

**725**  
—  
**PONCE**



*\$150 Million Financing*

*Request for a Newly-Delivered,  
Trophy Class A+ Office Building  
Located in Atlanta's Old  
Fourth Ward/Poncey Highland.*

Mike Ryan  
Executive Managing Director  
(404) 853 5236  
[michael.ryan@cushwake.com](mailto:michael.ryan@cushwake.com)

Brian Linnihan  
Executive Director  
(404) 853 5286  
[brian.linnihan@cushwake.com](mailto:brian.linnihan@cushwake.com)

Richard Henry  
Senior Director  
(404) 853 5243  
[richard.henry@cushwake.com](mailto:richard.henry@cushwake.com)

Blake Cohen  
Senior Director  
(404) 460 1283  
[blake.cohen@cushwake.com](mailto:blake.cohen@cushwake.com)

## TABLE OF CONTENTS

<b>EXECUTIVE SUMMARY .....</b>	<b>4</b>
<b>LOCATION OVERVIEW .....</b>	<b>13</b>
<b>MARKET FUNDAMENTALS .....</b>	<b>22</b>
<b>PROPERTY DESCRIPTION.....</b>	<b>31</b>
<b>TENANT OVERVIEW .....</b>	<b>41</b>
<b>FINANCIAL OVERVIEW .....</b>	<b>46</b>
<b>SPONSOR OVERVIEW .....</b>	<b>50</b>



## WALKABLE AMENITIES / RETAIL

The Property is ideally located in a dense, pedestrian friendly area with walkable access to a variety of shopping and dining options. The property is surrounded by over 500,000 square feet of existing or under construction retail within a quarter-mile radius. The Property further benefits from excellent access afforded by its proximity to the North Avenue MARTA Transit Station and direct access to I-75/85, both of which are less than a five-minute drive from the Property. The North Avenue interstate exit is the northernmost in-town Atlanta exit with direct access to I-75/85 — any other exit to the north requires taking connectors or indirect side streets to achieve. The immediate surroundings also benefit from prominent mixed-use developments such as Ponce City Market and Krog Street Market. Tenants have immediate access to The BeltLine Eastside Trail, Freedom Parkway Trail, and dedicated bike lanes that create a complete network for residents in East Atlanta.

- Walk Score of 85
- Over 2.4 million square feet of new developments have delivered within a quarter-mile since 2014 (currently 90% leased)
- Shares immediate Beltline location with Ponce City Market, a renowned adaptive reuse development which includes 600,000 square feet of office with 100% occupancy, a critically acclaimed food hall, and 200 loft style apartments
- Eastside Beltline Trail hosts more than two million visitors annually and connects Piedmont Park, Atlanta Botanical Garden, Historic Fourth Ward Park, the Stone Mountain Trail, and Freedom Park
- Serving 500,000+ riders per day on average, MARTA rail access has become an increasingly valuable commodity in Atlanta's urbanization – as such the property offers a dedicated shuttle to the North Avenue MARTA Transit Station
- The Property's route to MARTA is along the North Avenue Smart Corridor, a project partnership between the Georgia Institute of Technology and the Georgia Department of Transportation that analyzes short and long-term transportation planning to improve multimodal traffic and transit operations



## BELTLINE

### IN THE HEART OF THE ACTION

*With the BeltLine Eastside Trail passing right through the building, 725 delivers more direct access to intown experiences than any other destination in the city.*

First conceived as a 1999 master's thesis by Georgia Tech student Ryan Gravel, the Atlanta BeltLine is a 22-mile transit greenway that transforms old railroad corridors with light-rail transit, parks and multi-use trails to generate economic growth and protect quality-of-life in 45 historic neighborhoods throughout the central city. A grassroots campaign of local citizens and civic leaders evolved from that idea, which led to a robust new vision of an Atlanta dedicated to an integrated approach to transportation, land use, greenspace, and sustainable growth. Upon completion, it will include an additional 11 miles of multiuse trail and 2,000 acres of parks. It will open in phases through the anticipated completion in 2030. Currently, the Atlanta BeltLine consists of four open trails; two trails under construction; seven parks; intensive planning for modern streetcar expansion; more than \$4 billion in private economic redevelopment; hundreds of affordable workforce homes; free fitness classes; a linear arboretum; an urban farm; and the largest temporary public art exhibition in the south. The BeltLine is funded through a mix of public and private sources – including the Atlanta BeltLine Tax Allocation District (TAD), the City of Atlanta, private investment and philanthropic contributions, county, regional, state and federal grants, and public private partnerships.

- 22 miles of pedestrian friendly rail transit
- 33 miles of multi-use trails
- 2,000 acres of parks
- 5,600 units of affordable housing
- 1,100 acres of brownfields remediated
- \$10-20 billion in economic development
- 30,000 permanent jobs
- 48,000 one-year construction jobs
- Plethora of public art and historic preservation with a high degree of sustainability



# LOCATION OVERVIEW

## DEMOGRAPHICS

	1 MILE	3 MILE	5 MILE
Population	27,838	164,108	377,279
YoY Pop. Growth	13.4%	11.85%	11.75%
Median Age	35	34	35
Median HHI	\$79,133	\$85,918	\$78,321
# Households	16,740	80,702	174,324
Avg Size HH	1.66	1.86	2.07
% Commute < 15 Mins.	58.75%	57.46%	50.10%
% Min bachelor degree	63%	64%	55%



## DYNAMIC COMPANIES ARE DRAWN TO ATLANTA

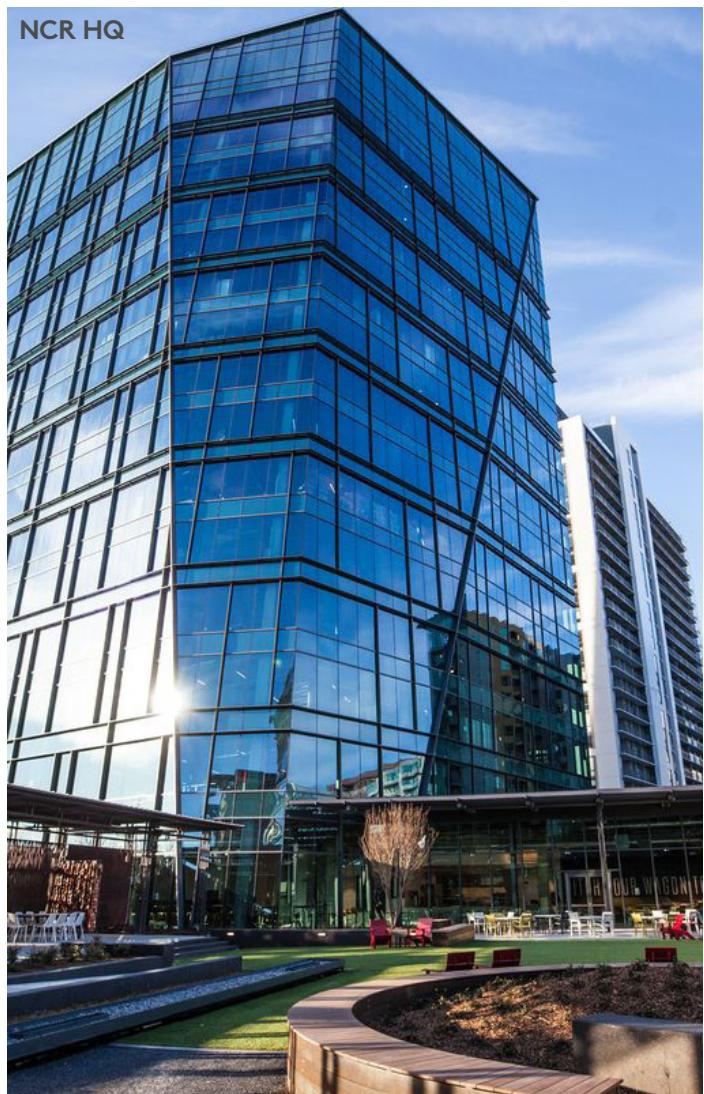
- Hartsfield Jackson International Airport, the world's busiest airport with 107 million passengers passing through it annually, is a key deciding factor for international and national companies looking for a regional or global headquarters
- Atlanta is one of the largest MSAs in the United States, yet offers a low cost of living, excellent access to a well-educated workforce, and moderate year around weather
- Atlanta offers a low cost of doing business from tax incentives to real estate needs. Atlanta's rents are some of the most affordable rents of any major city in the United States
- Atlanta offers employers an outsized pipeline to talent with a pipeline of 275,000 students, 29,000 of which reside in Midtown

## MIDTOWN RELOCATIONS AND EXPANSIONS

- **ANTHEM INC.** the Fortune 500 health insurer, has signed a build-to-suit agreement, which will develop the 352,000-square-foot building near Georgia Tech. Anthem's Atlanta center will develop software products and mobile applications for members and health-care providers. It will employ 3,000 people and create 1,800 new jobs
- **HONEYWELL** relocated its tech division HQ to Midtown adding an 800-job, \$20M software development center to 715 Peachtree
- **KAISER PERMANENTE** developed a 150,000 SF, \$20M "information technology campus" in Midtown that will create 900+ jobs through 2019, bringing the firm's total GA presence to 4,000+ employees and physicians
- **NCR** is expanding its newly-developed Midtown HQ at Centergy North at Technology Square to 750,000 square feet. The expansion will involve a \$145M second tower and 1,800 new tech jobs over five years, on top of the 3,600 jobs NCR brought to Midtown with completion of the first tower
- **NORFOLK SOUTHERN**, announced a build-to-suit agreement for its new \$575 million headquarters in Midtown, which is expected to open in 2021 and employ over 2,500 people

## OTHER NOTABLE WINS

- **PORSCHE CARS NORTH AMERICA, INC.** opened a new 28-acre, \$100M U.S. HQ in 2015 adjacent to Hartsfield-Jackson Airport, where it employs 400
- **GOOGLE'S** new 1.2M square foot data center repair facility in south metro Atlanta opened in 2015 at Fairburn Logistics Center, a 1.2M SF cross-dock facility launched in 2014 by TPA Group
- **GE** picked Buckhead for its \$3M global digital operations center that will create 400 jobs. The center is part of firm's Industrial Internet initiative, supporting GE's Global Infrastructure operations
- **KEURIG GREEN MOUNTAIN, INC.'**S new \$337M 585,000 square foot Douglas County plant created 550 new jobs



## MARKET FUNDAMENTALS

- **MERCEDES-BENZ** created 1,000 jobs with its HQ move to Atlanta from NJ. Their new 250,000 SF office is located within the 12-acre Sandy Springs HQ campus
- **SHIRE PHARMACEUTICALS'** (former Baxter) new \$1.2B manufacturing plant in Stanton Springs in Newton County is nearing completion, and the company is almost halfway through its goal of hiring 1,600 workers
- **FACEBOOK** has confirmed plans to add a 400-acre data center campus in Stanton Springs with an anticipated delivery in early 2020. The project is expected to employ 100 in its first phase and service more than 2 billion people across the globe
- **ALCON LABORATORIES** is investing \$275M and creating 300+ jobs at its Johns Creek campus. Atlanta beat out Singapore and Germany for the expansion
- **UNITED PARCEL SERVICE INC. (UPS)** will invest \$400M and create 1,250 jobs at a new 1.3M SF logistics hub, the firm's 3rd largest such facility in the country, near Charlie-Brown Airport
- **GENERAL MOTORS INC.** plans to add 200-400 jobs one year after opening its 1,000-employee IT center in North Fulton County. Firm has reached capacity at its new 228,000 SF IT center in Roswell and is scouting North Fulton for additional space
- **STATE FARM** is the centerpiece of Perimeter Center's new 17-acre 2.2M SF mixed-use campus, representing one of Atlanta's largest corporate developments ever. State Farm will add 3,000 jobs over the next 10 years, eventually housing 8,000
- **THYSSENKRUPP ELEVATOR AMERICAS** announced planned development of a \$200 million headquarters complex and test tower in Cobb County that would bring 900 jobs to three facilities on a five-acre site near the Atlanta Braves' SunTrust Park and the surrounding development Battery Atlanta



Mercedes-Benz HQ

### SELECT RECENT MAJOR ATLANTA RELOCATION/EXPANSION DECISIONS



**Baxter**

Anthem

 SecureWorks



**sage**

  
ENABLE PATH



 worldpay

**H·D SUPPLY**

 athenahealth



**Novelis**

 **State Farm**

  
**Pulte**  
Homes

**fiserv.**

# PROPERTY DESCRIPTION



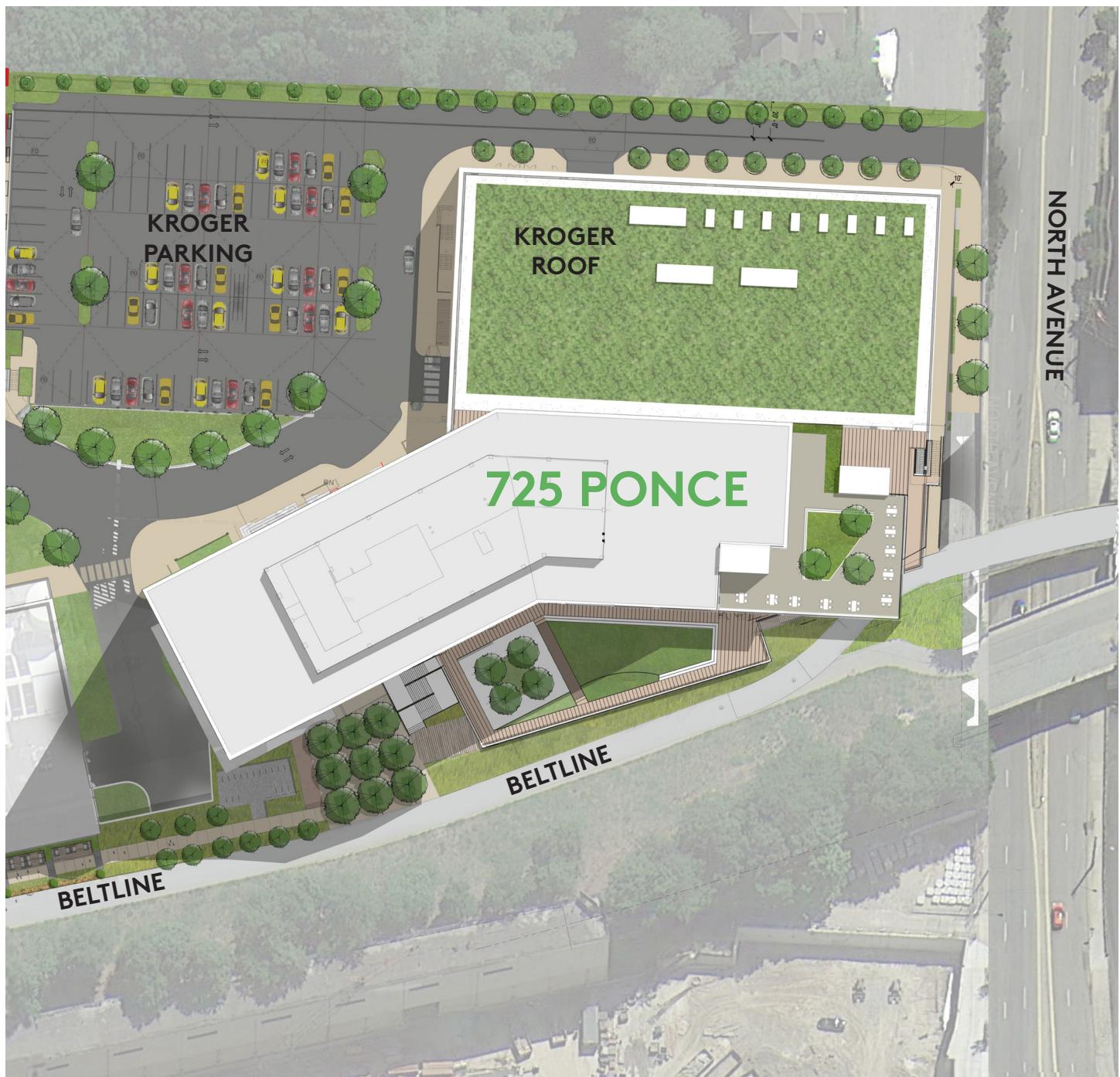
# PROPERTY DESCRIPTION

## STACKING PLAN

<u>Floor</u>							
12	<b>BlackRock</b> Suite 1200 32,962 RSF 5/31/2036						
11	<b>BlackRock</b> Suite 1100 33,009 RSF 5/31/2036						
10	<b>BlackRock</b> Suite 1000 33,033 RSF 5/31/2036						
9	<b>BlackRock</b> Suite 900 32,652 RSF 5/31/2036						
8	<b>McKinsey</b> Suite 800 24,077 RSF 3/31/2032		<b>Mgmt Office</b> Suite 802 1,998 RSF N/A	<b>Event Space</b> Suite 801 3,970 RSF N/A			
7	<b>McKinsey</b> Suite 700 40,318 RSF 3/31/2032						
6	<b>Available</b> Suite 600 39,446 RSF Available						
5	<b>Available</b> Suite 500 39,439 RSF Available						
4	<b>PagerDuty</b> Suite 400 39,399 RSF 7/31/2028						
3	<b>WeWork</b> Suite 300 39,398 RSF 4/30/2036						
2	<b>Lobby and Common Area</b>				<b>Available</b> Suite 250 5,798 RSF Available	<b>WeWork</b> Suite 200 6,740 RSF 4/30/2036	

Exp. Yr.	2028	2029	2030	2031	2032	2033+	Amenity	Available
RSF	39,399	0	0	0	64,395	177,793	5,968	84,683
%	11%	0%	0%	0%	17%	48%	2%	23%

## SITE PLAN



# FINANCIAL OVERVIEW



# 725

---

## PONCE



**Mike Ryan**  
Executive Managing Director  
(404) 853 5236  
[michael.ryan@cushwake.com](mailto:michael.ryan@cushwake.com)

**Richard Henry**  
Senior Director  
(404) 853 5243  
[richard.henry@cushwake.com](mailto:richard.henry@cushwake.com)

**Brian Linnihan**  
Executive Director  
(404) 853 5286  
[brian.linnihan@cushwake.com](mailto:brian.linnihan@cushwake.com)

**Blake Cohen**  
Senior Director  
(404) 460 1283  
[blake.cohen@cushwake.com](mailto:blake.cohen@cushwake.com)



1180 Peachtree Street,  
Suite 3100, Atlanta, GA 30309  
[cushmanwakefield.com](http://cushmanwakefield.com)