

**STEPHAN DICKIE**

Stephan@atlantaleasing.com

(470) 983-9993

**PAULSEN FOODS**

## OFFERING MEMORANDUM

FOR SALE | PART TO LEASE |

+/- 2,600 TO 11,826 SF BLDG ON .99 ACRE OF LAND

748 Donald Lee Hollowell Pkwy NW, Atlanta, GA 30318



**ATLANTA LEASING  
& INVESTMENT**

## PROPERTY OVERVIEW

Atlanta Leasing Investment is pleased to present 748 Donald Lee Hollowell Pkwy NW, an opportunity located in the rapidly developing West Atlanta submarket. This property features access to the Westside BeltLine Connector (under construction) and is just blocks from Echo Street West, Westside Park, and Mercedes-Benz Stadium. It is ideal for users, developers or investors seeking to lease or purchase an asset with future upside in one of Atlanta's most dynamic growth corridors.



**748 DONALD LEE HOLLOWELL PKWY NW, ATLANTA, GA 30318**

▶ 404.348.4448 ext #9

▶ [AtlantaLeasing.com/748DLH](https://AtlantaLeasing.com/748DLH)



**ATLANTA LEASING  
& INVESTMENT**

## PROPERTY INFORMATION

### Price:

Contact broker

Submarket Overview:

Atlanta Central / West Atlanta

Retail Vacancy

1.7%

Industrial Vacancy

8.7%

Building Square Feet:

2,600- 11,826 SF

Acreage:

± .99

Zoning:

SPI-3 SA5

Parcel ID:

14 011200080685

748 DONALD LEE HOLLOWELL PKWY NW, ATLANTA, GA 30318

▶ 404.348.4448 ext #9

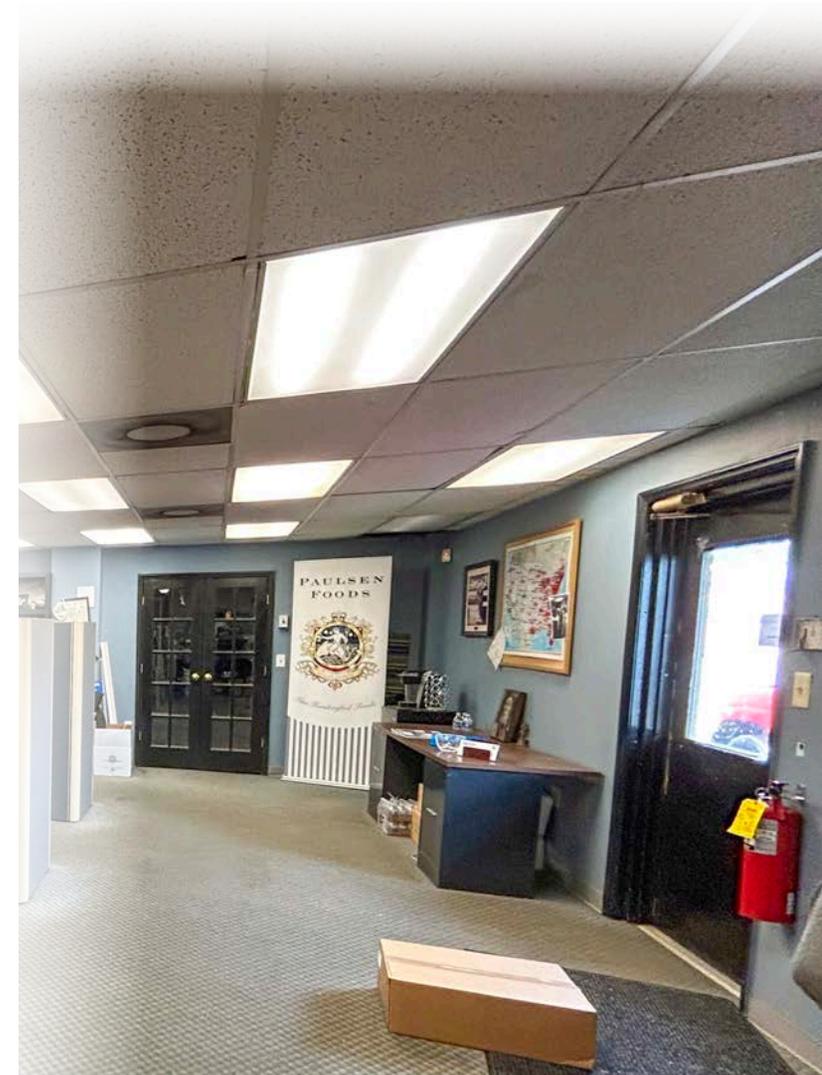
▶ [AtlantaLeasing.com/748DLH](https://AtlantaLeasing.com/748DLH)



ATLANTA LEASING  
& INVESTMENT

## PROPERTY HIGHLIGHTS

- **Zoning:** Allows for a broad mix of industrial, commercial, and mixed-use development.
- **Cold Storage Facility:** USDA & FDA approved for food service, distribution, and refrigeration use.
- **Redevelopment Potential:** This asset offers significant potential for long-term value creation through redevelopment, continued industrial use or conversion to retail. Existing zoning allows for up to 142,000 SF with affordable housing bonuses.
- **Uses:** Suitable for cold storage, food production, mixed-use (commercial + live/work), retail or creative flex/studio spaces.



748 DONALD LEE HOLLOWELL PKWY NW, ATLANTA, GA 30318

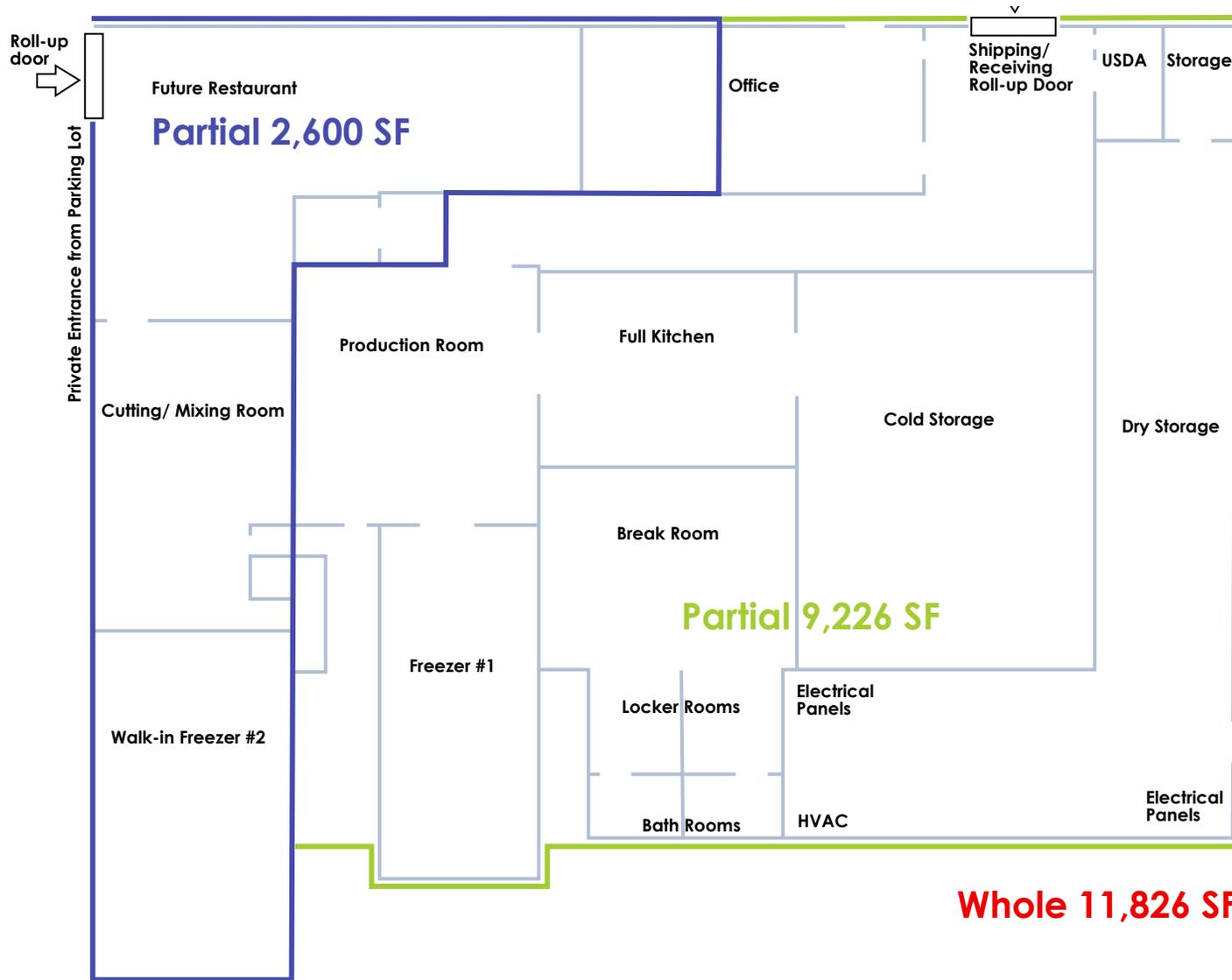
▶ 404.348.4448 ext #9

▶ [AtlantaLeasing.com/748DLH](https://AtlantaLeasing.com/748DLH)



ATLANTA LEASING  
& INVESTMENT

# FLOOR PLAN



**Whole 11,826 SF**

748 DONALD LEE HOLLOWELL PKWY NW, ATLANTA, GA 30318

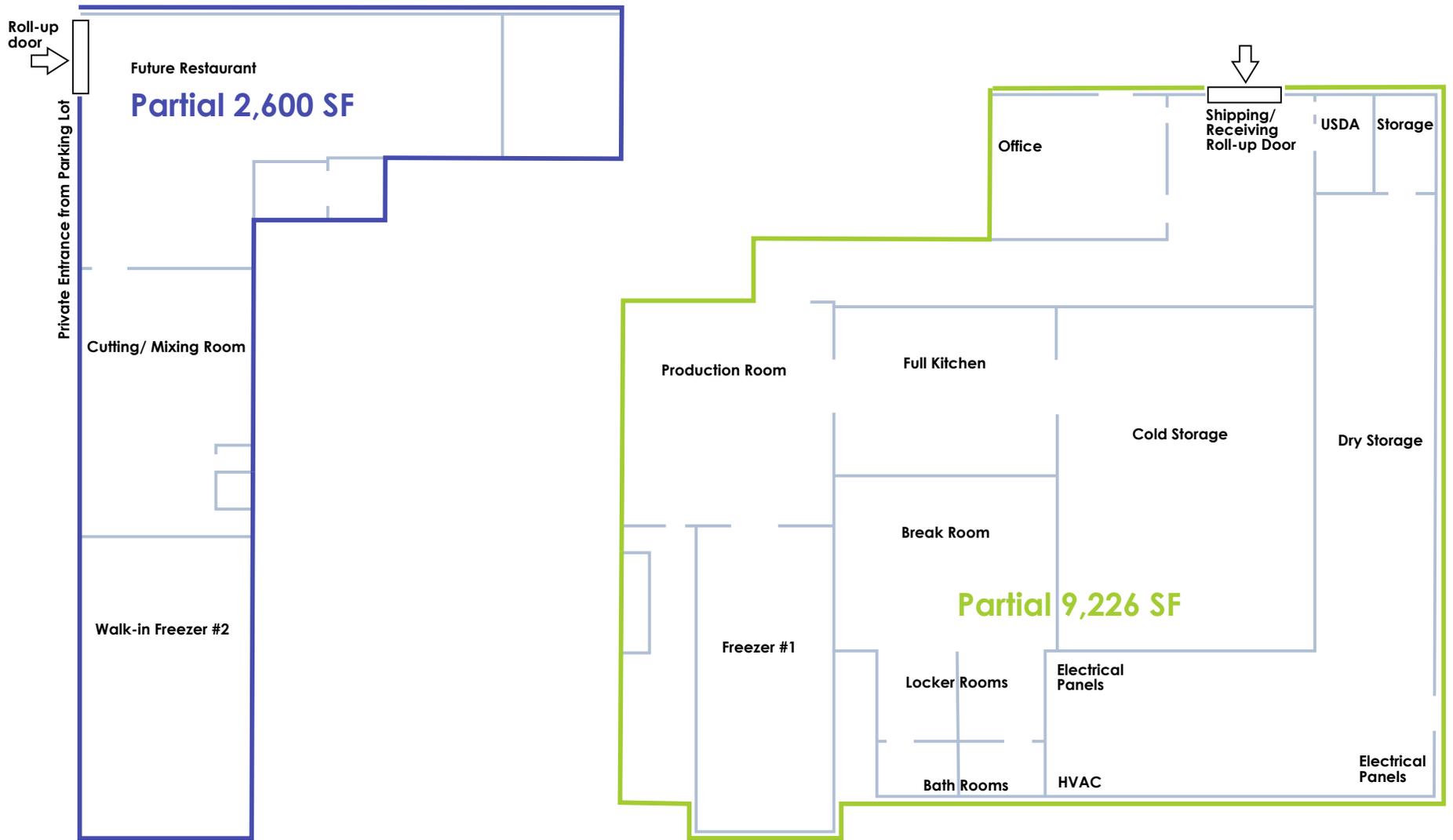


ATLANTA LEASING  
& INVESTMENT

▶ 404.348.4448 ext #9

▶ AtlantaLeasing.com/748DLH

# FLOOR PLAN



748 DONALD LEE HOLLOWELL PKWY NW, ATLANTA, GA 30318

▶ 404.348.4448 ext #9

▶ AtlantaLeasing.com/748DLH



ATLANTA LEASING  
& INVESTMENT

## INTERIOR PHOTOS



748 DONALD LEE HOLLOWELL PKWY NW, ATLANTA, GA 30318

▶ 404.348.4448 ext #9

▶ AtlantaLeasing.com/748DLH



ATLANTA LEASING  
& INVESTMENT

## INTERIOR PHOTOS



748 DONALD LEE HOLLOWELL PKWY NW, ATLANTA, GA 30318

▶ 404.348.4448 ext #9

▶ [AtlantaLeasing.com/748DLH](http://AtlantaLeasing.com/748DLH)



ATLANTA LEASING  
& INVESTMENT

## EXTERIOR



748 DONALD LEE HOLLOWELL PKWY NW, ATLANTA, GA 30318

▶ 404.348.4448 ext #9

▶ [AtlantaLeasing.com/748DLH](https://AtlantaLeasing.com/748DLH)



ATLANTA LEASING  
& INVESTMENT

# THE AREA/ HOTSPOTS



748 DONALD LEE HOLLOWELL PKWY NW, ATLANTA, GA 30318

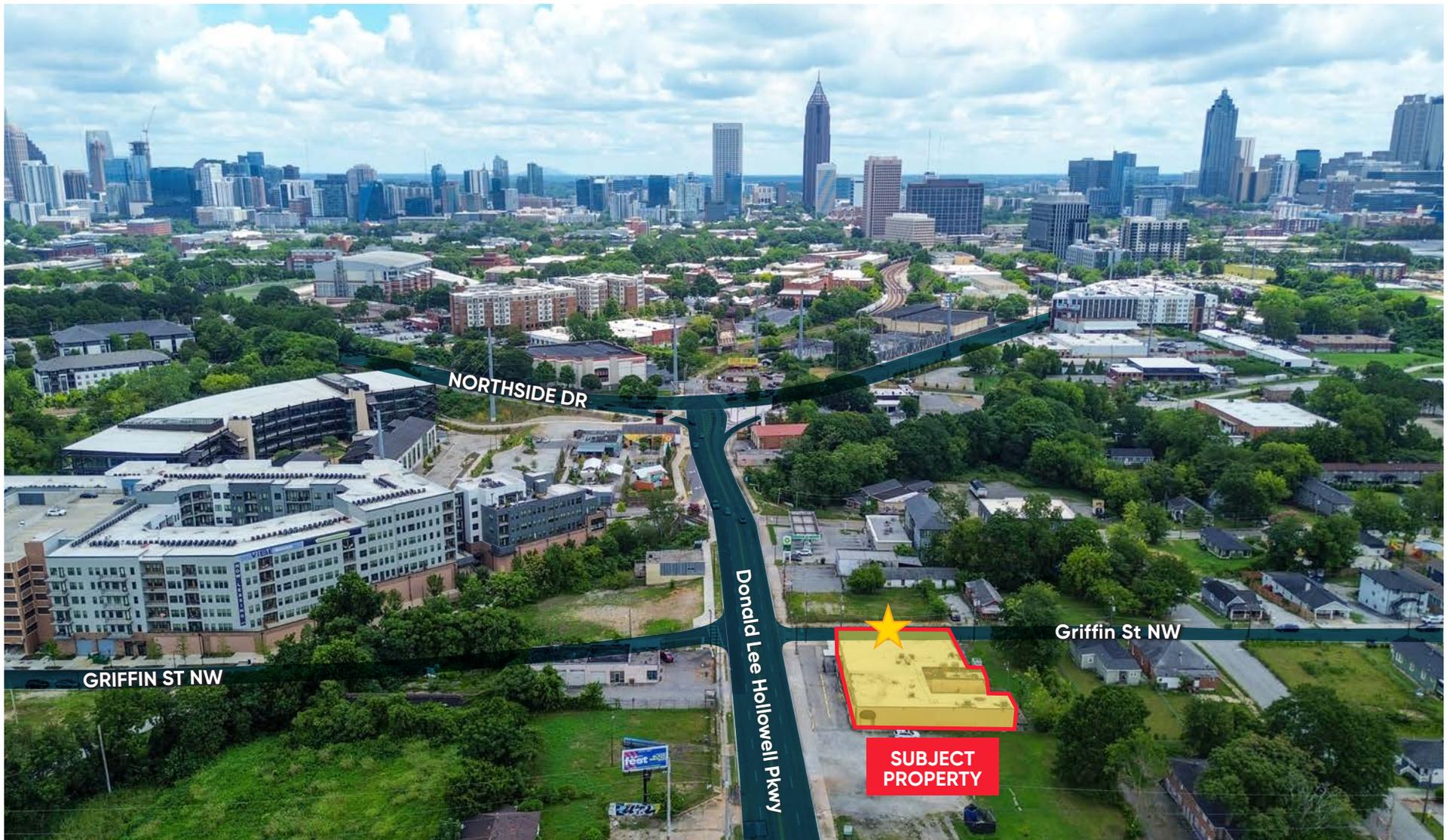


ATLANTA LEASING  
& INVESTMENT

▶ 404.348.4448 ext #9

▶ AtlantaLeasing.com/748DLH

## THE AREA/ HOTSPOTS



748 DONALD LEE HOLLOWELL PKWY NW, ATLANTA, GA 30318

▶ 404.348.4448 ext #9

▶ [AtlantaLeasing.com/748DLH](https://AtlantaLeasing.com/748DLH)



ATLANTA LEASING  
& INVESTMENT

## THE AREA/ HOTSPOTS



**748 DONALD LEE HOLLOWELL PKWY NW, ATLANTA, GA 30318**

▶ 404.348.4448 ext #9

▶ [AtlantaLeasing.com/748DLH](https://AtlantaLeasing.com/748DLH)



**ATLANTA LEASING  
& INVESTMENT**

# AERIAL MAP



### EXISTING CITY OF ATLANTA DEVELOPMENT CONTROLS

	Subarea 5	Site SF Potential
<b>Base FAR</b>		
a) Residential	1.3	56,062
b) Non-Residential	2	86,249
c) Bonus***	1	43,124
d) Combined	3.3	142,311
Maximum Building Coverage	85%	36,656

748 DONALD LEE HOLLOWELL PKWY NW, ATLANTA, GA 30318

▶ 404.348.4448 ext #9

▶ AtlantaLeasing.com/748DLH



**ATLANTA LEASING & INVESTMENT**

## DEMOGRAPHIC OVERVIEW

Radius	2-Mile	5-Mile	10-Mile
2020 Population	92,703	356,557	991,489
2024 Population	100,548	380,272	1,034,456
2029 Population Projection	104,894	395,125	1,061,089
Annual Growth 2020-2024	2.1%	1.7%	1.1%
Annual Growth 2024-2029	0.9%	0.8%	0.5%
Median Age	31.3	34.8	36.2
Bachelor's Degree or Higher	57%	55%	51%
U.S. Armed Forces	184	416	983
<b>INCOME</b>			
Avg Household Income	\$101,784	\$110,157	\$110,688
Median Household Income	\$74,415	\$78,439	\$79,482
< \$25,000	9,313	35,874	80,031
\$25,000 - 50,000	6,632	26,574	73,624
\$50,000 - 75,000	7,169	24,606	67,579
\$75,000 - 100,000	5,305	19,455	54,733
\$100,000 - 125,000	4,491	16,150	41,339
\$125,000 - 150,000	3,343	12,141	32,886
\$150,000 - 200,000	4,118	16,437	40,449
\$200,000+	5,516	28,223	71,451

748 DONALD LEE HOLLOWELL PKWY NW, ATLANTA, GA 30318



ATLANTA LEASING  
& INVESTMENT

▶ 404.348.4448 ext #9

▶ AtlantaLeasing.com/748DLH

# ATLANTA URBAN REVITALIZATION PROJECTS

## ECHO STREET WEST DEVELOPMENT

Echo Street West is a 19-acre mixed-use development on Atlanta's Westside that combines office space, apartments, retail, dining, art studios, and green space into a vibrant community hub. Anchored by 765 Echo, a timber-built office building, it also features 292 residential units (20% affordable), over 30,000 square feet of retail and dining, and Guardian Studios – home to 30+ local artists.



## PRIORITIZING SUSTAINABILITY AND WELLNESS

Connected to the Westside BeltLine, the project includes a 6.5-acre outdoor event space and emphasizes sustainability with design elements reflecting the site's industrial roots. Strategically located near Georgia Tech and the future Microsoft campus, Echo Street West is a major step forward in Westside revitalization.

748 DONALD LEE HOLLOWELL PKWY NW, ATLANTA, GA 30318

▶ 404.348.4448 ext #9

▶ [AtlantaLeasing.com/748DLH](https://AtlantaLeasing.com/748DLH)



ATLANTA LEASING  
& INVESTMENT

# ATLANTA URBAN REVITALIZATION PROJECTS

## ATLANTA BELTLINE

A nationally recognized redevelopment effort, the Atlanta BeltLine transforms 22 miles of old rail lines into parks, trails, and transit routes connecting intown neighborhoods. Designed to boost mobility and economic inclusion, the project promotes sustainability and healthier urban living. Since 2005, the BeltLine Partnership has led the charge by expanding green spaces, engaging the community, and supporting affordable housing initiatives.



## CENTENNIAL YARDS

Centennial Yards is a \$5 billion, 50-acre development reshaping downtown's historic Gulch into a vibrant mixed-use destination. The project includes residences, hotels, retail, and entertainment. Early milestones include the launch of The Lofts at Centennial Yards and a planned 5,300-seat Live Nation music venue set to open in 2027, further anchoring the district's cultural impact.

748 DONALD LEE HOLLOWELL PKWY NW, ATLANTA, GA 30318

▶ 404.348.4448 ext #9

▶ [AtlantaLeasing.com/748DLH](https://AtlantaLeasing.com/748DLH)



ATLANTA LEASING  
& INVESTMENT

---

## ATLANTA: BUSINESS & EDUCATION

---

### A THRIVING BUSINESS ENVIRONMENT

Atlanta is one of the fastest-growing metro areas in the U.S., attracting over 5.9 million residents and thousands of new businesses. The city's low corporate tax rate, pro-business policies, and affordable operating costs have helped establish it as a major national hub for commerce and innovation.

### EDUCATIONAL ECOSYSTEM

Atlanta's academic landscape includes a diverse mix of top-tier universities, HBCUs, and technical colleges. The metro area contributes over 130,000 jobs from its education sector and consistently ranks among the nation's leaders in research funding and graduate output. Notable institutions include Georgia Tech, Emory University, Georgia State University, Morehouse, Spelman, and Clark Atlanta University.

### METRO HIGHLIGHTS



**WORLD'S BUSIEST AIRPORT  
(HARTSFIELD-JACKSON)**



**OVER \$270B IN METRO  
ATLANTA GDP**



**TOP 10 U.S. METRO FOR  
DEGREES AWARDED AND  
RESEARCH INVESTMENT**

**FORTUNE  
500**

**13 FORTUNE 500  
HEADQUARTERS**



**TOP U.S. METRO FOR LOW  
COST OF DOING BUSINESS**

# ECONOMIC GROWTH & WORKFORCE TRENDS

## CORPORATE PRESENCE & HQS

With one of the highest concentrations of Fortune 1000 companies in the nation, Atlanta is home to powerhouses like Coca-Cola, UPS, Delta Air Lines, The Home Depot, NCR, and Honeywell. This makes it a prime destination for corporate relocations and business expansion.

## STEADY POPULATION & JOB GROWTH

**4TH**  
**Fastest Growing Metro**  
(Freddie Mac)

**8TH**  
**Largest U.S. Metro**  
(U.S. Census Bureau)



## MAJOR EMPLOYERS



## QUALITY OF LIFE & CULTURE

### TOP DESTINATION FOR MOVERS & VISITORS

Atlanta has earned national recognition for its mix of affordability, entertainment, and opportunity.



**#1 TOP TRENDING TRAVEL  
DESTINATION**  
(BOOKING.COM)



**#2 MOVING DESTINATION  
IN THE U.S.**  
(PENSKE)



**#8 BEST CITY IN THE  
SOUTH**  
(SOUTHERN LIVING)

### CULTURAL & SPORTS ATTRACTIONS

Atlanta is a vibrant destination with a thriving arts scene, renowned dining, and passionate sports fans.

### TRANSPORTATION ACCESS

Hartsfield-Jackson remains one of the world's most connected and efficient airports, reinforcing Atlanta's position as a business and tourism gateway.



**ATLANTA BRAVES | TRUIST PARK**



**ATLANTA HAWKS | STATE FARM ARENA**



**GEORGIA AQUARIUM,  
THE KING CENTER, CNN STUDIO TOUR**



**ATLANTA FALCONS & UNITED FC |  
MERCEDES-BENZ STADIUM**



## ATLANTA, GA

Atlanta is primed for significant appreciation in the coming years, driven in part by its selection as a host city for the 2026 FIFA World Cup. This global event is expected to bring a surge in international attention, tourism, infrastructure investment, and long-term economic impact, further elevating property values and accelerating growth across the region.

Atlanta is the capital and most populous city in the U.S. state of Georgia. It serves as the cultural and economic hub of the ninth-largest metropolitan area in the country. The city has a well-diversified economy with strong concentrations in logistics, media, information technology, entertainment, tourism, financial services, and education.

Recognized as a global city, Atlanta ranks 8th in the U.S. and 36th worldwide in gross domestic product, boasting a GDP of \$270 billion. The city hosts the headquarters of more than 30 Fortune 500 and Fortune 1000 companies and is home to over 30 colleges and universities, reinforcing its role as a hub for innovation, business, and higher education.



**#1 BEST PLACES TO LIVE IN THE U.S. (MONEY.COM 2022)**



**#4 OF THE SOUTH'S BEST CITIES (SOUTHERN LIVING 2023)**



**#4 MOVING DESTINATION IN THE NATION (2024)**

## MUSEUMS & ART

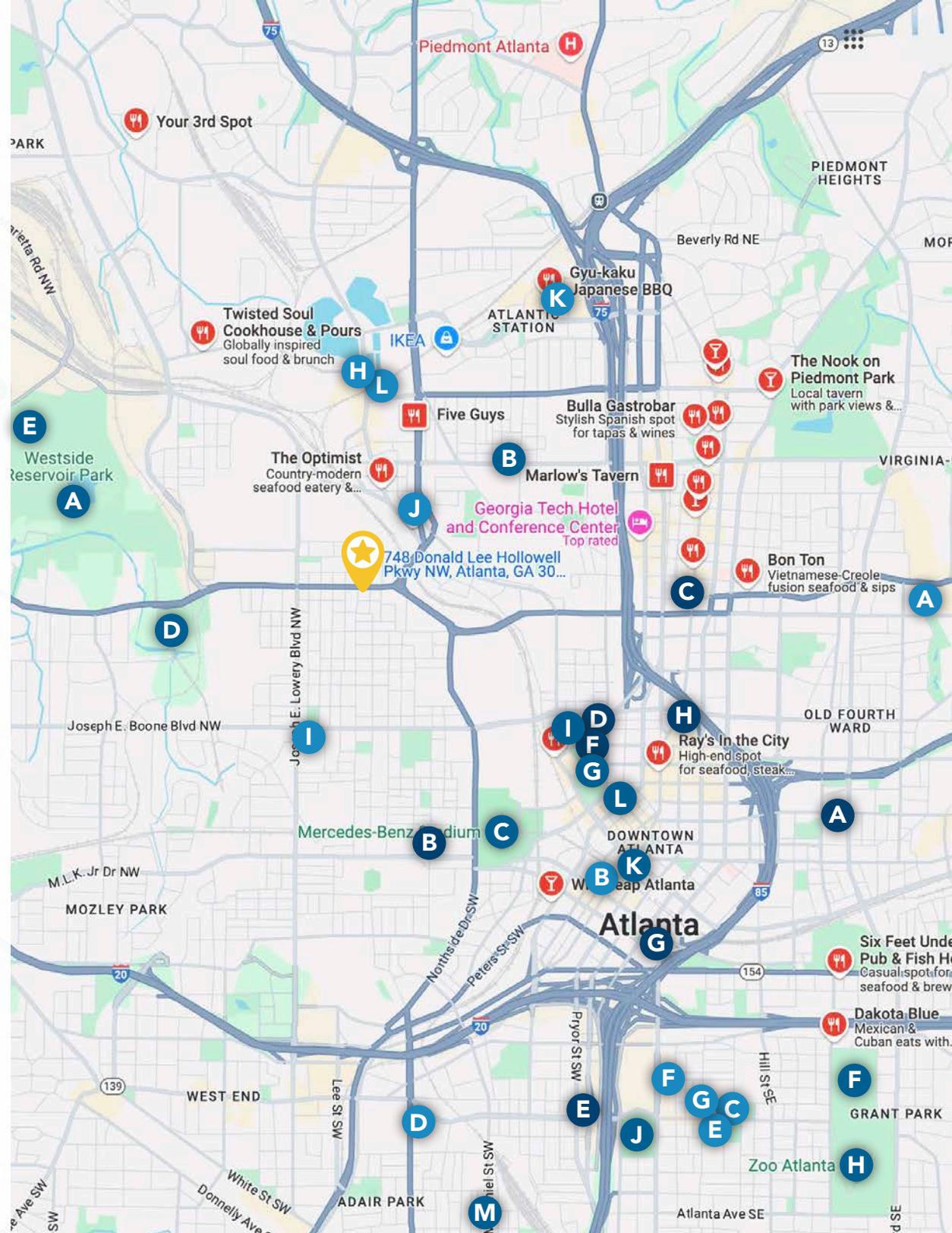
- A** MLK JR. NATIONAL HISTORIC PARK
- B** HISTORIC HERNDON HOME MUSEUM
- C** FOX THEATRE
- D** NATIONAL CENTER FOR HUMAN RIGHTS
- E** BELIEVE MUSIC HALL
- F** WORLD OF COCA-COLA
- G** GEORGIA CAPITOL MUSEUM
- H** FOLK ART PARK

## TO DO

- |  |                              |
|--|------------------------------|
| <b>A</b> WESTSIDE PARK (1.4 MILES)         | <b>H</b> ATLANTA ZOO         |
| <b>B</b> GEORGIA TECH (1.5 MILES)          | <b>I</b> GEORGIA AQUARIUM    |
| <b>C</b> MERCEDES BENZ STADIUM (2.6 MILES) | <b>J</b> CENTER PARC STADIUM |
| <b>D</b> MADDOX PARK                       | <b>K</b> UNDERGROUND ATLANTA |
| <b>E</b> SHIRLEY CLARKE FRANKLIN PARK      | <b>L</b> SKYVIEW ATLANTA     |
| <b>F</b> GRANT PARK                        | <b>M</b> ATLANTA BELTLINE    |
| <b>G</b> CENTENNIAL OLYMPIC PARK           |                              |

## SHOPPING & RESTAURANTS

- |  |                                |
|--|--------------------------------|
| <b>A</b> PONCE CITY MARKET (3.1 MILES) | <b>G</b> SOUTHERN NATIONAL     |
| <b>B</b> METRO MALL                    | <b>H</b> BROWN BAG SEAFOOD CO. |
| <b>C</b> MAEPOLE                       | <b>I</b> SOUL GOOD FINE FOOD   |
| <b>D</b> MET ATLANTA                   | <b>J</b> FOOD TERMINAL         |
| <b>E</b> WOOD'S CHAPEL BBQ             | <b>K</b> AZOTEA CANTINA        |
| <b>F</b> PUBLIX SUPER MARKET           | <b>L</b> COOKS & SOLDIERS      |



# FOR SALE | INDUSTRIAL COVERED LAND PLAY ±11,826 SF ATLANTA, GA



**STEPHAN DICKIE**  
MOBILE (470) 983-9993  
Stephan@atlantaleasing.com



**DAVID W. AYNES**  
MOBILE (678) 665-3283  
Dave@atlantaleasing.com

## MEET THE TEAM



**ANNE STEIB**  
AL&I Marketing



**KARREN CUCIO**  
AL&I Operations



**BROOKE SEALS**  
Research and Communications