

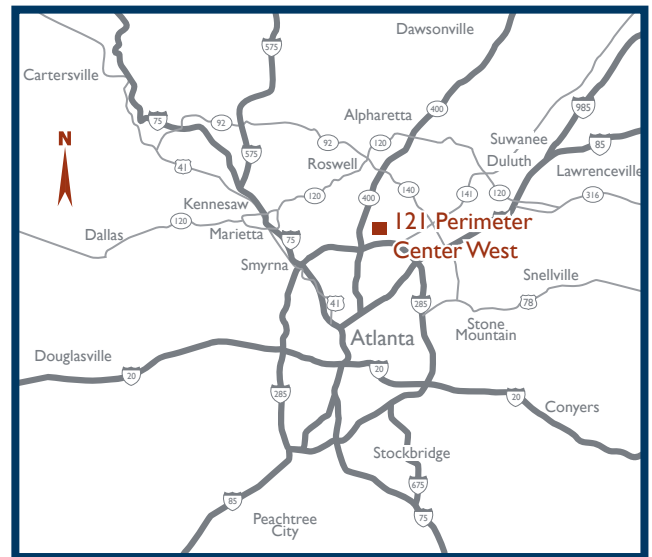
I21 PERIMETER CENTER WEST

ATLANTA, GA 30346



PROPERTY DETAILS

- Prestigious 3-story 50,000 SF Class A Office Building located in the heart of Atlanta's highly desirable Central Perimeter market
- Recently renovated, features elegant Georgia marble, a 3-story atrium lobby with natural lighting, and ample free parking with a 5-level deck
- Prime location across from Perimeter Mall and adjacent to Ashford Lane
- Surrounded by numerous restaurants, hotels, banks and retail shops
- Easy access to I-285 and GA 400; near two MARTA rail stations for convenient access to Buckhead, Midtown, Downtown and the Atlanta Airport
- Truist and Tin Lizzy's Cantina are conveniently located on the first floor
- AC Hotel with rooftop bar is adjacent on-site



BRAND
Real Estate Services

BrandProperties.com
770.476.4801

121 PERIMETER CENTER WEST

ATLANTA, GA 30346



Recently renovated, this boutique Class A office building is located in a vibrant mixed-use setting. It features elegant Georgia marble with an abundance of natural lighting in the atrium lobby.

The addition of a 5-level deck shared with AC Hotel has greatly expanded the parking capacity.

Surrounded by all the amenities of the dynamic Central Perimeter Market, the building benefits from its close proximity to executive housing, up-scale retail shops, all levels of dining, hotels, interstates, and two MARTA rail stations.

121 Perimeter Center West is a gem in the middle of this live/work/play environment.



Building Facts

50,000 SF

Class A Office Building

Built in 1986

Renovated in 2019-2020

Carpeted stairwells

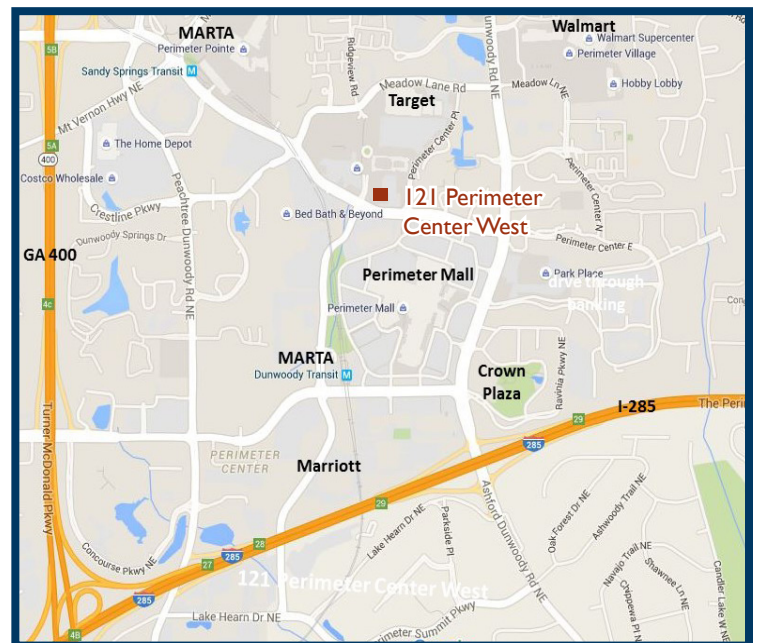
Ample free parking with
320 deck spaces

Candy McIntyre

Vice President, Leasing

cmcintyre@BrandProperties.com

770.623.2099 Direct | **404.408.9788** Mobile



BRAND Real Estate Services

6224 Sugarloaf Parkway, Suite 200 Duluth, GA 30097 770.476.4801

2,202 SF Suite 310 Available
121 Perimeter Center West, Atlanta, GA 30346

Move-In Ready!

BRAND Real Estate Services



Reception Area



Conference Room



Office left of Conference Room



Large Corner Executive Office



Open Work Space



Work-Break Room



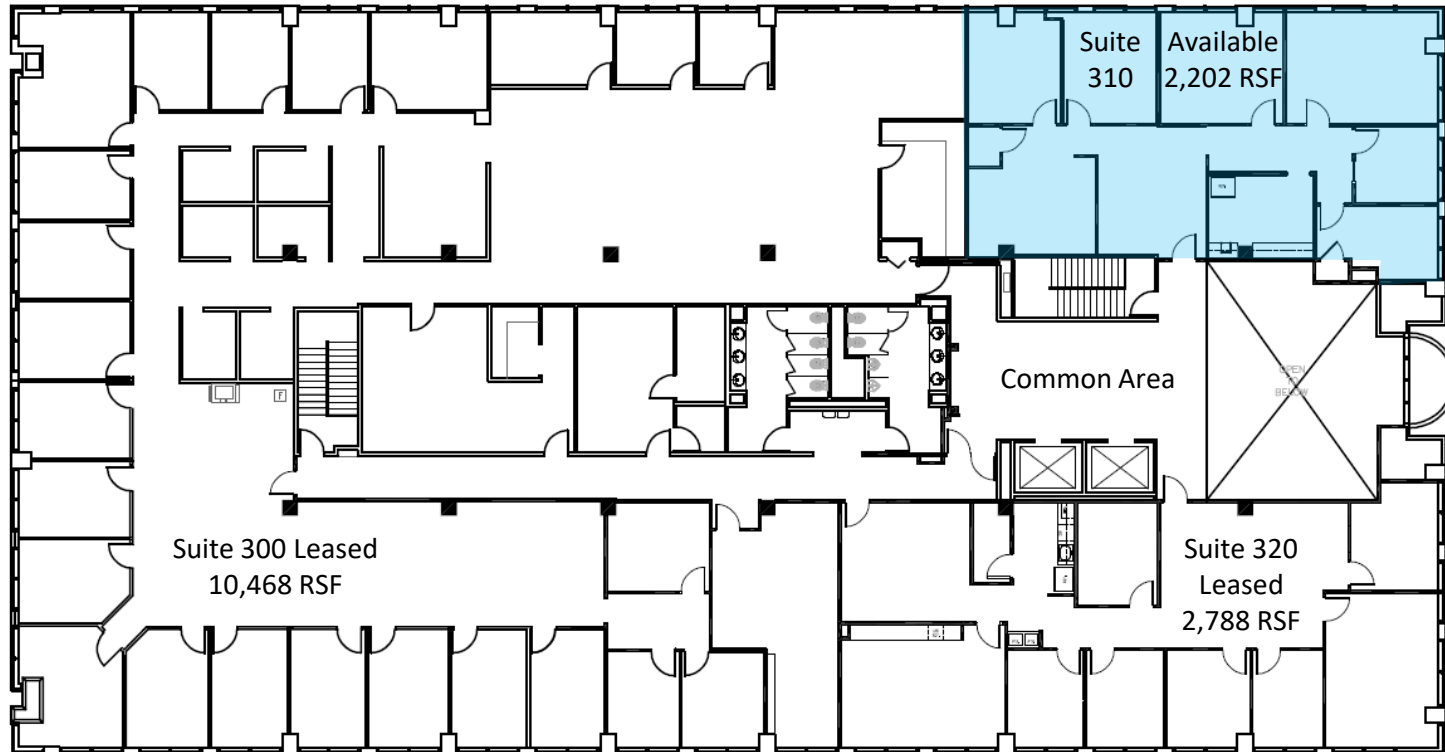
Office at End of Hall



IT Closet

121 Perimeter Center West, Atlanta, GA 30346

Third Floor



Candy McIntyre
Vice President, Leasing
Direct: 770.623.2099
Mobile: 404.408.9788
cmcintyre@BrandProperties.com

BRAND Real Estate Services

6224 Sugarloaf Parkway, Suite 200
Duluth, Georgia 30097
770.476.4801 BrandProperties.com

TEAM SUITE AVAILABLE NOW - 143 DESKS

Atlanta, GA - Perimeter Center

121 Perimeter Center West, 2nd Floor, Atlanta, Georgia 30346

143 desk team space available for immediate move in

Approximately 10,400 sq ft of
dedicated office space











- Entire 3rd floor available
- Separate and secluded space for large teams
- Complimentary onsite parking
- Fully furnished and move-in ready
- Branding and opportunities to add doors to enable further privacy
- Customization available to meet your company standards
- Utilization tracking available
- Mix of private offices and large team rooms
- Configurable & in place secure network
- Access to on-demand meeting rooms, focus rooms, common and collaboration spaces on 3rd and 2nd floors
- 2:1, 3:1 or 4:1 shared seating arrangements available

TO LEARN MORE CONTACT

770.800.2450 | atlanta.perimeter@serendipitylabs.com



INCLUDED WITH YOUR OFFICE

-  Upscale Furnishings
-  Secure WiFi
-  Guest Reception
-  Meeting Room Access
-  Coffee
-  Secure Printing
-  Mail Services
-  Hosted Networking Events

BE IN THE CENTER OF IT ALL

- Class A Office Building
- Located in the heart of Central Perimeter
- Easy access to I-285 & GA 400
- Truist Bank & Tin Lizzy's Cantina located in the building
- Walkable amenities
- 3 min I-285
- 17 min Serendipity Labs Alpharetta - North Point
- 28 min Downtown Atlanta
- 34 min Hartsfield-Jackson Atlanta International Airport

TEAMHUB™ SHARED DESK PLANS

If you are looking for an office with a flexible hybrid work model, then our TeamHub shared desk plans are an ideal solution for your team. Designated employees can access our dedicated team rooms and work securely, both full or part-time.

- 2:1, 3:1 or 4:1 shared seating arrangements customizable by requirement
- Simple per person per month pricing, for as few as 6 months
- Ideal for remote and mobile workers that only need access to a desk part-time

WHAT MAKES SERENDIPITY LABS DIFFERENT

Professional Environments

Sophisticated furnishings, frosted glass walls, spacious offices, and a strategically designed footprint creates the atmosphere professionals desire.

Security & Compliance

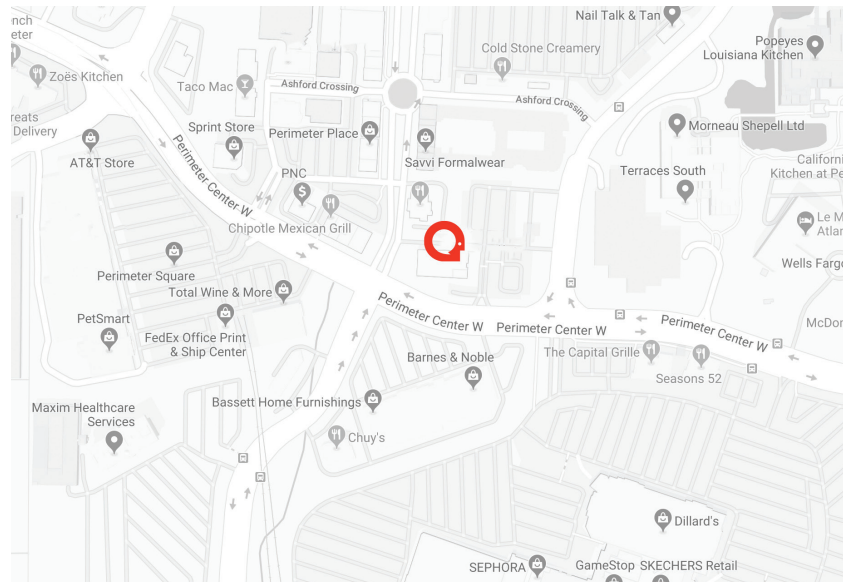
Our infrastructure enables our corporate customers to meet organizational security and compliance standards for their respective industries, including PCI-DSS, HIPAA, SOX, GLBA and others.

Centralized Billing

Monthly billing statements and usage reports to facilitate proper accounting of total spend from membership dues, service packages, workspace reservations and incidentals.

Wireless Infrastructure

We utilize enterprise grade Wi-Fi and network infrastructure, with industry-leading Wireless Intrusion Prevention System. The system we deployed is powering Fortune 500s, Global 2000s and the highest levels of government including Defense.



Serendipity Labs®

Inspiration at Work.®

TO LEARN MORE CONTACT

770.800.2450

atlanta.perimeter@serendipitylabs.com

DDC

design
develop
construct
JOURNAL

Reprinted from SPRING 2020
WWW.DDCJOURNAL.COM

ACTIVATING AN ATLANTA SITE

P 30



Activating an Atlanta Site

Real estate firms transform single-building property into activated mixed-use site in Atlanta



In Central Perimeter, a bustling metro area on the outskirts of Atlanta, a property that once held a solitary office building will soon be a thriving site contributing to the area's live/work/play environment.

The property, 121 Perimeter Center, is under active redevelopment by The Hudgens Company. The firm worked to renovate an existing 50,000 square-foot Class A office building to bring in new tenants and recently built a parking deck to replace and expand upon the site's surface parking. Presently, The Hudgens Company is preparing to add a new AC Hotel by Marriott through a joint venture with Vision Hospitality Group.

Brand Real Estate Services, a local firm offering commercial management, leasing, sales and redevelopment services, has assisted The Hudgens Company in its efforts, supporting its team and the office building's tenants during the construction process.

MAKING SOMETHING NEW

121 Perimeter Center is a 4.7-acre property in one of the largest commercial submarkets of Atlanta. When The Hudgens Company purchased the site in 2015, it was one of the only underutilized sites in a neighborhood surrounded by office, residential, hotel, restaurant and retail locations.

The original development held a three-story, 50,000 square-foot office building fully leased to SunTrust Bank, with surface parking hosting 180 spaces. While SunTrust's lease was still active, The Hudgens Company patiently planned and made decisions on how to reinvigorate and maximize the property.

The Hudgens Company worked with Brand to renovate and re-lease the office building to serve new tenants. Now 100-percent leased, the building is home to Truist Bank, which occupies around 10,000 square feet, as well as Serendipity Labs, a co-working company that occupies 26,000 square feet. Tin Lizzy's Cantina is also located on the ground floor.

The company's next step was to build a new parking deck to provide additional parking for the area. The parking structure, designed by Wakefield Beasley and built by Evans Construction, opened in September 2019 with 320 spaces.

The creation of the parking deck also opened up 1.25 acres that is currently being used to construct the new AC Hotel. The seven-story hotel will hold 156 rooms. Construction began in early 2020.

The Hudgens Company

EXECUTIVE VP
Bruce Williams

LOCATION
Atlanta, Georgia

Brand Real Estate Services

PRESIDENT
Scott Meadows

LOCATION
Duluth, Georgia

"We're excited about all of it," says Bruce Williams, Executive Vice President of The Hudgens Company. "The hotel will use about 100 spaces in the parking deck at night. It's a good use of the site and a good mixed-use project where you get to share spaces on a parking deck; some need them during the day, and some need them at night."

Once the hotel is built, the property will have a remaining restaurant pad, providing even more opportunity for the site.

The new activation of the 121 Perimeter Center property illustrates several key trends in today's market, says Scott Meadows, President of Brand Real Estate Services.

"Redevelopment is a trend that we're seeing quite a bit; re-purposing buildings that are becoming obsolete, or are underutilized, or a lease is up, or a tenant moves out, and you have to determine what the next generation will be," he says. "Mixed use is another. It's hard to find a development today that does not build multiple uses on its site. This site is in a highly desirable location that was underutilized. What used to be this small office building is becoming much more activated and urban."

WORKING TOGETHER

Both The Hudgens Company and Brand have a rich history in the Atlanta market. The two firms have maintained a solid partnership for many years.

"[Brand] manages all our properties. We fit together like hand in glove to make sure all our properties are run correctly and that every tenant there is glad to be there and their business succeeds," Williams says. "They're truly professionals, and they do a great job."

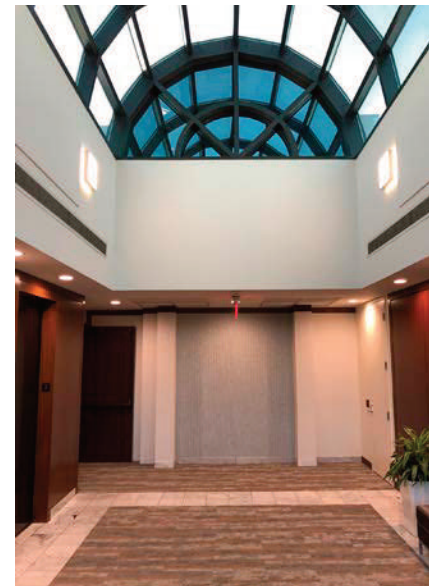
The 121 Perimeter Center project is an example of both companies' abilities and trends in the Atlanta market. Through clear communication and teamwork, Brand has helped The Hudgens Company navigate the complicated process of redeveloping a site while mitigating disruptions to existing tenants.

"Once this project was fully realized, our team had much trepidation of the changes and how they would affect or possibly disrupt our business. Our worries were quickly put to ease

through the partnership of Brand Real Estate," says Brian Stanley, Area Director for Southern Proper Hospitality Group, which owns Tin Lizzy's Cantina. "Each step of the way was communicated proactively...Whether it was adjusting construction times for the comfort of our guests, providing valet when the parking was compromised or just simple adjustments, every situation was a collaboration in success. The results speak for themselves in the beautification and efficiency of the property."

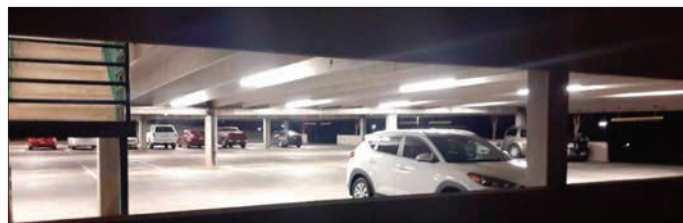
Brand's team is backed by decades of experience in the industry, and the company as a whole focuses on building true partnerships with its clients.

"It's all about creating value for our clients," Meadows says. "That translates into leasing their vacancy and managing their property to maximize their return. There's nothing new in that strategy, but there are a thousand things that go into delivering on it, so we focus on day-to-day execution, making sure to keep a close connection with our client." ▢



GRAVITT ELECTRIC

Gravitt Electric would like to thank Hudgens Company and Brand Properties for the opportunity to work with such a great team of really good people for over 40 years! As a small family business we have truly been blessed to be part of a larger family like Hudgens Company and Brand Properties.



**Gravitt
Electric
Inc.**

