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overview

## hi! we're atlantic station

The blueprint for everything that makes Atlanta the Capital of the South. We combine big-city buzz with tight-knit community, two hotels with another set to break ground in 2025, worldclass entertainment with local convenience, and endless opportunity with effortless hospitality. We're so glad to reconnect with you.

#### overview

## every visit is an adventure

Each trip a delightful surprise. We're literally event-full — from Cirque du Soleil to food festivals, there's always something happening you just can't afford to skip. Our restaurants have got Southern hospitality to spare, their charm matched only by our retailers' up-to-the-minute style. But, above all, Atlantic Station is a bona fide neighborhood, in a dense urban core, on par with neighboring Midtown. Walkable, livable, and altogether lovable, it's where the city comes alive.

Choosing Atlantic Station means you'll also benefit from a dynamic marketing partner committed to your success. In fact, our community is a national leader in consumer engagement and technology, boasting the No. 3-most-followed X account among U.S. retail centers. It's virtually unlimited opportunity delivered right to your door. And with many more exciting developments on the way, the future of your business never looked brighter.





#### overview

11 million

visitors come to Atlantic Station annually 250,000+
area university
student population

138

walkable acres of mixed-use spaces in an urban setting

#2

most-visited tourist attraction in Atlanta

**578,000**vehicles pass Atlantic
Station every day

30363

A project so big, it has its own ZIP code

57,488
daytime office population within 1-mile radius of Atlantic Station





## reconnect to the heart of ATL



location

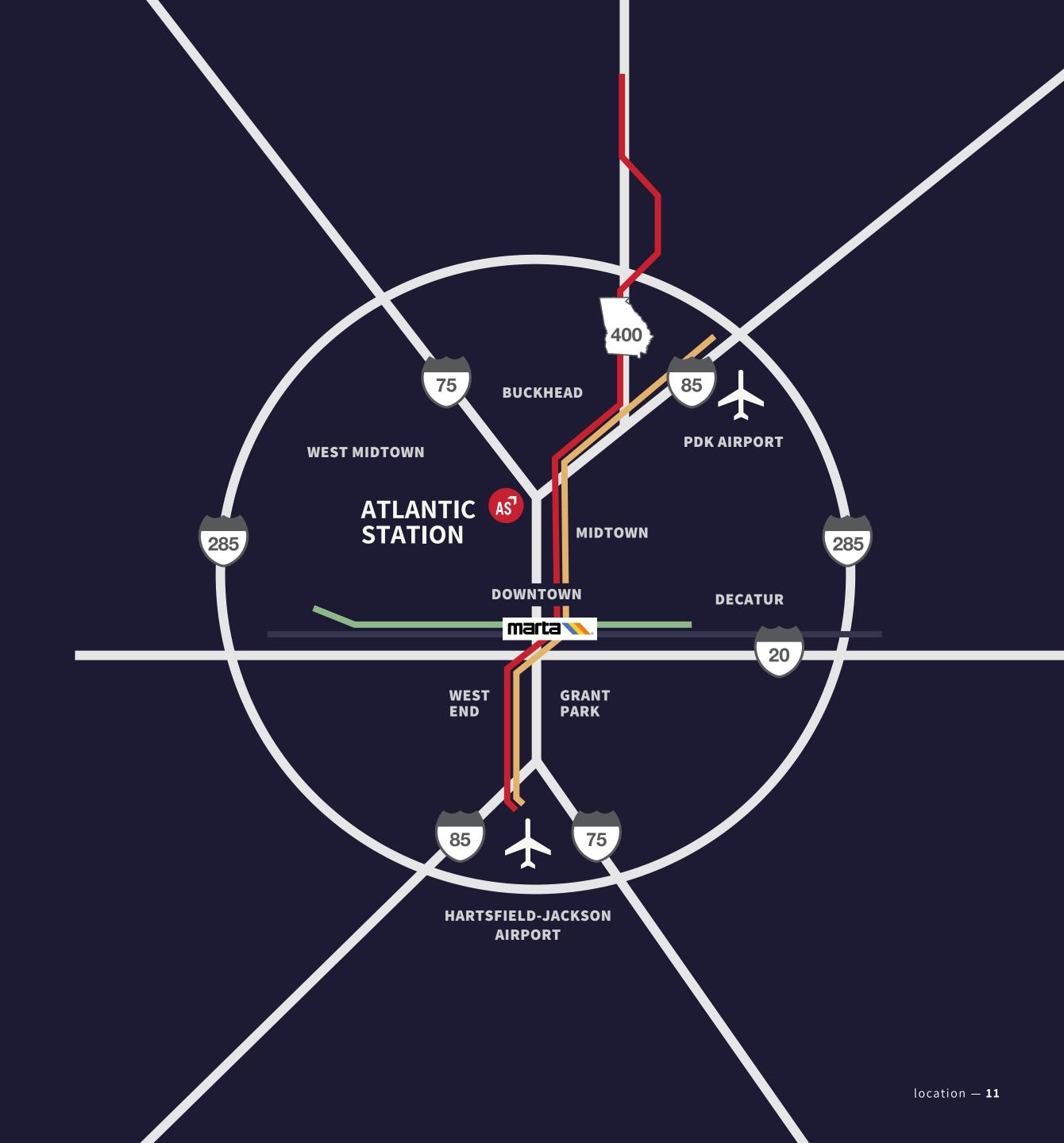
## the heart of west midtown

Ideally located right in the heart of West Midtown Atlanta, between Buckhead and Downtown.

location

## where atlanta reconnects

Customers can get here from anywhere. When you pair our lucrative centrality with our peerless accessibility, you'll quickly come to realize we truly are in the middle of it all. From I-75/I-85 to Northside Drive, Peachtree City to Peachtree Corners, Atlantic Station can be driven to, walked to, biked to, MARTA'd to, or even shuttled to. The question isn't so much "how" to get here, but "when" you're going to make the trip. Because, when you pair our centrality with our accessibility, you quickly come to realize there's nothing else like us in all of metro Atlanta.



#### location

### where midtown retail thrives

Midtown's retail strength lies on the west side of the Downtown Connector.

Free People Anthropologie

Warby Parker Target

Design Within Reach Barcelona Wine Bar

Room & Board Serena & Lily

H&M lululemon

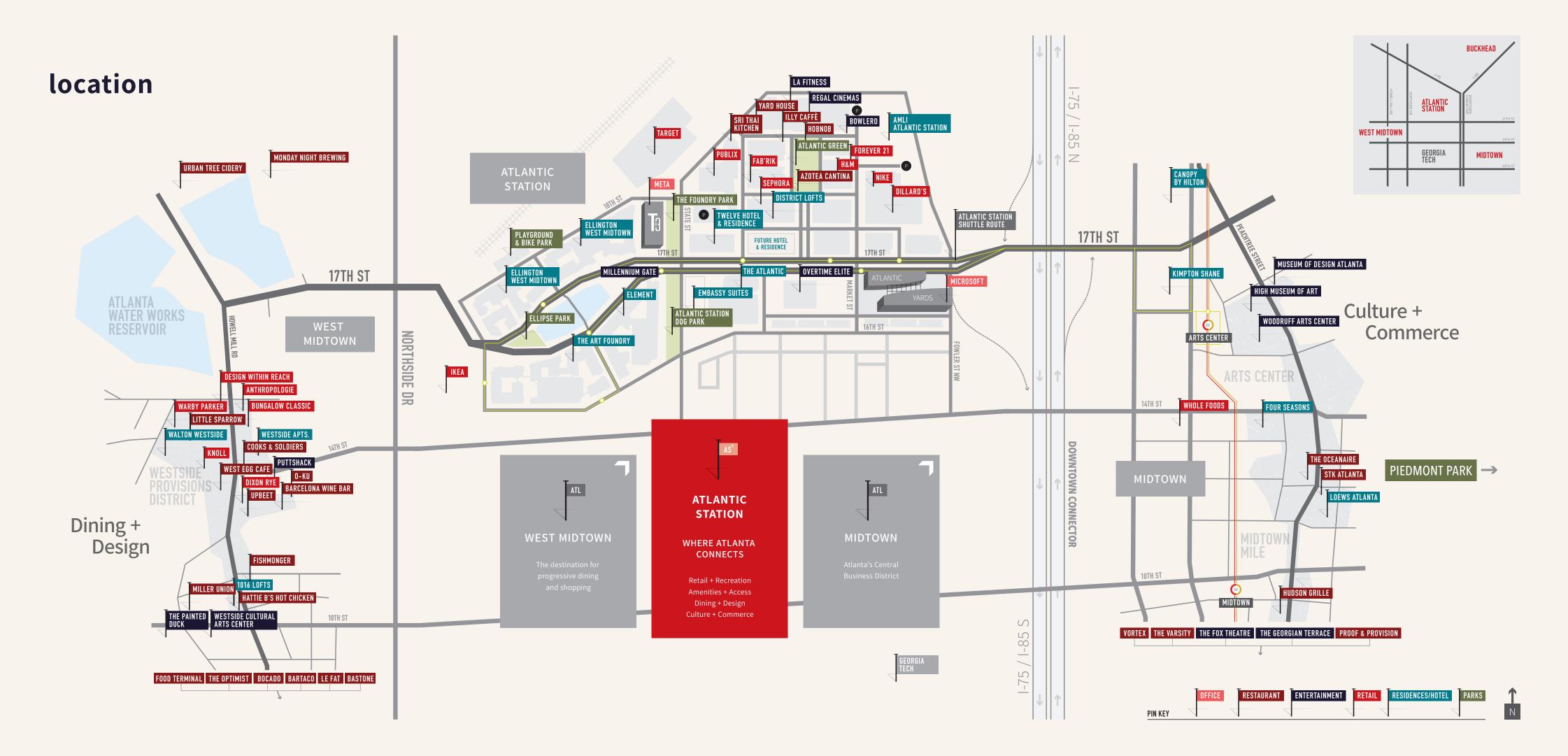
Dixon Rye Ballard Designs

West Egg Café Rothy's

## attractions within 4 miles

**ATL Beltline Access** 2.5 miles Centennial Olympic Park 2.5 miles **Downtown Atlanta** 3.3 miles Fox Theatre 2.2 miles Georgia Aquarium 2.7 miles **GA World Congress Center** 3.2 miles High Museum of Art .9 miles 3.4 miles Mercedes-Benz Stadium



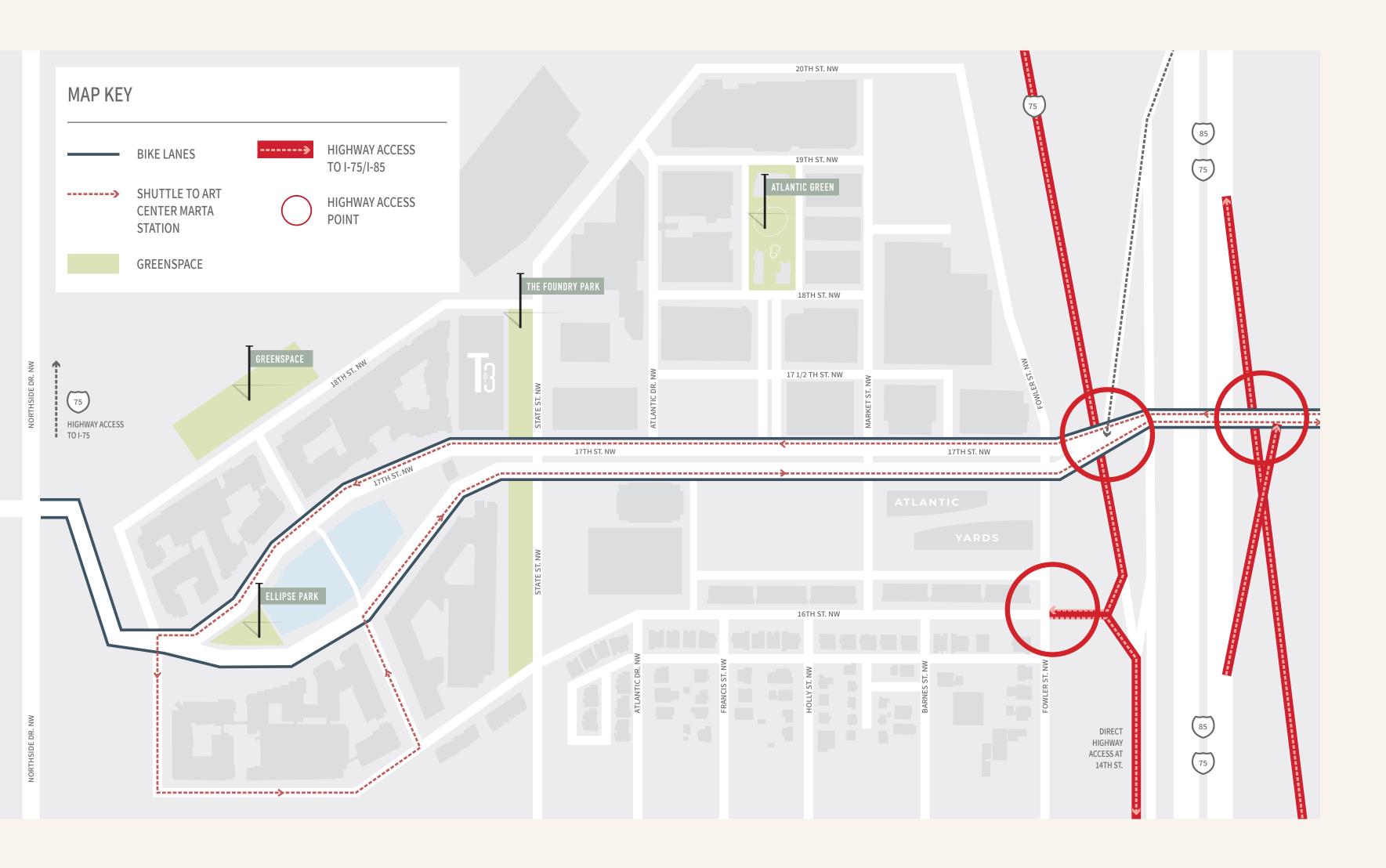


## market stats: west midtown atlanta

- Georgia Tech ranked by *US News & World Report* as nation's 4th-best engineering school for undergrads
- Atlanta's food-and-beverage epicenter, as deemed by Michelin
- Offers tourist attractions, corporate offices, and walkable neighborhoods
- Enough infrastructure & co-tenancy to maintain long-term success

- Remarkable growth in recent years, driven by significant development
   & influx of younger residents
- Population grew 200% from 2000-2010 and has continued since
- Just a few miles from Downtown, it's an ideal location for those who work or attend school in the middle of the city

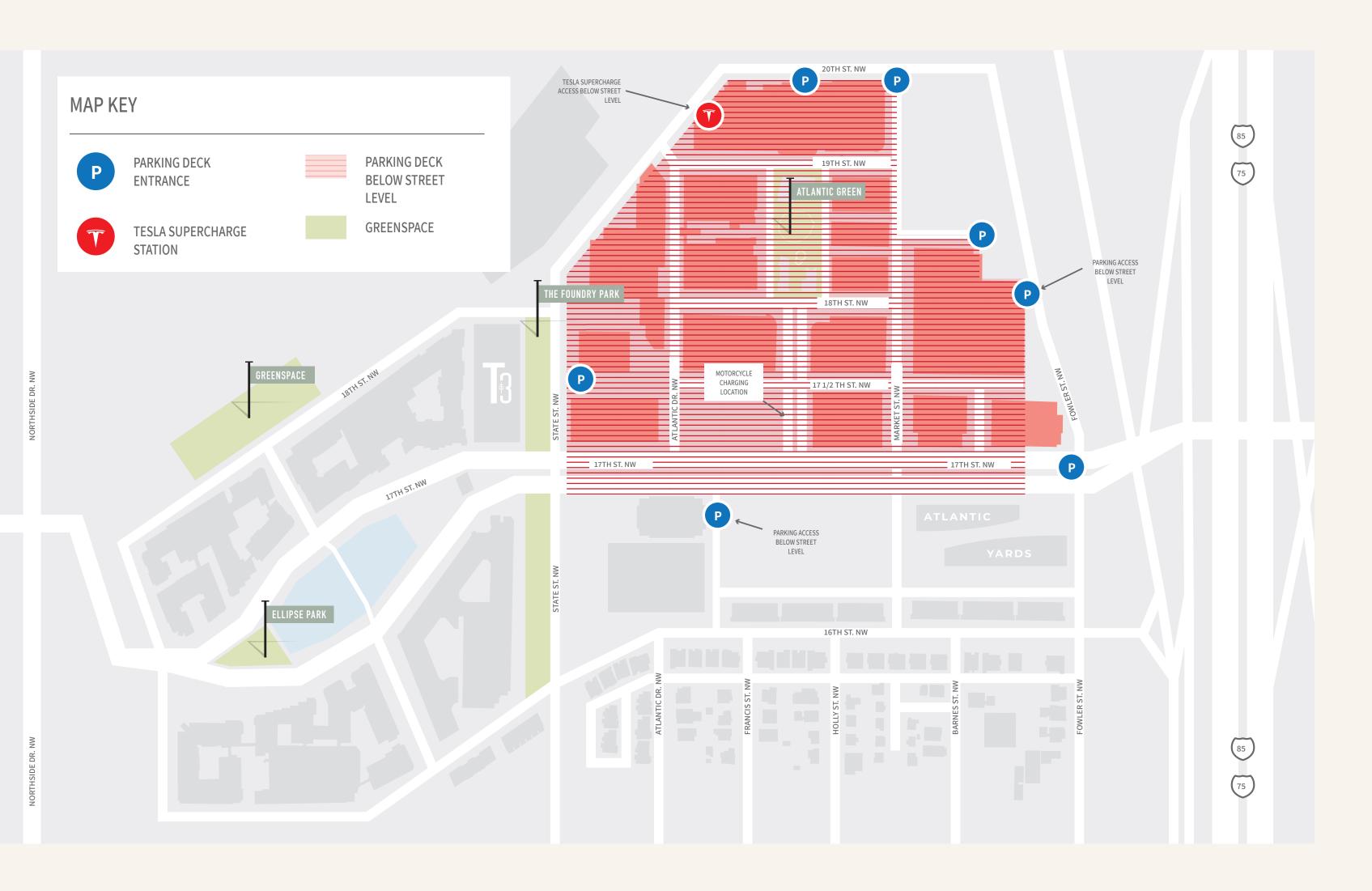
#### location access



## remarkable access

- Well-connected to the rest of Atlanta via public transportation
- Our in-house transportation organization,
   Atlantic Station Access Program (ASAP),
   provides employees & residents with
   services & resources to make commuting
   easier.
- Free shuttle takes riders all around the district and to the MARTA Arts Center
   Station 7 days a week and 19 hours a day;
   5 am-12 am.

### location parking



### parking

- Ample parking for guests: More than 7,000
   parking spaces in a two-level, platform-style
   deck, with 200 additional surface spaces
- 30 Tesla Supercharger stations and 18 EV charging stations: Largest cluster of e-vehicle charging stations in the metro area
- First two hours free for all underground parking

### commuter-ready

- A convenient, well-utilized shuttle runs from Atlantic Station to the Arts Center MARTA station for 19 hours each day. Riders can track the shuttle using a provided app for the 6-minute commute
- Direct access to the highway via I-75/I-85 with an alternative route via the Downtown Connector
- 17th Street access to the Westside



retail district

# the heart of atlantic station is its retail district.

Featuring an eclectic mix of shops and restaurants, we're meeting all your fashion, home furnishing, entertainment, grocery, and dining needs — each and every day.

### retail district



office

hotel/future hotel

residential

entertainment

atlantic green

event venue lot / future development





### retail district

- retail/restaurant
- office
- hotel/future hotel
- residential
- entertainment
- atlantic green
- event venue lot / future development





16TH ST. NW

75



## atlantic station

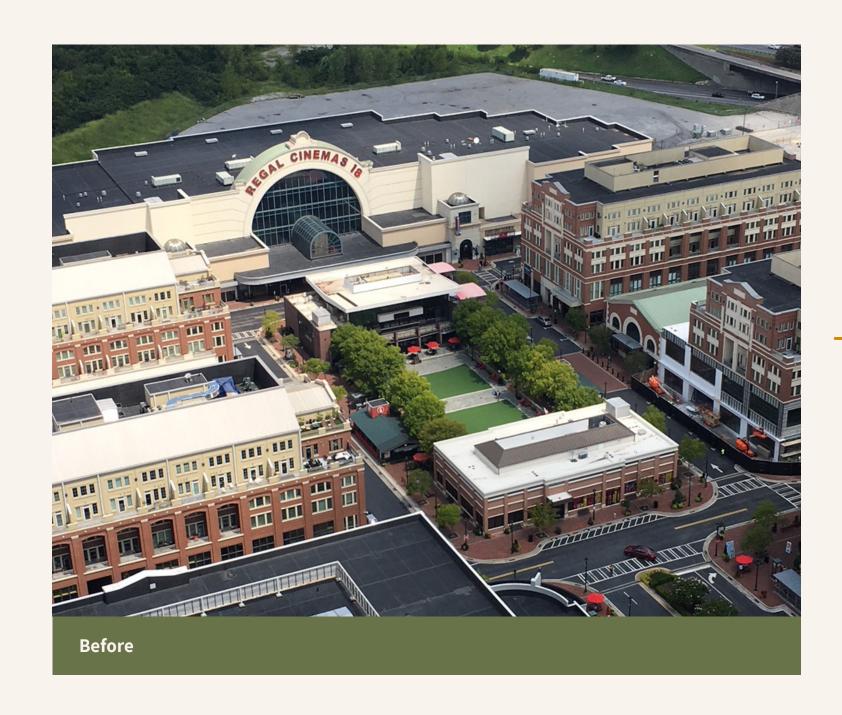
Dillard's • Banana Republic • Lids • DSW • The Athlete's Foot • fab'rik • H&M • Sephora • Old Navy Victoria's Secret • Journeys • Soma Intimates • Pandora • AT&T • Sri Thai Kitchen & Sushi Bar Regal Cinemas • 19th Street Dental • Microsoft • Atlanta Falcons & Atlanta United Team Store Bath & Body Works • LA Fitness • Subway • The Lazy Llama • LUSH Nail Bar • Publix Pharmacy IKEA • Piedmont Physicians Group • Forever 21 • Poké Bar • IT'SUGAR • Kilwins • Vivo Publix • Allora • Atlantic Grill • Bowlero • Rosé Bistro & Champagne Bar • BGR The Burger Joint California Pizza Kitchen • Gyu-Kaku Japanese BBQ • Salata • Nike Unite • Toscano Ristorante Italiano • Angry Crab Shack • HOBNOB Neighborhood Tavern • Azotea Cantina • NaanStop Yard House • Bright Horizons Family Solutions • Target • Fuji Florist • Liz Cleaners & Alterations Twelve Hotel • Overtime Elite Arena • Wells Fargo • illy Caffè • Bowlero • Museum of Illusions

## savor every flavor

Home to more than 20 food options, including national chains Yard House, California Pizza Kitchen, Gyu-Kaku Japanese BBQ, and illy Caffè, as well as local favorites such as Toscano Italiano Ristorante, SriThai, The Lazy Llama, and HOBNOB Neighborhood Tavern; Atlantic Station's diverse dining options provide something for everyone, from shoppers seeking a casual lunch to those planning for a more formal business dinner.



### atlantic green renovations



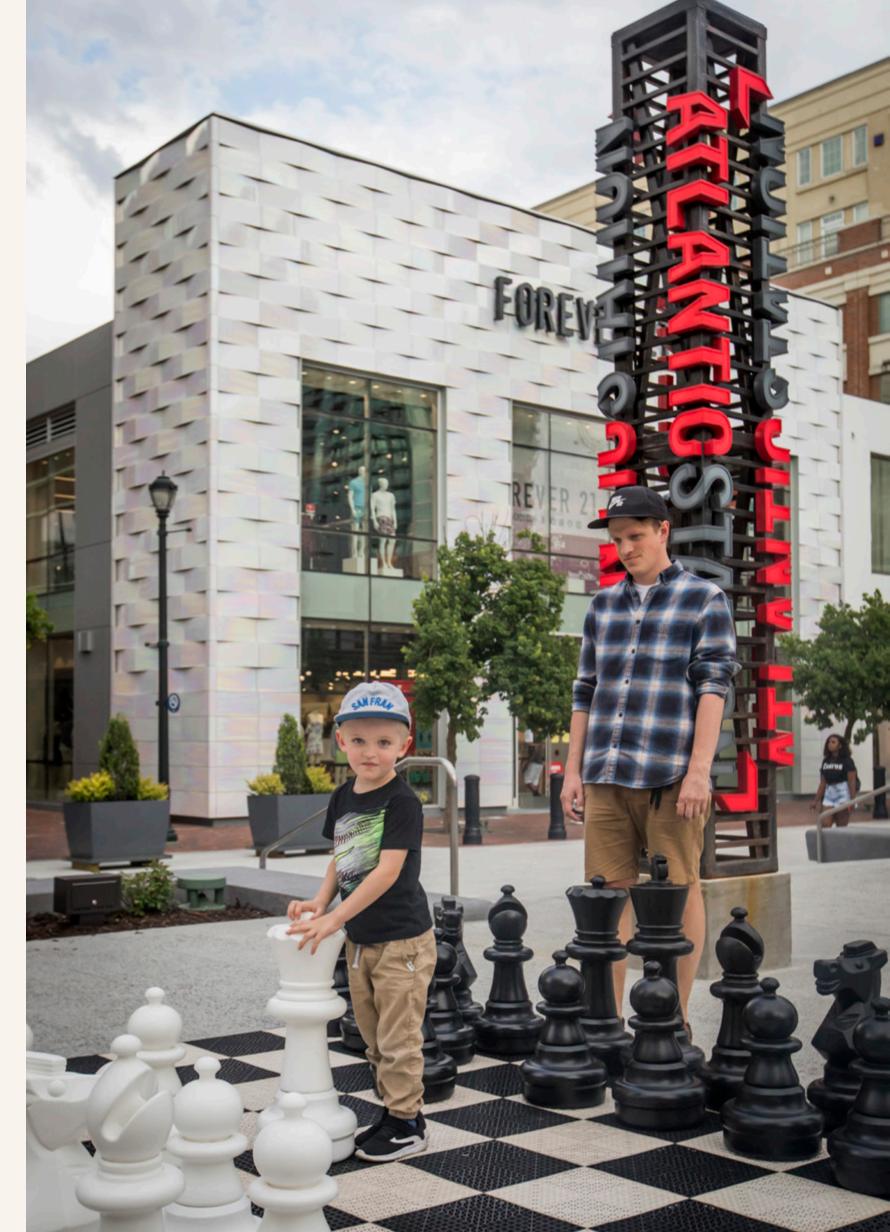
Opened in the Spring of 2020, Atlantic Station's central park's \$30 million remodel —rechristened Atlantic Green — is home to HOBNOB Neighborhood Tavern, Azotea Cantina, our five-star Concierge, and nearly twice the amount of green space as the previous park.



## atlantic green renovations







### events & community

## more than a regular neighborhood

Atlantic Station is a hub of curated community events and genuine partnerships. Throughout the year, its environment is energized by a dynamic cross-section of creatives, millennials, and Gen Z, all of them shopping, dining, attending events, and generally loving the vibe. With scores of annual events — from small-scale fitness classes to massive music festivals & Cirque Du Soleil — Atlantic Station thrums with on-site action unseen anywhere else in the region. That's why people from all over the Atlanta metro area identify Atlantic Station as a gathering place — the literal pulse of Georgia.





office

## rebalancing work-life

With nearly 3 million square feet of space and more than 6,000 office workers, Atlantic Station is a prime corporate address for tech companies, law firms, and financial institutions.

### T3 West Midtown

**T3 West Midtown provides present and future tenants with the most innovative and inspiring workplace in Atlanta.** The building is comprised of 205,000+ square feet of premier, Class-A creative office space located in the heart of the Atlantic Station neighborhood of Midtown Atlanta. Designed by Chicago-based HPA Architects in collaboration with the DLR Group, the property combines the authentic charm of a vintage industrial building with the sustainability, connectivity, and efficiency of today's most progressive modern office buildings. Through the use of authentic, industrial-inspired materials — including exposed wood structure & interior finishes and high, 11' ceilings — T3 gives each office space the feel of an industrial loft while generous windows bring natural light deep into the spaces.

At the same time that it provides a vintage aesthetic, T3 West Midtown is designed to accommodate the next generation of office space users. The building's systems and floor plates can accommodate a density of up to 114 square feet per employee, promoting collaboration while also generating significant savings through reduced occupancy costs. Developed, managed, and leased by Hines.

### **Atlantic Yards**

Opened in 2022, Atlantic Yards is a 500,000+-sf creative office building that is home to Microsoft's headquarters in Atlanta. Designed by Hartshorne Plunkard Architects (HPA), the two-building complex houses more than 1,500 workers and offers an array of amenities, including a fitness center, rooftop terraces, and bike storage. Large, open-floor plates facilitate collaborative workspaces, while an industrial aesthetic hearkens back to the site's manufacturing roots. Developed and managed by Hines.





hotels

## relax, rejuvenate, restore

With 300 keys of existing hotel,
Atlantic Station is expected to
almost double its rooms by late
2027, providing more opportunity
to stay and play.

### existing

### TWELVE Hotel & Residences

Features 120 keys with 100 residences on upper levels; new Allora Restaurant; part of Marriott Autograph Collection.

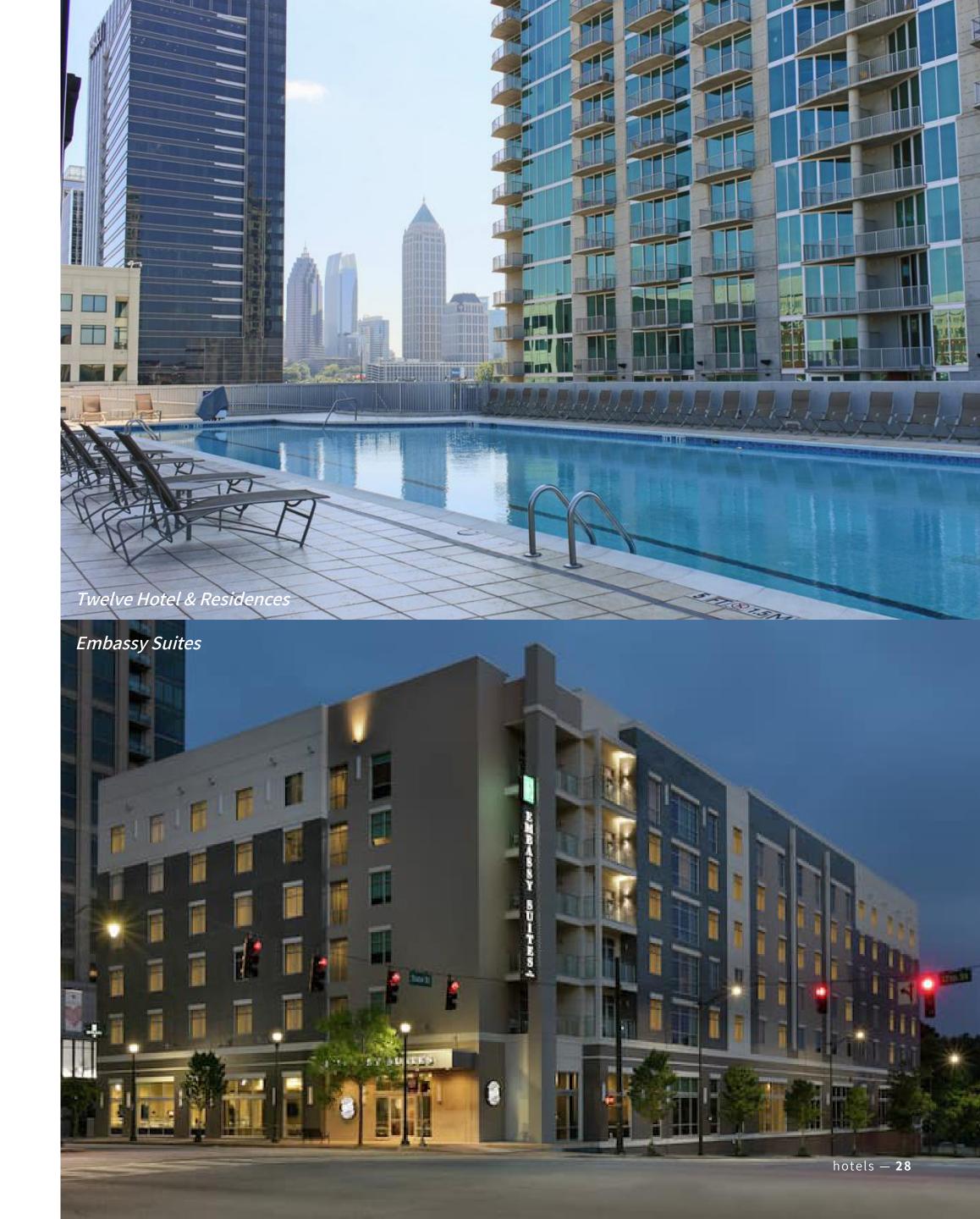
## **Embassy Suites**

Opened in 2021, a new Embassy Suites Hotel, developed by Horizon Hospitality, features 120 keys and a high-end steakhouse.

#### future

### PHG Dual-Branded Hotels

Springhill Suites by Hilton and Tapestry Collection dual-branded hotel, featuring 120-130 keys each. Beginning construction mid-2025.





residential

## residential, redefined

A true mixed-use environment,
Atlantic Station features
more than 3,000 residential units
across the 138-acre project.



## existing residential supply

- Atlantic Station, catalyzed by the extension of the 17th Street Bridge, has paved the way for the Westside's historic residential transformation.
- Featuring a variety of formats and styles, whether renting or owning, Atlantic Station offers numerous pathways for Atlantans to call it home.



#### The Lofts

In the Heart of Atlantic Station

- 401 units
- 6 unique plans
- One, two, and three-bedroom units
- Ongoing conversion from rental to ownership
- Priced from \$320k to \$750k

The Lofts sit directly above Atlantic
Station's Retail Town Center and
occupies six of the Center's eleven
buildings. Each one features controlled
access, high-speed internet, designated
parking, 15-35' tall ceilings, granite
countertops, oversized windows, and
extra storage space.

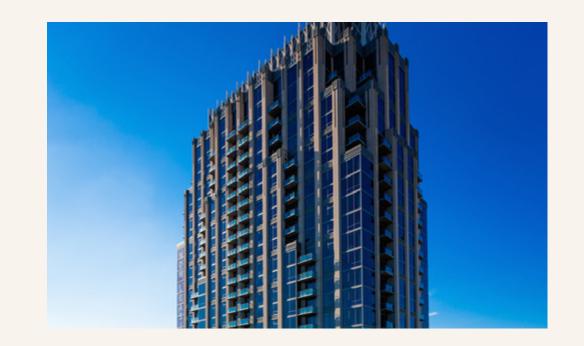


#### **TWELVE Hotel & Residences**

361 17th Street NW, Atlanta, GA 30363

- 100 units
- Owned, with some available for rental
- Sale prices from \$180k (1-bed studios) to \$450k (2 beds/2 baths)
- Rental prices from \$1,450 \$3,200/mo

Situated above the TWELVE Hotel on 17th at Atlantic Drive, TWELVE Residences offers owners and renters alike all the conveniences of a luxury hotel: 24-hour security, concierge, on-site clubroom, pool and sundeck, and a fitness center.



#### The Atlantic

270 17th Street NW, Atlanta, GA 30363

- 401 residences
- One, two, and three-bedroom luxury condominiums
- www.ownatlantic.com
- Exclusive sales and marketing by Engel Völkers Atlanta
- Priced from \$400k to \$1.5 million

Towering above the Atlanta skyline, The Atlantic is a modern-day testament to the glamour and sophistication of Art Deco. As the tallest residential building in Midtown — and one of the tallest in all of Atlanta — it commands attention with its sleek geometric lines and ornamental crown. The Atlantic residences are large and spacious, boasting six unique floor plan groupings that themselves feature more than 50 individual options.



### **AMLI @ Atlantic Station**

Future Development

- 360 units
- Priced in the \$2.30 \$2.50 psf/month range

National multifamily developer AMLI is well underway constructing this new, 360-unit residential building with 25,000 sf of ground-level retail space. Opening in 2025, this building will feature some of the highest rental prices in all of Midtown. Located at the corner of 19th and Market Street (on the land where the BB&T Atlanta Open tennis tournament was once played), this new development will integrate into the Retail Town Center another signature residential project and will undoubtedly drive substantial traffic and sales.



neighborhood

## renewing the west side

Since opening, Atlantic Station has led the residential transformation on the west side of the connector.



### West Midtown

- Bordered by Atlantic Station, Georgia Tech and the Downtown Connector / Techwood Drive
- Compact, walkable and located close to job centers in Downtown, Midtown and Buckhead
- Once an industrial haven, this neighborhood has become a mecca for young professionals
- Median age is 34

## Morningside Lenox Park

- Prices from \$180k to \$6.65M
- Compact, walkable and located close to job centers in Downtown, Midtown and Buckhead
- Located in the northern part of midtown, bordered by Atlanta Botanical Garden, Piedmont Avenue and I-75
- Median age is 38



universities

## where research thrives

The City of Atlanta is a vibrant setting for higher education.

Atlantic Station is ideally positioned to capture student expenditures for all their needs.

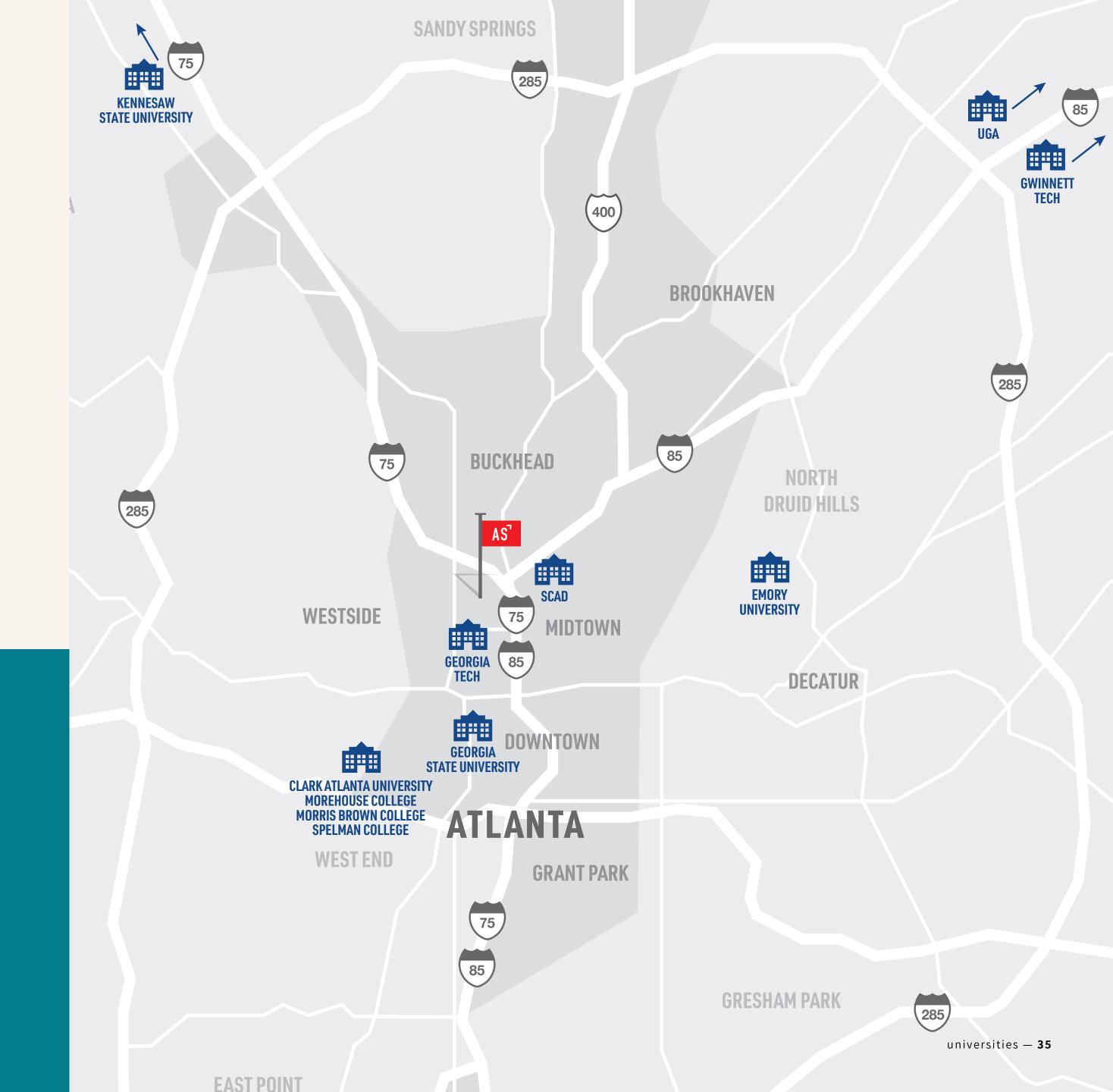
## top talent

- Fifty-seven colleges and universities with almost 1,800 distinct programs of study at the associate's, bachelor's, master's, doctoral, and professional levels
- Less than a mile away from Georgia Tech
- Over 100,000 students enrolled in Midtown's institutions of higher learning
- Atlanta is a national leader in attracting college-educated 25-34 year olds; in the City of Atlanta, 39.9% of adults hold at least a bachelor's degree
- Among the top seven urban centers for number of degrees awarded, in fields including engineering, computer sciences, math, physical & biological sciences, health professions, business, arts, and theology

### distances

- Georgia Tech less than 1 mile
- SCAD 1 mile
- Georgia State University 2.5 miles
- Clark Atlanta University 3.5 miles

- Morris Brown College 3.7 miles
- Morehouse College 4 miles
- Emory University 4 miles
- Spelman College 4.4 miles





### Georgia Tech

Founded in 1885

- 47,961 students
- 1,561 academic staff members
- \$2.93 billion endowment
- 2024 costs: \$29,726 (in-state)
- Less than a mile from Atlantic
   Station

Georgia Tech is organized into six colleges and is highly recognized for its degree programs in engineering, computing, business, the sciences, and technology. It was ranked 33rd among all U.S. universities by *U.S. News & World Report*.



### Savannah College of Art and Design (SCAD) – Atlanta Campus

#### private

- Founded in 1978; Atlanta Campus opened in 2006
- 17,618 students
- 2,000+ academic staff members
- 2024 costs: \$41,130 (full time; on-campus living)
- Located approximately 1 mile from Atlantic Station

SCAD's three campuses enroll more than 16,000 students worldwide. SCAD is recognized as one of the premier design-focused institutes of higher learning in the U.S. The Atlanta Campus offers degrees in more than 100 areas of study, including interior design, fashion design & merchandising, advertising, graphic design & filmmaking, photography, and television production.



### **Georgia State University**

#### public

- Founded in 1913
- 34,995 students
- \$220 million endowment
- 2024 costs: \$30,857 (in-state; on-campus living)
- 518-acre urban campus, located 2.5 miles south of Atlantic Station

undergraduate and graduate degree programs across eight academic colleges. The school provides a rich experience with award-winning housing, hundreds of student clubs, and one of the most diverse student bodies in the country. The school exerts an estimated \$2.5 billion annual impact on the metro Atlanta region.



### Emory University private

- Founded in 1836
- 14,830 students
- \$11 billion endowment
- 2024 costs: \$84,500
- Located 4 miles east of Atlantic
   Station

One of the premier private research universities in the Southeast, Emory University is 24th among National Universities, according to *U.S. News & World Report's* 2024 rankings. Affiliated with the Methodist Episcopal Church, its Schools of Law, Medicine, Theology, Nursing, and Business have received national recognition.



### Morehouse College/ Spelman College

#### private

- Founded 1867 / 1881
- 2,206 / 2,588 students
- 2018 costs: \$52,545 / \$48,809 (full time; on-campus living)
- \$254 million / \$459 million endowments
- Located 4 miles south of Atlantic
   Station

Just west of downtown, you will find the historic Atlanta University Center, which, along with Clark Atlanta University, ITC, and Morehouse School of Medicine, includes Morehouse College & Spelman College. They're two of the highest ranking historically Black colleges & universities (HBCU's) in the country and are dedicated to academic excellence and leadership development. Spelman has been ranked as the #1 HBCU for 18 consecutive years and Morehouse is ranked #5 as of 2024.



demographics

## for your reference

Hip and highly educated,
Atlantic Station embodies
the millennial mindset.

_			. •	<b></b>
TOWN	Cantar	at Atla	ntic	<b>Station</b>
	CEILEI	at Atta		Station

Population	
CY Estimate	30,298
5Y Projection	34,558

Population by Race/ Ethnicity	32,832	
White	6,407	54.2%
African American	5,764	19.0%
Asian / Pacific Islander	2,534	8.4%
Hispanic or Latino	4,753	15.7%

Population by Age	30,297	
Below 5 Years	670	2.2%
Age 5 to 9	434	1.4%
Age 10 to 14	318	1.0%
Age 15 to 19	1,750	5.8%
Age 20 to 24	5,293	17.5%
Age 25 to 34	12,337	40.7%
Age 35 to 44	4,055	13.4%
Age 45 to 54	2,261	7.5%
Age 55 to 64	1,813	6.0%
Age 65 to 74	916	3.0%
Age 75 to 84	381	1.3%
Age 85 and over	69	0.2%

#### **Town Center at Atlantic Station**

Population by Marital Status	24,360	
Single	16,331	67%
Married	6,699	28%
Widowed / Divorced	1,330	29%

Educational Attainment (25 Yrs+)	37,958	
Associate Degree +	712	4%
Bachelor's Degree +	8,585	45%
Graduate/Professional Degree +	7,705	41%

Households	
CY Estimate	17,034
5Y Projection	20,183

Households by Income	\$314,143	
Less than \$15,000	1,591	9.3%
\$15,000 to \$24,999	402	2.4%
\$25,000 to \$34,999	543	3.2%
\$35,000 to \$49,999	1,209	7.1%
\$50,000 to \$74,999	2,277	13.4%
\$75,000 to \$99,999	2,077	12.2%
\$100,000 to \$149,999	3,448	20.2%
\$150,000 to \$199,999	2,301	13.5%
\$200,000 and above	3,187	18.7%

#### **Town Center at Atlantic Station**

CY Average Household Income	\$142,874
CY Median Household Income	\$104,070
CY Per Capita Income	\$80,344

5Y Average Household Income	\$164,531
5Y Median Household Income	\$117,182
5Y Per Capita Income	\$95,690

Housing Units Tenure		
Owner Occupied	5,040	30.0%
Renter Occupied	11,994	70.0%

#### **Historic Demographics**

	2010	2020	2024
Population	18,974	29,444	30,298
Households	8,960	15,785	17,034
Median Age	27.1	28.7	30.6

Households by Income				
Less than \$49,999	48.7%	38.9%	35.9%	-26.3%
\$50,000 to \$74,999	16.1%	15.6%	15.2%	-5.6%
\$75,000 to \$99,999	9.7%	10.7%	10.9%	12.4%
\$100,000 to \$124,999	7.2%	8.4%	8.4%	16.7%
\$125,000 to \$149,999	4.4%	5.7%	6.2%	40.9%
\$150,000 to \$199,999	4.8%	6.7%	7.2%	50.0%
\$200,000 to \$249,999	2.8%	3.7%	4.3%	53.6%
\$250,000 to \$499,999	3.3%	5.7%	6.2%	87.9%
\$500,000+	3.0%	4.8%	5.6%	86.7%

Top PRIZM Segments					
Metro Renters	1.8%	Social Security Set	7.3%	Young and Restless	14.2%
Laptops and Lattes	2.8%	Top Tier	8.9%	Domes to Diploat	14.6%
Emerald City	4.3%	Modest Income Homes	10.1%	Golden Years	16.0%
Urban Chic	5.5%	Set to Impress	11.5%	Metro Fusion	17.4%
College Towns	6.5%	City Commons	12.4%	Enterprising Proffessionals	18.9%



## Hines

A global leader in commercial real estate.

Hines is a global real estate investment, development and property manager. The firm was founded by Gerald D. Hines in 1957 and now operates in 30 countries. We manage a \$93.2B\* portfolio of high-performing assets across residential, logistics, retail, office, and mixed-use strategies. Our local teams serve 857 properties totaling over 270 million square feet globally. We are committed to a net zero carbon target by 2040 without buying offsets. To learn more about Hines, visit www.hines.com and follow @Hines on social media.

\*Includes both the global Hines organization as well as RIA AUM as of December 31, 2023.

### Hines

Hines is a privately owned global real estate investment, development and management firm, founded in 1957, with a presence in 384 cities in 31 countries and \$93.0 billion of assets under management.

Hines has 176 developments currently underway around the world, and historically, has developed, redeveloped or acquired 1,751 properties, totaling over 595 million square feet. The firm's current property and asset management portfolio includes 1,077 properties, representing over 382 million square feet. With extensive experience in investments across the risk spectrum and all property types, and a pioneering commitment to sustainability, Hines is one of the largest and most respected real estate organizations in the world.

## Hines at-a-glance

- \$93.0 billion in assets under management
- 4,887 team members worldwide
- 31 countries in which Hines operates
- 65 strategic investment vehicles since 1993
- 67 years of operations since 1957



## diversity, equity, & inclusion

Hines is driven by a commitment to excellence, integrity and innovation. Employees are essential to our success, and we are dedicated to attracting, developing, and promoting a talented, diverse, and multicultural workforce. We strive to provide an inclusive environment where differences are valued, embraced, and celebrated, and where everyone can reach their full potential. Diverse perspectives advance new ideas and foster our entrepreneurial culture, creating successful outcomes for our firm as well as our partners, clients, investors and employees.

## by the numbers

- 39% Global gender female
- 36% U.S. racial minority
- 19% Female global members of the executive committee (include 1 minority)
- 21% Female global officers
- 11% Minority U.S. officers

Our approach to diversity, equity, and inclusion at Hines considers the whole talent ecosystem: Access, Hiring, Belonging, and Elevation.



# ATLANTIC'S TATION

### for leasing information

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Hines