



AZALEA

PARK

By:



PARKLAND

COMMUNITIES

Parcel Number:

19080500080

10.999 Acres



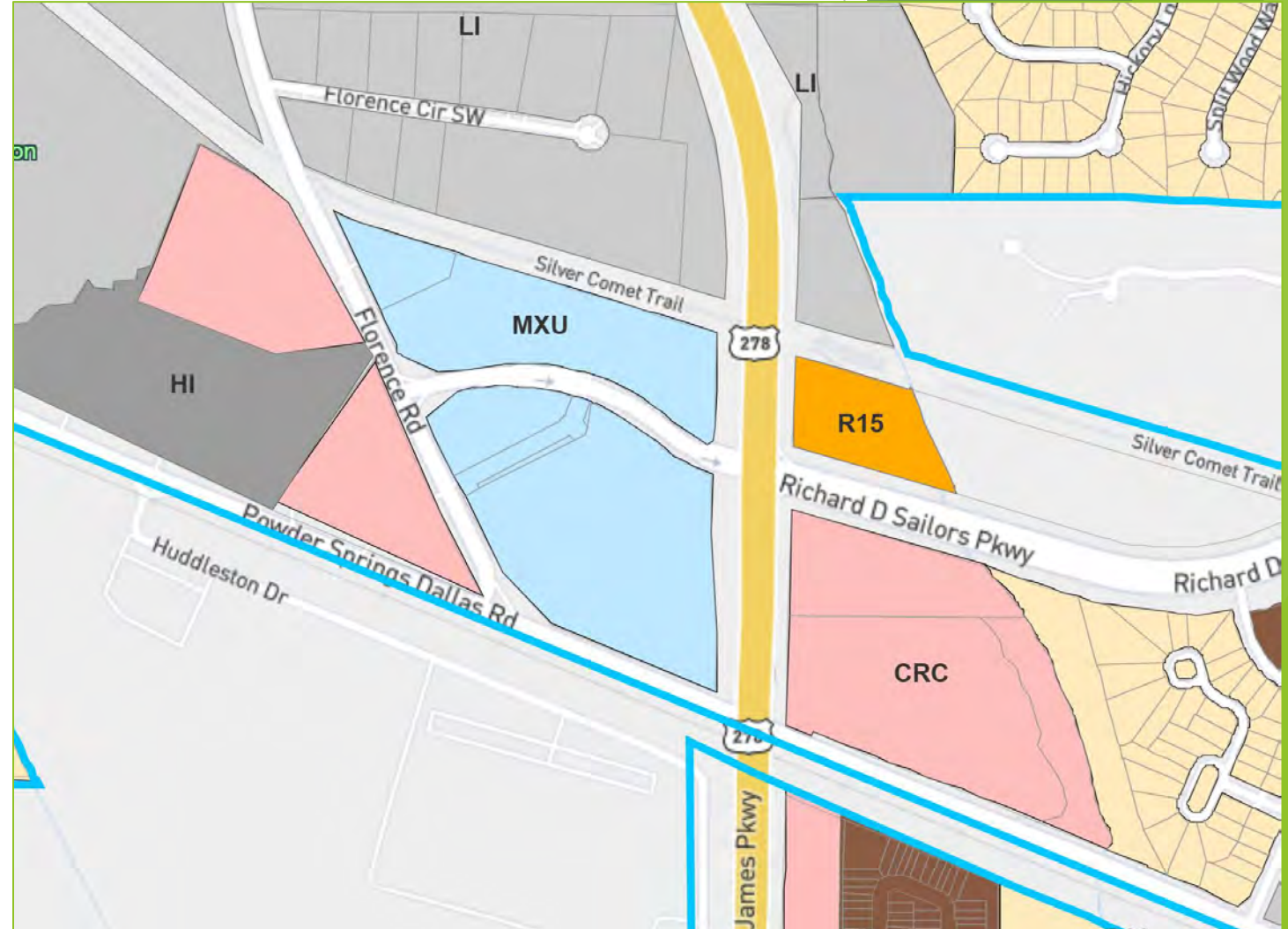
Existing Zoning:

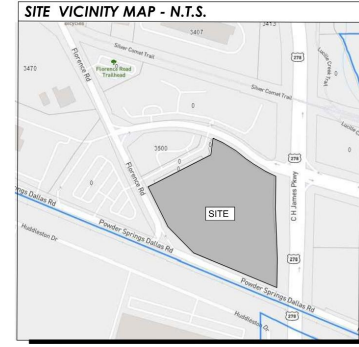
MXU - 154 Stacked Townhomes,
120 Unit Hotel
25,300 sf Office
3,100 sf Restaurant
with conditions

Proposed Zoning:

MXU - 154 Stacked Townhomes,
18,000 sf Neighborhood Retail
2 Restaurants

Special Use Request -
Allow Drive Through Restaurants





PROPERTY OWNERS:
1908050000, CW INVESTMENTS

FEMA NOTE:
NO PORTION OF THIS PROPERTY IS LOCATED IN A FEMA FLOOD PLAIN AS PER FEMA MAP NO. 110670211770, DATED 10/16/2006.

WATER AND SEWER NOTE:
DEVELOPMENT IS TO BE SERVED BY PUBLIC WATER AND SEWER. WATER AND SEWER IS AVAILABLE WITHIN SITE PROXIMITY.

STORMWATER NOTE:
LAYOUT PROPOSES A MASTER STORMWATER DETENTION SYSTEM WILL BE LOCATED ON TAX PARCEL ID: 1908050000.

PLAN NOTE:
THIS PLAN IS CONCEPTUAL IN NATURE AND DOES NOT CONSTITUTE APPROVAL FOR CONSTRUCTION OR DEVELOPMENT. ADDITIONAL REGULATIONS SHALL APPLY PRIOR TO PERMIT ISSUANCE.



PARKING CALCS		UNITS (S.F.)	MINIMUM REQUIRED	PROVIDED
HOTEL (1 PER 150 SQUARE FEET)		120	120	120
OFFICE (1 PER 300 S.F.)		7,500 S.F.	50	50
OFFICE (RESTAURANT 1 PER 125 S.F.)		22,200 S.F.	74	74
TOWNHOUSE (1 PER UNIT)		3,100 S.F.	25	25
RESIDENTIAL GUEST - RESIDENTIAL AMENITY SPACES		154	154	300
		0	0	14

SITE DATA		EQUALS
OVERALL DATA		
EXISTING ZONING	MXU-CITY OF POWDER SPRINGS	
PROPOSED ZONING	MXU-CITY OF POWDER SPRINGS	
GROSS ACRES (PARCEL ID: 1908050000)	10.999 ACRES (479,135 SQ. FT.)	
LAND USES		EQUALS
RESIDENTIAL (STACKED TOWNHOMES)		
TOTAL UNITS	154 UNITS	
DENSITY	14.01 UNITS PER ACRE	
HEIGHT	3 STORIES	
BUILDING SEPARATION	10'	
HEATED FLOOR AREA	1,958 S.F. (3 BEDROOM UNITS)	
HEATED FLOOR AREA	1,636 S.F. (12 BEDROOM UNITS)	
COMMERCIAL DATA		
HOTEL (INCLUDING BANQUET, ASSEMBLY, MEETING, RESTAURANT)		
FLOOR AREA	60,941 S.F.	
HEIGHT	5 STORIES	
OFFICE BUILDING (INCLUDING RESTAURANT)		
FLOOR AREA	25,300 S.F.	
HEIGHT	2 STORIES	
TOTAL FLOOR AREA FOR COMMERCIAL AND OFFICE	86,241 S.F.	
FLOOR AREA RATIO (FAR) FOR COMMERCIAL AND OFFICE	0.18	
USE DISTRIBUTION (BUILDING COVERAGE)	APPROX. 34,000 S.F. OR 7.1%	
SETBACKS		EQUALS
PERIMETER BUILDING SETBACK:	10'	
BETWEEN BUILDINGS:	10'	
BUFFERS:	0'	
TYPICAL STREETS		EQUALS
STREET TYPE:	PRIVATE	
STREET WIDTH:	24' B.C. - B.C. TYPICAL	
ALLEY WIDTH:	20' B.C. - B.C. TYPICAL	
PARKING SPACE DIMENSIONS	9' X 15' TYPICAL	
CODE VARIATIONS		
1. RESIDENTIAL DENSITY OF 14.01 UNITS ALLOWED		
2. RESIDENTIAL UNIT SQUARE FOOTAGE LESS THAN 2,000 S.F. ALLOWED		
3. REQUIRED LOCATION OF OFFICE, OFFICE / RESTAURANT PARKING IS BEYOND 300 FEET OF AN ENTRANCE TO THE BUILDING THAT IT SERVES		

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ZONING EXHIBIT FOR
POWDER SPRINGS-DALLAS RD
LL 804, 824, 826, 828
DISTRICT 19TH, SECTION 2ND
CITY OF POWDER SPRINGS

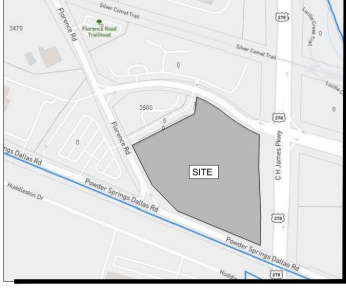
Orig. Issue 09/2/21
Designed by JW
Checked by JJ
Project # 21225

NORTH
SCALE: 1" = 50'

ZONING EXHIBIT
2.22.22



SITE VICINITY MAP - N.T.S.



SITE DATA

OVERALL DATA:
EXISTING ZONING: MXU - CITY OF POWDER SPRINGS
PROPOSED ZONING: MXU - CITY OF POWDER SPRINGS
GROSS ACRES: 19.974 ACRES
PROPOSED DENSITY: 14.01 UNITS PER ACRE
(DENSITY APPROVED UNDER PRIOR ZONING PZ 22-018)

SETBACKS:
FRONT: 10'
SIDE: 10'
REAR: 10'
BETWEEN BUILDINGS: NONE
MAX HEIGHT: 3 STORIES
LANDSCAPE STRIP: 10'

LAND USE:
RESIDENTIAL PARCEL AREA: 7.722 ACRES (70.2%)
3 STORY TOWNHOUSE: 154 UNITS (STACKED/REAR ENTRY)
OPEN SPACE REQUIRED: 20% OR 1.54 ACRES
OPEN SPACE PROVIDED: 20% OR 1.54 ACRES
PROPOSED AMENITIES: CABANA (1,422 SF)
POOL SURFACE (1,090 SF)
POOL DECKING (2,105 SF)
PLAYGROUND (1,568 SF)

COMMERCIAL OUTPARCEL 1 AREA: 1.031 ACRES (9.4%)
RESTAURANT W/ DRIVE THRU: 3,750 SF
FAR PROVIDED: 0.08 FAR

COMMERCIAL OUTPARCEL 2 AREA: 0.756 ACRES (6.9%)
RESTAURANT W/ DRIVE THRU: 2,330 SF
FAR PROVIDED: 0.07 FAR

COMMERCIAL OUTPARCEL 3 AREA: 1.490 ACRES (13.5%)
NEIGHBORHOOD RETAIL: 18,000 SF
FAR PROVIDED: 0.28 FAR

TYPICAL STREET LAYOUT:
STREET TYPE: PRIVATE STREETS
STREET WIDTH: 24' B.C. - B.C. TYPICAL
ALLEY WIDTH: 20' B.C. - B.C. TYPICAL
SIDEWALKS: 5' (AS SHOWN)

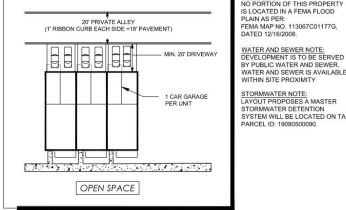
PARKING CALCS

USE TYPE SPECIFIED	UNITS / SF PROVIDED	MINIMUM REQUIRED	PROVIDED
RESIDENTIAL PARCEL: TOWNHOUSE (1 PER UNIT)	154	154	154 DRIVEWAY 154 GARAGE = 308 TOTAL
POOL WATER SURFACE (1 PER 150 SF)	1,090 SF	8	8
ADDITIONAL RESIDENTIAL GUEST/AMENITY SPACES		8	32
OUTPARCEL 1: RESTAURANT (1 PER 125 SF)	3,750 SF	30	33
OUTPARCEL 2: RESTAURANT (1 PER 125 SF)	2,330 SF	19	22
OUTPARCEL 3: RETAIL (1 PER 275 SF)	18,000 SF	66	66

SITE LEGEND

- (RB) BIKE RACK
- (CB) CABANA
- (CG) COMMUNITY GREEN
- (PL) POOL
- (PS) PLAYGROUND
- (DP) DOG PARK
- (NU) DUMPSTER
- (NB) MAIL KIOSK
- (MS) MONUMENT SIGN
- (SW) STORMWATER MANAGEMENT AREA (EXISTING MASTER POND)
- (OS) OPEN SPACE

TYPICAL LOT DETAIL (NTS)



REGISTERED PROFESSIONAL ENGINEER
No. 14001062
JAMES E. WHITEHEAD
6-19-26

LJA
299 S. MAIN STREET
ALPHARETTA, GA 30009
770-225-4730

PARKLAND HOMEBUILDERS LLC

ZONING PLAN FOR
AZALEA PARK
LL 804, 824, 825, 826
DISTRICT 19TH, SECTION 2ND
PARCEL # 1908000000
CITY OF POWDER SPRINGS

NORTH

SCALE: 1" = 50'

PROJECT NUMBER: GA3793-2602
SHEET TITLE: ZONING PLAN
SHEET NUMBER: 6.19.26



DETENTION POND LANDSCAPE SCREENING



SIDEWALK CONNECTIVITY EXTENSIONS



A - EXTENSION OF FLORENCE ROAD SIDEWALK INTO SILVER COMET TRAIL PARKING



B - PAINTED CROSSWALK AT INTERSECTION OF RICHARD D SAILORS PKWY AND FLORENCE ROAD



C - RICHARD D SAILORS PKWY SIDEWALK EXTENSION TO C H JAMES PKWY





FRONT ELEVATION



LEFT
SIDE ELEVATION



**RIGHT
SIDE ELEVATION**







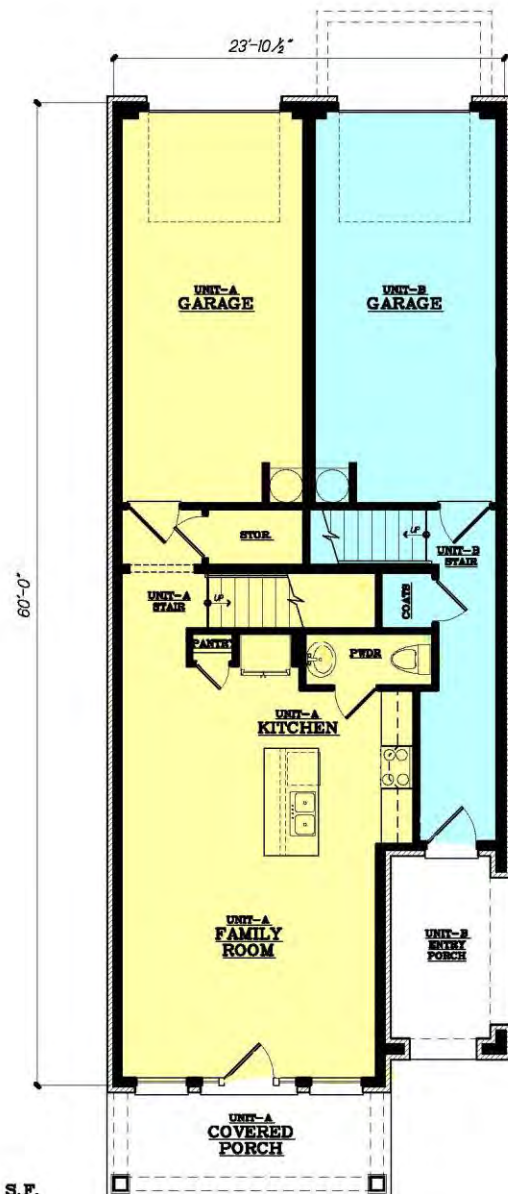






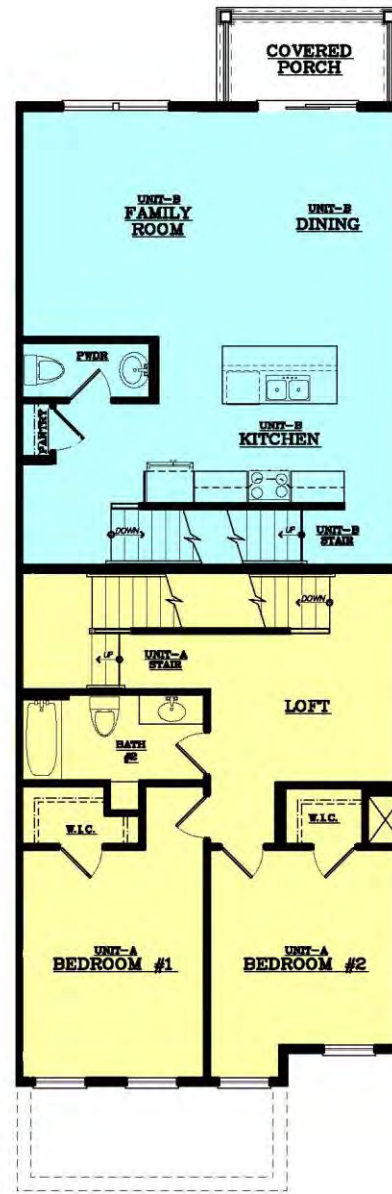




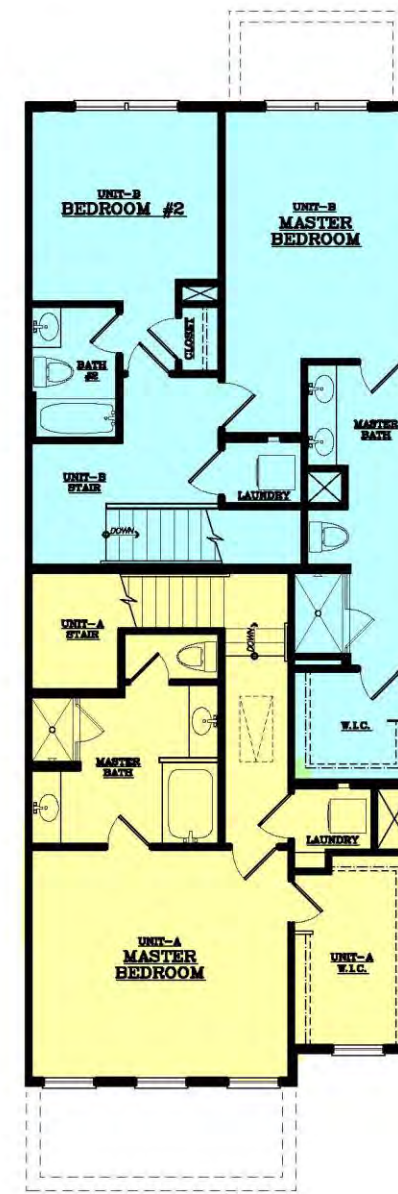


UNIT A	1,950 S.F.
UNIT B	1,600 S.F.

1st. LEVEL PLAN



2nd. LEVEL PLAN



3rd. LEVEL PLAN

2BR Rental Analysis (Combined)

2-Bedroom Rentals (Combined)

Comp	Name	Type	Year Built	Bed	Bath	Size	Asking Rent	PSF
7	Elan Brookwood	Townhome	2023	2	2.5 (TH, 2-Car Garage)	1524	\$2,982	\$ 1.98
7	Elan Brookwood	Townhome	2023	2	2.5 (TH, 2-Car Garage)	1503	\$2,882	\$ 1.89
4	Croftouse West Cobb	Apartment	2025	2	2	1216	\$2,259	\$ 1.86
3	Heartwood Powder Springs	Apartment	2023	2	2	1201	\$2,227	\$ 1.85
7	Elan Brookwood	Apartment	2023	2	2	1313	\$2,213	\$ 1.69
4	Croftouse West Cobb	Apartment	2025	2	2	1090	\$2,199	\$ 2.02
7	Elan Brookwood	Apartment	2023	2	2	1279	\$2,172	\$ 1.70
	Azalea Park	Stacked Townhome	2027	2	2.5 (TH w/ Garage)	1600	\$2,150	\$ 1.34
7	Elan Brookwood	Apartment	2023	2	2	1095	\$2,094	\$ 1.91
7	Elan Brookwood	Apartment	2023	2	2	1128	\$2,049	\$ 1.82
7	Elan Brookwood	Apartment	2023	2	2	1095	\$2,034	\$ 1.86
3	Heartwood Powder Springs	Apartment	2023	2	2	1086	\$1,960	\$ 1.80
3	Heartwood Powder Springs	Apartment	2023	2	2	1086	\$1,955	\$ 1.80
1	Springside	Townhome	2024	2	2 (TH, 1-Car Garage)	1269	\$1,949	\$ 1.54
3	Heartwood Powder Springs	Apartment	2023	2	2	1145	\$1,899	\$ 1.66
1	Springside	Townhome	2024	2	2 (TH, 1-Car Garage)	1246	\$1,887	\$ 1.52
5	Covey Homes Greystone	Single-Family	2018	2	2.5 (SF, 1-Car Garage)	1373	\$1,831	\$ 1.33
5	Covey Homes Greystone	Single-Family	2018	2	2.5 (SF, 1-Car Garage)	1373	\$1,806	\$ 1.32
5	Covey Homes Greystone	Single-Family	2018	2	2.5 (SF, 1-Car Garage)	1373	\$1,764	\$ 1.28
Average			2023			1263	\$2,122	\$ 1.69

3BR Rental Analysis (Combined)

3-Bedroom Rentals (Combined)

Comp	Name	Type	Year Built	Bed	Bath	Size	Asking Rent	PSF
7	Elan Brookwood	Townhome	2023	3	2.5 (TH, 2-Car Garage)	1601	\$3,008	\$ 1.88
3	Heartwood Powder Springs	Apartment	2023	3	2	1439	\$2,749	\$ 1.91
3	Heartwood Powder Springs	Apartment	2023	3	2	1439	\$2,599	\$ 1.81
2	West Oak Trace	Single-Family	2023	3	2.5 (SF, 2-Car Garage)	2053	\$2,595	\$ 1.26
	Azalea Park	Stacked Townhome	2027	3	2.5 (TH w/ Garage)	1950	\$2,450	\$ 1.26
7	Elan Brookwood	Apartment	2023	3	2.5	1458	\$2,439	\$ 1.67
7	Elan Brookwood	Apartment	2023	3	2.5	1480	\$2,382	\$ 1.61
2	West Oak Trace	Single-Family	2023	3	2.5 (SF, 2-Car Garage)	1809	\$2,345	\$ 1.30
7	Elan Brookwood	Apartment	2023	3	2.5	1458	\$2,324	\$ 1.59
6	Overlook at Palisades	Single-Family	2025	3	2.5 (SF, 2-Car Garage)	1648	\$2,350	\$ 1.43
8	Tricon Macland	Single-Family	2020	3	2 (SF, 2-Car Garage)	1649	\$2,275	\$ 1.38
5	Covey Homes Greystone	Single-Family	2018	3	3.5 (SF 1-Car Garage)	1735	\$2,124	\$ 1.22
8	Tricon Macland	Single-Family	2020	3	2 (SF, 2-Car Garage)	1649	\$2,082	\$ 1.26
5	Covey Homes Greystone	Single-Family	2018	3	2.5 (SF, 1-Car Garage)	1494	\$1,899	\$ 1.27
5	Covey Homes Greystone	Single-Family	2018	3	2.5 (SF, 1-Car Garage)	1558	\$1,898	\$ 1.22
Average			2022			1628	\$2,368	\$ 1.47

Projected Rent Assumptions

Projected rents assume stabilized performance consistent with comparable assets in the surrounding submarket.

Azalea Park Rents				
Unit Count	Bed	Bath	Size	Asking Rent
77	2	2.5	1600	\$2,150
77	3	2.5	1950	\$2,450
Total Azalea Park Units				154
Weighted Average Rent				\$2,300

WEIGHTED AVG. RENT
\$2,300

Affordability Analysis

Projected 2030 Median Income: \$110,255

Qualifying Monthly Income: ($\$110,255 / 12$ months) = **\$9,188**

Maximum Affordable Rent (30% Rule): = ($\$9,188 * 30\%$) = **\$2,756/month**

Azalea Park Rents

- ✓ \$506 below the affordability threshold
- ✓ 18.4% below the maximum affordable rent

PARKLAND

COMMUNITIES

PREPARED BY
terra alma

PREPARED FOR
POWDER SPRINGS PARKLAND PHASE I
Parkland Communities, Inc.

June 2026

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June 2026

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PROJECT SUMMARY

THE OPPORTUNITY

Powder Springs presents a compelling retail opportunity driven by sustained residential growth and a clear imbalance between housing and retail supply. As population density increases, retail development has lagged, creating a gap between where residents live and where they spend.

Today, consumer behavior reflects consistent outflow to surrounding retail nodes, as local options fail to meet daily needs. This project is uniquely positioned to close that gap by introducing a curated, neighborhood-scale retail offering aligned with real consumer behavior.

Parkland Residential's recent zoning success in Powder Springs further reinforces the strength of this opportunity. In one of metro Atlanta's most restrictive entitlement environments, Parkland secured approval for a 150-unit community, demonstrating its ability to navigate complex municipal processes and deliver housing that aligns with local demand.

This is not a regional retail play.

The opportunity is to capture daily, convenience-driven trips that are currently leaving the market.



PARKLAND COMMUNITIES

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WHY RETAIL IS NEEDED

Existing Demand Leaving Powder Springs

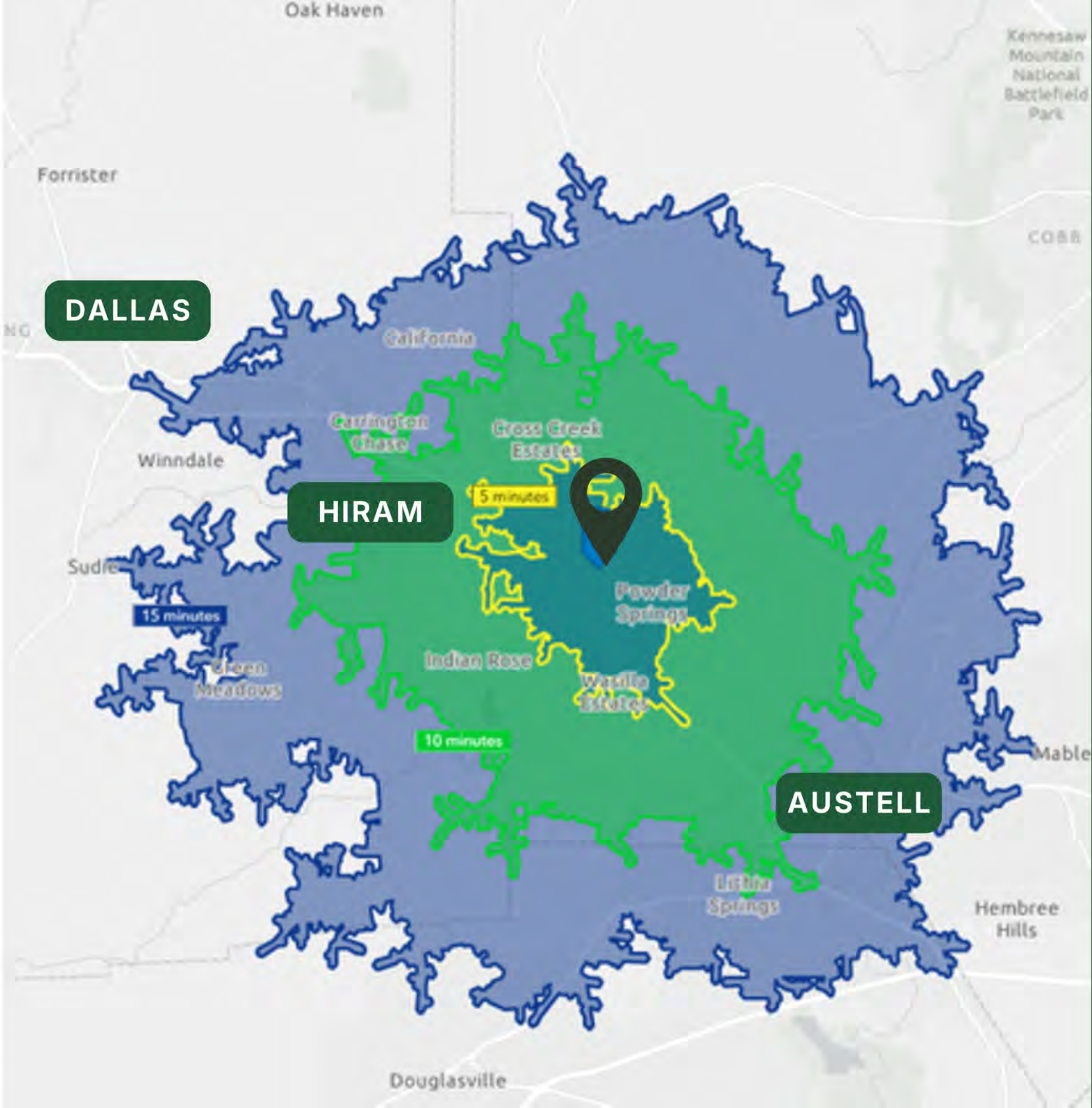
Market Snapshot (10-Minute Drive)

- Population: 58,440
- Median Household Income: \$129,038
- 13,912 Employees
- \$145.6M Grocery Spending
- \$82.6M Restaurant Spending

Key Message:

Residents currently leave the immediate trade area for:

- Coffee
- Dining
- Personal Services
- Wellness
- Specialty Retail



Source: This infographic contains data provided by Esri (2024, 2029)

Neighborhood Retail Supporting Residents

Benefits to Powder Springs

- ✓ Additional tax revenue
- ✓ New jobs
- ✓ Walkable amenities
- ✓ Reduced vehicle trips
- ✓ Increased property values
- ✓ Enhanced quality of life

Retail Program
15,000–20,000 SF

Neighborhood-focused retail serving daily needs.



Source: This infographic contains data provided by Esri (2024, 2029)

Retail that works



CATEGORY	TENANT	TYPICAL SIZE
Coffee & Gathering	PJ's Coffee of New Orleans	1,500 – 2,500 SF
	Ellianos Coffee	800 – 1,500 SF + Drive-Thru
	Foxtail Coffee Co.	1,800 – 3,000 SF
Breakfast / Brunch	Another Broken Egg Cafe	4,000 – 5,500 SF
	Eggs Up Grill	3,200 – 4,500 SF
	Racer Cafe	3,500 - 4,500 SF Outparcel
Fast Casual Dining	McAlister's Deli	2,500 – 3,500 SF
	Taziki's Mediterranean Cafe	2,500 – 3,500 SF
	Moe's Original BBQ	2,500 – 4,000 SF
	Fresh Kitchen	2,000 – 3,000 SF
Wellness & Fitness	StretchLab	1,500 – 2,000 SF
	The Joint Chiropractic	1,200 – 1,800 SF
	BODYBAR Pilates	2,000 – 2,500 SF
	Restore Hyper Wellness	2,500 – 4,000 SF
Family & Service Retail	Medical	2,500- 4,500 SF Outparcel
	The UPS Store	1,200 – 1,800 SF
	Nothing Bundt Cakes	1,500 – 2,000 SF

Project Community Benefits

- ✓ Meets demonstrated market demand
- ✓ Supports existing and future residential growth
- ✓ Captures retail spending currently leaving the market
- ✓ Creates local employment opportunities
- ✓ Strengthens the Powder Springs tax base
- ✓ Provides walkable neighborhood amenities
- ✓ Enhances quality of life for residents

WHAT WORKS HERE

- 15K–22K SF total retail
- Neighborhood-scale only
- Food + service-heavy mix
- Walkable integration with residential
- A - OP ~ 1.0 acre
- B - OP ~ 1.0 acre
- C - 2.0 acres

WHAT DOES NOT WORK

- Regional retail
- Big-box formats
- Luxury positioning



PROGRAM JUSTIFICATION

SITE STRATEGY

- A - 1-2 outparcels or small strip with DT face 278
- B - service and local/regional F&B

SUPPORTS

- Phased retail rollout
- Curated tenant mix
- Village-style environment

FINAL POSITIONING

- Not a power center
- A neighborhood retail village built around real daily behavior

This neighborhood retail component of the Parkland development will provide appropriately scaled, community-serving retail that complements the residential character of the project while supporting the long-term economic growth of Powder Springs.

**"THIS IS NOT REGIONAL RETAIL.
IT IS RIGHT-SIZED NEIGHBORHOOD RETAIL DESIGNED
TO SERVE CURRENT AND FUTURE POWDER SPRINGS
RESIDENTS WHILE CREATING A WALKABLE
COMMUNITY GATHERING PLACE."**