



OFFERING MEMORANDUM

RARE NORTHSIDE DRIVE ± 1 ACRE DEVELOPMENT SITE
NEAR MERCEDES-BENZ STADIUM IN FEDERAL OPPORTUNITY ZONE

ATLANTA, GEORGIA

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.

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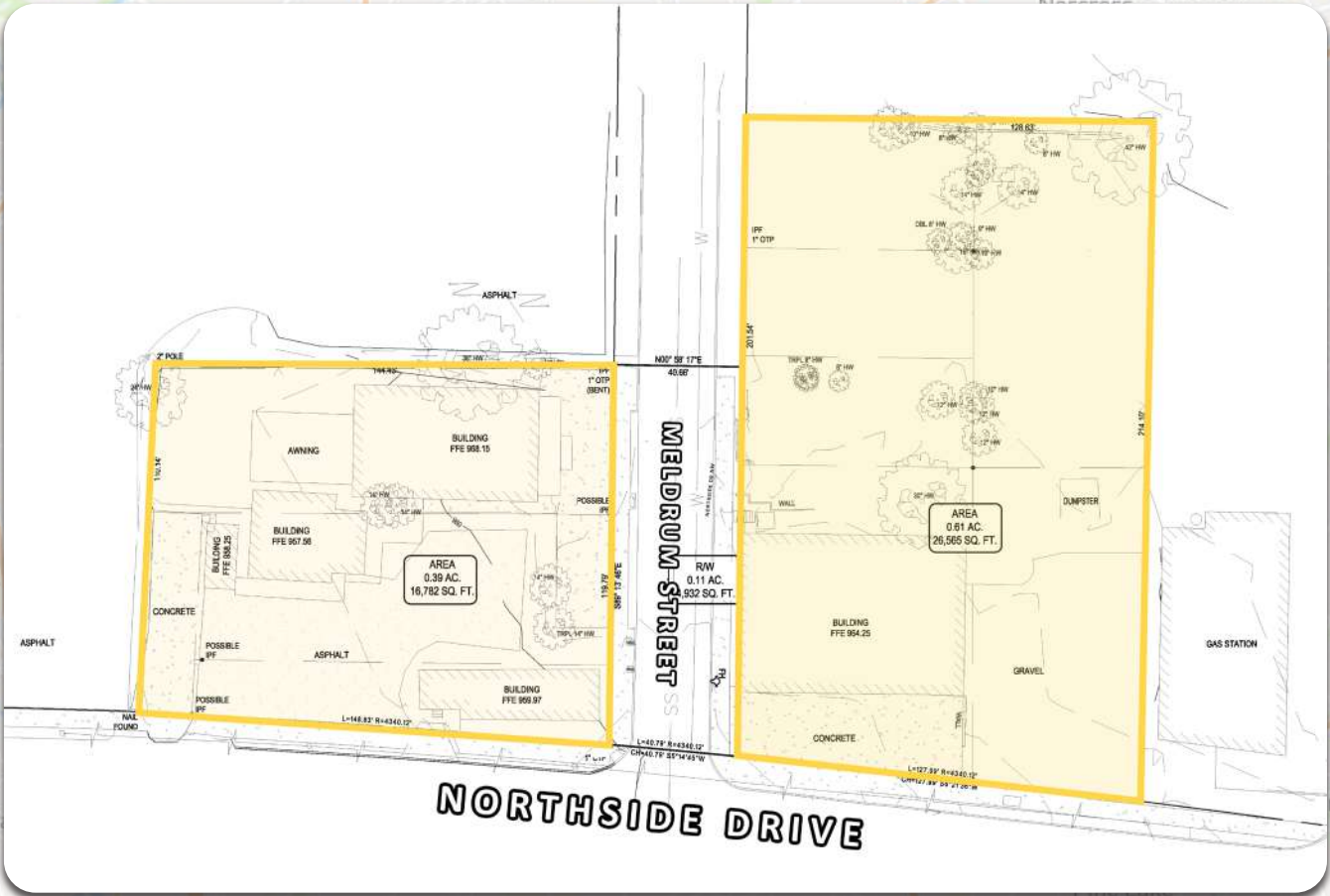
BROKER PROFILE 24

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EXECUTIVE SUMMARY

PROPERTY OVERVIEW

Bull Realty is pleased to present to opportunity to acquire this rare Westside Atlanta assemblage of 10 parcels totaling ± 1 acre located in a Federal Opportunity Zone in the heart of the Northside Drive Corridor. Located in the highly desirable area between West Midtown and Mercedes Benz Stadium, the area is experiencing billions of dollars of new development within a few mile radius. Directly across the street is Georgia Tech's Science Square, a catalytic 18-acre research district, as well as Herndon Square, a mixed-use development consisting of more than 12 acres along Northside Drive, approximately one mile north of the Atlanta Falcons' new Mercedes Benz Stadium. The C3 & R3 zoning falls under SPI-3 Subarea 7 "Northside Village High Density Mixed Use", allowing for a wide variety of uses such as multifamily, hotel, self-storage, retail and mixed-use. This site sits only one block from the proposed Connector Trail linking the BeltLine, Centennial Park and Mercedes-Benz Stadium.

PROPERTY HIGHLIGHTS

- ± 1 acre development site comprised of 10 parcels
- Proposed uses include multi-family, hotel, self-storage, retail and mixed-use
- Located in a Federal Qualified Opportunity Zone in rapidly developing Westside Atlanta



PLEASE CONTACT BROKER FOR PRICING.



PROPERTY INFORMATION

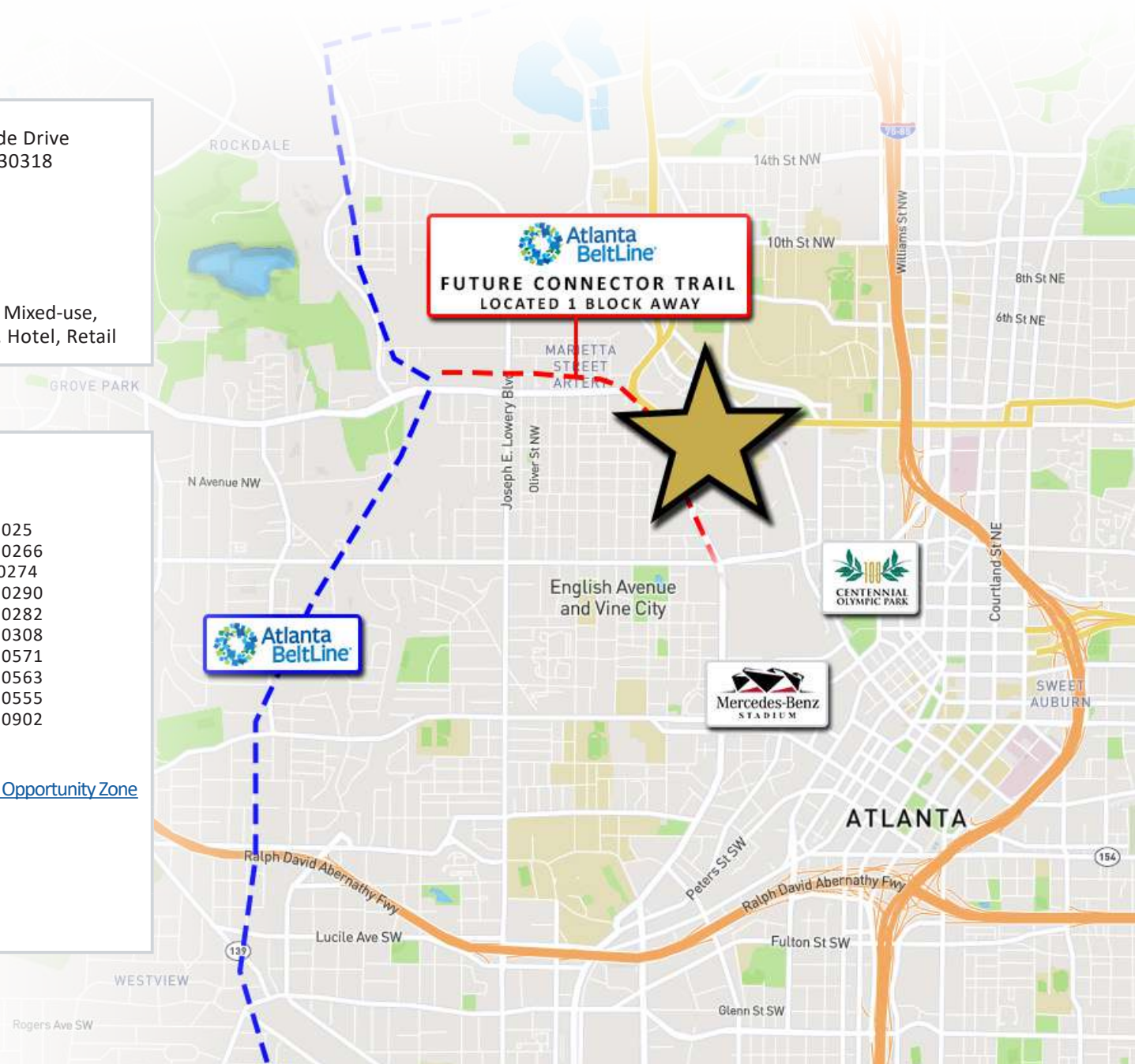
OFFERING SUMMARY

BUILDING:

ADDRESS:	540 Northside Drive Atlanta, GA 30318
COUNTY:	Fulton
# OF PARCELS:	10
POSSIBLE USES:	Multi-family, Mixed-use, Self-storage, Hotel, Retail

SITE:

SITE SIZE:	± 1 Acre
PARCEL ID(S):	14 00820001025 14 008200010266 14008200010274 14 008200010290 14 008200010282 14 008200010308 14 008200010571 14 008200010563 14 008200010555 14 008200010902
ZONING:	SPI-3 SA7 , within Federal Opportunity Zone
TOPOGRAPHY:	Flat
UTILITIES:	All Available



SITE MAP



DEMOGRAPHIC OVERVIEW



POPULATION

1 MILE	3 MILES	5 MILES
23,298	185,668	373,764



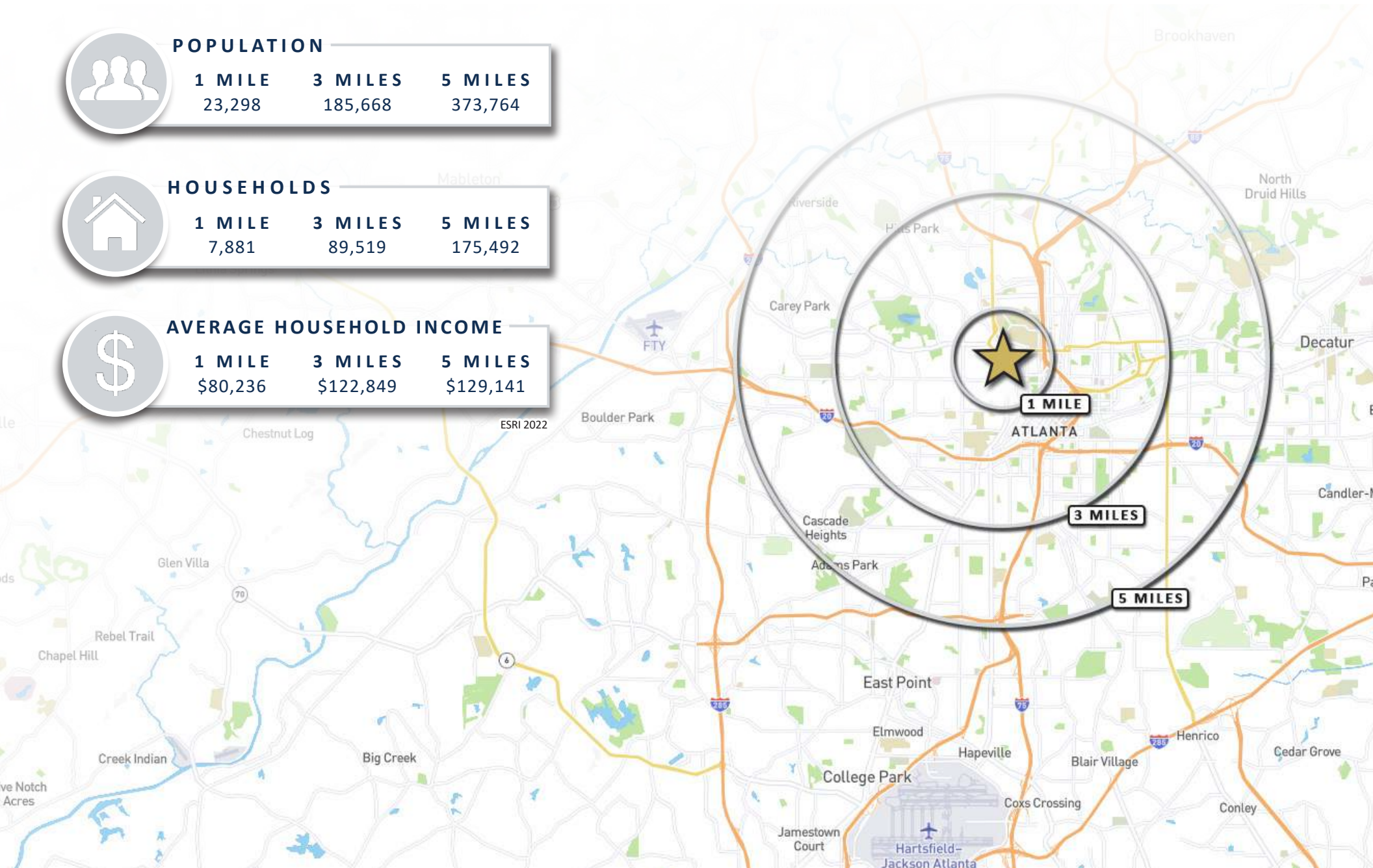
HOUSEHOLDS

1 MILE	3 MILES	5 MILES
7,881	89,519	175,492



AVERAGE HOUSEHOLD INCOME

1 MILE	3 MILES	5 MILES
\$80,236	\$122,849	\$129,141



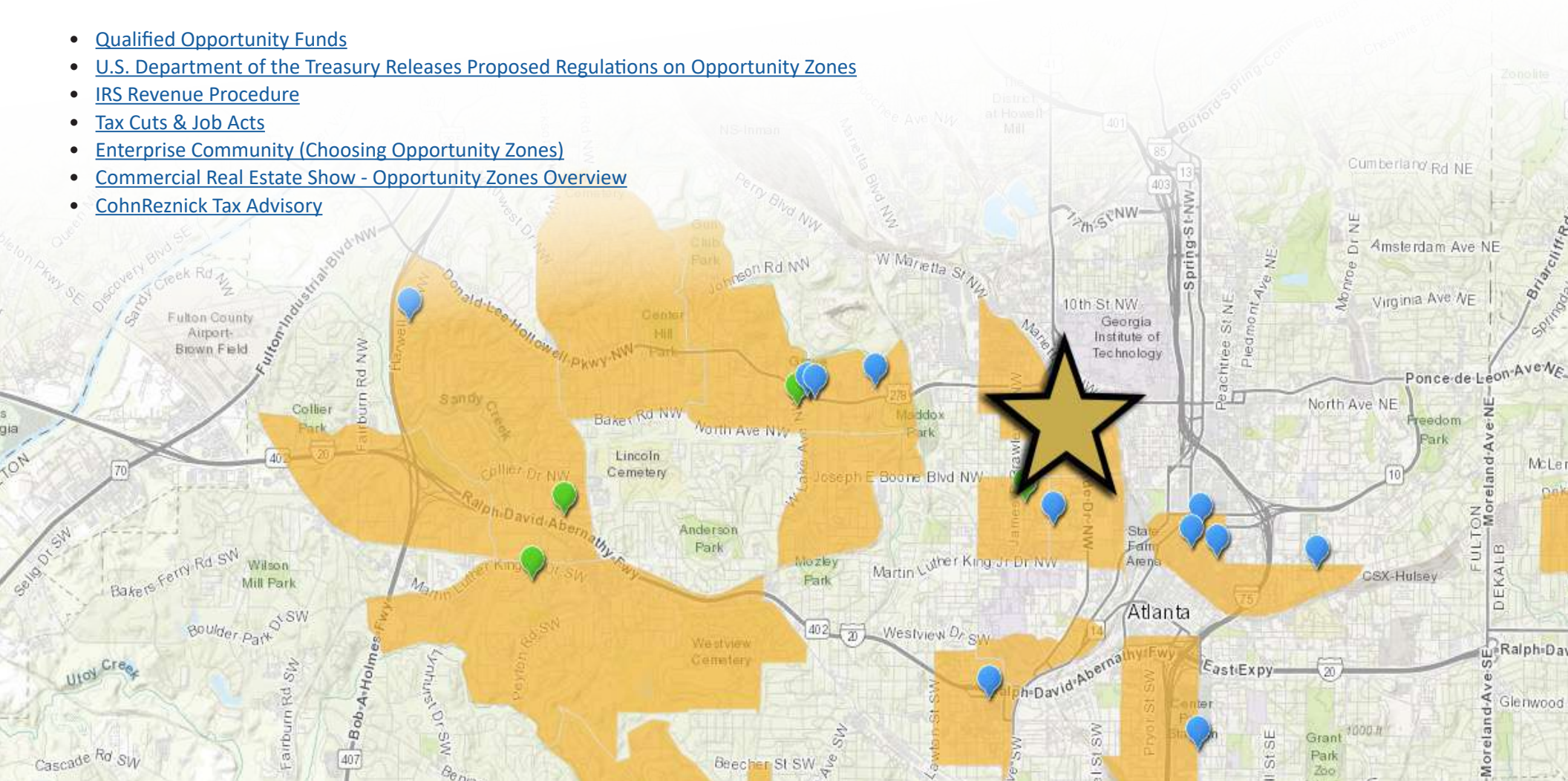
— OPPORTUNITY ZONE OVERVIEW —

FEDERAL QUALIFIED OPPORTUNITY ZONES

Qualified Opportunity Zone (QOZ) Investment: A QOZ investment allows for the reduction of deferred gains from the sale or exchange of prior investments. QOZ investments maintained for at least five years by the end of 2026 will qualify for a 10% reduction of deferred capital gains tax liability (for the original capital gain). If the gain has been invested in an opportunity fund for seven years by the end of 2026, the tax liability on the original gain is reduced by 15%.

LEARN MORE HERE:

- [Qualified Opportunity Funds](#)
- [U.S. Department of the Treasury Releases Proposed Regulations on Opportunity Zones](#)
- [IRS Revenue Procedure](#)
- [Tax Cuts & Job Acts](#)
- [Enterprise Community \(Choosing Opportunity Zones\)](#)
- [Commercial Real Estate Show - Opportunity Zones Overview](#)
- [CohnReznick Tax Advisory](#)





The map illustrates the Atlanta BeltLine project, a multi-modal transit system connecting various neighborhoods in Atlanta. The BeltLine is shown as a blue dashed line with a star at its center, indicating its path through the city. The neighborhoods shown include Midtown, West Midtown, Virginia-Highlands, Downtown, and Old Fourth Ward. The map also highlights various businesses and landmarks, such as Starbucks, Kroger, American Deli, Arby's, Taco Bell, Wendy's, La Parrilla, Atlanta Station, Target, California Pizza Kitchen, Chick-A-Biddy, Meehan's, Salata, Yard House, Regal Cinemas, Westside Provisions District, Marcel Ormsby's, Pure Barre, Room & Board, Taqueria del Sol, West Egg Cafe, Yeah! Burger, Bartsco, The Optimist, Miller Union, Six Feet Under, La Fonda, Sublime Donuts, Antico, Cooks & Soldiers, Barcelona Wine Bar, Georgia Tech, The Vortex, The Varsity, Fox Theatre, State Farm Arena, CNN, Georgia World Congress Center, and Georgia State. The map also shows major highways like I-75, I-85, and I-20, and local streets like Peachtree Street, Peachtree Road, and Peachtree Dunwoody Road.

AREA DEVELOPMENTS

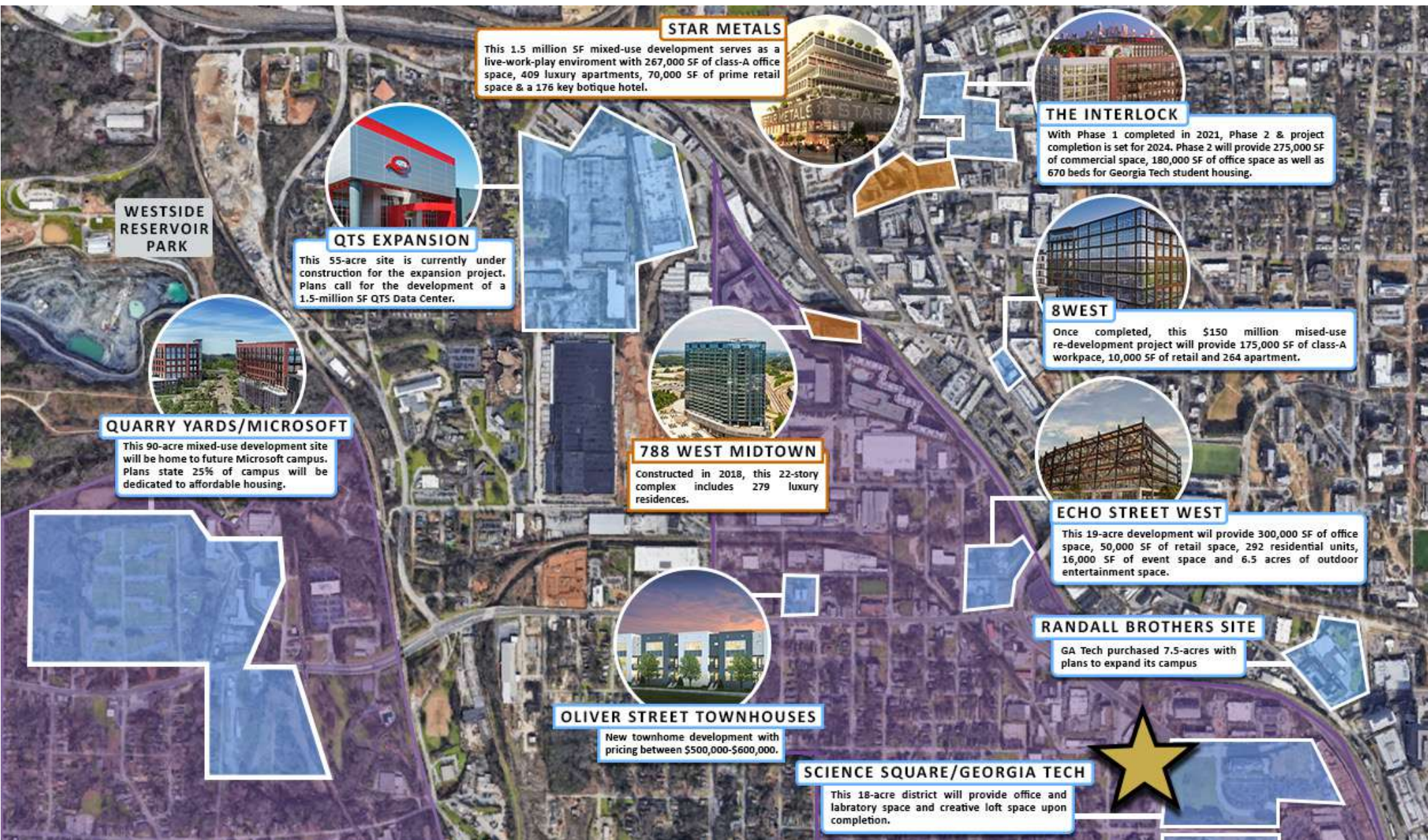
RECENTLY COMPLETED



UNDER CONSTRUCTION



FEDERAL OPPORTUNITY ZONE



— AREA DEVELOPMENTS —



AREA DEVELOPMENTS

SCIENCE SQUARE DEVELOPMENT

LOCATED DIRECTLY ACROSS NORTHSIDE DRIVE

Formerly Technology Enterprise Park, Science Square is located on North Avenue & Northside Drive. It is bordered by Georgia Tech's North Avenue Research Area, proposed residential and retail development and Northyard's creative loft office park which is owned by MetLife. At the heart of this enclave lies Science Square, a catalytic 18-acre research district which will deliver office and laboratory space, creative loft space and enable comprehensive commercialization and research opportunities.

Located in Atlanta's Westside, adjacent to the Georgia Tech campus, this modernized setting will serve the needs of current and surfacing technology concerns and function as a resource for entrepreneurs and researchers focused on accelerating biomedical innovation, digital health and advanced manufacturing of medical devices.

* [Source](#)



AREA DEVELOPMENTS

HERNDON SQUARE DEVELOPMENT

LOCATED DIRECTLY ACROSS NORTHSIDE DRIVE

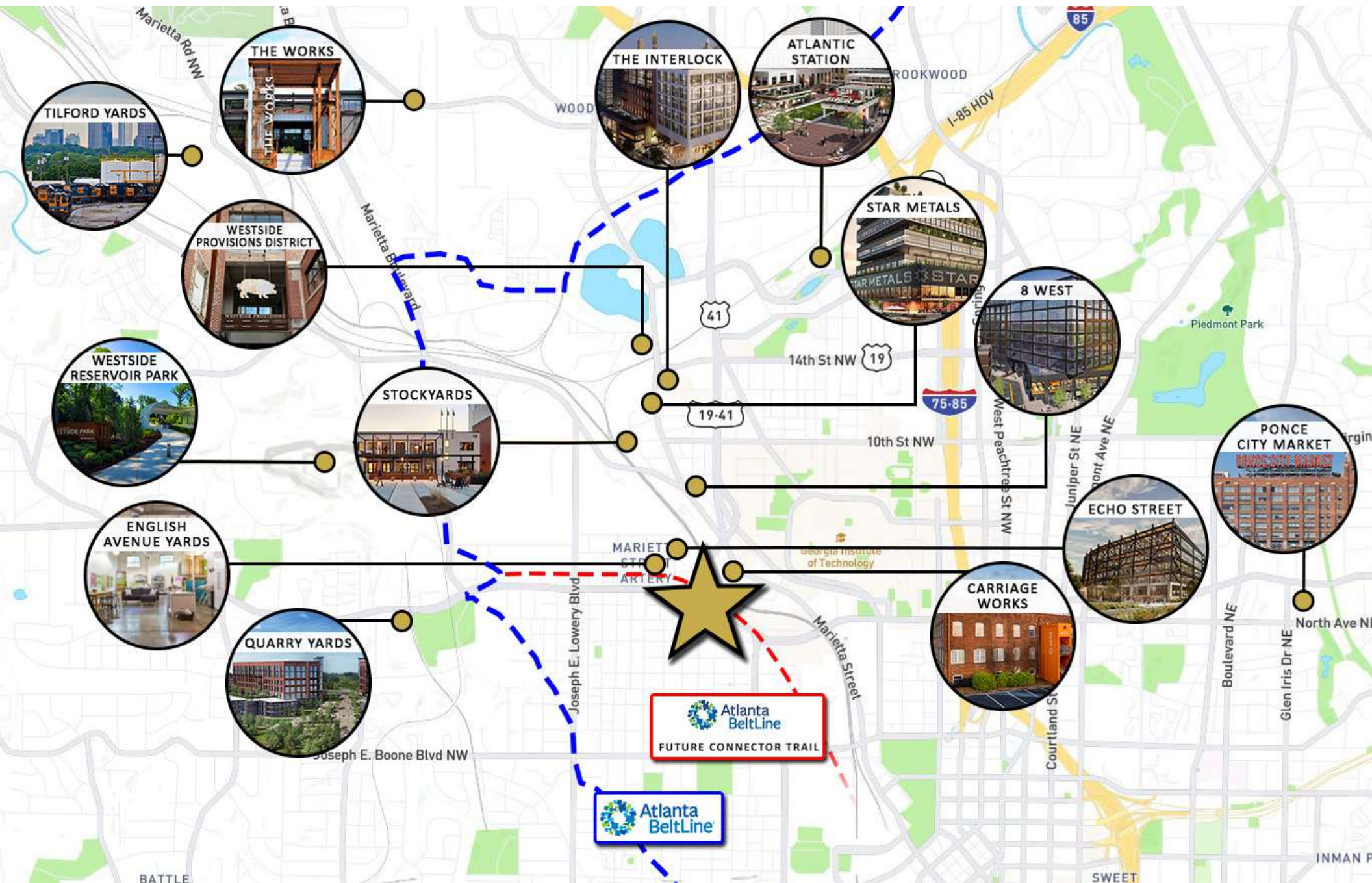
The Herndon Square development site is located at the corner of Northside Drive and Cameron Madison Alexander Blvd. Formerly the site of Herndon Homes Public Housing, the Atlanta Housing Board of Commissioners has authorized the redevelopment of the 12-acre site. Located roughly one mile north of the Mercedes Benz Stadium, the Herndon Square development site will become a sustainable mixed-use and mixed-income community. This community will function as a catalyst in the promotion of future development opportunities in the surrounding areas.

The progression of this project is marked by a five-phase redevelopment plan. The completion of Phase 1 was celebrated in June of 2022 which includes the grand opening of Herndon Square Senior which includes 97-brand new units of affordable housing for seniors 62+ as well as on-site community amenities and supportive services. The primary objective for Phases 1 through 4 entail the construction of mixed-income apartments while Phase 5 focuses on the development of rental units and for-sale townhouses.

[* Source, Source](#)



AREA DEVELOPMENTS



AREA DEVELOPMENTS

THE WORKS

Located in Atlanta's Upper Westside, the northern portion of Atlanta's Westside or West Midtown, The Works at Chattahoochee is an adaptive mixed-use development inspired by a rich history of creative makers, skilled artisans, and forward-thinking entrepreneurs.



WESTSIDE RESERVOIR PARK

The park is the City of Atlanta's largest planned green space. Located in northwest Atlanta, it will double as a water reservoir and a 280-acre park when complete. Once complete, it will connect to the Atlanta BeltLine's Westside Trail Extension, the Westside BeltLine Connector and Proctor Creek Greenway.



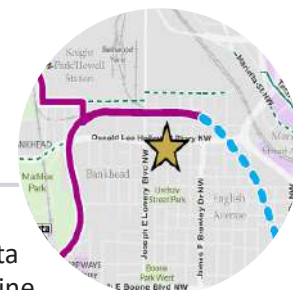
WESTSIDE PROVISIONS DISTRICT

Westside Provisions District evolved from two marketing partnership developments; Westside Urban Market and White Provision. Together, these developments offer great retail and restaurant options to the neighborhood and also offered sustainable residential living at its finest.



ATLANTA BELTLINE WESTSIDE CONNECTOR

The PATH Foundation has partnered with the Atlanta BeltLine, Inc. and recently opened the Westside BeltLine Connector in March of 2021. The Westside BeltLine Connector is part of a 10-mile connection from PATH's Silver Comet Trail in Cobb County. Through this new connection, Atlanta will be the only major U.S. city with a trail emerging from its city center and stretching 100+ miles into a neighboring state, Alabama.



THE INTERLOCK

The Interlock is offering an unprecedented space in the Atlanta market. The Interlock sits on the highly active corner of Howell Mill and 14th Street. Landing here places visitors steps from the city's most notable shops, bars and restaurants, blocks from the highway, and a quick ride from every in-town neighborhood.



AREA DEVELOPMENTS

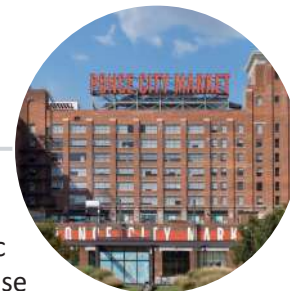
ECHO STREET

This 19-acre English Avenue development is projected to have 300,000 SF of office space, 50,000 SF of commercial space and nearly 300 apartments in its first phase. Once the development is complete, it will be bisected by the Beltline's Westside Connector Trail.



PONCE CITY MARKET

Ponce City Market breathes new life into the historic Sears, Roebuck & Co. building in Atlanta. The classic structure, which is the area's largest adaptive reuse project, has been reinvented as a vibrant community hub housing the Central Food Hall, various shops, flats and office. The market infuses vigor and excitement into this historically-significant structure, located in one of Atlanta's most cherished neighborhoods.



8 WEST

Located at the corner of 8th and Howell Mill, 8 West is a mixed-use development featuring 175,000 SF office space, 10,000 SF retail space, 264 apartments and a 680 space parking deck for the nine story development. General partners Gateway and ACP will coordinate development and marketing/leasing services for the \$150 million project.



QUARRY YARDS

This development encompasses over 90 acres of land on Donald Lee Hollowell Parkway next to the Bankhead MARTA Station and adjacent to the new Westside Park at Bellwood Quarry. Microsoft purchased the Yards in late 2020, and while plans are still unknown, affordable housing and office space are in talks for the land. Microsoft recently announced they are planning opening an office at the new Atlantic Station building, only three miles from Quarry Yards.



STOCKYARDS

Stockyards is an adaptive re-use of historic buildings dating back to the early 1900's. The property was re-developed into 143,500 SF of creative office and entertainment space in 2017. Stockyards is one of the last remaining historic properties to be redeveloped and current tenants include The Painted Duck and Donetto.



AREA DEVELOPMENTS

ATLANTIC STATION

Atlantic Station is 15 million SF of retail, office, residential space and public parks. Open in 2005, Atlantic Station became the nation's largest urban Brownfield redevelopment at that time. The size of Atlantic Station encouraged the U.S. Postal Service to award the neighborhood with its own zip code: 30363.



STAR METALS

This \$330-million mixed-use development includes 1,550,000 gross SF in its master plan - broken down to include 267,000 SF Class A office space, 409 residential units, 70,000 SF retail space and 176 key boutique hotel rooms. Star Metals' modern conveniences and sustainable design are essential to the offices, residences and retail shops of this innovative project.



ENGLISH AVENUE YARDS

This office and flex space for creative industries backs up to the Westside Connector Trail. Home to premier arts organizations, fast growing companies and engaged non profits, English Avenue Yards offers unique environments designed for creative tinkering.



TILFORD YARD

Colliers International Atlanta plans to expand CDX railroad land in West Midtown into what will become Tilford Yard. The space itself is over 100 acres larger than Piedmont Park. While plans are still in development, it could be potentially be developed into apartments and residential homes. It could also eventually evolve into a mixed-use development.



CARRIAGE WORKS

Located in West Midtown, this office space offers 1900's character, high ceilings, abundant natural light and build-outs capturing raw materials. It offers extremely convenient bikeable/walkable access to surrounding residential units in the West Midtown district.



**1 Million
RESIDENTS**

**1.1%
PROJECTED 5-YEAR
POPULATION GROWTH (2020-2026)**

**9TH
LARGEST U.S. METRO**

**#3
BEST CITIES FOR JOBS IN U.S.**

**#4
FASTEST GROWING
U.S. METRO (2010-2019)**

**#4
MKTS WITH HIGHEST GROWTH RATES
ANTICIPATED BY PROPERTY MANAGERS (2022-2023)**



**36,723
Daytime Population**



**60,382
Total Employees**



**81%
Bachelors Degree or Higher**

47.7%

Millennial
Population

18.2%

Gen X
Population

2.6%

Unemployment

(Data based on 1 mile radius)

UNDER CONSTRUCTION

**3.0M
SF OFFICE**

**153K
SF RETAIL**

**3.1K
MULTIFAMILY UNITS**

COMMERCIAL DENSITY

**11.4M
TOTAL SF OFFICE**

**1.3M
TOTAL SF RETAIL**

**18.2K
TOTAL MULTIFAMILY UNITS**

MAJOR EMPLOYERS

Midtown's pedestrian-oriented, amenity-rich community provides a dynamic environment for some of Atlanta's largest employers and most respected companies. While major corporations call Midtown home, being here provides important advantages for small businesses too.



#1 METRO TECH HUB

- BUSINESS FACILITIES' 2021 METRO RANKINGS REPORT

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.



The metro Atlanta area is home to 13 Fortune 500 and 24 Fortune 1000 headquarters. This includes 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. The Metropolitan Atlanta Chamber of Commerce, corporate executives and relocation consultants, along with Mayor Keisha Lance Bottoms are committed to actively recruiting new companies to the region. Public and private partnerships with business, financial and non-profit communities are key to spurring quality job creation and investment throughout the city's neighborhoods.



ATLANTA BRAVES | TRUIST PARK



ATLANTA FALCONS | MERCEDES-BENZ STADIUM



ATLANTA HAWKS | STATE FARM ARENA



ATLANTA UNITED FC | MERCEDES-BENZ STADIUM

BUSINESS-FRIENDLY CITY

Atlanta, the capital and most populous city in Georgia, is the ninth-largest metro in the United States with over 5.9 million residents. It prides itself on its low business costs, tax-friendly environment, diverse economy and suburb quality of life. Encompassing a GDP over \$270 billion, the Atlanta metropolitan area is a true “world city.”

HOME TO FORTUNE 500 COMPANIES

Atlanta has the third-highest concentration of Fortune 500 headquarters in the U.S., and over 75% of the Fortune 1000 conduct business in the Atlanta Metropolitan Area. The city is the global headquarters of corporations such as The Coca-Cola Company, The Home Depot, Delta Air Lines, AT&T Mobility, UPS and Newell-Rubbermaid.

CONTINUOUS ECONOMIC DEVELOPMENT

The city’s continuous growth is expected to continue with recently executed or announced corporate relocations such as UPS, Mercedes-Benz, NCR, Honeywell, and General Electric. Atlanta has also become a mega center for movie production due to tax credits implemented in 2008.

WORLD-CLASS EDUCATION

Atlanta houses several of the top higher education institutions in the United States including Georgia Institute of Technology, Emory University, Georgia State University and Kennesaw State University.

ATTRACTIONS AND TOURISM

Attractions in Atlanta include the largest aquarium in the western hemisphere, the CNN Center, the Fox Theater, the King Center and the new \$1.5 billion home of the Atlanta Falcons football franchise, Mercedes-Benz Stadium. Hartsfield-Jackson Atlanta International Airport is the world’s busiest airport, making the city a hub for business and tourism travelers alike.



**#1 TOP TRAVELED
AIRPORT IN THE WORLD**



**\$270 BILLION GDP
IN METRO-ATLANTA**



**17 FORTUNE 500
HQ IN ATLANTA**



**TOP U.S. METRO
WITH #1 LOWEST COST
OF DOING BUSINESS**


**GEORGIA TECH’S TECHNOLOGY
SQUARE IS A R&D INCUBATOR FOR
OVER 100 COMPANIES AND IS
“ONE OF THE INCUBATORS
CHANGING THE WORLD.”**

- FORBES 2010 & 2013



**#4 METRO AREA FOR LARGEST
INCREASE IN POPULATION,
2015-2016**

**- U.S. CENSUS BUREAU
POPULATION DIVISION**



Bull Realty is a commercial real estate sales, leasing, and advisory firm headquartered in Atlanta. The firm was founded in 1998 by Michael Bull on two primary missions: to provide a company of advisors known for integrity and to provide the best disposition marketing in the nation. Still guided by these philosophies, the firm's services have expanded to include disposition, acquisition, project leasing, tenant representation and consulting services. To add additional value and efficiency for clients, advisors focus on specific sectors and services in the government office, medical office, private sector office, retail, industrial, multifamily, land, healthcare, senior housing, self-storage, hospitality and single tenant net lease sectors.

Bull Realty has become known as an innovative leader in the industry, providing a powerful platform of services. The firm utilizes a productive team approach of well trained and well supported brokers, working together to provide unprecedented value for clients.

The firm produces the nation's leading show on commercial real estate topics, America's Commercial Real Estate Show. Industry economists, analysts and leading market participants including Bull Realty's founder Michael Bull share market intelligence, forecasts and strategies. The weekly show started as a radio show on one station in Atlanta in 2010 and grew to 60 stations around the country. The show is now available on-demand wherever you get your podcasts or on the show website www.CREshow.com.



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Since his first investment property purchase in 1995, Daniel has had a passion for Atlanta real estate. While earning his MBA at Emory University's Goizueta Business School, where he was founder and the first president of the Goizueta Real Estate Group, the Virginia Tech undergrad decided to make a career out of what started as a hobby. After graduation, Daniel managed acquisitions for the UK's top institutional real estate investment house, ING Barings, in London.

Upon arrival back in Atlanta, Daniel joined Bull Realty where his deep commitment to serving clients benefited from the firm's innovative marketing platform. Always active in church leadership and family, he identified with the firm's founding principle to be a company of stellar integrity. Now a Partner and CCIM, Daniel has achieved top producer status for Bull Realty the past 21 years by consistently exceeding client expectations on hundreds of adaptive reuse and development projects.

Daniel enjoys spending time with his wife and four daughters. When not making waves in real estate, the avid surfer enjoys catching them in coastal destinations ranging from the Southeast U.S. to South America.