



LUELLA ROAD

65.68± ACRES

HENRY COUNTY, GA

EXCLUSIVE OFFERING

Ackerman & Co.  **PIONEER**
LAND GROUP

Disclosure / Confidentiality Statement

The material contained in this Offering Memorandum is confidential, furnished solely for the purpose of considering the acquisition of **65.68± acres in Henry County, Georgia** ("Property"), and is not to be used for any other purpose or made available to any other person without the express written consent of Ackerman & Co. and Pioneer Land Group. ("Broker") and the Owner ("Owner"). This Offering Memorandum was prepared by Broker, and the information contained herein has been obtained from sources that Broker deems to be reliable, and Broker has no reason to doubt its accuracy. However, neither Owner, its affiliates, officers, directors or employees, nor the Broker, nor any other party, make any warranty or representation, expressed or implied, as to the accuracy or completeness of the information contained herein, including but not limited to financial information and projections, and any engineering and environmental information and any downloadable files. Prospective purchasers should make their own investigations, projections, and conclusions. It is expected that prospective purchasers will conduct their own independent due diligence concerning the Property, including such engineering inspections as they deem necessary to determine the condition of the Property. Ackerman & Co. and Pioneer Land Group represent the Owner in this transaction and makes no representations, expressed or implied, as to the foregoing matters.

This Offering Memorandum is exclusively presented by the Broker. For additional information or to schedule a property tour, please contact:



John Speros
Senior Vice President
Ackerman & Co.

Direct: 770.913.3910
Mobile: 404.578.7033
Email: jsperos@ackermanco.net



Kyle Gable
Broker
Pioneer Land Group

Direct: 770.225.0718
Mobile: 404.867.3332
Email: kgable@pioneerlandga.com



J.T. Speros
Associate, Brokerage
Ackerman & Co.

Direct: 770.913.3949
Mobile: 404.775.3919
Email: jtsperos@ackermanco.net





Table of Contents

1 THE OPPORTUNITY

2 THE PROPERTY

3 THE MARKET

4 PROPOSAL REQUIREMENTS

5 SUPPORT INFORMATION

- GOOGLE EARTH KMZ
- CONSERVATION SUBDIVISION DEVELOPMENT CODE

The Opportunity

Ackerman & Co. and **Pioneer Land Group** exclusively present **65.68± acres on Luella Road** in Henry County, Georgia.

Luella Road offers the following attributes:

- Less than 4 miles from Interstate 75, offering convenient access via the Bill Gardner Pkwy interchange.
- Tanger Outlets are located at the same interchange. The outlet mall consists of over 700,000 square feet of retail for shopping.
- Located in Henry County, the 4th best-selling county in Metro Atlanta for new house sales. Henry County is the best-selling county in the South of I-20 Market.
- There is currently a 15.1 months of supply of vacant developed lots ("VDLs") in Henry County.
- Adjacent to the Heron Bay community, which has had 21 sales in the first six months of 2021 at an average price of \$386,000.
- Some of the property may gravity flow into sewer in the Heron Bay Community.
- Potential to rezone property to a Conservation Subdivision Development.
- There is currently a Farmhouse that was built in 1922 and is 3,225 SF on the property. This home is a 3 bedroom and 2 bath house.

With 65.68± acres, the property allows for a development that may consist of multiple price points and offering a prime opportunity to enter into or expand within this market.

Interested parties should submit a letter of intent ("LOI") pursuant to the terms outlined in the "Proposal Requirements" section of this Offering Memorandum.



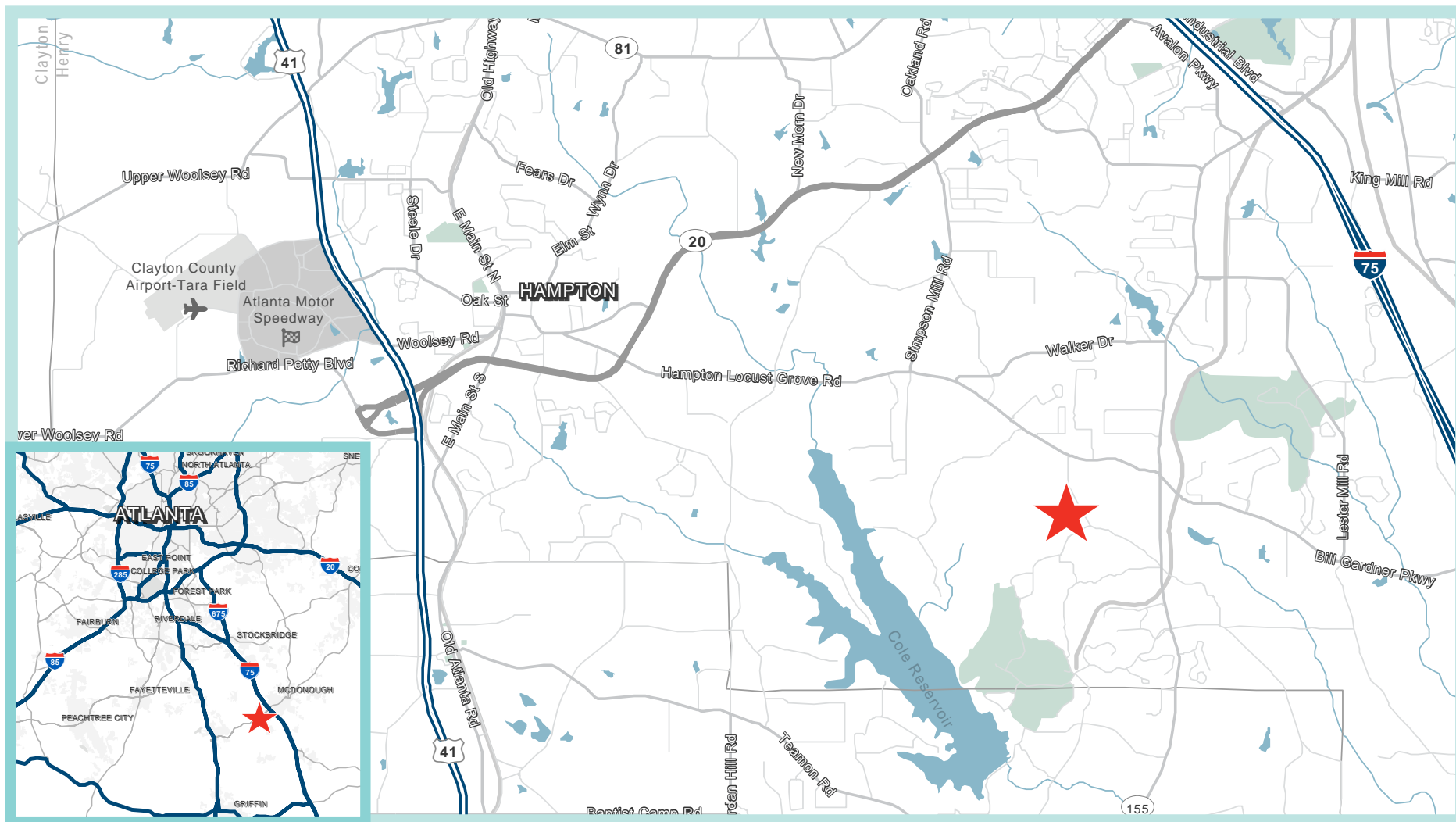
HERON BAY GOLF CLUB



FARMHOUSE ON PROPERTY

The Property

Luella Road is located approximately 3.5 miles southwest of the Interstate 75 and Bill Gardner Pkwy intersection in Henry County, Georgia. The property is located on Luella Road, Locust Grove, GA 30248.



HIGH ALTITUDE AERIAL WITH NEARBY AMENITIES



LOW ALTITUDE AERIAL



ADDITIONAL DETAILS:

ZONING

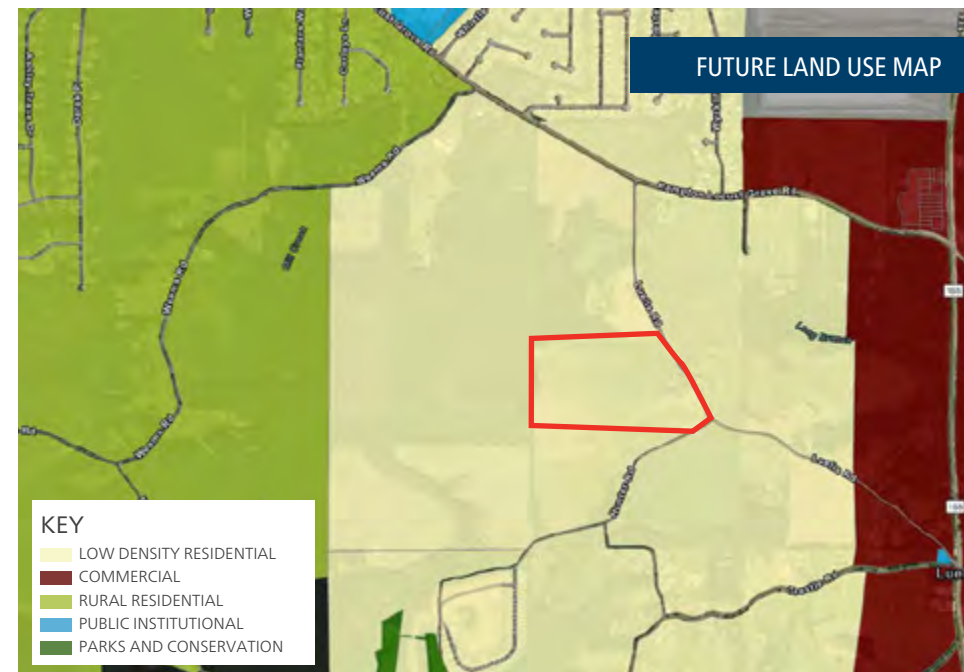
The Property is currently zoned RA (Residential Agricultural Zoning District) in Henry County with the following requirements:

Minimum Lot Area:	43,560 SF or 1 acre in area with septic system and county water 1.25 acres in area with septic system and private well 87,120 SF or 2 acres in area for new subdivisions
Minimum Lot Width:	175'
Minimum Front Setback:	75' from right-of-way line 50' from right-of-way when part of subdivision requires new streets
Minimum Side Setback:	20'
Minimum Rear Setback:	40'
Minimum Heated Floor Area:	1,500 SF

The Property, according to the Future Land Use Map of Henry County, has a future land use of Low Density Residential. According to Steve Moore, with Moore Bass Consulting Inc, due to the property being located in the watershed district, the max density allowed is 1.75 units per acre.

The Property is also a good candidate for a Conservation Subdivision Development (CSD Code is available in the Support Information) which requires the following:

- 40% Greenspace
- Minimum Lot Width of 60'
- Minimum Lot Size of 10,890



UTILITIES

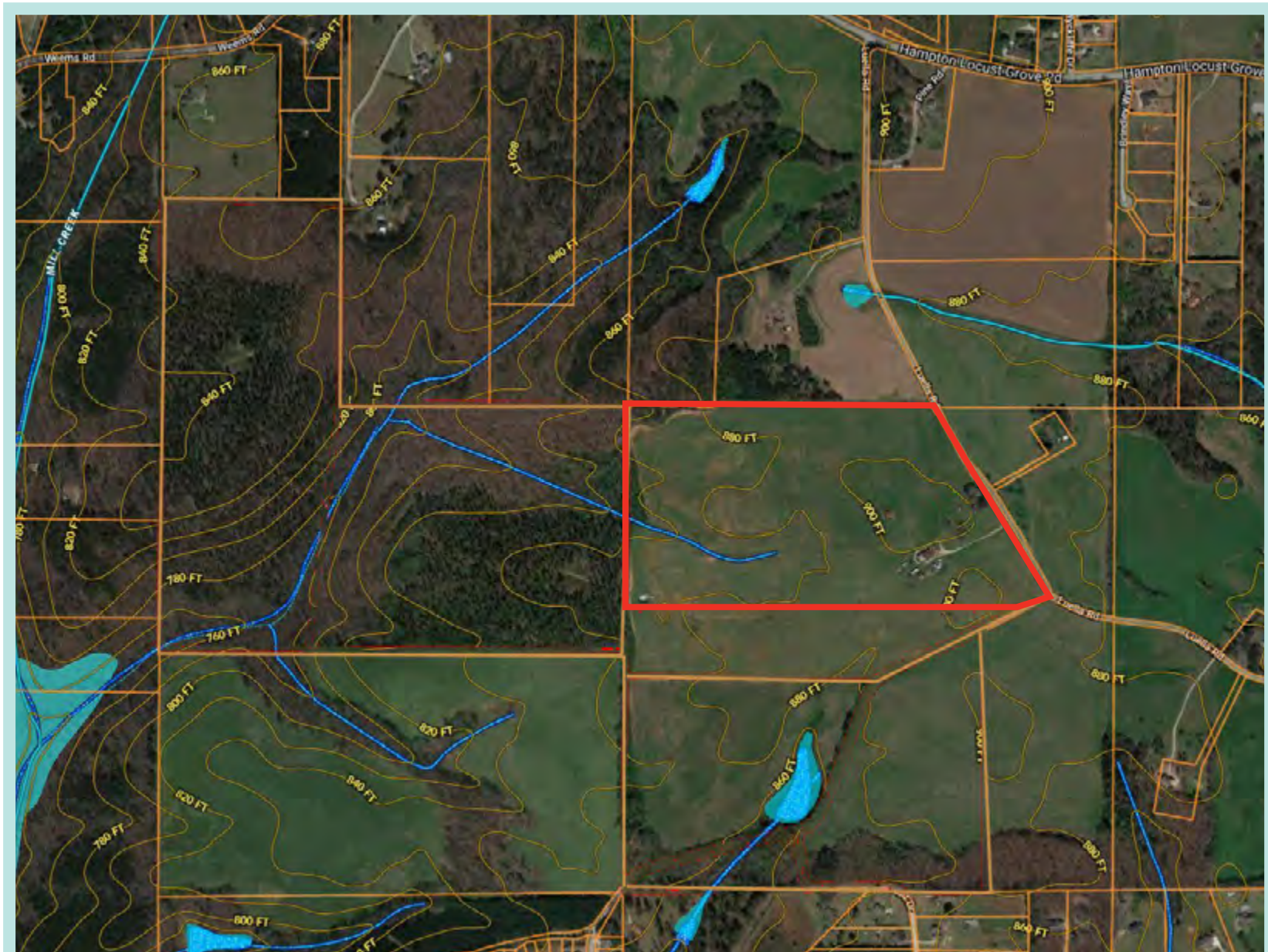
The Property is served by domestic water. sanitary sewer is located in Heron Bay and some of the property may gravity flow to access sewer.

SCHOOLS

SCHOOL	DISTANCE IN MILES
ELEMENTARY SCHOOL	
Luella/ Bethany Elementary	2.5 Miles
MIDDLE SCHOOL	
Luella Middle	1.4 Miles
HIGH SCHOOL	
Luella High	2.5 Miles



TOPOGRAPHY MAP



Topography shows 20' contour intervals

The Market

The Property is located southwest of Downtown McDonough. Founded in 1823, the city of McDonough is centered around a traditional town square design. This community offers convenient access to many different aspects of life. Below are some market highlights from the growing Henry County and City of McDonough::

- **Downtown McDonough** is centered around the McDonough Square, a nearly 1 acre park. The historic square is filled with shops and restaurants, and residents enjoy live music and a variety of festivals year round.
- **Located at the Highway 20 and I-75 interchange is South Point** retail, which anchors the commercial retail for the area. The 700,000 square foot regional shopping center has tenants such as JCPenney, Kohl's, Academy Sports, and many more.
- **The Tanger Outlets**, offering over 65 stores, are located approximately 4 miles away with many other retail options nearby

With all of the surrounding amenities, convenient access to the interstate, a strong job market, and a thriving city, The Property is an excellent opportunity for a builder to establish a presence in this market.



HENRY COUNTY DETACHED HOUSING AND LOT ANALYSIS

Henry County was the 4th best selling County in Metro Atlanta in 2020. The median SFD new home price in 2021 is \$295,505.

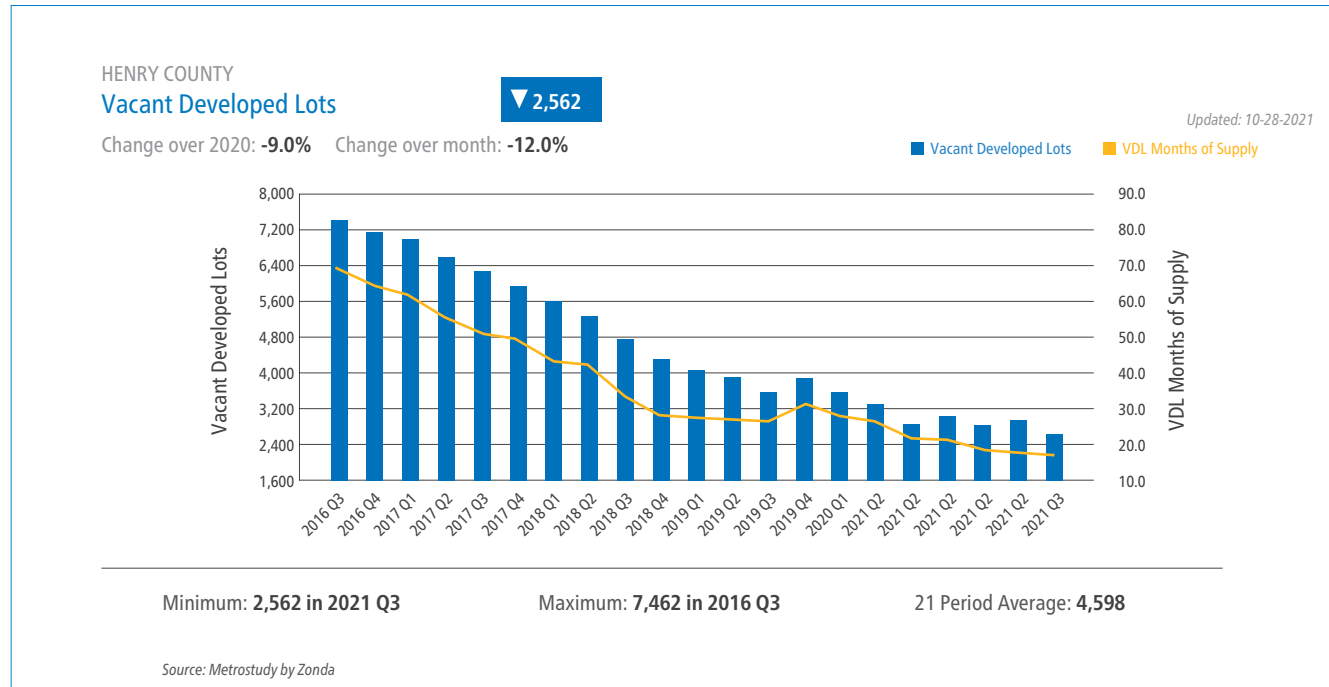


Below are some highlights of the detached housing market in Henry County:

- The median new home sale price in November 2021 was \$295,000. That is a 10% increase in the new median home sale price from 2020.
- Annual starts of 1,902, which is a 26% YOY increase from 3Q20.
- Annual closings of 1,620.

HENRY COUNTY ATTACHED & DETACHED HOUSING AND LOT ANALYSIS

There are currently 2,562 VDLs in attached and detached communities in Henry County. There is currently a 15.9 months supply of lots in Henry County.



Below are some highlights of the detached housing market in Henry County:

- Of the 2,562 VDLs, 2,392 are in detached communities. In these detached communities, there is only a 15.1 months supply of lots.
- Approximately 72% of all remaining VDLs are in communities with an active builder. Typically these lots are under control to the builder in the community. These communities have 10.9 months supply of VDLs.
- 64% of all VDLs have been developed in the last year to meet the growing housing demand in this market.

With the extended time of development to the construction of housing, new developments are needed to support the continued growth of new housing in Henry County.

LUELLA HIGH SCHOOL DETACHED HOUSING AND LOT ANALYSIS

The Luella High School housing market continues to accelerate for both new and resale SFD houses. The new construction SFD housing sales data for the Luella High School District from 2015-2Q21 is as follows:

YEAR	%TOTAL HENRY COUNTY SFD NEW SALES	# OF SALES	AVERAGE SALES PRICE
2016	20%	231	\$240,000
2017	22%	283	\$239,000
2018	16%	237	\$229,000
2019	9%	126	\$250,000
2020	19%	276	\$274,000
2Q21	27%	194	\$287,000

Below are some highlights from this market through 3Q21:

- Annual starts in this market are 305.
- Annual closings in this market are 362, representing a 58% increase in the last year.
- Currently, there are 327 VDLs in this market. Based on the annual starts, there is an 12.9 months supply of VDLs.
- A total of 41% of the remaining VDLs in Luella High are in subdivisions with an active builder.

With the continued decreasing supply of VDLs and houses located in Henry County and the Luella High School market, we believe the property can fill the immediate and future needs for housing in this market.

Proposal Requirements

The 65.68± acres in Henry County are offered at a price of \$1,313,600 or \$20,000 per acre.

Interested parties should submit proposals in the form of a proposed term sheet that includes the following information:

- Price
- Earnest money
- Due diligence period
- Closing period
- Contingencies
- Overview of purchaser including financial capabilities

We are available to discuss the project and address any questions at your convenience.



THE PROPERTY

Support Information

Below are files that are related to **Luella Road** and may be downloaded.* Click the links to open the files.

[VIEW ALL FILES](#)[GOOGLE EARTH KMZ](#)[CONSERVATION SUBDIVISION
DEVELOPMENT CODE](#)

*We advise that these files be downloaded to a desktop computer and not on a mobile device as they may not be compatible.



MEET OUR TEAM

The **Ackerman/Pioneer Land Advisory Group (APLG)** has represented owners in land sales that have paved the way for many noteworthy housing and commercial real estate developments across the Southeast.

The team has brokered **\$400+ million** in transactions.

FOR MORE INFORMATION, CONTACT:



John Speros
Senior Vice President
Ackerman & Co.
Direct: 770.913.3910
Mobile: 404.578.7033
Email: jsperos@ackermanco.net



Kyle Gable
Broker
Pioneer Land Group
Direct: 770.225.0718
Mobile: 404.867.3332
Email: kgable@pioneerlandga.com



J.T. Speros
Associate, Brokerage
Ackerman & Co.
Direct: 770.913.3949
Mobile: 404.775.3919
Email: jtsperos@ackermanco.net

