

[http://www.douglascountysentinel.com/news/mirror-lake-may-see-a-building-boom/article\\_66cf6f24-b986-11e5-9a96-330ac175c630.html](http://www.douglascountysentinel.com/news/mirror-lake-may-see-a-building-boom/article_66cf6f24-b986-11e5-9a96-330ac175c630.html)

## Mirror Lake may see a building boom

By Liz Marino / Staff Writer Updated 6 hrs ago



Liz Marino/Douglas County Sentinel Joffe Land Companies recently purchased the remaining 1,326 residential lots in Mirror Lake Subdivision, located in the western portion of Douglas County and within the city of Villa Rica.

With an upturn in the economy, a major land acquisition will bring more new home construction in Mirror Lake Subdivision.

Joffe Land Companies recently purchased the remaining 1,326 residential lots in Mirror Lake Subdivision, located in the western portion of Douglas County and within the city of Villa Rica.

According to Howard Joffe, president of Joffe Land Companies, his company has begun already negotiating with homebuilders to construct new homes and add to the roughly 1,300 homes already in the community.



Howard Joffe said he believes Villa Rica has not fully recovered from the economic recession, but is poised for a rebound.

“We feel Villa Rica is poised to sell a lot of homes soon,” he said. “We think Mirror Lake has helped Villa Rica and will continue to do so. There hasn’t been a lot of construction since the recession and Villa Rica will lead the way.”

“Mirror Lake has the amenities people want and the proximity to downtown Atlanta they need,” said Joffe. “We feel the community offers tremendous value that’s difficult to find elsewhere.”

Joffe is not new to the Villa Rica area. In a press release, Joffe Land Companies said it “intends to jumpstart new home construction this year in Mirror Lake and surrounding Villa Rica” where it owns lots in several other Villa Rica subdivisions.

They currently have 42 lots in Augusta Woods south of Interstate 20 in Villa Rica and hope to get a builder in there this year. The company also has 42 lots in The Georgian in the New Georgia community in Paulding County and helped jump-start a sluggish construction industry by acquiring Silver Oak in east Paulding County two years ago.

“The adage ‘if you build it they will come’ holds true in Paulding County,” said Joffe.

Villa Rica City Manager David Milliron indicated that he did not know what Joffe's development plans are but said, "Ultimately, if they plan to develop long-term, it could be the most popular site in the city."

He said that the city had been receiving a lot of development inquires in the last 6 to 8 months.

"This is good news," said Milliron. "It is positive all the way around."

According to the Mirror Lake Home Owners Association newsletter, the land deal closed on Dec. 18, when Joffe purchased the entire assets of DB Aster III, LLC. Because of the purchase, Joffe Land Companies will become the declarant for the Mirror Lake Community Association, Inc.

Sheryl Brown, director of Mirror Lake HOA, said in the newsletter article that the purchase does not affect Mirror Lake homeowners and will not have any effect on the day-to-day operation of the homeowners association.



The impact on school enrollment in the area remains to be seen.

Douglas County Schools Superintendent Gordon Pritz weighed in on news of the land acquisition in the western part of the county, noting the schools that serve that part of the county are all under capacity.

"We recently had a 10 year enrollment study done in preparation for the next ESPLOST and also future building needs," Pritz said. "That study is on our website. One thing to keep in mind is that Mason Creek elementary and middle schools and Mirror Lake Elementary School are well under state capacity at this time. And we just added a 30 classroom addition at Douglas County

High School so anything in the next 3-5 years should not pose a problem for us in handling student population growth in that area. We feel comfortable with our building space in that area, even with this information.”

The acquisition includes 95 developed platted single-family lots in Watermist, Southwoods, Overlook and an unnamed site with six lots; a developed and ready to plat section of South Harbor Unit A; a partially developed South Harbor Unit II , Northwoods Phase II; Lake Fairway 17; and Northwoods Phase III for a total of 771 raw lots.

Raw land to be developed are 172 tracts 4 and 5; 155 in Watermist and 78 in Lake Fairway 16 and a multi-family land tract 1 for 259 units.

Two representatives of Joffe Land Companies, Joffe and Chris Easterwood, project development manager, will be present at Mirror Lake HOA annual meeting at the Mirror Lake Elementary School cafeteria on Jan. 18 at 6 p.m.



Contact Liz Marino by email at [liz@douglascountysentinel.com](mailto:liz@douglascountysentinel.com) or by phone at 770-942-6571 ext. 233.

© 2015 Douglas County Sentinel. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

**Liz Marino**