



ATLANTA  
DOWNTOWN

MIDTOWN  
Atlanta



# RESIDENTIAL/MIXED-USE DEVELOPMENT SITE

±0.35 AC | Old Fourth Ward

501 Boulevard NE  
Atlanta, GA 30308

# DISCLAIMER & LIMITING CONDITIONS

Bull Realty has been retained as the exclusive listing broker to arrange the sale or lease 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 or tenant 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 or tenants 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 or tenants.

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/Landlord. Each prospective purchaser or tenant is to rely upon its own investigation, evaluation and judgment as to the advisability of purchasing or leasing the Property described herein.

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

## PROPERTY OVERVIEW

This ±0.35 acre development site is located in the vibrant and hip neighborhood of Old Fourth Ward. With its prime location and zoning flexibility, 501 Boulevard NE is LPD-ready for a 27 unit-residential development. Located just minutes from the Atlanta BeltLine Eastside Trail, Ponce City Market, and Historic Fourth Ward Park, the site offers walkability to some of Atlanta's most vibrant retail, dining, and cultural destinations.

## PROPERTY HIGHLIGHTS

- Residential or mixed-use development site in Old Fourth Ward
- ±0.35 Acre site with LDP for 27 residential units (apartments or condos).
- Existing plans provide for 22 parking spots
- Currently zoned RG-4, no rezoning necessary
- 3 minute bike ride to Ponce City Market
- 4 minute bike ride to Atlanta Beltline Eastside Trail
- 2 minute bike ride to Historic Fourth Ward Park

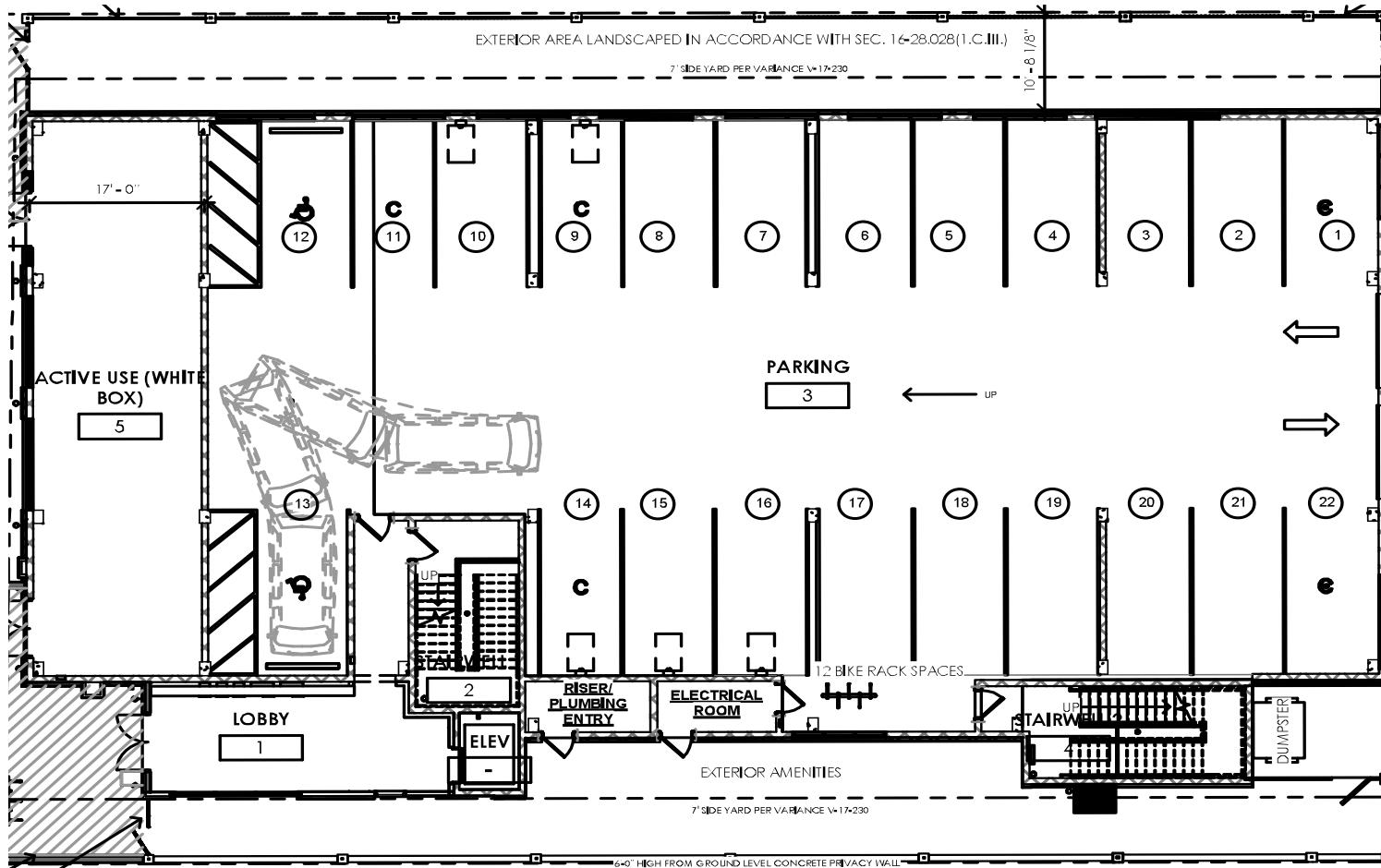


Sale Price | **\$1,200,000**

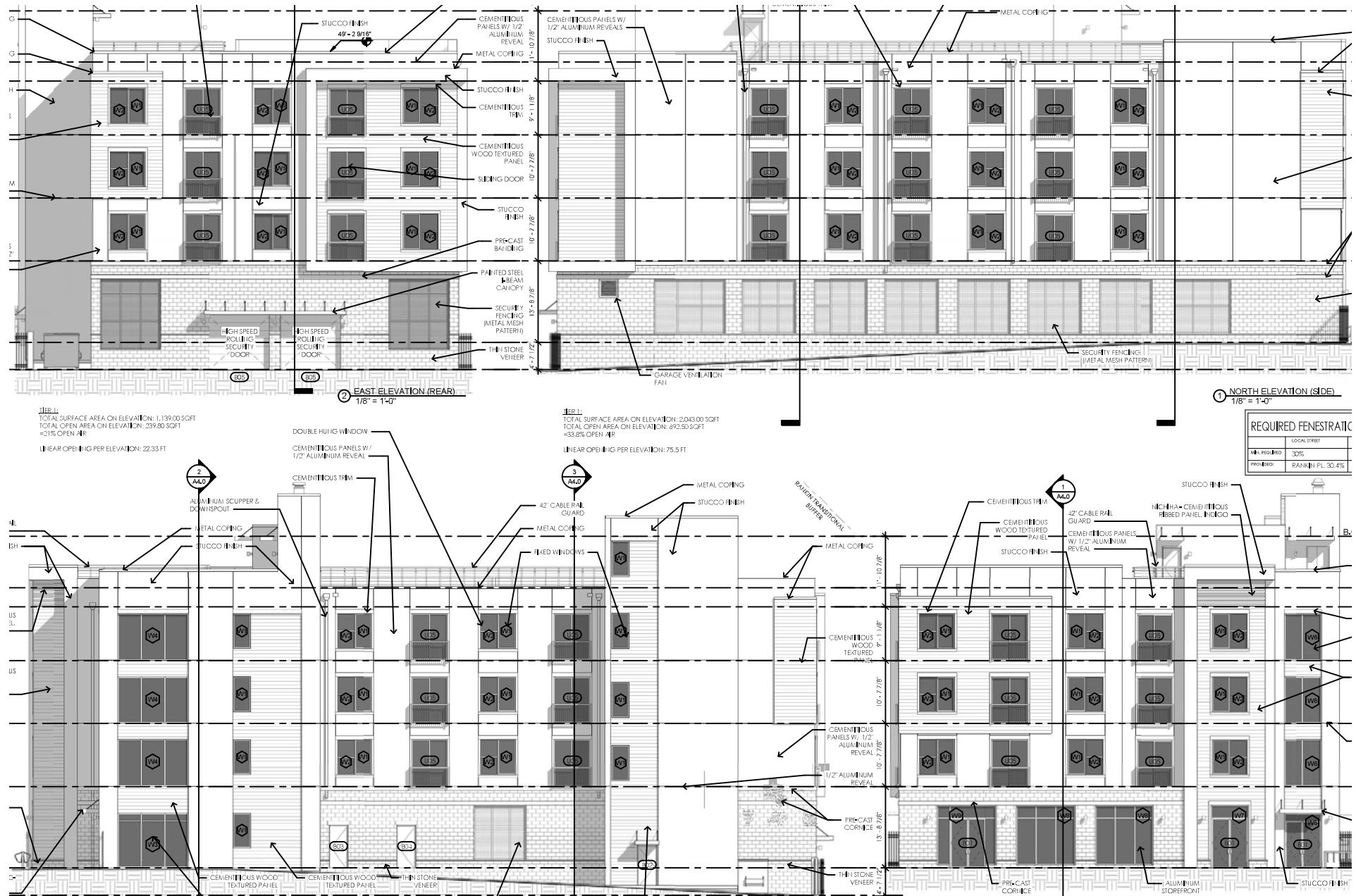
ADDRESS:	501 Boulevard NE Atlanta, GA 30308
COUNTY:	Fulton
SITE SIZE:	±0.35 AC
ZONING:	RG-4
IDEAL USE:	Residential/Mixed-use
PERMITTED USES:	Multifamily, Condos
TOPOGRAPHY:	Flat
UTILITIES:	All
PARCEL ID:	14 00470005053
INGRESS/EGRESS POINTS:	2
CROSS STREETS:	North Ave NE & Ralph McGill Blvd NE
TRAFFIC COUNTS:	22,000 VPD on Boulevard NE



# PARKING PLAN



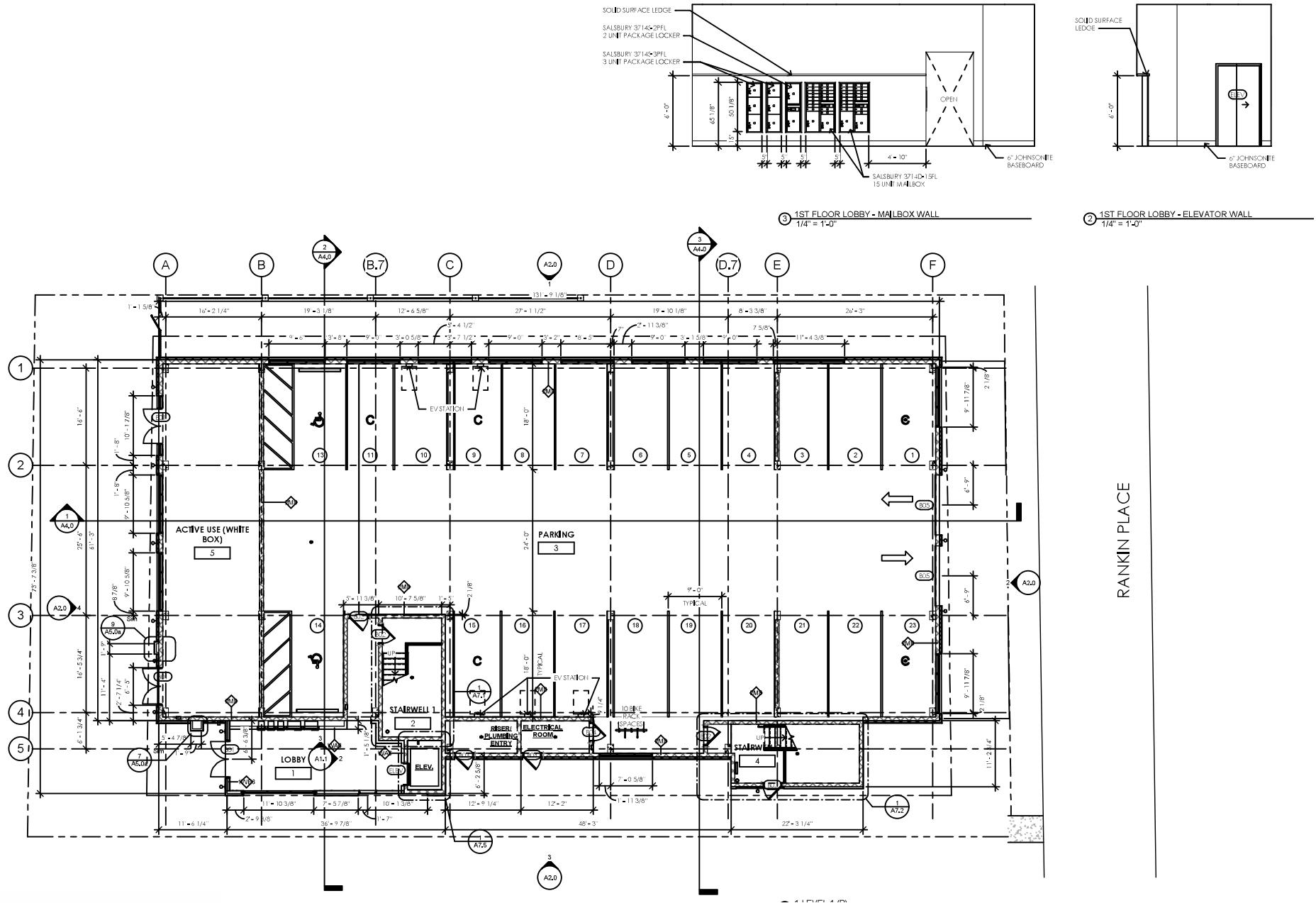
# EXTERIOR ELEVATIONS



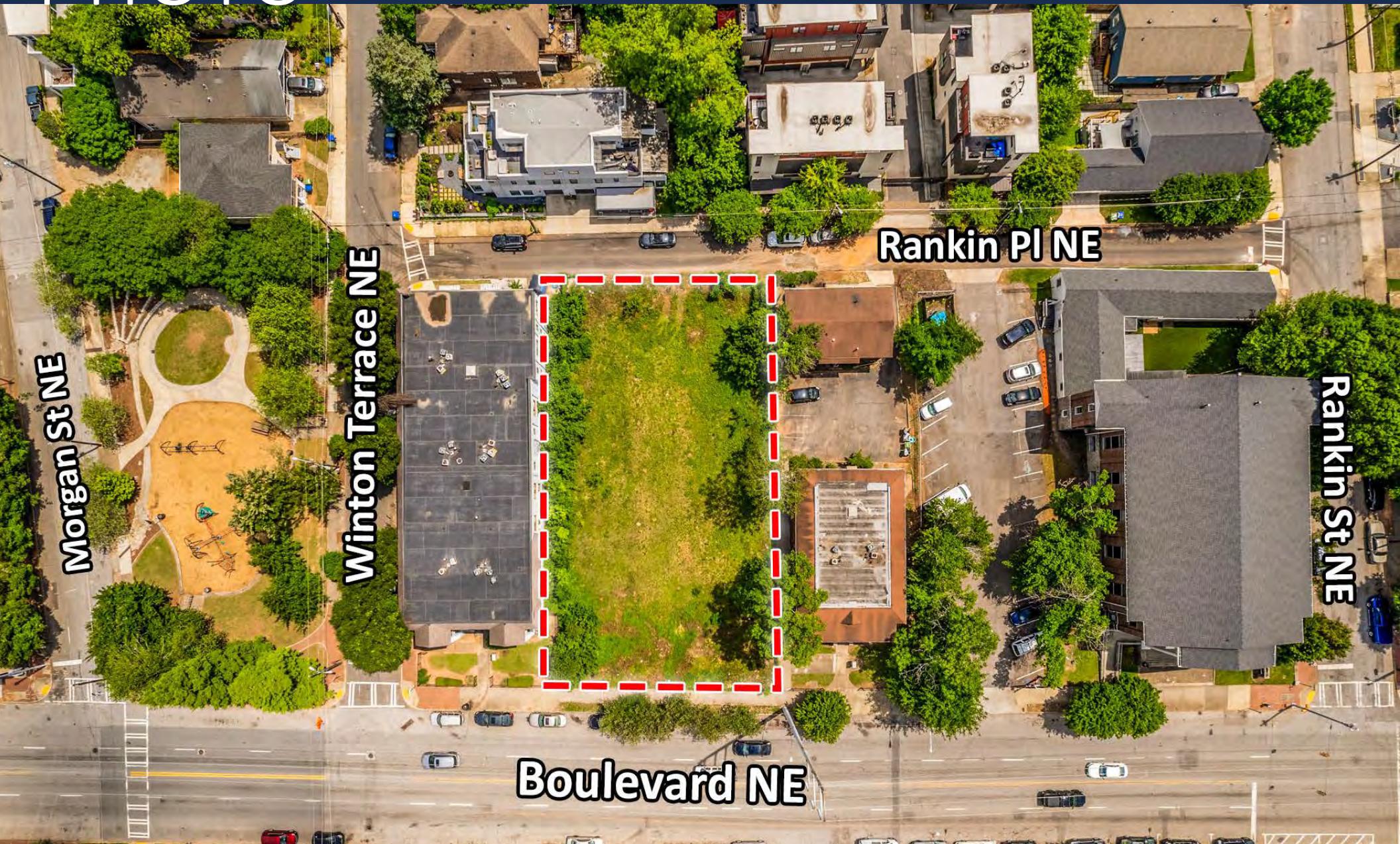
# ARCHITECTURAL PLAN 1



# ARCHITECTURAL PLAN 2



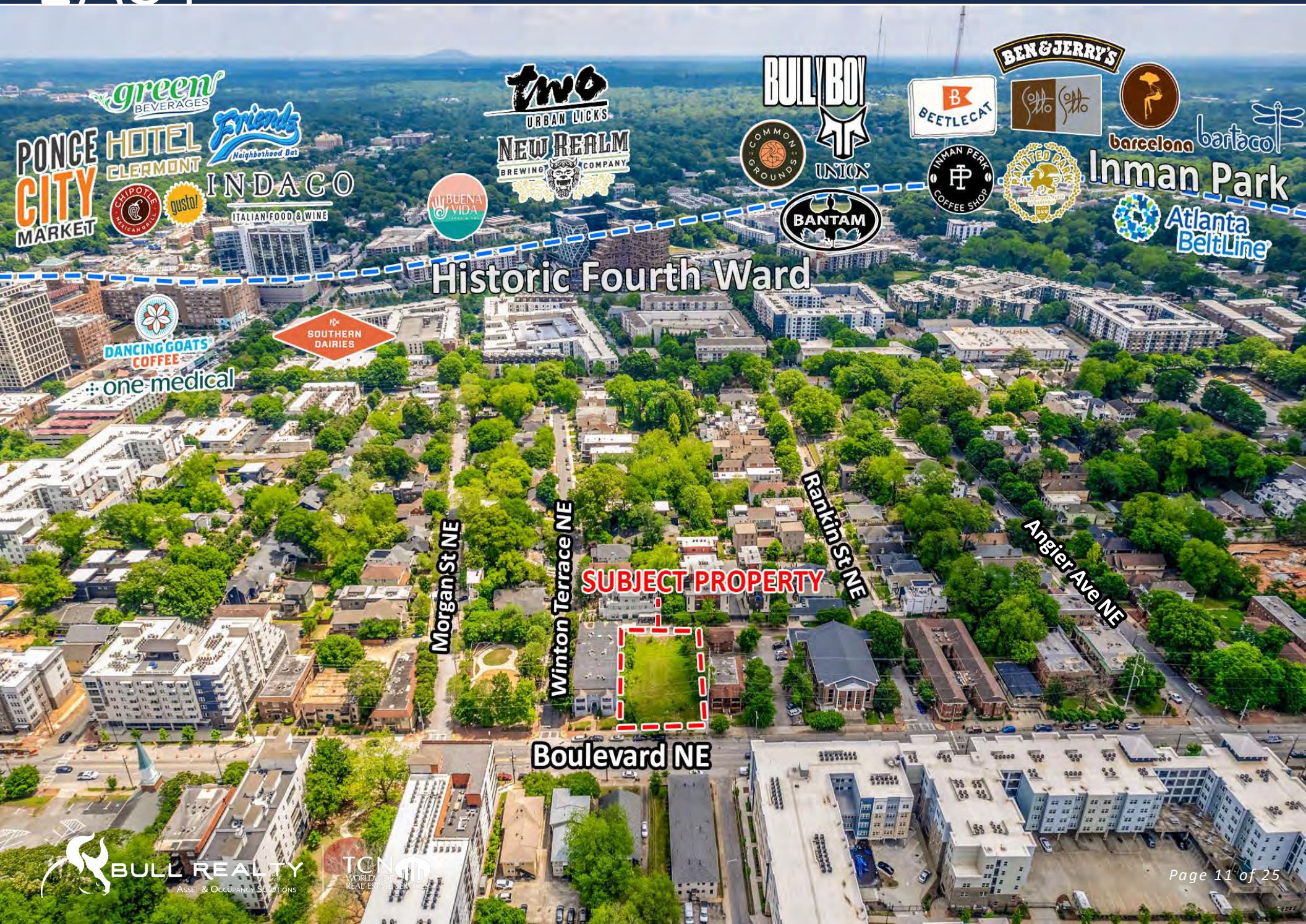
# PHOTO



# NORTH



# EAST



# WEST



ATLANTA  
DOWNTOWN



EMORY  
UNIVERSITY



MIDTOWN  
Atlanta



Georgia  
Tech



Grady



N Avenue NE



The Kindezi Schools

Central Park

**SUBJECT PROPERTY**

Angier Ave NE

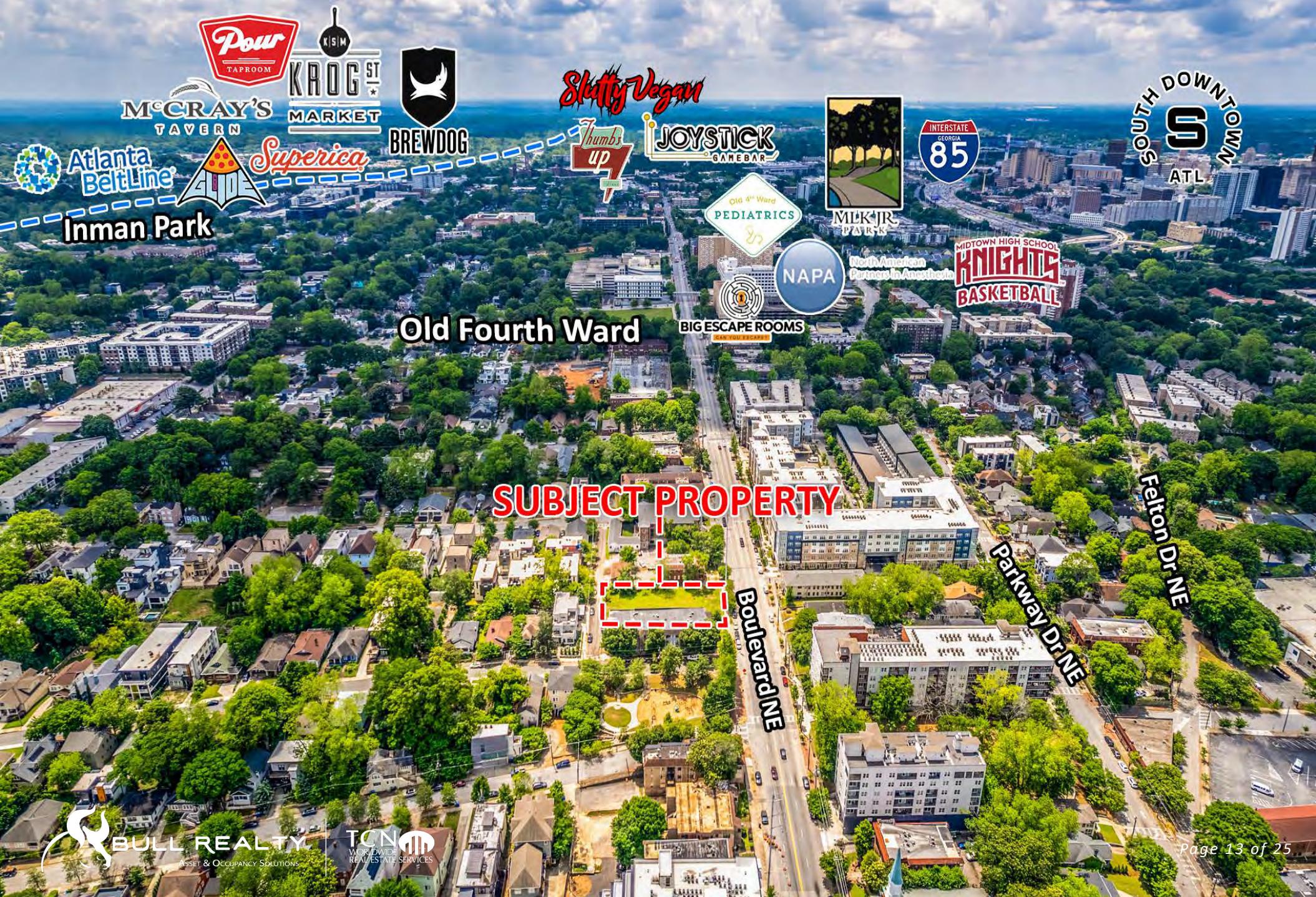
Rankin St NE

Boulevard NE

Winton Terrace NE  
Morgan St NE



# SOUTH





# AREA OVERVIEW



**BULL REALTY**  
ASSET & OCCUPANCY SOLUTIONS

**TCN**  
WORLDWIDE  
REAL ESTATE SERVICES

# IN THE AREA

## 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.



## PONCE CITY MARKET

Ponce City Market is a mixed-use development located in a historic building in Atlanta, with national and local retail anchors, restaurants, a food hall, boutiques and offices, and residential units. It is located where the BeltLine crosses Ponce de Leon Avenue in the Old Fourth Ward where that neighborhood touches the Virginia-Highland, Poncey Highland and Midtown.



## VIRGINIA-HIGHLAND

Virginia-Highland is one of Atlanta's most iconic and sought-after intown neighborhoods, known for its charming blend of historic architecture, tree-lined streets, and vibrant commercial corridors. Located just northeast of Midtown and adjacent to Poncey-Highland and Morningside, the neighborhood offers a unique mix of early 20th-century residential charm and walkable retail, dining, and entertainment options.



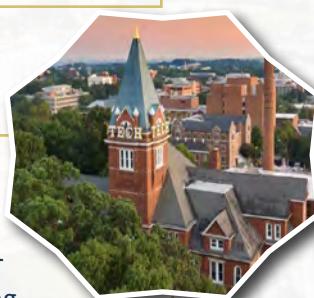
## ATLANTA BOTANICAL GARDENS

The Atlanta Botanical Garden is a 30-acre urban oasis located adjacent to Piedmont Park in Midtown Atlanta. Established in 1976, the Garden features a diverse collection of themed gardens, a tropical conservatory, and seasonal exhibitions that attract visitors year-round. It is widely recognized for its innovative horticultural displays, sustainability initiatives, and large-scale art installations, such as the popular Garden Lights, Holiday Nights event.



## GEORGIA TECH UNIVERSITY

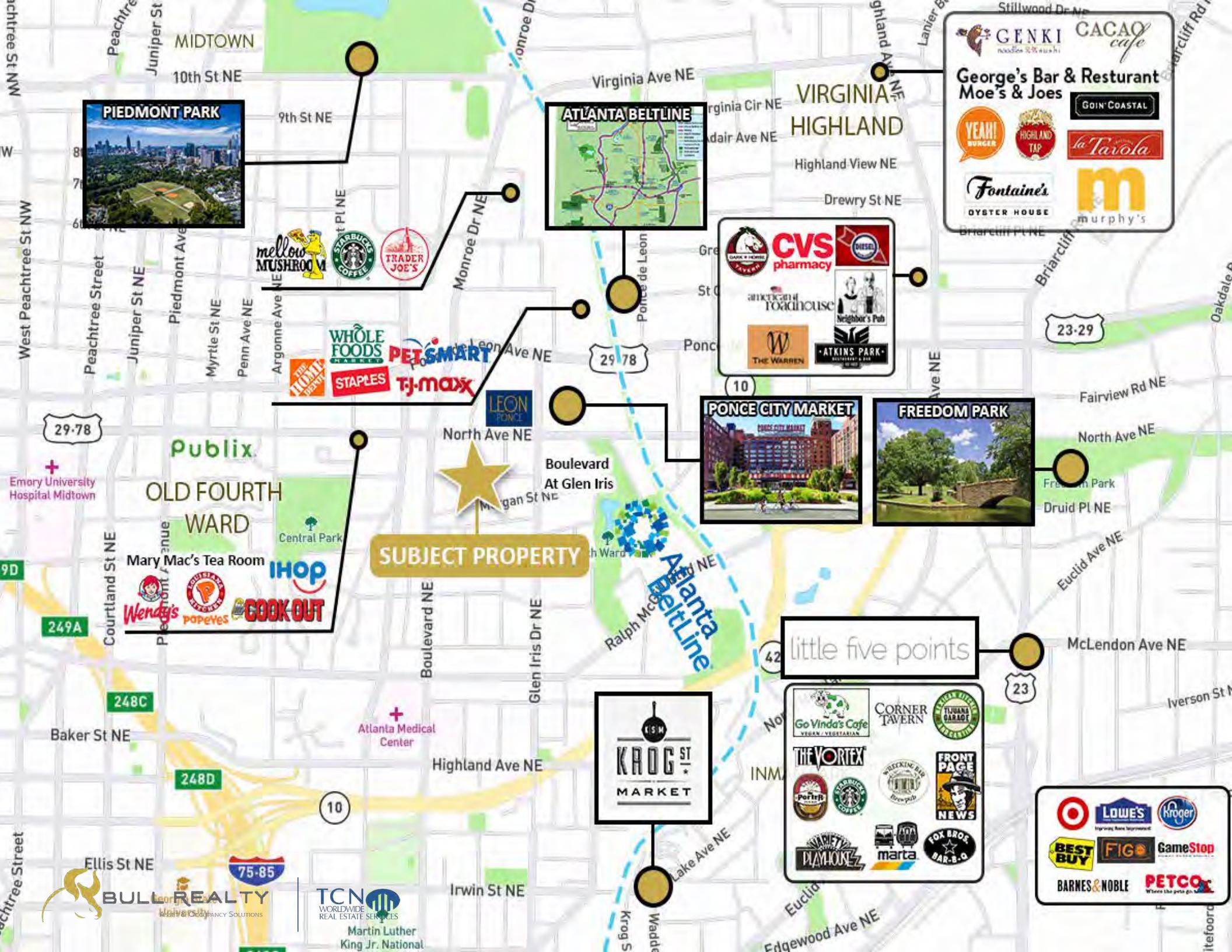
Georgia Tech is a top-ranked public research university located in the heart of Atlanta, known for its excellence in engineering, technology, and business. With over 45,000 students, the university is a global leader in innovation, entrepreneurship, and STEM education, consistently producing top-tier talent for Fortune 500 companies and startups alike. Its proximity to Midtown Atlanta fuels collaboration with major corporations and research institutions, making it a key driver of economic growth and technological advancement in the region.



## HISTORIC FOURTH WARD PARK

Historic Fourth Ward Park is a transformative 17-acre urban green space located in the heart of Atlanta's Old Fourth Ward neighborhood. Developed as part of the Atlanta BeltLine initiative, the park serves as a model for sustainable urban planning, incorporating innovative stormwater management infrastructure alongside recreational amenities. Its centerpiece is a scenic retention pond surrounded by walking trails, landscaped gardens, and open lawns, creating a natural oasis amidst dense urban development.





# Midtown

Midtown Atlanta is one of the city's most vibrant and rapidly growing submarkets, serving as a premier destination for business, culture, and urban living. Strategically located between Downtown and Buckhead, Midtown is a thriving hub for Fortune 500 companies, cutting-edge technology firms, and premier educational institutions, including Georgia Tech. The area boasts over 22 million square feet of office space, 30,000+ residents, and more than 80,000 daytime workers, making it one of the most dynamic live-work-play environments in the Southeast.

Midtown is characterized by its walkability, robust transit access via MARTA, and extensive amenities including renowned cultural institutions (High Museum of Art, Fox Theatre), Piedmont Park, and a diverse selection of restaurants and retail. Ongoing development continues to enhance the skyline, with billions of dollars in planned or under-construction mixed-use projects. This blend of accessibility, talent, and infrastructure positions Midtown as a prime location for investment with strong long-term growth potential.

## Old Fourth Ward

Old Fourth Ward is one of Atlanta's most historic and rapidly transforming neighborhoods, blending deep cultural roots with cutting-edge urban redevelopment. Located just east of Downtown and adjacent to the BeltLine Eastside Trail, O4W has evolved into a highly desirable destination for residents, retailers, and businesses seeking walkable, amenity-rich environments.

Anchored by landmark developments like Ponce City Market and the Historic Fourth Ward Park, the neighborhood offers a unique mix of adaptive reuse projects, modern multifamily housing, and a thriving local food and retail scene. Its proximity to Midtown, Inman Park, and major employment centers, combined with ongoing infrastructure and green space investments, has driven strong demographic and economic growth. With continued residential and commercial demand, O4W presents a compelling opportunity for long-term investment in one of Atlanta's most dynamic submarkets.

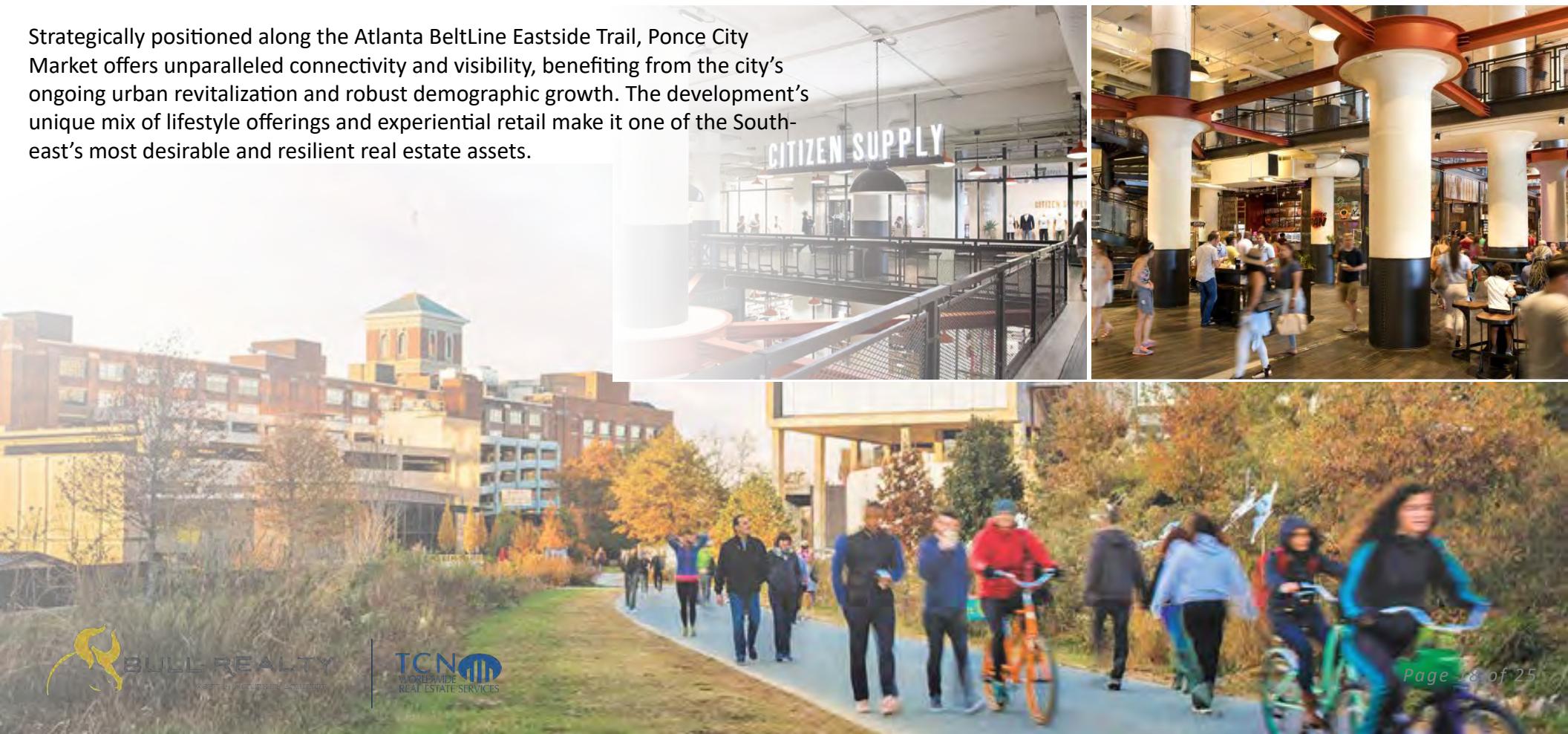


# Ponce City Market

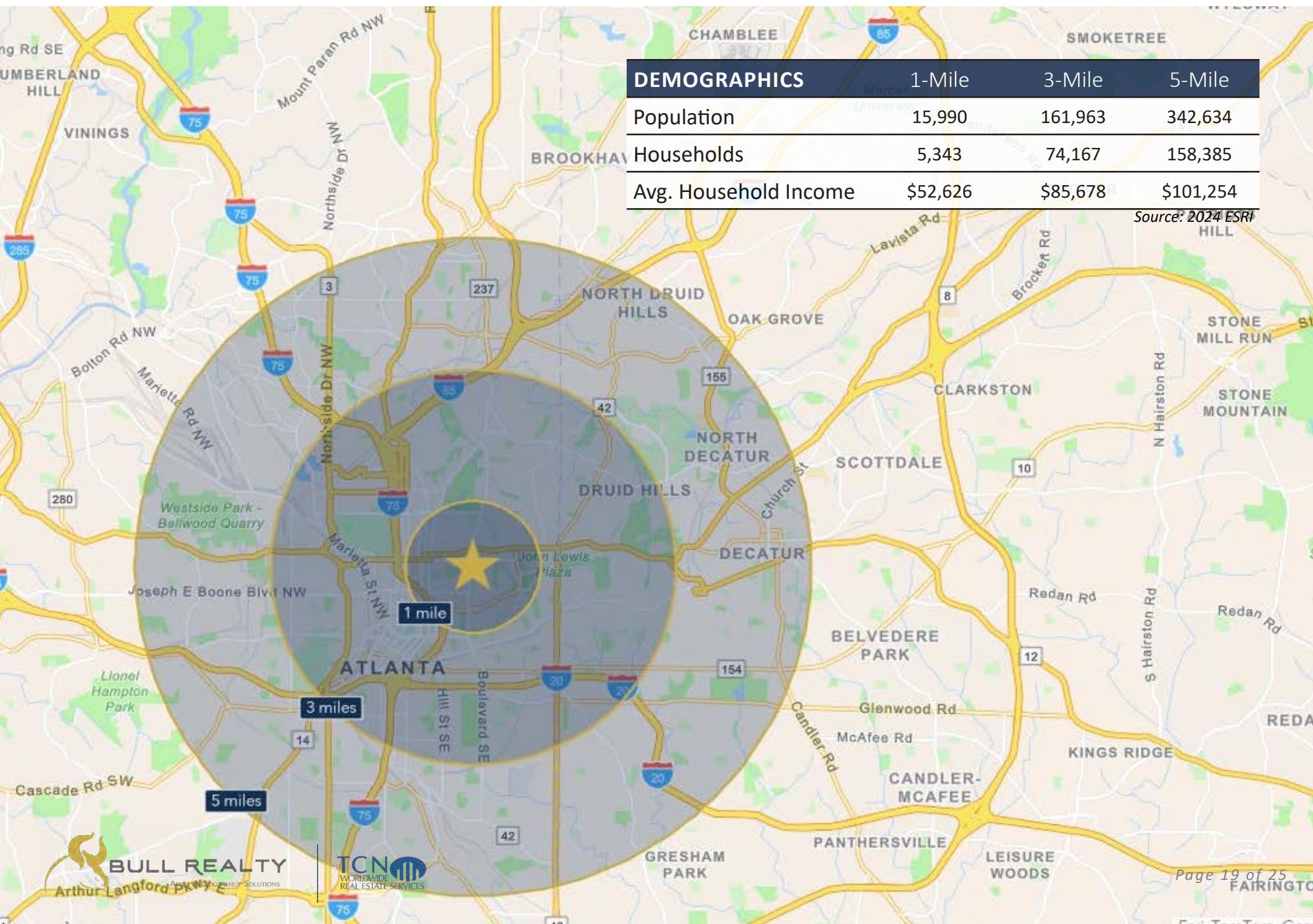
Ponce City Market is a premier mixed-use development located in the heart of Atlanta, Georgia, within the vibrant Old Fourth Ward neighborhood. Originally constructed in 1926 as a Sears, Roebuck & Co. distribution center, the historic structure underwent a transformative redevelopment led by Jamestown, reopening in 2014 as a dynamic hub for commerce, culture, and community.

The property spans over 2.1 million square feet and features a thoughtfully curated mix of retail, dining, office, and residential spaces. Its iconic architecture and adaptive reuse design have earned national recognition, blending historic character with modern amenities. Anchored by nationally and locally renowned tenants, the market boasts high foot traffic and serves as a focal point for both Atlanta residents and visitors.

Strategically positioned along the Atlanta BeltLine Eastside Trail, Ponce City Market offers unparalleled connectivity and visibility, benefiting from the city's ongoing urban revitalization and robust demographic growth. The development's unique mix of lifestyle offerings and experiential retail make it one of the Southeast's most desirable and resilient real estate assets.



# DEMOGRAPHICS



# 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).

### ATTRAC TIONS 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.



## 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

#6

BEST CITIES FOR JOBS IN U.S.

WalletHub 2024

1.8%

PROJECTED 5-YEAR

POPULATION GROWTH (2023-2028)

ESRI 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



Google

Coca-Cola

Anthem



accenture

Honeywell



facebook

DELTA



## #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"

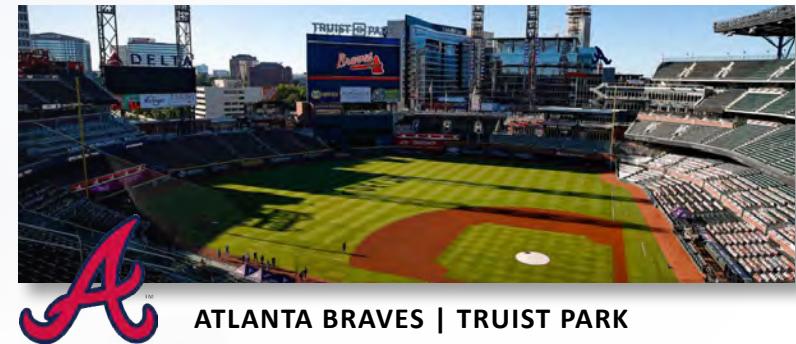
## #5 MOVING DESTINATION IN THE NATION

-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

# TEAM PROFILE



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**MEGAN MURPHY**  
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.

## GLOBAL ALLIANCE

Bull Realty is a member of TCN Worldwide, an alliance of 60+ offices and 1,500 commercial real estate professionals serving more than 200 markets globally. This partnership expands the firm's reach, client access and investor relationships across the U.S. and internationally.

## 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, CCIM — share market intel, forecasts and strategies. The weekly show is available to stream wherever you get your podcasts or at [www.CREshow.com](http://www.CREshow.com).

## JOIN OUR TEAM

Bull Realty continues to expand through merger, acquisition and by welcoming experienced agents. The firm recently celebrated 28 years in business and, through its TCN Worldwide alliance, actively works with clients and brokers across the country.

## CONNECT WITH US:

[https://www.bullrealty.com/](http://https://www.bullrealty.com/)



28

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 501 Boulevard Place NE, Atlanta, GA. 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 \_\_\_\_\_

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