



PONCE CITY MARKET

# PONCE CITY MARKET



LOOK FOR THE HELPERS  
YOU WILL ALWAYS FIND PEOPLE  
WHO ARE HELPING.

Mind  
Your  
Step

Mind  
Your  
Step

MARKET

# JAMESTOWN IN YOUR NEIGHBORHOOD



# WHO WE ARE

Originally the Sears, Roebuck & Co. distribution center, 675 Ponce de Leon Ave has been transformed into the largest adaptive reuse project in the Southeast. Located at the apex of four distinct neighborhoods, the nearly 100 year old building is steeped in history. Today the building proudly serves as the "Town Hall" of arts, culture and commerce in the Old Fourth Ward.



**1926-1987**

Sears, Roebuck & Co. served as the regional catalog distribution center for over 50 years, until its sale to the city of Atlanta in 1987.

**1989-1991**

The city renames the building City Hall East and converts it into administrative offices.

**1990s-2000s**

During this period, City Hall East sits largely vacant, with only 10% of the building occupied.

**2010**

Jamestown purchases the building from the City.

**2012**

Restoration of 17-acre Historic Fourth Ward Park.

The Eastside Trail opens, the first finished section of the much anticipated Atlanta BeltLine.

**2015**

After a restoration initiative, Jamestown opens Ponce City Market.

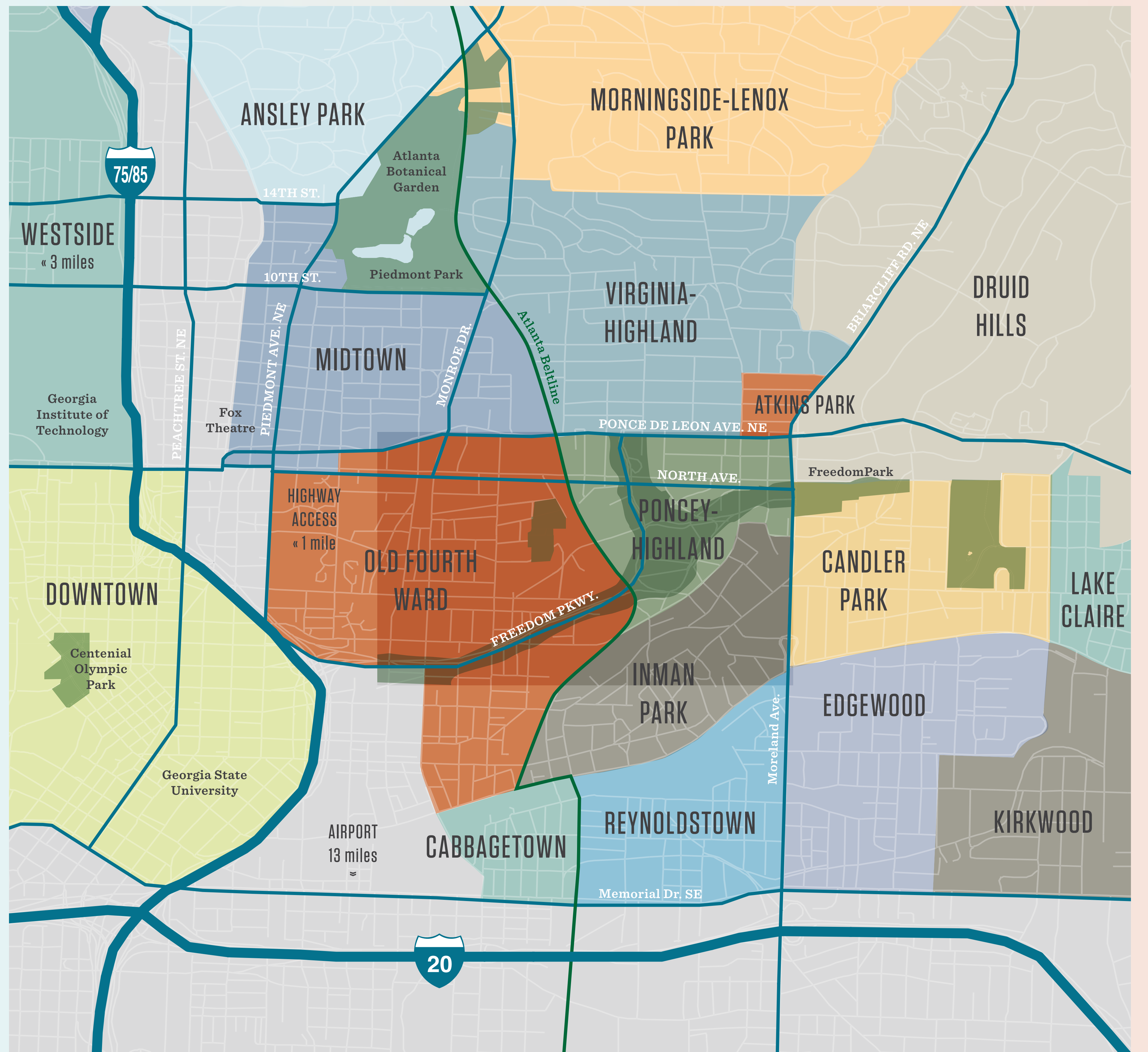
**2024**

The completion of Jamestown's Phase II project brings three new elements to the campus: Signal House, providing 162 residential units; 619 Ponce, a mass-timber office building; and Scout Living, a new hospitality concept.

# THE NEIGHBORHOOD

Since 2015, the surrounding neighborhood has seen a **25% increase in households** alongside a surge in premium office and hospitality development.

The campus now includes over **350,00 square feet of retail** and 635,000 square feet of office space, the 619 Ponce mass-timber building, and the 405-unit Scout Living hospitality concept.



# THE TRADE AREA

*Within 15-mile radius of PCM*

Population:

**2 MILLION**

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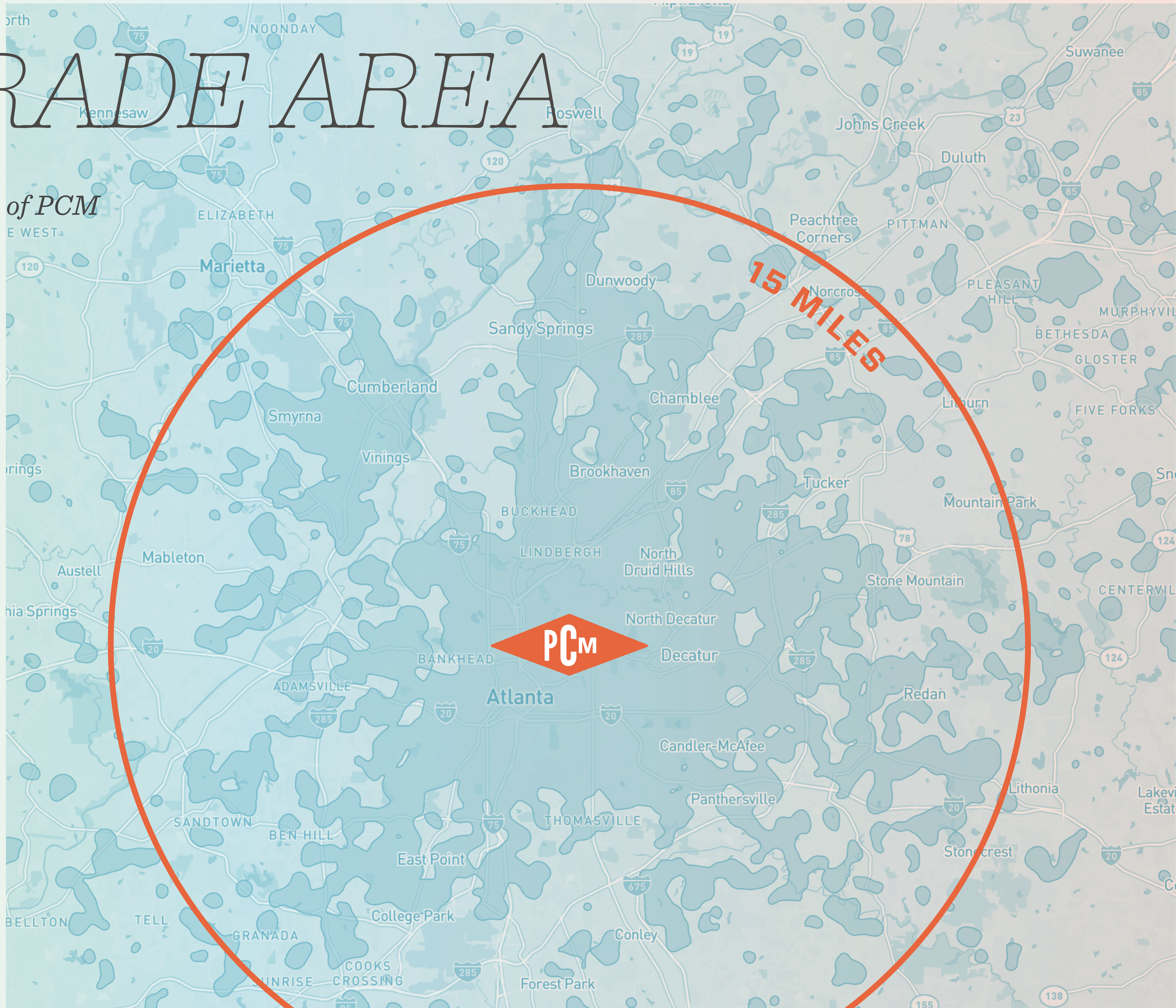
Total Employees:

**1.1 MILLION**

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Average House Value:

**\$602,292**



*Darker blue indicates Ponce City Market's primary trade area, comprising the property's top 70% of visitors during the year 2025*



# OUR CONSUMERS



Age Average:

**38**

*(within 15 mi radius)*

Income Average:

**\$140,000**

Number of Households in a  
15-mile Radius:

**833,146**

*Source: Placer.AI*



College Or Advanced  
Degree:

**65%**

*(vs. 48% for the Atlanta Market)*



Gen Alpha:

**18.2%**

—

Gen Z:

**13.6%**

—

Millennial:

**27.4%**

Gen X:

**19.4%**

—

Baby Boomer  
& Silent Gen:

**21.4%**



Despite the younger profile,  
32.5% of shoppers have  
household incomes of

**\$150K+,**

and 51% have household  
incomes of

**\$100K+**

# CONNECTIVITY

Bordered by Ponce de Leon Avenue, North Avenue, Glen Iris Drive, and the Beltline's Eastside Trail, the property serves as a highly accessible destination for residents, employees, and visitors.

The 22-mile Beltline trail acts as a primary transit catalyst, offering seamless pedestrian access and engaging millions of annual consumers in a car-free environment.



Ponce City Market is the *2nd most frequented* Uber drop off and pick up location in Atlanta behind Hartsfield Jackson Airport

Ponce City Market has *4 million visitors* per year

*2 million* consumers walk or ride the Beltline every year

Over *30,000 cars* pass by Ponce City Market daily

There are approximately *2,250 parking spaces* on property



# A THRIVING URBAN MARKETPLACE

Ponce City Market has served as the launchpad for over **31 brands**, including Citizen Supply, Souk Bohemian, and Spiller Park, establishing a track record of incubating both local and national concepts.

The property integrates *award-winning culinary destinations* like Botiwalla and Bibi with high-profile office tenants including FanDuel, Sage, and CONA to create a bustling environment steeped in history.



# JOIN OUR RETAIL COMMUNITY

**BUCK MASON**

*Catbird*

**CITIZEN SUPPLY**

**COACH**



gorjana

*Madewell*



Marine Layer

**OLFACTORY NYC**

**Reformation**

**RYE 51**

*Textile Distillery*

**SEPHORA**

*Sezane*

**west elm**

**WILLIAMS-SONOMA**



# FOOD & BEVERAGE



Jamestown has a genuine commitment to high-quality food, a culture of supporting and fostering local businesses, and an established history of attracting *the best local, regional, and national restaurants* that will thrive in each market. Ponce City Market's anchor Food Hall and culinary offerings have been a best in class example of how this commitment has led to tremendous success at the property. With *over 32 food establishments* and some of the country's leading chefs, the property has become a highly sought out destination for both local and national food purveyors.



# ABOUT JAMESTOWN

Jamestown is a global real estate investment and management company with over 40 years of experience creating places that foster innovation and build community.

As of December 31, 2025, Jamestown manages \$14.1 billion in assets across the U.S., Europe, and Latin America. Jamestown employs more than 600 people globally across 11 offices, including headquarters in Atlanta and Cologne.

Through its vertically integrated platform, Jamestown brings a design-focused, hospitality approach to diverse product types, including retail, office, residential, mixed-use, and grocery-anchored shopping centers. Jamestown's current and previous projects include One Times Square and Chelsea Market in New York, Industry City in Brooklyn, Ponce City Market in Atlanta, and Groot Handelsgebouw in Rotterdam.

For more information, visit [www.jamestownlp.com](http://www.jamestownlp.com).





# LEASING *at* PONCE CITY MARKET

**PONCE CITY MARKET LEASING**

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