REIMAGINE OFFICE SPACE IN ATLANTA
A FIRST OF ITS KIND

View from Historic Fourth Ward Park
Inspired by Brooklyn, the architecture of the new 360,000 square foot office tower above an urban-prototype Kroger accentuates workmanship, clean lines and punctuated geometry, with BeltLine connections integrated into the structure.

Be on the forefront of change.
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“If the architecture is any good, a person who looks and listens will feel its good effects without noticing.”

CARLO SCARPA, BAUHAUS ARCHITECT
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.

Today’s employee desires a comprehensive experience; with 725 Ponce positioned on the BeltLine, employees have 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.

High Quality of Living

Steps From Retail, Restaurants, and Recreation
725 Ponce as seen from the BeltLine
The BeltLine’s Eastside Trail is changing the way Atlantans live, work, shop and recreate. 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.

<table>
<thead>
<tr>
<th>Development Catalyst</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>Ponce City Market</strong></td>
<td>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.</td>
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<td><strong>Krog Street Market</strong></td>
<td>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.</td>
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<td><strong>Midtown Place</strong></td>
<td>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.</td>
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### 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. *2017 Delivery*

**Masquerade Apartments**
Five-story, multifamily building planned with a maximum of 238 units and a 6,148 square foot commercial space which would front the Historic Fourth Ward Park. *February 2017 Delivery*

**BeltLine Hotel**
Adjacent to Krog Street Market and Studioplex, plans are underway for a $40 million dollar, 140-room hotel with rooftop bar and restaurant, inspired by hotels from Manhattan’s Meat Packing District. *Fall 2017 Delivery*
“I am as much interested in the smallest detail as in the whole structure.”

Marcel Breuer, Bauhaus architect and furniture designer
725 Ponce is surrounded by some of the most dynamic new and future projects in Atlanta and the United States.

**DENSE, AFFLUENT INFILL **

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.
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.
360,000 square feet of new loft-office space

Roof terrace and BeltLine terrace

Located on the BeltLine

Views of the BeltLine, Historic Fourth Ward Park and Downtown/Midtown/Buckhead

Anchored by a new urban-prototype Kroger

900+ parking spaces

13-foot ceilings with 10-foot industrial windows

LEED Silver

Shuttle to MARTA

Chef-driven restaurant
“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
Details:

- 36,122 Rentable Square Feet
- Ceiling Height: 13’
- Window Height: 10’
- Building Engineered to 1 person/150 sf

Disclaimer: Plans are not to scale and are for marketing purposes only and subject to change.
30,255 Rentable Square Feet
Ceiling Height: 13’
Window Height: 10’
Building Engineered to 1 person/150 sf

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