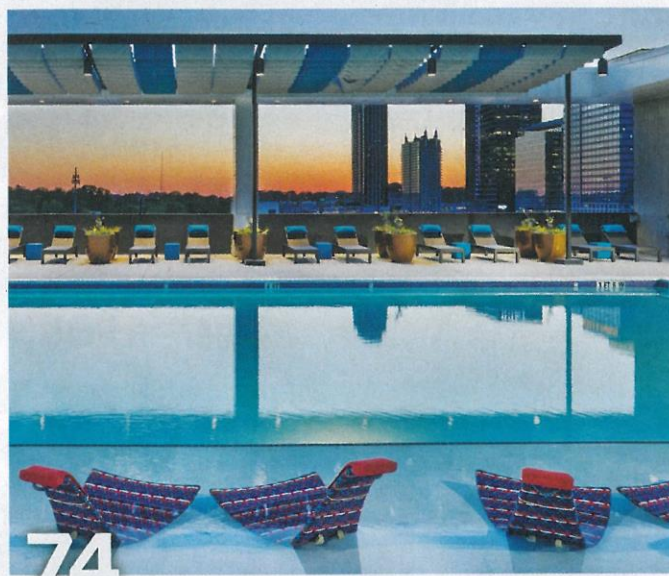


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## FROM THE EDITOR

### Summer Vacation or Summer Relocation?

It's summertime, and the living is easy—at least for those on summer vacation. It may be a different story if you're planning a summer relocation. If you are, then you're not alone. You see, summer is actually the season of moving. Upwards of 40 million people relocate each year, and nearly half of them make their moves between May and September. There are plenty of reasons for this: the weather is ideal, young kids are out of school, companies are making employee transfers during the slower months and recent college graduates are starting new jobs in new locales.

Of course, when you relocate, you're not just moving into a new house. You're settling into a whole new community—one that you want to feel truly connected to as soon as possible. That's because a sense of community is like a sense of well-being. It's an important element of day-to-day life. Fortunately, when you move to metro Atlanta, you'll find that you can get plugged in very quickly and feel like you've been part of the community for as long as you can remember. That's why this issue is dedicated to helping you get to know our city.

Undoubtedly, one of the most sought-after locations in metro Atlanta is Buckhead. Whether you're moving your family or your business to this coveted community, you'll want to check out page 38, where you'll learn about everything from Buckhead's history to its residential offerings, business climate and the lifestyle. Also, look for another feature on page 48, which will introduce you to metro Atlanta's ever-growing job market and the diverse companies that are bringing jobs to nearly every county in the area.

What's more, in addition to reading up on the area's new home and active adult communities, you'll have a chance to learn more about two cities in particular that have become standout locales in the metro area: Marietta and Peachtree City. And don't miss the profiles about Pinewood Forest and Montebello, two outstanding new local communities.

You may not be reading this issue while you're kicking back on the beach this summer, but I guarantee that your summer relocation will be entirely worth it. And when you're finally a resident of the ATL, you'll discover that the living is always easy.

Amy Meadows, Editor



If you would like additional information from our relocation service providers, visit us online at [knowatlanta.com](http://knowatlanta.com).

# KNOWAtlanta™

THE PREMIER RELOCATION GUIDE

Publisher

**SHERRY GASAWAY**  
sherry@knowatlanta.com

President

**LARRY LEBOVITZ**  
lebovitz@knowatlanta.com

Vice President

**JOHN HANNA**  
hanna@knowatlanta.com

Editor

**AMY MEADOWS**  
ameadows@knowatlanta.com

Associate Editor

**CORY SEKINE-PETTITE**  
cory@knowatlanta.com

Contributing Writers

**SUSAN FINCH, PAMELA A. KEENE,  
KATHERINE H. MICHALAK, STACY MOSER,**

Digital Marketing Coordinator

**COURTNEY ROGERS**  
courtney@denimmarketing.com

Art Director

**JACK SIMONETTA**  
jsimonetta@knowatlanta.com

Advertising Coordinator

**MEGAN WILLIS**  
production@knowatlanta.com

Account Executive

**SHERI OKUN**  
sokun@newsouthpublishing.net

Circulation Manager

**AMY FINE**  
afine@knowatlanta.com

Controller

**MARILYN WALKER**  
walker@knowatlanta.com

NEW SOUTH PUBLISHING INC.  
9040 ROSWELL ROAD, SUITE 210  
ATLANTA, GA 30350  
(770) 650-1102, (800) 536-5669  
[knowatlanta.com](http://knowatlanta.com)

KNOW®Atlanta, Summer 2018, Volume 32, Number 3, 127 Edition. Published quarterly by New South Publishing Inc., 9040 Roswell Road, Suite 210, Atlanta, GA 30350. Direct all advertising, circulation and editorial inquiries to (770) 650-1102 or 1 (800) 536-5669. All information herein has been checked for accuracy to the best of the publisher's ability. No responsibility is accepted for deletions, omissions, errors and/or inaccuracies. Unless special placement within the magazine is specifically purchased, publisher reserves the right to place any ad on a first-come, first-served basis. No materials contained herein may be reproduced without the exclusive written permission of the publisher. ©Copyright 2018 by New South Publishing Inc. All rights reserved. Printed in the U.S.A..





# Pinewood Forest

## *The Story Begins*

**W**hen Pinewood Atlanta Studios opened its doors four years ago, the one-million-square-foot campus did something remarkable: it helped turn Georgia into the number one filming location in the world. Myriad blockbusters, including many within the Marvel Universe, have been produced on the property, which is located just south of Atlanta in Fayetteville. Approximately 4,000 people work on the production campus every day, and a thriving industry has sprung up around the studio. And while that is an incredible feat, the studio has also done something else that is equally unprecedented: it has prompted the creation of an entire town directly across the street.

Situated on 235 exquisite acres of

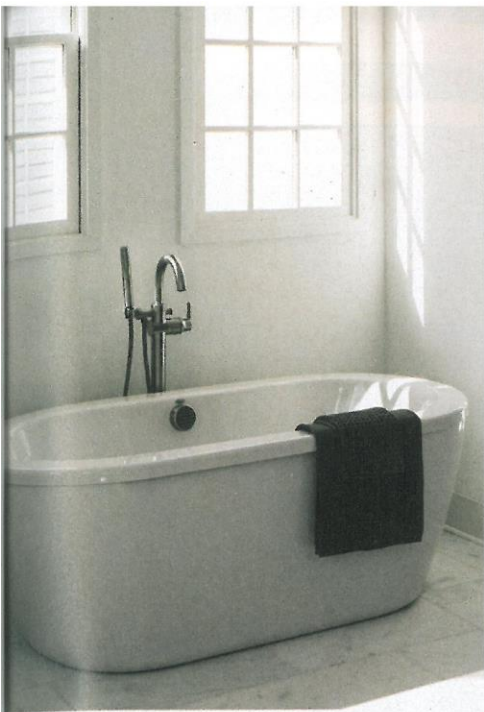
bucolic farmland, Pinewood Forest is a community unlike any other. "The original idea was to create a community that was planned around the ecosystem of the film industry. But it has become a cluster for creatives," says Rob Parker, president of Pinewood Forest, LLC. "This is now a community for storytellers, artists and their patrons. Just like musicians go to Nashville and gymnasts go to Colorado Springs, storytellers are coming to Pinewood Forest."

What's attracting those individuals is the genuinely unique live-work-play environment of Pinewood Forest, which is distinctly different from other master-planned communities. On the residential side, the community will feature 600 single-family homes, 100 townhomes and 600 multifamily apartment units.

The community can even accommodate micro-homes and tiny homes. When it comes to features, the homes boast everything from gourmet kitchens and 10-foot ceilings to private courtyards and professional landscaping, and homeowners can work with the community's design team to customize their residences. Furthermore, each home within Pinewood Forest is 100 percent geothermal and uses the Earth's constant temperature to heat or cool with greater efficiency, saving homeowners between 40 and 70 percent on their HVAC bills.







What's more, the setting in which these homes are located is beyond what people might expect when thinking about a location that's south of a major metropolitan city and only 20 minutes from Hartsfield-Jackson Atlanta International Airport. In addition to the entire community being situated on beautiful forest land, Parker notes that more than 50 percent of the community has been dedicated for green space, a wetland preserve and boardwalks that traverse the property. "Every home is either located on a park or within a block of a park," he says. "There are patches of green everywhere you look. We've basically looked at golf course living

and given the golf course to everybody."

Of course, what truly makes Pinewood Forest stand out is the fact that it has managed to blend a rural setting with an urban feel. In fact, the town's design is steeped in new urbanism, which promotes environmentally friendly living habits through the creation of walkable neighborhoods. And that is exactly what the Pinewood Forest team have done by devising a spectacular European-meets-Southern-inspired Town Center that is the focal point of the community. The 25-acre district, located in the heart of the town, will include everything residents could ever want just footsteps from their front doors: 12 chef-driven restaurants, a performing arts center, a boutique hotel and a select service/extended stay hotel, more than 70,000 square feet of retail and commercial space, a 60,000-square-foot Piedmont Wellness Center, galleries and collaborative working space, as well as traditional amenities like pools, sports courts and more. There is even a micro-school that speaks to the educational needs of highly creative children; The Forest School uses Socratic discussions, e-learning, hands-on projects, apprenticeships and more to provide students with a self-paced, purposeful education.

"With Pinewood Forest, we wanted to answer the question, 'Is there a better way to live?' We looked at how people thrive, how they flourish. We considered happi-



ness factors, and we have built all of that into this community," Parker observes.

Pinewood Forest is currently in phase one of its residential development, with 60 homes built and more in various stages of construction. The community's planners expect all 1,300 residences to be completed within seven to ten years. While that is underway, the focus is also shifting to the Town Center, which recently broke ground; much of it should be completed by the end of 2019. And as the town rises from the farmland that surrounds it, people of all ages are flocking to Pinewood Forest, with everyone from millennials to empty nesters, as well as film industry professionals from Los Angeles, New York and London, recognizing the amazing opportunity that lies within the community.

"It's pretty remarkable. Beauty is built into everything here," Parker concludes. "When we started, we wanted to build a town across from this incredible creative space. But it has grown to be so much more. It's grown into building a better way to live. And we're delivering on that promise." ■

*For more information, visit [pinewoodforest.com](http://pinewoodforest.com).*





# Construction Junction

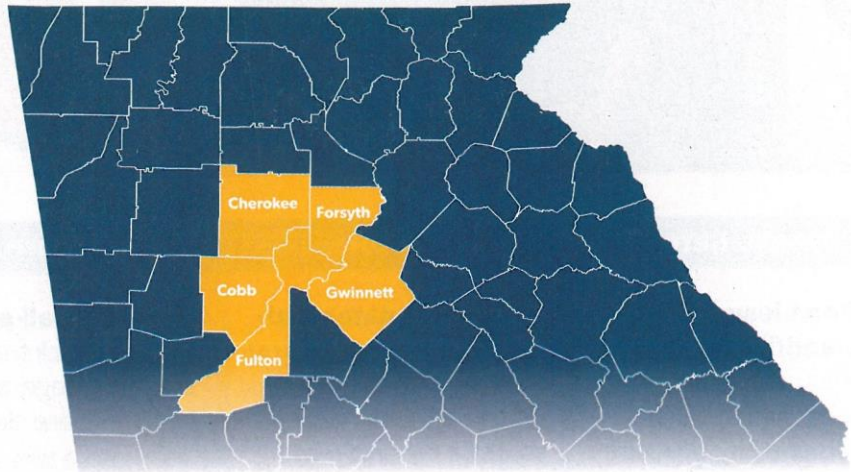
## Metro Atlanta's top five counties for new home purchases

By Amy Meadows

There's nothing like moving into a newly constructed house. It's a pristine canvas on which you can make your mark, transforming it from merely a house into a bona fide home for you and your family. And there's no better place to find a brand new residence than in metro Atlanta, where new home construction has risen steadily in recent years as the country rebounded from the economic downturn.

"Atlanta was the number one new home market in the nation for years before the downturn," notes John Hunt, housing economy expert and president of MarketNsight. "We have worked our way back to number three behind Houston and Dallas." And while the city and surrounding areas haven't reached peak numbers like those seen in 2005, metro Atlanta homebuilders have taken advantage of an abundance of distressed lots throughout the area and worked to increase new home inventory. And they're providing diverse options for homebuyers who want an array of choices. "Along with traditional single-family homes, we are seeing a shift (closer in) to smaller homes, townhomes, stacked flat condos and even some cutting-edge tiny/micro product," Hunt continues. "Necessity is the mother of invention, and the high cost of development is forcing us to finally innovate in the new construction space."

So, where should you go in metro Atlanta to find the best new home construction options? According to Metrostudy, which gathers data on the housing and residential construction industry, while homebuilding activity is expected to increase moderately throughout 2018 and into 2019, it primarily will take place outside the perimeter. According to the Greater



Atlanta Home Builders Association (GHBA), that's exactly what's happening, as the top five counties for new home construction and sales are Gwinnett, Fulton, Forsyth, Cherokee and Cobb. Hunt explains, "It is all about location, location, location and price, price, price." People are looking beyond the perimeter to get the most bang for their buck, and these five counties have risen to the top of the list for homebuyers.

### #1 Gwinnett County

As the number one location for new home construction, Gwinnett has a lot to offer incoming residents. According to the GHBA, it accounted for 16 percent of all new home closings in the metro area in 2017. It also has been recognized as one of the country's fastest-growing counties for two decades.

### #2 Fulton County

The most populous county in Georgia, Fulton serves as the principal county of the metro Atlanta area and boasts 12 percent of new home closings. The county is geographically large, with North Fulton comprising such cities as Alpharetta and Milton, while South Fulton includes cities from Atlanta to Palmetto.

### #3 Forsyth County

One of the fastest-growing counties in the United States, Forsyth accounts for 11 percent of new construction home sales, according to the GHBA. It also has been recognized by the U.S. Census Bureau as one of the Top 20 Most Affluent Counties in America and as the Most Innovative Community in Georgia by the Technology Association of Georgia.

### #4 Cherokee County

Comprising nine percent of new home closings, Cherokee County is a popular county for those relocating to the metro Atlanta area. The county is situated in the foothills of the North Georgia Mountains and is home to nine impressive summits. It is known for being the place "Where Metro Meets the Mountains."

### #5 Cobb County

Rounding out the top five counties for new home construction, Cobb County accounts for eight percent of new home closings. In addition to being a key location for businesses relocating to the metro Atlanta area, Cobb has been recognized by the U.S. Census Bureau as the most educated county in the state, as well as one of the Top 100 wealthiest counties in the United States. ■





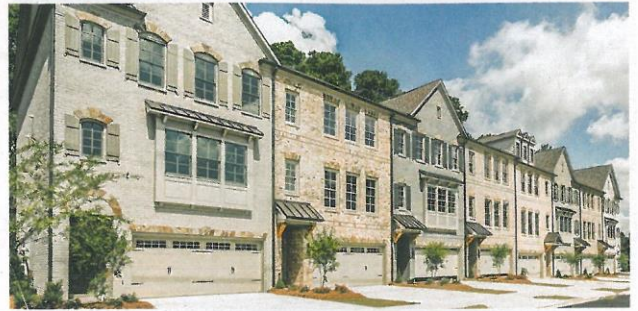
## Soleil Laurel Canyon

Mid \$200s-\$400s

One of *Where To Retire Magazine's* Top 50 Master-Planned Communities, this unique active adult community located in Canton is where neighbors become lifelong friends while surrounded by the opportunity to create indelible memories. Imagine days filled with engaging activities, providing the lifestyle of a long-awaited vacation. Spend time on the golf course or tennis courts, in the culinary-teaching kitchen honing gourmet skills or on the clubhouse balcony watching the sunset over the North Georgia Mountains. It's your time to do what you want, when you want.

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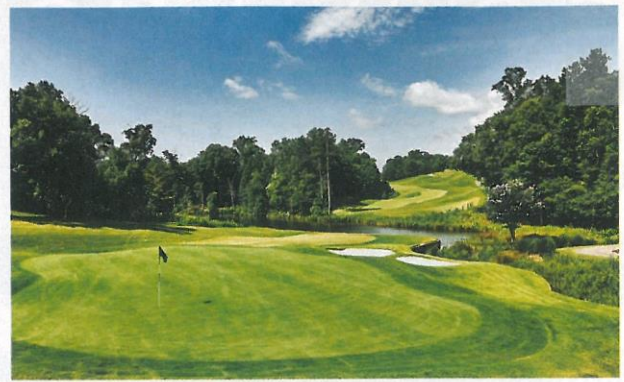
### Patrick Malloy Communities

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Patrick Malloy Communities was founded in 1994 by Patrick Malloy in an era when a home was part of a neighborhood, and a neighborhood was part of a life. That core focus remains strong today, with the family's third generation at the helm. Over the past 20-plus years, they have built more than 3,000 exceptional homes in metro Atlanta and developed more than 7,000 lots. With each new project comes a sense of pride and craftsmanship and commitment to "Building Character" into each new home and community. Live on a different level.

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