

# Rome Riverside

184 Build-to-Rent Townhome Lots | 224 For Sale Townhome Lots



McWhirter



## Confidentiality Agreement & Disclaimer

This is a confidential Memorandum intended solely for your limited use and benefit in determining whether you desire to express further interest in the acquisition of the Property. By receipt of this Memorandum, you agree that this Memorandum and its contents are of a confidential nature, that you will hold and treat it in the strictest confidence and that you will not disclose this Memorandum or any of its contents to any other entity without the prior written authorization of the Owner or McWhirter Realty Partners, LLC ("MRP"). You also agree that you will not use this Memorandum or any of its contents in any manner detrimental to the interest of the Owner or MRP.

This Memorandum contains selected information pertaining to the Property and does not purport to be a representation of the state of affairs of the Property or the owner of the Property (the "Owner"), to be all-inclusive or to contain all or part of the information which prospective investors may require to evaluate a purchase of real property. All financial projections and information are provided for general reference purposes only and are based on assumptions relating to the general economy, market conditions, competition and other factors beyond the control of the Owner or MRP. Therefore, all projections, assumptions, estimates, and other information provided and made herein are subject to material variation. All references to acreages, square footages, and other measurements are approximate. Additional information and an opportunity to inspect the Property will be made available to interested and qualified prospective purchasers. Certain documents within this Memorandum are described in summary form. These summaries do not purport to be complete nor necessarily accurate descriptions of the full agreements referenced. Interested parties are expected to review all such summaries and other documents of whatever nature independently and not rely on the contents of this Memorandum.

Neither the Owner or MRP, nor any of their respective directors, officers, affiliates, or representatives make any representation or warranty, express or implied, as to the accuracy or completeness of this Memorandum or any of its contents, and no legal commitment or obligation shall arise by reason of your receipt of this Memorandum or use of its contents, and you are to rely solely on your investigations and inspection of the Property in evaluating a possible purchase of the real property.

The Owner expressly reserves the right, at its sole discretion, to reject any or all expressions of interest or offers to purchase the Property, and/or to terminate discussions with any entity at any time with or without notice which may arise as a result of review of this Memorandum. The Owner nor MRP shall have no legal commitment or obligation to any entity reviewing this Memorandum or making an offer to purchase the Property unless and until written agreement(s) for the purchase of the Property have been fully executed, delivered and approved by the Owner and any conditions to the Owner's obligations therein have been satisfied or waived.

The information within this Memorandum has been obtained from sources believed reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty, or representation about it. Any assumptions, estimates, projections, or opinions used are for example only and do not represent the current or future performance of the property. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs.

### Presented by:

**Nelson Vinson**

678.385.2718

nrv@mcwrealty.com

### McWhirter Realty Partners, LLC

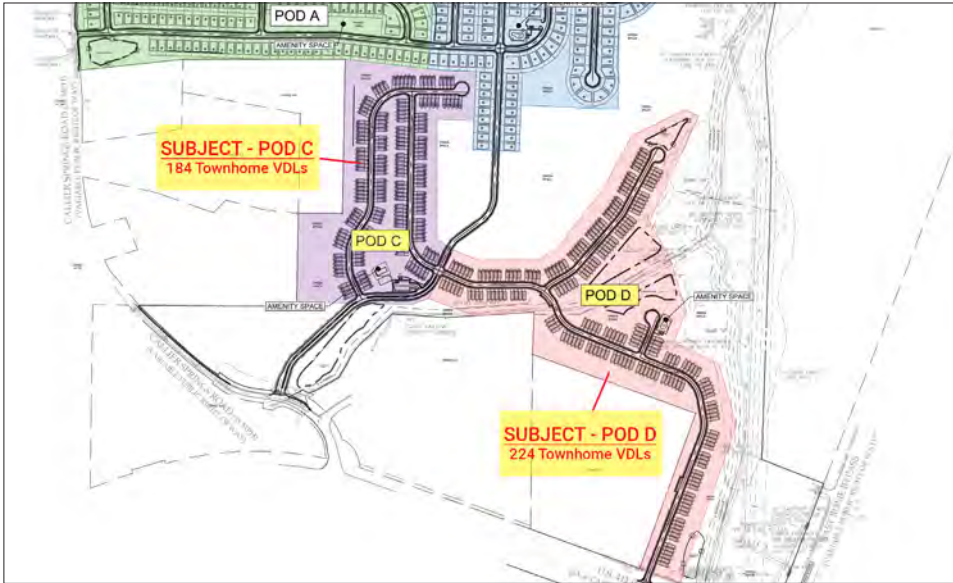
294 Interstate North Circle, SE

Building 2, Suite 150

770.955.2000

www.mcwrealty.com





## Rome Riverside

- 184 Build-to Rent Townhome Lots
- 224 For Sale Developed Townhome Lots

895 Cartersville Highway, Rome, GA 30161

## Table of Contents

Aerial Map .....	4
Property Summary .....	5 - 6
Area Overview .....	7
Master Site Plan.....	8



## Executive Summary

### Rome Riverside

895 Cartersville Highway | Rome, GA

224 For Sale Townhome VDLs | 184 Build-to-Rent Townhome VDLs

Rome Riverside is a large-scale, fully developed, master planned residential opportunity positioned along the **Etowah River** in **Rome, Georgia**, a growing Northwest Georgia market benefiting from strong rental demand, limited new townhome supply, and expanding employment drivers. This offering consists of **224 For Sale and 184 Build-to-Rent fully developed lots**.

The site is strategically located just **8 minutes from Downtown Rome**, approximately **13 minutes from the Hyundai/SK Battery Plant**, and immediately behind the Walmart Supercenter on Cartersville Highway (GA-293), providing excellent accessibility, retail adjacency, and long-term market visibility.

### Investment Highlights

- **Hybrid Rental Flexibility**

Of the 408 VDLs, 224 VDLs are subject to a **15% rental restriction**, while the remaining **184 VDLs carry no rental restrictions**, creating a meaningful opportunity for **BTR, phased rental, or mixed-tenure strategies**.

- **Riverfront Differentiation**

Direct Etowah River access and curated waterfront amenities provide defensible rent premiums and long-term market appeal.

- **Zoned & Entitled**

Zoned **M-R by the City of Rome**, allowing attached residential development and reducing entitlement risk.

- **Design & Product Control**

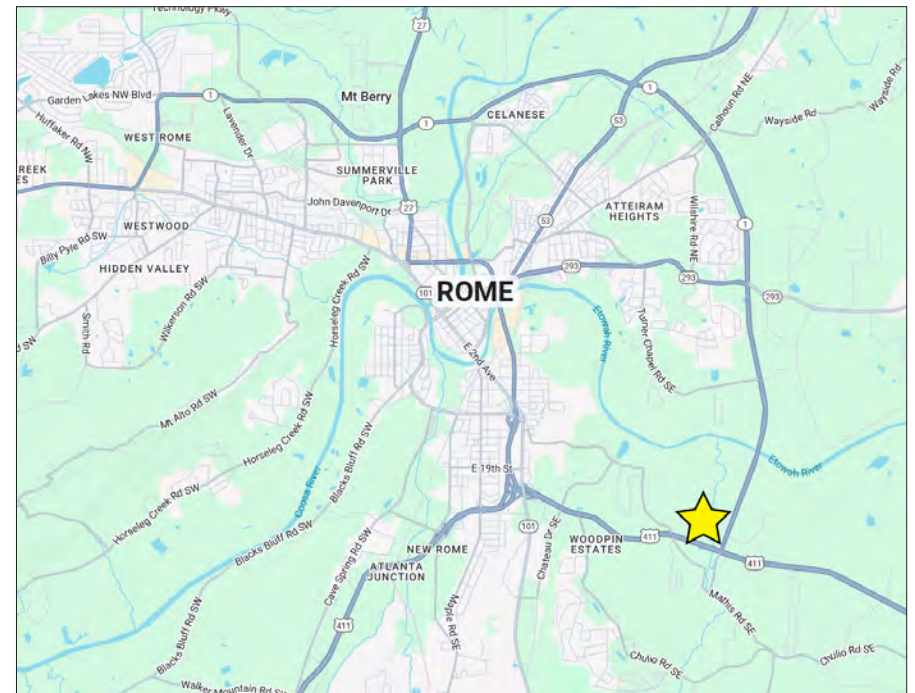
Townhome product guidelines allow for builder flexibility while maintaining community cohesion and density control.

- **Secondary Market Strength**

Rome continues to attract investor interest due to favorable construction costs, strong occupancy, and demand for low-maintenance housing in Southeast secondary markets.

### Development Overview

- **Project Name:** Rome Riverside
- **Address:** 895 Cartersville Highway, Rome, GA
- **Zoning:** M-R (City of Rome)
- **Total VDLs:** 224 For Sale, 184 Rental
- **Current Concept:** 24' Townhome Product
- **Utilities:** Contact Broker
- **Pricing:** Offered Without Asking Price



## Executive Summary - Continued

### Rental Restriction Summary

- Total VDLs: 408
- VDLs with 15% Rental Cap: 224
- VDLs with No Rental Restriction: 184

### Development Standards & Product Parameters

- **Setbacks:**
  - Front: 20 feet
  - Rear: 25 feet
- **Townhome Product Footprint:**
  - Typical footprint: 24' x 52'
  - Maximum width: 24 feet
  - Footprint may be modified per builder preference, provided width does not exceed 24 feet

### Master-Planned Amenities (Rent-Driving Features)

- **Signature Riverside Pavilion** – Community gathering space overlooking the Etowah River
- **On-Site Kayak Storage** – Supports active lifestyle renters and long-term tenancy
- **Boat / Kayak Launch Area** – Direct river access enhances uniqueness and branding
- **Riverside Walking Path** – Promotes wellness and outdoor engagement
- **Grill & Outdoor Seating Areas** – Social infrastructure aligned with BTR renter preferences

### Market & Location Overview

- High-Visibility Location on **Cartersville Highway (GA-293)**, a primary Rome arterial connecting to Cartersville, I-75, and the Atlanta MSA
- Proximity to Major Employers & Institutions including Hyundai/SK Battery Plant, AdventHealth Redmond, Berry College, and downtown Rome employers
- Growing Demand for Low-Maintenance Housing from professionals, families, and downsizing renters

### Investor Thesis

Rome Riverside offers a rare combination of riverfront frontage, zoning certainty, rental flexibility, and scalable density within a growing Georgia secondary market. The mix of restricted and unrestricted VDLs creates built-in optionality for institutional and private capital, supporting multiple execution paths and attractive risk-adjusted returns.



## Area Overview

### Rome, GA and the Etowah River Region

Nestled in the foothills of the Appalachian Mountains, **Rome, Georgia** is a dynamic regional center with a rich heritage, scenic natural beauty, and a diverse economic base. Founded in 1834 at the confluence of the Etowah, Oostanaula, and Coosa Rivers, Rome offers a blend of **historic charm, outdoor recreation, and growing economic opportunity**. Its downtown features locally owned shops, restaurants, cultural attractions, and landmarks such as the iconic Clock Tower.

Rome is home to several respected institutions of higher learning, including **Berry College** — known for its expansive campus and strong academic programs — and **Shorter University**. The region's healthcare infrastructure, anchored by **AdventHealth Redmond**, delivers top-tier medical services and is among the area's largest employers.

The **Etowah River** winds through the heart of the city, offering recreational opportunities such as kayaking, fishing, paddleboarding, and scenic walking and biking trails. Parks like Ridge Ferry are community focal points, enhancing quality of life and reinforcing Rome's reputation as a place where **outdoor adventure and Southern charm intersect**.

### Thriving Economic & Employment Base

Rome and Floyd County benefit from a **diversified economy** supported by strong manufacturing, healthcare, education, retail, and logistics sectors. Manufacturing remains foundational, with over **100 manufacturers** operating in the region and multiple large international firms employing hundreds of workers. The top manufacturing employers include Kellanova (formerly Kellogg), International Paper, F&P Georgia, Syntec Industries, Kerry Foods, Integrated Fiber Solutions, Summit Hill Foods, and Ball Metal Container Corporation.

Major employment drivers in the overall Rome MSA include:

- Hyundai/SK Battery Plant
- Berry College, Inc.
- Floyd Healthcare Management & Harbin Clinic
- Kellanova Manufacturing, International Paper, F&P Georgia
- Lowe's Regional Distribution Center & Walmart
- Educational and healthcare institutions

Healthcare and education together represent a significant share of the labor force, with major systems like AdventHealth Redmond and Harbin Clinic providing comprehensive services across the region.

Since 2019, manufacturers and industrial investment in Floyd County have exceeded **\$2 billion**, creating more than **1,000 new jobs** and reinforcing the region's industrial foundation. Local industry benefits from a reliable workforce, strong community support, and strategic infrastructure.

### Regional Growth Drivers — Automotive & Advanced Manufacturing

The broader Northwest Georgia region has seen transformative industrial investment, notably with the development of the **Hyundai Motor Group Metaplant America (HMGMA)** facility. This advanced automotive manufacturing campus — one of the largest economic development projects in Georgia's history — produces electric and hybrid vehicles and supports a growing supplier network within commuting distance of Rome. The facility and related investments are projected to create **thousands of direct and indirect jobs**, enhancing regional economic demand and attracting ancillary services and workforce growth.

### Lifestyle and Growth Appeal

Rome's strategic location offers access to multiple major metro areas while maintaining a **lower cost of living and strong quality of life**. The combination of natural amenities, historic character, educational institutions, and economic opportunity attracts residents seeking a balanced lifestyle. The Etowah River and surrounding parks contribute to a distinctive recreational environment that supports long-term community desirability and residential stability.

Sources: Develop Rome—Floyd County; Georgia Department of Labor; Georgia Department of Economic Development

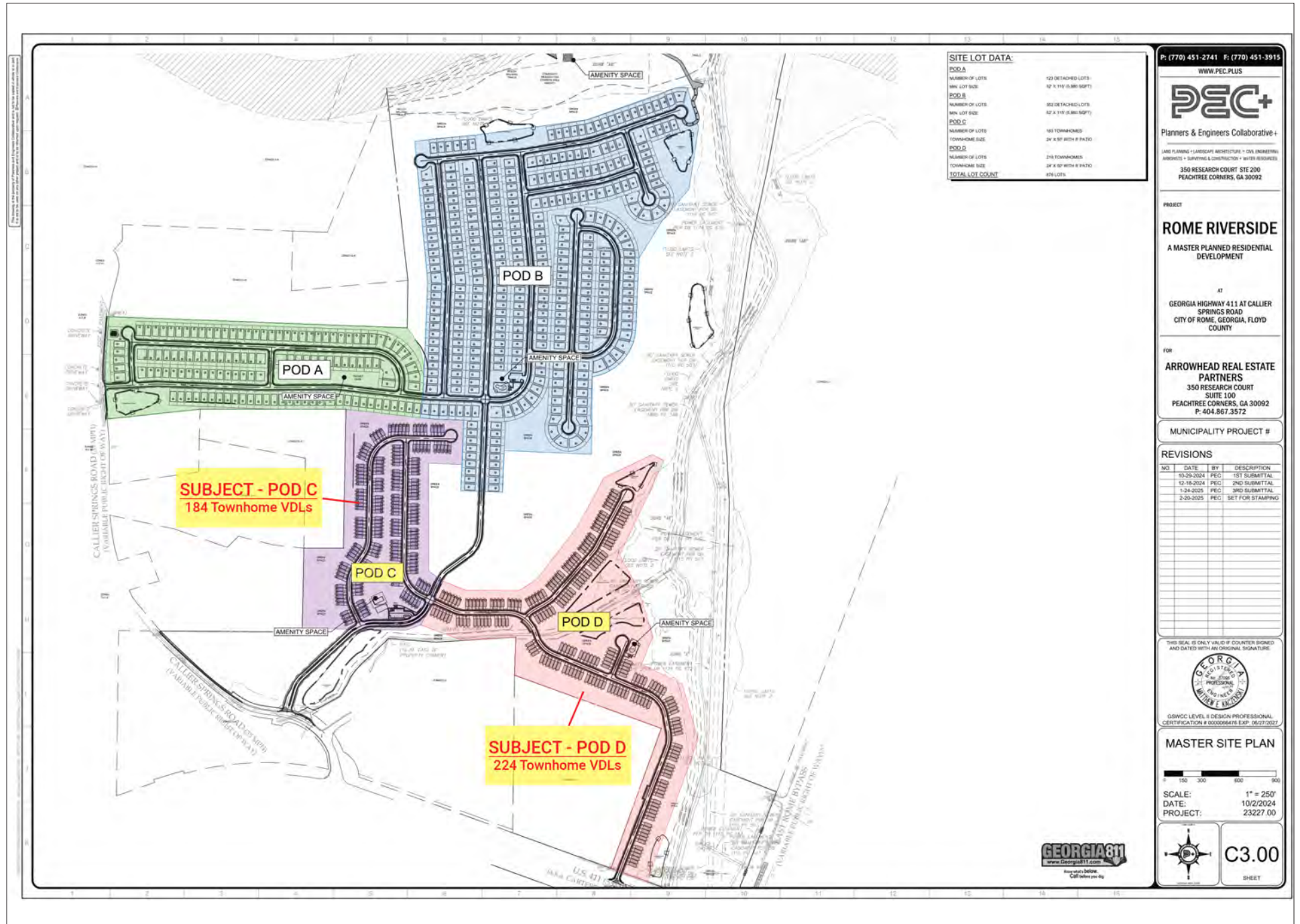


### | Key Takeaways |

- **Population Growth:** Rome's MSA population has shown steady, if modest, growth from 2020–2023, illustrating stability and ongoing regional attraction.
- **Employment Growth:** Local employment grew nearly 2% from 2022–2023, and the Rome MSA boasts the highest job growth rate in the state since 2020 (16.1%).
- **Economic Momentum:** Strong employment gains and ranking relative to other Georgia MSAs support future housing demand and absorption for residential product like Rome Riverside.

Source: U.S. Census Bureau population estimates; Georgia Department of Labor; WRGA News/Georgia Department of Labor, Rome MSA top job growth ranking.

# Master Site Plan



**SITE LOT DATA:**

<b>POD A</b>	
NUMBER OF LOTS	123 DETACHED LOTS
MIN LOT SIZE	12 X 110 (1,320 SQFT)
<b>POD B</b>	
NUMBER OF LOTS	102 DETACHED LOTS
MIN LOT SIZE	12 X 110 (1,320 SQFT)
<b>POD C</b>	
NUMBER OF LOTS	185 TOWNHOMES
TOWNHOME SIZE	24 X 30' WITH # PATIO
<b>POD D</b>	
NUMBER OF LOTS	215 TOWNHOMES
TOWNHOME SIZE	24 X 30' WITH # PATIO
<b>TOTAL LOT COUNT</b>	<b>625 LOTS</b>

P: (770) 451-2741 F: (770) 451-3915  
WWW.PEC.PLUS

Planners & Engineers Collaborative+

LAND PLANNING + LANDSCAPE ARCHITECTURE + CIVIL ENGINEERING  
ARCHITECTS + SURVEYING & CONSTRUCTION + WATER RESOURCES

350 RESEARCH COURT STE 200  
PEACHTREE CORNERS, GA 30092

PROJECT

**ROME RIVERSIDE**

A MASTER PLANNED RESIDENTIAL DEVELOPMENT

AT

GEORGIA HIGHWAY 411 AT CALLIER SPRINGS ROAD  
CITY OF ROME, GEORGIA, FLOYD COUNTY

FOR

**ARROWHEAD REAL ESTATE PARTNERS**

350 RESEARCH COURT  
SUITE 100  
PEACHTREE CORNERS, GA 30092  
P: 404.867.3572

MUNICIPALITY PROJECT #

**REVISIONS**

NO.	DATE	BY	DESCRIPTION
10-29-2024	PEC	1ST SUBMITTAL	
12-18-2024	PEC	2ND SUBMITTAL	
1-24-2025	PEC	3RD SUBMITTAL	
2-20-2025	PEC	SET FOR STAMPING	

THIS SEAL IS ONLY VALID IF COUNTER SIGNED AND DATED WITH ORIGINAL SIGNATURE.

OSWDC LEVEL II DESIGN PROFESSIONAL CERTIFICATION # 000006946 E-EXP: 10/27/2027

**MASTER SITE PLAN**

SCALE: 1" = 250'

DATE: 10/2/2024

PROJECT: 23227.00

**C3.00**

SHEET



## Listing Contact



**Nelson Vinson**  
Partner

(678) 385-2718 O  
(404) 925-0995 M  
nrv@mcwrealty.com

Nelson specializes in residential and commercial land sales, working directly with land owners, residential and commercial developers, and multi-family and residential home builders. Nelson takes a personal approach by engaging in the process through the entitlement and pre-development phase.

Nelson has in-depth knowledge of working with owners, investors, and developers through the marketing process, selection of buyer, and throughout the contract and due diligence period.

Nelson joined McWhirter in 2007 and was named partner in 2016. Nelson currently holds Associate Broker licenses in Georgia and Alabama.

Nelson is a member of the Atlanta Commercial Board of REALTORS® Million Dollar Club and has been recognized as a Top Ten Land Broker (#2) in 2009 and a Top Ten Land Broker (#7) in 2013.



**McWhirter Realty Partners, LLC**

294 Interstate North Circle, SE  
Building 2, Suite 150  
Atlanta, GA 30339  
770.955.2000  
www.mcwrealty.com



McWhirter

Commercial Real Estate Since 1981