

Project #2 Detailed Breakdown

Alpharetta - Forsyth County, Georgia

Following the McFarland exit, the project was relocated to Atlanta Hwy (later renamed Stables Way). Our Team was *Co-Developer and exclusive marketing/sales partner for the Forsyth County garage condo project (Atlanta Hwy / Stables Way, 2019–2024). Originally co-branded as Stables Motor Condos® / Personal Warehouse®, in 2025 marketed just as Personal Warehouse®, the project encompassed 60+ garage condos and flex/showroom spaces. The team, led by Jeff Beal and Cindy 'Rodeo' Steedle, guided entitlement, approvals, and early sales launch, working directly with Forsyth County Commissioners, planning staff and co-development partners.*

Timeline: 2019 – 2025
Location: Stables Way Alpharetta, GA
Scope: Garage Condos & Flex Space Business Space
Completion: June 2024

At this site, we co-developed with a partner group, launching under a co-branded model: Stables Motor Condos® / Personal Warehouse®.

Municipal Approvals & Entitlements

- The Forsyth County Board of Commissioners formally approved the project on October 2021 during its regular meeting; cited by Commissioner Levent “Stables is relocating”.
([9/28/2021 Planning Commission Regular Meeting](#)) &
([Board of Commissioners Regular Meeting October 21, 2021 @ 1:48 – 1:54](#))
- Forsyth BOC Agenda (Oct 21, 2021): Approval covered ~9 acres, ~76,600 sq. ft. of automotive storage & retail space, 82 parking spaces, and a variance on zoning buffers.
- Forsyth News (July 2022): Groundbreaking coverage highlighted developer Jeff Beal and the years-long process working with commissioners and staff to bring the project forward.

News Highlights & Media Presence

- Forsyth News – Public hearings set (2021)
- [Forsyth County BOC Agenda PDF \(Oct 21, 2021\)](#)
- [Forsyth News – Approvals recap \(Oct 2021\)](#)
- [Forsyth News – Groundbreaking, Jeff Beal quoted \(2022\)](#)

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