

Midtown Atlanta Investment Opportunity

OWNER/USER • RESIDENTIAL CONVERSION • MIXED-USE REDEVELOPMENT



MAYFAIR ROYAL

181 14th Street NE
Atlanta, GA 30309


STREAM



Executive Summary

- ADDRESS:
181 14th Street NE Atlanta, GA 30309
- RBA:
29,493 rentable square feet
- AVAILABILITY:
48% Leased
- SITE AREA:
0.222 acres (9,762 square feet)
- STORIES:
Five
- TYPICAL FLOORPLATE:
6,008 square feet
- PARKING:
2.80 / 1,000 SF (82 parking spaces)
- IN-PLACE NOI:
\$326,000

Stream Realty Partners is pleased to offer the exclusive opportunity to acquire the fee simple interest in the Mayfair Royal (the “Property”), a boutique office building located in the heart of Midtown Atlanta, the southeast’s most dynamic neighborhood. The 5-story Property built in 1991 was designed by renowned architects Smallwood, Reynolds, Stewart, and Stewart Associates. The Property resides in a mixed use condominium project also designed by SRSSA which includes the Mayfair Renaissance and Mayfair Tower and thereby creating a dynamic live/work and play at nearby Piedmont Park environment.

The Mayfair Royal currently is 48% occupied with the remaining vacancy located on two contiguous floors, which allows an office/owner user to achieve immediate full building occupancy.

The Property is located in the Midtown Special Public Interest District (SPI-16) Sub Area 2, which is a designated Midtown Residential use and therefore the Mayfair Royal also carries a future land use of very high-density residential designation. This designation allows for conversion flexibility as office/residential use to a fully redeveloped residential tower.



Investment Highlights

■ 50% discount to replacement cost

Replacement cost for a building of this site, construction and architectural detail is \$650+ per square foot.

■ Flexibility to occupy 1-3 floors immediately and grow into whole building

Smaller floorplates allow for a mid-sized tenant to control more of their destiny in the project

■ Residential Redevelopment Opportunity

Opportunity to redevelop the building into premier luxury apartments/Condos.

■ Colony-Square Effect and Piedmont Park

Property is located directly across the street from Colony Square and steps from Piedmont Park.

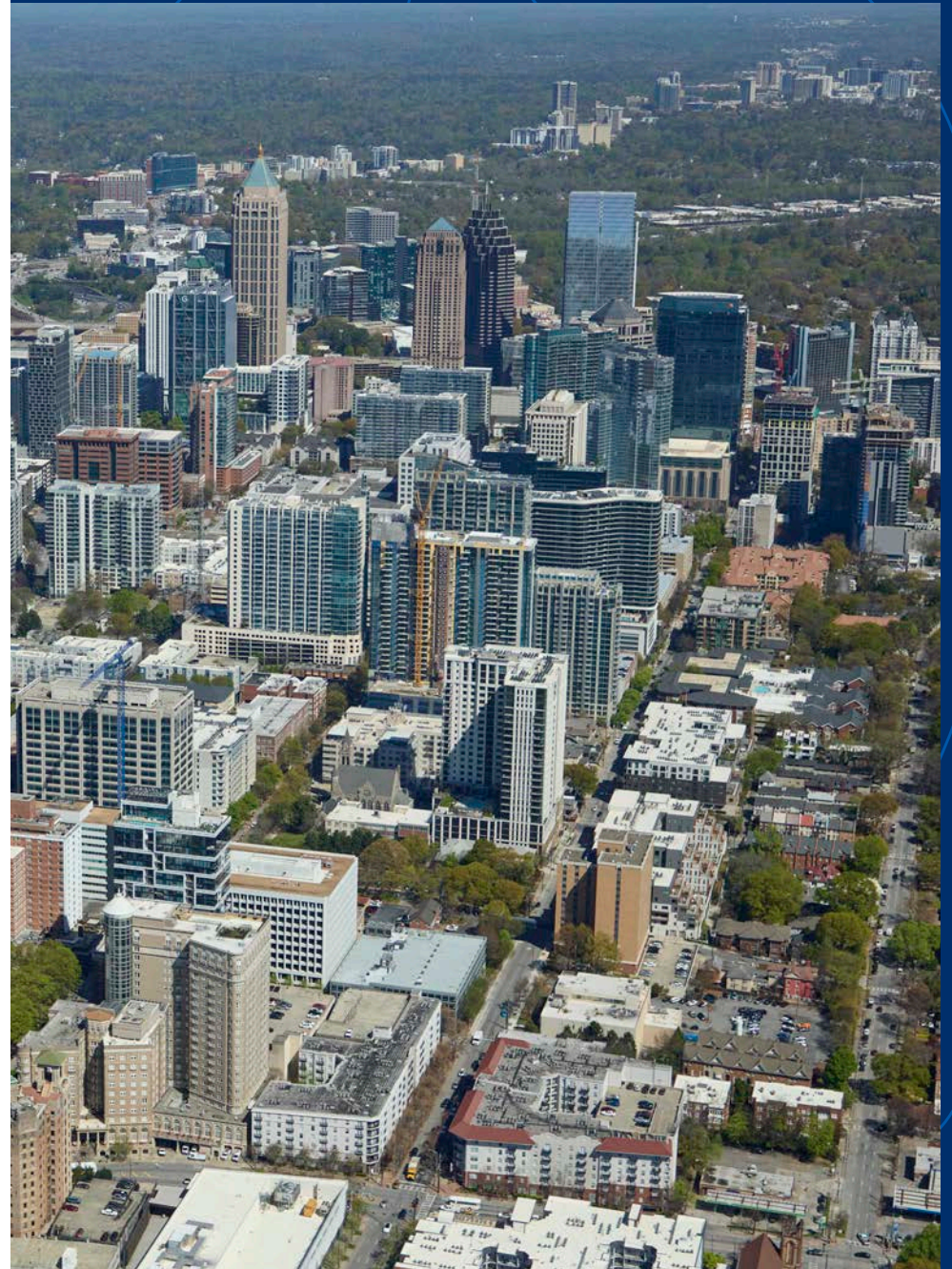
Colony Square, a 1.2M SF mixed use development with 160K SF of retail, a 20K SF food hall and 40K SF of open air green space. Piedmont Park, a 200 AC public park that hosts over 6M visitors a year that enjoy its vast green space, playgrounds, tennis courts, outdoor pool and numerous annual festivals.

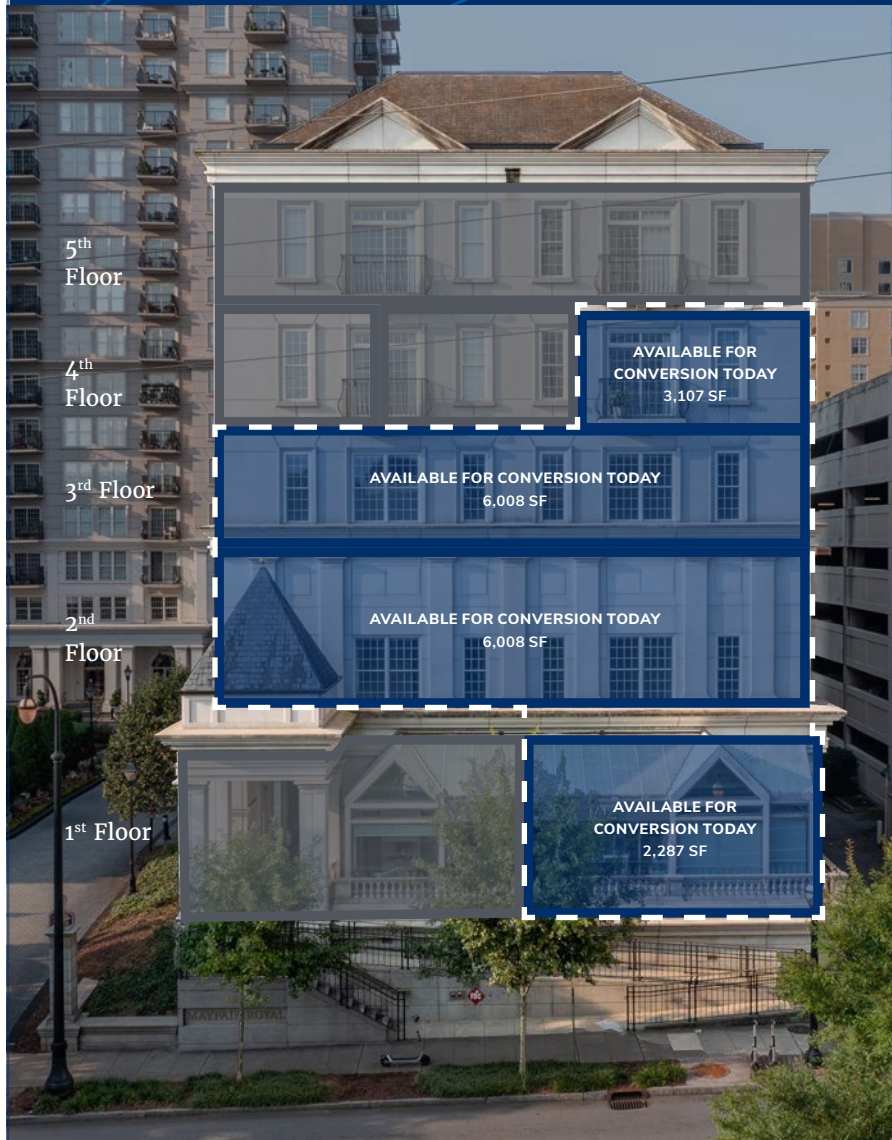
■ Midtown Atlanta is the destination for corporate relocations

Since 2020, Google, Microsoft, Invesco, American Express, Visa, Deloitte, WebMD and Adobe have committed to long-term leases and headquarters within the 4-block radius of the Property.

■ “Light-lift” business plan

Smaller building reduces capital required.





Office-to-Residential Conversion Possibility

- Two contiguous floors are vacant, allowing for immediate conversion while cash flowing other floors.
- Midtown SPI-16 SA2 allows for residential use which supports a conversion initiative without the need for extensive zoning changes.
- Situated across from Colony Square and near Piedmont Park, enhancing the appeal for residential living due to proximity to amenities and recreational areas.
- Part of a dynamic neighborhood in Midtown Atlanta, benefiting from strong corporate presence and economic growth.
- Concrete frame and smaller floorplates (6,008 sq ft each), which could simplify the conversion process into residential units.
- Building form and envelope (window to wall ratio and window replacement ease) are all primed for residential execution



Property Profile

181 14th Street NE
Atlanta, GA 30309

FOUNDATION TYPE: Concrete slab-on-grade

FRAME CONSTRUCTION: Concrete Frame

FAÇADE: Precast panels

YEAR BUILT: 1991

ROOF TYPE: Low slope EPDM
(with gravel ballast)

ROOF AGE: 27

HEATING TYPE: Heat pump - (split system)'

COOLING TYPE: Chiller/ cooling tower
(with coils in central air handlers)

HOT WATER SOURCE: Central electric, commercial-grade
water heaters

ELECTRICAL WIRING TYPE: Copper branch wiring

PLUMBING PIPING TYPE: Copper pipe

ELEVATOR TYPE: Traction

FLOOD ZONE: X (Non-shaded)





Stacking Plan

5th
Floor

ACG PROFESSIONALS
6,008 SF
12/31/2027

4th
Floor

ADINA WEINER-
JAGODA
779 SF
12/31/2024

SHPIGLER
CONSULTING
1,788 SF
1/31/2026

BENCHMARK
COMMUNICATION
3,107 SF
11/30/2025

3rd
Floor

VACANT
6,008 SF

2nd
Floor

VACANT
6,008 SF

1st
Floor

LEGACY DENTAL
3,508 SF
11/30/2028

VACANT
2,287 SF

	VACANT	2024	2025	2026	2027	2028
SF Expiring	14,303	779	3,107	1,788	6,008	3,508
% Expiring	48%	3%	11%	6%	20%	12%

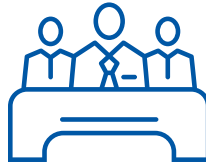
Atlanta

Economic Engine of the Southeast



#1

STATE FOR BLACK
ENTREPRENEURSHIP



#5

STATE FOR STARTUP
ECOSYSTEMS



#2

MOVING DESTINATION
IN THE US



#2

MOST LIVABLE CITY



#4

POPULATION GAINING METRO



80

EMERGING TECHNOLOGY
COMPANIES



#1

STATE FOR LOGISTICS
& INFRASTRUCTURE



#6

METRO AREA FOR
ECONOMIC DIVERSITY



\$2B

TOTAL VC INVESTMENT



#3

BEST METRO FOR
STEM PROFESSIONALS

Atlanta

Globally Recognized Brands are Atlanta's Largest Employers

 **DELTA**
34,500
CORPORATE HQ/AIRPORT
(FORTUNE #68)

 **EMORY**
UNIVERSITY
32,091
EDUCATIONAL
INSTITUTION/
HEALTHCARE

 **THE HOME
DEPOT**
16,510
CORPORATE HQ
(FORTUNE #26)

**NORTHSIDE
HOSPITAL**
16,000+
HEALTHCARE

 **Piedmont**
HEALTHCARE
15,900
HEALTHCARE

Publix
15,591
DIVISION

 **Wellstar**
HEALTH SYSTEM
15,353
HEALTHCARE

 **Kroger**
15,000+
DIVISION HQ / RETAIL

 **ups**
14,594
CORPORATE HQ
(FORTUNE #43)

 **Marriott**
INTERNATIONAL
12,000+
HOTELS

 **Children's**
Healthcare of Atlanta
9,000
HEALTHCARE

COX
ENTERPRISES
8,894
CORPORATE HQ

 **CDC**
CENTERS FOR DISEASE
CONTROL AND PREVENTION
8,403
AGENCY HQ

 **Coca-Cola**
8,000
CORPORATE HQ
(FORTUNE #88)

 **Southern Company**
7,753
CORPORATE HQ
(FORTUNE #153)

FORTUNE 500 HQ'S IN ATLANTA





Midtown - Nearby Attractions



12 MILES AWAY



ONE BLOCK AWAY



PIEDMONT PARK



LARGEST IN THE SOUTHEAST



MIXED-USE DEVELOPMENT & FOOD HALL



FOUR SEASONS



HIGH MUSEUM OF ART ATLANTA



THE STARLING

Atlanta Symphony Orchestra



ATLANTA BOTANICAL GARDEN



GEORGIA AQUARIUM



FOX THEATRE



HARTSFIELD-JACKSON INTERNATIONAL AIRPORT

Midtown - Nearby Amenities



17TH STREET

14TH STREET

12TH STREET

10TH STREET

10TH STREET



SPRING ST.

PEACHTREE ST.

JUNIPER ST.

MONROE DR.

BELTLINE

PONCE DE LEON AVE.

NORTH AVE.

Georgia Tech

PIEDMONT PARK

MAYFAIR ROYAL

PONCE CITY MARKET

CHI POTLE MEXICAN GRILL
SILVERLAKE RAMEN
Panera BREAD
sugar FACTORY
RA
BULLA

South City Joy CAFE
PUBLICO
TIN LIZZYS
Lure
The Bluebird

REFUGE COFFEE
twelve eighty

serena PASTIFICIO
sweetgreen
SUKOSHI
Starbucks
SAINTS & GOUNCIL
HOLEMAN AND FINCH PUBLIC HOUSE
freshii
P
ESTABLISHMENT
brown bag seafood co.
Rumi's KITCHEN
KING OF POPS
Chick-fil-ck
5 FIVE Church
MOE's SOUTHWEST GRILL

HUDSON GRILLE
CAFE AGORA
THE VORTEX
EMPIRE STATE SOUTH
SAVI PROVISIONS

TACOMAC
ups
Lazy Party
MUKJA
SWEET HUT
Orangetheory FITNESS
JJ
fado irish pub

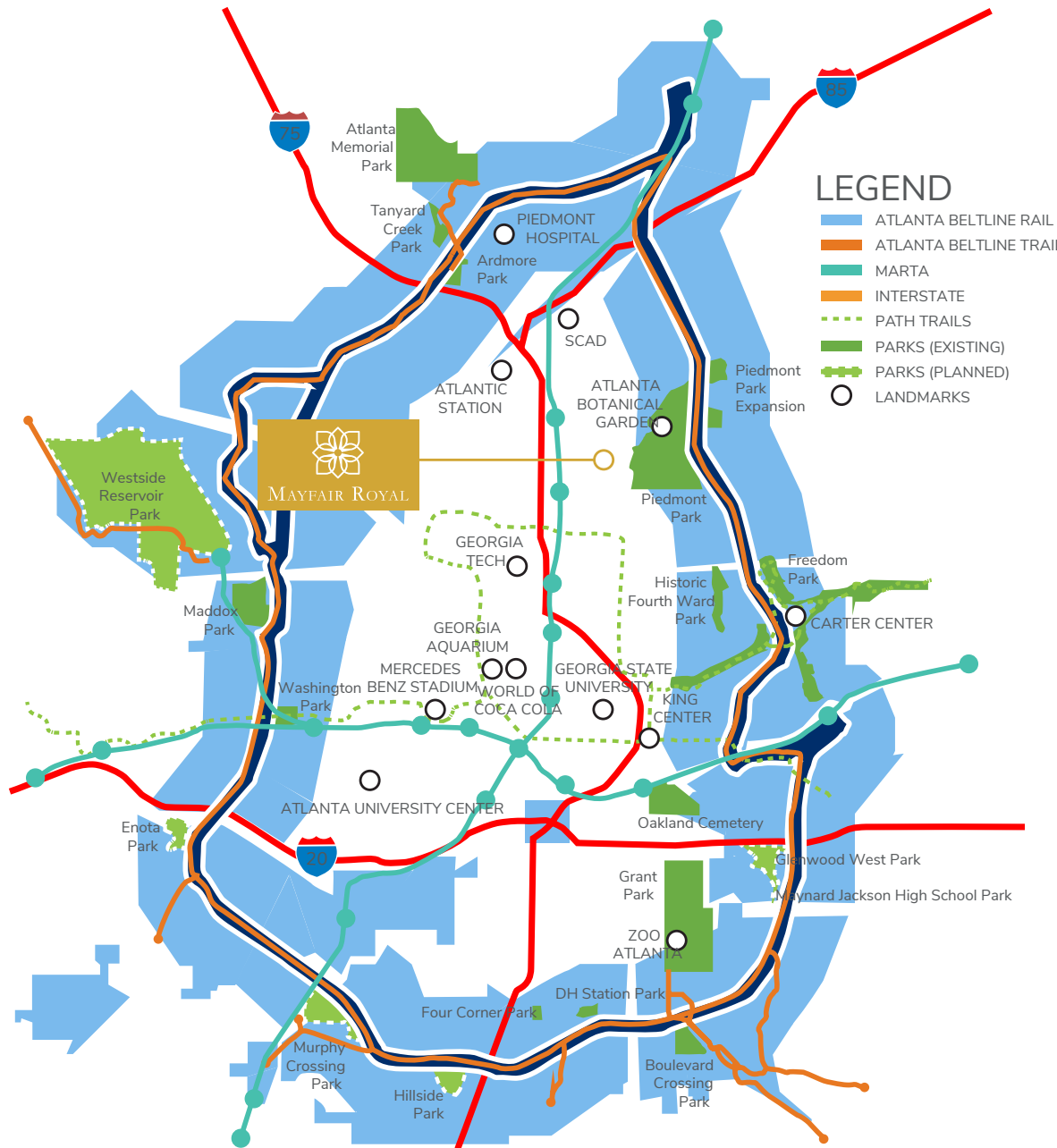
MOE's SOUTHWEST GRILL
LA FITNESS
BARNES & NOBLE BOOKSELLERS
Ray's NEW YORK PIZZA
LEAN DRAFT HOUSE
PNC BANK
Waffle House
TIN DRUM ASIAN KITCHEN

ArealTacos
THAI KITCHEN & BAR
KALE CRAZY
CVS pharmacy
Babs A Great Place to Gather
SIVAS

THE VARSITY

The Beltline

ATLANTA'S ULTIMATE AMENITY



The Atlanta BeltLine is one of the largest, most transformative urban redevelopment programs in the United States. This network of public parks, multi-use trails, transit, and housing along a historic railroad corridor is enhancing mobility, connecting intown neighborhoods, and improving economic opportunity and sustainability.



33 Miles

MULTI-USE, URBAN TRAILS



2 Million

IN ANNUAL VISITORS



45

DISTRICT NEIGHBORHOODS



>\$6.2 Billion

PRIVATE REAL ESTATE DEVELOPMENTS



Zoning & Developmental Controls

■ Zoning

The Property is located in the Midtown Special Public Interest District (SPI-16), Sub Area 2, which is designated as Midtown Residential. SPI-16 SA2 is further divided, and the Property is designated in the Juniper St. Transition Area (JSTA). The SPI-16 SA 2 regulations are the City’s current zoning regulations applied to the Property. The Property has a future landuse designation of very high-density residential.

■ Development Controls

The Property is subject to the development controls for the Juniper St. Transition Area (JSTA)

RESIDENTIAL FAR	6.4
MAXIMUM HEIGHT	400 FT
SIDE YARD SETBACK	15 FT
REAR YARD SETBACK	15 FT
MINIMUM FAÇADE HEIGHT	24 FT

PERMITTED USES

- Barber/beauty shops
- Childcare centers
- Commercial recreation establishments
- Eating and drinking establishments under 5,000 sq. ft
- Farmers markets, laundry/drycleaning under 2,500 sq. ft
- Market gardens
- Medical/dental offices
- Multifamily duplex, & single-family dwellings
- Offices
- Residential dwellings
- Printing services
- Retail
- Professional/personal services
- Sales and repair
- Short-term rentals
- Small discount variety stores
- MARTA uses
- Urban gardens.

NON PERMITTED USES

- Banks/financial institutions
- Business/commercial schools
- Dormitories
- Exterior drive-through drive in facilities
- Hotels, motels and lodging
- Institutions of higher learning
- Mortuary/funeral home
- Public/private schools
- Shelters

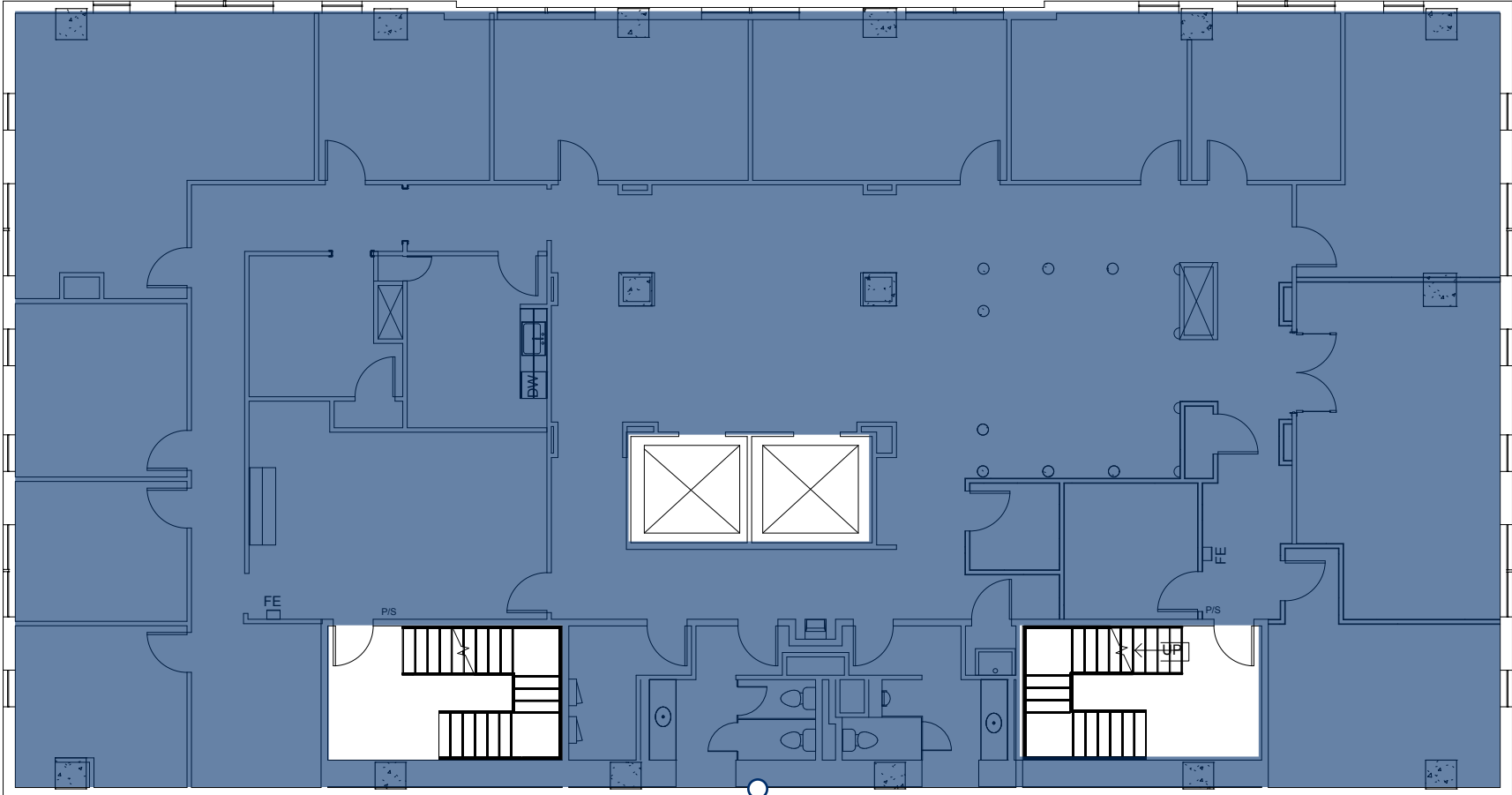
Floor Plan - First Floor



LEGACY DENTAL
3,508 SF
11/30/2028

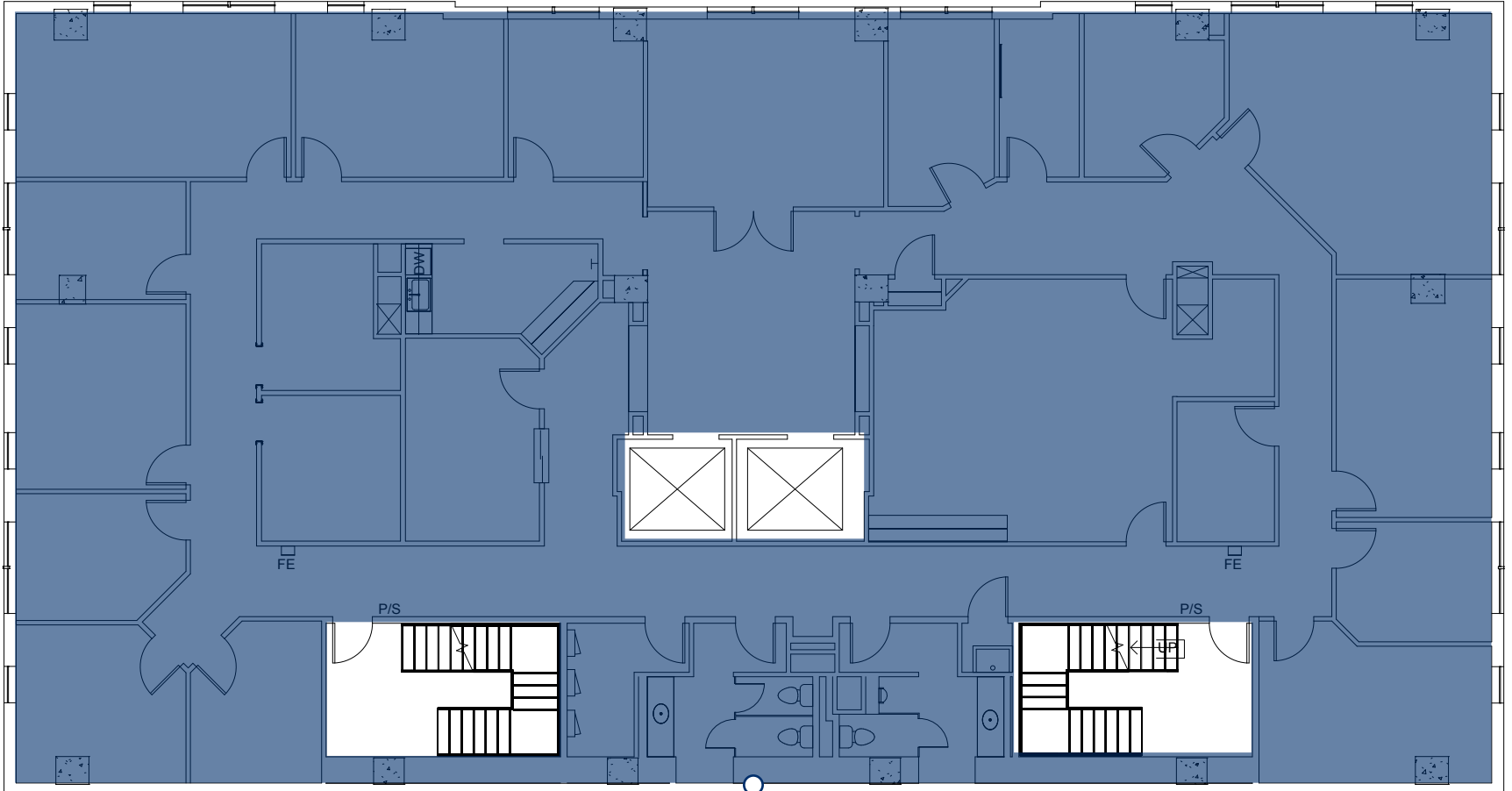
VACANT
2,287 SF

Floor Plan - Second Floor



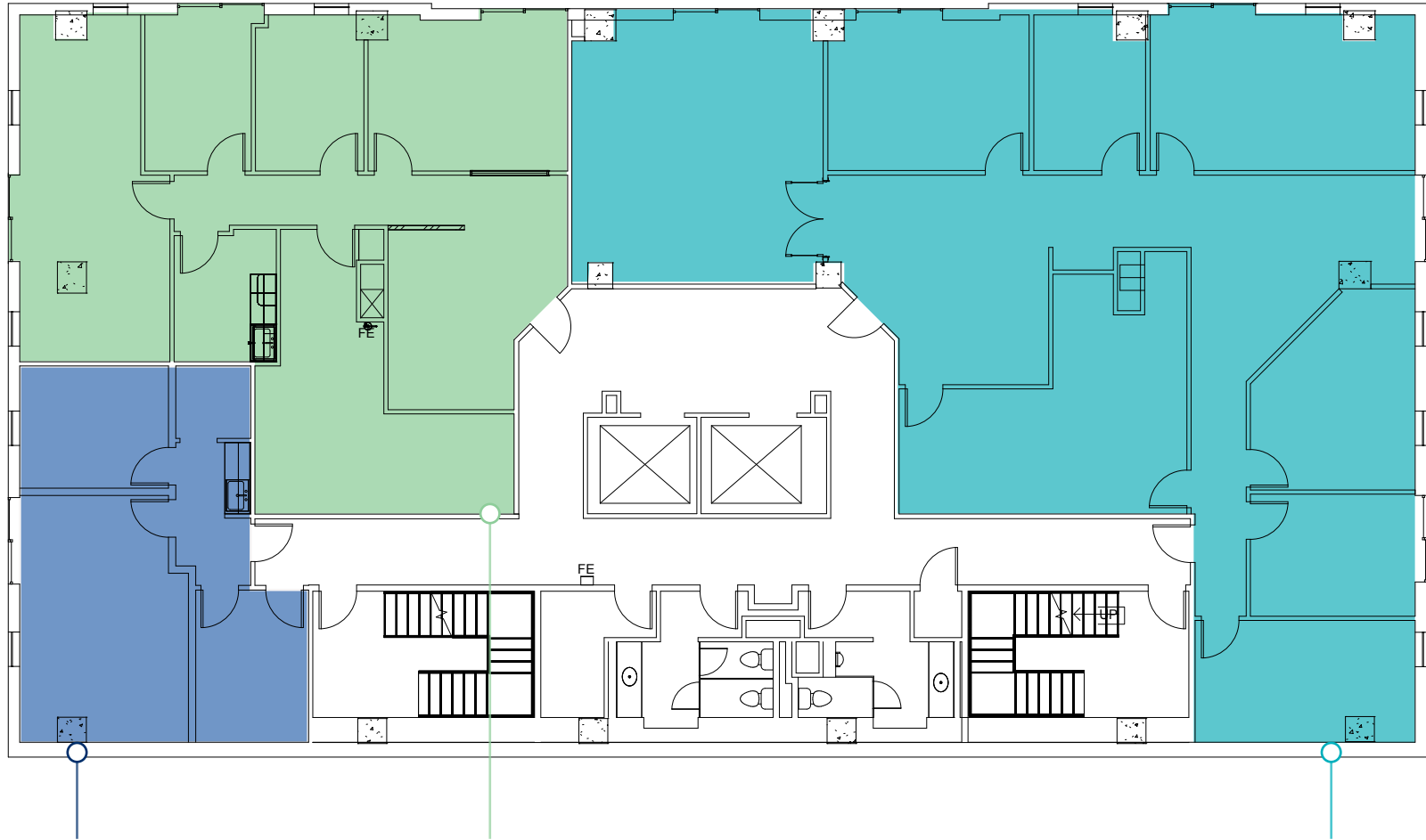
VACANT
6,008 SF

Floor Plan - Third Floor



VACANT
6,008 SF

Floor Plan - Fourth Floor

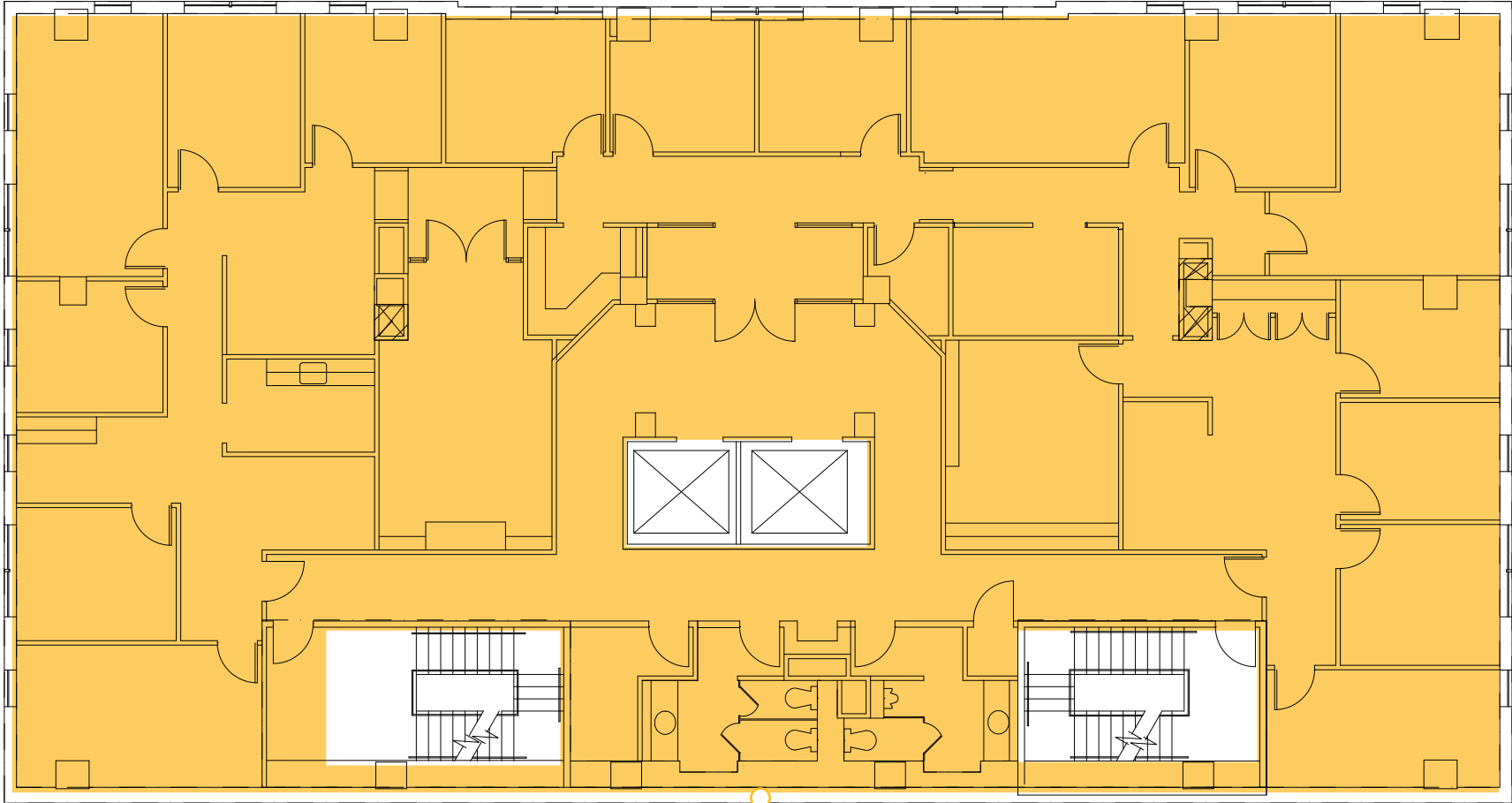


ADINA WEINER-JAGODA
779 SF
12/31/2024

SHPIGLER CONSULTING
1,788 SF
1/31/2026

BENCHMARK COMMUNICATION
3,107 SF
11/30/2025

Floor Plan - Fifth Floor



ACG PROFESSIONALS
6,008 SF
12/31/2027



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Stream
Locations

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Phoenix

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