

**SIGNIFICANT  
VALUE-ADD  
POTENTIAL**

**IMMEDIATE  
LEASE UP &  
REDEVELOPMENT  
OPPORTUNITY**

# KING'S MARKET

ROSWELL, GEORGIA



# KING'S MARKET

## PROPERTY OVERVIEW

### ADDRESS

1425 Market Blvd.  
Roswell (Atlanta), GA

### SIZE

28.04 AC  
281,064 SF

### AS-IS NOI

+/- \$2,060,000

### ZONING

Commercial Corridor  
(CC)

### GROWTH

92%+ NOI Growth  
6%+ CAGR

### OCCUPANCY

75%

### MAJOR TENANTS

**Publix**  
FRONTGATE



## DEMOGRAPHICS

	1 MILE	3 MILE	5 MILE
<b>POPULATION</b>			
2021 Estimate	15,861	81,791	203,204
2026 Estimate	16,433	85,319	211,507
<b>AVERAGE HOUSEHOLD INCOME</b>			
2021 Estimate	\$94,406	\$116,844	\$139,234
<b>BACHELOR'S DEGREE OR HIGHER</b>			
2021 Estimate	29%	45%	55%



## INVESTMENT HIGHLIGHTS



**PUBLIX-ANCHORED** WITH IMMEDIATE STORE RENOVATION PLANNED



**SIGNIFICANT VALUE ADD / REDEVELOPMENT** POTENTIAL



**SUPER REGIONAL DRAWING POWER** DIRECT ACCESS FROM GA-400



**ROSWELL, GA** HIGHLY SOUGHT AFTER ATLANTA SUBMARKET



**AFFLUENT** SURROUNDING DEMOGRAPHICS



**EXCELLENT** PROPERTY FUNDAMENTALS

# PUBLIX THE SOUTHEAST'S MOST SOUGHT AFTER GROCER

## PUBLIX AT KING'S MARKET



**ROBUST SALES PERFORMANCE**  
REPORTED ABOVE AVERAGE 2020 SALES



**LONG TERM OPERATING HISTORY**  
ANCHOR AT KING'S MARKET FOR OVER 15 YEARS



**EXPLOSIVE SALES GROWTH**  
DOUBLE DIGIT YOY SALES INCREASE



**FUTURE RENOVATION SCHEDULED**  
SUBSTANTIAL STORE RENOVATION PLANNED FOR Q4 2021



**HEALTHY OCCUPANCY COST**  
OPERATES ON AN ATTRACTIVE HEALTH RATIO

# Publix®



2020 TOTAL REVENUE: **\$45 BILLION**  
(17% INCREASE OVER 2019)



ONE OF THE LARGEST GROCERY CHAINS IN US  
WITH 225,000 EMPLOYEES



FORTUNE 500 COMPANY  
**#87**



MOST SOUGHT AFTER GROCERY CHAIN IN THE  
SOUTHEAST



PUBLIX IS THE  
**MOST POPULAR**  
**GROCERY CHAIN IN**  
**THE SOUTHEAST**,  
AS EVIDENCED BY  
THE BREAKDOWN  
OF TOTAL GROCERY  
VISITS ACROSS THE  
REGION IN 2020

GROCER	2020 TOTAL VISITS	2020 MARKET SHARE
Publix	928,040,000	42%
Kroger	346,680,000	16%
Food Lion	220,450,000	10%
Walmart	185,270,000	8%
Winn-Dixie	141,940,000	6%

Top 5 Most Visited Grocery Stores in the Southeast in 2020 (Source: Placer.AI)

# SIGNIFICANT VALUE-ADD POTENTIAL

King's Market presents immediate and dynamic value-add opportunity via marking up to market the existing rents at the center, leasing up the existing vacancies, and the potential to spin off different components of the center in separate transactions.

## MARK-TO-MARKET OPPORTUNITIES

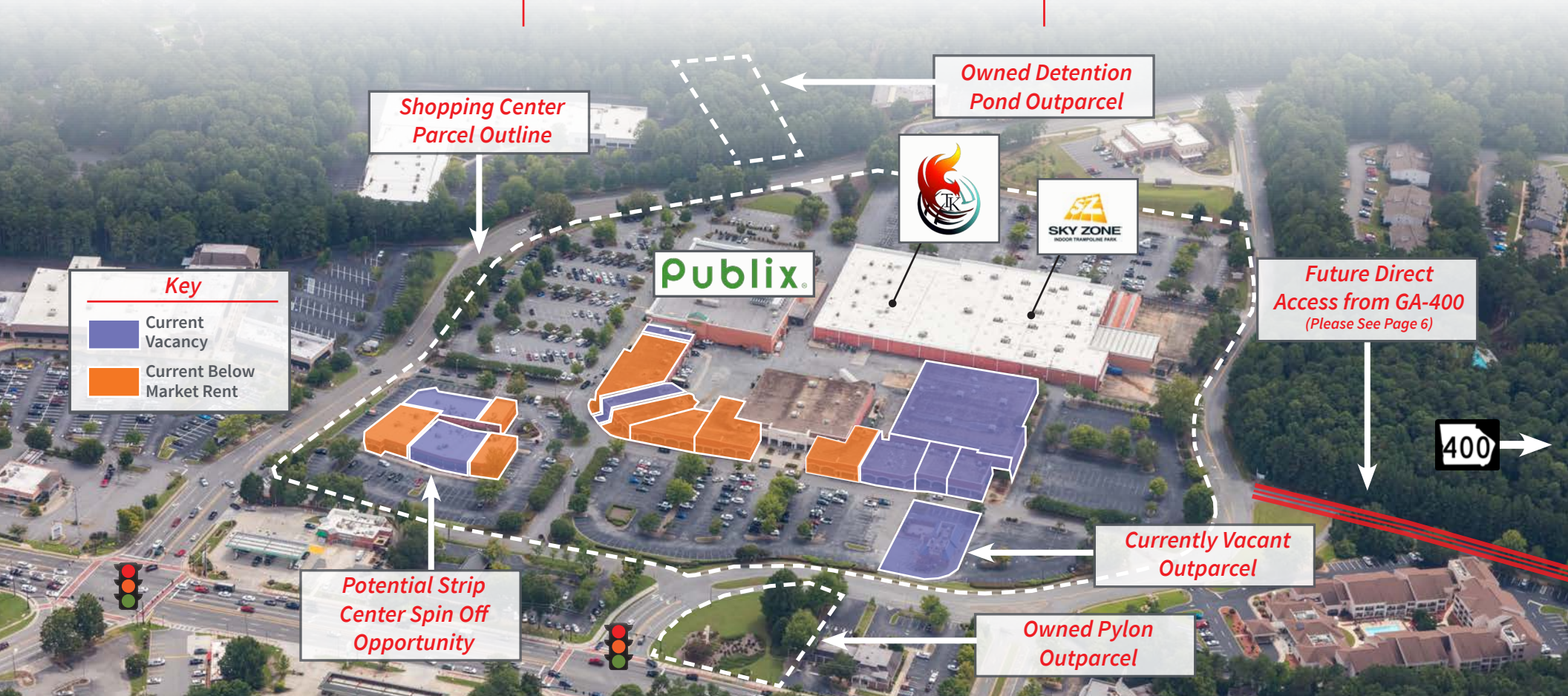
**60%** of the occupied shop tenant GLA is **BELOW MARKET**  
 Opportunity to **INCREASE RENT REVENUE OVER \$200K**

## DISPOSITION OPTIONALITY

Future ownership has the optionality of separately parceling several components of the center to take advantage of **POTENTIAL CAP RATE ARBITRAGE**

## LEASE UP OF EXISTING VACANCIES

**75%** is the current occupancy of **KING'S MARKET**  
 Opportunity to **INCREASE REVENUE OVER \$1.05 M**



# SIGNIFICANT REDEVELOPMENT POTENTIAL

## Repositioning / Development Potential



### Critical Mass of Acreage

Over 28 acres of core, generational real estate in one the most highly sought-after submarket in the Southeast.



### Big Box Flexibility

Current Ownership is at lease, but withholding execution, with both Skyzone and TK Volleyball for renewals, providing flexibility for future Ownership.



### High Barriers of Entry

The commercial and residential density presents a lack of available development sites throughout the submarket.

## FAVORABLE ZONING

The Property is currently zoned **CC - Commercial Corridor**, which permits the following uses by right:

- Townhomes
- Multifamily
- Retail
- Mixed-Use
- Office
- Hospitality

“CC (Commercial Corridor) Zoning is intended for areas along major arterials where a variety of lower intensity commercial, service, retail and multi-family uses are desired.”

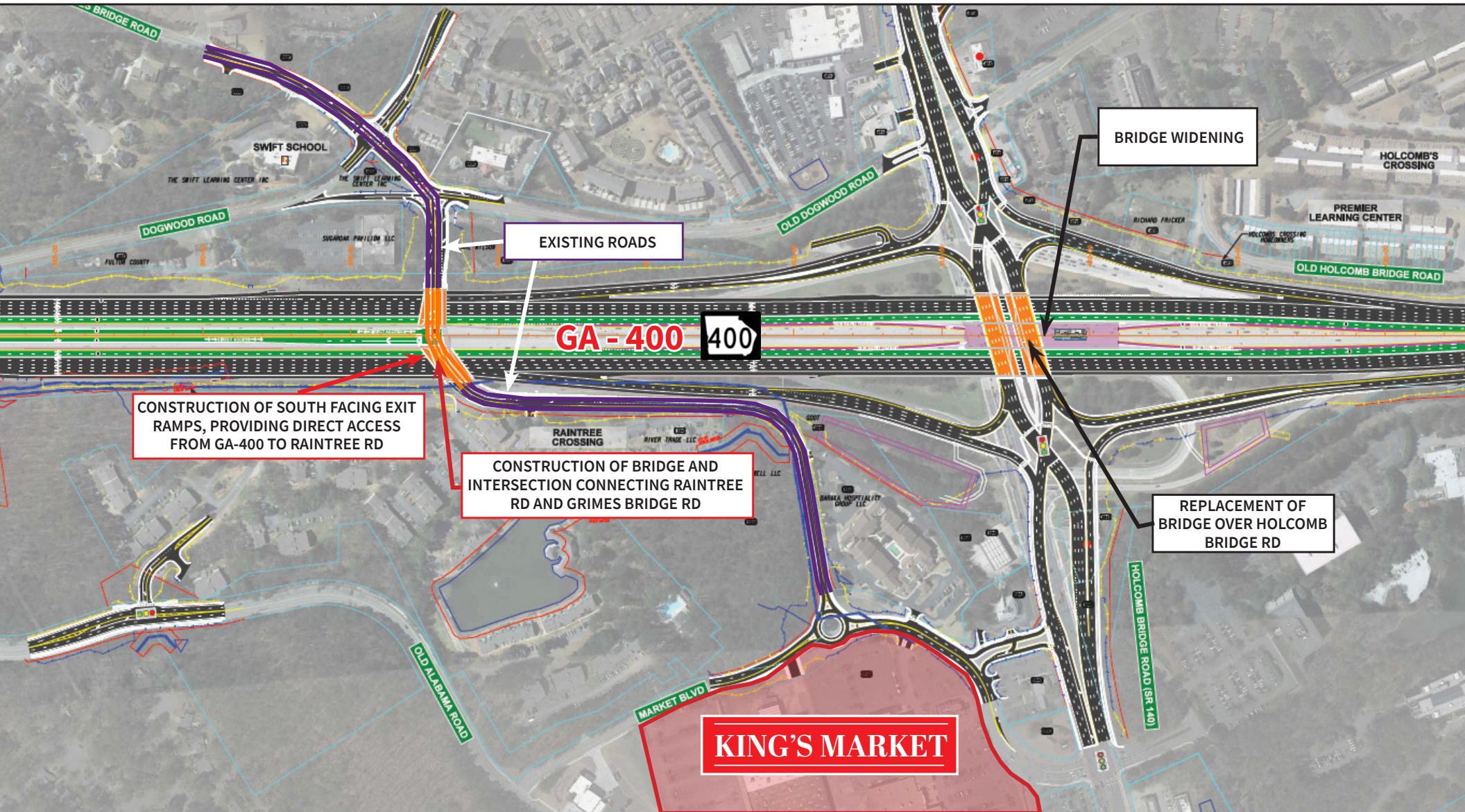
- City of Roswell Municode

\*The full Roswell Zoning Code can be downloaded in the JLL Investor Center



# DIRECT ACCESS FROM GA-400

A GA-400 Express Lane and Ramp Bridge was recently **fully funded by GDOT**, which will provide King's Market with direct access and frontage from GA-400 and its 160,000 daily travelers. This future roadwork project has the potential to completely transform the west side of the center.



# KING'S MARKET CENTRALLY LOCATED IN TOP ATLANTA SUBMARKET

King's Market is located in Roswell, GA, one of the top submarkets in the Southeast and centrally located between the most popular destinations in the Atlanta MSA.



**No. 1**

**Best Place to Live in Metro Atlanta**

*Atlanta Magazine*

**No. 3**

**Best Place to Raise a Family in the United States**

*Frommer's*

**No. 6**

**Best Place to Retire in the United States**

*Black Enterprise Magazine*

**Top 8**

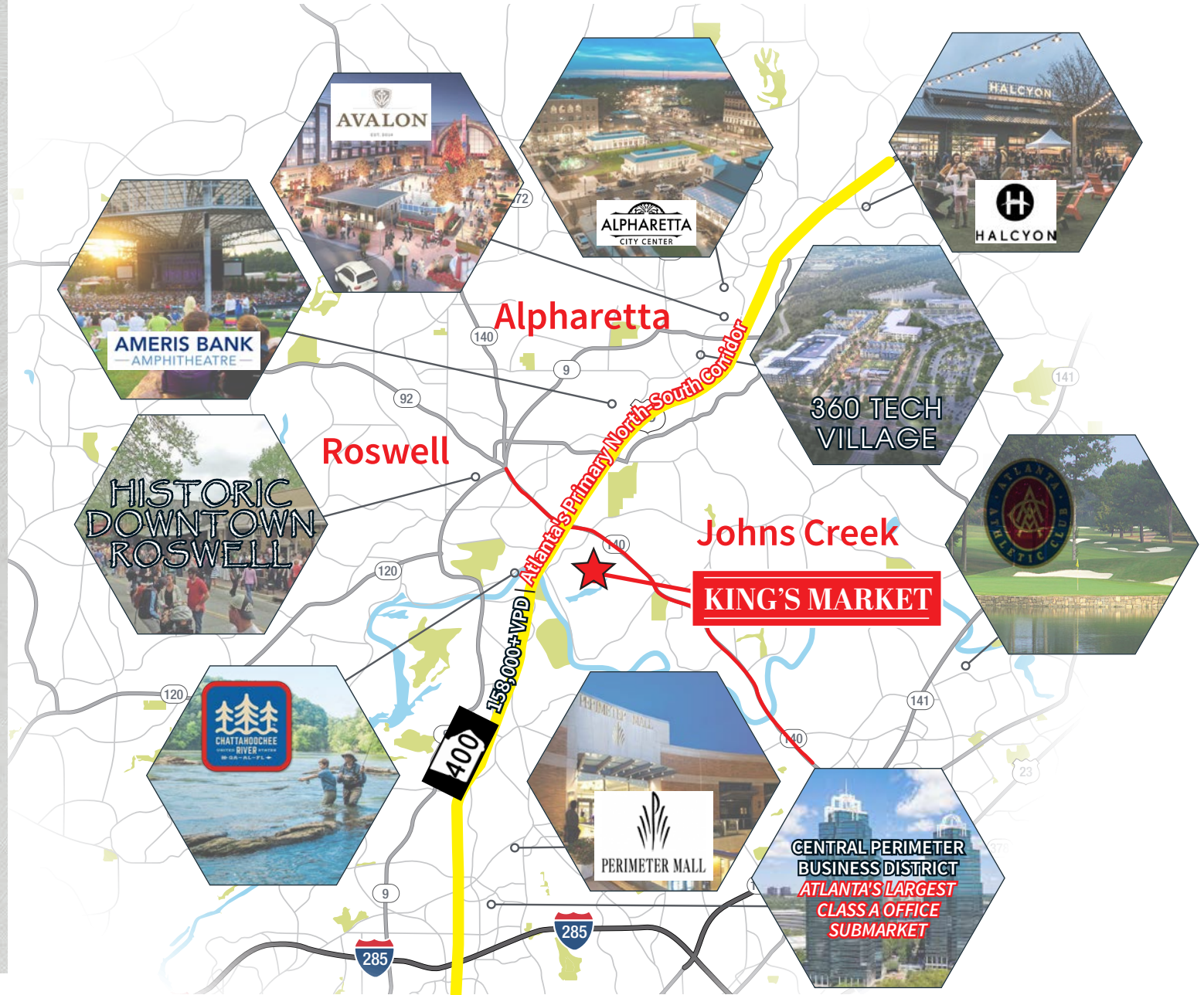
**Best Suburbs to Live in Georgia**

*Niche*

**Top 18**

**Safest City in the United States**

*City Crime Rankings*



# EXCELLENT PROPERTY FUNDAMENTALS



## TENANT ROSTER

STE.	TENANT	SF
100-A	Sky Zone	36,420
100-S	Static Space	5,770
100-B&C	TK Volleyball	60,000
200	To Be Leased	36,079
300	To Be Leased	2,950
305	To Be Leased	2,277
320	To Be Leased	3,982
330	Grandin Road Outlet	7,432
400	Frontgate Outlet	25,000
500	The Open Mind Center	6,282
520	Uptown Cheapskate	5,358
525	Ballroom Impact	3,500
527	To Be Leased	3,500
529	Spectrum Southeast	4,501
530	The UPS Store	1,599
540	Elegant Nails	2,590
550	Heel Sew Quick	600
555	Pride Cleaners II	1,500
560	To Be Leased	2,100
565	KP Smart Salon	1,340
600	Publix	45,600
900-OP	To Be Leased	2,684
1310	Jimmy Johns	1,200
1330	To Be Leased	5,577
1370	McAlister's Deli	5,000
1375	To Be Leased	4,000
1380	To Be Leased	1,923
1390	Rasa Sayang	2,300
<b>TOTAL</b>		<b>281,064</b>

Occupied  
 Available  
 Unowned  
 Static Space





#### INVESTMENT SALES ADVISORS

##### JIM HAMILTON

Sr. Managing Director  
404.942.2212  
jim.hamilton@am.jll.com

##### BRAD BUCHANAN

Sr. Director  
404.942.3192  
brad.buchanan@am.jll.com

#### FINANCING ADVISORS

##### ED COCO

Sr. Managing Director  
404.942.2207  
ed.coco@am.jll.com

##### MATT CASEY

Sr. Director  
404.942.2221  
matt.casey@am.jll.com

#### ANALYTICAL SUPPORT

##### ANDREW MICHOLS

Associate  
404.942.2223  
andrew.michols@am.jll.com

##### ANDREW KAHN

Associate  
404.942.2220  
andrew.kahn@am.jll.com

##### TAYLOR CALLAWAY

Associate  
404.942.3193  
taylor.callaway@am.jll.com

##### ANTON SERAFINI

Production Coordinator  
404.995.2297  
anton.serafini@am.jll.com

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