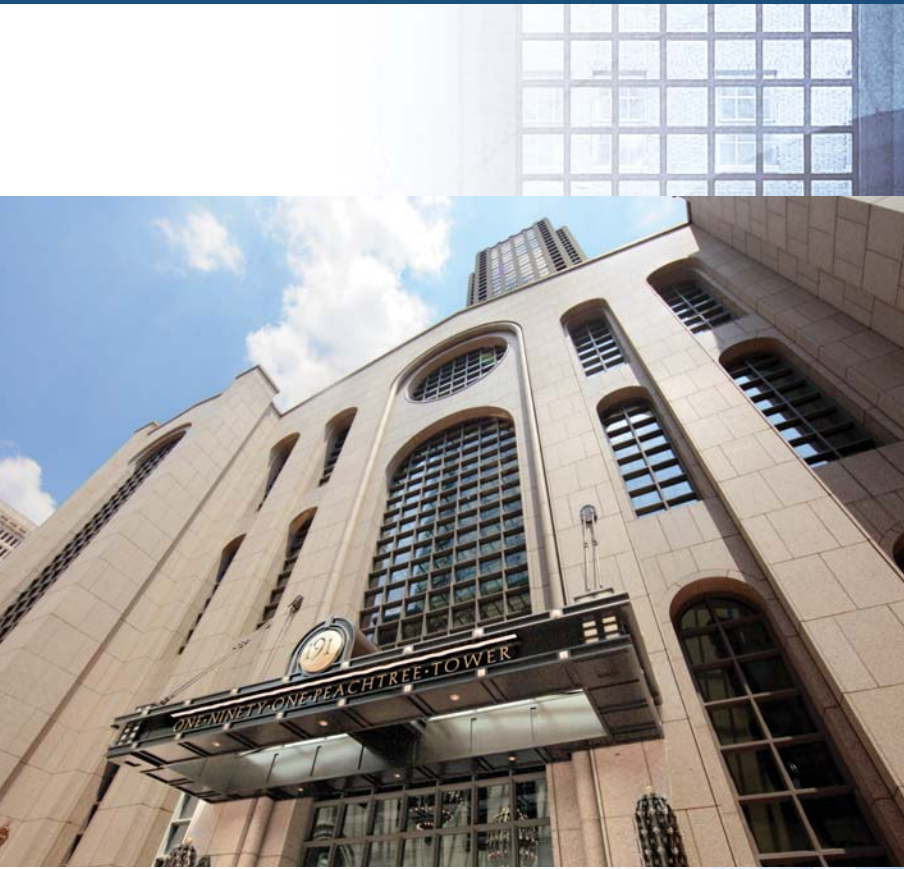


“One Ninety One really presents the kind of quality, stability and sophistication that is consistent with the Deloitte brand, which is a big plus for us. The atrium is a great place, and our employees congregate there to do business when our own facilities are full. Cousins Properties is very accommodating to the special needs of our business and is really interested in making sure our employees have a good experience.”

J. Bradford Branch
Managing Partner
Atlanta/Birmingham Practice, Deloitte LLP

One Ninety One Peachtree Tower Atlanta, GA





Challenge

As the fourth tallest Class A office building in downtown Atlanta, One Ninety One Peachtree Tower – built in 1990 through a partnership of Cousins Properties, Hines Interests and Dutch Holdings Institutional Corporation – became an instant icon with its Acropolis-style structures at the building's pinnacle. In the early 2000s, under new ownership, One Ninety One Peachtree entered a period of steady decline. Cousins faced a challenge. The building was in need of serious renovation and rehabilitation.

In addition, downtown tenants were relocating to newer space in Midtown and Buckhead at a rapid pace, all of which resulted in the building's occupancy rate dropping to 20 percent.

Solution

Cousins was determined and committed to restore the building to its original grandeur, and purchased it in 2006. The company invested more than \$12 million to renovate the 50-story, 1.2 million square foot structure's street presence and grand atrium lobby, adding amenities to attract and retain tenants, including Bistro 191, a casual dining restaurant, The Bean Counter Coffee Bar, and Page One News & Sundries Shop. In addition, Cousins implemented new landscaping, canopies, seating and other amenities to make the lobby more attractive to the downtown community. The team also designed Resolution Fitness, an eco-friendly wellness club (currently pursuing LEED-CI Silver Certification), which overlooks the atrium from the third floor. In 2009, Cousins converted the former bank branch in One Ninety One Peachtree Tower for use as a fine dining restaurant, further positioning the building as a downtown destination.

The dramatic renovations successfully attracted nationally recognized tenants like Ogletree Deakins, the nation's third largest labor relations law firm, and helped to bring life and foot traffic back to Peachtree Street.

The building is 80 percent leased and more than 75 percent occupied, and has been recognized with LEED-EB Silver Certification due to initiatives to reduce water and energy use, and improve operations and maintenance programs.



One Ninety One Peachtree Tower – LEED-EB Silver Certification
Resolution Fitness – Pursuing LEED-CI Silver Certification

One Ninety One Peachtree Tower

- Cousins, along with design firms HOK and Sky Design, produced the first LEED CI certified fitness club in Atlanta. The design and operational initiatives have resulted in saving 198,911 gallons of water per year and 64,800 pounds of carbon dioxide emissions.
- The building has accumulated numerous awards, including four TOBY awards and three Earth Awards from BOMA.

Project Team:

- Developer/Owner/Property Manager – Cousins Properties
- Principal Design Architect – Johnson/Burgee Architects
- Interior Architect – Cooper Carry Associates
- Exterior Architect – Lorenc+Yoo Design
- General Contractors – Beers Construction, Humphries & Company (interior), Hogan Construction Group (exterior)

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