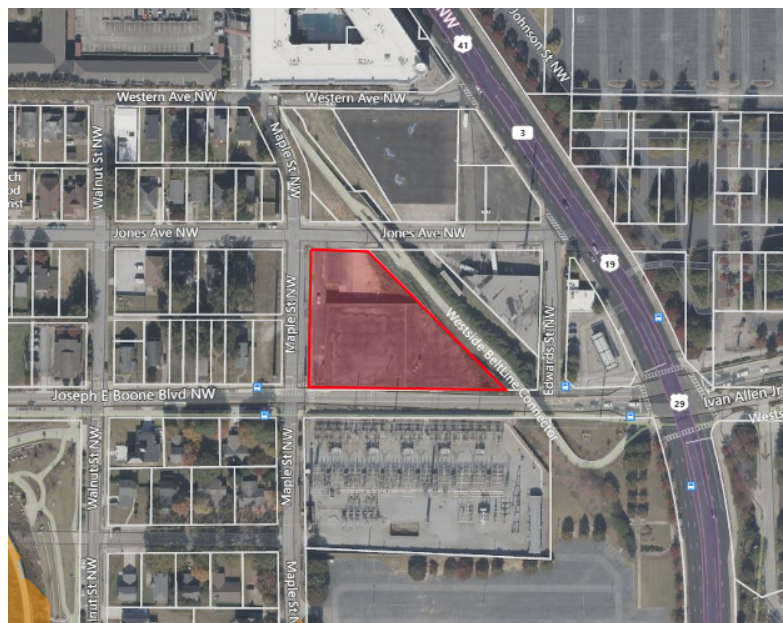




SCOTLAND  
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ASSOCIATES

# For Sale

## 523 Joseph E. Boone Boulevard Atlanta, GA 30314



### Property Features

Site Acreage:  $\pm$  1.1936 AC

Building Area:  $\pm$  35,597 SF

Current Zoning: SPI-3 SA5

FLU Designation: Medium Density  
Mixed Use

Opportunity Zone

Westside TAD



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# Property Overview

523 Joseph E. Boone Boulevard, Atlanta, GA 30314

523 Joseph E. Boone Blvd offers a rare dual-path opportunity in one of Atlanta's fastest-evolving urban corridors, well-suited for an industrial owner-user or a future redevelopment. Situated directly along the Atlanta BeltLine and less than one mile from Mercedes-Benz Stadium, the property offers exceptional proximity to some of the city's most powerful drivers of growth, including Downtown Atlanta, Vine City, Castleberry Hill, and major sports and entertainment venues. The surrounding area has seen significant public and private investment, positioning the site squarely within the path of continued expansion and revitalization.

The subject property is located in an Opportunity Zone, a Special Public Interest (SPI) zoning district, and the Westside Tax Allocation District (TAD). The current zoning is SPI-SA5 which allows for a multitude of uses. The property is in NPU L and carries a Future Land Use Designation of Medium Density Mixed Use in the latest Atlanta Comprehensive Plan. With BeltLine access, transit connectivity, and walkable proximity to employment centers, dining, and cultural destinations, the site is well suited for a range of mixed-use, residential, or creative redevelopment concepts. For buyers seeking a strategic foothold in Atlanta's urban core, 523 Joseph E. Boone Blvd offers a rare chance to capitalize on location, zoning, and momentum, where future value is driven by what surrounds the property as much as what can be built upon it.



## Property Summary

- Opportunity Zone
- Westside TAD
- Beltline Frontage
- Ideal location for mixed-use, multi-family, hospitality, and retail
- Redevelopment opportunity or owner/occupier



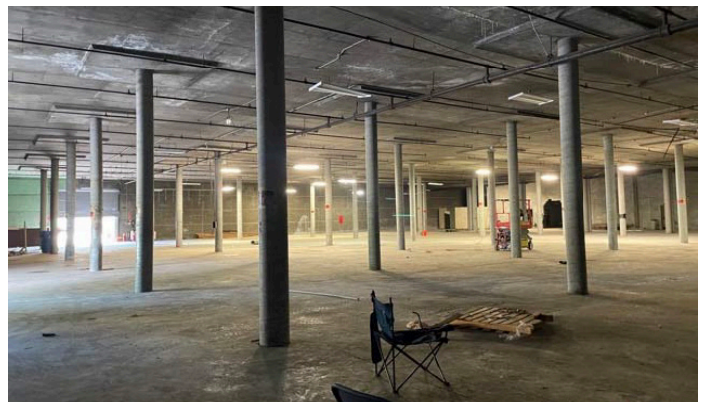
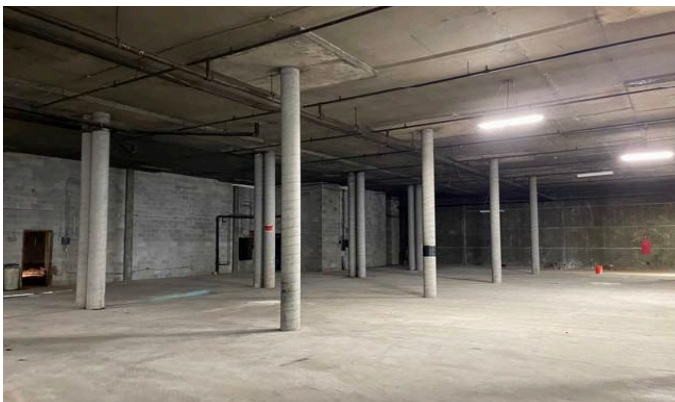
# Property Overview

523 Joseph E. Boone Boulevard, Atlanta, GA 30314



## Building Overview

- Building Area: 35,597 SF
- Dock Doors: 6
- Drive Ins: 2 (12'5" x 11'6")
- Ceiling Height: 15'8"
- Column Spacing: 20'
- Sprinklered





# Atlanta Overview

## Nearby Attractions



## Atlanta, GA

Atlanta, Georgia is the economic and cultural hub of the Southeast, anchored by a dynamic downtown that serves as a regional destination for business, tourism, and major events. Downtown Atlanta is home to some of the city's most recognizable and high-traffic attractions, including Mercedes-Benz Stadium, State Farm Arena, the Georgia World Congress Center, and Centennial Olympic Park, together forming one of the largest contiguous sports, entertainment, and convention districts in the country.

The area also draws millions of annual visitors to world-class attractions such as the Georgia Aquarium, World of Coca-Cola, College Football Hall of Fame, and CNN Center, creating consistent foot traffic and demand for hospitality, retail, and mixed-use development. With direct access to MARTA, multiple interstate connectors, and proximity to Midtown and the Atlanta BeltLine, downtown offers exceptional connectivity and visibility.

For commercial property owners and investors, downtown Atlanta presents a compelling opportunity at the intersection of tourism, employment, and long-term urban growth, supported by ongoing public and private investment, strong institutional anchors, and a diversified economic base.

# Atlanta Overview

## Nearby Attractions



### Mercedes-Benz Stadium

Mercedes-Benz Stadium is a premier, state-of-the-art sports and entertainment venue that anchors downtown Atlanta. Home to the NFL's Atlanta Falcons and MLS's Atlanta United, the stadium hosts year-round events including major concerts, college football championships, international soccer matches, and global events such as the Super Bowl and World Cup matches. Its ability to attract large, consistent crowds drives significant economic activity and supports sustained demand for nearby commercial, hospitality, and mixed-use assets.



### State Farm Arena

State Farm Arena is a leading indoor sports and entertainment venue and the home of the NBA's Atlanta Hawks. Located within the Georgia World Congress Center campus, the arena hosts a high volume of concerts, touring shows, and marquee sporting events throughout the year. Its steady event schedule and proximity to other downtown attractions make it a strong generator of foot traffic and a key contributor to the area's vibrant live-event economy.



### Centennial Olympic Park

Centennial Olympic Park serves as the central gathering space for downtown Atlanta and a defining legacy of the 1996 Olympic Games. The 22-acre urban park connects the city's major attractions and venues, hosting festivals, concerts, and public events year-round. As a walkable green space surrounded by hotels, museums, and entertainment destinations, the park enhances the appeal of adjacent commercial properties and supports long-term value through placemaking and sustained visitation.



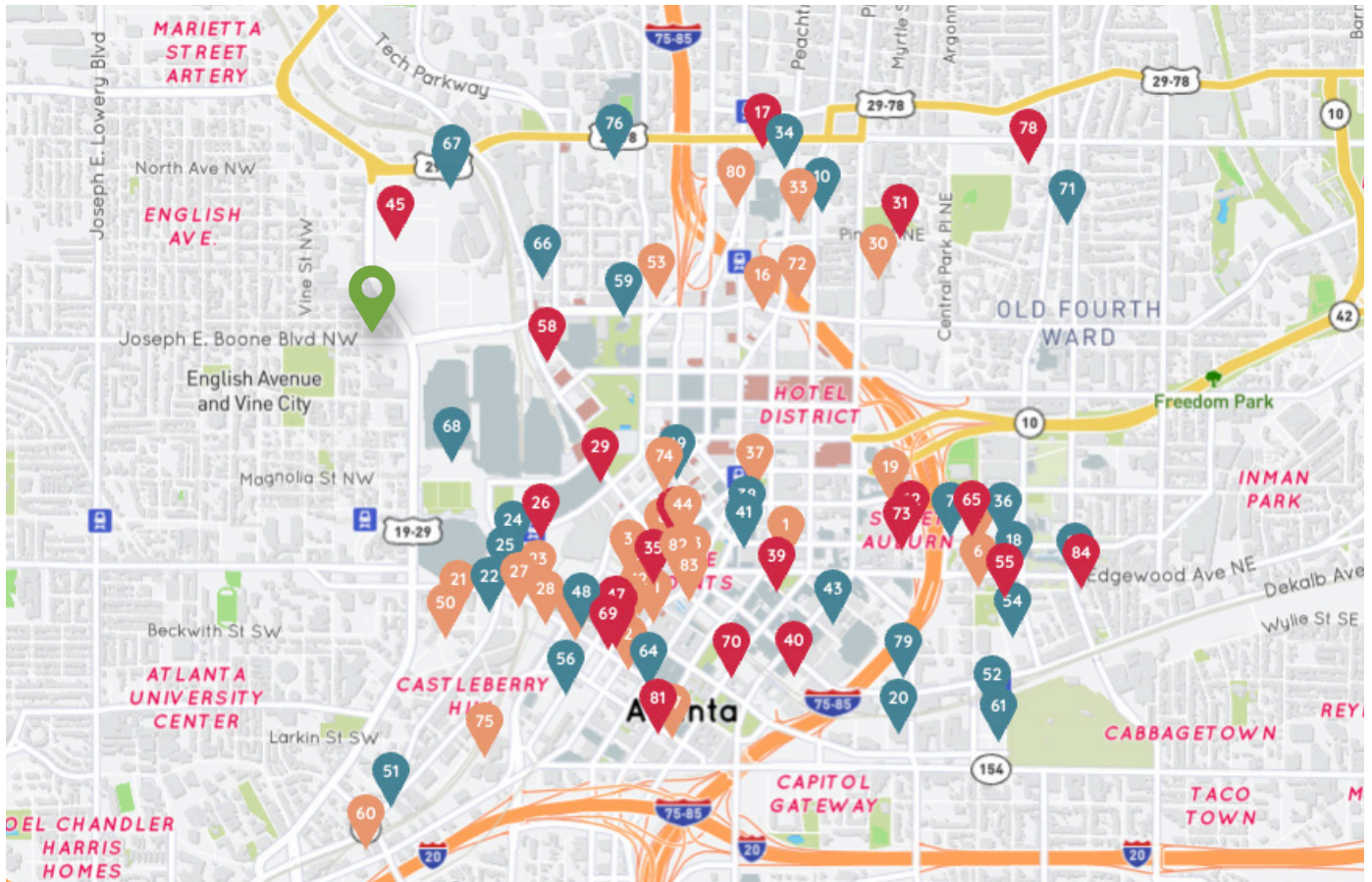
### World of Coca-Cola

The World of Coca-Cola is one of Atlanta's most visited tourist attractions, drawing millions of domestic and international visitors annually. Located adjacent to Centennial Olympic Park and the Georgia Aquarium, the attraction benefits from and contributes to a dense cluster of high-traffic destinations. Its global brand recognition and consistent visitor volume reinforce downtown Atlanta's position as a premier tourism and convention market, supporting strong demand for nearby retail, office, and hospitality uses.



# Atlanta Overview

## Area Developments



### Map Key

-  Subject Property
-  Completed Developments
-  Planned Developments
-  Under Construction

# Atlanta Overview

## Area Developments Details

| DEVELOPMENT   | DETAILS  | STATUS                 | INVESTMENT |
|---|--|------------------------|------------|
| 1 Herndon Square – Phase 2                            | Mixed-use community                            | Anticipated 2026       | \$50M      |
| 2 The Grace Residences                                | 280-unit apartment w/ retail                   | Completed 2024         | -          |
| 3 Salvation Army – Center of Hope                     | Temporary housing & education                  | Anticipated 2025       | \$20M      |
| 4 National Center for Civil & Human Rights Expansion  | Cultural / institutional expansion (20,000 SF) | Anticipated 2026       | \$56M      |
| 5 Marriott Residence Inn                              | Hotel  | Anticipated 2026       | -          |
| 6 Moxy Atlanta by Marriott                            | 183-room hotel                                 | Anticipated 2026       | \$28M      |
| 7 Signia by Hilton – GWCC Campus                      | 4-star convention hotel                        | Completed / Delivering | \$400M     |
| 8 Atlanta First United Methodist Church Redevelopment | Affordable housing, school, church expansion   | Anticipated 2027       | \$114M     |
| 9 CNN Center Renovation                               | Dining, retail & entertainment                 | Anticipated 2026       | -          |
| 10 Legacy at Centennial                               | 32-story student housing                       | Completed 2023         | \$80M      |
| 11 Teachers Village                                   | Affordable housing (teachers & seniors)        | Anticipated 2027       | \$100M     |
| 12 41 Marietta  | Office-to-residential conversion               | Anticipated 2026       | \$32M      |
| 13 Grant Building                                     | 165-room hotel                                 | Anticipated 2025       | -          |
| 14 55 Park Place Renovation (GSU)                     | University / institutional                     | Anticipated 2026       | \$55M      |
| 15 Student Success Center (GSU)                       | Education / student services                   | Anticipated 2025       | \$37.8M    |
| 16 100 Edgewood Renovation                            | Office renovation                              | Anticipated 2027       | -          |
| 17 Big Bethel Redevelopment                           | Parking + residential + church offices         | Anticipated 2027       | \$130M     |
| 18 Odd Fellows Tower Renovation                       | Retail + transitional housing                  | Anticipated 2025       | \$13.3M    |
| 19 Sweet Auburn Grande                                | Mixed-use development                          | Anticipated 2026       | \$56M      |
| 20 Grady Memorial Hospital – Correll Pavilion         | Medical outpatient expansion                   | Completed 2023         | \$151M     |
| 21 Science Park Complex – Phase III (GSU)             | Laboratory / research facility                 | Anticipated 2026       | \$100M     |
| 22 One Peachtree – Senior Housing                     | Senior housing                                 | Anticipated 2027       | \$25M      |
| 23 Two Peachtree Redevelopment                        | Office-to-residential mixed-use                | Anticipated 2028       | -          |
| 24 Five Points MARTA Station Renovation               | Transit infrastructure & public space          | Anticipated 2027       | \$206M     |
| 25 Underground Atlanta Redevelopment                  | Mixed-use community                            | TBD                    | -          |
| 26 State Capitol Complex Renovation                   | Government / civic renovation                  | Anticipated 2026       | \$392M     |
| 27 Trinity United Methodist Church Redevelopment      | Affordable housing                             | Anticipated 2027       | -          |
| 28 Trinity Central Flats                              | Mixed-income housing                           | Anticipated 2026       | \$68M      |
| 29 Origin Hotel                                       | Adaptive reuse hotel                           | Completed 2024         | \$16.5M    |
| 30 South Downtown Redevelopment – Phase 1             | Mixed-use development                          | Anticipated 2026       | \$200M     |
| 31 Hotel Row (Adaptive Reuse)                         | Retail, restaurant & office                    | Completed 2023         | \$18.5M    |
| 32 The Melody   | Micro-unit residential                         | Completed 2024         | \$5M       |
| 33 Centennial Yards South – G.2                       | Mixed-use development                          | TBD                    | -          |
| 34 Centennial Yards – C.5                             | 500-unit residential & mixed-use               | Anticipated 2026       | -          |
| 35 Centennial Yards – G.1 (Hospitality)               | Mixed-use hospitality                          | TBD                    | -          |
| 36 Centennial Yards – Entertainment District          | Entertainment, F&B, hotel                      | Anticipated 2026       | -          |
| 37 Centennial Yards – Hotel                           | 292-room hotel                                 | Anticipated 2025       | \$155M     |
| 38 Centennial Yards – The Mitchell                    | 304-unit residential                           | Anticipated 2025       | \$145M     |
| 39 Castleberry Park Residential                       | Residential (mixed-use component)              | Completed 2022         | \$50M      |

# Preliminary Survey

## 523 Joseph E Boone Blvd, Atlanta, GA 30314

