

Eastside Beltline Development Site Adaptive Reuse Warehouse

Corner of North Ave NE & Somerset Ter NE | ±1.0 AC | ±18,300 SF



intuit

INTUIT
mailchimp

historic
FOURTH WARD PARK
conservancy

NEW REALM
BREWING COMPANY

Atlanta
Beltline

350' Walk to Direct
Beltline Access

Angier Springs Rd NE



North Ave NE

BlackRock

Kroger

Somerset Ter NE

BULL REALTY

WORLDWIDE
REAL ESTATE GROUP



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Executive Summary

765 North Ave NE and 591 Somerset Ter NE provide an exceptionally rare opportunity to acquire a ±1.0 acre corner site with an existing ±18,300 SF warehouse, steps from the Eastside BeltLine and complemented by high-visibility frontage along one of Atlanta's most heavily traveled corridors.

Property Highlights

- ±1.0 Acre corner parcel at the intersection of North Ave NE & Somerset Terrace
- Vacant ±18,300 SF warehouse with 18' clear heights
- Located directly off the Atlanta Beltline Eastside Trail
- Steps from Ponce City Market and New City's Fourth Ward developments
- Fantastic retail visibility on corner parcel on North Ave with two access points
- Site ideal for ground-up development into mixed-use, residential, retail, or hospitality
- Former Atlanta Royal Crown Cola Bottling Company headquarters ("The Plant") built in 1955
- Existing building provides an incredible opportunity for adaptive reuse into showroom, entertainment, brewery, creative office, or food hall
- Opportunity to preserve and incorporate authentic industrial character into a modern redevelopment

Property Facts

ADDRESS:	765 North Ave NE & 591 Somerset Ter NE, Atlanta, GA 30306
MUNICIPALITY:	Atlanta
COUNTY:	Fulton
PARCEL ID:	14 001800030016; 14 001800030073
SITE SIZE:	±1 AC
WAREHOUSE SIZE:	±18,300 SF
YEAR BUILT:	1955
ZONING:	Poncey-Highland Historic District - BeltLine Mixed-Use, Subarea 5.
UTILITIES:	All to site
PARKING:	28 spaces
FRONTAGE:	193' on North Ave NE; 235' on Somerset Ter NE
SALE PRICE:	Contact Broker

Parcel Map



Angier Springs Rd NE



Somerset Ter NE

North Ave NE

Bonaventure Ave NE

300' to Historic Fourth Ward Park

350' Walk to Direct Beltline Access



1,300' to Ponce City Market Entrance



Aerial - North



PONCE CITY MARKET

PIEDMONT PARK CONSERVANCY

V A
H I
DISTRICT

Sage

FANDUEL

CITY WINERY ATLANTA

PCSM SOUTHERN DAIRIES

BlackRock

intuit. onetrust

North Ave NE
Somerset Ter NE

NEW REALM BREWING COMPANY

Atlanta Beltline

two URBAN LICKS

Aerial - East



**Freedom
Park
Conservancy**



BULL REALTY
ASSET & OPERATIONS SOLUTIONS

TCN
WORLDWIDE
REAL ESTATE SERVICES

Jimmy Carter
PRESIDENTIAL LIBRARY AND MUSEUM



INDACO

ITALIAN FOOD & WINE



SIGNALHOUSE/APARTMENTS
UNITS: 162
CONSTRUCTED: 2023

howstuffworks

Pinterest

**NINE
MILE
STATION**

North Ave NE



Atlanta
Beltline

**INTUIT
mailchimp**

INDUSTRIOUS

OVERLINE RESIDENCES
UNITS: 359
CONSTRUCTED: 2023

AVESTICORP

historic
FOURTH WARD PARK
conservancy

Aerial - South



Atlanta Beltline



AVESTICORP



Somerset Ter NE

North Ave NE

Aerial - West

 ATLANTA DOWNTOWN

MIDTOWN

IRIS 04W APARTMENTS
UNITS: 320
CONSTRUCTED: 2023

SIGNAL HOUSE APARTMENTS
UNITS: 162
CONSTRUCTED: 2023

 EV AGENCY

 ShiftWeb

 cardlytics

 BUENA VIDA
VODAS & SOL

 Atlanta Beltline

Somerset Ter NE



Hotel CLERMONT

 THREE TAVERNS
SERVO alius
CRAFT BEERS

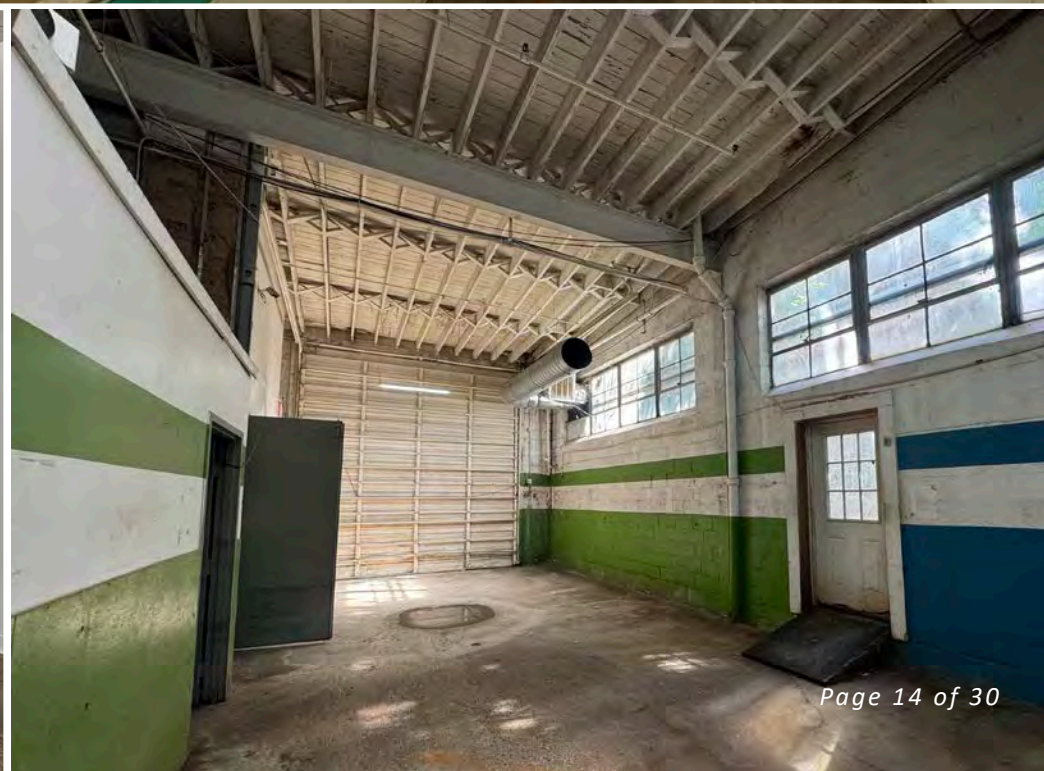
North Ave NE

 BULL REALTY
ASSET & OCCUPANCY SOLUTIONS

 TCN
WYOMING REAL ESTATE SERVICES







History of The Atlanta Royal Crown Cola Bottling Company

591 Somerset Terrace / 765 North Avenue, Atlanta, Georgia

The Atlanta Royal Crown Cola Bottling Company building—affectionately known as “The Plant”—stands as a distinctive reminder of Atlanta’s post war industrial growth and the evolution of the American soft drink industry. Founded in the early 1940’s by John William Roach and his sons, the company originally operated at the corner of Whitehall and Garnett Street in Atlanta. The family purchased the 591 Somerset Terrace/765 North Ave property in the 1950’s. During this period of rapid economic expansion, they constructed the existing 18,300 square foot facility to serve as the headquarters and bottling operations for the Atlanta Royal Crown Cola Bottling Company franchise.

A Hub of Mid Century Beverage Innovation

For decades, The Plant produced, bottled, and distributed a range of beloved beverages, including RC Cola and the full line of Nehi flavors— including Orange, Grape, Peach, and Strawberry. At a time when glass bottles dominated the market, the facility housed state of the art machinery for washing and sterilizing bottles, along with a modern conveyor system that efficiently filled and processed each drink. As described in the original account, “The Plant was stacked up to the 18 foot ceilings with wooden crates filled with individual bottles of RC and Nehi.”

North Avenue, then a heavily industrial corridor, bustled with open sided RC delivery trucks arriving to load cases of bottled soda destined for vendors across the Atlanta area.

A Welcoming Community Landmark

The company’s main offices faced Somerset Terrace, where visitors were greeted by a signature feature: “a large standing cooler full of ice, bottled RC and every flavor of Nehi.” This small but memorable detail reflects the building’s role not only as a production facility but also as a warm, community oriented workplace.



History of The Atlanta Royal Crown Cola Bottling Company

Pioneering Contributions to the Soft Drink Industry

The Plant played a notable role in several industry firsts:

- **Diet Soft Drinks:** When Royal Crown introduced one of the earliest diet sodas—Diet Rite Cola—the Atlanta facility bottled and distributed this new beverage to great success. After a required reformulation, loyal customers sought out remaining stock of the original formula, praising its superior flavor.
- **Soft Drinks in Cans:** RC Cola became the first company to sell soft drinks in cans, marking a major shift in packaging and distribution.
- **Cold War “Emergency Water”:** During the Cold War, RC bottlers adopted a new process to can “emergency water,” which was distributed from The Plant as part of national preparedness efforts.

A Family Legacy Preserved

While the Atlanta Royal Crown Bottling Company name was closed in the 1970s, the property remains in the hands of the founding family (Roach Enterprises Inc.), retaining its original character and the memories of its vibrant industrial past. The building stands as a testament to mid century innovation, Atlanta’s manufacturing heritage, and the enduring legacy of a family run enterprise. As the family fondly recalls: “Have one on me—RC, that is!”



DRINK
ROYAL CROWN
REG U S PAT OFF
COLA
BEST BY TASTE-TEST



Area Overview



The Atlanta Beltline



Krog Street Market

The Center of Everything

765 North Ave NE & 591 Somerset Ter NE is ideally positioned in what can truly be described as the “Center of Everything” in Atlanta. Located along one of the city’s most prominent corridors and on the edge of **Old Fourth Ward**, the property offers immediate access to some of Atlanta’s most sought-after destinations. Just minutes away is **Krog Street Market**, a vibrant hub for dining, shopping, and socializing, as well as the iconic **Atlanta BeltLine**, connecting residents to miles of trails, parks, art installations, and surrounding neighborhoods.

Its central location also places you near some of Atlanta’s most dynamic communities, including **Virginia-Highland**, **Poncey-Highland**, and **Inman Park**, each known for its unique character, acclaimed restaurants, nightlife, and strong sense of community. In addition, the property offers convenient access to Downtown Atlanta, Midtown Atlanta, and key employment hubs, making commuting and connectivity seamless.

This unmatched proximity to dining, culture, green space, and urban energy gives 765 North Ave NE a true lifestyle advantage, where everything you need isn’t just nearby, but right around the corner.

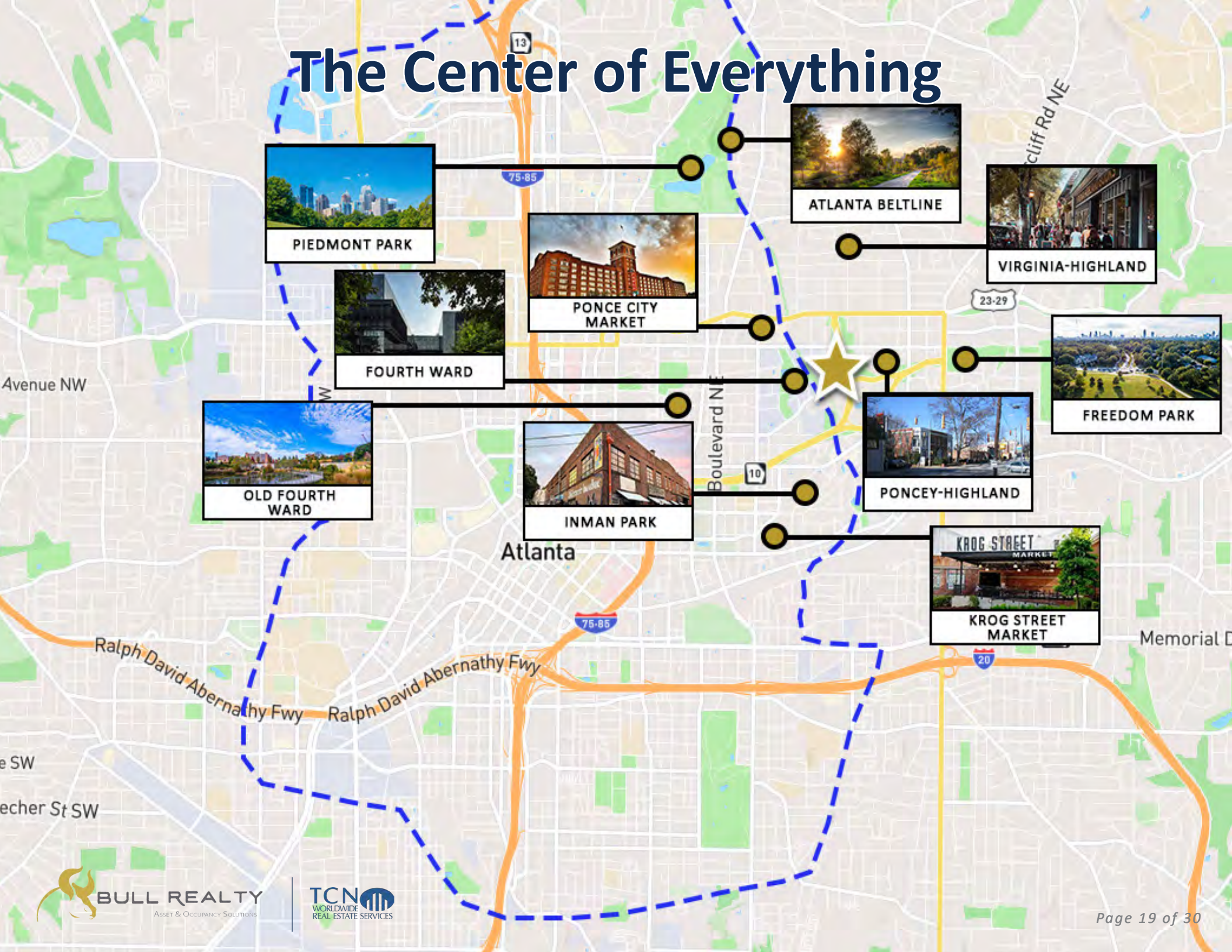
Virginia-Highland



Downtown & Midtown



The Center of Everything



The Center of Everything

VIRGINIA HIGHLAND

Virginia-Highland is a lively intown neighborhood known for its tree-lined streets and historic bungalows. Near the green expanse of Piedmont Park and the Atlanta BeltLine Eastside Trail, it's popular for walking and biking. Along North Highland Avenue, cafés, brunch spots, and boutiques create a relaxed vibe, while events like the Virginia-Highland Summerfest fill the streets with art and music.



PONCEY HIGHLAND

Poncey-Highland is a mixed-use suburb set around sprawling Freedom Park, known for its walking trails and art installations. Within the park, the Jimmy Carter Presidential Library and Museum traces the story of the Carter presidency, and includes a replica of the Oval Office. The art deco Plaza Theater, a 1939 cinema showing classic movies, sits among diners, pizzerias, and Mexican eateries on Ponce de Leon Avenue.



INMAN PARK

Inman Park is one of Atlanta's oldest and most sought-after neighborhoods, originally developed in the late 1800s as the city's first planned suburb just east of downtown. Known for its historic Victorian homes, tree-lined streets, and proximity to the BeltLine, it blends historic charm with a vibrant dining and cultural scene. Today, it remains a highly walkable community with parks, festivals, and easy access to intown attractions.



OLD FOURTH WARD

Old Fourth Ward (O4W) is a historic and rapidly evolving neighborhood in Atlanta, famous as the birthplace of Martin Luther King Jr. It blends historic charm with modern development, featuring renovated lofts, trendy restaurants, and the popular BeltLine and Ponce City Market nearby. The area is highly walkable and vibrant, attracting young professionals and families who enjoy a mix of culture, history, and urban living.



The Center of Everything

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.



PONCE CITY MARKET

Formerly a Sears, Roebuck & Co. distribution center and the largest brick building in the Southeastern United States, Ponce City Market is a historic ten story, 2.1 million square foot structure. The property has been restored as a mixed-use development housing best-in-class office, retail and residential spaces.



FOURTH WARD

The Fourth Ward project by New City Properties is a massive, 12-acre mixed-use development on the Atlanta BeltLine (Eastside Trail) adjacent to Historic Fourth Ward Park. It features a FORTH Hotel, Overline Residences (apartments), 480,000+ sq. ft. of office space, and retail, aiming to create a dense, walkable, and sustainable “mini-city”.



KROG STREET MARKET

Krog Street Market is a 9-acre mixed-use development in Atlanta located along the Beltline trail at Edgewood Avenue in Inman Park. Since its opening in 2014 the complex has centered on a 12,000 SF west coast-style market with restaurants and includes approximately 300 apartments.



PIEDMONT PARK

Piedmont Park is an urban forest and park in Atlanta, Georgia, United States, located about 1 mile northeast of Downtown, between the Midtown and Virginia Highland neighborhoods. Originally the land was owned by Dr. Benjamin Walker, who used it as his out-of-town gentleman’s farm and residence



FREEDOM PARK

Freedom Park is the largest linear passive park in the City of Atlanta at just over 200 acres of pastoral rolling greenspace. With the advent of the Atlanta Beltline, Freedom Park is a critical connection to movement throughout the city by bike or by foot. The trails connect to Downtown Atlanta and other intown neighborhoods.



350' to Direct Beltline Access

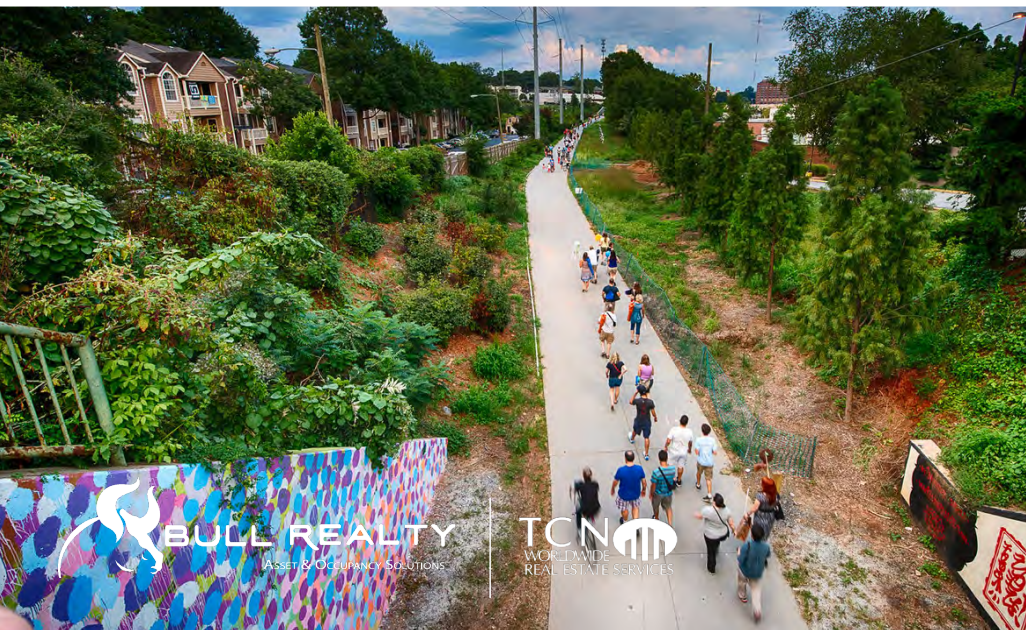


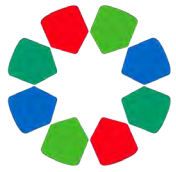


Atlanta Beltline®

The Atlanta Beltline is one of the largest, most wide-ranging urban redevelopment programs in the United States. This network of public parks, multi-use trails, transit, and affordable housing along a historic

22-mile railroad corridor is enhancing mobility, connecting intown neighborhoods, and improving economic opportunity and sustainability. Meet the organizations moving the Atlanta BeltLine forward. Formed in 2005, Atlanta Beltline Partnership is the nonprofit organization that helps keep the Atlanta Beltline vision on track by enabling the construction of more parks and trails; engaging the public through tours, health and fitness programs, and special events; and empowering Atlanta BeltLine residents to connect with affordable housing, economic development and a healthy lifestyle.





Atlanta Beltline® Eastside Trail

A combination of multi-use trail and linear greenspace, the Eastside Trail was the first finished section of the Atlanta Beltline in the old rail corridor. The Eastside Trail, which was funded by a combination of public and private philanthropic sources, runs from the tip of Piedmont Park to Reynoldstown.



Fitness & Wellness

No matter your age or skill level, there are so many paths to wellness when you're on the Atlanta Beltline



Park & Trails

Historic Fourth Ward Park - This greenspace is brimming with amenities and won design awards for reclaiming 17 underutilized acres and transforming them into a pastoral oasis



Shopping & Dining

Whether the Beltline is your destination or a means to an end, step off the trails and discover some of the great shopping and dining spots along the way!



Art & Culture

Atlanta Beltline Art celebrates the voices, experiences, and values of all Atlantans through the work of hundreds of visual artists, performers, and musicians along the corridor



Bike the Beltline

Ditch the indoors, get active, and breathe in the fresh air on a guided tour of Atlanta's iconic Beltline.

ATLANTA

AT A GLANCE

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.”

WORLD-CLASS EDUCATION

Atlanta colleges and universities are numerous, spanning from historically black colleges, technical colleges, top research institutions and schools of art, medicine and theology. The region ranks in the top 10 among U.S. metros in students enrolled, research spending and degrees earned. Colleges and universities in the Atlanta region create 130,000 jobs across all industries in Georgia. Colleges and Universities in the Atlanta region include Georgia Institute of Technology, Emory University, Georgia State University, Agnes Scott College, Oglethorpe University, Clark Atlanta University (HBCU), Morehouse College (HBCU) and Spelman College (HBCU).

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



13 FORTUNE 500 HQ IN ATLANTA



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

TOP 10 AMONG U.S. METROS IN STUDENTS ENROLLED, RESEARCH SPENDING AND DEGREES EARNED.”

- DISCOVER ATLANTA



#9 LARGEST METRO AREA IN THE U.S. 2020

- U.S. CENSUS BUREAU POPULATION DIVISION

HOME TO 16 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

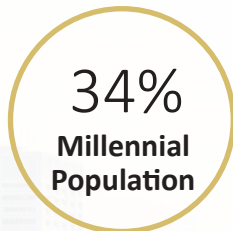
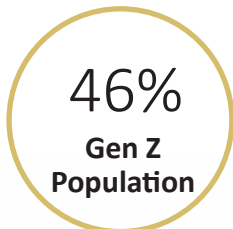
The city's continuous growth is expected to continue with recently executed or announced corporate relocations such as UPS, Mercedes-Benz, NCR, Honeywell, and General Electric. Atlanta has also become a mega center for movie production due to tax credits implemented in 2008.

9TH
LARGEST U.S. METRO
2024 U.S. Census

1.8%
PROJECTED 5-YEAR
POPULATION GROWTH (2023-2028)
ESRI 2025

#6
BEST CITIES FOR JOBS IN U.S.
WalletHub 2024

#3
FASTEST GROWING
U.S. METRO
Freddie Mac 2024



(Data based on 1 mile radius of Downtown- ESRI 2024)

MAJOR EMPLOYERS



#1 TOP EMERGING TECH HUB

-Business Facilities magazine, GA Dept. of Economic Growth 2024

#3 BEST CITY IN THE SOUTH

-Southern Living, "The South's Best Cities, 2024"

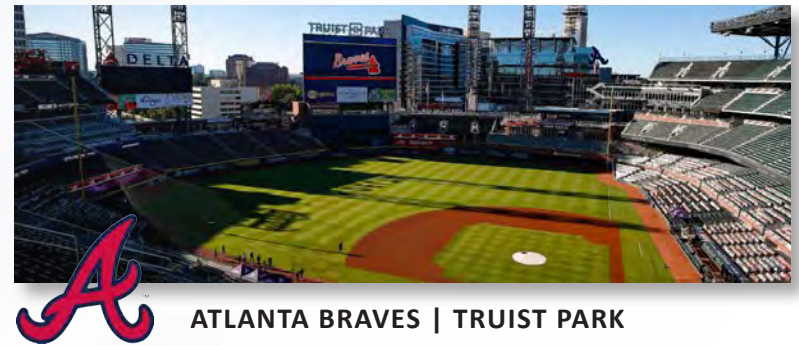
#5 MOVING DESTINATION IN THE NATION

-Penske, "Annual Top Moving Destinations List, 2024"

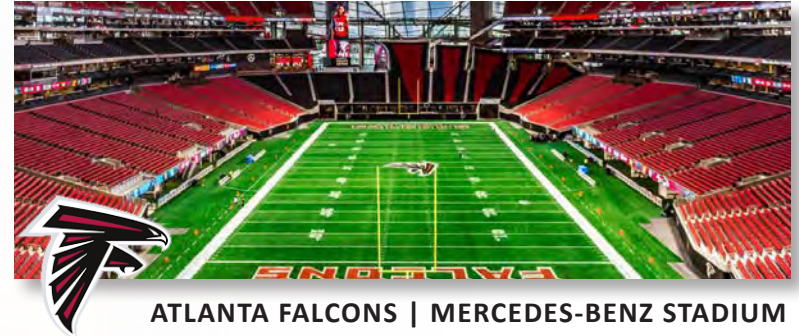
Atlanta is an exciting destination with world-class restaurants, a festive nightlife, several major league sports teams and an abundance of cultural attractions. Atlanta's arts and culture scene is complemented by in-town neighborhoods that give the city even more depth.

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, Truist Bank, Mercedes Benz USA, Newell-Rubbermaid and is home to the world renowned Center for Disease Control.



ATLANTA BRAVES | TRUIST PARK



ATLANTA FALCONS | MERCEDES-BENZ STADIUM

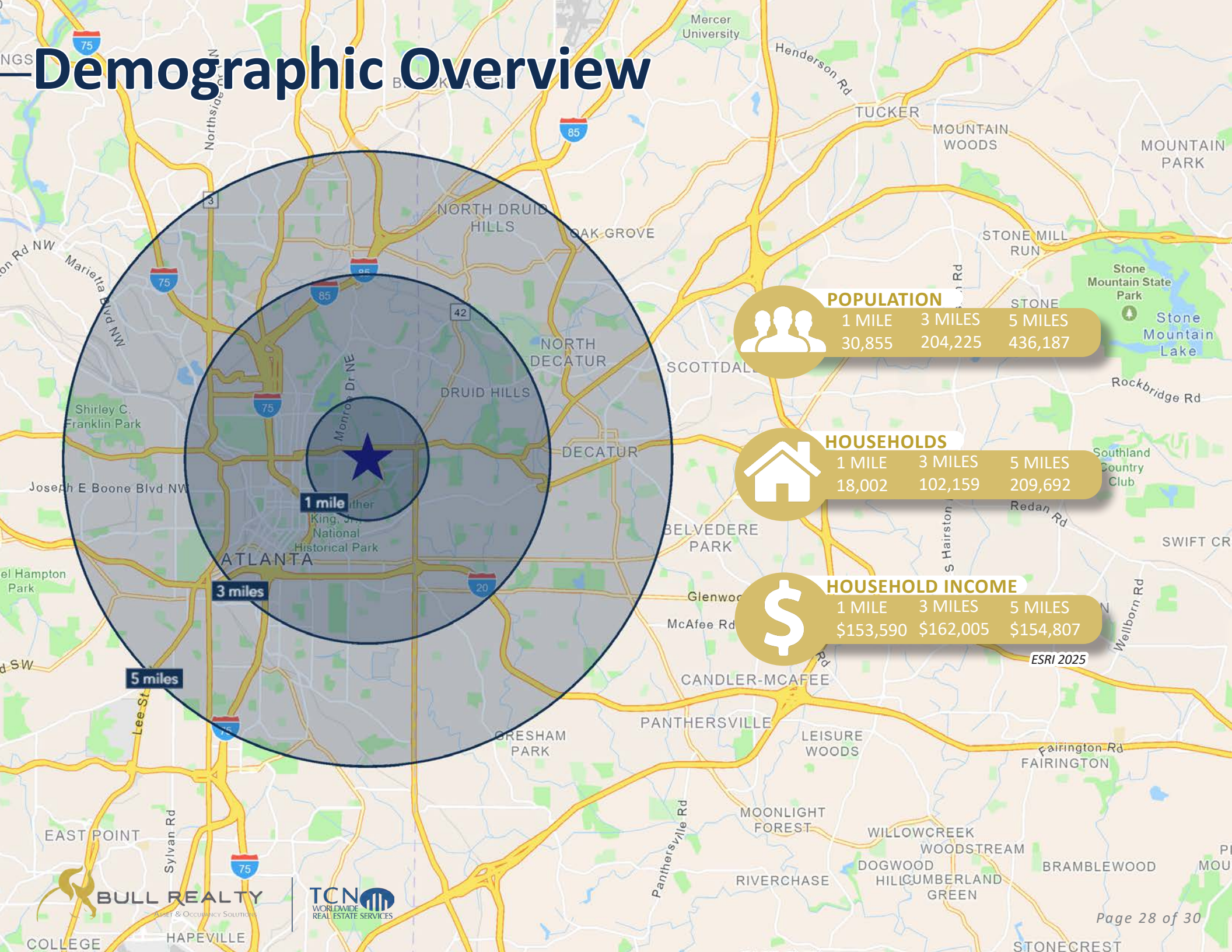


ATLANTA HAWKS | STATE FARM ARENA



ATLANTA UNITED FC | MERCEDES-BENZ STADIUM

Demographic Overview



POPULATION

1 MILE	3 MILES	5 MILES
30,855	204,225	436,187

HOUSEHOLDS

1 MILE	3 MILES	5 MILES
18,002	102,159	209,692

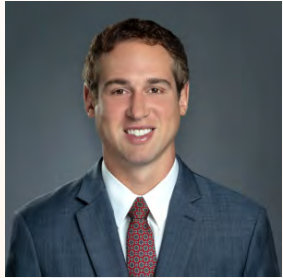
HOUSEHOLD INCOME

1 MILE	3 MILES	5 MILES
\$153,590	\$162,005	\$154,807

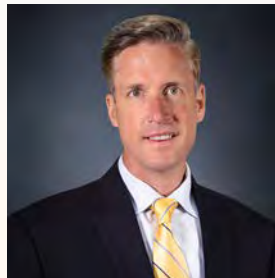
ESRI 2025



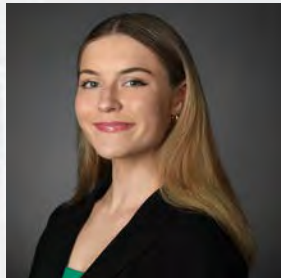
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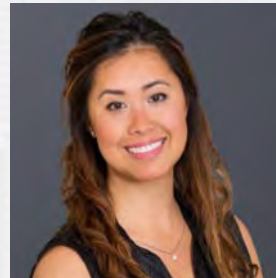
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ABOUT BULL REALTY

MISSION

To provide a company of advisors known for integrity and the best disposition marketing in the nation.

SERVICES

Disposition, acquisition, project leasing, tenant representation and consulting services.

SECTORS OF FOCUS

Office, retail, industrial, multifamily, land, healthcare, senior housing, self-storage, hospitality and single tenant net lease properties.

GLOBAL ALLIANCE

Bull Realty is a member of TCN Worldwide, an alliance of 60+ offices and 1,500 commercial real estate professionals serving more than 200 markets globally. This partnership expands the firm's reach, client access and investor relationships across the U.S. and internationally.

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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, CCIM — share market intel, forecasts and strategies. The weekly show is available to stream wherever you get your podcasts or at www.CREshow.com.

JOIN OUR TEAM

Bull Realty continues to expand through merger, acquisition and by welcoming experienced agents. The firm recently celebrated 28 years in business and, through its TCN Worldwide alliance, actively works with clients and brokers across the country.

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28
YEARS IN
BUSINESS



ATL
HEADQUARTERED IN
ATLANTA, GA



LICENSED IN
8
SOUTHEAST
STATES

