

MIXED-USE FOR SALE

368 PONCE DE LEON AVENUE

ATLANTA, GA 30308



MIXED-USE FOR SALE

KW COMMERCIAL PEACHTREE ROAD

804 Town Blvd, Ste A2040
Atlanta, GA 30319



Each Office Independently Owned and Operated

PRESENTED BY:

STEVE MASSELL

Broker
O: (404) 255-6810
realty@massell.com

SCOTT RILEY

Broker
O: (404) 217-6310
sriley@mindspring.com

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DISCLAIMER

368 PONCE DE LEON AVENUE NORTHEAST



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The calculations and data presented are deemed to be accurate, but not guaranteed. They are intended for the purpose of illustrative projections and analysis. The information provided is not intended to replace or serve as substitute for any legal, accounting, investment, real estate, tax or other professional advice, consultation or service. The user of this software should consult with a professional in the respective legal, accounting, tax or other professional area before making any decisions.

PROPERTY DESCRIPTION

368 PONCE DE LEON AVENUE NORTHEAST



Grand Entranceway to Marble Foyer

368 Ponce is an incredibly unique property in the sought-after Midtown submarket of Atlanta, GA. Built in the 1900's on just over one acre, an astute investor can reposition the asset into the jewel of the neighborhood. While residential in nature, the commercial zoning provides a myriad of potential uses. And despite having "Landmark" status, the allowable density could provide a vertical development opportunity. Alternatively, maintain the house as an Intown Oasis for private use.

Walk through this example of "old world" craftsmanship, and note the intricate scrollwork, chandeliers, huge picture windows, and architectural finishes. The top floor provides great skyline views of Midtown Atlanta. Behind the main house is a smaller structure used by film and music production crews, setup as a mini-stage.

The property is located on a MARTA bus line and is a short distance away from the closest rail station. Out the front door is a very walkable, intown community, having a "Walk Score" rating of 90. Ponce City Market and The Atlanta Beltline are half a mile from the property, the expanse of Piedmont Park less than a mile and The Fox Theatre 1.6 miles away. Downtown Atlanta and Centennial Olympic Park is under 2 miles walking distance. Hartsfield International Airport is a mere 14 miles south.

Being in the Center of the best Atlanta has to offer aptly describes this location!

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PROPERTY PHOTOS

368 PONCE DE LEON AVENUE NORTHEAST



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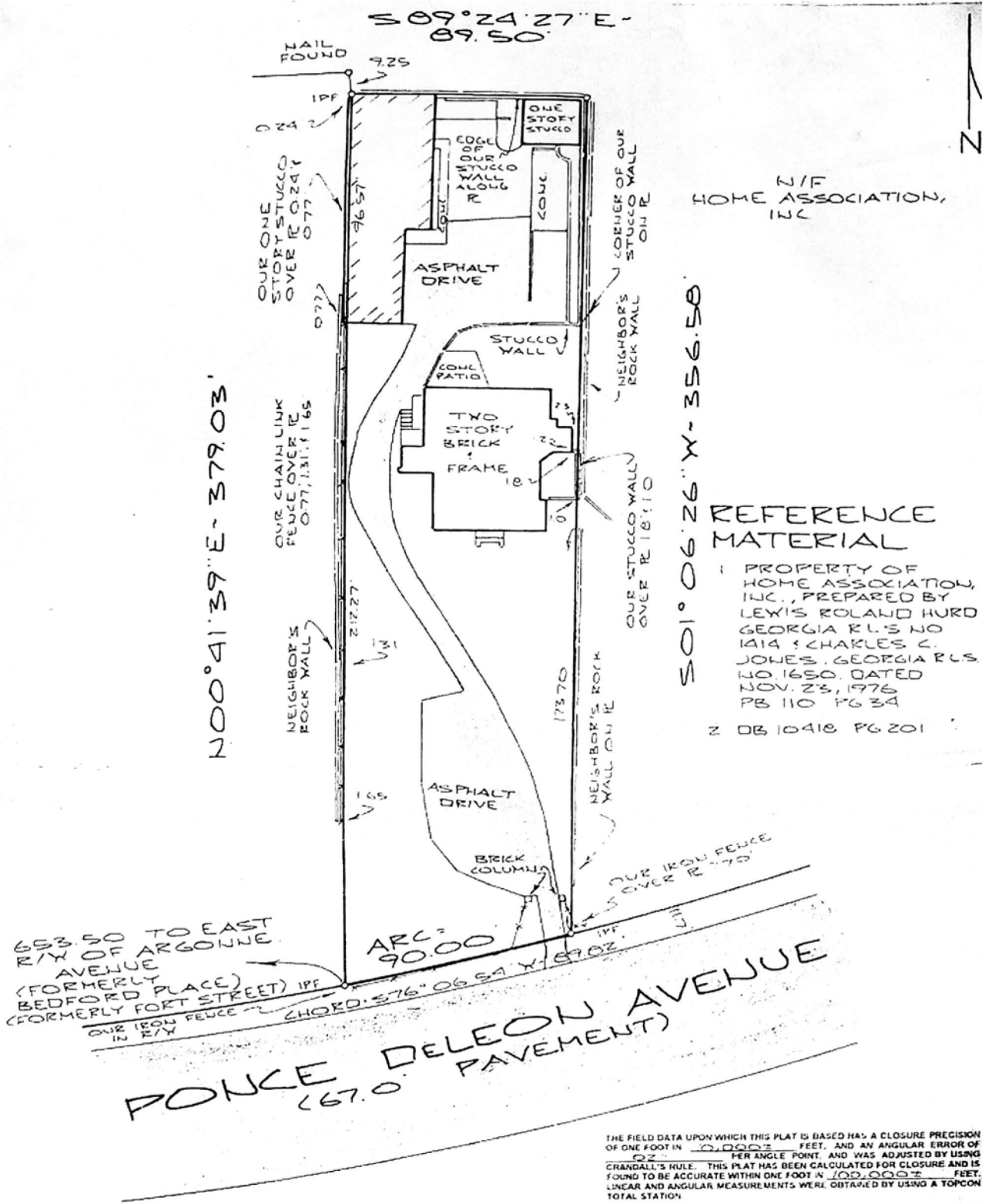
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368 Ponce De Leon Avenue Northeast

LAND SURVEY



REFERENCE MATERIAL

PROPERTY OF HOME ASSOCIATION, INC., PREPARED BY LEXIS ROLAND HURD GEORGIA R.L.S NO 1414 & CHARLES C. JONES, GEORGIA R.L.S NO 1680, DATED NOV. 23, 1976 PB 110 PG 34

Z DB 10418 PG 201

THE FIELD DATA UPON WHICH THIS PLAT IS BASED HAS A CLOSURE PRECISION OF ONE FOOT IN 10,000 FEET, AND AN ANGULAR ERROR OF 92 PER ANGLE POINT, AND WAS ADJUSTED BY USING CRANDALL'S RULE. THIS PLAT HAS BEEN CALCULATED FOR CLOSURE AND IS FOUND TO BE ACCURATE WITHIN ONE FOOT IN 100,000 FEET. LINEAR AND ANGULAR MEASUREMENTS WERE OBTAINED BY USING A TOPCON TOTAL STATION.

BEARINGS SHOWN WERE COMPUTED FROM ANGLES TURNED FROM A SINGLE MAGNETIC OBSERVATION.

PONCE DELEON AVENUE
(67.0' PAVEMENT)

CHORD 576.0654 X 189.02

ARC 90.00

McLUNG SURVEYING INC.

4136 West Atlanta Road
Smyrna, Georgia 30080

This property (is not) located in a Federal Flood Area as indicated by FIRM Official Flood Hazard Maps.

In my opinion this plat is a correct representation of the land platted.

Perry E. McClung
Perry E. McClung, Surveyor



368 PONCE DELEON AVENUE
ATLANTA, GA.

PROPERTY OF
FLOURNOY HOLMES

LAND LOT 48
DISTRICT 14TH SECTION
COUNTY FULTON
GEORGIA

DATE 3-9-98 SCALE 1" = 40'

PB PG
F.G.

LOCATION & HIGHLIGHTS

368 PONCE DE LEON AVENUE NORTHEAST



LOCATION INFORMATION

Building Name: 368 PONCE
Street Address: 368 Ponce de Leon Avenue
City, State, Zip: Atlanta, GA 30308
County: Fulton
Market: Midtown
Sub-market: Downtown
Cross Streets: Durant Place, NE
Signal Intersection: (at Durant Place)

LOCATION OVERVIEW

368 Ponce is located east of the Midtown Atlanta submarket, close to Poncey-Highlands and a short drive to Piedmont Park.



PROPERTY HIGHLIGHTS

- Large +/- 1.07 acre site
- Main house of +/-8,500 s.f.
- Rear building of +/-2,100 s.f.
- Architectural finishes from the 1900's
- Commercial zoning (C2 City of Atlanta) with potential density additions
- Suitable for Office, Residential, Restaurant, and Destination Events
- Self-contained, fenced property offering a high degree of Privacy
- Great for a Personal Residence, Film Industry use, Educational facility, Short-term lodging...
- Designated "Grove Park Apartments Landmark Building Site (LBS) with possible tax abatements and development rights.



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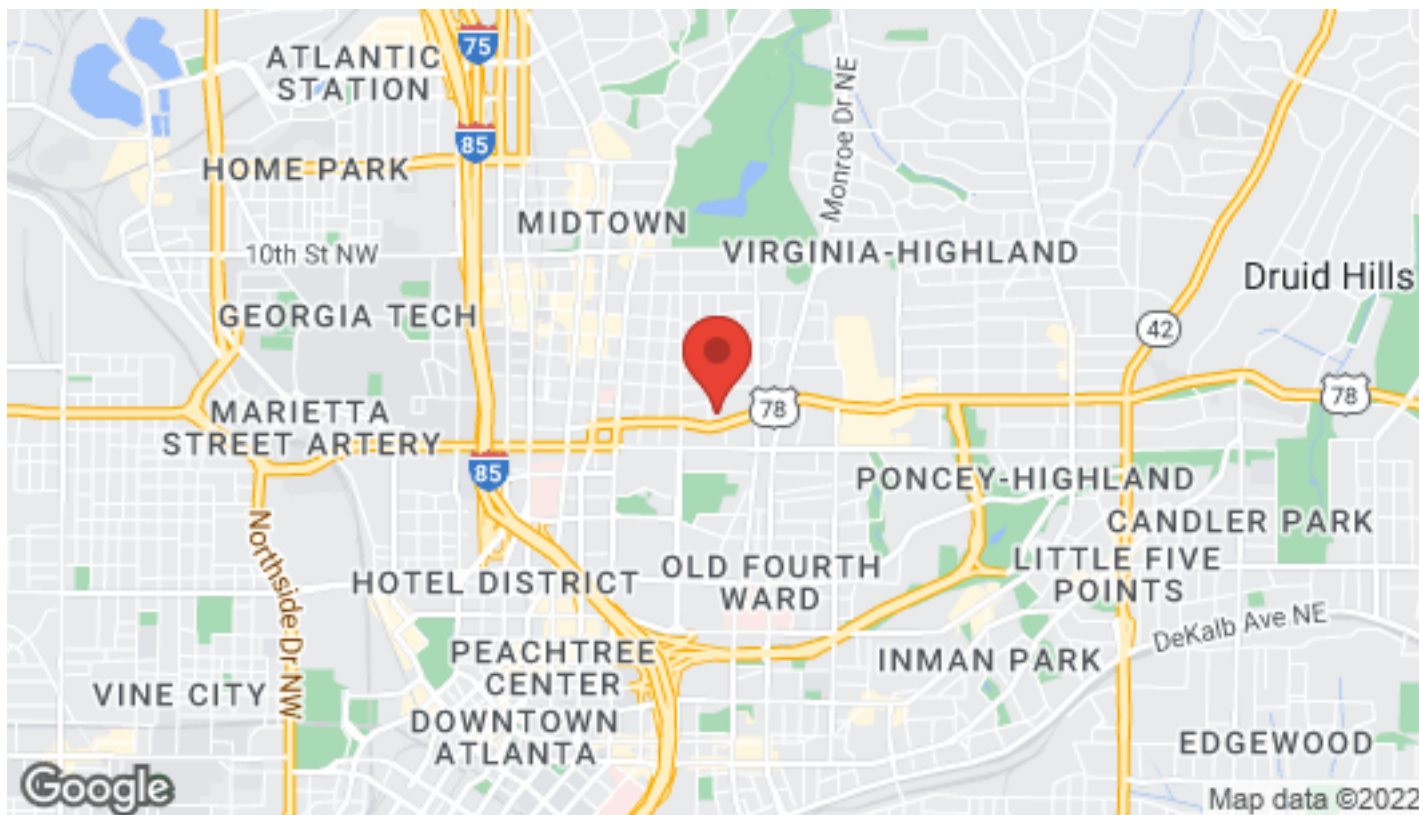
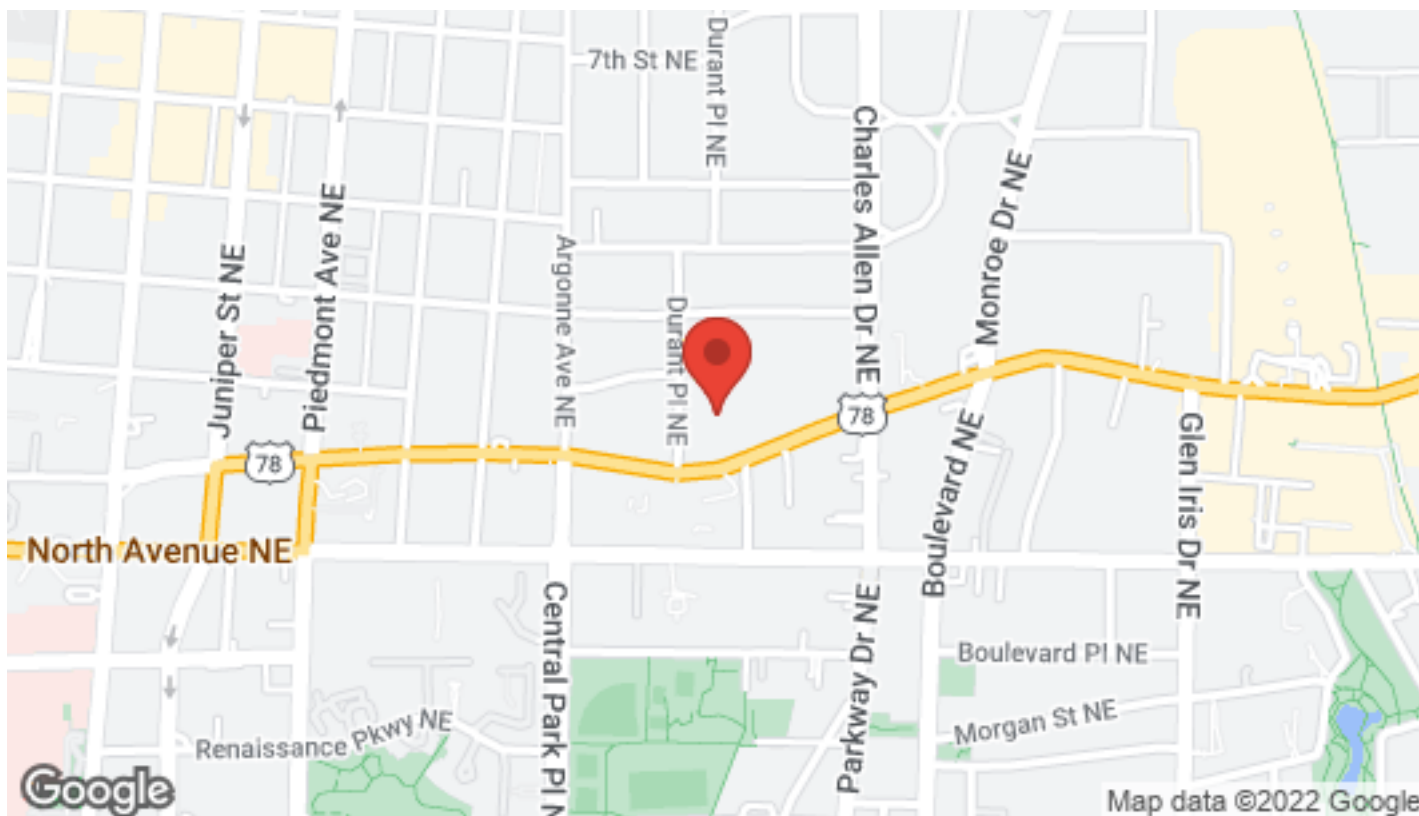
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LOCATION MAPS

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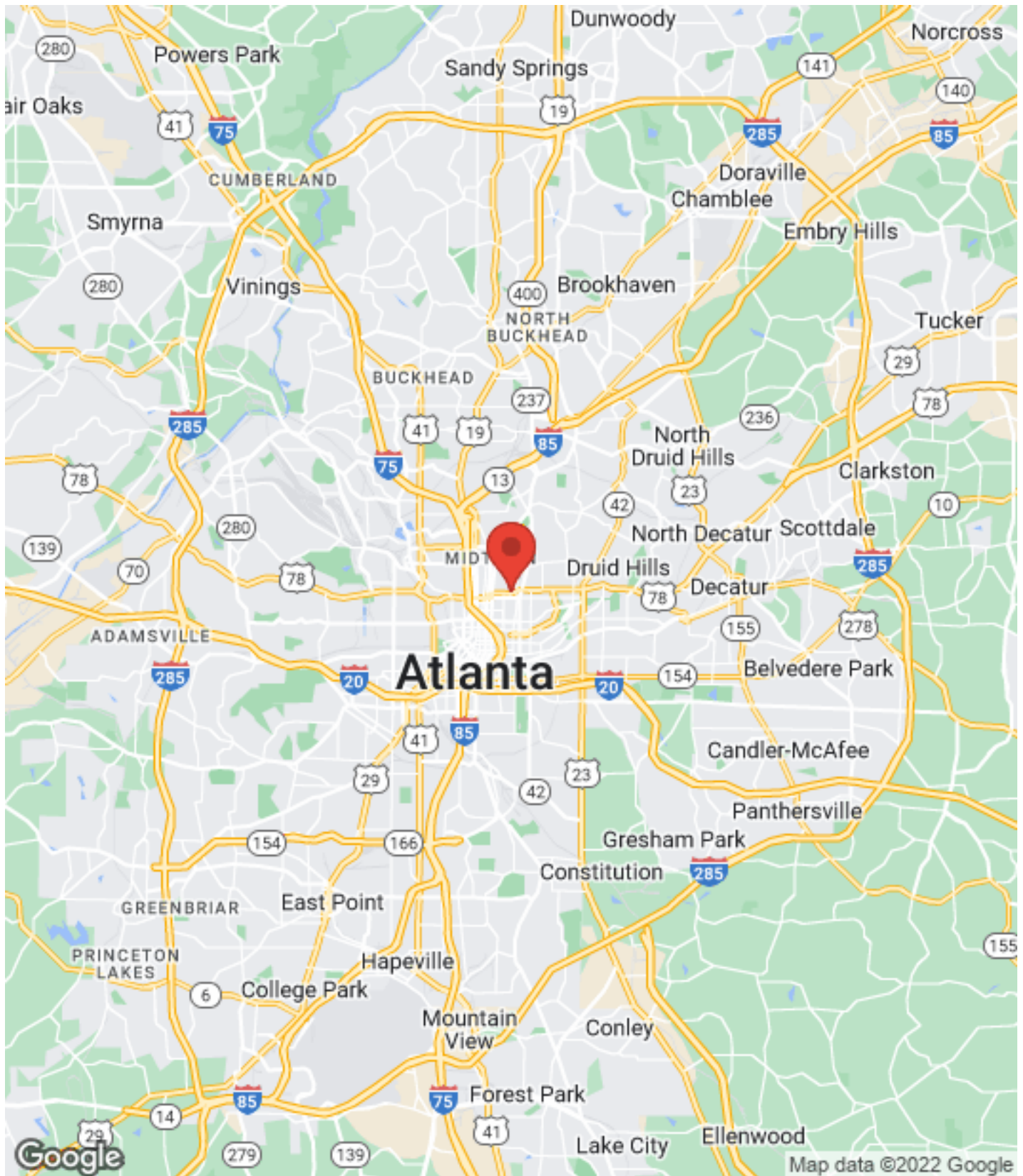
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REGIONAL MAP

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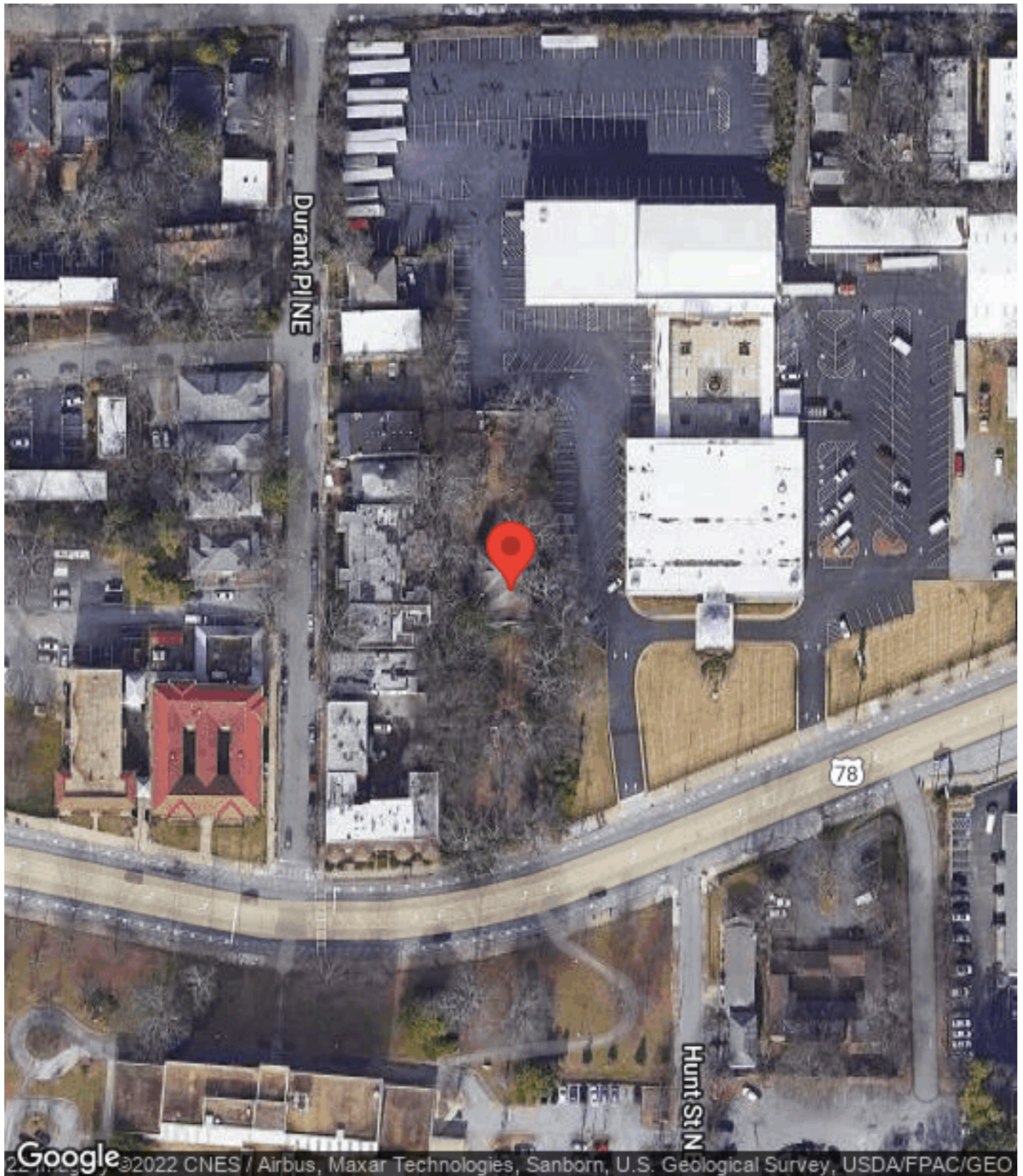
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AERIAL MAP

368 PONCE DE LEON AVENUE NORTHEAST



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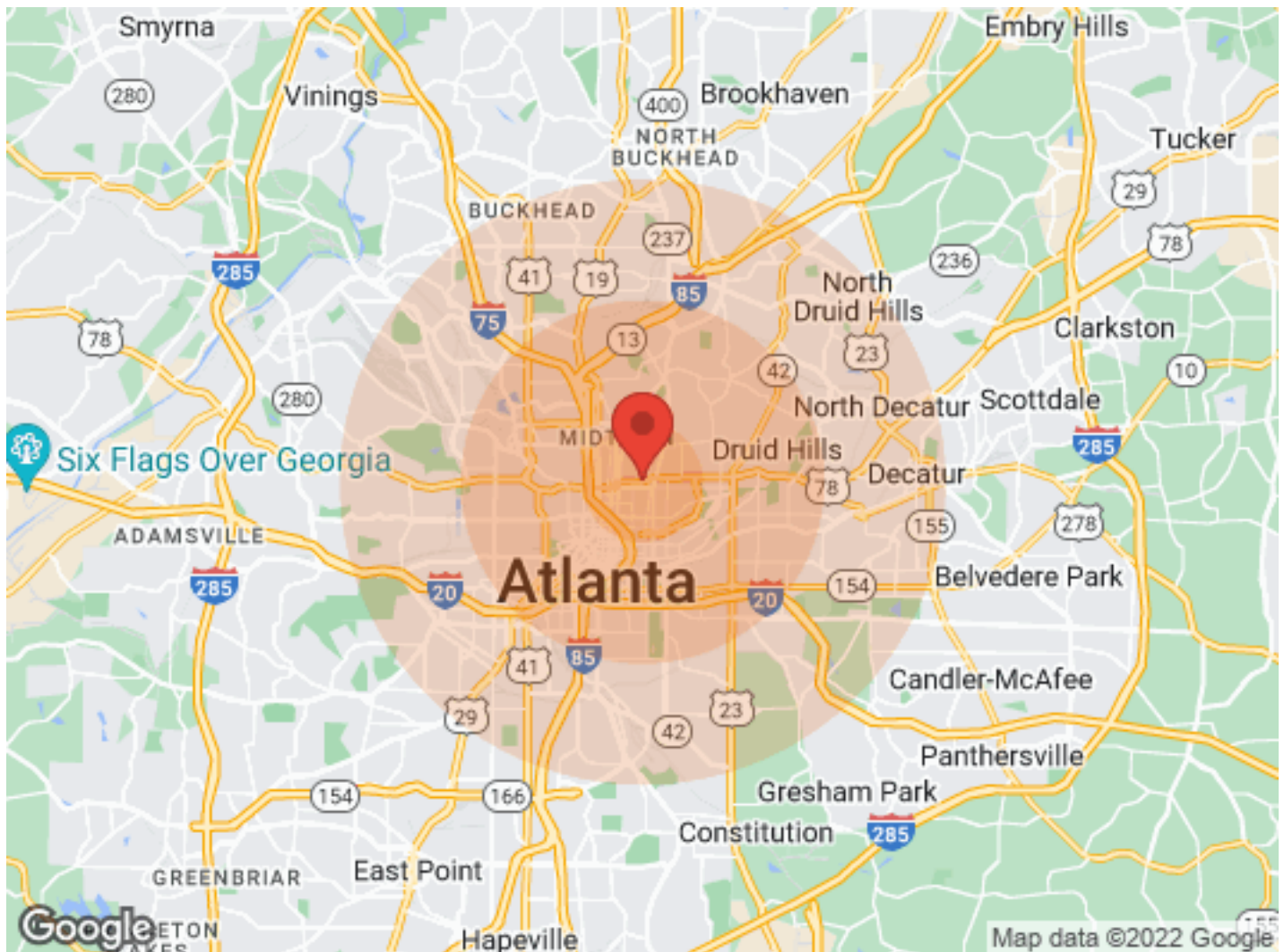
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DEMOGRAPHICS

368 PONCE DE LEON AVENUE NORTHEAST



| Population | 1 Mile | 3 Miles | 5 Miles |
|------------------|--------|---------|---------|
| Male | 18,683 | 86,741 | 181,181 |
| Female | 13,983 | 76,892 | 174,696 |
| Total Population | 32,666 | 163,633 | 355,877 |

| Age | 1 Mile | 3 Miles | 5 Miles |
|------------|--------|---------|---------|
| Ages 0-14 | 2,914 | 19,202 | 53,168 |
| Ages 15-24 | 1,488 | 11,988 | 32,080 |
| Ages 55-64 | 4,369 | 22,233 | 44,612 |
| Ages 65+ | 3,868 | 22,901 | 51,962 |

| Race | 1 Mile | 3 Miles | 5 Miles |
|--------------|--------|---------|---------|
| White | 19,697 | 91,271 | 179,248 |
| Black | 9,789 | 58,972 | 145,152 |
| Am In/AK Nat | 26 | 50 | 202 |
| Hawaiian | N/A | N/A | 2 |
| Hispanic | 1,447 | 6,342 | 22,419 |
| Multi-Racial | 2,338 | 9,764 | 31,356 |

| Income | 1 Mile | 3 Miles | 5 Miles |
|---------------------|----------|----------|----------|
| Median | \$59,686 | \$59,012 | \$50,217 |
| < \$15,000 | 3,121 | 12,078 | 29,734 |
| \$15,000-\$24,999 | 1,489 | 7,178 | 16,201 |
| \$25,000-\$34,999 | 1,699 | 7,104 | 15,112 |
| \$35,000-\$49,999 | 2,386 | 8,966 | 19,254 |
| \$50,000-\$74,999 | 3,029 | 12,421 | 25,702 |
| \$75,000-\$99,999 | 2,587 | 8,037 | 15,742 |
| \$10,000-\$149,999 | 2,548 | 9,294 | 18,431 |
| \$150,000-\$199,999 | 1,125 | 4,793 | 8,620 |
| > \$200,000 | 1,247 | 6,917 | 13,066 |

| Housing | 1 Mile | 3 Miles | 5 Miles |
|-----------------|--------|---------|---------|
| Total Units | 23,198 | 96,668 | 201,627 |
| Occupied | 19,480 | 79,854 | 167,301 |
| Owner Occupied | 7,522 | 32,660 | 73,805 |
| Renter Occupied | 11,958 | 47,194 | 93,496 |
| Vacant | 3,718 | 16,814 | 34,326 |

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Community Profile

368 Ponce de Leon Ave NE, Atlanta, Georgia, 30308
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.77309
Longitude: -84.37527

| | 1 mile | 3 miles | 5 miles |
|--------------------------------|-----------|-----------|-----------|
| Population Summary | | | |
| 2010 Total Population | 32,583 | 153,811 | 334,375 |
| 2020 Total Population | 45,518 | 196,023 | 399,485 |
| 2020 Group Quarters | 5,164 | 26,583 | 35,476 |
| 2022 Total Population | 47,093 | 202,819 | 414,238 |
| 2022 Group Quarters | 5,164 | 26,587 | 35,476 |
| 2027 Total Population | 49,272 | 211,774 | 431,157 |
| 2022-2027 Annual Rate | 0.91% | 0.87% | 0.80% |
| 2022 Total Daytime Population | 100,384 | 395,828 | 688,117 |
| Workers | 84,094 | 313,586 | 503,674 |
| Residents | 16,290 | 82,242 | 184,443 |
| Household Summary | | | |
| 2010 Households | 17,981 | 71,748 | 151,320 |
| 2010 Average Household Size | 1.50 | 1.79 | 1.99 |
| 2020 Total Households | 26,214 | 94,532 | 187,878 |
| 2020 Average Household Size | 1.54 | 1.79 | 1.94 |
| 2022 Total Households | 27,085 | 98,499 | 195,165 |
| 2022 Average Household Size | 1.55 | 1.79 | 1.94 |
| 2027 Total Households | 28,464 | 103,790 | 204,318 |
| 2027 Average Household Size | 1.55 | 1.78 | 1.94 |
| 2022-2027 Annual Rate | 1.00% | 1.05% | 0.92% |
| 2010 Families | 3,565 | 21,401 | 57,360 |
| 2010 Average Family Size | 2.47 | 2.79 | 2.97 |
| 2022 Families | 5,237 | 27,471 | 69,077 |
| 2022 Average Family Size | 2.63 | 2.88 | 2.99 |
| 2027 Families | 5,498 | 28,779 | 72,102 |
| 2027 Average Family Size | 2.62 | 2.87 | 2.98 |
| 2022-2027 Annual Rate | 0.98% | 0.93% | 0.86% |
| Housing Unit Summary | | | |
| 2000 Housing Units | 15,094 | 68,231 | 151,894 |
| Owner Occupied Housing Units | 25.4% | 31.8% | 37.4% |
| Renter Occupied Housing Units | 61.3% | 57.2% | 52.6% |
| Vacant Housing Units | 13.3% | 11.0% | 10.0% |
| 2010 Housing Units | 21,148 | 87,082 | 182,226 |
| Owner Occupied Housing Units | 32.6% | 33.4% | 36.8% |
| Renter Occupied Housing Units | 52.4% | 49.0% | 46.3% |
| Vacant Housing Units | 15.0% | 17.6% | 17.0% |
| 2020 Housing Units | 29,542 | 106,950 | 211,454 |
| Vacant Housing Units | 11.3% | 11.6% | 11.1% |
| 2022 Housing Units | 30,448 | 112,647 | 220,818 |
| Owner Occupied Housing Units | 35.0% | 37.5% | 40.4% |
| Renter Occupied Housing Units | 53.9% | 50.0% | 48.0% |
| Vacant Housing Units | 11.0% | 12.6% | 11.6% |
| 2027 Housing Units | 32,326 | 119,720 | 233,366 |
| Owner Occupied Housing Units | 34.4% | 36.4% | 39.5% |
| Renter Occupied Housing Units | 53.6% | 50.2% | 48.1% |
| Vacant Housing Units | 11.9% | 13.3% | 12.4% |
| Median Household Income | | | |
| 2022 | \$106,882 | \$98,591 | \$88,311 |
| 2027 | \$123,321 | \$116,260 | \$108,070 |
| Median Home Value | | | |
| 2022 | \$459,035 | \$491,638 | \$454,682 |
| 2027 | \$551,423 | \$558,321 | \$509,217 |
| Per Capita Income | | | |
| 2022 | \$84,896 | \$70,377 | \$64,462 |
| 2027 | \$100,560 | \$83,560 | \$76,553 |
| Median Age | | | |
| 2010 | 31.2 | 30.9 | 32.3 |
| 2022 | 33.2 | 32.8 | 34.2 |
| 2027 | 33.6 | 33.1 | 34.5 |

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

368 Ponce de Leon Ave NE, Atlanta, Georgia, 30308
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.77309
 Longitude: -84.37527

| | 1 mile | 3 miles | 5 miles |
|---|-----------|-----------|-----------|
| 2022 Households by Income | | | |
| Household Income Base | 27,085 | 98,491 | 195,154 |
| <\$15,000 | 7.2% | 9.4% | 10.2% |
| \$15,000 - \$24,999 | 3.3% | 4.8% | 5.9% |
| \$25,000 - \$34,999 | 3.8% | 4.4% | 5.5% |
| \$35,000 - \$49,999 | 5.6% | 7.6% | 8.4% |
| \$50,000 - \$74,999 | 13.0% | 12.5% | 13.2% |
| \$75,000 - \$99,999 | 12.5% | 11.9% | 11.4% |
| \$100,000 - \$149,999 | 22.6% | 18.5% | 16.7% |
| \$150,000 - \$199,999 | 12.1% | 11.4% | 10.4% |
| \$200,000+ | 19.9% | 19.6% | 18.3% |
| Average Household Income | \$148,043 | \$143,213 | \$135,872 |
| 2027 Households by Income | | | |
| Household Income Base | 28,464 | 103,782 | 204,307 |
| <\$15,000 | 4.1% | 6.0% | 7.0% |
| \$15,000 - \$24,999 | 1.8% | 3.3% | 4.2% |
| \$25,000 - \$34,999 | 2.5% | 3.0% | 3.8% |
| \$35,000 - \$49,999 | 3.4% | 4.9% | 5.9% |
| \$50,000 - \$74,999 | 10.8% | 11.7% | 12.7% |
| \$75,000 - \$99,999 | 12.9% | 12.3% | 12.2% |
| \$100,000 - \$149,999 | 25.0% | 20.8% | 19.0% |
| \$150,000 - \$199,999 | 15.8% | 15.0% | 13.7% |
| \$200,000+ | 23.6% | 22.9% | 21.6% |
| Average Household Income | \$174,601 | \$168,942 | \$160,750 |
| 2022 Owner Occupied Housing Units by Value | | | |
| Total | 10,665 | 42,174 | 89,118 |
| <\$50,000 | 0.5% | 0.6% | 1.7% |
| \$50,000 - \$99,999 | 0.4% | 1.5% | 3.1% |
| \$100,000 - \$149,999 | 2.1% | 1.9% | 2.9% |
| \$150,000 - \$199,999 | 4.2% | 3.2% | 4.0% |
| \$200,000 - \$249,999 | 9.0% | 7.0% | 7.2% |
| \$250,000 - \$299,999 | 6.9% | 4.9% | 5.6% |
| \$300,000 - \$399,999 | 17.5% | 15.7% | 16.8% |
| \$400,000 - \$499,999 | 16.0% | 16.6% | 16.0% |
| \$500,000 - \$749,999 | 28.0% | 30.1% | 25.8% |
| \$750,000 - \$999,999 | 11.4% | 12.0% | 10.5% |
| \$1,000,000 - \$1,499,999 | 3.0% | 4.9% | 4.5% |
| \$1,500,000 - \$1,999,999 | 0.5% | 0.8% | 0.9% |
| \$2,000,000 + | 0.6% | 0.8% | 1.1% |
| Average Home Value | \$516,291 | \$554,532 | \$524,965 |
| 2027 Owner Occupied Housing Units by Value | | | |
| Total | 11,133 | 43,604 | 92,124 |
| <\$50,000 | 0.0% | 0.1% | 0.7% |
| \$50,000 - \$99,999 | 0.0% | 0.2% | 0.8% |
| \$100,000 - \$149,999 | 0.1% | 0.4% | 1.1% |
| \$150,000 - \$199,999 | 0.8% | 1.4% | 2.4% |
| \$200,000 - \$249,999 | 4.6% | 3.8% | 4.9% |
| \$250,000 - \$299,999 | 4.0% | 3.0% | 4.2% |
| \$300,000 - \$399,999 | 15.9% | 14.5% | 16.9% |
| \$400,000 - \$499,999 | 17.0% | 17.9% | 17.7% |
| \$500,000 - \$749,999 | 36.4% | 36.8% | 31.1% |
| \$750,000 - \$999,999 | 16.2% | 15.1% | 13.0% |
| \$1,000,000 - \$1,499,999 | 3.8% | 5.4% | 5.0% |
| \$1,500,000 - \$1,999,999 | 0.4% | 0.6% | 0.9% |
| \$2,000,000 + | 0.6% | 0.7% | 1.1% |
| Average Home Value | \$593,360 | \$607,584 | \$580,642 |

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

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 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.77309
 Longitude: -84.37527

| | 1 mile | 3 miles | 5 miles |
|-------------------------------|--------|---------|---------|
| 2010 Population by Age | | | |
| Total | 32,580 | 153,814 | 334,372 |
| 0 - 4 | 3.1% | 4.4% | 5.8% |
| 5 - 9 | 1.7% | 3.3% | 4.6% |
| 10 - 14 | 1.2% | 2.6% | 3.7% |
| 15 - 24 | 24.7% | 24.3% | 19.4% |
| 25 - 34 | 28.5% | 24.3% | 21.9% |
| 35 - 44 | 17.1% | 16.0% | 15.5% |
| 45 - 54 | 11.2% | 11.6% | 11.9% |
| 55 - 64 | 7.7% | 8.0% | 8.8% |
| 65 - 74 | 3.1% | 3.3% | 4.6% |
| 75 - 84 | 1.2% | 1.5% | 2.5% |
| 85 + | 0.5% | 0.7% | 1.3% |
| 18 + | 93.2% | 88.2% | 83.8% |
| 2022 Population by Age | | | |
| Total | 47,093 | 202,820 | 414,238 |
| 0 - 4 | 3.2% | 3.9% | 4.9% |
| 5 - 9 | 2.4% | 3.3% | 4.5% |
| 10 - 14 | 1.8% | 2.8% | 4.0% |
| 15 - 24 | 18.6% | 20.5% | 16.9% |
| 25 - 34 | 29.0% | 24.8% | 21.6% |
| 35 - 44 | 17.5% | 15.9% | 15.6% |
| 45 - 54 | 10.8% | 10.8% | 11.2% |
| 55 - 64 | 8.1% | 8.7% | 9.7% |
| 65 - 74 | 5.5% | 5.8% | 7.0% |
| 75 - 84 | 2.2% | 2.5% | 3.4% |
| 85 + | 0.8% | 1.0% | 1.5% |
| 18 + | 91.4% | 88.2% | 84.4% |
| 2027 Population by Age | | | |
| Total | 49,271 | 211,773 | 431,156 |
| 0 - 4 | 3.3% | 4.0% | 4.9% |
| 5 - 9 | 2.2% | 3.2% | 4.3% |
| 10 - 14 | 1.7% | 2.7% | 3.8% |
| 15 - 24 | 19.4% | 20.9% | 17.4% |
| 25 - 34 | 26.9% | 23.5% | 20.5% |
| 35 - 44 | 17.8% | 16.3% | 15.6% |
| 45 - 54 | 11.0% | 10.7% | 11.3% |
| 55 - 64 | 8.0% | 8.4% | 9.3% |
| 65 - 74 | 6.0% | 6.1% | 7.3% |
| 75 - 84 | 2.8% | 3.1% | 4.1% |
| 85 + | 0.9% | 1.0% | 1.5% |
| 18 + | 91.7% | 88.4% | 84.7% |
| 2010 Population by Sex | | | |
| Males | 18,941 | 83,498 | 171,186 |
| Females | 13,642 | 70,313 | 163,189 |
| 2022 Population by Sex | | | |
| Males | 25,069 | 106,450 | 210,021 |
| Females | 22,024 | 96,369 | 204,217 |
| 2027 Population by Sex | | | |
| Males | 25,965 | 110,546 | 217,775 |
| Females | 23,307 | 101,228 | 213,382 |

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

368 Ponce de Leon Ave NE, Atlanta, Georgia, 30308
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.77309
Longitude: -84.37527

| | 1 mile | 3 miles | 5 miles |
|---|--------|---------|---------|
| 2010 Population by Race/Ethnicity | | | |
| Total | 32,584 | 153,812 | 334,375 |
| White Alone | 59.7% | 54.1% | 49.7% |
| Black Alone | 28.3% | 36.1% | 40.5% |
| American Indian Alone | 0.3% | 0.2% | 0.2% |
| Asian Alone | 7.4% | 5.6% | 4.8% |
| Pacific Islander Alone | 0.0% | 0.0% | 0.0% |
| Some Other Race Alone | 1.4% | 1.3% | 2.3% |
| Two or More Races | 2.9% | 2.6% | 2.3% |
| Hispanic Origin | 4.7% | 4.5% | 5.8% |
| Diversity Index | 59.7 | 60.9 | 63.1 |
| 2020 Population by Race/Ethnicity | | | |
| Total | 45,518 | 196,023 | 399,485 |
| White Alone | 60.4% | 53.3% | 49.8% |
| Black Alone | 20.7% | 30.5% | 34.6% |
| American Indian Alone | 0.2% | 0.2% | 0.3% |
| Asian Alone | 8.8% | 6.7% | 6.0% |
| Pacific Islander Alone | 0.0% | 0.1% | 0.1% |
| Some Other Race Alone | 2.2% | 2.1% | 2.5% |
| Two or More Races | 7.6% | 7.0% | 6.8% |
| Hispanic Origin | 6.9% | 6.6% | 6.8% |
| Diversity Index | 63.3 | 66.0 | 67.1 |
| 2022 Population by Race/Ethnicity | | | |
| Total | 47,094 | 202,820 | 414,239 |
| White Alone | 59.6% | 52.8% | 49.2% |
| Black Alone | 21.0% | 30.6% | 34.6% |
| American Indian Alone | 0.2% | 0.2% | 0.3% |
| Asian Alone | 9.0% | 6.9% | 6.2% |
| Pacific Islander Alone | 0.0% | 0.1% | 0.0% |
| Some Other Race Alone | 2.2% | 2.1% | 2.6% |
| Two or More Races | 7.9% | 7.3% | 7.1% |
| Hispanic Origin | 6.9% | 6.6% | 6.8% |
| Diversity Index | 63.9 | 66.5 | 67.6 |
| 2027 Population by Race/Ethnicity | | | |
| Total | 49,272 | 211,775 | 431,158 |
| White Alone | 58.4% | 51.7% | 48.2% |
| Black Alone | 20.7% | 30.4% | 34.5% |
| American Indian Alone | 0.2% | 0.2% | 0.3% |
| Asian Alone | 9.8% | 7.5% | 6.6% |
| Pacific Islander Alone | 0.0% | 0.1% | 0.0% |
| Some Other Race Alone | 2.3% | 2.2% | 2.7% |
| Two or More Races | 8.4% | 7.9% | 7.6% |
| Hispanic Origin | 6.8% | 6.5% | 6.8% |
| Diversity Index | 64.9 | 67.3 | 68.3 |
| 2010 Population by Relationship and Household Type | | | |
| Total | 32,584 | 153,811 | 334,375 |
| In Households | 82.7% | 83.7% | 90.0% |
| In Family Households | 28.0% | 40.3% | 52.8% |
| Householder | 10.8% | 14.0% | 17.1% |
| Spouse | 6.7% | 8.9% | 10.3% |
| Child | 7.8% | 13.6% | 19.9% |
| Other relative | 1.7% | 2.4% | 3.7% |
| Nonrelative | 0.9% | 1.4% | 1.9% |
| In Nonfamily Households | 54.7% | 43.5% | 37.1% |
| In Group Quarters | 17.3% | 16.3% | 10.0% |
| Institutionalized Population | 1.4% | 2.3% | 2.0% |
| Noninstitutionalized Population | 15.9% | 14.0% | 8.0% |

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

368 Ponce de Leon Ave NE, Atlanta, Georgia, 30308
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.77309
 Longitude: -84.37527

| | 1 mile | 3 miles | 5 miles |
|--|--------|---------|---------|
| 2022 Population 25+ by Educational Attainment | | | |
| Total | 34,865 | 140,892 | 289,038 |
| Less than 9th Grade | 0.9% | 1.0% | 1.5% |
| 9th - 12th Grade, No Diploma | 2.2% | 3.3% | 4.1% |
| High School Graduate | 5.5% | 9.2% | 11.4% |
| GED/Alternative Credential | 0.7% | 1.9% | 2.1% |
| Some College, No Degree | 8.0% | 10.2% | 11.3% |
| Associate Degree | 4.6% | 4.5% | 4.6% |
| Bachelor's Degree | 40.7% | 36.6% | 35.2% |
| Graduate/Professional Degree | 37.3% | 33.2% | 29.9% |
| 2022 Population 15+ by Marital Status | | | |
| Total | 43,614 | 182,416 | 358,955 |
| Never Married | 61.9% | 60.4% | 55.6% |
| Married | 26.8% | 28.3% | 31.0% |
| Widowed | 1.9% | 2.6% | 4.1% |
| Divorced | 9.5% | 8.6% | 9.3% |
| 2022 Civilian Population 16+ in Labor Force | | | |
| Civilian Population 16+ | 31,853 | 121,635 | 234,161 |
| Population 16+ Employed | 97.7% | 96.7% | 96.6% |
| Population 16+ Unemployment rate | 2.3% | 3.3% | 3.4% |
| Population 16-24 Employed | 12.7% | 14.3% | 13.0% |
| Population 16-24 Unemployment rate | 5.9% | 5.6% | 7.0% |
| Population 25-54 Employed | 75.4% | 72.3% | 71.9% |
| Population 25-54 Unemployment rate | 1.7% | 2.7% | 2.7% |
| Population 55-64 Employed | 8.2% | 9.3% | 10.8% |
| Population 55-64 Unemployment rate | 2.1% | 4.4% | 3.9% |
| Population 65+ Employed | 3.7% | 4.0% | 4.3% |
| Population 65+ Unemployment rate | 0.7% | 2.4% | 3.3% |
| 2022 Employed Population 16+ by Industry | | | |
| Total | 31,125 | 117,671 | 226,105 |
| Agriculture/Mining | 0.1% | 0.1% | 0.1% |
| Construction | 1.5% | 2.1% | 2.8% |
| Manufacturing | 4.3% | 4.1% | 4.6% |
| Wholesale Trade | 2.3% | 2.1% | 2.2% |
| Retail Trade | 7.9% | 7.9% | 7.9% |
| Transportation/Utilities | 5.4% | 5.5% | 5.5% |
| Information | 4.2% | 4.4% | 4.1% |
| Finance/Insurance/Real Estate | 7.9% | 8.4% | 8.9% |
| Services | 62.7% | 61.8% | 60.0% |
| Public Administration | 3.6% | 3.7% | 3.8% |
| 2022 Employed Population 16+ by Occupation | | | |
| Total | 31,125 | 117,673 | 226,106 |
| White Collar | 87.8% | 84.0% | 81.3% |
| Management/Business/Financial | 33.1% | 29.1% | 28.1% |
| Professional | 38.2% | 38.1% | 36.1% |
| Sales | 8.7% | 8.8% | 9.1% |
| Administrative Support | 7.7% | 8.0% | 8.0% |
| Services | 6.5% | 9.1% | 10.1% |
| Blue Collar | 5.8% | 6.9% | 8.6% |
| Farming/Forestry/Fishing | 0.0% | 0.0% | 0.0% |
| Construction/Extraction | 0.8% | 1.0% | 1.5% |
| Installation/Maintenance/Repair | 0.6% | 0.8% | 0.9% |
| Production | 1.6% | 1.5% | 1.8% |
| Transportation/Material Moving | 2.8% | 3.5% | 4.3% |

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 29, 2022



Community Profile

368 Ponce de Leon Ave NE, Atlanta, Georgia, 30308
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.77309
Longitude: -84.37527

| | 1 mile | 3 miles | 5 miles |
|--|--------|---------|---------|
| 2010 Households by Type | | | |
| Total | 17,980 | 71,748 | 151,311 |
| Households with 1 Person | 63.1% | 52.5% | 46.7% |
| Households with 2+ People | 36.9% | 47.5% | 53.3% |
| Family Households | 19.8% | 29.8% | 37.9% |
| Husband-wife Families | 12.3% | 18.9% | 22.7% |
| With Related Children | 3.1% | 7.4% | 9.6% |
| Other Family (No Spouse Present) | 7.5% | 10.9% | 15.2% |
| Other Family with Male Householder | 1.9% | 2.6% | 3.3% |
| With Related Children | 0.7% | 1.1% | 1.4% |
| Other Family with Female Householder | 5.6% | 8.3% | 11.9% |
| With Related Children | 3.9% | 5.5% | 7.8% |
| Nonfamily Households | 17.1% | 17.7% | 15.4% |
| All Households with Children | 7.8% | 14.3% | 19.1% |
| Multigenerational Households | 0.4% | 1.1% | 2.3% |
| Unmarried Partner Households | 9.3% | 9.1% | 8.3% |
| Male-female | 5.5% | 5.9% | 5.6% |
| Same-sex | 3.8% | 3.2% | 2.7% |
| 2010 Households by Size | | | |
| Total | 17,983 | 71,747 | 151,319 |
| 1 Person Household | 63.1% | 52.5% | 46.7% |
| 2 Person Household | 28.1% | 30.0% | 30.1% |
| 3 Person Household | 5.5% | 9.1% | 11.0% |
| 4 Person Household | 2.2% | 5.4% | 7.0% |
| 5 Person Household | 0.7% | 1.9% | 2.9% |
| 6 Person Household | 0.3% | 0.7% | 1.2% |
| 7 + Person Household | 0.2% | 0.5% | 1.1% |
| 2010 Households by Tenure and Mortgage Status | | | |
| Total | 17,979 | 71,754 | 151,316 |
| Owner Occupied | 38.3% | 40.5% | 44.3% |
| Owned with a Mortgage/Loan | 34.6% | 34.9% | 35.9% |
| Owned Free and Clear | 3.7% | 5.7% | 8.4% |
| Renter Occupied | 61.7% | 59.5% | 55.7% |
| 2022 Affordability, Mortgage and Wealth | | | |
| Housing Affordability Index | 104 | 90 | 87 |
| Percent of Income for Mortgage | 22.6% | 26.3% | 27.1% |
| Wealth Index | 104 | 111 | 110 |
| 2010 Housing Units By Urban/ Rural Status | | | |
| Total Housing Units | 21,148 | 87,082 | 182,226 |
| Housing Units Inside Urbanized Area | 100.0% | 100.0% | 100.0% |
| Housing Units Inside Urbanized Cluster | 0.0% | 0.0% | 0.0% |
| Rural Housing Units | 0.0% | 0.0% | 0.0% |
| 2010 Population By Urban/ Rural Status | | | |
| Total Population | 32,583 | 153,811 | 334,375 |
| Population Inside Urbanized Area | 100.0% | 100.0% | 100.0% |
| Population Inside Urbanized Cluster | 0.0% | 0.0% | 0.0% |
| Rural Population | 0.0% | 0.0% | 0.0% |

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

368 Ponce de Leon Ave NE, Atlanta, Georgia, 30308
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.77309
Longitude: -84.37527

| | 1 mile | 3 miles | 5 miles |
|---|----------------------|-------------------------|--------------------|
| Top 3 Tapestry Segments | | | |
| 1. | Metro Renters (3B) | Metro Renters (3B) | Metro Renters (3B) |
| 2. | Emerald City (8B) | Emerald City (8B) | Emerald City (8B) |
| 3. | Set to Impress (11D) | Laptops and Lattes (3A) | Urban Chic (2A) |
| 2022 Consumer Spending | | | |
| Apparel & Services: Total \$ | \$99,753,780 | \$346,835,248 | \$644,595,989 |
| Average Spent | \$3,682.99 | \$3,521.21 | \$3,302.83 |
| Spending Potential Index | 153 | 146 | 137 |
| Education: Total \$ | \$82,022,095 | \$292,104,006 | \$536,979,278 |
| Average Spent | \$3,028.32 | \$2,965.55 | \$2,751.41 |
| Spending Potential Index | 154 | 151 | 140 |
| Entertainment/Recreation: Total \$ | \$133,618,327 | \$472,201,176 | \$896,496,096 |
| Average Spent | \$4,933.30 | \$4,793.97 | \$4,593.53 |
| Spending Potential Index | 134 | 131 | 125 |
| Food at Home: Total \$ | \$237,520,343 | \$833,692,555 | \$1,572,653,909 |
| Average Spent | \$8,769.44 | \$8,463.97 | \$8,058.07 |
| Spending Potential Index | 142 | 137 | 130 |
| Food Away from Home: Total \$ | \$180,064,562 | \$623,909,676 | \$1,154,088,652 |
| Average Spent | \$6,648.13 | \$6,334.17 | \$5,913.40 |
| Spending Potential Index | 154 | 147 | 137 |
| Health Care: Total \$ | \$235,896,613 | \$841,887,742 | \$1,640,011,306 |
| Average Spent | \$8,709.49 | \$8,547.17 | \$8,403.20 |
| Spending Potential Index | 123 | 121 | 119 |
| HH Furnishings & Equipment: Total \$ | \$93,234,332 | \$329,117,022 | \$625,528,219 |
| Average Spent | \$3,442.29 | \$3,341.32 | \$3,205.12 |
| Spending Potential Index | 134 | 130 | 125 |
| Personal Care Products & Services: Total \$ | \$39,932,878 | \$139,807,049 | \$262,968,376 |
| Average Spent | \$1,474.35 | \$1,419.38 | \$1,347.42 |
| Spending Potential Index | 145 | 139 | 132 |
| Shelter: Total \$ | \$941,490,690 | \$3,294,626,025 | \$6,105,385,706 |
| Average Spent | \$34,760.59 | \$33,448.32 | \$31,283.20 |
| Spending Potential Index | 152 | 146 | 137 |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ | \$85,146,348 | \$308,138,555 | \$600,454,853 |
| Average Spent | \$3,143.67 | \$3,128.34 | \$3,076.65 |
| Spending Potential Index | 116 | 115 | 113 |
| Travel: Total \$ | \$103,702,435 | \$367,701,225 | \$696,091,642 |
| Average Spent | \$3,828.78 | \$3,733.05 | \$3,566.68 |
| Spending Potential Index | 133 | 130 | 124 |
| Vehicle Maintenance & Repairs: Total \$ | \$46,151,636 | \$162,400,834 | \$310,129,476 |
| Average Spent | \$1,703.96 | \$1,648.76 | \$1,589.06 |
| Spending Potential Index | 135 | 131 | 126 |

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Business Summary

368 Ponce de Leon Ave NE, Atlanta, Georgia, 30308
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.77309
Longitude: -84.37527

| Data for all businesses in area | 1 mile | | 3 miles | | 5 miles | | | | | | | |
|---|-------------------|---------------|------------------|---------------|-------------------|---------------|------------------|---------------|-------------------|---------------|------------------|---------------|
| Total Businesses: | 2,878 | | 14,196 | | 23,282 | | | | | | | |
| Total Employees: | 65,922 | | 354,436 | | 590,555 | | | | | | | |
| Total Residential Population: | 47,093 | | 202,819 | | 414,238 | | | | | | | |
| Employee/Residential Population Ratio (per 100 Residents) | 140 | | 175 | | 143 | | | | | | | |
| by SIC Codes | Businesses | | Employees | | Businesses | | Employees | | Businesses | | Employees | |
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| Agriculture & Mining | 22 | 0.8% | 128 | 0.2% | 106 | 0.7% | 1,137 | 0.3% | 204 | 0.9% | 1,883 | 0.3% |
| Construction | 60 | 2.1% | 345 | 0.5% | 375 | 2.6% | 4,474 | 1.3% | 653 | 2.8% | 7,303 | 1.2% |
| Manufacturing | 44 | 1.5% | 3,025 | 4.6% | 284 | 2.0% | 16,515 | 4.7% | 475 | 2.0% | 20,093 | 3.4% |
| Transportation | 46 | 1.6% | 440 | 0.7% | 232 | 1.6% | 88,229 | 24.9% | 412 | 1.8% | 90,692 | 15.4% |
| Communication | 28 | 1.0% | 239 | 0.4% | 174 | 1.2% | 8,275 | 2.3% | 246 | 1.1% | 9,433 | 1.6% |
| Utility | 11 | 0.4% | 5,432 | 8.2% | 30 | 0.2% | 7,144 | 2.0% | 39 | 0.2% | 7,223 | 1.2% |
| Wholesale Trade | 57 | 2.0% | 749 | 1.1% | 276 | 1.9% | 2,638 | 0.7% | 482 | 2.1% | 5,106 | 0.9% |
| Retail Trade Summary | 515 | 17.9% | 7,662 | 11.6% | 2,545 | 17.9% | 32,097 | 9.1% | 4,421 | 19.0% | 53,522 | 9.1% |
| Home Improvement | 15 | 0.5% | 286 | 0.4% | 71 | 0.5% | 1,043 | 0.3% | 146 | 0.6% | 1,913 | 0.3% |
| General Merchandise Stores | 12 | 0.4% | 66 | 0.1% | 59 | 0.4% | 1,218 | 0.3% | 123 | 0.5% | 2,481 | 0.4% |
| Food Stores | 44 | 1.5% | 1,206 | 1.8% | 221 | 1.6% | 3,525 | 1.0% | 407 | 1.7% | 7,125 | 1.2% |
| Auto Dealers, Gas Stations, Auto Aftermarket | 9 | 0.3% | 34 | 0.1% | 106 | 0.7% | 621 | 0.2% | 220 | 0.9% | 1,486 | 0.3% |
| Apparel & Accessory Stores | 42 | 1.5% | 264 | 0.4% | 209 | 1.5% | 1,251 | 0.4% | 390 | 1.7% | 2,367 | 0.4% |
| Furniture & Home Furnishings | 18 | 0.6% | 295 | 0.4% | 144 | 1.0% | 2,065 | 0.6% | 315 | 1.4% | 3,371 | 0.6% |
| Eating & Drinking Places | 275 | 9.6% | 4,826 | 7.3% | 1,197 | 8.4% | 19,132 | 5.4% | 1,839 | 7.9% | 28,527 | 4.8% |
| Miscellaneous Retail | 100 | 3.5% | 683 | 1.0% | 539 | 3.8% | 3,241 | 0.9% | 980 | 4.2% | 6,253 | 1.1% |
| Finance, Insurance, Real Estate Summary | 345 | 12.0% | 5,600 | 8.5% | 1,536 | 10.8% | 18,743 | 5.3% | 2,491 | 10.7% | 27,385 | 4.6% |
| Banks, Savings & Lending Institutions | 52 | 1.8% | 2,806 | 4.3% | 229 | 1.6% | 6,293 | 1.8% | 373 | 1.6% | 7,179 | 1.2% |
| Securities Brokers | 48 | 1.7% | 400 | 0.6% | 210 | 1.5% | 3,355 | 0.9% | 330 | 1.4% | 4,421 | 0.7% |
| Insurance Carriers & Agents | 31 | 1.1% | 246 | 0.4% | 136 | 1.0% | 855 | 0.2% | 229 | 1.0% | 1,676 | 0.3% |
| Real Estate, Holding, Other Investment Offices | 214 | 7.4% | 2,149 | 3.3% | 961 | 6.8% | 8,240 | 2.3% | 1,560 | 6.7% | 14,109 | 2.4% |
| Services Summary | 1,365 | 47.4% | 38,845 | 58.9% | 6,533 | 46.0% | 139,250 | 39.3% | 10,755 | 46.2% | 321,309 | 54.4% |
| Hotels & Lodging | 31 | 1.1% | 2,936 | 4.5% | 112 | 0.8% | 8,572 | 2.4% | 163 | 0.7% | 10,061 | 1.7% |
| Automotive Services | 48 | 1.7% | 555 | 0.8% | 256 | 1.8% | 2,655 | 0.7% | 427 | 1.8% | 3,982 | 0.7% |
| Motion Pictures & Amusements | 67 | 2.3% | 725 | 1.1% | 423 | 3.0% | 6,936 | 2.0% | 723 | 3.1% | 11,288 | 1.9% |
| Health Services | 256 | 8.9% | 12,094 | 18.3% | 805 | 5.7% | 26,606 | 7.5% | 1,388 | 6.0% | 45,866 | 7.8% |
| Legal Services | 158 | 5.5% | 3,479 | 5.3% | 759 | 5.3% | 13,580 | 3.8% | 1,073 | 4.6% | 15,588 | 2.6% |
| Education Institutions & Libraries | 36 | 1.3% | 7,204 | 10.9% | 262 | 1.8% | 24,501 | 6.9% | 526 | 2.3% | 154,935 | 26.2% |
| Other Services | 770 | 26.8% | 11,852 | 18.0% | 3,917 | 27.6% | 56,400 | 15.9% | 6,454 | 27.7% | 79,589 | 13.5% |
| Government | 43 | 1.5% | 3,043 | 4.6% | 558 | 3.9% | 33,797 | 9.5% | 713 | 3.1% | 43,416 | 7.4% |
| Unclassified Establishments | 342 | 11.9% | 414 | 0.6% | 1,546 | 10.9% | 2,137 | 0.6% | 2,391 | 10.3% | 3,189 | 0.5% |
| Totals | 2,878 | 100.0% | 65,922 | 100.0% | 14,196 | 100.0% | 354,436 | 100.0% | 23,282 | 100.0% | 590,555 | 100.0% |

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.



Business Summary

368 Ponce de Leon Ave NE, Atlanta, Georgia, 30308
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.77309
 Longitude: -84.37527

| by NAICS Codes | Businesses | | Employees | | Businesses | | Employees | | Businesses | | Employees | |
|---|--------------|---------------|---------------|---------------|---------------|---------------|----------------|---------------|---------------|---------------|----------------|---------------|
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| Agriculture, Forestry, Fishing & Hunting | 4 | 0.1% | 14 | 0.0% | 17 | 0.1% | 360 | 0.1% | 23 | 0.1% | 387 | 0.1% |
| Mining | 0 | 0.0% | 0 | 0.0% | 3 | 0.0% | 21 | 0.0% | 9 | 0.0% | 61 | 0.0% |
| Utilities | 8 | 0.3% | 5,394 | 8.2% | 15 | 0.1% | 7,040 | 2.0% | 15 | 0.1% | 7,041 | 1.2% |
| Construction | 71 | 2.5% | 761 | 1.2% | 434 | 3.1% | 5,248 | 1.5% | 750 | 3.2% | 8,413 | 1.4% |
| Manufacturing | 43 | 1.5% | 3,019 | 4.6% | 272 | 1.9% | 16,118 | 4.5% | 491 | 2.1% | 19,906 | 3.4% |
| Wholesale Trade | 55 | 1.9% | 742 | 1.1% | 271 | 1.9% | 2,627 | 0.7% | 459 | 2.0% | 5,014 | 0.8% |
| Retail Trade | 226 | 7.9% | 2,680 | 4.1% | 1,275 | 9.0% | 12,372 | 3.5% | 2,456 | 10.5% | 23,961 | 4.1% |
| Motor Vehicle & Parts Dealers | 5 | 0.2% | 12 | 0.0% | 56 | 0.4% | 346 | 0.1% | 115 | 0.5% | 1,001 | 0.2% |
| Furniture & Home Furnishings Stores | 13 | 0.5% | 102 | 0.2% | 89 | 0.6% | 1,104 | 0.3% | 209 | 0.9% | 1,981 | 0.3% |
| Electronics & Appliance Stores | 4 | 0.1% | 185 | 0.3% | 52 | 0.4% | 953 | 0.3% | 92 | 0.4% | 1,239 | 0.2% |
| Bldg Material & Garden Equipment & Supplies Dealers | 15 | 0.5% | 286 | 0.4% | 71 | 0.5% | 1,043 | 0.3% | 146 | 0.6% | 1,912 | 0.3% |
| Food & Beverage Stores | 28 | 1.0% | 1,092 | 1.7% | 163 | 1.1% | 3,000 | 0.8% | 323 | 1.4% | 6,379 | 1.1% |
| Health & Personal Care Stores | 33 | 1.1% | 330 | 0.5% | 118 | 0.8% | 965 | 0.3% | 209 | 0.9% | 2,135 | 0.4% |
| Gasoline Stations | 4 | 0.1% | 22 | 0.0% | 50 | 0.4% | 276 | 0.1% | 105 | 0.5% | 486 | 0.1% |
| Clothing & Clothing Accessories Stores | 55 | 1.9% | 299 | 0.5% | 266 | 1.9% | 1,442 | 0.4% | 489 | 2.1% | 2,698 | 0.5% |
| Sport Goods, Hobby, Book, & Music Stores | 9 | 0.3% | 66 | 0.1% | 77 | 0.5% | 724 | 0.2% | 135 | 0.6% | 1,288 | 0.2% |
| General Merchandise Stores | 12 | 0.4% | 66 | 0.1% | 59 | 0.4% | 1,218 | 0.3% | 123 | 0.5% | 2,481 | 0.4% |
| Miscellaneous Store Retailers | 41 | 1.4% | 207 | 0.3% | 238 | 1.7% | 1,062 | 0.3% | 432 | 1.9% | 2,058 | 0.3% |
| Nonstore Retailers | 8 | 0.3% | 13 | 0.0% | 36 | 0.3% | 239 | 0.1% | 78 | 0.3% | 304 | 0.1% |
| Transportation & Warehousing | 31 | 1.1% | 352 | 0.5% | 164 | 1.2% | 83,923 | 23.7% | 299 | 1.3% | 86,333 | 14.6% |
| Information | 97 | 3.4% | 1,044 | 1.6% | 540 | 3.8% | 13,471 | 3.8% | 760 | 3.3% | 16,456 | 2.8% |
| Finance & Insurance | 132 | 4.6% | 3,470 | 5.3% | 569 | 4.0% | 10,574 | 3.0% | 943 | 4.1% | 13,517 | 2.3% |
| Central Bank/Credit Intermediation & Related Activities | 52 | 1.8% | 2,803 | 4.3% | 201 | 1.4% | 6,178 | 1.7% | 341 | 1.5% | 7,084 | 1.2% |
| Securities, Commodity Contracts & Other Financial | 50 | 1.7% | 420 | 0.6% | 230 | 1.6% | 3,529 | 1.0% | 369 | 1.6% | 4,660 | 0.8% |
| Insurance Carriers & Related Activities; Funds, Trusts & | 31 | 1.1% | 246 | 0.4% | 137 | 1.0% | 867 | 0.2% | 233 | 1.0% | 1,773 | 0.3% |
| Real Estate, Rental & Leasing | 209 | 7.3% | 2,085 | 3.2% | 971 | 6.8% | 7,646 | 2.2% | 1,601 | 6.9% | 13,441 | 2.3% |
| Professional, Scientific & Tech Services | 514 | 17.9% | 10,102 | 15.3% | 2,395 | 16.9% | 41,065 | 11.6% | 3,641 | 15.6% | 50,961 | 8.6% |
| Legal Services | 163 | 5.7% | 3,501 | 5.3% | 777 | 5.5% | 13,651 | 3.9% | 1,101 | 4.7% | 15,930 | 2.7% |
| Management of Companies & Enterprises | 8 | 0.3% | 60 | 0.1% | 30 | 0.2% | 245 | 0.1% | 47 | 0.2% | 333 | 0.1% |
| Administrative & Support & Waste Management & Remediation | 98 | 3.4% | 984 | 1.5% | 502 | 3.5% | 10,269 | 2.9% | 842 | 3.6% | 12,550 | 2.1% |
| Educational Services | 42 | 1.5% | 7,243 | 11.0% | 303 | 2.1% | 24,396 | 6.9% | 603 | 2.6% | 154,990 | 26.2% |
| Health Care & Social Assistance | 302 | 10.5% | 12,963 | 19.7% | 1,080 | 7.6% | 32,284 | 9.1% | 1,924 | 8.3% | 56,188 | 9.5% |
| Arts, Entertainment & Recreation | 52 | 1.8% | 643 | 1.0% | 348 | 2.5% | 8,362 | 2.4% | 593 | 2.5% | 12,341 | 2.1% |
| Accommodation & Food Services | 314 | 10.9% | 7,876 | 11.9% | 1,337 | 9.4% | 27,990 | 7.9% | 2,050 | 8.8% | 39,051 | 6.6% |
| Accommodation | 31 | 1.1% | 2,936 | 4.5% | 112 | 0.8% | 8,572 | 2.4% | 163 | 0.7% | 10,061 | 1.7% |
| Food Services & Drinking Places | 283 | 9.8% | 4,940 | 7.5% | 1,225 | 8.6% | 19,418 | 5.5% | 1,887 | 8.1% | 28,989 | 4.9% |
| Other Services (except Public Administration) | 287 | 10.0% | 3,051 | 4.6% | 1,569 | 11.1% | 14,658 | 4.1% | 2,671 | 11.5% | 23,172 | 3.9% |
| Automotive Repair & Maintenance | 13 | 0.5% | 213 | 0.3% | 91 | 0.6% | 836 | 0.2% | 193 | 0.8% | 1,492 | 0.3% |
| Public Administration | 43 | 1.5% | 3,038 | 4.6% | 559 | 3.9% | 33,641 | 9.5% | 714 | 3.1% | 43,260 | 7.3% |
| Unclassified Establishments | 341 | 11.8% | 403 | 0.6% | 1,545 | 10.9% | 2,126 | 0.6% | 2,390 | 10.3% | 3,178 | 0.5% |
| Total | 2,878 | 100.0% | 65,922 | 100.0% | 14,196 | 100.0% | 354,436 | 100.0% | 23,282 | 100.0% | 590,555 | 100.0% |

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

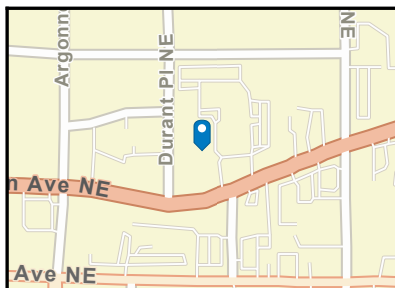
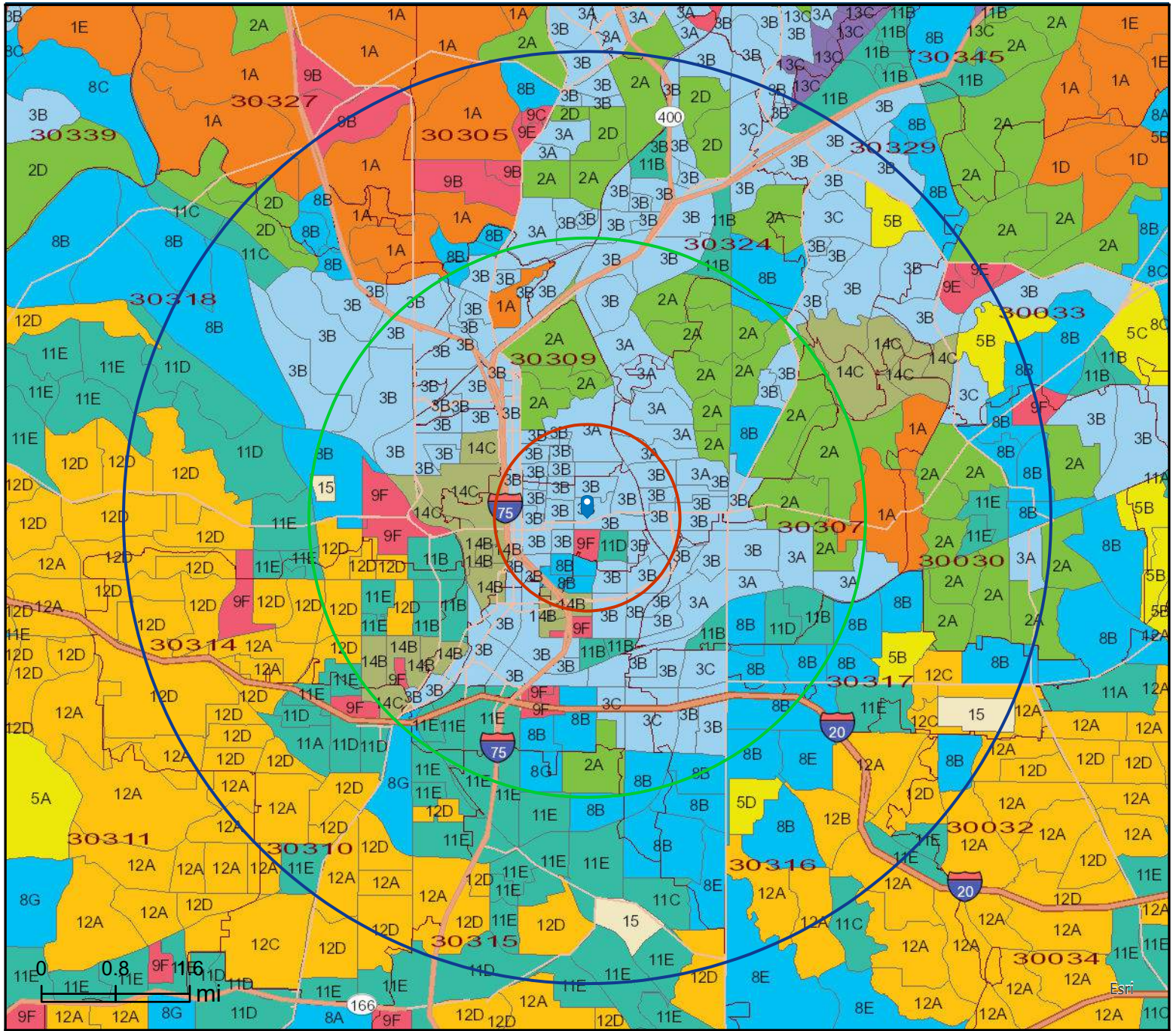
Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



Dominant Tapestry Map

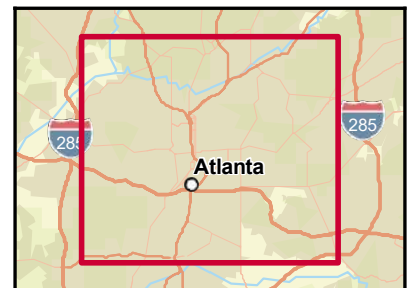
368 Ponce de Leon Ave NE, Atlanta, Georgia, 30308
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.77309
Longitude: -84.37527



Tapestry LifeMode

- L1: Affluent Estates
- L2: Upscale Avenues
- L3: Uptown Individuals
- L4: Family Landscapes
- L5: GenXurban
- L6: Cozy Country
- L7: Sprouting Explorers
- L8: Middle Ground
- L9: Senior Styles
- L10: Rustic Outposts
- L11: Midtown Singles
- L12: Hometown
- L13: Next Wave
- L14: Scholars and Patriots



Source: Esri

September 29, 2022



Dominant Tapestry Map

368 Ponce de Leon Ave NE, Atlanta, Georgia, 30308
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.77309
Longitude: -84.37527

Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

- Segment 1A (Top Tier)
- Segment 1B (Professional Pride)
- Segment 1C (Boomburbs)
- Segment 1D (Savvy Suburbanites)
- Segment 1E (Exurbanites)
- Segment 2A (Urban Chic)
- Segment 2B (Pleasantville)
- Segment 2C (Pacific Heights)
- Segment 2D (Enterprising Professionals)
- Segment 3A (Laptops and Lattes)
- Segment 3B (Metro Renters)
- Segment 3C (Trendsetters)
- Segment 4A (Workday Drive)
- Segment 4B (Home Improvement)
- Segment 4C (Middleburg)
- Segment 5A (Comfortable Empty Nesters)
- Segment 5B (In Style)
- Segment 5C (Parks and Rec)
- Segment 5D (Rustbelt Traditions)
- Segment 5E (Midlife Constants)
- Segment 6A (Green Acres)
- Segment 6B (Salt of the Earth)
- Segment 6C (The Great Outdoors)
- Segment 6D (Prairie Living)
- Segment 6E (Rural Resort Dwellers)
- Segment 6F (Heartland Communities)
- Segment 7A (Up and Coming Families)
- Segment 7B (Urban Villages)
- Segment 7C (Urban Edge Families)
- Segment 7D (Forging Opportunity)
- Segment 7E (Farm to Table)
- Segment 7F (Southwestern Families)
- Segment 8A (City Lights)
- Segment 8B (Emerald City)
- Segment 8C (Bright Young Professionals)
- Segment 8D (Downtown Melting Pot)
- Segment 8E (Front Porches)
- Segment 8F (Old and Newcomers)
- Segment 8G (Hometown Heritage)
- Segment 9A (Silver & Gold)
- Segment 9B (Golden Years)
- Segment 9C (The Elders)
- Segment 9D (Senior Escapes)
- Segment 9E (Retirement Communities)
- Segment 9F (Social Security Set)
- Segment 10A (Southern Satellites)
- Segment 10B (Rooted Rural)
- Segment 10C (Economic BedRock)
- Segment 10D (Down the Road)
- Segment 10E (Rural Bypasses)
- Segment 11A (City Strivers)
- Segment 11B (Young and Restless)
- Segment 11C (Metro Fusion)
- Segment 11D (Set to Impress)
- Segment 11E (City Commons)
- Segment 12A (Family Foundations)
- Segment 12B (Traditional Living)
- Segment 12C (Small Town Sincerity)
- Segment 12D (Modest Income Homes)
- Segment 13A (Diverse Convergence)
- Segment 13B (Family Extensions)
- Segment 13C (NeWest Residents)
- Segment 13D (Fresh Ambitions)
- Segment 13E (High Rise Renters)
- Segment 14A (Military Proximity)
- Segment 14B (College Towns)
- Segment 14C (Dorms to Diplomas)
- Segment 15 (Unclassified)



LifeMode Group: Uptown Individuals

Metro Renters

3B

Households: 1,911,500

Average Household Size: 1.67

Median Age: 32.5

Median Household Income: \$67,000

WHO ARE WE?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. *Metro Renters* residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. *Metro Renters* residents live close to their jobs and usually walk or take a taxi to get around the city.

OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

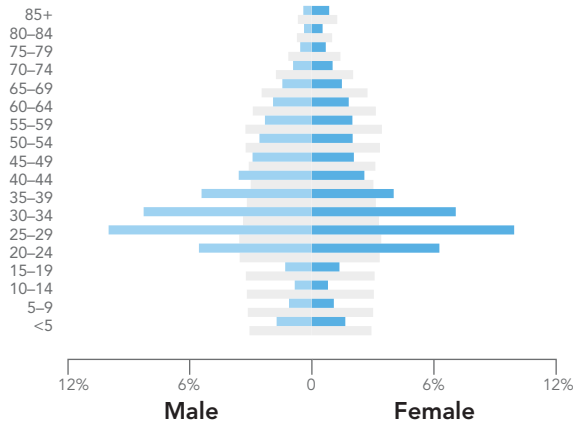
SOCIOECONOMIC TRAITS

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

AGE BY SEX (Esri data)

Median Age: **32.5** US: 38.2

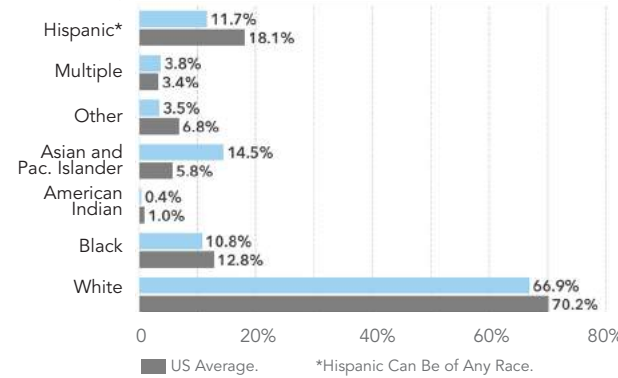
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

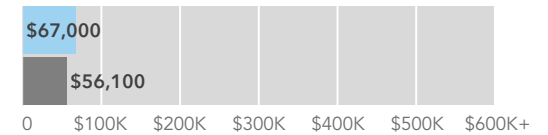
Diversity Index: **61.9** US: 64.0



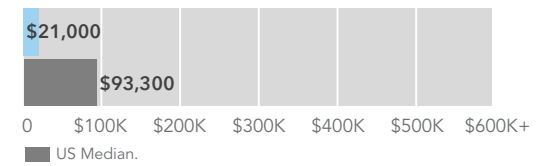
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

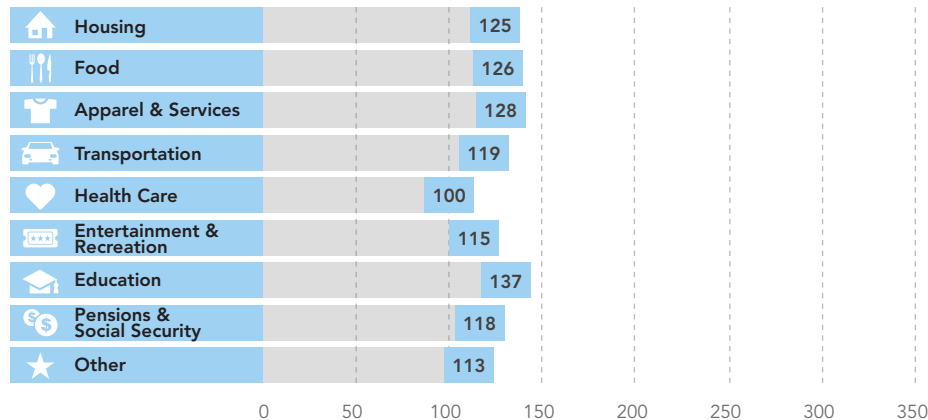


Median Net Worth



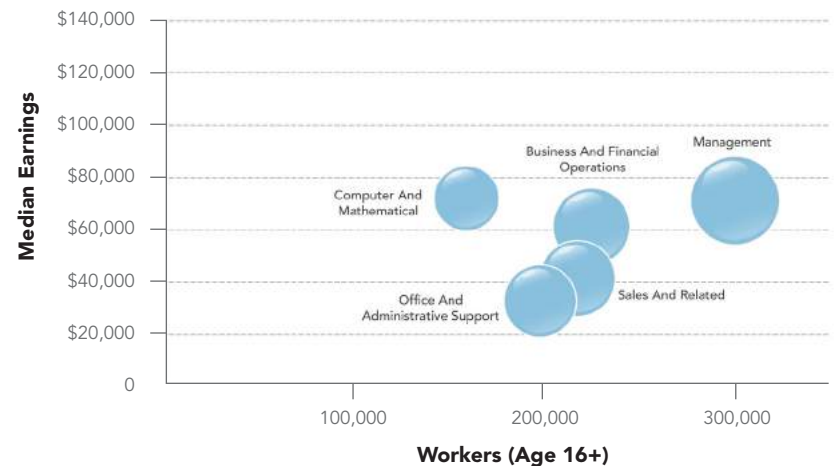
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.

HOUSING

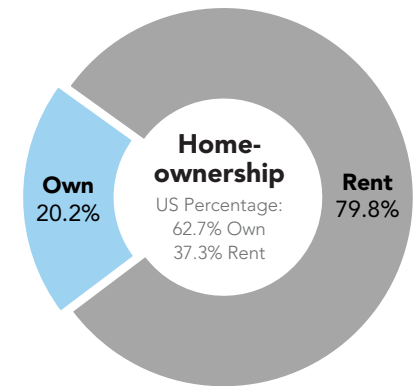
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Multiunit Rentals

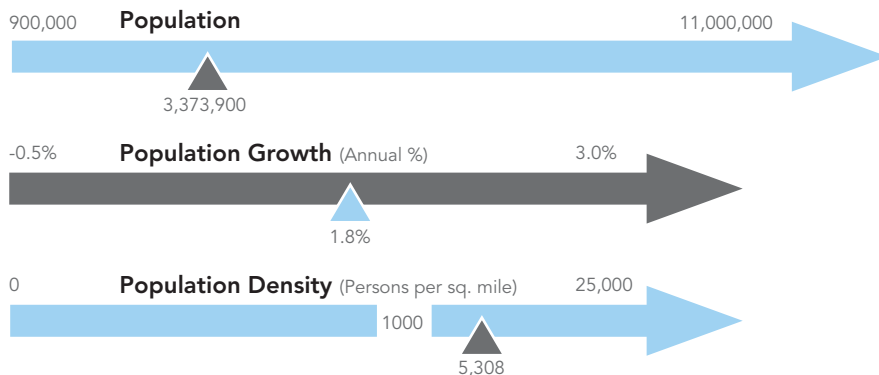
Average Rent:
\$1,430

US Average: \$1,038



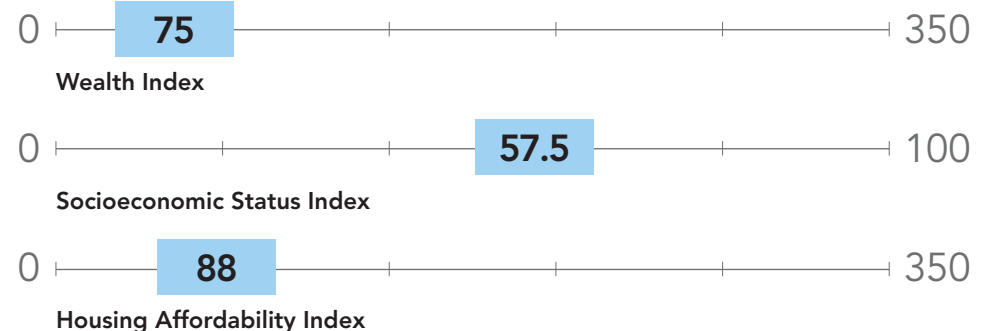
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

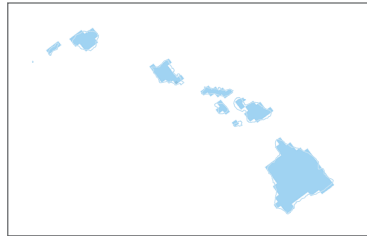
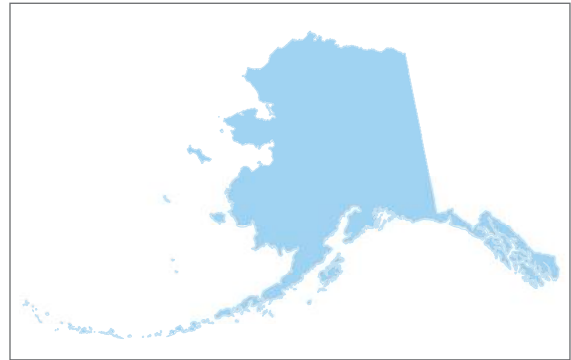
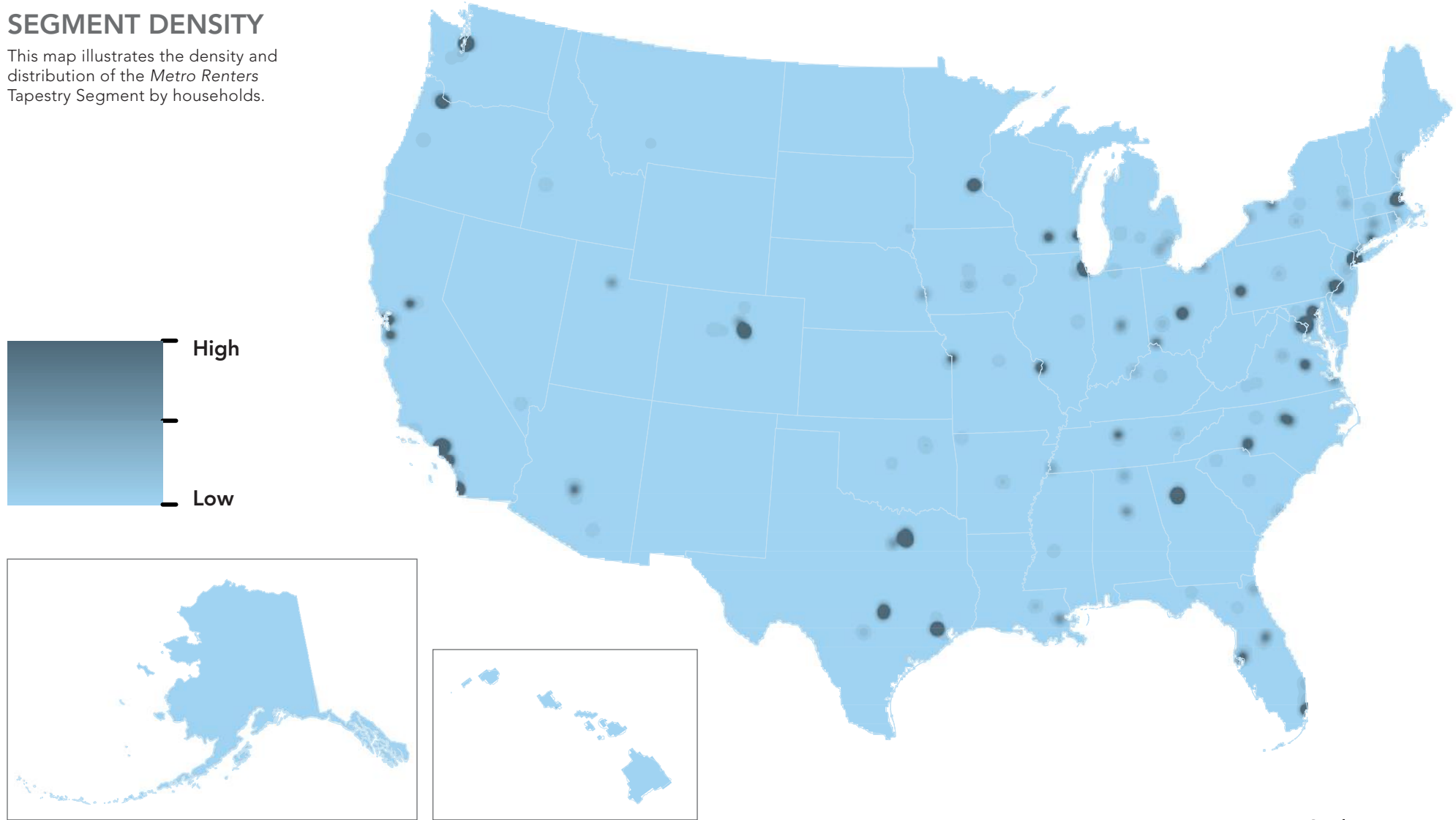


Metro Renters



SEGMENT DENSITY

This map illustrates the density and distribution of the *Metro Renters* Tapestry Segment by households.



PROFESSIONAL BIO

368 PONCE DE LEON AVENUE NORTHEAST



STEVE MASSELL

Broker



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Steve Massell is President of Massell Commercial Real Estate and has been leasing and selling Commercial properties since 1987. The Massell name is synonymous with real estate in Atlanta, as Steve is a 3rd-generation Atlanta native and real estate executive. The initial firm, Massell Realty Company, was formed in 1927 by his grandfather Sam Massell, Sr. and the family continues the tradition through Steve's sons in the business.

Steve holds the coveted C.C.I.M. designation, which is like the Ph.D. for Real Estate knowledge and experience. He has served in leadership positions with The Buckhead Business Association, Georgia Special Olympics, and The North Fulton Community Improvement District. The firm assists buyers and sellers, landlords and tenants, through a variety of transactions.

PROFESSIONAL BIO

368 PONCE DE LEON AVENUE NORTHEAST



Scott Riley is an Atlanta native and long-time real estate broker with a focus on Intown Atlanta properties. His expertise includes the sale of both residential and commercial properties since 1996, and he is active in the Commercial Intown Brokerage Association of Atlanta.

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