

**84**  
**PERIMETER**

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2020 Delivery

30,000 SF Class A Retail + Boutique Hotel

Located at the Epicenter of Atlanta's Central Perimeter

# MARKET OVERVIEW

The largest office market in the southeast

Centrally located connecting Atlanta's most affluent suburban and urban markets

Where business happens - over 35 million SF of office including several fortune 500 headquarters

Major retail hub- over 10 million square feet of retail space

Affluent residential population

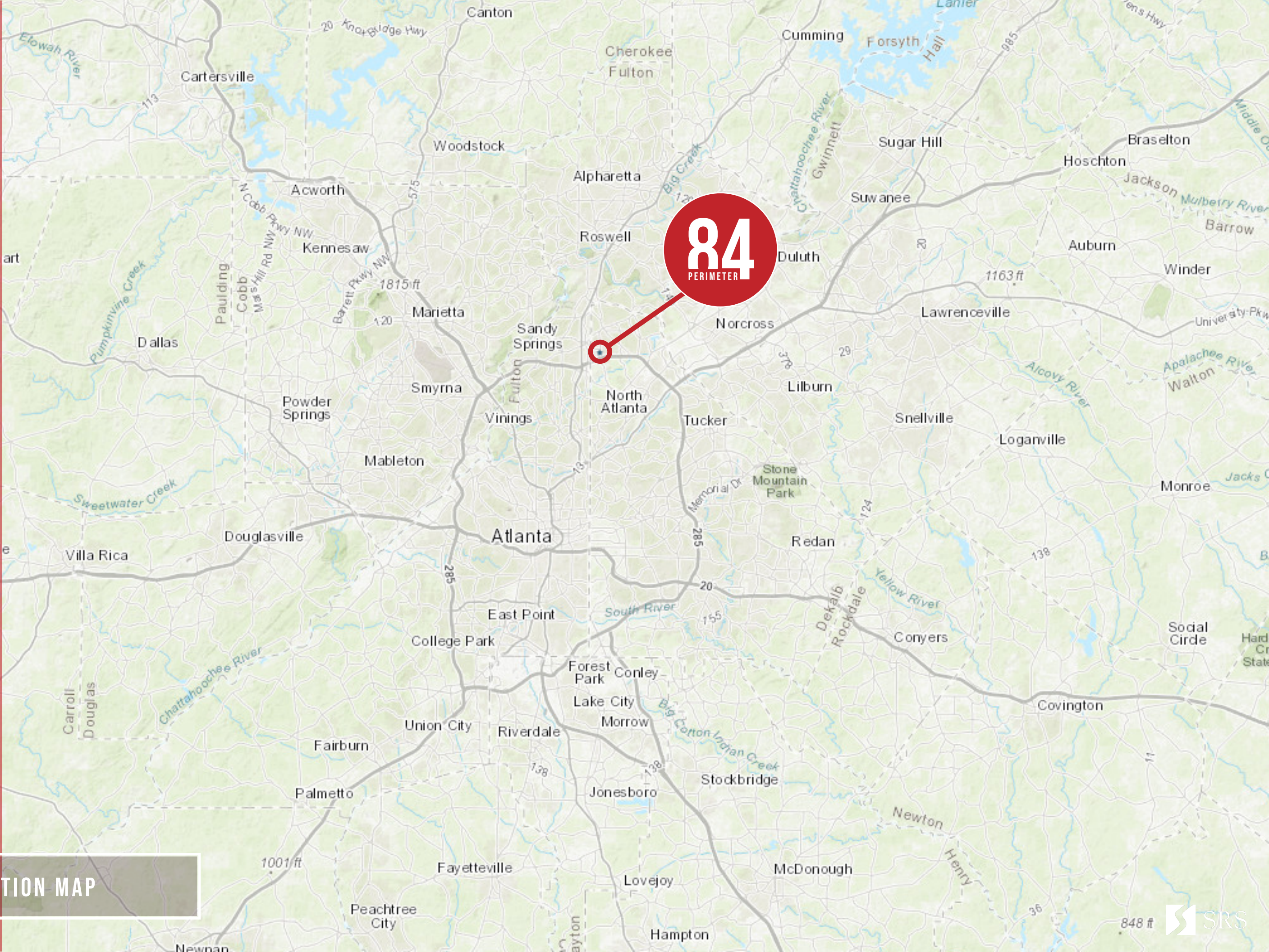
# SITE OVERVIEW

Located directly across from Perimeter Mall

Lighted intersection of Ashford Dunwoody Road and Perimeter Center East

Prime exposure for first to market Class A retailers and restaurants





LOCATION MAP

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MARKET AERIAL

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**Perimeter Mall**

Dillard's ★ macy's GAP KIDS

**NORDSTROM**

GYMBOREE Apple CHIPOTLE MEXICAN GRILL

The Cheesecake Factory MAGGIANO'S LITTLE ITALY Lazy DOG

Madewell J. CREW



**BIRDS-EYE AERIAL**

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# DEMOGRAPHICS

ESRI 2019

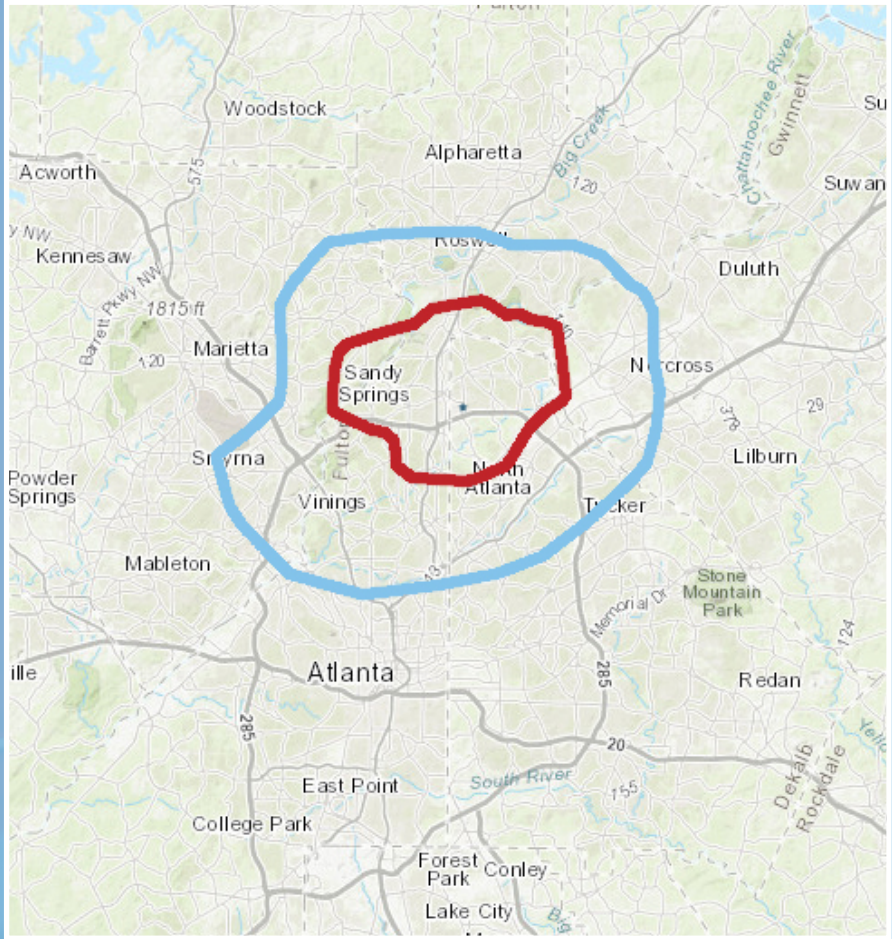
DRIVE-TIMES	10 MINUTES	15 MINUTES	20 MINUTES
2019 Population	79,189	209,697	485,358
Average Household Income	\$134,473	\$134,253	\$125,045
2019 Daytime Population	164,154	331,654	718,819

	3 MILES	5 MILES	10 MILES
2019 Population	108,645	250,018	1,004,794
Average Household Income	\$127,930	\$131,903	\$120,685
2019 Daytime Population	191,994	322,150	1,338,215

	PRIMARY	SECONDARY
2019 Population	177,702	1,060,595
Average Household Income	\$135,511	\$118,756
2019 Daytime Population	253,400	1,308,883

### PERIMETER CENTER TRADE AREA

- RED PRIMARY
- BLUE SECONDARY



Trade area defined by Placer.Ai data

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# SURROUNDING RETAIL

84 Perimeter is pedestrian friendly and within walking distance to several nearby retail projects including **Perimeter Mall**, which has ± 1.6 million square feet of high end retailers & restaurants.

According to Placer.Ai cell phone data Perimeter Mall is the 5th most visited location in Georgia and 231st most visited location in the United States (both 99th percentile). This Class A mall is one of the top performing malls in the southeast.



- 

10.6 Million SF of Retail
- 

Historically Low Vacancy
- 

Historically High Tenant Sales

### NEIGHBORS TO 84 PERIMETER

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# OFFICE + HOTEL

The Perimeter office market is the “most valuable” of Atlanta’s submarkets with over \$8 billion of Asset Value encompassing over 35 million square feet of office product making it the largest office market in the southeast.

Perimeter has been one of the most active Atlanta submarkets this cycle and has become a popular choice for large scale corporate relocations including State Farm’s mega-campus (2.2 mm SF; 8,000 employees), Insight Global, Cox Communications (1.2mm SF), Mercedes Benz and Inspire Brands all constructing large build to suits here this cycle.

**FORTUNE 500 HEADQUARTERS**

- Mercedes Benz USA
- UPS
- Veritic
- Newell Brands
- Cox Enterprises
- Intercontinental Hotel Group
- Westrock

**OTHER MAJOR OFFICES**

- State Farm
- Hewlett-Packard
- Inspire Brands: Arby’s, Buffalo Wild Wings, Sonic, and more
- Phillips
- Internet Security Systems
- T-Mobile

**35 MM SF**  
of office space

**58,000**  
businesses  
in trade area

**45**  
corporate  
headquarters

**760,000**  
employees  
in trade area

**HOTEL ONSITE**

**Hilton Tapestry Collection**  
140 Doors  
December 2020 Delivery

**SURROUNDING HOTEL MARKET**

27 Hotels in the Perimeter Market Area with roughly 4,500 rooms

| Secondary trade area defined by Placer.Ai data |





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# PILL HILL

Pill Hill located in Perimeter Center is the healthcare hub of Atlanta with 3 major hospitals, hundreds of physician practices, multiple outpatient centers and support services.

This central medical area has an economic annual impact over \$3 billion. Public transportation serves the district through the Medical Center MARTA Station, an at-ground rail station on the red line.

**BABY FACTORY**

Northside Hospital annually delivers the most babies in the nation

**2 MILES**  
FROM  
84 PERIMETER

**3.5 MM**  
PATIENT  
VISITS

**\$3 BN**  
ANNUAL  
ECONOMIC  
IMPACT

**NORTHSIDE HOSPITAL**

| Atlanta Location |  
3,000 Physicians  
10,500 Employees  
621 Beds



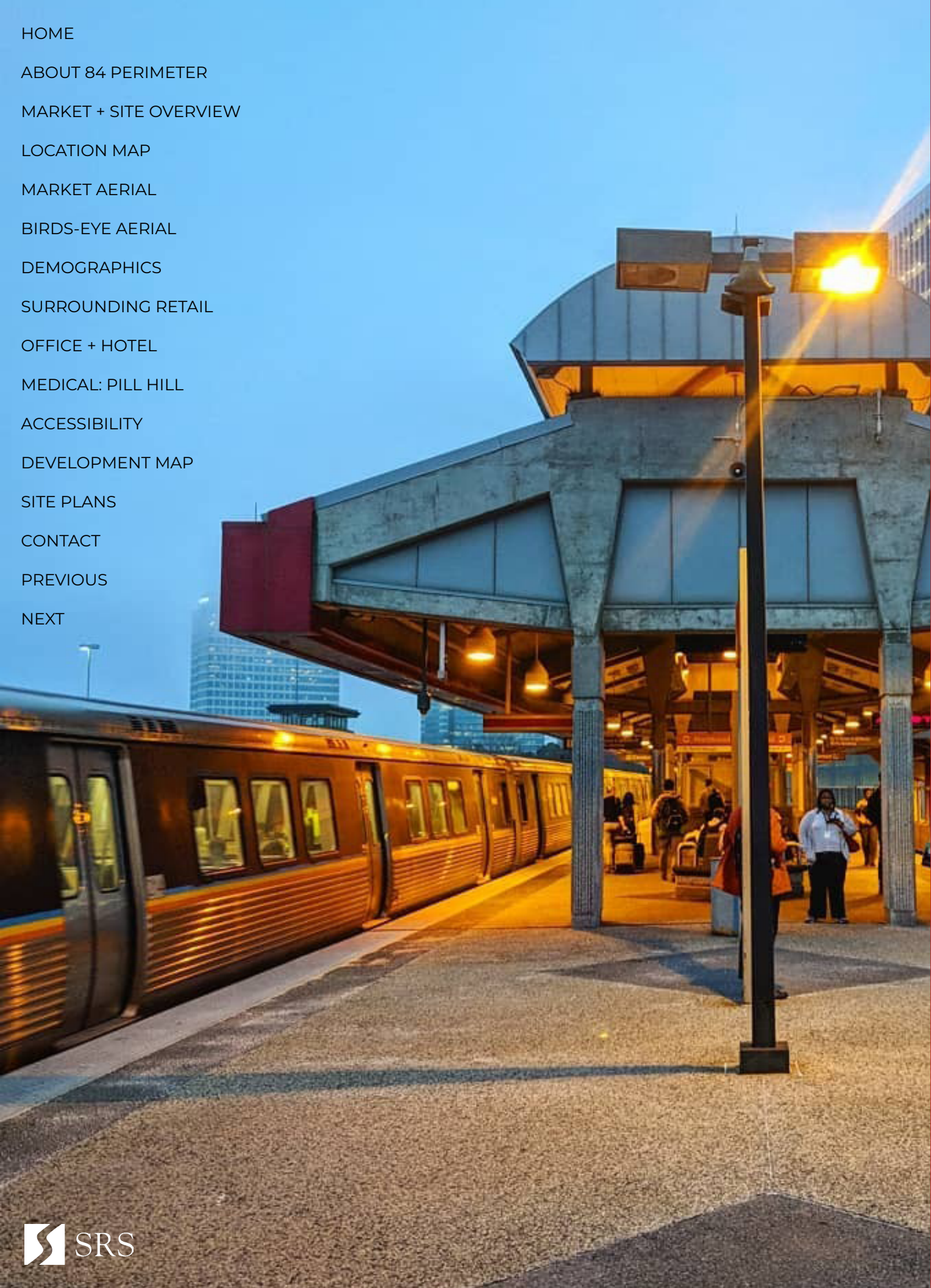
2,600 Physicians  
11,500 Employees  
10,000 Volunteers  
638 Beds

**EMORY SAINT JOSEPH'S HOSPITAL**

750 Physicians  
410 Beds



**PILL HILL EXPANSION PLANS**  
| [LINK TO ARTICLE](#) |



# ACCESSIBILITY

84 Perimeter is easily accessible via GA-400, I-285 and four MARTA stations centralizing connectivity to the affluent urban neighborhoods of Buckhead, Sandy Springs, and Brookhaven. North of Perimeter contains the high-growth and opulent neighborhoods of Alpharetta, Johns Creek, Peachtree Corners, and Roswell.

## TRAFFIC COUNTS VPD

Ashford Dunwoody Road NE	<b>49,400</b>
Perimeter Center West	<b>28,500</b>
Interstate 285	<b>232,000</b>
Georgia Highway 400	<b>201,000</b>



## TRAIN STATIONS DAILY ENTRIES <sup>15'</sup>

Dunwoody	<b>4,000</b>
Medical Center	<b>1,800</b>
Sandy Springs	<b>2,700</b>
North Springs	<b>7,000</b>

 **134,701,300**

ANNUAL BUS + TRAIN RIDERSHIP



84 Perimeter is located at a  
**LIGHTED INTERSECTION**  
| Ashford Dunwoody Road  
& Perimeter Center East |

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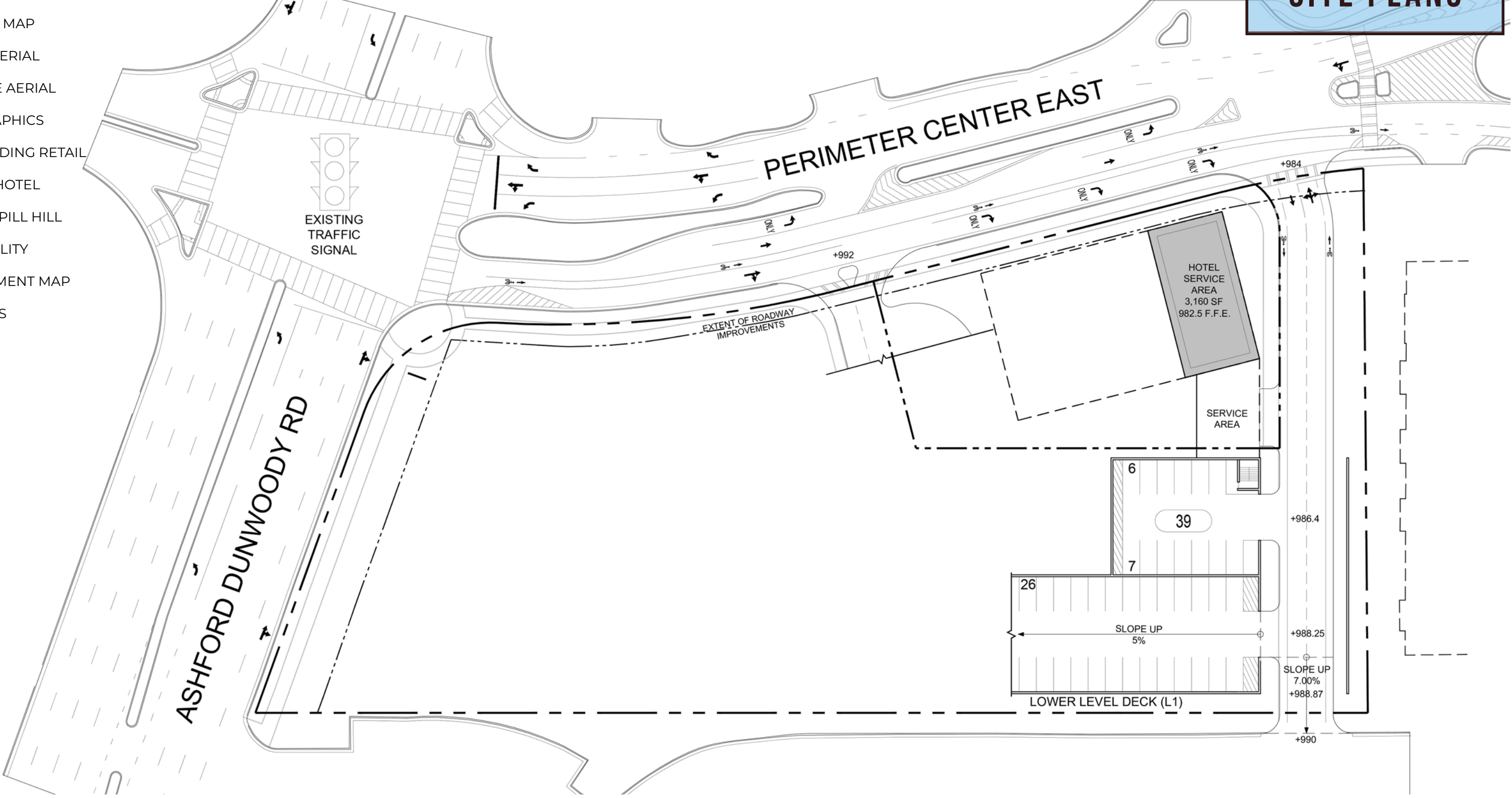
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INTERACTIVE DEVELOPMENT MAP

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# SITE PLANS

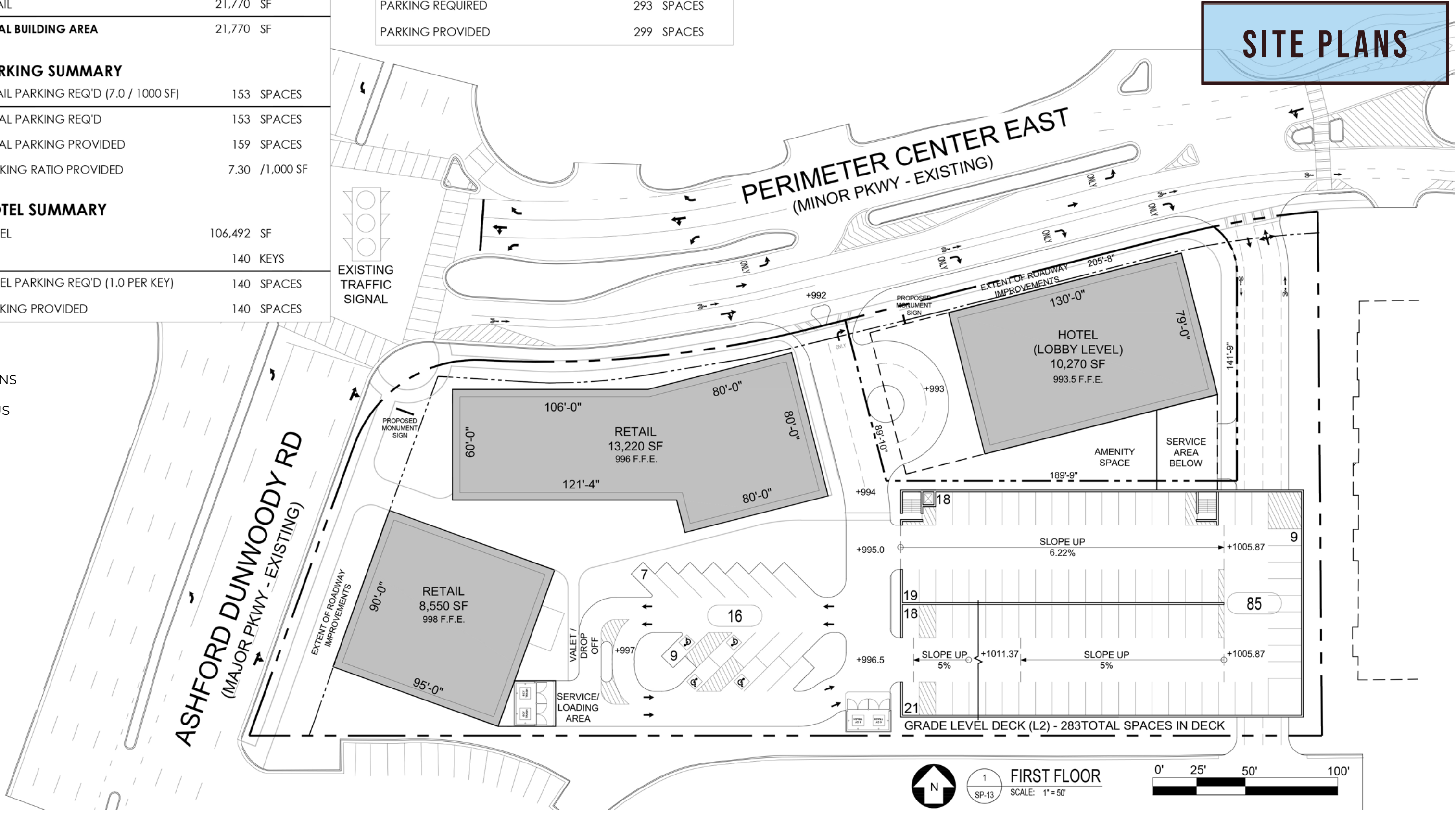


# SITE PLANS

BUILDING SUMMARY	
RETAIL	21,770 SF
<b>TOTAL BUILDING AREA</b>	<b>21,770 SF</b>
PARKING SUMMARY	
RETAIL PARKING REQ'D (7.0 / 1000 SF)	153 SPACES
TOTAL PARKING REQ'D	153 SPACES
TOTAL PARKING PROVIDED	159 SPACES
PARKING RATIO PROVIDED	7.30 /1,000 SF
HOTEL SUMMARY	
HOTEL	106,492 SF
	140 KEYS
HOTEL PARKING REQ'D (1.0 PER KEY)	140 SPACES
PARKING PROVIDED	140 SPACES

OVERALL PARKING	
PARKING REQUIRED	293 SPACES
PARKING PROVIDED	299 SPACES

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1  
SP-13
**FIRST FLOOR**  
SCALE: 1" = 50'



**BUILDING SUMMARY**

RETAIL	19,015 SF
<b>TOTAL BUILDING AREA</b>	19,015 SF

**PARKING SUMMARY**

RETAIL PARKING REQ'D (7.0 / 1000 SF)	134 SPACES
TOTAL PARKING REQ'D	134 SPACES
TOTAL PARKING PROVIDED	142 SPACES
PARKING RATIO PROVIDED	7.47 /1,000 SF

**HOTEL SUMMARY**

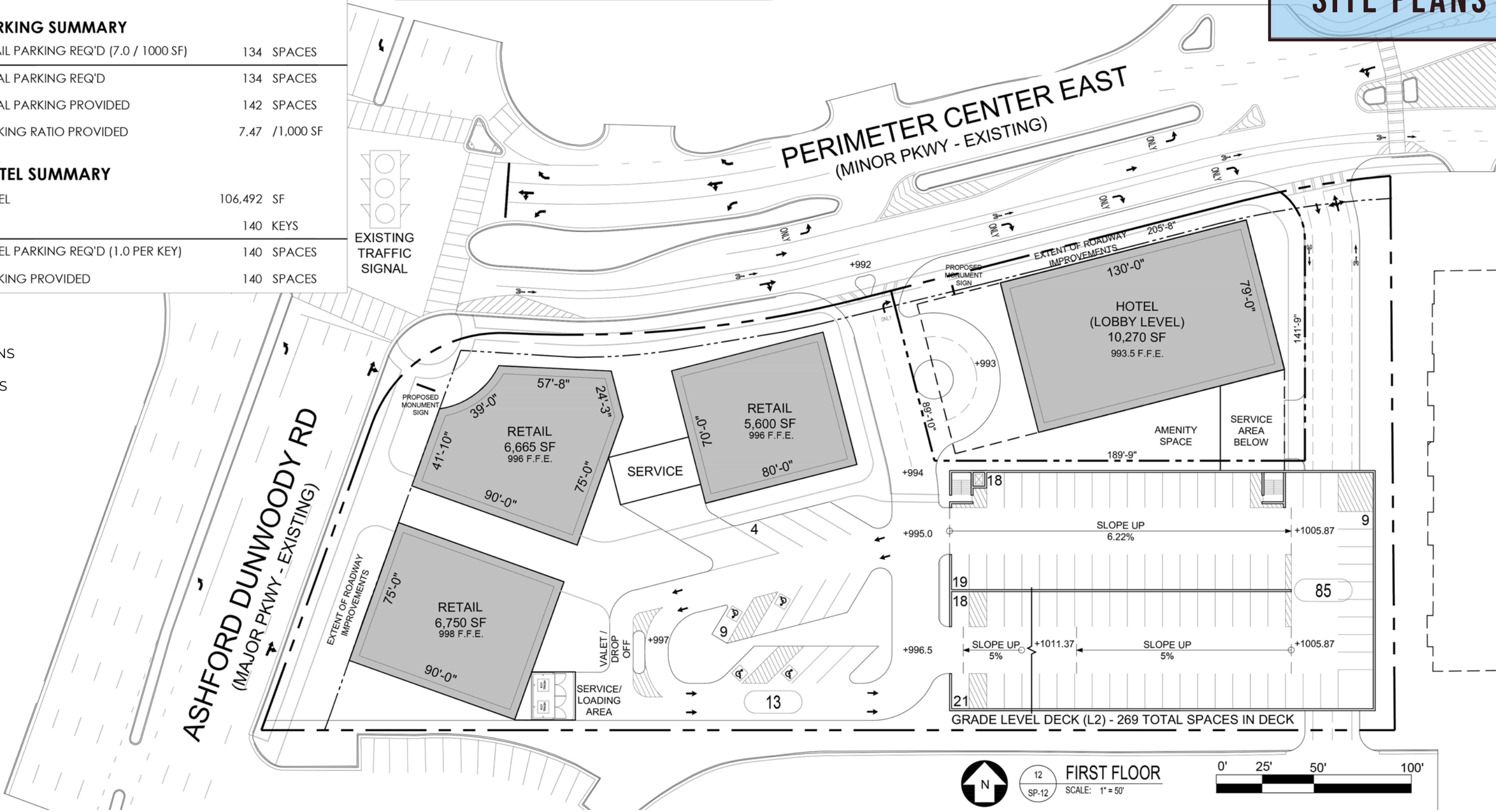
HOTEL	106,492 SF
	140 KEYS
HOTEL PARKING REQ'D (1.0 PER KEY)	140 SPACES
PARKING PROVIDED	140 SPACES

**OVERALL PARKING**

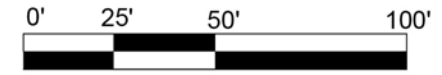
PARKING REQUIRED	274 SPACES
PARKING PROVIDED	282 SPACES

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12  
SP-12  
**FIRST FLOOR**  
SCALE: 1" = 50'



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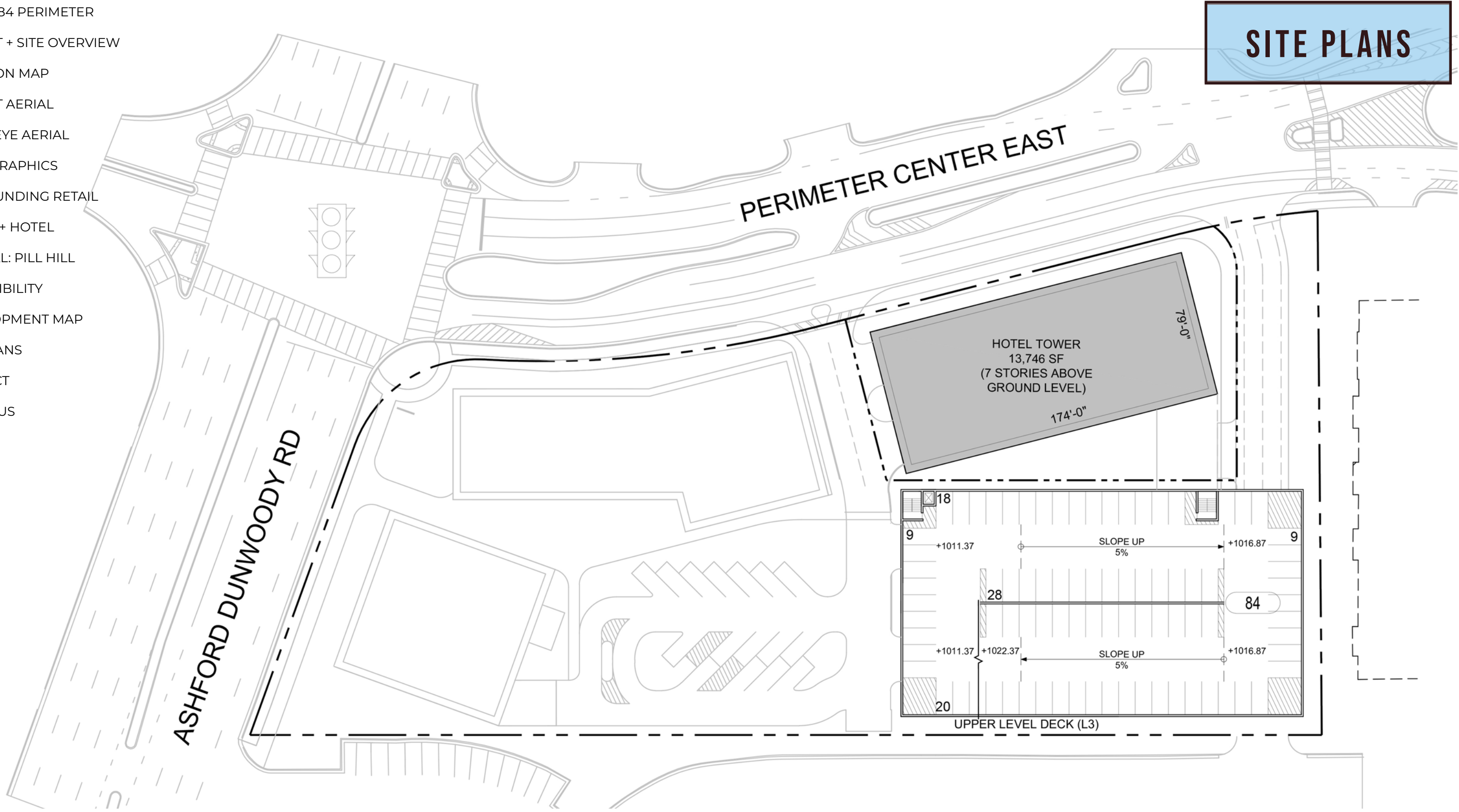
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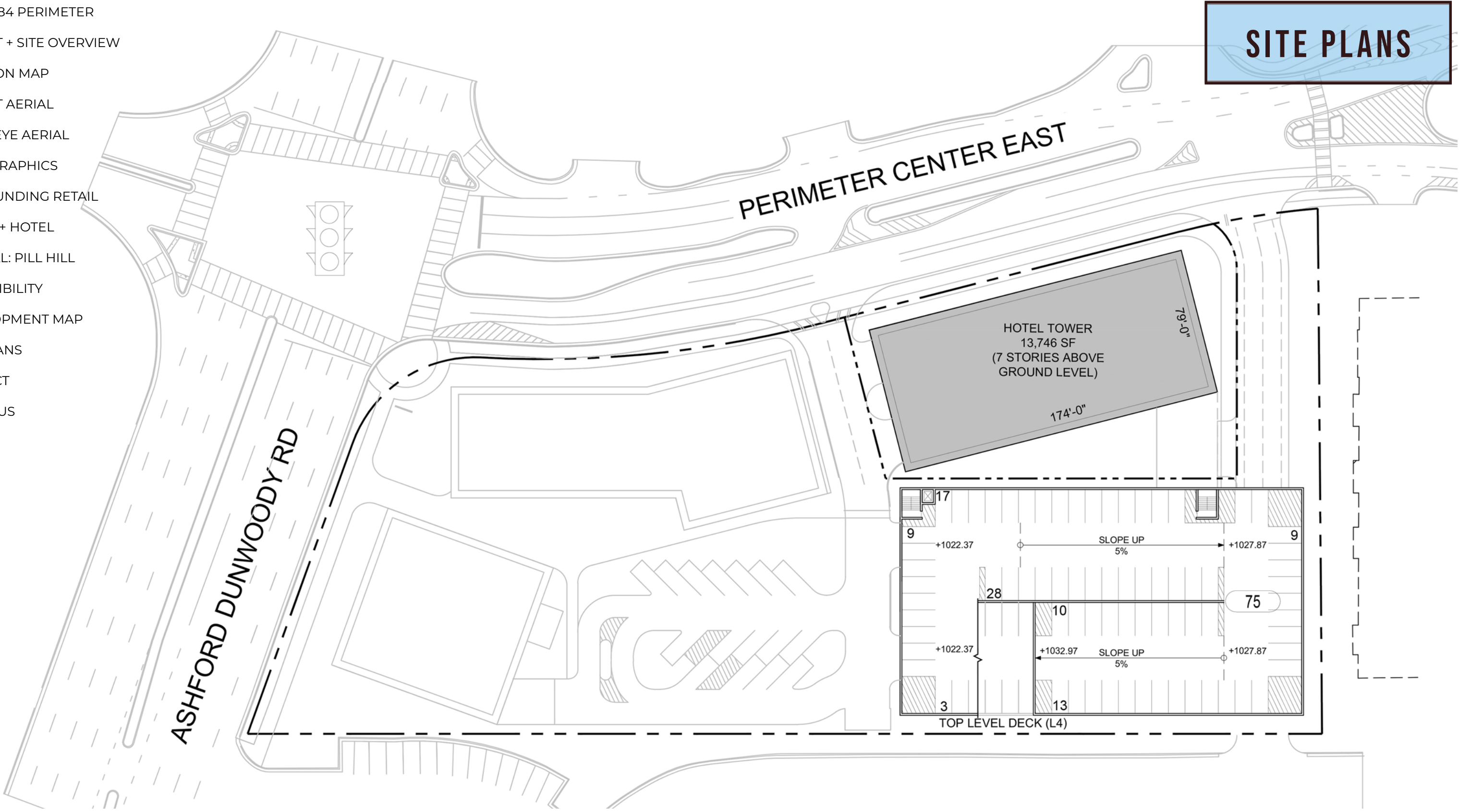
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