

Project #1 Detailed Breakdown

Origins - Alpharetta - Forsyth County, Georgia

Our team was Master Developer and led the development, entitlement, and sales for Forsyth County's first approved high-end garage condo project between 2017 through 2019. We pre-sold approximately 15 garages and raised \$5.2M in commitments. Original location on McFarland Parkway was 25+ acres - planned and zoned as The Stables Motor Plaza + Retail Village (abandoned due to site issues). The project was relocated to Atlanta Hwy (later renamed Stables Way) where our Team co-developed and co-branded the project under the Stables Motor Condos® / Personal Warehouse®.

Timeline: 2017–2019

Location: McFarland Parkway

Scope: High-end Auto Storage & Retail Village

Completion: Abandoned in 2019 due to site issues & feasibility challenges

Municipal Approvals & Entitlements

- Stables Motor Condos® submitted plans for a **25+ acre site on McFarland Parkway**, featuring a **garage condo community with a retail village, restaurants and distillery**.
- Entitlements: The project advanced through public hearings and commissioner reviews in 2018 gaining **unanimous approval in 55 days**, which was the fastest rezoning of a parcel of land in the county's history at that time.
- Forsyth County Development Authority approval: Jeff requested, negotiated and was **awarded a \$38.5M Taxable Revenue Bond** for this project. This **established the Stables Motor Condos® brand in Forsyth County**.

Ultimately, the McFarland site had to be **abandoned due to unforeseen site issues** (land constraints and feasibility challenges).

News Highlights & Media Presence

- [Gentleman Racer – Forsyth rezoning approval \(2017\)](#)
- [Forsyth News – Plans submitted \(2018\)](#)
- [FCN – Commissioners Rezone Land / High-end Car Storage](#)
- [Georgia Trend – \\$38.5M bond support \(2018\)](#)

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