



Judy Putnam, Communications Director  
770-609-8821 (Direct), [jputnam@peachtreecornersga.gov](mailto:jputnam@peachtreecornersga.gov)  
[www.peachtreecornersga.gov](http://www.peachtreecornersga.gov)  
[www.facebook.com/peachtreecornersga](https://www.facebook.com/peachtreecornersga)  
[www.twitter.com/PtreeCorners](https://www.twitter.com/PtreeCorners)

FOR IMMEDIATE RELEASE

## Luxury Millennial Community Development Breaks Ground

**PEACHTREE CORNERS, GA, Aug. 4, 2017** – Echo Lakeside, a new luxury apartment community targeting the millennial-age market, broke ground on Thursday, Aug. 3. City leaders and developers were on hand to celebrate the development that will feature high-end amenities such as lake access, boat dock, a dog park and interconnected hiking and biking trails.

Echo Lakeside, situated on two adjoining lakes within Technology Park Atlanta, will include a clubhouse, fitness center, and a resort-style pool with a sun terrace. Other amenities include attached garages, an Uber lobby and a cyber café.

"Echo Lakeside is an important investment for our city in terms of livability for our millennial workforce, many of which hold technology-based jobs in Technology Park and surrounding office parks," said Mayor Mike Mason. "The convenience of nearby residential rental space will ensure that the city continues drawing a dynamic workforce to fill these important positions."

The 295-unit development is located at 510 Guthridge Court, just off of Peachtree Industrial Boulevard and Reps Miller Road. When complete, the new 14-acre development will feature stainless steel appliances, ample storage and designer cabinetry and 9-foot ceilings.

"We are thrilled to bring Echo Lakeside to Peachtree Corners," said Brand Morgan, CEO of Brand Properties, the project's developer. "We think the serenity of the surroundings, coupled with the high-end amenities will make Echo Lakeside the community of choice for the growing job market."

Layout options include one and two bedroom floor plans, Initial rents are expected to range from \$1,000 to \$1,900. The development is expected to be open the summer of 2018.

###

### [About Peachtree Corners](#)

Situated Gwinnett County, one of the fastest growing counties in Georgia, Peachtree Corners is conveniently located to major highways, I-85, I-285 and GA 400 and just 30 minutes northeast of Atlanta. Founded on July 1, 2012, it is home to over 40,000 residents. The new city is 17 square miles in size and is located in the southwest corner of the county. Seven miles of the Chattahoochee River define its western border.

### [About Brand Properties](#)

Led by some of metro Atlanta's most seasoned real estate professionals, the Brand Team is dedicated to bringing innovative and vital thinking to the real estate investment process. With decades worth of combined experience, they have the unique ability to leverage long-standing relationships with brokers, property owners, and lenders to ensure premium quality development projects. By always considering their partners, colleagues, and consumer first and foremost, Brand Properties strives to deliver services that embrace its integrity, loyalty, quality, and passion for the real estate business.