



A BETTER *Place* TO BE

***Waldo's***

40 BOULEVARD - ATLANTA, GA 30312

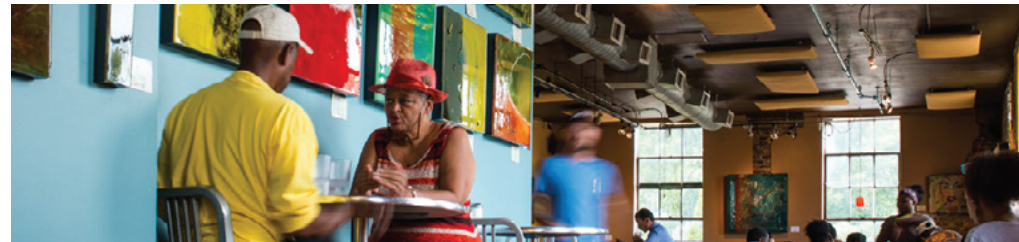
[waldosatl.com](http://waldosatl.com)



# 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 used epicurean center that is home to 24 different restaurants and retail outlets.

Waldo's



# A New *Original*

You deserve an office to match your verve. That's why we made Waldo's, an energetic blend of hotel rooms, offices, residences, and restaurants. It's the best of each, in a form as unique as you.



## DEVELOPMENT

A mixed-use destination anchored by a 119,000 SF timber frame office building, a 147-key 9-story Motto Hotel with 10,000 SF of food & beverage, with an outdoor courtyard and terrace bar.



## TRANSPORTATION

Easy access to Eastside Beltline Trail, and just minutes to King Memorial MARTA Station, Freedom Parkway, I-20, I-85, and I-75.



## PARKING

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



## 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.



*Outdoor Courtyard*

## Dual *Opportunity Zones*

Located in both the Federal and State Opportunity Zones, Waldo's offers attractive tax benefits to potential users (and/or their investors).

The Federal Opportunity Zone offers capital gains tax benefits to Qualified Opportunity Zone Businesses.

The State Opportunity Zone provides payroll tax credits of \$3,500 per new job, per year, for up to 5 years.



# Motto AN UNMATCHED HOTEL EXPERIENCE

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

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

### MOTTO HOTEL AMENITIES

With Waldo's you get the benefits of the office space, along with the added amenities of the hotel



147 key hotel



Full-service, chef driven restaurant



Motto Commons  
Coffee Bar Featuring  
locally roasted coffee  
along with craft beer  
and wine in the evening



Terrace Bar Featuring  
American whiskey with  
the best views in town



Full-service, high energy  
fitness center



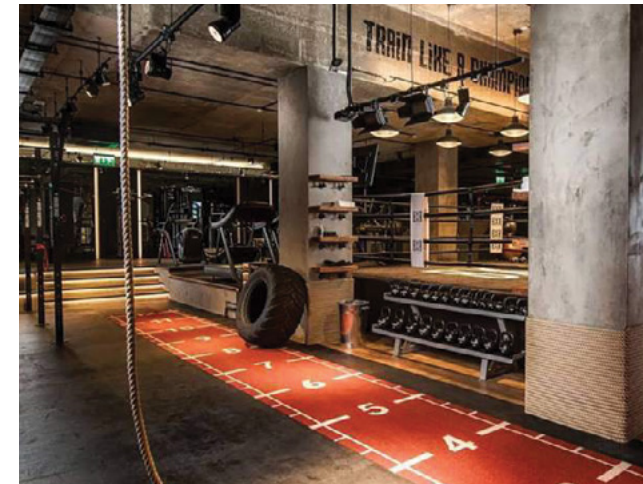
Local and interactive  
artwork adorns the  
common areas and sparks  
interest for guests



Lending libraries in the  
elevator lobbies



Unique artifacts specific  
to O4W in each hotel room  
libraries in the elevator  
lobbies



The Motto Hotel is one of the first U.S locations for Hilton's new "micro-hotel" brand, handpicked for Waldo's. Unlike standard and sterile hotels, the Motto Hotel offers chic and flexible micro-unit spaces with a local, urban, and hip vibe of the Old Fourth Ward.





# HEAVY *Timber* CONSTRUCTION

BRINGING IN NATURAL LIGHT AND  
THE NATURAL WORLD AT WALDO'S

## BENEFITS OF HEAVY TIMBER

### SEQUESTERS CARBON

Locks carbon into the structure creating a net zero or net negative carbon impact

### ANTI-VIRAL

Bacteria and germs don't live on wood as long

### TIMBER CONSTRUCTION

Quicker process, fewer deliveries, aids in carbon footprint, quieter construction

### SUSTAINABLE

The timber comes from a certified sustainable forest in British Columbia

### WARM AESTHETIC

Heavy timber provides a natural and warm aesthetic that is hard to achieve with traditional concrete and steel.

## WALDO'S CARBON SUMMARY



Volume of wood products used:  
530 cubic meters (18,860 cubic feet)



U.S. and Canadian forests grow this much wood in:  
2 minutes



Carbon stored in the wood:  
410 metric tons of carbon dioxide



Avoided greenhouse gas emissions:  
870 metric tons of carbon dioxide



Total potential carbon benefit:  
1270 metric tons of carbon dioxide

Equivalent to:



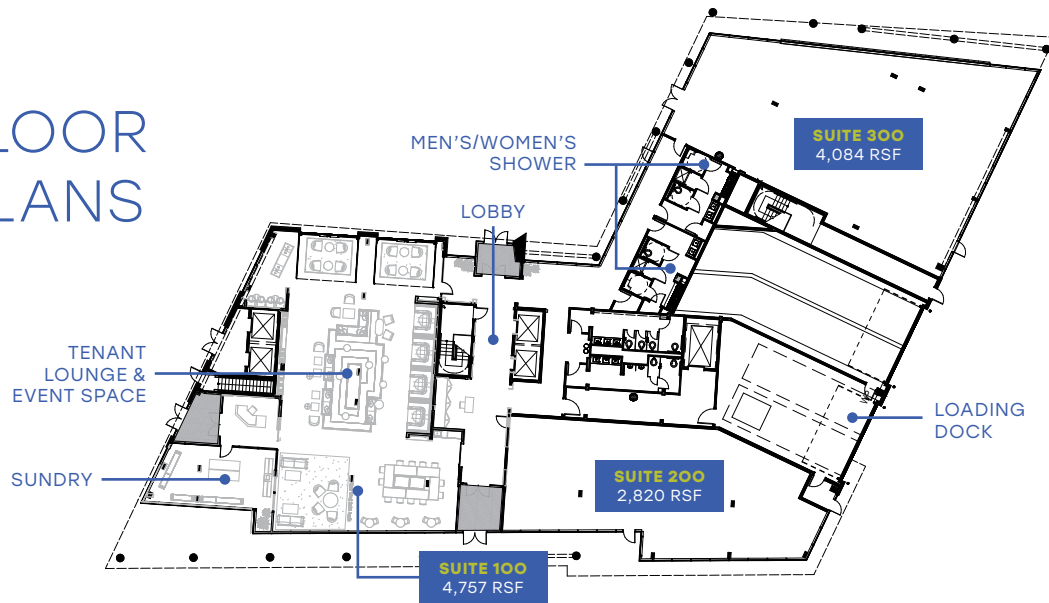
243 cars off the road for a year



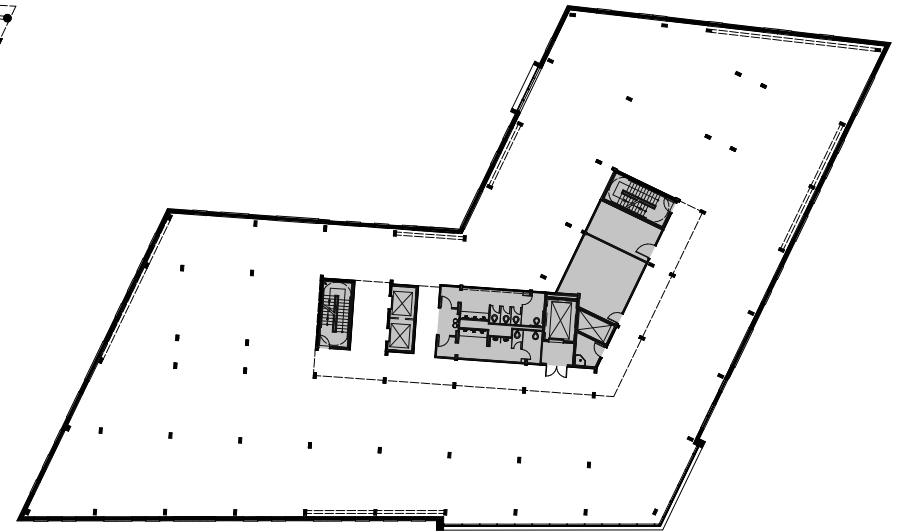
Energy to operate 108 homes for a year



# FLOOR PLANS



GROUND FLOOR



TYPICAL FLOOR PLAN - 21,605 RSF



## DEVELOPMENT SITE PLAN

**119,000** BSF  
OFFICE TOWER

**10,000** BSF  
FOOD & BEVERAGE

**147** ROOMS  
MOTTO HOTEL

# Neighborhood MAP

LANDMARKS,  
ENTERTAINMENT,  
SHOPPING

INTOWN  
Connected, cool,  
& quintessentially  
Atlanta.

Map Key

Highways and Major Arteries

Universities

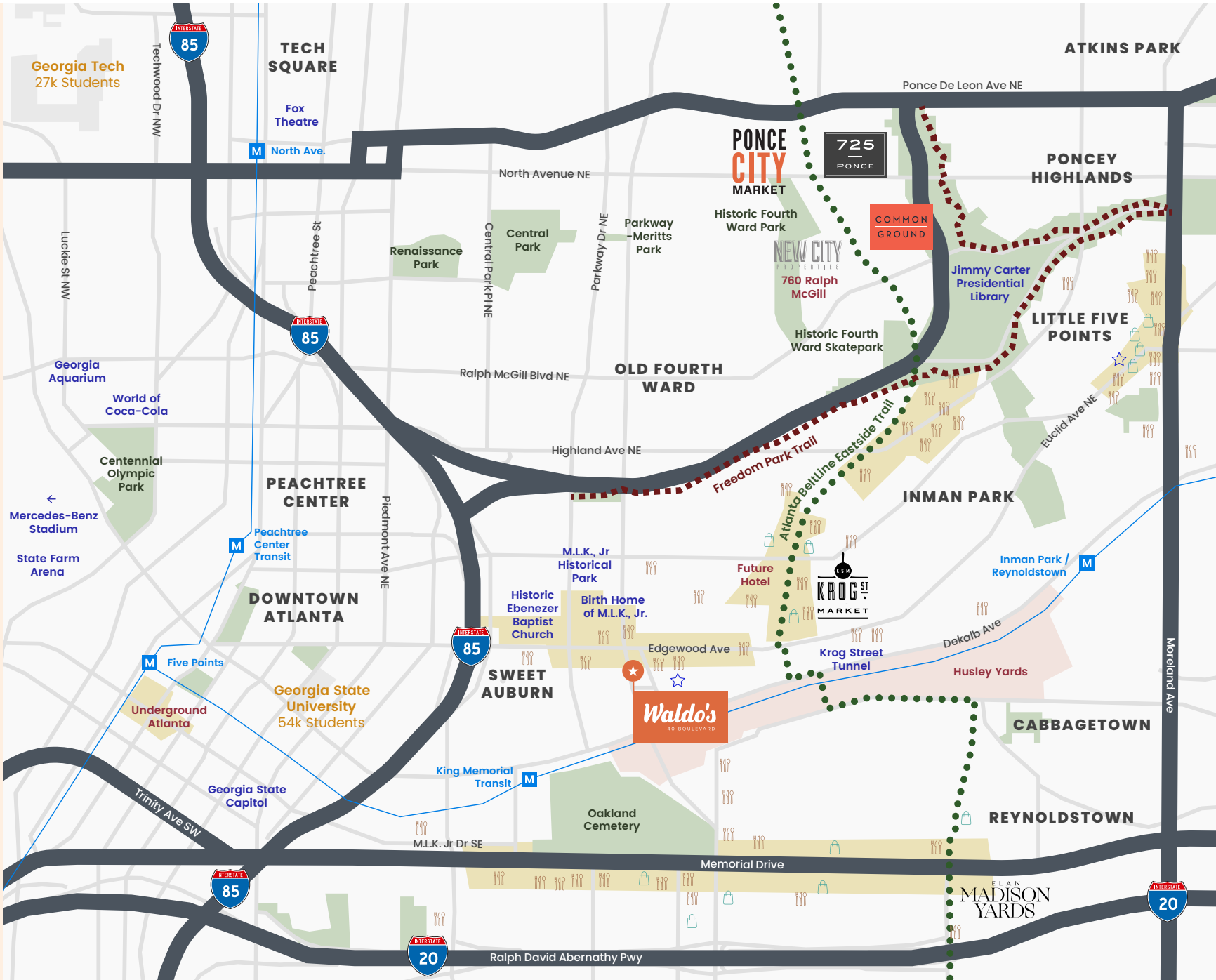
Major Landmarks

Freedom Park Trail

Atlanta BeltLine Eastside Trail

Marta Lines

- ☆ Entertainment
- 🍴 Food & Drink
- 🛍 Shopping



# Access MAP

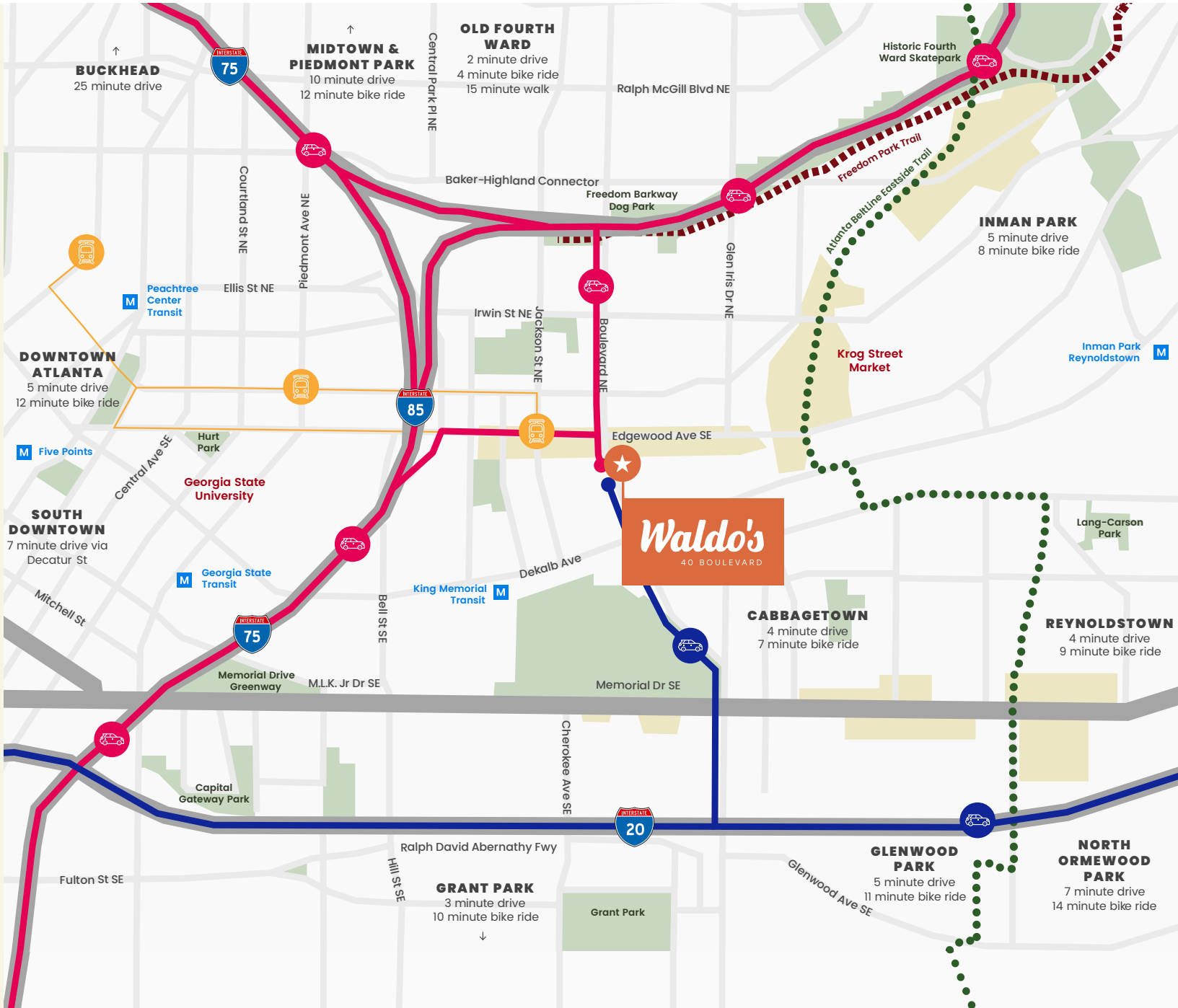
## DRIVE TIMES

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, 13 min. wlk
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. wlk
Hotel District	6 min. drive
Georgia State	2 min. drive, 5 min. bike ride, 15 min. wlk
Georgia Tech	12 min. drive, 15 min. bike ride
Emory University	15 min. drive





# Amenity MAP

## FOOD | DRINK | FITNESS

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. Fox's Original Jamaican Restaurant
- 09. ABC Chicken and Waffles / Nitro Coffee Counter
- 10. Supreme Fish Delight
- 11. Docent Coffee
- 12. Juiceez & Etc
- 13. Cafe Circa
- 14. Edgewood Pizzeria
- 15. SluttyVegan ATL
- 16. Condesa Coffee
- 17. Dipped N Butter
- 18. Lottafrutta
- 19. Lingering 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 Restaurant
- 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





# 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 10,000 SF office tenant creates 40 new jobs the will receive a tax credit of \$140,000

- Rent – \$40 per square foot or \$400,000
- Effective Rent Reduction: \$14 per square foot per year for up to 5 years.

Source: Georgia Department of Community Affairs







**Waldo's**  
40 BOULEVARD

FOR LEASING  
INQUIRIES  
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