

MERCADO AT  
**DEERFIELD**  
TOWNSHIP



**17.9± ACRES**  
**PLANNED FOR COMMERCIAL DEVELOPMENT**  
**FORSYTH COUNTY | GEORGIA**

**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 **Mercado at Deerfield Township, 17.9± acres on McGinnis Ferry Road in Forsyth 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:**



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# The Opportunity

**Ackerman & Co.** and **Pioneer Land Group** are pleased to exclusively present the **Mercado at Deerfield Township**, an **17.9± acre commercial component of Deerfield Township**.

Over 20 years ago, the owners of a 160-acre parcel in south Forsyth County, Georgia had a dream to develop a master-planned mixed project that would meet the demands of the community while standing the test of time. That project was named **Deerfield Township**.

Located at the intersection of McGinnis Ferry and Bethany Bend, Deerfield Township is a highly successful mixed-use project in Alpharetta that was started in 2012. The three residential phases of the development, Central Park, Juncture, and Everleigh have been completed or are under construction. A description of each use is shown on the following page. From the conception of the master plan for Deerfield Township in 2005, the commercial components were designed around the access to be provided by the then planned interchange where McGinnis Ferry Road crosses Georgia 400. Today, that interchange is under construction and slated for completion in 2023.

The Georgia Department of Transportation rarely adds an interchange between two major interchanges (Windward Parkway and McFarland Road), that are only 2.9 miles apart. In this case, the volume of traffic exiting Georgia 400 was greater than the amount that could be handled by the two exiting interchanges, resulting in the need for the McGinnis Ferry Road interchange. Since construction of the interchange began, we have seen tremendous activity in the immediate area including the recently announced Gathering at South Forsyth, a 2.4 million square foot mixed use development on approximately 100 acres to be anchored by an 18,000 square feet arena.

**Mercado at Deerfield Township** is ideally located to take advantage of the improved access and other activity in the market. The time for the **Mercado at Deerfield Township** has arrived!



## DEERFIELD TOWNSHIP DESCRIPTION

**Deerfield Township** was designed as a mixed-use project featuring a variety of housing options with retail and commercial amenities to support the residential components in a well designed walkable environment. To date, approximately 146 acres of Deerfield Township has been developed into distinct residential components: Central Park at Deerfield Township, Juncture at Deerfield Township, and Everleigh at Deerfield Township.

### Central Park at Deerfield Township

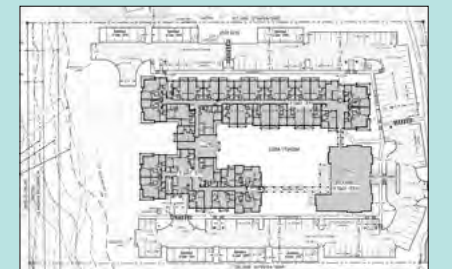
This 284-lot, single family detached (“SFD”) subdivision was developed and constructed by the Providence Group, one of Atlanta’s most prestigious homebuilders. To access the streets, most of the homes have alley garages and offer unique architectural styles. Currently, new houses are selling for \$700,000 to \$900,000.

### Juncture at Deerfield Township

This 560-unit, luxury multifamily project was developed by JLB and is one of the highest-quality and successful projects in the North Fulton/South Forsyth market.

### Everleigh at Deerfield Township

Greystar is currently under construction of Everleigh at Deerfield Township, an upscale 140-unit age-restricted multifamily rental project.





## NEXT PHASE OF DEERFIELD TOWNSHIP

Based on the new McGinnis Ferry/Georgia 400 interchange, the changing traffic patterns and the tremendous demographic base in the immediate area, Deerfield Township is ready for its final phase: **Mercado at Deerfield Township**. **Mercado at Deerfield Township** is the nonresidential development within Deerfield Township and contains approximately 17.9 contiguous acres. **Mercado at Deerfield Township**'s zoning allows up to 515,232 square feet of commercial space including retail, hotel, office and self storage. Piper O'Brien Herr Architects has prepared a massing plan showing improvements totaling 515,232 square feet on the usable land area as shown below.

	SIZE
A-J: RETAIL	85,232 SF
GROCERY	30,000 SF
GYM	30,000 SF
OFFICE 1	120,000 SF
OFFICE 2	60,000 SF
HOTEL 120	90,000 SF
STORAGE	100,000 SF
<b>Commercial Total</b>	<b>515,232 SF</b>

PARKING RATIO = 4.0/1,000





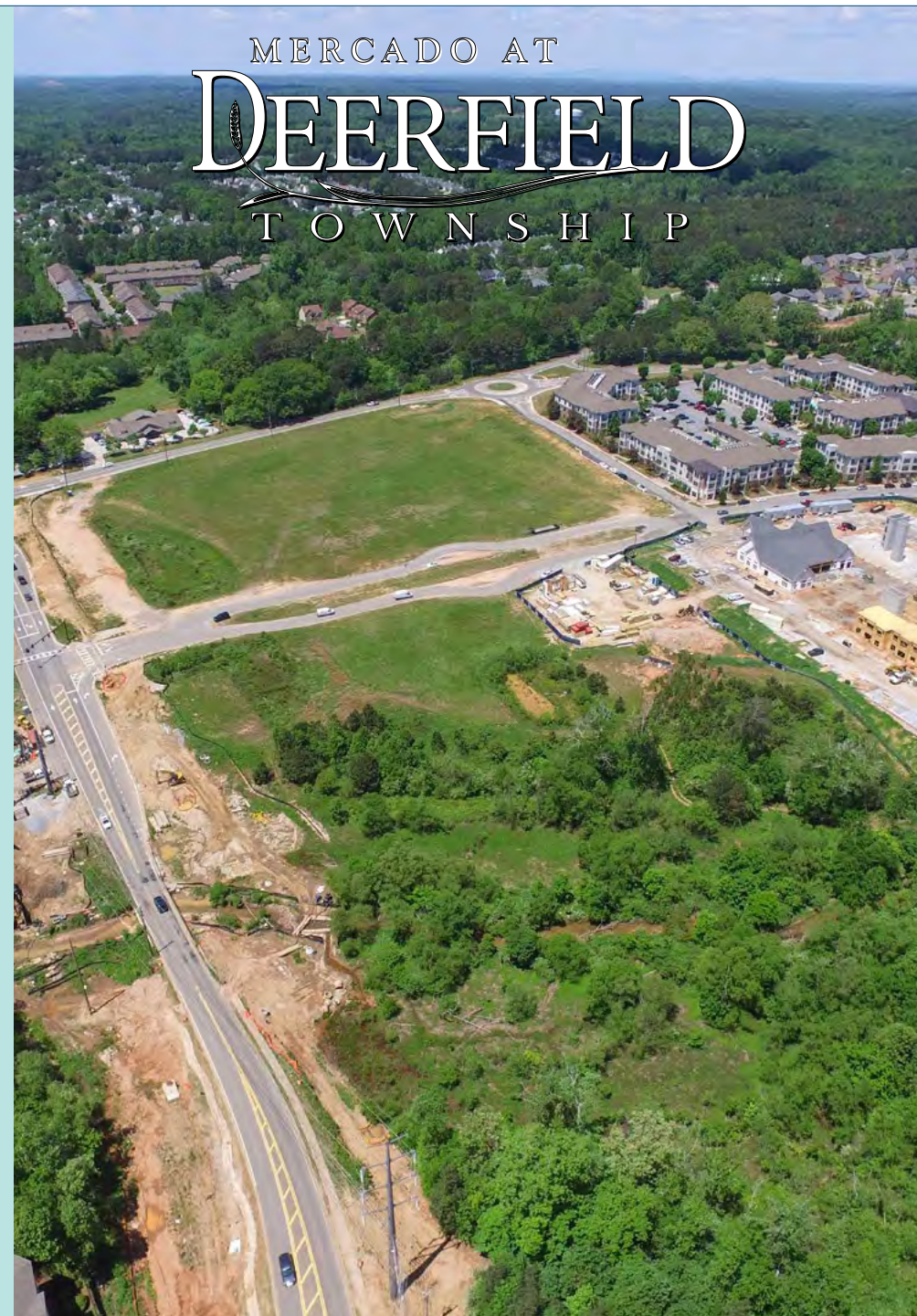
**Mercado at Deerfield Township** offers a unique opportunity to develop a high end retail/commercial development based on the following:

- Because the new McGinnis Ferry interchange will act as a reliever for both the Windward Parkway and McFarland Parkway interchanges, anyone traveling on GA 400 who lives on the west side of GA 400 and uses the new McGinnis Road Interchange will be funneled directly by the **Mercado at Deerfield Township**.
- Tremendous demographic base that needs retail/commercial services:

<i>Radius</i>	<b>1-MILE</b>	<b>2-MILE</b>	<b>3-MILE</b>
<b>Population</b>	<b>13,482</b>	<b>27,279</b>	<b>61,659</b>
<b>Median HH Income</b>	<b>\$94,034</b>	<b>\$108,449</b>	<b>\$128,571</b>
<b>Average HH Income</b>	<b>\$119,089</b>	<b>\$143,421</b>	<b>\$168,012</b>

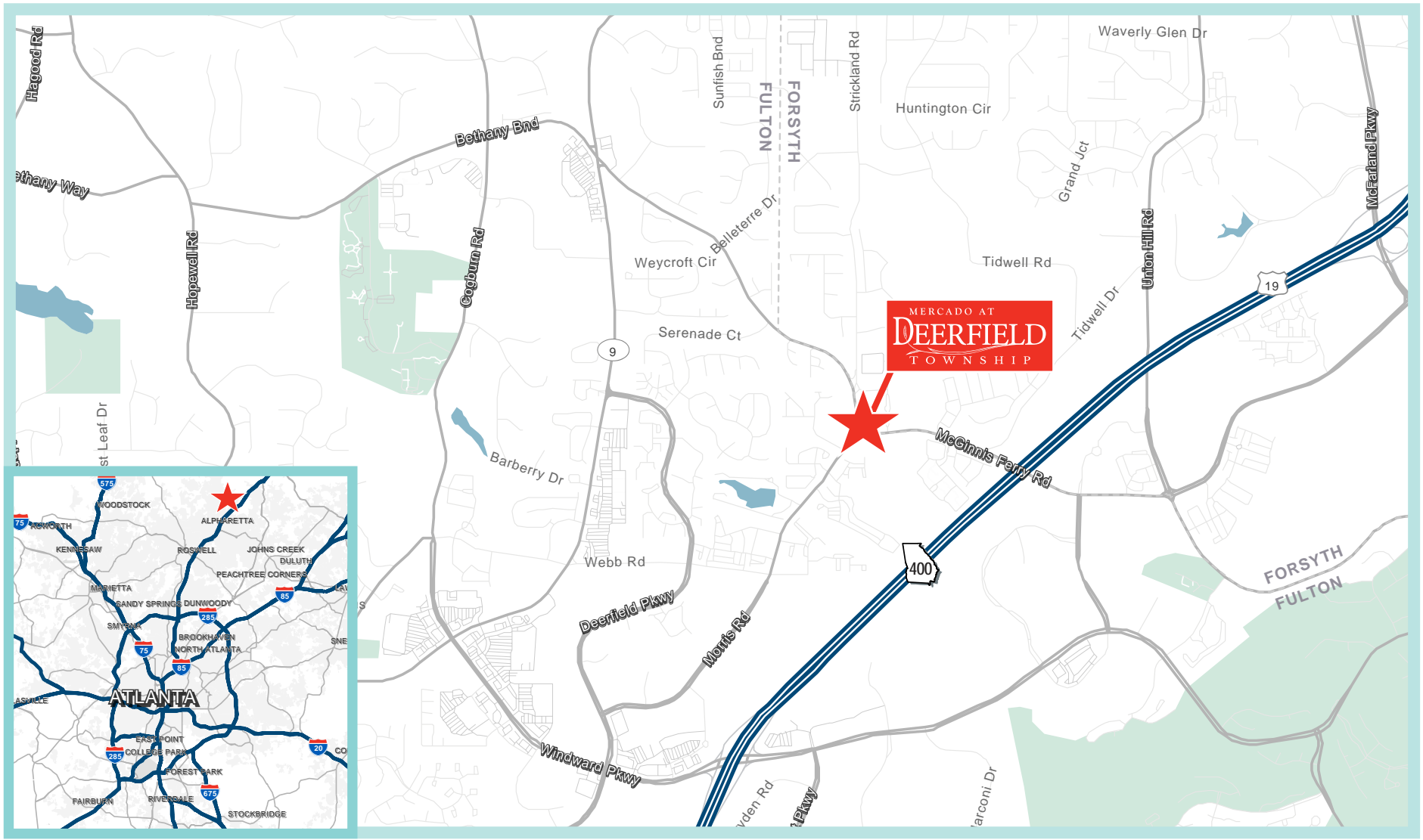
- Minimal development cost as the land for **Mercado at Deerfield Township** has already been cleared and rough graded, all utilities are available and all offsite improvements have been completed.
- Excellent visibility from McGinnis Ferry Road and Bethany Bend.
- Excellent access via traffic circle and traffic signal.
- **Mercado at Deerfield Township** is located on the “going home” side of the road, offering an excellent grocery opportunity.

The balance of this Offering Memorandum further describes the property and the opportunity.



# The Property

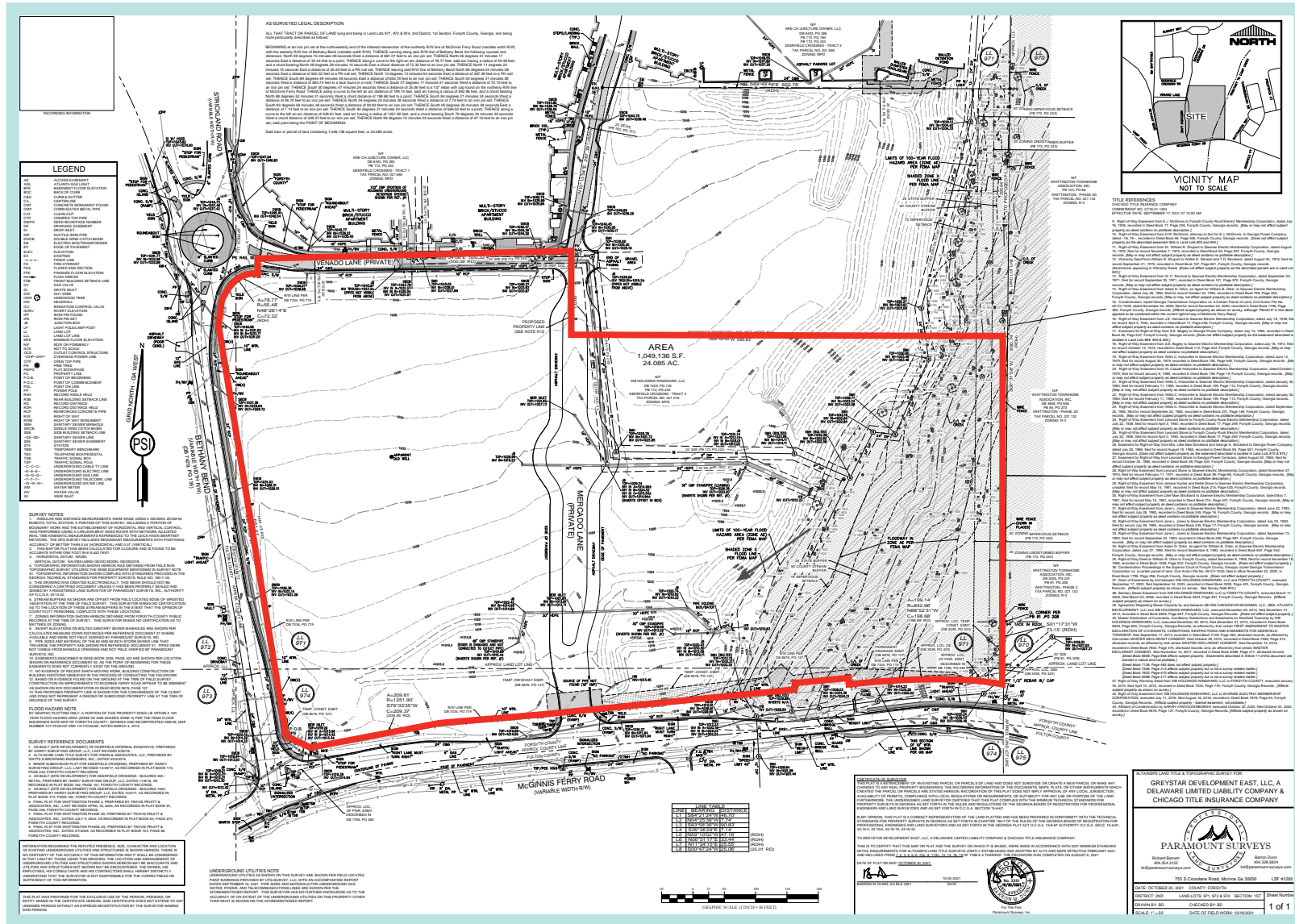
**Mercado at Deerfield Township** is located at the intersection of McGinnis Ferry Road and Bethany Bend in Alpharetta, Forsyth County, GA.





# SIZE / TOPOGRAPHY

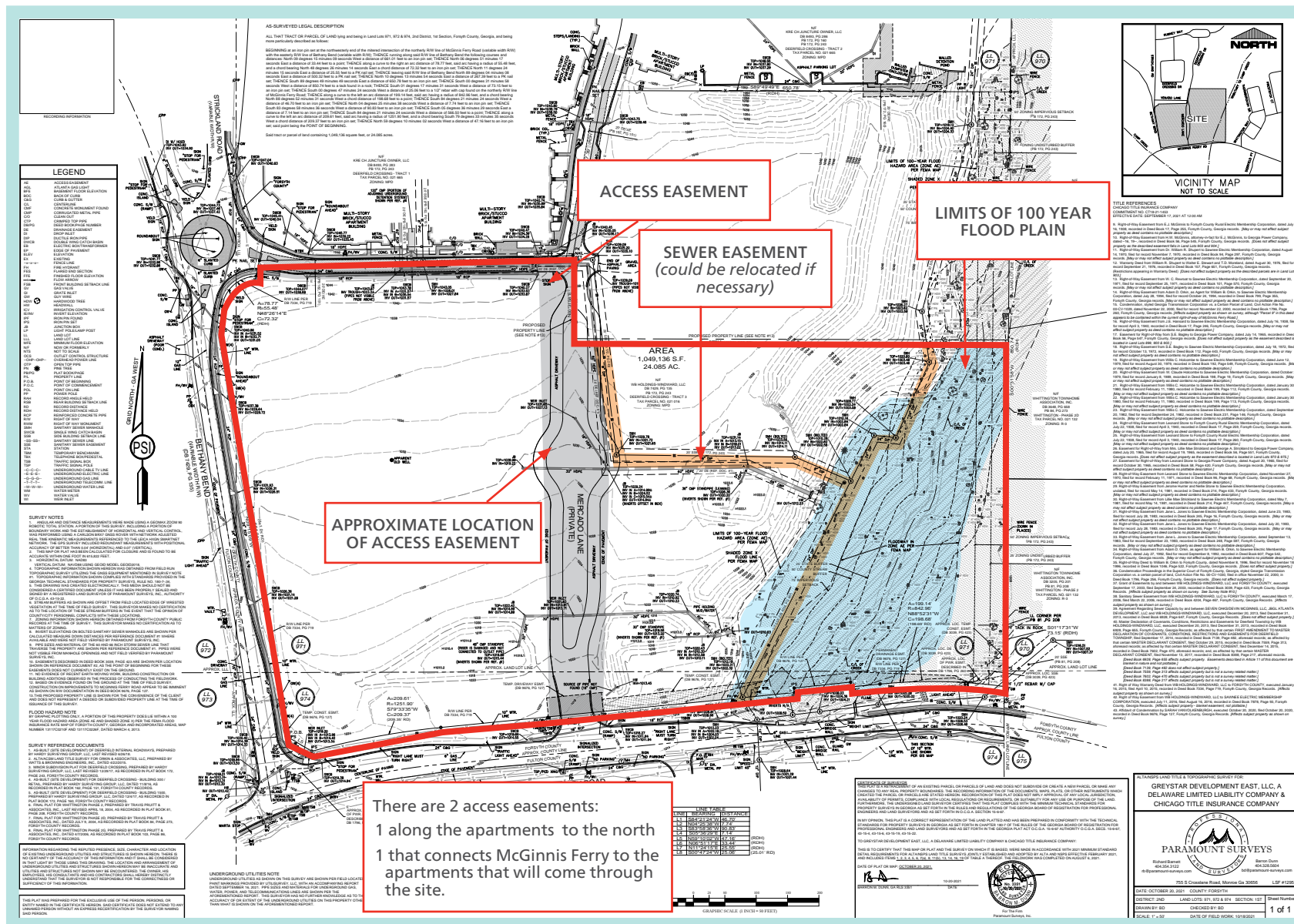
Based on the survey below prepared by Paramount Surveys, Deerfield Township contains approximately 17.91 acres of undeveloped land. **Mercado at Deerfield Township** is located in the southwest corner of the Deerfield Township development and contains approximately 8 usable acres. Field run 2 foot topography is shown on the survey.





# EASEMENT / TOPOGRAPHY

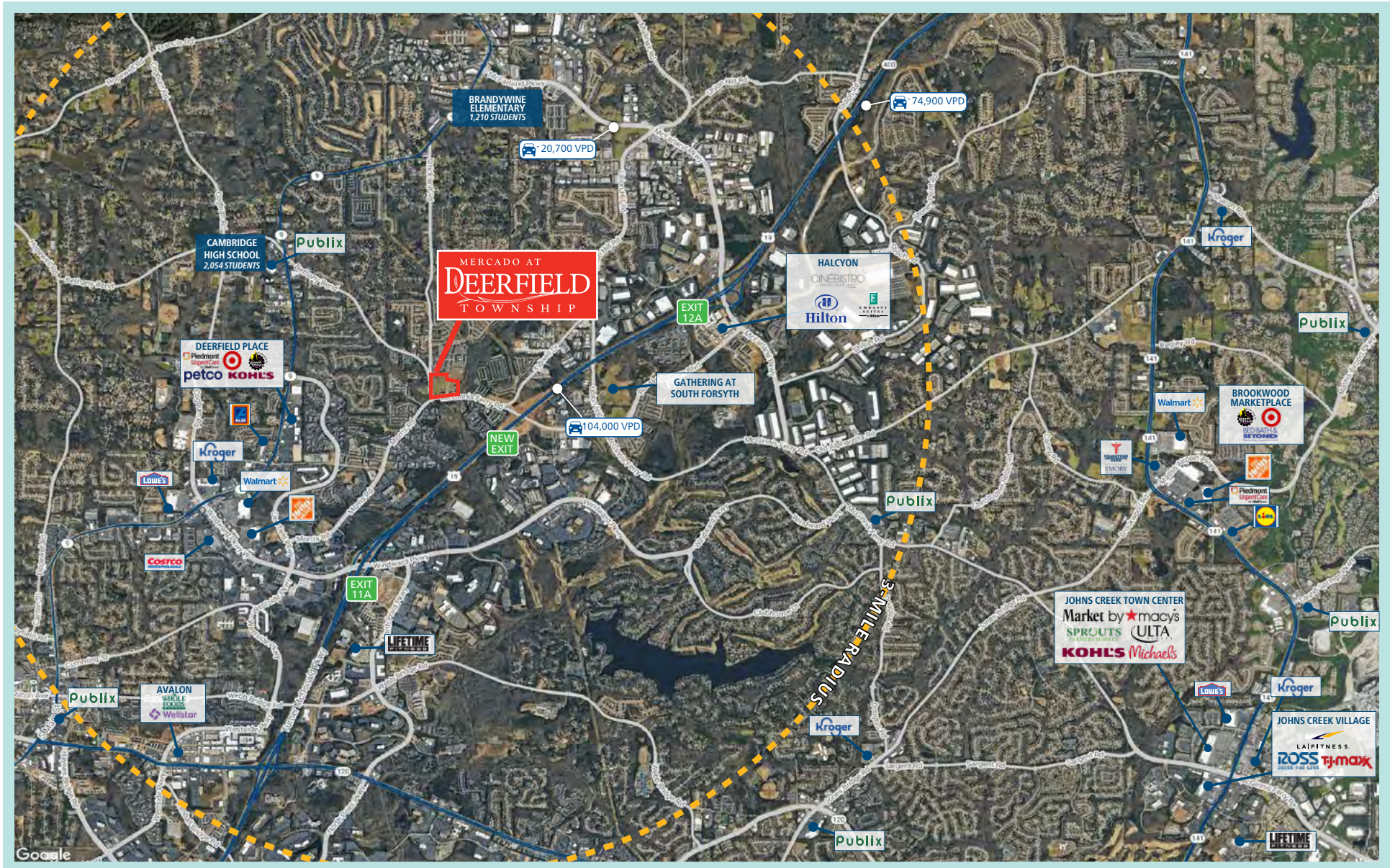
Of the total 17.9 acres, a portion of the property will be reserved for access easements and there is flood plain, a stream and sewer easement on the Property as shown below.



There are 2 access easements:  
1 along the apartments to the north  
1 that connects McGinnis Ferry to the apartments that will come through the site.



# HIGH ALTITUDE AERIAL WITH NEARBY AMENITIES



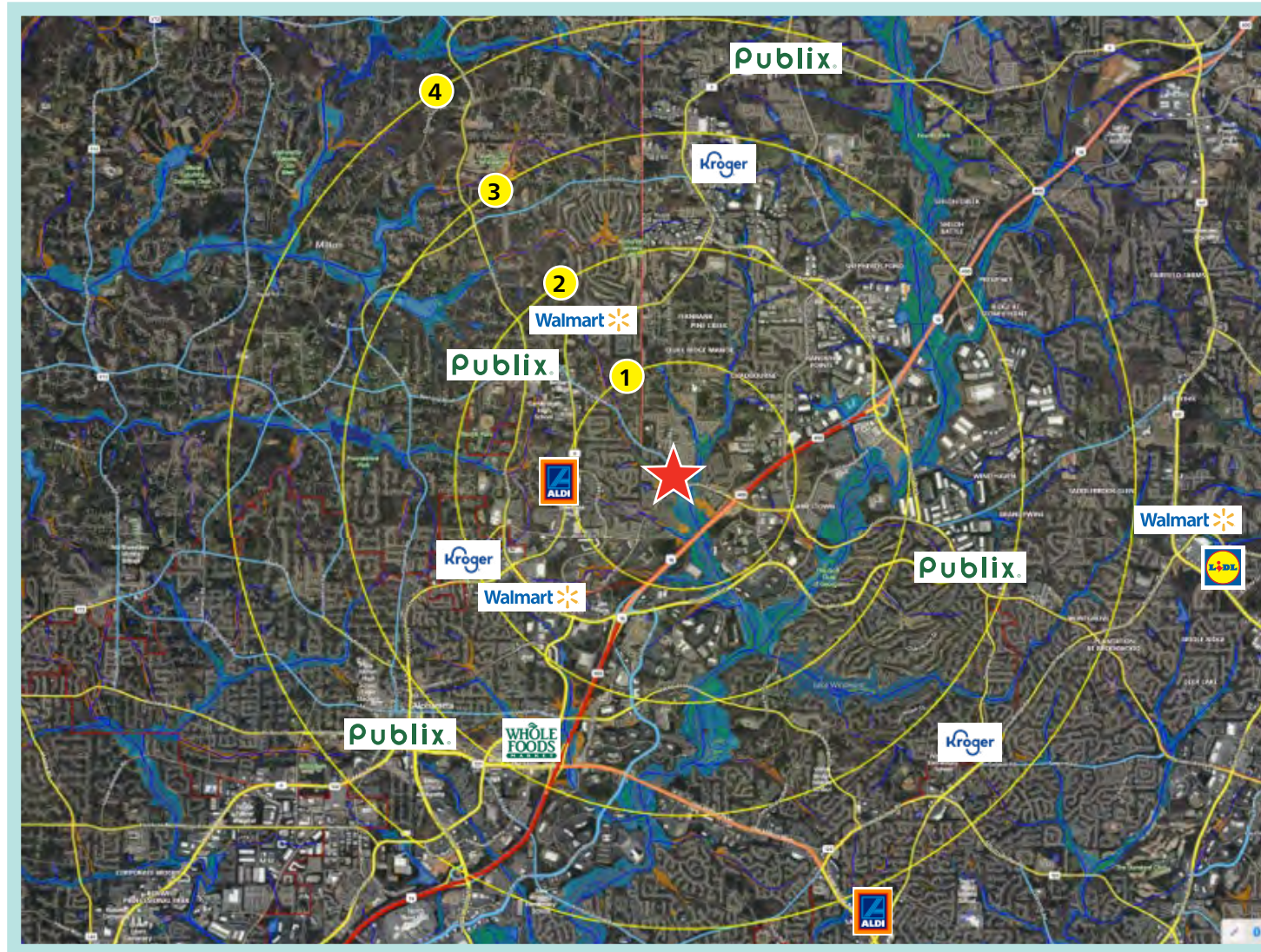


## GROCER MARKET OVERVIEW

As shown on the aerial, there are no free standing grocery stores located within 1 mile of **Mecado at Deerfield Township** and only one grocery store within 1.5 miles.

The population within a 1 mile radius is 13,482 while the population within a 2 mile radius is 27,279.

Based on these statistics, **Mecado at Deerfield Township** is an ideal location for a grocery store.





## ACCESS

The **Mercado at Deerfield Township** offers multiple points of access. The main access point will be from McGinnis Ferry Road via an existing traffic signal, with secondary access points via the traffic signal located on Bethany Bend, as well as a back access route through Strickland Road. The map to the right displays the different points of ingress and egress to the property.



DEERFIELD  
TOWNSHIP



## MCGINNIS FERRY/ GA-400 INTERCHANGE

The **Mercado at Deerfield Township**'s access will be further enhanced when the construction of the McGinnis Ferry Road/Georgia-400 interchange is complete.

This full-diamond interchange and road widening project is a Forsyth County and Georgia DOT jointly funded improvement that is currently under construction and scheduled for completion in March/April 2024.

**DEERFIELD**  
TOWNSHIP

AERIAL IMAGE AS OF MARCH 2023



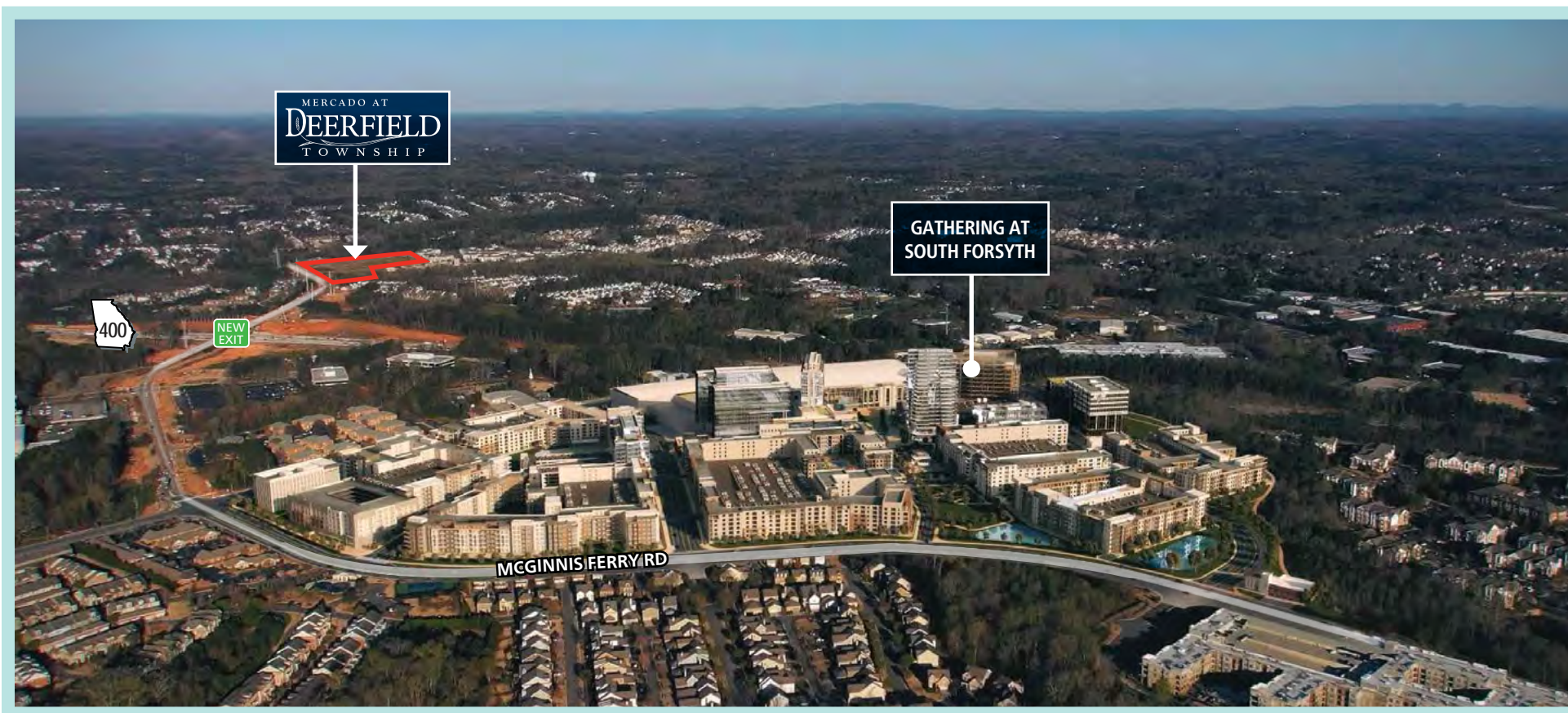


## GATHERING AT SOUTH FORSYTH

The **Mercado at Deerfield Township** is located approximately 1 mile from Gathering at South Forsyth, a proposed mixed-use development across GA-400. The development will span over 82 acres and includes a variety of uses such as retail, office, residential, and hospitality.

The retail component of Gathering will feature a huge variety of chain big box stores, national and local boutiques, as well as several restaurants and cafes. The development plans also include Class A office space, which has already attracted several corporate tenants. Additionally, there are plans for a luxury hotel and residential components. Recently, the developers have announced a 20,000 seat arena to be included in the project.

Overall, Gathering at South Forsyth is a significant development that has brought new retail, office, hospitality, and residential opportunities to the Forsyth County area, contributing to the growth and economic development of the region.





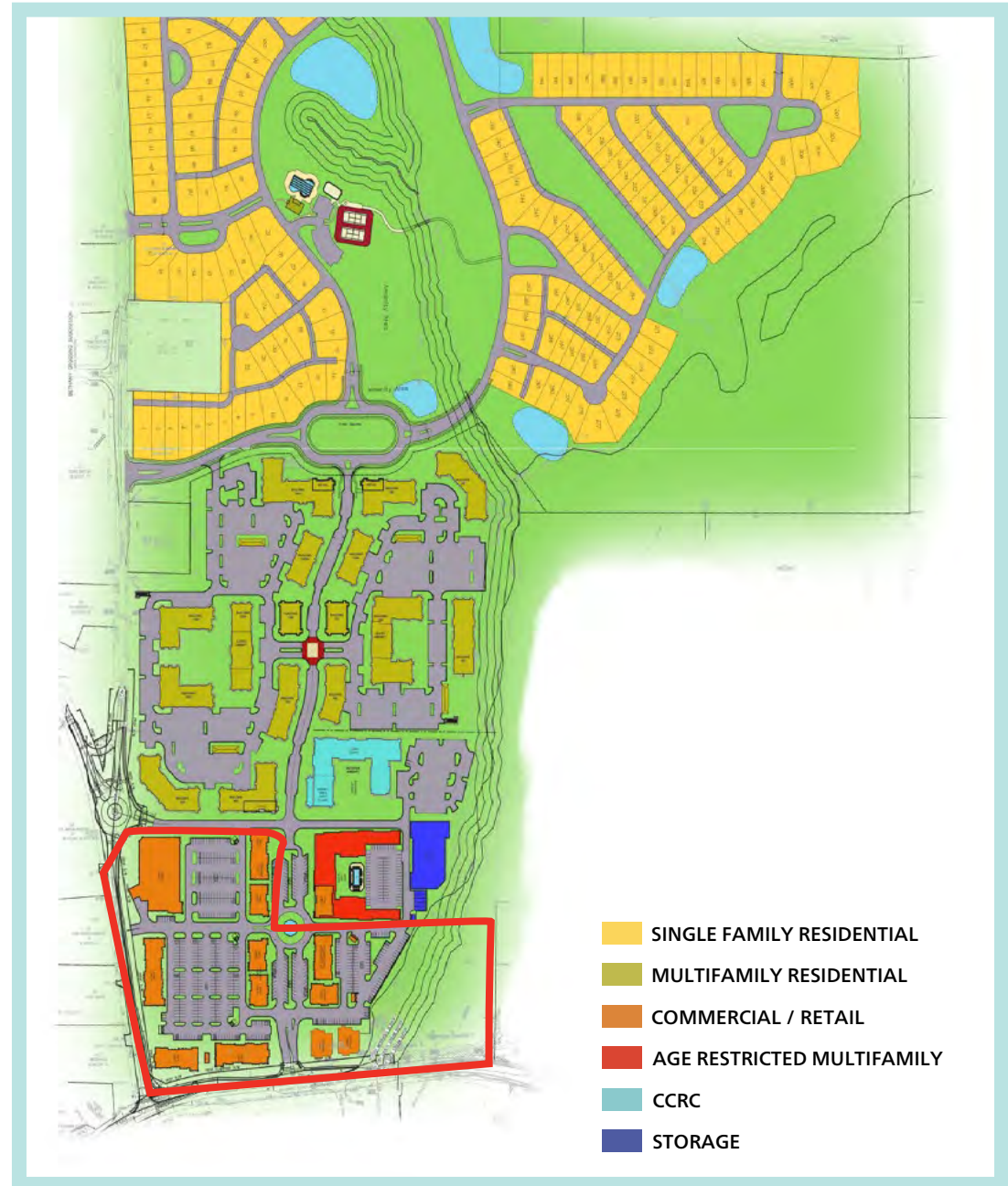
## ZONING

The **Deerfield Township** is zoned MPD in Forsyth County, Georgia, based on the site plan shown and the zoning conditions contained in the Support Information section. The plan allows for flexibility in moving the various components within Deerfield Township.

**Deerfield Township** requires that 25% of the overall density must be used for “commercial” uses. Accordingly, the **Mercado** will support 515,232 square feet of commercial space.

Architectural firm Piper, O’Brien Herr prepared a massing plan incorporating this density and is available in the Support Information section.

Additional information on the zoning is available in the Support Information section.



**DEERFIELD**  
TOWNSHIP



## DEMOGRAPHICS

Within a 1, 2, and 3-mile radius of the **Mercado at Deerfield Township**, the demographics are excellent, making this market extremely desirable for the intended use.

### POPULATION BY AGE DISTRIBUTION

	1-MILE	2-MILE	3-MILE
<b>Median Age</b>	<b>37</b>	<b>38</b>	<b>39</b>
Aged 0 to 5	1,318	2,320	4,566
Aged 6 to 11	1,097	2,378	5,431
Aged 12 to 17	666	1,931	5,360
Aged 18 to 24	728	1,389	3,563
Aged 25 to 34	2,775	4,627	8,765
Aged 35 to 44	2,468	5,187	10,796
Aged 45 to 54	1,880	4,261	10,364
Aged 55 to 64	1,290	2,798	7,094
Aged 65 to 74	884	1,647	3,926
Aged 75 to 84	255	493	1,152
Aged 85+	121	251	642
<b>Total Population</b>	<b>13,482</b>	<b>27,279</b>	<b>61,659</b>

### POPULATION & INCOME

	1-MILE	2-MILE	3-MILE
<b>Population</b>	<b>13,482</b>	<b>27,279</b>	<b>61,659</b>
<b>Average HH Income</b>	<b>\$119,089</b>	<b>\$143,421</b>	<b>\$168,012</b>
<b>Median HH income</b>	<b>\$93,034</b>	<b>\$108,449</b>	<b>\$128,571</b>



CENTRAL PARK AT DEERFIELD TOWNSHIP



DOWNTOWN ALPHARETTA



## UTILITIES

### Sanitary Sewer

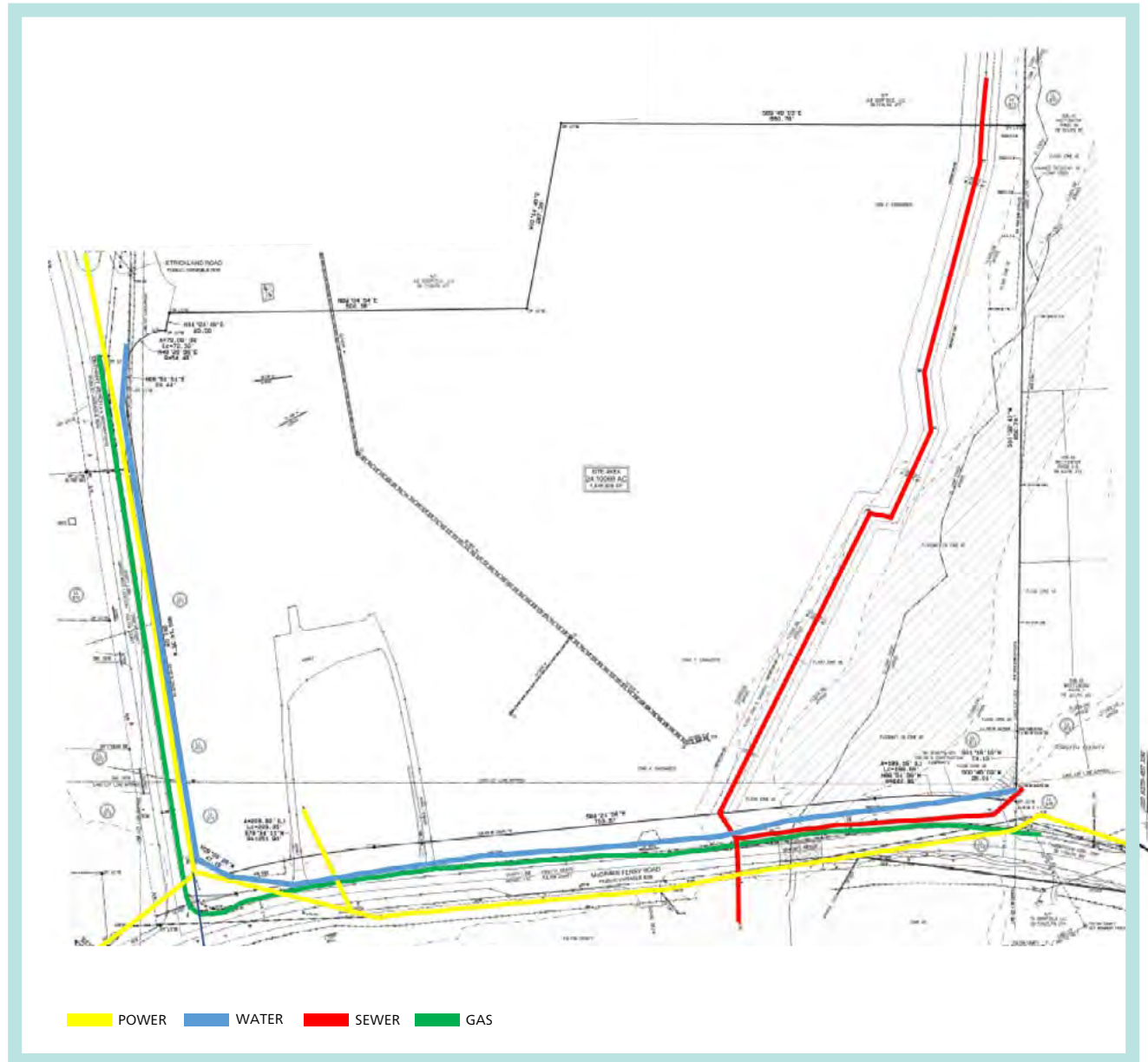
- Available on the property as shown to the right in red.

### Domestic Water

- Is in the ROW of McGinnis Ferry Road.

### Natural Gas and Electricity

- Are in the ROW of Bethany Road and McGinnis Ferry Road.
- All utilities should be independently verified by potential purchaser.





# Proposal Requirements

The owner desires that **Mercado at Deerfield Township** be developed in a manner that is complimentary to the existing product. Accordingly, the quality level of the project, the major users and the architectural aspects are of key concern to the owners. Prospective purchasers should submit a letter of intent stating the terms and conditions upon which they desire to acquire the land for **Mercado at Deerfield Township** that includes:

- Price
- Earnest money
- Proposed user category (grocer, entertainment, etc.)
- Inspection Period
- Closing conditions and time frame
- Source of funds
- Purchaser experience

**Offers are to be submitted to selling brokers by 5:00 PM EST on Thursday, July 27, 2023.**

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





# Support Information

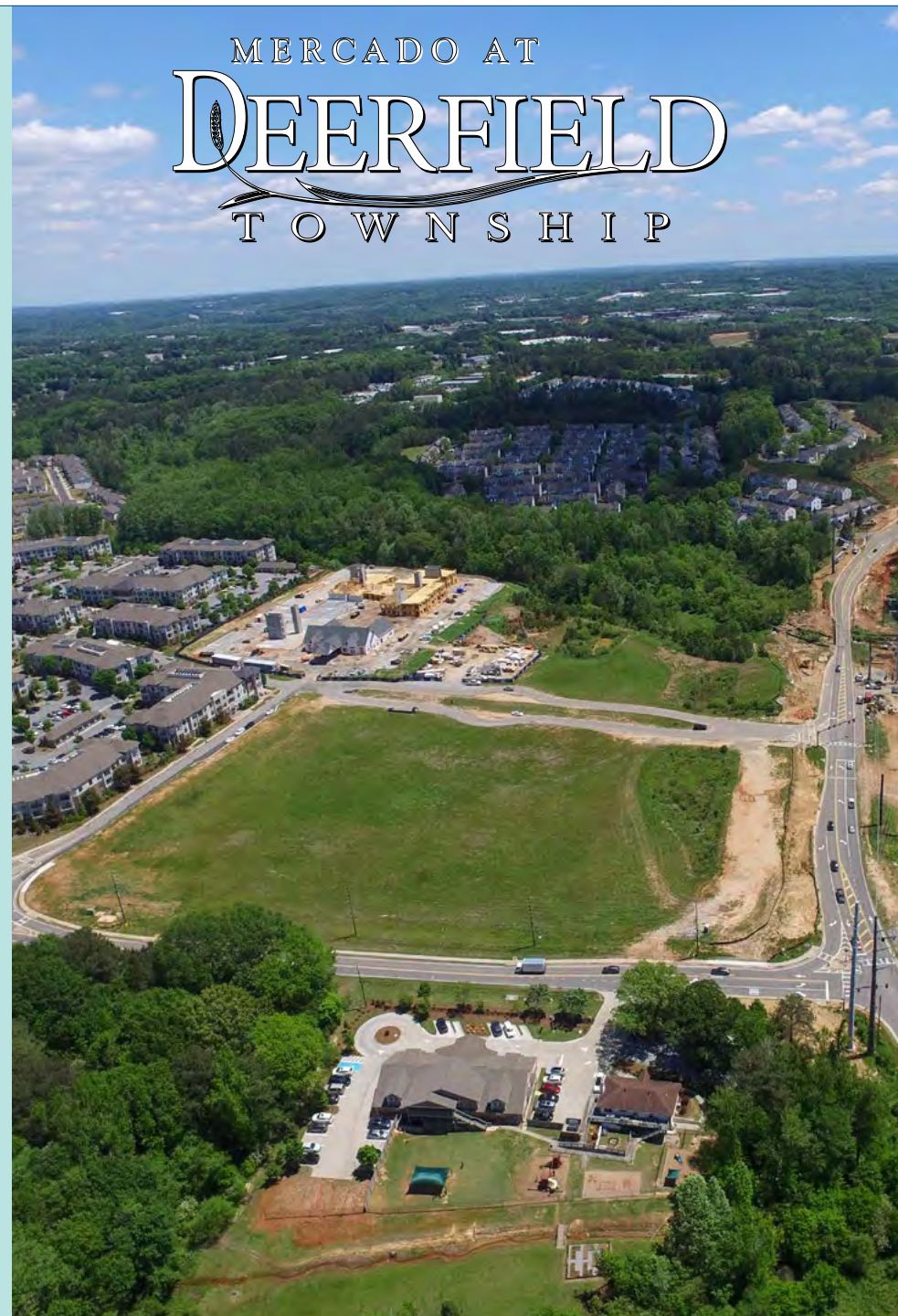
To access the support information files for **Mercado at Deerfield Township**, please complete the appropriate Confidentiality Agreement using the links below:

**B** CONFIDENTIALITY AGREEMENT - BROKER

**P** CONFIDENTIALITY AGREEMENT - PRINCIPAL



**PROPERTY VIDEO**





MERCADO AT  
**DEERFIELD**  
TOWNSHIP

## 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 **\$600+ million** in transactions.

### FOR MORE INFORMATION, CONTACT:



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