



# THE BLUE HORSE

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AN OFFICE CONDOMINIUM AT INMAN PARK VILLAGE

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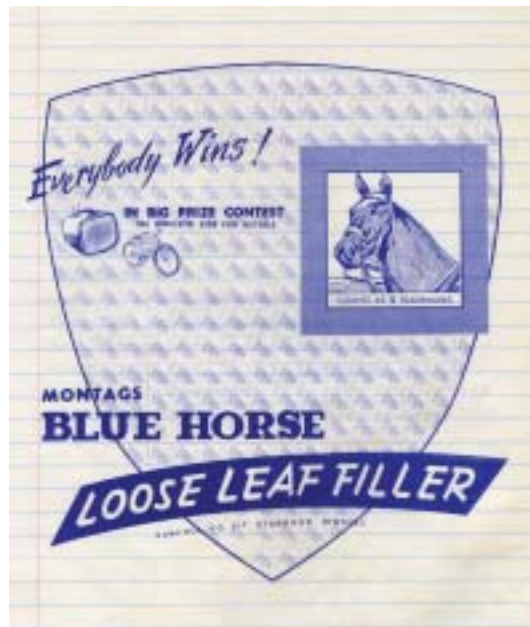
## A HORSE OF A DIFFERENT COLOR, SO TO SPEAK.

"Saving a great old structure like The Blue Horse has been a very rewarding experience."

— *Rick Bent, Parkside Partners, Inc.*

THE BLUE HORSE OFFICE CONDOMINIUM IS NOT YOUR ORDINARY OFFICE SPACE. Once home to Montag Brothers Paper Company, this historically significant building is being renovated to enhance the existing structure and preserve the historical significance of the original plant, built in 1954. Parkside Partners, Inc. is currently redeveloping the 29,000 square foot, two-story office building in Inman Park Village, an exciting mixed-use community in Inman Park. Units are available for sale and range from 1,800 to 14,000 square feet. In addition to its unique, in-town location, each office condominium includes a private entrance, covered parking, custom-designed floor plans and individual temperature controls. Parkside Partners invite you to consider the benefits of office ownership in a revitalized community where people live, work and play. Without leaving.





Images courtesy of the Ida Pearle and Joseph Cuba Archives of the Breman Museum

"Everybody loves a horse and no one has ever seen a blue one.

We decided to bet on a blue horse."

— *Sam Sugarman, Vice President, Montag Brothers, 1933*

THE MONTAG BROTHERS' BLUE HORSE TRADEMARK RODE ACROSS THE SOUTH into thousands of classrooms on the front of writing tablets, composition books and loose-leaf filler packets for close to 40 years. A marketing promotion launched shortly after the depression to boost lagging sales proved to be a winner for the small stationery and school supply company. Millions of trademarks from Blue Horse products were cut, collected and redeemed for cash and prizes, and by 1950, Montag was one of the largest companies in the industry. A state-of-the-art, 280,000 square foot plant was built on a 21-acre site in the heart of Atlanta, on North Highland Avenue. The property was known to many as the circus grounds where Ringling Brothers stopped and hoisted their big tops every year. In 1960, Montag and Champion Paper joined forces. The company merged again with Westab and finally, Mead Paper Company, which was the last step for The Blue Horse. Today, the historic office building is being renovated into 29,000 square feet of office space as part of the most significant real estate investment in Inman Park to date, Inman Park Village. And The Blue Horse rides again.

## BLUEPRINT GETS THE GREEN LIGHT

"In five years you won't be able to tell that Inman Park Village wasn't built during the same era as the rest of Inman Park"

— *Geoff Brunning, Brunning & Stang*

THE VISION FOR INMAN PARK VILLAGE BEGAN WITH A DESIRE TO PRESERVE the things that made the area unique, while creating an atmosphere of intimate neighborhood character. The traditional architecture and town planning principals woven into the master plan of Inman Park Village are consistent with the historic setting of Inman Park. The residential portion of the village includes Italianate row houses and town homes, generous Craftsman-style bungalows, urban loft-style condominiums and luxury loft apartments. Street friendly boutique shopping can be found along North Highland Avenue and Village Parkway and a free standing restaurant within the Village offers near-by shopping and dining. Inman Park Village will generate enduring value for residential as well as commercial residents and appeal to those who want to become part of a meaningful and vibrant community.



## INMAN PARK VILLAGE

YESTERDAY'S CHARM. TODAY'S CONVENIENCE.

[www.inmanparkvillage.com](http://www.inmanparkvillage.com)



■ **THE BLUE HORSE - Office Condominiums**

29,000 square feet of office condominium space  
Developed by Parkside Partners and managed by Hailey Realty

■ **ALTA INMAN PARK - Luxury Apartment Homes**

253 luxury apartment homes  
Developed by Wood Partners

■ **THE LOFTS - Residential Condominiums**

68 urban loft-style condominiums  
Developed by Ultima Holdings

■ **THE DETACHED HOMES**

16 free-standing houses  
Developed by Brunning & Stang and the Columns Group

■ **THE ROW HOUSES & TOWN HOUSES**

22 row houses and 19 town homes  
Developed by Brunning & Stang and the Columns Group

■ **RETAIL SHOPS AND RESTAURANTS**

20,000 square feet of retail space  
Developed by Ultima Holdings





## COLORFUL PAST. COLORFUL FUTURE

" We look forward to welcoming our new neighbors to the Inman Park community."

— Al Caproni, President, Inman Park Neighborhood Association

INMAN PARK, A TURN OF THE CENTURY VICTORIAN NEIGHBORHOOD, TWO MILES east of downtown, was promoted as Atlanta's first garden suburb in the late 1800's and is listed on the National Register of Historic Places. Inman Park was a haven for Atlanta's most elite citizens from 1890 until 1910. The neighborhood fell into slow decline with the passing of the Victorian Era and the popularity of the automobile. It wasn't until 1970 that Atlantans began the revitalization of Inman Park, since that time more than 300 homes have been renovated or restored. The community has an active neighborhood association, book club, garden club and preschool. Just east of Inman Park is Little Five Points, a quaint business district lined with restaurants, coffee shops, boutiques and bookstores. Many refer to Inman Park as Atlanta's "small town downtown." In-town neighborhoods like Inman Park are important to the life of the city. With the resurgence of downtown communities, the addition of Inman Park Village and the renovation of The Blue Horse Office Condominiums, the opportunity has never been better to live, work and play. In town.



FRONT VIEW



BACK VIEW



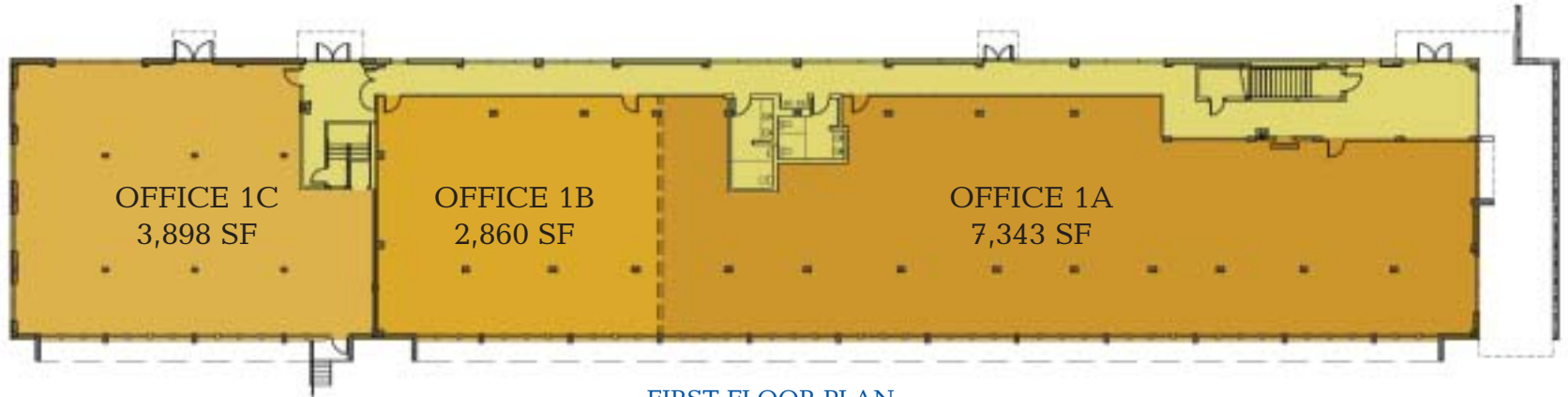
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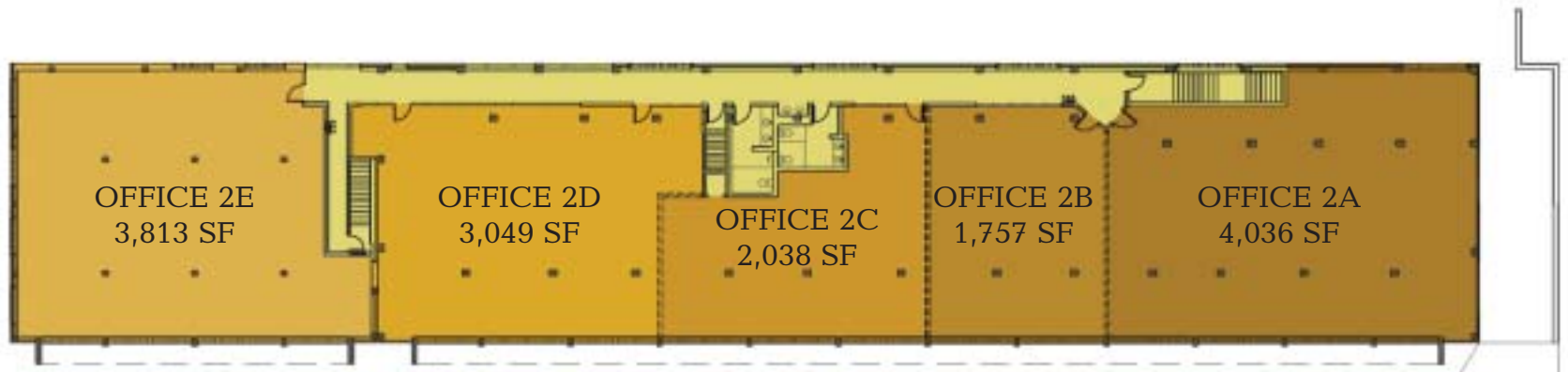
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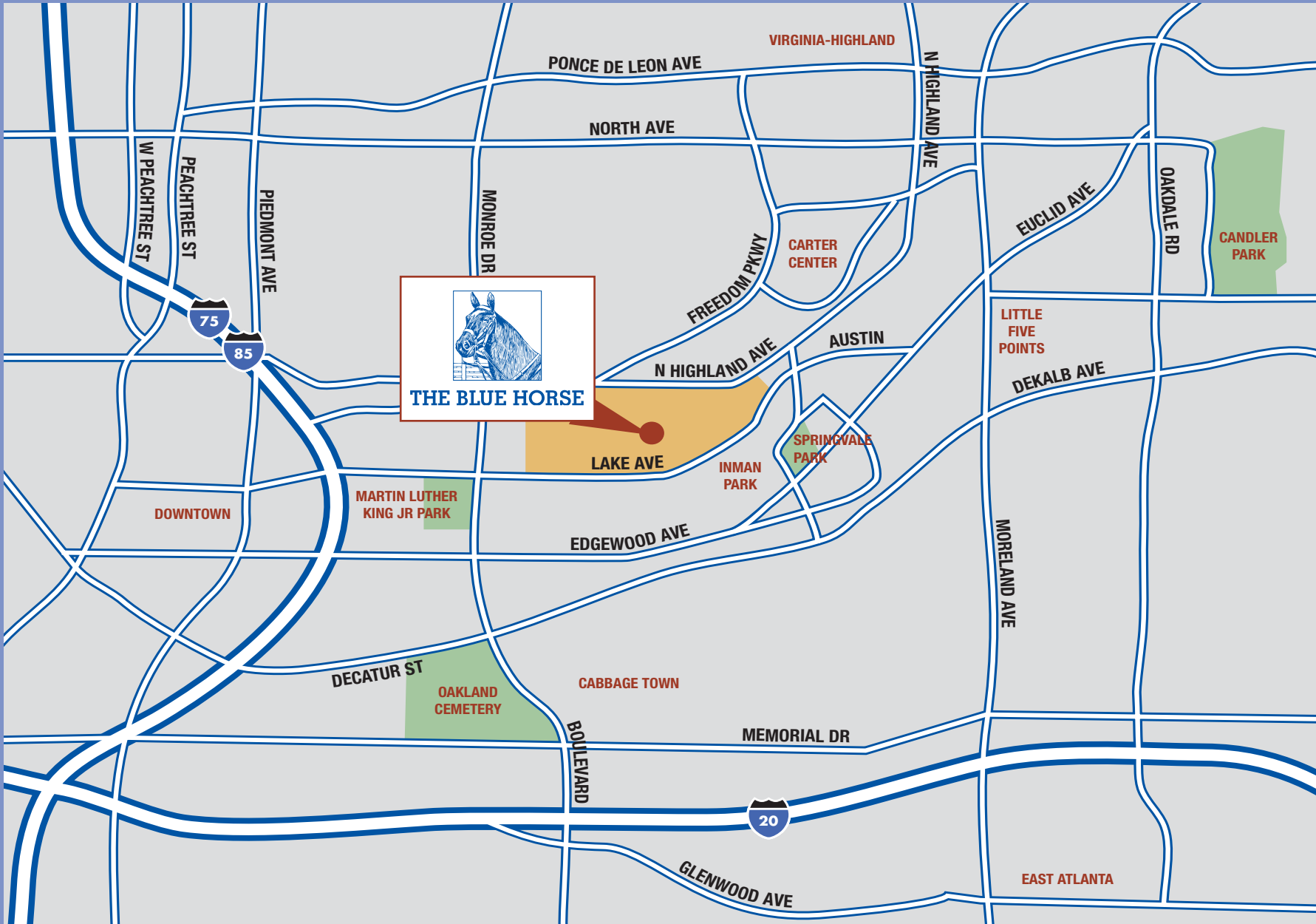




FIRST FLOOR PLAN



SECOND FLOOR PLAN



**THE BLUE HORSE**

LAKE AVE

INMAN PARK

SPRINGVALE PARK

CANDLER PARK

MARTIN LUTHER KING JR PARK

OAKLAND CEMETERY

CABBAGE TOWN

EAST ATLANTA

W PEACHTREE ST

PEACHTREE ST

PIEDMONT AVE

MONROE DR

PONCE DE LEON AVE

NORTH AVE

VIRGINIA-HIGHLAND

N HIGHLAND AVE

FREEDOM PKWY

CARTER CENTER

EUCLID AVE

OAKDALE RD

LITTLE FIVE POINTS

DEKALB AVE

AUSTIN

N HIGHLAND AVE

DOWNTOWN

EDGEWOOD AVE

MORELAND AVE

DECATUR ST

BOLLEIVARD

MEMORIAL DR

20

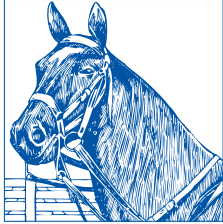
GLENWOOD AVE

## AN OPPORTUNITY LIKE THIS COMES AROUND ONCE IN A BLUE MOON

"The Blue Horse gives business owners a unique chance to own a piece of historic Inman Park and enjoy the benefits of office ownership."

— *Kyle Jenks, Parkside Partners, Inc.*

Owning your own office space in an outstanding location with a historic past is a good investment in your company's future. Office ownership at The Blue Horse provides complete control of your office environment and is typically more cost effective than renting. Owners are able to take advantage of depreciation and interest write-offs, as well as equity build up and potential appreciation of their space. With interest rates at historically low levels and attractive financing options available, there has never been a better time to consider office ownership. Parkside Partners has assisted more than 60 companies in purchasing office space. We welcome the opportunity to put you in the saddle.



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developed by



PARKSIDE PARTNERS, Inc.

*Development • Brokerage*

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