

# OFFERING MEMORANDUM

## 200 PEACHTREE STREET – HISTORIC MIXED USE

200 Peachtree Street NW, Atlanta, GA 30303



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Atlanta, GA 30328

# Executive Summary

Sale Price

**\$58,000,000**

## Offering Summary

Occupancy:	69%
Current NOI:	\$2,433,515
Current Cap:	4.20%
Fully Leased NOI:	\$4,050,950
Fully Leased Cap Rate:	6.98%
Building Size:	165,848 SF
Lot Size:	4.07 Acres
Year Built:	1927

## Property Highlights

- Lower three floors of the former Macy's department store - top floors are separately owned by a data center company
- Ideally positioned in the heart of downtown Atlanta—one of the Southeast's most densely populated urban cores.
- Generates strong income from existing event operations, multiple restaurants on Peachtree Street, along with value-add lease-up potential.
- Versatile layout suitable for event, office, retail, or showroom use
- Direct MARTA access and walkable to 5,000+ hotel rooms, convention centers, and major attractions
- Built-out spa/salon space for lease directly adjacent to the 1,000+ room Westin Hotel, an ideal opportunity as the hotel does not offer an on-site spa.
- Iconic historic architecture complemented by modern infrastructure upgrades
- Walkable to Georgia State University and situated in Atlanta's entertainment and business district



## Property Description

200 Peachtree is a landmark mixed-use property located in the heart of Downtown Atlanta. This historically significant asset offers investors a rare opportunity to acquire a stabilized income-producing property with long-term value-add potential. Originally the flagship Davison's/Macy's department store, the building has been meticulously restored, blending iconic Beaux-Arts architecture with modern infrastructure and functionality.

The property features a mix of high-end event venues, street level restaurants directly on Peachtree Street, creative office suites, and a vacant spa, creating a wide ranges of tenants and uses. Positioned along the high-visibility Peachtree Street corridor, with MARTA train access across the street, the Southern Exchange benefits with unmatched walkability to major demand drivers including the Westin Peachtree Plaza, Mercedes-Benz stadium, Centennial Olympic Park, and Georgia State University. With increasing demand driven by Downtown Atlanta's growth in tourism, residential, and commercial sectors, Southern Exchange represent the opportunity to own a unique legacy asset.

# Atlanta, Georgia



#1

Busiest Airport in  
the World



16

Fortune 500  
Headquarters



Top 5

U.S. Convention  
& Tourism  
Market

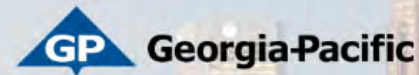


#1

Largest Public  
University in  
Georgia

*Atlanta, Georgia is the Southeast's economic powerhouse, home to the world's busiest airport, 16 Fortune 500 headquarters, and one of the most diverse, high-growth economies in the U.S. A top-tier destination for global business, Atlanta offers exceptional connectivity, a skilled workforce, and pro-growth fundamentals that continue to attract Fortune companies, investors, and innovators alike.*

## Corporate Headquarters & Major Employers



Federal Reserve  
Bank of Atlanta



Mercedes-Benz



# Peachtree Level – Left Side



# Peachtree Level – Center



# Peachtree Level – Right Side



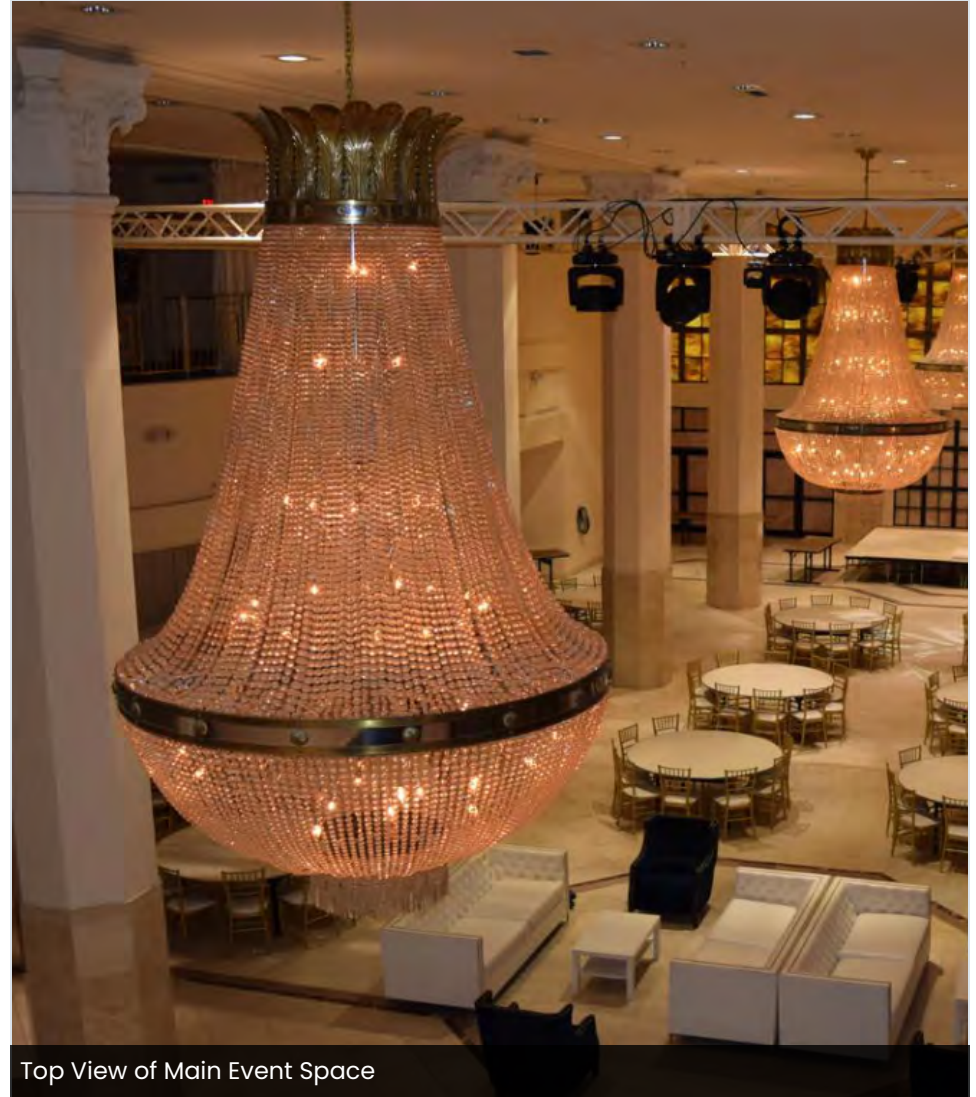
# Peachtree Level – Event Spaces



# Top Floor



Top Floor Terrace - Looking Down into Main Event Space on Peachtree Street

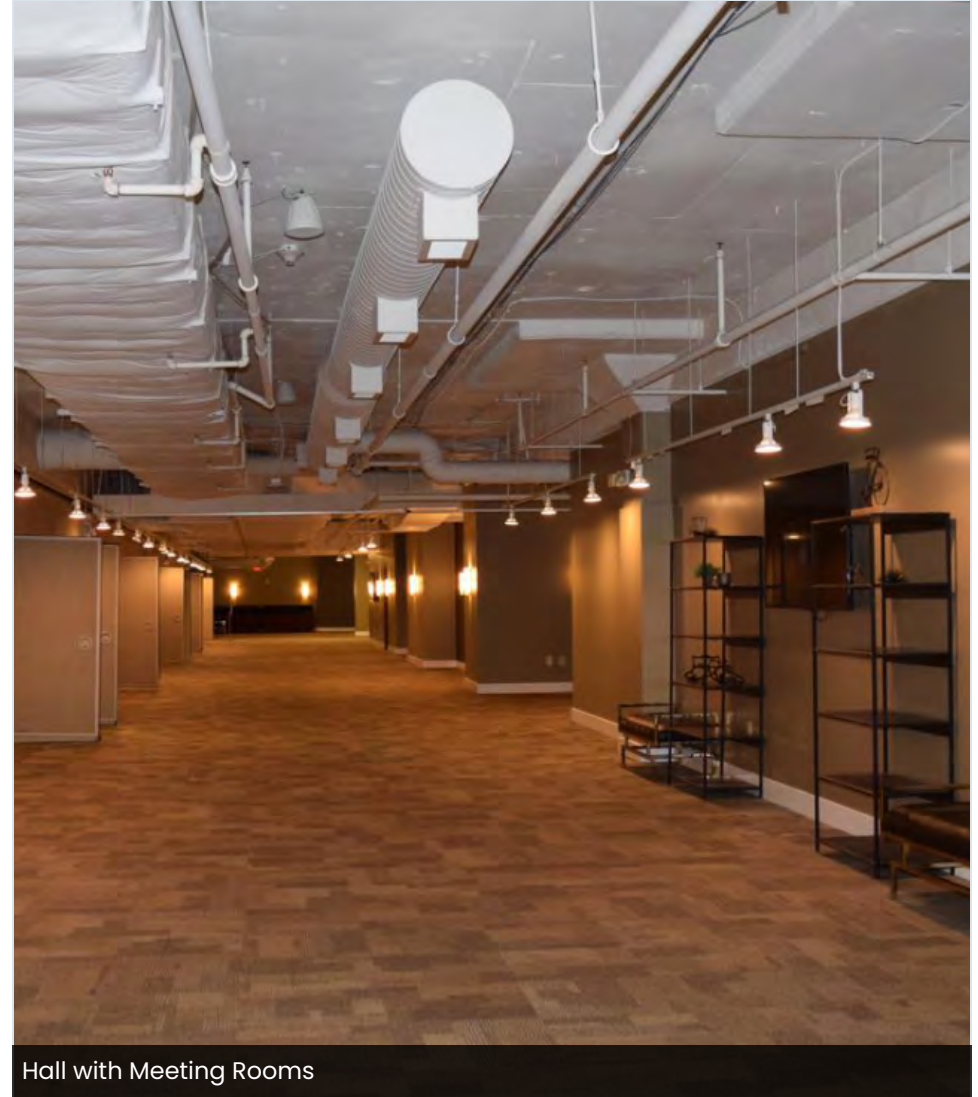


Top View of Main Event Space

# Top Floor



Conferences Rooms - Movable Walls

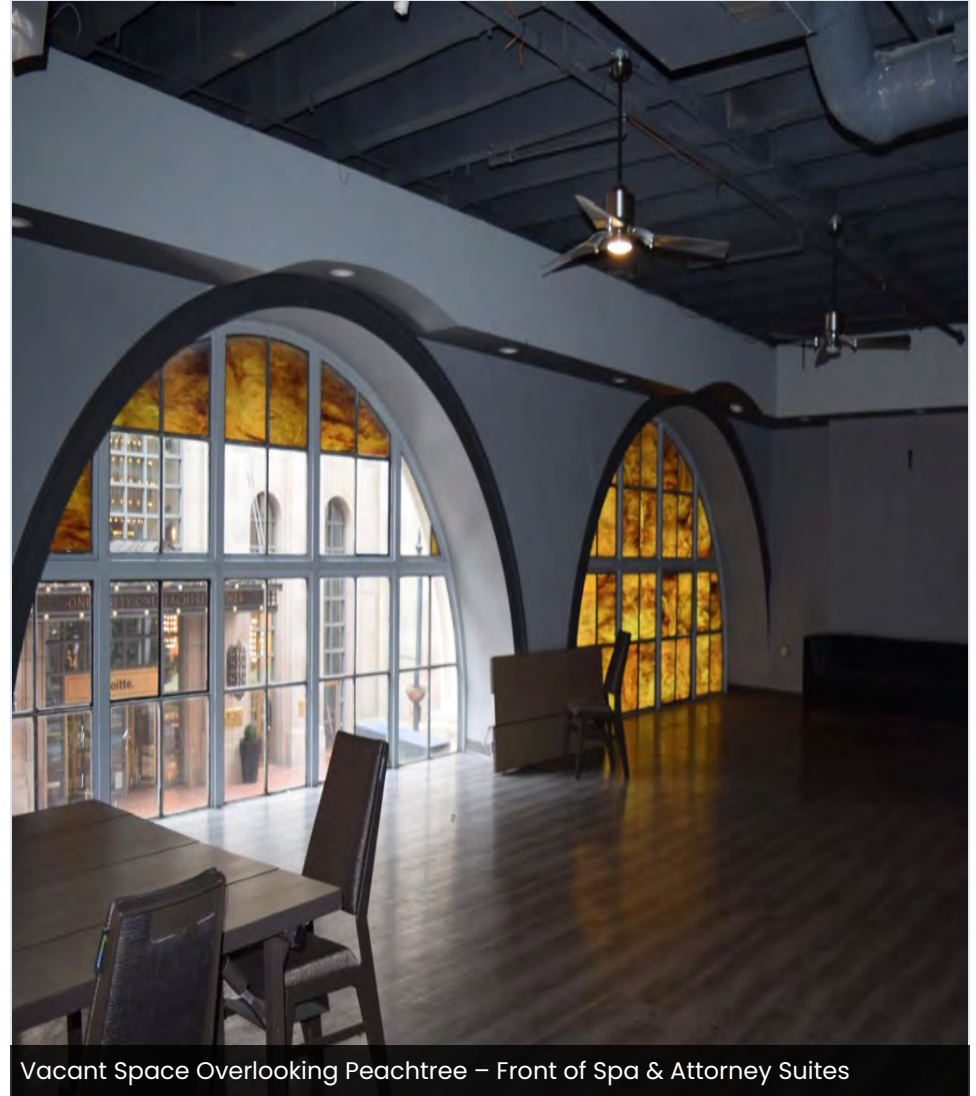


Hall with Meeting Rooms

# Top Floor



Direct Access to Westin Peachtree Plaza Hotel

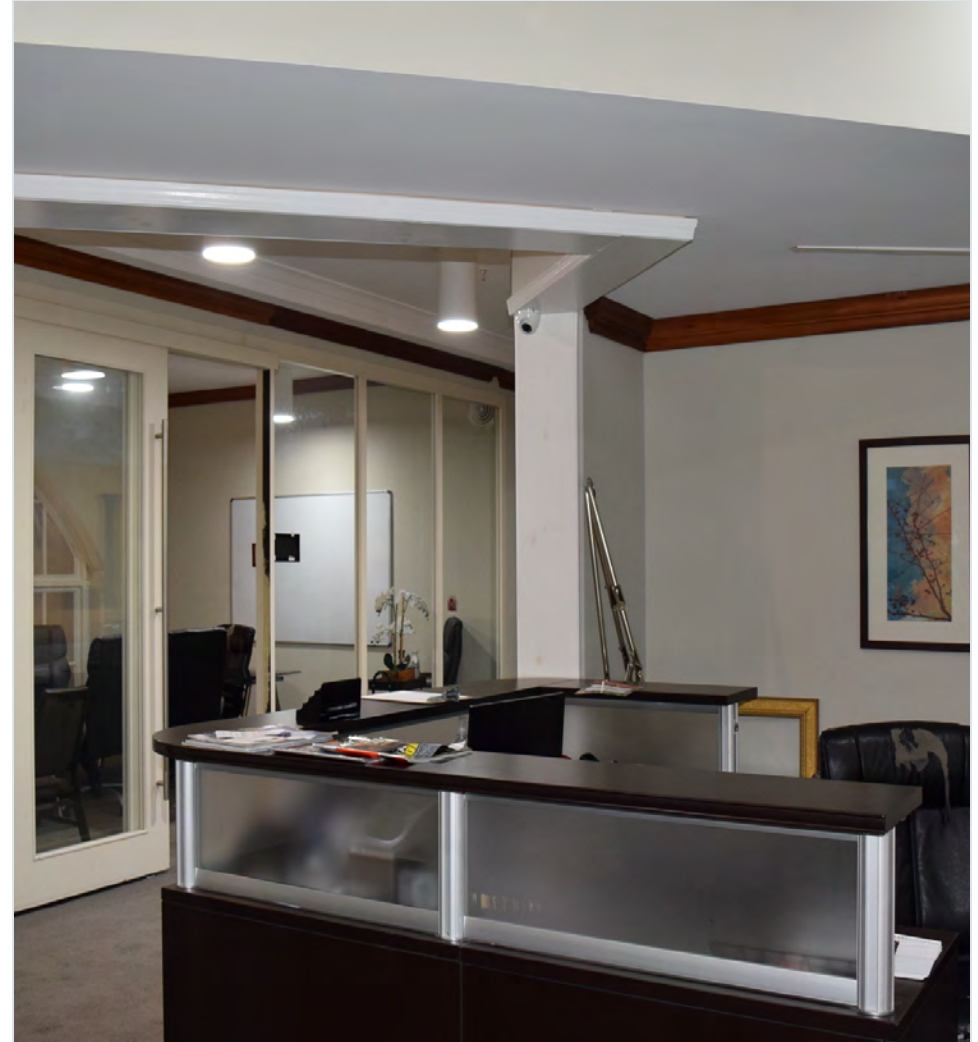


Vacant Space Overlooking Peachtree – Front of Spa & Attorney Suites

# Top Floor



Area built out for a Spa - Vacant now



Office Suites - rented by the individual room with shared common areas

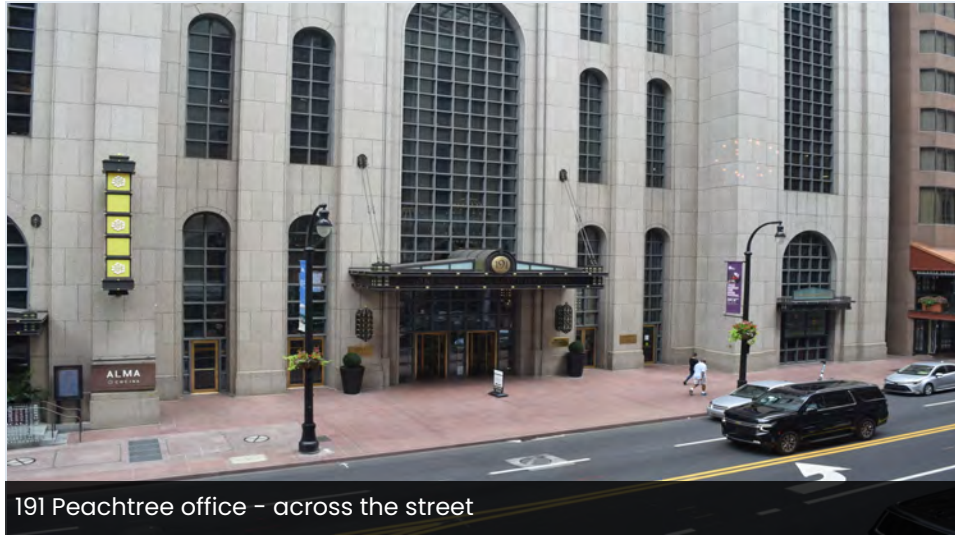
# Ground Floor – SKOL Brewing Entrance



# Ground Floor – SKOL Brewing



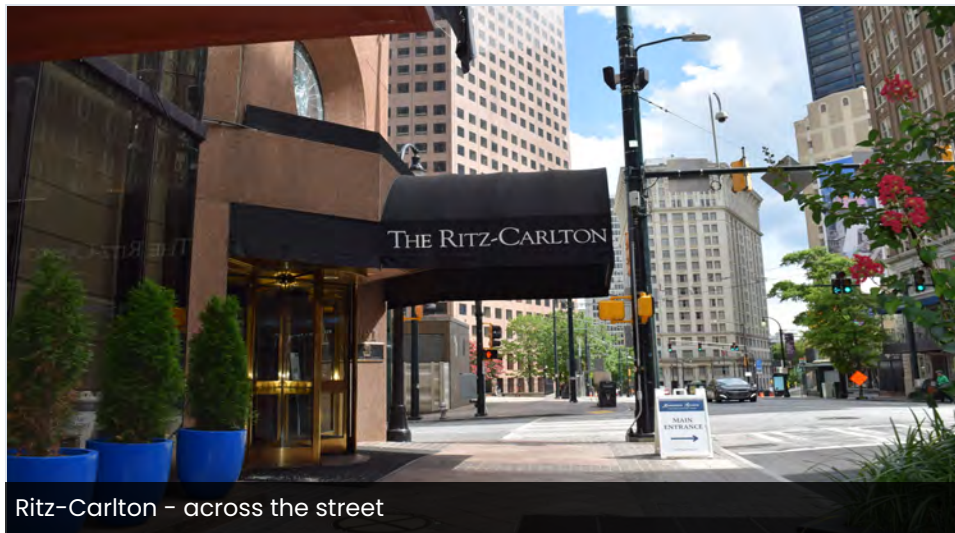
# Surrounding Area



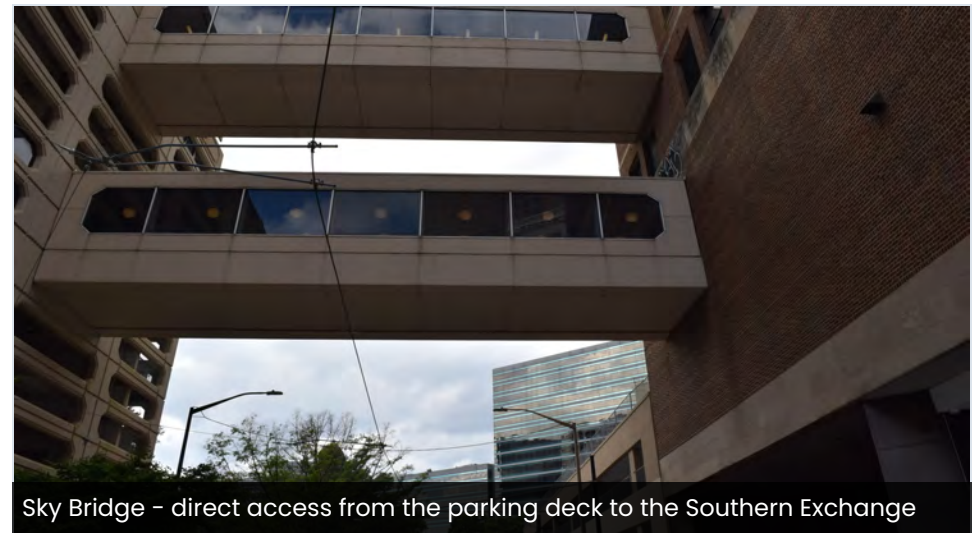
191 Peachtree office – across the street



Westin Peachtree Plaza – next door



Ritz-Carlton – across the street



Sky Bridge – direct access from the parking deck to the Southern Exchange

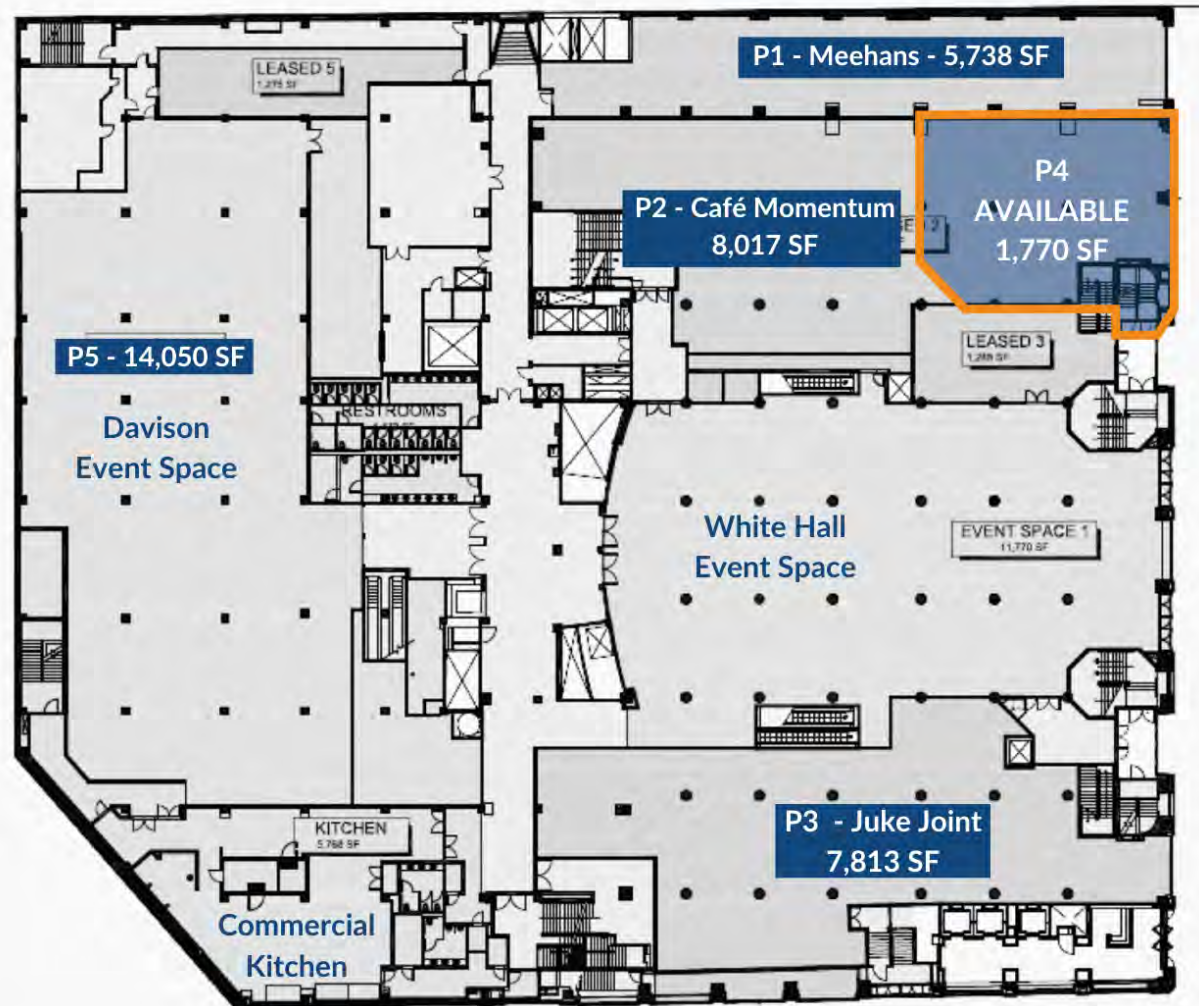
# Rent Roll

Unit	Tenant Name	SQ. FT.	% Of Building	Lease Start	Lease End	Annual Rent	Rent PSF	Estimated Recapture	PSF Recapture
P-1	Meehans Restaurant	5,738	3.46%	12/31/2008	09/30/2035	\$156,359	\$27.25	\$42,967	\$7.49
P-2	Café Momentum Restaurant	8,017	4.83%	02/01/2024	08/31/2034	\$264,561	\$33.00	\$45,696	\$5.70
P-3	Juke Joint Restaurant	7,813	4.71%	03/04/2009	12/31/2025	\$241,462	\$30.91	\$49,493	\$6.33
P-4	VACANT	1,770	1.07%			\$106,200	\$60.00	\$8,850	\$5.00
P-5	200P Special Events (Davison & White Hall)	14,050	8.47%			\$281,000	\$20.00	\$48,288	\$3.44
T-1	VACANT	10,512	6.34%			\$262,800	\$25.00	\$52,560	\$5.00
T-2	Peachtree Legal Suites	7,951	4.79%	09/01/2016		\$82,440	\$10.37	\$27,327	\$3.44
T-3	VACANT	2,754	1.66%			\$55,080	\$20.00	\$13,770	\$5.00
T-4	200 Special Events	55,363	33.38%	08/01/2009	12/31/2028	\$1,174,200	\$21.21	\$212,776	\$3.84
B-1	SKOL Brewery Terrace Level	7,153	4.31%	05/26/2023	12/31/2034	\$243,204	\$34.00	\$40,776	\$5.70
B-2	VACANT	44,727	26.97%			\$894,540	\$20.00	\$223,635	\$5.00
<b>Totals/Averages</b>		<b>165,848</b>				<b>\$3,761,846</b>	<b>\$22.68</b>	<b>\$766,138</b>	<b>\$4.62</b>
<b>Occupied</b>		106,085				\$1,124,606		\$168,508	
<b>Vacant</b>		59,763				\$1,318,620		\$298,815	

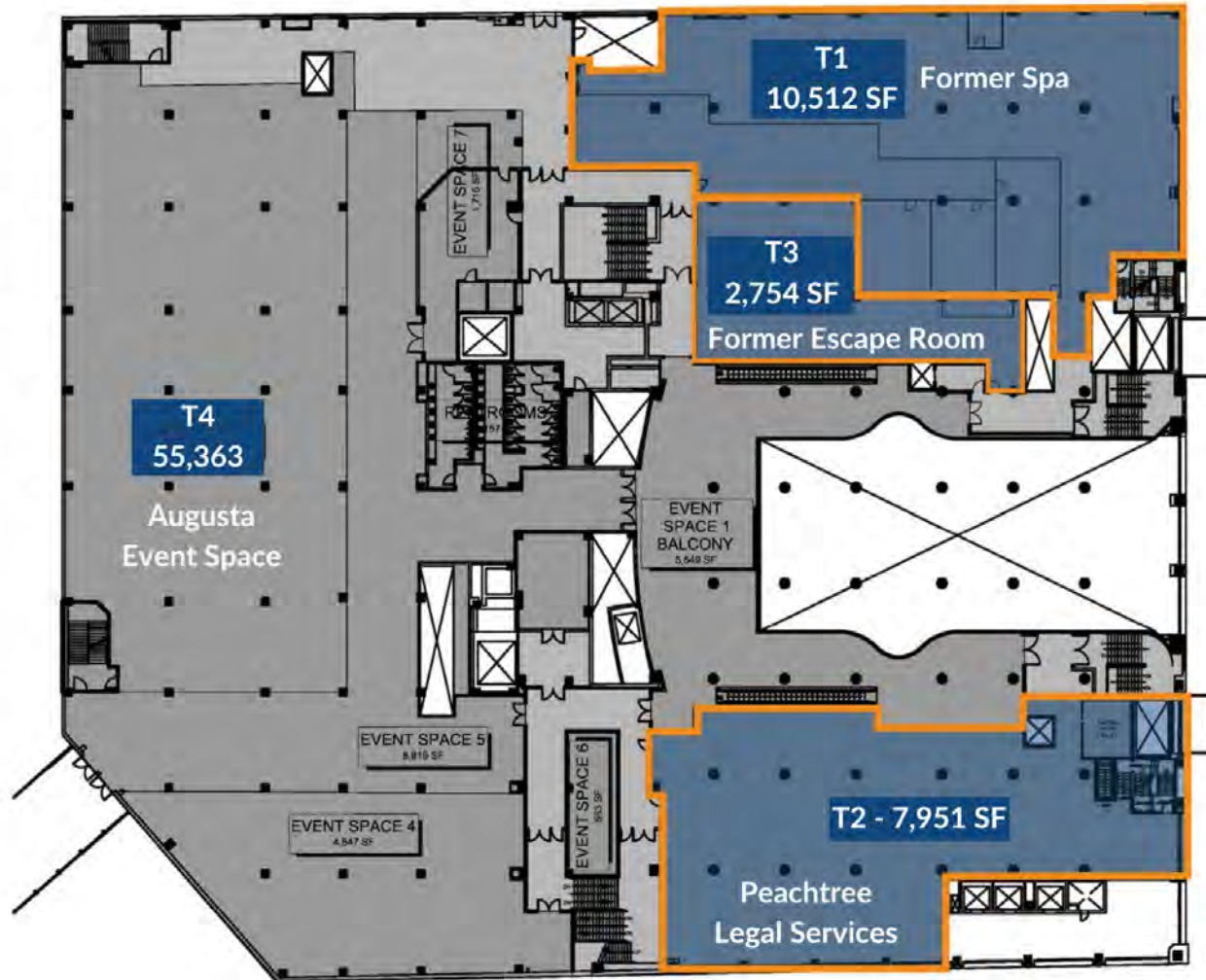
# Net Operating Income

Income Summary	Current	Fully Leased
Gross Scheduled Income	\$3,761,846	\$3,761,846
Other Income	\$766,138	\$766,138
Total Scheduled Income	\$4,527,984	\$4,527,984
Vacancy Cost	\$1,617,435	\$0
<b>Gross Income</b>	<b>\$2,910,549</b>	<b>\$4,527,984</b>
Expense Summary		
Property Taxes	\$230,660	\$230,660
Insurance	\$55,252	\$55,252
Telephone / Fire Alarm	\$6,500	\$6,500
Utilities	\$30,000	\$30,000
Condominium Dues	\$50,736	\$50,736
Maintenance and Repairs	\$25,000	\$25,000
Management (3%)	\$78,886	\$78,886
<b>Gross Expenses</b>	<b>\$477,034</b>	<b>\$477,034</b>
<b>Net Operating Income</b>	<b>\$2,433,515</b>	<b>\$4,050,950</b>

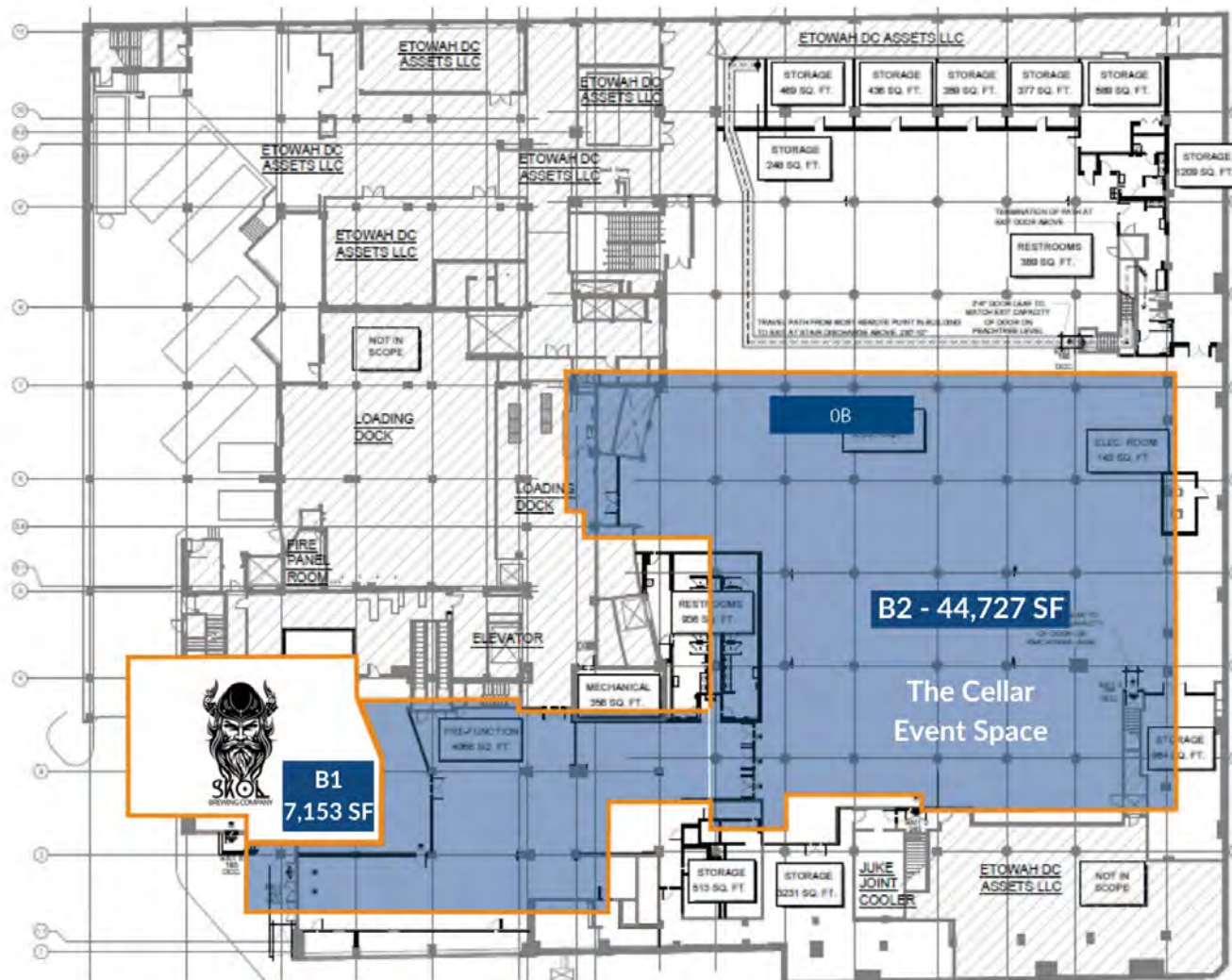
# Peachtree Level



# Top Floor



# Ground Floor – SKOL Brewing



# Lease Abstract

## Tenant Overview – Suite P-1

Tenant:	Meehan's Restaurant
Square Feet:	5,738 SF
Lease Start Date:	December 31, 2008
Lease Expiration Date:	September 30, 2035
Annual Base Rent:	\$156,359
Current Reimbursement:	\$42,967

Lease Term	Annual Base Rent	Rent Per SF/YR
10/01/24-09/30/25	\$156,359	\$27.25
10/01/25-09/30/26	\$161,032	\$28.06
10/01/26-09/30/27	\$165,832	\$28.90
10/01/27-09/30/28	\$170,800	\$29.77
10/01/28-09/30/29	\$175,894	\$30.65
10/01/29-09/30/30	\$181,156	\$31.57
10/01/30-09/30/31	\$186,573	\$32.52
10/01/31-09/30/32	\$192,151	\$33.49
10/01/32-09/30/33	\$197,897	\$34.49
10/01/33-09/30/34	\$203,814	\$35.52
10/01/34-09/30/35	\$209,908	\$36.58



**Meehan's**  
• PUBLIC HOUSE •

*Irish Customs. Neighborhood Charm.*

Tenant is responsible for maintaining the Premises, including all systems, equipment, and interior elements such as HVAC, plumbing, electrical, lighting, and fire protection, in clean, safe, and working condition through licensed contractors. If HVAC serves only the Premises, Tenant must maintain a service contract for the lease term, and failure to comply may result in Landlord repairs at Tenant's expense.

# Lease Abstract

## Tenant Overview – Suite P-2

Tenant:	Café Momentum Restaurant
Square Feet:	8,017 SF
Lease Start Date:	February 1, 2024
Lease Expiration Date:	August 31, 2034
Annual Base Rent:	\$120,255
Current Reimbursement:	\$45,696

Lease Term	Annual Base Rent	Rent Per SF/YR
09/01/24-08/31/25	\$120,255	\$30.00
09/01/25-08/31/26	\$264,561	\$33.00
09/01/26-08/31/27	\$272,578	\$34.00
09/01/27-08/31/28	\$280,755	\$35.02
09/01/28-08/31/29	\$289,178	\$36.07
09/01/29-08/31/30	\$297,853	\$37.15
09/01/30-08/31/31	\$306,789	\$38.27
09/01/31-08/31/32	\$315,993	\$39.42
09/01/32-08/31/33	\$325,472	\$40.60
09/01/33-08/31/34	\$335,237	\$41.82

# CAFE MOMENTUM

Tenant is responsible for maintaining the interior of the Premises in good condition, including the floors, walls, ceilings, doors, fixtures, and all electrical, plumbing, and mechanical systems within the Premises, replacing any damaged glass, signage, and lighting, and complying with all applicable codes and ordinances, including those related to health, fire, and safety.

# Lease Abstract

## Tenant Overview – Suite P-3

Tenant:	Juke Joint Restaurant
Square Feet:	7,813 SF
Lease Start Date:	March 4, 2009
Lease Expiration Date:	December 31, 2025
Annual Base Rent:	\$241,462
Current Reimbursement:	\$49,493

Lease Term	Annual Base Rent	Rent Per SF/YR
03/01/25-12/31/25	\$241,462	\$30.91



Tenant is responsible for keeping the Premises, including all installations, equipment, and systems not maintained by Landlord, in good working order, clean and sanitary condition, and in compliance with all applicable laws. This includes maintaining and repairing trade fixtures, security gates, ceilings, walls, doors, signs, plumbing, electrical, HVAC, lighting, fire protection systems, and any other mechanical systems serving the Premises. Tenant must also engage licensed contractors for periodic maintenance as required by warranties, service manuals, or insurance.

# Lease Abstract

## Tenant Overview – Suite B-1

Tenant:	SKOL Brewery
Square Feet:	7,153 SF
Lease Start Date:	May 26, 2023
Lease Expiration Date:	December 31, 2034
Annual Base Rent:	\$243,204
Current Reimbursement:	\$40,776

Lease Term	Annual Base Rent	Rent Per SF/YR
01/01/25-12/31/25	\$243,204	\$34.00
01/01/26-12/31/26	\$250,498	\$35.02
01/01/27-12/31/27	\$258,009	\$36.07
01/01/28-12/31/28	\$265,734	\$37.15
01/01/29-12/31/29	\$273,745	\$38.27
01/01/30-12/31/30	\$281,971	\$39.42
01/01/31-12/31/31	\$290,412	\$40.60
01/01/32-12/31/32	\$299,139	\$41.82
01/01/33-12/31/33	\$308,080	\$43.07
01/01/34-12/31/34	\$317,322	\$44.36



**SKOL**  
BREWING COMPANY  
SKOLBREW.COM | @SKOLBREWATL

Tenant is responsible to maintain the Premises in good condition, including all systems and fixtures not assigned to Landlord. This covers HVAC, plumbing, electrical, fire protection, and Tenant-installed utilities. Licensed contractors and service contracts are required for HVAC, fire systems, and water heaters. If Tenant fails to comply, Landlord may step in and charge cost plus 10% overhead and 10% profit. Tenant is also responsible for clear drains, proper ventilation, and keeping the Premises clean and pest-free.

# Retailer Map



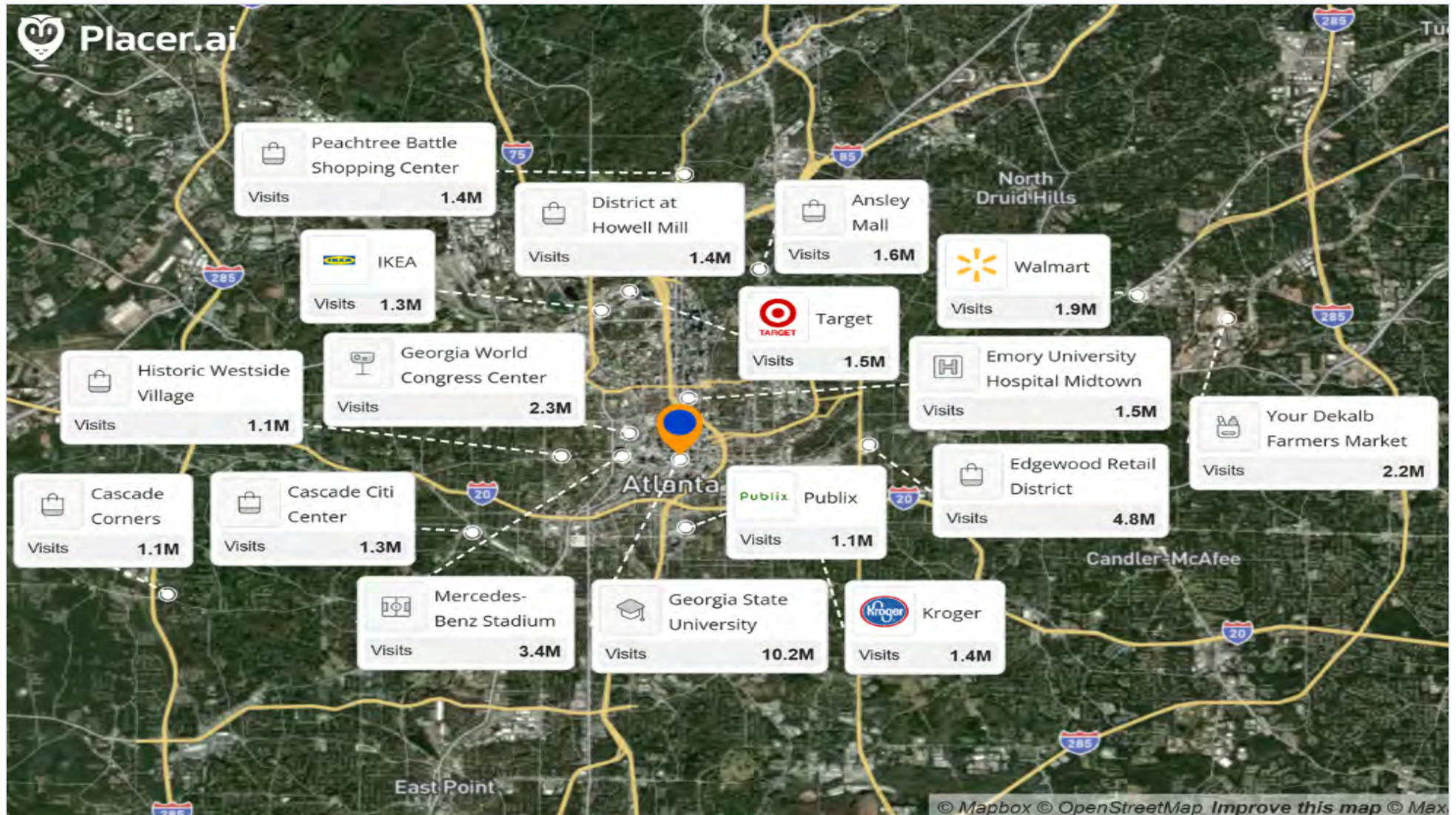
# Retailer Map



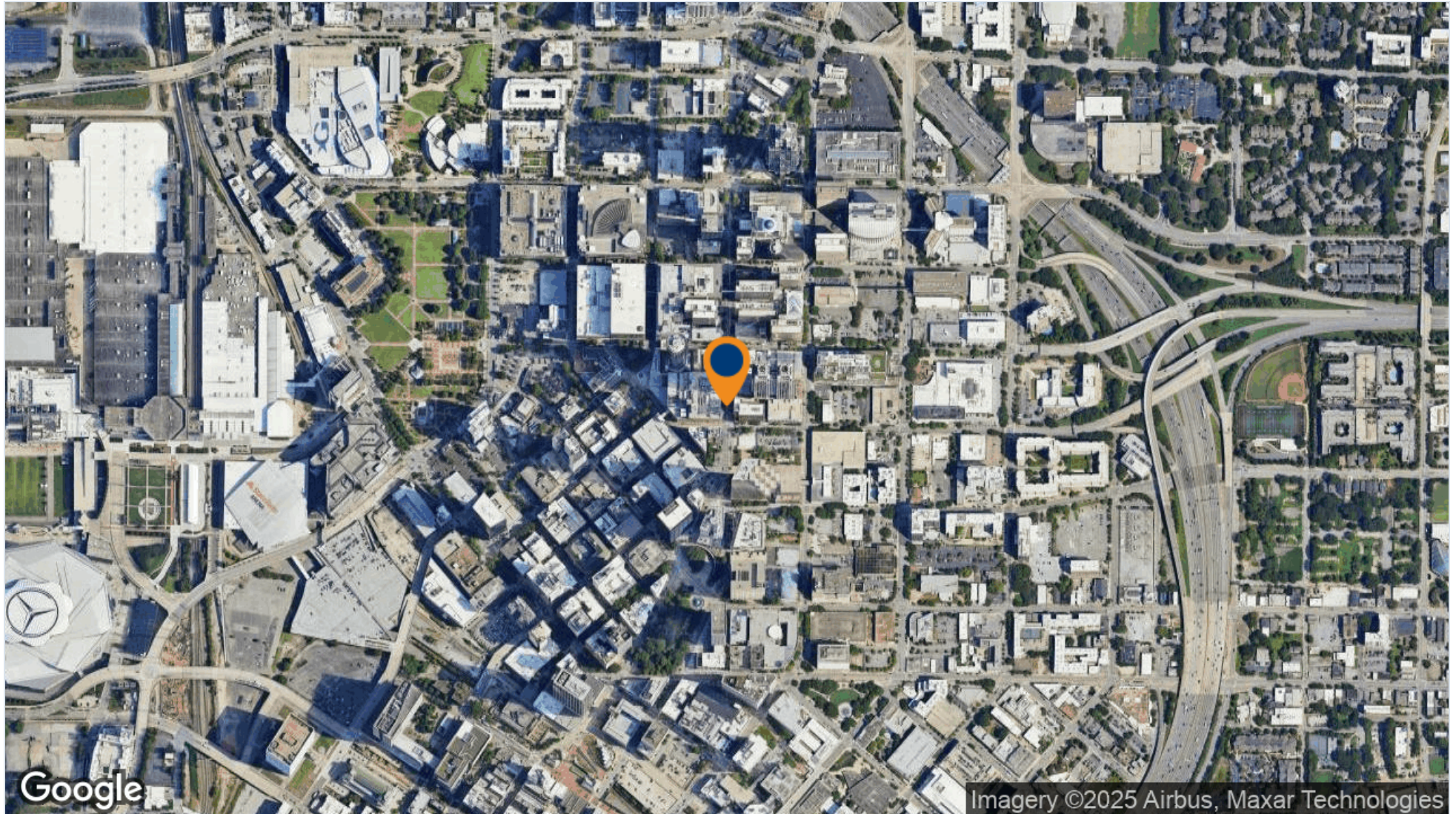
# Retailer Map



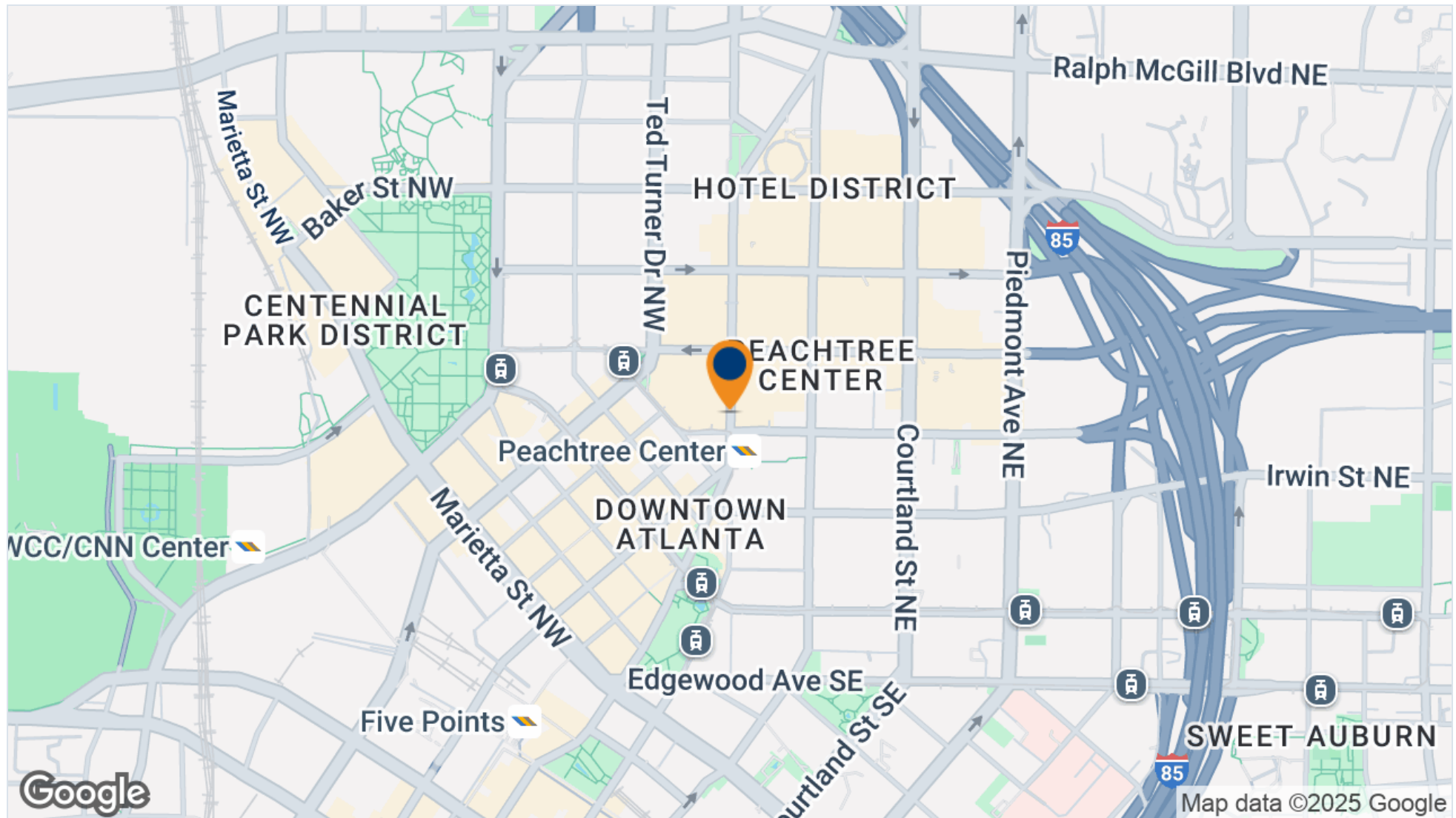
# Market Landscape



# Aerial Map

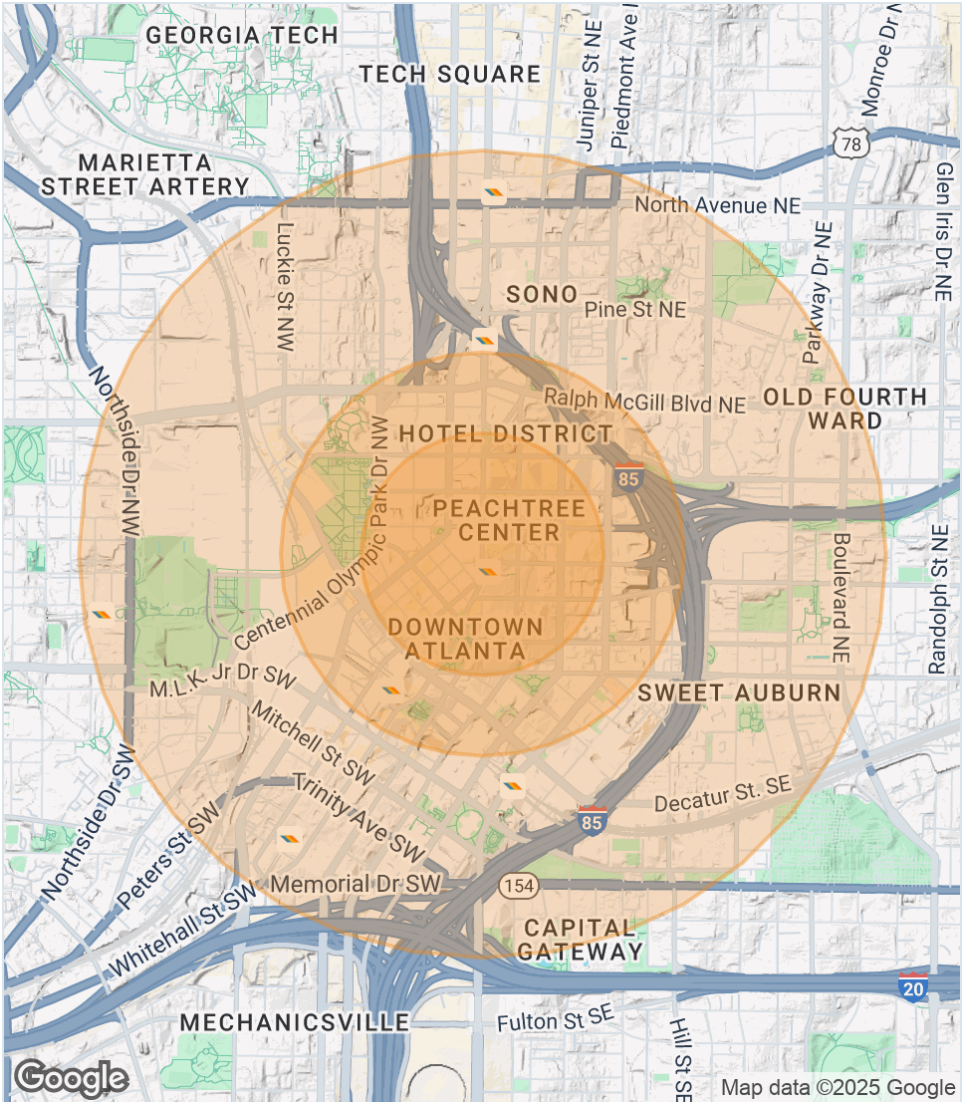


# Location Map



# Demographics

Population	One-Mile	Three-Mile	Five-Mile
2024 Population	31,288	211,879	382,967
2020 Population	25,777	188,867	352,293
5 Year Projected	35,137	238,915	425,433
Households			
2024 Population	13,136	102,813	179,268
2020 Population	11,226	84,435	154,969
5 Year Projected	15,549	118,261	202,050
Income			
2024 Average Household Income	\$94,506	\$135,449	\$136,978
5 Year Projected	\$119,569	\$172,167	\$174,688



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Your goals drive us to maximize return on your investment.

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*Communication. Responsiveness. Results.*

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## RELATIONSHIPS BUILT

Our team approach enables success.

## LEASING

## INVESTMENT SALES

## PROPERTY MANAGEMENT

## TENANT REPRESENTATION



## GET IN TOUCH

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skyline-seven-real-estate](https://linkedin.com/company/skyline-seven-real-estate)

# Advisor Biographies Page



**Elliott Kyle**

**Vice President | Partner**  
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404.812.8927

Elliott Kyle is responsible for Skyline Seven's Investment Sales Division and is one of Atlanta's top sale producers. Elliott offers a breadth of brokerage experience having represented private investors, institutions and lenders/ special services. Over the last 16 years alone, Elliott closed real estate transactions in excess of \$750,000,000.

Previously, Elliott was Vice President for Shane Investment Property Group, an Atlanta-based investment sales brokerage firm. In his capacity at Shane, Elliott transacted various property types and was instrumental in the training of new agents. Elliott also held previous senior management positions with Rock-Tenn Company and Manhattan Associates, a multi-national firm. Elliott attended Tulane University and the University of Georgia, earning a degree in Economics. Following his undergraduate studies, Elliott attended Georgia State University, earning his MBA. Elliott lives in Atlanta with his wife, Mary, and son, Charles. Elliott, is a native of Atlanta, and enjoys a number of hobbies, one being an avid golfer and a member of Druid Hills Golf Club. In addition, Elliott has been involved in a number of not-for-profit organizations, such as Senior Warden of the Vestry at St. Luke's Episcopal Church, President of the Board of Trustees at Canterbury Court (CCRC), Vice President with the Druid Hills Civic Association, Courtland Street Mission, and more.



**Chase Murphy**

**Vice President | Partner**  
cmurphy@skylineseven.com  
404.812.8925

Chase Murphy is a Vice President of Investment Sales and Partner at Skyline Seven Real Estate. Chase represents buyers and sellers and has a vast knowledge of transactional real estate. With a tremendous breadth of experience and contacts, Chase successfully transacts single and multi-tenant retail and office assets throughout the United States. Whether representing developers, institutions or private investors, Chase is committed to profitable and seamless sales for his clients. In the last 10 years alone, Chase has sold in excess of \$750,000,000 of commercial property making him one of the most respected advisors within the capital markets.

Prior to joining Skyline Seven, Chase was an asset manager for Altisource and oversaw a real estate portfolio in excess of \$35,000,000. While under Chase's direction, the company impressively removed \$70,000,000 of distressed real estate assets from their client's balance sheets. Additionally, Chase specialized in building relationships with high touch clients while advising as well as executing loss-mitigation strategies for his client's real estate assets. Chase attended Valdosta State University, earning a degree in finance. A long-time Atlanta resident, Chase lives in Dunwoody with his wife, Kris, son, Patrick, and daughter Merritt. In his free time, he enjoys spending time with his family, playing golf, and attending sporting events whenever possible.

# Disclaimer

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Legal questions should be discussed by the party with an attorney. Tax questions should be discussed by the party with a certified public accountant or tax attorney. Title questions should be discussed by the party with a title officer or attorney. Questions regarding the condition of the property and whether the property complies with applicable governmental requirements should be discussed by the party with appropriate engineers, architects, contractors, other consultants and governmental agencies. All properties and services are marketed by Skyline Seven Real Estate in compliance with all applicable fair housing and equal opportunity laws.