

Greenstone's Encore Project Expanding Beyond Office

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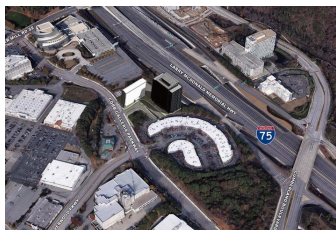
Greenstone Properties is **offering another glimpse** of its latest office hope in Cumberland/Galleria.



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The firm exclusively sent us the latest imagery of 100 Encore Center, a **14-story, 350k SF office building** right next door to the Cobb Energy Performing Arts Centre off Cobb Galleria Parkway, which fronts I-75 between Cumberland Boulevard and Akers Mill Road.

But Greenstone's **Chris Scott** says the project will be more than just the Class-A office building; plans also include a **250-room hotel, 35k SF of retail** and a **50-unit condo project** on the five-acre parcel.



Greenstone, fresh from its **success leasing** the **222k SF Encore Center** at 3400 Cumberland Blvd to HD Supply, is seeing a **potential pool of existing Cumberland-area tenants** who may want to seek newer office digs, Chris says.

While Greenstone is not planning to go spec, Chris says the firm could **pre-lease as little as 30%** of the space to get the financing green light to begin construction.

“We feel **real good about our possibilities** to get this one out of the ground,” he says.

Greenstone isn't the only developer vying for a new mixed-use project near the arts center. As we first reported **here, right next door** Preferred Apartment Communities, led by Cobb County multifamily icon **John Williams** (here), is pushing forward on plans to **rezone Galleria 75 Office**



Park to make way for 450k SF of improved offices, 600 apartment units and 45k SF of retail.

As we also [first reported](#), longtime Atlanta developer **George Morgan** and his capital partner, Miami-based **Morris Kaplan**, are attempting to **rezone nearly 19 acres** of flat expanse off Cumberland Boulevard just south of Paces Ferry Road in Vinings to encompass **300 apartment units**, 50 condos, **225 senior housing units**, **200 age-restricted** (meaning those 55 years old or older) apartment units, a **300-room hotel**, a **101k SF** grocery-anchored **shopping center** and a 100k SF office building.

See Also: [The 7 Things You Need To Know About Real Estate's Most Exclusive Retreat](#)

Related Topics: [John Williams](#), [Cumberland/Galleria](#), [Greenstone Properties](#), [Preferred Apartment Communities](#), [Cobb Energy Performing Arts Centre](#), [Chris Scott](#), [Cobb Galleria Pkwy](#), [George Morgan](#), [Morris Kaplan](#), [100 Encore Center](#), [Paces Ferry Rd](#), [Galleria 75 Office Park](#)