



725

PONCE

REIMAGINE

DINING & ENTERTAINMENT SPACE IN ATLANTA

NEW CITY


VANTAGE
REALTY PARTNERS

View from Historic Fourth Ward Park

A FIRST OF ITS KIND

725 Ponce's architecture integrates direct BeltLine access and BeltLine-adjacent Kroger and restaurant space into the structure of its new 370,000 square foot office tower to create a seamless experience of community and collaboration.

02

"If the architecture is any good, a person who looks and listens will feel its good effects without noticing."

CARLO SCARPA,
BAUHAUS ARCHITECT



COMMUNITY GATHERING SPACES, INTEGRATED ART,
AND CHEF-DRIVEN DINING DIRECTLY ACROSS FROM
PONCE CITY MARKET.

BE ON THE FOREFRONT OF CHANGE

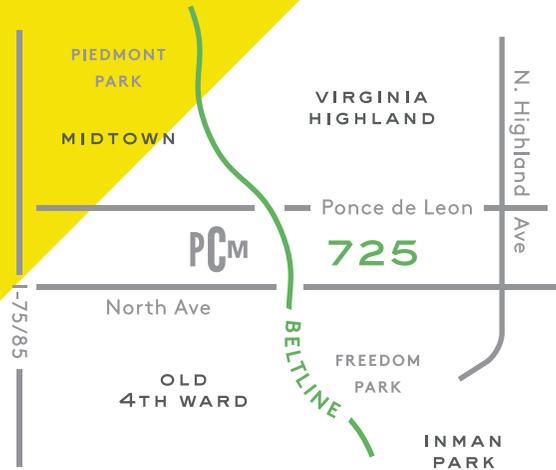




1



2



1. Walk along the BeltLine. 2. Ladybird restaurant patio as seen from the BeltLine.

BEACH FRONT / LOCATION IN THE HEART OF ATLANTA

High Quality of Living

725 Ponce is well-located in a dense retail and residential corridor in Midtown, the largest business district in Atlanta. The building is surrounded by approximately 2,500 multi-family units within 3-miles, with more under development to serve the growing population, as well as the most desirable historic neighborhoods in the metro area.

Steps From Retail, Restaurants, and Recreation

With 725 Ponce positioned on the BeltLine, visitors have back-door access to Atlanta's best parks and restaurants. Restaurants from known chefs – Anne Quatrano, Sean Brock, Ford Fry, Kevin Rathbun and Guy Wong, to name a few – are walking distance from 725 Ponce, and entertainment venues such as Dad's Garage, 7 Stages, Venkman's, City Winery and Variety Playhouse are within arm's reach.

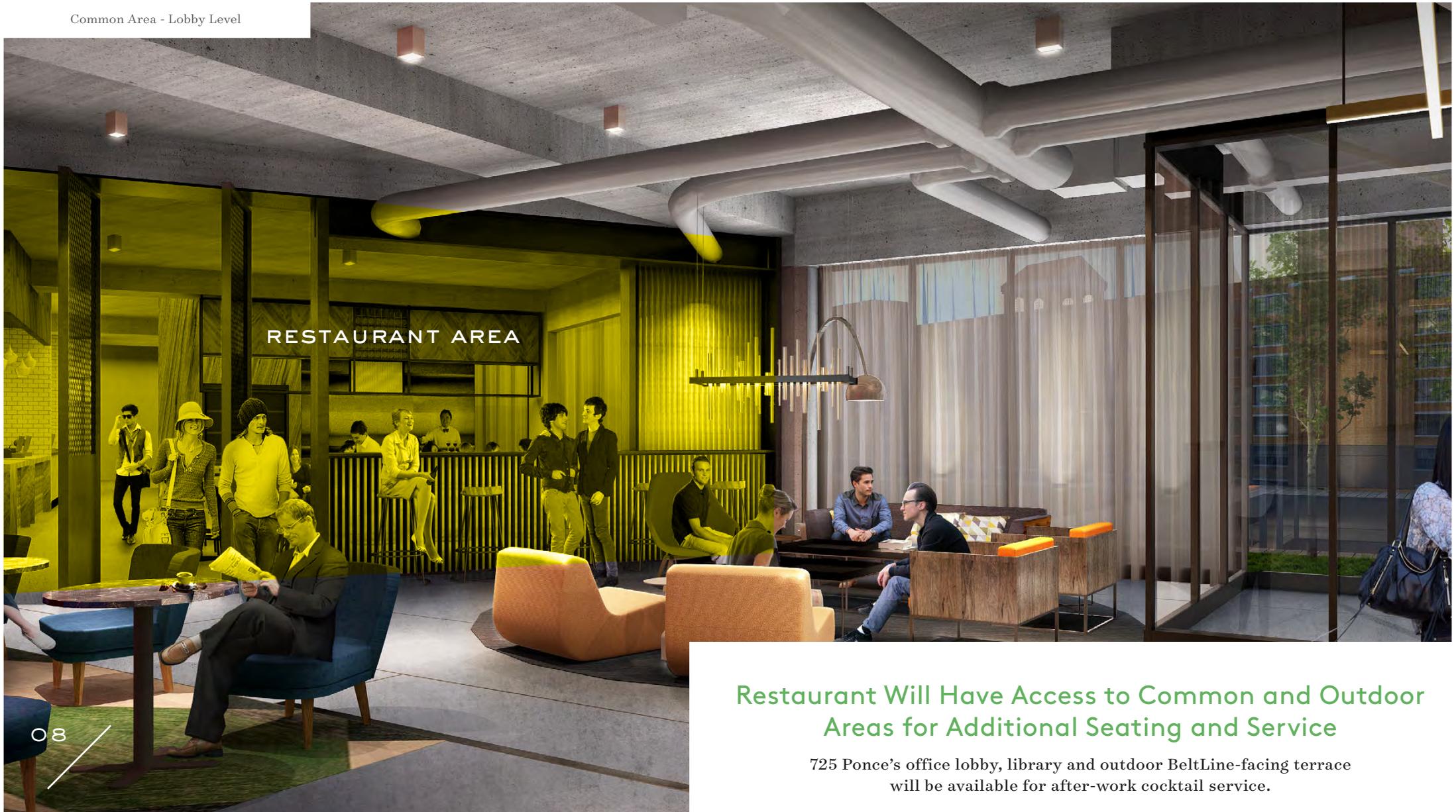




PROJECTION WALL

RESTAURANT SPACE

5,000 Square Feet of
Premium BeltLine-
Adjacent Restaurant
Space Available

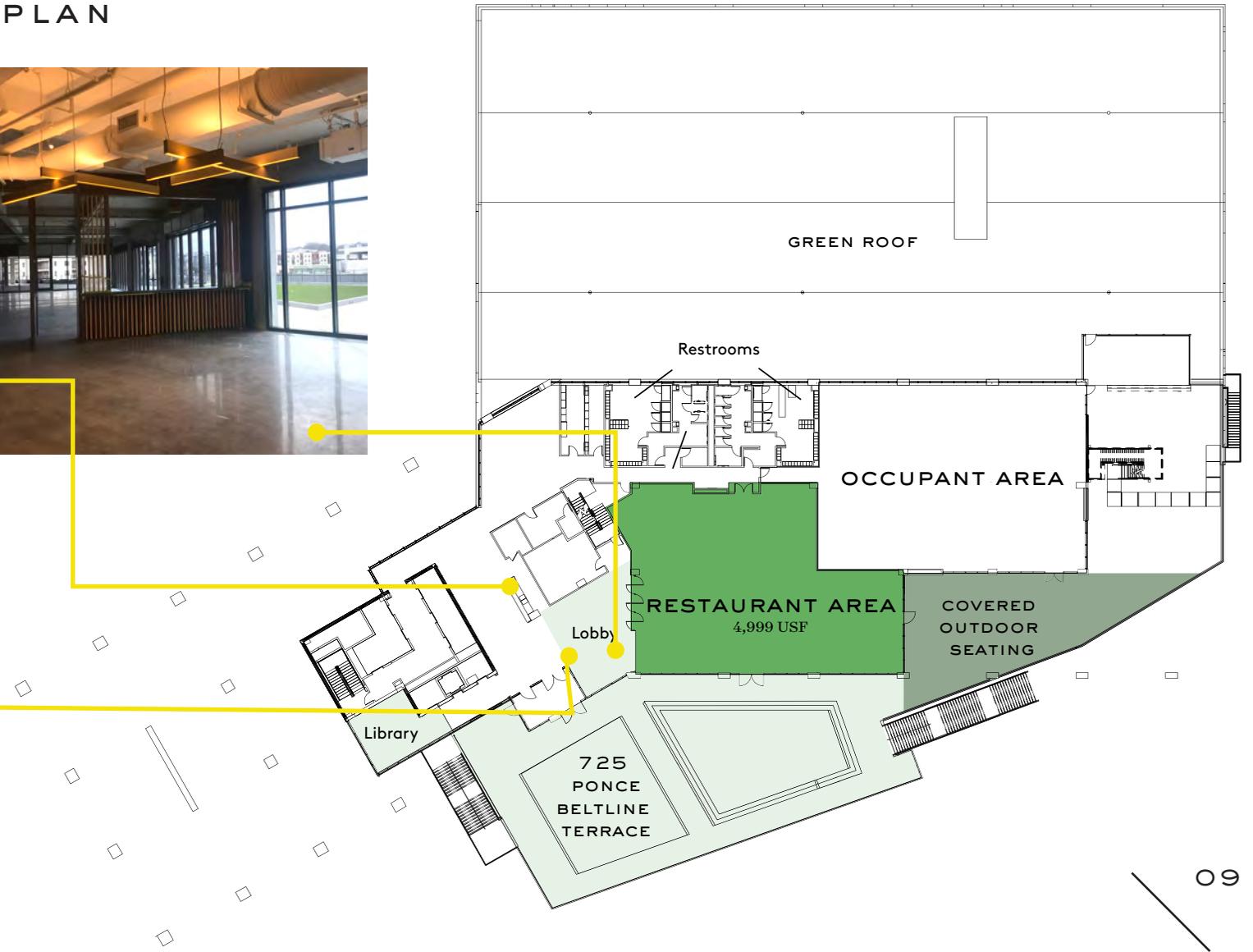


RESTAURANT AREA

Restaurant Will Have Access to Common and Outdoor Areas for Additional Seating and Service

725 Ponce's office lobby, library and outdoor BeltLine-facing terrace will be available for after-work cocktail service.

LOBBY LEVEL FLOOR PLAN



THE BELTLINE

The BeltLine's Eastside Trail is changing the way Atlantans live, work, shop and play. The trail will be 725 Ponce's front door, giving tenants an opportunity for a lunchtime run, afternoon farmer's market pick-up and short walks to countless food and entertainment venues as well as spontaneous art and social gatherings. Experience a new way to work in Atlanta with 725 Ponce.



DEVELOPMENT CATALYST

As the primary catalyst shaping the way Atlanta will grow throughout the next several decades, the \$5B Atlanta BeltLine is the most comprehensive economic development effort ever undertaken in the city of Atlanta and among the most significant urban redevelopment projects currently underway in the country. Upon completion, it will provide a network of public parks, multi-use trails and transit along a historic 22-mile railroad corridor circling downtown and connecting 45 neighborhoods.

Ponce City Market

Ponce City Market is a 2.1 million square foot mixed-use development located in the former historic “City Hall East” building and is one of the largest urban redevelopment projects in U.S. history.

Krog Street Market

This \$70 million 9-acre mixed-use development along the BeltLine opened in Summer 2014. The project, remodeled from a 1920s warehouse, is centered on a 12,000-square-foot, west coast-style market and restaurants, and also includes up to 300 apartments.

Midtown Place

A 256,712 square foot shopping center located on Ponce de Leon Avenue in Midtown anchored by Whole Foods, Home Depot, PetSmart, Staples, and TJ Maxx. Midtown Place also contains over 36,000 square feet of shop space offering a well-balanced mix of retail, service and restaurant uses.



Ponce City Market, located across BeltLine from 725 Ponce.

NEW AND UPCOMING

Clermont Hotel

The transformation of the Atlanta landmark Clermont Hotel into a classy 98-room boutique hotel is long awaited and eagerly anticipated by Atlantans.

Opened May 2018

North & Line

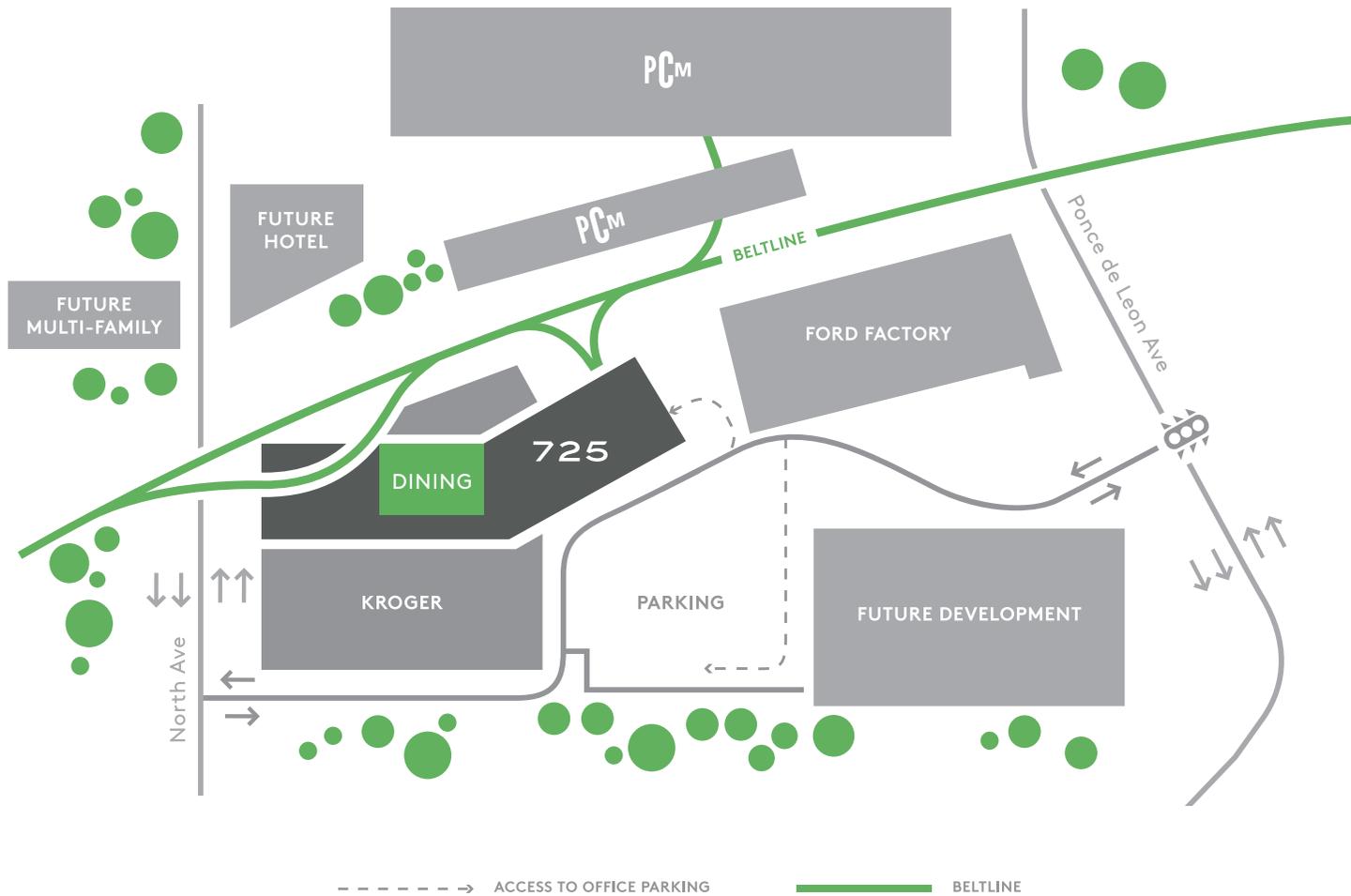
Five-story, multifamily building planned with a maximum of 228 units and a 4,500 square feet of commercial space fronting Historic Fourth Ward Park.

Summer 2019 Delivery

760 Ralph McGill

760 Ralph McGill is an 11.5 acre site two blocks south of 725 Ponce, expected to break ground in 2019. It will be a dynamic new mixed-use project, including office, residential, retail and hotel spaces.







“Space has always been the spiritual dimension of architecture. It is not the physical statement of the structure so much as what it contains that moves us.”

ARTHUR ERICKSON,
ARCHITECT

DEMOGRAPHICS

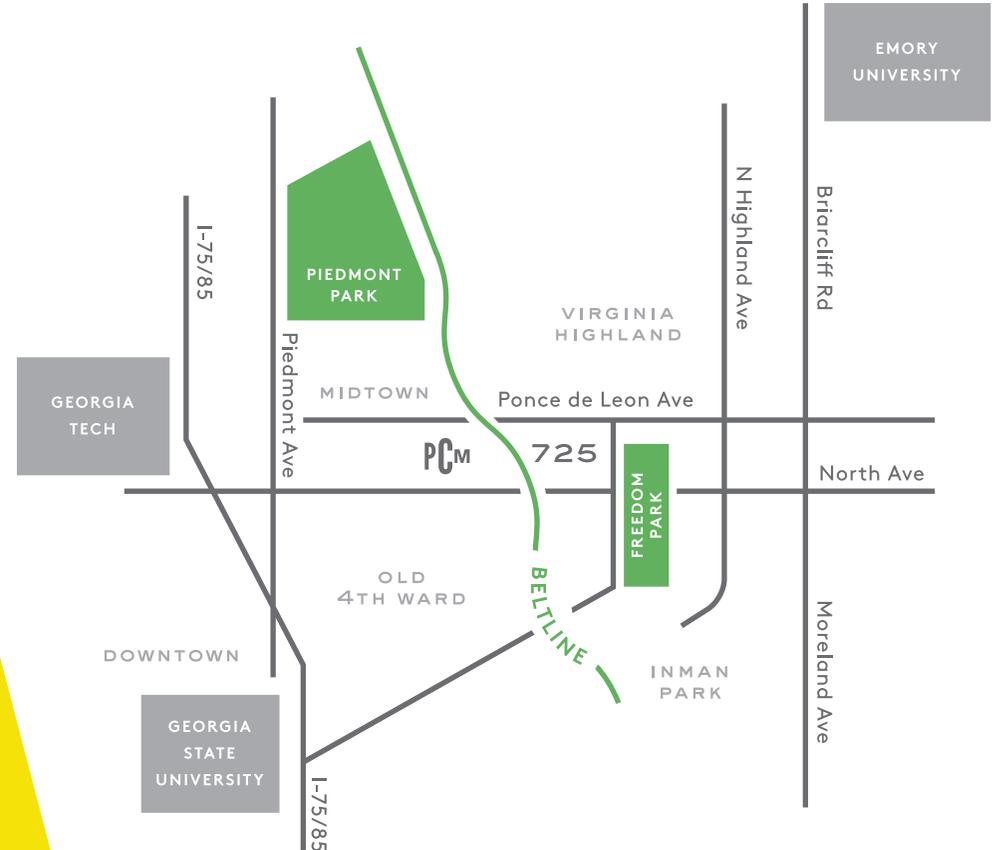
725 Ponce is surrounded by some of the most dynamic new and future projects in Atlanta and the United States.

Dense, Affluent Infill Demographics

The community surrounding 725 Ponce is among the most dense and affluent in the Southeast. 369,235 people with an average household income of \$82,000 live within a 5-mile radius of the property. The 5-mile population growth rate is over 13%.

Educated Employment Base

Five well-known institutions of higher education serve the employment base in Midtown: Georgia Institute of Technology, Emory University, Savannah College of Art and Design (SCAD), Atlanta University Center and Georgia State University.



DRIVE TIMES



5 minutes

I-75/85 via North Avenue
to 725 Ponce



8 minutes

I-75/85 via Freedom Parkway
to 725 Ponce

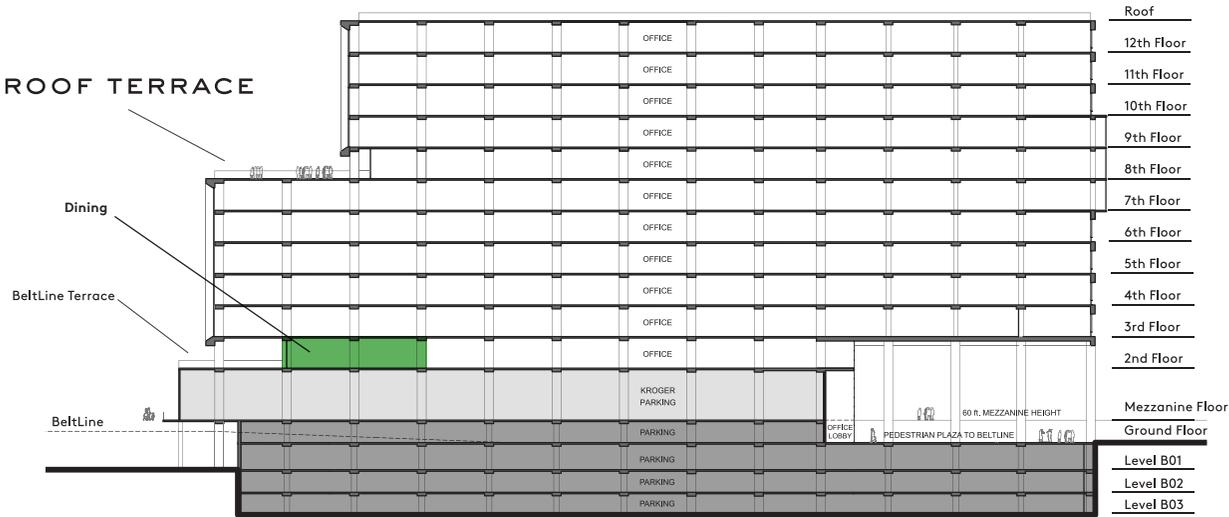


11 minutes

I-75/85 via 10th Street
to 725 Ponce

725 Ponce is positioned on Ponce De Leon Ave, the main East-West corridor in Atlanta's Midtown neighborhood, less than 0.25 miles from Freedom Parkway, which connects Midtown to I-85 and Downtown Atlanta, and along North Avenue, providing easy access to MARTA. It's directly across the BeltLine from Ponce City Market.

STACKING PLAN



FLOOR	2	3 - 6	7	8 - 9	10 - 12
RSF	12,357	39,421	39,010	31,349	33,001

Approximately 5,000 total rentable square feet of restaurant space

Expansive BeltLine Patio

Located on the BeltLine with views of the BeltLine, Historic Fourth Ward Park, and Downtown / Midtown / Buckhead

Anchored by a new urban-prototype Kroger

900+ parking spaces with valet service

13-foot ceilings with 10-foot industrial windows

LEED silver

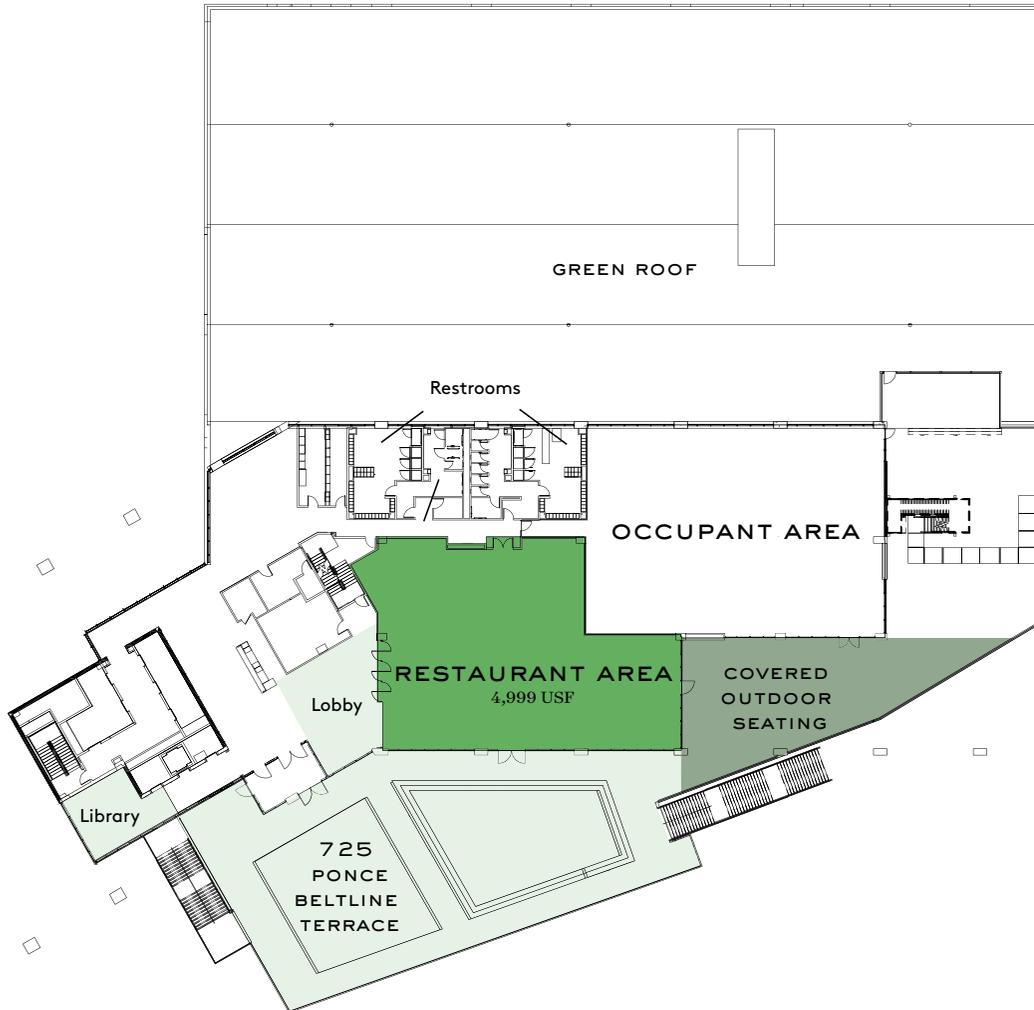
Shuttle to MARTA

Chef-driven restaurant

5,000 office employees, 1,200 retail employees and 400 residents at neighboring Ponce City Market

DINING AND ENTERTAINMENT SPACE

DETAILS



Approximately 5,000 total rentable square feet (flexible based on Tenant's final plan)

Additional possibilities include: 8th floor event space, War Horse Outpost, and BeltLine terrace bar

Restrooms: Fully furnished by landlord

Electrical: 800 amp/3 feed panel provided by landlord

50 x 12" fire-wrapped kitchen exhaust duct for tenant to access exterior provided by landlord

HVAC: Four dedicated 5-ton water source heat pumps will be provided for the space by the landlord. (Distribution to be provided by tenant)

Gas line run to premises

Grease waste line provided by landlord with two 1500-gallon grease traps

Trash services to be provided by landlord and billed back through CAM charges

Deliveries will be accommodated through full-size loading dock

Valet parking and over 900 spaces available on evenings and weekends

Disclaimer: Plans are not to scale and are for marketing purposes only and subject to change.



DEVELOPMENT

NEW CITY

New City is a commercial real estate development firm with a focus on creating unique non-commodity places where community can grow and flourish.

The company has a specific concentration on the preservation of structures with historic character and exploring ways to repurpose them for modern use.

When new construction is called for, we search for ways to construct beautiful high-quality projects that fit within the context of the surrounding environment. Whether it's space for the community to work, shop, eat, or live, we believe that each property should include an interesting mix of uses, encourage walkability, and include the latest innovations in technology and sustainability.

New City's aim is to create authentic places that allow people to align their personal priorities with the spaces where they spend their lives. Savvy business owners, too, understand that the buildings they inhabit have a direct impact on the culture of their organization and ultimately their bottom-line as they seek to recruit & retain top-talent and distinguish themselves in highly competitive marketplaces.

ARCHITECTURE AND CONSTRUCTION

Led by Founding Partner & Ponce City Market lead architect, John Clifford, S9Architecture's New York team is dedicated to giving form to their client's pragmatic needs, with a unique design approach rooted in "modern contextualism" and inspired by urban narratives. S9 has designed viable, large-scale mixed-use projects throughout North America. Notable projects include Industry City in Brooklyn, Ponce City Market in Atlanta, and Lansdowne Park in Ottawa, Canada.

S9ARCHITECTURE

COOPER CARRY is a national firm offering Architecture, Environmental Graphic Design, Interior Design, Landscape Architecture, Planning and Sustainability Consulting services. Their multidisciplinary approach integrates specialized knowledge to create Connective Architecture: connecting ideas and people to the places where they work, relax, live and learn. Founded in 1960, COOPER CARRY has offices in Atlanta, GA, New York, and Washington, DC, with projects around the world.


COOPER CARRY

Founded in 1964, Brasfield & Gorrie is one of the nation's largest privately held construction firms, providing general contracting, design-build, and construction management services for a wide variety of markets. They are skilled in construction best practices, but are best known for their preconstruction and self-perform expertise and exceptional client service. Engineering News-Record ranked Brasfield & Gorrie 19th among the nation's "Top 400 Contractors" in 2015.

**BRASFIELD
& GORRIE**
GENERAL CONTRACTORS

LEASING

Vantage Realty Partners is a boutique commercial real estate firm specializing in retail and restaurant representation for landlords and top-tier tenants. We're proud to be known as a fun, focused, on-trend and offbeat team of Atlantans with over 100 years of combined experience, dedicated to building community through commercial real estate. We're driven by strong values and a desire to serve our clients and our city.


VANTAGE
REALTY PARTNERS

ADDITIONAL

Additional design, engineering and marketing resources contributing to 725 Ponce include a host of firms who were integral to the creation of Ponce City Market:

Airspace NYC
Eberly & Associates
Indigo Collective
Weintraub & Diaz



VANTAGE
REALTY PARTNERS

LEASING

Brittany McCall

Direct: 678.686.3106

brittany@vantageatl.com

Gene Rice

Direct: 678.697.4993

gene@vantageatl.com

NEW CITY

www.725ponce.com