

FOR SALE:

Prime 271-Acre Redevelopment Opportunity or Move-In-Ready Campus in Great Barrington, MA

WATCH VIDEO

JLL has been retained on an exclusive basis to arrange the sale of **Bard College at Simon's Rock campus** (the "Property") located at 84 Alford Rd., Great Barrington, Massachusetts. The Property spans 271 acres on 17 parcels and encompasses 400,000 square feet across 33 buildings. Campus facilities include academic facilities, administrative spaces, a premiere athletic facility, recreational amenities, a performing arts center and residential dormitories and single family homes.

This opportunity presents developers/investors and institutions the opportunity to acquire a significant mixed-use campus in the Berkshires.

The Property can be sold in its entirety or in parcels.



Daniel Arts Center

Property Address

84 Alford Rd.
Great Barrington, MA 01230

Property Size

271 Acres; 17 Parcels

Building SF

400,000 SF across 33 buildings

- Classroom/Admin: 7
- Dormitory: 6
- Single Family Home: 12
- Specialty: 8

Zoning

The Property, located in Great Barrington's R-2 and R-4 zoning districts with a newly approved Campus Overlay District (COD), offers maximum flexibility for various uses and redevelopment scenarios.

Debt Free Asset

The Property will be offered free and clear of any debt or mortgage.



Kilpatrick Athletic Center

Investment Highlights: Bard College at Simon's Rock

Large Scale Residential & Hospitality Conversion

The Property's 271 acres and existing residential structures provide a unique opportunity to reposition assets into single-family homes, subdivisions, senior living, or hospitality ventures such as resorts, wellness retreats, or summer camps. The serene Berkshires setting enhances its appeal for high-end residential or hospitality development.

Plug and Play Space for Educational & Nonprofit Users

The Property offers a plug-and-play campus for educational institutions and nonprofits seeking to establish or expand their presence in the heart of the Berkshires. With 400,000 SF of versatile, ready-to-use facilities, this turnkey space is ideally suited for creating a complete, high-quality destination in a culturally rich and scenic region, perfect for learning, collaboration, and community engagement.

Strategic Location and Vibrant Market

Located in Great Barrington, the Property is adjacent to downtown, a vibrant cultural hub known for its arts, dining, and boutique shopping, and a short drive from Lenox, renowned for its cultural attractions like Tanglewood. Positioned 2.5 hours from both New York City and Boston, with easy access via I-90 and Route 7, the campus offers a tranquil yet highly connected location in the heart of the Berkshires, a premier destination for tourism and outdoor recreation.

Flexible Zoning

Sitting in a R-2 and R-4 zoning district, the Town of Great Barrington recently approved a zoning overlay of Residential Cluster Development (RCD). The Property supports a variety of uses, including residential subdivisions, hospitality, educational institutions, and nonprofit activities, while promoting efficient land use and the growing population in the area.

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