

Redevelopment/Renovation Opportunity in Walkable Downtown Kennesaw, GA

10,332± sf, 3-Story Commercial Building For Sale

For retail, restaurant, office, residential, boutique hotel/Airbnb, or mixed-use redevelopment



McWhirter



2881 N Main Street
City of Kennesaw, GA 30144

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Confidentiality Agreement & Disclaimer

This is a confidential Memorandum intended solely for your limited use and benefit in determining whether you desire to express further interest in the acquisition of the Property. By receipt of this Memorandum, you agree that this Memorandum and its contents are of a confidential nature, that you will hold and treat it in the strictest confidence and that you will not disclose this Memorandum or any of its contents to any other entity without the prior written authorization of the Owner or McWhirter Realty Partners, LLC ("MRP"). You also agree that you will not use this Memorandum or any of its contents in any manner detrimental to the interest of the Owner or MRP.

This Memorandum contains selected information pertaining to the Property and does not purport to be a representation of the state of affairs of the Property or the owner of the Property (the "Owner"), to be all-inclusive or to contain all or part of the information which prospective investors may require to evaluate a purchase of real property. All financial projections and information are provided for general reference purposes only and are based on assumptions relating to the general economy, market conditions, competition and other factors beyond the control of the Owner or MRP. Therefore, all projections, assumptions, estimates, and other information provided and made herein are subject to material variation. All references to acreages, square footages, and other measurements are approximate. Additional information and an opportunity to inspect the Property will be made available to interested and qualified prospective purchasers. Certain documents within this Memorandum are described in summary form. These summaries do not purport to be complete nor necessarily accurate descriptions of the full agreements referenced. Interested parties are expected to review all such summaries and other documents of whatever nature independently and not rely on the contents of this Memorandum.

Neither the Owner or MRP, nor any of their respective directors, officers, affiliates, or representatives make any representation or warranty, express or implied, as to the accuracy or completeness of this Memorandum or any of its contents, and no legal commitment or obligation shall arise by reason of your receipt of this Memorandum or use of its contents, and you are to rely solely on your investigations and inspection of the Property in evaluating a possible purchase of the real property.

The Owner expressly reserves 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 entity at any time with or without notice which may arise as a result of review of this Memorandum. The Owner nor MRP shall have no legal commitment or obligation to any entity reviewing this Memorandum or making an offer to purchase the Property unless and until written agreement(s) for the purchase of the Property have been fully executed, delivered and approved by the Owner and any conditions to the Owner's obligations therein have been satisfied or waived.

The information within this Memorandum has been obtained from sources believed reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty, or representation about it. Any assumptions, estimates, projections, or opinions used are for example only and do not represent the current or future performance of the property. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs.

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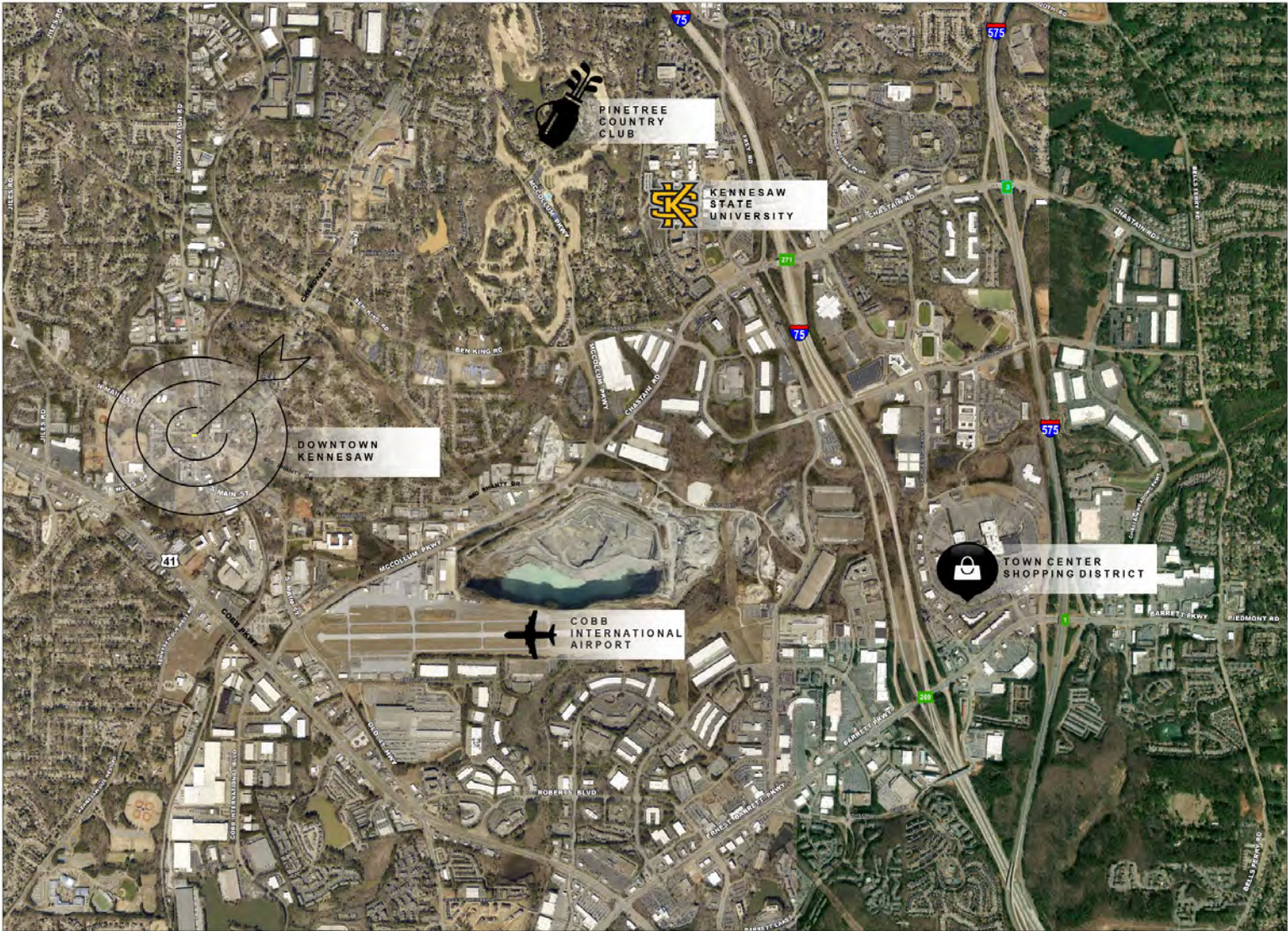
Downtown Kennesaw Aerial



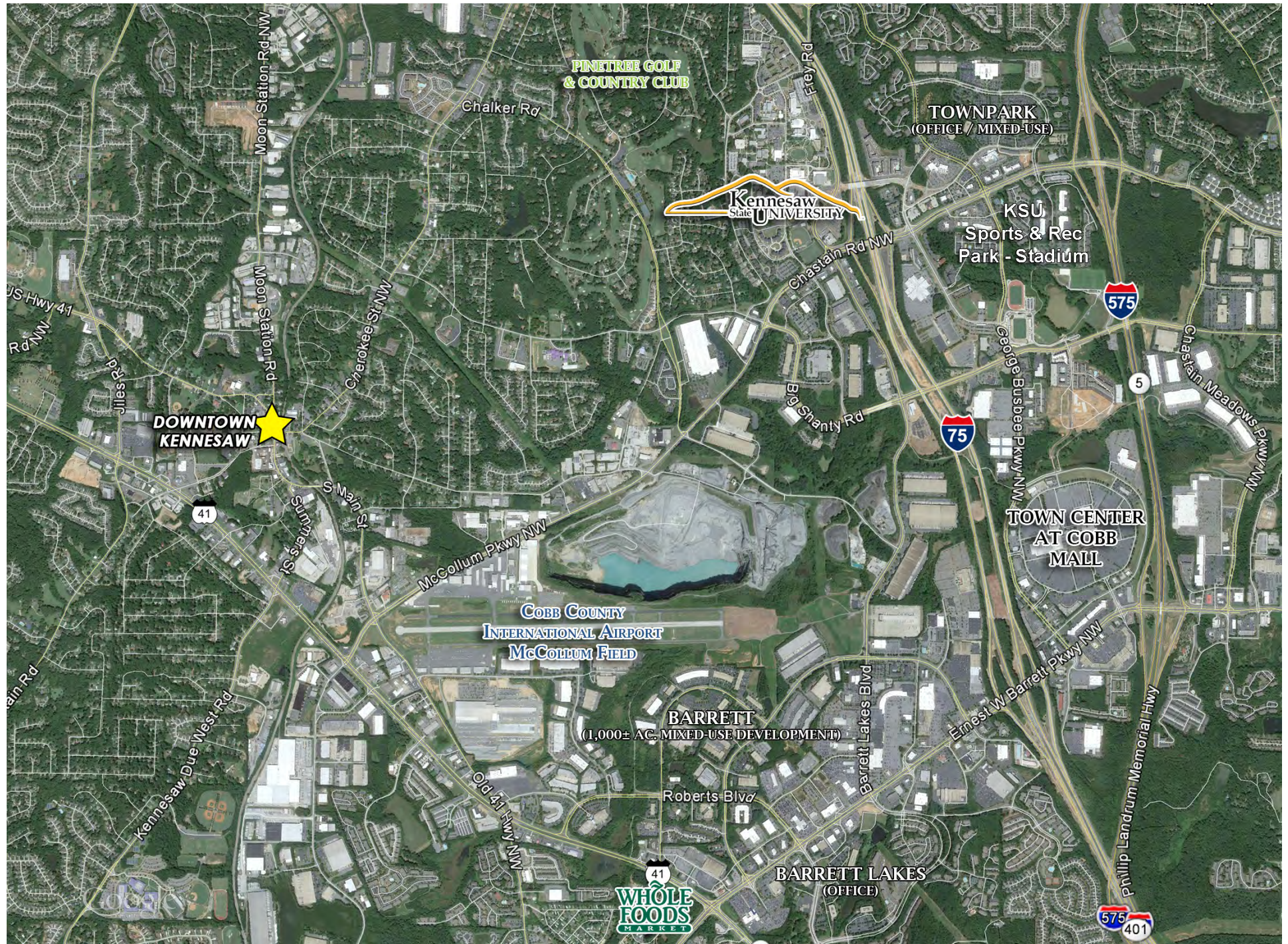
Downtown Kennesaw Regional Map



2881 N. MAIN ST



Downtown Kennesaw - Regional Aerial



Property Summary

On behalf of the Kennesaw Downtown Development Authority, we are pleased to present this opportunity to renovate/redevelop an existing 10,332± sq.ft., three-story, brick building that has been a fixture in Downtown Kennesaw for many decades. The City of Kennesaw and the Kennesaw Downtown Development Authority (KDDA) envision a mixed-use redevelopment/renovation that would include first floor, street level uses such as restaurant, retail, office, or medical office that would engage the public with the potential for either office, residential, or lodging/hospitality uses on the second and third floors.

This building was partially renovated by a prior owner, which improvements included opening up the first floor for future retail/office uses, installing an elevator shaft and partially constructing the second and third floor as 20 bedrooms and bathrooms, which could be occupied by either a bed-and-breakfast, or Airbnb/VRBO, short term rental model. The second and third floor could also be reconstructed as office space or other forms of residential, including potential short-term housing for corporate employees, or university faculty who would enjoy temporary housing in a vibrant and walkable location, such as offered in Downtown Kennesaw.

The Kennesaw Downtown Development Authority has asked that McWhirter market the property without an asking price, as the City and KDDA are open to a wide variety of potential uses and prefer to hear development proposals from interested parties.

The existing three-story building is situated on a small 0.102± acre parcel. However, the City of Kennesaw controls a 0.5± acre parcel across Lewis Street, the former Kennesaw Library located at 2250 Lewis St. The City of Kennesaw can offer a flexible amount of dedicated parking, depending on the mixture of uses that are proposed for 2881 North Main St. The KDDA and the City of Kennesaw realize that potential uses such as restaurant and retail require significant dedicated parking and the City of Kennesaw is willing to cooperate with interested parties to ensure that adequate parking is provided to facilitate a high-quality redevelopment of this significant property.

There are numerous restaurants and taverns located within a short walk, including 1885 Grill, Main Street Eats, Vesuvio Pizzeria Napoletana, Gus's World Famous Fried Chicken, Honeysuckle Biscuits & Bakery, Bernie's Social Bar, Lazy Guy Distillery, The Brain Station, Apotheos Roastery, Lazy Labrador Coffee House, and Frozen Cow Creamery.

The City of Kennesaw opened the "United Bankshares Amphitheater" in 2024, and can accommodate crowds of up to 3,000 people at frequent concerts, festivals and celebrations, a short walk from the subject property.

2881 North Main Street offers the opportunity to develop and own a mixed-use asset in the dynamic, walkable Downtown Kennesaw market in a fast-growing region of Metro Atlanta. Please inquire with listing agent for further details.

Proximity to Nearby Major Employment Markets

The Subject Property offers hard to beat commute times to many of MetroAtlanta's largest and most significant employment districts.

- | | |
|--|--|
| - 2.4± miles to Kennesaw State University | - 3.5± miles to Town Center Office Submarket |
| - 5.9± miles to Kennestone Hospital | - 6.9± miles to Marietta Square |
| - 16± miles to Cumberland/Galleria/Vinings | - 22± miles to Perimeter Mall |
| - 21± miles to Buckhead | - 24± miles to Midtown |

Zoning / Future Land Use

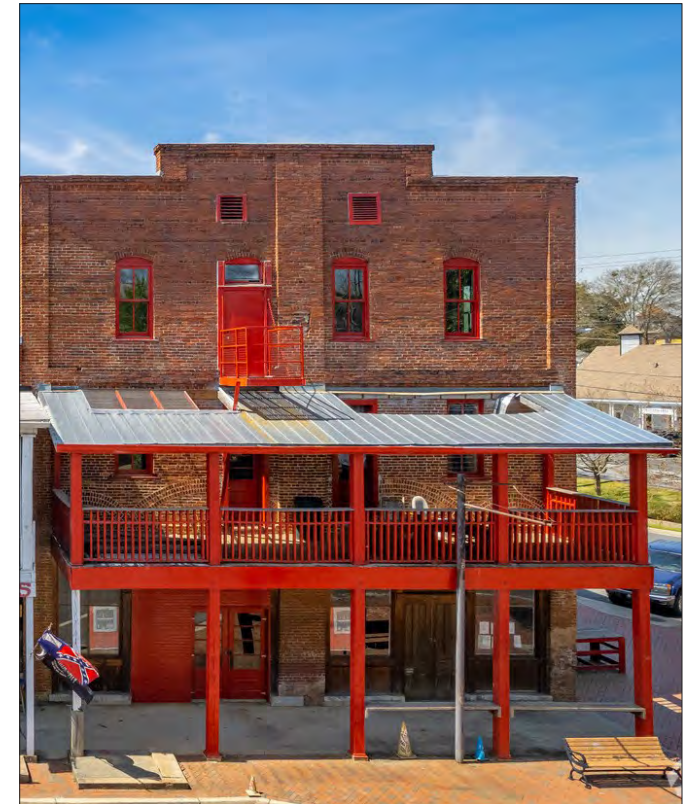
The building is zoned CBD – Central Business District, City of Kennesaw; and is designated DAC - Downtown Activity Center on the City's Future Land Use map.

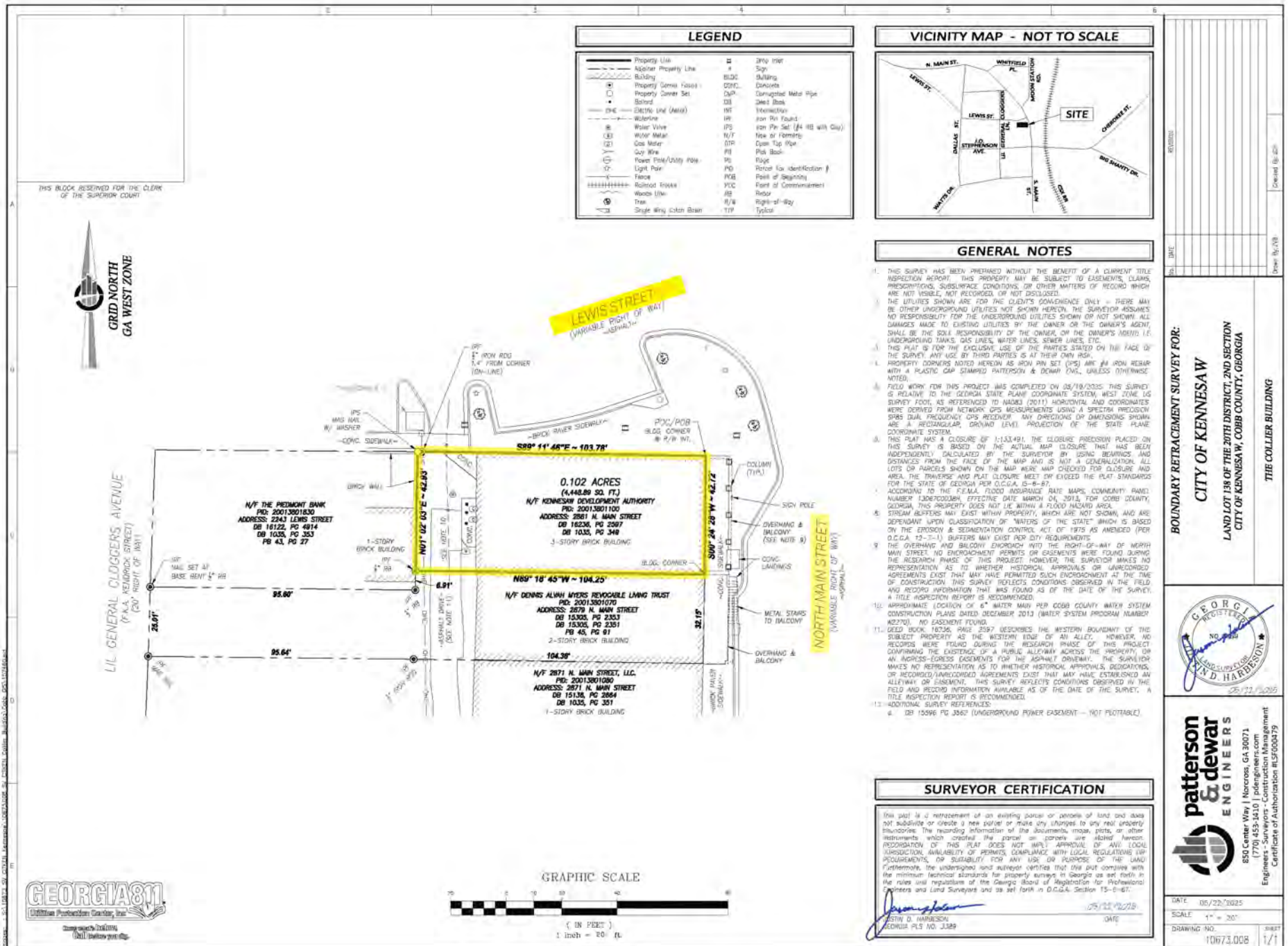
Schools

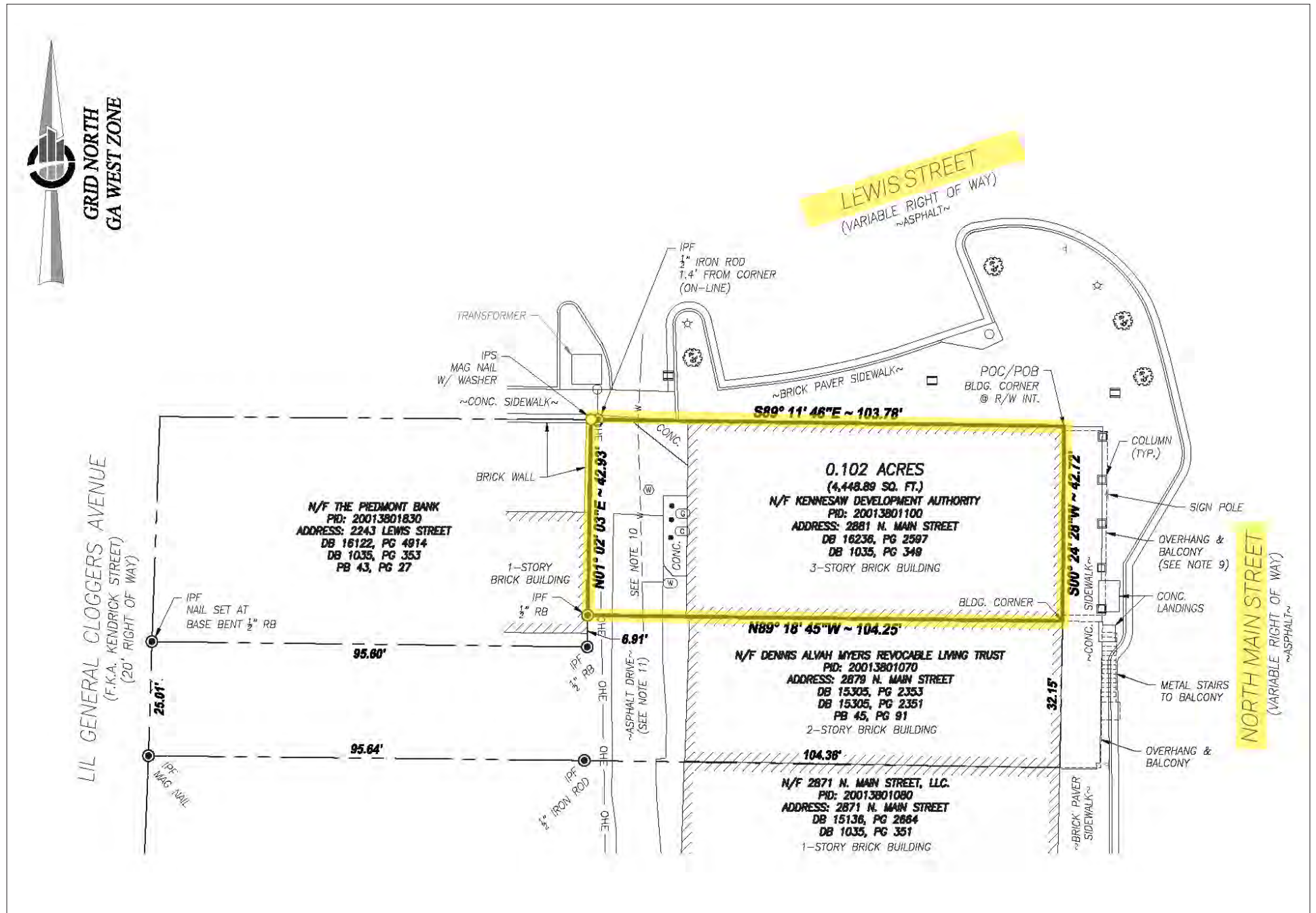
The Cobb County public schools that serve the property are: North Cobb High School, Awtrey Middle School, Kennesaw Primary School (K-2) & Big Shanty Intermediate School (3-5). Nearby private schools include: Mt. Paran Christian School (2.3± miles) and The Walker School (5.4± miles).

Price

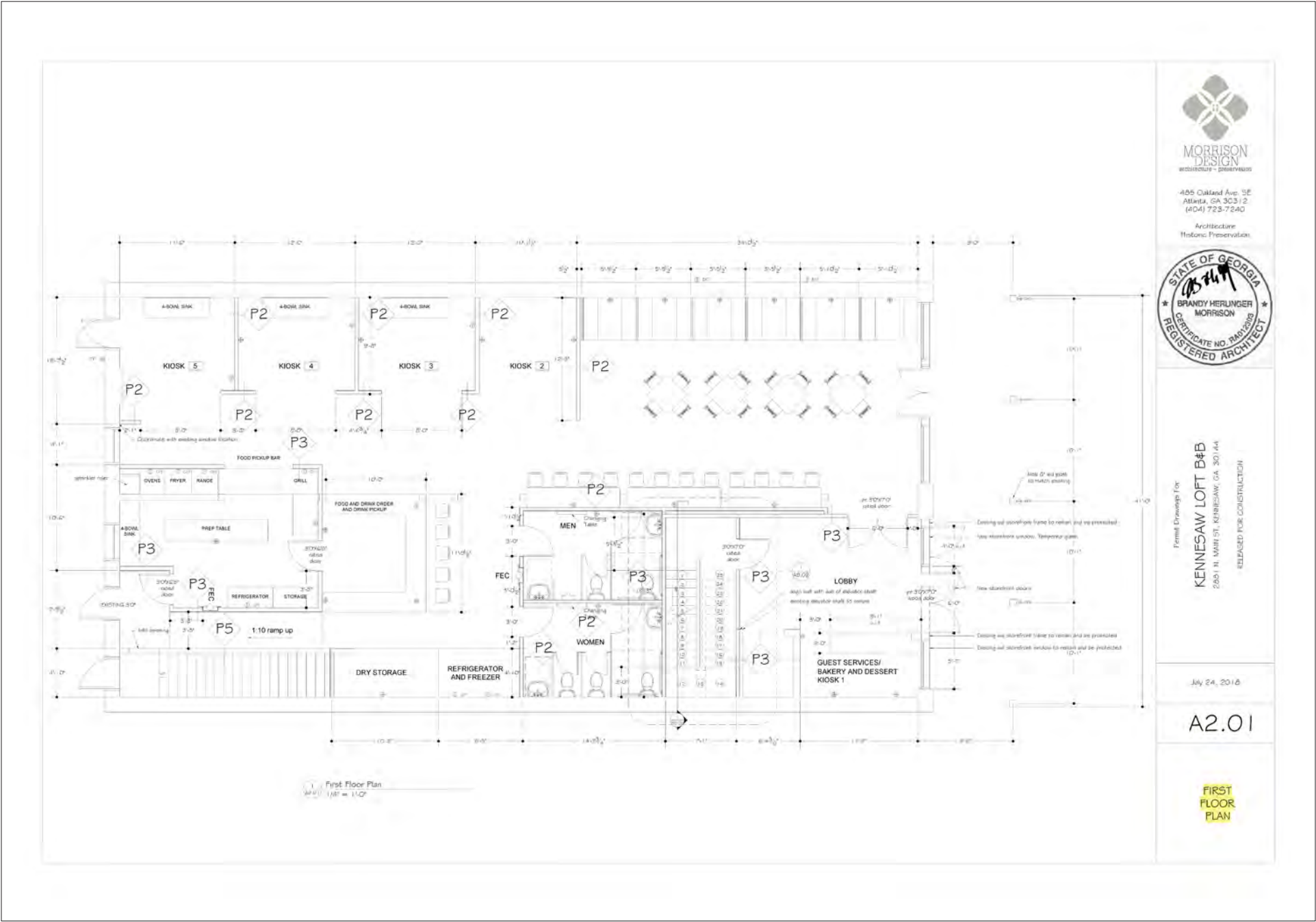
The Property is being marketed without an asking price.



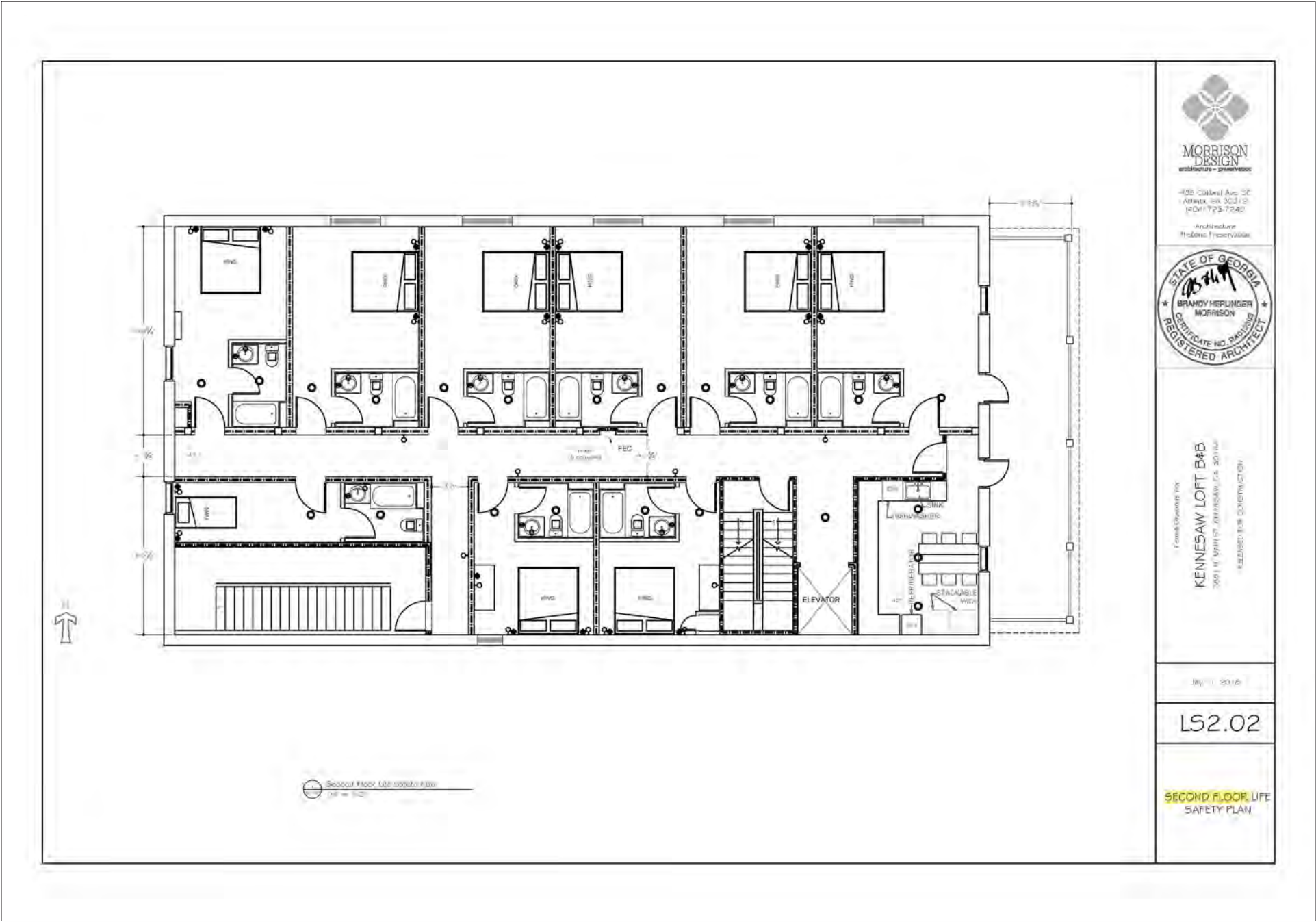




First Floor Plan



Second Floor Plan



Third Floor Life Safety Plan
1/11/15

**MORRISON
DESIGN**
architecture - preservation

435 Coastal Ave. SE
Atlanta, GA 30316
(404) 773-7240

Architecture
Historic Preservation

Kennesaw Loft B&B
3051 N. WINDY KENNESAW, GA 30144
KESAW LOFT CONSTRUCTION

1/11/15

L52.03

**THIRD FLOOR LIFE
SAFETY PLAN**

City of Kennesaw, GA

Downtown Kennesaw is a vibrant part of Metro Atlanta that offers world-class amenities while preserving its important ties to the past. This area offers a unique blend of small-town values with big-city employment and amenities.

Downtown Kennesaw offers residents and visitors the charm of a small city along with a stimulating and walkable downtown environment. Located adjacent to the Town Center office market and in close proximity to other major employment centers including Kennestone Hospital, Marietta, and the Cumberland Galleria area, Kennesaw residents enjoy reduced commute times compared to many metro submarkets. This region boasts countless restaurants, shops, nightlife, and cultural offerings many of which are offered on campus and at the stadium of nearby Kennesaw State University.

Area Demographics (taken at subject property)

Population	1-mile	3-mile	5-mile
2029 Population Projection	7,854	77,178	177,909
2024 Population	7,803	76,018	173,556
2020 Population	8,090	75,388	170,859
Annual Growth 2024-2029	0.1%	0.3%	0.5%
Annual Growth 2020-2024	-0.9%	0.2%	0.4%
Daytime Population	4,908	44,174	79,059

Income	1-mile	3-mile	5-mile
Average Household Income	\$85,554	\$104,492	\$111,241
Median Household Income	\$71,093	\$83,121	\$90,767

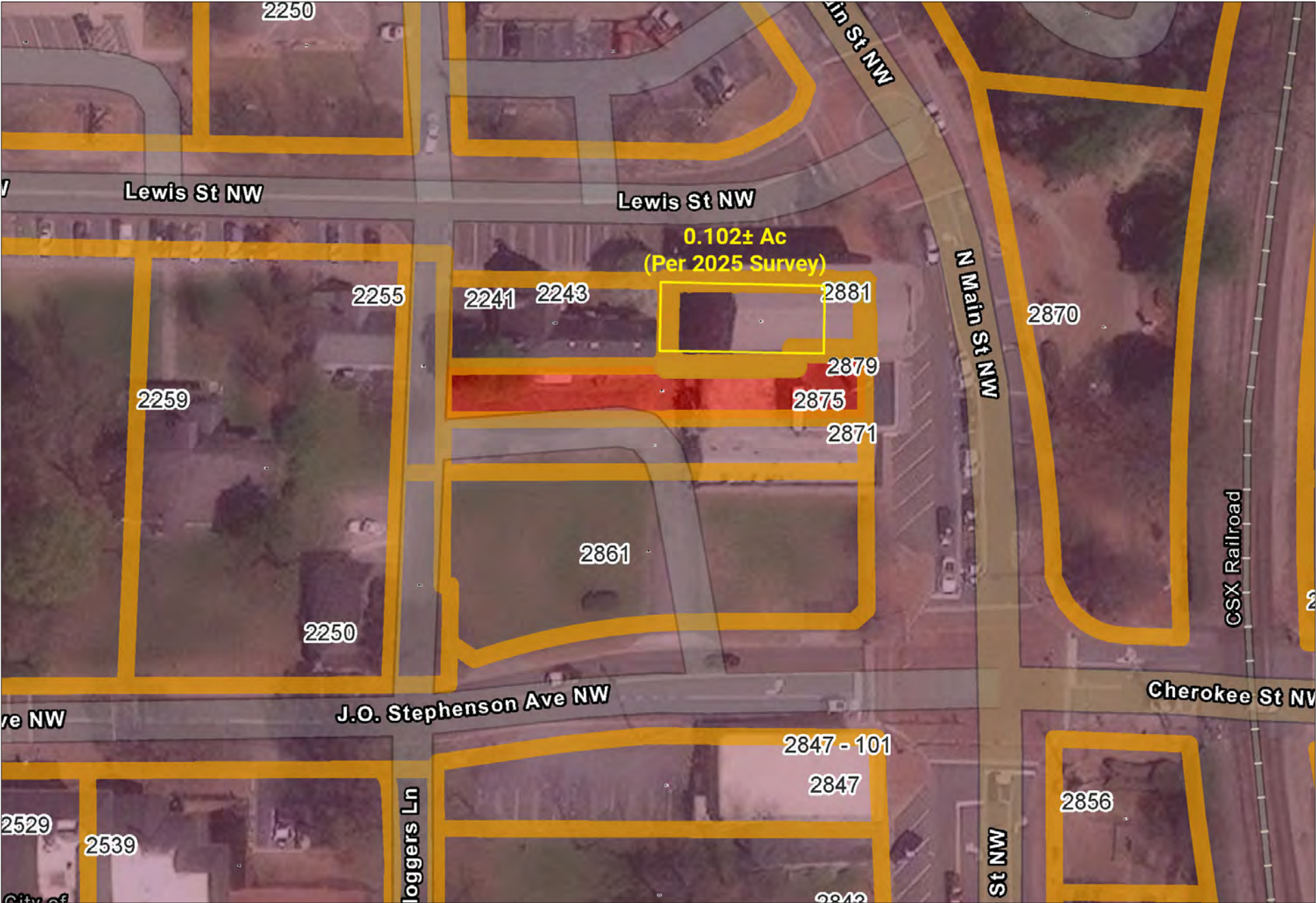
Source: CoStar



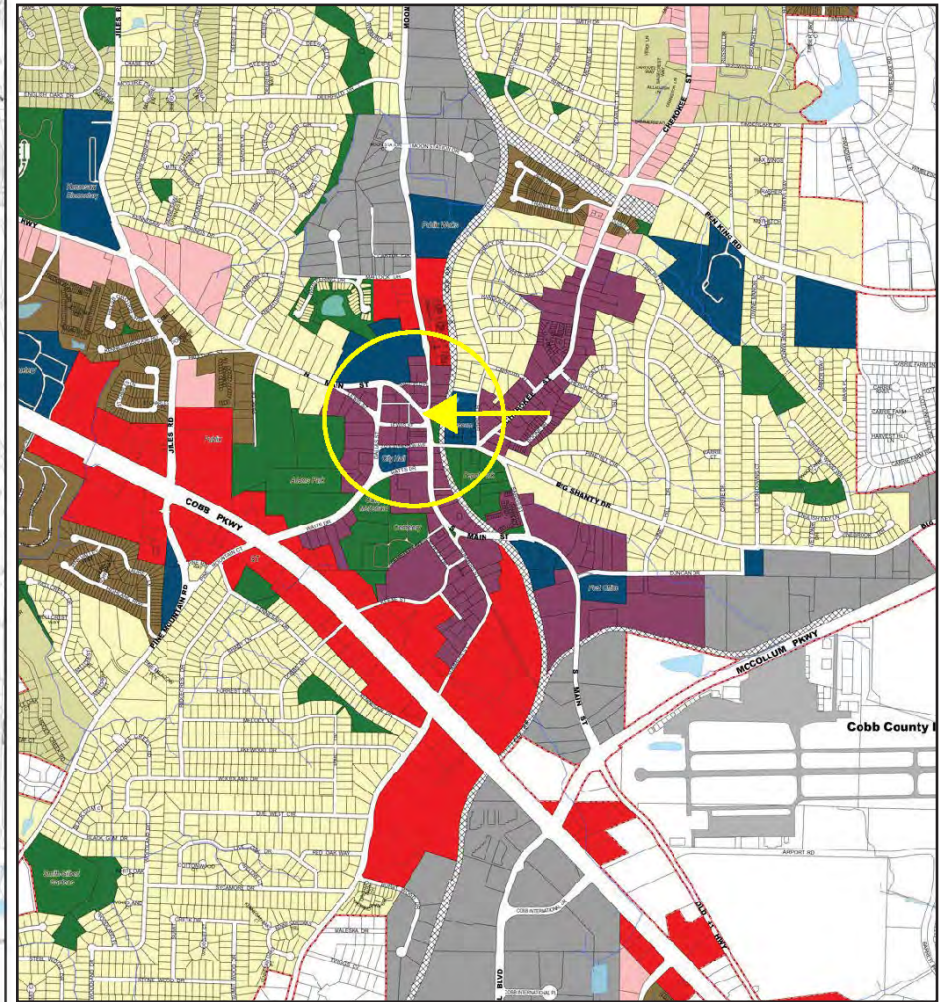
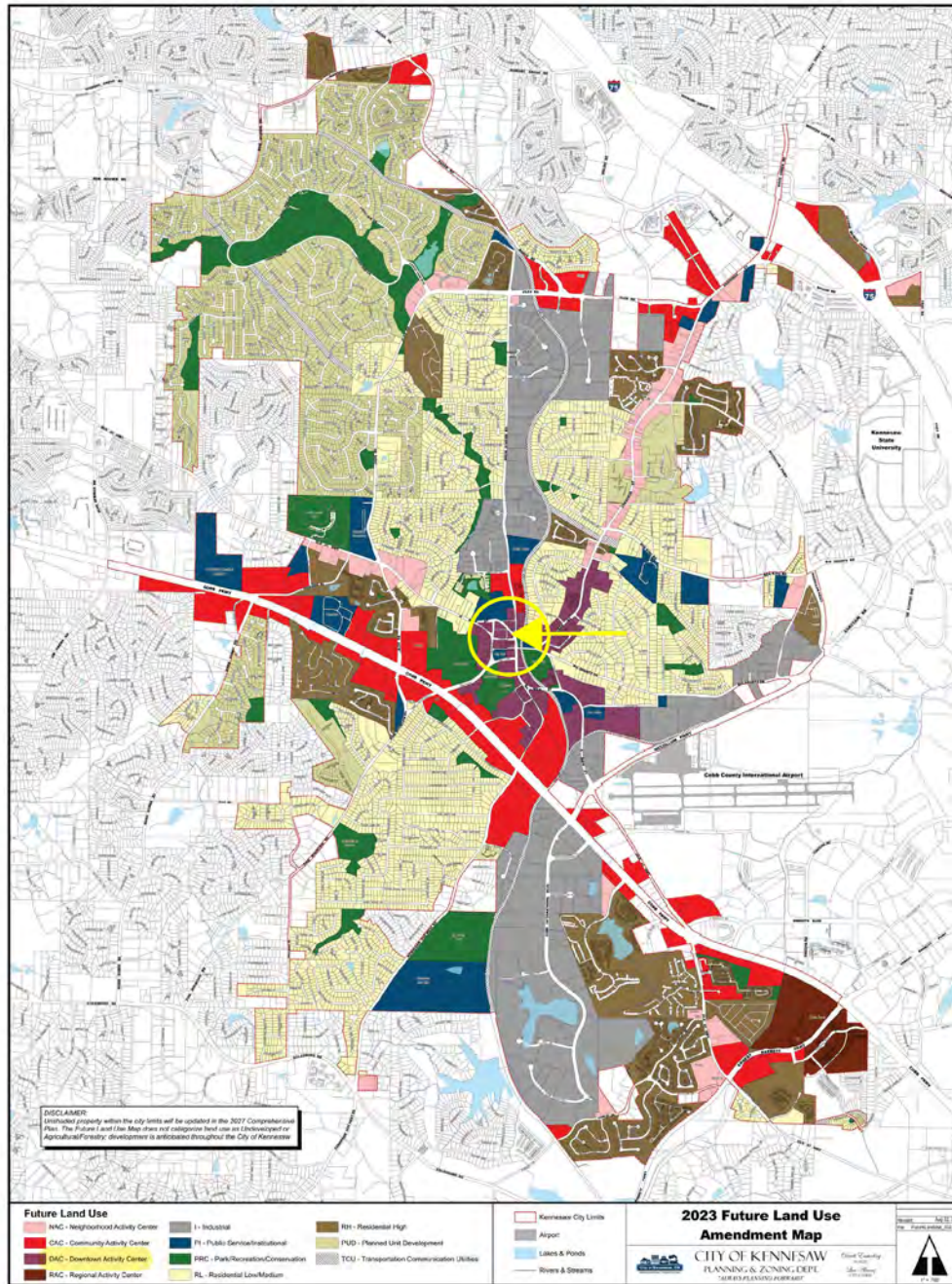
Tax Aerial



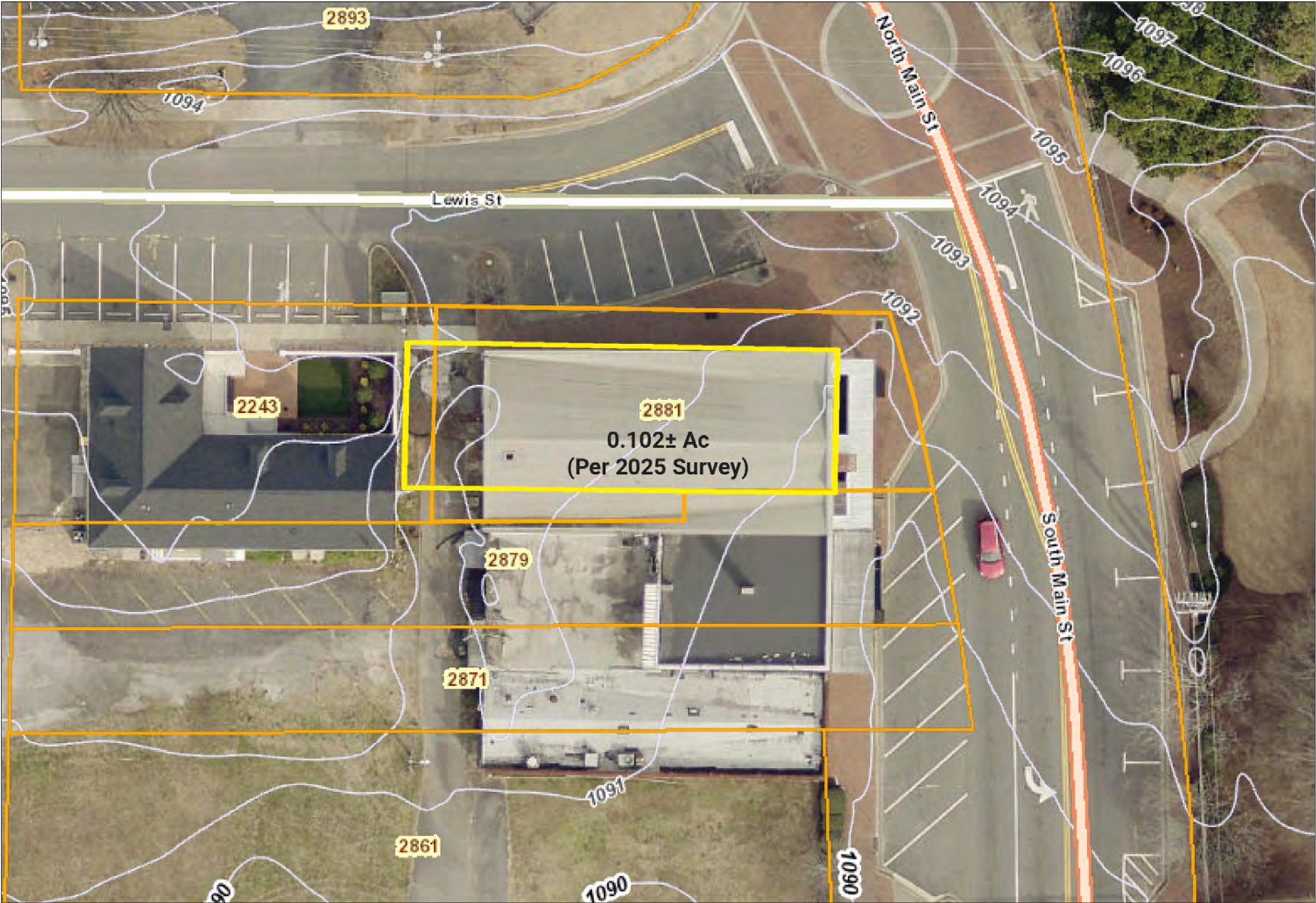
Zoning - CBD, City of Kennesaw



Future Land Use: DAC - Downtown Activity Center



Topography & Hydrology



United Bankshares Amphitheater Site Plan & Images

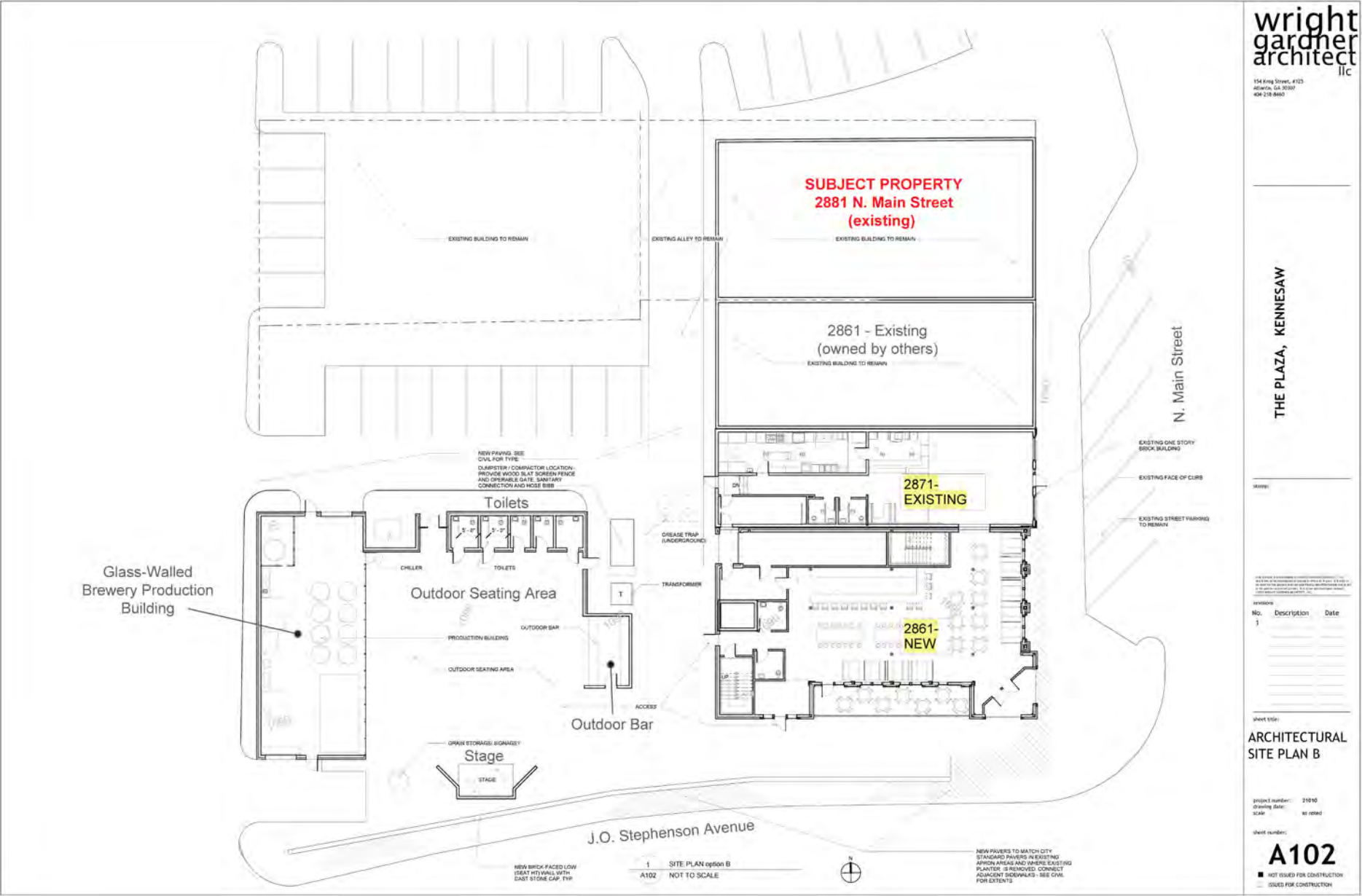


Located in the heart of historic Downtown Kennesaw at 2828 Cherokee Street, the United Bankshares Amphitheater at Depot Park is a premier outdoor venue, offering a versatile space for large-scale events and gatherings. Opened in June 2024, the amphitheater can accommodate up to 3,000 people on its expansive lawn and draws people from all corners of Cobb County. The venue quickly became a central hub for Kennesaw's most beloved annual events, including Salute to America, A Day with Santa and numerous other celebrations. The Kennesaw Concert Series, which debuted in 2024, will continue to bring live music and entertainment to the space in 2025, offering a dynamic cultural experience for the community. United Bankshares Amphitheater and Depot Park continue to be a vibrant gathering spot for residents and visitors alike.



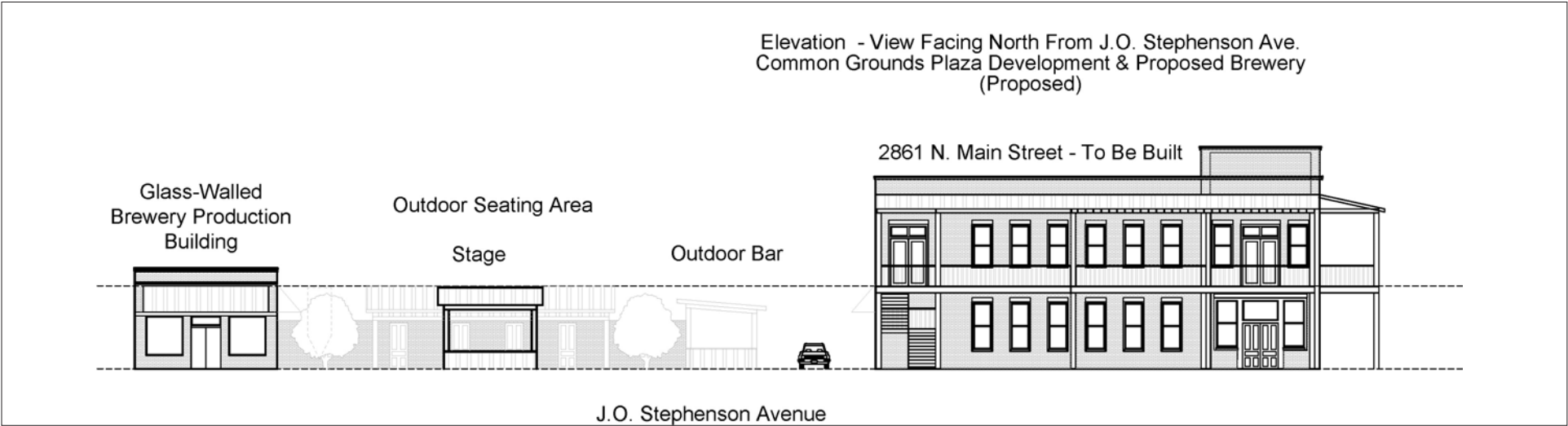
Common Grounds Plaza Development & Proposed Brewery – To South of Subject Property

Owner / Developer of "Commons Ground Plaza": Dale Hughes, CEO, Everyday People Group & Apotheos Roastery



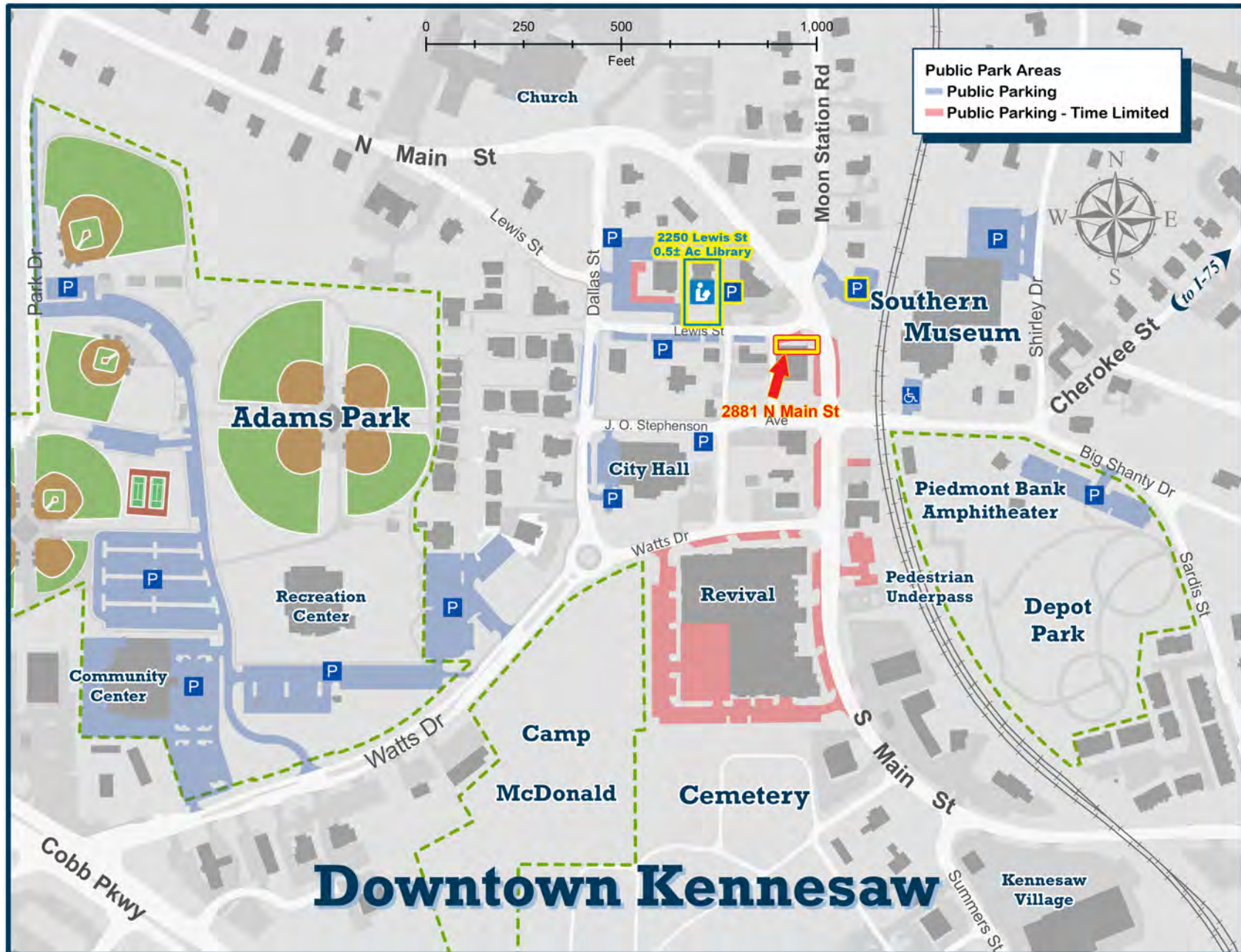
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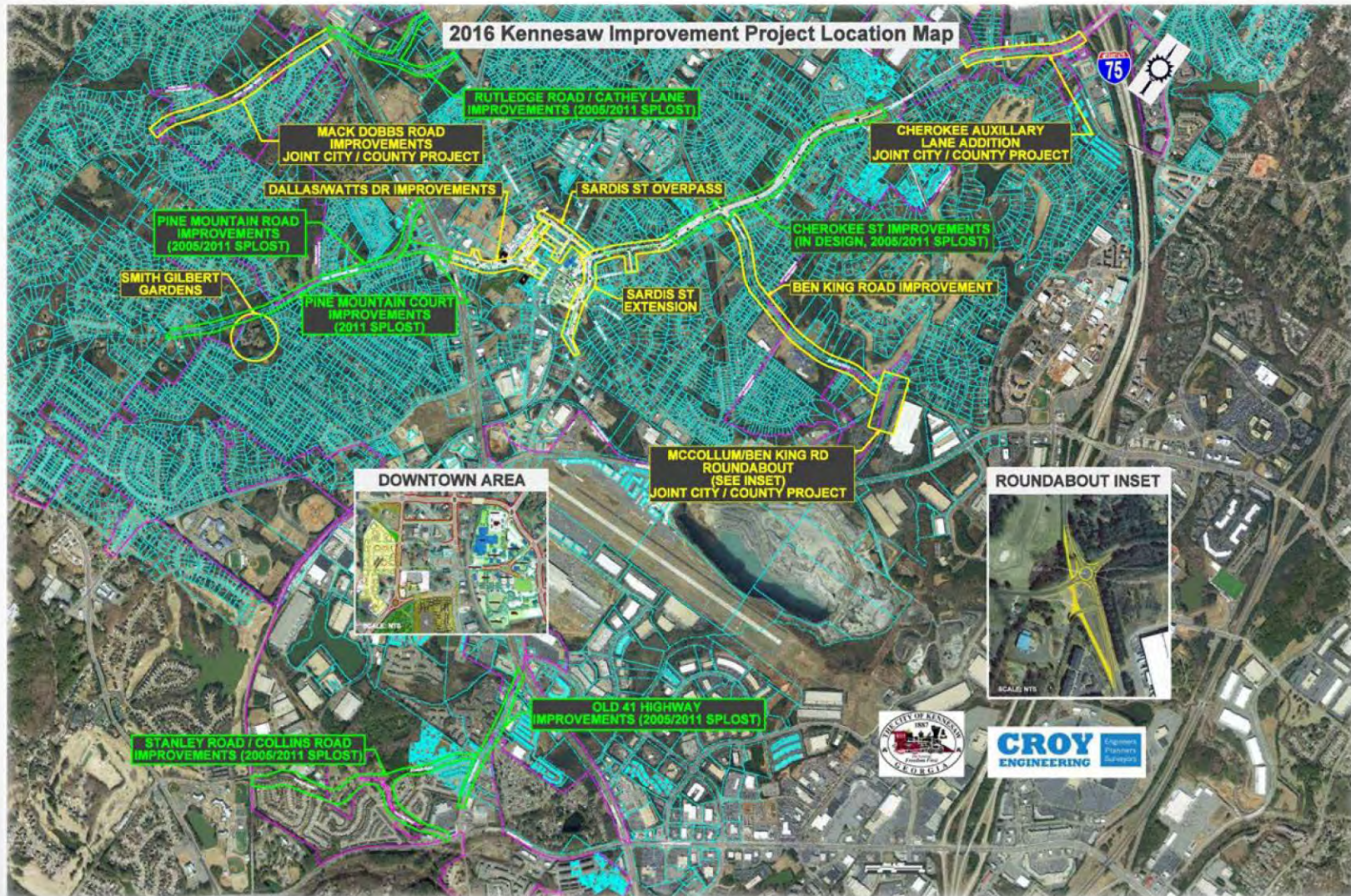
Map of City of Kennesaw Downtown Public Parking

Note: The 10,332± square foot "Collier Building" at 2881 N Main Street, 0.102± ac, does not currently have dedicated parking. There are two existing public/city parking lots nearby, and the City plans to demolish the old library at 2250 Lewis Street, 0.5± ac to create additional parking, a portion of which could be dedicated for redevelopment of the Collier Building.



5/21/2024

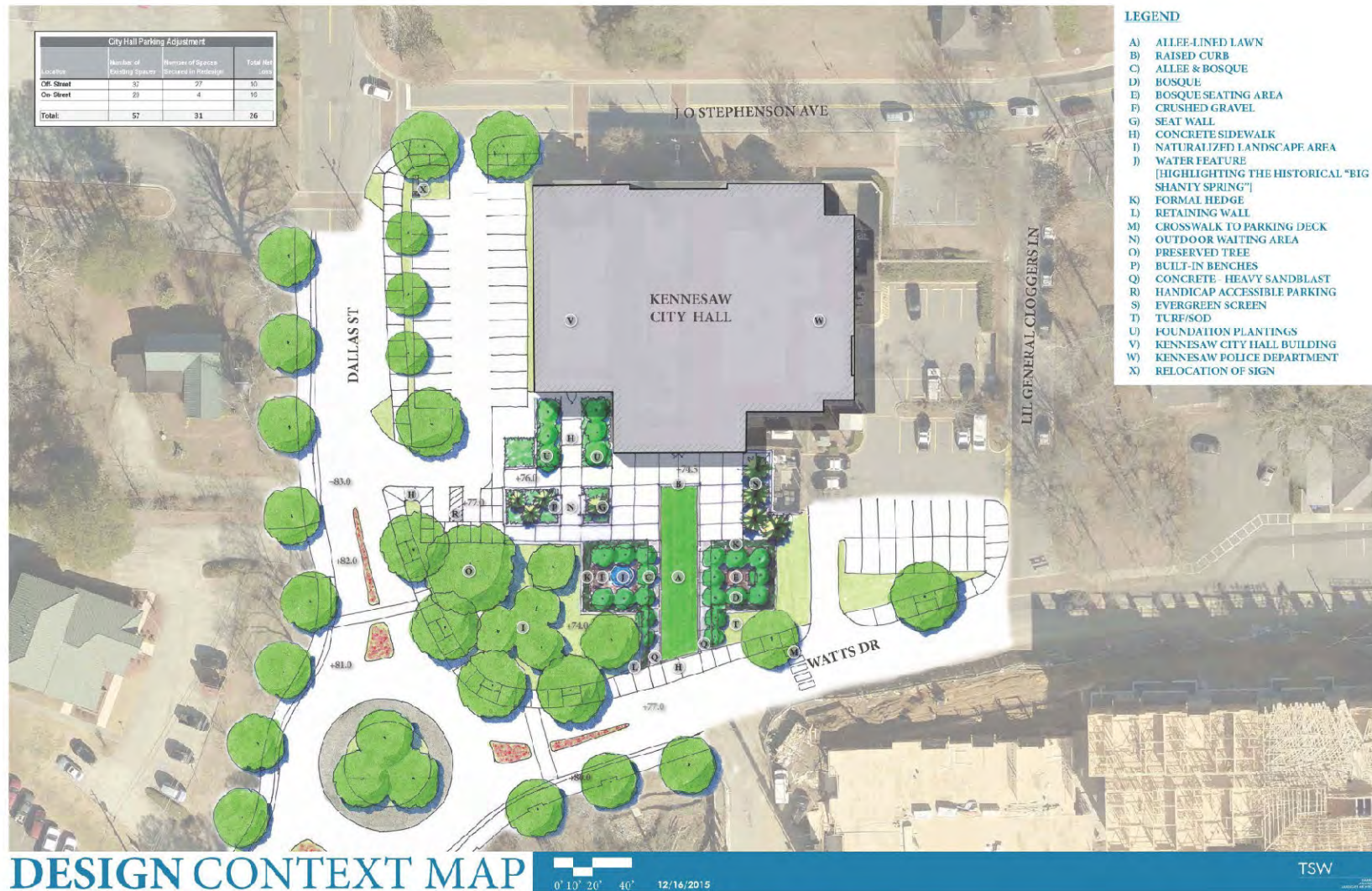
Transportation Plans



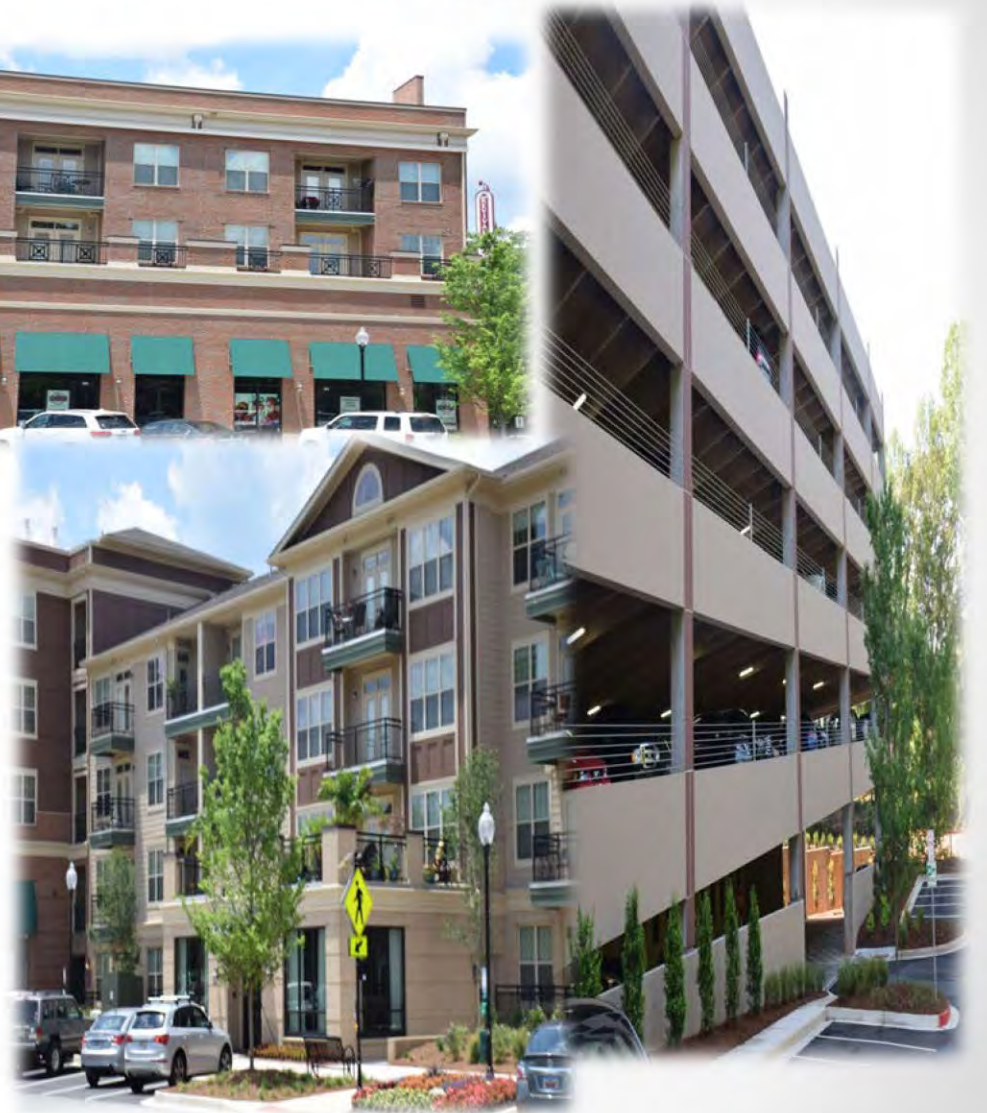
Swift Cantrell Park



City Hall



Revival on Main



- \$38M investment
- 252 – 1, 2, 3 bedroom apartments
- Retail – 11,000 sq. ft.
- Parking deck - \$6M investment
 - 310 public spaces (deck and surface)
 - 300+ private spaces (deck)

Dallas and Main



DALLAS & MAIN
KENNESAW, GEORGIA
04/14/14

DALLAS STREET RENDERING

CROFT
LANDSCAPE
ARCHITECTURE

- Multiple buildings to look like large historic homes
- 165 – 1, 2, 3 bedroom units
- 10,000 sq. ft. retail space
- Restoring historic Lewis House as office and amenity center
- \$25M investment

Downtown Kennesaw Photos



Downtown Kennesaw Photos



Listing Team



Nelson Vinson
Partner

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nrv@mcwrealty.com

Nelson specializes in residential and commercial land sales, working directly with land owners, residential and commercial developers, and multi-family and residential home builders. Nelson takes a personal approach by engaging in the process through the entitlement and pre-development phase.

Nelson has in-depth knowledge of working with owners, investors, and developers through the marketing process, selection of buyer, and throughout the contract and due diligence period.

Nelson joined McWhirter in 2007 and was named partner in 2016. Nelson currently holds Associate Broker licenses in Georgia and Alabama.

Nelson is a member of the Atlanta Commercial Board of REALTORS® Million Dollar Club and has been recognized as a Top Ten Land Broker (#2) in 2009 and a Top Ten Land Broker (#7) in 2013.



Dan Buyers
Partner

(770) 596-2629 M
tdb@mcwrealty.com

Dan Buyers joined McWhirter in 1994 and became a Partner in 2014. He specializes in land sales, site selection and office/medical office brokerage. His expertise includes land sales and site selection for medical office, senior housing, retail, industrial, single family residential and multi-family properties as well as landlord and tenant representation in office and medical office transactions.

Dan was honored with the Chairman's Award (2024) and named the Town Center Citizen of the Year (2024) by the Cobb Chamber of Commerce. He also received the John Williams CID Leadership Award (2024) from the Council for Quality Growth. Dan has been recognized by the Atlanta Commercial Board of REALTORS® with the Silver Phoenix Award (25 years membership in ACBR Million Dollar Club) and numerous Top Ten Land Sales Producer awards. Additionally, he is a proud recipient of the Legion of Honor for 25 years of service with the Kiwanis Club of Marietta.

Dan is also an active member of the community, serving on multiple Boards including the Atlanta Region Transit-link Authority (ATL), the Cobb Chamber of Commerce, the Council for Quality Growth, the Cobb County-Marietta Water Authority (Vice Chair), the Town Center Area Community Improvement District, the Atlanta Commercial Board of REALTORS® and the Wellstar Foundation Board.

Dan earned a Bachelor of Business Administration in Real Estate from the University of Georgia.



McWhirter
Commercial Real Estate Since 1981