

Ponce City Market

Atlanta, Georgia

QUICK FACTS

Location

675 Ponce de Leon Avenue NE,
Atlanta, Georgia

Status

Opened in phases from 2013 to 2015

Type of Project

Mixed-use

Site Size

1.4 acres (0.6 ha)

Building Size

2.1 million square feet (195,000 sq m), 259 apartments, 330,000 square feet (30,700 sq m) of retail, 550,000 square feet (51,100 sq m) office space

Rental Rates

\$1,595 to \$3,500+ per month for apartments; affordable housing units also available

Project Cost

\$250 million

Developer

Jamestown Companies

Architect

Nimmons, Carr, and Wright,
Architects

Lenders

PNC Bank, SunTrust Bank,
JP Morgan

Equity Partner

Undisclosed

Bike Amenities

Bike valet, bike storage, extra-wide hallways and elevators, on-site trail access, showers

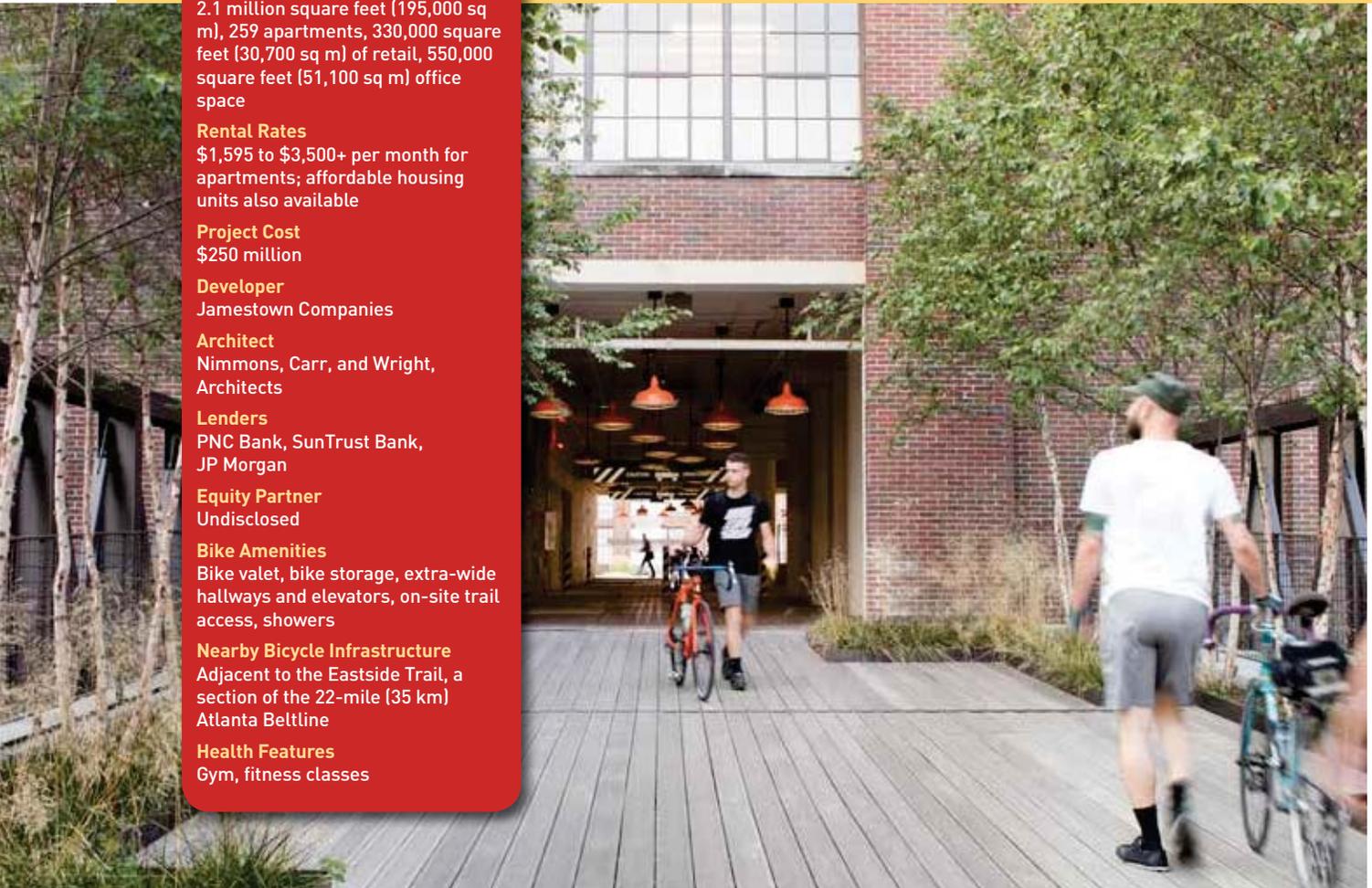
Nearby Bicycle Infrastructure

Adjacent to the Eastside Trail, a section of the 22-mile (35 km) Atlanta Beltline

Health Features

Gym, fitness classes

PONCE CITY MARKET is a 2.1 million-square-foot (195,000 sq m) mixed-use redevelopment project that opened in phases between 2013 and 2015 in Atlanta. The project was built in a historic warehouse adjacent to the Atlanta BeltLine trail and incorporates numerous features to promote active transportation access.



“The Atlanta BeltLine is a driving force in the urbanization of Atlanta, transforming our city into a walkable, connected network of neighborhoods.” >> Matt Bronfman, CEO, Jamestown

Context for Development

Along the award-winning Atlanta BeltLine, a burgeoning 22-mile (35 km) network of public parks, multiuse trails, and transit facilities, new developments geared toward car-free lifestyles are springing up. Ponce City Market is one example of this trend and is the largest redevelopment project in Atlanta since the 2008 recession.

The \$250 million adaptive use project is a live/work/play development along the BeltLine's Eastside Trail. Ponce City Market transformed a former Sears building—the largest brick building in the U.S. Southeast—into a vibrant hub of activity in Atlanta's Fourth Ward neighborhood.

The mixed-use project includes 259 apartments, 550,000 square feet (51,100 sq m) of office space, a "Central Food Hall," local and national retailers, and a neighborhood school.

Jamestown Companies, the project's developer, seized the opportunity to incorporate bike-friendly features into the Ponce City Market project. Jamestown chief executive officer Matt Bronfman notes, "The Atlanta BeltLine is a driving force in the urbanization of Atlanta, transforming our city into a walkable, connected network of neighborhoods. Ponce City Market's direct connection to the BeltLine is one of the best amenities we have to offer our community. It is not only an easy way to access the market's amenities, it also provides our tenants with a great green space that connects them directly with growing neighborhoods like Virginia Highland."

Bronfman adds, "We look forward to the continued development of the BeltLine and are committed to supporting the BeltLine's efforts."

Active Transportation-Friendly Features

Active transportation-friendly features form a central component of the Ponce City Market project, and include the following:

- >> **Bicycle storage.** Five hundred bicycle parking spaces are provided for residents and visitors in a secure facility.
- >> **Bicycle valet service.** Visitors to the development can ride up to the building and leave their bikes with the entrance valet free of charge.
- >> **Bike workroom.** Residents have access to a space where they can repair bicycles in a shared facility.
- >> **Extra-wide hallways to accommodate bikes.** Residents and visitors can maneuver bicycles around the property because of the width of hallways.
- >> **Elevators that can accommodate bikes.** Elevators are large enough to accommodate bicycles in standard positions.
- >> **Showers for bicycle commuters.** Office workers and residents have access to a shower facility to use after commuting by bike.

Facing page: Ponce City Market offers direct BeltLine access from the building. (Sarah Dorio)



Ponce City Market includes a number of features to accommodate bicycling for residents, office tenants, and shoppers. (Sarah Dorio)

>> **Direct BeltLine access from the building and public plaza.**

A walkway connection among the trail, the new public plaza, and the development provides active transportation access to pedestrians and bicyclists.

- >> **Funding for the BeltLine from car parking fees.** Jamestown worked with parking provider Parkmobile to create a payment system where the first \$1 of each car parking session is donated to the Atlanta BeltLine project.

Development Lessons

As of 2015, over \$400 million had been invested into the Atlanta BeltLine project from public and private sources, leading to more than \$2.4 billion in private development along the BeltLine corridor. Jamestown's \$250 million investment in Ponce City Market is a prime example of the BeltLine's capacity to spur development.

By 2016, over 90 percent of the office space at Ponce City Market had been leased, and the retail portion of the project had attracted a mix of restaurants and shops, most of which were new to the area. The Central Food Hall features an international array of eateries run by prominent chefs and local food purveyors. The apartment units, known as the "Flats at Ponce City Market," include modern designs and features from the original structure.

Ponce City Market's combination of bike-friendly residential, office, and retail space has aided in the continuing revitalization of the surrounding neighborhood. As a result, Jamestown is investing in redeveloping an additional local property adjacent to the BeltLine, which will feature a 60,000-square-foot (5,600 sq m) grocery store and 360,000 square feet (33,400 sq m) of office space with direct trail access.

The investments that Jamestown has made in the area show the catalytic potential of active transportation infrastructure and demonstrate how developers can leverage investments in trail projects to aid in the creation of modern, high-end mixed-use projects.