



Peachtree Street | Heart of Downtown
±3,300 SF - ±10,000 SF | Adjacent to Atlanta Tech Village

DISCLAIMER & LIMITING CONDITIONS

Bull Realty has been retained as the exclusive listing broker to arrange the sale of the Subject Property.

This Offering Memorandum contains selected information pertaining to the Property but does not purport to be all-inclusive or to contain all of the information that a prospective purchaser may require. All financial projections are provided for general reference purposes only and are based upon assumptions relating to the general economy, competition and other factors, which therefore, are subject to material change or variation. Prospective purchasers may not rely upon the financial projections, as they are illustrative only. An opportunity to inspect the Property will be made available to qualified prospective purchasers.

In this Offering Memorandum, certain documents, including financial information, are described in summary form and do not purport to be complete or accurate descriptions of the full agreements involved, nor do they constitute a legal analysis of such documents. Interested parties are expected to review independently all documents.

This Offering Memorandum is subject to prior placement, errors, omissions, changes or withdrawal without notice and does not constitute a recommendation, endorsement or advice as to the value of the Property by Bull Realty Inc. or the current Owner/Seller. Each prospective purchaser is to rely upon its own investigation, evaluation and judgment as to the advisability of purchasing the Property described herein.

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This Offering Memorandum may be used only by parties approved by the Owner. The Property is privately offered, and by accepting this Offering Memorandum, the party in possession hereof agrees (i) to return it if requested and (ii) that this Offering Memorandum and its contents are of a confidential nature and will be held and treated in the strictest confidence. No portion of this Offering Memorandum may be copied or otherwise reproduced or disclosed to anyone without the prior written authorization of Bull Realty, Inc. or Owner/Seller. The terms and conditions set forth above apply to this Offering Memorandum in its entirety and all documents, disks and other information provided in connection therewith.

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Atlanta Ventures Redevelopments



BULL REALTY
ASSET & OCCUPANCY SOLUTIONS

EXECUTIVE SUMMARY

PROPERTY OVERVIEW

The 165 Peachtree Street SW building has a $\pm 3,300$ SF footprint and 36' height, providing space for three total floors and $\pm 10,000$ SF. The property is surrounded by Atlanta Ventures ongoing mixed-use and tech-focused developments, is a short walk to multiple MARTA train stations, Georgia State, Mercedes-Benz Stadium, Underground Atlanta, Centennial Yards, Fulton County Courthouse and more. Flexible zoning allows the space to be used for a multitude of uses including mixed-use, retail, condos, apartments, office, etc. Many parking options are in the immediate area surrounding the building.

PROPERTY HIGHLIGHTS

- $\pm 3,300$ SF building on Atlanta's signature street available for sale
- Peachtree Street address and frontage surrounded by Atlanta Ventures mixed-use and tech-focused developments
- 36' height provides space for two more floors. Total size could be three floors $\pm 10,000$ SF + rooftop
- [SPI-1 SA6 Zoning](#) allowing many uses, including mixed-use, live-work, retail, office, or residential
- Short walk to multiple MARTA train stations, Georgia State, Mercedes-Benz Stadium, Underground Atlanta, Centennial Yards, Fulton County Courthouse and more
- Many parking options in immediate area surrounding building



10,000 SF



PRICE : CONTACT BROKER

PROPERTY INFORMATION

BUILDING

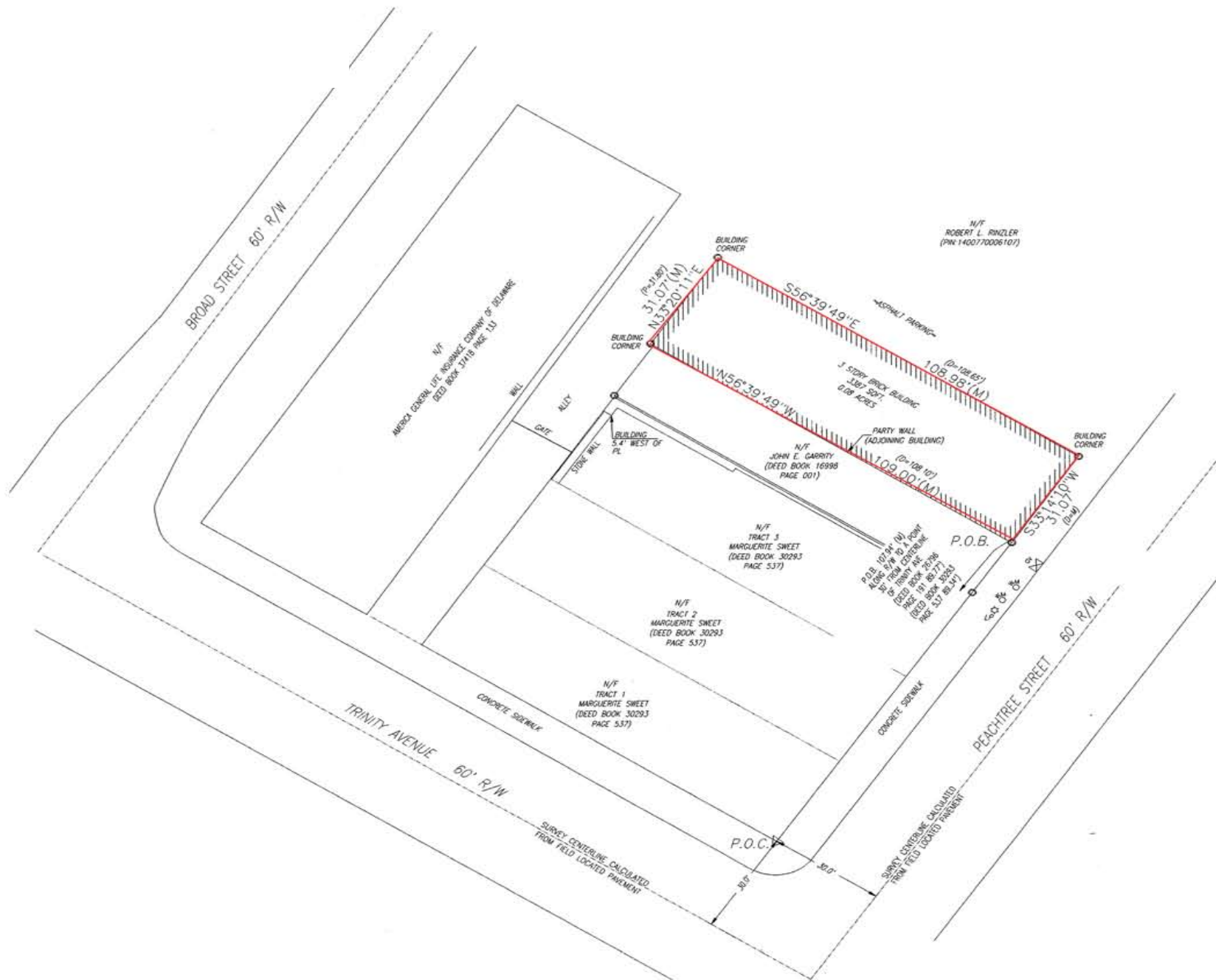
ADDRESS:	165 Peachtree Street SW, Atlanta, GA 30303
COUNTY:	Fulton
YEAR BUILT:	1899
BUILDING SIZE:	±10,000 SF + rooftop
BUILDING HEIGHT:	36'
FLOORS:	1
POTENTIAL EXPANSION:	2 more floors and ±6,600 SF
POTENTIAL EXPANSION WITHIN CURRENT STRUCTURE:	3 floors and ±10,000 SF
SIGNAGE:	Facade

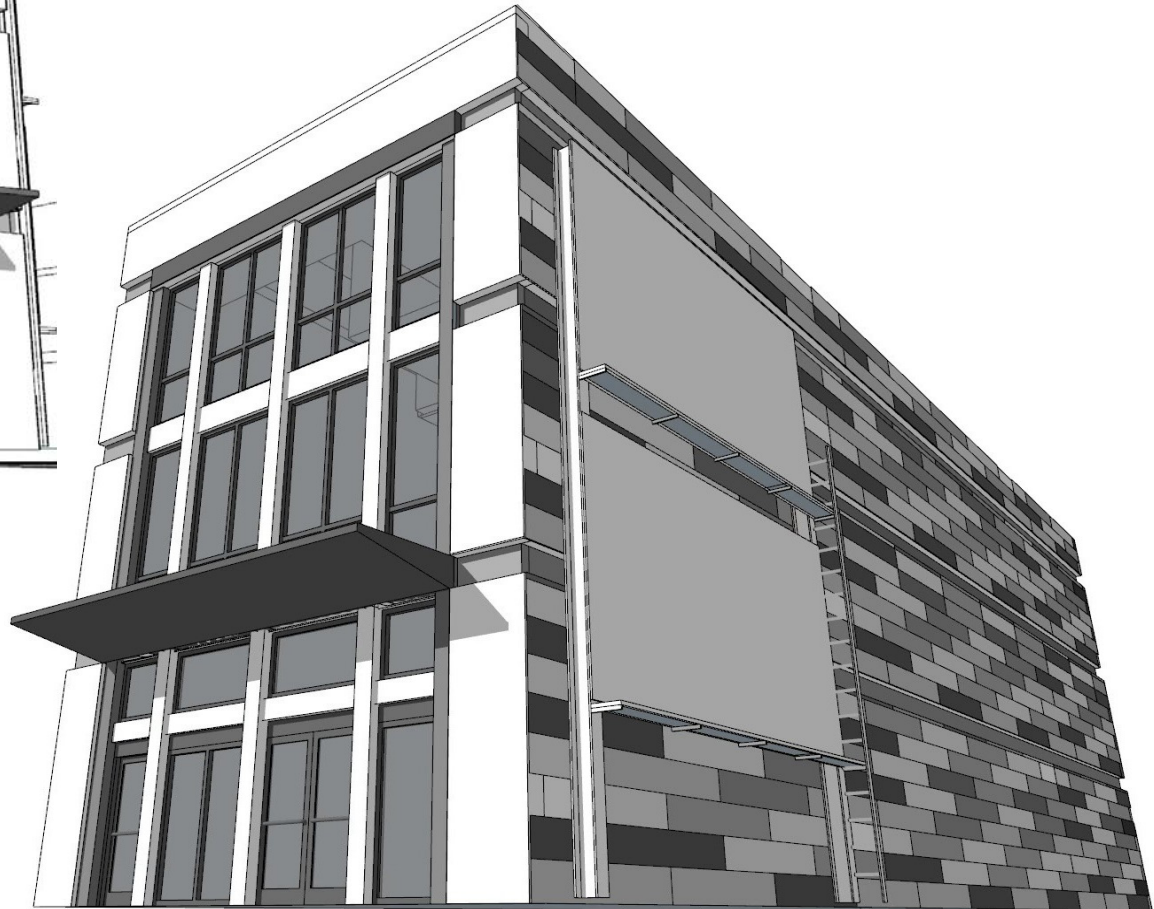
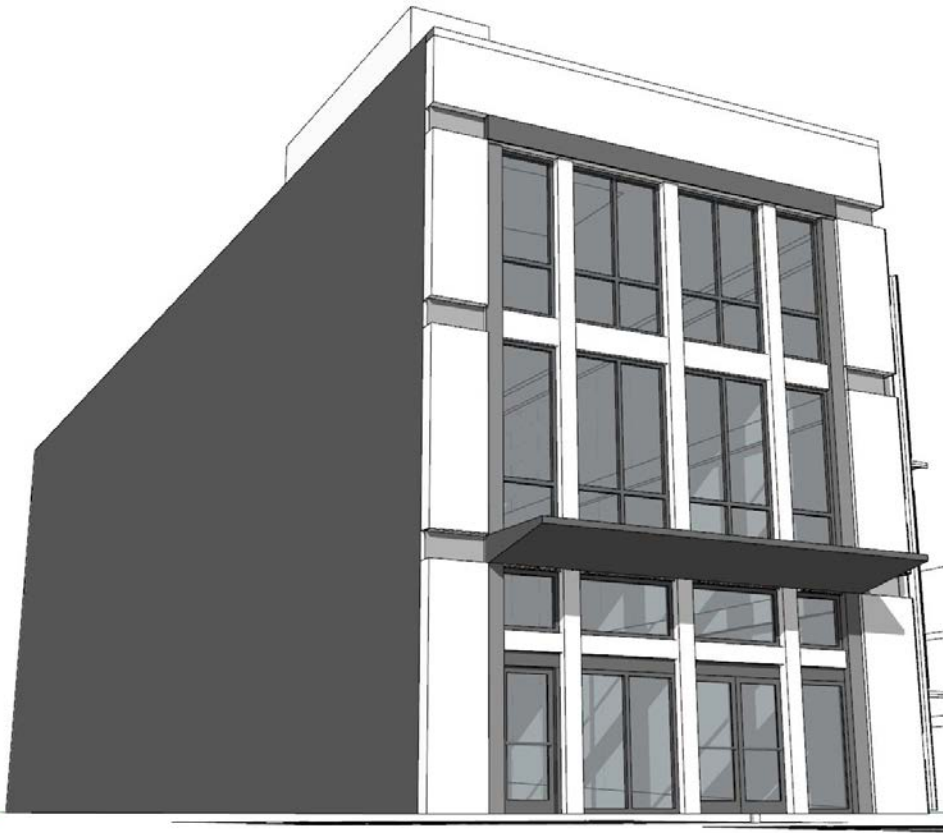
SITE

SITE SIZE:	±0.08 Acres (3,485 SF)
PARCEL ID:	14-0077-0006-107-6
ZONING:	SPI-1 SA6
PARKING:	Available in immediate area

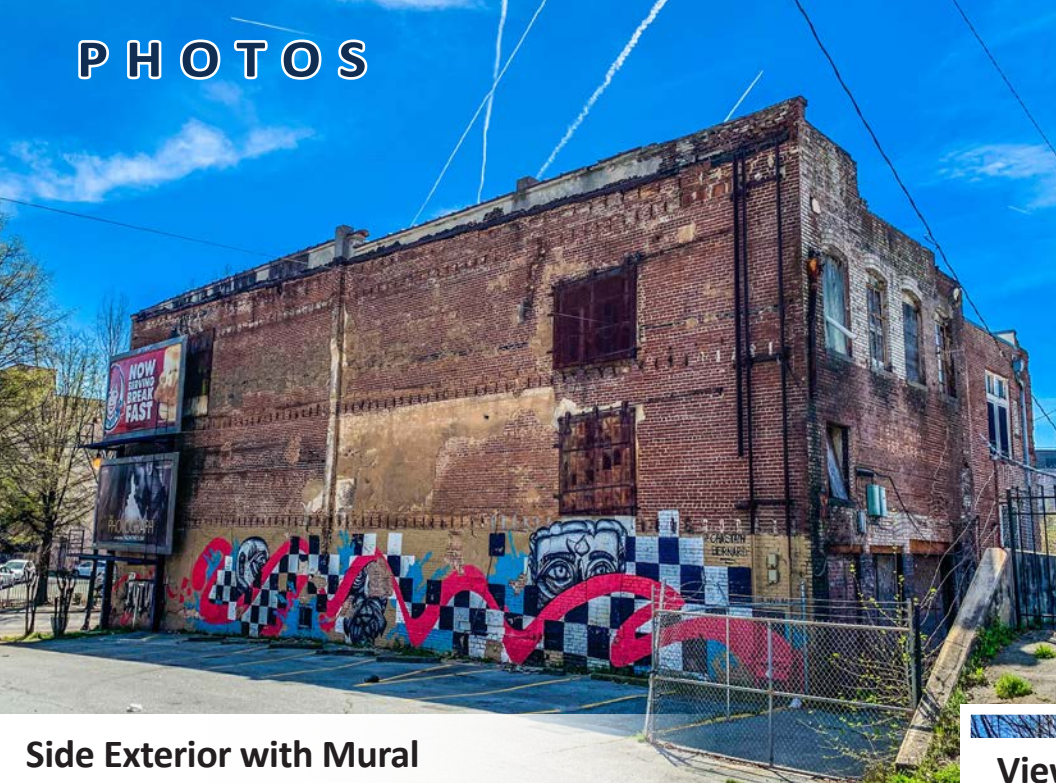
AREA

TRAFFIC COUNT:	10,367 VPD on Trinity Avenue SW
FRONTAGE:	33' on Peachtree Street SW
CROSS STREETS:	Broad Street SW, Trinity Avenue SW & Mitchell Street SW
TAX CREDITS:	<ul style="list-style-type: none">•State of Georgia Opportunity Zone through 2027•Up to \$3,500 tax credit for every job created, over 2 jobs•Click Here for Opportunity Zone Overview





PHOTOS



Side Exterior with Mural



Interior Shell Condition - Rear



Interior Shell Condition - Front



View on Peachtree Street

TAX ALLOCATIONS

165 Peachtree St SW is located within a Tax Allocation District (TAD). Specifically, it falls within the Westside TAD, which encompasses parts of Downtown Atlanta. This district was established to encourage redevelopment and economic growth in underutilized areas.

The Westside TAD is one of several TADs in Atlanta, including Atlantic Station, Perry-Bolton, Princeton Lakes, Eastside, BeltLine, Campbellton Road, Hollowell-M.L. King, Metropolitan Parkway, and Stadium Neighborhoods.

Being within a TAD means that increases in property tax revenues resulting from new investments in the area are allocated to fund infrastructure improvements and support redevelopment projects. This mechanism is designed to stimulate economic development in designated areas.

The district prioritizes affordable housing, public improvements, and economic development, supporting initiatives like job training and small business growth. Overall, the Westside TAD promotes equitable revitalization while enhancing property values and quality of life in the community.



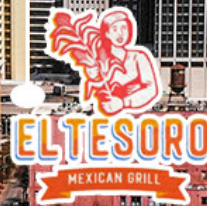
AREA OVERVIEW



Broad Street

Peachtree Street

AERIAL



Partnered with
Atlanta Ventures



Broad Street SW

Peachtree Street SW

AERIAL

Looking east on Trinity Avenue



UNDERGROUND
ATLANTA



ORIGIN HOTEL
ATLANTA



BEEHIVE
MARKETING AGENCY



gta
GEORGIA
TECHNOLOGY
AUTHORITY

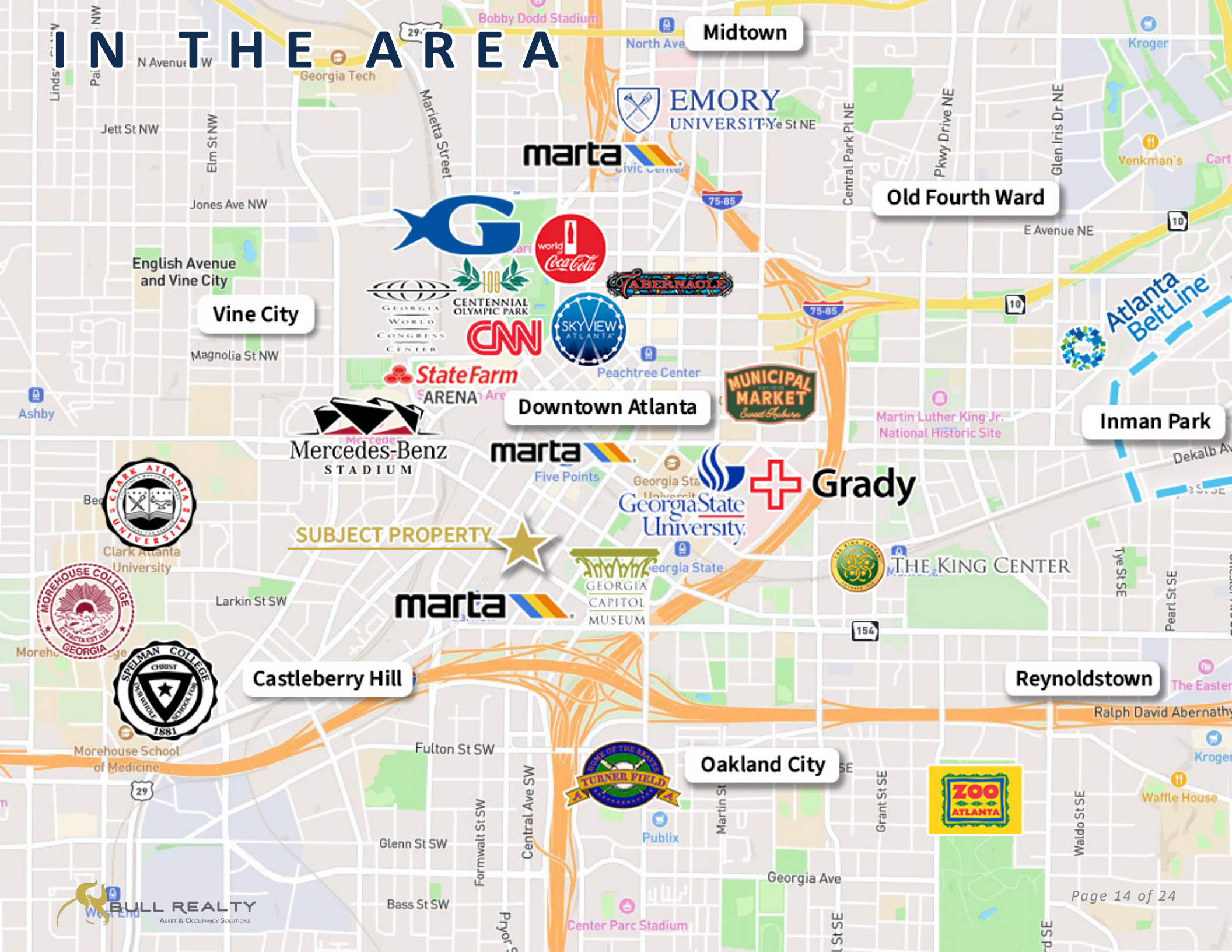
Georgia State
Capital Building

Trinity Avenue SW

Peachtree Street



IN THE AREA



Midtown

Old Fourth Ward

Inman Park

Reynoldstown

Oakland City

Castleberry Hill

Vine City

Downtown Atlanta

Grady

SUBJECT PROPERTY

IN THE AREA

UNDERGROUND ATLANTA

Underground Atlanta is a shopping and entertainment district in the Five Points neighborhood of downtown Atlanta, Georgia, near the Five Points MARTA station. It is currently undergoing renovations. It contains six city blocks, 12 acres and three levels of 225,000 SF of shopping, restaurants and entertainment.



CENTENNIAL OLYMPIC PARK

Centennial Olympic Park is a 22-acre public park located in downtown Atlanta, Georgia. It was built by the Atlanta Committee for the Olympic Games as part of the infrastructure improvements for the 1996 Summer Olympics. It hosts four major annual events: Publix Atlanta Marathon, Sweetwater 420 Festival, Fourth of July Celebration and Holiday in the Park.



GULCH REDEVELOPMENT

Adjacent to MARTA Five Points Station and overlooking Centennial Olympic Park, will be the new Gulch redevelopment, Centennial Yards. Centennial Yards will feature world-class shopping, great hotels, innovative workplaces for businesses of all sizes and loft-style apartments.



GEORGIA STATE UNIVERSITY

With six campuses throughout metro Atlanta, the university provides its world-class faculty and more than 53,000 students with unsurpassed connections to the opportunities available in one of the 21st century's great global cities. A national leader in graduating students from diverse backgrounds, Georgia State provides a rich experience with award-winning housing, hundreds of student clubs and organizations, and one of the most diverse student bodies in the country.



MERCEDES-BENZ STADIUM

Mercedes-Benz Stadium serves as the home of the Atlanta Falcons (NFL) and Atlanta United (MLS). Along with concerts previously held at the Georgia Dome, new marquee events are hosted throughout the year. Mercedes-Benz stadium has a capacity of 71,000 seats and the total cost is estimated at \$1.4 billion. The stadium has also hosted Super Bowl LIII, 2020 Final Four (NBA), 2018 National Championship and the 2017 SEC Championship.



GEORGIA AQUARIUM

Georgia Aquarium is a public aquarium in Atlanta, Georgia, United States. Georgia Aquarium is home to hundreds of species and thousands of animals across its seven major galleries, all of which reside in more than 10 million U.S. gallons of fresh and salt water. It is one of the largest aquariums in the world, and one of Atlanta's premier tourist destinations.



UNDERGROUND ATLANTA

Underground Atlanta is a landmark mixed-use redevelopment project at the heart of Downtown Atlanta. Spanning approximately 12 acres across four city blocks, the project is a high-profile initiative led by Lalani Ventures to reimagine one of the city's most storied and strategically located destinations. The master plan calls for a dynamic blend of entertainment, dining, retail, residential, and creative office space, all designed to catalyze economic growth and cultural vitality in **South Downtown**. Positioned adjacent to major transportation infrastructure and civic landmarks, Underground Atlanta offers investors a rare opportunity to be part of a historic urban revival.

Underground Atlanta is located in the **South Downtown** district, a nexus of government, education, tourism, and transit. The site is walkable to the Georgia State Capitol, Georgia State University, Mercedes-Benz Stadium, State Farm Arena, and the Five Points MARTA Station, one of the busiest transit nodes in the Southeast. The location benefits from strong foot traffic, institutional demand drivers, and ongoing infrastructure investment, making it a natural anchor for long-term urban redevelopment.



Nearby Developments

South Downtown, Atlanta is in the midst of a dramatic transformation, fueled by over \$5 billion in public and private investment. With the 2026 FIFA World Cup on the horizon, the area is rapidly evolving into a vibrant, mixed-use district. More than 2,000 new residential units are planned or underway, driven by a mix of ground-up construction and adaptive reuse projects.

Key developments include **Centennial Yards**, a 50-acre, \$5 billion project introducing over 1,000 residential units, and South Downtown Redevelopment – Phase 1, which will deliver new homes along with retail and office space. Atlanta Ventures' **Project Elle** is converting 25+ historic buildings into apartments, tech workspace, and retail space.

Other notable projects include **The Melody**, a modular housing initiative for formerly homeless residents, and the **M.C. Kiser Building**, now home to adaptive reuse apartments. These developments are part of a larger strategy to create a walkable, inclusive neighborhood supported by growing demand, infrastructure upgrades, and Opportunity Zone incentives.

Together, these efforts are redefining South Downtown as a live-work-play destination, making it one of Atlanta's most promising areas for investment and long-term growth.

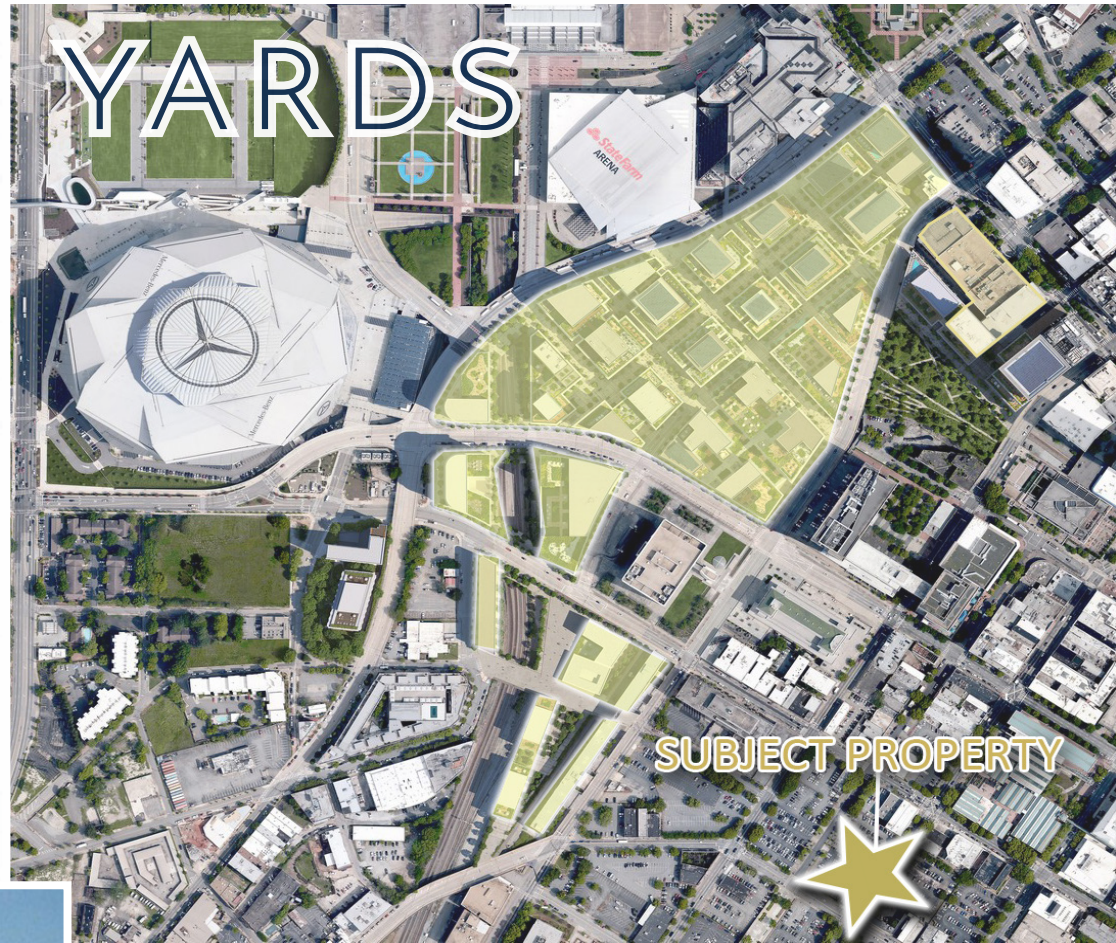
[Click Here to Learn More](#)



CENTENNIAL

Centennial Yards is a transformative 50-acre mixed-use development in **Downtown Atlanta**, designed to revitalize a long-underutilized area historically known as “The Gulch.” With an estimated \$5 billion investment, the project aims to convert old rail yards and parking lots into a vibrant urban district featuring residential, commercial, and entertainment spaces. Strategically located between the Five Points MARTA station and Mercedes-Benz Stadium, and near major landmarks like State Farm Arena and the Georgia World Congress Center, Centennial Yards is poised to become a major hub in the city.

The development will span up to 12 million square feet, including over 4 million square feet of office space, more than 1,000 hotel rooms, around 1,000 residential units, and numerous retail, dining, and entertainment venues. One of the project’s highlights will be a COSM immersive entertainment venue, featuring a massive 87-foot diameter, 12K+ LED dome. Construction began in 2024 and is expected to continue through 2030.



Centennial Yards is also intended to have a significant economic and community impact. The developers have committed to 38% participation from minority- and female-owned businesses, allocated \$28 million to an affordable housing trust fund, and pledged \$2 million toward vocational training programs. However, the project has faced criticism for falling short on affordable housing commitments, including paying an \$8.5 million fee to the city for not including affordable units in its initial residential buildings.

As the project moves forward, Centennial Yards is set to dramatically reshape the downtown Atlanta landscape, creating a new destination for living, working, and entertainment while contributing to the city’s long-term economic growth.

[Click Here to Learn More](#)

DEMOGRAPHIC OVERVIEW



POPULATION

1 MILE	3 MILES	5 MILES
21,418	188,013	347,275



HOUSEHOLDS

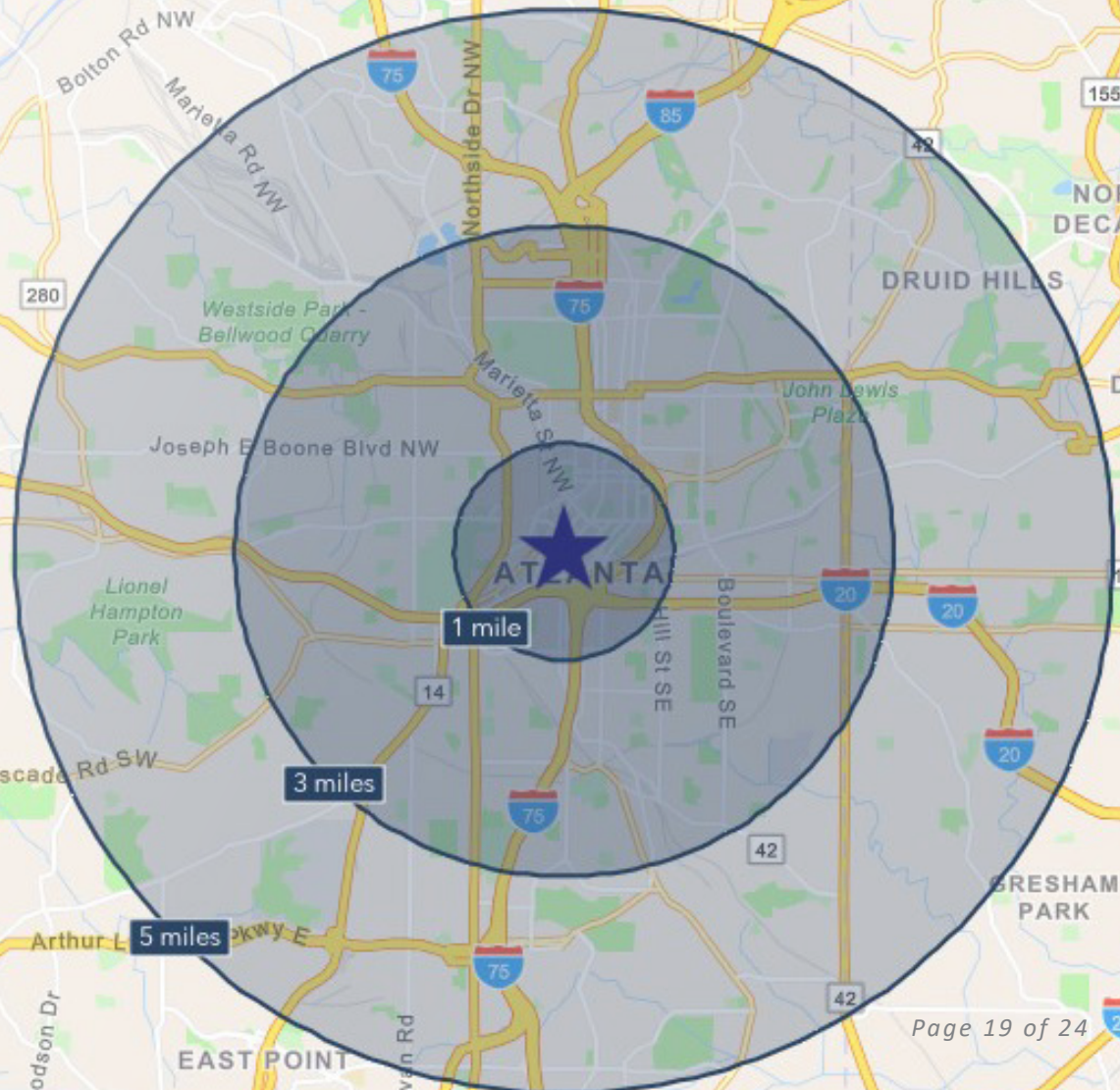
1 MILE	3 MILES	5 MILES
10,329	99,869	180,452



AVERAGE HOUSEHOLD INCOME

1 MILE	3 MILES	5 MILES
\$63,320	\$101,233	\$117,589

ESRI 2024



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 2024

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

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

46%
Gen Z
Population

34%
Millennial
Population

3.9%
Unemployment
Rate

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

MAJOR EMPLOYERS

KING & SPALDING



Mercedes-Benz



#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"

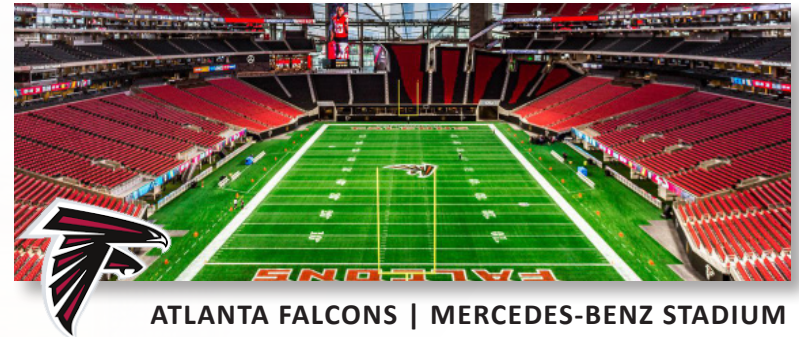
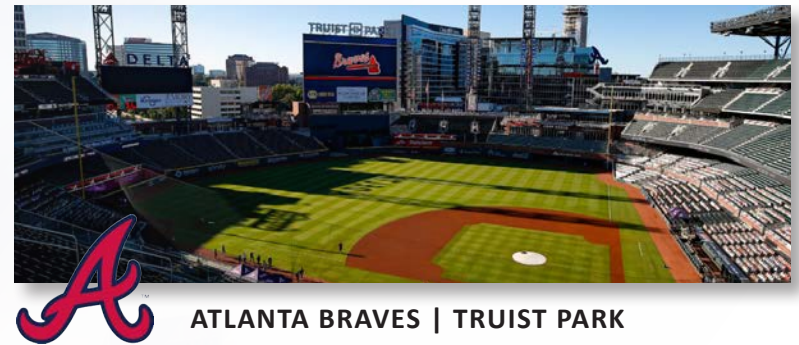
#5 MOVING DESTINATION IN THE NATION

-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.



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Bull Realty is continuing to expand by merger, acquisition and attracting agents with proven experience. As a regional commercial brokerage firm doing business across the country, the firm recently celebrated 27 years in business.

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27

YEARS IN
BUSINESS



ATL
HEADQUARTERED IN
ATLANTA, GA

LICENSED IN
8
SOUTHEAST
STATES

