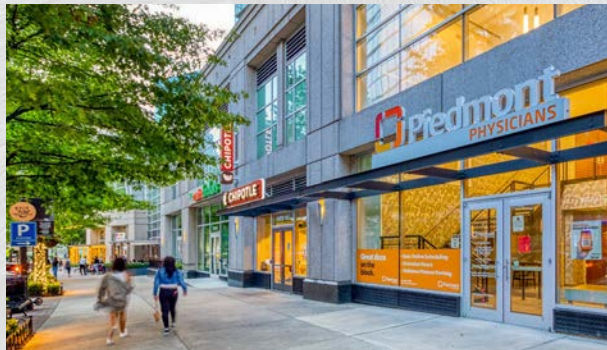


# 1010 MIDTOWN

*GENERATIONAL RETAIL INVESTMENT OPPORTUNITY IN THE  
HEART OF MIDTOWN ATLANTA*



# PROPERTY OVERVIEW

1080 PEACHTREE ST NE  
ATLANTA, GA 30309

44,302 SQUARE FEET    2008 YEAR BUILT    89% OCCUPANCY

6.3 YEARS WEIGHTED AVG. TERM REMAINING    ~\$2,350,000 AS-IS NOI

## TENANTS



Sushi • Bar • Restaurant



SILVERLAKE  
RAMEN



1010  
MIDTOWN

# DEMOGRAPHICS SUMMARY

	0.5 Mi.	1 Mi.	2 Mi.
<b>POPULATION</b>			
Total Population (2021)	16,633	36,274	109,750
Proj. Population Growth (2021-2026)	15.0%	13.0%	12.2%
Total Daytime Population (2021)	33,066	77,477	216,773
<b>INCOME / EDUCATION</b>			
Avg. Household Income (2021)	\$155,688	\$139,915	\$127,330
Proj. Growth (2021-2026)	10.8%	12.3%	13.3%
Bachelor's Degree+ (% of population)	83.5%	80.1%	75.6%



1010 MIDTOWN  
DRONE VIDEO

[Click Here.](#)



# GENERATIONAL OPPORTUNITY IN AN IRREPLACEABLE IN-FILL LOCATION

Uniquely positioned in the epicenter of Midtown Atlanta, 1010 Midtown offers its consumers unparalleled walkability and immediate access to and from a plethora of office towers, hotels, apartment complexes, condos, multiple universities and hospitals, nearly 200 acres of green space at Piedmont Park, and multiple Marta Stations, with even more amenities in the development pipeline.

## Midtown Atlanta - By The Numbers

**81,500+** daily employees  
**\$19B** est. annual economic impact  
**65,000+** jobs

**1.3 M** SF OF RETAIL IS **98% Leased** W/IN A 0.5 MI. RADIUS OF 1010 MIDTOWN

**COMMERCIAL DENSITY**  
 EXISTING / UNDER CONSTRUCTION WITHIN A 0.5 MILE RADIUS

**11.4 M** SQ. FT. OFFICE  
**10.7 K** RESIDENTIAL UNITS  
**1.3 M** SQ. FT. RETAIL

## Georgia Tech

**\$3.05 B** ECONOMIC IMPACT  
**36.5 K** GA TECH STUDENTS

## Under Construction

**3.0 M** SQ. FT. OFFICE  
**5.9 K** RESIDENTIAL UNITS  
**670** HOTEL KEYS  
**153 K** SQ. FT. RETAIL

## Planned / Proposed

**1.3 M** SQ. FT. OFFICE  
**4.6 K** RESIDENTIAL UNITS  
**603** HOTEL KEYS  
**127 K** SQ. FT. RETAIL



**\$850 K**  
 AVG. HOME SALES PRICE (LAST 36 MONTHS)

## Notable, Nearby Projects - Under Construction / Recently Delivered

- 1 COLONY SQUARE**  
 \$400MM - Multi-phased redevelopment - 940K SF of Office / 160K SF ground-level retail / 262 residential condos / 466 room hotel  
**DELIVERED 2021**
- 2 MIDTOWN UNION**  
 \$300MM mixed-use development (under construction) containing 610K SF office, 355 residential units, 210 key hotel and 33K SF retail  
**FALL 2022 DELIVERY**
- 3 1105 W PEACHTREE**  
 Selig's \$530MM mixed-use development (under construction) will feature a 31-story, 660K SF office tower, a 178 room hotel & 64 condos  
**FALL 2021 DELIVERY**
- 4 CAMPANILE BLDG**  
 Renovation of the approx. 500K SF existing office tower + an expansion containing 125K SF of additional office space & 30K SF of retail  
**SPRING 2022 DELIVERY**
- 5 ATLANTIC YARDS**  
 Microsoft recently announced it will occupy the new Hines development (523SF of office), creating 1,500 new jobs.  
**DELIVERED 2021**



**PIEDMONT PARK**  
 5 Minute Walk from 1010 Midtown



# ATLANTA MSA - THE SOUTHEAST'S ECONOMIC ENGINE



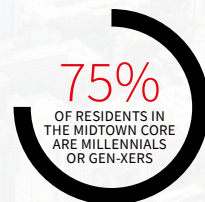
**9TH** LARGEST U.S. Metro WITH OVER **6 MILLION** Residents

**#1** STATE FOR BUSINESS **6.5%** PROJ. 5-YEAR  
*7th Consecutive Year Receiving Award* Population Growth

**#1** MOVING DESTINATION in the nation (*Penske Truck Rentals*) **4TH** FASTEST GROWING U.S. Metro (2010-2019)

## AFFLUENT DEMOGRAPHICS & CAPTIVE CONSUMER BASE

1010 Midtown benefits from a captive customer base, comprised mainly of Millennials and Atlanta's most affluent and educated working population.



Daytime population exceeds 216,773 within a 2-mile radius.



**216,773**  
DAYTIME POPULATION  
(2-MILE RADIUS)

**2021**  
**\$139,915**  
AVERAGE HH INCOME  
**\$2.88 B**  
BUYING POWER



**2026**  
**\$157,067**  
AVERAGE HH INCOME  
**\$3.51 B**  
BUYING POWER



(Stats are based on a 1 Mile radius)

(Buying Power = Avg. HH Income x # of Households)

## IMMEDIATE VALUE CREATION OPPORTUNITY

**11%** OF THE GLA IS CURRENTLY AVAILABLE, PROVING NEW OWNERSHIP IMMEDIATE EXECUTABLE VALUE CREATION.

+

LEASE UP OF APPROXIMATELY  
**4,750 SF**



POTENTIAL REVENUE INCREASE OF OVER  
**\$330,000**



## ACCELERATING MIDTOWN JOB GROWTH

Midtown Atlanta continues to attract a "who's who" list of corporate and technology tenants, creating one of the most robust employment centers in the country.

<b>Anthem</b> 3,000 JOBS	<b>NS NORFOLK SOUTHERN</b> 2,850 JOBS	<b>NCR</b> 1,800 JOBS
<b>MICROSOFT</b> 1,500 JOBS	<b>Invesco</b> 1,200 JOBS	<b>BLACKROCK</b> 1,000 JOBS
<b>GOOGLE</b> 800 JOBS	<b>Honeywell</b> 800 JOBS	<b>accenture</b> 800 JOBS
<b>we</b> 650 DESKS & OFFICES	<b>salesforce</b> 600 JOBS	<b>facebook</b> 600 JOBS
<b>worldpay</b> 600 JOBS	<b>STARBUCKS COFFEE</b> 500 JOBS	<b>CallRail</b> 300 JOBS
<b>pandora</b> 250 JOBS	<b>CONVOY</b> 100-300 JOBS	<b>SGR SMITH GAMBRELL &amp; RUSSELL LLP</b> 120 JOBS

# STRONG HISTORICAL OCCUPANCY

97%  
AVG OCCUPANCY  
FROM Q3'10 – Q4'20

# MAIN & MAIN PEACHTREE ST. ADDRESS

UNRIVALED RETAIL OPPORTUNITY LOCATED ON PEACHTREE ST., ATLANTA'S MAIN NORTH-SOUTH CORRIDOR, WHICH CONNECTS MIDTOWN, DOWNTOWN, AND BUCKHEAD, THREE OF THE MOST PROLIFIC OFFICE SUBMARKETS IN THE SOUTHEAST.

# EXCEPTIONAL TENANT SALES VOLUMES

# CONRTOLLED PARKING

OWNERSHIP HAS AUTONOMY OVER THE RETAIL PARKING, WHICH GENERATES A SIGNIFICANT & CONSISTENT CASH FLOW STREAM, DUE TO THE STRENGTH OF THE IN-FILL LOCATION

# LIMITED CAPITAL EXPENDITURES NEEDED

## SITE PLAN



### TENANT ROSTER

STE.	TENANT	SF
01	Sage Dental	4,229
01A	Available	2,732
06	Available	2,021
07-08	RA Sushi	5,327
09	Silverlake Ramen	2,092
10	Sugar Factory	8,880
13-C	SweatHouz	1,881
13-B	Metro Brokers	1,827
12	Chipotle	3,555
12-B	Piedmont Physicians	8,842
14	Panera Bread	2,916
<b>TOTAL</b>		<b>44,302</b>

Occupied
  Available

# 1010 MIDTOWN



**PLEASE CONTACT US FOR MORE INFORMATION:**

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