



VISION

Tag: creating a live, work and play environment

A new city

What could you do with an extra hour a day?...an extra day a month?...an extra week a year?...Anything you want. The average Atlantan spends more time commuting to work than most anywhere in the world. Wouldn't you rather work two blocks from home and shop around the corner? At Atlantic Station you will.

Under construction, the original concept that started the "Live, Work, Play" movement, Atlantic Station is the national model for smart growth and sustainable development. Picture a community with unsurpassed architectural quality, a fusion of functionality and finesse that combines an attractive mix of affordable, middle-income, and up-scale housing with world-class restaurants, theaters, and retailers.

Providing homes for 10,000 people, employment opportunities for 30,000, with shopping and entertainment for millions more, this 24-hour community will buzz with pedestrian traffic on its wide boulevards and the crowd of people in the sidewalk cafes and expansive parks. The result?

A quality of life unmatched in the Southeast.

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Partnerships

Public-Private partnerships are the reason for Atlantic Station's success to date. The Atlantic Station Team includes developers, bankers, architects and engineers; accountants, planners and environmental scientists from the private and public sectors at the federal, state local and grassroots levels. The goal could not be realized without the involvement of so many talented people. In particular, unique partnerships with the U.S. EPA, the State of Georgia and local neighborhoods have provided a national case study for finding common ground on the path to a common goal.

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DEVELOPMENT PARTNERS

Jacoby Development, Inc.

Jacoby Development's history and hallmark are synonymous with successful retail center development. Since its 1979 inception, JDI has developed, owned and/or managed more than 30 shopping centers totaling more than 5 million square feet. During the 1990s, JDI began using its expertise to pursue non-



traditional development opportunities in addition to retail. These involve the redevelopment of environmentally sensitive or impaired sites into viable, valuable multi-use properties with retail, office, hotel, resort and housing components as well as eco-friendly and socially beneficial features. In addition to environmental and quality of life benefits, JDI realizes the inherent financial rewards of such challenging projects. This eco-friendly, investor-builder approach to site remediation and reuse has earned the company its reputation as a business-savvy developer with a social conscience, and renown as an innovative leader in the industry. www.jacobydevelopment.com

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AIG Global Real Estate Investment Corp.

AIG Global Real Estate was formed in 1987 to act as a principal in performing a full range of real estate investment and facilities management services for AIG Companies, as well as third-party institutional and corporate clients and is currently run by its President, Kevin Fitzpartick. Comprised of more than 300 professionals, the real estate team is actively involved in the acquisition and development of office, industrial, residential, retail and hospitality properties, facilities management, fund management, commercial mortgage origination and the acquisition of non-performing loan portfolios. Based in New York City, AIG Global Real Estate has regional offices in Hong Kong, Singapore, Tokyo, London and Buenos Aires. The firm oversees the management of 388 properties in Western and Eastern Europe, Asia, Latin America and the United States. www.aigqiq.com

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Lane Company

Lane Company, one of America's largest multi-family real estate companies, has committed to build 1,150 mid-rise apartments at Atlantic Station with a value of over \$150 million. Headquartered in Atlanta, Lane Company currently manages over 35,000 apartments, a substantial number of which are in the Atlanta area. Lane Company, selected by the National Homebuilder's Association as the Apartment Management Company of the Year in the U.S. for 1999, is known for its superior intown development projects. These projects include The Ponce on Ponce De Leon, recently voted as the best intown apartment development in Atlanta by the Atlanta Business Chronicle, and Freedom Lofts, currently the hottest selling condominium development in the city. www.lanecompany.com

Beazer Homes U.S.A.

Beazer Homes U.S.A., one of the largest publicly held homebuilding companies in the U.S., will build for-sale single-family homes at Atlantic Station. The announcement of Beazer's involvement as a development partner of Atlantic Station has resulted in overwhelming demand for the properties. A national homebuilder, Beazer Homes is headquartered in Atlanta and operates as a family of local homebuilders.

www.beazer.com



PUBLIC PARTNERS

U.S. Environmental Protection Agency

When the Atlanta region lost the ability to begin new transportation projects in the Fall of 1998, the future of the vital 17th Street Bridge (reconnecting the east and west sides of Midtown) looked in doubt. Through the leadership of EPA and its novel "Project XL" program not only did the bridge get back on track but it evolved into a pedestrian-oriented and multi-modal connection, while at the same time Atlantic Station evolved into a national model for Smart Growth. EPA's tremendous leadership helped Atlantic Station improve the master plan into a pedestrian-focused and transit-oriented community.

For the full story visit: www.epa.gov/ProjectXL/atlantic/index.htm

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The State of Georgia

With the exceptional talent at the Georgia Department of Natural Resources Environmental Protection Division, Atlantic Station was able to collaborate with the State to develop a remediation plan appropriate for the planned redevelopment which included weekly meetings on-site to coordinate all aspects of the clean-up.

With the meter running, it was important to get the 17th Street Bridge and interstate ramps completed as soon as possible to support the amazing growth in Midtown and Atlantic Station. To start construction before 2002, an unprecedented partnership for the design and construction of the new east-west connection between the developer and the Georgia Department of Transportation resulted in construction beginning 2 years ahead of standard timelines. While Atlantic Station committed more than \$15 million in design costs, Governor Roy Barnes appointed the "Green Light" Committee to coordinate at the highest levels and to resolve any and all issues associated with the bridge.

Governor Roy Barnes' personal vision for a sustainable Georgia has been instrumental in the development of Atlantic Station, particularly realized through the location of the \$200 million Georgia Aquarium - a gift of thanks by Home Depot founder Bernie Marcus to the citizens of Georgia. www.state.ga.us

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The City of Atlanta

The City of Atlanta, under the leadership of Mayors Bill Campbell and now Shirley Franklin, has provided the Atlantic Station Team with the local tools necessary to make the amazing transformation from an aging steel mill to a new mixed-use community.

Through the zoning and permit process, to the establishment of a tax increment financing overlay area known as the Atlantic Steel Tax Allocation District (TAD), the City has been an essential partner. The TAD



designation will allow the property taxes generated by the development of Atlantic Station to be used for property improvements, including parking and infrastructure, for the next 25 years. When fully developed, this revenue should approximate \$35 million dollars per year and will enable Atlantic Station to sell bonds to further improve the property.

City Council members Cathy Woolard, Debi Starnes, Clair Muller and Ivory Young have been a resource for insight and innovation as Atlantic Station continually looks for the best ways to redevelop this area of the City. www.ci.atlanta.ga.us

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NEIGHBORHOOD PARTNERS

Home Park

Originally developed as a mill town supporting the Atlantic Steel Hoop and Barrel Company, Home Park has evolved into an eclectic neighborhood of Georgia Tech students, professors, families and artists. Consisting of early 20th-Century craftsman-style bungalows on narrow lots, the rolling intown neighborhood has an abundant tree canopy and an active neighborhood association. The neighborhood itself has recently hired renowned international planning and design firm EDAW to develop a comprehensive community master plan. Not much of a community association in the early 90s, they have raised over \$80,000 to complete the master plan. Engaged at the very beginning of the redevelopment, the neighborhood and Atlantic Station have become strong allies as the health and success of each significantly benefits the other. Through monthly meetings, church picnics and yard sales Atlantic Station has been able to benefit greatly from the strong and progressive leadership of the Home Park Community Improvement Association's Board.

www.homepark.org

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Loring Heights

Nestled in the rolling hills of the Atlanta, just north of Atlantic Station and south of Buckhead, Loring Heights is a strategically located neighborhood that has developed its community organization as Atlantic Station redeveloped the former Steel Mill. In fact, Loring Heights' leaders not only were instrumental in developing the various zoning conditions that molded the redevelopment's master plan but also organized all the neighborhoods in northwest Atlanta into a national model of civic responsibility. www.loringheights.org

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The Midtown Alliance

Midtown Alliance's mission is to improve and sustain the quality of life in Midtown Atlanta. The Alliance goes for a participatory approach in planning and economic development by improving the built environment, enhancing public safety and maximizing urban amenities. MA is a privately funded 501(c)(3) community



development organization with over 300 member companies and organizations. Affiliated organizations include the Midtown Improvement District (MID) and the Midtown Transportation Management Association. www.midtownalliance.org

Ansley Park

Located across the interstate from Atlantic Station, Ansley Park residents enjoy a spirited neighborhood of restored and well-maintained homes near the center of metropolitan Atlanta. Built among the 100+ year-old oaks and in the shadow of Midtown's towering skyscrapers, this community, designed by Central Park architect Frederick Law Olmstead is one of Atlanta's historic neighborhoods. www.ansleypark.org

TEAM

Atlantic Station Team

Atlantic Station, LLC

- James F. Jacoby, Chairman
 - Derrick A. McSwain, Chief Financial Officer
 - Neill Faucett, Senior Vice President - Finance
 - Hilburn Hillestad, Senior Vice President - Environmental Affairs
 - Richard Culpepper, Senior Vice President - Construction
 - Charles R. Brown, Senior Vice President - Office
 - Bruce MacLeod, Senior Vice President - Retail
 - Brian M. Leary, Vice President - Design and Development
 - Scott Brown, Director of Marketing
 - Ivan Killen, Controller
 - Ellen Casey, Retail Leasing Representative
 - Tracy Lojek, Retail Leasing Representative
 - Andrea Driver, Retail Leasing Representative
-



CONSULTANTS / CONTRACTORS

The Design Group

The highly acclaimed Design Group, located in Baltimore, Md., is responsible for the architectural design of the heart of the District within Atlantic Station. The Design Group designed the Easton Town Center in Columbus, Ohio; Cocoa Walk in Miami's Coconut Grove; and many other renowned developments around the world. www.ddg-usa.com

The Faucett Group

The Faucett Group, a consulting group headquartered in Atlanta, actively represents Atlantic Station in financing, organizational issues, development issues and coordination with county, city and state municipalities. Faucett New Media is one of the Faucett Group of companies and is a leading web and graphic design firm in Atlanta. www.faucettnewmedia.com

Morris, Manning and Martin, Attorneys at Law

One of the leading real estate law firms in the nation, Morris, Manning and Martin has represented Jacoby Development for over 20 years. The firm represents Atlantic Station and coordinates all legal work done for the development. To Morris, Manning and Martin's credit, no single real estate development in the United States encompasses the complexities of Atlantic Station. The brilliant legal work by lead counsel Jeanna Brannon and chief environmental attorney Gerald Pouncey are setting national standards for brownfield and mixed-use development. www.mmmlaw.com

Long, Aldridge and Norman, Attorneys at Law

One of the largest law firms in Atlanta, Long and Aldridge has represented Atlantic Station with the City of Atlanta and Fulton County and have acted as strategic legal advisors. Particularly instrumental in the creation of the Atlantic Steel Tax Allocation District, Long Aldridge's key partners Steve Labovitz and Sharon Gay are continual assets to the Atlantic Station team in developing and maintaining key public-private partnerships.

SITE TOUR

Tag: everything in one place

Location

Local, area, and regional maps

Access



Bridge

17th Street bridge

Re-connecting midtown to the west side of the downtown connector

Transit

Transit Map(bus & train routes)

24-hour transit system will course throughout Atlantic Station and to downtown destinations

Parking

Parking Deck

The huge underground District parking deck will comprise a large part of Atlantic Station's 7,300 parking Spaces

DISTRICT

The District

Serving as the heart of the 138-acre redevelopment and located along a mile of interstate frontage the District consists of one million square feet of open-air retail and entertainment, including six mixed-use retail buildings with entertainment, shops and restaurants. As the core of Atlantic Station's live-work-play environment, The District will also include six million square feet of office space in mid-to high-rise office buildings, an additional 150,000 square feet of loft office space and 200 two-story loft apartments directly above retail shops and restaurants developed by the Lane Company. Over 200 townhomes and single-family homes will be for sale by Beazer Homes ranging from \$250,000 to \$650,000.

COMMONS

The Commons

Centered within Atlanta's next great gathering place, The Commons is an imaginative venture to create the most attractive urban neighborhood in the nation. A mix of apartment buildings, town homes and high-rise condominium towers will offer an opportunity to live in close proximity to Atlantic Station's Retail and Office Districts, with the \$200 million Georgia Aquarium conveniently just to the west. At the center of The Commons a new park and fountained lake will form the community 'focal point' for concerts, festivals or simply an evening stroll.



THE VILLAGE

The Village

What a gift! Bernie Marcus and the Marcus Foundation are building a \$200 million, five million gallon Georgia Aquarium in the heart of The Village at Atlantic Station.

Complemented with retail shops and cafes with residential units above, The Village will not only provide a great place to live and shop but also a window into the amazing wonders of the sea through an aquarium with no equal.

ENVIRONMENT

Tag: improving the future, restoring the past

Land

The Atlantic Station project is a 138-acre environmental redevelopment and reclamation of the former Atlantic Steel Mill in Midtown Atlanta. In 1997, Jacoby Development initiated plans to redevelop the Atlantic Steel Mill - creating the largest urban brownfield redevelopment in the country. The restoration of the site necessitated the remediation of soil contaminated by years of industrial use. Approximately \$10 million was spent to remediate the Atlantic Station property with over 12,000 truckloads of material removed from the site. The remediation of the soil at Atlantic Station was completed in December of 2001 when the development received a 'No Further Action' letter from the EPD.

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Air

An April 1998 study performed by EPA's Urban and Economic Development Division, entitled "Transportation and Environmental Impacts of Infill and Greenfield Development", found that VMT could be reduced by as much as 61 percent by developing at infill sites compared to outlying greenfields. Based on this and other analyses, EPA evaluated the potential performance of the Atlantic Steel site relative to three other likely locations and evaluated the potential for carbon monoxide (CO) emission hot spots associated with development at the Atlantic Steel site. To analyze the transportation and air emissions impact of the project, the EPA used the Atlanta regional transportation and MOBILE5 emissions models to compare development at the Atlantic Steel site to similar development at outlying greenfields. Analysis of regional transportation and air emissions impacts show that absorbing a larger portion of Atlanta's future growth at the Atlantic Steel site would result in up to 34 percent fewer VMT and up to 45 percent fewer NO emissions than if the growth were to occur at likely alternative sites. Analysis of potential CO emissions indicated that CO hot spots would not occur. For further information go to: www.epa.gov/ProjectXL/atlantic/index.htm



Water
Atlantic Station's partnership with the EPA will continue for the next 10 years, as Atlantic Station has agreed to install wells to monitor the quality of underground water. The EPA will have a conservation easement on the property. In addition, as part of an effort to dramatically improve Atlanta's natural environment, Atlantic Station has spent \$25 million creating a state of the art sewer system - the only system in the city where sanitary sewer is separated from regular sewer.

Sustainability
Atlantic Station is implementing strategies to prevent and minimize pollution by using construction materials and sustainable building practices that minimize pollution and energy use. And have, in fact, recycled over 150,000 cubic yards of building material on-site.

In a significant deal recently signed, Southern Company Energy Solutions, a business unit of Southern Co., and Atlantic Station have partnered to develop the Southeast's largest, most environmentally friendly central cooling system. The fully built-out plant, jointly engineered, will save building owners more than \$35 million in construction costs, while operating more than 25 percent more efficiently than traditional building HVAC systems - producing emissions savings equaling 2 million gallons of gasoline.

Atlantic Station is working with the EPA, the Southface Energy Institute, Georgia Tech, and other stakeholders to identify and encourage future tenants and developers to participate in energy conservation programs.

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FAQ

Q: How will Atlantic Station contribute / be less detrimental to the environment?

A: The development process in Atlanta's metro area is currently destroying 55 acres of trees, farmland and open space each day. Atlantic Station is not only restoring land that was previously a brownfield, but will produce 12-20 million square feet on 138 acres in an area that is surrounded by dense development with infrastructure already in place. This infill development will save over 1,000 acres from being developed in the most sensitive areas of the region. As a live, work and play community, Atlantic Station will be an environment where less time will be spent in the car, where you can ride the trolley to work or even take a simple walk. The ability to utilize alternative transportation options reduces the reliance on the personal automobile, which is prime culprit in Atlanta's deteriorating air quality.

Q: How do we know the Atlantic Station site is really environmentally clean?

A: The EPA and the EPD independently monitored the remediation process at Atlantic Station and issued a "No Further Action" letter certifying their satisfaction with the work that had been done.



Q: What other cutting edge technology has Atlantic Station used to help the environment?

A: Energy Solutions, a wholly owned subsidiary of the Southern Company, will construct a district cooling plant at Atlantic Station, reducing the amount of electricity used in the development by 15-20 percent. This system will also feature fuel cells and other cutting edge technologies and will be the first of its kind in the state of Georgia.

Q: Why is the EPA so supportive of Atlantic Station?

A: Developments like Atlantic Station represent "Smart Growth" and environmentally enrich cities of tomorrow by improving air quality.

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INFORMATION CENTER

Project Updates

media information updates

Welcome to the Atlantic Station media information center. The media information center is designed to provide current, comprehensive information regarding the Atlantic Station development. Please refer to the information center frequently, as information is added and updated continually regarding Atlantic Station. For additional information and interviews, please directly contact the Headline Group, which coordinates all media coverage for the development. Atlantic Station welcomes all media inquiries.

Project Update: June 19, 2002

- Atlantic Station launches new website, a comprehensive tool designed to be the premier resource for project information.

- 17th Street Bridge, signed in January and being constructed by C.W. Matthews, is ahead of schedule, Atlantic Station officials say. The bridge is scheduled to open in late 2003.

- Final level of Atlantic Station parking deck is currently being constructed, with street level to begin in 60 days. Parking deck scheduled to open with main podium retail in the first quarter 2004.

- United Artists officials declare Atlantic Station the number one site in the United States. United Artists plans to construct a state-of-the-art 4,000 seat 16-theater facility with digital feed and surround sound at Atlantic Station.

In the News



Local

Real Estate Notes: Pizza and a Movie

Published in Atlanta Business Chronicle, May 24, 2002

Georgia Aquarium set for Atlantic Station

Published in Atlanta Business Chronicle, May 24, 2002

Atlantic Station Aquarium Site Pick a 'Surprise'

Published in The Story, May 23, 2002

Atlantic Station will be state's Aquarium Site

Published in Gwinnett Daily Post, May 22, 2002

Georgia Aquarium Site: It's Atlantic

Published in Atlanta Journal-Constitution, May 21, 2002

Mixed-Use Developments Live, Work and Play

Published in Newcomer, April 30, 2002

Atlantic Station Building Bridge to Development

Published in Atlanta Journal-Constitution, April 12, 2002

Best in Atlanta Real Estate Awards: Deal of the Year Overall; Marcus Plunging into Midtown Aquarium Deal

Published in Atlanta Business Chronicle, March 1, 2002

Live, Work, Play

Published in Business to Business, March 1, 2002

Real Estate Notes: Do It Yourself

Published in Atlanta Business Chronicle, February 22, 2002

Central City Game Plans

Published in Georgia Trend, February 1, 2002

Top 10 Development Stories of 2001

Published in Atlanta Journal-Constitution, December 31, 2001

Urban Reclamation

Published in Georgia Trend, December 1, 2001



Aquarium 'ill be a great marvel'

Published in Atlanta Journal-Constitution, November 20, 2001

Pipe Dream or Possibility

Published in Business to Business , November 1, 2001

Construction Begins on 'Critical' Parking Deck at Atlantic Station

Published in Atlanta Business Chronicle, October 25, 2001

A Model Approach: Connector Bridge Leads to Future

Published in Atlanta Journal-Constitution, September 24, 2001

National

Home Depot Head Promises to Fund Atlanta Aquarium

Published in Wall Street Journal, November 20, 2001

Plots and Ploys: Financing's On

Published in Wall Street Journal, November 14, 2001

Trade

Urban Infrastructure: The 'Out of Sight, Out of Mind' Mentality is an Outmoded Concept

Published in Architectural Record, June 1, 2002

The Lane Companies to Start Atlantic Station Apartments This Summer

Published in Southeast Real Estate Business, June 1, 2002

Despite Attendance Downturn, Atlanta Moves Forward with Major Projects

Published in ConventionSouth, May 1, 2002

Construction on Atlantic Station Apartments Slated to Begin in July

Published in GlobeSt.com, April 16, 2002

Remediation, Transportation Key to Developing Midtown Atlanta

Published in Civil Engineering, April 1, 2002

Design Trends 2002: Projects span past, present and future

Published in Shopping Center Today, April 1, 2002

Project Watch: City Within a City in Atlanta

Published in Multifamily Trends, January 1, 2002



Steel mill to be transformed into a mini-city

Published in Apartment Finance Today, December 1, 2001

Together Wherever We Go

Published in Shopping Center World, November 1, 2001

City Expected to Give Jacoby Group Up to \$75 Mil for Atlantic Station Infrastructure

Published in GlobeSt.com, September 25, 2001

And Rust to Rust

Published in Architecture, August 1, 2001

Forging Ahead: Atlantic Steel Mill Site Set to Become Vast Mixed-Use Project

Published in Shopping Center Today, August 1, 2001

Press Releases

7/16/2002

[Atlantic Station and Southern Company Energy Solutions Partner to Develop Southeast's Largest Central Cooling System](#)

7/8/2002

[Atlantic Station and Southern Company Energy Solutions Partner to Develop Southeast's Largest Central Cooling System](#)

6/24/2002

[Atlantic Station and Southern Company Energy Solutions Partner to Develop Southeast's Largest Central Cooling System](#)

5/20/2002

[California Pizza Kitchen Signs Lease at Atlantic Station](#)

5/20/2002

[Atlantic Station Partners with United Artists: 16-Screen Theater To Open At Midtown Atlanta Development](#)

Visual Archive



Welcome to the Atlantic Station media library. Resources are added to this section on an ongoing basis, so frequently refer to this section to obtain the latest Atlantic Station media information.

Video Archive

(video #1) Atlantic Station

An Overview of Atlanta's Most Exciting New Development

(video #2) Gov. Roy Barnes

Atlantic Station Is A Nationwide Example of Georgia's Smart Growth

(video #3) An Intown Solution

Why Atlantic Station Is Vital for a Growing, International City

(video #4) Former Mayor Bill Campbell

Atlantic Station Is The Most Important Development Project In Atlanta In The Last Fifty Years

(video #5) Gateway To Atlanta

Why is Atlantic Station's location significant?

(video #6) Charles R. Brown

Atlantic Station Connects Atlanta's Important Resources

(video #7) A New Landmark

The 17th Street Bridge Will Reunite Atlanta's Central Business Districts

(video #8) Senator Zell Miller

Atlantic Station Is Going To Be The Model For The Entire United States

(video #9) Unprecedented Partnership

City, State and National Municipalities join the nation's business leaders to create the urban model of the future.

(video #10) James F. Jacoby

Atlantic Station Will Provide A Gathering Place

(video #11) Breaking Ground

Now Underway, Atlantic Station Invites You To Join In The Creation Of A New Environment

Image Library

Atlantic Station parking deck construction (VCC), Image #1

Atlantic Station parking deck construction (VCC), Image #2

Atlantic Station parking deck construction (VCC), Image #3

Atlantic Station parking deck construction (VCC), Image #4

Atlantic Station parking deck construction (VCC), Image #5



Atlantic Station parking deck construction (VCC), Image #6

Atlantic Station parking deck construction (VCC), Image #7

Atlantic Station parking deck construction (VCC), Image #8

Atlantic Station parking deck construction (VCC), Image #9

Atlantic Station parking deck construction (VCC), Image #10

Press Kit

Due to the heavy volume of media coverage on Atlantic Station, this section is still under development. Please refer back to 'Press Kit' to download.

CONTACT

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Suite 1770
Atlanta, GA 30309
Phone (404) 876-2616
Fax (404) 876-8628
info@atlanticstation.com

DEVELOPMENT SCHEDULE

Jan. 2002

The formal letting of the bridge contract

April 2002

Lane closes the purchase of the first 600 units of apartments

May 2002

Beazer closes on the purchase of townhome residential units

June 2002

AIG - Jacoby purchases land for first office building

July 2002



Lane begins construction of first 600 units of apartments. Beazer begins construction of townhome residential units on 16th Street [goes w/ image]

Designed to resemble a quaint, European village, the first phase of apartments at Atlantic Station will feature one, two and three bedroom apartments within walking distance of the world's largest aquarium and world-class shopping, entertainment and dining at the District. Approximately 20% of the residences will rent for substantially less than market value due to tax-exempt bond financing. A large park complete with a lake will provide residents with the opportunity to relax from a day's activities in an environment of natural serenity.

Traditionally-styled townhomes, for which there is already a waiting list, will be located along the wide, tree-lined boulevard of 16th Street, and will feature three bedrooms and private garages.

September 2002

Construction begins on the district retail and entertainment center

November 2002

AIG-Jacoby begins construction of first office building

July 2003

First 600 units of apartments begin to lease up and receive certificates of occupancy. Construction begins on aquarium.

Jan 2004

Grand opening of the bridge

March 2004 [goes w/ image]

Grand opening of the District

Featuring world-class restaurants, retailers, a fitness center and a 16-screen multiplex theater with stadium seating, the District will provide Atlantic Station residents and visitors with an unprecedented number of options for food, shopping and entertainment. An easy-to-navigate parking deck with escalators conveying guests to wide, pedestrian-friendly avenues will provide customers with an experience that is not only invigorating, but hassle-free as well.

May 2004

AIG-Jacoby opens first office building to tenants

January 2005 [goes w/ image]

Grand opening of aquarium

Estimated to draw between 2 and 3 million people per year, the spectacular aquarium at Atlantic Station will be the first in Atlanta. Made possible by a \$200 million donation from Bernie Marcus, founder of Home Depot, the 5 million gallon aquarium will be the largest in the world. Current plans for the impressive aquatic attraction include evening activities for private parties and conventioners.

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HISTORY

Atlantic Steel 1900-1919 Forging the Foundation

The Atlanta Steel Hoop Company was founded in 1901, to produce commodities formerly made in the north for the agrarian south, specifically wire for binding cotton bales and hoops for wooden barrels of turpentine, rosin and pitch. WWI accelerated business for the re-named Atlantic Steel Company and, by the mid 1920's, its Dixisteel trademark was well-known.

It was reorganized into Atlantic Steel Company in 1915 (and later renamed Atlantic Steel Company). Through the ensuing years it would broaden its product base in reaction to national need and market demand.

1901

Eight Atlanta businessmen launch cotton bale and barrel hoop business originally called Atlanta Steel Hoop Co.

1915

Name changes to Atlantic Steel Co.

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Atlantic Steel 1920-1939 Dixisteel, Depression, and Another Impending War

The company had to wait four years after the stock market crash of 1929 to make its next profit. Then, once again, the shadow of war heightened demand for its products, launching the company into its most successful years.

Atlantic Steel 1940-1959 The War Effort and the Nuclear Age

During WWII Atlantic Steel products included military housing, gun mounts and ship and aircraft parts. As with many industries during the war, women assumed production roles in the mill.

As the company entered the 1950s, the mill produced 750,000 tons of steel annually. It produces 60 products, including Dixisteel wire products, bars, bands, angles, channels, and tees.

Atlantic Steel 1960-1979 Expansion and Modernization in the Space Age

In the years following WWII, Atlantic Steel expanded exponentially. With 2,000 employees producing three-quarter million tons of steel annually, the company was Georgia Power's largest customer in 1974,



consuming enough power to supply a city of 60,000.

In 1979, Atlantic Steel was acquired by Ivaco, a Montreal steel maker

Atlantic Steel 1980-1999

A New Plan

Affected by the energy crisis and falling steel prices, some of Atlantic Steel's operations were shut down in the 1980's, and Atlantic Steel moved out of the city to Cartersville, GA. Employment dropped from 1,400 in 1979 to 400 in 1997.

But in 1996, after a change in company ownership, the Cartersville Plant was sold. Jacoby Development made an offer for the city site and Atlantic Steel rolled its last piece of steel there in 1998. A chapter had ended - and a new one was about to begin.

1963

Fire destroys most of the wire and nail production buildings

1973

Company announces intention to build new Cartersville plant, sell Atlanta facility

1979

Ivaco buys Atlantic Steel including Cartersville and Atlanta facilities

1991

Melting steel to a liquid form shifts from Atlanta to Cartersville

1996

Atlantic Steel lays off Cartersville workers. Birmingham Steel buys the plant

1993-1995

Various wire-making operations in Atlanta shut down

1997

Atlantic Steel announces it will sell Atlanta property to Jacoby Development

1998

Atlanta Council approves rezoning for Jacoby's development



CONTRACT OPPORTUNITIES

| Date | Contract Name | Contact | Status |
|-----------|------------------------|--|--------|
| 8/28/2002 | Fire Supression System | VCC-Atlanta Brad Davis 1000 Abernathy Road NE, Suite 1130 Atlanta, GA. 30328 Phone: 770.225.1900 Fax: 770.225.1921 http://www.vcc2000.com bdavis@vcc2000.com | Open |

Description

Provide turnkey bid to supply and install fire supression system for the parking deck.

| Date | Contract Name | Contact | Status |
|-----------|------------------------|--|--------|
| 8/14/2002 | 5KV Power Distribution | VCC - Atlanta Duane Gilley 1000 Abernathy Road NE Suite 1130 Atlanta, GA 30328 770-225-1900 770-225-1921 FAX http://www.vcc2000.com dgilley@vcc2000.com | Open |

Description

Provide complete package bid for installation of 5KV power distribution and bellsouth conduit.

| Date | Contract Name | Contact | Status |
|-----------|------------------------|--|--------|
| 6/14/2002 | Concrete Field Topping | VCC - Atlanta Brad Davis 1000 Abernathy Road, Suite 1130 Atlanta, GA. 30328 Phone: 770.225.1900 Fax: 770.225.1921 bdavis@vcc2000.com | Open |

Description

Five inch concrete topping on precast roadways

| Date | Contract Name | Contact | Status |
|----------|----------------|---|----------------|
| 8/7/2001 | Roadway Frames | VCC Atlanta Kevin Burchfield 1000 Abernathy Road Bldg. 400, Ste. 1130 Atlanta, GA 30328 phone 770-225-1900 fax 770-225-1921 kburchfield@vcc2000.com | Under Contract |

Description

Cast-In-Place bid package for the vertical concrete supporting the roadway structures at parking deck infrastructure. Bid to be inclusive of mobilization, forming, rebar, concrete materials, labor, and any other materials and equipment as required to complete. Schedule is based upon



a September 4, 2001 start date with a 17 week duration. Bidders are to include in bid a proposed schedule based upon the above information indicating the number of crews and sequencing of work.

| Date | Contract Name | Contact | Status |
|-------------|--------------------------------|---|---------------|
| 6/25/2001 | Security - Consulting & Design | Tracy Lojek Jacoby Development - Atlantic Station, LLC tlojek@jacobydevelopment.com | Open |

Description

Atlantic Station is looking for an experienced organization to provide recommendations and design expertise for over 1 million square feet of retail & entertainment uses as well as a 6000+ car parking garage. We prefer a holistic approach that includes the appropriate technology for all aspects of the project.

| Date | Contract Name | Contact | Status |
|-------------|--------------------------------|---|---------------|
| 6/21/2001 | Security Services - Management | Tracy Lojek Jacoby Development - Atlantic Station, LLC tlojek@jacobydevelopment.com | Open |

Description

Atlantic Station is looking for a qualified organization to manage security needs for over 1 million square feet of retail & entertainment uses as well as a 6,000+ car parking garage. Additional opportunities would include security management for the entire 138-acre community.

| Date | Contract Name | Contact | Status |
|-------------|----------------------|---|---------------|
| 6/2/2001 | Waste Management | Brian Leary bleary@atlanticstation.com | Open |

Description

Atlantic Station, LLC is looking for a qualified firm with appropriate experience to provide design recommendations and waste removal services for over 1 million square feet of retail & entertainment uses. Time is critical as construction is scheduled to begin this summer.