



PONCE CITY MARKET

FORD FACTORY LOFTS

Hotel CLERMONT



CVS pharmacy

Atlanta BeltLine

TJ-maxx

WHOLE FOODS MARKET

STAPLES



MONROE AVE

VEDADO WAY

# 858 Vedado Way

4 UNIT MULTIFAMILY MINUTES FROM PONCE CITY MARKET, PIEDMONT PARK AND THE EASTSIDE BELTLINE



# 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.

Owner/Seller expressly reserve the right, at its sole discretion, to reject any or all expressions of interest or offers to purchase the Property and/or to terminate discussions with any party at any time with or without notice. Owner/Seller shall have no legal commitment or obligation to any purchaser reviewing this Offering Memorandum or making an offer to purchase the Property unless a written agreement for the purchase of the Property has been fully executed, delivered and approved by the Owner/Seller and any conditions to the purchaser's obligations therein have been satisfied or waived. The Seller reserves the right to move forward with an acceptable offer prior to the call for offers deadline.

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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## CONTACT INFORMATION

### ANDY LUNDSBERG

Partner, Bull Realty  
Andy@BullRealty.com  
404-876-1640 x 107

### MICHAEL WESS, CCIM

Partner, Bull Realty  
MWess@BullRealty.com  
404-876-1640 x 150

### BULL REALTY, INC.

50 Glenlake Parkway, Suite 600  
Atlanta, GA 30328  
BullRealty.com





# Property Overview

## LOCATION LOCATION LOCATION

Prime Midtown location, walkable to Ponce City Market, the Eastside BeltLine Trail, Piedmont Park and the Midtown Business District

## UNIT DETAILS


- Unit 1: 2 bed / 1 bath
- Unit 2: Studio / 1 bath
- Unit 3: 2 bed / 1 bath
- Unit 4: 2 bed / 1 bath

## PROPERTY DETAILS

- **Utilities:**
  - Electric - separately metered for each unit
  - Water - common
  - Gas - one unit has separate meter, two units share a meter and other unit is all electric
- **HVAC:** All units have separate central units
- **Laundry:** All units have in-unit laundry
- **Amenities:** Private greenspace in rear and upfront garden for use by all tenants
- Spacious and unique units with separate decks and patios

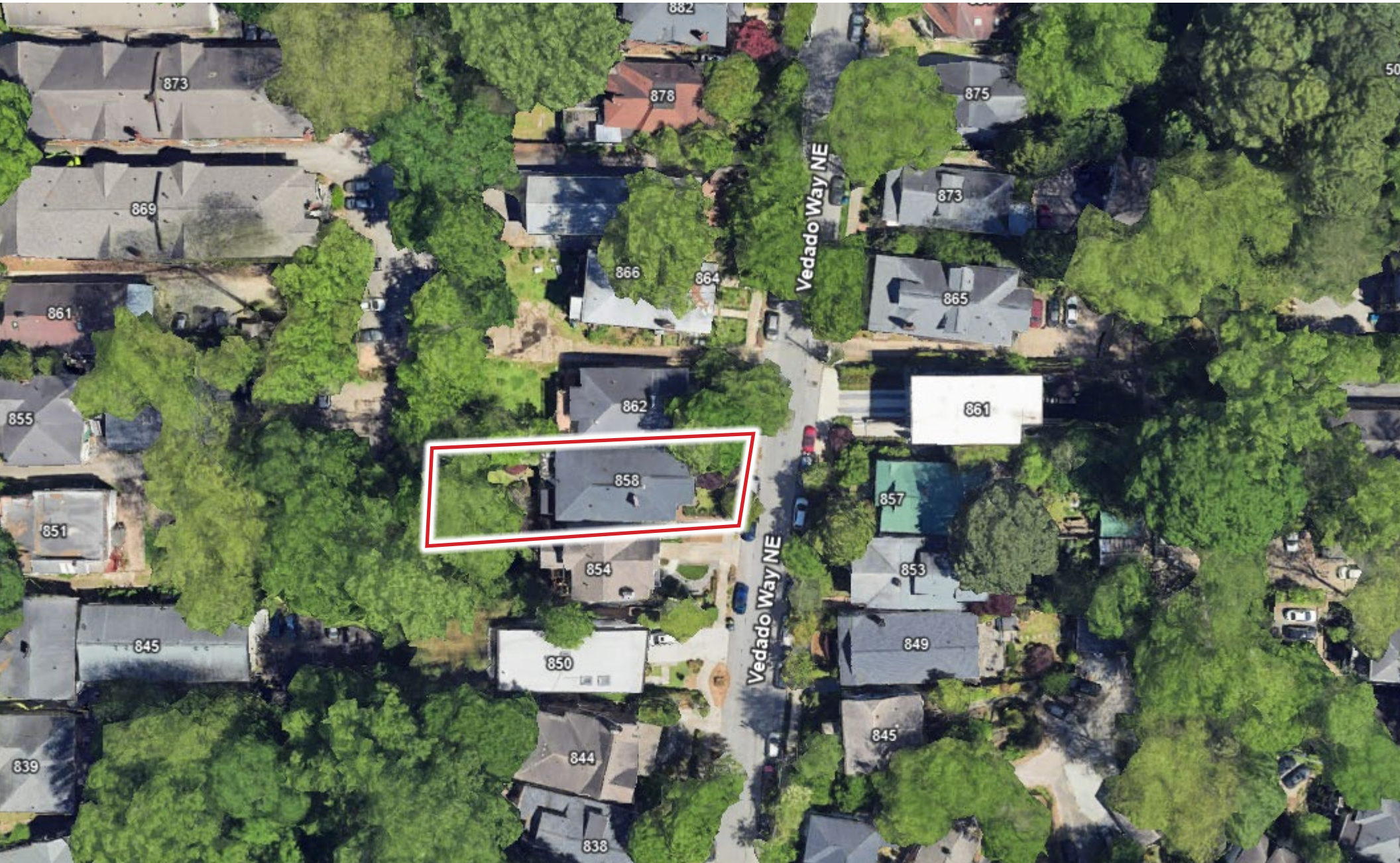
Property Video Tours available upon request. Email brokers for more information.

ADDRESS:	858 Vedado Way NE, Atlanta, GA 30308
COUNTY:	Fulton
NUMBER OF UNITS:	4
NUMBER OF FLOORS:	2
ANNUAL GROSS INCOME:	\$82,800
SITE SIZE:	±0.12 acres
ZONING:	R5

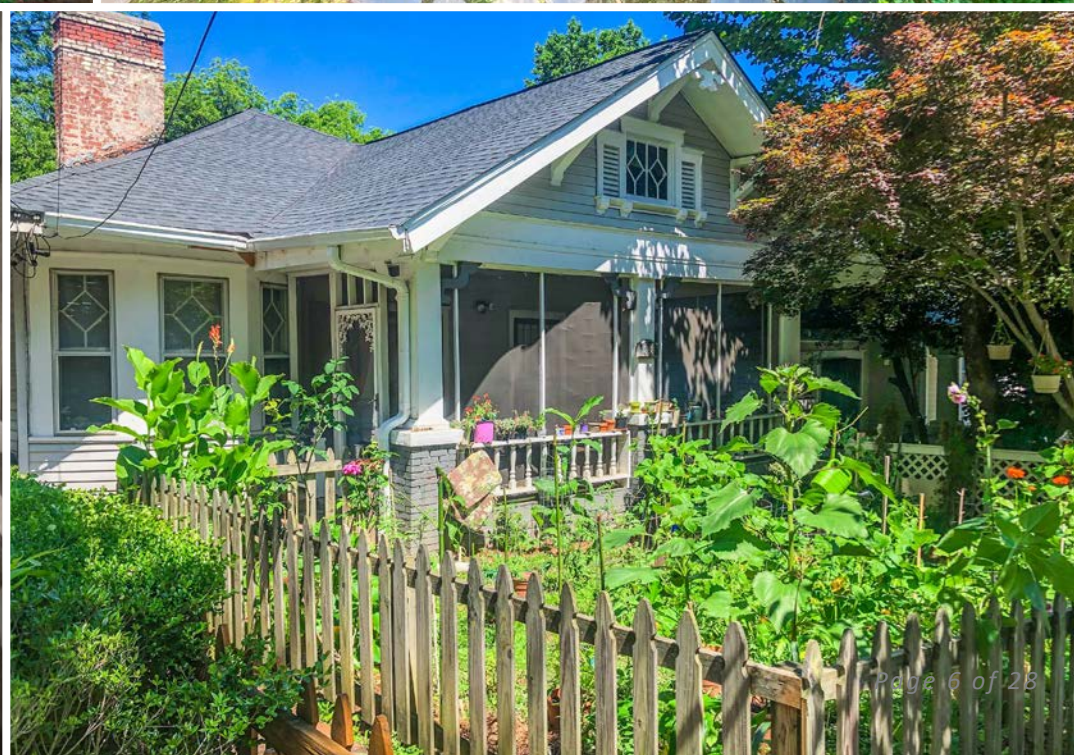
 975,000



# Plat Map











UNIT 1







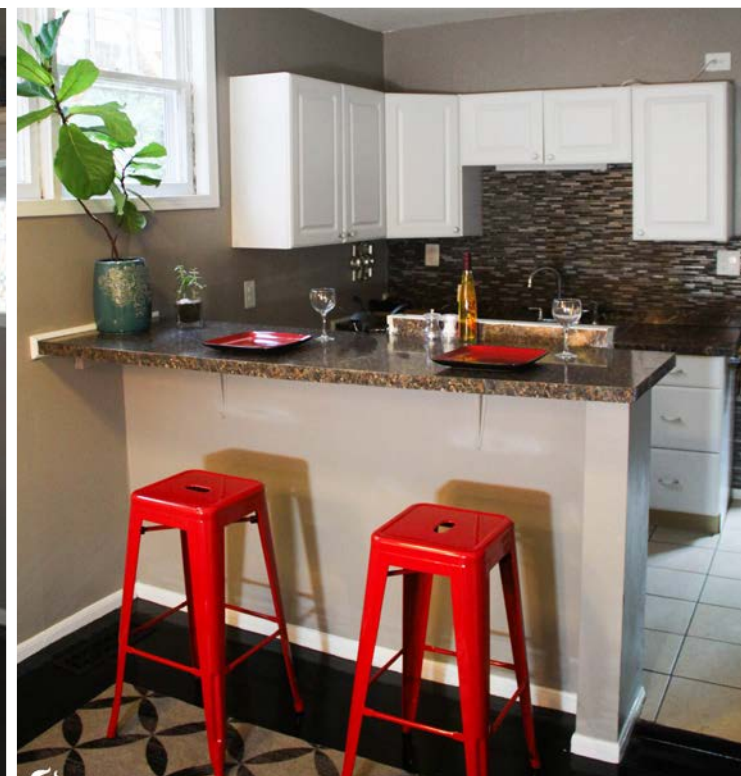
UNIT 2







UNIT 3







UNIT 4





AERIAL



PIEDMONT PARK

SUBJECT PROPERTY





ATLANTA  
DOWNTOWN



MIDTOWN  
Atlanta

PIEDMONT PARK

9TH ST NE

10TH ST NE

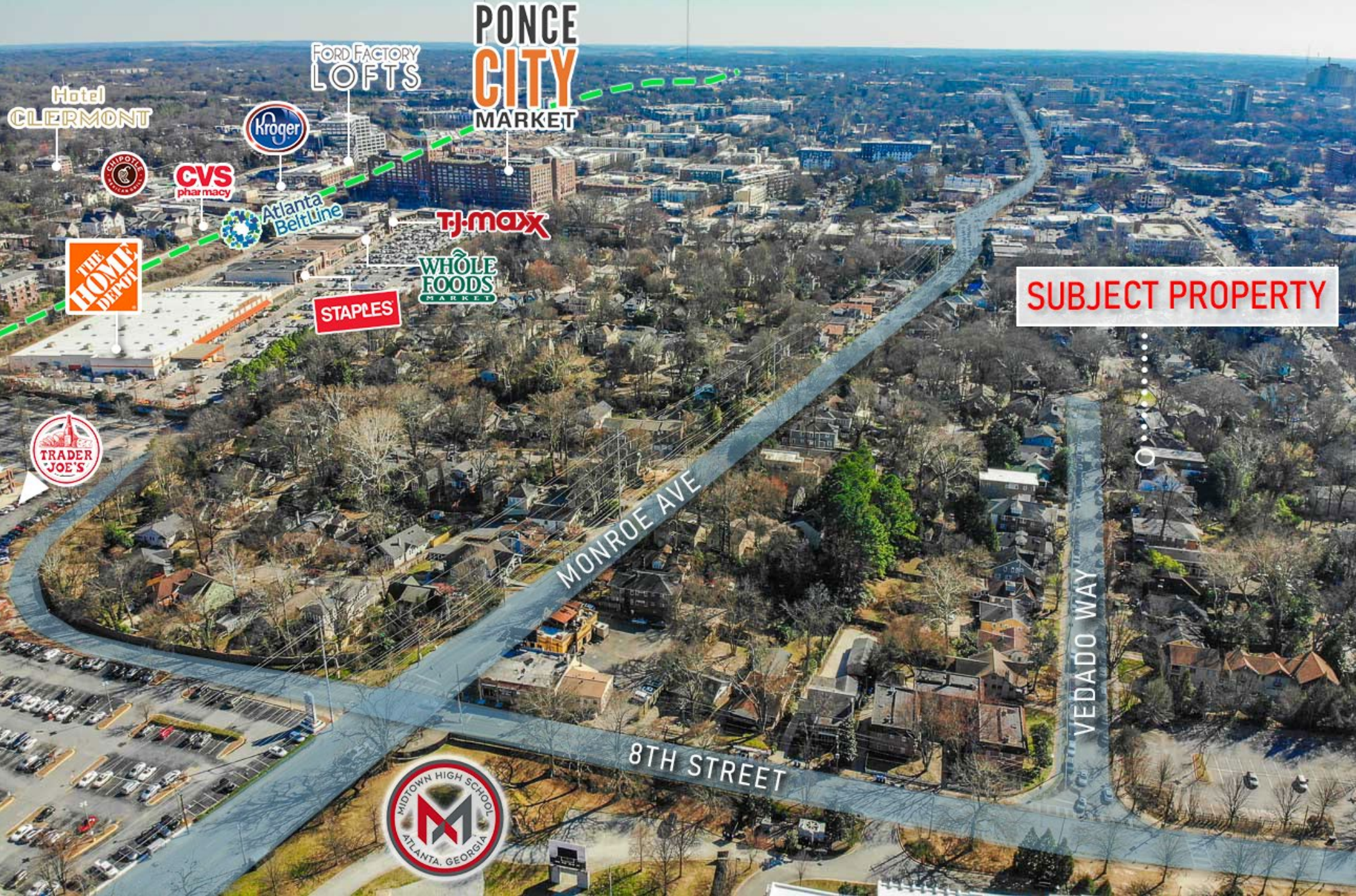
CHARLES ALLEN DR NE

SUBJECT PROPERTY





AERIAL



PONCE  
CITY  
MARKET

FORD FACTORY  
LOFTS



CVS  
pharmacy



TJ-maxx

WHOLE  
FOODS  
MARKET

STAPLES

SUBJECT PROPERTY

MONROE AVE

VEDADO WAY

8TH STREET



Hotel  
CLERMONT



# Area Overview





# ABOUT THE AREA

## MIDTOWN IS...

- **Centrally Located and Easily Accessible** - Located between Downtown and Buckhead, with superior access to I-75/85, Georgia 400 and direct train service to Hartsfield-Jackson International Airport, the world's busiest airport.
- **An Innovation Hub** - With leading academic and research institutions bridging technology, health and the arts – Georgia Tech, Emory University Hospital Midtown and Savannah College of Art and Design (SCAD) Atlanta
- **A Premier Office Environment and Major Job Center** - There are 15.5M SF of Class A Office and 65,000 jobs in Midtown's 1.2 square mile district. Midtown also is the corporate HQ of 3 Fortune 1000 companies and 8 of the 10 largest law firms in the City.
- **A Tourist Destination** - 1.2 million guests stay at Midtown hotels annually.
- **Walkable and Bikable** - With a grid street network, miles of tree-lined sidewalks and a growing network of bike lanes, it's easy to leave your car at home when doing business in Midtown
- **Home to a Highly Educated Workforce** - 68% of Midtown residents hold a Bachelors degree or higher, (Midtown Alliance, 2013) compared to 41% in the City of Atlanta. There are over 25,000 students enrolled in Midtown's institutions of higher learning.



WALK SCORE  
93  
(Walker's Paradise)



TRANSIT SCORE  
66  
(Good Transit)



BIKE SCORE  
79  
(Very Bikeable)



MARTA STATION  
MIDTOWN  
1.1 Miles

SOURCE: <https://www.midtownatl.com/business>



# MIDTOWN ATLANTA

**9TH**

LARGEST U.S. METRO

**#4**

MARKETS WITH HIGHEST GROWTH RATES

ANTICIPATED BY PROPERTY MANAGERS (2022-2023)

**1.1%**

PROJECTED 5-YEAR POPULATION GROWTH (2020-2026)

## COMMERCIAL DENSITY

**11.4M**

TOTAL SF OFFICE

**1.3M**

TOTAL SF RETAIL

**18.2K**

TOTAL MULTIFAMILY UNITS

## UNDER CONSTRUCTION

**3.0M**

SF OFFICE

**153K**

SF RETAIL

**3.1K**

MULTIFAMILY UNITS

**1 Million**

RESIDENTS

**#3**

BEST CITIES FOR JOBS IN U.S.

**#4**

FASTEST GROWING

U.S. METRO (2010-2019)



**36,723**

Daytime Population



**60,382**

Total Employees



**81%**

Bachelors Degree or Higher

**47.7%**

Millennial Population

**18.2%**

Gen X Population

**2.6%**

Unemployment Rate

(Data based on 1 mile radius)

## MAJOR EMPLOYERS

Midtown's pedestrian-oriented, amenity-rich community provides a dynamic environment for some of Atlanta's largest employers and most respected companies. While major corporations call Midtown home, being here provides important advantages for small businesses too.

KING & SPALDING



accenture

Honeywell



TRUIST



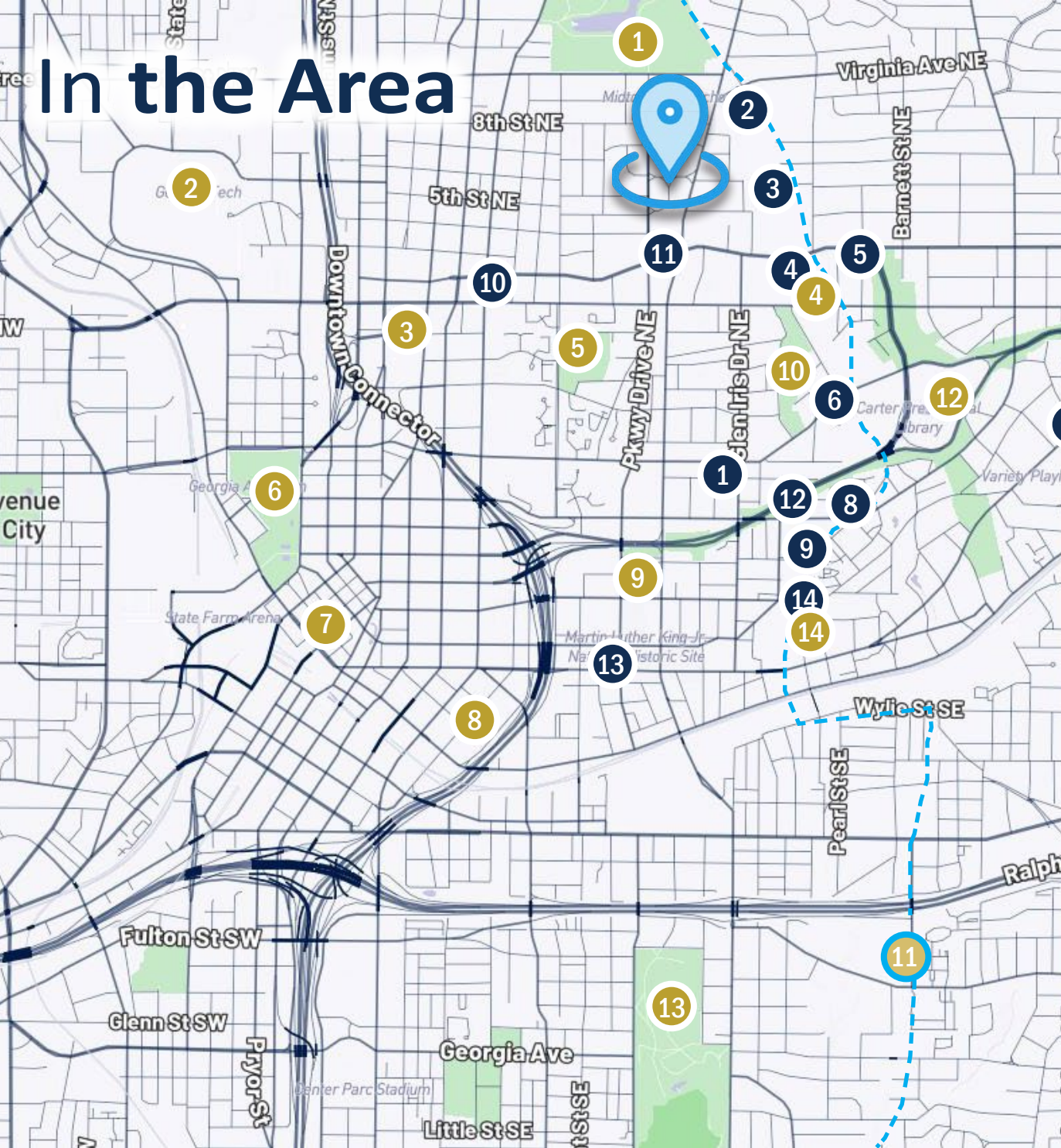
facebook

EMORY UNIVERSITY HOSPITAL MIDTOWN

wework



# In the Area



RETAIL/DINING			
1	A Mano	2	Trader Joes, Mellow Mushroom, Metro Fresh, Snooze, Yonder Yoga
3	Home Depot, PetSmart, Whole Foods, TJ Maxx	4	9 Mile Station, J Crew, Lululemon, City Winery, Nike, PCM Food Hall
5	Hotel Clermont	6	Bantam Pub, New Realm Brewing
7	The Vortex, Folk Art, Wrecking Bar, Hudson Grille, Brewhouse Cafe	8	Barcelona Wine Bar, Sotto Sotto, Hampton + Hudson, BeetleCat
9	Ladybird Grove & Mess Hall, Kevin Rathburn Steak	10	Mary Mac's Tea Room, Torched Hop Brewing
11	Tacos & Tequilas, Cookout, McDonalds, Wendy's, Zaxby's	12	Highland Bakery, Bomb Biscuit
13	Fin & Feathers, Joystick Gamebar, Sister Louisa's, The Sound Table	14	Krog Food Hall, Superica, Nina & Rafi, Brewdog, The James Room

ATTRACTIONS/POI/SERVICES			
1	Piedmont Park	2	Georgia Tech
3	Emory Hospital	4	Ponce City Market
5	Central Park	6	Centennial Olympic Park, World of Coke, GA Aquarium, State Farm Arena
7	Georgia State Univ.	8	Grady Hospital
9	MLK Historical Park	10	Old Fourth Ward Park
11	Atlanta BeltLine	12	Jimmy Carter Library
13	Grant Park & Atlanta Zoo	14	Krog Street Market



# IN THE AREA

## PIEDMONT PARK



Piedmont Park is a 211-acre park located in Midtown. It draws more than 3 million annual visitors who enjoy the park's many amenities including fitness areas, walking trails, dog parks, farmer's markets and green spaces. The park also hosts many annual events and music festivals that bring visitors from all over the county.

## THE ATLANTA BELTLINE



The Atlanta BeltLine is a sustainable redevelopment project that provides a network of public parks, multi-use trails and transit along a historic 22-mile railroad corridor circling downtown and connecting many neighborhoods directly to each other.

## GEORGIA INSTITUTE OF TECHNOLOGY



The Georgia Institute of Technology, also known as Georgia Tech, is a top-ranked public college and one of the leading research universities in the USA. Georgia Tech provides a technologically focused education to more than 25,000 undergraduate and graduate students in fields ranging from engineering, computing, and sciences, to business, design, and liberal arts.

## WOODRUFF ARTS CENTER



Woodruff Arts Center is a visual and performing arts center located in Atlanta, Georgia. The center houses three not-for-profit arts divisions on one campus. Opened in 1968, the Woodruff Arts Center is home to the Alliance Theatre, the Atlanta Symphony Orchestra, and the High Museum of Art.

## HIGH MUSEUM OF ART



Located in the heart of Atlanta, the High Museum of Art connects with audiences from across the Southeast and around the world through its distinguished collection, dynamic schedule of special exhibitions and engaging community-focused programs. Housed within facilities designed by Pritzker Prize-winning architects Richard Meier and Renzo Piano, the High features a collection of more than 18,000 works of art.

## MARTA ACCESS



The Metropolitan Atlanta Rapid Transit Authority is the principal public transport operator in the Atlanta metropolitan area. Formed in 1971 as strictly a bus system, MARTA operates a network of bus routes linked to a rapid transit system consisting of 48 miles of rail track with 38 train stations.





# PONCE CITY MARKET

Located at the nexus of Atlanta's most established neighborhoods, Ponce City Market is the latest incarnation of a long legacy of community-centered built environments along this iconic stretch of Ponce de Leon Avenue. The National Trust for Historic Preservation recognizes Ponce City Market as "History in the Making," and part of a plan "to move Atlanta forward while maintaining and emphasizing the city's unique history and culture." From ground-floor retail and restaurants, to the Flats' amenity-rich residences, to creative office space, to an amusement park on the Roof, Ponce City Market is the culmination of its history. Located in the Old Fourth Ward neighborhood along the Atlanta BeltLine, across from Historic Fourth Ward Park, and walking or pedaling distance from Virginia-Highland, Poncey-Highland, and Midtown, PCM is a hub for residents, neighbors, and visitors to gather, work, and play.



## SHOPS AND RESTAURANTS

ANTHROPOLOGIE

SEPHORA

Levi's



BarVEGAN

CITY WINERY



KING OF POPS

DANCING GOATS Coffee Bar



lululemon

west elm

Madewell

MAC

SUGARBOO & CO. DEALER IN WHIMSY



MARRAKESH



MISO KO 味噌子



J. CREW



sweetgreen

WILLIAMS-SONOMA







The Atlanta BeltLine is one of the largest, most wide-ranging urban redevelopment programs in the United States. This network of public parks, multi-use trails, transit, and affordable housing along a historic

22-mile railroad corridor is enhancing mobility, connecting intown neighborhoods, and improving economic opportunity and sustainability. Meet the organizations moving the Atlanta BeltLine forward. Formed in 2005, Atlanta BeltLine Partnership is the nonprofit organization that helps keep the Atlanta BeltLine vision on track by enabling the construction of more parks and trails; engaging the public through tours, health and fitness programs, and special events; and empowering Atlanta BeltLine residents to connect with affordable housing, economic development and a healthy lifestyle.





# DINING AND NIGHTLIFE

There's no better place to stay and play than Midtown Atlanta. It's one of the region's defining urban districts, combining the largest concentration of arts and cultural attractions in the Southeast with exceptional dining and top-rated hotels. No matter the season, Midtown brings you inspired performances, exceptional museums and attractions, and dynamic festivals and events. All amid a vibrant, authentic and walkable urban environment, right next to the city's largest park.

Atlanta has made its mark on the international culinary map, and many of the city's most innovative and acclaimed restaurants are right here in Midtown. From burgers to farm-to-table eats to fine dining, there are more than 150 restaurants now serving, along with a thriving street food scene that offers unique lunch and dinnertime options.



SOURCE: <https://www.midtownatl.com/visit>



# 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 Spellman College (HBCU).

### ATTRACTIONS AND TOURISM

Attractions in Atlanta include the largest aquarium in the western hemisphere, the CNN Center, the Fox Theatre, the King Center and the \$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**



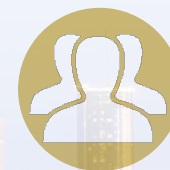
**16 FORTUNE 500  
HQ IN ATLANTA**



**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. 2024**

- 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 Atlanta]*

## MAJOR EMPLOYERS





## #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"

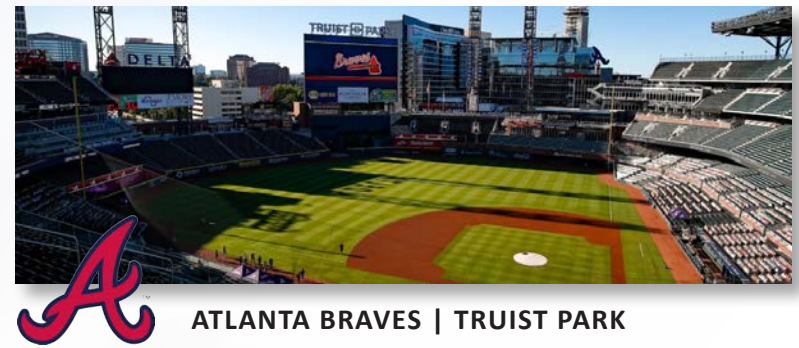
## #5 MOVING DESTINATION IN THE NATION

-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.



ATLANTA BRAVES | TRUIST PARK



ATLANTA FALCONS | MERCEDES-BENZ STADIUM



ATLANTA HAWKS | STATE FARM ARENA



ATLANTA UNITED FC | MERCEDES-BENZ STADIUM



# Demographics

## ATLANTA, GEORGIA



### POPULATION

1 MILE	3 MILES	5 MILES
38,263	204,065	411,075



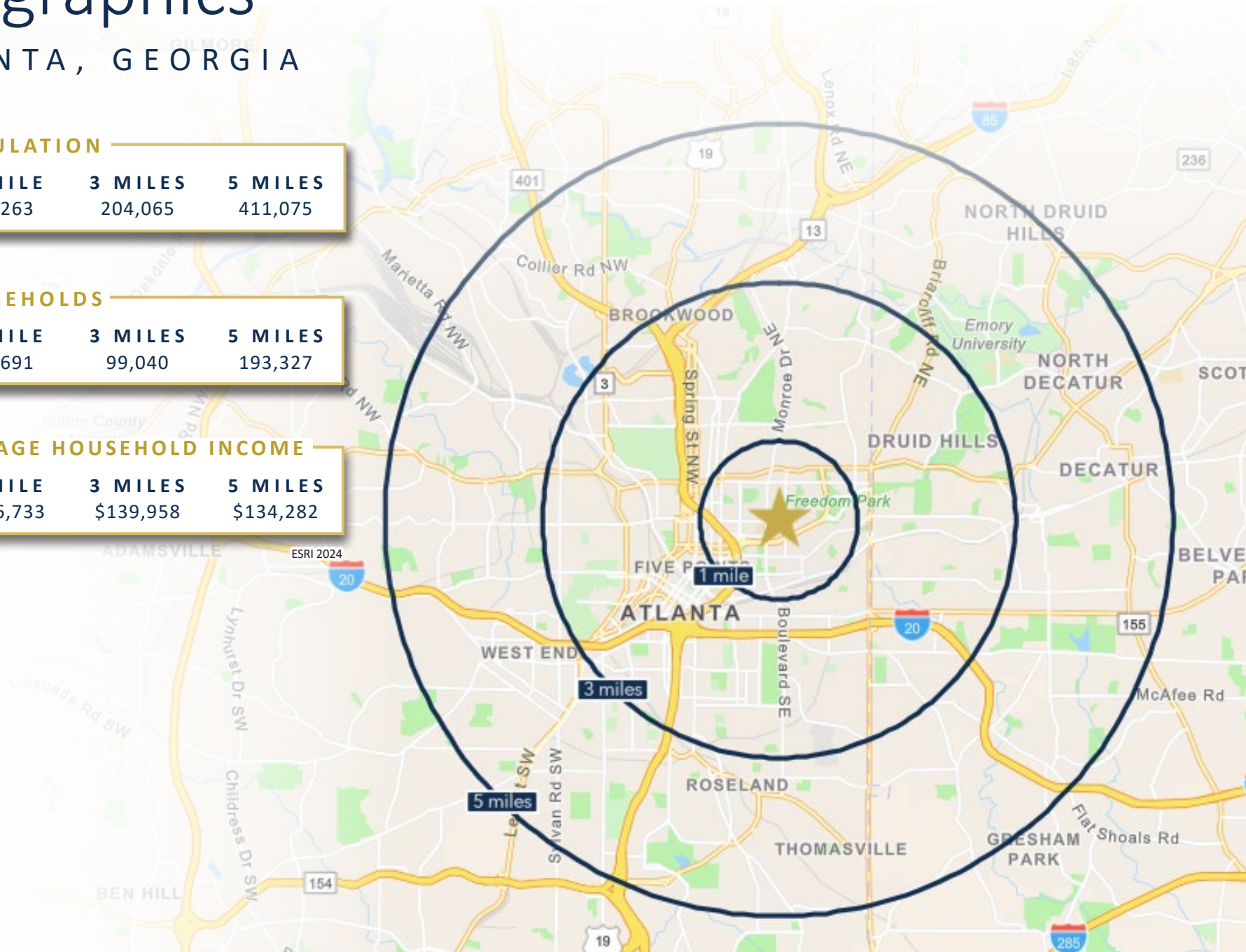
### HOUSEHOLDS

1 MILE	3 MILES	5 MILES
20,691	99,040	193,327



### AVERAGE HOUSEHOLD INCOME

1 MILE	3 MILES	5 MILES
\$126,733	\$139,958	\$134,282

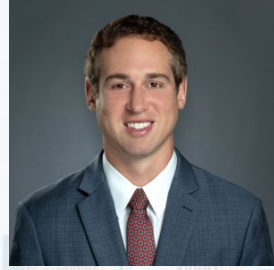




# Team Profile



**ANDY LUNDSBERG**  
Partner  
Andy@BullRealty.com  
404-876-1640 x 107



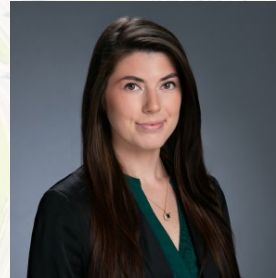
**MICHAEL WESS, CCIM**  
Partner  
MWess@BullRealty.com  
404-876-1640 x 150



**AUBRI FRANKLIN**  
MARKETING



**KATELYN WESTBROOK**  
MARKETING



**SAM JENIA**  
MARKETING



**TORI ROBB**  
MARKETING



# ABOUT BULL REALTY

## MISSION:

To provide a company of advisors known for integrity and the best disposition marketing in the nation

## SERVICES:

Disposition, acquisition, project leasing, tenant representation and consulting services

## SECTORS OF FOCUS:

Office, retail, industrial, multifamily, land, healthcare, senior housing, self-storage, hospitality and single tenant net lease properties

## AMERICA'S COMMERCIAL REAL ESTATE SHOW:

The firm produces the nation's leading show on commercial real estate topics, America's Commercial Real Estate Show. Industry economists, analysts and leading market participants including Bull Realty's founder Michael Bull share market intel, forecasts and strategies. The weekly show is available to stream wherever you get your podcasts or on the show website: [www.CREshow.com](http://www.CREshow.com).

## JOIN OUR TEAM

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.

## CONNECT WITH US:

<https://www.bullrealty.com/>



27  
YEARS IN  
BUSINESS



ATL  
HEADQUARTERED IN  
ATLANTA, GA



LICENSED IN  
8  
SOUTHEAST  
STATES





# Confidentiality Agreement

This Confidentiality Agreement ("Agreement") is made and agreed to for the benefit of the undersigned party ("Receiving Party"), the owner of the subject property (the "Seller") and undersigned broker Bull Realty Incorporated ("Broker").

Now therefore in consideration of the privileges granted to Receiving Party with respect to receiving certain confidential information, and other good and valuable consideration, the Receiving Party hereby agrees to the following:

## I. Confidential Information:

Receiving Party will receive confidential information regarding property referred to as 858 Vedado Way NE, Atlanta, GA 30308. Prospect agrees to not disclose to any person that the property may be available for sale or lease, or that discussions or negotiations are taking place concerning the property, nor any terms, conditions, or other facts with respect to the property, including but not limited to tenant information, lease rates, lease expirations, income and expenses, and any such possible purchase, including the status thereof. The term "person" used in this agreement shall be interpreted broadly and shall include, without limitation, any corporation, company, partnership or individual other than parties to which Broker approves in writing. Receiving Party may share information with directors, officers, employees, agents, affiliates, counsel, lending sources, accountants or representatives of Receiving Party that Receiving Party notifies of the requirements of this Agreement. Receiving Party agrees to not contact the property owner, the management, the tenants, the lender, the vendors, the insurers, the employees or the customers of any business at the site.

## II. Acting as a Principal:

Receiving Party hereby warrants that it is acting as a principal only, and not as a broker, regarding this contemplated transaction. Receiving Party acknowledges that Broker is working an agency capacity as representing the Seller only in this transaction and is the only Broker involved in this potential transaction. Receiving Party agrees to not be involved in any arrangement to lease or purchase the property, in whole or in part, as a lender, partner, buyer of the note, buy in foreclosure, buy from bankruptcy court, or in any other manner acquire an investment in, joint venture or control of the property, unless Broker is paid a commission at closing as per separate agreement with Seller.

This agreement will expire two years from the date hereof.

## III. Governing Law

This Agreement shall be governed and construed in accordance with the laws of the State of Georgia.

If you are a broker, or a principal desiring to include an outside broker, contact the listing agent directly for a Buyer and Buyer's Broker Confidentiality & Commission Agreement.

Accepted and agreed to this \_\_\_\_\_ day \_\_\_\_\_ of , 20\_\_.

Receiving Party \_\_\_\_\_

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

### **Bull Realty, INC.**

50 Glenlake Parkway, Suite 600  
Atlanta, GA 30328  
404-876-1640

### **Andy Lundsberg**

Partner, Bull Realty  
Andy@BullRealty.com  
404-876-1640 x107

### **Michael Wess, CCIM**

Partner, Bull Realty  
MWess@BullRealty.com  
404-876-1640 x150