



THE CROSSING

AT COAL MOUNTAIN

at the crossing of **SMALL-TOWN CHARM & BIG-CITY ENERGY**



**WIDE-OPEN SPACES
X LIMITLESS DREAMS.
MOUNTAIN PEAKS
X PEAK LIVING.
CROSSING PATHS
X CREATING
COMMUNITY.
ALL THIS, AND
MORE, CROSSES
PATHS HERE. NOW
IS YOUR CHANCE
TO DO THE SAME.**



AT THE CROSSROADS OF NORTH GEORGIA & METRO ATLANTA, SUMMIT & SKYLINE, AND HISTORY & NOVELTY

sits The Crossing at Coal Mountain. Once a major artery of Appalachia, this thoroughfare will again become the lifeblood of a community, allowing people to cross paths, exchange conversation, share meals, and commune with one another in ways that feel both timeless and thoroughly modern.



within a **5-MILE RADIUS**

AVERAGE HOUSEHOLD INCOME

\$143,959

ANNUAL HOUSEHOLD GROWTH RATE

2.48%

75% OF THE AREA'S

206,209

HOUSING UNITS ARE OWNER-OCCUPIED

MEDIAN AGE

39

POPULATION

64,464

BUSINESSES

6,397

within a **10-MILE RADIUS**

AVERAGE HOUSEHOLD INCOME

\$157,421

BACHELOR'S DEGREE OR HIGHER

51%

POPULATION

224,375

MEDIAN AGE

39.8

DAYTIME POPULATION

203,482

HOUSEHOLDS

76,788

FORSYTH COUNTY

#1

MOST AFFLUENT COUNTY IN GEORGIA
(US Census Bureau)

#4

FASTEST GROWING COUNTY IN GEORGIA
(US Census Bureau)

#9

BEST COUNTY FOR FAMILIES IN AMERICA
(Niche)

BEST COUNTY

IN AMERICA TO START A BUSINESS
(Nerdwallet.com)



property overview

ASSET BREAKDOWN

1,071
Total Parking Spaces

140
Acres of Total
Development

47,190
SF of Retail in Phase 1

37,600
SF of Additional
Retail in Phase 2

780
total residential units in
The Hewer & Toll Brothers
development

300
Multifamily

261
Single-Family
Homes

219
Townhomes



A PEEK INTO OUR PEOPLE

BOOMBURBS

- High-earning suburban families in the South & West
- Aged 25-54, but skews young
- Gainfully employed & full-time in white-collar fields like government, finances, etc.
- Tend to shop at club stores and make purchases using online platforms
- Engage in regular exercise, eat organic foods, and spend time hiking and reading
- Here because it's near Atlanta & the airport, but far enough away for peace & quiet

FLOURISHING FAMILIES

- Large Southern and Midwestern suburban families in growing developments
- Most householders are between the ages of 35 and 64, mainly comprised of large families with children
- Often employed in professional roles and earn middle-tier incomes; many are self-employed
- Frequently shop at large retail hardware and hobby stores
- Pickup trucks and SUVs are common vehicle choices
- Here because there's room to spread out & make their money work harder

PROFESSIONAL PRIDE

- Married, high-income tech households in the South and West
- Many households have multiple children enrolled in K-12 schools
- Tend to be employed in technology, engineering, and management roles
- Usually shop & dine at large retail establishments, buying organic foods and enjoying fast-casual
- Prioritize fitness & recreation, often supporting youth athletics and participation in sports
- Here because of the tech presence in Atlanta & the suburban feel

CLASSIC COMFORT

- Aging Midwestern and Southern suburbanites with multiple vehicles
- Median age is slightly above that of the U.S.
- Most earn middle-tier incomes at full-time jobs in wholesale trade, health care & education
- Tend to buy budget-friendly items from discount local or chain stores
- Harbor a strong enthusiasm for professional, college, and high school sports
- Here because of the lower cost of living & slower pace, while being near their favorite sports

DREAMBELT

- Middle-aged Western Suburbanites with high rent and home prices
- Half the population is between the ages of 35 and 74
- Most earn middle-tier incomes from public administration, construction, health care, and retail
- Typically shop at warehouse clubs and tend to exhibit brand loyalty
- Often spend money on pets and tools for gardening
- Here because of Sunbelt culture & values, wanting to get more bang for their buck





the crossing of
MODERN COMFORT & TIMELESS CHARM

A luxury living experience boasting upscale studio, one, and two-bedroom apartment homes that will welcome their first residents in the spring of 2026.

SUMMER OF 2026

HEWER
 AT THE CROSSING

HOME STARTS HERE

Four distinctive collections of elegant single-family homes and stylish townhomes feature designs that complement a variety of lifestyles.

Home starts here,

spring of 2026

TOLL BROTHERS AT
THE CROSSING
 AT COAL MOUNTAIN

at the crossing of
**EVERYDAY &
THE BEST DAY**





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