

Atlanta High-Rise Development Opportunity

±0.81-Acre Site | Centennial Olympic Park



Ivan Allen Jr Blvd NW
Centennial Olympic Park Dr NW



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01

PROPERTY OVERVIEW

Atlanta High-Rise Development Opportunity

±0.81-Acre Site | Centennial Olympic Park

A rare opportunity to develop a high-rise multifamily, mixed-use, or hospitality project on a premier corner site directly adjacent to Centennial Olympic Park in downtown Atlanta.

This ±0.81-acre parcel offers exceptional park and skyline views, including unobstructed sunset vistas, in the heart of Atlanta's most visited and fastest-growing tourism and entertainment district. The site is shovel-ready for a 188-key, ±162,772 SF hotel, with full construction plans and entitlements already in place—significantly reducing development timeline and execution risk. The flexible SPI-1 SA5 zoning supports high density multifamily, office, retail, or mixed-use development.

The site is within immediate walking distance are Atlanta's strongest demand drivers, including Centennial Olympic Park, Georgia Aquarium, World of Coca-Cola, Mercedes-Benz Stadium, State arm Arena, Georgia World Congress Center, and a dense concentration of dining, entertainment, and cultural attractions—supporting sustained occupancy, premium rents, and long-term value.

Address: 355 Centennial Olympic Park Drive

Site Size: 0.81± acres | Prominent corner parcel

Zoning: SPI-1 SA5 – High-density, flexible for hotel, multifamily, office, retail, or mixed-use

Development-Ready: Fully entitled 188-key hotel with completed construction plans

Topography: Slightly rising eastward slope—ideal for structured parking and vertical development

Views: Direct Centennial Olympic Park frontage with skyline and sunset views

Walk Score: 90 – Walker's Paradise

Transit Score: 78 – Excellent Transit access

Income in Place: \$5,000–\$12,000/month from existing parking

Unmatched Demand Drivers: Tourism, convention, sports, and entertainment anchors



PRICING GUIDANCE:
\$11,500,000



PRICE PER SF:
\$325.93



SITE SIZE:
±35,283 SF | 0.81 ACRE

PROPERTY INFORMATION



GENERAL:

ADDRESS: 355 Centennial Olympic Park Dr
Atlanta, GA 30313

COUNTY: Fulton

SITE:

SITE SIZE: ±35,238 SF | ± 0.81 Acre

FRONTAGE: 117.5 ft on Centennial Olympic Park Dr
126.9 ft on Ivan Allen Jr Blvd

PARCEL ID: 14 007900110574

FAR: 10 with frontage on 3 roads adding to density

ZONING: SPI-1 SA5

PROPOSED USE: Hospitality, Multifamily, Office, Mixed-Use

UTILITIES: All to site

FINANCIAL:

PRICING GUIDANCE: \$11,500,000

PRICE PER SF: \$325.93

WATER IMPACT FEES: \$250,000 already paid

PROPERTY TAXES 2025: \$57,220.09

State Farm
ARENA

Mercedes-Benz
STADIUM

Georgia World
Congress Center
Authority

100
CENTENNIAL
OLYMPIC PARK

GEORGIA AQUARIUM



NATIONAL CENTER FOR
CIVIL AND HUMAN RIGHTS

Ivan Allen Jr Blvd NW
Centennial Olympic Park Dr NW



 TOWER SQUARE

Bank of America 

EMORY HEALTHCARE 

BOBBY DODD STADIUM
AT HISTORIC GRANT FIELD

THE VARSITY

Law & Moran
ATTORNEYS AT LAW


ERNST & YOUNG

Centennial Olympic Park Dr NW

Mills St NW

Ivan Allen Jr Blvd NW


ERNST & YOUNG

TRUIST PLAZA


Aloft
HOTELS

55 ALLEN
PLAZA

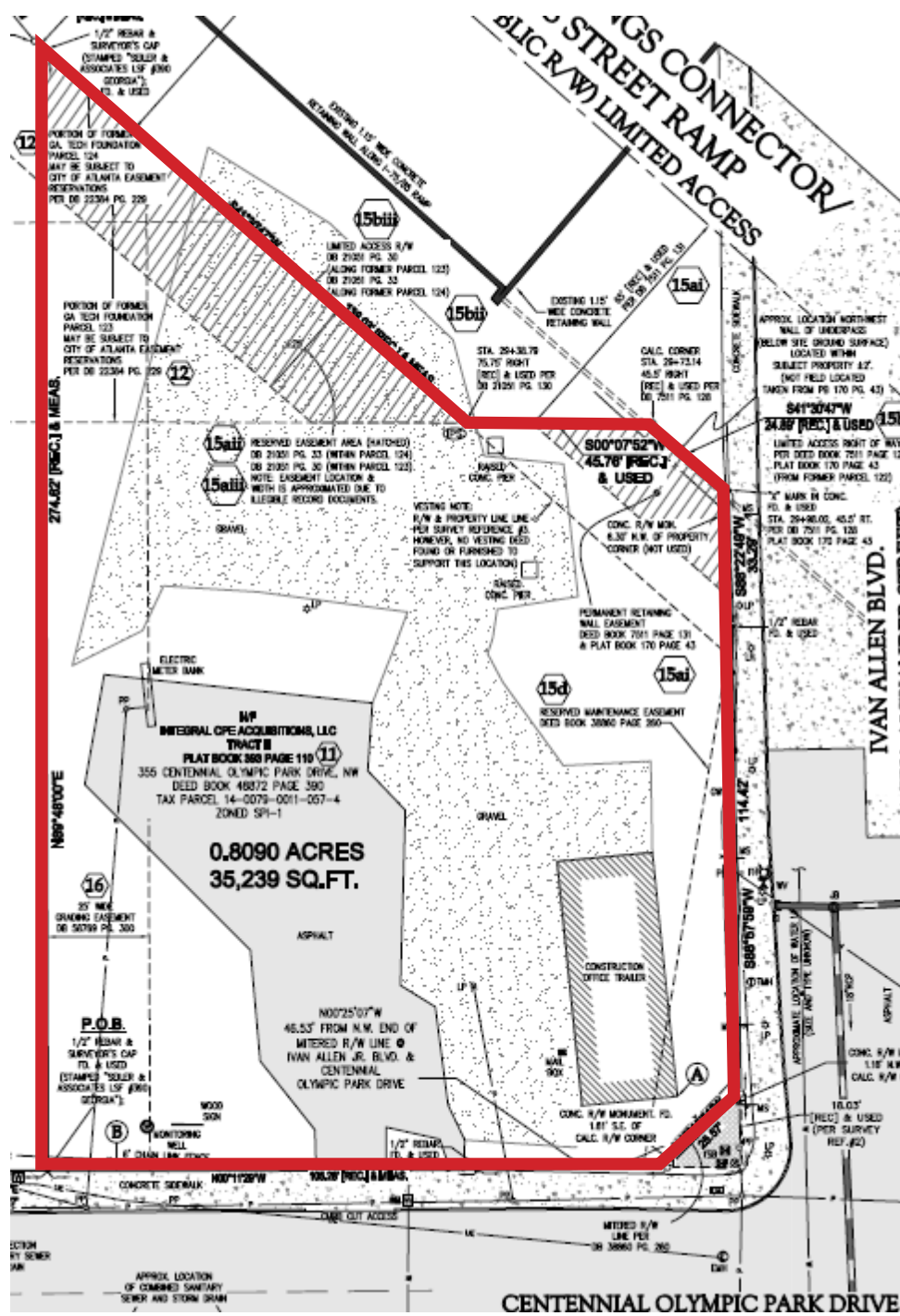
Mills St NW

Ivan Allen Jr Blvd NW

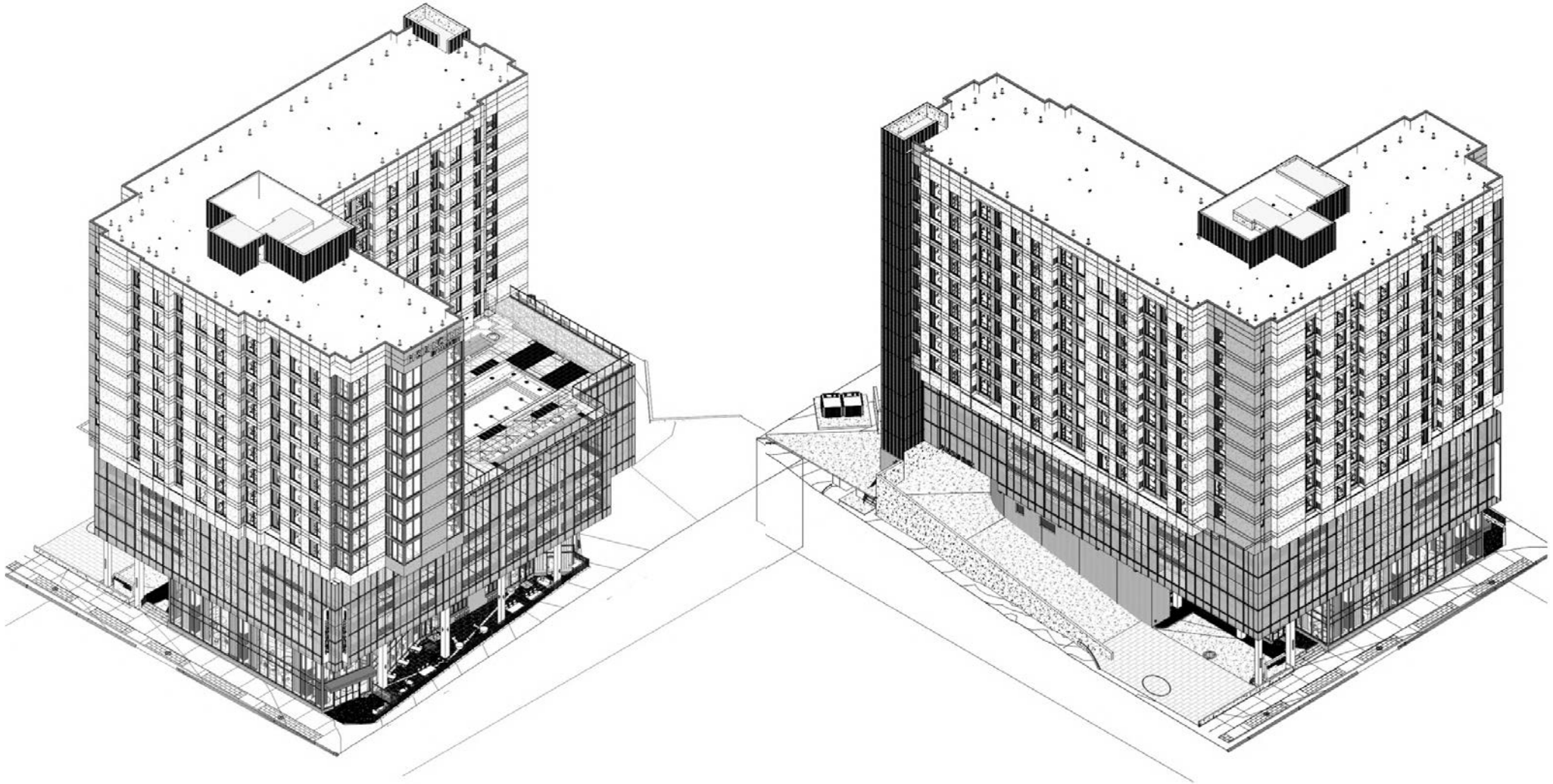
Centennial Olympic Park Dr NW


NATIONAL CENTER FOR
CIVIL AND HUMAN RIGHTS

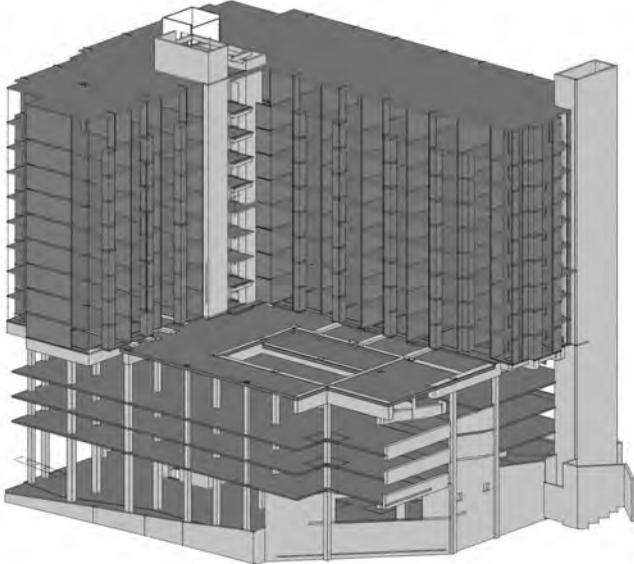
SURVEY



RENDERINGS



RENDERINGS



From Vestebute B Towards Reception

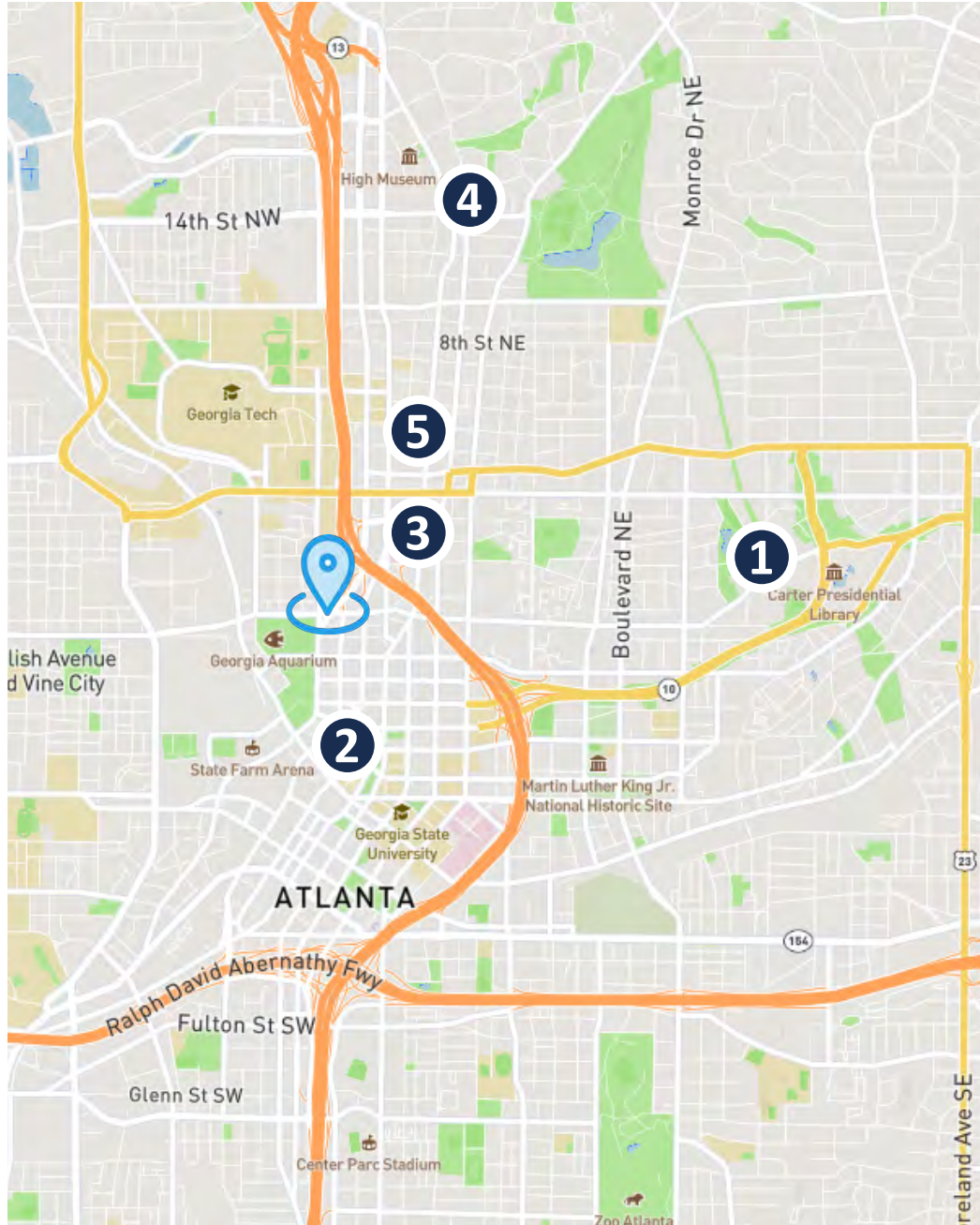


Towards Bar & Pantry



From Den Towards Reception

SOLD COMPS



355 Centennial Olympic Park Dr, Atlanta, GA 30313

PRICE	\$11,500,000
SQUARE FOOTAGE	±35,283 SF
PRICE/SF	\$325.93
SOLD DATE	-

1

740 Ralph McGill Blvd NE, Atlanta, GA 30312

PRICE	\$11,800,000
SQUARE FOOTAGE	±8,300 SF
PRICE/SF	\$318
SOLD DATE	January 2023

2

90 Forsyth St NW, Atlanta, GA 30303

PRICE	\$5,000,000
SQUARE FOOTAGE	±13,498 SF
PRICE/SF	\$370
SOLD DATE	May 2024

3

524 W Peachtree St, Atlanta, GA 30308

PRICE	\$8,400,000
SQUARE FOOTAGE	±20,437 SF
PRICE/SF	\$411
SOLD DATE	September 2023

4

244 14th St NE, Atlanta, GA 30309

PRICE	\$11,000,000
SQUARE FOOTAGE	±35,234 SF
PRICE/SF	\$312
SOLD DATE	December 2024

5

736 Peachtree St N, Atlanta, GA 30308

PRICE	\$19,300,000
SQUARE FOOTAGE	±41,818 SF
PRICE/SF	\$462
SOLD DATE	August 2023

Q2

IN THE AREA

GEORGIA AQUARIUM

The Georgia Aquarium, located directly across from the subject property, is one of the largest and most impressive aquariums in the world, and the largest in the United States. Opened in 2005, it spans over 600,000 square feet and houses more than 11 million gallons of water. It is home to thousands of animals representing hundreds of species from various aquatic habitats around the globe. The Georgia Aquarium is dedicated to education, research, and conservation. It actively participates in rescue and rehabilitation programs for marine animals, such as sea turtles and manatees. The aquarium also supports global conservation initiatives and conducts scientific research to understand aquatic life better. The aquarium also hosts behind the scenes tours, interactive programs and special events attracting millions of visitors annually (3.1 million in 2023).

FEATURED EXHIBITS

Ocean Voyager Built by Home Depot

One of the world's largest aquatic exhibits, it contains 6.3 million gallons of water and is home to whale sharks, manta rays, and other large marine species. It features a 100-foot underwater tunnel and a massive viewing window.

Cold Water Quest

Focuses on cold-water species such as beluga whales, sea otters, and African penguins and provides insights into habitats like the Arctic and Antarctic regions.

Tropical Diver

Showcases vibrant coral reefs, jellyfish, and colorful tropical fish. Simulates a tropical reef environment with an emphasis on biodiversity.

River Scout

Highlights freshwater species, including alligator gar, piranhas, and Asian small-clawed otters and features an overhead river where visitors can see fish swimming above them.

Dolphin Coast

Home to Atlantic bottlenose dolphins. Offers daily dolphin presentations showcasing their intelligence and agility.

Sharks! Predators of the Deep

A newer exhibit featuring various shark species like tiger sharks and sandbar sharks. Includes interactive elements and educational displays about shark conservation.



GEORGIA WORLD CONGRESS CENTER

Located one block from the subject property, the Georgia World Congress Center (GWCC) features 1.5 million square feet of prime exhibit space and is the world's largest LEED certified convention center.

Consisting of three interconnected buildings, the GWCC offers a variety of flexible and dynamic spaces and hosts hundreds of world-class events each year.

The GWCC is a part of the Georgia World Congress Center Authority (GWCCA) which was established in 1971 to oversee development of an international trade and exhibition center in Atlanta. Along with the convention center, GWCCA's ever-evolving campus spans 220-plus acres and includes Centennial Olympic Park, the lasting legacy of the 1996 Summer Olympic Games, Mercedes-Benz Stadium, home of the Atlanta Falcons and Atlanta United, and GWCCA's headquarter hotel Signia by Hilton Atlanta. The Authority saw almost 3.4 million visitors, a nearly 5 percent increase in visitors to its campus during fiscal year 2024. Out-of-state visitors made up 33 percent, totaling 1,115,138. Notably, more than half of the visitors to Georgia World Congress Center were from out-of-state, compared to just 25 percent of visitors to Mercedes-Benz Stadium. The campus hosted 164 events over the course of the fiscal year.

The Authority, a self-sustained state agency, is entrusted as stewards of these state-owned assets, and has invested more than \$360 million over the last decade to improve connectivity between its facilities and downtown Atlanta's surrounding hospitality district.

A key driver for Georgia's economy, GWCCA is a catalyst for development, tourism, commercial and residential growth, and a major job creator and sustainer.



Exhibitor Halls

The GWCC has 12 exhibit halls and over a million square feet of exhibit space, making it the fourth largest convention center in the country.



Ballrooms / Auditoriums

With two ballrooms and three fixed-seat auditoriums, our flexible space is built to accommodate your event needs.



Meeting Rooms

The GWCC's 98 meeting rooms have easy access to other areas of the campus and are the perfect area to design your event.



Unique Spaces

Two high-end board rooms, three beautifully landscaped outdoor plazas, and approximately 7,000 parking spaces make the GWCC a premiere convention center.

OTHER NEARBY ATTRACTIONS

WORLD OF COCA-COLA

An integral part of downtown Atlanta's fabric for more than 30 years, World of Coca-Cola has welcomed guests from six continents, more than 100 countries, all 50 U.S. states, and the District of Columbia. Over 25 million people have visited the museum and experienced the history of the world's most famous beverage brand at the dynamic, multimedia home of the 135-year-old secret formula for Coca-Cola. Visitors get to view more than 1,200 historic artifacts, learn about and taste Coca-Cola products from around the world, and get a behind-the-scenes look at the bottling process.



STATE FARM ARENA

State Farm Arena is a multi-purpose indoor arena located in Atlanta, GA. The arena serves as the home venue for the NBA's Atlanta Hawks. The arena seats from around 17,000-21,000 people depending on the event. State Farm Arena has hosted events such as the NBA All-Star Game, college basketball championship games, NCAA Final Four and hundreds of concerts. The arena was ranked as the third-busiest arena in the U.S. in 2011 and in 2020 was named the Best New Concert Venue by Pollstar.

MERCEDES-BENZ STADIUM

The Mercedes-Benz Stadium is a 71,000-seat stadium and host sporting events such as NFL and Major League Soccer games and concerts. The stadium features a retractable roof in the shape of a camera lens, which can be opened in less than 10 minutes. It is home to the Atlanta Falcons and Atlanta United. The stadium includes 24 bars/restaurants and have won multiple awards for the variety of beverages, quality of product, speed of service and more.



THE CENTER

The Center, the former CNN Center, is the new do-everything, mixed-use destination to work, dine, watch, create, celebrate and do it all in a sophisticatedly modern indoor-outdoor setting. Currently leasing new tenants, the location boasts 920,000 square feet of professional, creative, media and production space along with 230,000 square feet of retail space.

CENTENNIAL OLYMPIC PARK

Centennial Olympic Park not only serves as a legacy of the 1996 Olympic Games, but is the center of a thriving tourist district with neighbors that include the College Football Hall of Fame, the National Center for Civil & Human Rights, World of Coca-Cola, Georgia Aquarium and more. This downtown Atlanta park is an urban oasis offering an abundance of activities and things to do for visitors, families, convention attendees and locals. Today, the Park is a catalyst for Atlanta's downtown revitalization efforts and anchors a thriving entertainment and hospitality district spurring billions of dollars of economic development.



ENTERTAINMENT

This property is within a few blocks of multiple entertainment and dining opportunities including the Georgia Aquarium, Centennial Olympic Park, State Farm Arena, Mercedes-Benz Stadium, Georgia World Congress Center, World of Coca-Cola, Children's Museum of Atlanta and Center for Civil and Human Rights. 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. The heart of the city is downtown, the perfect starting point for first-time visitors.



Georgia World Congress Center



Mercedes-Benz Stadium



College Football Hall of Fame



Centennial Olympic Park



World of Coca-Cola



Center For Civil & Human Rights



Georgia Aquarium

03

DEVELOPMENTS

DEVELOPMENTS

In the past 5 years, Downtown has experienced \$3.8 billion in investment across a variety of uses— residential, hospitality, retail, and office. Another \$4.3 billion worth of projects are either under construction or in the pipeline, totaling approximately 6,400 housing units, 830 student housing beds, 1,700 hotel rooms, and 1.7 million square feet of commercial space.

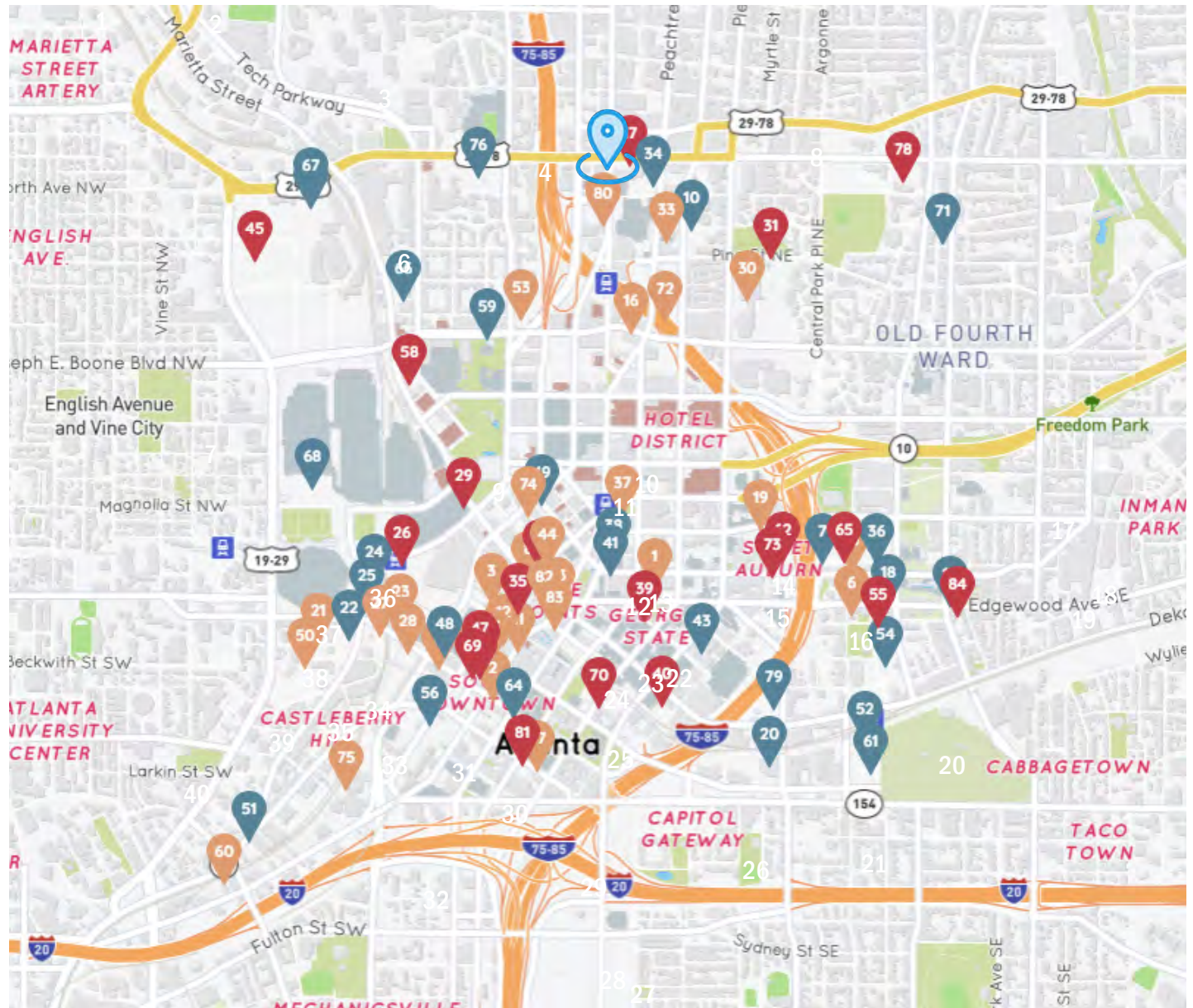


Subject property

Under Construction

Complete

Planned



DEVELOPMENTS

	Development	Details	Investment
1	Herndon Square (Phase 2)	Mixed-use community (anticipated completion 2026)	\$50 Million
2	The Grace Residences	New 280-unit apartment building with retail (completed 2024)	--
3	Salvation Army - Center of Hope	Expanded temporary housing and education center (anticipated completion 2025)	\$20 Million
4	National Center for Civil & Human Rights Expansion	Capital expansion adding 20K SF (anticipated completion 2026)	\$56 Million
5	Marriott Residence Inn	Planned Marriott Residence Inn (anticipated completion 2026)	TBD
6	Moxy Atlanta by Marriott	New 183-room Moxy hotel (anticipated completion 2026)	\$28 Million
7	Signia Hilton	GWCC Campus, 4-star hotel with convention amenities	\$400 Million
8	Atlanta First United Methodist Church Redevelopment	Renovation and expansion of church amenities including 300 apartments (mostly affordable) and a 5-story school building (anticipated completion 2027)	\$114 Million
9	CNN Center Renovation	Renovation of current CNN building to include more dining, retail and entertainment (anticipated completion 2026)	TBD
10	Legacy at Centennial	32-story private student housing development (completed in 2023)	\$80 Million
11	Teachers Village	Affordable housing for teachers and seniors (anticipated completion 2027)	\$100 Million
12	41 Marietta	Adaptive reuse of vacant office building to convert to residential units (anticipated completion 2026)	\$32 Million
13	Grant Building	165-room hotel (anticipated completion 2025)	TBD
14	55 Park Place Renovation (Georgia State University)	Renovation of existing office building for university use (anticipated completion 2026)	\$55 Million
15	Student Success Center (Georgia State University)	Hub for GSU's student success services & HQ for the National Institute of Student Success (anticipated completion 2025)	\$37.8 Million
16	100 Edgewood Renovation	Renovation of former 18-story office building (anticipated completion 2027)	TBD
17	Big Bethel Redevelopment	Redevelopment that will include a parking deck and residential development, and renovating the church's administrative offices (anticipated completion 2027)	\$130 Million
18	Odd Fellows Tower Renovation	The historic building will be redeveloped to bring retail and provide transitional housing for Georgia Works participants and program graduates (anticipated completion 2025)	\$13.3 Million
19	Sweet Auburn Grande	Mixed-use development (anticipated completion 2026)	\$56 Million
20	Grady Memorial Hospital - Correll Pavilion	An outpatient care center expansion to the Grady Medical campus (completed 2023)	\$151 Million

[CLICK HERE FOR MORE DEVELOPMENTS IN ATLANTA](#)

DEVELOPMENTS

	Development	Details	Investment
21	Science Park Complex - Phase III (Georgia State University)	Laboratory for GSU's Science Park Complex (anticipated completion 2026)	\$100 Million
22	One Peachtree - Senior Housing	New senior housing development (anticipated completion 2027)	\$25 Million
23	Two Peachtree Redevelopment	Conversion of a 44-story office tower into a mixed-use, residential development (anticipated completion 2028)	TBD
24	Five Points MARTA Station Renovation	Replace the existing concrete canopy, improve the pedestrian streetscape, add more public space, and improve transportation mobility and access (anticipated completion 2027)	\$206 Million
25	Underground Atlanta Redevelopment	Redevelopment into a mixed-used community (anticipated completion TBD)	TBD
26	State Capitol Complex Renovation	Renovation of existing structures and addition of new amenities (anticipated completion 2026)	\$392 Million
27	Trinity United Methodist Church Redevelopment	Redevelopment of fellowship hall wing into affordable housing residential tower (anticipated completion 2027)	TBD
28	Trinity Central Flats	Mixed-income housing development (anticipated completion 2026)	\$68 Million
29	Orgin Hotel	Adaptive re-use of office building into a hotel (completed 2024)	\$16.5 Million
30	South Downtown Redevelopment (Phase 1)	Mixed-Use development (anticipated completion 2026)	\$200 Million
31	Hotel Row (Adaptive Reuse)	Renovation to add ground floor retail, restaurants and office space (completed 2023)	\$18.5 Million
32	The Melody	40 micro-unit housing site (completed 2024)	\$5 Million
33	Centennial Yards South - G.2	Mixed-use development (anticipated completion TBD)	TBD
34	Centennial Yards - C.5	500 unit residential and mixed-use development (anticipated completion 2026)	TBD
35	Centennial Yards - G.1 - Hospitality	Mixed-use development (anticipated completion TBD)	TBD
36	Centennial Yards - Entertainment District	Entertainment venue, food and beverage tenants, and a hotel (anticipated completion 2026)	TBD
37	Centennial Yards - Hotel	292-room hotel in the Centennial Yards development (anticipated completion 2025)	\$155 Million
38	Centennial Yards - The Mitchell (Residential)	304 housing units in the Centennial Yards development (anticipated completion 2025)	\$145 Million
39	Castleberry Park Residential	Part of a mixed use development (completed 2022)	\$50 Million
40	Lewis Crossing	50 affordable apartment units (anticipated completion 2026)	\$22 Million

[CLICK HERE FOR MORE DEVELOPMENTS IN ATLANTA](#)

IN THE AREA

ATLANTA DEVELOPMENTS

Atlanta's hospitality portfolio will continue to experience a tremendous amount of growth over the next three years. The city is gaining new hotel properties, expanding world-class venues and renovating existing facilities, creating an ever-evolving destination for visitors.

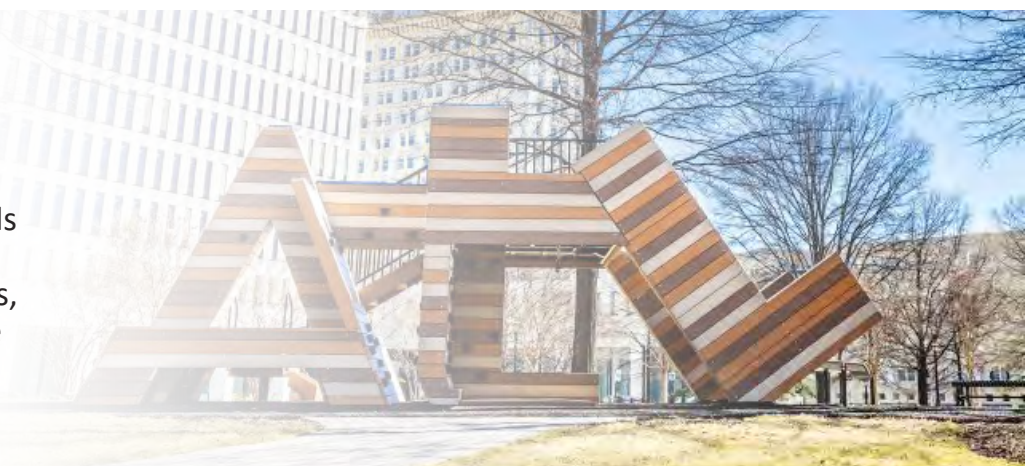
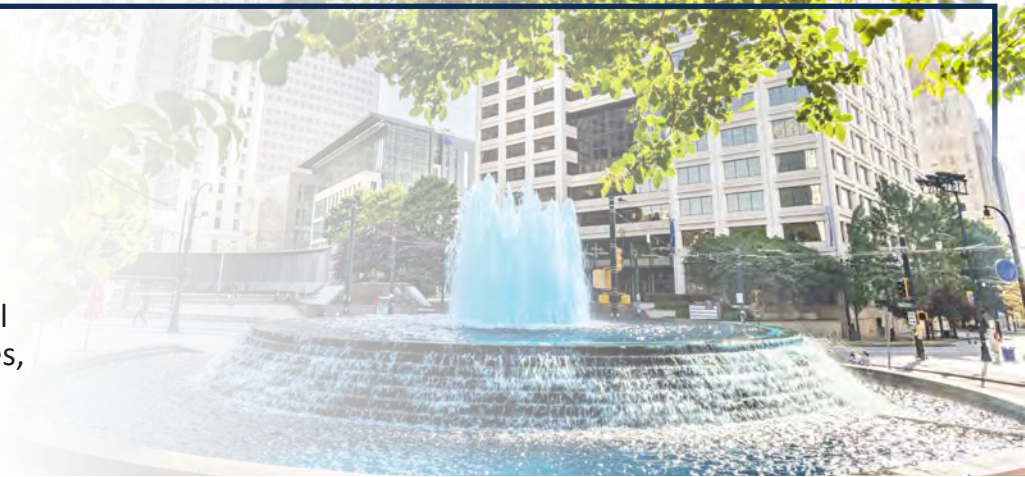
[CLICK HERE FOR MORE DEVELOPMENTS](#)

CENTENNIAL PARK DISTRICT

The Centennial Park District, anchored by Centennial Olympic Park, stands as downtown Atlanta's premier entertainment destination. This vibrant district offers a dynamic mix of event venues, restaurants, lounges, hotels, businesses, and residential spaces, making it the perfect escape from the everyday routine. Whether it's a romantic date night, a family outing, happy hour with coworkers, or cheering on the Falcons with 71,000 fans, the Centennial Park District is where unforgettable memories are made.

With over 2,800 hotel rooms, the district's renowned accommodations provide stunning views and exceptional comfort, catering to vacationers, staycationers, and business travelers alike.

Visitors can enjoy an array of world-class experiences, all within walking distance. Sample Coca-Cola flavors from around the globe, explore the nation's largest aquarium, take in panoramic views from a 200-foot Ferris wheel, and attend a professional sports game—all in a single day. Welcoming over 20 million visitors annually, the Centennial Park District truly offers something for everyone.



UNDERGROUND ATLANTA

Underground Atlanta - "The City Beneath the Streets" - is a historic arts and entertainment district in the heart of Downtown Atlanta. The buildings comprising Underground Atlanta were constructed in 1866 around the Zero-mile Post located at the property, later becoming present day Atlanta. Underground has evolved from the Civil War era into speakeasies during Prohibition, an entertainment district in the 1960's and became the central rallying point for the 1996 Olympics. The once defunct Mall closed in 2016 and was purchased by Lalani Ventures in November 2021. Since its purchase, Underground Atlanta has reemerged as the center of gravity for Art, Culture and Entertainment. Between 2022 and 2024, Underground Atlanta hosted over hundreds of events including the iconic "Peach Drop" New Years celebration and hosted several music and art activations including Art of Banksy Exhibit, Atlanta Fashion Week, Atlanta United Block Party and several music concerts. It has reopened the doors to new tenants including eight new art galleries, The Masquerade, MJQ, Daiquiriville, Club Future, Pigalle by Paris on Ponce and a new 30,000 SF Exhibition Hall for concerts, panels and immersive art.



04

ATLANTA MARKET

HOTEL & TOURISM

Atlanta remains a major U.S. transportation and business hub, supported by Hartsfield-Jackson Atlanta International Airport and a strong corporate base that includes more than 15 Fortune 500 headquarters. Corporate and convention travel drive weekday demand, while leisure, sports, and entertainment support weekends, creating a diverse and resilient demand profile.

Market performance has been moderate, but outlook remains positive due to Atlanta's strong fundamentals and its role as a host city for the 2026 FIFA World Cup. While ADR and RevPAR are expected to grow modestly, occupancy is likely to remain relatively flat as new supply enters the market. Approximately 2,600–3,000 rooms are under construction through 2027, though a slowdown in new starts should help stabilize performance over time.

Investment activity remains healthy, with more than \$458 million in hotel sales over the past year across roughly 51 transactions, primarily in branded upper-midscale properties. Overall, Atlanta's combination of transportation connectivity, corporate demand, major events, and continued investor interest supports a stable long-term outlook despite near-term supply pressures.

113,000
HOTEL
ROOMS

2,500
UNDER
CONSTRUCTION

170
PLANNED

65%
OCCUPANCY
RATE

\$135
AVG. DAILY
RATE

\$82
REVPAR



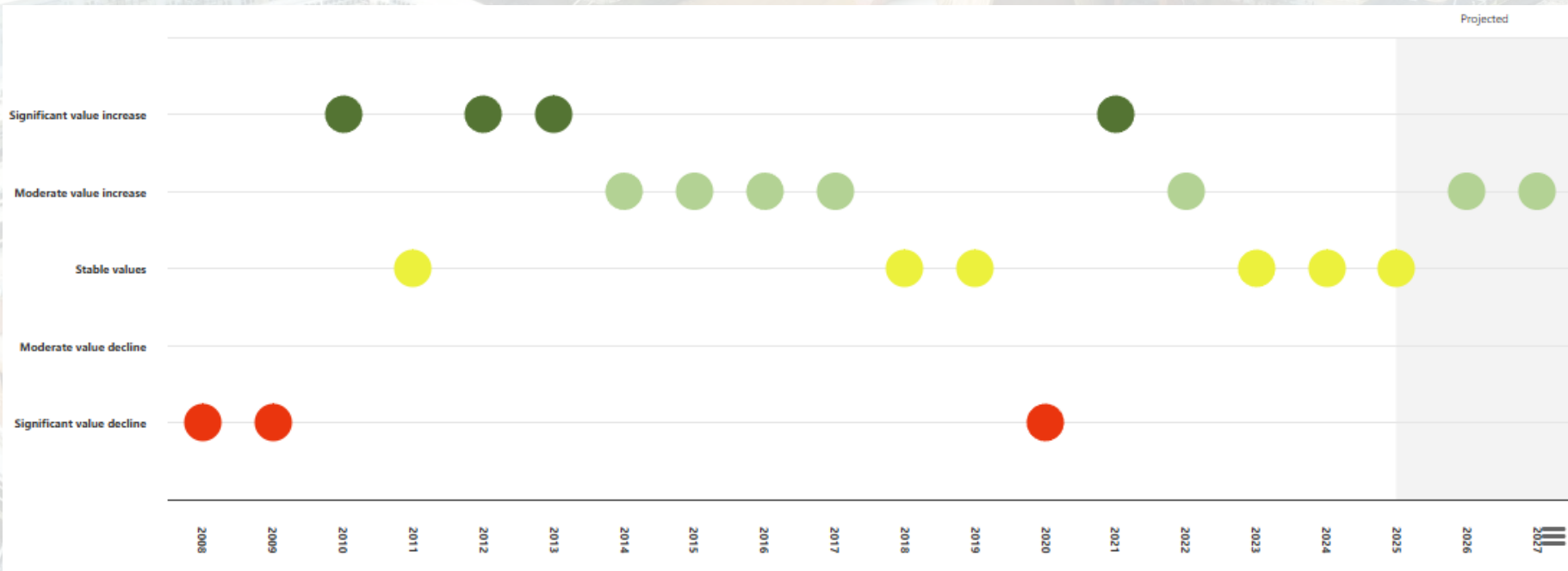
Club Wyndham Atlanta / Margaritaville Vacation Club

HOTEL & TOURISM

Atlanta remains a major transportation and lodging demand hub, anchored by Hartsfield-Jackson Atlanta International Airport (ATL), which continues to rank as the world's busiest passenger airport. Lodging demand is driven by a diverse base that includes more than 15 Fortune 500 headquarters, along with major convention, sports, and entertainment venues such as the Georgia World Congress Center, Mercedes-Benz Stadium, Truist Park, and the Georgia Aquarium. Over the past two decades, Atlanta evolved from a market averaging occupancies in the high-50% to low-60% range to one capable of sustaining levels near 70% during peak years. More recently, occupancy moderated to the mid-60% range in 2024 due to new supply, remaining below the 2014–2019 peak but comparable to early-2000s performance.

Average daily rate performance has remained strong, exceeding approximately \$125 in 2024, well above pre-pandemic levels, while RevPAR, though slightly pressured by supply growth, remains near historic highs. Recent performance has been supported by continued demand absorption, improving office utilization, and large citywide events. Atlanta's construction pipeline remains among the largest in the country, highlighted by the 976-room Signia by Hilton convention hotel, which expands group capacity but contributes to near-term occupancy pressure. Looking ahead, the market outlook remains favorable, supported by strong corporate and group travel fundamentals and major upcoming events, most notably Atlanta's role as a host city for multiple matches during the 2026 FIFA World Cup, which is expected to generate significant visitation and long-term tourism benefits.

CHANGE IN VALUE FOR MARKET



SOURCE: <https://hvi.hvs.com/market/united-states/Atlanta>

CLICK HERE FOR MORE INFORMATION ON THE METRO ATLANTA HOTEL MARKET

MULTIFAMILY & MIXED-USE

Downtown Atlanta continues to experience significant residential growth and investment, solidifying its position as a highly desirable urban neighborhood. Since 2010, the area has seen substantial population growth, and more recent housing data indicates that over 11,000 apartments have been delivered downtown since 2020, placing Atlanta among the top U.S. cities for rental housing growth in recent years. The downtown submarket currently has approximately 11,700 multi-family units, with over 1,000 units under construction and additional units slated to deliver in the next year. While earlier forecasts suggested over 4,000 planned units for downtown, some pipeline activity has moderated due to rising financing costs and broader apartment construction trends. Despite this, occupancy remains strong, particularly for Class A units in core downtown locations, which are achieving around 90% occupancy, demonstrating sustained renter demand in areas where new supply has been delivered.

Downtown's residential momentum is supported by a robust pipeline and ongoing infrastructure investments. Major mixed-use developments, such as Centennial Yards, continue to progress, with phases like The Mitchell (304 luxury units) now open and additional phases planned to include more residences, retail, and entertainment spaces. These developments are complemented by public and private initiatives, including highway capping projects and enhancements to parks and green spaces, which aim to improve connectivity and livability. The area also benefits from a wealth of office employment and cultural amenities, including museums, the Georgia Aquarium, Mercedes-Benz Stadium, State Farm Arena, music venues, and Centennial Park, as well as six MARTA stations that provide transit access. While office occupancy has seen some fluctuations, with large tenants reducing or vacating space, the overall demand for housing in Downtown remains strong, fueled by its urban amenities and transit-rich environment.

The residential market is further supported by high-profile events that bring increased attention and investment to the area. Downtown Atlanta will host FIFA World Cup matches in 2026 and the Super Bowl in 2028, catalyzing hospitality, retail, and housing development. Landmark projects like Centennial Yards, as well as new startup hubs and revitalization efforts in South Downtown and Underground Atlanta, signal a long-term transformation of the district into a vibrant mixed-use neighborhood. Although the overall pace of new unit delivery has moderated compared with the earlier pandemic-era boom, Downtown Atlanta's combination of strong occupancy, continued construction, and substantial pipeline activity demonstrates its ongoing appeal for urban living. These trends highlight the neighborhood's resilience and its position as a focal point for residential growth in Atlanta, underpinned by continued investment in amenities, infrastructure, and mixed-use development projects that enhance the urban core's livability and desirability.

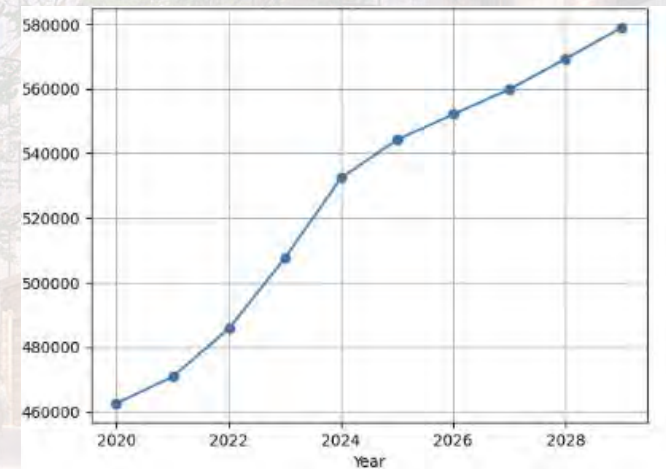
600,000+
TOTAL UNITS

19,200+
UNDER
CONSTRUCTION

\$1.62
ASKING RENTS
(PER SF)

91%
OCCUPANCY
RATE

MULTIFAMILY GROWTH



DEMOGRAPHICS



POPULATION

1 MILE	3 MILES	5 MILES
31,029	210,076	399,634



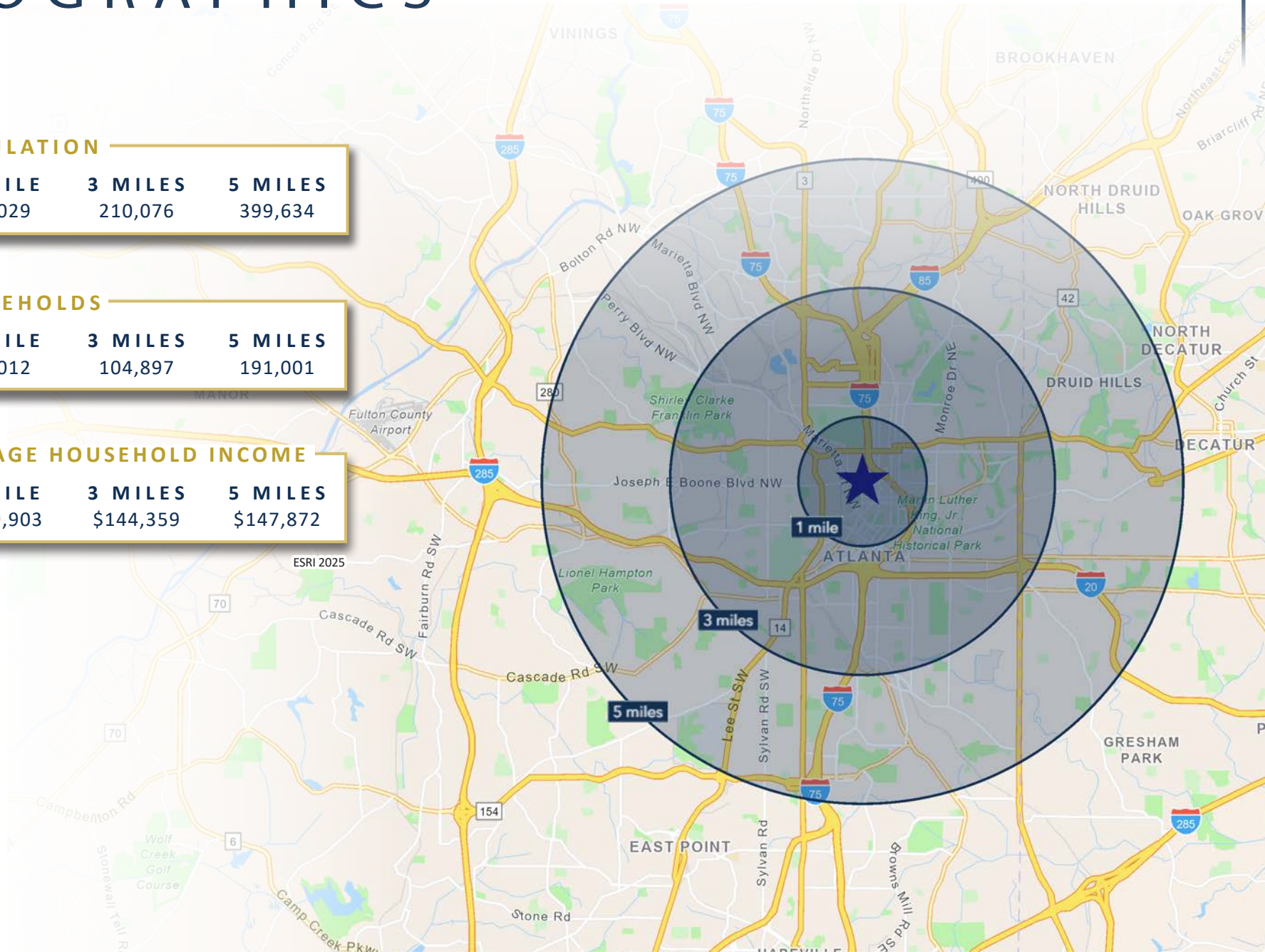
HOUSEHOLDS

1 MILE	3 MILES	5 MILES
13,012	104,897	191,001



AVERAGE HOUSEHOLD INCOME

1 MILE	3 MILES	5 MILES
\$109,903	\$144,359	\$147,872



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).

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



#9 LARGEST METRO AREA IN THE U.S. 2020

- 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 2025

#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- ESRI 2024)

MAJOR EMPLOYERS

KING & SPALDING



accenture

Honeywell



TRUIST



facebook

EMORY
UNIVERSITY



Mercedes-Benz



#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"

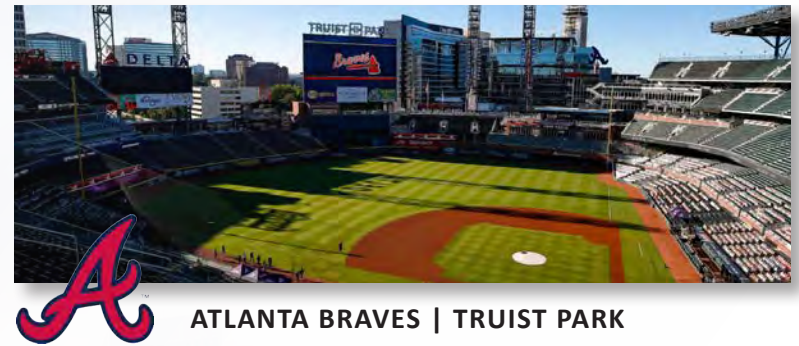
#5 MOVING DESTINATION IN THE NATION

-Penske, "Annual Top Moving Destinations List, 2024"

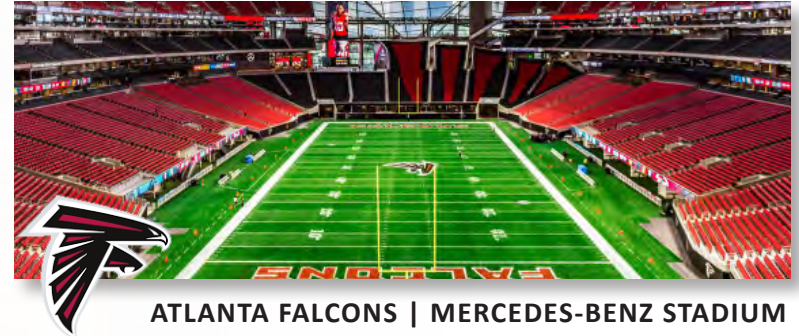
Atlanta is an exciting destination with world-class restaurants, a festive nightlife, several major league sports teams and an abundance of cultural attractions. Atlanta's arts and culture scene is complemented by in-town neighborhoods that give the city even more depth.

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

05

CONTACT INFORMATION

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.

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/>



28
YEARS IN
BUSINESS



ATL
HEADQUARTERED IN
ATLANTA, GA



LICENSED IN
8
SOUTHEAST
STATES



BROKER PROFILES



MICHAEL BULL, CCIM

CEO
Michael@BullRealty.com
404-876-1640 x 101

Michael Bull, CCIM is the founder and CEO of Bull Realty. He is an active commercial real estate broker licensed in eight states and has assisted clients with over 8 billion dollars of transactions over his 35-year career. Mr. Bull founded Bull Realty in 1998 with two primary missions: to provide a company of brokers known for integrity and to provide the best disposition marketing in the nation. While still well known for effective disposition services, the firm also provides acquisition, project leasing, and site selection/tenant representation in all major property sectors.

Michael personally leads a team focused on office sales.

You may know Michael as host of America's Commercial Real Estate Show. The popular weekly show began broadcasting in 2010 and today is heard by millions of people around the country. Michael and other respected industry leaders, analysts, and economists share market intel, forecasts, and strategies. New shows are available every week on-demand wherever you get your podcasts, YouTube, and the show website, www.CREshow.com.

If you get a chance, see Michael speak at commercial real estate events in Atlanta or around the country. He speaks at national and state level events on topics related to commercial real estate.

Michael is also the creator of Commercial Agent Success Strategies. An online cloud accessible video training series for commercial brokers. Experienced brokers rave about the quality of these 21 videos, forms, activities calculator, and slide deck action notes. Learn more at www.CommercialAgentSuccess.com.

Michael's involvement with professional organizations includes CCIM Institute, National Association of REALTORS, Atlanta Leaders Group, Real Estate Group Atlanta, and the Georgia Bankers Association.

Michael lives in Atlanta and has a home on Lake Lanier. He enjoys music, stand-up comedy, motorcycles, and high-performance boating.



JOHN DEYONKER

President, Land & Developer Services
Partner, Bull Realty
JohnD@BullRealty.com
404-876-1640 x 142

John DeYonker became a part of Bull Realty after an extensive career in Atlanta real estate and owning his own brokerage firm. With over three decades of experience, he brought his expertise to Bull Realty to provide his clients with a marketing platform proven to maximize asset value. He gained recognition from the Atlanta Commercial Board of Realtors, ranking as the #5 land broker in one year and #4 in another, along with repeated acknowledgments in subsequent years for being a top 10 land broker in Atlanta. His dedication led him to achieve the status of Partner at Bull Realty.

Originally hailing from Michigan, John earned his B.A. in Business Administration from Michigan State University before establishing Atlanta as his home in 1983. He currently resides in Brookhaven and finds joy in spending time with his family, playing golf, and contributing to the Northside Youth Organization's Baseball Committee. John is an active member of the National Association of Realtors, the Atlanta Commercial Board of Realtors, and the Urban Land Institute.



AUSTIN BULL

Commercial Real Estate Advisor
Austin@BullRealty.com
404-876-1640 x 175

Austin Bull specializes in the acquisition and disposition of office properties in the Southeast U.S. He helps clients maximize value through strategic sales and targeted marketing, leveraging a deep understanding of market trends and buyer behavior. Austin utilizes Bull Realty's cutting-edge marketing platforms, extensive national buyer databases, and research-driven strategies to deliver exceptional results.

He works alongside Michael Bull, CCIM—an industry veteran with over \$8 billion in transactions and 35 years of experience—providing clients with unmatched insight, execution, and offering credibility.

Austin holds a degree in Business Administration from the University of North Georgia. Outside of work, he enjoys motorcycles and road course racing.

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 355 Centennial Olympic Park Dr, Atlanta, GA 30312. 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 in 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 _____

CONTACT INFORMATION

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Partner, Bull Realty
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