



A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

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BUILD WITH STRENGTH GEORGIA MARKET INTELLIGENCE REPORT

Analysis of property architecture, construction, and management projects

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The mission of Build with Strength is to educate the building and design communities and policymakers on the benefits of ready mixed concrete, ensuring it remains the material of choice for low-to mid-rise structures. There is no other material that can replicate concrete's advantages in terms of strength, durability, safety, and ease of use.

Based upon a review of publicly available information, our analysis shows at least 15 current property development companies, including real estate, architecture, and construction firms, with projects in various planning phases throughout Georgia. Several newsworthy structures are expected to open to tenants within the next two years. The projects range from residential complexes to commercial and mixed-use development properties. They vary in size, from 6 to 12-stories, to 17 to 29- stories, and up to 42-stories.

These projects, highlighted in the real estate market for their designs, offer tremendous opportunity—we now have insights and familiarity with upcoming plans that we can leverage to bring awareness to the benefits of building with concrete so that Georgia can continue to be a state built to withstand the test of time.

This high-level analysis is meant to provide general awareness of the market and direct resources and efforts to highlight the use of ready mixed concrete and to educate others on the benefits of building with ready mixed concrete.

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LIST OF COMPANIES

- ARW Group – Real Estate
- Branch Properties – Real Estate
- Brand Properties – Real Estate
- Columbia Ventures – Construction
- Cooper Carry – Architecture
- Dwell Design Studio – Architecture
- JPXWorks – Real Estate
- Mill Creek – Real Estate
- Oakwood Development Group – Real Estate
- Pellerin Real Estate – Real Estate & Architecture
- Pollack Shores Real Estate Group – Real Estate
- Reese Vanderbilt & Associates – Architecture
- Trillist – Real Estate
- Winter Construction – Construction
- Wood Partners – Real Estate

DEVELOPMENT PROJECTS IN THE NEWS

ARW GROUP HAS DEVELOPED A 508-ACRE MIXED-USE DEVELOPMENT IN ATLANTA

A proposed \$700 million, 508-acre mixed-use development got a green light Aug. 25 from the Hall County Board of Commissioners.

According to the Gainesville Times, the board approved plans by Peachtree City, Ga.-based ARW Group LLC to move forward with what it calls Atlanta River Walk. Read the story here. The project would be centered around a man-made river and include 265 single-family homes, 215 townhomes, 600 multifamily units, 242,000 square feet of retail space and 424,000 square feet of office space

“I think you will change the face of South Hall if you’re able to pull this off,” Commissioner Scott Gibbs told a representative of ARW, the Gainesville Times reported. Read an April story from Atlanta Business Chronicle about the project here. (David Allison, [Atlanta Business Chronicle](#), \$700M real estate project gets green light in Hall County, 8/26/2016)

BRANCH PROPERTIES HAS DEVELOPED A 17-STORY APARTMENT TOWER IN ATLANTA

While reports are indicating that Atlanta isn’t heading into a bubble, news has been hinting that developers aren’t being too fast and loose this cycle.

Work is beginning on a new 262-unit apartment tower on Peachtree Road at Peachtree Battle in Buckhead, but What Now Atlanta reports that developer Branch Properties has scaled back the building from initial plans. Plans filed this week with the city indicate the

building will rise just 17 stories — four shorter than originally anticipated. The amount of ground-level retail has also been dramatically reduced, from 30,000 square feet to under 6,500.

Expect the land clearing to begin soon. So long, BK. (Michael Kahn, [Curbed Atlanta](#), Work to begin on scaled-down Peachtree Road tower, 8/12/2016)

BRAND PROPERTIES WAS TAPPED TO DEVELOP A 12-STORY MEDICAL OFFICE IN ATLANTA THAT WILL BE COMPLETED IN 2018

A medical office building that's been in the works for roughly three years will officially move forward on the western side of Midtown, joining about 50 projects recently delivered or in some form of development in the surging submarket.

Brand Properties officials announced today that Northside Midtown Medical — a 12-story, mid-rise office building with 170,000 square feet — will break ground this year at the corner of West Peachtree and 13th streets.

Northside Hospital will be the main tenant, offering primary care offices, cardiology services, urgent care, and the Northside Hospital Imaging Center. The rest will be class-A office space geared toward medical professionals.

The new building will open in mid-2018, officials said. (Josh Green, [Curbed Atlanta](#), Midtown Medical Mid-Rise is Officially a Go on West Peachtree, 7/28/2016)

COLUMBIA VENTURES HAS DEVELOPED A MIXED-USE PROJECT IN ATLANTA THAT WILL BE COMPLETED IN 2017

MARTA broke ground on the first of six "transit-oriented developments" at its Edgewood-Candler Park MARTA station Monday.

A private developer, Columbia Ventures LLC, is building the \$40 million project at no cost to MARTA.

The development, called "Spoke", includes a 224-unit apartment complex, park, restaurant and performing arts center.

Eric Kronberg has lived in Edgewood since 1999 and has been working with neighbors on a vision to redevelop the area for over a decade.

MARTA expects to allocate about 20 percent of the apartment units as affordable housing – for those who make less than 80 percent of the area median income.

The Edgewood-Candler Park transit-oriented development project is expected to be complete by the end of 2017. (Tasnim Shamma, [NPR](#), MARTA Breaks Ground On First Transit-Development Project, 8/23/2016)

COOPER CARRY HAS DESIGNED A 166-ROOM HOTEL IN ATLANTA

Atlanta hotel developer Noble Investment Group and mall giant Simon Property Group debuted the AC Hotel Atlanta Buckhead at Phipps Plaza. The 166-room hotel sits at Peachtree and Wieuca roads, and adjacent to Nordstrom.

It features a lounge, fitness center, indoor pool and dining area with an outdoor patio. It also has 2,500 square feet of meeting space.

Cooper Carry was the architect. Winter Construction was the general contractor.

Interstate Hotels & Resorts will manage the hotel. And, Matt Parsons will serve as general manager. (Amy Wenk, [Atlanta Business Chronicle](#), Georgia's first AC Hotel opens (SLIDESHOW), 8/24/2016)

DWELL DESIGN STUDIO HAS DESIGNED TWO APARTMENT BUILDINGS IN ATLANTA THAT WILL BE COMPLETED IN 2018

Another new apartment building is coming to Grant Park, just down the street from Oakland Cemetery and Georgia State University.

Located a stone's throw from The George (the companion to The Leonard) on M.L.K. Jr. Drive, the property extends the trend of recent development along the Memorial Drive corridor toward downtown.

Architects at Dwell Design Studio have designed the four- and five-story building to feature 325 units and all the requisite luxury amenities found in apartments across the city. What Now Atlanta reports the development will include two pools, a "serenity garden," and even a bocce ball court.

While the name isn't all that innovative — permits for the project list it as simply "Grant Park Apartments" — a VP for Fairfield Residential told WNA a flashy name will come along in due time.

With construction now underway, the first units should be on the rental market in early 2018. (Michael Kahn, [Curbed Atlanta](#), New 'Grant Park Apartments' Starts Construction, 7/7/2016)

JPXWORKS HAS DEVELOPED A 24-STORY APARTMENT TOWER IN ATLANTA

On Saturday morning, demolition crews brought the curtain down on the old Agatha's Mystery Theater building, across the street from the Fox Theatre, heralding the start of the latest new high-rise in Midtown.

Removal of the early 20th Century brick structure, which had been heavily abused over the years, paves the way for the realization of a high-end apartment tower nearly a year in the making.

Plans call for a 24-story apartment tower at the corner of Peachtree and Third streets in south Midtown. (And thus the name, Peachtree and Third). Designed by ODA, the building will feature 150 apartments and 4,000 square feet of retail space in a sleek modern tower with large glass walls, balconies, and rooftop greenery.

The units could potentially be turned into condos at a later date.

The project is being developed by JPXWorks, the team that built Inman Quarter and plans to develop Emerson in Buckhead.

Bruce Fernald, a founding principal of the firm, indicates that the rubble of the old building should be cleared in the coming month. Once that's all done, footings should be finished by the end of October, with the building going vertical sometime before the end of the year. (Michael Kahn, [Curbed Atlanta](#), Demolition marks start of architecturally daring Midtown tower, Peachtree and Third, 8/29/2016)

MILL CREEK HAS DEVELOPED A 29-STORY RESIDENTIAL PROJECT IN ATLANTA

Developer Mill Creek is on a Modera building spree, with five projects under that name either completed or underway across the metro.

While four are mid-rise apartment buildings with retail space, Midtown is in for a 29-story tower that aims to bring a new level of luxury to the western edge of the submarket, a formerly dead area pockmarked with one surface lot after another (or worse) not that long ago.

Modera Midtown is destined to be one of the most amenity-rich buildings in Atlanta. With multiple two-story common areas, including club rooms, bars, and a gym, there's no shortage of space to hang out. Outside, the building features two pools — one on the seventh floor and another on the 29th — with sweeping views of the skyline and an 1/8-mile running track. For four-legged friends, the building will have a legit dog park — not just some side yard, but a large space with obstacles and such — on the very top of the building.

Designed by Maryland-based SK+I Architecture, Modera is bringing a relatively large dose of apartments (435 of them) to the 1.9-acre site. Clad in metal panels, with a varied textured facade, the building represents a step up design-wise from many of its new neighbors, officials say.

Located across the street from the under-construction NCR headquarters at Eighth Street, the building will stand a couple of blocks from Publix, MARTA, Georgia Tech, and myriad other new projects.

Expected to top out by the end of the year, Modera could be ready for its first residents (in the base portion of the tower) in January, officials told Curbed Atlanta during a tour this week. (Michael Kahn, [Curbed Atlanta](#), Photos: Modera Midtown is Rising on Formerly Dead Lot, 7/27/2016)

OAKWOOD DEVELOPMENT GROUP HAS CO-DEVELOPED A 12-ACRE RESIDENTIAL PROJECT IN ATLANTA

A development team has been selected by the Atlanta Housing Authority Board of Commissioners to redevelop the 12-acre former Herndon Homes site alongside Northside Drive, about a mile north of the new Mercedes-Benz Stadium.

The developer will create a mixed-income community.

Atlanta Housing Authority will partner on the project with a development team made up of Hunt Development Group and Oakwood Development Group.

The selection serves as the Atlanta Housing Authority's first new master developer procurement in more than 10 years, AHA said in a prepared statement.

According to AHA:

The Hunt/Oakwood team emerged as the leader after a four-step process that included a Request for Qualifications issued in March 2015, followed by a Request for Proposals.

AHA said it received eight proposals, and narrowed the field based on a number of factors that included the teams' strength and experience, financial capacity, and proposed vision.

AHA says it also considered the teams' plans to pursue subcontracting opportunities with minority and women business enterprises, as well as local businesses and community residents. (Carla Caldwell, [Atlanta Business Chronicle](#), Developer selected for 12-acre mixed-income project near Mercedes-Benz Stadium, 6/16/2016)

PELLERIN REAL ESTATE HAS DESIGNED A MODERN STYLE STRUCTURE IN ATLANTA

The dramatic transformation of Memorial Drive from downtown to several miles east includes some 30 projects, and the latest plans to emerge stand out in terms of style if not size.

Developer Pellerin Real Estate, which is active in Little Five Points and elsewhere in Grant Park with The Beacon Atlanta, among other places, unveiled early glimpses at this past weekend's Summer Shade Festival of a modern-style structure that could replace Harp Transmission Service at 350 Memorial Drive.

A tipster says plans call for a pop-up restaurant to operate on the site for a year, followed by a buildout similar to images below. Further details are expected to be unveiled at a Trees Atlanta meeting this evening.

The new structure would replace a multi-bay auto service garage that's stood on the property since 1948, according to property records.

The corner lot in question sits an urn's toss from Oakland Cemetery and next to a rocky landscaped greenspace that's part of the Memorial Drive Linear Park, which could eventually consist of 14 acres. (Josh Green, [Curbed Atlanta](#), Memorial Drive's next redevelopment piece could go modern, 8/30/2016)

POLLACK SHORES REAL ESTATE GROUP HAS DEVELOPED A SIX-STORY MIXED-USE PROJECT IN ATLANTA

Two more projects on the north side of Midtown are moving from proposed to in-progress as summer development heats up, continuing an investment frenzy in the booming submarket.

Site prep has begun at the corner of Spring and 16th streets, marking the start of construction for a mixed-use apartment building by Pollack Shores. Known by the site address of 1270 Spring, the project will bring six stories of apartments atop more than 13,000 square feet of retail space and parking. (Michael Kahn, [Curbed Atlanta](#), North Midtown Projects Break Ground; Development Frenzy Continues, 6/27/2016)

REESE VANDERBILT & ASSOCIATES HAS DESIGNED A 27-STORY APARTMENT TOWER IN ATLANTA

A keen-eyed Curbed Atlanta reader spotted a Buckhead forest being felled Thursday along Phipps Boulevard at Wieuca Road, just north of Peachtree Road. In just a few hours, the forested patch was gone, like a Buckhead Betty when Belk closes.

While the Lorax would be less than enthused, the clear-cutting signals the start of work on 1000 Park Avenue, a luxury apartment tower near Phipps Plaza.

Designed by local firm Reese Vanderbilt, the building is slated to feature 224 one-, two-, and three-bedroom apartments, looming over the soon-to-be-completed Domain at Phipps, renovated Phipps Plaza, and brand-new AC Hotel. The development will encompass more than 415,000 square feet and provide 425 parking spaces.

Developer Wood Partners filed permits at the beginning of the year for the 27-story apartment tower, which was originally intended to be 39 stories to match its neighbor at 750 Park Place.

The project adds to the laundry list of residential development going on in the area. Maybe the trees will be reborn as cabinetry, flooring, or — at the very least — mulch. (Michael Kahn, [Curbed Atlanta](#), Buckhead Forest Falls for High-Rise Tower, 7/15/2016)

TRILLIST HAS PROPOSED TO DEVELOP A 42-STORY HOTEL IN ATLANTA

Developer Trillist and sbe are proposing to build SLS Atlanta Hotel & Residences, a new 42-story structure that would stand at 1122 Crescent Avenue in Midtown, according to What Now Atlanta. The development would consist of 213 hotel rooms and 56 condos (not apartments, as has been the case with most recent Midtown residential construction). Condo units would range between 1,600 square feet and 4,000 square feet, and contain a mix of two-, three- and four-bedroom units. (Collin, [Atlanta Intown](#), Real Estate Briefs: Condo towers, new apartments and more, 6/13/2016)

WINTER CONSTRUCTION WAS TAPPED TO BUILD A 166-ROOM HOTEL IN ATLANTA

Atlanta hotel developer Noble Investment Group and mall giant Simon Property Group debuted the AC Hotel Atlanta Buckhead at Phipps Plaza. The 166-room hotel sits at Peachtree and Wieuca roads, and adjacent to Nordstrom.

It features a lounge, fitness center, indoor pool and dining area with an outdoor patio. It also has 2,500 square feet of meeting space.

Cooper Carry was the architect. Winter Construction was the general contractor.

Interstate Hotels & Resorts will manage the hotel. And, Matt Parsons will serve as general manager. (Amy Wenk, [Atlanta Business Chronicle](#), Georgia's first AC Hotel opens (SLIDESHOW), 8/24/2016)

WOOD PARTNERS HAS DEVELOPED A 27-STORY APARTMENT TOWER IN ATLANTA

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