

PONCE CITY MARKET

JAMESTOWN IN YOUR NEIGHBORHOOD

AVALON
EST. 2014

ROSWELL

JOHNS CREEK

400

THE FORUM
PEACHTREE CORNERS

avenue
EAST COBB

PERIMETER MALL

85

MARIETTA

SANDY SPRINGS

BROOKHAVEN

CUMBERLAND MALL

LENOX MALL

Buckhead Village
DISTRICT ATL

285

COLONY SQUARE

WS PD

MIDTOWN

PONCE CITY MARKET

INMAN QUARTER

DOWNTOWN

20

75

HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT

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.

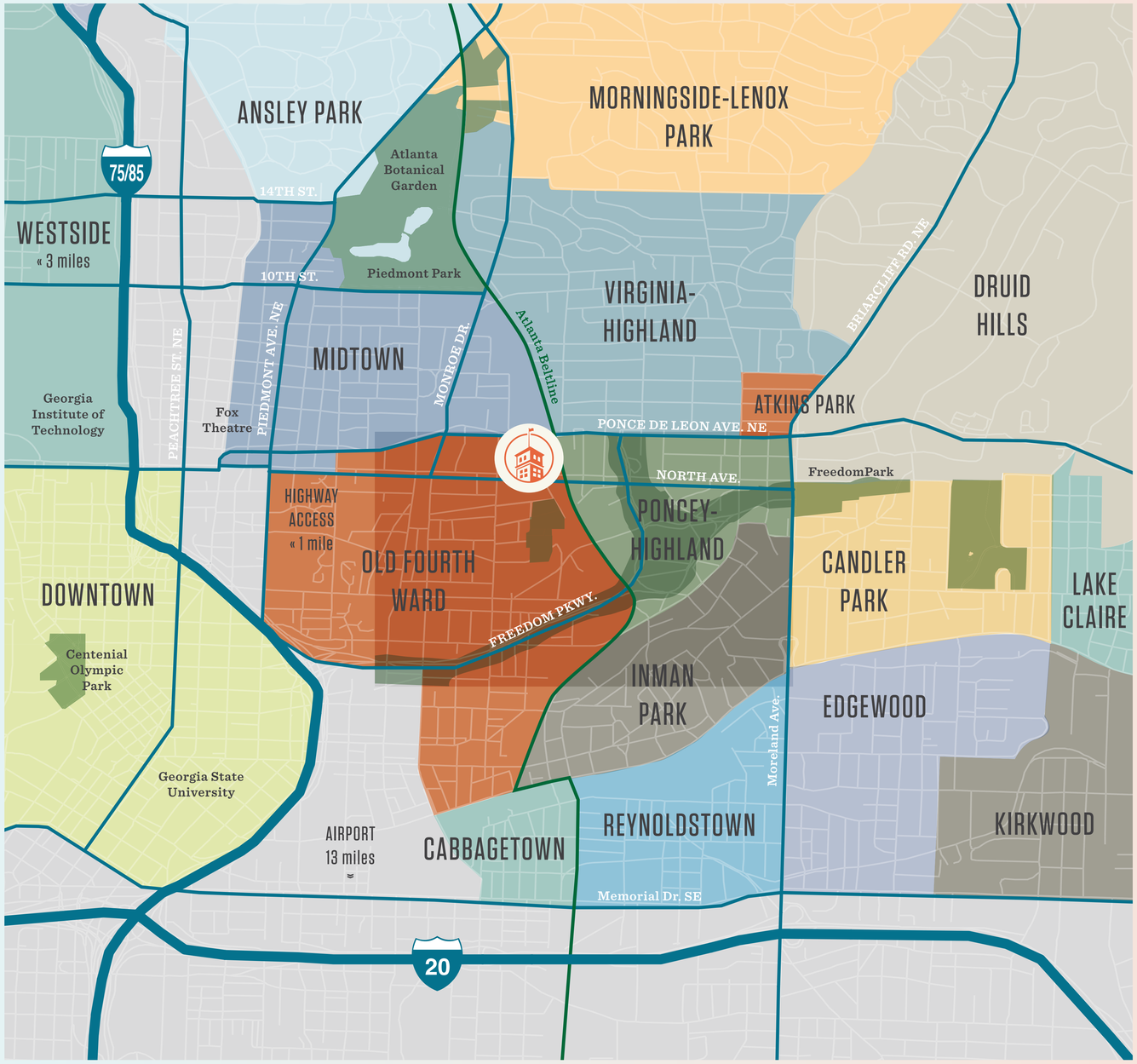
2024

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.

Ponce City Market sits at the nexus of some of the most sought after intown neighborhoods like Old Fourth Ward, Midtown, Virginia Highlands, Poncey Highlands, and Inman Park.







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. It has ***4.2 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

THE PROPERTY PICTURE

~638,000 SF
Class A Office Space

~327,000 SF
Retail & Restaurants

821
Residential units across 3 buildings
- *Scout Living: 400*
- *Signal House: 162*
- *Flats at PCM: 259*

3-4
Weekly Events

6
Outdoor Event Spaces



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

alo

BUCK MASON

Catbird

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.




Whiplash
COMEDY




Catbird
EST. 2004




sg
SWEAT ET

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 June 30, 2026, Jamestown manages $13.9 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, Ghirardelli Square and Levi's Plaza in San Francisco, and Groot Handelsgebouw in Rotterdam.

For more information, visit http://www.jamestownlp.com.





LEASING *at* PONCE CITY MARKET

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