



**COLDWELL BANKER
COMMERCIAL**
METRO BROKERS

OFFERING MEMORANDUM | FOR SALE

6616 New Peachtree Road

Turnkey 5,000-Capacity Event, Sports &
Entertainment Venue

Doraville, GA 30340 | Real Estate Offering

39,676 SF • 2.875 Acres • T-5 Urban Center

OFFERED AT \$7,400,000

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Coldwell Banker Commercial Metro Brokers

Executive Summary

Coldwell Banker Commercial Metro Brokers is pleased to present 6616 New Peachtree Road, a fully built-out event, sports and entertainment venue on 2.875 acres in Doraville, Georgia. The offering is for the real estate only; the operating business, trade name and branding are not included.

The 39,676 SF building is permitted for 5,000 occupants and configured for 3,000 single seats, with a full commercial kitchen, three bars, a stage with green room, a VIP second level, and a covered entry patio. The City has approved a conditional use for an indoor performance venue hosting private ticketed events, in addition to the existing indoor recreation, restaurant and bar uses.

The property supports several paths: an owner-user can occupy a turnkey large-format venue inside the Perimeter without land acquisition, entitlement or ground-up construction; an investor can lease it to an operator; and a developer can hold 2.875 acres of T-5 Urban Center land near Doraville's new downtown.



THE OFFERING

\$7,400,000

Offering	Real estate only
Price / SF	\$186.51
Building	39,676 SF
Land	2.875 AC (survey)
Zoning	T-5 Urban Center
Occupancy	5,000 persons
Seating	3,000 single seats
Parking	144 on-site + 856 shared
APN	18 337 02 004
County	DeKalb

Property Highlights

5,000

Permitted Occupancy

3,000

Single Seats

421

Banquet Tables
(max configuration)

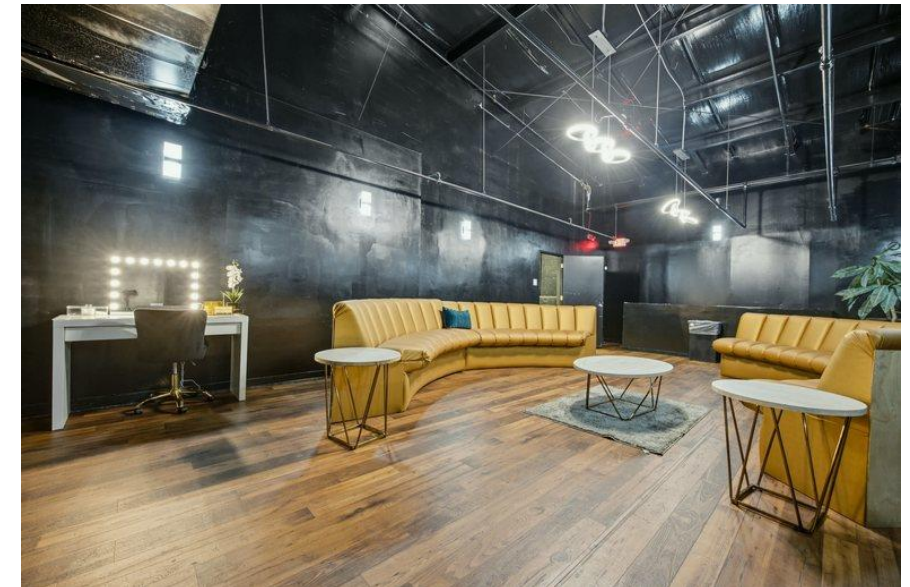
1,000

Parking Spaces
(on-site + shared)

3

Full Bars

- Turnkey operations: full commercial kitchen with hood system, three bars, stage, green room and VIP level
- Approved conditional use for private ticketed indoor performance events
- Two clear-span halls — 3,000+ and 2,000 standing — flexible for concerts, sports, banquets and worship
- Covered entry patio with string lighting and outdoor seating along New Peachtree Road
- T-5 Urban Center zoning: mixed-use flexibility and long-term redevelopment optionality
- Doraville location near I-285, Buford Highway and the Assembly Studios district



A Deep & Diverse Buyer Pool

Positioned for users who will occupy and program the venue, investors seeking a leased asset, and developers focused on the T-5 zoning.



Event, Sports & Entertainment Operators

Occupy a turnkey venue with standing, seated and banquet layouts, an indoor soccer arena, stage and three bars for concerts, leagues and ticketed events.



Faith & Assembly Users

5,000-person occupancy, 3,000 seats, stage, green room, kitchen and ~1,000 combined parking spaces for large congregations.



Investors

Acquire and lease to an event, sports or hospitality operator, with T-5 land and redevelopment optionality supporting a long-term hold.



Developers & Land Bank Buyers

2.875 acres of T-5 Urban Center land (50 u/ac base, up to 100 u/ac with bonus) near Doraville's new downtown and MARTA.



Municipal & Civic Buyers

An operating civic-scale venue in DeKalb County acquired turnkey rather than built from the ground up.



Hospitality, F&B & Production Users

Three bars, full kitchen, VIP level and stage rigging for restaurant, private-event, film and live-audience programs.

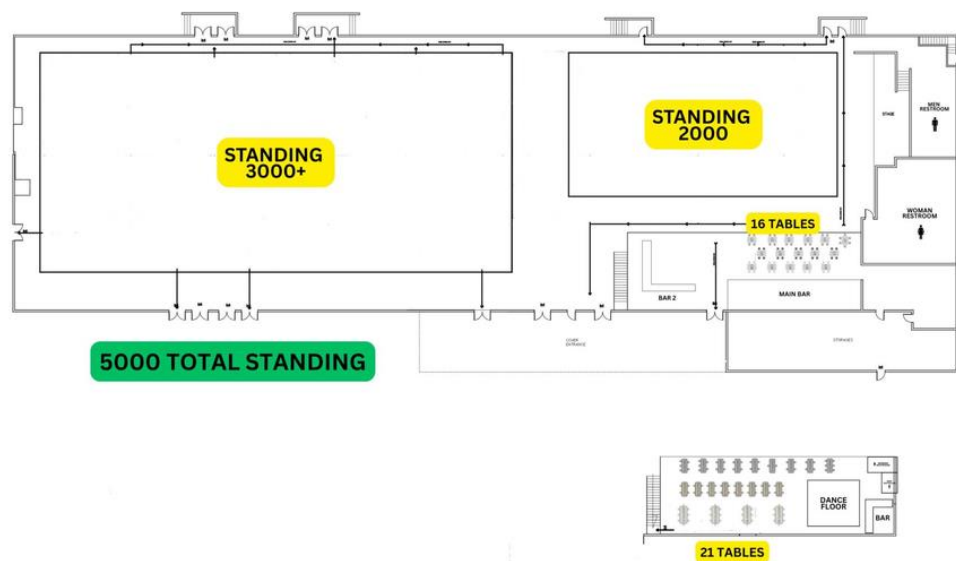
Property Details

Address	6616 New Peachtree Rd, Doraville, GA 30340
Parcel (APN)	18 337 02 004 DeKalb County
Land Area	±125,235 SF 2.875 acres (per survey)
Building Size	39,676 SF
Building Type	Single-story metal building with VIP mezzanine
Zoning	T-5 Urban Center, City of Doraville
Approved Uses	Indoor recreation, restaurant, bar; conditional use for indoor performance venue (private ticketed events)
Occupancy / Seating	5,000 persons 3,000 single seats 421 tables max
Food & Beverage	Full commercial kitchen with hood; main bar, bar 2, VIP bar
Performance	Stage with lighting rig and line-array audio; green room
Parking	144 on-site + 856 via shared parking agreements
Frontage / Access	New Peachtree Road; multiple entrances plus covered entry patio



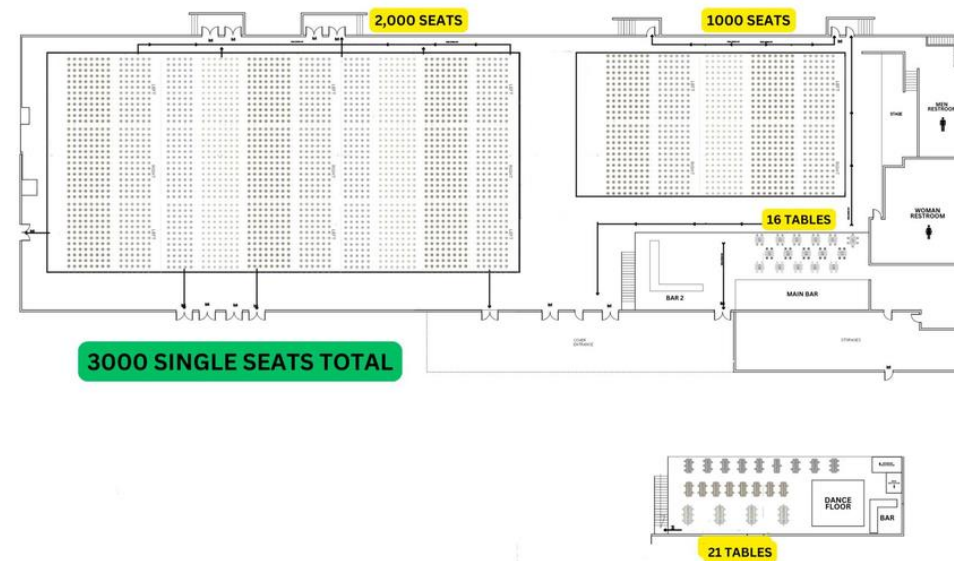
Flexible Venue Configurations

STANDING MAP



STANDING | 5,000 total (3,000+ main hall, 2,000 second hall)

SINGLE SEATS MAP



SEATED | 3,000 single seats (2,000 + 1,000)

421

$$288 + 96$$

16

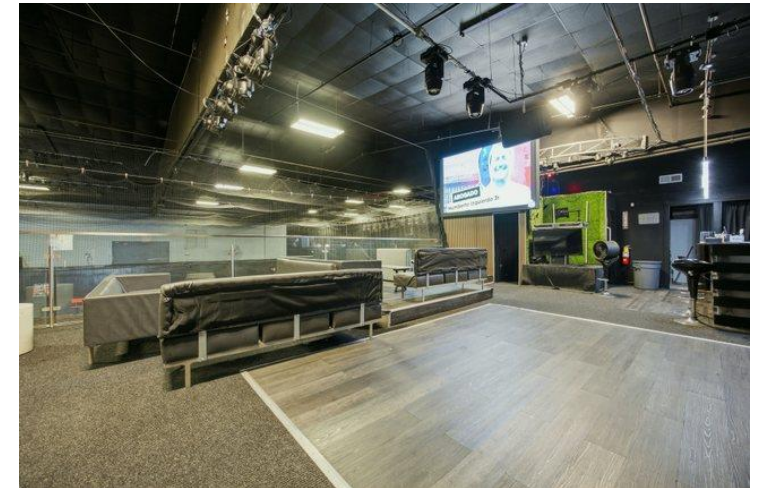
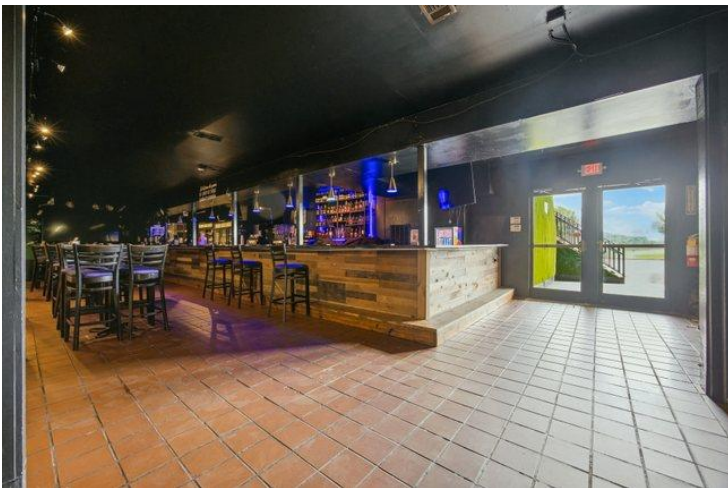
21

Tables on the VIP second level with dance floor & bar

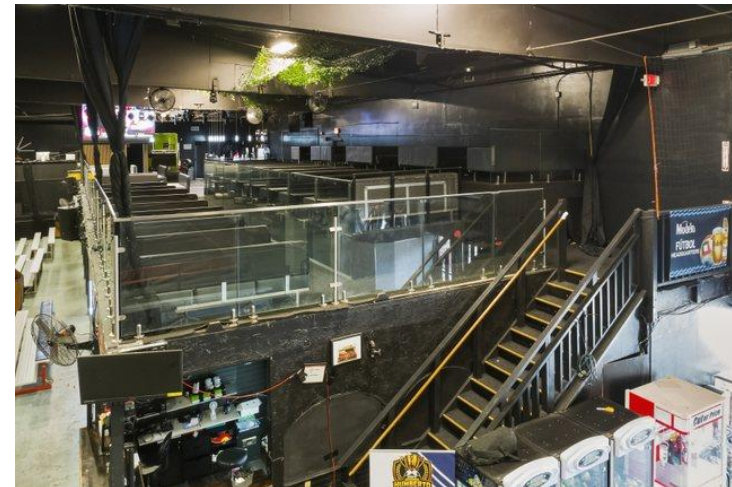
TABLES MAP

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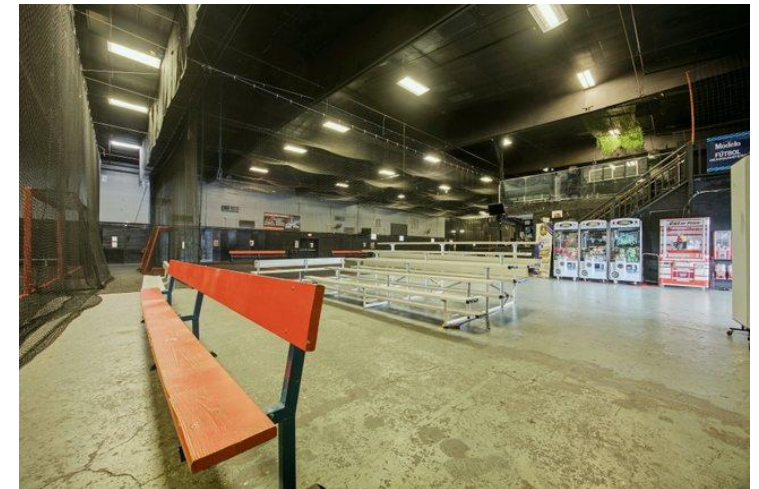
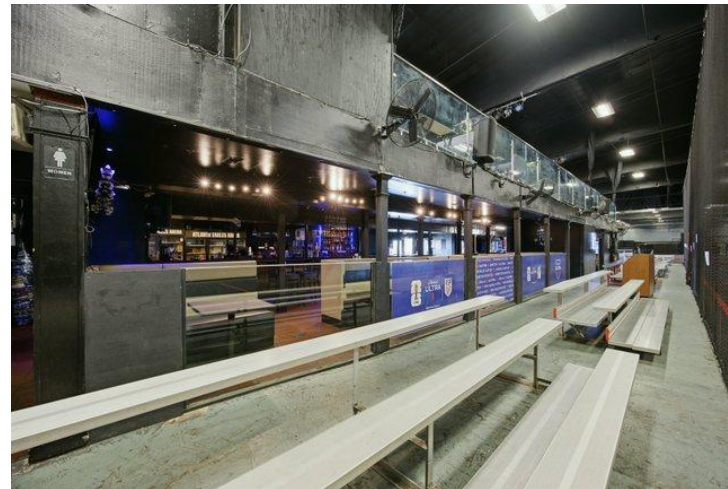
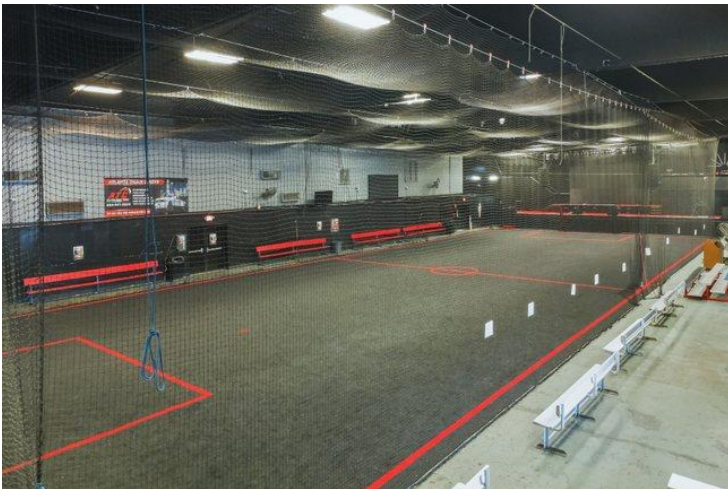
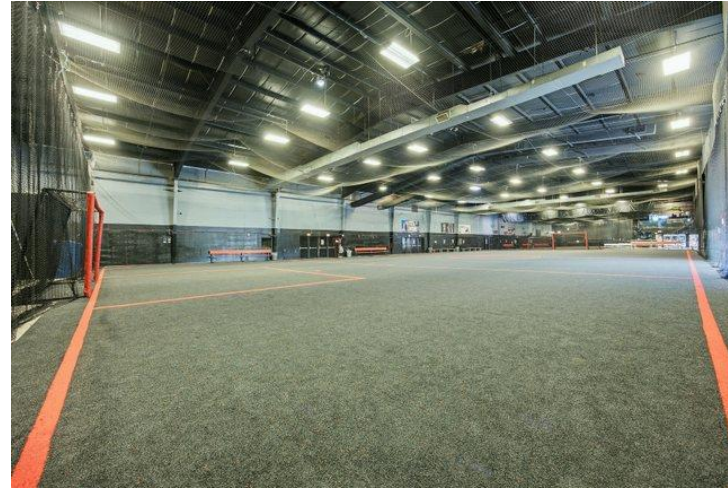
Bars, Lounges & Kitchen



Stage, VIP Level & Green Room



Arena Floor & Spectator Areas



Exterior & Covered Entry Patio



Aerial Overview

- 2.875 acres with wraparound surface parking
- Frontage on New Peachtree Road
- Parallel to Peachtree Industrial Blvd
- Rail right-of-way buffers the rear of the site



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Site Survey

125,235 SF

Total land area

2.875 AC

Per boundary survey

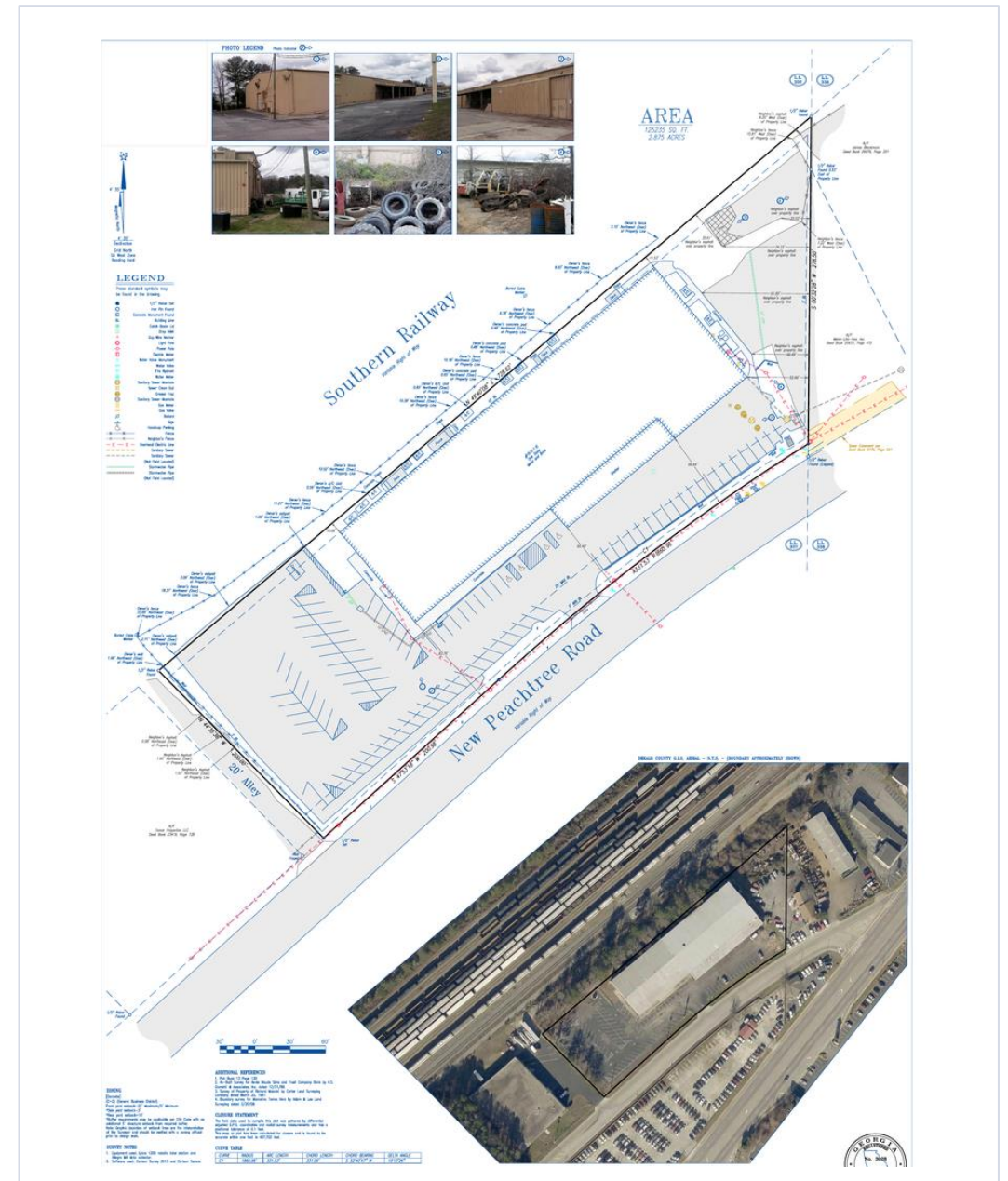
144

Striped on-site spaces

856

Additional spaces via shared parking agreements

- Frontage on New Peachtree Road with rail right-of-way at the rear
- Large surface lot wraps the building for event parking and staging
- Boundary survey dated 2/28/20; buyer to obtain updated survey



T-5 Urban Center Zoning

The City of Doraville's T-5 Urban Center district permits a broad mix of commercial and residential uses, subject to City requirements — giving the venue a flexible zoning foundation and long-term optionality.

50 Units / acre base density **≈ 143 units**

100 Units / acre with density bonus **≈ 287 units**

6 Stories maximum height

Unit counts are preliminary, based on 2.875 acres. Density bonus applies only when code requirements are met and approved. Buyer to verify conditional use permit terms, licenses and transfer requirements with the City of Doraville.



Doraville, Georgia



Assembly Studios District

Gray Media's studio and mixed-use campus on the former GM plant site, including a live-audience stage and a new park bandshell hosting public events.



Regional Access

Frontage on New Peachtree Road, parallel to Peachtree Industrial Blvd, with convenient access to I-285, I-85 and Buford Highway.



Transit

Doraville MARTA station, the northern terminus of the Gold Line, serves the surrounding district.



Buford Highway Corridor

Metro Atlanta's international dining and retail corridor — a deep, established audience for sports, music and cultural events.



Residential Growth

New multifamily nearby, including Greystar's 300-unit Marlowe Chamblee and the 340-unit Chamblee City Center.



Down the Street: Doraville City Center



3760 Park Avenue | Doraville, GA 30340

- Doraville's new downtown on 13 city-owned acres between New Peachtree Road and Buford Highway, adjacent to the Doraville MARTA station
- The People's Building will house City Hall, a public library, creator studios, two rooftop private-event spaces and ground-floor restaurants facing a new town green
- Master developer Kaufman Capital Partners, with McMillan Pazdan Smith (architect) and Choate Construction (GC)
- Located down New Peachtree Road from the subject — adding dining, nightlife and residents to the venue's immediate trade area

13 AC

City-owned downtown site

30,000 SF

People's Building civic hub

2028

Targeted completion

Rendering: City of Doraville / Kaufman Capital Partners. Conceptual; subject to change.

Doraville Town Center Master Plan



PLANNED PROGRAM

±425

Multifamily units across two mixed-use buildings

±100

Key boutique hotel

±34,500 SF

Ground-floor mixed-use space

±22,000 SF

Additional retail & restaurant pads

±10,000 SF

Public lawn, plus Doraville multi-use trail



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ABOUT THE BROKER

Jelani Linder began his real estate career in 2014 and has been involved in more than \$200 million in commercial transactions representing owners, investors, developers and builders across Metro Atlanta and the Southeast.

He holds a Master's in Urban Planning from the University of Georgia and is licensed in Georgia, Florida, Tennessee and Alabama. He specializes in commercial investment sales across Metro Atlanta and the Southeast.

Confidentiality & Disclaimer



This Offering Memorandum has been prepared by Coldwell Banker Commercial Metro Brokers solely for the use of prospective purchasers in evaluating 6616 New Peachtree Road, Doraville, GA 30340. The offering is for the real estate only; the operating business, trade name, branding and goodwill are not included. Inclusion of any furniture, fixtures and equipment is subject to the purchase agreement. This memorandum does not purport to be all-inclusive or to contain all information a prospective purchaser may require.

Information has been obtained from sources believed reliable but has not been verified and is not guaranteed. Building size, land area, occupancy, seating, parking, zoning, permitted uses and conditional use approvals should be independently confirmed. Prospective purchasers must verify permit conditions, operating and alcohol licenses, shared parking agreements and transfer requirements with the City of Doraville and applicable parties.

The owner and broker reserve the right to withdraw the property from the market, change the offering terms, or reject any offer without notice. By accepting this memorandum, the recipient agrees to keep its contents confidential and not to distribute it without the prior written consent of Coldwell Banker Commercial Metro Brokers.