

Market Dynamics

Atlanta’s urban core continues to experience exponential mixed-use development momentum—fueled by major infrastructure projects, population growth, and a steady influx of investment capital.

Key Demand Drivers:

- 10,000+ residential units planned or under construction within 2 miles
- \$5B+ in active and proposed redevelopment projects nearby
- High pedestrian and vehicular traffic counts
- Growing demand for boutique mixed-use and flexible-use space
- Event-driven economy (sports, concerts, conferences) sustaining consistent activity

As development radiates outward from downtown, 226 Northside Drive SW is perfectly positioned to capture both short-term opportunity and long-term appreciation.

Zoning & Development Potential

The MRC-3 zoning designation permits a broad mix of uses consistent with Atlanta’s vision for compact, walkable, and transit-supportive communities. Developers can explore configurations that balance commercial vibrancy with residential comfort.

Potential Concepts Include:

- Mixed-Use Building: Ground-floor retail with residential or office above
 - Boutique Hotel or Short-Stay Suites: Serving sports, arts, and business patrons
 - Creative Studio / Office Space: Appealing to professional and tech tenants
 - Retail / Café / Restaurant Concept: Leveraging local and visitor activity
- Zoning flexibility ensures the site aligns seamlessly with evolving market trends and investor vision.

Competitive Advantage

What sets 226 Northside Drive SW apart is its rare combination of visibility, flexibility, and proximity. Few parcels offer this balance of location, connection, and momentum within an active downtown corridor.

Core Advantages:

- Corner presence with strong street exposure
- Surrounded by catalytic redevelopment
- Walkable access to major venues and neighborhoods
- Flexible zoning for adaptive use
- Limited competition in immediate area

Developers and investors seeking to plant a flag in Atlanta’s next great urban hub will find limited comparisons for this asset’s positioning.



Offering Memorandum
226 Northside Drive SW, Atlanta, GA 30313

OFFERED AT \$650,000



ROSHEATA MCCLAIN

Associate Broker, Commercial Specialist
D : 770-294-7385 | O : 404-537-5200
E: Rosheata.McClain@BHHSGeorgia.com
Rosheatamcclain.bhhsgeorgia.com

Buckhead Office: 3744 Roswell Road Atlanta, Georgia 30342

Property Overview

- Address: 226 Northside Drive SW, Atlanta, GA 30313
- Zoning: MRC-3 (Mixed Residential Commercial)
- Lot Size: ±8,324 SF
- Frontage: Excellent street visibility and access
- Use Potential: Residential, Retail, Mixed-Use, Office, or Boutique Hospitality
- Parking Potential: Ample on-site and adjacent options for flexible design
- Access: Immediate access to I-20, Martin Luther King Jr. Dr., and Northside Dr.

Executive Summary

Nestled within one of Atlanta’s most energetic redevelopment corridors, 226 Northside Drive SW presents an unmatched opportunity for visionary investors, developers, and owner-users. This 8,324 SF parcel, zoned MRC-3 (Mixed Residential Commercial), sits at the gateway of Downtown Atlanta’s westward expansion, surrounded by catalytic projects and transformative growth. With proximity to Mercedes-Benz Stadium, State Farm Arena, The Gulch redevelopment, and the Castleberry Hill Arts District, this property offers the ideal foundation for a landmark project—residential, commercial, mixed-use, or hospitality. Opportunities of this location, scale, and flexibility are becoming increasingly rare in Atlanta’s core.

Investment Overview

This property occupies a central position in Atlanta’s urban reinvestment story. Surrounded by billions in public and private development, it’s where growth, accessibility, and demand converge. 226 Northside Drive is steps away from Atlanta’s leading cultural and entertainment venues. Visitors flow year-round to nearby destinations, directly fueling local commerce and density. For investors, that translates to market-ready demand and multiple viable strategies—build-to-hold, redevelop, or occupy now and plan for future repositioning. The site’s MRC-3 zoning encourages mixed-use innovation: residential over retail, creative offices, boutique hospitality, or adaptive reuse. Developers have the flexibility to align their design with current urban living trends, creating modern appeal within an authentic city framework.

Nearby Destinations:

- Mercedes-Benz Stadium – 0.3 miles
- State Farm Arena – 0.6 miles
- The Gulch / Centennial Yards – 0.5 miles
- Castleberry Hill Arts District – 0.4 miles
- Downtown Atlanta Core – 5 minutes
- Georgia State University – 1 mile

The convergence of residential, entertainment, and commercial energy makes this corridor the heartbeat of Atlanta’s next chapter of urban evolution.X

