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# The PARAGON

AT SATELLITE

Up to 300,000 sq ft  
Retail and Office  
25.743 Total Acres

The Paragon at Satellite features:

Open-air design

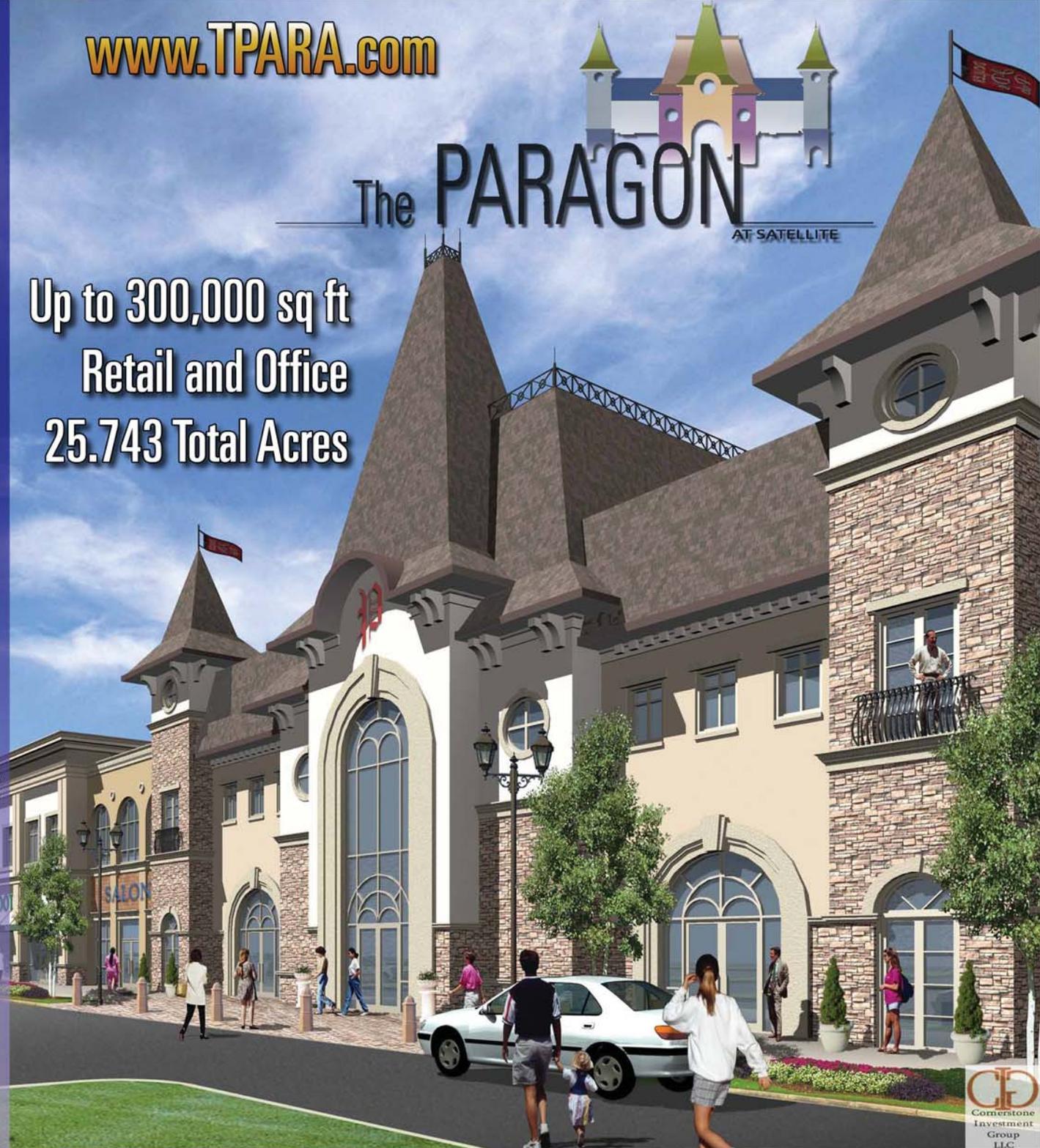
Wide side walks

Outdoor sitting areas

Parking near every storefront

Opulent European Architecture

Increased green space and landscaped areas



# The PARAGON at Satellite

**Address** 4500 Satellite Boulevard  
Duluth, GA 30096

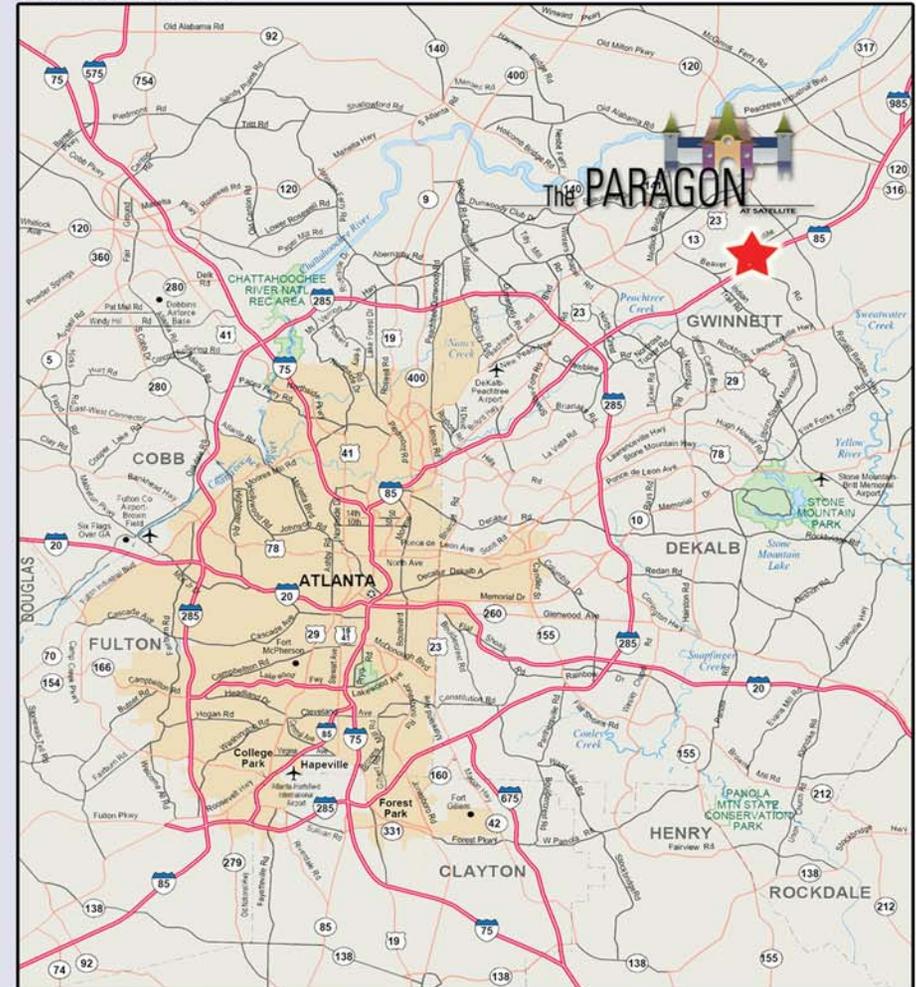
**Location** The Paragon at Satellite is located in the NorthEast quadrant of metropolitan Atlanta, just 1/4 mile north of Beaver Ruin Road on Satellite Boulevard. The property is adjacent to Interstate 85. The location is considered one of the most attractive sub-markets for investment in the South East United States because of its dramatic growth, diverse economic base, and strong demographic appeal.

**Site Size** 25.743 Acres

**Zoning** The property is zoned C-2, allowing nearly every type of commercial usage

**Projected Development** The projected development consists of 3 Anchor tenants: a family bowling entertainment center, a golf driving range, and a luxury retailer. The Paragon will be on both sides with multi-unit extensions. Out-parcels will consist of four buildings to contain multi-unit retail. Additionally, there will be up to three single-user out-parcel pads

**Building Size** The development will consist of up to a total of 380,000 sq. ft. of retail space



**Developer**  Cornerstone Investment Group, LLC

**General Contractor**  Integra Construction, Inc

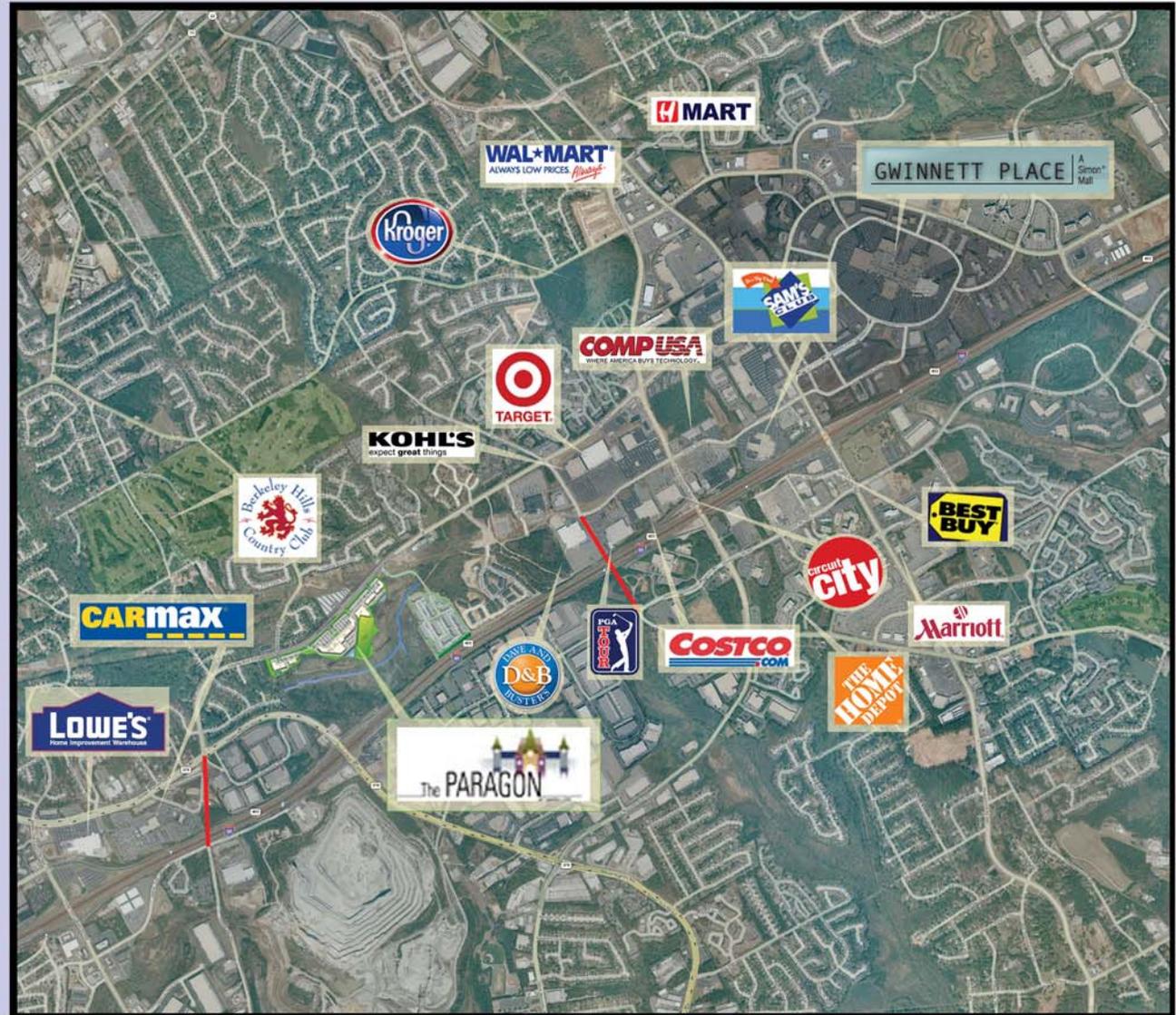
**Sales and Leasing**  United One Realty

**Architect**  INO Architects, LLC



## Location Highlights

The Paragon at Satellite is located in northeast metro Atlanta just off Interstate-85. The location is in one of the most highly sought after areas of one of the fastest growing counties in the nation, Gwinnett County, GA. The site is easily accessed from I-85 through Pleasant Hill Road, Steve Reynolds Blvd, or Beaver Run Road Exits. Nearby businesses include Costco, Super Target, Sam's Club, Kohl's, Lowe's, Golfsmith, Dave and Buster's, and CarMax. Within minutes are the Gwinnett Place Mall, Gwinnett County Civic Center, and Discover Mills. Nearby residential communities include the Berkley Hills Golf and Country Club and the Sugarloaf Golf and Country Club.



# Aerial Photos from June 12, 2006

The PARAGON AT SATELLITE





Pleasant Hill Road  
Steve Reynolds Blvd.  
West Liddell Road

Interstate 85

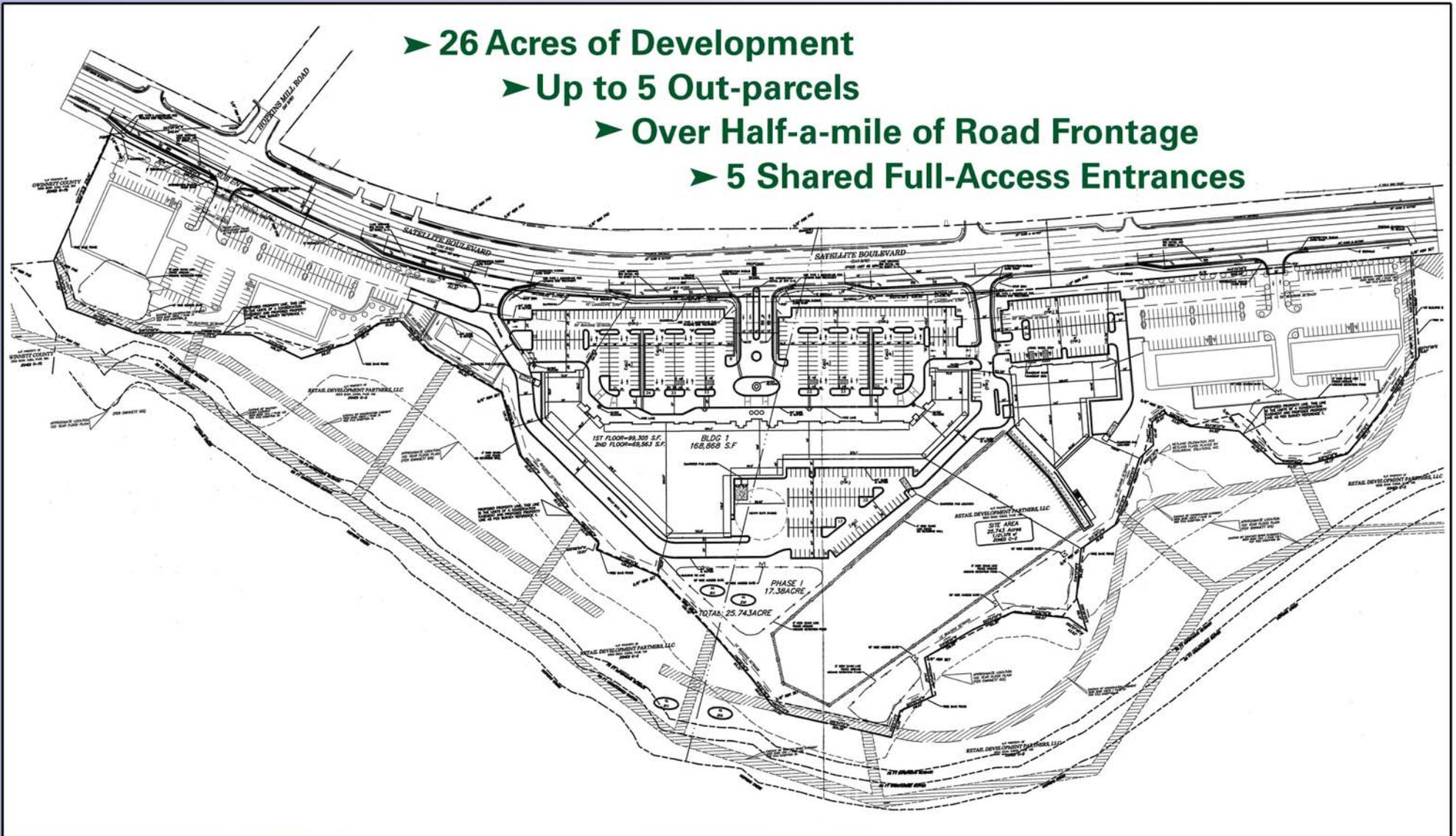
Retail and Office  
25.743 Total Acres  
Up to 300,000 sq ft

Future Gwinnett County Park



# Architectural Site Plan

- ▶ 26 Acres of Development
- ▶ Up to 5 Out-parcels
- ▶ Over Half-a-mile of Road Frontage
- ▶ 5 Shared Full-Access Entrances





# Artist's Watercolor Rendering of Front Elevation



# Demographics

The PARAGON AT SATELLITE

*The Paragon is located in a fast growing county, with an estimated population of 726,273 residents in 2005, compared to 588,448 from 2000*

## 2006 Estimated Population Demographics

	1 mile	3 miles	5 miles
2001 Projection	10,663	97,590	242,438
2006 Estimate	9,407	87,750	218,938
2000 Census	7,929	77,135	193,583
1990 Census	4,075	50,504	120,655
Growth 2006-2011	13.35%	11.21%	10.73%
Growth 2000-2006	18.64%	13.76%	13.10%
Growth 1990-2000	94.58%	52.73%	60.44%

*The population in the area is very vehicle dependant, resulting in high-traffic visual exposure to the Paragon*

## Primary Methods of Travel to Workplace(s)

	1 mile	3 miles	5 miles
Drive alone	76.18%	75.89%	75.91%
Carpooled	18.73%	18.94%	18.24%

## 2006 Est. Workers' Travel Time to Workplace

	1 mile	3 miles	5 miles
Less than 15 min.	16.94%	18.58%	17.19%
15-29 min.	34.25%	33.38%	33.78%
30-44 min.	26.81%	25.92%	27.37%
45-59 min.	12.38%	12.57%	12.05%
60 or more min.	9.62%	9.55%	9.63%

## 2006 Est. Number of vehicles in Household

	1 mile	3 miles	5 miles
No Vehicle	4.54%	4.14%	4.17%
1 Vehicle	40.63%	38.08%	35.44%
2 Vehicles	41.52%	42.49%	43.47%
3 Vehicles	11.42%	11.77%	12.38%
4 Vehicles	1.80%	2.86%	3.41%
5 or more Vehicles	0.11%	0.85%	0.13%

## 2005 Average 2-Way Traffic Volumes per day (ATVD)

On I-85 between Beaver Ruin Rd and Steve Reynolds Blvd	241,434
On Beaver Ruin Rd at Indian Trail/Lilburn Rd	41,522
On Steve Reynolds Blvd between Satellite/Old Norcross Rd	31,285
On Satellite Blvd at the Paragon premises	29,343

*The area indicates a high number of young married couples and higher-than-national-average education levels, resulting in a demand for upscale retail centers*

## 2006 Estimated Population Demographics

	1 mile	3 miles	5 miles
2006 Average Age	31.54	31.69	32.43
Ages 0-24	33.99%	35.03%	35.25%
Ages 25-34	26.42%	32.96%	21.59%
Ages 35-44	17.73%	17.79%	17.73%
Ages 45 and up	21.86%	23.21%	25.64%

## 2006 Estimated Households by Household Size

	1 mile	3 miles	5 miles
1-person household	928	8,200	18,406
2-person household	1,008	9,272	22,823
3-person household	648	5,500	13,849
4-person household	495	4,338	11,477
5-person household	221	2,257	5,776
6-person household	101	1,020	2,537
7 or more person household	100	1,105	2,557

## 2006 Estimated Household Type, Presence of Children

	1 mile	3 miles	5 miles
Single householder	929	8,201	18,405
Married couple (with children)	808	7,776	20,685
Married couple (no children)	697	6,322	17,040
Single householder (with children)	306	3,142	7,283
Single householder (no children)	259	2,329	5,566

## Education Obtained in Area Relative to National Average

	Study Area	National Average
% Pop. with Bachelor's Degrees	23.4%	15.7%
% Pop. With Masters Degrees	9.3%	8.9%



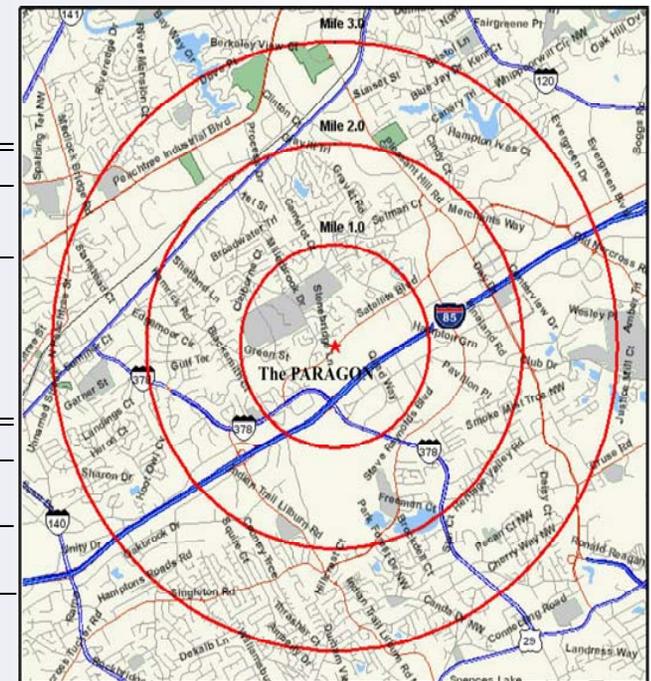
*Estimated household incomes and housing values reflect the middle-class, high-density residential nature of the area*

## 2006 Est. Family Household Income

	1 mile	3 miles	5 miles
Est. Ave. Family Household Income	\$65,937	\$67,027	\$77,343

## 2006 Estimated Housing Value

	1 mile	3 miles	5 miles
Value \$99,999 and Less	3.91%	8.18%	13.35%
Value \$100,000-\$149,999	30.02%	42.45%	33.82%
Value \$150,000-\$199,999	44.32%	31.53%	31.14%
Value \$200,000-\$249,999	16.78%	12.50%	16.66%
Value \$300,000-\$499,999	4.37%	4.54%	7.50%
Value \$500,000 and up	0.61%	0.78%	2.75%



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# Approved Future Road Extensions Within the Proximity of the Paragon at Satellite

Gwinnett County has also approved and made plans for road extensions on Satellite Blvd. in order to alleviate the high traffic volumes that go through I-85 during the morning and afternoon commute times. Satellite Blvd. is already heavily used as an alternate route for commuting traffic, and the proposed extensions further promote the use of this road.

The first of these extensions is for Satellite Boulevard itself, just up the road from the Paragon. Satellite Boulevard normally ends where it meets Beaver Ruin Road. It is now planned to extend over Interstate 85 and meet with Willow Trail Parkway.

The second extension is for West Liddell Road, which is just east of the Paragon at Satellite. West Liddell Road normally ends at Venture Drive, but will now extend over I-85 and meet with Shackleford Road.

**GW-316** Atlanta Region - Mobility 2030 Regional Transportation Plan  
**PROJECT FACT SHEET**

**Short Title:** HILLCREST ROAD / SATELLITE BOULEVARD CONNECTOR FROM WILLOW TRAIL PARKWAY TO SR 178 (BEAVER RUIN ROAD)

**GDOT Project No.:** N/A

**Status:** Programmed

**Detailed Description and Justification:** None

**Service Type:** Bridge Capacity

**Sponsor:** Gwinnett County

**Jurisdiction:** Gwinnett County

**Completion Date:** 2030

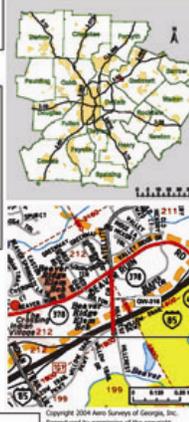
**Existing Thru Lane:** 4 (Applicable for roadway projects only)

**Planned Thru Lane:** 4 (Applicable for roadway projects only)

**Corridor Length:** N/A miles (Not applicable for all project types)

**Network Year:** 2030 (Required if modified for conformity)

**Analysis Level:** In the Region's Air Quality Conformity Analysis




**GW-309A** Atlanta Region - Mobility 2030 Regional Transportation Plan  
**PROJECT FACT SHEET**

**Short Title:** WEST LIDDELL ROAD / CLUB DRIVE CONNECTOR FROM SATELLITE BOULEVARD TO SHACKLEFORD ROAD - DESIGN PHASE WILL INCLUDE ACCESS MANAGEMENT PLAN (SEE ALSO GW-309B)

**GDOT Project No.:** 0006026

**Status:** Programmed

**Detailed Description and Justification:** The project consists of widening existing West Liddell from Satellite Blvd. to Venture Dr. from 4 to 4 lanes with a center turn lane divided with raised median. The project extends West Liddell Road to a new location from Venture Dr. across I-85 to Shackleford Rd., including the I-85 bridge. The project will improve congestion on the I-85 corridor and improve access across I-85.

**Service Type:** Roadway Capacity

**Sponsor:** Gwinnett County

**Jurisdiction:** Gwinnett County

**Completion Date:** 2032

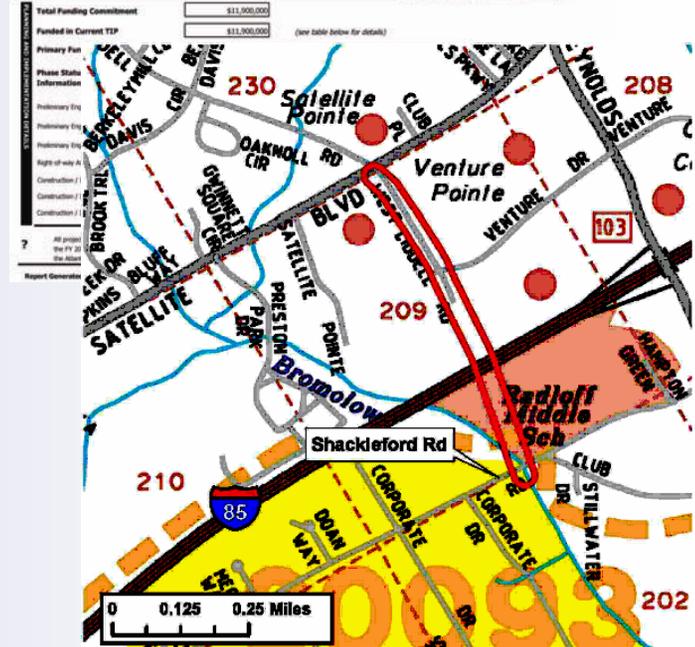
**Existing Thru Lane:** 4 (Applicable for roadway projects only)

**Planned Thru Lane:** 4 (Applicable for roadway projects only)

**Corridor Length:** 0.42 miles (Not applicable for all project types)

**Network Year:** 2031 (Required if modified for conformity)

**Analysis Level:** In the Region's Air Quality Conformity Analysis

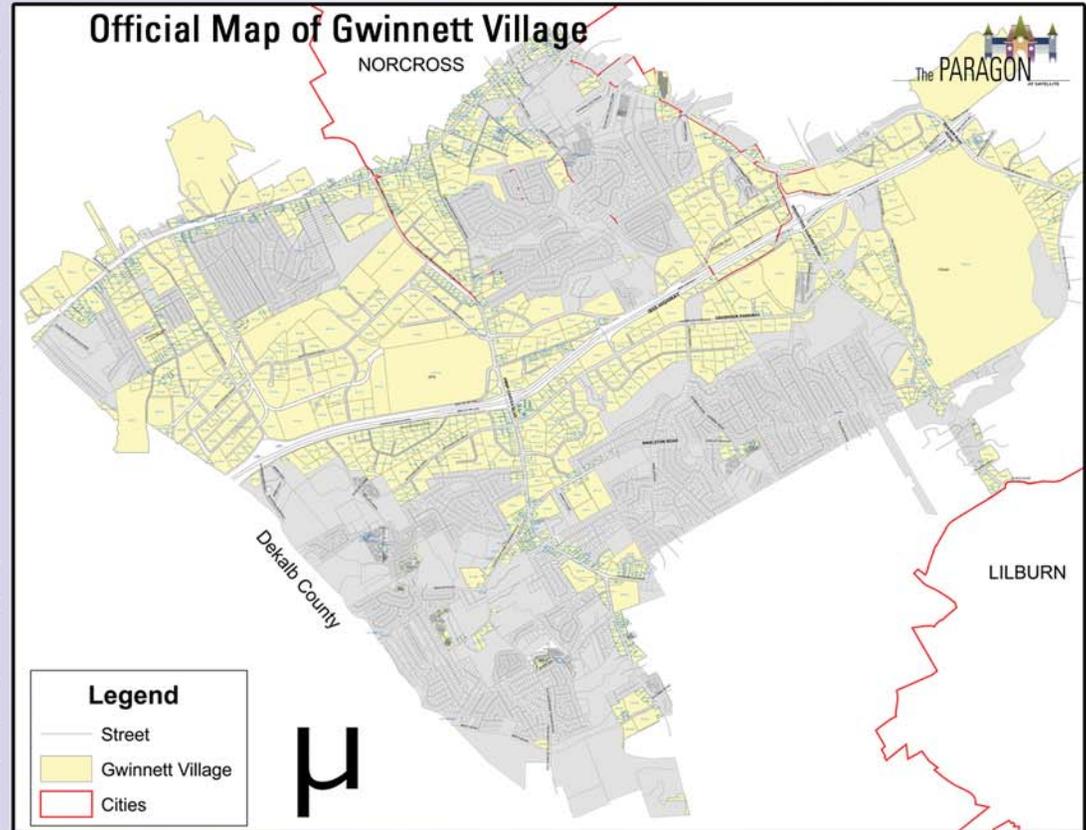
# Gwinnett Village CID (Community Improvement District)

The Paragon at Satellite is proud to be a member of the Gwinnett Village CID. The Gwinnett Village CID is the largest CID ever formed in Georgia, and intends to expand to a second phase in 2007. Their planned improvements include new streetscapes by improving curbs, sidewalks, and landscaping, condemning abandoned or unkempt buildings, improving traffic flow by coordinating traffic signals, improving overpasses, and creating more acceleration and deceleration lanes. The Gwinnett Village CID is also coordinating the efforts of developers and property owners into a unified planned design, organizing cleanup efforts, and they are even considering hiring their own police force. For more information, please visit their website at:

[www.GwinnettVillage.com](http://www.GwinnettVillage.com)

The Gwinnett Village Association was started several years ago with the intent to form a CID from the lower Gwinnett area, starting at the Dekalb county line and going up to the edge of the Gwinnett Place area. Included areas are Buford Hwy, Jimmy Carter Blvd, Indian Trails, and Beaver Ruin Rd. The Gwinnett Village received official CID Status in March of 2006. Assessments on tax bills began to show up this fall. The CID that was formed follows in the footsteps of CIDs in Buckhead, Perimeter/Dunwoody, and the Cobb Galleria area. The other CIDs have been successful in promoting commercial and residential growth.

A CID is a government back Community Improvement District. They are partially private and partially government entities. They need 75% of the assessed property value to voluntarily sign on to get official CID Status granted by the local government. Once granted CID status, a special assessment will be added to the property tax bill to go to the CID. The CID uses this money to sponsor the local projects and fund studies to improve the area. With the studies, the CID can go to local, state, and even federal government authorities and ask for funding for various projects. Typically, CIDs have seen 10:1 returns on funds collected through special assessments.



Gwinnett Village  
Community Improvement District



Cornerstone  
Investment  
Group  
LLC