



**SUBJECT PROPERTY
± 1.25 ACRES**

OFFERING MEMORANDUM

GRANT PARK RESIDENTIAL DEVELOPMENT SITE

**1 BLOCK FROM ATLANTA BELTLINE &
4 BLOCKS FROM GRANT PARK | ± 1.25 ACRES**

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THE OFFERING



ATLANTA
DOWNTOWN

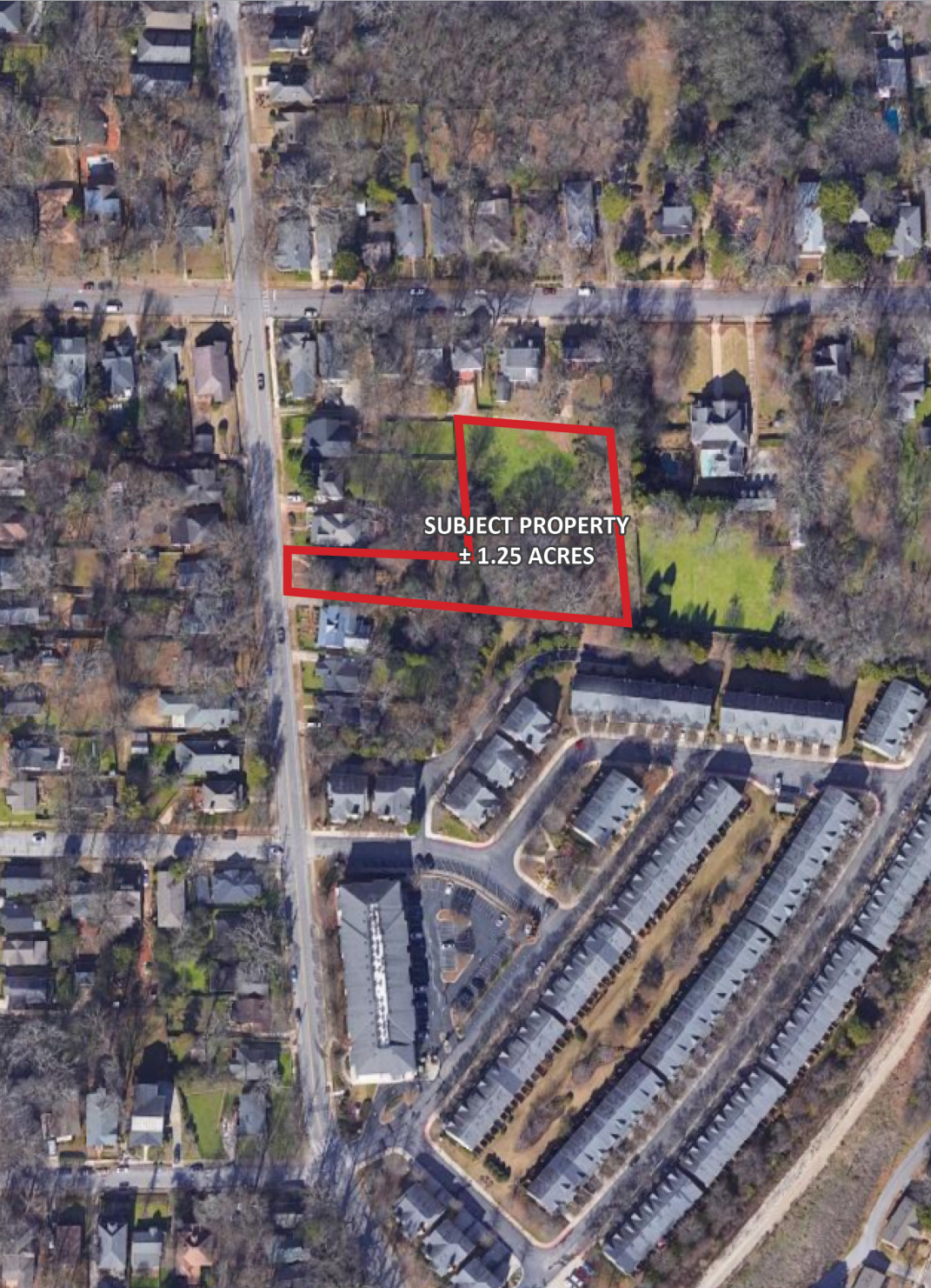
MIDTOWN
Atlanta

United Ave SE

Delmar Ave SE

SUBJECT PROPERTY
± 1.25 ACRES

EXECUTIVE SUMMARY



THE OFFERING

This ±1.25-acre residential development site is located in the flourishing neighborhood of Grant Park. This site is one block from the Southside BeltLine trail and four blocks to Grant Park.

A gift to the city of Atlanta in 1883, Grant Park now welcomes over two million visitors each year. The popularity of the park grew with the addition of the zoo (1889) and Cyclorama (1893). Grant Park is known for its Victorian mansions and Craftsman bungalows and is within close proximity to Oakland Cemetery. Listed on the National Register of Historic Places (NRHP), the area is one of Atlanta's oldest and most historic districts. Today, Grant Park is the oldest surviving city park in Atlanta. It now encompasses 131.5 acres.

PROPERTY HIGHLIGHTS

- ± 1.25-acre residential development site in Grant Park
- Preliminary concept showing 15 townhomes on page 6
- Preliminary concept showing 24,500 SF multifamily development on page 7
- One block from the Southside BeltLine Trail and four blocks to Grant Park
- 0.3 miles from Grant Park, 1.7 miles to East Atlanta Village and 2.2 miles to Downtown Atlanta
- Currently zoned R-5 (<https://bit.ly/2Z4TOPE>) and are within the Beltline overlay (<https://bit.ly/3jmWXS1>) as well as HC-20K SA1 overlay (<https://bit.ly/30Lz6VN>)



PRICE \$1,950,000



SIZE ±1.25 ACRES

PROPERTY INFORMATION

GENERAL

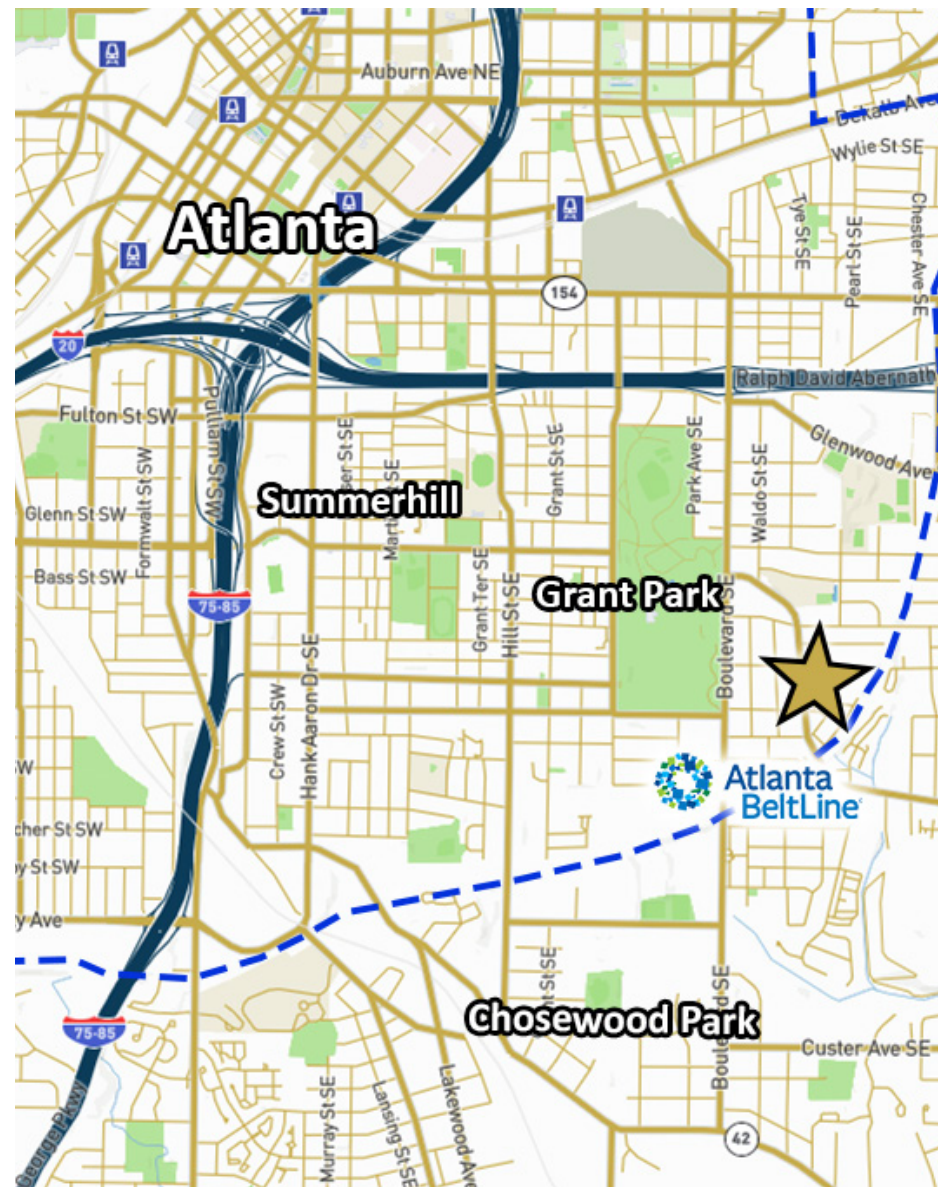
PROPERTY ADDRESS:	806 United Avenue SE, Atlanta, GA 30312
COUNTY:	Fulton

SITE

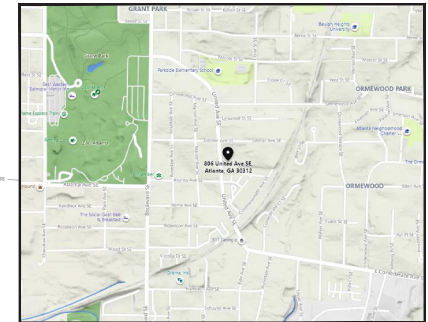
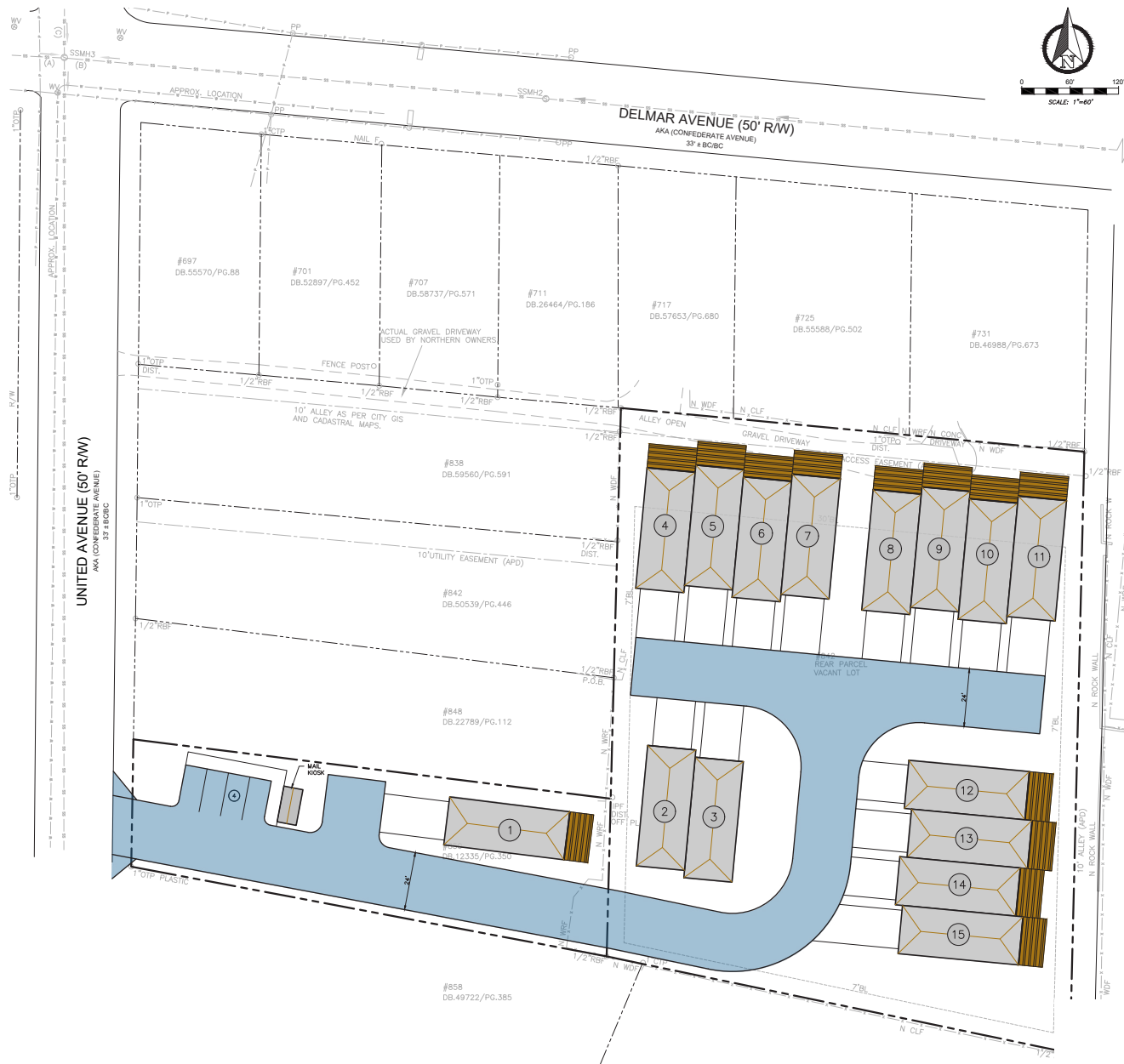
SITE SIZE:	± 1.25 Acres
PARCEL NUMBERS:	14 002200110226 & 14 002200110242
NUMBER OF PARCELS:	2
CURRENT ZONING:	R-5 (https://bit.ly/2Z4TOPE) and are within the Beltline overlay (https://bit.ly/3jmWXS1) as well as HC-20K SA1 overlay (https://bit.ly/30Lz6VN)
PROPOSED USE:	Residential Development Site
UTILITIES:	All Available
TOPOGRAPHY:	See pages 8-10
FRONTAGE:	50' on United Avenue SE
INGRESS/EGRESS POINTS	1

FINANCIAL

SALE PRICE:	\$1,950,000
PRICE/ACRE:	\$1,560,000
PRICE/TOWNHOME SITE:	\$130,000
PRICE/MULTIFAMILY SF:	\$79.59



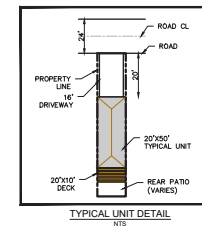
PRELIMINARY CONCEPT: OPTION 1



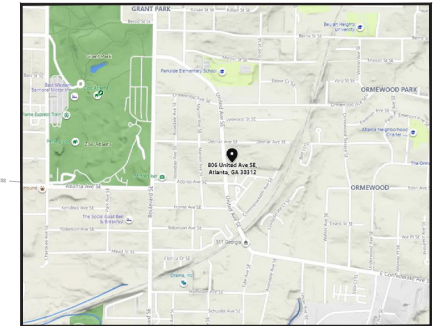
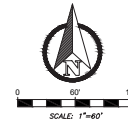
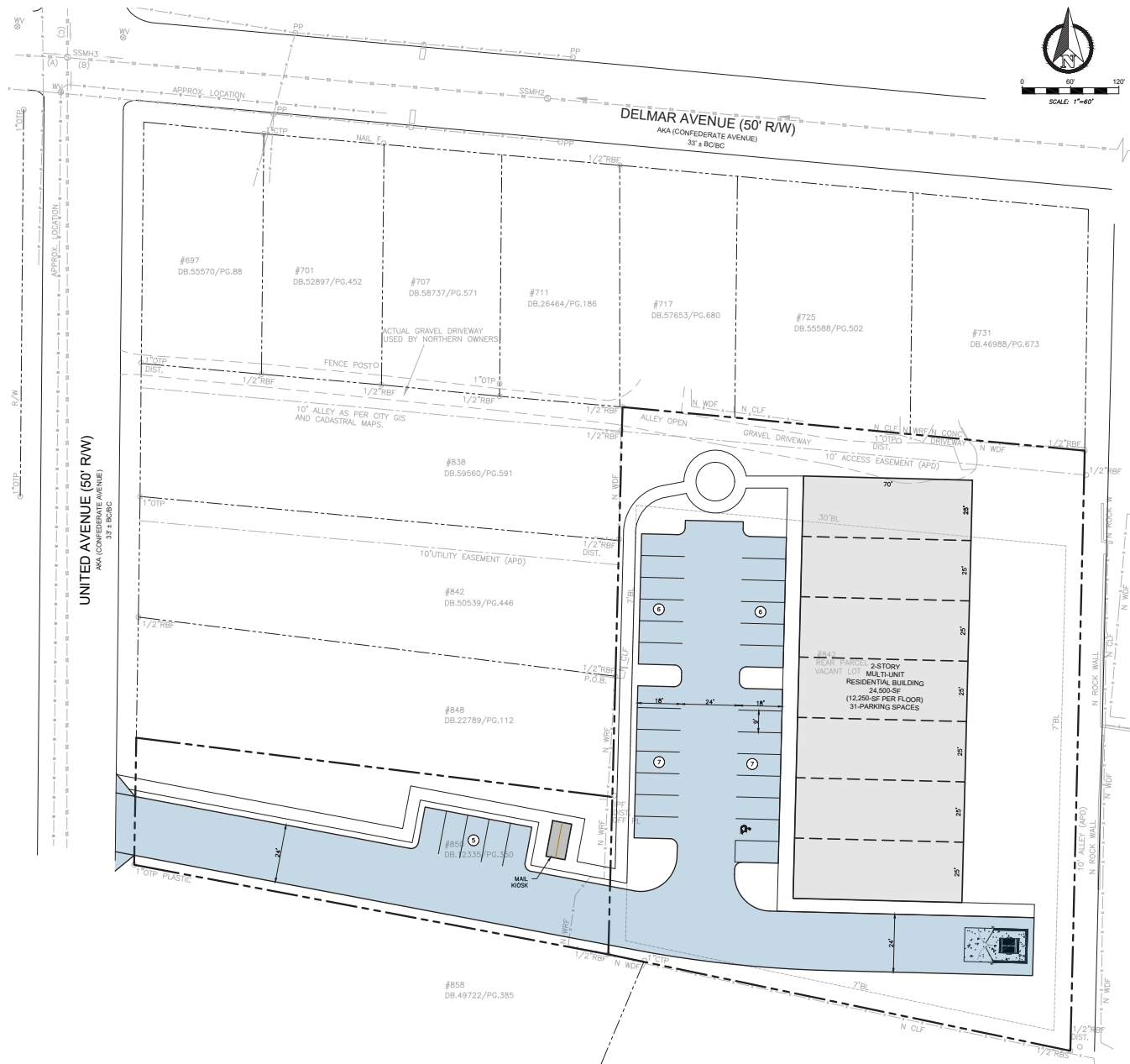
VICINITY MAP
N.T.S.

SITE LEGEND

- PROPERTY LINE
- - - BUILDING SETBACK/BUFFER
- XX XX XX FENCE
- ⑩ UNIT COUNT



PRELIMINARY CONCEPT: OPTION 2

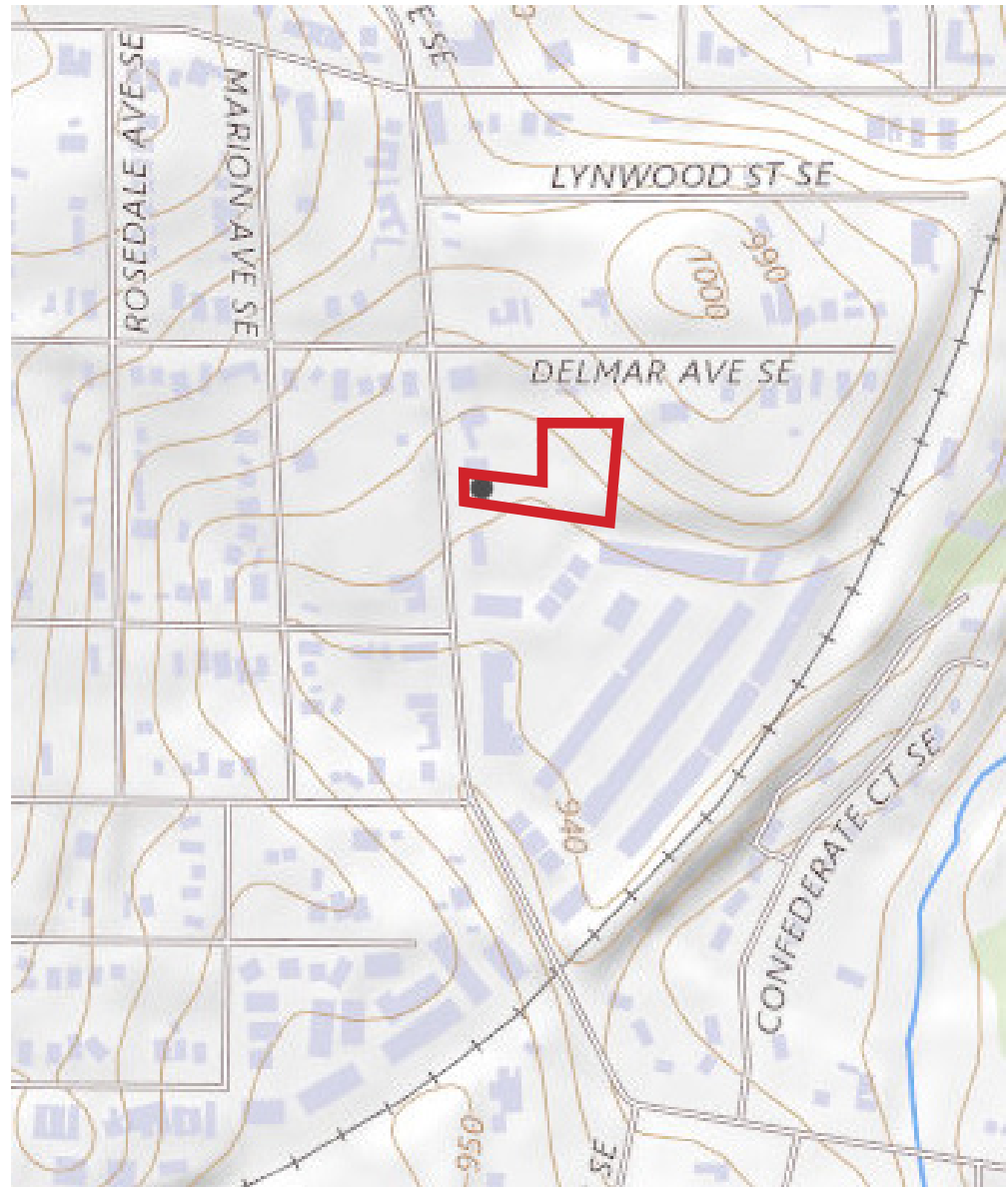
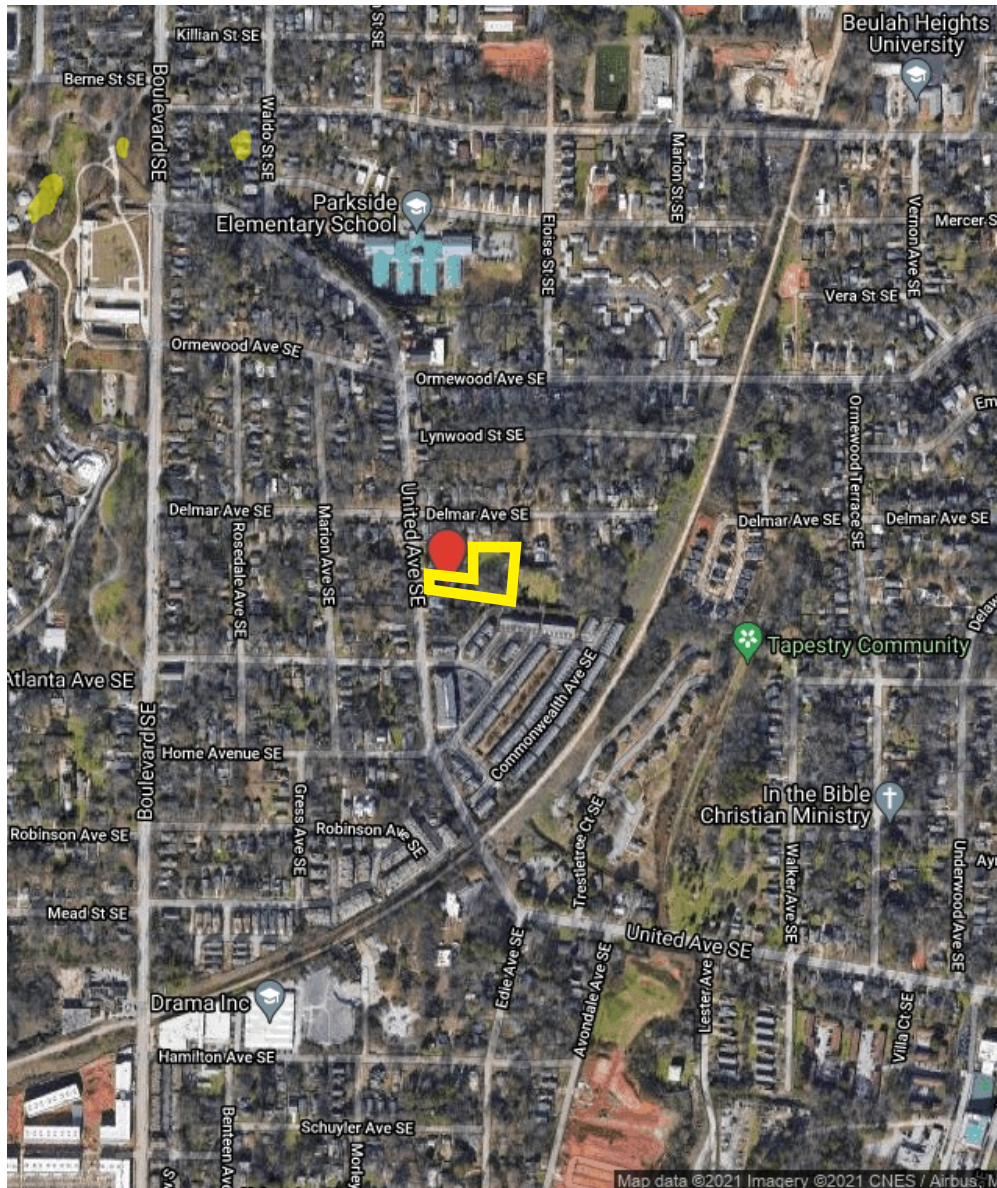


VICINITY MAP
N.T.S.

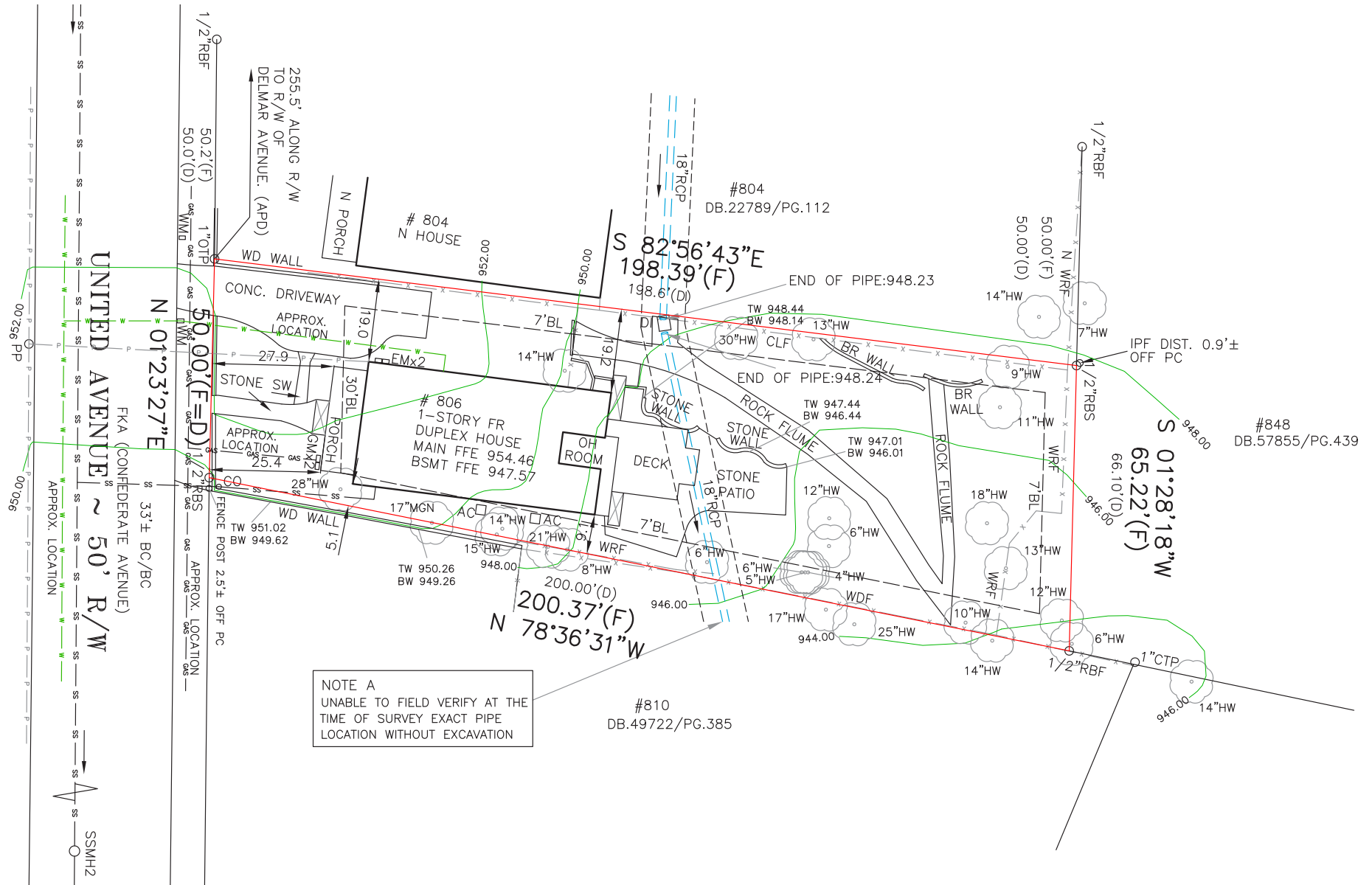
SITE LEGEND

- PROPERTY LINE
- BUILDING SETBACK/BUFFER
- FENCE
- 10 UNIT COUNT

FLOOD & TOPOGRAPHY MAPS



TRACT 1 SURVEY





BULL REALTY
ASSET & OCCUPANCY SOLUTIONS



ABOUT THE AREA



Delmar Ave SE

United Ave SE

SUBJECT PROPERTY
± 1.25 ACRES

Atlanta Ave SE



IN THE AREA



IN THE AREA

ZOO ATLANTA



Zoo Atlanta is an Association of Zoos and Aquariums accredited zoological park in Atlanta, Georgia. The zoo first opened its doors in 1889 and now more than 125 years removed from its historical origins, Zoo Atlanta has evolved from a quaint picnic stop where people visited wild animals to a conservation organization seeking to engage the public in the lives of its animal ambassadors and the preservation of their counterparts in the wild.

THE ATLANTA BELTLINE

The Atlanta BeltLine is a sustainable redevelopment project that provides a network of public parks, multi-use trails and transit along a historic 22-mile railroad corridor circling downtown and connecting many neighborhoods directly to each other.



THE BEACON

The Beacon project reshaped six former industrial buildings into a keystone of nine walkable acres ideal for family fun, date nights or even errand runs.

Its 110,000 square feet of restaurants and bars, a coffee shop, a bakery, a gourmet market, retail shopping, daycare, medical and wellness centers and the funky Artist's Cove create a layered neighborhood experience that will satisfy patrons' daytime and evening needs and desires.



CELLARIS



The Cellaris Amphitheatre at Lakewood is a concert venue located in Atlanta, which opened in 1989. The amphitheatre seats 18,920. It was designed to offer a state-of-the-art musical experience for both music fans and artists. The venue was built specifically for popular music.

THE EASTERN

The Eastern is a state-of-the-art venue in the Dairies complex in the Reynoldstown neighborhood of Atlanta, located right off of the Atlanta Beltline. The venue boasts a multi-tiered floorplan which offers unrivaled sight lines, top of the line sound and lights, spacious floorplan, and rooftop which includes a covered performance space, bar, restaurant and open-air seating. The Eastern is not only a premiere concert facility, but also serves as a unique special event space for corporate meetings and other functions, award shows, galas, weddings, receptions, launch parties, trade shows, private events and more.



KROG STREET MARKET

Krog Street Market, nestled in the heart of Inman Park, is a food hall housed in a restored factory. Krog Street Market is home to market stalls featuring prepared foods, produce and gourmet treats. Atlantians love Krog Street Market for shopping, visiting and dining.



ABOUT THE AREA

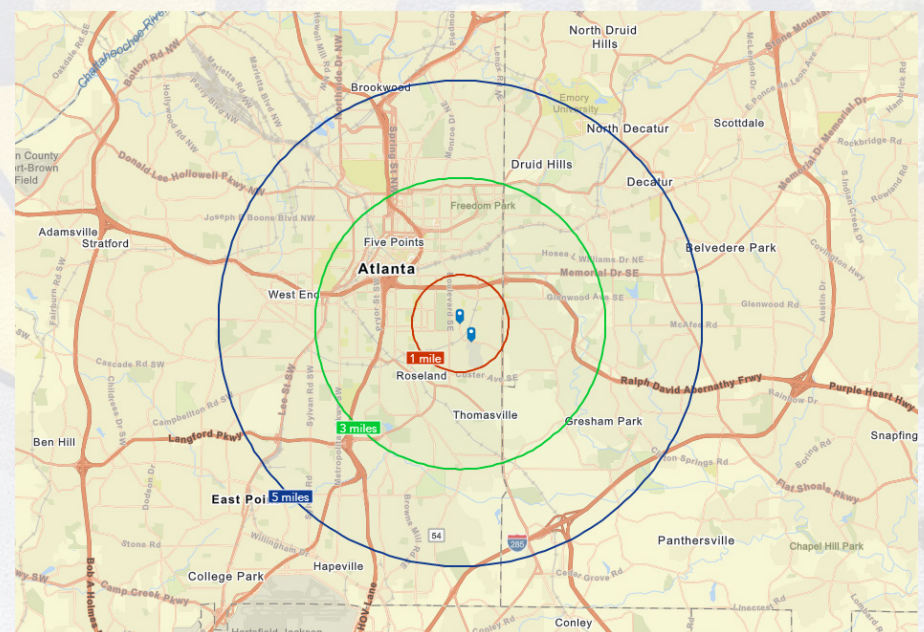
GRANT PARK

Grant Park is the fifth-largest park in the city, behind Chastain Park, Freedom Park, Westside Reservoir Park and Piedmont Park. Grant Park has two major attractions besides the park itself: Zoo Atlanta and the Atlanta Cyclorama. The park serves over one million visitors annually.

A restoration trend began in Grant Park in the early 1970's and the neighborhood began to blossom in the late 80's and into the 1990's. Demolition of older homes has largely been halted and new construction seeks to conform to the character of the old neighborhood. During the 1980's, the entire area, both north and south of I-20, was placed on the national register of historic places. In 2000, the neighborhood became Atlanta's largest Historic District, bringing additional zoning protections. Grant Park today is a mixture of the old and new residents with people of all levels of education, age and racial backgrounds living in the same neighborhood.

DEMOGRAPHICS (2021 ESRI)

	1 MILE	3 MILES	5 MILES
POPULATION	15,474	143,618	340,144
HOUSEHOLDS	6,987	63,756	146,665
AVG. HH INCOME	\$134,010	\$96,568	\$105,196
ANNUAL POP. GROWTH (2021-2026)	1.60%	1.80%	1.60%



AREA DEVELOPMENTS

ATLANTA DAIRIES

Located just off the Beltline, the Atlanta Dairies redevelopment transforms a historic icon of Reynoldstown into a new center of gravity for Atlanta's vibrant Eastside neighborhoods.

Rooted in this industrial heritage, Paces Properties' vision for Atlanta Dairies includes a curated mix of specialty shopping, dining, and entertainment venues, all connected by greenspace. In addition to unique office space and apartments, Atlanta Dairies will be a 24/7 gathering place where visitors can come for a meal, stick around for outdoor drinks and games, and discover arts events and live music—again and again.



GEORGIA AVENUE REDEVELOPMENT

Georgia Avenue is the heart and soul of Summerhill – the award-winning adaptive reuse business district that's home to Atlanta's favorite chefs, restaurateurs, brewers, and purveyors. The inviting street and its tenants are reminiscent of a small town, a unique and welcome reprieve in the center of the city. Already a sought-after culinary destination, visitors can expect more highly anticipated to open throughout 2021.



#8 BEST CITY IN THE SOUTH

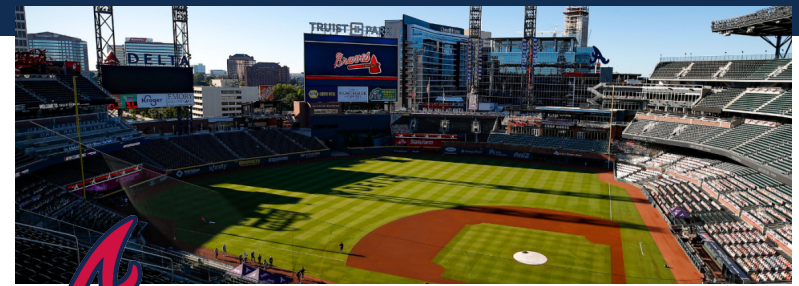
-Southern Living, “The South’s Best Cities 2020”

Atlanta is an exciting destination with world-class restaurants, a festive nightlife, several major league sports teams and an abundance of cultural attractions. Atlanta’s arts and culture scene is complemented by in-town neighborhoods that give the city even more depth.

Home to the second busiest and most efficient airport in the world, Hartsfield-Jackson Atlanta International Airport, and the Maynard H. Jackson International Terminal, getting to and from Atlanta is easy.



Encompassing \$304 billion, the Atlanta metropolitan area is the eighth-largest economy in the country and 17th-largest in the world. Corporate operations comprise a large portion of Atlanta’s economy, with the city serving as the regional, national or global headquarters for many corporations. Atlanta has the country’s third largest concentration of Fortune 500 companies, and the city is the global headquarters of corporations such as The Coca-Cola Company, The Home Depot, Delta Air Lines, AT&T Mobility, UPS, SunTrust Bank, Mercedes Benz USA, Newell-Rubbermaid and is home to the world renowned Center for Disease Control. Over 75% of Fortune 1000 companies conduct business operations in the Atlanta metropolitan area, and the region hosts offices of about 1,250 multinational corporations. Many corporations are drawn to Atlanta due to the city’s educated workforce; as of 2010, nearly 43% of adults in the city of Atlanta have college degrees, compared to 27% in the nation as a whole and 41% in Boston.



ATLANTA BRAVES | TRUIST PARK



ATLANTA FALCONS | MERCEDES-BENZ STADIUM



ATLANTA HAWKS | STATE FARM ARENA



ATLANTA UNITED FC | MERCEDES-BENZ STADIUM

TOP EMPLOYERS



DELTA



mailchimp



EDUCATION



Georgia Institute
of Technology



SCAD



Spelman College

MAJOR ATTRACTIONS



Atlanta
BeltLine

TRUIST  PARK

CONTACT INFORMATION

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United Ave SE

BROKER PROFILES



ANDY LUNDSBERG

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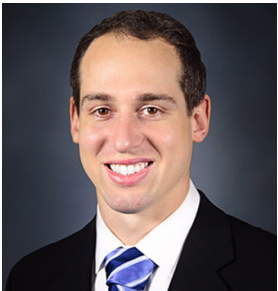
Andy Lundsberg has over 20 years of sales, marketing and commercial real estate experience. He specialized in the acquisition and disposition of multifamily and boutique retail/office type properties throughout metro-Atlanta. Andy Lundsberg is recognized as the top producer at Bull Realty for the last 7 years in a row with gross sales over \$250 million over the last four years, and has consistently achieved the Atlanta Commercial Board of Realtors Million Dollar Club designation year after year.

Prior to his career in commercial real estate, Andy worked for a national diagnostic imaging company as director of sales and marketing, Coca Cola as a business development manager and was head of on-site sales and marketing for a condominium project with a large residential real estate firm in Atlanta. With his expertise in the real estate industry and successful sales record, he can help you determine the right investment for you; whether you are looking to buy, lease or sell commercial real estate.

Andy graduated with honors from The Kelley School of Business at Indiana University where he received degrees in Marketing, Management and International Studies. He also studied and lived in Seville, Spain and is conversational in Spanish.

Organizations:

National Association of Realtors-Georgia
Atlanta Commercial Board of Realtors
Young Council of Realtors (YCR)
Million Dollar Club (2008 - Present)



MICHAEL WESS, CCIM

Partner
MWess@BullRealty.com
404-876-1640 x 150

Michael Wess' passion for the consultation and sale of commercial real estate began during his undergraduate studies at the University of Georgia. He earned a 4.0 GPA at the Terry College of Business's real estate program, consistently ranked in the top five nationally. While there, Michael also received two other degrees in finance and international business and a minor in Spanish while participating on UGA's rugby team and various philanthropic organizations.

Michael joined Bull Realty in 2016 and began building his brokerage practice based on integrity, superior client service, and exceptional results. In 2018 alone, Michael closed 23 transactions valued at over \$25,000,000, which landed him #3 of 32 brokers at the firm. Since 2018, Michael Wess and Andy Lundsberg teamed up and sold over \$200 million in over 100 transactions.

Michael continuously attends seminars, conferences, and classes to improve his knowledge of real estate, finance, and economics. He is a pinned designee of the prestigious Certified Commercial Investment Member (CCIM) Institute, commercial real estate's global standard for professional achievement and is an active member of the Atlanta Commercial Board of Realtors (ACBR).

Michael is also a 'big brother' in the Big Brothers Big Sisters organization. He enjoys spending time with family and friends exploring the neighborhoods in and around Atlanta.

CONFIDENTIALITY AGREEMENT

This Confidentiality Agreement ("Agreement") is made and agreed to for the benefit of the undersigned party ("Receiving Party"), the owner of the subject property (the "Seller") and undersigned broker Bull Realty Incorporated ("Broker").

Now therefore in consideration of the privileges granted to Receiving Party with respect to receiving certain confidential information, and other good and valuable consideration, the Receiving Party hereby agrees to the following:

I. Confidential Information:

Receiving Party will receive confidential information regarding property referred to as 806 United Avenue SE, Atlanta, GA 30312. Prospect agrees to not disclose to any person that the property may be available for sale or lease, or that discussions or negotiations are taking place concerning the property, nor any terms, conditions, or other facts with respect to the property, including but not limited to tenant information, lease rates, lease expirations, income and expenses, and any such possible purchase, including the status thereof. The term "person" used in this agreement shall be interpreted broadly and shall include, without limitation, any corporation, company, partnership or individual other than parties to which Broker approves in writing. Receiving Party may share information with directors, officers, employees, agents, affiliates, counsel, lending sources, accountants or representatives of Receiving Party that Receiving Party notifies of the requirements of this Agreement. Receiving Party agrees to not contact the property owner, the management, the tenants, the lender, the vendors, the insurers, the employees or the customers of any business at the site.

II. Acting as a Principal:

Receiving Party hereby warrants that it is acting as a principal only, and not as a broker, regarding this contemplated transaction. Receiving Party acknowledges that Broker is working an agency capacity as representing the Seller only in this transaction and is the only Broker involved in this potential transaction. Receiving Party agrees to not be involved in any arrangement to lease or purchase the property, in whole or in part, as a lender, partner, buyer of the note, buy in foreclosure, buy from bankruptcy court, or in any other manner acquire an investment in, joint venture or control of the property, unless Bull Realty, Incorporated is paid a commission at closing as per separate agreement with Seller.

This agreement will expire two years from the date hereof.

III. Governing Law

This Agreement shall be governed and construed in accordance with the laws of the State of Georgia.

If you are a broker, or a principal desiring to include an outside broker, contact the listing agent directly for a Buyer and Buyer's Broker Confidentiality & Commission Agreement.

Accepted and agreed to this _____ day _____ of , 20____.

Receiving Party _____

Signature _____

Printed Name _____

Title _____

Company Name _____

Address _____

Email _____

Phone _____

Andy Lundsberg
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ALundsberg@BullRealty.com

Michael Wess, CCIM
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50 Glenlake Parkway, Suite 600
Atlanta, GA 30328
Fax: 404-876-7073

SIGN
CONFIDENTIALITY AGREEMENT
ONLINE



DISCLAIMER & LIMITING CONDITIONS

Bull Realty has been retained as the exclusive listing broker to arrange the sale of the Subject Property.

This Offering Memorandum contains selected information pertaining to the Property but does not purport to be all-inclusive or to contain all of the information that a prospective purchaser may require. All financial projections are provided for general reference purposes only and are based upon assumptions relating to the general economy, competition and other factors, which therefore, are subject to material change or variation. Prospective purchasers may not rely upon the financial projections, as they are illustrative only. An opportunity to inspect the Property will be made available to qualified prospective purchasers.

In this Offering Memorandum, certain documents, including financial information, are described in summary form and do not purport to be complete or accurate descriptions of the full agreements involved, nor do they constitute a legal analysis of such documents. Interested parties are expected to review independently all documents.

This Offering Memorandum is subject to prior placement, errors, omissions, changes or withdrawal without notice and does not constitute a recommendation, endorsement or advice as to the value of the Property by Bull Realty Inc. or the current Owner/Seller. Each prospective purchaser is to rely upon its own investigation, evaluation and judgment as to the advisability of purchasing the Property described herein.

Owner/Seller expressly reserve the right, at its sole discretion, to reject any or all expressions of interest or offers to purchase the Property and/or to terminate discussions with any party at any time with or without notice. Owner/Seller shall have no legal commitment or obligation to any purchaser reviewing this Offering Memorandum or making an offer to purchase the Property unless a written agreement for the purchase of the Property has been fully executed, delivered and approved by the Owner/Seller and any conditions to the purchaser's obligations therein have been satisfied or waived. The Seller reserves the right to move forward with an acceptable offer prior to the call for offers deadline.

This Offering Memorandum may be used only by parties approved by the Owner. The Property is privately offered, and by accepting this Offering Memorandum, the party in possession hereof agrees (i) to return it if requested and (ii) that this Offering Memorandum and its contents are of a confidential nature and will be held and treated in the strictest confidence. No portion of this Offering Memorandum may be copied or otherwise reproduced or disclosed to anyone without the prior written authorization of Bull Realty, Inc. or Owner/Seller. The terms and conditions set forth above apply to this Offering Memorandum in its entirety and all documents, disks and other information provided in connection therewith.