



# OFFERING MEMORANDUM

MIDTOWN ATLANTA HIGH RISE DEVELOPMENT SITE  
±0.62 ACRES | 13 CONDO UNITS



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

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

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

- 03 PROPERTY HIGHLIGHTS
- 04 PROPERTY INFORMATION
- 05 PHOTOS
- 08 AERIALS
- 13 ABOUT THE AREA
- 17 IN THE AREA
- 19 DEMOGRAPHIC OVERVIEW
- 20 BROKER PROFILES
- 21 CONFIDENTIALITY AGREEMENT
- 22 ABOUT BULL REALTY

# PROPERTY HIGHLIGHTS

## *DEVELOPMENT OPPORTUNITY IN THE HEART OF MIDTOWN ATLANTA*

### **Property Details:**

- High-rise development site in Midtown, Atlanta
- 13-unit condo building currently on the site
- Located on Juniper Street between Fourth and Fifth Streets
- ±27,007 SF site (± 0.62 acres) situated adjacent The Hadley, J5 Midtown and Axis Midtown modern apartment buildings
- Irreplaceable location surrounded by Midtown's best restaurants and entertainment
- High Walk Score of 91 (Walker's Paradise)
- Distance to: Fox Theater (<0.5 mile- 5 minute walk), Piedmont Park (<1 mile- 18 minute walk), NCR (<1 mile- 18 minute walk), Colony Square (<1 mile- 18 minute walk), Georgia Tech & Google (<1 mile- 18 minute walk), Eastside Beltline Trail (1.5 miles- 37 minute walk)

**754 JUNIPER ST NE**

**Sale Price | Contact Broker**

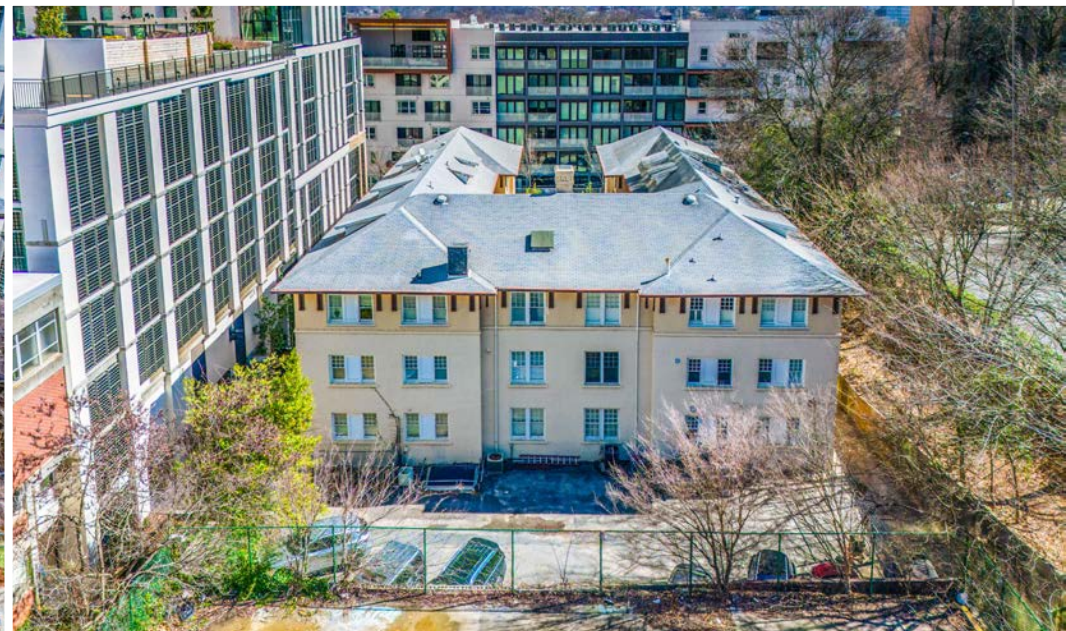
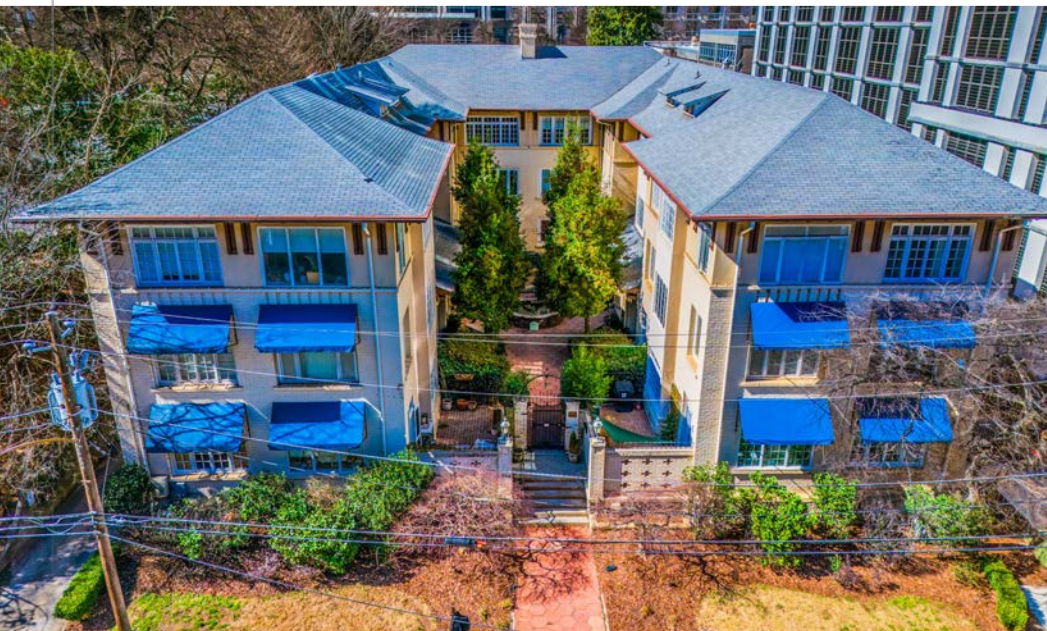


# PROPERTY INFORMATION

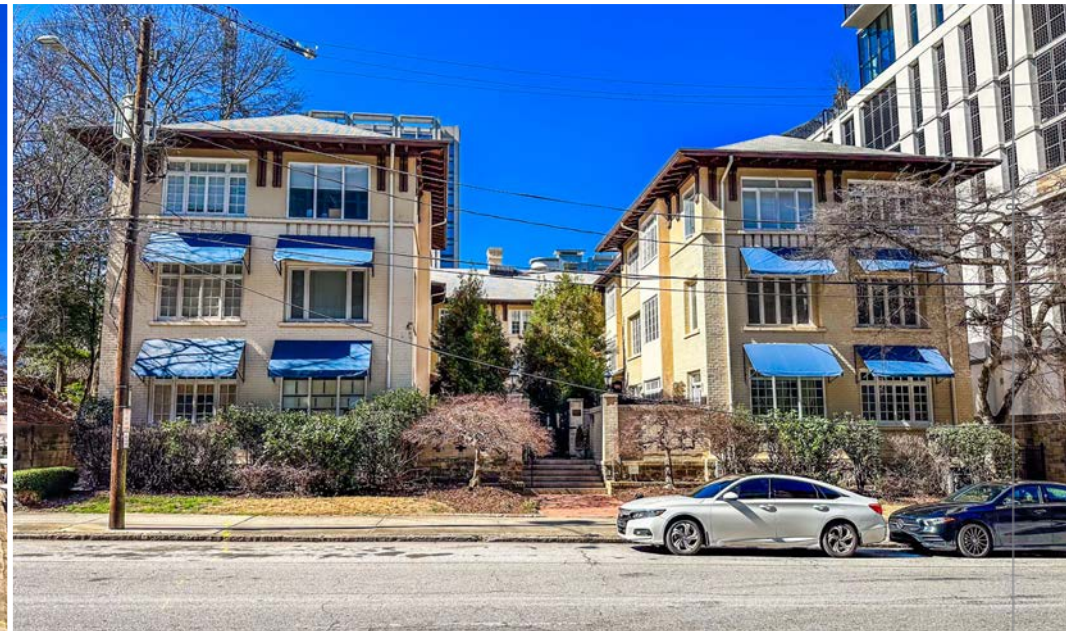
OVERVIEW	
ADDRESS	754 Juniper St NE Atlanta, GA 30308
COUNTY	Fulton
SITE SIZE	± 0.62 Acres
ZONING	<a href="#">SPI-16 SA1 Midtown Special Public Interest District</a>
UTILITIES	All-to-site
EXISTING IMPROVEMENTS	13-Unit Condo Building
SALE PRICE	Contact Broker



# PHOTOS



# PHOTOS



# PHOTOS



# PHOTOS





# NORTH VIEW

**GT** Georgia Tech.



Less than 1 mile



ATLANTICSTATION<sup>7</sup>

NCR VIX



Less than 1 mile >>



THE BILTMORE

SOCIETY Living

THE HADLEY



Melting Pot

EL VALLE KITCHEN AND BAR

TWENTY SIX



Babs

MIDTOWN ATLANTA

Peachtree St NE



Juniper St NE



J5

MIDTOWN

4th St NE

5th St NE

# SOUTH VIEW



ATLANTA DOWNTOWN

Less than 2 miles



BANK OF AMERICA



TOWER SQUARE



GEORGIA AQUARIUM



MERCEDES-BENZ STADIUM

EMORY UNIVERSITY HOSPITAL MIDTOWN



FOX THEATRE

THE VARSITY



PUBLIX

Piedmont Ave NE

Ponce De Leon Ave NE

North Ave NE

Juniper St NE



SELECT SPECIALTY HOSPITAL



THE HADLEY

4th St NE

# EAST VIEW

SOCIETY  
*Living*

THE HADLEY

 **PIEDMONT  
PARK  
CONSERVANCY**  
Less than 1 mile  
∨  
∨

 **Atlanta  
BeltLine**  
Less than 1 mile  
∨  
∨

   
  
  
**PONCE CITY MARKET**  
Less than 1 mile >>



**J5**  
MIDTOWN

**Piedmont Ave NE**

**Juniper St NE**

**4th St NE**

# WEST VIEW



BANK OF AMERICA

TS  
TOWER SQUARE

GT Georgia Tech.

Mercedes-Benz  
STADIUM

Coca-Cola  
GEORGIA  
AQUARIUM

INTERSTATE 85 INTERSTATE 75

Less than 1 mile

EMORY  
UNIVERSITY  
HOSPITAL  
MIDTOWN

Georgia Institute of Technology logo

FOX  
THEATRE

THE  
VARSITY



THE HADLEY

Select  
SPECIALTY HOSPITAL

Juniper St NE

4th St NE

5th St NE

.J5  
MIDTOWN

Piedmont Ave NE

# 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 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.



**#1 TOP TRAVELED AIRPORT IN THE WORLD**



**\$270 BILLION GDP IN METRO-ATLANTA**



**13 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



**#8 LARGEST METRO AREA IN THE U.S. 2020**

- U.S. CENSUS BUREAU POPULATION DIVISION

## HOME TO 13 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.

## MAJOR EMPLOYERS



**8TH**  
**LARGEST U.S. METRO**  
*2020 U.S. Census*

**1.18%**  
**PROJECTED 5-YEAR**  
**POPULATION GROWTH (2023-2028)**  
*ESRI 2023*

**46%**  
**Gen Z**  
**Population**

**#6**  
**BEST CITIES FOR JOBS IN U.S.**  
*WalletHub 2024*

**#4**  
**FASTEST GROWING**  
**U.S. METRO (2010-2019)**  
*Freddie Mac 2021*

**34%**  
**Millennial**  
**Population**

**3.9%**  
**Unemployment**  
**Rate**

*(Data based on 1 mile radius of Downtown- ESRI 2023)*

# 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.
- **Growing** - From 2000 to 2014, Midtown's population grew 5 times as fast as Atlanta's.



WALK SCORE  
93  
(Walker's Paradise)



TRANSIT SCORE  
66  
(Good Transit)



BIKE SCORE  
79  
(Very Bikeable)



MARTA STATION  
MIDTOWN  
0.4 Mile



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

# 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>



# IN THE AREA



# 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

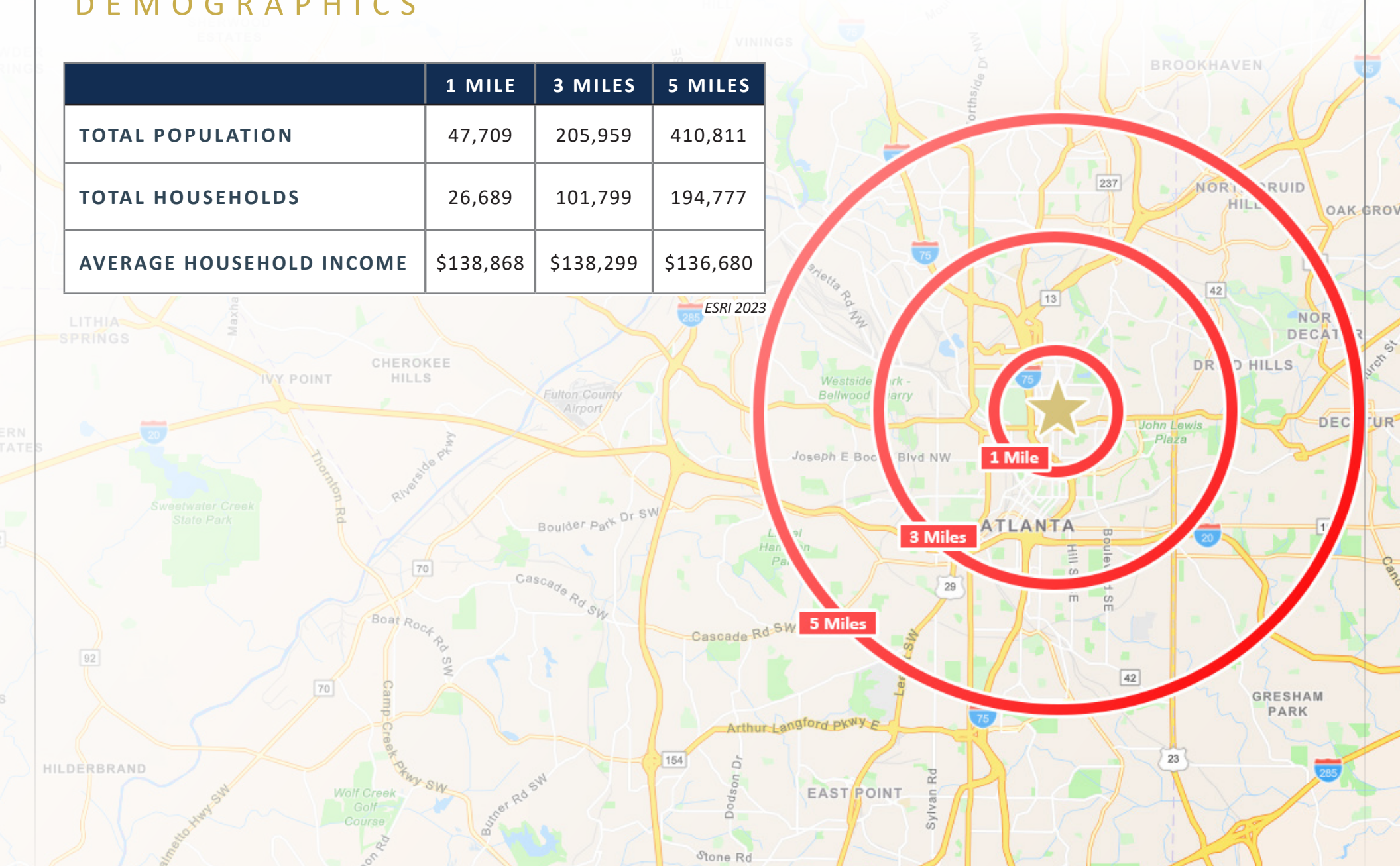


The Metropolitan Atlanta Rapid Transit Authority is the principal public transport operator in the Atlanta metropolitan area. Formed in 1971 as strictly a bus system, MARTA operates a network of bus routes linked to a rapid transit system consisting of 48 miles of rail track with 38 train stations.

# DEMOGRAPHIC OVERVIEW

## DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
TOTAL POPULATION	47,709	205,959	410,811
TOTAL HOUSEHOLDS	26,689	101,799	194,777
AVERAGE HOUSEHOLD INCOME	\$138,868	\$138,299	\$136,680



# BROKER PROFILES



**ANDY LUNDSBERG**

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

Andy Lundsberg has over 20 years of sales, marketing and commercial real estate experience. He specializes in the acquisition and disposition of multifamily and boutique retail/office type properties throughout metro-Atlanta. Andy Lundsberg is recognized as the top producer at Bull Realty for the last 8 years in a row with gross sales exceeding well over \$100 million year to date and has consistently achieved the Atlanta Commercial Board of Realtors Million Dollar Club designation year after year.

Prior to his career in commercial real estate, Andy worked for a national diagnostic imaging company as director of sales and marketing, Coca Cola as a business development manager and was head of on-site sales and marketing for a condominium project with a large residential real estate firm in Atlanta. With his expertise in the real estate industry and successful sales record, he can help you determine the right investment for you; whether you are looking to buy, lease or sell commercial real estate.

Andy graduated with honors from The Kelley School of Business at Indiana University where he received degrees in Marketing, Management and International Studies. He also studied and lived in Seville, Spain and is conversational in Spanish.

Organizations:  
National Association of Realtors-Georgia  
Atlanta Commercial Board of Realtors  
Young Council of Realtors (YCR)  
Million Dollar Club (2008 - Present)



**MICHAEL WESS, CCIM**

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

Michael Wess' passion for commercial real estate began during his undergraduate studies at the University of Georgia. He earned a 4.0 GPA at the Terry College of Business's real estate program while receiving the school's single annual real estate scholarship. While there, Michael also received two additional degrees in finance and international business while also minoring in Spanish.

Michael joined Bull Realty in 2016 and began building his business practice based on integrity, superior client service and exceptional results. 2018 served as Michael's breakout year, individually closing 23 transactions valued at over \$25,000,000, which landed him #3 of 32 brokers at the firm and the firm's 'Partner' title. Since 2018, Michael Wess and Andy Lundsberg teamed up and sold approximately \$400 million across almost 200 transactions. These days, the partnership averages almost a closing a week and over \$100M in sales annually.

The team holds many pricing records in and around Atlanta, including highest price per acre, highest price per unit, and highest price per square foot for various product types and categories. The team also prides itself in its ability to close transactions that have proved complicated during selling previous attempts.

Michael continuously attends seminars, conferences, and classes to improve his knowledge of real estate, finance and economics. An Associate Broker since 2021, Michael is a pinned Designee of the prestigious Certified Commercial Investment Member (CCIM) Institute since 2017 and has been an annual member of the Atlanta Commercial Board of Realtors Million Dollar Club since 2018.

Michael is also a 'big brother' in the Big Brothers Big Sisters organization and enjoys other philanthropic endeavors. He completed his first marathon in 2022 and is looking forward to completing other physical challenges. In his free time, Michael enjoys spending time with family and friends exploring the neighborhoods in and around Atlanta.

# 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 754 Juniper Street 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

### **Michael Wess, CCIM**

Partner, Bull Realty

MWess@BullRealty.com

404-876-1640 x150

### **Andy Lundsberg**

Partner, Bull Realty

Andy@BullRealty.com

404-876-1640 x107

# 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 25 years in business and \$1.9 billion annual transaction volume.

## **CONNECT WITH US:**

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



**25**

**YEARS IN  
BUSINESS**



**ATL**

**HEADQUARTERED  
IN  
ATLANTA, GA**



**LICENSED IN  
8  
SOUTHEAST  
STATES**

**\$1.9**

**BILLION DOLLAR  
VOLUME FROM SALES  
AND LEASING  
TRANSACTIONS  
IN 2021**

