

# HEARTHSTONE TOWNE LAKE



## PROJECT NAME

HearthSide Towne Lake

## LOCATION

1561 Stone Bridge Parkway,  
Woodstock, GA 30189

[www.HearthSideTowneLake.com](http://www.HearthSideTowneLake.com)

## CASE STUDY

The 5.4-acre site consisted of a failed townhouse development from the mid 2000s; (a victim of the recession) which NorSouth redesigned, rezoned and redeveloped.

## LOCATION

The \$15.3 million, 100-unit senior living rental community is the centerpiece of a healthcare-oriented campus located at I-575 and Towne Lake Parkway in Woodstock. The development includes the Pinnacle Orthopedic Center, Walgreens, and a new 100,000-square-foot medical office building under

## UNIT COUNT

100

## TOTAL DEVELOPMENT COST

\$15,350,000

## ARCHITECT

Foley Design Associates Architects, Inc.

## GENERAL CONTRACTOR

NorSouth Constructs

## PROPERTY MANAGER

NorSouth Management Services

## LIFESTYLE IMAGES, PHOTOS, RENDERINGS

see recent images from Tom Harper photography

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construction to be operated by Northside Hospital. The adjacent healthcare related land uses, all walkable for the HearthSide residents, are a perfect complement to the senior living land use.

## CHALLENGES SOLVED

HearthSide Towne Lake was conceived in 2009 during the height of the national recession and period of economic uncertainty. When representatives of NorSouth first visited the site, they saw a vacant and abandoned partially developed townhome subdivision. The infrastructure had been installed, but the economic crisis had rendered the for-sale housing product infeasible, and left the original developer and lender with a failed project and failed loan. NorSouth's efforts to work with both the developer and lender to reprogram the site for senior housing removed a vacant eyesore from the community, alleviated the financial burden on a local lending institution, created tax dollars to

the local government and ensured a successful completion of the overall mixed-use development.

NorSouth Development worked with the original developer and lender to reprogram the site for senior housing and integrate into the larger master plan. The remainder of an onsite townhome project was developed as a medical office building for the Pinnacle Orthopedics and Sports medical group, which is a nice compliment to the senior housing.

## SUCCESS STORY

The project's success is due to NorSouth's site plan efficiency and creativity. The site was originally designed for 40 townhomes and graded for this use by another developer. In an effort to minimize project costs to maintain a financially feasible project, NorSouth did not alter the site. Instead, the company worked within the severely sloped topography and previously constructed retaining

walls, and utilized an existing road as the entrance boulevard. This resulted in a site planning challenge to reach the 100-unit size, plus surface parking, on 3.5 acres of useable land needed for feasibility. Nevertheless, no interior or exterior design elements were compromised and the project was designed and built to the highest standards.

## RESULTS

HearthSide Towne Lake opened in December 2011 and within seven months was 90 percent leased. Today the community is fully occupied. The amenity-rich community offers residents a lifestyle full of opportunities for intellectual enrichment, physical activity and social interaction. In addition to classes, parties and other special events, residents can enjoy HearthSide Towne Lake's private gardens, media room, fitness center, art studio, sunroom, outdoor grilling area and petanque court.

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## QUOTES FROM THE TARGET AUDIENCES

- Richard McLeod, Community Development Director: *"NorSouth is the best in class."*
- *"NorSouth resurrected a blighted site and turned it into high quality Senior living,"* Madison Retail, master developer of Towne Lake
- At HearthSide Towne Lake's opening celebration, attended by new residents, city officials, politicians and members of the development team, Woodstock Mayor Donnie Henriques called HearthSide Towne Lake *"a beautiful facility in the perfect location."*