

The Georgetown Company and RocaPoint Partners Acquire Prime Site in Atlanta's Top Office Submarket

The Firms Plan to Reimagine Former Gold Kist Headquarters, Add Additional Uses

ATLANTA (Feb. 18, 2020) – The Georgetown Company, a leading developer and owner of commercial, retail and mixed-use properties nationwide, and its affiliate RocaPoint Partners announce the acquisition of 244 Perimeter Center Parkway, the former Gold Kist Foods headquarters. The 13-acre site in Atlanta's Perimeter submarket consists of one 265,000-square-foot building and is a short walk to MARTA. Georgetown and RocaPoint will completely reimagine the existing industrial-style building to create a collaborative environment for future tenants. Plans also include developing a second office building and a hotel on-site.

“This property has such an amazing history, and we believe there is a great opportunity to reinterpret it into a modern creative office campus,” said Adam Flatto, president and CEO of Georgetown. “As employers continue seeking ways to differentiate themselves to attract employees, they're increasingly looking at how their office space can set them apart. By offering a property with a story that also integrates outdoor space throughout the campus, we think we can offer something truly unique for the area.”

Located in Atlanta's largest office submarket, the existing building features 80,000-square-foot floor plates and 14-foot ceiling heights, not often seen in typical office buildings. The three-floor building was built in the 1970s and is easily accessible to major highways, such as I-285 and GA-400. Additionally, the site has approximately 1,000 feet of frontage along I-285. Following the initial adaptive reimagining of the existing building, Georgetown and RocaPoint plan to develop a mass-timber office building.

“We're focused on creating the next generation of working environments at all of our projects, and 244 Perimeter Center Parkway is no different,” said Phil Mays, principal with RocaPoint. “Between the existing building's open space and industrial feel, and our plans for the rest of the site, this is going to be a gamechanger for creative campuses in the region.”

Recently, Georgetown and RocaPoint successfully opened the first phase of a \$370-million mixed-use development, Halcyon, in Atlanta's northern suburb, Forsyth County. Other projects the firms currently have underway are the \$1B University Ridge redevelopment in Greenville, South Carolina and PGA TOUR's Global Headquarters in Ponte Vedra Beach, FL.

About RocaPoint Partners

RocaPoint is a privately held real estate investment and development firm based in Atlanta, Georgia. The firm's primary focus is mixed-use development and complex real estate positions. RocaPoint's team maintains a methodical approach to identifying new potential endeavors and forming transaction structure. RocaPoint currently oversees the development of Halcyon in Forsyth County, Ga.; the PGA

Tour Global HQ in Ponte Vedra Beach, Fla.; and the redevelopment of the Greenville County Square project in Greenville, S.C.

ABOUT THE GEORGETOWN COMPANY

The Georgetown Company develops and invests in residential, commercial and mixed-use properties throughout the United States, with a focus on emerging neighborhoods in best-of-class locations. Led by President and CEO Adam Flatto and founded in 1978, Georgetown is a privately held diversified real estate development company that is recognized for attracting long-term partners and creating popular destinations after carefully selecting properties and diligently nurturing them through all stages of development and ongoing operations. Georgetown is headquartered in New York City and currently owns and is developing properties in New York City, Los Angeles, Chicago, Columbus, OH, Boston, and Washington, DC.