 14'x35' (490 SF) footprints and 4 stories
 - Estimated 1,295 heated SF + rooftop deck and two car tandem garage
 - Estimated 24 units with driveways, 13 without
- Site plan showing 18 luxury (28' wide) townhomes available on page 6
 - 28'x35' (980 SF) footprints and 4 stories
 - Estimated 3,030 heated SF + rooftop deck and two car garage
 - Estimated 12 units with driveways, 6 without

PROPERTY INFORMATION

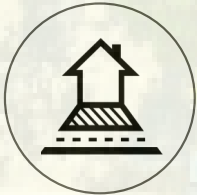
2716 PIEDMONT ROAD NE, ATLANTA, GA 30305

- FULTON COUNTY -



Size

± 1.46 Acres



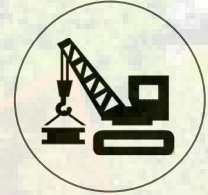
Up to 37 townhomes

18 to 37 townhomes



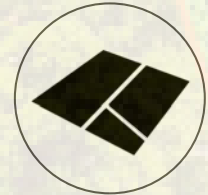
Zoning

R-4 (Site plans shown require rezoning)



Proposed Use

Residential



Topography

Flat



Utilities

All available

PROPOSED TOWNHOME DEVELOPMENT

37 VALUE (14' WIDE) TOWNHOMES



PROPOSED TOWNHOME DEVELOPMENT

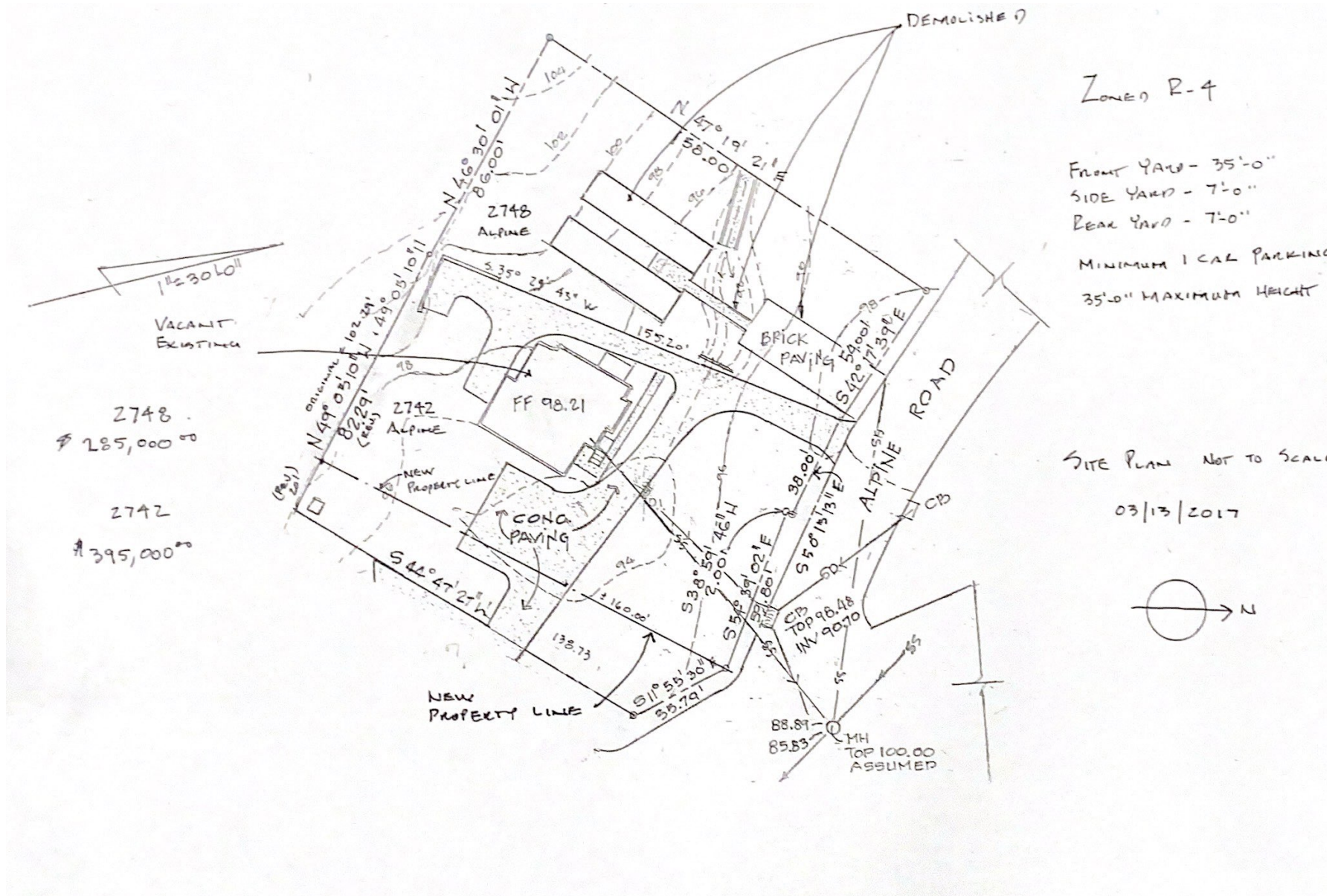
18 LUXURY (28' WIDE) TOWNHOMES



2716 PIEDMONT ROAD



2742 AND 2748 ALPINE ROAD



MIDTOWN

Atlanta

3.7 Miles | 10 Min Drive

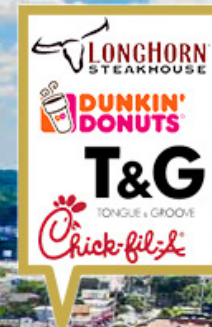
Lindbergh

0.5 Miles | 2 Min Drive



0.5 Miles | 2 Min Drive

Piedmont Road NE



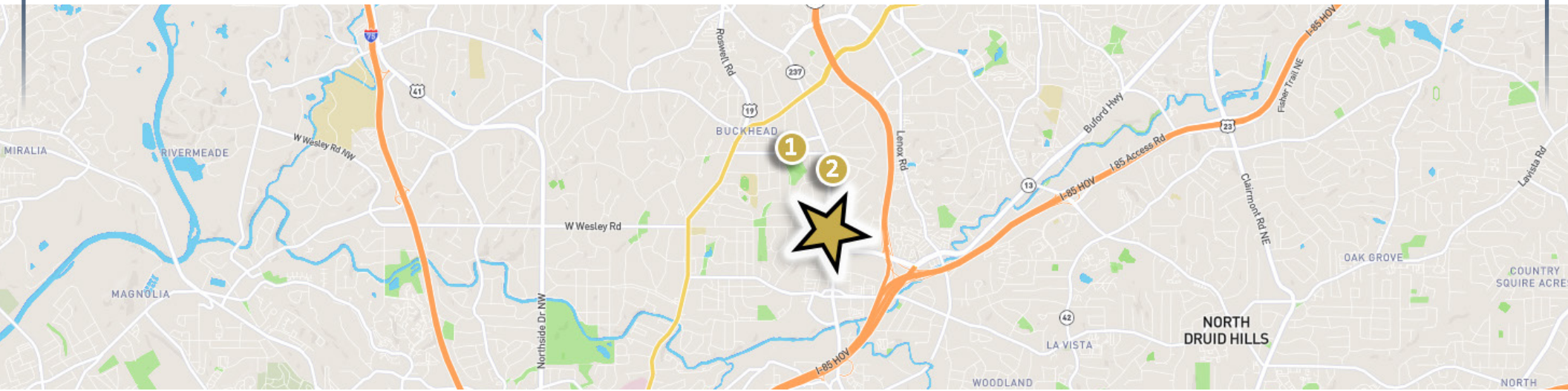
Miami Circle



Piedmont Road NE



SOLD COMPARABLES - TOWNHOME SITES



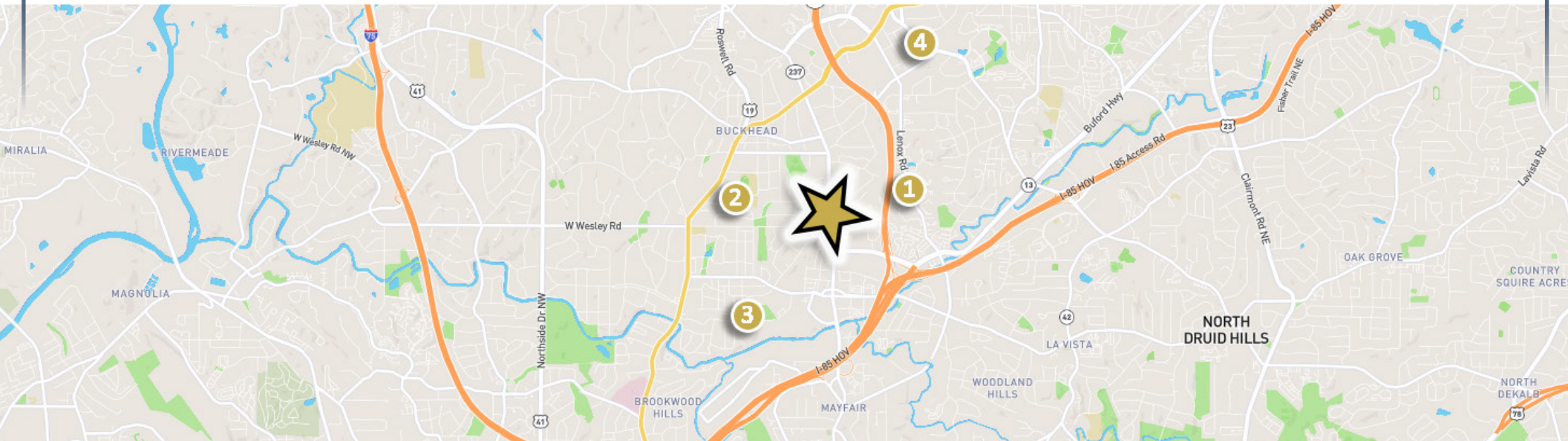
SUBJECT PROPERTY

ADDRESS	ASKING PRICE	ACRES	NO. OF TOWNHOMES	PRICE/AC	PRICE/HOME SITE	EST. HOME SALE PRICE	SOLD DATE
2716 Piedmont Road NE, Atlanta, GA 30305	\$4,500,000	±1.46 AC	18-37	\$3,082,191	-		-

SALES COMPS

	ADDRESS	SOLD PRICE	ACRES	NO. OF TOWNHOMES	PRICE/AC	PRICE/HOME SITE	EST. HOME SALE PRICE	SOLD DATE
1	Hedgewood Homes, Atlanta, GA 30305	\$12,600,000	±2.5 AC	35	\$5,040,000	\$360,000	\$1,400,000 - 1,800,000	Dec 2021
2	2878 Piedmont Road NE, Atlanta, GA 30305	\$2,773,770	±0.92 AC	12	\$3,014,967	\$231,148	\$1,700,000	August 2022

SOLD COMPARABLES - TOWNHOMES



SUBJECT PROPERTY

ADDRESS	ASKING PRICE	YEAR BUILT	BUILDING SIZE	PRICE/SF	UNIT TYPE	SOLD DATE
2716 Piedmont Road NE, Atlanta, GA 30305	-	-	-	-	-	-

SALES COMPS

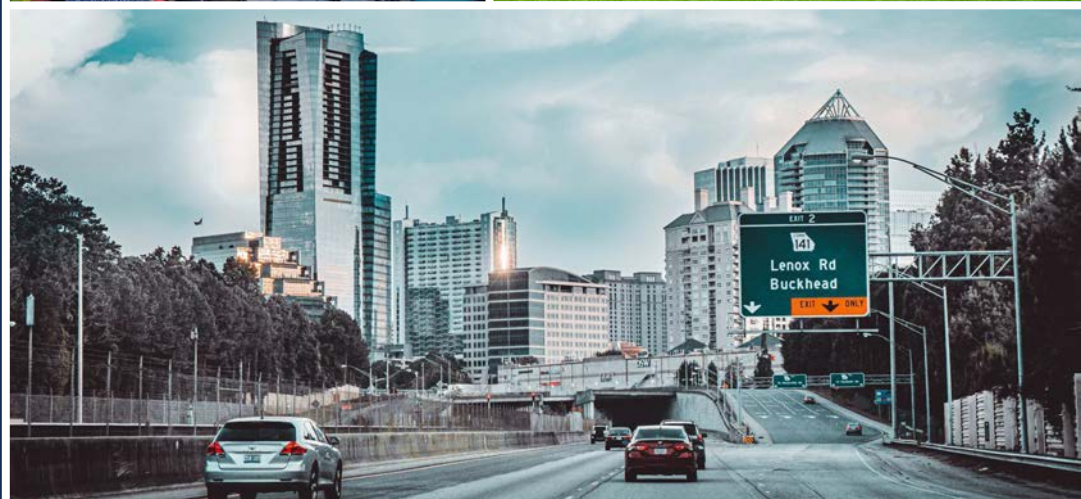
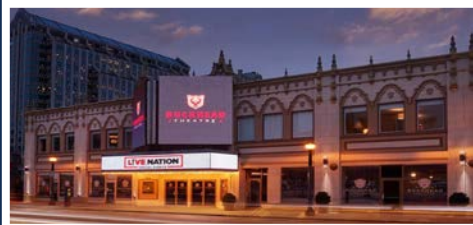
	ADDRESS	SOLD PRICE	YEAR BUILT	BUILDING SIZE	PRICE/SF	UNIT TYPE	SOLD DATE
1	773 Lenox Lane, Atlanta, GA 30324	\$1,050,000	2020	2,860 SF	\$367.13	4 BR / 4 BA	08/19/22
2	91 Delmont Drive, Atlanta, GA 30305	\$1,638,733 *For Sale	2023	2,576 SF	\$636.15	3 BR / 3.5 BA	-
3	266 Devin Place NE, Atlanta, GA 30305	\$1,250,000	2020	3,474 SF	\$359.81	3 BR / 3.5 BA	10/19/2021
4	979 Laurel Court NE, Atlanta, GA 30326	\$1,095,526	2021	3,385 SF	\$323.64	4 BR/ 4 .5 BA	10/29/2021

ABOUT THE AREA

BUCKHEAD, GA

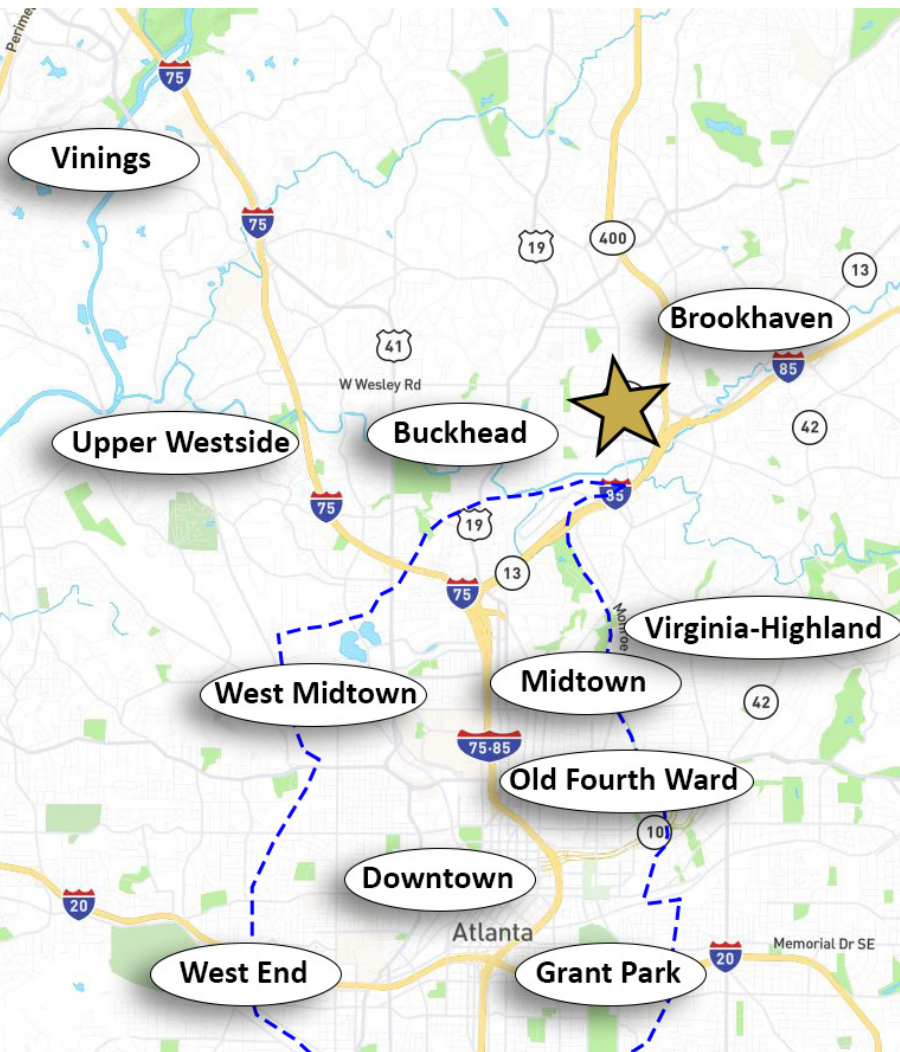
Buckhead is an affluent uptown district of Atlanta, Fulton County, Georgia, comprising approximately the northern fifth of the city. Buckhead is a major commercial and financial center of the Southeast, and the third-largest business district in Atlanta, behind Downtown and Midtown. The district's numerous high-rise office buildings, hotels and condominiums form a highly urbanized core along Peachtree Road. Surrounding this dense hub are Buckhead's residential neighborhoods, which feature large comfortable singlefamily homes situated among dense forests and rolling hills.

At the heart of Buckhead around the intersections of Lenox, Peachtree and Piedmont Roads, is a shopping district with more than 1,500 retail units where shoppers spend more than \$3 billion a year. In addition, Buckhead contains the highest concentration of upscale boutiques in the United States. The majority are located at Lenox Square and Phipps Plaza, sister regional malls located diagonally across from each other at the intersection of Peachtree and Lenox Roads. This commercial core also has a concentration of "big-box" retailers. The Shops Buckhead Atlanta mixed-use development brings even more exclusive and high end boutiques, restaurants, hotels, condos and office space to thriving Buckhead. Buckhead offers world-class shopping, dining, entertainment, workspace and housing in an unsurpassed location for the ultimate urban luxury lifestyle.



ABOUT THE AREA

Whether stocking up on groceries at Whole Foods, Trader Joe's or Lucy's Market, dining at Lobster Bar, or selecting a custom flower arrangement at Boxwoods, you will find many well-known neighborhood fixtures here. Lenox Square and Phipps Plaza are just up Peachtree Road, where the high-rise office towers and condos are also located. GA-400 access is also nearby, taking you to anywhere you want to go! If you're looking for a low-maintenance lifestyle with a variety of social and cultural activities steps away from your front door, explore Buckhead Village. ([Source](#))



VERY WALKABLE ([Source](#))



Walk Score
76



Transit Score
60



Bike Score
37



Marta Station
Lindbergh - 0.5 Miles

DEMOGRAPHICS

ESRI 2022



POPULATION

1 mile	3 miles	5 miles
25,307	148,555	378,669



HOUSEHOLDS

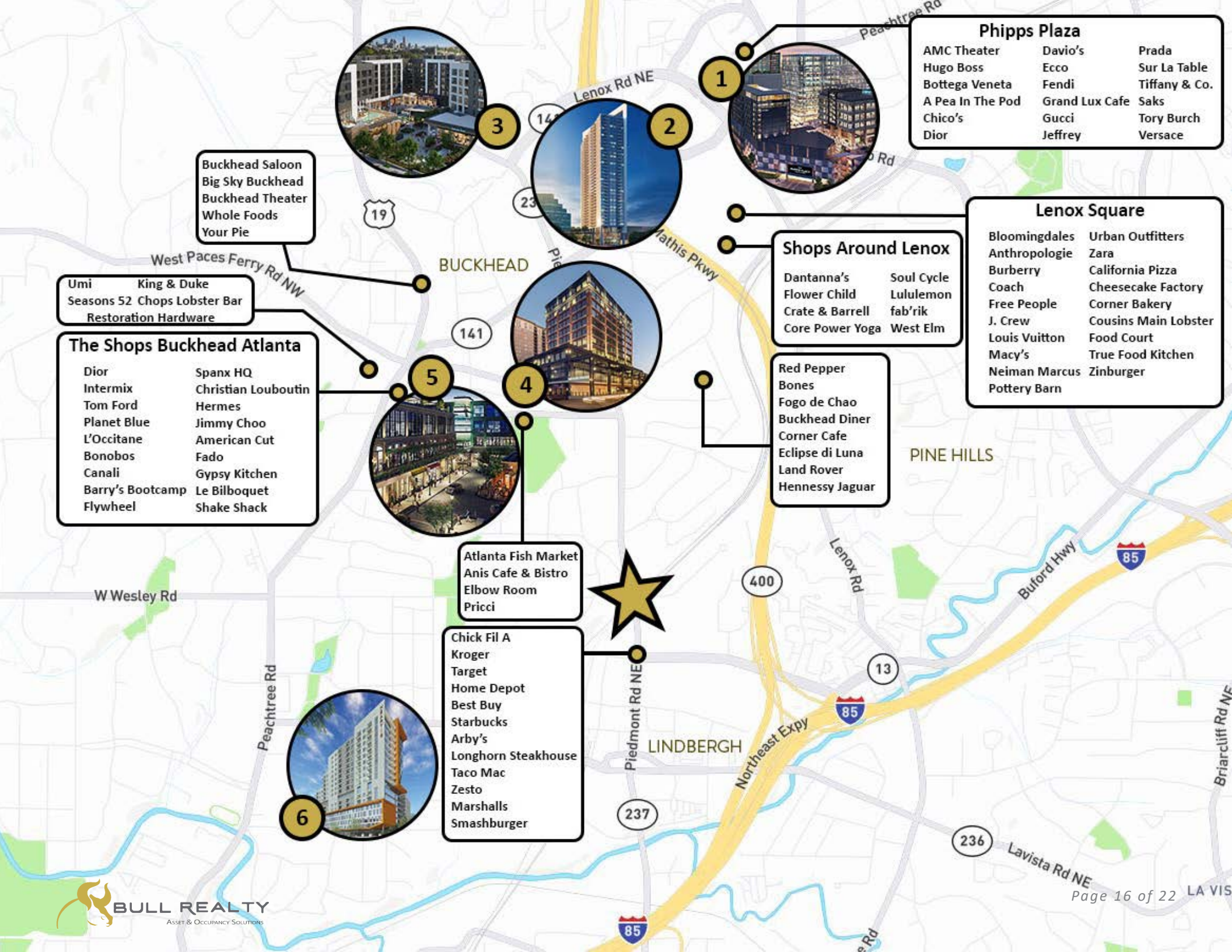
1 mile	3 miles	5 miles
14,658	77,319	183,811



AVG. HOUSEHOLD INCOME

1 mile	3 miles	5 miles
\$138,171	\$172,110	\$165,903

Piedmont Road



Phipps Plaza

AMC Theater	Davio's	Prada
Hugo Boss	Ecco	Sur La Table
Bottega Veneta	Fendi	Tiffany & Co.
A Pea In The Pod	Grand Lux Cafe	Saks
Chico's	Gucci	Tory Burch
Dior	Jeffrey	Versace

Lenox Square

Bloomingdales	Urban Outfitters
Anthropologie	Zara
Burberry	California Pizza
Coach	Cheesecake Factory
Free People	Corner Bakery
J. Crew	Cousins Main Lobster
Louis Vuitton	Food Court
Macy's	True Food Kitchen
Neiman Marcus	Zinburger
Pottery Barn	

Shops Around Lenox

Dantanna's	Soul Cycle
Flower Child	Lululemon
Crate & Barrell	fab'rik
Core Power Yoga	West Elm

Red Pepper
Bones
Fogo de Chao
Buckhead Diner
Corner Cafe
Eclipse di Luna
Land Rover
Hennessy Jaguar

BUCKHEAD

Buckhead Saloon
Big Sky Buckhead
Buckhead Theater
Whole Foods
Your Pie

Umi
Seasons 52
King & Duke
Chops Lobster Bar
Restoration Hardware

The Shops Buckhead Atlanta

Dior	Spanx HQ
Intermix	Christian Louboutin
Tom Ford	Hermes
Planet Blue	Jimmy Choo
L'Occitane	American Cut
Bonobos	Fado
Canali	Gypsy Kitchen
Barry's Bootcamp	Le Bilboquet
Flywheel	Shake Shack

Atlanta Fish Market
Anis Cafe & Bistro
Elbow Room
Pricci

Chick Fil A
Kroger
Target
Home Depot
Best Buy
Starbucks
Arby's
Longhorn Steakhouse
Taco Mac
Zesto
Marshalls
Smashburger

IN THE AREA

PHIPPS PLAZA RENOVATION

This dynamic, re-imagined development is headlined by the arrival of Nobu Hotel and restaurant Atlanta, along with a 9,000 SF Life Time healthy living and entertainment destination. A 13-story, 350,000 SF, Class A office building is yet another element of the redevelopment. The Beck Group has been selected as the architect and general contractor with a phased opening beginning in late 2022.



1

MODERA PROMINENCE

Mill Creek Residential continues to expand in Atlanta with the development of Modera Prominence, a luxury mixed-use apartment community. The community will feature 319 apartment homes and 21,000 SF of retail.



3

THE SHOPS BUCKHEAD ATLANTA

Offering over 800,000 SF of customizable space—including 300,000 SF of upscale retail, restaurants and cafes, more than 100,00 SF of luxury office and approximately 400,000 SF of high-rise residential—The Shops Buckhead Atlanta conveys the ultimate street-scene dynamic in the capital of the South.



5

ICON BUCKHEAD

The 36-story Peachtree & Stratford project will consist of 362 luxury apartments with 32,000 SF street level retail. The property will feature a pool terrace atop an adjacent parking structure and clubroom amenity with rooftop fire pit terrace on the 36th floor of the residential tower.



2

309 EAST PACES

Creative loft office space located between The Shops Buckhead Atlanta and multiple dense residential and office towers. This mixed-use building will have 79,900 SF of loft-office space directly above the street level retail and restaurant space.



4

HEARTIS BUCKHEAD

Dallas-based healthcare real estate firm, Caddis, just unveiled plans for an upscale senior living community: the 18-story, 213-unit, 278,000 SF Heartis Buckhead. For Caddis, Heartis Buckhead is its largest projects now under construction anywhere in the United States. When completed, it will also be one of the largest senior living communities in the Atlanta area.



6

IN THE AREA

LINDBERGH CENTER MARTA STATION

Lindbergh Center station serves both the Red and Gold lines of the (MARTA) rail system. It is the only station on this route served by the Red and Gold lines at all times. This is the second busiest station in the MARTA system, handling an average of 23,400 boardings per weekday.

SWEETWATER BREWERY

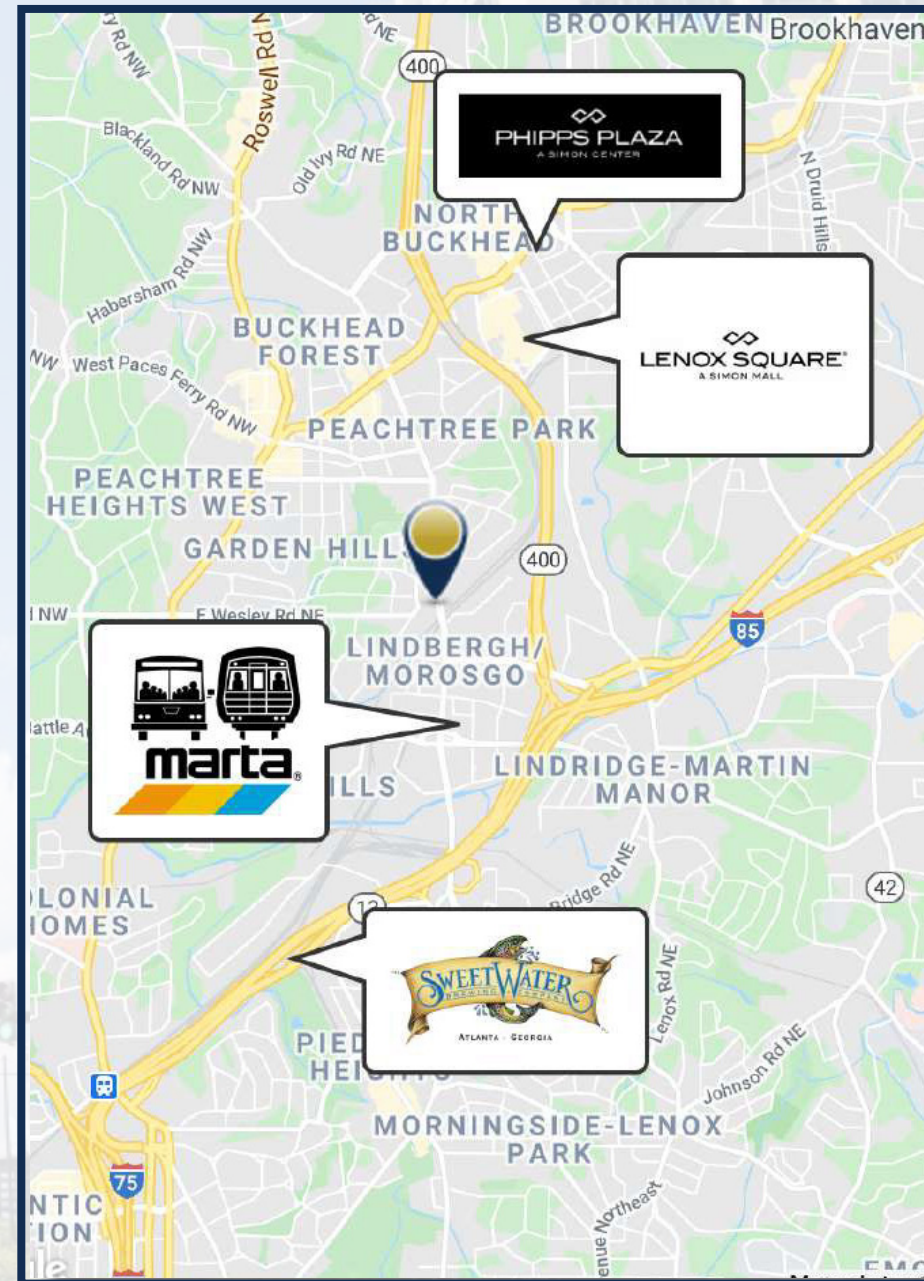
SweetWater is a regional micro-brewery located in Atlanta, GA. They host indoor-outdoor tours, events and live music from their main distillery. Founded in 1997, SweetWater has been serving the southeastern U.S. for the past 23 years.

LENOX SQUARE

Since 1959, Lenox Square has been the premier shopping destination throughout the Southeast. Located in the heart of Buckhead, Lenox Square offers an unparalleled shopping experience featuring local and luxury brands. The property hosts popular Buckhead restaurants True Food Kitchen, The Cheesecake Factory and Zinburger Wine & Burger Bar. It is owned and managed by Simon Property Group.

PHIPPS PLAZA

Phipps Plaza, the southeast's premier, upscale shopping destination is located off of GA-400 at the intersection of Peachtree and Lenox Roads right in the heart of Buckhead. The property boasts 100+ stores and restaurants including LEGOLAND and a 14-screen AMC movie theater. It is owned and managed by Simon Property Group.



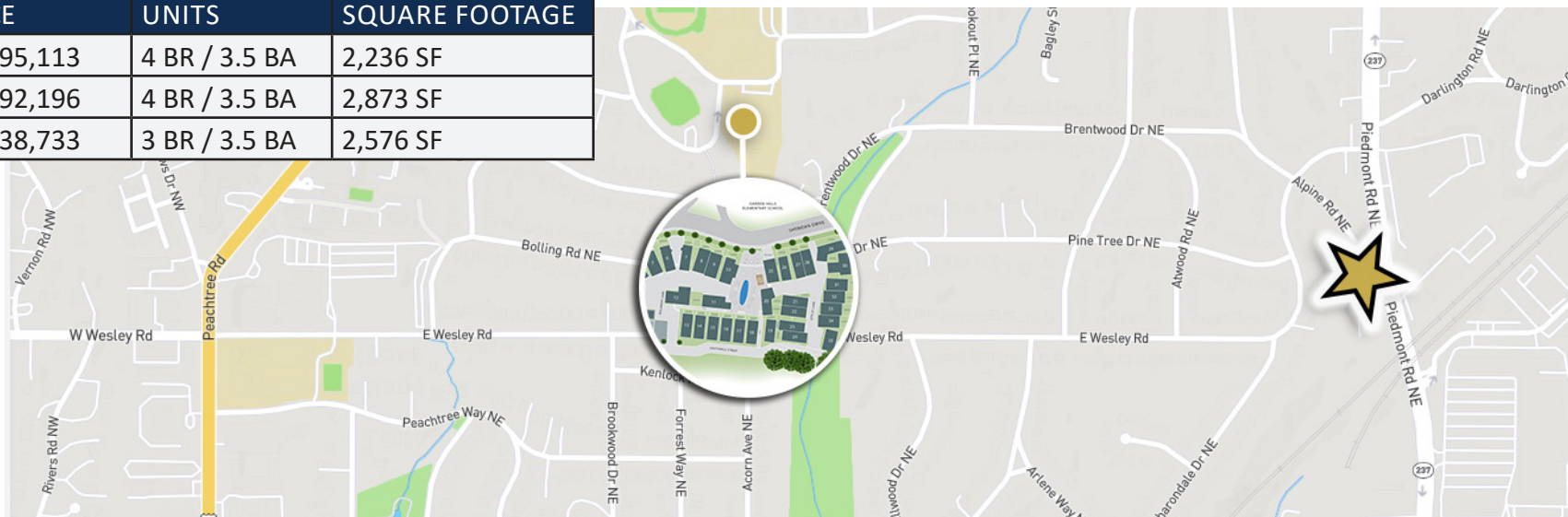
AREA DEVELOPMENTS

DELMONT BY HEDGEWOOD

Delmont is a proposed 35-home residential redevelopment on a 2.5-acre assemblage in the heart of Buckhead. Delmont homeowners will live walking distance to Atlanta's renewed shopping district and restaurants. The design of the homes embody Hedgewood Home's signature blend of historical and functional architecture that include private gardens, pool-view rooftop, lushly landscaped grounds and more. Delmont is one block east of Peachtree Road in Buckhead's Garden Hills neighborhood and boasts a Walk Score of 78 out of 100. Hedgewood Homes, Atlanta's premier boutique homebuilder, has developed properties and communities in Atlanta for over 30 years with over 4,000 homes constructed. Accolades include recognition as America's Builder of the year by Builder Magazine and Atlanta Builder of the Year by the Atlanta Home Builders Association.



ADDRESS	PRICE	UNITS	SQUARE FOOTAGE
71 Delmont Drive	\$1,395,113	4 BR / 3.5 BA	2,236 SF
91 Delmont Drive	\$1,492,196	4 BR / 3.5 BA	2,873 SF
93 Delmont Drive	\$1,638,733	3 BR / 3.5 BA	2,576 SF



ATLANTA

Atlanta is home to the busiest and most efficient airport in the world, Hartsfield-Jackson Atlanta International Airport, and the Maynard H. Jackson International Terminal, getting to and from Atlanta is easy.

The metro Atlanta area is home to 13 Fortune 500 and 24 Fortune 1000 headquarters. This includes the global headquarters of corporations such as The Coca-Cola Company, The Home Depot, Delta Air Lines, AT&T Mobility, UPS, SunTrust Bank, Mercedes Benz USA, Newell-Rubbermaid and is home to the world renowned Center for Disease Control.

Over 75% of Fortune 1000 companies conduct business operations in the Atlanta metropolitan area, and the region hosts offices of about 1,250 multinational corporations. The Metropolitan Atlanta Chamber of Commerce, corporate executives and relocation consultants, along with Mayor Keisha Lance Bottoms are committed to actively recruiting new companies to the region. Public and private partnerships with business, financial and non-profit communities are key to spurring quality job creation and investment throughout the city's neighborhoods.

ATLANTA ACCOLADES



#1 Most-Traveled
Airport in the world



16 Fortune 500
HQ in Atlanta



\$270 Billion GDP
in Metro-Atlanta



Top State for Doing
Business (2021)

According to: The Points Guy, Metro Atlanta Chamber, Statista and Georgia USA

BROKER PROFILES



MICHAEL WESS, CCIM

Partner, Bull Realty
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Michael Wess' passion for the consultation and sale of 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 other degrees in finance and international business and a minor in Spanish while participating on UGA's rugby team and various philanthropic organizations.

Michael joined Bull Realty in 2016 and began building his brokerage practice based on integrity, superior client service, and exceptional results. In 2018 alone, Michael closed 23 transactions valued at over \$25,000,000, which landed him #3 of 32 brokers at the firm. Since 2018, Michael Wess and Andy Lundsberg teamed up and sold over \$200 million in over 100 transactions.

Michael continuously attends seminars, conferences, and classes to improve his knowledge of real estate, finance, and economics. He is a pinned designee of the prestigious Certified Commercial Investment Member (CCIM) Institute, commercial real estate's global standard for professional achievement and is an active member of the Atlanta Commercial Board of Realtors (ACBR).

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, Bull Realty
ALundsberg@BullRealty.com
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 7 years in a row with gross sales over \$250 million over the last four years, 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)

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.