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Atlanta's Jamestown Development Reveals Tenants

By Sharon Edelson

Jamestown, a vertically integrated real estate operator, has revealed the retail roster for its Ponce City Market mixed-use development, which consists of 517,000 square feet of loft office space, 250 apartments and 300,000 square feet of retail space, opening in 2015 in Inman Park in Atlanta.

Jamestown president Michael Phillips said he wanted to populate the project with first-to-market brands such as the Frye Company, whose 4,135-square-foot store marks the company's first Atlanta unit and seventh store nationwide. Men's and women's boots, handbags and accessories

will be offered.

Phillips said he expects fashion retailers at Ponce City Market to do between \$500 and \$1,000 in sales per square foot.

Oakleaf & Acorn, an online men's shop selling apparel, knives, leather products, apothecary and more, will open a 700-square-foot unit, its first brick and mortar location.

London-based The Jean Machine will offer custom-fit denim and apparel for men in a 1,200-square-foot store, its first in the U.S.

“We’re trying to pay attention to the male shopper,” Phillips said. “It’s a growing sector. Historically [men] have not been a big focus for retail environments. We paid men and women equal attention, which may be unique.”

Mountain High Outfitters, with stores in Alabama and Tennessee, will open a 6,900-square-foot store at Ponce, its second in Atlanta.

With a range of hats for men and women, Goorin Bros. Hat Shop will unveil its first Georgia location, a 1,000-square-foot store. Other unique retailers will include Tennessee-based The Cosmetics Market, whose 3,000-square-foot store will sell skin care, hair care, makeup, bath and body and men’s products. Lou Lou Accessories, a family-owned jewelry boutique based in Virginia, will open a 1,200-square-foot store. Meanwhile, Michael Stars, which recently unveiled a men’s collection, is planning a 1,539-square-foot unit featuring men’s and women’s apparel.

More recognizable names at Ponce City Market will include J. Crew, Anthropologie and West Elm.

A Central Food Hall at Ponce will feature “four James Beard award-winning chefs,” Phillips said, referring to Anne Quatrano, Sean Brock, Linton Hopkins and Hugh Acheson. “We’re also going to do an old school smoke shop that adds a little edge to the experience with pipes, cigars and a little bit of an ode to the new cannabis craze,” he said. “It’s only going to be the legal parts.”