

1170 OLD COVINGTON HWY

ATLANTA | ROCKDALE-CONYERS

Note: Property boundary dimensions shown are approximate



Area Drone Video and Site Photography Available upon Request

LAND DEVELOPMENT OPPORTUNITY (SITE FOR LEASE OR PURCHASE)

INVESTMENT & PROPERTY SUMMARY

Marcus & Millichap is pleased to exclusively present 1170 Old Covington Hwy (“The Property/Site/Asset”), a MXD zoned land opportunity in Rockdale County-Conyers, Georgia. 1170 Old Covington Hwy consists of 5 acres, with the current owner reserving 4.25 acres for lease or purchase. The Property can be leased or sold as a single parcel, or, subdivided and sold separately upon request. The Site is approximately 24 miles east of the Atlanta CBD, and stands to receive the positive benefits associated with upcoming global events, such as the 2026 World Cup and Superbowl 2028. The Asset is located on Old Covington Highway, representing a 5-10 minute drive to Interstate-20, contingent upon traffic conditions.

The section of I-20 nearest The Property boasts an annual average daily traffic count of 120,951. The City of Conyers promotes itself as “the perfect blend of small town charm and big city experiences” - offering a wide array of historic sites, diverse eateries, retail centers, lodging and social events. 1170 Old Covington Hwy is conveniently located next to Old Town Conyers Entertainment District, where residents dine at popular and local restaurants such as Iron Skillet Southern Kitchen or Virgil’s Gullah Kitchen & Bar.

This is a well positioned site for developers seeking to capitalize on the economic development activity currently taking shape across Rockdale County, as well as a rapidly growing family-oriented environment with a rich and culturally diverse history.

INVESTMENT HIGHLIGHTS



Close proximity to I-20 (approx. 5-10 minute drivetime)



4.25 acres available – land can be subdivided upon request



Potential for site improvements contingent upon lease terms



Currently zoned MXD by City of Conyers allowing for a variety of uses



PROPERTY DESCRIPTION

Recorded Address Legal Description	1170 SE Old Covington Hwy N/ Side Old Covington Hwy
Parcel Number	C290010010
Acres	5 (4.25 for offering)
Property Type	Land
Price/Acre	Available upon request
Water & Sewage	Public
Utilities	Electric/Gas
Topography	Level
Drainage	Good
Parcel Road Access	Paved

1170 Old Covington Hwy offers a variety of approved uses, including*:

- Multi-family/ single-family townhomes
- Assisted living facility/hospice/ retirement home/skilled nursing home
- Hotel (no limit on rooms)
- Office (medical & non-medical)
- Micro-brewery/ micro-distillery
- Appliance/ electronics/ furniture rental
- Bank/ financial institution
- Apparel store (general retail)
- Convenience store/ general
- Restaurant (full & limited service)

*Please check with City of Conyers for approved uses

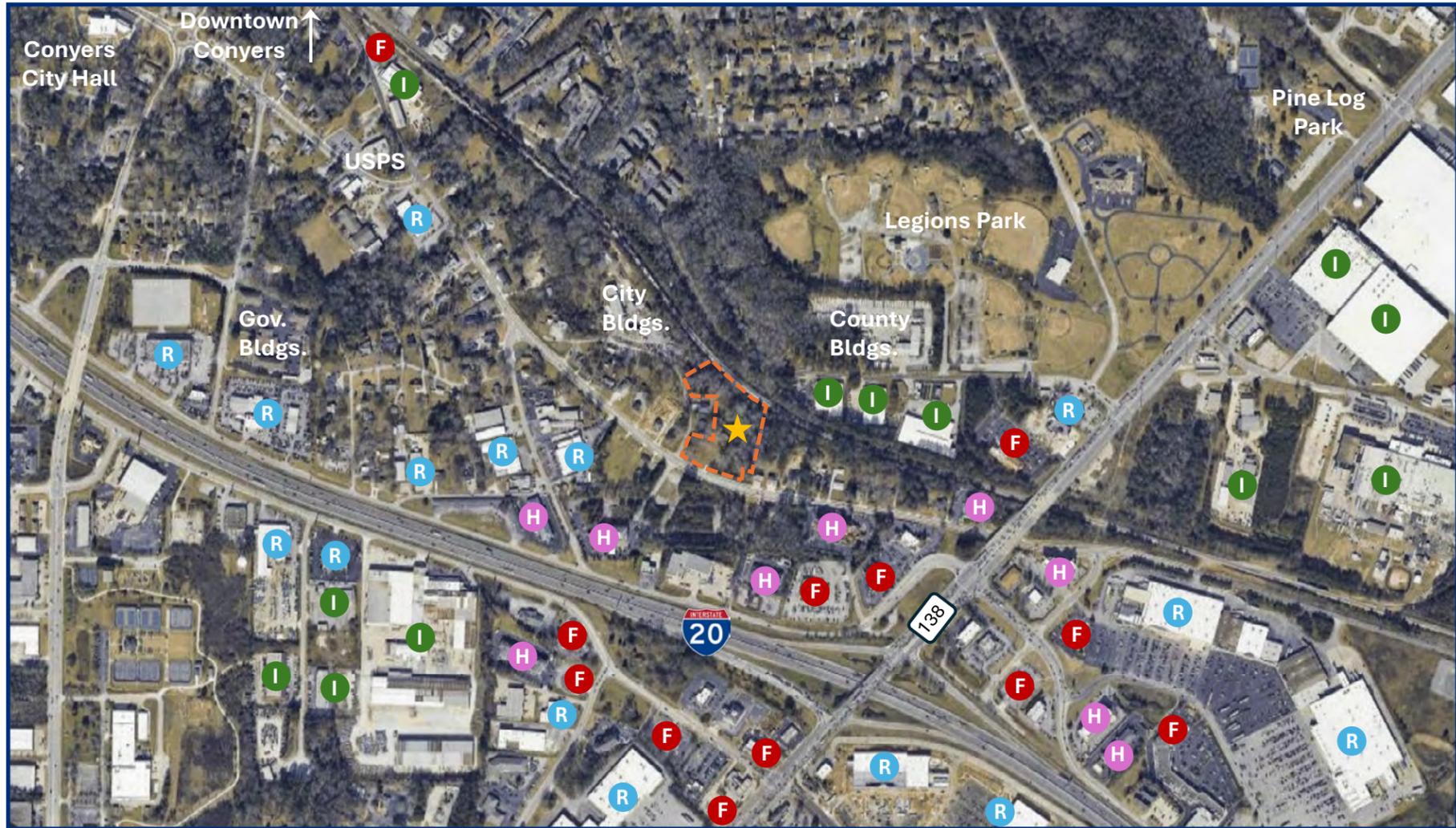
1170 OLD COVINGTON: SITE IMAGERY



1170 OLD COVINGTON: SITE IMAGERY



1170 OLD COVINGTON: AREA MAP

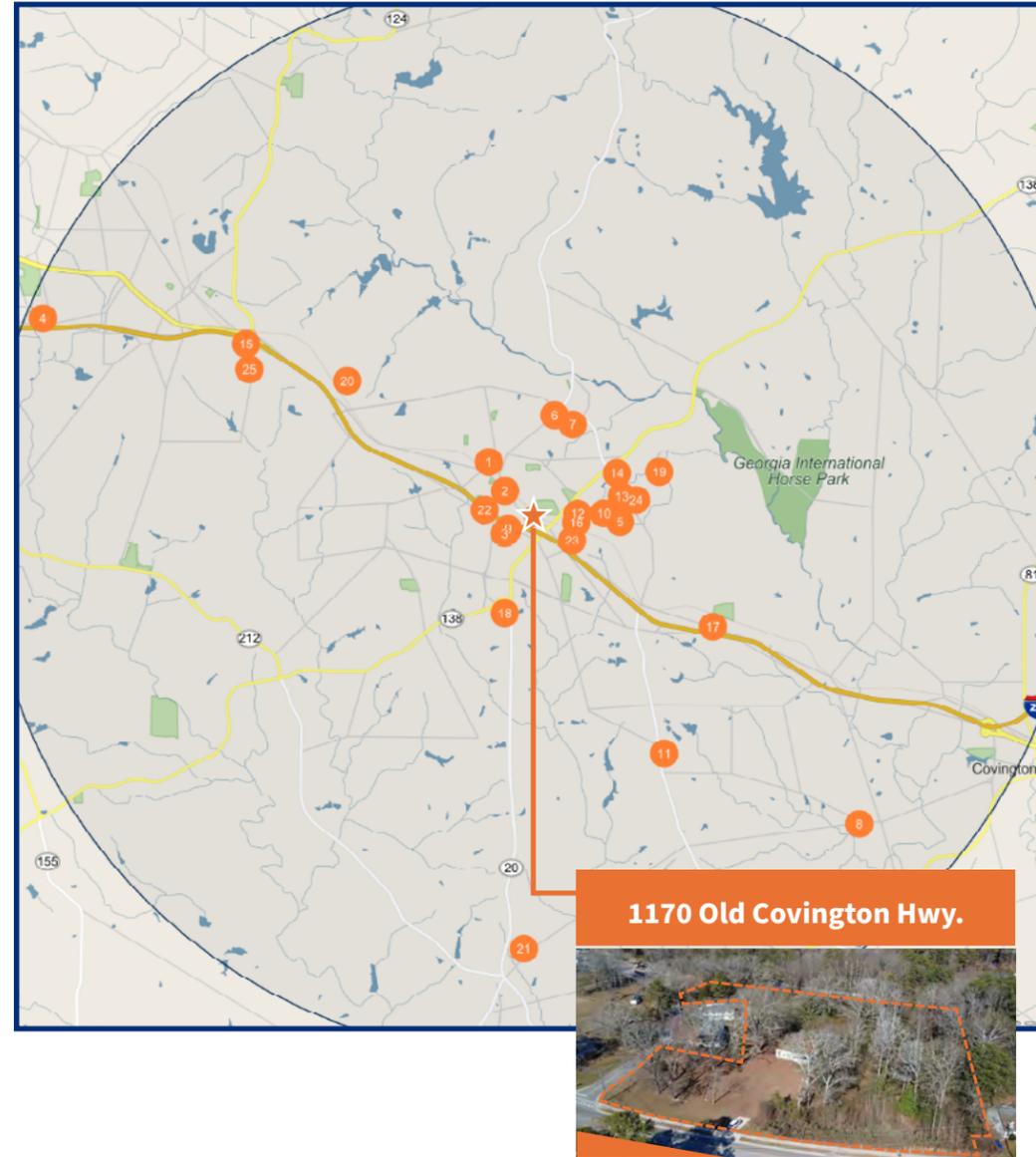


Imagery: 2026 Aribus, Maxar Technologies

Note: Property boundary dimensions shown are approximate

- F Food & Beverage
- H Hotel
- R General Retail
- I Industrial

1170 OLD COVINGTON: MAJOR EMPLOYERS



Major Employers		Employees
1	Rockdale County Board Educatn-	2,400
2	Serta Inc-	1,480
3	County of Rockdale-Technology Services Department	1,022
4	Emory Healthcare Inc-Dekalb Med Ctr At Hillandale	946
5	Hill Phoenix Inc-Hillphoenix	840
6	Rockdale Medical Center Inc-	800
7	Rockdale Medical Center Inc-	800
8	Fresenius Medical Care North-	578
9	Drivetime Car Sales Co LLC-	499
10	Pratt (jet Corr) Inc-Pratt Industries	450
11	Alcon Vision LLC-	421
12	Solo Cup Operating Corporation-	414
13	Clarke Harland Corp-	400
14	Pratt (jet Corr) Inc-Pratt Industries USA	379
15	Brinker International Inc-Chilis	357
16	Golden State Foods Corp-Golden States Foods	350
17	Southeast Connections LLC-	340
18	Publix Super Markets Inc-Publix	305
19	Bonanza Productions Inc-	277
20	Volume Transportation Inc-	250
21	Snapping Shoals Eic Tr Inc-SNAPPING SHOALS ELECTRIC MEMBE	250
22	Madison Industries Inc Georgia-	250
23	Walmart Inc-Walmart	248
24	Hill Phoenix Inc-AMS Group - Audubon	234
25	Gmri Inc-Olive Garden	234

Source: M&M Research, CoStar Research

ROCKDALE COUNTY: A DIVERSE & FAMILY-ORIENTED DESTINATION

Rockdale County & The City of Conyers (the county seat - and only incorporated city in Rockdale) have a rich history, beginning with indigenous peoples like the “Mound Builders” and later, the Creek and Cherokee Nations. European settlers arrived in the early 1800s, establishing communities and paving the way for the railroad and the founding of Conyers Station, incorporated in 1854. The arrival of the railroad spurred growth despite challenges such as fires and threats during Sherman’s March. Rockdale County was established in 1870, named for its granite. By the late 1800s, Conyers had become a thriving town with notable residents and amenities. Milstead, once a prosperous mill village, retains historic landmarks even after its mills closed.

Landmarks like the Monastery of the Holy Spirit and the Conyers Depot reflect the town’s heritage. The completion of Interstate 20 in the 1960s accelerated economic and population growth. International attention came during the 1996 Olympics, when the area hosted major sporting events. Today, Rockdale County has over 90,000 residents and Conyers exceeds 15,000, with a diverse population that blends rural roots with urban development and a strong sense of community.

96,381 Total Population

40 Median Age

62% with some college, associates, bachelors, or graduate level degree

\$78,400 Median HH income

Source: Esri, 2024, NAR Real Property Resource



Cherokee Run Golf Club

ROCKDALE COUNTY



Panola Mountain State Park



Georgia International Horse Park



DeCastro Mountain Bike Trailhead



Randy Poynter Lake

DC BLOX Data Center Campus

DC BLOX is constructing a massive, multi-billion dollar hyperscale-ready data center campus in Conyers to support regional digital infrastructure needs, with the first phase already anchored. It includes a 30MW building and an 80MW building, with capacity for further expansion.

DC BLOX has expectations to hire local labor during construction, support locally owned businesses, and create long-term jobs that generate even more indirect employment in Rockdale County.

Source: DCBlox.com



Infrastructure & Transportation Projects

The Atlanta Regional Commission (ARC) has allocated \$38 million in federal and state funds through 2028 for Rockdale County transportation projects. Key initiatives include the \$4.8M Honey Creek Road Bridge replacement, Green Street sidewalks, and a 5.5-mile Rockdale River Trail extension.

Source: Atlantaregional.org



Acuity Brands Expansion

Acuity Brands, a Georgia-based global leader in lighting solutions for indoor and outdoor applications, will expand its operations, creating 700 jobs and investing more than \$16 million into DeKalb and Rockdale counties over the next five years. Acuity Brands is committed to building a world-class engineering and technology center at a site it owns in Decatur, GA and will also invest in facility upgrades at its complex in Conyers, GA.

Source: Georgia.org



Lewis-Vaughn Botanical Garden

- Lewis-Vaughn Botanical Garden, adjacent to the Pavilion in Olde Town Conyers, is being transformed into a new gathering and community space called Celebration Park. Construction is expected to be complete in late spring of 2026

Source: Conyers Convention & Visitors Bureau

ECONOMIC INCENTIVES TO FUEL GROWTH ACROSS ROCKDALE

The Development Authority of Rockdale County (DARC) offers a variety of economic incentives to organizations interested in moving to or expanding within the market:

- 1. Residential development:** DARC will act as the Issuer of a developer's tax-exempt bonds. The income on these bonds are not subject to taxation by the IRS and, therefore, carry lower interest rates and represent a lower cost of capital.
- 2. Tax abatement:** working with local government, DARC will negotiate the abatement or postponement of payment of local property taxes. This is accomplished by DARC issuing taxable bonds for the development of a project and acting as owner of the completed project while leasing the property back to the company. As owners, DARC is not subject to property taxation. This saving is passed along to the company for a negotiated period of time.
- 3. Support from local approval entities:**
 - Through DARC, local approval processes may be expedited—saving money and time during the development process.
 - DARC may also negotiate waiver or discounts on certain local fees (permitting, impact, utilities, etc.).
- 4. Special financing:** DARC can serve as Issuer and Structuring Agent for Tax Allocation District ("TAD") financing.



State and local incentives:

- **QuickStart Employee Training** is the number one workforce training program in the country. QuickStart develops and delivers fully customized, strategic workforce solutions for qualified companies investing in Georgia. Services include Pre-employment assessment, customized post-employment and job-specific training, strategic and customized workforce consultation.
- **Retraining Tax Credits:** mitigates the cost of retraining existing employees so that companies can realize the full value of eligible new technology investments.
- **Investment Tax Credits:** Rockdale County qualifies as one of the counties in Georgia eligible to provide an investment tax credit of from 1% to 5% for certain companies which invest at least \$100,000 in a new or existing manufacturing or telecom facility in Rockdale County.
- **Job Creation Tax Credits:** New and expanding companies may earn Job Tax Credits for creating new jobs in Rockdale County. These credits can effectively eliminate a company's corporate income tax liability and, possibly reduce the company's payroll withholding obligations.
- **Quality Jobs Tax Credit:** Companies may be eligible for Quality Jobs Tax Credits (QJTC's) if they create and maintain net new jobs that pay at least 110% of the county's average wage. The QJTC value ranges from \$2,500 to \$5,000 per job, per year, for up to five years.
- **Tax Exemptions:** Rockdale offers state sales and use tax exemptions on a wide range of expenditures that manufacturing facilities are already making for their operations including for inventory. In addition, we also provide certain tax exemptions for data centers, high tech companies and for distribution centers.



Sweet Treat Depot



North Georgia Live Steamers



Monastery of the Holy Spirit

Conyers promotes itself as “the perfect blend of small town charm and big city experiences” - the city offers a wide array of historic sites, diverse eateries, retail centers, lodging and social events



South Rockdale Community Park



Virgil's Gullah Kitchen & Bar



Filmed in the South Tours

Among the many movies and television shows filmed in Conyers in recent years, here are a few noteworthy mentions:

- Alvin & The Chipmunks 4
- Coat of Many Colors
- Goosebumps
- Joyful Noise
- Miracles from Heaven
- Sweet Home Alabama
- Ozark
- Stranger Things
- The Gifted
- The Resident
- The Dukes of Hazard
- In The Heat of the Night

ROCKDALE MARKET DRIVERS

AREA SNAPSHOT FOR THE MULTI-HOUSING DEVELOPER

\$1,451
Market Rent/ Unit

86.5%
Occupancy

7.69%
5 YR Projected
Asking Rent Growth

\$334.3K
Median Est.
Home Value



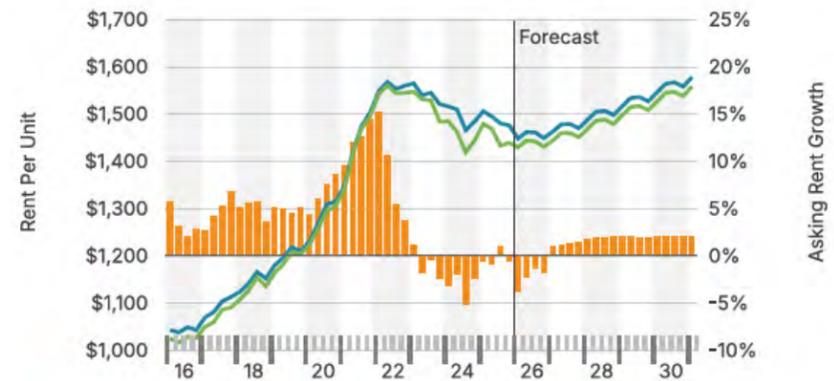
Average HH Income	\$102,590
Average Disposable Income	\$77,350
Population Growth 5 Yrs (20-29)	7.3%
Population Growth 5 Yrs (30-39)	7.9%
Population Growth 5 Yrs (40-54)	-1.8%
Population Growth 5 Yrs (55+)	13.8%

The Rent Reset: Multi-housing Rents Are Bottoming Across Rockdale County

Market Asking Rent Per Unit



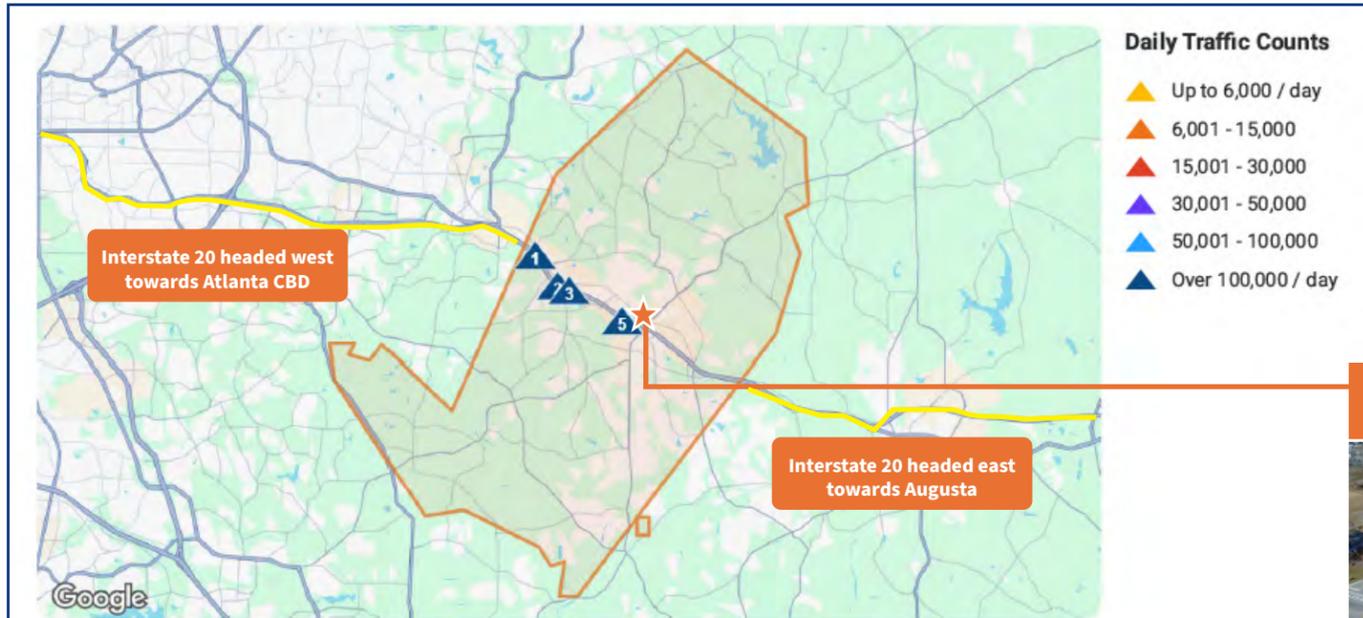
Market Rent Per Unit & Rent Growth



■ Rent Growth Y/Y ■ Asking Rent Per Unit ■ Effective Rent Per Unit

Source: M&M Research, CoStar Research, NAR Real Property Resource

Rockdale County Traffic Report



Traffic Counts by Highest Traffic Count

Rank	Count	Location	2025 Est. daily traffic counts
1	132,046	Purple Heart Highway Cross: Abbott Rd Cross Dir: NW Distance: 0.18 miles	132,000 AADT (2023), 132,000 AADT (2022), 131,000 AADT (2019), 122,000 AADT (2018)
2	126,508	I- 20 Cross: Smyrna Rd Cross Dir: W Distance: 0.03 miles	108,700 AADT (2005), 115,010 AADT (2003), 92,800 AADT (2002), 91,800 AADT (2001)
3	121,808	Purple Heart Highway Cross: Blacklawn Rd SW Cross Dir: SE Distance: 0.31 miles	122,000 AADT (2023), 122,000 AADT (2022), 119,000 AADT (2019), 111,000 AADT (2018)
4	120,951	Purple Heart Highway Cross: Scott St SE Cross Dir: E Distance: 0.05 miles	120,000 AADT (2023), 116,000 AADT (2019)
5	120,951	Purple Heart Highway Cross: Scott St SE Cross Dir: E Distance: 0.05 miles	120,000 AADT (2022), 108,000 AADT (2018)

AADT - Annual Average Daily Traffic ADT - Average Daily Traffic AWDT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

DEMOGRAPHICS: 3-6-9 MILE RADIUS FOR 1170 OLD COVINGTON

POPULATION PROFILE	3 Miles	6 Miles	9 Miles
Population By Age			
2025 Estimate	37,428	115,670	235,177
0 to 4 Years	6.1%	5.7%	5.8%
5 to 14 Years	14.1%	13.6%	13.8%
15 to 17 Years	4.9%	4.9%	4.9%
18 to 19 Years	3.0%	2.9%	3.1%
20 to 24 Years	6.6%	6.7%	6.7%
25 to 29 Years	6.7%	6.4%	6.3%
30 to 34 Years	6.9%	6.5%	6.5%
35 to 39 Years	6.3%	6.2%	6.2%
40 to 49 Years	12.2%	12.8%	13.0%
50 to 59 Years	12.8%	13.9%	13.8%
60 to 64 Years	5.9%	6.2%	6.2%
65 to 69 Years	4.7%	5.0%	4.9%
70 to 74 Years	3.8%	4.0%	3.8%
75 to 79 Years	2.8%	2.7%	2.5%
80 to 84 Years	1.6%	1.5%	1.4%
Age 85+	1.7%	1.2%	1.1%
Median Age	37.0	38.0	37.0

POPULATION PROFILE	3 Miles	6 Miles	9 Miles
Population 25+ by Education Level			
2025 Estimate Population Age 25+	24,442	76,554	154,365
Elementary (0-8)	3.3%	3.6%	3.5%
Some High School (9-11)	8.3%	6.0%	6.2%
High School Graduate (12)	27.5%	28.3%	29.3%
Some College (13-15)	23.7%	24.4%	23.1%
Associate Degree Only	8.6%	8.6%	9.3%
Bachelor's Degree Only	18.7%	18.0%	17.2%
Graduate Degree	9.9%	11.2%	11.5%
HOUSING UNITS			
Occupied Units			
2030 Projection	15,485	46,876	94,684
2025 Estimate	14,878	45,188	91,592
Owner Occupied	7,412	27,765	57,085
Renter Occupied	6,375	14,665	29,352
Vacant	1,134	2,723	5,202
Persons in Units			
2025 Estimate Total Occupied Units	13,743	42,465	86,390
1 Person Units	26.0%	24.3%	24.5%
2 Person Units	29.2%	30.2%	30.2%
3 Person Units	18.4%	18.7%	19.1%
4 Person Units	13.0%	13.3%	13.0%
5 Person Units	7.9%	7.9%	7.8%
6+ Person Units	5.4[No Title]	5.5%	5.4%

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INVESTMENT ADVISORS

JUSTIN CAUDILL

Associate Investments

678.808.2745

justin.caudill@marcusmillichap.com

GA #443241

CURTIS EDGAR

Associate Investments

678.808.2758

curtis.edgar@marcusmillichap.com

GA #438778

JOHN LEONARD

Senior Managing Director

678.808.2750

Broker of Record

GA #252904

Marcus & Millichap