



DRAFT PRESS RELEASE
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**\$150+ Million Mixed-Use Luxury Development
Coming To The Heart of Gwinnet County In Suburban Atlanta, Georgia**

A \$150+ million luxury mixed-use project is under development by Atlanta-based JMS Family Companies (“JMS”) on 40.4 acres located at 6405 Sugarloaf Parkway in Duluth, Georgia, directly across from the Gas South Arena which draws over 1 million visitors annually.

The site is anchored by “Maison 6405.” Features include a 179,000 sq. ft., six-floor building that is being completely converted into a boutique hotel under Hyatt’s vibrant upscale Joie de Vivre (JdV) brand with 136 suites, of which 16 will be mega suites of 625 sq. ft. or more.

Portions of the building are available now for rental as event space for weddings, business meetings, family reunions, and other special get-togethers.

The hotel will eventually offer an unmatched variety of experiences to choose from, including a high-end rooftop restaurant and bar; a casual lobby restaurant; a lobby bar with exclusive speakeasy cigar and whiskey bar; an 8,300 sq. ft. Turkish hammam wellness spa with indoor swimming pool; a nightclub; a 300+ seat amphitheater; and 9,000 square feet of flexible event space that can accommodate up to 800 people for business meetings, weddings, and social celebrations.

Immediately adjacent to the hotel will be an outdoor lagoon pool and a structured parking deck for more than 260 cars.

“We are creating a combination of memorable experiences that are unlike anything else in the Atlanta area or nearby states so travelers as well as local residents have a variety of special options to choose from,” said Jay Patel of JMS. “The event space is available for bookings now, while the speakeasy bar, restaurants, spa, and other amenities will be available when the hotel opens in about 22 months before the World Cup in 2026.”

Patel added that the 40-acre site will also feature 110 luxury townhomes, some of which will be branded Hyatt residences, alongside adult living areas, upscale retail shopping, and medical office buildings. JMS is in current discussions with interested developers for the property surrounding the Hotel.

The hotel project is registered with the U.S. Citizenship & Immigration Services (USCIS) as an EB-5 visa investment project through the Atlanta-based Southeast Regional Center.

“The word ‘unique’ is overused but it truly applies to this development where lavish opulence meets cutting-edge innovation,” explained Patel, whose company has more than 40 years of experience developing projects throughout the southern U.S.

Additionally, “This development is poised to boost Gwinnett’s economy, elevate the region’s profile, and offer an unmatched experience for both residents and visitors,” said Chairwoman Nicole Love Hendrickson. “Anticipating its positive impact on our county’s landscape, we are eager to see the value it adds to the thriving expansion taking place in Gwinnett’s Downtown.”