

Subject Land Plot on #13 Pirosmani Street, Batumi

Site Analysis

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Agenda

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Site Analysis

Micro and Macro Location











The property is situated on **#13 Pirosmani Street**, in the seaside city of Batumi. The site is comprised of three adjacent land plots totally amounting to **12,431 sqm.**

Cadastral Codes: [05.24.08.107](#), [05.24.08.108](#) and [05.24.08.169](#)

The analyzed site is located in the area widely considered as the new city center, in close proximity to the **Sea** and **New Boulevard**. The subject area is one of the fastest growing districts in Batumi. Mixed-use landmark residential developments, such as Alliance Centropolis, Orbi Twin Towers and Orbi Sea Towers are located near the studied property. Furthermore, demand generator, such **Batumi Stadium** is also close to the analyzed land plots.

The immediate surrounding area of the site is primarily occupied by **newly built high-rise residential buildings**, such as Intourist Residence, Dar Towers, New Wave Tower and DS Development. From the Southern side, the examined land plot is bordered by the Police Station.

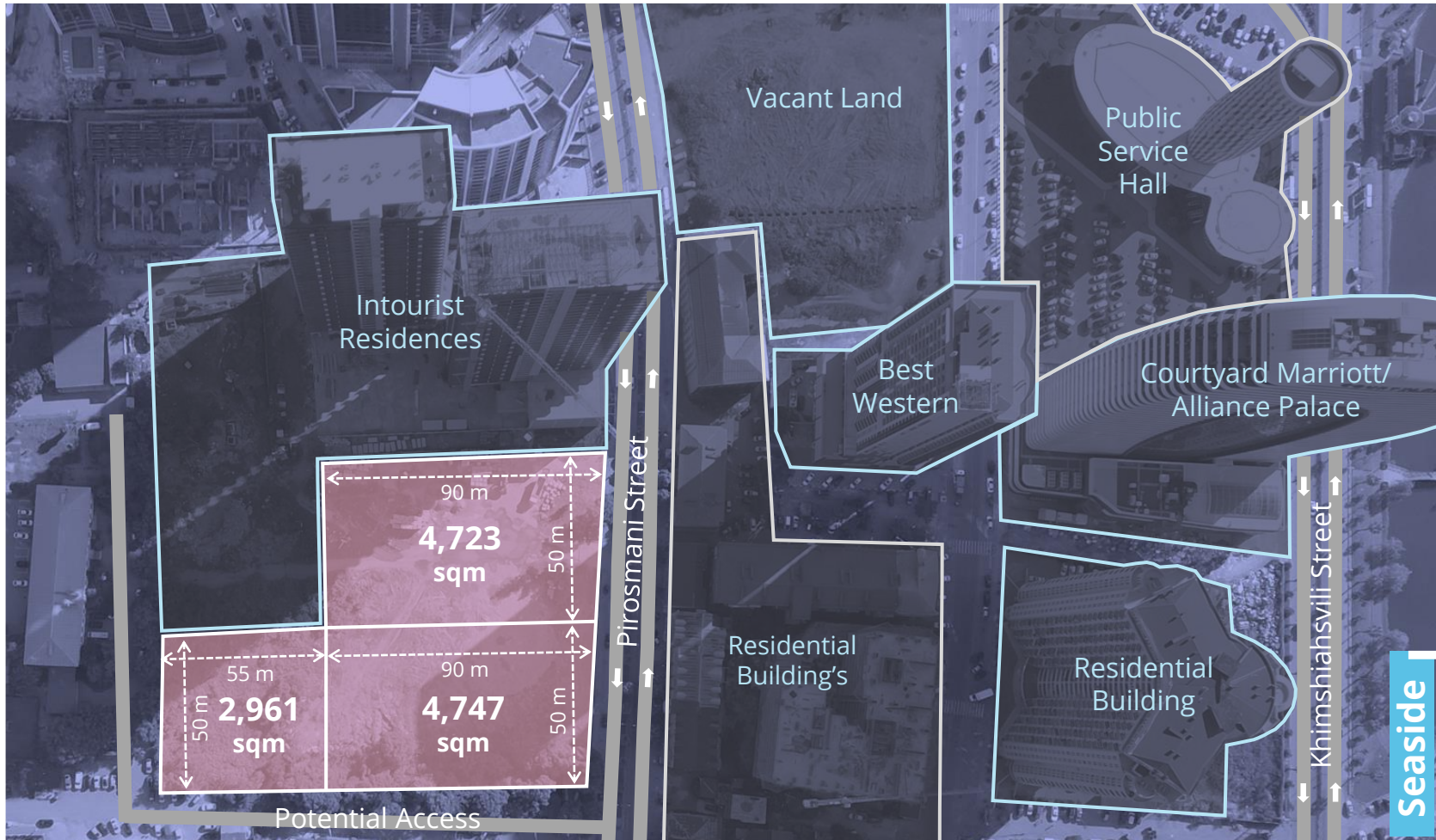
The property is located around 10 minutes driving distance away from the Batumi International Airport, as well as, from the Batumi Railway Station.

- | | |
|---|--|
|  Property |  Demand Generators |
|  Mixed-Use Landmark Developments |  9 Batumi Stadium |
| 1 Alliance Centropolis/WTC |  10 Public Service Hall |
| 2 Orbi Twin Towers |  11 Black Sea Mall |
| 3 Orbi Sea Towers |  12 Batumi Mall |
| 4 Dar Towers |  13 McDonald's |
| 5 New Wave Tower |  Hotel/Apart Hotel |
| 6 Intourist Residence | 14 Alliance Palace/Marriott |
| 7 DS Development | 15 Best Western |
|  Recreation | |
| 8 Dancing Fountain | |



Site Analysis

Site Context and Physical State



It has to be emphasized, that the site can be considered as **one of the only vacant** land plot in the surrounding area.

The land plot's size, **12,431 sqm**, and its dimensions create a perfect opportunity for **large-scale mono or multi-functional development**. The land plots could be sold as a whole, as well as individually.

The land plot is free of buildings and has mostly flat landscape. Therefore, the property is already in an **appropriate condition for construction works**.

The site has main access from **Pirosmeni Street**. However, entering the subject site is also possible from **Tbel Abuseridze Street**.

From the rear side the property is bordered by a **police station**, whereas from the left the residential development, **Intourist Residences**, is located.

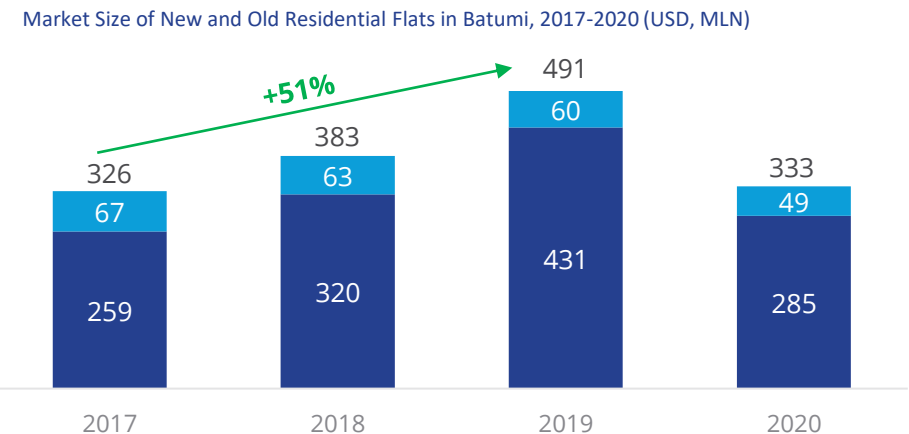
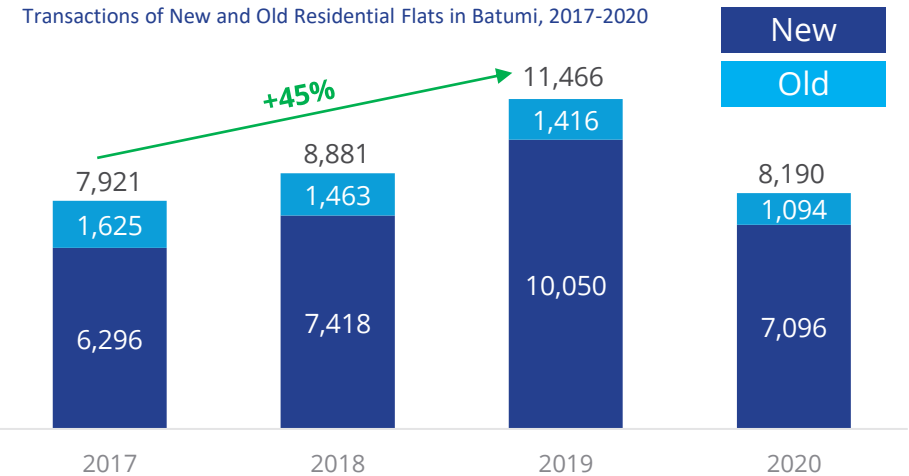
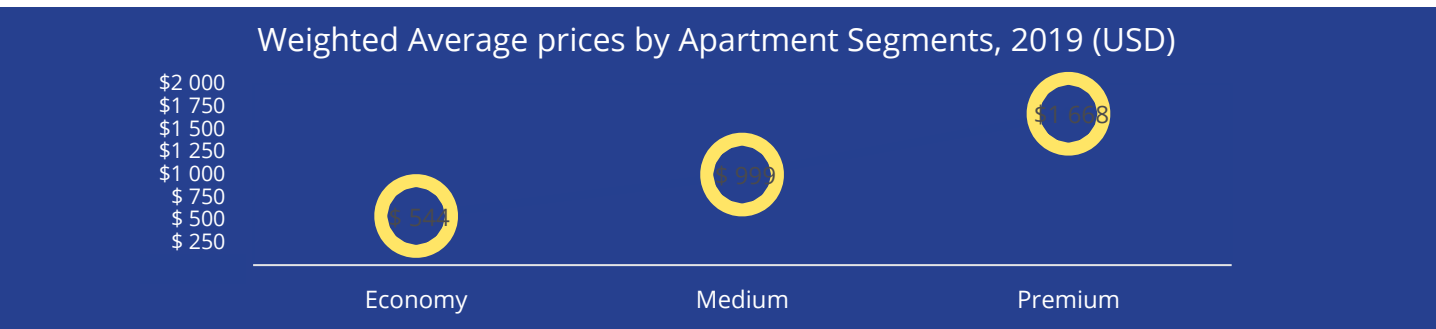
Site Analysis

Residential & Aparthotel Market

The purchase of a residential real estate in Batumi is often viewed as an effective investment in rental residential property, with buyers expecting to generate a steady, future income.

Over the last decade, the residential and aparthotel markets in Batumi have increased by leaps and bounds. As a result, in **2019** the residential market in Batumi recorded its **peak performance**, the transaction number amounted to **11,466 units** and market size to **USD 491 million**. Whereas, in 2020 the market was negatively affected by the global pandemic. However, it can be argued that the residential market has still managed to endure the crisis and reach more or less satisfactory figures.

The weighted average prices (**WAP**) on the residential real estate in Batumi greatly varies from segment to segment. Based on the officially registered data in **2019**, the price for **per sqm premium class** residential unit amounted to rather significant **USD 1,668**. It has to be emphasized, that prices on premium class residential segment in Batumi are even higher compared to the prices of the same class and year in Tbilisi (USD 1,546).

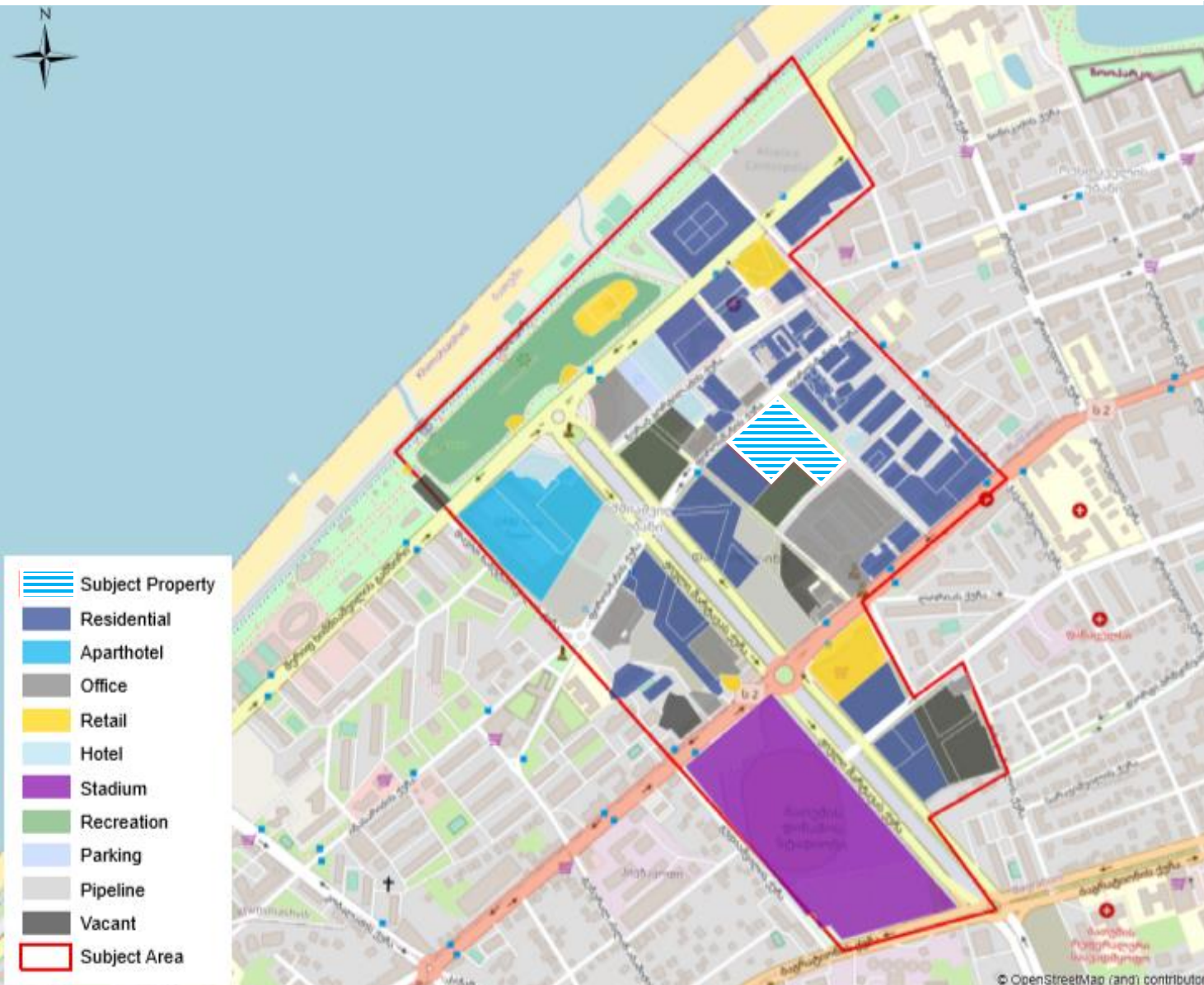


Site Analysis

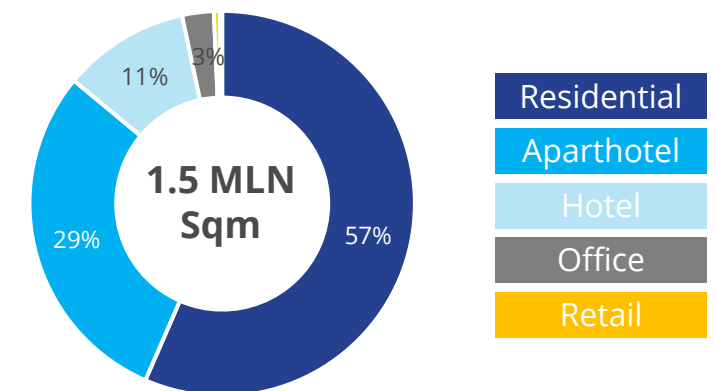
Surrounding Use Analysis

The carried out surrounding use analysis illustrated, that around **1.5 million sqm of real estate** is to be found in the subject area. It has to be highlighted, that the surrounding area of the subject site is rather **multi-functional**, mainly consisting of residential, aparthotel, hotel and office uses. The biggest share, **57%**, is assigned to **residential function**. Followed by **aparthotel** and **hotel** uses with **29%** and **11%**, respectively.

The available function mix underscores the touristic nature of the given area and is rather **attractive for investment opportunities**. Furthermore, the evident concentration of high-rise buildings in the subject area indicates that the demand on the real estate situated in the studied district is quite significant.



Subject Area Distribution by Uses, 2021



Batumi Stadium

- Key Demand Generator
- Brand New Stadium, UEFA IV Category Standards
- With Capacity of 20,000 visitors

Alliance Palace

- 150-Room Courtyard by Marriott
- Premium Class Apartments/Aparthotel

Orbi City

- Positioning Itself as the Largest Aparthotel Complex in the World
- More than 9,000 Turn-Key Residential Units (\$1,300-1,700)
- Various leisure and retail uses

Public Service Hall

- Provides up to 400 Services
- Key Demand Generator

Property

Alliance Centropolis/WTC

- The first World Trade Center (WTC) in the Region
- Hyatt 5-Star Hotel
- A Class Business Center
- A class Shopping Center
- Premium Class Investment Apartments (Renovated for \$2,400 per sqm)

Main Recreation (Lake)

Batumi Boulevard

Batumi Boulevard

Batumi Boulevard

At a Glance Global View

Colliers is the fastest-growing publicly listed global real estate services and investment management company, with 2018 corporate revenues of \$3.3 billion.

\$3.5B

Revenue

2B

Sf managed

\$129B

Transaction Value

68

Countries

438

Offices

18,000+

Employees