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

MASSELL
COMMERCIAL REAL ESTATE

Each Office Independently Owned and Operated

PRESENTED BY:

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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.

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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Grand Entranceway to Marble Foyer

368 Ponce is an incredibly unique property in the sought-after Midtown submarket of Atlanta, GA. Built in the 1920'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 community, having a "walkscore" rating of 90. Hartsfield International Airport is a mere 14 miles south.

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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 1920's
- Commercial zoning with potential density additions
- Suitable for Office, Residential, and Destination Events
- Self-contained, fenced property and high Privacy
- Great for a Personal Residence or Film Industry uses
- Designated "Grove Park Apartments Landmark Building Site (LBS) with possible tax abatements and development rights.

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LOCATION MAPS
368 PONCE DE LEON AVENUE NORTHEAST

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AERIAL MAP

368 PONCE DE LEON AVENUE NORTHEAST

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804 Town Blvd, Ste A2040
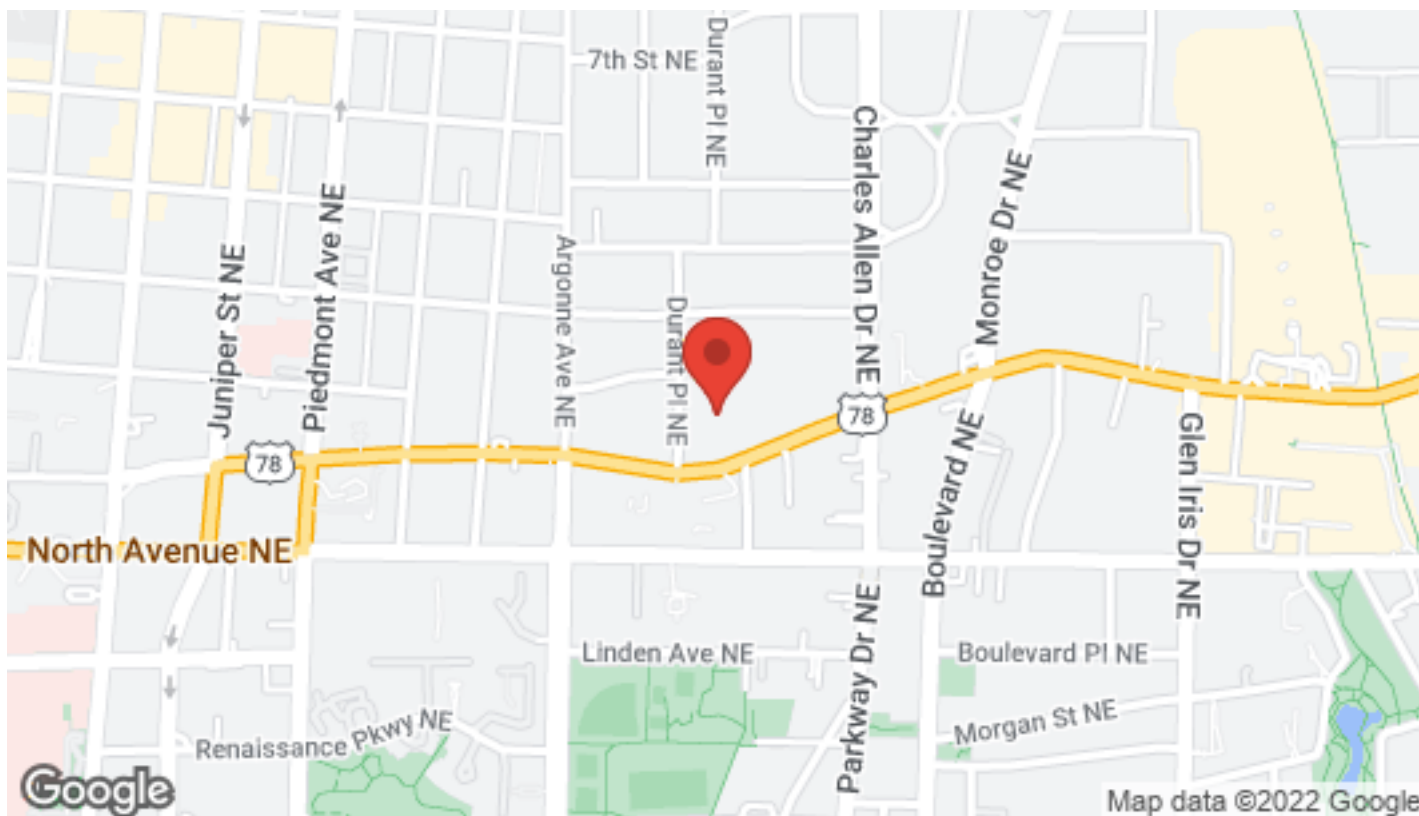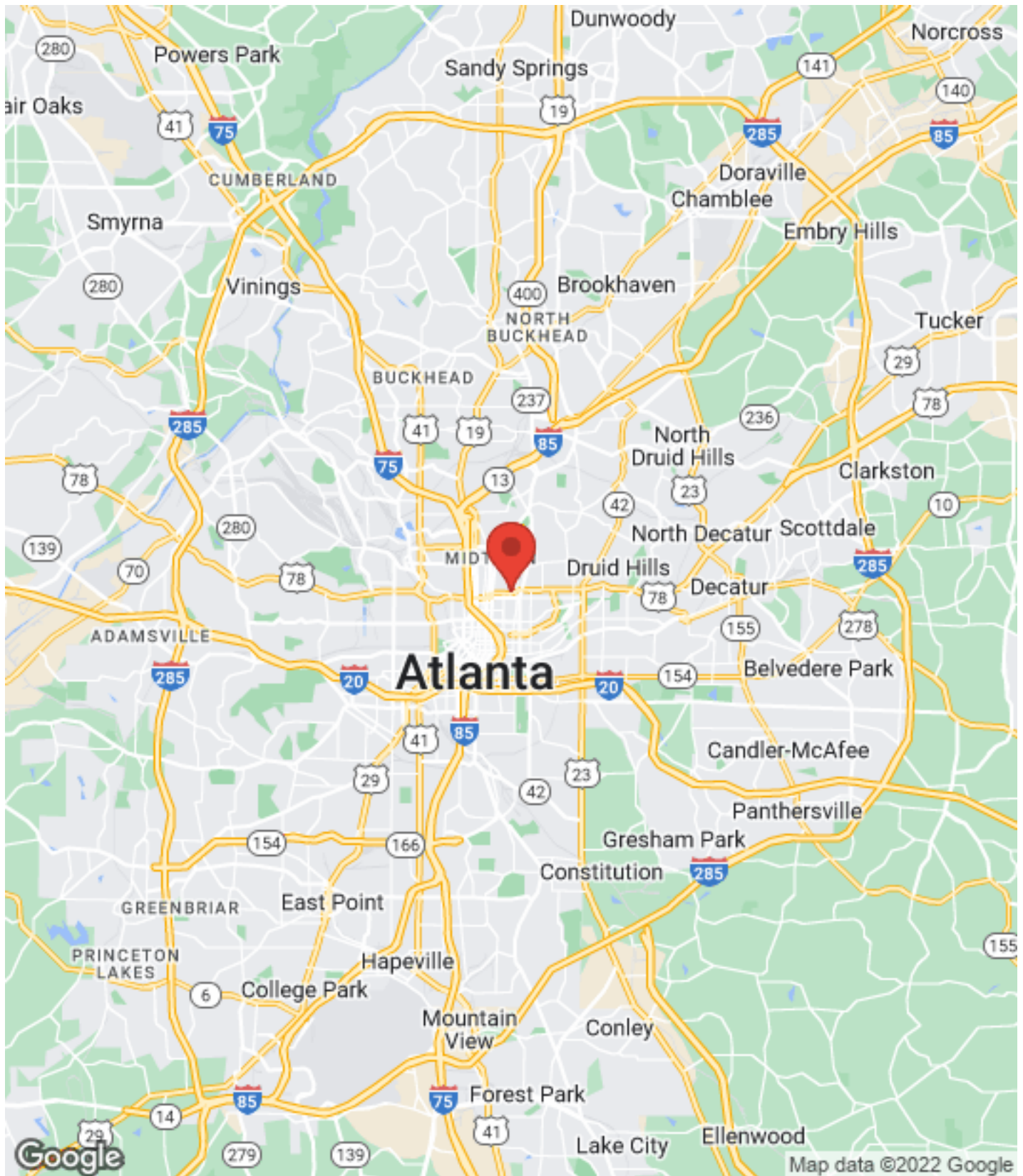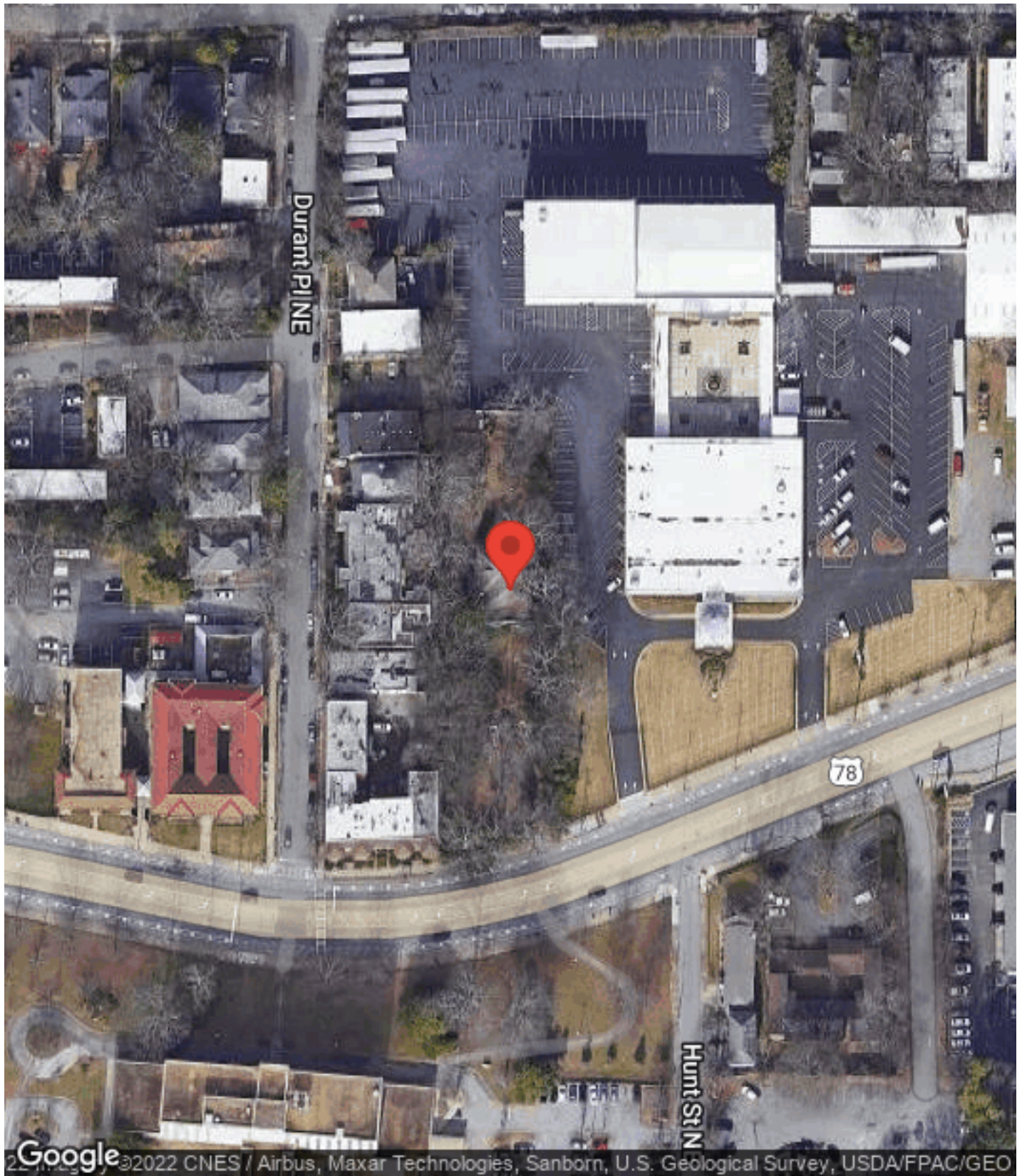Atlanta, GA 30319

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DEMOGRAPHICS
368 PONCE DE LEON AVENUE NORTHEAST
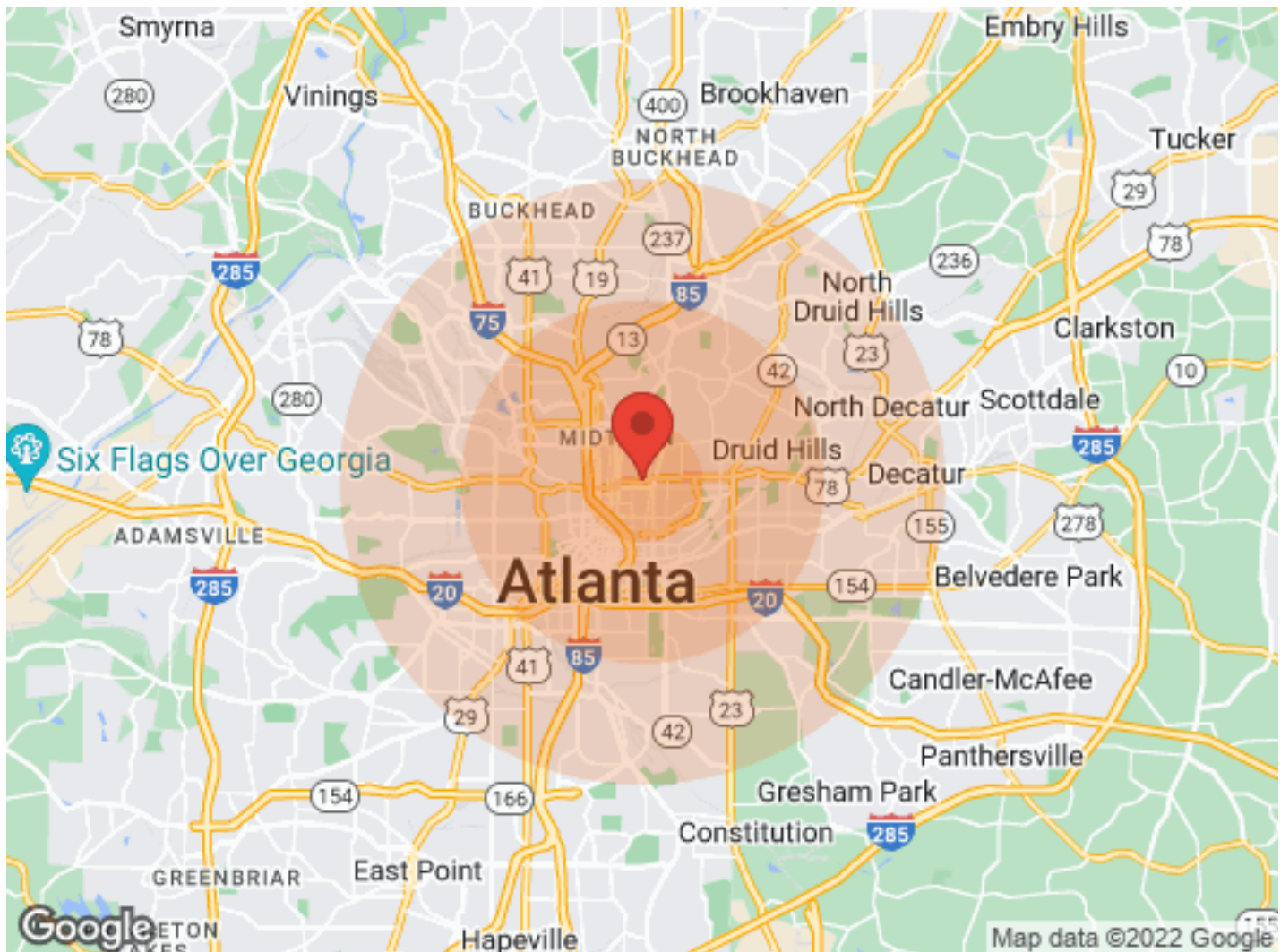
Population	1 Mile	3 Miles	5 Miles
Male	18,683	86,741	181,181
Female	13,983	76,892	174,696
Total Population	32,666	163,633	355,877

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
$10,0000-$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

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 Households	27,085	98,499	195,165
2022 Average Household Size	1.55	1.79	1.94
2027 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.

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
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.

September 29, 2022

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.

September 29, 2022

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Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.77309
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	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.

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
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%

September 29, 2022

Community Profile

368 Ponce de Leon Ave NE, Atlanta, Georgia, 30308
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	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%

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
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	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.

September 29, 2022

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

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

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	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%

September 29, 2022

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 Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees 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%

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 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

Dominant Tapestry Map

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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)

September 29, 2022

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.
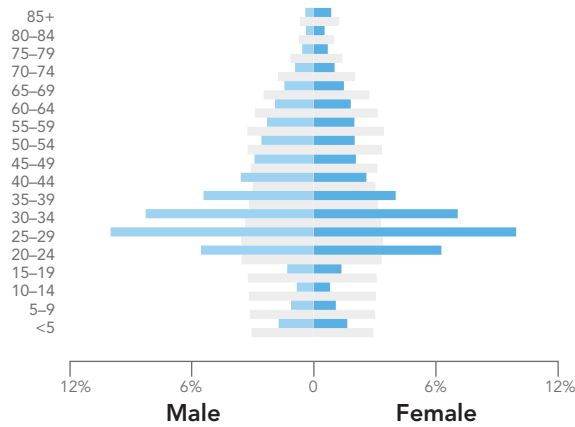
SOCIOECONOMIC TRAITS

- 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.

TAPESTRY™
SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

AGE BY SEX (Esri data)
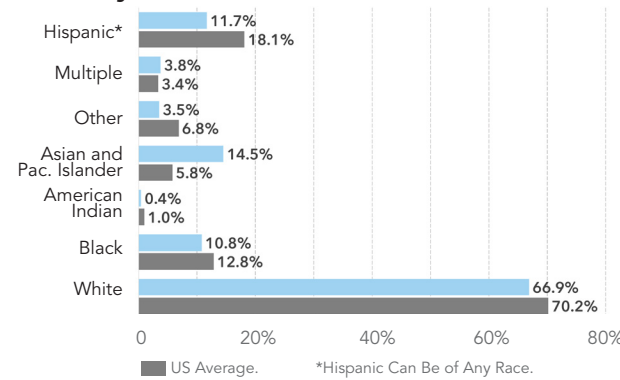
Median Age: 32.5 US: 38.2

█ Indicates US

Male   Female

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).
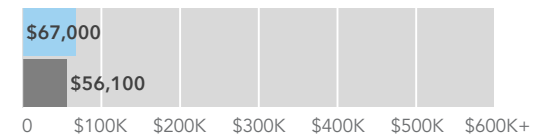
Diversity Index: 61.9 US: 64.0

Race/Ethnicity	This market	US Average
Hispanic*	11.7%	18.1%
Multiple	3.8%	3.4%
Other	3.5%	6.8%
Asian and Pac. Islander	14.5%	5.8%
American Indian	0.4%	1.0%
Black	10.8%	12.8%
White	66.9%	70.2%

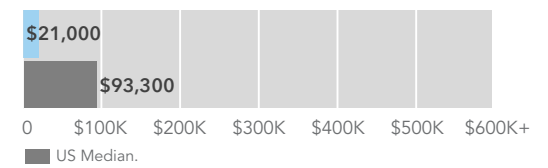█ US Average. *Hispanic Can Be of Any Race.

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.
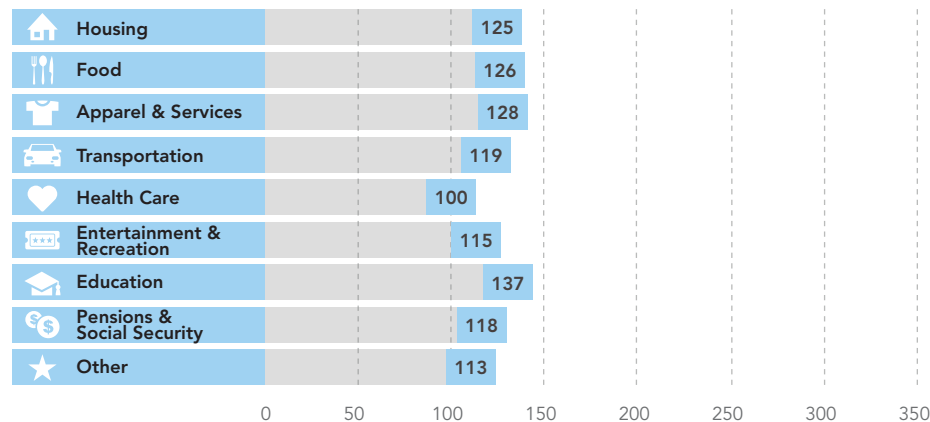
Median Household Income

$67,000
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$21,000
$93,300

0 $100K $200K $300K $400K $500K $600K+
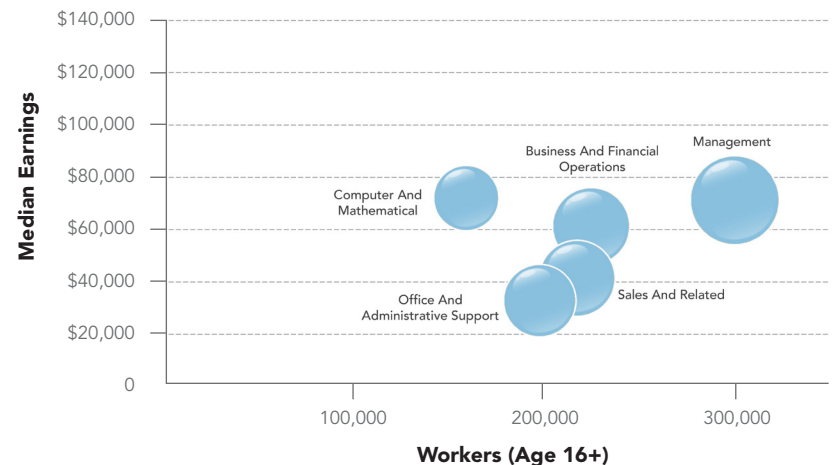
█ US Median.

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.

Category	Index
Housing	125
Food	126
Apparel & Services	128
Transportation	119
Health Care	100
Entertainment & Recreation	115
Education	137
Pensions & Social Security	118
Other	113

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.

Computer And Mathematical
Business And Financial Operations
Management
Office And Administrative Support
Sales And Related

Median Earnings / Workers (Age 16+)

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.

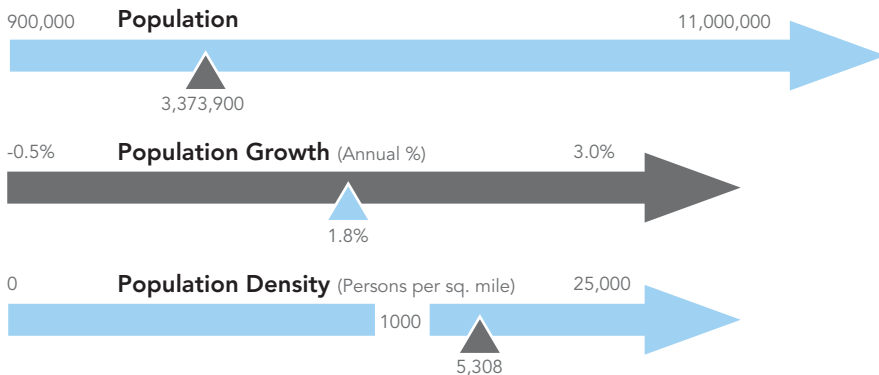**Typical Housing:**
Multiunit Rentals

Average Rent:
$1,430

US Average: $1,038

Home-ownership
US Percentage:
62.7% Own
37.3% Rent

Own 20.2%

Rent 79.8%
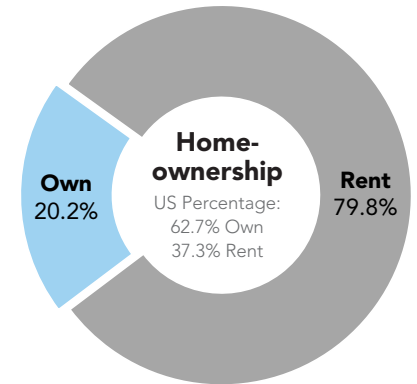
POPULATION CHARACTERISTICS

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.

Population
900,000 — 11,000,000
3,373,900

Population Growth (Annual %)
-0.5% — 3.0%
1.8%

Population Density (Persons per sq. mile)
0 — 25,000
1000
5,308

ESRI INDEXES

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

Wealth Index
0 — 75 — 350

Socioeconomic Status Index
0 — 57.5 — 100

Housing Affordability Index
0 — 88 — 350
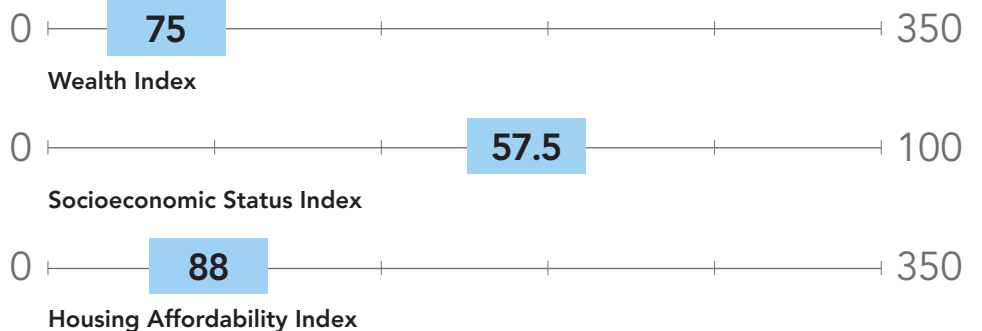
SEGMENT DENSITY

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

High

Low

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