

# BON SECOUR VILLAGE

283 ACRE COASTAL MIXED USE DEVELOPMENT OPPORTUNITY GULF SHORES, AL



**MACALLAN**  
REAL ESTATE

1642 Powers Ferry Road SE | Suite 250 | Marietta, GA 30067 | 404.647.4999 | [www.macallanre.com](http://www.macallanre.com)

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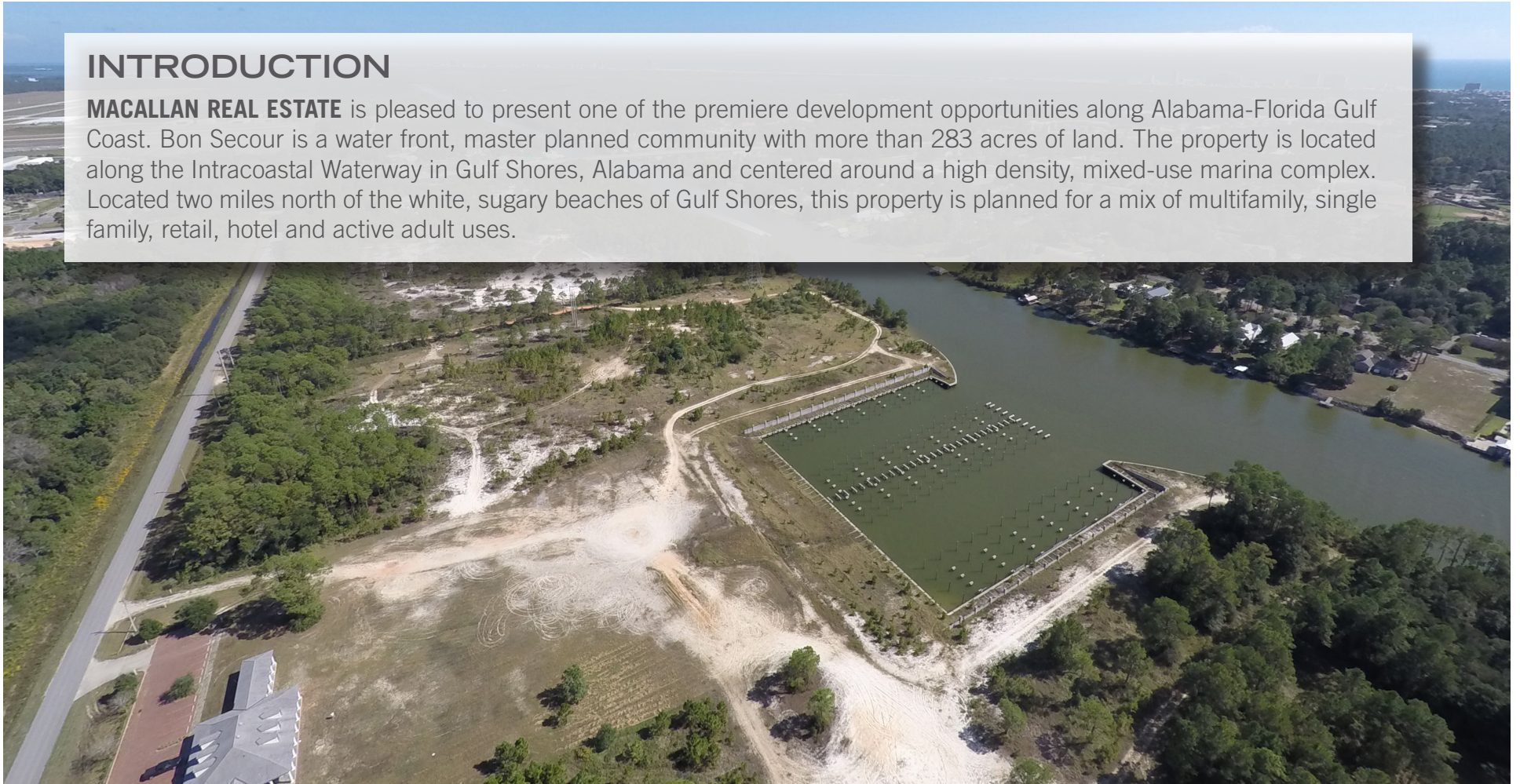
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## INTRODUCTION

**MACALLAN REAL ESTATE** is pleased to present one of the premiere development opportunities along Alabama-Florida Gulf Coast. Bon Secour is a water front, master planned community with more than 283 acres of land. The property is located along the Intracoastal Waterway in Gulf Shores, Alabama and centered around a high density, mixed-use marina complex. Located two miles north of the white, sugary beaches of Gulf Shores, this property is planned for a mix of multifamily, single family, retail, hotel and active adult uses.



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## PROPERTY FEATURES

<b>Asking Price:</b>	\$15,000,000 (\$53,000 per acre)
<b>Size:</b>	283 Acres
<b>Frontage:</b>	More than 1 Mile along County Road 4 (Waterway Blvd)
<b>Utilities:</b>	All utilities are at the site ( <i>see page 16</i> )
<b>County:</b>	Baldwin, Alabama
<b>Proposed Uses:</b>	Retail, Multifamily, Hotel, Single Family, Active Adult, Marina
<b>Marina</b>	60 Slips partially built, additional 520 dry dock storage slips and 12 wet slips approved
<b>Zoning:</b>	BN Neighborhood Business BG General Business PUD Planned Unit Development ICW-N Intracoastal Waterway North



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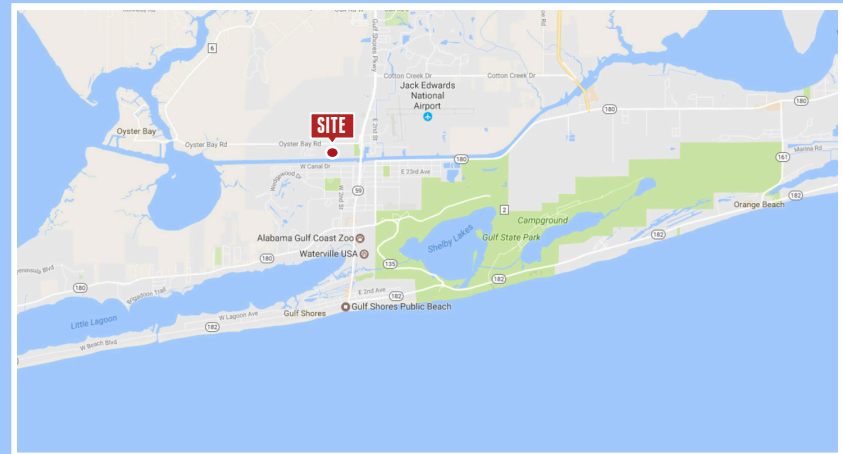
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## LOCATION

Bon Secour Village is a water front master planned community located in Gulf Shores, AL along the Intracoastal Waterway. The development is located west of U.S. Highway 59 which runs in a north to south direction. The property has frontage on both sides of County Road 4 (CR4). The southern boundary of Bon Secour Village is located directly on the Intracoastal Waterway which connects Perdido Bay in Florida to Mobile Bay in Alabama. Bon Secour is easily accessible to several major cities in the southeastern United States including Atlanta, Jackson, Birmingham and New Orleans.



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# POINTS OF INTEREST

- |   |                             |                                    |                                       |
|---|-----------------------------|------------------------------------|---------------------------------------|
| <b>1</b> Gulf Shores Waterfront                   | <b>6</b> Colonial Promenade | <b>11</b> Ono Island               | <b>16</b> Gulf State Park Golf Course |
| <b>2</b> Orange Beach Waterfront                  | <b>7</b> OWA                | <b>12</b> Craft Farms              | <b>17</b> Peninsula Golf Club         |
| <b>3</b> Perdido Key                              | <b>8</b> Bon Secour Village | <b>13</b> Cypress Bend Golf Course | <b>18</b> Homeport Marina             |
| <b>4</b> Gulf State Park Convention Center (2018) | <b>9</b> Aventura           | <b>14</b> Cotton Creek Golf Course | <b>19</b> Barber Marina               |
| <b>5</b> The Wharf                                | <b>10</b> Cypress Village   | <b>15</b> Gulf Shores Golf Club    | <b>20</b> Sportsman's Marina          |



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## SURROUNDING DEVELOPMENTS



- Located in the adjoining city of Foley, Alabama
- Located between Foley Beach Expressway and Highway 59
- 44,000 SF of Dining, Retail and Entertainment
- 150-room Marriott TownPlace Suites
- 90,000 SF Indoor events center
- Extreme amusement park with 20 rides
- 16 multi-purpose tournament style athletic fields



- Arnold Palmer designed golf course, Cotton Creek, and single family residences
- Since then, 12 single family phases and a second Arnold Palmer designed golf course, Cypress Bend
- DR Horton building additional phases
- Colonial Properties developed Colonial Pinnacle at Craft Farms, as a 417,700 square foot retail center anchored by Publix, Target, Cobb Theaters, Bed, Bath & Beyond, and Books-A-Million which opened in 2007



- Restaurant owned by Jimmy Buffet's sister, Lucy Buffet
- 450-seat restaurant
- Reportedly the highest grossing restaurant in Alabama
- Located on the Intracoastal Waterway adjacent to Hwy 59 in Gulf Shores
- Claims to serve more than 100,000 cheeseburgers, 64,000 margaritas and 1,000 pounds of gumbo to more than 750,000 customers annually



- Located in the adjoining city of Orange Beach, Alabama
- Corner of the Foley Beach Express Way and Canal Road
- 190 unit condominium built alongside the Intracoastal Waterway
- 208 slips marina for public and private use
- 10,000-seat, tiered amphitheater which attracts several popular musical acts per year, including Kenny Chesney, Eric Church, Jason Aldean & The Black Crows
- Retail anchor is RAVE Movie Theater, & the main street is lined with specialty shops
- New \$4.5M Light Show



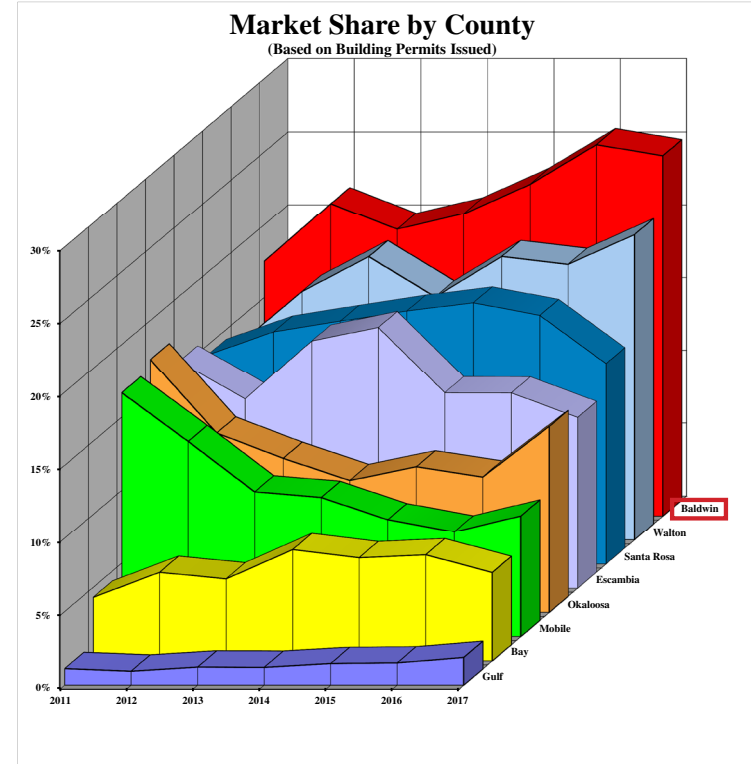
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# BON SECOUR VILLAGE

## BALDWIN COUNTY OVERVIEW



### Alabama Coast & Florida Panhandle (8 Counties)



County	2011	2012	2013	2014	2015	2016	2017
<b>Baldwin</b>	<b>17.49%</b>	<b>21.46%</b>	<b>19.70%</b>	<b>20.76%</b>	<b>22.79%</b>	<b>25.50%</b>	<b>24.74%</b>
Walton	13.24%	17.06%	19.45%	16.69%	19.46%	18.92%	20.96%
Santa Rosa	14.32%	15.93%	16.67%	17.36%	17.93%	17.06%	13.75%
Escambia	15.52%	12.96%	16.95%	17.88%	13.38%	13.36%	11.68%
Okaloosa	17.32%	12.27%	10.54%	9.02%	9.96%	9.26%	12.71%
Mobile	16.67%	13.34%	9.90%	9.51%	7.99%	7.15%	8.25%
Bay	4.32%	6.02%	5.57%	7.56%	7.02%	7.22%	6.01%
Gulf	1.13%	0.95%	1.23%	1.21%	1.47%	1.51%	1.89%
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%



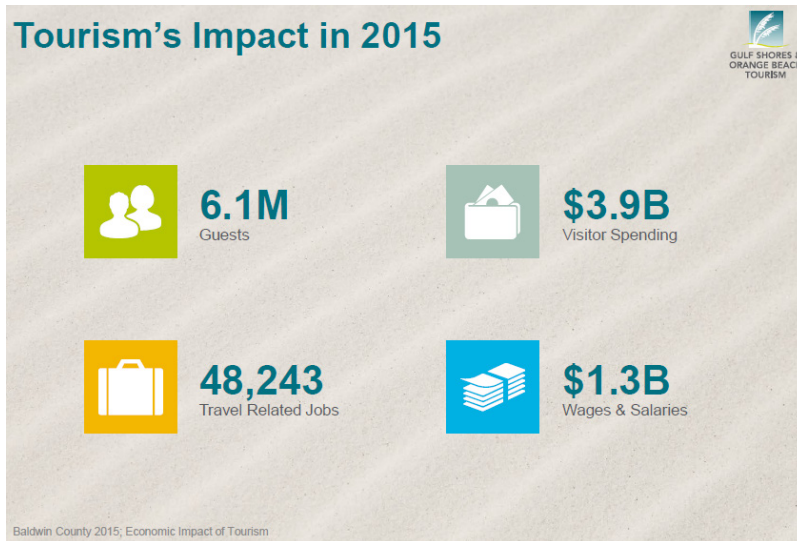
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## BALDWIN COUNTY OVERVIEW

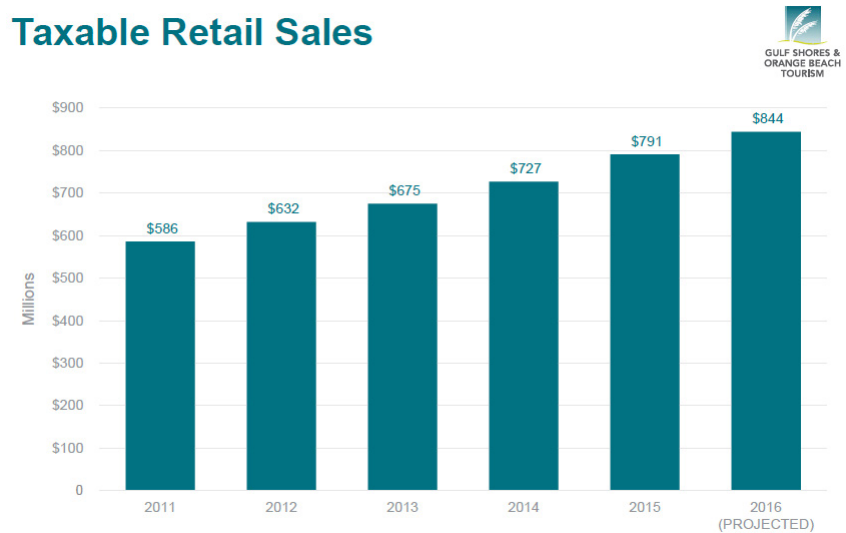


### TOURISM IMPACT 2015



### MARKET SHARE

#### Taxable Retail Sales



### HOME SALES YTD GULF SHORES

Statistics (97 listings)					
	Low	High	Average	Median	Total
List Price	\$74,900	\$1,295,000	\$343,575	\$279,000	\$33,326,749
Selling Price	\$71,050	\$1,050,000	\$326,632	\$274,655	\$31,683,296
Sold/List(%)	80.11%	102.14%	96.15%	96.90%	--
Price/SqFt (\$)	\$55.51	\$473.45	\$149.31	\$124.95	--
SqFt	750.00	4,350.00	2,201.79	2,063.00	--
Days on Market	1	850	184	153	--

APRIL 2017

### HOME SALES YTD BALDWIN COUNTY

Statistics (802 listings)					
	Low	High	Average	Median	Total
List Price	\$19,900	\$3,275,000	\$268,057	\$213,250	\$214,981,653
Selling Price	\$13,000	\$2,975,000	\$258,164	\$210,000	\$207,047,515
Sold/List(%)	41.74%	134.22%	96.78%	97.97%	--
Price/SqFt (\$)	\$9.63	\$1,067.13	\$121.15	\$105.00	--
SqFt	157.00	23,891.00	2,114.35	1,950.50	--
Days on Market	-51	1384	156	125	--

APRIL 2017



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# BON SECOUR VILLAGE

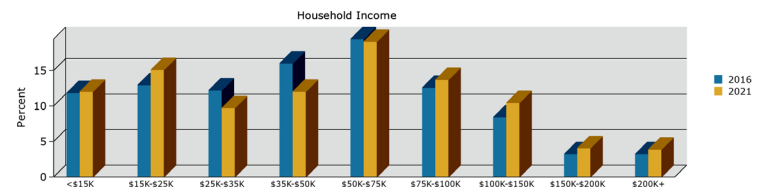
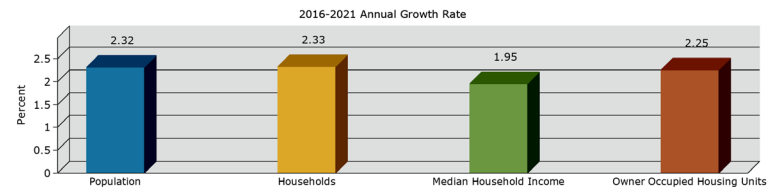
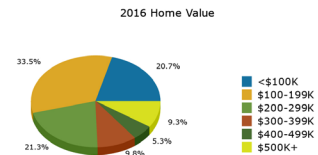
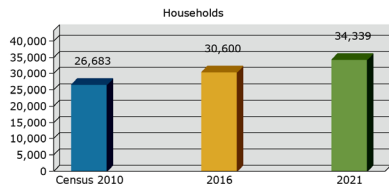
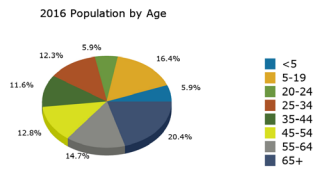
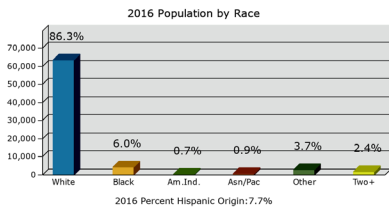
## DEMOGRAPHICS



### Graphic Profile

Oyster Bay Rd, Gulf Shores, Alabama, 36542  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 30.28280  
Longitude: -87.69201



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

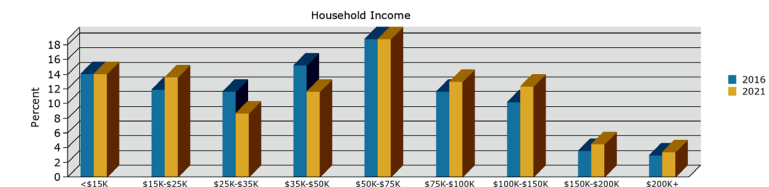
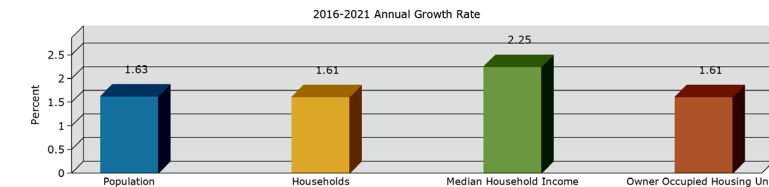
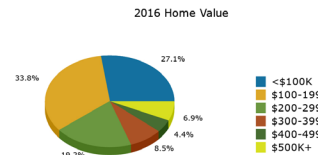
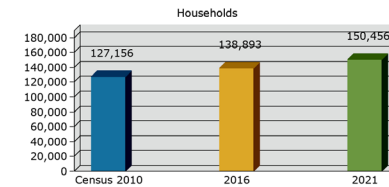
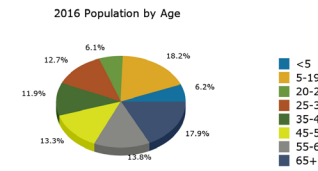
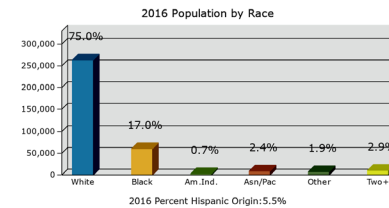
March 27, 2017



### Graphic Profile

Oyster Bay Rd, Gulf Shores, Alabama, 36542  
Drive Time: 60 minute radius

Prepared by Esri  
Latitude: 30.28280  
Longitude: -87.69201



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

March 27, 2017



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## PROPERTY INFORMATION



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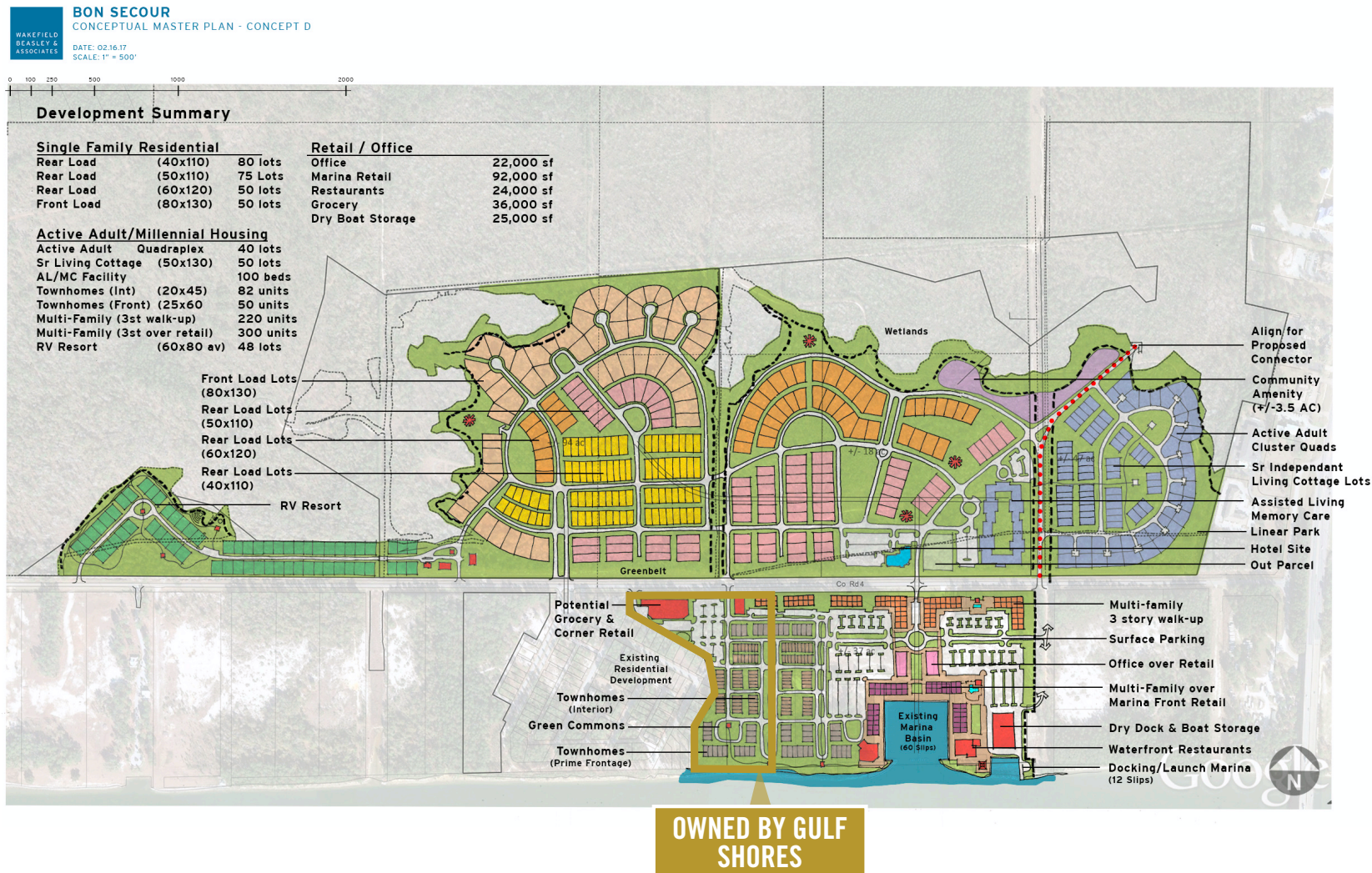
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## LAND PLAN OVERALL

The Seller has engaged Wakefield Beasley & Associates to prepare the conceptual land plans for the subject property.



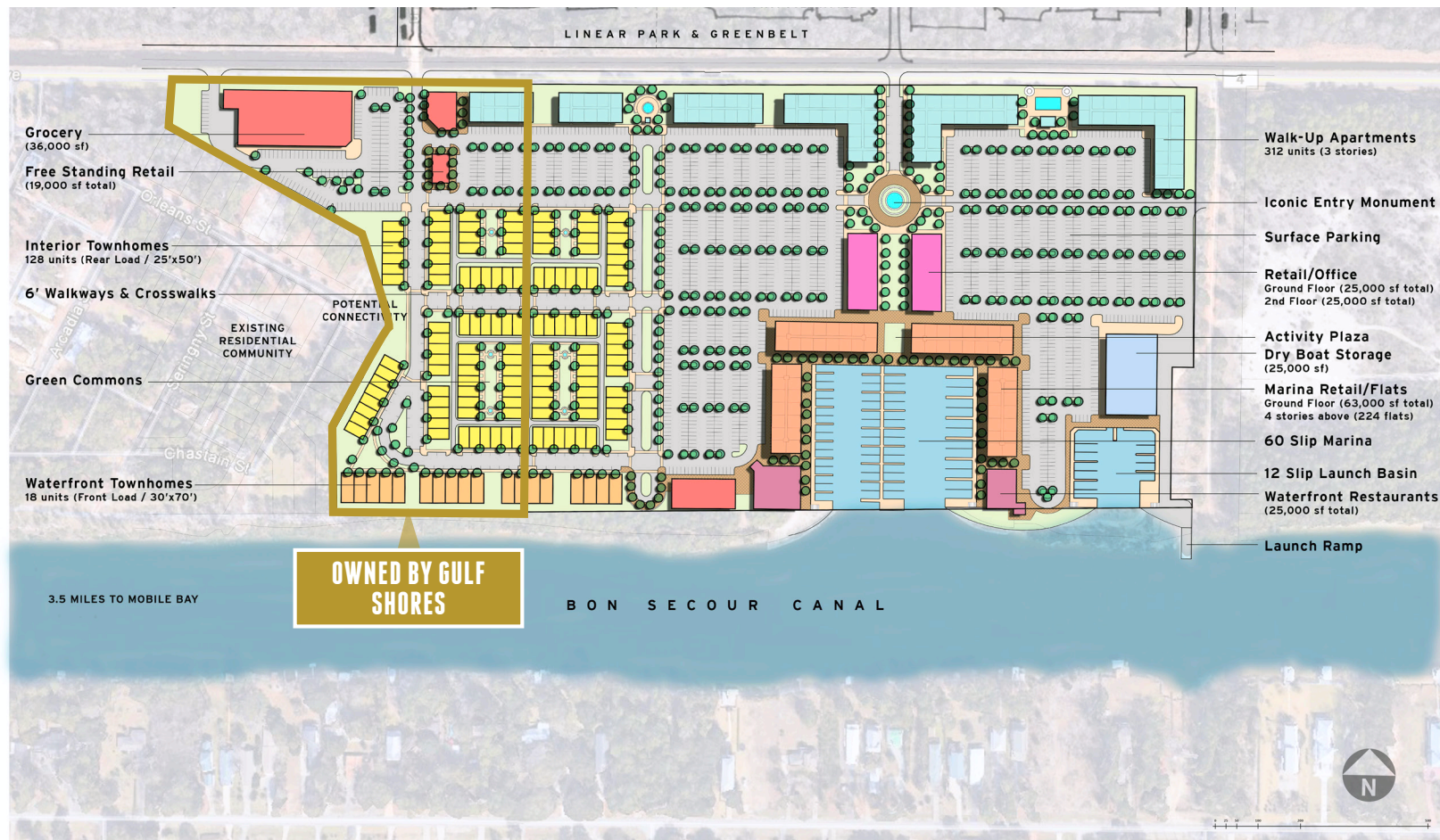
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## LAND PLAN MARINA

The Seller has engaged Wakefield Beasley & Associates to prepare the conceptual land plans for the subject property.



**BON SECOUR - MARINA ENLARGEMENT PLAN**  
WAKEFIELD BEASLEY & ASSOCIATES  
GULF SHORES | ALABAMA

**SP-1**  
10 MARCH 2017

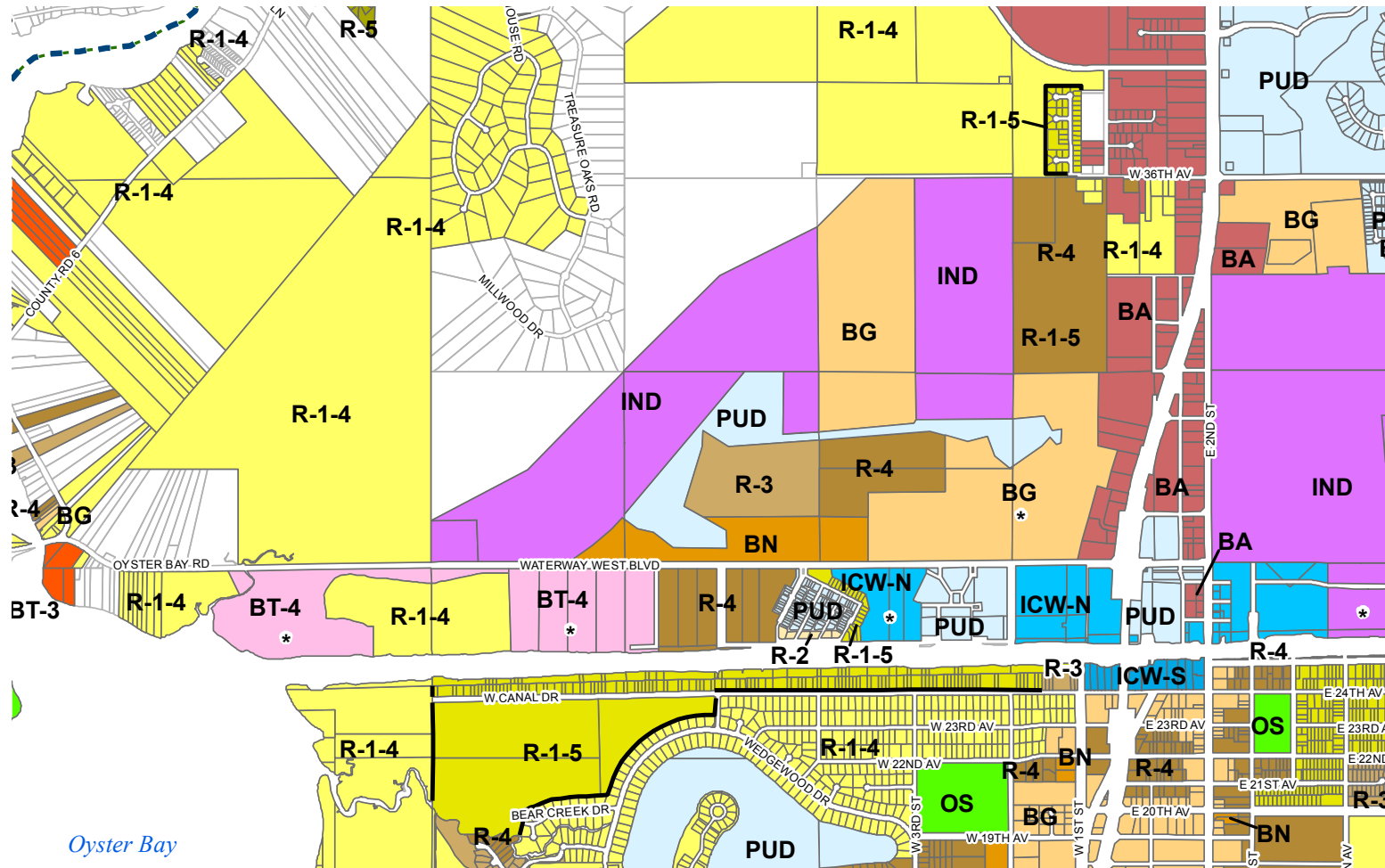


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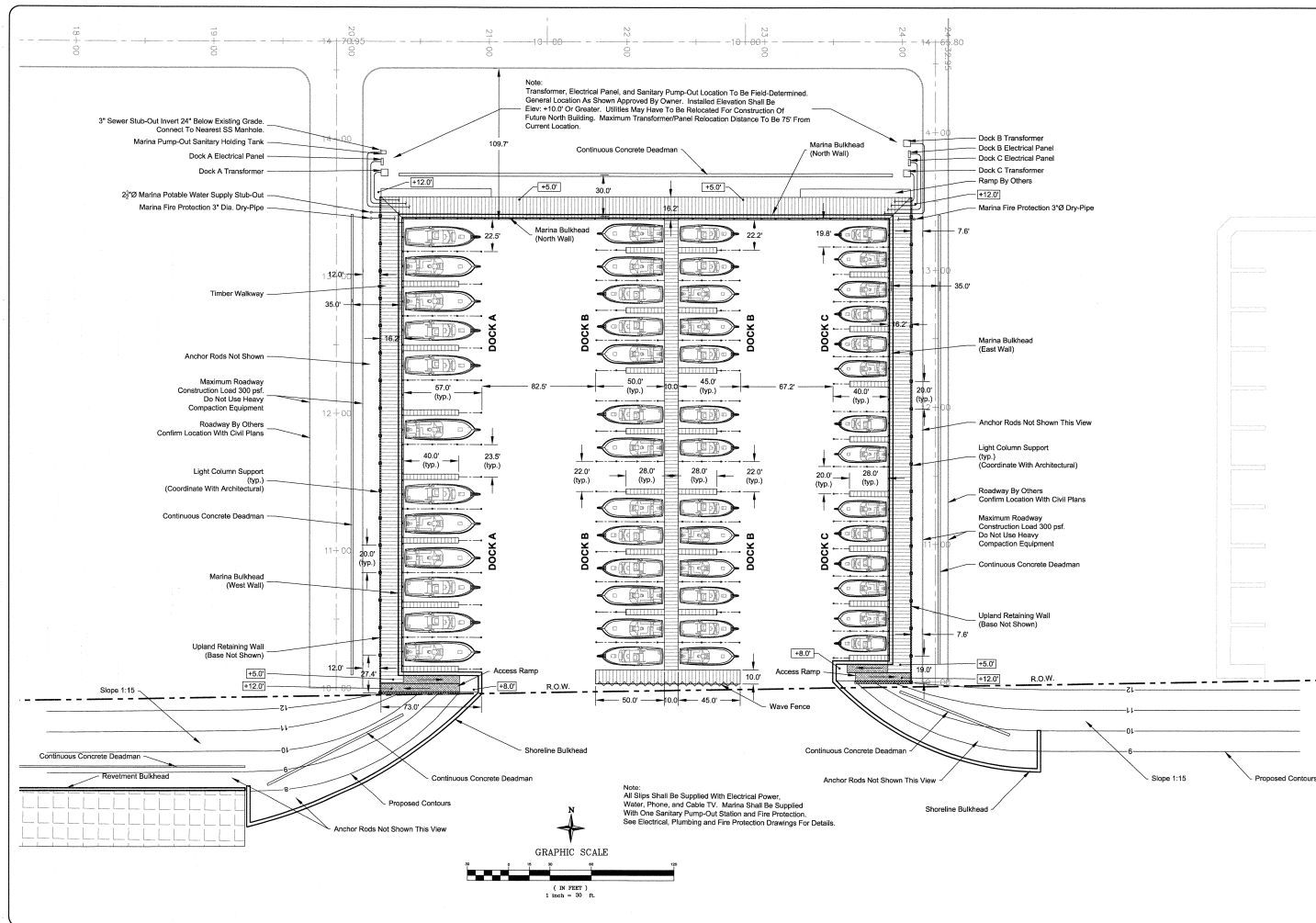
## ZONING



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# BON SECOUR VILLAGE

## BON SECOUR WEST MARINA



**540 Harbor Boulevard, Suite 204**  
**Destin, Florida 32541**  
 Certification of Authorization Number CA-274-E  
 850.654.1855 (voice) • 850.654.2918 (fax)  
 www.mrd-associates.com

**mrd**  
**MARINE RESOURCES, INC.**  
 Coastal Marina & Boat Services Specialty

**NOTES:**

- Marina Dockage
- PIE Docking
- Access Ramp
- Retaining Wall

**MARINA LAYOUT**  
**Bon Secour Village Marina**  
**Harbor Bay Resort, L.L.C.**  
 1 Mt. Laurel Avenue, Suite #10, Birmingham, Alabama 35242

DESIGNED BY **mrd**  
 DATE: August 01, 2006  
 REVISION: February 14, 2008  
 DRAWN BY  
 REVIEWED KAK  
 PROJECT NUMBER  
**05-180.1**  
 SHEET NUMBER  
**M06 OF M31**



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## ADDITIONAL DUE DILIGENCE AVAILABLE TO QUALIFIED BUYERS:

- Title Policy
- Phase 1 Environmental
- Survey
- Wetland Delineation
- Site Specific Survey  
(flora, fauna, endangered species)
- Aerials
- Maps
- Site Plans
- Demographics
- Traffic Study
- USACE Permit Submittals
- Soils Studies



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Information is deemed from reliable sources.  
No warranty is made as to its accuracy.

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