



North American Properties Announces Anchor Tenant at Colony Square's Building 300
Whole Foods Market to relocate its South regional office to Colony Square in Midtown Atlanta

ATLANTA (Dec. 18, 2018) – Due to exceptional demand, North American Properties (NAP) has unveiled plans for an 87,500-square-foot mixed-use building at the reimaged Colony Square in Midtown Atlanta. The new six-story building, known as Building 300, will house five floors of office space over street-level retail and is estimated to deliver in early 2020. Whole Foods Market Inc. will be the anchor tenant with their South regional office, and occupy about 30,000 square feet, which encompasses two floors of the new building.

“We are thrilled to open our South regional office at Colony Square,” said Bobby Turner, regional president at Whole Foods. “We wanted an office in an urban, creative community that celebrates food and offers our team members a collaborative workspace and a variety of mobility options. We also appreciate that Colony Square offers team members opportunities to enjoy the space as more than just a work environment.”

The office relocation will bring approximately 90 Whole Foods Market regional team members to Midtown. The new regional headquarters will feature a break room at the front door with one long communal table, the centerpiece of the space. The design celebrates food and people, and the magic that happens when everyone gathers around the table. The office will also feature a test kitchen for the culinary team to innovate and test new recipes. Whole Foods Market will occupy its new regional office in early 2020.

Building 300

Located on the site of Colony Square's old atrium shops, Building 300 will feature 11-foot finished ceilings, floor-to-ceiling windows and street-level retailers and restaurants. The new building has approximately 30,000 square feet of rentable space on floors five and six.

“The office industry is undergoing a paradigm shift: Employers are looking to lease space in walkable mixed-use environments like Colony Square where community and social collisions organically happen,” said Mark Toro, managing partner at NAP. “When people collide, innovation and ideas come to life. Office users, much like our retailers, are focused on the experience beyond the lease lines – the highly programmed, communal spaces that invite people to gather. Here, employees co-laborate, co-nect and co-verse – much like they would in a co-working space, but on a much larger scale.”

Colony Square's award-winning programming includes signature and holiday events, such as the current Festivity + Trees art installation, and weekly community happenings like Yoga on the Square, Farmer's Market on the Square and Street Eats on the Square. The team has also been known to activate Colony Square's helipad with unique experiences such as Brews in the Sky.

"Our team of ExperienceMakers™ focuses on the shared space around the buildings, where the line between 'work and play' is erased," said Liz Gillespie, partner and vice president of marketing at NAP. "Through social media, events and community engagement, we activate the public realm to create street-level energy and opportunities for our office workers, residents and guests to commune. This human-to-human connectivity drives value for all assets."

Other amenities available to Colony Square office tenants include a Mobility Concierge, who helps identify alternative commuting options; C-Cycle, a private bike house with showers and lockers; C-Fit, a fitness center equipped with the latest technology, including Peloton bikes; a modern conference center; and a 5-star Digital Concierge, who caters to every need with the touch of a button. After the redevelopment, Colony Square will also provide hospitality through its physical Concierge located at the heart of the community in the Plaza. Additionally, Colony Square is rated Wired Certified Platinum, the highest rating by WiredScore, meaning its future-proof office spaces are equipped to handle ever-changing technology needs.

Colony Square's current office component is more than 95 percent leased and houses approximately 2,500 office workers. Since NAP acquired Colony Square in Fall 2015, office rents have increased by 42 percent because of the value created through event programming, community engagement and the reimaged experience to come.

"Colony Square offers the right combination of location, proximity to transit, highly programmed and energized public spaces and a critical mass of shopping and dining," added Toro. "These combined features are attractive to employers like Whole Foods that are looking to recruit, engage and retain top talent."

In October 2017, North American Properties broke ground on Colony Square's multi-phased redevelopment. Upon completion, Colony Square will feature 40,000 square feet of community gathering places; 160,000 square feet of entertainment, retail, fitness and chef-driven dining concepts; a 28,000-square-foot next generation food hall; and 172,000 square feet of new office space. This comes in addition to its existing 466-room hotel, 262 luxury residences and 740,000 square feet of office. The first phase will deliver in late 2019.

Cushman & Wakefield handles office leasing for Colony Square. Hoar Construction is the general contractor. Atlanta-based Lord Aeck Sargent is the architect of record and New York City-based Beyer Blinder Belle is the lead design firm. Site Solutions is the landscape and hardscape architect. Kimley-Horn is the civil engineer.

To learn more about happenings at Colony Square, follow the Midtown destination on [Twitter](#), [Facebook](#) and [Instagram](#). For more information, visit colonysquaremidtown.com.

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About Whole Foods Market

For 39 years, Whole Foods Market has been the world's leading natural and organic foods retailer. As the first national certified organic grocer, Whole Foods Market has over 470 stores in the United States, Canada and United Kingdom. To learn more about Whole Foods Market, please visit <https://media.wholefoodsmarket.com/>.

About Colony Square

At the corner of Peachtree and 14th Streets, Colony Square is not only the heart of Midtown, it's the heart of Atlanta – an original icon at the very center of the ever-rising capital of the modern South. Today, Colony Square is becoming an icon of another kind, bringing the Art of Modern Life to Midtown. Featuring 912,000 square feet of office space, 160,000 square feet of retail space, a 466-room hotel and 262 luxury residences, the reimagined Colony Square will be known as a foodie haven; shopping destination; sophisticated business hub; events destination; and an amenity-rich, arts-infused place to gather with community and soak up Midtown's vibe. Open, walkable and transit-friendly, the reimagined Colony Square, like all great city squares, will be seamlessly connected to the vibrant energy of the streets around it. To learn more, visit colonysquaremidtown.com and follow [Twitter](#), [Facebook](#) and [Instagram](#).

About North American Properties

Founded in 1954, North American Properties is a privately held, multi-regional real estate operating and development company that has acquired, developed and managed more than \$7 billion of mixed-use, retail, multifamily and office properties across the United States. Rooted in its purpose-driven approach to development, North American Properties is creating great places that connect people to each other; cities to their souls; partners to opportunities; and individuals to experiences that move them. Headquartered in Cincinnati, with offices in Atlanta, Dallas and Fort Myers, Florida, the company has developed 22 million square feet of commercial space and 19,000 residential units in 15 states and 67 cities. In the past three years, North American Properties has launched 36 projects totaling \$2.2 billion in total capitalization. In metro Atlanta, North American Properties led the turnaround of Atlantic Station and the ground up development of Avalon. Currently, the team's \$3.8 billion retail-driven mixed-use development pipeline includes: Colony Square in Midtown Atlanta, Revel in Gwinnett County, Georgia and Riverton in the New York metro area. For more information, visit naproperties.com.