



A BETTER *Place* TO BE



Waldo's

40 BOULEVARD - ATLANTA, GA 30312

waldosatl.com

A SPACE AS UNIQUE AS ITS OWN *Neighborhood*

Located in Old Fourth Ward (O4W) and near the Atlanta Beltline, Waldo's prime location sits on the corner of history and reinvention.

Enjoy progressive offices, thoughtfully designed hotel rooms, and eclectic restaurants. This is the place where people, business, and a unique culture are given a voice – all tied together at Waldo's, located just a ½ mile from the Eastside Atlanta Beltline Trail.



PONCE CITY MARKET

A vibrant community hub with a central food hall, restaurants, shopping, offices, apartments, and a rooftop event space.

ATLANTA BELTLINE

A comprehensive transportation and economic development effort that connects 45 intown neighborhoods via a 22-mile loop of multi-use trails and parks.



MLK JR. HISTORICAL SITES

Martin Luther King Jr.'s history is woven into the neighborhood, with historical sites such as his birthplace, The King Center, MLK Jr. Historical Park, and the Ebenezer Baptist Church located around the O4W.



KROGER STREET MARKET

A mixed-use epicurean center that is home to 24 different restaurants and retail outlets.

Waldo's

Midtown Atlanta

Average Household Income: \$119,834
Median Home Value: \$329,750

Virginia Highlands

Average Household Income: \$183,864
Median Home Value: \$667,200

SURROUNDING Neighborhoods

Old Fourth Ward

Average Household Income: \$85,433
Median Home Value: \$322,700

Inman Park

Average Household Income: \$155,004
Median Home Value: \$525,800

Candler Park

Median Household Income: \$105,912
Median Home Value: \$583,164

Waldo's

Cabbage/Reynoldstown

Average Household Income: \$104,427
Median Home Value: \$405,450

Edgewood

Average Household Income: \$131,039
Median Home Value: \$448,600

Decatur

Average Household Income: \$146,568
Median Home Value: \$541,800

Atlanta

Grant Park

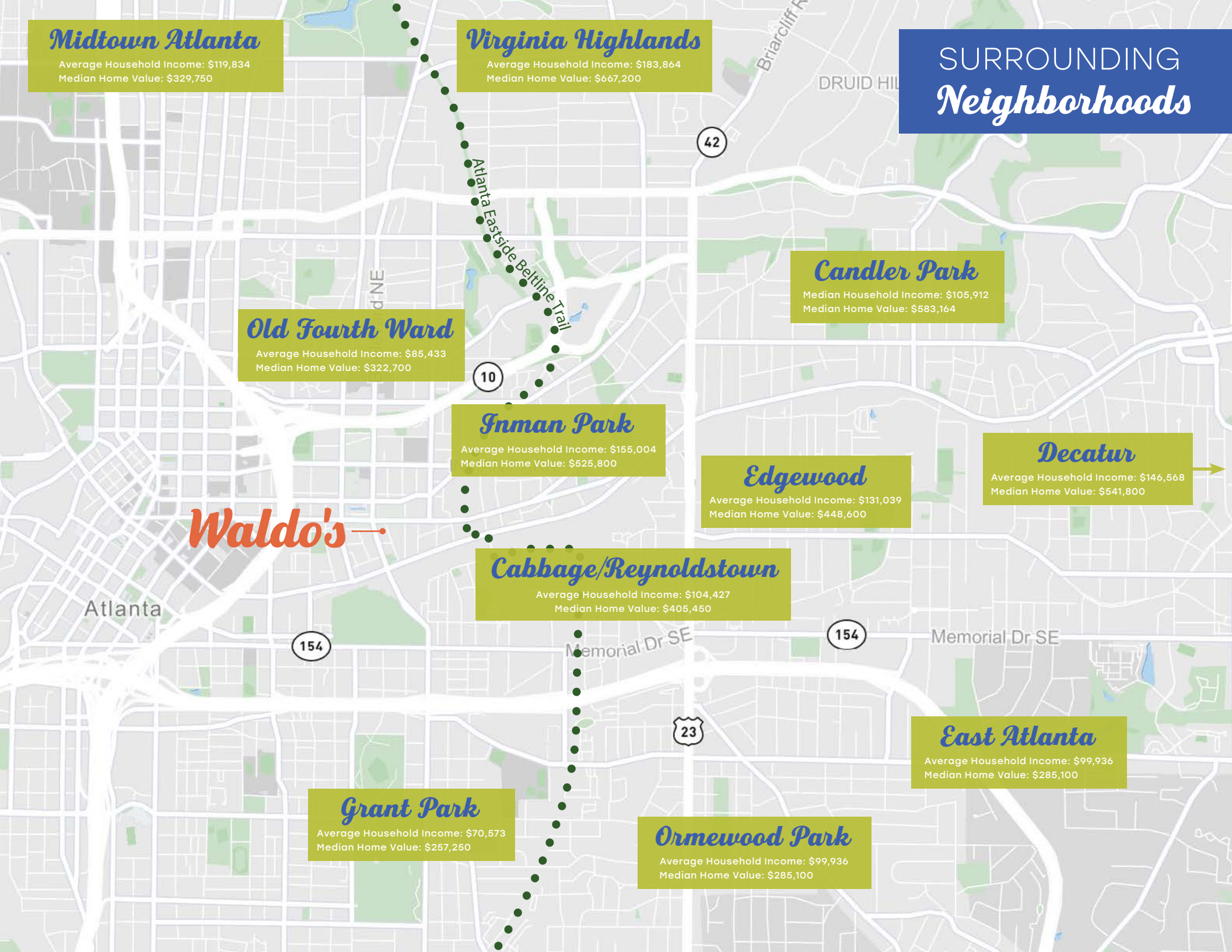
Average Household Income: \$70,573
Median Home Value: \$257,250

East Atlanta

Average Household Income: \$99,936
Median Home Value: \$285,100

Ormewood Park

Average Household Income: \$99,936
Median Home Value: \$285,100



DEVELOPMENT *Site Plan*



EDGEWOOD AVE NE

HOTEL

BOULEVARD NE

OFFICE

DANIEL ST

TOWNHOMES

GARTRELL ST



MOTTO

Waldo's

MOTTO

MOTTO

A New *Original*

You deserve an office to match your lifestyle. That's why we made Waldo's, a mass timber office building that reflects the eclectic nature of the Old Fourth Ward neighborhood.



OFFICE

A mixed-use destination anchored by a 119,000 SF timber frame office building with an outdoor courtyard and terrace bar.



WORK ENVIRONMENT

Work on the traditional office floor, the living room, or the outdoor courtyard... Waldo's provides multiple spaces for you to work your way.



DYNAMIC AMENITIES

Share the same great amenities as The Motto Hotel and even more! Enjoy an exclusive fitness center, showers, and bike storage for an active on-the-go lifestyle.



PARKING

Underground parking deck with 275 parking spaces, and unlimited street parking throughout the neighborhood.



Outdoor Courtyard





HEAVY *Timber* CONSTRUCTION

ENVIRONMENTAL BENEFITS

SUSTAINABLE

The timber is a renewable source and comes from a certified sustainable forest in British Columbia.

SEQUESTERS CARBON

Locks carbon into the structure reducing carbon impact.

TIMBER CONSTRUCTION

Quicker process, fewer materials and deliveries, aids in reduced carbon footprint, quieter construction, less waste.

PERSONAL/EMPLOYEE BENEFITS

ANTI-VIRAL

Wood is proven to be a more hygienic surface than manufactured surfaces. Bacteria and germs don't live on wood as long.

HEALTHY & WARM AESTHETIC

Wood is shown to be stress-reducing and relaxing for occupants. Heavy timber also provides a natural and warm aesthetic that is hard to achieve with traditional concrete and steel.

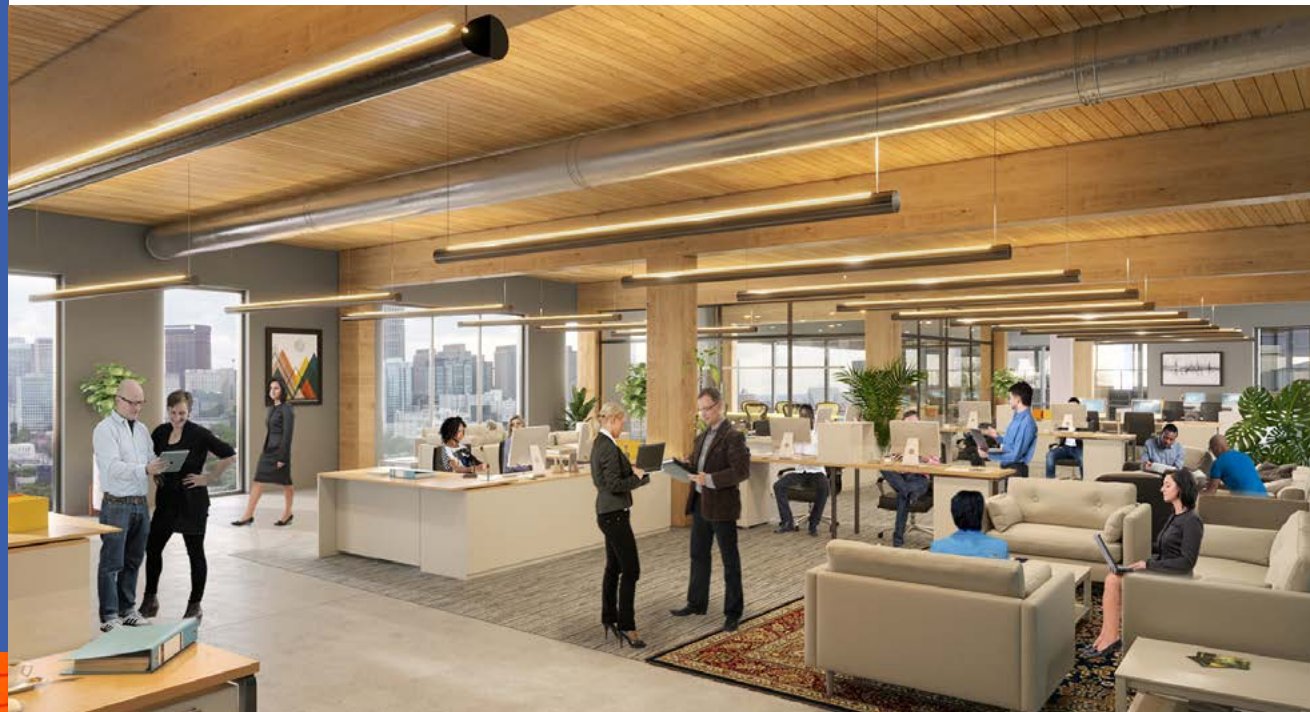
CARBON CYCLE



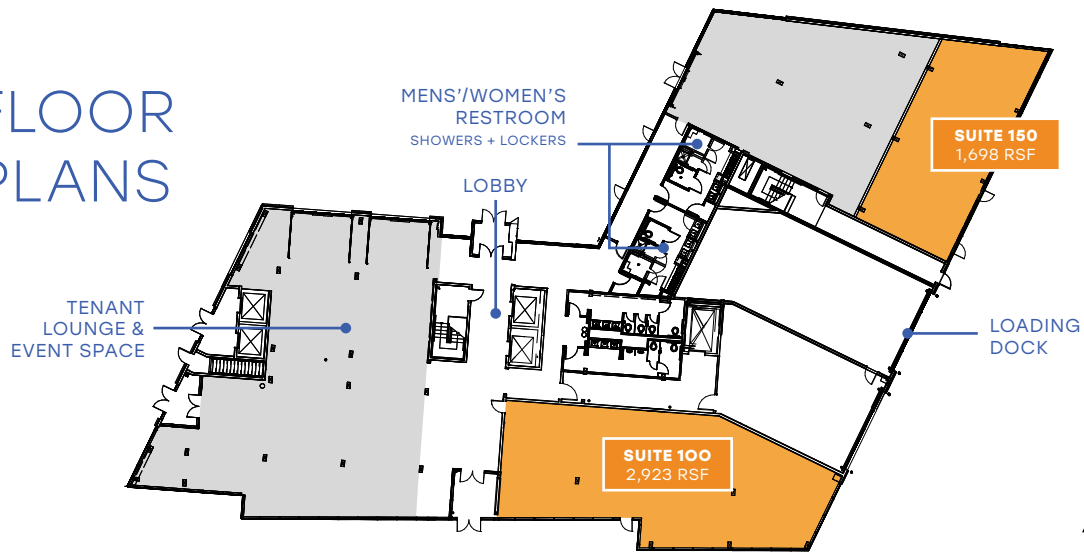
Office INTERIORS

Unlike other typical contemporary office building systems, Waldo's mass timber office **reduces carbon impact** and provides **health benefits** for its occupants.

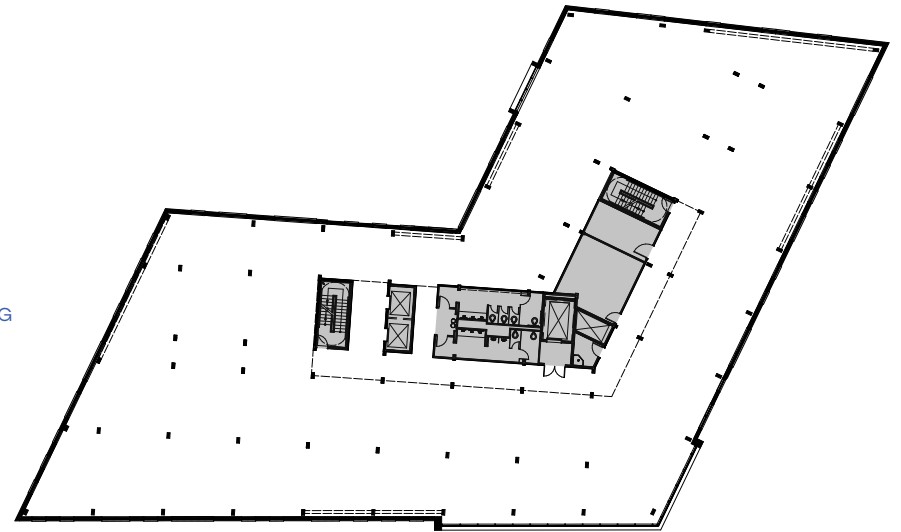
Mass timber is an engineered wood product involving the lamination and compression of multiple layers to create solid wood columns, beams, and panels.



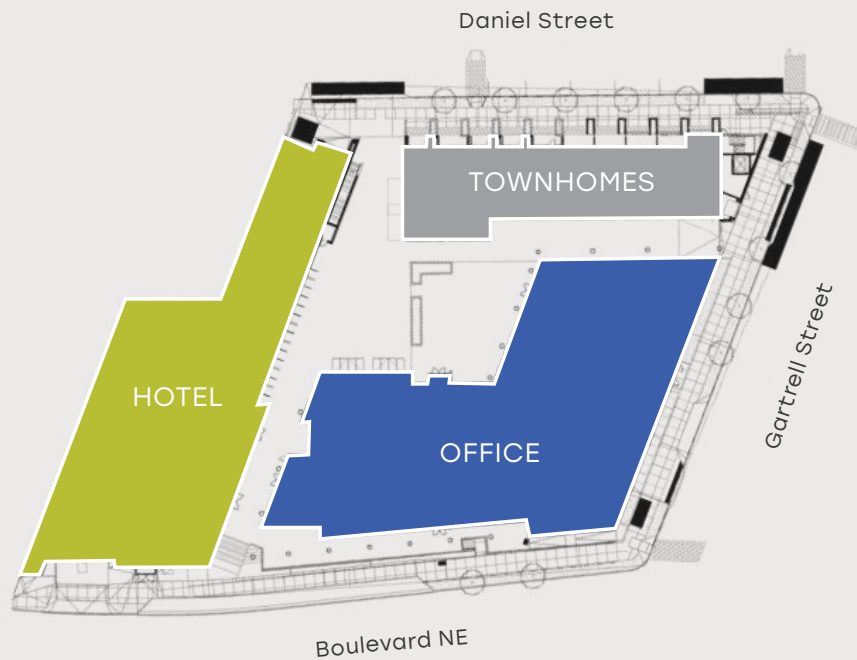
FLOOR PLANS



GROUND FLOOR



TYPICAL FLOOR PLAN - 22,494 RSF



DEVELOPMENT SITE PLAN

119,000 RSF
OFFICE TOWER

10,000 RSF
FOOD & BEVERAGE

100 ROOMS
MOTTO HOTEL

Features & Amenities



Full-Service Restaurant

Featuring a rotating schedule of local chefs serving diverse cuisine and classic diner fare



Coffee Bar

Featuring locally roasted coffee along with craft beer and wine in the evening



2 Food Stalls

Serving grab-and-go sandwiches, and authentic street style Asian cuisine



Terrace Bar

An oasis among the hustle and bustle, with miles of striking Atlanta skyline views



Fitness Center

Full-service, high-energy gym with showers and locker rooms



Outdoor Spaces

Tech inspired, lush and green courtyard wired for open-air meetings and collaboration



Hotel Living Room

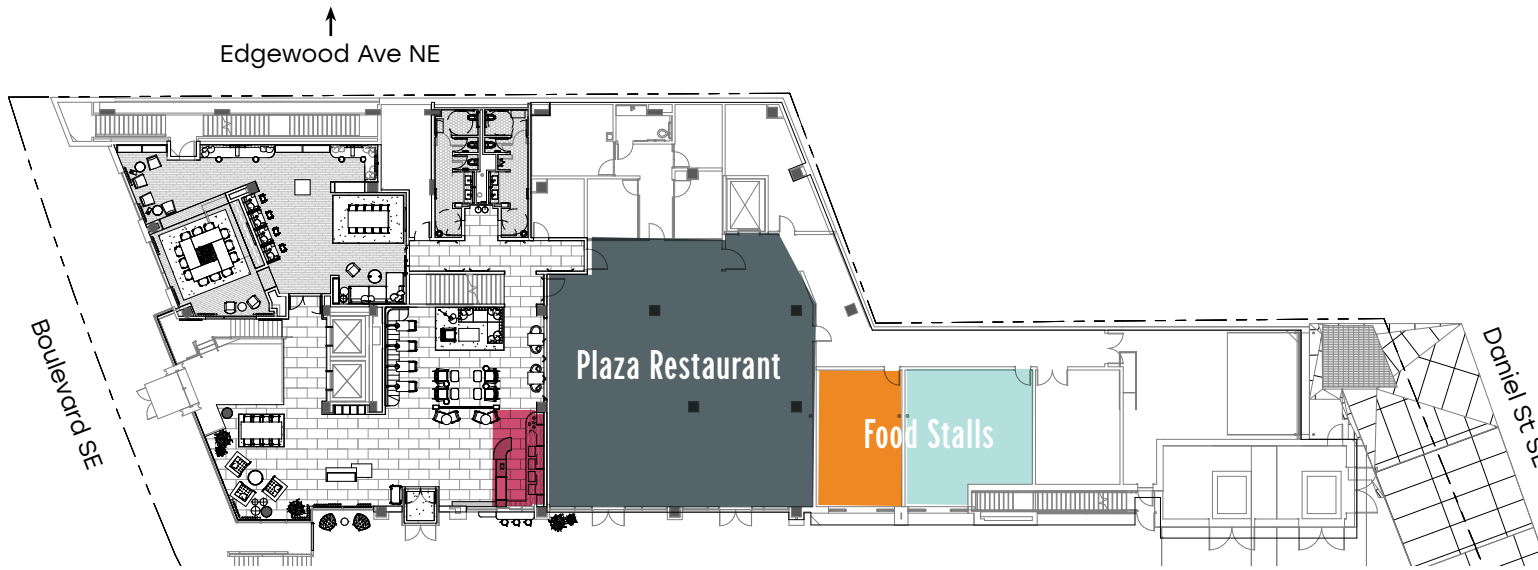
A convergence of the O4W neighborhood and office - Local and interactive artwork adorn the lobbies and guest rooms



Functional Lobby

Office lobby embraces the outdoors and includes collaborative work spaces, event space, and a podcast/DJ room

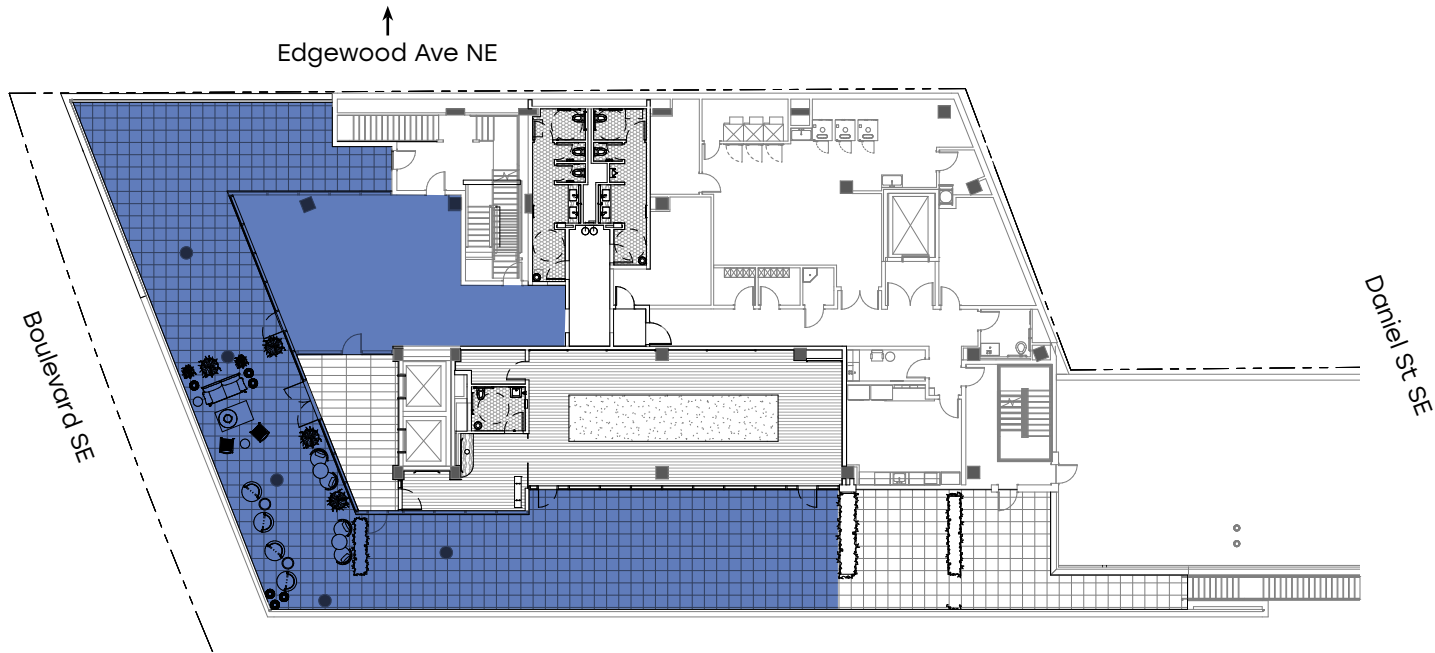
Restaurant, Coffee Bar, and Two Food Stalls - L1 Plaza Level



- COFFEE BAR**
APPROX. 200 SF
- PLAZA RESTAURANT**
APPROX. 2,500 SF
- FOOD STALL 1**
APPROX. 450 SF
- FOOD STALL 2**
APPROX. 615 SF



Terrace Bar - L2



L2 TERRACE BAR
APPROX. 2,200 SF



Motto AN UNMATCHED HOTEL EXPERIENCE

IMMERSE YOURSELF IN THE LOCAL ATLANTA *Culture* AT THE MOTTO HOTEL

The Motto Hotel will be the first Atlanta location for Hilton's new "micro lifestyle hotel" brand, handpicked for Waldo's.

Unlike standard and sterile hotels, Motto offers chic and flexible micro-units with a local, urban, and hip vibe of the Old Fourth Ward - designed not to sequester you from the local culture, but to immerse you in it.



100+ KEYS



MURALS ADORN THE
CORRIDORS INSPIRED BY
THE LOCAL CULTURE



HOTEL TERRACE



GUEST ROOM



GUEST CORRIDOR

The lines between what was traditional office and hospitality have merged. Waldo's seamlessly integrates the Motto Hotel into its one-of-a-kind experience.

Neighborhood MAP

LANDMARKS,
ENTERTAINMENT,
SHOPPING

INTOWN
Connected, cool,
& quintessentially
Atlanta.

Map Key

Highways and Major Arteries

Universities

Major Landmarks

Freedom Park Trail

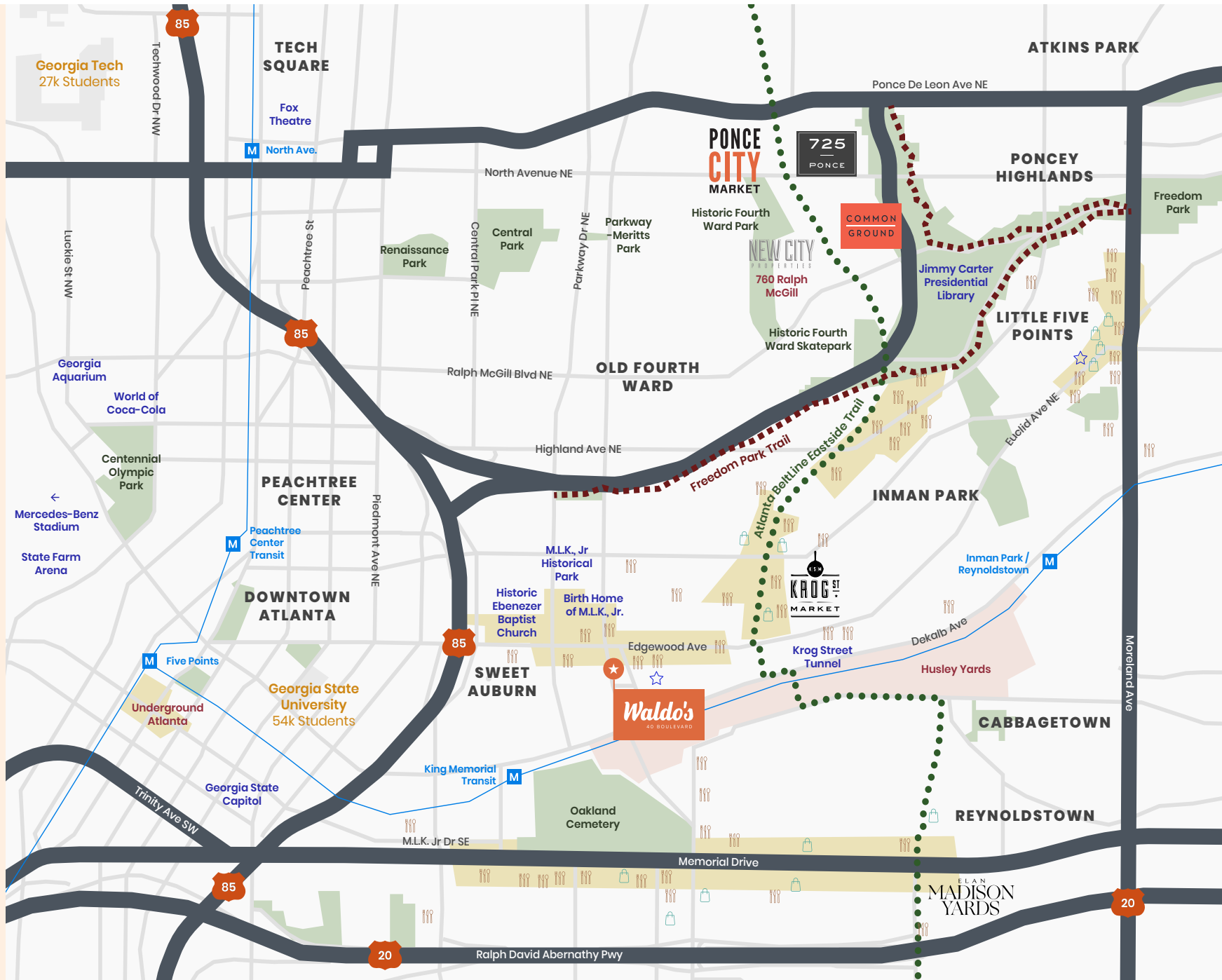
Atlanta BeltLine Eastside Trail

Marta Lines

☆ Entertainment

🍴 Food & Drink

🛍 Shopping



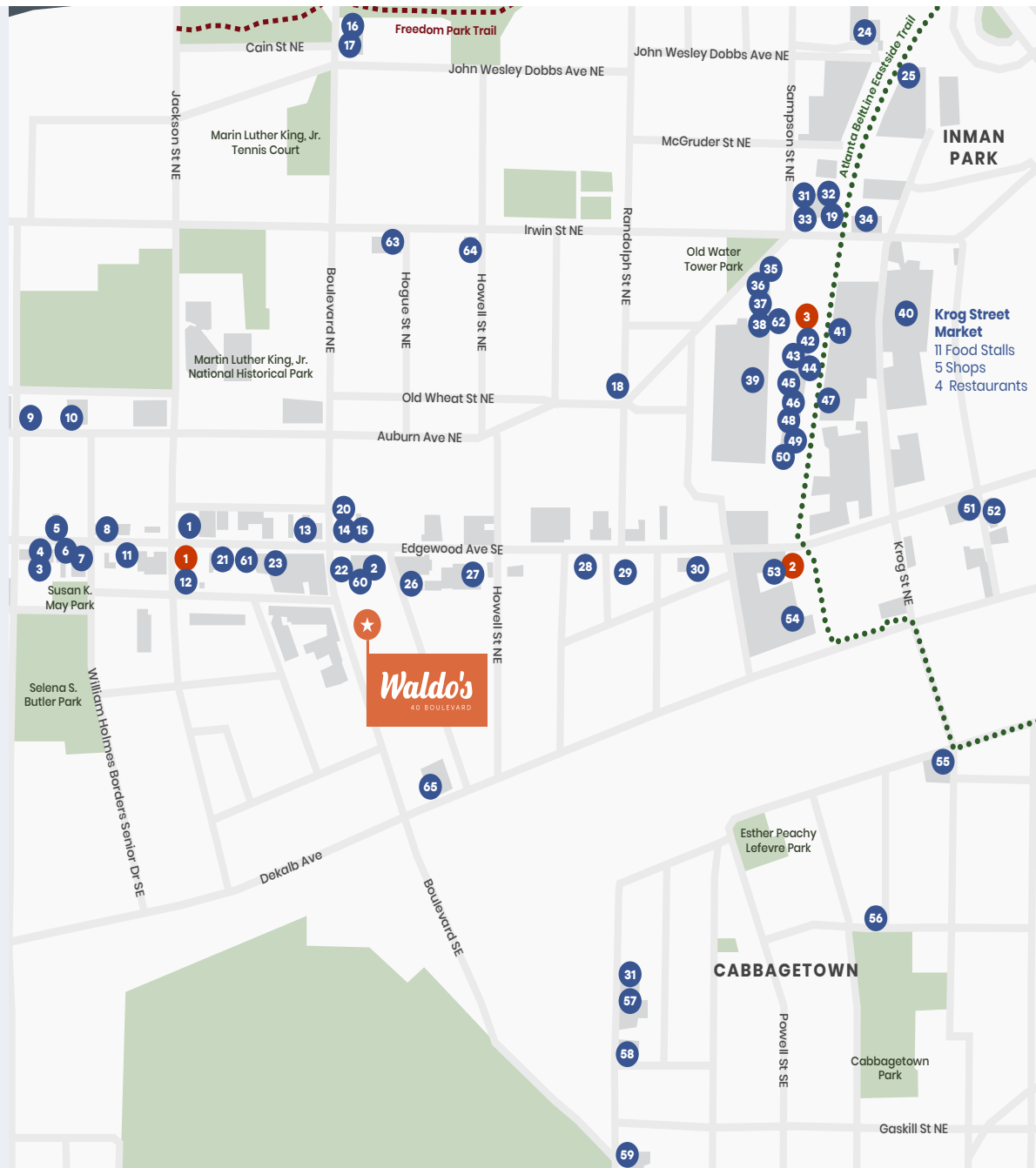
Where the locals eat, drink and discover.

● Fitness

- 01. Sweat Equity
- 02. Rukus

● Food & Drink

- 01. Georgia Beer Garden
- 02. Old Fourth Distillery
- 03. Hungry Ghost
- 04. Harold's Chicken & Ice Bar
- 05. Fin & Feather's
- 06. Noni's
- 07. Puff & Petals
- 08. Foxx Original Jamaican Restaurant
- 09. ABC Chicken and Waffles / Nitro Coffee Counter
- 10. Supreme Fish Delight
- 11. Docent Coffee
- 12. Juicceez & Etc
- 13. Cafe Circa
- 14. Edgewood Pizzeria
- 15. SluttyVegan ATL
- 16. Condesa Coffee
- 17. Dipped N Butter
- 18. Lottafrutta
- 19. Lingerin' Shade Social Club
- 20. Croaker's Spot
- 21. Delightful Eatz
- 22. The Sound Table
- 23. Mother & Bar Kitchen
- 24. Ladybird Grove & Mess Hall
- 25. Kevin Rathbun Steak
- 26. Chrome Yellow Trading Co.
- 27. Staplehouse
- 28. Thumbs Up Diner
- 29. Ammazza Edgewood
- 30. Planet Bombay Indian Cuisine
- 31. Milltown Arms Tavern
- 32. Picnic Restaurant
- 03. MADabolic
- 33. Jake's Ice Cream
- 34. King of Pops Cart
- 35. Serpas
- 36. The Third Space
- 37. Chicomecoatl
- 38. The Spindle
- 39. Tinkertown Pies
- 40. Krog Street Market
- 41. Axis Replay
- 42. The James Room
- 43. Pour Taproom: Atlanta
- 44. Nina & Rafi
- 45. Bennetts Market and Deli
- 46. Playa Bowls Beltline
- 47. Bell Street Burritos
- 48. Hawkers Asian Street Food
- 49. Butter & Cream
- 50. Guac y Margys
- 51. Revolutions Doughnuts & Coffee
- 52. BoccaLupo
- 53. Cold Beer
- 54. Shake Shack
- 55. 97 Estoria
- 56. Sweet Cheats
- 57. JenChan's
- 58. Carroll Street Cafe
- 59. Agave Resturant
- 60. Locker Club
- 61. Joystick Gamebar
- 62. Mi Abuela Comida
- 63. Boyd Variety Store Sodas Milk Bread
- 64. Happy Tabby Cate Cafe
- 65. Fetch Park



A Day in the Life OF A WALDO'S TENANT

8:30 AM



Start the morning off right with coffee at the Motto Commons, or across the street at Chrome Yellow

5:00 PM



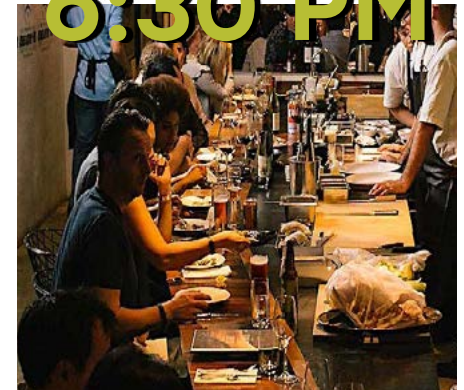
Wrap up the work day with happy hour drinks at the on-site terrace bar, or Biggerstaff Brewing

12:00 PM



Meet for lunch at Slutty Vegan or grab a quick bite from the on-site food stalls

6:30 PM



Head to dinner at Rathbun's Steak, Superica or Krog Street Market off the Beltline

Access MAP

DRIVE TIMES

Equal access by car, by bike or on foot.

Access Key

I-75 & I-85 Access

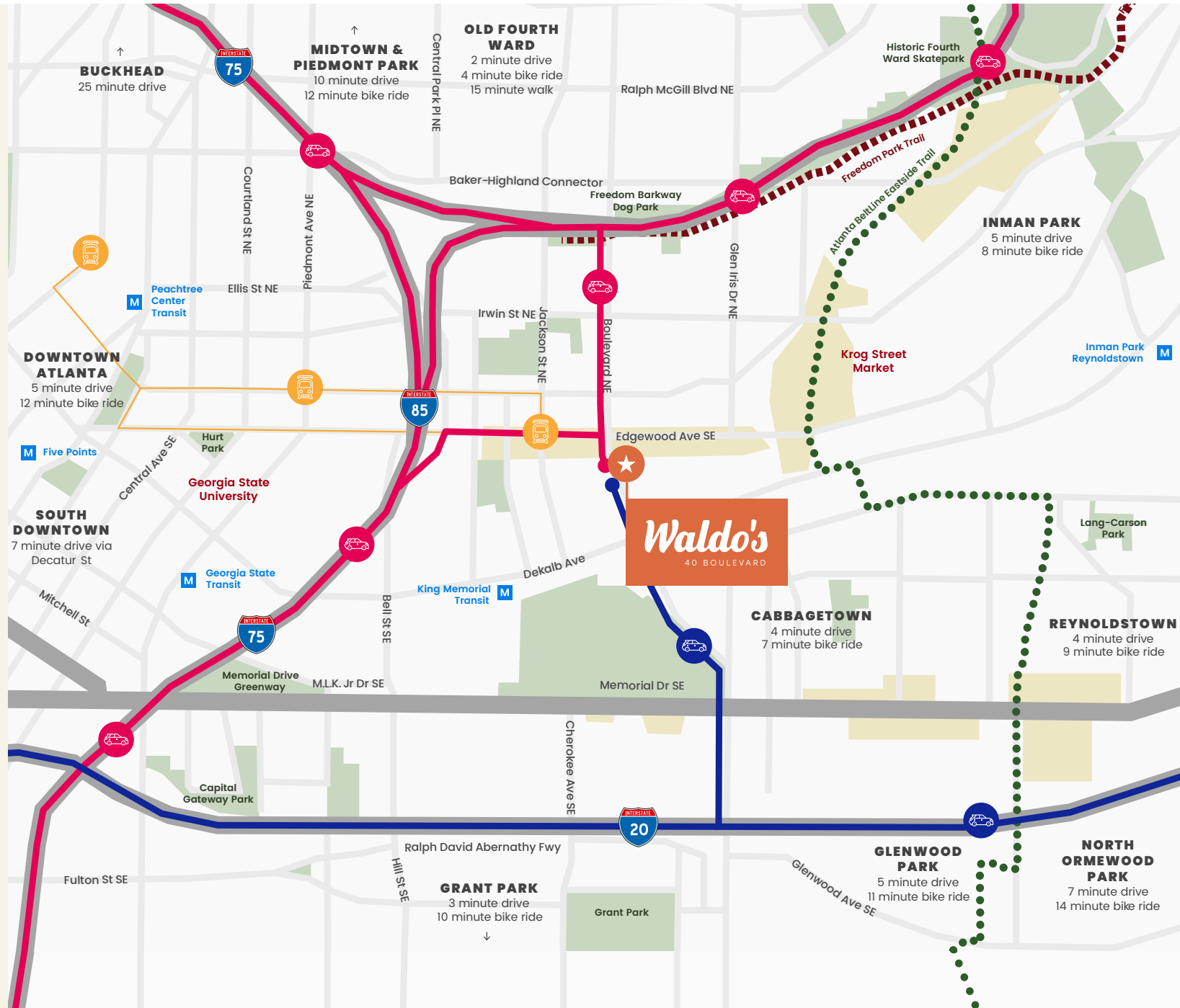
I-20 Access

Freedom Park Trail

Atlanta BeltLine Eastside Trail

Atlanta Street Car

Location	Time
I-85 & I-75	5 min. drive
I-20	9 min. drive
King Memorial MARTA Station	2 min. drive, 5 min. bike ride, 10 min. walk
Little Five Points	6 min. drive, 11 min. bike ride
Atlanta BeltLine Eastside Trail	2 min. bike ride 9 min. walk,
Freedom Park Trail	3 min. bike ride 9 min. walk,
Hartsfield Jackson Airport	15 min. drive
Edgewood Entertainment District	1 min. walk
Hotel District	6 min. drive
Georgia State	2 min. drive, 5 min. bike ride, 15 min. walk
Georgia Tech	12 min. drive, 15 min. bike ride
Emory University	15 min. drive



Ownership and INVESTMENT STRATEGY



OWNERSHIP

The Landlord is a partnership between Sixty West and Lucror Resources. Sixty West has a diverse portfolio with their main investment focus being in projects that provide Opportunity Zones, Renewable Energy Tax Credits, Income Housing Tax Credits, etc. Lucror Resources is Sixty West's lead developer, leveraging 20 years of international real estate development experience, they reposition properties through hands-on management to satisfy market demand for urban infrastructure.



INVESTMENT STRATEGY

Unlike other ownership groups who develop, lease and sell, Lucror Resources will develop and foster long-term tenant relationships over their whole ownership period. In order to take advantage of the full tax benefits, they will be required to own the property a minimum of 10 years.



Community ENGAGEMENT



COMMUNITY MANAGER

Waldo's will have a dedicated Community Manager who will provide hands-on and on-site service, develop relationships with each tenant, and plan regular tenant appreciation events and activities.



MISSION

Create a welcoming, exciting, and sustainable mass timber office environment where employees want to come to work. With 3 different work spaces and multiple collaboration areas, Waldo's provides tenants with the option of a traditional work floor, living room, or outdoor courtyard to work your own way.



FEDERAL AND STATE *Opportunity* ZONE

FEDERAL OPPORTUNITY ZONE INVESTMENT

By investing in a Qualified Opportunity Zone Business in an Opportunity Zone, investors are able to defer Capital Gains until 2026, receive a modest step up in their tax basis (up to 15%) on their original gain, and if the investment made in the Opportunity Zone is held for at least 10 years, any associated gains with said investment are exempt from taxation.

Source: Forbes

STATE OPPORTUNITY ZONE BENEFITS

Waldo's qualifies for the State of Georgia's maximum job tax credit of \$3,500 per new job created per year, for up to 5 years.

Tenants, whether existing or new, receive the state income payroll tax credit for every new job created (minimum of two jobs created and must be new to the State of GA, not just to the OZ).

Source: Georgia Department of Community Affairs

EMPLOYEE INCENTIVE – STATE OPPORTUNITY ZONE BENEFITS

Job Tax Credits can be used against 100% of Georgia income tax liability and withholding tax.

Office and retail tenants will be incentivized to choose the Waldo's site as the tax credit has the ability to significantly reduce their net effective rent.

EXAMPLE

If a 20,000 SF office tenant creates 100 new jobs they will receive a tax credit of \$350,000

- Rent – \$50 per square foot or \$1,000,000
- Effective Rent Reduction: \$17.50 per square foot per year for up to 5 years.

Source: Georgia Department of Community Affairs





Waldo's
40 BOULEVARD

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